



## The Nation's Leading Nightclubs, Bars and Lounges

By Donna Hood Crecca | [dcrecca@questex.com](mailto:dcrecca@questex.com)

**W**here are the largest-volume independent nightclubs, bars and lounges in the United States?

The short answer is — no surprise — Las Vegas, New York, Los Angeles, Miami and Chicago. The long answer is that the largest-volume venues can exist anywhere an operator combines the science of savvy management with the art of a great concept, stellar service, unique and well-executed drinks, outstanding entertainment and promotion initiatives that consistently attract patrons. No easy task, but as this list proves, it can be done.

A quick look at the 2009 *Nightclub & Bar* Top 100 reveals that art and science are working in perfect harmony not only in the big five markets, but also in areas ranging from Boston to Atlanta to St. Louis to Sturgis, S.D., where successful operators are producing total revenues ranging from \$3 million to in excess of \$50 million annually.

Such are the findings of the study undertaken by *Nightclub & Bar* and Chicago-based market research firm Technomic, Inc., who partnered to develop the first revenue-based listing of top-producing independent nightclubs, bars and lounges in the nation. The 2009 Top 100 is culled from primary and secondary research (see

sidebar), and provides key insights into this important segment of the on-premise marketplace.

"Clearly, Las Vegas maintains its dominance as a nightclub destination," observes David Henkes, vice president of Technomic and leader of the firm's adult beverage practice. "Nearly a quarter of the Top 100 venues are located in Las Vegas. In fact, nearly three-quarters of the Top 100 operations are located in the top five metro markets, and most of them are nightclubs and dance clubs, which cater to a young adult demographic and are built to accommodate larger crowds."

The inclusion of venues in smaller or secondary markets indicates that the right operator hitting the right demographic with the right concept and suite of services can also generate significant sales volume.

A survey of independent nightclub, lounge and bar operators used to develop the Top 100 list revealed that 60 percent of respondents experienced increases in total revenues in 2008; 11 percent saw sales decline and 29 percent reported no change. On average, alcohol accounted for 71 percent of total revenues, with cocktails generating the lion's share of drink sales — 52 percent — and beer and spirits contributing 38 percent and 10 percent, respectively. Food accounted for an average of seven percent of venue sales.

Looking ahead, Henkes projects that nightclubs, bars and lounges will fare better than their casual dining colleagues in the face of the downward economic trend. However, he cautioned that as unemployment rises and the recession continues to impact more and more consumers, the young adult demographic that favors these independent nightclubs, bars and lounges will likely curb their discretionary spending.

"To succeed in 2009, operators will need a clear value proposition: understand why people come to your bar or club and deliver an experience they can't get elsewhere," Henkes observes. "In the best of times, it's difficult to keep a hot club hot — many of these Top 100 clubs have done it consistently for years — but all bar operators will need to work smart to keep going and growing. Each individual concept needs to continuously reinvent itself to stay fresh for today's customer, who is becoming even more discerning in where they spend their entertainment dollars." **NCB**

**Editor's Note:** In previous years, the Top 100 was an Editors' Choice program. For 2009, *Nightclub & Bar* partnered with market research firm Technomic Inc. to develop the list based on revenues, the first step in an ongoing program designed to assess the size and various segments of the independent nightclub, bar and lounge market in the United States.

## Top 100 Methodology



The 2009 *Nightclub & Bar* Top 100 list was developed using primary and secondary research. An online survey of operators conducted in December, 2008, yielded primary data from which key information and insights were generated. Secondary research involving public databases and sources, scans of major metropolitan markets and industry resources provided additional data points. Total revenues are presented in ranges for calendar year 2008; specific ranking is determined by estimated midpoint of annual revenue. Concepts included can operate in no more than five locations, and must be operating for all of calendar 2008.



Rank	Concept Name	Location	2008 Total Revenue	Web Site
1	Tao Nightclub	Las Vegas, NV	\$50-60MM	<a href="http://www.taolasvegas.com">www.taolasvegas.com</a>
2	Tryst	Las Vegas, NV	\$35-50MM	<a href="http://www.trystlasvegas.com">www.trystlasvegas.com</a>
3	Pink Elephant	New York, NY	\$35-50MM	<a href="http://www.pinkelephantclub.com">www.pinkelephantclub.com</a>
4	Pure	Las Vegas, NV	\$35-50MM	<a href="http://www.purethenightclub.com">www.purethenightclub.com</a>
5	JET	Las Vegas, NV	\$35-50MM	<a href="http://www.lightgroup.com/nightlife/jet-nightclub-las-vegas">www.lightgroup.com/nightlife/jet-nightclub-las-vegas</a>
6	Mansion	Miami, FL	\$35-50MM	<a href="http://www.mansionmiami.com">www.mansionmiami.com</a>
7	The Bank Nightclub	Las Vegas, NV	\$35-50MM*	<a href="http://www.bellagio.com/nightlife/the-bank.aspx">www.bellagio.com/nightlife/the-bank.aspx</a>
8	LAX	Las Vegas, NV	\$25-35MM	<a href="http://www.laxthenightclub.com">www.laxthenightclub.com</a>
9	Full Throttle Saloon	Sturgis, SD	\$25-35MM	<a href="http://www.fullthrottlesaloon.com">www.fullthrottlesaloon.com</a>
10	Seacrets Nite Club	Ocean City, MD	\$25-35MM	<a href="http://www.seacrets.com">www.seacrets.com</a>
11	Body English	Las Vegas, NV	\$15-25MM	<a href="http://www.bodyenglish.com">www.bodyenglish.com</a>
12	Moon Nightclub	Las Vegas, NV	\$15-25MM	<a href="http://www.n9negroup.com">www.n9negroup.com</a>
13	ghostbar	Las Vegas, NV	\$15-25MM	<a href="http://www.palms.com">www.palms.com</a>
14	Billy Bob's Texas	Fort Worth, TX	\$10-20MM	<a href="http://www.billybobstexas.com">www.billybobstexas.com</a>
15	Crobar	Chicago, IL	\$10-20MM*	<a href="http://www.crobar.com/main.php?city=chicago">www.crobar.com/main.php?city=chicago</a>
16	LOVE Night Club	Washington, DC	\$10-20MM	<a href="http://www.lovetheclub.com">www.lovetheclub.com</a>
17	Prive	Las Vegas, NV	\$10-20MM	<a href="http://www.privelv.com">www.privelv.com</a>
18	Soundbar	Chicago, IL	\$10-20MM	<a href="http://www.sound-bar.com">www.sound-bar.com</a>
19	The Highlands	Hollywood, CA	\$10-20MM*	<a href="http://www.thehighlandshollywood.com">www.thehighlandshollywood.com</a>
20	Avalon	Los Angeles, CA	\$10-20MM*	<a href="http://www.avalonhollywood.com">www.avalonhollywood.com</a>
21	Playboy Club	Las Vegas, NV	\$10-20MM	<a href="http://www.n9negroup.com">www.n9negroup.com</a>
22	Drais After Hours	Las Vegas, NV	\$10-20MM	<a href="http://www.drais.net">www.drais.net</a>
23	Purgatory of Dallas	Dallas, TX	\$10-20MM	<a href="http://www.purgatorydallas.com">www.purgatorydallas.com</a>
24	Stargate/Synergy Bar & Nightclub	St. Paul, MN	\$10-20MM	<a href="http://twincitiesnightclubs.com/clubs2.asp?CLUBID=12">twincitiesnightclubs.com/clubs2.asp?CLUBID=12</a>
25	Visions	Chicago, IL	\$10-20MM	<a href="http://www.visionnightclub.com">www.visionnightclub.com</a>
26	Bar Anticipation aka "Bar A"	Lake Como, NJ	\$10-20MM	<a href="http://www.bar-a.com">www.bar-a.com</a>
27	Christian Audigier	Las Vegas, NV	\$10-20MM	<a href="http://www.audigierlv.com">www.audigierlv.com</a>
28	rumjungle	Las Vegas, NV	\$10-20MM	<a href="http://www.mandalaybay.com/dining/rumjunglelounge.aspx">www.mandalaybay.com/dining/rumjunglelounge.aspx</a>
29	Studio 54	Las Vegas, NV	\$10-20MM	<a href="http://www.mgmgrand.com/nightlife/studio-54.aspx">www.mgmgrand.com/nightlife/studio-54.aspx</a>
30	Sevilla Nightclub	Los Angeles, CA	\$10-20MM*	<a href="http://www.sevillanightclub.com">www.sevillanightclub.com</a>
31	Blush	Las Vegas, NV	\$10-20MM	<a href="http://www.wynnlasvegas.com">www.wynnlasvegas.com</a>
32	Marquee	New York, NY	\$10-20MM	<a href="http://www.marqueeny.com">www.marqueeny.com</a>
33	Pacha	New York, NY	\$10-20MM	<a href="http://www.pachanyc.com">www.pachanyc.com</a>
34	Myst Nightclub	Scottsdale, AZ	\$10-20MM	<a href="http://www.mystaz.com">www.mystaz.com</a>
35	RAIN in the Desert	Las Vegas, NV	\$10-20MM	<a href="http://www.palms.com">www.palms.com</a>
36	Kilroy's Sports Bar	Bloomington, IN	\$10-20MM	<a href="http://www.kilroys-bloomington.com">www.kilroys-bloomington.com</a>
37	Club V20	Long Beach, CA	\$10-20MM	<a href="http://v20nightclub.com">v20nightclub.com</a>
38	Stoney's Rockin Country Bar	Las Vegas, NV	\$5-10MM*	<a href="http://www.stoneysrockincountry.com">www.stoneysrockincountry.com</a>
39	Piere's	Fort Wayne, IN	\$5-10MM	<a href="http://www.itstheparty.com">www.itstheparty.com</a>
40	Tentation Ultra Lounge	Newport Beach, CA	\$5-10MM*	<a href="http://www.tenrestaurantgroup.com/tentation">www.tenrestaurantgroup.com/tentation</a>
41	Webster Hall	New York, NY	\$5-10MM*	<a href="http://www.websterhall.com">www.websterhall.com</a>
42	Touch	New York, NY	\$5-10MM*	<a href="http://www.touchnewyorkcity.com">www.touchnewyorkcity.com</a>
43	China Club New York	New York, NY	\$5-10MM*	<a href="http://www.chinacubnyc.com">www.chinacubnyc.com</a>
44	Krave Nightclub	Las Vegas, NV	\$5-10MM*	<a href="http://www.kravelasvegas.com">www.kravelasvegas.com</a>
45	Arena	Hollywood, CA	\$5-10MM	<a href="http://www.arenanightclub.com">www.arenanightclub.com</a>
46	Baja Sharkeez Newport Beach	Newport Beach, CA	\$5-10MM	<a href="http://www.sharkeez.net">www.sharkeez.net</a>
47	Chilkoot Charlie's	Anchorage, AK	\$5-10MM	<a href="http://www.koots.com">www.koots.com</a>
48	Cubby Bear Lounge	Chicago, IL	\$5-10MM	<a href="http://www.cubbybear.com">www.cubbybear.com</a>
49	Drink Houston	Houston, TX	\$5-10MM	<a href="http://www.drinkhouston.com">www.drinkhouston.com</a>
50	Les Deux	Hollywood, CA	\$5-10MM	<a href="http://www.dolcegroup.com/lesdeux">www.dolcegroup.com/lesdeux</a>
51	Lotus	New York, NY	\$5-10MM	<a href="http://www.lotusnewyork.com">www.lotusnewyork.com</a>



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52	Mango's Tropical Café	Miami, FL	\$5-10MM	<a href="http://www.mangostropicalcafe.com">www.mangostropicalcafe.com</a>
53	Mai Tai Bar	Long Beach, CA	\$5-10MM	<a href="http://www.maitaibar.com">www.maitaibar.com</a>
54	Midnight Rodeo/Wild West	San Antonio, TX	\$5-10MM	<a href="http://www.midnightrodeosanantonio.com">www.midnightrodeosanantonio.com</a>
55	Opera	Atlanta, GA	\$5-10MM	<a href="http://www.operaatlanta.com">www.operaatlanta.com</a>
56	Opium Garden	Miami, FL	\$5-10MM	<a href="http://www.theopiumgroup.com">www.theopiumgroup.com</a>
57	Pressure	New York, NY	\$5-10MM	<a href="http://www.pressurenyc.com">www.pressurenyc.com</a>
58	Rockit Bar & Grill	Chicago, IL	\$5-10MM*	<a href="http://www.rockitbarandgrill.com">www.rockitbarandgrill.com</a>
59	Sloppy Joe's	Key West, FL	\$5-10MM	<a href="http://www.sloppyjoes.com">www.sloppyjoes.com</a>
60	Tabú Ultra Lounge	Las Vegas, NV	\$5-10MM	<a href="http://www.mgmgrand.com/nightlife/tabu-ultra-lounge.aspx">www.mgmgrand.com/nightlife/tabu-ultra-lounge.aspx</a>
61	Circus Disco	Los Angeles, CA	\$5-10MM*	<a href="http://www.circusdisco.com">www.circusdisco.com</a>
62	The Vanguard	Hollywood, CA	\$5-10MM*	<a href="http://www.vanguardla.com">www.vanguardla.com</a>
63	Terminal 5	New York, NY	\$5-10MM*	<a href="http://www.terminal5nyc.com">www.terminal5nyc.com</a>
64	MIXX/mur.mur	Atlantic City, NJ	\$5-10MM*	<a href="http://www.borgatanightlife.com">www.borgatanightlife.com</a>
65	Excalibur	Chicago, IL	\$5-10MM*	<a href="http://www.excaliburchicago.com">www.excaliburchicago.com</a>
66	Key Club	Los Angeles, CA	\$5-10MM*	<a href="http://www.keyclub.com">www.keyclub.com</a>
67	Cameo	Miami, FL	\$5-10MM*	<a href="http://www.cameomiami.com">www.cameomiami.com</a>
68	J Lounge	Los Angeles, CA	\$5-10MM*	<a href="http://www.jloungea.com">www.jloungea.com</a>
69	Element	New York, NY	\$5-10MM*	<a href="http://www.elementnyc.com">www.elementnyc.com</a>
70	Nocturnal	Miami, FL	\$5-10MM*	<a href="http://www.nocturnalmiami.com">www.nocturnalmiami.com</a>
71	Foxtail Lounge	Los Angeles, CA	\$5-10MM	<a href="http://www.sbe.com/foxtail">www.sbe.com/foxtail</a>
72	Roxy	Houston, TX	\$5-10MM	<a href="http://www.clubroxy.com/index.htm">www.clubroxy.com/index.htm</a>
73	Britannia Arms	San Jose, CA	\$5-10MM	<a href="http://www.britanniarmsalmaden.com">www.britanniarmsalmaden.com</a>
74	El Chaparral	Houston, TX	\$5-10MM	<a href="http://www.elchaparralhouston.com">www.elchaparralhouston.com</a>
75	AJ's Club Bimini	Destin, FL	\$5-10MM	<a href="http://www.ajs-destin.com/club.html">www.ajs-destin.com/club.html</a>
76	B.E.D	Miami, FL	\$5-10MM*	<a href="http://www.bedmiami.com">www.bedmiami.com</a>
77	Home	New York, NY	\$5-10MM*	<a href="http://www.homeguesthouse.com">www.homeguesthouse.com</a>
78	Plumm	New York, NY	\$5-10MM*	<a href="http://theplumm.com/index.php">theplumm.com/index.php</a>
79	Poetry Nightclub	Las Vegas, NV	\$5-10MM	<a href="http://www.poetrynightclub.com">www.poetrynightclub.com</a>
80	El Rodeo	Houston, TX	\$5-10MM	<a href="http://www.rodeodisco.com/index.aspx">www.rodeodisco.com/index.aspx</a>
81	Baja Sharkeez Hermosa Beach	Hermosa Beach, CA	\$5-10MM	<a href="http://www.sharkeez.net">www.sharkeez.net</a>
82	Duke's Original Roadhouse	Addison, TX	\$5-10MM	<a href="http://www.dukesoriginalroadhouse.com/who.html">www.dukesoriginalroadhouse.com/who.html</a>
83	The Underground	Chicago, IL	\$5-10MM*	<a href="http://www.theundergroundchicago.com">www.theundergroundchicago.com</a>
84	Mynt	Miami, FL	\$5-10MM*	<a href="http://www.myntlounge.com">www.myntlounge.com</a>
85	Bardot	Los Angeles, CA	\$5-10MM*	<a href="http://www.bardohollywood.com">www.bardohollywood.com</a>
86	Columbus 72	New York, NY	\$5-10MM*	<a href="http://www.columbus72.com">www.columbus72.com</a>
87	Therapy	New York, NY	\$5-10MM*	<a href="http://www.therapy-nyc.com">www.therapy-nyc.com</a>
88	Home Nightclub	St. Louis, MO	\$3-5MM	<a href="http://www.homenightclubstl.com">www.homenightclubstl.com</a>
89	Le Passage	Chicago, IL	\$3-5MM	<a href="http://lepassage.com">lepassage.com</a>
90	Here Lounge	West Hollywood, CA	\$3-5MM	<a href="http://www.here lounge.com">www.here lounge.com</a>
91	ghostbar	Dallas, TX	\$3-5MM*	<a href="http://www.n9negroup.com">www.n9negroup.com</a>
92	Pure Ultra Lounge	Austin, TX	\$3-5MM	<a href="http://www.pureultralounge.com">www.pureultralounge.com</a>
93	Wish Ultralounge	Dallas, TX	\$3-5MM	<a href="http://www.wishultraloungedallas.com">www.wishultraloungedallas.com</a>
94	Flute Champagne Lounge	New York, NY	\$3-5MM	<a href="http://www.flutebar.com">www.flutebar.com</a>
95	Qua Bottle Lounge	Austin, TX	\$3-5MM	<a href="http://www.quaaustin.com">www.quaaustin.com</a>
96	Rumba Room	Universal City, CA	\$3-5MM	<a href="http://www.rumbaroom.com">www.rumbaroom.com</a>
97	Sand Bar	Santa Barbara, CA	\$3-5MM	<a href="http://www.sandbarsb.com">www.sandbarsb.com</a>
98	The Belmont	Los Angeles, CA	\$3-5MM	<a href="http://www.thebelmontcafe.com">www.thebelmontcafe.com</a>
99	The Spanish Kitchen	Los Angeles, CA	\$3-5MM	<a href="http://www.thespanishkitchen.com">www.thespanishkitchen.com</a>
100	The Grizzly Rose	Denver, CO	\$3-5MM	<a href="http://www.grizzlyrose.com">www.grizzlyrose.com</a>

Source: *Nightclub & Bar* and Technomic Inc., 2009  
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