



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		March			March YTD		
		2009	2010	Change	2009	2010	Change
		<b>Visitor Volume</b>	3,202,344	3,224,697	0.7%	8,826,805	8,958,869
<b>Room Inventory (as of Mar 31)</b>	141,119	148,891	5.5%	141,119	148,891	5.5%	
<b>Citywide Occupancy</b>	85.9%	82.4%	-3.5	80.6%	77.7%	-2.8	
<b>Hotel Occupancy</b>	89.7%	85.4%	-4.3	84.2%	80.9%	-3.3	
<b>Motel Occupancy</b>	54.8%	55.7%	0.9	50.8%	49.3%	-1.4	
<b>Weekend Occupancy</b>	92.5%	90.3%	-2.2	87.8%	86.6%	-1.2	
<b>Midweek Occupancy</b>	83.6%	79.7%	-3.9	77.2%	73.4%	-3.9	
<b>Average Daily Room Rate</b>	\$92.46	\$93.23	0.8%	\$99.02 r	\$96.55	-2.5%	
<b>Total Room Nights Occupied</b>	3,757,148	3,788,249	0.8%	10,200,557	10,344,760	1.4%	
<b>Convention Attendance</b>	446,588	470,005	5.2%	1,568,171	1,438,316	-8.3%	
<b>Conventions &amp; Meetings Held</b>	1,824	1,772	-2.9%	4,904	4,585	-6.5%	
<b>Total En/Deplaned Air Passengers</b>	3,633,269	3,487,552	-4.0%	9,691,051	9,351,753	-3.5%	
<b>Avg. Daily Auto Traffic: All Major Highways</b>	82,287	87,267	6.1%	77,273	79,784	3.2%	
<b>Avg. Daily Auto Traffic: I-15 at NV/CA Border</b>	36,726	39,001	6.2%	34,935	36,002	3.1%	
<b>Gaming Revenue: Clark County</b>	\$786,462,000 r	\$779,494,000	-0.9%	\$2,278,742,000	\$2,371,656,000	4.1%	
<b>Gaming Revenue: Las Vegas Strip</b>	\$456,129,000	\$467,075,000	2.4%	\$1,393,907,000	\$1,530,091,000	9.8%	
<b>Gaming Revenue: Downtown</b>	\$55,224,000	\$49,357,000	-10.6%	\$139,104,000	\$129,829,000	-6.7%	
<b>Gaming Revenue: Boulder Strip</b>	\$79,446,000	\$75,516,000	-4.9%	\$203,882,000	\$206,891,000	1.5%	

## NOTES & HIGHLIGHTS:

Visitation increased (+0.7%) in March as Las Vegas hosted more than 3.2 million visitors during the month. March marks the seventh straight month of visitor volume matching or exceeding prior year levels.

Overall convention attendance was up 5.2% for the month, supported in part by a few larger shows (i.e. International CTIA WIRELESS 2010) occurring in March this year vs. April last year. This is the first year-over-year monthly increase in convention attendance in 2010.

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 (-4.0%) compared to the increase in average daily auto counts (+6.1%) indicate a larger proportion of visitors are coming from drive markets.



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		March			March YTD		
		2009	2010	Change	2009	2010	Change
<b>LAUGHLIN</b>	<i>Visitor Volume</i>	234,142	224,449	-4.1%	653,344	603,182	-7.7%
	<i>Room Inventory (as of Mar 31)</i>	10,655	10,652	0.0%	10,655	10,652	0.0%
	<i>Convention Attendance</i>	12,741	7,904	-38.0%	34,748	18,884	-45.7%
	<i>Total Occupancy</i>	70.9%	70.1%	-0.8	67.7%	64.1%	-3.6
	<i>Average Daily Room Rate</i>	\$36.13	\$37.24	3.1%	\$37.03	\$37.70	1.8%
	<i>Total Room Nights Occupied</i>	234,186	231,479	-1.2%	649,454	614,397	-5.4%
	<i>Gross Gaming Revenue</i>	\$51,527,000	\$52,799,000	2.5%	\$142,845,000	\$137,035,000	-4.1%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	28,211	31,205	10.6%	75,999	77,736	2.3%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	6,946	7,816	12.5%	6,335	6,702	5.8%
<b>MESQUITE</b>	<i>Visitor Volume</i>	113,378	95,088	-16.1%	295,566	256,059	-13.4%
	<i>Room Inventory (as of Mar 31)</i>	1,981	1,790	-9.6%	1,981	1,790	-9.6%
	<i>Total Occupancy</i>	96.3%	89.8%	-6.5	86.5%	83.3%	-3.2
	<i>Average Daily Room Rate</i>	\$57.91	\$56.61	-2.2%	\$59.28	\$55.26	-6.8%
	<i>Total Room Nights Occupied</i>	59,139	49,830	-15.7%	154,170	134,186	-13.0%
	<i>Gross Gaming Revenue</i>	\$12,381,000	\$11,957,000	-3.4%	\$34,676,000	\$32,438,000	-6.5%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	22,374	22,854	2.1%	20,361	20,549	0.9%

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