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For immediate release

## **Record-breaking visitation continues in Las Vegas**

Las Vegas has done it again; results show that the city is becoming even hotter and hipper with record-breaking levels of visitation in 2006. The Las Vegas Convention and Visitors Authority (LVCVA) has announced that 38.9 million people were drawn to the neon lights last year. This number breaks the previously held record of 38.6 million visitors set in 2005, and represents a nearly one percent increase over the last year.

Additionally, occupancy levels in the city increased by 0.5 percentage points to 89.7 percent, the third-highest occupancy level ever for the destination. Las Vegas' average occupancy level now stands at 21 percentage points higher than the average of the Top 25 Markets in the U.S.

The high level of visitation Las Vegas experienced in 2006 shows no signs of declining. A phenomenal US\$30 billion is being spent on current and planned resort-area construction. At no time in history has Las Vegas seen this level of investment.

There are currently over 130,000 hotel rooms in Las Vegas but scheduled resort developments are expected to add more than 38,000 rooms to the city by 2010 taking total room numbers to around 175,000. To maintain current occupancy rates Las Vegas aims to attract 43 million visitors by 2009 and is looking internationally to attract these numbers. This means Australians will have a key role in filling Las Vegas rooms, restaurants, showrooms and golf courses over the coming years. Currently, Las Vegas holds around 20% of the market share of Australian visitors to the U.S.

Exciting developments sure to attract both first-time and return visitors to the city are the opening of the Grand Canyon Skywalk by Buzz Aldrin on March 20, the transformation of the middle-eastern themed Aladdin Resort and Casino to the sleeker, more contemporary Planet Hollywood and the debut of Broadway inspired shows The Producers and Monty Python's Spamalot at Wynn Las Vegas.

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Still need convincing? For more information or images on these or any new developments in Las Vegas contact Alison Scott on (02) 9356 2266 or [alison@gate7.com.au](mailto:alison@gate7.com.au).

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