

CLARK COUNTY COMMISSION UPDATE



JULY 16, 2024

YEAR AT A GLANCE



RECORD VISITOR SPEND

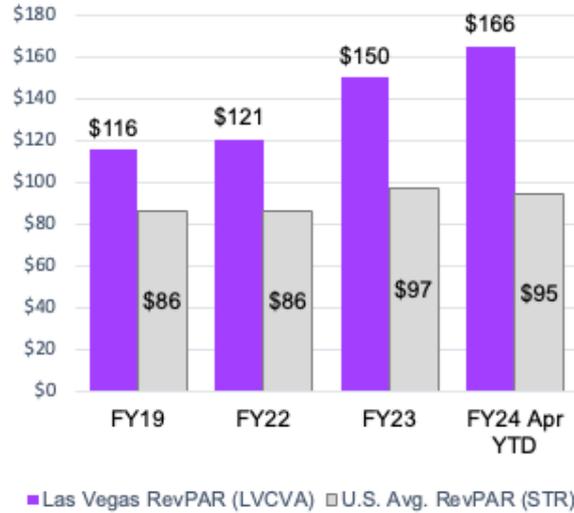
	CY19	CY22	CY23	vs. CY22	FY24 proj.	vs. FY23
Visitation	42.5M	38.8M	40.8M	+5%	41.6M	+3%
Overall Visitor Spend	\$36.9B	\$44.9B	\$51.5B	+15%		
Individual Visitor Spend	\$867	\$1,156	\$1,261	+9%		

RECORD-BREAKING REVENUES

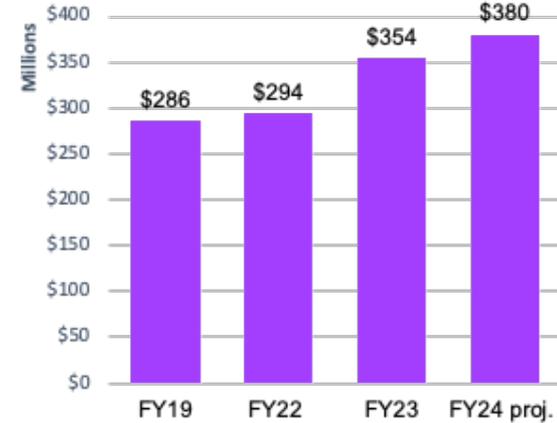
Clark County Gaming Revenue



RevPAR

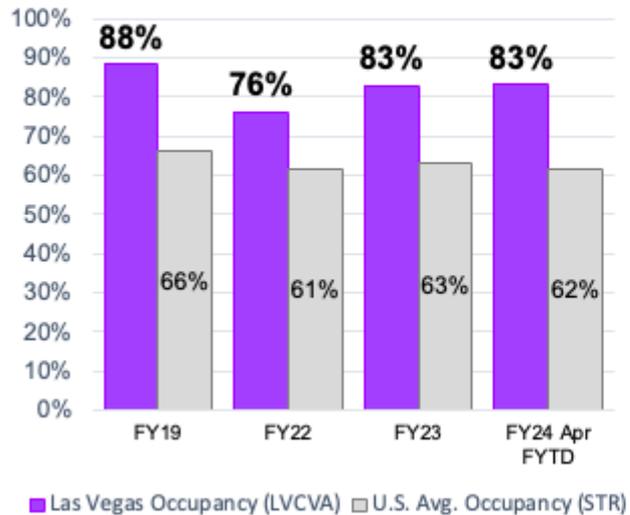


LVCVA General Fund Room Tax Revenue

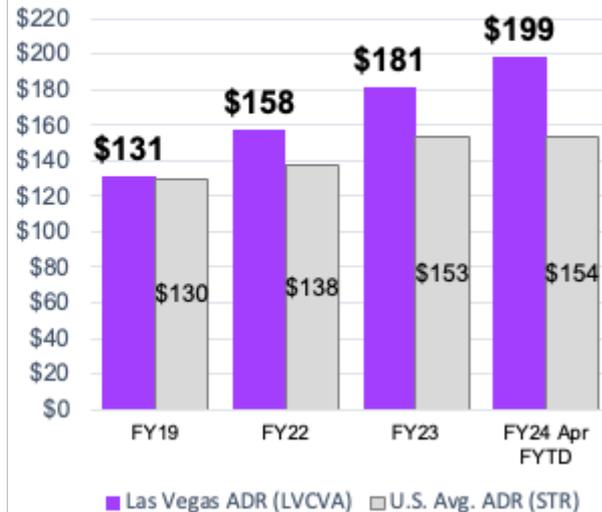


ROBUST ROOM REVENUE WITH STABLE OCCUPANCY

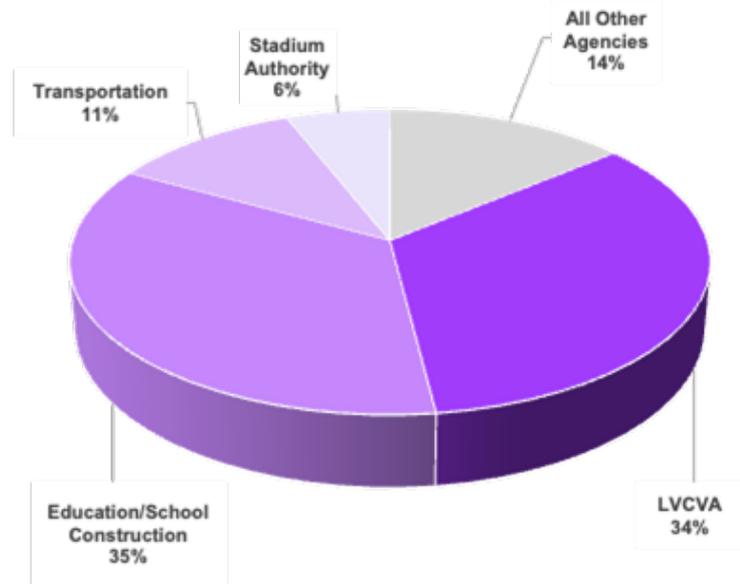
Occupancy Comparison



ADR Comparison



ROOM TAX DISTRIBUTION CHART



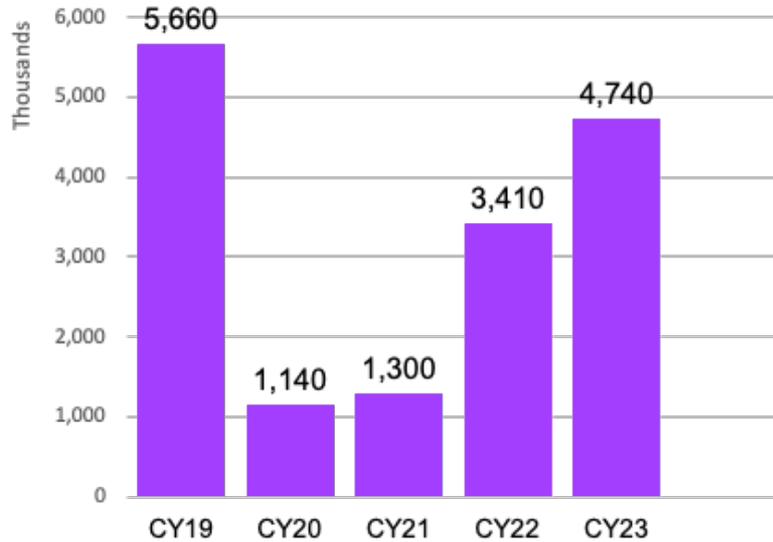
GOAL #1: DRIVE DEMAND

- Reinforce 'Category of One'
- Keep Vegas top of mind
- Sustain strong leisure demand and drive visitation
- Grow Vegas fans and followers
- Grow key international markets
- Support Extended Destinations

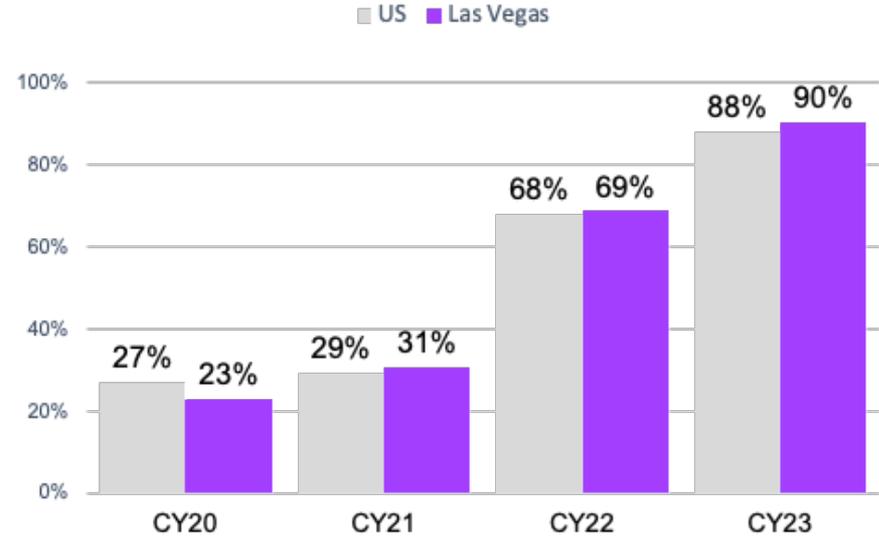


TOP 5 INTERNATIONAL MARKETS ARE 90% OF 2019, 2% HIGHER THAN U.S.

Int'l Visits to LV



Top 5 Core Countries % of 2019 Levels

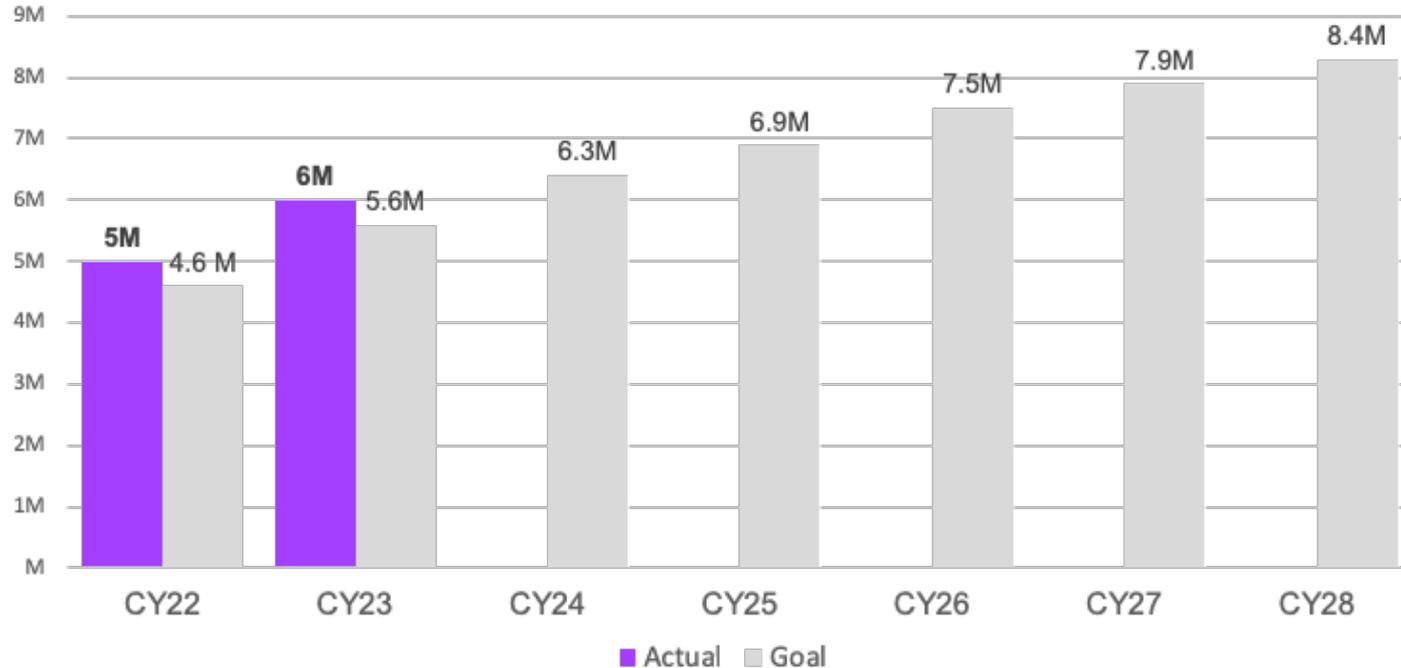


GOAL #2: FILL 15M SF OF MEETING SPACE ACROSS THE DESTINATION

- 8.4M total convention attendees by CY28
 - 6.5M destination attendees
 - 1.9M LVCC attendees



TOTAL MEETING AND CONVENTION ATTENDANCE

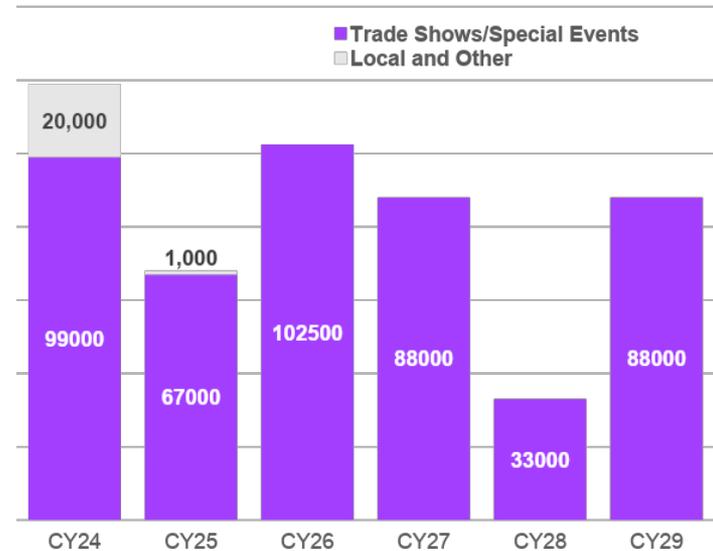


NEW LVCC TRADESHOWS AND EVENTS

Total Attendance: 498,500

LVCC Trade Shows & Special Events	Annual Attendees	LVCC Trade Shows & Special Events	Annual Attendees
GSE Expo*	3,000	EVO (e-Sports Evolution)	18,000
Complex Con	25,000	National Pickleball Convention	12,000
Defcon*	30,000	Red Rock Rave 2 – SCVA	10,000
DreamCon	20,000	Annual AAU “In It to Win It”	4,000
Apartmentalize	11,000	Unannounced Sports Event	20,000
Automate*	42,000	Himalayan International Expo	3,000
RE+	40,000		
VIVE	10,000		
CEDIA*	13,000		
ATD	9,000		
		Local & Other Events	Annual Attendees
		Home & Outdoor Show	20,000
		Stage 8 Dance Brands	1,000

New LVCC Attendance by Year



**denotes a multi-year commitment*

GOAL #3: FULLY DEVELOP SPORTS AND EVENTS

- Become part of regular rotation for marquee events
- Ensure F1 and Super Bowl are the best ever
- Increase number of citywide events
- Generate 100k amateur and youth sports room nights
 - By FY27, generate 500k room nights with 250k off-peak
- Keep A's relocation on track and ensure the project benefits all stakeholders

MAJOR EVENTS

- Hosted 19 major events with 315,000 incremental room nights
- Welcomed 7 new events with expected 97,000 incremental room nights

YOUTH & AMATEUR

- Hosted 9 events in F24 with 337,000 incremental room nights
- Welcomed 1 new event with expected 4,000 incremental room nights

COLLEGIATE EVENTS

- Hosted 10 events in F24 with 97,000 incremental room nights
- Welcomed 3 new events with expected 27,000 incremental room nights

OTHER LV EVENTS

- Hosted 6 events in F24 with 118,000 incremental room nights

GOAL #4: RENOVATE THE CONVENTION CENTER AND ENHANCE OPERATIONS

- Complete on schedule with minimal customer disruption
- Improve sustainability
- Create a plan to maximize South Hall usage
- Create Phase IV renovation plan for areas not included in current renovations

GOAL #5: IMPROVE ACCESS

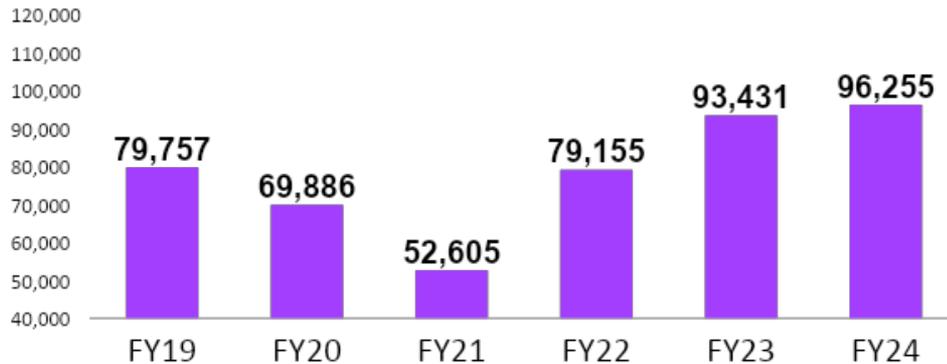
- Ensure the development of the resort corridor Vegas Loop
- Deliver a one-of-a-kind Loop customer experience safely and cost-efficiently
- Deliver great Monorail performance
- Make meaningful progress on I-15
- Increase overall air capacity to Las Vegas:
 - Maintain an average of 94k air seats per day
 - Increase international direct connections from 22 to 24
 - Grow international air capacity to 5.4k daily seats; +7% over FY23

INCREASED OVERALL AIR CAPACITY TO LAS VEGAS

Maintained an average of 94k per day

- Achieved 96.3k average seats per day
- 40 new or expanded markets added or announced: 24 previously unserved
- Domestic seat capacity is 124% of FY19
- 146 total domestic markets with nonstop air service, 25 more than FY19

Las Vegas Annual Average Daily Air Seat Capacity



INCREASED OVERALL AIR CAPACITY TO LAS VEGAS

- Increased international connections from 22 to 24
- Grew international air capacity to 5.4k daily seats
- Grew to 27 international markets
- Grew international air capacity to 5.6k daily seats
- 5 new international airlines
 - Avianca: San Salvador
 - Porter: Toronto
 - Norse Atlantic: London
 - Aer Lingus: Dublin
 - Volaris: Tijuana
- Welcomed Virgin Atlantic flights from Manchester, UK—new route





A LOOK AHEAD

DRIVE DEMAND

Reinforce Category of One

- Create big, creative, innovative content and activations

Keep Vegas Top of Mind

- Generate world-class/award-winning creative
- Maximize paid media impressions
- Maximize earned media impressions
- Enhance the Las Vegas brand
- Leverage big opportunities

Grow Vegas Fans and Followers

- Achieve 10M social followers by FY26
- Maximize paid social impressions

DRIVE DEMAND

Sustain Strong Leisure Demand and Drive Visitation

- Keep ad awareness at 45% or above
Keep ad favorability at 93% or above
Keep Las Vegas travel intent at 30% or above
- Directly drive leisure room nights
Book 800,000 or more room nights with OTAs
Generate at least 700,000 room nights through top domestic tour operators and travel consortiums

Grow Key International Markets

Support Extended Destinations



FULLY DEVELOP SPORTS & EVENTS

Become Part of Regular Rotation for Marquee Events

- Host 1 Formula One race and 1 other marquee event each year
- Ensure marquee events are substantial marketing platforms for Las Vegas

Maintain Position of Sports & Entertainment Capital

- Balance benefit and cost

Generate 600,000 room nights, with 250,000 off-peak, from Collegiate and Youth & Amateur events by FY28

Keep A's Relocation on Track and Ensure Project Benefits all Stakeholders

FILL MEETING SPACE

Bring 8.4M Total Meeting & Convention Attendees by CY28

- 6.5M destination attendees
- 1.9M LVCC attendees



RENOVATE THE CONVENTION CENTER AND ENHANCE OPERATIONS

Complete Renovation on Schedule and Deliver a Great Experience for Customers

Implement Climate Action Plan and Achieve Sustainability Goals

Achieve Goals for Meeting Planner and Attendee Survey Scores

Develop Plan for Phase IV

- Maximize South Hall usage
- Provide Ambassador facilities that are commensurate with public space
- Complete all de-scoped renovation work

IMPROVE ACCESS TO AND IN THE DESTINATION

Deliver Great Monorail Performance

- Maximize system life
- Manage cost and rate structures to maintain profitability

Deliver Outstanding LVCC Loop Experience Safely and Cost-Efficiently

- Maintain outstanding customer ratings and safety record
- Maximize attendee utilization

Ensure Significant Development Progress of the Vegas Loop

Make Meaningful Progress on I-15

Increase Air Service Capacity to Las Vegas

The background features the 'Veggie Lasagna' logo in white on a purple background. 'Lasagna' is written in a bold, blocky font at the top, and 'Veggie' is written in a large, flowing cursive script below it. A registered trademark symbol (®) is located to the right of the word 'Veggie'.

THANK YOU / QUESTIONS