



2010

Year-Year Summary
Volume 38 - Number 152

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.

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2010 LAS VEGAS VISITOR STATISTICS

Visitation Indicator	2009	2010	Change
Visitor Volume	36,351,469	37,335,436	2.7%
Room Inventory (as of December 31)	148,941	148,935	0.0%
Conventions			
Attendance	4,492,275	4,473,134	(0.4%)
Number Held	19,394	18,004	(7.2%)
Occupancy Levels			
Total	81.5%	80.4%	(1.1)
Hotel	85.3%	83.5%	(1.8)
Motel	50.1%	52.0%	1.9
Weekend	88.8%	88.4%	(0.3)
Midweek	78.2%	76.8%	(1.5)
Average Daily Room Rate	\$93.06 r	\$94.91	2.0%
Total Room Nights Occupied			
Total	41,986,134	43,365,743	3.3%
Gross Gaming Revenue			
Clark County	\$8,838,261,000 r	\$8,908,698,000	0.8%
Strip	\$5,550,193,000 r	\$5,776,569,000	4.1%
Downtown	\$523,825,000 r	\$493,392,000	(5.8%)
Boulder Strip	\$790,429,000 r	\$757,027,000	(4.2%)
Enplaned/Deplaned Airline Passengers			
Total	40,469,012 r	39,757,359	(1.8%)
Automobile Traffic			
Average Daily Traffic			
All Major Highways	84,115	86,738	3.1%
I-15 at CA/NV Border	39,199	40,213	2.6%
Room Tax/LVCVA's Portion:	\$153,150,310	\$163,809,985	7.0%

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

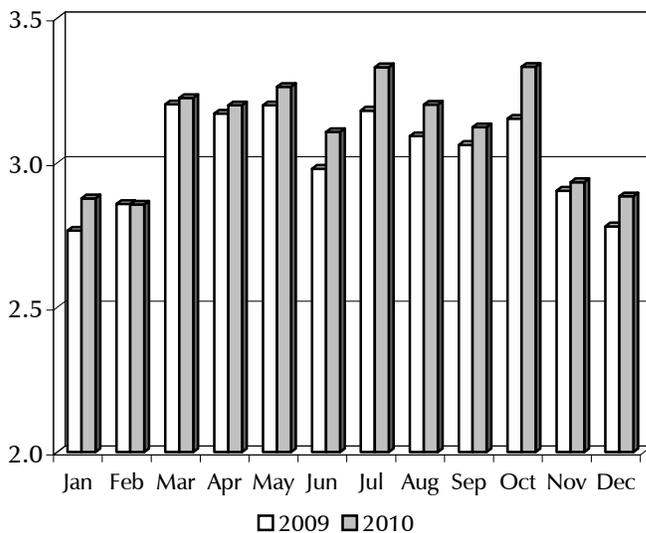
Over 37.3 million people visited the Las Vegas area in 2010. This represents an increase of 2.7 percent compared to 2009.

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

Month	2009	2010	Percent 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%
Jul	3,181,139	3,330,658	4.7%
Aug	3,092,403	3,201,662	3.5%
Sep	3,062,340	3,123,549	2.0%
Oct	3,153,159	3,332,628	5.7%
Nov	2,904,091	2,933,897	1.0%
Dec	2,780,648	2,884,836	3.7%
Total	36,351,469	37,335,436	2.7%

2010 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:

	2009	2010	Change
First Quarter	8,826,805	8,958,869	1.5%
Second Quarter	9,350,884	9,569,337	2.3%
Third Quarter	9,335,882	9,655,869	3.4%
Fourth Quarter	8,837,898	9,151,361	3.5%
Annual Total	36,351,469	37,335,436	2.7%

SOURCE: Las Vegas Convention and Visitors Authority

VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1975 for Las Vegas is contained in the chart below.

Year	Visitor Volume	Room Inventory	Occupancy %	
			Hotel	Motel
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%
2010	37,335,436	148,935	83.5%	52.0%

SOURCE: Las Vegas Convention and Visitors Authority

2010 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Tourists	Total Visitors
Jan	449,917	2,427,799	2,877,716
Feb	518,394	2,338,062	2,856,456
Mar	470,005	2,754,692	3,224,697
Apr	426,697	2,772,844	3,199,541
May	352,357	2,910,474	3,262,831
Jun	351,731	2,755,234	3,106,965
Jul	320,724	3,009,934	3,330,658
Aug	345,095	2,856,567	3,201,662
Sep	291,248	2,832,301	3,123,549
Oct	419,076	2,913,552	3,332,628
Nov	372,480	2,561,417	2,933,897
Dec	155,410	2,729,426	2,884,836
Total	4,473,134	32,862,302	37,335,436

LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2009	2010	Percent Change
Jan	3,136,845	3,249,926	3.6%
Feb	3,306,564	3,306,585	0.0%
Mar	3,757,148	3,788,249	0.8%
Apr	3,720,202	3,734,052	0.4%
May	3,679,140	3,788,006	3.0%
Jun	3,476,544	3,642,610	4.8%
Jul	3,680,512	3,854,527	4.7%
Aug	3,568,121	3,760,211	5.4%
Sep	3,531,195	3,640,023	3.1%
Oct	3,620,033	3,880,100	7.2%
Nov	3,331,317	3,391,809	1.8%
Dec	3,178,513	3,329,645	4.8%
Total	41,986,134	43,365,743	3.3%

SOURCE: Las Vegas Convention and Visitors Authority

LARGEST HOTELS IN THE U.S.

As of December 31, 2010

Rank	Property	Number of Rooms
1	MGM Grand Hotel and Casino	5,034
2	Luxor Hotel and Casino	4,405
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 Theater	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	2,884
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, 2010

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	158	134,486	90.3%
Motels	135	14,449	9.7%
Total	293	148,935	100%

SOURCE: Las Vegas Convention and Visitors Authority

2010 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	148,935
2	Orlando	115,199
3	Los Angeles	98,530
4	Chicago	108,468
5	Atlanta	93,911
6	New York City	86,230
7	Honolulu	75,048
8	Dallas	73,808
9	Houston	65,000
10	Phoenix	60,950

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

**2010 CONVENTION ANALYSIS
BY NUMBER OF DELEGATES**

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,395,419	31.2%
7,500-14,999	249,589	5.6%
2,500-7,499	506,908	11.3%
500-2,499	448,171	10.0%
Under 500	1,873,047	41.9%
Total	4,473,134	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	2009	2010	Change
Jan	293,330	295,473	0.7%
Feb	342,656	291,942	(14.8%)
Mar	200,167	203,850	1.8%
Apr	181,545	180,484	(0.6%)
May	123,220	142,080	15.3%
Jun	140,592	159,977	13.8%
Jul	78,714	110,409	40.3%
Aug	86,740	220,229	153.9%
Sep	203,682	96,240	(52.7%)
Oct	119,017	146,740	23.3%
Nov	195,077	173,232	(11.2%)
Dec	47,886	35,115	(26.7%)
Total	2,012,626	2,055,771	2.1%

Las Vegas Meetings and Conventions

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

Month	2009	2010	Change
Jan	245,085	154,444	(37.0%)
Feb	240,512	226,452	(5.8%)
Mar	246,421	266,155	8.0%
Apr	233,219	246,213	5.6%
May	218,626	210,277	(3.8%)
Jun	214,844	191,754	(10.7%)
Jul	170,978	210,315	23.0%
Aug	149,101	124,866	(16.3%)
Sep	197,637	195,008	(1.3%)
Oct	230,366	272,336	18.2%
Nov	242,787	199,248	(17.9%)
Dec	90,073	120,295	33.6%
Total	2,479,649	2,417,363	(2.5%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTIONS HELD

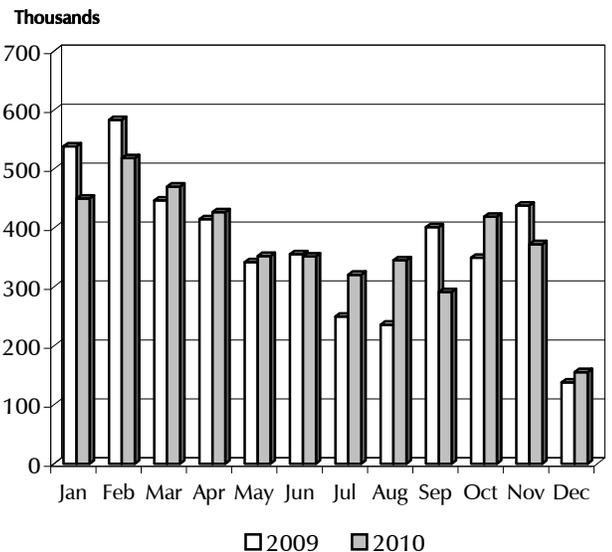
Month	2009	2010	Change
Jan	1,368	1,197	(12.5%)
Feb	1,712	1,616	(5.6%)
Mar	1,824	1,772	(2.9%)
Apr	1,843	1,818	(1.4%)
May	1,643	1,577	(4.0%)
Jun	1,567	1,414	(9.8%)
Jul	1,317	1,124	(14.7%)
Aug	1,041	925	(11.1%)
Sep	1,699	1,626	(4.3%)
Oct	2,364	2,384	0.8%
Nov	1,837	1,529	(16.8%)
Dec	1,179	1,022	(13.3%)
Total	19,394	18,004	(7.2%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ATTENDANCE

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%)
Jul	249,692	320,724	28.4%
Aug	235,841	345,095	46.3%
Sep	401,319	291,248	(27.4%)
Oct	349,383	419,076	19.9%
Nov	437,864	372,480	(14.9%)
Dec	137,959	155,410	12.6%
Total	4,492,275	4,473,134	(0.4%)

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
2010	18,004	4,473,134

*2002-2010 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
2009	63	1,125,432
2010	65	1,158,713

SOURCE: Las Vegas Convention and Visitors Authority

CLARK COUNTY GROSS GAMING REVENUE

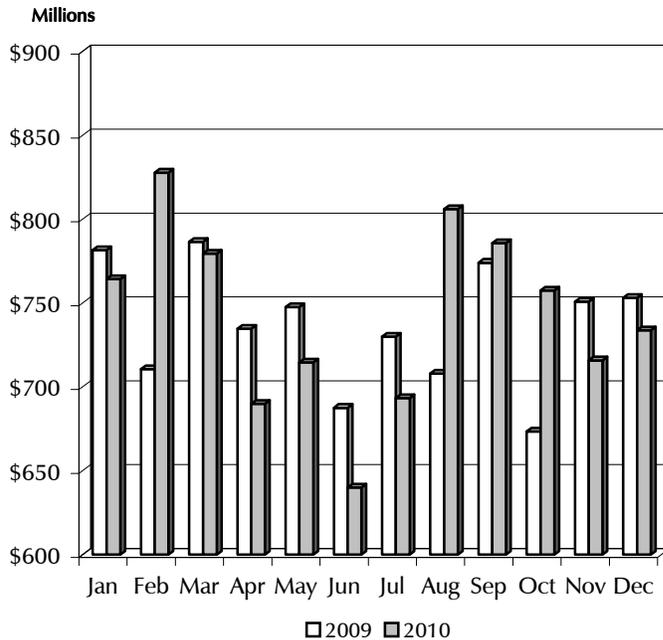
In 2010, Clark County's gross gaming revenue increased 0.8% compared to 2009. As of December 31, 2010, there were 175 casinos in Clark County with non-restricted gaming licenses, of which 143 had gaming revenues of over \$1 million.

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%)
Jul	729,912,000 r	693,391,000	(5.0%)
Aug	708,052,000 r	806,107,000	13.8%
Sep	774,098,000 r	785,718,000	1.5%
Oct	673,444,000 r	757,487,000	12.5%
Nov	750,839,000 r	715,831,000	(4.7%)
Dec	753,194,000 r	733,777,000	(2.6%)
Total	\$8,838,261,000 r	\$8,908,698,000	0.8%

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	(9.9%)
2009	8,838,261,000 r	(9.8%)
2010	8,908,698,000	0.8%

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 2010. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	248,800	31.2%	22.5%
Feb	251,100	31.4%	22.7%
Mar	252,100	31.5%	22.7%
Apr	254,900	31.6%	22.8%
May	255,900	31.6%	22.7%
Jun	256,900	31.9%	22.9%
Jul	254,800	31.9%	22.8%
Aug	253,400	31.8%	22.8%
Sep	253,100	31.7%	22.7%
Oct	252,700	31.6%	22.6%
Nov	250,700	31.4%	22.5%
Dec	253,300	31.6%	22.6%

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 2010)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2010. 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	39	16	33	9
Departmental Revenues:				
Gaming	39.0%	56.1%	70.0%	64.3%
Rooms	23.4%	15.0%	5.9%	12.5%
Food	15.2%	15.2%	13.8%	10.8%
Beverage	6.9%	7.2%	5.3%	5.4%
Other	15.5%	6.5%	5.0%	7.0%
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
2010	253,300	161,052	1.6

The above chart indicates that, on average, 1.6 people were directly employed in the hotel/motel, gaming and recreation fields for each available hotel/motel room in Clark County on December 31, 2010. 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	2006	2007	2008	2009	2010
<i>Clark County:</i>					
Las Vegas Strip	40	38	40	38	39
Downtown LV	17	17	16	16	16
Laughlin	31	31	32	32	33
Boulder Strip	10	10	11	9	9
Total	98	96	99	95	97
Statewide Total	274	270	266	260	256

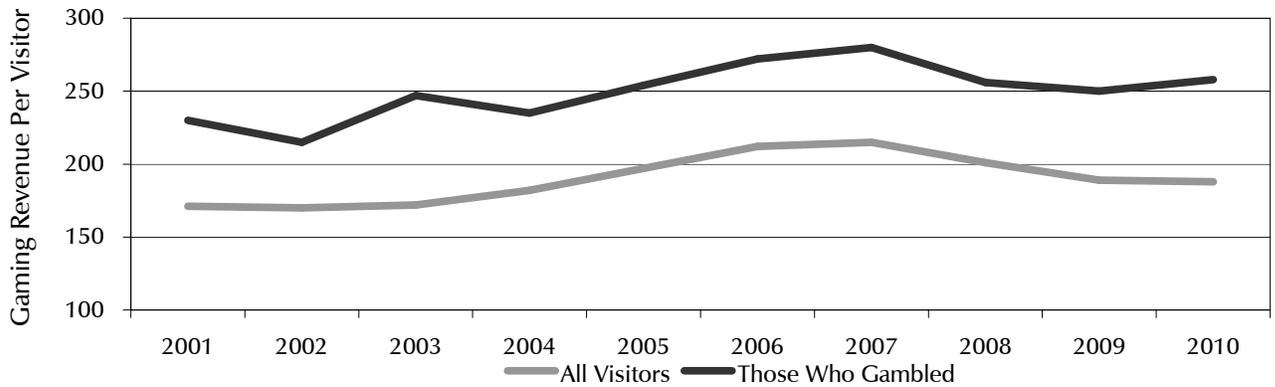
SOURCE: State of Nevada Gaming Control Board

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	2009	2010	Percent Change
Jan	\$221 r	\$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%)
Jul	178	165	(7.6%)
Aug	179	203	13.4%
Sep	201	201	0.4%
Oct	167	180	8.0%
Nov	202	191	(5.3%)
Dec	216	204	(5.3%)
Total	\$189	\$188	(0.3%)

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



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.

Year	All Visitors	Those Who Gambled
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
2010	188	258

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

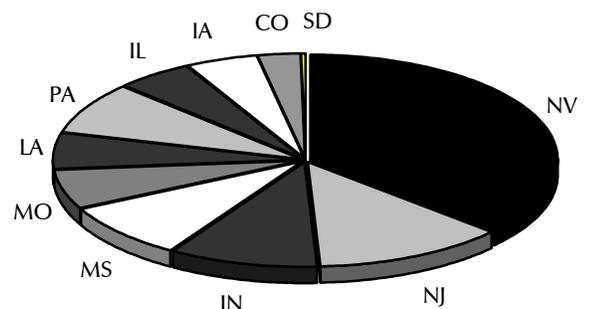
SOURCE: Las Vegas Convention and Visitors Authority, Las Vegas Visitor Profile Study; NV Gaming Control Board

U.S. CASINO GAMING REVENUE

State	2009 Gaming Revenue (win)	2010 Gaming Revenue (win)	% of Total US Gaming Win
NV	\$10,392,675,000	\$10,404,731,000	36.6%
NJ	3,943,171,000	3,565,047,000	12.5%
IN	2,798,858,000	2,784,293,000	9.8%
MS	2,464,662,000 r	2,388,977,000	8.4%
MO	1,703,531,000 r	1,748,264,000	6.2%
LA	1,695,128,000	1,636,263,000	5.8%
PA	1,964,570,000 r	2,273,934,000	8.0%
IL	1,428,923,000	1,373,422,000	4.8%
IA	1,380,744,000	1,368,074,000	4.8%
CO	734,590,000	759,610,000	2.7%
SD	101,898,000	106,187,000	0.4%
Total	\$28,608,750,000 r	\$28,408,802,000	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

	2009		2010	Percent Change
Jan	\$510,352,000	r	\$495,038,000	(3.0%)
Feb	427,426,000	r	567,978,000	32.9%
Mar	456,129,000	r	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	r	382,959,000	(7.6%)
Jul	461,337,000	r	461,349,000	0.0%
Aug	449,560,000		544,363,000	21.1%
Sep	506,375,000		520,559,000	2.8%
Oct	426,290,000		494,812,000	16.1%
Nov	473,831,000		454,308,000	(4.1%)
Dec	502,165,000		500,670,000	(0.3%)
Total	\$5,550,193,000	r	\$5,776,569,000	4.1%

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

	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%)
Jul	65,749,000	r	54,671,000	(16.8%)
Aug	63,362,000	r	65,472,000	3.3%
Sep	63,103,000	r	65,397,000	3.6%
Oct	58,961,000	r	60,593,000	2.8%
Nov	65,361,000	r	63,710,000	(2.5%)
Dec	61,215,000	r	53,720,000	(12.2%)
Total	\$790,429,000	r	\$757,027,000	(4.2%)

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 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%)
Jul	39,802,000		32,134,000	(19.3%)
Aug	41,977,000		41,387,000	(1.4%)
Sep	44,784,000	r	43,022,000	(3.9%)
Oct	40,411,000		44,591,000	10.3%
Nov	47,389,000		43,432,000	(8.4%)
Dec	36,232,000	r	34,625,000	(4.4%)
Total	\$523,825,000	r	\$493,392,000	(5.8%)

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

	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	r	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%)
Jul	566,888,000	r	548,154,000	(3.3%)
Aug	554,899,000	r	651,222,000	17.4%
Sep	614,262,000	r	628,978,000	2.4%
Oct	525,662,000	r	599,996,000	14.1%
Nov	586,581,000	r	561,450,000	(4.3%)
Dec	599,612,000	r	589,015,000	(1.8%)
Total	\$6,864,447,000	r	\$7,026,988,000	2.4%

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 a 1.8% decrease in total passenger traffic during 2010. An analysis of the monthly data follows:

Month	2009	2010	Percent Change
Jan	3,021,067	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	3,385,504	(5.0%)
May	3,532,182	3,476,021	1.6%
Jun	3,436,939	3,400,550	(1.1%)
Jul	3,557,509	3,518,217	(1.1%)
Aug	3,505,650	3,493,158	(0.4%)
Sep	3,336,013	3,268,931	(2.0%)
Oct	3,513,663	3,584,819	2.0%
Nov	3,234,705	3,194,730	(1.2%)
Dec	3,097,382	3,083,676	(0.4%)
Total	40,469,012	39,757,359	(1.8%)

SOURCE: McCarran International Airport

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

Month	2010 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2009
Jan	2,877,716	38.5%	(1.5)
Feb	2,856,456	38.9%	(1.7)
Mar	3,224,697	41.1%	(1.9)
Apr	3,199,541	40.8%	(1.8)
May	3,262,831	40.8%	(1.2)
Jun	3,106,965	40.5%	(2.1)
Jul	3,330,658	38.7%	(2.2)
Aug	3,201,662	41.0%	(1.1)
Sep	3,123,549	42.2%	0.2
Oct	3,332,628	43.1%	0.3
Nov	2,933,897	41.5%	(0.2)
Dec	2,884,836	41.3%	0.5
Total	37,335,436	40.7%	(1.1)

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

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

Month	2009	2010	Percent Change
Jan	473 r	431	(9.0%)
Feb	477 r	433	(9.3%)
Mar	503 r	456	(9.4%)
Apr	495 r	462	(6.7%)
May	487	464	(4.6%)
Jun	492 r	465	(5.5%)
Jul	487	471	(3.3%)
Aug	477	467	(2.0%)
Sep	475 r	461	(2.9%)
Oct	478 r	466	(2.5%)
Nov	469	449	(4.3%)
Dec	450	446	(1.0%)
Average	480	456	(5.1%)

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINE AVERAGE
DAILY SEAT CAPACITY**

Month	2009	2010	Percent Change
Jan	67,762 r	62,282	(8.1%)
Feb	68,275 r	62,630	(8.3%)
Mar	72,178 r	66,196	(8.3%)
Apr	70,855 r	66,321	(6.4%)
May	69,420 r	66,107	(4.8%)
Jun	69,679 r	65,931	(5.4%)
Jul	69,325 r	66,721	(3.8%)
Aug	67,810	66,077	(2.6%)
Sep	68,119 r	65,523	(3.8%)
Oct	68,357 r	66,786	(2.3%)
Nov	67,021	64,004	(4.5%)
Dec	63,952 r	63,085	(1.4%)
Average	68,563 r	65,139	(5.0%)

r = Revised

SOURCE: McCarran International Airport

**SCHEDULED AIRLINES
AVERAGE NONSTOP MARKETS**

Month	2009	2010	Percent Change
Jan	133	131	(1.5%)
Feb	133	131	(1.5%)
Mar	133	132	(0.8%)
Apr	133	134	0.8%
May	130	134	3.1%
Jun	130	132	1.5%
Jul	130	133	2.3%
Aug	133	133	0.0%
Sep	132	134	1.5%
Oct	132	137	3.8%
Nov	132	136	3.0%
Dec	131	137	4.6%
Average	132	134	1.4%

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%)
2010	39,757,359	(1.8%)

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%
2010	37,335,436	40.7%

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)

2010	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 09	Total Vehicles	% Chg From 09	Total Vehicles	% Chg From 09	Total Vehicles	% Chg From 09	Total Vehicles	% Chg From 09
Jan	33,669	(0.8%)	19,531	(2.8%)	12,659	11.0%	8,170	(3.0%)	74,029	0.2%
Feb	35,337	3.5%	21,577	1.6%	12,050	5.4%	9,091	2.7%	78,055	3.1%
Mar	39,001	6.2%	24,975	3.7%	12,221	6.1%	11,070	11.3%	87,267	6.1%
Apr	40,619	(1.1%)	26,218	5.0%	12,351	5.6%	10,428	3.0%	89,616	2.0%
May	39,910	1.1%	25,343	2.6%	12,361	(2.9%)	8,930	(0.8%)	86,544	0.7%
Jun	43,587	4.0%	27,793	5.8%	13,838	4.8%	9,156	5.9%	94,374	4.8%
Jul	47,886	2.9%	29,100	6.8%	14,103	4.8%	8,869	8.2%	99,958	4.7%
Aug	47,017	3.6%	27,418	4.9%	14,440	4.8%	8,510	6.1%	97,385	4.4%
Sep	38,706	0.0%	25,413	4.6%	13,906	4.8%	8,403	8.4%	86,428	2.9%
Oct	37,282	8.1%	25,599	7.6%	12,546	4.8%	8,456	1.6%	83,883	6.8%
Nov	40,916	5.5%	24,036	5.5%	11,601	4.8%	6,719	(18.3%)	83,272	3.0%
Dec	38,630	(1.4%)	21,980	2.6%	13,188	4.8%	6,243	(25.1%)	80,041	(1.8%)
Average	40,213	2.6%	24,915	4.2%	12,939	4.8%	8,670	0.2%	86,738	3.1%

SOURCE: State of Nevada Department of Transportation - Traffic Section

LAS VEGAS DAILY AUTO TRAFFIC

Total (All Four Directions)

Average Daily Flow**			Percent Change
Month	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%
Jul	95,448	99,958 e	4.7%
Aug	93,310	97,385 e	4.4%
Sep	84,011	86,428 e	2.9%
Oct	78,572	83,883 e	6.8%
Nov	80,859	83,272 e	3.0%
Dec	81,529 e	80,041 e	(1.8%)
Average	84,115	86,738	3.1%

e-estimate as partial NDOT data unavailable

** 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	2009	2010	Percent 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%
Jul	1,967,892	2,137,413	8.6%
Aug	1,937,377	2,157,624	11.4%
Sep	2,050,590 r	2,105,705	2.7%
Oct	2,036,498	2,266,231	11.3%
Nov	1,885,526	1,927,475	2.2%
Dec	1,638,637	1,644,352	0.3%
Total	23,572,704 r	25,187,143	6.8%

r = Revised

SOURCE: State of Nevada Taxicab Authority

HISTORICAL LAS VEGAS AUTO TRAFFIC ALL FOUR DIRECTIONS

Average Daily Flow*

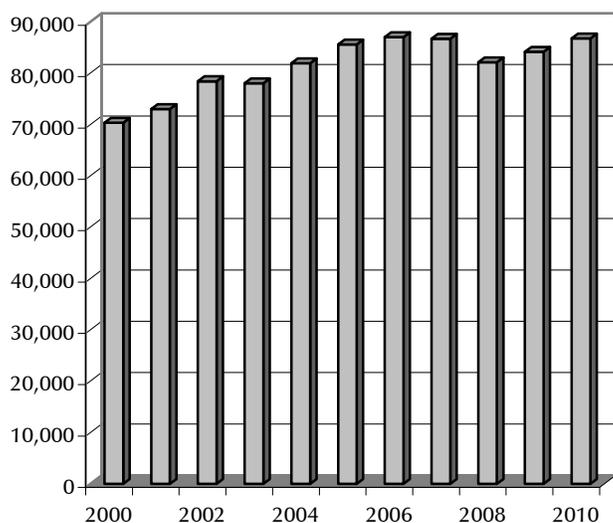
Year	Total Vehicles	Percent Change
1991	50,150	3.2%
1992	51,411	2.5%
1993	53,467	4.0%
1994	56,875	6.4%
1995	58,917	3.6%
1996	59,777	1.5%
1997	63,261	5.8%
1998	66,058	4.4%
1999	68,906	4.3%
2000	70,294	2.0%
2001	72,973	3.8%
2002	78,405	7.4%
2003	78,013	(0.5%)
2004	81,923	5.0%
2005	85,544	4.4%
2006	86,961	1.7%
2007	86,698 r	(0.3%)
2008	82,094 r	(5.3%)
2009	84,115	2.5%
2010	86,738	3.1%

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

r = Revised

SOURCE: State of Nevada Department of Transportation - Traffic Section

Auto Traffic - All Four Directions

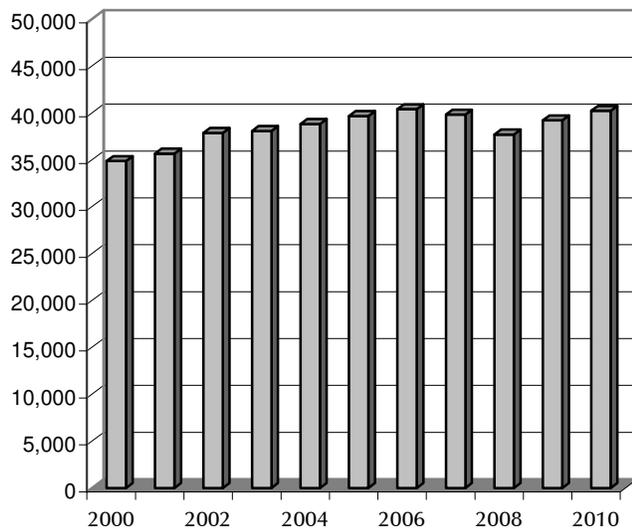


HISTORICAL LAS VEGAS AUTO TRAFFIC I-15 AT NV/CA BORDER

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%
2010	40,213	2.6%

SOURCE: State of Nevada Department of Transportation - Traffic Section

Auto Traffic - I-15 at NV/CA Border



LAS VEGAS 2010 HOTEL VS. MOTEL OCCUPANCY SUMMARY

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)
Jul	84.2%	84.0%	(0.2)	88.1%	86.9%	(1.2)	52.2%	58.3%	6.1
Aug	81.4%	82.0%	0.6	86.0%	84.9%	(1.1)	43.8%	55.7%	11.9
Sep	83.2%	82.1%	(1.1)	87.0%	84.8%	(2.2)	51.8%	57.0%	5.2
Oct	82.6%	84.9%	2.3	86.7%	87.7%	1.0	48.3%	59.2%	10.9
Nov	78.4%	77.1%	(1.3)	81.7%	80.2%	(1.5)	50.5%	48.9%	(1.6)
Dec	71.3%	72.4%	1.1	74.4%	75.2%	0.8	44.3%	46.3%	2.0
Year-to-Date	81.5%	80.4%	(1.1)	85.3%	83.5%	(1.8)	50.1%	52.0%	1.9

LAS VEGAS 2010 STRIP OCCUPANCY SUMMARY

Month	Strip			Hotel - Strip			Motel - Strip		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	75.8%	75.8%	0.0	76.4%	76.4%	(0.0)	45.2%	40.2%	(5.0)
Feb	88.0%	82.9%	(5.1)	88.6%	83.4%	(5.2)	56.3%	54.0%	(2.3)
Mar	90.3%	86.6%	(3.7)	90.9%	87.0%	(3.9)	59.1%	57.3%	(1.8)
Apr	92.6%	87.9%	(4.8)	93.1%	88.2%	(4.8)	64.9%	61.1%	(3.8)
May	89.3%	87.5%	(1.8)	90.0%	88.0%	(2.0)	57.6%	56.2%	(1.4)
Jun	87.1%	87.8%	0.7	87.8%	88.5%	0.6	49.7%	48.2%	(1.5)
Jul	89.4%	88.2%	(1.1)	90.0%	88.6%	(1.4)	57.5%	64.9%	7.4
Aug	87.5%	86.6%	(0.9)	88.2%	87.2%	(1.1)	45.5%	55.9%	10.3
Sep	88.4%	85.4%	(3.0)	89.0%	85.9%	(3.0)	58.7%	58.6%	(0.1)
Oct	87.8%	88.5%	0.7	88.4%	88.8%	0.4	50.4%	69.5%	19.1
Nov	82.7%	80.5%	(2.3)	83.3%	80.9%	(2.4)	53.0%	56.2%	3.2
Dec	75.6%	75.6%	(0.0)	76.1%	76.1%	(0.0)	41.8%	49.1%	7.2
Year-to-Date	86.2%	85.3%	(0.9)	86.8%	84.9%	(1.9)	53.4%	55.8%	2.5

LAS VEGAS 2010 DOWNTOWN OCCUPANCY SUMMARY

Month	Downtown			Hotel - Downtown			Motel - Downtown		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	72.0%	69.2%	(2.8)	72.7%	69.9%	(2.8)	58.0%	55.7%	(2.2)
Feb	86.4%	80.4%	(6.0)	87.9%	81.2%	(6.7)	61.2%	65.0%	3.8
Mar	88.6%	80.1%	(8.5)	90.3%	81.3%	(9.0)	60.5%	58.1%	(2.4)
Apr	86.6%	81.2%	(5.4)	88.1%	82.3%	(5.8)	65.9%	60.9%	(5.0)
May	83.5%	77.2%	(6.2)	85.1%	78.8%	(6.3)	62.1%	49.0%	(13.1)
Jun	85.7%	75.2%	(10.6)	88.2%	76.5%	(11.7)	58.1%	50.7%	(7.4)
Jul	79.9%	75.6%	(4.3)	81.5%	76.6%	(4.9)	53.9%	57.2%	3.3
Aug	79.2%	73.5%	(5.6)	79.9%	74.5%	(5.4)	62.6%	55.5%	(7.1)
Sep	83.4%	84.8%	1.3	85.1%	87.1%	2.0	54.6%	51.0%	(3.5)
Oct	82.2%	77.9%	(4.3)	83.9%	79.1%	(4.8)	53.7%	56.0%	2.3
Nov	80.5%	79.7%	(0.8)	82.0%	81.7%	(0.3)	54.4%	48.5%	(5.9)
Dec	70.2%	73.5%	3.3	70.8%	74.5%	3.7	58.5%	58.1%	(0.4)
Year-to-Date	83.4%	76.9%	(6.5)	82.5%	78.4%	(4.1)	58.6%	55.4%	(3.1)

SOURCE: Las Vegas Convention and Visitors Authority

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)
Jul	84.2%	84.0%	(0.2)	91.3%	90.2%	(1.1)	80.8%	80.6%	(0.2)
Aug	81.4%	82.0%	0.6	88.6%	89.2%	0.6	78.5%	79.6%	1.1
Sep	83.2%	82.1%	(1.1)	91.5%	89.6%	(1.9)	79.6%	78.9%	(0.7)
Oct	82.6%	84.9%	2.3	90.2%	91.5%	1.3	79.0%	81.8%	2.8
Nov	78.4%	77.1%	(1.3)	86.9%	87.5%	0.6	74.7%	72.7%	(2.0)
Dec	71.3%	72.4%	1.1	76.8%	80.6%	3.8	69.1%	69.0%	(0.1)
Year-to-Date	81.5%	80.4%	(1.1)	88.8%	88.4%	(0.3)	78.2%	76.8%	(1.5)

LAS VEGAS 2010 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	67.6%	64.6%	(3.0)	71.0%	68.5%	(2.5)	39.8%	29.7%	(10.1)
Feb	80.5%	75.8%	(4.7)	84.4%	79.0%	(5.4)	48.6%	47.0%	(1.6)
Mar	83.6%	79.7%	(3.9)	87.7%	83.0%	(4.7)	50.0%	50.4%	0.4
Apr	85.4%	80.3%	(5.1)	89.5%	83.8%	(5.7)	52.2%	48.2%	(4.0)
May	80.3%	78.8%	(1.5)	84.8%	82.8%	(2.0)	44.7%	43.0%	(1.7)
Jun	79.4%	79.3%	(0.1)	83.8%	83.8%	0.0	43.1%	38.9%	(4.2)
Jul	80.8%	80.6%	(0.2)	85.1%	83.7%	(1.4)	45.5%	53.4%	7.9
Aug	78.5%	79.6%	1.1	83.1%	82.5%	(0.6)	40.3%	52.0%	11.7
Sep	79.6%	78.9%	(0.7)	83.8%	81.8%	(2.0)	45.3%	52.1%	6.8
Oct	79.0%	81.8%	2.8	83.4%	85.0%	1.6	42.0%	51.7%	9.7
Nov	74.7%	72.7%	(2.0)	77.8%	75.8%	(2.0)	48.6%	43.8%	(4.8)
Dec	69.1%	69.0%	(0.1)	71.8%	71.5%	(0.3)	45.6%	46.0%	0.4
Year-to-Date	78.2%	76.8%	(1.5)	82.2%	80.1%	(2.1)	45.5%	46.4%	0.9

LAS VEGAS 2010 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2009	2010	Change	2009	2010	Change	2009	2010	Change
Jan	79.7%	81.5%	1.8	83.7%	84.9%	1.2	47.9%	51.6%	3.7
Feb	91.1%	87.9%	(3.2)	94.0%	90.0%	(4.0)	67.8%	69.0%	1.2
Mar	92.5%	90.3%	(2.2)	95.5%	92.4%	(3.1)	68.5%	71.0%	2.5
Apr	94.9%	92.6%	(2.3)	97.4%	94.0%	(3.4)	75.0%	79.2%	4.2
May	91.8%	90.5%	(1.3)	94.8%	93.4%	(1.4)	67.9%	65.0%	(2.9)
Jun	89.9%	89.7%	(0.2)	93.9%	93.6%	(0.3)	57.3%	54.8%	(2.5)
Jul	91.3%	90.2%	(1.1)	94.4%	92.8%	(1.6)	66.3%	67.2%	0.9
Aug	88.6%	89.2%	0.6	93.0%	91.7%	(1.3)	52.3%	66.3%	14.0
Sep	91.5%	89.6%	(1.9)	94.5%	91.9%	(2.6)	67.0%	68.4%	1.4
Oct	90.2%	91.5%	1.3	93.6%	93.3%	(0.3)	61.5%	75.0%	13.5
Nov	86.9%	87.5%	0.6	90.8%	90.4%	(0.4)	54.9%	60.9%	6.0
Dec	76.8%	80.6%	3.8	80.9%	84.2%	3.3	41.1%	47.1%	6.0
Year-to-Date	88.8%	88.4%	(0.3)	92.2%	91.1%	(1.2)	60.6%	64.6%	4.0

SOURCE: Las Vegas Convention and Visitors Authority

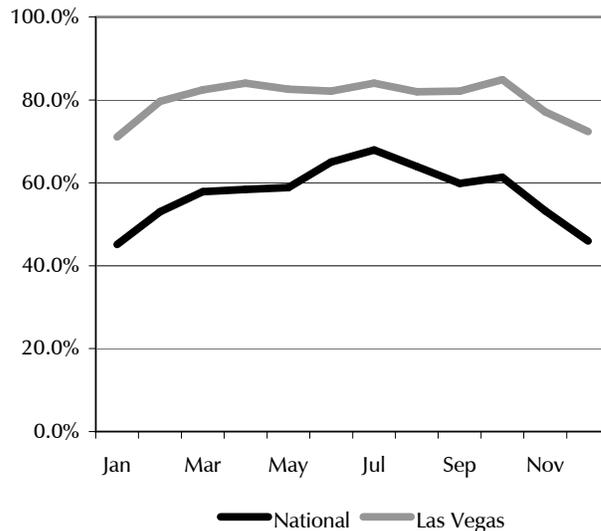
LAS VEGAS OCCUPANCY VS. U.S NATIONAL AVERAGE

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	45.1%	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
Jul	67.9%	84.0%	16.1
Aug	63.9%	82.0%	18.1
Sep	59.9%	82.1%	22.2
Oct	61.3%	84.9%	23.6
Nov	53.3%	77.1%	23.8
Dec	46.0%	72.4%	26.4
Year-to-Date	57.6%	80.4%	22.8

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

Las Vegas vs. U.S. National Occupancy



2010 CITYWIDE WEEKEND OCCUPANCY RANKING

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	Oct 8-9	94.8%	95.7%	86.9%
4	Sep 24-25	94.6%	96.4%	78.1%
5	Oct 22-23	94.3%	95.6%	82.6%
6	May 28-30	94.1%	95.9%	77.9%
7	Apr 9-10	93.9%	95.4%	80.7%
8	Apr 23-24	93.6%	94.5%	85.5%
9	Mar 19-20	93.5%	95.1%	79.0%
10	Jul 23-24	93.1%	95.3%	72.8%
11	Apr 30-May 1	92.4%	94.3%	74.9%
12	Oct 15-16	92.2%	94.1%	74.8%
13	Jul 30-31	92.1%	94.3%	72.2%
14	Jun 4-5	91.9%	95.5%	59.4%
15	Aug 13-14	91.7%	93.8%	72.1%
16	Jul 16-17	91.3%	93.9%	67.9%
17	Dec 31, 10-Jan 1, 11	91.0%	92.4%	77.7%
18	Feb 26-27	90.8%	92.7%	73.3%
19	Aug 6-7	90.8%	93.0%	70.4%
20	Jun 25-26	90.7%	94.5%	56.9%
21	Nov 12-13	90.5%	93.4%	64.3%
22	Nov 5-6	90.5%	93.3%	65.2%
23	Feb 12-14	90.3%	91.2%	81.9%
24	Jan 8-9	90.3%	93.1%	65.2%
25	May 21-22	89.7%	93.3%	57.4%
26	May 14-15	89.7%	93.2%	57.8%
27	Sep 17-18	89.7%	92.1%	67.8%
28	Jul 2-4	89.4%	91.9%	66.5%
29	Jun 11-12	89.3%	93.0%	55.5%
30	Oct 1-2	89.3%	91.4%	70.1%
31	Sep 3-5	88.8%	91.0%	69.0%
32	Aug 20-21	88.4%	91.0%	64.5%
33	Dec 31, 09-Jan 2, 10	88.4%	89.8%	76.3%
34	Mar 12-13	87.5%	90.2%	63.4%
35	Feb 19-20	87.2%	90.1%	61.4%
36	Jun 18-19	87.0%	91.4%	47.3%
37	Apr 2-3	86.9%	89.4%	64.4%
38	Oct 29-30	86.9%	89.7%	60.7%
39	Aug 27-28	85.9%	88.9%	58.2%
40	Jul 9-10	85.8%	89.0%	56.9%
41	May 7-8	85.8%	89.2%	55.4%
42	Nov 25-27	85.8%	88.3%	63.4%
43	Sep 10-11	85.5%	88.4%	58.6%
44	Dec 4-5	85.1%	89.2%	47.2%
45	Mar 5-6	84.3%	87.6%	55.0%
46	Nov 19-20	84.0%	87.8%	49.3%
47	Dec 11-12	82.8%	86.9%	44.3%
48	Feb 5-6	82.1%	85.3%	52.9%
49	Dec 24-25	81.4%	85.1%	46.8%
50	Jan 15-17	79.5%	84.0%	38.8%
51	Jan 29-30	75.9%	80.1%	38.3%
52	Jan 22-23	71.0%	75.2%	33.7%
53	Dec 18-19	67.9%	71.5%	34.9%

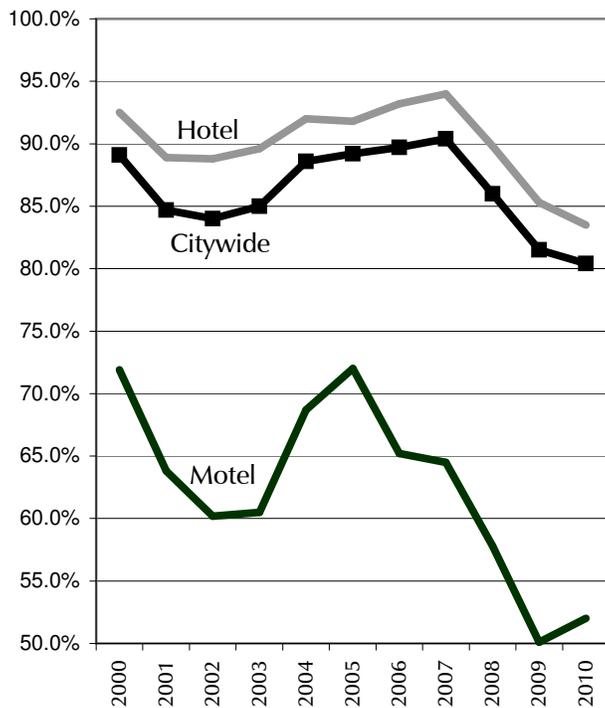
SOURCE: Las Vegas Convention and Visitors Authority

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%
2010	83.5%	52.0%	80.4%

Las Vegas Occupancy



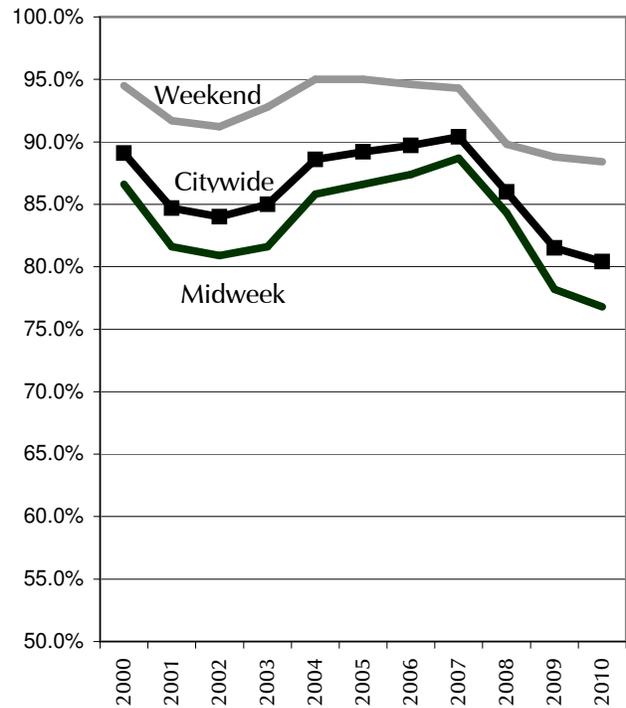
SOURCE: Las Vegas Convention and Visitors Authority

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%	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%
2010	76.8%	88.4%	80.4%

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												
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
2010	9.7	9.7	9.7	9.8	9.6	9.5	9.5	9.6	9.6	9.7	9.8	9.4
Nevada												
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
2010	14.6	14.7	14.8	14.9	14.9	14.9	14.9	14.9	14.9	14.9	14.9	14.9
Las Vegas												
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
2010	15.4	15.2	15.1	15.1	14.9	15.3	15.7	15.5	15.6	14.8	14.9	15.1

SOURCE: US Department of Labor, Bureau of Labor Statistics

UNITED STATES CONSUMER PRICE INDEX

Month	2009	2010	Percent 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%
Jul	215.4	218.0	1.2%
Aug	215.8	218.3	1.2%
Sep	216.0	218.4	1.1%
Oct	216.2	218.7	1.2%
Nov	216.3	218.9	1.2%
Dec	215.9	219.2	1.5%
Average	214.5	218.1	1.6%

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

Month	2009	2010	Percent 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%
Jul	247.1	257.8	4.3%
Aug	247.1	255.1	3.2%
Sep	244.7	251.5	2.8%
Oct	244.7	250.9	2.5%
Nov	241.9	247.6	2.4%
Dec	239.8	248.9	3.8%
Average	241.5	250.8	3.8%

SOURCE: U.S. Travel Association

CONSUMER CONFIDENCE INDEX

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
2010	57	46	52	58	63	54	51	53	49	50	58	63

SOURCE: The Conference Board

LVCVA ROOM TAX REVENUE EARNED

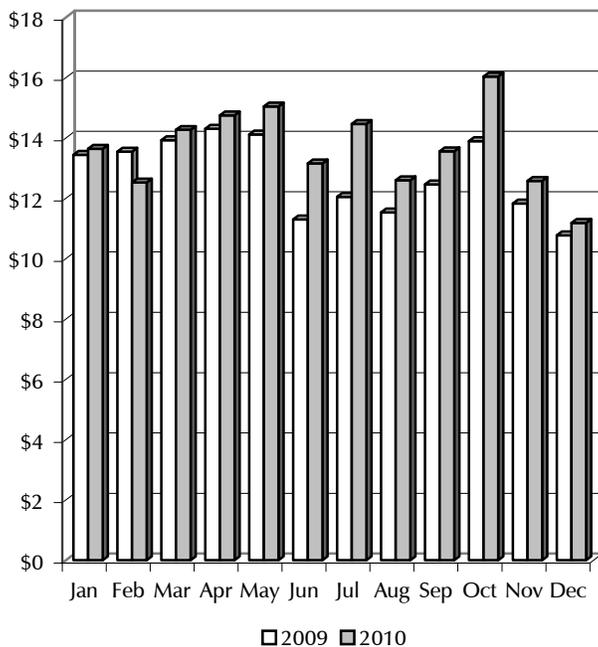
Clark County room tax revenue allocated to the LVCVA totaled \$163.8 million in 2010, an increase of 7.0% when compared with 2009.

Month	2009	2010	Percent 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%
Jul	12,047,773	14,468,356	20.1%
Aug	11,527,346	12,598,535	9.3%
Sep	12,465,261	13,561,877	8.8%
Oct	13,892,561	16,035,665	15.4%
Nov	11,822,984	12,571,974	6.3%
Dec	10,771,630	11,186,577	3.9%
Total	\$153,150,310	\$163,809,985	7.0%

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 1979 through 2010 is presented in the following table:

Year	Room Tax Revenue	Percent Change
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%)
2010	163,809,985	7.0%

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 2009	Share of Total Collected
County	\$151,408,046	8.0%	92.4%
Las Vegas	7,986,614	(0.6%)	4.9%
Others (1)	4,415,325	(11.4%)	2.7%
Total	\$163,809,985	7.0%	100.0%

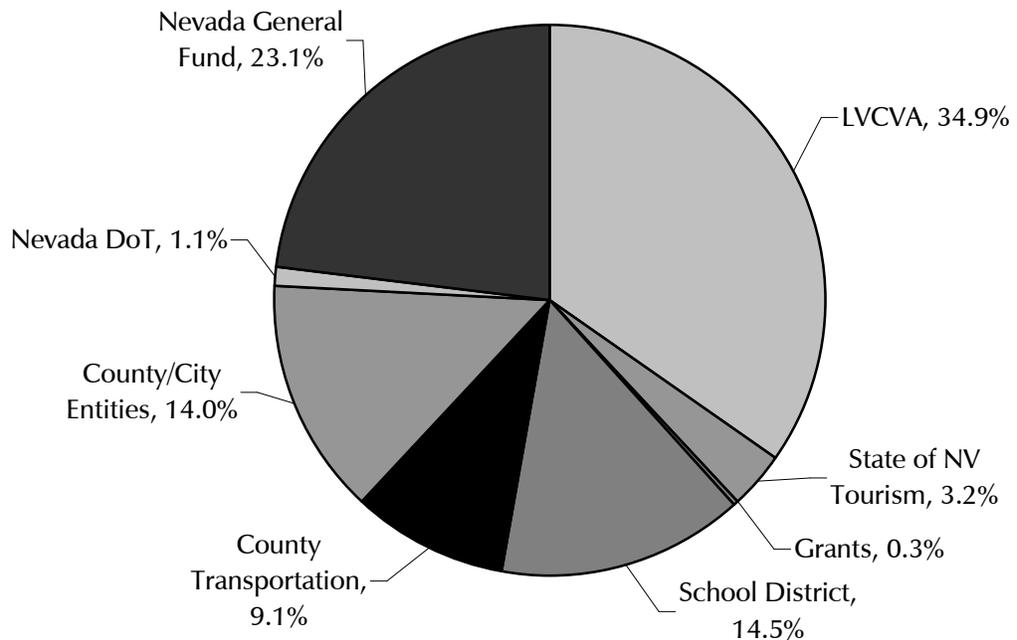
(1) Includes Boulder City, Mesquite, Henderson and North Las Vegas.

SOURCE: Las Vegas Convention and Visitors Authority

CLARK COUNTY ROOM TAX DISTRIBUTION

The final distribution of Clark County's 12 percent room tax is shown here. Of note, the LVCVA receives 35 percent of the room tax, with the remaining 65 percent going back into the community to fund projects such as schools, parks and roads.

FY 2010, 9% Room Tax Distribution	Amount	Percent
LVCVA Retains for Operations & Marketing	\$133,465,592	34.9%
4 - 5% distributed to LVCVA	154,046,265	
(Less Debt Service for Transportation)	(4,176,047)	
(Less Collection Allocation Paid to Entities)	(15,404,627)	
(Less Grants Paid to Entities & Organizations)	(1,000,000)	
Portion Distributed to Entity / Jurisdiction	\$53,428,082	14.0%
1 - 2% Room Tax Retained by Entity	38,023,455	
Collection Allocation Grants to Entities	15,404,627	
Other Grants to Entities	-	
Clark County Transportation (1.0%)	\$34,992,804	9.1%
Clark County School District (1 5/8%)	\$55,412,353	14.5%
State of Nevada Tourism (SB170 - 3/8%)	\$12,116,888	3.2%
Nevada Department of Transportation	\$4,176,047	1.1%
State of Nevada General Fund	\$88,377,096	23.1%
Grants Paid by LVCVA to Organizations	\$1,000,000	0.3%
TOTAL 12-13% ROOM TAX	\$382,968,861	100.0%

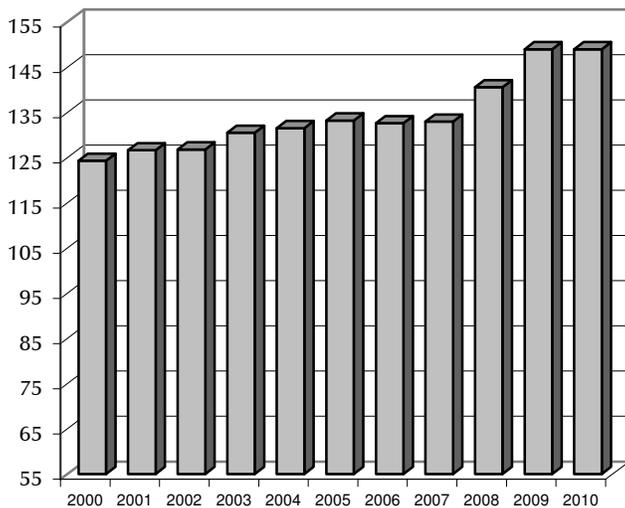


HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

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%
2010	148,935	(0.0%)

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 \$28.3 billion during calendar year 2010, a decrease of 0.7 percent from 2009 levels.

Month	2009	2010	Percent 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	2,759,267,538 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%)
Jul	2,226,329,429 r	2,348,467,664	5.5%
Aug	2,239,397,922 r	2,324,474,171	3.8%
Sep	2,345,206,333 r	2,324,288,849	(0.9%)
Oct	2,249,382,524 r	2,308,689,767	2.6%
Nov	2,257,786,914 r	2,277,517,910	0.9%
Dec	2,658,794,916 r	2,732,096,425	2.8%
Total	\$28,504,924,065 r	\$28,307,925,123	(0.7%)

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	Percent 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%
Jul	578,075,050 r	609,659,730	5.5%
Aug	576,095,117 r	611,770,370	6.2%
Sep	580,248,135 r	595,633,418	2.7%
Oct	580,432,898 r	646,774,472	11.4%
Nov	549,252,991 r	571,668,563	4.1%
Dec	491,414,003 r	572,640,040	16.5%
Total	\$6,841,036,663 r	\$7,326,127,060	7.1%

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	2009	2010	Percent 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	17,177	(0.5%)
Jun	28,331	25,354	(10.5%)
Jul	24,886	18,873	(24.2%)
Aug	19,123	20,763	8.6%
Sep	16,060	13,224	(17.7%)
Oct	14,486	14,322	(1.1%)
Nov	9,832	8,741	(11.1%)
Dec	5,750	6,754	17.5%
Total	193,613	179,627	(7.2%)

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO VALLEY OF FIRE

Month	2009	2010	Percent Change
Jan	31,431	28,921	(8.0%)
Feb	32,716	34,077	4.2%
Mar	55,009	54,543	(0.8%)
Apr	62,235	59,650	(4.2%)
May	46,696	53,255	14.0%
Jun	36,219	33,584	(7.3%)
Jul	28,334	27,470	(3.0%)
Aug	28,758	29,476	2.5%
Sep	33,503	34,459	2.9%
Oct	42,656	45,606	6.9%
Nov	29,401	34,948	18.9%
Dec	26,176	26,131	(0.2%)
Total	453,134	462,120	2.0%

SOURCE: State of Nevada - Parks Division

VISITORS TO HOOVER DAM

In 2010, more than 774,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2009 versus 2010 are contained in the following analysis.

Month	2009	2010	Percent 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%)
Jul	89,395	85,608	(4.2%)
Aug	78,160	72,453	(7.3%)
Sep	61,991	61,228	(1.2%)
Oct	64,738	65,086	0.5%
Nov	55,188	57,674	4.5%
Dec	52,151	54,845	5.2%
Total	798,446	774,193	(3.0%)

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

VISITORS TO LAKE MEAD

During 2010, the Lake Mead area received over 7.9 million recreational visitors. This is an increase of 0.9 percent from 2009.

Month	2009	2010	Percent Change
Jan	381,925	357,513	(6.4%)
Feb	407,104	403,768	(0.8%)
Mar	497,033	509,155	2.4%
Apr	714,839	736,134	3.0%
May	881,445	733,589	(16.8%)
Jun	879,411	846,396	(3.8%)
Jul	738,932	766,361	3.7%
Aug	1,027,245	870,940	(15.2%)
Sep	783,512	716,524	(8.5%)
Oct	692,181	534,552	(22.8%)
Nov	516,645	506,321	(2.0%)
Dec	426,558	356,320	(16.5%)
Total	7,946,830	7,337,573	(7.7%)

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

LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2006	2007	2008	2009	2010
First vs. Repeat					
First time visitor	19%	19%	16%	17%	18%
Repeat visitor	81%	81%	84%	83%	82%
Purpose of Current Visit					
Vacation/pleasure/gamble	60%	53%	52%	53%	60%
Business/convention	17%	18%	21%	17%	17%
Other	23%	29%	27%	30%	23%
Transportation					
Air	46%	46%	43%	42%	41%
Automobile/Bus/RV	54%	54%	57%	58%	59%
Other Trip Characteristics					
Room occupants (mean)	2.2	2.2	2.1	2.1	2.0
Number of visits in past year	1.7	1.8	1.8	1.7	1.7
Adults in party	2.6	2.5	2.4	2.4	2.4
Nights stayed	3.6	3.5	3.5	3.6	3.6
Visitors with children	10%	8%	6%	8%	7%
Expenditures Per Visitor					
Food & drink (per trip)	\$260.68	\$254.49	\$273.39	\$250.32	\$256.82
Transportation (per trip)	\$68.70	\$62.66	\$59.26	\$53.31	\$62.87
Shopping (per trip)	\$140.86	\$114.50	\$121.90	\$101.97	\$122.80
Shows (per trip)	\$50.81	\$47.87	\$51.64	\$39.87	\$49.28
Sightseeing (per trip)	\$8.49	\$8.31	\$7.12	\$5.77	\$7.21
Hotel/Motel room (per night)	\$107.12	\$108.87	\$101.68	\$75.78	\$79.64
Gambling Behavior					
Gambled while in Las Vegas	87%	84%	85%	83%	80%
Daily hours gambled	3.3	3.4	3.3	3.2	2.9
Gambling Budget (per trip)	\$651.94	\$555.64	\$531.98	\$481.57	\$466.20
Visitor Origin					
Eastern States	8%	9%	8%	7%	6%
Southern States	13%	13%	13%	11%	11%
Midwestern States	14%	14%	12%	12%	12%
Western States	52%	52%	52%	55%	54%
CA	32%	31%	28%	31%	30%
AZ	7%	9%	9%	10%	7%
Foreign	13%	12%	15%	14%	18%
Ethnicity					
White	85%	86%	90%	88%	86%
African American	4%	5%	4%	4%	5%
Asian/Asian American	4%	3%	2%	2%	3%
Hispanic/Latino	6%	5%	4%	5%	6%
Other	1%	1%	0%	1%	1%
Average Age					
Age	48.0	49.0	50.6	50.0	49.2

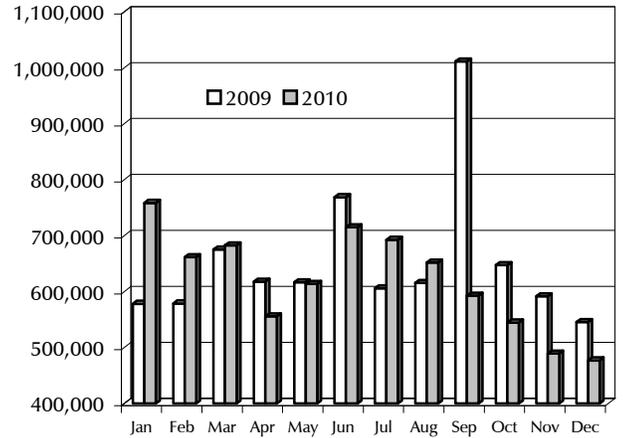
During the calendar year of 2010, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Las Vegas Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Las Vegas visitor, as well as to identify trends in visitor 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 - 2010 Las Vegas Visitor Profile Study

VISITLASVEGAS.COM & LVCVA.COM (COMBINED ACTIVITY)

Unique Site Visits

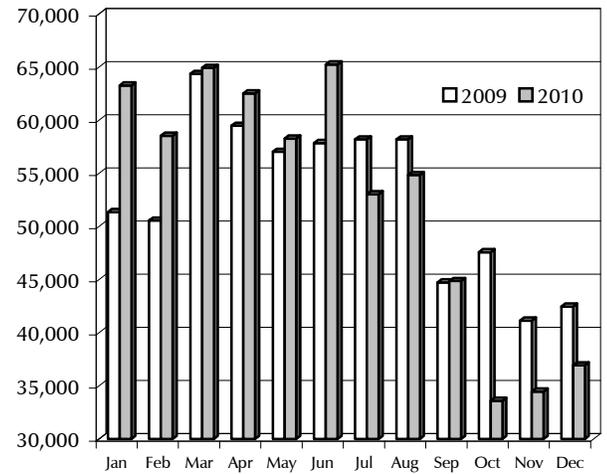
Month	2009	2010	Percent Change
Jan	578,274	758,514	31.2%
Feb	578,802	661,504	14.3%
Mar	675,414	682,676	1.1%
Apr	617,888	556,009	(10.0%)
May	616,714	613,864	(0.5%)
Jun	768,764	714,949	(7.0%)
Jul	605,774	692,603	14.3%
Aug	615,542	651,854	5.9%
Sep	1,011,389	592,913	(41.4%)
Oct	647,471	544,756	(15.9%)
Nov	591,598	489,334	(17.3%)
Dec	545,616	477,123	(12.6%)
Total	7,853,246	7,436,099	(5.3%)



VISITLAUGHLIN.COM

Unique Site Visits

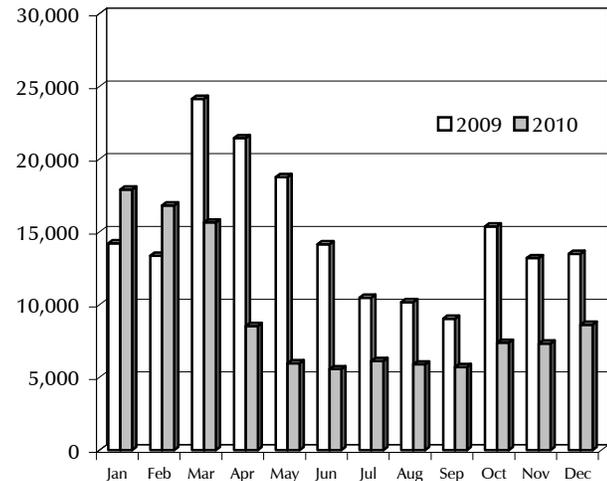
Month	2009	2010	Percent Change
Jan	51,351	63,271	23.2%
Feb	50,549	58,537	15.8%
Mar	64,355	64,931	0.9%
Apr	59,472	62,512	5.1%
May	57,025	58,258	2.2%
Jun	57,837	65,241	12.8%
Jul	58,190	53,030	(8.9%)
Aug	58,195	54,840	(5.8%)
Sep	44,725	44,866	0.3%
Oct	47,579	33,599	(29.4%)
Nov	41,145	34,458	(16.3%)
Dec	42,460	36,932	(13.0%)
Total	632,883	630,475	(0.4%)



VISITMESQUITE.COM

Unique Site Visits

Month	2009	2010	Percent Change
Jan	14,210	17,907	26.0%
Feb	13,359	16,818	25.9%
Mar	24,139	15,645	(35.2%)
Apr	21,440	8,522	(60.3%)
May	18,765	5,961	(68.2%)
Jun	14,144	5,564	(60.7%)
Jul	10,476	6,128	(41.5%)
Aug	10,165	5,890	(42.1%)
Sep	9,026	5,709	(36.7%)
Oct	15,369	7,382	(52.0%)
Nov	13,194	7,319	(44.5%)
Dec	13,486	8,618	(36.1%)
Total	177,773	111,463	(37.3%)



r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN EXECUTIVE SUMMARY

Visitor Indicator	2009	2010	Change
Visitor Volume	2,446,655	2,363,734	(3.4%)
Room Inventory	10,652	10,350	(2.8%)
Convention Attendance	113,015	74,605	(34.0%)
Occupancy Level	63.3%	63.7%	0.4
Average Daily Room Rate	\$41.24	\$38.25	(7.3%)
Room Nights Occupied	2,460,155	2,453,711	(0.3%)
Gross Gaming Revenue	\$492,514,000	\$482,388,000	(2.1%)
Laughlin/Bullhead City Air Passengers	217,831	242,777	11.5%
Average Daily Traffic-Hwy 163	6,192	6,199	0.1%

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	2006	2007	2008	2009	2010
First vs. Repeat					
First time visitor	15%	14%	12%	19%	18%
Repeat visitor	85%	86%	88%	81%	82%
Purpose of Current Visit					
Vacation/pleasure	48%	49%	36%	32%	40%
Gamble	33%	26%	47%	42%	32%
Other	19%	25%	17%	26%	28%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.0	2.0	2.0	2.0
Number of visits in past year	2.5	2.3	2.3	2.3	2.5
Adults in party	2.0	2.1	2.3	2.5	1.9
Nights stayed	3.1	3.0	3.0	3.1	3.1
Visitors with children	3.0%	3.0%	2.0%	7.0%	4.0%
Expenditures Per Visitor					
Food & drink (per trip)	\$208.22	\$183.26	\$192.89	\$204.98	\$205.34
Transportation (per trip)	\$3.78	\$0.86	\$29.46	\$41.23	\$34.27
Shopping (per trip)	\$45.24	\$40.53	\$32.53	\$68.26	\$57.72
Shows (per trip)	\$2.78	\$2.40	\$3.01	\$6.57	\$3.75
Sightseeing (per trip)	\$0.97	\$0.27	\$0.01	\$5.68	\$3.47
Gambling Behavior					
Gambled while in Laughlin	99.5%	99.8%	100.0%	98.9%	99.4%
Daily hours gambled	6.2	5.9	5.8	5.8	6.0
Gambling Budget (per trip)	\$846.65	\$787.13	\$556.62	\$511.17	\$457.46
Average Age					
Age	60.3	60.9	60.8	60.9	60.6

During the calendar year of 2010, 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 - 2010 Laughlin Visitor Profile Study

LAUGHLIN VISITOR VOLUME

Month	2009	2010	Percent 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	196,033	(7.4%)
Jun	209,003	201,795	(3.4%)
Jul	233,459	232,113	(0.6%)
Aug	223,424	213,240	(4.6%)
Sep	186,701	186,381	(0.2%)
Oct	190,631	197,448	3.6%
Nov	169,221	173,593	2.6%
Dec	148,163	151,604	2.3%
Total	2,446,655	2,363,734	(3.4%)

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%)
2010	2,363,734	(3.4%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN CONVENTION ATTENDANCE

Month	2009	2010	Percent Change
Jan	10,818	5,453	(49.6%)
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%)
Jul	8,556	4,108	(52.0%)
Aug	5,227	2,812	(46.2%)
Sep	7,500	5,358	(28.6%)
Oct	15,377	11,062	(28.1%)
Nov	8,699	6,102	(29.9%)
Dec	2,912	2,117	(27.3%)
Total	113,015	74,605	(34.0%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2009	2010	Percent Change
Jan	209,413	178,314	(14.9%)
Feb	205,855	204,604	(0.6%)
Mar	234,186	231,479	(1.2%)
Apr	220,239	213,466	(3.1%)
May	213,377	202,750	(5.0%)
Jun	211,289	210,590	(0.3%)
Jul	238,480	245,678	3.0%
Aug	226,920	223,223	(1.6%)
Sep	190,511	197,168	3.5%
Oct	194,219	209,515	7.9%
Nov	170,373	181,953	6.8%
Dec	145,293	154,971	6.7%
Total	2,460,155	2,453,711	(0.3%)

SOURCE: Las Vegas Convention and Visitors Authority

2010 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2009	2010	Net Change
1	Apr 22-23	96.6%	99.6%	3.0
2	Aug 13-14	91.6%	98.5%	6.9
3	Jul 2-4	88.5%	94.1%	5.6
4	Feb 19-20	87.7%	93.2%	5.5
5	May 28-30	74.4%	93.2%	18.8
6	Mar 26-27	90.1%	92.7%	2.6
7	Jul 30-31	88.0%	92.4%	4.4
8	Aug 6-7	95.1%	92.4%	(2.7)
9	Jun 25-26	87.1%	91.3%	4.2
10	Sep 3-5	84.0%	91.3%	7.3
11	Sep 24-25	79.9%	91.0%	11.1
12	Jul 23-24	89.4%	90.3%	0.9
13	Jul 16-17	89.9%	89.6%	(0.3)
14	Dec 31,10 - Jan 1,11	85.7%	89.5%	3.8
15	Aug 20-21	84.0%	89.4%	5.4
16	Mar 19-20	87.3%	88.9%	1.6
17	Oct 8-9	78.0%	87.5%	9.5
18	Feb 12-13	88.6%	87.3%	(1.3)
19	Jun 18-19	87.8%	86.0%	(1.8)
20	Dec 31,09 -Jan 2,10	77.1%	85.7%	8.6
21	Apr 9-10	66.6%	84.9%	18.3
22	Apr 30-May 1	84.3%	84.7%	0.4
23	Oct 15-16	73.8%	84.7%	10.9
24	Oct 1-2	77.2%	84.5%	7.3
25	Sep 17-18	81.3%	84.1%	2.8
26	Jul 9-10	85.9%	82.8%	(3.1)
27	Mar 12-13	87.5%	81.6%	(5.9)
28	Nov 25-27	74.9%	81.4%	6.5
29	Aug 27-28	87.5%	81.3%	(6.2)
30	Feb 26-27	80.2%	79.7%	(0.5)
31	Oct 22-23	73.0%	79.4%	6.4
32	May 14-15	90.4%	79.2%	(11.2)
33	May 21-22	94.1%	79.2%	(14.9)
34	Apr 16-17	90.5%	77.0%	(13.5)
35	Jun 11-12	77.6%	77.0%	(0.6)
36	Nov 12-13	65.0%	76.1%	11.1
37	Jun 4-5	76.8%	75.3%	(1.5)
38	Jan 15-17	72.4%	74.0%	1.6
39	Sep 10-11	73.6%	73.3%	(0.3)
40	Feb 5-6	66.8%	71.7%	4.9
41	May 7-8	76.7%	68.4%	(8.3)
42	Apr 2-3	89.7%	68.3%	(21.4)
43	Mar 5-6	69.7%	66.8%	(2.9)
44	Nov 5-6	65.0%	65.7%	0.7
45	Oct 29-30	54.1%	64.3%	10.2
46	Jan 29-30	78.0%	61.1%	(16.9)
47	Dec 10-11	44.6%	57.7%	13.1
48	Dec 3-4	47.4%	57.5%	10.1
49	Dec 23-24	57.0%	55.3%	(1.7)
50	Nov 19-20	49.2%	51.8%	2.6
51	Jan 22-23	78.6%	51.1%	(27.5)
52	Jan 8-9	60.2%	48.4%	(11.8)
53	Dec 17-18	29.7%	36.7%	7.0

LAUGHLIN OCCUPANCY

Month	2009	2010	Change
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%	61.4%	(3.2)
Jun	66.1%	65.9%	(0.2)
Jul	72.2%	74.4%	2.2
Aug	68.7%	67.6%	(1.1)
Sep	59.6%	63.5%	3.9
Oct	58.8%	65.3%	6.5
Nov	53.3%	58.6%	5.3
Dec	44.0%	48.3%	4.3
Total	63.3%	63.7%	0.4

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN OCCUPANCY - MIDWEEK

Month	2009	2010	Change
Jan	58.0% r	46.0%	(12.0)
Feb	63.0%	61.6%	(1.4)
Mar	66.5% r	65.8%	(0.7)
Apr	62.7%	60.0%	(2.7)
May	53.4% r	51.7%	(1.7)
Jun	60.2%	59.9%	(0.3)
Jul	64.5% r	65.7%	1.2
Aug	60.2%	59.7%	(0.5)
Sep	50.8% r	54.0%	3.2
Oct	52.9%	58.3%	5.4
Nov	48.4%	53.6%	5.2
Dec	49.9%	48.3%	(1.6)
Total	57.0%	56.9%	(0.1)

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN OCCUPANCY - WEEKEND

Month	2009	2010	Change
Jan	73.2% r	66.7%	(6.5)
Feb	81.7%	83.5%	1.8
Mar	83.7% r	82.5%	(1.2)
Apr	85.9%	82.7%	(3.2)
May	54.9% r	81.8%	26.9
Jun	82.3%	82.4%	0.1
Jul	89.4% r	90.2%	0.8
Aug	89.4% r	90.4%	1.0
Sep	80.2% r	85.6%	5.4
Oct	71.2%	80.1%	8.9
Nov	64.8%	70.2%	5.4
Dec	46.0%	49.9%	3.9
Total	77.6%	79.1%	1.5

r = Revised

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
	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%
Jul	6,176	6,648	7.6%
Aug	5,774	6,190	7.2%
Sep	5,734	6,051	5.5%
Oct	5,989	6,062	1.2%
Nov	6,039	4,440	(26.5%)
Dec	5,825	4,025	(30.9%)
Average	6,192	6,199	0.1%

Note: Pat Tillman - Mike O'Callaghan Memorial Bridge opened Oct. 16, 2010

SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	2009	2010	Percent Change
Jan	23,224	20,295	(12.6%)
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%
Jul	15,004	19,237	28.2%
Aug	17,002	19,141	12.6%
Sep	16,028	19,720	23.0%
Oct	17,009	21,144	24.3%
Nov	18,570	23,016	23.9%
Dec	7,286	8,039	10.3%
Total	217,831	242,777	11.5%

SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN GROSS GAMING REVENUE

Month	2009	2010	Percent Change
Jan	\$46,033,000	\$39,535,000	(14.1%)
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%)
Jul	39,270,000	38,643,000	(1.6%)
Aug	38,144,000	36,342,000	(4.7%)
Sep	39,059,000	39,611,000	1.4%
Oct	36,949,000	38,442,000	4.0%
Nov	39,452,000	39,345,000	(0.3%)
Dec	33,063,000	35,597,000	7.7%
Total	\$492,514,000	\$482,388,000	(2.1%)

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%)
2010	482,388,000	(2.1%)

SOURCE: Las Vegas Convention and Visitors Authority

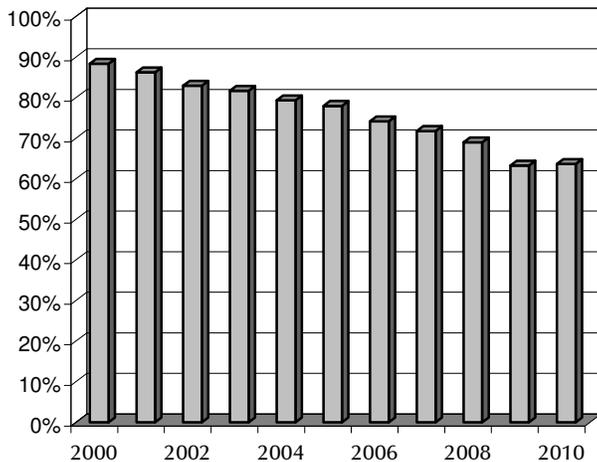
HISTORICAL LAUGHLIN HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

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
2010	63.7%	10,350

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

Laughlin Occupancy



HISTORICAL LAUGHLIN AUTO TRAFFIC

(State Route 163)

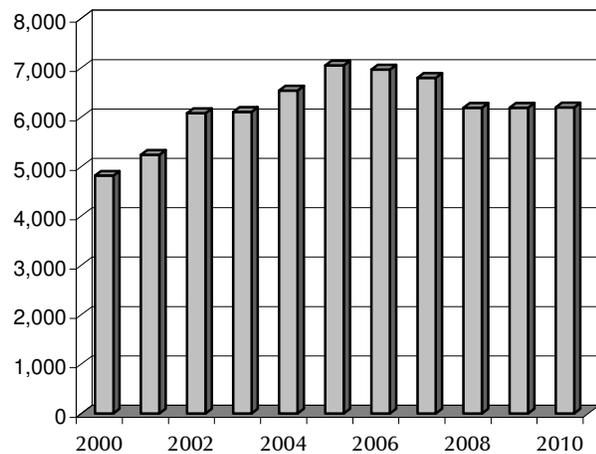
Year	Total Vehicles	Percent Change
1993	4,367	N/A*
1994	4,733	8.4%
1995	4,611	(2.6%)
1996	4,836	4.9%
1997	4,883	1.0%
1998	5,025	2.9%
1999	4,965	(1.2%)
2000	4,819	(3.0%)
2001	5,244	8.8%
2002	6,088	16.1%
2003	6,113	0.4%
2004	6,541	7.0%
2005	7,053	7.8%
2006	6,969	(1.2%)
2007	6,797	(2.5%)
2008	6,193 r	(8.9%)
2009	6,192	(0.0%)
2010	6,199	0.1%

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	2009	2010	Change
Visitor Volume	1,076,162	995,120	(7.5%)
Room Inventory	1,790	1,767	(1.3%)
Occupancy Level	83.3%	80.2%	(3.1)
Average Daily Room Rate	\$54.86	\$51.41	(6.3%)
Room Nights Occupied	561,334	521,485	(7.1%)
Gross Gaming Revenue	\$120,109,000	\$115,774,000	(3.6%)
Average Daily Traffic			
Hwy I-15 at NV/AZ border	21,961	22,264	1.4%

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

MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2006	2007	2008	2009	2010
First vs. Repeat					
First time visitor	11%	11%	10%	9%	9%
Repeat visitor	89%	89%	90%	91%	91%
Purpose of Current Visit					
Vacation/pleasure	15%	10%	12%	5%	3%
Gamble	14%	15%	13%	16%	16%
Just passing through	30%	33%	39%	35%	32%
Other	41%	42%	36%	44%	49%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.0	2.1	2.1	2.1
Number of visits in past year	8.3	7.9	6.4	7.7	8.8
Adults in party	2.1	2.1	2.1	2.1	2.1
Nights stayed	1.9	1.7	1.8	1.7	1.8
Visitors with children	4%	3%	3%	4%	4%
Expenditures Per Visitor					
Food & drink (per trip)	\$62.99	\$56.42	\$50.34	\$49.07	\$51.22
Transportation (per trip)	\$1.02	\$1.62	\$2.76	\$1.72	\$2.97
Recreational Activities (per trip)	\$7.64	\$8.68	\$6.62	\$9.58	\$6.18
Shows (per trip)	\$0.33	\$0.92	\$0.13	\$0.42	\$0.75
Other (per trip)	\$3.86	\$3.32	\$3.40	\$1.98	\$1.87
Gambling Behavior					
Gambled while in Mesquite	89%	92%	93%	92%	96%
Daily hours gambled	3.7	3.4	3.5	3.6	3.5
Gambling Budget (per trip)	\$273.68	\$280.19	\$274.78	\$270.85	\$239.77
Average Age					
Age	59.1	58.9	59.0	59.8	58.8

During the calendar year 2010, 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.

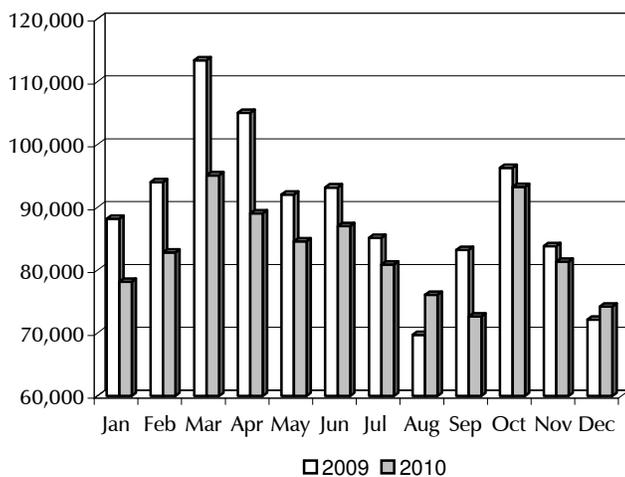
SOURCE: Las Vegas Convention and Visitors Authority - 2010 Mesquite Visitor Profile Study

MESQUITE VISITOR VOLUME

Month	2009	2010	Percent 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%)
Jul	85,160	80,899	(5.0%)
Aug	69,715	76,096	9.2%
Sep	83,232	72,630	(12.7%)
Oct	96,268	93,239	(3.1%)
Nov	83,846	81,329	(3.0%)
Dec	72,128	74,215	2.9%
Total	1,076,162	995,120	(7.5%)

SOURCE: Las Vegas Convention and Visitors Authority

Visitor Volume



MESQUITE ROOM NIGHTS OCCUPIED

Month	2009	2010	Percent Change
Jan	45,997	40,952	(11.0%)
Feb	49,034	43,404	(11.5%)
Mar	59,139	49,830	(15.7%)
Apr	54,794	46,665	(14.8%)
May	48,007	44,337	(7.6%)
Jun	48,594	45,591	(6.2%)
Jul	44,420	42,394	(4.6%)
Aug	36,364	39,878	9.7%
Sep	43,414	38,061	(12.3%)
Oct	50,214	48,861	(2.7%)
Nov	43,735	42,620	(2.5%)
Dec	37,622	38,892	3.4%
Total	561,334	521,485	(7.1%)

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
	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%
Jul	24,892	25,567	2.7%
Aug	23,833	24,471	2.7%
Sep	22,187	22,420	1.1%
Oct	21,556	22,442	4.1%
Nov	20,847	21,426	2.8%
Dec	20,128	19,538	(2.9%)
Average	21,961	22,264	1.4%

SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE GAMING REVENUE

Month	2009	2010	Percent 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%)
Jul	8,416,000	8,446,000	0.4%
Aug	8,486,000	8,252,000	(2.8%)
Sep	9,075,000	8,298,000	(8.6%)
Oct	10,275,000	10,217,000	(0.6%)
Nov	9,672,000	9,473,000	(2.1%)
Dec	9,220,000	9,402,000	2.0%
Total	\$120,109,000	\$115,774,000	(3.6%)

SOURCE: Nevada Gaming Control Board

2010 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2009	2010	Net Change
1	Feb 12-13	97.9%	99.7%	1.8
2	Mar 19-20	99.0%	99.4%	0.4
3	Mar 12-13	98.8%	99.4%	0.6
4	Oct 15-16	97.1%	98.8%	1.7
5	Feb 19-20	92.1%	98.8%	6.7
6	Apr 16-17	98.3%	98.1%	(0.2)
7	Mar 5-6	92.0%	97.9%	5.9
8	Feb 26-27	99.2%	97.6%	(1.6)
9	Jan 29-30	86.2%	97.6%	11.4
10	Apr 2-3	99.4%	97.4%	(2.0)
11	Oct 1-2	90.7%	97.1%	6.4
12	Nov 19-20	78.3%	95.7%	17.4
13	Oct 8-9	90.8%	95.6%	4.8
14	Apr 9-10	94.1%	95.5%	1.4
15	Oct 22-23	95.3%	95.4%	0.1
16	Oct 29-30	92.4%	94.9%	2.5
17	Mar 26-27	99.5%	93.4%	(6.1)
18	Jun 4-5	96.5%	93.3%	(3.2)
19	Jan 15-17	92.2%	93.3%	1.1
20	Nov 25-27	93.9%	93.2%	(0.7)
21	May 14-15	94.8%	93.1%	(1.7)
22	Apr 23-24	93.9%	93.0%	(0.9)
23	Apr 30-May 1	96.5%	92.9%	(3.6)
24	Jul 30-31	88.4%	92.6%	4.2
25	Nov 5-6	94.2%	92.5%	(1.7)
26	Nov 12-13	92.2%	91.2%	(1.0)
27	Sep 24-25	95.3%	90.9%	(4.4)
28	Dec 31, 09-Jan 2, 10	82.4%	90.9%	8.5
29	Jul 23-24	95.4%	89.8%	(5.6)
30	Jun 25-26	94.1%	89.5%	(4.6)
31	Aug 13-14	82.4%	89.0%	6.6
32	Dec 31, 10-Jan 1, 11	90.9%	88.6%	(2.3)
33	Feb 5-6	87.4%	88.5%	1.1
34	Sep 3-5	90.3%	88.1%	(2.2)
35	May 28-30	91.0%	87.9%	(3.1)
36	Jul 2-4	83.2%	87.4%	4.2
37	Jun 11-12	94.9%	87.1%	(7.8)
38	Aug 6-7	86.1%	86.5%	0.4
39	Jan 22-23	83.2%	86.2%	3.0
40	Jun 18-19	90.6%	85.2%	(5.4)
41	Dec 10-11	63.5%	85.2%	21.7
42	Jul 16-17	87.0%	84.8%	(2.2)
43	Jul 9-10	81.5%	84.7%	3.2
44	Aug 20-21	79.2%	82.0%	2.8
45	May 21-22	95.6%	80.9%	(14.7)
46	Jan 8-9	64.0%	79.8%	15.8
47	May 7-8	88.0%	78.4%	(9.6)
48	Dec 3-4	79.1%	76.5%	(2.6)
49	Sep 17-18	87.3%	75.9%	(11.4)
50	Aug 27-28	75.0%	74.3%	(0.7)
51	Dec 17-18	65.6%	66.1%	0.5
52	Sep 10-11	86.0%	63.8%	(22.2)
53	Dec 23-24	56.0%	54.0%	(2.0)

MESQUITE OCCUPANCY

Month	2009	2010	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)
Jul	80.5%	76.4%	(4.1)
Aug	65.9%	72.8%	6.9
Sep	81.3%	71.8%	(9.5)
Oct	91.0%	89.2%	(1.8)
Nov	81.9%	80.4%	(1.5)
Dec	67.8%	71.0%	3.2
Total	83.3%	80.2%	(3.1)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE OCCUPANCY - MIDWEEK

Month	2009	2010	Change
Jan	70.7%	63.6%	(7.1)
Feb	85.5%	81.9%	(3.6)
Mar	95.9%	87.1%	(8.8)
Apr	90.7%	83.1%	(7.6)
May	83.5%	76.9%	(6.6)
Jun	89.9%	83.5%	(6.4)
Jul	77.6%	70.1%	(7.5)
Aug	59.5%	69.3%	9.8
Sep	77.7%	68.0%	(9.7)
Oct	89.9%	85.8%	(4.1)
Nov	78.4%	74.9%	(3.5)
Dec	69.0%	70.4%	1.4
Total	80.9%	76.4%	(4.5)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE OCCUPANCY - WEEKEND

Month	2009	2010	Change
Jan	82.6%	90.0%	7.4
Feb	94.6%	96.5%	1.9
Mar	97.3%	97.5%	0.2
Apr	96.4%	95.7%	(0.7)
May	93.4%	86.1%	(7.3)
Jun	94.0%	88.8%	(5.2)
Jul	86.6%	87.8%	1.2
Aug	81.5%	83.0%	1.5
Sep	89.8%	80.6%	(9.2)
Oct	93.3%	96.4%	3.1
Nov	90.1%	93.2%	3.1
Dec	64.9%	72.5%	7.6
Total	88.6%	89.0%	0.4

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%)
2010	995,120	(7.5%)

* 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 e	(1.1%)
2008	22,016	(7.0%)
2009	21,961	(0.2%)
2010	22,264	1.4%

* NOTE: Data not available prior to 1999

e-estimate as partial NDOT data unavailable 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
2010	80.2%	1,767

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%)
2010	115,774,000	(3.6%)

* 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

Semiannually

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.

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 (\$80), 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.