



2011

Year-End Summary

Volume 39 - Number 154

Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

Year-End 2011: Volume 39, Number 154

Las Vegas Convention and Visitors Authority
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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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LAS VEGAS VISITOR STATISTICS

LAS VEGAS EXECUTIVE SUMMARY

Visitation Indicator	2010	2011	Change
Visitor Volume	37,335,436	38,928,708	4.3%
Room Inventory (as of December 31)	148,935	150,161	0.8%
Conventions			
Attendance	4,473,134	4,865,272	8.8%
Number Held	18,004	19,029	5.7%
Occupancy Levels			
Total	80.4%	83.8%	3.4
Hotel	83.5%	86.9%	3.5
Motel	52.0%	56.0%	4.0
Weekend	88.4%	90.9%	2.4
Midweek	76.8%	80.7%	3.9
Average Daily Room Rate	\$94.91	\$105.11	10.7%
Total Room Nights Occupied			
Total	43,365,743	45,654,165	5.3%
Gross Gaming Revenue			
Clark County	\$8,908,574,000 r	\$9,222,906,000	3.5%
Strip	\$5,776,279,000	\$6,068,986,000	5.1%
Downtown	\$493,391,000 r	\$496,704,000	0.7%
Boulder Strip	\$756,987,000 r	\$778,887,000	2.9%
Enplaned/Deplaned Airline Passengers			
Total	39,757,359	41,479,814	4.3%
Automobile Traffic			
Average Daily Traffic			
All Major Highways	100,391	99,844	(0.5%)
I-15 at CA/NV Border	40,213	40,344	0.3%
Room Tax/LVCVA's Portion:	\$163,809,985	\$194,329,584	18.6%

r = Revised

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

LAS VEGAS VISITOR STATISTICS

LAS VEGAS VISITOR VOLUME

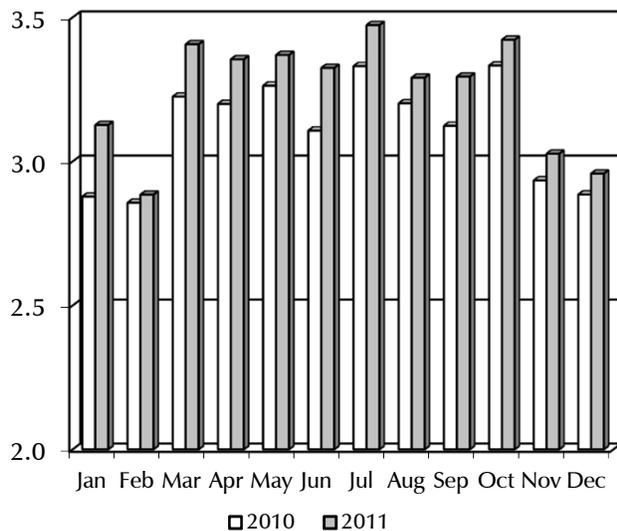
Almost 39 million people visited the Las Vegas area in 2011. This represents an increase of 4.3 percent compared to 2010.

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

Month	2010	2011	Percent 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%
Jul	3,330,658	3,472,861	4.3%
Aug	3,201,662	3,290,473	2.8%
Sep	3,123,549	3,294,117	5.5%
Oct	3,332,628	3,422,074	2.7%
Nov	2,933,897	3,026,521	3.2%
Dec	2,884,836	2,957,491	2.5%
Total	37,335,436	38,928,708	4.3%

2011 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:

	2010	2011	Change
First Quarter	8,958,869	9,417,336	5.1%
Second Quarter	9,569,337	10,047,835	5.0%
Third Quarter	9,655,869	10,057,451	4.2%
Fourth Quarter	9,151,361	9,406,086	2.8%
Annual Total	37,335,436	38,928,708	4.3%

VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1976 for Las Vegas is contained in the chart below.

Year	Visitor Volume	Room Inventory	Occupancy % Hotel	Occupancy % Motel
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%
2011	38,928,708	150,161	86.9%	56.0%

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR STATISTICS

2011 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Tourists	Total Visitors
Jan	615,854	2,510,510	3,126,364
Feb	458,623	2,425,964	2,884,587
Mar	533,579	2,872,806	3,406,385
Apr	435,934	2,918,349	3,354,283
May	352,303	3,016,959	3,369,262
Jun	367,712	2,956,578	3,324,290
Jul	263,441	3,209,420	3,472,861
Aug	412,902	2,877,571	3,290,473
Sep	434,373	2,859,744	3,294,117
Oct	457,686	2,964,388	3,422,074
Nov	375,500	2,651,021	3,026,521
Dec	157,365	2,800,126	2,957,491
Total	4,865,272	34,063,436	38,928,708

LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2010	2011	Percent Change
Jan	3,249,926	3,639,439	12.0%
Feb	3,306,585	3,360,944	1.6%
Mar	3,788,249	4,034,573	6.5%
Apr	3,734,052	3,934,330	5.4%
May	3,788,006	3,965,709	4.7%
Jun	3,642,610	3,938,100	8.1%
Jul	3,854,527	4,062,825	5.4%
Aug	3,760,211	3,888,569	3.4%
Sep	3,640,023	3,858,430	6.0%
Oct	3,880,100	4,037,187	4.0%
Nov	3,391,809	3,529,371	4.1%
Dec	3,329,645	3,404,688	2.3%
Total	43,365,743	45,654,165	5.3%

SOURCE: Las Vegas Convention and Visitors Authority

LARGEST HOTELS IN THE U.S.

As of December 31, 2011

Rank	Property	Number of Rooms
1	MGM Grand Hotel and Casino	5,044
2	Luxor Hotel and Casino	4,400
3	Venetian Resort - Hotel - Casino	4,027
4	ARIA Resort & Casino	4,004
5	Excalibur Hotel and Casino	3,981
6	Bellagio	3,933
7	Circus Circus Hotel, Casino and Then	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	Cosmopolitan of Las Vegas, The	2,995
14	Monte Carlo Resort and Casino	2,992
15	LHV - Las Vegas Hotel & Casino	2,950
16	Paris Las Vegas	2,916
17	Treasure Island - TI	2,884
18	Gaylord Opryland Resort	2,881
19	Disney's Pop Century Classic Resort	2,880
20	Hilton Hawaiian Village	2,860

LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

As of December 31, 2011

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	158	134,499	89.6%
Motels	141	15,662	10.4%
Total	299	150,161	100%

SOURCE: Las Vegas Convention and Visitors Authority

2011 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	150,161
2	Orlando	115,520
3	Chicago	107,315
4	Los Angeles	97,918
5	Atlanta	93,634
6	New York City	90,000
7	Dallas	75,474
8	Houston	65,000
9	Phoenix	61,000
10	San Diego	58,364

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

CONVENTION ANALYSIS

2011 CONVENTION ANALYSIS BY NUMBER OF DELEGATES

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,665,710	34.2%
7,500-14,999	323,730	6.7%
2,500-7,499	536,645	11.0%
500-2,499	465,752	9.6%
Under 500	1,873,435	38.5%
Total	4,865,272	100.0%

LAS VEGAS TRADE SHOWS/ MEETINGS AND CONVENTIONS

Las Vegas Trade Shows

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

Month	2010	2011	Change
Jan	295,473	261,180	(11.6%)
Feb	291,942	178,928	(38.7%)
Mar	203,850	308,361	51.3%
Apr	180,484	203,338	12.7%
May	142,080	119,180	(16.1%)
Jun	159,977	191,274	19.6%
Jul	110,409	96,100	(13.0%)
Aug	220,229	277,466	26.0%
Sep	96,240	170,921	77.6%
Oct	146,740	144,465	(1.6%)
Nov	173,232	171,551	(1.0%)
Dec	35,115	35,781	1.9%
Total	2,055,771	2,158,545	5.0%

Las Vegas Meetings and Conventions

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

Month	2010	2011	Change
Jan	154,444	354,674	129.6%
Feb	226,452	279,695	23.5%
Mar	266,155	225,218	(15.4%)
Apr	246,213	232,596	(5.5%)
May	210,277	233,123	10.9%
Jun	191,754	176,438	(8.0%)
Jul	210,315	167,341	(20.4%)
Aug	124,866	135,436	8.5%
Sep	195,008	263,452	35.1%
Oct	272,336	313,221	15.0%
Nov	199,248	203,949	2.4%
Dec	120,295	121,584	1.1%
Total	2,417,363	2,706,727	12.0%

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTIONS HELD

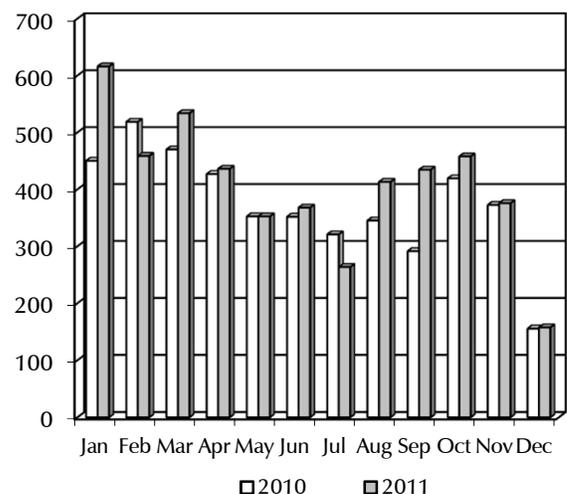
Month	2010	2011	Change
Jan	1,197	1,193	(0.3%)
Feb	1,616	1,312	(18.8%)
Mar	1,772	1,710	(3.5%)
Apr	1,818	1,837	1.0%
May	1,577	1,753	11.2%
Jun	1,414	1,453	2.8%
Jul	1,124	1,464	30.2%
Aug	925	1,054	13.9%
Sep	1,626	1,756	8.0%
Oct	2,384	2,441	2.4%
Nov	1,529	1,791	17.1%
Dec	1,022	1,265	23.8%
Total	18,004	19,029	5.7%

CONVENTION ATTENDANCE

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	367,712	4.5%
Jul	320,724	263,441	(17.9%)
Aug	345,095	412,902	19.6%
Sep	291,248	434,373	49.1%
Oct	419,076	457,686	9.2%
Nov	372,480	375,500	0.8%
Dec	155,410	157,365	1.3%
Total	4,473,134	4,865,272	8.8%

Convention Attendance

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ANALYSIS

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
2011	19,029	4,865,272

*2002-2011 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	1,121,022 r
2010	65	1,159,981 r
2011	53	1,282,331

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

GAMING SUMMARY

CLARK COUNTY GROSS GAMING REVENUE

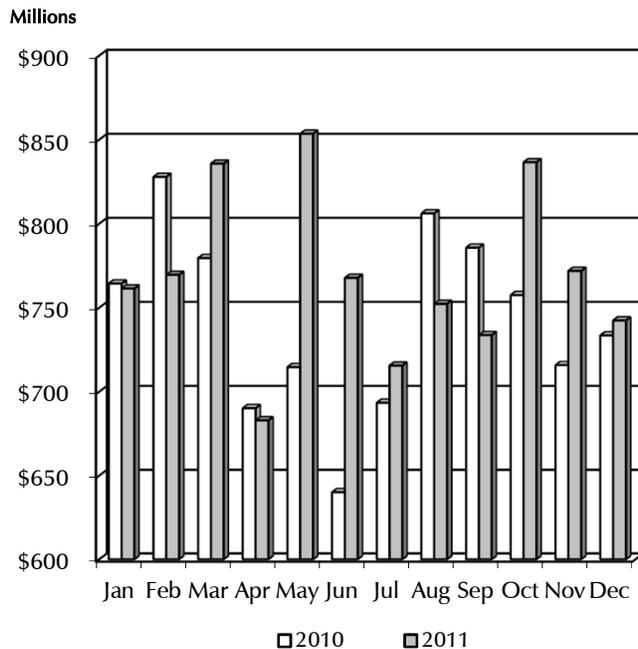
In 2011, Clark County's gross gaming revenue increased 3.5% compared to 2010. As of December 31, 2011, there were 176 casinos in Clark County with non-restricted gaming licenses, of which 143 had gaming revenues of over \$1 million.

Month	2010	2011	Percent Change
Jan	\$764,369,000 r	\$761,354,000	(0.4%)
Feb	827,798,000	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%
Jul	693,400,000 r	715,533,000	3.2%
Aug	806,091,000 r	752,242,000	(6.7%)
Sep	785,707,000 r	733,654,000	(6.6%)
Oct	757,487,000	836,511,000	10.4%
Nov	715,831,000	771,876,000	7.8%
Dec	733,488,000	742,368,000	1.2%
Total	\$8,908,574,000 r	\$9,222,906,000	3.5%

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	(9.8%)
2010	8,908,574,000 r	0.8%
2011	9,222,906,000	3.5%

r = Revised

SOURCE: Nevada Gaming Control Board

GAMING SUMMARY

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 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%
Jul	262,700	33.0%	23.6%
Aug	262,700	33.0%	23.6%
Sep	263,500	32.7%	23.4%
Oct	267,300	32.9%	23.7%
Nov	265,800	32.7%	23.5%
Dec	262,700	32.6%	23.4%

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 2011)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2011. 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	41	16	31	9
Departmental Revenues:				
Gaming	37.9%	55.1%	70.2%	64.1%
Rooms	24.3%	15.6%	5.9%	12.8%
Food	15.5%	15.3%	13.4%	11.0%
Beverage	7.2%	7.4%	5.1%	5.6%
Other	15.1%	6.6%	5.3%	6.5%
Total	100.0%	100.0%	100.0%	100.0%

SOURCE: State of Nevada Gaming Control Board

HISTORICAL CLARK COUNTY EMPLOYMENT ANALYSIS

Hotel, Gaming and Recreation Fields

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

Year	Total		
	Total Hotel/Gaming Employment	Clark County Hotel/Motel Rooms	Employees To Rooms Ratio
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
2011	262,700	162,258	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, 2011. 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	2007	2008	2009	2010	2011
<i>Clark County:</i>					
Las Vegas Strip	38	40	38	39	41
Downtown LV	17	16	16	16	16
Boulder Strip	31	32	32	33	31
Laughlin	10	11	9	9	9
Total	96	99	95	97	97
Statewide Total	270	266	260	256	256

SOURCE: State of Nevada Gaming Control Board

GAMING SUMMARY

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%
Jul	165	163	(1.0%)
Aug	203	184	(9.7%)
Sep	201	178	(11.5%)
Oct	180	198	10.0%
Nov	191	203	5.9%
Dec	204	203	(0.7%)
Total	\$188	\$189	0.2%

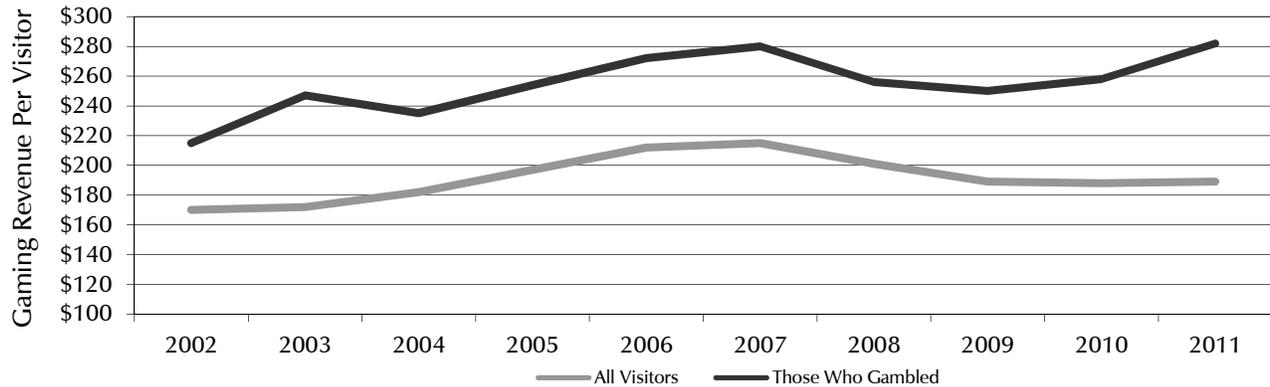
CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

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
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
2011	189	282

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

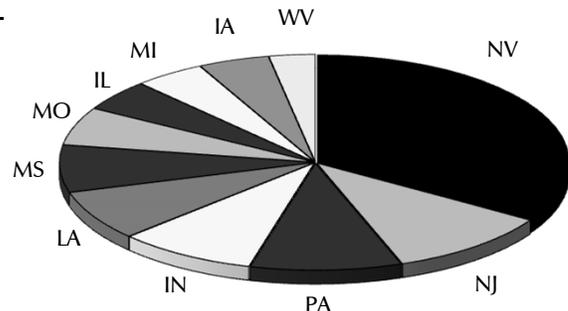
TOP 10 U.S. CASINO GAMING REVENUE

State	2010 Gaming Revenue (win)	2011 Gaming Revenue (win)	% of Total US Gaming Win
NV	\$10,404,731,000	\$10,700,994,000	34.0%
NJ	3,564,495,000 r	3,317,940,000	10.5%
PA	2,486,408,000 r	3,024,773,000	9.6%
IN	2,784,293,000	2,773,823,000	8.8%
LA	2,373,930,000 r	2,374,245,000	7.5%
MS	2,388,997,000 r	2,239,084,000	7.1%
MO	1,787,552,000 r	1,805,252,000	5.7%
IL	1,374,389,000 r	1,476,988,000	4.7%
MI	1,377,929,000	1,424,445,000	4.5%
IA	1,368,074,000	1,423,998,000	4.5%
WV	836,853,000	921,677,000	2.9%
Total	\$30,747,651,000 r	\$31,483,219,000	100.0%

r = Revised

SOURCE: Individual State's Gaming Commissions

U.S. Casino Gaming Win by State



Note: Does not include Indian Casino Gaming

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%
Jul	461,349,000	468,540,000	1.6%
Aug	544,363,000	496,868,000	(8.7%)
Sep	520,559,000	490,937,000	(5.7%)
Oct	494,812,000	560,535,000	13.3%
Nov	454,308,000	495,282,000	9.0%
Dec	500,380,000 r	518,437,000	3.6%
Total	\$5,776,279,000 r	\$6,068,986,000	5.1%

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

	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%
Jul	54,671,000	61,883,000	13.2%
Aug	65,472,000	67,616,000	3.3%
Sep	65,397,000	54,185,000	(17.1%)
Oct	60,593,000	68,935,000	13.8%
Nov	63,710,000	71,635,000	12.4%
Dec	53,720,000	49,750,000	(7.4%)
Total	\$756,987,000 r	\$778,887,000	2.9%

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

	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%)
Jul	32,134,000	35,419,000	10.2%
Aug	41,387,000	39,671,000	(4.1%)
Sep	43,022,000	41,842,000	(2.7%)
Oct	44,591,000	48,214,000	8.1%
Nov	43,432,000	46,576,000	7.2%
Dec	34,625,000	30,920,000	(10.7%)
Total	\$493,391,000 r	\$496,704,000	0.7%

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

	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 r	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%
Jul	548,154,000	565,842,000	3.2%
Aug	651,222,000	604,155,000	(7.2%)
Sep	628,978,000	586,964,000	(6.7%)
Oct	599,996,000	677,684,000	12.9%
Nov	561,450,000	613,493,000	9.3%
Dec	588,725,000 r	599,107,000	1.8%
Total	\$7,026,657,000 r	\$7,344,577,000	4.5%

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.

AIRLINE STATISTICS

McCARRAN AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

McCarran International Airport experienced a 4.3% increase in total passenger traffic during 2011. An analysis of the monthly data follows:

Month	2010	2011	Percent 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	3,592,789	5.7%
Jul	3,518,217	3,692,055	4.9%
Aug	3,493,158	3,632,945	4.0%
Sep	3,268,931	3,535,702	8.2%
Oct	3,584,819	3,744,609	4.5%
Nov	3,194,730	3,318,893	3.9%
Dec	3,083,676	3,204,016	3.9%
Total	39,757,359	41,479,814	4.3%

SOURCE: McCarran International Airport

AIRLINE PASSENGERS AS PERCENTAGE OF TOTAL VISITOR MARKET FOR LAS VEGAS

Month	2011 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2010
Jan	3,126,364	41.4%	1.4
Feb	2,884,587	41.7%	1.2
Mar	3,406,385	43.1%	0.1
Apr	3,354,283	42.6%	(0.1)
May	3,369,262	44.8%	2.7
Jun	3,324,290	43.7%	1.1
Jul	3,472,861	42.4%	1.6
Aug	3,290,473	44.4%	2.3
Sep	3,294,117	44.7%	2.7
Oct	3,422,074	45.9%	3.2
Nov	3,026,521	45.0%	3.3
Dec	2,957,491	43.1%	2.3
Total	38,928,708	43.6%	1.8

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

AVERAGE SCHEDULED DAILY FLIGHTS (INBOUND ONLY)

Month	2010	2011	Percent Change
Jan	431	439	2.0%
Feb	433	442	2.1%
Mar	456 r	481	5.4%
Apr	462	478	3.5%
May	464	486	4.7%
Jun	465	485	4.4%
Jul	470 r	497	5.6%
Aug	465 r	494	6.3%
Sep	461 r	483	4.9%
Oct	466 r	488	4.8%
Nov	448 r	461	2.9%
Dec	445 r	441	(0.9%)
Average	455	473	3.9%

r = Revised

SOURCE: McCarran International Airport

SCHEDULED AIRLINE AVERAGE DAILY SEAT CAPACITY

Month	2010	2011	Percent Change
Jan	62,374 r	63,003	1.0%
Feb	62,706 r	63,344	1.0%
Mar	66,277 r	68,998	4.1%
Apr	66,314 r	68,234	2.9%
May	66,088 r	69,074	4.5%
Jun	65,858 r	69,027	4.8%
Jul	66,579 r	70,284	5.6%
Aug	65,886 r	69,839	6.0%
Sep	65,419 r	69,337	6.0%
Oct	66,682 r	69,981	4.9%
Nov	63,960 r	66,161	3.4%
Dec	63,114 r	62,718	(0.6%)
Average	65,105 r	67,500	3.7%

r = Revised

SOURCE: McCarran International Airport

SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2010	2011	Percent Change
Jan	131	138	5.3%
Feb	130 r	137	5.4%
Mar	131 r	138	5.3%
Apr	134	140	4.5%
May	133 r	140	5.3%
Jun	131 r	139	6.1%
Jul	132 r	139	5.3%
Aug	131 r	138	5.3%
Sep	133 r	141	6.0%
Oct	136 r	141	3.7%
Nov	135 r	145	7.4%
Dec	136 r	145	6.6%
Average	133	140	5.5%

r = Revised

SOURCE: McCarran International Airport

AIRLINE STATISTICS

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%)
2011	41,479,814	4.3%

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%
2011	38,928,708	43.6%

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

TRANSPORTATION STATISTICS

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

2011	Southern CA I-15 South		Salt Lake City I-15 North		Tonopah/Reno U.S. 95 North		Searchlight/Laughlin U.S. 95 South		Boulder City ** U.S. 93 South	
	Total Vehicles	% Chg From 10	Total Vehicles	% Chg From 10	Total Vehicles	% Chg From 10	Total Vehicles	% Chg From 10	Total Vehicles	% Chg From 10
Jan	33,688	0.1%	20,484	4.9%	13,267	4.8%	6,325	(22.6%)	14,245	3.8%
Feb	35,817	1.4%	21,114	(2.1%)	12,628	4.8%	6,826	(24.9%)	16,948	3.9%
Mar	37,354	(4.2%)	24,660	(1.3%)	12,808	4.8%	7,489	(32.3%)	17,962	(1.4%)
Apr	41,998	3.4%	25,347	(3.3%)	12,944	4.8%	7,362	(29.4%)	17,738	1.7%
May	38,219	(4.2%)	23,875	(5.8%)	12,954	4.8%	6,347	(28.9%)	16,654	(1.7%)
Jun	44,333	1.7%	25,879	(6.9%)	13,221	(4.5%)	6,345	(30.7%)	17,495	(0.7%)
Jul	48,238	0.7%	27,130	(6.8%)	13,164	(6.7%)	6,334	(28.6%)	18,247	(0.9%)
Aug	46,387	(1.3%)	25,533	(6.9%)	13,323	(7.7%)	6,006	(29.4%)	16,353	(2.4%)
Sep	38,789	0.2%	23,184	(8.8%)	12,807	(7.9%)	6,036	(28.2%)	16,106	(2.2%)
Oct	36,630	(1.7%)	23,533	(8.1%)	12,162	(3.1%)	6,405	(24.3%)	16,190	(2.5%)
Nov	41,177	0.6%	22,181	(7.7%)	10,921	(5.9%)	6,350	(5.5%)	16,200	(3.5%)
Dec	41,498	7.4%	21,036	(4.3%)	12,030	(8.8%)	5,948	(4.7%)	15,900	0.7%
Average	40,344	0.3%	23,663	(5.0%)	12,686	(2.0%)	6,481	(25.3%)	16,670	(0.5%)

**Route added to auto traffic analyses to reflect altered traffic patterns from the Hoover Dam bypass bridge opening October 2010.

SOURCE: State of Nevada Department of Transportation - Traffic Section

LAS VEGAS DAILY AUTO TRAFFIC

Total (All Five Directions)

Average Daily Flow*	Percent Change		
Month	2010	2011	Change
Jan	84,826	88,009 e	3.8%
Feb	89,855	93,333 e	3.9%
Mar	101,647	100,273 e	(1.4%)
Apr	103,579 e	105,389 e	1.7%
May	99,787	98,049	(1.7%)
Jun	108,060 e	107,273	(0.7%)
Jul	114,091 e	113,113	(0.9%)
Aug	110,302 e	107,602	(2.4%)
Sep	99,151 e	96,922	(2.2%)
Oct	97,311 e	94,920 e	(2.5%)
Nov	100,349 e	96,829 e	(3.5%)
Dec	95,732 e	96,412 e	0.7%
Average	100,391	99,844	(0.5%)

e-estimate as partial NDOT data unavailable

*To reflect altered traffic patterns from the Hoover Dam bypass bridge opening, the 2010 and 2011 figures have been retroactively revised.

SOURCE: State of Nevada Department of Transportation - Traffic Section

NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2010	2011	Percent 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%
Jul	2,137,413	2,280,404	6.7%
Aug	2,157,624	2,268,691	5.1%
Sep	2,105,705	2,347,826	11.5%
Oct	2,266,231	2,451,436	8.2%
Nov	1,927,475	1,950,851	1.2%
Dec	1,644,622 r	1,807,954	9.9%
Total	25,187,413 r	27,025,832	7.3%

r = Revised

SOURCE: State of Nevada Taxicab Authority

TRANSPORTATION STATISTICS

HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC ALL FIVE DIRECTIONS

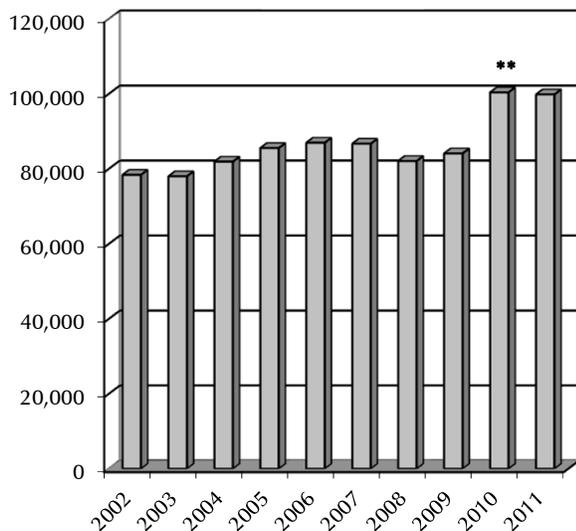
Average Daily Flow*

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 **	100,391 r	N/A
2011	99,844	(0.5%)

r = Revised

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

Daily Auto Traffic - All Five Directions

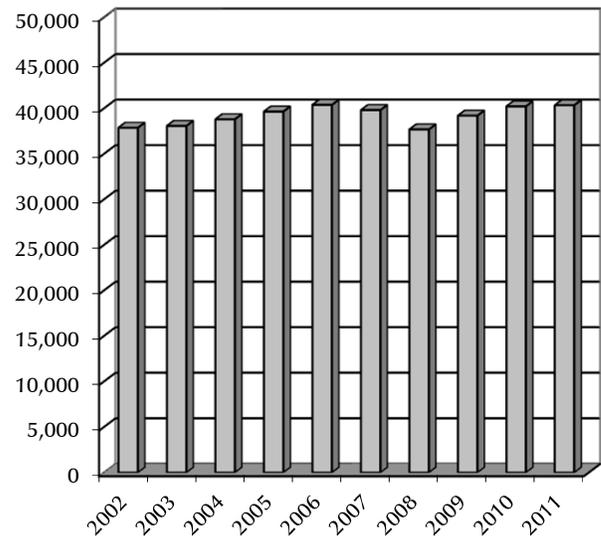


**To reflect altered traffic patterns from the Hoover Dam bypass bridge opening, the 2010 and 2011 figures have been retroactively revised.

HISTORICAL LAS VEGAS DAILY 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%
2011	40,344	0.3%

Daily Auto Traffic - I-15 at NV/CA Border



SOURCE: State of Nevada Department of Transportation - Traffic Section

HOTEL VS. MOTEL OCCUPANCY

LAS VEGAS 2011 HOTEL VS. MOTEL OCCUPANCY SUMMARY

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
Jul	84.0%	88.3%	4.3	86.9%	91.2%	4.3	58.3%	63.6%	5.3
Aug	82.0%	84.1%	2.1	84.9%	88.5%	3.6	55.7%	46.6%	(9.1)
Sep	82.1%	85.7%	3.6	84.8%	89.9%	5.1	57.0%	49.2%	(7.8)
Oct	84.9%	86.8%	1.9	87.7%	90.1%	2.4	59.2%	57.9%	(1.3)
Nov	77.1%	78.3%	1.2	80.2%	81.4%	1.2	48.9%	51.2%	2.3
Dec	72.4%	73.1%	0.7	75.2%	77.0%	1.8	46.3%	40.0%	(6.3)
Year-to-Date	80.4%	83.8%	3.4	83.5%	86.9%	3.5	52.0%	56.0%	4.0

LAS VEGAS 2011 STRIP OCCUPANCY SUMMARY

Month	Strip			Hotel - Strip			Motel - Strip		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	75.8%	82.4%	6.5	76.4%	82.9%	6.5	40.2%	51.6%	11.4
Feb	82.9%	83.6%	0.8	83.4%	84.0%	0.6	54.0%	60.5%	6.5
Mar	86.6%	89.8%	3.2	87.0%	90.1%	3.1	57.3%	73.6%	16.3
Apr	87.9%	91.2%	3.3	88.2%	91.8%	3.6	61.1%	62.8%	1.7
May	87.5%	88.9%	1.4	88.0%	89.4%	1.4	56.2%	64.8%	8.6
Jun	87.8%	91.8%	4.0	88.5%	92.2%	3.8	48.2%	65.7%	17.5
Jul	88.2%	91.6%	3.4	88.6%	92.0%	3.4	64.9%	65.2%	0.3
Aug	86.6%	89.0%	2.4	87.2%	89.6%	2.4	55.9%	48.9%	(7.0)
Sep	85.4%	90.6%	5.2	85.9%	90.8%	4.8	58.6%	62.8%	4.2
Oct	88.5%	90.8%	2.4	88.8%	91.3%	2.5	69.5%	66.2%	(3.4)
Nov	80.5%	81.7%	1.3	80.9%	82.1%	1.2	56.2%	54.9%	(1.3)
Dec	75.6%	77.1%	1.5	76.1%	77.6%	1.5	49.1%	41.3%	(7.8)
Year-to-Date	84.5%	87.4%	2.9	84.9%	87.8%	2.9	55.8%	59.9%	4.1

LAS VEGAS 2011 DOWNTOWN OCCUPANCY SUMMARY

Month	Downtown			Hotel - Downtown			Motel - Downtown		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	69.2%	78.1%	8.9	69.9%	79.9%	10.0	55.7%	48.8%	(6.9)
Feb	80.4%	79.5%	(0.8)	81.2%	81.2%	0.0	65.0%	53.3%	(11.7)
Mar	80.1%	87.4%	7.3	81.3%	89.7%	8.4	58.1%	52.4%	(5.7)
Apr	81.2%	89.1%	7.9	82.3%	90.2%	7.9	60.9%	52.2%	(8.6)
May	77.2%	82.2%	4.9	78.8%	85.8%	7.0	49.0%	65.6%	16.5
Jun	75.2%	87.3%	12.2	76.5%	89.0%	12.5	50.7%	54.6%	3.8
Jul	75.6%	86.2%	10.6	76.6%	87.9%	11.2	57.2%	56.8%	(0.4)
Aug	73.5%	82.8%	9.2	74.5%	84.1%	9.6	55.5%	57.0%	1.5
Sep	84.8%	86.5%	1.8	87.1%	88.2%	1.1	51.0%	49.8%	(1.2)
Oct	77.9%	80.1%	2.2	79.1%	81.9%	2.8	56.0%	48.1%	(7.9)
Nov	79.7%	77.3%	(2.4)	81.7%	78.6%	(3.1)	48.5%	47.6%	(0.8)
Dec	73.5%	72.0%	(1.5)	74.5%	73.4%	(1.1)	58.1%	46.6%	(11.5)
Year-to-Date	77.2%	82.1%	4.9	78.4%	83.9%	5.5	55.4%	55.2%	(0.3)

HOTEL VS. MOTEL OCCUPANCY

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
Jul	84.0%	88.3%	4.3	90.2%	92.7%	2.5	80.6%	85.9%	5.3
Aug	82.0%	84.1%	2.1	89.2%	91.1%	1.9	79.6%	81.7%	2.1
Sep	82.1%	85.7%	3.6	89.6%	91.1%	1.5	78.9%	83.0%	4.1
Oct	84.9%	86.8%	1.9	91.5%	92.7%	1.2	81.8%	84.4%	2.6
Nov	77.1%	78.3%	1.2	87.5%	88.7%	1.2	72.7%	73.8%	1.1
Dec	72.4%	73.1%	0.7	80.6%	81.3%	0.7	69.0%	68.7%	(0.3)
Year-to-Date	80.4%	83.8%	3.4	88.4%	90.9%	2.4	76.8%	80.7%	3.9

LAS VEGAS 2011 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	64.6%	75.6%	11.0	68.5%	78.4%	9.9	29.7%	50.4%	20.7
Feb	75.8%	76.4%	0.6	79.0%	79.3%	0.3	47.0%	50.0%	3.0
Mar	79.7%	84.4%	4.7	83.0%	87.1%	4.1	50.4%	59.9%	9.5
Apr	80.3%	85.0%	4.7	83.8%	88.4%	4.6	48.2%	53.7%	5.5
May	78.8%	82.8%	4.0	82.8%	85.4%	2.6	43.0%	59.1%	16.1
Jun	79.3%	86.3%	7.0	83.8%	89.4%	5.6	38.9%	59.1%	20.2
Jul	80.6%	85.9%	5.3	83.7%	89.1%	5.4	53.4%	58.7%	5.3
Aug	79.6%	81.7%	2.1	82.5%	86.5%	4.0	52.0%	40.6%	(11.4)
Sep	78.9%	83.0%	4.1	81.8%	87.7%	5.9	52.1%	42.1%	(10.0)
Oct	81.8%	84.4%	2.6	85.0%	88.1%	3.1	51.7%	51.9%	0.2
Nov	72.7%	73.8%	1.1	75.8%	77.0%	1.2	43.8%	45.7%	1.9
Dec	69.0%	68.7%	(0.3)	71.5%	72.2%	0.7	46.0%	38.3%	(7.7)
Year-to-Date	76.8%	80.7%	3.9	80.2%	84.1%	3.9	46.4%	50.5%	4.2

LAS VEGAS 2011 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2010	2011	Change	2010	2011	Change	2010	2011	Change
Jan	81.5%	86.1%	4.6	84.9%	88.9%	4.0	51.6%	60.7%	9.1
Feb	87.9%	89.5%	1.6	90.0%	91.8%	1.8	69.0%	68.3%	(0.7)
Mar	90.3%	95.3%	5.0	92.4%	96.5%	4.1	71.0%	84.8%	13.8
Apr	92.6%	93.2%	0.6	94.0%	95.6%	1.6	79.2%	71.8%	(7.4)
May	90.5%	94.2%	3.7	93.4%	96.0%	2.6	65.0%	77.1%	12.1
Jun	89.7%	94.5%	4.8	93.6%	96.4%	2.8	54.8%	78.0%	23.2
Jul	90.2%	92.7%	2.5	92.8%	95.0%	2.2	67.2%	72.6%	5.4
Aug	89.2%	91.1%	1.9	91.7%	94.3%	2.6	66.3%	63.8%	(2.5)
Sep	89.6%	91.1%	1.5	91.9%	94.3%	2.4	68.4%	63.3%	(5.1)
Oct	91.5%	92.7%	1.2	93.3%	95.0%	1.7	75.0%	72.6%	(2.4)
Nov	87.5%	88.7%	1.2	90.4%	91.6%	1.2	60.9%	64.0%	3.1
Dec	80.6%	81.3%	0.7	84.2%	85.7%	1.5	47.1%	43.1%	(4.0)
Year-to-Date	88.4%	90.9%	2.4	91.1%	93.4%	2.4	64.6%	68.2%	3.6

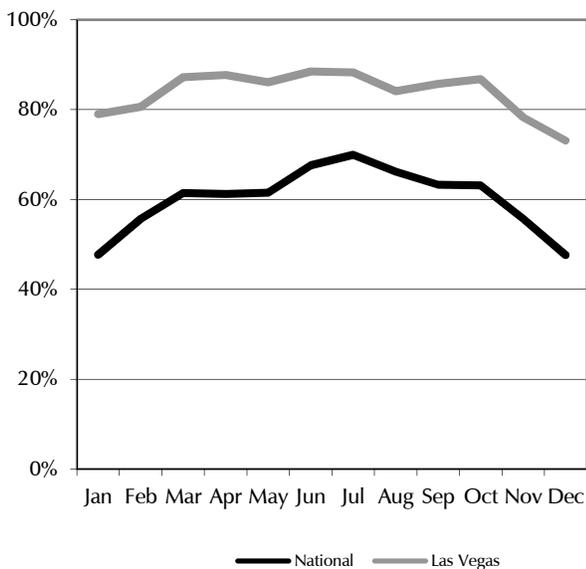
HOTEL VS. MOTEL OCCUPANCY

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	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
Jul	69.9%	88.3%	18.4
Aug	66.2%	84.1%	17.9
Sep	63.3%	85.7%	22.4
Oct	63.1%	86.8%	23.7
Nov	55.7%	78.3%	22.6
Dec	47.6%	73.1%	25.5
Year-to-Date	60.1%	83.8%	23.7

Las Vegas vs. U.S. National Occupancy



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

2011 CITYWIDE WEEKEND OCCUPANCY RANKING

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	Sep 16-17	96.3%	97.6%	84.8%
6	Oct 28-29	95.9%	97.1%	85.1%
7	Nov 11-12	95.6%	96.7%	86.1%
8	May 27-29	95.5%	96.8%	83.6%
9	Jul 29-30	95.2%	97.0%	80.2%
10	May 20-21	94.8%	96.8%	76.5%
11	Jun 17-18	94.5%	96.8%	74.3%
12	Jul 22-23	94.2%	96.2%	77.0%
13	Oct 14-15	94.2%	95.9%	79.5%
14	Mar 11-12	94.2%	95.7%	80.7%
15	Jan 7-8	94.1%	95.8%	78.4%
16	Feb 18-20	93.7%	95.3%	79.0%
17	Apr 29-30	93.4%	96.0%	69.8%
18	Jun 3-4	93.4%	96.0%	70.7%
19	May 6-7	93.2%	95.3%	74.3%
20	Jul 1-3	93.1%	95.0%	76.7%
21	Aug 5-6	93.0%	95.3%	73.1%
22	Aug 19-20	92.8%	95.6%	68.8%
23	Apr 8-9	92.7%	94.9%	72.4%
24	May 13-14	92.5%	94.9%	70.6%
25	Mar 4--5	92.5%	94.2%	77.4%
26	Jul 15-16	92.4%	95.4%	66.9%
27	Dec 30-Jan1	92.2%	94.7%	70.9%
28	Sep 23-24	92.1%	95.2%	65.0%
29	Apr 1-2	92.0%	94.5%	69.6%
30	Jun 10-11	91.7%	94.0%	72.4%
31	Apr 22-23	91.6%	94.6%	64.6%
32	Oct 21-22	91.5%	94.6%	64.8%
33	Aug 12-13	91.3%	94.5%	63.3%
34	Oct 7-8	90.5%	93.0%	68.6%
35	Nov 4-5	90.0%	93.0%	64.0%
36	Feb 11-12	90.0%	92.2%	70.3%
37	Sep 30/Oct 1	89.7%	93.4%	57.8%
38	Sep 2-4	89.4%	92.8%	59.9%
39	Feb 25-26	89.1%	91.9%	63.8%
40	Sep 9-10	88.4%	93.0%	48.1%
41	Jul 8-9	88.1%	91.4%	59.9%
42	Aug 26-27	87.5%	91.9%	49.8%
43	Dec 2-3	87.1%	91.3%	50.8%
44	Nov 24-26	85.5%	88.6%	58.8%
45	Nov 18-19	85.5%	89.7%	49.5%
46	Jan 14-16	85.1%	88.3%	55.8%
47	Dec 9-10	83.2%	88.7%	35.7%
48	Feb 4-5	83.1%	86.2%	54.6%
49	Jan 21-22	81.9%	85.3%	51.2%
50	Jan 28-29	81.5%	84.7%	52.0%
51	Dec 23-25	76.3%	81.2%	34.4%
52	Dec 16-17	70.1%	75.0%	27.9%

SOURCE: Las Vegas Convention and Visitors Authority

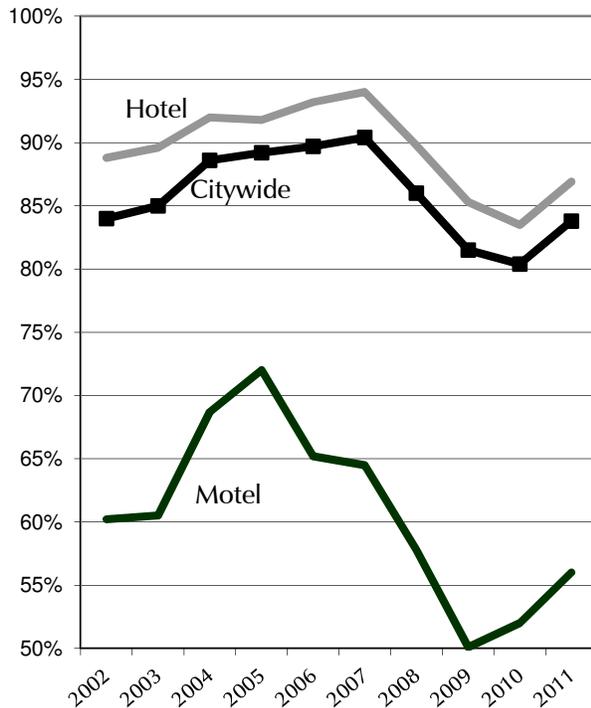
HOTEL VS. MOTEL OCCUPANCY

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
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%
2011	86.9%	56.0%	83.8%

Las Vegas Occupancy



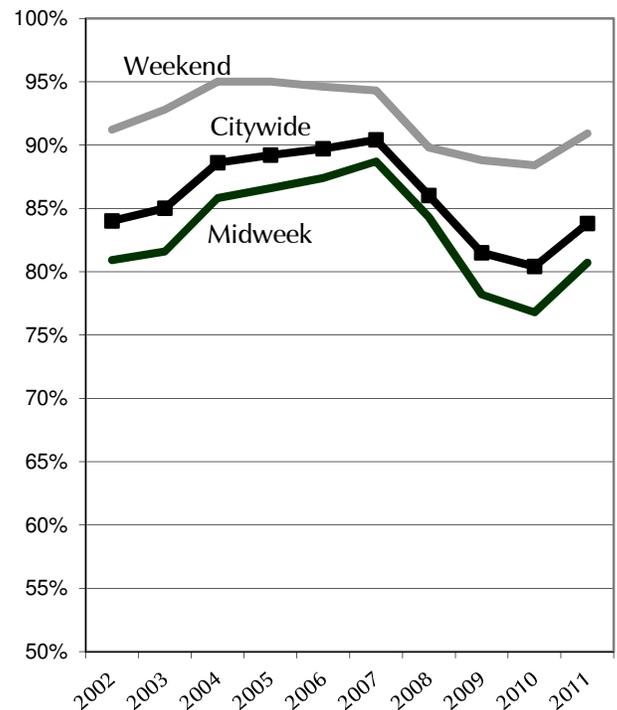
SOURCE: Las Vegas Convention and Visitors Authority

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
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%
2011	80.7%	90.9%	83.8%

Las Vegas Occupancy



SOURCE: Las Vegas Convention and Visitors Authority

OTHER ECONOMIC INDICATORS

UNEMPLOYMENT RATE

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
United States												
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
2011	9.1	9.0	8.9	9.0	9.0	9.1	9.1	9.1	9.0	8.9	8.7	8.5
Nevada												
2010	15.3	15.1	14.9	14.9	14.6	14.9	15.2	14.9	15.1	14.3	14.4	14.7
2011	13.5	13.6	13.2	11.9	12.1	13.5	13.7	13.8	13.2	12.7	12.2	12.4
Las Vegas												
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
2011	13.7	13.7	13.3	12.0	12.4	13.8	14.0	14.3	13.6	13.1	12.4	12.7

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

UNITED STATES CONSUMER PRICE INDEX

Month	2010	2011	Percent 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%
Jul	218.0	225.9	3.6%
Aug	218.3	226.5	3.8%
Sep	218.4	226.9	3.9%
Oct	218.7	226.4	3.5%
Nov	218.8	226.2	3.4%
Dec	219.2	225.7	3.0%
Average	218.1	224.9	3.2%

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

Month	2010	2011	Percent 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	273.4	7.7%
Jun	256.1	275.4	7.5%
Jul	257.8	277.9	7.8%
Aug	255.0	274.4	7.6%
Sep	251.5	270.6	7.6%
Oct	250.9	265.9	6.0%
Nov	247.5	261.6	5.7%
Dec	248.9	258.1	3.7%
Average	250.7	266.9	6.5%

SOURCE: U.S. Travel Association

CONSUMER CONFIDENCE INDEX

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
2011	65	72	64	66	62	58	45	45	46	41	56	65

SOURCE: The Conference Board

ROOM TAX & SALES TAX REVENUE

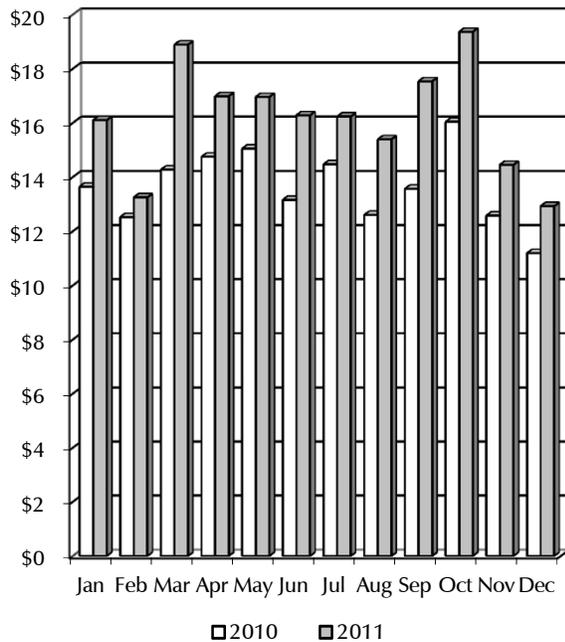
LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$194.3 million in 2011, an increase of 18.6% when compared with 2010.

Month	2010	2011	Percent 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%
Jul	14,468,356	16,229,330	12.2%
Aug	12,598,535	15,388,330	22.1%
Sep	13,561,877	17,531,851	29.3%
Oct	16,035,665	19,359,627	20.7%
Nov	12,571,974	14,451,124	14.9%
Dec	11,186,577	12,922,862	15.5%
Total	\$163,809,985	\$194,329,584	18.6%

LVCVA Room Tax Revenue

Millions



SOURCE: Las Vegas Convention and Visitors Authority

ROOM TAX REVENUE ANNUAL ANALYSIS

Room tax revenue distributed to the LVCVA for the period covering 1980 through 2011 is presented in the following table:

Year	Room Tax Revenue	Percent Change
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%
2011	194,329,584	18.6%

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 2010	Share of Total Collected
County	\$180,789,406	19.4%	93.0%
Las Vegas	8,754,266	9.6%	4.5%
Others (1)	4,785,912	8.4%	2.5%
Total	\$194,329,584	18.6%	100.0%

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

SOURCE: Las Vegas Convention and Visitors Authority

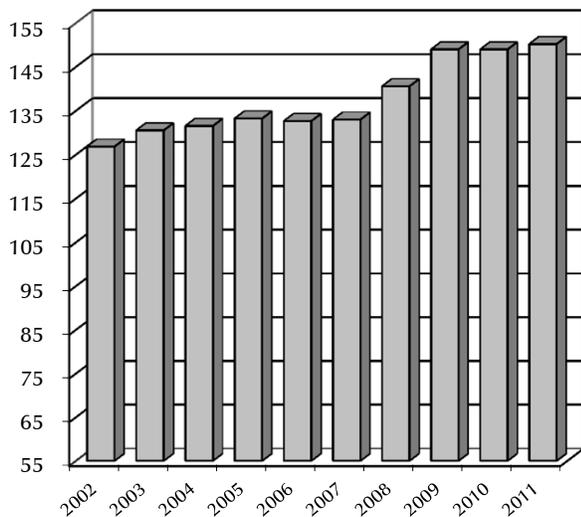
ROOM INVENTORY & SALES TAX REVENUE

HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

Year	Total Hotel/Motel Rooms	Percent Change
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%)
2011	150,161	0.8%

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 \$30.1 billion during calendar year 2011, an increase of 6.3 percent from 2010 levels.

Month	2010	2011	Percent Change
Jan	\$2,124,884,724	\$2,252,455,293	6.0%
Feb	2,106,459,995	2,173,862,709	3.2%
Mar	2,498,872,118	2,738,038,331	9.6%
Apr	2,499,247,898	2,477,489,575	(0.9%)
May	2,336,068,995	2,467,046,931	5.6%
Jun	2,426,856,596	2,622,292,186	8.1%
Jul	2,348,467,652	2,409,795,364	2.6%
Aug	2,324,474,175	2,405,675,808	3.5%
Sep	2,324,288,829	2,568,457,497	10.5%
Oct	2,308,689,753	2,524,421,329	9.3%
Nov	2,277,517,915	2,474,324,606	8.6%
Dec	2,732,096,715	2,991,533,872	9.5%
Total	\$28,307,925,365	\$30,105,393,501	6.3%

SOURCE: State of Nevada - Department of Taxation

CLARK COUNTY TAXABLE SALES

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

Month	2010	2011	Percent 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	706,512,826	5.5%
May	684,744,265 r	721,748,369	5.4%
Jun	625,975,119 r	728,468,826	16.4%
Jul	628,313,481 r	694,770,411	10.6%
Aug	631,152,002 r	670,267,110	6.2%
Sep	617,320,825 r	724,916,719	17.4%
Oct	664,501,215 r	747,727,288	12.5%
Nov	584,653,865 r	631,225,980	8.0%
Dec	576,357,829 r	624,960,133	8.4%
Total	\$7,501,009,708 r	\$8,233,533,546	9.8%

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."

OTHER TOURISM STATS

VISITORS TO RED ROCK CANYON

Spring Mountain, First Creek & Oak Creek Areas

Month	2010	2011	Percent 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	15,100	(12.1%)
Jun	25,354	23,345	(7.9%)
Jul	18,873	18,693	(1.0%)
Aug	20,763	22,170	6.8%
Sep	13,224	13,718	3.7%
Oct	14,322	8,834	(38.3%)
Nov	8,741	8,439	(3.5%)
Dec	6,754	6,757	0.0%
Total	179,627	171,426	(4.6%)

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO VALLEY OF FIRE

Month	2010	2011	Percent Change
Jan	28,921	30,340	4.9%
Feb	34,077	31,214	(8.4%)
Mar	54,543	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%
Jul	27,470	29,764	8.4%
Aug	29,476	29,434	(0.1%)
Sep	34,459	36,772	6.7%
Oct	45,606	43,648	(4.3%)
Nov	34,948	27,632	(20.9%)
Dec	26,131	27,377	4.8%
Total	462,120	451,384	(2.3%)

SOURCE: State of Nevada - Parks Division

VISITORS TO HOOVER DAM

In 2011, more than 823,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2010 versus 2011 are contained in the following analysis.

Month	2010	2011	Percent 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%
Jul	85,608	94,596	10.5%
Aug	72,453	79,253	9.4%
Sep	61,228	63,102	3.1%
Oct	65,086	67,044	3.0%
Nov	57,674	53,744	(6.8%)
Dec	54,845	53,764	(2.0%)
Total	798,446	823,397	6.4%

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

VISITORS TO LAKE MEAD

During 2011, the Lake Mead area received over 6.3 million recreational visitors. This is a decrease of 13.8 percent from 2010.

Month	2010	2011	Percent 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%)
Jul	766,361	748,123	(2.4%)
Aug	870,940	601,126	(31.0%)
Sep	716,524	591,040	(17.5%)
Oct	534,552	442,593	(17.2%)
Nov	506,321	430,993	(14.9%)
Dec	356,320	332,360	(6.7%)
Total	7,337,573	6,325,909	(13.8%)

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

LAS VEGAS VISITOR PROFILE

LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2007	2008	2009	2010	2011
First vs. Repeat					
First time visitor	19%	16%	17%	18%	16%
Repeat visitor	81%	84%	83%	82%	84%
Purpose of Current Visit					
Vacation/pleasure/gamble	53%	52%	53%	60%	57%
Business/convention	18%	21%	17%	17%	16%
Other	29%	27%	30%	23%	27%
Transportation					
Air	46%	43%	42%	41%	44%
Automobile/Bus/RV	54%	57%	58%	59%	56%
Other Trip Characteristics					
Room occupants (mean)	2.2	2.1	2.1	2.0	2.1
Number of visits in past year	1.8	1.8	1.7	1.7	1.7
Adults in party	2.5	2.4	2.4	2.4	2.3
Nights stayed	3.5	3.5	3.6	3.6	3.7
Visitors with children	8%	6%	8%	7%	10%
Expenditures Per Visitor					
Food & drink (per trip)	\$254.49	\$273.39	\$250.32	\$256.82	\$274.69
Transportation (per trip)	\$62.66	\$59.26	\$53.31	\$62.87	\$64.25
Shopping (per trip)	\$114.50	\$121.90	\$101.97	\$122.80	\$129.34
Shows (per trip)	\$47.87	\$51.64	\$39.87	\$49.28	\$47.52
Sightseeing (per trip)	\$8.31	\$7.12	\$5.77	\$7.21	\$10.24
Hotel/Motel room (per night)	\$108.87	\$101.68	\$75.78	\$79.64	\$84.04
Gambling Behavior					
Gambled while in Las Vegas	84%	85%	83%	80%	77%
Daily hours gambled	3.4	3.3	3.2	2.9	2.9
Gambling Budget (per trip)	\$555.64	\$531.98	\$481.57	\$466.20	\$447.63
Visitor Origin					
Eastern States	9%	8%	7%	6%	6%
Southern States	13%	13%	11%	11%	12%
Midwestern States	14%	12%	12%	12%	11%
Western States	52%	52%	55%	54%	55%
CA	31%	28%	31%	30%	31%
AZ	9%	9%	10%	7%	9%
Foreign	12%	15%	14%	18%	16%
Ethnicity					
White	86%	90%	88%	86%	86%
African American	5%	4%	4%	5%	4%
Asian/Asian American	3%	2%	2%	3%	3%
Hispanic/Latino	5%	4%	5%	6%	7%
Other	1%	0%	1%	1%	1%
Average Age					
Age	49.0	50.6	50.0	49.2	49.0

During the calendar year of 2011, 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.

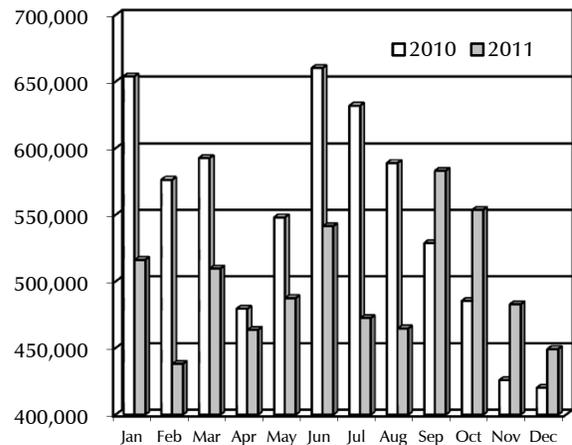
SOURCE: Las Vegas Convention and Visitors Authority - 2011 Las Vegas Visitor Profile Study

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Unique Site Visits

Month	2010	2011	Percent Change
Jan	653,973	516,139	(21.1%)
Feb	576,227	437,903	(24.0%)
Mar	592,577	509,671	(14.0%)
Apr	479,334	463,503	(3.3%)
May	548,022	487,419	(11.1%)
Jun	660,139	541,335	(18.0%)
Jul	631,845	472,360	(25.2%)
Aug	588,863	464,563	(21.1%)
Sep	528,715	582,991	10.3%
Oct	485,286	553,678	14.1%
Nov	425,700	482,745	13.4%
Dec	419,971	449,144	6.9%
Total	6,590,652	5,961,451	(9.5%)



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Unique Site Visits

Month	2010	2011	Percent Change
Jan	8,806	5,812	(34.0%)
Feb	5,973	5,606	(6.1%)
Mar	7,335	7,195	(1.9%)
Apr	7,045	6,297	(10.6%)
May	3,520	8,000	127.3%
Jun	2,491	8,588	244.8%
Jul	6,394	2,856	(55.3%)
Aug	6,942	15,663	125.6%
Sep	6,902	45,771	563.2%
Oct	5,764	40,620	604.7%
Nov	6,040	40,072	563.4%
Dec	5,829	36,301	522.8%
Total	73,041	222,781	205.0%

VISITLAUGHLIN.COM

Unique Site Visits

Month	2010	2011	Percent Change
Jan	63,271	60,527	(4.3%)
Feb	58,537	59,290	1.3%
Mar	64,931	64,842	(0.1%)
Apr	62,512	61,280	(2.0%)
May	58,258	62,602	7.5%
Jun	65,241	74,087	13.6%
Jul	53,030	68,861	29.9%
Aug	54,840	64,961	18.5%
Sep	44,866	47,418	5.7%
Oct	33,599	46,360	38.0%
Nov	34,458	41,745	21.1%
Dec	36,932	41,499	12.4%
Total	630,475	693,472	10.0%

LVCVA.COM

Unique Site Visits

Month	2010	2011	Percent Change
Jan	95,735	82,974	(13.3%)
Feb	79,304	70,957	(10.5%)
Mar	82,764	77,344	(6.5%)
Apr	69,630	64,327	(7.6%)
May	62,322	65,592	5.2%
Jun	52,319	70,095	34.0%
Jul	54,364	55,402	1.9%
Aug	56,049	57,652	2.9%
Sep	57,296	37,415	(34.7%)
Oct	53,706	40,275	(25.0%)
Nov	57,594	37,789	(34.4%)
Dec	51,323	32,230	(37.2%)
Total	772,406	692,052	(10.4%)

VISITMESQUITE.COM

Unique Site Visits

Month	2010	2011	Percent Change
Jan	17,907	9,931	(44.5%)
Feb	16,818	9,487	(43.6%)
Mar	15,645	13,608	(13.0%)
Apr	8,522	13,239	55.4%
May	5,961	12,878	116.0%
Jun	5,564	10,024	80.2%
Jul	6,128	5,412	(11.7%)
Aug	5,890	6,199	5.2%
Sep	5,709	5,990	4.9%
Oct	7,382	6,493	(12.0%)
Nov	7,319	5,555	(24.1%)
Dec	8,618	6,338	(26.5%)
Total	111,463	105,154	(5.7%)

SOURCE: Las Vegas Convention and Visitors Authority

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

LAUGHLIN EXECUTIVE SUMMARY

Visitor Indicator	2010	2011	Change
Visitor Volume	2,363,734	2,253,124	(4.7%)
Room Inventory	10,350	10,334	(0.2%)
Convention Attendance	74,605	69,227	(7.2%)
Occupancy Level	63.7%	63.0%	(0.7)
Average Daily Room Rate	\$38.25	\$40.34	5.5%
Room Nights Occupied	2,453,711	2,380,409	(3.0%)
Gross Gaming Revenue	\$482,389,000	\$464,713,000	(3.7%)
Laughlin/Bullhead City Air Passengers	242,777	227,252	(6.4%)
Average Daily Traffic-Hwy 163	6,199	4,286	(30.9%)

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	2007	2008	2009	2010	2011
First vs. Repeat					
First time visitor	14%	12%	19%	18%	15%
Repeat visitor	86%	88%	81%	82%	85%
Purpose of Current Visit					
Vacation/pleasure	49%	36%	32%	40%	55%
Gamble	26%	47%	42%	32%	27%
Other	25%	17%	26%	28%	18%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.0	2.0	2.0	2.0
Number of visits in past year	2.3	2.3	2.3	2.5	2.5
Adults in party	2.1	2.3	2.5	1.9	2.0
Nights stayed	3.0	3.0	3.1	3.1	3.2
Visitors with children	3.0%	2.0%	7.0%	4.0%	5.0%
Expenditures Per Visitor					
Food & drink (per trip)	\$183.26	\$192.89	\$204.98	\$205.34	\$185.30
Transportation (per trip)	\$0.86	\$29.46	\$41.23	\$34.27	\$61.03
Shopping (per trip)	\$40.53	\$32.53	\$68.26	\$57.72	\$65.81
Shows (per trip)	\$2.40	\$3.01	\$6.57	\$3.75	\$5.08
Sightseeing (per trip)	\$0.27	\$0.01	\$5.68	\$3.47	\$4.74
Gambling Behavior					
Gambled while in Laughlin	99.8%	100.0%	98.9%	99.4%	99.2%
Daily hours gambled	5.9	5.8	5.8	6.0	5.9
Gambling Budget (per trip)	\$787.13	\$556.62	\$511.17	\$457.46	\$537.97
Average Age					
Age	60.9	60.8	60.9	60.6	61.8

During the calendar year of 2011, 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 - 2011 Laughlin Visitor Profile Study

LAUGHLIN, NEVADA

LAUGHLIN VISITOR VOLUME

Month	2010	2011	Percent 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%)
Jul	232,113	223,818	(3.6%)
Aug	213,240	199,008	(6.7%)
Sep	186,381	175,262	(6.0%)
Oct	197,448	177,409	(10.1%)
Nov	173,593	160,193	(7.7%)
Dec	151,604	141,592	(6.6%)
Total	2,363,734	2,253,124	(4.7%)

LAUGHLIN CONVENTION ATTENDANCE

Month	2010	2011	Percent 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%)
Jul	4,108	3,879	(5.6%)
Aug	2,812	2,520	(10.4%)
Sep	5,358	5,011	(6.5%)
Oct	11,062	8,071	(27.0%)
Nov	6,102	5,936	(2.7%)
Dec	2,117	1,488	(29.7%)
Total	74,605	69,227	(7.2%)

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%)
2011	2,253,124	(4.7%)

LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2010	2011	Percent Change
Jan	178,314	182,564	2.4%
Feb	204,604	202,570	(1.0%)
Mar	231,479	227,804	(1.6%)
Apr	213,466	214,556	0.5%
May	202,750	201,815	(0.5%)
Jun	210,590	202,446	(3.9%)
Jul	245,678	241,600	(1.7%)
Aug	223,223	211,440	(5.3%)
Sep	197,168	188,474	(4.4%)
Oct	209,515	190,264	(9.2%)
Nov	181,953	170,154	(6.5%)
Dec	154,971	146,722	(5.3%)
Total	2,453,711	2,380,409	(3.0%)

SOURCE: Las Vegas Convention and Visitors Authority

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

2011 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2010	2011	Net Change
1	Apr 29-30	84.7%	98.6%	13.9
2	Aug 12-13	98.5%	96.3%	(2.2)
3	Jul 22-23	90.3%	95.8%	5.5
4	Jun 24-25	91.3%	94.3%	3.0
5	May 27-29	93.2%	93.3%	0.1
6	Aug 5-6	92.4%	93.1%	0.7
7	Jul 15-16	89.6%	92.2%	2.6
8	Mar 18-19	88.9%	91.9%	3.0
9	Jul 1-3	94.1%	91.1%	(3.0)
10	Mar 11-12	81.6%	91.1%	9.5
11	Aug 19-20	89.4%	89.8%	0.4
12	Feb 18-20	93.2%	89.5%	(3.7)
13	Sep 2-4	91.3%	89.3%	(2.0)
14	Jul 29-30	92.4%	88.7%	(3.7)
15	May 20-21	79.2%	88.7%	9.5
16	Mar 4--5	66.8%	87.4%	20.6
17	Jun 17-18	86.0%	87.0%	1.0
18	Apr 15-16	77.0%	86.6%	9.6
19	Jan 14-16	74.0%	86.5%	12.5
20	Dec 30-Jan1	89.5%	86.4%	(3.1)
21	Feb 11-12	87.3%	84.0%	(3.3)
22	Mar 25-26	92.7%	83.9%	(8.8)
23	Jul 8-9	82.8%	83.7%	0.9
24	Apr 8-9	84.9%	82.9%	(2.0)
25	Oct 7-8	87.5%	80.4%	(7.1)
26	Aug 26-27	81.3%	80.4%	(0.9)
27	Sep 23-24	91.0%	80.3%	(10.7)
28	Sep 30/Oct 1	84.5%	79.4%	(5.1)
29	Feb 25-26	79.7%	79.4%	(0.3)
30	May 13-14	79.2%	79.1%	(0.1)
31	May 6-7	68.4%	78.8%	10.4
32	Sep 9-10	73.3%	78.3%	5.0
33	Nov 11-12	76.1%	77.9%	1.8
34	Oct 21-22	79.4%	77.4%	(2.0)
35	Feb 4-5	71.7%	77.4%	5.7
36	Sep 16-17	84.1%	77.3%	(6.8)
37	Jun 10-11	77.0%	76.9%	(0.1)
38	Apr 1-2	68.3%	76.1%	7.8
39	Apr 22-23	99.6%	73.0%	(26.6)
40	Oct 14-15	84.7%	72.9%	(11.8)
41	Nov 24-26	81.4%	72.2%	(9.2)
42	Jun 3-4	75.3%	72.2%	(3.1)
43	Oct 28-29	64.3%	63.9%	(0.4)
44	Jan 28-29	61.1%	63.6%	2.5
45	Nov 4-5	65.7%	61.2%	(4.5)
46	Jan 21-22	51.1%	60.5%	9.4
47	Dec 2-3	57.5%	55.4%	(2.1)
48	Nov 18-19	51.8%	54.7%	2.9
49	Jan 7-8	48.4%	54.1%	5.7
50	Dec 9-10	57.7%	53.3%	(4.4)
51	Dec 23-25	55.3%	46.3%	(9.0)
52	Dec 16-17	36.7%	31.8%	(4.9)

LAUGHLIN OCCUPANCY

Month	2010	2011	Change
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)
Jul	74.4%	75.3%	0.9
Aug	67.6%	65.9%	(1.7)
Sep	63.5%	60.7%	(2.8)
Oct	65.3%	59.3%	(6.0)
Nov	58.6%	54.8%	(3.8)
Dec	48.3%	45.8%	(2.5)
Total	63.7%	63.0%	(0.7)

LAUGHLIN OCCUPANCY - MIDWEEK

Month	2010	2011	Change
Jan	46.0%	50.4%	4.4
Feb	61.6%	63.5%	1.9
Mar	65.8%	66.6%	0.8
Apr	60.0%	61.9%	1.9
May	51.7%	53.5%	1.8
Jun	59.9%	58.9%	(1.0)
Jul	65.7%	67.0%	1.3
Aug	59.7%	57.6%	(2.1)
Sep	54.0%	50.1%	(3.9)
Oct	58.3%	53.2%	(5.1)
Nov	53.6%	49.5%	(4.1)
Dec	49.9%	49.9%	0.0
Total	56.9%	56.2%	(0.7)

LAUGHLIN OCCUPANCY - WEEKEND

Month	2010	2011	Change
Jan	66.7%	70.5%	3.8
Feb	83.5%	83.3%	(0.2)
Mar	82.5%	83.6%	1.1
Apr	82.7%	83.4%	0.7
May	81.8%	85.9%	4.1
Jun	82.4%	82.6%	0.2
Jul	90.2%	90.4%	0.2
Aug	90.4%	89.9%	(0.5)
Sep	85.6%	81.9%	(3.7)
Oct	80.1%	74.3%	(5.8)
Nov	70.2%	67.1%	(3.1)
Dec	56.0%	53.9%	(2.1)
Total	79.1%	78.5%	(0.6)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

LAUGHLIN DAILY 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 U.S.-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
	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%)
Jul	6,648	4,145	(37.7%)
Aug	6,190	4,043	(34.7%)
Sep	6,051	4,087	(32.5%)
Oct	6,062	4,353	(28.2%)
Nov	4,440	4,161	(6.3%)
Dec	4,025	3,787	(5.9%)
Average	6,199	4,286	(30.9%)

* Note: Mike O'Callaghan-Pat Tillman Memorial Bridge opened October 16, 2010

SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	2010	2011	Percent 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%
Jul	19,237	15,231	(20.8%)
Aug	19,141	15,618	(18.4%)
Sep	19,720	17,012	(13.7%)
Oct	21,144	18,036	(14.7%)
Nov	23,016	20,365	(11.5%)
Dec	8,039	10,783	34.1%
Total	242,777	227,252	(6.4%)

SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN GROSS GAMING REVENUE

Month	2010	2011	Percent 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%
Jul	38,643,000	37,288,000	(3.5%)
Aug	36,342,000	34,278,000	(5.7%)
Sep	39,611,000	36,093,000	(8.9%)
Oct	38,442,000	37,335,000	(2.9%)
Nov	39,345,000	38,609,000	(1.9%)
Dec	35,597,000	32,646,000	(8.3%)
Total	\$482,389,000	\$464,713,000	(3.7%)

SOURCE: Nevada Gaming Control Board

HISTORICAL LAUGHLIN GROSS GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1990	\$398,322,000	15.1%
1991	463,376,000	16.3%
1992	507,534,000	9.5%
1993	539,822,000	6.4%
1994	534,990,000	(0.9%)
1995	515,847,000	(3.6%)
1996	490,664,000	(4.9%)
1997	482,348,000	(1.7%)
1998	491,385,000	1.9%
1999	531,993,000	8.3%
2000	559,948,000	5.3%
2001	545,215,000	(2.6%)
2002	551,214,000	1.1%
2003	552,149,000	0.2%
2004	594,787,000	7.7%
2005	621,183,000	4.4%
2006	630,533,000	1.5%
2007	631,196,000	0.1%
2008	570,978,000	(9.5%)
2009	492,514,000	(13.7%)
2010	482,389,000	(2.1%)
2011	464,713,000	(3.7%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

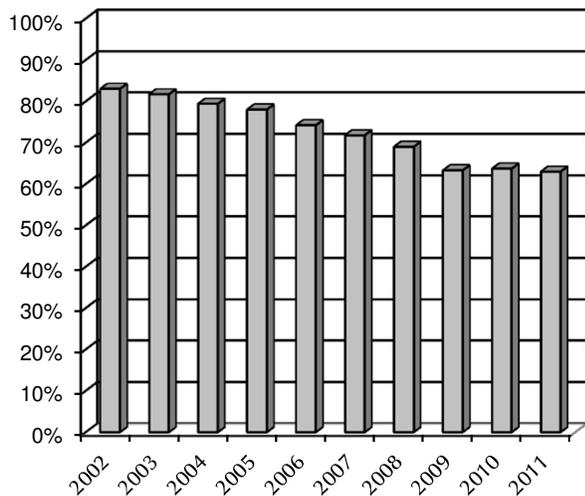
HISTORICAL LAUGHLIN HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

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
2011	63.0%	10,334

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

Laughlin Occupancy



HISTORICAL LAUGHLIN DAILY AUTO TRAFFIC

(State Route 163)

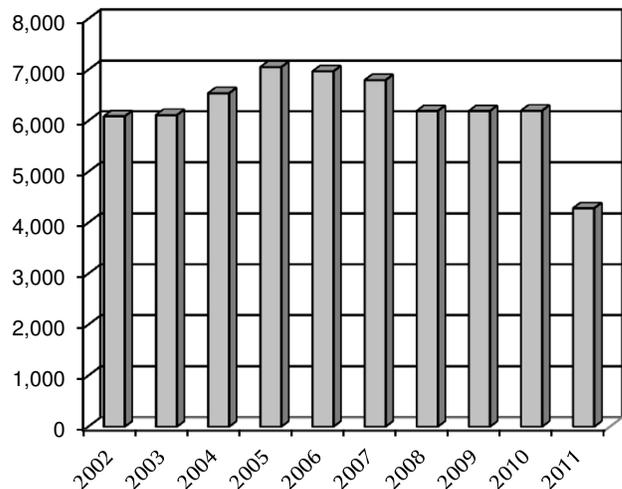
Year	Total Vehicles	Percent Change
1993	4,367	N/A*
1994	4,733	8.4%
1995	4,611	(2.6%)
1996	4,836	4.9%
1997	4,883	1.0%
1998	5,025	2.9%
1999	4,965	(1.2%)
2000	4,819	(3.0%)
2001	5,244	8.8%
2002	6,088	16.1%
2003	6,113	0.4%
2004	6,541	7.0%
2005	7,053	7.8%
2006	6,969	(1.2%)
2007	6,797	(2.5%)
2008	6,193 r	(8.9%)
2009	6,192	(0.0%)
2010	6,199	0.1%
2011	4,286	(30.9%)

r = Revised

* NOTE: Data not available prior to 1993

SOURCE: State of Nevada Department of Transportation - Traffic Section

Laughlin Daily Auto Traffic



MESQUITE, NEVADA

MESQUITE EXECUTIVE SUMMARY

Visitor Indicator	2010	2011	Change
Visitor Volume	995,120	981,541	(1.4%)
Room Inventory	1,767	1,763	(0.2%)
Occupancy Level	80.2%	78.4%	(1.8)
Average Daily Room Rate	\$51.41	\$51.47	0.1%
Room Nights Occupied	521,485	504,857	(3.2%)
Gross Gaming Revenue	\$115,774,000	\$116,955,000	1.0%
Average Daily Traffic Hwy I-15 at NV/AZ border	22,264	21,793	(2.1%)

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

MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2007	2008	2009	2010	2011
First vs. Repeat					
First time visitor	11%	10%	9%	9%	6%
Repeat visitor	89%	90%	91%	91%	94%
Purpose of Current Visit					
Vacation/pleasure	10%	12%	5%	3%	1%
Gamble	15%	13%	16%	16%	16%
Just passing through	33%	39%	35%	32%	34%
Other	42%	36%	44%	49%	49%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.1	2.1	2.1	2.1
Number of visits in past year	7.9	6.4	7.7	8.8	9.2
Adults in party	2.1	2.1	2.1	2.1	2.1
Nights stayed	1.7	1.8	1.7	1.8	1.6
Visitors with children	3%	3%	4%	4%	4%
Expenditures Per Visitor					
Food & drink (per trip)	\$56.42	\$50.34	\$49.07	\$51.22	\$52.65
Transportation (per trip)	\$1.62	\$2.76	\$1.72	\$2.97	\$3.45
Recreational Activities (per trip)	\$8.68	\$6.62	\$9.58	\$6.18	\$2.22
Shows (per trip)	\$0.92	\$0.13	\$0.21	\$0.75	\$0.62
Shopping (per trip)	\$0.00	\$0.00	\$0.00	\$0.00	\$3.30
Other (per trip)	\$3.32	\$3.40	\$1.98	\$1.87	\$0.00
Gambling Behavior					
Gambled while in Mesquite	92%	93%	92%	96%	97%
Daily hours gambled	3.4	3.5	3.6	3.5	3.3
Gambling Budget (per trip)	\$280.19	\$274.78	\$270.85	\$239.77	\$207.40
Average Age					
Age	58.9	59.0	59.8	58.8	57.0

During the calendar year 2011, 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.

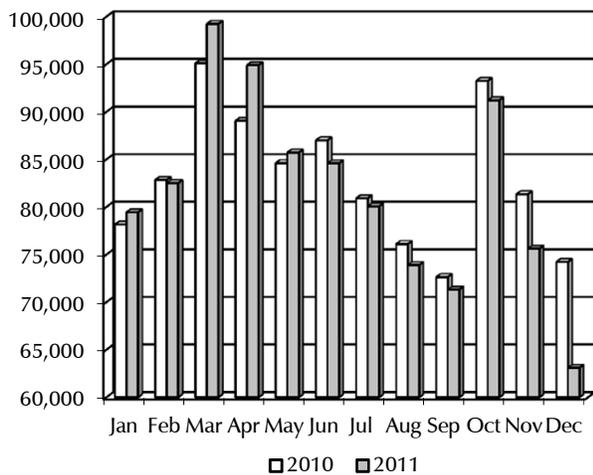
SOURCE: Las Vegas Convention and Visitors Authority - 2011 Mesquite Visitor Profile Study

MESQUITE, NEVADA

MESQUITE VISITOR VOLUME

Month	2010	2011	Percent 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%)
Jul	80,899	80,052	(1.0%)
Aug	76,096	73,894	(2.9%)
Sep	72,630	71,305	(1.8%)
Oct	93,239	91,200	(2.2%)
Nov	81,329	75,620	(7.0%)
Dec	74,215	63,101	(15.0%)
Total	995,120	981,541	(1.4%)

Visitor Volume



MESQUITE ROOM NIGHTS OCCUPIED

Month	2010	2011	Percent Change
Jan	40,952	40,864	(0.2%)
Feb	43,404	42,450	(2.2%)
Mar	49,830	51,052	2.5%
Apr	46,665	48,822	4.6%
May	44,337	44,095	(0.5%)
Jun	45,591	43,398	(4.8%)
Jul	42,394	41,185	(2.9%)
Aug	39,878	38,017	(4.7%)
Sep	38,061	36,685	(3.6%)
Oct	48,861	46,920	(4.0%)
Nov	42,620	38,905	(8.7%)
Dec	38,892	32,464	(16.5%)
Total	521,485	504,857	(3.2%)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE DAILY 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
	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%)
Jul	25,567	N/A	N/A
Aug	24,471	23,788	(2.8%)
Sep	22,420	22,029	(1.7%)
Oct	22,442	22,411	(0.1%)
Nov	21,426	N/A	N/A
Dec	19,538	19,661	0.6%
Average	22,264	21,793	(2.1%)

SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE GAMING REVENUE

Month	2010	2011	Percent 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%
Jul	8,446,000	8,477,000	0.4%
Aug	8,252,000	7,880,000	(4.5%)
Sep	8,298,000	8,499,000	2.4%
Oct	10,217,000	10,320,000	1.0%
Nov	9,473,000	9,869,000	4.2%
Dec	9,402,000	9,699,000	3.2%
Total	\$115,774,000	\$116,955,000	1.0%

SOURCE: Nevada Gaming Control Board

MESQUITE, NEVADA

2011 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2010	2011	Net Change
1	Mar 25-26	93.4%	99.3%	5.9
2	Mar 18-19	99.4%	99.2%	(0.2)
3	Apr 15-16	98.1%	99.0%	0.9
4	Feb 18-20	98.8%	98.8%	0.0
5	Mar 11-12	99.4%	98.5%	(0.9)
6	Mar 4-5	97.9%	98.4%	0.5
7	Oct 14-15	98.8%	98.2%	(0.6)
8	Oct 28-29	94.9%	98.2%	3.3
9	Apr 1-2	97.4%	97.1%	(0.3)
10	Jan 14-16	93.3%	96.7%	3.4
11	Feb 25-26	97.6%	96.4%	(1.2)
12	Jun 24-25	89.5%	96.0%	6.5
13	Jan 28-29	97.6%	95.6%	(2.0)
14	Feb 11-12	99.7%	95.5%	(4.2)
15	Apr 22-23	93.0%	95.4%	2.4
16	Nov 18-19	95.7%	95.2%	(0.5)
17	Sep 30/Oct 1	97.1%	94.3%	(2.8)
18	Apr 29-30	92.9%	94.3%	1.4
19	May 27-29	87.9%	94.2%	6.3
20	Apr 8-9	95.5%	93.8%	(1.7)
21	Jun 10-11	87.1%	93.3%	6.2
22	Sep 23-24	90.9%	91.9%	1.0
23	May 6-7	78.4%	91.3%	12.9
24	Nov 4-5	92.5%	90.6%	(1.9)
25	Oct 21-22	95.4%	90.2%	(5.2)
26	Jul 22-23	89.8%	89.5%	(0.3)
27	Jul 29-30	92.6%	89.1%	(3.5)
28	May 13-14	93.1%	88.7%	(4.4)
29	Jan 21-22	86.2%	88.6%	2.4
30	May 20-21	80.9%	87.4%	6.5
31	Jul 1-3	87.4%	86.8%	(0.6)
32	Feb 4-5	88.5%	86.3%	(2.2)
33	Oct 7-8	95.6%	86.2%	(9.4)
34	Dec 30-Jan1	88.6%	85.8%	(2.8)
35	Jun 3-4	93.3%	85.7%	(7.6)
36	Nov 11-12	91.2%	85.6%	(5.6)
37	Sep 2-4	88.1%	85.2%	(2.9)
38	Aug 19-20	82.0%	84.6%	2.6
39	Aug 5-6	86.5%	83.6%	(2.9)
40	Nov 24-26	93.2%	82.6%	(10.6)
41	Jun 17-18	85.2%	81.1%	(4.1)
42	Jul 8-9	84.7%	80.7%	(4.0)
43	Aug 12-13	89.0%	80.4%	(8.6)
44	Aug 26-27	74.3%	79.4%	5.1
45	Jul 15-16	84.8%	77.0%	(7.8)
46	Sep 16-17	75.9%	76.5%	0.6
47	Jan 7-8	79.8%	73.2%	(6.6)
48	Dec 2-3	76.5%	67.2%	(9.3)
49	Sep 9-10	63.8%	61.0%	(2.8)
50	Dec 16-17	66.1%	58.3%	(7.8)
51	Dec 9-10	85.2%	57.7%	(27.5)
52	Dec 23-25	54.0%	48.1%	(5.9)
53	Dec 30-Jan1	88.6%	85.8%	(2.8)

MESQUITE OCCUPANCY

Month	2010	2011	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)
Jul	76.4%	75.4%	(1.0)
Aug	72.8%	69.6%	(3.2)
Sep	71.8%	69.4%	(2.4)
Oct	89.2%	85.9%	(3.3)
Nov	80.4%	73.6%	(6.8)
Dec	71.0%	59.4%	(11.6)
Total	80.2%	78.4%	(1.8)

MESQUITE OCCUPANCY - MIDWEEK

Month	2010	2011	Change
Jan	63.6%	67.6%	4.0
Feb	81.9%	81.6%	(0.3)
Mar	87.1%	91.2%	4.1
Apr	83.1%	90.2%	7.1
May	76.9%	76.3%	(0.6)
Jun	83.5%	79.6%	(3.9)
Jul	70.1%	70.2%	0.1
Aug	69.3%	65.3%	(4.0)
Sep	68.0%	63.7%	(4.3)
Oct	85.8%	82.9%	(2.9)
Nov	74.9%	67.5%	(7.4)
Dec	70.4%	56.5%	(13.9)
Total	76.4%	74.6%	(1.8)

MESQUITE OCCUPANCY - WEEKEND

Month	2010	2011	Change
Jan	90.0%	89.4%	(0.6)
Feb	96.5%	94.8%	(1.7)
Mar	97.5%	98.9%	1.4
Apr	95.7%	95.9%	0.2
May	86.1%	90.8%	4.7
Jun	88.8%	89.0%	0.2
Jul	87.8%	84.8%	(3.0)
Aug	83.0%	82.0%	(1.0)
Sep	80.6%	80.9%	0.3
Oct	96.4%	93.3%	(3.1)
Nov	93.2%	87.8%	(5.4)
Dec	72.5%	64.0%	(8.5)
Total	89.0%	86.9%	(2.1)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE, NEVADA

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	(25.8%)
2011	981,541	(7.5%)

* NOTE: Data not available prior to 1999

SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL MESQUITE DAILY 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%
2011	21,793	(2.1%)

* 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
2011	78.4%	1,763

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%)
2011	116,955,000	1.0%

* 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.

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 89106
(702) 455-4314

www.clarkcountynv.gov

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

4505 Maryland Pkwy, BEH 205
Las Vegas, NV 89154-6002
(702) 895-3191

<http://business.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.nvdeetr.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

5757 Wayne Newton Blvd
Las Vegas, NV 89119
(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.