



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS

	September			September YTD		
	2008	2009	Change	2008	2009	Change
<b>Visitor Volume</b>	2,936,499	3,062,340	<b>4.3%</b>	28,880,952	27,513,571	<b>-4.7%</b>
<b>Room Inventory (as of Sep 30)</b>	137,690	141,190	<b>2.5%</b>	137,690	141,190	<b>2.5%</b>
<b>Citywide Occupancy</b>	84.3%	83.2%	<b>-1.1</b>	88.4%	82.8%	<b>-5.6</b>
Hotel Occupancy	88.6%	87.0%	<b>-1.6</b>	92.2%	86.7%	<b>-5.5</b>
Motel Occupancy	52.1%	51.8%	<b>-0.3</b>	60.5%	50.9%	<b>-9.6</b>
Weekend Occupancy	88.4%	91.5%	<b>3.1</b>	91.1%	90.1%	<b>-0.9</b>
Midweek Occupancy	82.8%	79.6%	<b>-3.2</b>	87.2%	79.5%	<b>-7.7</b>
<b>Average Daily Room Rate</b>	\$112.58	\$91.18	<b>-19.0%</b>	\$122.81	\$92.42	<b>-24.7%</b>
<b>Total Room Nights Occupied</b>	3,482,882	3,531,195	<b>1.4%</b>	32,921,944	31,856,271	<b>-3.2%</b>
<b>Convention Attendance</b>	357,525	401,319	<b>12.2%</b>	4,891,463	3,567,069	<b>-27.1%</b>
<b>Conventions &amp; Meetings Held</b>	1,794	1,699	<b>-5.3%</b>	17,138	14,014	<b>-18.2%</b>
<b>Total En/Deplaned Air Passengers</b>	3,377,238	3,336,007	<b>-1.2%</b>	34,116,915 r	30,624,672	<b>-10.2%</b>
<b>Avg. Daily Auto Traffic: All Major Highways</b>	78,384	84,011	<b>7.2%</b>	83,031 r	85,381	<b>2.8%</b>
<b>Avg. Daily Auto Traffic: I-15 at NV/CA Border</b>	35,194	38,687	<b>9.9%</b>	37,965	39,769	<b>4.8%</b>
<b>Gaming Revenue: Clark County</b>	\$853,511,000	\$774,056,000	<b>-9.3%</b>	\$7,564,848,000 r	\$6,656,530,000	<b>-12.0%</b>
Gaming Revenue: Las Vegas Strip	\$525,170,000	\$506,375,000	<b>-3.6%</b>	\$4,739,371,000 r	\$4,147,920,000	<b>-12.5%</b>
Gaming Revenue: Downtown	\$49,040,000	\$44,783,000	<b>-8.7%</b>	\$445,008,000 r	\$399,787,000	<b>-10.2%</b>
Gaming Revenue: Boulder Strip	\$87,602,000 r	\$63,061,000	<b>-28.0%</b>	\$645,247,351 r	\$600,630,000	<b>-6.9%</b>

## NOTES & HIGHLIGHTS:

Las Vegas hosted more than 3.0 million visitors in September, an increase of 4.3% compared to last year. This marks the first year-over-year monthly increase since May 2008.

At 83.2%, citywide occupancy for Las Vegas was down -1.1 percentage points vs. last September, which represented the smallest year-over-year decline since February 2008. September also saw a positive year-over-year increase for weekend occupancy for the third time in 2009.

Overall convention attendance was up 12.2% for the month as a few larger shows (i.e. MAGIC & World Market Center's Fall show) fell in September this year vs. August last year. This is the first year-over-year monthly increase in convention attendance since July 2008.

Both ADR and Clark County gaming revenue continued to show declines. ADR was down -19.0% while Clark County gaming revenue was down -9.3%.

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

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		September			September YTD		
		2008	2009	Change	2008	2009	Change
<b>LAUGHLIN</b>	<b>Visitor Volume</b>	211,813	205,290	-3.1%	2,254,406	2,026,361	-10.1%
	<b>Room Inventory (as of Sep 30)</b>	10,657	10,655	0.0%	10,657	10,655	0.0%
	<b>Convention Attendance</b>	9,073 r	7,500	-17.3%	104,358 r	86,027	-17.6%
	<b>Total Occupancy</b>	63.0%	66.3%	3.3	72.5%	70.5%	-2.0
	<b>Average Daily Room Rate</b>	\$39.00	\$42.78	9.7%	\$43.87	\$42.33	-3.5%
	<b>Total Room Nights Occupied</b>	201,417	211,928	5.2%	2,121,063	2,051,332	-3.3%
	<b>Gross Gaming Revenue</b>	\$44,464,000	\$39,059,000	-12.2%	\$446,081,000	\$383,050,000	-14.1%
	<b>Laughlin/Bullhead City En/Deplaned Passengers</b>	19,296	16,028	-16.9%	189,529	174,966	-7.7%
	<b>Avg. Daily Auto Traffic: Highway 163</b>	5,667	5,734	1.2%	6,304 r	6,272	-0.5%
<b>MESQUITE</b>	<b>Visitor Volume</b>	82,680	83,232	0.7%	1,136,035	823,920	-27.5%
	<b>Room Inventory (as of Sep 30)</b>	2,706	1,780	-34.2%	2,706	1,780	-34.2%
	<b>Total Occupancy</b>	53.4%	81.3%	27.9	80.0%	84.3%	4.3
	<b>Average Daily Room Rate</b>	\$40.04	\$52.18	30.3%	\$53.90	\$54.68	1.4%
	<b>Total Room Nights Occupied</b>	43,350	43,414	0.1%	595,635	429,763	-27.8%
	<b>Gross Gaming Revenue</b>	\$10,391,000	\$9,075,000	-12.7%	\$110,587,000	\$90,936,000	-17.8%
	<b>Avg. Daily Auto Traffic: I-15 at NV/AZ border</b>	21,290	22,187	4.2%	22,485	22,333	-0.7%

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

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