



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		July			July YTD		
		2008	2009	Change	2008	2009	Change
	<b>Visitor Volume</b>	3,222,456	3,181,139	-1.3%	22,733,244	21,358,828	-6.0%
	<b>Room Inventory (as of Jul 31)</b>	136,990	141,520	3.3%	136,990	141,520	3.3%
	<b>Citywide Occupancy</b>	87.2%	84.2%	-3.0	89.0%	82.9%	-6.0
	<b>Hotel Occupancy</b>	91.3%	88.1%	-3.2	92.6%	86.7%	-5.9
	<b>Motel Occupancy</b>	56.6%	52.2%	-4.4	62.2%	51.8%	-10.4
	<b>Weekend Occupancy</b>	90.9%	91.3%	0.4	91.5%	90.2%	-1.4
	<b>Midweek Occupancy</b>	85.7%	80.8%	-4.9	87.9%	79.7%	-8.2
	<b>Average Daily Room Rate</b>	\$105.97	\$86.23	-18.6%	\$126.51	\$93.81	-25.8%
	<b>Total Room Nights Occupied</b>	3,689,394	3,680,512	-0.2%	25,685,405	24,756,955	-3.6%
	<b>Convention Attendance</b>	264,197	249,692	-5.5%	3,959,754	2,929,909	-26.0%
	<b>Conventions &amp; Meetings Held</b>	1,316	1,317	0.1%	14,009	11,274	-19.5%
	<b>Total En/Deplaned Air Passengers</b>	3,923,472 r	3,557,509	-9.3%	26,862,619 r	23,783,015	-11.5%
	<b>Avg. Daily Auto Traffic: All Major Highways</b>	89,717	95,448	6.4%	82,649 r	84,443	2.2%
	<b>Avg. Daily Auto Traffic: I-15 at NV/CA Border</b>	43,106	46,558	8.0%	37,531	39,121	4.2%
	<b>Gaming Revenue: Clark County</b>	\$819,376,000 r	\$729,889,000	-10.9%	\$5,952,078,000 r	\$5,174,344,000	-13.1%
	<b>Gaming Revenue: Las Vegas Strip</b>	\$519,175,000	\$461,336,000	-11.1%	\$3,720,185,000 r	\$3,191,985,000	-14.2%
	<b>Gaming Revenue: Downtown</b>	\$44,995,000	\$39,802,000	-11.5%	\$352,299,000 r	\$313,027,000	-11.1%
	<b>Gaming Revenue: Boulder Strip</b>	\$70,522,000 r	\$65,730,000	-6.8%	\$505,462,351 r	\$474,152,000	-6.2%

## NOTES & HIGHLIGHTS:


Las Vegas hosted more than 3.1 million visitors in July. While down -1.3% vs. July 2008, it is the smallest year-over-year decline in 2009.

At 84.2%, citywide occupancy for Las Vegas was down -3.0 percentage points compared to last July, the second smallest year-over-year decline in 2009. July also saw a positive year-over-year increase for weekend occupancy. Year-to-date citywide occupancy (82.9%) continues to be 27 percentage points higher than the U.S. national average (56.0%) reported by Smith Travel Research.

The effects of the sluggish economy continue to be reflected in lower visitor spending as July showed declines in ADR (-18.6%) and Clark County gaming revenue (-10.9%).

Sources: Las Vegas Convention and Visitors Authority; McCarran International Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board  
r-revised

[LVCVA.com](http://LVCVA.com)

		<b>LVCVA EXECUTIVE SUMMARY</b> <i>of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators</i>					
		July			July YTD		
		2008	2009	Change	2008	2009	Change
LAUGHLIN	Visitor Volume	260,171	254,101	-2.3%	1,779,326	1,581,018	-11.1%
	Room Inventory (as of Jul 31)	10,657	10,655	0.0%	10,657	10,655	0.0%
	Convention Attendance	5,949 r	8,556	43.8%	86,691 r	73,300	-15.4%
	Total Occupancy	74.8%	79.4%	4.6	73.3%	70.5%	-2.8
	Average Daily Room Rate	\$46.87	\$45.70	-2.5%	\$43.96	\$42.38	-3.6%
	Total Room Nights Occupied	247,115	262,262	6.1%	1,669,228	1,593,327	-4.5%
	Gross Gaming Revenue	\$48,226,000	\$39,270,000	-18.6%	\$357,340,000	\$305,847,000	-14.4%
	Laughlin/Bullhead City En/Deplaned Passengers	18,611	15,004	-19.4%	153,971	141,936	-7.8%
	Avg. Daily Auto Traffic: Highway 163	5,762	6,176	7.2%	6,498 r	6,421	-1.2%
MESQUITE	Visitor Volume	118,395	85,160	-28.1%	934,800	670,973	-28.2%
	Room Inventory (as of Jul 31)	2,706	1,780	-34.2%	2,706	1,780	-34.2%
	Total Occupancy	74.0%	80.5%	6.5	84.5%	87.2%	2.7
	Average Daily Room Rate	\$45.83	\$47.49	3.6%	\$56.12	\$56.12	0.0%
	Total Room Nights Occupied	62,076	44,420	-28.4%	490,125	349,985	-28.6%
	Gross Gaming Revenue	\$10,452,000	\$8,414,000	-19.5%	\$89,378,000	\$73,379,000	-17.9%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	24,036	24,892	3.6%	22,480	22,139	-1.5%

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

[LVCVA.com](http://LVCVA.com)