



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		December			December YTD		
		2010	2011	Change	2010	2011	Change
		Visitor Volume	2,884,836	2,957,491	2.5%	37,335,436	38,928,708
Room Inventory (as of Dec 31)	148,935	150,161	0.8%	148,935	150,161	0.8%	
Citywide Occupancy	72.4%	73.1%	0.7	80.4%	83.8%	3.4	
<i>Hotel Occupancy</i>	75.2%	77.0%	1.8	83.5%	86.9%	3.5	
<i>Motel Occupancy</i>	46.3%	40.0%	-6.3	52.0%	56.0%	4.0	
<i>Weekend Occupancy</i>	80.6%	81.3%	0.7	88.4%	90.9%	2.4	
<i>Midweek Occupancy</i>	69.0%	68.7%	-0.3	76.8%	80.7%	3.9	
Average Daily Room Rate	\$91.88	\$101.58	10.6%	\$94.91	\$105.11	10.7%	
Total Room Nights Occupied	3,329,645	3,404,688	2.3%	43,365,743	45,654,165	5.3%	
Convention Attendance	155,410	157,365	1.3%	4,473,134	4,865,272	8.8%	
Conventions & Meetings Held	1,022	1,265	23.8%	18,004	19,029	5.7%	
Total En/Deplaned Air Passengers	3,083,676	3,204,016	3.9%	39,757,359	41,479,814	4.3%	
Avg. Daily Auto Traffic: All Major Highways	95,732 *	96,412	0.7%	100,391 *	99,844	-0.5%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	38,630	41,498	7.4%	40,213	40,344	0.3%	
Gaming Revenue: Clark County	\$733,488,000 r	\$742,368,000	1.2%	\$8,908,574,000 r	\$9,222,906,000	3.5%	
<i>Gaming Revenue: Las Vegas Strip</i>	\$500,380,000 r	\$518,437,000	3.6%	\$5,776,279,000 r	\$6,068,986,000	5.1%	
<i>Gaming Revenue: Downtown</i>	\$34,625,000	\$30,920,000	-10.7%	\$493,391,000	\$496,704,000	0.7%	
<i>Gaming Revenue: Boulder Strip</i>	\$53,720,000	\$49,750,000	-7.4%	\$756,987,000	\$778,887,000	2.9%	

NOTES & HIGHLIGHTS:

With a visitor count second only to 2007 when the destination hosted 39.2 million visitors, Las Vegas hosted 38.9 million visitors in 2011 (+4.3% over 2010) while ADR finished the year at over \$105, or up +10.7%. Citywide occupancy grew +3.4 points for the year at 83.8%, up from the 80.4% in 2010. December 2011 marked the 22nd straight month of increases in both visitation and Average Daily Room Rates (ADR).

Growth was seen in 2011 in the convention segment as Las Vegas hosted nearly 4.9 million convention attendees (+8.8% vs. 2010) and more than 19,000 meetings, tradeshow or conventions (+5.7% vs. 2010).

With increases in seven of the twelve months of the year, gross gaming revenue for Clark County exceeded \$9.2 billion for the year, +3.5% vs. 2010. Las Vegas Strip gaming revenue ended the year at \$6.1 billion, +5.1% over 2010.

Passenger traffic at McCarran continued to grow, ending the year at just under 41.5 million total passengers (+4.3% over 2010). Noting that traffic counts represent a mix of resident, commercial and visitor traffic, overall Average Daily Auto Traffic on the major highways into and out of Las Vegas ended the year with a small decline of -0.5% and traffic on I-15 to/from So. California saw a slight increase of +0.3%.

*** NOTE: CHANGE TO AUTO TRAFFIC COUNTS METHODOLOGY** - To reflect altered traffic patterns related to the opening of the Hoover Dam bypass bridge in Q4 of 2010, the calculation of "Avg. Daily Auto Traffic: All Major Highways" has been revised. 2010 and 2011 figures have been retroactively revised to reflect this new calculation methodology. The routes reflected in the auto traffic figures include: I-15 to/from California; I-15 to/from AZ and UT; US-95 to/from No. NV; US-95 via Searchlight; and US-93 to/from AZ.



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LAUGHLIN	Visitor Volume	151,604	141,592	-6.6%	2,363,734	2,253,124	-4.7%
	Room Inventory (as of Dec 31)	10,350	10,334	-0.2%	10,350	10,334	-0.2%
	Convention Attendance	2,117	1,488	-29.7%	74,605	69,227	-7.2%
	Total Occupancy	48.3%	45.8%	-2.5	63.7%	63.0%	-0.7
	Average Daily Room Rate	\$36.51	\$39.62	8.5%	\$38.25	\$40.34	5.5%
	Total Room Nights Occupied	154,971	146,722	-5.3%	2,453,711	2,380,409	-3.0%
	Gross Gaming Revenue	\$35,597,000	\$32,646,000	-8.3%	\$482,389,000	\$464,713,000	-3.7%
	Laughlin/Bullhead City En/Deplaned Passengers	8,039	10,783	34.1%	242,777	227,252	-6.4%
Avg. Daily Auto Traffic: Highway 163		4,025	3,787	-5.9%	6,199	4,286	-30.9%
MESQUITE	Visitor Volume	74,215	63,101	-15.0%	995,120	981,541	-1.4%
	Room Inventory (as of Dec 31)	1,767	1,763	-0.2%	1,767	1,763	-0.2%
	Total Occupancy	71.0%	59.4%	-11.6	80.2%	78.4%	-1.8
	Average Daily Room Rate	\$45.36	\$41.83	-7.8%	\$51.41	\$51.47	0.1%
	Total Room Nights Occupied	38,892	32,464	-16.5%	521,485	504,857	-3.2%
	Gross Gaming Revenue	\$9,402,000	\$9,699,000	3.2%	\$115,774,000	\$116,955,000	1.0%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border		19,538	19,661	0.6%	22,264	21,793

Sources: Las Vegas Convention and Visitors Authority; Mojave County Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board

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