



Country Comparison Fact Sheet

2018 Las Vegas Top Overseas Markets

As of July 19, 2019

	UNITED KINGDOM	AUSTRALIA	JAPAN	BRAZIL	GERMANY	CHINA	SOUTH KOREA	FRANCE	IRELAND	NETHERLANDS	SCANDINAVIA	ITALY	TAIWAN	INDIA	SWITZERLAND	SPAIN	ARGENTINA	COLUMBIA	ALL OVERSEAS	MEXICO (AIR ONLY)		
CHARACTERISTICS OF TRIP TO U.S.																					Unit of Measure	
First Int'l U.S. Trip	16.5%	39.3%	21.4%	10.4%	25.9%	53.6%	50.0%	32.2%	21.5%	33.4%	21.4%	47.0%	28.0%	49.6%	23.9%	40.5%	10.9%	14.1%	30.4%	11.5%	% of travelers	
U.S. Trips Last 12 Months	1.5	1.2	1.8	1.9	1.8	1.5	1.3	1.4	1.4	1.4	1.6	1.3	2.0	1.3	1.6	1.4	2.0	1.9	1.5	2.5	avg. # of trips	
Number of Destinations Visited	2.8	4.3	2.3	3.1	4.8	3.9	3.5	5.0	2.4	5.1	4.4	5.0	3.4	3.9	5.0	4.5	3.9	3.6	3.9	1.4	% of travelers	
Lodged in Hotel/Motel	96.9%	93.4%	95.9%	93.9%	90.8%	84.6%	95.4%	93.2%	96.7%	84.4%	90.3%	96.2%	92.7%	85.0%	92.3%	88.8%	97.8%	86.3%	91.0%	92.4%	% of travelers	
Factors in Airline Choice																						
Airfare	51.4%	62.5%	33.0%	68.0%	54.1%	60.0%	49.4%	44.3%	68.3%	54.9%	55.2%	37.3%	38.8%	46.5%	33.8%	62.2%	53.8%	66.1%	55.0%	70.2%	% of travelers	
Convenient Schedule	42.1%	33.0%	29.5%	48.1%	37.0%	24.6%	32.6%	34.2%	41.5%	36.5%	50.6%	42.7%	35.0%	54.0%	36.6%	51.7%	31.7%	42.4%	36.7%	54.0%	% of travelers	
Mileage Bonus/FF Program	9.5%	17.5%	35.0%	23.2%	9.1%	9.8%	18.8%	6.1%	3.6%	7.5%	13.0%	5.2%	18.2%	5.6%	12.6%	5.3%	27.7%	28.4%	13.0%	4.9%	% of travelers	
Non-Stop Flight	55.9%	34.0%	27.3%	24.0%	40.8%	46.6%	53.7%	47.0%	25.6%	28.2%	34.6%	17.6%	41.5%	22.9%	56.7%	39.2%	31.3%	14.9%	39.8%	66.1%	% of travelers	
Means of Booking Air Trip																						
Airline Direct	33.6%	28.1%	25.9%	36.6%	36.4%	20.7%	16.9%	37.8%	25.2%	26.2%	38.0%	19.8%	30.6%	19.2%	39.3%	34.6%	49.7%	36.5%	32.2%	46.8%	% of travelers	
Corporation Travel Department	6.0%	3.6%	5.3%	6.5%	7.7%	13.7%	6.3%	7.6%	8.4%	8.8%	6.4%	3.3%	13.5%	26.5%	9.3%	3.9%	4.5%	5.2%	8.1%	6.1%	% of travelers	
Internet Booking Service	28.0%	23.2%	23.5%	36.3%	27.6%	42.7%	40.2%	29.6%	27.0%	37.9%	41.9%	17.9%	27.1%	30.9%	24.5%	28.0%	37.2%	52.7%	29.9%	30.9%	% of travelers	
Tour Operator/Company	15.2%	2.8%	8.2%	7.5%	5.0%	18.6%	22.5%	7.3%	14.3%	10.1%	4.1%	21.9%	1.4%	15.6%	4.0%	5.3%	11.9%	3.1%	11.7%	5.8%	% of travelers	
Travel Agency Office	22.0%	51.1%	39.6%	23.3%	26.9%	16.0%	18.5%	21.1%	32.2%	24.6%	17.4%	43.7%	38.3%	24.1%	30.3%	32.8%	15.7%	9.1%	25.1%	17.2%	% of travelers	
Type of Airline Ticket																						
Paid Ticket	87.1%	87.0%	72.3%	69.4%	84.0%	78.5%	72.6%	79.9%	88.9%	85.9%	85.5%	80.8%	78.2%	94.9%	80.6%	72.4%	82.6%	85.6%	81.5%	86.2%	% of travelers	
Paid Upgrade	2.5%	3.1%	5.7%	4.4%	1.3%	1.5%	3.8%	1.0%	2.0%	2.2%	1.6%	0.3%	3.8%	1.9%	1.6%	0.7%	0.9%	0.0%	2.1%	0.9%	% of travelers	
Frequent Flyer Award	2.6%	3.9%	4.3%	5.8%	2.2%	1.1%	0.4%	0.5%	0.0%	0.3%	0.7%	1.1%	0.3%	0.0%	1.3%	0.4%	7.9%	5.9%	2.4%	1.0%	% of travelers	
Frequent Flyer Award Upgrade	0.2%	1.0%	1.3%	0.8%	0.7%	0.3%	0.4%	0.0%	0.0%	0.0%	1.0%	0.3%	1.0%	0.0%	0.0%	0.9%	0.0%	1.4%	0.3%	0.8%	% of travelers	
Discount/Group Fare	0.4%	0.6%	6.9%	0.6%	1.3%	16.0%	12.2%	3.1%	0.0%	1.4%	2.5%	2.5%	5.9%	1.6%	0.8%	0.8%	0.3%	1.5%	4.1%	0.8%	% of travelers	
Airline Seating Area																						
First Class	0.6%	0.2%	1.3%	2.0%	0.9%	0.5%	0.0%	0.2%	0.9%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	3.7%	1.1%	3.9%	% of travelers	
Executive/Business	2.0%	3.2%	20.1%	7.4%	5.0%	3.3%	2.5%	0.7%	0.0%	1.5%	2.8%	0.2%	16.5%	2.2%	12.1%	1.0%	7.8%	8.4%	4.4%	4.3%	% of travelers	
Economy/Tourist/Coach	97.4%	96.6%	78.6%	90.6%	94.1%	96.2%	97.5%	99.1%	99.1%	98.5%	95.9%	99.8%	82.1%	97.8%	87.9%	98.3%	92.2%	87.9%	94.5%	91.8%	% of travelers	
Transportation in the U.S.																						
Airlines in U.S.	36.5%	71.9%	68.8%	56.2%	36.3%	56.3%	41.2%	28.3%	48.6%	30.3%	35.5%	53.7%	48.3%	76.8%	34.6%	48.3%	62.3%	49.4%	46.8%	15.5%	% of travelers	
Auto, Private or Company	21.7%	33.2%	18.2%	30.0%	25.6%	42.5%	22.7%	24.5%	17.2%	37.0%	34.4%	25.8%	42.0%	27.1%	23.2%	31.3%	30.5%	40.4%	29.8%	25.8%	% of travelers	
Bus between Cities	10.9%	23.3%	23.7%	12.2%	12.6%	13.4%	33.6%	13.3%	17.2%	8.2%	13.6%	26.3%	16.0%	41.2%	7.5%	17.4%	9.8%	22.1%	18.0%	14.1%	% of travelers	
City Subway/Tram/Bus	33.5%	41.8%	35.1%	22.9%	30.3%	19.2%	30.1%	24.7%	32.7%	31.2%	21.4%	37.4%	20.8%	28.6%	20.5%	28.9%	24.3%	21.0%	29.7%	15.2%	% of travelers	
Railroad between Cities	4.0%	12.4%	5.1%	0.4%	3.2%	5.1%	4.9%	3.7%	1.1%	4.0%	2.7%	2.9%	4.9%	6.8%	3.1%	7.7%	1.2%	1.6%	5.1%	0.5%	% of travelers	
Rented Auto	32.9%	43.3%	20.2%	54.8%	66.5%	38.4%	38.6%	69.8%	20.6%	68.9%	63.3%	61.0%	26.6%	13.2%	75.7%	56.9%	59.9%	46.8%	44.9%	16.5%	% of travelers	
Ride-sharing Service	18.2%	37.9%	13.6%	16.1%	11.1%	15.9%	21.1%	9.3%	6.2%	14.2%	14.4%	12.4%	17.8%	23.0%	27.6%	12.2%	12.5%	24.5%	24.5%	23.3%	% of travelers	
Taxi/Limousine	57.6%	47.1%	46.6%	23.4%	23.7%	22.1%	24.6%	13.1%	60.2%	17.9%	23.7%	25.1%	23.3%	39.0%	12.0%	25.2%	19.6%	18.3%	29.7%	45.4%	% of travelers	
Gender																						
Male	46.9%	43.6%	60.9%	62.0%	55.8%	58.4%	51.2%	52.2%	59.5%	57.1%	63.8%	58.3%	53.7%	72.9%	55.2%	52.3%	60.9%	54.7%	55.1%	54.4%	% of travelers	
Female	53.1%	56.4%	39.1%	38.0%	44.2%	41.6%	48.8%	47.8%	40.5%	42.9%	36.2%	41.7%	46.3%	27.1%	44.8%	47.7%	39.1%	45.3%	44.9%	45.6%	% of travelers	
Age																						
Male	43.6	42.8	45.9	40.9	38.0	38.4	38.3	42.3	35.5	41.8	39.3	36.6	47.8	40.4	33.6	34.2	42.6	36.3	40.4	40.8	average age	
Female	41.4	37.9	41.7	42.7	35.0	38.0	34.6	37.9	31.6	37.6	35.9	33.1	34.5	36.2	33.9	35.1	38.9	35.9	39.3	38.1	average age	

* Figures for individual countries are based on a 3-year rolling average of data from the Survey of International Air Travelers.

NOTE: Due to limited sample sizes, visitation estimates for certain countries are unavailable.

(A) Does not include airfare to U.S.

(B) Does not include package price paid before arrival to U.S.

(C) Includes gaming expenditures

(D) Converted to US\$ for comparison purposes

SOURCES: US Department of Commerce, National Travel & Tourism Office, Survey of International Air Travelers (SIAT); Las Vegas Convention and Visitors Authority