



# 2009 LAS VEGAS YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL COUNTS	January	February	March	April	May	June	July	August	September	October	November	December	YTD
<b>Visitor Volume</b>	2,765,916	2,858,545	3,202,344	3,171,043	3,199,719	2,980,122	3,181,139	3,092,403	3,062,340	3,153,159	2,904,091	2,780,648	36,351,469
<b>Room Inventory</b>	140,729	140,729	141,119	140,559	140,623	141,030	141,520	141,420	141,190	141,489	141,989	148,941	148,941
<b>Citywide Occupancy</b>	71.9%	83.9%	85.9%	88.0%	84.4%	82.2%	84.2%	81.4%	83.2%	82.6%	78.4%	71.3%	81.5%
Hotel Occupancy	75.5%	87.5%	89.7%	91.6%	88.3%	86.5%	88.1%	86.0%	87.0%	86.7%	81.7%	74.4%	85.3%
Motel Occupancy	42.7%	54.8%	54.8%	58.3%	52.9%	46.9%	52.2%	43.8%	51.8%	48.3%	50.5%	44.3%	50.1%
Weekend Occupancy	79.7%	91.1%	92.5%	94.9%	91.8%	89.9%	91.3%	88.6%	91.5%	90.2%	86.9%	76.8%	88.8%
Midweek Occupancy	67.6%	80.5%	83.6%	85.4%	80.3%	79.4%	80.8%	78.5%	79.6%	79.0%	74.7%	69.1%	78.2%
<b>Average Daily Room Rate (ADR)</b>	\$104.89	\$99.25	\$92.46	\$94.08	\$96.96	\$84.50	\$86.23	\$84.02	\$91.18	\$99.59	\$92.61	\$90.80	\$92.93
<b>Total Room Nights Occupied</b>	3,136,845	3,306,564	3,757,148	3,720,202	3,679,140	3,476,544	3,680,512	3,568,121	3,531,195	3,620,033	3,331,317	3,178,513	41,986,134
<b>Convention Attendance</b>	538,415	583,168	446,588	414,764	341,846	355,436	249,692	235,841	401,319	349,383	437,864	137,959	4,492,275
<b>Conventions &amp; Meetings Held</b>	1,368	1,712	1,824	1,843	1,643	1,567	1,317	1,041	1,699	2,364	1,837	1,179	19,394
<b>Total En/Deplaned Passengers</b>	3,021,067	3,036,715	3,633,269	3,563,918	3,532,182	3,436,939	3,557,509	3,505,650	3,336,013	3,513,663	3,234,705	3,097,382	40,469,012
<b>Average Daily Auto Traffic</b>													
All Major Highways	73,859	75,672	82,287	87,878	85,915	90,045	95,448	93,310	84,011	78,572	80,859	81,529 <sup>a</sup>	84,115
1-15 at NV/CA Border	33,935	34,145	36,726	41,083	39,490	41,912	46,558	45,382	38,687	34,495	38,786	39,188	39,199
<b>Gaming Revenue:</b>													
Clark County	\$777,531,000	\$710,601,000	\$786,458,000	\$734,712,000	\$747,607,000	\$687,546,000	\$729,889,000	\$708,130,000	\$774,056,000	\$673,404,000	\$750,798,000	\$753,170,000	\$8,833,902,000
Las Vegas Strip	\$510,358,000	\$427,426,000	\$456,129,000	\$441,370,000	\$480,817,000	\$414,549,000	\$461,336,000	\$449,560,000	\$506,375,000	\$426,290,000	\$473,831,000	\$502,165,000	\$5,550,206,000
Downtown	\$39,013,000	\$44,860,000	\$55,224,000	\$45,326,000	\$43,248,000	\$45,554,000	\$39,802,000	\$41,977,000	\$44,783,000	\$40,411,000	\$47,389,000	\$36,232,000	\$523,819,000
Boulder Strip	\$57,406,000	\$62,891,000	\$79,446,000	\$76,267,000	\$64,445,000	\$67,967,000	\$65,730,000	\$63,417,000	\$63,061,000	\$58,920,000	\$65,319,000	\$61,216,000	\$786,085,000
<b>Room Tax / LVCVA's Portion:</b>	\$13,441,466	\$13,544,611	\$13,921,781	\$14,307,316	\$14,112,176	\$11,295,406	\$12,047,773	\$11,527,346	\$12,465,261	\$13,892,561	\$11,822,984	\$10,771,630	\$153,150,310

PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
<b>Visitor Volume</b>	-11.9%	-8.0%	-6.5%	-2.9%	-5.8%	-6.3%	-1.3%	-3.7%	4.3%	3.7%	2.9%	1.5%	-3.0%
<b>Room Inventory</b>	5.8%	3.9%	3.4%	2.9%	2.8%	3.3%	3.3%	2.7%	2.5%	2.8%	3.0%	6.0%	6.0%
<b>Citywide Occupancy</b>	-13.0	-5.5	-6.3	-2.0	-5.3	-7.2	-3.0	-6.9	-1.1	-1.2	-0.8	-2.0	-4.5
Hotel Occupancy	-13.0	-5.2	-5.3	-2.0	-5.7	-6.9	-3.2	-6.5	-1.6	-1.2	-1.4	-2.3	-4.5
Motel Occupancy	-16.6	-11.1	-17.2	-4.9	-5.3	-13.0	-4.4	-13.4	-0.3	-4.8	0.4	-1.1	-7.6
Weekend Occupancy	-3.2	-1.8	-1.8	0.4	-0.9	-2.6	0.4	-1.9	3.1	-0.4	1.0	-4.8	-1.0
Midweek Occupancy	-18.1	-7.1	-7.8	-2.9	-7.8	-8.9	-4.9	-8.7	-3.2	-2.0	-1.2	-0.8	-6.1
<b>Average Daily Room Rate (ADR)</b>	-19.9%	-22.9%	-31.6%	-30.7%	-28.3%	-25.5%	-18.6%	-21.5%	-19.0%	-13.9%	-14.9%	-5.8%	-22.0%
<b>Total Room Nights Occupied</b>	-11.0%	-4.8%	-2.7%	0.9%	-3.0%	-5.1%	-0.2%	-4.9%	1.4%	1.2%	1.7%	-0.4%	-2.3%
<b>Convention Attendance</b>	-20.6%	-34.8%	-30.0%	-23.0%	-32.9%	-18.9%	-5.5%	-58.9%	12.2%	-8.3%	-13.0%	11.6%	-23.9%
<b>Conventions &amp; Meetings Held</b>	-19.5%	-15.7%	-19.6%	-29.7%	-25.6%	-15.8%	0.1%	-22.0%	-5.3%	-4.3%	3.6%	10.1%	-13.6%
<b>Total En/Deplaned Passengers</b>	-15.5%	-15.2%	-11.8%	-5.9%	-11.5%	-11.4%	-9.3%	-9.6%	-1.2%	-1.3%	0.1%	-2.1%	-8.2%
<b>Average Daily Auto Traffic</b>													
All Major Highways	-0.7%	-1.9%	-5.2%	5.6%	4.4%	6.0%	6.4%	3.3%	7.2%	1.9%	1.0%	1.0%	2.5%
1-15 at NV/CA Border	2.6%	-0.1%	-4.6%	11.3%	4.7%	6.9%	8.0%	3.7%	9.9%	1.9%	1.8%	1.6%	4.0%
<b>Gaming Revenue:</b>													
Clark County	-16.3%	-17.9%	-9.8%	-13.6%	-7.7%	-14.7%	-10.9%	-6.7%	-9.3%	-11.1%	6.9%	-2.4%	-9.8%
Las Vegas Strip	-14.8%	-23.4%	-12.3%	-15.8%	-6.4%	-14.8%	-11.1%	-9.0%	-3.6%	-10.3%	8.3%	5.9%	-9.4%
Downtown	-22.7%	-11.4%	-2.7%	-14.0%	-10.7%	-5.6%	-11.5%	-3.9%	-8.7%	-16.4%	-1.3%	-12.4%	-10.1%
Boulder Strip	-23.0%	0.1%	-4.0%	2.3%	10.3%	-16.9%	-6.8%	21.5%	-28.0%	-6.4%	19.0%	-19.8%	-6.4%
<b>Room Tax / LVCVA's Portion:</b>	-29.9%	-24.7%	-35.5%	-29.7%	-31.5%	-31.7%	-21.0%	-29.7%	-26.8%	-18.6%	-16.1%	-2.3%	-26.1%

r-revised; e-estimate as partial NDOT data unavailable for December



## 2009 LAUGHLIN YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	212,639	206,563	234,142	221,040	211,669 r	209,003 r	233,459 r	223,424 r	186,701 r	190,631 r	169,221	148,163	2,446,655
2. Room Inventory	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,652	10,652
3. Convention Attendance	10,818 r	11,189	12,741	9,597	11,844	8,555	8,556	5,227	7,500	15,377 r	8,699 r	2,912	113,015
4. Total Occupancy	63.4%	69.0%	70.9%	68.9%	64.6% r	66.1% r	72.2% r	68.7% r	59.6% r	58.8% r	53.3%	44.0%	63.3%
5. Average Daily Room Rate	\$37.15	\$37.94	\$36.13	\$46.69	\$47.28 r	\$44.20 r	\$45.59 r	\$41.07 r	\$42.54 r	\$40.80 r	\$36.31	\$36.36	\$41.24
6. Total Room Nights Occupied	209,413	205,855	234,186	220,239	213,377 r	211,289 r	238,480 r	226,920 r	190,511 r	194,219 r	170,373	145,293	2,460,155
7. Gross Gaming Revenue	\$46,033,000	\$45,285,000	\$51,527,000	\$43,913,000	\$41,268,000	\$38,551,000	\$39,270,000	\$38,144,000	\$39,059,000	\$36,949,000	\$39,452,000	\$33,063,000	\$492,514,000
8. Laughlin/Bullhead City Air Passengers	23,224	24,564	28,211	20,998	16,440	13,495	15,004	17,002	16,028	17,009	18,570	7,286	217,831
9. Average Daily Auto Traffic: Hwy 163	5,928	6,132	6,946	7,441	6,225	6,096	6,176	5,774	5,734	5,989	6,039	5,825	6,192
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	-12.0%	-17.2%	-17.1%	-15.3%	-17.1%	-8.7%	-10.3%	-15.1%	-11.9%	-15.4%	-17.1%	-16.9%	-14.5%
2. Room Inventory	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3. Conventions Attendance	19.6%	-21.2%	21.4%	-39.4%	-40.1%	-24.8%	43.8%	-39.2%	-17.3%	-2.5%	-2.3%	-62.3%	-17.4%
4. Total Occupancy	-3.6	-6.1	-9.3	-7.2	-8.4	-1.1	-2.6	-7.1	-3.4	-6.3	-7.1	-5.9	-5.7
5. Average Daily Room Rate	2.9%	-3.4%	-5.6%	-24.7%	12.3%	4.2%	-2.7%	-13.0%	9.1%	4.2%	-17.5%	-17.4%	-5.2%
6. Total Room Nights Occupied	-5.7%	-11.6%	-11.9%	-9.8%	-11.8%	-1.7%	-3.5%	-9.4%	-5.4%	-9.7%	-11.8%	-11.8%	-8.7%
7. Gross Gaming Revenue	-10.3%	-19.2%	-8.3%	-17.8%	-15.0%	-11.6%	-18.6%	-13.9%	-12.2%	-19.1%	-5.6%	-11.7%	-13.7%
8. Laughlin/Bullhead City Air Passengers	-12.9%	-8.6%	0.3%	5.5%	-5.3%	-17.9%	-19.4%	4.6%	-16.9%	-25.3%	-14.8%	-38.8%	-11.4%
9. Average Daily Auto Traffic: Hwy 163	-2.5%	-8.7%	-7.3%	-0.6%	0.6%	5.8%	7.2%	3.4%	1.2%	1.9%	2.5%	0.1%	0.0%

r-revised



## 2009 MESQUITE YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	88,183	94,005	113,378	105,049	92,036	93,162	85,160	69,715	83,232	96,268	83,846	72,128	1,076,162
2. Room Inventory	1,981	1,981	1,981	1,981	1,780	1,780	1,780	1,780	1,780	1,780	1,780	1,790	1,790
3. Total Occupancy	74.9%	88.4%	96.3%	92.2%	87.0%	91.0%	80.5%	65.9%	81.3%	91.0%	81.9%	67.8%	83.3%
4. Average Daily Room Rate	\$60.94	\$59.38	\$57.91	\$59.58	\$55.17	\$51.01	\$47.49	\$43.87	\$52.18	\$60.94	\$53.99	\$49.69	\$54.86
5. Total Room Nights Occupied	45,997	49,034	59,139	54,794	48,007	48,594	44,420	36,364	43,414	50,214	43,735	37,622	561,334
6. Gross Gaming Revenue	\$11,084,000	\$11,211,000	\$12,381,000	\$10,768,000	\$10,500,000	\$9,021,000	\$8,414,000	\$8,482,000	\$9,075,000	\$10,275,000	\$9,672,000	\$9,220,000	\$120,103,000
7. Average Daily Auto Traffic: I-15 at NV/AZ border	18,711	19,999	22,374	22,539	22,574	23,887	24,892	23,833	22,187	21,556	20,847	20,128	21,961
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	-30.8%	-31.9%	-24.0%	-26.1%	-31.0%	-26.2%	-28.1%	-41.2%	0.7%	-25.6%	-21.2%	-8.1%	-25.8%
2. Room Inventory	-27.4%	-27.4%	-27.4%	-27.4%	-34.8%	-34.2%	-34.2%	-34.2%	-34.2%	-34.2%	-34.2%	-9.6%	-9.6%
3. Total Occupancy	-4.1	-3.0	3.8	1.2	4.3	9.5	6.5	-8.2	27.9	10.1	13.2	0.8	5.0
4. Average Daily Room Rate	3.8%	-13.3%	-3.3%	0.4%	5.1%	12.2%	3.6%	-4.9%	30.3%	13.0%	7.8%	8.4%	3.1%
5. Total Room Nights Occupied	-31.2%	-32.2%	-24.4%	-26.5%	-31.4%	-26.6%	-28.4%	-41.5%	0.1%	-26.0%	-21.6%	-8.6%	-26.2%
6. Gross Gaming Revenue	-15.1%	0.7%	-29.2%	-16.3%	-22.1%	-17.2%	-19.5%	-21.6%	-12.7%	-14.0%	-15.5%	-7.6%	-16.6%
7. Average Daily Auto Traffic: I-15 at NV/AZ border	-4.9%	-4.3%	-7.8%	0.1%	-0.6%	2.7%	3.6%	0.5%	4.2%	0.5%	0.9%	2.1%	-0.3%

r-revised