



LasVegas.com

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**LAS VEGAS BREAKS TOURISM RECORD,
WELCOMING 42.9 MILLION VISITORS IN 2016**

Convention Attendance Also at All-Time High in 2016

LAS VEGAS — For the third consecutive year, Las Vegas continued historic visitation growth, setting a new all-time record. The “Entertainment Capital of the World” welcomed 42.9 million visitors in 2016, surpassing 2015’s record-setting 42.3 million.

“Las Vegas continues to see increased interest in the destination, and we are excited to announce that once again we are celebrating record visitation,” said Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority. “Together with our resort partners, we look forward to aggressively marketing the destination around the world to continue attracting more visitors and break the record again this year.”

In addition to hosting millions of leisure travelers, Las Vegas celebrated record-breaking convention visitation in 2016. The destination welcomed more than 6.3 million business travelers during the year, contributing to the overall increase in visitor traffic.

The destination continues to enjoy industry-leading occupancy rates with an extremely large base of nearly 150,000 available rooms.

Tourism generates nearly \$52 billion annually in Southern Nevada and the Las Vegas valley. The industry supports nearly 370,000 local jobs, representing more than 40 percent of employment within Clark County.

In 2017, the LVCVA is projecting another record, surpassing 43 million visitors for the first time.

Click here for an overview of landmark Las Vegas highlights from 2016.

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ABOUT THE LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With 150,000 hotel rooms in Las Vegas alone and nearly 11 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever increasing numbers of leisure and business visitors to the area. For more information, go to www.lvcva.com or www.LasVegas.com.