

Metropolitan Las Vegas Tourism Statistics

	2004	2005	2006	2007	2008	2009	2010
Visitor Spending	\$33,724,467,000	\$36,733,453,000	\$39,406,265,000	\$41,578,079,000	\$41,600,000,000 ^b	\$35,200,000,000 ^b	\$36,900,000,000 ^b
Visitor Volume	37,388,781	38,566,717	38,914,889	39,196,761	37,481,552	36,351,469	37,335,426
Hotel Rooms	131,503	133,186	132,605	132,947	140,529	148,941	148,935
Occupancy Rate	88.6%	89.2%	89.7%	90.4%	86.0%	81.5%	80.4%
Room Nights Occupied	41,953,010	43,166,172	43,496,236	43,978,733	42,967,252	41,986,134	43,365,743
Average Room Rate^a	\$89.78	\$103.12	\$119.66	\$132.09	\$119.19	\$92.93	\$94.91
Gross Gaming Revenue	\$8,711,998,881	\$9,717,372,388	\$10,630,452,393	\$10,868,455,573	\$9,796,750,908	\$8,838,262,928	\$8,908,630,029
Airline Passengers	41,441,531	44,267,376	46,304,376	47,729,527	44,074,707	40,469,012	39,757,359
Convention Attendance	5,724,864	6,166,194	6,307,961	6,209,253	5,899,725	4,492,275	4,473,134
Convention Economic Impact	\$6,860,512,075	\$7,608,151,056	\$8,182,818,340	\$8,449,208,768	N/A	N/A	N/A

Data sources: Las Vegas Convention and Visitors Authority, State of Nevada Gaming Control Board, McCarran International Airport.

^aLVCVA; 2003 and later Average Room Rate based on data provided from area hotels. Prior year room rates were taken from survey of visitors (Visitor Profile Study).

^bEstimated