



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		January			January YTD		
		2009	2010	Change	2009	2010	Change
		<i>Visitor Volume</i>	2,765,916	2,877,716	4.0%	2,765,916	2,877,716
<i>Room Inventory (as of Jan 31)</i>	140,729	148,891	5.8%	140,729	148,891	5.8%	
<i>Citywide Occupancy</i>	71.9%	71.1%	-0.8	71.9%	71.1%	-0.8	
<i>Hotel Occupancy</i>	75.5%	74.8%	-0.7	75.5%	74.8%	-0.7	
<i>Motel Occupancy</i>	42.7%	38.2%	-4.5	42.7%	38.2%	-4.5	
<i>Weekend Occupancy</i>	79.7%	81.5%	1.8	79.7%	81.5%	1.8	
<i>Midweek Occupancy</i>	67.6%	64.6%	-3.0	67.6%	64.6%	-3.0	
<i>Average Daily Room Rate</i>	\$104.89	\$99.75	-4.9%	\$104.89	\$99.75	-4.9%	
<i>Total Room Nights Occupied</i>	3,136,845	3,249,926	3.6%	3,136,845	3,249,926	3.6%	
<i>Convention Attendance</i>	538,415	449,917	-16.4%	538,415	449,917	-16.4%	
<i>Conventions & Meetings Held</i>	1,368	1,197	-12.5%	1,368	1,197	-12.5%	
<i>Total En/Deplaned Air Passengers</i>	3,021,067 r	3,015,368	-0.2%	3,021,067 r	3,015,368	-0.2%	
<i>Avg. Daily Auto Traffic: All Major Highways</i>	73,859	74,029	0.2%	73,859	74,029	0.2%	
<i>Avg. Daily Auto Traffic: I-15 at NV/CA Border</i>	33,935	33,669	-0.8%	33,935	33,669	-0.8%	
<i>Gaming Revenue: Clark County</i>	\$781,672,000 r	\$764,364,000	-2.2%	\$781,672,000 r	\$764,364,000	-2.2%	
<i>Gaming Revenue: Las Vegas Strip</i>	\$510,352,000 r	\$495,038,000	-3.0%	\$510,352,000 r	\$495,038,000	-3.0%	
<i>Gaming Revenue: Downtown</i>	\$39,013,000	\$38,195,000	-2.1%	\$39,013,000	\$38,195,000	-2.1%	
<i>Gaming Revenue: Boulder Strip</i>	\$61,545,000 r	\$69,914,000	13.6%	\$61,545,000 r	\$69,914,000	13.6%	

NOTES & HIGHLIGHTS:

Las Vegas hosted more than 2.8 million visitors in January, an increase of 4.0% compared to last year. January marks the fifth consecutive year-over-year increase in monthly visitation.

With more than 8,000 net additional rooms in the destination vs. last January, citywide occupancy for Las Vegas was down -0.8 percentage points.

While lower ADR levels (-4.9%) have effectively helped draw visitors, the broader economy continues to impact visitor spending levels as reflected in lower Clark County gaming revenue (-2.2%).



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		January			January YTD		
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LAUGHLIN	<i>Visitor Volume</i>	212,639	179,765	-15.5%	212,639	179,765	-15.5%
	<i>Room Inventory (as of Jan 31)</i>	10,655	10,652	0.0%	10,655	10,652	0.0%
	<i>Convention Attendance</i>	10,818	5,105	-52.8%	10,818	5,105	-52.8%
	<i>Total Occupancy</i>	63.4%	54.0%	-9.4	63.4%	54.0%	-9.4
	<i>Average Daily Room Rate</i>	\$37.15	\$37.83	1.8%	\$37.15	\$37.83	1.8%
	<i>Total Room Nights Occupied</i>	209,413	178,314	-14.9%	209,413	178,314	-14.9%
	<i>Gross Gaming Revenue</i>	\$46,033,000	\$39,535,000	-14.1%	\$46,033,000	\$39,535,000	-14.1%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	23,224	20,295	-12.6%	23,224	20,295	-12.6%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	5,928	5,769	-2.7%	5,928	5,769	-2.7%
MESQUITE	<i>Visitor Volume</i>	88,183	84,075	-4.7%	88,183	84,075	-4.7%
	<i>Room Inventory (as of Jan 31)</i>	1,981	1,790	-9.6%	1,981	1,790	-9.6%
	<i>Total Occupancy</i>	74.9%	79.4%	4.5	74.9%	79.4%	4.5
	<i>Average Daily Room Rate</i>	\$60.94	\$52.37	-14.1%	\$60.94	\$52.37	-14.1%
	<i>Total Room Nights Occupied</i>	45,997	44,059	-4.2%	45,997	44,059	-4.2%
	<i>Gross Gaming Revenue</i>	\$11,084,000	\$9,924,000	-10.5%	\$11,084,000	\$9,924,000	-10.5%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	18,711	18,569	-0.8%	18,711	18,569	-0.8%

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

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