



2010 LAS VEGAS YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL COUNTS	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Visitor Volume	2,877,716	2,856,456	3,224,697	3,199,541	3,262,831	3,106,965	3,330,658	3,201,662	3,123,549	3,332,628	2,933,897	2,884,836	37,335,436
Room Inventory	148,891	148,891	148,891	148,891	148,542	148,524	148,524	148,422	148,402	147,972	145,694	148,935	148,935
Citywide Occupancy	71.1%	79.7%	82.4%	84.0%	82.6%	82.1%	84.0%	82.0%	82.1%	84.9%	77.1%	72.4%	80.4%
Hotel Occupancy	74.8%	82.5%	85.4%	86.9%	86.2%	86.4%	86.9%	84.9%	84.8%	87.7%	80.2%	75.2%	83.5%
Motel Occupancy	38.2%	54.1%	55.7%	57.5%	50.1%	43.1%	58.3%	55.7%	59.2%	59.2%	48.9%	46.3%	52.0%
Weekend Occupancy	81.5%	87.9%	90.3%	92.6%	90.5%	89.7%	90.2%	89.2%	89.6%	91.5%	87.5%	80.6%	88.4%
Midweek Occupancy	64.6%	75.8%	79.7%	80.3%	78.8%	79.3%	80.6%	79.6%	78.9%	81.8%	72.7%	69.0%	76.8%
Average Daily Room Rate (ADR)	\$99.75	\$97.21	\$93.23	\$96.87	\$98.87	\$89.54	\$90.38	\$87.40	\$97.25	\$102.19	\$94.73	\$91.88	\$94.91
Total Room Nights Occupied	3,249,926	3,306,585	3,788,249	3,734,052	3,788,006	3,642,610	3,854,527	3,760,211	3,640,023	3,880,100	3,391,809	3,329,645	43,365,743
Convention Attendance	449,917	518,394	470,005	426,697	352,357	351,731	320,724	345,095	291,248	419,076	372,480	155,410	4,473,134
Conventions & Meetings Held	1,197	1,616	1,772	1,818	1,577	1,414	1,124	925	1,626	2,384	1,529	1,022	18,004
Total En/Deplaned Passengers	3,015,368	2,848,833	3,487,552	3,385,504 r	3,476,021	3,400,550	3,518,217	3,493,158	3,268,931	3,584,819	3,194,730	3,083,676	39,757,359
Average Daily Auto Traffic													
All Major Highways	74,029	78,055	87,267	89,616	86,544	94,374 e	99,958 e	97,385 e	86,428 e	83,883 e	83,272 e	80,041 e	86,738
1-15 at NV/CA Border	33,669	35,337	39,001	40,619	39,910	43,587	47,886	47,017	38,706	37,282	40,916	38,630	40,213
Gaming Revenue:													
Clark County	\$764,364,000	\$827,798,000	\$779,494,000	\$689,978,000	\$714,657,000	\$640,096,000	\$693,391,000	\$806,107,000	\$785,718,000	\$757,487,000	\$715,831,000	\$733,777,000	\$8,908,698,000
Las Vegas Strip	\$495,038,000	\$567,978,000	\$467,075,000	\$437,281,000	\$450,177,000	\$382,959,000	\$461,349,000	\$544,363,000	\$520,559,000	\$494,812,000	\$454,308,000	\$500,670,000	\$5,776,569,000
Downtown	\$38,195,000	\$42,277,000	\$49,357,000	\$41,192,000	\$42,943,000	\$40,237,000	\$32,134,000	\$41,387,000	\$43,022,000	\$44,591,000	\$43,432,000	\$34,625,000	\$493,392,000
Boulder Strip	\$69,914,000	\$61,461,000	\$75,516,000	\$56,850,000	\$67,730,000	\$61,993,000	\$54,671,000	\$65,472,000	\$65,397,000	\$60,593,000	\$63,710,000	\$53,720,000	\$757,027,000
Room Tax / LVCVA's Portion:	\$13,645,061	\$12,521,876	\$14,269,161	\$14,746,458	\$15,046,747	\$13,157,698	\$14,468,356	\$12,598,535	\$13,561,877	\$16,035,665	\$12,571,974	\$11,186,577	\$163,809,985
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Visitor Volume	4.0%	-0.1%	0.7%	0.9%	2.0%	4.3%	4.7%	3.5%	2.0%	5.7%	1.0%	3.7%	2.7%
Room Inventory	5.8%	5.8%	5.5%	5.9%	5.6%	5.3%	4.9%	5.0%	5.1%	4.6%	2.6%	0.0%	0.0%
Citywide Occupancy	-0.8	-4.2	-3.5	-4.0	-1.8	-0.1	-0.2	0.6	-1.1	2.3	-1.3	1.1	-1.1
Hotel Occupancy	-0.7	-5.0	-4.3	-4.7	-2.1	-0.1	-1.2	-1.1	-2.2	1.0	-1.5	0.8	-1.8
Motel Occupancy	-4.5	-0.7	0.9	-0.8	-2.8	-3.8	6.1	11.9	5.2	10.9	-1.6	2.0	1.9
Weekend Occupancy	1.8	-3.2	-2.2	-2.3	-1.3	-0.2	-1.1	0.6	-1.9	1.3	0.6	3.8	-0.3
Midweek Occupancy	-3.0	-4.7	-3.9	-5.1	-1.5	-0.1	-0.2	1.1	-0.7	2.8	-2.0	-0.1	-1.5
Average Daily Room Rate (ADR)	-4.9%	-3.7%	0.8%	3.0%	2.0%	6.0%	4.8%	4.0%	6.7%	2.6%	2.3%	1.2%	2.0%
Total Room Nights Occupied	3.6%	0.0%	0.8%	0.4%	3.0%	4.8%	4.7%	5.4%	3.1%	7.2%	1.8%	4.8%	3.3%
Convention Attendance	-16.4%	-11.1%	5.2%	2.9%	3.1%	-1.0%	28.4%	46.3%	-27.4%	19.9%	-14.9%	12.6%	-0.4%
Conventions & Meetings Held	-12.5%	-5.6%	-2.9%	-1.4%	-4.0%	-9.8%	-14.7%	-11.1%	-4.3%	0.8%	-16.8%	-13.3%	-7.2%
Total En/Deplaned Passengers	-0.2%	-6.2%	-4.0%	-5.0%	-1.6%	-1.1%	-1.1%	-0.4%	-2.0%	2.0%	-1.2%	-0.4%	-1.8%
Average Daily Auto Traffic													
All Major Highways	0.2%	3.1%	6.1%	2.0%	0.7%	4.8%	4.7%	4.4%	2.9%	6.8%	3.0%	-1.8%	3.1%
1-15 at NV/CA Border	-0.8%	3.5%	6.2%	-1.1%	1.1%	4.0%	2.9%	3.6%	0.0%	8.1%	5.5%	-1.4%	2.6%
Gaming Revenue:													
Clark County	-2.2%	16.5%	-0.9%	-6.1%	-4.4%	-6.9%	-5.0%	13.8%	1.5%	12.5%	-4.7%	-2.6%	0.8%
Las Vegas Strip	-3.0%	32.9%	2.4%	-0.9%	-6.4%	-7.6%	0.0%	21.1%	2.8%	16.1%	-4.1%	-0.3%	4.1%
Downtown	-2.1%	-5.8%	-10.6%	-9.1%	-0.7%	-11.7%	-19.3%	-1.4%	-3.9%	10.3%	-8.4%	-4.4%	-5.8%
Boulder Strip	13.6%	-2.3%	-4.9%	-25.5%	5.1%	-8.8%	-16.8%	3.3%	3.6%	2.8%	-2.5%	-12.2%	-4.2%
Room Tax / LVCVA's Portion:	1.5%	-7.6%	2.5%	3.1%	6.6%	16.5%	20.1%	9.3%	8.8%	15.4%	6.3%	3.9%	7.0%

r-revised; e-estimate as partial NDOT data unavailable.



2010 LAUGHLIN YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	179,765	198,968	224,449	208,345	196,033	201,795	232,113	213,240	186,381	197,448	173,593	151,604	2,363,734
2. Room Inventory	10,652	10,652	10,652	10,652	10,652	10,652	10,652	10,652	10,350	10,350	10,350	10,350	10,350
3. Conventions Attendance	5,453	5,527	7,904	11,560	7,407	5,195	4,108	2,812	5,358	11,062	6,102	2,117	74,605
4. Total Occupancy	54.0%	68.6%	70.1%	66.8%	61.4%	65.9%	74.4%	67.6%	63.5%	65.3%	58.6%	48.3%	63.7%
5. Average Daily Room Rate	\$37.83	\$38.10	\$37.24	\$44.02	\$39.60	\$34.84	\$40.14	\$37.66	\$38.92	\$37.08	\$36.05	\$36.51	\$38.25
6. Total Room Nights Occupied	178,314	204,604	231,479	213,466	202,750	210,590	245,678	223,223	197,168	209,515	181,953	154,971	2,453,711
7. Gross Gaming Revenue	\$39,535,000	\$44,701,000	\$52,799,000	\$41,570,000	\$39,164,000	\$36,639,000	\$38,643,000	\$36,342,000	\$39,611,000	\$38,442,000	\$39,345,000	\$35,597,000	\$482,388,000
8. Laughlin/Bullhead City Air Passengers	20,295	26,236	31,205	21,177	16,690	16,877	19,237	19,141	19,720	21,144	23,016	8,039	242,777
9. Average Daily Auto Traffic: Hwy 163	5,769	6,521	7,816	7,784	6,455	6,625	6,648	6,190	6,051	6,062	4,440	4,025	6,199

PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	-15.5%	-3.7%	-4.1%	-5.7%	-7.4%	-3.4%	-0.6%	-4.6%	-0.2%	3.6%	2.6%	2.3%	-3.4%
2. Room Inventory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.9%	-2.9%	-2.9%	-2.8%	-2.8%
3. Conventions Attendance	-49.6%	-50.6%	-38.0%	20.5%	-37.5%	-39.3%	-52.0%	-46.2%	-28.6%	-28.1%	-29.9%	-27.3%	-34.0%
4. Total Occupancy	-9.4	-0.4	-0.8	-2.1	-3.2	-0.2	2.2	-1.1	3.9	6.5	5.3	4.3	0.4
5. Average Daily Room Rate	1.8%	0.4%	3.1%	-5.7%	-16.2%	-21.2%	-12.0%	-8.3%	-8.5%	-9.1%	-0.7%	0.4%	-7.3%
6. Total Room Nights Occupied	-14.9%	-0.6%	-1.2%	-3.1%	-5.0%	-0.3%	3.0%	-1.6%	3.5%	7.9%	6.8%	6.7%	-0.3%
7. Gross Gaming Revenue	-14.1%	-1.3%	2.5%	-5.3%	-5.1%	-5.0%	-1.6%	-4.7%	1.4%	4.0%	-0.3%	7.7%	-2.1%
8. Laughlin/Bullhead City Air Passengers	-12.6%	6.8%	10.6%	0.9%	1.5%	25.1%	28.2%	12.6%	23.0%	24.3%	23.9%	10.3%	11.5%
9. Average Daily Auto Traffic: Hwy 163	-2.7%	6.3%	12.5%	4.6%	3.7%	8.7%	7.6%	7.2%	5.5%	1.2%	-26.5%	-30.9%	0.1%

r-revised



2010 MESQUITE YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	78,146	82,825	95,088	89,049	84,605	86,999	80,899	76,096	72,630	93,239	81,329	74,215	995,120
2. Room Inventory	1,790	1,790	1,790	1,790	1,790	1,790	1,790	1,767	1,767	1,767	1,767	1,767	1,767
3. Total Occupancy	73.8%	86.6%	89.8%	86.9%	79.9%	84.9%	76.4%	72.8%	71.8%	89.2%	80.4%	71.0%	80.2%
4. Average Daily Room Rate	\$51.42	\$57.33	\$56.61	\$57.55	\$51.64	\$52.36	\$45.74	\$44.76	\$46.08	\$55.42	\$48.85	\$45.36	\$51.41
5. Total Room Nights Occupied	40,952	43,404	49,830	46,665	44,337	45,591	42,394	39,878	38,061	48,861	42,620	38,892	521,485
6. Gross Gaming Revenue	\$9,924,000	\$10,557,000	\$11,957,000	\$10,949,000	\$9,883,000	\$8,416,000	\$8,446,000	\$8,252,000	\$8,298,000	\$10,217,000	\$9,473,000	\$9,402,000	\$115,774,000
7. Average Daily Auto Traffic: I-15 at NV/AZ border	18,569	20,223	22,854	23,024	22,448	24,190	25,567	24,471	22,420	22,442	21,426	19,538	22,264

PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	-11.4%	-11.9%	-16.1%	-15.2%	-8.1%	-6.6%	-5.0%	9.2%	-12.7%	-3.1%	-3.0%	2.9%	-7.5%
2. Room Inventory	-9.6%	-9.6%	-9.6%	-9.6%	0.6%	0.6%	0.6%	-0.7%	-0.7%	-0.7%	-0.7%	-1.3%	-1.3%
3. Total Occupancy	-1.1	-1.8	-6.5	-5.3	-7.1	-6.1	-4.1	6.9	-9.5	-1.8	-1.5	3.2	-3.1
4. Average Daily Room Rate	-15.6%	-3.5%	-2.2%	-3.4%	-6.4%	2.6%	-3.7%	2.0%	-11.7%	-9.1%	-9.5%	-8.7%	-6.3%
5. Total Room Nights Occupied	-11.0%	-11.5%	-15.7%	-14.8%	-7.6%	-6.2%	-4.6%	9.7%	-12.3%	-2.7%	-2.5%	3.4%	-7.1%
6. Gross Gaming Revenue	-10.5%	-5.8%	-3.4%	1.7%	-5.9%	-6.7%	0.4%	-2.8%	-8.6%	-0.6%	-2.1%	2.0%	-3.6%
7. Average Daily Auto Traffic: I-15 at NV/AZ border	-0.8%	1.1%	2.1%	2.2%	-0.6%	1.3%	2.7%	2.7%	1.1%	4.1%	2.8%	-2.9%	1.4%

r-revised