



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		August			August YTD		
		2009	2010	Change	2009	2010	Change
	Visitor Volume	3,092,403	3,201,662	3.5%	24,451,231	25,060,526	2.5%
	Room Inventory (as of Aug 31)	141,420	148,422	5.0%	141,420	148,422	5.0%
	Citywide Occupancy	81.4%	82.0%	0.6	82.7%	81.0%	-1.8
	<i>Hotel Occupancy</i>	86.0%	84.9%	-1.1	86.7%	84.3%	-2.4
	<i>Motel Occupancy</i>	43.8%	55.7%	11.9	50.8%	51.6%	0.8
	<i>Weekend Occupancy</i>	88.6%	89.2%	0.6	90.0%	89.0%	-1.0
	<i>Midweek Occupancy</i>	78.5%	79.6%	1.1	79.5%	77.3%	-2.2
	Average Daily Room Rate	\$84.02	\$87.40	4.0%	\$92.77 r	\$94.02	1.3%
	Total Room Nights Occupied	3,568,121	3,760,211	5.4%	28,325,076	29,124,166	2.8%
	Convention Attendance	235,841	345,095	46.3%	3,165,750	3,234,920	2.2%
	Conventions & Meetings Held	1,041	925	-11.1%	12,315	11,443	-7.1%
	Total En/Deplaned Air Passengers	3,505,650 r	3,493,158	-0.4%	27,287,249 r	26,625,203	-2.4%
	Avg. Daily Auto Traffic: All Major Highways	93,310	97,385 e	4.4%	85,552	88,404	3.3%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	45,382	47,017	3.6%	39,904	40,878	2.4%
	Gaming Revenue: Clark County	\$708,052,000 r	\$806,107,000	13.8%	\$5,886,686,000	\$5,915,885,000	0.5%
	<i>Gaming Revenue: Las Vegas Strip</i>	\$449,560,000	\$544,363,000	21.1%	\$3,641,532,000	\$3,806,220,000	4.5%
	<i>Gaming Revenue: Downtown</i>	\$41,977,000	\$41,387,000	-1.4%	\$355,009,000	\$327,722,000	-7.7%
	<i>Gaming Revenue: Boulder Strip</i>	\$63,362,000 r	\$65,472,000	3.3%	\$541,789,000	\$513,607,000	-5.2%


NOTES & HIGHLIGHTS:

With an improved convention month and strong drive-in traffic (+4.4%) offsetting a small decrease in air passenger counts(-0.4%), Las Vegas enjoyed its 12th straight monthly increase in visitor volume (+3.5%) as the destination hosted more than 3.2 million visitors.

As a few tradeshow were scheduled in August this year vs. different months last year, Las Vegas saw a +46.3% increase in convention attendance compared to August 2009; two notable larger shows that fell in August instead of September this year were MAGIC (75,000 attendees) and World Market Center's semiannual event (approx. 50,000 attendees).

Citywide occupancy showed an increase of +0.6 pts, the first year-over-year monthly increase since December 2007. Although below peak levels experienced prior to the economic slowdown, Average Daily Room Rates (ADR) showed continued improvement, exceeding \$87 (+4.0% vs. last August).

With lower visitor spending reflected in monthly declines in gross gaming revenue for much of 2010, Las Vegas welcomed an increase of +13.8% for Clark County while the Las Vegas Strip showed an increase of +21.1%. The increases were supported in part by notably high volume of baccarat play, a higher slot hold percentage and bleedover of winnings from the last weekend of July.

		LVCVA EXECUTIVE SUMMARY <i>of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators</i>					
		August			August YTD		
		2009	2010	Change	2009	2010	Change
LAUGHLIN	Visitor Volume	223,424 r	213,240	-4.6%	1,751,939 r	1,654,708	-5.5%
	Room Inventory (as of Aug 31)	10,655	10,652	0.0%	10,655	10,652	0.0%
	Convention Attendance	5,227	2,812	-46.2%	78,527	49,966	-36.4%
	Total Occupancy	68.7% r	67.6%	-1.1	68.0% r	66.1%	-1.9
	Average Daily Room Rate	\$41.07 r	\$37.66	-8.3%	\$42.02 r	\$38.71	-7.9%
	Total Room Nights Occupied	226,920 r	223,223	-1.6%	1,759,759 r	1,710,104	-2.8%
	Gross Gaming Revenue	\$38,144,000	\$36,342,000	-4.7%	\$343,991,000	\$329,393,000	-4.2%
	Laughlin/Bullhead City En/Deplaned Passengers	17,002	19,141	12.6%	158,938	170,858	7.5%
	Avg. Daily Auto Traffic: Highway 163	5,774	6,190	7.2%	6,340	6,726	6.1%
MESQUITE	Visitor Volume	69,715	76,096	9.2%	740,688	673,707	-9.0%
	Room Inventory (as of Aug 31)	1,780	1,767	-0.7%	1,780	1,767	-0.7%
	Total Occupancy	65.9%	72.8%	6.9	84.6%	81.3%	-3.3
	Average Daily Room Rate	\$43.87	\$44.76	2.0%	\$54.97	\$52.41	-4.7%
	Total Room Nights Occupied	36,364	39,878	9.7%	386,349	353,051	-8.6%
	Gross Gaming Revenue	\$8,486,000 r	\$8,252,000	-2.8%	\$81,867,000	\$78,384,000	-4.3%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	23,833	24,471	2.7%	22,351	22,668	1.4%

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

r-revised

LVCVA.com