



**2011**

*Mid-Year Summary*  
*Volume 38 - Number 153*

***Marketing Bulletin***

# LAS VEGAS MARKETING BULLETIN

Mid Year 2011: Volume 38, Number 153

Las Vegas Convention and Visitors Authority  
3150 Paradise Road Las Vegas, NV 89109-9096  
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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.

# LAS VEGAS VISITOR STATISTICS

Visitation Indicator	January - June		Change
	2010	2011	
<b>Visitor Volume</b>	18,528,206	19,465,171	5.1%
<b>Room Inventory (as of June 30)</b>	148,524	148,733	0.1%
<b>Room Tax/LVCVA's Portion</b>	\$83,387,002	\$98,446,460	18.1%
<b>Conventions</b>			
Attendance	2,569,101	2,754,935	7.2%
Number Held	9,394	9,258	(1.4%)
<b>Occupancy Levels</b>			
Total	80.3%	84.9%	4.5
Hotel	83.7%	87.5%	3.8
Motel	49.8%	60.7%	10.9
Weekend	88.8%	92.1%	3.4
Midweek	76.4%	81.8%	5.3
<b>Average Daily Room Rate</b>	\$95.83	\$105.53	10.1%
<b>Total Room Nights Occupied</b>	21,509,428	22,873,095	6.3%
<b>Gross Gaming Revenue</b>			
Clark County	\$4,416,570,000 r	\$4,670,722,000	5.8%
Strip	\$2,800,508,000	\$3,038,387,000	8.5%
Downtown	\$254,200,000	\$254,062,000	(0.1%)
Boulder Strip	\$393,424,000 r	\$404,883,000	2.9%
<b>Enplaned/Deplaned Airline Passengers</b>			
Total	19,613,828 r	20,351,328	3.8%
<b>Automobile Traffic</b>			
Average Daily Traffic			
All Major Highways	97,959 *	98,721 *	0.8%
I-15 at CA/NV Border	38,687	38,568	(0.3%)

r = Revised

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

\* Note - To reflect the altered traffic patterns related to the opening of the Hoover Dam Bypass Bridge in Q4 2010, the calculation of "Avg. Daily Auto Traffic: All Major Highways" has been revised.

## LAS VEGAS VISITOR VOLUME

Month	2010	2011	Percentage Change
Jan	2,877,716	3,126,364	8.6%
Feb	2,856,456	2,884,587	1.0%
Mar	3,224,697	3,406,385	5.6%
Apr	3,199,541	3,354,283	4.8%
May	3,262,831	3,369,262	3.3%
Jun	3,106,965	3,324,290	7.0%
<b>Total</b>	<b>18,528,206</b>	<b>19,465,171</b>	<b>5.1%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## LAS VEGAS VISITOR PROFILE

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

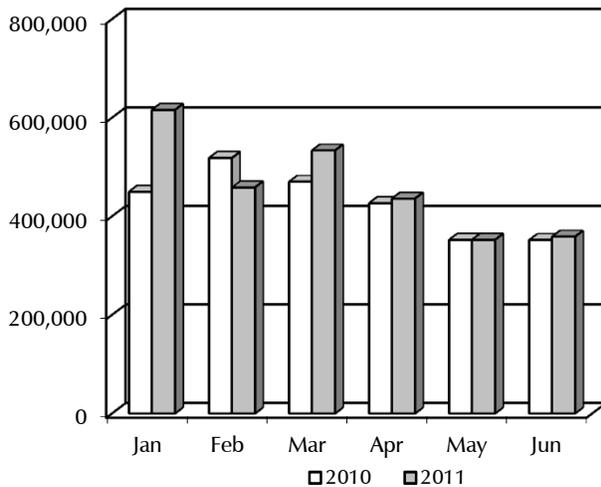
# CONVENTION ANALYSIS

## CONVENTION ATTENDANCE

Convention attendance increased by 7.2% when compared with the first six months of 2010.

Month	2010	2011	Change
Jan	449,917	615,854	36.9%
Feb	518,394	458,623	(11.5%)
Mar	470,005	533,579	13.5%
Apr	426,697	435,934	2.2%
May	352,357	352,303	(0.0%)
Jun	351,731	358,642	2.0%
<b>Total</b>	<b>2,569,101</b>	<b>2,754,935</b>	<b>7.2%</b>

### Convention Attendance



SOURCE: Las Vegas Convention and Visitors Authority

## CONVENTIONS & MEETINGS HELD

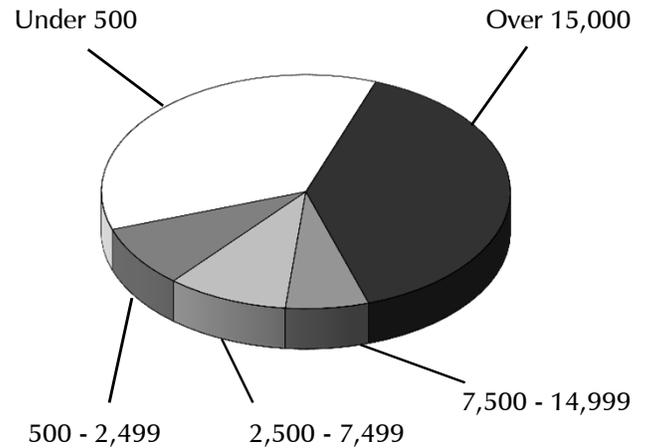
The number of conventions held decreased by -1.4% when compared with the first six months of 2010.

Month	2009	2010	Change
Jan	1,197	1,193	(0.3%)
Feb	1,616	1,312	(18.8%)
Mar	1,772	1,710	(3.5%)
Apr	1,818	1,837	1.0%
May	1,577	1,753	11.2%
Jun	1,414	1,453	2.8%
<b>Total</b>	<b>9,394</b>	<b>9,258</b>	<b>(1.4%)</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	1,087,631	39.5%
7,500-14,999	181,065	6.6%
2,500-7,499	264,088	9.6%
500-2,499	235,758	8.6%
Under 500	986,393	35.8%
<b>Total</b>	<b>2,754,935</b>	<b>100.0%</b>



SOURCE: Las Vegas Convention and Visitors Authority

## TOP CITIES RANKED BY TSNN TOP 250 U.S. TRADESHOWS

City	Number of Top 250 Shows	Market Share
Las Vegas	60	30.0%
Orlando	26	13.0%
Chicago	22	11.0%
New York City	19	9.5%
Anaheim	12	6.0%
Atlanta	12	6.0%
New Orleans	10	5.0%
Dallas	7	3.5%
San Diego	7	3.5%
Louisville	5	2.5%
San Francisco	4	2.0%
Boston	3	1.5%
Indianapolis	3	1.5%

# HOTEL VS. MOTEL OCCUPANCY

During the first six months of 2011, citywide occupancy levels for Las Vegas were up 4.5 points compared to 2010. Hotel properties experienced a 3.8 point increase in occupancy for the timeframe and motel occupancy increased 10.9 points during the same period.

Month	Citywide			Hotels			Motels		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	71.1%	79.0%	7.9	74.8%	81.8%	7.0	38.2%	53.7%	15.5
Feb	79.7%	80.6%	0.9	82.5%	83.3%	0.8	54.1%	55.9%	1.8
Mar	82.4%	87.2%	4.8	85.4%	89.5%	4.1	55.7%	66.3%	10.6
Apr	84.0%	87.7%	3.7	86.9%	90.8%	3.9	57.5%	59.7%	2.2
May	82.6%	86.1%	3.5	86.2%	88.5%	2.3	50.1%	64.3%	14.2
Jun	82.1%	88.5%	6.4	86.4%	91.3%	4.9	43.1%	64.1%	21.0
Year-to-Date	80.3%	84.9%	4.5	83.7%	87.5%	3.8	49.8%	60.7%	10.9

## LAS VEGAS 2011 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

Month	Citywide			Weekend			Midweek		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	71.1%	79.0%	7.9	81.5%	86.1%	4.6	64.6%	75.6%	11.0
Feb	79.7%	80.6%	0.9	87.9%	89.5%	1.6	75.8%	76.4%	0.6
Mar	82.4%	87.2%	4.8	90.3%	95.3%	5.0	79.7%	84.4%	4.7
Apr	84.0%	87.7%	3.7	92.6%	93.2%	0.6	80.3%	85.0%	4.7
May	82.6%	86.1%	3.5	90.5%	94.2%	3.7	78.8%	82.8%	4.0
Jun	82.1%	88.5%	6.4	89.7%	94.5%	4.8	79.3%	86.3%	7.0
Year-to-Date	80.3%	84.9%	4.5	88.8%	92.1%	3.4	76.4%	81.8%	5.3

## LAS VEGAS 2011 STRIP VS. DOWNTOWN OCCUPANCY AVERAGES

	Citywide			Strip			Downtown		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	71.1%	79.0%	7.9	75.8%	82.4%	6.6	69.2%	78.1%	8.9
Feb	79.7%	80.6%	0.9	82.9%	83.6%	0.7	80.4%	79.5%	(0.9)
Mar	82.4%	87.2%	4.8	86.6%	89.8%	3.2	80.1%	87.4%	7.3
Apr	84.0%	87.7%	3.7	87.9%	91.2%	3.3	81.2%	89.1%	7.9
May	82.6%	86.1%	3.5	87.5%	88.9%	1.4	77.2%	82.2%	5.0
Jun	82.1%	88.5%	6.4	87.8%	91.8%	4.0	75.2%	87.3%	12.1
Year-to-Date	80.3%	84.9%	4.5	84.8%	88.0%	3.2	77.1%	83.9%	6.8

SOURCE: Las Vegas Convention and Visitors Authority

[WWW.VISITLASVEGAS.COM](http://WWW.VISITLASVEGAS.COM)

The Las Vegas Convention and Visitors Authority designed **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](http://WWW.LVCVA.COM)

**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.

# HOTEL VS. MOTEL OCCUPANCY

## WEEKEND OCCUPANCY RANKING

### Top Weekends - First Six Months of 2011

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 2011.

Rank	Date	Citywide	Hotel	Motel
1	Jun 24-25	98.3%	98.8%	94.4%
2	Mar 18-19	97.7%	98.5%	90.9%
3	Mar 25-26	96.7%	97.4%	90.1%
4	Apr 15-16	96.3%	97.8%	82.5%
5	May 27-29	95.5%	96.8%	83.6%
6	May 20-21	94.8%	96.8%	76.5%
7	Jun 17-18	94.5%	96.8%	74.3%
8	Mar 11-12	94.2%	95.7%	80.7%
9	Jan 7-8	94.1%	95.8%	78.4%
10	Feb 18-20	93.7%	95.3%	79.0%
11	Apr 29-30	93.4%	96.0%	69.8%
12	Jun 3-4	93.4%	96.0%	70.7%
13	May 6-7	93.2%	95.3%	74.3%
14	Apr 8-9	92.7%	94.9%	72.4%
15	May 13-14	92.5%	94.9%	70.6%
16	Mar 4--5	92.5%	94.2%	77.4%
17	Apr 1-2	92.0%	94.5%	69.6%
18	Jun 10-11	91.7%	94.0%	72.4%
19	Apr 22-23	91.6%	94.6%	64.6%
20	Dec 31-Jan1	91.0%	92.4%	77.7%
21	Feb 11-12	90.0%	92.2%	70.3%
22	Feb 25-26	89.1%	91.9%	63.8%
23	Jan 14-16	85.1%	88.3%	55.8%
24	Feb 4-5	83.1%	86.2%	54.6%
25	Jan 21-22	81.9%	85.3%	51.2%
26	Jan 28-29	81.5%	84.7%	52.0%

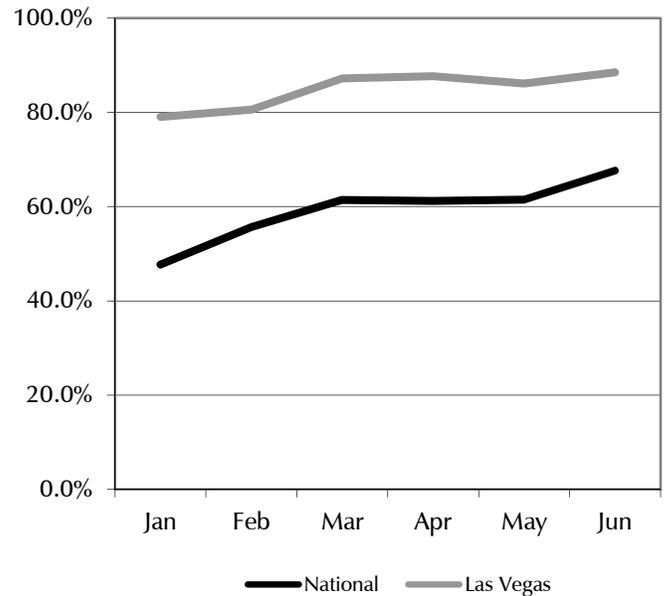
SOURCE: Las Vegas Convention and Visitors Authority

## 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	47.7%	79.0%	31.3
Feb	55.7%	80.6%	24.9
Mar	61.4%	87.2%	25.8
Apr	61.2%	87.7%	26.5
May	61.5%	86.1%	24.6
Jun	67.6%	88.5%	20.9
Year-to-Date	59.2%	84.9%	25.7

### Las Vegas vs. National Occupancy



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

# GAMING SUMMARY

## CLARK COUNTY GROSS GAMING REVENUE

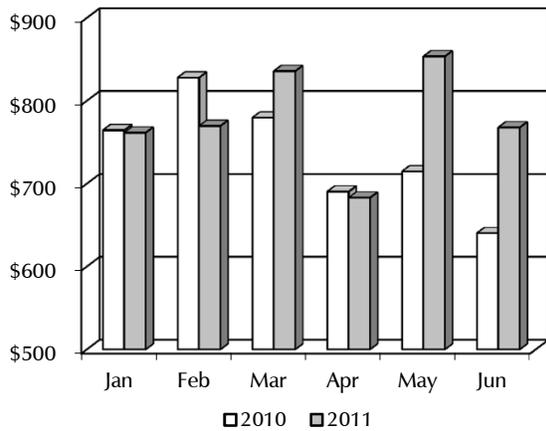
The table below shows Clark County's gross gaming revenue for the first six months of 2011 compared to the same time period in 2010.

Month	2010	2011	Percent Change
Jan	\$764,369,000 r	\$761,354,000	(0.4%)
Feb	827,798,000 r	769,531,000	(7.0%)
Mar	779,491,000 r	835,683,000	7.2%
Apr	690,191,000 r	682,945,000	(1.0%)
May	714,640,000 r	853,491,000	19.4%
Jun	640,081,000 r	767,718,000	19.9%
Total	\$4,416,570,000 r	\$4,670,722,000	5.8%

r = Revised

### Clark County Gross Gaming Revenue

Millions



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 2011. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	251,000	31.8%	22.8%
Feb	252,800	31.9%	22.9%
Mar	257,400	32.0%	23.1%
Apr	261,600	32.5%	23.4%
May	262,500	32.6%	23.4%
Jun	264,000	32.9%	23.6%

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	2010	2011	Percent Change
Jan	\$210	\$192	(8.2%)
Feb	235	212	(9.8%)
Mar	184	191	4.3%
Apr	167	156	(6.5%)
May	172	207	20.2%
Jun	156	184	17.7%
Total	\$186	\$190	2.1%

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

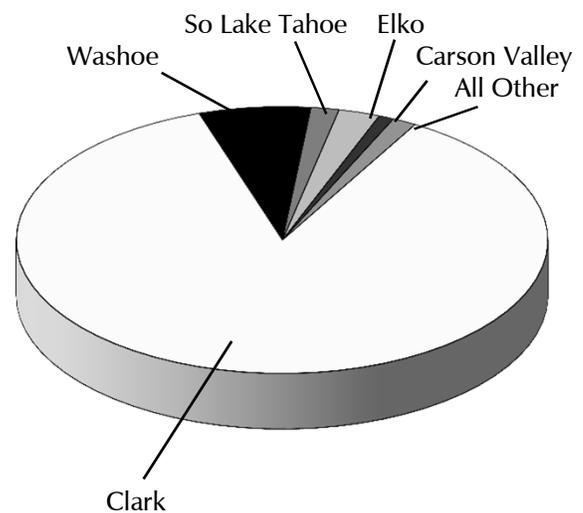
SOURCE: Las Vegas Convention and Visitors Authority

## NEVADA TAXABLE GAMING REVENUE

### First Six Months 2011 - County Analysis

County	January - June	Percent of Total State
Clark	\$4,670,721,227	86.6%
Washoe	366,261,794	6.8%
Elko	92,154,082	1.7%
So Lake Tahoe Area	135,838,544	2.5%
Carson Valley Area	49,896,690	0.9%
All Other	78,908,198	1.5%
Total State	\$5,393,780,535	100.0%

### Nevada Taxable Gaming Revenue



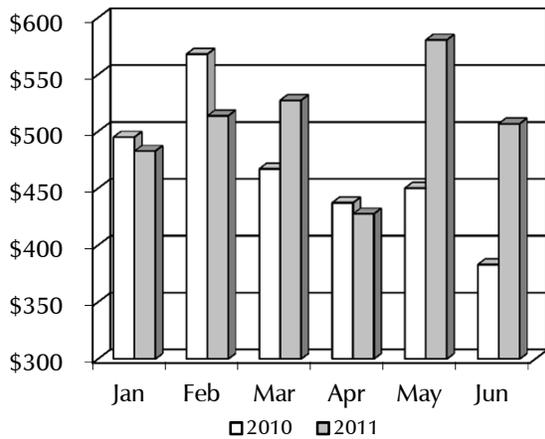
SOURCE: Nevada Gaming Control Board - Quarterly Report

# GAMING SUMMARY

## LAS VEGAS STRIP GROSS GAMING REVENUE

	2010	2011	Percent Change
Jan	\$495,038,000	\$482,732,000	(2.5%)
Feb	567,978,000	513,707,000	(9.6%)
Mar	467,075,000	527,297,000	12.9%
Apr	437,281,000	427,531,000	(2.2%)
May	450,177,000	580,413,000	28.9%
Jun	382,959,000	506,707,000	32.3%
<b>Total</b>	<b>\$2,800,508,000</b>	<b>\$3,038,387,000</b>	<b>8.5%</b>

Millions

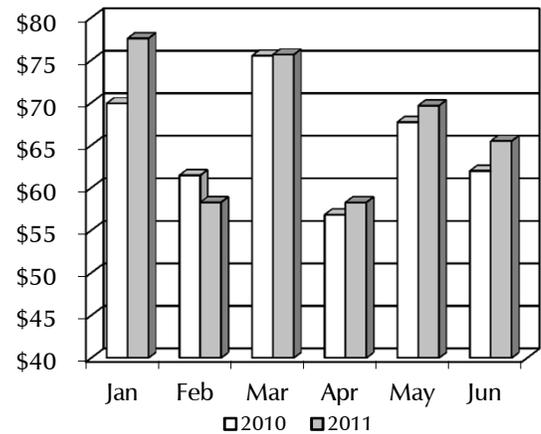


## BOULDER STRIP GROSS GAMING REVENUE

	2010	2011	Percent Change
Jan	\$69,920,000 r	\$77,553,000	10.9%
Feb	61,461,000	58,284,000	(5.2%)
Mar	75,514,000 r	75,639,000	0.2%
Apr	56,835,000 r	58,274,000	2.5%
May	67,712,000 r	69,646,000	2.9%
Jun	61,982,000 r	65,487,000	5.7%
<b>Total</b>	<b>\$393,424,000 r</b>	<b>\$404,883,000</b>	<b>2.9%</b>

r = Revised

Millions

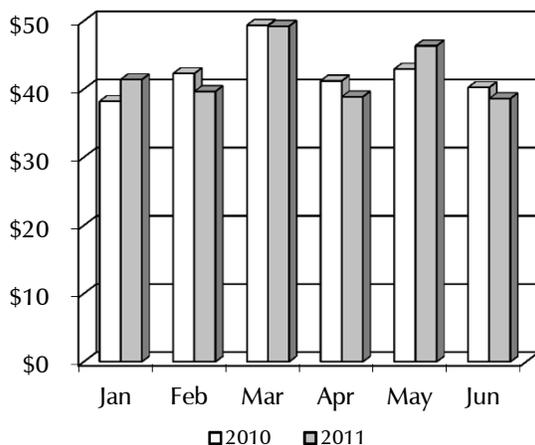


## DOWNTOWN GROSS GAMING REVENUE

	2010	2011	Percent Change
Jan	\$38,194,000 r	\$41,385,000	8.4%
Feb	42,277,000	39,646,000	(6.2%)
Mar	49,357,000	49,224,000	(0.3%)
Apr	41,192,000	38,866,000	(5.6%)
May	42,943,000	46,338,000	7.9%
Jun	40,237,000	38,603,000	(4.1%)
<b>Total</b>	<b>\$254,200,000 r</b>	<b>\$254,062,000</b>	<b>(0.1%)</b>

r = Revised

Millions

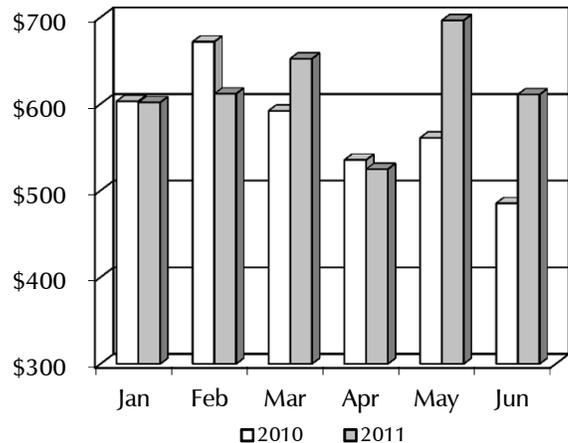


## LAS VEGAS MSA\* GROSS GAMING REVENUE

	2010	2011	Percent Change
Jan	\$603,152,000 r	\$601,670,000	(0.2%)
Feb	671,716,000	611,637,000	(8.9%)
Mar	591,946,000	652,160,000	10.2%
Apr	535,308,000 r	524,671,000	(2.0%)
May	560,832,000 r	696,397,000	24.2%
Jun	485,178,000 r	610,797,000	25.9%
<b>Total</b>	<b>\$3,448,132,000 r</b>	<b>\$3,697,332,000</b>	<b>7.2%</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.

# AIRLINE STATISTICS

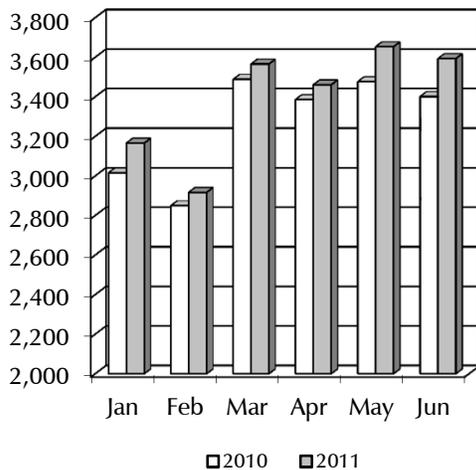
## McCARRAN AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

McCarran International Airport experienced a 3.8% increase in total passenger traffic during the first six months of 2011. An analysis of the monthly data follows:

Month	2010	2011	Percentage Change
Jan	3,015,368	3,165,368	5.0%
Feb	2,848,833	2,915,992	2.4%
Mar	3,487,552	3,564,841	2.2%
Apr	3,385,504	3,459,970	2.2%
May	3,476,021	3,652,634	5.1%
Jun	3,400,550	3,592,523	5.6%
<b>Total</b>	<b>19,613,828</b>	<b>20,351,328</b>	<b>3.8%</b>

### Total Enplaned/Deplaned Passengers

Thousands



SOURCE: McCarran International Airport

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

Month	Visitors 2011	% of Visitors Utilizing Air Transportation	Net Chg From 2010
Jan	3,126,364	39.4%	0.4
Feb	2,884,587	40.6%	2.2
Mar	3,406,385	41.7%	0.4
Apr	3,354,283	41.0%	0.4
May	3,369,262	42.6%	1.3
Jun	3,324,290	42.1%	1.3
<b>Total</b>	<b>19,465,171</b>	<b>41.3%</b>	<b>1.0</b>

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

## SCHEDULED AIRLINES AVERAGE DAILY SEAT CAPACITY

Month	2010	2011	Percentage Change
Jan	62,282	63,003	1.2%
Feb	62,630	63,344	1.1%
Mar	66,260	68,998	4.1%
Apr	66,321	68,234	2.9%
May	66,107	69,074	4.5%
Jun	65,931	69,027	4.7%
<b>Average</b>	<b>64,922</b>	<b>66,947</b>	<b>3.1%</b>

SOURCE: McCarran International Airport

## SCHEDULED AIRLINES AVERAGE DAILY FLIGHTS

### Inbound Only

Month	2010	2011	Percentage Change
Jan	431	439	1.9%
Feb	433	442	# 2.1%
Mar	456	481	# 5.4%
Apr	462	478	# 3.6%
May	464	486	# 4.7%
Jun	465	485	# 4.4%
<b>Average</b>	<b>452</b>	<b>469</b>	<b>3.7%</b>

SOURCE: McCarran International Airport

## SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2010	2011	Percentage Change
Jan	131	138	5.3%
Feb	131	137	4.6%
Mar	131	138	5.3%
Apr	134	140	4.5%
May	134	140	4.5%
Jun	132	139	5.3%
<b>Average</b>	<b>132</b>	<b>139</b>	<b>4.9%</b>

SOURCE: McCarran International Airport

## TOP FIVE SCHEDULED AIRLINES AIR PASSENGERS - JUNE YTD

Airline	2010	2011	Percentage Change
Southwest	7,707,542	7,899,804	2.5%
Delta *	2,178,736	2,241,916	2.9%
United *	1,379,412	1,208,453	(12.4%)
US Airways *	1,470,892	1,388,936	(5.6%)
American	1,136,195	1,227,622	8.0%

\* includes commuters

SOURCE: McCarran International Airport

# AIRLINE STATISTICS

## TOP 50 CITY MARKETS FOR AIRLINE TRAVEL TO LAS VEGAS

City	Deplaned Passengers					
	2008	% of Total	2009	% of Total	2010	% of Total
1 San Francisco*	1,128,790	5.3%	1,099,400	5.6%	1,083,350	5.7%
2 Los Angeles*	1,328,165	6.2%	1,160,955	5.9%	1,077,610	5.7%
3 New York*	885,965	4.2%	833,190	4.2%	803,430	4.2%
4 Chicago*	684,025	3.2%	611,110	3.1%	559,660	3.0%
5 Denver	464,825	2.2%	429,000	2.2%	444,700	2.3%
6 Seattle/Tacoma	454,605	2.1%	437,420	2.2%	406,835	2.1%
7 Phoenix	440,905	2.1%	382,530	2.0%	369,400	2.0%
8 Dallas*	393,900	1.9%	362,165	1.8%	353,260	1.9%
9 Detroit	381,665	1.8%	340,155	1.7%	340,205	1.8%
10 Houston*	325,570	1.5%	319,850	1.6%	307,445	1.6%
11 Boston/Providence/Manchester	310,595	1.5%	282,890	1.4%	285,045	1.5%
12 San Diego	357,510	1.7%	312,105	1.6%	277,830	1.5%
13 Atlanta	298,330	1.4%	259,975	1.3%	263,025	1.4%
14 Minneapolis/St. Paul	295,123	1.4%	265,365	1.4%	253,655	1.3%
15 Philadelphia	262,935	1.2%	253,235	1.3%	237,280	1.3%
16 Portland	253,365	1.2%	232,740	1.2%	223,015	1.2%
17 Washington, DC*	228,255	1.1%	213,890	1.1%	221,495	1.2%
18 Reno	257,315	1.2%	226,190	1.2%	214,020	1.1%
19 Milwaukee	173,805	0.8%	171,345	0.9%	213,185	1.1%
20 Honolulu	238,725	1.1%	243,898	1.2%	245,840	1.3%
21 Sacramento	237,935	1.1%	214,890	1.1%	191,855	1.0%
22 Baltimore	211,185	1.0%	194,985	1.0%	187,620	1.0%
23 Salt Lake City	225,540	1.1%	210,505	1.1%	181,690	1.0%
24 Bellingham	98,375	0.5%	127,645	0.7%	169,355	0.9%
25 Fort Lauderdale	160,145	0.8%	145,520	0.7%	158,970	0.8%
26 Cleveland	176,670	0.8%	169,605	0.9%	155,485	0.8%
27 Kansas City	179,345	0.8%	163,465	0.8%	152,300	0.8%
28 St. Louis	147,200	0.7%	151,070	0.8%	142,620	0.8%
29 San Antonio	144,435	0.7%	147,300	0.8%	142,020	0.7%
30 Orlando	164,935	0.8%	151,120	0.8%	141,875	0.7%
31 Pittsburgh	138,675	0.7%	138,225	0.7%	131,925	0.7%
32 Austin	133,950	0.6%	132,595	0.7%	131,495	0.7%
33 Indianapolis	175,425	0.8%	154,345	0.8%	130,610	0.7%
34 Tampa	145,235	0.7%	126,345	0.6%	125,010	0.7%
35 Columbus	140,790	0.7%	123,790	0.6%	110,850	0.6%
36 Albuquerque	116,360	0.5%	106,425	0.5%	107,860	0.6%
37 Charlotte	104,835	0.5%	104,455	0.5%	106,860	0.6%
38 Nashville	98,915	0.5%	101,915	0.5%	98,525	0.5%
39 Omaha	94,070	0.4%	98,940	0.5%	95,860	0.5%
40 Tucson	115,240	0.5%	99,470	0.5%	95,345	0.5%
41 Buffalo	103,820	0.5%	95,630	0.5%	93,975	0.5%
42 Miami	79,850	0.4%	76,075	0.4%	86,430	0.5%
43 Raleigh/Durham	101,060	0.5%	95,205	0.5%	84,815	0.4%
44 Oklahoma City	81,044	0.4%	77,095	0.4%	79,700	0.4%
45 New Orleans	79,995	0.4%	82,990	0.4%	77,140	0.4%
46 Hartford	76,195	0.4%	72,915	0.4%	69,245	0.4%
47 El Paso	76,130	0.4%	70,390	0.4%	68,380	0.4%
48 Spokane	65,560	0.3%	64,905	0.3%	65,545	0.3%
49 Cincinnati	42,545	0.2%	53,805	0.3%	60,810	0.3%
50 Louisville	57,215	0.3%	57,310	0.3%	54,775	0.3%

\* Multiple airports within the same metropolitan area.

# INTERNATIONAL VISITATION

## INTERNATIONAL VISITORS TO LAS VEGAS BY COUNTRY

Country	2009			2010		
	2009	Change From Prior Year	% of Total	2010	Change From Prior Year	% of Total
1 United Kingdom	343,000 <sup>D</sup>	(13.6%)	9.0%	385,000 <sup>D</sup>	12.2%	8.6%
2 Australia	164,000 <sup>D</sup>	1.9%	4.3%	197,000 <sup>D</sup>	20.1%	4.4%
3 Germany	140,000 <sup>D</sup>	(2.1%)	3.7%	178,000 <sup>D</sup>	27.1%	4.0%
4 France	118,000 <sup>D</sup>	3.5%	3.1%	160,000 <sup>D</sup>	35.6%	3.6%
5 China/Hong Kong	107,000 <sup>D</sup>	(6.1%)	2.8%	148,000 <sup>D</sup>	38.3%	3.3%
6 South Korea	76,000 <sup>D</sup>	(3.8%)	2.0%	122,000 <sup>D</sup>	60.5%	2.7%
7 Japan	108,000 <sup>D</sup>	(12.2%)	2.8%	105,000 <sup>D</sup>	(2.8%)	2.3%
All Other Overseas	797,000 <sup>D</sup>	(11.0%)	20.9%	919,000 <sup>D</sup>	15.3%	20.5%
<b>TOTAL OVERSEAS</b>	<b>1,853,000</b>	<b>17.8%</b>	<b>51.3%</b>	<b>2,214,000</b>	<b>19.5%</b>	<b>49.3%</b>
Canada (1)	1,683,000 <sup>A</sup>	8.1%	44.2%	1,996,000 <sup>A</sup>	18.6%	44.4%
Mexico (2)	276,000 <sup>C</sup>	(24.6%)	7.2%	282,000 <sup>C</sup>	2.2%	6.3%
<b>INT'L GRAND TOTAL</b>	<b>3,812,000</b>	<b>11.5%</b>	<b>100.0%</b>	<b>4,492,000</b>	<b>17.8%</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 2003-2010 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

# TRANSPORTATION STATISTICS

## LAS VEGAS AUTO TRAFFIC

The average daily traffic flow of automobiles traveling on the major highways leading in and out of Las Vegas increased by 0.8% during the first six months of 2011. A monthly breakdown follows:

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

Month	Average Daily Flow		Percentage
	2010	2011	Change
Jan	19,531	20,484	4.9%
Feb	21,577	21,114	(2.1%)
Mar	24,975	24,660	(1.3%)
Apr	26,218	25,347	(3.3%)
May	25,343	23,875	(5.8%)
Jun	27,793	25,879	(6.9%)
Average	24,240	23,560	(2.8%)

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

Month	Average Daily Flow		Percentage
	2010	2011	Change
Jan	12,659	13,267	4.8%
Feb	12,050	12,628	4.8%
Mar	12,221	12,808	4.8%
Apr	12,351	12,944	4.8%
May	12,361	12,954	4.8%
Jun	13,838	13,221 *	(4.5%)
Average	12,580	12,970	3.1%

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

Month	Average Daily Flow		Percentage
	2010	2011	Change
Jan	8,170	6,325	(22.6%)
Feb	9,091	6,826	(24.9%)
Mar	11,070	7,489	(32.3%)
Apr	10,428	7,362	(29.4%)
May	8,930	6,347	(28.9%)
Jun	9,156	6,345	(30.7%)
Average	9,474	6,782	(28.4%)

### Southeast Traffic (Hoover Dam Bridge)

Month	Average Daily Flow		Percentage
	2010	2011	Change
Jan	10,797	14,245	31.9%
Feb	11,800	16,948	43.6%
Mar	14,380	17,962	24.9%
Apr	13,963	17,738	27.0%
May	13,243	16,654	25.8%
Jun	13,686	17,495	27.8%
Average	12,978	16,840	29.8%

## LAS VEGAS AUTO TRAFFIC

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

Month	Average Daily Flow		Percentage
	2010	2011	Change
Jan	33,669	33,688	0.1%
Feb	35,337	35,817	1.4%
Mar	39,001	37,354	(4.2%)
Apr	40,619	41,998	3.4%
May	39,910	38,219	(4.2%)
Jun	43,587	44,333	1.7%
Average	38,687	38,568	(0.3%)

### Total (All Major Highways)

Month	Average Daily Flow**		Percentage
	2010	2011	Change
Jan	84,826	88,009	3.8%
Feb	89,855	93,333	3.9%
Mar	101,647	100,273	(1.4%)
Apr	103,579	105,389	1.7%
May	99,787	98,049	(1.7%)
Jun	108,060	107,273 *	(0.7%)
Average	97,959	98,721	0.8%

\* = Estimate

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

#### NOTE:

To reflect the altered traffic patterns related to the opening of the Hoover Dam Bypass Bridge in Q4 2010, the calculation of "Avg. Daily Auto Traffic: All Major Highways" has been revised.

SOURCE: Nevada Department of Transportation - Traffic Section

## NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2010	2011	Percentage
			Change
Jan	2,068,555	2,290,994	10.8%
Feb	1,961,564	1,999,298	1.9%
Mar	2,301,227	2,493,929	8.4%
Apr	2,126,067	2,338,804	10.0%
May	2,369,862	2,455,190	3.6%
Jun	2,121,068	2,340,455	10.3%
Total	12,948,343	13,918,670	7.5%

SOURCE: State of Nevada Taxicab Authority

# ROOM TAX & SALES TAX REVENUE

## LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$98.5 million during the first six months of 2011, an increase of 18.1% when compared with the same period in 2010.

Month	2010	2011	Percentage Change
Jan	\$13,645,061	\$16,095,162	18.0%
Feb	12,521,876	13,249,486	5.8%
Mar	14,269,161	18,884,116	32.3%
Apr	14,746,458	16,982,820	15.2%
May	15,046,747	16,956,005	12.7%
Jun	13,157,698	16,278,869	23.7%
<b>Total</b>	<b>\$83,387,002</b>	<b>\$98,446,460</b>	<b>18.1%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## ROOM TAX REVENUE EARNED BY ENTITY

### First Six Months - 2011

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 2010	Share of Total Collected
County	\$91,616,155	19.1%	93.1%
Las Vegas	4,357,274	8.1%	4.4%
Others (1)	2,473,030	2.6%	2.5%
<b>Total</b>	<b>\$98,446,460</b>	<b>18.1%</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, 2011

	Number of Properties	Rooms	Percent
Hotels	157	133,264	89.6%
Motels	138	15,469	10.4%
<b>Total</b>	<b>295</b>	<b>148,733</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 \$14.7 billion during the first six months of 2011, an increase of 5.3% from 2010 levels.

### Clark County Taxable Sales

Month	2010	2011	Percentage Change
Jan	\$2,124,884,724 r	\$2,252,455,293	6.0%
Feb	2,106,459,995 r	2,173,862,709	3.2%
Mar	2,498,872,118 r	2,738,038,331	9.6%
Apr	2,499,247,898 r	2,477,489,575	(0.9%)
May	2,336,068,995 r	2,467,046,931	5.6%
Jun	2,426,856,596 r	2,622,292,186	8.1%
<b>Total</b>	<b>\$13,992,390,326 r</b>	<b>\$14,731,185,025</b>	<b>5.3%</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	2010	2011	Percentage Change
Jan	\$585,485,621 r	\$645,996,264	10.3%
Feb	577,264,062 r	590,850,766	2.4%
Mar	655,704,672 r	746,088,854	13.8%
Apr	669,536,752 r	705,512,826	5.4%
May	684,744,265 r	721,748,369	5.4%
Jun	625,975,119 r	728,468,826	16.4%
<b>Total</b>	<b>\$3,798,710,491 r</b>	<b>\$4,138,665,905</b>	<b>8.9%</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

# ECONOMIC INDICATORS & OTHER

## VISITORS TO HOOVER DAM

Month	2010	2011	Percentage Change
Jan	43,741	46,844	7.1%
Feb	46,900	49,428	5.4%
Mar	73,493	77,046	4.8%
Apr	71,985	82,582	14.7%
May	63,035	69,789	10.7%
Jun	78,145	86,205	10.3%
<b>Total</b>	<b>377,299</b>	<b>411,894</b>	<b>9.2%</b>

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

## VISITORS TO RED ROCK CANYON

Month	2010	2011	Percentage Change
Jan	9,233	12,303	33.3%
Feb	8,864	8,029	(9.4%)
Mar	19,885	17,673	(11.1%)
Apr	16,437	16,365	(0.4%)
May	17,177 r	15,100	(12.1%)
Jun	25,354	23,345	(7.9%)
<b>Total</b>	<b>96,950</b>	<b>92,815</b>	<b>(4.3%)</b>

r = Revised

SOURCE: State of Nevada - Parks Division

## VISITORS TO LAKE MEAD

Month	2010	2011	Percentage Change
Jan	357,513	303,589	(15.1%)
Feb	403,768	349,192	(13.5%)
Mar	509,155	478,643	(6.0%)
Apr	736,134	637,874	(13.3%)
May	733,589	626,806	(14.6%)
Jun	846,396	783,570	(7.4%)
<b>Total</b>	<b>3,586,555</b>	<b>3,179,674</b>	<b>(11.3%)</b>

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

## VISITORS TO VALLEY OF FIRE

Month	2010	2011	Percentage Change
Jan	28,921	30,340	4.9%
Feb	34,077	31,214	(8.4%)
Mar	54,543 r	48,191	(11.6%)
Apr	59,650	58,809	(1.4%)
May	53,255	51,688	(2.9%)
Jun	33,584	36,515	8.7%
<b>Total</b>	<b>264,030</b>	<b>256,757</b>	<b>(2.8%)</b>

r = Revised

SOURCE: State of Nevada - Parks Division

## UNEMPLOYMENT RATE \*

Month	U.S.		Las Vegas	
	2010	2011	2010	2011
Jan	9.7%	9.0%	13.8%	13.7%
Feb	9.7%	8.9%	13.9%	13.7%
Mar	9.7%	8.8%	13.8%	13.3%
Apr	9.9%	9.0%	14.2%	12.0%
May	9.7%	9.1%	14.1%	12.4%
Jun	9.5%	9.2%	14.5%	13.8%

\* Seasonally adjusted rate

SOURCES: U.S. Bureau of Labor Statistics, NV

Dept. of Employment, Training and Rehabilitation

## CONSUMER CONFIDENCE INDEX

Composite Series: Index Numbers, 1985 = 100

Month	2010	2011	Percentage Change
January	57	65	14.7%
February	46	72	55.2%
March	52	64	22.0%
April	58	66	14.4%
May	63	62	(1.6%)
June	54	58	6.1%

SOURCE: The Conference Board

## UNITED STATES CONSUMER PRICE INDEX

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

Month	2010	2011	Percentage Change
Jan	216.7	220.2	1.6%
Feb	216.7	221.3	2.1%
Mar	217.6	223.5	2.7%
Apr	218.0	224.9	3.2%
May	218.2	226.0	3.6%
Jun	218.0	225.7	3.5%
<b>Average</b>	<b>217.5</b>	<b>223.6</b>	<b>2.8%</b>

SOURCE: U.S. Dept. of Labor

## TRAVEL PRICE INDEX

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

Month	2010	2011	Percentage Change
Jan	242.7	253.0	4.2%
Feb	244.2	256.9	5.2%
Mar	248.8	265.9	6.9%
Apr	251.6	269.9	7.3%
May	253.9 r	273.4	7.7%
Jun	256.1 r	275.4	7.5%
<b>Average</b>	<b>249.6</b>	<b>265.8</b>	<b>6.5%</b>

r = Revised

SOURCE: U.S. Travel Association

# LAUGHLIN, NEVADA

## LAUGHLIN VISITOR STATISTICS

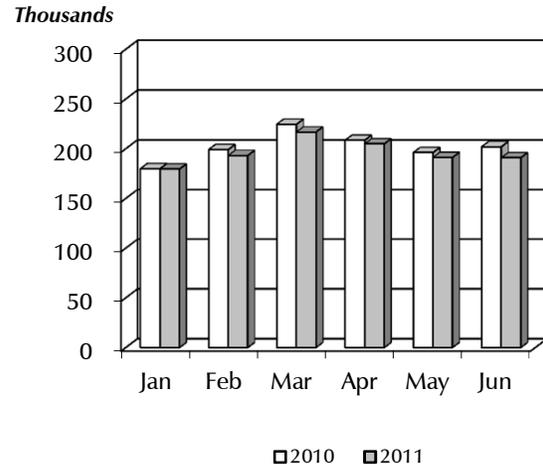
Visitor Indicator	January - June		Change
	2010	2011	
Visitor Volume	1,209,355	1,175,842	(2.8%)
Room Inventory	10,652	10,350	(2.8%)
Convention Attendance	43,046	42,322	(1.7%)
Occupancy Level	64.4%	65.8%	1.4
Average Daily Room Rate	\$38.61	\$40.37	4.6%
Room Nights Occupied	1,241,203	1,231,755	(0.8%)
Gross Gaming Revenue	\$254,409,000	\$248,464,000	(2.3%)
Laughlin/Bullhead City Air Passengers	132,480	130,207	(1.7%)
Average Daily Traffic: Hwy 163	6,828	4,477	(34.4%)

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 2011, almost 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	2010	2011	Percentage Change
Jan	179,765	179,434	(0.2%)
Feb	198,968	193,060	(3.0%)
Mar	224,449	216,649	(3.5%)
Apr	208,345	204,807	(1.7%)
May	196,033	191,091	(2.5%)
Jun	201,795	190,801	(5.4%)
Total	1,209,355	1,175,842	(2.8%)



SOURCE: Las Vegas Convention and Visitors Authority

### WWW.VISITLAUGHLIN.COM

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

### LAUGHLIN VISITOR PROFILE STUDY

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 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, NEVADA

## LAUGHLIN OCCUPANCY

Presented below is the Laughlin occupancy analysis for the first six months of 2011.

Month	Occupancy Percentage		Net Change
	2010	2011	
Jan	54.0%	56.9%	2.9
Feb	68.6%	69.9%	1.3
Mar	70.1%	71.0%	0.9
Apr	66.8%	69.1%	2.3
May	61.4%	62.9%	1.5
Jun	65.9%	65.2%	(0.7)
Total	64.4%	65.8%	1.4

SOURCE: Las Vegas Convention and Visitors Authority

## LAUGHLIN GROSS GAMING REVENUE

Month	2010	2011	Percentage Change
Jan	\$39,535,000	\$38,548,000	(2.5%)
Feb	44,701,000	43,069,000	(3.7%)
Mar	52,799,000	51,066,000	(3.3%)
Apr	41,570,000	39,850,000	(4.1%)
May	39,165,000	35,011,000	(10.6%)
Jun	36,639,000	40,920,000	11.7%
Total	\$254,409,000	\$248,464,000	(2.3%)

SOURCE: Nevada Gaming Control Board

## LAUGHLIN CONVENTION ATTENDANCE

Presented below is the Laughlin convention analysis for the first six months of 2011.

Month	2010	2011	Percentage Change
Jan	5,453	7,778	42.6%
Feb	5,527	5,049	(8.6%)
Mar	7,904	6,084	(23.0%)
Apr	11,560	8,869	(23.3%)
May	7,407	9,834	32.8%
Jun	5,195	4,708	(9.4%)
Total	43,046	42,322	(1.7%)

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 2011.

Month	Average Daily Traffic		Percentage Change
	2010	2011	
Jan	5,769	4,126	(28.5%)
Feb	6,521	4,486	(31.2%)
Mar	7,816	4,890	(37.4%)
Apr	7,784	4,969	(36.2%)
May	6,455	4,238	(34.3%)
Jun	6,625	4,150	(37.4%)
Average	6,828	4,477	(34.4%)

SOURCE: Nevada Department of Transportation - Traffic Section

## LAUGHLIN/BULLHEAD CITY AIRPORT

### Enplaned and Deplaned Passengers

Month	2010	2011	Percentage Change
Jan	20,295	22,405	10.4%
Feb	26,236	24,485	(6.7%)
Mar	31,205	28,577	(8.4%)
Apr	21,177	20,697	(2.3%)
May	16,690	16,768	0.5%
Jun	16,877	17,275	2.4%
Total	132,480	130,207	(1.7%)

SOURCE: Mojave County Airport Authority, Inc.

# MESQUITE, NEVADA

## MESQUITE VISITOR STATISTICS

Visitor Indicator	January - June		Change
	2010	2011	
Visitor Volume	516,712	526,369	1.9%
Room Inventory	1,790	1,762	(1.6%)
Occupancy Level	83.6%	84.7%	1.1
Average Daily Room Rate	\$54.57	\$53.89	(1.2%)
Room Nights Occupied	270,779	270,681	(0.0%)
Gross Gaming Revenue	\$61,686,000	\$62,211,000	0.9%
Average Daily Traffic:			
Hwy I-15 at NV/AZ border	21,885	21,673	(1.0%)

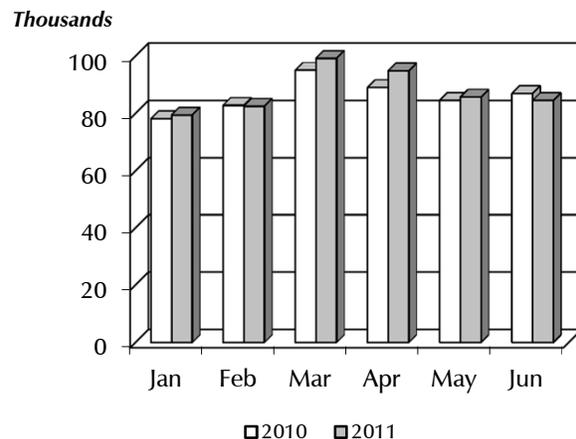
SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT, Nevada Gaming Control Board

## MESQUITE VISITOR VOLUME

During the first six months of 2011, more than 526,300 people visited Mesquite, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of Mesquite visitor volume in the following chart:

Month	2010	2011	Percentage Change
Jan	78,146	79,427	1.6%
Feb	82,825	82,512	(0.4%)
Mar	95,088	99,231	4.4%
Apr	89,049	94,897	6.6%
May	84,605	85,709	1.3%
Jun	86,999	84,593	(2.8%)
Total	516,712	526,369	1.9%

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

# MESQUITE, NEVADA

## MESQUITE OCCUPANCY

Presented below is the Mesquite occupancy analysis for the first six months of 2011.

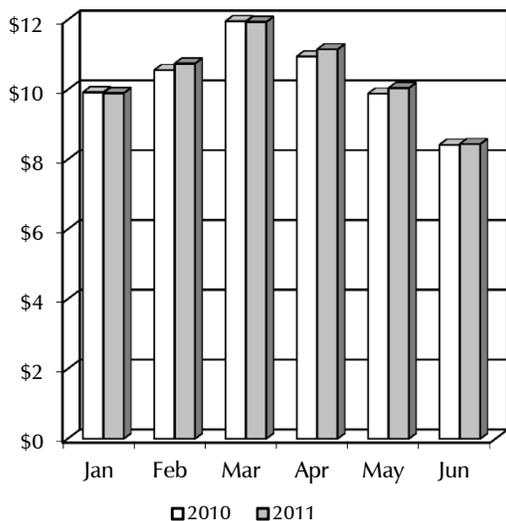
Month	2010	2011	Net Change
Jan	73.8%	74.6%	0.8
Feb	86.6%	85.8%	(0.8)
Mar	89.8%	93.2%	3.4
Apr	86.9%	92.1%	5.2
May	79.9%	80.5%	0.6
Jun	84.9%	82.1%	(2.8)
Total	83.6%	84.7%	1.1

## MESQUITE GAMING REVENUE

Month	2010	2011	Percentage Change
Jan	\$9,924,000	\$9,896,000	(0.3%)
Feb	10,557,000	10,745,000	1.8%
Mar	11,957,000	11,936,000	(0.2%)
Apr	10,949,000	11,152,000	1.9%
May	9,883,000	10,042,000	1.6%
Jun	8,416,000	8,440,000	0.3%
Total	\$61,686,000	\$62,211,000	0.9%

### Mesquite Gaming Revenue

Millions



SOURCE: Nevada Gaming Control Board

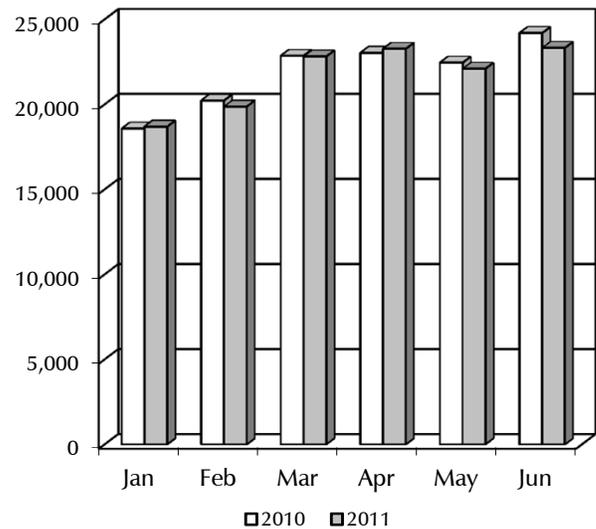
## MESQUITE AUTO TRAFFIC

### (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
	2010	2011	
Jan	18,569	18,687	0.6%
Feb	20,223	19,865	(1.8%)
Mar	22,854	22,812	(0.2%)
Apr	23,024	23,265	1.0%
May	22,448	22,091	(1.6%)
Jun	24,190	23,318	(3.6%)
Average	21,885	21,673	(1.0%)

### Mesquite Average Daily Traffic



SOURCE: State of Nevada Department of Transportation - Traffic Section

# LVCVA PUBLICATIONS

## LVCVA TOURISM STATISTICS

*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.

# INFORMATION SOURCES

## **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 (\$80), 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.*