



2009

Fourth Quarter Summary
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Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

Las Vegas Convention and Visitors Authority
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(702) 892-0711
VisitLasVegas.com
LVCVA.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.

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2009 LAS VEGAS VISITOR STATISTICS

Visitation Indicator	2008	2009	Change
Visitor Volume	37,481,552	36,351,469	(3.0%)
Room Inventory <i>(as of December 31)</i>	140,529	148,941	6.0%
Conventions			
Attendance	5,899,725	4,492,275	(23.9%)
Number Held	22,454	19,394	(13.6%)
Occupancy Levels			
Total	86.0%	81.5%	(4.5)
Hotel	89.8%	85.3%	(4.5)
Motel	57.8%	50.1%	(7.6)
Weekend	89.8%	88.8%	(1.0)
Midweek	84.3%	78.2%	(6.1)
Average Daily Room Rate	\$119.19	\$92.93	(22.0%)
Total Room Nights Occupied			
Total	42,967,252	41,986,134	(2.3%)
Gross Gaming Revenue			
Clark County	\$9,796,749,000 r	\$8,833,902,000	(9.8%)
Strip	\$6,126,293,000 r	\$5,550,206,000	(9.4%)
Downtown	\$582,720,000 r	\$523,819,000	(10.1%)
Boulder Strip	\$839,418,000 r	\$786,085,000	(6.4%)
Enplaned/Deplaned Airline Passengers			
Total	44,074,642 r	40,469,012	(8.2%)
Automobile Traffic			
Average Daily Traffic			
All Major Highways	82,094 r	84,115	2.5%
I-15 at CA/NV Border	37,686	39,199	4.0%
Room Tax/LVCVA's Portion:	\$207,117,817	\$153,150,310	(26.1%)

r = Revised

SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT), Nevada Gaming Control Board

LAS VEGAS VISITOR VOLUME

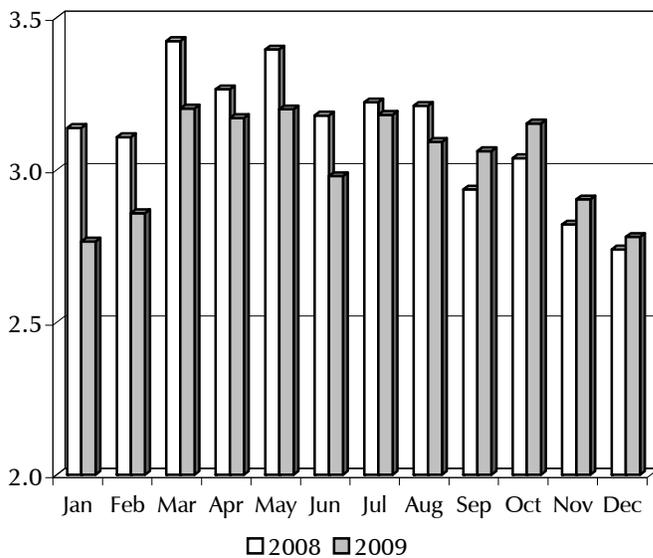
Nearly 36.4 million people visited the Las Vegas area in 2009. This represents a decrease of 3.0 percent compared to 2008.

The Las Vegas Convention and Visitors Authority presents a monthly analysis of visitor volume in the following chart:

Month	2008	2009	Percent Change
Jan	3,138,312	2,765,916	(11.9%)
Feb	3,107,997	2,858,545	(8.0%)
Mar	3,423,765	3,202,344	(6.5%)
Apr	3,265,251	3,171,043	(2.9%)
May	3,395,991	3,199,719	(5.8%)
Jun	3,179,472	2,980,122	(6.3%)
Jul	3,222,456	3,181,139	(1.3%)
Aug	3,211,209	3,092,403	(3.7%)
Sep	2,936,499	3,062,340	4.3%
Oct	3,039,272	3,153,159	3.7%
Nov	2,821,629	2,904,091	2.9%
Dec	2,739,699	2,780,648	1.5%
Total	37,481,552	36,351,469	(3.0%)

2009 Visitor Volume

Millions



SOURCE: Las Vegas Convention and Visitors Authority

VISITOR VOLUME BY QUARTER

The following data presents the visitor volume for Las Vegas by quarter:

	2008	2009	Change
First Quarter	9,670,074	8,826,805	(8.7%)
Second Quarter	9,840,714	9,350,884	(5.0%)
Third Quarter	9,370,164	9,335,882	(0.4%)
Fourth Quarter	8,600,600	8,837,898	2.8%
Annual Total	37,481,552	36,351,469	(3.0%)

SOURCE: Las Vegas Convention and Visitors Authority

VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1974 for Las Vegas is contained in the chart below.

Year	Visitor Volume	Room Inventory	Occupancy % Hotel	Occupancy % Motel
1974	8,664,751	32,826	86.0%	68.7%
1975	9,151,427	35,190	84.2%	72.8%
1976	9,769,354	36,245	85.9%	76.0%
1977	10,137,021	39,350	85.3%	74.2%
1978	11,178,111	42,620	86.9%	74.8%
1979	11,696,073	45,035	86.8%	71.7%
1980	11,941,524	45,815	82.8%	68.3%
1981	11,820,788	49,614	80.5%	67.6%
1982	11,633,728	50,270	76.1%	59.3%
1983	12,348,270	52,529	77.4%	63.3%
1984	12,843,433	54,129	78.1%	61.7%
1985	14,194,189	53,067	84.7%	70.1%
1986	15,196,284	56,494	86.3%	70.9%
1987	16,216,102	58,474	87.0%	74.0%
1988	17,199,808	61,394	89.3%	73.7%
1989	18,129,684	67,391	89.8%	72.5%
1990	20,954,420	73,730	89.1%	69.8%
1991	21,315,116	76,879	85.2%	62.6%
1992	21,886,865	76,523	88.8%	66.1%
1993	23,522,593	86,053	92.6%	69.7%
1994	28,214,362	88,560	92.6%	73.2%
1995	29,002,122	90,046	91.4%	72.4%
1996	29,636,361	99,072	93.4%	75.7%
1997	30,464,635	105,347	90.3%	68.8%
1998	30,605,128	109,365	90.3%	67.3%
1999	33,809,134	120,294	92.1%	68.6%
2000	35,849,691	124,270	92.5%	71.9%
2001	35,017,317	126,610	88.9%	63.8%
2002	35,071,504	126,787	88.8%	60.2%
2003	35,540,126	130,482	89.6%	60.5%
2004	37,388,781	131,503	92.0%	68.7%
2005	38,566,717	133,186	91.8%	72.0%
2006	38,914,889	132,605	93.2%	65.2%
2007	39,196,761	132,947	94.0%	64.5%
2008	37,481,552	140,529	89.8%	57.8%
2009	36,351,469	148,941	85.3%	50.1%

SOURCE: Las Vegas Convention and Visitors Authority

2009 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Tourists	Total Visitors
Jan	538,415	2,227,501	2,765,916
Feb	583,168	2,275,377	2,858,545
Mar	446,588	2,755,756	3,202,344
Apr	414,764	2,756,279	3,171,043
May	341,846	2,857,873	3,199,719
Jun	355,436	2,624,686	2,980,122
Jul	249,692	2,931,447	3,181,139
Aug	235,841	2,856,562	3,092,403
Sep	401,319	2,661,021	3,062,340
Oct	349,383	2,803,776	3,153,159
Nov	437,864	2,466,227	2,904,091
Dec	137,959	2,642,689	2,780,648
Total	4,492,275	31,859,194	36,351,469

LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2008	2009	Percent Change
Jan	3,523,212	3,136,845	(11.0%)
Feb	3,471,884	3,306,564	(4.8%)
Mar	3,859,542	3,757,148	(2.7%)
Apr	3,685,632	3,720,202	0.9%
May	3,791,067	3,679,140	(3.0%)
Jun	3,664,674	3,476,544	(5.1%)
Jul	3,689,394	3,680,512	(0.2%)
Aug	3,753,657	3,568,121	(4.9%)
Sep	3,482,882	3,531,195	1.4%
Oct	3,577,623	3,620,033	1.2%
Nov	3,276,040	3,331,317	1.7%
Dec	3,191,645	3,178,513	(0.4%)
Total	42,967,252	41,986,134	(2.3%)

SOURCE: Las Vegas Convention and Visitors Authority

LARGEST HOTELS IN THE U.S.

As of December 31, 2009

Rank	Property	Number of Rooms
1	MGM Grand Hotel and Casino	5,034
2	Luxor Hotel and Casino	4,408
3	Venetian Resort - Hotel - Casino	4,027
4	Aria Resort & Casino	4,004
5	Excalibur Hotel and Casino	3,991
6	Bellagio	3,933
7	Circus Circus Hotel, Casino and Them	3,767
8	Flamingo Las Vegas	3,545
9	Caesars Palace	3,348
10	Mandalay Bay Resort & Casino	3,211
11	Palazzo Resort - Hotel - Casino, The	3,066
12	Mirage	3,044
13	Monte Carlo Hotel and Casino	2,992
14	Las Vegas Hilton	2,950
15	Paris Las Vegas	2,916
16	Treasure Island - TI	2,885
17	Gaylord Opryland Resort	2,881
18	Disney's Pop Century Classic Resort	2,880
19	Hilton Hawaiian Village	2,860
20	Bally's Las Vegas	2,814

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

As of December 31, 2009

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	157	134,110	90.0%
Motels	140	14,831	10.0%
Total	297	148,941	100%

SOURCE: Las Vegas Convention and Visitors Authority

2009 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	148,941
2	Orlando	114,100
3	Los Angeles	96,682
4	Chicago	95,118
5	Atlanta	94,254
6	New York City	80,900
7	Honolulu	74,600
8	Dallas	73,633
9	Houston	67,462
10	Phoenix	59,751

SOURCE: Las Vegas Convention and Visitors Authority and Individual City CVBs

**2009 CONVENTION ANALYSIS
BY NUMBER OF DELEGATES**

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,498,968	33.4%
7,500-14,999	239,330	5.3%
2,500-7,499	439,206	9.8%
500-2,499	423,041	9.4%
Under 500	1,891,730	42.1%
Total	4,492,275	100.0%

**LAS VEGAS TRADE SHOWS/
MEETINGS AND CONVENTIONS**

Las Vegas Trade Shows

Tradeshows are classified as conventions and/or meetings that also include exhibits.

Month	2008	2009	Change
Jan	321,695	293,330	(8.8%)
Feb	445,755	342,656	(23.1%)
Mar	250,524	200,167	(20.1%)
Apr	197,909	181,545	(8.3%)
May	185,958	123,220	(33.7%)
Jun	184,258	140,592	(23.7%)
Jul	85,604	78,714	(8.0%)
Aug	257,049	86,740	(66.3%)
Sep	139,270	203,682	46.2%
Oct	147,506	119,017	(19.3%)
Nov	209,663	195,077	(7.0%)
Dec	33,132	47,886	44.5%
Total	2,458,323	2,012,626	(18.1%)

Las Vegas Meetings and Conventions

Meetings and conventions are classified as any group or meeting that does not include exhibit space.

Month	2008	2009	Change
Jan	356,283	245,085	(31.2%)
Feb	448,227	240,512	(46.3%)
Mar	387,231	246,421	(36.4%)
Apr	340,407	233,219	(31.5%)
May	323,524	218,626	(32.4%)
Jun	253,786	214,844	(15.3%)
Jul	178,593	170,978	(4.3%)
Aug	317,135	149,101	(53.0%)
Sep	218,255	197,637	(9.4%)
Oct	233,623	230,366	(1.4%)
Nov	293,882	242,787	(17.4%)
Dec	90,456	90,073	(0.4%)
Total	3,441,402	2,479,649	(27.9%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTIONS HELD

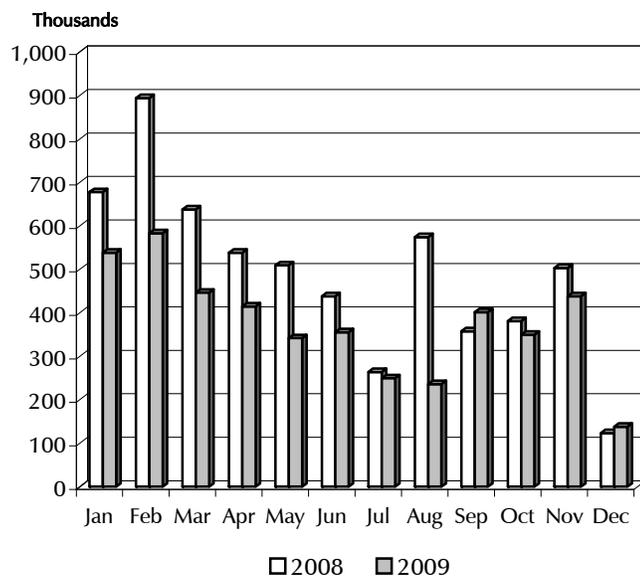
Month	2008	2009	Change
Jan	1,700	1,368	(19.5%)
Feb	2,031	1,712	(15.7%)
Mar	2,269	1,824	(19.6%)
Apr	2,623	1,843	(29.7%)
May	2,208	1,643	(25.6%)
Jun	1,862	1,567	(15.8%)
Jul	1,316	1,317	0.1%
Aug	1,335	1,041	(22.0%)
Sep	1,794	1,699	(5.3%)
Oct	2,471	2,364	(4.3%)
Nov	1,774	1,837	3.6%
Dec	1,071	1,179	10.1%
Total	22,454	19,394	(13.6%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ATTENDANCE

Month	2008	2009	Change
Jan	677,978	538,415	(20.6%)
Feb	893,982	583,168	(34.8%)
Mar	637,755	446,588	(30.0%)
Apr	538,316	414,764	(23.0%)
May	509,482	341,846	(32.9%)
Jun	438,044	355,436	(18.9%)
Jul	264,197	249,692	(5.5%)
Aug	574,184	235,841	(58.9%)
Sep	357,525	401,319	12.2%
Oct	381,129	349,383	(8.3%)
Nov	503,545	437,864	(13.0%)
Dec	123,588	137,959	11.6%
Total	5,899,725	4,492,275	(23.9%)

SOURCE: Las Vegas Convention and Visitors Authority
Convention Attendance



**HISTORICAL CITYWIDE
CONVENTION DATA**

Year	Number of Shows	Attendance
1965	212	156,819
1966	235	153,749
1967	251	155,240
1968	266	206,709
1969	278	218,918
1970	296	269,129
1971	320	312,347
1972	385	290,794
1973	305	357,248
1974	339	311,908
1975	393	349,787
1976	325	367,322
1977	352	417,090
1978	421	607,318
1979	356	637,862
1980	449	656,024
1981	515	719,988
1982	518	809,779
1983	453	943,611
1984	499	1,050,916
1985	480	1,072,629
1986	564	1,519,421
1987	556	1,677,716
1988	681	1,702,158
1989	711	1,508,842
1990	1,011	1,742,194
1991	1,655	1,794,444
1992	2,199	1,969,435
1993	2,443	2,439,734
1994	2,662	2,684,171
1995	2,826	2,924,879
1996	3,827	3,305,507
1997	3,749	3,519,424
1998	3,999	3,301,705
1999	3,847	3,772,726
2000	3,722	3,853,363
2001 *	20,346	5,014,240
2002 *	23,031	5,105,450
2003	24,463	5,657,796
2004	22,286	5,724,864
2005	22,154	6,166,194
2006	23,825	6,307,961
2007	23,847	6,209,253
2008	22,454	5,899,725
2009	19,394	4,492,275

*2002-2009 convention counts are based on an updated methodology that reflects significant growth in the small meetings market in Las Vegas. 2001 convention counts were REVISED retroactively using this new methodology.

**HISTORICAL LAS VEGAS
CONVENTION CENTER DATA**

Year	Number of Shows	Attendance
1965	12	75,332
1966	12	51,807
1967	19	63,067
1968	14	98,290
1969	17	86,423
1970	23	134,790
1971	27	172,585
1972	27	109,787
1973	34	157,284
1974	25	131,052
1975	35	117,057
1976	37	183,659
1977	44	217,551
1978	37	273,173
1979	38	341,693
1980	36	305,657
1981	40	388,375
1982	43	454,069
1983	51	487,445
1984	54	596,184
1985	49	576,288
1986	39	574,279
1987	41	722,358
1988	39	680,027
1989	38	649,619
1990	47	744,968
1991	37	687,127
1992	47	819,259
1993	43	996,675
1994	56	1,044,580
1995	56	1,057,500
1996	44	1,140,736
1997	50	1,229,424
1998	64	1,184,957
1999	50	1,307,711
2000	66	1,267,482
2001	63	1,295,262
2002	68	1,255,281
2003	71	1,177,072
2004	80	1,477,266
2005	76	1,632,631
2006	85	1,701,052
2007	67	1,553,034
2008	70	1,613,712 r
2009	63	1,125,432

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

CLARK COUNTY GROSS GAMING REVENUE

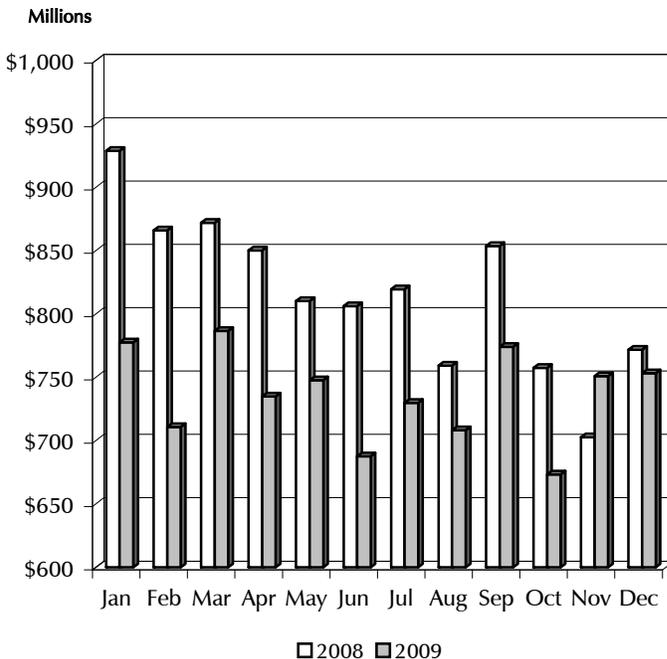
In 2009, Clark County's gross gaming revenue decreased 9.8% compared to 2008. As of December 31, 2009, there were 182 casinos in Clark County with non-restricted gaming licenses, of which 149 had gaming revenues of over \$1 million.

Month	2008	2009	Percent Change
Jan	\$928,651,000	\$777,531,000	(16.3%)
Feb	865,968,000	710,601,000	(17.9%)
Mar	871,896,000	786,458,000	(9.8%)
Apr	849,994,000 r	734,712,000	(13.6%)
May	810,096,000 r	747,607,000	(7.7%)
Jun	806,097,000	687,546,000	(14.7%)
Jul	819,376,000 r	729,889,000	(10.9%)
Aug	759,259,000 r	708,130,000	(6.7%)
Sep	853,511,000	774,056,000	(9.3%)
Oct	757,511,000 r	673,404,000	(11.1%)
Nov	702,590,000 r	750,798,000	6.9%
Dec	771,800,000 r	753,170,000	(2.4%)
Total	\$9,796,749,000 r	\$8,833,902,000	(9.8%)

r = Revised

SOURCE: Nevada Gaming Control Board

Clark County Gross Gaming Revenue



HISTORICAL CLARK COUNTY GROSS GAMING REVENUE

Year	Clark County Gross Gaming Revenue	Percent Change
1971	\$399,411,000	--
1972	476,127,000	19.2%
1973	588,222,000	23.5%
1974	684,715,000	16.4%
1975	770,337,000	12.5%
1976	845,976,000	9.8%
1977	1,015,463,000	20.0%
1978	1,236,235,000	21.7%
1979	1,423,620,000	15.2%
1980	1,617,195,000	13.6%
1981	1,676,149,000	3.6%
1982	1,751,421,000	4.5%
1983	1,887,452,000	7.8%
1984	2,008,155,000	6.4%
1985	2,256,763,000	12.4%
1986	2,431,237,000	7.7%
1987	2,789,336,000	14.7%
1988	3,136,901,000	12.5%
1989	3,430,851,000	9.4%
1990	4,104,001,000	19.6%
1991	4,152,407,000	1.2%
1992	4,381,710,000	5.5%
1993	4,727,424,000	7.9%
1994	5,430,651,000	14.9%
1995	5,717,567,000	5.3%
1996	5,783,735,000	1.2%
1997	6,152,415,000	6.4%
1998	6,346,958,000	3.2%
1999	7,210,700,000	13.6%
2000	7,671,252,000	6.4%
2001	7,636,547,000	(0.5%)
2002	7,630,562,000	(0.1%)
2003	7,830,856,000	2.6%
2004	8,711,426,000	11.2%
2005	9,717,322,000	11.5%
2006	10,630,387,000	9.4%
2007	10,868,464,000	2.2%
2008	9,796,749,000 r	(9.9%)
2009	8,833,902,000	(9.8%)

r = Revised

SOURCE: Nevada Gaming Control Board

LAS VEGAS MONTHLY EMPLOYMENT INDEX

Leisure and Hospitality Industry

The following chart contains the monthly employment statistics for the Las Vegas Metropolitan Statistical Area (MSA) in the Leisure and Hospitality industry in 2009. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	258,000	29.3%	21.3%
Feb	257,000	29.3%	21.2%
Mar	256,200	29.3%	21.2%
Apr	257,400	29.5%	21.4%
May	257,600	29.6%	21.4%
Jun	256,200	29.7%	21.4%
Jul	253,500	29.8%	21.5%
Aug	251,400	29.8%	21.4%
Sep	250,800	29.4%	21.2%
Oct	250,000	29.3%	21.1%
Nov	245,600	29.1%	20.9%
Dec	242,600	29.1%	20.9%

SOURCE: State of Nevada - Department of Employment Training & Rehabilitation

CASINO REVENUE DISTRIBUTION ANALYSIS

Casinos Earning \$1 Million and Over in Gross Gaming Revenues (Fiscal Year 2009)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2009. The chart represents casinos earning \$1 million and over in gaming revenue. Please note that figures may not foot due to rounding.

Locations	Las Vegas			
	Strip	Downtown	Boulder	Laughlin
Locations	38	16	32	9
Departmental Revenues:				
Gaming	38.7%	56.4%	72.0%	65.3%
Rooms	24.5%	15.6%	5.7%	11.9%
Food	15.0%	15.1%	13.2%	10.9%
Beverage	6.1%	6.7%	5.2%	5.3%
Other	15.7%	6.2%	3.9%	6.5%
Total	100.0%	100.0%	100.0%	100.0%

SOURCE: State of Nevada Gaming Control Board

HISTORICAL CLARK COUNTY EMPLOYMENT ANALYSIS

Hotel, Gaming and Recreation Fields

The table below provides the annual ratios of employment per hotel/motel room for Clark County for the previous 10 years. Clark County includes the Las Vegas, Laughlin and Mesquite areas.

Year	Total Hotel/Gaming Employment	Total Clark County Hotel/Motel Rooms	Employees To Rooms Ratio
2000	235,700	138,013	1.7
2001	228,100	140,133	1.6
2002	233,300	140,387	1.7
2003	240,900	144,193	1.7
2004	251,100	144,917	1.7
2005	266,900	146,605	1.8
2006	272,600	145,948	1.9
2007	273,700	146,372	1.9
2008	270,700	153,165	1.8
2009	242,600	161,383	1.5

The above chart indicates that, on average, 1.5 people were directly employed in the hotel/motel, gaming and recreation fields for each available hotel/motel room in Clark County on December 31, 2009. Total hotel/gaming employment figures now represent all leisure and hospitality employees.

SOURCE: State of Nevada - Department of Employment Training & Rehabilitation; Las Vegas Convention and Visitors Authority

CASINO LOCATION ANALYSIS

Number of Casinos with Gross Gaming Revenue of \$1 Million and Over (Fiscal Year)

Location	2005	2006	2007	2008	2009
<i>Clark County:</i>					
Las Vegas Strip	41	40	38	40	38
Downtown LV	19	17	17	16	16
Laughlin	10	31	31	32	32
Boulder Strip	33	10	10	11	9
Total	103	98	96	99	95
Statewide Total	258	274	270	266	260

SOURCE: State of Nevada Gaming Control Board

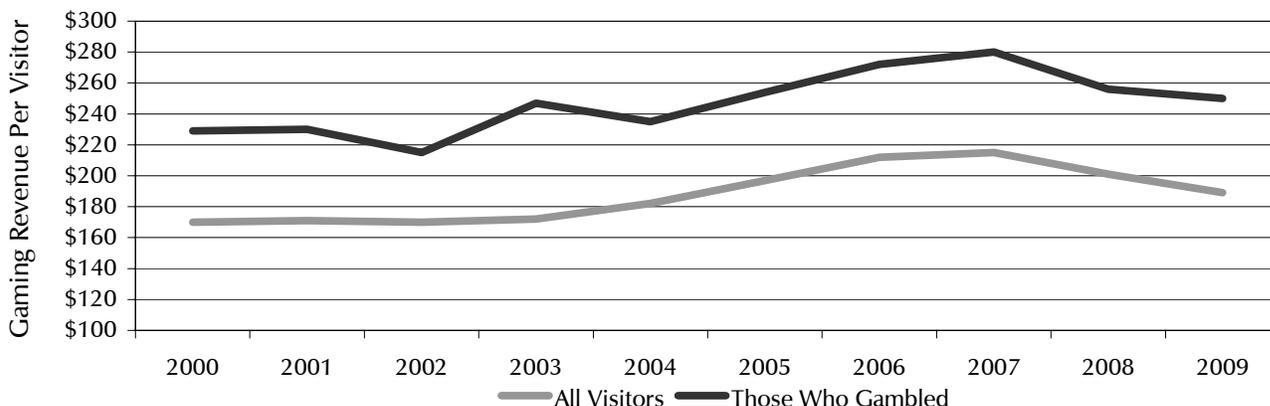
LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

The analysis below divides the monthly gross gaming revenue for the Las Vegas core areas encompassing the Strip, Downtown and Boulder Strip casinos by the monthly visitor volume.

Month	2008	2009	Percent Change
Jan	\$231 r	\$219	(4.9%)
Feb	216 r	187	(13.4%)
Mar	193 r	184	(4.2%)
Apr	199	178	(11.0%)
May	183	184	0.7%
Jun	194	177	(8.6%)
Jul	197	178	(9.5%)
Aug	184	179	(2.3%)
Sep	225	201	(11.0%)
Oct	193	167	(13.6%)
Nov	192	202	5.4%
Dec	216	216	(0.2%)
Total	\$201	\$189	(6.3%)

r = Revised

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, Las Vegas Visitor Profile Study; NV Gaming Control Board

HISTORICAL LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

The following table analyzes gaming revenues by visitor. "Visitors Who Gambled" is derived from the Las Vegas Visitor Profile Study and excludes visitors under the age of 21, as well as visitors who indicate that they did not gamble while in Las Vegas.

Revenue Per Visitor Among:

Year	All Visitors	Those Who Gambled
2000	\$170	\$229
2001	171	230
2002	170	215
2003	172	247
2004	182	235
2005	197	254
2006	212	272
2007	215	280
2008	201	256
2009	189	250

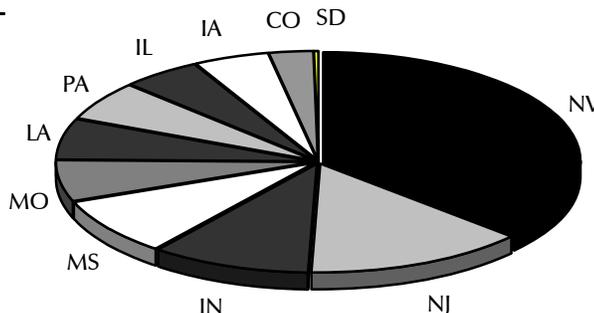
CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

U.S. CASINO GAMING REVENUE

State	2008 Gaming Revenue (win)	2009 Gaming Revenue (win)	% of Total US Gaming Win
NV	\$11,599,124,000	\$10,392,675,000	36.7%
NJ	4,544,961,000 r	3,943,171,000	13.9%
IN	2,668,046,000	2,798,858,000	9.9%
MS	2,721,139,000	2,464,606,000	8.7%
MO	1,681,726,000 r	1,730,315,000	6.1%
LA	1,794,520,000	1,695,128,000	6.0%
PA	1,635,566,000	1,622,364,000	5.7%
IL	1,568,727,000	1,428,923,000	5.1%
IA	1,419,545,000	1,380,744,000	4.9%
CO	715,880,000	734,590,000	2.6%
SD	102,264,000	101,898,000	0.4%
Total	\$30,451,498,000 r	\$28,293,272,000	100.0%

SOURCE: Individual State's Gaming Commissions r = Revised

U.S. Casino Gaming Win by State



Note: Does not include Indian Casino Gaming

LAS VEGAS STRIP GROSS GAMING REVENUE

	2008		2009	Percent Change
Jan	\$598,833,000	r	\$510,358,000	(14.8%)
Feb	558,335,000	r	427,426,000	(23.4%)
Mar	519,839,000	r	456,129,000	(12.3%)
Apr	524,114,000		441,370,000	(15.8%)
May	513,493,000	r	480,817,000	(6.4%)
Jun	486,396,000		414,549,000	(14.8%)
Jul	519,175,000		461,336,000	(11.1%)
Aug	494,016,000		449,560,000	(9.0%)
Sep	525,170,000		506,375,000	(3.6%)
Oct	475,005,000		426,290,000	(10.3%)
Nov	437,689,000		473,831,000	8.3%
Dec	474,228,000		502,165,000	5.9%
Total	\$6,126,293,000	r	\$5,550,206,000	(9.4%)

r = Revised

Note: Includes all locations with annual gaming revenues of \$1 million and over.

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

BOULDER STRIP GROSS GAMING REVENUE

	2008		2009	Percent Change
Jan	\$74,517,000	r	\$57,406,000	(23.0%)
Feb	62,846,000	r	62,891,000	0.1%
Mar	82,798,000	r	79,446,000	(4.0%)
Apr	74,538,000	r	76,267,000	2.3%
May	58,414,000	r	64,445,000	10.3%
Jun	81,827,000	r	67,967,000	(16.9%)
Jul	70,522,000	r	65,730,000	(6.8%)
Aug	52,183,000	r	63,417,000	21.5%
Sep	87,602,000	r	63,061,000	(28.0%)
Oct	62,937,000	r	58,920,000	(6.4%)
Nov	54,899,000		65,319,000	19.0%
Dec	76,335,000		61,216,000	(19.8%)
Total	\$839,418,000	r	\$786,085,000	(6.4%)

r = Revised

Note: Includes all locations with annual gaming revenues of \$1 million and over.

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

DOWNTOWN GROSS REVENUE

	2008		2009	Percent Change
Jan	\$50,460,000	r	\$39,013,000	(22.7%)
Feb	50,644,000	r	44,860,000	(11.4%)
Mar	56,778,000	r	55,224,000	(2.7%)
Apr	52,726,000		45,326,000	(14.0%)
May	48,425,000		43,248,000	(10.7%)
Jun	48,271,000		45,554,000	(5.6%)
Jul	44,995,000		39,802,000	(11.5%)
Aug	43,669,000		41,977,000	(3.9%)
Sep	49,040,000		44,783,000	(8.7%)
Oct	48,357,000		40,411,000	(16.4%)
Nov	47,998,000		47,389,000	(1.3%)
Dec	41,357,000	r	36,232,000	(12.4%)
Total	\$582,720,000	r	\$523,819,000	(10.1%)

r = Revised

Note: Includes all locations with annual gaming revenues of \$1 million and over.

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

LAS VEGAS MSA* GROSS GAMING REVENUE

	2008		2009	Percent Change
Jan	\$723,810,000	r	\$606,777,000	(16.2%)
Feb	671,825,000	r	535,177,000	(20.3%)
Mar	659,415,000	r	590,799,000	(10.4%)
Apr	651,378,000	r	562,963,000	(13.6%)
May	620,332,000	r	588,510,000	(5.1%)
Jun	616,494,000	r	528,070,000	(14.3%)
Jul	634,692,000	r	566,868,000	(10.7%)
Aug	589,868,000	r	554,954,000	(5.9%)
Sep	661,812,000	r	614,219,000	(7.2%)
Oct	586,299,000	r	525,621,000	(10.3%)
Nov	540,586,000		586,539,000	8.5%
Dec	591,920,000	r	599,613,000	1.3%
Total	\$7,548,431,000	r	\$6,860,110,000	(9.1%)

r = Revised

Note: Includes all locations with annual gaming revenues of \$1 million and over.

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

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

**McCARRAN AIRPORT TOTAL
ENPLANED/DEPLANED PASSENGERS**

McCarran International Airport experienced an 8.2% decrease in total passenger traffic during 2009. An analysis of the monthly data follows:

Month	2008	2009	Percent Change
Jan	3,577,097	3,021,067	(15.5%)
Feb	3,579,425	3,036,715	(15.2%)
Mar	4,120,581	3,633,269	(11.8%)
Apr	3,788,603 r	3,563,918	(5.9%)
May	3,992,104 r	3,532,182	11.5%
Jun	3,881,337 r	3,436,939	(11.4%)
Jul	3,923,472 r	3,557,509	(9.3%)
Aug	3,877,058	3,505,650	(9.6%)
Sep	3,377,238	3,336,013	(1.2%)
Oct	3,560,497	3,513,663	(1.3%)
Nov	3,232,985 r	3,234,705	0.1%
Dec	3,164,245 r	3,097,382	(2.1%)
Total	44,074,642 r	40,469,012	(8.2%)

r = Revised

SOURCE: McCarran International Airport

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

Month	2009 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2008
Jan	2,765,916	40.0%	(1.7)
Feb	2,858,545	40.6%	(2.6)
Mar	3,202,344	43.0%	(1.3)
Apr	3,171,043	42.7%	(0.6)
May	3,199,719	42.1%	2.3
Jun	2,980,122	42.6%	(1.3)
Jul	3,181,139	40.8%	(1.7)
Aug	3,092,403	42.0%	(1.0)
Sep	3,062,340	41.9%	(1.4)
Oct	3,153,159	42.7%	(1.6)
Nov	2,904,091	41.7%	(1.0)
Dec	2,780,648	40.8%	0.0
Total	36,351,469	41.8%	(1.3)

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

**AVERAGE SCHEDULED DAILY FLIGHTS
(INBOUND ONLY)**

Month	2008	2009	Percent Change
Jan	552 r	474	(14.1%)
Feb	554 r	481	(13.2%)
Mar	567 r	502	(11.6%)
Apr	548 r	494	(9.8%)
May	547 r	487 r	(11.0%)
Jun	547 r	491	(10.2%)
Jul	550	487 r	(11.4%)
Aug	516	477 r	(7.5%)
Sep	526 r	476	(9.6%)
Oct	501 r	479	(4.5%)
Nov	491 r	469	(4.5%)
Dec	482 r	450	(6.6%)
Average	532 r	480	(9.6%)

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINE AVERAGE
DAILY SEAT CAPACITY**

Month	2008	2009	Percent Change
Jan	77,786 r	67,929	(12.7%)
Feb	77,783 r	68,797	(11.6%)
Mar	79,831 r	71,931	(9.9%)
Apr	77,154 r	70,780	(8.3%)
May	77,013 r	69,475	(9.8%)
Jun	76,741 r	69,649	(9.2%)
Jul	77,132 r	69,303	(10.2%)
Aug	72,761 r	67,810	(6.8%)
Sep	71,842 r	68,020	(5.3%)
Oct	71,789 r	68,464	(4.6%)
Nov	70,448 r	67,021	(4.9%)
Dec	68,659 r	63,980	(6.8%)
Average	74,912 r	68,597	(8.4%)

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINES
AVERAGE NONSTOP MARKETS**

Month	2008	2009	Percent Change
Jan	147	133	(9.5%)
Feb	146	133	(8.9%)
Mar	144	133	(7.6%)
Apr	136	133	(2.2%)
May	136	130	(4.4%)
Jun	133	130	(2.3%)
Jul	133	130	(2.3%)
Aug	129	133	3.1%
Sep	129	132	2.3%
Oct	132	132	0.0%
Nov	132	132	0.0%
Dec	133	131	(1.5%)
Average	136	132	(2.9%)

SOURCE: McCarran International Airport

**HISTORICAL McCARRAN AIRPORT
TOTAL PASSENGERS**

Year	Total Enplaned/Deplaned Passengers	Percent Change
1972	4,608,764	12.3%
1973	5,397,017	17.1%
1974	5,944,433	10.1%
1975	6,500,806	9.4%
1976	7,685,817	18.2%
1977	7,964,687	3.6%
1978	9,110,842	14.4%
1979	10,574,127	16.1%
1980	10,302,106	(2.6%)
1981	9,469,727	(8.1%)
1982	9,438,648	(0.3%)
1983	10,312,842	9.3%
1984	10,141,809	(1.7%)
1985	10,924,047	7.7%
1986	12,428,748	13.8%
1987	15,582,302	25.4%
1988	16,231,199	4.2%
1989	17,106,948	5.4%
1990	19,089,684	11.6%
1991	20,171,557	5.7%
1992	20,912,585	3.7%
1993	22,492,156	7.6%
1994	26,850,486	19.4%
1995	28,027,239	4.4%
1996	30,459,965	8.7%
1997	30,315,094 r	(0.5%)
1998	30,227,287	(0.3%)
1999	33,715,129 r	11.5%
2000	36,865,866	9.3%
2001	35,179,960 r	(4.6%)
2002	35,009,011	(0.5%)
2003	36,265,932	3.6%
2004	41,441,531 r	14.3%
2005	44,267,370 r	6.8%
2006	46,193,329	4.4%
2007	47,729,527 r	3.3%
2008	44,074,642 r	(7.7%)
2009	40,469,012	(8.2%)

r = Revised

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

**HISTORICAL AIRLINE PASSENGERS AS
PERCENTAGE OF TOTAL VISITOR MARKET
FOR LAS VEGAS**

Year	Total Visitor Volume	Percent Air Travel
1972	7,954,748	29.0%
1973	8,474,727	31.8%
1974	8,664,751	34.3%
1975	9,151,427	35.5%
1976	9,769,354	39.3%
1977	10,137,021	39.3%
1978	11,178,111	40.8%
1979	11,696,073	45.2%
1980	11,941,524	43.1%
1981	11,820,788	40.1%
1982	11,633,728	40.6%
1983	12,348,270	41.8%
1984	12,843,433	39.5%
1985	14,194,189	38.5%
1986	15,196,284	40.9%
1987	16,216,102	45.2%
1988	17,199,808	43.7%
1989	18,129,684	42.3%
1990	20,954,420	41.7%
1991	21,315,116	42.4%
1992	21,886,865	42.3%
1993	23,522,593	44.1%
1994	28,214,362	44.3%
1995	29,002,122	44.2%
1996	29,636,361	47.4%
1997	30,464,635	45.8%
1998	30,605,128	45.5%
1999	33,809,134	46.1%
2000	35,849,691	47.7%
2001	35,017,317	46.1%
2002	35,071,504	44.5%
2003	35,540,126	45.3%
2004	37,388,781	46.7%
2005	38,566,717	46.5%
2006	38,914,889	45.8%
2007	39,196,761	45.5%
2008	37,481,552	43.1%
2009	36,351,469	41.8%

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

LAS VEGAS AUTO TRAFFIC
PRINCIPAL HIGHWAYS - AUTO TRAFFIC LEADING TO LAS VEGAS (TWO-WAY TRAFFIC)

2009	Southern CA I-15 South		Salt Lake City I-15 North		Tonopah/Reno U.S. 95 North		Searchlight/Laughlin U.S. 95 South		Total All Four Directions	
	Total Vehicles	% Chg From 08	Total Vehicles	% Chg From 08	Total Vehicles	% Chg From 08	Total Vehicles	% Chg From 08	Total Vehicles	% Chg From 08
Jan	33,935	2.6%	20,090	(2.4%)	11,409	(6.2%)	8,425	(1.9%)	73,859	(0.7%)
Feb	34,145	(0.1%)	21,237	(3.0%)	11,435	(1.7%)	8,855	(6.3%)	75,672	(1.9%)
Mar	36,726	(4.6%)	24,091	(7.1%)	11,523	(1.4%)	9,947	(6.4%)	82,287	(5.2%)
Apr	41,083	11.3%	24,967	(1.5%)	11,699	5.5%	10,129	2.3%	87,878	5.6%
May	39,490	4.7%	24,691	1.5%	12,735	9.8%	8,999	4.0%	85,915	4.4%
Jun	41,912	6.9%	26,281	2.4%	13,204	11.2%	8,648	5.3%	90,045	6.0%
Jul	46,558	8.0%	27,239	3.2%	13,457	11.5%	8,194	0.5%	95,448	6.4%
Aug	45,382	3.7%	26,128	1.0%	13,779	6.3%	8,021	3.5%	93,310	3.3%
Sep	38,687	9.9%	24,304	4.7%	13,269	8.7%	7,751	(0.2%)	84,011	7.2%
Oct	34,495	1.9%	23,782	0.7%	11,971	4.5%	8,324	2.1%	78,572	1.9%
Nov	38,786	1.8%	22,777	1.1%	11,070	(0.5%)	8,226	(0.6%)	80,859	1.0%
Dec	39,188	1.6%	21,426	0.9%	12,584	(0.7%)	8,331	1.1%	81,529	1.0%
Average	39,199	4.0%	23,918	0.1%	12,345	3.9%	8,654	0.1%	84,115	2.5%

SOURCE: State of Nevada Department of Transportation - Traffic Section

LAS VEGAS DAILY AUTO TRAFFIC
Total (All Four Directions)

Average Daily Flow** Month	2008	2009	Percent Change
Jan	74,399	73,859	(0.7%)
Feb	77,156	75,672	(1.9%)
Mar	86,756	82,287	(5.2%)
Apr	83,253	87,878	5.6%
May	82,302	85,915	4.4%
Jun	84,962 r	90,045	6.0%
Jul	89,717	95,448	6.4%
Aug	90,349	93,310	3.3%
Sep	78,384	84,011	7.2%
Oct	77,095	78,572	1.9%
Nov	80,019	80,859	1.0%
Dec	80,736	81,529 e	1.0%
Average	82,094 r	84,115	2.5%

r = Revised

e-estimate as partial NDOT data unavailable for December.

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

SOURCE: State of Nevada Department of Transportation - Traffic Section

**NUMBER OF TAXICAB TRIPS
IN CLARK COUNTY**

Month	2008	2009	Percent Change
Jan	2,169,147	1,834,057	(15.4%)
Feb	2,153,087	1,922,997	(10.7%)
Mar	2,343,464	2,147,458	(8.4%)
Apr	2,231,334	2,057,544	(7.8%)
May	2,407,348	2,203,601	(8.5%)
Jun	2,186,633	1,890,527	(13.5%)
Jul	2,082,833	1,967,892	(5.5%)
Aug	2,170,784	1,937,377	(10.8%)
Sep	2,005,977	2,050,590	2.2%
Oct	1,969,272	2,036,498	3.4%
Nov	1,821,986	1,885,526	3.5%
Dec	1,514,270	1,638,637	8.2%
Total	25,056,135	23,572,704	(5.9%)

SOURCE: State of Nevada Taxicab Authority

**HISTORICAL LAS VEGAS AUTO TRAFFIC
ALL FOUR DIRECTIONS**

Average Daily Flow*

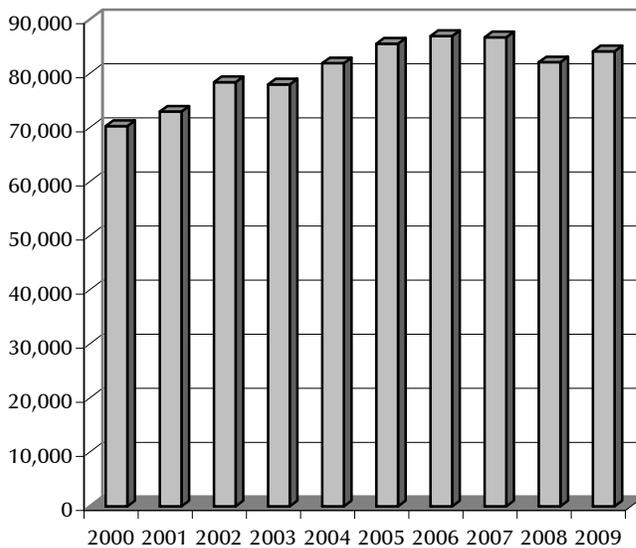
Year	Total Vehicles	Percent Change
1991	50,150	3.2%
1992	51,411	2.5%
1993	53,467	4.0%
1994	56,875	6.4%
1995	58,917	3.6%
1996	59,777	1.5%
1997	63,261	5.8%
1998	66,058	4.4%
1999	68,906	4.3%
2000	70,294	2.0%
2001	72,973	3.8%
2002	78,405	7.4%
2003	78,013	(0.5%)
2004	81,923	5.0%
2005	85,544	4.4%
2006	86,961	1.7%
2007	86,698 r	(0.3%)
2008	82,094 r	(5.3%)
2009	84,115	2.5%

r = Revised

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

SOURCE: State of Nevada Department of Transportation - Traffic Section

Auto Traffic - All Four Directions

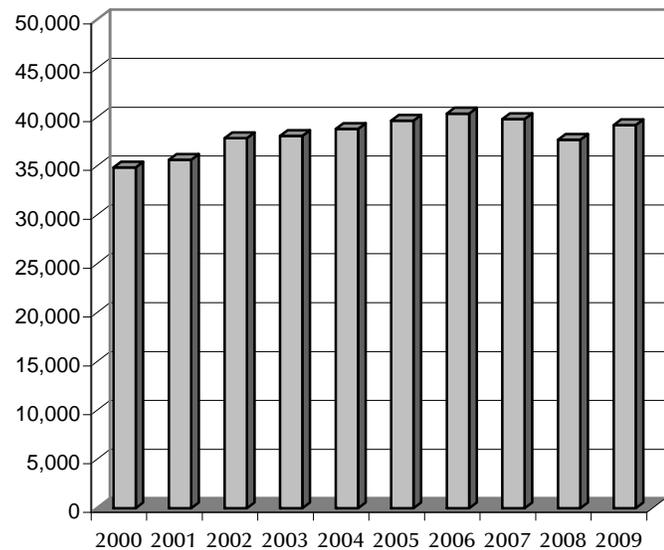


**HISTORICAL LAS VEGAS AUTO TRAFFIC
I-15 AT NV/CA BORDER**

Year	Total Vehicles	Percent Change
2000	34,857	-
2001	35,651	2.3%
2002	37,868	6.2%
2003	38,074	0.5%
2004	38,799	1.9%
2005	39,649	2.2%
2006	40,383	1.9%
2007	39,808	(1.4%)
2008	37,686	(5.3%)
2009	39,199	4.0%

SOURCE: State of Nevada Department of Transportation - Traffic Section

Auto Traffic - I-15 at NV/CA Border



LAS VEGAS 2009 HOTEL VS. MOTEL OCCUPANCY SUMMARY

Month	Citywide			Hotels			Motels		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	84.9%	71.9%	(13.0)	88.5%	75.5%	(13.0)	59.3%	42.7%	(16.6)
Feb	89.4%	83.9%	(5.5)	92.7%	87.5%	(5.2)	65.9%	54.8%	(11.1)
Mar	92.2%	85.9%	(6.3)	95.0%	89.7%	(5.3)	72.0%	54.8%	(17.2)
Apr	90.0%	88.0%	(2.0)	93.6%	91.6%	(2.0)	63.2%	58.3%	(4.9)
May	89.7%	84.4%	(5.3)	94.0%	88.3%	(5.7)	58.2%	52.9%	(5.3)
Jun	89.4%	82.2%	(7.2)	93.4%	86.5%	(6.9)	59.9%	46.9%	(13.0)
Jul	87.2%	84.2%	(3.0)	91.3%	88.1%	(3.2)	56.6%	52.2%	(4.4)
Aug	88.3%	81.4%	(6.9)	92.5%	86.0%	(6.5)	57.2%	43.8%	(13.4)
Sep	84.3%	83.2%	(1.1)	88.6%	87.0%	(1.6)	52.1%	51.8%	(0.3)
Oct	83.8%	82.6%	(1.2)	87.9%	86.7%	(1.2)	53.1%	48.3%	(4.8)
Nov	79.2%	78.4%	(0.8)	83.1%	81.7%	(1.4)	50.1%	50.5%	0.4
Dec	73.3%	71.3%	(2.0)	76.7%	74.4%	(2.3)	45.4%	44.3%	(1.1)
Year-to-Date	86.0%	81.5%	(4.5)	89.8%	85.3%	(4.5)	57.8%	50.1%	(7.6)

LAS VEGAS 2009 STRIP OCCUPANCY SUMMARY

Month	Strip			Hotel - Strip			Motel - Strip		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	87.9%	75.8%	(12.1)	88.5%	76.4%	(12.1)	60.2%	45.2%	(15.0)
Feb	92.7%	88.0%	(4.7)	93.3%	88.6%	(4.7)	67.7%	56.3%	(11.5)
Mar	95.2%	90.3%	(4.9)	95.6%	90.9%	(4.7)	75.3%	59.1%	(16.2)
Apr	94.6%	92.6%	(2.0)	95.2%	93.1%	(2.1)	66.9%	64.9%	(2.1)
May	94.0%	89.3%	(4.7)	94.7%	90.0%	(4.7)	63.7%	57.6%	(6.1)
Jun	93.5%	87.1%	(6.4)	94.2%	87.8%	(6.3)	64.1%	49.7%	(14.4)
Jul	93.0%	89.4%	(3.6)	93.7%	90.0%	(3.7)	61.2%	57.5%	(3.6)
Aug	93.6%	87.5%	(6.1)	94.3%	88.2%	(6.0)	62.3%	45.5%	(16.7)
Sep	89.3%	88.4%	(0.9)	89.9%	89.0%	(0.9)	56.8%	58.7%	2.0
Oct	88.3%	87.8%	(0.5)	89.0%	88.4%	(0.6)	54.6%	50.4%	(4.2)
Nov	83.4%	82.7%	(0.7)	84.0%	83.3%	(0.8)	52.7%	53.0%	0.3
Dec	76.6%	75.6%	(1.0)	77.2%	76.1%	(1.1)	47.2%	41.8%	(5.4)
Year-to-Date	90.0%	86.2%	(3.8)	90.7%	86.8%	(3.9)	61.0%	53.4%	(7.7)

LAS VEGAS 2009 DOWNTOWN OCCUPANCY SUMMARY

Month	Downtown			Hotel - Downtown			Motel - Downtown		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	89.4%	72.0%	(17.4)	90.9%	72.7%	(18.2)	66.0%	58.0%	(8.1)
Feb	89.9%	86.4%	(3.5)	91.7%	87.9%	(3.8)	67.2%	61.2%	(6.0)
Mar	93.0%	88.6%	(4.4)	94.1%	90.3%	(3.9)	77.2%	60.5%	(16.8)
Apr	86.1%	86.6%	0.5	87.4%	88.1%	0.7	68.6%	65.9%	(2.7)
May	92.1%	83.5%	(8.6)	93.4%	85.1%	(8.3)	55.8%	62.1%	6.4
Jun	88.8%	85.7%	(3.1)	90.5%	88.2%	(2.2)	67.2%	58.1%	(9.1)
Jul	83.1%	79.9%	(3.2)	84.1%	81.5%	(2.6)	69.3%	53.9%	(15.3)
Aug	84.9%	79.2%	(5.7)	86.2%	79.9%	(6.3)	65.9%	62.6%	(3.3)
Sep	84.0%	83.4%	(0.5)	85.5%	85.1%	(0.4)	59.3%	54.6%	(4.8)
Oct	83.2%	82.2%	(1.0)	84.7%	83.9%	(0.8)	59.1%	53.7%	(5.4)
Nov	81.5%	80.5%	(1.0)	82.8%	82.0%	(0.8)	60.0%	54.4%	(5.6)
Dec	75.1%	70.2%	(4.9)	76.0%	70.8%	(5.2)	57.5%	58.5%	1.0
Year-to-Date	85.5%	83.4%	(2.1)	86.8%	82.5%	(4.3)	64.7%	58.6%	(6.1)

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS 2009 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

Month	Citywide			Weekend			Midweek		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	84.9%	71.9%	(13.0)	82.9%	79.7%	(3.2)	85.7%	67.6%	(18.1)
Feb	89.4%	83.9%	(5.5)	92.9%	91.1%	(1.8)	87.6%	80.5%	(7.1)
Mar	92.2%	85.9%	(6.3)	94.3%	92.5%	(1.8)	91.4%	83.6%	(7.8)
Apr	90.0%	88.0%	(2.0)	94.5%	94.9%	0.4	88.3%	85.4%	(2.9)
May	89.7%	84.4%	(5.3)	92.7%	91.8%	(0.9)	88.1%	80.3%	(7.8)
Jun	89.4%	82.2%	(7.2)	92.5%	89.9%	(2.6)	88.3%	79.4%	(8.9)
Jul	87.2%	84.2%	(3.0)	90.9%	91.3%	0.4	85.7%	80.8%	(4.9)
Aug	88.3%	81.4%	(6.9)	90.5%	88.6%	(1.9)	87.2%	78.5%	(8.7)
Sep	84.3%	83.2%	(1.1)	88.4%	91.5%	3.1	82.8%	79.6%	(3.2)
Oct	83.8%	82.6%	(1.2)	90.6%	90.2%	(0.4)	81.0%	79.0%	(2.0)
Nov	79.2%	78.4%	(0.8)	85.9%	86.9%	1.0	75.9%	74.7%	(1.2)
Dec	73.3%	71.3%	(2.0)	81.6%	76.8%	(4.8)	69.9%	69.1%	(0.8)
Year-to-Date	86.0%	81.5%	(4.5)	89.8%	88.8%	(1.0)	84.3%	78.2%	(6.1)

LAS VEGAS 2009 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	85.7%	67.6%	(18.1)	88.9%	71.0%	(17.9)	62.8%	39.8%	(23.0)
Feb	87.6%	80.5%	(7.1)	91.1%	84.4%	(6.7)	62.2%	48.6%	(13.6)
Mar	91.4%	83.6%	(7.8)	94.4%	87.7%	(6.7)	69.4%	50.0%	(19.4)
Apr	88.3%	85.4%	(2.9)	92.4%	89.5%	(2.9)	58.6%	52.2%	(6.4)
May	88.1%	80.3%	(7.8)	93.0%	84.8%	(8.2)	51.9%	44.7%	(7.2)
Jun	88.3%	79.4%	(8.9)	92.4%	83.8%	(8.6)	58.0%	43.1%	(14.9)
Jul	85.7%	80.8%	(4.9)	90.3%	85.1%	(5.2)	51.1%	45.5%	(5.6)
Aug	87.2%	78.5%	(8.7)	91.7%	83.1%	(8.6)	52.9%	40.3%	(12.6)
Sep	82.8%	79.6%	(3.2)	87.2%	83.8%	(3.4)	50.1%	45.3%	(4.8)
Oct	81.0%	79.0%	(2.0)	85.4%	83.4%	(2.0)	48.0%	42.0%	(6.0)
Nov	75.9%	74.7%	(1.2)	79.9%	77.8%	(2.1)	45.9%	48.6%	2.7
Dec	69.9%	69.1%	(0.8)	73.1%	71.8%	(1.3)	43.9%	45.6%	1.7
Year-to-Date	84.3%	78.2%	(6.1)	88.2%	82.2%	(6.0)	54.7%	45.5%	(9.2)

LAS VEGAS 2009 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2008	2009	Change	2008	2009	Change	2008	2009	Change
Jan	82.9%	79.7%	(3.2)	87.4%	83.7%	(3.7)	50.8%	47.9%	(2.9)
Feb	92.9%	91.1%	(1.8)	95.7%	94.0%	(1.7)	73.0%	67.8%	(5.2)
Mar	94.3%	92.5%	(1.8)	96.5%	95.5%	(1.0)	78.3%	68.5%	(9.8)
Apr	94.5%	94.9%	0.4	97.0%	97.4%	0.4	75.8%	75.0%	(0.8)
May	92.7%	91.8%	(0.9)	95.9%	94.8%	(1.1)	69.7%	67.9%	(1.8)
Jun	92.5%	89.9%	(2.6)	96.1%	93.9%	(2.2)	65.2%	57.3%	(7.9)
Jul	90.9%	91.3%	0.4	93.7%	94.4%	0.7	70.0%	66.3%	(3.7)
Aug	90.5%	88.6%	(1.9)	93.9%	93.0%	(0.9)	65.1%	52.3%	(12.8)
Sep	88.4%	91.5%	3.1	92.5%	94.5%	2.0	57.5%	67.0%	9.5
Oct	90.6%	90.2%	(0.4)	93.9%	93.6%	(0.3)	65.5%	61.5%	(4.0)
Nov	85.9%	86.9%	1.0	89.5%	90.8%	1.3	58.4%	54.9%	(3.5)
Dec	81.6%	76.8%	(4.8)	85.6%	80.9%	(4.7)	49.1%	41.1%	(8.0)
Year-to-Date	89.8%	88.8%	(1.0)	93.1%	92.2%	(0.9)	64.9%	60.7%	(4.2)

SOURCE: Las Vegas Convention and Visitors Authority

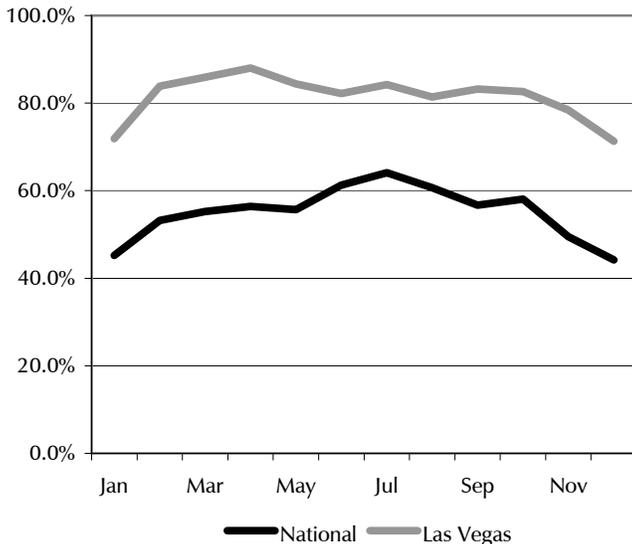
LAS VEGAS OCCUPANCY VS. U.S NATIONAL AVERAGE

The following table compares the Las Vegas monthly occupancy rates to the U.S. hotel average monthly occupancy rates. The "Lodging Review" report published by the national firm of Smith Travel Research was utilized for the comparative study.

Month	National Occupancy	Las Vegas Occupancy	Net Difference
Jan	45.2%	71.9%	26.7
Feb	53.2%	83.9%	30.7
Mar	55.2%	85.9%	30.7
Apr	56.4%	88.0%	31.6
May	55.7%	84.4%	28.7
Jun	61.3%	82.2%	20.9
Jul	64.1%	84.2%	20.1
Aug	60.7%	81.4%	20.7
Sep	56.7%	83.2%	26.5
Oct	58.1%	82.6%	24.5
Nov	49.5%	78.4%	28.9
Dec	44.2%	71.3%	27.1
Year-to-Date	55.1%	81.5%	26.4

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

Las Vegas vs. U.S. National Occupancy



2009 CITYWIDE WEEKEND OCCUPANCY RANKING

Rank	Date	Citywide	Hotel	Motel
1	Apr 17-18	98.1%	99.2%	89.5%
2	Mar 20-21	95.9%	98.1%	77.9%
3	Apr 3-4	95.1%	97.6%	75.0%
4	Feb 13-15	94.9%	96.6%	81.0%
5	Mar 27-28	94.8%	97.5%	74.4%
6	Feb 27-28	94.8%	96.7%	79.3%
7	May 22-24	94.7%	96.5%	80.4%
8	Apr 24-25	94.6%	97.6%	70.5%
9	May 1-2	94.6%	97.2%	73.6%
10	Mar 13-14	94.3%	97.1%	71.7%
11	Jul 24-25	93.7%	96.2%	73.1%
12	Sep 25-26	93.1%	96.0%	69.3%
13	Oct 23-24	92.8%	96.2%	64.6%
14	Jun 12-13	92.3%	96.0%	62.2%
15	Sep 11-12	92.3%	95.3%	67.4%
16	Oct 9-10	92.1%	95.0%	67.7%
17	Jul 17-18	92.1%	95.2%	66.6%
18	Nov 13-14	92.0%	95.2%	64.7%
19	Jun 26-27	91.8%	95.5%	61.6%
20	Apr 10-11	91.7%	95.0%	65.1%
21	Jul 31-Aug 1	91.5%	95.3%	60.1%
22	May 15-16	91.1%	94.1%	66.7%
23	Oct 2-3	90.9%	94.1%	64.2%
24	Jul 10-11	90.9%	94.3%	63.4%
25	Sep 4-6	90.8%	93.5%	68.3%
26	Aug 7-8	90.6%	94.8%	56.3%
27	Sep 18-19	90.4%	93.8%	62.5%
28	Nov 6-7	90.3%	93.1%	66.7%
29	May 29-30	90.1%	94.1%	58.0%
30	Feb 20-21	89.8%	93.7%	57.7%
31	Jun 19-20	89.5%	93.7%	55.0%
32	Jul 3-5	89.4%	92.4%	65.4%
33	Aug 14-15	89.0%	93.6%	51.7%
34	Oct 16-17	88.7%	92.8%	54.2%
35	Aug 21-22	87.7%	92.3%	49.7%
36	May 8-9	87.0%	91.0%	54.5%
37	Dec 4-5	86.9%	90.6%	55.2%
38	Oct 30-31	86.3%	89.8%	56.6%
39	Jun 5-6	85.9%	90.3%	50.2%
40	Aug 28-29	85.7%	90.4%	47.5%
41	Mar 6-7	85.0%	89.3%	50.1%
42	Nov 26-28	83.9%	88.0%	49.6%
43	Jan 9-10	83.8%	87.0%	57.8%
44	Nov 20-21	83.1%	88.1%	41.2%
45	Feb 6-7	83.0%	87.5%	46.6%
46	Jan 2-3	82.4%	88.0%	53.5%
47	Jan 16-18	81.6%	86.2%	43.8%
48	Dec 11-12	79.6%	84.6%	36.2%
49	Dec 24-26	78.9%	83.3%	40.9%
50	Jan 30-31	77.1%	80.9%	45.9%
51	Jan 23-24	72.9%	76.9%	40.8%
52	Dec 18-19	60.4%	63.7%	32.1%

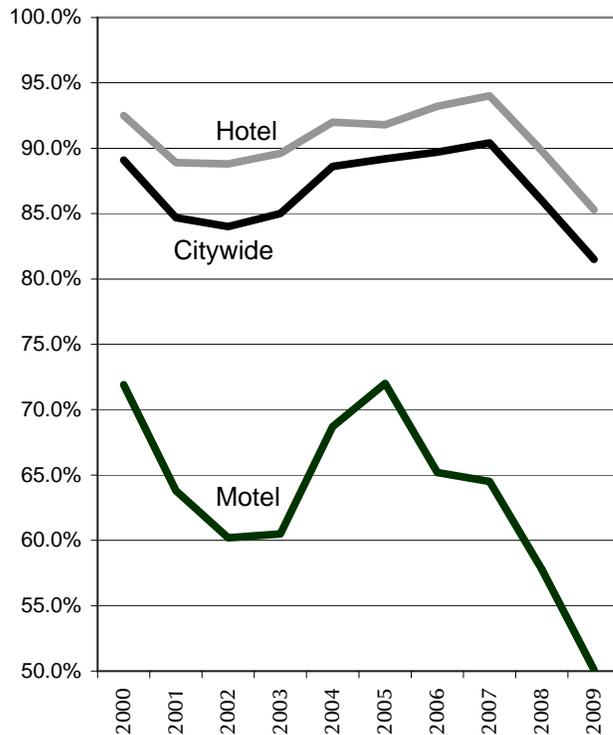
SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL LAS VEGAS OCCUPANCY - HOTEL & MOTEL

The following table presents the citywide, hotel, and motel occupancy rates over the last 10 years.

Year	Hotel	Motel	Citywide
2000	92.5%	71.9%	89.1%
2001	88.9%	63.8%	84.7%
2002	88.8%	60.2%	84.0%
2003	89.6%	60.5%	85.0%
2004	92.0%	68.7%	88.6%
2005	91.8%	72.0%	89.2%
2006	93.2%	65.2%	89.7%
2007	94.0%	64.5%	90.4%
2008	89.8%	57.8%	86.0%
2009	85.3%	50.1%	81.5%

Las Vegas Occupancy



SOURCE: Las Vegas Convention and Visitors Authority

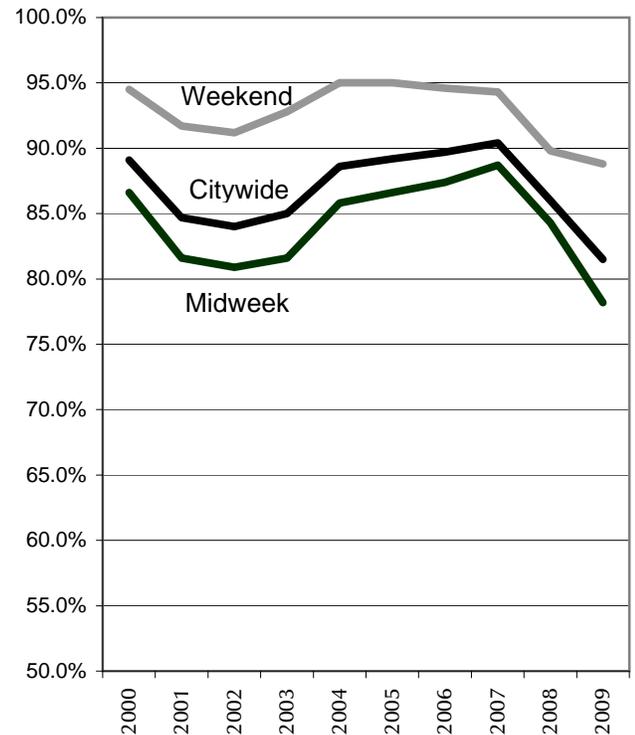
HISTORICAL LAS VEGAS OCCUPANCY - WEEKEND & MIDWEEK

The following table presents the citywide, weekend, and midweek occupancy rates over the last 10 years.

Year	Midweek	Weekend	Citywide
2000	86.6%	94.5%	89.1%
2001	81.6%	91.7%	84.7%
2002	80.9%	91.2%	84.0%
2003	81.6%	92.8%	85.0%
2004	85.8%	95.0%	88.6%
2005	86.6%	95.0%	89.2%
2006	87.4%	r 94.6%	89.7%
2007	88.7%	94.3%	90.4%
2008	84.3%	89.8%	86.0%
2009	78.2%	88.8%	81.5%

r = Revised

Las Vegas Occupancy



SOURCE: Las Vegas Convention and Visitors Authority

UNEMPLOYMENT RATE

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
United States												
2008	5.0	4.8	5.1	5.0	5.4	5.5	5.8	6.1	6.2	6.6	6.9	7.4
2009	7.7	8.2	8.6	8.9	9.4	9.5	9.4	9.7	9.8	10.1	10.0	10.0
Nevada												
2008	5.3	5.3	5.4	5.6	5.9	6.3	6.7	7.1	7.5	8.0	8.6	9.1
2009	9.4	10.0	10.4	10.6	11.2	12.0	12.5	13.2	13.3	12.9	12.3	13.0
Las Vegas												
2008	5.6	5.1	5.2	5.1	5.6	6.3	7.0	7.2	7.8	7.8	7.9	9.1
2009	10.0	10.1	10.4	10.4	11.1	12.3	13.1	13.4	13.9	13.0	12.1	13.1

SOURCE: US Department of Labor, Bureau of Labor Statistics

UNITED STATES CONSUMER PRICE INDEX

Month	2008	2009	Percent Change
Jan	211.1	211.1	0.0%
Feb	211.7	212.2	0.2%
Mar	213.5	212.7	(0.4%)
Apr	214.8	213.2	(0.7%)
May	216.6	213.9	(1.3%)
Jun	218.8	215.7	(1.4%)
Jul	220.0	215.4	(2.1%)
Aug	219.1	215.8	(1.5%)
Sep	218.8	216.0	(1.3%)
Oct	216.6	216.2	(0.2%)
Nov	212.4	216.3	1.8%
Dec	210.2	215.9	2.7%
Average	215.3	214.5	(0.4%)

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

Month	2008	2009	Percent Change
Jan	248.2	233.5	(5.9%)
Feb	251.0	236.3	(5.9%)
Mar	258.4	237.5	(8.1%)
Apr	259.4	238.8	(7.9%)
May	264.6	239.9	(9.3%)
Jun	272.6	246.7	(9.5%)
Jul	276.8	247.1	(10.7%)
Aug	270.7	247.1	(8.7%)
Sep	265.4	244.7	(7.8%)
Oct	256.3	244.7	(4.5%)
Nov	238.7	241.9	1.3%
Dec	229.9	239.8	4.3%
Average	257.7	241.5	(6.3%)

SOURCE: U.S. Travel Association

CONSUMER CONFIDENCE INDEX

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1997	119	119	119	119	128	130	126	128	130	123	128	136
1998	128	137	134	137	136	136	137	133	126	119	125	127
1999	129	133	134	136	138	139	136	136	134	131	137	142
2000	145	141	137	138	145	139	143	141	143	136	133	129
2001	116	109	117	110	116	119	116	114	97	85	85	95
2002	98	95	111	109	110	106	97	95	94	80	85	81
2003	79	65	61	81	84	84	77	82	77	82	93	95
2004	98	89	89	93	93	103	106	99	97	93	93	103
2005	105	104	103	98	103	106	104	106	87	85	98	104
2006	107	103	108	110	105	105	107	100	106	105	105	110
2007	110	111	108	106	109	105	112	106	100	95	88	91
2008	87	76	66	63	58	51	52	59	61	39	45	39
2009	37	25	27	41	55	49	47	55	53	49	51	54

SOURCE: The Conference Board

LVCVA ROOM TAX REVENUE EARNED

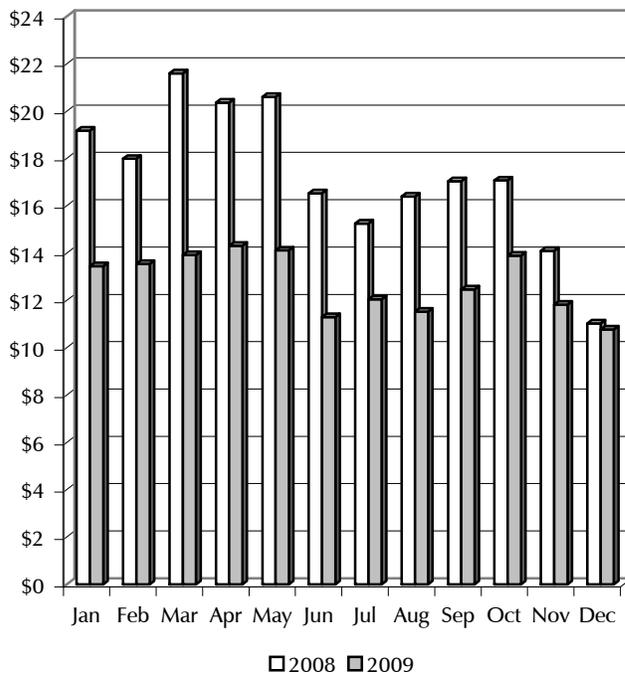
Clark County room tax revenue allocated to the LVCVA totaled \$153.2 million in 2009, a decrease of 26.1% when compared with 2008.

Month	2008	2009	Percent Change
Jan	\$19,176,181	\$13,441,466	(29.9%)
Feb	17,986,609	13,544,611	(24.7%)
Mar	21,597,387	13,921,781	(35.5%)
Apr	20,356,327	14,307,316	(29.7%)
May	20,601,672	14,112,176	(31.5%)
Jun	16,529,606	11,295,406	(31.7%)
Jul	15,253,432	12,047,773	(21.0%)
Aug	16,387,850	11,527,346	(29.7%)
Sep	17,040,604	12,465,261	(26.8%)
Oct	17,069,676	13,892,561	(18.6%)
Nov	14,094,823	11,822,984	(16.1%)
Dec	11,023,651	10,771,630	(2.3%)
Total	\$207,117,817	\$153,150,310	(26.1%)

SOURCE: Las Vegas Convention and Visitors Authority

LVCVA Room Tax Revenue

Millions



ROOM TAX REVENUE ANNUAL ANALYSIS

Room tax revenue distributed to the LVCVA for the period covering 1978 through 2009 is presented in the following table:

Year	Room Tax Revenue	Percent Change
1978	\$13,113,511	26.3%
1979	15,847,040	20.8%
1980	18,231,548	15.0%
1981	18,179,761	(0.3%)
1982	19,070,664	4.9%
1983	21,731,353	14.0%
1984	23,921,313	10.1%
1985	26,956,881	12.7%
1986	30,587,141	13.5%
1987	34,443,765	12.6%
1988	38,175,535	10.8%
1989	40,528,245	6.2%
1990	49,493,569	22.1%
1991	49,396,226	(0.2%)
1992	52,259,477	5.8%
1993	56,125,234	7.4%
1994	76,876,787	37.0%
1995	82,135,745	6.8%
1996	91,565,876	11.5%
1997	98,186,440	7.2%
1998	100,468,931	2.3%
1999	118,299,856	17.7%
2000	130,550,852	10.4%
2001	129,053,244	(1.1%)
2002	127,102,165	(1.5%)
2003	138,941,106	9.3%
2004	164,821,755	18.6%
2005	193,136,789	17.2%
2006	207,289,931	7.3%
2007	219,713,911	6.0%
2008	207,117,817	(5.7%)
2009	153,150,310	(26.1%)

ROOM TAX EARNED BY ENTITY

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

Entity	Dollar Amount	% Chg from 2008	Share of Total Collected
County	\$140,136,181	(26.1%)	91.5%
Las Vegas	8,032,737	(29.0%)	5.2%
Others (1)	4,981,392	(20.8%)	3.3%
Total	\$153,150,310	(26.1%)	100.0%

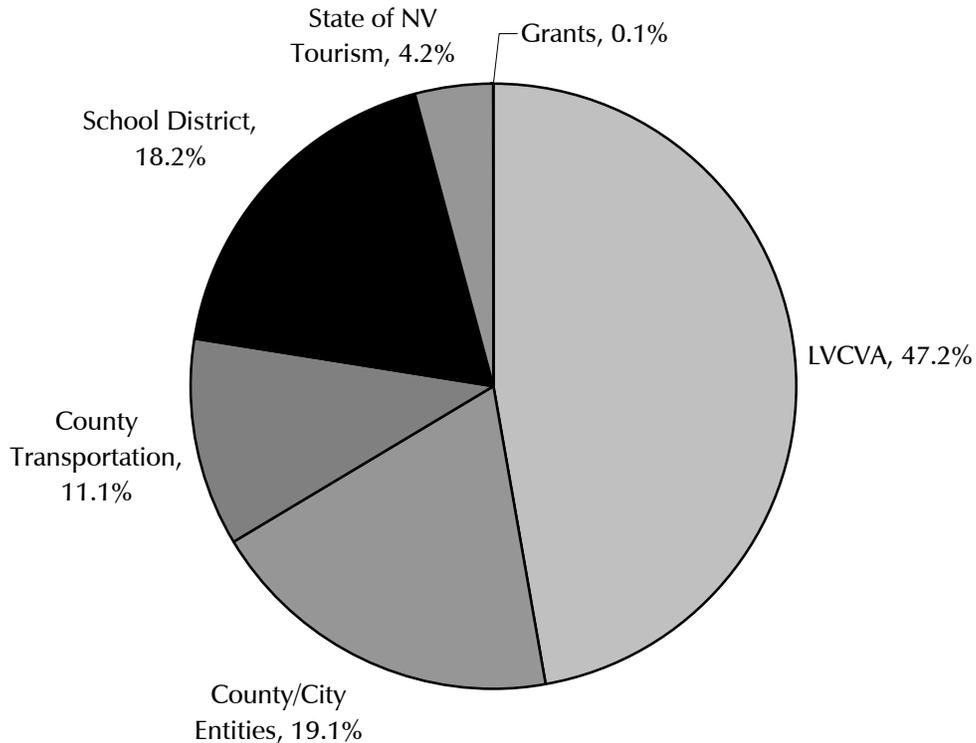
(1) Includes Boulder City, Mesquite, Henderson and North Las Vegas.

SOURCE: Las Vegas Convention and Visitors Authority

CLARK COUNTY ROOM TAX DISTRIBUTION

The final distribution of Clark County's 9 percent room tax is shown here. Of note, 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.

FY 2009, 9% Room Tax Distribution	Amount	Percent
LVCVA Retains for Operations & Marketing	\$156,784,293	47.2%
4 - 5% distributed to LVCVA	176,726,992	
(Less Collection Allocation Paid to Entities)	(17,672,699)	
(Less Grants Paid to Entities & Organizations)	(2,270,000)	
Portion Distributed to Entity / Jurisdiction	\$63,364,563	19.1%
1 - 2% Room Tax Retained by Entity	43,691,864	
Collection Allocation Grants to Entities	17,672,699	
Other Grants to Entities	2,000,000	
Clark County Transportation (1.0%)	\$37,171,496	11.1%
Clark County School District (1 5/8%)	\$60,424,460	18.2%
State of Nevada Tourism (SB170 - 3/8%)	\$13,948,908	4.2%
Grants Paid by LVCVA to Organizations	\$270,000	0.1%
TOTAL 9% ROOM TAX	\$331,963,720	100.0%



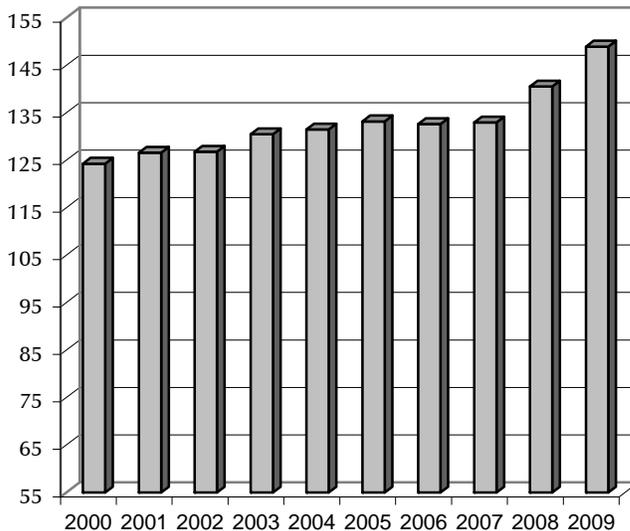
HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

As of December 31, each year

Year	Total Hotel/Motel Rooms	Percent Change
1981	49,614	10.2%
1982	50,270	1.3%
1983	52,529	4.5%
1984	54,129	3.0%
1985	53,067	(2.0%)
1986	56,494	6.5%
1987	58,474	3.5%
1988	61,394	5.0%
1989	67,391	9.8%
1990	73,730	9.4%
1991	76,879	4.3%
1992	76,523	(0.5%)
1993	86,053	12.5%
1994	88,560	2.9%
1995	90,046	1.7%
1996	99,072	10.0%
1997	105,347	6.3%
1998	109,365	3.8%
1999	120,294	10.0%
2000	124,270	3.3%
2001	126,610	1.9%
2002	126,787	0.1%
2003	130,482	2.9%
2004	131,503	0.8%
2005	133,186	1.3%
2006	132,605	(0.4%)
2007	132,947	0.3%
2008	140,529	5.7%
2009	148,941	6.0%

Las Vegas Room Inventory

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

TOTAL CLARK COUNTY TAXABLE SALES

According to figures compiled by the State Department of Taxation, retail sales transactions in Clark County exceeded \$28.5 billion during calendar year 2009, a decrease of 17.6 percent from 2008 levels.

Month	2008	2009	Percent Change
Jan	\$2,669,666,978 r	\$2,317,513,594	(13.2%)
Feb	2,757,376,322 r	2,216,004,020	(19.6%)
Mar	3,226,099,420 r	2,758,267,543	(14.5%)
Apr	2,915,083,192 r	2,415,844,543	(17.1%)
May	3,031,255,238 r	2,368,769,107	(21.9%)
Jun	3,131,426,094 r	2,450,627,287	(21.7%)
Jul	2,804,710,224 r	2,226,329,436	(20.6%)
Aug	3,028,823,555 r	2,239,397,937	(26.1%)
Sep	2,810,093,816 r	2,345,206,349	(16.5%)
Oct	2,775,719,539 r	2,249,382,533	(19.0%)
Nov	2,527,775,823 r	2,257,786,912	(10.7%)
Dec	2,904,092,942 r	2,658,794,930	(8.4%)
Total	\$34,582,123,143 r	\$28,503,924,191	(17.6%)

r = Revised

SOURCE: State of Nevada - Department of Taxation

CLARK COUNTY TAXABLE SALES

Business Type: Food Services and Drinking Places and Accommodations* Only

Month	2008	2009	Percent Change
Jan	\$597,380,360 r	\$548,769,838	(8.1%)
Feb	569,837,353 r	505,008,149	(11.4%)
Mar	632,627,979 r	599,120,643	(5.3%)
Apr	674,279,771 r	635,438,196	(5.8%)
May	713,315,086 r	633,565,373	(11.2%)
Jun	627,733,158 r	582,486,498	(7.2%)
Jul	602,572,703 r	577,785,996	(4.1%)
Aug	628,353,358 r	575,646,737	(8.4%)
Sep	549,094,080 r	580,024,437	5.6%
Oct	620,988,930 r	580,063,717	(6.6%)
Nov	581,246,090 r	538,677,244	(7.3%)
Dec	549,159,172 r	481,616,253	(12.3%)
Total	\$7,346,588,040 r	\$6,838,203,081	(6.9%)

r = Revised

SOURCE: State of Nevada - Department of Taxation

*Accommodations category reflects all sales tax derived from hotel-owned revenue centers (i.e. gift shop, catering, room service, retail outlets and hotel-owned restaurants) excluding lodging. Restaurants that are owned independently are categorized in "Food Services and Drinking Places."

VISITORS TO RED ROCK CANYON

Spring Mountain, First Creek & Oak Creek Areas

Month	2008	2009	Percent Change
Jan	7,366	9,277 r	25.9%
Feb	9,480	7,612 r	(19.7%)
Mar	21,928	22,379	2.1%
Apr	18,152	18,611 r	2.5%
May	18,759	17,266	(8.0%)
Jun	30,790	28,331	(8.0%)
Jul	20,703	24,886	20.2%
Aug	22,723	19,123	(15.8%)
Sep	14,233	16,060	12.8%
Oct	12,361	14,486	17.2%
Nov	11,099	9,832	(11.4%)
Dec	8,080	7,851	(2.8%)
Total	195,674	195,714	0.0%

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO VALLEY OF FIRE

Month	2008	2009	Percent Change
Jan	27,018	31,431	16.3%
Feb	38,905	32,716	(15.9%)
Mar	57,940	55,009 r	(5.1%)
Apr	56,775	62,235 r	9.6%
May	50,778	46,696	(8.0%)
Jun	30,617	36,219	18.3%
Jul	25,428	28,334	11.4%
Aug	26,365	28,758	9.1%
Sep	31,482	33,503	6.4%
Oct	38,696	42,656	10.2%
Nov	36,829	29,401	(20.2%)
Dec	25,860	26,176	1.2%
Total	446,693	453,134	1.4%

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO HOOVER DAM

In 2009, more than 798,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2008 versus 2009 are contained in the following analysis.

Month	2008	2009	Percent Change
Jan	50,446	44,577	(11.6%)
Feb	57,241	49,503	(13.5%)
Mar	91,305	72,767	(20.3%)
Apr	76,108	80,401	5.6%
May	71,963	67,051	(6.8%)
Jun	86,907	82,524	(5.0%)
Jul	94,318	89,395	(5.2%)
Aug	81,314	78,160	(3.9%)
Sep	65,559	61,991	(5.4%)
Oct	67,261	64,738	(3.8%)
Nov	55,934	55,188	(1.3%)
Dec	50,970	52,151	2.3%
Total	849,326	798,446	(6.0%)

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

VISITORS TO LAKE MEAD

During 2009, the Lake Mead area received over 7.9 million recreational visitors. This is an increase of 0.9 percent from 2008.

Month	2008	2009	Percent Change
Jan	378,908	381,925	0.8%
Feb	460,168	407,104	(11.5%)
Mar	615,246	497,033	(19.2%)
Apr	767,374	714,839	(6.8%)
May	845,702	881,445	4.2%
Jun	896,812	879,411	(1.9%)
Jul	774,966	738,932	(4.6%)
Aug	887,106	1,027,245	15.8%
Sep	672,106	783,512	16.6%
Oct	593,250	692,181	16.7%
Nov	556,611	516,645	(7.2%)
Dec	429,332	426,558	(0.6%)
Total	7,877,581	7,946,830	0.9%

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

LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2005	2006	2007	2008	2009
First vs. Repeat					
First time visitor	18%	19%	19%	16%	17%
Repeat visitor	82%	81%	81%	84%	83%
Purpose of Current Visit					
Vacation/pleasure/gamble	66%	60%	53%	52%	53%
Business/convention	17%	17%	18%	21%	17%
Other	17%	23%	29%	27%	30%
Transportation					
Air	47%	46%	46%	43%	42%
Automobile/Bus/RV	53%	54%	54%	57%	58%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.2	2.2	2.1	2.1
Number of visits in past year	1.7	1.7	1.8	1.8	1.7
Adults in party	2.5	2.6	2.5	2.4	2.4
Nights stayed	3.5	3.6	3.5	3.5	3.6
Visitors with children	9%	10%	8%	6%	8%
Expenditures Per Visitor					
Food & drink (per trip)	\$248.40	\$260.68	\$254.49	\$273.39	\$250.32
Transportation (per trip)	\$60.46	\$68.70	\$62.66	\$59.26	\$53.31
Shopping (per trip)	\$136.60	\$140.86	\$114.50	\$121.90	\$101.97
Shows (per trip)	\$49.43	\$50.81	\$47.87	\$51.64	\$39.87
Sightseeing (per trip)	\$8.21	\$8.49	\$8.31	\$7.12	\$5.77
Hotel/Motel room (per night)	\$99.51	\$107.12	\$108.87	\$101.68	\$75.78
Gambling Behavior					
Gambled while in Las Vegas	86%	87%	84%	85%	83%
Daily hours gambled	3.6	3.3	3.4	3.3	3.2
Gambling Budget (per trip)	\$626.50	\$651.94	\$555.64	\$531.98	\$481.57
Visitor Origin					
Eastern States	9%	8%	9%	8%	7%
Southern States	13%	13%	13%	13%	11%
Midwestern States	14%	14%	14%	12%	12%
Western States	52%	52%	52%	52%	55%
CA	33%	32%	31%	28%	31%
AZ	6%	7%	9%	9%	10%
Foreign	12%	13%	12%	15%	14%
Ethnicity					
White	83%	85%	86%	90%	88%
African American	4%	4%	5%	4%	4%
Asian/Asian American	5%	4%	3%	2%	2%
Hispanic/Latino	7%	6%	5%	4%	5%
Other	1%	1%	1%	0%	1%
Average Age					
Age	47.7	48.0	49.0	50.6	50.0

During the calendar year of 2009, 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.

SOURCE: Las Vegas Convention and Visitors Authority - 2009 Las Vegas Visitor Profile Study

VISITLASVEGAS.COM & LVCVA.COM (COMBINED ACTIVITY)

Site Visits

Month	2008	2009	Percent Change
Jan	585,556	609,140	4.0%
Feb	508,114	603,348	18.7%
Mar	549,902	702,386	27.7%
Apr	558,411	637,082	14.1%
May	627,874	635,343	1.2%
Jun	683,129	714,440	4.6%
Jul	629,714	627,619	(0.3%)
Aug	596,720	632,097	5.9%
Sep	559,440	1,039,780	85.9%
Oct	611,482	593,079	(3.0%)
Nov	583,840	566,205	(3.0%)
Dec	557,742	518,104	(7.1%)
Total	7,051,924	7,878,623	11.7%

Page Views

Month	2008	2009	Percent Change
Jan	6,727,563	5,743,535	(14.6%)
Feb	5,727,659	5,457,954	(4.7%)
Mar	5,535,065	6,072,089	9.7%
Apr	5,465,235	4,896,813	(10.4%)
May	5,789,222	5,252,345	(9.3%)
Jun	6,080,762	5,674,251	(6.7%)
Jul	6,120,926	5,327,078	(13.0%)
Aug	5,581,612	5,312,692	(4.8%)
Sep	5,263,948	5,544,666	5.3%
Oct	5,111,585	4,681,572	(8.4%)
Nov	4,927,411	4,137,673	(16.0%)
Dec	4,629,302	3,885,689	(16.1%)
Total	66,960,290	61,986,357	(7.4%)

VISITLAUGHLIN.COM

Site Visits

Month	2008	2009	Percent Change
Jan	50,441	54,351	7.8%
Feb	45,782	53,136	16.1%
Mar	49,705	67,251	35.3%
Apr	55,827	61,192	9.6%
May	55,615	59,285	6.6%
Jun	67,095	54,314	(19.0%)
Jul	46,037	60,179	30.7%
Aug	41,585	60,017	44.3%
Sep	38,250	45,990	20.2%
Oct	39,656	48,037	21.1%
Nov	39,231	40,948	4.4%
Dec	35,089	42,110	20.0%
Total	564,313	646,810	14.6%

Page Views

Month	2008	2009	Percent Change
Jan	365,612	421,155	15.2%
Feb	330,027	402,096	21.8%
Mar	365,534	485,355	32.8%
Apr	355,183	424,290	19.5%
May	377,099	423,928	12.4%
Jun	461,550	400,655	(13.2%)
Jul	352,229	454,033	28.9%
Aug	332,146	459,488	38.3%
Sep	313,376	354,182	13.0%
Oct	298,414	344,355	15.4%
Nov	274,286	284,973	3.9%
Dec	245,865	283,411	15.3%
Total	4,071,321	4,737,921	16.4%

VISITMESQUITE.COM

Site Visits

Month	2008	2009	Percent Change
Jan	15,903	14,541	(8.6%)
Feb	16,203	13,499	(16.7%)
Mar	17,614	24,362	38.3%
Apr	25,938	20,802	(19.8%)
May	13,957	18,175	30.2%
Jun	9,843	13,002	32.1%
Jul	10,559	10,388	(1.6%)
Aug	11,002	9,996	(9.1%)
Sep	10,632	8,853	(16.7%)
Oct	11,302	14,834	31.3%
Nov	9,182	12,477	35.9%
Dec	9,495	12,730	34.1%
Total	161,630	173,659	7.4%

Page Views

Month	2008	2009	Percent Change
Jan	100,657	93,031	(7.6%)
Feb	101,865	85,579	(16.0%)
Mar	110,251	121,724	10.4%
Apr	139,030	98,464	(29.2%)
May	79,099	85,262	7.8%
Jun	68,802	71,958	4.6%
Jul	74,556	60,466	(18.9%)
Aug	82,950	57,291	(30.9%)
Sep	74,906	50,458	(32.6%)
Oct	73,962	70,663	(4.5%)
Nov	57,144	59,572	4.2%
Dec	58,071	56,946	(1.9%)
Total	1,021,293	911,414	(10.8%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN EXECUTIVE SUMMARY

Visitor Indicator	2008	2009	Change
Visitor Volume	2,862,086	2,446,655	(14.5%)
Room Inventory	10,655	10,652	(0.0%)
Convention Attendance	136,756	113,015	(17.4%)
Occupancy Level	69.0%	63.3%	(5.7)
Average Daily Room Rate	\$43.51 r	\$41.24	(5.2%)
Room Nights Occupied	2,694,059	2,460,155	(8.7%)
Gross Gaming Revenue	\$570,978,000	\$492,514,000	(13.7%)
Laughlin/Bullhead City Air Passengers	245,988	217,831	(11.4%)
Average Daily Traffic-Hwy 163	6,193 r	6,192	(0.0%)

r = Revised

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

LAUGHLIN VISITOR PROFILE HIGHLIGHTS

Calendar Year	2005	2006	2007	2008	2009
First vs. Repeat					
First time visitor	15%	15%	14%	12%	19%
Repeat visitor	85%	85%	86%	88%	81%
Purpose of Current Visit					
Vacation/pleasure	58%	48%	49%	36%	32%
Gamble	22%	33%	26%	47%	42%
Other	20%	19%	25%	17%	26%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.0	2.0	2.0	2.0
Number of visits in past year	3.2	2.5	2.3	2.3	2.3
Adults in party	2.4	2.0	2.1	2.3	2.5
Nights stayed	3.1	3.1	3.0	3.0	3.1
Visitors with children	5.6%	3.0%	3.0%	2.0%	7.0%
Expenditures Per Visitor					
Food & drink (per trip)	\$180.85	\$208.22	\$183.26	\$192.89	\$204.98
Transportation (per trip)	\$9.16	\$3.78	\$0.86	\$29.46	\$41.23
Shopping (per trip)	\$48.57	\$45.24	\$40.53	\$32.53	\$68.26
Shows (per trip)	\$3.97	\$2.78	\$2.40	\$3.01	\$6.57
Sightseeing (per trip)	\$1.75	\$0.97	\$0.27	\$0.01	\$5.68
Gambling Behavior					
Gambled while in Laughlin	97%	99.5%	99.8%	100.0%	99%
Daily hours gambled	5.6	6.2	5.9	5.8	5.8
Gambling Budget (per trip)	\$559.35	\$846.65	\$787.13	\$556.62	\$511.17
Average Age					
Age	60.9	60.3	60.9	60.8	60.9

During the calendar year of 2009, the Las Vegas Convention and Visitors Authority completed the *Laughlin Visitor Profile Study*. The purpose of this marketing research survey is to provide the Las Vegas Convention and Visitors Authority (LVCVA) with an objective assessment of the Laughlin visitor, as well as to identify trends in visitor behaviors 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.

SOURCE: Las Vegas Convention and Visitors Authority - 2009 Laughlin Visitor Profile Study

LAUGHLIN VISITOR VOLUME

Month	2008	2009	Percent Change
Jan	241,541	212,639	(12.0%)
Feb	249,506	206,563	(17.2%)
Mar	282,561	234,142	(17.1%)
Apr	261,116	221,040	(15.3%)
May	255,425	211,669 r	(17.1%)
Jun	229,006	209,003 r	(8.7%)
Jul	260,171	233,459	(10.3%)
Aug	263,267	223,424	(15.1%)
Sep	211,813	186,701	(11.9%)
Oct	225,375	190,631	(15.4%)
Nov	204,022	169,221	(17.1%)
Dec	178,283	148,163	(16.9%)
Total	2,862,086	2,446,655	(14.5%)

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL LAUGHLIN VISITOR VOLUME

Year	Total Visitor Volume	Percent Change
1990	3,244,568	9.1%
1991	3,824,735	17.9%
1992	4,021,925	5.2%
1993	4,504,351	12.0%
1994	4,758,520	5.6%
1995	4,745,004	(0.3%)
1996	4,656,578	(1.9%)
1997	4,518,354	(3.0%)
1998	4,290,892	(5.0%)
1999	4,458,824	3.9%
2000	4,576,326	2.6%
2001	4,453,104	(2.7%)
2002	4,258,411	(4.4%)
2003	4,191,407	(1.6%)
2004	4,046,453	(3.5%)
2005	3,884,791	(4.0%)
2006	3,323,673	(14.4%)
2007	3,098,084	(6.8%)
2008	2,862,086	(7.6%)
2009	2,446,655	(14.5%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN CONVENTION ATTENDANCE

Month	2008	2009	Percent Change
Jan	9,048	10,818	19.6%
Feb	14,196	11,189	(21.2%)
Mar	10,496	12,741	21.4%
Apr	15,843	9,597	(39.4%)
May	19,780	11,844	(40.1%)
Jun	11,379	8,555	(24.8%)
Jul	5,949	8,556	43.8%
Aug	8,594	5,227	(39.2%)
Sep	9,073	7,500	(17.3%)
Oct	15,767	15,377	(2.5%)
Nov	8,907	8,699	(2.3%)
Dec	7,724	2,912	(62.3%)
Total	136,756	113,015	(17.4%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2008	2009	Percent Change
Jan	222,156	209,413	(5.7%)
Feb	232,948	205,855	(11.6%)
Mar	265,924	234,186	(11.9%)
Apr	244,190	220,239	(9.8%)
May	242,050	213,377 r	(11.8%)
Jun	214,845	211,289 r	(1.7%)
Jul	247,115	238,480	(3.5%)
Aug	250,418	226,920	(9.4%)
Sep	201,417	190,511	(5.4%)
Oct	215,069	194,219	(9.7%)
Nov	193,105	170,373	(11.8%)
Dec	164,822	145,293	(11.8%)
Total	2,694,059	2,460,155	(8.7%)

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

2009 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2008	2009	Net Change
1	Apr 24-25	95.3%	96.6%	1.3
2	Aug 7-8	94.8%	95.1%	0.3
3	May 22-24	94.3%	93.6%	(0.7)
4	Jul 17-18	95.7%	91.7%	(4.0)
5	Aug 14-15	96.2%	91.6%	(4.6)
6	Mar 27-28	96.6%	90.7%	(5.9)
7	Apr 17-18	90.1%	90.5%	0.4
8	May 15-16	97.3%	90.1%	(7.2)
9	Apr 3-4	84.5%	89.7%	5.2
10	Jul 24-25	94.9%	89.4%	(5.5)
11	Jul 31-Aug 1	88.7%	89.2%	0.5
12	Feb 13-15	91.1%	88.6%	(2.5)
13	Jul 3-5	94.0%	88.5%	(5.5)
14	Jun 19-20	89.5%	87.8%	(1.7)
15	Feb 20-21	94.8%	87.7%	(7.1)
16	Mar 13-14	93.1%	87.5%	(5.6)
17	Aug 28-29	85.5%	87.5%	2.0
18	Mar 20-21	85.2%	87.3%	2.1
19	Jun 26-27	85.3%	87.1%	1.8
20	Jul 10-11	84.9%	85.9%	1.0
21	Sep 4-6	73.4%	85.7%	12.3
22	May 1-2	91.7%	84.3%	(7.4)
23	Aug 21-22	88.0%	84.0%	(4.0)
24	Sep 18-19	88.1%	81.4%	(6.7)
25	Feb 27-28	82.5%	80.2%	(2.3)
26	Sep 25-26	92.6%	79.9%	(12.7)
27	Jan 23-24	90.3%	78.1%	(12.2)
28	Oct 9-10	89.2%	78.0%	(11.2)
29	Jan 30-31	77.6%	78.0%	0.4
30	Jun 12-13	76.7%	77.6%	0.9
31	Oct 2-3	80.5%	77.2%	(3.3)
32	Jan 2-3	58.4%	77.1%	18.7
33	Jun 5-6	78.2%	76.8%	(1.4)
34	May 8-9	88.2%	76.7%	(11.5)
35	Nov 26-28	82.4%	74.9%	(7.5)
36	May 29-30	82.8%	74.4%	(8.4)
37	Oct 16-17	78.7%	73.8%	(4.9)
38	Sep 11-12	77.7%	73.6%	(4.1)
39	Oct 23-24	83.9%	73.0%	(10.9)
40	Jan 16-18	80.3%	72.4%	(7.9)
41	Mar 6-7	83.5%	69.7%	(13.8)
42	Feb 6-7	72.1%	66.8%	(5.3)
43	Apr 10-11	92.5%	66.6%	(25.9)
44	Nov 6-7	81.1%	65.0%	(16.1)
45	Nov 13-14	61.5%	65.0%	3.5
46	Jan 9-10	61.3%	60.2%	(1.1)
47	Dec 24-26	68.4%	56.9%	(11.5)
48	Oct 30-31	61.1%	54.1%	(7.0)
49	Nov 20-21	54.5%	49.2%	(5.3)
50	Dec 4-5	64.5%	47.4%	(17.1)
51	Dec 11-12	50.1%	44.6%	(5.5)
52	Dec 18-19	34.8%	29.7%	(5.1)

LAUGHLIN OCCUPANCY

Month	2008	2009	Change
Jan	67.0%	63.4%	(3.6)
Feb	75.1%	69.0%	(6.1)
Mar	80.2%	70.9%	(9.3)
Apr	76.1%	68.9%	(7.2)
May	73.0%	64.6%	(8.4)
Jun	67.2%	66.1%	(1.1)
Jul	74.8%	72.2%	(2.6)
Aug	75.8%	68.7%	(7.1)
Sep	63.0%	59.6%	(3.4)
Oct	65.1%	58.8%	(6.3)
Nov	60.4%	53.3%	(7.1)
Dec	49.9%	44.0%	(5.9)
Total	69.0%	63.3%	(5.7)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN OCCUPANCY - MIDWEEK

Month	2008	2009	Change
Jan	64.4%	58.1%	(6.3)
Feb	70.2%	63.0%	(7.2)
Mar	76.7%	66.4%	(10.3)
Apr	70.8%	62.7%	(8.1)
May	63.0%	53.5%	(9.5)
Jun	61.7%	60.2%	(1.5)
Jul	67.5%	64.3%	(3.2)
Aug	67.9%	60.2%	(7.7)
Sep	55.7%	50.5%	(5.2)
Oct	58.7%	52.9%	(5.8)
Nov	55.5%	48.4%	(7.1)
Dec	49.9%	49.9%	0.0
Total	63.2%	57.0%	(6.2)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN OCCUPANCY - WEEKEND

Month	2008	2009	Change
Jan	73.4%	73.1%	(0.3)
Feb	84.5%	81.7%	(2.8)
Mar	88.8%	83.8%	(5.0)
Apr	90.6%	85.9%	(4.7)
May	91.2%	84.7%	(6.5)
Jun	82.4%	82.3%	(0.1)
Jul	92.6%	88.9%	(3.7)
Aug	90.2%	89.5%	(0.7)
Sep	83.0%	80.8%	(2.2)
Oct	78.7%	71.2%	(7.5)
Nov	70.3%	64.8%	(5.5)
Dec	56.0%	46.0%	(10.0)
Total	81.9%	77.6%	(4.3)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN AUTO TRAFFIC

(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.

Month	Average Daily Traffic		Percent Change
	2008	2009	
Jan	6,078	5,928	(2.5%)
Feb	6,713 r	6,132	(8.7%)
Mar	7,497	6,946	(7.3%)
Apr	7,489	7,441	(0.6%)
May	6,186	6,225	0.6%
Jun	5,762	6,096	5.8%
Jul	5,762	6,176	7.2%
Aug	5,582	5,774	3.4%
Sep	5,667	5,734	1.2%
Oct	5,875	5,989	1.9%
Nov	5,891	6,039	2.5%
Dec	5,819	5,825	0.1%
Average	6,193 r	6,192	(0.0%)

r = Revised

SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	2008	2009	Percent Change
Jan	26,656	23,224	(12.9%)
Feb	26,884	24,564	(8.6%)
Mar	28,118	28,211	0.3%
Apr	19,911	20,998	5.5%
May	17,363	16,440	(5.3%)
Jun	16,428	13,495	(17.9%)
Jul	18,611	15,004	(19.4%)
Aug	16,262	17,002	4.6%
Sep	19,296	16,028	(16.9%)
Oct	22,768	17,009	(25.3%)
Nov	21,786	18,570	(14.8%)
Dec	11,905	7,286	(38.8%)
Total	245,988	217,831	(11.4%)

SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN GROSS GAMING REVENUE

Month	2008	2009	Percent Change
Jan	\$51,325,000	\$46,033,000	(10.3%)
Feb	56,012,000	45,285,000	(19.2%)
Mar	56,187,000	51,527,000	(8.3%)
Apr	53,397,000	43,913,000	(17.8%)
May	48,578,000	41,268,000	(15.0%)
Jun	43,615,000	38,551,000	(11.6%)
Jul	48,226,000	39,270,000	(18.6%)
Aug	44,277,000	38,144,000	(13.9%)
Sep	44,464,000	39,059,000	(12.2%)
Oct	45,679,000	36,949,000	(19.1%)
Nov	41,782,000	39,452,000	(5.6%)
Dec	37,436,000	33,063,000	(11.7%)
Total	\$570,978,000	\$492,514,000	(13.7%)

SOURCE: Nevada Gaming Control Board

HISTORICAL LAUGHLIN GROSS GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1990	\$398,322,000	15.1%
1991	463,376,000	16.3%
1992	507,534,000	9.5%
1993	539,822,000	6.4%
1994	534,990,000	(0.9%)
1995	515,847,000	(3.6%)
1996	490,664,000	(4.9%)
1997	482,348,000	(1.7%)
1998	491,385,000	1.9%
1999	531,993,000	8.3%
2000	559,948,000	5.3%
2001	545,215,000	(2.6%)
2002	551,214,000	1.1%
2003	552,149,000	0.2%
2004	594,787,000	7.7%
2005	621,183,000	4.4%
2006	630,533,000	1.5%
2007	631,196,000	0.1%
2008	570,978,000	(9.5%)
2009	492,514,000	(13.7%)

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

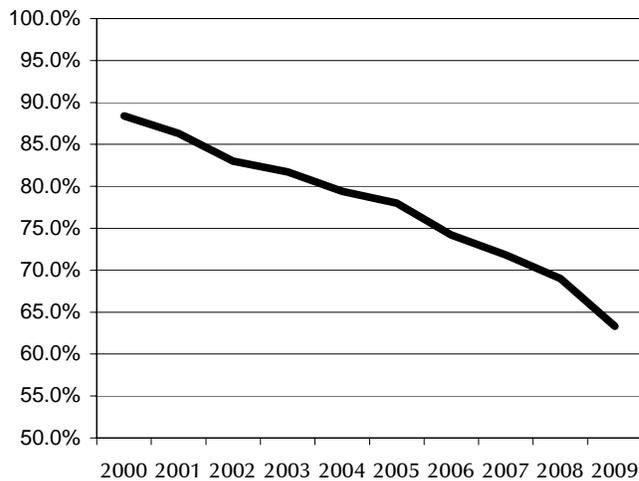
**HISTORICAL LAUGHLIN HOTEL/MOTEL
ROOM INVENTORY & OCCUPANCY**

Year	Occupancy Percentage	Room Inventory
1990	91.4%	7,180
1991	89.6%	8,098
1992	91.1%	9,054
1993	90.8%	10,290
1994	89.2%	10,494
1995	86.4%	11,035
1996	87.1%	11,035
1997	85.3%	11,034
1998	82.9%	10,912
1999	85.9%	10,884
2000	88.4%	10,842
2001	86.3% r	10,811
2002	83.0%	10,817
2003	81.7%	10,817
2004	79.4%	10,743
2005	78.0%	10,737
2006	74.2%	10,660
2007	71.8%	10,696
2008	69.0%	10,655
2009	63.3%	10,652

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

Laughlin Occupancy



HISTORICAL LAUGHLIN AUTO TRAFFIC

(State Route 163)

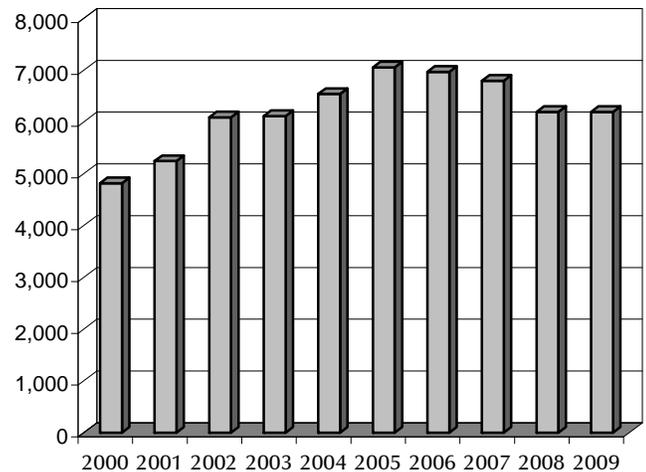
Year	Total Vehicles	Percent Change
1993	4,367	N/A*
1994	4,733	8.4%
1995	4,611	(2.6%)
1996	4,836	4.9%
1997	4,883	1.0%
1998	5,025	2.9%
1999	4,965	(1.2%)
2000	4,819	(3.0%)
2001	5,244	8.8%
2002	6,088	16.1%
2003	6,113	0.4%
2004	6,541	7.0%
2005	7,053	7.8%
2006	6,969	(1.2%)
2007	6,797	(2.5%)
2008	6,193 r	(8.9%)
2009	6,192	(0.0%)

r = Revised

* NOTE: Data not available prior to 1993

SOURCE: State of Nevada Department of Transportation - Traffic Section

Laughlin Auto Traffic



MESQUITE EXECUTIVE SUMMARY

Visitor Indicator	2008	2009	Change
Visitor Volume	1,450,314	1,076,162	(25.8%)
Room Inventory	1,981	1,790	(9.6%)
Occupancy Level	78.3%	83.3%	5.0
Average Daily Room Rate	\$53.19	\$54.86	3.1%
Room Nights Occupied	760,415	561,334	(26.2%)
Gross Gaming Revenue	\$143,961,000	\$120,103,000	(16.6%)
Average Daily Traffic			
Hwy I-15 at NV/AZ border	22,016	21,961	(0.3%)

SOURCES: Las Vegas Convention and Visitors Authority, Nevada Department of Transportation (NDOT), Nevada Gaming Control Board

MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2005	2006	2007	2008	2009
First vs. Repeat					
First time visitor	13%	11%	11%	10%	9%
Repeat visitor	87%	89%	89%	90%	91%
Purpose of Current Visit					
Vacation/pleasure	20%	15%	10%	12%	5%
Gamble	16%	14%	15%	13%	16%
Just passing through	27%	30%	33%	39%	35%
Other	37%	41%	42%	36%	44%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.0	2.0	2.1	2.1
Number of visits in past year	8.7	8.3	7.9	6.4	7.7
Adults in party	2.1	2.1	2.1	2.1	2.1
Nights stayed	1.8	1.9	1.7	1.8	1.7
Visitors with children	4%	4%	3%	3%	4%
Expenditures Per Visitor					
Food & drink (per trip)	\$53.84	\$62.99	\$56.42	\$50.34	\$49.07
Transportation (per trip)	\$1.74	\$1.02	\$1.62	\$2.76	\$1.72
Recreational Activities (per trip)	\$10.00	\$7.64	\$8.68	\$6.62	\$9.58
Shows (per trip)	\$0.02	\$0.33	\$0.92	\$0.13	\$0.42
Sightseeing (per trip)	\$4.76	\$3.86	\$3.32	\$3.40	\$3.14
Gambling Behavior					
Gambled while in Mesquite	88%	89%	92%	93%	92%
Daily hours gambled	3.8	3.7	3.4	3.5	3.6
Gambling Budget (per trip)	\$268.38	\$273.68	\$280.19	\$274.78	\$270.85
Average Age					
Age	57.8	59.1	58.9	59.0	59.8

During the calendar year 2009, 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.

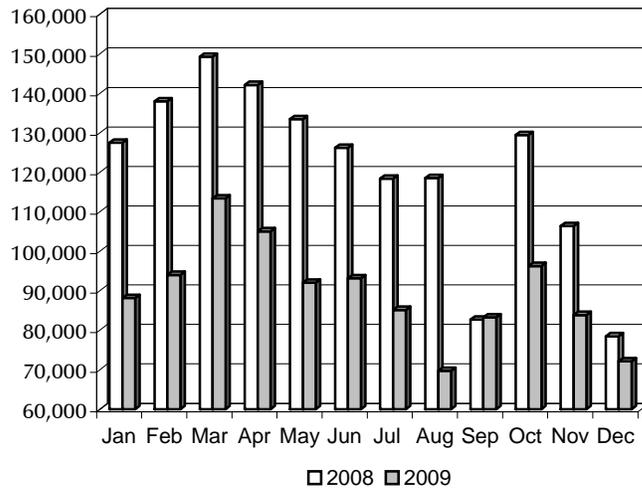
SOURCE: Las Vegas Convention and Visitors Authority - 2009 Mesquite Visitor Profile Study

MESQUITE VISITOR VOLUME

Month	2008	2009	Percent Change
Jan	127,469	88,183	(30.8%)
Feb	137,962	94,005	(31.9%)
Mar	149,252	113,378	(24.0%)
Apr	142,095	105,049	(26.1%)
May	133,439	92,036	(31.0%)
Jun	126,188	93,162	(26.2%)
Jul	118,395	85,160	(28.1%)
Aug	118,555	69,715	(41.2%)
Sep	82,680	83,232	0.7%
Oct	129,434	96,268	(25.6%)
Nov	106,370	83,846	(21.2%)
Dec	78,475	72,128	(8.1%)
Total	1,450,314	1,076,162	(25.8%)

SOURCE: Las Vegas Convention and Visitors Authority

Visitor Volume



MESQUITE ROOM NIGHTS OCCUPIED

Month	2008	2009	Percent Change
Jan	66,833	45,997	(31.2%)
Feb	72,335	49,034	(32.2%)
Mar	78,254	59,139	(24.4%)
Apr	74,502	54,794	(26.5%)
May	69,963	48,007	(31.4%)
Jun	66,162	48,594	(26.6%)
Jul	62,076	44,420	(28.4%)
Aug	62,160	36,364	(41.5%)
Sep	43,350	43,414	0.1%
Oct	67,864	50,214	(26.0%)
Nov	55,771	43,735	(21.6%)
Dec	41,145	37,622	(8.6%)
Total	760,415	561,334	(26.2%)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE AUTO TRAFFIC

(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		Percent Change
	2008	2009	
Jan	19,670	18,711	(4.9%)
Feb	20,907	19,999	(4.3%)
Mar	24,271	22,374	(7.8%)
Apr	22,515	22,539	0.1%
May	22,710	22,574	(0.6%)
Jun	23,252	23,887	2.7%
Jul	24,036	24,892	3.6%
Aug	23,710	23,833	0.5%
Sep	21,290	22,187	4.2%
Oct	21,450	21,556	0.5%
Nov	20,661	20,847	0.9%
Dec	19,720	20,128	2.1%
Average	22,016	21,961	(0.3%)

SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE GAMING REVENUE

Month	2008	2009	Percent Change
Jan	\$13,061,000	\$11,084,000	(15.1%)
Feb	11,135,000	11,211,000	0.7%
Mar	17,488,000	12,381,000	(29.2%)
Apr	12,870,000	10,768,000	(16.3%)
May	13,475,000	10,500,000	(22.1%)
Jun	10,897,000	9,021,000	(17.2%)
Jul	10,452,000	8,414,000	(19.5%)
Aug	10,818,000	8,482,000	(21.6%)
Sep	10,391,000	9,075,000	(12.7%)
Oct	11,947,000	10,275,000	(14.0%)
Nov	11,450,000	9,672,000	(15.5%)
Dec	9,977,000	9,220,000	(7.6%)
Total	\$143,961,000	\$120,103,000	(16.6%)

SOURCE: Nevada Gaming Control Board

2009 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2008	2009	Net Change
1	Mar 27-28	98.5%	99.5%	1.0
2	Apr 3-4	98.7%	99.4%	0.7
3	Feb 27-28	99.9%	99.2%	(0.7)
4	Mar 20-21	98.7%	99.0%	0.3
5	Mar 13-14	99.3%	98.8%	(0.5)
6	Apr 17-18	97.8%	98.3%	0.5
7	Feb 13-15	99.5%	97.9%	(1.6)
8	Oct 16-17	97.9%	97.1%	(0.8)
9	May 1-2	93.9%	96.5%	2.6
10	Jun 5-6	91.9%	96.5%	4.6
11	May 22-24	95.2%	95.6%	0.4
12	Jul 24-25	96.8%	95.4%	(1.4)
13	Sep 25-26	97.1%	95.3%	(1.8)
14	Oct 23-24	86.8%	95.3%	8.5
15	Jun 12-13	85.7%	94.9%	9.2
16	May 15-16	95.9%	94.8%	(1.1)
17	Nov 6-7	96.2%	94.2%	(2.0)
18	Apr 10-11	98.8%	94.1%	(4.7)
19	Jun 26-27	89.9%	94.1%	4.2
20	Apr 24-25	97.0%	93.9%	(3.1)
21	Nov 26-28	91.4%	93.9%	2.5
22	Oct 30-31	85.1%	92.4%	7.3
23	Jan 16-18	96.1%	92.2%	(3.9)
24	Nov 13-14	73.4%	92.2%	18.8
25	Feb 20-21	95.1%	92.1%	(3.0)
26	Mar 6-7	96.8%	92.0%	(4.8)
27	May 29-30	86.3%	91.0%	4.7
28	Oct 9-10	83.1%	90.8%	7.7
29	Oct 2-3	88.5%	90.7%	2.2
30	Jun 19-20	92.4%	90.6%	(1.8)
31	Sep 4-6	60.6%	90.3%	29.7
32	Jul 31-Aug 1	86.0%	88.4%	2.4
33	May 8-9	83.8%	88.0%	4.2
34	Feb 6-7	94.1%	87.4%	(6.7)
35	Sep 18-19	83.8%	87.3%	3.5
36	Jul 17-18	87.9%	87.0%	(0.9)
37	Jan 30-31	77.5%	86.2%	8.7
38	Aug 7-8	93.0%	86.1%	(6.9)
39	Sep 11-12	71.4%	86.0%	14.6
40	Jan 23-24	97.0%	83.2%	(13.8)
41	Jul 3-5	91.6%	83.2%	(8.4)
42	Aug 14-15	89.7%	82.4%	(7.3)
43	Jan 2-3	55.9%	82.4%	26.5
44	Jul 10-11	75.3%	81.5%	6.2
45	Aug 21-22	74.7%	79.2%	4.5
46	Dec 4-5	67.1%	79.1%	12.0
47	Nov 20-21	71.8%	78.3%	6.5
48	Aug 28-29	77.5%	75.0%	(2.5)
49	Dec 18-19	47.3%	65.6%	18.3
50	Jan 9-10	63.9%	64.0%	0.1
51	Dec 11-12	46.1%	63.5%	17.4
52	Dec 24-26	54.4%	56.0%	1.6

MESQUITE OCCUPANCY

Month	2008	2009	Change
Jan	79.0%	74.9%	(4.1)
Feb	91.4%	88.4%	(3.0)
Mar	92.5%	96.3%	3.8
Apr	91.0%	92.2%	1.2
May	82.7%	87.0%	4.3
Jun	81.5%	91.0%	9.5
Jul	74.0%	80.5%	6.5
Aug	74.1%	65.9%	(8.2)
Sep	53.4%	81.3%	27.9
Oct	80.9%	91.0%	10.1
Nov	68.7%	81.9%	13.2
Dec	67.0%	67.8%	0.8
Total	78.3%	83.3%	5.0

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE OCCUPANCY - MIDWEEK

Month	2008	2009	Change
Jan	78.5%	70.7%	(7.8)
Feb	90.5%	85.5%	(5.0)
Mar	90.0%	95.9%	5.9
Apr	88.4%	90.7%	2.3
May	77.9%	83.5%	5.6
Jun	78.4%	89.9%	11.5
Jul	68.1%	77.6%	9.5
Aug	68.9%	59.5%	(9.4)
Sep	44.4%	77.7%	33.3
Oct	77.7%	89.9%	12.2
Nov	60.9%	78.4%	17.5
Dec	46.9%	69.0%	22.1
Total	72.5%	80.9%	8.4

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE OCCUPANCY - WEEKEND

Month	2008	2009	Change
Jan	80.2%	82.6%	2.4
Feb	93.2%	94.6%	1.4
Mar	98.5%	97.3%	(1.2)
Apr	98.1%	96.4%	(1.7)
May	91.4%	93.4%	2.0
Jun	90.0%	94.0%	4.0
Jul	88.3%	86.6%	(1.7)
Aug	83.6%	81.5%	(2.1)
Sep	78.2%	89.8%	11.6
Oct	88.6%	93.3%	4.7
Nov	84.2%	90.1%	5.9
Dec	53.8%	64.9%	11.1
Total	85.7%	88.6%	2.9

SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL MESQUITE VISITOR VOLUME

Year	Total Visitor Volume	Percent Change
1999	1,722,193	N/A*
2000	1,577,583	(8.4%)
2001	1,616,672	2.5%
2002	1,574,872	(2.6%)
2003	1,691,779	7.4%
2004	1,737,785	2.7%
2005	1,574,380	(9.4%)
2006	1,601,937	1.8%
2007	1,620,804	1.2%
2008	1,450,314	(10.5%)
2009	1,076,162	(25.8%)

* NOTE: Data not available prior to 1999

SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL MESQUITE AUTO TRAFFIC

(I-15 at NV/AZ border)

Year	Total Vehicles	Percent Change
1999	18,714	N/A*
2000	18,740	0.1%
2001	19,925	6.3%
2002	21,511	8.0%
2003	21,837	1.5%
2004	22,692	3.9%
2005	23,585	3.9%
2006	23,942	1.5%
2007	23,680 **	(1.1%)
2008	22,016	(7.0%)
2009	21,961	(3.0%)

* NOTE: Data not available prior to 1999

** Estimate as NDOT data not available for 3 months in 2007

SOURCE: State of Nevada Department of Transportation - Traffic Section

HISTORICAL MESQUITE HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

Year	Occupancy Percentage	Room Inventory
1999	81.5%	3,113
2000	79.0%	2,901
2001	80.4%	2,712
2002	82.7%	2,783
2003	86.1%	2,894
2004	86.6%	2,671
2005	82.5%	2,682
2006	83.5%	2,683
2007	85.1%	2,729
2008	78.3%	1,981
2009	83.3%	1,790

SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL MESQUITE GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1999	\$92,936,000	N/A*
2000	96,043,000	3.3%
2001	101,850,000	6.0%
2002	109,149,000	7.2%
2003	112,165,000	2.8%
2004	122,474,000	9.2%
2005	142,823,000	16.6%
2006	159,876,000	11.9%
2007	163,661,000	2.4%
2008	143,961,000	(12.0%)
2009	120,103,000	(16.6%)

* NOTE: Data not available prior to 1999

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

Biannually

The Marketing Bulletin is the published format of the Clark County Visitor Statistics. It contains all of the data found in the monthly reports as well as additional information such as room tax revenue, hotel/gaming employment and convention center statistics. The publication also contains an in-depth study of hotel and motel occupancy in Las Vegas, Laughlin and Mesquite. A historical review of many of the key tourism statistics is also included which provides an excellent source to summarize the growth rate of Clark County tourism. Marketing Bulletins are published twice per year and contain year-to-date information so that the second issue serves as a year-end summary.

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.

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.

OTHER INFORMATION SOURCES

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 456002
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 Transportation

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

www.nevadadot.com

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

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.