



**2016**

*Year-End Summary*  
*Volume 44 - Number 164*

***Clark County***  
***Marketing Bulletin***

# CLARK COUNTY MARKETING BULLETIN

Year-End 2016: Volume 44, Number 164

Las Vegas Convention and Visitors Authority  
3150 Paradise Road Las Vegas, NV 89109-9096  
(702) 892-0711

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VisitLasVegas.com

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VisitMesquite.com

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The staff of the Las Vegas Convention and Visitors Authority takes this opportunity to thank all of the people who have assisted us in compiling our marketing information and conducting our research projects. The LVCVA Research Center staff also welcomes any suggestions and/or editorial contributions.

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# LAS VEGAS VISITOR STATISTICS

## LAS VEGAS EXECUTIVE SUMMARY

Tourism Indicator	2015	2016	Change
<b>Visitor Volume</b>	42,312,216	42,936,109	1.5%
<b>Room Inventory</b> (as of December 31)	149,213	149,339	0.1%
<b>Conventions</b>			
Attendance	5,891,151	6,310,616	7.1%
Number Held	21,306	21,864	2.6%
<b>Occupancy Levels</b>			
Citywide	87.7%	89.1%	1.4
Hotel	89.8%	90.8%	1.0
Motel	68.3%	73.0%	4.7
Weekend	93.7%	95.0%	1.3
Midweek	85.2%	86.5%	1.3
Strip	89.4%	90.5%	1.1
Downtown	82.3%	82.8%	0.5
<b>Average Daily Room Rate</b>			
Strip	\$120.67 r	\$125.96	4.4%
Downtown	\$130.08 r	\$135.87	4.5%
	\$61.29	\$65.53	6.9%
<b>Revenue Per Available Room</b>			
Strip	\$105.84 r	\$112.28	6.1%
Downtown	\$116.19 r	\$123.01	5.9%
	\$50.37	\$54.22	7.6%
<b>Total Room Nights Occupied</b>			
Total	47,896,317	48,485,632	1.2%
<b>Gross Gaming Revenue</b>			
Clark County	\$9,617,671,000 r	\$9,712,796,000	1.0%
Strip	\$6,347,845,000 r	\$6,376,042,000	0.4%
Downtown	\$541,751,000 r	\$564,637,000	4.2%
Boulder Strip	\$784,351,000	\$788,077,000	0.5%
<b>Enplaned/Deplaned Airline Passengers</b>			
Total	45,389,074	47,435,640	4.5%
<b>Automobile Traffic</b>			
Average Daily Traffic			
All Major Highways	109,206 r	115,229	5.5%
I-15 at CA/NV Border	44,419	45,329	2.0%
<b>Room Tax/LVCVA's Portion:</b>	\$254,438,208	\$273,079,478	7.3%

r = Revised

SOURCES: Las Vegas Convention and Visitors Authority, McCarran International Airport, Nevada Department of Transportation (NDOT), and Nevada Gaming Control Board

# LAS VEGAS VISITOR STATISTICS

## LAS VEGAS VISITOR VOLUME

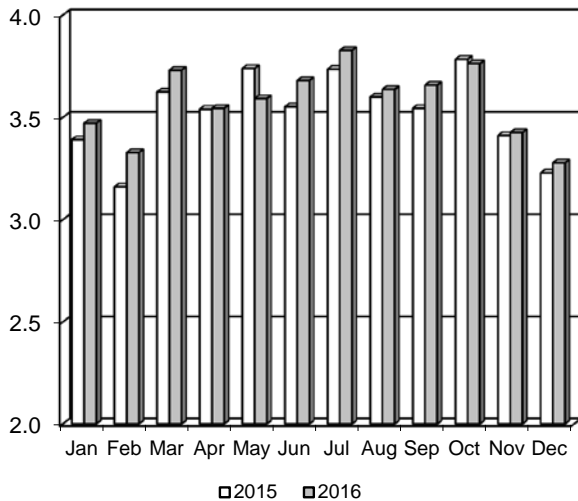
A record 42.9 million people visited the Las Vegas area in 2016. This represents an increase of 1.5 percent compared to 2015 and an increase of 4.4 compared to 2014, both of which were also record-breaking years.

The Las Vegas Convention and Visitors Authority presents a monthly analysis of visitor volume in the following chart:

Month	2015	2016	Percent Change
Jan	3,391,713	3,471,734	2.4%
Feb	3,160,569	3,328,116	5.3%
Mar	3,624,587	3,730,413	2.9%
Apr	3,540,229	3,544,497	0.1%
May	3,739,029	3,592,067	(3.9%)
Jun	3,552,124	3,680,286	3.6%
Jul	3,735,327	3,827,636	2.5%
Aug	3,599,868	3,636,584	1.0%
Sep	3,544,505	3,657,797	3.2%
Oct	3,784,056	3,762,420	(0.6%)
Nov	3,411,441	3,426,403	0.4%
Dec	3,228,768	3,278,156	1.5%
Total	42,312,216	42,936,109	1.5%

### Visitor Volume

Millions



SOURCE: Las Vegas Convention and Visitors Authority

## VISITOR VOLUME BY QUARTER

The following data presents the visitor volume for Las Vegas by quarter:

	2015	2016	Change
First Quarter	10,176,869	10,530,263	3.5%
Second Quarter	10,831,382	10,816,850	(0.1%)
Third Quarter	10,879,700	11,122,017	2.2%
Fourth Quarter	10,424,265	10,466,979	0.4%
Annual Total	42,312,216	42,936,109	1.5%

## VISITOR VOLUME - HISTORICAL REVIEW

An analysis of the various visitor indicators since 1979 for Las Vegas is contained in the chart below.

Year	Visitor	Room	Occupancy %	
	Volume	Inventory	Hotel	Motel
1979	11,696,073	45,035	86.8%	71.7%
1980	11,941,524	45,815	82.8%	68.3%
1981	11,820,788	49,614	80.5%	67.6%
1982	11,633,728	50,270	76.1%	59.3%
1983	12,348,270	52,529	77.4%	63.3%
1984	12,843,433	54,129	78.1%	61.7%
1985	14,194,189	53,067	84.7%	70.1%
1986	15,196,284	56,494	86.3%	70.9%
1987	16,216,102	58,474	87.0%	74.0%
1988	17,199,808	61,394	89.3%	73.7%
1989	18,129,684	67,391	89.8%	72.5%
1990	20,954,420	73,730	89.1%	69.8%
1991	21,315,116	76,879	85.2%	62.6%
1992	21,886,865	76,523	88.8%	66.1%
1993	23,522,593	86,053	92.6%	69.7%
1994	28,214,362	88,560	92.6%	73.2%
1995	29,002,122	90,046	91.4%	72.4%
1996	29,636,361	99,072	93.4%	75.7%
1997	30,464,635	105,347	90.3%	68.8%
1998	30,605,128	109,365	90.3%	67.3%
1999	33,809,134	120,294	92.1%	68.6%
2000	35,849,691	124,270	92.5%	71.9%
2001	35,017,317	126,610	88.9%	63.8%
2002	35,071,504	126,787	88.8%	60.2%
2003	35,540,126	130,482	89.6%	60.5%
2004	37,388,781	131,503	92.0%	68.7%
2005	38,566,717	133,186	91.8%	72.0%
2006	38,914,889	132,605	93.2%	65.2%
2007	39,196,761	132,947	94.0%	64.5%
2008	37,481,552	140,529	89.8%	57.8%
2009	36,351,469	148,941	85.3%	50.1%
2010	37,335,436	148,935	83.5%	52.0%
2011	38,928,708	150,161	86.9%	56.0%
2012	39,727,022	150,481	87.4%	58.0%
2013	39,668,221	150,593	87.1%	59.8%
2014	41,126,512	150,544	89.1%	65.0%
2015	42,312,216	149,213	89.8%	68.3%
2016	42,936,109	149,339	90.8%	73.0%

SOURCE: Las Vegas Convention and Visitors Authority

# LAS VEGAS VISITOR STATISTICS

## 2016 LAS VEGAS VISITOR SEGMENTATION ANALYSIS

Month	Convention Delegates	Leisure Visitors	Total Visitors
Jan	767,726	2,704,008	3,471,734
Feb	607,787	2,720,329	3,328,116
Mar	668,716	3,061,697	3,730,413
Apr	575,981	2,968,516	3,544,497
May	428,031	3,164,036	3,592,067
Jun	466,350	3,213,936	3,680,286
Jul	351,791	3,475,845	3,827,636
Aug	554,319	3,082,265	3,636,584
Sep	614,924	3,042,873	3,657,797
Oct	505,603	3,256,817	3,762,420
Nov	520,404	2,905,999	3,426,403
Dec	248,984	3,029,172	3,278,156
<b>Total</b>	<b>6,310,616</b>	<b>36,625,493</b>	<b>42,936,109</b>

## LAS VEGAS ROOM NIGHTS OCCUPIED

Month	2015	2016	Percent Change
Jan	3,811,184	3,900,575	2.3%
Feb	3,565,960	3,751,591	5.2%
Mar	4,125,637	4,230,124	2.5%
Apr	4,028,524	4,000,570	(0.7%)
May	4,227,074	4,055,950	(4.0%)
Jun	4,044,896	4,177,818	3.3%
Jul	4,228,446	4,329,869	2.4%
Aug	4,078,154	4,115,102	0.9%
Sep	4,015,911	4,137,860	3.0%
Oct	4,290,331	4,261,944	(0.7%)
Nov	3,852,864	3,861,093	0.2%
Dec	3,627,336	3,663,136	1.0%
<b>Total</b>	<b>47,896,317</b>	<b>48,485,632</b>	<b>1.2%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## LARGEST HOTELS IN THE WORLD

As of December 31, 2016

Rank	Property	Number of Rooms
1	First World Hotel	7,351
2	* MGM Grand Hotel and Casino	5,044
3	* Luxor Hotel and Casino	4,400
4	* The Venetian Resort Hotel Casino	4,027
5	Ambassador City Jomtien	4,013
6	* ARIA Resort & Casino	4,004
7	Sheraton Hotel Macao Cotai Central	4,001
8	* Excalibur Hotel and Casino	3,981
9	* Bellagio	3,933
10	* Caesars Palace	3,792
11	* Circus Circus Hotel, Casino & Theme Park	3,767
12	Shinagawa Prince Hotel	3,680
13	* Flamingo Las Vegas	3,460
14	* Mandalay Bay Resort & Casino	3,211
15	* The Palazzo Resort - Hotel - Casino	3,066
16	* The Mirage Hotel & Casino	3,044
17	* The Cosmopolitan of Las Vegas	3,041
18	The Venetian Macau	3,000
19	* Monte Carlo Resort and Casino	2,992
20	* Westgate Las Vegas Resort & Casino	2,950

\* = Las Vegas property

## LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

As of December 31, 2016

	Number of Properties	Total Number Of Rooms	Percent Of Total
Hotels	163	135,557	90.8%
Motels	119	13,782	9.2%
<b>Total</b>	<b>282</b>	<b>149,339</b>	<b>100%</b>

## 2016 U.S. CITIES INVENTORY RANKING

Rank	City	Rooms
1	Las Vegas	149,213
2	Orlando	117,371
3	Chicago	111,486
4	New York City	106,555
5	Los Angeles	98,135
6	Atlanta	94,571
7	Houston <sup>(2015)</sup>	78,228
8	Dallas	77,502
9	Phoenix	62,572
10	San Diego	60,530

SOURCE: Las Vegas Convention and Visitors Authority and Individual City CVBs

# CONVENTION ANALYSIS

## 2016 CONVENTION ANALYSIS BY NUMBER OF DELEGATES

Size of Convention by Delegates	Number of Delegates	Percent of Total
Over 15,000	2,018,160	32.0%
7,500-14,999	338,906	5.4%
2,500-7,499	444,854	7.0%
500-2,499	525,151	8.3%
Under 500	2,983,545	47.3%
<b>Total</b>	<b>6,310,616</b>	<b>100.0%</b>

## CONVENTIONS HELD

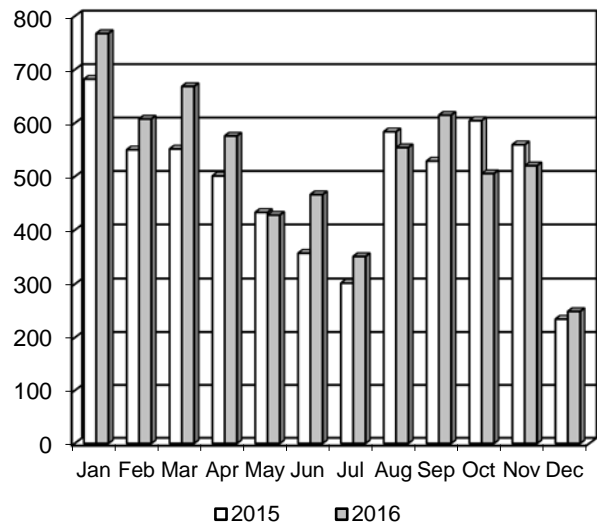
Month	2015	2016	Change
Jan	1,678	1,966	17.2%
Feb	1,948	2,338	20.0%
Mar	2,156	2,068	(4.1%)
Apr	1,780	2,037	14.4%
May	1,838	1,813	(1.4%)
Jun	1,414	1,598	13.0%
Jul	1,305	1,295	(0.8%)
Aug	1,308	994	(24.0%)
Sep	1,722	1,866	8.4%
Oct	2,652	2,591	(2.3%)
Nov	1,970	2,029	3.0%
Dec	1,535	1,269	(17.3%)
<b>Total</b>	<b>21,306</b>	<b>21,864</b>	<b>2.6%</b>

## CONVENTION ATTENDANCE

Month	2015	2016	Change
Jan	682,330	767,726	12.5%
Feb	550,271	607,787	10.5%
Mar	551,793	668,716	21.2%
Apr	501,392	575,981	14.9%
May	433,171	428,031	(1.2%)
Jun	357,989	466,350	30.3%
Jul	301,988	351,791	16.5%
Aug	583,954	554,319	(5.1%)
Sep	529,053	614,924	16.2%
Oct	604,861	505,603	(16.4%)
Nov	559,681	520,404	(7.0%)
Dec	234,668	248,984	6.1%
<b>Total</b>	<b>5,891,151</b>	<b>6,310,616</b>	<b>7.1%</b>

## Convention Attendance

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

# CONVENTION ANALYSIS

## HISTORICAL CITYWIDE CONVENTION DATA

Year	Number of Shows	Attendance
1968	266	206,709
1969	278	218,918
1970	296	269,129
1971	320	312,347
1972	385	290,794
1973	305	357,248
1974	339	311,908
1975	393	349,787
1976	325	367,322
1977	352	417,090
1978	421	607,318
1979	356	637,862
1980	449	656,024
1981	515	719,988
1982	518	809,779
1983	453	943,611
1984	499	1,050,916
1985	480	1,072,629
1986	564	1,519,421
1987	556	1,677,716
1988	681	1,702,158
1989	711	1,508,842
1990	1,011	1,742,194
1991	1,655	1,794,444
1992	2,199	1,969,435
1993	2,443	2,439,734
1994	2,662	2,684,171
1995	2,826	2,924,879
1996	3,827	3,305,507
1997	3,749	3,519,424
1998	3,999	3,301,705
1999	3,847	3,772,726
2000	3,722	3,853,363
2001 *	20,346	5,014,240
2002 *	23,031	5,105,450
2003	24,463	5,657,796
2004	22,286	5,724,864
2005	22,154	6,166,194
2006	23,825	6,307,961
2007	23,847	6,209,253
2008	22,454	5,899,725
2009	19,394	4,492,275
2010	18,004	4,473,134
2011	19,029	4,865,272
2012	21,615	4,944,014
2013	22,027	5,107,416
2014	22,111	5,169,054
2015	21,306	5,891,151
2016	21,864	6,310,616

## HISTORICAL LAS VEGAS CONVENTION CENTER DATA

Year	Number of Shows	Attendance
1968	14	98,290
1969	17	86,423
1970	23	134,790
1971	27	172,585
1972	27	109,787
1973	34	157,284
1974	25	131,052
1975	35	117,057
1976	37	183,659
1977	44	217,551
1978	37	273,173
1979	38	341,693
1980	36	305,657
1981	40	388,375
1982	43	454,069
1983	51	487,445
1984	54	596,184
1985	49	576,288
1986	39	574,279
1987	41	722,358
1988	39	680,027
1989	38	649,619
1990	47	744,968
1991	37	687,127
1992	47	819,259
1993	43	996,675
1994	56	1,044,580
1995	56	1,057,500
1996	44	1,140,736
1997	50	1,229,424
1998	64	1,184,957
1999	50	1,307,711
2000	66	1,267,482
2001	63	1,295,262
2002	68	1,255,281
2003	71	1,177,072
2004	80	1,477,266
2005	76	1,632,631
2006	85	1,701,052
2007	67	1,553,034
2008	70	1,613,712
2009	63	1,121,022
2010	66	1,160,013
2011	52	1,289,383 r
2012	50	1,206,914
2013	50	1,176,072
2014	46	1,320,817 r
2015	49	1,301,381 r
2016	53	1,363,783

r = Revised

SOURCE: Las Vegas Convention and Visitors Authority

\*2002-2016 convention counts are based on an updated methodology that reflects significant growth in the small meetings market in Las Vegas. 2001 convention counts were REVISED retroactively using this new methodology.



# GAMING SUMMARY

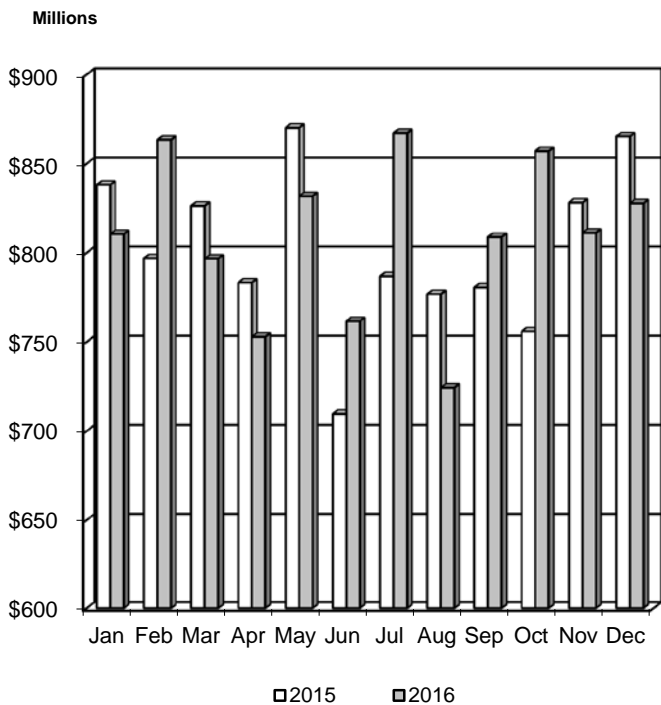
## CLARK COUNTY GROSS GAMING REVENUE

In 2016, Clark County's gross gaming revenue increased by nearly 1.0% compared to 2015. In Calendar Year 2016, there were 172 casinos in Clark County with non-restricted gaming licenses, of which 146 had gaming revenues of over \$1 million.

Month	2015	2016	Percent Change
Jan	\$838,161,000 r	\$810,532,000	(3.3%)
Feb	796,883,000 r	863,308,000	8.3%
Mar	826,354,000 r	796,689,000	(3.6%)
Apr	783,283,000 r	752,817,000	(3.9%)
May	870,045,000 r	831,722,000	(4.4%)
Jun	709,630,000	761,620,000	7.3%
Jul	786,792,000 r	867,204,000	10.2%
Aug	776,797,000	724,286,000	(6.8%)
Sep	780,487,000 r	808,829,000	3.6%
Oct	755,886,000 r	856,941,000	13.4%
Nov	828,093,000 r	811,141,000	(2.0%)
Dec	865,260,000 r	827,707,000	(4.3%)
Total	\$9,617,671,000 r	\$9,712,796,000	1.0%

r = Revised

### Clark County Gross Gaming Revenue



SOURCE: Nevada Gaming Control Board

## HISTORICAL CLARK COUNTY GROSS GAMING REVENUE

Year	Clark County Gross Gaming Revenue	Percent Change
1971	\$399,411,000	--
1972	476,127,000	19.2%
1973	588,222,000	23.5%
1974	684,715,000	16.4%
1975	770,337,000	12.5%
1976	845,976,000	9.8%
1977	1,015,463,000	20.0%
1978	1,236,235,000	21.7%
1979	1,423,620,000	15.2%
1980	1,617,195,000	13.6%
1981	1,676,149,000	3.6%
1982	1,751,421,000	4.5%
1983	1,887,452,000	7.8%
1984	2,008,155,000	6.4%
1985	2,256,763,000	12.4%
1986	2,431,237,000	7.7%
1987	2,789,336,000	14.7%
1988	3,136,901,000	12.5%
1989	3,430,851,000	9.4%
1990	4,104,001,000	19.6%
1991	4,152,407,000	1.2%
1992	4,381,710,000	5.5%
1993	4,727,424,000	7.9%
1994	5,430,651,000	14.9%
1995	5,717,567,000	5.3%
1996	5,783,735,000	1.2%
1997	6,152,415,000	6.4%
1998	6,346,958,000	3.2%
1999	7,210,700,000	13.6%
2000	7,671,252,000	6.4%
2001	7,636,547,000	-0.5%
2002	7,630,562,000	-0.1%
2003	7,830,856,000	2.6%
2004	8,711,426,000	11.2%
2005	9,717,322,000	11.5%
2006	10,630,387,000	9.4%
2007	10,868,464,000	2.2%
2008	9,796,749,000	-9.9%
2009	8,838,261,000	-9.8%
2010	8,908,574,000	0.8%
2011	9,222,677,000	3.5%
2012	9,399,845,000	1.9%
2013	9,674,404,000	2.9%
2014	9,553,864,000	-1.2%
2015	9,617,671,000 r	0.7%
2016	9,712,796,000	1.0%

r = Revised

SOURCE: Nevada Gaming Control Board

# GAMING SUMMARY

## LAS VEGAS LEISURE AND HOSPITALITY MONTHLY EMPLOYMENT INDEX

The following chart contains the monthly employment statistics for the Las Vegas Metropolitan Statistical Area (MSA) in the Leisure and Hospitality industry in 2016. Please note that the Las Vegas MSA encompasses Clark County, Nevada.

Month	Hospitality Employment	% of City	% of State
Jan	278,400	29.8%	21.8%
Feb	280,500	30.0%	21.9%
Mar	283,400	30.2%	22.0%
Apr	287,500	30.5%	22.3%
May	288,600	30.6%	22.3%
Jun	289,700	30.6%	22.4%
Jul	289,700	30.4%	22.2%
Aug	289,300	30.3%	22.1%
Sep	289,300	30.1%	22.0%
Oct	285,300	29.7%	21.7%
Nov	285,500	29.7%	21.6%
Dec	286,500	29.7%	21.7%

SOURCE: State of Nevada - Department of Employment Training & Rehabilitation

## CASINO REVENUE DISTRIBUTION ANALYSIS

### Casinos Earning \$1 Million and Over in Gross Gaming Revenues (Calendar Year 2016)

Illustrated below is the departmental revenue distribution for the Las Vegas Strip, Downtown Las Vegas, the Boulder Strip and Laughlin Casinos during fiscal year 2016. The chart represents casinos earning \$1 million and over in gaming revenue. Please note that figures may not always total 100% due to rounding.

Locations	Las Vegas			
	Strip	Downtown	Boulder	Laughlin
Locations	46	15	30	10
Departmental Revenues:				
Gaming	34.2%	49.3%	69.9%	62.7%
Rooms	28.1%	19.2%	7.3%	13.6%
Food	16.0%	14.5%	14.3%	11.2%
Beverage	7.2%	9.6%	4.3%	6.2%
Other	14.5%	7.4%	4.2%	6.3%
Total	100.0%	100.0%	100.0%	100.0%

SOURCE: State of Nevada Gaming Control Board

## HISTORICAL CLARK COUNTY LEISURE AND HOSPITALITY EMPLOYMENT

The table below provides the annual ratios of employment per hotel/motel room for Clark County for the last decade. Clark County includes the Las Vegas, Laughlin and Mesquite areas.

Year	Hospitality Employment	Total Clark County Hotel/Motel Rooms	Employees To Rooms Ratio
2005	262,325 r	146,605	1.8
2006	271,750 r	146,948	1.8
2007	273,100 r	146,372	1.9
2008	269,450 r	153,165	1.8
2009	251,264 r	161,383	1.6
2010	253,425 r	161,052	1.6
2011	259,600 r	162,258	1.6
2012	261,700 r	162,559	1.6
2013	267,392 r	162,662	1.6
2014	278,325 r	162,548	1.7
2015	282,467	160,946	1.8
2016	286,142	161,164	1.8

The above chart indicates that, on average, 1.8 people were directly employed in the leisure and hospitality fields for each available hotel/motel room in Clark County on December 31, 2016. Total hotel/gaming employment figures now represent all leisure and hospitality employees.

SOURCE: State of Nevada - Department of Employment Training & Rehabilitation; Las Vegas Convention and Visitors Authority

## CASINO LOCATION ANALYSIS

### Number of Casinos with Gross Gaming Revenue of \$1 Million and Over (Fiscal Year)

Location	2012	2013	2014	2015	2016
<i>Clark County:</i>					
Las Vegas Strip	44	43	45	47	46
Downtown LV	16	16	16	13	15
Boulder Strip	31	31	30	31	30
Laughlin	9	9	9	10	10
Total	100	99	100	101	101
Statewide Total	265	263	270	271	273

SOURCE: State of Nevada Gaming Control Board

# GAMING SUMMARY

## LAS VEGAS GAMING REVENUE PER VISITOR ANALYSIS

The analysis below divides the monthly gross gaming revenue for the Las Vegas core areas encompassing the Strip, Downtown and Boulder Strip casinos by the monthly visitor volume.

Month	2015	2016	Percent Change
Jan	\$247	\$233	(5.5%)
Feb	252	259	2.9%
Mar	228	214	(6.3%)
Apr	221	212	(4.0%)
May	233	232	(0.5%)
Jun	200	207	3.6%
Jul	211	227	7.6%
Aug	216	199	(7.7%)
Sep	220	221	0.4%
Oct	200	228	14.0%
Nov	243	237	(2.5%)
Dec	268	252	(5.7%)
<b>Total</b>	<b>\$227</b>	<b>\$226</b>	<b>(0.5%)</b>

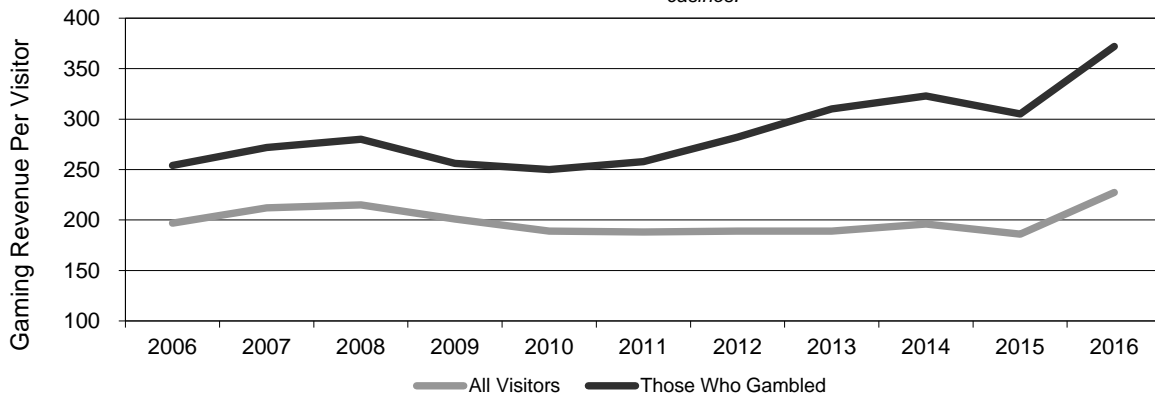
CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.

## HISTORICAL LAS VEGAS GAMING REVENUE

The following table analyzes gaming revenues by visitor. "Visitors Who Gambled" is derived from the Las Vegas Visitor Profile Study and excludes visitors under the age of 21, as well as visitors who indicate that they did not gamble while in Las Vegas.

Year	Revenue Per Visitor Among:	
	All Visitors	Those Who Gambled
2006	\$212	\$272
2007	215	280
2008	201	256
2009	189	250
2010	188	258
2011	189	282
2012	189	310
2013	196	323
2014	186	305
2015	227	372
2016	226	349

CAUTION: This analysis does not address local residents who may be contributing to the gaming revenues at these casinos.



SOURCE: Las Vegas Convention and Visitors Authority, Las Vegas Visitor Profile Study, and NV Gaming Control Board

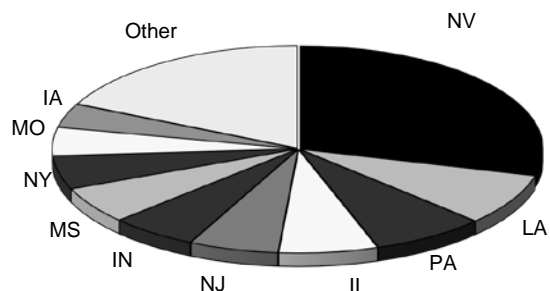
## TOP 10 U.S. CASINO GAMING REVENUE

State	2015 Gaming Revenue (win)	2016 Gaming Revenue (win)	% of Total U.S. Gaming Win
NV	\$11,114,081,000	\$11,257,147,000	29.2%
LA	3,242,009,000	3,113,424,000	8.1%
PA	2,877,426,000	2,904,984,000	7.5%
IL	2,352,429,000	2,522,570,000	6.5%
NJ	2,234,063,000	2,279,819,000	5.9%
IN	2,215,595,000	2,216,004,000	5.7%
MS	2,097,066,000	2,212,246,000	5.7%
NY	1,950,964,000	2,017,692,131	5.2%
MO	1,701,896,000	1,714,976,000	4.4%
IA	1,424,352,000	1,446,164,000	3.7%
Other	6,806,377,000	6,906,939,000	17.9%
<b>Total</b>	<b>\$38,016,258,000</b>	<b>\$38,591,965,131</b>	<b>100.0%</b>

r = Revised

SOURCE: Individual State's Gaming Commissions

## U.S. Casino Gaming Win by State



Note: Does not include Indian Casino Gaming

# GAMING SUMMARY

## LAS VEGAS STRIP GROSS GAMING REVENUE

	2015	2016	Percent Change
Jan	\$576,811,000	\$532,276,000	(7.7%)
Feb	531,382,000	570,253,000	7.3%
Mar	506,868,000	486,822,000	(4.0%)
Apr	498,866,000	491,200,000	(1.5%)
May	601,198,000	531,004,000	(11.7%)
Jun	445,511,000	488,920,000	9.7%
Jul	524,970,000	613,019,000	16.8%
Aug	527,383,000	449,561,000	(14.8%)
Sep	504,864,000	542,541,000	7.5%
Oct	493,626,000	562,747,000	14.0%
Nov	535,615,000	516,992,000	(3.5%)
Dec	600,751,000	590,707,000	(1.7%)
Total	\$6,347,845,000	\$6,376,042,000	0.4%

## DOWNTOWN GROSS GAMING REVENUE

	2015	2016	Percent Change
Jan	\$38,644,000	\$42,058,000	8.8%
Feb	43,245,000	50,611,000	17.0%
Mar	53,558,000	51,312,000	(4.2%)
Apr	49,592,000	42,905,000	(13.5%)
May	44,574,000	50,420,000	13.1%
Jun	42,117,000	42,354,000	0.6%
Jul	40,800,000	41,833,000	2.5%
Aug	39,979,000	42,785,000	7.0%
Sep	47,514,000	49,247,000	3.6%
Oct	44,635,000	57,818,000	29.5%
Nov	53,647,000	50,785,000	(5.3%)
Dec	43,446,000	42,509,000	(2.2%)
Total	\$541,751,000	\$564,637,000	4.2%

## BOULDER STRIP GROSS GAMING REVENUE

	2015	2016	Percent Change
Jan	\$58,721,000	\$68,171,000	16.1%
Feb	64,278,000	70,962,000	10.4%
Mar	81,259,000	75,186,000	(7.5%)
Apr	66,313,000	53,767,000	(18.9%)
May	61,612,000	77,550,000	25.9%
Jun	69,291,000	69,219,000	(0.1%)
Jul	60,631,000	55,666,000	(8.2%)
Aug	60,247,000	73,640,000	22.2%
Sep	72,235,000	56,477,000	(21.8%)
Oct	54,322,000	67,178,000	23.7%
Nov	70,503,000	72,791,000	3.2%
Dec	64,939,000	47,470,000	(26.9%)
Total	\$784,351,000	\$788,077,000	0.5%

## CLARK COUNTY GROSS GAMING REVENUE

	2015	2016	Percent Change
Jan	\$838,161,000	\$810,532,000	(3.3%)
Feb	796,883,000	863,308,000	8.3%
Mar	826,354,000	796,689,000	(3.6%)
Apr	783,283,000	752,817,000	(3.9%)
May	870,045,000	831,722,000	(4.4%)
Jun	709,630,000	761,620,000	7.3%
Jul	786,792,000	867,204,000	10.2%
Aug	776,797,000	724,286,000	(6.8%)
Sep	780,487,000	808,829,000	3.6%
Oct	755,886,000	856,941,000	13.4%
Nov	828,093,000	811,141,000	(2.0%)
Dec	865,260,000	827,707,000	(4.3%)
Total	\$9,617,671,000	\$9,712,796,000	1.0%

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

SOURCE: Gaming Control Board - Monthly Gaming Revenue Report

r = Revised

# AIRLINE STATISTICS

## LAS VEGAS McCARRAN AIRPORT TOTAL ENPLANED/DEPLANED PASSENGERS

McCarran International Airport experienced a 4.5% increase in total passenger traffic during 2016. An analysis of the monthly data follows:

Month	2015	2016	Percent Change
Jan	3,309,999	3,551,697	7.3%
Feb	3,162,945	3,443,923	8.9%
Mar	3,863,154	4,074,257	5.5%
Apr	3,785,075	3,912,116	3.4%
May	3,992,150	4,149,513	3.9%
Jun	3,911,813	4,133,764	5.7%
Jul	4,064,096	4,168,391	2.6%
Aug	4,007,006	4,098,084	2.3%
Sep	3,779,105	4,053,362	7.3%
Oct	4,104,971	4,277,985	4.2%
Nov	3,739,755	3,865,110	3.4%
Dec	3,669,005	3,707,438	1.0%
Total	45,389,074	47,435,640	4.5%

SOURCE: Las Vegas McCarran International Airport

## AIRLINE PASSENGERS AS PERCENTAGE OF TOTAL VISITOR MARKET FOR LAS

Month	2016 Visitors	% of Visitors Utilizing Air Transportation	Net Chg From 2015
Jan	3,471,734	38.7%	(0.4)
Feb	3,328,116	38.9%	(1.5)
Mar	3,730,413	42.3%	0.0
Apr	3,544,497	43.7%	1.5
May	3,592,067	45.5%	2.2
Jun	3,680,286	41.4%	(0.5)
Jul	3,827,636	41.5%	0.5
Aug	3,636,584	42.7%	1.5
Sep	3,657,797	42.2%	(0.7)
Oct	3,762,420	44.6%	0.8
Nov	3,426,403	43.5%	2.6
Dec	3,278,156	43.7%	1.6
Total	42,936,109	42.4%	0.5

SOURCES: Las Vegas McCarran International Airport; Las Vegas Convention and Visitors

## AVERAGE SCHEDULED DAILY FLIGHTS (INBOUND ONLY)

Month	2015	2016	Percent Change
Jan	432	456	5.6%
Feb	434	472	8.8%
Mar	463	474	2.4%
Apr	465	479	3.0%
May	473	480	1.5%
Jun	474	492	3.8%
Jul	472	485	2.8%
Aug	470	480	2.1%
Sep	459	480	4.6%
Oct	469	488	4.1%
Nov	459	465	1.3%
Dec	468	468	0.0%
Average	462	477	3.3%

## SCHEDULED AIRLINES AVERAGE DAILY SEAT CAPACITY

Month	2015	2016	Percent Change
Jan	66,628	71,146	6.8%
Feb	67,183	71,211	6.0%
Mar	71,419	74,586	4.4%
Apr	72,583	76,208	5.0%
May	74,034	77,044	4.1%
Jun	73,926	77,694	5.1%
Jul	73,520	76,356	3.9%
Aug	73,724	76,400	3.6%
Sep	72,766	76,356	4.9%
Oct	74,586	78,805	5.7%
Nov	72,111	74,838	3.8%
Dec	70,359	72,202	2.6%
Average	71,903	75,237	4.6%

## SCHEDULED AIRLINES AVERAGE NONSTOP MARKETS

Month	2015	2016	Percent Change
Jan	132	140	6.1%
Feb	130	138	6.2%
Mar	134	138	3.0%
Apr	136	139	2.2%
May	134	133	(0.7%)
Jun	135	131	(3.0%)
Jul	137	130	(5.1%)
Aug	137	130	(5.1%)
Sep	132	130	(1.5%)
Oct	135	134	(0.7%)
Nov	141	135	(4.3%)
Dec	140	136	(2.9%)
Average	135	135	(0.6%)

SOURCE: Las Vegas McCarran International Airport

# AIRLINE STATISTICS

## HISTORICAL LAS VEGAS McCARRAN INTERNATIONAL AIRPORT TOTAL PASSENGERS

Year	Total Enplaned/Deplaned Passengers	Percent Change
1973	5,397,017	31.6%
1974	5,944,433	10.1%
1975	6,500,806	9.4%
1976	7,685,817	18.2%
1977	7,964,687	3.6%
1978	9,110,842	14.4%
1979	10,574,127	16.1%
1980	10,302,106	(2.6%)
1981	9,469,727	(8.1%)
1982	9,438,648	(0.3%)
1983	10,312,842	9.3%
1984	10,141,809	(1.7%)
1985	10,924,047	7.7%
1986	12,428,748	13.8%
1987	15,582,302	25.4%
1988	16,231,199	4.2%
1989	17,106,948	5.4%
1990	19,089,684	11.6%
1991	20,171,557	5.7%
1992	20,912,585	3.7%
1993	22,492,156	7.6%
1994	26,850,486	19.4%
1995	28,027,239	4.4%
1996	30,459,965	8.7%
1997	30,315,094	(0.5%)
1998	30,227,287	(0.3%)
1999	33,715,129	11.5%
2000	36,865,866	9.3%
2001	35,179,960	(4.6%)
2002	35,009,011	(0.5%)
2003	36,265,932	3.6%
2004	41,441,531	14.3%
2005	44,267,370	6.8%
2006	46,193,329	4.4%
2007	47,729,527	3.3%
2008	44,074,642	(7.7%)
2009	40,469,012	(8.2%)
2010	39,757,359	(1.8%)
2011	41,481,204	4.3%
2012	41,667,596	0.4%
2013	41,857,059	0.5%
2014	42,885,350	2.5%
2015	45,389,074	5.8%
2016	47,435,640	4.5%

SOURCE: Las Vegas McCarran International Airport; Las Vegas Convention and Visitors

## HISTORICAL AIRLINE PASSENGERS AS PERCENTAGE OF TOTAL VISITOR MARKET FOR LAS VEGAS

Year	Total Visitor Volume	Total Air Vistors	Air as Percent of Total
1973	8,474,727	2,694,963	31.8%
1974	8,664,751	2,972,010	34.3%
1975	9,151,427	3,248,757	35.5%
1976	9,769,354	3,839,356	39.3%
1977	10,137,021	3,983,849	39.3%
1978	11,178,111	4,560,669	40.8%
1979	11,696,073	5,286,625	45.2%
1980	11,941,524	5,146,797	43.1%
1981	11,820,788	4,740,136	40.1%
1982	11,633,728	4,723,294	40.6%
1983	12,348,270	5,161,577	41.8%
1984	12,843,433	5,073,156	39.5%
1985	14,194,189	5,464,763	38.5%
1986	15,196,284	6,215,280	40.9%
1987	16,216,102	7,329,678	45.2%
1988	17,199,808	7,516,316	43.7%
1989	18,129,684	7,668,856	42.3%
1990	20,954,420	8,737,993	41.7%
1991	21,315,116	9,037,609	42.4%
1992	21,886,865	9,258,144	42.3%
1993	23,522,593	10,373,464	44.1%
1994	28,214,362	12,498,962	44.3%
1995	29,002,122	12,818,938	44.2%
1996	29,636,361	14,047,635	47.4%
1997	30,464,635	13,952,803	45.8%
1998	30,605,128	13,925,333	45.5%
1999	33,809,134	15,586,011	46.1%
2000	35,849,691	17,100,303	47.7%
2001	35,017,317	16,142,983	46.1%
2002	35,071,504	15,606,819	44.5%
2003	35,540,126	16,099,677	45.3%
2004	37,388,781	17,460,561	46.7%
2005	38,566,717	18,049,224	46.8%
2006	38,914,889	17,745,189	45.6%
2007	39,196,761	16,854,607	43.0%
2008	37,481,552	15,629,807	41.7%
2009	36,351,469	14,904,102	41.0%
2010	37,335,436	16,352,921	43.8%
2011	38,928,708	16,778,273	43.1%
2012	39,727,022	16,963,438	42.7%
2013	39,668,221	16,819,326	42.4%
2014	41,126,512	17,232,009	41.9%
2015	42,312,216	18,236,565	43.1%
2016	42,936,109	19,578,866	45.6%

SOURCE: Las Vegas Convention and Visitors Authority

# TRANSPORTATION STATISTICS

## LAS VEGAS DAILY AUTO TRAFFIC PRINCIPAL HIGHWAYS - AUTO TRAFFIC LEADING TO LAS VEGAS (TWO-WAY TRAFFIC)

	Southern CA I-15 South		Salt Lake City I-15 North		Tonopah/Reno U.S. 95 North		Searchlight/Laughlin U.S. 95 South		Boulder City U.S. 93 South	
	Total Vehicles	Y-o-Y % Chg	Total Vehicles	Y-o-Y % Chg	Total Vehicles	Y-o-Y % Chg	Total Vehicles	Y-o-Y % Chg	Total Vehicles	Y-o-Y % Chg
<b>2016</b>										
Jan	40,219	6.7%	22,976	10.4%	14,223	11.6%	6,718	8.6%	18,389	24.6%
Feb	39,218	(1.5%)	24,175	4.4%	13,092	5.2%	7,062	0.5%	17,547	2.8%
Mar	47,339	9.8%	30,330	11.9%	13,467	4.7%	8,253	6.1%	22,212	12.6%
Apr	42,031	(7.1%)	28,363	1.1%	13,043	7.4%	7,384	(2.1%)	19,385	2.7%
May	45,172	2.2%	29,504	7.8%	13,981	7.9%	7,188	9.5%	20,348	9.4%
Jun	50,555	2.8%	31,433	7.5%	15,014	5.7%	7,114	5.7%	20,442	8.0%
Jul	54,577	2.0%	33,273	5.6%	15,019	4.6%	7,180	5.8%	22,011	6.1%
Aug	48,234	(1.1%)	31,092	8.1%	15,400	4.0%	6,868	10.3%	19,276	6.2%
Sep	43,788	2.2%	29,605	21.4%	14,658	3.8%	6,596	8.1%	19,597	9.0%
Oct	41,387	3.5%	30,354	10.8%	13,990	6.5%	6,850	9.2%	19,537	9.1%
Nov	46,518	5.5%	28,648	12.5%	13,091	5.5%	7,080	8.1%	20,110	9.9%
Dec	44,904	0.7%	26,301	5.0%	14,874	10.9%	6,567	3.1%	19,186	4.2%
<b>Average</b>	<b>45,329</b>	<b>2.0%</b>	<b>28,838</b>	<b>8.7%</b>	<b>14,154</b>	<b>6.4%</b>	<b>7,072</b>	<b>5.9%</b>	<b>19,837</b>	<b>8.5%</b>

SOURCE: State of Nevada Department of Transportation - Traffic Section

### LAS VEGAS DAILY AUTO TRAFFIC

#### Total (All Five Directions)

Average Daily Flow Month	2015	2016	Percent Change
Jan	92,188 e	102,525	11.2%
Feb	99,517	101,094	1.6%
Mar	110,584	121,601	10.0%
Apr	111,822	110,206	(1.4%)
May	109,685	116,193	5.9%
Jun	118,271	124,558	5.3%
Jul	126,907	132,060	4.1%
Aug	116,696	120,870	3.6%
Sep	105,415 e	114,244	8.4%
Oct	104,711 r	112,118	7.1%
Nov	106,825 r	115,447	8.1%
Dec	107,848	111,832	3.7%
<b>Average</b>	<b>109,206 r</b>	<b>115,229</b>	<b>5.5%</b>

r = Revised

e = Estimate as partial NDOT data unavailable

SOURCE: State of Nevada Department of  
Transportation - Traffic Section

### NUMBER OF TAXICAB TRIPS IN NEVADA

Month	2015	2016	Percent Change
Jan	2,416,851	2,091,142	(13.5%)
Feb	2,080,559	1,854,862	(10.8%)
Mar	2,487,254	2,115,445	(14.9%)
Apr	2,356,053	2,044,127	(13.2%)
May	2,769,288	2,051,364	(25.9%)
Jun	2,400,710	2,090,979	(12.9%)
Jul	2,284,198	1,977,069	(13.4%)
Aug	2,438,409	1,900,672	(22.1%)
Sep	2,339,433	1,990,580	(14.9%)
Oct	2,331,786	1,957,769	(16.0%)
Nov	1,984,081	1,602,775	(19.2%)
Dec	1,598,387	1,400,843	(12.4%)
<b>Total</b>	<b>27,487,009</b>	<b>23,077,627</b>	<b>(16.0%)</b>

SOURCE: Nevada Taxicab Authority

# TRANSPORTATION STATISTICS

## HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC ALL FIVE DIRECTIONS

### Average Daily Flow

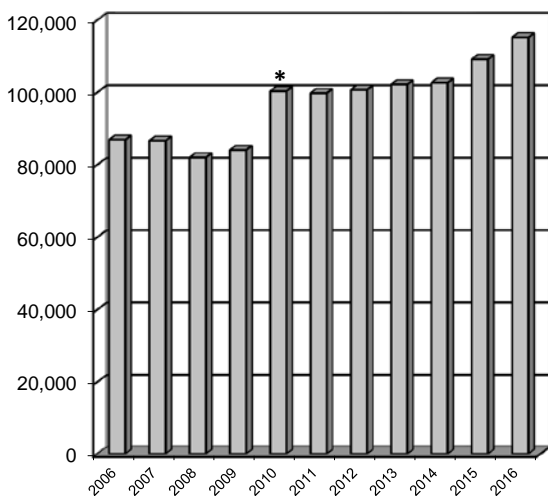
Year	Total Vehicles	Percent Change
1993	53,467	4.0%
1994	56,875	6.4%
1995	58,917	3.6%
1996	59,777	1.5%
1997	63,261	5.8%
1998	66,058	4.4%
1999	68,906	4.3%
2000	70,294	2.0%
2001	72,973	3.8%
2002	78,405	7.4%
2003	78,013	(0.5%)
2004	81,923	5.0%
2005	85,544	4.4%
2006	86,961	1.7%
2007	86,698	(0.3%)
2008	82,094	(5.3%)
2009	84,115	2.5%
2010 *	100,391	19.3%
2011 *	99,844	(0.5%)
2012	100,774	0.9%
2013	102,244	1.5%
2014	102,725 e	0.5%
2015	109,206 r	6.3%
2016	115,229	5.5%

r = Revised

e = Estimate as partial NDOT data unavailable

Average daily flow is an adjusted average daily traffic for all highways in and out of Las Vegas.

### Daily Auto Traffic - All Five Directions

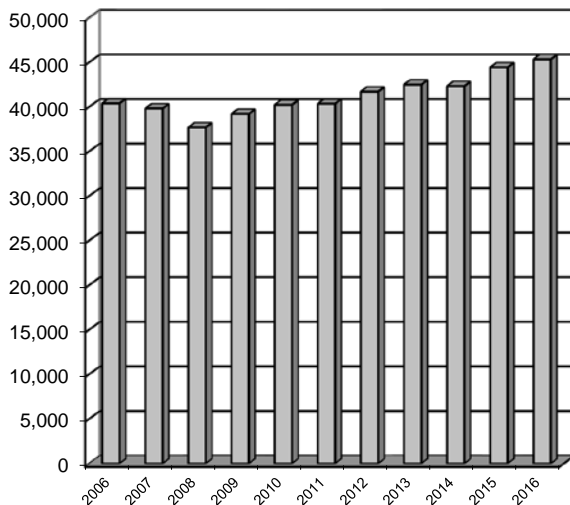


\* To reflect altered traffic patterns from the Hoover Dam bypass bridge that opened October 2010, the 2010 and 2011 figures have been retroactively revised.

## HISTORICAL LAS VEGAS DAILY AUTO TRAFFIC I-15 AT NV/CA BORDER

Year	Total Vehicles	Percent Change
2002	37,868	-
2003	38,074	0.5%
2004	38,799	1.9%
2005	39,649	2.2%
2006	40,383	1.9%
2007	39,808	(1.4%)
2008	37,686	(5.3%)
2009	39,199	4.0%
2010	40,213	2.6%
2011	40,344	0.3%
2012	41,706	3.4%
2013	42,485	1.9%
2014	42,318	(0.4%)
2015	44,419	5.0%
2016	45,329	2.0%

### Daily Auto Traffic - I-15 at NV/CA Border



SOURCE: State of Nevada Department of Transportation - Traffic Section



# OCCUPANCY - ADR - RevPAR

## CITYWIDE

Month	Occupancy			ADR			RevPAR		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	81.7%	84.7%	3.0	\$136.02	\$144.88	6.5%	\$111.13	\$122.71	10.4%
Feb	84.7%	87.2%	2.5	116.48	121.76	4.5%	98.66	106.17	7.6%
Mar	88.6%	91.8%	3.2	120.88	122.25	1.1%	107.10	112.23	4.8%
Apr	88.8%	89.7%	0.9	118.51	130.64	10.2%	105.24	117.18	11.3%
May	91.2%	88.0%	(3.2)	130.32	122.73	-5.8%	118.85	108.00	-9.1%
Jun	90.4%	93.5%	3.1	114.34	121.25	6.0%	103.36	113.37	9.7%
Jul	91.5%	93.7%	2.2	109.72	119.24	8.7%	100.39	111.73	11.3%
Aug	88.4%	89.3%	0.9	109.77	112.50	2.5%	97.04	100.46	3.5%
Sep	89.9%	92.9%	3.0	125.85	137.11	8.9%	113.14	127.38	12.6%
Oct	92.8%	92.7%	(0.1)	135.62	139.06	2.5%	125.86	128.91	2.4%
Nov	86.4%	86.5%	0.1	121.77	124.77	2.5%	105.21	107.93	2.6%
Dec	78.5%	79.6%	1.1	107.13	114.66	7.0%	84.10	91.27	8.5%
Year-to-Date	87.7%	89.1%	1.4	\$120.67	\$125.96	4.4%	\$105.84	\$112.28	6.1%

## LAS VEGAS STRIP

Month	Occupancy			ADR			RevPAR		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	83.7%	85.9%	2.2	\$147.89	\$157.77	6.7%	\$123.78	\$135.52	9.5%
Feb	85.9%	88.2%	2.3	125.30	131.40	4.9%	107.63	115.89	7.7%
Mar	90.0%	93.2%	3.2	130.35	130.47	0.1%	117.32	121.60	3.6%
Apr	90.3%	91.1%	0.8	127.77	141.48	10.7%	115.38	128.89	11.7%
May	92.7%	89.6%	(3.1)	140.96	132.60	-5.9%	130.67	118.81	-9.1%
Jun	92.4%	94.9%	2.5	122.88	130.55	6.2%	113.54	123.89	9.1%
Jul	93.1%	95.4%	2.3	117.28	127.98	9.1%	109.19	122.09	11.8%
Aug	90.8%	91.3%	0.5	117.81	120.95	2.7%	106.97	110.43	3.2%
Sep	91.9%	93.9%	2.0	135.72	148.29	9.3%	124.73	139.24	11.6%
Oct	94.2%	93.7%	(0.5)	146.89	150.36	2.4%	138.37	140.89	1.8%
Nov	87.7%	87.9%	0.2	131.63	134.64	2.3%	115.44	118.35	2.5%
Dec	79.6%	81.2%	1.6	114.64	123.83	8.0%	91.25	100.55	10.2%
Year-to-Date	89.4%	90.5%	1.1	\$130.08	\$135.87	4.5%	\$116.19	\$123.01	5.9%

## DOWNTOWN

Month	Occupancy			ADR			RevPAR		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	77.6%	79.3%	1.7	\$64.62	\$73.07	13.1%	\$50.15	\$57.94	15.6%
Feb	79.2%	83.2%	4.0	57.74	62.45	8.2%	45.73	51.96	13.6%
Mar	83.0%	85.2%	2.2	62.20	67.75	8.9%	51.63	57.72	11.8%
Apr	82.3%	85.0%	2.7	56.30	64.81	15.1%	46.33	55.09	18.9%
May	86.6%	82.5%	(4.1)	63.91	60.57	-5.2%	55.35	49.97	-9.7%
Jun	84.2%	84.4%	0.2	56.13	63.23	12.6%	47.26	53.37	12.9%
Jul	85.7%	84.9%	(0.8)	57.35	65.39	14.0%	49.15	55.52	13.0%
Aug	81.0%	78.5%	(2.5)	57.57	58.02	0.8%	46.63	45.55	-2.3%
Sep	83.7%	86.1%	2.4	64.10	72.58	13.2%	53.65	62.49	16.5%
Oct	88.4%	87.6%	(0.8)	72.48	71.32	-1.6%	64.07	62.48	-2.5%
Nov	81.9%	81.1%	(0.8)	60.67	63.35	4.4%	49.69	51.38	3.4%
Dec	73.5%	75.5%	2.0	60.94	62.49	2.5%	44.79	47.18	5.3%
Year-to-Date	82.3%	82.8%	0.5	\$61.29	\$65.53	6.9%	\$50.37	\$54.22	7.6%

SOURCE: Las Vegas Convention and Visitors Authority

# HOTEL VS. MOTEL OCCUPANCY

## LAS VEGAS 2016 OCCUPANCY SUMMARY (MIDWEEK AND WEEKEND)

Month	Citywide			Hotel			Motel		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	81.7%	84.7%	3.0	84.4%	86.2%	1.8	56.1%	70.4%	14.3
Feb	84.7%	87.2%	2.5	86.7%	88.7%	2.0	65.8%	72.1%	6.3
Mar	88.6%	91.8%	3.2	90.2%	93.5%	3.3	73.4%	75.7%	2.3
Apr	88.8%	89.7%	0.9	91.1%	91.6%	0.5	67.2%	70.7%	3.5
May	91.2%	88.0%	(3.2)	93.2%	89.9%	(3.3)	72.4%	69.1%	(3.3)
Jun	90.4%	93.5%	3.1	93.0%	95.0%	2.0	65.5%	78.4%	12.9
Jul	91.5%	93.7%	2.2	93.2%	95.1%	1.9	74.9%	80.4%	5.5
Aug	88.4%	89.3%	0.9	90.9%	91.2%	0.3	63.6%	70.7%	7.1
Sep	89.9%	92.9%	3.0	91.8%	94.2%	2.4	71.5%	80.1%	8.6
Oct	92.8%	92.7%	(0.1)	94.3%	94.1%	(0.2)	78.6%	78.7%	0.1
Nov	86.4%	86.5%	0.1	88.1%	88.2%	0.1	69.4%	70.5%	1.1
Dec	78.5%	79.6%	1.1	80.3%	81.7%	1.4	61.3%	58.8%	(2.5)
Year-to-Date	87.7%	89.1%	1.4	89.8%	90.8%	1.0	68.3%	73.0%	4.7

## LAS VEGAS 2016 MIDWEEK OCCUPANCY SUMMARY

Month	Citywide - Midweek			Hotel - Midweek			Motel - Midweek		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	79.3%	82.2%	2.9	81.8%	83.8%	2.0	56.1%	67.2%	11.1
Feb	81.1%	83.8%	2.7	83.4%	85.7%	2.3	58.9%	64.9%	6.0
Mar	86.1%	89.9%	3.8	88.1%	92.0%	3.9	68.0%	69.7%	1.7
Apr	86.3%	86.7%	0.4	89.0%	89.0%	0.0	60.4%	63.4%	3.0
May	88.7%	85.2%	(3.5)	91.2%	87.5%	(3.7)	65.3%	62.5%	(2.8)
Jun	88.5%	91.9%	3.4	91.4%	93.8%	2.4	60.1%	73.0%	12.9
Jul	89.0%	91.9%	2.9	91.1%	93.8%	2.7	68.8%	73.9%	5.1
Aug	86.1%	87.2%	1.1	88.9%	89.4%	0.5	58.9%	65.8%	6.9
Sep	87.5%	91.1%	3.6	89.8%	92.6%	2.8	65.3%	76.3%	11.0
Oct	91.5%	90.5%	(1.0)	93.3%	92.4%	(0.9)	74.0%	72.4%	(1.6)
Nov	83.0%	82.8%	(0.2)	84.8%	84.6%	(0.2)	64.9%	65.3%	0.4
Dec	75.2%	74.9%	(0.3)	76.8%	76.9%	0.1	59.4%	54.9%	(4.5)
Year-to-Date	85.2%	86.5%	1.3	87.4%	88.5%	1.1	63.2%	67.3%	4.1

## LAS VEGAS 2016 WEEKEND OCCUPANCY SUMMARY

Month	Citywide - Weekend			Hotel - Weekend			Motel - Weekend		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Jan	85.9%	89.3%	3.4	89.1%	90.6%	1.5	56.2%	76.2%	20.0
Feb	92.3%	94.6%	2.3	93.6%	95.3%	1.7	80.4%	88.1%	7.7
Mar	95.6%	97.5%	1.9	96.4%	97.9%	1.5	89.0%	92.9%	3.9
Apr	95.8%	95.7%	(0.1)	96.8%	96.7%	(0.1)	86.0%	85.4%	(0.6)
May	95.7%	94.8%	(0.9)	96.8%	95.8%	(1.0)	85.2%	85.3%	0.1
Jun	95.7%	97.7%	2.0	97.3%	98.2%	0.9	80.3%	93.3%	13.0
Jul	96.8%	97.0%	0.2	97.7%	97.5%	(0.2)	87.6%	92.2%	4.6
Aug	93.9%	95.4%	1.5	95.8%	96.5%	0.7	75.0%	84.8%	9.8
Sep	95.5%	96.5%	1.0	96.5%	97.5%	1.0	85.9%	82.3%	(3.6)
Oct	95.7%	97.9%	2.2	96.5%	98.3%	1.8	88.3%	94.0%	5.7
Nov	94.2%	95.3%	1.1	95.7%	96.6%	0.9	80.0%	82.7%	2.7
Dec	86.8%	88.1%	1.3	89.0%	90.4%	1.4	65.9%	65.8%	(0.1)
Year-to-Date	93.7%	95.0%	1.3	95.1%	95.9%	0.8	80.0%	85.7%	5.7

SOURCE: Las Vegas Convention and Visitors Authority

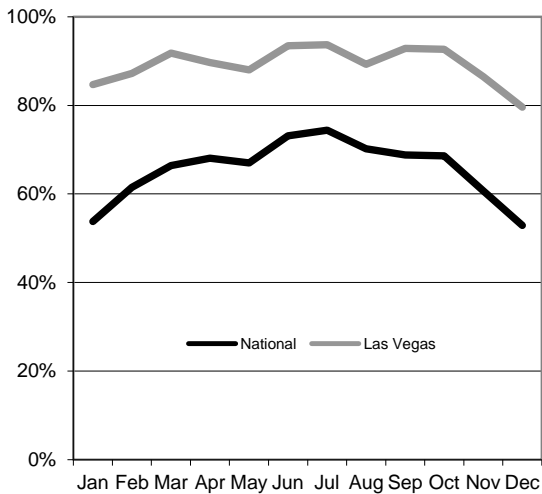
# HOTEL VS. MOTEL OCCUPANCY

## LAS VEGAS OCCUPANCY VS. U.S. NATIONAL AVERAGE

The following table compares the Las Vegas monthly occupancy rates to the U.S. hotel average monthly occupancy rates. The "Lodging Review" report published by the national firm of STR was utilized for the comparative study.

Month	National Occupancy	Las Vegas Occupancy	Net Difference
Jan	53.8%	84.7%	30.9
Feb	61.5%	87.2%	25.7
Mar	66.4%	91.8%	25.4
Apr	68.1%	89.7%	21.6
May	67.0%	88.0%	21.0
Jun	73.1%	93.5%	20.4
Jul	74.4%	93.7%	19.3
Aug	70.2%	89.3%	19.1
Sep	68.8%	92.9%	24.1
Oct	68.6%	92.7%	24.1
Nov	60.7%	86.5%	25.8
Dec	52.9%	79.6%	26.7
Year-to-Date	65.5%	89.1%	23.6

## Las Vegas vs. U.S. National Occupancy



SOURCES: Las Vegas Convention and Visitors Authority; STR

## 2016 CITYWIDE WEEKEND OCCUPANCY RANKING

Rank	Date	Citywide	Hotel	Motel
1	Mar 18-19	98.8%	99.0%	96.4%
2	Oct 7-8	98.8%	98.9%	98.2%
3	Jun 24-25	98.4%	98.6%	96.9%
4	Sep 16-17	98.4%	98.7%	95.0%
5	Apr 1-2	98.3%	98.7%	94.4%
6	Jul 22-23	98.2%	98.6%	94.3%
7	Oct 21-22	98.2%	98.4%	95.9%
8	Jun 3-4	98.0%	98.4%	94.6%
9	Oct 14-15	98.0%	98.3%	95.2%
10	Nov 11-12	98.0%	98.3%	94.8%
11	Jul 29-30	97.8%	98.2%	93.8%
12	Jul 15-16	97.7%	98.1%	93.7%
13	Mar 4-5	97.6%	98.0%	93.7%
14	Jun 17-18	97.6%	98.1%	93.2%
15	Aug 5-6	97.6%	98.0%	93.8%
16	Sep 23-24	97.6%	98.0%	93.6%
17	Oct 28-29	97.4%	98.1%	90.2%
18	Jul 8-9	97.3%	97.7%	93.3%
19	Mar 25-26	96.8%	97.6%	89.2%
20	Jun 10-11	96.7%	97.6%	88.3%
21	Mar 11-12	96.6%	97.1%	92.1%
22	Feb 12-14	96.5%	96.9%	92.2%
23	May 27-28	96.4%	97.0%	90.7%
24	Sep 30-Oct 1	96.3%	97.2%	87.4%
25	May 20-22	96.1%	96.9%	87.9%
26	Sep 2-4	95.7%	96.9%	83.9%
27	Aug 12-13	95.3%	96.2%	86.4%
28	Nov 4-5	95.3%	96.7%	81.5%
29	Apr 8-9	95.2%	96.6%	81.7%
30	Apr 15-16	95.2%	96.0%	87.3%
31	Jul 1-3	95.1%	95.8%	88.1%
32	Apr 22-23	95.0%	96.1%	84.5%
33	May 13-14	95.0%	96.2%	83.3%
34	Sep 9-10	95.0%	96.6%	79.9%
35	Dec 30-Jan 1	94.9%	96.2%	82.0%
36	Feb 26-27	94.8%	95.2%	90.5%
37	Dec 2-3	94.8%	96.0%	83.4%
38	Jan 22-23	94.6%	95.8%	82.4%
39	Apr 29-30	94.6%	96.2%	78.9%
40	Aug 19-20	94.4%	96.0%	79.1%
41	Nov 18-19	94.4%	96.2%	77.0%
42	Aug 26-27	94.2%	95.7%	79.7%
43	Nov 24-26	94.1%	95.6%	79.1%
44	Feb 5-6	93.8%	95.2%	80.7%
45	Feb 19-20	92.5%	93.1%	86.8%
46	May 6-7	91.3%	92.6%	78.2%
47	Jan 15-16	90.6%	91.9%	78.2%
48	Jan 1-2	90.3%	91.1%	82.9%
49	Jan 8-9	89.1%	90.1%	79.4%
50	Dec 9-10	89.0%	92.7%	53.1%
51	Dec 23-25	82.6%	84.6%	63.2%
52	Dec 16-17	82.0%	85.4%	48.8%
53	Jan 29-30	81.0%	83.4%	57.3%

SOURCE: Las Vegas Convention and Visitors Authority

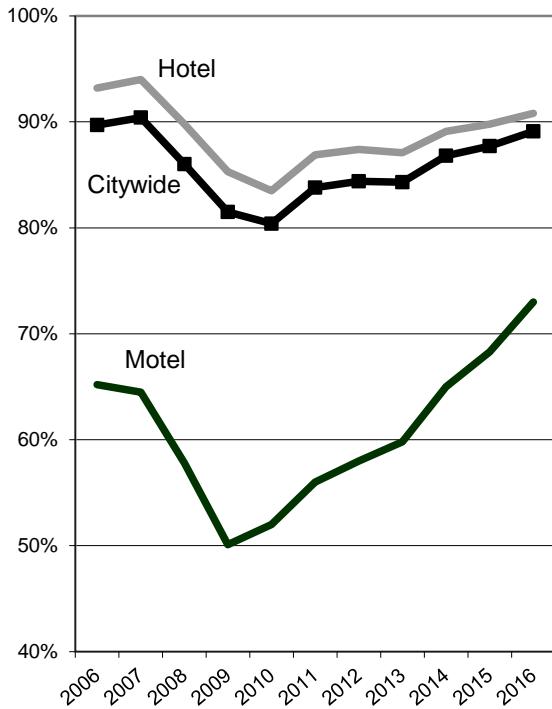
# HOTEL VS. MOTEL OCCUPANCY

## HISTORICAL LAS VEGAS OCCUPANCY - HOTEL & MOTEL

The following table presents the citywide, hotel, and motel occupancy rates over the last ten years.

Year	Hotel	Motel	Citywide
2007	94.0%	64.5%	90.4%
2008	89.8%	57.8%	86.0%
2009	85.3%	50.1%	81.5%
2010	83.5%	52.0%	80.4%
2011	86.9%	56.0%	83.8%
2012	87.4%	58.0%	84.4%
2013	87.1%	59.8%	84.3%
2014	89.1%	65.0%	86.8%
2015	89.8%	68.3%	87.7%
2016	90.8%	73.0%	89.1%

Las Vegas Occupancy



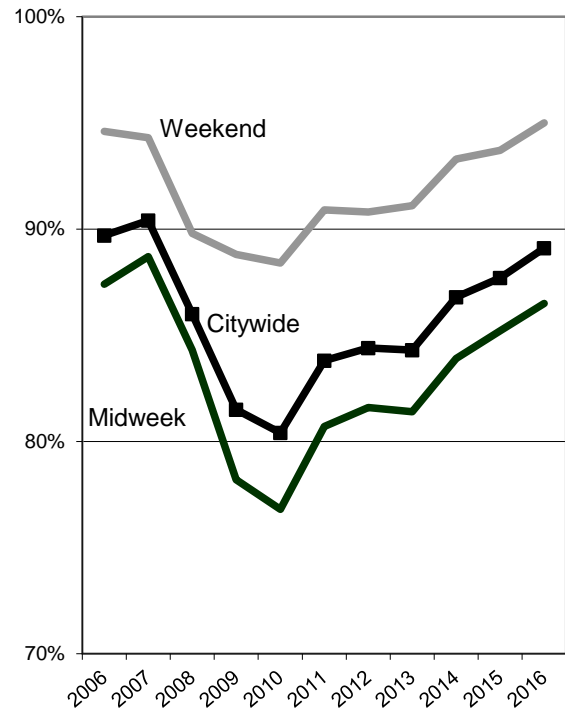
SOURCE: Las Vegas Convention and Visitors Authority

## HISTORICAL LAS VEGAS OCCUPANCY - WEEKEND & MIDWEEK

The following table presents the citywide, weekend, and midweek occupancy rates over the last ten years.

Year	Midweek	Weekend	Citywide
2007	88.7%	94.3%	90.4%
2008	84.3%	89.8%	86.0%
2009	78.2%	88.8%	81.5%
2010	76.8%	88.4%	80.4%
2011	80.7%	90.9%	83.8%
2012	81.6%	90.8%	84.4%
2013	81.4%	91.1%	84.3%
2014	83.9%	93.3%	86.8%
2015	85.2%	93.7%	87.7%
2016	86.5%	95.0%	89.1%

Las Vegas Occupancy



SOURCE: Las Vegas Convention and Visitors Authority

# OTHER ECONOMIC INDICATORS

## UNEMPLOYMENT RATE \*

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>United States</b>												
2015 r	5.7	5.5	5.4	5.4	5.5	5.3	5.2	5.1	5.0	5.0	5.0	5.0
2016	4.9	4.9	5.0	5.0	4.7	4.9	4.9	4.9	4.9	4.8	4.6	4.7
<b>Nevada</b>												
2015 r	7.2	7.1	7.0	6.9	6.9	6.8	6.8	6.7	6.6	6.5	6.4	6.3
2016	6.2	5.9	5.8	5.8	6.1	6.4	6.5	6.3	5.8	5.5	5.2	5.1
<b>Las Vegas</b>												
2015 r	7.5	7.2	6.9	6.9	6.6	7.1	7.1	6.8	6.7	6.4	6.2	6.2
2016	6.5	5.6	6.0	6.1	6.4	6.9	6.7	6.0	5.6	5.5	5.2	5.0

\* Seasonally adjusted rates

r = Revised

SOURCES: U.S. Department of Labor and NV Dept. of Employment, Training and Rehabilitation

## UNITED STATES CONSUMER PRICE INDEX (CPI)

U.S. City Average: (1982-1984=100)

Month	2015	2016	Percent Change
Jan	233.7	236.9	1.4%
Feb	234.7	237.1	1.0%
Mar	236.1	238.1	0.9%
Apr	236.6	239.3	1.1%
May	237.8	240.2	1.0%
Jun	238.6	241.0	1.0%
Jul	238.7	240.6	0.8%
Aug	238.3	240.9	1.1%
Sep	237.9	241.4	1.5%
Oct	237.8	241.7	1.6%
Nov	237.3	241.4	1.7%
Dec	236.5	241.4	2.1%
Average	237.0	240.0	1.3%

SOURCE: U.S. Department of Labor

## TRAVEL PRICE INDEX

U.S. City Average: (1982-1984=100)

Month	2015	2016	Percent Change
Jan	261.0	263.4	0.9%
Feb	265.8	265.6	(0.1%)
Mar	273.4	270.6	(1.0%)
Apr	274.7	273.8	(0.3%)
May	281.5	280.3	(0.4%)
Jun	283.8	285.3	0.5%
Jul	284.8	279.7	(1.8%)
Aug	277.5	274.5	(1.1%)
Sep	271.5	267.9	(1.3%)
Oct	270.0	274.5	1.7%
Nov	265.4	267.9	0.9%
Dec	259.4	265.8	2.5%
Average	272.4	272.4	0.0%

SOURCE: U.S. Travel Association

## CONSUMER CONFIDENCE INDEX

Composite Series: (1985=100)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2003	79	65	61	81	84	84	77	82	77	82	93	95
2004	98	89	89	93	93	103	106	99	97	93	93	103
2005	105	104	103	98	103	106	104	106	87	85	98	104
2006	107	103	108	110	105	105	107	100	106	105	105	110
2007	110	111	108	106	109	105	112	106	100	95	88	91
2008	87	76	66	63	58	51	52	59	61	39	45	39
2009	37	25	27	41	55	49	47	55	53	49	51	54
2010	57	46	52	58	63	54	51	53	49	50	58	63
2011	65	72	64	66	62	58	59	45	46	41	55	65
2012	62	72	70	69	64	63	65	61	68	73	72	67
2013	58	68	62	69	74	82	81	82	80	72	72	78
2014	79	78	84	82	82	86	90	93	89	94	91	93
2015	104	99	101	94	95	100	91	101	103	99	93	96
2016	98	94	96	95	92	98	97	102	104	101	109	113

SOURCE: The Conference Board

# ROOM TAX & SALES TAX REVENUE

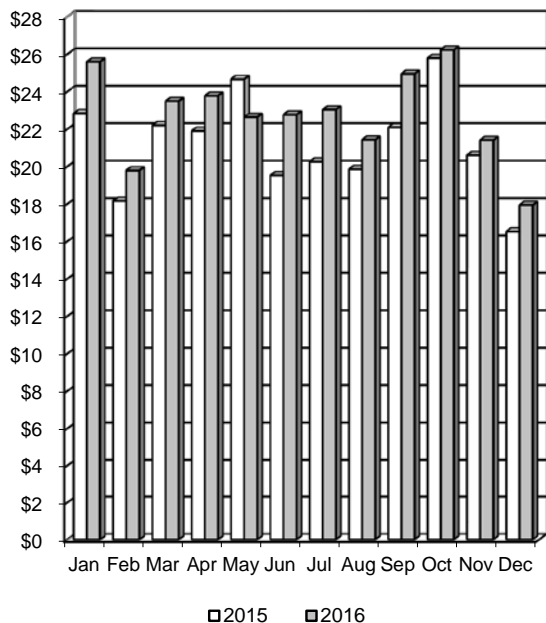
## LVCVA ROOM TAX REVENUE EARNED

Clark County room tax revenue allocated to the LVCVA totaled \$273.1 million in 2016, an increase of 7.3% when compared with last year.

Month	2015	2016	Percent Change
Jan	\$22,836,893	\$25,597,528	12.1%
Feb	18,163,576	19,790,308	9.0%
Mar	22,204,907	23,492,923	5.8%
Apr	21,902,888	23,781,589	8.6%
May	24,668,409	22,643,034	(8.2%)
Jun	19,527,179	22,767,407	16.6%
Jul	20,260,162	23,040,083	13.7%
Aug	19,860,281	21,427,353	7.9%
Sep	22,091,329	24,951,255	12.9%
Oct	25,795,038	26,236,041	1.7%
Nov	20,604,648	21,409,193	3.9%
Dec	16,522,898	17,942,765	8.6%
Total	\$254,438,208	\$273,079,478	7.3%

## LVCVA Room Tax Revenue

Millions



SOURCE: Las Vegas Convention and Visitors Authority

## ROOM TAX REVENUE ANNUAL ANALYSIS

Room tax revenue distributed to the LVCVA for the period covering 1983 through 2016 is presented in the following table:

Year	Room Tax Revenue	Percent Change
1983	\$21,731,353	14.0%
1984	23,921,313	10.1%
1985	26,956,881	12.7%
1986	30,587,141	13.5%
1987	34,443,765	12.6%
1988	38,175,535	10.8%
1989	40,528,245	6.2%
1990	49,493,569	22.1%
1991	49,396,226	(0.2%)
1992	52,259,477	5.8%
1993	56,125,234	7.4%
1994	76,876,787	37.0%
1995	82,135,745	6.8%
1996	91,565,876	11.5%
1997	98,186,440	7.2%
1998	100,468,931	2.3%
1999	118,299,856	17.7%
2000	130,550,852	10.4%
2001	129,053,244	(1.1%)
2002	127,102,165	(1.5%)
2003	138,941,106	9.3%
2004	164,821,755	18.6%
2005	193,136,789	17.2%
2006	207,289,931	7.3%
2007	219,713,911	6.0%
2008	207,117,817	(5.7%)
2009	153,150,310	(26.1%)
2010	163,809,985	7.0%
2011	194,329,584	18.6%
2012	200,384,250	3.1%
2013	210,138,974	4.9%
2014	232,443,537	10.6%
2015	254,438,208	9.5%
2016	273,079,478	7.3%

## ROOM TAX EARNED BY ENTITY

An analysis of the collection of room tax revenue by the various entities in Clark County is listed in the table below.

Entity	Dollar Amount	% Chg from 2015	Share of Total Collected
County	\$251,297,551	7.1%	92.0%
Las Vegas	14,608,150	12.5%	5.3%
Others *	7,173,777	6.6%	2.6%
Total	\$273,079,478	7.3%	100.0%

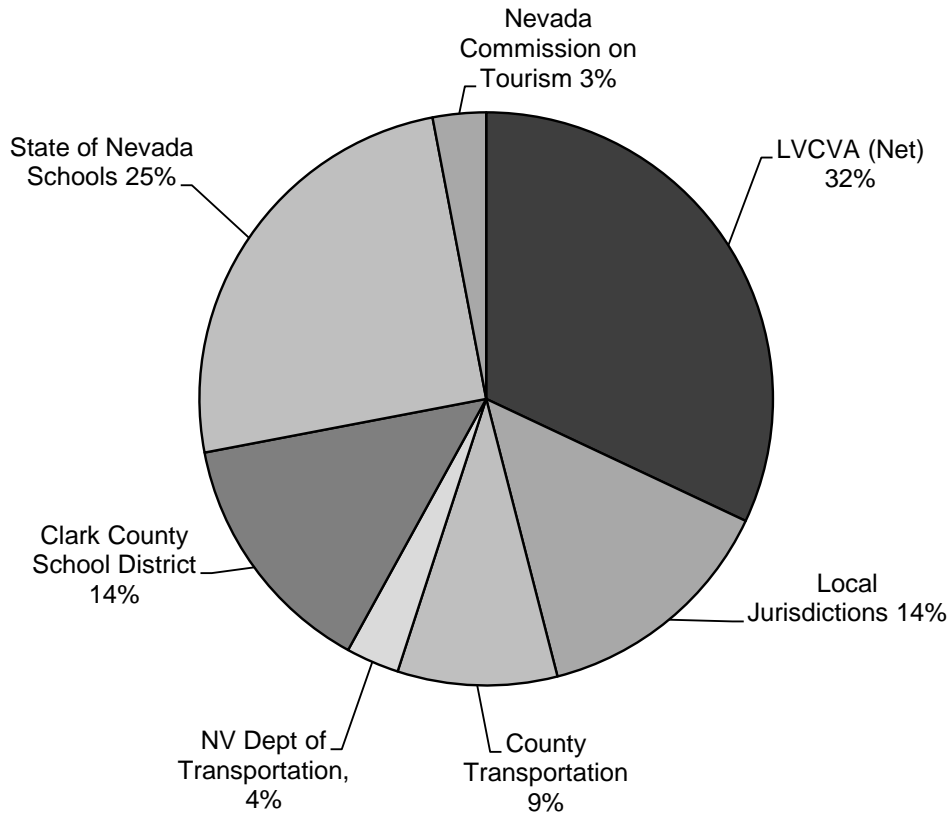
\* Includes Boulder City, Mesquite, Henderson and North Las Vegas.

# ROOM TAX REVENUE

## CLARK COUNTY ROOM TAX DISTRIBUTION

The final distribution of Clark County's room tax is shown here. Of note, the LVCVA receives 32 percent of the room tax, with the remaining 68 percent going back into the community to fund projects such as schools, parks and roads.

<b>FY 2016-Room Tax Distribution</b>	<b>Amount</b>	<b>Percent</b>
<b>LVCVA Retains for Operations &amp; Marketing</b>	<b>\$212,780,014</b>	<b>32.3%</b>
4 - 5% distributed to LVCVA	\$259,967,636	
(Less Collection Allocation Paid to Entities)	(25,996,764)	
(Less Debt Service for Transportation)	(21,190,859)	
<hr/>		
<b>Portion Distributed to Entity / Jurisdiction</b>	<b>\$88,150,843</b>	<b>13.4%</b>
1 - 2% Room Tax Retained by Entity	\$62,154,079	
Collection Allocation Grants to Entities	25,996,764	
<hr/>		
<b>Clark County Transportation (1%)</b>	<b>\$58,845,257</b>	<b>8.9%</b>
<b>Clark County School District (1 5/8%)</b>	<b>93,387,434</b>	<b>14.2%</b>
<b>Nevada Department of Transportation</b>	<b>21,190,859</b>	<b>3.2%</b>
<b>State of Nevada Schools (3%)</b>	<b>163,467,383</b>	<b>24.8%</b>
<b>State of Nevada Tourism (3/8%)</b>	<b>20,440,567</b>	<b>3.1%</b>
<hr/>		
<b>TOTAL ROOM TAX COLLECTED</b>	<b>\$658,262,356</b>	<b>100%</b>



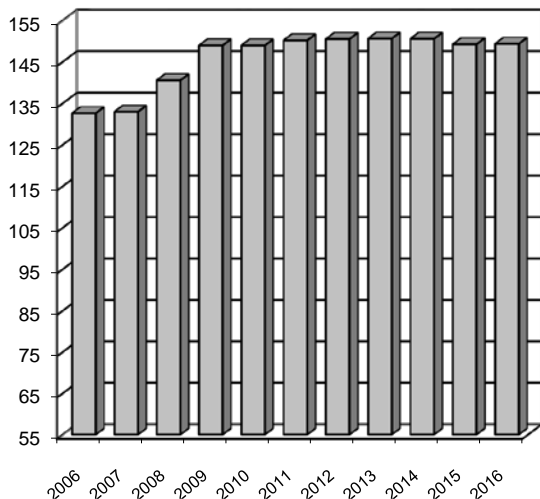
# ROOM INVENTORY & SALES TAX REVENUE

## HISTORICAL LAS VEGAS HOTEL/MOTEL ROOM INVENTORY

Year	Total Hotel/Motel Rooms	Percent Change
1985	53,067	(2.0%)
1986	56,494	6.5%
1987	58,474	3.5%
1988	61,394	5.0%
1989	67,391	9.8%
1990	73,730	9.4%
1991	76,879	4.3%
1992	76,523	(0.5%)
1993	86,053	12.5%
1994	88,560	2.9%
1995	90,046	1.7%
1996	99,072	10.0%
1997	105,347	6.3%
1998	109,365	3.8%
1999	120,294	10.0%
2000	124,270	3.3%
2001	126,610	1.9%
2002	126,787	0.1%
2003	130,482	2.9%
2004	131,503	0.8%
2005	133,186	1.3%
2006	132,605	(0.4%)
2007	132,947	0.3%
2008	140,529	5.7%
2009	148,941	6.0%
2010	148,935	(0.0%)
2011	150,161	0.8%
2012	150,481	0.2%
2013	150,593	0.1%
2014	150,544	(0.0%)
2015	149,213	(0.9%)
2016	149,339	0.1%

### Las Vegas Room Inventory

Thousands



SOURCE: Las Vegas Convention and Visitors Authority

## TOTAL CLARK COUNTY TAXABLE SALES

According to figures compiled by the State Department of Taxation, retail sales transactions in Clark County exceeded \$39.9 billion during calendar year 2016, an increase of 3.6 percent from 2015 levels.

Month	2015	2016	Percent Change
Jan	\$2,860,450,981	\$2,884,688,698	0.8%
Feb	2,899,119,280	3,005,246,209	3.7%
Mar	3,411,278,292	3,507,763,111	2.8%
Apr	3,111,789,224	3,223,278,336	3.6%
May	3,265,407,912	3,282,693,095	0.5%
Jun	3,270,611,845	3,600,742,478	10.1%
Jul	3,212,347,865	3,264,077,922	1.6%
Aug	3,076,853,417	3,264,266,134	6.1%
Sep	3,307,808,820	3,462,945,994	4.7%
Oct	3,193,309,411	3,281,139,756	2.8%
Nov	3,146,484,224	3,278,265,615	4.2%
Dec	3,801,514,422	3,873,419,565	1.9%
Total	\$38,556,975,693	\$39,928,526,913	3.6%

SOURCE: State of Nevada - Department of Taxation

## CLARK COUNTY TAXABLE SALES

Business Type: Food Services and Drinking Places and Accommodations\* Only

Month	2015	2016	Percent Change
Jan	\$806,808,206 r	\$830,271,636	2.9%
Feb	746,304,497 r	790,976,278	6.0%
Mar	899,478,137 r	913,127,362	1.5%
Apr	850,929,963 r	901,865,016	6.0%
May	940,877,685 r	910,277,459	(3.3%)
Jun	846,555,580 r	900,943,316	6.4%
Jul	832,078,270 r	880,111,748	5.8%
Aug	809,075,824 r	870,714,020	7.6%
Sep	838,546,744 r	897,440,302	7.0%
Oct	873,861,234 r	882,010,261	0.9%
Nov	764,712,529 r	806,314,804	5.4%
Dec	761,638,343 r	803,453,158	5.5%
Total	\$9,970,867,012 r	\$10,387,505,360	4.2%

r = Revised

SOURCE: State of Nevada - Department of Taxation

\*Accommodations category reflects all sales tax derived from hotel-owned revenue centers (i.e. gift shop, catering, room service, retail outlets and hotel-owned restaurants) excluding lodging. Restaurants that are owned independently are categorized in "Food Services and Drinking Places."



# OTHER TOURISM STATS

## VISITORS TO RED ROCK CANYON

Spring Mountain, First Creek & Oak Creek Areas

Month	2015	2016	Percent Change
Jan	9,435	12,381	31.2%
Feb	16,095	18,203	13.1%
Mar	30,317	27,765	(8.4%)
Apr	22,086	54,267	145.7%
May	23,446	61,729	163.3%
Jun	30,334	28,652	(5.5%)
Jul	28,695	22,216	(22.6%)
Aug	30,613	27,279	(10.9%)
Sep	23,061	18,989	(17.7%)
Oct	16,308	20,824	27.7%
Nov	14,276	18,204	27.5%
Dec	11,791	13,370	13.4%
<b>Total</b>	<b>256,457</b>	<b>323,879</b>	<b>26.3%</b>

SOURCE: State of Nevada - Parks Division

## VISITORS TO VALLEY OF FIRE

Month	2015	2016	Percent Change
Jan	27,953	39,500	41.3%
Feb	47,215	66,374	40.6%
Mar	62,234	79,410	27.6%
Apr	64,059	74,339	16.0%
May	62,463	68,662	9.9%
Jun	38,074	36,261	(4.8%)
Jul	35,170	34,578	(1.7%)
Aug	38,265	38,529	0.7%
Sep	43,445	52,236	20.2%
Oct	54,348	59,642	9.7%
Nov	42,986	50,597	17.7%
Dec	39,952	46,585	16.6%
<b>Total</b>	<b>556,164</b>	<b>646,713</b>	<b>16.3%</b>

SOURCE: State of Nevada - Parks Division

## VISITORS TO HOOVER DAM

In 2016, more than 750,000 people visited the complex at Hoover Dam. The comparative monthly totals for the calendar year of 2015 versus 2016 are contained in the following analysis.

Month	2015	2016	Percent Change
Jan	39,501	42,852	8.5%
Feb	44,548	48,465	8.8%
Mar	66,816	75,863	13.5%
Apr	67,578	64,526	(4.5%)
May	57,173	63,674	11.4%
Jun	71,738	74,072	3.3%
Jul	81,421	83,507	2.6%
Aug	65,535	65,717	0.3%
Sep	56,631	58,838	3.9%
Oct	60,003	67,864	13.1%
Nov	54,602	55,056	0.8%
Dec	54,621	55,213	1.1%
<b>Total</b>	<b>720,167</b>	<b>755,647</b>	<b>4.9%</b>

SOURCE: Boulder Canyon Project - Visitor Services - Report of Visitors

## VISITORS TO LAKE MEAD

During 2016, the Lake Mead area received more than 7.4 million recreational visitors, a decrease of 1.7 percent from the year prior.

Month	2015	2016	Percent Change
Jan	473,581	413,520	(12.7%)
Feb	559,252	594,070	6.2%
Mar	635,030	651,004	2.5%
Apr	636,947	620,922	(2.5%)
May	738,502	707,061	(4.3%)
Jun	817,136	783,912	(4.1%)
Jul	832,120	791,166	(4.9%)
Aug	765,377	621,800	(18.8%)
Sep	699,821	772,513	10.4%
Oct	647,262	555,767	(14.1%)
Nov	415,199	527,598	27.1%
Dec	342,949	396,823	15.7%
<b>Total</b>	<b>7,563,176</b>	<b>7,436,156</b>	<b>(1.7%)</b>

SOURCE: U.S. Department of Interior - National Park Service

# LAS VEGAS VISITOR PROFILE

## LAS VEGAS VISITOR PROFILE HIGHLIGHTS

Calendar Year	2012	2013	2014	2015	2016
<b>First vs. Repeat</b>					
First time visitor	16%	15%	19%	16%	27%
Repeat visitor	84%	85%	81%	84%	73%
<b>Purpose of Current Visit</b>					
Vacation/pleasure/gamble	55%	56%	59%	58%	52%
Business/convention	16%	14%	15%	16%	15%
Other	29%	30%	26%	26%	33%
<b>Transportation</b>					
Air	43%	42%	42%	43%	46%
Automobile/Bus/RV	57%	58%	58%	57%	54%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.2	2.2	2.1	2.0	2.1
Number of visits in past year	1.6	1.7	1.6	1.8	1.7
Adults in party	2.4	2.4	2.4	2.2	2.4
Nights stayed	3.3	3.3	3.2	3.4	3.4
Visitors with children	11%	10%	10%	8%	12%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$265.11	\$278.95	\$281.88	\$292.00	\$318.09
Transportation (per trip)	\$57.77	\$59.68	\$68.83	\$73.45	\$96.08
Shopping (per trip)	\$149.29	\$140.90	\$149.77	\$122.66	\$156.91
Shows (per trip)	\$42.89	\$38.45	\$47.56	\$61.95	\$67.55
Sightseeing (per trip)	\$9.63	\$9.29	\$14.49	\$14.86	\$35.93
Hotel/Motel room (per night)	\$93.13	\$83.62	\$86.55	\$102.64	\$116.15
<b>Gambling Behavior</b>					
Gambled while in Las Vegas	72%	71%	71%	73%	69%
Daily hours gambled	2.6	2.9	2.6	2.9	1.9
Gambling Budget (per trip)	\$484.70	\$529.57	\$530.11	\$578.54	\$619.01
<b>Visitor Origin</b>					
Eastern States	7%	6%	7%	7%	7%
Southern States	11%	12%	12%	13%	15%
Midwestern States	11%	10%	10%	11%	10%
Western States	54%	52%	53%	53%	49%
California	33%	33%	33%	29%	31%
Arizona	6%	6%	6%	9%	6%
Foreign	17%	20%	19%	16%	19%
<b>Ethnicity</b>					
White	75%	73%	77%	85%	69%
African American/Black	5%	5%	4%	4%	9%
Asian/Asian American	9%	12%	10%	4%	5%
Hispanic/Latino	8%	8%	8%	7%	14%
Other	3%	2%	1%	1%	3%
<b>Average Age</b>					
Age	44.8	45.8	45.2	47.7	44.0

During the calendar year of 2016, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Las Vegas Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Las Vegas visitor, as well as to identify trends in visitor behavior that occur over time. Copies of this research can be obtained by contacting the LVCVA Research Center at (702) 892-2805 or an electronic version of the report can be viewed and downloaded at [www.LVCVA.com](http://www.LVCVA.com).

SOURCE: *Las Vegas Convention and Visitors Authority - 2016 Las Vegas Visitor Profile Study*

# DIGITAL MARKETING

## LASVEGAS.COM

### Unique Desktop Visits

Month	2015	2016	Percent Change
Jan	1,262,413	1,014,154	(19.7%)
Feb	1,260,625	890,073	(29.4%)
Mar	1,369,935	882,736	(35.6%)
Apr	1,009,566	850,965	(15.7%)
May	1,078,592	874,656	(18.9%)
Jun	1,223,309	901,769	(26.3%)
Jul	919,612	773,481	(15.9%)
Aug	1,006,366	769,065	(23.6%)
Sep	935,404	649,748	(30.5%)
Oct	763,832	588,076	(23.0%)
Nov	670,179	561,213	(16.3%)
Dec	668,767	517,619	(22.6%)
<b>Total</b>	<b>12,168,600</b>	<b>9,273,555</b>	<b>(23.8%)</b>

## VEGASMEANSBUSINESS.COM

### Unique Site Visits

Month	2015	2016	Percent Change
Jan	177,382	93,719	(47.2%)
Feb	111,563	71,105	(36.3%)
Mar	114,834	66,677	(41.9%)
Apr	89,420	61,114	(31.7%)
May	80,112	58,008	(27.6%)
Jun	90,119	53,379	(40.8%)
Jul	86,060	52,026	(39.5%)
Aug	91,391	58,339	(36.2%)
Sep	98,467	58,489	(40.6%)
Oct	89,892	58,713	(34.7%)
Nov	72,368	53,166	(26.5%)
Dec	58,116	48,395	(16.7%)
<b>Total</b>	<b>1,159,724</b>	<b>733,130</b>	<b>(36.8%)</b>

## LVCVA.COM

### Unique Site Visits

Month	2015	2016	Percent Change
Jan	70,454	78,330	11.2%
Feb	51,663	55,501	7.4%
Mar	47,587	50,867	6.9%
Apr	47,683	59,972	25.8%
May	44,734	37,576	(16.0%)
Jun	42,571	45,242	6.3%
Jul	43,648	48,384	10.9%
Aug	44,955	44,454	(1.1%)
Sep	59,702	50,666	(15.1%)
Oct	50,270	51,261	2.0%
Nov	46,208	62,163	34.5%
Dec	40,916	52,076	27.3%
<b>Total</b>	<b>590,391</b>	<b>636,492</b>	<b>7.8%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## M.LASVEGAS.COM

### Unique Mobile Visits

Month	2015	2016	Percent Change
Jan	306,621	343,970	12.2%
Feb	339,947	298,551	(12.2%)
Mar	404,055	340,281	(15.8%)
Apr	330,075	343,643	4.1%
May	476,653	433,584	(9.0%)
Jun	489,201	442,820	(9.5%)
Jul	357,877	350,219	(2.1%)
Aug	399,375	352,157	(11.8%)
Sep	319,225	319,769	0.2%
Oct	255,274	279,603	9.5%
Nov	253,561	264,207	4.2%
Dec	259,163	271,160	4.6%
<b>Total</b>	<b>4,191,027</b>	<b>4,039,964</b>	<b>(3.6%)</b>

## VISITLAUGHLIN.COM

### Unique Site Visits

Month	2015	2016	Percent Change
Jan	72,999	55,038	(24.6%)
Feb	74,129	67,602	(8.8%)
Mar	92,647	67,594	-27%
Apr	93,493	72,434	(22.5%)
May	86,716	72,126	(16.8%)
Jun	84,558	77,505	(8.3%)
Jul	84,372	67,806	(19.6%)
Aug	77,705	70,565	(9.2%)
Sep	84,927	79,384	(6.5%)
Oct	70,169	47,470	(32.3%)
Nov	46,054	39,002	(15.3%)
Dec	67,052	39,625	(40.9%)
<b>Total</b>	<b>934,821</b>	<b>756,151</b>	<b>(19.1%)</b>

## VISITMESQUITE.COM

### Unique Site Visits

Month	2015	2016	Percent Change
Jan	25,987	40,036	54.1%
Feb	20,967	20,514	(2.2%)
Mar	18,380	14,700	(20.0%)
Apr	16,873	16,915	0.2%
May	13,449	15,100	12.3%
Jun	15,462	12,429	(19.6%)
Jul	11,758	12,180	3.6%
Aug	11,918	12,819	7.6%
Sep	11,013	12,499	13.5%
Oct	9,893	12,712	28.5%
Nov	8,845	11,536	30.4%
Dec	9,866	11,994	21.6%
<b>Total</b>	<b>174,411</b>	<b>193,434</b>	<b>10.9%</b>

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## LAUGHLIN EXECUTIVE SUMMARY

Tourism Indicator	2015	2016	Change
Visitor Volume	1,887,853	1,910,241	1.2%
Room Inventory	10,021	9,920	-1.0%
Occupancy Level	61.4%	62.8%	1.4
Average Daily Room Rate	\$45.48	\$47.22	3.8%
Revenue Per Available Room (RevPAR)	\$27.95	\$29.63	6.0%
Room Nights Occupied	2,229,500	2,292,098	2.8%
Gross Gaming Revenue	\$467,790,000 r	\$472,430,000	1.0%
Laughlin/Bullhead City Air Passengers	213,310	210,666	-1.2%
Average Daily Traffic-Hwy 163	4,298	4,583	6.6%

r = Revised

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

## LAUGHLIN VISITOR PROFILE HIGHLIGHTS

Calendar Year	2012	2013	2014	2015	2016
<b>First vs. Repeat</b>					
First time visitor	13%	15%	13%	10%	9%
Repeat visitor	87%	85%	87%	90%	91%
<b>Purpose of Current Visit</b>					
Vacation/pleasure	73%	44%	40%	46%	50%
Gamble	19%	30%	37%	30%	26%
Other	8%	26%	23%	24%	24%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.0	2.1	2.0	2.0	2.0
Number of visits in past year	2.9	2.9	2.8	2.3	2.5
Adults in party	2.0	2.0	2.0	2.2	2.1
Nights stayed	3.3	3.4	3.5	3.4	3.3
Visitors with children	3%	5%	4%	5%	6%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$122.22	\$134.13	\$146.52	\$146.75	\$150.63
Transportation (per trip)	\$57.79	\$71.93	\$64.97	\$42.76	\$41.75
Shopping (per trip)	\$73.64	\$66.15	\$65.76	\$69.69	\$66.20
Shows (per trip)	\$5.55	\$8.84	\$7.87	\$8.59	\$5.95
Sightseeing (per trip)	\$7.73	\$6.67	\$8.07	\$9.08	\$10.41
<b>Gambling Behavior</b>					
Gambled while in Laughlin	100%	100%	99%	98%	99%
Daily hours gambled	6.0	5.8	5.3	5.1	5.0
Gambling Budget (per trip)	\$566.38	\$575.30	\$619.43	\$688.12	\$657.51
<b>Average Age</b>					
Age	63.1	57.9	59.1	61.2	59.4

During the calendar year of 2016, the Las Vegas Convention and Visitors Authority completed the *Laughlin Visitor Profile Study*. The purpose of this marketing research survey is to provide the Las Vegas Convention and Visitors Authority (LVCVA) with an objective assessment of the Laughlin visitor, as well as to identify trends in visitor behaviors that occur over time. Copies of this research can be obtained by contacting the LVCVA Research Center at (702) 892-2805, or an electronic version of the report can be viewed and downloaded at [www.LVCVA.com](http://www.LVCVA.com).

SOURCE: Las Vegas Convention and Visitors Authority - 2016 Laughlin Visitor Profile Study

# LAUGHLIN, NEVADA

## LAUGHLIN VISITOR VOLUME

Month	2015	2016	Percent Change
Jan	148,024	139,869	(5.5%)
Feb	152,199	157,426	3.4%
Mar	174,098	176,338	1.3%
Apr	161,995	171,516	5.9%
May	162,819	162,466	(0.2%)
Jun	156,245	165,670	6.0%
Jul	188,537	194,461	3.1%
Aug	165,200	161,507	(2.2%)
Sep	151,320	156,511	3.4%
Oct	162,028	160,842	(0.7%)
Nov	142,330	140,006	(1.6%)
Dec	123,058	123,629	0.5%
Total	1,887,853	1,910,241	1.2%

## HISTORICAL LAUGHLIN VISITOR VOLUME

Year	Total Visitor Volume	Percent Change
1990	3,244,568	9.1%
1991	3,824,735	17.9%
1992	4,021,925	5.2%
1993	4,504,351	12.0%
1994	4,758,520	5.6%
1995	4,745,004	(0.3%)
1996	4,656,578	(1.9%)
1997	4,518,354	(3.0%)
1998	4,290,892	(5.0%)
1999	4,458,824	3.9%
2000	4,576,326	2.6%
2001	4,453,104	(2.7%)
2002	4,258,411	(4.4%)
2003	4,191,407	(1.6%)
2004	4,046,453	(3.5%)
2005	3,884,791	(4.0%)
2006	3,323,673	(14.4%)
2007	3,098,084	(6.8%)
2008	2,862,086	(7.6%)
2009	2,446,655	(14.5%)
2010	2,363,734	(3.4%)
2011	2,253,124	(4.7%)
2012	2,072,230	(8.0%)
2013	2,044,974	(1.3%)
2014	1,988,750	(2.7%)
2015	1,887,853	(5.1%)
2016	1,910,241	1.2%

SOURCE: Las Vegas Convention and Visitors Authority

## LAUGHLIN OCCUPANCY

Month	Occupancy Percentage		Net Change
	2015	2016	
Jan	56.5%	52.7%	(3.8)
Feb	65.7%	65.4%	(0.3)
Mar	68.7%	69.0%	0.3
Apr	65.4%	69.4%	4.0
May	62.7%	62.8%	0.1
Jun	61.6%	66.7%	5.1
Jul	73.4%	77.1%	3.7
Aug	63.1%	63.0%	(0.1)
Sep	59.2%	63.1%	3.9
Oct	61.7%	62.7%	1.0
Nov	55.1%	55.4%	0.3
Dec	44.5%	45.9%	1.4
Average	61.4%	62.8%	1.4

## LAUGHLIN ADR

Month	2015	2016	Percent Change
Jan	\$40.75	\$43.43	6.6%
Feb	\$44.48	\$44.32	(0.4%)
Mar	\$42.06	\$42.77	1.7%
Apr	\$52.10	\$54.15	3.9%
May	\$47.31	\$48.43	2.4%
Jun	\$43.37	\$44.37	2.3%
Jul	\$47.53	\$53.37	12.3%
Aug	\$50.32	\$53.24	5.8%
Sep	\$47.25	\$50.38	6.6%
Oct	\$43.22	\$42.93	(0.7%)
Nov	\$42.77	\$42.41	(0.8%)
Dec	\$42.67	\$42.97	0.7%
Average	\$45.48	\$47.22	3.8%

## LAUGHLIN RevPAR

Month	2015	2016	Percent Change
Jan	\$23.02	\$22.89	(0.6%)
Feb	\$29.22	\$28.99	(0.8%)
Mar	\$28.90	\$29.51	2.1%
Apr	\$34.07	\$37.58	10.3%
May	\$29.66	\$30.41	2.5%
Jun	\$26.72	\$29.59	10.8%
Jul	\$34.89	\$41.15	18.0%
Aug	\$31.75	\$33.54	5.6%
Sep	\$27.97	\$31.79	13.6%
Oct	\$26.67	\$26.92	0.9%
Nov	\$23.57	\$23.50	(0.3%)
Dec	\$18.99	\$19.72	3.9%
Average	\$27.95	\$29.63	6.0%

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## LAUGHLIN WEEKEND OCCUPANCY RANKING

Rank	Date	2015	2016	Net Change
1	Mar 11-12	90.1%	96.8%	6.7
2	Jun 17-18	90.7%	96.2%	5.5
3	Jul 29-30	93.1%	96.0%	2.9
4	Apr 22-23	93.6%	95.8%	2.2
5	Jul 15-16	94.6%	95.2%	0.6
6	Mar 25-26	72.5%	95.1%	22.6
7	Jul 22-23	93.9%	94.6%	0.7
8	Aug 5-6	89.7%	94.4%	4.7
9	Aug 19-20	81.3%	94.2%	12.9
10	Apr 29-30	68.4%	93.7%	25.3
11	Jun 10-11	91.9%	93.7%	1.8
12	May 20-22	76.0%	92.7%	16.7
13	Feb 12-14	89.6%	92.4%	2.8
14	May 13-14	91.7%	92.0%	0.3
15	Aug 12-13	93.2%	91.3%	(1.9)
16	Jun 24-25	88.7%	89.9%	1.2
17	Sep 2-4	89.7%	88.9%	(0.8)
18	Apr 15-16	94.6%	88.7%	(5.9)
19	Jul 8-9	93.6%	88.6%	(5.0)
20	Apr 8-9	87.5%	88.2%	0.7
21	Mar 4-5	91.0%	87.5%	(3.5)
22	Oct 14-15	78.1%	87.5%	9.4
23	Dec 30-Jan 1	80.7%	87.4%	6.7
24	Jun 3-4	81.7%	87.3%	5.6
25	Oct 7-8	87.7%	87.2%	(0.5)
26	Sep 23-24	85.8%	87.0%	1.2
27	Aug 26-27	76.5%	86.6%	10.1
28	Sep 30-Oct 1	85.3%	86.1%	0.8
29	Feb 19-20	92.9%	85.7%	(7.2)
30	Nov 11-12	67.3%	83.8%	16.5
31	Sep 16-17	86.6%	83.6%	(3.0)
32	May 27-28	79.0%	82.7%	3.7
33	Feb 26-27	78.9%	82.4%	3.5
34	Sep 9-10	76.0%	82.3%	6.3
35	May 6-7	91.5%	82.2%	(9.3)
36	Mar 18-19	90.9%	81.7%	(9.2)
37	Jan 1-2	62.8%	80.7%	17.9
38	Mar 4-5	73.5%	78.8%	5.3
39	Oct 21-22	72.0%	78.4%	6.4
40	Nov 24-26	79.2%	76.9%	(2.3)
41	Apr 1-2	88.7%	76.3%	(12.4)
42	Feb 5-6	65.9%	73.8%	7.9
43	Jan 15-16	76.5%	71.8%	(4.7)
44	Oct 28-29	60.9%	70.3%	9.4
45	Dec 2-3	59.8%	66.6%	6.8
46	Nov 4-5	80.5%	65.3%	(15.2)
47	Jan 22-23	67.2%	61.8%	(5.4)
48	Nov 18-19	56.3%	59.8%	3.5
49	Jan 29-30	72.7%	56.7%	(16.0)
50	Jan 8-9	54.1%	54.8%	0.7
51	Dec 9-10	59.9%	54.8%	(5.1)
52	Dec 23-25	58.4%	46.4%	(12.0)
53	Dec 16-17	41.8%	40.0%	(1.8)

## LAUGHLIN ROOM NIGHTS OCCUPIED

Month	2015	2016	Percent Change
Jan	172,470	163,697	(5.1%)
Feb	181,145	190,039	4.9%
Mar	208,221	214,328	2.9%
Apr	192,610	208,616	8.3%
May	192,757	195,069	1.2%
Jun	184,726	200,500	8.5%
Jul	228,018	239,488	5.0%
Aug	196,021	193,738	(1.2%)
Sep	177,973	187,786	5.5%
Oct	191,672	192,815	0.6%
Nov	165,647	164,870	(0.5%)
Dec	138,240	141,152	2.1%
Total	2,229,500	2,292,098	2.8%

## LAUGHLIN OCCUPANCY - MIDWEEK

Month	2015	2016	Net Change
Jan	50.4%	45.5%	(4.9)
Feb	57.7%	56.8%	(0.9)
Mar	63.0%	63.0%	0.0
Apr	58.0%	59.7%	1.7
May	51.7%	51.5%	(0.2)
Jun	52.8%	64.1%	11.3
Jul	64.4%	68.6%	4.2
Aug	53.7%	53.0%	(0.7)
Sep	48.1%	51.7%	3.6
Oct	54.5%	55.0%	0.5
Nov	48.0%	48.3%	0.3
Dec	49.9%	49.9%	0.0
Average	53.5%	54.8%	1.3

## LAUGHLIN OCCUPANCY - WEEKEND

Month	2015	2016	Net Change
Jan	67.6%	65.8%	(1.8)
Feb	82.7%	84.6%	1.9
Mar	88.2%	86.2%	(2.0)
Apr	85.8%	88.8%	3.0
May	85.8%	90.4%	4.6
Jun	85.8%	90.0%	4.2
Jul	92.3%	92.6%	0.3
Aug	86.1%	91.6%	5.5
Sep	85.1%	85.9%	0.8
Oct	76.8%	81.4%	4.6
Nov	71.8%	72.1%	0.3
Dec	55.4%	57.9%	2.5
Average	79.9%	81.7%	1.8

SOURCE: Las Vegas Convention and Visitors Authority

# LAUGHLIN, NEVADA

## LAUGHLIN DAILY AUTO TRAFFIC

### (State Route 163)

The Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route 163, 1/2 mile east of U.S.-95. This marketing tool can be utilized to study the automobile volume along a major highway that leads to the Laughlin area.

The following chart contains the traffic volume on State Route 163.

Month	Average Daily Traffic		Percent Change
	2015	2016	
Jan	3,852	4,303	11.7%
Feb	4,511	4,589	1.7%
Mar	4,884	5,130	5.0%
Apr	5,043	4,907	(2.7%)
May	4,236	4,704	11.0%
Jun	4,225	4,603	8.9%
Jul	4,418	4,828	9.3%
Aug	4,148	4,686	13.0%
Sep	4,055	4,340	7.0%
Oct	4,144	4,464	7.7%
Nov	4,087	4,338	6.1%
Dec	3,977	4,107	3.3%
Average	4,298	4,583	6.6%

SOURCE: Nevada Department of Transportation - Traffic Section

## LAUGHLIN/BULLHEAD CITY AIRPORT

### Enplaned and Deplaned Passengers

Month	2015	2016	Percent Change
Jan	20,602	21,361	3.7%
Feb	21,258	20,512	(3.5%)
Mar	25,663	21,814	(15.0%)
Apr	19,429	21,979	13.1%
May	17,345	17,395	0.3%
Jun	14,543	14,705	1.1%
Jul	13,705	15,703	14.6%
Aug	15,493	12,656	(18.3%)
Sep	14,666	17,565	19.8%
Oct	21,226	20,635	(2.8%)
Nov	20,182	20,779	3.0%
Dec	9,198	5,562	(39.5%)
Total	213,310	210,666	(1.2%)

SOURCE: Mojave County Airport Authority, Inc.

## LAUGHLIN GROSS GAMING REVENUE

Month	2015	2016	Percent Change
Jan	\$39,628,000 r	\$42,364,000	6.9%
Feb	43,009,000 r	43,350,000	0.8%
Mar	49,361,000 r	48,463,000	(1.8%)
Apr	42,821,000 r	41,170,000	(3.9%)
May	38,882,000	39,637,000	1.9%
Jun	35,270,000	38,645,000	9.6%
Jul	38,017,000	37,408,000	(1.6%)
Aug	35,132,000	36,063,000	2.7%
Sep	37,225,000 r	35,896,000	(3.6%)
Oct	39,468,000 r	40,982,000	3.8%
Nov	38,055,000 r	40,249,000	5.8%
Dec	30,922,000 r	28,203,000	(8.8%)
Total	\$467,790,000 r	\$472,430,000	1.0%

SOURCE: Nevada Gaming Control Board

## HISTORICAL LAUGHLIN GROSS GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1990	\$398,322,000	15.1%
1991	463,376,000	16.3%
1992	507,534,000	9.5%
1993	539,822,000	6.4%
1994	534,990,000	(0.9%)
1995	515,847,000	(3.6%)
1996	490,664,000	(4.9%)
1997	482,348,000	(1.7%)
1998	491,385,000	1.9%
1999	531,993,000	8.3%
2000	559,948,000	5.3%
2001	545,215,000	(2.6%)
2002	551,214,000	1.1%
2003	552,149,000	0.2%
2004	594,787,000	7.7%
2005	621,183,000	4.4%
2006	630,533,000	1.5%
2007	631,196,000	0.1%
2008	570,978,000	(9.5%)
2009	492,514,000	(13.7%)
2010	482,389,000	(2.1%)
2011	464,713,000	(3.7%)
2012	462,061,000	(0.6%)
2013	455,166,000	(1.5%)
2014	459,610,000	1.0%
2015	467,790,000 r	1.8%
2016	472,430,000	1.0%

SOURCE: Las Vegas Convention and Visitors Authority

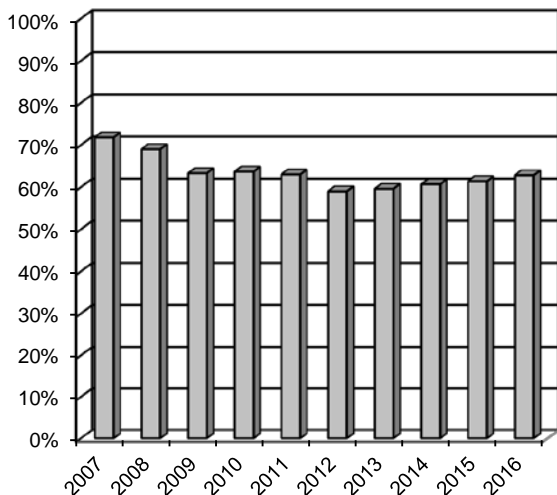
# LAUGHLIN, NEVADA

## HISTORICAL LAUGHLIN HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

Year	Occupancy Percentage	Room Inventory
1990	91.4%	7,180
1991	89.6%	8,098
1992	91.1%	9,054
1993	90.8%	10,290
1994	89.2%	10,494
1995	86.4%	11,035
1996	87.1%	11,035
1997	85.3%	11,034
1998	82.9%	10,912
1999	85.9%	10,884
2000	88.4%	10,842
2001	86.3%	10,811
2002	83.0%	10,817
2003	81.7%	10,817
2004	79.4%	10,743
2005	78.0%	10,737
2006	74.2%	10,660
2007	71.8%	10,696
2008	69.0%	10,655
2009	63.3%	10,652
2010	63.7%	10,350
2011	63.0%	10,334
2012	59.0%	10,333
2013	59.6%	10,333
2014	60.7%	10,268
2015	61.4%	10,021
2016	62.8%	9,920

SOURCE: Las Vegas Convention and Visitors Authority

### Laughlin Occupancy



## HISTORICAL LAUGHLIN AVERAGE DAILY AUTO TRAFFIC

(State Route 163)

Year	Total Vehicles	Percent Change
1993	4,367	N/A
1994	4,733	8.4%
1995	4,611	(2.6%)
1996	4,836	4.9%
1997	4,883	1.0%
1998	5,025	2.9%
1999	4,965	(1.2%)
2000	4,819	(3.0%)
2001	5,244	8.8%
2002	6,088	16.1%
2003	6,113	0.4%
2004	6,541	7.0%
2005	7,053	7.8%
2006	6,969	(1.2%)
2007	6,797	(2.5%)
2008	6,193	(8.9%)
2009	6,192	(0.0%)
2010	6,199	0.1%
2011	4,286	(30.9%)
2012	4,097 r	(4.4%)
2013	4,053	(1.1%)
2014	4,109 r	1.4%
2015	4,298	4.6%
2016	4,583	6.6%

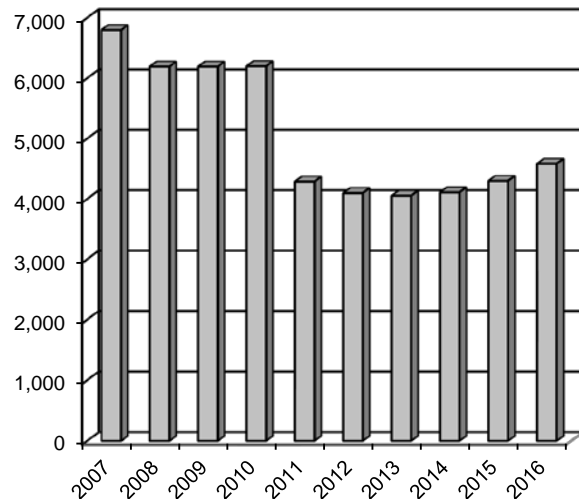
r = Revised

NOTE: Data not available prior to 1993

NOTE: Hoover Dam bypass bridge opened in October 2010

SOURCE: State of Nevada Department of Transportation - Traffic Section

### Laughlin Average Daily Auto Traffic





# MESQUITE, NEVADA

## MESQUITE EXECUTIVE SUMMARY

Tourism Indicator	2015	2016	Change
Visitor Volume	1,208,104	1,346,072	11.4%
Room Inventory	1,712	1,905	11.3%
Occupancy Level	74.3%	76.3%	2.0
Average Daily Room Rate	\$55.61	\$57.93	4.2%
Revenue Per Available Room (RevPAR)	\$41.35	\$44.36	7.3%
Room Nights Occupied	466,463	490,219	5.1%
Gross Gaming Revenue	\$114,319,000	\$117,719,000	3.0%
Average Daily Traffic			
Hwy I-15 at NV/AZ border	24,587	26,182	6.5%

SOURCES: Las Vegas Convention and Visitors Authority, Nevada Department of Transportation (NDOT), Nevada Gaming Control Board

## MESQUITE VISITOR PROFILE HIGHLIGHTS

Calendar Year	2012	2013	2014	2015	2016
<b>First vs. Repeat</b>					
First time visitor	6%	8%	11%	15%	23%
Repeat visitor	94%	92%	89%	85%	77%
<b>Purpose of Current Visit</b>					
Vacation/pleasure	1%	1%	1%	1%	9%
Gamble	16%	20%	20%	23%	15%
Just passing through	33%	24%	24%	18%	18%
Other	50%	55%	55%	58%	58%
<b>Other Trip Characteristics</b>					
Room occupants (mean)	2.1	2.1	2.0	1.9	2.0
Number of visits in past year	9.5	11.4	12.8	13.1	9.3
Adults in party	2.1	2.1	2.2	2.3	2.3
Nights stayed	1.7	1.7	1.7	1.8	3.0
Visitors with children	5%	5%	4%	4%	4%
<b>Expenditures Per Visitor</b>					
Food & drink (per trip)	\$53.54	\$56.47	\$56.49	\$59.72	\$98.79
Transportation (per trip)	\$4.08	\$4.71	\$4.73	\$5.91	\$16.86
Recreational Activities (per trip)	\$2.96	\$4.37	\$5.32	\$4.53	\$10.69
Shows (per trip)	\$0.70	\$1.26	\$1.01	\$1.16	\$0.67
Shopping (per trip)	\$3.83	\$3.92	\$7.17	\$6.39	\$7.58
<b>Gambling Behavior</b>					
Gambled while in Mesquite	97%	96%	96%	95%	87%
Daily hours gambled	2.8	2.3	2.2	2.1	2.6
Gambling Budget (per trip)	\$202.10	\$169.65	\$182.98	\$179.85	\$212.51
<b>Average Age</b>					
Age	56.0	55.5	56.0	54.4	56.1

During the calendar year 2016, the Las Vegas Convention and Visitors Authority (LVCVA) completed the *Mesquite Visitor Profile Study*. The purpose of this marketing research survey is to provide the LVCVA with an objective assessment of the Mesquite visitor, as well as to identify trends in visitor behavior that occur overtime. Copies of this research can be obtained by contacting the LVCVA Research Center at (702) 892-2805, or an electronic version of the report can be viewed and downloaded at [www.LVCVA.com](http://www.LVCVA.com).

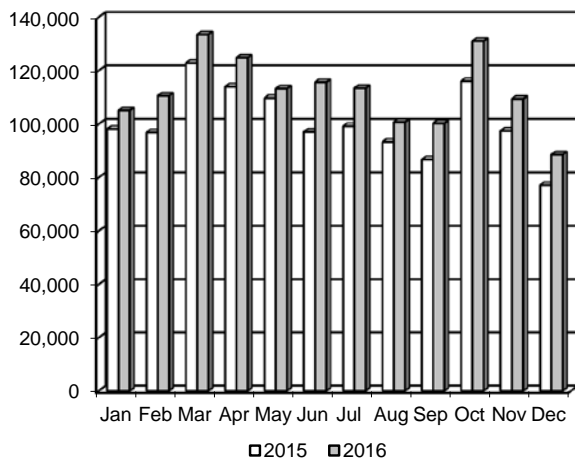
SOURCE: Las Vegas Convention and Visitors Authority - 2016 Mesquite Visitor Profile Study

# MESQUITE, NEVADA

## MESQUITE VISITOR VOLUME

Month	2015	2016	Percent Change
Jan	98,123	105,070	7.1%
Feb	96,810	110,561	14.2%
Mar	122,793	133,487	8.7%
Apr	113,976	124,809	9.5%
May	109,691	113,231	3.2%
Jun	97,028	115,611	19.2%
Jul	99,166	113,405	14.4%
Aug	93,277	100,708	8.0%
Sep	86,689	100,252	15.6%
Oct	116,014	131,023	12.9%
Nov	97,426	109,377	12.3%
Dec	77,111	88,538	14.8%
<b>Total</b>	<b>1,208,104</b>	<b>1,346,072</b>	<b>11.4%</b>

### Visitor Volume



## MESQUITE ROOM NIGHTS OCCUPIED

Month	2015	2016	Percent Change
Jan	37,886	38,265	1.0%
Feb	37,380	40,265	7.7%
Mar	47,412	48,614	2.5%
Apr	44,008	45,454	3.3%
May	42,353	41,237	(2.6%)
Jun	37,464	42,104	12.4%
Jul	38,289	41,300	7.9%
Aug	36,015	36,676	1.8%
Sep	33,472	36,510	9.1%
Oct	44,794	47,716	6.5%
Nov	37,617	39,834	5.9%
Dec	29,773	32,244	8.3%
<b>Total</b>	<b>466,463</b>	<b>490,219</b>	<b>5.1%</b>

SOURCE: Las Vegas Convention and Visitors Authority

## MESQUITE DAILY AUTO TRAFFIC

### (I-15 at NV/AZ border)

The State of Nevada Department of Transportation records a continuous tabulation of daily traffic volume on Nevada State Route I-15 at NV/AZ border. This marketing tool is used to measure trends in automobile volume headed into the Mesquite area.

Month	Average Daily Traffic		Percent Change
	2015	2016	
Jan	20,863	22,432	7.5%
Feb	22,022	22,746	3.3%
Mar	25,043	27,775	10.9%
Apr	25,114	25,491	1.5%
May	24,739	26,531	7.2%
Jun	26,689	28,008	4.9%
Jul	28,743	30,159	4.9%
Aug	25,830	27,544	6.6%
Sep	24,758	26,724	7.9%
Oct	24,673	26,805	8.6%
Nov	23,624	26,259	11.2%
Dec	22,945	23,707	3.3%
<b>Average</b>	<b>24,587</b>	<b>26,182</b>	<b>6.5%</b>

SOURCE: State of Nevada Department of Transportation - Traffic Section

## MESQUITE GAMING REVENUE

Month	2015	2016	Percent Change
Jan	\$10,463,000	\$10,653,000	1.8%
Feb	10,394,000	10,909,000	5.0%
Mar	11,463,000	11,296,000	(1.5%)
Apr	10,241,000	11,051,000	7.9%
May	9,943,000	9,668,000	(2.8%)
Jun	7,913,000	8,260,000	4.4%
Jul	8,353,000	8,451,000	1.2%
Aug	8,078,000	8,077,000	(0.0%)
Sep	8,141,000	8,821,000	8.4%
Oct	10,024,000	10,636,000	6.1%
Nov	9,706,000	9,886,000	1.9%
Dec	9,600,000	10,011,000	4.3%
<b>Total</b>	<b>\$114,319,000</b>	<b>\$117,719,000</b>	<b>3.0%</b>

SOURCE: Nevada Gaming Control Board

# MESQUITE, NEVADA

## MESQUITE WEEKEND OCCUPANCY RANKING

Rank	Date	2015	2016	Net Change
1	Mar 25-26	95.9%	98.7%	2.8
2	Mar 11-12	99.0%	98.3%	(0.7)
3	Feb 19-20	97.3%	98.0%	0.7
4	Apr 8-9	92.5%	98.0%	5.5
5	May 22-24	96.9%	97.9%	1.0
6	Apr 1-2	98.9%	97.5%	(1.4)
7	Mar 4-5	98.8%	97.2%	(1.6)
8	Feb 12-14	98.3%	97.0%	(1.3)
9	Mar 18-19	98.9%	96.7%	(2.2)
10	Oct 14-15	97.0%	95.5%	(1.5)
11	May 20-22	83.0%	95.2%	12.2
12	Oct 21-22	85.5%	94.7%	9.2
13	Apr 15-16	91.4%	94.6%	3.2
14	Oct 7-8	95.2%	93.9%	(1.3)
15	Apr 22-23	98.5%	93.7%	(4.8)
16	Feb 26-27	96.7%	93.5%	(3.2)
17	Sep 30-Oct 1	94.6%	93.2%	(1.4)
18	May 6-7	92.4%	93.0%	0.6
19	Oct 28-29	89.8%	92.5%	2.7
20	Sep 16-17	88.4%	92.4%	4.0
21	Nov 11-12	88.4%	92.4%	4.0
22	Jun 10-11	85.7%	92.1%	6.4
23	Sep 23-24	86.4%	91.4%	5.0
24	Jan 29-30	90.3%	91.3%	1.0
25	Jan 15-16	96.4%	90.7%	(5.7)
26	Jul 22-23	92.9%	90.3%	(2.6)
27	Jun 3-4	81.3%	90.2%	8.9
28	Jul 15-16	91.4%	89.5%	(1.9)
29	Nov 24-26	89.9%	89.4%	(0.5)
30	Apr 29-30	76.3%	89.1%	12.8
31	May 27-28	87.7%	89.1%	1.4
32	Jun 17-18	81.8%	88.4%	6.6
33	Jun 24-25	79.5%	88.3%	8.8
34	Jan 8-9	59.3%	87.4%	28.1
35	Sep 2-4	81.8%	87.4%	5.6
36	Aug 5-6	89.2%	87.1%	(2.1)
37	Aug 12-13	82.0%	87.0%	5.0
38	Dec 30-Jan 1	84.4%	86.7%	2.3
39	Jan 22-23	97.3%	86.3%	(11.0)
40	Jul 8-9	83.5%	86.2%	2.7
41	Jul 29-30	97.2%	86.2%	(11.0)
42	Jan 1-2	71.9%	84.4%	12.5
43	Feb 5-6	86.8%	83.5%	(3.3)
44	Nov 4-5	84.4%	80.0%	(4.4)
45	May 13-14	97.7%	78.6%	(19.1)
46	Aug 19-20	77.4%	77.6%	0.2
47	Aug 26-27	70.4%	72.8%	2.4
48	Sep 9-10	69.0%	72.8%	3.8
49	Dec 2-3	72.0%	72.8%	0.8
50	Nov 18-19	93.5%	71.0%	(22.5)
51	Dec 9-10	61.5%	56.8%	(4.7)
52	Dec 16-17	68.1%	53.0%	(15.1)
53	Dec 23-25	60.4%	46.9%	(13.5)

## MESQUITE OCCUPANCY

Month	2015	2016	Net Change
Jan	70.4%	72.1%	1.7
Feb	76.9%	81.1%	4.2
Mar	88.1%	91.6%	3.5
Apr	84.5%	88.5%	4.0
May	78.7%	77.7%	(1.0)
Jun	73.2%	82.8%	9.6
Jul	72.4%	78.6%	6.2
Aug	68.1%	69.8%	1.7
Sep	65.4%	71.8%	6.4
Oct	84.7%	80.8%	(3.9)
Nov	73.5%	69.7%	(3.8)
Dec	56.1%	54.6%	(1.5)
Average	74.3%	76.3%	2.0

## MESQUITE ADR

Month	2015	2016	Percent Change
Jan	\$58.11	\$62.34	7.3%
Feb	\$60.65	\$61.60	1.6%
Mar	\$53.91	\$64.40	19.5%
Apr	\$58.21	\$61.88	6.3%
May	\$58.31	\$57.08	(2.1%)
Jun	\$49.84	\$54.69	9.7%
Jul	\$51.02	\$53.64	5.1%
Aug	\$51.75	\$48.97	(5.4%)
Sep	\$54.26	\$53.76	(0.9%)
Oct	\$62.12	\$62.11	(0.0%)
Nov	\$55.31	\$56.20	1.6%
Dec	\$51.01	\$54.47	6.8%
Average	\$55.61	\$57.93	4.2%

## MESQUITE- RevPAR

Month	2015	2016	Percent Change
Jan	\$40.91	\$44.95	9.9%
Feb	\$46.64	\$49.96	7.1%
Mar	\$47.49	\$58.99	24.2%
Apr	\$49.19	\$54.76	11.3%
May	\$45.89	\$44.35	(3.4%)
Jun	\$36.48	\$45.28	24.1%
Jul	\$36.94	\$42.16	14.1%
Aug	\$35.24	\$34.18	(3.0%)
Sep	\$35.49	\$38.60	8.8%
Oct	\$52.62	\$50.18	(4.6%)
Nov	\$40.65	\$39.17	(3.6%)
Dec	\$28.62	\$29.74	3.9%
Average	\$41.35	\$44.36	7.3%

SOURCE: Las Vegas Convention and Visitors Authority

# MESQUITE, NEVADA

## HISTORICAL MESQUITE VISITOR VOLUME

Year	Total Visitor Volume	Percent Change
1999	1,722,193	N/A*
2000	1,577,583	(8.4%)
2001	1,616,672	2.5%
2002	1,574,872	(2.6%)
2003	1,691,779	7.4%
2004	1,737,785	2.7%
2005	1,574,380	(9.4%)
2006	1,601,937	1.8%
2007	1,620,804	1.2%
2008	1,450,314	(10.5%)
2009	1,076,162	(25.8%)
2010	995,120	(7.5%)
2011	981,541	(1.4%)
2012	996,146	1.5%
2013	1,011,245	1.5%
2014	1,160,745	14.8%
2015	1,208,104	4.1%
2016	1,346,072	11.4%

\* NOTE: Data not available prior to 1999  
SOURCE: Las Vegas Convention and Visitors Authority

## HISTORICAL MESQUITE DAILY AUTO TRAFFIC

(I-15 at NV/AZ border)

Year	Total Vehicles	Percent Change
1999	18,714	N/A*
2000	18,740	0.1%
2001	19,925	6.3%
2002	21,511	8.0%
2003	21,837	1.5%
2004	22,692	3.9%
2005	23,585	3.9%
2006	23,942	1.5%
2007	23,680 <sup>e</sup>	(1.1%)
2008	22,016	(7.0%)
2009	21,961	(0.2%)
2010	19,538	(11.0%)
2011	21,793	11.5%
2012	21,437	(1.6%)
2013	22,506	5.0%
2014	22,806	1.3%
2015	24,587	7.8%
2016	26,182	6.5%

<sup>e</sup>-estimate as partial NDOT data unavailable 3 months in 2007

NOTE: Data not available prior to 1999

SOURCE: State of Nevada Department of Transportation - Traffic Section

## HISTORICAL MESQUITE HOTEL/MOTEL ROOM INVENTORY & OCCUPANCY

Year	Occupancy Percentage	Room Inventory
1999	81.5%	3,113
2000	79.0%	2,901
2001	80.4%	2,712
2002	82.7%	2,783
2003	86.1%	2,894
2004	86.6%	2,671
2005	82.5%	2,682
2006	83.5%	2,683
2007	85.1%	2,729
2008	78.3%	1,981
2009	83.3%	1,790
2010	80.2%	1,767
2011	78.4%	1,763
2012	72.8%	1,745
2013	69.6%	1,736
2014	72.3%	1,736
2015	74.3%	1,712
2016	76.3%	1,905

SOURCE: Las Vegas Convention and Visitors Authority

## HISTORICAL MESQUITE GAMING REVENUE

Year	Gross Gaming Revenue	Percent Change
1999	\$92,936,000	N/A*
2000	96,043,000	3.3%
2001	101,850,000	6.0%
2002	109,149,000	7.2%
2003	112,165,000	2.8%
2004	122,474,000	9.2%
2005	142,823,000	16.6%
2006	159,876,000	11.9%
2007	163,661,000	2.4%
2008	143,961,000	(12.0%)
2009	120,103,000	(16.6%)
2010	115,774,000	(3.6%)
2011	116,955,000	1.0%
2012	117,513,000	0.5%
2013	113,123,000	(3.7%)
2014	113,025,000	(0.1%)
2015	114,319,000 <sup>r</sup>	1.1%
2016	117,719,000	3.0%

NOTE: Data not available prior to 1999

<sup>r</sup> = Revised

SOURCE: Nevada Gaming Control Board

# LVCVA PUBLICATIONS

## LVCVA TOURISM STATISTICS

*Many of the statistics and reports listed below can be viewed and downloaded from the Las Vegas Convention and Visitor Authority's website at [www.LVCVA.com](http://www.LVCVA.com).*

### **Executive Summary of Clark County Visitor Statistics**

*Monthly*

The LVCVA publishes statistics for Las Vegas, Laughlin and Mesquite that include visitor volume, convention attendance, occupancy levels, room inventory, gaming revenues, airline passengers and automobile traffic. Requestors of this data receive the Executive Summary, a report with both current month and year-to-date data for the current and prior year.

### **Marketing Bulletin**

*Semiannually*

The Marketing Bulletin is the published format of the Clark County Visitor Statistics. It contains all of the data found in the monthly reports as well as additional information such as room tax revenue, hotel/gaming employment and convention center statistics. The publication also contains an in-depth study of hotel and motel occupancy in Las Vegas, Laughlin and Mesquite. A historical review of many of the key tourism statistics is also included which provides an excellent source to summarize the growth rate of Clark County tourism. Marketing Bulletins are published twice per year and contain year-to-date information so that the second issue serves as a year-end summary.

### **Visitor Profile Study**

*Annually*

A source for demographic and behavioral data on visitors, the study presents the findings of visitor interviews conducted throughout the calendar year (January 1- December 31). Sections include reasons for visiting, travel planning, trip characteristics and expenditures, gaming behavior and budgets, entertainment, attitudinal information and visitor demographics. Separate reports are available for Las Vegas, Laughlin and Mesquite.

### **Clark County Residents Study**

*Biennially*

This publication provides insight into the gaming/entertainment behaviors and attitudes of Clark County residents. Data is collected through telephone interviews and published every two years.

### **Construction Bulletin**

*2-3 Times/Year (as needed)*

This document tracks new hotel/motel room construction for Clark County. The project name, number of rooms and completion date are listed with subtotals by year. A list of proposed hotel/motel projects is included as well.

# INFORMATION SOURCES

## **CLARK COUNTY COMPREHENSIVE PLANNING**

500 South Grand Central Pkwy  
Ste 3012

Las Vegas, NV 89155

702-455-4314

accessclarkcounty.com

*Maintains information pertaining to Clark County such as population, resident demographics, housing and land-use guides.*

## **LAS VEGAS GLOBAL ECONOMIC ALLIANCE (LVGEA)**

6795 Edmont Street

Ste 260

Las Vegas, NV 89118

702-791-0000

lvgea.org

*The LVGEA is a public-private partnership focused on growing the economy in Southern Nevada through community development and business recruitment, retention and outreach.*

## **MCCARRAN INTERNATIONAL AIRPORT**

PO Box 11005

Las Vegas, NV 89111-1005

702-261-5100

mccarran.com

*Collects information on airline passengers, average daily flights, air seats and other statistics regarding scheduled, charter and commuter air traffic at Clark County airports.*

## **NEVADA GAMING CONTROL BOARD**

555 E. Washington Ave

Ste 2600

Las Vegas, NV 89101

Las Vegas: 702-486-2000

Carson City: 775-684-7700

gaming.nv.gov

*The state agency responsible for collecting and distributing gaming revenue information. Monthly, quarterly and annual reports are available. In addition, booklets regarding gaming regulations, the U.S. gaming industry and the Nevada Gaming Control Act are available.*

## **NEVADA DEPT. OF EMPLOYMENT, TRAINING & REHABILITATION**

2800 E. St. Louis Ave

Las Vegas, NV 89104

702-486-7923

nevadaworkforce.com

*Distributes information on Nevada employment statistics, such as labor force estimates, wage surveys and employment guides.*

## **NEVADA DEPARTMENT OF TRANSPORTATION**

123 E. Washington Ave

Las Vegas, NV 89101

702-385-6500

nevadadot.com

*Distributes information on traffic volume for all highways and interstates throughout Nevada.*

## **UNLV CENTER FOR BUSINESS & ECONOMIC RESEARCH (CBER)**

4505 S. Maryland Pkwy

Box 456002

Las Vegas, NV 89154-6002

702-895-3191

cber.unlv.edu

*CBER was established to aid businesses and agencies by providing information that encompasses aspects of the business community, including private, commercial and residential development; public transportation; and communication systems.*

## **UNLV CENTER FOR GAMING RESEARCH**

4505 S. Maryland Pkwy

Box 457010

Las Vegas, NV 89154-7010

702-895-2242

gaming.unlv.edu

*Has many valuable online resources, including a guide for media and entertainment professionals, an online thesis/dissertation group for graduate researchers, a reading room with topical articles on gaming issues, a message board and a sizable links page.*

## **UNLV INTERNATIONAL GAMING INSTITUTE**

4505 S Maryland Pkwy

Box 456037

Las Vegas, NV 89154-6037

702-895-1135

unlv.edu/igi

*Billed as the "global intellectual capital of gaming", The UNLV International Gaming Institute (IGI) provides gaming research and programs to more than 50 jurisdictions across the globe.*