



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		May			May YTD		
		2008	2009	Change	2008	2009	Change
	Visitor Volume	3,395,991	3,199,719	-5.8%	16,331,316	15,197,567	-6.9%
	Room Inventory (as of May 31)	136,733	140,623	2.8%	136,733	140,623	2.8%
	Citywide Occupancy	89.7%	84.4%	-5.3	89.2%	82.8%	-6.4
	Hotel Occupancy	94.0%	88.3%	-5.7	92.8%	86.5%	-6.2
	Motel Occupancy	58.2%	52.9%	-5.3	63.7%	52.7%	-11.0
	Weekend Occupancy	92.7%	91.8%	-0.9	91.5%	90.0%	-1.5
	Midweek Occupancy	88.1%	80.3%	-7.8	88.2%	79.5%	-8.7
	Average Daily Room Rate	\$135.17	\$96.96	-28.3%	\$133.24	\$97.23	-27.0%
	Total Room Nights Occupied	3,791,067	3,679,140	-3.0%	18,331,337	17,599,899	-4.0%
	Convention Attendance	509,482	341,846	-32.9%	3,257,513	2,324,781	-28.6%
	Conventions & Meetings Held	2,208	1,643	-25.6%	10,831	8,390	-22.5%
	Total En/Deplaned Air Passengers	3,992,104 r	3,532,182	-11.5%	19,057,810 r	16,788,567	-11.9%
	Avg. Daily Auto Traffic: All Major Highways	82,302	85,915	4.4%	80,773	81,122	0.4%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	37,715	39,490	4.7%	36,082	37,076	2.8%
	Gaming Revenue: Clark County	\$810,096,000 r	\$747,607,000	-7.7%	\$4,326,605,000 r	\$3,756,909,000	-13.2%
	Gaming Revenue: Las Vegas Strip	\$513,493,000 r	\$480,817,000	-6.4%	\$2,714,614,000 r	\$2,316,100,000	-14.7%
	Gaming Revenue: Downtown	\$48,425,000	\$43,248,000	-10.7%	\$259,033,000 r	\$227,671,000	-12.1%
	Gaming Revenue: Boulder Strip	\$58,414,000 r	\$64,445,000	10.3%	\$353,113,351 r	\$340,455,000	-3.6%

NOTES & HIGHLIGHTS:

Aggressive marketing programs and package deals helped citywide occupancy stay in the mid 80's (84.4%, -5.3 pts) and attracted approximately 3.2 million visitors in May (-5.8% vs. May '08).

While hosting upwards of three million visitors in the course of the month, broader economic challenges translated to lower visitor spending as reflected in declines in ADR (-28.3%) and countywide gaming revenue (-7.7%)

Even though the transportation figures are not pure tourism metrics (as they include a mix of visitors and residents as well as commercial traffic and/or pass-thru travelers), the decline in air passengers (-11.5%) compared to the increase in average daily auto counts (+4.4%) indicate that a larger percentage of visitors are coming from drive markets.



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		May			May YTD		
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LAUGHLIN	Visitor Volume	255,425	236,039	-7.6%	1,290,149	1,110,423	-13.9%
	Room Inventory (as of May 31)	10,696	10,655	-0.4%	10,696	10,655	-0.4%
	Convention Attendance	19,780 r	11,844	-40.1%	69,363 r	56,189	-19.0%
	Total Occupancy	73.0%	73.1%	0.1	74.3%	69.1%	-5.2
	Average Daily Room Rate	\$42.12	\$47.78	13.4%	\$43.63	\$41.28	-5.4%
	Total Room Nights Occupied	242,050	241,453	-0.2%	1,207,268	1,111,146	-8.0%
	Gross Gaming Revenue	\$48,578,000	\$41,268,000	-15.0%	\$265,499,000	\$228,026,000	-14.1%
	Laughlin/Bullhead City En/Deplaned Passengers	17,363	16,440	-5.3%	118,932	113,437	-4.6%
	Avg. Daily Auto Traffic: Highway 163	6,186	6,225	0.6%	6,793 r	6,534	-3.8%
MESQUITE	Visitor Volume	133,439	92,036	-31.0%	690,217	492,651	-28.6%
	Room Inventory (as of May 31)	2,729	1,780	-34.8%	2,729	1,780	-34.8%
	Total Occupancy	82.7%	87.0%	4.3	87.2%	87.7%	0.5
	Average Daily Room Rate	\$52.49	\$55.17	5.1%	\$59.83	\$58.58	-2.1%
	Total Room Nights Occupied	69,963	48,007	-31.4%	361,887	256,971	-29.0%
	Gross Gaming Revenue	\$13,475,000	\$10,500,000	-22.1%	\$68,029,000	\$55,944,000	-17.8%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	22,710	22,574	-0.6%	22,015	21,239	-3.5%

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

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