



**2010**

*Mid-Year Summary*  
*Volume 37 - Number 151*

***Marketing Bulletin***

# LAS VEGAS MARKETING BULLETIN

## Las Vegas Convention and Visitors Authority

3150 Paradise Road Las Vegas, NV 89109-9096

(702) 892-0711

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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.

MID-YEAR SUMMARY 2010 LAS VEGAS VISITOR STATISTICS

Visitation Indicator	January - June		Change
	2009	2010	
<b>Visitor Volume</b>	18,177,689	18,528,206	1.9%
<b>Room Inventory</b> (as of June 30)	141,030	148,524	5.3%
<b>Room Tax/LVCVA's Portion</b>	\$80,622,755	\$83,387,002	3.4%
<b>Conventions</b>			
Attendance	2,680,217	2,569,101	(4.1%)
Number Held	9,957	9,394	(5.7%)
<b>Occupancy Levels</b>			
Total	82.7%	80.3%	(2.4)
Hotel	86.5%	83.7%	(2.8)
Motel	51.7%	49.8%	(2.0)
Weekend	90.0%	88.8%	(1.2)
Midweek	79.5%	76.4%	(3.1)
<b>Average Daily Room Rate</b>	\$95.39 r	\$95.83	0.5%
<b>Total Room Nights Occupied</b>	21,076,443	21,509,428	2.1%
<b>Gross Gaming Revenue</b>			
Clark County	\$4,448,722,000 r	\$4,416,387,000	(0.7%)
Strip	\$2,730,635,000 r	\$2,800,508,000	2.6%
Downtown	\$273,230,000	\$254,201,000	(7.0%)
Boulder Strip	\$412,678,000 r	\$393,464,000	(4.7%)
<b>Enplaned/Deplaned Airline Passengers</b>			
Total	20,224,090 r	19,613,828	(3.0%)
<b>Automobile Traffic</b>			
Average Daily Traffic			
All Major Highways	82,609	84,981	2.9%
I-15 at CA/NV Border	37,882	38,687	2.1%

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

Month	2009	2010	Percentage Change
Jan	2,765,916	2,877,716	4.0%
Feb	2,858,545	2,856,456	(0.1%)
Mar	3,202,344	3,224,697	0.7%
Apr	3,171,043	3,199,541	0.9%
May	3,199,719	3,262,831	2.0%
Jun	2,980,122	3,106,965	4.3%
<b>Total</b>	<b>18,177,689</b>	<b>18,528,206</b>	<b>1.9%</b>

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR PROFILE

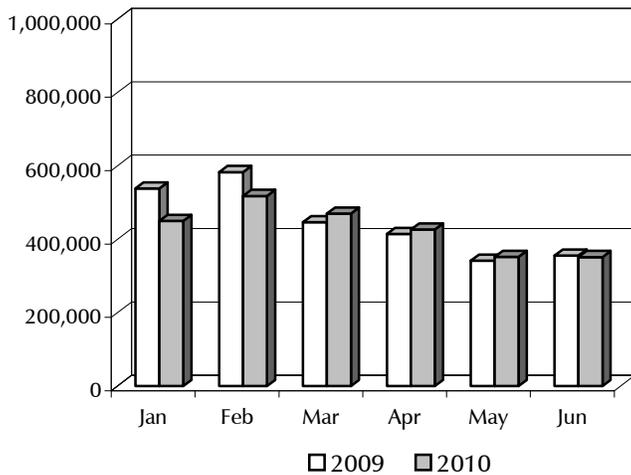
During the calendar year 2009, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Las Vegas Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Las Vegas visitor, as well as to identify trends in visitor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

## CONVENTION ATTENDANCE

Convention attendance decreased by -4.1% when compared with the first six months of 2009.

Month	2009	2010	Change
Jan	538,415	449,917	(16.4%)
Feb	583,168	518,394	(11.1%)
Mar	446,588	470,005	5.2%
Apr	414,764	426,697	2.9%
May	341,846	352,357	3.1%
Jun	355,436	351,731	(1.0%)
<b>Total</b>	<b>2,680,217</b>	<b>2,569,101</b>	<b>(4.1%)</b>

### Convention Attendance



SOURCE: Las Vegas Convention and Visitors Authority

## CONVENTIONS & MEETINGS HELD

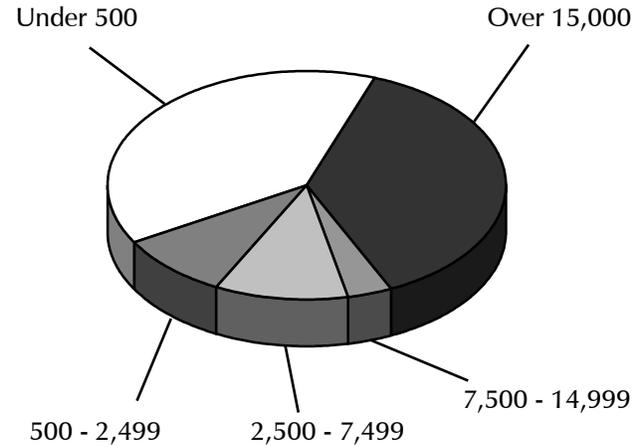
The number of conventions held decreased by -5.7% when compared with the first six months of 2009.

Month	2009	2010	Change
Jan	1,368	1,197	(12.5%)
Feb	1,712	1,616	(5.6%)
Mar	1,824	1,772	(2.9%)
Apr	1,843	1,818	(1.4%)
May	1,643	1,577	(4.0%)
Jun	1,567	1,414	(9.8%)
<b>Total</b>	<b>9,957</b>	<b>9,394</b>	<b>(5.7%)</b>

SOURCE: Las Vegas Convention and Visitors Authority

## CONVENTION ANALYSIS FIRST SIX MONTHS

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	963,962	37.5%
7,500-14,999	91,166	3.5%
2,500-7,499	280,757	10.9%
500-2,499	235,712	9.2%
Under 500	997,504	38.8%
<b>Total</b>	<b>2,569,101</b>	<b>100.0%</b>



SOURCE: Las Vegas Convention and Visitors Authority

## TOP CITIES RANKED BY NUMBER OF SHOWS\* TRADESHOW WEEK 200

City	Number of Top 200 Shows	Market Share
Las Vegas	45	22.5%
Chicago	25	12.5%
Orlando	18	9.0%
New York City	15	7.5%
Anaheim	10	5.0%
New Orleans	9	4.5%
Atlanta	6	3.0%
Dallas	6	3.0%
Boston	5	2.5%
Louisville	5	2.5%
San Francisco	5	2.5%
Indianapolis	4	2.0%
San Diego	4	2.0%

\* Based on the largest 200 tradeshow of 2009 in the US and Canada.

SOURCE: Tradeshow Week 200

## LAS VEGAS 2010 HOTEL VS. MOTEL OCCUPANCY SUMMARY

During the first six months of 2010, citywide occupancy levels for Las Vegas were down -2.4 points compared to 2009. Hotel properties experienced a -2.8 point decrease in occupancy for the timeframe and motel occupancy decreased -2.0 points during the same period.

Month	Citywide			Hotels			Motels		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	71.9%	71.1%	(0.8)	75.5%	74.8%	(0.7)	42.7%	38.2%	(4.5)
Feb	83.9%	79.7%	(4.2)	87.5%	82.5%	(5.0)	54.8%	54.1%	(0.7)
Mar	85.9%	82.4%	(3.5)	89.7%	85.4%	(4.3)	54.8%	55.7%	0.9
Apr	88.0%	84.0%	(4.0)	91.6%	86.9%	(4.7)	58.3%	57.5%	(0.8)
May	84.4%	82.6%	(1.8)	88.3%	86.2%	(2.1)	52.9%	50.1%	(2.8)
Jun	82.2%	82.1%	(0.1)	86.5%	86.4%	(0.1)	46.9%	43.1%	(3.8)
Year-to-Date	82.7%	80.3%	(2.4)	86.5%	83.7%	(2.8)	51.7%	49.8%	(2.0)

## LAS VEGAS 2010 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

Month	Citywide			Weekend			Midweek		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	71.9%	71.1%	(0.8)	79.7%	81.5%	1.8	67.6%	64.6%	(3.0)
Feb	83.9%	79.7%	(4.2)	91.1%	87.9%	(3.2)	80.5%	75.8%	(4.7)
Mar	85.9%	82.4%	(3.5)	92.5%	90.3%	(2.2)	83.6%	79.7%	(3.9)
Apr	88.0%	84.0%	(4.0)	94.9%	92.6%	(2.3)	85.4%	80.3%	(5.1)
May	84.4%	82.6%	(1.8)	91.8%	90.5%	(1.3)	80.3%	78.8%	(1.5)
Jun	82.2%	82.1%	(0.1)	89.9%	89.7%	(0.2)	79.4%	79.3%	(0.1)
Year-to-Date	82.7%	80.3%	(2.4)	90.0%	88.8%	(1.2)	79.5%	76.4%	(3.1)

## LAS VEGAS 2010 STRIP VS. DOWNTOWN OCCUPANCY AVERAGES

	Citywide			Strip			Downtown		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	71.9%	71.1%	(0.8)	75.8%	75.8%	0.0	72.0%	69.2%	(2.8)
Feb	83.9%	79.7%	(4.2)	88.0%	82.9%	(5.1)	86.4%	80.4%	(6.0)
Mar	85.9%	82.4%	(3.5)	90.3%	86.6%	(3.7)	88.6%	80.1%	(8.5)
Apr	88.0%	84.0%	(4.0)	92.6%	87.9%	(4.8)	86.6%	81.2%	(5.4)
May	84.4%	82.6%	(1.8)	89.3%	87.5%	(1.8)	83.5%	77.2%	(6.2)
Jun	82.2%	82.1%	(0.1)	87.1%	87.8%	0.7	85.7%	75.2%	(10.6)
Year-to-Date	82.7%	80.3%	(2.4)	87.2%	84.8%	(2.4)	83.4%	77.1%	(6.3)

SOURCE: Las Vegas Convention and Visitors Authority

## WWW.VISITLASVEGAS.COM

The Las Vegas Convention and Visitors Authority designed [VisitLasVegas.com](http://www.visitlasvegas.com) to assist visitors in planning their vacations to Las Vegas, Nevada by providing information on hotels and resorts, casinos, entertainment, golf, dining and shopping. Additionally, you can catch up on the latest Vegas news, see the latest Las Vegas TV commercials, and take part in the LVCVA's latest online promotions.

## WWW.LVCVA.COM

[LVCVA.com](http://www.lvcva.com) is where the Las Vegas Convention and Visitors Authority does business online. You will find information for convention and meeting planners, travel industry professionals and press and research interests. Site features include an RFP program for meetings and conventions, the Vegas Certified travel trade certification program, photo galleries and media resources.

## WEEKEND OCCUPANCY RANKING

### Top Weekends - First Six Months of 2010

The table below shows a ranking of the weekends in terms of occupancy for hotels, motels, and the total for all properties during the first six months of 2010.

Rank	Date	Citywide	Hotel	Motel
1	Apr 16-17	95.9%	96.7%	88.5%
2	Mar 26-27	95.7%	96.7%	86.5%
3	May 28-30	94.1%	95.9%	77.9%
4	Apr 9-10	93.9%	95.4%	80.7%
5	Apr 23-24	93.6%	94.5%	85.5%
6	Mar 19-20	93.5%	95.1%	79.0%
7	Apr 30-May 1	92.4%	94.3%	74.9%
8	Jun 4-5	91.9%	95.5%	59.4%
9	Feb 26-27	90.8%	92.7%	73.3%
10	Jun 25-26	90.7%	94.5%	56.9%
11	Feb 12-14	90.3%	91.2%	81.9%
12	Jan 8-9	90.3%	93.1%	65.2%
13	May 21-22	89.7%	93.3%	57.4%
14	May 14-15	89.7%	93.2%	57.8%
15	Jun 11-12	89.3%	93.0%	55.5%
16	Dec 31-Jan2	88.4%	89.8%	76.3%
17	Mar 12-13	87.5%	90.2%	63.4%
18	Feb 19-20	87.2%	90.1%	61.4%
19	Jun 18-19	87.0%	91.4%	47.3%
20	Apr 2-3	86.9%	89.4%	64.4%
21	May 7-8	85.8%	89.2%	55.4%
22	Mar 5-6	84.3%	87.6%	55.0%
23	Feb 5-6	82.1%	85.3%	52.9%
24	Jan 15-17	79.5%	84.0%	38.8%
25	Jan 29-30	75.9%	80.1%	38.3%
26	Jan 22-23	71.0%	75.2%	33.7%

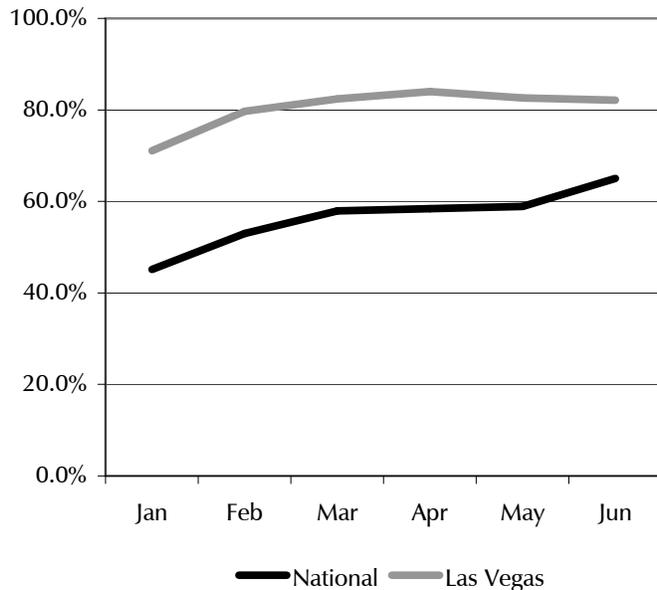
SOURCE: Las Vegas Convention and Visitors Authority

## LAS VEGAS OCCUPANCY VS. 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	45.1%	71.1%	26.0
Feb	53.0%	79.7%	26.7
Mar	57.9%	82.4%	24.5
Apr	58.4%	84.0%	25.6
May	58.9%	82.6%	23.7
Jun	65.0%	82.1%	17.1
Year-to-Date	56.4%	80.3%	23.9

### Las Vegas vs. National Occupancy



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

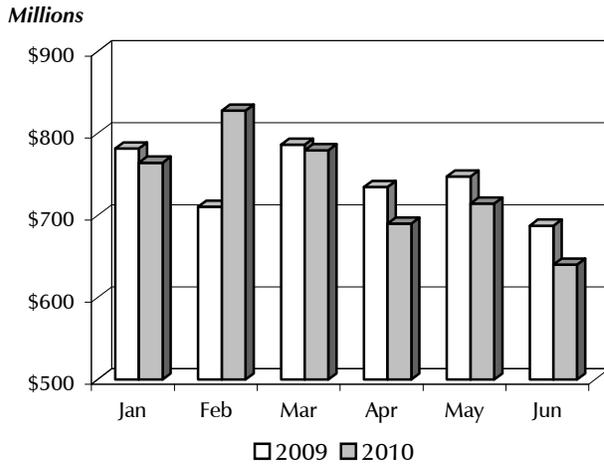
**CLARK COUNTY GROSS GAMING REVENUE**

The table below shows Clark County's gross gaming revenue for the first six months of 2010 compared to the same time period in 2009.

Month	2009	2010	Percent Change
Jan	\$781,672,000 r	\$764,364,000	(2.2%)
Feb	710,608,000 r	827,798,000	16.5%
Mar	786,462,000 r	779,494,000	(0.9%)
Apr	734,773,000 r	689,978,000	(6.1%)
May	747,624,000 r	714,657,000	(4.4%)
Jun	687,583,000 r	640,096,000	(6.9%)
<b>Total</b>	<b>\$4,448,722,000 r</b>	<b>\$4,416,387,000</b>	<b>(0.7%)</b>

r = Revised

**Clark County Gross Gaming Revenue**



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 for the first half of 2010. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	241,500	30.5%	21.8%
Feb	244,000	30.5%	21.8%
Mar	246,000	30.9%	22.1%
Apr	247,800	31.0%	22.1%
May	249,200	31.1%	22.2%
Jun	249,100	31.2%	22.3%

SOURCE: Nevada Department of Employment, Training and Rehabilitation

**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	2009	2010	Percent Change
Jan	\$221	\$210	(5.1%)
Feb	\$187	\$235	25.6%
Mar	\$184	\$184	(0.5%)
Apr	\$178	\$167	(5.8%)
May	\$184	\$172	(6.5%)
Jun	\$177	\$156	(11.9%)
<b>Total</b>	<b>\$188</b>	<b>\$186</b>	<b>(1.0%)</b>

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

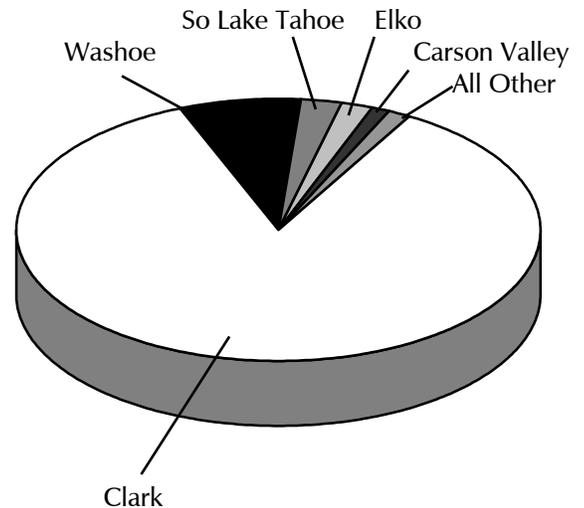
SOURCE: Las Vegas Convention and Visitors Authority

**NEVADA TAXABLE GAMING REVENUE**

**First Six Months 2010 - County Analysis**

County	January - June	Percent of Total State
Clark	\$4,416,786,981	85.5%
Washoe	385,347,101	7.5%
Elko	133,609,358	2.6%
So Lake Tahoe Area	101,612,401	2.0%
Carson Valley Area	50,259,666	1.0%
All Other	76,142,317	1.5%
<b>Total State</b>	<b>\$5,163,757,824</b>	<b>100.0%</b>

**Nevada Taxable Gaming Revenue**



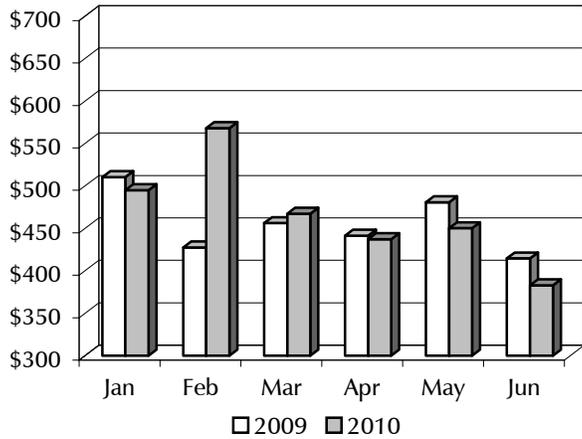
SOURCE: Nevada Gaming Control Board - Quarterly Report

## LAS VEGAS STRIP GROSS GAMING REVENUE

	2009		2010	Percent Change
Jan	\$510,352,000	r	\$495,038,000	(3.0%)
Feb	427,426,000		567,978,000	32.9%
Mar	456,129,000		467,075,000	2.4%
Apr	441,370,000		437,281,000	(0.9%)
May	480,815,000	r	450,177,000	(6.4%)
Jun	414,543,000		382,959,000	(7.6%)
<b>Total</b>	<b>\$2,730,635,000</b>	<b>r</b>	<b>\$2,800,508,000</b>	<b>2.6%</b>

r = Revised

Millions

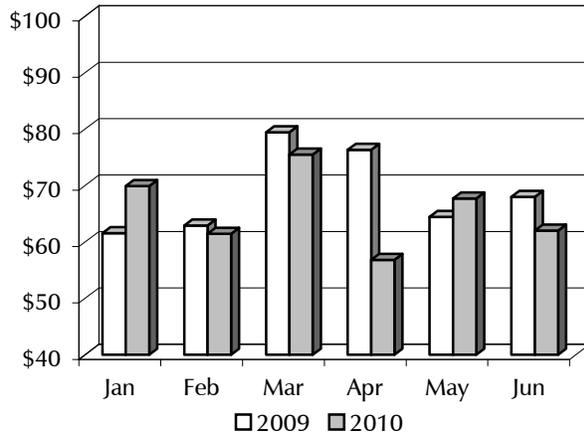


## BOULDER STRIP GROSS GAMING REVENUE

	2009		2010	Percent Change
Jan	\$61,545,000	r	\$69,914,000	13.6%
Feb	62,891,000		61,461,000	(2.3%)
Mar	79,446,000		75,516,000	(4.9%)
Apr	76,321,000	r	56,850,000	(25.5%)
May	64,466,000	r	67,730,000	5.1%
Jun	68,009,000	r	61,993,000	(8.8%)
<b>Total</b>	<b>\$412,678,000</b>	<b>r</b>	<b>\$393,464,000</b>	<b>(4.7%)</b>

r = Revised

Millions

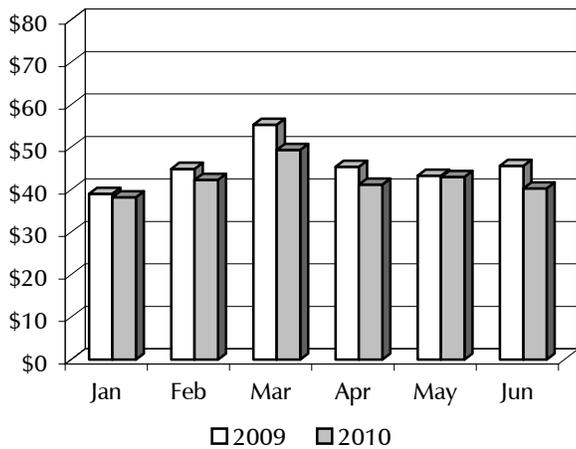


## DOWNTOWN GROSS GAMING REVENUE

	2009		2010	Percent Change
Jan	\$39,013,000		\$38,195,000	(2.1%)
Feb	44,867,000	r	42,277,000	(5.8%)
Mar	55,224,000		49,357,000	(10.6%)
Apr	45,326,000		41,192,000	(9.1%)
May	43,246,000	r	42,943,000	(0.7%)
Jun	45,554,000		40,237,000	(11.7%)
<b>Total</b>	<b>\$273,230,000</b>	<b>r</b>	<b>\$254,201,000</b>	<b>(7.0%)</b>

r = Revised

Millions

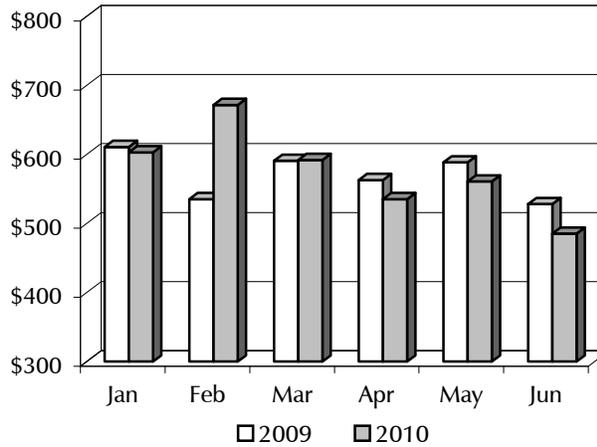


## LAS VEGAS MSA\* GROSS GAMING REVENUE

	2009		2010	Percent Change
Jan	\$610,910,000	r	\$603,147,000	(1.3%)
Feb	535,184,000	r	671,716,000	25.5%
Mar	590,799,000		591,948,000	0.2%
Apr	563,017,000	r	535,323,000	(4.9%)
May	588,527,000	r	560,850,000	(4.7%)
Jun	528,106,000	r	485,189,000	(8.1%)
<b>Total</b>	<b>\$3,416,543,000</b>	<b>r</b>	<b>\$3,448,173,000</b>	<b>0.9%</b>

r = Revised

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.

SOURCE: Nevada Gaming Control Board

**McCARRAN AIRPORT  
TOTAL ENPLANED/DEPLANED PASSENGERS**

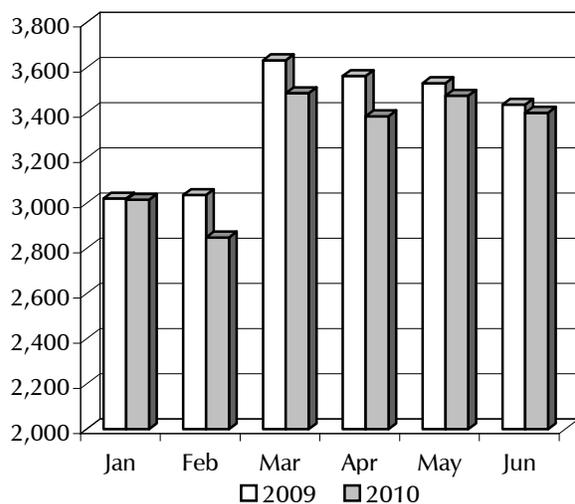
McCarran International Airport experienced an - 3.0% decrease in total passenger traffic during the first six months of 2010. An analysis of the monthly data follows:

Month	2009	2010	Percentage Change
Jan	3,021,067 r	3,015,368	(0.2%)
Feb	3,036,715	2,848,833	(6.2%)
Mar	3,633,269	3,487,552	(4.0%)
Apr	3,563,918 r	3,385,504	(5.0%)
May	3,532,182 r	3,476,021	(1.6%)
Jun	3,436,939	3,400,550	(1.1%)
<b>Total</b>	<b>20,224,090 r</b>	<b>19,613,828</b>	<b>(3.0%)</b>

r = Revised

**Total Enplaned/Deplaned Passengers**

Thousands



SOURCE: McCarran International Airport

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

Month	Visitors 2010	% of Visitors Utilizing Air Transportation	Net Chg From 2009
Jan	2,877,716	39.0%	(1.0)
Feb	2,856,456	38.4%	(2.2)
Mar	3,224,697	41.3%	(1.7)
Apr	3,199,541	40.6%	(2.1)
May	3,262,831	41.4%	(0.7)
Jun	3,106,965	40.8%	(1.8)
<b>Total</b>	<b>18,528,206</b>	<b>40.3%</b>	<b>(1.3)</b>

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

**SCHEDULED AIRLINES  
AVERAGE DAILY SEAT CAPACITY**

Month	2009	2010	Percentage Change
Jan	67,976 r	62,282	(8.4%)
Feb	68,832 r	62,630	(9.0%)
Mar	72,016 r	66,260	(8.0%)
Apr	70,834 r	66,321	(6.4%)
May	69,399 r	66,107	(4.7%)
Jun	69,657 r	65,931	(5.3%)
<b>Average</b>	<b>69,786 r</b>	<b>64,922</b>	<b>(7.0%)</b>

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINES  
AVERAGE DAILY FLIGHTS**

**Inbound Only**

Month	2009	2010	Percentage Change
Jan	474 r	431	(9.2%)
Feb	481	433	(9.9%)
Mar	502	456	(9.0%)
Apr	494	462	(6.6%)
May	486	464	(4.5%)
Jun	491	465	(5.4%)
<b>Average</b>	<b>488</b>	<b>452</b>	<b>(7.4%)</b>

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINES  
AVERAGE NONSTOP MARKETS**

Month	2009	2010	Percentage Change
Jan	133	131	(1.5%)
Feb	133	131	(1.5%)
Mar	133	131	(1.5%)
Apr	133	134	0.8%
May	130	134	3.1%
Jun	130	132	1.5%
<b>Average</b>	<b>132</b>	<b>132</b>	<b>0.1%</b>

SOURCE: McCarran International Airport

**TOP FIVE SCHEDULED AIRLINES  
AIR PASSENGERS - JUNE YTD**

Airline	2009	2010	Percentage Change
Southwest	7,743,297	7,707,473	(0.5%)
Delta	1,852,506	2,050,210	10.7%
United	1,374,416	1,328,652	(3.3%)
US Airways	2,605,055	1,211,738	(53.5%)
American	1,105,542	1,136,195	2.8%

SOURCE: McCarran International Airport

TOP 50 CITY MARKETS FOR AIRLINE TRAVEL TO LAS VEGAS

Deplaned Passengers

City	2007	% of Total	2008	% of Total	2009	% of Total
1 Los Angeles (a)	1,572,370	6.9%	1,328,165	6.2%	1,160,955	5.9%
2 San Francisco (b)	1,144,094	5.0%	1,128,790	5.3%	1,099,400	5.6%
3 New York (c)	947,072	4.1%	885,965	4.2%	833,190	4.2%
4 Chicago*	799,945	3.5%	684,025	3.2%	611,110	3.1%
5 Seattle/Tacoma	457,725	2.0%	454,605	2.1%	437,420	2.2%
6 Denver	514,070	2.2%	464,825	2.2%	429,000	2.2%
7 Phoenix	513,840	2.2%	440,905	2.1%	382,530	2.0%
8 Dallas*	443,000	1.9%	393,900	1.9%	362,165	1.8%
9 Detroit	455,888	2.0%	381,665	1.8%	340,155	1.7%
10 Houston*	347,955	1.5%	325,570	1.5%	319,850	1.6%
11 San Diego	398,570	1.7%	357,510	1.7%	312,105	1.6%
12 Boston/Providence/Manchester	339,685	1.5%	310,595	1.5%	282,890	1.4%
13 Minneapolis/St. Paul	340,695	1.5%	295,123	1.4%	265,365	1.4%
14 Atlanta	333,825	1.5%	298,330	1.4%	259,975	1.3%
15 Philadelphia	283,910	1.2%	262,935	1.2%	253,235	1.3%
16 Honolulu	292,536	1.3%	238,725	1.1%	243,898	1.2%
17 Portland	267,770	1.2%	253,365	1.2%	232,740	1.2%
18 Reno	295,990	1.3%	257,315	1.2%	226,190	1.2%
19 Sacramento	269,315	1.2%	237,935	1.1%	214,890	1.1%
20 Washington, DC*	281,075	1.2%	228,255	1.1%	213,890	1.1%
21 Salt Lake City	208,600	0.9%	225,540	1.1%	210,505	1.1%
22 Baltimore	240,115	1.0%	211,185	1.0%	194,985	1.0%
23 Milwaukee	156,310	0.7%	173,805	0.8%	171,345	0.9%
24 Cleveland	205,995	0.9%	176,670	0.8%	169,605	0.9%
25 Kansas City	186,965	0.8%	179,345	0.8%	163,465	0.8%
26 Indianapolis	140,700	0.6%	175,425	0.8%	154,345	0.8%
27 Orlando	184,315	0.8%	164,935	0.8%	151,120	0.8%
28 St. Louis	162,763	0.7%	147,200	0.7%	151,070	0.8%
29 San Antonio	140,930	0.6%	144,435	0.7%	147,300	0.8%
30 Fort Lauderdale	184,240	0.8%	160,145	0.8%	145,520	0.7%
31 Pittsburgh	138,270	0.6%	138,675	0.7%	138,225	0.7%
32 Austin	132,555	0.6%	133,950	0.6%	132,595	0.7%
33 Bellingham	70,690	0.3%	98,375	0.5%	127,645	0.7%
34 Tampa	158,140	0.7%	145,235	0.7%	126,345	0.6%
35 Columbus	146,720	0.6%	140,790	0.7%	123,790	0.6%
36 Albuquerque	129,555	0.6%	116,360	0.5%	106,425	0.5%
37 Charlotte	118,395	0.5%	104,835	0.5%	104,455	0.5%
38 Nashville	108,055	0.5%	98,915	0.5%	101,915	0.5%
39 Tucson	131,690	0.6%	115,240	0.5%	99,470	0.5%
40 Omaha	89,955	0.4%	94,070	0.4%	98,940	0.5%
41 Buffalo	98,600	0.4%	103,820	0.5%	95,630	0.5%
42 Raleigh/Durham	105,355	0.5%	101,060	0.5%	95,205	0.5%
43 New Orleans	70,890	0.3%	79,995	0.4%	82,990	0.4%
44 Oklahoma City	91,682	0.4%	81,044	0.4%	77,095	0.4%
45 Miami	88,290	0.4%	79,850	0.4%	76,075	0.4%
46 Hartford	86,040	0.4%	76,195	0.4%	72,915	0.4%
47 El Paso	80,735	0.4%	76,130	0.4%	70,390	0.4%
48 Spokane	68,020	0.3%	65,560	0.3%	64,905	0.3%
49 Jacksonville	56,030	0.2%	57,465	0.3%	59,510	0.3%
50 Fresno	66,190	0.3%	63,660	0.3%	59,075	0.3%

\* Multiple airports within the same metropolitan area.

INTERNATIONAL VISITATION TO LAS VEGAS

INTERNATIONAL VISITATION

Country	2008			2009		
	2008	Change From Prior Year	% of Total	2009	Change From Prior Year	% of Total
1 United Kingdom	397,000 <sup>D</sup>	(2.9%)	10.1%	343,000 <sup>D</sup>	(13.6%)	9.0%
2 Australia	161,000 <sup>D</sup>	9.5%	4.1%	164,000 <sup>D</sup>	1.9%	4.3%
3 Germany	143,000 <sup>D</sup>	25.4%	3.6%	140,000 <sup>D</sup>	(2.1%)	3.7%
4 France	114,000 <sup>D</sup>	8.6%	2.9%	118,000 <sup>D</sup>	3.5%	3.1%
5 Japan	123,000 <sup>D</sup>	(20.6%)	3.1%	108,000 <sup>D</sup>	(12.2%)	2.8%
6 China/Hong Kong	114,000 <sup>D</sup>	8.6%	2.9%	107,000 <sup>D</sup>	(6.1%)	2.8%
7 South Korea	79,000 <sup>D</sup>	(19.4%)	2.0%	76,000 <sup>D</sup>	(3.8%)	2.0%
All Other Overseas	896,000 <sup>D</sup>	52.6%	22.7%	797,000 <sup>D</sup>	(11.0%)	20.9%
<b>TOTAL OVERSEAS</b>	<b>2,027,000</b>	<b>17.8%</b>	<b>51.3%</b>	<b>1,853,000</b>	<b>(8.6%)</b>	<b>48.6%</b>
Canada (1)	1,557,000 <sup>A</sup>	6.1%	39.4%	1,683,000 <sup>A</sup>	8.1%	44.2%
Mexico (2)	366,000 <sup>C</sup>	3.4%	9.3%	276,000 <sup>C</sup>	(24.6%)	7.2%
<b>INT'L GRAND TOTAL</b>	<b>3,950,000</b>	<b>11.5%</b>	<b>100.0%</b>	<b>3,812,000</b>	<b>(3.5%)</b>	<b>100.0%</b>

- A Canadian visitor estimates derived from Statistics Canada data and LVCVA Las Vegas Visitor Profile Study.
- B Mexico includes "In-flight Survey" data only for AIR visitors filling out a INS I-94 form, (beyond the 40 kilometer US Border Zone); it does NOT include Mexican visitors that DRIVE into the US.
- C Total Mexico Air to Las Vegas for 2003-2008 is based on a rolling average of historic proportions of air passenger counts to Las Vegas via direct routes.
- D Estimates are based on a 3-year rolling average of "In-flight Survey " data.

SOURCES: US Department of Commerce, Office of Travel & Tourism Industries, In-Flight Survey of International Travelers to the US; Las Vegas Convention and Visitors Authority

## LAS VEGAS AUTO TRAFFIC

The average daily traffic flow of automobiles traveling on the major highways leading in and out of Las Vegas decreased by -1.7% during the first six months of 2010. A monthly breakdown follows:

### Northeast Traffic (I-15 at Apex)

Month	Average Daily Flow		Percentage Change
	2009	2010	
Jan	20,090	19,531	(2.8%)
Feb	21,237	21,577	1.6%
Mar	24,091	24,975	3.7%
Apr	24,967	26,218	5.0%
May	24,691	25,343	2.6%
Jun	26,281	27,793	5.8%
Average	23,560	24,240	2.9%

### Northwest Traffic (U.S. 95 at Mercury)

Month	Average Daily Flow		Percentage Change
	2009	2010	
Jan	11,409	12,659	11.0%
Feb	11,435	12,050	5.4%
Mar	11,523	12,221	6.1%
Apr	11,699	12,351	5.6%
May	12,735	12,361	(2.9%)
Jun	13,204	13,838 *	4.8%
Average	12,001	12,580	4.8%

\* = Estimate

### Southeast Traffic (U.S. 95 at Searchlight)

Month	Average Daily Flow		Percentage Change
	2009	2010	
Jan	8,425	8,170	(3.0%)
Feb	8,855	9,091	2.7%
Mar	9,947	11,070	11.3%
Apr	10,129	10,428	3.0%
May	8,999	8,930	(0.8%)
Jun	8,648	9,156	5.9%
Average	9,167	9,474	3.3%

SOURCE: Nevada Department of Transportation - Traffic Section

## LAS VEGAS AUTO TRAFFIC

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

Month	Average Daily Flow		Percentage Change
	2009	2010	
Jan	33,935	33,669	(0.8%)
Feb	34,145	35,337	3.5%
Mar	36,726	39,001	6.2%
Apr	41,083	40,619	(1.1%)
May	39,490	39,910	1.1%
Jun	41,912	43,587	4.0%
Average	37,882	38,687	2.1%

### Total (All Four Directions)

Month	Average Daily Flow**		Percentage Change
	2009	2010	
Jan	73,859	74,029	0.2%
Feb	75,672	78,055	3.1%
Mar	82,287	87,267	6.1%
Apr	87,878	89,616	2.0%
May	85,915	86,544	0.7%
Jun	90,045	94,374 *	4.8%
Average	82,609	84,981	2.9%

\* = Estimate

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

SOURCE: Nevada Department of Transportation - Traffic Section

## NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2009	2010	Percentage
			Change
Jan	1,834,057	2,068,555	12.8%
Feb	1,922,997	1,961,564	2.0%
Mar	2,147,458	2,301,227	7.2%
Apr	2,057,544	2,126,067	3.3%
May	2,203,601	2,369,862	7.5%
Jun	1,890,527	2,121,068	12.2%
Total	12,056,184	12,948,343	7.4%

SOURCE: State of Nevada Taxicab Authority

**LVCVA ROOM TAX REVENUE EARNED**

Clark County room tax revenue allocated to the LVCVA totaled \$83.4 million during the first six months of 2010, an increase of 3.4% when compared with the same period in 2009.

Month	2009	2010	Percentage Change
Jan	\$13,441,466	\$13,645,061	1.5%
Feb	13,544,611	12,521,876	(7.6%)
Mar	13,921,781	14,269,161	2.5%
Apr	14,307,316	14,746,458	3.1%
May	14,112,176	15,046,747	6.6%
Jun	11,295,406	13,157,698	16.5%
<b>Total</b>	<b>\$80,622,755</b>	<b>\$83,387,002</b>	<b>3.4%</b>

SOURCE: Las Vegas Convention and Visitors Authority

**ROOM TAX REVENUE EARNED BY ENTITY**

**First Six Months - 2010**

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 2009	Share of Total Collecte
County	\$76,945,822	4.4%	92.3%
Las Vegas	4,030,804	(3.8%)	4.8%
Others (1)	2,410,376	(12.1%)	2.9%
<b>Total</b>	<b>\$83,387,002</b>	<b>3.4%</b>	<b>100.0%</b>

(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 June 30, 2010**

	Number of Properties	Rooms	Percent
Hotels	156	133,761	90.1%
Motels	139	14,763	9.9%
<b>Total</b>	<b>295</b>	<b>148,524</b>	<b>100.0%</b>

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 \$14.0 billion during the first six months of 2010, a decrease of -3.7% from 2009 levels.

**Clark County Taxable Sales**

Month	2009	2010	Percentage Change
Jan	\$2,317,513,593 r	\$2,124,884,733	(8.3%)
Feb	2,216,004,004 r	2,106,459,983	(4.9%)
Mar	2,758,267,538 r	2,498,872,126	(9.4%)
Apr	2,415,844,521 r	2,499,247,915	3.5%
May	2,368,769,090 r	2,336,068,991	(1.4%)
Jun	2,450,627,281 r	2,426,856,589	(1.0%)
<b>Total</b>	<b>\$14,527,026,027 r</b>	<b>\$13,992,390,337</b>	<b>(3.7%)</b>

r = Revised

SOURCE: State of Nevada - Department of Taxation

**CLARK COUNTY TAXABLE SALES**

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

Month	2009	2010	Percentage Change
Jan	\$551,301,476 r	\$574,767,738	4.3%
Feb	499,740,861 r	566,286,567	13.3%
Mar	580,047,278 r	643,794,056	11.0%
Apr	636,339,918 r	657,364,556	3.3%
May	634,489,589 r	672,982,155	6.1%
Jun	583,599,347 r	602,785,395	3.3%
<b>Total</b>	<b>\$3,485,518,469 r</b>	<b>\$3,717,980,467</b>	<b>6.7%</b>

r = Revised

\*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."

SOURCE: State of Nevada - Department of Taxation

## VISITORS TO HOOVER DAM

Month	2009	2010	Percentage Change
Jan	44,577	43,741	(1.9%)
Feb	49,503	46,900	(5.3%)
Mar	72,767	73,493	1.0%
Apr	80,401	71,985	(10.5%)
May	67,051	63,035	(6.0%)
Jun	82,524	78,145	(5.3%)
<b>Total</b>	<b>396,823</b>	<b>377,299</b>	<b>(4.9%)</b>

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

## VISITORS TO RED ROCK CANYON

Month	2009	2010	Percentage Change
Jan	9,277	9,233	(0.5%)
Feb	7,612	8,864	16.4%
Mar	22,379	19,885	(11.1%)
Apr	18,611	16,437	(11.7%)
May	17,266	16,812	(2.6%)
Jun	28,331	25,354	(10.5%)
<b>Total</b>	<b>103,476</b>	<b>96,585</b>	<b>(6.7%)</b>

r = Revised

SOURCE: State of Nevada - Parks Division

## VISITORS TO LAKE MEAD

Month	2009	2010	Percentage Change
Jan	381,925	357,513	(6.4%)
Feb	407,104	403,768	(0.8%)
Mar	522,532 r	509,155	(2.6%)
Apr	689,340 r	736,134	6.8%
May	881,445	733,589	(16.8%)
Jun	879,411	846,396	(3.8%)
<b>Total</b>	<b>3,761,757 r</b>	<b>3,586,555</b>	<b>(4.7%)</b>

r = Revised

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

## VISITORS TO VALLEY OF FIRE

Month	2009	2010	Percentage Change
Jan	31,431	28,921	(8.0%)
Feb	32,716	34,077	4.2%
Mar	55,009	92,358	67.9%
Apr	62,235	59,650	(4.2%)
May	46,696	53,255	14.0%
Jun	36,219	33,584	(7.3%)
<b>Total</b>	<b>264,306</b>	<b>301,845</b>	<b>14.2%</b>

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

## UNEMPLOYMENT RATE

Month	U.S. 09 / 10	Nevada 09 / 10	Las Vegas 09 / 10
Jan	7.7 / 9.7	10.4 / 13.6	10.3 / 13.8
Feb	8.2 / 9.7	10.5 / 13.7	10.3 / 13.9
Mar	8.6 / 9.7	10.7 / 13.6	10.6 / 13.8
Apr	8.9 / 9.9	10.5 / 14.0	10.5 / 14.2
May	9.4 / 9.7	11.2 / 13.8	11.3 / 14.1
Jun	9.5 / 9.5	12.1 / 14.2	12.4 / 14.5

\* Seasonally adjusted rate

SOURCES: U.S. Bureau of Labor Statistics, Nevada Department of Employment, Training and Rehabilitation

## CONSUMER CONFIDENCE INDEX

Composite Series: Index Numbers, 1985 = 100)

Month	2009	2010	Percentage Change
January	37	57	51.1%
February	25	46	83.4%
March	27	52	94.4%
April	41	58	41.4%
May	55	63	14.4%
June	49	54	10.1%

SOURCE: The Conference Board

## UNITED STATES CONSUMER PRICE INDEX

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

Month	2009	2010	Percentage Change
Jan	211.1	216.7	2.7%
Feb	212.2	216.7	2.1%
Mar	212.7	217.6	2.3%
Apr	213.2	218.0	2.3%
May	213.9	218.2	2.0%
Jun	215.7	218.0	1.1%

Average

213.1 217.5 2.1%

SOURCE: U.S. Department of Labor

## TRAVEL PRICE INDEX

U.S. City Average: 1982-1984 = 100

Month	2009	2010	Percentage Change
Jan	233.5	242.7	3.9%
Feb	236.3	244.2	3.3%
Mar	237.5	248.8	4.8%
Apr	238.8	251.6	5.4%
May	239.9	254.0	5.9%
Jun	246.7	256.2	3.9%

Average

238.8 249.6 4.5%

SOURCE: U.S. Travel Association

## LAUGHLIN VISITOR STATISTICS

Visitor Indicator	January - June		Change
	2009	2010	
Visitor Volume	1,295,056 r	1,209,355	(6.6%)
Room Inventory	10,655	10,652	0.0%
Convention Attendance	64,744	43,046	(33.5%)
Occupancy Level	67.1% r	64.4%	(2.7)
Average Daily Room Rate	\$41.54 r	\$38.61	(7.1%)
Room Nights Occupied	1,294,359 r	1,241,203	(4.1%)
Gross Gaming Revenue	\$266,577,000	\$254,408,000	(4.6%)
Laughlin/Bullhead City Air Passengers	126,932	132,480	4.4%
Average Daily Traffic Hwy 163	6,461	6,828	5.7%

r = Revised

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

## VISITOR VOLUME - LAUGHLIN

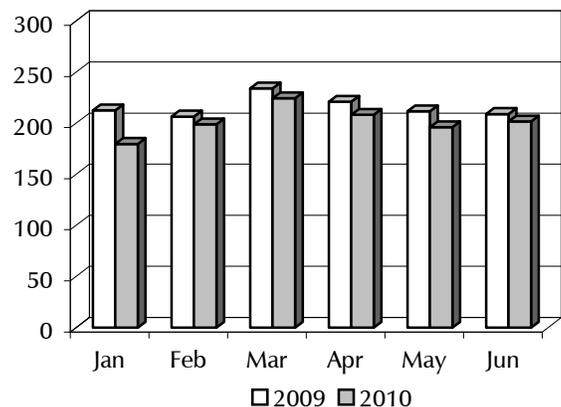
During the first six months of 2010, more than 1.2 million people visited Laughlin, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of the Laughlin visitor volume in the following chart:

Month	2009	2010	Percentage Change
Jan	212,639	179,765	(15.5%)
Feb	206,563	198,968	(3.7%)
Mar	234,142	224,449	(4.1%)
Apr	221,040	208,345	(5.7%)
May	211,669 r	196,033	(7.4%)
Jun	209,003 r	201,795	(3.4%)
<b>Total</b>	<b>1,295,056 r</b>	<b>1,209,355</b>	<b>(6.6%)</b>

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

Thousands



### WWW.VISITLAUGHLIN.COM

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

### LAUGHLIN VISITOR PROFILE STUDY

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

## LAUGHLIN OCCUPANCY

Presented below is the Laughlin occupancy analysis for the first six months of 2010.

Month	Occupancy Percentage		Net Change
	2009	2010	
Jan	63.4%	54.0%	(9.4)
Feb	69.0%	68.6%	(0.4)
Mar	70.9%	70.1%	(0.8)
Apr	68.9%	66.8%	(2.1)
May	64.6% r	61.4%	(3.2)
Jun	66.1% r	65.9%	(0.2)
Total	67.1% r	64.4%	(2.7)

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

## LAUGHLIN GROSS GAMING REVENUE

Month	2009	2010	Percentage Change
Feb	45,285,000	44,701,000	(1.3%)
Mar	51,527,000	52,799,000	2.5%
Apr	43,913,000	41,570,000	(5.3%)
May	41,268,000	39,164,000	(5.1%)
Jun	38,551,000	36,639,000	(5.0%)
Total	\$266,577,000	\$254,408,000	(4.6%)

SOURCE: Nevada Gaming Control Board

## LAUGHLIN CONVENTION ATTENDANCE

Presented below is the Laughlin convention analysis for the first six months of 2010.

Month	2009	2010	Percentage Change
Feb	11,189	5,527	(50.6%)
Mar	12,741	7,904	(38.0%)
Apr	9,597	11,560	20.5%
May	11,844	7,407	(37.5%)
Jun	8,555	5,195	(39.3%)
Total	64,744	43,046	(33.5%)

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 for the first six months of 2010.

Month	Average Daily Traffic		Percentage Change
	2009	2010	
Jan	5,928	5,769	(2.7%)
Feb	6,132	6,521	6.3%
Mar	6,946	7,816	12.5%
Apr	7,441	7,784	4.6%
May	6,225	6,455	3.7%
Jun	6,096	6,625	8.7%
Average	6,461	6,828	5.7%

SOURCE: Nevada Department of Transportation - Traffic Section

## LAUGHLIN/BULLHEAD CITY AIRPORT

### Enplaned and Deplaned Passengers

Month	2009	2010	Percentage Change
Feb	24,564	26,236	6.8%
Mar	28,211	31,205	10.6%
Apr	20,998	21,177	0.9%
May	16,440	16,690	1.5%
Jun	13,495	16,877	25.1%
Total	126,932	132,480	4.4%

SOURCE: Mojave County Airport Authority, Inc.

## MESQUITE VISITOR STATISTICS

Visitor Indicator	January - June		Change
	2009	2010	
Visitor Volume	585,813	516,712	(11.8%)
Room Inventory	1,780	1,790	0.6%
Occupancy Level	88.2%	83.6%	4.6
Average Daily Room Rate	\$57.37	\$54.57	(4.9%)
Room Nights Occupied	305,565	270,779	(11.4%)
Gross Gaming Revenue	\$64,965,000	\$61,686,000	(5.0%)
Average Daily Traffic Hwy I-15 at NV/AZ border	21,681	21,885	0.9%

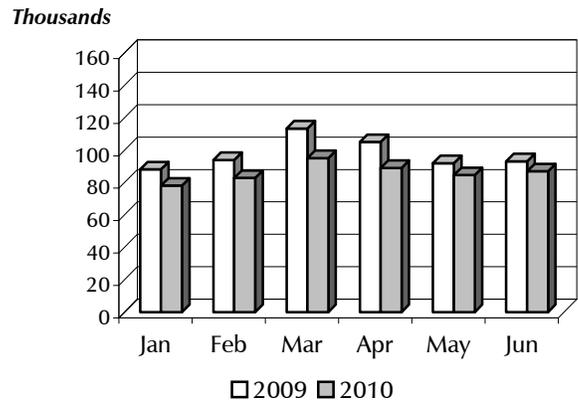
SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT), Nevada Gaming Control Board

## MESQUITE VISITOR VOLUME

During the first six months of 2010, more than 516,700 people visited Mesquite, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of Mesquite visitor volume in the following chart:

Month	2009	2010	Percentage Change
Jan	88,183	78,146	(11.4%)
Feb	94,005	82,825	(11.9%)
Mar	113,378	95,088	(16.1%)
Apr	105,049	89,049	(15.2%)
May	92,036	84,605	(8.1%)
Jun	93,162	86,999	(6.6%)
Total	585,813	516,712	(11.8%)

SOURCE: Las Vegas Convention and Visitors Authority



### WWW.VISITMESQUITE.COM

To promote Mesquite, the Las Vegas Convention and Visitors Authority maintains the web site, [VisitMesquite.com](http://VisitMesquite.com).

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

### MESQUITE VISITOR PROFILE STUDY

During the calendar year of 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](http://www.LVCVA.com).

## MESQUITE OCCUPANCY

Presented below is the Mesquite occupancy analysis for the first six months of 2010.

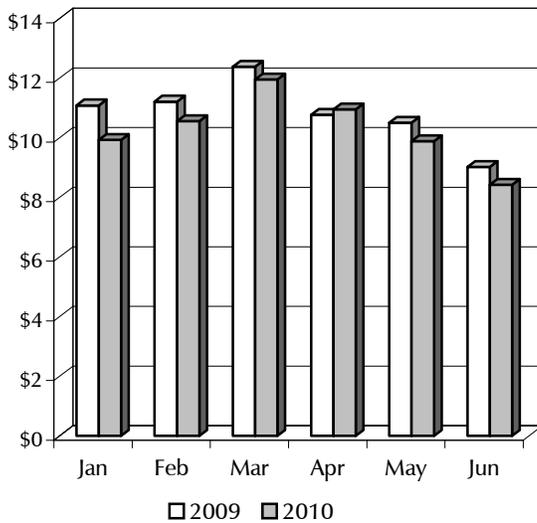
Month	2009	2010	Net Change
Jan	74.9%	73.8%	(1.1)
Feb	88.4%	86.6%	(1.8)
Mar	96.3%	89.8%	(6.5)
Apr	92.2%	86.9%	(5.3)
May	87.0%	79.9%	(7.1)
Jun	91.0%	84.9%	(6.1)
Total	88.2%	83.6%	(4.6)

## MESQUITE GAMING REVENUE

Month	2009	2010	Percentage Change
Jan	\$11,084,000	\$9,924,000	(10.5%)
Feb	11,211,000	10,557,000	(5.8%)
Mar	12,381,000	11,957,000	(3.4%)
Apr	10,768,000	10,949,000	1.7%
May	10,500,000	9,883,000	(5.9%)
Jun	9,021,000	8,416,000	(6.7%)
Total	\$64,965,000	\$61,686,000	(5.0%)

### Mesquite Gaming Revenue

Millions



SOURCE: Nevada Gaming Control Board

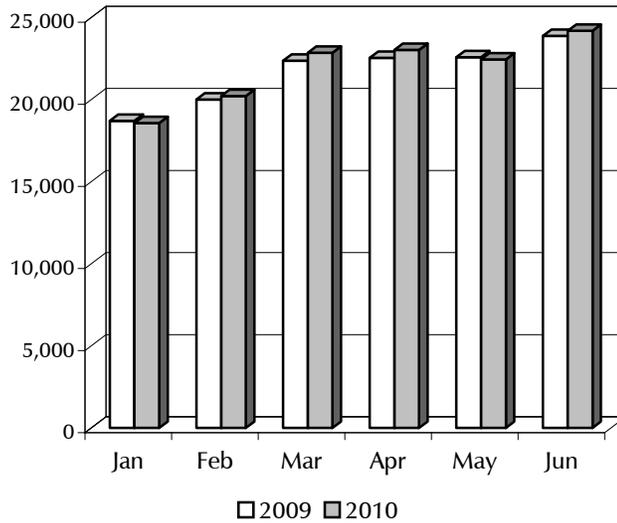
## MESQUITE AUTO TRAFFIC

### (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		Percentage Change
	2009	2010	
Jan	18,711	18,569	(0.8%)
Feb	19,999	20,223	1.1%
Mar	22,374	22,854	2.1%
Apr	22,539	23,024	2.2%
May	22,574	22,448	(0.6%)
Jun	23,887	24,190	1.3%
Average	21,681	21,885	0.9%

### Mesquite Average Daily Traffic



SOURCE: State of Nevada Department of Transportation - Traffic Section

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](http://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**

*2-3 Times/Year (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](http://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](http://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

[www.cber.unlv.edu](http://www.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.*

**UNLV Center for Gaming Research**

4505 Maryland Pkwy Box 457010  
Las Vegas, NV 89154-7010  
(702) 895-2242

[www.gaming.unlv.edu](http://www.gaming.unlv.edu)

*Has many valuable online resources, including a guide for media and entertainment professionals, an online thesis/dissertation group for graduate researchers, a reading room with topical articles on gaming issues, a message board, and a sizable links page.*

**Nevada Department of Employment,  
Training & Rehabilitation**

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

[www.detr.state.nv.us](http://www.detr.state.nv.us)

*Distributes information on Nevada employment statistics such as labor force estimates, wage surveys and employment guides. The "Nevada Economy In Brief" 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](http://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](http://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](http://www.nevadadot.com)

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