



# LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

	September			September YTD		
	2008	2009	Change	2008	2009	Change
<b>LAS VEGAS</b> Visitor Volume	2,936,499	3,062,340	4.3%	28,880,952	27,513,571	-4.7%
Room Inventory (as of Sep 30)	137,690	141,190	2.5%	137,690	141,190	2.5%
Citywide Occupancy	84.3%	83.2%	-1.1	88.4%	82.8%	-5.6
Hotel Occupancy	88.6%	87.0%	-1.6	92.2%	86.7%	-5.5
Motel Occupancy	52.1%	51.8%	-0.3	60.5%	50.9%	-9.6
Weekend Occupancy	88.4%	91.5%	3.1	91.1%	90.1%	-0.9
Midweek Occupancy	82.8%	79.6%	-3.2	87.2%	79.5%	-7.7
Average Daily Room Rate	\$112.58	\$91.18	-19.0%	\$122.81	\$92.42	-24.7%
Total Room Nights Occupied	3,482,882	3,531,195	1.4%	32,921,944	31,856,271	-3.2%
Convention Attendance	357,525	401,319	12.2%	4,891,463	3,567,069	-27.1%
Conventions & Meetings Held	1,794	1,699	-5.3%	17,138	14,014	-18.2%
Total En/Deplaned Air Passengers	3,377,238	3,336,007	-1.2%	34,116,915 r	30,624,672	-10.2%
Avg. Daily Auto Traffic: All Major Highways	78,384	84,011	7.2%	83,031 r	85,381	2.8%
Avg. Daily Auto Traffic: I-15 at NV/CA Border	35,194	38,687	9.9%	37,965	39,769	4.8%
Gaming Revenue: Clark County	\$853,511,000	\$774,056,000	-9.3%	\$7,564,848,000 r	\$6,656,530,000	-12.0%
Gaming Revenue: Las Vegas Strip	\$525,170,000	\$506,375,000	-3.6%	\$4,739,371,000 r	\$4,147,920,000	-12.5%
Gaming Revenue: Downtown	\$49,040,000	\$44,783,000	-8.7%	\$445,008,000 r	\$399,787,000	-10.2%
Gaming Revenue: Boulder Strip	\$87,602,000 r	\$63,061,000	-28.0%	\$645,247,351 r	\$600,630,000	-6.9%

## NOTES & HIGHLIGHTS:

Las Vegas hosted more than 3.0 million visitors in September, an increase of 4.3% compared to last year. This marks the first year-over-year monthly increase since May 2008.

At 83.2%, citywide occupancy for Las Vegas was down -1.1 percentage points vs. last September, which represented the smallest year-over-year decline since February 2008. September also saw a positive year-over-year increase for weekend occupancy for the third time in 2009.

Overall convention attendance was up 12.2% for the month as a few larger shows (i.e. MAGIC & World Market Center's Fall show) fell in September this year vs. August last year. This is the first year-over-year monthly increase in convention attendance since July 2008.

Both ADR and Clark County gaming revenue continued to show declines. ADR was down -19.0% while Clark County gaming revenue was down -9.3%.



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<b>LAUGHLIN</b>	<i>Visitor Volume</i>	211,813	205,290	-3.1%	2,254,406	2,026,361	-10.1%
	<i>Room Inventory (as of Sep 30)</i>	10,657	10,655	0.0%	10,657	10,655	0.0%
	<i>Convention Attendance</i>	9,073 r	7,500	-17.3%	104,358 r	86,027	-17.6%
	<i>Total Occupancy</i>	63.0%	66.3%	3.3	72.5%	70.5%	-2.0
	<i>Average Daily Room Rate</i>	\$39.00	\$42.78	9.7%	\$43.87	\$42.33	-3.5%
	<i>Total Room Nights Occupied</i>	201,417	211,928	5.2%	2,121,063	2,051,332	-3.3%
	<i>Gross Gaming Revenue</i>	\$44,464,000	\$39,059,000	-12.2%	\$446,081,000	\$383,050,000	-14.1%
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	19,296	16,028	-16.9%	189,529	174,966	-7.7%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	5,667	5,734	1.2%	6,304 r	6,272	-0.5%
<b>MESQUITE</b>	<i>Visitor Volume</i>	82,680	83,232	0.7%	1,136,035	823,920	-27.5%
	<i>Room Inventory (as of Sep 30)</i>	2,706	1,780	-34.2%	2,706	1,780	-34.2%
	<i>Total Occupancy</i>	53.4%	81.3%	27.9	80.0%	84.3%	4.3
	<i>Average Daily Room Rate</i>	\$40.04	\$52.18	30.3%	\$53.90	\$54.68	1.4%
	<i>Total Room Nights Occupied</i>	43,350	43,414	0.1%	595,635	429,763	-27.8%
	<i>Gross Gaming Revenue</i>	\$10,391,000	\$9,075,000	-12.7%	\$110,587,000	\$90,936,000	-17.8%
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	21,290	22,187	4.2%	22,485	22,333	-0.7%

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

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