



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		April			April YTD		
		2009	2010	Change	2009	2010	Change
	Visitor Volume	3,171,043	3,199,541	0.9%	11,997,848	12,158,410	1.3%
	Room Inventory (as of Apr 30)	140,559	148,891	5.9%	140,559	148,891	5.9%
	Citywide Occupancy	88.0%	84.0%	-4.0	82.4%	79.3%	-3.1
	<i>Hotel Occupancy</i>	91.6%	86.9%	-4.7	86.1%	82.4%	-3.7
	<i>Motel Occupancy</i>	58.3%	57.5%	-0.8	52.7%	51.4%	-1.3
	<i>Weekend Occupancy</i>	94.9%	92.6%	-2.3	89.6%	88.1%	-1.5
	<i>Midweek Occupancy</i>	85.4%	80.3%	-5.1	79.3%	75.1%	-4.2
	Average Daily Room Rate	\$94.08	\$96.87	3.0%	\$97.70 r	\$96.63	-1.1%
	Total Room Nights Occupied	3,720,202	3,734,052	0.4%	13,920,759	14,078,812	1.1%
	Convention Attendance	414,764	426,697	2.9%	1,982,935	1,865,013	-5.9%
	Conventions & Meetings Held	1,843	1,818	-1.4%	6,747	6,403	-5.1%
	Total En/Deplaned Air Passengers	3,563,918 r	3,384,741	-5.0%	13,254,969 r	12,736,494	-3.9%
	Avg. Daily Auto Traffic: All Major Highways	87,878	89,616	2.0%	79,924	82,242	2.9%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	41,083	40,619	-1.1%	36,472	37,157	1.9%
	Gaming Revenue: Clark County	\$734,773,000 r	\$689,978,000	-6.1%	\$3,013,515,000 r	\$3,061,634,000	1.6%
	<i>Gaming Revenue: Las Vegas Strip</i>	\$441,370,000	\$437,281,000	-0.9%	\$1,835,277,000	\$1,967,372,000	7.2%
	<i>Gaming Revenue: Downtown</i>	\$45,326,000	\$41,192,000	-9.1%	\$184,430,000	\$171,021,000	-7.3%
	<i>Gaming Revenue: Boulder Strip</i>	\$76,321,000 r	\$56,850,000	-25.5%	\$280,203,000 r	\$263,741,000	-5.9%

NOTES & HIGHLIGHTS:


Las Vegas welcomed nearly 3.2 million visitors in April, an increase of 0.9% compared to last year. Monthly visitor volumes have matched or surpassed prior year levels for 8 consecutive months.

The 6.1% decline in overall gaming revenue for Clark County reflects lower visitor spending levels. However, please also note that when months end on a weekend, the slot win generated over the last weekend of the month is reported by some properties in the following month.

Although down significantly from peaks of 2007 and 2008, ADR stabilized at approximately \$97, up 3% from April of 2009.

Sources: Las Vegas Convention and Visitors Authority; McCarran International Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board
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		April			April YTD		
		2009	2010	Change	2009	2010	Change
LAUGHLIN	Visitor Volume	221,040	208,345	-5.7%	874,384	811,527	-7.2%
	Room Inventory (as of Apr 30)	10,655	10,652	0.0%	10,655	10,652	0.0%
	Convention Attendance	9,597	11,560	20.5%	44,345	30,444	-31.3%
	Total Occupancy	68.9%	66.8%	-2.1	68.0%	64.8%	-3.2
	Average Daily Room Rate	\$46.69	\$44.02	-5.7%	\$39.48	\$39.33	-0.4%
	Total Room Nights Occupied	220,239	213,466	-3.1%	869,693	827,863	-4.8%
	Gross Gaming Revenue	\$43,913,000	\$41,570,000	-5.3%	\$186,758,000	\$178,605,000	-4.4%
	Laughlin/Bullhead City En/Deplaned Passengers	20,998	21,177	0.9%	96,997	98,913	2.0%
	Avg. Daily Auto Traffic: Highway 163	7,441	7,784	4.6%	6,612	6,973	5.5%
MESQUITE	Visitor Volume	105,049	89,049	-15.2%	400,615	345,108	-13.9%
	Room Inventory (as of Apr 30)	1,981	1,790	-9.6%	1,981	1,790	-9.6%
	Total Occupancy	92.2%	86.9%	-5.3	87.9%	84.2%	-3.7
	Average Daily Room Rate	\$59.58	\$57.55	-3.4%	\$59.36	\$55.85	-5.9%
	Total Room Nights Occupied	54,794	46,665	-14.8%	208,964	180,851	-13.5%
	Gross Gaming Revenue	\$10,768,000	\$10,949,000	1.7%	\$45,444,000	\$43,387,000	-4.5%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	22,539	23,024	2.2%	20,906	21,168	1.3%

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

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