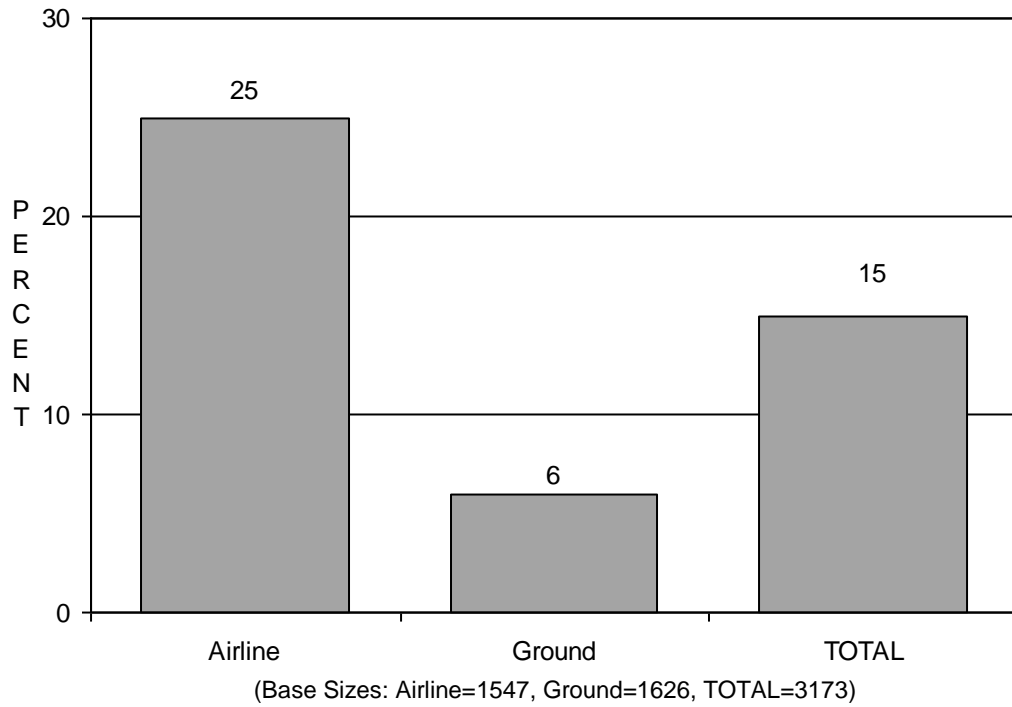
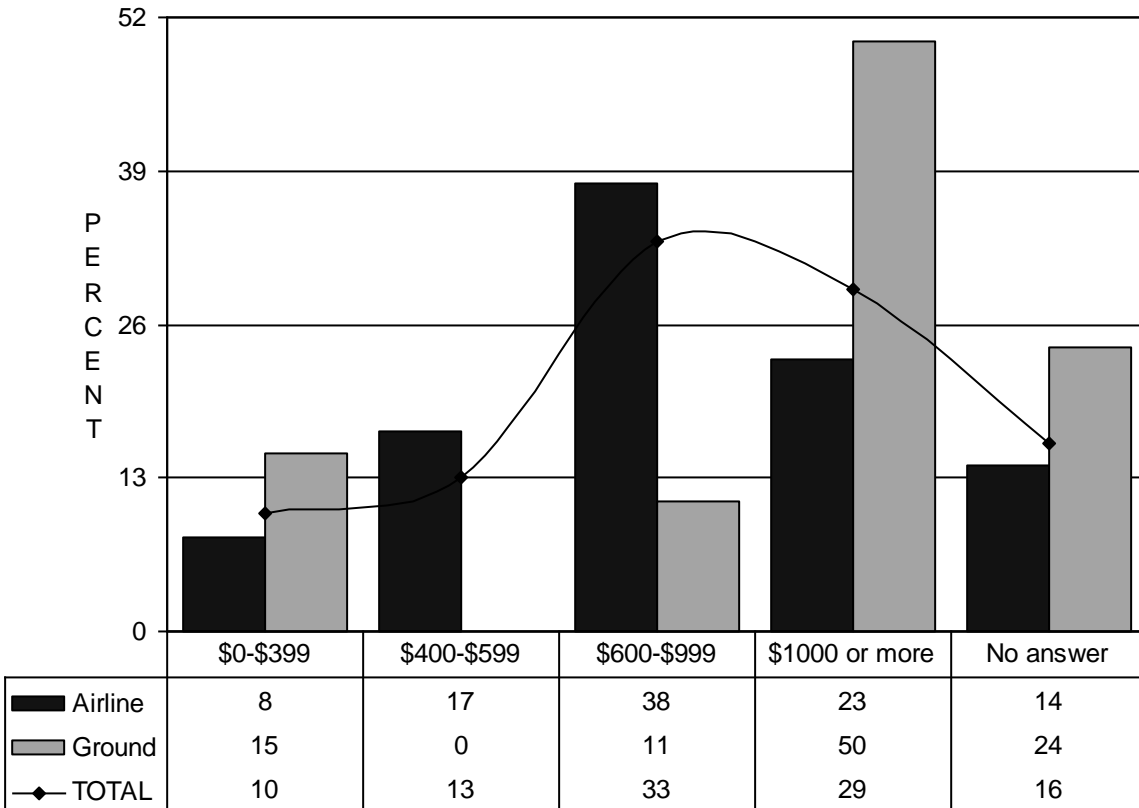


FIGURE 38
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



Airline visitors were more likely than those who arrived by ground transportation to be visiting Las Vegas as part of a tour group or package deal (25% vs. 6%).

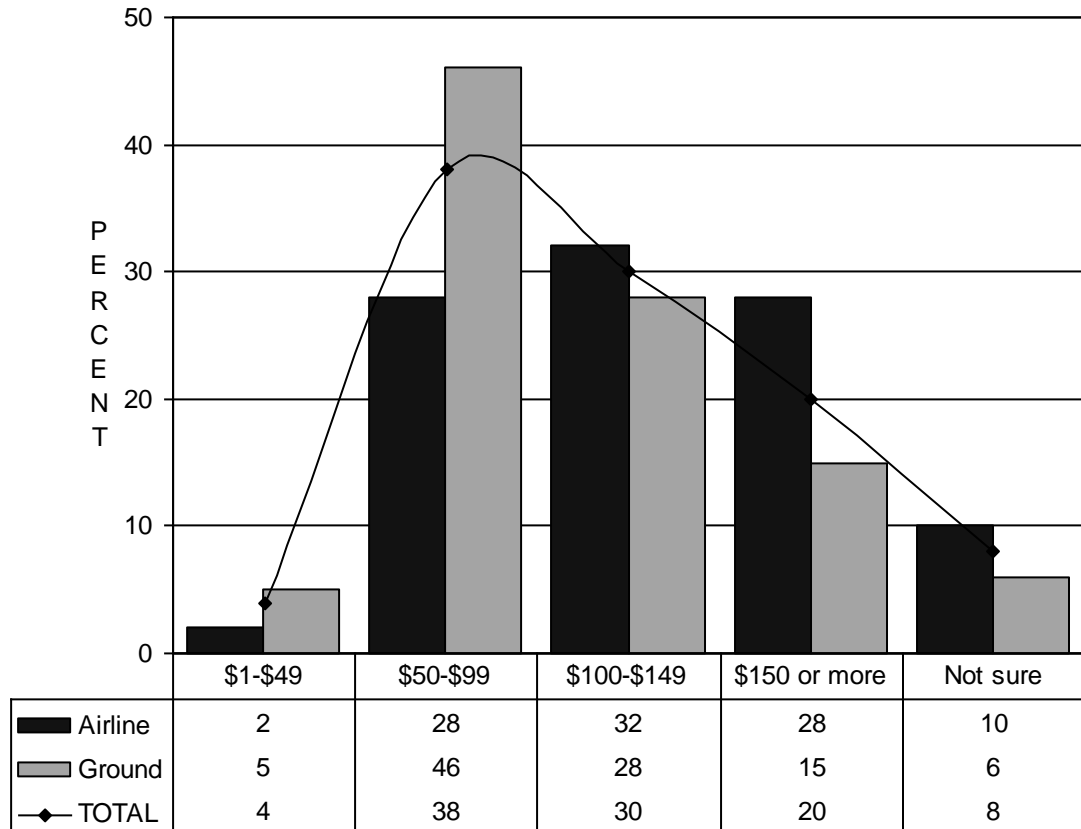
FIGURE 39
Cost Of Package Per Person
(Among Those Who Bought A Package)



(Base Sizes: Airline=388, Ground=100, TOTAL=487)
(Mean: Airline=\$834.50, Ground=\$1,248.98, TOTAL=\$910.99)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. The average package cost was \$910.99. Airline visitors (\$834.50) paid less for their package than those who traveled to Las Vegas by other means (\$1,248.98).

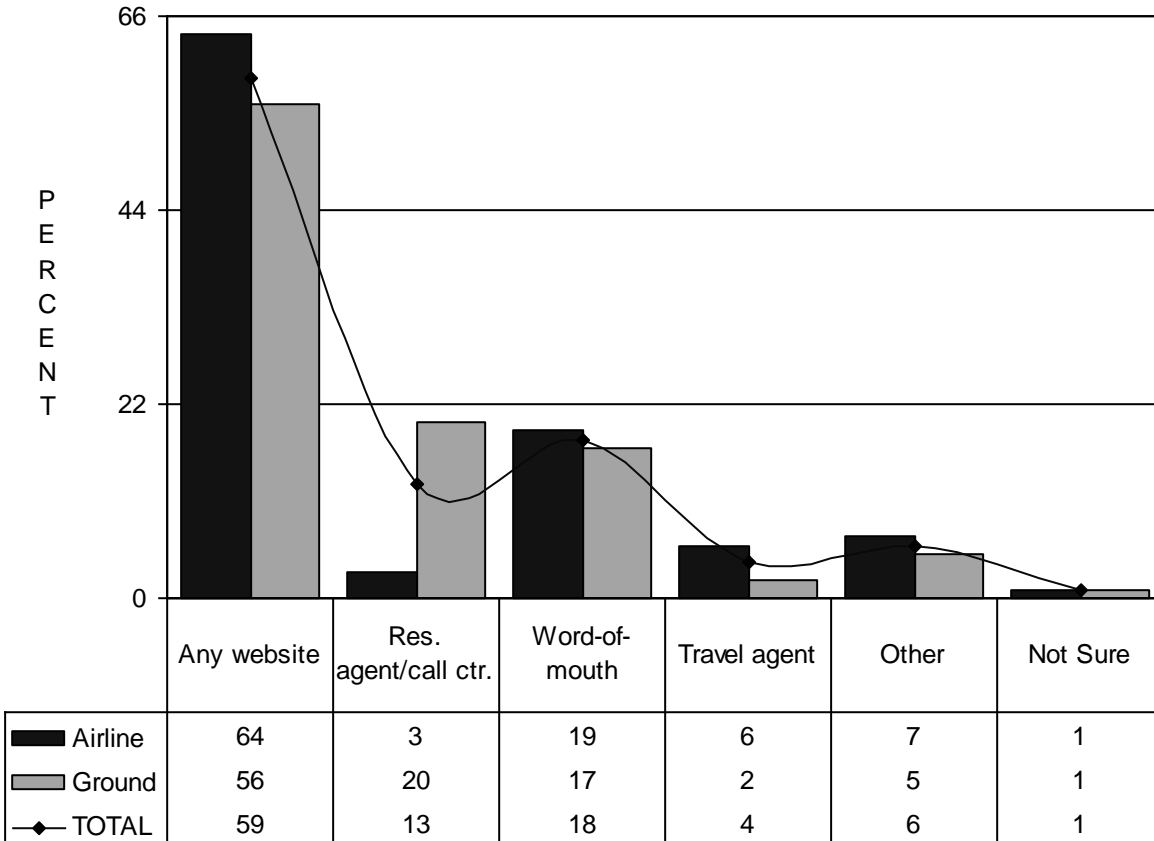
FIGURE 40
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Airline=985, Ground=1280, TOTAL=2265)
(Means: Airline=\$128.60, Ground=\$102.64, TOTAL=\$113.66)

We looked at lodging expenditures among visitors whose room was not part of a travel package and who were not comped for their stay. Airline visitors paid more for lodging per night (average of \$128.60) than those who arrived by ground transportation (\$102.64).

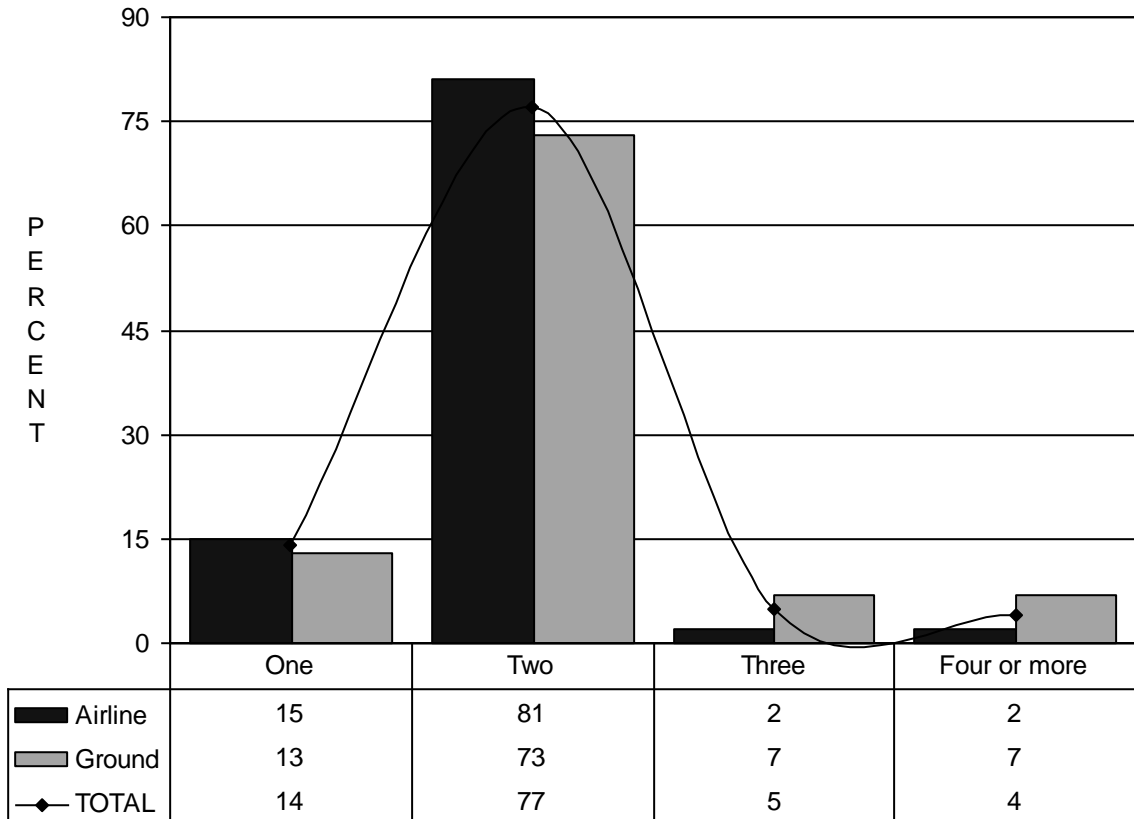
FIGURE 41
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



(Base Sizes: Airline=985, Ground=1280, TOTAL=2265)

Visitors were asked how they first found out about the room rate they paid. Overall, 59% of visitors first heard about their rate on a website and 18% through word of mouth. Those visitors who arrived by ground transportation were more likely than airline visitors to say they first found out about the rate through a reservation agent (20% vs. 3%). Airline visitors were more likely than those who arrived by other means to say they initially found out about their room rate through a website (64% vs. 56%) or through a travel agent (6% vs. 2%).

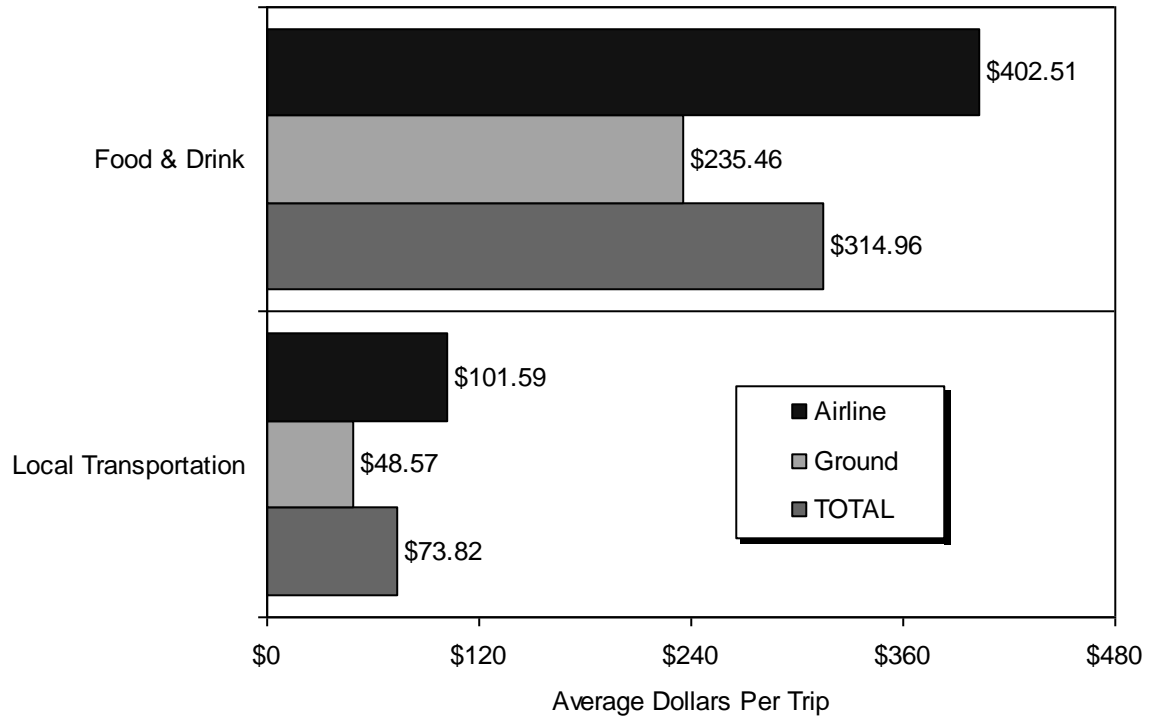
FIGURE 42
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Airline=1580, Ground=1640, TOTAL=3220)
(Means: Airline=1.9, Ground=2.1, TOTAL=2.0)

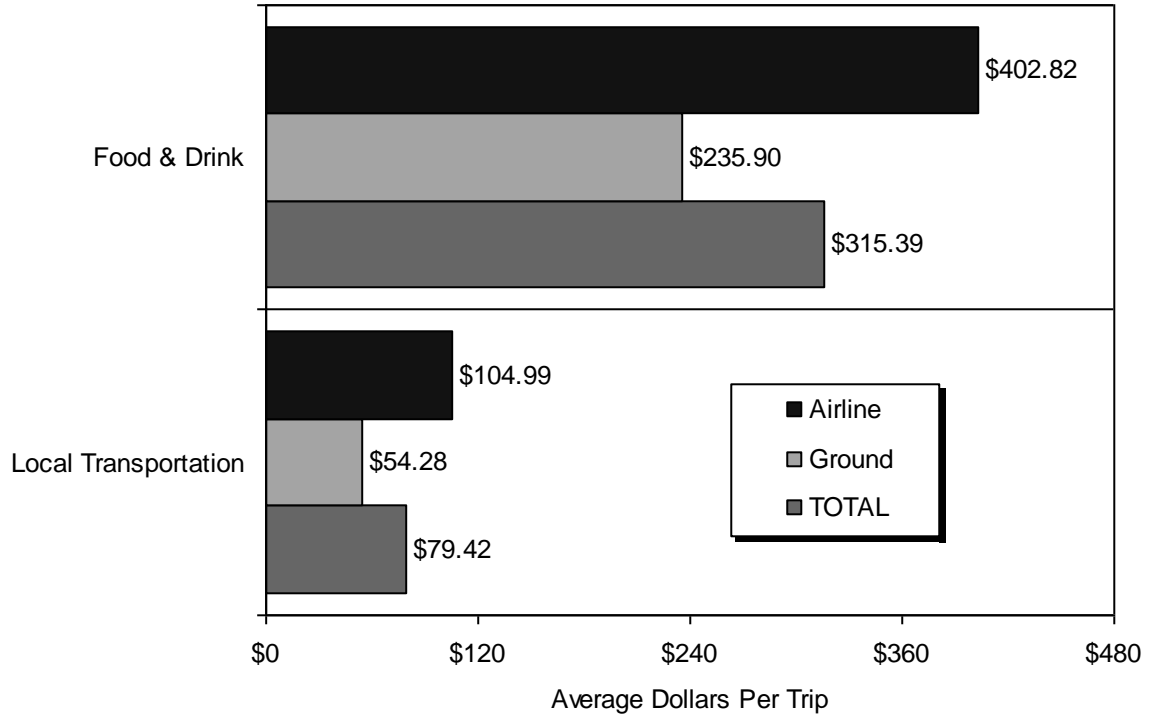
Looking only at visitors who stayed in a hotel or motel, airline visitors were more likely than those who arrived by ground transportation to say that two (81% vs. 73%) people stayed in their room. Those visitors who arrived by ground transportation were more likely than airline visitors to say three or more people stayed in their room (14% vs. 4%). The average number of room occupants was greater for those visitors who arrived by ground transportation (average of 2.1 room occupants) than for airline visitors (1.9).

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



The average trip expenditure for food and drink was higher for airline visitors (\$402.51) than for those who arrived by ground transportation (\$235.46). Similarly, the average trip expenditure for local transportation was greater for airline visitors (\$101.59) than for those who arrived by ground transportation (\$48.57).

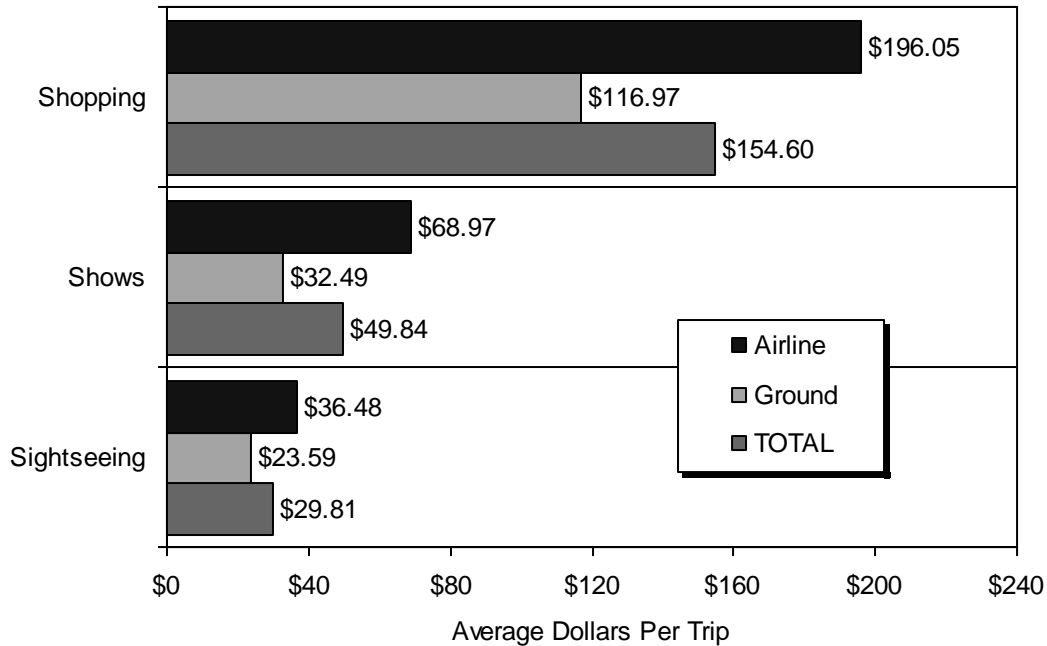
FIGURE 44
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Spenders)



(Base Sizes, Food & Drink: Airline=1712, Ground=1882, TOTAL=3594)
(Base Sizes, Local Transportation: Airline=1658, Ground =1687, TOTAL=3346)

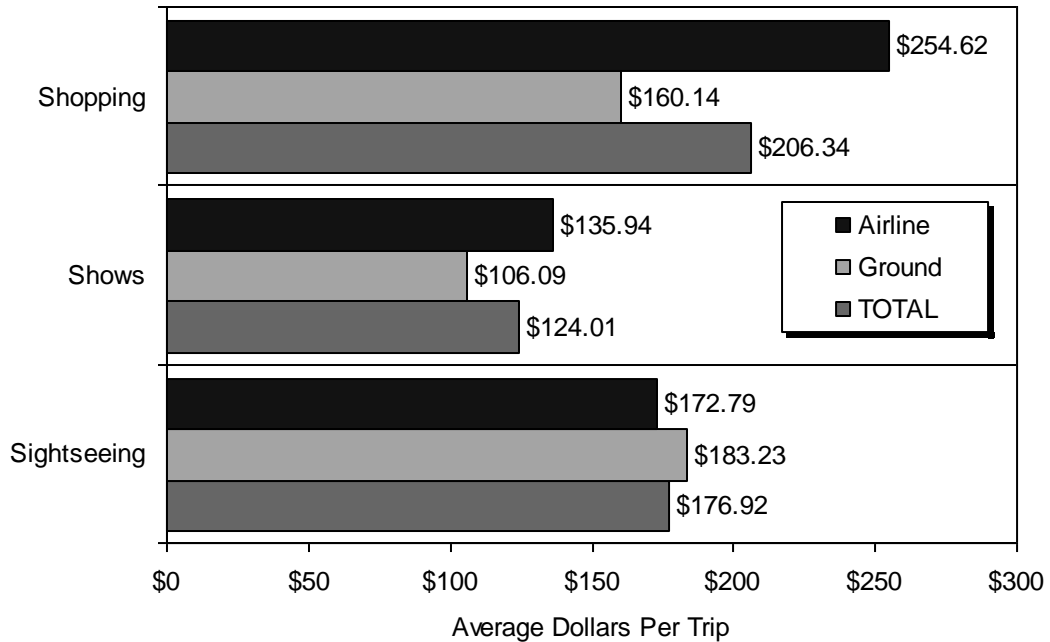
Looking only at *visitors who actually spent money* in these categories, airline visitors on average spent more on food and drink (\$402.82) and local transportation (\$104.99) than those who arrived by ground transportation (\$235.90 for food and drink and \$54.28 for local transportation).

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



This figure shows average per trip expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas, including visitors who said they spent nothing in these categories. Airline visitors spent more than those who arrived by ground transportation in all three categories. Specifically, airline visitors spent an average of \$196.05 on shopping, \$68.97 on shows and \$36.48 on sightseeing. Among visitors who arrived by ground transportation, the average totals spent were \$116.97 on shopping, \$32.49 on shows and \$23.59 on sightseeing.

FIGURE 46
 Average Trip Expenditures On
 Shopping, Shows, And Sightseeing
 (Among Spenders)

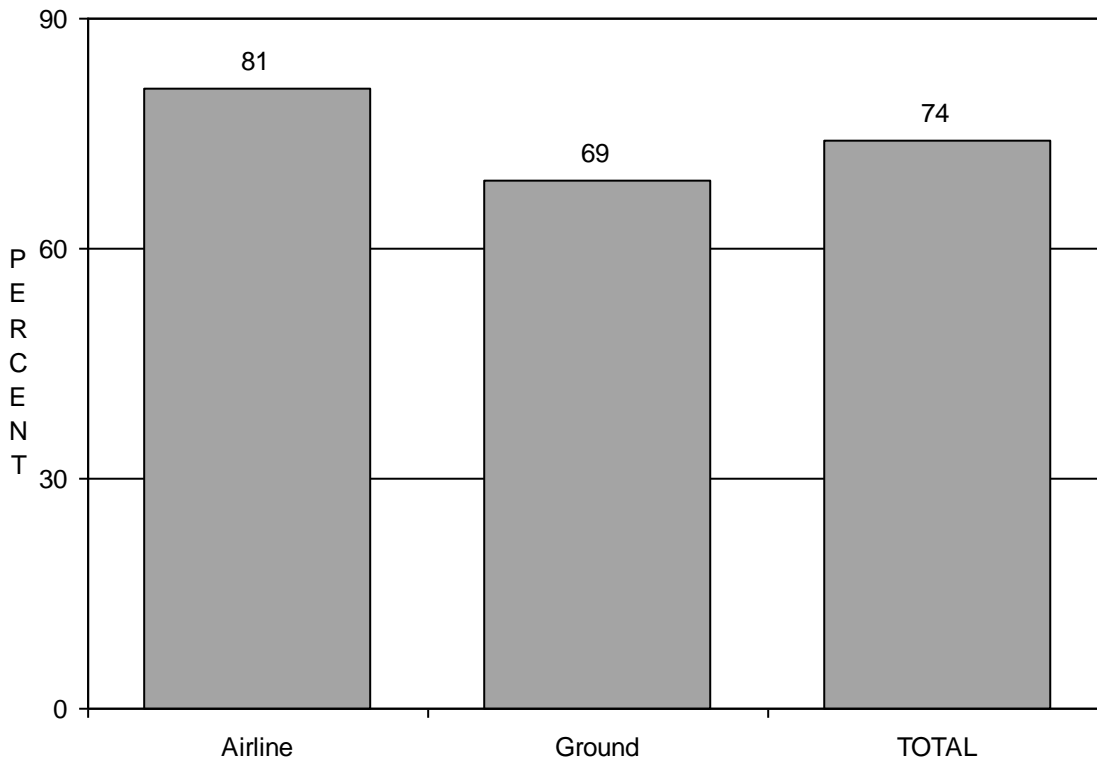


(Base Sizes, Shopping: Airline=1320, Ground=1377, TOTAL=2697)
 (Base Sizes, Shows: Airline=873, Ground=581, TOTAL=1454)
 (Base Sizes, Sightseeing: Airline=369, Ground=295, TOTAL=663)

Among visitors who spent money in these categories, airline visitors spent more on average than those who arrived by ground transportation on shopping and shows. Specifically, airline visitors spent an average of \$254.62 for shopping and, \$135.94 on shows, while visitors who arrived by ground transportation spent an average of \$160.14 for shopping and \$106.09 on shows. The average amount among spending visitors on sightseeing was \$176.92, with no difference between the two segments.

GAMING BEHAVIOR AND BUDGETS

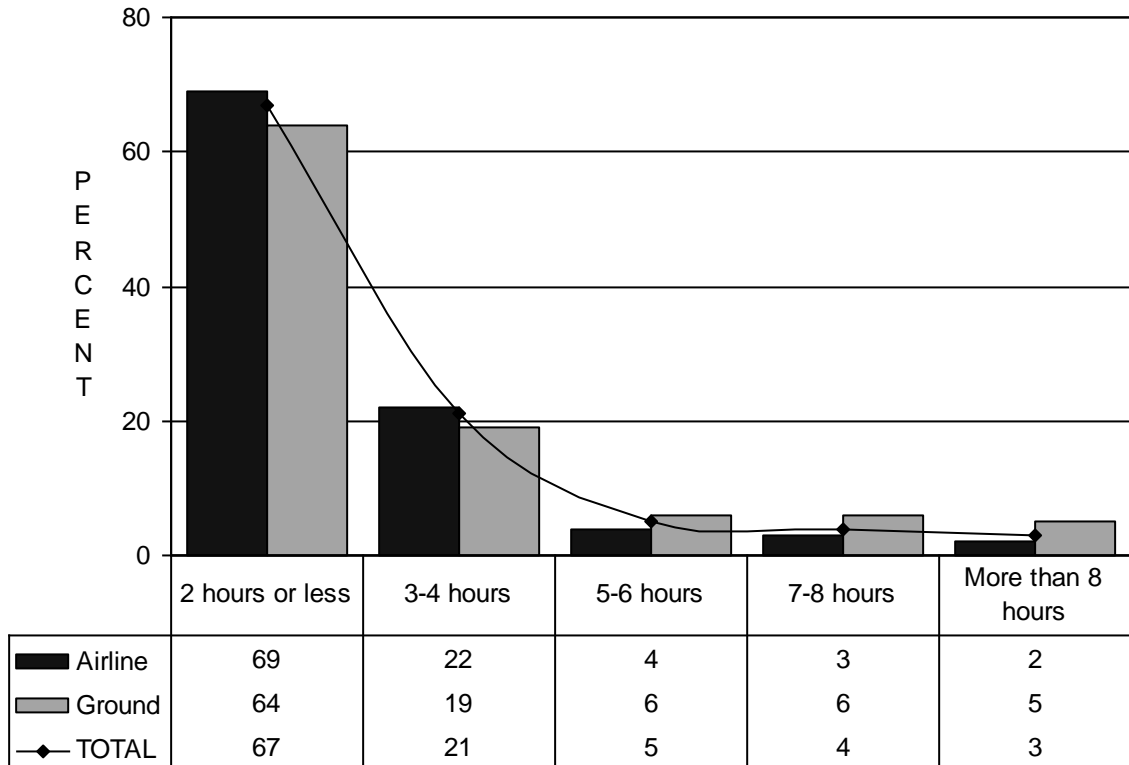
FIGURE 47
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all Las Vegas visitors gambled while in Las Vegas. Airline visitors (81%) were more likely to have gambled than those who arrived by ground transportation (69%).

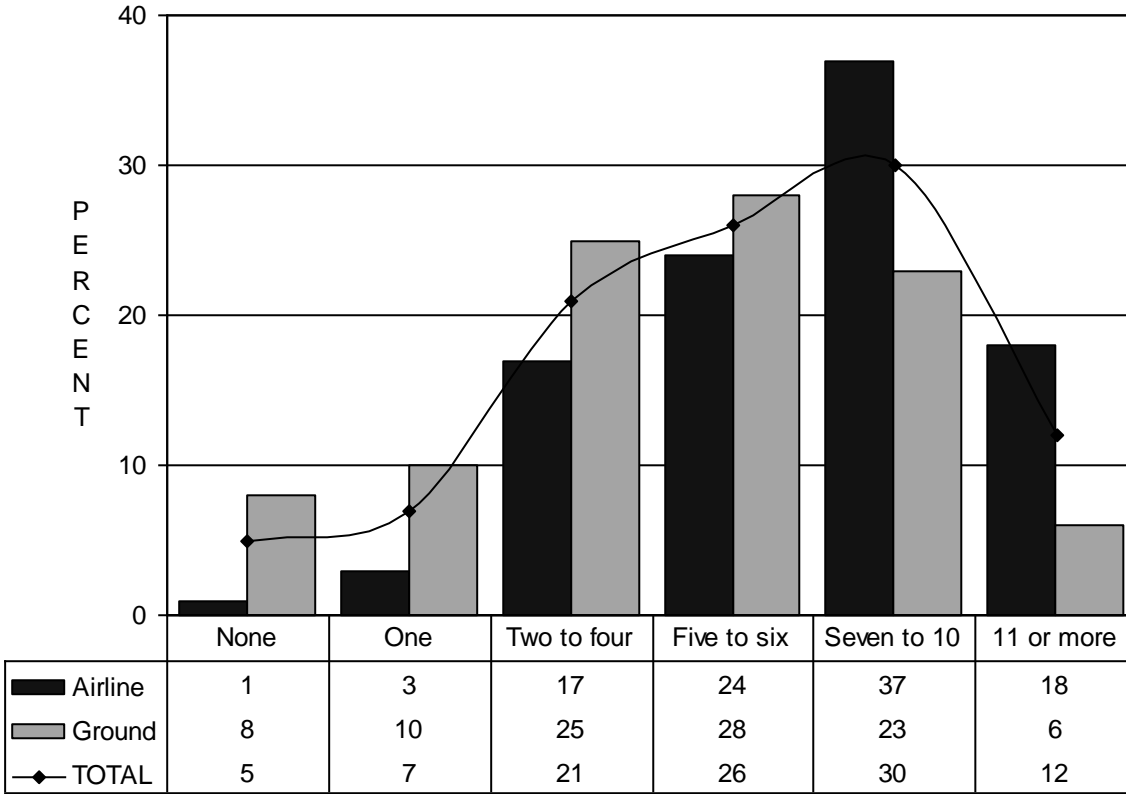
FIGURE 48
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes: Airline=1386, Ground=1294, TOTAL=2679)
(Means: Airline=2.0, Ground=2.5, TOTAL=2.2)

Among those visitors who gambled while in Las Vegas, the average number of hours spent gambling per day was 2.2. Those visitors who arrived by ground transportation (mean of 2.5 hours) averaged more time gambling per day than airline visitors (2.0 hours).

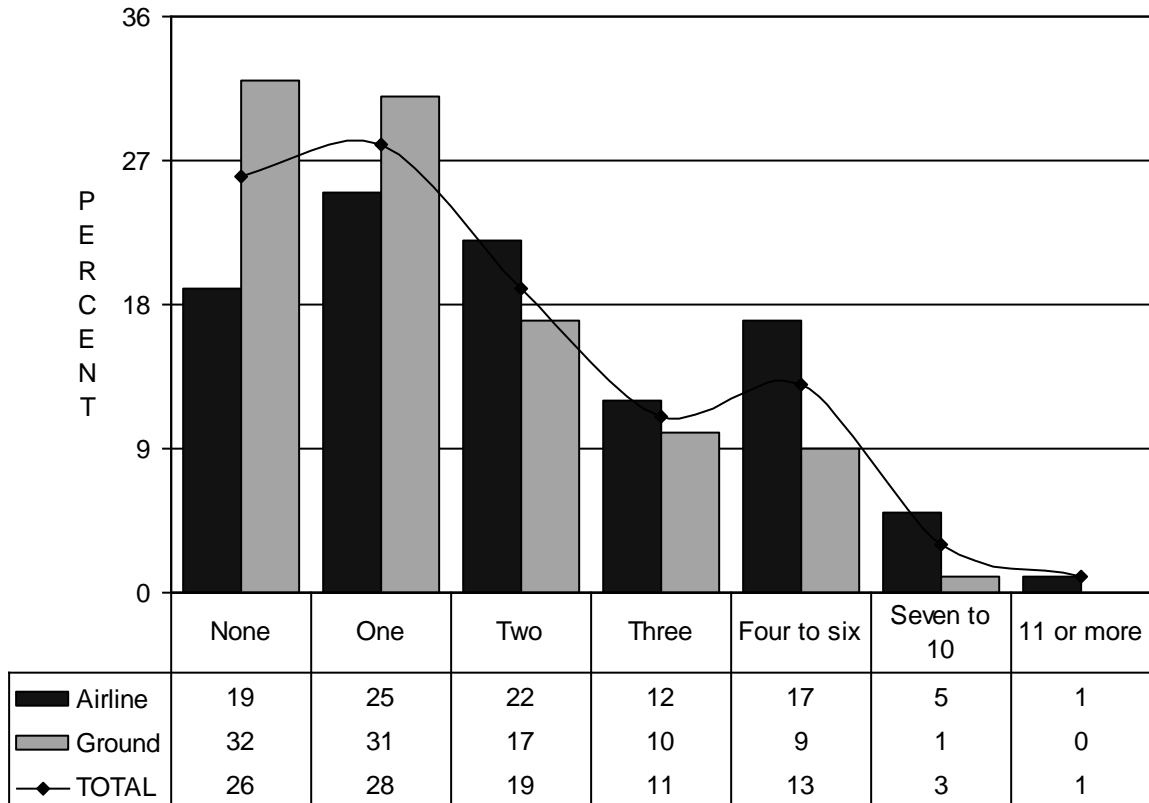
FIGURE 49
Number Of Casinos Visited



(Means: Air=7.6, Ground=5.2, TOTAL=6.4)

All visitors to Las Vegas were asked how many casinos they had visited on their current trip. Airline visitors visited more casinos on average (7.6) than those who arrived by ground transportation (5.2).

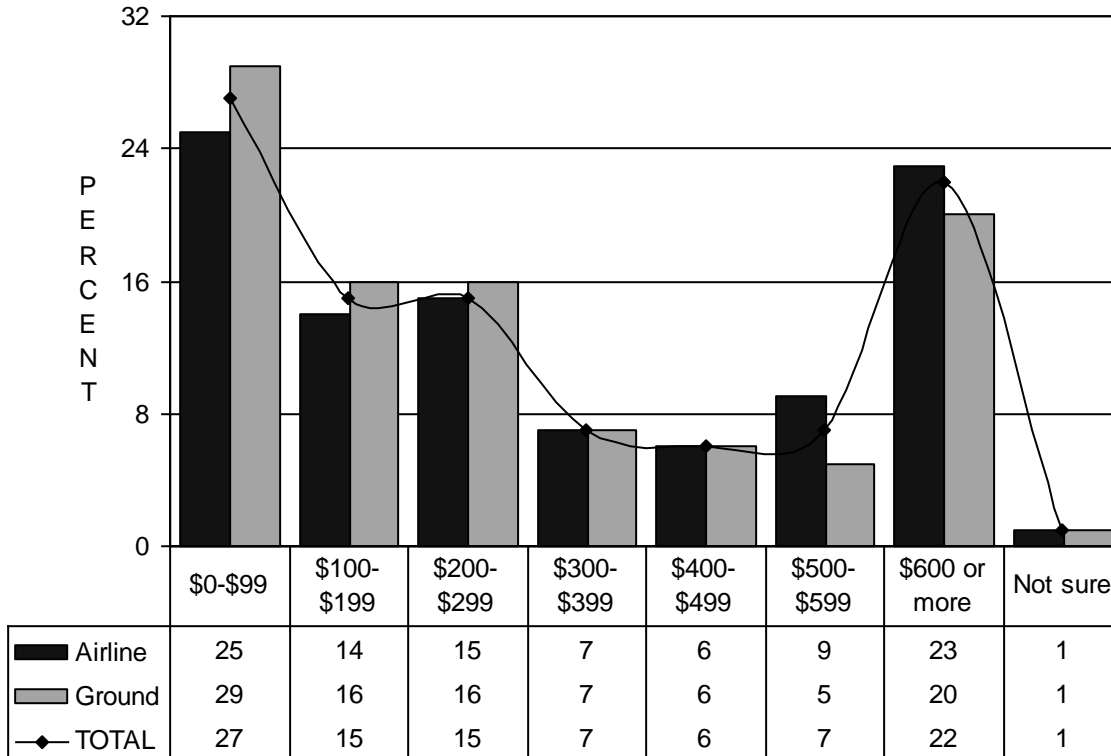
FIGURE 50
Number Of Casinos Where Gambled



(Means: Air=2.4, Ground=1.5, TOTAL=1.9)

All visitors to Las Vegas were asked in how many casinos they had gambled on their current trip. Airline visitors gambled in more casinos on average (2.4) than those who arrived by ground transportation (1.5).

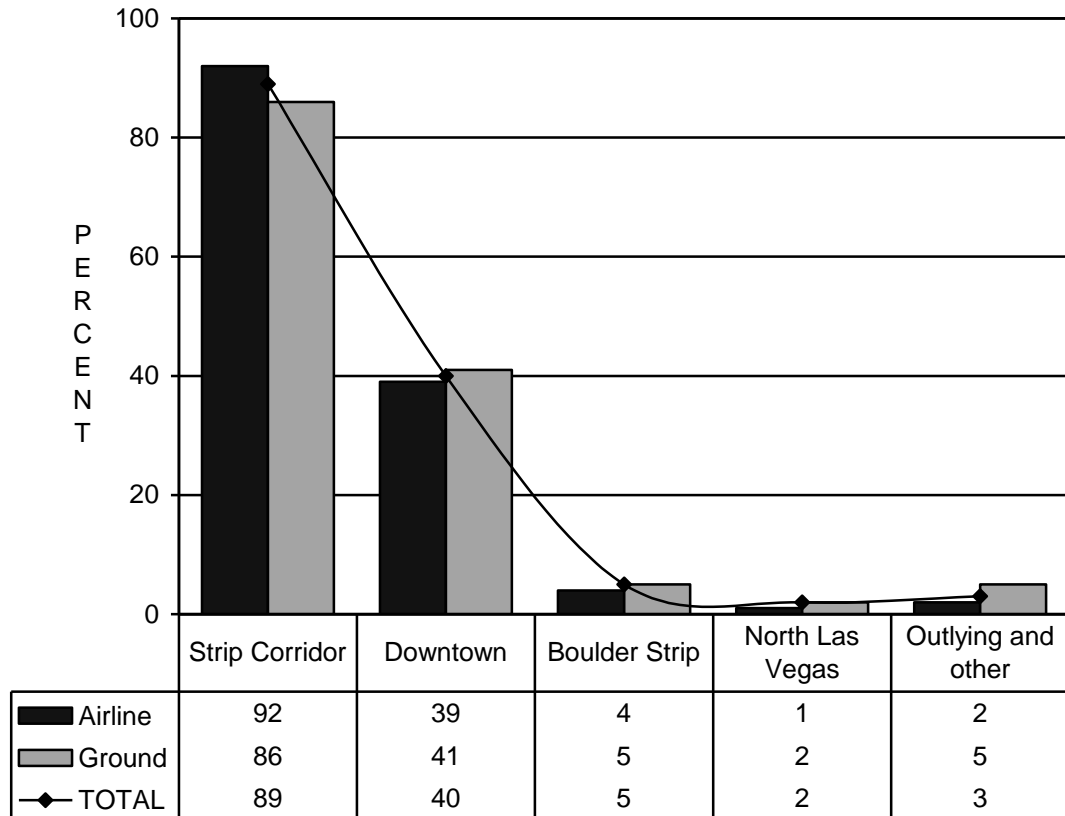
FIGURE 51
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes: Airline=1386, Ground=1294, TOTAL=2679)
(Means: Airline=\$634.21, Ground=\$412.31 TOTAL=\$527.05)

Among those visitors who gambled while in Las Vegas, the average trip gambling budget was \$527.05. Airline visitors budgeted on average more than those who arrived by ground transportation (\$634.21 vs. \$412.31).

FIGURE 52
Where Visitors Gambled*
(Among Those Who Gambled)



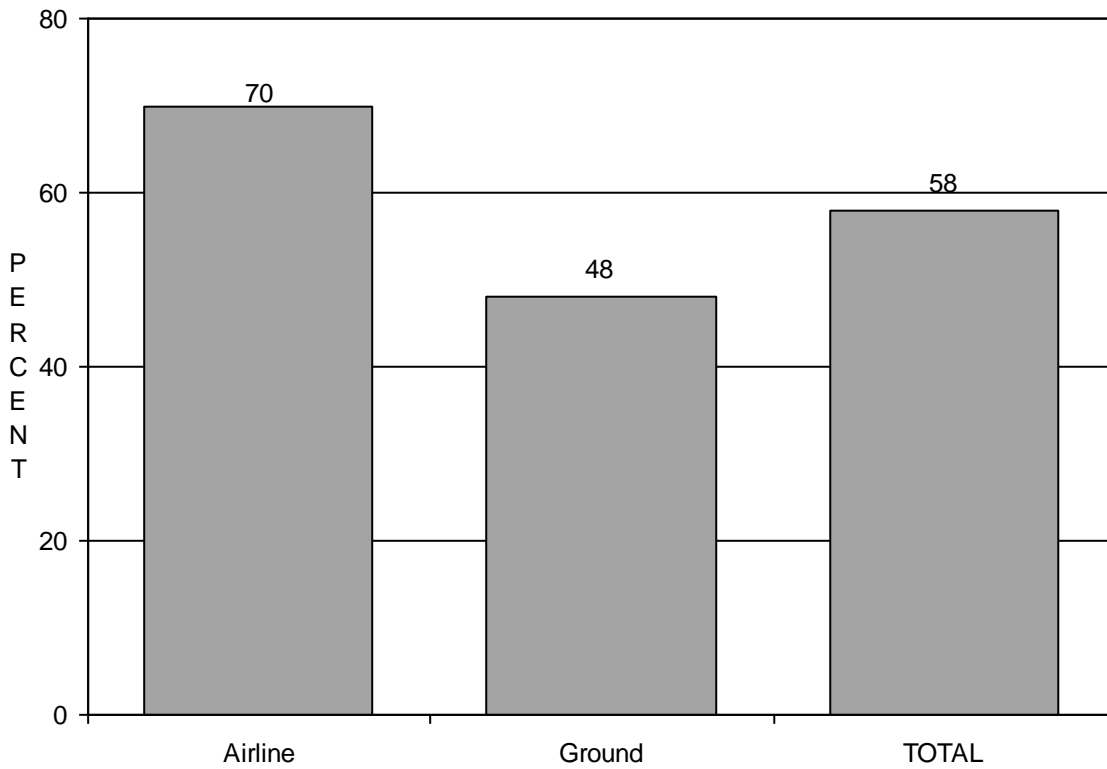
Multiple responses were permitted.
(Base Sizes: Airline=1301, Ground=1351, TOTAL=2652)

Airline visitors were more likely than those who arrived by ground transportation to have gambled on the Strip Corridor (92% vs. 86%). Those visitors who arrived by ground transportation were more likely than airline visitors to have gambled in outlying or other areas (5% vs. 2%).

* These results are from 2017. This question is asked every other year and was not asked in 2018.

ENTERTAINMENT

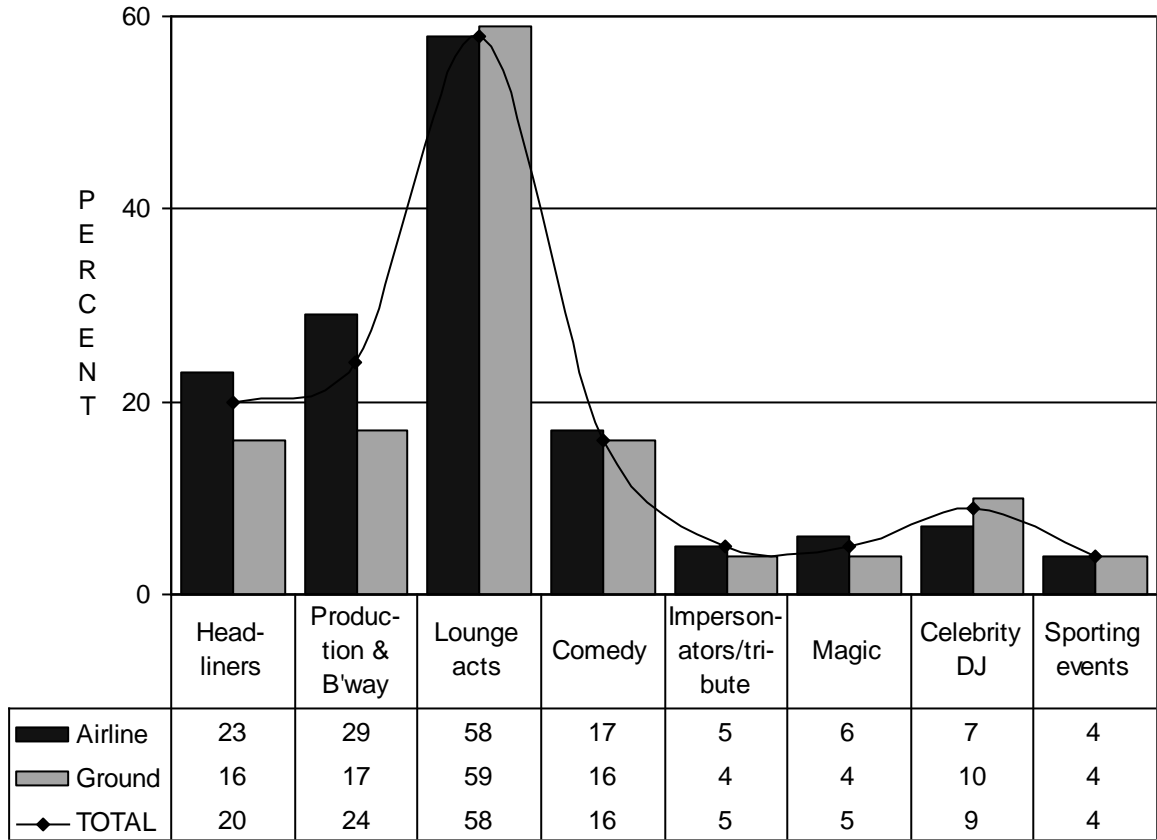
FIGURE 53
Attended A Show



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, 58% of visitors saw at least one show. Airline visitors (70%) were more likely than those who arrived by ground transportation (48%) to have gone to a show.

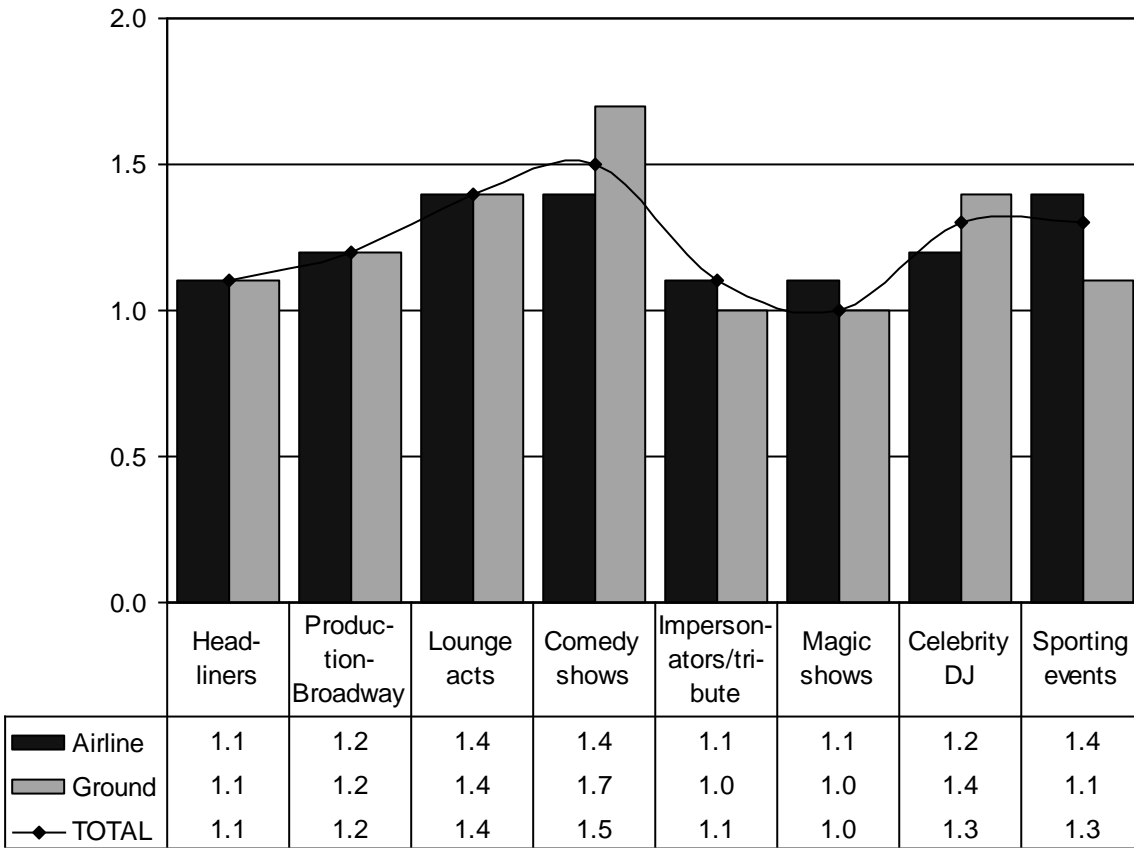
FIGURE 54
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Airline=1199, Ground=896, TOTAL=2096)

Among those visitors who attended shows, 58% attended a lounge act. Airline visitors were more likely than those who arrived by ground transportation to attend Las Vegas style production shows (29% vs. 17%), shows featuring big-name headliners (23% vs. 16%), and magic shows (6% vs. 4%).

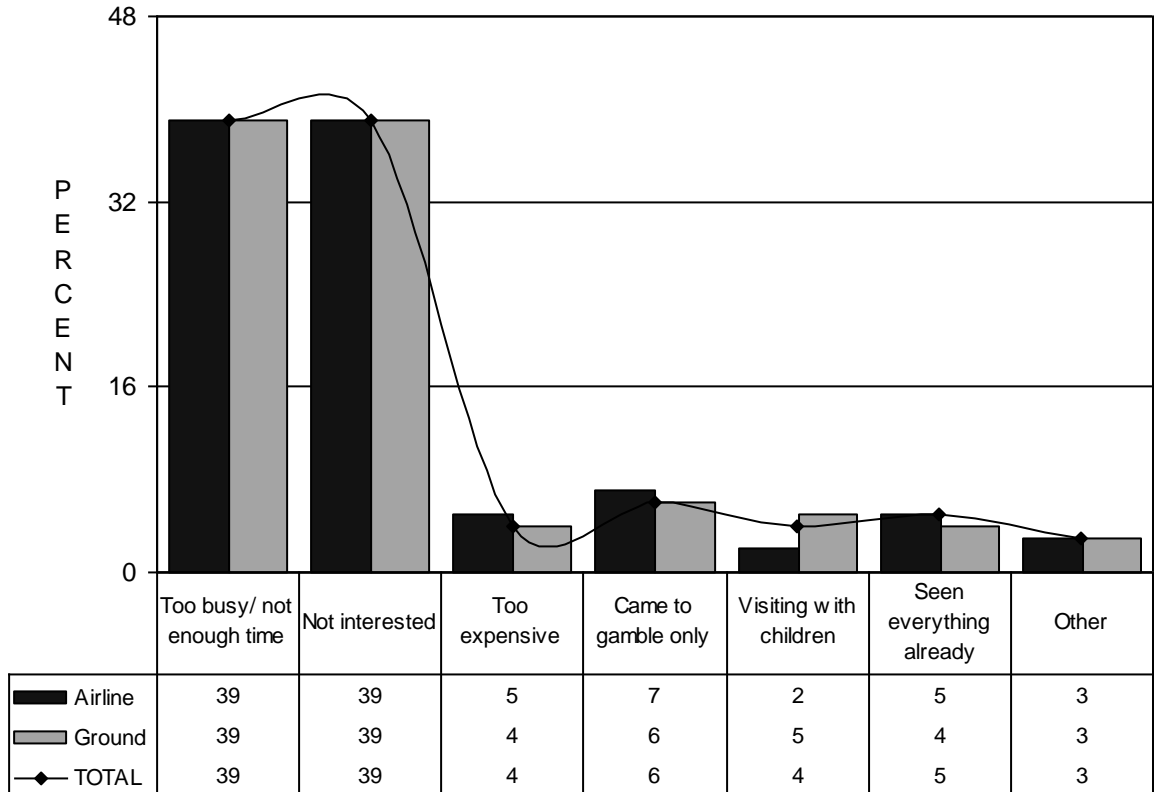
FIGURE 55
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Airline=1199, Ground=896, TOTAL=2096)

We looked at the average number of times visitors attended each type of show among those who attended shows. Overall, visitors saw an average of 1.4 lounge acts, 1.1 headliner shows, 1.2 Broadway/production shows, 1.5 comedy shows, 1.1 impersonator/tribute shows, 1.0 magic shows, 1.3 Celebrity DJ shows and 1.3 sporting events. There were no differences between airline visitors and those who arrived by ground transportation on these measures.

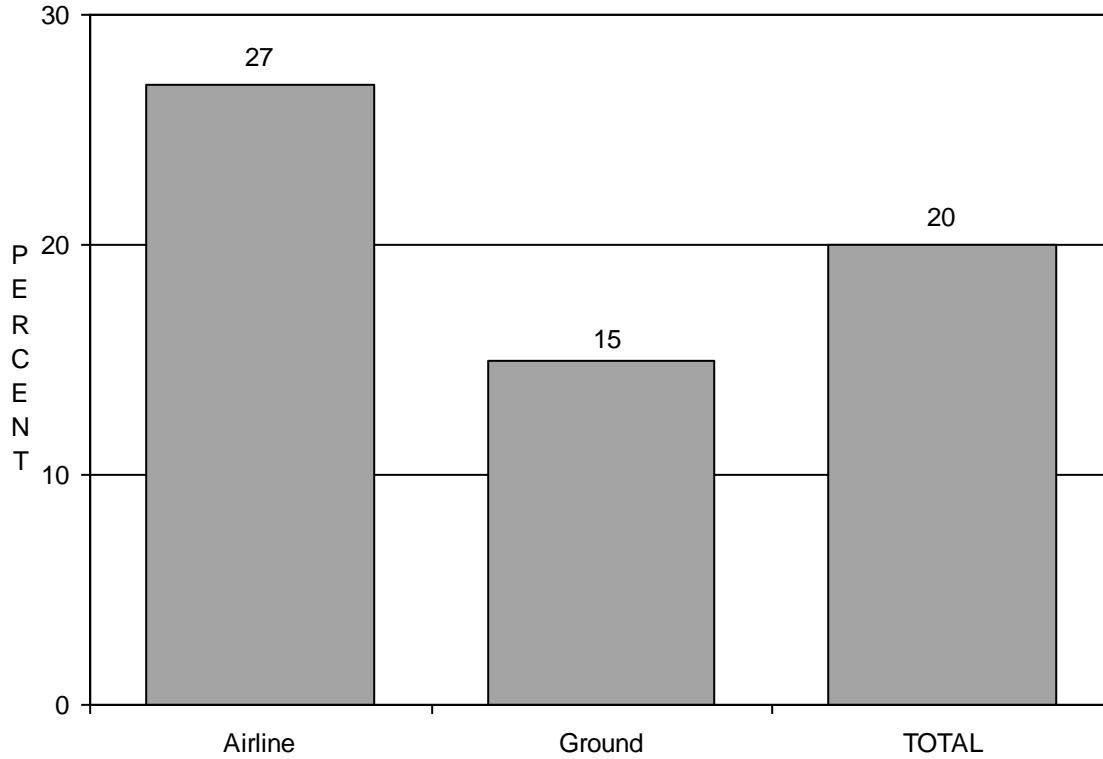
FIGURE 56
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)



(Base Sizes: Air=514, Ground=989, TOTAL=1503)

Visitors who did not attend any shows gave several reasons why they did not. The most common reasons given were a lack of time and a lack of interest in shows (39% each). There were no differences between airline visitors and those who arrived by ground transportation on this measure.

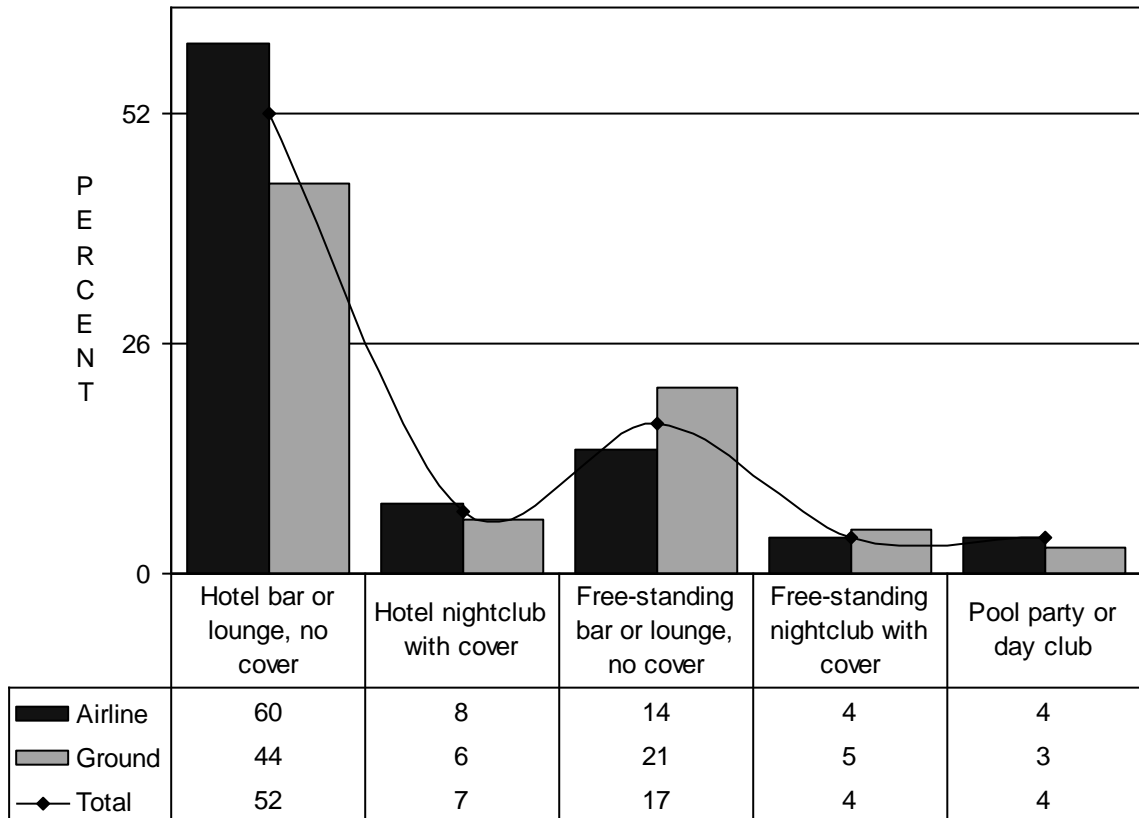
FIGURE 57
Whether Has Been To Other Paid Attractions



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. Twenty percent (20%) of all visitors said they had, with airline visitors (27%) more likely to have done so than those who arrived by ground transportation (15%).

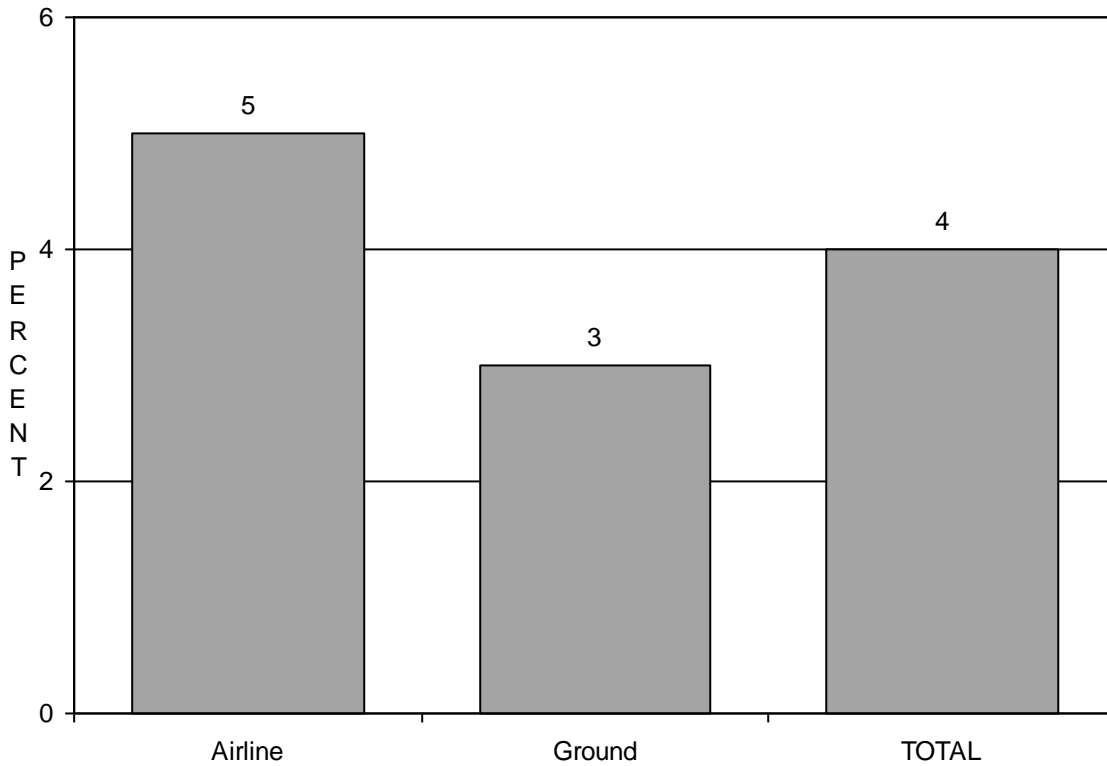
FIGURE 58
Whether Has Been To Nightclubs, Bars, And Lounges



Only "yes" responses are reported in this figure.

We asked visitors if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Airline visitors were more likely than those who arrived by ground transportation to say they had been to a hotel bar or lounge with no cover charge (60% vs. 44%). Those visitors who arrived by ground transportation were more likely than airline visitors to say they had been to a free-standing bar or lounge without a cover charge (21% vs. 14%).

FIGURE 59
Whether Visited A Spa

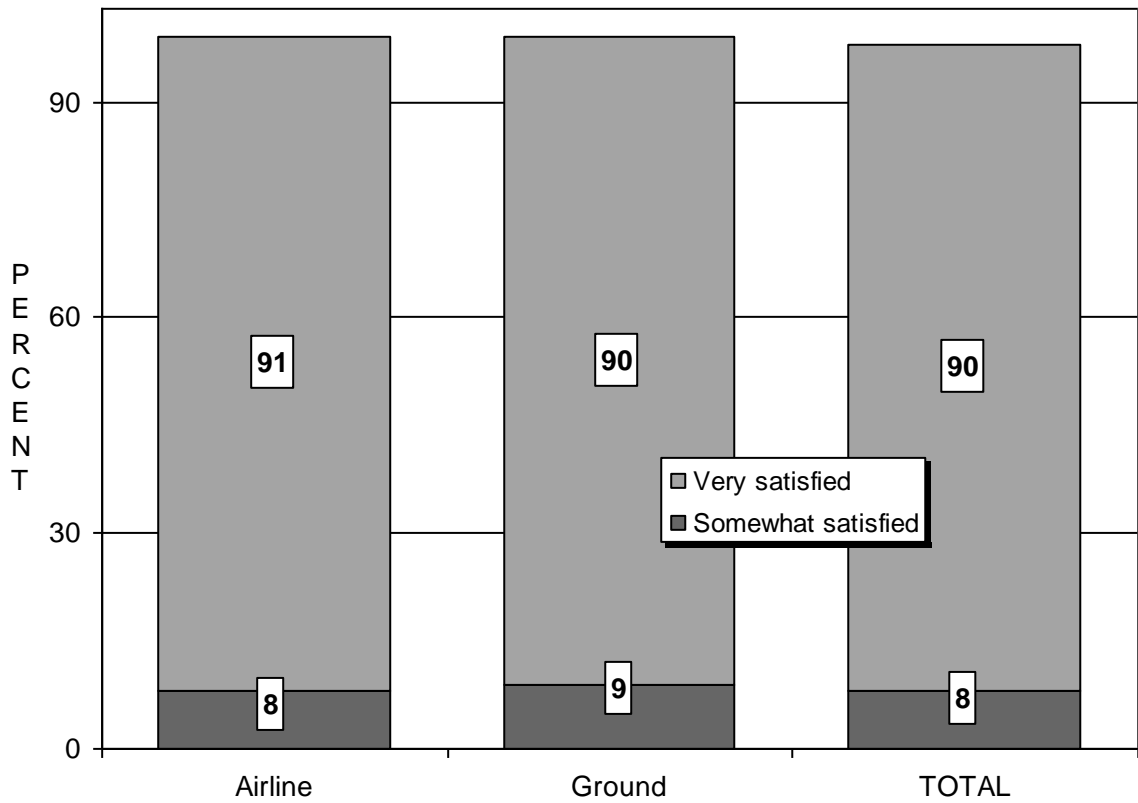


Only "yes" responses are reported in this figure.

Visitors were asked if they had visited a spa during this trip to Las Vegas. Four percent (4%) said they had. Airline visitors (5%) were more likely than those who arrived by ground transportation (3%) to have gone to a spa during their visit.

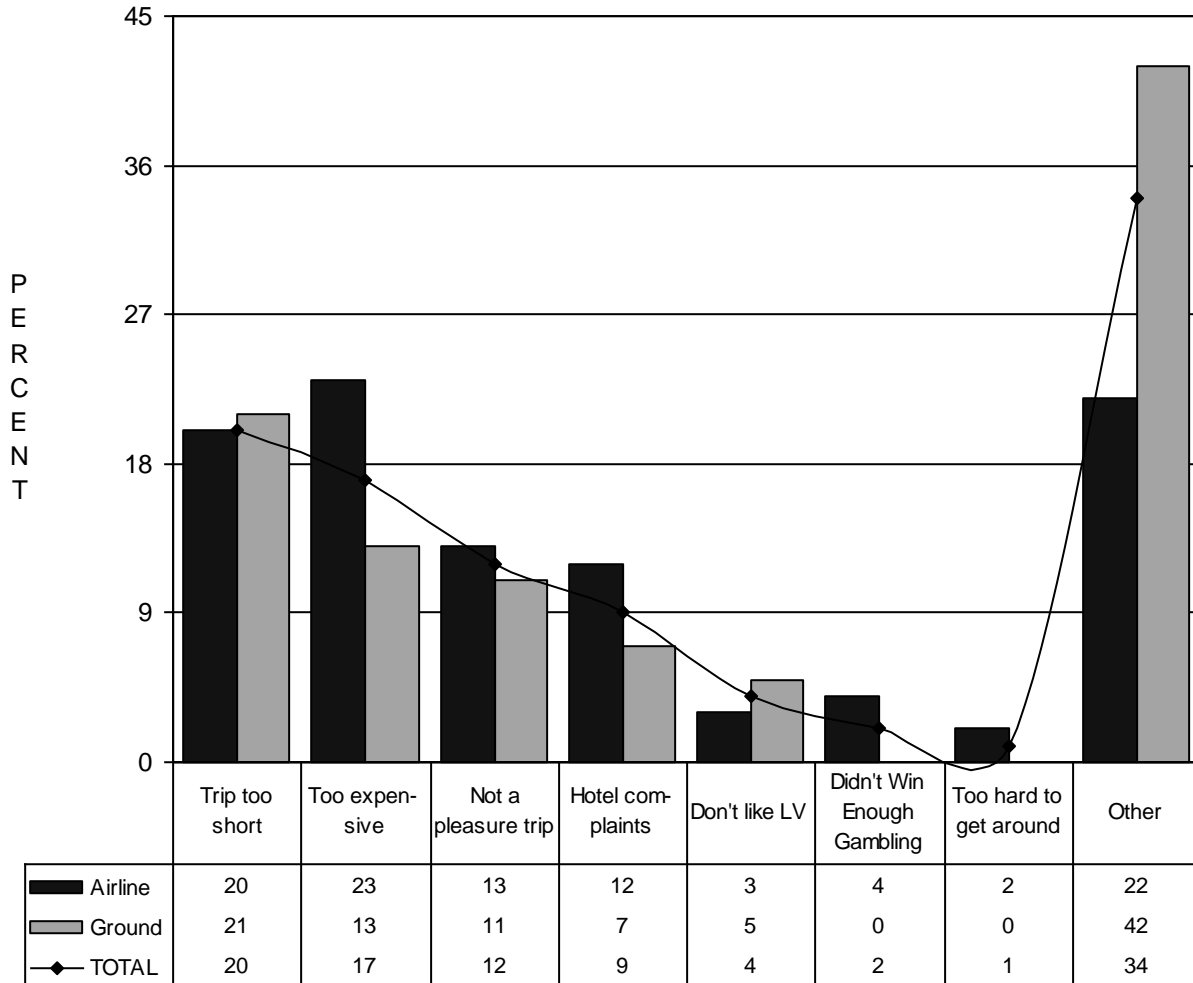
ATTITUDINAL INFORMATION

FIGURE 60
Satisfaction With Visit



The vast majority of visitors (90%) said that they were “very satisfied” with their visit to Las Vegas, while 8% indicated they were “somewhat satisfied”. There were no differences between airline visitors and those who arrived by ground transportation on this measure.

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



(Base Sizes: Air=141, Ground=162, TOTAL=304)

The figure above presents the key reasons why satisfaction levels were not higher among visitors who were only "somewhat satisfied" with their visit. Among the most common reasons given were the trip was too short (20%) and the trip was too expensive (17%). Airline visitors (23%) were more likely than visitors who arrived by ground transportation (13%) to say it was because Las Vegas is too expensive.

VISITOR DEMOGRAPHICS

Airline visitors were significantly more likely than those who arrived by ground transportation to be:

- College graduates (54% vs. 41%).
- Married (82% vs. 75%).
- 40 years old or older (63% vs. 52%).
- Having a household income of \$80,000 or more (56% vs. 47%).
- White (83% vs. 73%).
- From U.S. regions other than the West (55% vs. 13%).
- Foreign visitors (28% vs. 13%).

Those visitors who came to Las Vegas by ground transportation were more likely than airline visitors to be:

- With high school or less (21% vs. 16%) or some college or trade school education (39% vs. 30%).
- Single (19% vs. 13%).
- Less than 30 years old (24% vs. 15%).
- Having a household income of less than \$80,000 (46% vs. 34%).
- Hispanic/Latino (13% vs. 6%) or African American/Black (9% vs. 5%).
- From the Western region of the United States (74% vs. 18%), particularly California (39% vs. 5%) and Arizona (15% vs. 2%).

FIGURE 62
VISITOR DEMOGRAPHICS

	Airline	Ground	TOTAL
<u>GENDER</u>			
Male	50%	50%	50%
Female	50	50	50
<u>MARITAL STATUS</u>			
Married	82	75	79
Single	13	19	16
Separated/Divorced	3	6	5
Widowed	1	1	1
<u>EMPLOYMENT</u>			
Employed	69	67	68
Unemployed	1	2	2
Student	3	4	4
Retired	22	22	22
Homemaker	5	5	5
<u>EDUCATION</u>			
High school or less	16	21	18
Some college/trade school	30	39	35
College graduate	54	41	47
<u>AGE</u>			
21 to 29	15	24	20
30 to 39	22	24	23
40 to 49	21	17	19
50 to 59	17	12	14
60 to 64	5	5	5
65 or older	20	18	19
MEAN	46.5	43.8	45.1
BASE	(1714)	(1885)	(3599)

FIGURE 63
VISITOR DEMOGRAPHICS

	Airline	Ground	TOTAL
<u>ETHNICITY</u>			
White	83%	73%	77%
African American/Black	5	9	7
Asian/Asian American	2	3	2
Hispanic/Latino	6	13	10
Other	4	3	3
<u>HOUSEHOLD INCOME</u>			
Less than \$20,000	2	5	4
\$20,000 to \$39,999	4	8	6
\$40,000 to \$59,999	11	13	12
\$60,000 to \$79,999	17	20	19
\$80,000 or more	56	47	52
Not sure/no answer	11	7	9
<u>VISITOR ORIGIN</u>			
<u>U.S.A.</u>			
Eastern states ¹	<u>72</u>	<u>87</u>	<u>80</u>
Southern states ²	12	2	7
Midwestern states ³	26	7	16
Midwestern states ³	17	4	10
Western states ⁴	<u>18</u>	<u>74</u>	<u>47</u>
California	<u>5</u>	<u>39</u>	<u>23</u>
Southern California	2	34	19
Northern California	3	5	4
Arizona	2	15	10
Other West	12	19	16
<u>Foreign</u>	<u>28</u>	<u>13</u>	<u>20</u>
BASE	(1714)	(1885)	(3599)

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

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

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

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