		LVCVA EXECUTIVE SUMMARY					
		of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators					
		July			July YTD		
LAS VEGAS		2009	2010	Change	2009	2010	Change
	Visitor Volume	3,181,139	3,330,658	4.7%	21,358,828	21,858,864	2.3%
	Room Inventory (as of Jul 31)	141,520	148,524	4.9%	141,520	148,524	4.9%
	Citywide Occupancy	84.2%	84.0%	-0.2	82.9%	80.8%	-2.1
	Hotel Occupancy	88.1%	86.9%	-1.2	86.7%	84.2%	-2.6
	Motel Occupancy	52.2%	58.3%	6.1	51.8%	51.0%	-0.8
	Weekend Occupancy	91.3%	90.2%	-1.1	90.2%	89.0%	-1.2
	Midweek Occupancy	80.8%	80.6%	-0.2	79.7%	77.0%	-2.6
	Average Daily Room Rate	\$86.23	\$90.38	4.8%	\$94.03 r	\$95.00	1.0%
	Total Room Nights Occupied	3,680,512	3,854,527	4.7%	24,756,955	25,363,955	2.5%
	Convention Attendance	249,692	320,724	28.4%	2,929,909	2,889,825	-1.4%
	Conventions & Meetings Held	1,317	1,124	-14.7%	11,274	10,518	-6.7%
	Total En/Deplaned Air Passengers	3,557,509	3,518,217	-1.1%	23,781,599 r	23,132,045	-2.7%
	Avg. Daily Auto Traffic: All Major Highways	95,448	99,958 e	4.7%	84,443	87,120	3.2%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	46,558	47,886	2.9%	39,121	40,001	2.2%
	Gaming Revenue: Clark County	\$729,912,000 r	\$693,391,000	-5.0%	\$5,178,634,000	\$5,109,778,000	-1.3%
	Gaming Revenue: Las Vegas Strip	\$461,337,000 r	\$461,349,000	0.0%	\$3,191,972,000	\$3,261,857,000	2.2%
	Gaming Revenue: Downtown	\$39,802,000	\$32,134,000	-19.3%	\$313,032,000	\$286,335,000	-8.5%
	Gaming Revenue: Boulder Strip	\$65,749,000 r	\$54,671,000	-16.8%	\$478,427,000	\$448,135,000	-6.3%

NOTES & HIGHLIGHTS:

Benefiting from an extra Saturday in the month, record Southern California drive-in traffic, and an increase in convention attendance (+28.4%) during the month, Las Vegas hosted more than 3.3 million visitors and enjoyed its largest year-over-year monthly visitation increase (+4.7%) since December 2005.


The increase in convention attendance was in part supported by one new larger show, DeafNation (approx. 23,400 attendees), and a mix of shows rotating back into Las Vegas including Cisco Systems with 12,700 attendees & American Sportfishing Association with approx. 7,300 attendees.

While still down significantly from pre-recession peak levels, room rates (ADR) showed improvement over last July as overall ADR reached \$90.38 for the month, up +4.8%.

Overall gaming revenue for Clark County was down -5.0% for the month, but with stronger baccarat win, the Las Vegas Strip matched last July's gaming revenue.

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 July.

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		of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators					
		July			July YTD		
		2009	2010	Change	2009	2010	Change
LAUGHLIN	Visitor Volume	233,459 r	232,113	-0.6%	1,528,515 r	1,441,468	-5.7%
	Room Inventory (as of Jul 31)	10,655	10,652	0.0%	10,655	10,652	0.0%
	Convention Attendance	8,556	4,108	-52.0%	73,300	47,154	-35.7%
	Total Occupancy	72.2% r	74.4%	2.2	67.9% r	65.8%	-2.1
	Average Daily Room Rate	\$45.59 r	\$40.14	-12.0%	\$42.17 r	\$38.86	-7.8%
	Total Room Nights Occupied	238,480 r	245,678	3.0%	1,532,839 r	1,486,881	-3.0%
	Gross Gaming Revenue	\$39,270,000	\$38,643,000	-1.6%	\$305,847,000	\$293,051,000	-4.2%
	Laughlin/Bullhead City En/Deplaned Passengers	15,004	19,237	28.2%	141,936	151,717	6.9%
	Avg. Daily Auto Traffic: Highway 163	6,176	6,648	7.6%	6,421	6,803	5.9%
MESQUITE	Visitor Volume	85,160	80,899	-5.0%	670,973	597,611	-10.9%
	Room Inventory (as of Jul 31)	1,780	1,790	0.6%	1,780	1,790	0.6%
	Total Occupancy	80.5%	76.4%	-4.1	87.2%	82.5%	-4.7
	Average Daily Room Rate	\$47.49	\$45.74	-3.7%	\$56.12	\$53.38	-4.9%
	Total Room Nights Occupied	44,420	42,394	-4.6%	349,985	313,173	-10.5%
	Gross Gaming Revenue	\$8,416,000 r	\$8,446,000	0.4%	\$73,381,000	\$70,132,000	-4.4%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	24,892	25,567	2.7%	22,139	22,411	1.2%

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

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