



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators


LAS VEGAS		August			August YTD		
		2008	2009	Change	2008	2009	Change
	Visitor Volume	3,211,209	3,092,403	-3.7%	25,944,453	24,451,231	-5.8%
	Room Inventory (as of Aug 31)	137,690	141,420	2.7%	137,690	141,420	2.7%
	Citywide Occupancy	88.3%	81.4%	-6.9	88.9%	82.7%	-6.2
	Hotel Occupancy	92.5%	86.0%	-6.5	92.6%	86.7%	-6.0
	Motel Occupancy	57.2%	43.8%	-13.4	61.5%	50.8%	-10.7
	Weekend Occupancy	90.5%	88.6%	-1.9	91.4%	90.0%	-1.4
	Midweek Occupancy	87.2%	78.5%	-8.7	87.8%	79.5%	-8.3
	Average Daily Room Rate	\$107.01	\$84.02	-21.5%	\$124.02	\$92.58	-25.4%
	Total Room Nights Occupied	3,753,657	3,568,121	-4.9%	29,439,062	28,325,076	-3.8%
	Convention Attendance	574,184	235,841	-58.9%	4,533,938	3,165,750	-30.2%
	Conventions & Meetings Held	1,335	1,041	-22.0%	15,344	12,315	-19.7%
	Total En/Deplaned Air Passengers	3,877,058	3,495,522	-9.8%	30,739,677 r	27,278,537	-11.3%
	Avg. Daily Auto Traffic: All Major Highways	90,349	93,310	3.3%	83,612 r	85,552	2.3%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	43,774	45,382	3.7%	38,312	39,904	4.2%
	Gaming Revenue: Clark County	\$759,259,000 r	\$708,130,000	-6.7%	\$6,711,337,000 r	\$5,882,474,000	-12.4%
	Gaming Revenue: Las Vegas Strip	\$494,016,000	\$449,560,000	-9.0%	\$4,214,201,000 r	\$3,641,545,000	-13.6%
	Gaming Revenue: Downtown	\$43,669,000	\$41,977,000	-3.9%	\$395,968,000 r	\$355,004,000	-10.3%
	Gaming Revenue: Boulder Strip	\$52,183,000 r	\$63,417,000	21.5%	\$557,645,351 r	\$537,569,000	-3.6%

NOTES & HIGHLIGHTS:

As challenges in the U.S. and global economies persisted, visitation (-3.7%) and ADR levels (-21.5%) were down compared to August 2008. The year-to-date citywide occupancy (82.7%) continues to track significantly higher than the national average (56.6%) reported by Smith Travel Research.

The reduction in travel for business and meetings in the current economic climate, combined with convention scheduling differences (i.e. tradeshow occurring in Sep 09 vs. Aug 08), resulted in an overall convention attendance decline of 58.9% vs. last August.

While the transportation figures are not solely tourism-driven (as they include a mix of visitors and residents as well as commercial traffic and/or pass-thru travelers), the decrease in air passengers (-9.8%) compared to the increase in average daily auto counts (+3.3%) indicate a larger proportion of visitors are coming from drive markets.

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		August			August YTD		
		2008	2009	Change	2008	2009	Change
LAUGHLIN	<i>Visitor Volume</i>	263,267	240,053	-8.8%	2,042,593	1,821,071	-10.8%
	<i>Room Inventory (as of Aug 31)</i>	10,657	10,655	0.0%	10,657	10,655	0.0%
	<i>Convention Attendance</i>	8,594 r	5,227	-39.2%	95,285 r	78,527	-17.6%
	<i>Total Occupancy</i>	75.8%	74.5%	-1.3	73.7%	71.0%	-2.7
	<i>Average Daily Room Rate</i>	\$47.21	\$41.56	-12.0%	\$44.38	\$42.27	-4.8%
	<i>Total Room Nights Occupied</i>	250,418	246,077	-1.7%	1,919,646	1,839,404	-4.2%
	<i>Gross Gaming Revenue</i>	\$44,277,000	\$38,144,000	-13.9%	\$401,617,000	\$343,991,000	-14.3%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	16,262	17,002	4.6%	170,233	158,938	-6.6%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	5,582	5,774	3.4%	6,384 r	6,340	-0.7%
MESQUITE	<i>Visitor Volume</i>	118,555	69,715	-41.2%	1,053,355	740,688	-29.7%
	<i>Room Inventory (as of Aug 31)</i>	2,706	1,780	-34.2%	2,706	1,780	-34.2%
	<i>Total Occupancy</i>	74.1%	65.9%	-8.2	83.2%	84.6%	1.4
	<i>Average Daily Room Rate</i>	\$46.11	\$43.87	-4.9%	\$54.99	\$54.97	0.0%
	<i>Total Room Nights Occupied</i>	62,160	36,364	-41.5%	552,285	386,349	-30.0%
	<i>Gross Gaming Revenue</i>	\$10,818,000	\$8,482,000	-21.6%	\$100,196,000	\$81,861,000	-18.3%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	23,710	23,833	0.5%	22,634	22,351	-1.2%

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

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