



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		June			June YTD		
		2009	2010	Change	2009	2010	Change
		<b>Visitor Volume</b>	2,980,122	3,106,965	4.3%	18,177,689	18,528,206
<b>Room Inventory (as of Jun 30)</b>	141,030	148,524	5.3%	141,030	148,524	5.3%	
<b>Citywide Occupancy</b>	82.2%	82.1%	-0.1	82.7%	80.3%	-2.4	
<b>Hotel Occupancy</b>	86.5%	86.4%	-0.1	86.5%	83.7%	-2.8	
<b>Motel Occupancy</b>	46.9%	43.1%	-3.8	51.7%	49.8%	-2.0	
<b>Weekend Occupancy</b>	89.9%	89.7%	-0.2	90.0%	88.8%	-1.2	
<b>Midweek Occupancy</b>	79.4%	79.3%	-0.1	79.5%	76.4%	-3.1	
<b>Average Daily Room Rate</b>	\$84.50	\$89.54	6.0%	\$95.39 r	\$95.83	0.5%	
<b>Total Room Nights Occupied</b>	3,476,544	3,642,610	4.8%	21,076,443	21,509,428	2.1%	
<b>Convention Attendance</b>	355,436	351,731	-1.0%	2,680,217	2,569,101	-4.1%	
<b>Conventions &amp; Meetings Held</b>	1,567	1,414	-9.8%	9,957	9,394	-5.7%	
<b>Total En/Deplaned Air Passengers</b>	3,436,939	3,400,550	-1.1%	20,224,090 r	19,613,828	-3.0%	
<b>Avg. Daily Auto Traffic: All Major Highways</b>	90,045	94,374 e	4.8%	82,609	84,981	2.9%	
<b>Avg. Daily Auto Traffic: I-15 at NV/CA Border</b>	41,912	43,587	4.0%	37,882	38,687	2.1%	
<b>Gaming Revenue: Clark County</b>	\$687,583,000 r	\$640,096,000	-6.9%	\$4,448,722,000 r	\$4,416,387,000	-0.7%	
<b>Gaming Revenue: Las Vegas Strip</b>	\$414,543,000 r	\$382,959,000	-7.6%	\$2,730,635,000 r	\$2,800,508,000	2.6%	
<b>Gaming Revenue: Downtown</b>	\$45,554,000	\$40,237,000	-11.7%	\$273,230,000	\$254,201,000	-7.0%	
<b>Gaming Revenue: Boulder Strip</b>	\$68,009,000 r	\$61,993,000	-8.8%	\$412,678,000 r	\$393,464,000	-4.7%	

## NOTES & HIGHLIGHTS:

Las Vegas hosted more than 3.1 million visitors in June, an increase of 4.3% compared to last year. Monthly visitor volume has surpassed or matched prior year levels since September 2009.

At 82.1% citywide occupancy for Las Vegas was down 0.1 percentage points compared to last June which is the smallest year-over-year decline in 2010. Year-to-date citywide occupancy (80.3%) continues to be significantly higher than the U.S. national average (56.4%) reported by Smith Travel Research.

ADR continued to show signs of stabilizing and was approximately \$90 for the month, up 6% from June 2009.

Sources: Las Vegas Convention and Visitors Authority; McCarran International Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board  
r-revised; e-estimate as partial NDOT data unavailable for June.

[LVCVA.com](http://LVCVA.com)



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

		June			June YTD		
		2009	2010	Change	2009	2010	Change
<b>LAUGHLIN</b>	<i>Visitor Volume</i>	209,003 r	201,795	-3.4%	1,295,056 r	1,209,355	-6.6%
	<i>Room Inventory (as of Jun 30)</i>	10,655	10,652	0.0%	10,655	10,652	0.0%
	<i>Convention Attendance</i>	8,555	5,195	-39.3%	64,744	43,046	-33.5%
	<i>Total Occupancy</i>	66.1% r	65.9%	-0.2	67.1% r	64.4%	-2.7
	<i>Average Daily Room Rate</i>	\$44.20 r	\$34.84	-21.2%	\$41.54 r	\$38.61	-7.1%
	<i>Total Room Nights Occupied</i>	211,289 r	210,590	-0.3%	1,294,359 r	1,241,203	-4.1%
	<i>Gross Gaming Revenue</i>	\$38,551,000	\$36,639,000	-5.0%	\$266,577,000	\$254,408,000	-4.6%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	13,495	16,877	25.1%	126,932	132,480	4.4%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	6,096	6,625	8.7%	6,461	6,828	5.7%
<b>MESQUITE</b>	<i>Visitor Volume</i>	93,162	86,999	-6.6%	585,813	516,712	-11.8%
	<i>Room Inventory (as of Jun 30)</i>	1,780	1,790	0.6%	1,780	1,790	0.6%
	<i>Total Occupancy</i>	91.0%	84.9%	-6.1	88.2%	83.6%	-4.6
	<i>Average Daily Room Rate</i>	\$51.01	\$52.36	2.6%	\$57.37	\$54.57	-4.9%
	<i>Total Room Nights Occupied</i>	48,594	45,591	-6.2%	305,565	270,779	-11.4%
	<i>Gross Gaming Revenue</i>	\$9,021,000	\$8,416,000	-6.7%	\$64,965,000	\$61,686,000	-5.0%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	23,887	24,190	1.3%	21,681	21,885	0.9%

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

r-revised

[LVCVA.com](http://LVCVA.com)