



**2014**

*Year-End Summary*

*Volume 42 - Number 160*

***Marketing Bulletin***

# LAS VEGAS MARKETING BULLETIN

Year-End 2014: Volume 42, Number 160

Las Vegas Convention and Visitors Authority  
3150 Paradise Road Las Vegas, NV 89109-9096  
(702) 892-0711

VegasMeansBusiness.com  
VisitLaughlin.com

LVCVA.com

LasVegas.com  
VisitMesquite.com

## BOARD OF DIRECTORS

*As of December 31, 2014*

*Chair* - Commissioner Tom Collins  
*Vice Chair* - Commissioner Lawrence Weekly  
*Secretary* - Mr. Charles Bowling  
*Treasurer* - Mr. Tom Jenkin  
Mr. John Caparella  
Mayor Carolyn G. Goodman  
Mayor Andy Hafen

Mr. Gregory Lee  
Mayor John Lee  
Ms. Kristin McMillan  
Mr. Bill Noonan  
Councilman George Rapson  
Councilman Steven D. Ross  
Mayor Pro Tem Cam Walker

## SENIOR EXECUTIVE AND MARKETING STAFF

*President/CEO* - Rossi T. Ralenkotter  
*Senior Vice President of Marketing* - Cathy Tull  
*Vice President of Brand Strategy* - Caroline Coyle

## MARKETING BULLETIN STAFF

*Senior Director of Strategic Research & Analytics*  
Kevin M. Bagger

*Senior Research Manager*  
Scott Russell

*Research Analysts*  
Jill Reynolds  
Gina Zozaya

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.

# TABLE OF CONTENTS

<b>Las Vegas, Nevada</b>		<b>Room Tax Revenue</b>	
<b>Las Vegas Executive Summary</b>	2	LVCVA Room Tax Revenue Earned	20
<b>Visitor Statistics</b>		Room Tax Revenue Annual Analysis	20
Las Vegas Visitor Volume	3	Room Tax Earned by Entity	20
Visitor Volume By Quarter	3	Room Tax Distribution	21
Visitor Volume Historical Review	3	<b>Sales Tax Revenue</b>	
Las Vegas Visitor Segmentation Analysis	4	Historical Las Vegas Hotel/Motel Room Inventory	22
Las Vegas Room Nights Occupied	4	Total Clark County Taxable Sales	22
Largest Hotels in the U.S.	4	Taxable Sales - Eating, Drinking & Accommodation	22
Las Vegas Hotel/Motel Room Inventory	4	<b>Other Tourism Stats</b>	
U.S. Cities Inventory Ranking	4	Visitors to Red Rock Canyon & Valley of Fire	23
<b>Convention Analysis</b>		Visitors to Hoover Dam & Lake Mead	23
Convention Analysis by Number of Delegates	5	<b>Las Vegas Visitor Profile Highlights</b>	24
Las Vegas Trade Shows/Meetings & Conventions	5	<b>Digital Marketing</b>	
Conventions Held & Attendance	5	LasVegas.com	25
Historical Citywide Convention Data	6	VegasMeansBusiness.com	25
Historical Las Vegas Convention Center Data	6	LVCVA.com	25
<b>Gaming Summary</b>		VisitLaughlin.com	25
Clark County Gross Gaming Revenue	7	VisitMesquite.com	25
Historical Clark County Gross Gaming Revenue	7		
Las Vegas Monthly Employment Index	8	<b>Laughlin, Nevada</b>	
Casino Revenue Distribution Analysis	8	Laughlin Executive Summary	26
Historical Clark County Employment Analysis	8	Laughlin Visitor Profile Highlights	26
Casino Location Analysis	8	Laughlin Visitor Volume	27
Las Vegas Gaming Revenue Per Visitor Analysis	9	Historical Laughlin Visitor Volume	27
Historical Las Vegas Gaming Rev. Per Visitor Analysis	9	Laughlin Occupancy, ADR & RevPAR Summary	27
Top 10 U.S. Casino Gaming Revenue	9	Laughlin Weekend Occupancy Rankings	28
Las Vegas Strip & Downtown Gaming Revenue	10	Laughlin Room Nights Occupied	28
Boulder Strip & Las Vegas MSA Gaming Revenue	10	Laughlin Midweek & Weekend Occupancy	28
<b>Airline Statistics</b>		Laughlin Daily Auto Traffic	29
McCarran Airport Total En/Deplaned Passengers	11	Laughlin/Bullhead City Airport Passengers	29
Airline Passengers as % of Total Visitor Market	11	Laughlin Gross Gaming Revenue	29
Average Scheduled Daily Flights	11	Historical Laughlin Gross Gaming Revenue	29
Scheduled Airline Average Daily Seat Capacity	11	Historical Laughlin Room Inventory & Occupancy	30
Scheduled Airline Average Non-Stop Markets	11	Historical Laughlin Daily Auto Traffic	30
Historical McCarran Airport Total Passengers	12		
Historical Airline Passengers as % of Visitor Market	12	<b>Mesquite, Nevada</b>	
<b>Transportation Data</b>		Mesquite Executive Summary	31
Principal Highways - Daily Auto Traffic to Las Vegas	13	Mesquite Visitor Profile Highlights	31
Las Vegas Daily Auto Traffic	13	Mesquite Visitor Volume	32
Number of Taxicab Trips in Clark County	13	Mesquite Room Nights Occupied	32
Historical Daily Auto Traffic - All 5 Directions	14	Mesquite Daily Auto Traffic	32
Historical Daily Auto Traffic - I-15 at NV/CA border	14	Mesquite Gaming Revenue	32
<b>Hotel/Motel Occupancy</b>		Mesquite Weekend Occupancy Rankings	33
Occupancy, ADR & RevPAR Summary	15	Mesquite Occupancy, ADR & RevPAR Summary	33
Weekend vs. Midweek Occupancy Summary	16	Historical Mesquite Visitor Volume	34
Las Vegas Occupancy vs. U.S. National Average	17	Historical Mesquite Daily Auto Traffic	34
Citywide Weekend Occupancy Rankings	17	Historical Mesquite Room Inventory & Occupancy	34
Historical Hotel & Motel Occupancy	18	Historical Mesquite Gross Gaming Revenue	34
Historical Weekend & Midweek Occupancy	18		
<b>National Economic &amp; Travel Indicators</b>		<b>LVCVA Publications</b>	35
Unemployment Rate	19	<b>Other Information Sources</b>	36
U.S. Consumer Price Index	19		
Travel Price Index	19		
Consumer Confidence Index	19		

# LAS VEGAS VISITOR STATISTICS

## LAS VEGAS EXECUTIVE SUMMARY

<b>Tourism Indicator</b>	<b>2013</b>	<b>2014</b>	<b>Change</b>
<b>Visitor Volume</b>	39,668,221	41,126,512	3.7%
<b>Room Inventory</b> (as of December 31)	150,593	150,544	0.0%
<b>Conventions</b>			
Attendance	5,107,416	5,169,054	1.2%
Number Held	22,027	22,103	0.3%
<b>Occupancy Levels</b>			
Total	84.3%	86.8%	2.4
Hotel	87.1%	89.1%	2.1
Motel	59.8%	65.0%	5.3
Weekend	91.1%	93.3%	2.1
Midweek	81.4%	83.9%	2.6
Strip Occupancy	86.6%	88.8%	2.2
Downtown Occupancy	75.1%	78.8%	3.7
<b>Average Daily Room Rate</b>	\$110.72	\$116.73	5.4%
Strip	\$119.53	\$125.80	5.2%
Downtown	\$68.55	\$65.78	(4.0%)
<b>Revenue Per Available Room</b>	\$93.38	\$101.23	8.4%
Strip	\$103.52	\$111.63	7.8%
Downtown	\$51.54	\$51.79	0.5%
<b>Total Room Nights Occupied</b>			
Total	46,191,449	47,497,234	2.8%
<b>Gross Gaming Revenue</b>			
Clark County	\$9,674,404,000 r	\$9,554,002,000	(1.2%)
Strip	\$6,506,058,000 r	\$6,372,526,000	(2.1%)
Downtown	\$500,951,000 r	\$511,422,000	2.1%
Boulder Strip	\$786,931,000 r	\$772,838,000	(1.8%)
<b>Enplaned/Deplaned Airline Passengers</b>			
Total	41,857,059	42,869,517	2.4%
<b>Automobile Traffic</b>			
Average Daily Traffic			
All Major Highways	102,246 r	102,823	0.6%
I-15 at CA/NV Border	42,485	42,318	(0.4%)
<b>Room Tax/LVCVA's Portion:</b>	\$210,138,974	\$232,443,537	10.6%

r = Revised

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

# LAS VEGAS VISITOR STATISTICS

## LAS VEGAS VISITOR VOLUME

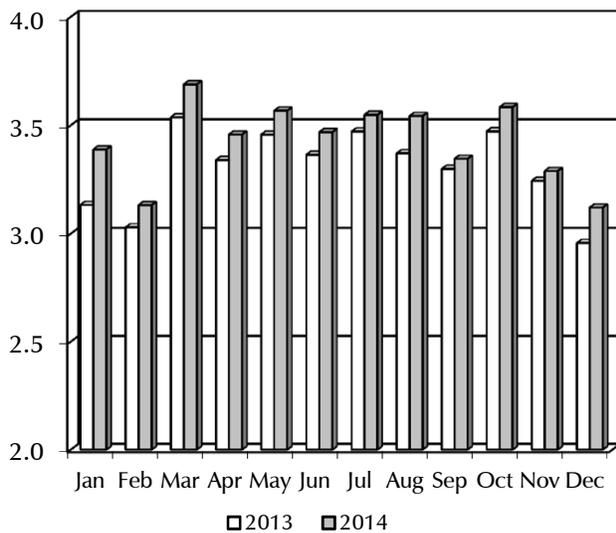
A record 41.1 million people visited the Las Vegas area in 2014. This represents an increase of 3.7 percent compared to 2013.

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

Month	2013	2014	Percent 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%
Jul	3,470,490	3,547,986	2.2%
Aug	3,370,056	3,542,124	5.1%
Sep	3,298,198	3,345,180	1.4%
Oct	3,471,816	3,583,142	3.2%
Nov	3,243,731	3,288,596	1.4%
Dec	2,956,288	3,120,013	5.5%
<b>Total</b>	<b>39,668,221</b>	<b>41,126,512</b>	<b>3.7%</b>

## Visitor Volume

Millions



SOURCE: Las Vegas Convention and Visitors Authority

## VISITOR VOLUME BY QUARTER

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

	2013	2014	Change
First Quarter	9,697,611	10,207,958	5.3%
Second Quarter	10,160,031	10,491,513	3.3%
Third Quarter	10,138,744	10,435,290	2.9%
Fourth Quarter	9,671,835	9,991,751	3.3%
<b>Annual Total</b>	<b>39,668,221</b>	<b>41,126,512</b>	<b>3.7%</b>

## VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1979 for Las Vegas is contained in the chart below.

Year	Visitor	Room	Occupancy %	
	Volume	Inventory	Hotel	Motel
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%
2014	41,126,512	150,544	89.1%	65.0%

SOURCE: Las Vegas Convention and Visitors Authority

# LAS VEGAS VISITOR STATISTICS

## 2014 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Leisure Visitors	Total Visitors
Jan	631,520	2,756,776	3,388,296
Feb	490,754	2,640,551	3,131,305
Mar	624,772	3,063,585	3,688,357
Apr	395,462	3,061,241	3,456,703
May	454,163	3,112,578	3,566,741
Jun	429,298	3,038,771	3,468,069
Jul	333,253	3,214,733	3,547,986
Aug	422,679	3,119,445	3,542,124
Sep	379,700	2,965,480	3,345,180
Oct	473,695	3,109,447	3,583,142
Nov	400,205	2,888,391	3,288,596
Dec	133,553	2,986,460	3,120,013
<b>Total</b>	<b>5,169,054</b>	<b>35,957,458</b>	<b>41,126,512</b>

## LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2013	2014	Percent Change
Jan	3,641,542	3,900,189	7.1%
Feb	3,517,468	3,607,480	2.6%
Mar	4,125,205	4,284,371	3.9%
Apr	3,915,074	4,016,132	0.0%
May	4,021,347	4,101,335	2.0%
Jun	3,930,429	4,032,206	2.6%
Jul	4,056,822	4,107,417	1.2%
Aug	3,912,232	4,071,984	4.1%
Sep	3,845,625	3,875,896	0.8%
Oct	4,077,369	4,152,937	1.9%
Nov	3,723,384	3,774,910	1.4%
Dec	3,424,952	3,572,377	4.3%
<b>Total</b>	<b>46,191,449</b>	<b>47,497,234</b>	<b>2.8%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## LARGEST HOTELS IN THE U.S.

As of December 31, 2014

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 - Casino	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	Westgate Las Vegas Resort & 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, 2014

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	160	135,993	90.3%
Motels	127	14,551	9.7%
<b>Total</b>	<b>287</b>	<b>150,544</b>	<b>100%</b>

## 2014 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	150,544
2	Orlando	118,498
3	Chicago	109,627
4	New York City	102,000
5	Los Angeles	97,985
6	Atlanta	94,116
7	Dallas	76,990
8	Houston	75,000
9	Phoenix	61,503
10	San Diego	59,908

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

# CONVENTION ANALYSIS

## 2014 CONVENTION ANALYSIS BY NUMBER OF DELEGATES

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	1,756,400	34.0%
7,500-14,999	374,054	7.2%
2,500-7,499	483,980	9.4%
500-2,499	515,573	10.0%
Under 500	2,039,047	39.4%
<b>Total</b>	<b>5,169,054</b>	<b>100.0%</b>

## 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	2013	2014	Change
Jan	375,885	424,152	12.8%
Feb	265,253	264,593	(0.2%)
Mar	203,400	332,086	63.3%
Apr	167,554	160,046	(4.5%)
May	137,752	151,620	10.1%
Jun	141,917	199,772	40.8%
Jul	80,590	100,816	25.1%
Aug	224,863	180,206	(19.9%)
Sep	116,169	143,973	23.9%
Oct	116,032	148,576	28.0%
Nov	192,447	193,940	0.8%
Dec	18,610	20,050	7.7%
<b>Total</b>	<b>2,040,472</b>	<b>2,319,830</b>	<b>13.7%</b>

### Las Vegas Meetings and Conventions

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

Month	2013	2014	Change
Jan	196,079	207,368	5.8%
Feb	286,613	226,161	(21.1%)
Mar	314,878	292,686	(7.0%)
Apr	309,721	235,416	(24.0%)
May	260,421	302,543	16.2%
Jun	235,783	229,526	(2.7%)
Jul	211,434	232,437	9.9%
Aug	218,698	242,473	10.9%
Sep	266,826	235,727	(11.7%)
Oct	405,368	325,119	(19.8%)
Nov	234,315	206,265	(12.0%)
Dec	234,315	113,503	(10.5%)
<b>Total</b>	<b>3,066,944</b>	<b>2,849,224</b>	<b>(7.1%)</b>

SOURCE: Las Vegas Convention and Visitors Authority

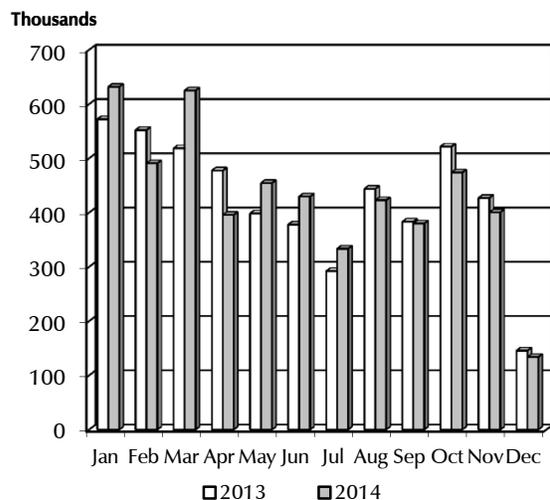
## CONVENTIONS HELD

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%)
Jul	1,491	1,443	(3.2%)
Aug	1,074	1,234	14.9%
Sep	1,999	1,945	(2.7%)
Oct	2,581	3,079	19.3%
Nov	1,731	1,835	6.0%
Dec	1,147	1,100	(4.1%)
<b>Total</b>	<b>22,027</b>	<b>22,103</b>	<b>0.3%</b>

## CONVENTION ATTENDANCE

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%
Jul	292,024	333,253	14.1%
Aug	443,561	422,679	(4.7%)
Sep	382,995	379,700	(0.9%)
Oct	521,400	473,695	(9.1%)
Nov	426,762	400,205	(6.2%)
Dec	145,418	133,553	(8.2%)
<b>Total</b>	<b>5,107,416</b>	<b>5,169,054</b>	<b>1.2%</b>

### Convention Attendance



5 SOURCE: Las Vegas Convention and Visitors Authority

# CONVENTION ANALYSIS

## HISTORICAL CITYWIDE CONVENTION DATA

Year	Number of Shows	Attendance
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
2014	22,103	5,169,054

\*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
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
2013	50	1,176,072 r
2014	46	1,316,571

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

# GAMING SUMMARY

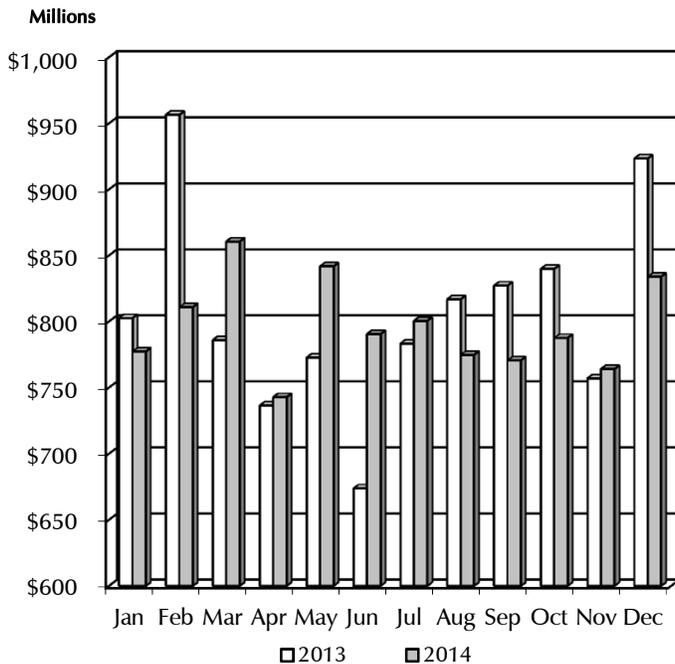
## CLARK COUNTY GROSS GAMING REVENUE

In 2014, Clark County's gross gaming revenue decreased (1.2%) compared to 2013. As of December 31, 2014, there were 176 casinos in Clark County with non-restricted gaming licenses, of which 138 had gaming revenues of over \$1 million.

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	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%
Jul	783,180,000	800,384,000	2.2%
Aug	816,753,000	774,708,000	(5.1%)
Sep	827,052,000	770,465,000	(6.8%)
Oct	839,740,000 r	787,452,000	(6.2%)
Nov	756,931,000 r	763,978,000	0.9%
Dec	923,295,000 r	833,875,000	(9.7%)
Total	\$9,674,404,000 r	\$9,554,002,000	(1.2%)

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	1.9%
2013	9,674,404,000 r	2.9%
2014	9,554,002,000	(1.2%)

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 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%	22.6%
Jul	274,600	31.3%	22.5%
Aug	271,900	31.0%	22.3%
Sep	271,900	30.9%	22.3%
Oct	271,300	31.1%	22.3%
Nov	269,400	30.6%	22.1%
Dec	268,300	30.5%	22.0%

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 2014)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2014. The chart represents casinos earning \$1 million and over in gaming revenue. Please note that figures may not foot due to rounding.

Locations	Las Vegas			
	Strip	Downtown	Boulder	Laughlin
Locations	45	16	30	9
Departmental Revenues:				
Gaming	36.8%	52.0%	70.5%	63.2%
Rooms	26.1%	17.9%	6.5%	13.3%
Food	15.4%	14.5%	14.0%	11.1%
Beverage	7.4%	9.0%	4.8%	5.9%
Other	14.4%	6.5%	4.1%	6.5%
Total	100.0%	100.0%	100.0%	100.0%

SOURCE: State of Nevada Gaming Control Board

## HISTORICAL CLARK COUNTY EMPLOYMENT ANALYSIS

### Hotel, Gaming and Recreation Fields

The table below provides the annual ratios of employment per hotel/motel room for Clark County for the 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
2005	264,800	146,605	1.8
2006	271,500	145,948	1.9
2007	275,400	146,372	1.9
2008	258,900	153,165	1.7
2009	252,100	161,383	1.6
2010	252,600	161,052	1.6
2011	256,900	162,258	1.6
2012	259,900	162,559	1.6
2013	265,800	162,662	1.6
2014	268,300	162,548	1.7

The above chart indicates that, on average, 1.7 people were directly employed in the hotel/motel, gaming and recreation fields for each available hotel/motel room in Clark County on December 31, 2014. 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	2010	2011	2012	2013	2014
<i>Clark County:</i>					
Las Vegas Strip	39	41	44	43	45
Downtown LV	16	16	16	16	16
Boulder Strip	33	31	31	31	30
Laughlin	9	9	9	9	9
Total	97	97	100	99	100
Statewide Total	256	256	265	263	270

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	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%
Jul	180	181	0.3%
Aug	199	179	(10.0%)
Sep	205	184	(10.2%)
Oct	194	175	(10.1%)
Nov	190	185	(2.4%)
Dec	262	216	(17.3%)
<b>Total</b>	<b>\$196</b>	<b>\$186</b>	<b>(5.2%)</b>

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

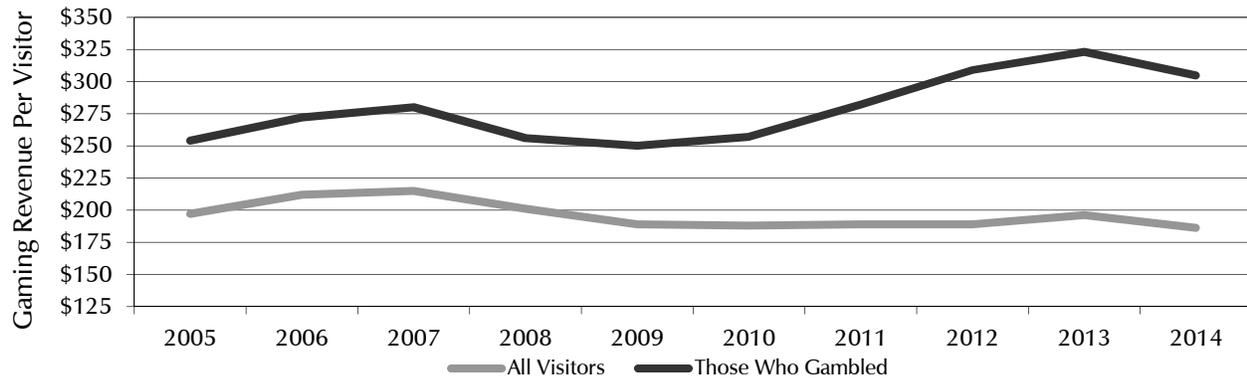
## HISTORICAL LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

The following table analyzes gaming revenues by visitor. "Visitors Who Gambled" is derived from the Las Vegas Visitor Profile Study and excludes visitors under the age of 21, as well as visitors who indicate that they did not gamble while in Las Vegas.

Year	All Visitors	Those Who Gambled
2005	\$197	\$254
2006	212	272
2007	215	280
2008	201	256
2009	189	250
2010	188	257 r
2011	189	282
2012	189	309 r
2013	196 r	323
2014	186	305

r = Revised

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

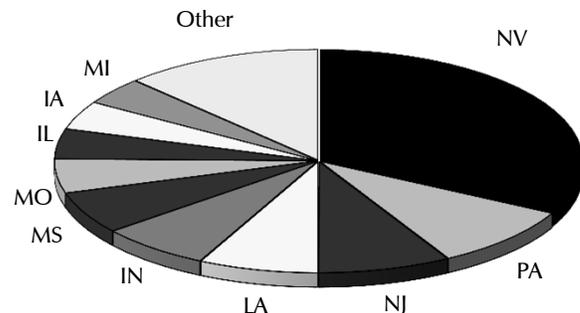
## TOP 10 U.S. CASINO GAMING REVENUE

State	2013 Gaming Revenue (win)	2014 Gaming Revenue (win)	% of Total U.S. Gaming Win
NV	\$11,142,915,000	\$11,018,688,000	32.7%
PA	\$3,113,929,000	3,069,078,000	9.1%
NJ	\$2,870,438,000	2,742,128,000	8.1%
LA	\$2,442,900,000	2,472,502,000	7.3%
IN	\$2,563,218,000	2,297,775,000	6.8%
MS	\$2,136,624,000	2,067,882,000	6.1%
MO	\$1,706,615,000 r	1,660,100,000	4.9%
IL	\$1,552,039,000	1,465,366,000	4.4%
IA	\$1,416,717,000	1,396,008,000	4.1%
MI	\$1,349,504,000	1,332,783,000	4.0%
Other	\$4,060,632,000	4,125,698,000	12.3%
<b>Total</b>	<b>\$34,355,531,000</b>	<b>\$33,648,008,000</b>	<b>100.0%</b>

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

	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	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%
Jul	511,448,000	536,159,000	4.8%
Aug	589,022,000	553,185,000	(6.1%)
Sep	563,134,000	494,878,000	(12.1%)
Oct	551,322,000 r	520,288,000	(5.6%)
Nov	529,427,000 r	508,256,000	(4.0%)
Dec	664,216,000	555,236,000	(16.4%)
Total	\$6,506,058,000 r	\$6,372,526,000	(2.1%)

r = Revised

## 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%
Jul	75,560,000	68,167,000	(9.8%)
Aug	48,596,000	46,436,000	(4.4%)
Sep	66,907,000	76,458,000	14.3%
Oct	76,681,000	58,125,000	(24.2%)
Nov	48,071,000	58,014,000	20.7%
Dec	67,428,000 r	76,385,000	13.3%
Total	\$786,931,000 r	\$772,838,000	(1.8%)

r = Revised

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

## 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%
Jul	39,395,000	38,294,000	(2.8%)
Aug	33,316,000	34,763,000	4.3%
Sep	45,264,000	43,460,000	(4.0%)
Oct	47,174,000 r	47,749,000	1.2%
Nov	37,991,000 r	42,840,000	12.8%
Dec	41,787,000	43,024,000	3.0%
Total	\$500,951,000 r	\$511,422,000	2.1%

r = Revised

## LAS VEGAS 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%
Jul	626,403,000	642,620,000	2.6%
Aug	670,934,000	634,384,000	(5.4%)
Sep	675,305,000	614,796,000	(9.0%)
Oct	675,177,000 r	626,162,000	(7.3%)
Nov	615,489,000 r	609,110,000	(1.0%)
Dec	773,431,000 r	674,645,000	(12.8%)
Total	\$7,793,940,000 r	\$7,656,786,000	(1.8%)

r = Revised

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 2.4% increase in total passenger traffic during 2014. An analysis of the monthly data follows:

Month	2013	2014	Percent 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%
Jul	3,663,701	3,734,974	1.9%
Aug	3,614,699	3,736,167	3.4%
Sep	3,472,565	3,567,999	2.7%
Oct	3,729,896	3,857,173	3.4%
Nov	3,310,080	3,385,609	2.3%
Dec	3,307,035	3,362,208	1.7%
Total	41,857,059	42,869,517	2.4%

SOURCE: Las Vegas McCarran International Airport

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

Month	2014 Visitors	% 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%	0.0
Apr	3,456,703	42.2%	(1.0)
May	3,566,741	43.3%	(1.5)
Jun	3,468,069	41.9%	(1.0)
Jul	3,547,986	41.0%	0.2
Aug	3,542,124	41.2%	(0.9)
Sep	3,345,180	42.9%	0.0
Oct	3,583,142	43.8%	0.5
Nov	3,288,596	40.9%	(0.1)
Dec	3,120,013	42.1%	(0.4)
Total	41,126,512	41.9%	(0.5)

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

## AVERAGE SCHEDULED DAILY FLIGHTS (INBOUND ONLY)

Month	2013	2014	Percent Change
Jan	422	427	1.3%
Feb	428	432	0.9%
Mar	457	461	0.8%
Apr	460	461	0.2%
May	467	465	(0.5%)
Jun	468	470	0.3%
Jul	463 r	467	0.9%
Aug	457	459	0.4%
Sep	456	454	(0.4%)
Oct	467	478	2.6%
Nov	441	421	(4.6%)
Dec	431	426	(1.3%)
Average	451	452	0.1%

r = Revised

## SCHEDULED AIRLINES AVERAGE DAILY SEAT CAPACITY

Month	2013	2014	Percent Change
Jan	62,433 r	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	71,004	0.1%
Jul	69,718 r	70,424	1.0%
Aug	69,028 r	69,770	1.1%
Sep	69,546	70,241	1.0%
Oct	71,148	74,560	4.8%
Nov	67,057	65,182	(2.8%)
Dec	64,656 r	65,335	1.1%
Average	67,979 r	68,704	1.1%

r = Revised

## SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2013	2014	Percent Change
Jan	137	133	(2.9%)
Feb	138	132	(4.3%)
Mar	137	136	(0.7%)
Apr	135	134	(0.7%)
May	131	131	0.0%
Jun	134	134	0.0%
Jul	132	137	3.8%
Aug	132	136	3.0%
Sep	135	130	(3.7%)
Oct	135	133	(1.5%)
Nov	133	132	(0.8%)
Dec	132	133	0.8%
Average	134	133	(0.6%)

SOURCE: Las Vegas McCarran International Airport

# AIRLINE STATISTICS

## HISTORICAL LAS VEGAS McCARRAN INTERNATIONAL AIRPORT TOTAL PASSENGERS

Year	Total Enplaned/Deplaned Passengers	Percent Change
1973	5,397,017	31.6%
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%
2014	42,869,517	2.4%

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
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	16,819,326	42.4%
2014	41,126,512	17,232,009	41.9%

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	
	Total Vehicles	% Chg From 13	Total Vehicles	% Chg From 13	Total Vehicles	% Chg From 13	Total Vehicles	% Chg From 13	Total Vehicles	% Chg From 13
2014										
Jan	36,923	(2.0%)	20,598	(9.5%)	11,996	(0.6%)	5,940	3.2%	14,304	6.5%
Feb	37,063	(1.4%)	21,338	(4.3%)	12,232	6.3%	6,605	3.6%	15,456	5.6%
Mar	40,479	(5.5%)	25,235	(0.1%)	12,398	0.5%	7,397	(2.1%)	18,526	(3.7%)
Apr	43,460	5.1%	26,436	6.0%	12,451	1.7%	7,362	0.9%	17,826	3.6%
May	41,292	(3.3%)	25,334	6.3%	12,420	(0.9%)	6,374	0.1%	16,968	(3.0%)
Jun	46,732	(1.2%)	27,096	1.1%	13,771	4.3%	6,237	1.1%	17,380	(0.2%)
Jul	50,723	(0.1%)	28,633	1.6%	13,412	14.6%	6,211	2.7%	18,516	0.7%
Aug	47,728	(1.7%)	27,106	1.7%	13,280	(0.6%)	5,328	(8.6%)	16,926	(0.4%)
Sep	39,095	(0.6%)	22,999	(3.9%)	12,906	4.8%	5,831	3.3%	15,814	(2.5%)
Oct	38,516	1.2%	25,355	2.0%	12,401	3.9%	6,319	3.4%	16,449	1.2%
Nov	42,331	2.2%	23,801	3.9%	11,407	(3.7%)	6,474	9.0%	16,683	5.0%
Dec	43,478	2.9%	22,669	1.0%	12,907	3.4%	6,176	2.7%	16,770	2.0%
<b>Average</b>	<b>42,318</b>	<b>(0.2%)</b>	<b>24,717</b>	<b>0.6%</b>	<b>12,632</b>	<b>2.7%</b>	<b>6,355</b>	<b>1.5%</b>	<b>16,802</b>	<b>1.0%</b>

SOURCE: State of Nevada Department of Transportation - Traffic Section

### LAS VEGAS DAILY AUTO TRAFFIC

Total (All Five Directions)

Average Daily Flow Month	2013	2014	Percent Change
Jan	91,703	89,761	(2.1%)
Feb	92,393 e	92,694	0.3%
Mar	107,236 r	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%
Jul	115,107	117,495	0.0%
Aug	111,394	110,368	(0.9%)
Sep	97,423	96,645	(0.8%)
Oct	97,226	99,040	1.9%
Nov	98,009	100,696	2.7%
Dec	99,626	102,000 e	2.4%
<b>Average</b>	<b>102,246 r</b>	<b>102,823</b>	<b>0.6%</b>

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	2013	2014	Percent 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%
Jul	2,176,986	2,228,343	2.4%
Aug	2,239,098	2,441,304	9.0%
Sep	2,290,393	2,321,376	1.4%
Oct	2,286,841	2,413,727	5.5%
Nov	2,089,486	2,099,855	0.5%
Dec	1,679,572	1,776,714	5.8%
<b>Total</b>	<b>26,432,053</b>	<b>27,614,166</b>	<b>4.5%</b>

SOURCE: State of Nevada Taxicab Authority

# TRANSPORTATION STATISTICS

## HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC ALL FIVE DIRECTIONS

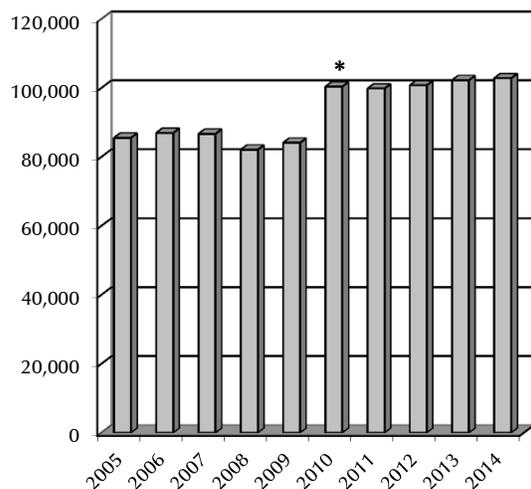
### Average Daily Flow

Year	Total Vehicles	Percent Change
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	0.2%
2013	102,244	2.2%
2014	102,823 e	0.6%

e = Estimate as partial NDOT data unavailable

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

### Daily Auto Traffic - All Five Directions

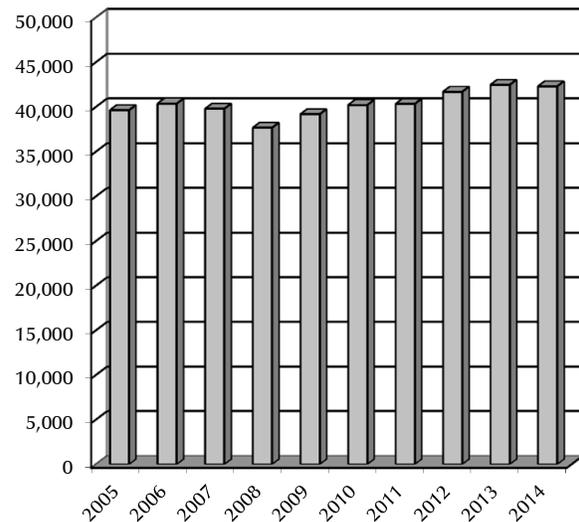


\* To reflect altered traffic patterns from the Hoover Dam bypass bridge that opened October 2010, the 2010 and 2011 figures have been retroactively revised.

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

Year	Total Vehicles	Percent Change
2002	37,868	-
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	41,706	3.4%
2013	42,485	1.9%
2014	42,318	(0.4%)

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



SOURCE: State of Nevada Department of Transportation - Traffic Section

# 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	\$110.72	10.6%
Feb	83.5%	85.6%	2.1	109.38	113.08	3.4%	91.33	107.32	6.7%
Mar	88.4%	91.8%	3.4	110.96	133.92	20.7%	98.09	134.07	24.4%
Apr	87.0%	89.8%	2.8	115.16	116.49	1.2%	100.19	114.66	3.1%
May	86.6%	88.7%	2.1	117.96	127.60	8.2%	102.15	125.41	10.0%
Jun	87.4%	90.0%	2.6	112.18	115.15	2.6%	98.05	113.75	4.4%
Jul	87.3%	88.7%	1.4	100.66	105.23	4.5%	87.88	101.79	5.1%
Aug	84.3%	87.7%	3.4	105.47	111.83	6.0%	88.91	109.18	10.2%
Sep	85.6%	85.9%	0.3	113.75	115.68	1.7%	97.37	110.18	1.8%
Oct	87.8%	89.1%	1.3	115.54	121.41	5.1%	101.44	118.99	6.6%
Nov	82.6%	83.7%	1.1	109.27	113.51	3.9%	90.26	104.58	4.0%
Dec	73.4%	76.5%	3.1	103.16	105.74	2.5%	75.72	88.93	6.6%
Year-to-Date	84.3%	86.8%	2.4	\$110.72	\$116.73	5.4%	\$93.38	\$101.23	8.4%

## 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%
Jul	90.1%	90.9%	0.8	107.49	111.98	4.2%	96.85	101.79	5.1%
Aug	87.6%	90.7%	3.1	113.07	120.37	6.5%	99.05	109.18	10.2%
Sep	87.5%	88.0%	0.5	123.72	125.21	1.2%	108.26	110.18	1.8%
Oct	89.3%	90.7%	1.4	124.96	131.19	5.0%	111.59	118.99	6.6%
Nov	84.1%	85.3%	1.2	119.61	122.60	2.5%	100.59	104.58	4.0%
Dec	74.4%	78.4%	4.0	112.14	113.43	1.2%	83.43	88.93	6.6%
Year-to-Date	86.6%	88.8%	2.2	\$119.53	\$125.80	5.2%	\$103.52	\$111.63	7.8%

## 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%
Jul	79.8%	82.9%	3.1	64.84	68.94	6.3%	51.74	57.15	10.5%
Aug	71.6%	75.7%	4.1	64.94	53.88	-17.0%	46.50	40.79	-12.3%
Sep	75.2%	77.9%	2.7	72.88	53.68	-26.3%	54.81	41.82	-23.7%
Oct	81.8%	80.7%	(1.1)	82.74	65.26	-21.1%	67.68	52.66	-22.2%
Nov	76.5%	75.9%	(0.6)	61.28	57.56	-6.1%	46.88	43.69	-6.8%
Dec	68.3%	68.6%	0.3	67.33	57.46	-14.7%	45.99	39.42	-14.3%
Year-to-Date	75.1%	78.8%	3.7	\$68.55	\$65.78	-4.0%	\$51.54	\$51.79	0.5%

SOURCE: Las Vegas Convention and Visitors Authority

# HOTEL VS. MOTEL OCCUPANCY

## LAS VEGAS 2014 WEEKEND VS. MIDWEEK OCCUPANCY SUMMARY

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
Jul	87.3%	88.7%	1.4	90.6%	91.4%	0.8	58.1%	64.5%	6.4
Aug	84.3%	87.7%	3.4	87.7%	90.4%	2.7	53.5%	63.0%	9.5
Sep	85.6%	85.9%	0.3	87.8%	88.4%	0.6	65.5%	62.5%	(3.0)
Oct	87.8%	89.1%	1.3	90.0%	91.1%	1.1	68.0%	70.4%	2.4
Nov	82.6%	83.7%	1.1	84.4%	85.8%	1.4	66.7%	63.9%	(2.8)
Dec	73.4%	76.5%	3.1	76.0%	78.8%	2.8	49.6%	55.5%	5.9
Year-to-Date	84.3%	86.8%	2.4	87.1%	89.1%	2.1	59.8%	65.0%	5.3

## 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%	80.4%	2.2	82.8%	85.0%	2.2	59.1%	61.6%	2.5
Mar	86.0%	86.0%	3.7	88.9%	92.1%	3.2	60.3%	67.8%	7.5
Apr	83.9%	83.9%	3.6	87.0%	90.5%	3.5	56.8%	60.7%	3.9
May	83.3%	83.3%	1.9	86.7%	88.3%	1.6	53.0%	57.3%	4.3
Jun	84.9%	84.9%	3.4	88.7%	91.1%	2.4	51.1%	63.0%	11.9
Jul	84.2%	84.2%	1.6	88.0%	89.0%	1.0	50.1%	56.2%	6.1
Aug	80.7%	80.7%	3.8	84.4%	87.6%	3.2	47.8%	56.8%	9.0
Sep	82.5%	82.5%	0.6	85.0%	86.0%	1.0	60.4%	56.6%	(3.8)
Oct	84.9%	84.9%	1.8	87.6%	89.1%	1.5	61.2%	64.0%	2.8
Nov	78.3%	78.3%	1.3	80.0%	81.8%	1.8	63.8%	59.5%	(4.3)
Dec	70.1%	70.1%	2.1	72.4%	74.4%	2.0	48.8%	51.5%	2.7
Year-to-Date	81.3%	81.3%	2.6	84.3%	86.6%	2.3	54.7%	59.5%	4.8

## LAS VEGAS 2014 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2013	2014	Change	2013	2014	Change	2013	2014	Change
Jan	80.6%	80.6%	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
Jul	95.0%	96.1%	1.1	97.0%	97.3%	0.3	77.6%	84.8%	7.2
Aug	91.7%	93.5%	1.8	94.7%	95.6%	0.9	65.6%	74.3%	8.7
Sep	92.7%	93.5%	0.8	94.4%	95.1%	0.7	77.4%	78.8%	1.4
Oct	96.0%	95.0%	(1.0)	97.0%	96.0%	(1.0)	87.5%	86.0%	(1.5)
Nov	89.1%	91.8%	2.7	91.1%	93.8%	2.7	71.0%	72.7%	1.7
Dec	82.9%	87.3%	4.4	86.3%	89.6%	3.3	51.9%	65.4%	13.5
Year-to-Date	91.1%	93.2%	2.1	93.3%	94.9%	1.6	71.5%	77.8%	6.3

SOURCE: Las Vegas Convention and Visitors Authority

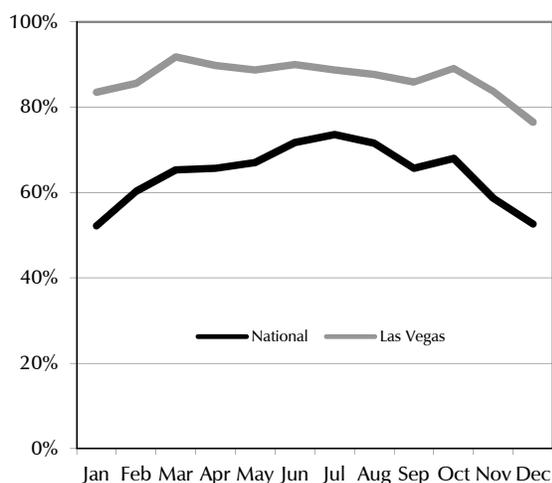
# HOTEL VS. MOTEL OCCUPANCY

## 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 STR 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
Jul	73.6%	88.7%	15.1
Aug	71.6%	87.7%	16.1
Sep	65.7%	85.9%	20.2
Oct	68.0%	89.1%	21.1
Nov	58.7%	83.7%	25.0
Dec	52.6%	76.5%	23.9
Year-to-Date	64.4%	86.8%	22.4

## Las Vegas vs. U.S. National Occupancy



SOURCES: Las Vegas Convention and Visitors Authority; STR

## 2014 CITYWIDE WEEKEND OCCUPANCY RANKING

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	Jul 25-26	97.9%	98.5%	92.7%
5	Apr 25-26	97.8%	98.4%	92.5%
6	Jun 20-21	97.6%	98.3%	91.7%
7	May 2-3	97.3%	97.9%	92.0%
8	Jul 11-12	97.3%	98.2%	88.7%
9	Mar 28-29	96.9%	97.6%	90.3%
10	Nov 7-8	96.9%	97.8%	88.0%
11	May 23-25	96.8%	97.9%	87.1%
12	Feb 14-16	96.8%	97.8%	87.9%
13	Sep 19-20	96.7%	97.2%	91.6%
14	Apr 4-5	96.6%	97.5%	88.8%
15	Oct 17-18	96.5%	97.2%	89.8%
16	Jul 18-19	96.4%	97.8%	84.0%
17	Oct 24-25	96.0%	96.6%	90.1%
18	Oct 10-11	95.8%	96.6%	88.8%
19	Jun 27-28	95.8%	98.0%	75.6%
20	Aug 8-9	95.8%	97.0%	85.1%
21	May 30-31	95.7%	97.3%	81.4%
22	May 16-17	95.6%	96.3%	89.1%
23	Aug 1-2	95.3%	96.8%	81.1%
24	Sep 26-27	95.3%	96.4%	84.8%
25	Dec 25-27	95.1%	96.5%	81.8%
26	Apr 18-19	94.9%	97.0%	76.5%
27	Apr 11-12	94.8%	96.5%	79.7%
28	Oct 3-4	94.2%	95.6%	81.3%
29	Jul 3-5	93.8%	95.6%	77.4%
30	Feb 21-22	93.6%	95.0%	80.7%
31	Sep 12-13	93.5%	94.9%	80.6%
32	Jun 6-7	93.4%	95.9%	70.5%
33	Aug 15-16	93.3%	95.3%	74.8%
34	Nov 14-15	92.6%	95.1%	69.7%
35	Jun 13-14	92.4%	95.2%	66.6%
36	Aug 29-31	92.2%	94.5%	71.1%
37	Jan 17-19	91.8%	94.1%	71.4%
38	Aug 22-23	91.4%	94.7%	61.2%
39	Nov 27-29	90.6%	92.3%	74.3%
40	Dec 5-6	90.3%	92.8%	67.1%
41	Oct 31-Nov 1	90.1%	91.8%	74.3%
42	Feb 28-Mar 1	89.0%	90.9%	71.9%
43	Jan 24-25	88.8%	91.6%	63.2%
44	Dec 12-13	88.8%	91.8%	60.8%
45	May 9-10	88.5%	92.1%	56.4%
46	Nov 21-22	88.5%	91.9%	57.1%
47	Sep 5-6	88.4%	91.7%	58.3%
48	Jan 31-Feb 1	87.3%	90.1%	62.5%
49	Feb 7-8	85.9%	88.5%	62.1%
50	Jan 3-4	85.3%	88.6%	56.0%
51	Jan 10-11	82.1%	84.8%	57.6%
52	Dec 19-20	71.0%	73.9%	43.7%

SOURCE: Las Vegas Convention and Visitors Authority

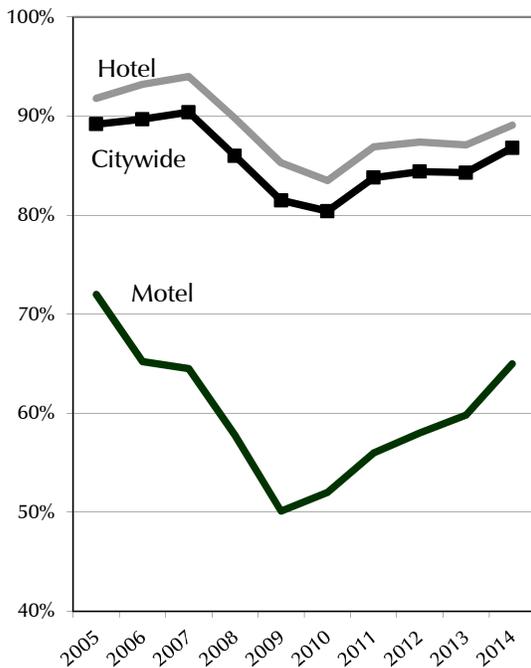
# HOTEL VS. MOTEL OCCUPANCY

## 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
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%
2014	89.1%	65.0%	86.8%

Las Vegas Occupancy



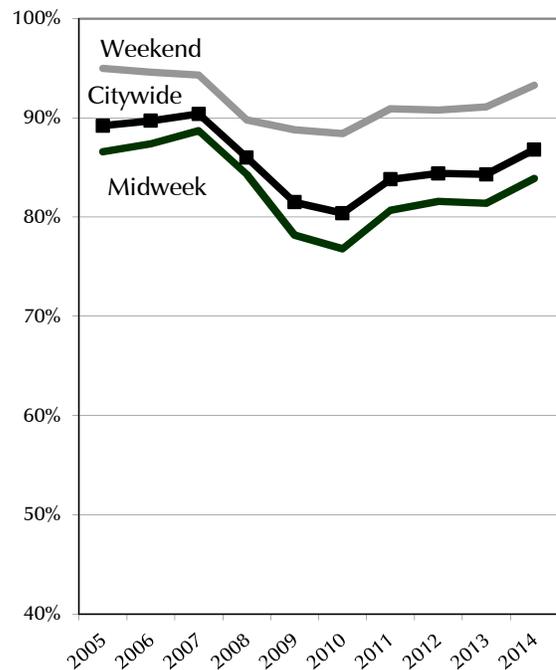
SOURCE: Las Vegas Convention and Visitors

## 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
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%
2014	83.9%	93.3%	86.8%

Las Vegas Occupancy



SOURCE: Las Vegas Convention and Visitors Authority

# OTHER ECONOMIC INDICATORS

## UNEMPLOYMENT RATE \*

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>United States</b>												
2013 r	8.0	7.7	7.5	7.6	7.5	7.5	7.3	7.2	7.2	7.2	7.0	6.7
2014	6.6	6.7	6.6	6.2	6.3	6.1	6.2	6.1	5.9	5.7	5.8	5.6
<b>Nevada</b>												
2013 r	10.5	10.3	10.2	10.1	10.1	10.0	9.9	9.8	9.6	9.4	9.1	9.0
2014	8.7	8.5	8.5	8.0	7.9	7.7	7.7	7.6	7.3	7.1	6.9	6.8
<b>Las Vegas</b>												
2013 r	10.7	10.6	10.5	10.4	10.2	10.1	9.9	9.7	9.6	9.4	9.3	9.2
2014	8.9	8.7	8.8	8.5	8.2	7.9	7.7	7.4	7.2	6.8	7.1	6.9

\* Seasonally adjusted rates

r = Revised

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

## UNITED STATES CONSUMER PRICE INDEX (CPI) U.S. City Average: (1982-1984=100)

Month	2013	2014	Percent 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%
Jul	233.6	238.3	2.0%
Aug	233.9	237.9	1.7%
Sep	234.1	238.0	1.7%
Oct	233.5	237.4	1.7%
Nov	233.1	236.2	1.3%
Dec	233.0	234.8	0.8%
Average	233.0	236.7	1.6%

SOURCE: U.S. Department of Labor

## TRAVEL PRICE INDEX U.S. City Average: (1982-1984=100)

Month	2013	2014	Percent 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%
Jul	285.3	291.0	2.0%
Aug	280.5	285.0	1.6%
Sep	276.4	281.1	1.7%
Oct	270.5	277.8	2.7%
Nov	267.8	270.1	0.9%
Dec	264.1	262.4	(0.6%)
Average	275.6	279.6	1.5%

SOURCE: U.S. Travel Association

## CONSUMER CONFIDENCE INDEX

Composite Series: (1985=100)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
2014	79	78	84	82	82	86	90	93	89	94	91	93

SOURCE: The Conference Board

# ROOM TAX & SALES TAX REVENUE

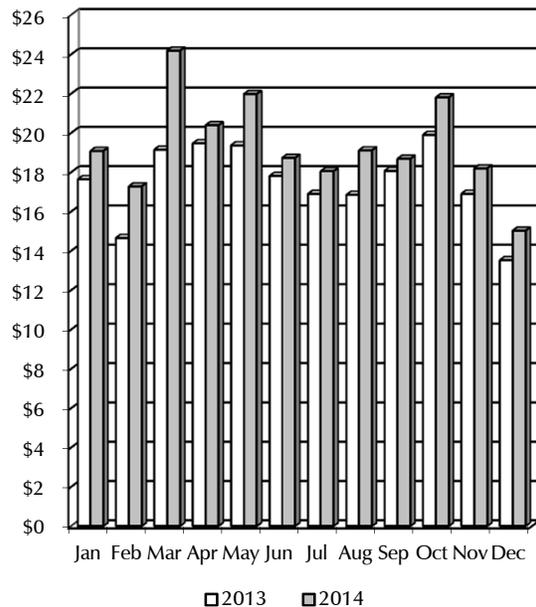
## LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$232.4 million in 2014, an increase of 10.6% when compared with 2013.

Month	2013	2014	Percent 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%
Jul	16,883,677	18,041,632	6.9%
Aug	16,833,810	19,111,078	13.5%
Sep	18,066,462	18,673,467	3.4%
Oct	19,899,506	21,798,271	9.5%
Nov	16,901,319	18,192,572	7.6%
Dec	13,518,165	15,019,960	11.1%
<b>Total</b>	<b>\$210,138,974</b>	<b>\$232,443,537</b>	<b>10.6%</b>

## 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 1983 through 2014 is presented in the following table:

Year	Room Tax Revenue	Percent Change
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%
2014	232,443,537	10.6%

## ROOM TAX EARNED BY ENTITY

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

Entity	Dollar Amount	% Chg from 2013	Share of Total Collected
County	\$215,008,076	10.2%	92.5%
Las Vegas	11,351,804	18.6%	4.9%
Others *	6,083,657	12.5%	2.6%
<b>Total</b>	<b>\$232,443,537</b>	<b>10.6%</b>	<b>100.0%</b>

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

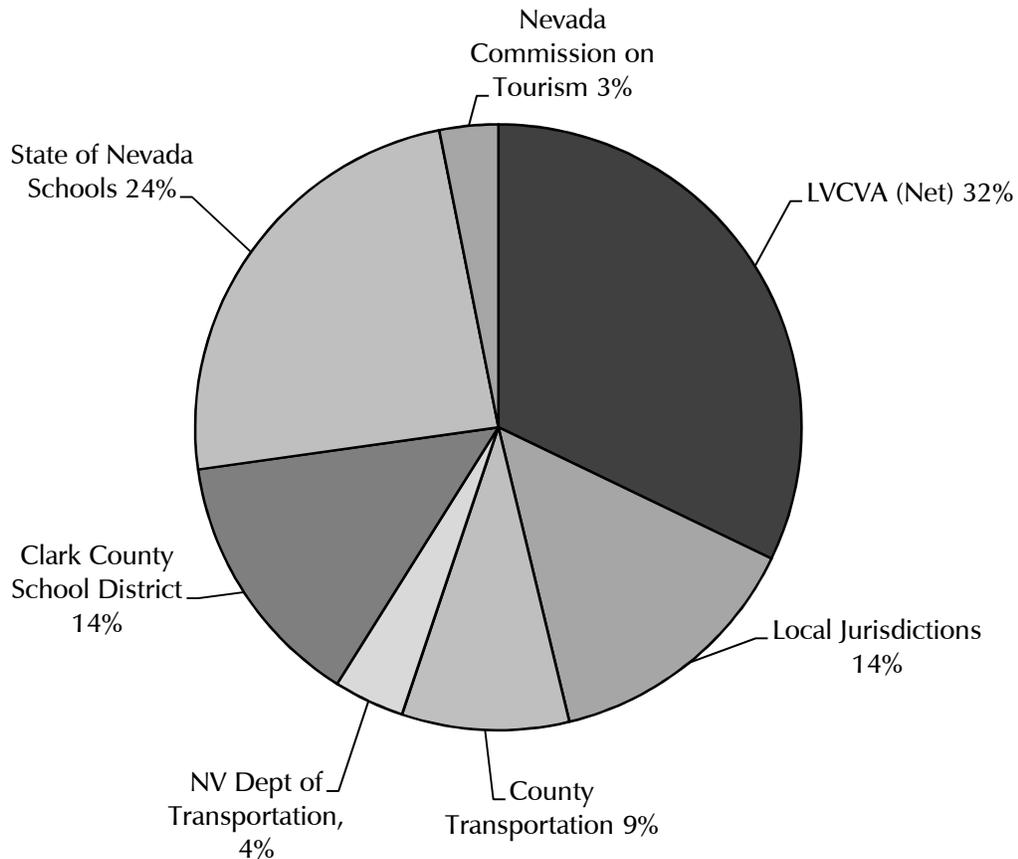
SOURCE: Las Vegas Convention and Visitors Authority

# ROOM 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.

<b>FY 2014-Room Tax Distribution</b>	<b>Amount</b>	<b>Percent</b>
<b>LVCVA Retains for Operations &amp; Marketing</b>	<b>\$179,324,489</b>	<b>31.8%</b>
4 - 5% distributed to LVCVA	\$222,781,385	
(Less Collection Allocation Paid to Entities)	(22,278,139)	
(Less Debt Service for Transportation)	(21,178,758)	
<hr/>		
<b>Portion Distributed to Entity / Jurisdiction</b>	<b>\$79,124,823</b>	<b>14.0%</b>
1 - 2% Room Tax Retained by Entity	\$56,846,685	
Collection Allocation Grants to Entities	22,278,139	
<hr/>		
<b>Clark County Transportation (1%)</b>	<b>\$50,082,653</b>	<b>8.9%</b>
<b>Clark County School District (1 5/8%)</b>	<b>77,781,812</b>	<b>13.8%</b>
<b>Nevada Department of Transportation</b>	<b>21,178,758</b>	<b>3.8%</b>
<b>State of Nevada Schools (3%)</b>	<b>138,974,519</b>	<b>24.6%</b>
<b>State of Nevada Tourism (3/8%)</b>	<b>17,530,506</b>	<b>3.1%</b>
<hr/>		
<b>TOTAL ROOM TAX COLLECTED</b>	<b>\$563,997,561</b>	<b>100%</b>



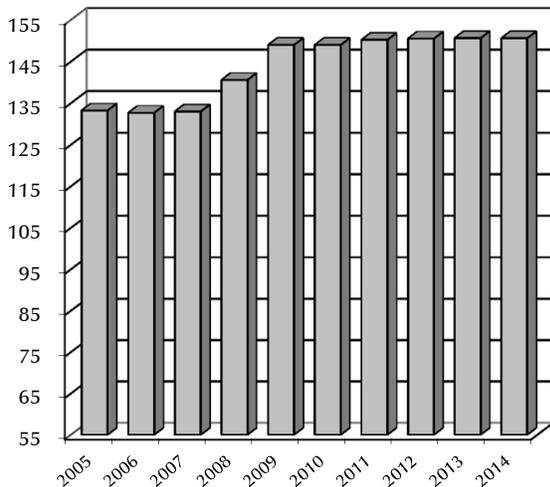
# ROOM INVENTORY & SALES TAX REVENUE

## HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

Year	Total Hotel/Motel Rooms	Percent Change
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%
2014	150,544	(0.0%)

**Las Vegas Room Inventory**

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

## TOTAL CLARK COUNTY TAXABLE SALES

According to figures compiled by the State Department of Taxation, retail sales transactions in Clark County exceeded \$36.5 billion during calendar year 2014, an increase of 8.9 percent from 2013 levels.

Month	2013	2014	Percent 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%
Jul	2,665,812,637	2,900,609,546	8.8%
Aug	2,694,035,332	3,023,172,812	12.2%
Sep	2,976,298,282	3,155,842,371	6.0%
Oct	2,876,128,658	3,027,658,143	5.3%
Nov	2,749,243,560	2,968,016,239	8.0%
Dec	3,249,262,813	3,603,117,097	10.9%
Total	\$33,515,334,799	\$36,508,526,621	8.9%

SOURCE: State of Nevada - Department of Taxation

## CLARK COUNTY TAXABLE SALES

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

Month	2013	2014	Percent 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%
Jul	703,535,748 r	763,626,940	8.5%
Aug	742,977,403 r	819,898,713	10.4%
Sep	904,796,001 r	785,973,014	(13.1%)
Oct	756,901,501 r	822,166,265	8.6%
Nov	704,409,057 r	741,747,139	5.3%
Dec	669,644,968 r	723,486,280	8.0%
Total	\$8,985,730,628 r	\$9,445,561,684	5.1%

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	2013	2014	Percent 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%
Jul	19,632	25,481	29.8%
Aug	24,194	25,396	5.0%
Sep	18,629	26,817	44.0%
Oct	16,153	16,077	(0.5%)
Nov	13,454	18,076	34.4%
Dec	12,874	8,814	(31.5%)
<b>Total</b>	<b>218,170</b>	<b>278,264</b>	<b>27.5%</b>

SOURCE: State of Nevada - Parks Division

## VISITORS TO VALLEY OF FIRE

Month	2013	2014	Percent 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%
Jul	24,759	31,364	26.7%
Aug	31,673	36,840	16.3%
Sep	43,074	43,978	2.1%
Oct	67,068	58,882	(12.2%)
Nov	37,861	40,522	7.0%
Dec	33,424	48,399	44.8%
<b>Total</b>	<b>505,478</b>	<b>568,891</b>	<b>12.5%</b>

SOURCE: State of Nevada - Parks Division

## VISITORS TO HOOVER DAM

In 2014, more than 695,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2013 versus 2014 are contained in the following analysis.

Month	2013	2014	Percent 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%)
Jul	85,150	75,673	(11.1%)
Aug	67,840	60,936	(10.2%)
Sep	59,460	51,464	(13.4%)
Oct	60,243	55,987	(7.1%)
Nov	54,079	48,964	(9.5%)
Dec	51,689	48,857	(5.5%)
<b>Total</b>	<b>748,200</b>	<b>695,916</b>	<b>(7.0%)</b>

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

## VISITORS TO LAKE MEAD

During 2014, the Lake Mead area received over 7.1 million recreational visitors. This is an increase of 9.4 percent from 2013.

Month	2013	2014	Percent 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%)
Jul	866,646	920,209	6.2%
Aug	667,010	890,375	33.5%
Sep	637,617	826,516	29.6%
Oct	276,946	565,818	104.3%
Nov	421,283	376,013	(10.7%)
Dec	328,839	578,415	75.9%
<b>Total</b>	<b>6,574,833</b>	<b>7,194,686</b>	<b>9.4%</b>

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

# LAS VEGAS VISITOR PROFILE

## LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2010	2011	2012	2013	2014
<b>First vs. Repeat</b>					
First time visitor	18%	16%	16%	15%	19%
Repeat visitor	82%	84%	84%	85%	81%
<b>Purpose of Current Visit</b>					
Vacation/pleasure/gamble	60%	57%	55%	56%	59%
Business/convention	17%	16%	16%	14%	15%
Other	23%	27%	29%	30%	26%
<b>Transportation</b>					
Air	41%	44%	43%	42%	42%
Automobile/Bus/RV	59%	56%	57%	58%	58%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.0	2.1	2.2	2.2	2.1
Number of visits in past year	1.7	1.7	1.6	1.7	1.6
Adults in party	2.4	2.3	2.4	2.4	2.4
Nights stayed	3.6	3.7	3.3	3.3	3.2
Visitors with children	7%	10%	11%	10%	10%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$256.82	\$274.69	\$265.11	\$278.95	\$281.88
Transportation (per trip)	\$62.87	\$64.25	\$57.77	\$59.68	\$68.83
Shopping (per trip)	\$122.80	\$129.34	\$149.29	\$140.90	\$149.77
Shows (per trip)	\$49.28	\$47.52	\$42.89	\$38.45	\$47.56
Sightseeing (per trip)	\$7.21	\$10.24	\$9.63	\$9.29	\$14.49
Hotel/Motel room (per night)	\$79.64	\$84.04	\$93.13	\$83.62	\$86.55
<b>Gambling Behavior</b>					
Gambled while in Las Vegas	80%	77%	72%	71%	71%
Daily hours gambled	2.9	2.9	2.6	2.9	2.6
Gambling Budget (per trip)	\$466.20	\$447.63	\$484.70	\$529.57	\$530.11
<b>Visitor Origin</b>					
Eastern States	6%	6%	7%	6%	7%
Southern States	11%	12%	11%	12%	12%
Midwestern States	12%	11%	11%	10%	9%
Western States	54%	55%	54%	52%	53%
CA	30%	31%	33%	33%	33%
AZ	7%	9%	6%	6%	6%
Foreign	18%	16%	17%	20%	19%
<b>Ethnicity</b>					
White	86%	86%	75%	73%	77%
African American	5%	4%	5%	5%	4%
Asian/Asian American	3%	3%	9%	12%	10%
Hispanic/Latino	6%	7%	8%	8%	8%
Other	1%	1%	3%	2%	1%
<b>Average Age</b>					
Age	49.2	49.0	44.8	45.8	45.2

During the calendar year of 2014, 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](http://www.LVCVA.com).

SOURCE: Las Vegas Convention and Visitors Authority - 2014 Las Vegas Visitor Profile Study

# DIGITAL MARKETING

## LASVEGAS.COM

### Unique Desktop Visits

Month	2013	2014	Percent Change
Jan	1,027,931	1,172,730	14.1%
Feb	882,126	997,567	13.1%
Mar	951,669	1,170,850	23.0%
Apr	891,126	1,170,221	31.3%
May	1,050,474	1,239,146	18.0%
Jun	1,275,832	1,283,474	0.6%
Jul	1,060,883	1,068,136	0.7%
Aug	1,107,897	1,161,898	4.9%
Sep	963,369	1,100,361	14.2%
Oct	986,715	995,053	0.8%
Nov	857,262	930,185	8.5%
Dec	914,662	879,590	(3.8%)
Total	11,969,946	13,169,211	10.0%

## VEGASMEANSBUSINESS.COM

### Unique Site Visits

Month	2013	2014	Percent Change
Jan	103,493	133,032	28.5%
Feb	77,394	89,360	15.5%
Mar	69,950	95,507	36.5%
Apr	63,550	77,678	22.2%
May	67,139	83,332	24.1%
Jun	100,602	98,060	(2.5%)
Jul	70,604	62,397	(11.6%)
Aug	76,882	67,908	(11.7%)
Sep	80,467	79,016	(1.8%)
Oct	76,317	89,351	17.1%
Nov	72,076	91,211	26.5%
Dec	68,354	97,705	42.9%
Total	926,828	1,064,557	14.9%

## LVCVA.COM

### Unique Site Visits

Month	2013	2014	Percent Change
Jan	50,840	52,063	2.4%
Feb	42,950	45,934	6.9%
Mar	42,487	47,176	11.0%
Apr	42,026	53,021	26.2%
May	39,479	42,304	7.2%
Jun	36,992	51,589	39.5%
Jul	33,346	41,198	23.5%
Aug	35,096	39,016	11.2%
Sep	39,689	44,046	11.0%
Oct	35,359	47,698	34.9%
Nov	35,203	50,039	42.1%
Dec	30,658	42,140	37.5%
Total	464,125	556,224	19.8%

SOURCE: Las Vegas Convention and Visitors Authority

## M.LASVEGAS.COM

### Unique Mobile Visits

Month	2013	2014	Percent Change
Jan	142,923	262,392	83.6%
Feb	145,712	251,050	72.3%
Mar	164,141	247,970	51.1%
Apr	158,412	235,371	48.6%
May	184,985	308,556	66.8%
Jun	223,111	425,056	90.5%
Jul	226,851	236,324	4.2%
Aug	220,737	267,036	21.0%
Sep	216,620	284,288	31.2%
Oct	198,356	277,281	39.8%
Nov	171,112	253,214	48.0%
Dec	170,879	264,923	55.0%
Total	2,223,839	3,313,461	49.0%

## VISITLAUGHLIN.COM

### Unique Site Visits

Month	2013	2014	Percent Change
Jan	66,749	66,535	(0.3%)
Feb	64,290	81,456	26.7%
Mar	74,929	91,027	21%
Apr	79,802	86,291	8.1%
May	127,871	72,542	(43.3%)
Jun	81,541	85,112	4.4%
Jul	88,216	86,357	(2.1%)
Aug	73,620	74,127	0.7%
Sep	57,619	85,749	48.8%
Oct	57,326	59,677	4.1%
Nov	49,013	50,004	2.0%
Dec	47,027	51,442	9.4%
Total	868,003	890,319	2.6%

## VISITMESQUITE.COM

### Unique Site Visits

Month	2013	2014	Percent Change
Jan	11,612	21,448	84.7%
Feb	10,915	16,005	46.6%
Mar	12,617	17,803	41.1%
Apr	9,844	15,769	60.2%
May	12,676	15,402	21.5%
Jun	18,932	14,136	(25.3%)
Jul	9,147	11,967	30.8%
Aug	14,153	12,316	(13.0%)
Sep	12,270	11,348	(7.5%)
Oct	15,100	11,630	(23.0%)
Nov	16,348	11,377	(30.4%)
Dec	11,451	10,338	(9.7%)
Total	155,065	169,539	9.3%

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## LAUGHLIN EXECUTIVE SUMMARY

Tourism Indicator	2013	2014	Change
Visitor Volume	2,044,974	1,988,750	(2.7%)
Room Inventory	10,333	10,268	(0.6%)
Occupancy Level	59.6%	60.7%	1.1
Average Daily Room Rate	\$42.87	\$44.12	2.9%
Revenue Per Available Room (RevPAR)	\$25.72	\$26.77	4.1%
Room Nights Occupied	2,248,461	2,266,762	0.8%
Gross Gaming Revenue	\$455,166,000	\$459,603,000	1.0%
Laughlin/Bullhead City Air Passengers	228,475	216,940	(5.0%)
Average Daily Traffic-Hwy 163	4,053	4,108	1.4%

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	2010	2011	2012	2013	2014
<b>First vs. Repeat</b>					
First time visitor	18%	15%	13%	15%	13%
Repeat visitor	82%	85%	87%	85%	87%
<b>Purpose of Current Visit</b>					
Vacation/pleasure	40%	55%	73%	44%	40%
Gamble	32%	27%	19%	30%	37%
Other	28%	18%	8%	26%	23%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.0	2.0	2.0	2.1	2.0
Number of visits in past year	2.5	2.5	2.9	2.9	2.8
Adults in party	1.9	2.0	2.0	2.0	2.0
Nights stayed	3.1	3.2	3.3	3.4	3.5
Visitors with children	4%	5%	3%	5%	4%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$205.34	\$185.30	\$122.22	\$134.13	\$146.52
Transportation (per trip)	\$34.27	\$61.03	\$57.79	\$71.93	\$64.97
Shopping (per trip)	\$57.72	\$65.81	\$73.64	\$66.15	\$65.76
Shows (per trip)	\$3.75	\$5.08	\$5.55	\$8.84	\$7.87
Sightseeing (per trip)	\$3.47	\$4.74	\$7.73	\$6.67	\$8.07
<b>Gambling Behavior</b>					
Gambled while in Laughlin	99%	99%	100%	100%	99%
Daily hours gambled	6.0	5.9	6.0	5.8	5.3
Gambling Budget (per trip)	\$457.46	\$537.97	\$566.38	\$575.30	\$619.43
<b>Average Age</b>					
Age	60.6	61.8	63.1	57.9	59.1

During the calendar year of 2014, 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](http://www.LVCVA.com).

SOURCE: Las Vegas Convention and Visitors Authority - 2014 Laughlin Visitor Profile Study

# LAUGHLIN, NEVADA

## LAUGHLIN VISITOR VOLUME

Month	2013	2014	Percent 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%)
Jul	199,040	195,854	(1.6%)
Aug	188,990	179,688	(4.9%)
Sep	157,153	147,264	(6.3%)
Oct	167,416	161,974	(3.3%)
Nov	147,427	141,350	(4.1%)
Dec	130,230	130,401	0.1%
<b>Total</b>	<b>2,044,974</b>	<b>1,988,750</b>	<b>(2.7%)</b>

## 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%)
2014	1,988,750	(2.7%)

SOURCE: Las Vegas Convention and Visitors Authority

## LAUGHLIN OCCUPANCY

Month	Occupancy Percentage		Net Change
	2013	2014	
Jan	48.0%	49.4%	1.3
Feb	60.1%	61.2%	(1.4)
Mar	67.6%	70.2%	2.1
Apr	66.4%	66.9%	(0.6)
May	61.6%	63.9%	2.5
Jun	64.4%	62.9%	0.6
Jul	69.7%	71.6%	1.5
Aug	65.7%	64.9%	1.4
Sep	56.7%	59.8%	1.1
Oct	58.7%	59.2%	2.6
Nov	52.7%	52.6%	0.5
Dec	43.9%	46.1%	2.3
<b>Total</b>	<b>59.6%</b>	<b>60.7%</b>	<b>1.1</b>

## LAUGHLIN ADR

Month	2013	2014	Percent 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%)
Jul	\$41.57	\$46.50	11.9%
Aug	\$48.71	\$51.53	5.8%
Sep	\$41.95	\$40.86	(2.6%)
Oct	\$39.93	\$41.67	4.4%
Nov	\$40.59	\$41.84	3.1%
Dec	\$41.05	\$41.32	0.7%
<b>Total</b>	<b>\$42.87</b>	<b>\$44.12</b>	<b>2.9%</b>

## LAUGHLIN RevPAR

Month	2013	2014	Percent 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%)
Jul	\$28.97	\$33.29	14.9%
Aug	\$32.00	\$33.44	4.5%
Sep	\$23.79	\$24.43	2.7%
Oct	\$23.44	\$24.67	5.2%
Nov	\$21.39	\$22.01	2.9%
Dec	\$18.02	\$19.05	5.7%
<b>Total</b>	<b>\$25.72</b>	<b>\$26.77</b>	<b>4.1%</b>

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## 2014 LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2013	2014	Net Change
1	Apr 25-26	98.6%	98.5%	(0.1)
2	Jul 25-26	93.2%	98.0%	4.8
3	Mar 14-15	96.6%	97.2%	0.6
4	Jun 20-21	94.9%	96.6%	1.7
5	May 2-3	94.3%	96.1%	1.8
6	Aug 1-2	95.2%	95.5%	0.3
7	Jul 3-5	93.5%	94.3%	0.8
8	Jul 11-12	86.1%	94.3%	8.2
9	Jul 18-19	95.4%	93.9%	(1.5)
10	May 16-17	93.3%	93.3%	0.0
11	Apr 11-12	81.2%	93.1%	11.9
12	Mar 21-22	89.1%	93.0%	3.9
13	Aug 8-9	93.3%	92.4%	(0.9)
14	May 23-25	93.9%	92.3%	(1.6)
15	Aug 15-16	95.3%	90.5%	(4.8)
16	Sep 19-20	81.7%	90.5%	8.8
17	Aug 29-31	84.9%	89.1%	4.2
18	Jun 27-28	78.9%	88.4%	9.5
19	Sep 26-27	76.2%	88.0%	11.8
20	Feb 14-16	85.6%	86.6%	1.0
21	Jun 13-14	85.7%	86.2%	0.5
22	Apr 4-5	87.8%	84.8%	(3.0)
23	Oct 17-18	89.4%	83.8%	(5.6)
24	Feb 21-22	71.6%	83.8%	12.2
25	Mar 7-8	72.3%	82.7%	10.4
26	Mar 28-29	69.1%	82.7%	13.6
27	Aug 22-23	84.1%	82.5%	(1.6)
28	Sep 12-13	84.8%	82.2%	(2.6)
29	Nov 7-8	69.1%	80.8%	11.7
30	Apr 18-19	86.3%	79.8%	(6.5)
31	Oct 10-11	81.1%	79.0%	(2.1)
32	Jun 6-7	81.4%	78.5%	(2.9)
33	Oct 24-25	81.9%	78.2%	(3.7)
34	May 30-31	72.2%	76.8%	4.6
35	Sep 5-6	65.9%	74.8%	8.9
36	Oct 3-4	75.2%	74.1%	(1.1)
37	Nov 27-29	76.6%	72.9%	(3.7)
38	Feb 28-Mar 1	68.4%	72.4%	4.0
39	Jan 17-19	66.0%	68.7%	2.7
40	Dec 25-27	65.3%	66.6%	1.3
41	Jan 31-Feb 1	64.1%	66.5%	2.4
42	May 9-10	68.9%	64.4%	(4.5)
43	Oct 31-Nov 1	67.2%	63.1%	(4.1)
44	Feb 7-8	68.0%	62.9%	(5.1)
45	Nov 14-15	56.7%	60.0%	3.3
46	Dec 5-6	48.1%	58.1%	10.0
47	Dec 12-13	54.6%	58.0%	3.4
48	Jan 24-25	56.2%	56.2%	0.0
49	Jan 3-4	45.9%	52.9%	7.0
50	Jan 10-11	47.8%	49.8%	2.0
51	Nov 21-22	46.9%	49.3%	2.4
52	Dec 19-20	33.8%	34.3%	0.5

## LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2013	2014	Percent Change
Jan	153,755	158,240	2.9%
Feb	173,884	177,066	1.8%
Mar	216,538	224,867	3.8%
Apr	205,833	207,383	0.8%
May	197,319	203,537	3.2%
Jun	199,634	193,889	(2.9%)
Jul	223,265	228,064	2.1%
Aug	210,452	206,723	(1.8%)
Sep	175,764	169,820	(3.4%)
Oct	188,030	188,420	0.2%
Nov	163,365	162,013	(0.8%)
Dec	140,622	146,740	4.4%
Total	2,248,461	2,266,762	0.8%

## LAUGHLIN OCCUPANCY - MIDWEEK

Month	2013	2014	Net Change
Jan	45.0%	44.8%	(0.2)
Feb	53.6%	53.8%	0.2
Mar	62.1%	63.3%	1.2
Apr	58.4%	58.8%	0.4
May	49.7%	53.3%	3.6
Jun	56.1%	54.0%	(2.1)
Jul	60.5%	62.0%	1.5
Aug	53.9%	51.1%	(2.8)
Sep	47.6%	51.0%	3.4
Oct	51.7%	51.9%	0.2
Nov	44.6%	45.5%	0.9
Dec	49.9%	49.9%	0.0
Total	52.1%	52.8%	0.7

## LAUGHLIN OCCUPANCY - WEEKEND

Month	2013	2014	Net Change
Jan	55.3%	59.0%	3.7
Feb	73.8%	76.9%	3.1
Mar	79.1%	87.1%	8.0
Apr	88.5%	89.1%	0.6
May	86.7%	86.1%	(0.6)
Jun	83.8%	87.4%	3.6
Jul	92.2%	95.0%	2.8
Aug	90.6%	89.9%	(0.7)
Sep	78.0%	83.9%	5.9
Oct	82.9%	77.0%	(5.9)
Nov	64.9%	66.8%	1.9
Dec	50.5%	55.6%	5.1
Total	77.1%	79.2%	2.1

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## LAUGHLIN DAILY AUTO TRAFFIC

### (State Route 163)

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

The following chart contains the traffic volume on State Route 163.

Month	Average Daily Traffic		Percent Change
	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%
Jul	3,898	4,076 e	4.6%
Aug	4,056	4,011	(1.1%)
Sep	3,857	3,794	(1.6%)
Oct	4,001	4,065	1.6%
Nov	3,744	3,904	4.3%
Dec	3,726	3,813	2.3%
Average	4,053	4,108	1.4%

e = Estimate as partial NDOT data unavailable

SOURCE: Nevada Department of Transportation - Traffic Section

## LAUGHLIN/BULLHEAD CITY AIRPORT

### Enplaned and Deplaned Passengers

Month	2013	2014	Percent 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%)
Jul	17,181	17,637	2.7%
Aug	17,830	16,036	(10.1%)
Sep	17,980	16,271	(9.5%)
Oct	19,704	16,200	(17.8%)
Nov	19,083	17,153	(10.1%)
Dec	13,650	11,695	(14.3%)
Total	228,475	216,940	(5.0%)

SOURCE: Mojave County Airport Authority, Inc.

## LAUGHLIN GROSS GAMING REVENUE

Month	2013	2014	Percent 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%)
Jul	38,958,000	38,704,000	(0.7%)
Aug	35,380,000	33,032,000	(6.6%)
Sep	33,111,000	34,410,000	3.9%
Oct	41,244,000	39,302,000	(4.7%)
Nov	32,666,000	36,838,000	12.8%
Dec	30,253,000	35,649,000	17.8%
Total	\$455,166,000	\$459,603,000	1.0%

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	455,166,000	(1.5%)
2014	459,603,000	1.0%

SOURCE: Las Vegas Convention and Visitors Authority

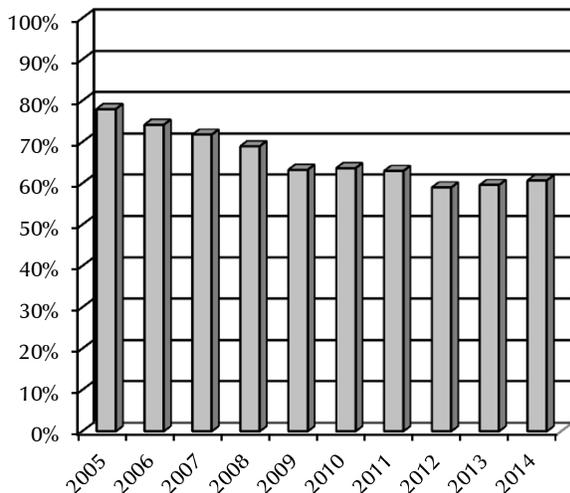
# LAUGHLIN, NEVADA

## 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
2014	60.7%	10,268

SOURCE: Las Vegas Convention and Visitors Authority

### Laughlin Occupancy



## HISTORICAL LAUGHLIN AVERAGE 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%)
2014	4,108	1.4%

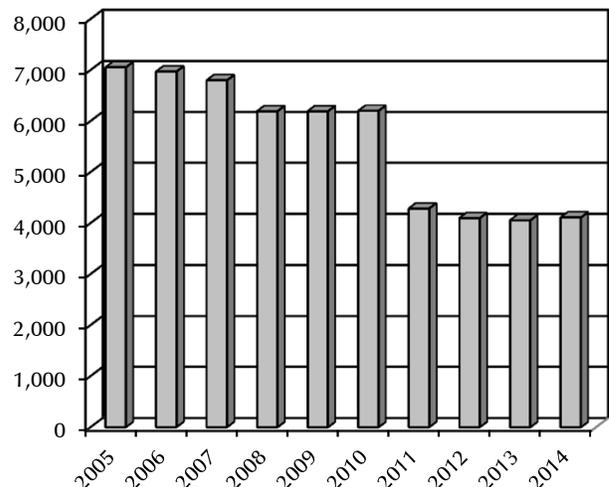
r = Revised

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 Average Daily Auto Traffic



# MESQUITE, NEVADA

## MESQUITE EXECUTIVE SUMMARY

Tourism Indicator	2013	2014	Change
Visitor Volume	1,011,245	1,160,745	14.8%
Room Inventory	1,736	1,736	0.0%
Occupancy Level	69.6%	72.3%	2.7
Average Daily Room Rate	\$57.00	\$53.65	(5.9%)
Revenue Per Available Room (RevPAR)	\$39.71	\$38.83	(2.2%)
Room Nights Occupied	441,656	458,227	3.8%
Gross Gaming Revenue	\$113,123,000	\$112,994,000	(0.1%)
Average Daily Traffic			
Hwy I-15 at NV/AZ border	22,506	22,806	1.3%

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

## MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2010	2011	2012	2013	2014
<b>First vs. Repeat</b>					
First time visitor	9%	6%	6%	8%	11%
Repeat visitor	91%	94%	94%	92%	89%
<b>Purpose of Current Visit</b>					
Vacation/pleasure	3%	1%	1%	1%	1%
Gamble	16%	16%	16%	20%	20%
Just passing through	32%	34%	33%	24%	24%
Other	49%	49%	50%	55%	55%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.1	2.1	2.1	2.1	2.0
Number of visits in past year	8.8	9.2	9.5	11.4	12.8
Adults in party	2.1	2.1	2.1	2.1	2.2
Nights stayed	1.8	1.6	1.7	1.7	1.7
Visitors with children	4%	4%	5%	5%	4%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$51.22	\$52.65	\$53.54	\$56.47	\$56.49
Transportation (per trip)	\$2.97	\$3.45	\$4.08	\$4.71	\$4.73
Recreational Activities (per trip)	\$6.18	\$2.22	\$2.96	\$4.37	\$5.32
Shows (per trip)	\$0.75	\$0.62	\$0.70	\$1.26	\$1.01
Shopping (per trip)	\$0.00	\$3.30	\$3.83	\$3.92	\$7.17
<b>Gambling Behavior</b>					
Gambled while in Mesquite	96%	97%	97%	96%	96%
Daily hours gambled	3.5	3.3	2.8	2.3	2.2
Gambling Budget (per trip)	\$239.77	\$207.40	\$202.10	\$169.65	\$182.98
<b>Average Age</b>					
Age	58.8	57.0	56.0	55.5	56.0

During the calendar year 2014, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Mesquite Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Mesquite visitor, as well as to identify trends in visitor behavior that occur overtime. Copies of this research can be obtained by contacting the LVCVA at (702) 892-0711, or an electronic version of the report can be viewed and downloaded at [www.LVCVA.com](http://www.LVCVA.com).

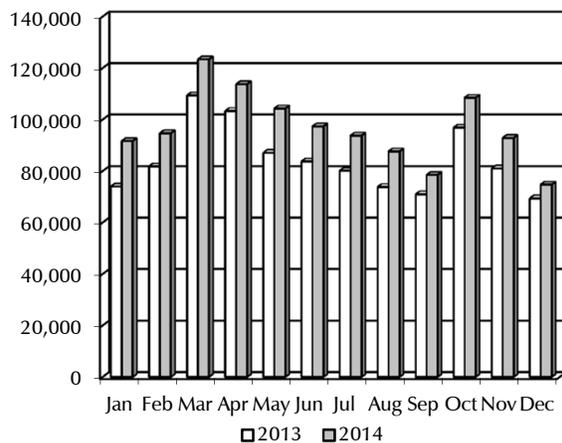
SOURCE: Las Vegas Convention and Visitors Authority - 2014 Mesquite Visitor Profile Study

# MESQUITE, NEVADA

## MESQUITE VISITOR VOLUME

Month	2013	2014	Percent 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%
Jul	80,094	93,736	17.0%
Aug	73,809	87,605	18.7%
Sep	70,951	78,450	10.6%
Oct	96,852	108,450	12.0%
Nov	80,968	92,822	14.6%
Dec	69,373	74,705	7.7%
<b>Total</b>	<b>1,011,245</b>	<b>1,160,745</b>	<b>14.8%</b>

### Visitor Volume



## MESQUITE ROOM NIGHTS OCCUPIED

Month	2013	2014	Percent Change
Jan	32,295	36,164	12.0%
Feb	35,717	37,380	4.7%
Mar	47,766	48,703	2.0%
Apr	45,126	44,893	(0.5%)
May	38,029	41,169	8.3%
Jun	36,560	38,413	5.1%
Jul	34,980	37,004	5.8%
Aug	32,236	34,584	7.3%
Sep	30,988	30,970	(0.1%)
Oct	42,299	42,813	1.2%
Nov	35,362	36,643	3.6%
Dec	30,298	29,491	(2.7%)
<b>Total</b>	<b>441,656</b>	<b>458,227</b>	<b>3.8%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## MESQUITE DAILY AUTO TRAFFIC

### (I-15 at NV/AZ border)

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

Month	Average Daily Traffic		Percent Change
	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%
Jul	25,898	26,044	0.6%
Aug	24,427	24,682	1.0%
Sep	21,993	20,257	(7.9%)
Oct	22,540	23,215	3.0%
Nov	21,176	22,307	5.3%
Dec	20,981	21,687	3.4%
<b>Average</b>	<b>22,506</b>	<b>22,806</b>	<b>1.3%</b>

SOURCE: State of Nevada Department of Transportation - Traffic Section

## MESQUITE GAMING REVENUE

Month	2013	2014	Percent 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%)
Jul	7,719,000	8,242,000	6.8%
Aug	8,097,000	8,236,000	1.7%
Sep	8,186,000	8,283,000	1.2%
Oct	9,869,000	9,745,000	(1.3%)
Nov	9,477,000	10,143,000	7.0%
Dec	9,211,000	9,650,000	4.8%
<b>Total</b>	<b>\$113,123,000</b>	<b>\$112,994,000</b>	<b>(0.1%)</b>

SOURCE: Nevada Gaming Control Board

# MESQUITE, NEVADA

## 2014 MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2013	2014	Net Change
1	Mar 21-22	99.3%	99.3%	0.0
2	Feb 14-16	98.8%	98.5%	(0.3)
3	Mar 28-29	91.2%	98.5%	7.3
4	Mar 7-8	94.9%	98.4%	3.5
5	Feb 21-22	91.0%	98.4%	7.4
6	Apr 4-5	98.5%	97.8%	(0.7)
7	Oct 17-18	98.6%	97.7%	(0.9)
8	Feb 28-Mar 1	94.8%	97.5%	2.7
9	Jan 24-25	75.8%	97.3%	21.5
10	Nov 14-15	73.3%	96.7%	23.4
11	Mar 14-15	96.0%	96.6%	0.6
12	Apr 11-12	93.6%	96.3%	2.7
13	Jan 17-19	91.1%	96.3%	5.2
14	Apr 25-26	77.2%	94.1%	16.9
15	May 2-3	88.4%	94.0%	5.6
16	Jul 25-26	77.1%	93.7%	16.6
17	Oct 31-Nov 1	71.7%	93.7%	22.0
18	Sep 26-27	78.9%	93.0%	14.1
19	May 23-25	86.0%	91.5%	5.5
20	Sep 19-20	74.6%	91.3%	16.7
21	Nov 27-29	84.7%	90.2%	5.5
22	Oct 10-11	79.7%	89.8%	10.1
23	Jun 20-21	92.2%	89.6%	(2.6)
24	May 16-17	75.0%	87.9%	12.9
25	Apr 18-19	87.2%	86.9%	(0.3)
26	Aug 1-2	77.8%	86.3%	8.5
27	Oct 3-4	90.7%	85.6%	(5.1)
28	Jul 3-5	76.0%	83.2%	7.2
29	Jul 18-19	78.4%	82.9%	4.5
30	Aug 8-9	73.1%	82.1%	9.0
31	Jun 6-7	75.1%	80.8%	5.7
32	Jan 31-Feb 1	66.8%	79.2%	12.4
33	Jun 27-28	75.5%	78.9%	3.4
34	Aug 29-31	79.7%	78.5%	(1.2)
35	Jul 11-12	68.6%	78.1%	9.5
36	May 9-10	64.7%	78.1%	13.4
37	Nov 7-8	75.9%	77.4%	1.5
38	Feb 7-8	70.7%	75.4%	4.7
39	Dec 25-27	88.9%	75.0%	(13.9)
40	Dec 5-6	67.5%	72.9%	5.4
41	May 30-31	66.4%	72.4%	6.0
42	Aug 15-16	65.1%	71.2%	6.1
43	Jun 13-14	68.5%	69.2%	0.7
44	Aug 22-23	60.6%	68.7%	8.1
45	Oct 24-25	94.7%	67.7%	(27.0)
46	Sep 5-6	45.3%	61.8%	16.5
47	Jan 10-11	58.1%	61.6%	3.5
48	Dec 19-20	53.4%	60.2%	6.8
49	Jan 3-4	43.6%	58.7%	15.1
50	Nov 21-22	89.9%	55.4%	(34.5)
51	Dec 12-13	50.6%	51.2%	0.6
52	Sep 12-13	55.9%	48.1%	(7.8)

## MESQUITE OCCUPANCY

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
Jul	65.0%	68.8%	3.8
Aug	59.9%	64.3%	4.4
Sep	59.5%	59.5%	0.0
Oct	78.6%	79.6%	1.0
Nov	67.9%	70.4%	2.5
Dec	56.3%	54.8%	(1.5)
Total	69.6%	72.3%	2.7

## MESQUITE ADR

Month	2013	2014	Percent 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%)
Jul	\$47.20	\$49.98	5.9%
Aug	\$48.23	\$53.12	10.1%
Sep	\$49.46	\$52.63	6.4%
Oct	\$56.15	\$58.57	4.3%
Nov	\$52.39	\$56.66	8.2%
Dec	\$46.16	\$51.15	10.8%
Total	\$57.00	\$53.65	(5.9%)

## MESQUITE- RevPAR

Month	2013	2014	Percent 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%)
Jul	\$30.68	\$34.39	12.1%
Aug	\$28.89	\$34.16	18.2%
Sep	\$29.43	\$31.31	6.4%
Oct	\$44.13	\$46.62	5.6%
Nov	\$35.57	\$39.89	12.1%
Dec	\$25.99	\$28.03	7.9%
Total	\$39.71	\$38.83	(2.2%)

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%
2014	1,160,745	14.8%

\* NOTE: Data not available prior to 1999  
SOURCE: Las Vegas Convention and Visitors

## 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	(1.6%)
2013	22,506	5.0%
2014	22,806	1.3%

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 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
2014	72.3%	1,736

SOURCE: Las Vegas Convention and Visitors Authority

## HISTORICAL MESQUITE GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1999	\$92,936,000	N/A*
2000	96,043,000	3.3%
2001	101,850,000	6.0%
2002	109,149,000	7.2%
2003	112,165,000	2.8%
2004	122,474,000	9.2%
2005	142,823,000	16.6%
2006	159,876,000	11.9%
2007	163,661,000	2.4%
2008	143,961,000	(12.0%)
2009	120,103,000	(16.6%)
2010	115,774,000	(3.6%)
2011	116,955,000	1.0%
2012	117,513,000	0.5%
2013	113,123,000	(3.7%)
2014	112,994,000	(0.1%)

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

### **Executive Summary of Clark County Visitor Statistics**

*Monthly*

The LVCVA publishes statistics for Las Vegas, Laughlin and Mesquite that include visitor volume, convention attendance, occupancy levels, room inventory, gaming revenues, airline passengers and automobile traffic. Requestors of this data receive the Executive Summary, a report with both current month and year-to-date data for the current and prior year.

### **Marketing Bulletin**

*Semiannually*

The Marketing Bulletin is the published format of the Clark County Visitor Statistics. It contains all of the data found in the monthly reports as well as additional information such as room tax revenue, hotel/gaming employment and convention center statistics. The publication also contains an in-depth study of hotel and motel occupancy in Las Vegas, Laughlin and Mesquite. A historical review of many of the key tourism statistics is also included which provides an excellent source to summarize the growth rate of Clark County tourism. Marketing Bulletins are published twice per year and contain year-to-date information so that the second issue serves as a year-end summary.

### **Visitor Profile Study**

*Annually*

A source for demographic and behavioral data on visitors, the study presents the findings of visitor interviews conducted throughout the calendar year (January 1- December 31). Sections include reasons for visiting, travel planning, trip characteristics and expenditures, gaming behavior and budgets, entertainment, attitudinal information and visitor demographics. Separate reports are available for Las Vegas, Laughlin and Mesquite.

### **Clark County Residents Study**

*Biennially*

This publication provides insight into the gaming/entertainment behaviors and attitudes of Clark County residents. Data is collected through telephone interviews and published every two years.

### **Construction Bulletin**

*2-3 Times/Year (as needed)*

This document tracks new hotel/motel room construction for Clark County. The project name, number of rooms and completion date are listed with subtotals by year. A list of proposed hotel/motel projects is included as well.

# INFORMATION SOURCES

## **Las Vegas Global Economic Alliance**

6795 Edmond St, Ste 260  
Las Vegas, NV 89118  
(702) 791-0000

**[www.lvgea.org](http://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](http://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](http://www.cber.unlv.edu)**

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

## **Nevada Department of Transportation**

123 E Washington  
Las Vegas, NV 89101  
(702) 385-6500

**[www.nevadadot.com](http://www.nevadadot.com)**

*Distributes information on traffic volume for all highways and interstates throughout Nevada.*

## **Nevada Department of Employment, Training & Rehabilitation**

2800 E St Louis Ave  
Las Vegas, NV 89104  
(702) 486-7923

**[www.detr.state.nv.us](http://www.detr.state.nv.us)**

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

## **McCarran International Airport**

P.O. Box 11005  
Las Vegas, NV 89111-1005  
(702) 261-5100

**[www.mccarran.com](http://www.mccarran.com)**

*Collects information on airline passengers, average daily flights, air seats and other statistics regarding scheduled, charter and commuter air traffic at Clark County airports.*

## **Nevada Gaming Control Board**

555 E Washington Ave Ste 2600  
Las Vegas, NV 89101  
Las Vegas: (702) 486-2000  
Carson City: (775) 684-7700

**[www.gaming.nv.gov](http://www.gaming.nv.gov)**

*State agency responsible for collecting and distributing gaming revenue information. Monthly, quarterly and annual reports are available. In addition, booklets regarding gaming regulations, the U.S. gaming industry and the Nevada Gaming Control Act are available.*