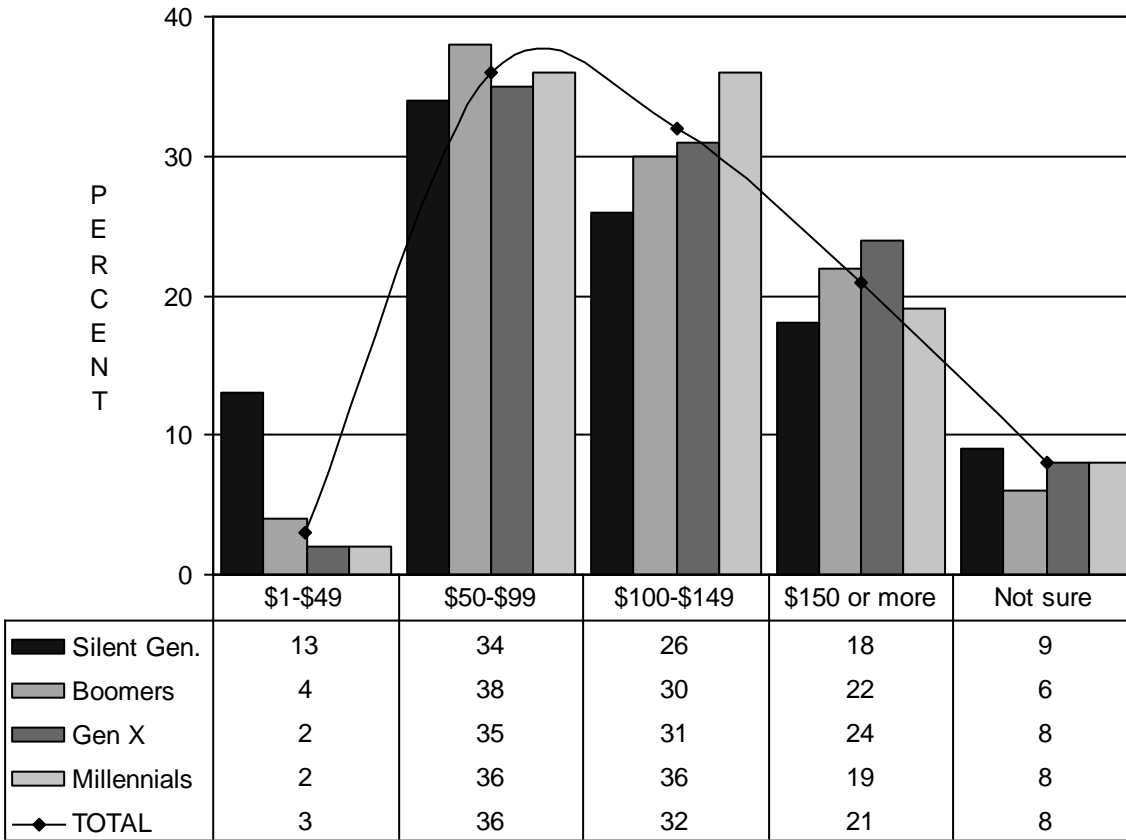


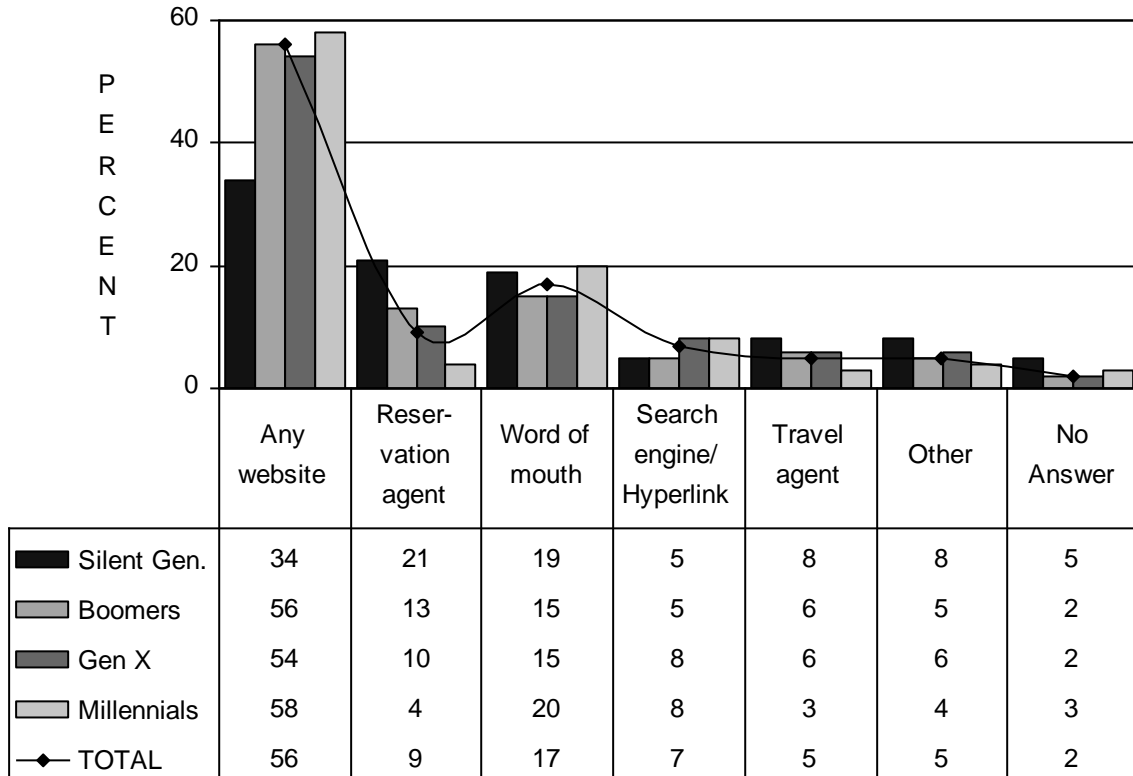
FIGURE 41
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Silent Gen=69, Boomers=589, Gen X=759, Millennials=958, TOTAL=2376)
(Means: Silent Gen=\$103.20, Boomers=\$113.49, Gen X=\$120.44, Millennials=\$112.18, 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. Gen X visitors (average of \$120.44) paid more for their lodging than Millennials (\$112.18). The Silent Generation (13%) were more likely than Gen X visitors and Millennials (2% each) to have paid less than \$50 per night. Millennials (36%) were more likely than Boomers (30%) to have paid between \$100 and \$149 per night while Gen X visitors (24%) were more likely than Millennials (19%) to have paid \$150 or more.

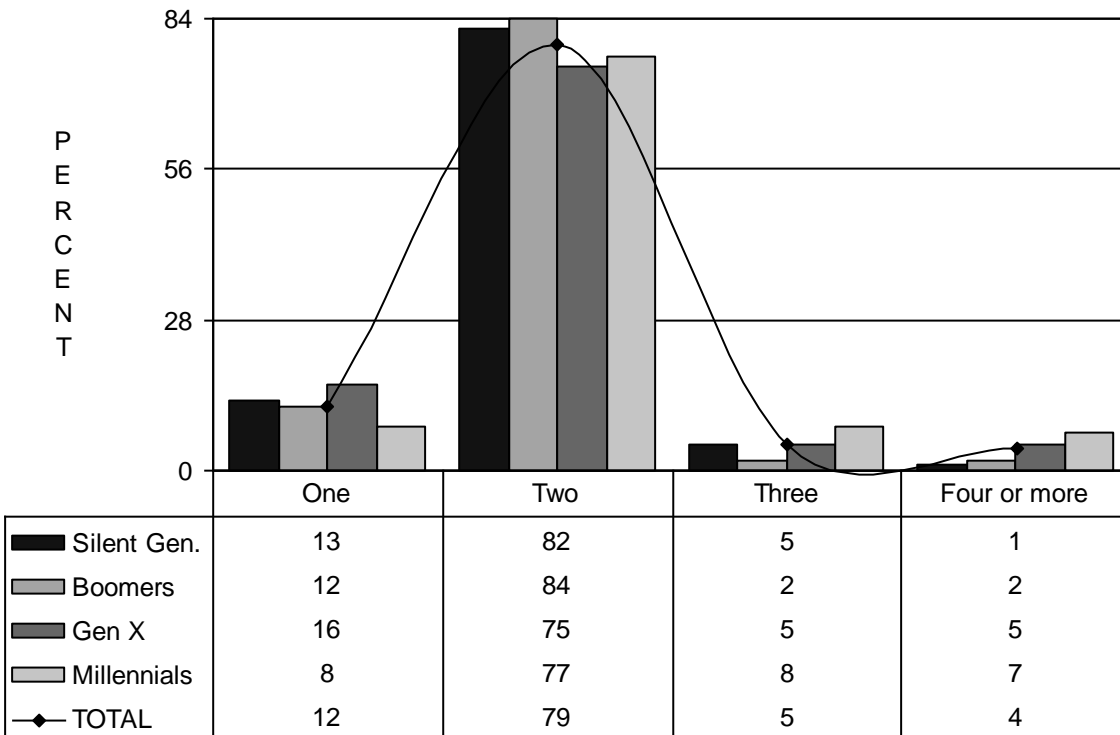
FIGURE 42
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Silent Gen=69, Boomers=589, Gen X=759, Millennials=958, 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%). Millennials (58%), Boomers (56%), and Gen X visitors (54%) were all more likely than the Silent Generation (34%) to say they heard about their rate through a website. Millennials (20%) were more likely than Boomers and Gen X visitors (15% each) to say they heard about the rate through word-of-mouth. Millennials and Gen X visitors (8% each) were both more likely than Boomers (5%) to say they heard about the rate through an Internet search engine or hyperlink. The Silent Generation (21%), Boomers (13%), and Gen X visitors (10%) were all more likely than Millennials (4%) to say they heard about the rate from a reservation agent.

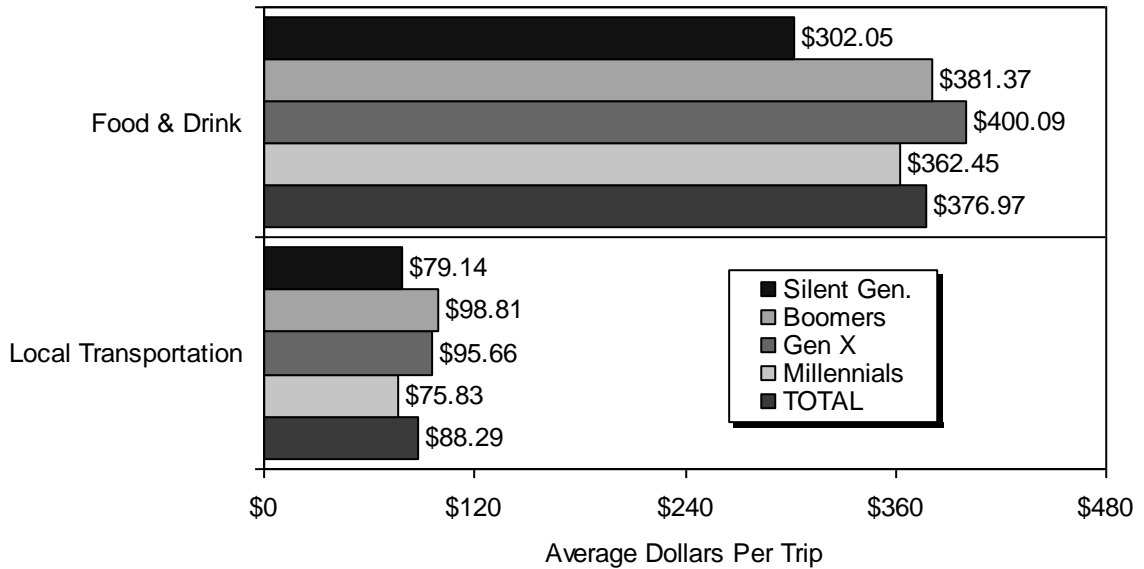
FIGURE 43
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Gen=131, Boomers=918, Gen X=1065, Millennials=1248, TOTAL=3363)
(Means: Silent Gen=1.9, Boomers=1.9, Gen X=2.0, Millennials=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. Boomers (84%) were more likely than Millennials (77%) and Gen X visitors (75%) to say two people lodged in their room. Gen X visitors (16%) and Boomers (12%) were both more likely than Millennials (8%) to say that they were rooming alone. Millennials (8%) were more likely than Gen X visitors (5%), who in turn were more likely than Boomers (2%), to say that three people were staying in their room. Millennials (7%) and Gen X visitors (5%) were also both more likely than Boomers (2%) and the Silent Generation (1%) to say that four or more people were lodging in their room. The average number of room occupants among all lodgers was 2.0. The average number of room occupants among Millennials (2.1) was higher than among Gen X visitors (2.0), Boomers, and the Silent Generation (1.9 each).

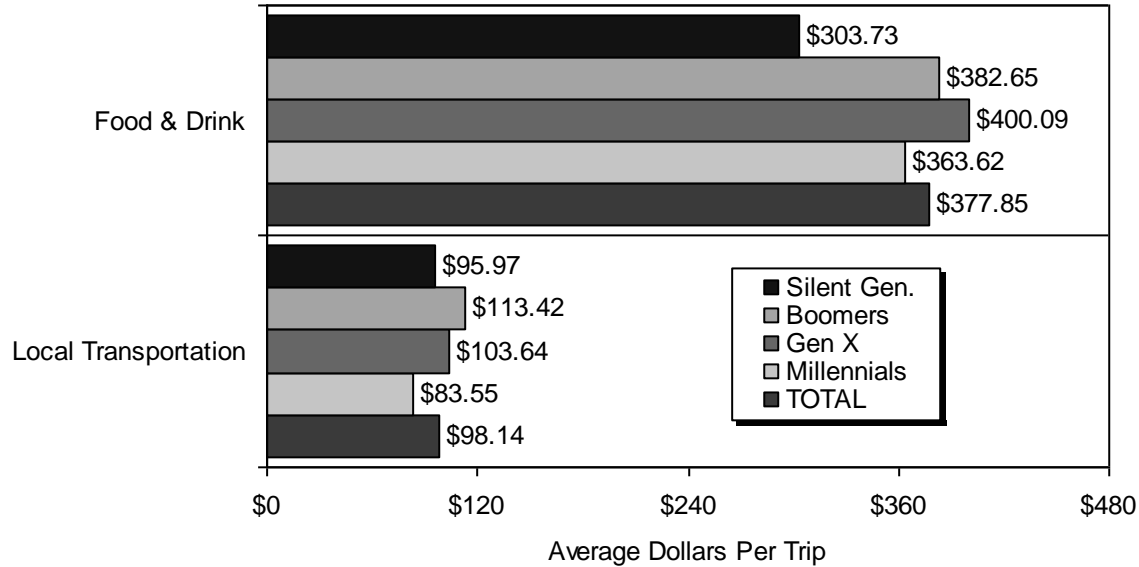
FIGURE 44
 Average Trip Expenditures On Food & Drink —
 And On Local Transportation
 (Including Visitors Who Spent Nothing In That Category)



On average, Gen X visitors (\$400.09) spent more on food and drink than Millennials (\$362.45), who in turn spent more than the Silent Generation (\$302.05). Boomers (\$381.37) also spent more than the Silent Generation.

Boomers (mean of \$98.81) and Gen X visitors (\$95.66) spent more on local transportation than Millennials (\$75.83).

FIGURE 45
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)



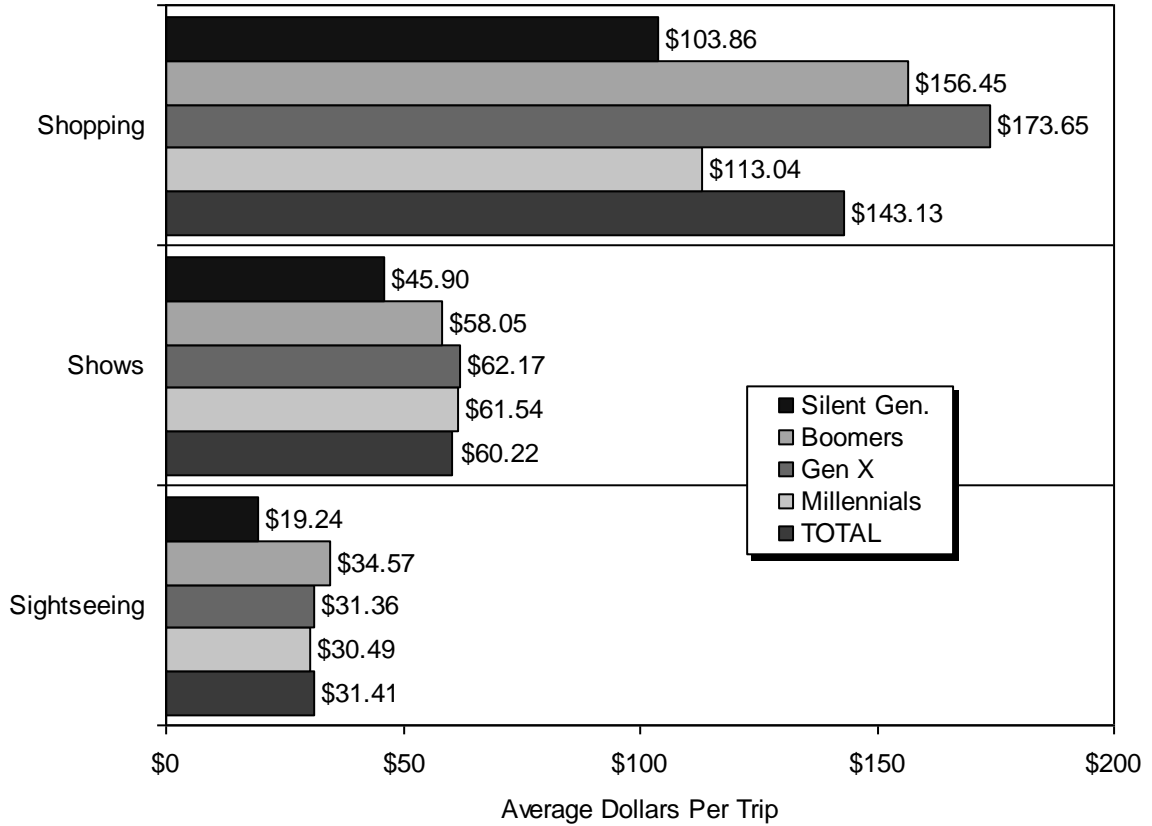
(Base Sizes, Food & Drink: Silent Gen=134, Boomers=960, Gen X=1119, Millennials=1378, TOTAL=3592)
(Base Sizes: Local Transportation Silent Gen=111, Boomers=839, Gen X=1033, Millennials=1255, TOTAL=3239)

This figure shows the average trip expenditures on food and drink and on local transportation *among visitors who actually spent money* in these categories.

On average, Gen X visitors (\$400.09) spent more on food and drink than Millennials (\$363.62), who in turn spent more than the Silent Generation (\$303.73). Boomers (\$382.65) also spent more than the Silent Generation.

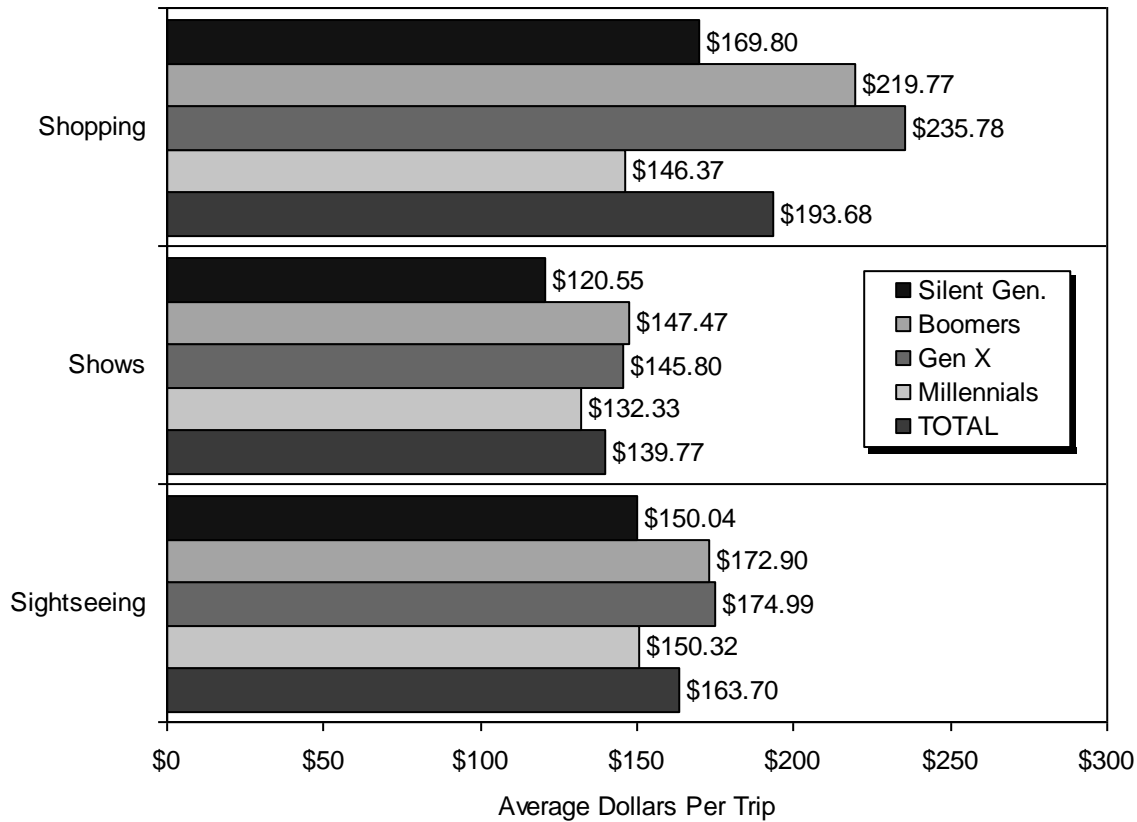
Boomers (mean of \$113.42) and Gen X visitors (\$103.64) spent more on local transportation than Millennials (\$83.55).

FIGURE 46
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



On average, Gen X visitors (\$173.65) and Boomers (\$156.45) spent more on shopping than Millennials (\$113.04). The average amount spent on shows by all visitors was \$60.22 with no significant differences among the four subgroups. The average amount spent on sightseeing by all visitors was \$31.41, again with no significant differences among the four subgroups.

FIGURE 47
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)



(Base Sizes: Shopping: Silent Gen=82, Boomers=686, Gen X=825, Millennials=1068, TOTAL=2662)
 (Base Sizes: Shows: Silent Gen=52, Boomers=380, Gen X=479, Millennials=645, TOTAL=1556)
 (Base Sizes: Sightseeing: Silent Gen=17*, Boomers=206, Gen X=207, Millennials=281, TOTAL=712)

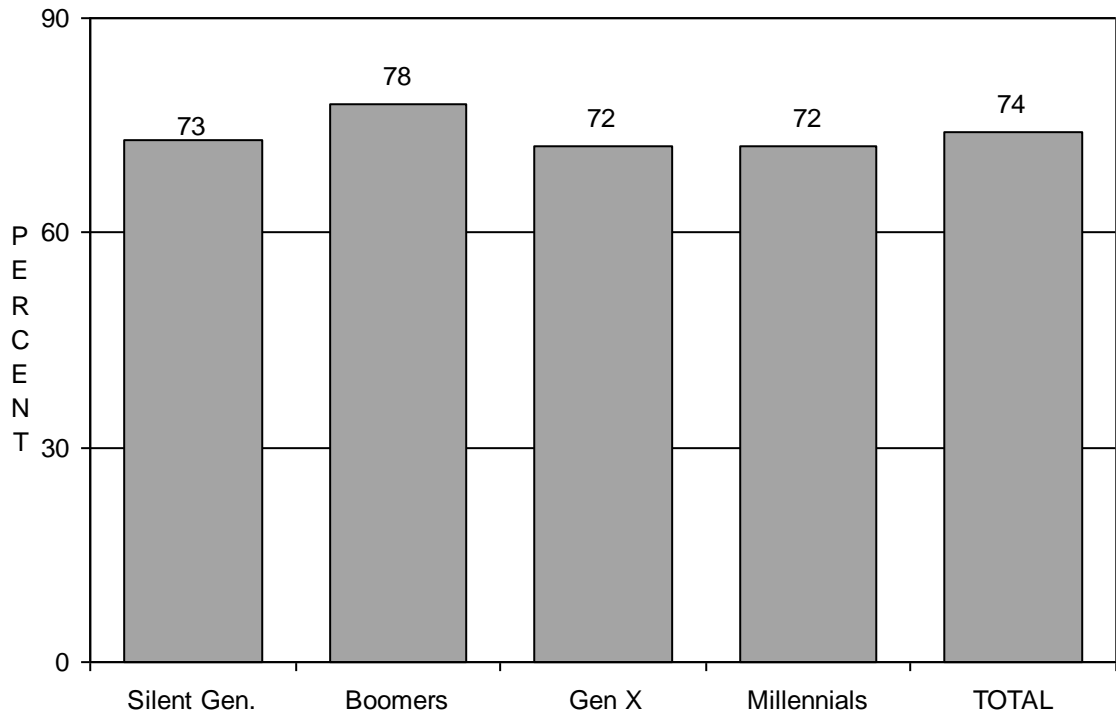
This figure shows the average trip expenditures on shopping, shows, and sightseeing *among visitors who actually spent money* in these categories.

On average, Gen X visitors (mean of \$235.78) and Boomers (\$219.77) spent more on shopping than Millennials (\$146.37). The average amount spent on shows by all visitors was \$139.77 with no significant differences among the four subgroups. The average amount spent on sightseeing by all visitors was \$163.70, again with no significant differences among the four subgroups.

* Note small base size for the Silent Generation.

GAMING BEHAVIOR AND BUDGETS

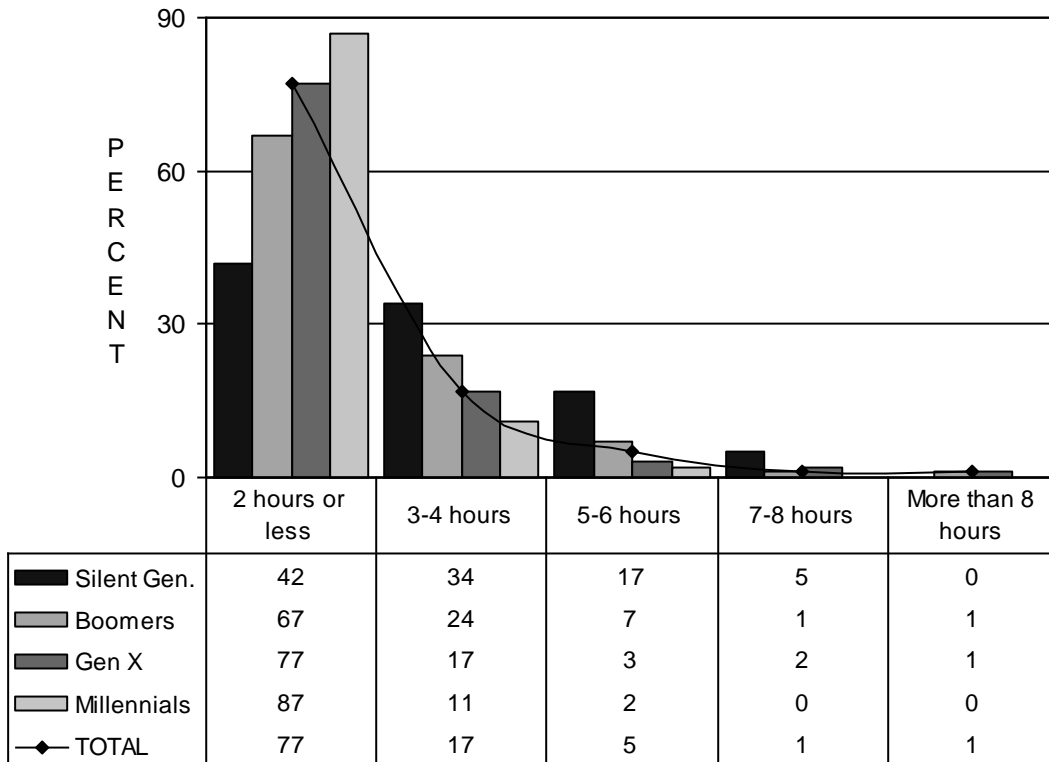
FIGURE 48
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas. Boomers (78%) were significantly more likely than Gen X visitors and Millennials (72% each) to say that they gambled.

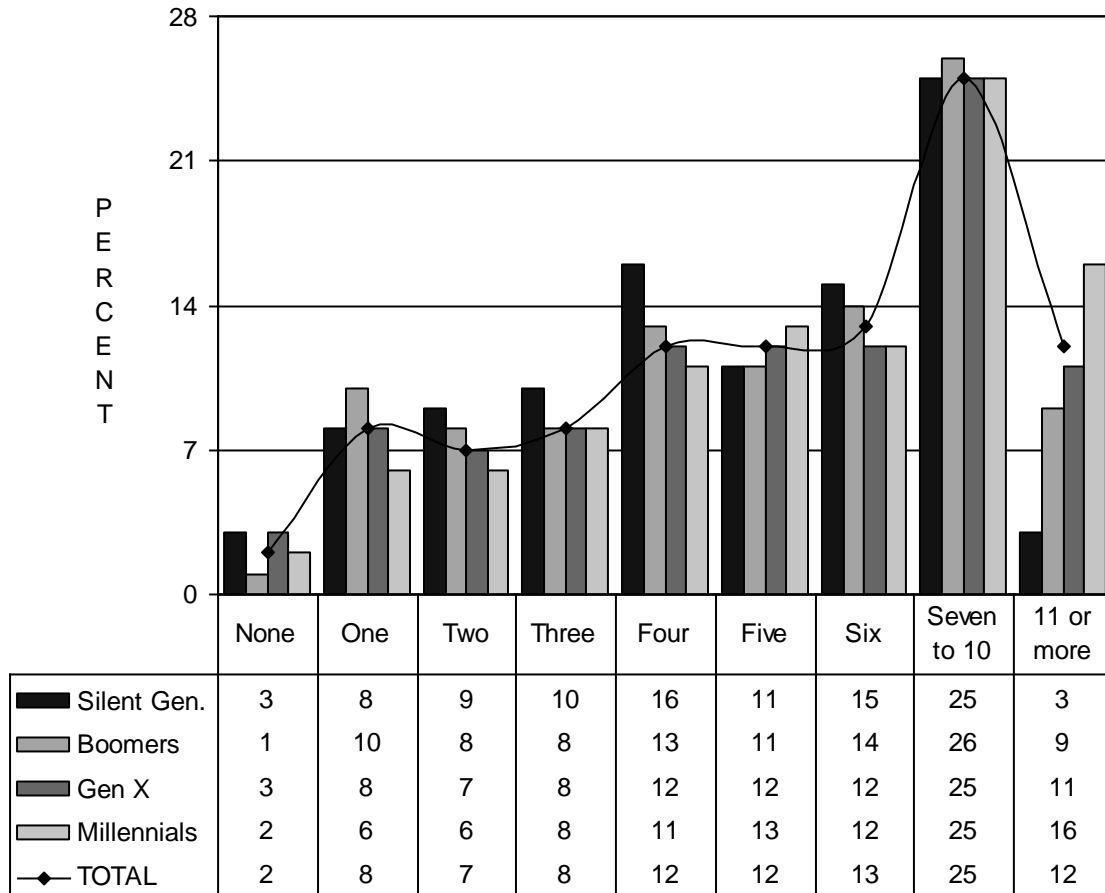
FIGURE 49
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)
(Means: Silent Gen=3.0, Boomers=2.0, Gen X=1.6, Millennials=1.1, TOTAL=1.6)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 1.6 hours. The Silent Generation (average of 3.0 hours) spent more hours per day gambling than Boomers (2.0 hours), who in turn spent more time gambling than Gen X visitors (1.6 hours), while Millennials (1.1 hours) spent the least amount of time gambling.

FIGURE 50
Number Of Casinos Visited*

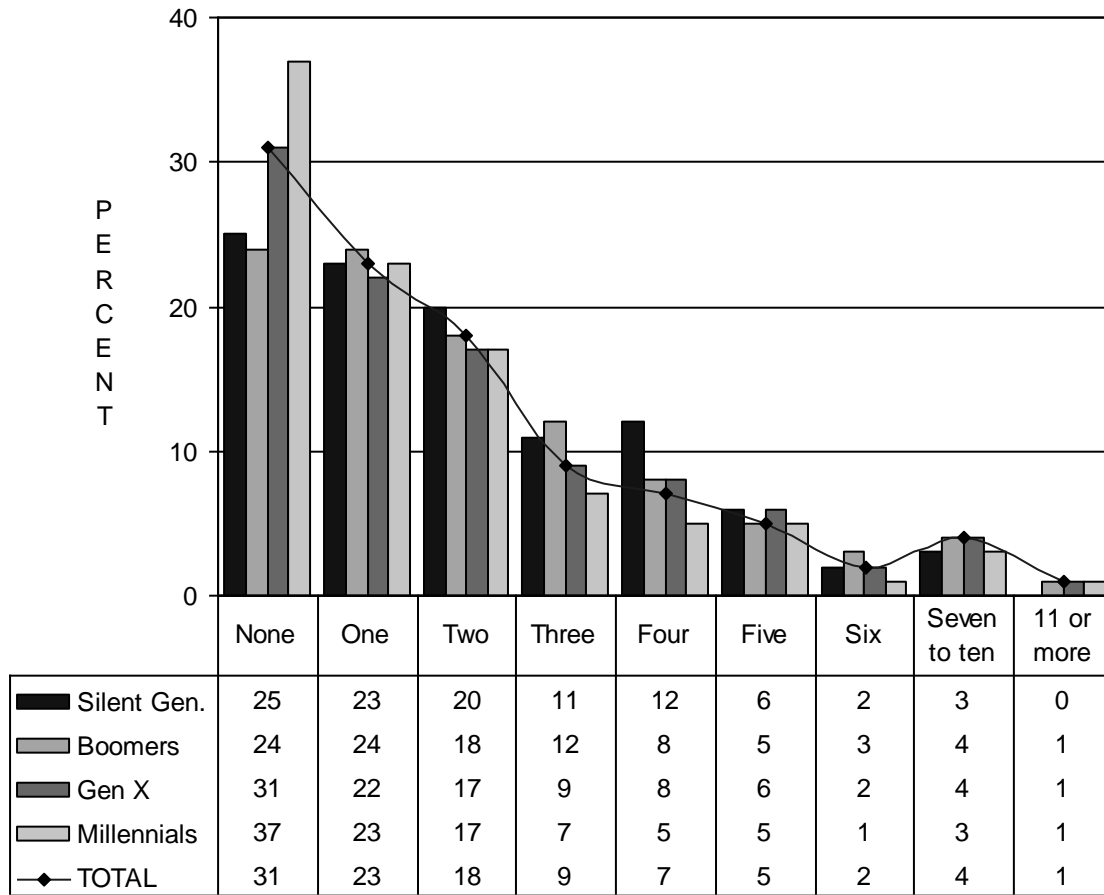


(Means: Silent Gen=5.1, Boomers=6.0, Gen X=6.1, Millennials=7.0, TOTAL=6.3)

All visitors to Las Vegas were asked how many casinos they had visited. The average number of casinos visited was 6.3. Millennials visited more casinos (average of 7.0) than Gen X visitors (6.1) and Boomers (6.0), who in turn visited more casinos than the Silent Generation (5.1).

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

FIGURE 51
Number Of Casinos Where Gambled*

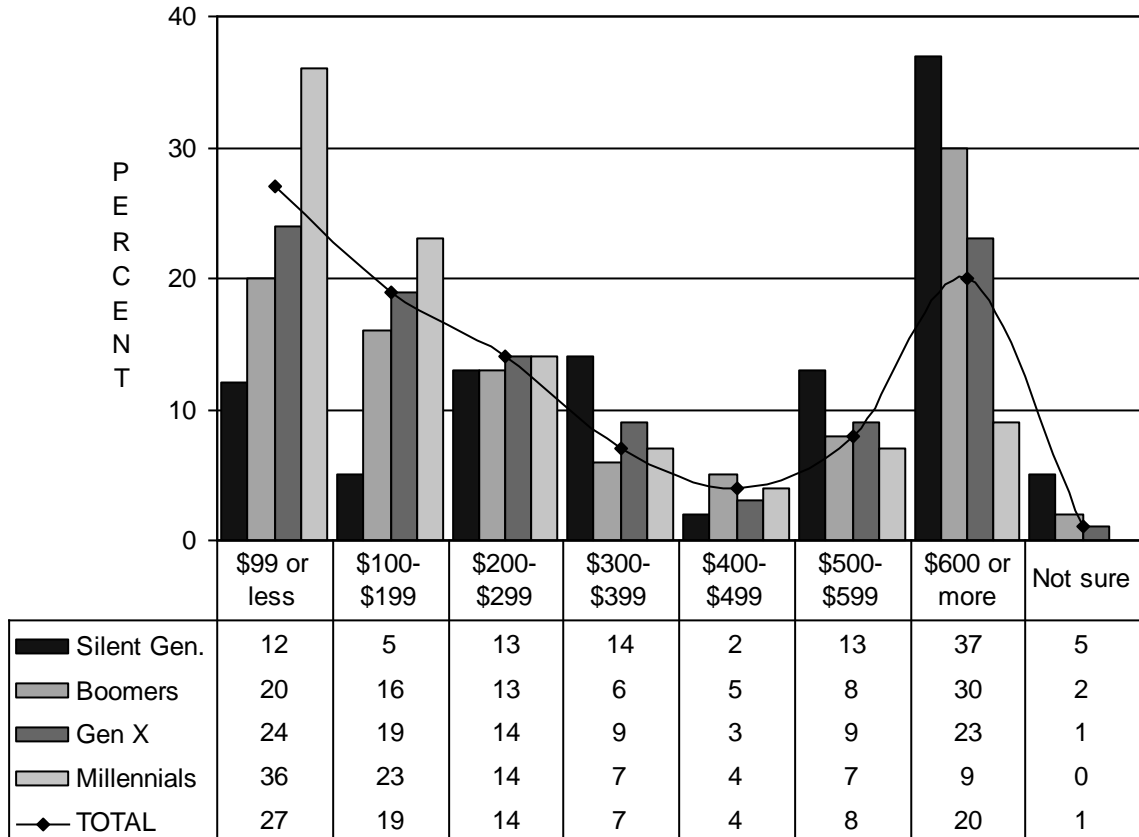


(Means: Silent Gen=2.1, Boomers=2.2, Gen X=2.0, Millennials=1.8, TOTAL=2.0)

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. Boomers (2.2) gambled in more casinos than Gen X visitors (2.0), who in turned gambled in more casinos than Millennials (1.8)

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

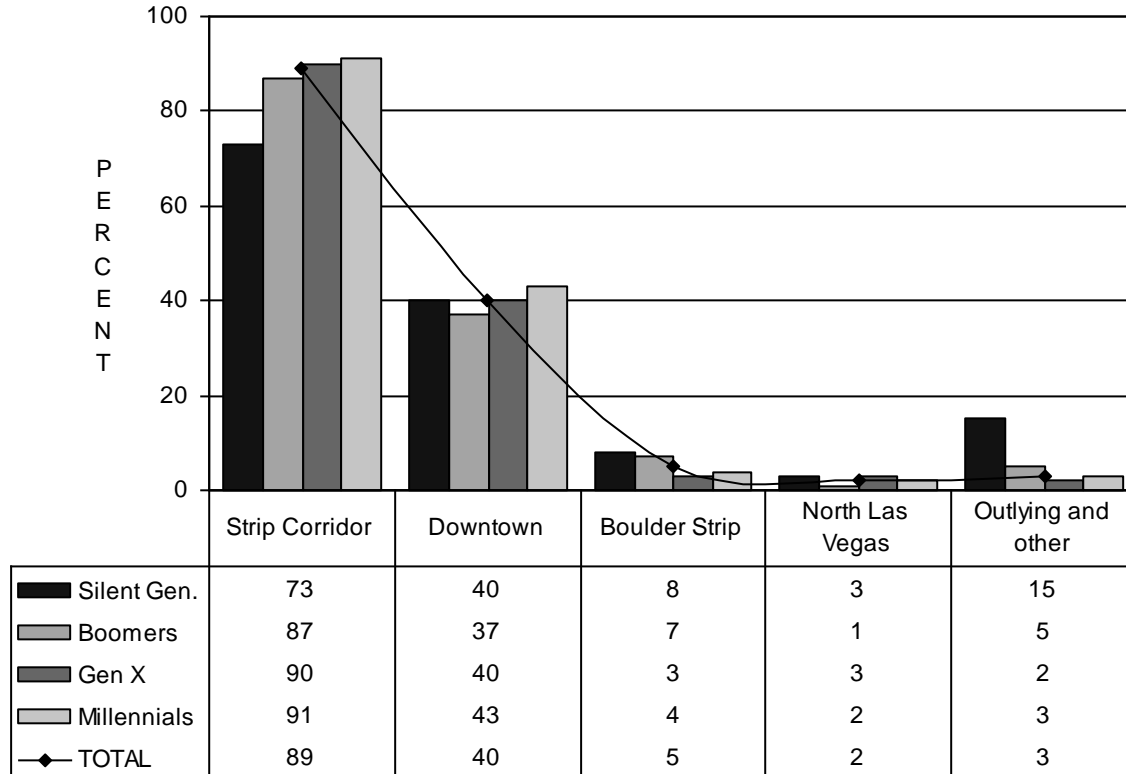
FIGURE 52
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes: Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)
(Means: Silent Gen=\$1,106.63, Boomers=\$794.50, Gen X=\$583.95, Millennials=\$267.67, TOTAL=\$541.18)

The average gaming budget among all visitors who gambled was \$541.18. The Silent Generation (average of \$1,106.63) and the Boomers (\$794.50) budgeted more for gambling than Gen X visitors (\$583.95) while Millennials (\$267.67) budgeted the least.

FIGURE 53
Where Visitors Gambled
(Among Those Who Gambled)



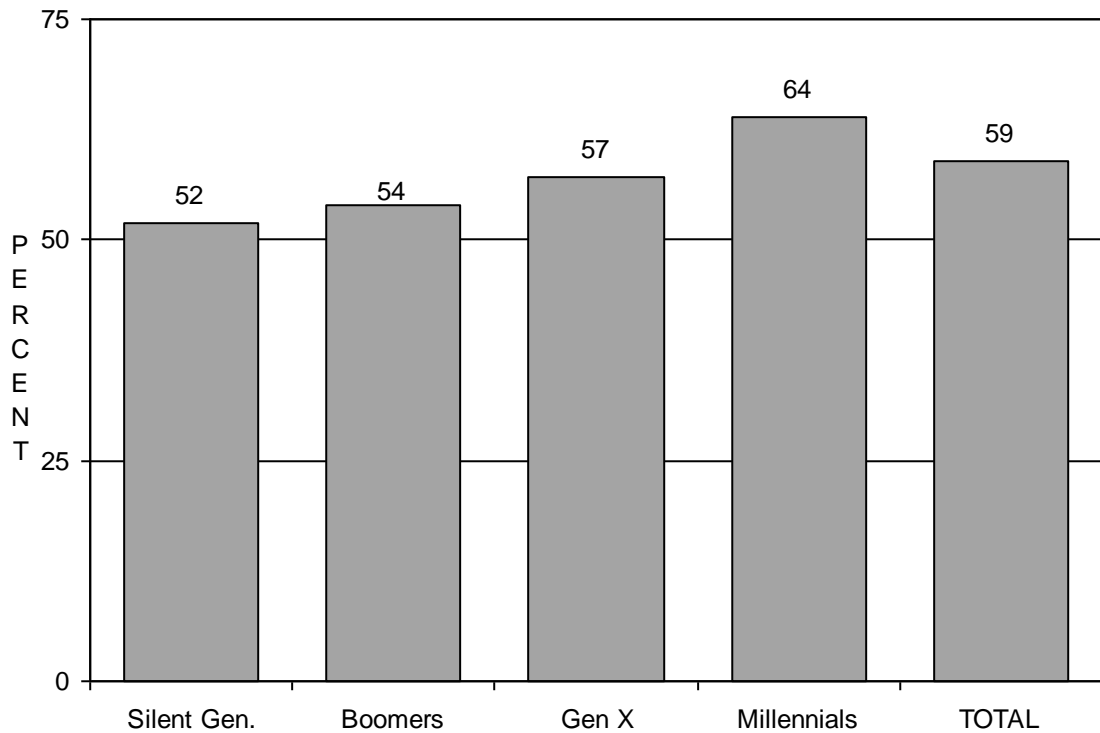
*Multiple responses were permitted.

(Base Sizes: Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, 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. Millennials (91%), Gen X visitors (90%), and Boomers (87%) were all more likely than the Silent Generation (73%) to say they gambled on the Strip Corridor. Millennials (43%) were also more likely than Boomers (37%) to say they gambled Downtown. Boomers (7%), meanwhile were more likely than Gen X visitors (3%) and Millennials (4%) to say they gambled on the Boulder Strip. Gen X visitors (3%) were more likely than Boomers (1%) to say they gambled in North Las Vegas. The Silent Generation (15%) were more likely than Boomers (5%), who in turn were more likely than Gen X visitors (2%) and Millennials (3%) to say they gambled in outlying areas and other areas outside of Las Vegas.

ENTERTAINMENT

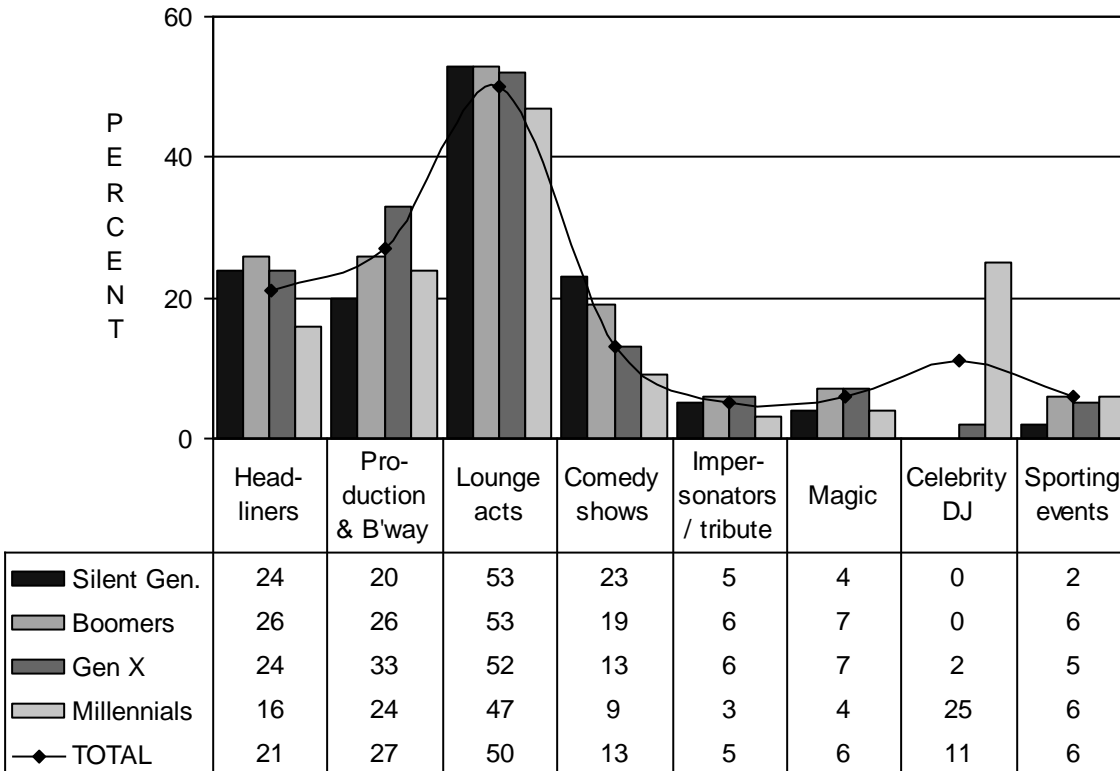
FIGURE 54
Entertainment Attendance



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. Millennials (64%) were significantly more likely than Gen X visitors (57%), Boomers (54%), and the Silent Generation (52%) to have seen at least one show.

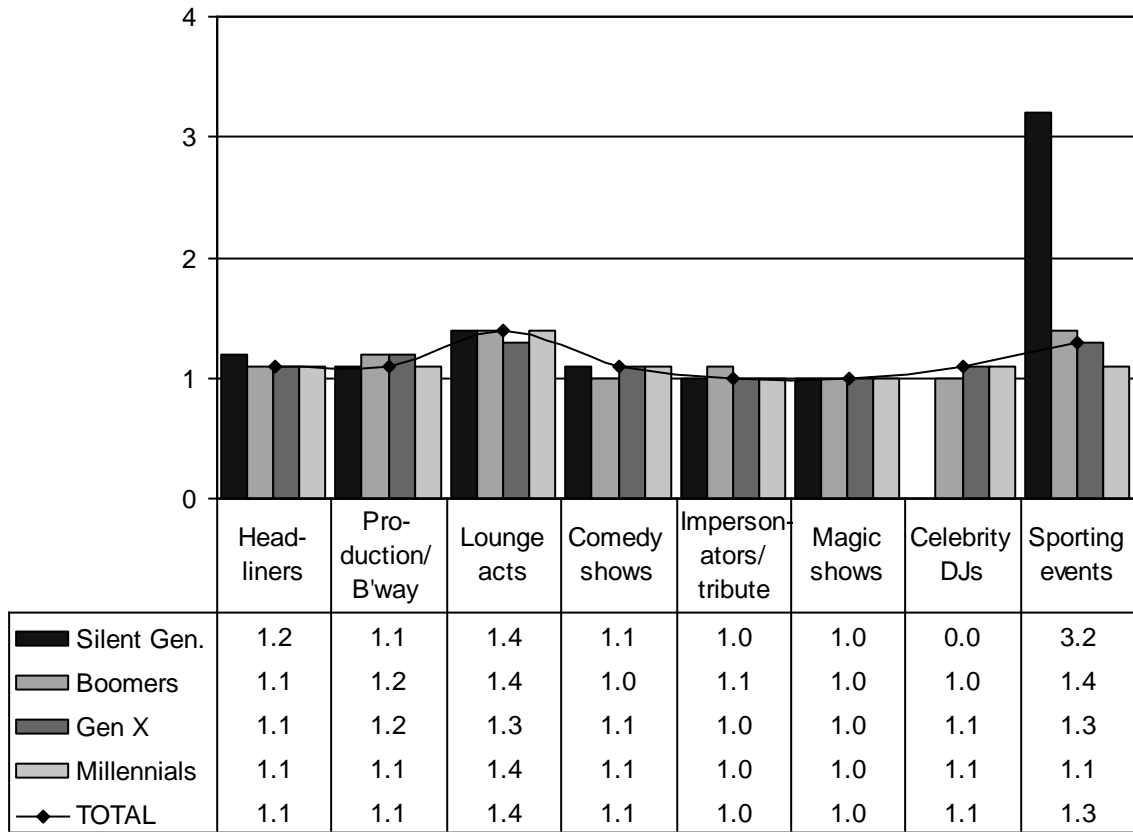
FIGURE 55
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)



*Multiple responses permitted.
(Base Sizes: Silent Gen=70, Boomers=524, Gen X=638, Millennials=887, TOTAL=2120)

Lounge acts (50%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Gen X visitors (33%) were the most likely to have seen a production or Broadway show. Silent Generation visitors (23%), Boomers (19%), and Gen X visitors (13%) were all more likely than Millennials (9%) to have seen a comedy show. Boomers and Gen X visitors were both more likely than Millennials to have seen a headliner, an impersonator or tribute show, or a magic show. Millennials (25%) were more likely than Gen X, Boomers or the Silent Generation, to have seen a celebrity DJ.

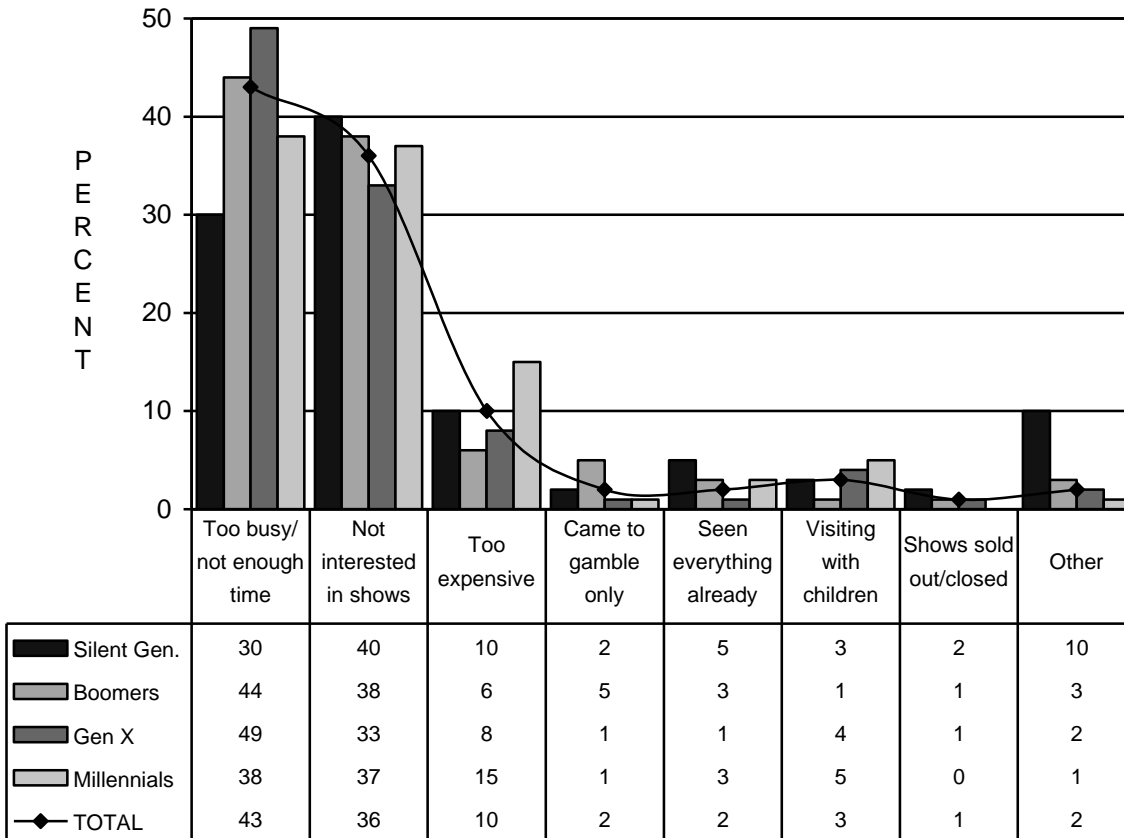
FIGURE 56
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Convention=70, Boomers=524, Gen X=638, Millennials=887, TOTAL=2120)

This figure shows the average number of times visitors attended each type of show *among those who attended shows*. Silent Generation visitors saw more sporting events (3.2) than Boomers (1.4), Gen X visitors (1.3), or Millennials (1.1). Boomers and Gen X visitors (1.2 each) say more production or Broadway shows than Millennials (1.1).

FIGURE 57
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows)

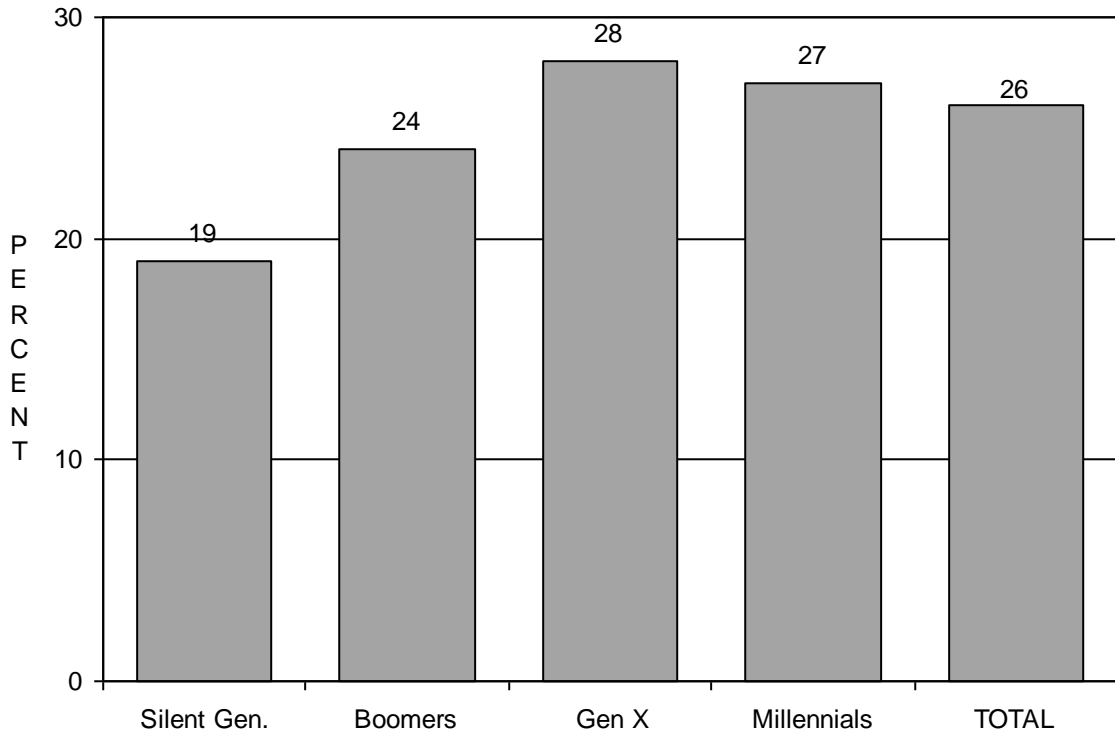


(Base Sizes: Silent Gen=46, Boomers=469, Gen X=582, Millennials=634, TOTAL=1735)

Visitors who did *not* attend any shows gave several reasons why they did not. The most common reason was a lack of time (43%). Gen X visitors (49%) and Boomers (44%) were more likely than the Silent Generation (30%) to cite a lack of time. Millennials (15%) were more likely than Gen X visitors (8%) and Boomers (6%) to say that they didn't see any shows because it was too expensive. Both Millennials (5%) and Gen X visitors (4%) were more likely than Boomers (1%) to say it was because they were travelling with children. Boomers (5%) were more likely than Gen X visitors and Millennials (1% each) to say they didn't see any shows because they came to Las Vegas to gamble.

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

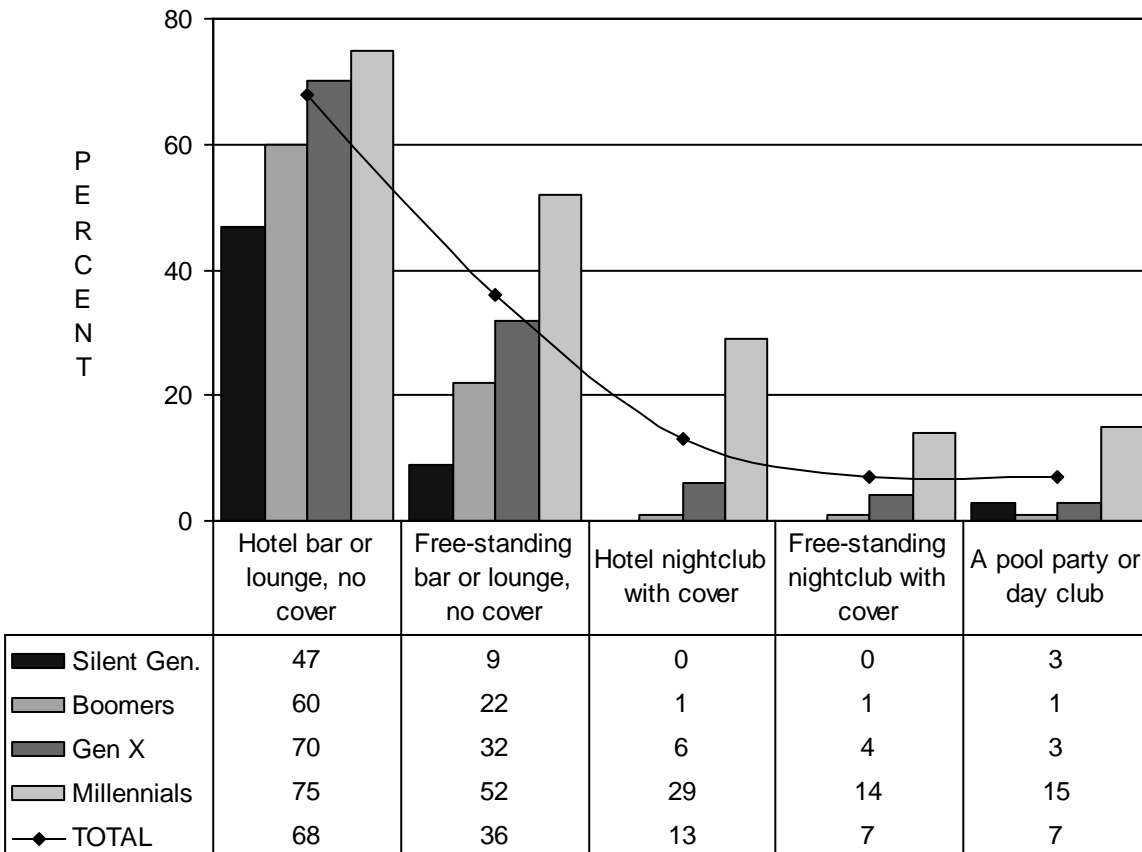
FIGURE 58
Whether Has Been To Other Paid Attractions*



*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. Gen X visitors (28%) and Millennials (27%) were more likely than the Silent Generation (19%) to have been to other paid attractions.

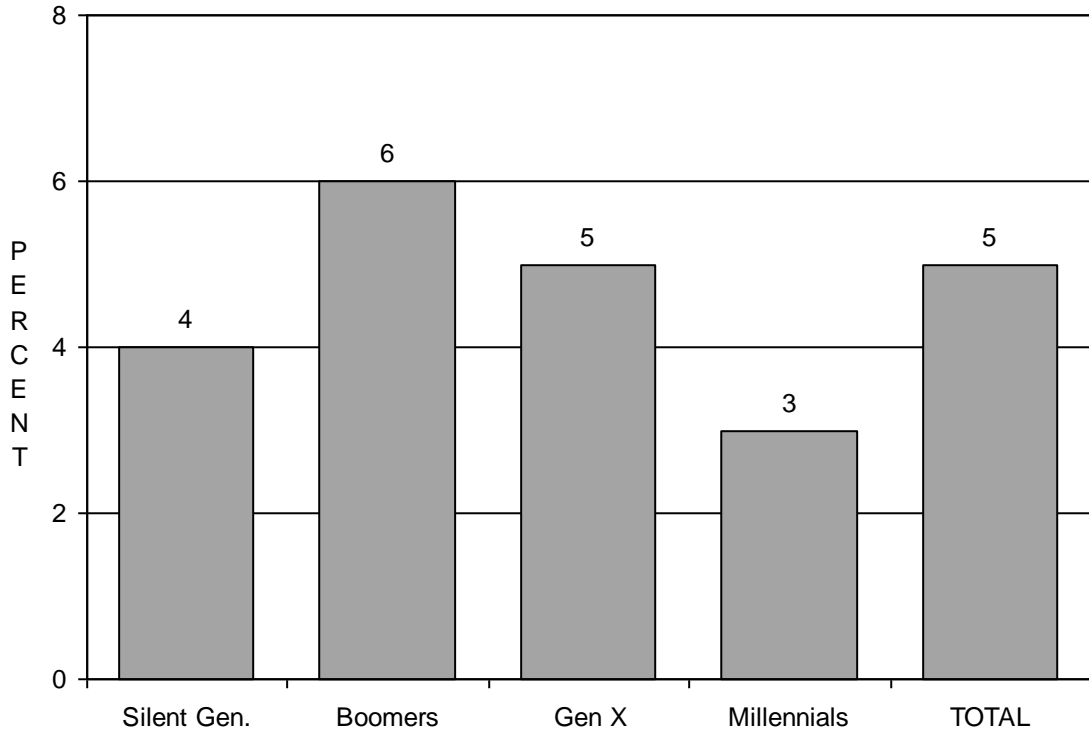
FIGURE 59
Whether Has Been To Nightclubs, Bars, And Lounges*



*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. Millennials were more likely than Gen X visitors, and Boomers, to have been to a hotel bar or lounge with no cover charge or a free-standing bar with no cover charge. Silent Generation visitors were the least likely to have been to a hotel bar with no cover (47%) or a free-standing bar with no cover (9%). Millennials were more likely than Gen X visitors, who in turn were more likely than Boomers, to have been to a hotel nightclub with a cover charge or a free-standing nightclub with a cover charge. Millennials (15%) were also more likely than Gen X visitors (3%), Silent Generation visitors (3%), and Boomers (1%) to have been to a pool party or day club.

FIGURE 60
Whether Visited A Spa*



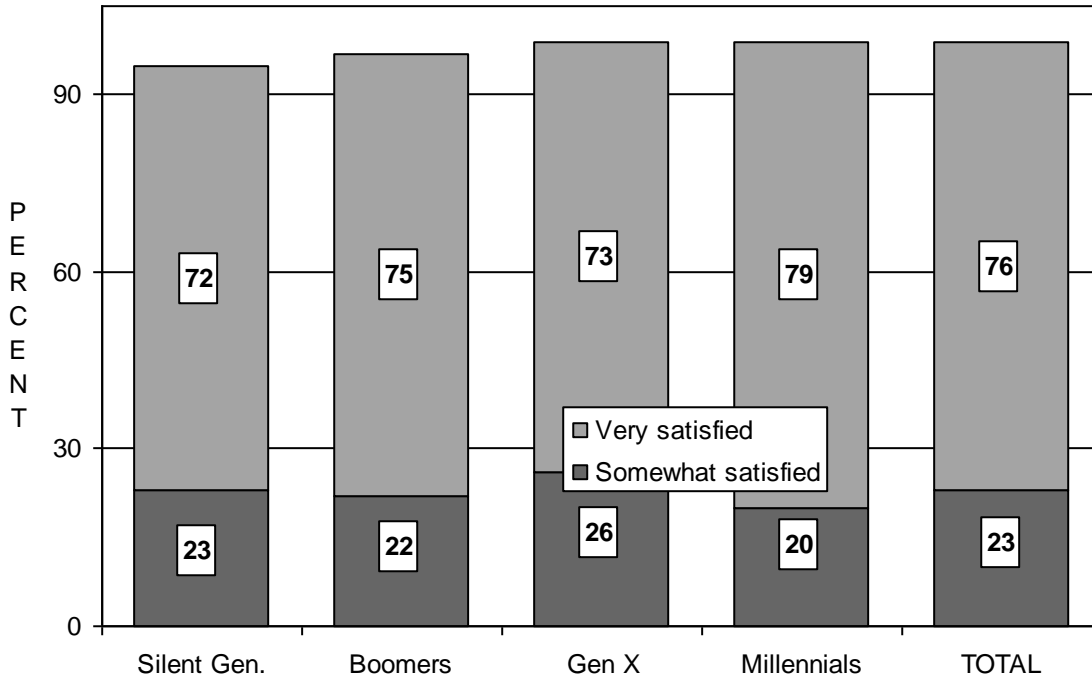
Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 5% said they had. Boomers (6%) and Gen X visitors (5%) were more likely than Millennials (3%) to say they had visited a spa.

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

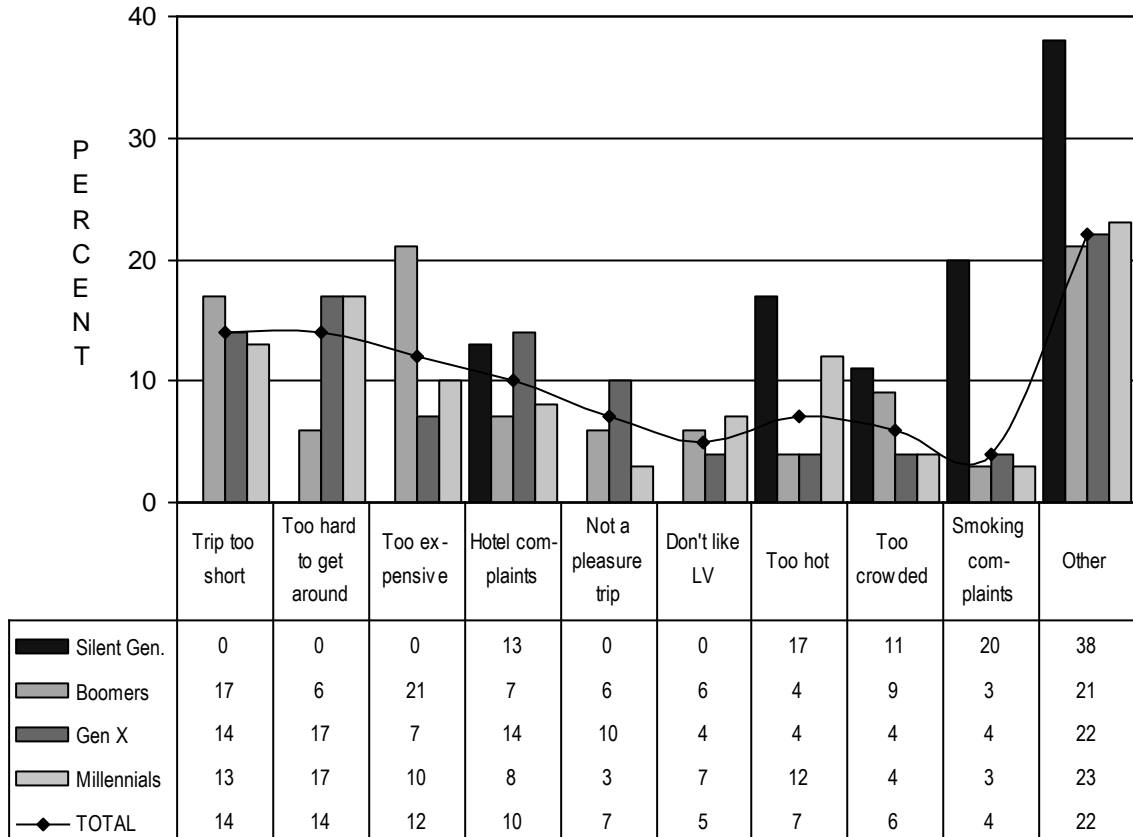
ATTITUDINAL INFORMATION

FIGURE 61
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. Millennials (79%) were significantly more likely than Gen X visitors (73%) to say they were “very satisfied” while Gen X visitors (26%) were more likely than Millennials (20%) to say they were “somewhat satisfied.”

FIGURE 62
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied)



(Base Sizes: Silent Gen=7[†], Boomers=104, Gen X=137, Millennials=121, 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 visit. Among the most common reasons given were the trip was too short (14%), it was too hard to get around (14%), the perception that Las Vegas is too expensive (12%), and hotel complaints (10%).[‡] Both Millennials and Gen X visitors (17%) were more likely than Boomers (6%) to say it was too hard to get around. Boomers (21%) were more likely than Millennials (10%) and Gen X visitors (7%) to complain that Las Vegas was too expensive, and Millennials (12%) were more likely than Boomers and Gen X visitors (4% each) to say it was too hot.

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

[‡] Note the very small base size for the Silent Generation.

VISITOR DEMOGRAPHICS

With regards to visitor demographics, the Silent Generation and Boomers were the most likely to be:

- Retired (95% of the Silent Generation and 49% of Boomers vs. less than 1% for Gen X visitors and Millennials).
- Having a high school education or less (29% of the Silent Generation and 19% of Boomers vs. 11% of Gen X visitors).
- Caucasian (80% of the Silent Generation and 82% of Boomers vs. 71% of Gen X visitors and 58% of Millennials).

Gen X visitors were the most likely to be:

- Employed (90% vs. 5% of the Silent Generation, 47% of Boomers and 82% of Millennials).
- Earning \$80,000 or more (63% vs. 23% of the Silent Generation, 43% of Boomers and 33% of Millennials).

Millennials were the most likely to be:

- Female (54% vs. 35% of the Silent Generation and 48% each of Boomers and Gen X visitors).
- Single (40% vs. 3% each of the Silent Generation and Boomers and 6% of Gen X visitors).
- Students (9% vs. 0% each among the Silent Generation and Boomers and less than 1% of Gen X visitors).
- With some college or trade school education (49% vs. 31% of the Silent Generation, 29% of Boomers, and 34% of Gen X visitors).
- Hispanic/Latino (21% vs. 7% each of the Silent Generation and Boomers and 12% of Gen X visitors).
- Earning \$60,000 to \$79,999 (31% vs. 15% of the Silent Generation, 20% of Boomers, and 18% of Gen X visitors).
- From the West (59% vs. 50% of the Silent Generation, 46% of Boomers, and 49% of Gen X visitors).

FIGURE 63
VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
<u>GENDER</u>					
Male	65%	52%	52%	46%	50%
Female	35	48	48	54	50
<u>MARITAL STATUS</u>					
Married	72	86	85	57	74
Single	3	3	6	40	18
Separated/Divorced	6	8	9	3	6
Widowed	20	4	0	0	2
<u>JOB CATEGORIES</u>					
Employed	5	47	90	82	72
Unemployed	0	1	1	2	1
Student	0	0	0	9	3
Retired	95	49	1	0	17
Homemaker	0	4	8	8	7
<u>EDUCATION</u>					
High school or less	29	19	11	16	16
Some college/trade school	31	29	34	49	38
College graduate	40	53	56	35	46
<u>AGE</u>					
21 to 29	0	0	0	56	22
30 to 39	0	0	20	44	23
40 to 49	0	0	58	0	18
50 to 59	0	35	22	0	16
60 to 64	0	28	0	0	8
65 or older	100	37	0	0	14
MEAN	75.3	62.0	44.4	28.8	44.3
BASE	(134)	(963)	(1119)	(1383)	(3600)

(Continued on next page)

FIGURE 64
VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
ETHNICITY					
White	80%	82%	71%	58%	69%
African American/Black	8	8	12	14	12
Asian/Asian American	4	3	4	6	4
Hispanic/Latino	7	7	12	21	14
Other	1	1	1	1	1
HOUSEHOLD INCOME					
Less than \$20,000	2	0	0	2	1
\$20,000 to \$39,999	8	3	2	7	4
\$40,000 to \$59,999	29	17	7	20	15
\$60,000 to \$79,999	15	20	18	31	23
\$80,000 or more	23	43	63	33	45
Not sure/no answer	23	17	11	7	12
VISITOR ORIGIN					
<u>U.S.A.</u>	<u>85</u>	<u>84</u>	<u>82</u>	<u>85</u>	<u>84</u>
Eastern states*	8	9	8	5	7
Southern states†	17	17	16	14	15
Midwestern states‡	10	11	10	7	9
<u>Western states§</u>	<u>49</u>	<u>46</u>	<u>49</u>	<u>59</u>	<u>52</u>
California	<u>32</u>	<u>25</u>	<u>29</u>	<u>37</u>	<u>31</u>
Southern CA	30	23	23	30	26
Northern CA	3	2	6	7	5
Arizona	3	8	7	8	7
Other West	14	13	13	13	13
<u>Foreign</u>	<u>15</u>	<u>17</u>	<u>18</u>	<u>15</u>	<u>16</u>
BASE	(134)	(963)	(1119)	(1383)	(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.