



2008

1st Quarter Summary

Volume 35 - Number 145

Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

Las Vegas Convention and Visitors Authority
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VisitLasVegas.com
LVCVA.com
VisitLaughlin.com
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The staff of the Las Vegas Convention and Visitors Authority takes this opportunity to thank all of the people who have assisted us in compiling our marketing information and conducting our research projects. The LVCVA staff also welcomes any suggestions and/or editorial contributions.

Visitation Indicator	January - March		Change
	2007	2008	
Visitor Volume	9,629,007	9,670,074	0.4%
Room Inventory (as of March 31)	132,943	136,506	2.7%
Room Tax / LVCVA's Portion	\$59,009,679	\$58,760,177	(0.4%)
Conventions			
Attendance	2,235,351	2,209,715	(1.1%)
Number Held	6,862	6,000	(12.6%)
Economic Impact	\$3,080,927,954	\$2,861,693,750	(7.1%)
Occupancy Levels			
Total	89.9%	88.8%	(1.0)
Hotel	93.7%	92.1%	(1.6)
Motel	62.8%	65.7%	2.9
Weekend	92.8%	90.0%	(2.7)
Midweek	88.5%	88.2%	(0.3)
Average Daily Room Rate	\$135.41	\$131.75	(2.7%)
Total Room Nights Occupied			
Total	10,788,653	10,854,638	0.6%
Tourist	5,998,615	6,575,507	9.6%
Convention	4,790,038	4,279,131	(10.7%)
Gross Gaming Revenue			
Clark County	\$2,759,524,000 r	\$2,666,515,000	(3.4%)
Las Vegas MSA**	\$2,117,670,000 r	\$2,046,486,000	(3.4%)
Downtown	\$160,053,000	\$157,650,000	(1.5%)
Boulder Strip	\$233,858,000 r	\$217,432,000	(7.0%)
Enplaned/Deplaned Airline Passengers			
Total Passengers	11,330,609 r	11,277,103	(0.5%)
Passengers on Domestic Scheduled carriers	10,227,858	10,219,886	(0.1%)
Passengers on Charter and/or Int'l carriers	659,250 r	677,083	2.7%
Average Daily Auto Traffic			
All Major Highways	81,267	79,437	(2.3%)
I-15 at CA/NV Border	36,642	35,257	(3.8%)

** "Las Vegas" Gaming Revenue is a combination of the Strip, Downtown and Boulder Strip.
r = Revised

LAS VEGAS VISITOR VOLUME

Month	2007	2008	Percentage Change
Jan	3,156,419	3,138,312	(0.6%)
Feb	3,015,850	3,107,997	3.1%
Mar	3,456,738	3,423,765	(1.0%)
Total	9,629,007	9,670,074	0.4%

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR PROFILE STUDY

During the 2007 calendar year, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Las Vegas Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Las Vegas visitor, as well as to identify trends in visitor behavior that occur over time.

Copies of this research can be obtained by contacting the LVCVA at (702) 892-0711 or an electronic version of the report can be viewed and downloaded at www.LVCVA.com.

2008 CONVENTIONS

Convention attendance decreased by 1.1% when compared with the first quarter of 2007. The total non-gaming economic impact generated during this period was almost \$2.9 billion.

Month	Total Attendance	Non-Gaming Economic Impact*
Jan	677,978	\$925,049,845
Feb	893,982	1,087,049,825
Mar	637,755	849,594,080
Total	2,209,715	\$2,861,693,750

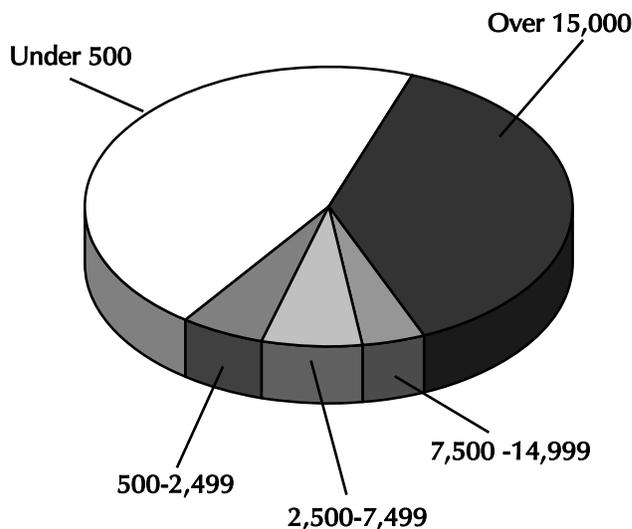
* Non-Gaming Economic Impact is based upon the following:

1. Trade show delegate expenditure per stay (excluding gaming) - \$1,572
2. Convention/Meeting delegate expenditure per stay (excluding gaming) - \$1,177

SOURCE: Las Vegas Convention and Visitors Authority

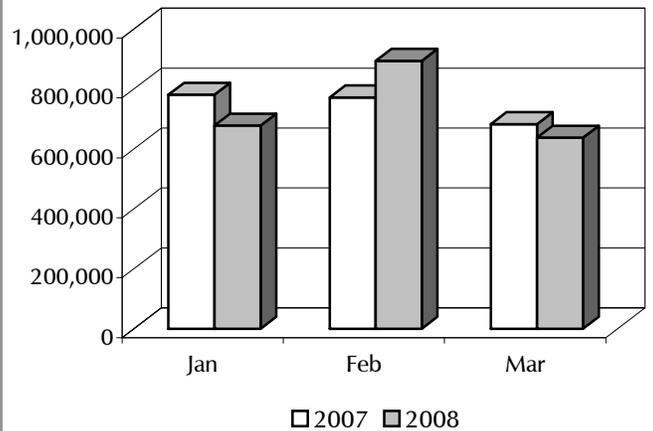
CONVENTION ANALYSIS - 1ST QUARTER 2008

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	842,188	38.1%
7,500-14,999	90,620	4.1%
2,500-7,499	147,001	6.7%
500-2,499	122,704	5.6%
Under 500	1,007,202	45.6%
Total	2,209,715	100.0%



CONVENTION ATTENDANCE

Month	2007	2008	Change
Jan	780,542	677,978	(13.1%)
Feb	771,985	893,982	15.8%
Mar	682,824	637,755	(6.6%)
Total	2,235,351	2,209,715	(1.1%)



SOURCE: Las Vegas Convention and Visitors Authority

CITIES RANKED BY NUMBER OF TRADESHOW WEEK 200 TRADESHOWS**

Rank	City	2007
1	Las Vegas	44
2	Orlando	24
3	Chicago	20
4	New York City	16
5	Atlanta	12
6	Anaheim	9
7	New Orleans	6
8	San Francisco	6
9	Dallas	5
10	Louisville	5
11	San Diego	5
12	Washington, DC	5

** Based on the largest 200 tradeshow in North America

SOURCE: Tradeshow Week

LAS VEGAS 1ST QUARTER 2008 HOTEL VS. MOTEL OCCUPANCY SUMMARY

During the first quarter of 2008, occupancy levels for Las Vegas decreased 1.0 points from 2007. Hotel properties experienced a 1.6 point decrease in occupancy for the time frame while motel occupancy increased 2.9 points during the same period.

Month	Citywide			Hotels			Motels		
	2007	2008	Change	2007	2008	Change	2007	2008	Change
Jan	85.4%	84.9%	(0.5)	90.1%	88.5%	(1.6)	51.9%	59.3%	7.4
Feb	90.3%	89.4%	(0.9)	94.0%	92.7%	(1.3)	63.9%	65.9%	2.0
Mar	93.9%	92.2%	(1.7)	96.9%	95.0%	(1.9)	72.6%	72.0%	(0.6)
1st Qtr	89.9%	88.8%	(1.0)	93.7%	92.1%	(1.6)	62.8%	65.7%	2.9

SOURCE: Las Vegas Convention and Visitors Authority

WEEKEND OCCUPANCY RANKING

Top Weekends - First Quarter 2008

Weekend business continues to be the staple of the Las Vegas market. Shown below is a ranking of the weekends in terms of occupancy for hotels, motels, and the total for all properties during the first quarter of 2008.

Rank	Date	Citywide	Hotel	Motel
1	Mar 28-29	98.5%	99.5%	90.9%
2	Mar 14-15	97.1%	98.1%	90.1%
3	Feb 29-Mar 1	96.3%	97.7%	86.3%
4	Feb 15-17	94.9%	96.8%	81.4%
5	Feb 1-2	94.5%	96.7%	78.6%
6	Mar 21-22	91.8%	94.9%	68.9%
7	Feb 22-23	91.0%	94.9%	63.4%
8	Jan 18-20	89.5%	93.8%	58.9%
9	Mar 7-8	89.3%	93.5%	58.8%
10	Feb 8-9	88.3%	92.6%	57.5%
11	Jan 25-26	86.5%	91.0%	54.0%
12	Jan 11-12	77.5%	82.3%	42.9%
13	Jan 4-5	75.0%	79.4%	43.4%

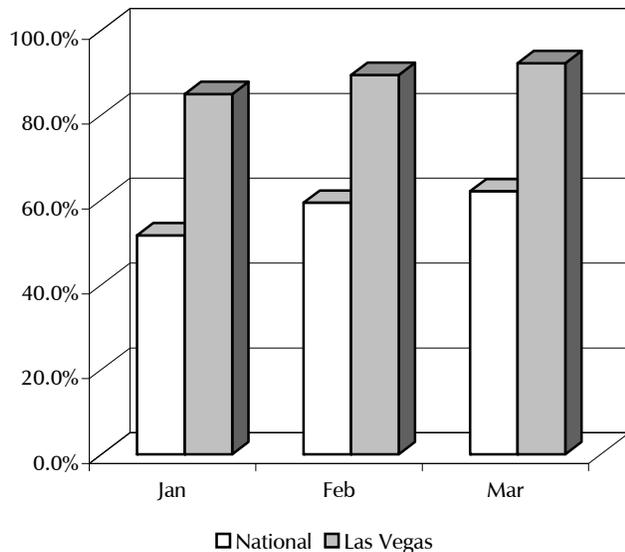
SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS OCCUPANCY VS. NATIONAL AVERAGE

Comparing Las Vegas with national occupancy percentages demonstrates the strength of the Las Vegas market. In order to construct a comprehensive analysis, a report published by the national firm of Smith Travel Research, "Lodging Review," was utilized for the comparative study.

Month	National Occupancy	Las Vegas Occupancy	Net Difference
Jan	51.6%	84.9%	33.3
Feb	59.3%	89.4%	30.1
Mar	62.0%	92.2%	30.2
1st Qtr	57.8%	88.8%	31.0

Las Vegas Occupancy vs. National Average

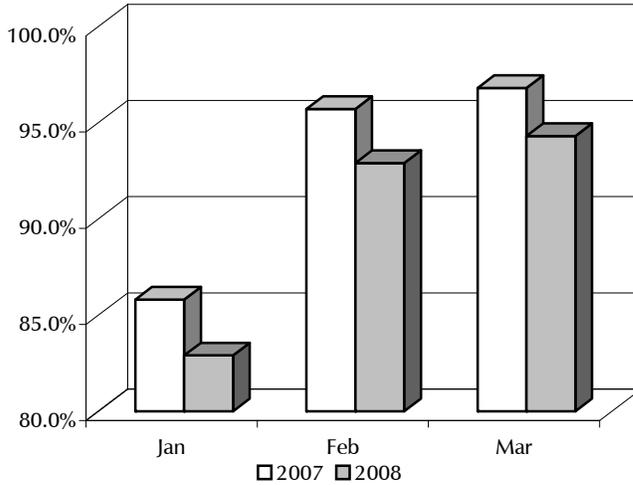


SOURCES: Smith Travel Research; Las Vegas Convention and Visitors Authority

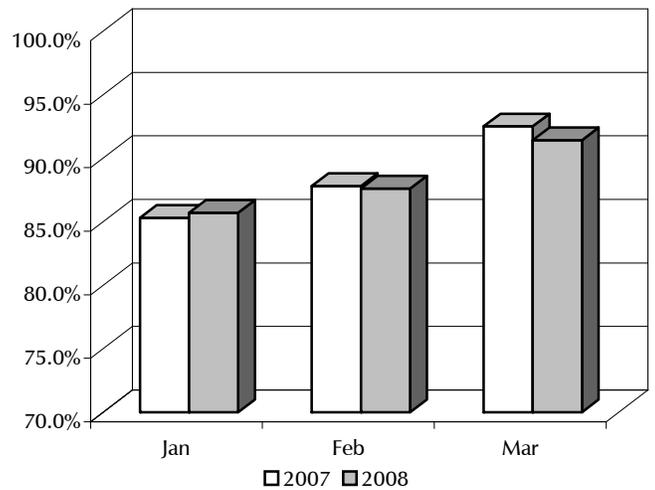
LAS VEGAS 1ST QUARTER 2008 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

Month	Citywide			Weekend			Midweek		
	2007	2008	Change	2007	2008	Change	2007	2008	Change
Jan	85.4%	84.9%	(0.5)	85.8%	82.9%	(2.9)	85.3%	85.7%	0.4
Feb	90.3%	89.4%	(0.9)	95.7%	92.9%	(2.8)	87.8%	87.6%	(0.2)
Mar	93.9%	92.2%	(1.7)	96.8%	94.3%	(2.5)	92.5%	91.4%	(1.1)
1st Qtr	89.9%	88.8%	(1.0)	92.8%	90.0%	(2.7)	88.5%	88.2%	(0.3)

Weekend Occupancy



Midweek Occupancy

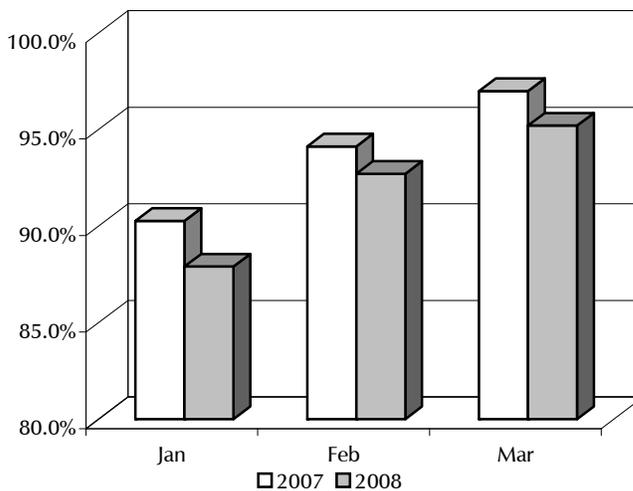


SOURCE: Las Vegas Convention and Visitors Authority

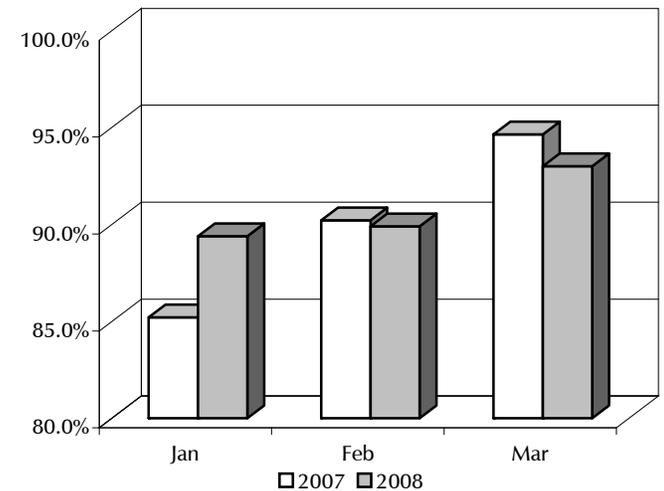
LAS VEGAS 1ST QUARTER 2008 STRIP VS. DOWNTOWN OCCUPANCY AVERAGES

Month	Citywide			Strip			Downtown		
	2007	2008	Change	2007	2008	Change	2007	2008	Change
Jan	85.4%	84.9%	(0.5)	90.3%	87.9%	(2.4)	85.2%	89.4%	4.2
Feb	90.3%	89.4%	(0.9)	94.1%	92.7%	(1.4)	90.2%	89.9%	(0.3)
Mar	93.9%	92.2%	(1.7)	97.0%	95.2%	(1.8)	94.6%	93.0%	(1.6)
1st Qtr	89.9%	88.8%	(1.0)	93.8%	91.9%	(1.9)	90.0%	90.7%	0.7

Strip Occupancy



Downtown Occupancy



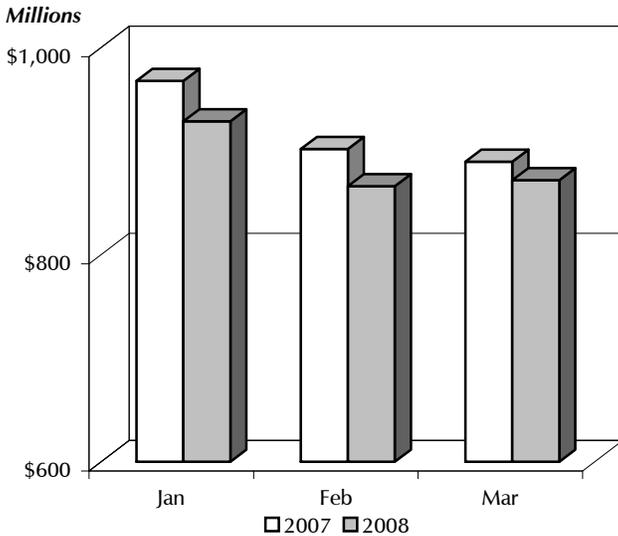
SOURCE: Las Vegas Convention and Visitors Authority

CLARK COUNTY GROSS GAMING REVENUE

Clark County's gross gaming revenue for the first three months of 2008 decreased 3.4% over the first quarter of 2007.

Month	2007	2008	Percent Change
Jan	\$967,887,000 r	\$928,651,000	(4.1%)
Feb	901,949,000 r	865,968,000	(4.0%)
Mar	889,688,000 r	871,896,000	(2.0%)
Total	\$2,759,524,000 r	\$2,666,515,000	(3.4%)

Clark County Gross Gaming Revenues



r = Revised

SOURCE: Nevada Gaming Control Board

LAS VEGAS MONTHLY EMPLOYMENT INDEX

Hospitality Industry

The following chart contains the monthly employment statistics for the Las Vegas Metropolitan Statistical Area (MSA) in the hotel/motel, gaming and recreation fields during the first quarter of 2008. Please note that the Las Vegas MSA encompasses Clark County and surrounding areas in Nevada and northern Arizona.

Month	Hotel Gaming Employment	% of City	% of State
Jan	271,500	29.5%	21.3%
Feb	272,100	29.4%	21.2%
Mar	272,800	29.5%	21.2%

SOURCE: Nevada Department of Employment, Training and Rehabilitation

LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

This analysis divides total visitor volume for the month into monthly gross gaming revenues for the Las Vegas core areas encompassing the Strip, Downtown and Boulder Strip casinos.

Month	2007	2008	Percent Change
Jan	\$237	\$230	(3.0%)
Feb	\$231	\$215	(6.9%)
Mar	\$194	\$191	(1.5%)
Total	\$220	\$212	(3.6%)

CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

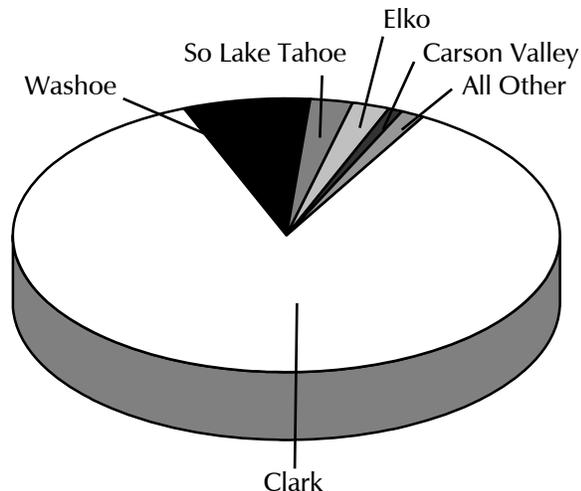
SOURCE: Las Vegas Convention and Visitors Authority

NEVADA TAXABLE GAMING REVENUE

First Quarter 2008 - County Analysis

County	First Quarter	Percent of Total State
Clark	\$2,666,515,753	85.6%
Washoe	227,915,101	7.3%
So Lake Tahoe Area	79,167,331	2.5%
Elko	72,840,728	2.3%
Cason Valley Area	27,248,339	0.9%
All Other	42,993,025	1.3%
Total State	\$3,116,680,277	100.0%

Nevada Taxable Gaming Revenue

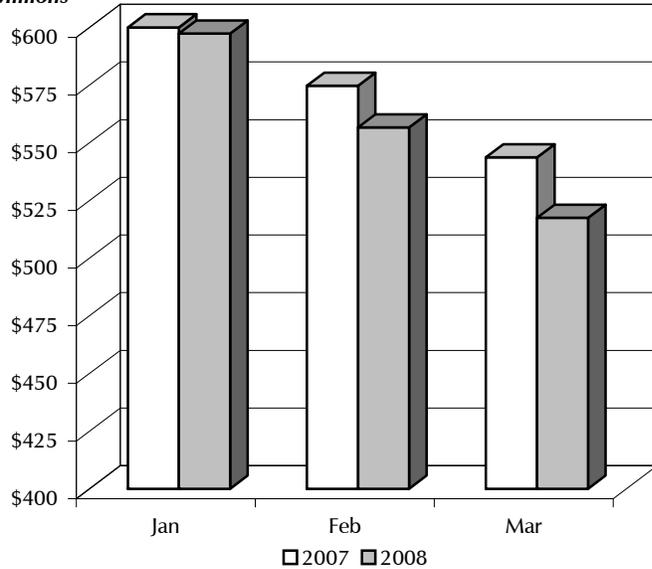


SOURCE: Nevada Gaming Control Board - Quarterly Report

LAS VEGAS STRIP GROSS GAMING REVENUE

	2007	2008	Percent Change
Jan	\$605,386,000	\$597,305,000	(1.3%)
Feb	574,698,000	556,625,000	(3.1%)
Mar	543,675,000	517,474,000	(4.8%)
1st Qtr	\$1,723,759,000	\$1,671,404,000	(3.0%)

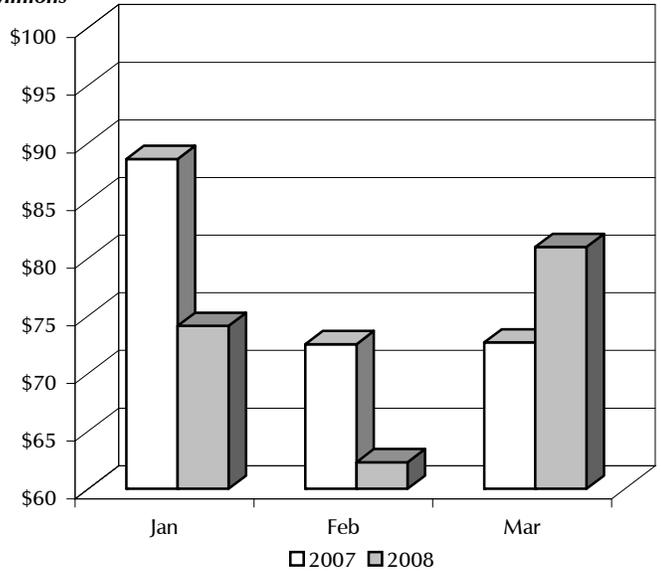
Millions



BOULDER STRIP GROSS GAMING REVENUE

	2007	2008	Percent Change
Jan	\$88,614,000	\$74,139,000	(16.3%)
Feb	72,549,000 r	62,315,000	(14.1%)
Mar	72,695,000	80,978,000	11.4%
1st Qtr	\$233,858,000 r	\$217,432,000	(7.0%)

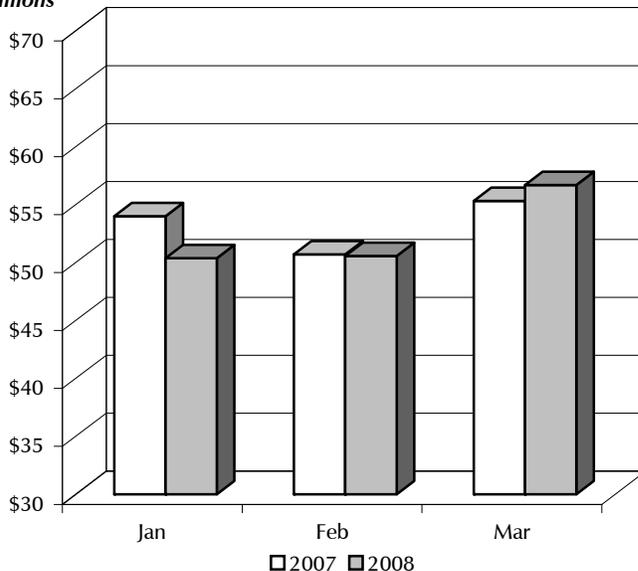
Millions



DOWNTOWN GROSS GAMING REVENUE

	2007	2008	Percent Change
Jan	\$54,008,000	\$50,387,000	(6.7%)
Feb	50,715,000	50,566,000	(0.3%)
Mar	55,330,000	56,697,000	2.5%
1st Qtr	\$160,053,000	\$157,650,000	(1.5%)

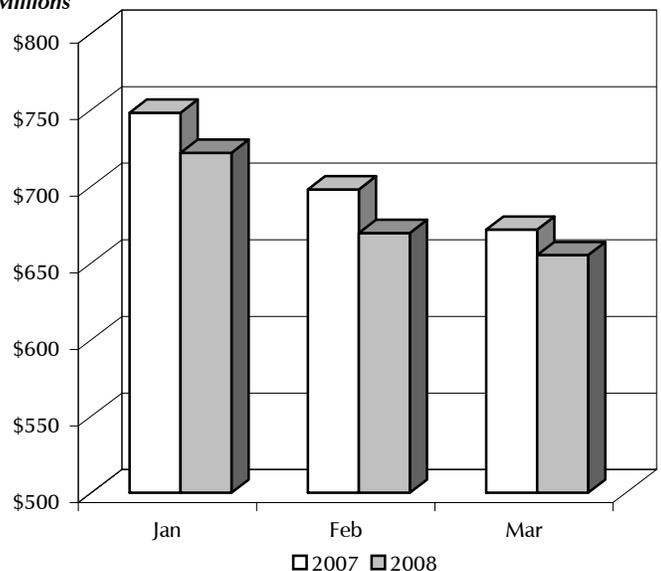
Millions



LAS VEGAS MSA* GROSS GAMING REVENUE

	2007	2008	Percent Change
Jan	\$748,008,000	\$721,831,000	(3.5%)
Feb	697,962,000 r	669,506,000	(4.1%)
Mar	671,700,000	655,149,000	(2.5%)
1st Qtr	\$2,117,670,000 r	\$2,046,486,000	(3.4%)

Millions



* Las Vegas MSA gross gaming revenue includes all non-restricted locations in the areas of Boulder Strip, Downtown Las Vegas and Las Vegas Strip.

r = Revised

SOURCE: Gaming Control Board

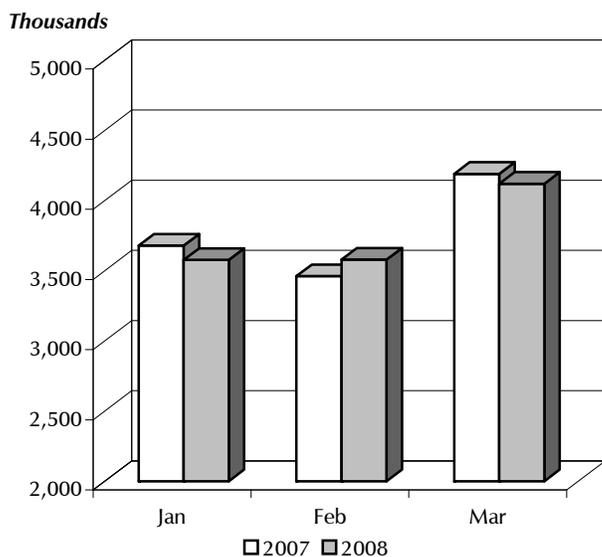
**McCARRAN AIRPORT
TOTAL ENPLANED/DEPLANED PASSENGERS**

McCarran International Airport experienced a 0.5% decrease in total passenger traffic during the first quarter of 2008. An analysis of the monthly data follows:

Month	2007	2008	Percentage Change
Jan	3,678,835 r	3,577,097	(2.8%)
Feb	3,461,946 r	3,579,425	3.4%
Mar	4,189,828 r	4,120,581	(1.7%)
Total	11,330,609 r	11,277,103	(0.5%)

r = Revised

Total Enplaned/Deplaned Passengers



r = Revised

SOURCE: McCarran International Airport

**AIRLINE PASSENGERS AS % OF TOTAL VISITOR
MARKET FOR LAS VEGAS**

Month	Visitors 2008	Percentage of Visitors Utilizing Air Transportation	Net Chg From 2007
Jan	3,138,312	42.1%	(1.5)
Feb	3,107,997	43.7%	(0.9)
Mar	3,423,765	44.7%	(1.7)
Total	9,670,074	43.6%	(2.0)

SOURCES: McCarran International Airport; Las Vegas Convention and Visitors Authority

**SCHEDULED DOMESTIC
ENPLANED/DEPLANED PASSENGERS**

Scheduled airlines experienced a 0.1% decrease in traffic during the first quarter of 2008.

Month	2007	2008	Percentage Change
Jan	3,321,494	3,243,282	(2.4%)
Feb	3,127,847	3,248,756	3.9%
Mar	3,778,517	3,727,848	(1.3%)
Total	\$10,227,858	\$10,219,886	(0.1%)

SOURCE: McCarran International Airport

**SCHEDULED DOMESTIC
AIR PASSENGER SUMMARY**

**(Enplaned & Deplaned)
First Quarter**

Carrier	2007	2008	Percentage Change
Southwest Airlines	3,780,377	3,979,891	5.3%
US Airways	2,478,392	1,926,093	(22.3%)
United Airlines	788,575	719,250	(8.8%)
Delta	583,047	624,069	7.0%
American	519,547	519,656	-
Continental	486,318	483,081	(0.7%)
Allegiant	384,348	429,232	11.7%
Northwest Airlines	373,166	384,806	3.1%
Alaska	227,142	284,757	25.4%
JetBlue	176,450	201,396	14.1%
AirTran	79,706	183,745	130.5%
Frontier	142,345	154,443	8.5%
Spirit Airlines	70,362	76,120	8.2%
Midwest Airlines	62,148	74,443	19.8%
ATA	32,427	60,610	86.9%
Sun Country	36,709	38,072	3.7%
Aloha	6,799	8,932	31.4%
Virgin America, Inc.	-	71,290	-
Total	10,227,858	10,219,886	(0.1%)

SOURCE: McCarran International Airport

**SCHEDULED AIRLINE
AVERAGE DAILY SEAT CAPACITY**

Month	2007	2008	Percentage Change
Jan	75,058 r	77,443	3.2%
Feb	75,549	77,702	2.8%
Mar	80,050	79,772	(0.3%)
Average	76,886 r	78,306	1.8%

r = Revised

SOURCE: McCarran International Airport

**AVERAGE DAILY FLIGHTS:
ARRIVALS AND DEPARTURES**

Month	2007	2008	Percentage Change
Jan	1,074 r	1,104	2.8%
Feb	1,082 r	1,107	2.3%
Mar	1,146	1,134	(1.1%)
Average	1,101 r	1,115	1.3%

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINES
NONSTOP MARKETS**

Month	2007	2008	Percentage Change
Jan	136	147	8.1%
Feb	138	146	5.8%
Mar	138	144	4.3%
Average	137	146	6.1%

SOURCE: McCarran International Airport

**PASSENGERS ON CHARTER &
INTERNATIONAL CARRIERS**

Month	2007	2008	Percentage Change
Jan	213,838	214,861	0.5%
Feb	200,902 r	216,455	7.7%
Mar	244,510 r	245,767	0.5%
Total	659,250 r	677,083	2.7%

r = Revised

SOURCE: McCarran International Airport

**LAS VEGAS CHARTER &
INTERNATIONAL CARRIERS**

**Enplaned and Deplaned Passengers
First Quarter**

Carrier	2007	2008	Percentage Change
Westjet Airlines	75,956	143,519	89.0%
Air Canada	143,458 r	143,132	(0.2%)
Hawaiian Airlines	84,359	89,414	6.0%
Virgin Atlantic Airways	70,703	67,903	(4.0%)
Mexicana	57,663	61,622	6.9%
Champion Air	85,372	37,065	(56.6%)
Omni Air International	33,221	29,757	(10.4%)
Aviacsa Airlines	14,942	23,012	54.0%
Phillipine Airlines	11,682	18,007	54.1%
Korean Airlines	16,622	16,680	0.3%
Aeromexico	14,563	13,099	(10.1%)
Condor Flugdienst	11,687	12,759	9.2%
British Midland	10,584	10,265	(3.0%)
Aladia Airlines SA de CV	-	6,321	-
My Travel	799	2,320	190.4%
Other	27,639	2,208	(92.0%)
Total	659,250 r	677,083	2.7%

r = Revised

SOURCE: McCarran International Airport

LAS VEGAS AUTO TRAFFIC

The average daily traffic flow of automobiles traveling on the major highways leading in and out of Las Vegas showed no increase during the first three months of 2008. A monthly breakdown follows:

Northeast Traffic (I-15 at Apex)

Month	Average Daily Flow		Percentage Change
	2007	2008	
Jan	22,079	20,585	(6.8%)
Feb	23,332	21,890	(6.2%)
Mar	26,784	25,926	(3.2%)
Average	24,065	22,800	(5.3%)

Northwest Traffic (U.S. 95 at Mercury)

Month	Average Daily Flow		Percentage Change
	2007	2008	
Jan	10,616	12,158	14.5%
Feb	10,302	11,628	12.9%
Mar	10,876	11,686	7.4%
Average	10,598	11,824	11.6%

Southeast Traffic (U.S. 95 at Searchlight)

Month	Average Daily Flow		Percentage Change
	2007	2008	
Jan	9,147	8,592	(6.1%)
Feb	9,844	9,446	(4.0%)
Mar	10,895	10,628	(2.5%)
Average	9,962	9,555	(4.1%)

Southwest/So CA Traffic (I-15 at CA/NV Border)

Month	Average Daily Flow		Percentage Change
	2007	2008	
Jan	34,672	33,064	(4.6%)
Feb	37,473	34,192	(8.8%)
Mar	37,781	38,516	1.9%
Average	36,642	35,257	(3.8%)

Total (All Four Directions)

Month	Average Daily Flow*		Percentage Change
	2007	2008	
Jan	76,514	74,399	(2.8%)
Feb	80,951	77,156	(4.7%)
Mar	86,336	86,756	0.5%
Average	81,267	79,437	(2.3%)

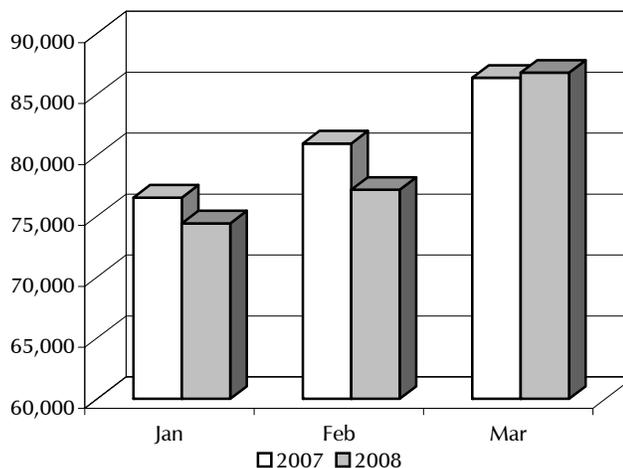
* Adjusted average daily traffic for major highways leading in and out of Las Vegas.

SOURCE: Nevada Department of Transportation

AVERAGE DAILY AUTO TRAFFIC

All Four Major Highways

The graph below illustrates combined average daily auto traffic along the major highways leading into Las Vegas during the first quarter of 2008.



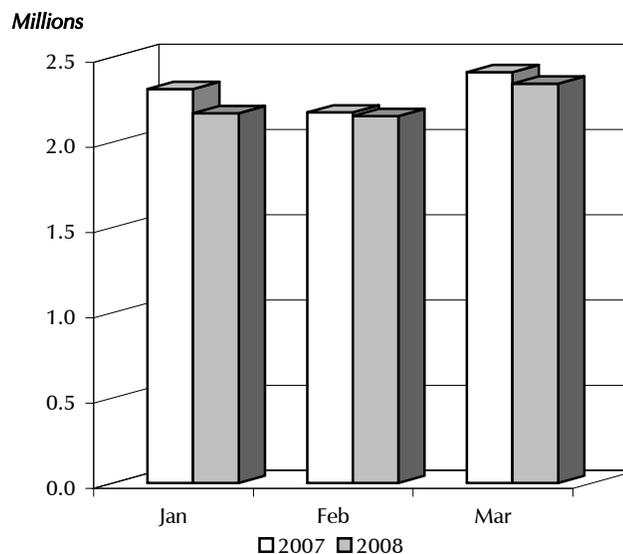
SOURCE: Nevada Department of Transportation

NUMBER OF TAXICAB TRIPS

Month	2007		2008		Percentage Change
	2007	2008	2007	2008	
Jan	2,311,186	2,169,147	2,169,147	2,169,147	(6.1%)
Feb	2,174,585	2,153,087	2,153,087	2,153,087	(1.0%)
Mar	2,410,057	2,343,464	2,343,464	2,343,464	(2.8%)
Total	6,895,828	6,665,698	6,665,698	6,665,698	(3.3%)

SOURCE: State of Nevada Taxicab Authority

Taxicab Trips



LVCVA ROOM TAX REVENUE EARNED

Clark County room tax rate ranges from 9 - 11 percent throughout the county. The LVCVA receives 47 percent of the room tax, with the remaining 53 percent going back into the community to fund projects such as schools, parks and roads. The following table summarizes the portion of room tax that the LVCVA receives.

Month	2007	2008	Percentage Change
Jan	\$17,969,287	\$19,176,181	6.7%
Feb	17,716,401	17,986,609	1.5%
Mar	23,323,992	21,597,387	(7.4%)
Total	\$59,009,679	\$58,760,177	(0.4%)

LVCVA room tax revenue generated \$58.8 million during the first quarter of 2008. This amounts to a decrease of 0.4% when compared with the same period in 2007.

SOURCE: Las Vegas Convention and Visitors Authority

ROOM TAX REVENUE EARNED BY ENTITY

First Quarter - 2008

An analysis of the collection of room tax revenue by the various entities in Clark County is listed in the following table.

Entity	Dollar Amount	Percentage Change From 2007	Share of Total Collected
County	\$53,511,968	(0.5%)	91.1%
Las Vegas	3,409,777	(1.4%)	5.8%
Others (1)	1,838,433	3.3%	3.1%
Total	\$58,760,178	(0.4%)	100.0%

(1) "Others" includes: Boulder City, Mesquite, Henderson and North Las Vegas

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS HOTEL/MOTEL ACCOMMODATION SUMMARY

As of March 31, 2008

	Number of Properties	Rooms	Percent
Hotels	138	120,210	88.1%
Motels	156	16,296	11.9%
Total	294	136,506	100.0%

SOURCE: Las Vegas Convention and Visitors Authority

TOTAL CLARK COUNTY TAXABLE SALES

According to figures compiled by the State Tax Commission, retail sales transactions in Clark County reached approximately \$8.7 billion during the first three months of 2008 -- a decrease of 3.6% from 2007 levels. These retail sales figures are one of the most accurate barometers of the Las Vegas economy because they encompass a wide variety of goods, industrial, and mercantile jobs.

Clark County Taxable Sales

Month	2007	2008	Percentage Change
Jan	\$2,787,632,414 r	\$2,669,658,988	(4.2%)
Feb	2,845,222,374 r	2,757,376,324	(3.1%)
Mar	3,340,636,408 r	3,226,099,415	(3.4%)
Total	\$8,973,491,196 r	\$8,653,134,727	(3.6%)

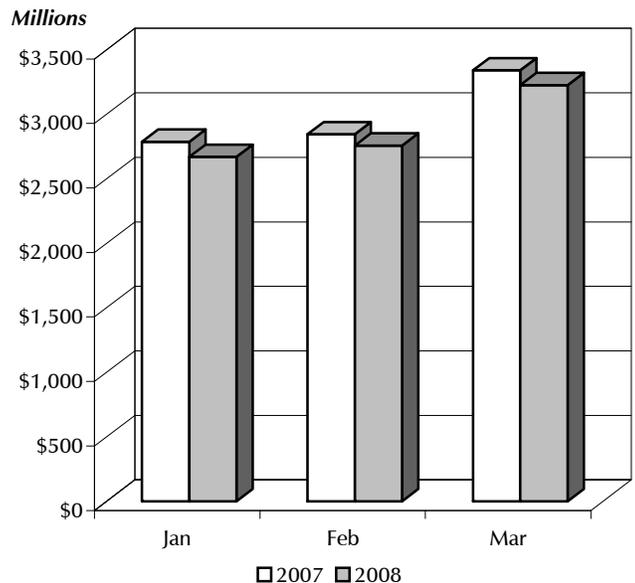
r = Revised

Eating, Drinking and Accommodations Establishments Only

Month	2007	2008	Percentage Change
Jan	\$612,647,487 r	\$594,717,460	(2.9%)
Feb	620,265,908 r	561,784,590	(9.4%)
Mar	713,353,037 r	621,151,224	(12.9%)
Total	\$1,946,266,432 r	\$1,777,653,274	(8.7%)

r = Revised

Clark County Taxable Sales (millions)



SOURCE: State of Nevada - Department of Taxation

VISITORS TO HOOVER DAM

Hoover Dam is one of the engineering marvels of the world. It is an arch-gravity dam measuring 726 feet in height and is over 660 feet thick at its base.

Month	2007	2008	Percentage Change
Jan	49,456	50,446	2.0%
Feb	59,341	57,241	(3.5%)
Mar	77,437	91,305	17.9%
Total	186,234	198,992	6.9%

SOURCE: Boulder Canyon Project - Visitor Services - Report of Visitors

VISITORS TO RED ROCK CANYON

This park encompasses the Spring Mountain Ranch. The red colored walls of the canyon were formed by plate tectonic activity.

Month	2007	2008	Percentage Change
Jan	8,971	11,706	30.5%
Feb	11,553	9,480	(17.9%)
Mar	23,045	21,928	(4.8%)
Total	43,569	43,114	(1.0%)

SOURCE: State of Nevada - Parks Division

VISITORS TO LAKE MEAD

Lake Mead is 110 miles long when filled to capacity. The shoreline measures more than 550 miles.

Month	2007	2008	Percentage Change
Jan	439,389	378,908	(13.8%)
Feb	478,826	460,168	(3.9%)
Mar	542,751	615,246	13.4%
Total	1,460,966	1,454,322	(0.5%)

SOURCE: U.S. Department of Interior - National Park Service

VISITORS TO VALLEY OF FIRE

This desert park is 52 miles northeast of Las Vegas. It features red sandstone rock formations carved by erosion into exotic shapes.

Month	2007	2008	Percentage Change
Jan	30,877	43,195	39.9%
Feb	38,982	38,905	(0.2%)
Mar	57,085	57,940	1.5%
Total	126,944	140,040	10.3%

SOURCE: U.S. Department of Interior - National Park Service

2008 UNEMPLOYMENT RATE

	January	February	March
United States			
2008	4.9	4.8	5.1
2007	4.6	4.5	4.4
Nevada			
2008	6.0	5.7	5.8
2007	4.5	4.3	4.3
Las Vegas			
2008	5.7	5.4	5.6
2007	4.7	4.3	4.2

SOURCE: Nevada Department of Employment, Training and Rehabilitation

CONSUMER CONFIDENCE INDEX

Composite Series: Index Numbers, 1985 = 100)

Month	2006	2007	2008
Jan	107	110	87
Feb	103	111	76
Mar	108	108	65
Apr	110	106	
May	105	109	
Jun	105	105	
Jul	107	112	
Aug	100	106	
Sep	106	100	
Oct	105	95	
Nov	105	88	
Dec	110	91	

SOURCE: The Conference Board

UNITED STATES CONSUMER PRICE INDEX

U.S. City Average: 1982-1984 = 100 (All Urban)

Month	2007	2008	Percentage Change
Jan	202.4	211.1	4.3%
Feb	203.5	211.7	4.0%
Mar	205.4	213.5	3.9%
Average	203.8	212.1	4.1%

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

U.S. City Average: 1982-1984 = 100 (All Urban)

Month	2007	2008	Percentage Change
Jan	228.9	248.2	8.4%
Feb	233.3	251.0	7.6%
Mar	239.3	258.4	8.0%
Average	233.8	252.5	8.0%

SOURCE: Travel Industry Association of America

LAUGHLIN VISITOR STATISTICS

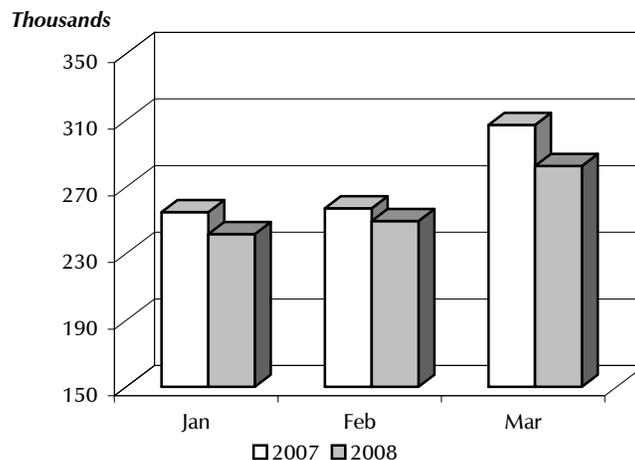
Visitor Indicator	January - March		Change
	2007	2008	
Visitor Volume	819,075	773,608	(5.6%)
Room Inventory	10,660	10,696	0.3%
Convention Attendance	40,672	33,740	(17.0%)
Occupancy Level	76.2%	74.1%	(2.1)
Average Daily Room Rate	\$38.31	\$37.92	(1.0%)
Room Nights Occupied	731,138	721,028	(1.4%)
Gross Gaming Revenue	\$175,085,000 r	\$163,524,000	(6.6%)
Laughlin/Bullhead City Air Passengers	69,884	81,658	16.8%
Average Daily Auto Traffic Hwy 163	7,139	6,743	(5.6%)

r = Revised

VISITOR VOLUME - LAUGHLIN

During the first quarter of 2008, approximately 773,608 people visited Laughlin, Nevada - a decrease of 5.6% from the first quarter of 2007. The Las Vegas Convention and Visitors Authority presents a monthly analysis of the Laughlin visitor volume in the following chart:

Month	2007	2008	Percentage Change
Jan	254,852	241,541	(5.2%)
Feb	257,144	249,506	(3.0%)
Mar	307,079	282,561	(8.0%)
Total	819,075	773,608	(5.6%)



SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN VISITOR PROFILE STUDY

During the 2007 calendar year, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Laughlin Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Laughlin visitor, as well as to identify trends in visitor behavior that occur over time.

Copies of this research can be obtained by contacting the LVCVA at (702) 892-0711 or an electronic version of the report can be viewed and downloaded at www.LVCVA.com.

WWW.VISITLAUGHLIN.COM

Comprehensive information about lodging, gaming, entertainment, attractions and special events in Laughlin can be found online at www.VisitLaughlin.com, the official destination marketing web site for Laughlin, Nevada.

LAUGHLIN ROAD VOLUME

(State Route 163)

The Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route 163, 1/2 mile east of Interstate 95. This marketing tool can be utilized to study the automobile volume along a major highway that leads to the Laughlin Area.

The following chart contains the traffic volume on State Route 163 for the first quarter of 2008.

Month	Average Daily Traffic		Percentage Change
	2007	2008	
Jan	6,549	6,078	(7.2%)
Feb	7,085	6,654	(6.1%)
Mar	7,784 r	7,497	(3.7%)
Ave	7,139 r	6,743	(5.6%)

r = Revised

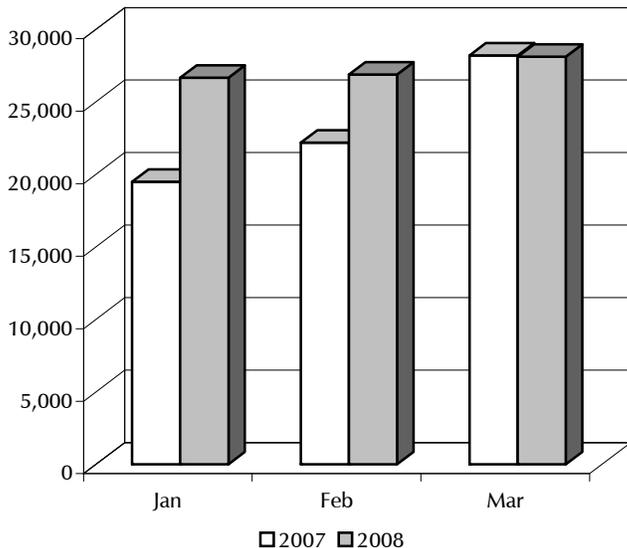
SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	Enplaned and Deplaned Passengers		Percentage Change
	2007	2008	
Jan	19,497	26,656	36.7%
Feb	22,192	26,884	21.1%
Mar	28,195	28,118	(0.3%)
Total	69,884	81,658	16.8%

Enplaned and Deplaned Passengers



SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN, NEVADA OCCUPANCY LEVELS

Presented below is the Laughlin occupancy analysis for the first quarter of 2008.

Month	Occupancy Percentage		Net Change
	2007	2008	
Jan	67.8%	67.0%	(0.8)
Feb	77.0%	75.1%	(1.9)
Mar	83.9%	80.2%	(3.7)
Total	76.2%	74.1%	(2.1)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN HOTEL ROOM INVENTORY

Year	Hotel Rooms	Percentage Change
1985	1,623	43.6%
1986	1,623	---
1987	3,195	96.9%
1988	4,067	27.3%
1989	4,558	12.1%
1990	7,180	57.5%
1991	8,098	12.8%
1992	9,204	13.7%
1993	10,290	11.8%
1994	11,035	7.2%
1995	11,035	---
1996	11,035	---
1997	11,017	(0.2%)
1998	10,912	(0.2%)
1999	10,884	(0.3%)
2000	10,842	(0.4%)
2001	10,811	(0.3%)
2002	10,817	0.1%
2003	10,817	---
2004	10,743	(0.7%)
2005	10,737	(0.1%)
2006	10,660	(0.7%)
2007	10,696	0.3%

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN GROSS GAMING REVENUE

Month	Gross Gaming Revenue		Percentage Change
	2007	2008	
Jan	\$56,619,000 r	\$51,325,000	(9.4%)
Feb	56,299,000 r	56,012,000	(0.5%)
Mar	62,167,000 r	56,187,000	(9.6%)
Total	\$175,085,000 r	\$163,524,000	(6.6%)

r = Revised

SOURCE: Nevada Gaming Control Board

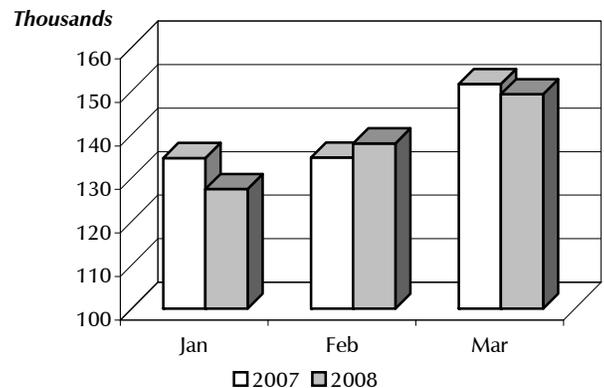
MESQUITE VISITOR STATISTICS

Visitor Indicator	January - March		Change
	2007	2008	
Visitor Volume	420,924	414,683	(1.5%)
Room Inventory	2,683	2,729	1.7%
Occupancy Level	89.7%	87.6%	(2.1)
Average Daily Room Rate	\$89.40	\$62.37	(30.2%)
Room Nights Occupied	216,638	217,422	0.4%
Gross Gaming Revenue	\$39,825,000	\$41,684,000	4.7%
Average Daily Auto Traffic Hwy I-15 at NV/AZ border	22,483	21,616	(3.9%)

MESQUITE VISITOR VOLUME

During the first quarter of 2008, approximately 414,683 people visited Mesquite, Nevada - a decrease of 1.5% from 2007. The Las Vegas Convention and Visitors Authority presents a monthly analysis of Mesquite visitor volume in the following chart:

Month	2007	2008	Percentage Change
Jan	134,615	127,469	(5.3%)
Feb	134,725	137,962	2.4%
Mar	151,584	149,252	(1.5%)
Total	420,924	414,683	(1.5%)



SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE VISITOR PROFILE STUDY

During the 2007 calendar year, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Mesquite Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Mesquite visitor, as well as to identify trends in visitor behavior that occur overtime.

Copies of this research can be obtained by contacting the LVCVA at (702) 892-0711 or an electronic version of the report can be viewed and downloaded at www.LVCVA.com.

WWW.VISITMESQUITE.COM

To promote Mesquite, the Las Vegas Convention and Visitors Authority maintains the web site, www.VisitMesquite.com.

The site contains detailed information about lodging and attractions in Mesquite with a particular emphasis on the destination's golf amenities.

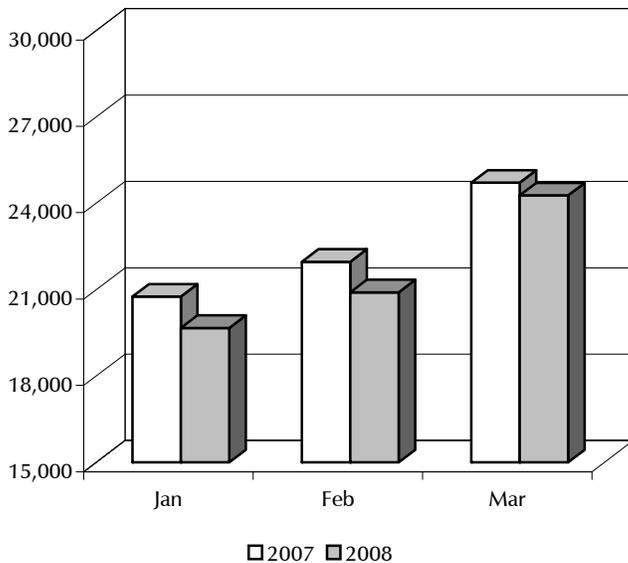
MESQUITE ROAD VOLUME

(I-15 at NV/AZ border)

The State of Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route I-15 at NV/AZ border. This marketing tool is used to measure trends in automobile volume headed into the Mesquite area.

Month	Average Daily Traffic		Percentage Change
	2007	2008	
Jan	20,763	19,670	(5.3%)
Feb	21,970	20,907	(4.8%)
Mar	24,715	24,271	(1.8%)
Average	22,483	21,616	(3.9%)

Mesquite Average Daily Traffic



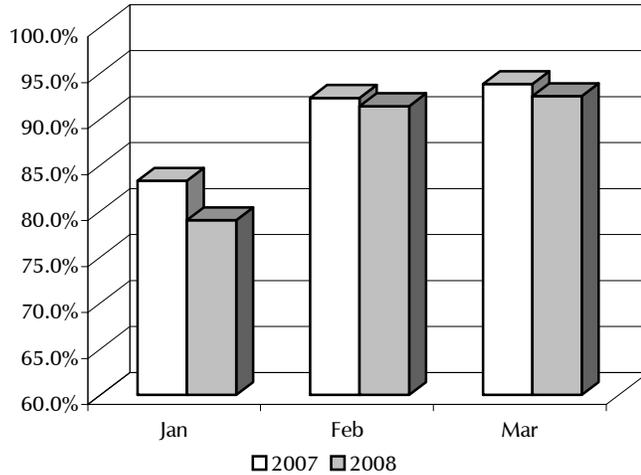
SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE OCCUPANCY LEVELS

Presented below is the Mesquite occupancy analysis for the first quarter of 2008.

Month	2007	2008	Net Change
Jan	83.3%	79.0%	(4.3)
Feb	92.3%	91.4%	(0.9)
Mar	93.8%	92.5%	(1.3)
Total	89.7%	87.6%	(2.1)

Mesquite Occupancy

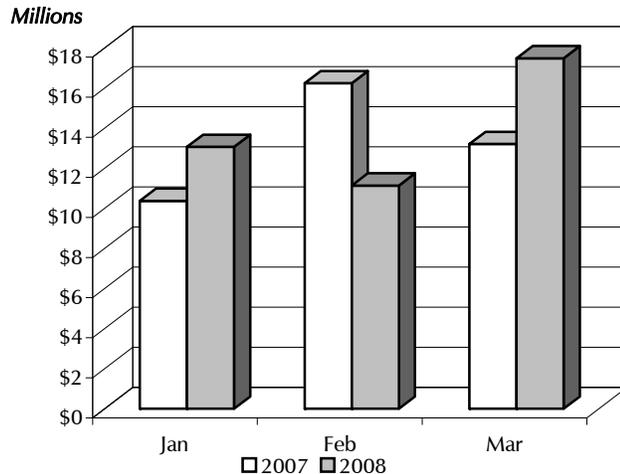


SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE GROSS GAMING REVENUE

Month	2007	2008	Percentage Change
Jan	\$10,374,000	\$13,061,000	25.9%
Feb	16,237,000	11,135,000	(31.4%)
Mar	13,214,000	17,488,000	32.3%
Total	\$39,825,000	\$41,684,000	4.7%

Mesquite Gross Gaming Revenue



SOURCE: Nevada Gaming Control Board

Many of the statistics and reports listed below can be viewed and downloaded from the Las Vegas Convention and Visitor Authority's web site at www.LVCVA.com.

Executive Summary of Clark County Visitor Statistics

Monthly

The LVCVA publishes statistics for Las Vegas, Laughlin and Mesquite that include visitor volume, convention attendance, occupancy levels, room inventory, gaming revenues, airline passengers and automobile traffic. Requestors of this data receive the Executive Summary, a report with both current month and year-to-date data for the current and prior year.

Marketing Bulletin

Quarterly

The Marketing Bulletin is the published format of the Clark County Visitor Statistics. It contains all of the data in the monthly reports (with some additional analysis) as well as information not found in the monthly reports such as room tax revenue, hotel/gaming employment and convention center statistics. Marketing Bulletins are published quarterly and contain year-to-date information so that the fourth-quarter issue serves as a year-end summary.

Annual Brief

Annually

This booklet provides a 10-year history of Las Vegas, Laughlin and Mesquite tourism statistics. The Annual Brief is an excellent source to summarize the growth rate of Clark County tourism.

Visitor Profile Study

Annually

A source for demographic and behavioral data on visitors, the study presents the findings of visitor interviews conducted throughout the calendar year (January 1-December 31). Sections include reasons for visiting, travel planning, trip characteristics and expenditures, gaming behavior and budgets, entertainment, attitudinal information and visitor demographics. Separate reports are available for Las Vegas, Laughlin and Mesquite.

Occupancy Trends

Annually

The Occupancy Trends book provides an in-depth study of hotel and motel occupancy in Las Vegas, Laughlin and Mesquite. Breakouts are given for monthly, weekend and midweek and contain both current and prior year data. Occupancy statistics are listed for every weekend of the year. Other sections include Las Vegas vs. national occupancy, total rooms occupied and Strip vs. Downtown.

Clark County Residents Study

Biennially

This publication provides insight into the gaming/entertainment behaviors and attitudes of Clark County residents. Data is collected through telephone interviews and published every two years.

Construction Bulletin

Every 3-4 Months (as needed)

This document tracks new hotel/motel room construction for Clark County. The project name, number of rooms and completion date are listed with subtotals by year. A list of proposed hotel/motel projects is included as well.

Nevada Development Authority

6700 Via Austi Pkwy Ste B
Las Vegas, NV 89119
(702) 791-0000

www.nevadadevelopment.org

The Nevada Development Authority distributes the "Las Vegas Perspective". This document contains information such as resident demographics, zip code profiles, cost-of-living, business and industry statistics, retail overview and Las Vegas tourism information.

Clark County Comprehensive Planning

500 South Grand Central Pkwy, Ste 3012
Las Vegas, NV 89155-1741
(702) 455-4314

www.accessclarkcounty.com

Maintains information pertaining to Clark County such as population, resident demographics, housing and land use guides.

UNLV Center for Business and Economic Research

4505 Maryland Pkwy Box 6002
Las Vegas, NV 89154-6002
(702) 895-3191

<http://cber.unlv.edu>

CBER was established to aid businesses and agencies by providing information that encompasses aspects of the business community including private, commercial and residential development, public transportation and communication systems. CBER publications include: Southern Nevada Business Directory (\$45), Housing Market Conditions (\$25), Migration Statistics Summary (\$20) and many others.

Nevada Department of Employment,

Training & Rehabilitation

2800 E St Louis Ave
Las Vegas, NV 89104
(702) 486-7923

www.nvjobconnect.org

Distributes information on Nevada employment statistics such as labor force estimates, wage surveys and employment guides. The "Economic Update" is published by this agency, among many other documents.

McCarran International Airport

PO Box 11005
Las Vegas, NV 89111-1005
(702) 261-5100

www.mccarran.com

Collects information on airline passengers, average daily flights, air seats and other statistics regarding scheduled, charter and commuter air traffic at Clark County airports.

Nevada Gaming Control Board

555 E Washington Ave Ste 2600
Las Vegas, NV 89101
Las Vegas: (702) 486-2000
Carson City: (775) 684-7700

www.gaming.nv.gov

State agency responsible for collecting and distributing gaming revenue information. Monthly, quarterly and annual reports are available. In addition, booklets regarding gaming regulations, the U.S. gaming industry and the Nevada Gaming Control Act are available.

Nevada Department of Transportation

123 E Washington
Las Vegas, NV 89101
(702) 385-6500

www.nevadadot.com

Distributes information on traffic volume for all highways and interstates throughout Nevada.