Welcome to XpressWest:
Delivering High Speed Rail Service between Las Vegas and Southern California

XpressWest is positioned to be America’s first true high-speed passenger rail EXPERIENCE. Traveling at speeds in excess of 150 mph non-stop connecting Southern California and Las Vegas in approximately 80 minutes, XpressWest will provide a better, cleaner, safer, faster alternative to driving and an unparalleled transportation EXPERIENCE.
Las Vegas. Energy. Excitement. Action. Home to the world-famous Las Vegas Strip, the largest hotel/casino resorts in the world, and offers cutting-edge entertainment experiences, including gaming, dining, shopping, shows, nightclubs, and pools/spas.

Las Vegas, the 6th most visited city in the United States, attracts more than 40 million business and leisure visitors from around the world each year. More than 40% travel to Las Vegas either from, or through, Southern California; 90% drive and 10% fly. For the 17 million visitors driving between Las Vegas and Southern California, there is only one option: Interstate I-15, a mostly 2-lane per-direction highway through the desert. During the weekends, the I-15 carries average peak flows of over 3,000 vehicles per hour – with more than 80% of traffic heading to hotel/casino resorts up and down the Las Vegas Strip.

Drive times between Southern California and Las Vegas are unpredictable. I-15 is prone to consistent heavy congestion and numerous accidents; trip times are routinely delayed well beyond a 4 hour best-case drive time.

Most Southern California visitors are repeat visitors, and are all too familiar with the “I-15 Experience”: long, hot, tiring, unpredictable, the worst part of a trip to Vegas. Moreover, most drivers do not use their cars during their Vegas stay. Travelers are looking for an alternative – and that alternative is XpressWest.

XpressWest

XpressWest will be a passenger only, high-speed rail service linking Southern California with Las Vegas. XpressWest will provide reliable, sustainable, efficient, and safe transportation using proven technology, providing a convenient and attractive alternative to travel by car and air. Unlike many typical high-speed rail projects, XpressWest does not rely upon nor dilute the existing air market; the core target market is those currently driving.
Ridership Study | Steer Davies Gleave has completed an Investment Grade Ridership and Revenue Study for the Las Vegas - Victorville service. SDG has earned a respected and enviable reputation as effective business advisors to government, operators, financiers, regulators, developers and other interest groups.

Process

Investment decisions necessary to develop the XpressWest project require extensive planning and numerous studies. The Steer Davies Gleave Investment Grade Ridership and Revenue Study focused on answering three fundamental questions:

Who are the existing customers traveling between Southern California and Las Vegas?

Why do they travel the way that they do?

How many customers would be attracted to the XpressWest travel option and at what price?

We began our Study by collecting and analyzing the extensive current and historical research and data documenting the Las Vegas – Southern California market.

Our research started by analyzing fundamental business data and visitor profiles:

• The Las Vegas Convention and Visitor Authority (LVCVA) collect and publish extensive statistics on visitors and their behavior;

• Resort operators collect enormous amounts of data on their customers, through highly sophisticated marketing and loyalty programs;

• The Nevada Gaming Commission collect and publish extensive statistics on market revenues;

• Agencies such as Nevada Department of Transportation, California Department of Transportation and McCarran International Airport collect and publish extensive statistics on passenger traffic volume and patterns.

Collectively, this data provides a detailed foundation of the present and historical traveler that is rarely available in traditional transportation studies. Unlike other projects around the World, XpressWest is located in a market that is dedicated to understanding visitor profiles and desires.

Steer Davies Gleave supplemented available Las Vegas visitor and business information with two key additional data sources:

• Cell phone data processed through wireless Signal Extraction (WiSE) technology, providing anonymous traveler tracking data between Southern California and Las Vegas, which yields detailed departure/arrival points within the two regions and precise trip times; and

• Extensive qualitative and quantitative research program with focus groups, individual face-to-face interviews and internet-based questionnaires and highly sophisticated ‘stated preference’ analysis.

Spending habits

Cell phone data used to track ½ million travelers

Visitor behavior

Predictions: who will ride XpressWest?
Results

Built upon the data and research analyzed over a one year period, Steer Davies Gleave developed a suite of models designed to forecast how many visitors would use XpressWest for travel between Las Vegas and Southern California.

We concluded that at present, over 20 million potential XpressWest riders travel between Southern California and Las Vegas every year. By 2020, this number will increase to 26 million potential XpressWest riders, and XpressWest has the potential to attract 25% of these travelers at an average round-trip fare of $89.

Review

The XpressWest development process began in 2005, and since then, many of the world’s leading project finance, engineering, construction and rail operations firms reviewed the Project. As part of their review processes, many firms also reviewed Steer Davies Gleave’s work in detail. XpressWest received consistent feedback that SDG’s Study is far more detailed than typically seen in the high-speed rail community, is based upon a far more robust set of data/analysis than typically seen, and reviewers place a high degree of confidence upon our results.

XpressWest is more than a transportation project, it is a true passenger high-speed rail project that is located in one of the most unique and robust markets in the world. XpressWest is well situated to simultaneously bring true high-speed passenger rail to the United States, transform transportation infrastructure and transform the traveling experience connecting Southern California and Las Vegas.

As a key support to the XpressWest project finance process, it was crucial to understand the Las Vegas business market, traveler characteristics and transportation choices.

Steer Davies Gleave approached its work and delivered results through a philosophy of “good analysis must depend upon a good market understanding”. After a lengthy Study program and extensive peer reviews, the results establish and confirm the potential market and demand for XpressWest riders.