

LAS VEGAS VISITOR PROFILE

Calendar Year 2017

Booking Method Version

Research that works.

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2017.

The various booking methods visitors used to book their accommodations in Las Vegas are the focus of this report. The tables and charts in this report show data for all visitors and for four visitor subgroups based on booking method:

- **HOTEL CALLERS** — 11% of all visitors.
- **HOTEL WEBSITE BOOKERS** — 19% of all visitors.
- **TRAVEL AGENT BOOKERS** — 9% of all visitors.
- **THIRD-PARTY WEBSITE BOOKERS (SUCH AS EXPEDIA OR HOTELS.COM)** — 37% of all visitors.

The remaining 24% of visitors (those who booked in person, those who booked by calling through a third party, those who did not know how their room was booked and day trippers) are included in the totals for all visitors but not included in the visitor subgroups due to small sample sizes.

This section presents the research highlights. The findings are presented in detail beginning on page 9.

HOTEL CALLERS

Those visitors who booked their accommodations by phoning the hotel directly were the most likely to:

- Have visited Las Vegas before (95%).
- Made the most visits to Las Vegas in the past 12 months (mean of 2.4 visits).
- Be visiting Las Vegas primarily to gamble (22%).
- Have travelled to Las Vegas by ground transportation (64%), and to have used their own vehicle while in Las Vegas (62%).
- Have planned their trip to Las Vegas less than a month in advance (52%).
- Have lodged in outlying areas (24%).
- Book their accommodations in Las Vegas less than one month in advance (59%).
- Have gambled during their visit (83%), have spent the most hours per day gambling (mean of 3.5 hours), and have the highest average gambling budget (mean of \$1,885.25).
- Be retired (32%).
- Be visiting from the U.S. (94%), particularly from Southern California (35%) and Arizona (12%).
- Be 40 or older (77%).

During their visit to Las Vegas, Hotel Callers spent an average of:

- \$429.08 on food and drink.
- \$164.16 on shopping.
- \$60.19 on shows and entertainment.

HOTEL WEBSITE BOOKERS

Those visitors who booked their accommodations through a hotel website were the most likely to:

- Have received a special room rate (28%).
- Have used email offers in planning their trip to Las Vegas (10%).
- Have arrived in Las Vegas on a Sunday (21%).

During their visit to Las Vegas, Hotel Website Bookers spent: an average of

- \$341.39 on food and drink.
- \$135.06 on shopping.
- \$54.14 on shows and entertainment.

TRAVEL AGENT BOOKERS

Those visitors who booked their accommodations through a travel agent were the most likely to:

- Be making their first visit to Las Vegas (53%).
- Be visiting Las Vegas for a convention or corporate meeting (20%).
- Have travelled to Las Vegas by air (75%).
- Have used a variety of transportation methods during their visit including taxi (47%), bus (30%), hotel/motel shuttle (23%), and rental car (25%).
- Have planned their trip to Las Vegas more than 90 days in advance (53%).
- Have lodged on the Strip Corridor (89%).
- Book their accommodations in Las Vegas more than 90 days in advance (49%).
- Have received a package room rate (50%).
- Have stayed the longest in Las Vegas (mean of 5.0 days and 4.0 nights).
- Have consulted reviews at hotel or show venue sites (28%) or used TripAdvisor (22%) to plan their activities while in Las Vegas.
- Have seen Las Vegas attractions for which they had to pay (40%) during their stay.
- Be visiting from a foreign country (60%).

During their visit to Las Vegas, Travel Agent Bookers spent: an average of

- \$417.96 on food and drink.
- \$224.56 on shopping.
- \$94.09 on shows and entertainment.

THIRD-PARTY WEBSITE BOOKERS

Those visitors who booked their accommodations via a third-party website were the most likely to:

- Have used web sites (91%), social media (50%), or apps (25%), or relied on word of mouth (58%) to help in planning their trip to Las Vegas.
- Have visited Downtown Las Vegas (67%).
- Have received a regular room rate (62%).
- Have arrived in Las Vegas on a Friday (29%).
- Have used Google (74%), Facebook (23%), and consulted reviews at online travel agents (7%) in planning activities while in Las Vegas.
- Have seen a celebrity DJ during their stay (13% among those who saw shows during their visit)
- Have gone to a hotel bar or lounge with no cover charge (79%), a free-standing bar or lounge with no cover charge (47%) a hotel nightclub with a cover charge (18%), or a pool party or day club (9%).
- Be employed (80%).
- Have some college or trade school education (43%).
- Be single (19%).
- Be 21 to 29 years old (25%).
- Be in a household with an annual income of \$40,000 or more (89%).

During their visit to Las Vegas, Third-Party Website Bookers spent: an average of

- \$385.86 on food and drink.
- \$134.64 on shopping.
- \$66.54 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December 2017. Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA. The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as “thank you’s.” Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2017. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2017 study. Statistically significant differences in the behavior, attitudes, and opinions of Hotel Callers (those who

called a property directly to book their room), Hotel Website Bookers (those who used a property's website to book their room), Travel Agent Bookers (those who used a travel agent to book their room) and Third-Party Website Bookers (those who used a travel agent website such as Expedia or Hotels.com to book their room) are pointed out in the text of the report. The tables and charts in this report show data for all visitors and for the four subgroups. The remaining subgroups (those who booked in person, those who booked by calling a property through a third party, those who did not know how their room was booked and day trippers) are included in the total for all visitors but not included in the visitor subgroups due to small sample sizes.

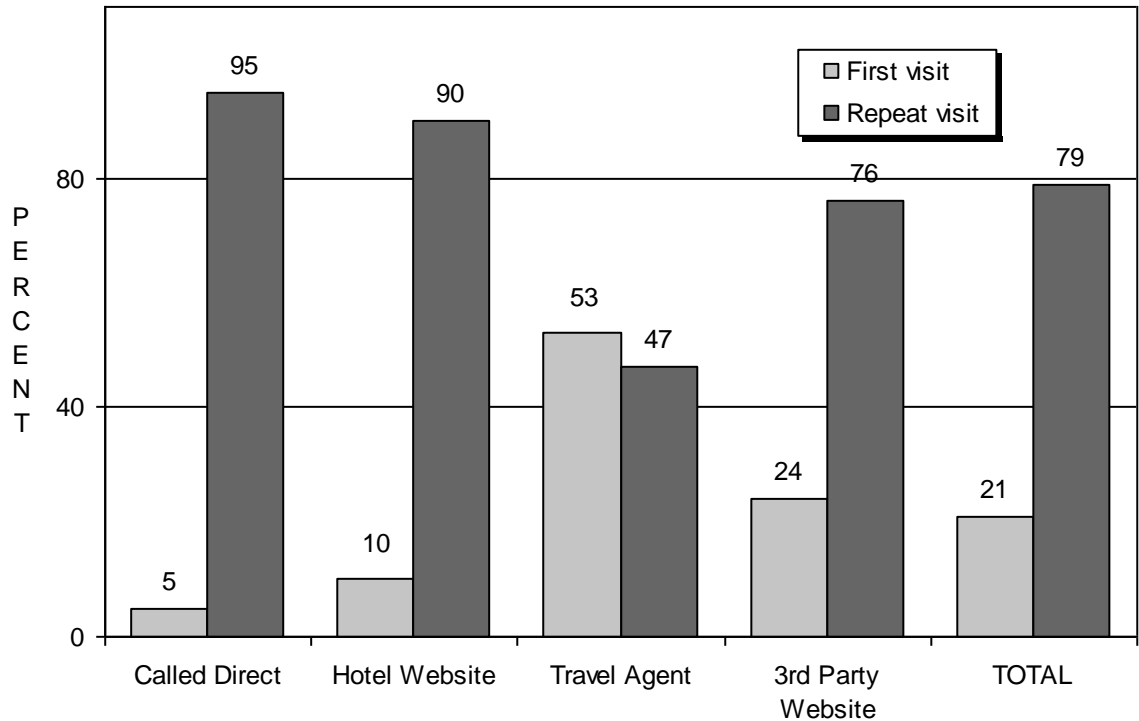
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2017. These questions will be rotated back into the questionnaire in Calendar Year 2018 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

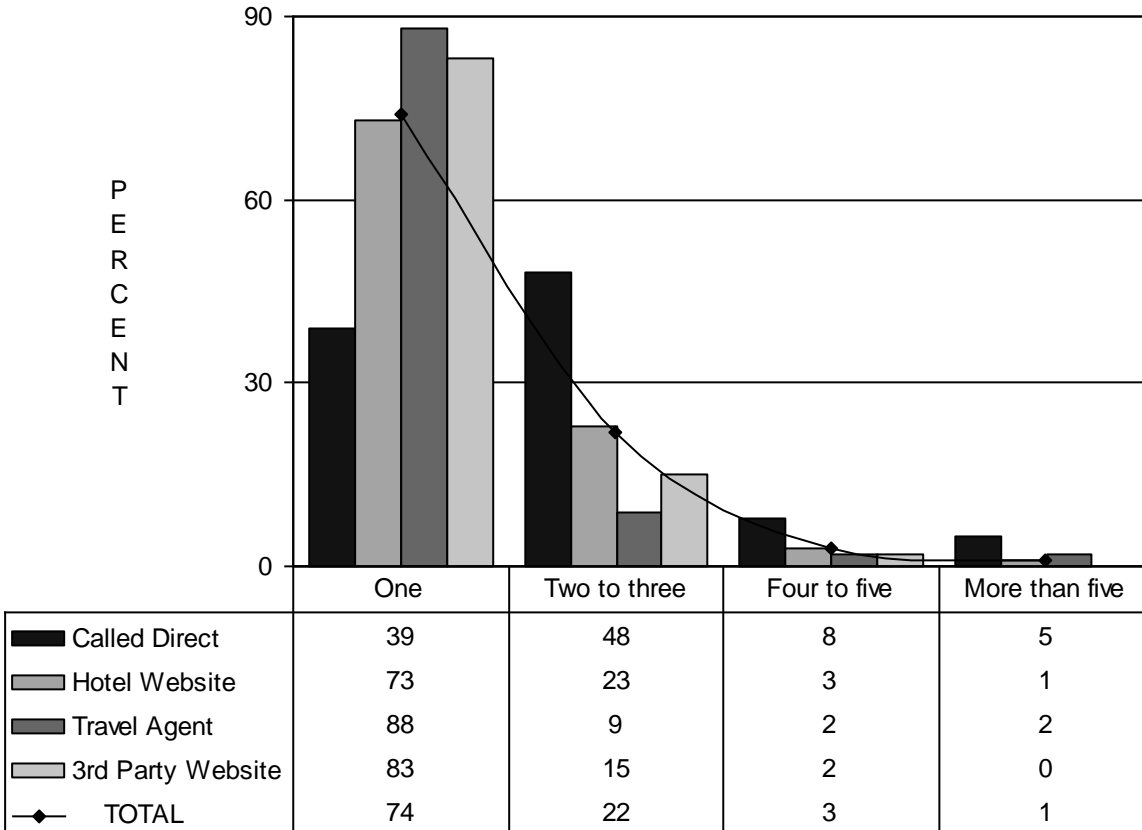
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



Hotel Callers (95%) were the most likely to say they had visited Las Vegas before, followed by Hotel Website Bookers (90%), who in turn were more likely than Third-Party Website Bookers (76%) to be repeat visitors, while Travel Agent Bookers (47%) were the least likely to be repeat visitors to Las Vegas.

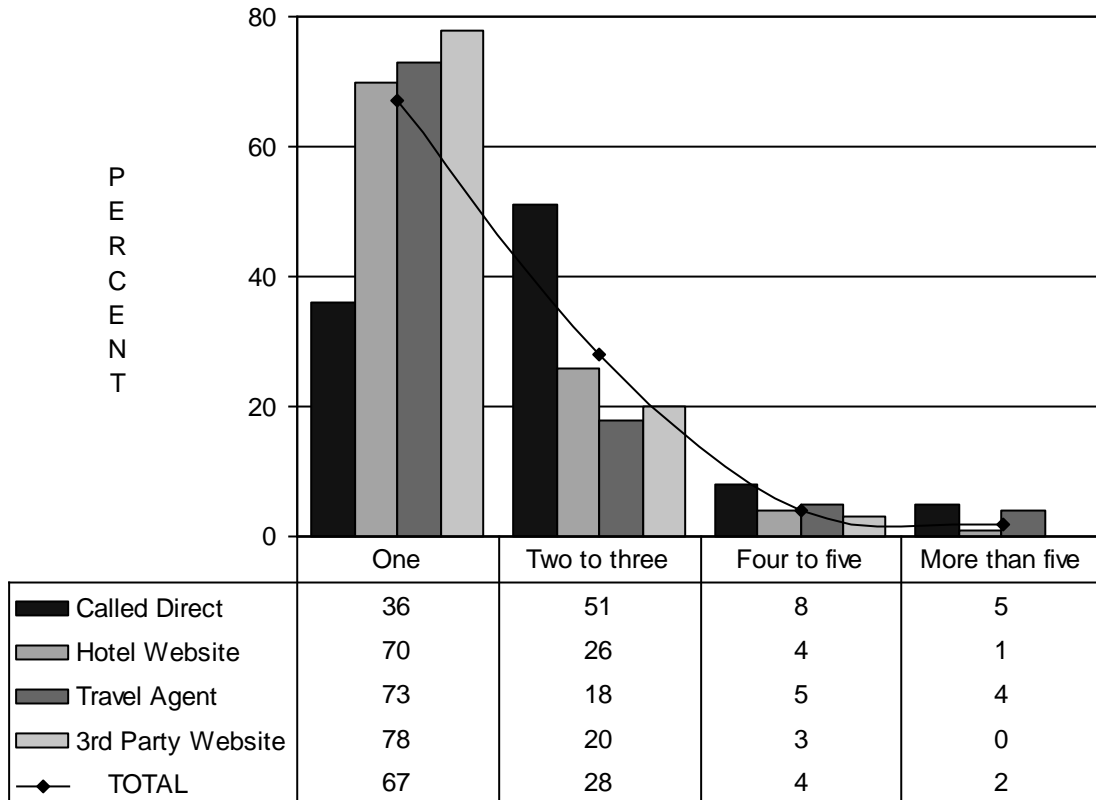
FIGURE 2
Frequency Of Visits In Past Year
(Among All Visitors)



(Means: Called Direct=2.4, Hotel Website=1.5, Travel Agent=1.3, 3rd Party Website=1.3, TOTAL=1.6)

Hotel Callers (61%) were the most likely to have visited Las Vegas more than once during the past year, followed by Hotel Website Bookers (27%), then Third-Party Website Bookers (17%), while Travel Agent Bookers (13%) were the least likely to have visited more than once in the past 12 months. The average number of visits during the past year was higher for Hotel Callers (mean of 2.4 visits) than for Hotel Website Bookers (1.5 visits), while Travel Agent Bookers and Third-Party Website Bookers (1.3 visits each) made the fewest visits.

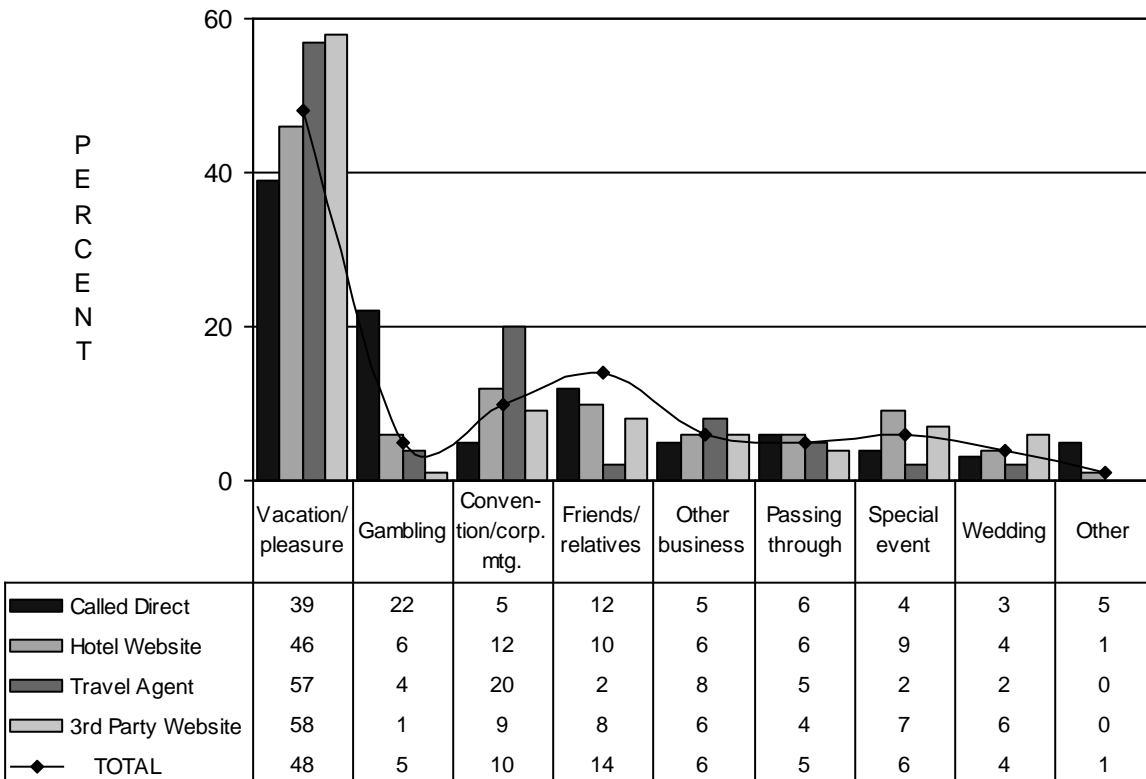
FIGURE 3
Frequency Of Visits In Past Year
(Among Repeat Visitors)



(Base Sizes: Called Direct=360, Hotel Website=610, Travel Agent=152,
3rd Party Website=1022, TOTAL=2839)
(Means: Called Direct=2.4, Hotel Website=1.5, Travel Agent=1.6,
3rd Party Website=1.3, TOTAL=1.8)

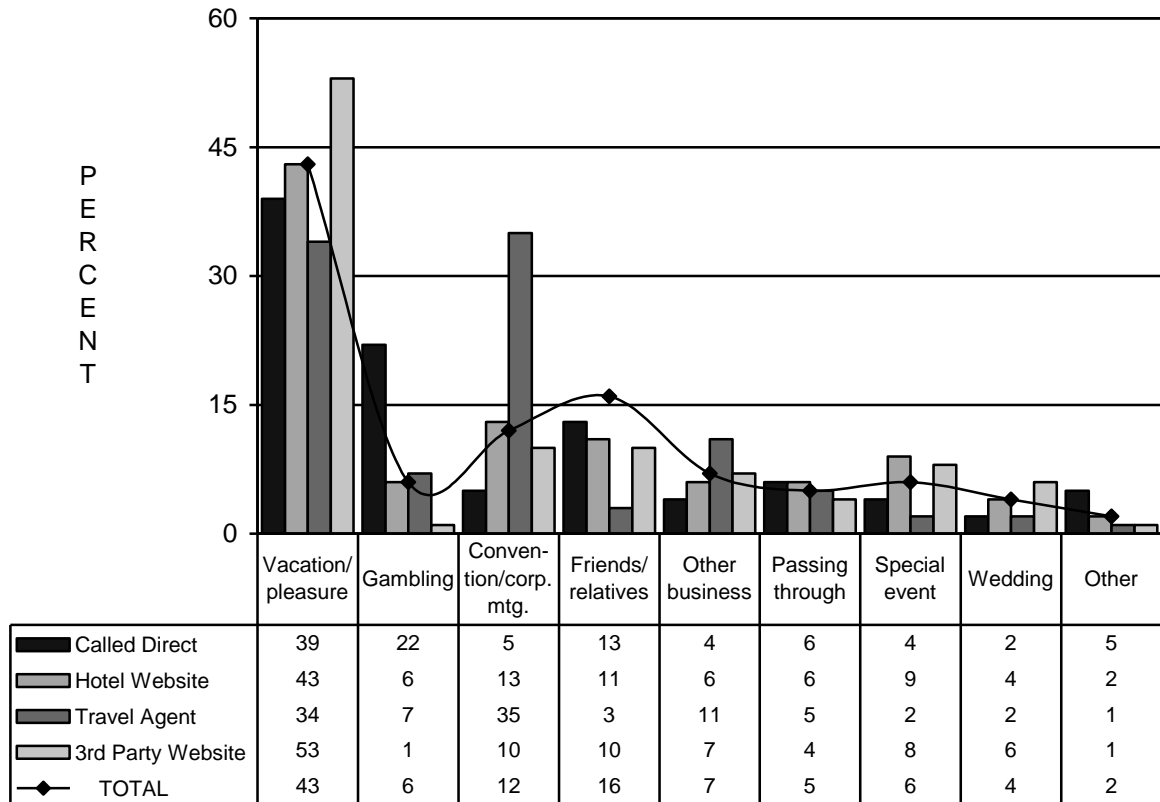
Looking at the frequency of visits in the past year among repeat visitors, the average number of visits during the past year was highest for Hotel Callers (2.4), followed by Travel Agent Bookers (1.6) and Hotel Website Bookers (1.5), while Third-Party Website Bookers (1.3) made the fewest visits.

FIGURE 4
Primary Purpose Of Current Visit
(Among All Visitors)



Looking at the primary purpose of the *current visit* among all visitors, Third-Party Website Bookers (58%) and Travel Agent Bookers (57%) were both more likely than Hotel Website Bookers (46%) and Hotel Callers (39%) to say they had travelled to Las Vegas for vacation or pleasure. Hotel Callers (22%) were the most likely to say they came to Las Vegas primarily to gamble, while Hotel Website Bookers (6%) and Travel Agent Bookers (4%) were also more likely than Third-Party Website Bookers (1%) to give this response. Travel Agent Bookers (20%) were more likely than Hotel Website Bookers (12%), Third-Party Website Bookers (9%) and Hotel Callers (5%), to say they were attending a convention or corporate meeting. Hotel Callers (12%), Hotel Website Bookers (10%), and Third-Party Website Bookers (8%) were all more likely than Travel Agent Bookers (2%) to say they were visiting friends or relatives. Hotel Website Bookers (9%) and Third-Party Website Bookers (7%) were more likely than Hotel Callers (4%) and Travel Agent Bookers (2%) to be visiting Las Vegas for a special event. Third-Party Website Bookers (6%) were more likely than Hotel Callers (3%) and Travel Agent Bookers (2%) to say they were attending a wedding or getting married.

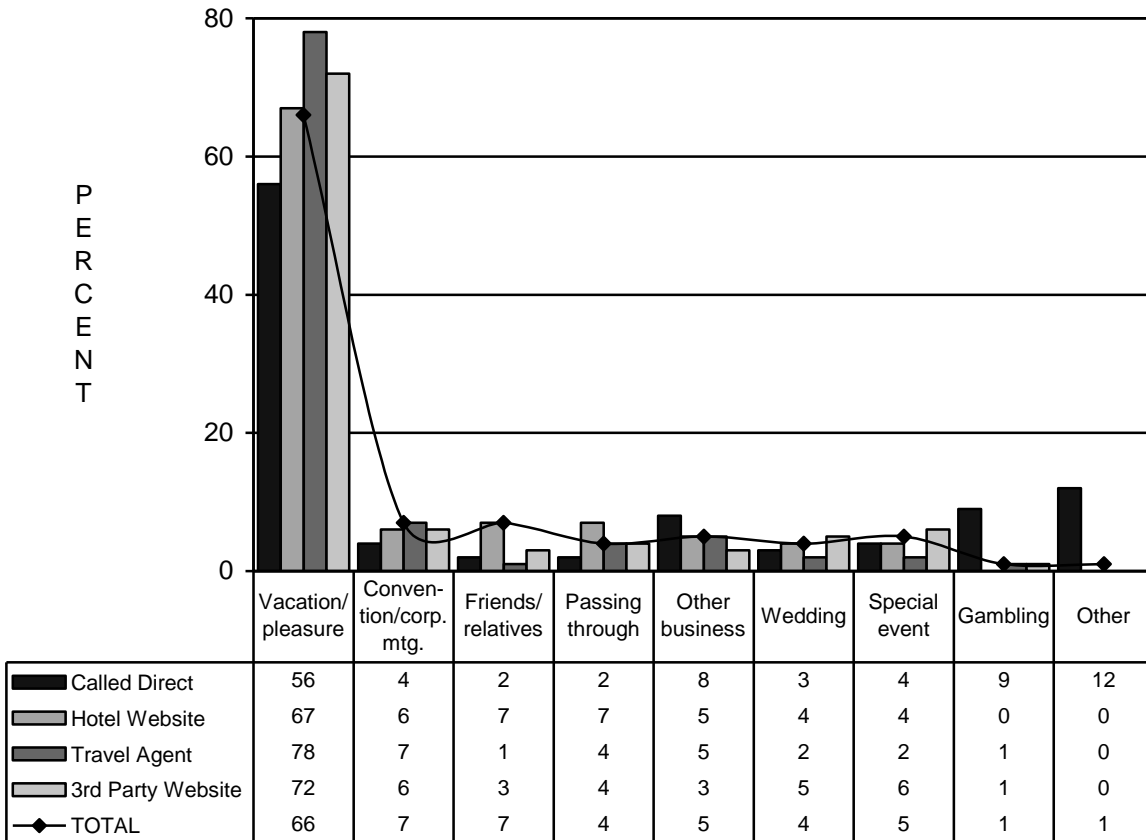
FIGURE 5
Primary Purpose Of Current Visit
(Among Repeat Visitors)



(Base Sizes: Called Direct=360, Hotel Website=610, Travel Agent=152
3rd Party Website=1022, TOTAL=2839)

Looking at repeat visitors' primary purpose for their current visit, Third-Party Website Bookers (53%) were the most likely to say they had travelled to Las Vegas for vacation or pleasure, while Hotel Website Bookers (43%) were also more likely than Travel Agent Bookers (34%) to give this response. Hotel Callers (22%) were the most likely to say they were visiting Las Vegas to gamble, while only Travel Agent Bookers (7%), Hotel Website Bookers (6%) and Third-Party Website Bookers (1%) to give this response. Travel Agent Bookers (35%) were more likely than Hotel Website Bookers (13%), Third-Party Website Bookers (10%) and Hotel Callers (5%), to say they were attending a convention or corporate meeting. Hotel Callers (13%), Hotel Website Bookers (11%), and Third-Party Website Bookers (10%) were all more likely than Travel Agent Bookers (3%) to say they were visiting friends or relatives. Both Hotel Website Bookers (9%) and Third-Party Website Bookers (8%) were more likely than Hotel Callers (4%) and Travel Agent Bookers (2%) to say they were attending a special event.

FIGURE 6
Primary Purpose Of Current Visit
(Among First-Time Visitors)

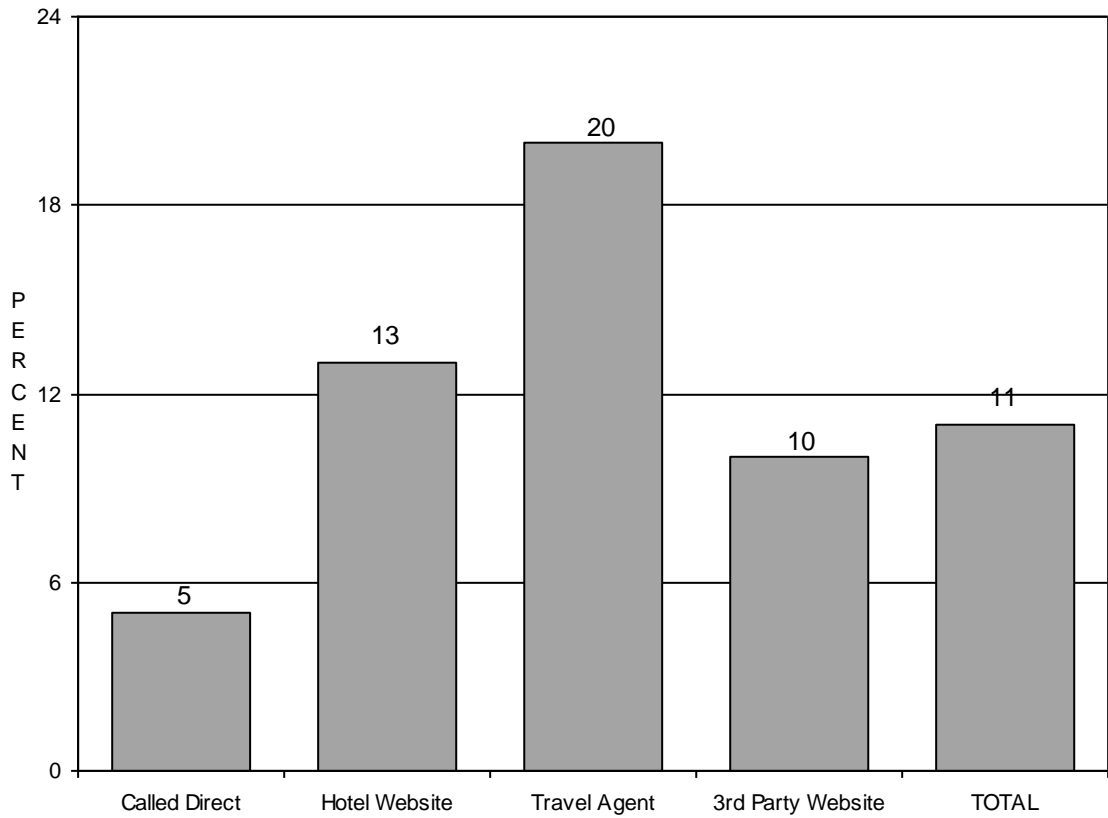


(Base Sizes: Called Direct*=21, Hotel Website=71, Travel Agent=173, 3rd Party Website=327, TOTAL=761)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit. Overall, two-thirds (66%) of first time visitors said they were visiting Las Vegas for vacation or pleasure. Third-Party Website Bookers were more likely than Travel Agent Bookers to say they were attending a special event (6% vs. 2%), attending a wedding or getting married (5% vs. 2%), or visiting friends or relatives (3% vs. 1%).

* Note small base size for Hotel Callers.

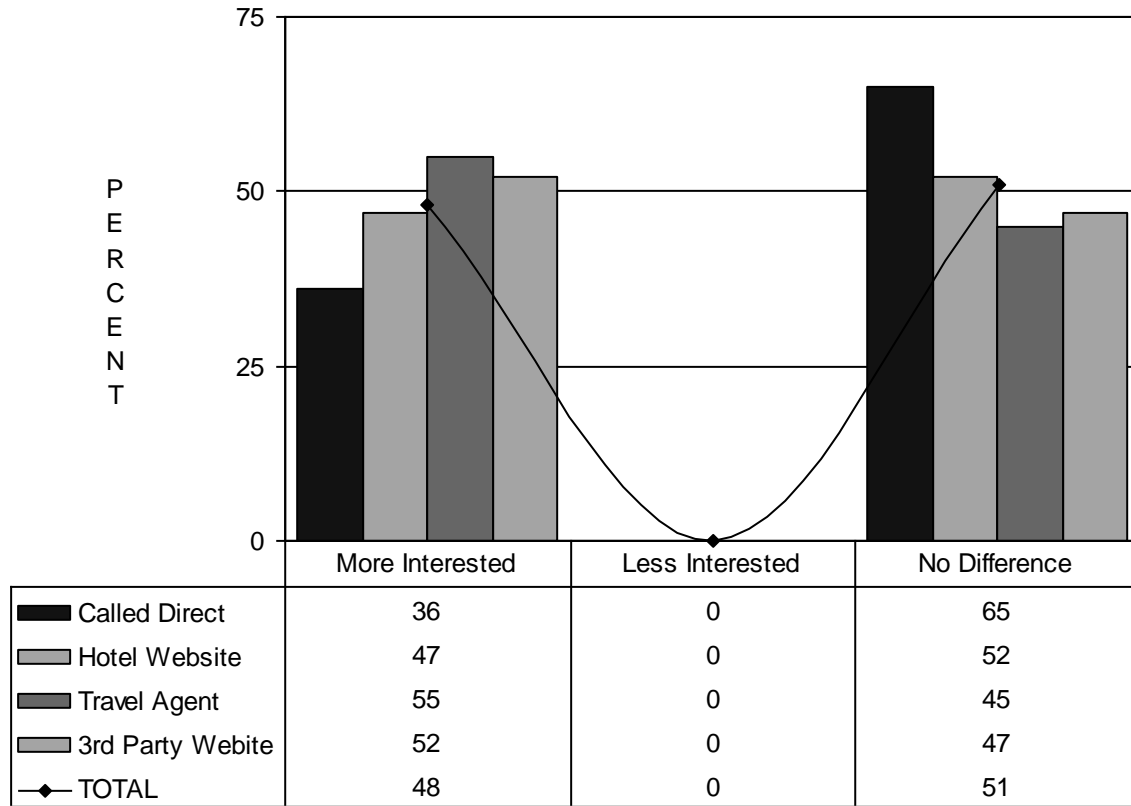
FIGURE 7
Conventions/Trade Shows/Associations/Corporate Meetings



Only "yes" responses are reported in this figure.

Visitors were asked if they had participated in or attended a convention, trade show, association, or corporate meeting while in Las Vegas. Eleven percent (11%) said they had. Travel Agent Bookers (20%) were more likely than Hotel Website Bookers (13%), Third-Party Website Bookers (10%) and Hotel Callers (5%), to have done so.

FIGURE 8
Interest In Attending Conventions, Trade Shows, Associations Or
Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention,
Trade Show, Association Or Corporate Meeting)

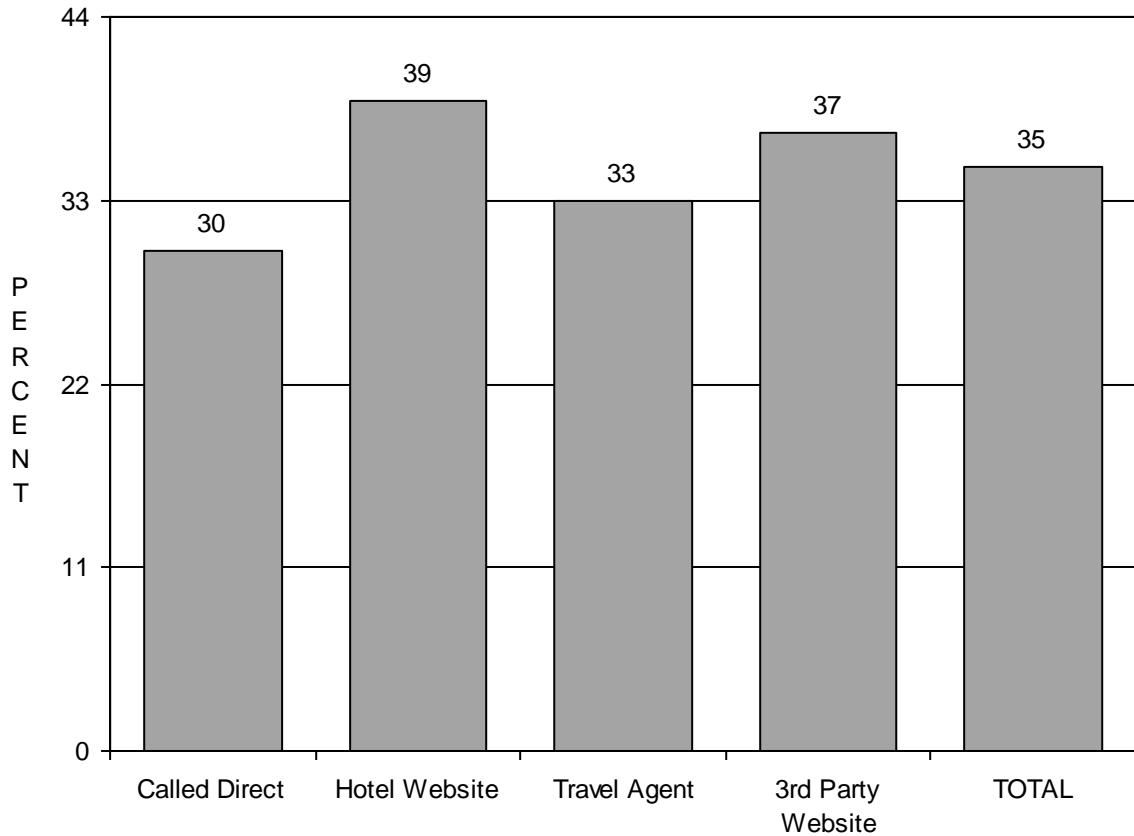


(Base Sizes: Called Direct=19*, Hotel Website=86, Travel Agent=66, 3rd Party Website=132, TOTAL=387)

Convention visitors were asked if holding a convention, trade show, association or corporate meeting in Las Vegas made them more or less interested in attending — or if it made no difference. Overall, 48% said it made them more interested in attending, while 51% said it made no difference. There were no significant differences among the four subgroups on this measure.

* Note small base size for Hotel Callers.

FIGURE 9
 Whether Brought Someone Else Who Did Not Attend Conventions,
 Trade Shows, Associations Or Corporate Meetings In Las Vegas
 (Among Visitors Who Attended A Convention,
 Trade Show, Association Or Corporate Meeting)



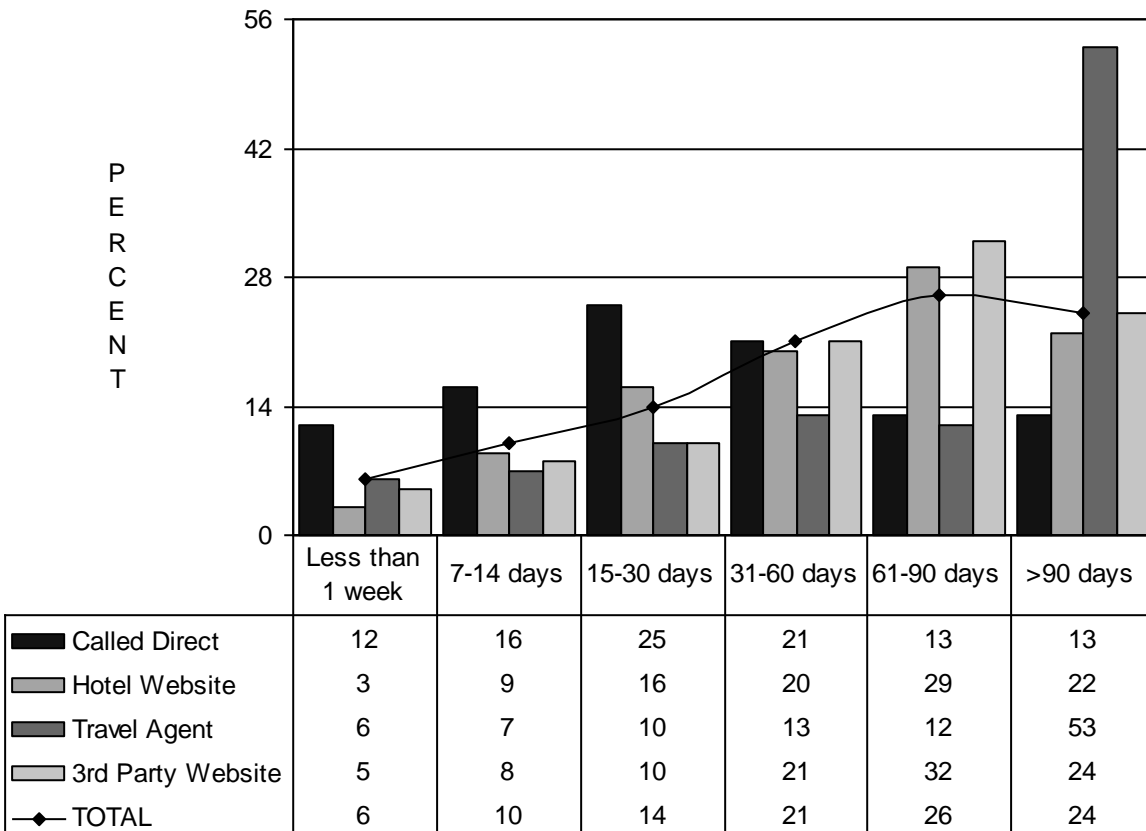
(Base Sizes: Called Direct=19*, Hotel Website=86, Travel Agent=66, 3rd Party Website=132, TOTAL=387)
 Only "yes" responses are reported in this figure.

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, association or corporate meeting with them. Thirty-five percent (35%) said they had. There were no significant differences among the four subgroups on this measure.

* Note small base size for Hotel Callers.

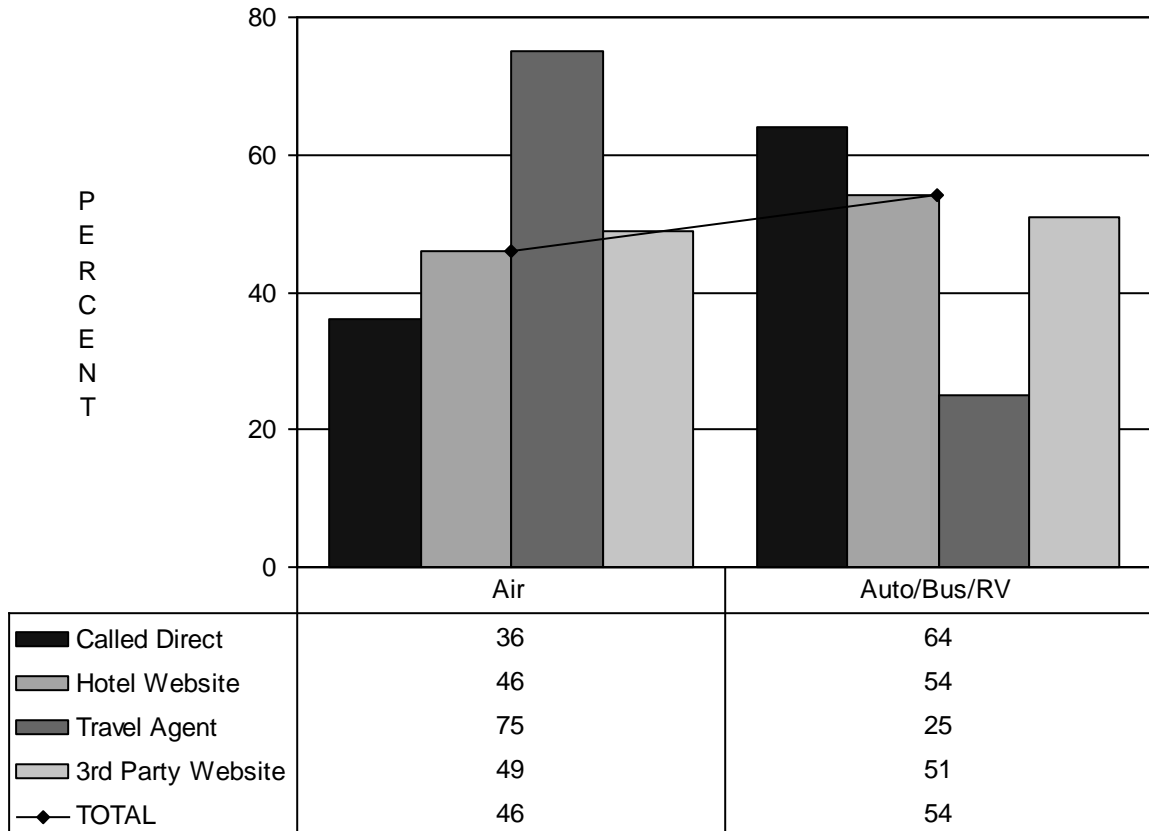
TRAVEL PLANNING

FIGURE 10
Advance Travel Planning



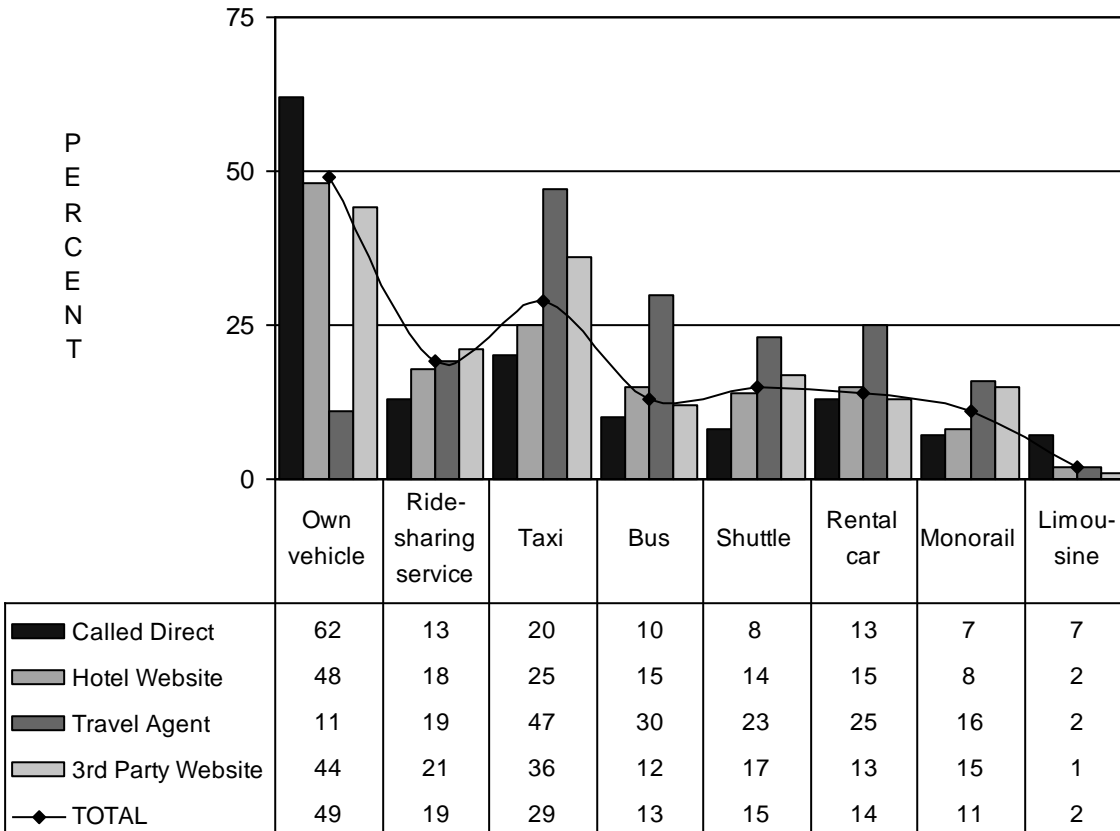
More than half (53%) of Travel Agent Bookers planned their trip to Las Vegas more than 90 days in advance, compared to a lower 24% of Third-Party Website Bookers and 22% of Hotel Website Bookers. Hotel Callers (13%) were the least likely to plan their trip that far in advance. Hotel Callers (41%) were more likely than Hotel Website Bookers (25%), Third-Party Website Bookers (18%) and Travel Agent Bookers (17%), to plan their trip one week to one month in advance. Hotel Callers (12%) were also more likely than Hotel Website Bookers (3%), Third-Party Website Bookers (5%), and Travel Agent Bookers (6%) to plan their trip less than one week in advance.

FIGURE 11
Transportation To Las Vegas



Travel Agent Bookers (75%) were more likely to have traveled to Las Vegas by air than Third-Party Website Bookers (49%) and Hotel Website Bookers (46%), while Hotel Callers (36%) were the least likely to have done so.

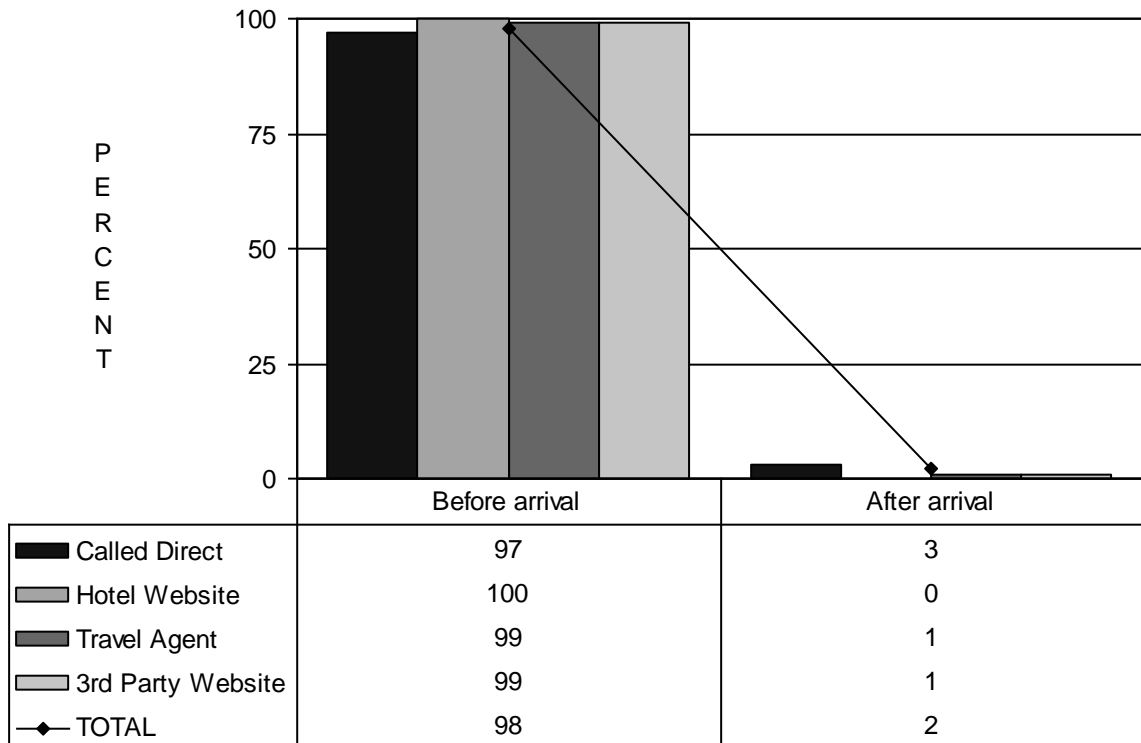
FIGURE 12
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Hotel Callers (62%) were more likely than both Hotel Website Bookers (48%) and Third-Party Website Bookers (44%) to have used their own vehicle. Hotel Callers (7%) were also more likely to have used a limousine than any of the other subgroups. Travel Agent Bookers were the most likely to have used a variety of transportation options. Travel Agent Bookers (47%) were more likely than Third-Party Website Bookers (36%), Hotel Website Bookers (25%) and Hotel Callers (20%), to have used a taxi. Travel Agent Bookers (23%) were more likely than Third-Party Website Bookers (17%) and Hotel Website Bookers (14%) to have used a hotel shuttle. Both Travel Agent Bookers (16%) and Third-Party Website Bookers (15%) were more likely than Hotel Website Bookers (8%) and Hotel Callers (7%) to have used the Monorail. Travel Agent Bookers were also more likely than all other types of visitors to have used a bus (30%) or a rental car (25). Third-Party Website Bookers (21%) were more likely than Hotel Callers (13%) to have used a ride sharing service.

FIGURE 13
When Decided Where To Stay*
(Among Those Who Stayed Overnight)

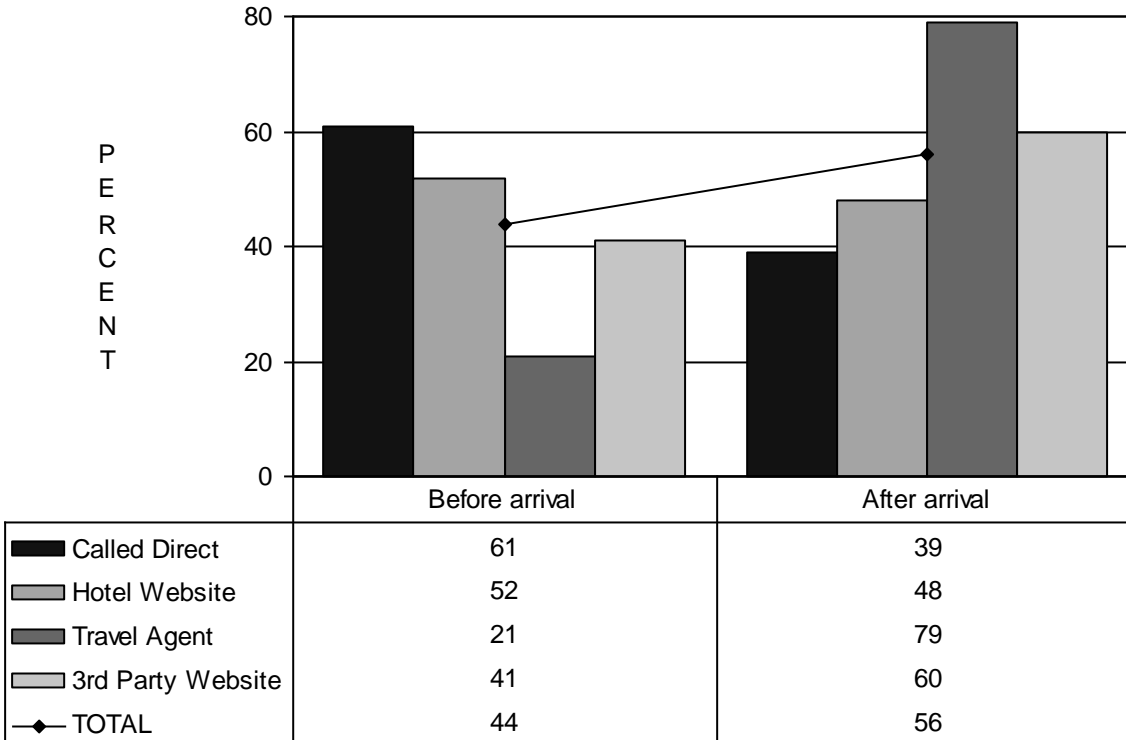


(Base Sizes: Called Direct=624, Hotel Website=540, Travel Agent=379, 3rd Party Website=1233, TOTAL=3597)

The vast majority (98%) of visitors who stayed overnight in Las Vegas decided where to stay before they arrived. Hotel Website Bookers (100%), Travel Agent Bookers (99%), and Third-Party Website Bookers (99%) were all more likely than Hotel Callers (97%) to say they decided where to stay before they arrived.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 14
When Decided Where To Gamble*
(Among Those Who Gambled)

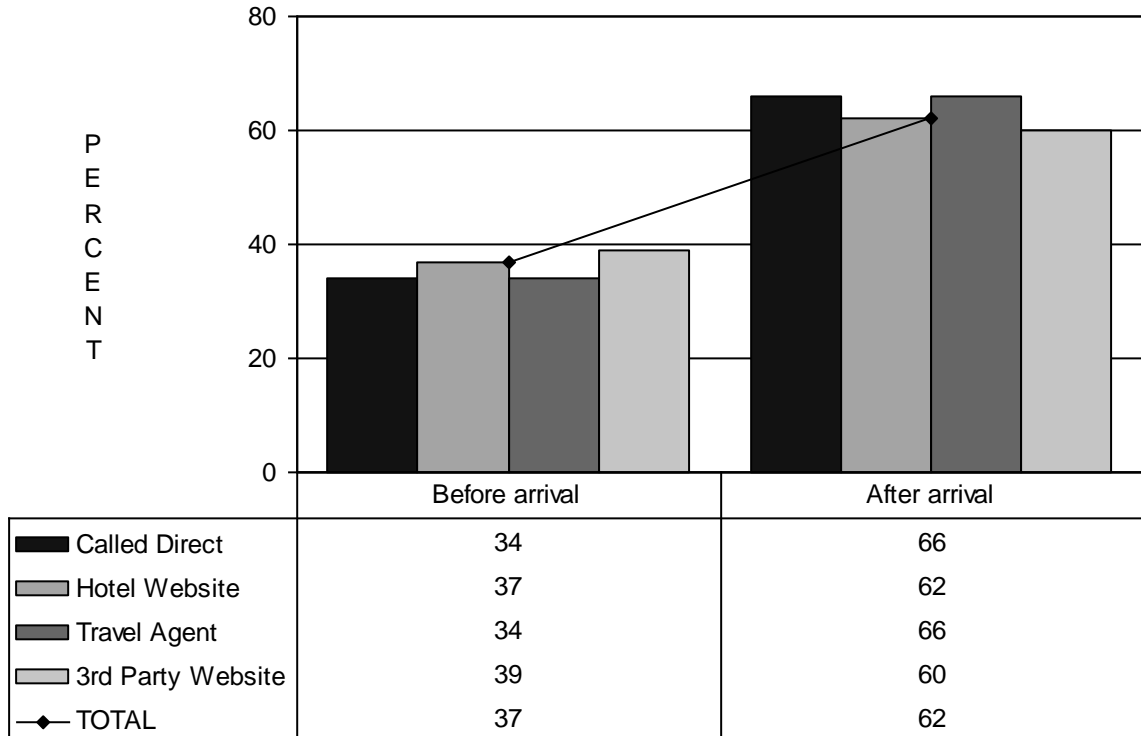


(Base Sizes: Called Direct=476, Hotel Website=369, Travel Agent=275, 3rd Party Website=894, TOTAL=2483)

Forty-four percent (44%) of visitors who gambled while in Las Vegas said they decided where to gamble before arriving in Las Vegas. Hotel Callers (61%) were more likely than Hotel Website Bookers (52%), Third-Party Website Bookers (41%) and Travel Agent Bookers (21%), to say they decided where to gamble before their arrival.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 15
When Decided Which Shows To See*
(Among Those Who Saw Shows)

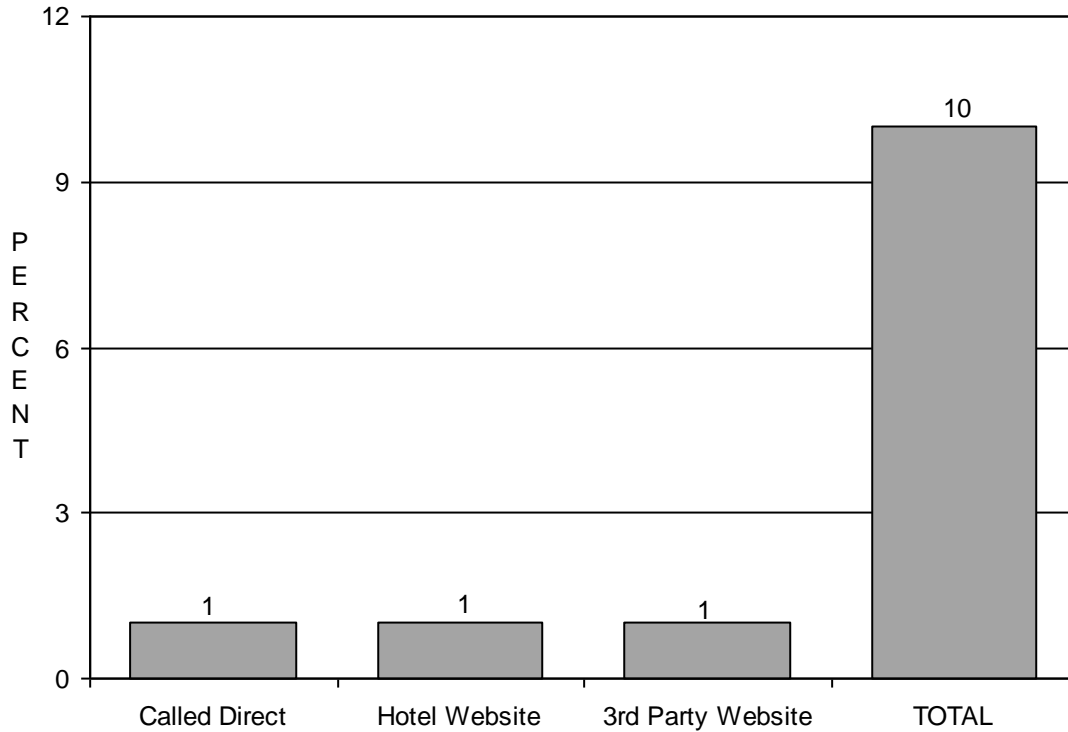


(Base Sizes: Called Direct=258, Hotel Website=269, Travel Agent=270, 3rd Party Website=727, TOTAL=1865)

More than six in ten (62%) visitors who saw shows while in Las Vegas said they decided which shows to see after their arrival. There were no significant differences among the various subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 16
Travel Agent Assistance

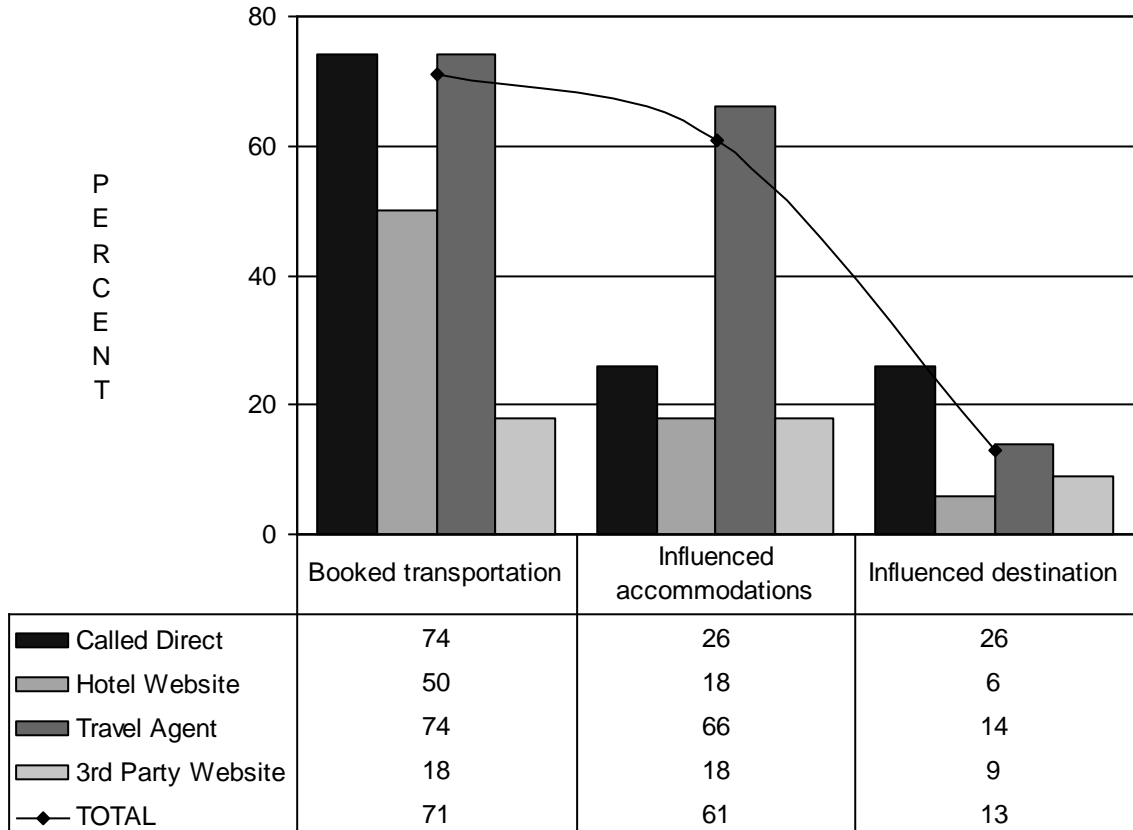


Only "yes" responses are reported in this figure.

Ten percent (10%) of all visitors said they used a travel agent to help plan their trip to Las Vegas.* There were no significant differences among Hotel Callers, Hotel Website Bookers, and Third-Party Website Bookers (1% each) on whether they were assisted by a travel agent in planning their trip.

* Nearly all respondents (96%) who said they booked their room through a travel agent used a travel agent to plan their current trip.

FIGURE 17
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)



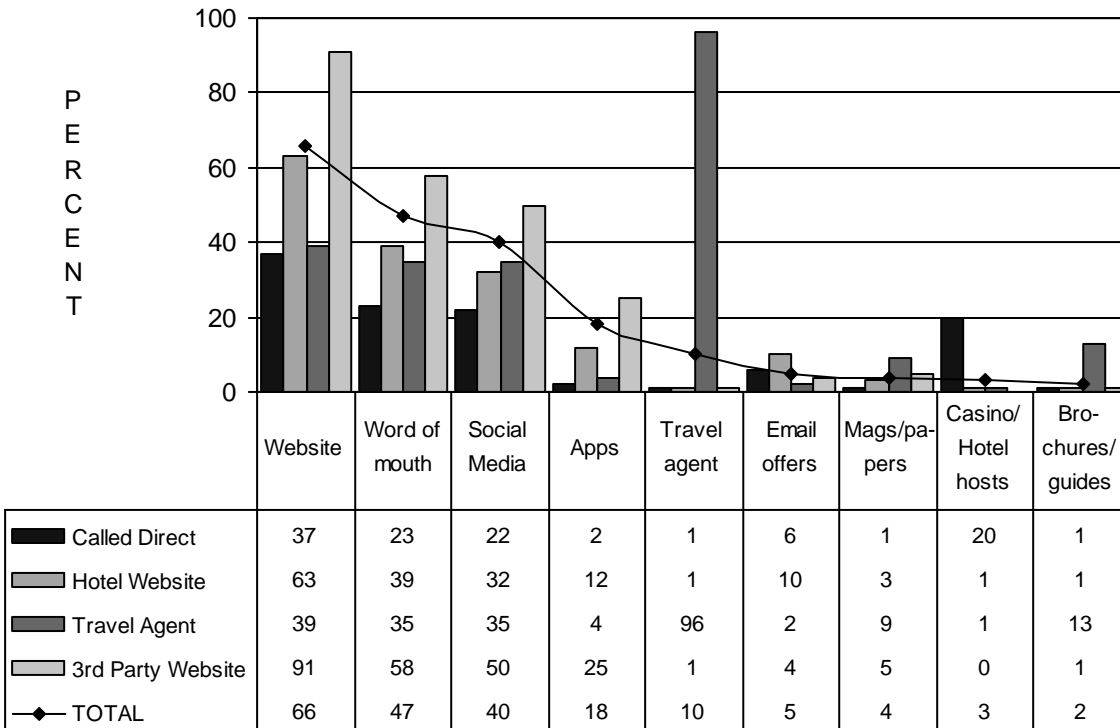
*Multiple responses permitted
(Base Sizes: Called Direct=3*, Hotel Website=9*, Travel Agent=310, 3rd Party Website=18*, TOTAL=355)

All travel agent bookers (100%) who used a travel agent to plan their trip to Las Vegas said the travel agent booked their accommodations*. Nearly three-quarters of Travel Agent Bookers (74%) said the travel agent booked their transportation and two-thirds (66%) said the agent influenced their choice of accommodations.

* Note small base sizes for Hotel Callers and 3rd Party Website Bookers.

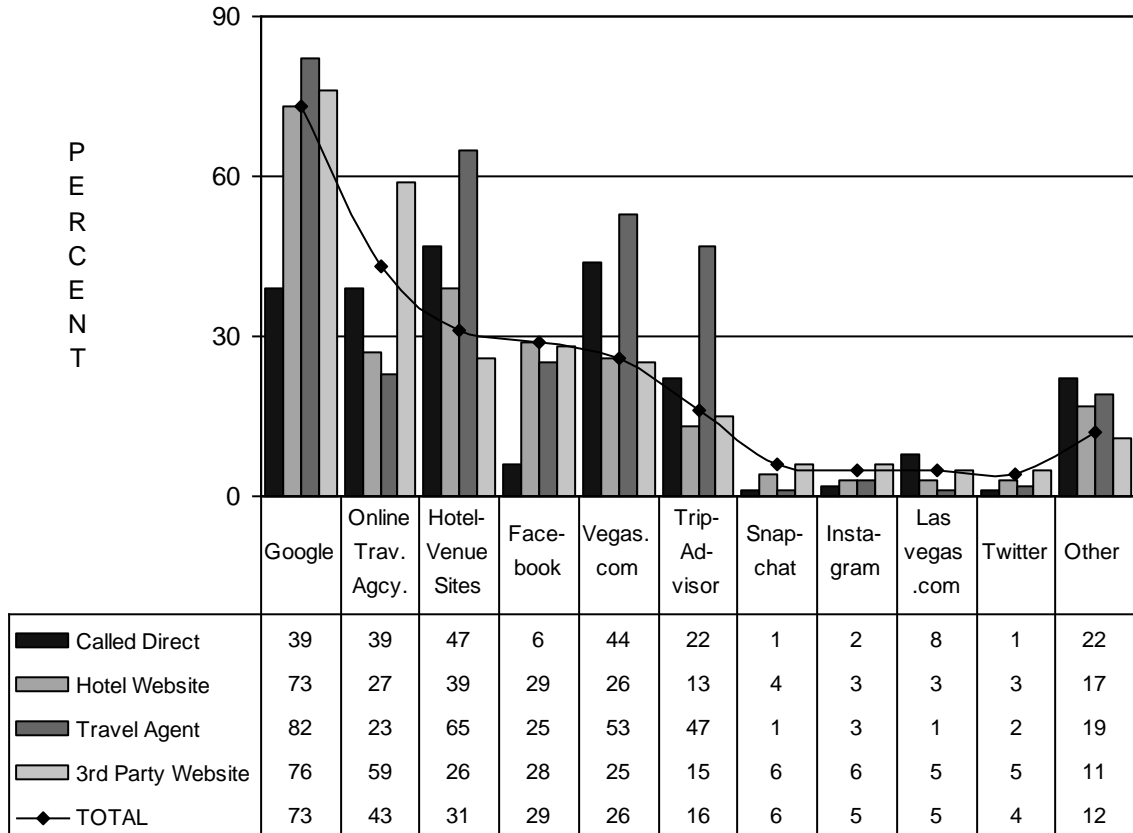
By definition all Travel Agent Bookers booked their accommodations with a travel agent.

FIGURE 18
Tools Used In Planning Trip To Las Vegas



Visitors were asked what tools they used to plan their trip to Las Vegas. Third-Party Website Bookers were more likely than Hotel Website Bookers, Travel Agent Bookers and Hotel Callers to say they used a or an app. Third-Party Website Bookers were also more likely than Hotel Website Bookers, Travel Agent Bookers and Hotel Callers, to say they relied on word of mouth or used social media. Travel Agent Bookers were more likely than the other three subgroups to say that they referred to magazines or newspapers (9%) or printed brochures or travel guides (13%) while Hotel Website Bookers were the most likely to say that they used email offers (10%). Hotel Callers (20%) were the most likely to say that they consulted with casino or hotel hosts when planning their trip.

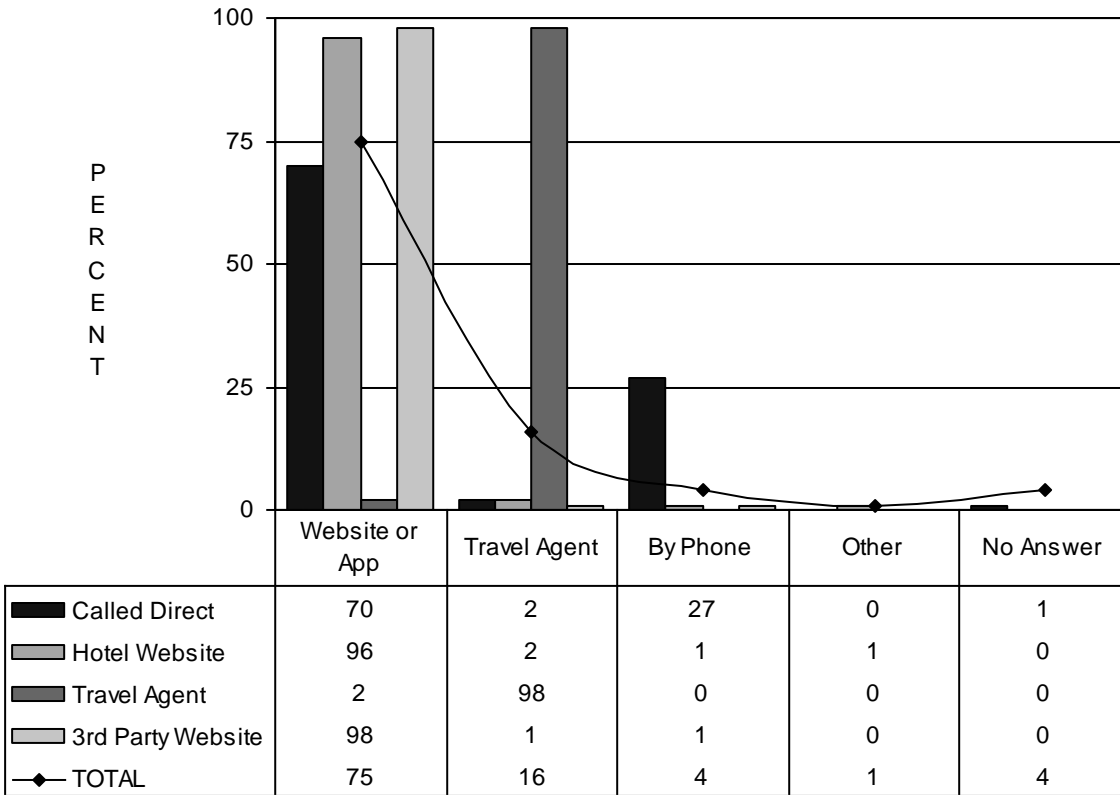
FIGURE 19
Social Media And Travel Review Apps Used In Planning Trip To Las Vegas
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)



*Multiple responses permitted
(Called Direct=143, Hotel Website=442, Travel Agent=146, 3rd Party Website=1246, TOTAL=2488)

Among those visitors who said they used websites, social media platforms, or apps to plan their trip, nearly three-quarters (73%) said they used Google, four in ten (43%) said they consulted reviews at online travel agencies, and three in ten (31%) said they consulted reviews at hotel or show venue sites. Travel Agent Bookers (82%) were more likely than Third-Party Website Bookers (76%) and Hotel Website Bookers (73%) to say they used Google. Travel Agent Bookers (65%) were more likely than Hotel Callers (47%) and Hotel Website Bookers (39%) to say they consulted reviews at hotel or show venue sites. Third-Party Website Bookers (59%) were more likely than Hotel Callers (39%), Hotel Website Bookers (27%) and Travel Agent Bookers (23%), to say they consulted reviews at online travel agencies. Hotel Website Bookers (29%), Third-Party Website Bookers (28%), Travel Agent Bookers (25%) were all more likely than Hotel Callers (6%) to say they used Facebook.

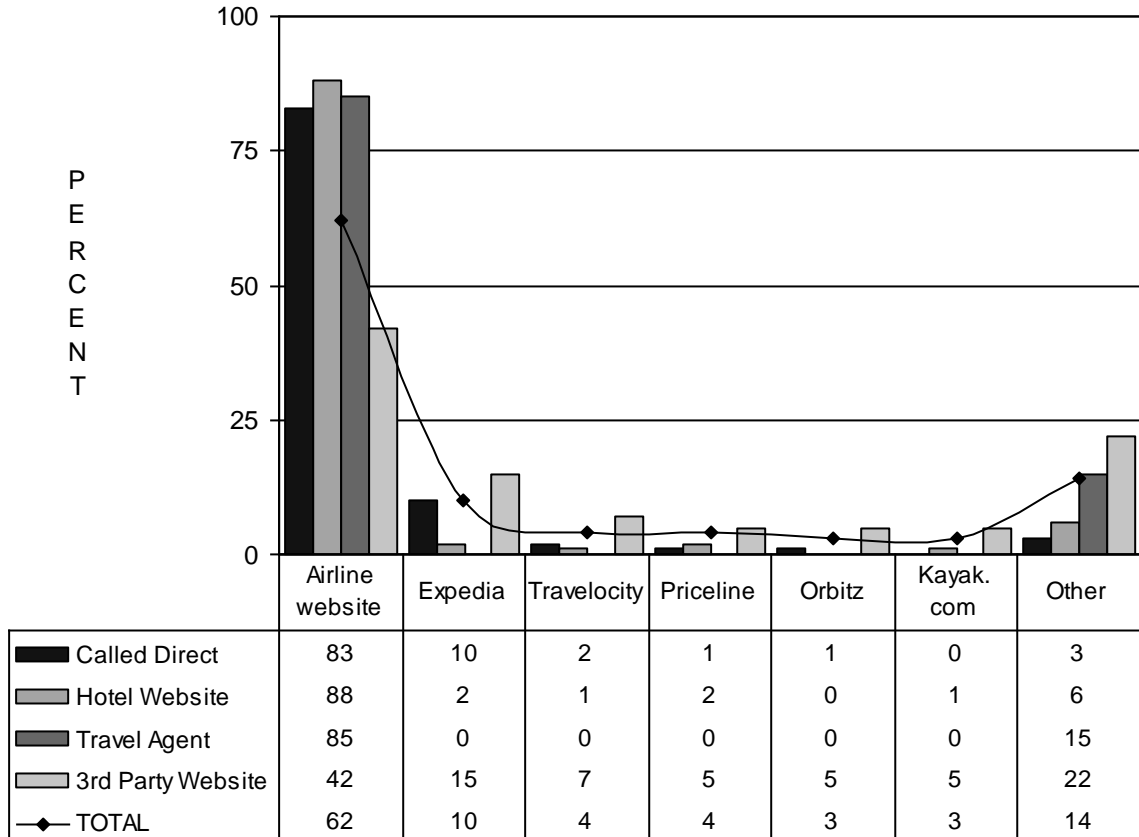
FIGURE 20
How Booked Flight To Las Vegas



(Base Sizes Called Direct=138, Hotel Website=311, Travel Agent=243, 3rd Party Website=660, TOTAL=1671)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Three-quarters (75%) said they used a website (74%) or an app (1%). Sixteen percent (16%) said they used a travel agent, and 4% said they booked their flight by phone.

FIGURE 21
Website Or App Used To Book Flight*
(Among Those Who Used A Website Or App To Book Their Flight To Las Vegas)

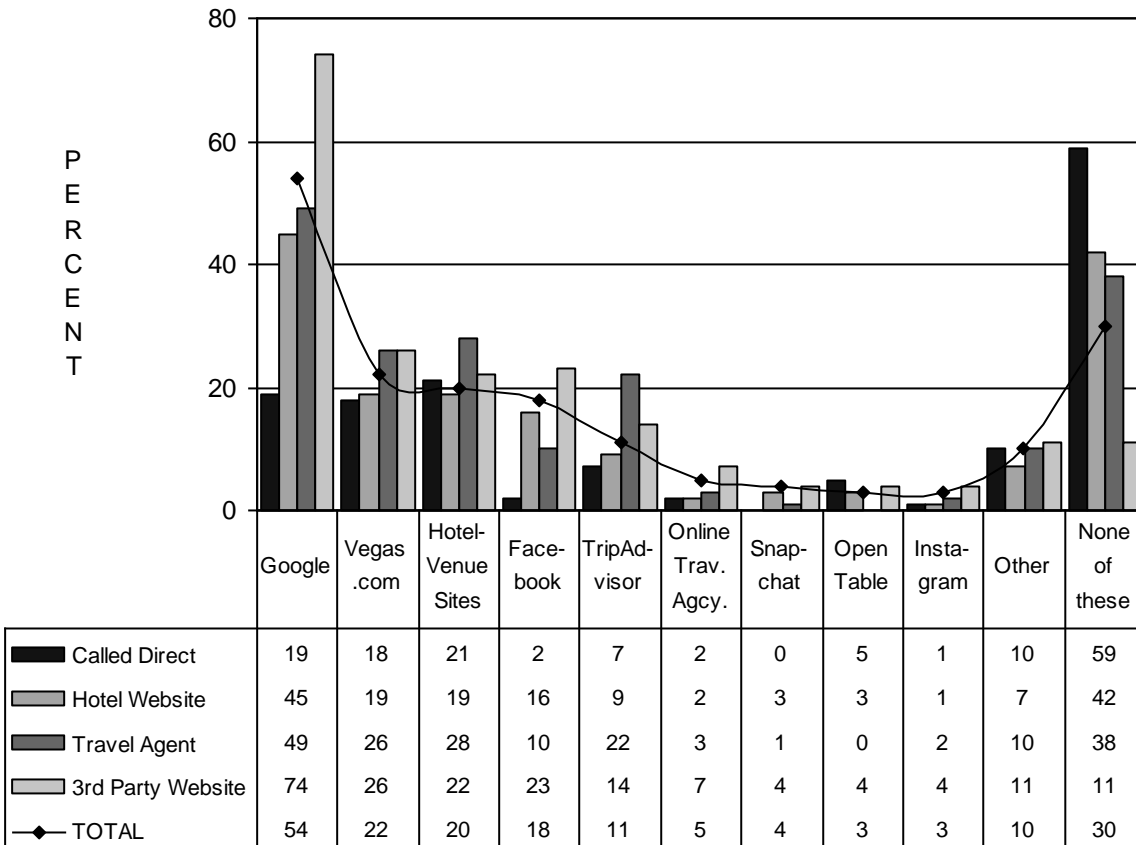


(Base Sizes Called Direct=96, Hotel Website=299, Travel Agent=6*, 3rd Party Website=648, TOTAL=1249)

Among those visitors who booked their flight to Las Vegas via the Internet, six out of 10 (62%) used an airline website. Ten percent (10%) used Expedia, while 4% each used Travelocity or Priceline. Hotel Website Bookers (88%), Travel Agent Bookers (85%), and Hotel Callers (83%) were all more likely than Third-Party Website Bookers (42%) to have used an airline website. Third-Party Website Bookers (15%) and Hotel Callers (10%) were more likely than Hotel Website Bookers (2%) to have used Expedia. Third-Party Website Bookers were more likely than any of the other subgroups to have used Travelocity (7%), Priceline, Orbitz, or Kayak (5% each).

* Note small base size for Travel Agent Bookers.

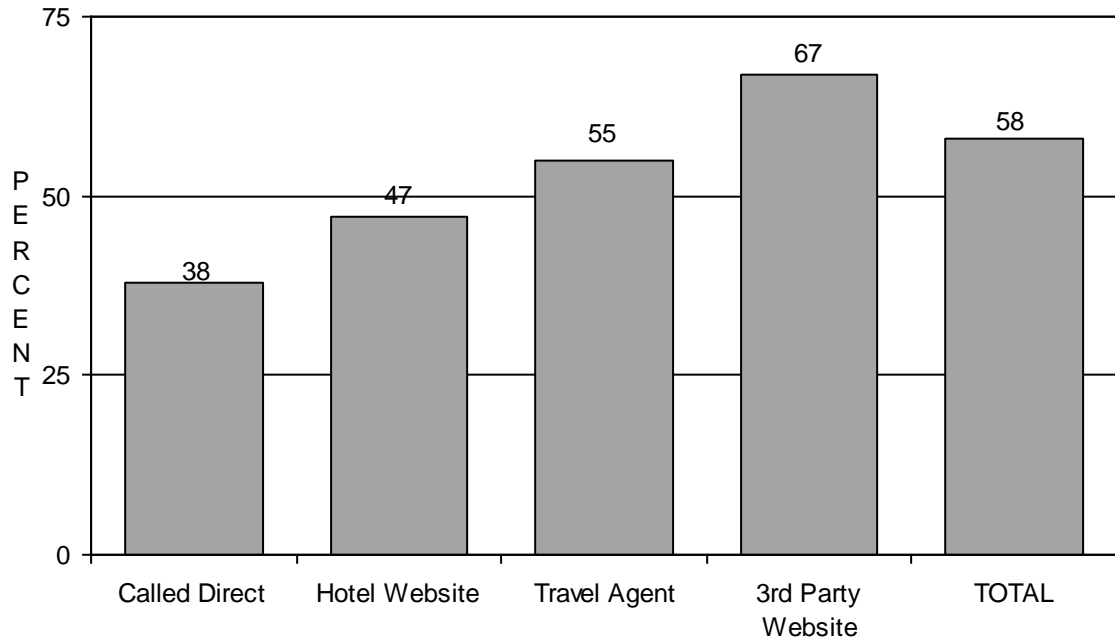
FIGURE 22
Social Media And Travel Review Apps Used During Current
Trip To Las Vegas



*Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used during their trip to Las Vegas. Over one-half (54%) mentioned Google, about one in five said they used Vegas.com (22%), hotel venue sites (20%) or Facebook (18%). Three in ten visitors (30%) said that they did not use social media apps or sites to plan their activities. Third-Party Website Bookers (74%) were more likely than Travel Agent Bookers (49%) and Hotel Website Bookers (45%) to say that they used Google. Both Third-Party Website Bookers and Travel Agent Bookers (26% each) were more likely than Hotel Website Bookers (19%) and Hotel Callers (18%) to say that they used Vegas.com. Travel Agent Bookers (28%) were more likely than Third-Party Website Bookers (22%) and Travel Agent Bookers (19%) to say they consulted reviews at hotel or show venue sites. Hotel Callers (59%) were more likely than Hotel Website Bookers (42%) or Travel Agent Bookers (38%) to say that did not use any social media apps or sites to plan their activities, while only 11% of Third-Party Bookers gave this response.

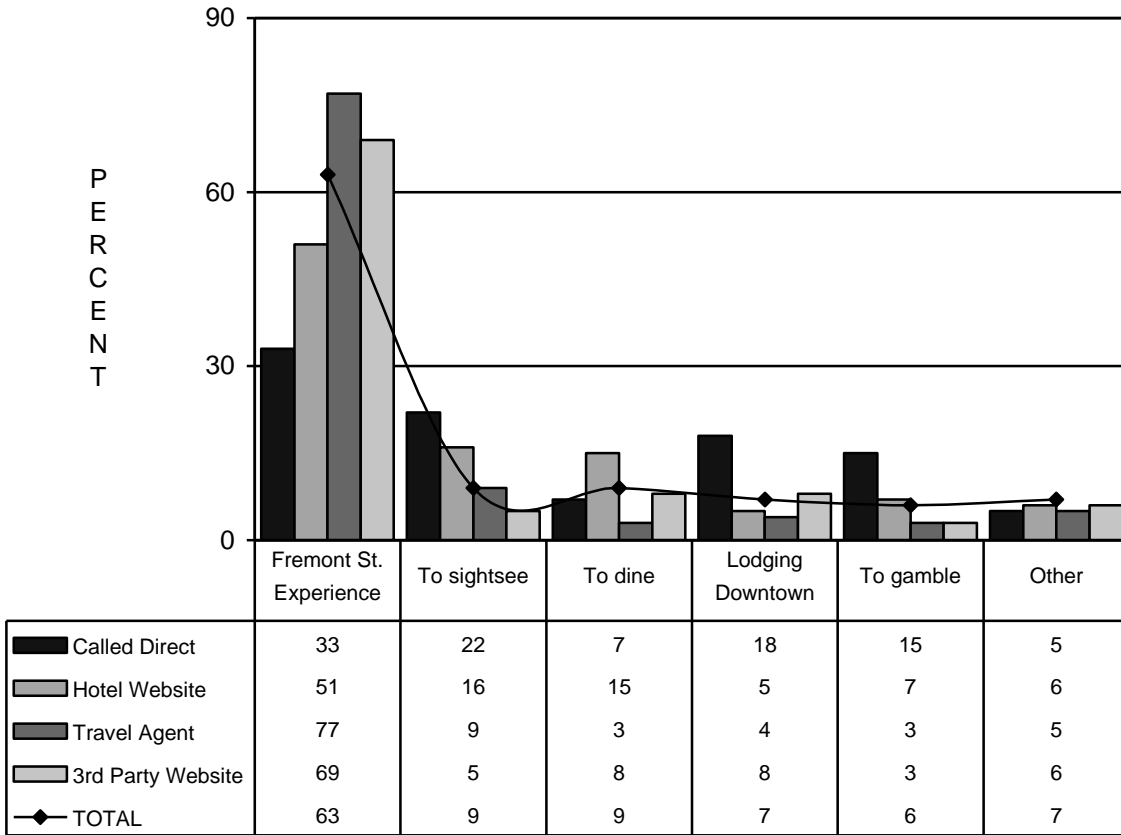
FIGURE 23
Whether Visited Downtown Las Vegas



Only "yes" responses are reported in this figure.

Nearly six in ten (58%) of all visitors said they visited Downtown Las Vegas. Third-Party Website Bookers (67%) were more likely to have visited Downtown than Travel Agent Bookers (55%) or Hotel Website Bookers (47%), while Hotel Callers (38%) were the least likely to do so.

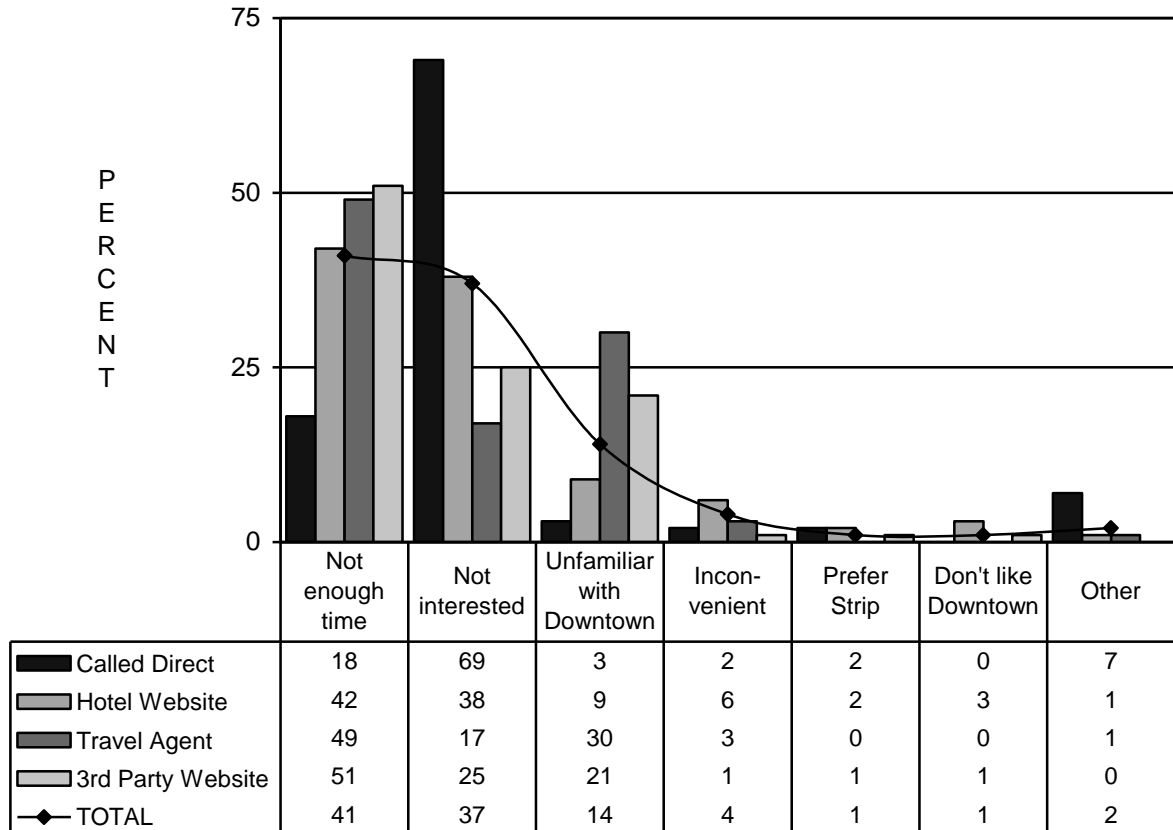
FIGURE 24
Main Reason For Visiting Downtown Las Vegas
(Among Those Who Visited Downtown)



(Base Sizes: Called Direct=146, Hotel Website=323, Travel Agent=178, 3rd Party Website=898, TOTAL=2070)

Respondents who visited Downtown were asked why they did so. Overall, more than six in ten visitors (63%) said it was to see the Fremont Street Experience. Travel Agent Bookers (77%) were more likely than Third-Party Website Bookers (69%) or Hotel Website Bookers (51%), to say they went Downtown to see the Fremont Street Experience. Hotel Callers (22%) and Hotel Website Bookers (16%) were more likely than Travel Agent Bookers (9%) and Third-Party Website Bookers (5%) to say they went Downtown to sightsee. Hotel Website Bookers (15%) were more likely than the other three subgroups to say they were dining Downtown. Hotel Callers were the most likely to say that they were lodging (18%) or gambling (15%) Downtown.

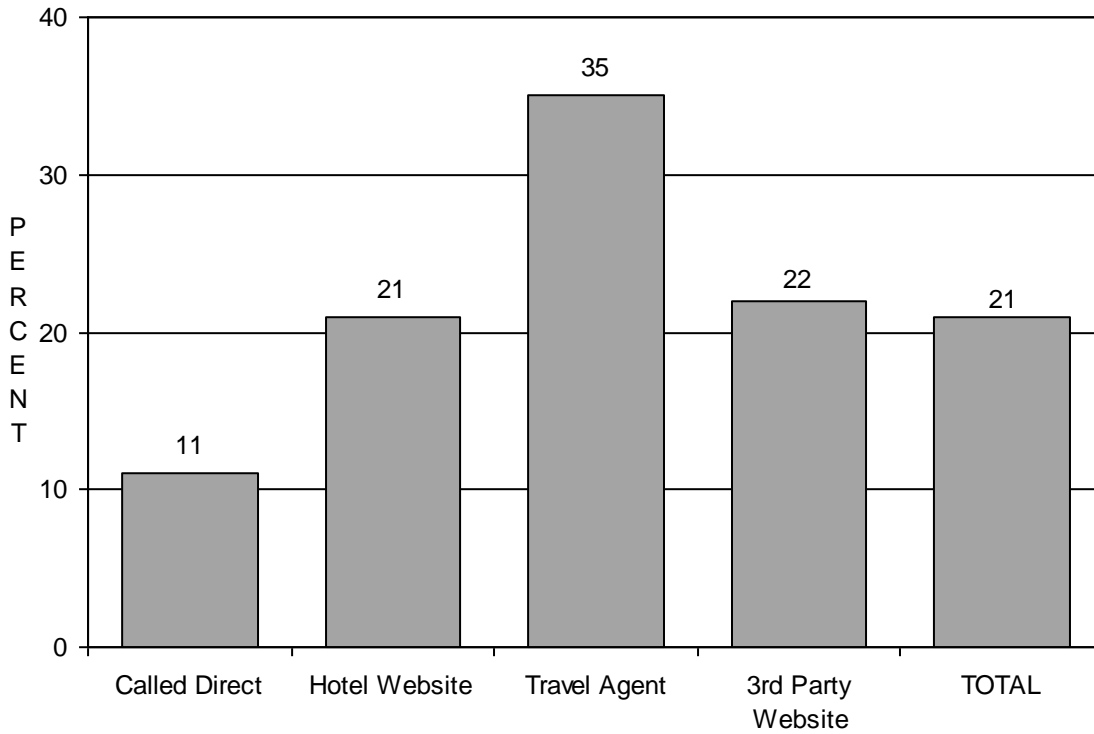
FIGURE 25
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Called Direct=235, Hotel Website=358, Travel Agent=146, 3rd Party Website=450, TOTAL=1528)

Respondents who did not visit Downtown were asked why they did not. Third-Party Website Bookers (51%) and Travel Agent Bookers (49%) were more likely than Hotel Website Bookers (42%) and Hotel Callers (18%) to say that they didn't have enough time. Hotel Callers (69%) were more likely than Hotel Website Bookers (38%) and Third-Party Website Bookers (25%), to say that they had no interest in visiting Downtown. Travel Agent Bookers (30%) were more likely than Third-Party Website Bookers (21%) and Hotel Website Bookers (9%), to say that they were unfamiliar with the Downtown area. Hotel Website Bookers (6%) were more likely than Third-Party Website Bookers (1%) to say that the Downtown area was inconvenient or out of the way.

FIGURE 26
Visits To Nearby Places*

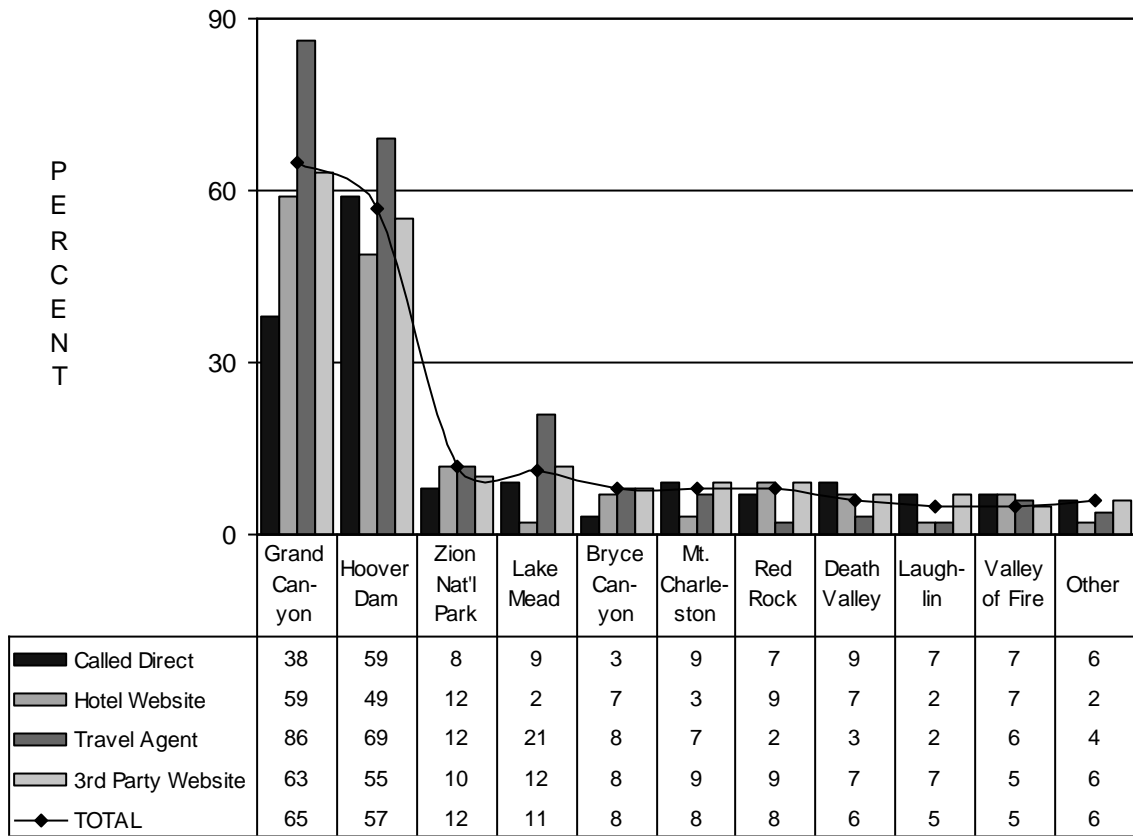


Only "yes" responses are reported in this figure.

One-fifth (21%) of all visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. Travel Agent Bookers (35%) were more likely to give this response than Third-Party Website Bookers (22%) and Hotel Website Bookers (21%) and Hotel Callers (11%).

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 27
Other Nearby Places Visited*
(Among Those Who Visited Or Planned To Visit Other Places)



*Multiple responses permitted.
(Base Sizes Called Direct=70, Hotel Website=112, Travel Agent=134, 3rd Party Website=271, TOTAL=746)

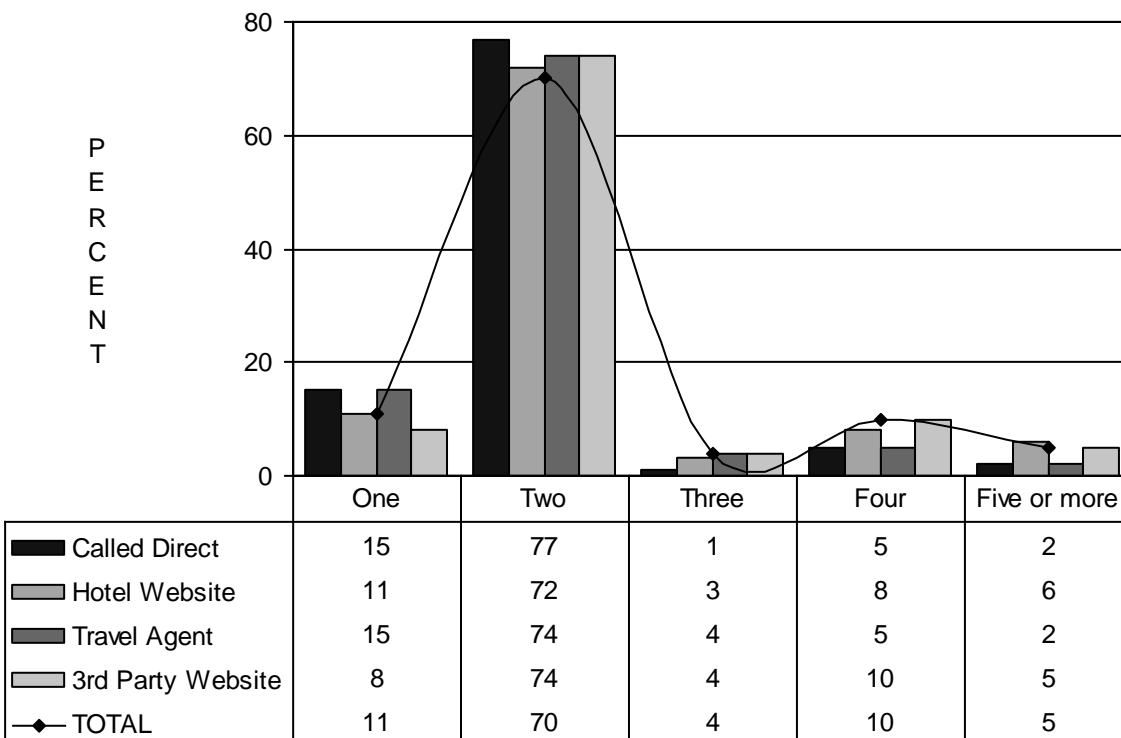
The Grand Canyon (65%) and the Hoover Dam (57%) were by far the two most popular nearby destinations visited. Travel Agent Bookers were the most likely to have visited the Grand Canyon (86%) or Lake Mead (21%). They were also more likely than Third-Party Website Bookers or Hotel Website Bookers to have visited the Hoover Dam (69% vs. 55% and 49%). Third-Party Website Bookers were more likely than Hotel Website Bookers to have visited Mt. Charleston (9% vs. 3%) or Laughlin (7% vs. 2%). They were also more likely than Travel Agent Bookers to have visited Red Rock (9% vs. 2%) or Death Valley (7% vs. 3%).

* These results are from 2016. This question is asked every other year and was not asked in 2017.

TRIP CHARACTERISTICS AND EXPENDITURES

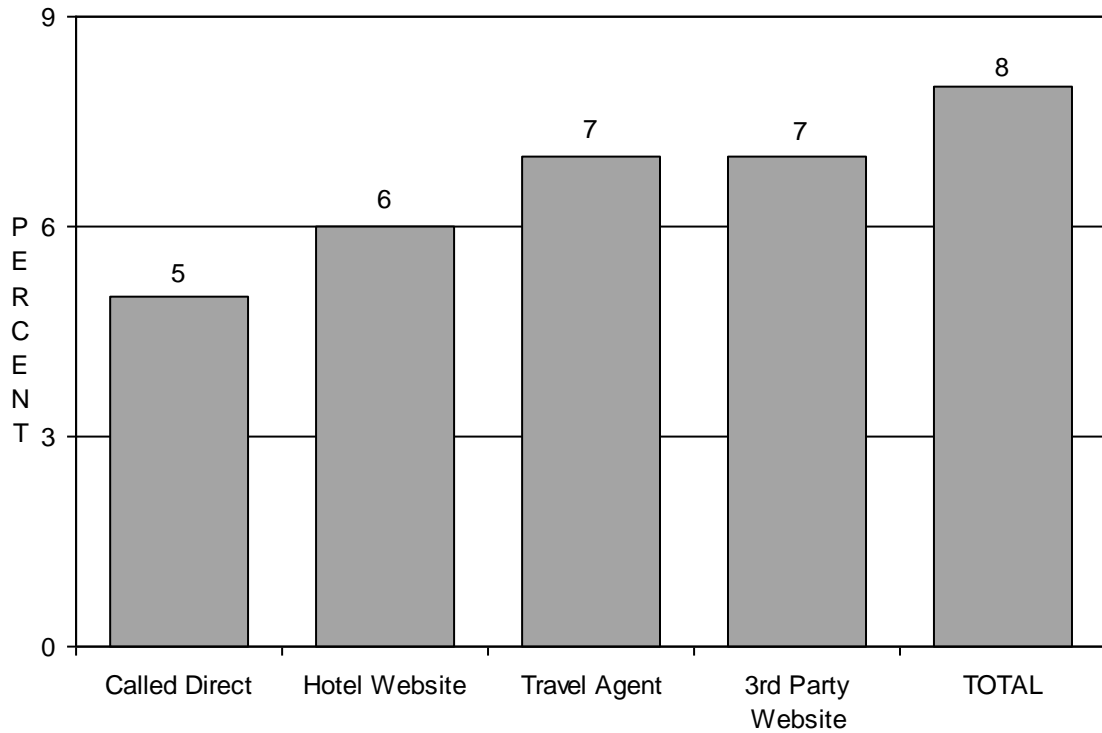
Seven in ten visitors (70%) traveled to Las Vegas in parties of two. The average party size among all visitors was 2.3 adults. The average party sizes for Hotel Website Bookers (2.4 adults) and Third-Party Website Bookers (2.3 adults) were higher than those for Hotel Callers and Travel Agent Bookers (2.1 adults each). Third-Party Website Bookers (10%) were more likely than Hotel Callers and Travel Agent Bookers (5% each) to say they were travelling in a party of four. Both Hotel Website Bookers (6%) and Third-Party Website Bookers (5%) were more likely than Hotel Callers and Travel Agent Bookers (2% each) to say they were in a party of five or more. Hotel Callers and Travel Agent Bookers (15% each) were more likely than Third-Party Website Bookers (8%) to say they were travelling alone.

FIGURE 28
Adults In Immediate Party



(Means Called Direct=2.1, Hotel Website=2.4, Travel Agent=2.1, 3rd Party Website =2.3, TOTAL=2.3)

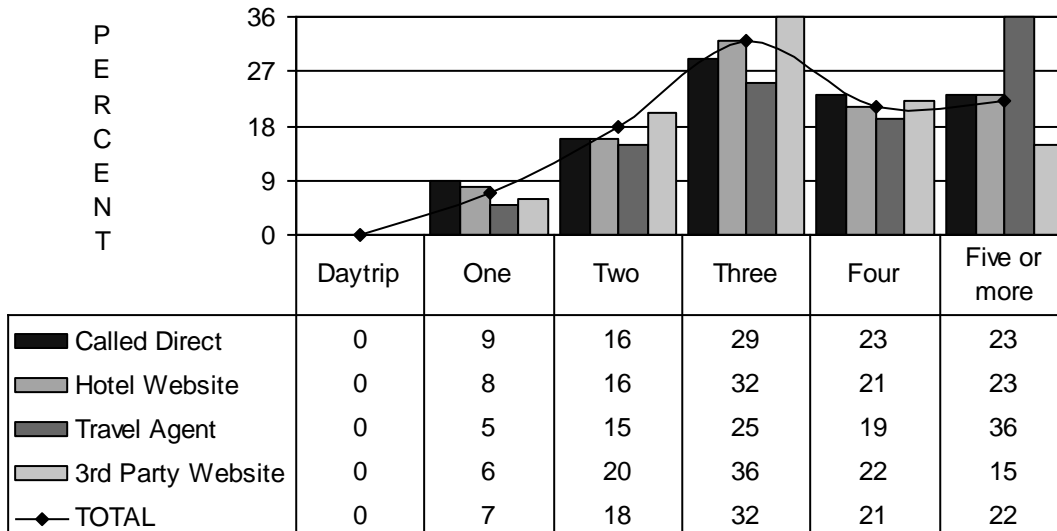
FIGURE 29
Persons In Immediate Party Under Age 21
(Among All Visitors)



Only "yes" responses are reported in this figure.

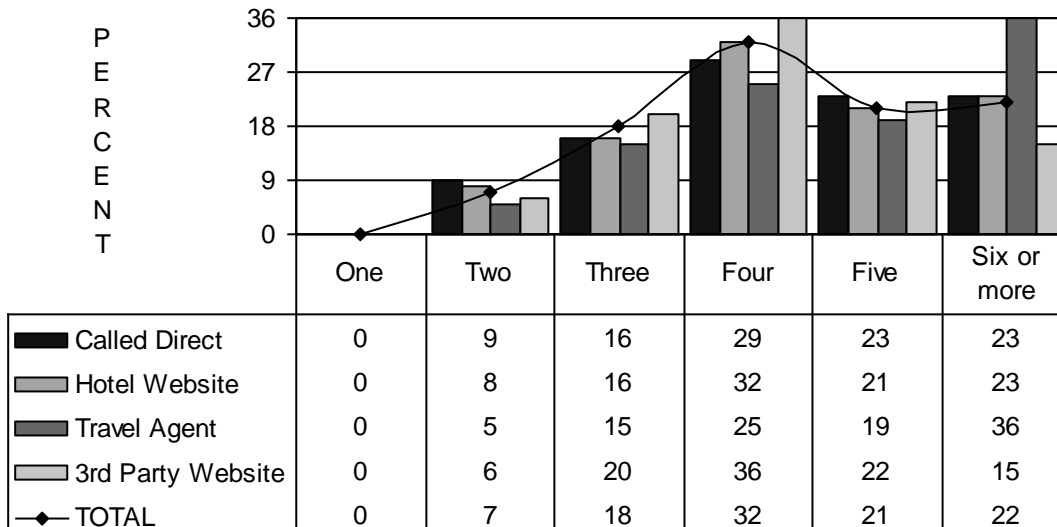
Eight percent (8%) of all visitors said they were traveling with people under the age of 21 in their parties. There were no significant differences between the four subgroups on this measure.

FIGURE 30
Nights Stayed



(Means Called Direct=3.5, Hotel Website=3.4, Travel Agent=4.0, 3rd Party Website =3.3; TOTAL=3.5)

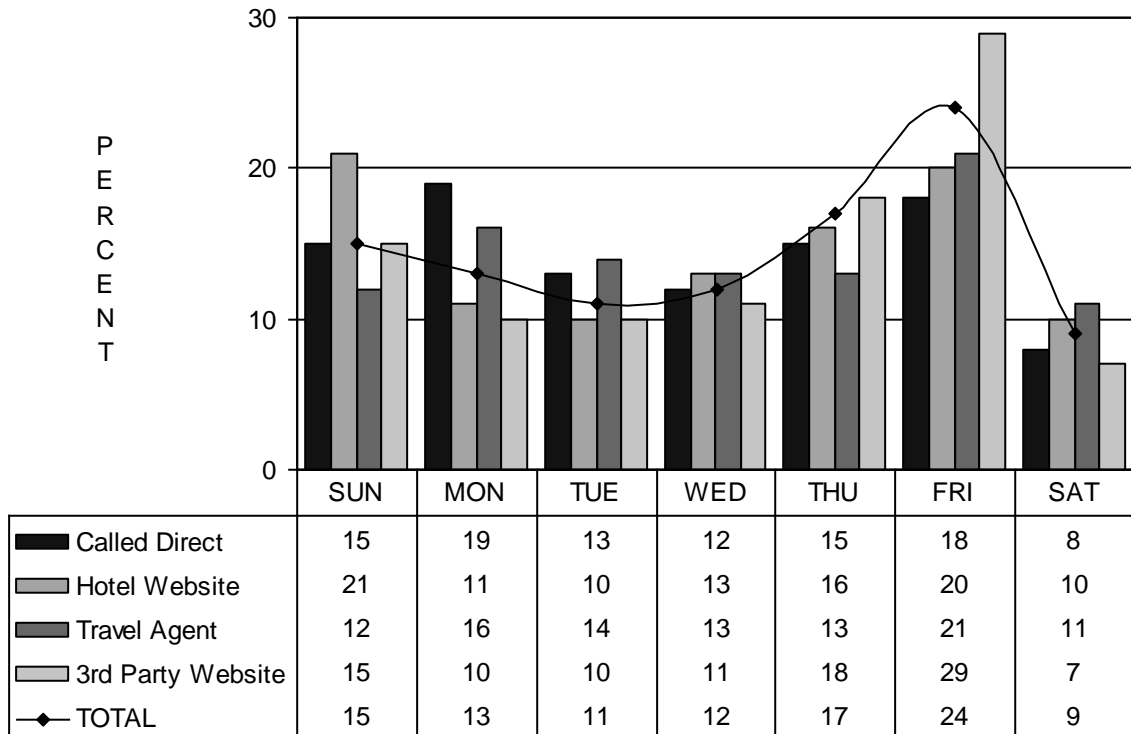
FIGURE 31
Days Stayed



(Means: Called Direct=4.5, Hotel Website=4.4, Travel Agent=5.0, 3rd Party Website =4.3; TOTAL=4.5)

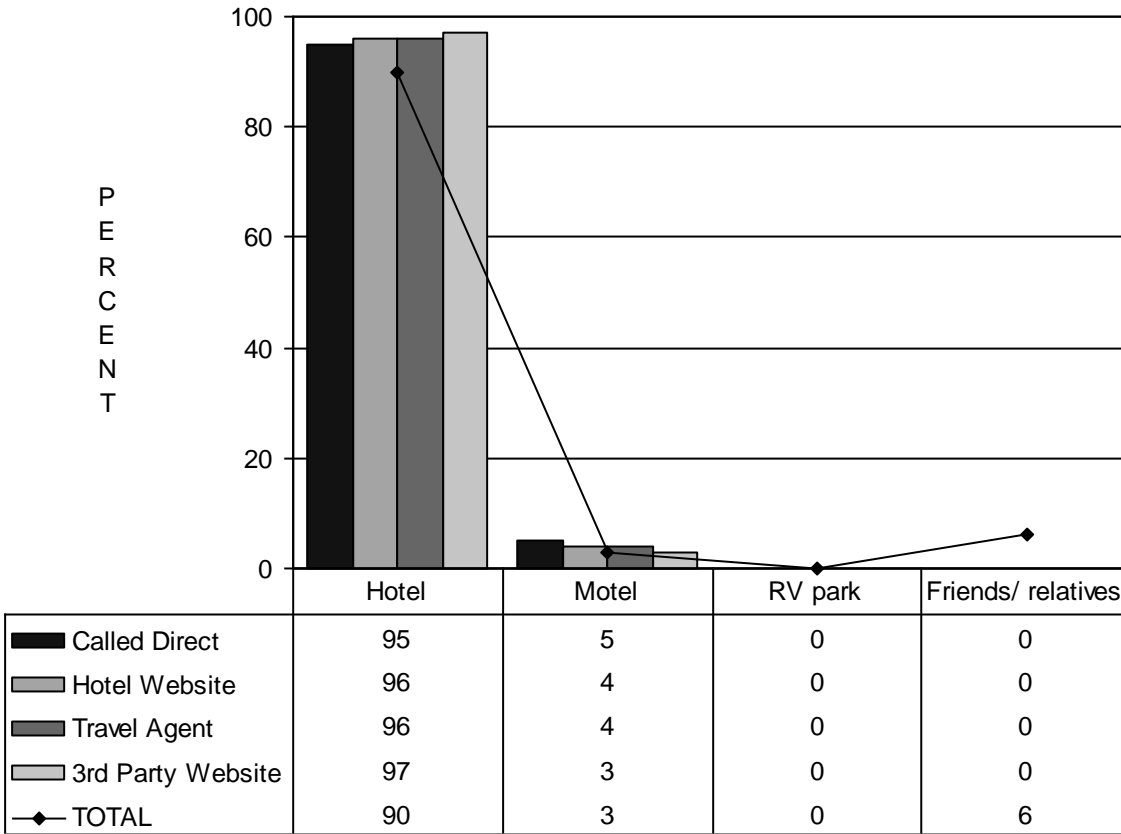
Visitors stayed in Las Vegas an average of 3.5 nights and 4.5 days. On average, Travel Agent Bookers (4.0 nights and 5.0 days) stayed the longest in Las Vegas, while Hotel Callers (3.5 nights and 4.5 days) and Hotel Website Bookers (3.4 nights and 4.4 days) also stayed longer than Third-Party Website Bookers (3.3 nights and 4.3 days).

FIGURE 32
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Hotel Website Bookers (21%) were the most likely to arrive on a Sunday with Hotel Callers (19%) and Travel Agent Bookers (16%) to arrive on a Monday. Third-Party Website Bookers (18%) were more likely than Travel Agent Bookers (13%) to arrive on a Thursday. Third-Party Website Bookers (29%) were the most likely to arrive on a Friday.

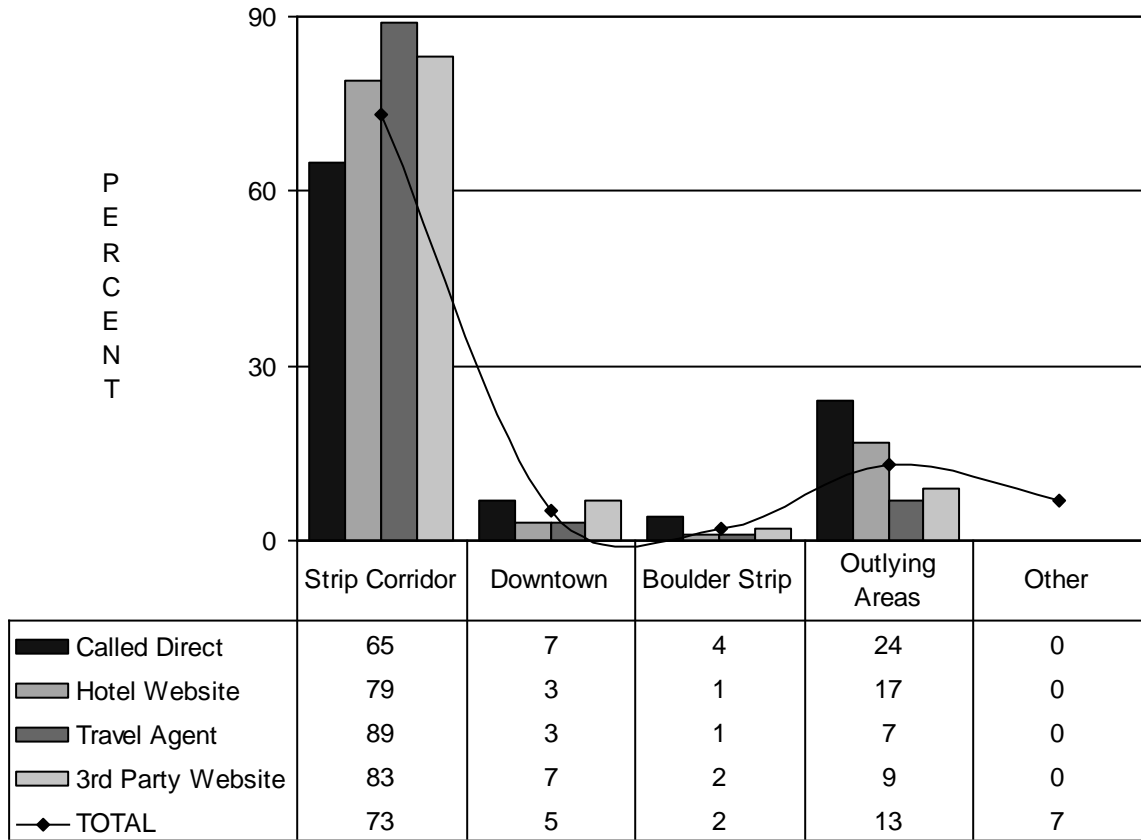
FIGURE 33
Type Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3596)

Among the vast majority of visitors who stayed overnight in Las Vegas, nine in ten (90%) lodged in a hotel, 3% lodged in a motel, and 6% stayed with friends or relatives. There were no significant differences among the four subgroups on this measure.

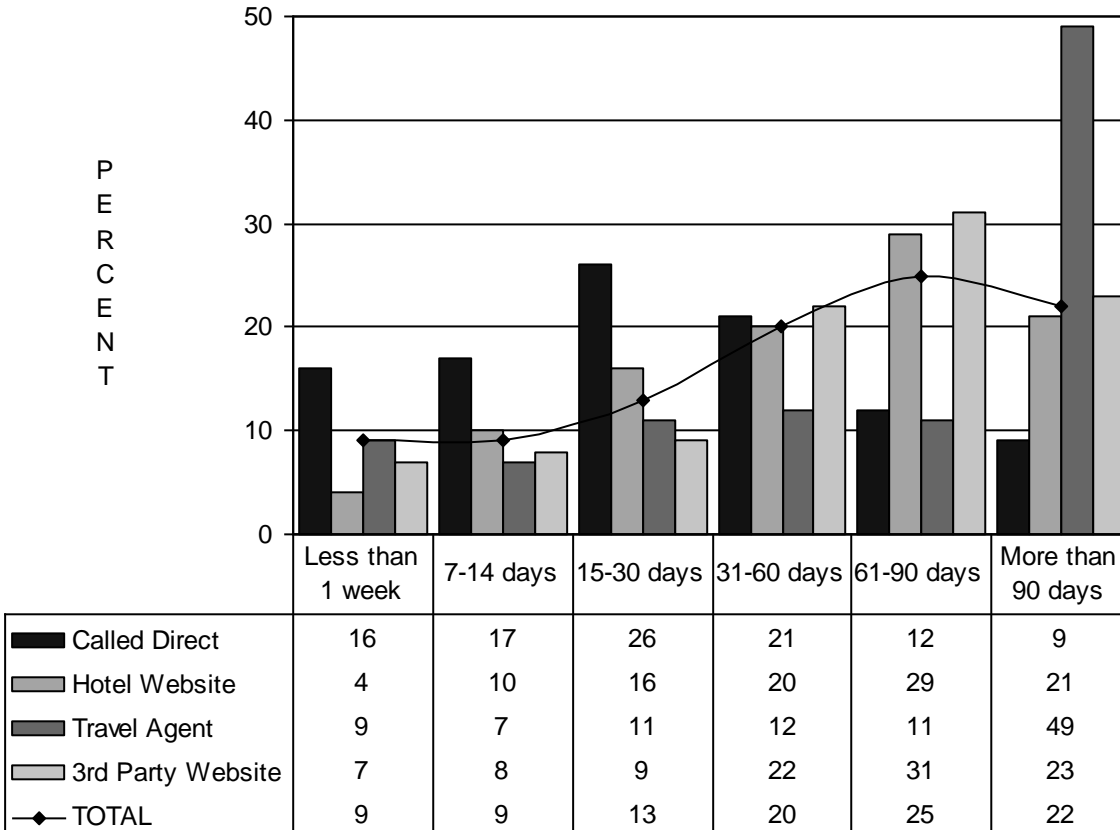
FIGURE 34
Location Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3596)

In terms of lodging location, nearly three-quarters (73%) of visitors stayed on the Strip Corridor. Travel Agent Bookers (89%) were more likely than Third-Party Website Bookers (83%) and Hotel Website Bookers (79%) to have stayed on the Strip Corridor while Hotel Callers (65%) were the least likely. Both Third-Party Website Bookers and Hotel Callers (7% each) were more likely than Travel Agent Bookers and Hotel Website Bookers (3% each) to have stayed Downtown. Hotel Callers (24%) were more likely than Hotel Website Bookers (17%), Third-Party Website Bookers (9%) and Travel Agent Bookers (7%), to have stayed in outlying areas.

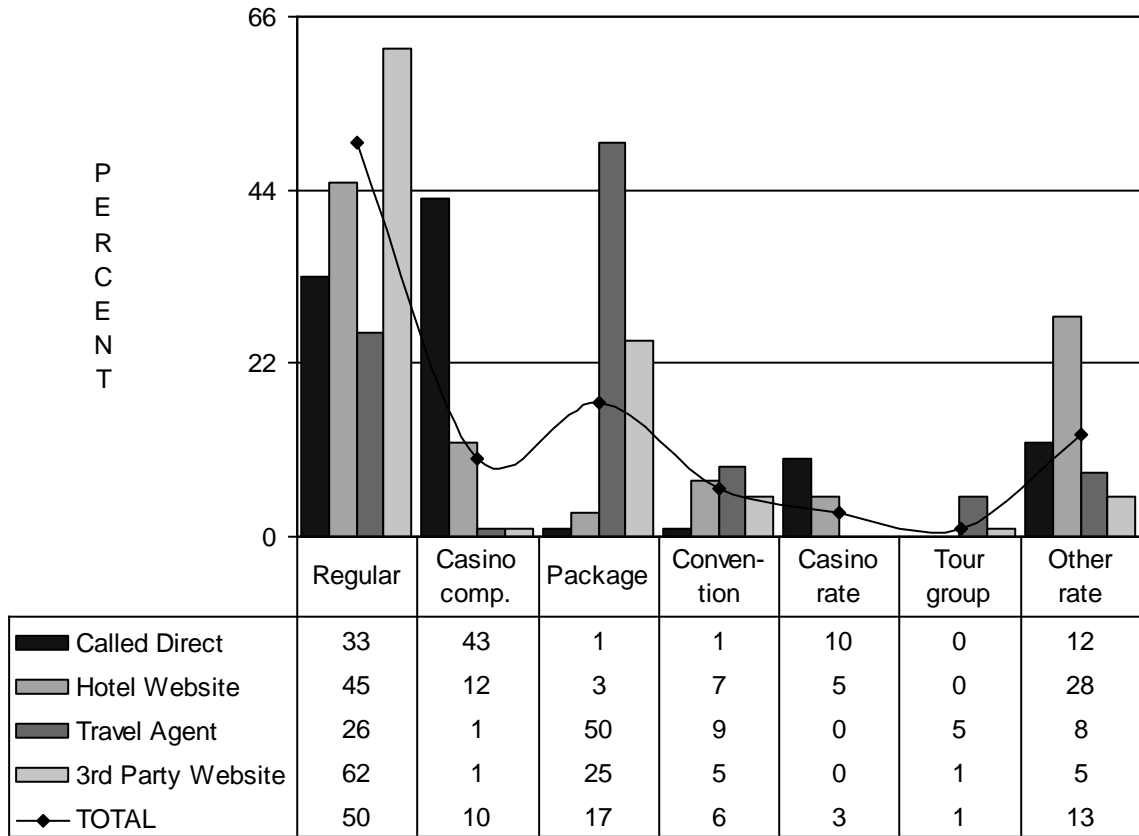
FIGURE 35
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3284)

Visitors were asked how far in advance they had booked their accommodations. Hotel Callers (43%) were more likely than Hotel Website Bookers (26%), Travel Agent Bookers (18%) and Third-Party Website Bookers (17%) to say that they booked their accommodations between one week and one month in advance. Hotel Callers (16%) were more likely than Travel Agent Bookers (9%) and Third-Party Website Bookers (7%) and Hotel Website Bookers (4%), to say they booked their accommodations less than one week in advance. Third-Party Website Bookers (76%) were more likely than Travel Agent Bookers (72%), Hotel Website Bookers (70%) and Hotel Callers (42%), to say they booked their accommodations one month or more in advance.

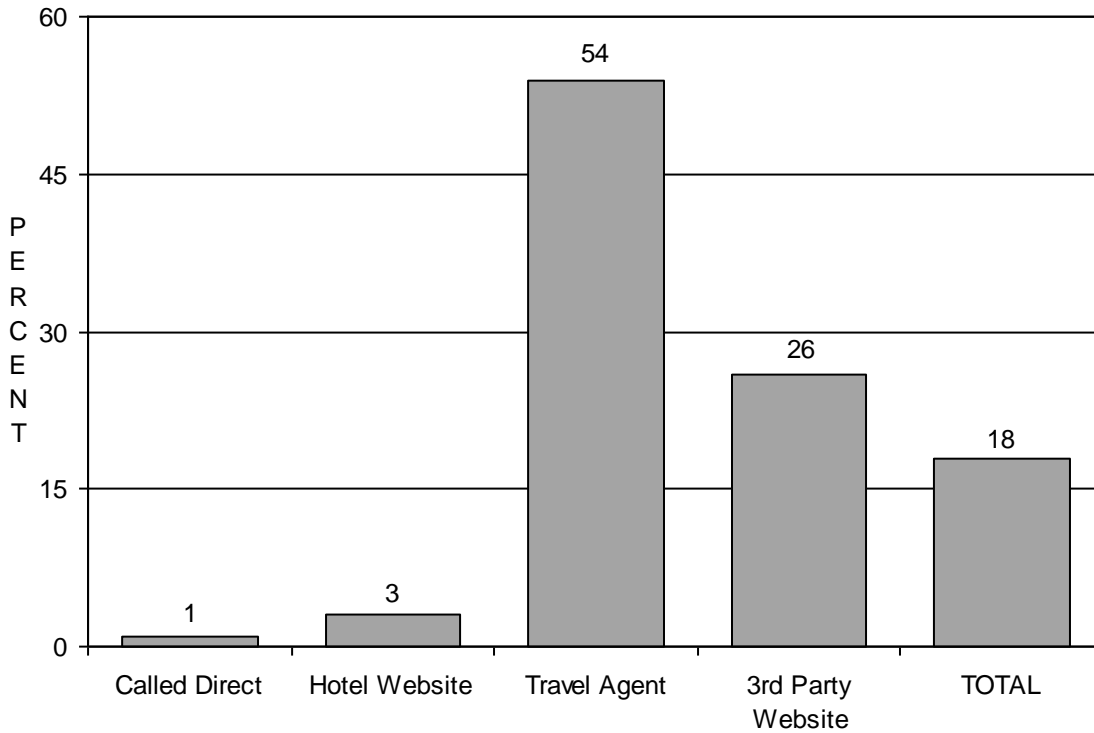
FIGURE 36
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3290)

Looking at the type of room rates received by hotel/motel lodgers, Third-Party Website Bookers (62%) were more likely than Hotel Website Bookers (45%), Hotel Callers (33%) and Travel Agent Bookers (26%), to have received a regular room rate. Hotel Callers were more likely than Hotel Website Bookers, Travel Agent Bookers and Third-Party Website Bookers, to have received a casino complimentary rate or a standard casino rate. Travel Agent Bookers (50%) were more likely than Third-Party Website Bookers (25%), Hotel Website Bookers (3%) and Hotel Callers (1%), to have received a package rate. Travel Agent Bookers (9%) were also more likely than Third-Party Website Bookers (5%) to have received a convention rate. Hotel Website Bookers (7%) were also more likely than Hotel Callers (1%) to have received this rate. Hotel Website Bookers (28%) were more likely than Hotel Callers (12%), Travel Agent Bookers (8%), and Third-Party Website Bookers (5%) to have received some other kind of rate.

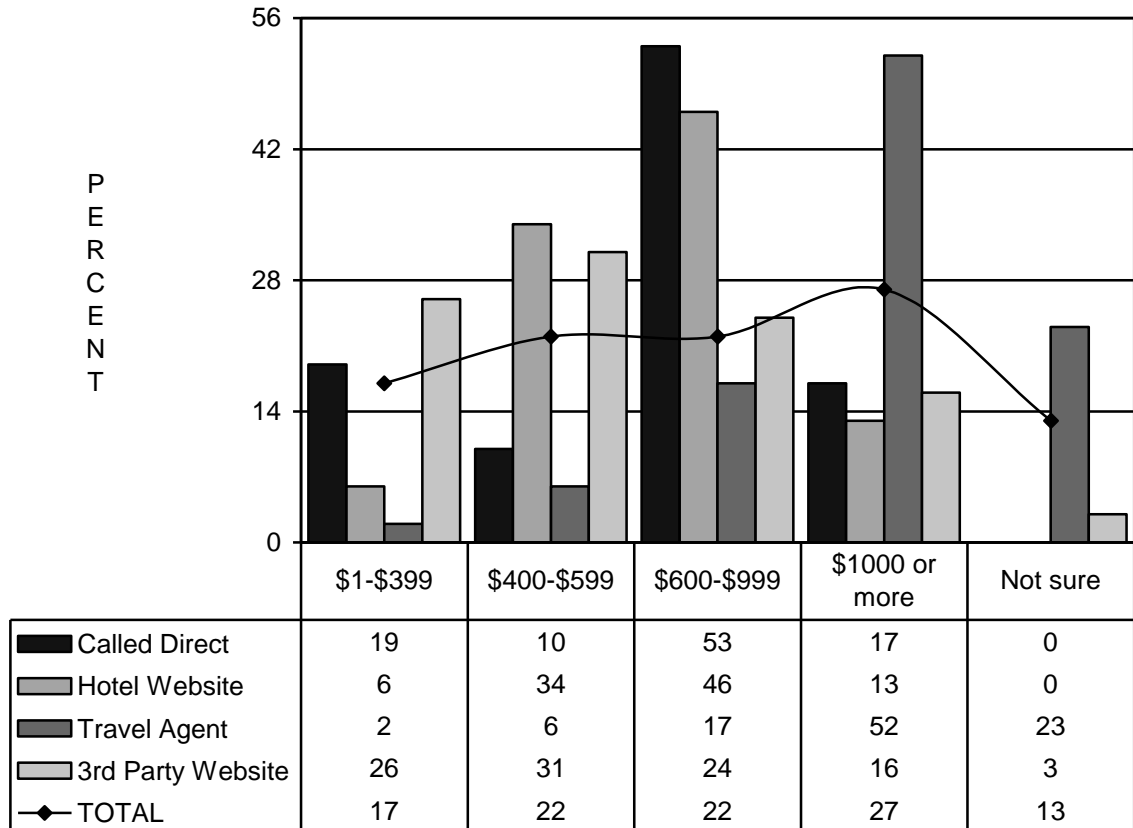
FIGURE 37
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3290)

Travel Agent Bookers (54%) were more likely than Third-Party Website Bookers (26%) to be visiting Las Vegas as part of a tour group or package deal, while Hotel Website Bookers (3%) and Hotel Callers (1%) were less likely to receive a package or tour group rate.

FIGURE 38
Cost Of Package Per Person*
(Among Those Who Bought A Package)

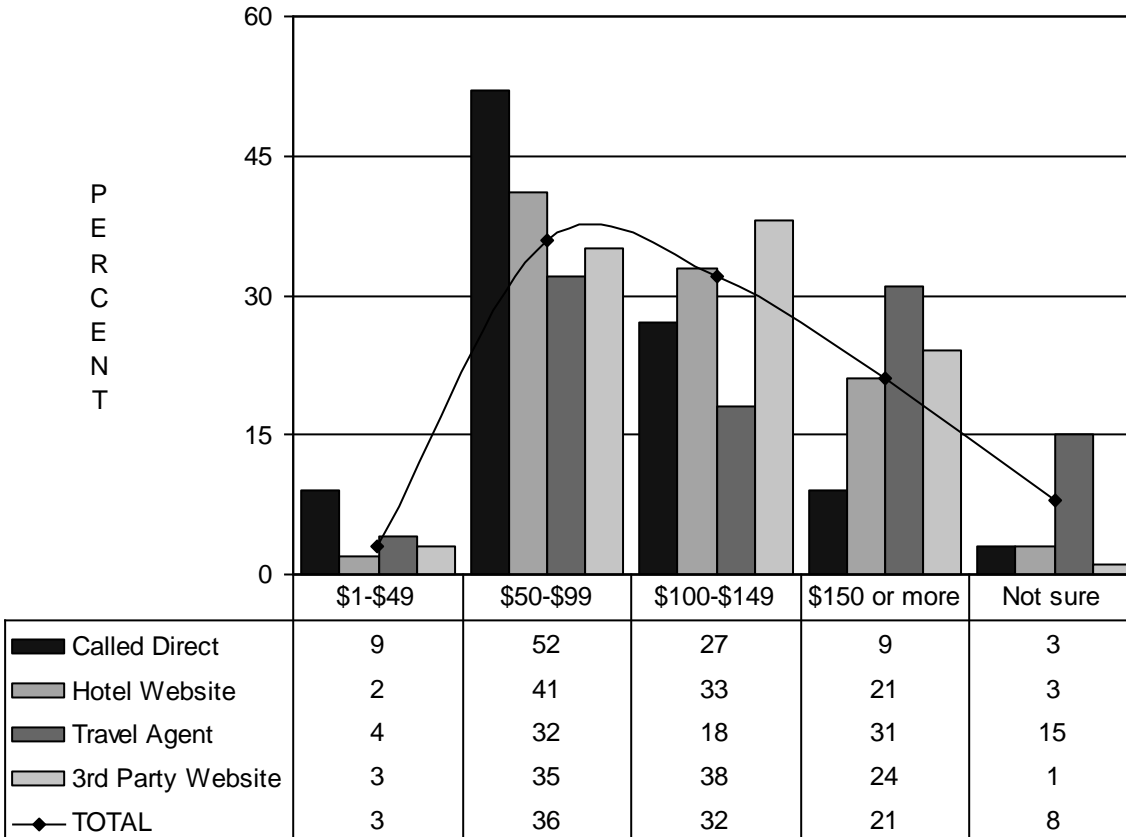


(Base Sizes: Called Direct=5*, Hotel Website=21*, Travel Agent=177, 3rd Party Website=353, TOTAL=586)
(Mean: Called Direct=\$637.07, Hotel Website=\$751.05, Travel Agent=\$1,386.74, 3rd Party Website=\$652.91, TOTAL=\$858.52)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. Overall, the average cost of a package was \$857.52. Travel Agent Bookers (\$1,386.74) paid more for their package than Hotel Website Bookers (\$751.05), Third-Party Website Bookers (\$652.91), or Hotel Callers (\$637.07).

* Note the extremely small base size for Hotel Callers and Hotel Website Bookers.

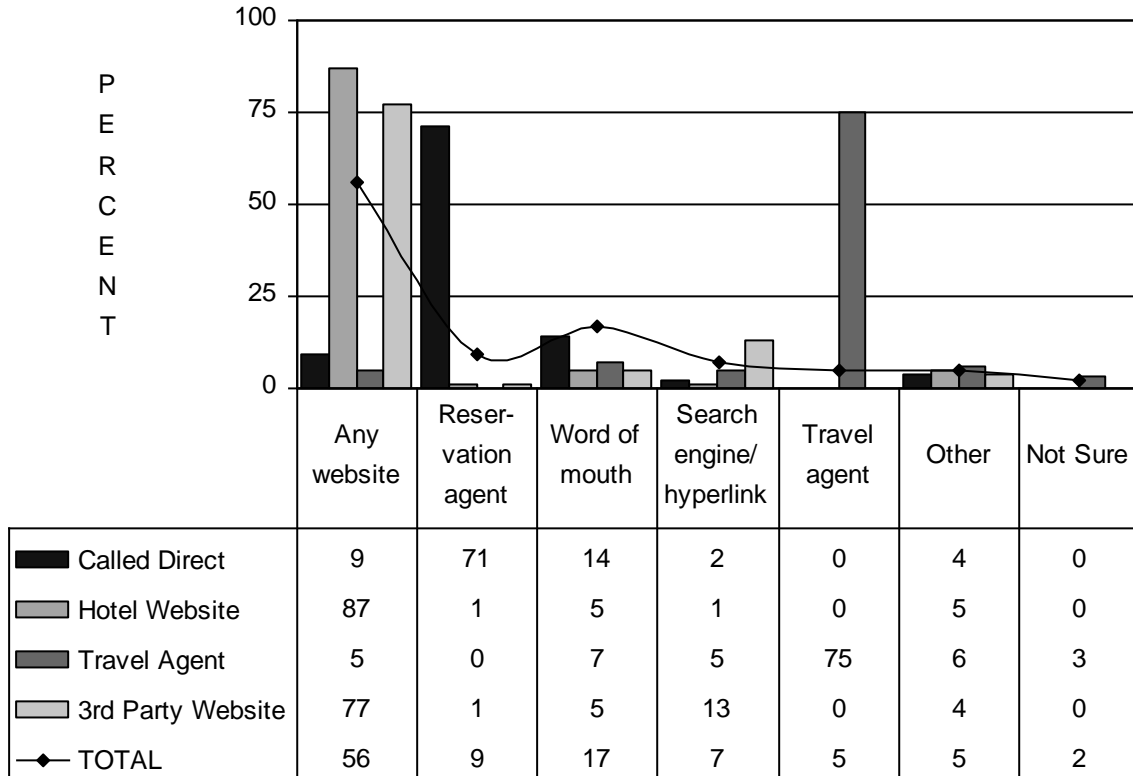
FIGURE 39
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes Called Direct=211, Hotel Website=577, Travel Agent=143, 3rd Party Website=981, TOTAL=2376)
(Means: Called Direct=\$89.61, Hotel Website=\$113.06, Travel Agent=\$124.23, 3rd Party Website=\$118.45, TOTAL=\$114.85)

We looked at lodging expenditures among visitors whose room was *not* part of a travel package and who were not comped for their stay. Overall, the average cost for lodging was \$114.85. Travel Agent Bookers (\$124.23), Third-Party Website Bookers (\$118.45), and Hotel Website Bookers (\$113.06) all paid more for their lodging than Hotel Callers (\$89.61).

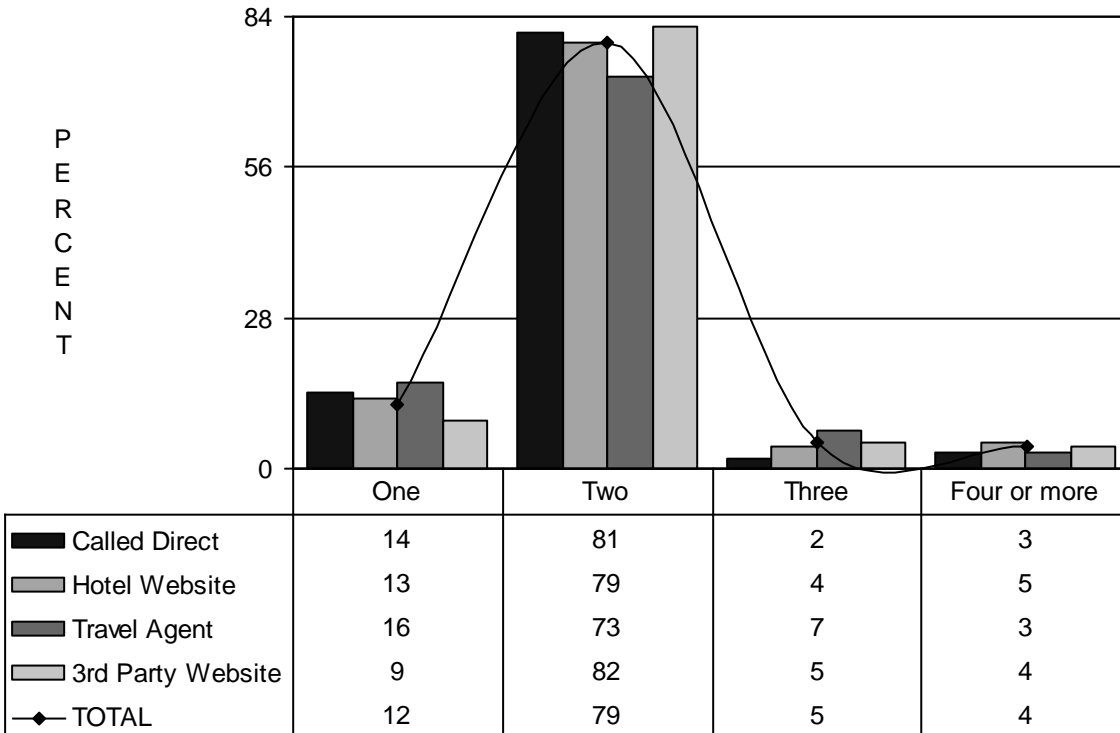
FIGURE 40
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes Called Direct=211, Hotel Website=577, Travel Agent=143, 3rd Party Website=981, TOTAL=2376)

Non-package purchasers who were not comped for their stay were asked how they first found out about the room rate they paid. A website (56%) was the most common answer, followed by word-of-mouth (17%) and a reservation agent (9%). Hotel Website Bookers (87%) were more likely than Third-Party Website Bookers (77%), Hotel Callers (9%) and Travel Agent Bookers (5%), to say they heard about their room rate from a website. Hotel Callers were the most likely to say they found about their rate from a reservation agent (71%) or through word of mouth (14%). Third-Party Website Bookers (13%) were the most likely to say that they heard about their rate through a search engine result or hyperlink.

FIGURE 41
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)

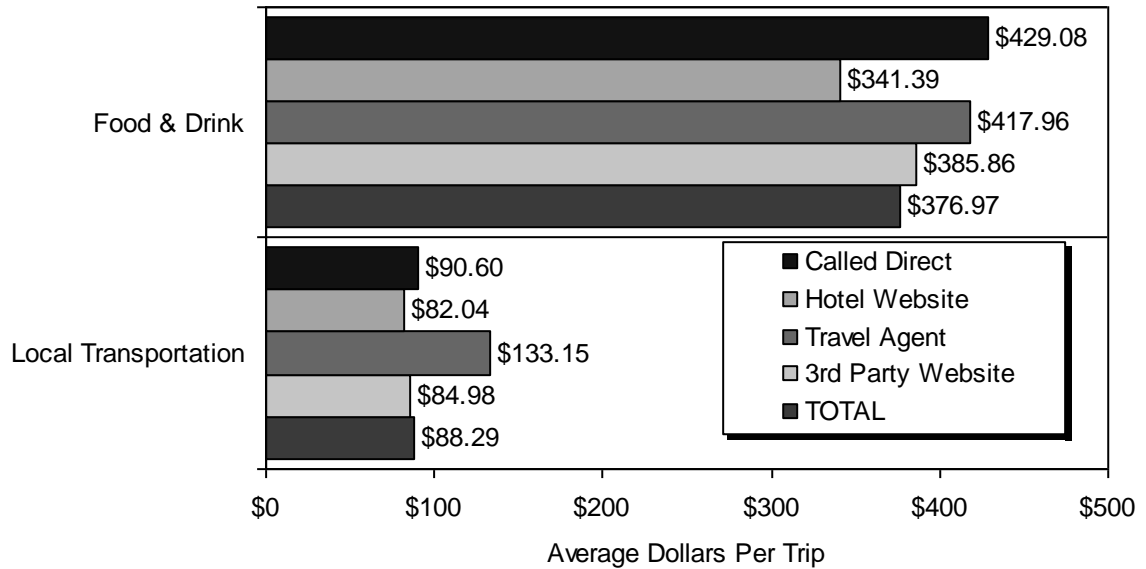


(Base Sizes Called Direct=381, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3363)
(Means: Called Direct=2.0, Hotel Website=2.0, Travel Agent=2.0, 3rd Party Website =2.1, TOTAL=2.0)

The majority of visitors who stayed overnight in a hotel or motel (79%) said two people stayed in their room. Third-Party Website Bookers (82%) and Hotel Callers (81%) were both more likely than Travel Agent Bookers (73%) to say that two people lodged in their room. Travel Agent Bookers (16%), Hotel Callers (14%), and Hotel Website bookers (13%) were all more likely than Third-Party Website Bookers (9%) to say that they were rooming alone. Travel Agent Bookers (7%) were more likely than Hotel Website Bookers (4%) and Hotel Callers (2%) to say that three people were staying in their room. Third-Party Website Bookers (5%) were also more likely than Hotel Callers to give this response.

The average number of room occupants among all lodgers was 2.0. The average number of room occupants among Third-Party Website Bookers (2.1) was higher than among Hotel Callers and Travel Agent Bookers (2.0 each).

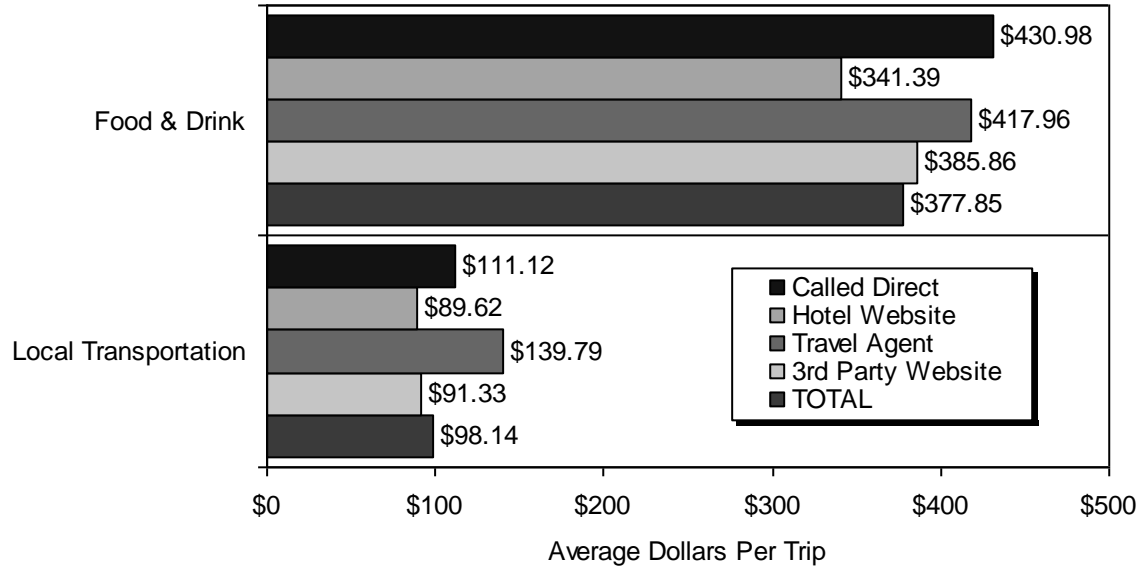
FIGURE 42
 Average Trip Expenditures On Food & Drink —
 And On Local Transportation
 (Including Visitors Who Spent Nothing In That Category)



On average, Hotel Callers (\$429.08) and Travel Agent Bookers (\$417.96) spent more on food and drink than Third-Party Website Bookers (\$385.86) and Hotel Website Bookers (\$341.39).

Travel Agent Bookers (\$133.15) also spent more on local transportation than Hotel Callers (\$90.60), Third-Party Website Bookers (\$84.98), and Hotel Website Bookers (\$82.04).

FIGURE 43
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)

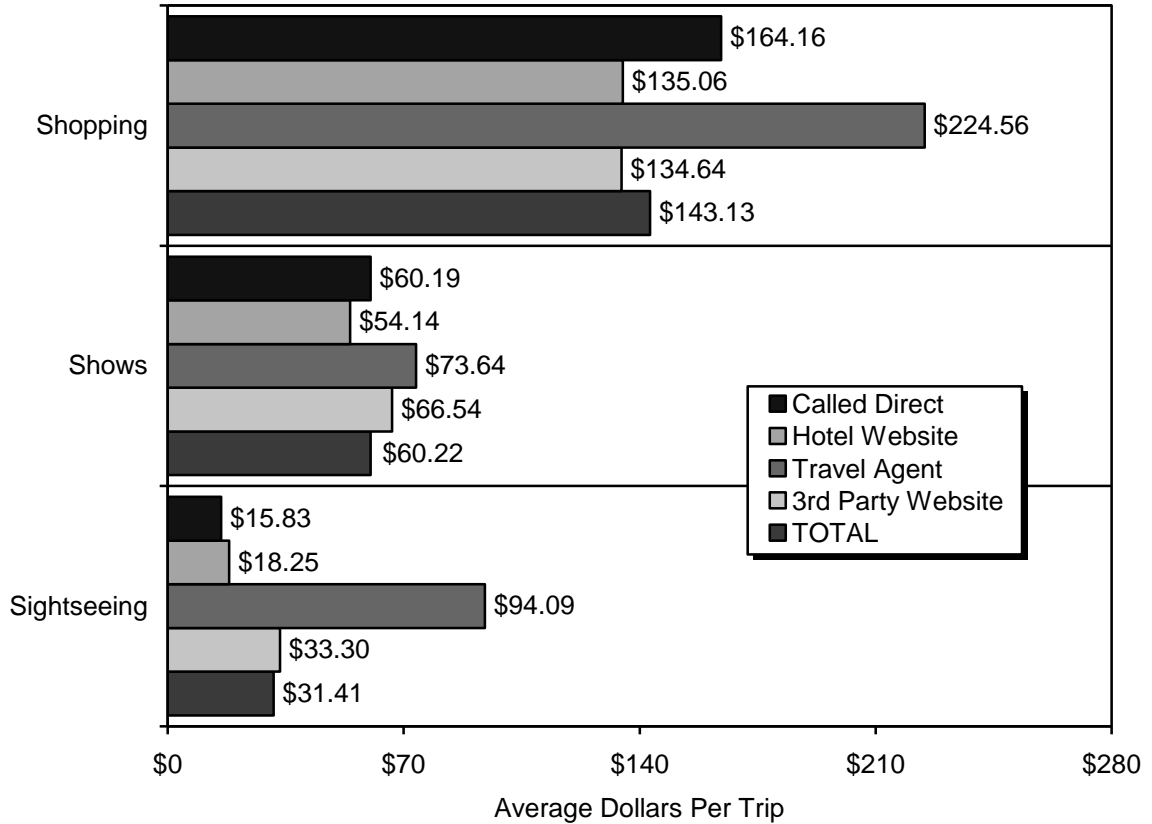


(Base Sizes, Food & Drink: Called Direct=379, Hotel Website=681, Travel Agent=324, 3rd Party Website=1348, TOTAL=3592)
(Base Sizes, Local Transportation: Called Direct=310, Hotel Website=624, Travel Agent=309, 3rd Party Website=1254, TOTAL=3239)

Among those visitors who actually spent money on food and drink, Hotel Callers (\$430.98) and Travel Agent Bookers (\$417.96) spent more on food and drink than Third-Party Website Bookers (\$385.86), Hotel Website Bookers (\$341.39).

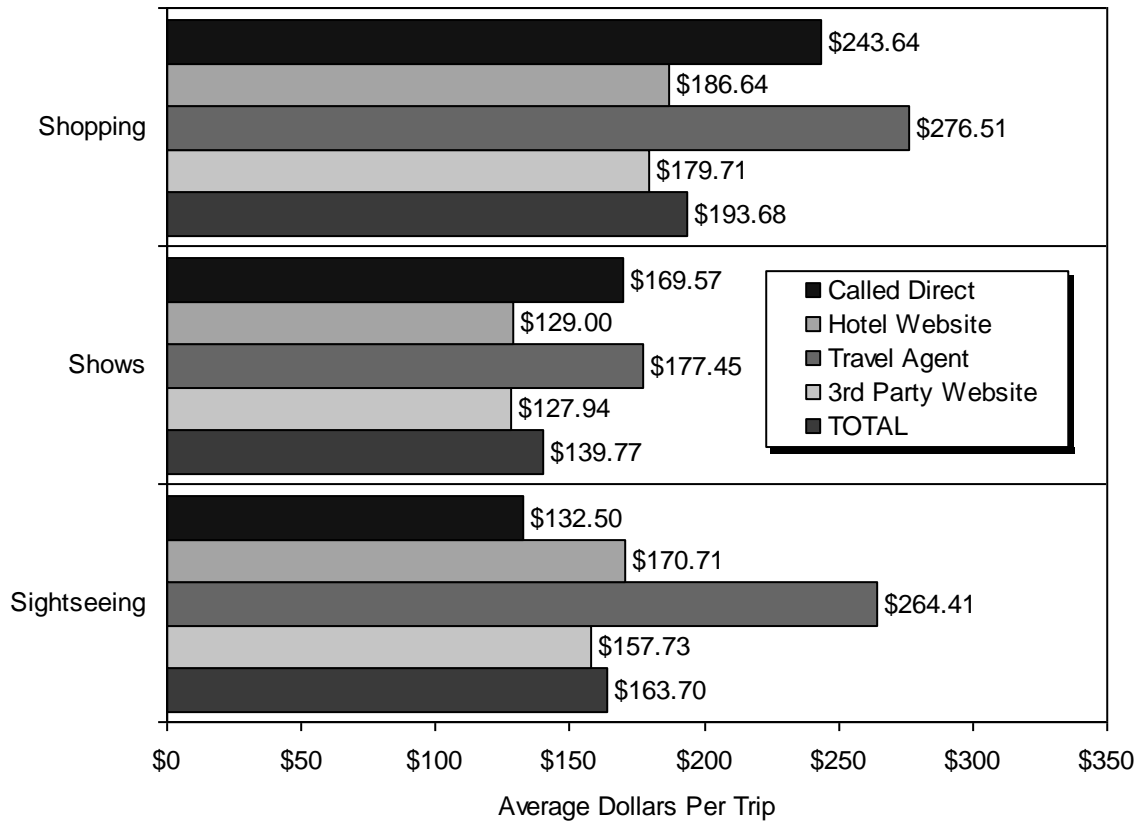
Among those visitors who spent money on local transportation, Travel Agent Bookers (\$139.79) spent more on local transportation than Hotel Callers (\$111.12), Third-Party Website Bookers (\$91.33), and Hotel Website Bookers (\$89.62).

FIGURE 44
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



On average, Travel Agent Bookers (\$224.56) spent more on shopping than Hotel Callers (\$164.16), Hotel Website Bookers (\$135.06), and Third-Party Website Bookers (\$134.64). Travel Agent Bookers (\$94.09) spent more on sightseeing than Third-Party Website Bookers (\$33.30), Hotel Website Bookers (\$18.25) and Hotel Callers (\$15.83). The average amount spent on shows was \$60.22, with no significant differences between the four subgroups.

FIGURE 45
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)

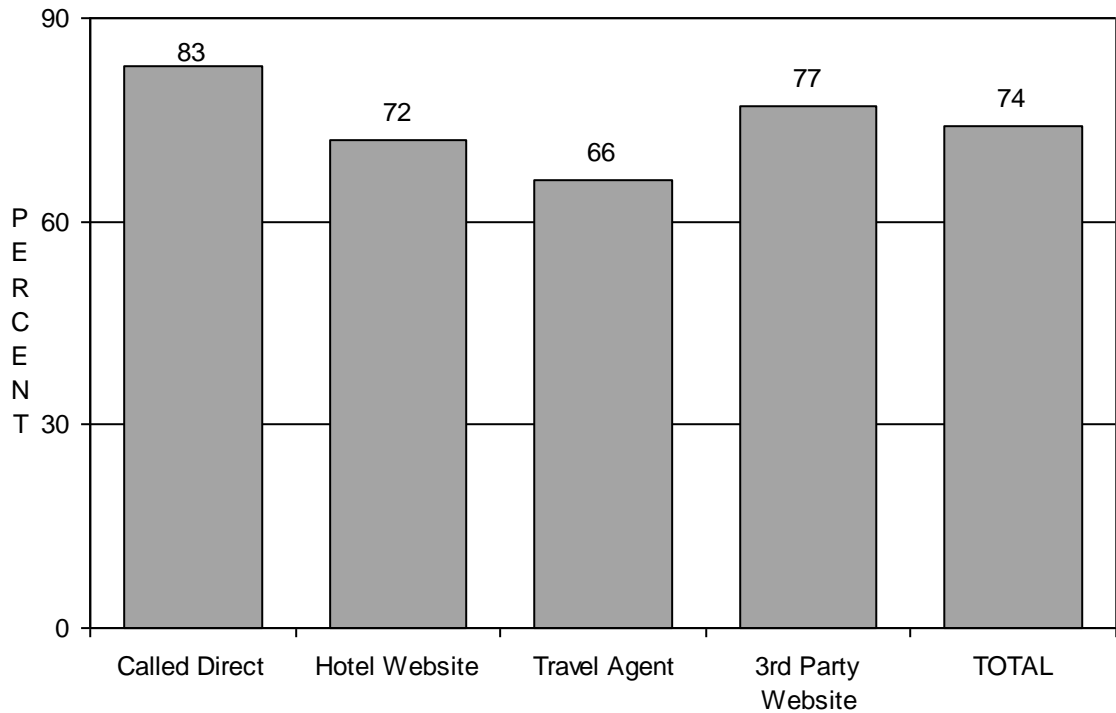


(Base Sizes, Shopping: Called Direct=256, Hotel Website=493, Travel Agent=264, 3rd Party Website=1011, TOTAL=2662)
 (Base Sizes, Shows: Called Direct=135, Hotel Website=287, Travel Agent=135, 3rd Party Website=702, TOTAL=1556)
 (Base Sizes, Sightseeing: Called Direct=45, Hotel Website=77, Travel Agent=119, 3rd Party Website=296, TOTAL=712)

Among visitors who spent money in these categories, Travel Agent Bookers (\$276.51) and Hotel Callers (\$243.64) spent more on shopping than Hotel Website Bookers (\$186.64) and Third-Party Website Bookers (\$179.71). Travel Agent Bookers (\$264.41) spent the most on sightseeing and spent more on shows (mean of \$177.45) than Third-Party Website Bookers (\$127.94).

GAMING BEHAVIOR AND BUDGETS

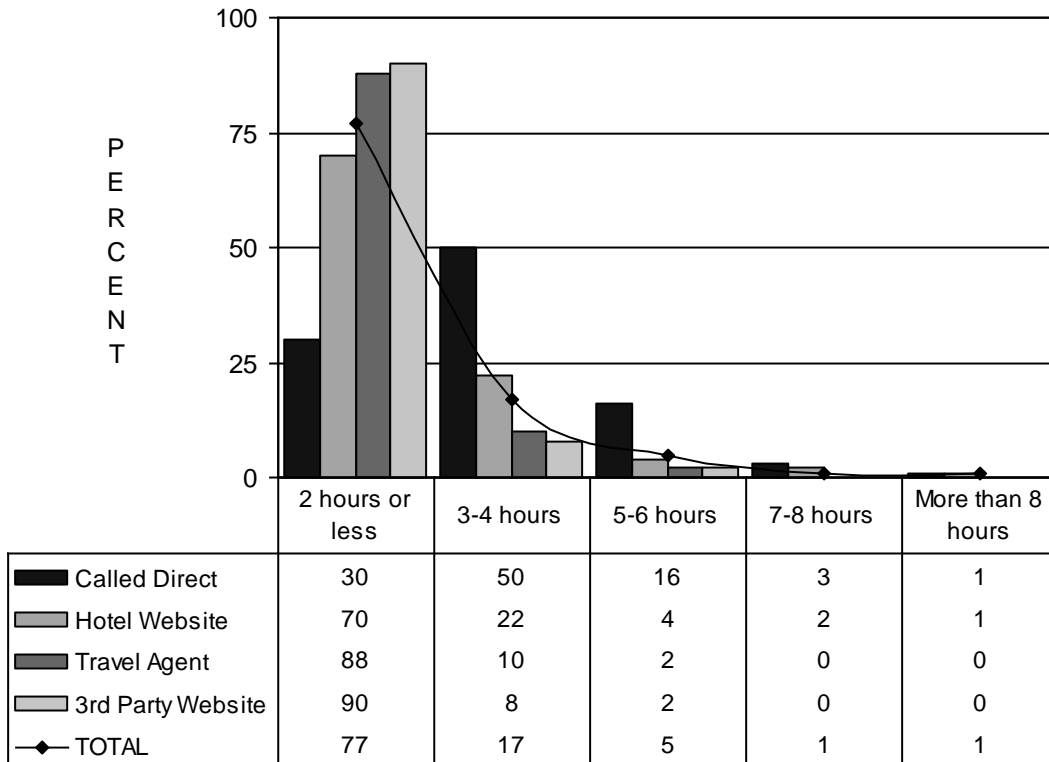
FIGURE 46
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas. Hotel Callers (83%) were more likely than Third-Party Website Bookers (77%), who in turn were more likely than Hotel Website Bookers (72%) and Travel Agent Bookers (66%), to say that they gambled while in Las Vegas.

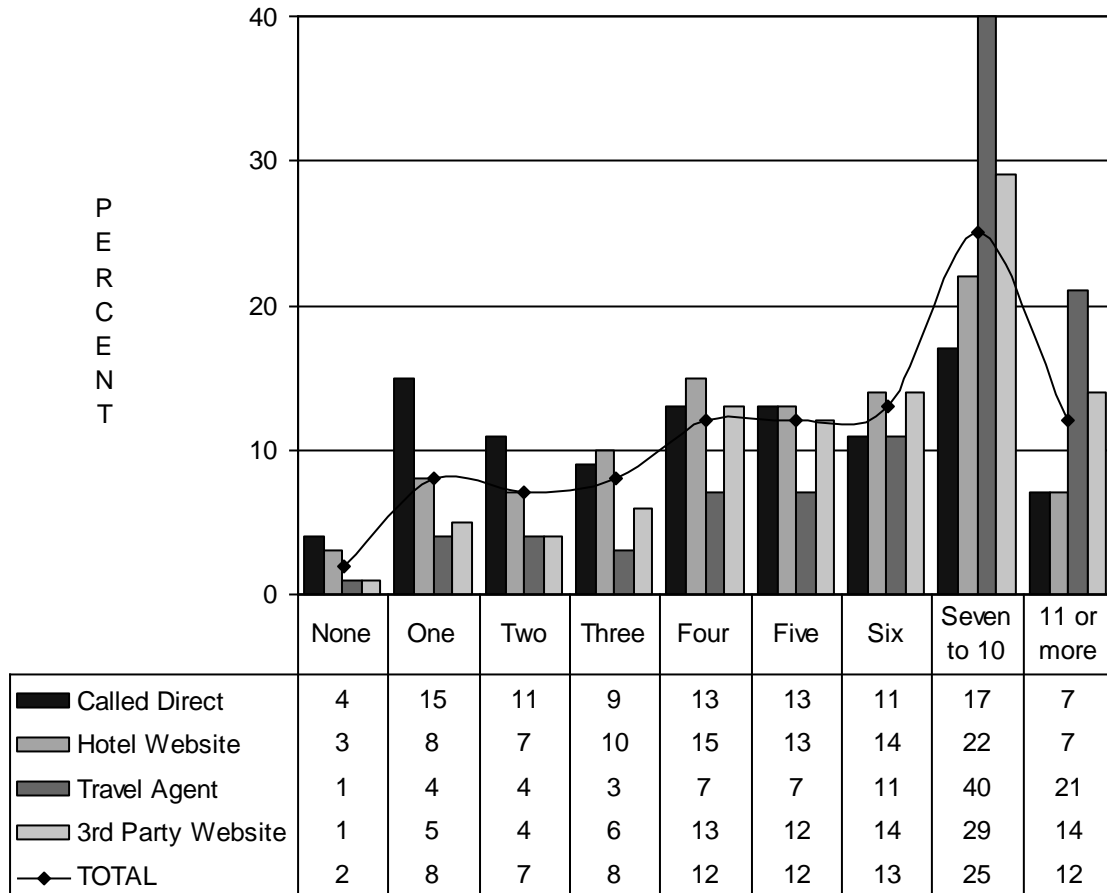
FIGURE 47
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes Called Direct=316, Hotel Website=489, Travel Agent=215, 3rd Party Website=1031, TOTAL=2652)
(Means: Called Direct=3.5, Hotel Website=1.8, Travel Agent=1.0, 3rd Party Website =1.0, TOTAL=1.6)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 1.6 hours. Hotel Callers (3.5 hours) spent more time per day gambling than Hotel Website Bookers (1.8 hours), Travel Agent Bookers and Third-Party Website Bookers (1.0 hours each).

FIGURE 48
Number Of Casinos Visited*

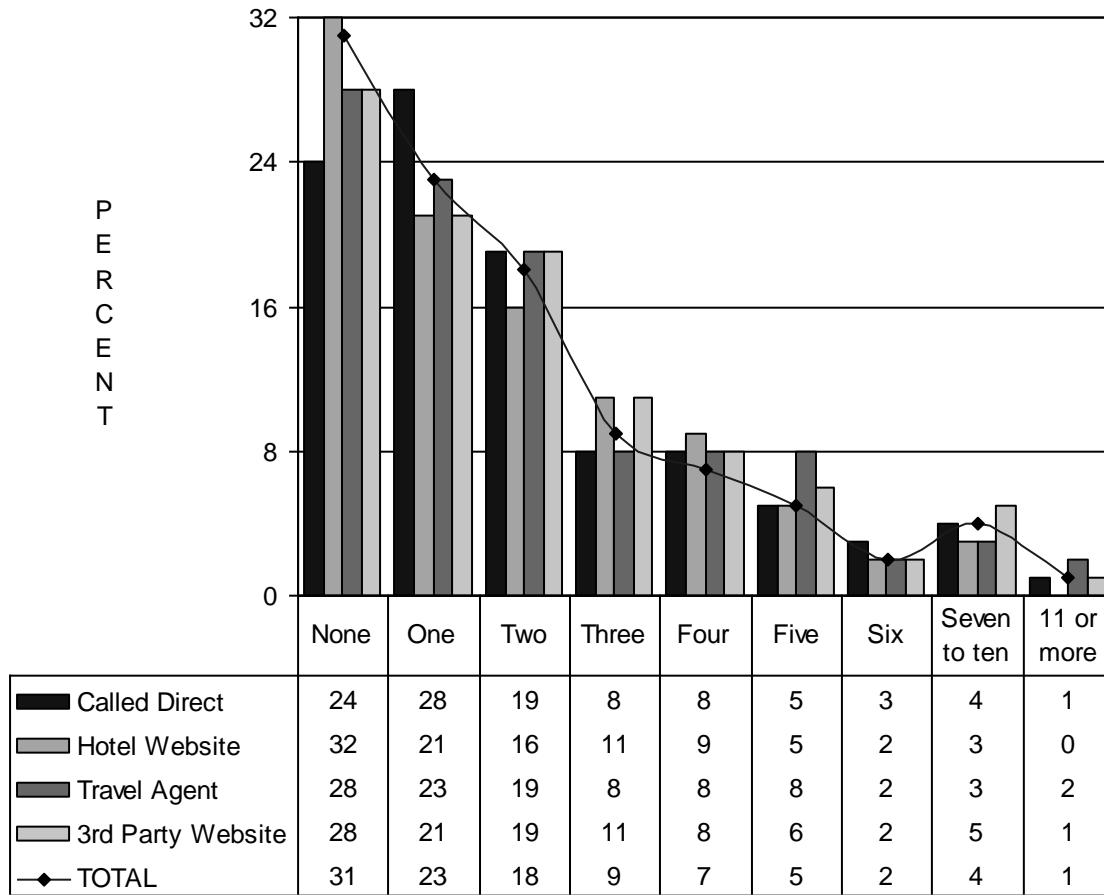


(Means: Called Direct=4.9, Hotel Website=5.6, Travel Agent=8.4, 3rd Party Website =7.1, TOTAL=6.3)

All visitors to Las Vegas were asked how many casinos they had visited. The average number of casinos visited was 6.3. Travel Agent Bookers visited more casinos (8.4) than Third-Party Website Bookers (7.1), who in turn visited more casinos than Hotel Website Bookers (5.6), while Hotel Callers (4.9) visited the least number of casinos.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 49
Number Of Casinos Where Gambled*

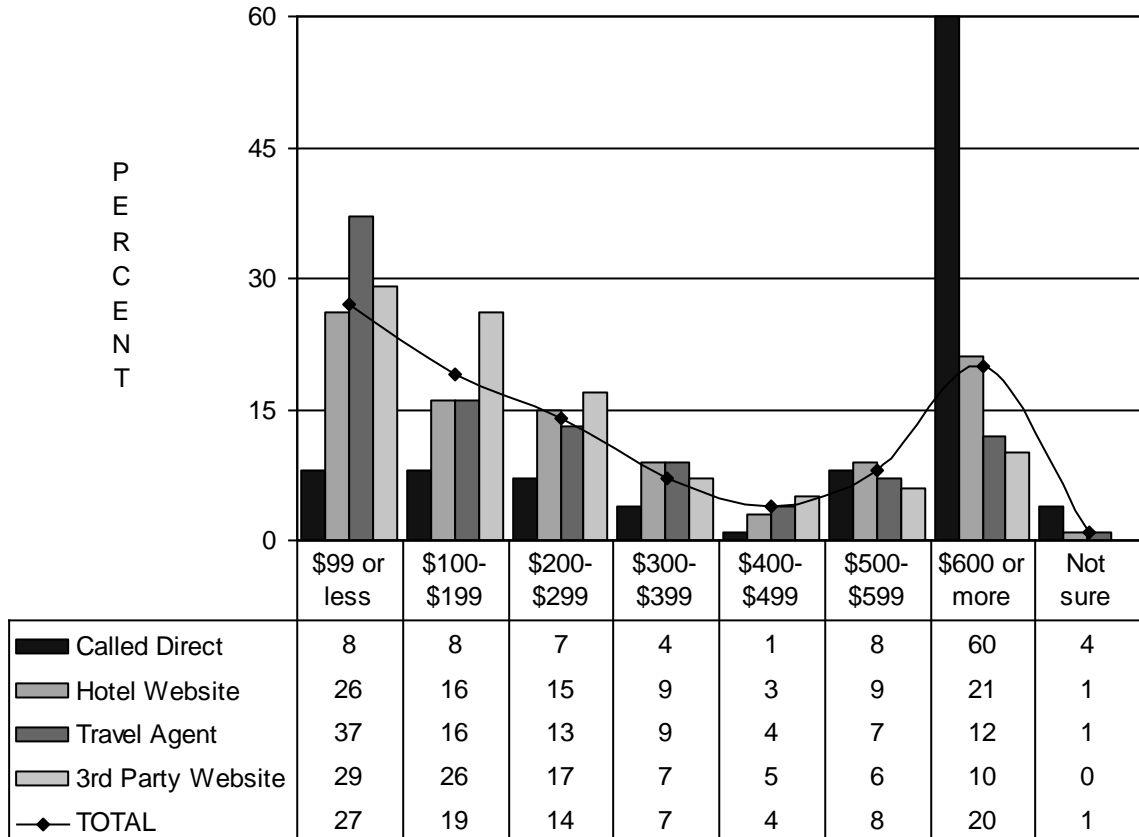


(Means Called Direct=2.2, Hotel Website=1.9, Travel Agent=2.2, 3rd Party Website =2.2, TOTAL=2.0)

All visitors to Las Vegas were also asked at how many casinos they had gambled during their visit. The average number of casinos visitors gambled at was 2.0. There were no significant differences among the various subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

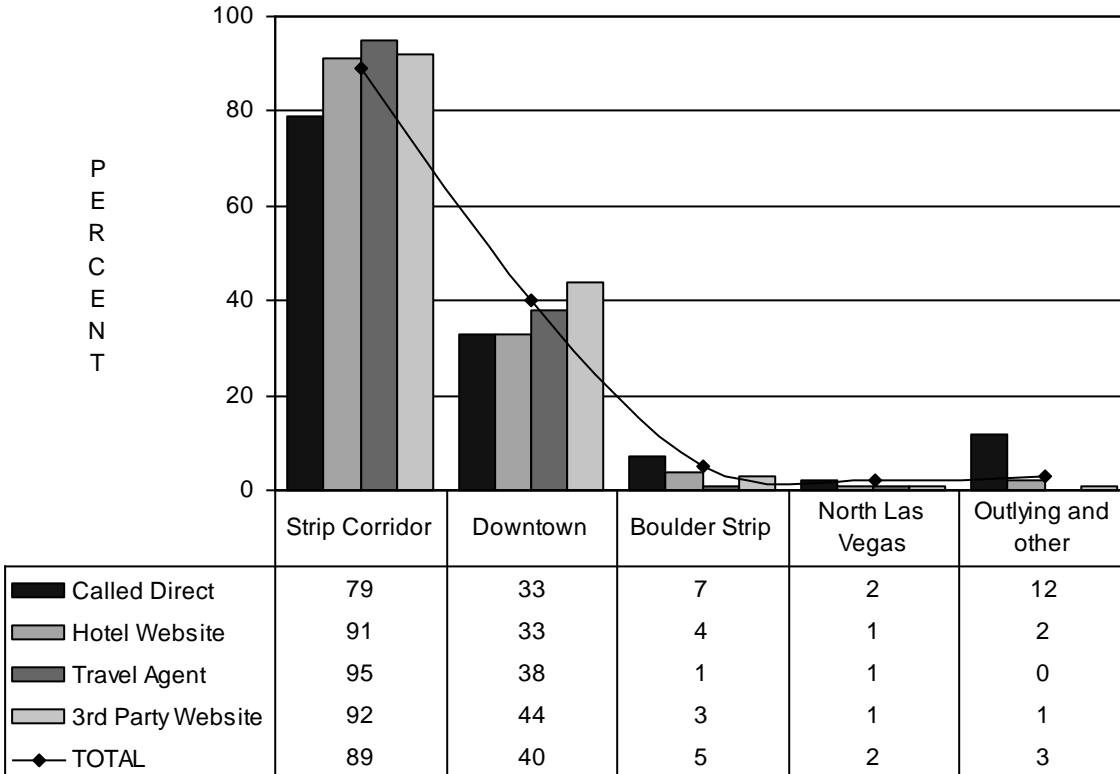
FIGURE 50
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes Called Direct=316, Hotel Website=489, Travel Agent=215, 3rd Party Website=1031, TOTAL=2652)
(Means: Called Direct=\$1,885.25, Hotel Website=\$451.88, Travel Agent=\$357.46, 3rd Party Website=\$301.28, TOTAL=\$541.18)

The average gaming budget among all visitors who gambled was \$541.18. Hotel Callers (\$1,885.25) budgeted more for gambling than Hotel Website Bookers (\$451.88), Travel Agent Bookers (\$357.46), and Third-Party Website Bookers (\$301.28).

FIGURE 51
Where Visitors Gambled
(Among Those Who Gambled)



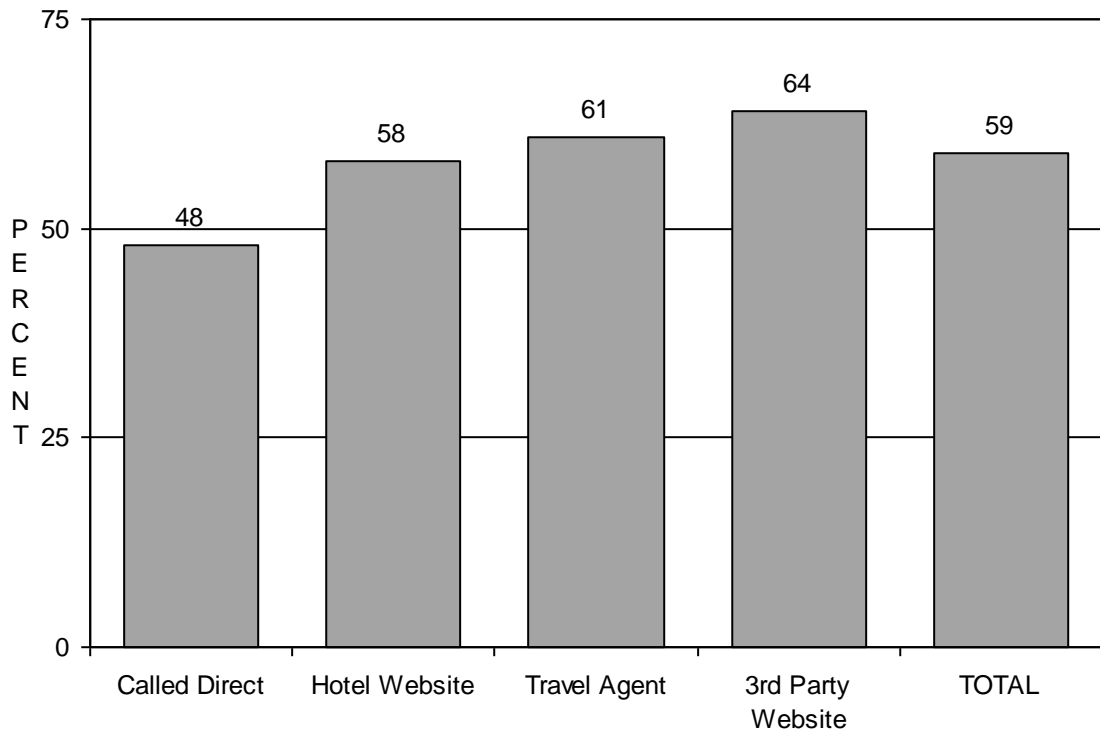
*Multiple responses were permitted.

(Base Sizes: Called Direct=316, Hotel Website=489, Travel Agent=215, 3rd Party Website=1031, TOTAL=2652)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. Most visitors (89%) gambled on the Strip Corridor. Hotel Callers (79%) were less likely to say they gambled on the Strip Corridor than the other subgroups. Third-Party Website Bookers (44%) were more likely than Hotel Callers and Hotel Website Bookers (33% each) to say that they gambled Downtown. Hotel Callers (7%) were more likely than Third-Party Website Bookers (3%) and Travel Agent Bookers (1%) to say that they gambled on the Boulder Strip. Hotel Callers (12%) were also the most likely to say that they gambled in other areas.

ENTERTAINMENT

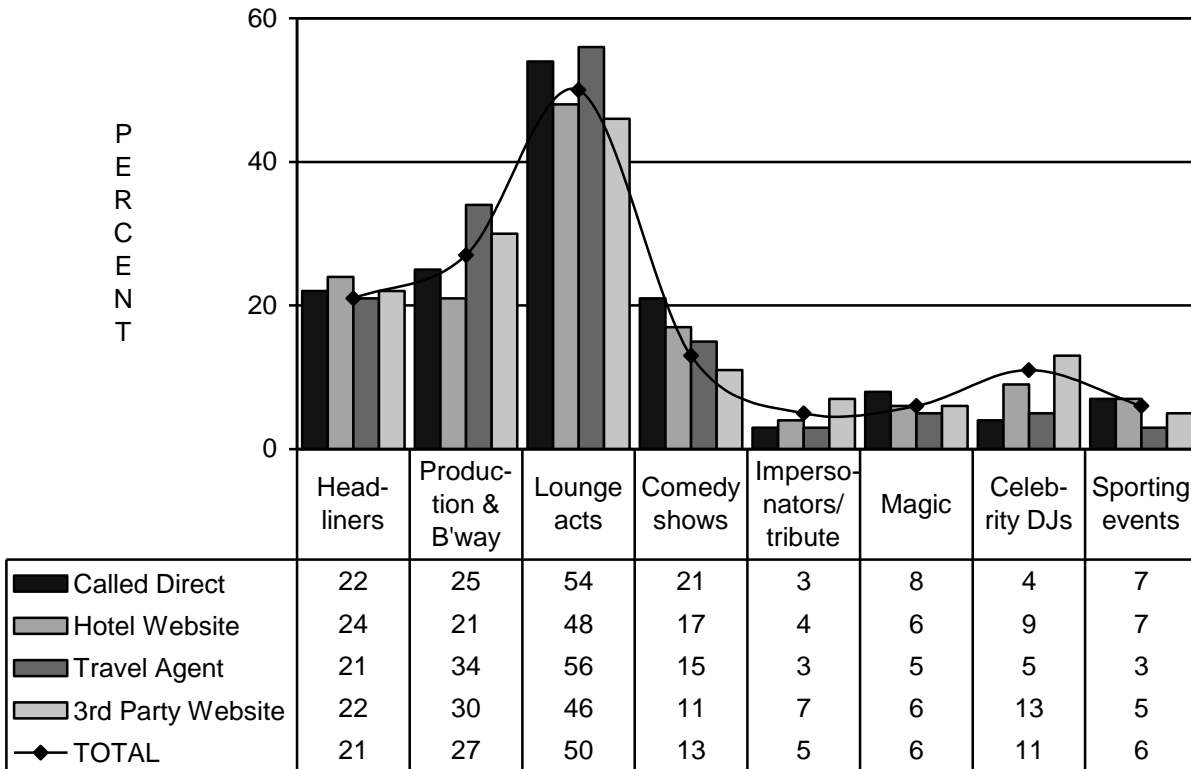
FIGURE 52
Entertainment Attendance



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, 59% of all visitors said they went to at least one show. Third-Party Website Bookers (64%) were more likely than Hotel Website Bookers (58%), who in turn were more likely than Hotel Callers (48%), to say that they saw at least one show.

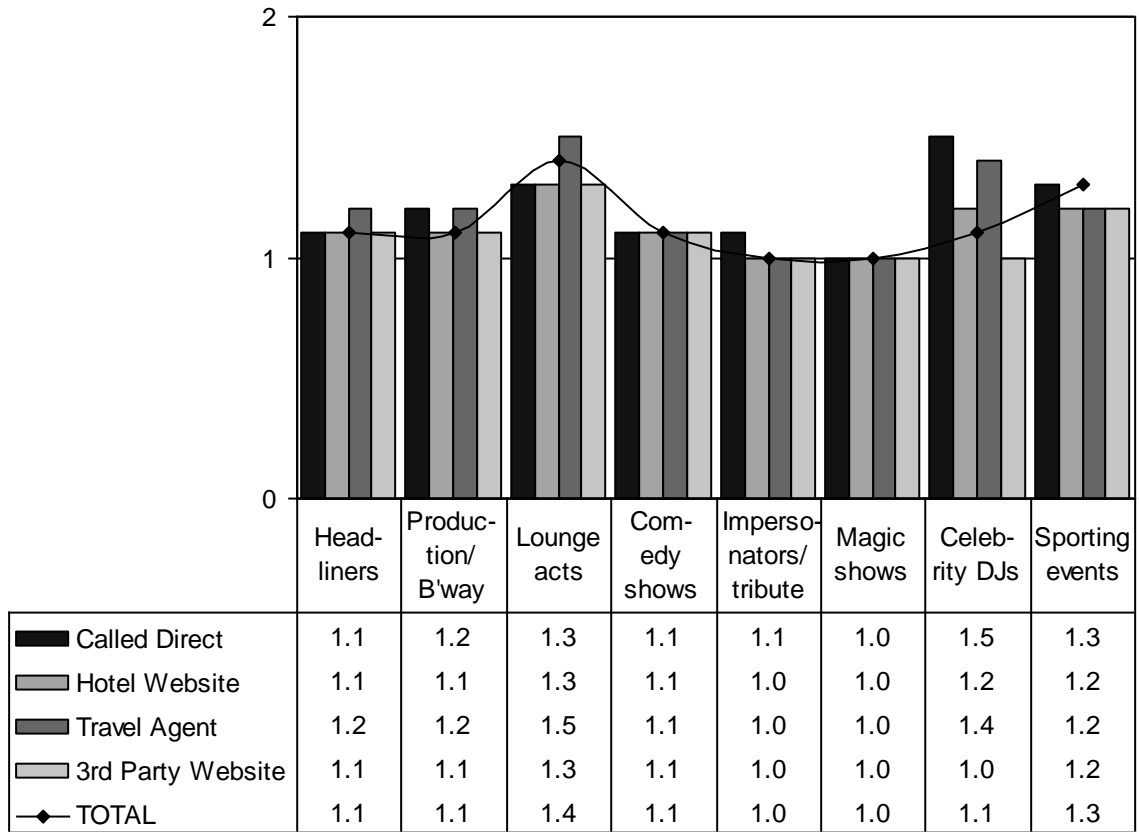
FIGURE 53
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Called Direct=182, Hotel Website=392, Travel Agent=197, 3rd Party Website=860, TOTAL=2120)

Lounge acts (50%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Travel Agent Bookers (56%) were more likely than Third-Party Website Bookers (46%) to say that they saw a lounge act. Both Travel Agent Bookers (34%) and Third-Party Website Bookers (30%) were more likely than Hotel Callers (25%) and Hotel Website Bookers (21%) to say that they saw a production or Broadway show. Hotel Callers (21%) and Hotel Website Bookers (17%) were both more likely than Third-Party Website Bookers (11%) to say that they saw a comedy show. Third-Party Website Bookers (7%) were more likely than Travel Agent Bookers (3%) to say that they saw an impersonator or tribute show. Third-Party Website Bookers (13%) were the most likely to say that they saw a celebrity DJ while Hotel Website Bookers (7%) were more likely than Travel Agent Bookers (3%) to say that they saw a sporting event.

FIGURE 54
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)

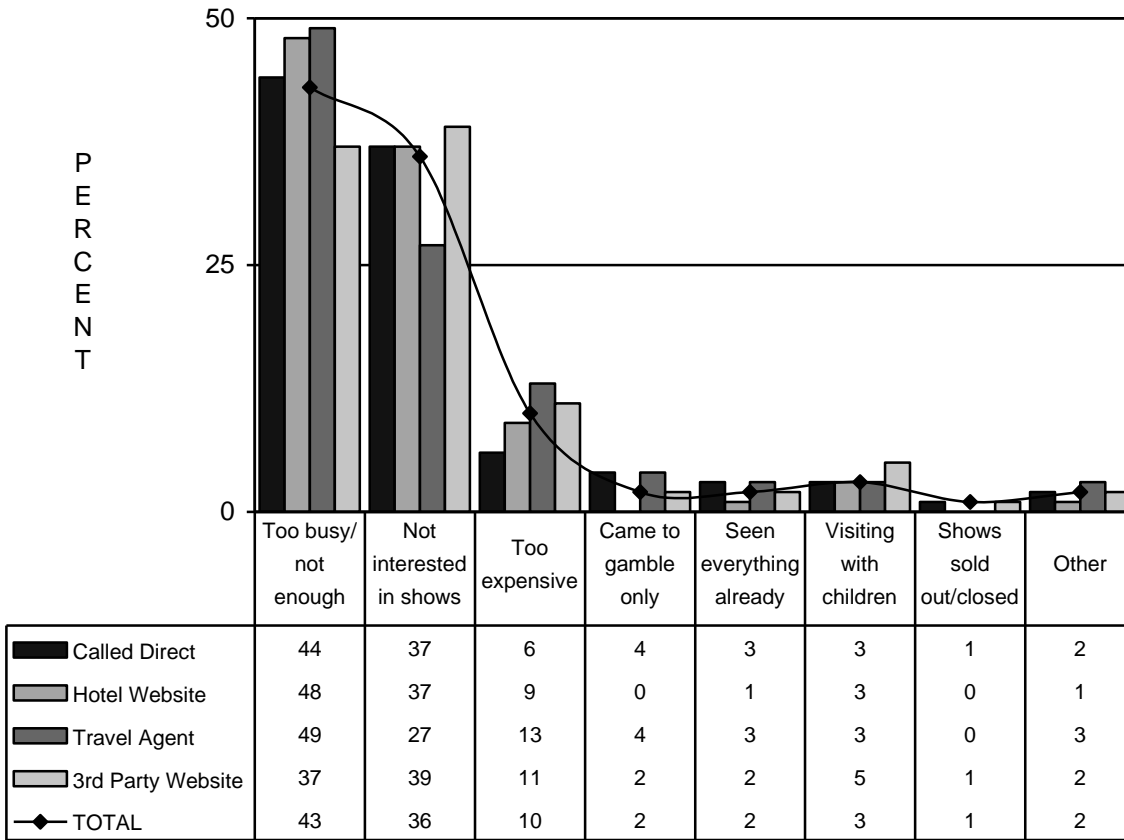


Multiple responses permitted.

(Base Sizes: Called Direct=182, Hotel Website=392, Travel Agent=197, 3rd Party Website=860, TOTAL=2120)

Travel Agent Bookers (1.5 shows) saw more lounge acts than Hotel Website Bookers and Third-Party Website Bookers (1.3 shows each). Hotel Callers (1.5 shows), Travel Agent Bookers (1.4 shows), and Hotel Website Bookers (1.2 shows) all saw more celebrity DJs than Third-Party Website Bookers (1.0 shows).

FIGURE 55
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows)

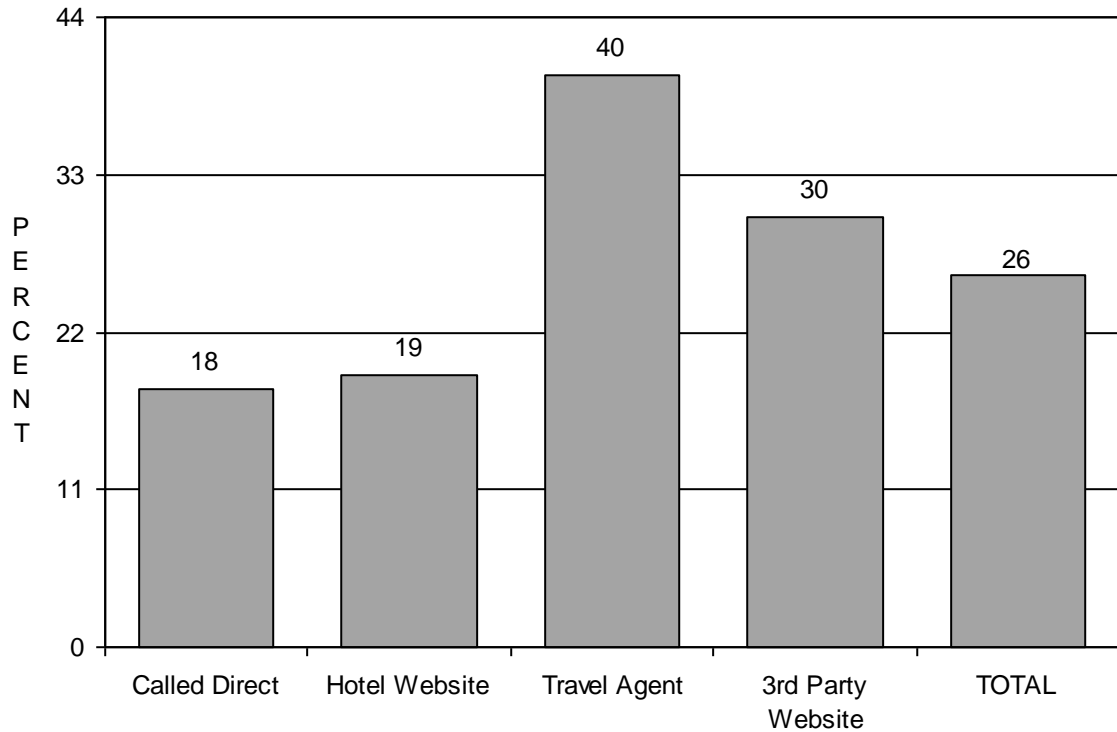


(Base Sizes: Called Direct=366, Hotel Website=272, Travel Agent=110, 3rd Party Website=506, TOTAL=1735)

Visitors who did *not* attend any shows gave several reasons why they did not. The most common main reason was a lack of time (43%). Travel Agent Bookers (49%) and Hotel Website Bookers (48%) were more likely than Third-Party Website Bookers (37%) to cite a lack of time. Third-Party Website Bookers (39%), meanwhile, were more likely than Travel Agent Bookers (27%) to say that they simply weren't interested. Both Travel Agent Bookers (13%) and Third-Party Website Bookers (11%) were more likely than Hotel Callers (6%) to say that shows were too expensive.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

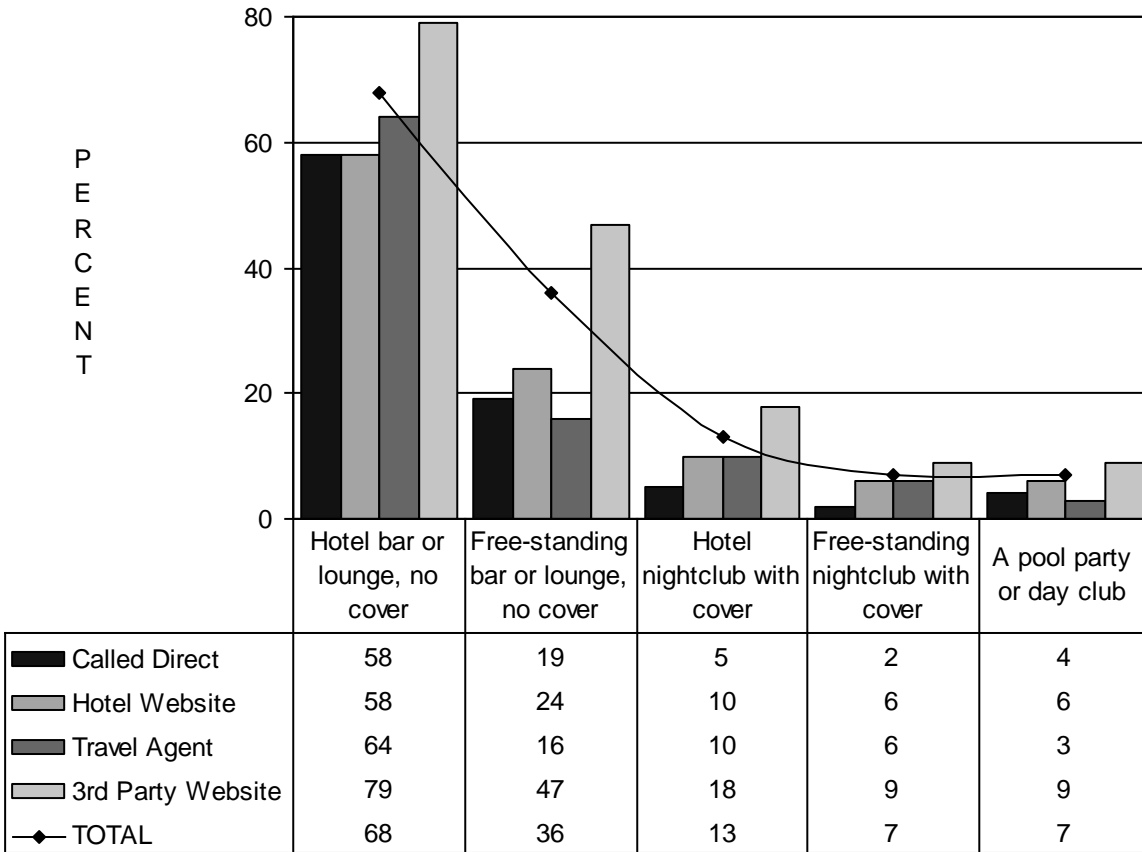
FIGURE 56
Whether Has Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay, such as theme parks or water parks. Overall, 26% said yes. Travel Agent Bookers (40%) were the most likely to give this response, while Third-Party Website Bookers (30%) were also more likely than Hotel Website Bookers (19%) and Hotel Callers (18%) to have been to other paid attractions.

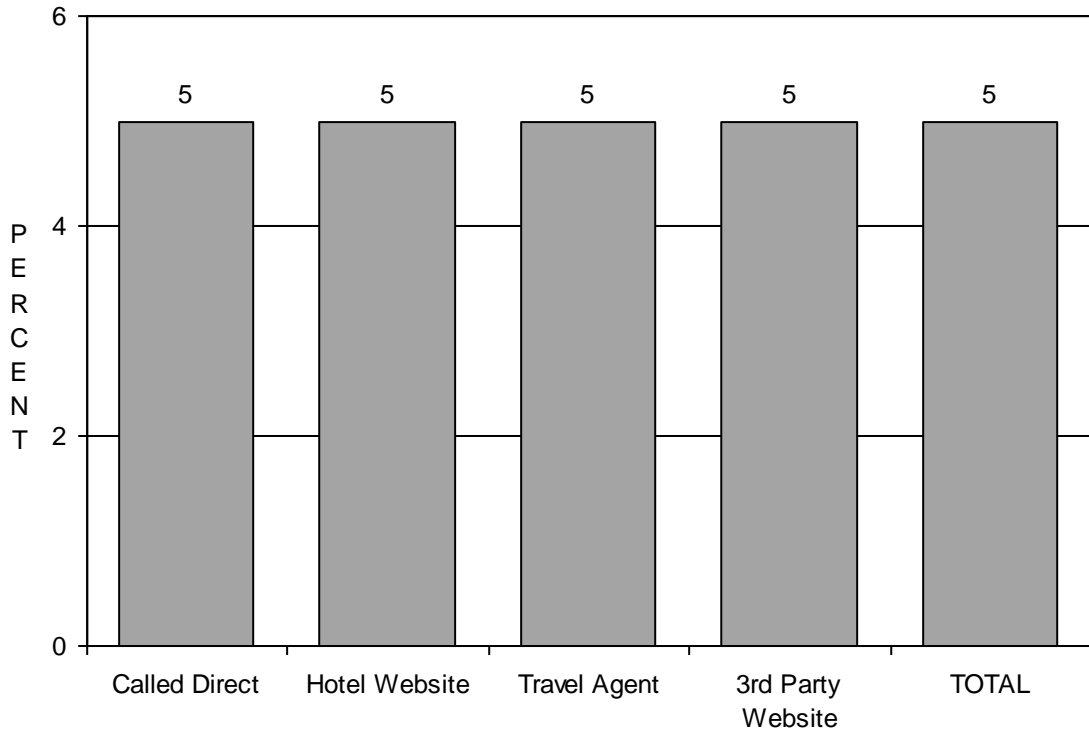
FIGURE 57
Whether Has Been To Nightclubs, Bars, And Lounges



Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Third-Party Website Bookers (79%) were the most likely to say that they had been to a hotel bar or lounge with no cover charge. Third-Party Website Bookers were also the most likely to say that they had been to a free-standing bar or lounge with no cover charge (47%) or a pool party or day club (9%). Hotel Website Bookers were more likely than Travel Agent Bookers to say that had been to a free-standing lounge with no cover charge or a pool party or day club. Third-Party Website Bookers (18%) were more likely than Hotel Website Bookers and Travel Agent Bookers (10% each) and Hotel Callers (5%), to say they had been to a hotel nightclub with a cover charge. Third-Party Website Bookers (9%) were more likely than Hotel Website Bookers (6%) and Hotel Callers (2%) to say they had been to a free-standing nightclub with a cover charge.

FIGURE 58
Whether Visited A Spa*



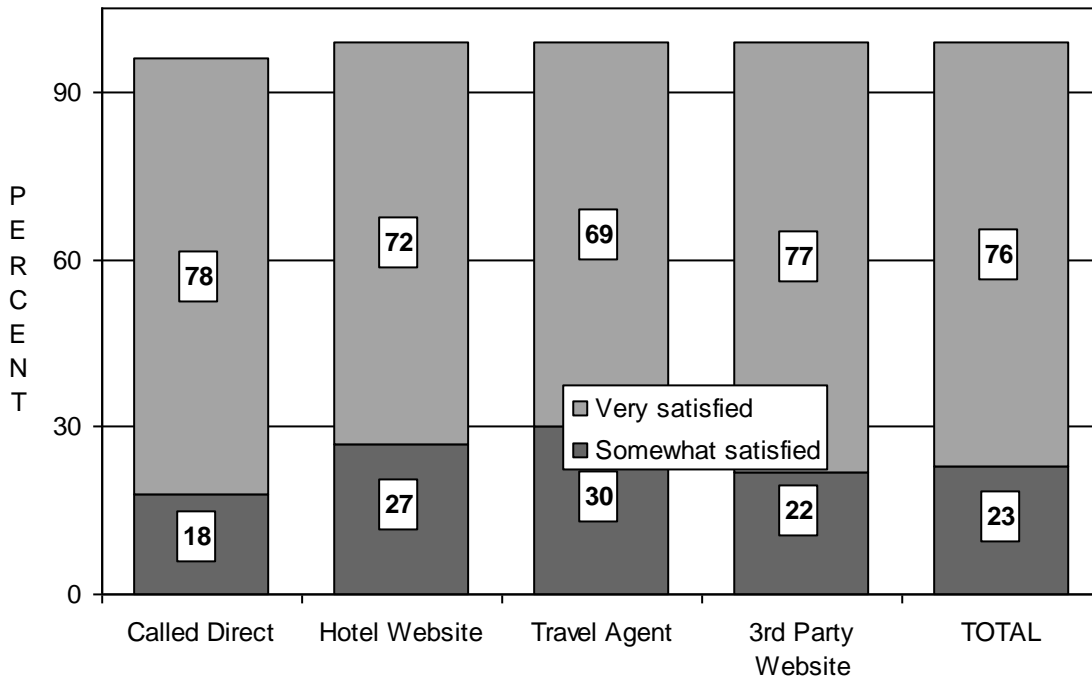
Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 5% said they had. There were no significant differences among the subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

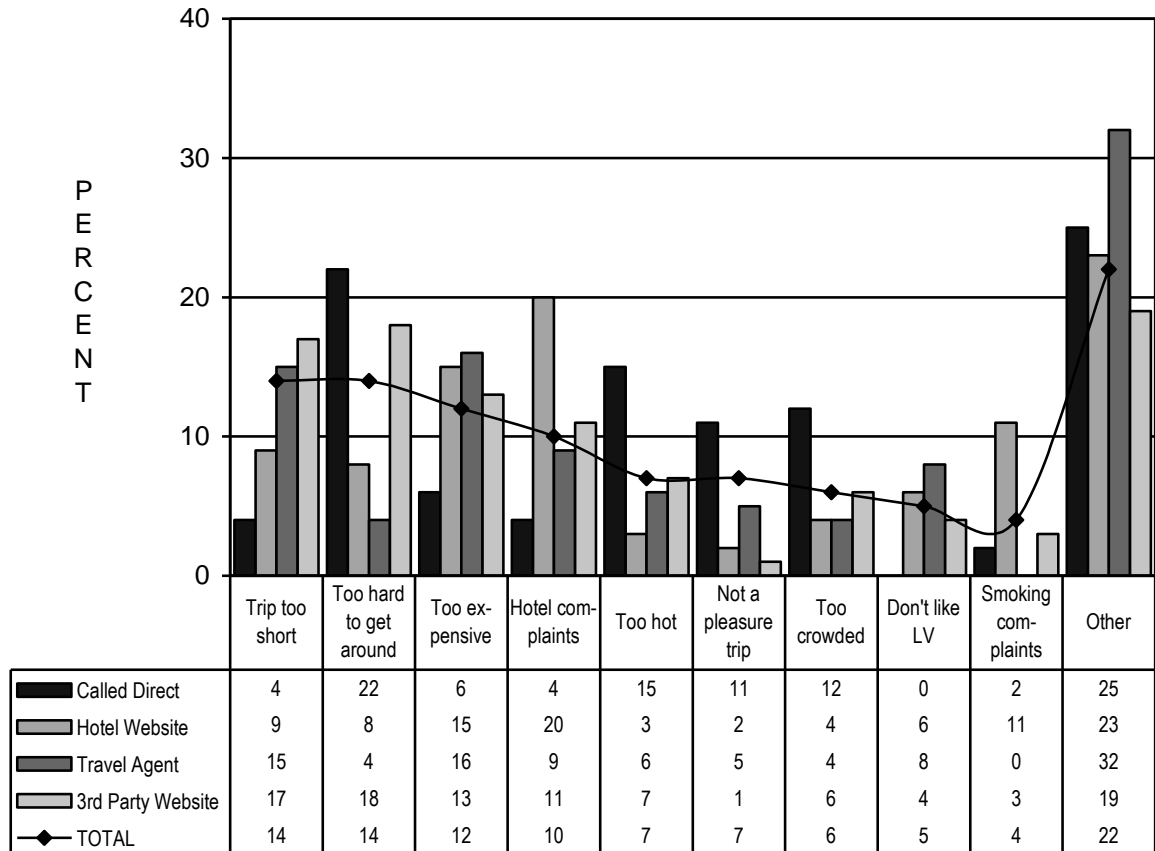
ATTITUDINAL INFORMATION

FIGURE 59
Satisfaction With Visit



More than three-fourths (76%) of all visitors were “very satisfied” with their visit to Las Vegas, while nearly one-fourth (23%) were “somewhat” satisfied. Hotel Callers (78%) and Third-Party Website Bookers (77%) were both more likely than Hotel Website Bookers (72%) and Travel Agent Bookers (69%) to say they were “very satisfied.” Travel Agent Bookers (30%) and Hotel Website Bookers (27%) were more likely than Third-Party Website Bookers (22%) and Hotel Callers (18%) to say they were “somewhat satisfied.”

FIGURE 60
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied)



(Base Sizes Called Direct=44[†], Hotel Website=52, Travel Agent=37[†], 3rd Party Website=123, TOTAL=369)

The above figure presents the key reasons why satisfaction levels were not higher among those visitors who were only "somewhat satisfied" with their visits. Among the most common reasons given were the trip was too short (14%), too hard to get around (14%), the perception that Las Vegas is too expensive (12%), and hotel complaints (10%). Third-Party Website Bookers (17%) were more likely than Hotel Callers (4%) to say their trip was too short. Both Hotel Callers (22%) and Third-Party Website Bookers (18%) were more likely than Travel Agent Bookers (4%) to say it was too hard to get around. Hotel Website Bookers (20%), meanwhile, were more likely than Hotel Callers (4%) to have complaints about their hotel.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

† Note very small base size for Called Direct, Hotel Website, and Travel Agent.

VISITOR DEMOGRAPHICS

With regards to visitor demographics, Hotel Callers were the most likely to be (Figures 61 and 62):

- Retired (32%).
- Domestic visitors (94%).
- From the west (65%), particularly Southern California (35%) and Arizona (12%).
- 40 or older (77%), with the highest average age (mean of 52.7 years).

Travel Agent Bookers were the most likely to be:

- Homemakers (10%).
- Visiting from a foreign country (60%).

Third-Party Website Bookers were the most likely to be:

- Employed (80%).
- Having some college or trade school education (43%).
- Single (19%).
- African-American (14%).
- 21 to 29 years old (25%), with the lowest average age (mean of 41.8 years).
- In a household with an annual income of \$40,000 a year or more (89%).

FIGURE 61
VISITOR DEMOGRAPHICS

	Called Direct	Hotel Website	Travel Agent	3 rd Party Website	TOTAL
<u>GENDER</u>					
Male	55%	50%	45%	51%	50%
Female	45	50	55	49	50
<u>MARITAL STATUS</u>					
Married	78	78	81	74	74
Single	12	14	12	19	18
Separated/Divorced	7	6	5	6	6
Widowed	3	2	2	1	2
<u>JOB CATEGORIES</u>					
Employed	60	75	66	80	72
Unemployed	2	1	0	0	1
Student	1	3	3	3	3
Retired	32	16	20	11	17
Homemaker	5	6	10	7	7
<u>EDUCATION</u>					
High school or less	19	11	17	14	16
Some college/trade school	36	34	24	43	38
College graduate	45	55	59	43	46
<u>AGE</u>					
21 to 29	5	19	16	25	22
30 to 39	17	23	22	26	23
40 to 49	18	20	23	18	18
50 to 59	20	18	18	16	16
60 to 64	12	6	9	6	8
65 or older	28	14	13	9	14
MEAN	52.7	44.9	45.7	41.8	44.3
BASE	(381)	(681)	(324)	(1348)	(3600)

(Continued on next page)

FIGURE 62
VISITOR DEMOGRAPHICS

	Called Direct	Hotel Website	Travel Agent	3 rd Party Website	TOTAL
ETHNICITY					
White	80%	69%	78%	66%	69%
African American/Black	8	11	6	14	12
Asian/Asian American	2	4	6	4	4
Hispanic/Latino	8	15	8	15	14
Other	2	1	1	1	1
HOUSEHOLD INCOME					
Less than \$20,000	1	1	2	1	1
\$20,000 to \$39,999	6	6	2	3	4
\$40,000 to \$59,999	13	10	17	15	15
\$60,000 to \$79,999	18	22	17	26	23
\$80,000 or more	47	51	45	47	45
Not sure/no answer	15	11	17	8	12
VISITOR ORIGIN					
<u>U.S.A.</u>	<u>94</u>	<u>87</u>	<u>40</u>	<u>86</u>	<u>84</u>
Eastern states*	6	6	7	8	7
Southern states†	15	14	12	18	15
Midwestern states‡	10	11	6	10	9
<u>Western states§</u>	<u>65</u>	<u>55</u>	<u>16</u>	<u>50</u>	<u>52</u>
California	<u>40</u>	<u>35</u>	<u>7</u>	<u>28</u>	<u>31</u>
Southern CA	35	28	5	23	26
Northern CA	6	7	2	5	5
Arizona	12	7	3	7	7
Other West	12	12	6	15	13
<u>Foreign</u>	<u>6</u>	<u>13</u>	<u>60</u>	<u>14</u>	<u>16</u>
BASE	(381)	(681)	(324)	(1348)	(3600)

* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.