



## Stadiums, Arenas and Events Centers

As legalized gaming has spread throughout the United States and the around the world, Las Vegas has diversified its non-gaming offerings to continue to attract visitors as a world-class tourist destination. Special events, such as concerts and sporting events, play an increasingly larger role in the diversity of the visitor experience, and those events are frequently hosted by a handful of high-capacity venues such as stadiums, arenas and events centers. After building 60,000 rooms during the past two decades, Las Vegas is now building reasons to fill them – stadiums, arenas and events centers are key element of that shift.

### Large-Capacity Multi-Purpose Venues in Southern Nevada

Venue	Maximum Capacity	Year Built
Sam Boyd Stadium	40,000*	1971
Thomas & Mack Center	18,500	1983
MGM Grand Garden Arena	16,800	1993
Mandalay Bay Events Center	12,000	1999
Orleans Arena	9,000	2003
Las Vegas Arena (MGM-AEG)	20,000	2016

\* Sam Boyd Stadium capacity ranges from 36,000 to 40,000 depending on seating arrangement

- ❖ Today, special events play a larger role in attracting visitors to Las Vegas than just a decade ago. In 2004, 4 percent of visitors cited a special event as the primary reason for their visit, a number that had been relatively unchanged for years before and after, according the annual visitor profile survey by the Las Vegas Convention and Visitors Authority (“LVCVA”). That figure has climbed higher in recent years, reaching 9 percent in 2013 before settling at 7 percent in 2014.
- ❖ Venues in Las Vegas regularly rank among the highest-grossing in the country and world. In the Top Stops of the Decade list released in 2012 by industry publication *Venues Today*, Sam Boyd Stadium (5<sup>th</sup>), Thomas & Mack Center (12<sup>th</sup>), Mandalay Bay Events Center (12<sup>th</sup>) and Orleans Arena (13<sup>th</sup>) each ranked among the top 15 highest-grossing venues in the world within their respective size categories.
- ❖ For more than 30 years, Las Vegas Events (“LVE”) has served as southern Nevada’s key organization in attracting and promoting major special events. Working alongside the LVCVA, LVE sponsors and promotes some of the region’s most recognizable events, including the National Finals Rodeo, NASCAR Sprint Cup, the Las Vegas Bowl, NBA Summer League, USA Basketball, multiple college conference basketball tournaments and other signature events.
- ❖ Events sponsored by LVCVA-LVE create significant economic impact. A 2008 survey of 36 sponsored events (out of 51 total) estimated a total economic impact of \$459.5 million. Of that, \$341.1 million was generated by out-of-town visitors who visited Las Vegas specifically to attend an event. The actual economic impact of special events is much higher, as this figure accounts for only a portion of LVCVA-LVE sponsored events and does not include unsponsored events.
- ❖ In fiscal year 2015, the live entertainment tax generated \$126.6 million from concerts and events held at casino properties in Clark County. This revenue does not include many events held at venues such as Thomas & Mack Center and Sam Boyd Stadium.



## **Stadiums, Arenas and Event Centers Background Resources**

### **Study of the Need for & Feasibility of a New Multi-Purpose On-Campus Stadium**

*UNLV Campus Improvement Authority Board*

<https://www.unlv.edu/assets/unlvnow/pdf/VegasStadiumReport-Sept2014.pdf>

Report by UNLV stadium board on need and feasibility of a high-capacity campus stadium to serve the college football team as well as large-scale special events.

### **UNLVNow Economic Impact Report (Executive Summary)**

*University of Michigan's Center for Sports Management*

<http://www.unlv.edu/sites/default/files/19/UNLVMegaEventsCenterEIRExecutiveSummary.pdf>

An economic impact study of a previous effort to build a mega-event stadium at University of Nevada, Las Vegas.

### **The Impact of LVCVA/LVE Sponsored Special Events on the Southern Nevada Economy**

*Applied Analysis*

[http://www.appliedanalysis.com/projects/lvcvaeis/EIS%201.7%20The%20Impact%20of%20LVCVA\\_LVE-Sponsored%20Special%20Events.pdf](http://www.appliedanalysis.com/projects/lvcvaeis/EIS%201.7%20The%20Impact%20of%20LVCVA%20LVE-Sponsored%20Special%20Events.pdf)

A report on the economic impact of events sponsored by the Las Vegas Convention and Visitors Authority and Las Vegas Events.

### **The Economic Impact of University of Nevada, Las Vegas**

*UNLV Center for Business and Economic Research*

[http://cber.unlv.edu/publications/UNLV\\_Economic\\_Impact.pdf](http://cber.unlv.edu/publications/UNLV_Economic_Impact.pdf)

A report on the economic impact of the University of Nevada, Las Vegas. The report estimates impact for the entire university, including a breakdown of economic impacts from only events venues such as Thomas & Mack Center.

### **Top Stops of the Decade**

*Venues Today*

[http://venuestoday.s3.amazonaws.com/doc/TopStops\\_of\\_The\\_Decade\\_-\\_2002-2012.pdf](http://venuestoday.s3.amazonaws.com/doc/TopStops_of_The_Decade_-_2002-2012.pdf)

Venues Today's list of top-grossing venues worldwide from 2002 through 2012.