



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators


LAS VEGAS		February			February YTD		
		2008	2009	Change	2008	2009	Change
	Visitor Volume	3,107,997	2,858,545	-8.0%	6,246,309	5,624,461	-10.0%
	Room Inventory (as of Feb 28)	135,383	140,729	3.9%	135,383	140,729	3.9%
	Citywide Occupancy	89.4%	83.9%	-5.5	87.2%	77.9%	-9.3
	Hotel Occupancy	92.7%	87.5%	-5.2	90.6%	81.5%	-9.1
	Motel Occupancy	65.9%	54.8%	-11.1	62.6%	48.8%	-13.9
	Weekend Occupancy	92.9%	91.1%	-1.8	87.9%	85.4%	-2.5
	Midweek Occupancy	87.6%	80.5%	-7.1	86.7%	74.1%	-12.6
	Average Daily Room Rate	\$128.80	\$99.25	-22.9%	\$129.89	\$101.99	-21.5%
	Total Room Nights Occupied	3,471,884	3,306,564	-4.8%	6,995,096	6,443,409	-7.9%
	Convention Attendance	893,982	583,168	-34.8%	1,571,960	1,121,583	-28.7%
	Conventions & Meetings Held	2,031	1,712	-15.7%	3,731	3,080	-17.4%
	Total En/Deplaned Air Passengers	3,579,425	3,036,715	-15.2%	7,156,522	6,057,782	-15.4%
	Avg. Daily Auto Traffic: All Major Highways	77,156	75,672	-1.9%	75,778	74,766	-1.3%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	34,192	34,145	-0.1%	33,628	34,040	1.2%
	Gaming Revenue: Clark County	\$865,968,000	\$710,601,000	-17.9%	\$1,794,619,000	\$1,488,132,000	-17.1%
	Gaming Revenue: Las Vegas Strip	\$558,335,000 r	\$427,426,000	-23.4%	\$1,157,168,000	\$937,784,000	-19.0%
	Gaming Revenue: Downtown	\$50,644,000 r	\$44,860,000	-11.4%	\$101,104,000	\$83,873,000	-17.0%
	Gaming Revenue: Boulder Strip	\$62,846,000 r	\$62,891,000	0.1%	\$137,363,000	\$120,297,000	-12.4%

NOTES & HIGHLIGHTS:

With a larger room base helping counterbalance the impact of having one less day than last year, Las Vegas hosted more than 2.8 million visitors, an -8.0% decline over last February. Aggressive marketing coupled with discounts and package pricing kept citywide occupancy in the mid-80's (83.9%) but with decreased Average Daily Room Rates (-22.9%).

Against a backdrop of record low consumer confidence, Clark County gaming revenue was down -17.9% but exceeded \$710 million.

While not solely tourism-driven (as they include a mix of visitors and residents as well as commercial traffic and/or pass-thru travelers), steeper declines in air passenger tallies (-15.2%) vs. average daily auto counts (-1.9%) suggest a greater proportion of visitors are coming from drive markets.

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		February			February YTD		
		2008	2009	Change	2008	2009	Change
LAUGHLIN	<i>Visitor Volume</i>	249,506	206,563	-17.2%	491,047	419,202	-14.6%
	<i>Room Inventory (as of Feb 28)</i>	10,696	10,655	-0.4%	10,696	10,655	-0.4%
	<i>Convention Attendance</i>	14,196	11,189	-21.2%	23,244	22,007	-5.3%
	<i>Total Occupancy</i>	75.1%	69.0%	-6.1	70.9%	66.1%	-4.8
	<i>Average Daily Room Rate</i>	\$39.26	\$37.94	-3.4%	\$37.72	\$37.54	-0.5%
	<i>Total Room Nights Occupied</i>	232,948	205,855	-11.6%	455,104	415,268	-8.8%
	<i>Gross Gaming Revenue</i>	\$56,012,000	\$45,285,000	-19.2%	\$107,337,000	\$91,318,000	-14.9%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	26,884	24,564	-8.6%	53,540	47,788	-10.7%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	6,713 r	6,132	-8.7%	6,396 r	6,030	-5.7%
MESQUITE	<i>Visitor Volume</i>	137,962	94,005	-31.9%	265,431	182,188	-31.4%
	<i>Room Inventory (as of Feb 28)</i>	2,729	1,981	-27.4%	2,729	1,981	-27.4%
	<i>Total Occupancy</i>	91.4%	88.4%	-3.0	85.0%	81.3%	-3.7
	<i>Average Daily Room Rate</i>	\$68.45	\$59.38	-13.3%	\$63.78	\$60.14	-5.7%
	<i>Total Room Nights Occupied</i>	72,335	49,034	-32.2%	139,168	95,031	-31.7%
	<i>Gross Gaming Revenue</i>	\$11,135,000	\$11,211,000	0.7%	\$24,196,000	\$22,295,000	-7.9%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	20,907	19,999	-4.3%	20,289	19,355	-4.6%

Sources: Las Vegas Convention and Visitors Authority; Mojave County Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board

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