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Year-End Summary

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Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

Year-End 2013: Volume 41, Number 158

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	2012	2013	Change
Visitor Volume	39,727,022	39,668,221	(0.1%)
Room Inventory *(as of December 31)*	150,481	150,593	0.1%
Conventions			
Attendance	4,944,014	5,107,416	3.3%
Number Held	21,615	22,027	1.9%
Occupancy Levels			
Total	84.4%	84.3%	0.0
Hotel	87.4%	87.1%	(0.3)
Motel	58.0%	59.8%	1.8
Weekend	90.8%	91.1%	0.3
Midweek	81.6%	81.4%	(0.2)
Strip Occupancy	87.1%	86.6%	(0.5)
Downtown Occupancy	76.4%	75.1%	(1.3)
Average Daily Room Rate	$108.08	$110.72	2.4%
Strip ADR	$116.32	$119.53	2.8%
Downtown ADR	$64.70	$68.55	6.0%
Total Room Nights Occupied			
Total	46,479,707	46,191,449	(0.6%)
Gross Gaming Revenue			
Clark County	$9,399,845,000 r	$9,676,458,000	2.9%
Strip	$6,207,214,000 r	$6,508,084,000	4.8%
Downtown	$509,144,000	$500,964,000	(1.6%)
Boulder Strip	$796,670,000 r	$786,951,000	(1.2%)
Enplaned/Deplaned Airline Passengers			
Total	41,667,596	41,857,059	0.5%
Automobile Traffic			
Average Daily Traffic			
All Major Highways	100,047 r	102,244	2.2%
I-15 at CA/NV Border	41,706 r	42,485	1.9%
Room Tax/LVCVA's Portion:	$200,384,250	$210,138,974	4.9%

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

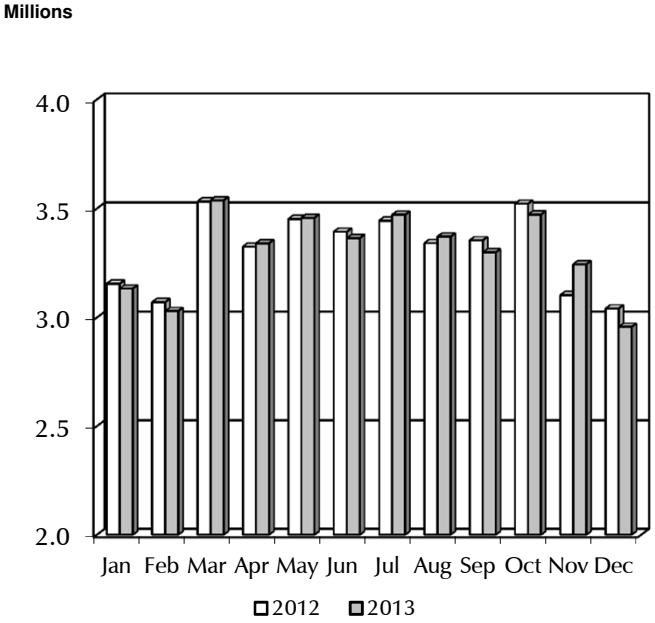
LAS VEGAS VISITOR VOLUME

Just under 39.7 million people visited the Las Vegas area in 2013. This represents a decrease of 0.1 percent compared to 2012.

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

Month	2012	2013	Percent Change
Jan	3,154,639	3,132,122	(0.7%)
Feb	3,069,954	3,028,920	(1.3%)
Mar	3,531,994	3,536,569	0.1%
Apr	3,324,459	3,339,657	0.5%
May	3,451,394	3,456,479	0.1%
Jun	3,392,798	3,363,895	(0.9%)
Jul	3,443,486	3,470,490	0.8%
Aug	3,340,826	3,370,056	0.9%
Sep	3,353,330	3,298,198	(1.6%)
Oct	3,521,430	3,471,816	(1.4%)
Nov	3,102,052	3,243,731	4.6%
Dec	3,040,660	2,956,288	(2.8%)
Total	39,727,022	39,668,221	(0.1%)

2013 Visitor Volume



SOURCE: Las Vegas Convention and Visitors Authority

VISITOR VOLUME BY QUARTER

The following data presents the visitor volume for Las Vegas by quarter:

	2012	2013	Change
First Quarter	9,756,587	9,697,611	(0.6%)
Second Quarter	10,168,651	10,160,031	(0.1%)
Third Quarter	10,137,642	10,138,744	0.0%
Fourth Quarter	9,664,142	9,671,835	0.1%
Annual Total	39,727,022	39,668,221	(0.1%)

VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1978 for Las Vegas is contained in the chart below.

Year	Visitor Volume	Room Inventory	Occupancy % Hotel	Occupancy % Motel
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%
2013	39,668,221	150,593	87.1%	59.8%

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR STATISTICS

2013 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Tourists	Total Visitors
Jan	571,964	2,560,158	3,132,122
Feb	551,866	2,477,054	3,028,920
Mar	518,278	3,018,291	3,536,569
Apr	477,275	2,862,382	3,339,657
May	398,173	3,058,306	3,456,479
Jun	377,700	2,986,195	3,363,895
Jul	292,024	3,178,466	3,470,490
Aug	443,561	2,926,495	3,370,056
Sep	382,995	2,915,203	3,298,198
Oct	521,400	2,950,416	3,471,816
Nov	426,762	2,816,969	3,243,731
Dec	145,418	2,810,870	2,956,288
Total	5,107,416	34,560,805	39,668,221

LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2012	2013	Percent Change
Jan	3,662,423	3,641,542	(0.6%)
Feb	3,574,191	3,517,468	(1.6%)
Mar	4,133,488	4,125,205	(0.2%)
Apr	3,916,538	3,915,074	0.0%
May	4,051,276	4,021,347	(0.7%)
Jun	3,966,140	3,930,429	(0.9%)
Jul	4,062,177	4,056,822	(0.1%)
Aug	3,911,837	3,912,232	0.0%
Sep	3,914,400	3,845,625	(1.8%)
Oct	4,162,325	4,077,369	(2.0%)
Nov	3,591,100	3,723,384	3.7%
Dec	3,533,812	3,424,952	(3.1%)
Total	46,479,707	46,191,449	(0.6%)

SOURCE: Las Vegas Convention and Visitors Authority

LARGEST HOTELS IN THE U.S.

As of December 31, 2013

Rank	Property	Number of Rooms
1	MGM Grand Hotel and Casino	5,044
2	Luxor Hotel and Casino	4,400
3	The 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	3,776
8	Circus Circus Hotel	3,767
9	Flamingo Las Vegas	3,460
10	Mandalay Bay Resort & Casino	3,211
11	The Palazzo Resort - Hotel - Casino	3,066
12	The Mirage Hotel & Casino	3,044
13	The Cosmopolitan of Las Vegas	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 Hotel & Casino	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, 2013

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	159	135,563	90.0%
Motels	130	15,030	10.0%
Total	289	150,593	100%

2013 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	150,593
2	Orlando	116,099
3	Chicago	109,061
4	Los Angeles	97,030
5	New York City	95,500
6	Atlanta	93,724
7	Dallas	76,329
8	Houston	73,000
9	Phoenix	62,000
10	San Diego	58,962

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

CONVENTION ANALYSIS

2013 CONVENTION ANALYSIS BY NUMBER OF DELEGATES

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,509,885	29.6%
7,500-14,999	374,190	7.3%
2,500-7,499	580,588	11.4%
500-2,499	502,118	9.8%
Under 500	2,140,635	41.9%
Total	5,107,416	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	2012	2013	Change
Jan	373,351	375,885	0.7%
Feb	336,969	265,253	(21.3%)
Mar	191,045	203,400	6.5%
Apr	150,541	167,554	11.3%
May	147,111	137,752	(6.4%)
Jun	178,407	141,917	(20.5%)
Jul	85,835	80,590	(6.1%)
Aug	280,228	224,863	(19.8%)
Sep	133,375	116,169	(12.9%)
Oct	136,262	116,032	(14.8%)
Nov	216,721	192,447	(11.2%)
Dec	33,507	18,610	(44.5%)
Total	2,263,352	2,040,472	(9.8%)

Las Vegas Meetings and Conventions

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

Month	2012	2013	Change
Jan	165,201	196,079	18.7%
Feb	238,748	286,613	20.0%
Mar	321,965	314,878	(2.2%)
Apr	263,969	309,721	17.3%
May	220,788	260,421	18.0%
Jun	197,513	235,783	19.4%
Jul	170,126	211,434	24.3%
Aug	198,294	218,698	10.3%
Sep	231,273	266,826	15.4%
Oct	340,986	405,368	18.9%
Nov	221,609	234,315	5.7%
Dec	110,190	126,808	15.1%
Total	2,680,662	3,066,944	14.4%

SOURCE: Las Vegas Convention and Visitors Authority

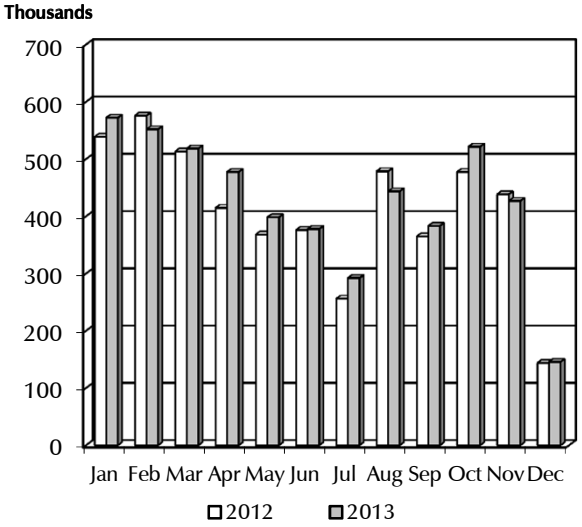
CONVENTIONS HELD

Month	2012	2013	Change
Jan	1,493	1,787	19.7%
Feb	1,983	2,089	5.3%
Mar	2,302	2,204	(4.3%)
Apr	1,938	2,233	15.2%
May	1,742	1,932	10.9%
Jun	1,682	1,759	4.6%
Jul	1,316	1,491	13.3%
Aug	1,236	1,074	(13.1%)
Sep	1,884	1,999	6.1%
Oct	3,001	2,581	(14.0%)
Nov	1,899	1,731	(8.8%)
Dec	1,139	1,147	0.7%
Total	21,615	22,027	1.9%

CONVENTION ATTENDANCE

Month	2012	2013	Change
Jan	538,552	571,964	6.2%
Feb	575,717	551,866	(4.1%)
Mar	513,010	518,278	1.0%
Apr	414,510	477,275	15.1%
May	367,899	398,173	8.2%
Jun	375,920	377,700	0.5%
Jul	255,961	292,024	14.1%
Aug	478,522	443,561	(7.3%)
Sep	364,648	382,995	5.0%
Oct	477,248	521,400	9.3%
Nov	438,330	426,762	(2.6%)
Dec	143,697	145,418	1.2%
Total	4,944,014	5,107,416	3.3%

Convention Attendance



SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ANALYSIS

HISTORICAL CITYWIDE CONVENTION DATA

Year	Number of Shows	Attendance
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
2013	22,027	5,107,416

*2002-2013 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
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
2010	66	1,160,013
2011	52	1,279,383
2012	50	1,206,914 r
2013	50	1,176,072

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

GAMING SUMMARY

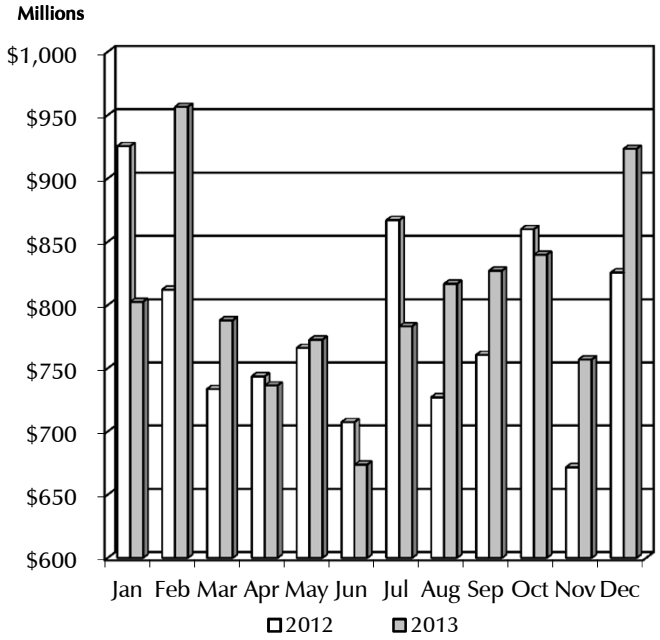
CLARK COUNTY GROSS GAMING REVENUE

In 2013, Clark County's gross gaming revenue increased 2.9% compared to 2012. As of December 31, 2013, there were 173 casinos in Clark County with non-restricted gaming licenses, of which 139 had gaming revenues of over $1 million.

Month	2012		2013	Percent Change
Jan	$925,440,000	r	$802,504,000	(13.3%)
Feb	812,138,000	r	956,464,000	17.8%
Mar	733,494,000		787,912,000	7.4%
Apr	743,643,000	r	736,319,000	(1.0%)
May	766,054,000		772,626,000	0.9%
Jun	707,328,000	r	673,637,000	(4.8%)
Jul	866,984,000		783,180,000	(9.7%)
Aug	727,052,000	r	816,753,000	12.3%
Sep	760,554,000		827,052,000	8.7%
Oct	859,879,000		839,755,000	(2.3%)
Nov	671,610,000		756,954,000	12.7%
Dec	825,669,000	r	923,302,000	11.8%
Total	$9,399,845,000	r	$9,676,458,000	2.9%

r = Revised

Clark County Gross Gaming Revenue



SOURCE: Nevada Gaming Control Board

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		0.8%
2011	9,222,677,000		3.5%
2012	9,399,845,000	r	1.9%
2013	9,676,458,000		2.9%

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 2013. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	259,300	31.2%	23.5%
Feb	260,600	31.3%	23.7%
Mar	264,300	31.5%	23.8%
Apr	267,700	31.6%	23.8%
May	268,500	31.6%	23.8%
Jun	269,700	31.8%	23.8%
Jul	271,000	32.1%	23.9%
Aug	270,900	31.9%	23.8%
Sep	271,600	31.8%	23.5%
Oct	268,700	31.3%	23.5%
Nov	268,300	31.0%	23.2%
Dec	265,800	30.8%	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 2013)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2013. The chart represents casinos earning $1 million and over in gaming revenue. Please note that figures may not foot due to rounding.

	Las Vegas Strip	Downtown	Boulder	Laughlin
Locations	43	16	31	9
Departmental Revenues:				
Gaming	37.0%	53.7%	70.3%	64.2%
Rooms	25.3%	16.6%	6.3%	12.8%
Food	15.5%	15.0%	14.1%	11.1%
Beverage	7.7%	8.4%	5.1%	5.6%
Other	14.5%	6.3%	4.2%	6.2%
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 last ten years. Clark County includes the Las Vegas, Laughlin and Mesquite areas.

Year	Total Hotel/Gaming Employment	Total Clark County Hotel/Motel Rooms	Employees To Rooms Ratio
2004	251,000 r	144,917	1.7
2005	264,800 r	146,605	1.8
2006	271,500 r	145,948	1.9
2007	275,400 r	146,372	1.9
2008	258,900 r	153,165	1.7
2009	252,100 r	161,383	1.6
2010	252,600 r	161,052	1.6
2011	256,900 r	162,258	1.6
2012	259,900 r	162,559	1.6
2013	265,800	162,662	1.6

r = Revised

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, 2013. 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	2009	2010	2011	2012	2013
Clark County:					
Las Vegas Strip	38	39	41	44	43
Downtown LV	16	16	16	16	16
Boulder Strip	32	33	31	31	31
Laughlin	9	9	9	9	9
Total	95	97	97	100	99
Statewide Total	260	256	256	265	263

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	2012	2013	Percent Change
Jan	$239	$203	(15.1%)
Feb	211	265	25.5%
Mar	157	174	10.8%
Apr	174	170	(2.2%)
May	173	176	2.1%
Jun	167	157	(6.4%)
Jul	207	180	(12.6%)
Aug	174	199	14.1%
Sep	181	205	12.8%
Oct	200	194	(2.7%)
Nov	169	190	12.5%
Dec	225	262	16.4%
Total	$189	$197	3.9%

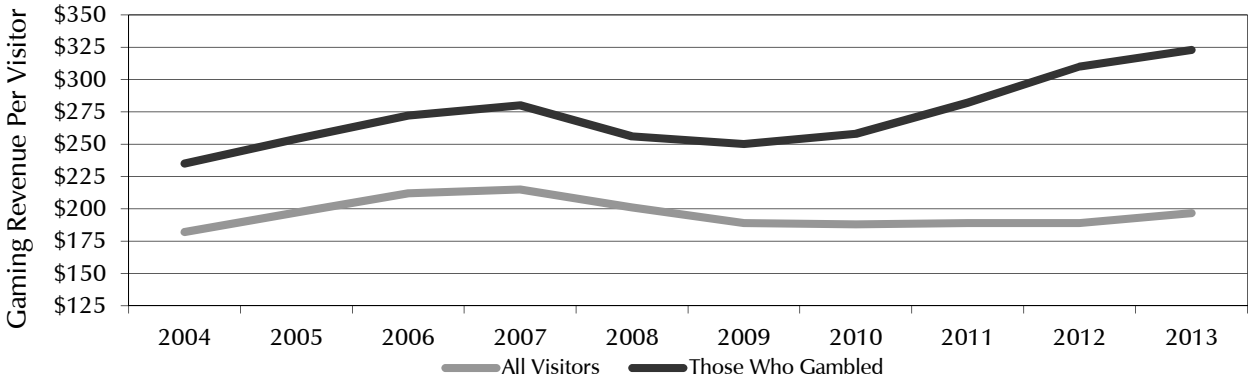
CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

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.

Revenue Per Visitor Among:		
Year	All Visitors	Those Who Gambled
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
2013	197	323

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

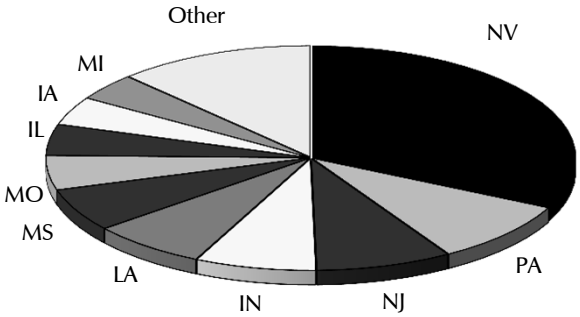
TOP 10 U.S. CASINO GAMING REVENUE

State	2012 Gaming Revenue (win)		2013 Gaming Revenue (win)	% of Total U.S. Gaming Win
NV	$10,860,715,000	r	$11,142,915,000	32.3%
PA	$3,158,318,000		3,113,929,000	9.0%
NJ	$3,050,701,000	r	2,870,438,000	8.3%
IN	$2,723,376,000		2,563,218,000	7.4%
LA	$2,403,669,000		2,442,900,000	7.1%
MS	$2,251,090,000		2,136,624,000	6.2%
MO	$1,722,765,266	r	1,706,764,141	4.9%
IL	$1,638,648,000		1,552,039,000	4.5%
IA	$1,466,757,000		1,416,716,726	4.1%
MI	$1,416,734,000		1,349,504,000	3.9%
Other	$3,397,676,000		4,191,111,290	12.2%
Total	$34,090,449,266		$34,486,159,157	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

	2012		2013	Percent Change
Jan	$623,512,000		$507,002,000	(18.7%)
Feb	530,690,000		696,102,000	31.2%
Mar	448,683,000		507,602,000	13.1%
Apr	459,356,000	r	448,590,000	(2.3%)
May	475,068,000		505,445,000	6.4%
Jun	483,738,000	r	434,748,000	(10.1%)
Jul	597,455,000		511,448,000	(14.4%)
Aug	490,941,000		589,022,000	20.0%
Sep	496,823,000		563,134,000	13.3%
Oct	580,739,000		551,335,000	(5.1%)
Nov	431,864,000		529,440,000	22.6%
Dec	588,345,000		664,216,000	12.9%
Total	$6,207,214,000	r	$6,508,084,000	4.8%

r = Revised
Note: Includes all locations with annual gaming revenues of $1 million and over.

DOWNTOWN GROSS GAMING REVENUE

	2012		2013	Percent Change
Jan	$47,065,000		$44,748,000	(4.9%)
Feb	45,044,000		41,531,000	(7.8%)
Mar	43,388,000		45,699,000	5.3%
Apr	48,579,000		45,222,000	(6.9%)
May	45,349,000		42,012,000	(7.4%)
Jun	33,681,000		36,812,000	9.3%
Jul	41,235,000		39,395,000	(4.5%)
Aug	36,335,000	r	33,316,000	(8.3%)
Sep	44,355,000		45,264,000	2.0%
Oct	48,598,000		47,176,000	(2.9%)
Nov	38,526,000		38,001,000	(1.4%)
Dec	36,989,000		41,788,000	13.0%
Total	$509,144,000	r	$500,964,000	(1.6%)

r = Revised
Note: Includes all locations with annual gaming revenues of $1 million and over.

BOULDER STRIP GROSS GAMING REVENUE

	2012		2013	Percent Change
Jan	$84,266,000	r	$84,854,000	0.7%
Feb	71,656,000	r	64,092,000	(10.6%)
Mar	62,787,000		62,296,000	(0.8%)
Apr	70,184,000		74,231,000	5.8%
May	76,053,000		62,465,000	(17.9%)
Jun	50,523,000		55,751,000	10.3%
Jul	72,580,000		75,560,000	4.1%
Aug	55,649,000		48,596,000	(12.7%)
Sep	67,298,000		66,907,000	(0.6%)
Oct	74,540,000		76,681,000	2.9%
Nov	52,738,000		48,071,000	(8.8%)
Dec	58,396,000		67,447,000	15.5%
Total	$796,670,000	r	$786,951,000	(1.2%)

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

	2012		2013	Percent Change
Jan	$754,843,000	r	$636,604,000	(15.7%)
Feb	647,390,000	r	801,725,000	23.8%
Mar	554,858,000		615,597,000	10.9%
Apr	578,119,000	r	568,043,000	(1.7%)
May	596,470,000		609,922,000	2.3%
Jun	567,942,000	r	527,311,000	(7.2%)
Jul	711,270,000		626,403,000	(11.9%)
Aug	582,925,000	r	670,934,000	15.1%
Sep	608,476,000		675,305,000	11.0%
Oct	703,877,000		675,192,000	(4.1%)
Nov	523,128,000		615,512,000	17.7%
Dec	683,730,000		773,451,000	13.1%
Total	$7,513,028,000	r	$7,795,999,000	3.8%

r = Revised
Note: Includes all locations with annual gaming revenues of $1 million and over.

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

* Las Vegas MSA gross gaming revenue 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 0.5% increase in total passenger traffic during 2013. An analysis of the monthly data follows:

Month	2012	2013	Percent Change
Jan	3,175,798	3,124,987	(1.6%)
Feb	3,108,106	2,992,872	(3.7%)
Mar	3,654,736	3,682,330	0.8%
Apr	3,554,497	3,548,947	(0.2%)
May	3,663,251	3,757,979	2.6%
Jun	3,588,995	3,651,968	1.8%
Jul	3,670,872	3,663,701	(0.2%)
Aug	3,643,902	3,614,699	(0.8%)
Sep	3,431,417	3,472,565	1.2%
Oct	3,686,968	3,729,896	1.2%
Nov	3,310,891	3,310,080	0.0%
Dec	3,178,163	3,307,035	4.1%
Total	41,667,596	41,857,059	0.5%

SOURCE: Las Vegas McCarran International Airport

AIRLINE PASSENGERS AS PERCENTAGE OF TOTAL VISITOR MARKET FOR LAS VEGAS

Month	2013 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2012
Jan	3,132,122	40.2%	(1.2)
Feb	3,028,920	41.1%	(0.6)
Mar	3,536,569	43.1%	0.0
Apr	3,339,657	43.2%	0.6
May	3,456,479	44.8%	0.0
Jun	3,363,895	42.9%	(0.8)
Jul	3,470,490	40.8%	(1.6)
Aug	3,370,056	42.1%	(2.3)
Sep	3,298,198	42.9%	(1.8)
Oct	3,471,816	43.3%	(2.6)
Nov	3,243,731	41.0%	(3.9)
Dec	2,956,288	42.5%	(0.6)
Total	39,668,221	42.4%	(1.2)

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

AVERAGE SCHEDULED DAILY FLIGHTS (INBOUND ONLY)

Month	2012	2013	Percent Change
Jan	436	422	(3.3%)
Feb	444	428	(3.6%)
Mar	478	457	(4.5%)
Apr	486 r	460	(5.2%)
May	479	467	(2.6%)
Jun	477	468	(1.8%)
Jul	477	462	(3.1%)
Aug	469 r	457	(2.5%)
Sep	465 r	456	(2.1%)
Oct	471	467	(1.0%)
Nov	448	441	(1.4%)
Dec	435	431	(0.7%)
Average	464	451	(2.7%)

r = Revised

SCHEDULED AIRLINE AVERAGE DAILY SEAT CAPACITY

Month	2012	2013	Percent Change
Jan	62,668	62,414	(0.4%)
Feb	63,843 r	63,714	(0.2%)
Mar	68,868 r	67,722	(1.7%)
Apr	69,587 r	69,178	(0.6%)
May	68,368 r	70,595	3.3%
Jun	68,747 r	70,954	3.2%
Jul	68,491 r	69,659	1.7%
Aug	67,641 r	69,018	2.0%
Sep	67,880 r	69,546	2.5%
Oct	69,328 r	71,148	2.6%
Nov	65,549 r	67,057	2.3%
Dec	63,203 r	64,642	2.3%
Average	67,014 r	67,971	1.4%

r = Revised

SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2012	2013	Percent Change
Jan	145 r	137	(5.5%)
Feb	143	138	(3.5%)
Mar	143 r	137	(4.2%)
Apr	145	135	(6.9%)
May	140 r	131	(6.4%)
Jun	142	134	(5.6%)
Jul	138	132	(4.3%)
Aug	138	132	(4.3%)
Sep	139	135	(2.9%)
Oct	138	135	(2.2%)
Nov	133	133	0.0%
Dec	136	132	(2.9%)
Average	140	134	(4.1%)

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	(0.5%)
1998	30,227,287	(0.3%)
1999	33,715,129	11.5%
2000	36,865,866	9.3%
2001	35,179,960	(4.6%)
2002	35,009,011	(0.5%)
2003	36,265,932	3.6%
2004	41,441,531	14.3%
2005	44,267,370	6.8%
2006	46,193,329	4.4%
2007	47,729,527	3.3%
2008	44,074,642	(7.7%)
2009	40,469,012	(8.2%)
2010	39,757,359	(1.8%)
2011	41,481,204	4.3%
2012	41,667,596	0.4%
2013	41,857,059	0.5%

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	Total Air Vistors	Air as Percent of Total
1972	7,954,748	2,306,877	29.0%
1973	8,474,727	2,694,963	31.8%
1974	8,664,751	2,972,010	34.3%
1975	9,151,427	3,248,757	35.5%
1976	9,769,354	3,839,356	39.3%
1977	10,137,021	3,983,849	39.3%
1978	11,178,111	4,560,669	40.8%
1979	11,696,073	5,286,625	45.2%
1980	11,941,524	5,146,797	43.1%
1981	11,820,788	4,740,136	40.1%
1982	11,633,728	4,723,294	40.6%
1983	12,348,270	5,161,577	41.8%
1984	12,843,433	5,073,156	39.5%
1985	14,194,189	5,464,763	38.5%
1986	15,196,284	6,215,280	40.9%
1987	16,216,102	7,329,678	45.2%
1988	17,199,808	7,516,316	43.7%
1989	18,129,684	7,668,856	42.3%
1990	20,954,420	8,737,993	41.7%
1991	21,315,116	9,037,609	42.4%
1992	21,886,865	9,258,144	42.3%
1993	23,522,593	10,373,464	44.1%
1994	28,214,362	12,498,962	44.3%
1995	29,002,122	12,818,938	44.2%
1996	29,636,361	14,047,635	47.4%
1997	30,464,635	13,952,803	45.8%
1998	30,605,128	13,925,333	45.5%
1999	33,809,134	15,586,011	46.1%
2000	35,849,691	17,100,303	47.7%
2001	35,017,317	16,142,983	46.1%
2002	35,071,504	15,606,819	44.5%
2003	35,540,126	16,099,677	45.3%
2004	37,388,781	17,460,561	46.7%
2005	38,566,717	17,933,523	46.5%
2006	38,914,889	17,823,019	45.8%
2007	39,196,761	17,834,526	45.5%
2008	37,481,552	16,154,549	43.1%
2009	36,351,469	15,194,914	41.8%
2010	37,335,436	15,195,522	40.7%
2011	38,928,708	16,972,917	43.6%
2012	39,727,022	16,963,438	42.7%
2013	39,668,221	16,800,642	42.4%

SOURCE: Las Vegas Convention and Visitors Authority

TRANSPORTATION STATISTICS

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

	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	
2013	Total Vehicles	% Chg From 12	Total Vehicles	% Chg From 12	Total Vehicles	% Chg From 12	Total Vehicles	% Chg From 12	Total Vehicles	% Chg From 12
Jan	37,692	7.6%	22,755	19.5%	12,064	9.0%	5,757	(4.5%)	13,435	(7.6%)
Feb	37,584	3.4%	22,286	8.1%	11,508	3.3%	6,376	(3.4%)	14,639	(15.4%)
Mar	42,847	6.3%	25,255	6.1%	12,340	7.1%	7,533	3.8%	19,241	4.9%
Apr	41,350	(7.3%)	24,939	2.3%	12,248	6.5%	7,296	(0.2%)	17,213	(5.0%)
May	42,687	4.1%	23,836	3.8%	12,527	3.1%	6,365	4.9%	17,498	2.9%
Jun	47,295	(0.7%)	26,804	7.7%	13,197	0.1%	6,168	(3.6%)	17,413	(2.5%)
Jul	50,780	(0.6%)	28,187	8.0%	11,706	(11.7%)	6,049	0.2%	18,385	(1.3%)
Aug	48,551	(1.9%)	26,649	8.5%	13,366	(3.7%)	5,830	3.8%	16,998	1.8%
Sep	39,317	(1.8%)	23,926	7.3%	12,318	(4.7%)	5,642	1.6%	16,220	2.3%
Oct	38,060	(0.9%)	24,868	13.4%	11,937	(4.0%)	6,109	1.7%	16,252	2.7%
Nov	41,418	7.0%	22,916	(1.8%)	11,840	3.2%	5,942	(1.5%)	15,893	2.0%
Dec	42,242	11.6%	22,445	(9.5%)	12,483	2.0%	6,012	5.6%	16,444	15.5%
Average	42,485	0.9%	24,572	5.8%	12,295	0.5%	6,257	0.7%	16,636	(0.2%)

SOURCE: State of Nevada Department of Transportation - Traffic Section

LAS VEGAS DAILY AUTO TRAFFIC

Total (All Five Directions)

Month	Average Daily Flow 2012	2013	Percent Change
Jan	85,713	91,703	7.0%
Feb	91,997	92,393 e	0.4%
Mar	101,223 e	107,216	5.9%
Apr	105,916 e	103,046	(2.7%)
May	99,188	102,913	3.8%
Jun	109,990 e	110,877	0.8%
Jul	115,115	115,107	0.0%
Aug	110,235	111,394	1.1%
Sep	96,669	97,423	0.8%
Oct	94,583 e	97,226	2.8%
Nov	95,111 r	98,009	3.0%
Dec	94,822	99,626	5.1%
Average	100,047 r	102,244	2.2%

r = Revised
e-estimate as partial NDOT data unavailable
SOURCE: State of Nevada Department of Transportation - Traffic Section

NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	2012	2013	Percent Change
Jan	2,270,692	2,215,312	(2.4%)
Feb	2,199,774	2,020,589	(8.1%)
Mar	2,463,533	2,364,816	(4.0%)
Apr	2,264,353	2,222,712	(1.8%)
May	2,506,426	2,460,383	(1.8%)
Jun	2,391,810	2,385,865	(0.2%)
Jul	2,199,461 r	2,176,986	(1.0%)
Aug	2,230,041 r	2,239,098	0.4%
Sep	2,336,228	2,290,393	(2.0%)
Oct	2,364,295	2,286,841	(3.3%)
Nov	1,898,553	2,089,486	10.1%
Dec	1,780,191	1,679,572	(5.7%)
Total	26,905,357 r	26,432,053	(1.8%)

r = Revised
SOURCE: State of Nevada Taxicab Authority

TRANSPORTATION STATISTICS

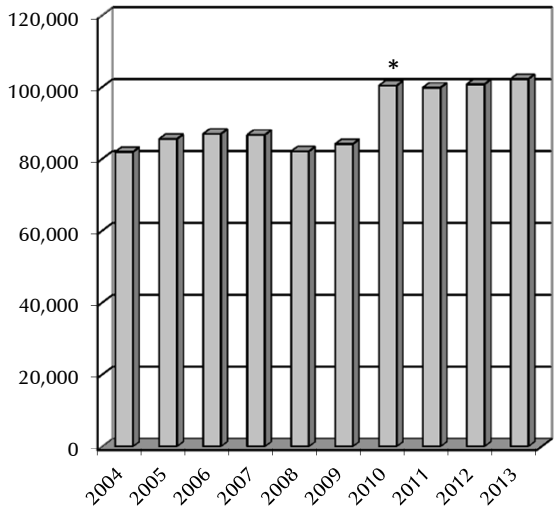
HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC ALL FIVE DIRECTIONS

Average Daily Flow

Year	Total Vehicles	Percent Change
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	(0.3%)
2008	82,094	(5.3%)
2009	84,115	2.5%
2010 *	100,391	N/A
2011 *	99,844	(0.5%)
2012	100,774	0.9%
2013	102,244	2.2%

Average daily flow is an adjusted average daily traffic for all highways in and out of Las Vegas.

Daily Auto Traffic - All Five Directions

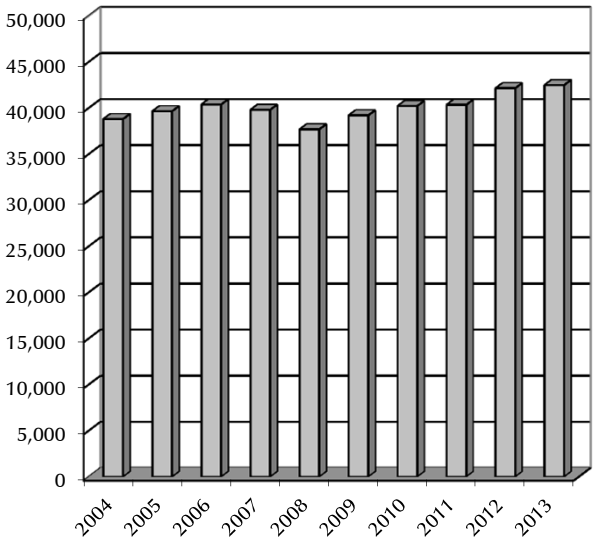


** To reflect altered traffic patterns from the Hoover Dam bypass bridge that opened October 2010, the 2010 and 2011 figures have been retroactively revised.*

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

Year	Total Vehicles	Percent Change
2001	35,651	-
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%
2013	42,485	1.9%

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



SOURCE: State of Nevada Department of Transportation - Traffic Section

OCCUPANCY & AVERAGE DAILY RATE

CITYWIDE

Occupancy				Average Daily Rate			Percent
Month	2012	2013	Change	Month	2012	2013	Change
Jan	78.3%	78.1%	(0.2)	Jan	$113.82	$114.22	0.4%
Feb	81.7%	83.5%	1.8	Feb	108.80	109.38	0.5%
Mar	88.3%	88.4%	0.1	Mar	107.21	110.96	3.5%
Apr	86.5%	87.0%	0.5	Apr	108.42	115.16	6.2%
May	86.6%	86.6%	0.0	May	112.43	117.96	4.9%
Jun	88.0%	87.4%	(0.6)	Jun	109.75	112.18	2.2%
Jul	87.2%	87.3%	0.1	Jul	97.12	100.66	3.6%
Aug	84.0%	84.3%	0.3	Aug	102.09	105.47	3.3%
Sep	86.8%	85.6%	(1.2)	Sep	112.52	113.75	1.1%
Oct	89.4%	87.8%	(1.6)	Oct	117.70	115.54	-1.8%
Nov	79.7%	82.6%	2.9	Nov	104.00	109.27	5.1%
Dec	75.8%	73.4%	(2.4)	Dec	102.34	103.16	0.8%
Total	84.4%	84.3%	0.0	Total	$108.08	$110.72	2.4%

LAS VEGAS STRIP

Occupancy				Average Daily Rate			Percent
Month	2012	2013	Change	Month	2012	2013	Change
Jan	81.5%	81.3%	(0.2)	Jan	$123.00	$122.95	0.0%
Feb	84.6%	85.7%	1.1	Feb	116.75	117.40	0.6%
Mar	90.4%	90.6%	0.2	Mar	116.05	118.95	2.5%
Apr	90.3%	89.0%	(1.3)	Apr	116.75	124.95	7.0%
May	89.9%	89.3%	(0.6)	May	121.31	127.62	5.2%
Jun	91.2%	90.3%	(0.9)	Jun	118.12	120.70	2.2%
Jul	90.0%	90.1%	0.1	Jul	104.75	107.49	2.6%
Aug	86.8%	87.6%	0.8	Aug	108.59	113.70	4.7%
Sep	89.3%	87.5%	(1.8)	Sep	121.90	123.72	1.5%
Oct	91.5%	89.3%	(2.2)	Oct	126.19	124.96	-1.0%
Nov	82.4%	84.1%	1.7	Nov	111.11	119.61	7.7%
Dec	77.6%	74.4%	(3.2)	Dec	110.42	112.14	1.6%
Total	87.1%	86.6%	(0.5)	Total	$116.32	$119.53	2.8%

DOWNTOWN

Occupancy				Average Daily Rate			Percent
Month	2012	2013	Change	Month	2012	2013	Change
Jan	66.5%	66.1%	(0.4)	Jan	$56.52	$61.20	8.3%
Feb	72.5%	67.5%	(5.0)	Feb	60.49	62.58	3.5%
Mar	76.8%	78.8%	2.0	Mar	69.47	74.10	6.7%
Apr	79.9%	82.0%	2.1	Apr	60.40	69.63	15.3%
May	77.3%	76.1%	(1.2)	May	64.86	68.12	5.0%
Jun	77.3%	78.1%	0.8	Jun	64.85	70.24	8.3%
Jul	80.0%	79.8%	(0.2)	Jul	56.66	64.84	14.4%
Aug	79.8%	71.6%	(8.2)	Aug	66.68	64.94	-2.6%
Sep	80.4%	75.2%	(5.2)	Sep	67.84	72.88	7.4%
Oct	81.8%	81.8%	0.0	Oct	80.36	82.74	3.0%
Nov	73.8%	76.5%	2.7	Nov	64.66	61.28	-5.2%
Dec	71.0%	68.3%	(2.7)	Dec	61.48	67.33	9.5%
Total	76.4%	75.1%	(1.3)	Total	64.70	68.55	6.0%

SOURCE: Las Vegas Convention and Visitors Authority

SOURCE: Las Vegas Convention and Visitors Authority

HOTEL VS. MOTEL OCCUPANCY

LAS VEGAS 2013 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

	Citywide			Hotel			Motel		
Month	2012	2013	Change	2012	2013	Change	2012	2013	Change
Jan	78.3%	78.1%	(0.2)	82.2%	81.7%	(0.5)	45.2%	45.1%	(0.1)
Feb	81.7%	83.5%	1.8	85.7%	85.8%	0.1	47.6%	62.6%	15.0
Mar	88.3%	88.4%	0.1	90.5%	90.8%	0.3	69.2%	67.1%	(2.1)
Apr	86.5%	87.0%	0.5	89.6%	89.6%	0.0	59.7%	63.7%	4.0
May	86.6%	86.6%	0.0	90.0%	89.6%	(0.4)	57.1%	60.2%	3.1
Jun	88.0%	87.4%	(0.6)	91.4%	90.8%	(0.6)	57.8%	57.3%	(0.5)
Jul	87.2%	87.3%	0.1	90.4%	90.6%	0.2	59.0%	58.1%	(0.9)
Aug	84.0%	84.3%	0.3	87.7%	87.7%	0.0	51.1%	53.5%	2.4
Sep	86.8%	85.6%	(1.2)	89.4%	87.8%	(1.6)	64.2%	65.5%	1.3
Oct	89.4%	87.8%	(1.6)	91.1%	90.0%	(1.1)	74.0%	68.0%	(6.0)
Nov	79.7%	82.6%	2.9	82.5%	84.4%	1.9	54.9%	66.7%	11.8
Dec	75.8%	73.4%	(2.4)	77.9%	76.0%	(1.9)	56.3%	49.6%	(6.7)
Year-to-Date	84.4%	84.3%	0.0	87.4%	87.1%	(0.3)	58.0%	59.8%	1.8

LAS VEGAS 2013 MIDWEEK OCCUPANCY SUMMARY

	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
Month	2012	2013	Change	2012	2013	Change	2012	2013	Change
Jan	45.2%	45.1%	(0.1)	80.0%	80.6%	0.6	44.9%	44.9%	0.0
Feb	47.6%	62.6%	15.0	82.3%	82.8%	0.5	37.9%	59.1%	21.2
Mar	69.2%	67.1%	(2.1)	88.0%	88.9%	0.9	62.7%	60.3%	(2.4)
Apr	59.7%	63.7%	4.0	87.7%	87.0%	(0.7)	54.3%	56.8%	2.5
May	57.1%	60.2%	3.1	87.6%	86.7%	(0.9)	50.9%	53.0%	2.1
Jun	57.8%	57.3%	(0.5)	89.6%	88.7%	(0.9)	53.4%	51.1%	(2.3)
Jul	59.0%	58.1%	(0.9)	88.3%	88.0%	(0.3)	54.3%	50.1%	(4.2)
Aug	51.1%	53.5%	2.4	85.0%	84.4%	(0.6)	46.7%	47.8%	1.1
Sep	64.2%	65.5%	1.3	86.9%	85.0%	(1.9)	60.6%	60.4%	(0.2)
Oct	74.0%	68.0%	(6.0)	89.3%	87.6%	(1.7)	69.6%	61.2%	(8.4)
Nov	54.9%	66.7%	11.8	77.9%	80.0%	2.1	49.5%	63.8%	14.3
Dec	56.3%	49.6%	(6.7)	74.7%	72.4%	(2.3)	56.3%	48.8%	(7.5)
Year-to-Date	58.0%	59.8%	1.8	84.8%	84.3%	(0.5)	53.3%	54.7%	1.4

LAS VEGAS 2013 WEEKEND OCCUPANCY SUMMARY

	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
Month	2012	2013	Change	2012	2013	Change	2012	2013	Change
Jan	82.2%	81.7%	(0.5)	86.9% r	84.5%	(2.4)	45.8%	45.6%	(0.2)
Feb	85.7%	85.8%	0.1	93.3%	92.0%	(1.3)	69.1%	70.1%	1.0
Mar	90.5%	90.8%	0.3	95.7%	94.9%	(0.8)	82.8%	81.3%	(1.5)
Apr	89.6%	89.6%	0.0	94.9%	96.8%	1.9	74.5%	82.8%	8.3
May	90.0%	89.6%	(0.4)	95.9%	95.6%	(0.3)	72.2%	75.3%	3.1
Jun	91.4%	90.8%	(0.6)	95.0%	95.7%	0.7	66.6%	71.8%	5.2
Jul	90.4%	90.6%	0.2	96.3%	97.0%	0.7	72.6%	77.6%	5.0
Aug	87.7%	87.7%	0.0	94.2%	94.7%	0.5	61.9%	65.6%	3.7
Sep	89.4%	87.8%	(1.6)	94.4%	94.4%	0.0	71.5%	77.4%	5.9
Oct	91.1%	90.0%	(1.1)	96.2%	97.0%	0.8	86.6%	87.5%	0.9
Nov	82.5%	84.4%	1.9	91.6%	91.1%	(0.5)	65.6%	71.0%	5.4
Dec	77.9%	76.0%	(1.9)	85.6%	86.3%	0.7	56.3%	51.9%	(4.4)
Year-to-Date	87.4%	87.1%	(0.3)	93.3%	93.3%	0.0	68.8%	71.5%	2.7

r = Revised

SOURCE: Las Vegas Convention and Visitors Authori

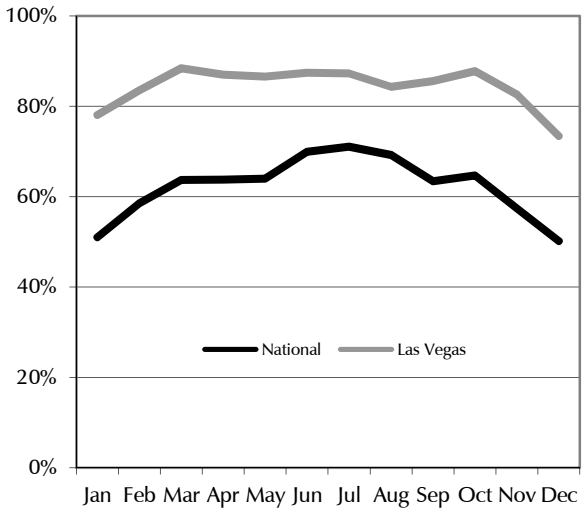
HOTEL VS. MOTEL OCCUPANCY

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	51.0%	78.1%	27.1
Feb	58.5%	83.5%	25.0
Mar	63.7%	88.4%	24.7
Apr	63.8%	87.0%	23.2
May	64.0%	86.6%	22.6
Jun	69.9%	87.4%	17.5
Jul	71.1%	87.3%	16.2
Aug	69.2%	84.3%	15.1
Sep	63.4%	85.6%	22.2
Oct	64.7%	87.8%	23.1
Nov	57.4%	82.6%	25.2
Dec	50.2%	73.4%	23.2
Year-to-Date	62.3%	84.3%	22.0

Las Vegas vs. U.S. National Occupancy



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

2013 CITYWIDE WEEKEND OCCUPANCY RANKING

Rank	Date	Citywide	Hotel	Motel
1	Mar 22-23	97.7%	98.1%	93.9%
2	Jun 21-22	97.6%	98.2%	91.9%
3	Oct 25-26	97.4%	97.9%	93.1%
4	Mar 15-16	97.1%	97.6%	92.2%
5	Aug 2-3	97.1%	98.1%	88.0%
6	Apr 5-6	96.9%	97.5%	92.0%
7	Jul 26-27	96.5%	97.7%	85.7%
8	Sep 27-28	96.3%	97.6%	84.2%
9	May 24-26	96.2%	97.4%	85.3%
10	Oct 11-12	96.0%	97.1%	86.4%
11	Oct 4-5	95.9%	96.7%	88.6%
12	Jul 4-6	95.8%	97.5%	80.9%
13	Apr 26-27	95.7%	97.1%	83.3%
14	Feb 15-17	95.6%	96.6%	86.7%
15	Sep 20-21	95.1%	96.4%	83.2%
16	Jul 19-20	94.9%	96.9%	77.0%
17	Oct 18-19	94.8%	96.2%	81.8%
18	Apr 19-20	94.5%	96.3%	78.1%
19	Mar 29-30	94.4%	96.2%	78.8%
20	May 3-4	94.3%	96.0%	78.8%
21	Apr 12-13	94.2%	96.1%	77.6%
22	May 17-18	94.2%	95.8%	80.3%
23	Jun 28-29	94.1%	96.3%	74.1%
24	Sep 13-14	93.5%	94.5%	84.4%
25	May 31-Jun 1	93.5%	96.3%	68.2%
26	Nov 8-10	93.4%	94.9%	80.4%
27	Aug 9-10	93.0%	96.5%	61.6%
28	Mar 8-9	92.5%	93.6%	83.1%
29	Jul 12-13	92.5%	95.6%	65.1%
30	Dec 27-28	91.8%	94.7%	65.7%
31	Nov 15-16	91.7%	93.9%	72.2%
32	Aug 16-17	91.5%	94.6%	63.9%
33	Jun 7-8	91.2%	94.5%	61.9%
34	Jun 14-15	90.2%	93.5%	60.9%
35	Aug 30-Sep 1	90.2%	92.8%	67.1%
36	Feb 8-9	89.4%	92.3%	63.7%
37	Nov 28-30	89.0%	91.0%	71.0%
38	May 10-11	88.4%	92.1%	55.3%
39	Feb 22-23	87.8%	90.6%	63.0%
40	Dec 6-7	87.8%	91.5%	54.9%
41	Sep 6-7	87.4%	90.1%	62.8%
42	Jan 18-20	87.1%	91.1%	51.2%
43	Aug 23-24	86.9%	91.3%	47.2%
44	Nov 1-2	86.4%	88.4%	68.7%
45	Mar 1-2	85.8%	88.9%	58.4%
46	Feb 1-2	83.6%	86.4%	58.5%
47	Nov 22-23	82.6%	85.3%	57.9%
48	Jan 25-26	81.8%	86.2%	42.3%
49	Dec 13-14	81.2%	85.3%	44.0%
50	Jan 11-12	77.4%	80.8%	46.4%
51	Jan 4-5	72.9%	76.5%	39.8%
52	Dec 20-21	70.7%	73.8%	42.8%

SOURCE: Las Vegas Convention and Visitors Authority

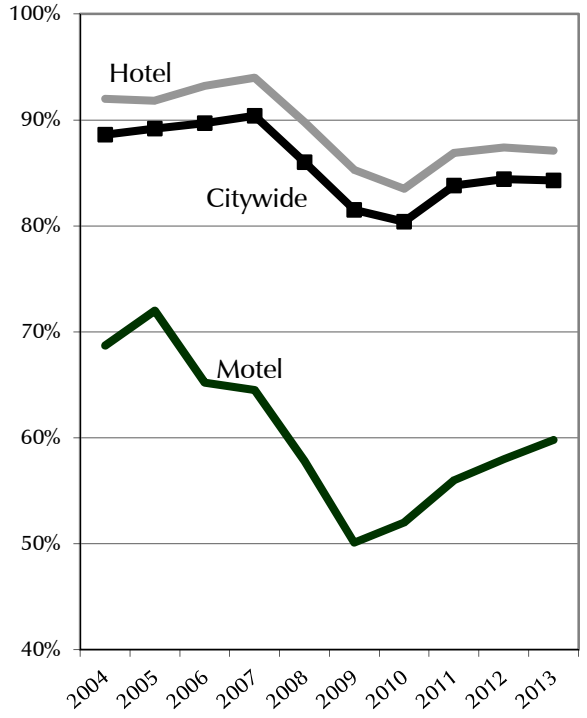
HOTEL VS. MOTEL OCCUPANCY

HISTORICAL LAS VEGAS OCCUPANCY - HOTEL & MOTEL

The following table presents the citywide, hotel, and motel occupancy rates over the last ten years.

Year	Hotel	Motel	Citywide
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%
2013	87.1%	59.8%	84.3%

Las Vegas Occupancy



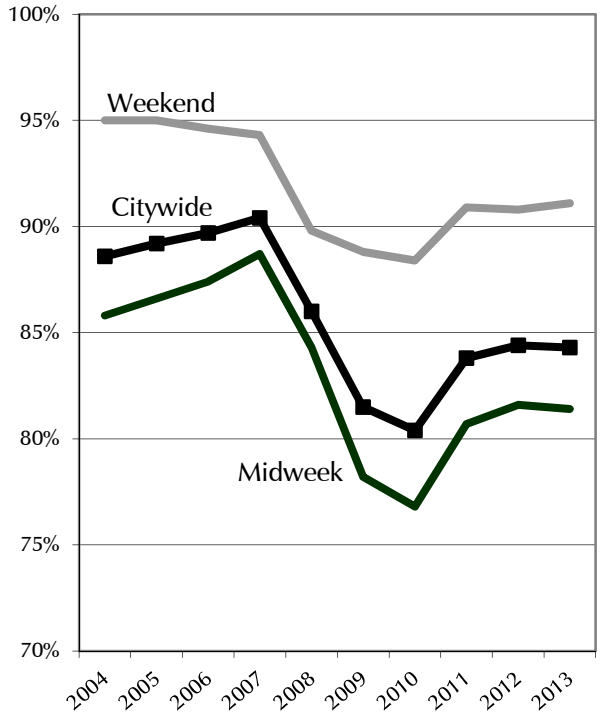
SOURCE: Las Vegas Convention and Visitors

HISTORICAL LAS VEGAS OCCUPANCY - WEEKEND & MIDWEEK

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

Year	Midweek	Weekend	Citywide
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%
2013	81.4%	91.1%	84.3%

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												
2013	7.9	7.7	7.6	7.5	7.6	7.6	7.4	7.3	7.2	7.3	7.0	6.7
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												
2013	9.7	9.6	9.7	9.6	9.5	9.6	9.5	9.5	9.4	9.3	9.0	8.8
2012	12.0	11.8	11.6	11.5	11.5	11.4	11.2	11.0	10.6	10.3	10.0	9.8
Las Vegas												
2013	9.9	9.9	9.9	9.9	9.8	9.7	9.4	9.2	9.1	9.2	9.2	9.1
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

CONSUMER PRICE INDEX

Month	2012	2013	Percent Change
Jan	226.7	230.3	1.6%
Feb	227.7	232.2	2.0%
Mar	229.4	232.8	1.5%
Apr	230.1	232.5	1.1%
May	229.8	232.9	1.4%
Jun	229.5	233.5	1.8%
Jul	229.1	233.6	2.0%
Aug	230.4	233.9	1.5%
Sep	231.4	234.1	1.2%
Oct	231.3	233.5	1.0%
Nov	230.2	233.1	1.2%
Dec	229.6	233.0	1.5%
Average	229.6	233.0	1.5%

Note: Based years for index: 1982-84 = 100

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX

Month	2012	2013	Percent Change
Jan	262.0	266.0	1.5%
Feb	268.0	273.6	2.1%
Mar	275.4	278.4	1.1%
Apr	277.5	277.6	0.0%
May	278.8	281.9	1.1%
Jun	280.0	284.8	1.7%
Jul	277.6	285.3	2.8%
Aug	277.2	280.5	1.2%
Sep	276.7	276.4	(0.1%)
Oct	274.5	270.5	(1.5%)
Nov	266.1	267.8	0.6%
Dec	262.2	264.1	0.7%
Average	273.0	275.6	0.9%

Note: Based years for index: 1982-84 = 100

SOURCE: U.S. Travel Association

CONSUMER CONFIDENCE INDEX

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
2013	58	68	62	69	74	82	81	82	80	72	72	78

Note: (1985=100)

SOURCE: The Conference Board

ROOM TAX & SALES TAX REVENUE

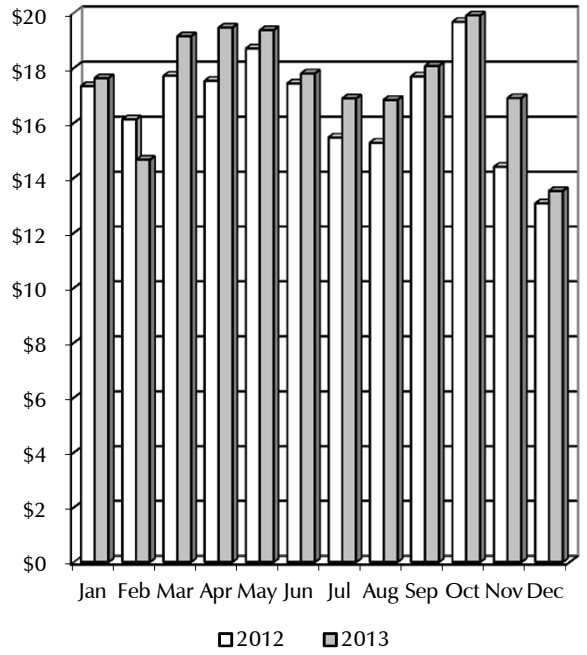
LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled $210.1 million in 2013, an increase of 4.9% when compared with 2012.

Month	2012	2013	Percent Change
Jan	$17,332,393	$17,625,132	1.7%
Feb	16,116,404	14,651,022	(9.1%)
Mar	17,703,723	19,146,568	8.1%
Apr	17,531,552	19,456,190	11.0%
May	18,703,591	19,362,849	3.5%
Jun	17,430,350	17,794,273	2.1%
Jul	15,467,172	16,883,677	9.2%
Aug	15,276,888	16,833,810	10.2%
Sep	17,693,687	18,066,462	2.1%
Oct	19,671,146	19,899,506	1.2%
Nov	14,392,110	16,901,319	17.4%
Dec	13,065,234	13,518,165	3.5%
Total	$200,384,250	$210,138,974	4.9%

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 1982 through 2013 is presented in the following table:

Year	Room Tax Revenue	Percent Change
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%
2013	210,138,974	4.9%

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	$195,158,112	5.1%	92.9%
Las Vegas	9,572,589	1.8%	4.6%
Others *	5,408,273	3.8%	2.6%
Total	$210,138,974	4.9%	100.0%

* Includes Boulder City, Mesquite, Henderson and North Las Vegas.

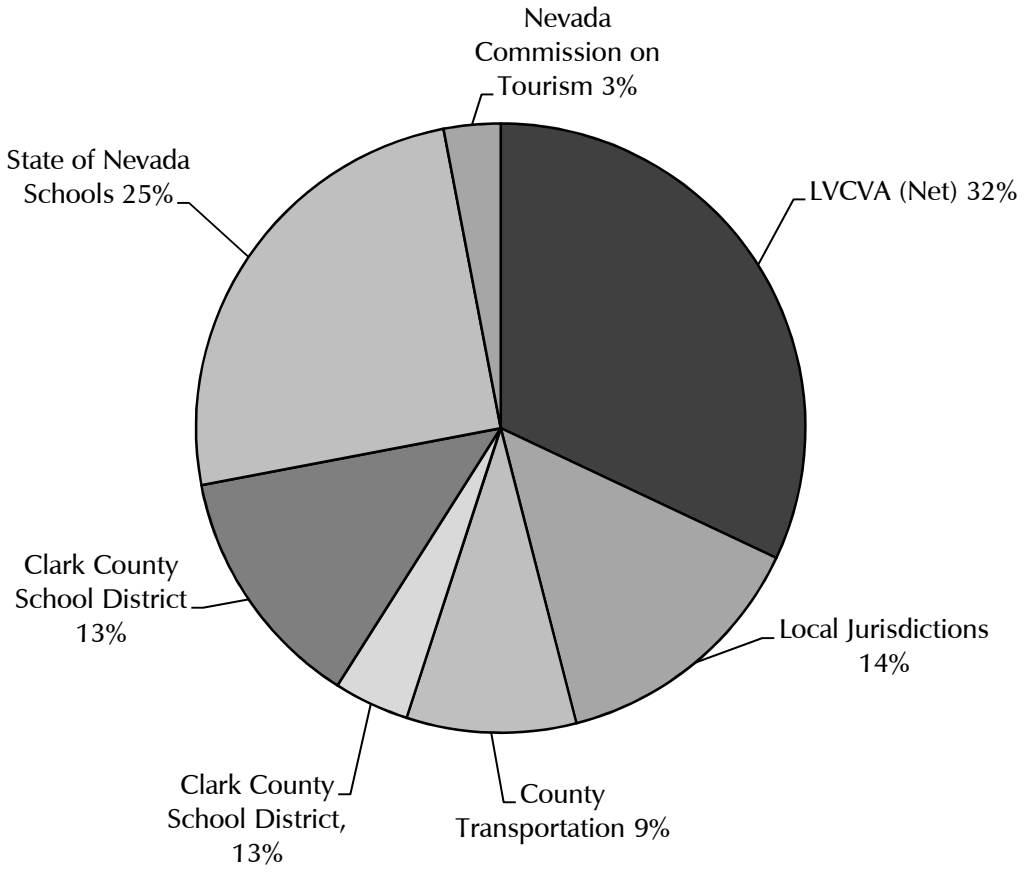
SOURCE: Las Vegas Convention and Visitors Authority

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 2013-Room Tax Distribution	Amount	Percent
LVCVA Retains for Operations & Marketing	**$164,040,554**	31.9%
4 - 5% distributed to LVCVA	203,196,429	
(Less Collection Allocation Paid to Entities)	(20,319,643)	
(Less Debt Service for Transportation)	(18,836,232)	
Portion Distributed to Entity / Jurisdiction	**$71,865,108**	14.0%
1 - 2% Room Tax Retained by Entity	51,545,465	
Collection Allocation Grants to Entities	20,319,643	
Clark County Transportation (1%)	**$45,601,393**	8.9%
Clark County School District (1 5/8%)	**$70,643,941**	13.7%
Nevada Department of Transportation	**$18,836,232**	3.7%
State of Nevada Schools (3%)	**$126,989,418**	24.7%
State of Nevada Tourism (3/8%)	**$15,955,266**	3.1%
TOTAL ROOM TAX COLLECTED	**$513,931,912**	**100%**

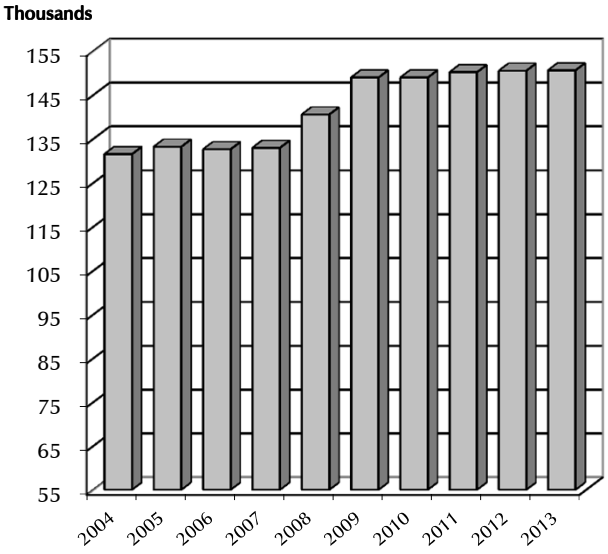


ROOM INVENTORY & SALES TAX REVENUE

HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

Year	Total Hotel/Motel Rooms	Percent Change
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%
2013	150,593	0.1%

Las Vegas Room Inventory



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 $33.5 billion during calendar year 2013, an increase of 4.8 percent from 2012 levels.

Month	2012	2013	Percent Change
Jan	$2,331,731,702	$2,522,777,350	8.2%
Feb	2,416,156,106	2,414,452,310	(0.1%)
Mar	2,791,427,988	2,982,307,687	6.8%
Apr	2,598,232,945	2,695,227,091	3.7%
May	2,713,778,331	2,842,390,517	4.7%
Jun	2,855,344,030	2,847,398,562	(0.3%)
Jul	2,539,432,970	2,665,812,637	5.0%
Aug	2,599,638,330	2,694,035,332	3.6%
Sep	2,693,558,415	2,976,298,282	10.5%
Oct	2,656,143,264	2,876,128,658	8.3%
Nov	2,602,152,989	2,749,243,560	5.7%
Dec	3,171,185,145	3,249,262,813	2.5%
Total	$31,968,782,215	$33,515,334,799	4.8%

SOURCE: State of Nevada - Department of Taxation

CLARK COUNTY TAXABLE SALES

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

Month	2012		2013	Percent Change
Jan	$673,647,868	r	$679,189,597	0.8%
Feb	678,232,674	r	650,032,834	(4.2%)
Mar	758,763,788	r	803,267,261	5.9%
Apr	740,242,572	r	785,818,145	6.2%
May	796,594,659	r	811,566,908	1.9%
Jun	763,069,821	r	767,515,415	0.6%
Jul	699,490,855	r	702,496,285	0.4%
Aug	690,670,984	r	742,620,841	7.5%
Sep	747,507,149	r	904,613,200	21.0%
Oct	738,754,528	r	756,776,002	2.4%
Nov	649,447,113	r	704,310,126	8.4%
Dec	671,949,176	r	669,578,153	(0.4%)
Total	$8,608,371,187	r	$8,977,784,767	4.3%

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	2012	2013	Percent Change
Jan	8,277	10,532	27.2%
Feb	9,028	8,565	(5.1%)
Mar	18,809	28,504	51.5%
Apr	17,552	23,120	31.7%
May	16,486	18,916	14.7%
Jun	23,145	23,597	2.0%
Jul	22,663	19,632	(13.4%)
Aug	21,563	24,194	12.2%
Sep	19,022	18,629	(2.1%)
Oct	16,076	16,153	0.5%
Nov	11,072	13,454	21.5%
Dec	7,324	12,874	75.8%
Total	191,017	218,170	14.2%

SOURCE: State of Nevada - Parks Division

VISITORS TO VALLEY OF FIRE

Month	2012	2013	Percent Change
Jan	31,891	27,849	(12.7%)
Feb	35,193	36,032	2.4%
Mar	53,167 r	58,077	9.2%
Apr	51,936	56,882	9.5%
May	48,732	51,836	6.4%
Jun	31,492	36,943	17.3%
Jul	27,570	24,759	(10.2%)
Aug	28,867	31,673	9.7%
Sep	41,583	43,074	3.6%
Oct	45,822	67,068	46.4%
Nov	34,635	37,861	9.3%
Dec	30,441	33,424	9.8%
Total	461,329 r	505,478	9.6%

r = Revised

SOURCE: State of Nevada - Parks Division

VISITORS TO HOOVER DAM

In 2013, more than 748,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2012 versus 2013 are contained in the following analysis.

Month	2012	2013	Percent Change
Jan	45,657	40,999	(10.2%)
Feb	50,353	47,052	(6.6%)
Mar	71,888	77,323	7.6%
Apr	73,712	68,421	(7.2%)
May	62,856	60,474	(3.8%)
Jun	75,679	75,470	(0.3%)
Jul	82,538	85,150	3.2%
Aug	69,904	67,840	(3.0%)
Sep	59,419	59,460	0.1%
Oct	60,297	60,243	(0.1%)
Nov	51,462	54,079	5.1%
Dec	51,111	51,689	1.1%
Total	754,876	748,200	(0.9%)

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

VISITORS TO LAKE MEAD

During 2013, the Lake Mead area received over 6.5 million recreational visitors. This is an increase of 0.9 percent from 2012.

Month	2012	2013	Percent Change
Jan	300,462	317,851	5.8%
Feb	341,892	333,736	(2.4%)
Mar	434,245	452,207	4.1%
Apr	644,544	642,934	(0.2%)
May	681,307	756,441	11.0%
Jun	780,352	873,323	11.9%
Jul	733,970	866,646	18.1%
Aug	703,336	667,010	(5.2%)
Sep	657,048	637,617	(3.0%)
Oct	483,380	276,946	(42.7%)
Nov	431,831	421,283	(2.4%)
Dec	321,042	328,839	2.4%
Total	6,513,409	6,574,833	0.9%

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

LAS VEGAS VISITOR PROFILE

LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2009	2010	2011	2012	2013
First vs. Repeat					
First time visitor	17%	18%	16%	16%	15%
Repeat visitor	83%	82%	84%	84%	85%
Purpose of Current Visit					
Vacation/pleasure/gamble	53%	60%	57%	55%	56%
Business/convention	17%	17%	16%	16%	14%
Other	30%	23%	27%	29%	30%
Transportation					
Air	42%	41%	44%	43%	42%
Automobile/Bus/RV	58%	59%	56%	57%	58%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.0	2.1	2.1	2.2
Number of visits in past year	1.7	1.7	1.7	1.6	1.7
Adults in party	2.4	2.4	2.3	2.4	2.4
Nights stayed	3.6	3.6	3.7	3.3	3.3
Visitors with children	8%	7%	10%	11%	10%
Expenditures Per Visitor					
Food & drink (per trip)	$250.32	$256.82	$274.69	$265.11	$278.95
Transportation (per trip)	$53.31	$62.87	$64.25	$57.77	$59.68
Shopping (per trip)	$101.97	$122.80	$129.34	$149.29	$140.90
Shows (per trip)	$39.87	$49.28	$47.52	$42.89	$38.45
Sightseeing (per trip)	$5.77	$7.21	$10.24	$9.63	$9.29
Hotel/Motel room (per night)	$75.78	$79.64	$84.04	$93.13	$83.62
Gambling Behavior					
Gambled while in Las Vegas	83%	80%	77%	72%	71%
Daily hours gambled	3.2	2.9	2.9	2.6	2.9
Gambling Budget (per trip)	$481.57	$466.20	$447.63	$484.70	$529.57
Visitor Origin					
Eastern States	7%	6%	6%	7%	6%
Southern States	11%	11%	12%	11%	12%
Midwestern States	12%	12%	11%	11%	10%
Western States	55%	54%	55%	54%	52%
CA	31%	30%	31%	33%	33%
AZ	10%	7%	9%	6%	6%
Foreign	14%	18%	16%	17%	20%
Ethnicity					
White	88%	86%	86%	75%	73%
African American	4%	5%	4%	5%	5%
Asian/Asian American	2%	3%	3%	9%	12%
Hispanic/Latino	5%	6%	7%	8%	8%
Other	1%	1%	1%	3%	2%
Average Age					
Age	50.0	49.2	49.0	44.8	45.8

During the calendar year of 2013, 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 - 2013 Las Vegas Visitor Profile Study

DIGITAL MARKETING

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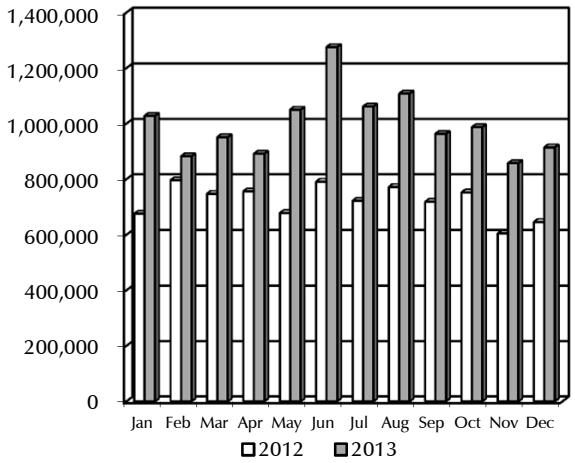
Unique Site Visits

Month	2012	2013	Percent Change
Jan	674,935	1,027,931	52.3%
Feb	796,408	882,126	10.8%
Mar	747,645	951,669	27.3%
Apr	756,165	891,126	17.8%
May	677,632	1,050,474	55.0%
Jun	791,233	1,275,832	61.2%
Jul	721,988	1,060,883	46.9%
Aug	772,286	1,107,897	43.5%
Sep	718,035	963,369	34.2%
Oct	751,713	986,715	31.3%
Nov	604,258	857,262	41.9%
Dec	646,024	914,662	41.6%
Total	8,658,322	11,969,946	38.2%



VEGASMEANSBUSINESS.COM

Unique Site Visits

Month	2012	2013	Percent Change
Jan	77,049	103,493	34.3%
Feb	65,262	77,394	18.6%
Mar	71,211	69,950	(1.8%)
Apr	67,754	63,550	(6.2%)
May	56,732	67,139	18.3%
Jun	60,563	100,602	66.1%
Jul	41,009	70,604	72.2%
Aug	46,274	76,882	66.1%
Sep	41,982	80,467	91.7%
Oct	58,299	76,317	30.9%
Nov	54,384	72,076	32.5%
Dec	54,504	68,354	25.4%
Total	695,023	926,828	33.4%

VISITLAUGHLIN.COM

Unique Site Visits

Month	2012	2013	Percent Change
Jan	62,656	66,749	6.5%
Feb	64,308	64,290	(0.0%)
Mar	72,502	74,929	3%
Apr	67,771	79,802	17.8%
May	64,039	127,871	99.7%
Jun	70,266	81,541	16.0%
Jul	77,714	88,216	13.5%
Aug	65,457	73,620	12.5%
Sep	50,826	57,619	13.4%
Oct	50,123	57,326	14.4%
Nov	43,751	49,013	12.0%
Dec	45,469	47,027	3.4%
Total	734,882	868,003	18.1%

LVCVA.COM

Unique Site Visits

Month	2012	2013	Percent Change
Jan	51,293	50,840	(0.9%)
Feb	43,299	42,950	(0.8%)
Mar	42,044	42,487	1.1%
Apr	44,185	42,026	(4.9%)
May	38,107	39,479	3.6%
Jun	35,412	36,992	4.5%
Jul	26,548	33,346	25.6%
Aug	30,559	35,096	14.8%
Sep	33,923	39,689	17.0%
Oct	37,953	35,359	(6.8%)
Nov	31,123	35,203	13.1%
Dec	26,968	30,658	13.7%
Total	441,414	464,125	5.1%

VISITMESQUITE.COM

Unique Site Visits

Month	2012	2013	Percent Change
Jan	9,401	11,612	23.5%
Feb	8,817	10,915	23.8%
Mar	9,211	12,617	37.0%
Apr	14,904	9,844	(34.0%)
May	15,766	12,676	(19.6%)
Jun	13,870	18,932	36.5%
Jul	11,777	9,147	(22.3%)
Aug	12,074	14,153	17.2%
Sep	7,032	12,270	74.5%
Oct	8,371	15,100	80.4%
Nov	6,855	16,348	138.5%
Dec	7,699	11,451	48.7%
Total	125,777	155,065	23.3%

SOURCE: Las Vegas Convention and Visitors Authority

SOURCE: Las Vegas Convention and Visitors Authority

Note: November 11, 2012 there was a redesign and then re-launch of VegasMeansBusiness.com and LVCVA.com with content areas shifting between the sites.

LAUGHLIN, NEVADA

LAUGHLIN EXECUTIVE SUMMARY

Visitor Indicator	2012	2013	Change
Visitor Volume	2,072,230	2,044,974	(1.3%)
Room Inventory	10,333	10,333	0.0%
Convention Attendance	76,392	65,712	(14.0%)
Occupancy Level	59.0%	59.6%	0.6
Average Daily Room Rate	$41.72	$42.87	2.8%
Room Nights Occupied	2,232,394	2,248,461	0.7%
Gross Gaming Revenue	$462,061,000	$455,167,000	(1.5%)
Laughlin/Bullhead City Air Passengers	224,761	228,475	1.7%
Average Daily Traffic-Hwy 163	4,097 r	4,053	(1.1%)

r = Revised

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	2009	2010	2011	2012	2013
First vs. Repeat					
First time visitor	19%	18%	15%	13%	15%
Repeat visitor	81%	82%	85%	87%	85%
Purpose of Current Visit					
Vacation/pleasure	32%	40%	55%	73%	44%
Gamble	42%	32%	27%	19%	30%
Other	26%	28%	18%	8%	26%
Other Trip Characteristics					
Room occupants (mean)	2.0	2.0	2.0	2.0	2.1
Number of visits in past year	2.3	2.5	2.5	2.9	2.9
Adults in party	2.5	1.9	2.0	2.0	2.0
Nights stayed	3.1	3.1	3.2	3.3	3.4
Visitors with children	7.0%	4.0%	5.0%	3.0%	5.0%
Expenditures Per Visitor					
Food & drink (per trip)	$204.98	$205.34	$185.30	$122.22	$134.13
Transportation (per trip)	$41.23	$34.27	$61.03	$57.79	$71.93
Shopping (per trip)	$68.26	$57.72	$65.81	$73.64	$66.15
Shows (per trip)	$6.57	$3.75	$5.08	$5.55	$8.84
Sightseeing (per trip)	$5.68	$3.47	$4.74	$7.73	$6.67
Gambling Behavior					
Gambled while in Laughlin	98.9%	99.4%	99.2%	100.0%	100.0%
Daily hours gambled	5.8	6.0	5.9	6.0	5.8
Gambling Budget (per trip)	$511.17	$457.46	$537.97	$566.38	$575.30
Average Age					
Age	60.9	60.6	61.8	63.1	57.9

During the calendar year of 2013, 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 - 2013 Laughlin Visitor Profile Study

LAUGHLIN, NEVADA

LAUGHLIN VISITOR VOLUME

Month	2012	2013	Percent Change
Jan	163,397	148,503	(9.1%)
Feb	170,344	161,592	(5.1%)
Mar	198,482	197,749	(0.4%)
Apr	186,875	188,453	0.8%
May	175,981	178,688	1.5%
Jun	179,955	179,733	(0.1%)
Jul	206,439	199,040	(3.6%)
Aug	187,234	188,990	0.9%
Sep	161,651	157,153	(2.8%)
Oct	164,223	167,416	1.9%
Nov	148,765	147,427	(0.9%)
Dec	128,884	130,230	1.0%
Total	2,072,230	2,044,974	(1.3%)

LAUGHLIN CONVENTION ATTENDANCE

Month	2012	2013	Percent Change
Jan	8,694	7,762	(10.7%)
Feb	3,566	2,942	(17.5%)
Mar	7,041	7,630	8.4%
Apr	10,878	8,181	(24.8%)
May	10,756	8,215	(23.6%)
Jun	5,949	4,778	(19.7%)
Jul	4,237	3,311	(21.9%)
Aug	3,394	3,589	5.7%
Sep	4,441	4,724	6.4%
Oct	7,498	6,547	(12.7%)
Nov	6,910	5,987	(13.4%)
Dec	3,028	2,046	(32.4%)
Total	76,392	65,712	(14.0%)

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%)
2013	2,044,974	(1.3%)

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2012	2013	Percent Change
Jan	168,827	153,755	(8.9%)
Feb	179,812	173,884	(3.3%)
Mar	212,715	216,538	1.8%
Apr	199,343	205,833	3.3%
May	189,650	197,319	4.0%
Jun	195,604	199,634	2.1%
Jul	227,750	223,265	(2.0%)
Aug	203,725	210,452	3.3%
Sep	177,624	175,764	(1.0%)
Oct	180,022	188,030	4.4%
Nov	161,505	163,365	1.2%
Dec	135,817	140,622	3.5%
Total	2,232,394	2,248,461	0.7%

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN, NEVADA

2013 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2012	2013	Net Change
1	Apr 26-27	99.2%	98.6%	(0.6)
2	Mar 15-16	88.7%	96.6%	7.9
3	Jul 19-20	89.4%	95.4%	6.0
4	Aug 16-17	89.8%	95.3%	5.5
5	Aug 2-3	91.9%	95.2%	3.3
6	Jun 21-22	86.6%	94.9%	8.3
7	May 3-4	83.9%	94.3%	10.4
8	May 24-26	90.7%	93.9%	3.2
9	Jul 4-6	90.0%	93.5%	3.5
10	May 17-18	89.3%	93.3%	4.0
11	Aug 9-10	92.6%	93.3%	0.7
12	Jul 26-27	93.1%	93.2%	0.1
13	Oct 18-19	75.1%	89.4%	14.3
14	Mar 22-23	76.3%	89.1%	12.8
15	Apr 5-6	68.5%	87.8%	19.3
16	Apr 19-20	86.5%	86.3%	(0.2)
17	Jul 12-13	88.1%	86.1%	(2.0)
18	Jun 14-15	82.0%	85.7%	3.7
19	Feb 15-17	88.7%	85.6%	(3.1)
20	Aug 30-Sep 1	91.2%	84.9%	(6.3)
21	Sep 13-14	74.4%	84.8%	10.4
22	Aug 23-24	74.7%	84.1%	9.4
23	Oct 25-26	73.0%	81.9%	8.9
24	Sep 20-21	75.2%	81.7%	6.5
25	Jun 7-8	74.0%	81.4%	7.4
26	Apr 12-13	71.4%	81.2%	9.8
27	Oct 11-12	68.5%	81.1%	12.6
28	Jun 28-29	86.3%	78.9%	(7.4)
29	Nov 28-30	53.5%	76.6%	23.1
30	Sep 27-28	81.0%	76.2%	(4.8)
31	Oct 4-5	80.5%	75.2%	(5.3)
32	Mar 8-9	72.4%	72.3%	(0.1)
33	May 31-Jun 1	70.8%	72.2%	1.4
34	Feb 22-23	75.4%	71.6%	(3.8)
35	Nov 8-10	76.8%	69.1%	(7.7)
36	Mar 29-30	86.6%	69.1%	(17.5)
37	May 10-11	72.1%	68.9%	(3.2)
38	Mar 1-2	71.4%	68.4%	(3.0)
39	Feb 8-9	68.6%	68.0%	(0.6)
40	Nov 1-2	59.4%	67.2%	7.8
41	Jan 18-20	56.4%	66.0%	9.6
42	Sep 6-7	60.4%	65.9%	5.5
43	Dec 27-28	63.9%	65.3%	1.4
44	Feb 1-2	68.3%	64.1%	(4.2)
45	Nov 15-16	56.0%	56.7%	0.7
46	Jan 25-26	61.1%	56.2%	(4.9)
47	Dec 13-14	42.5%	54.6%	12.1
48	Dec 6-7	41.7%	48.1%	6.4
49	Jan 11-12	74.7%	47.8%	(26.9)
50	Nov 22-23	75.1%	46.9%	(28.2)
51	Jan 4-5	45.0%	45.9%	0.9
52	Dec 20-21	31.2%	33.8%	2.6

LAUGHLIN OCCUPANCY

Month	2012	2013	Change
Jan	52.7%	48.0%	(4.7)
Feb	60.0%	60.1%	0.1
Mar	66.4%	67.6%	1.2
Apr	64.3%	66.4%	2.1
May	59.2%	61.6%	2.4
Jun	63.1%	64.4%	1.3
Jul	71.1%	69.7%	(1.4)
Aug	63.6%	65.7%	2.1
Sep	57.3%	56.7%	(0.6)
Oct	56.2%	58.7%	2.5
Nov	52.1%	52.7%	0.6
Dec	42.4%	43.9%	1.5
Total	59.0%	59.6%	0.6

LAUGHLIN OCCUPANCY - MIDWEEK

Month	2012	2013	Change
Jan	47.5%	45.0%	(2.5)
Feb	52.5%	53.6%	1.1
Mar	60.4%	62.1%	1.7
Apr	58.1%	58.4%	30%
May	48.8%	49.7%	0.9
Jun	54.7%	56.1%	1.4
Jul	64.5%	60.5%	(4.0)
Aug	53.7%	53.9%	0.2
Sep	47.7%	47.6%	(0.1)
Oct	51.2%	51.7%	0.5
Nov	45.0%	44.6%	(0.4)
Dec	49.9%	49.9%	0.0
Total	52.2%	52.1%	(0.1)

LAUGHLIN OCCUPANCY - WEEKEND

Month	2012	2013	Change
Jan	63.6%	55.3%	(8.3)
Feb	76.7%	73.8%	(2.9)
Mar	79.1%	79.1%	0.0
Apr	81.4%	88.5%	7.1
May	84.7%	86.7%	2.0
Jun	79.9%	83.8%	3.9
Jul	90.2%	92.2%	2.0
Aug	87.7%	90.6%	2.9
Sep	76.4%	78.0%	1.6
Oct	73.4%	82.9%	9.5
Nov	66.3%	64.9%	(1.4)
Dec	45.8%	50.5%	4.7
Total	75.2%	77.1%	1.9

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 2012		Average Daily Traffic 2013	Percent Change
Jan	3,984	r	3,642	(8.6%)
Feb	4,427	r	4,089	(7.6%)
Mar	4,658		4,659	0.0%
Apr	4,981		4,953	(0.6%)
May	4,080		4,103	0.6%
Jun	3,982		3,904	(2.0%)
Jul	4,030	r	3,898	(3.3%)
Aug	3,875	r	4,056	4.7%
Sep	3,719	r	3,857	3.7%
Oct	3,913		4,001	2.2%
Nov	3,919	r	3,744	(4.5%)
Dec	3,592		3,726	3.7%
Average	4,097	r	4,053	(1.1%)

r = Revised

SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	2012	2013	Percent Change
Jan	20,515	19,020	(7.3%)
Feb	22,950	20,405	(11.1%)
Mar	25,288	23,351	(7.7%)
Apr	23,442	21,517	(8.2%)
May	17,476	20,049	14.7%
Jun	16,936	18,705	10.4%
Jul	17,270	17,181	(0.5%)
Aug	17,534	17,830	1.7%
Sep	17,156	17,980	4.8%
Oct	20,166	19,704	(2.3%)
Nov	16,967	19,083	12.5%
Dec	9,061	13,650	50.6%
Total	224,761	228,475	1.7%

SOURCE: Mojave County Airport Authority, Inc.

LAUGHLIN GROSS GAMING REVENUE

Month	2012	2013	Percent Change
Jan	$40,964,000	$38,214,000	(6.7%)
Feb	42,978,000	42,272,000	(1.6%)
Mar	49,849,000	43,509,000	(12.7%)
Apr	40,043,000	44,640,000	11.5%
May	42,054,000	40,258,000	(4.3%)
Jun	32,597,000	34,661,000	6.3%
Jul	37,088,000	38,958,000	5.0%
Aug	33,505,000	35,380,000	5.6%
Sep	34,951,000	33,112,000	(5.3%)
Oct	36,984,000	41,244,000	11.5%
Nov	37,821,000	32,666,000	(13.6%)
Dec	33,227,000	30,253,000	(9.0%)
Total	$462,061,000	$455,167,000	(1.5%)

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%)
2013	455,167,000	(1.5%)

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%	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
2013	59.6%	10,333

SOURCE: Las Vegas Convention and Visitors Authority

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	(11.1%)
2009	6,192	(0.0%)
2010	6,199	0.1%
2011	4,286	(30.9%)
2012	4,097 r	(4.4%)
2013	4,053	(1.1%)

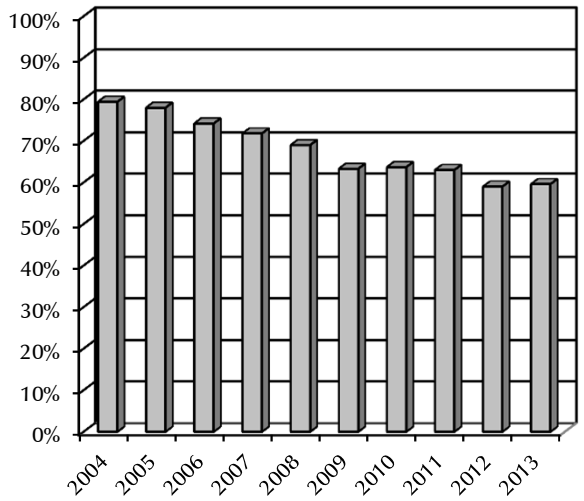
r = Revised

NOTE: Data not available prior to 1993

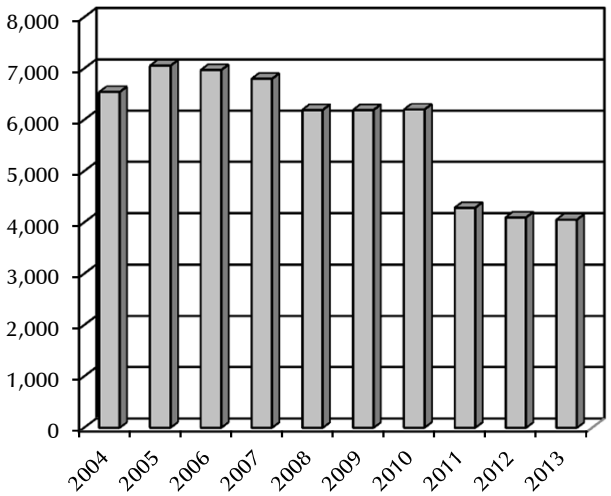
NOTE: Hoover Dam bypass bridge opened in October 2010

SOURCE: State of Nevada Department of Transportation - Traffic Section

Laughlin Occupancy



Laughlin Daily Auto Traffic



MESQUITE, NEVADA

MESQUITE EXECUTIVE SUMMARY

Visitor Indicator	2012	2013	Change
Visitor Volume	996,146	1,011,245	1.5%
Room Inventory	1,745	1,736	(0.5%)
Occupancy Level	72.8%	69.6%	(3.2)
Average Daily Room Rate	$53.35 r	$57.00	6.8%
Room Nights Occupied	469,107	441,656	(5.9%)
Gross Gaming Revenue	$117,513,000	$113,123,000	(3.7%)
Average Daily Traffic			
Hwy I-15 at NV/AZ border	21,437 r	22,506	5.0%

r = Revised

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

MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2009	2010	2011	2012	2013
First vs. Repeat					
First time visitor	9%	9%	6%	6%	8%
Repeat visitor	91%	91%	94%	94%	90%
Purpose of Current Visit					
Vacation/pleasure	5%	3%	1%	1%	1%
Gamble	16%	16%	16%	16%	20%
Just passing through	35%	32%	34%	33%	24%
Other	44%	49%	49%	50%	55%
Other Trip Characteristics					
Room occupants (mean)	2.1	2.1	2.1	2.1	2.1
Number of visits in past year	7.7	8.8	9.2	9.5	11.4
Adults in party	2.1	2.1	2.1	2.1	2.1
Nights stayed	1.7	1.8	1.6	1.7	1.7
Visitors with children	4%	4%	4%	5%	5%
Expenditures Per Visitor					
Food & drink (per trip)	$49.07	$51.22	$52.65	$53.54	$56.47
Transportation (per trip)	$1.72	$2.97	$3.45	$4.08	$4.71
Recreational Activities (per trip)	$9.58	$6.18	$2.22	$2.96	$4.37
Shows (per trip)	$0.21	$0.75	$0.62	$0.70	$1.26
Shopping (per trip)	$0.00	$0.00	$3.30	$3.83	$3.92
Other (per trip)	$1.98	$1.87	$1.78	$0.83	$1.63
Gambling Behavior					
Gambled while in Mesquite	92%	96%	97%	97%	96%
Daily hours gambled	3.6	3.5	3.3	2.8	2.3
Gambling Budget (per trip)	$270.85	$239.77	$207.40	$202.10	$169.65
Average Age					
Age	59.8	58.8	57.0	56.0	55.5

During the calendar year 2013, 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** .

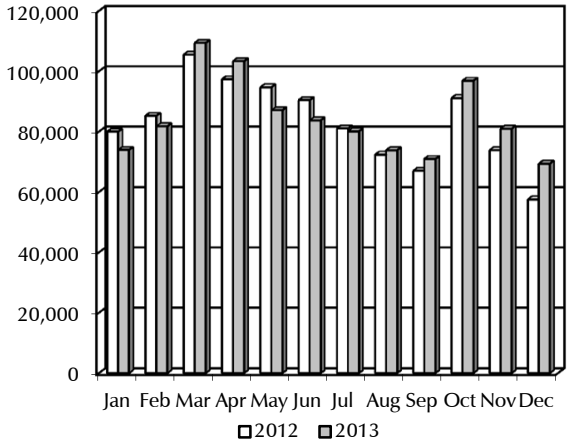
SOURCE: Las Vegas Convention and Visitors Authority - 2013 Mesquite Visitor Profile Study

MESQUITE, NEVADA

MESQUITE VISITOR VOLUME

Month	2012	2013	Percent Change
Jan	79,962	73,944	(7.5%)
Feb	85,226	81,779	(4.0%)
Mar	105,494	109,368	3.7%
Apr	97,374	103,323	6.1%
May	94,701	87,073	(8.1%)
Jun	90,430	83,711	(7.4%)
Jul	81,055	80,094	(1.2%)
Aug	72,370	73,809	2.0%
Sep	67,010	70,951	5.9%
Oct	91,128	96,852	6.3%
Nov	73,846	80,968	9.6%
Dec	57,550	69,373	20.5%
Total	996,146	1,011,245	1.5%

Visitor Volume



MESQUITE ROOM NIGHTS OCCUPIED

Month	2012	2013	Percent Change
Jan	37,656	32,295	(14.2%)
Feb	40,135	35,717	(11.0%)
Mar	49,680	47,766	(3.9%)
Apr	45,856	45,126	(1.6%)
May	44,597	38,029	(14.7%)
Jun	42,585	36,560	(14.1%)
Jul	38,170	34,980	(8.4%)
Aug	34,081	32,236	(5.4%)
Sep	31,556	30,988	(1.8%)
Oct	42,914	42,299	(1.4%)
Nov	34,775	35,362	1.7%
Dec	27,102	30,298	11.8%
Total	469,107	441,656	(5.9%)

SOURCE: Las Vegas Convention and Visitors Authorit

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 2012	Average Daily Traffic 2013	Percent Change
Jan	18,300 r	18,692	2.1%
Feb	18,826 r	20,010	6.3%
Mar	21,356	24,135	13.0%
Apr	22,596	22,634	0.2%
May	22,352	23,127	3.5%
Jun	23,707	24,461	3.2%
Jul	24,781 r	25,898	4.5%
Aug	23,438 r	24,427	4.2%
Sep	20,926 r	21,993	5.1%
Oct	21,935	22,540	2.8%
Nov	19,971 r	21,176	6.0%
Dec	19,055	20,981	10.1%
Average	21,437 r	22,506	5.0%

r=Revised

SOURCE: State of Nevada Department of Transportation - Traffic Section

MESQUITE GAMING REVENUE

Month	2012	2013	Percent Change
Jan	$10,433,000	$9,904,000	(5.1%)
Feb	11,019,000	9,936,000	(9.8%)
Mar	12,792,000	12,565,000	(1.8%)
Apr	11,058,000	10,538,000	(4.7%)
May	9,924,000	9,474,000	(4.5%)
Jun	8,883,000	8,147,000	(8.3%)
Jul	8,265,000	7,719,000	(6.6%)
Aug	8,213,000	8,097,000	(1.4%)
Sep	8,344,000	8,186,000	(1.9%)
Oct	9,686,000	9,869,000	1.9%
Nov	9,733,000	9,477,000	(2.6%)
Dec	9,163,000	9,211,000	0.5%
Total	$117,513,000	$113,123,000	(3.7%)

SOURCE: Nevada Gaming Control Board

MESQUITE, NEVADA

2013 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2012	2013	Net Change
1	Mar 22-23	98.7%	99.3%	0.6
2	Feb 15-17	98.6%	98.8%	0.2
3	Oct 18-19	97.4%	98.6%	1.2
4	Apr 5-6	84.9%	98.5%	13.6
5	Mar 15-16	97.1%	96.0%	(1.1)
6	Mar 8-9	98.9%	94.9%	(4.0)
7	Mar 1-2	91.4%	94.8%	3.4
8	Oct 25-26	79.1%	94.7%	15.6
9	Apr 12-13	99.0%	93.6%	(5.4)
10	Jun 21-22	81.6%	92.2%	10.6
11	Mar 29-30	98.3%	91.2%	(7.1)
12	Jan 18-20	77.9%	91.1%	13.2
13	Feb 22-23	94.0%	91.0%	(3.0)
14	Oct 4-5	81.0%	90.7%	9.7
15	Nov 22-23	79.6%	89.9%	10.3
16	Dec 27-28	66.6%	88.9%	22.3
17	May 3-4	92.3%	88.4%	(3.9)
18	Apr 19-20	89.7%	87.2%	(2.5)
19	May 24-26	95.0%	86.0%	(9.0)
20	Nov 28-30	48.0%	84.7%	36.7
21	Oct 11-12	78.2%	79.7%	1.5
22	Aug 30-Sep 1	72.8%	79.7%	6.9
23	Sep 27-28	67.8%	78.9%	11.1
24	Jul 19-20	88.5%	78.4%	(10.1)
25	Aug 2-3	70.5%	77.8%	7.3
26	Apr 26-27	88.2%	77.2%	(11.0)
27	Jul 26-27	79.4%	77.1%	(2.3)
28	Jul 4-6	72.6%	76.0%	3.4
29	Nov 8-10	76.2%	75.9%	(0.3)
30	Jan 25-26	90.2%	75.8%	(14.4)
31	Jun 28-29	84.1%	75.5%	(8.6)
32	Jun 7-8	96.7%	75.1%	(21.6)
33	May 17-18	84.8%	75.0%	(9.8)
34	Sep 20-21	69.8%	74.6%	4.8
35	Nov 15-16	90.0%	73.3%	(16.7)
36	Aug 9-10	75.5%	73.1%	(2.4)
37	Nov 1-2	78.1%	71.7%	(6.4)
38	Feb 8-9	87.3%	70.7%	(16.6)
39	Jul 12-13	71.7%	68.6%	(3.1)
40	Jun 14-15	75.3%	68.5%	(6.8)
41	Dec 6-7	57.9%	67.5%	9.6
42	Feb 1-2	74.3%	66.8%	(7.5)
43	May 31-Jun 1	82.6%	66.4%	(16.2)
44	Aug 16-17	74.6%	65.1%	(9.5)
45	May 10-11	75.3%	64.7%	(10.6)
46	Aug 23-24	66.2%	60.6%	(5.6)
47	Jan 11-12	97.2%	58.1%	(39.1)
48	Sep 13-14	60.1%	55.9%	(4.2)
49	Dec 20-21	54.1%	53.4%	(0.7)
50	Dec 13-14	47.1%	50.6%	3.5
51	Sep 6-7	54.2%	45.3%	(8.9)
52	Jan 4-5	56.3%	43.6%	(12.7)

MESQUITE OCCUPANCY

Month	2012	2013	Change
Jan	68.9%	59.7%	(9.2)
Feb	78.5%	73.1%	(5.4)
Mar	90.9%	88.3%	(2.6)
Apr	86.7%	86.2%	(0.5)
May	81.6%	70.3%	(11.3)
Jun	80.7%	70.2%	(10.5)
Jul	70.0%	65.0%	(5.0)
Aug	62.5%	59.9%	(2.6)
Sep	59.8%	59.5%	(0.3)
Oct	78.7%	78.6%	(0.1)
Nov	65.9%	67.9%	2.0
Dec	50.1%	56.3%	6.2
Total	72.8%	69.6%	(3.2)

MESQUITE OCCUPANCY - MIDWEEK

Month	2012	2013	Change
Jan	62.4%	55.6%	(6.8)
Feb	73.5%	68.1%	(5.4)
Mar	88.1%	85.0%	(3.1)
Apr	85.3%	85.1%	(0.2)
May	79.1%	66.6%	(12.5)
Jun	79.0%	67.5%	(11.5)
Jul	67.2%	60.9%	(6.3)
Aug	58.7%	54.5%	(4.2)
Sep	57.2%	56.9%	(0.3)
Oct	76.9%	74.3%	(2.6)
Nov	60.1%	60.3%	0.2
Dec	47.6%	53.2%	5.6
Total	69.7%	65.7%	(4.0)

MESQUITE OCCUPANCY - WEEKEND

Month	2012	2013	Change
Jan	82.6%	69.8%	(12.8)
Feb	89.7%	83.7%	(6.0)
Mar	96.9%	95.2%	(1.7)
Apr	90.5%	89.1%	(1.4)
May	87.8%	78.1%	(9.7)
Jun	84.1%	76.5%	(7.6)
Jul	78.1%	75.1%	(3.0)
Aug	71.8%	71.3%	(0.5)
Sep	64.9%	65.5%	0.6
Oct	83.9%	90.9%	7.0
Nov	77.5%	79.3%	1.8
Dec	55.4%	65.1%	9.7
Total	80.0%	78.3%	(1.7)

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%
2013	1,011,245	1.5%

** NOTE: Data not available prior to 1999*

SOURCE: Las Vegas Convention and Visitors

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
2013	69.6%	1,736

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	21,437 r	(1.6%)
2013	22,506	5.0%

r=Revised

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

NOTE: Data not available prior to 1999

SOURCE: State of Nevada Department of Transportation - Traffic Section

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%
2013	113,123,000	(3.7%)

NOTE: Data not available prior to 1999

SOURCE: Nevada Gaming Control Board

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 .

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 resorts and attractions construction for Clark County. The project name, number of rooms and completion date are listed with subtotals by year. A list of proposed resorts and attractions projects are included as well.

INFORMATION SOURCES

Las Vegas Global Economic Alliance
6795 Edmond St, Ste 260
Las Vegas, NV 89118
(702) 791-0000
www.lvgea.org
The Las Vegas Global Economic Alliance 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://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.

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.