



2014

Mid-Year Summary
Volume 41 - Number 159

Marketing Bulletin

LAS VEGAS MARKETING BULLETIN

Mid-Year 2014: Volume 41, Number 159

Las Vegas Convention and Visitors Authority
3150 Paradise Road Las Vegas, NV 89109-9096
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The staff of the Las Vegas Convention and Visitors Authority takes this opportunity to thank all of the people who have assisted us in compiling our marketing information and conducting our research projects. The LVCVA staff also welcomes any suggestions and/or editorial contributions.

LAS VEGAS VISITOR STATISTICS

Tourism Indicator	January - June		Change
	2013	2014	
Visitor Volume	19,857,642	20,699,471	4.2%
Room Inventory (as of June 30)	149,884	149,297	(0.4%)
Room Tax/LVCVA's Portion	\$108,036,034	\$121,606,558	12.6%
Conventions			
Attendance	2,895,256	3,025,969	4.5%
Number Held	12,004	11,467	(4.5%)
Occupancy Levels			
Total	85.2%	88.2%	3.1
Hotel	88.1%	90.6%	2.6
Motel	59.3%	66.8%	7.4
Weekend	91.0%	93.7%	2.6
Midweek	82.6%	85.8%	3.3
Strip	87.7%	90.2%	2.5
Downtown	74.8%	80.6%	5.8
Average Daily Room Rate			
Strip	\$113.37	\$121.05	6.8%
Downtown	\$122.17	\$130.61	6.9%
Downtown	\$67.98	\$71.64	5.4%
Revenue Per Available Room			
Strip	\$96.50	\$106.64	10.5%
Downtown	\$107.08	\$117.65	9.9%
Downtown	\$50.81	\$57.66	13.5%
Total Room Nights Occupied	23,151,065	23,941,713	3.4%
Gross Gaming Revenue			
Clark County	\$4,727,453,000 r	\$4,823,140,000	2.0%
Strip	\$3,097,489,000 r	\$3,204,524,000	3.5%
Downtown	\$256,024,000	\$261,292,000	2.1%
Boulder Strip	\$403,688,000 r	\$389,253,000	(3.6%)
Enplaned/Deplaned Airline Passengers	20,759,083	21,225,387	2.2%
Automobile Traffic			
Average Daily Traffic			
All Major Highways	101,361 r	101,272	(0.1%)
I-15 at CA/NV Border	41,576	40,992	(1.4%)

r = Revised

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

LAS VEGAS VISITOR VOLUME

Month	2013	2014	Percentage Change
Jan	3,132,122	3,388,296	8.2%
Feb	3,028,920	3,131,305	3.4%
Mar	3,536,569	3,688,357	4.3%
Apr	3,339,657	3,456,703	3.5%
May	3,456,479	3,566,741	3.2%
Jun	3,363,895	3,468,069	3.1%
Total	19,857,642	20,699,471	4.2%

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS VISITOR PROFILE

During the calendar year 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 LVCVA.com.

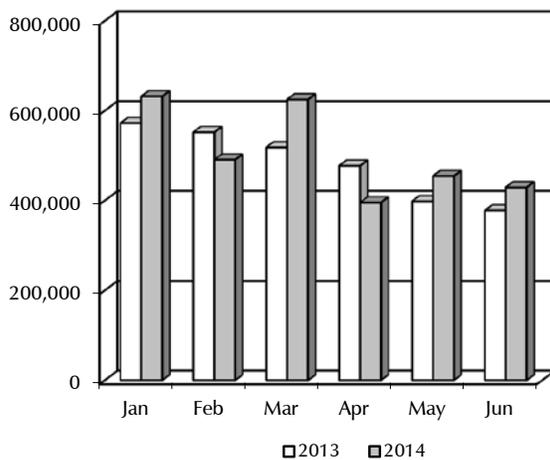
CONVENTION ANALYSIS

CONVENTION ATTENDANCE

Convention attendance increased by +4.5% when compared with the first six months of 2013.

Month	2013	2014	Change
Jan	571,964	631,520	10.4%
Feb	551,866	490,754	(11.1%)
Mar	518,278	624,772	20.5%
Apr	477,275	395,462	(17.1%)
May	398,173	454,163	14.1%
Jun	377,700	429,298	13.7%
Total	2,895,256	3,025,969	4.5%

Convention Attendance



SOURCE: Las Vegas Convention and Visitors Authority

CONVENTIONS & MEETINGS HELD

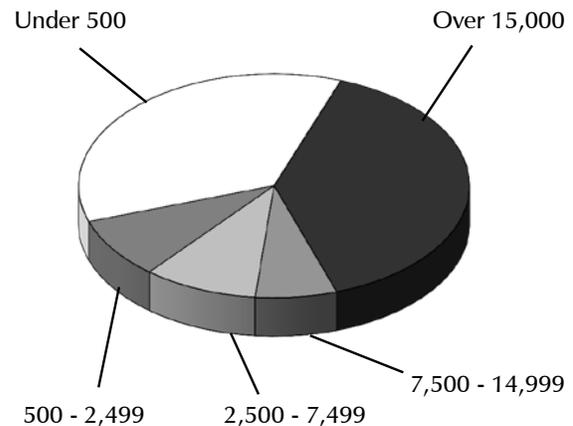
The number of conventions held decreased by -4.5% when compared with the first six months of 2013.

Month	2013	2014	Change
Jan	1,787	1,548	(13.4%)
Feb	2,089	1,952	(6.6%)
Mar	2,204	2,423	9.9%
Apr	2,233	1,867	(16.4%)
May	1,932	1,925	(0.4%)
Jun	1,759	1,752	(0.4%)
Total	12,004	11,467	(4.5%)

SOURCE: Las Vegas Convention and Visitors Authority

CONVENTION ANALYSIS FIRST SIX MONTHS

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,187,917	39.3%
7,500-14,999	203,508	6.7%
2,500-7,499	286,230	9.5%
500-2,499	266,245	8.8%
Under 500	1,082,069	35.8%
Total	3,025,969	100.0%



SOURCE: Las Vegas Convention and Visitors Authority

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

City	Number of Top 250 Shows	Market Share
Las Vegas	53	21.2%
Chicago	29	11.6%
Orlando	24	9.6%
New York City	16	6.4%
New Orleans	10	4.0%
Atlanta	10	4.0%
Denver	9	3.6%
Dallas	8	3.2%
Anaheim	7	2.8%
San Francisco	7	2.8%
Houston	7	2.8%
Boston	6	2.4%
Indianapolis	6	2.4%
San Diego	6	2.4%
Philadelphia	6	2.4%
Louisville	5	2.0%
Baltimore	3	1.2%
San Antonio	3	1.2%

SOURCE: Trade Show News Network (TSNN)

OCCUPANCY - ADR - RevPAR

CITYWIDE

Month	Occupancy			ADR			RevPAR		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	78.1%	83.5%	5.4	\$114.22	\$118.20	3.5%	\$89.21	\$98.70	10.6%
Feb	83.5%	85.6%	2.1	109.38	113.08	3.4%	91.33	96.80	6.0%
Mar	88.4%	91.8%	3.4	110.96	133.92	20.7%	98.09	122.94	25.3%
Apr	87.0%	89.8%	2.8	115.16	116.49	1.2%	100.19	104.61	4.4%
May	86.6%	88.7%	2.1	117.96	127.60	8.2%	102.15	113.18	10.8%
Jun	87.4%	90.0%	2.6	112.18	115.15	2.6%	98.05	103.64	5.7%
Year-to-Date	85.2%	88.2%	3.1	\$113.37	\$121.05	6.8%	\$96.50	\$106.64	10.5%

LAS VEGAS STRIP

Month	Occupancy			ADR			RevPAR		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	81.3%	85.9%	4.6	\$122.95	\$128.89	4.8%	\$99.96	\$110.72	10.8%
Feb	85.7%	87.2%	1.5	117.40	123.07	4.8%	100.61	107.32	6.7%
Mar	90.6%	93.2%	2.6	118.95	143.85	20.9%	107.77	134.07	24.4%
Apr	89.0%	91.8%	2.8	124.95	124.90	0.0%	111.21	114.66	3.1%
May	89.3%	90.9%	1.6	127.62	137.96	8.1%	113.96	125.41	10.0%
Jun	90.3%	92.3%	2.0	120.70	123.24	2.1%	108.99	113.75	4.4%
Year-to-Date	87.7%	90.2%	2.5	\$122.17	\$130.61	6.9%	\$107.08	\$117.65	9.9%

DOWNTOWN

Month	Occupancy			ADR			RevPAR		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	66.1%	73.4%	7.3	\$61.20	\$62.85	2.7%	\$40.45	\$46.13	14.0%
Feb	67.5%	75.4%	7.9	62.58	67.28	7.5%	42.24	50.73	20.1%
Mar	78.8%	86.9%	8.1	74.10	82.78	11.7%	58.39	71.94	23.2%
Apr	82.0%	82.8%	0.8	69.63	71.32	2.4%	57.10	59.05	3.4%
May	76.1%	81.0%	4.9	68.12	70.83	4.0%	51.84	57.37	10.7%
Jun	78.1%	83.8%	5.7	70.24	72.45	3.1%	54.86	60.71	10.7%
Year-to-Date	74.8%	80.6%	5.8	\$67.98	\$71.64	5.4%	\$50.81	\$57.66	13.5%

SOURCE: Las Vegas Convention and Visitors Authority

WWW.LASVEGAS.COM

The Las Vegas Convention and Visitors Authority offers **LasVegas.com** as the official site for Las Vegas visitors to plan their trips by providing information on hotels and resorts, casinos, entertainment, golf, dining and shopping. In addition, visitors can book hotels, air/hotel packages, shows, and attractions directly on the website. Catch up on the latest Vegas news, see the latest Vegas TV commercials, and take part in the LVCVA's latest online promotions too.

WWW.VEGASMEANSBUSINESS.COM

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

HOTEL VS. MOTEL OCCUPANCY

LAS VEGAS 2014 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

During the first six months of 2014, citywide occupancy levels for Las Vegas were up +3.1 points compared to 2013. Hotel properties experienced a +2.6 point increase in occupancy for the timeframe and motel occupancy increased +7.4 points during the same period.

Month	Citywide			Hotel			Motel		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	78.1%	83.5%	5.4	81.7%	86.1%	4.4	45.1%	60.5%	15.4
Feb	83.5%	85.6%	2.1	85.8%	87.7%	1.9	62.6%	66.2%	3.6
Mar	88.4%	91.8%	3.4	90.8%	93.7%	2.9	67.1%	74.4%	7.3
Apr	87.0%	89.8%	2.8	89.6%	92.3%	2.7	63.7%	67.0%	3.3
May	86.6%	88.7%	2.1	89.6%	91.2%	1.6	60.2%	66.0%	5.8
Jun	87.4%	90.0%	2.6	90.8%	92.6%	1.8	57.3%	66.5%	9.2
Year-to-Date	85.2%	88.2%	3.1	88.1%	90.6%	2.6	59.3%	66.8%	7.4

LAS VEGAS 2014 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	77.0%	81.7%	4.7	80.6%	84.1%	3.5	44.9%	59.3%	14.4
Feb	80.4%	82.6%	2.2	82.8%	85.0%	2.2	59.1%	61.6%	2.5
Mar	86.0%	89.7%	3.7	88.9%	92.1%	3.2	60.3%	67.8%	7.5
Apr	83.9%	87.5%	3.6	87.0%	90.5%	3.5	56.8%	60.7%	3.9
May	83.3%	85.2%	1.9	86.7%	88.3%	1.6	53.0%	57.3%	4.3
Jun	84.9%	88.3%	3.4	88.7%	91.1%	2.4	51.1%	63.0%	11.9
Year-to-Date	82.6%	85.8%	3.3	85.8%	88.5%	2.7	54.2%	61.6%	7.4

LAS VEGAS 2014 WEEKEND OCCUPANCY SUMMARY

	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	80.6%	87.5%	6.9	84.5%	90.2%	5.7	45.6%	63.0%	17.4
Feb	89.8%	91.7%	1.9	92.0%	93.5%	1.5	70.1%	76.0%	5.9
Mar	93.5%	96.9%	3.4	94.9%	97.6%	2.7	81.3%	90.6%	9.3
Apr	95.3%	96.0%	0.7	96.8%	97.4%	0.6	82.8%	84.4%	1.6
May	93.6%	95.0%	1.4	95.6%	96.4%	0.8	75.3%	81.7%	6.4
Jun	93.3%	94.8%	1.5	95.7%	96.9%	1.2	71.8%	76.1%	4.3
Year-to-Date	91.0%	93.7%	2.6	93.2%	95.3%	2.1	71.2%	78.6%	7.4

SOURCE: Las Vegas Convention and Visitors Authority

HOTEL VS. MOTEL OCCUPANCY

WEEKEND OCCUPANCY RANKING

Top Weekends - First Six Months of 2014

The table below shows a ranking of the weekends in terms of occupancy for hotels, motels, and the total for all properties during the first six months of 2014.

Rank	Date	Citywide	Hotel	Motel
1	Mar 7-8	98.6%	99.2%	93.6%
2	Mar 21-22	98.2%	98.7%	94.0%
3	Mar 14-15	97.9%	98.3%	93.8%
4	Apr 25-26	97.8%	98.4%	92.5%
5	Jun 20-21	97.6%	98.3%	91.7%
6	May 2-3	97.3%	97.9%	92.0%
7	Mar 28-29	96.9%	97.6%	90.3%
8	May 23-25	96.8%	97.9%	87.1%
9	Feb 15-17	96.8%	97.8%	87.9%
10	Apr 4-5	96.6%	97.5%	88.8%
11	Jun 27-28	95.8%	98.0%	75.6%
12	May 30-31	95.7%	97.3%	81.4%
13	May 16-17	95.6%	96.3%	89.1%
14	Apr 18-19	94.9%	97.0%	76.5%
15	Apr 11-12	94.8%	96.5%	79.7%
16	Feb 22-23	93.6%	95.0%	80.7%
17	Jun 6-7	93.4%	95.9%	70.5%
18	Jun 13-14	92.4%	95.2%	66.6%
19	Jan 17-19	91.8%	94.1%	71.4%
20	Feb 28-Mar 1	89.0%	90.9%	71.9%
21	Jan 24-25	88.8%	91.6%	63.2%
22	May 9-10	88.5%	92.1%	56.4%
23	Jan 31-Feb 1	87.3%	90.1%	62.5%
24	Feb 8-9	85.9%	88.5%	62.1%
25	Jan 3-4	85.3%	88.6%	56.0%
26	Jan 10-11	82.1%	84.8%	57.6%

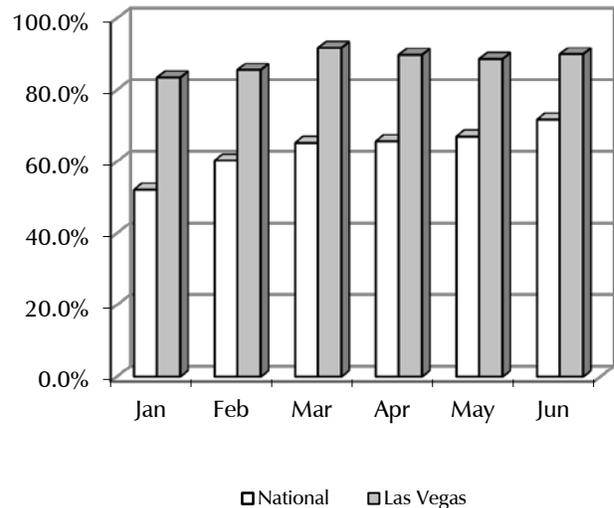
SOURCE: Las Vegas Convention and Visitors Authority

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	52.2%	83.5%	31.3
Feb	60.3%	85.6%	25.3
Mar	65.3%	91.8%	26.5
Apr	65.7%	89.8%	24.1
May	67.0%	88.7%	21.7
Jun	71.7%	90.0%	18.3
Year-to-Date	63.7%	88.2%	24.5

Las Vegas vs. U.S. National Occupancy



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

GAMING SUMMARY

CLARK COUNTY GROSS GAMING REVENUE

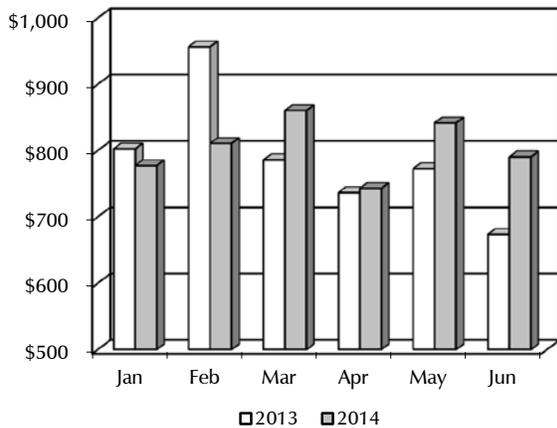
The table below shows Clark County's gross gaming revenue for the first six months of 2014 compared to the same time period in 2013.

Month	2013	2014	Percent Change
Jan	\$802,504,000	\$777,210,000	(3.2%)
Feb	956,464,000	810,734,000	(15.2%)
Mar	785,912,000 r	860,450,000	9.5%
Apr	736,313,000 r	742,704,000	0.9%
May	772,620,000 r	841,632,000	8.9%
Jun	673,640,000 r	790,410,000	17.3%
Total	\$4,727,453,000 r	\$4,823,140,000	2.0%

r = Revised

Clark County Gross Gaming Revenue

Millions



SOURCE: Nevada Gaming Control Board

LAS VEGAS MONTHLY EMPLOYMENT INDEX

Leisure and Hospitality Industry

The following chart contains the monthly employment statistics for the Las Vegas Metropolitan Statistical Area (MSA) in the Leisure and Hospitality industry for the first half of 2014. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	266,000	30.7%	22.2%
Feb	268,000	30.8%	22.2%
Mar	272,500	31.3%	22.5%
Apr	273,100	31.4%	22.5%
May	274,500	31.5%	22.6%
Jun	274,700	31.5%	22.5%

SOURCE: Nevada Department of Employment, Training and Rehabilitation

LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

The analysis below divides the monthly gross gaming revenue for the Las Vegas core areas encompassing the Strip, Downtown and Boulder Strip casinos by the monthly visitor volume.

Month	2013	2014	Percent Change
Jan	\$203	\$181	(11.1%)
Feb	265	210	(20.8%)
Mar	174	184	6.3%
Apr	170	168	(1.5%)
May	176	193	9.2%
Jun	157	184	17.5%
Total	\$189	\$186	(1.6%)

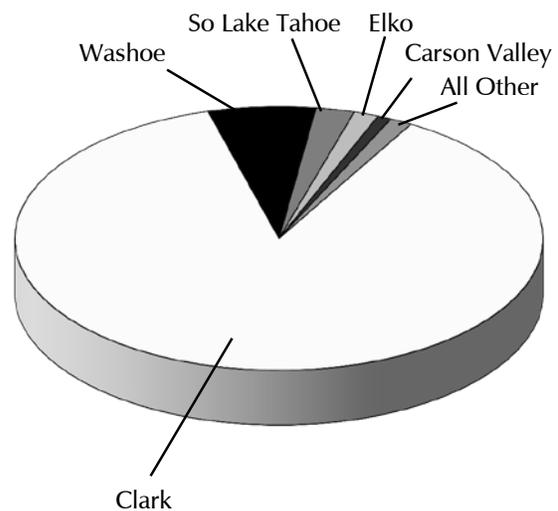
SOURCE: Las Vegas Convention and Visitors Authority

NEVADA TAXABLE GAMING REVENUE

First Six Months 2014 - County Analysis

County	January - June	Percent of Total State
Clark	\$4,823,134,587	87.3%
Washoe	363,168,361	6.6%
Elko	130,558,487	2.4%
So Lake Tahoe Area	83,002,982	1.5%
Carson Valley Area	47,330,624	0.9%
All Other	75,395,937	1.4%
Total State	\$5,522,590,978	100.0%

Nevada Taxable Gaming Revenue



SOURCE: Nevada Gaming Control Board - Quarterly Report

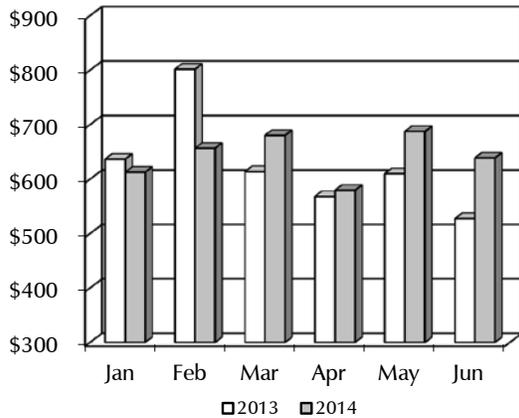
GAMING SUMMARY

CLARK COUNTY MSA* GROSS GAMING REVENUE

	2013	2014	Percent Change
Jan	\$636,604,000	\$612,504,000	(3.8%)
Feb	\$801,725,000	\$656,775,000	(18.1%)
Mar	\$613,597,000	\$680,291,000	10.9%
Apr	\$568,042,000 r	\$579,300,000	2.0%
May	\$609,921,000 r	\$687,401,000	12.7%
Jun	\$527,312,000 r	\$638,798,000	21.1%
Total	\$3,757,201,000 r	\$3,855,069,000	2.6%

Millions

r = Revised



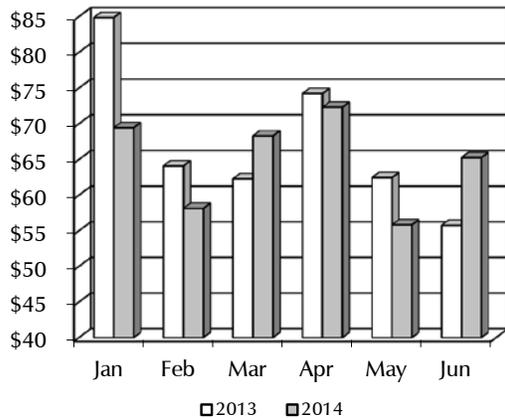
* Clark County MSA gross gaming revenue includes all non-restricted locations in the areas of Boulder Strip, Downtown Las Vegas and Las Vegas Strip.

BOULDER STRIP GROSS GAMING REVENUE

	2013	2014	Percent Change
Jan	\$84,854,000	\$69,438,000	(18.2%)
Feb	\$64,092,000	\$58,125,000	(9.3%)
Mar	\$62,296,000	\$68,303,000	9.6%
Apr	\$74,230,000 r	\$72,313,000	(2.6%)
May	\$62,464,000 r	\$55,827,000	(10.6%)
Jun	\$55,752,000 r	\$65,247,000	17.0%
Total	\$403,688,000 r	\$389,253,000	(3.6%)

r = Revised

Millions

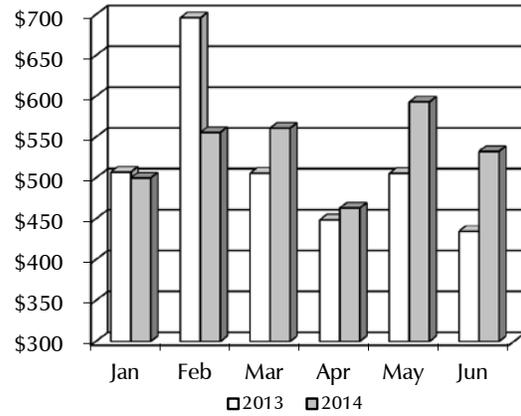


LAS VEGAS STRIP GROSS GAMING REVENUE

	2013	2014	Percent Change
Jan	\$507,002,000	\$499,833,000	(1.4%)
Feb	\$696,102,000	\$555,675,000	(20.2%)
Mar	\$505,602,000 r	\$560,771,000	10.9%
Apr	\$448,590,000	\$462,919,000	3.2%
May	\$505,445,000	\$592,963,000	17.3%
Jun	\$434,748,000	\$532,363,000	22.5%
Total	\$3,097,489,000 r	\$3,204,524,000	3.5%

Millions

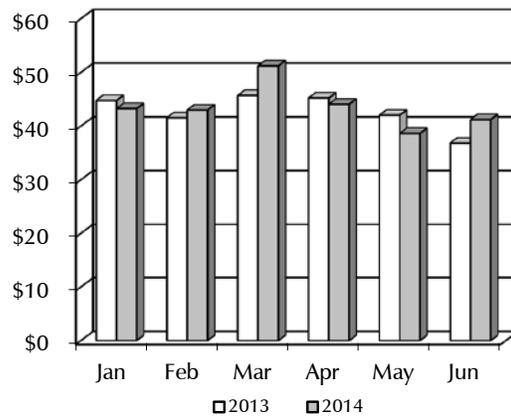
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DOWNTOWN GROSS GAMING REVENUE

	2013	2014	Percent Change
Jan	\$44,748,000	\$43,233,000	(3.4%)
Feb	\$41,531,000	\$42,975,000	3.5%
Mar	\$45,699,000	\$51,217,000	12.1%
Apr	\$45,222,000	\$44,068,000	(2.6%)
May	\$42,012,000	\$38,611,000	(8.1%)
Jun	\$36,812,000	\$41,188,000	11.9%
Total	\$256,024,000	\$261,292,000	2.1%

Millions



SOURCE: Nevada Gaming Control Board

AIRLINE STATISTICS

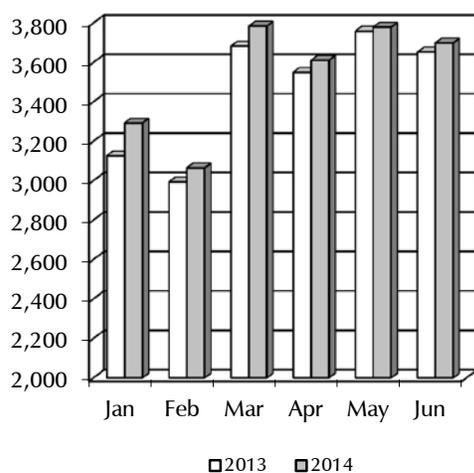
LAS VEGAS McCARRAN INT'L AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

Las Vegas McCarran International Airport experienced a +2.2% increase in total passenger traffic during the first six months of 2014. An analysis of the monthly data follows:

Month	2013	2014	Percentage Change
Jan	3,124,987	3,291,478	5.3%
Feb	2,992,872	3,063,639	2.4%
Mar	3,682,330	3,784,028	2.8%
Apr	3,548,947	3,609,875	1.7%
May	3,757,979	3,777,994	0.5%
Jun	3,651,968	3,698,373	1.3%
Total	20,759,083	21,225,387	2.2%

Total Enplaned/Deplaned Passengers

Thousands



SOURCE: Las Vegas McCarran International Airport

AIRLINE PASSENGERS AS % OF TOTAL VISITOR MARKET FOR LAS VEGAS

Month	Visitors 2014	% of Visitors Utilizing Air Transportation	Net Chg From 2013
Jan	3,388,296	39.1%	(1.1)
Feb	3,131,305	40.4%	(0.7)
Mar	3,688,357	42.1%	(1.0)
Apr	3,456,703	42.2%	(1.0)
May	3,566,741	43.3%	(1.5)
Jun	3,468,069	41.9%	(1.0)
Total	20,699,471	41.5%	(1.1)

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

SCHEDULED AIRLINES AVERAGE DAILY SEAT CAPACITY

Month	2013	2014	Percentage Change
Jan	62,433	63,955	2.4%
Feb	63,714	64,807	1.7%
Mar	67,722	69,077	2.0%
Apr	69,178	69,452	0.4%
May	70,595	70,642	0.1%
Jun	70,954	71,007	0.1%
Average	67,433	68,157	1.1%

r = Revised

SCHEDULED AIRLINES AVERAGE DAILY FLIGHTS

Inbound Only

Month	2013	2014	Percentage Change
Jan	422	427	1.2%
Feb	428	432	0.9%
Mar	457	460	0.7%
Apr	460	461	0.2%
May	467	465	(0.4%)
Jun	468	470	0.4%
Average	450	453	0.5%

SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2013	2014	Percentage Change
Jan	137	133	(2.9%)
Feb	135	132	(2.2%)
Mar	137	136	(0.7%)
Apr	135	136	0.7%
May	131	134	2.3%
Jun	134	133	(0.7%)
Average	135	134	(0.6%)

SOURCE: Innovata schedule data via Diio, LLC

TOP FIVE SCHEDULED AIRLINES AIR PASSENGERS - JUNE YTD

Airline	2013	2014	Percentage Change
Southwest	8,228,348	8,318,253	1.1%
United	1,855,377	1,890,871	1.9%
Delta	1,951,679	1,843,701	(5.5%)
American	1,290,319	1,326,044	2.8%
Allegiant	1,158,399	1,113,793	(3.9%)

SOURCE: Las Vegas McCarran International Airport

AIRLINE STATISTICS

TOP 50 CITY MARKETS FOR AIRLINE TRAVEL TO LAS VEGAS

City	Arriving Passengers					
	2011	% of Total	2012	% of Total	2013	% of Total
1 Los Angeles, CA *	1,243,403	8.5%	1,247,308	8.6%	1,214,925	8.4%
2 San Francisco, CA *	1,105,656	7.6%	1,161,429	8.0%	1,092,524	7.6%
3 New York, NY *	778,323	5.3%	731,209	5.0%	733,795	5.1%
4 Chicago, IL *	616,635	4.2%	657,955	4.5%	616,609	4.3%
5 Denver, CO	462,836	3.2%	467,571	3.2%	501,905	3.5%
6 Dallas, TX *	433,551	3.0%	430,670	3.0%	437,576	3.0%
7 Seattle/Tacoma, WA	428,700	2.9%	412,121	2.8%	429,297	3.0%
8 Washington, DC *	398,430	2.7%	378,539	2.6%	409,093	2.8%
9 Detroit, MI	355,936	2.4%	351,415	2.4%	358,038	2.5%
10 Houston, TX *	329,732	2.3%	305,580	2.1%	349,912	2.4%
11 Phoenix, AZ *	329,783	2.3%	405,861	2.8%	340,608	2.4%
12 San Diego, CA	281,004	1.9%	338,210	2.3%	333,062	2.3%
13 Minneapolis/St. Paul, MN	275,718	1.9%	289,184	2.0%	307,083	2.1%
14 Portland, OR	261,432	1.8%	302,472	2.1%	290,107	2.0%
15 Philadelphia, PA	229,255	1.6%	241,746	1.7%	287,190	2.0%
16 Atlanta, GA	274,425	1.9%	273,571	1.9%	281,395	2.0%
17 Miami, FL *	234,703	1.6%	235,254	1.6%	257,969	1.8%
18 Honolulu/Oahu, HI	219,921	1.5%	225,687	1.5%	218,495	1.5%
19 Bellingham, WA	205,896	1.4%	216,533	1.5%	213,499	1.5%
20 Reno, NV	194,970	1.3%	202,320	1.4%	212,443	1.5%
21 Boston, MA	185,360	1.3%	189,549	1.3%	210,234	1.5%
22 Sacramento, CA	208,467	1.4%	207,577	1.4%	205,254	1.4%
23 Salt Lake City, UT	185,146	1.3%	186,472	1.3%	174,449	1.2%
24 Austin, TX	137,606	0.9%	133,301	0.9%	144,013	1.0%
25 St. Louis, MO	156,875	1.1%	148,944	1.0%	143,744	1.0%
26 San Antonio, TX	150,303	1.0%	147,130	1.0%	139,519	1.0%
27 Kansas City, MO	160,116	1.1%	153,279	1.1%	139,267	1.0%
28 Orlando, FL	148,079	1.0%	144,924	1.0%	138,268	1.0%
29 Milwaukee, WI	206,353	1.4%	163,595	1.1%	130,396	0.9%
30 Pittsburgh, PA	136,473	0.9%	135,762	0.9%	126,237	0.9%
31 Indianapolis, IN	133,449	0.9%	126,357	0.9%	125,966	0.9%
32 Charlotte-Douglas, NC	108,098	0.7%	102,875	0.7%	114,817	0.8%
33 Tampa, FL	129,674	0.9%	127,969	0.9%	112,951	0.8%
34 Albuquerque, NM	102,594	0.7%	111,470	0.8%	112,718	0.8%
35 Cleveland, OH	144,243	1.0%	112,058	0.8%	111,475	0.8%
36 Buffalo, NY	101,432	0.7%	107,784	0.7%	109,551	0.8%
37 Columbus, OH	115,377	0.8%	115,982	0.8%	105,645	0.7%
38 Nashville, TN	102,268	0.7%	95,695	0.7%	103,045	0.7%
39 Omaha, NE	93,407	0.6%	88,463	0.6%	87,364	0.6%
40 Tucson, AZ	88,733	0.6%	91,112	0.6%	86,052	0.6%
41 New Orleans, LA	83,235	0.6%	79,221	0.5%	78,300	0.5%
42 Oklahoma City, OK	84,538	0.6%	77,235	0.5%	76,727	0.5%
43 Raleigh/Durham, NC	85,094	0.6%	81,425	0.6%	73,181	0.5%
44 Stockton, CA	53,007	0.4%	57,348	0.4%	63,368	0.4%
45 Boise, ID	48,069	0.3%	51,693	0.4%	62,687	0.4%
46 El Paso, TX	66,722	0.5%	60,277	0.4%	60,846	0.4%
47 Hartford, CT	73,750	0.5%	65,660	0.5%	58,970	0.4%
48 Fresno, CA	54,756	0.4%	66,210	0.5%	58,646	0.4%
49 Des Moines, IA	48,165	0.3%	51,300	0.4%	56,932	0.4%
50 McAllen, TX	47,345	0.3%	56,637	0.4%	56,537	0.4%

* Note: Area represents multiple airports with the region

Los Angeles Area includes Burbank, Los Angeles, Long Beach, Ontario, Orange County, and Palm Springs Airports

San Francisco Area includes Oakland, San Francisco and San Jose Airports

New York Area includes LaGuardia, JFK, and Newark Airports

Chicago Area includes O'Hare and Midway Airports

Dallas Area includes Fort Worth and Love Airports

Washington, DC Area includes Baltimore, Dulles, and National Airports

Houston Area includes Intercontinental and Hobby Airport

Phoenix Area includes Phoenix and Mesa Airports

Miami Area includes Fort Lauderdale and Miami Airports

INTERNATIONAL VISITATION

INTERNATIONAL VISITORS TO LAS VEGAS BY COUNTRY

Country	2012 r*	Change	% of	2013	Change	% of
		From Prior	Year		Total	From Prior
1 United Kingdom	425,000 _D	1.7%	9.0%	418,000 _D	(1.6%)	8.5%
2 Australia	305,000 _D	19.6%	6.5%	348,000 _D	14.1%	7.0%
3 China/Hong Kong	263,000 _D	39.9%	5.6%	300,000 _D	14.1%	6.1%
4 France	210,000 _D	0.5%	4.5%	211,000 _D	0.5%	4.3%
5 Germany	210,000 _D	5.5%	4.5%	201,000 _D	(4.3%)	4.1%
6 Brazil	161,000	21.1%	3.4%	187,000 _D	16.1%	3.8%
7 South Korea	164,000 _D	24.2%	3.5%	171,000 _D	4.3%	3.5%
8 Japan	111,000 _D	3.7%	2.4%	108,000 _D	(2.7%)	2.2%
All Other Overseas	859,000 _r	(25.1%)	18.2%	907,000 _D	5.6%	18.4%
TOTAL OVERSEAS	2,708,000	(2.9%)	57.4%	2,851,000	5.3%	57.7%
Canada ^A	1,707,000 _r	N/A	36.2%	1,787,000	4.7%	36.2%
Mexico Air ^B	304,000 _r	N/A	6.4%	303,000 ^C	(0.3%)	6.1%
INT'L GRAND TOTAL	4,719,000_r	6.8%	100.0%	4,941,000	4.7%	100.0%

r = Revised

*Updated methodology in 2013 with retroactive revisions to 2012. Canadian and Mexican visitation estimates prior to 2012 are not comparable.

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

B Mexico includes Survey of International Air Travelers data only for AIR visitors filling out a INS I-94 form, (beyond the 40 kilometer US Border Zone); it does NOT include Mexican visitors that DRIVE into the US.

C Total Mexico Air to Las Vegas is based on a rolling average of historic proportions of air passenger counts to Las Vegas via direct routes.

D Estimates are based on a 3-year rolling average of data from the Survey of International Air Travelers.

SOURCES: U.S. Department of Commerce, National Travel & Tourism Office, Survey of International Air Travelers (SIAT); Las Vegas Convention and Visitors Authority

TRANSPORTATION STATISTICS

LAS VEGAS AUTO TRAFFIC

The average daily traffic flow of automobiles traveling on the major highways leading in and out of Las Vegas decreased by -0.1% during the first six months of 2014. A monthly breakdown follows:

Northeast Traffic (I-15 at Apex)

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	22,755	20,598	(9.5%)
Feb	22,286	21,338	(4.3%)
Mar	25,255	25,235	(0.1%)
Apr	24,939	26,436	6.0%
May	23,836	25,334	6.3%
Jun	26,804	27,096	1.1%
Average	24,312	24,340	0.1%

e = Estimate

Northwest Traffic (U.S. 95 at Mercury)

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	12,064	11,996	(0.6%)
Feb	11,508	12,232	6.3%
Mar	12,340	12,398	0.5%
Apr	12,248	12,451	1.7%
May	12,527	12,420	(0.9%)
Jun	13,197	13,771	4.3%
Average	12,314	12,545	1.9%

Southeast Traffic (U.S. 95 at Searchlight)

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	5,757	5,940	3.2%
Feb	6,376	6,605	3.6%
Mar	7,553	7,397	(2.1%)
Apr	7,296	7,362	0.9%
May	6,365	6,374	0.1%
Jun	6,168	6,237	1.1%
Average	6,586	6,653	1.0%

Southeast Traffic (Hoover Dam Bridge)

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	13,435	14,304	6.5%
Feb	14,639	15,456	5.6%
Mar	19,241	18,526	(3.7%)
Apr	17,213	17,826	3.6%
May	17,498	16,968	(3.0%)
Jun	17,413	17,380	(0.2%)
Average	16,573	16,743	1.0%

LAS VEGAS AUTO TRAFFIC

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

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	37,692	36,923	(2.0%)
Feb	37,584	37,063	(1.4%)
Mar	42,847	40,479	(5.5%)
Apr	41,350	43,460	5.1%
May	42,687	41,292	(3.3%)
Jun	47,295	46,732	(1.2%)
Average	41,576	40,992	(1.4%)

Total (All Major Highways)

Month	Average Daily Flow*		Percentage
	2013	2014	Change
Jan	91,703	89,761	(2.1%)
Feb	92,393	92,694	0.3%
Mar	107,236	104,035	(3.0%)
Apr	103,046	107,535	4.4%
May	102,913	102,388	(0.5%)
Jun	110,877	111,216	0.3%
Average	101,361	101,272	(0.1%)

e = Estimate

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

SOURCE: Nevada Department of Transportation - Traffic Section

NUMBER OF TAXICAB TRIPS IN CLARK COUNTY

Month	Average Daily Flow		Percentage
	2013	2014	Change
Jan	2,215,312	2,292,191	3.5%
Feb	2,020,589	2,057,833	1.8%
Mar	2,364,816	2,622,818	10.9%
Apr	2,222,712	2,282,896	2.7%
May	2,460,383	2,624,549	6.7%
Jun	2,385,865	2,452,560	2.8%
Total	13,669,677	14,332,847	4.9%

SOURCE: State of Nevada Taxicab Authority

ROOM TAX & SALES TAX REVENUE

LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$121.6 million during the first six months of 2014, an increase of +12.6% when compared with the same period in 2013.

Month	2013	2014	Percentage Change
Jan	\$17,625,132	\$19,075,282	8.2%
Feb	14,651,022	17,274,489	17.9%
Mar	19,146,568	24,184,895	26.3%
Apr	19,456,190	20,379,856	4.7%
May	19,362,849	21,969,651	13.5%
Jun	17,794,273	18,722,384	5.2%
Total	\$108,036,034	\$121,606,558	12.6%

SOURCE: Las Vegas Convention and Visitors Authority

ROOM TAX REVENUE EARNED BY ENTITY

First Six Months - 2014

An analysis of the collection of room tax revenue by the various entities in Clark County is listed in the following table.

Entity	Dollar Amount	Percentage Change From 2013	Share of Total Collected
County	\$112,547,302	12.2%	92.6%
Las Vegas	5,854,383	21.1%	4.8%
Others (1)	3,204,873	12.5%	2.6%
Total	\$121,606,558	12.6%	100.0%

(1) "Others" includes: Boulder City, Mesquite, Henderson and North Las Vegas

SOURCE: Las Vegas Convention and Visitors Authority

LAS VEGAS HOTEL/MOTEL ACCOMMODATION SUMMARY

As of June 30, 2014

	Number of Properties	Rooms	Percent
Hotels	160	134,577	90.1%
Motels	128	14,720	9.9%
Total	288	149,297	100.0%

SOURCE: Las Vegas Convention and Visitors Authority

TOTAL CLARK COUNTY TAXABLE SALES

According to figures compiled by the State Department of Taxation, retail sales transactions in Clark County exceeded \$17.8 billion during the first six months of 2014, an increase of +9.4% from 2013 levels.

Clark County Taxable Sales

Month	2013	2014	Percentage Change
Jan	\$2,522,777,350	\$2,626,082,162	4.1%
Feb	2,414,452,310	2,666,569,364	10.4%
Mar	2,982,307,687	3,343,434,038	12.1%
Apr	2,695,227,091	2,913,486,981	8.1%
May	2,842,390,517	3,204,104,586	12.7%
Jun	2,847,398,562	3,076,433,282	8.0%
Total	\$16,304,553,517	\$17,830,110,413	9.4%

SOURCE: State of Nevada - Department of Taxation

CLARK COUNTY TAXABLE SALES

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

Month	2013	2014	Percentage Change
Jan	\$679,868,685 r	\$748,140,475	10.0%
Feb	650,810,079 r	722,075,592	11.0%
Mar	804,362,173 r	893,582,308	11.1%
Apr	786,857,732 r	741,232,284	(5.8%)
May	812,772,041 r	874,735,710	7.6%
Jun	768,795,240 r	808,896,964	5.2%
Total	\$4,503,465,950 r	\$4,788,663,333	6.3%

r = Revised

*Accommodations category reflects all sales tax derived from hotel-owned revenue centers (i.e. gift shop, catering, room service, retail outlets and hotel-owned restaurants) excluding lodging. Restaurants that are owned independently are categorized in "Food Services and Drinking Places."

SOURCE: State of Nevada - Department of Taxation

ECONOMIC INDICATORS & OTHER

VISITORS TO HOOVER DAM

Month			Percentage
	2013	2014	Change
Jan	40,999	44,649	8.9%
Feb	47,052	45,916	(2.4%)
Mar	77,323	70,469	(8.9%)
Apr	68,421	68,517	0.1%
May	60,474	57,098	(5.6%)
Jun	75,470	67,386	(10.7%)
Total	369,739	354,035	(4.2%)

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

VISITORS TO RED ROCK CANYON

Month			Percentage
	2013	2014	Change
Jan	10,532	13,664	29.7%
Feb	8,565	23,551	175.0%
Mar	28,504	36,289	27.3%
Apr	23,120	37,345	61.5%
May	18,916	19,641	3.8%
Jun	23,597	27,113	14.9%
Total	113,234	157,603	39.2%

SOURCE: State of Nevada - Parks Division

VISITORS TO LAKE MEAD

Month			Percentage
	2013	2014	Change
Jan	317,851	321,723	1.2%
Feb	333,736	348,356	4.4%
Mar	452,207	458,441	1.4%
Apr	642,934	553,738	(13.9%)
May	756,441	631,920	(16.5%)
Jun	873,323	723,162	(17.2%)
Total	3,376,492	3,037,340	(10.0%)

SOURCE: U.S. Dept. of Interior-Nat'l Park

VISITORS TO VALLEY OF FIRE

Month			Percentage
	2013	2014	Change
Jan	27,849	39,159	40.6%
Feb	36,032	41,452	15.0%
Mar	58,077	58,743	1.1%
Apr	56,882	61,626	8.3%
May	51,836	54,288	4.7%
Jun	36,943	53,638	45.2%
Total	267,619	308,906	15.4%

SOURCE: State of Nevada - Parks Division

UNEMPLOYMENT RATE *

Month	U.S.		Las Vegas	
	2013	2014	2013	2014
Jan	7.9%	6.6%	10.7% r	8.9%
Feb	7.7%	6.7%	10.6% r	8.7%
Mar	7.5% r	6.7%	10.5% r	8.8%
Apr	7.5%	6.3%	10.4% r	8.5%
May	7.5% r	6.3%	10.2% r	7.9%
Jun	7.5% r	6.1%	10.1% r	7.9%

* Seasonally adjusted rate r = Revised

SOURCES: U.S. Department of Labor and NV Dept. of Employment, Training and Rehabilitation

CONSUMER CONFIDENCE INDEX

Composite Series: (1985=100)

Month			Percentage
	2013	2014	Change
Jan	58.4	79.4	36.0%
Feb	68.0	78.3	15.1%
Mar	61.9	83.9	35.5%
Apr	69.0	81.7	18.4%
May	74.3	82.2	10.6%
Jun	82.1	86.4	5.2%

SOURCE: The Conference Board

UNITED STATES CONSUMER PRICE INDEX (CPI)

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

Month			Percentage
	2013	2014	Change
Jan	230.3	233.9	1.6%
Feb	232.2	234.8	1.1%
Mar	232.8	236.3	1.5%
Apr	232.5	237.1	2.0%
May	232.9	237.9	2.1%
Jun	233.5	238.3	2.1%
Average	232.4	236.4	1.7%

SOURCE: U.S. Department of Labor

TRAVEL PRICE INDEX (TPI)

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

Month			Percentage
	2013	2014	Change
Jan	266.0	267.6	0.6%
Feb	273.6	272.2	(0.5%)
Mar	278.4	280.0	0.6%
Apr	277.6	283.8	2.2%
May	281.9	291.4	3.4%
Jun	284.8	292.6	2.7%
Average	277.1	281.3	1.5%

SOURCE: U.S. Travel Association

LAUGHLIN, NEVADA

LAUGHLIN VISITOR STATISTICS

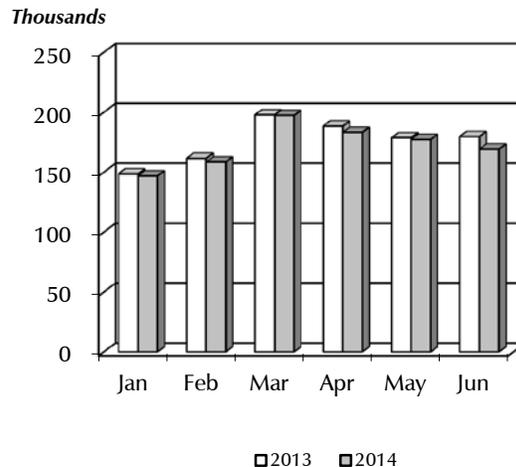
Tourism Indicator	January - June		Change
	2013	2014	
Visitor Volume	1,054,718	1,032,219	(2.1%)
Room Inventory	10,333	10,275	(0.6%)
Occupancy Level	61.3%	62.4%	1.1
Average Daily Room Rate	\$43.22	\$43.89	1.6%
Revenue Per Available Room (RevPAR)	\$26.85	\$27.39	2.0%
Room Nights Occupied	1,146,963	1,164,982	1.6%
Gross Gaming Revenue	\$243,554,000	\$241,668,000	(0.8%)
Laughlin/Bullhead City Air Passengers	123,047	121,948	(0.9%)
Average Daily Traffic: Hwy 163	4,225	4,271	1.1%

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

VISITOR VOLUME - LAUGHLIN

During the first six months of 2014, more than 1 million people visited Laughlin, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of the Laughlin visitor volume in the following chart:

Month	2013	2014	Percentage Change
Jan	148,503	146,810	(1.1%)
Feb	161,592	158,464	(1.9%)
Mar	197,749	197,281	(0.2%)
Apr	188,453	183,168	(2.8%)
May	178,688	177,275	(0.8%)
Jun	179,733	169,221	(5.8%)
Total	1,054,718	1,032,219	(2.1%)



SOURCE: Las Vegas Convention and Visitors Authority

WWW.VISITLAUGHLIN.COM

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

LAUGHLIN VISITOR PROFILE STUDY

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 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.

LAUGHLIN, NEVADA

LAUGHLIN OCCUPANCY

Presented below is the Laughlin occupancy analysis for the first six months of 2014.

Month	Occupancy Percentage		Net Change
	2013	2014	
Jan	48.0%	49.4%	1.4
Feb	60.1%	61.2%	1.1
Mar	67.6%	70.2%	2.6
Apr	66.4%	66.9%	0.5
May	61.6%	63.9%	2.3
Jun	64.4%	62.9%	(1.5)
Total	61.3%	62.4%	1.1

LAUGHLIN ADR

Month	2013	2014	Percentage
			Change
Jan	\$37.08	\$39.50	6.5%
Feb	41.55	41.92	0.9%
Mar	40.59	41.44	2.1%
Apr	50.74	51.43	1.4%
May	45.22	46.73	3.3%
Jun	45.54	41.05	(9.9%)
Total	\$43.22	\$43.89	1.6%

LAUGHLIN RevPAR

Month	2013	2014	Percentage
			Change
Jan	\$17.80	\$19.51	9.6%
Feb	24.97	25.66	2.7%
Mar	27.44	29.09	6.0%
Apr	33.69	34.41	2.1%
May	27.86	29.86	7.2%
Jun	29.33	25.82	(12.0%)
Total	\$26.85	\$27.39	2.0%

SOURCE: Las Vegas Convention and Visitors Authority

LAUGHLIN GROSS GAMING REVENUE

Month	2013	2014	Percentage
			Change
Jan	\$38,214,000	\$39,945,000	4.5%
Feb	42,272,000	40,137,000	(5.1%)
Mar	43,509,000	47,139,000	8.3%
Apr	44,640,000	42,722,000	(4.3%)
May	40,258,000	38,288,000	(4.9%)
Jun	34,661,000	33,437,000	(3.5%)
Total	\$243,554,000	\$241,668,000	(0.8%)

SOURCE: Nevada Gaming Control Board

LAUGHLIN AUTO TRAFFIC

(State Route 163)

The Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route 163, 1/2 mile east of Interstate 95. This marketing tool can be utilized to study the automobile volume along a major highway that leads to the Laughlin Area.

The following chart contains the traffic volume on State Route 163 for the first six months of 2014.

Month	Average Daily Traffic		Percentage Change
	2013	2014	
Jan	3,642	3,710	1.9%
Feb	4,089	4,261	4.2%
Mar	4,659	4,680	0.5%
Apr	4,953	4,905	(1.0%)
May	4,103	4,085	(0.4%)
Jun	3,904	3,986	2.1%
Average	4,225	4,271	1.1%

SOURCE: Nevada Department of Transportation - Traffic Section

LAUGHLIN/BULLHEAD CITY AIRPORT

Enplaned and Deplaned Passengers

Month	2013	2014	Percentage
			Change
Jan	19,020	18,085	(4.9%)
Feb	20,405	20,858	2.2%
Mar	23,351	25,789	10.4%
Apr	21,517	20,861	(3.0%)
May	20,049	20,424	1.9%
Jun	18,705	15,931	(14.8%)
Total	123,047	121,948	(0.9%)

SOURCE: Mojave County Airport Authority

MESQUITE, NEVADA

MESQUITE VISITOR STATISTICS

Tourism Indicator	January - June		Change
	2013	2014	
Visitor Volume	539,198	624,977	15.9%
Room Inventory	1,736	1,735	(0.1%)
Occupancy Level	74.6%	78.5%	-6.6
Average Daily Room Rate	\$62.89	\$53.17	(15.5%)
Revenue Per Available Room (RevPAR)	\$46.96	\$41.92	(10.7%)
Room Nights Occupied	235,493	246,722	4.8%
Gross Gaming Revenue	\$60,564,000	\$58,695,000	(3.1%)
Average Daily Traffic:			
Hwy I-15 at NV/AZ border	22,177	22,580	1.8%

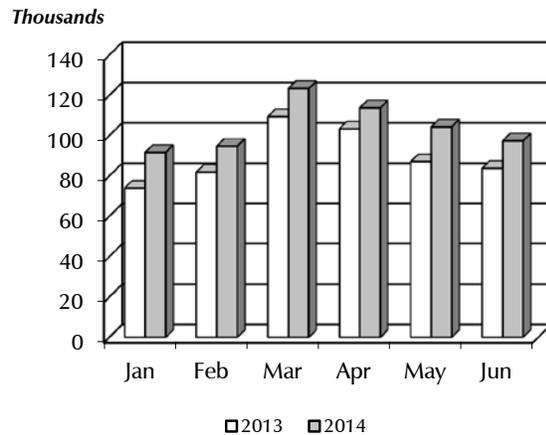
SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT, Nevada Gaming Control Board

MESQUITE VISITOR VOLUME

During the first six months of 2014, nearly 625,000 people visited Mesquite, Nevada. The Las Vegas Convention and Visitors Authority presents a monthly analysis of Mesquite visitor volume in the following chart:

Month	2013	2014	Percentage Change
Jan	73,944	91,609	23.9%
Feb	81,779	94,687	15.8%
Mar	109,368	123,372	12.8%
Apr	103,323	113,719	10.1%
May	87,073	104,286	19.8%
Jun	83,711	97,304	16.2%
Total	539,198	624,977	15.9%

SOURCE: Las Vegas Convention and Visitors Authority



WWW.VISITMESQUITE.COM

To promote Mesquite, the Las Vegas Convention and Visitors Authority maintains the web site, VisitMesquite.com.

The site contains detailed information about lodging and attractions in Mesquite, and emphasizing the destination's laid back inviting atmosphere.

MESQUITE VISITOR PROFILE STUDY

During the calendar year of 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.

MESQUITE, NEVADA

MESQUITE OCCUPANCY

Presented below is the Mesquite occupancy analysis for the first six months of 2014.

Month	2013	2014	Net Change
Jan	59.7%	67.2%	7.5
Feb	73.1%	76.9%	3.8
Mar	88.3%	90.5%	2.2
Apr	86.2%	86.2%	0.0
May	70.3%	76.5%	6.2
Jun	70.2%	73.8%	3.6
Total	74.6%	78.5%	3.9

MESQUITE ADR

Month	2013	2014	Percentage Change
Jan	\$54.71	\$50.74	(7.3%)
Feb	67.94	\$53.41	(21.4%)
Mar	70.57	\$55.52	(21.3%)
Apr	63.81	\$56.17	(12.0%)
May	63.12	\$55.82	(11.6%)
Jun	53.80	\$47.40	(11.9%)
Total	\$62.89	\$53.17	(15.5%)

MESQUITE RevPAR

Month	2013	2014	Percentage Change
Jan	\$32.66	\$34.10	4.4%
Feb	49.66	41.07	(17.3%)
Mar	62.31	50.25	(19.4%)
Apr	55.00	48.42	(12.0%)
May	44.37	42.70	(3.8%)
Jun	37.77	34.98	(7.4%)
Total	\$46.96	\$41.92	(10.7%)

SOURCE: Las Vegas Convention and Visitors Authority

MESQUITE GAMING REVENUE

Month	2013	2014	Percentage Change
Jan	\$9,904,000	\$9,864,000	(0.4%)
Feb	9,936,000	10,049,000	1.1%
Mar	12,565,000	11,438,000	(9.0%)
Apr	10,538,000	10,099,000	(4.2%)
May	9,474,000	9,628,000	1.6%
Jun	8,147,000	7,617,000	(6.5%)
Total	\$60,564,000	\$58,695,000	(3.1%)

SOURCE: Nevada Gaming Control Board

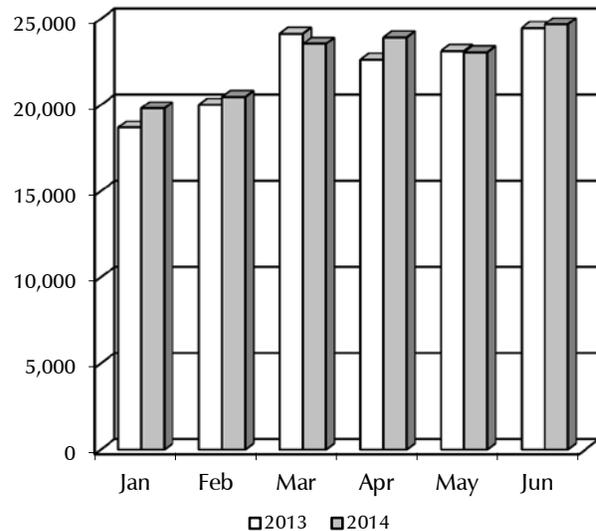
MESQUITE AUTO TRAFFIC

(I-15 at NV/AZ border)

The State of Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route I-15 at NV/AZ border. This marketing tool is used to measure trends in automobile volume headed into the Mesquite area.

Month	Average Daily Traffic		Percentage Change
	2013	2014	
Jan	18,692	19,806	6.0%
Feb	20,010	20,461	2.3%
Mar	24,135	23,554	(2.4%)
Apr	22,634	23,927	5.7%
May	23,127	23,052	(0.3%)
Jun	24,461	24,679	0.9%
Average	22,177	22,580	1.8%

Mesquite Average Daily Traffic



SOURCE: State of Nevada Department of Transportation - Traffic Section

LVCVA PUBLICATIONS

LVCVA TOURISM STATISTICS

Many of the statistics and reports listed below can be viewed and downloaded from the Las Vegas Convention and Visitor Authority's web site at www.LVCVA.com.

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

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 S Grand Central Pkwy, Ste 3012

Las Vegas, NV 89155

(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 S Maryland Pkwy, Box 456002

Las Vegas, NV 89154-6002

(702) 895-3191

www.cber.unlv.edu

CBER was established to aid businesses and agencies by providing information that encompasses aspects of the business community including private, commercial and residential development, public transportation and communication systems. Their publications are available online.

Nevada Department of Transportation

123 E Washington

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.detr.state.nv.us

Distributes information on Nevada employment statistics such as labor force estimates, wage surveys and employment guides. The "Nevada Economy In Brief" is published by this agency, among many other documents.

McCarran International Airport

P.O. Box 11005

Las Vegas, NV 89111-1005

(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.