



**2012**

*Mid-Year Summary*  
*Volume 39 - Number 155*

***Marketing Bulletin***

# LAS VEGAS MARKETING BULLETIN

Mid-Year 2012: Volume 39, Number 155

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.

# LAS VEGAS VISITOR STATISTICS

Visitation Indicator	January - June		Change
	2011	2012	
<b>Visitor Volume</b>	19,465,171	19,925,238	2.4%
<b>Room Inventory (as of June 30)</b>	148,733	150,245	1.0%
<b>Room Tax/LVCVA's Portion</b>	\$98,446,460	\$104,818,013	6.5%
<b>Conventions</b>			
Attendance	2,764,005 r	2,785,608 r	0.8%
Number Held	9,258	11,140	20.3%
<b>Occupancy Levels</b>			
Total	84.9%	84.9%	0.0
Hotel	87.5%	88.2%	0.7
Motel	60.7%	56.1%	(4.6)
Weekend	92.1%	91.0%	(1.1)
Midweek	81.8%	82.2%	0.5
<b>Average Daily Room Rate</b>	\$105.53	\$110.04	4.3%
<b>Total Room Nights Occupied</b>	22,873,095	23,304,056	1.9%
<b>Gross Gaming Revenue</b>			
Clark County	\$4,670,497,000 r	\$4,688,156,000	0.4%
Strip	\$3,038,360,000 r	\$3,021,062,000	(0.6%)
Downtown	\$254,038,000 r	\$263,106,000	3.6%
Boulder Strip	\$404,883,000	\$415,513,000	2.6%
<b>Enplaned/Deplaned Airline Passengers</b>			
Total	20,351,594 r	20,745,383	1.9%
<b>Automobile Traffic</b>			
Average Daily Traffic			
All Major Highways	98,721	100,080	1.4%
I-15 at CA/NV Border	38,568	41,734	8.2%

r = Revised

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

## LAS VEGAS VISITOR VOLUME

Month	2011	2012	Percentage Change
Jan	3,126,364	3,154,639	0.9%
Feb	2,884,587	3,069,954	6.4%
Mar	3,406,385	3,531,994	3.7%
Apr	3,354,283	3,324,459	(0.9%)
May	3,369,262	3,451,394	2.4%
Jun	3,324,290	3,392,798	2.1%
<b>Total</b>	<b>19,465,171</b>	<b>19,925,238</b>	<b>2.4%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## LAS VEGAS VISITOR PROFILE

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

# CONVENTION ANALYSIS

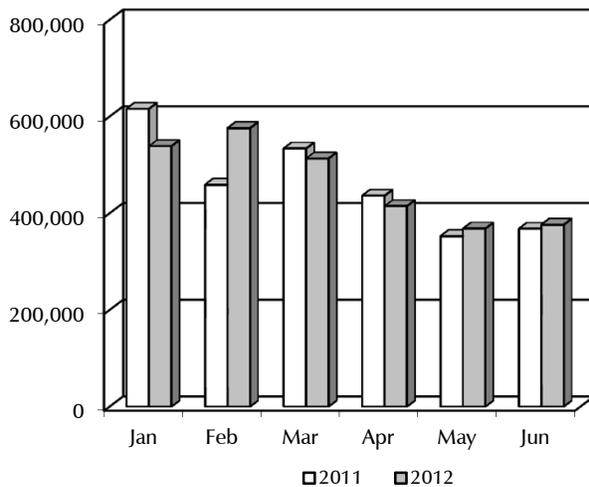
## CONVENTION ATTENDANCE

Convention attendance increased by 0.8% when compared with the first six months of 2012.

Month	2011	2012	Change
Jan	615,854	538,552	(12.6%)
Feb	458,623	575,717 r	25.5%
Mar	533,579	513,010	(3.9%)
Apr	435,934	414,510	(4.9%)
May	352,303	367,899	4.4%
Jun	367,712 r	375,920 r	2.2%
<b>Total</b>	<b>2,764,005 r</b>	<b>2,785,608</b>	<b>0.8%</b>

r = Revised

## Convention Attendance



SOURCE: Las Vegas Convention and Visitors Authority

## CONVENTIONS & MEETINGS HELD

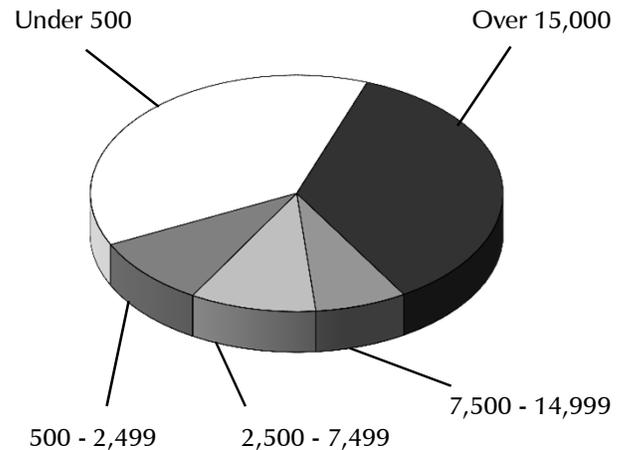
The number of conventions held increased by 20.3% when compared with the first six months of 2011.

Month	2011	2012	Change
Jan	1,193	1,493	25.1%
Feb	1,312	1,983	51.1%
Mar	1,710	2,302	34.6%
Apr	1,837	1,938	5.5%
May	1,753	1,742	(0.6%)
Jun	1,453	1,682	15.8%
<b>Total</b>	<b>9,258</b>	<b>11,140</b>	<b>20.3%</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	996,167	35.8%
7,500-14,999	200,408	7.2%
2,500-7,499	275,311	9.9%
500-2,499	263,064	9.4%
Under 500	1,050,658	37.7%
<b>Total</b>	<b>2,785,608</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	55	27.5%
Orlando	26	13.0%
Chicago	21	10.5%
New York City	17	8.5%
Atlanta	11	5.5%
New Orleans	10	5.0%
Louisville	8	4.0%
Anaheim	7	3.5%
San Francisco	7	3.5%
Boston	7	3.5%
Washington, D.C.	7	3.5%
Dallas	6	3.0%
San Diego	5	2.5%
Indianapolis	5	2.5%
Denver	5	2.5%

SOURCE: Trade Show News Network (TSNN)

# HOTEL VS. MOTEL OCCUPANCY

During the first six months of 2012, citywide occupancy levels for Las Vegas were flat compared to 2011. Hotel properties experienced a 0.7 point increase in occupancy for the timeframe and motel occupancy decreased 4.6 points during the same period.

Month	Citywide			Hotels			Motels		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	79.0%	78.3%	(0.7)	81.8%	82.2%	0.4	53.7%	45.2%	(8.5)
Feb	80.6%	81.7%	1.1	83.3%	85.7%	2.4	55.9%	47.6%	(8.3)
Mar	87.2%	88.3%	1.1	89.5%	90.5%	1.0	66.3%	69.2%	2.9
Apr	87.7%	86.5%	(1.2)	90.8%	89.6%	(1.2)	59.7%	59.7%	0.0
May	86.1%	86.6%	0.5	88.5%	90.0%	1.5	64.3%	57.1%	(7.2)
Jun	88.5%	88.0%	(0.5)	91.3%	91.4%	0.1	64.1%	57.8%	(6.3)
Year-to-Date	84.9%	84.9%	0.0	87.5%	88.2%	0.7	60.7%	56.1%	(4.6)

## LAS VEGAS 2012 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

Month	Citywide			Weekend			Midweek		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	79.0%	78.3%	(0.7)	86.1%	82.6%	(3.5)	75.6%	76.3%	0.7
Feb	80.6%	81.7%	1.1	89.5%	90.8%	1.3	76.4%	77.6%	1.2
Mar	87.2%	88.3%	1.1	95.3%	94.4%	(0.9)	84.4%	85.4%	1.0
Apr	87.7%	86.5%	(1.2)	93.2%	92.7%	(0.5)	85.0%	84.2%	(0.8)
May	86.1%	86.6%	0.5	94.2%	93.4%	(0.8)	82.8%	83.8%	1.0
Jun	88.5%	88.0%	(0.5)	94.5%	92.1%	(2.4)	86.3%	85.9%	(0.4)
Year-to-Date	84.9%	84.9%	0.0	92.1%	91.0%	(1.1)	81.8%	82.2%	0.5

## LAS VEGAS 2012 STRIP VS. DOWNTOWN OCCUPANCY AVERAGES

	Citywide			Strip			Downtown		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	79.0%	78.3%	(0.7)	82.4%	82.4%	0.0	78.1%	75.2%	(2.9)
Feb	80.6%	81.7%	1.1	83.6%	85.9%	2.3	79.5%	79.7%	0.2
Mar	87.2%	88.3%	1.1	89.8%	91.1%	1.3	87.4%	81.4%	(6.0)
Apr	87.7%	86.5%	(1.2)	91.2%	91.0%	(0.2)	89.1%	86.6%	(2.5)
May	86.1%	86.6%	0.5	88.9%	90.7%	1.8	82.2%	82.2%	0.0
Jun	88.5%	88.0%	(0.5)	91.8%	91.9%	0.1	87.3%	82.0%	(5.3)
Year-to-Date	84.9%	84.9%	0.0	88.0%	88.8%	0.9	83.9%	81.2%	(2.8)

SOURCE: Las Vegas Convention and Visitors Authority

### WWW.VISITLASVEGAS.COM

The Las Vegas Convention and Visitors Authority offers [VisitLasVegas.com](http://www.visitlasvegas.com) as the official site for Las Vegas visitors to plan their trips by providing information on hotels and resorts, casinos, entertainment, golf, dining and shopping. Additionally, visitors 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.VEGASMEANSBUSINESS.COM

[VegasMeansBusiness.com](http://www.VegasMeansBusiness.com) is the go-to resource for meeting planners, providing in-depth information on how, when, where, and most importantly, why businesses should meet in Las Vegas. The website provides planning tools including a convention calendar, vendor search, housing and registration support services, and an interactive RFP program. Updated testimonials, news coverage, and success stories provide a broader picture of Las Vegas as the world's top convention destination.

# HOTEL VS. MOTEL OCCUPANCY

## WEEKEND OCCUPANCY RANKING

### Top Weekends - First Six Months of 2012

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 2012.

Rank	Date	Citywide	Hotel	Motel
1	Mar 23-24	97.9%	98.2%	94.9%
2	Apr 20-21	96.0%	96.6%	90.6%
3	Mar 9-10	96.0%	97.2%	85.8%
4	May 25-27	96.0%	97.4%	83.5%
5	Mar 16-17	95.8%	97.1%	84.6%
6	Mar 30-31	95.5%	96.8%	84.8%
7	Jun 8-9	95.4%	96.2%	88.7%
8	Apr 13-14	94.2%	95.8%	80.4%
9	May 4-5	94.1%	96.0%	77.2%
10	Feb 17-19	94.1%	95.7%	80.6%
11	May 18-19	93.4%	96.2%	69.2%
12	Jun 22-23	92.7%	95.8%	64.8%
13	Apr 27-28	92.3%	94.8%	70.6%
14	Jun 1-2	91.9%	95.4%	61.3%
15	Jun 15-16	91.6%	94.7%	63.7%
16	Feb 3-4	90.8%	94.0%	63.0%
17	Jun 29-30	89.1%	93.0%	54.7%
18	May 11-12	89.0%	93.1%	53.4%
19	Feb 10-11	88.6%	91.0%	68.3%
20	Apr 6-7	88.5%	92.2%	56.4%
21	Feb 24-25	88.1%	91.5%	58.6%
22	Mar 2-3	86.6%	89.2%	63.9%
23	Jan 13-15	85.4%	89.9%	47.3%
24	Jan 27-28	84.5%	89.3%	43.2%
25	Jan 20-21	81.2%	85.8%	41.5%
26	Jan 6-7	73.1%	77.2%	38.3%

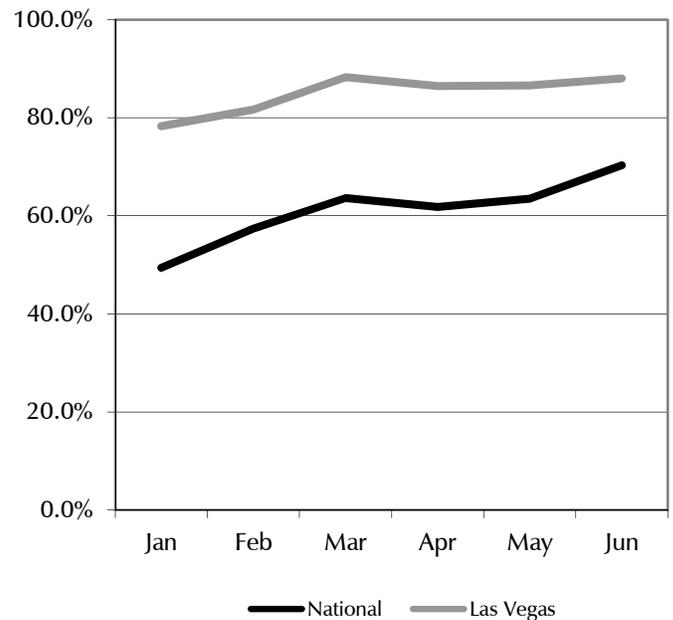
SOURCE: Las Vegas Convention and Visitors Authority

## 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	49.4%	78.3%	28.9
Feb	57.4%	81.7%	24.3
Mar	63.6%	88.3%	24.7
Apr	61.8%	86.5%	24.7
May	63.5%	86.6%	23.1
Jun	70.3%	88.0%	17.7
Year-to-Date	61.0%	84.9%	23.9

### Las Vegas vs. National Occupancy



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

# GAMING SUMMARY

## CLARK COUNTY GROSS GAMING REVENUE

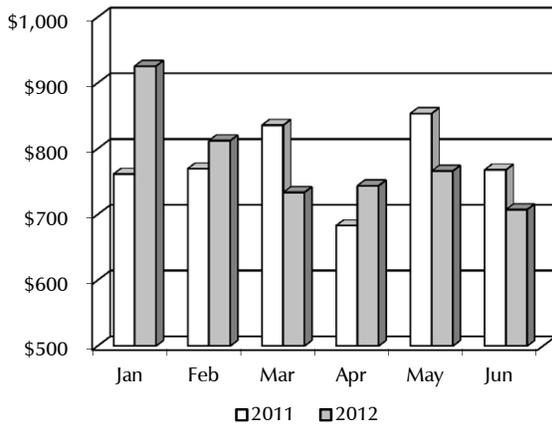
The table below shows Clark County's gross gaming revenue for the first six months of 2012 compared to the same time period in 2011.

Month	2011	2012	Percent Change
Jan	\$761,223,000 r	\$925,487,000	21.6%
Feb	769,460,000 r	812,135,000	5.5%
Mar	835,683,000	733,494,000	(12.2%)
Apr	682,948,000 r	743,673,000	8.9%
May	853,468,000 r	766,054,000	(10.2%)
Jun	767,715,000 r	707,313,000	(7.9%)
Total	\$4,670,497,000 r	\$4,688,156,000	0.4%

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 2012. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	262,400	32.7%	23.5%
Feb	264,500	33.1%	23.7%
Mar	268,000	33.2%	23.8%
Apr	268,800	33.1%	23.8%
May	270,700	33.1%	23.8%
Jun	270,100	33.2%	23.8%

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	2011	2012	Percent Change
Jan	\$192	\$239	24.3%
Feb	212	211	(0.5%)
Mar	191	157	(17.9%)
Apr	156	174	11.2%
May	207	173	(16.4%)
Jun	184	167	(8.9%)
Total	\$190	\$186	(2.2%)

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

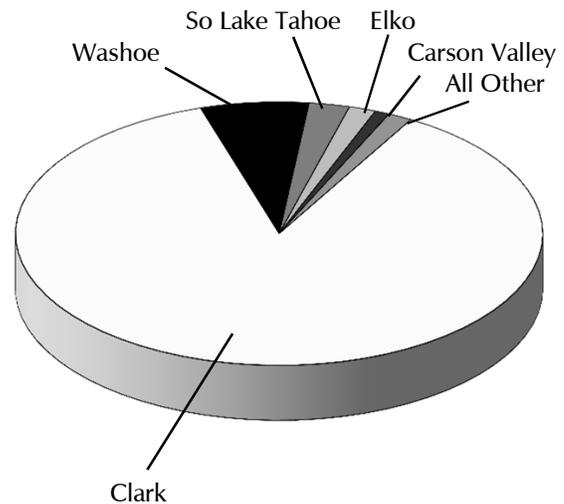
SOURCE: Las Vegas Convention and Visitors Authority

## NEVADA TAXABLE GAMING REVENUE

### First Six Months 2012 - County Analysis

County	January - June	Percent of Total State
Clark	\$4,688,112,660	86.8%
Washoe	358,722,974	6.6%
Elko	134,069,718	2.5%
So Lake Tahoe Area	88,711,413	1.6%
Carson Valley Area	48,679,734	0.9%
All Other	80,142,609	1.5%
Total State	\$5,398,439,108	100.0%

### Nevada Taxable Gaming Revenue



SOURCE: Nevada Gaming Control Board - Quarterly Report

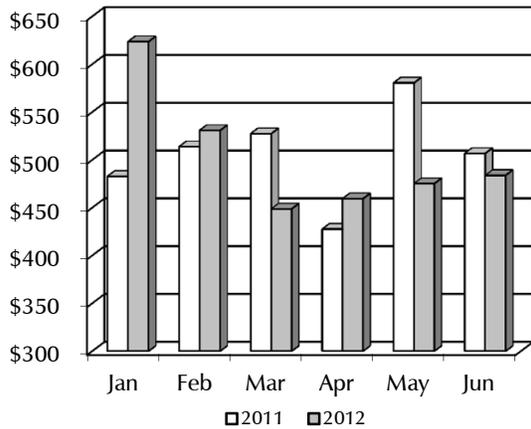
# GAMING SUMMARY

## LAS VEGAS STRIP GROSS GAMING REVENUE

	2011	2012	Percent Change
Jan	\$482,732,000	\$623,512,000	29.2%
Feb	513,707,000	530,690,000	3.3%
Mar	527,297,000	448,683,000	(14.9%)
Apr	427,530,000 r	459,387,000	7.5%
May	580,390,000 r	475,068,000	(18.1%)
Jun	506,704,000 r	483,722,000	(4.5%)
Total	\$3,038,360,000 r	\$3,021,062,000	(0.6%)

Millions

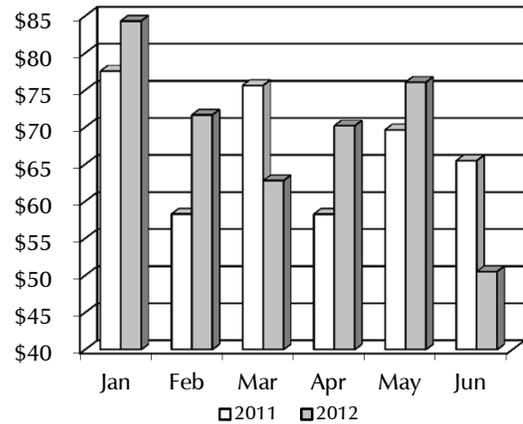
r = Revised



## BOULDER STRIP GROSS GAMING REVENUE

	2011	2012	Percent Change
Jan	\$77,553,000	\$84,313,000	8.7%
Feb	58,284,000	71,653,000	22.9%
Mar	75,639,000	62,787,000	(17.0%)
Apr	58,274,000	70,184,000	20.4%
May	69,646,000	76,053,000	9.2%
Jun	65,487,000	50,523,000	(22.9%)
Total	\$404,883,000	\$415,513,000	2.6%

Millions

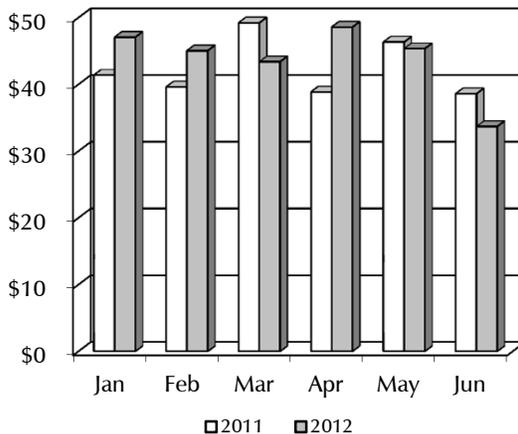


## DOWNTOWN GROSS GAMING REVENUE

	2011	2012	Percent Change
Jan	\$41,385,000	\$47,065,000	13.7%
Feb	39,622,000 r	45,044,000	13.7%
Mar	49,224,000	43,388,000	(11.9%)
Apr	38,866,000	48,579,000	25.0%
May	46,338,000	45,349,000	(2.1%)
Jun	38,603,000	33,681,000	(12.8%)
Total	\$254,038,000 r	\$263,106,000	3.6%

Millions

r = Revised

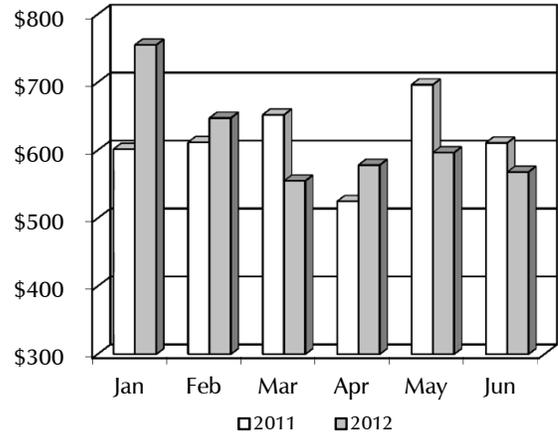


## LAS VEGAS MSA\* GROSS GAMING REVENUE

	2011	2012	Percent Change
Jan	\$601,670,000	\$754,890,000	25.5%
Feb	611,613,000 r	647,387,000	5.8%
Mar	652,160,000	554,858,000	(14.9%)
Apr	524,670,000 r	578,150,000	10.2%
May	696,374,000 r	596,470,000	(14.3%)
Jun	610,794,000 r	567,926,000	(7.0%)
Total	\$3,697,281,000 r	\$3,699,681,000	0.1%

Millions

r = Revised



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

SOURCE: Nevada Gaming Control Board

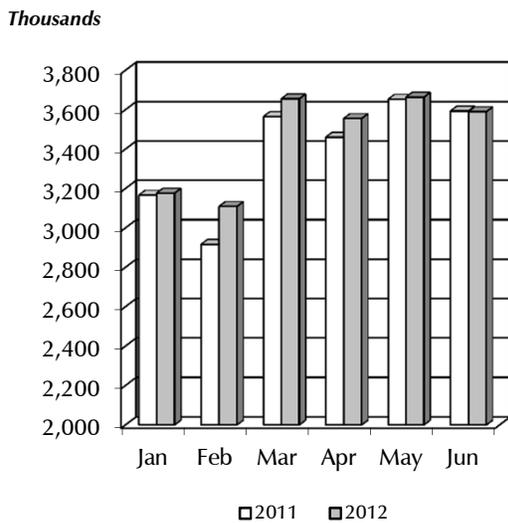
# AIRLINE STATISTICS

## LAS VEGAS McCARRAN INT'L AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

Las Vegas McCarran International Airport experienced a 1.9% increase in total passenger traffic during the first six months of 2012. An analysis of the monthly data follows:

Month	2011	2012	Percentage Change
Jan	3,165,368	3,175,798	0.3%
Feb	2,915,992	3,108,106	6.6%
Mar	3,564,841	3,654,736	2.5%
Apr	3,459,970	3,554,497	2.7%
May	3,652,634	3,663,251	0.3%
Jun	3,592,789	3,588,995	(0.1%)
<b>Total</b>	<b>20,351,594</b>	<b>20,745,383</b>	<b>1.9%</b>

### Total Enplaned/Deplaned Passengers



SOURCE: Las Vegas McCarran International Airport

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

Month	Visitors 2012	% of Visitors Utilizing Air Transportation	Net Chg From 2011
Jan	3,154,639	40.7%	(0.7)
Feb	3,069,954	42.5%	0.8
Mar	3,531,994	43.2%	(4.9)
Apr	3,324,459	43.7%	1.1
May	3,451,394	43.6%	(1.2)
Jun	3,392,798	42.1%	(1.6)
<b>Total</b>	<b>19,925,238</b>	<b>42.7%</b>	<b>(0.2)</b>

SOURCES: Las Vegas McCarran Int'l Airport;  
Las Vegas Convention and Visitors Authority

## SCHEDULED AIRLINES AVERAGE DAILY SEAT CAPACITY

Month	2011	2012	Percentage Change
Jan	63,003	62,551	(0.7%)
Feb	63,344	62,682	(1.0%)
Mar	68,998	69,757	1.1%
Apr	68,234	69,258	1.5%
May	69,074	68,631	(0.6%)
Jun	69,027	68,602	(0.6%)
<b>Average</b>	<b>66,947</b>	<b>66,914</b>	<b>(0.0%)</b>

SOURCE: Diiio, LLC

## SCHEDULED AIRLINES AVERAGE DAILY FLIGHTS

### Inbound Only

Month	2011	2012	Percentage Change
Jan	439	433	(1.4%)
Feb	442	437	(1.1%)
Mar	481	485	0.8%
Apr	478	484	1.3%
May	486	482	(0.8%)
Jun	485	477	(1.6%)
<b>Average</b>	<b>469</b>	<b>466</b>	<b>(0.5%)</b>

SOURCE: Diiio, LLC

## SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2011	2012	Percentage Change
Jan	138	142	2.9%
Feb	137	143	4.4%
Mar	138	143	3.6%
Apr	140	145	3.6%
May	140	138	(1.4%)
Jun	139	137	(1.4%)
<b>Average</b>	<b>139</b>	<b>141</b>	<b>1.9%</b>

SOURCE: Diiio, LLC

## TOP FIVE SCHEDULED AIRLINES AIR PASSENGERS - JUNE YTD

Airline	2011	2012	Percentage Change
Southwest	7,899,804	7,948,615	0.6%
United	1,208,453	1,977,782	63.7%
Delta	2,241,916	1,905,501	(15.0%)
American	1,227,622	1,199,701	(2.3%)
Allegiant	999,901	1,173,426	17.4%

SOURCE: Las Vegas McCarran International Airport

# AIRLINE STATISTICS

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

City	Deplaned Passengers					
	2009	% of Total	2010	% of Total	2011	% of Total
1 Los Angeles*	1,160,955	5.9%	1,077,610	5.7%	1,282,920	6.5%
2 San Francisco*	1,099,400	5.6%	1,083,350	5.7%	1,128,235	5.7%
3 New York*	833,190	4.2%	803,430	4.2%	798,185	4.0%
4 Chicago*	611,110	3.1%	559,660	3.0%	619,975	3.1%
5 Denver	429,000	2.2%	444,700	2.3%	462,795	2.3%
6 Seattle/Tacoma	437,420	2.2%	406,835	2.1%	429,655	2.2%
7 Dallas*	362,165	1.8%	353,260	1.9%	429,405	2.2%
8 Detroit	340,155	1.7%	340,205	1.8%	355,900	1.8%
9 Phoenix	382,530	2.0%	369,400	2.0%	339,360	1.7%
10 Houston*	319,850	1.6%	307,445	1.6%	329,495	1.7%
11 San Diego	312,105	1.6%	277,830	1.5%	289,785	1.5%
12 Boston/Providence/Manchester	282,890	1.4%	285,045	1.5%	284,220	1.4%
13 Minneapolis/St. Paul	265,365	1.4%	253,655	1.3%	273,385	1.4%
14 Atlanta	259,975	1.3%	263,025	1.4%	271,640	1.4%
15 Honolulu	243,898	1.2%	245,840	1.3%	266,910	1.3%
16 Portland	232,740	1.2%	223,015	1.2%	260,580	1.3%
17 Philadelphia	253,235	1.3%	237,280	1.3%	232,310	1.2%
18 Sacramento	214,890	1.1%	191,855	1.0%	212,340	1.1%
19 Washington, DC*	213,890	1.1%	221,495	1.2%	210,145	1.1%
20 Milwaukee	171,345	0.9%	213,185	1.1%	206,600	1.0%
21 Bellingham	127,645	0.7%	169,355	0.9%	205,115	1.0%
22 Reno	226,190	1.2%	214,020	1.1%	198,270	1.0%
23 Baltimore	194,985	1.0%	187,620	1.0%	190,960	1.0%
24 Salt Lake City	210,505	1.1%	181,690	1.0%	185,580	0.9%
25 Kansas City	163,465	0.8%	152,300	0.8%	161,020	0.8%
26 St. Louis	151,070	0.8%	142,620	0.8%	157,375	0.8%
27 Orlando	151,120	0.8%	141,875	0.7%	150,055	0.8%
28 San Antonio	147,300	0.8%	142,020	0.7%	149,770	0.8%
29 Cleveland	169,605	0.9%	155,485	0.8%	144,330	0.7%
30 Fort Lauderdale	145,520	0.7%	158,970	0.8%	139,020	0.7%
31 Austin	132,595	0.7%	131,495	0.7%	138,005	0.7%
32 Pittsburgh	138,225	0.7%	131,925	0.7%	136,990	0.7%
33 Indianapolis	154,345	0.8%	130,610	0.7%	132,915	0.7%
34 Tampa	126,345	0.6%	125,010	0.7%	129,840	0.7%
35 Columbus	123,790	0.6%	110,850	0.6%	115,630	0.6%
36 Charlotte	104,455	0.5%	106,860	0.6%	110,585	0.6%
37 Albuquerque	106,425	0.5%	107,860	0.6%	104,340	0.5%
38 Nashville	101,915	0.5%	98,525	0.5%	102,970	0.5%
39 Buffalo	95,630	0.5%	93,975	0.5%	101,850	0.5%
40 Miami	76,075	0.4%	86,430	0.5%	97,140	0.5%
41 Omaha	98,940	0.5%	95,860	0.5%	93,640	0.5%
42 Tucson	99,470	0.5%	95,345	0.5%	89,780	0.5%
43 Raleigh/Durham	95,205	0.5%	84,815	0.4%	85,895	0.4%
44 Oklahoma City	77,095	0.4%	79,700	0.4%	84,230	0.4%
45 New Orleans	82,990	0.4%	77,140	0.4%	83,960	0.4%
46 Hartford	72,915	0.4%	69,245	0.4%	74,130	0.4%
47 El Paso	70,390	0.4%	68,380	0.4%	66,730	0.3%
48 Spokane	64,905	0.3%	65,545	0.3%	63,325	0.3%
49 Cincinnati	53,805	0.3%	60,810	0.3%	60,895	0.3%
50 Fresno	59,075	0.3%	51,590	0.3%	55,045	0.3%

\* Multiple airports within the same metropolitan area.

# INTERNATIONAL VISITATION

## INTERNATIONAL VISITORS TO LAS VEGAS BY COUNTRY

Country	2010	Change		2011	Change	
		From Prior Year	% of Total		From Prior Year	% of Total
1 United Kingdom	385,000 <sup>D</sup>	12.2%	8.6%	418,000 <sup>D</sup>	8.6%	8.7%
2 Australia	197,000 <sup>D</sup>	20.1%	4.4%	255,000 <sup>D</sup>	29.4%	5.3%
3 France	160,000 <sup>D</sup>	35.6%	3.6%	209,000 <sup>D</sup>	30.6%	4.4%
4 Germany	178,000 <sup>D</sup>	27.1%	4.0%	199,000 <sup>D</sup>	11.8%	4.1%
5 China/Hong Kong	148,000 <sup>D</sup>	38.3%	3.3%	188,000 <sup>D</sup>	27.0%	3.9%
6 Brazil	N/A	N/A	N/A	133,000	N/A	2.8%
7 South Korea	122,000 <sup>D</sup>	60.5%	2.7%	132,000 <sup>D</sup>	8.2%	2.8%
8 Japan	105,000 <sup>D</sup>	(2.8%)	2.3%	107,000 <sup>D</sup>	1.9%	2.2%
All Other Overseas	919,000 <sup>D</sup>	15.3%	20.5%	896,000 <sup>D</sup>	(2.5%)	18.7%
<b>TOTAL OVERSEAS</b>	<b>2,214,000</b>	<b>19.5%</b>	<b>49.3%</b>	<b>2,537,000</b>	<b>14.6%</b>	<b>52.9%</b>
Canada <sup>A</sup>	1,996,000 <sup>A</sup>	18.6%	44.4%	1,927,000 <sup>A</sup>	(3.5%)	40.2%
Mexico Air <sup>B</sup>	282,000 <sup>C</sup>	2.2%	6.3%	332,000 <sup>C</sup>	17.7%	6.9%
<b>INT'L GRAND TOTAL</b>	<b>4,492,000</b>	<b>17.8%</b>	<b>100.0%</b>	<b>4,796,000</b>	<b>6.8%</b>	<b>100.0%</b>

A Canadian visitor estimates derived from Statistics Canada data and LVCVA Las Vegas Visitor Profile Study.

B Mexico includes Survey of International Air Travelers 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 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 data from the Survey of International Air Travelers.

SOURCES: US Department of Commerce, Office of Travel & Tourism Industries, Survey of International Air Travelers (SIAT); 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 1.4% during the first six months of 2012. A monthly breakdown follows:

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

Month	Average Daily Flow		Percentage Change
	2011	2012	
Jan	20,484	19,347	(5.6%)
Feb	21,114	20,612	(2.4%)
Mar	24,660	23,804	(3.5%)
Apr	25,347	24,384	(3.8%)
May	23,875	22,968	(3.8%)
Jun	25,879	24,896	(3.8%)
Average	23,560	22,669	(3.8%)

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

Month	Average Daily Flow		Percentage Change
	2011	2012	
Jan	13,267	11,153	(15.9%)
Feb	12,628	11,323	(10.3%)
Mar	12,808	11,518	(10.1%)
Apr	12,944	11,504	(11.1%)
May	12,954	12,193	(5.9%)
Jun	13,221	13,186	(0.3%)
Average	12,970	11,813	(8.9%)

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

Month	Average Daily Flow		Percentage Change
	2011	2012	
Jan	6,325	6,070	(4.0%)
Feb	6,826	6,734	(1.3%)
Mar	7,489	7,258	(3.1%)
Apr	7,362	7,308	(0.7%)
May	6,347	6,258	(1.4%)
Jun	6,345	6,396	0.8%
Average	6,782	6,671	(1.6%)

### Southeast Traffic (Hoover Dam Bridge)

Month	Average Daily Flow		Percentage Change
	2011	2012	
Jan	14,245	14,544	2.1%
Feb	16,948	17,304	2.1%
Mar	17,962	18,339	2.1%
Apr	17,738	18,110	2.1%
May	16,654	17,004	2.1%
Jun	17,495	17,862	2.1%
Average	16,840	17,194	2.1%

## LAS VEGAS AUTO TRAFFIC

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

Month	Average Daily Flow		Percentage Change
	2011	2012	
Jan	33,688	36,578	8.6%
Feb	35,817	37,996	6.1%
Mar	37,354	40,304	7.9%
Apr	41,998	44,610	6.2%
May	38,219	43,266	13.2%
Jun	44,333	47,650	7.5%
Average	38,568	41,734	8.2%

### Total (All Major Highways)

Month	Average Daily Flow**		Percentage Change
	2011	2012	
Jan	88,009	87,692	(0.4%)
Feb	93,333	93,969	0.7%
Mar	100,273	101,223	0.9%
Apr	105,389	105,916	0.5%
May	98,049	101,689	3.7%
Jun	107,273	109,990 *	2.5%
Average	98,721	100,080	1.4%

\* = Estimate

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

SOURCE: Nevada Department of Transportation - Traffic Section

## NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2011	2012	Percentage Change
Feb	1,999,298	2,199,774	10.0%
Mar	2,493,929	2,463,533	(1.2%)
Apr	2,338,804	2,264,353	(3.2%)
May	2,455,190	2,506,426	2.1%
Jun	2,340,455	2,391,810	2.2%
Total	13,918,670	14,096,588	1.3%

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 \$104.8 million during the first six months of 2012, an increase of 6.5% when compared with the same period in 2011.

Month	2011	2012	Percentage Change
Jan	\$16,095,162	\$17,332,393	7.7%
Feb	13,249,486	16,116,404	21.6%
Mar	18,884,116	17,703,723	(6.3%)
Apr	16,982,820	17,531,552	3.2%
May	16,956,005	18,703,591	10.3%
Jun	16,278,869	17,430,350	7.1%
Total	\$98,446,460	\$104,818,013	6.5%

SOURCE: Las Vegas Convention and Visitors Authority

## ROOM TAX REVENUE EARNED BY ENTITY

### First Six Months - 2012

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 2011	Share of Total Collected
County	\$97,024,656	5.9%	92.6%
Las Vegas	5,012,997	15.0%	4.8%
Others (1)	2,780,360	12.4%	2.7%
Total	\$104,818,013	6.5%	100.0%

(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, 2012

	Number of Properties	Rooms	Percent
Hotels	160	135,010	89.9%
Motels	138	15,235	10.1%
Total	298	150,245	100.0%

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 \$15.7 billion during the first six months of 2012, an increase of 6.6% from 2011 levels.

### Clark County Taxable Sales

Month	2011	2012	Percentage Change
Jan	\$2,252,455,357 r	\$2,331,731,702	3.5%
Feb	2,173,862,905 r	2,416,156,106	11.1%
Mar	2,738,038,542 r	2,791,427,988	1.9%
Apr	2,477,489,748 r	2,598,232,945	4.9%
May	2,467,047,138 r	2,713,778,331	10.0%
Jun	2,622,292,335 r	2,855,344,030	8.9%
Total	\$14,731,186,025 r	\$15,706,671,102	6.6%

r = Revised

SOURCE: State of Nevada - Department of Taxation

## CLARK COUNTY TAXABLE SALES

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

Month	2011	2012	Percentage Change
Jan	\$649,880,450 r	\$669,550,187	3.0%
Feb	595,954,716 r	673,396,924	13.0%
Mar	753,696,334 r	755,461,949	0.2%
Apr	711,920,384 r	737,547,573	3.6%
May	728,761,528 r	793,583,563	8.9%
Jun	733,001,128 r	759,760,464	3.7%
Total	\$4,173,214,540 r	\$4,389,300,660	5.2%

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	2011	2012	Percentage Change
Jan	46,844	45,657	(2.5%)
Feb	49,428	50,353	1.9%
Mar	77,046	71,888	(6.7%)
Apr	82,582	73,712	(10.7%)
May	69,789	62,856	(9.9%)
Jun	86,205	75,679	(12.2%)
Total	411,894	380,145	(7.7%)

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

## VISITORS TO RED ROCK CANYON

Month	2011	2012	Percentage Change
Jan	8,470 r	8,277	(2.3%)
Feb	8,029	9,028	12.4%
Mar	17,673	18,809	6.4%
Apr	16,365	17,552	7.3%
May	15,100	16,486	9.2%
Jun	23,345	23,145	(0.9%)
Total	88,982	93,297	4.8%

SOURCE: State of Nevada - Parks Division r = Revised

## VISITORS TO LAKE MEAD

Month	2011	2012	Percentage Change
Jan	303,589	300,462	(1.0%)
Feb	349,192	341,892	(2.1%)
Mar	478,643	434,245	(9.3%)
Apr	637,874	644,544	1.0%
May	626,806	681,307	8.7%
Jun	827,130 r	780,352	(5.7%)
Total	3,223,234 r	3,182,802	(1.3%)

SOURCE: U.S. Dept. of Interior-Nat'l Park Service r = Revised

## VISITORS TO VALLEY OF FIRE

Month	2011	2012	Percentage Change
Jan	30,340	31,891	5.1%
Feb	31,214	35,193	12.7%
Mar	48,191	44,678	(7.3%)
Apr	58,809	51,936	(11.7%)
May	51,688	48,732	(5.7%)
Jun	36,515	31,492	(13.8%)
Total	256,757	243,922	(5.0%)

SOURCE: State of Nevada - Parks Division

## UNEMPLOYMENT RATE \*

Month	U.S.		Las Vegas	
	2011	2012	2011	2012
Jan	9.1%	8.3%	14.8%	13.1%
Feb	9.0%	8.3%	14.2%	12.8%
Mar	8.9%	8.2%	13.8%	12.6%
Apr	9.0%	8.1%	13.2%	12.3%
May	9.0%	8.2%	12.8%	12.2%
Jun	9.1%	8.2%	13.0%	12.0%

\* 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	2011	2012	Percentage Change
January	65	62	(5.1%)
February	72	72	(0.6%)
March	64	70	8.9%
April	66	69	4.1%
May	62	64	4.4%
June	58	63	8.9%

SOURCE: The Conference Board

## UNITED STATES CONSUMER PRICE INDEX

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

Month	2011	2012	Percentage Change
Jan	227.7 r	226.7	(0.4%)
Feb	223.5 r	227.7	1.9%
Mar	223.5	229.4	2.6%
Apr	224.9	230.1	2.3%
May	226.0	229.8	1.7%
Jun	225.7	229.5	1.7%

Average 225.2 r 228.9 1.6%

SOURCE: U.S. Dept. of Labor r = Revised

## TRAVEL PRICE INDEX

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

Month	2011	2012	Percentage Change
Jan	268.0 r	262.0	(2.2%)
Feb	265.9 r	268.0	0.8%
Mar	265.9	275.4	3.6%
Apr	269.9	277.5	2.8%
May	273.4	278.8	2.0%
Jun	275.4	280.0	1.7%
Average	269.8	273.6	1.4%

SOURCE: U.S. Travel Association r = Revised

# LAUGHLIN, NEVADA

## LAUGHLIN VISITOR STATISTICS

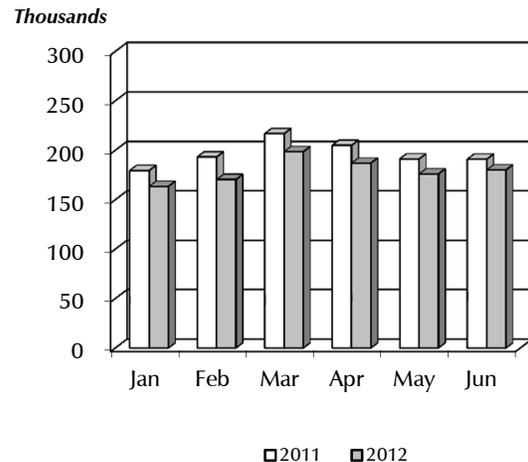
Visitor Indicator	January - June		Change
	2011	2012	
Visitor Volume	1,175,842	1,075,034	(8.6%)
Room Inventory	10,350	10,333	(0.2%)
Convention Attendance	42,322	46,884	10.8%
Occupancy Level	65.8%	60.9%	-4.9
Average Daily Room Rate	\$40.37	\$42.16	4.4%
Room Nights Occupied	1,231,755	1,145,951	(7.0%)
Gross Gaming Revenue	\$248,464,000	\$248,485,000	0.0%
Laughlin/Bullhead City Air Passengers	130,207	126,607	(2.8%)
Average Daily Traffic: Hwy 163	4,477	4,369	(2.4%)

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 2012, almost 1.1 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	2011	2012	Percentage Change
Jan	179,434	163,397	(8.9%)
Feb	193,060	170,344	(11.8%)
Mar	216,649	198,482	(8.4%)
Apr	204,807	186,875	(8.8%)
May	191,091	175,981	(7.9%)
Jun	190,801	179,955	(5.7%)
Total	1,175,842	1,075,034	(8.6%)



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 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 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 2012.

Month	Occupancy Percentage		Net Change
	2011	2012	
Jan	56.9%	52.7%	(4.2)
Feb	69.9%	60.0%	(9.9)
Mar	71.0%	66.4%	(4.6)
Apr	69.1%	64.3%	(4.8)
May	62.9%	59.2%	(3.7)
Jun	65.2%	63.1%	(2.1)
Total	65.8%	60.9%	(4.9)

SOURCE: Las Vegas Convention and Visitors Authority

## LAUGHLIN GROSS GAMING REVENUE

Month	2011	2012	Percentage Change
Jan	\$38,548,000	\$40,964,000	6.3%
Feb	43,069,000	42,978,000	(0.2%)
Mar	51,066,000	49,849,000	(2.4%)
Apr	39,850,000	40,043,000	0.5%
May	35,011,000	42,054,000	20.1%
Jun	40,920,000	32,597,000	(20.3%)
Total	\$248,464,000	\$248,485,000	0.0%

SOURCE: Nevada Gaming Control Board

## LAUGHLIN CONVENTION ATTENDANCE

Presented below is the Laughlin convention analysis for the first six months of 2012.

Month	2011	2012	Percentage Change
Jan	7,778	8,694	11.8%
Feb	5,049	3,566	(29.4%)
Mar	6,084	7,041	15.7%
Apr	8,869	10,878	22.7%
May	9,834	10,756	9.4%
Jun	4,708	5,949	26.4%
Total	42,322	46,884	10.8%

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 2012.

Month	Average Daily Traffic		Percentage Change
	2011	2012	
Jan	4,126	3,992	(3.2%)
Feb	4,486	4,521	0.8%
Mar	4,890	4,658	(4.7%)
Apr	4,969	4,981	0.2%
May	4,238	4,080	(3.7%)
Jun	4,150	3,982	(4.0%)
Average	4,477	4,369	(2.4%)

SOURCE: Nevada Department of Transportation - Traffic Section

## LAUGHLIN/BULLHEAD CITY AIRPORT

### Enplaned and Deplaned Passengers

Month	2011	2012	Percentage Change
Jan	22,405	20,515	(8.4%)
Feb	24,485	22,950	(6.3%)
Mar	28,577	25,288	(11.5%)
Apr	20,697	23,442	13.3%
May	16,768	17,476	4.2%
Jun	17,275	16,936	(2.0%)
Total	130,207	126,607	(2.8%)

SOURCE: Mojave County Airport Authority, Inc.

# MESQUITE, NEVADA

## MESQUITE VISITOR STATISTICS

Visitor Indicator	January - June		Change
	2011	2012	
Visitor Volume	526,369	553,187	5.1%
Room Inventory	1,762	1,759	(0.2%)
Occupancy Level	84.7%	81.2%	-3.5
Average Daily Room Rate	\$53.89	\$51.59	(4.3%)
Room Nights Occupied	270,681	260,509	(3.8%)
Gross Gaming Revenue	\$62,211,000	\$64,109,000	3.1%
Average Daily Traffic:			
Hwy I-15 at NV/AZ border	21,673	21,416	(1.2%)

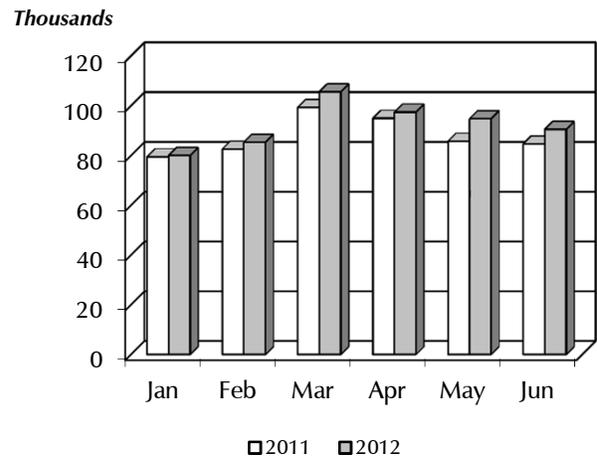
SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT, Nevada Gaming Control Board)

## MESQUITE VISITOR VOLUME

During the first six months of 2012, more than 553,100 people visited Mesquite, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of Mesquite visitor volume in the following chart:

Month	2011	2012	Percentage Change
Jan	79,427	79,962	0.7%
Feb	82,512	85,226	3.3%
Mar	99,231	105,494	6.3%
Apr	94,897	97,374	2.6%
May	85,709	94,701	10.5%
Jun	84,593	90,430	6.9%
Total	526,369	553,187	5.1%

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**.

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

# MESQUITE, NEVADA

## MESQUITE OCCUPANCY

Presented below is the Mesquite occupancy analysis for the first six months of 2012.

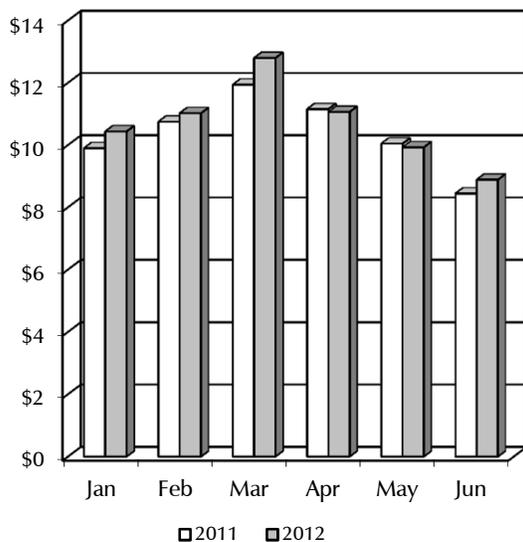
Month	2011	2012	Net Change
Jan	74.6%	68.9%	(5.7)
Feb	85.8%	78.5%	(7.3)
Mar	93.2%	90.9%	(2.3)
Apr	92.1%	86.7%	(5.4)
May	80.5%	81.6%	1.1
Jun	82.1%	80.7%	(1.4)
Total	84.7%	81.2%	(0.2)

## MESQUITE GAMING REVENUE

Month	2011	2012	Percentage Change
Jan	\$9,896,000	\$10,433,000	5.4%
Feb	10,745,000	11,019,000	2.6%
Mar	11,936,000	12,792,000	7.2%
Apr	11,152,000	11,058,000	(0.8%)
May	10,042,000	9,924,000	(1.2%)
Jun	8,440,000	8,883,000	5.2%
Total	\$62,211,000	\$64,109,000	3.1%

### Mesquite Gaming Revenue

Millions



SOURCE: Nevada Gaming Control Board

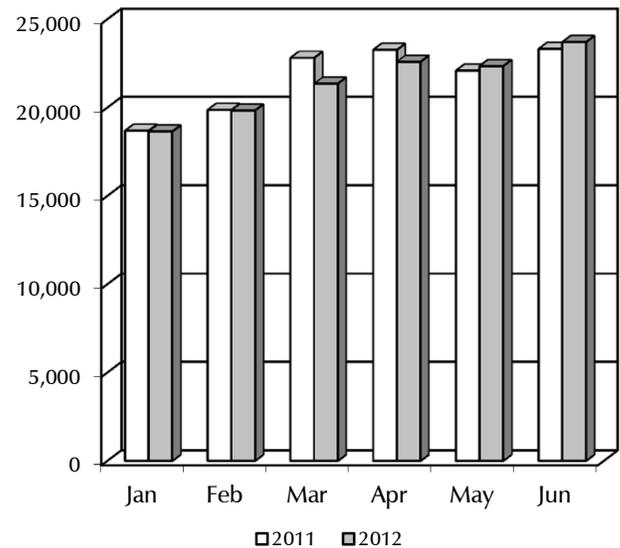
## MESQUITE AUTO TRAFFIC

### (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
	2011	2012	
Jan	18,687	18,645	(0.2%)
Feb	19,865	19,839	(0.1%)
Mar	22,812	21,356	(6.4%)
Apr	23,265	22,596	(2.9%)
May	22,091	22,352	1.2%
Jun	23,318	23,707	1.7%
Average	21,673	21,416	(1.2%)

### 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**

*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](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. Their publications are available online.*

## **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.*