



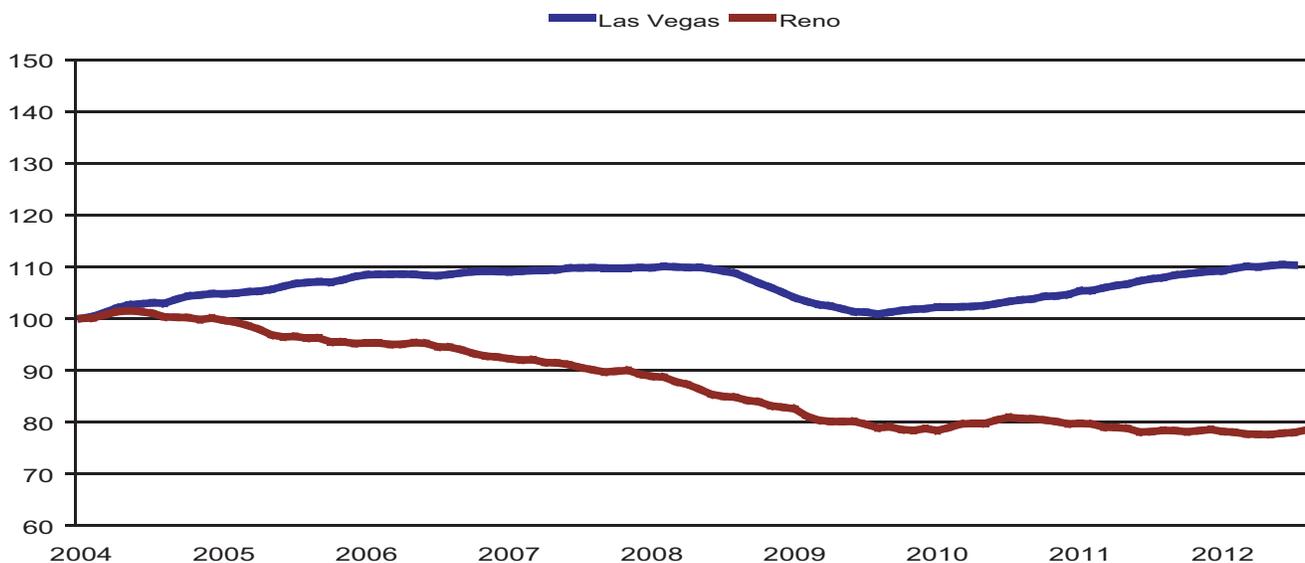
Las Vegas/Reno Visitation In

Nevada

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Las Vegas and Reno Visitor Volume (12 mo. moving average; Jan. 2004=100)



- Southern Nevada has benefited from more than two years of rebounding visitation. In comparison, Northern Nevada visitation has failed to show any upward momentum.
- So far this year, Las Vegas visitor volume has averaged 3.34 million per month, up from 3.28 million during the same period in 2011. In Reno, visitor volume is down slightly from a year ago, from 369,300 to 368,700.
- Las Vegas is actually on pace to approach record visitation in 2012. Since reaching a recessionary low in 2009, Southern Nevada visitation is up nearly ten percent. In Reno, it is up just one percent.
- The West in general saw a deeper recession and a slower recovery than the United States as a whole. This slower recovery contributed to the poor economic activity in tourist-dependent Nevada. Therefore the tourism industry is embracing a conservative sense of optimism. Overall consumer sentiment and confidence although volatile, appear to be trending up.