



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators


LAS VEGAS		April			April YTD		
		2008	2009	Change	2008	2009	Change
	Visitor Volume	3,265,251	3,171,043	-2.9%	12,935,325	11,997,848	-7.2%
	Room Inventory (as of Apr 30)	136,586	140,559	2.9%	136,586	140,559	2.9%
	Citywide Occupancy	90.0%	88.0%	-2.0	89.1%	82.4%	-6.7
	Hotel Occupancy	93.6%	91.6%	-2.0	92.5%	86.1%	-6.4
	Motel Occupancy	63.2%	58.3%	-4.9	65.1%	52.7%	-12.5
	Weekend Occupancy	94.5%	94.9%	0.4	91.2%	89.6%	-1.6
	Midweek Occupancy	88.3%	85.4%	-2.9	88.3%	79.3%	-9.0
	Average Daily Room Rate	\$135.67	\$94.08	-30.7%	\$132.74	\$97.31	-26.7%
	Total Room Nights Occupied	3,685,632	3,720,202	0.9%	14,540,270	13,920,759	-4.3%
	Convention Attendance	538,316	414,764	-23.0%	2,748,031	1,982,935	-27.8%
	Conventions & Meetings Held	2,623	1,843	-29.7%	8,623	6,747	-21.8%
	Total En/Deplaned Air Passengers	3,788,603 r	3,565,334	-5.9%	15,065,706	13,256,385	-12.0%
	Avg. Daily Auto Traffic: All Major Highways	83,253	87,878	5.6%	80,391	79,924	-0.6%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	36,921	41,083	11.3%	35,673	36,472	2.2%
	Gaming Revenue: Clark County	\$849,994,000 r	\$734,712,000	-13.6%	\$3,516,509,000	\$3,009,302,000	-14.4%
	Gaming Revenue: Las Vegas Strip	\$524,114,000	\$441,370,000	-15.8%	\$2,201,121,000	\$1,835,283,000	-16.6%
	Gaming Revenue: Downtown	\$52,726,000	\$45,326,000	-14.0%	\$210,608,000	\$184,423,000	-12.4%
	Gaming Revenue: Boulder Strip	\$74,538,000 r	\$76,267,000	2.3%	\$294,699,351	\$276,010,000	-6.3%

NOTES & HIGHLIGHTS:

Las Vegas hosted more than 3.1 million visitors in April. While down -2.9% compared to last April, it is the smallest year-over-year decline in 11 months (May 2008).

At 88.0%, citywide occupancy for Las Vegas was down 2.0 percentage points vs. last April, which represented the smallest year-over-year decline since March 2008 (13 months). April also saw positive year-over-year increases for weekend occupancy for the first time since December 2007.

The effects of the slowed economy continue to be reflected in lower visitor spending as April showed declines in ADR (-30.7%) and Clark County gaming revenue (-13.6%).

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		April			April YTD		
		2008	2009	Change	2008	2009	Change
LAUGHLIN	Visitor Volume	261,116	221,040	-15.3%	1,034,724	874,384	-15.5%
	Room Inventory (as of Apr 30)	10,696	10,655	-0.4%	10,696	10,655	-0.4%
	Convention Attendance	15,843 r	N/A	N/A	49,583	N/A	N/A
	Total Occupancy	76.1%	68.9%	-7.2	74.6%	68.0%	-6.6
	Average Daily Room Rate	\$61.99	\$46.69	-24.7%	\$44.01	\$39.48	-10.3%
	Total Room Nights Occupied	244,190	220,239	-9.8%	965,218	869,693	-9.9%
	Gross Gaming Revenue	\$53,397,000	\$43,913,000	-17.8%	\$216,921,000	\$186,758,000	-13.9%
	Laughlin/Bullhead City En/Deplaned Passengers	19,911	20,998	5.5%	101,569	96,997	-4.5%
	Avg. Daily Auto Traffic: Highway 163	7,489	7,441	-0.6%	6,944 r	6,612	-4.8%
MESQUITE	Visitor Volume	142,095	105,049	-26.1%	556,778	400,615	-28.0%
	Room Inventory (as of Apr 30)	2,729	1,981	-27.4%	2,729	1,981	-27.4%
	Total Occupancy	91.0%	92.2%	1.2	88.4%	87.9%	-0.5
	Average Daily Room Rate	\$59.32	\$59.58	0.4%	\$61.59	\$59.36	-3.6%
	Total Room Nights Occupied	74,502	54,794	-26.5%	291,924	208,964	-28.4%
	Gross Gaming Revenue	\$12,870,000	\$10,768,000	-16.3%	\$54,554,000	\$45,444,000	-16.7%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	22,515	22,539	0.1%	21,841	20,906	-4.3%

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

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