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*Get Connected!*

## VIVA LAS VEGAS

Las Vegas is the biggest city in Nevada in geography, and the biggest city in the world in excitement. Modern-day Vegas is a far cry from its origin as a "stopover" for wagons along the Old Spanish Trail between Santa Fe and Los Angeles. Consider these facts and figures underscoring just how important it really is for Vegas visitors to be "connected," lest they languish amid the masses:

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### **According to Las Vegas Convention and Visitors Authority (LVCVA), from January - November 2006:**

- Almost 40 million visitors a year travel to Las Vegas
- June 2007 experienced a 4% increase in visitors to Las Vegas, with 3.3 million having traveled into the region that month alone
- In stark contrast, room inventory is only 131,769, with a full 90.4% total occupancy level
- Number of conventions held was 22,417, with a whopping 6,146,152 in attendance
- Total emplaned & deplaned airline passengers: 42,391,924
- Average visitor age: mid to upper 40's

The LVCVA's goal is to reach 43 million total visitors a year by 2009. Despite surging demand, Las Vegas is predicted to increase its hotel room inventory to only 150,000 by 2009. The city currently has over \$33 billion in planned construction projects.

### **According to Frommer's:**

- McCarran International Airport is the nation's seventh-busiest airport, averaging 980 flights a day.

### **According to the Las Vegas Review-Journal:**

- During Memorial Day weekend of 2006, the Madonna concert brought a sold-out crowd of 14,000 to MGM Grand on Saturday night and 13,000 on Sunday night. Bellagio's rooms were sold out the entire weekend and 100 percent of Bellagio's suites were sold out on Saturday night.

*Striker VIP's clients were "in."*

### **Fun Facts:**

- Las Vegas is the fastest growing city in America with a population growth of 4-7 thousand people each month.
- Las Vegas averages 294 days of sunshine each year.
- Las Vegas has more golf courses and cell phones than any other city in America.
- The Valley of Fire, the Grand Canyon, Red Rock and Lake Mead are all within comfortable driving distances of Las Vegas.

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## THE LUXURY LIFESTYLE CONSUMER

Uber-Affluent spenders are the fastest growing segment in the world -- currently worth \$92 trillion in buying power. By 2008, reports estimate their spending resources to grow to a combined \$154 trillion! *Source: ALM's Strategic Research Institute*

### Elite Travelers who lead today's private-jet lifestyle - annual activity and buying habits:

#### Travel:

- \* 41 trips per year
- \* \$404,000 spent on yacht rentals
- \* \$224,000 spent on events at hotels
- \* \$168,000 spent on villa and chalet rentals
- \* \$157,000 spent at hotels and resorts for personal use
- \* \$138,000 spent on cruises
- \* \$107,000 spent on spas
- \* \$98,000 spent on experiential travel
- \* 92% personally select the hotels and resorts they stay in
- \* Only 2% consider price when selecting a hotel or resort

#### Real Estate and Home Enhancements:

- \* 47% belong to 2 or more golf clubs
- \* 70% own multiple \$1 million + homes for personal use
- \* 17% are primary decision-makers in commercial real estate activity
- \* 58% are always interested in acquiring new real estate
- \* \$542,000 spent on personal home enhancements
- \* 30% are re-decorating and renovating the interior of residences ongoing
- \* 73% personally select specific brands, technology and styles

#### Automotive:

- \* \$226,000 spent on luxury automobile purchases
- \* Own/Lease 4.4 vehicles for personal use
- \* 85% plan to purchase or lease a luxury vehicles in the next 2 years

#### Fashion/Watches/Jewelry:

- \* \$248,000 spent on jewelry
- \* \$147,000 spent on watches
- \* \$117,000 spent on fashion
- \* 95% don't have an annual budget, but buy what they want
- \* 82% consider themselves trendsetters
- \* 82% shop seasonally for fashion
- \* 75% say what they wear influences others

#### Spirits, Dining and Entertaining:

- \* \$29,000 spent on wine and spirits
- \* 45% purchase by the case
- \* 65% entertain at home 3+ times per month
- \* 35% dine out (lunch and dinner) 5+ times per week
- \* 79% influence others in selection of wines and spirits

*Source: Prince & Associates, 2004-2006 via [www.elite-traveler.com](http://www.elite-traveler.com)*