



2012

Year-End Summary

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Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

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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	2011	2012	Change
Visitor Volume	38,928,708	39,727,022	2.1%
Room Inventory (as of December 31)	150,161	150,481	0.2%
Conventions			
Attendance	4,865,272	4,944,014	1.6%
Number Held	19,029	21,615	13.6%
Occupancy Levels			
Total	83.8%	84.4%	0.6
Hotel	86.9%	87.4%	0.4
Motel	56.0%	58.0%	2.0
Weekend	90.9%	90.8%	0.0
Midweek	80.7%	81.6%	0.9
Average Daily Room Rate	\$105.11	\$108.08	2.8%
Total Room Nights Occupied			
Total	45,654,165	46,479,707	1.8%
Gross Gaming Revenue			
Clark County	\$9,222,677,000 r	\$9,399,882,000	1.9%
Strip	\$6,068,955,000 r	\$6,207,229,000	2.3%
Downtown	\$496,680,000 r	\$509,144,409	2.5%
Boulder Strip	\$778,886,000 r	\$796,714,000	2.3%
Enplaned/Deplaned Airline Passengers			
Total	41,480,222 r	41,667,596	0.4%
Automobile Traffic			
Average Daily Traffic			
All Major Highways	99,844	100,774	0.9%
I-15 at CA/NV Border	40,344	42,143	4.5%
Room Tax/LVCVA's Portion:	\$194,329,584	\$200,384,250	3.1%

r = Revised

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

LAS VEGAS VISITOR STATISTICS

LAS VEGAS VISITOR VOLUME

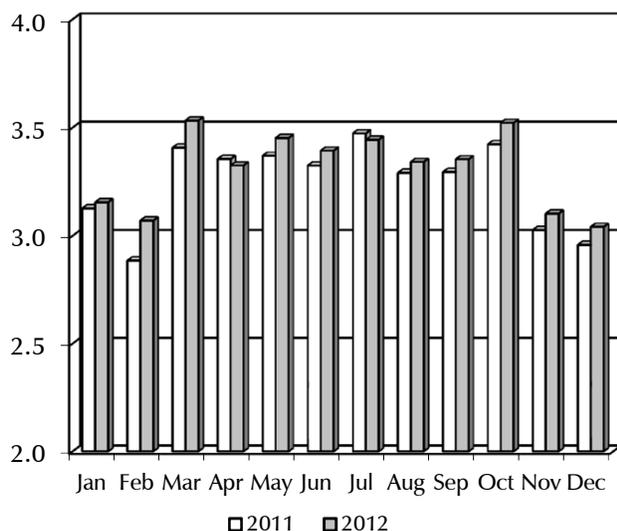
More than 39.7 million people visited the Las Vegas area in 2012. This represents a increase of 2.1 percent compared to 2011.

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

Month	2011	2012	Percent 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%
Jul	3,472,861	3,443,486	(0.8%)
Aug	3,290,473	3,340,826	1.5%
Sep	3,294,117	3,353,330	1.8%
Oct	3,422,074	3,521,430	2.9%
Nov	3,026,521	3,102,052	2.5%
Dec	2,957,491	3,040,660	2.8%
Total	38,928,708	39,727,022	2.1%

2012 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:

	2011	2012	Change
First Quarter	9,417,336	9,756,587	3.6%
Second Quarter	10,047,835	10,168,651	1.2%
Third Quarter	10,057,451	10,137,642	0.8%
Fourth Quarter	9,406,086	9,664,142	2.7%
Annual Total	38,928,708	39,727,022	2.1%

VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1977 for Las Vegas is contained in the chart below.

Year	Visitor Volume	Room Inventory	Occupancy % Hotel	Occupancy % Motel
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%
2012	39,727,022	150,481	87.4%	58.0%

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR STATISTICS

2012 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Tourists	Total Visitors
Jan	538,552	2,616,087	3,154,639
Feb	575,717	2,494,237	3,069,954
Mar	513,010	3,018,984	3,531,994
Apr	414,510	2,909,949	3,324,459
May	367,899	3,083,495	3,451,394
Jun	375,920	3,016,878	3,392,798
Jul	255,961	3,187,525	3,443,486
Aug	478,522	2,862,304	3,340,826
Sep	364,648	2,988,682	3,353,330
Oct	477,248	3,044,182	3,521,430
Nov	438,330	2,663,722	3,102,052
Dec	143,697	2,896,963	3,040,660
Total	4,944,014	34,783,008	39,727,022

LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2011	2012	Percent Change
Jan	3,639,439	3,662,423	0.6%
Feb	3,360,944	3,574,191	6.3%
Mar	4,034,573	4,133,488	2.5%
Apr	3,934,330	3,916,538	(0.5%)
May	3,965,709	4,051,276	2.2%
Jun	3,938,100	3,966,140	0.7%
Jul	4,062,825	4,062,177	0.0%
Aug	3,888,569	3,911,837	0.6%
Sep	3,858,430	3,914,400	1.5%
Oct	4,037,187	4,162,325	3.1%
Nov	3,529,371	3,591,100	1.7%
Dec	3,404,688	3,533,812	3.8%
Total	45,654,165	46,479,707	1.8%

SOURCE: Las Vegas Convention and Visitors Authority

LARGEST HOTELS IN THE U.S.

As of December 31, 2012

Rank	Property	Number of Rooms
1	MGM Grand Hotel and Casino	4,996
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	3,991
6	Bellagio	3,933
7	Caesars Palace	3,772
8	Circus Circus Hotel, Casino and Then	3,733
9	Flamingo Las Vegas	3,460
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	LVH - Las Vegas Hotel & Casino	2,950
16	Paris Las Vegas	2,916
17	Treasure Island - TI	2,884
18	Gaylord Opryland Resort	2,882
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, 2012

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	160	135,527	90.1%
Motels	133	14,954	9.9%
Total	293	150,481	100%

SOURCE: Las Vegas Convention and Visitors Authority

2012 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	150,481
2	Orlando	117,396
3	Chicago	107,920
4	Los Angeles	96,529
5	Atlanta	93,700
6	New York City	92,850
7	Dallas	75,459
8	Houston	71,500
9	Phoenix	62,000
10	San Diego	58,240

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

CONVENTION ANALYSIS

2012 CONVENTION ANALYSIS BY NUMBER OF DELEGATES

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,586,062	32.1%
7,500-14,999	332,753	6.7%
2,500-7,499	523,025	10.6%
500-2,499	497,572	10.1%
Under 500	2,004,602	40.5%
Total	4,944,014	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	2011	2012	Change
Jan	261,180	373,351	42.9%
Feb	178,928	336,969	88.3%
Mar	308,361	191,045	(38.0%)
Apr	203,338	150,541	(26.0%)
May	119,180	147,111	23.4%
Jun	191,274	178,407	(6.7%)
Jul	96,100	85,835	(10.7%)
Aug	277,466	280,228	1.0%
Sep	170,921	133,375	(22.0%)
Oct	144,465	136,262	(5.7%)
Nov	171,551	216,721	26.3%
Dec	35,781	33,507	(6.4%)
Total	2,158,545	2,263,352	4.9%

Las Vegas Meetings and Conventions

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

Month	2011	2012	Change
Jan	354,674	165,201	(53.4%)
Feb	279,695	238,748	(14.6%)
Mar	225,218	321,965	43.0%
Apr	232,596	263,969	13.5%
May	233,123	220,788	(5.3%)
Jun	176,438	197,513	11.9%
Jul	167,341	170,126	1.7%
Aug	135,436	198,294	46.4%
Sep	263,452	231,273	(12.2%)
Oct	313,221	340,986	8.9%
Nov	203,949	221,609	8.7%
Dec	121,584	110,190	(9.4%)
Total	2,706,727	2,680,662	(1.0%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTIONS HELD

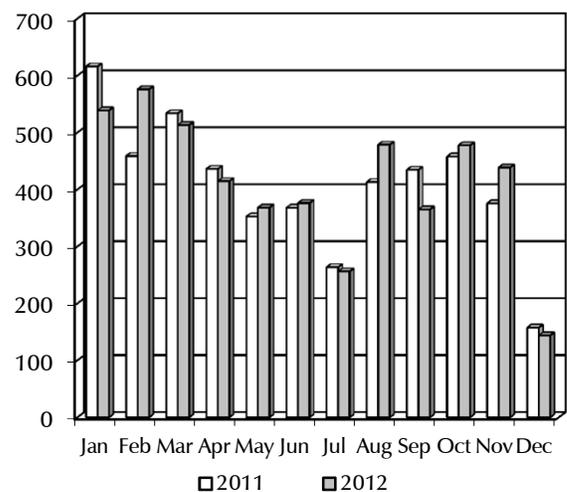
Month	2011	2012	Change
Jan	1,193	1,493	25.1%
Feb	1,312	1,983	51.1%
Mar	1,710	2,302	34.6%
Apr	1,837	1,938	5.5%
May	1,753	1,742	(0.6%)
Jun	1,453	1,682	15.8%
Jul	1,464	1,316	(10.1%)
Aug	1,054	1,236	17.3%
Sep	1,756	1,884	7.3%
Oct	2,441	3,001	22.9%
Nov	1,791	1,899	6.0%
Dec	1,265	1,139	(10.0%)
Total	19,029	21,615	13.6%

CONVENTION ATTENDANCE

Month	2011	2012	Change
Jan	615,854	538,552	(12.6%)
Feb	458,623	575,717	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	375,920	2.2%
Jul	263,441	255,961	(2.8%)
Aug	412,902	478,522	15.9%
Sep	434,373	364,648	(16.1%)
Oct	457,686	477,248	4.3%
Nov	375,500	438,330	16.7%
Dec	157,365	143,697	(8.7%)
Total	4,865,272	4,944,014	1.6%

Convention Attendance

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ANALYSIS

HISTORICAL CITYWIDE CONVENTION DATA

Year	Number of Shows	Attendance
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
2012	21,615	4,944,014

*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
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	66 r	1,160,013 r
2011	52 r	1,279,383 r
2012	50	1,212,038

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

GAMING SUMMARY

CLARK COUNTY GROSS GAMING REVENUE

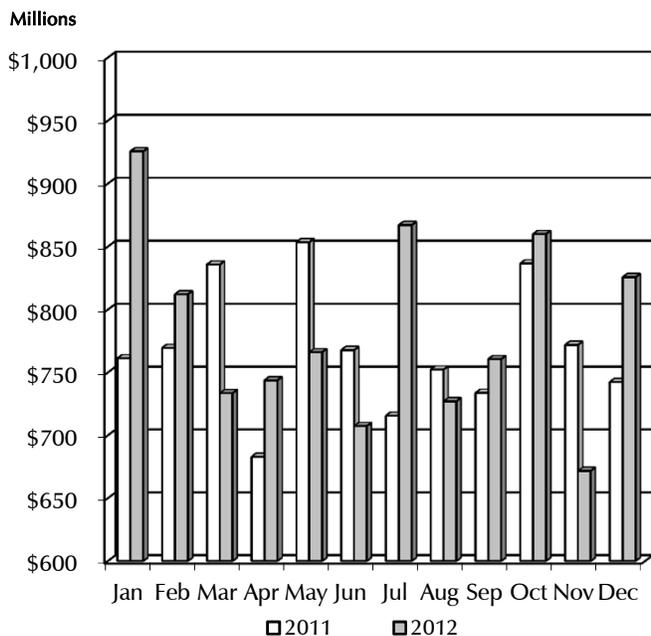
In 2012, Clark County's gross gaming revenue increased 1.9% compared to 2011. As of December 31, 2012, there were 171 casinos in Clark County with non-restricted gaming licenses, of which 139 had gaming revenues of over \$1 million.

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%)
Jul	715,533,000	866,984,000	21.2%
Aug	752,242,000	727,031,000	(3.4%)
Sep	733,653,000 r	760,554,000	3.7%
Oct	836,512,000 r	859,879,000	2.8%
Nov	771,876,000	671,610,000	(13.0%)
Dec	742,364,000 r	825,668,000	11.2%
Total	\$9,222,677,000 r	\$9,399,882,000	1.9%

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	9,222,677,000 r	3.5%
2012	9,399,882,000	1.9%

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 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%
Jul	269,300	33.3%	23.9%
Aug	268,300	33.1%	23.8%
Sep	267,500	32.7%	23.5%
Oct	269,000	32.6%	23.5%
Nov	267,600	32.3%	23.2%
Dec	270,400	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 2012)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2012. 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	44	16	31	9
Departmental Revenues:				
Gaming	36.4%	54.2%	70.0%	64.2%
Rooms	25.3%	16.3%	6.1%	12.9%
Food	15.7%	15.1%	13.4%	10.9%
Beverage	7.6%	8.0%	5.0%	5.6%
Other	15.0%	6.4%	5.5%	6.4%
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
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	261,200	162,258	1.6
2012	268,100	162,559	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, 2012. 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	2008	2009	2010	2011	2012
<i>Clark County:</i>					
Las Vegas Strip	40	38	39	41	44
Downtown LV	16	16	16	16	16
Boulder Strip	32	32	33	31	31
Laughlin	11	9	9	9	9
Total	99	95	97	97	100
Statewide Total	266	260	256	256	265

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	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%)
Jul	163	207	26.8%
Aug	184	174	(5.0%)
Sep	178	181	1.8%
Oct	198	200	0.9%
Nov	203	169	(16.8%)
Dec	203	225	11.0%
Total	\$189	\$189	0.2%

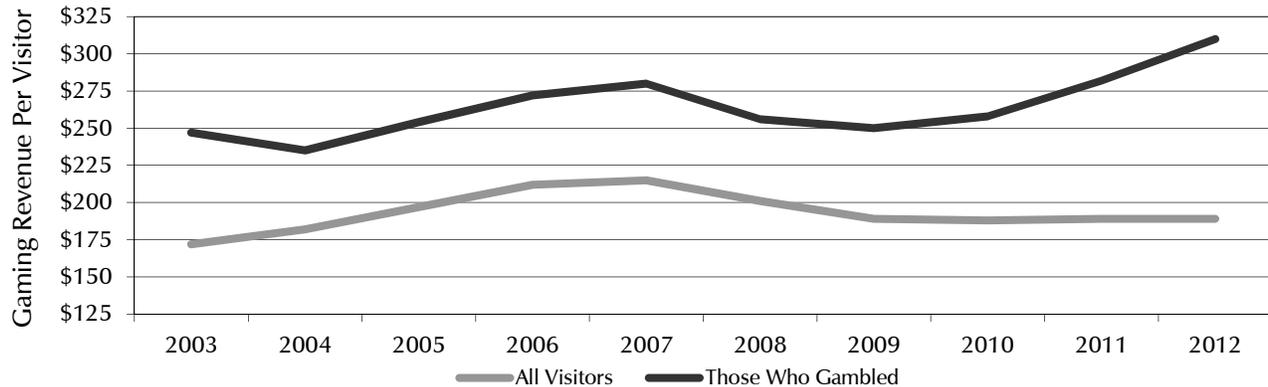
CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

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
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
2012	189	310

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

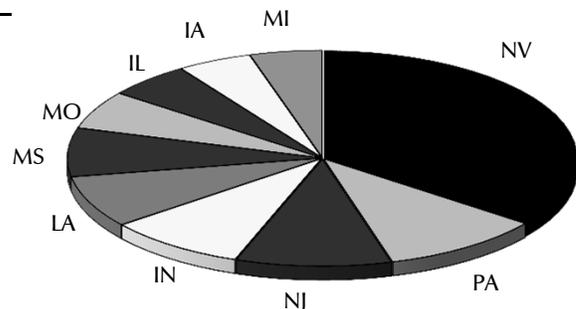
TOP 10 U.S. CASINO GAMING REVENUE

State	2011 Gaming Revenue (win)	2012 Gaming Revenue (win)	% of Total US Gaming Win
NV	\$10,700,994,000	\$10,860,714,000	35.3%
PA	\$3,024,773,000	3,158,318,000	10.3%
NJ	\$3,316,159,000 r	3,049,085,000	9.9%
IN	\$2,773,823,000	2,723,376,000	8.9%
LA	\$2,374,245,000	2,403,669,000	7.8%
MS	\$2,239,084,000	2,251,090,000	7.3%
MO	\$1,805,086,831 r	1,768,924,000	5.8%
IL	\$1,476,988,000	1,638,648,000	5.3%
IA	\$1,423,998,000	1,466,757,000	4.8%
MI	\$1,424,445,000	1,416,734,000	4.6%
Total	\$30,559,595,831	\$30,737,315,000	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

	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%)
Jul	468,540,000	597,455,000	27.5%
Aug	496,868,000	490,941,000	(1.2%)
Sep	490,937,000	496,823,000	1.2%
Oct	560,535,000	580,739,000	3.6%
Nov	495,282,000	431,864,000	(12.8%)
Dec	518,433,000	588,345,000	13.5%
Total	\$6,068,955,000 r	\$6,207,229,000	2.3%

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

	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%)
Jul	61,883,000	72,580,000	17.3%
Aug	67,616,000	55,649,000	(17.7%)
Sep	54,184,000 r	67,298,000	24.2%
Oct	68,935,000	74,540,000	8.1%
Nov	71,635,000	52,738,000	(26.4%)
Dec	49,750,000	58,396,000	17.4%
Total	\$778,886,000 r	\$796,714,000	2.3%

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

	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%)
Jul	35,419,000	41,235,000	16.4%
Aug	39,671,000	36,335,409	(8.4%)
Sep	41,842,000	44,355,000	6.0%
Oct	48,214,000	48,598,000	0.8%
Nov	46,576,000	38,526,000	(17.3%)
Dec	30,920,000	36,989,000	19.6%
Total	\$496,680,000 r	\$509,144,409	2.5%

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

	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%)
Jul	565,842,000	711,270,000	25.7%
Aug	604,155,000	582,925,409	(3.5%)
Sep	586,963,000 r	608,476,000	3.7%
Oct	677,684,000	703,877,000	3.9%
Nov	613,493,000	523,128,000	(14.7%)
Dec	599,103,000	683,730,000	14.1%
Total	\$7,344,521,000 r	\$7,513,087,409	2.3%

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

LAS VEGAS McCARRAN AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

McCarran International Airport experienced a 0.8% decrease in total passenger traffic during 2012. An analysis of the monthly data follows:

Month	2011	2012	Percent 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%)
Jul	3,692,055	3,670,872	(0.6%)
Aug	3,632,945	3,643,902	0.3%
Sep	3,535,702	3,431,417	(2.9%)
Oct	3,744,609	3,686,968	(1.5%)
Nov	3,319,301 r	3,310,891	(0.3%)
Dec	3,204,016	3,178,163	(0.8%)
Total	41,480,222	41,667,596	0.4%

SOURCE: Las Vegas McCarran International Airport

AIRLINE PASSENGERS AS PERCENTAGE OF TOTAL VISITOR MARKET FOR LAS VEGAS

Month	2012 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2011
Jan	3,154,639	41.0%	(0.4)
Feb	3,069,954	39.2%	(2.5)
Mar	3,531,994	41.5%	(1.5)
Apr	3,324,459	43.0%	0.4
May	3,451,394	43.7%	(1.1)
Jun	3,392,798	42.8%	(0.9)
Jul	3,443,486	42.8%	0.4
Aug	3,340,826	43.7%	(0.7)
Sep	3,353,330	43.9%	(0.8)
Oct	3,521,430	44.6%	(1.3)
Nov	3,102,052	43.9%	(1.1)
Dec	3,040,660	41.9%	(1.2)
Total	39,727,022	42.7%	(0.9)

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

AVERAGE SCHEDULED DAILY FLIGHTS (INBOUND ONLY)

Month	2011	2012	Percent Change
Jan	440 r	436	(0.9%)
Feb	444 r	444	0.0%
Mar	473 r	478	1.1%
Apr	477 r	487	2.1%
May	483 r	479	(0.8%)
Jun	489 r	477	(2.5%)
Jul	493 r	477	(3.2%)
Aug	485 r	470	(3.1%)
Sep	480 r	466	(2.9%)
Oct	485 r	471	(2.9%)
Nov	458 r	448	(2.2%)
Dec	445 r	435	(2.2%)
Average	471 r	464	(1.5%)

r = Revised

SOURCE: Las Vegas McCarran International Airport

SCHEDULED AIRLINE AVERAGE DAILY SEAT CAPACITY

Month	2011	2012	Percent Change
Jan	63,021 r	62,487	(0.8%)
Feb	63,664 r	63,717	0.1%
Mar	67,772 r	68,748	1.4%
Apr	68,066 r	69,622	2.3%
May	68,670 r	68,203	(0.7%)
Jun	69,497 r	68,504	(1.4%)
Jul	69,787 r	68,408	(2.0%)
Aug	68,730 r	67,637	(1.6%)
Sep	68,850 r	67,952	(1.3%)
Oct	69,597 r	69,339	(0.4%)
Nov	65,628 r	65,561	(0.1%)
Dec	63,234 r	63,266	0.1%
Average	67,210 r	66,954	(0.4%)

r = Revised

SOURCE: Las Vegas McCarran International Airport

SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2011	2012	Percent Change
Jan	139 r	146	5.0%
Feb	139 r	143	2.9%
Mar	142 r	145	2.1%
Apr	141 r	145	2.8%
May	143 r	140	(2.1%)
Jun	141 r	143	1.4%
Jul	140 r	138	(1.4%)
Aug	139 r	138	(0.7%)
Sep	141	139	(1.4%)
Oct	143 r	138	(3.5%)
Nov	149 r	133	(10.7%)
Dec	145	136	(6.2%)
Average	142 r	140	(1.1%)

r = Revised

SOURCE: Las Vegas McCarran International Airport

AIRLINE STATISTICS

HISTORICAL LAS VEGAS McCARRAN INTERNATIONAL 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	41,481,204 r	4.3%
2012	41,667,596	0.4%

r = Revised

SOURCE: Las Vegas 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%
2012	39,727,022	42.7%

SOURCE: Las Vegas 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)

2012	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	36,578	8.6%	19,347	(5.6%)	11,153	(15.9%)	6,070	(4.0%)	14,544	(0.4%)
Feb	37,996	6.1%	20,612	(2.4%)	11,323	(10.3%)	6,734	(1.3%)	17,304	0.7%
Mar	40,304	7.9%	23,804	(3.5%)	11,518	(10.1%)	7,258	(3.1%)	18,339	0.9%
Apr	44,610	6.2%	24,384	(3.8%)	11,504	(11.1%)	7,308	(0.7%)	18,110	0.5%
May	43,266	13.2%	22,968	(3.8%)	12,193	(5.9%)	6,258	(1.4%)	17,004	3.7%
Jun	47,650	7.5%	24,896	(3.8%)	13,186	(0.3%)	6,396	0.8%	17,862	2.5%
Jul	51,170	6.1%	26,099	(3.8%)	13,140	(0.2%)	6,067	(4.2%)	18,630	1.8%
Aug	49,340	6.4%	24,563	(3.8%)	13,800	3.6%	5,621	(6.4%)	16,696	2.2%
Sep	36,226	(6.6%)	22,303	(3.8%)	13,003	1.5%	5,645	(6.5%)	15,967	(3.9%)
Oct	38,387	4.8%	21,930	(6.8%)	12,428	2.2%	6,007	(6.2%)	15,831	(0.4%)
Nov	42,339	2.8%	24,432	10.1%	11,303	3.5%	6,219	(2.1%)	16,842	4.4%
Dec	37,846	(8.8%)	24,807	17.9%	12,235	1.7%	5,693	(4.3%)	14,241	(1.6%)
Average	42,143	2.2%	23,345	(1.3%)	12,232	(3.6%)	6,273	(3.2%)	16,781	0.9%

***Route added to auto traffic analyses to reflect altered traffic patterns from the Hoover Dam bypass bridge that opened October 2010.*
SOURCE: State of Nevada Department of Transportation - Traffic Section

LAS VEGAS DAILY AUTO TRAFFIC

Total (All Five Directions)

Average Daily Flow* Month	2011	2012	Percent Change
Jan	88,009 e	87,692 e	(0.4%)
Feb	93,333 e	93,969 e	0.7%
Mar	100,273 e	101,223 e	0.9%
Apr	105,389 e	105,916 e	0.5%
May	98,049 e	101,689 e	3.7%
Jun	107,273	109,990 e	2.5%
Jul	113,113	115,106 e	1.8%
Aug	107,602	110,020 e	2.2%
Sep	96,922	93,144 e	(3.9%)
Oct	94,920	94,583 e	(0.4%)
Nov	96,829 e	101,135	4.4%
Dec	96,412 e	94,822	(1.6%)
Average	99,844	100,774	0.9%

e-estimate as partial NDOT data unavailable

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

SOURCE: State of Nevada Department of Transportation - Traffic Section

NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2011	2012	Percent Change
Jan	2,290,994	2,270,692	(0.9%)
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%
Jul	2,137,413 r	2,391,810	11.9%
Aug	2,268,691	2,229,991	(1.7%)
Sep	2,347,826	2,336,228	(0.5%)
Oct	2,451,436	2,364,295	(3.6%)
Nov	1,950,851	1,898,553	(2.7%)
Dec	1,807,954	1,780,191	(1.5%)
Total	26,882,841 r	27,097,656	0.8%

r = Revised

SOURCE: State of Nevada Taxicab Authority

TRANSPORTATION STATISTICS

HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC ALL FIVE DIRECTIONS

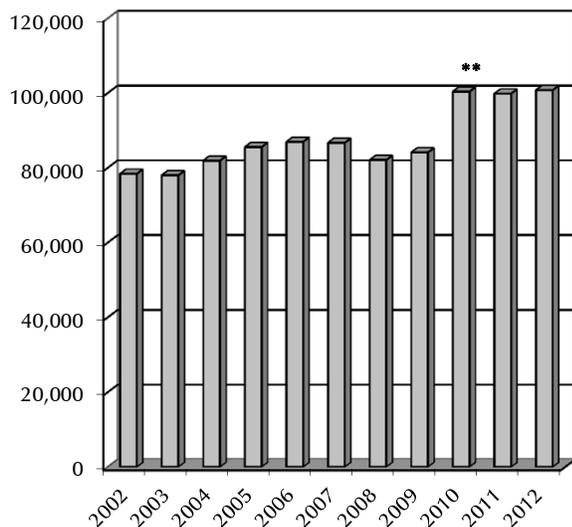
Average Daily Flow*

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%)
2012	100,774	0.9%

r = Revised

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

Daily Auto Traffic - All Five Directions

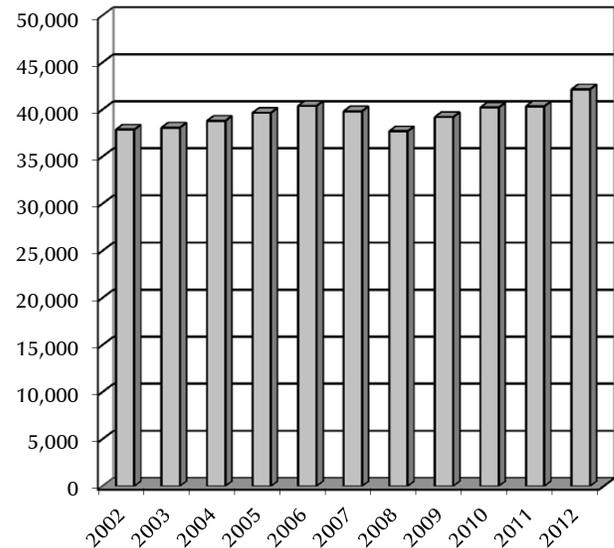


**To reflect altered traffic patterns from the Hoover Dam bypass bridge that opened October 2010, the 2010 and 2011 figures have been retroactively revised.

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%
2012	42,143	4.5%

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



SOURCE: State of Nevada Department of Transportation - Traffic Section

HOTEL VS. MOTEL OCCUPANCY

LAS VEGAS 2012 HOTEL VS. MOTEL OCCUPANCY SUMMARY

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)
Jul	88.3%	87.2%	(1.1)	91.2%	90.4%	(0.8)	63.6%	59.0%	(4.6)
Aug	84.1%	84.0%	(0.1)	88.5%	87.7%	(0.8)	46.6%	51.1%	4.5
Sep	85.7%	86.8%	1.1	89.9%	89.4%	(0.5)	49.2%	64.2%	15.0
Oct	86.8%	89.4%	2.6	90.1%	91.1%	1.0	57.9%	74.0%	16.1
Nov	78.3%	79.7%	1.4	81.4%	82.5%	1.1	51.2%	54.9%	3.7
Dec	73.1%	75.8%	2.7	77.0%	77.9%	0.9	40.0%	56.3%	16.3
Year-to-Date	83.8%	84.4%	0.6	86.9%	87.4%	0.4	56.0%	58.0%	2.0

LAS VEGAS 2012 STRIP OCCUPANCY SUMMARY

Month	Strip			Hotel - Strip			Motel - Strip		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	82.4%	82.4%	0.0	82.9%	83.2%	0.3	51.6%	46.9%	(4.7)
Feb	83.6%	85.9%	2.2	84.0%	86.4%	2.4	60.5%	48.7%	(11.8)
Mar	89.8%	91.1%	1.2	90.1%	91.5%	1.4	73.6%	67.5%	(6.1)
Apr	91.2%	91.0%	(0.2)	91.8%	91.5%	(0.3)	62.8%	66.1%	3.3
May	88.9%	90.7%	1.7	89.4%	91.3%	1.9	64.8%	62.7%	(2.1)
Jun	91.8%	91.9%	0.0	92.2%	92.6%	0.4	65.7%	61.8%	(3.9)
Jul	91.6%	90.6%	(1.0)	92.0%	91.3%	(0.7)	65.2%	63.7%	(1.5)
Aug	89.0%	87.6%	(1.3)	89.6%	88.2%	(1.4)	48.9%	57.6%	8.7
Sep	90.6%	89.8%	(0.8)	90.8%	90.1%	(0.7)	62.8%	72.8%	10.0
Oct	90.8%	91.8%	1.0	91.3%	92.0%	0.7	66.2%	81.1%	14.9
Nov	81.7%	83.1%	1.4	82.1%	83.5%	1.4	54.9%	58.9%	4.0
Dec	77.1%	78.4%	1.3	77.6%	78.8%	1.2	41.3%	52.9%	11.6
Year-to-Date	87.4%	87.9%	0.5	87.8%	88.4%	0.6	59.9%	62.0%	2.1

LAS VEGAS 2012 DOWNTOWN OCCUPANCY SUMMARY

Month	Downtown			Hotel - Downtown			Motel - Downtown		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	78.1%	75.2%	(2.8)	79.9%	75.8%	(4.1)	48.8%	38.4%	(10.4)
Feb	79.5%	79.7%	0.2	81.2%	80.6%	(0.6)	53.3%	48.0%	(5.3)
Mar	87.4%	81.4%	(6.0)	89.7%	82.5%	(7.2)	52.4%	59.6%	7.2
Apr	89.1%	86.6%	(2.4)	90.2%	87.9%	(2.3)	52.2%	54.2%	2.0
May	82.2%	82.2%	0.0	85.8%	83.5%	(2.3)	65.6%	57.5%	(8.1)
Jun	87.3%	82.0%	(5.4)	89.0%	83.4%	(5.6)	54.6%	53.8%	(0.8)
Jul	86.2%	84.9%	(1.2)	87.9%	86.5%	(1.4)	56.8%	55.1%	(1.7)
Aug	82.8%	85.3%	2.6	84.1%	87.3%	3.2	57.0%	51.0%	(6.0)
Sep	86.5%	85.1%	(1.4)	88.2%	86.6%	(1.6)	49.8%	56.5%	6.7
Oct	80.1%	85.5%	5.4	81.9%	86.4%	4.5	48.1%	64.3%	16.2
Nov	77.3%	78.0%	0.7	78.6%	78.8%	0.2	47.6%	53.9%	6.3
Dec	72.0%	74.8%	2.8	73.4%	75.2%	1.8	46.6%	52.5%	5.9
Year-to-Date	82.1%	81.7%	(0.4)	83.9%	82.7%	(1.2)	55.2%	55.0%	(0.2)

HOTEL VS. MOTEL OCCUPANCY

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)
Jul	88.3%	87.2%	(1.1)	92.7%	93.9%	1.2	85.9%	84.9%	(1.0)
Aug	84.1%	84.0%	(0.1)	91.1%	90.9%	(0.2)	81.7%	81.1%	(0.6)
Sep	85.7%	86.8%	1.1	91.1%	92.1%	1.0	83.0%	84.2%	1.2
Oct	86.8%	89.4%	2.6	92.7%	95.2%	2.5	84.4%	87.3%	2.9
Nov	78.3%	79.7%	1.4	88.7%	89.0%	0.3	73.8%	75.1%	1.3
Dec	73.1%	75.8%	2.7	81.3%	82.7%	1.4	68.7%	72.9%	4.2
Year-to-Date	83.8%	84.4%	0.6	90.9%	90.8%	0.0	80.7%	81.6%	0.9

LAS VEGAS 2012 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	75.6%	76.3%	0.7	78.4%	80.0%	1.6	50.4%	44.9%	(5.5)
Feb	76.4%	77.6%	1.2	79.3%	82.3%	3.0	50.0%	37.9%	(12.1)
Mar	84.4%	85.4%	1.0	87.1%	88.0%	0.9	59.9%	62.7%	2.8
Apr	85.0%	84.2%	(0.8)	88.4%	87.7%	(0.7)	53.7%	54.3%	0.6
May	82.8%	83.8%	1.0	85.4%	87.6%	2.2	59.1%	50.9%	(8.2)
Jun	86.3%	85.9%	(0.4)	89.4%	89.6%	0.2	59.1%	53.4%	(5.7)
Jul	85.9%	84.9%	(1.0)	89.1%	88.3%	(0.8)	58.7%	54.3%	(4.4)
Aug	81.7%	81.1%	(0.6)	86.5%	85.0%	(1.5)	40.6%	46.7%	6.1
Sep	83.0%	84.2%	1.2	87.7%	86.9%	(0.8)	42.1%	60.6%	18.5
Oct	84.4%	87.3%	2.9	88.1%	89.3%	1.2	51.9%	69.6%	17.7
Nov	73.8%	75.1%	1.3	77.0%	77.9%	0.9	45.7%	49.5%	3.8
Dec	68.7%	72.9%	4.2	72.2%	74.7%	2.5	38.3%	56.3%	18.0
Year-to-Date	80.7%	81.6%	0.9	84.1%	84.8%	0.7	50.5%	53.3%	2.8

LAS VEGAS 2012 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2011	2012	Change	2011	2012	Change	2011	2012	Change
Jan	86.1%	82.6%	(3.5)	88.9%	82.2%	(6.7)	60.7%	45.8%	(14.9)
Feb	89.5%	90.8%	1.3	91.8%	93.3%	1.5	68.3%	69.1%	0.8
Mar	95.3%	94.4%	(0.9)	96.5%	95.7%	(0.8)	84.8%	82.8%	(2.0)
Apr	93.2%	92.7%	(0.5)	95.6%	94.9%	(0.7)	71.8%	74.5%	2.7
May	94.2%	93.4%	(0.8)	96.0%	95.9%	(0.1)	77.1%	72.2%	(4.9)
Jun	94.5%	92.1%	(2.4)	96.4%	95.0%	(1.4)	78.0%	66.6%	(11.4)
Jul	92.7%	93.9%	1.2	95.0%	96.3%	1.3	72.6%	72.6%	0.0
Aug	91.1%	90.9%	(0.2)	94.3%	94.2%	(0.1)	63.8%	61.9%	(1.9)
Sep	91.1%	92.1%	1.0	94.3%	94.4%	0.1	63.3%	71.5%	8.2
Oct	92.7%	95.2%	2.5	95.0%	96.2%	1.2	72.6%	86.6%	14.0
Nov	88.7%	89.0%	0.3	91.6%	91.6%	0.0	64.0%	65.6%	1.6
Dec	81.3%	82.7%	1.4	85.7%	85.6%	(0.1)	43.1%	56.3%	13.2
Year-to-Date	90.9%	90.8%	0.0	93.4%	93.3%	(0.1)	68.2%	68.8%	0.6

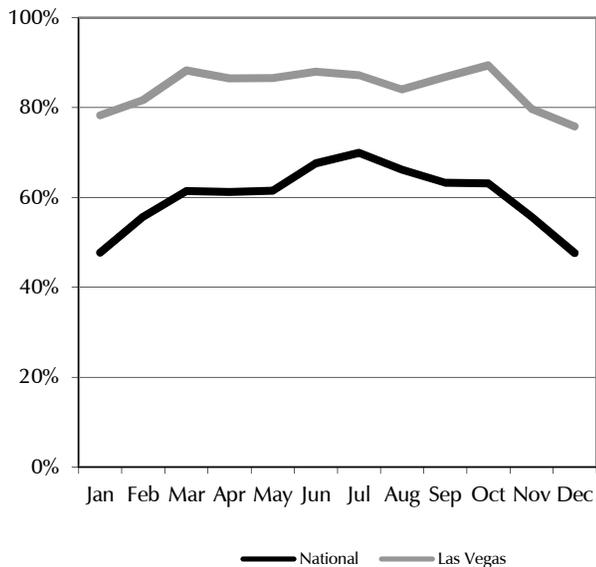
HOTEL VS. MOTEL OCCUPANCY

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%	78.3%	30.6
Feb	55.7%	81.7%	26.0
Mar	61.4%	88.3%	26.9
Apr	61.2%	86.5%	25.3
May	61.5%	86.6%	25.1
Jun	67.6%	88.0%	20.4
Jul	69.9%	87.2%	17.3
Aug	66.2%	84.0%	17.8
Sep	63.3%	86.8%	23.5
Oct	63.1%	89.4%	26.3
Nov	55.7%	79.7%	24.0
Dec	47.6%	75.8%	28.2
Year-to-Date	60.1%	84.4%	24.3

Las Vegas vs. U.S. National Occupancy



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

2012 CITYWIDE WEEKEND OCCUPANCY RANKING

Rank	Date	Citywide	Hotel	Motel
1	Mar 23-24	97.9%	98.2%	94.9%
2	Oct 19-20	97.4%	98.0%	92.3%
3	Oct 26-27	97.3%	97.7%	93.3%
4	Jul 27-28	96.3%	97.1%	89.0%
5	May 25-27	96.0%	97.4%	83.5%
6	Mar 9-10	96.0%	97.2%	85.8%
7	Apr 20-21	96.0%	96.6%	90.6%
8	Mar 16-17	95.8%	97.1%	84.6%
9	Mar 30-31	95.5%	96.8%	84.8%
10	Jun 8-9	95.4%	96.2%	88.7%
11	Jul 20-21	94.5%	96.5%	76.5%
12	Sep 14-15	94.4%	95.8%	81.8%
13	Oct 12-13	94.4%	96.0%	80.3%
14	Sep 28-29	94.4%	96.7%	73.8%
15	Apr 13-14	94.2%	95.8%	80.4%
16	Feb 17-19	94.1%	95.7%	80.6%
17	May 4-5	94.1%	96.0%	77.2%
18	Jul 6-7	94.0%	97.2%	65.9%
19	May 18-19	93.4%	96.2%	69.2%
20	Aug 17-18	93.0%	95.9%	67.4%
21	Aug 10-11	93.0%	95.7%	69.3%
22	Sep 21-22	92.8%	94.8%	74.6%
23	Jun 22-23	92.7%	95.8%	64.8%
24	Apr 27-28	92.3%	94.8%	70.6%
25	Nov 9-11	91.9%	93.8%	74.5%
26	Jun 1-2	91.9%	95.4%	61.3%
27	Oct 5-6	91.7%	93.0%	80.4%
28	Jun 15-16	91.6%	94.7%	63.7%
29	Aug 3-4	91.5%	94.7%	62.8%
30	Nov 2-3	91.0%	93.0%	73.6%
31	Jul 13-14	90.9%	94.5%	59.0%
32	Feb 3-4	90.8%	94.0%	63.0%
33	Aug 31-Sep 2	89.6%	92.6%	63.1%
34	Sep 7-8	89.3%	92.1%	64.0%
35	Jun 29-30	89.1%	93.0%	54.7%
36	May 11-12	89.0%	93.1%	53.4%
37	Nov 22-24	88.8%	91.4%	65.5%
38	Dec 28-29	88.7%	91.1%	67.1%
39	Nov 16-17	88.7%	92.2%	57.3%
40	Feb 10-11	88.6%	91.0%	68.3%
41	Apr 6-7	88.5%	92.2%	56.4%
42	Feb 24-25	88.1%	91.5%	58.6%
43	Aug 24-25	86.9%	91.4%	47.5%
44	Dec 7-8	86.7%	89.8%	58.4%
45	Mar 2-3	86.6%	89.2%	63.9%
46	Jan 13-15	85.4%	89.9%	47.3%
47	Jan 27-28	84.5%	89.3%	43.2%
48	Dec 14-15	82.1%	85.5%	51.2%
49	Jan 20-21	81.2%	85.8%	41.5%
50	Nov 30-Dec 1	80.6%	84.1%	49.0%
51	Dec 21-22	74.5%	77.0%	51.8%
52	Jan 6-7	73.1%	77.2%	38.3%

SOURCE: Las Vegas Convention and Visitors Authority

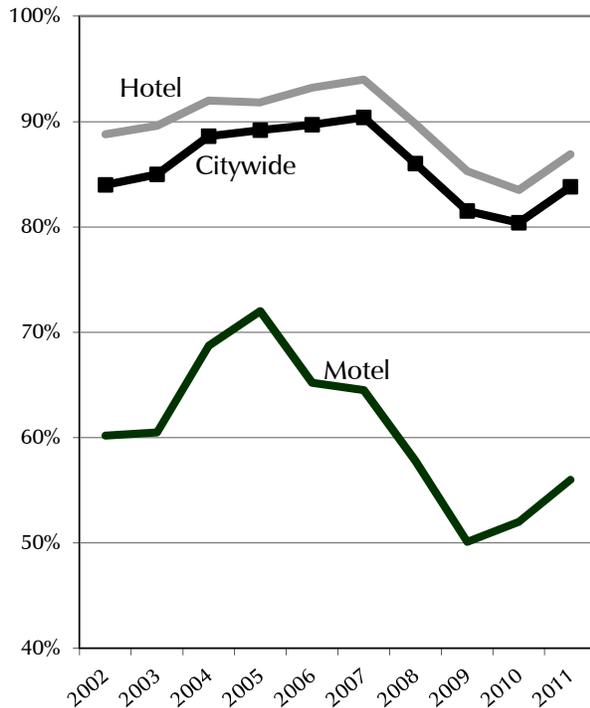
HOTEL VS. MOTEL OCCUPANCY

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
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%
2012	87.4%	58.0%	84.4%

Las Vegas Occupancy



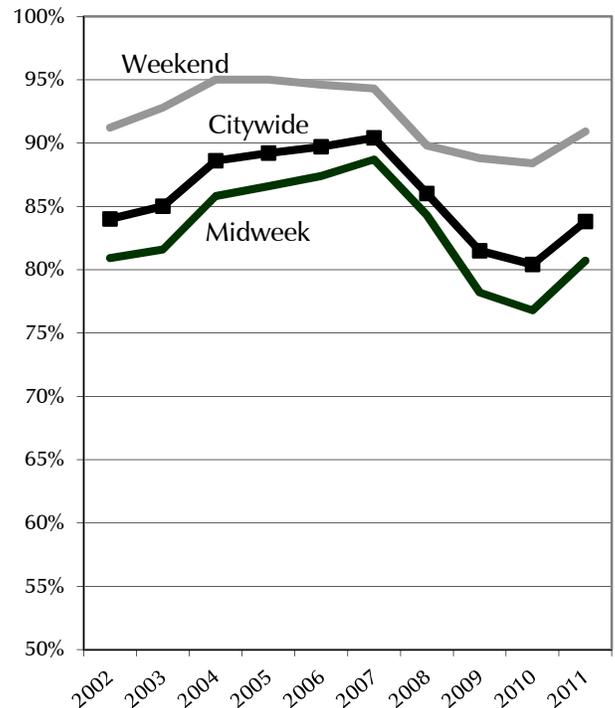
SOURCE: Las Vegas Convention and Visitors Authority

HISTORICAL LAS VEGAS OCCUPANCY - WEEKEND & MIDWEEK

The following table presents the citywide, weekend, and midweek occupancy rates over the last 10 years.

Year	Midweek	Weekend	Citywide
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%
2012	81.6%	90.8%	84.4%

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												
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
2012	8.3	8.3	8.2	8.1	8.2	8.2	8.2	8.1	7.8	7.9	7.8	7.8
Nevada												
2011	13.8	13.6	13.6	13.6	13.7	13.8	13.8	13.8	13.6	13.4	13.2	13.0
2012	12.7	12.3	12.0	11.7	11.6	11.6	12.0	12.1	11.8	11.5	10.8	10.2
Las Vegas												
2011	14.8	14.2	13.8	13.2	12.8	13.0	13.3	13.6	13.5	13.3	12.8	12.4
2012	13.1	12.8	12.6	12.3	12.2	12.0	12.1	12.0	11.7	11.3	10.9	10.4

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

UNITED STATES CONSUMER PRICE INDEX

Month	2011	2012	Percent Change
Jan	227.7	226.7	(0.4%)
Feb	223.5	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%
Jul	225.9	229.1	1.4%
Aug	226.5	230.4	1.7%
Sep	226.9	231.4	2.0%
Oct	226.4	231.3	2.2%
Nov	226.2	230.2	1.8%
Dec	225.7	229.6	1.7%
Average	225.7	229.6	1.7%

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

Month	2011	2012	Percent Change
Jan	268.0	262.0	(2.2%)
Feb	265.9	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%
Jul	277.9	277.6	(0.1%)
Aug	274.4	277.2	1.0%
Sep	270.6	276.7	2.3%
Oct	265.9	274.5	3.2%
Nov	261.6	266.1	1.7%
Dec	258.1	262.2	1.6%
Average	268.9	273.0	1.5%

SOURCE: U.S. Travel Association

CONSUMER CONFIDENCE INDEX

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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	59	45	46	41	55	65
2012	62	72	70	69	64	63	65	61	68	73	72	67

SOURCE: The Conference Board

ROOM TAX & SALES TAX REVENUE

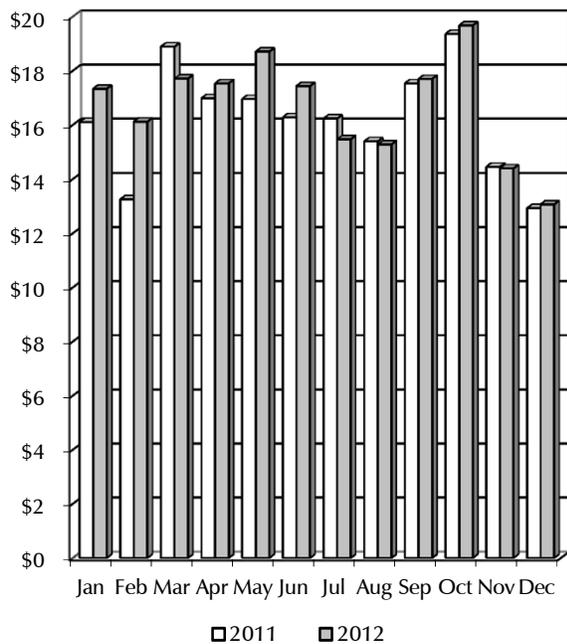
LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$200.4 million in 2012, an increase of 3.1% when compared with 2011.

Month	2011	2012	Percent 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%
Jul	16,229,330	15,467,172	(4.7%)
Aug	15,388,330	15,276,888	(0.7%)
Sep	17,531,851	17,693,687	0.9%
Oct	19,359,627	19,671,146	1.6%
Nov	14,451,124	14,392,110	(0.4%)
Dec	12,922,862	13,065,234	1.1%
Total	\$194,329,584	\$200,384,250	3.1%

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 1981 through 2012 is presented in the following table:

Year	Room Tax Revenue	Percent Change
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%
2012	200,384,250	3.1%

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 2012	Share of Total Collected
County	\$185,771,574	2.8%	92.7%
Las Vegas	9,404,634	7.4%	4.7%
Others (1)	5,208,043	8.8%	2.6%
Total	\$200,384,250	3.1%	100.0%

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

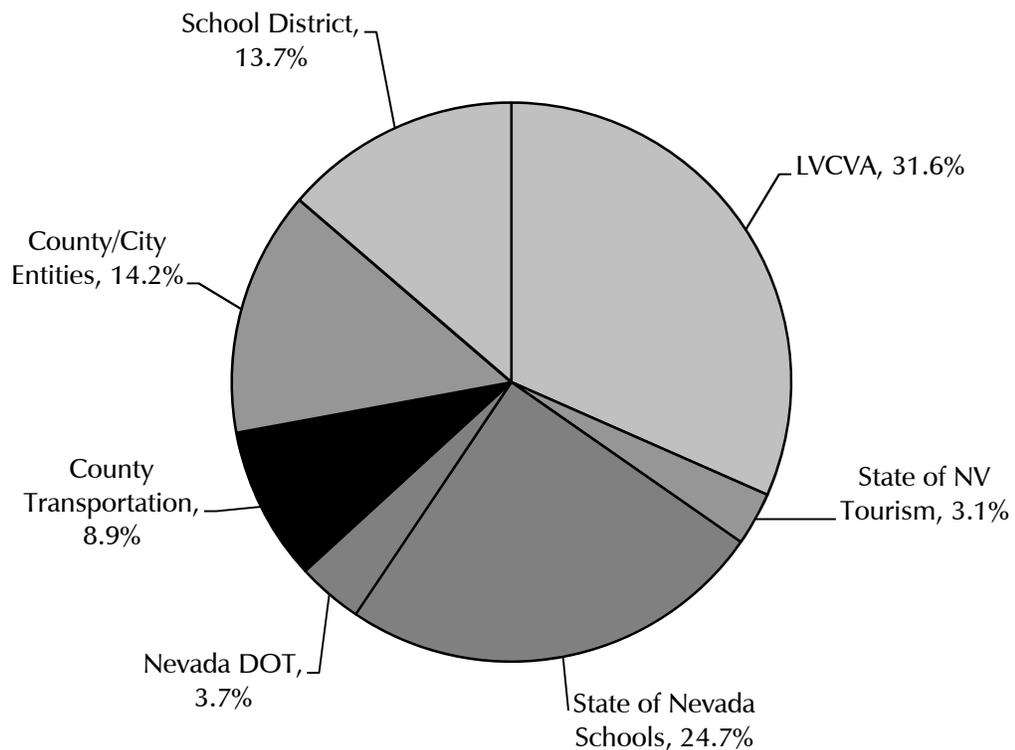
SOURCE: Las Vegas Convention and Visitors Authority

ROOM TAX & SALES TAX REVENUE

CLARK COUNTY ROOM TAX DISTRIBUTION

The final distribution of Clark County's room tax is shown here. Of note, the LVCVA receives 32 percent of the room tax, with the remaining 68 percent going back into the community to fund projects such as schools, parks and roads.

FY 2012-Room Tax Distribution	Amount	Percent
LVCVA Retains for Operations & Marketing	\$159,495,876	31.6%
4 - 5% distributed to LVCVA	199,592,498	
(Less Debt Service for Transportation)	(19,959,250)	
(Less Collection Allocation Paid to Entities)	(19,137,373)	
(Less Grants Paid to Entities & Organizations)	(1,000,000)	
Portion Distributed to Entity / Jurisdiction	\$71,594,761	14.2%
1 - 2% Room Tax Retained by Entity	50,635,511	
Collection Allocation Grants to Entities	19,959,250	
Other Grants to Entities	1,000,000	
Clark County Transportation (1.0%)	\$44,759,631	8.9%
Clark County School District (1 5/8%)	\$69,342,936	13.7%
State of Nevada Tourism (3/8%)	\$15,666,124	3.1%
Nevada Department of Transportation	\$19,137,373	3.8%
State of Nevada Schools (3%)	\$124,473,472	24.7%
TOTAL ROOM TAX COLLECTED	\$504,470,173	100%



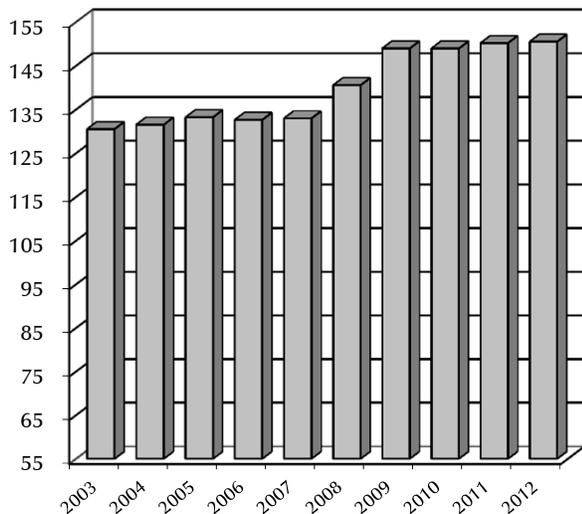
ROOM INVENTORY & SALES TAX REVENUE

HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

Year	Total Hotel/Motel Rooms	Percent Change
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%
2012	150,481	0.2%

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 \$31.9 billion during calendar year 2012, an increase of 6.2 percent from 2011 levels.

Month	2011	2012	Percent 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%
Jul	2,409,795,520 r	2,539,432,970	5.4%
Aug	2,405,676,010 r	2,599,638,330	8.1%
Sep	2,568,457,773 r	2,693,558,415	4.9%
Oct	2,524,421,518 r	2,656,143,264	5.2%
Nov	2,474,324,762 r	2,602,152,989	5.2%
Dec	2,991,533,872	3,171,185,145	6.0%
Total	\$30,105,395,480 r	\$31,968,782,215	6.2%

SOURCE: State of Nevada - Department of Taxation

CLARK COUNTY TAXABLE SALES

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

Month	2011	2012	Percent 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%
Jul	698,007,037 r	694,751,948	(0.5%)
Aug	672,834,258 r	688,842,999	2.4%
Sep	728,644,162 r	745,645,025	2.3%
Oct	751,211,803 r	737,783,540	(1.8%)
Nov	634,082,869 r	648,664,723	2.3%
Dec	628,199,394 r	671,220,830	6.8%
Total	\$8,286,194,063 r	\$8,576,209,725	3.5%

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	2011	2012	Percent 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%)
Jul	18,693	22,663	21.2%
Aug	22,170	21,563	(2.7%)
Sep	13,718	19,022	38.7%
Oct	12,667	r 16,076	26.9%
Nov	8,439	11,072	31.2%
Dec	6,757	7,324	8.4%
Total	171,426	191,017	11.4%

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO VALLEY OF FIRE

Month	2011	2012	Percent 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%)
Jul	29,764	27,570	(7.4%)
Aug	29,434	28,867	(1.9%)
Sep	36,772	41,583	13.1%
Oct	43,648	45,822	5.0%
Nov	27,632	34,635	25.3%
Dec	27,377	30,441	11.2%
Total	451,384	452,840	0.3%

SOURCE: State of Nevada - Parks Division

VISITORS TO HOOVER DAM

In 2012, more than 754,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2011 versus 2012 are contained in the following analysis.

Month	2011	2012	Percent 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%)
Jul	94,596	82,538	(12.7%)
Aug	79,253	69,904	(11.8%)
Sep	63,102	59,419	(5.8%)
Oct	67,044	60,297	(10.1%)
Nov	53,744	51,462	(4.2%)
Dec	53,764	51,111	(4.9%)
Total	823,397	754,876	(8.3%)

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

VISITORS TO LAKE MEAD

During 2012, the Lake Mead area received over 6.5 million recreational visitors. This is a decrease of 1.7 percent from 2011.

Month	2011	2012	Percent Change
Jan	310,024	r 300,462	(3.1%)
Feb	366,517	r 341,892	(6.7%)
Mar	478,643	434,245	(9.3%)
Apr	667,904	r 644,544	(3.5%)
May	691,806	r 681,307	(1.5%)
Jun	827,130	r 780,352	(5.7%)
Jul	760,333	r 733,970	(3.5%)
Aug	692,041	r 703,336	1.6%
Sep	607,540	r 657,048	8.1%
Oct	452,493	r 483,380	6.8%
Nov	440,893	r 431,831	(2.1%)
Dec	332,360	321,042	(3.4%)
Total	6,627,684	r 6,513,409	(1.7%)

r = Revised

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

LAS VEGAS VISITOR PROFILE

LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2008	2009	2010	2011	2012
First vs. Repeat					
First time visitor	16%	17%	18%	16%	16%
Repeat visitor	84%	83%	82%	84%	84%
Purpose of Current Visit					
Vacation/pleasure/gamble	52%	53%	60%	57%	55%
Business/convention	21%	17%	17%	16%	16%
Other	27%	30%	23%	27%	29%
Transportation					
Air	43%	42%	41%	44%	43%
Automobile/Bus/RV	57%	58%	59%	56%	57%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.1	2.0	2.1	2.1
Number of visits in past year	1.8	1.7	1.7	1.7	1.6
Adults in party	2.4	2.4	2.4	2.3	2.4
Nights stayed	3.5	3.6	3.6	3.7	3.3
Visitors with children	6%	8%	7%	10%	11%
Expenditures Per Visitor					
Food & drink (per trip)	\$273.39	\$250.32	\$256.82	\$274.69	\$265.11
Transportation (per trip)	\$59.26	\$53.31	\$62.87	\$64.25	\$57.77
Shopping (per trip)	\$121.90	\$101.97	\$122.80	\$129.34	\$149.29
Shows (per trip)	\$51.64	\$39.87	\$49.28	\$47.52	\$42.89
Sightseeing (per trip)	\$7.12	\$5.77	\$7.21	\$10.24	\$9.63
Hotel/Motel room (per night)	\$101.68	\$75.78	\$79.64	\$84.04	\$93.13
Gambling Behavior					
Gambled while in Las Vegas	85%	83%	80%	77%	72%
Daily hours gambled	3.3	3.2	2.9	2.9	2.6
Gambling Budget (per trip)	\$531.98	\$481.57	\$466.20	\$447.63	\$484.70
Visitor Origin					
Eastern States	8%	7%	6%	6%	7%
Southern States	13%	11%	11%	12%	11%
Midwestern States	12%	12%	12%	11%	11%
Western States	52%	55%	54%	55%	54%
CA	28%	31%	30%	31%	33%
AZ	9%	10%	7%	9%	6%
Foreign	15%	14%	18%	16%	17%
Ethnicity					
White	90%	88%	86%	86%	75%
African American	4%	4%	5%	4%	5%
Asian/Asian American	2%	2%	3%	3%	9%
Hispanic/Latino	4%	5%	6%	7%	8%
Other	0%	1%	1%	1%	3%
Average Age					
Age	50.6	50.0	49.2	49.0	44.8

During the calendar year of 2012, 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.

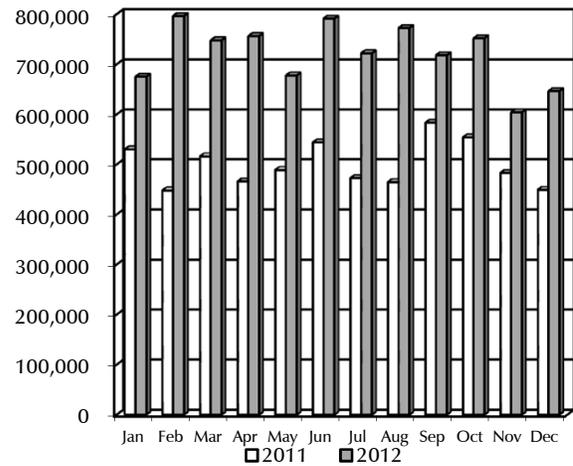
SOURCE: Las Vegas Convention and Visitors Authority - 2012 Las Vegas Visitor Profile Study

DIGITAL MARKETING

LASVEGAS.COM

Unique Site Visits

Month	2011	2012	Percent Change
Jan	529,764 r	674,935	27.4%
Feb	447,850 r	796,408	77.8%
Mar	515,869 r	747,645	44.9%
Apr	465,739 r	756,165	62.4%
May	488,621 r	677,632	38.7%
Jun	543,565 r	791,233	45.6%
Jul	472,360	721,988	52.8%
Aug	464,563	772,286	66.2%
Sep	582,991	718,035	23.2%
Oct	553,678	751,713	35.8%
Nov	482,745	604,258	25.2%
Dec	449,144	646,024	43.8%
Total	5,996,889	8,658,322	44.4%



VEGASMEANSBUSINESS.COM

Unique Site Visits

Month	2011	2012	Percent Change
Jan	5,293 r	77,049	1355.7%
Feb	5,049 r	65,262	1192.6%
Mar	6,441 r	71,211	1005.6%
Apr	5,660 r	67,754	1097.1%
May	7,084 r	56,732	700.8%
Jun	7,632 r	60,563	693.5%
Jul	2,856	41,009	1335.9%
Aug	15,663	46,274	195.4%
Sep	45,771	41,982	(8.3%)
Oct	40,620	58,299	43.5%
Nov	40,072	54,384	35.7%
Dec	36,301	54,504	50.1%
Total	218,442	695,023	218.2%

VISITLAUGHLIN.COM

Unique Site Visits

Month	2011	2012	Percent Change
Jan	62,639 r	62,656	0.0%
Feb	60,665 r	64,308	6.0%
Mar	66,592 r	72,502	8.9%
Apr	61,403 r	67,771	10.4%
May	62,632 r	64,039	2.2%
Jun	74,135 r	70,266	(5.2%)
Jul	68,861	77,714	12.9%
Aug	64,961	65,457	0.8%
Sep	47,418	50,826	7.2%
Oct	46,360	50,123	8.1%
Nov	41,745	43,751	4.8%
Dec	41,499	45,469	9.6%
Total	698,910	734,882	5.1%

LVCVA.COM

Unique Site Visits

Month	2011	2012	Percent Change
Jan	85,019 r	51,293	(39.7%)
Feb	72,957 r	43,299	(40.7%)
Mar	80,211 r	42,044	(47.6%)
Apr	67,119 r	44,185	(34.2%)
May	68,246 r	38,107	(44.2%)
Jun	71,687 r	35,412	(50.6%)
Jul	55,402	26,548	(52.1%)
Aug	57,652	30,559	(47.0%)
Sep	37,415	33,923	(9.3%)
Oct	40,275	37,953	(5.8%)
Nov	37,789	31,123	(17.6%)
Dec	32,230	26,968	(16.3%)
Total	706,002	441,414	(37.5%)

VISITMESQUITE.COM

Unique Site Visits

Month	2011	2012	Percent Change
Jan	9,782 r	9,401	(3.9%)
Feb	9,148 r	8,817	(3.6%)
Mar	12,897 r	9,211	(28.6%)
Apr	12,259 r	14,904	21.6%
May	11,909 r	15,766	32.4%
Jun	9,650 r	13,870	43.7%
Jul	5,412	11,777	117.6%
Aug	6,199	12,074	94.8%
Sep	5,990	7,032	17.4%
Oct	6,493	8,371	28.9%
Nov	5,555	6,855	23.4%
Dec	6,338	7,699	21.5%
Total	101,632	125,777	23.8%

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

Note: During FY 11/12 there was a redesign and then re-launch of VegasMeansBusiness.com and LVCVA.com with content areas shifting between the sites.

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

LAUGHLIN EXECUTIVE SUMMARY

Visitor Indicator	2011	2012	Change
Visitor Volume	2,253,124	2,072,230	(8.0%)
Room Inventory	10,334	10,333	0.0%
Convention Attendance	69,227	76,392	10.4%
Occupancy Level	63.0%	59.0%	(4.0)
Average Daily Room Rate	\$40.34	\$41.72	3.4%
Room Nights Occupied	2,380,409	2,232,394	(6.2%)
Gross Gaming Revenue	\$464,713,000	\$462,061,000	(0.6%)
Laughlin/Bullhead City Air Passengers	227,252	224,761	(1.1%)
Average Daily Traffic-Hwy 163	4,286	4,117	(3.9%)

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	2008	2009	2010	2011	2012
First vs. Repeat					
First time visitor	12%	19%	18%	15%	13%
Repeat visitor	88%	81%	82%	85%	87%
Purpose of Current Visit					
Vacation/pleasure	36%	32%	40%	55%	73%
Gamble	47%	42%	32%	27%	19%
Other	17%	26%	28%	18%	8%
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	2.5	2.5	2.9
Adults in party	2.3	2.5	1.9	2.0	2.0
Nights stayed	3.0	3.1	3.1	3.2	3.3
Visitors with children	2.0%	7.0%	4.0%	5.0%	3.0%
Expenditures Per Visitor					
Food & drink (per trip)	\$192.89	\$204.98	\$205.34	\$185.30	\$122.22
Transportation (per trip)	\$29.46	\$41.23	\$34.27	\$61.03	\$57.79
Shopping (per trip)	\$32.53	\$68.26	\$57.72	\$65.81	\$73.64
Shows (per trip)	\$3.01	\$6.57	\$3.75	\$5.08	\$5.55
Sightseeing (per trip)	\$0.01	\$5.68	\$3.47	\$4.74	\$7.73
Gambling Behavior					
Gambled while in Laughlin	100.0%	98.9%	99.4%	99.2%	100.0%
Daily hours gambled	5.8	5.8	6.0	5.9	6.0
Gambling Budget (per trip)	\$556.62	\$511.17	\$457.46	\$537.97	\$566.38
Average Age					
Age	60.8	60.9	60.6	61.8	63.1

During the calendar year of 2012, 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 - 2012 Laughlin Visitor Profile Study

LAUGHLIN, NEVADA

LAUGHLIN VISITOR VOLUME

Month	2011	2012	Percent 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%)
Jul	223,818	206,439	(7.8%)
Aug	199,008	187,234	(5.9%)
Sep	175,262	161,651	(7.8%)
Oct	177,409	164,223	(7.4%)
Nov	160,193	148,765	(7.1%)
Dec	141,592	128,884	(9.0%)
Total	2,253,124	2,072,230	(8.0%)

LAUGHLIN CONVENTION ATTENDANCE

Month	2011	2012	Percent 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%
Jul	3,879	4,237	9.2%
Aug	2,520	3,394	34.7%
Sep	5,011	4,441	(11.4%)
Oct	8,071	7,498	(7.1%)
Nov	5,936	6,910	16.4%
Dec	1,488	3,028	103.5%
Total	69,227	76,392	10.4%

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%)
2012	2,072,230	(8.0%)

LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2011	2012	Percent Change
Jan	182,564	168,827	(7.5%)
Feb	202,570	179,812	(11.2%)
Mar	227,804	212,715	(6.6%)
Apr	214,556	199,343	(7.1%)
May	201,815	189,650	(6.0%)
Jun	202,446	195,604	(3.4%)
Jul	241,600	227,750	(5.7%)
Aug	211,440	203,725	(3.6%)
Sep	188,474	177,624	(5.8%)
Oct	190,264	180,022	(5.4%)
Nov	170,154	161,505	(5.1%)
Dec	146,722	135,817	(7.4%)
Total	2,380,409	2,232,394	(6.2%)

SOURCE: Las Vegas Convention and Visitors Authority

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

2012 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2011	2012	Net Change
1	Apr 27-28	98.6%	99.2%	0.6
2	Jul 27-28	88.7%	93.1%	4.4
3	Aug 10-11	96.3%	92.6%	(3.7)
4	Aug 3-4	93.1%	91.9%	(1.2)
5	Aug 31-Sep 2	89.3%	91.2%	1.9
6	May 25-27	93.3%	90.7%	(2.6)
7	Jul 6-7	83.7%	90.0%	6.3
8	Aug 17-18	89.8%	89.8%	0.0
9	Jul 20-21	95.8%	89.4%	(6.4)
10	May 18-19	88.7%	89.3%	0.6
11	Mar 16-17	91.9%	88.7%	(3.2)
12	Feb 17-19	89.5%	88.7%	(0.8)
13	Jul 13-14	92.2%	88.1%	(4.1)
14	Jun 22-23	94.3%	86.6%	(7.7)
15	Mar 30-31	76.1%	86.6%	10.5
16	Apr 20-21	73.0%	86.5%	13.5
17	Jun 29-30	91.1%	86.3%	(4.8)
18	May 4-5	78.8%	83.9%	5.1
19	Jun 15-16	87.0%	82.0%	(5.0)
20	Sep 28-29	79.4%	81.0%	1.6
21	Oct 5-6	80.4%	80.5%	0.1
22	Nov 9-10	77.9%	76.8%	(1.1)
23	Mar 23-24	83.9%	76.3%	(7.6)
24	Feb 24-25	79.4%	75.4%	(4.0)
25	Sep 21-22	80.3%	75.2%	(5.1)
26	Oct 19-20	77.4%	75.1%	(2.3)
27	Nov 22-24	72.2%	75.1%	2.9
28	Jan 13-15	86.5%	74.7%	(11.8)
29	Aug 24-25	80.4%	74.7%	(5.7)
30	Sep 14-15	77.3%	74.4%	(2.9)
31	Jun 8-9	76.9%	74.0%	(2.9)
32	Oct 26-27	63.9%	73.0%	9.1
33	Mar 9-10	91.1%	72.4%	(18.7)
34	May 11-12	79.1%	72.1%	(7.0)
35	Apr 13-14	86.6%	71.4%	(15.2)
36	Mar 2-3	67.4%	71.4%	4.0
37	Jun 1-2	72.2%	70.8%	(1.4)
38	Feb 10-11	84.0%	68.6%	(15.4)
39	Apr 6-7	82.9%	68.5%	(14.4)
40	Oct 12-13	72.9%	68.5%	(4.4)
41	Feb 3-4	77.4%	68.3%	(9.1)
42	Dec 28-29	86.4%	63.9%	(22.5)
43	Jan 27-28	63.6%	61.1%	(2.5)
44	Sep 7-8	78.3%	60.4%	(17.9)
45	Nov 2-3	61.2%	59.4%	(1.8)
46	Jan 20-21	60.5%	56.4%	(4.1)
47	Nov 16-17	54.7%	56.0%	1.3
48	Nov 30-Dec 1	55.4%	53.5%	(1.9)
49	Jan 6-7	54.1%	45.0%	(9.1)
50	Dec 14-15	31.8%	42.5%	10.7
51	Dec 7-8	53.3%	41.7%	(11.6)
52	Dec 21-22	46.3%	31.2%	(15.1)

LAUGHLIN OCCUPANCY

Month	2011	2012	Change
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)
Jul	75.3%	71.1%	(4.2)
Aug	65.9%	63.6%	(2.3)
Sep	60.7%	57.3%	(3.4)
Oct	59.3%	56.2%	(3.1)
Nov	54.8%	52.1%	(2.7)
Dec	45.8%	42.4%	(3.4)
Total	63.0%	59.0%	(4.0)

LAUGHLIN OCCUPANCY - MIDWEEK

Month	2011	2012	Change
Jan	50.4%	47.5%	(2.9)
Feb	63.5%	52.5%	(11.0)
Mar	66.6%	60.4%	(6.2)
Apr	61.9%	58.1%	(3.8)
May	53.5%	48.8%	(4.7)
Jun	58.9%	54.7%	(4.2)
Jul	67.0%	64.5%	(2.5)
Aug	57.6%	53.7%	(3.9)
Sep	50.1%	47.7%	(2.4)
Oct	53.2%	51.2%	(2.0)
Nov	49.5%	45.0%	(4.5)
Dec	49.9%	49.9%	0.0
Total	56.2%	52.2%	(4.0)

LAUGHLIN OCCUPANCY - WEEKEND

Month	2011	2012	Change
Jan	70.5%	63.6%	(6.9)
Feb	83.3%	76.7%	(6.6)
Mar	83.6%	79.1%	(4.5)
Apr	83.4%	81.4%	(2.0)
May	85.9%	84.7%	(1.2)
Jun	82.6%	79.9%	(2.7)
Jul	90.4%	90.2%	(0.2)
Aug	89.9%	87.7%	(2.2)
Sep	81.9%	76.4%	(5.5)
Oct	74.3%	73.4%	(0.9)
Nov	67.1%	66.3%	(0.8)
Dec	53.9%	45.8%	(8.1)
Total	78.5%	75.2%	(3.3)

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
	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%)
Jul	4,145	4,042	(2.5%)
Aug	4,043	3,867	(4.4%)
Sep	4,087	3,755	(8.1%)
Oct	4,353	3,913	(10.1%)
Nov	4,161	4,026	(3.2%)
Dec	3,787	3,592	(5.1%)
Average	4,286	4,117	(3.9%)

* 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	2011	2012	Percent 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%)
Jul	15,231	17,270	13.4%
Aug	15,618	17,534	12.3%
Sep	17,012	17,156	0.8%
Oct	18,036	20,166	11.8%
Nov	20,365	16,967	(16.7%)
Dec	10,783	9,061	(16.0%)
Total	227,252	224,761	(1.1%)

SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN GROSS GAMING REVENUE

Month	2011	2012	Percent 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%)
Jul	37,288,000	37,088,000	(0.5%)
Aug	34,278,000	33,505,000	(2.3%)
Sep	36,093,000	34,951,000	(3.2%)
Oct	37,335,000	36,984,000	(0.9%)
Nov	38,609,000	37,821,000	(2.0%)
Dec	32,646,000	33,227,000	1.8%
Total	\$464,713,000	\$462,061,000	(0.6%)

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%)
2012	462,061,000	(0.6%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

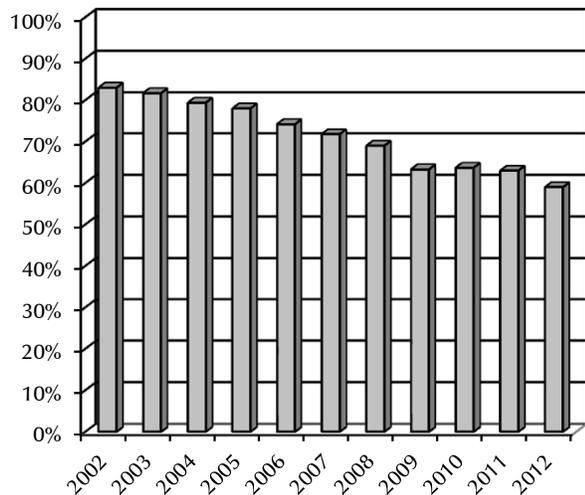
HISTORICAL LAUGHLIN HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

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
2012	59.0%	10,333

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	(11.1%)
2009	6,192	(0.0%)
2010	6,199	0.1%
2011	4,286 **	(30.9%)
2012	4,117	(3.9%)

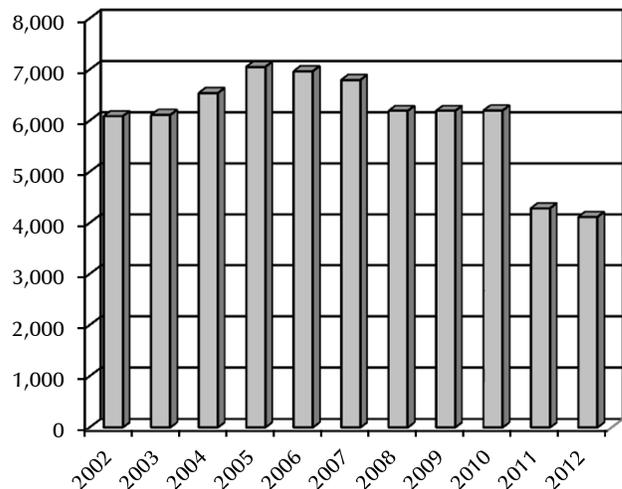
r = Revised

* NOTE: Data not available prior to 1993

** NOTE: Hoover Dam bypass bridge opened in October 2010

SOURCE: State of Nevada Department of Transportation - Traffic Section

Laughlin Daily Auto Traffic



MESQUITE, NEVADA

MESQUITE EXECUTIVE SUMMARY

Visitor Indicator	2011	2012	Change
Visitor Volume	981,541	996,146	1.5%
Room Inventory	1,763	1,745	(1.0%)
Occupancy Level	78.4%	72.8%	(5.6)
Average Daily Room Rate	\$51.47	\$52.20	1.4%
Room Nights Occupied	504,857	469,107	(7.1%)
Gross Gaming Revenue	\$116,955,000	\$117,513,000	0.5%
Average Daily Traffic Hwy I-15 at NV/AZ border	21,793	21,701	(0.4%)

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

MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2008	2009	2010	2011	2012
First vs. Repeat					
First time visitor	10%	9%	9%	6%	6%
Repeat visitor	90%	91%	91%	94%	94%
Purpose of Current Visit					
Vacation/pleasure	12%	5%	3%	1%	1%
Gamble	13%	16%	16%	16%	16%
Just passing through	39%	35%	32%	34%	33%
Other	36%	44%	49%	49%	50%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.1	2.1	2.1	2.1
Number of visits in past year	6.4	7.7	8.8	9.2	9.5
Adults in party	2.1	2.1	2.1	2.1	2.1
Nights stayed	1.8	1.7	1.8	1.6	1.7
Visitors with children	3%	4%	4%	4%	5%
Expenditures Per Visitor					
Food & drink (per trip)	\$50.34	\$49.07	\$51.22	\$52.65	\$53.54
Transportation (per trip)	\$2.76	\$1.72	\$2.97	\$3.45	\$4.08
Recreational Activities (per trip)	\$6.62	\$9.58	\$6.18	\$2.22	\$2.96
Shows (per trip)	\$0.13	\$0.21	\$0.75	\$0.62	\$0.70
Shopping (per trip)	\$0.00	\$0.00	\$0.00	\$3.30	\$3.83
Other (per trip)	\$3.40	\$1.98	\$1.87	\$0.00	\$0.00
Gambling Behavior					
Gambled while in Mesquite	93%	92%	96%	97%	97%
Daily hours gambled	3.5	3.6	3.5	3.3	2.8
Gambling Budget (per trip)	\$274.78	\$270.85	\$239.77	\$207.40	\$202.10
Average Age					
Age	59.0	59.8	58.8	57.0	56.0

During the calendar year 2012, 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.

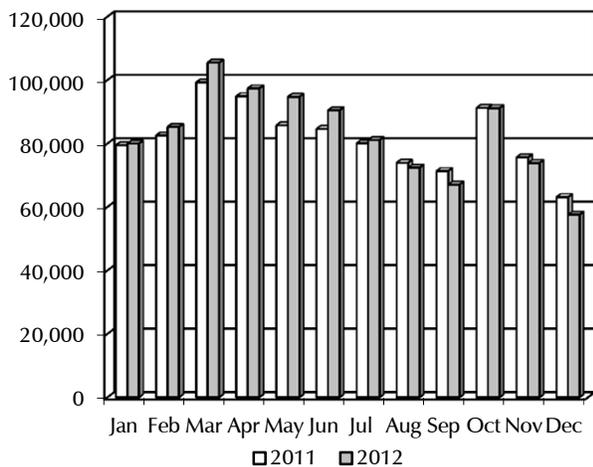
SOURCE: Las Vegas Convention and Visitors Authority - 2012 Mesquite Visitor Profile Study

MESQUITE, NEVADA

MESQUITE VISITOR VOLUME

Month	2011	2012	Percent 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%
Jul	80,052	81,055	1.3%
Aug	73,894	72,370	(2.1%)
Sep	71,305	67,010	(6.0%)
Oct	91,200	91,128	(0.1%)
Nov	75,620	73,846	(2.3%)
Dec	63,101	57,550	(8.8%)
Total	981,541	996,146	1.5%

Visitor Volume



MESQUITE ROOM NIGHTS OCCUPIED

Month	2011	2012	Percent Change
Jan	40,864	37,656	(7.9%)
Feb	42,450	40,135	(5.5%)
Mar	51,052	49,680	(2.7%)
Apr	48,822	45,856	(6.1%)
May	44,095	44,597	1.1%
Jun	43,398	42,585	(1.9%)
Jul	41,185	38,170	(7.3%)
Aug	38,017	34,081	(10.4%)
Sep	36,685	31,556	(14.0%)
Oct	46,920	42,914	(8.5%)
Nov	38,905	34,775	(10.6%)
Dec	32,464	27,102	(16.5%)
Total	504,857	469,107	(7.1%)

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
	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%
Jul	N/A	24,767	N/A
Aug	23,788	23,501	(1.2%)
Sep	22,029	21,328	(3.2%)
Oct	22,411	21,935	(2.1%)
Nov	N/A	21,334	N/A
Dec	19,661	19,055	(3.1%)
Average	21,793	21,701	(0.4%)

SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE GAMING REVENUE

Month	2011	2012	Percent 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%
Jul	8,477,000	8,265,000	(2.5%)
Aug	7,880,000	8,213,000	4.2%
Sep	8,499,000	8,344,000	(1.8%)
Oct	10,320,000	9,686,000	(6.1%)
Nov	9,869,000	9,733,000	(1.4%)
Dec	9,699,000	9,163,000	(5.5%)
Total	\$116,955,000	\$117,513,000	0.5%

SOURCE: Nevada Gaming Control Board

MESQUITE, NEVADA

2012 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2011	2012	Net Change
1	Apr 13-14	99.0%	99.0%	0.0
2	Mar 9-10	98.5%	98.9%	0.4
3	Mar 23-24	99.3%	98.7%	(0.6)
4	Feb 17-19	98.8%	98.6%	(0.2)
5	Mar 30-31	97.1%	98.3%	1.2
6	Oct 19-20	90.2%	97.4%	7.2
7	Jan 13-15	96.7%	97.2%	0.5
8	Mar 16-17	99.2%	97.1%	(2.1)
9	Jun 8-9	93.3%	96.7%	3.4
10	May 25-27	94.2%	95.0%	0.8
11	Feb 24-25	96.4%	94.0%	(2.4)
12	May 4-5	91.3%	92.3%	1.0
13	Mar 2-3	98.4%	91.4%	(7.0)
14	Jan 27-28	95.6%	90.2%	(5.4)
15	Nov 16-17	95.2%	90.0%	(5.2)
16	Apr 20-21	95.4%	89.7%	(5.7)
17	Jul 20-21	89.5%	88.5%	(1.0)
18	Apr 27-28	94.3%	88.2%	(6.1)
19	Feb 10-11	95.5%	87.3%	(8.2)
20	Apr 6-7	93.8%	84.9%	(8.9)
21	May 18-19	87.4%	84.8%	(2.6)
22	Jun 29-30	86.8%	84.1%	(2.7)
23	Jun 1-2	85.7%	82.6%	(3.1)
24	Jun 22-23	96.0%	81.6%	(14.4)
25	Oct 5-6	86.2%	81.0%	(5.2)
26	Nov 22-24	82.6%	79.6%	(3.0)
27	Jul 27-28	89.1%	79.4%	(9.7)
28	Oct 26-27	98.2%	79.1%	(19.1)
29	Oct 12-13	98.2%	78.2%	(20.0)
30	Nov 2-3	90.6%	78.1%	(12.5)
31	Jan 20-21	88.6%	77.9%	(10.7)
32	Nov 9-10	85.6%	76.2%	(9.4)
33	Aug 10-11	80.4%	75.5%	(4.9)
34	May 11-12	88.7%	75.3%	(13.4)
35	Jun 15-16	81.1%	75.3%	(5.8)
36	Aug 17-18	84.6%	74.6%	(10.0)
37	Feb 3-4	86.3%	74.3%	(12.0)
38	Aug 31-Sep 2	85.2%	72.8%	(12.4)
39	Jul 6-7	80.7%	72.6%	(8.1)
40	Jul 13-14	77.0%	71.7%	(5.3)
41	Aug 3-4	83.6%	70.5%	(13.1)
42	Sep 21-22	91.9%	69.8%	(22.1)
43	Sep 28-29	94.3%	67.8%	(26.5)
44	Dec 28-29	85.8%	66.6%	(19.2)
45	Aug 24-25	79.4%	66.2%	(13.2)
46	Sep 14-15	76.5%	60.1%	(16.4)
47	Dec 7-8	57.7%	57.9%	0.2
48	Jan 6-7	73.2%	56.3%	(16.9)
49	Sep 7-8	61.0%	54.2%	(6.8)
50	Dec 21-22	48.1%	54.1%	6.0
51	Nov 30-Dec 1	67.2%	48.0%	(19.2)
52	Dec 14-15	58.3%	47.1%	(11.2)

MESQUITE OCCUPANCY

Month	2011	2012	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)
Jul	75.4%	70.0%	(5.4)
Aug	69.6%	62.5%	(7.1)
Sep	69.4%	59.8%	(9.6)
Oct	85.9%	78.7%	(7.2)
Nov	73.6%	65.9%	(7.7)
Dec	59.4%	50.1%	(9.3)
Total	78.4%	72.8%	(5.6)

MESQUITE OCCUPANCY - MIDWEEK

Month	2011	2012	Change
Jan	67.6%	62.4%	(5.2)
Feb	81.6%	73.5%	(8.1)
Mar	91.2%	88.1%	(3.1)
Apr	90.2%	85.3%	(4.9)
May	76.3%	79.1%	2.8
Jun	79.6%	79.0%	(0.6)
Jul	70.2%	67.2%	(3.0)
Aug	65.3%	58.7%	(6.6)
Sep	63.7%	57.2%	(6.5)
Oct	82.9%	76.9%	(6.0)
Nov	67.5%	60.1%	(7.4)
Dec	56.5%	47.6%	(8.9)
Total	74.6%	69.7%	(4.9)

MESQUITE OCCUPANCY - WEEKEND

Month	2011	2012	Change
Jan	89.4%	82.6%	(6.8)
Feb	94.8%	89.7%	(5.1)
Mar	98.9%	96.9%	(2.0)
Apr	95.9%	90.5%	(5.4)
May	90.8%	87.8%	(3.0)
Jun	89.0%	84.1%	(4.9)
Jul	84.8%	78.1%	(6.7)
Aug	82.0%	71.8%	(10.2)
Sep	80.9%	64.9%	(16.0)
Oct	93.3%	83.9%	(9.4)
Nov	87.8%	77.5%	(10.3)
Dec	64.0%	55.4%	(8.6)
Total	86.9%	80.0%	(6.9)

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	(7.5%)
2011	981,541	(1.4%)
2012	996,146	1.5%

* 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	19,538	(11.0%)
2011	21,793	11.5%
2012	21,701	(0.4%)

* NOTE: Data not available prior to 1999

e-estimate as partial NDOT data unavailable 3 months in 2007

SOURCE: State of Nevada Department of Transportation - Traffic Section

HISTORICAL MESQUITE HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

Year	Occupancy Percentage	Room Inventory
1999	81.5%	3,113
2000	79.0%	2,901
2001	80.4%	2,712
2002	82.7%	2,783
2003	86.1%	2,894
2004	86.6%	2,671
2005	82.5%	2,682
2006	83.5%	2,683
2007	85.1%	2,729
2008	78.3%	1,981
2009	83.3%	1,790
2010	80.2%	1,767
2011	78.4%	1,763
2012	72.8%	1,745

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%
2012	117,513,000	0.5%

* 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.

UNLV Center for Business and Economic Research

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.nvdetr.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.