

# **LAS VEGAS VISITOR PROFILE**

**Calendar Year 2017**

***Downtown/Strip Corridor Version***  
***(Location of Lodging)***

Research that works.

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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.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. The tables and charts in this report show data for all visitors and for three visitor subgroups:

- **DOWNTOWN** — visitors who lodged Downtown during their visit — 5% of all visitors.
- **STRIP CORRIDOR**\* — visitors who lodged on or just off the Strip — 73% of all visitors.
- **OTHER** — the remaining visitors — 22% of all visitors.

This section presents the research highlights. The findings are presented in detail beginning on page 8.

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\* The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

## DOWNTOWN LODGERS

Visitors who lodged Downtown were more likely than those who lodged on the Strip Corridor to:

- Be visiting Las Vegas primarily to gamble (11%) or to be visiting friends or relatives (12%).
- Have taken ground transportation to Las Vegas (67%).
- Have booked their flight by phone (9%).
- Have lodged in a hotel (99%).
- Have paid a regular rate (66%) for their room.
- Have gambled during their visit (84%).
- Have been to a free-standing bar or lounge without a cover charge (61%).
- Be single (24%) and African American (22%).
- Be from the United States (91%), particularly from the West (61%) and Southern California (38%).

During their visit to Las Vegas Downtown lodgers spent an average of:

- \$343.78 on food and drink.
- \$98.84 on shopping.
- \$40.91 on shows and entertainment.



## STRIP CORRIDOR LODGERS

Visitors who lodged on the Strip Corridor were more likely than those who lodged Downtown to:

- Say the purpose of their current visit was to attend a convention, trade show, or corporate meeting (13%).
- Have traveled to Las Vegas by air (53%).
- Have taken a taxi (37%), have taken a hotel/motel shuttle (18%), or rode the Monorail (14%) during their visit.
- Have used social media to plan their trip (45%).
- Have booked their accommodations through a hotel website or app (21%) or through a travel agent (11%).
- Have booked their accommodations more than one month in advance (72%).
- Have paid for a package (20%) or paid a convention rate (8%) for their room.
- Be staying longer in Las Vegas (3.5 nights).
- Have seen a Broadway/production show (31%) and/or a big-name headliner show (15%) during their visit (among those visitors who saw shows).
- Be college educated (48%), married (76%), white (71%), and have an annual household income of \$80,000 or more (48%).
- Be visiting from a foreign country (19%).

During their visit to Las Vegas Strip Corridor lodgers spent an average of:

- \$410.19 on food and drink.
- \$160.02 on shopping.
- \$71.05 on shows and entertainment.

## **THOSE WHO LODGED ELSEWHERE THAN DOWNTOWN OR THE STRIP CORRIDOR**

Visitors who lodged elsewhere than the Downtown or the Strip Corridor, stayed with friends or relatives or were visiting Las Vegas on a day trip were more likely than those who lodged Downtown or on the Strip Corridor to:

- Have visited Las Vegas before (86%).
- Say the purpose of their current visit was to visit friends or relatives (40%) or for business purposes other than a convention or corporate meeting (12%).
- Have driven their own vehicle while in Las Vegas (77%).
- Have planned their trip less than a week in advance (11%).
- Have booked their accommodations less than a week in advance (19%).
- Be traveling with people under 21 years old in their party (17%).
- Stayed five or more nights in Las Vegas (28%).
- Be from the Western states besides California and Arizona (19%) and Southern California (41%).

During their visit to Las Vegas those who lodged elsewhere than Downtown and the Strip Corridor spent: an average of:

- \$272.58 on food and drink.
- \$96.29 on shopping.
- \$28.19 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, unless otherwise specified. 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.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. Statistically significant differences in the behavior, attitudes, and opinions by lodging location are pointed out in the text of the report.

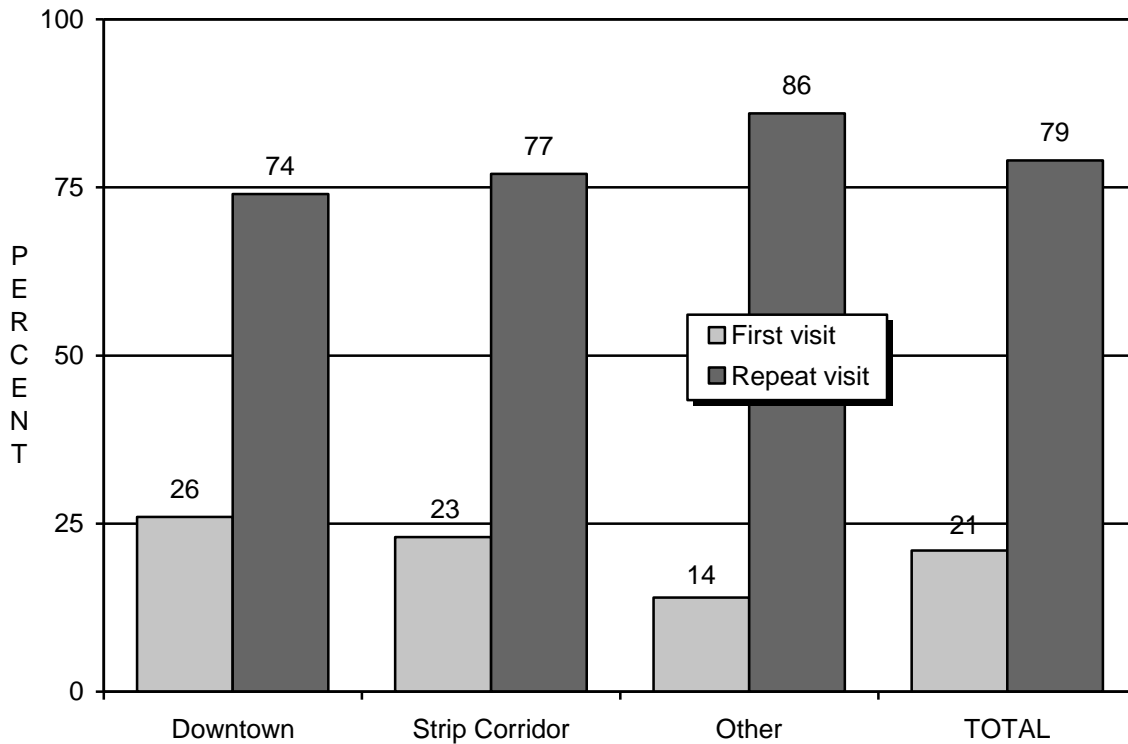
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2017. These questions will be rotated back into the questionnaire in Calendar Year 2018 and subsequently asked every other year. These questions are noted in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



Most visitors (79%) said they have visited Las Vegas in the past. Strip Corridor lodgers (23%) and those lodging Downtown (26%) were more likely to be first-time visitors to Las Vegas than those lodging in Other areas (14%).













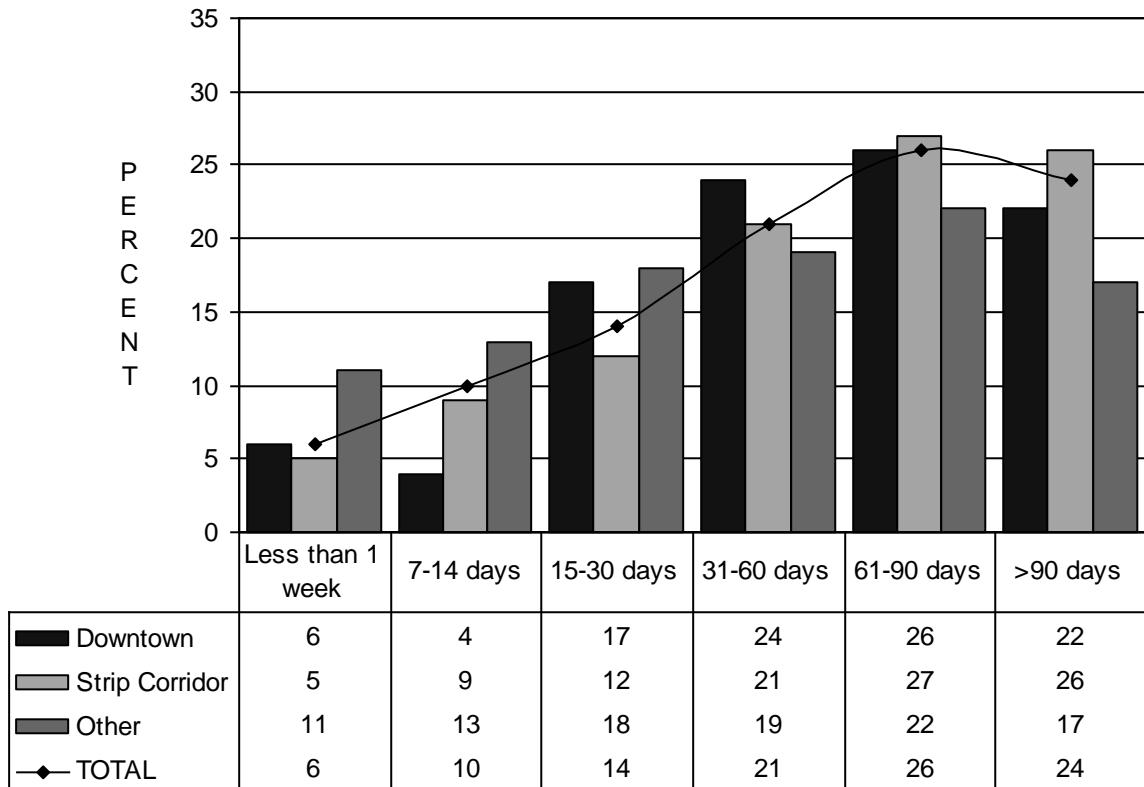






**TRAVEL PLANNING**

**FIGURE 10**  
Advance Travel Planning



About seven in ten (71%) visitors in 2017 planned their trip to Las Vegas more than one month in advance. Those visitors lodging elsewhere were more likely to have planned their trips 30 days or less in advance (42%) than either Downtown (27%) or Strip Corridor lodging visitors (26%). About one quarter (26%) of Strip Corridor lodgers planned their trips more than 90 days in advance, more than visitors lodging at places other than the Strip Corridor or Downtown (17%).

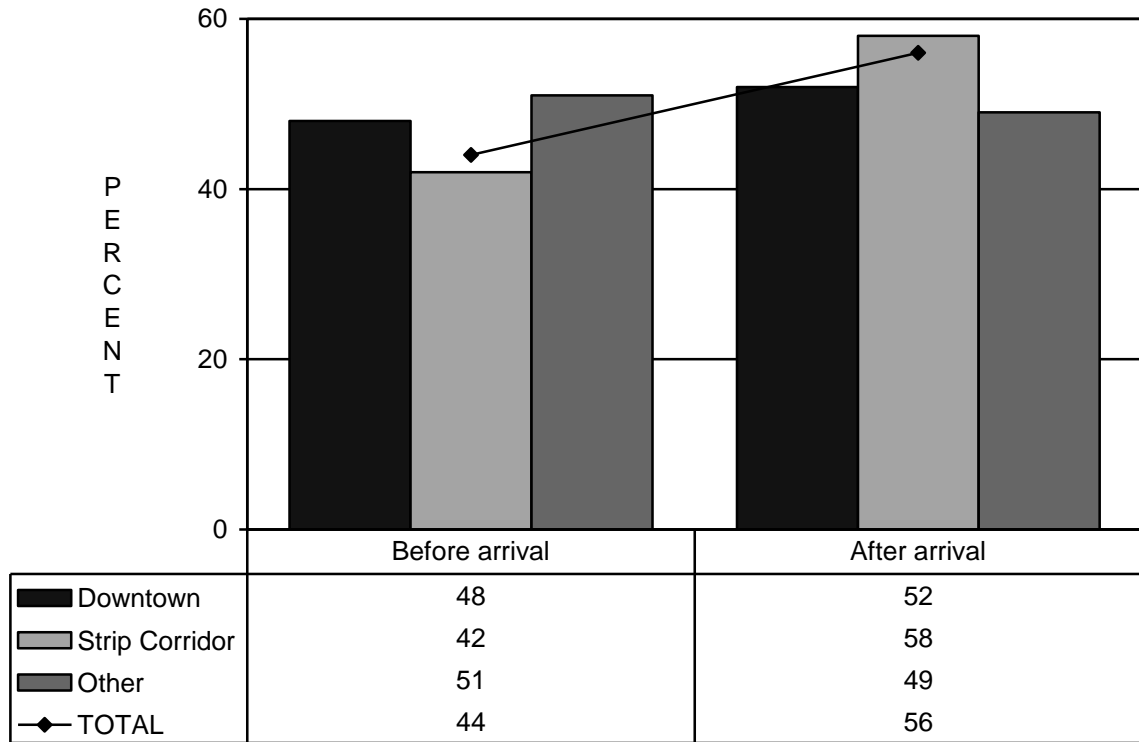








FIGURE 14  
When Decided Where To Gamble\*  
(Among Those Who Gambled)



(Base Sizes: Downtown=168, Strip Corridor=1960, Other=355, TOTAL=2483)

Over one-half (56%) of visitors decided where to gamble after arriving in Las Vegas, while 44% said they decided before their arrival. Strip Corridor lodgers (58%) were more likely than those lodging elsewhere than the Strip or Downtown (49%) to say they decided where to gamble after their arrival in Las Vegas.

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

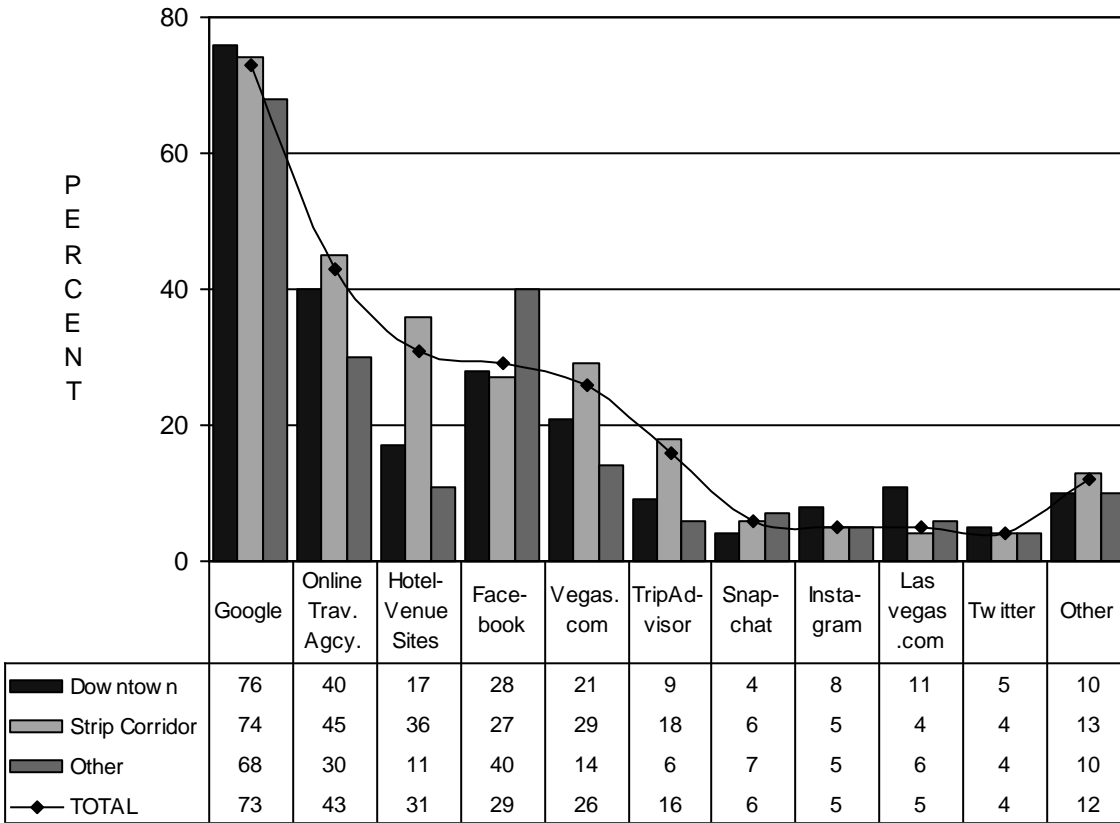








**FIGURE 19**  
Social Media And Travel Review Apps Used In Planning Trip To Las Vegas\*  
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)

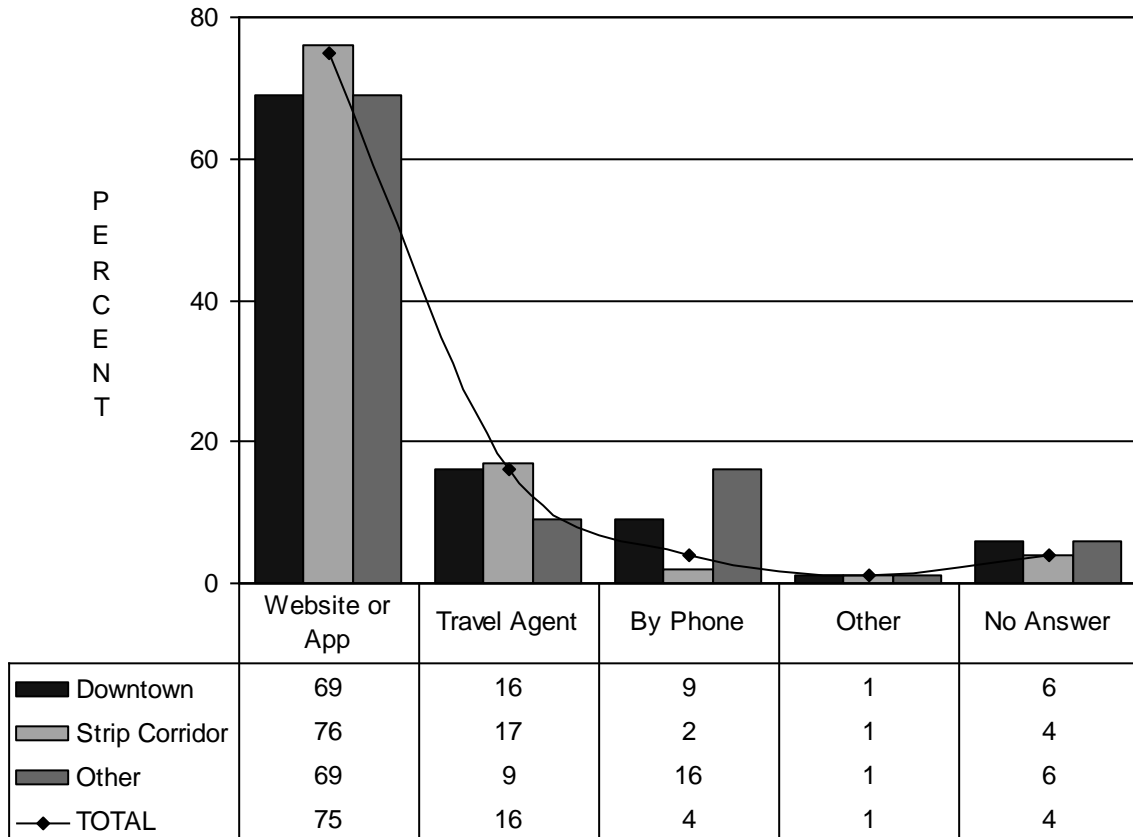


\*Multiple responses permitted  
(Base Sizes: Downtown=128, Strip Corridor=1997, Other=362, TOTAL=2488)

Visitors who said they used a website, social media, or apps in planning their trip (over two-thirds of all visitors) were asked which social media or travel review apps they used. Nearly three-quarters (73%) said they used Google, while over four in ten (43%) said they consulted reviews at online travel agencies. Strip Corridor lodgers (36%) were more likely than Downtown (17%) or Other lodgers (11%) to say that they consulted reviews at hotel or show venue sites, or that they used TripAdvisor (18% vs. 9% and 6%). Strip Corridor lodgers were also more likely than other non-Downtown lodgers to say they consulted reviews at online travel agencies (45% vs. 30%) or used Vegas.com (29% vs. 14%). Those who lodged elsewhere than the Strip Corridor or Downtown were more likely to use Facebook (40%) than Downtown (28%) or Strip Corridor (27%) lodgers.



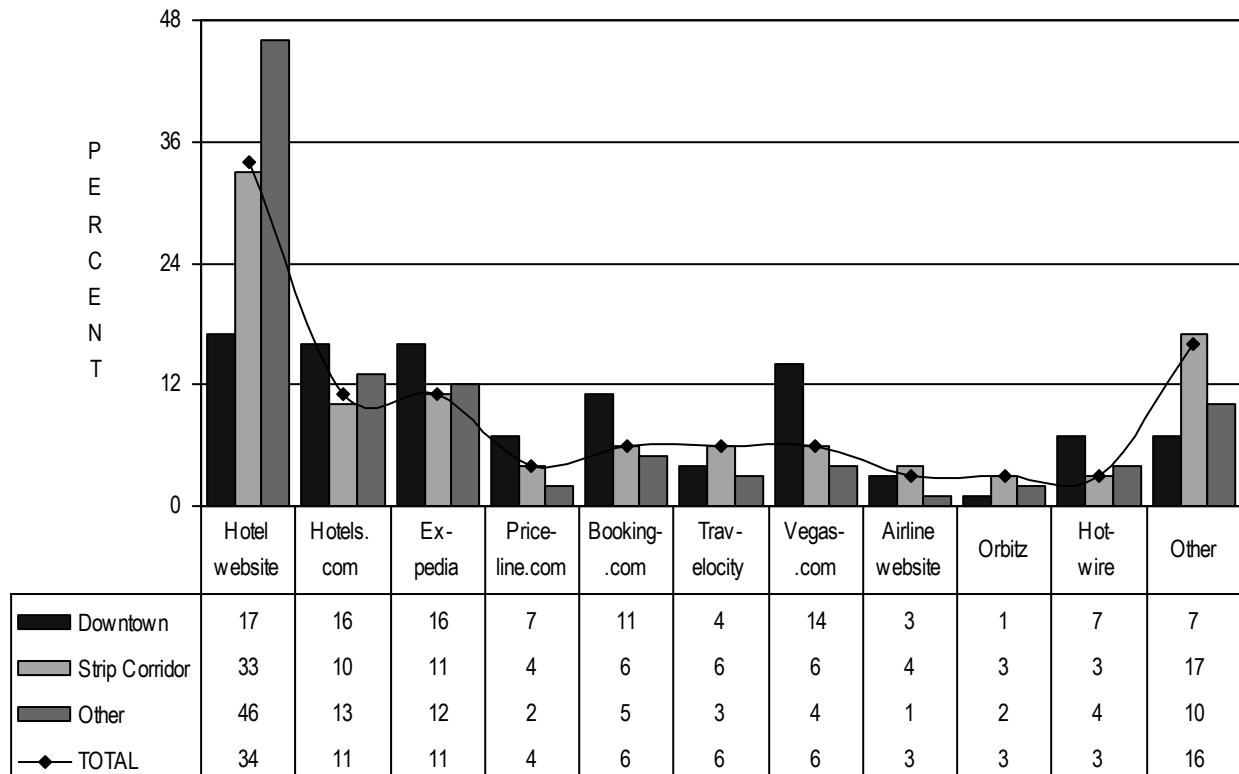
**FIGURE 20**  
**How Booked Flight To Las Vegas**  
(Among Those Who Used The Internet To Plan Trip)



(Base Sizes: Downtown=58, Strip Corridor=1407, Other=207, 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. Strip Corridor lodgers (76%) were more likely than other non-Downtown lodgers (69%) to say they used a website or app to book their flight. Strip Corridor (17%) and Downtown lodgers (16%) were more likely than Other lodgers (9%) to say they used a travel agent. Those who lodged elsewhere than Downtown or the Strip Corridor were the most likely to say that they booked their flight by phone (16% vs 9% of Downtown and 2% of Strip Corridor lodgers).

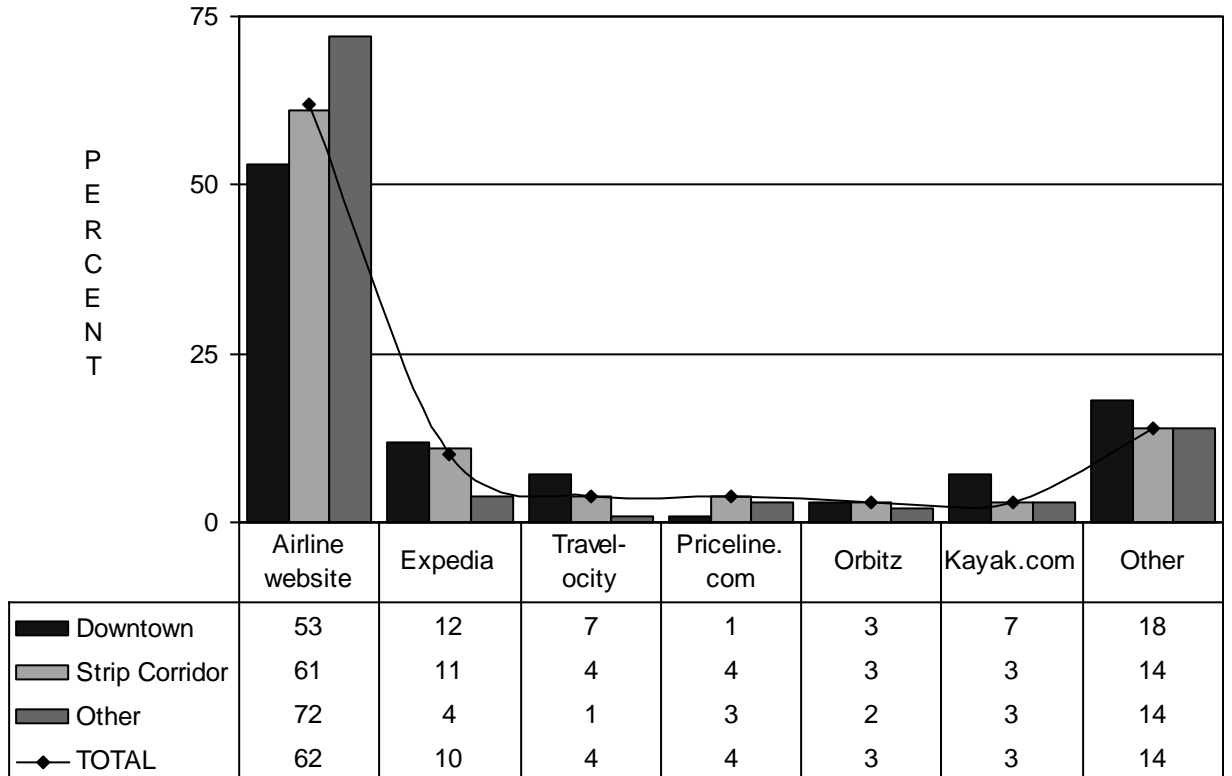
FIGURE 21  
Website Used To Book Accommodations  
(Among Those Who Used The Internet  
To Book Their Accommodations In Las Vegas)



(Base Sizes: Downtown=109, Strip Corridor=1653, Other=269, TOTAL=2031)

Respondents who had used a website or app to book their accommodations in Las Vegas were asked to name the website or app they used. One-third (34%) of these visitors said they used a hotel website to do so. Other non-Strip Corridor and non-Downtown lodgers (46%) were more likely than Strip Corridor lodgers (33%), who in turn were more likely than downtown lodgers (17%) to have used a hotel website. Downtown lodgers (14%) were more likely than Strip Corridor (6%) or Other lodgers (4%) to have used Vegas.com.

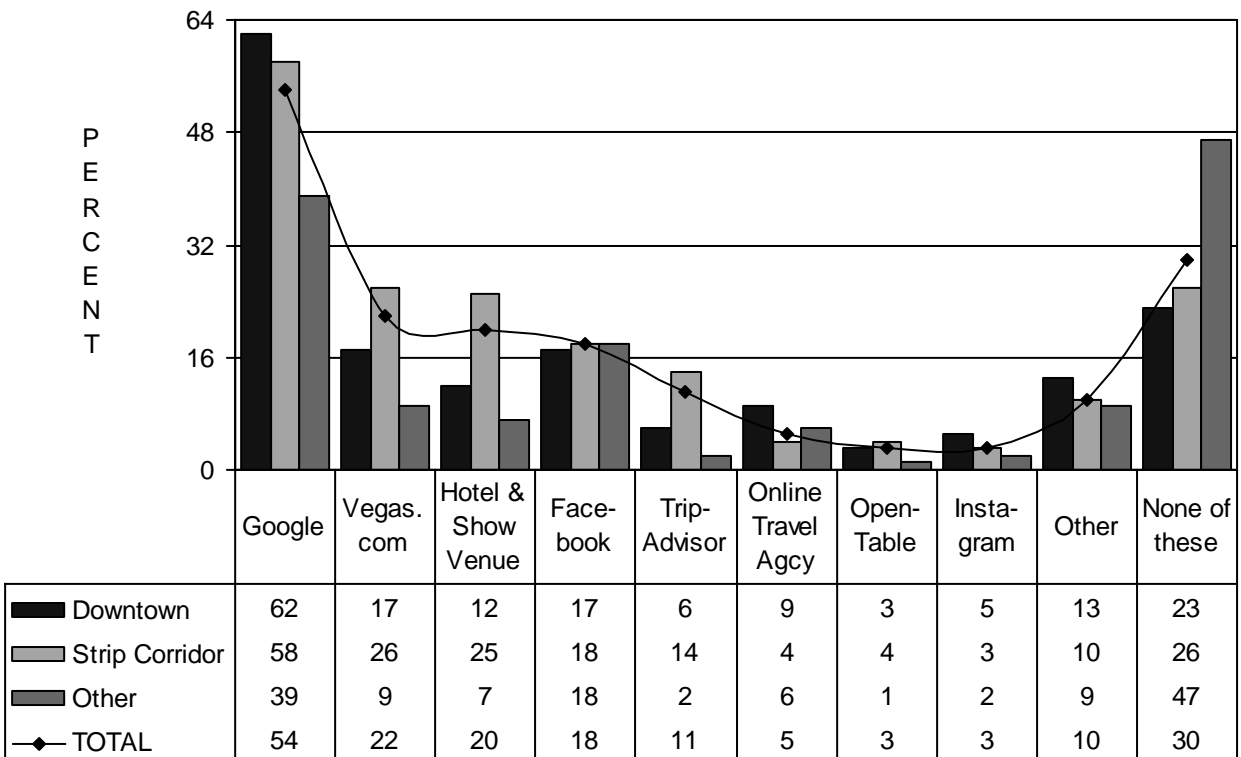
FIGURE 22  
Website Used To Book Flight  
(Among Those Who Booked Their Flight To Las Vegas Online)



(Base Sizes: Downtown=40, Strip Corridor=1068, Other=142, TOTAL=1249)

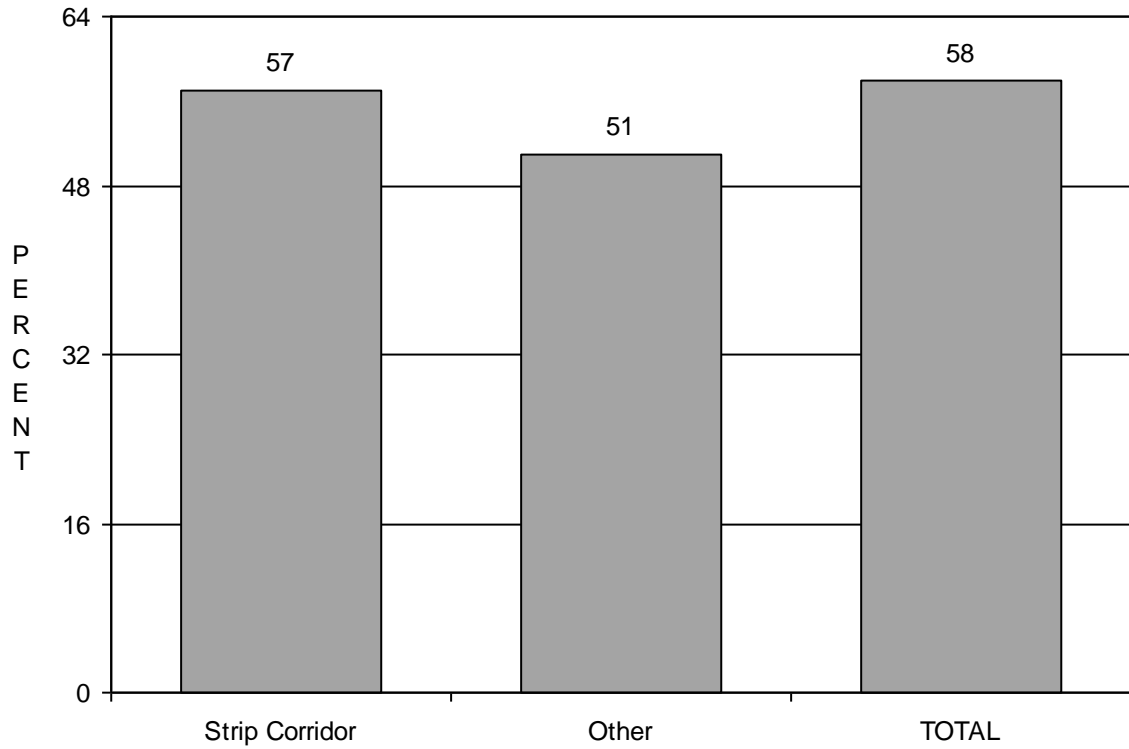
Respondents who had used a website or app to book their flight to Las Vegas were also asked what website they used. Over six in ten of these visitors (62%) said they used an airline website, while 10% said they used Expedia. Visitors lodging outside of Downtown or the Strip Corridor (72%) were more likely than Strip Corridor (61%) or Downtown lodgers (53%) to have used an airline website. They were also the least likely to use either Expedia (4% vs. 11% for Strip Corridor lodgers and 12% for Downtown lodgers) or Travelocity (1% vs. 4% for Strip Corridor lodgers and 7% for Downtown lodgers).

FIGURE 23  
Social Media Apps Or Websites Used To Plan Activities While In Las Vegas



Visitors were asked which, if any, social media and travel review apps or websites they used to plan their activities while in Las Vegas. Fifty-four percent (54%) used Google, while about one in five said they used Vegas.com (22%), consulted reviews at hotel or show venue sites (20%) or used Facebook (18%). Strip Corridor lodgers were more likely to use a variety of apps and websites including Vegas.com (26%), reviews at hotel or show venue sites (25%). Downtown (62%) and Strip Corridor lodgers (58%) were more likely than Other lodgers (39%) to say they used Google. Downtown (9%) and Other lodgers (6%) were more likely than Strip Corridor lodgers (4%) to say they consulted reviews at an online travel agency. Those visitors who lodged elsewhere than Downtown or the Strip Corridor (47%) were the most likely to say they did not use any websites or apps.

FIGURE 24  
Whether Visited Downtown Las Vegas On This Trip

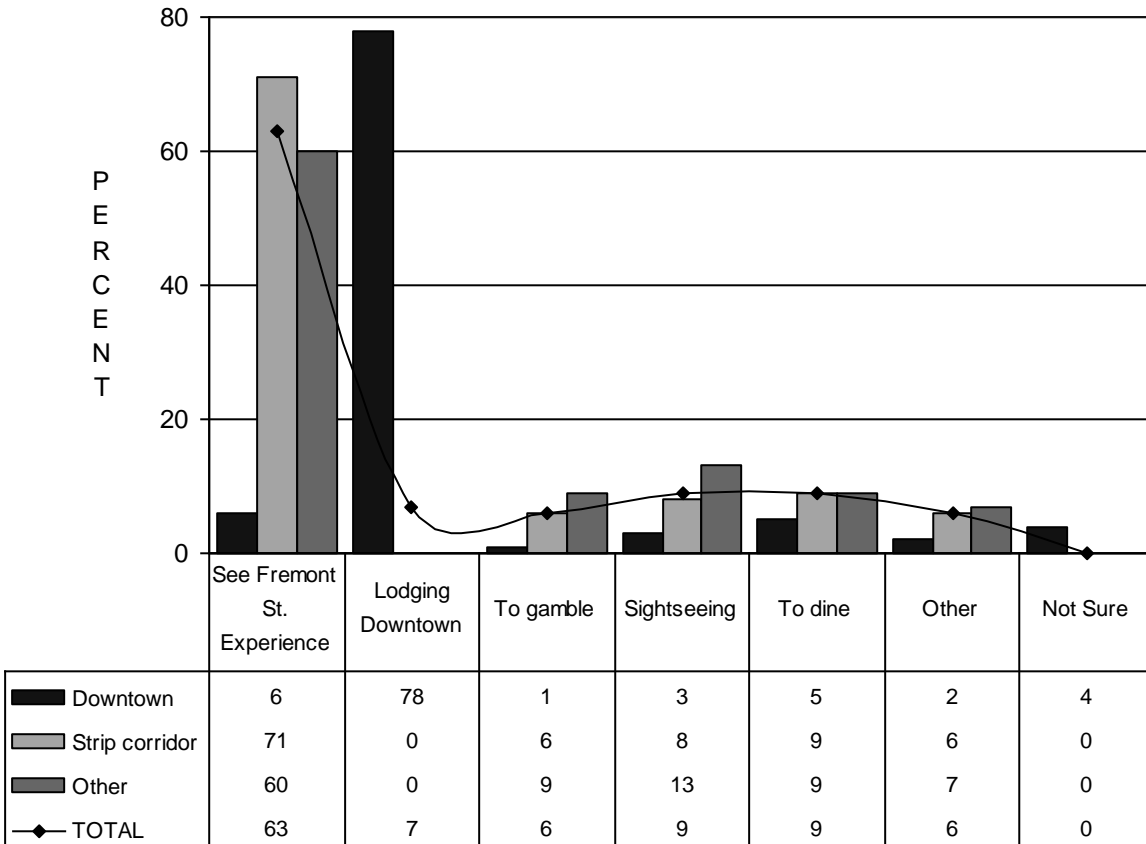


Only "yes" responses are reported in this figure.

Fifty-eight (58%) of all visitors said they visited Downtown Las Vegas on their current trip.\*\* Strip Corridor lodgers (57%) were more likely than other non-Downtown lodgers (51%) to have visited Downtown.

\*\* By definition, all (100%) respondents who said they lodged Downtown also visited the Downtown area on their current trip.

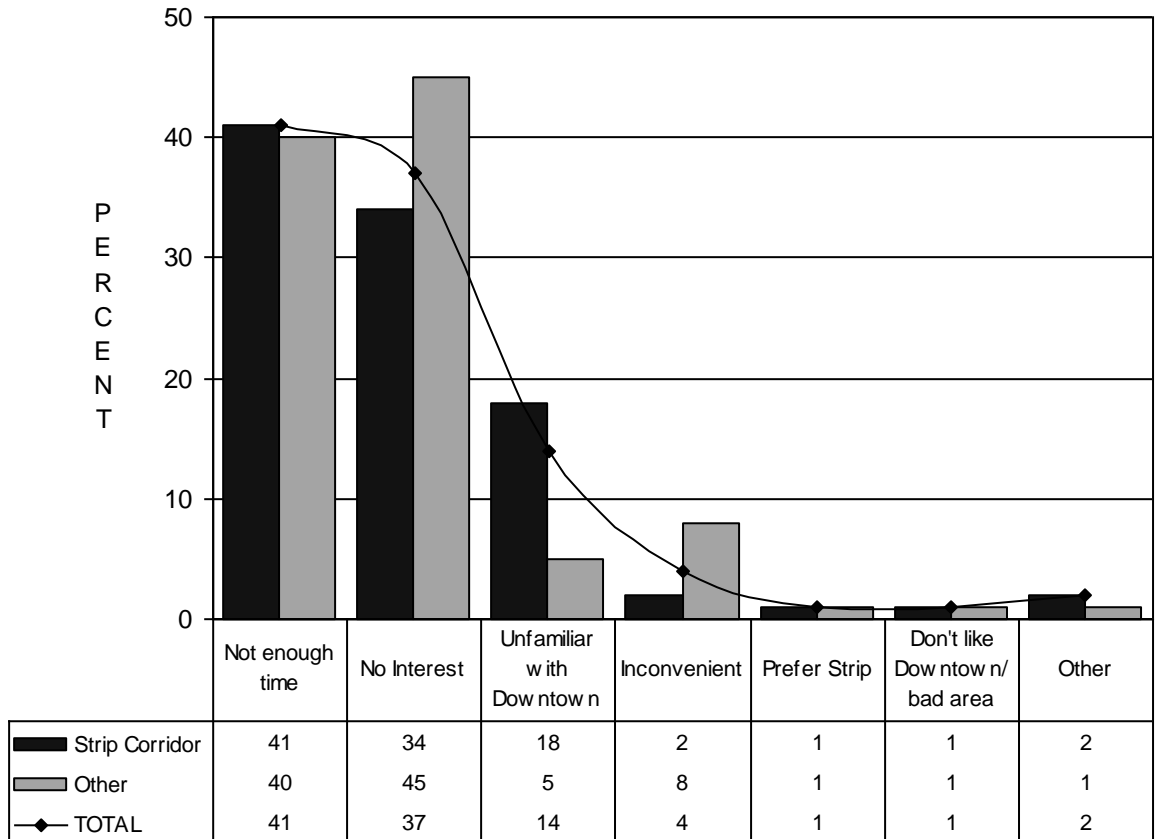
FIGURE 25  
Why Visited Downtown Las Vegas  
(Among Those Who Visited Downtown)



(Base Sizes: Downtown=177, Strip Corridor=1492, Other=401, TOTAL=2070)

Visitors were asked for the primary reason why they had gone to the Downtown area. Most (78%) of those staying Downtown said they were there primarily because that was where they were lodging, while seven in ten (71%) Strip Corridor lodgers and six in ten (60%) Other lodgers said they had gone Downtown primarily to see the Fremont Street Experience. Other lodgers (9%) were more likely than Strip Corridor (6%) and Downtown lodgers (1%) to go Downtown for gambling or for sightseeing (13% vs. 8% and 3%).

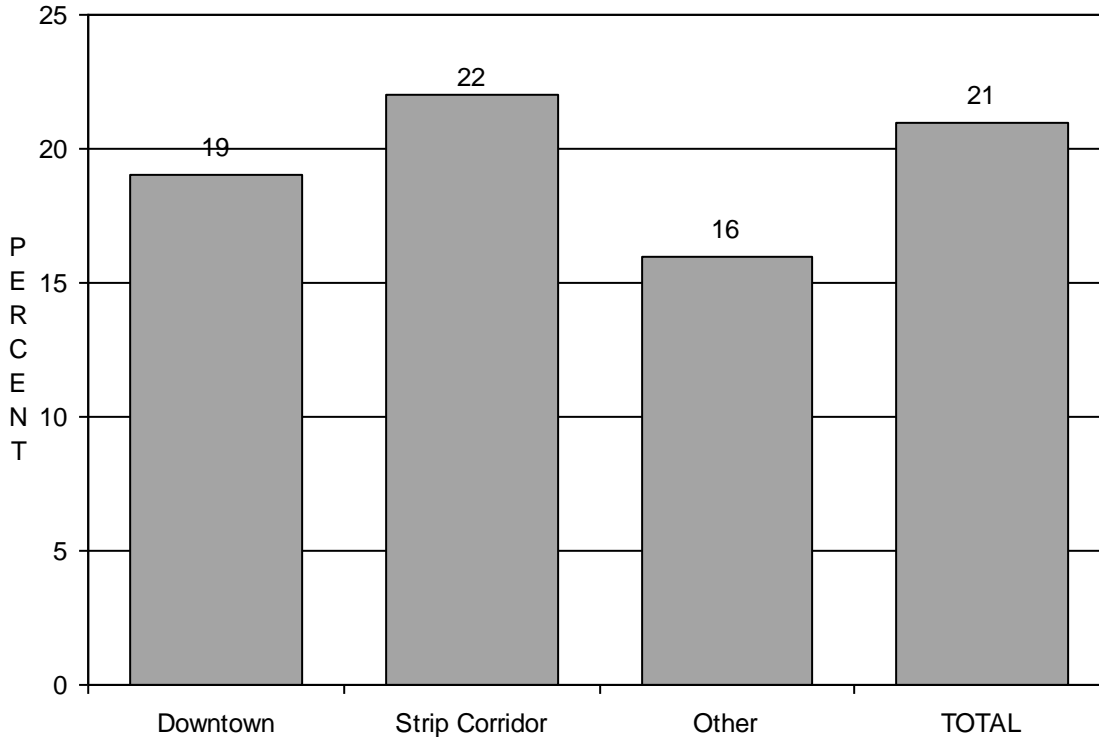
FIGURE 26  
Why Did Not Visit Downtown Las Vegas  
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Strip Corridor=1146, Other=382, TOTAL=1528)

Visitors who did not travel Downtown were asked why they did not. Four in ten (41%) said it was because they did not have enough time, and nearly four in ten (37%) visitors said it was because of a lack of interest in the Downtown area. Strip Corridor lodgers were more likely than Other lodgers to say they were unfamiliar with the Downtown area (18% vs. 5%), while Other lodgers were more likely than Strip Corridor lodgers to say that they were not interested (45% vs. 34%) or that or that the Downtown area was inconvenient or out of the way (8% vs. 2%).

FIGURE 27  
Visits To Nearby Places\*



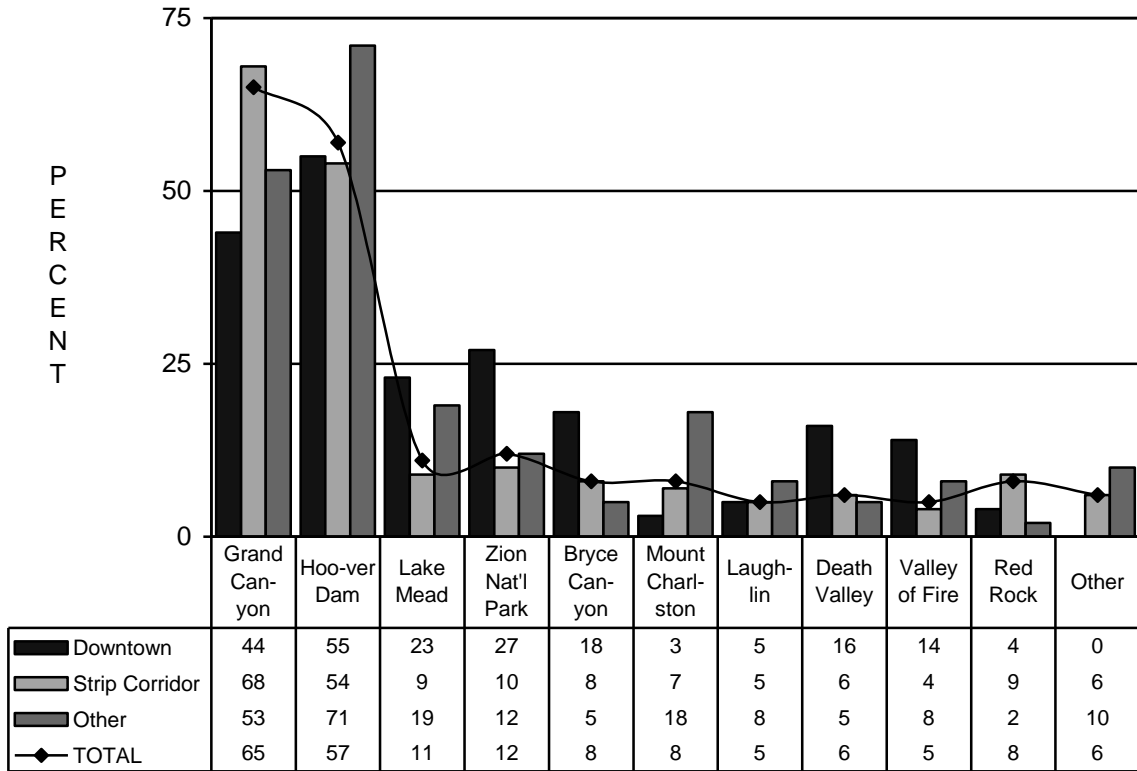
Only "yes" responses are reported in this figure.

Twenty-one percent (21%) of visitors visited nearby places while on their current trip to Las Vegas. Strip Corridor lodgers (22%) were more likely than other non-Downtown lodgers (16%) to say they visited other nearby places.

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



FIGURE 28  
Other Nearby Places Visited\*  
(Among Those Who Visited Or Planned To Visit Other Places)



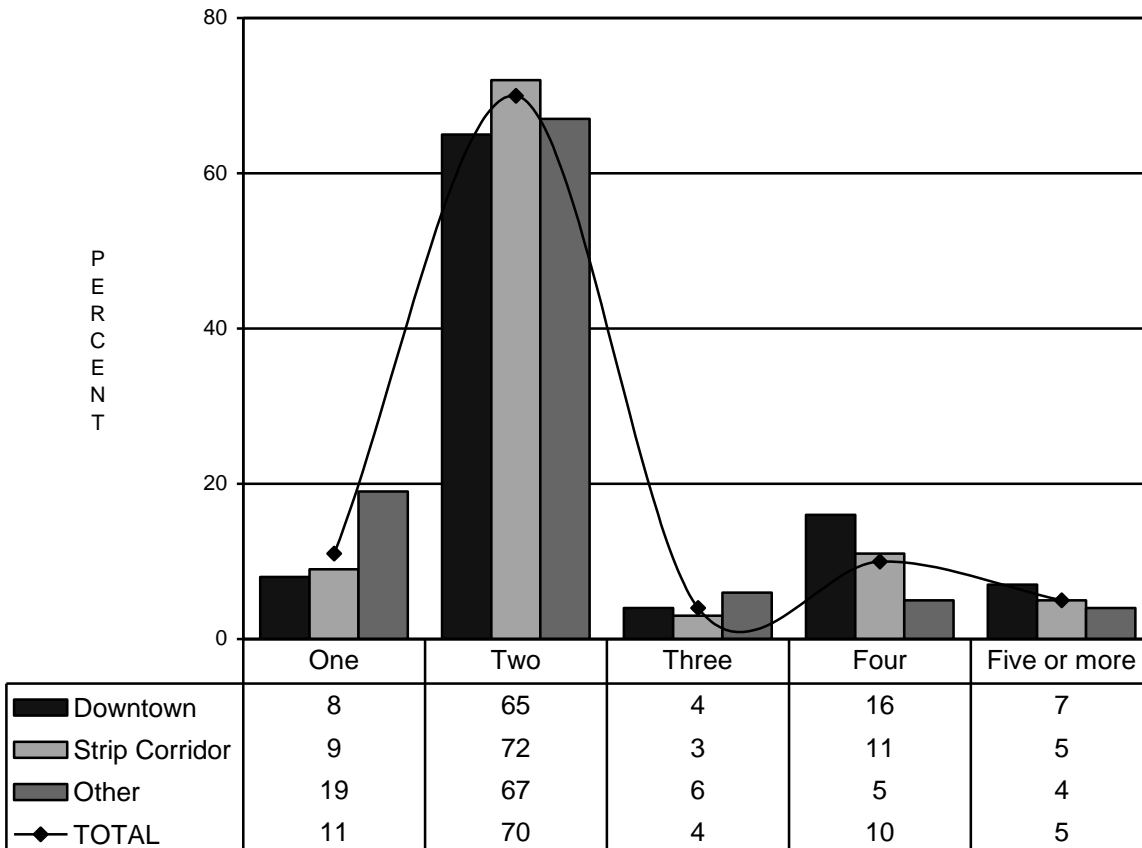
Multiple responses permitted.  
(Base Sizes: Downtown=45, Strip Corridor=597, Other=105, TOTAL=746)

Among those visitors who visited other places, Strip Corridor lodgers (68%) were more likely than Downtown (44%) and Other lodgers (53%) to say they visited the Grand Canyon. Strip Corridor lodgers were also more likely than other non-Downtown lodgers to say they visited Red Rock Canyon (9% vs. 2%). Downtown lodgers (27%) were more likely than Strip Corridor (10%) or Other lodgers (12%) to say they visited Zion National Park, and were more likely than other non-Strip Corridor lodgers to visit Bryce Canyon (18% vs. 5%). Other non-Downtown or Strip Corridor lodgers (18%) were more likely than Downtown (3%) or Strip Corridor lodgers (7%) to say they visited the Mount Charleston/Lee Canyon area, and were more likely than Strip Corridor lodgers to say they visited Hoover Dam (71% vs. 54%). Downtown (23%) and other non-Strip Corridor lodgers (19%) were more likely than Strip Corridor lodgers (9%) to visit Lake Mead.

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

**TRIP CHARACTERISTICS AND EXPENDITURES**

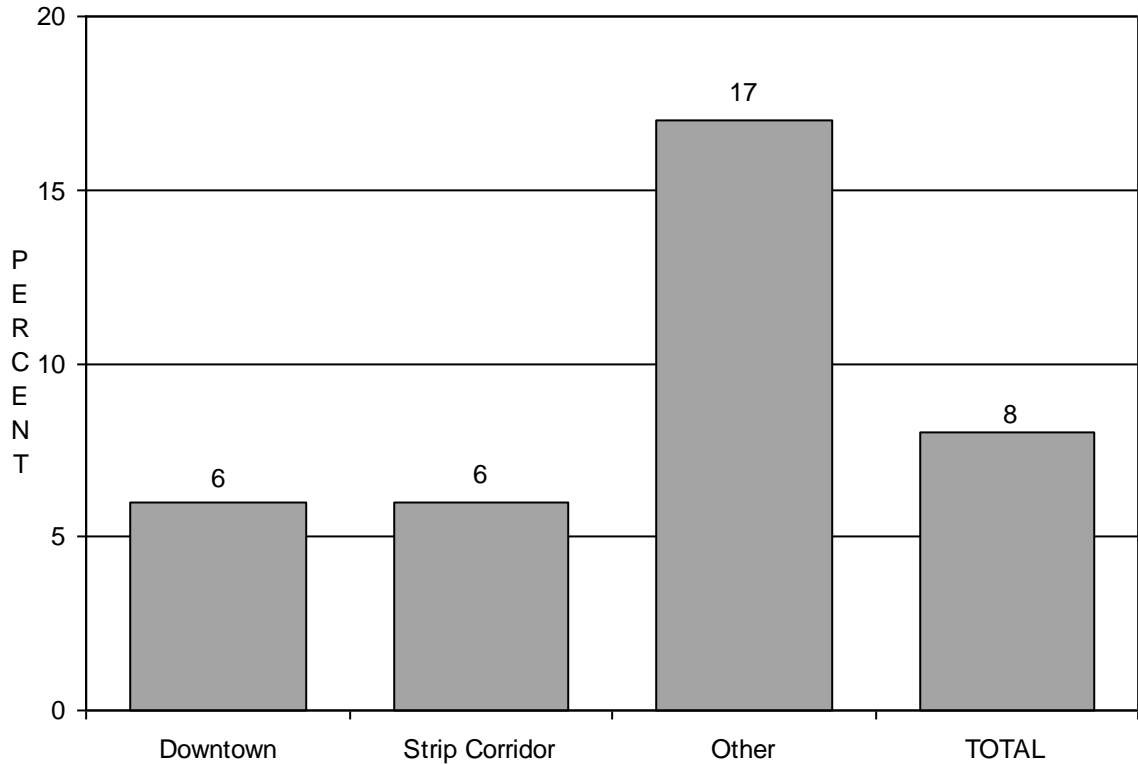
**FIGURE 29**  
Adults In Immediate Party



(Means: Downtown=2.6, Strip Corridor=2.4, Other=2.1, TOTAL=2.3)

The majority of visitors (70%) traveled to Las Vegas in parties of two adults. Visitors who did not lodge Downtown or in the Strip Corridor were the most likely to be traveling alone (19% vs. 9% of Strip Corridor lodgers and 8% of Downtown lodgers). The *average* party size was higher for Strip Corridor lodgers (average of 2.4 adults) and Downtown lodgers (2.6) than for those who lodged elsewhere (2.1).

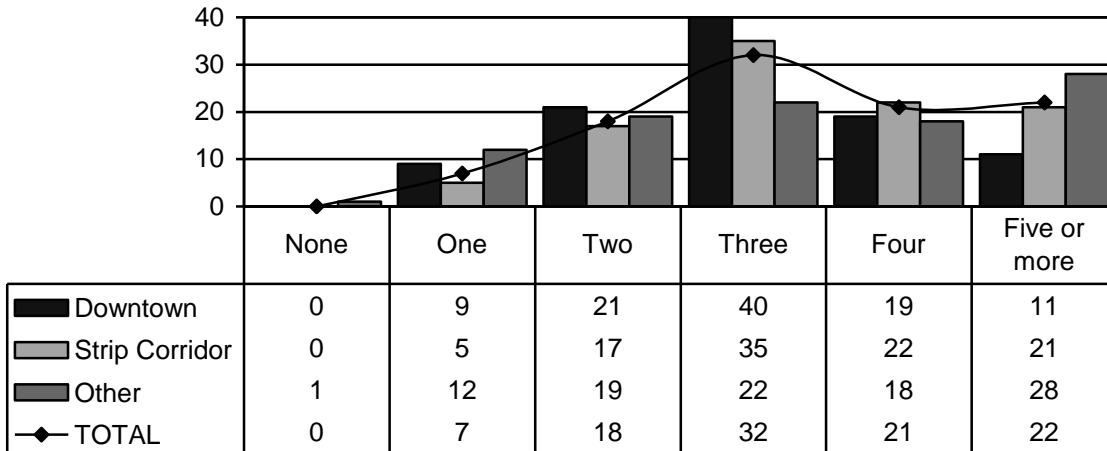
FIGURE 30  
Whether Has Persons In Party Under Age 21\*  
(Among All Visitors)



\*Only "yes" responses are reported in this figure.

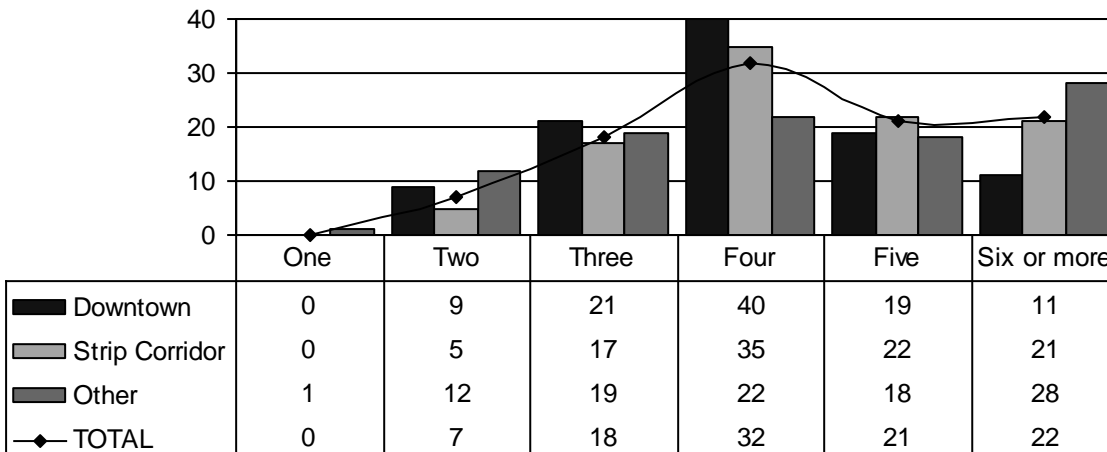
Eight percent (8%) of visitors said they were traveling with people under the age of 21 in their immediate party. Other visitors (17%) were more likely than Strip Corridor or Downtown lodgers (6% each) to be traveling with people under the age of 21 in their immediate party.

FIGURE 31  
Nights Stayed



(Means: Downtown=3.1, Strip Corridor=3.5, Other=3.6, TOTAL=3.5)

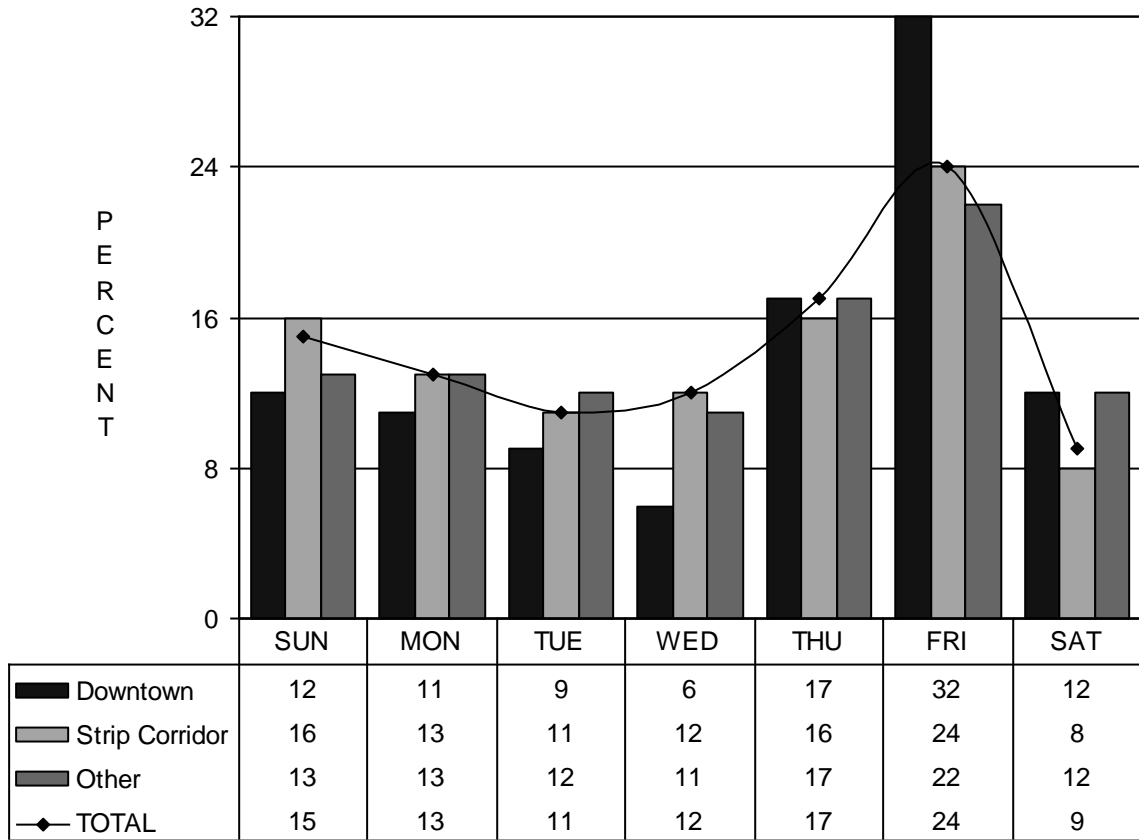
FIGURE 32  
Days Stayed



(Means: Downtown=4.1, Strip Corridor=4.5 Other=4.6, TOTAL=4.5)

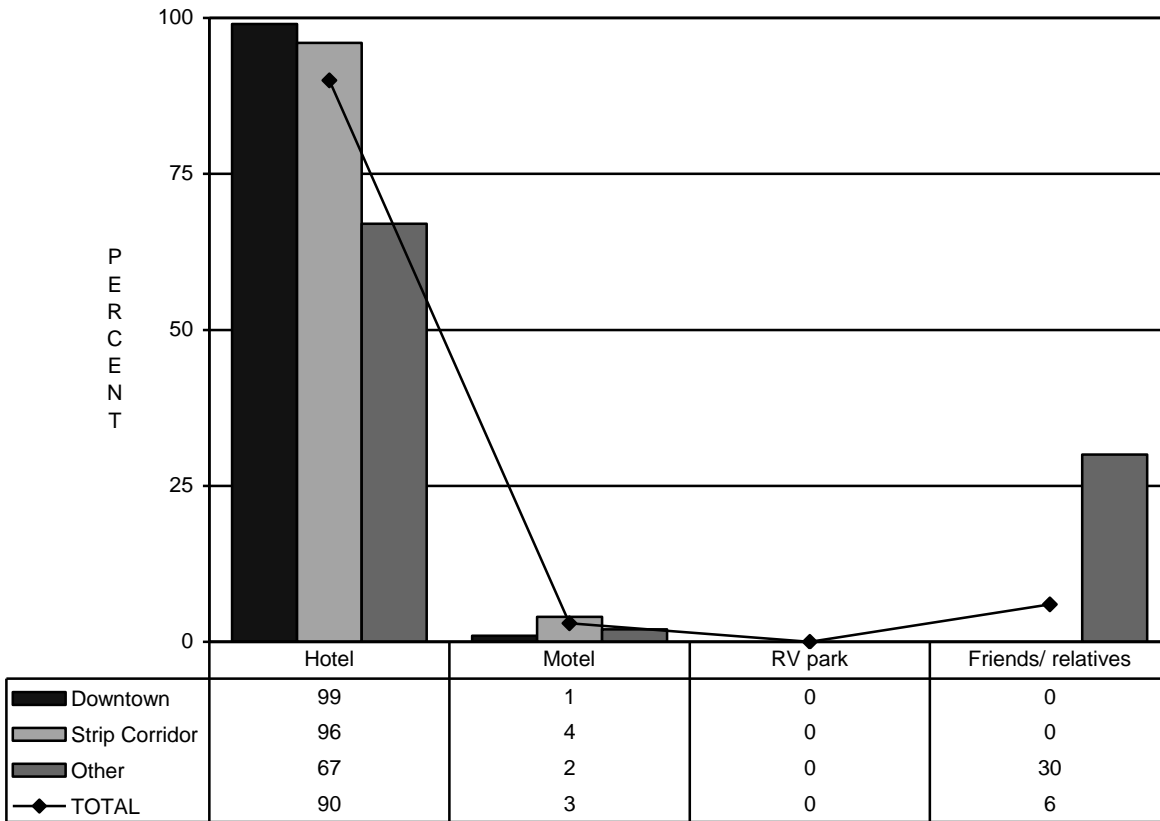
Visitors stayed an average of 3.5 nights and 4.5 days in Las Vegas. Strip Corridor lodgers (3.5 nights and 4.5 days) and Other visitors (3.6 nights and 4.6 days) stayed longer than Downtown lodgers (3.1 nights and 4.1 days). Other visitors were the most likely to say they stayed 5 or more nights in Las Vegas (28%).

FIGURE 33  
Day Of Arrival



Visitors were asked on what day of the week they arrived in Las Vegas. Visitors were most likely to arrive on a Friday (24%). Downtown lodgers (32%) were the most likely to arrive on a Friday (compared to 24% of Strip Corridor lodgers and 22% of Other lodgers).

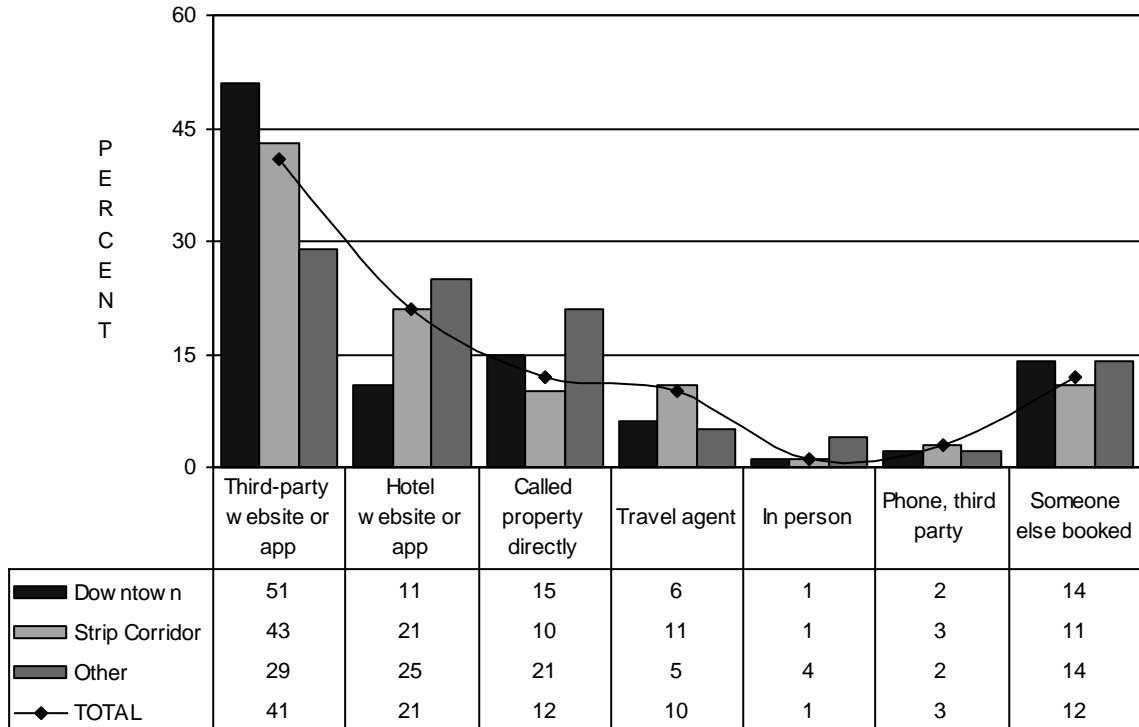
FIGURE 34  
Type Of Lodging  
(Among Those Who Stayed Overnight)



(Base Sizes: Downtown=177, Strip Corridor=2640, Other=779, TOTAL=3596)

Downtown lodgers (99%) were the most likely to have stayed in a hotel, while Strip Corridor lodgers (96%) were also more likely to have done so than Other visitors (67%). Strip Corridor lodgers (4%) were also the most likely to have stayed in a motel.

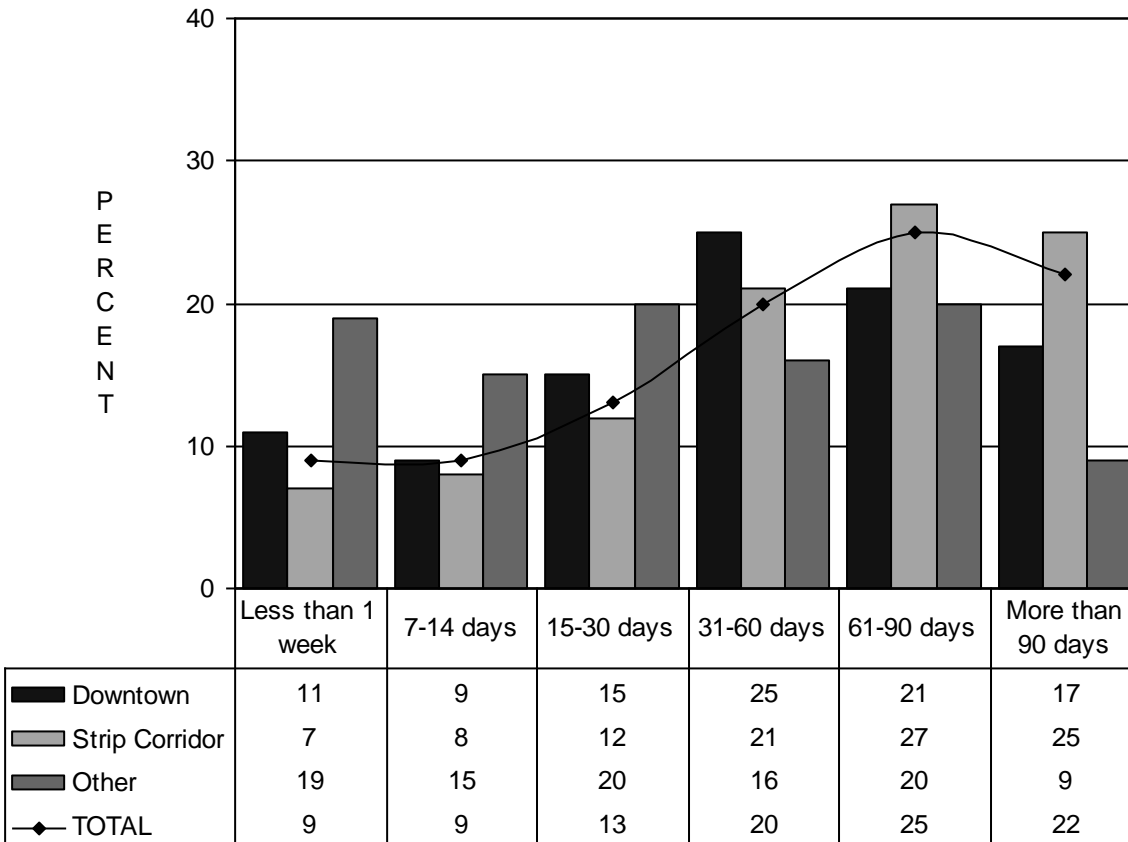
**FIGURE 35**  
How Booked Accommodations In Las Vegas  
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Downtown=177, Strip Corridor=2601, Other=506, TOTAL=3284)

Visitors who stayed at a hotel, motel, or in an RV park were asked how they or someone in their party booked their accommodations in Las Vegas for their most recent trip. Other visitors (21%) were more likely than Strip Corridor lodgers (10%) to say they called the property directly and were the least likely to have booked through a third-party website or app (29%). Downtown lodgers (11%) were the least likely to have booked their accommodations via a hotel website or app while Strip Corridor lodgers (11%) were more likely than Downtown (6%) and Other lodgers (5%) to have used a travel agent to book their accommodations. Other visitors (4%) were the most likely to say they booked their accommodations in person (compared to 1% each of Downtown and Strip Corridor lodgers).

FIGURE 36  
Advance Booking Of Accommodations  
(Among Those Who Stayed In A Hotel/Motel/RV Park)

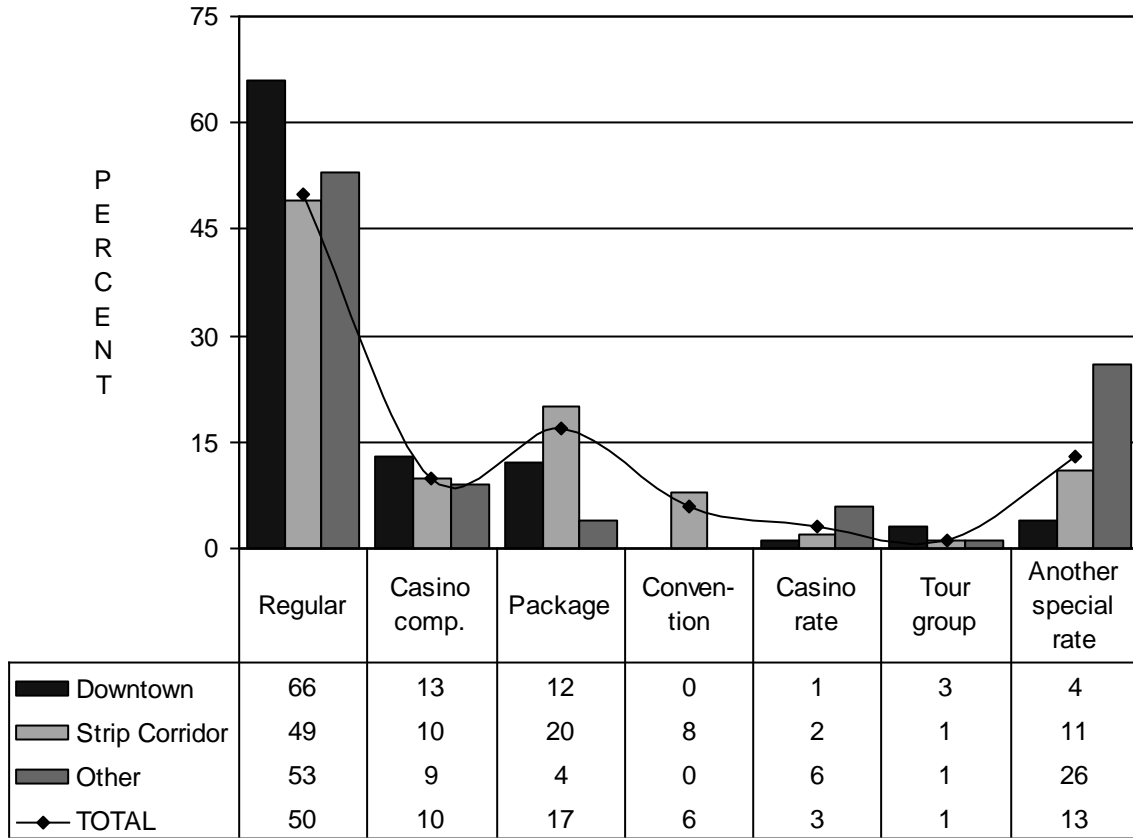


(Base Sizes: Downtown=177, Strip Corridor=2601, Other=506, TOTAL=3284)

Among those visitors staying in a hotel, motel, or RV park, two-thirds (67%) booked their accommodations more than one month in advance. Other visitors were the most likely to have booked their accommodations less than a week in advance (19% vs. 11% for Downtown and 7% for Strip Corridor lodgers). Other visitors were also the most likely to have booked their accommodations one week to one month in advance (35% vs. 24% for Downtown lodgers and 20% for Strip Corridor lodgers). Strip Corridor lodgers (73%) were more likely than Downtown (63%) and Other lodgers (45%) to have booked their accommodations more than one month in advance.



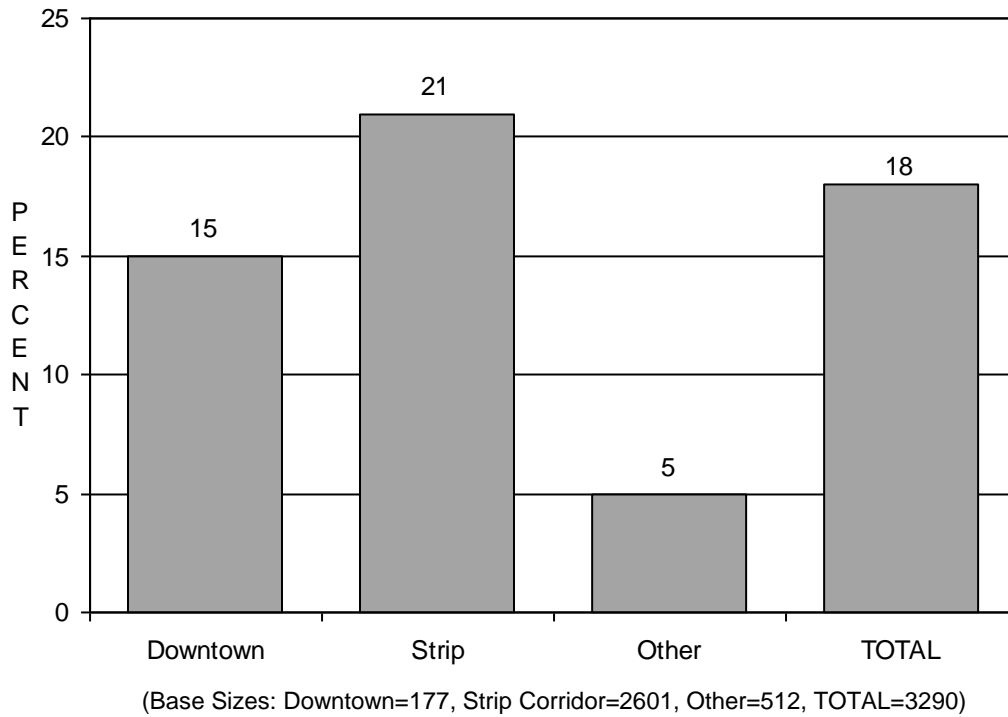
FIGURE 37  
Type Of Room Rates  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Downtown=177, Strip Corridor=2601, Other=512, TOTAL=3290)

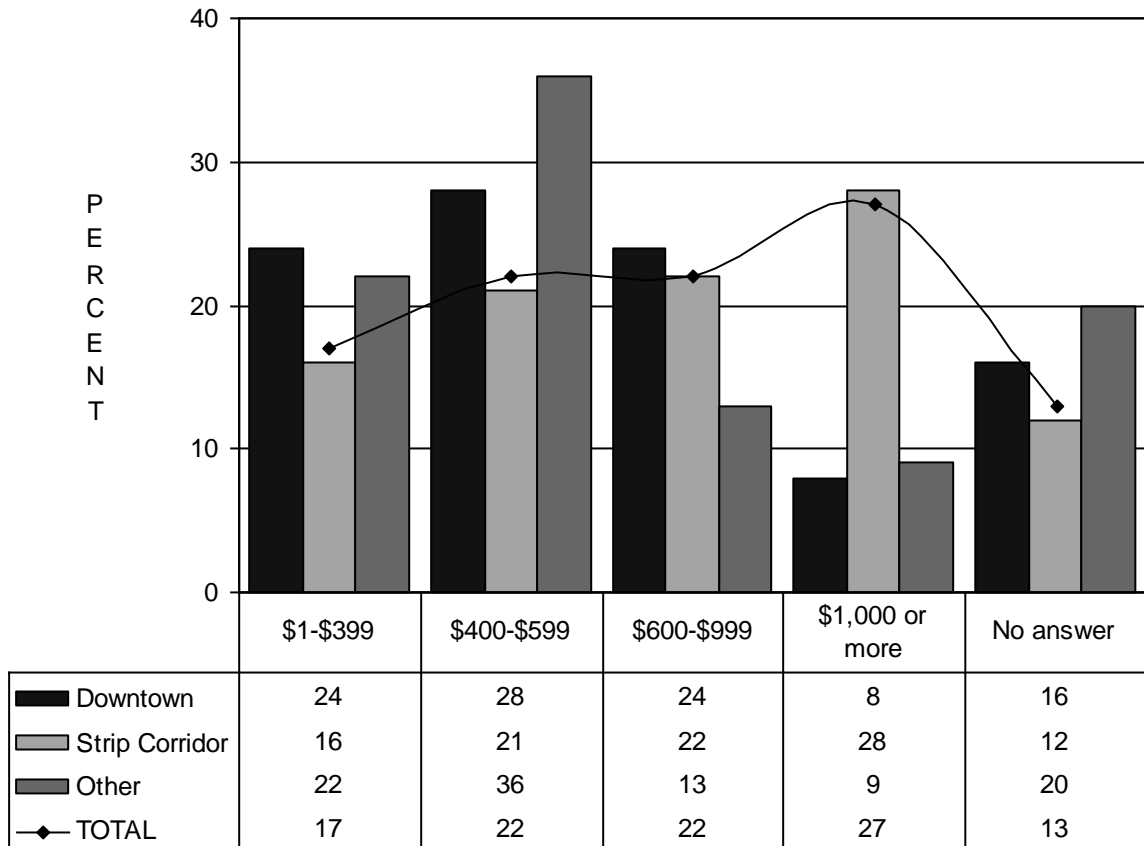
Looking at the type of room rates received by hotel/motel lodgers, Downtown lodgers (66%) were more likely to have paid a regular rate than Strip Corridor (49%) or Other lodgers (53%). Strip Corridor lodgers (20%) were more likely than Downtown lodgers (12%) and Others (4%) to have paid a package rate. Strip Corridor lodgers (8%) were more likely to have paid a convention rate than either Downtown or Other lodgers (less than 1% each). Other visitors were the most likely to pay a casino rate (6%) or some other special room rate (26%), while Strip Corridor lodgers (11%) were more likely than Downtown lodgers (4%) to have paid a special room rate.

FIGURE 38  
Package Purchasers  
(Among Those Staying In A Hotel Or Motel)



Both Strip Corridor (21%) and Downtown lodgers (15%) were more likely than Other visitors (5%) to be visiting Las Vegas as part of a tour group or package deal.

**FIGURE 39**  
**Cost Of Package Per Person**  
(Among Those Who Bought A Package)

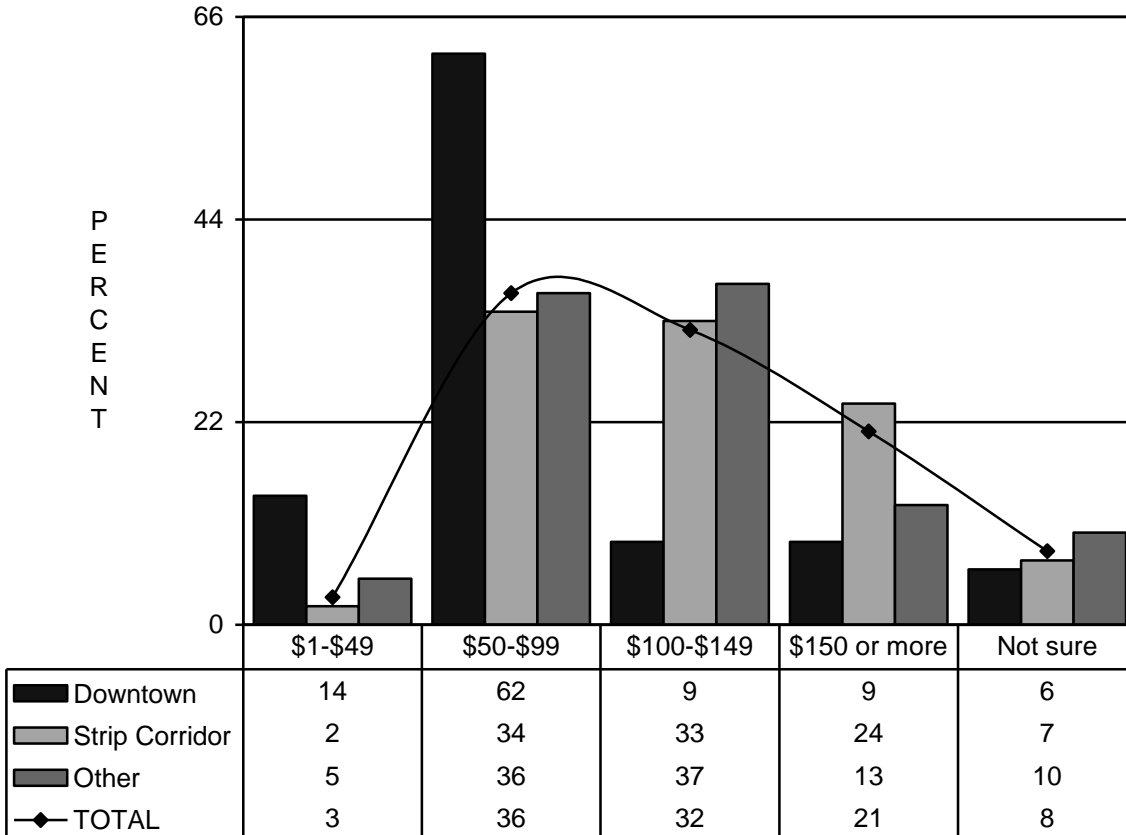


(Base Sizes: Downtown=26\*, Strip Corridor=537, Other=23\*, TOTAL=586)  
(Mean: Downtown=\$548.60, Strip Corridor=\$884.00, Other=\$582.42, TOTAL=\$858.52)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. On average, Strip Corridor lodgers (average package cost of \$884.00) paid the most for their package, while Downtown lodgers (\$548.60) and Other lodgers (\$582.42) paid on average nearly the same.

\* Note the very small base sizes for Downtown and Other lodgers.

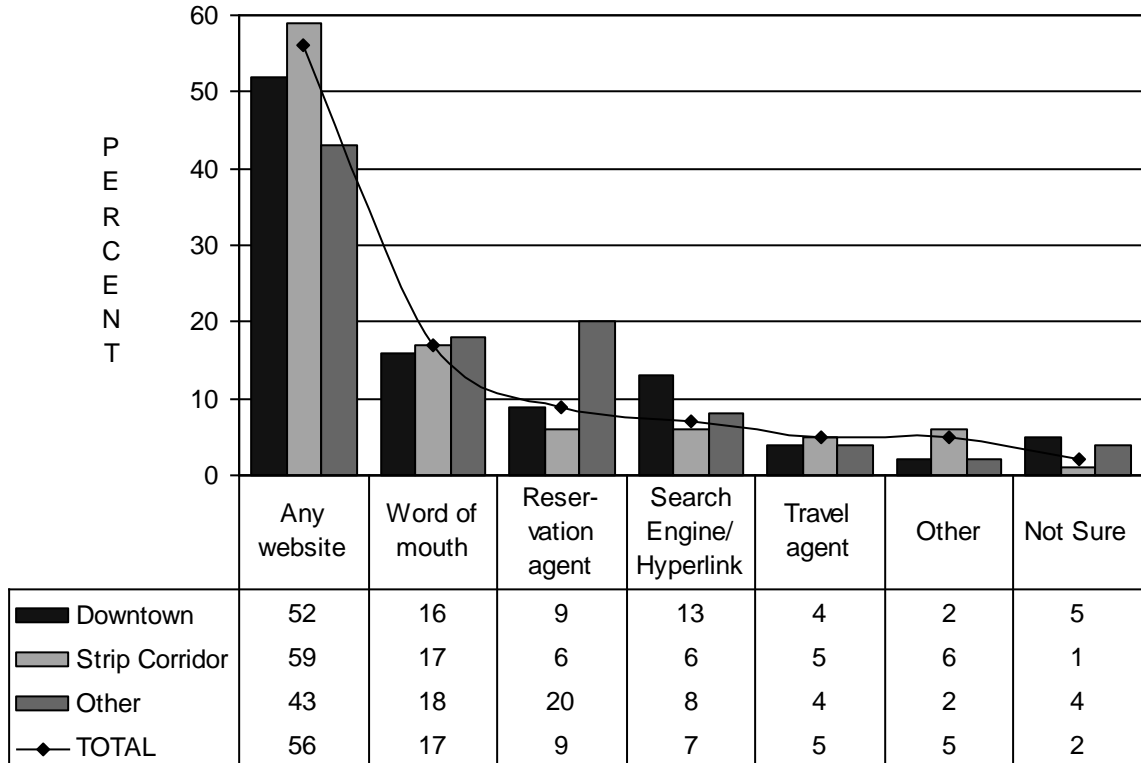
**FIGURE 40**  
**Lodging Expenditures — Average Per Night**  
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Downtown=127, Strip Corridor=1805, Other=443, TOTAL=2376)  
(Means: Downtown=\$81.16, Strip Corridor=\$120.29, Other=\$102.12, 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. On average, Strip Corridor lodgers (mean of \$120.29) paid more for their room than Other lodgers (\$102.12), while Downtown lodgers (\$81.16) paid the least.

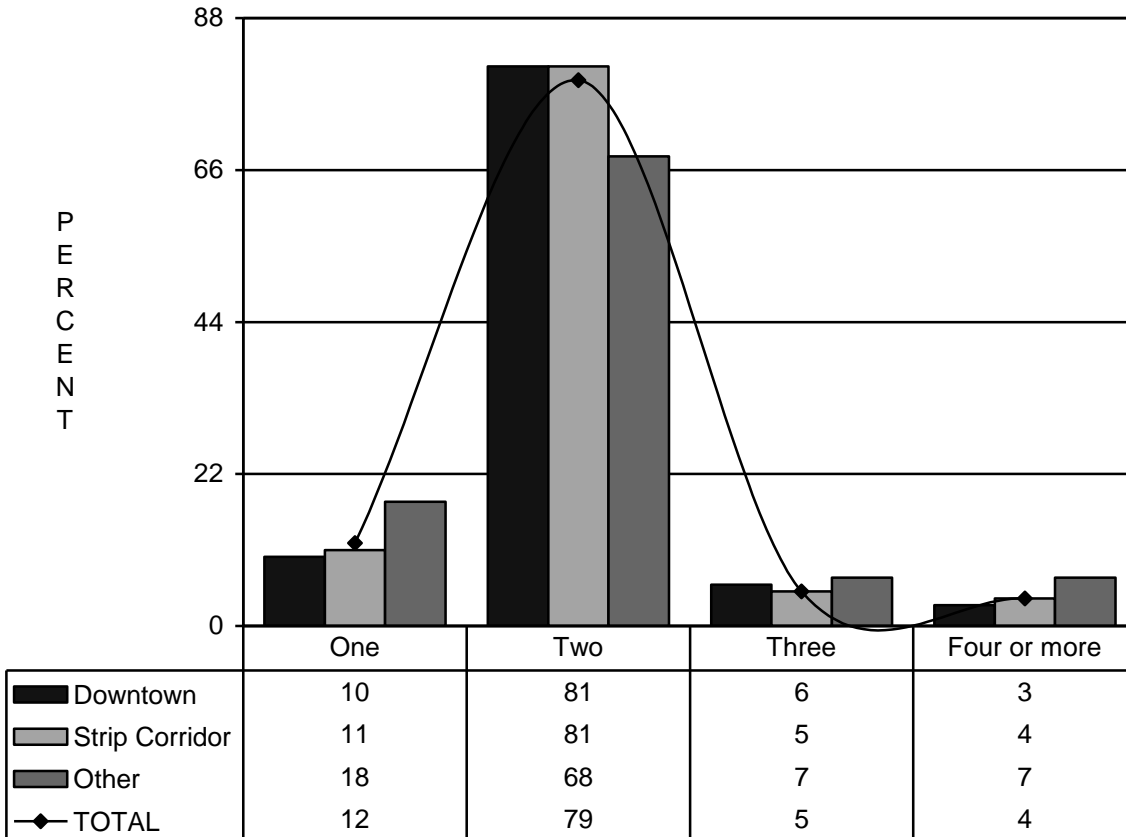
**FIGURE 41**  
**How First Found Out About Room Rate**  
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Downtown=127, Strip Corridor=1805, Other=443, TOTAL=2376)

Visitors were asked how they first found out about the room rate they paid. Strip Corridor lodgers (59%) were more likely than other non-Downtown lodgers (43%) to say they first found their room rate on a website. Downtown lodgers (13%) were more likely than Strip Corridor lodgers (6%) to say they heard about their rate through a search engine/hyperlink. Other visitors (20%) were more likely to say they first found their room rate through a reservation agent or call center than Strip Corridor (6%) or Downtown (9%) lodgers.

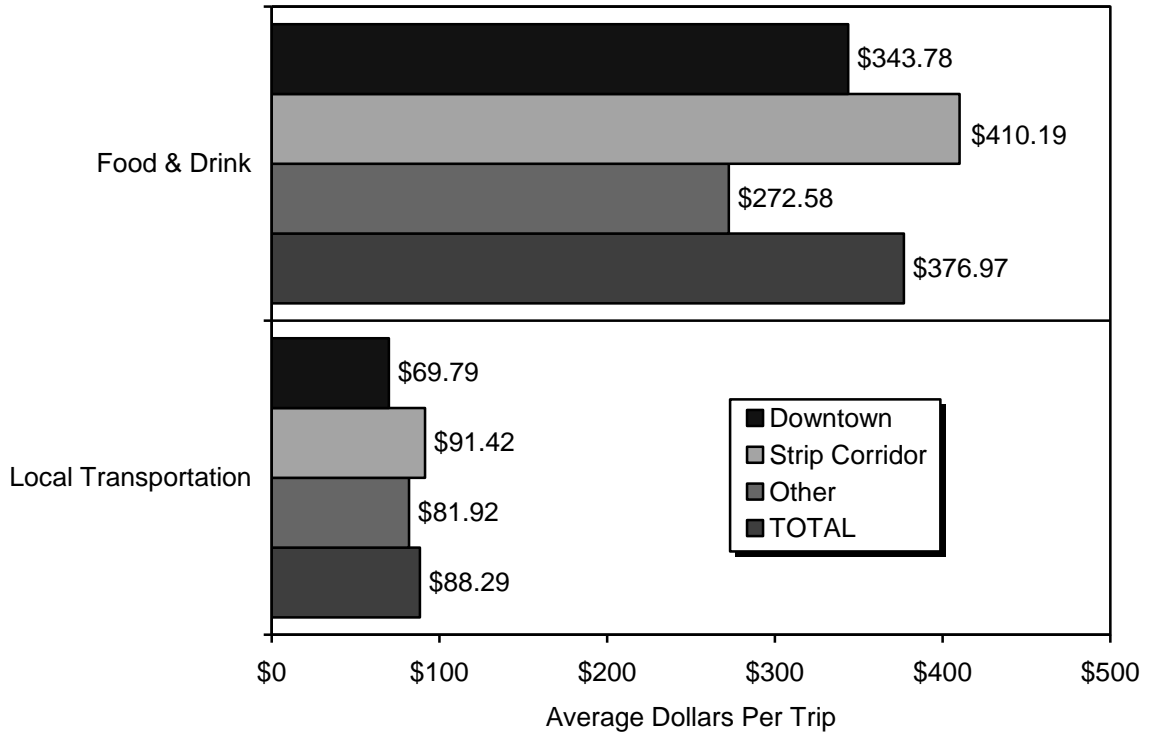
FIGURE 42  
Number Of Room Occupants  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Downtown=177, Strip Corridor=2640, Other=546, TOTAL=3363)  
(Means: Downtown=2.0, Strip Corridor=2.0, Other=2.1, TOTAL=2.0)

The majority (79%) of visitors who stayed in a hotel or motel room said two people stayed in their room, with an overall average of 2.0 room occupants. Downtown and Strip Corridor lodgers (both 81%) were more likely than Other lodgers (68%) to say they had two room occupants. Other visitors were the most likely to have either lodged alone (18% vs. 11% of Strip Corridor lodgers and 10% of Downtown lodgers) or to say they had four or more room occupants (7% vs. 4% of Strip Corridor lodgers and 3% of Downtown lodgers).

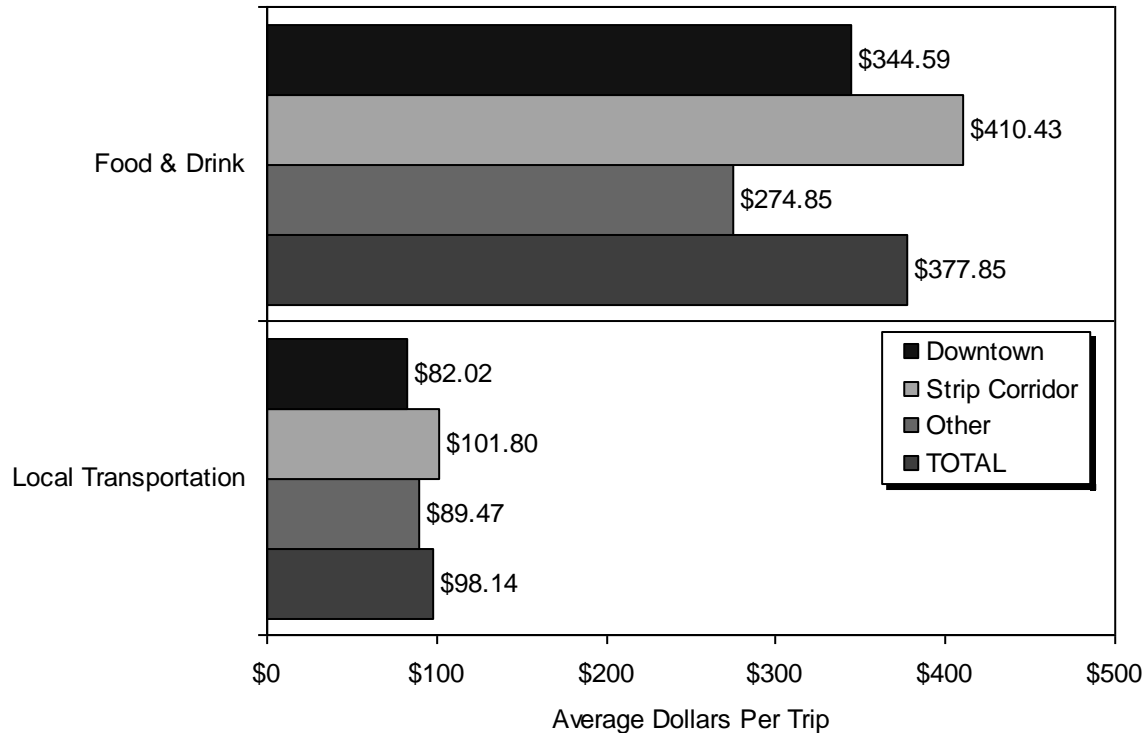
**FIGURE 43**  
 Average Trip Expenditures On Food & Drink —  
 And On Local Transportation  
 (Including Visitors Who Spent Nothing In That Category)



On average, Strip Corridor lodgers (\$410.19) spent more on food and drink than Downtown lodgers (\$343.78), while Other lodgers (\$272.58) spent the least.

Strip Corridor lodgers (\$91.42) spent more on local transportation than Downtown (\$69.79) lodgers.

FIGURE 44  
Average Trip Expenditures On Food & Drink —  
And On Local Transportation  
(Among Those Who Spent Money In That Category)



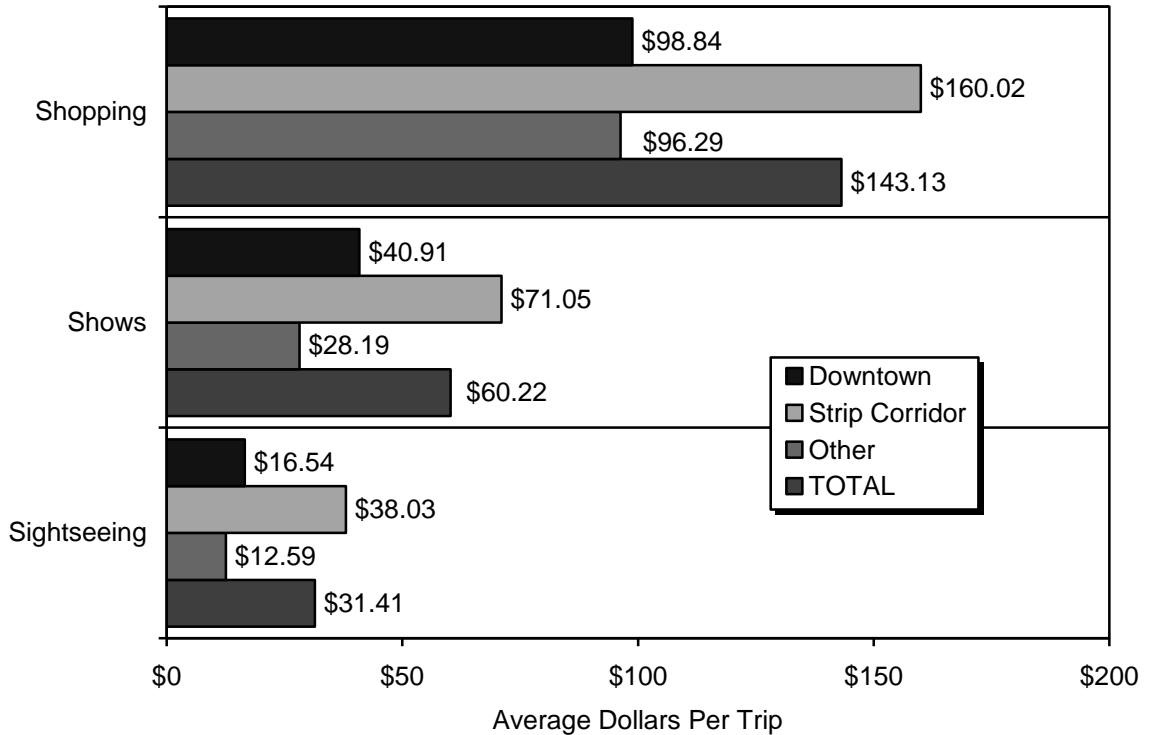
(Base Sizes, Food & Drink: Downtown=177, Strip Corridor=2639, Other=774, TOTAL=3592)  
(Base Sizes, Local Transportation: Downtown=151, Strip Corridor=2372, Other=717, TOTAL=3239)

Among those visitors who actually spent money on food and drink, Strip Corridor lodgers (\$410.43) spent more than Downtown lodgers (\$344.59) and Other lodgers (\$274.85).

Among those visitors who spent money on local transportation, Strip Corridor lodgers (\$101.80) spent more than both Downtown (\$82.02) and Other lodgers (\$89.47).

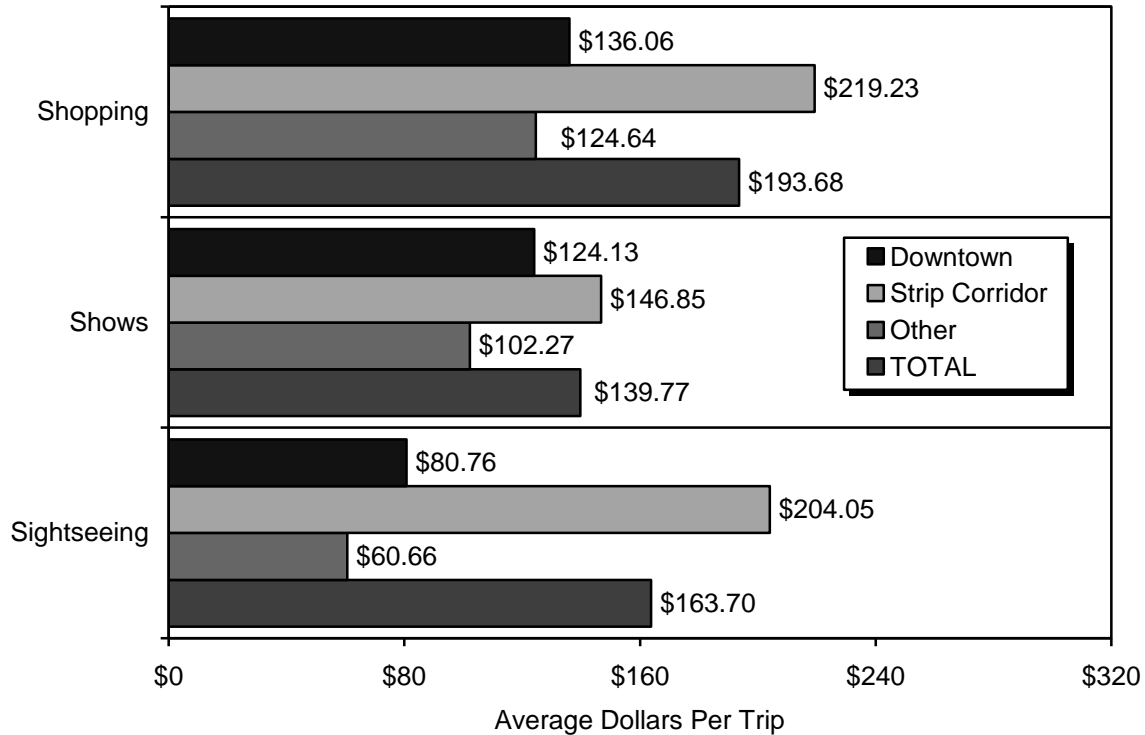


**FIGURE 45**  
Average Trip Expenditures On  
Shopping, Shows, And Sightseeing  
(Including Visitors Who Spent Nothing In That Category)



Strip Corridor lodgers (\$160.02) spent more on shopping than Other lodgers (\$96.29). Strip Corridor lodgers (\$71.05) also spent more on shows than Other lodgers (\$28.19). Strip Corridor lodgers (\$38.03) spent more on sightseeing than both Downtown (\$16.54) and Other lodgers (\$12.59).

FIGURE 46  
Average Trip Expenditures On  
Shopping, Shows, And Sightseeing  
(Among Those Who Spent Money In That Category)

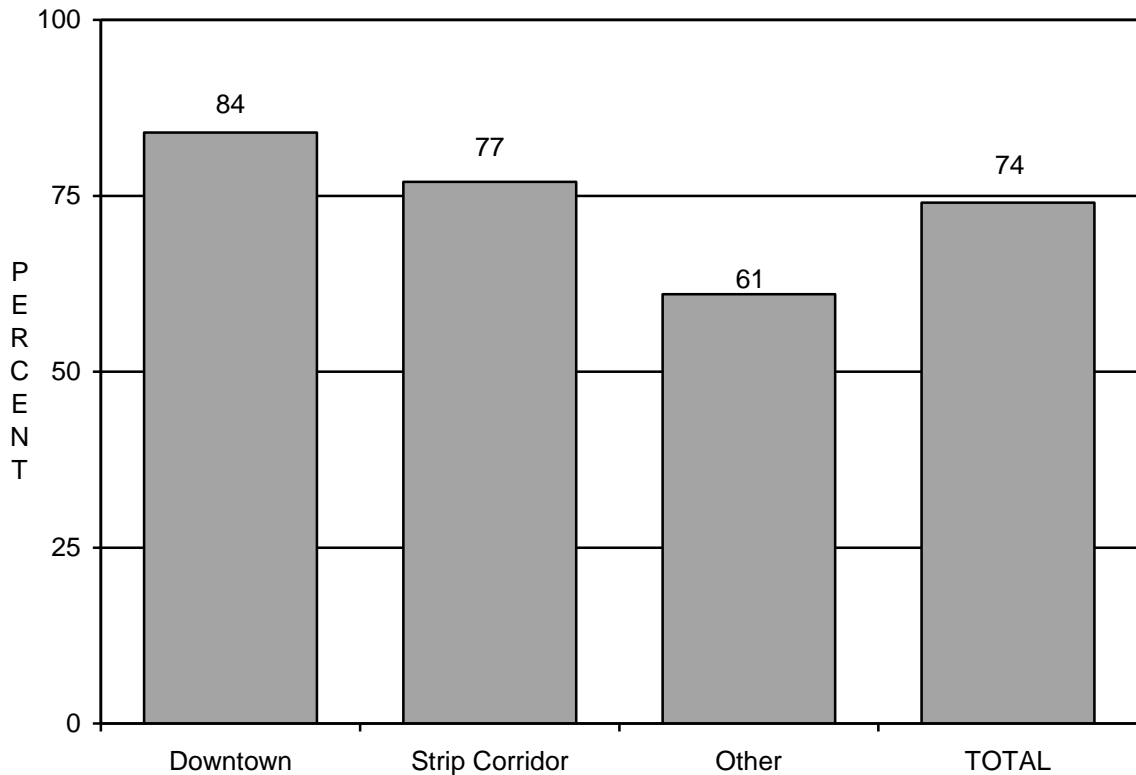


(Base Sizes, Shopping: Downtown=129, Strip Corridor=1928, Other=605, TOTAL=2662)  
 (Base Sizes, Shows: Downtown=58, Strip Corridor=1282, Other=216, TOTAL=1556)  
 (Base Sizes, Sightseeing: Downtown=38, Strip Corridor=510, Other=164, TOTAL=712)

Among visitors who spent money in these categories, Strip Corridor (\$219.23) spent more on shopping than Other lodgers (\$124.64). Strip Corridor lodgers also spent more on shows (\$146.85) than Other lodgers (\$102.27). Strip Corridor lodgers (\$204.05) spent more on sightseeing than both Downtown (\$80.76) and Other lodgers (\$60.66).

## GAMING BEHAVIOR AND BUDGETS

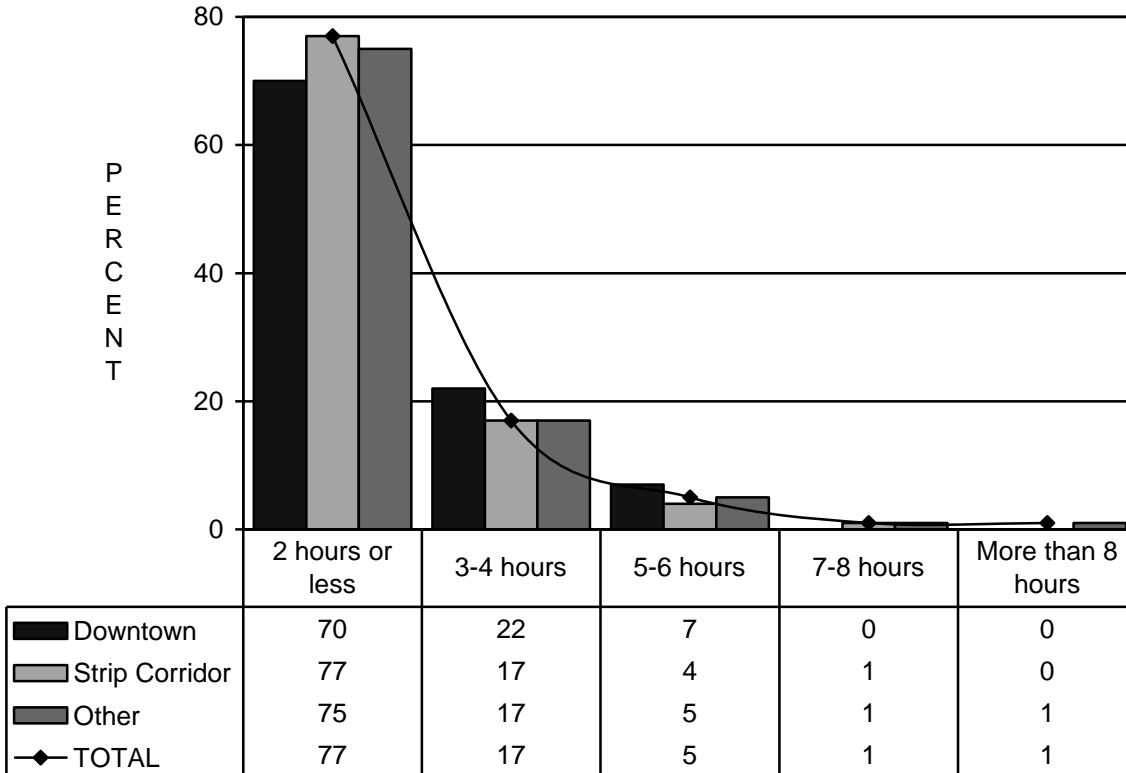
FIGURE 47  
Whether Gambled While In Las Vegas\*



\*Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of visitors said they gambled on their most recent visit to Las Vegas. Downtown lodgers (84%) were more likely to have gambled than Strip Corridor lodgers (77%), and both were more likely to have gambled than Other lodgers (61%).

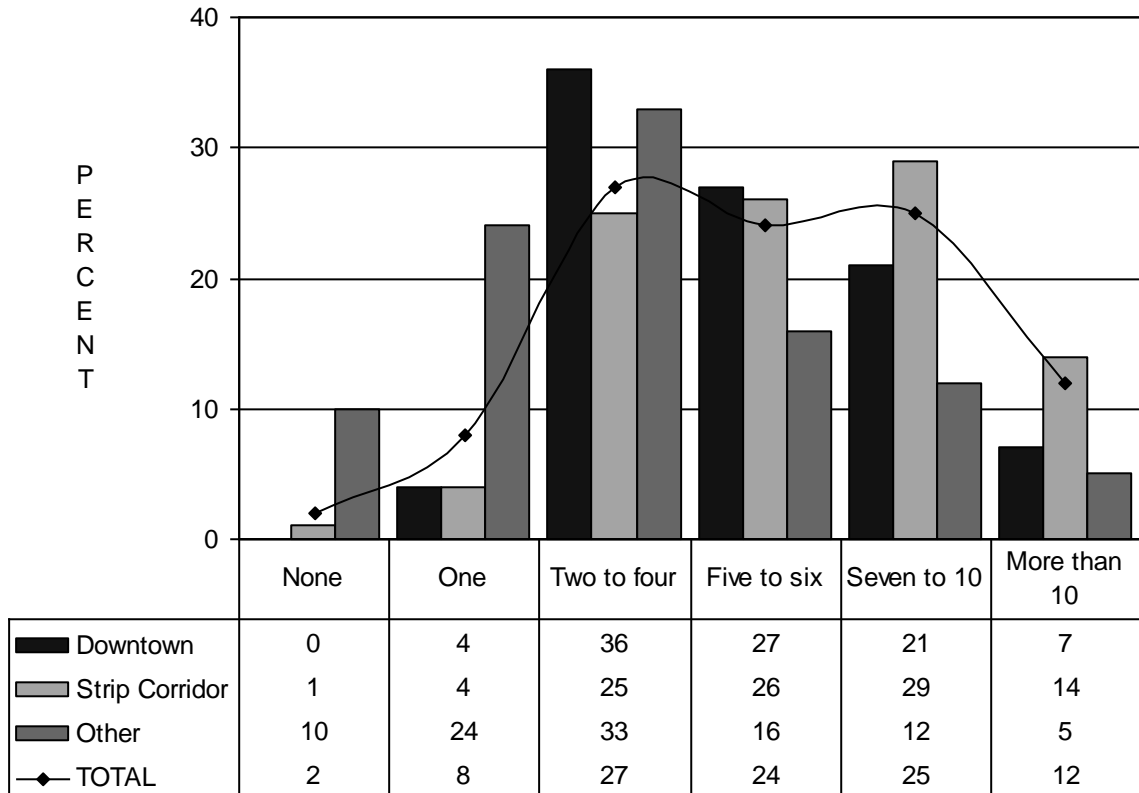
FIGURE 48  
Hours Of Gambling — Average Per Day  
(Among Those Who Gambled)



(Base Sizes: Downtown=149, Strip Corridor=2027, Other=475, TOTAL=2652)  
(Means: Downtown=1.8, Strip Corridor=1.5, Other=1.7, TOTAL=1.6)

Among those visitors who said they gambled on their current trip to Las Vegas, there were no significant differences between these lodging groups in the average hours per day spent gambling.

FIGURE 49  
Number Of Casinos Visited\*

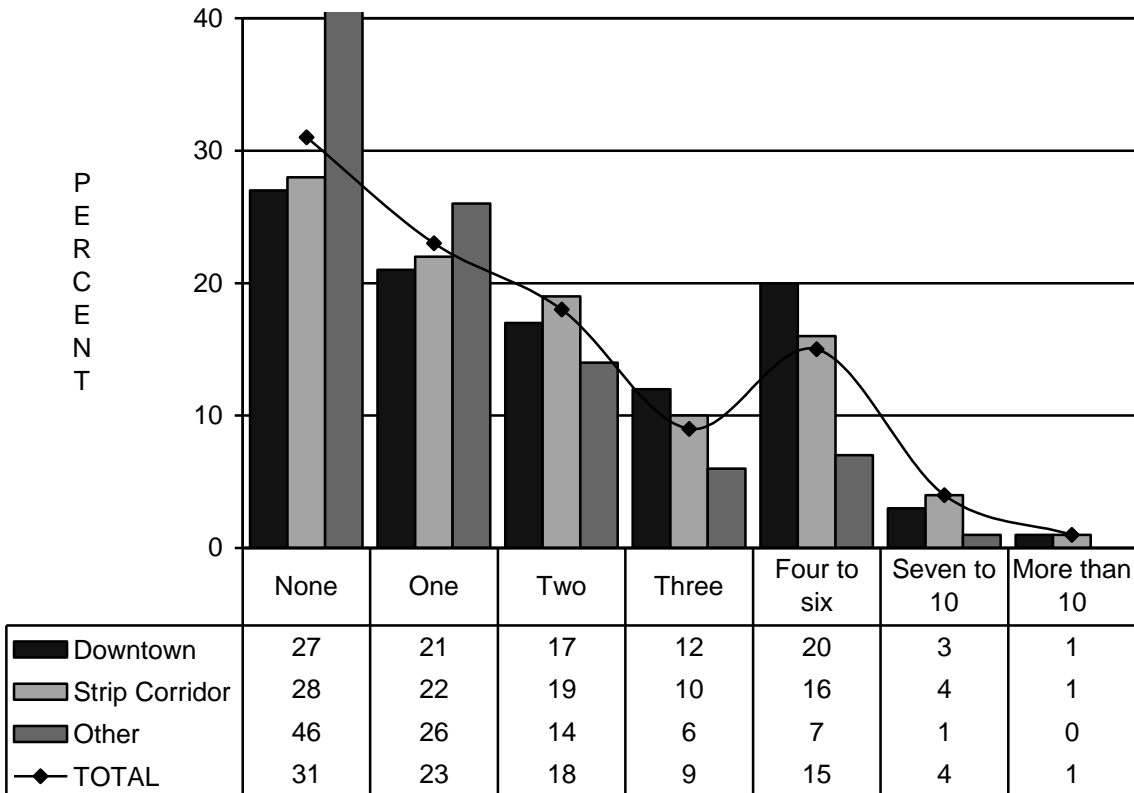


(Means: Downtown=5.9, Strip Corridor=7.0, Other=3.9, TOTAL=6.3)

All visitors were asked how many casinos they had visited on their current trip to Las Vegas. Strip Corridor lodgers (7.0) visited more casinos than Downtown lodgers (5.9) and Other lodgers (3.9).

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

FIGURE 50  
Number Of Casinos Where Gambled\*

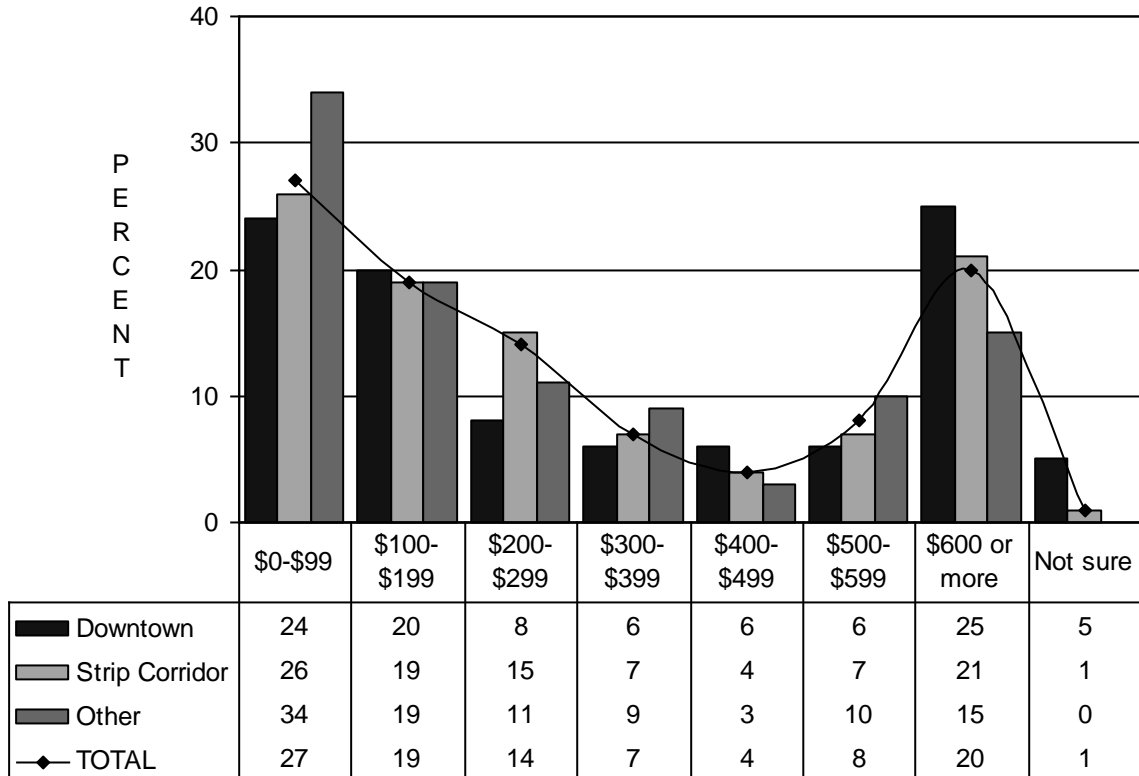


(Means: Downtown=2.1, Strip Corridor=2.2, Other=1.1, TOTAL=2.0)

All visitors were asked in how many casinos they had gambled on their current trip to Las Vegas. Downtown (2.1) and Strip Corridor lodgers (2.2) gambled in more casinos than Other lodgers (1.1).

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

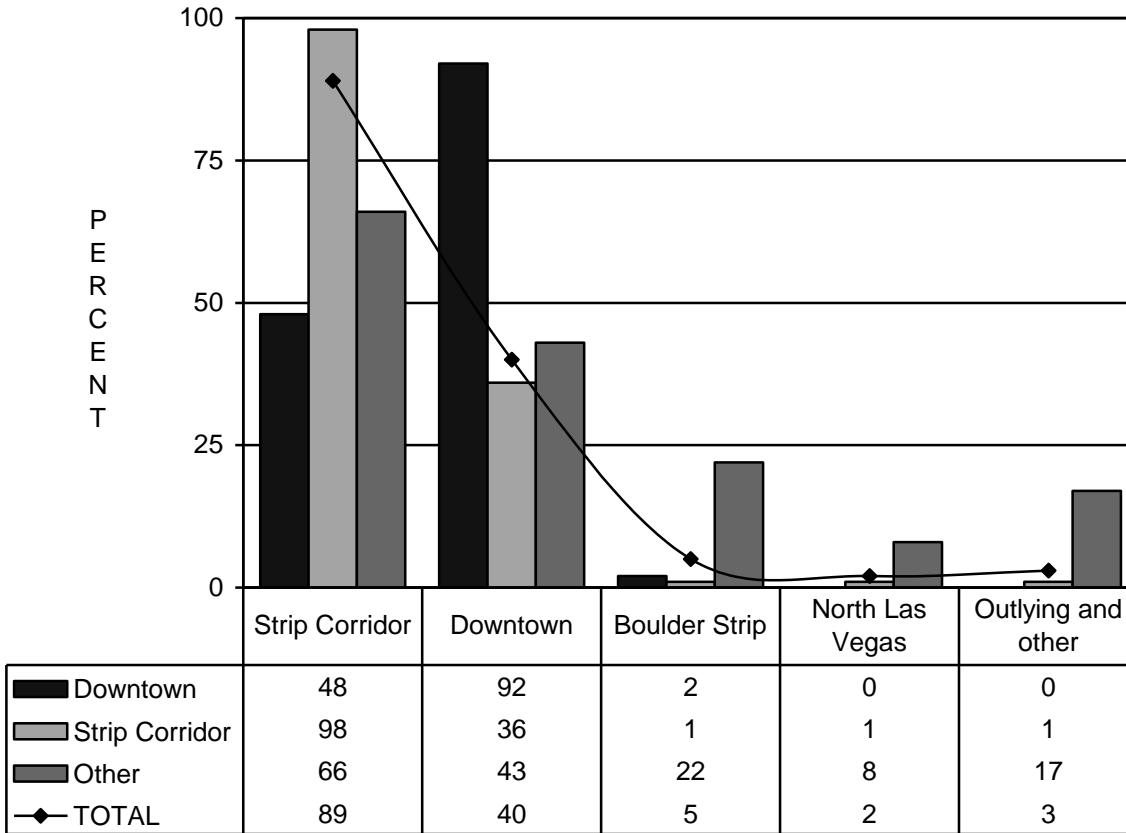
FIGURE 51  
Trip Gambling Budget  
(Among Those Who Gambled)



(Base Sizes: Downtown=149, Strip Corridor=2027, Other=475, TOTAL=2652)  
(Means: Downtown=\$538.39, Strip Corridor=\$588.08, Other=\$342.80 TOTAL=\$541.18)

The average gambling budget among those who gambled was \$541.18. Strip Corridor lodgers (\$588.08) and Downtown lodgers (\$538.39) budgeted more on average for gambling than Other lodgers (342.80).

FIGURE 52  
Where Visitors Gambled  
(Among Those Who Gambled)



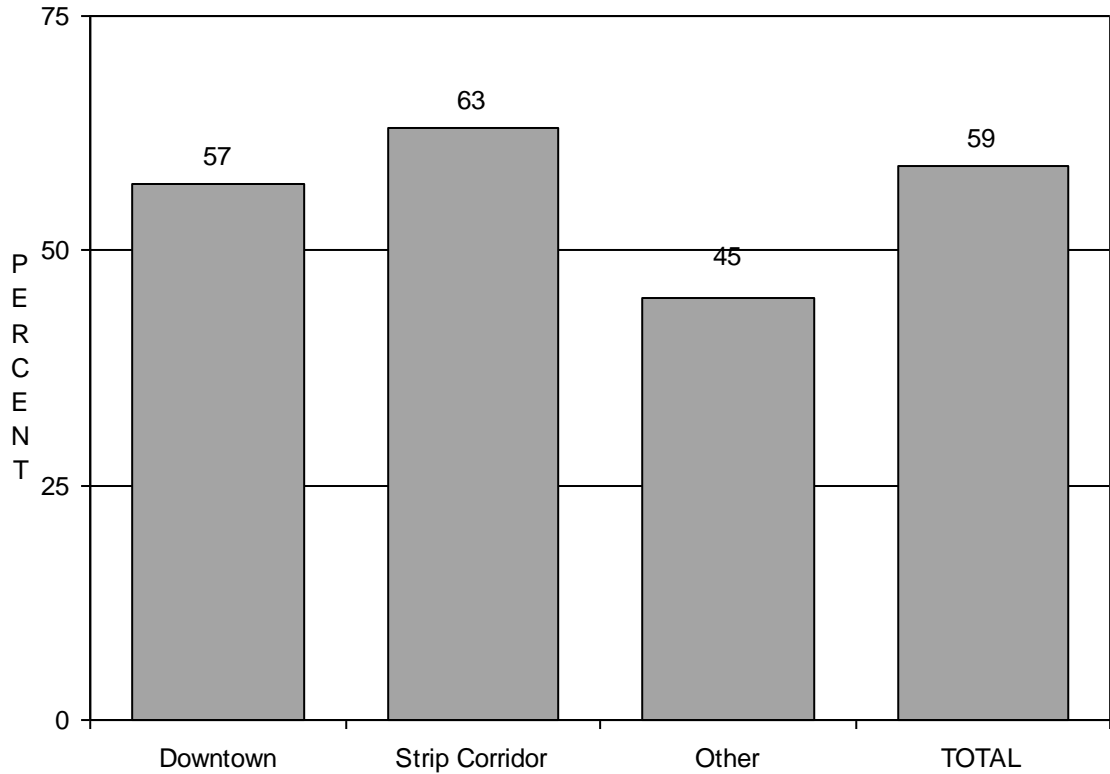
(Base Sizes: Downtown=149, Strip Corridor=2027, Other=475, TOTAL=2652)

As would be expected, nearly all Downtown lodgers who gambled said they did so Downtown (92%) and nearly all Strip Corridor lodgers who gambled said they did so in the Strip Corridor (98%). Visitors who stayed in other areas were more likely to have gambled on the Boulder Strip (22%), North Las Vegas (8%) or Other areas (17%) than either Strip Corridor or Downtown lodgers.



## ENTERTAINMENT

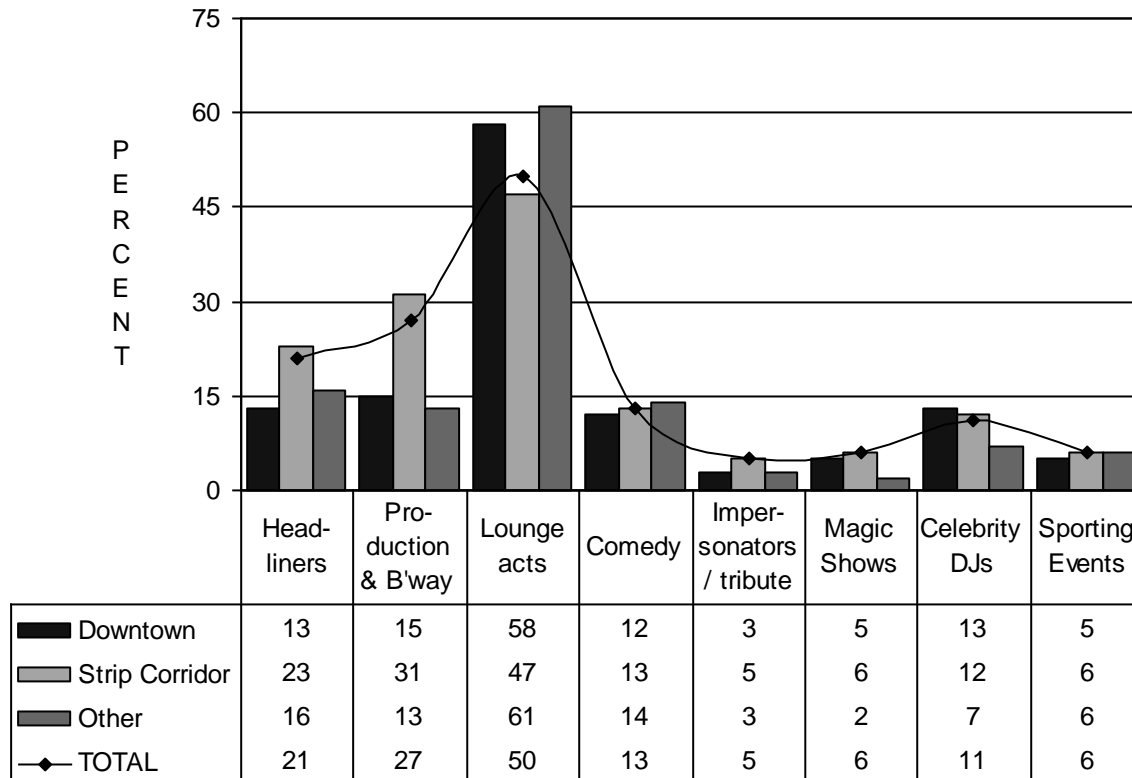
FIGURE 53  
Entertainment Attendance\*



\*Only "yes" responses are reported in this figure.

About six in ten visitors (59%) attended shows during their most recent stay in Las Vegas. Downtown lodgers (57%) and Strip Corridor lodgers (63%) were more likely to have attended a show than Other lodgers (45%).

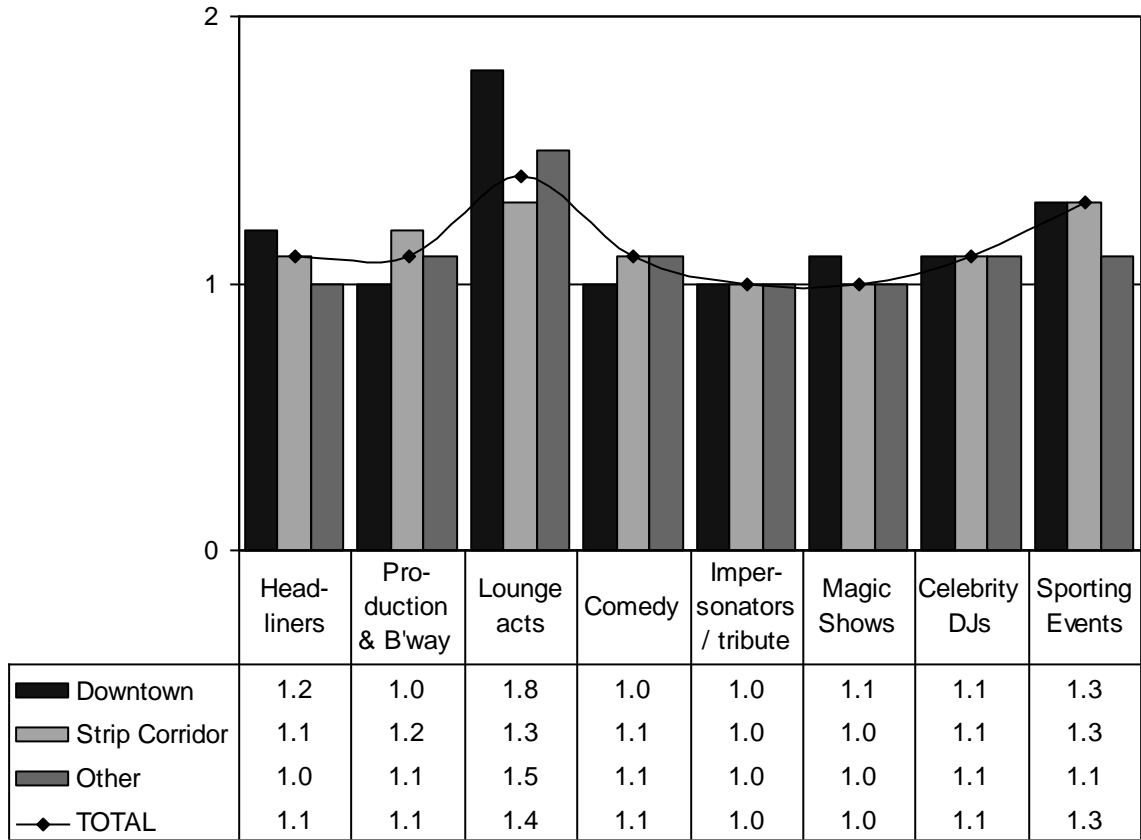
FIGURE 54  
Types Of Entertainment\*  
(Among Those Who Attended Some Form Of Entertainment)



\*Multiple responses permitted.  
(Base Sizes: Downtown=101, Strip Corridor=1667, Other=352, TOTAL=2120)

Among those visitors who saw a show while on their most recent trip to Las Vegas, one-half (50%) went to a lounge act. Strip Corridor lodgers (31%) were more likely than Downtown (15%) and Other lodgers (13%) to have seen a Broadway or production show. Strip Corridor lodgers (23%) were also more likely than Downtown (13%) and Other lodgers (16%) to have seen a big-name headliner show. Strip Corridor lodgers (47%) were the least likely to have seen a lounge act.

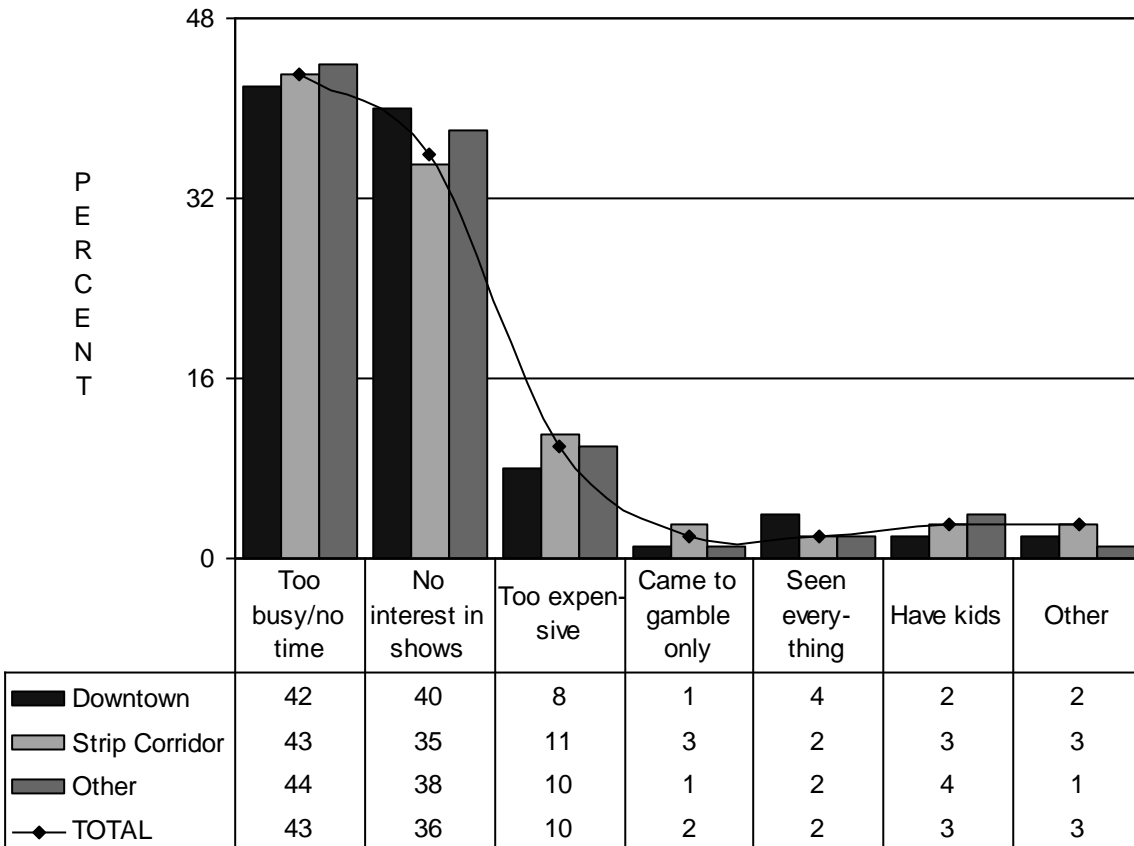
FIGURE 55  
Average Number Of Shows Attended\*  
(Among Those Who Attended Some Form Of Entertainment)



\*Multiple responses permitted.  
(Base Sizes: Downtown=101, Strip Corridor=1667, Other=352, TOTAL=2120)

We looked at the average number of times visitors attended each type of show among those who attended shows. Downtown Lodgers (1.8) attended on average more lounge acts than Other lodgers (1.5), who in turn attended more lounge acts than Strip Corridor lodgers (1.3).

FIGURE 56  
Main Reason For Not Attending Any Shows\*  
(Among Those Who Attended No Shows)

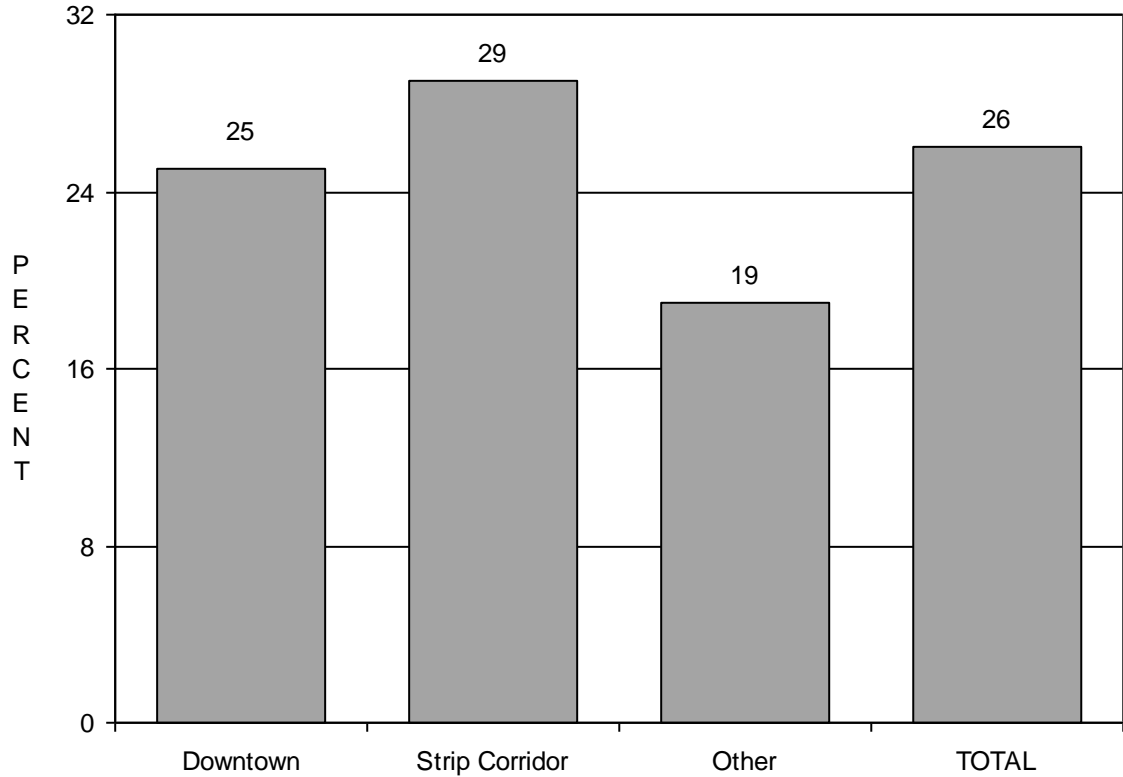


(Base Sizes: Downtown=103, Strip Corridor=1164, Other=469, TOTAL=1735)

Visitors who did not attend any shows while on their current trip to Las Vegas were asked why. More than four in ten (43%) said it was because they were too busy to see a show, while 36% said they had no interest in attending shows. Strip Corridor lodgers were more likely than Other lodgers to say it was because they came to gamble (3% vs. 1%).

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

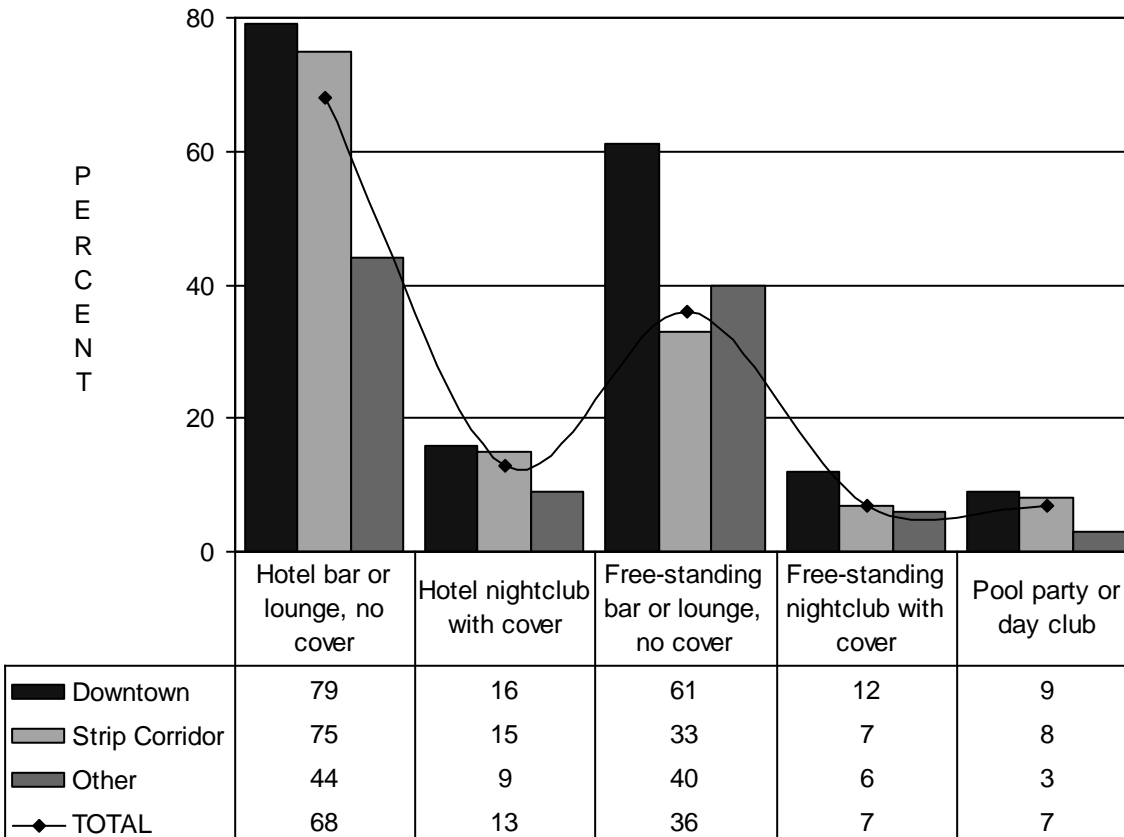
FIGURE 57  
Whether Have Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

We asked visitors 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. Strip Corridor lodgers (29%) were more likely to have done so than Other lodgers (19%).

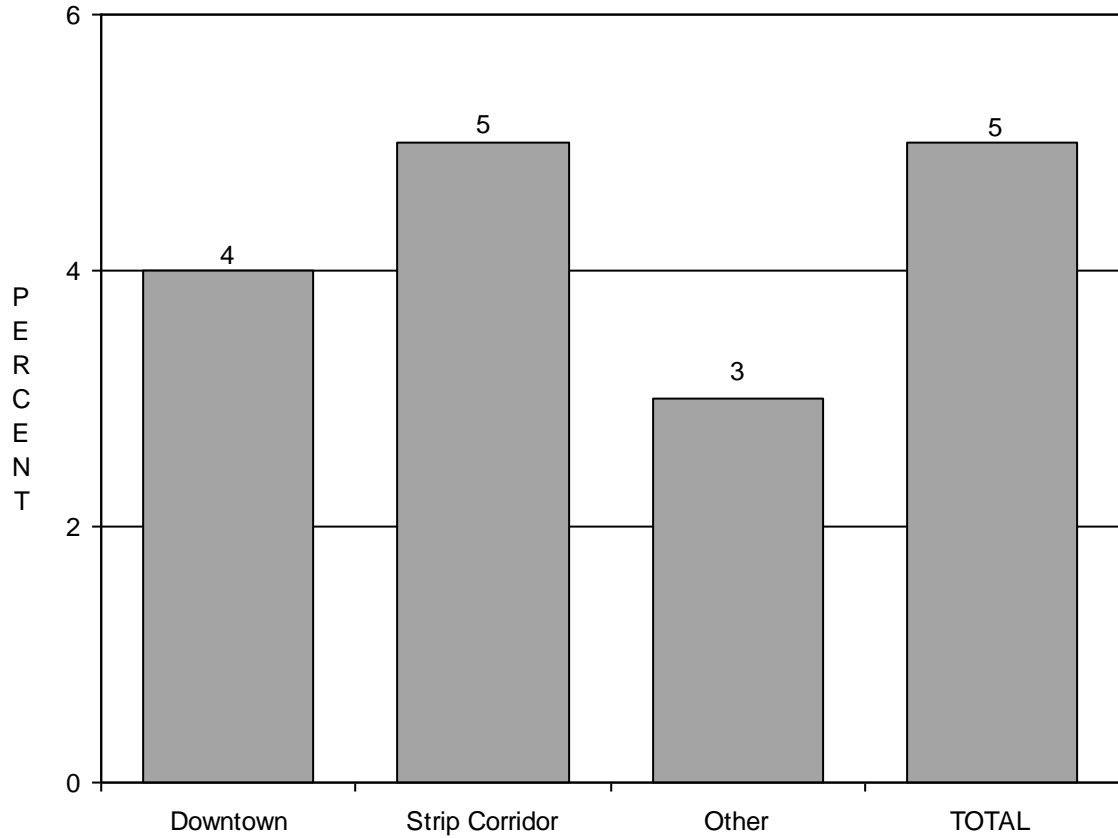
FIGURE 58  
Whether Has Been To Nightclubs, Bars, And Lounges\*



\*Only "yes" responses are reported in this figure.

We asked visitors if they visited nightclubs, bars, lounges, or pool parties or day clubs while on their current visit to Las Vegas. Strip Corridor (75%) and Downtown lodgers (79%) were more likely Other lodgers (44%) to have been to a hotel bar or lounge without a cover charge. Downtown lodgers (61%) were more likely than Other lodgers (40%), who in turn were more likely than Strip Corridor lodgers (33%) to have been to a free-standing bar or lounge without a cover charge. Other lodgers were the least likely to have been to a hotel nightclub with a cover charge (9%) or a pool party or day club (3%).

FIGURE 59  
Whether Visited A Spa\*



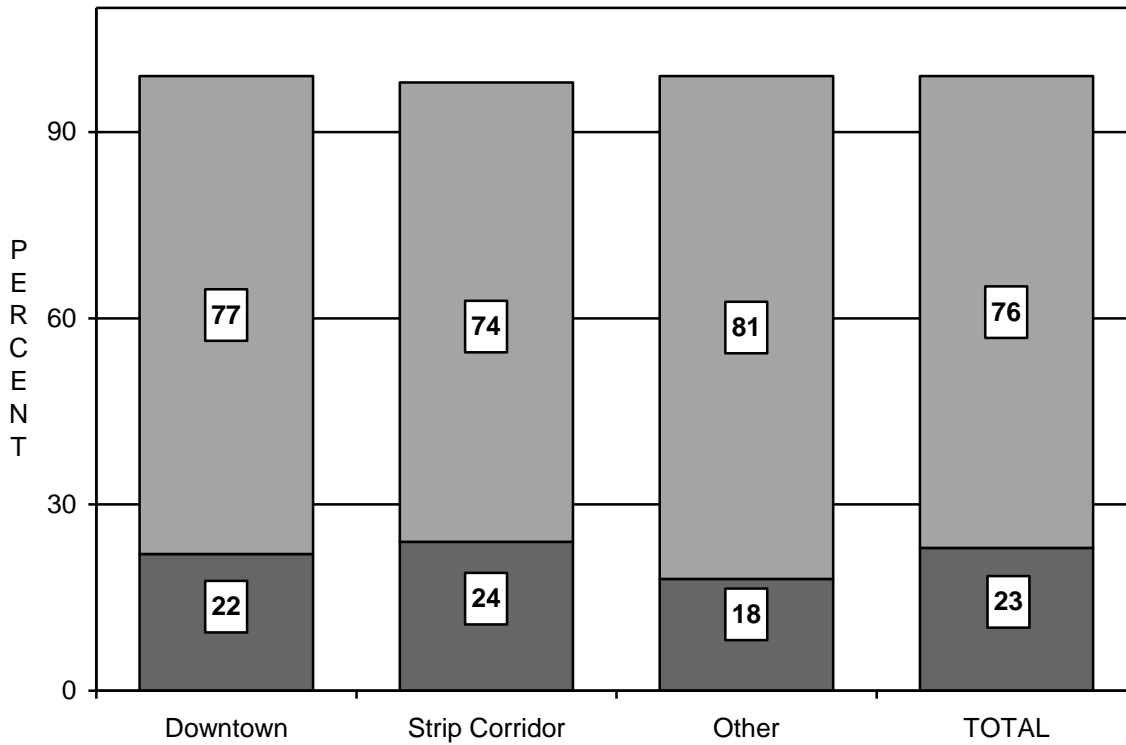
Only "yes" responses are reported in this figure.

When asked if they had visited a spa during their current visit to Las Vegas, 5% of all visitors 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

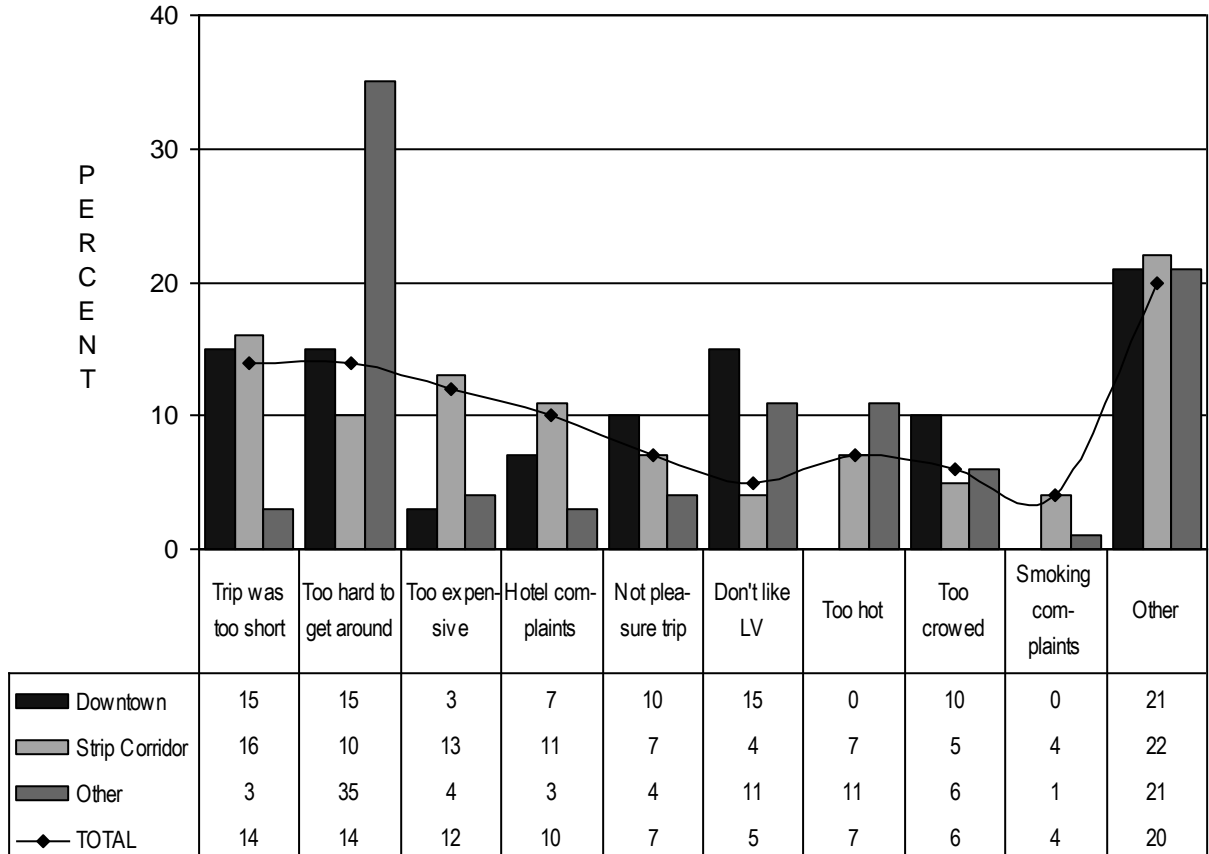
FIGURE 60  
Satisfaction With Visit



Seventy-six percent (76%) of visitors said they were “very satisfied” with their latest visit to Las Vegas. Other lodgers (81%) were more likely than Strip Corridor lodgers (74%) to say they were very satisfied.



FIGURE 61  
Why Not Completely Satisfied With Visit\*  
(Among Those Who Were "Somewhat" Satisfied)



(Base Sizes: Downtown=20<sup>T</sup>, Strip Corridor=305, Other=45<sup>T</sup>, TOTAL=369)

Visitors who were not completely satisfied with their visit were asked why. Among the most common reasons given were that the trip was too short and that it was too hard to get around (14% each). More than one-third (35%) of those Other visitors said it was because it was too hard to get around. Strip Corridor lodgers were more likely than other lodgers to say it was because their trip was too short (16% vs. 3%), Las Vegas is too expensive (13% vs. 4%) or had hotel complaints (11% vs. 3%).

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

<sup>T</sup> Note the small base sizes for Downtown and Other lodgers.

## VISITOR DEMOGRAPHICS

With regards to visitor demographics, Downtown lodgers were more likely than Strip Corridor lodgers to be):

- Single (24% vs. 17% of Strip Corridor lodgers).
- From the United States (91% vs. 81% of Strip Corridor lodgers).
- From the West (61% vs. 47% of Strip Corridor lodgers) and from California (43% vs. 29% of Strip Corridor lodgers), particularly Southern California (38% vs. 24%).
- African American (22% vs. 11% of Strip Corridor lodgers).
- Having an annual household income of \$40,000 to \$59,999 (20% vs. 13% of Strip Corridor lodgers).

Strip Corridor lodgers were more likely than Downtown lodgers to be:

- Married (76% vs. 65% of Downtown lodgers).
- A college graduate or more (48% vs. 35% of Downtown lodgers).
- From a foreign country (19% vs. 9% of Downtown lodgers).
- From the Eastern United States (8% vs. 3% of Downtown lodgers).
- White (71% vs. 61% of Downtown lodgers).
- Having an annual household income of \$80,000 or more (48% vs. 37% of Downtown lodgers).

**FIGURE 62**  
**VISITOR DEMOGRAPHICS**

	Downtown	Strip Corridor	Other	TOTAL
<u>GENDER</u>				
Male	53%	50%	50%	50%
Female	47	50	50	50
<u>MARITAL STATUS</u>				
Married	65	76	69	74
Single	24	17	20	18
Separated/Divorced	9	6	8	6
Widowed	2	2	3	2
<u>EMPLOYMENT</u>				
Employed	72	74	66	72
Unemployed	0	1	2	1
Student	4	3	4	3
Retired	18	15	23	17
Homemaker	6	7	5	7
<u>EDUCATION</u>				
High school or less	20	14	20	16
Some college	39	31	31	31
College graduate	35	48	43	46
Trade/vocational school	6	7	6	7
<u>AGE</u>				
21 to 29	26	21	22	22
30 to 39	21	23	24	23
40 to 49	18	19	16	18
50 to 59	18	17	13	16
60 to 64	6	8	7	8
65 or older	12	12	19	14
MEAN	43.5	44.0	45.4	44.3
BASE	(177)	(2640)	(783)	(3600)

**FIGURE 63**  
**VISITOR DEMOGRAPHICS**

	<b>Downtown</b>	<b>Strip Corridor</b>	<b>Other</b>	<b>TOTAL</b>
<b>ETHNICITY</b>				
White	61%	71%	65%	69%
African American/Black	22	11	13	12
Asian/Asian American	3	5	4	4
Hispanic/Latino	11	13	17	14
Other	3	1	1	1
<b>HOUSEHOLD INCOME</b>				
Less than \$20,000	0	1	2	1
\$20,000 to \$39,999	6	3	9	4
\$40,000 to \$59,999	20	13	23	15
\$60,000 to \$79,999	27	22	26	23
\$80,000 or more	37	48	34	45
No Answer	11	13	7	12
<b>VISITOR ORIGIN</b>				
<u>U.S.A.</u>	<u>91</u>	<u>81</u>	<u>91</u>	<u>84</u>
Eastern states*	3	8	4	7
Southern states†	18	16	12	15
Midwestern states‡	9	10	7	9
Western states§	<u>61</u>	<u>47</u>	<u>67</u>	<u>52</u>
California	<u>43</u>	<u>29</u>	<u>37</u>	<u>31</u>
Southern California	38	24	29	26
Northern California	6	5	7	5
Arizona	9	6	11	7
Other West	8	12	19	13
Foreign	<u>9</u>	<u>19</u>	<u>9</u>	<u>16</u>
<b>BASE</b>	<b>(177)</b>	<b>(2640)</b>	<b>(783)</b>	<b>(3600)</b>

\* 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.