

LAS VEGAS VISITOR PROFILE

Calendar Year 2018

Booking Method Version

Research that works.

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2018.

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

- **HOTEL CALLERS** — 16% of all visitors.
- **HOTEL WEBSITE BOOKERS** — 23% of all visitors.
- **TRAVEL AGENT BOOKERS** — 9% of all visitors.
- **THIRD-PARTY WEBSITE BOOKERS (SUCH AS EXPEDIA OR HOTELS.COM)** — 26% of all visitors.

The remaining 26% of visitors (those who booked in person, those who booked by calling through a third party, those who did not know how their room was booked and day trippers) are included in the totals for all visitors but not included in the visitor subgroups due to small sample sizes.

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

HOTEL CALLERS

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

- Visited Las Vegas before (96%).
- Made the most visits to Las Vegas in the past 12 months (mean of 2.1 visits).
- Been visiting Las Vegas primarily to gamble (28%).
- Traveled to Las Vegas by ground transportation (66%), and to have used their own vehicle while in Las Vegas (61%).
- Planned their trip to Las Vegas less than a month in advance (59%).
- Used casino or hotel hosts (51%) or email offers (27%) to help in planning their trip to Las Vegas.
- Lodged in outlying areas (18%).
- Booked their accommodations in Las Vegas less than one month in advance (66%).
- Received a casino complimentary rate (52%).
- Spent the most hours per day gambling (mean of 4.8 hours), and have the highest average gambling budget (mean of \$1,355.47).
- Visited a spa (7%) while in Las Vegas.

Hotel callers were also the most likely segment to:

- Be visiting from the U.S. (93%), particularly from Southern California (28%) and Arizona (18%).
- Be 40 or older (72%).

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

- \$311.46 on food and drink.
- \$158.24 on shopping.
- \$34.14 on shows and entertainment.

HOTEL WEBSITE BOOKERS

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

- Lodged at a motel (6%).
- Received a special room rate (41%).

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

- \$311.59 on food and drink.
- \$119.69 on shopping.
- \$42.68 on shows and entertainment.

TRAVEL AGENT BOOKERS

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

- Been making their first visit to Las Vegas (50%).
- Visited Las Vegas just once in the past 12 months (94%).
- Been visiting Las Vegas for a convention or corporate meeting (14%) or for vacation or pleasure (67%).
- Traveled to Las Vegas by air (72%).
- Used a variety of transportation methods during their visit including taxi (56%), bus (52%) and the monorail (30%).
- Planned their trip to Las Vegas more than 90 days in advance (71%).
- Used printed brochures or travel guides (34%) or magazines or newspapers (18%) to help in planning their trip to Las Vegas.
- Visited Downtown Las Vegas (64%).
- Booked their accommodations in Las Vegas more than 90 days in advance (70%).
- Received a package room rate (56%).
- Stayed the longest in Las Vegas (mean of 4.9 days and 3.9 nights).
- Visited the most casinos (mean of 8.3).
- Seen a lounge act (65% among those who saw shows during their visit), a production or Broadway show (41%), or have seen Las Vegas attractions for which they had to pay (37%) during their stay.
- Visited other nearby areas during their trip (43%).

Travel agent bookers were also the most likely segment to:

- Be visiting from a foreign country (73%).

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

- \$376.00 on food and drink.
- \$226.44 on shopping.
- \$70.80 on shows and entertainment.

THIRD-PARTY WEBSITE BOOKERS

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

- Been visiting Las Vegas for a special event (7%).
- Used a rental car (20%) or a ride-sharing service (35%) during their visit.
- Used web sites (90%), social media (62%), or apps (22%), or relied on word of mouth (45%) to help in planning their trip to Las Vegas.
- Received a regular room rate (60%).
- Arrived in Las Vegas on a Friday (25%).
- Used Google (64%), Vegas.com (29%), and/or Facebook (22%) in planning activities while in Las Vegas.
- Seen a celebrity DJ during their stay (13% among those who saw shows during their visit).
- Gone to a hotel bar or lounge with no cover charge (72%), a free-standing bar or lounge with no cover charge (31%) a hotel nightclub with a cover charge (12%), or a free-standing nightclub with a cover charge (7%).

Third-party website bookers were also the most likely segment to:

- Be employed (78%).
- Be single (19%).

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

- \$351.99 on food and drink.
- \$171.38 on shopping.
- \$73.99 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 2018. 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 at McCarran International Airport. 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 2018. 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 for a particular measure is larger (or smaller) we mean that there is a 95% or better chance that the difference is the result of a true difference between the subgroups and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any subgroup differences that do not meet this standard for statistical significance.

This report presents the results of the 2018 study. Statistically significant differences in the behavior, attitudes, and opinions of Hotel Callers (those who called a property directly to book their room), Hotel Website Bookers (those who

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

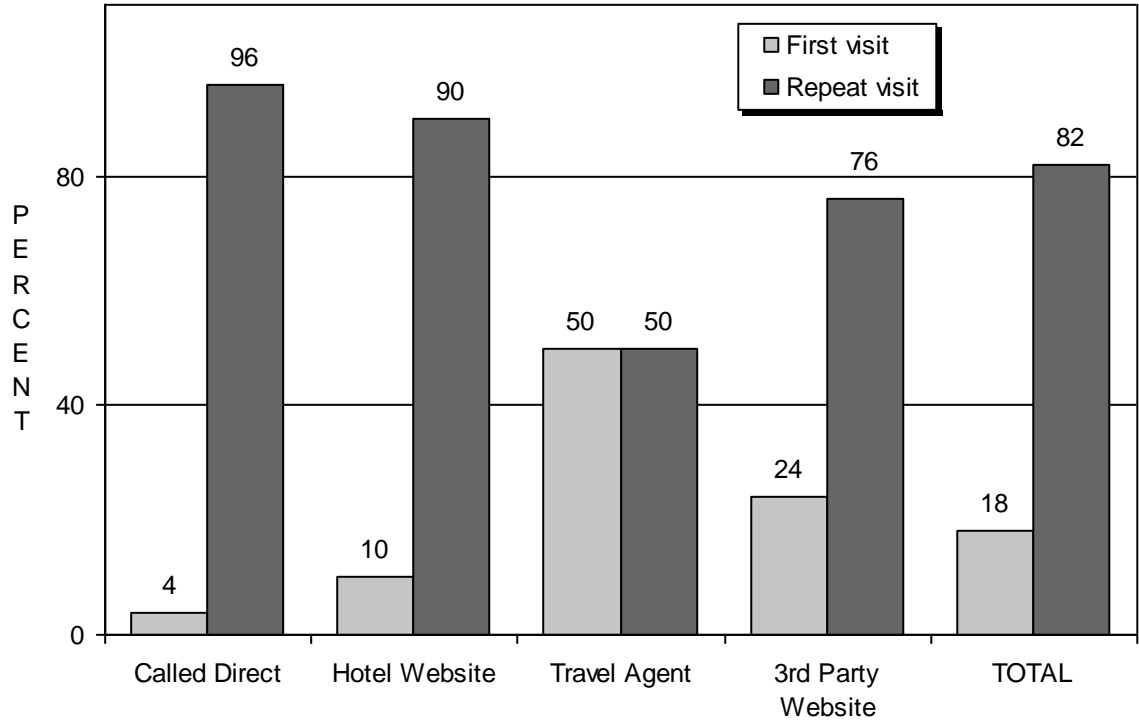
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2018. These questions will be rotated back into the questionnaire in Calendar Year 2019 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

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

SUMMARY OF FINDINGS

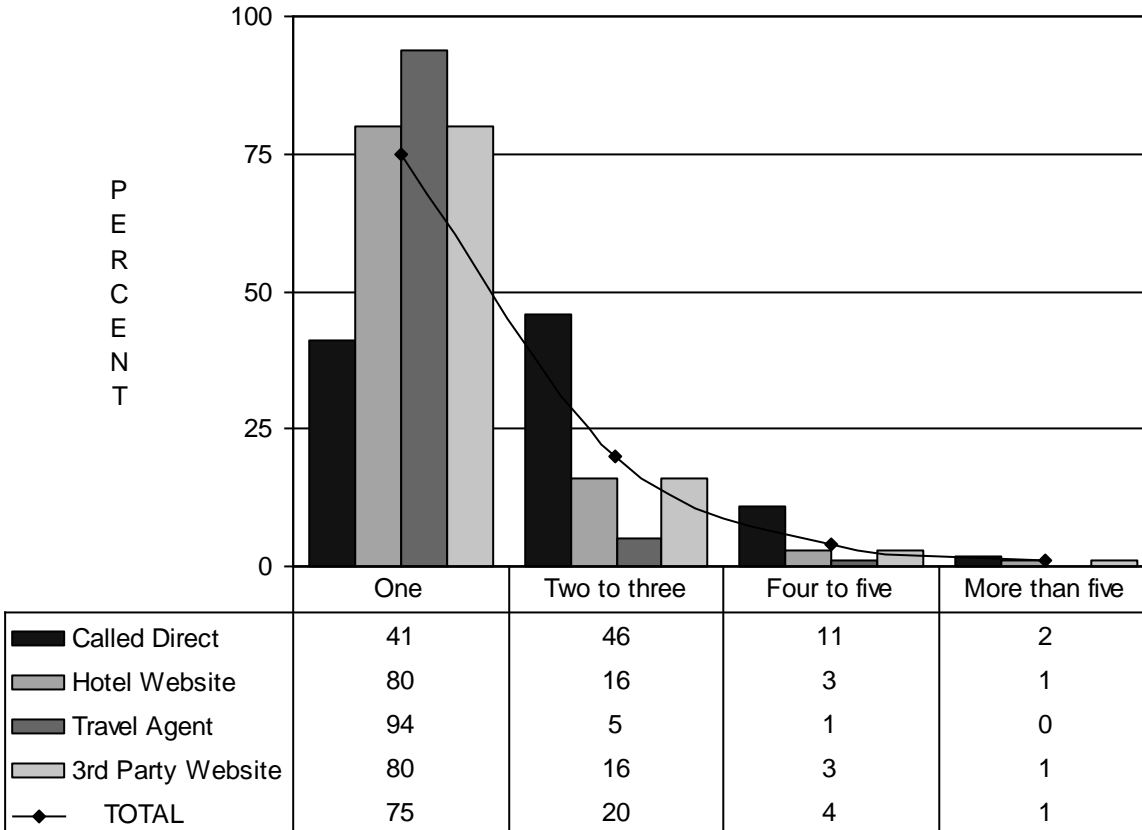
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



Hotel Callers (96%) were the most likely segment to say they had visited Las Vegas before, followed by Hotel Website Bookers (90%), who in turn were more likely than Third-Party Website Bookers (76%) to be repeat visitors, while Travel Agent Bookers (50%) were the least likely segment to be repeat visitors to Las Vegas.

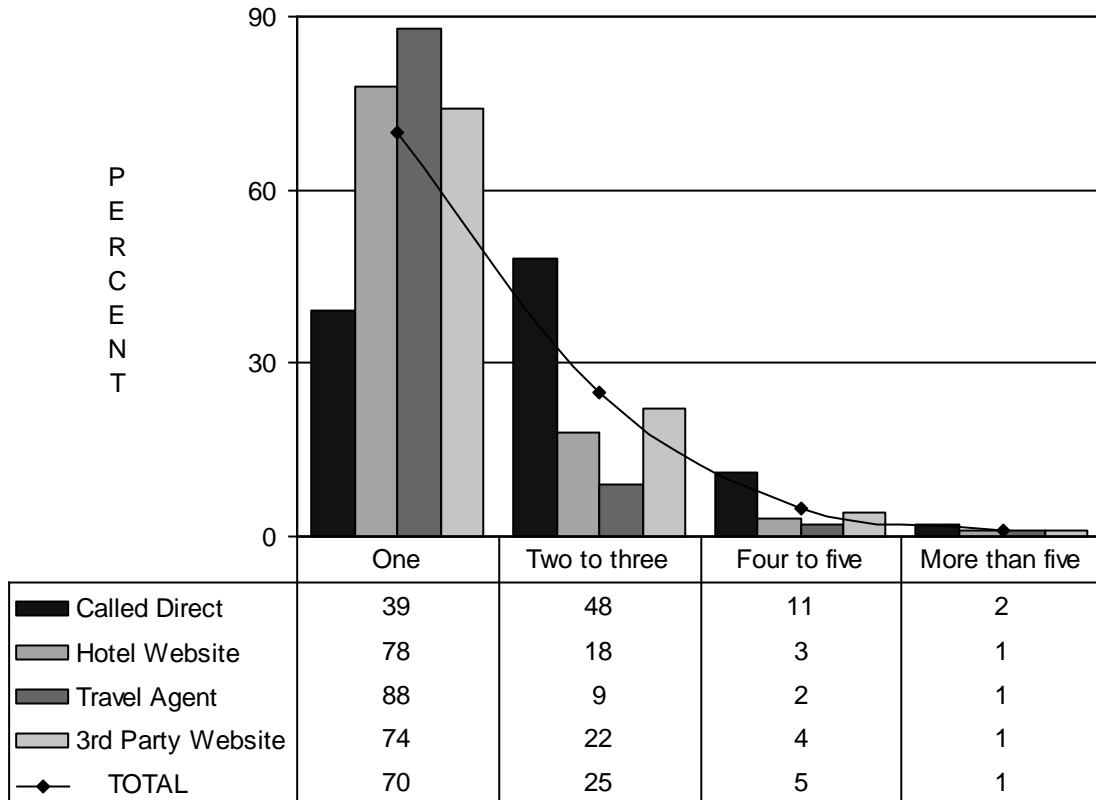
FIGURE 2
Frequency Of Visits In Past Year
(Among All Visitors)



(Means: Called Direct=2.1, Hotel Website=1.4, Travel Agent=1.1, 3rd Party Website=1.3, TOTAL=1.5)

Hotel Callers (59%) were the most likely segment to have visited Las Vegas more than once during the past year, followed by Hotel Website Bookers and Third-Party Website Bookers (each at 20%), while Travel Agent Bookers (6%) were the least likely segment to have visited more than once in the past 12 months. The average number of visits during the past year was highest for Hotel Callers (mean of 2.1 visits) while Travel Agent Bookers (1.1 visits) made the fewest visits.

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

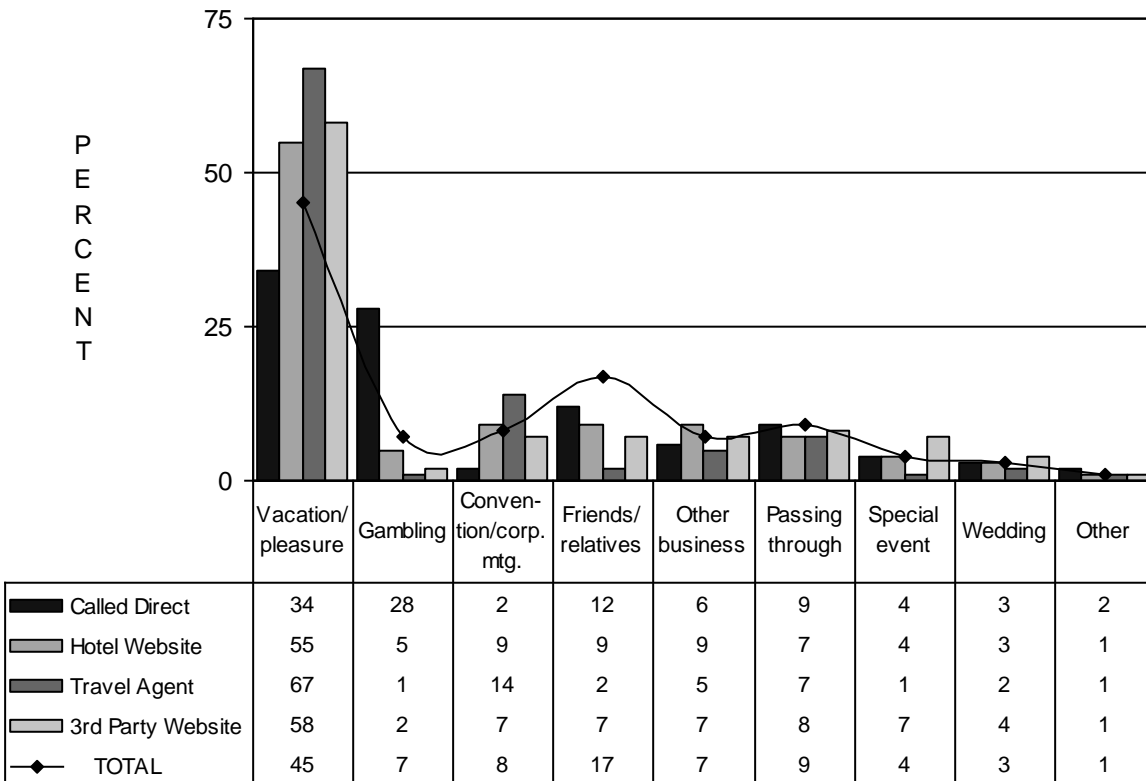


(Base Sizes: Called Direct=563, Hotel Website=733, Travel Agent=169,
3rd Party Website=698, TOTAL=2963)

(Means: Called Direct=2.2, Hotel Website=1.4, Travel Agent=1.2,
3rd Party Website=1.5, TOTAL=1.6)

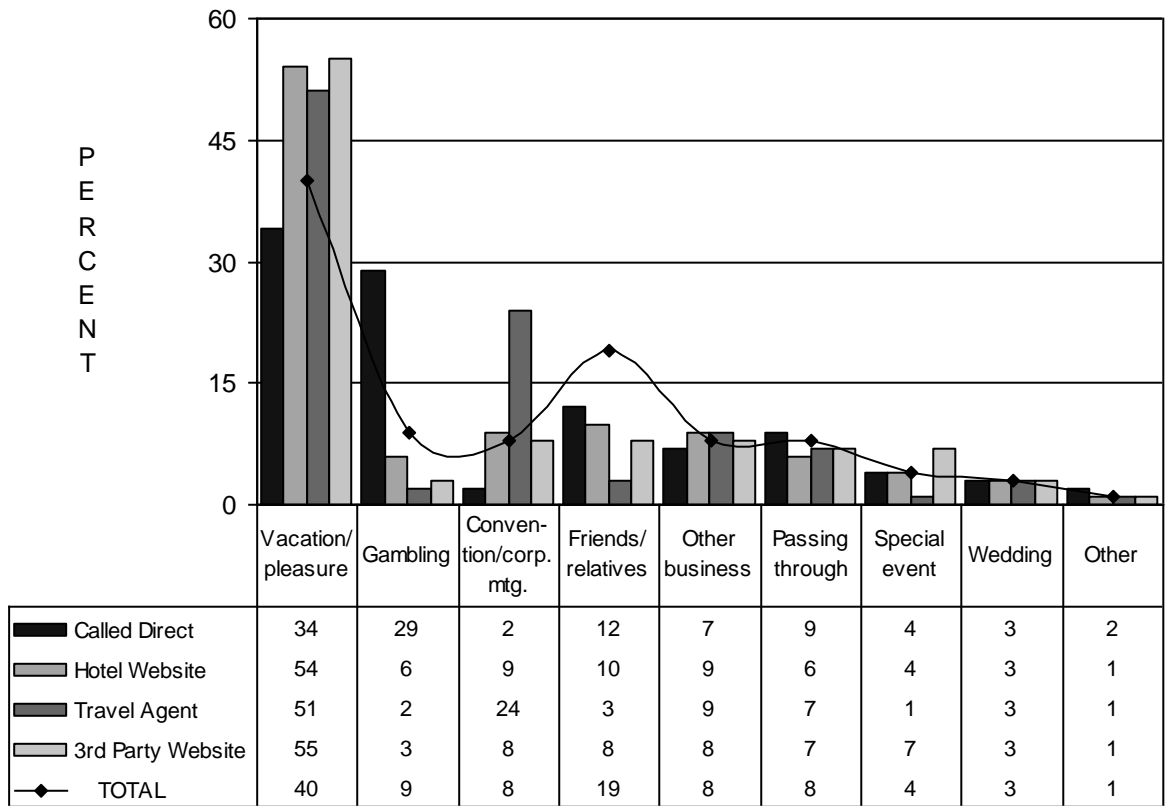
Looking at the frequency of visits in the past year among repeat visitors, the average number of visits during the past year was highest for Hotel Callers (2.2), followed by Third-Party Website Bookers (1.5) and Hotel Website Bookers (1.4), while Travel Agent Bookers (1.2) made the fewest visits.

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



Looking at the primary purpose of the current visit among all visitors, Travel Agent Bookers (67%) were the most likely segment and Hotel Callers (34%) were the least likely segment to say they had traveled to Las Vegas for vacation or pleasure. Similarly, Travel Agent Bookers (14%) were the most likely segment and Hotel Callers (2%) were the least likely segment to say they had traveled to Las Vegas to attend a convention or corporate meeting. Hotel Callers (28%) were the most likely segment to say they came to Las Vegas primarily to gamble, while Hotel Website Bookers (5%) were also more likely than Third-Party Website Bookers (2%) and Travel Agent Bookers (1%) to give this response. Third-Party Website Bookers (7%) were the most likely segment and Travel Agent Bookers (1%) the least likely segment to say they were visiting Las Vegas for a special event.

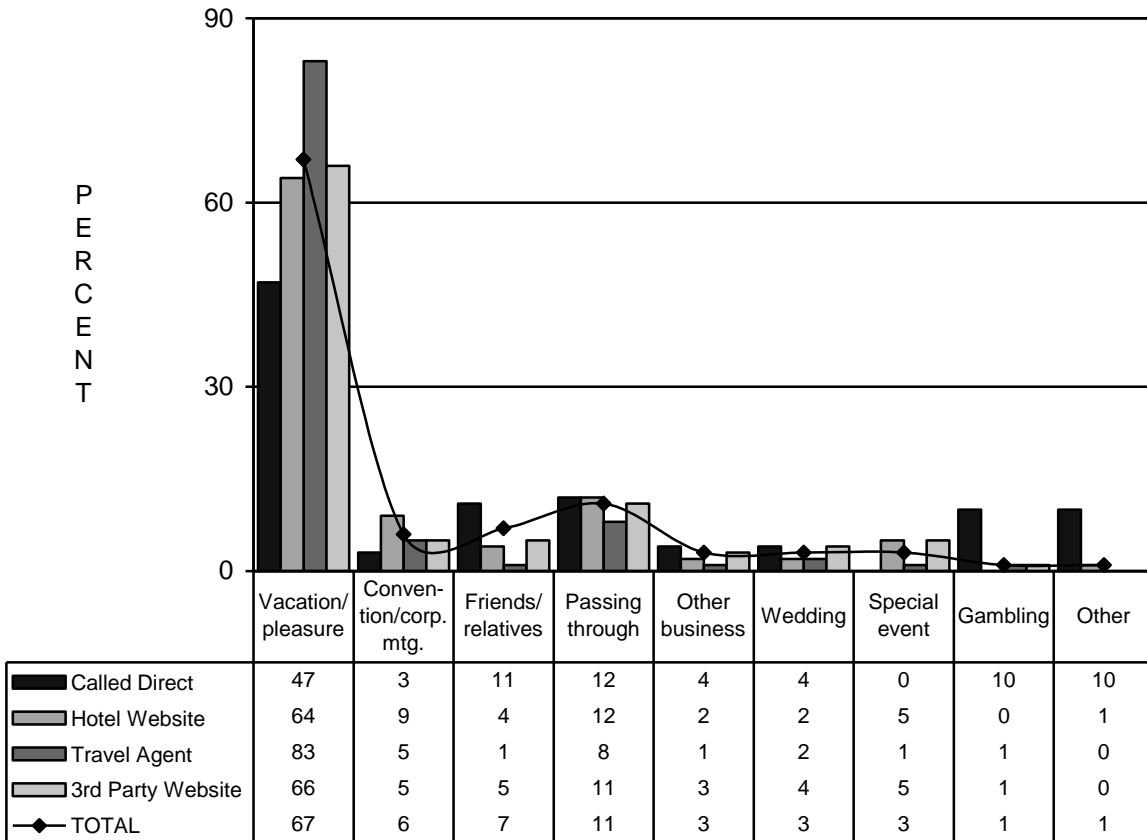
FIGURE 5
Primary Purpose Of Current Visit
(Among Repeat Visitors)



(Base Sizes: Called Direct=563, Hotel Website=733, Travel Agent=169, 3rd Party Website=698, TOTAL=2963)

Looking at repeat visitors' primary purpose for their current visit, Hotel Callers (34%) were the least likely segment to say they had traveled to Las Vegas for vacation or pleasure. However, Hotel Callers (29%) were the most likely segment to say they were visiting Las Vegas to gamble. Travel Agent Bookers (24%) were the most likely segment to say they were attending a convention or corporate meeting, while Hotel Callers (2%) were the least likely segment to give this response. Travel Agent Bookers (3%) were the least likely segment to say they were visiting friends or relatives. Third-Party Website Bookers (7%) were the most likely segment, and Travel Agent Bookers (1%) were the least likely segment to say they were attending a special event.

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

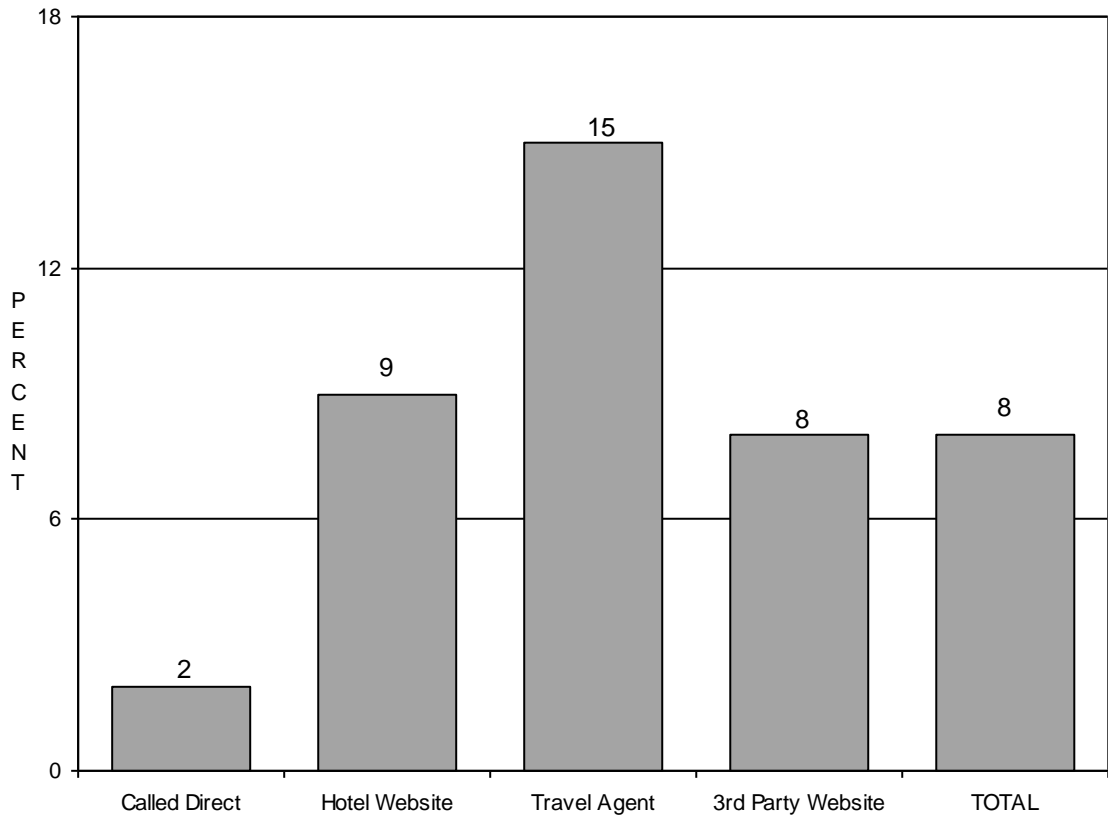


(Base Sizes: Called Direct*=21, Hotel Website=79, Travel Agent=171, 3rd Party Website=221, TOTAL=636)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit. Travel Agent Bookers (83%) were the most likely segment to say they were visiting Las Vegas for vacation or pleasure.

* Note small base size for Hotel Callers.

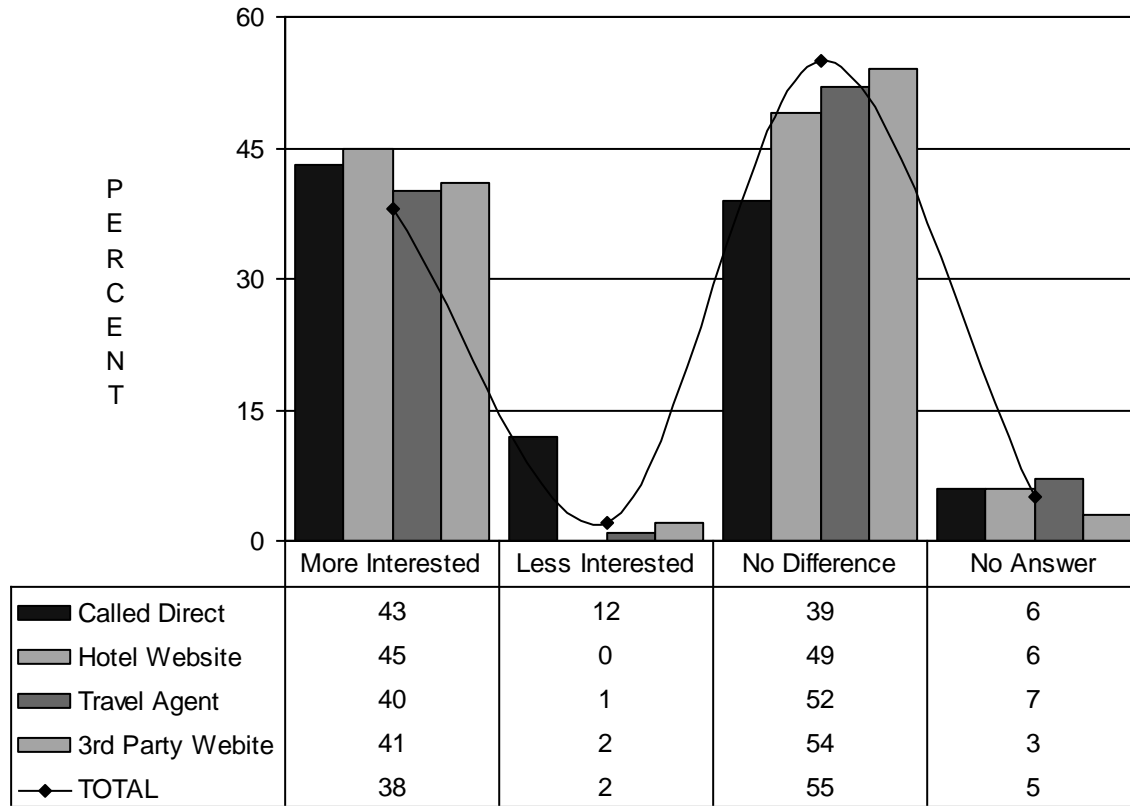
FIGURE 7
Conventions/Trade Shows/Associations/Corporate Meetings



Only "yes" responses are reported in this figure.

Visitors were asked if they had participated in or attended a convention, trade show, association, or corporate meeting while in Las Vegas. Eight percent (8%) said they had. Travel Agent Bookers (15%) were the most likely segment and Hotel Callers (2%) the least likely segment to have done so.

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

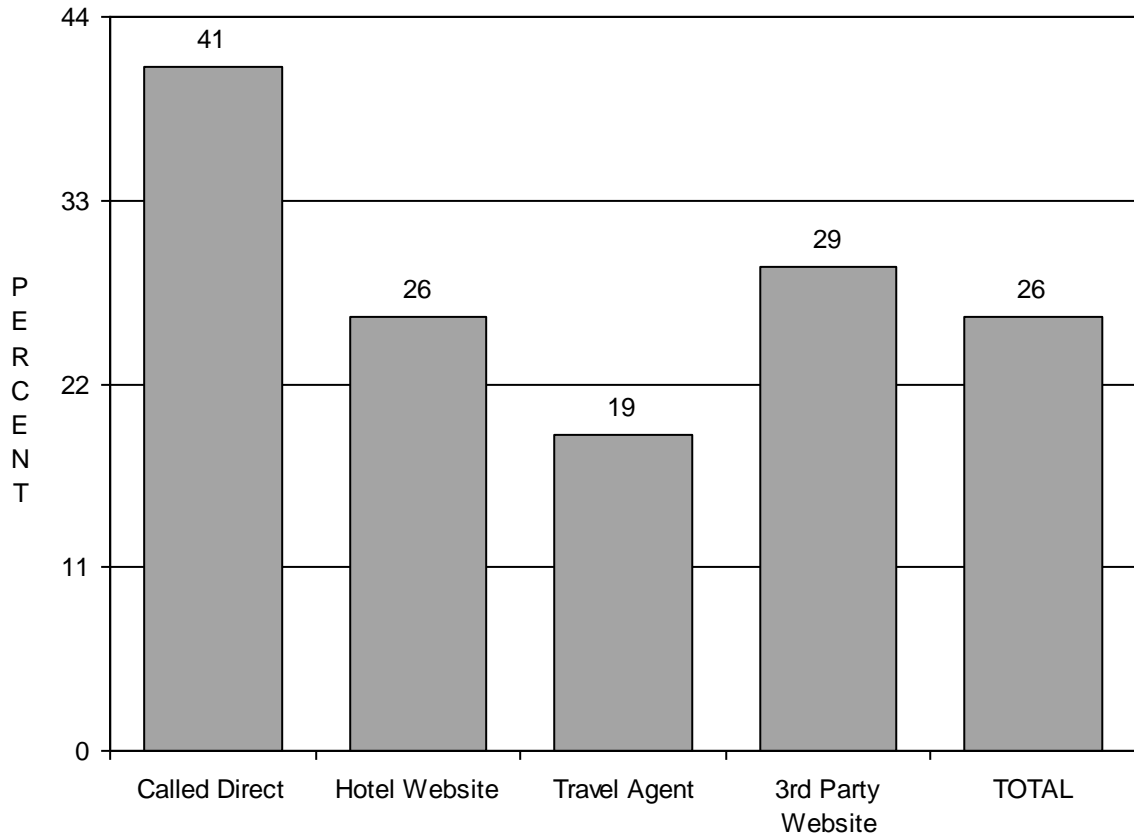


(Base Sizes: Called Direct=13*, Hotel Website=72, Travel Agent=49, 3rd Party Website=70, TOTAL=295)

Convention visitors were asked if holding a convention, trade show, association or corporate meeting in Las Vegas made them more or less interested in attending — or if it made no difference. Overall, 38% said it made them more interested in attending, while 55% said it made no difference. There were no differences among the four segments on this measure.

* Note small base size for Hotel Callers.

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



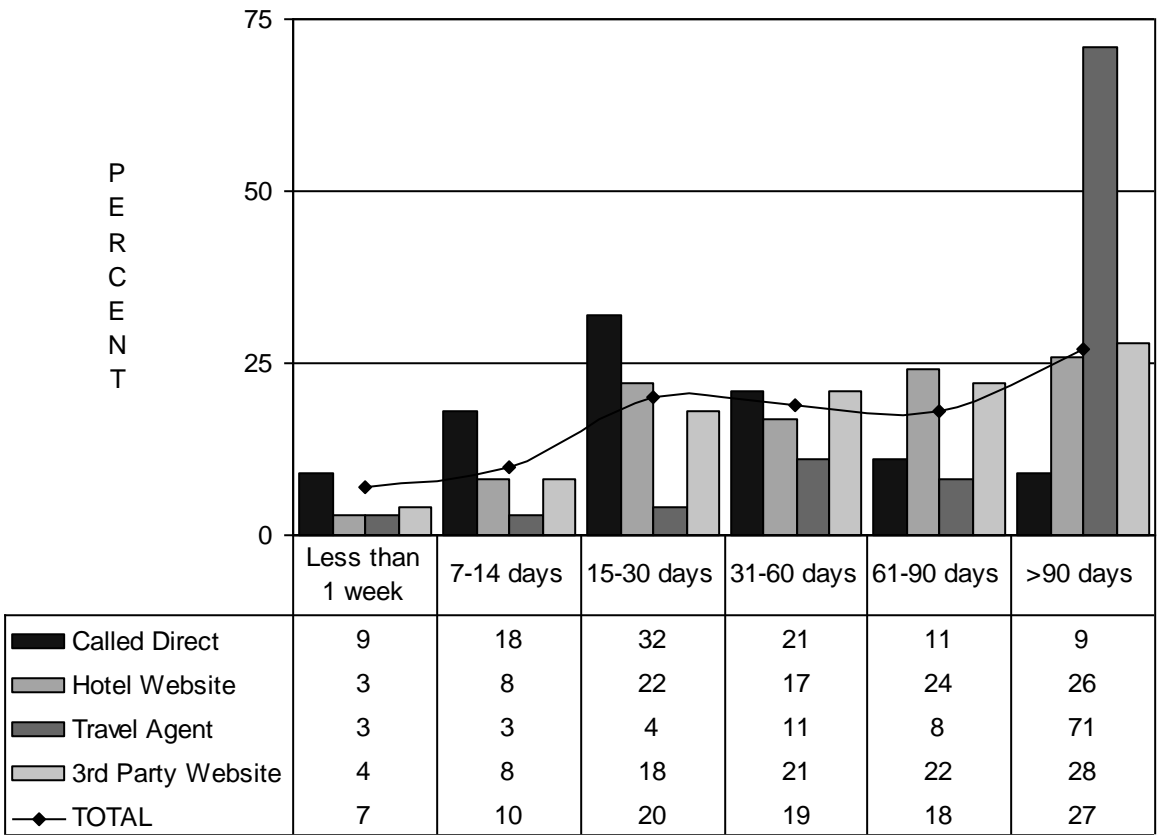
(Base Sizes: Called Direct=13*, Hotel Website=72, Travel Agent=49, 3rd Party Website=70, TOTAL=295)
Only "yes" responses are reported in this figure.

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, association, or corporate meeting with them. Twenty-six percent (26%) said they had. There were no differences between the four segments on this measure.

* Note small base size for Hotel Callers.

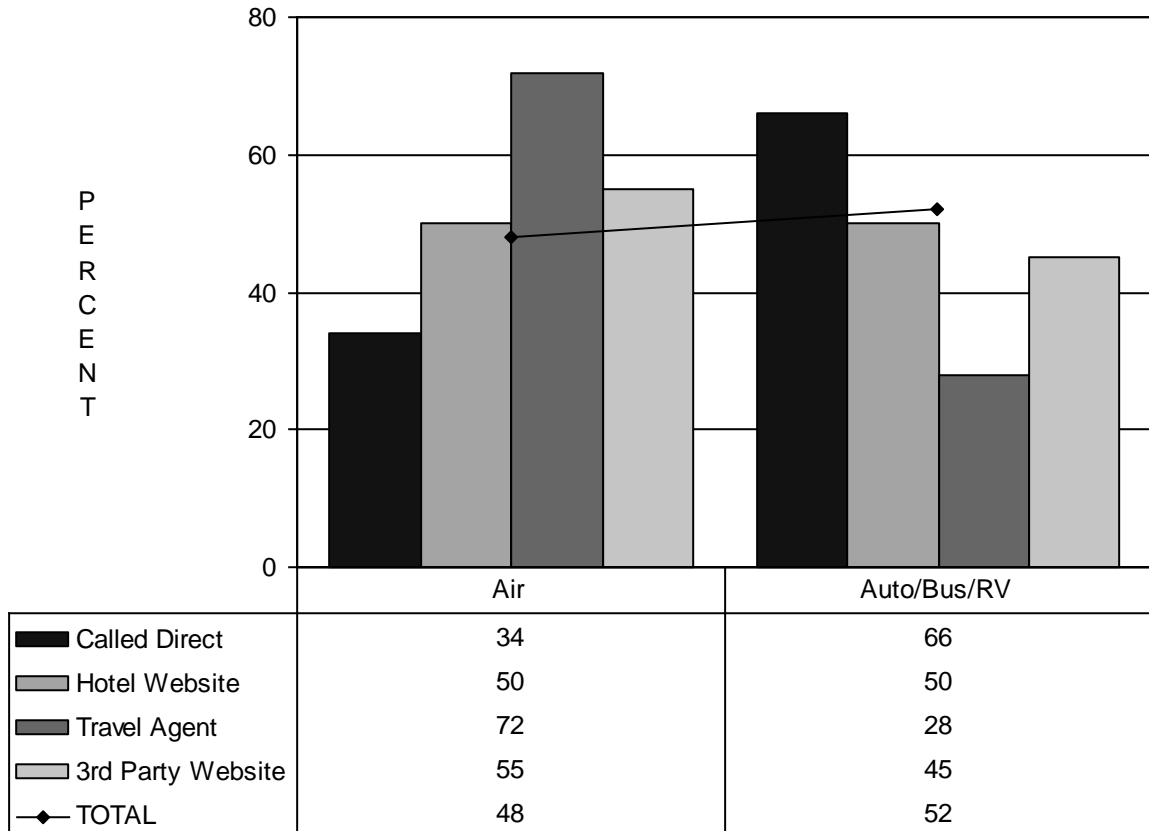
TRAVEL PLANNING

FIGURE 10
Advance Travel Planning



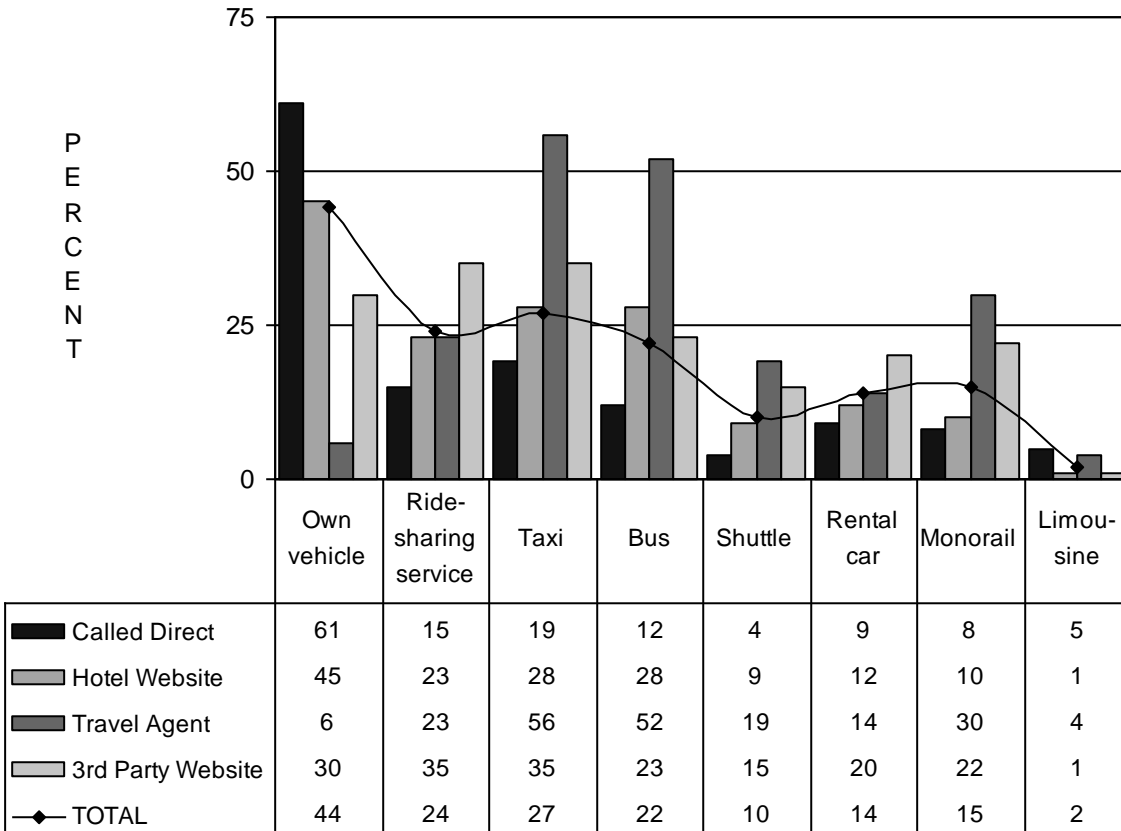
Travel Agent Bookers (71%) were the most likely segment to have planned their trip to Las Vegas more than 90 days in advance and Hotel Callers (9%) were the least likely to plan their trip that far in advance. Hotel Callers (50%) were the most likely segment to plan their trip one week to one month in advance and Travel Agent Bookers (7%) were the least likely segment too have done so. Hotel Callers (9%) were also the most likely segment to plan their trip less than one week in advance.

FIGURE 11
Transportation To Las Vegas



Travel Agent Bookers (72%) were the most likely segment to have traveled to Las Vegas by air, while Hotel Callers (34%) were the least likely segment to have done so.

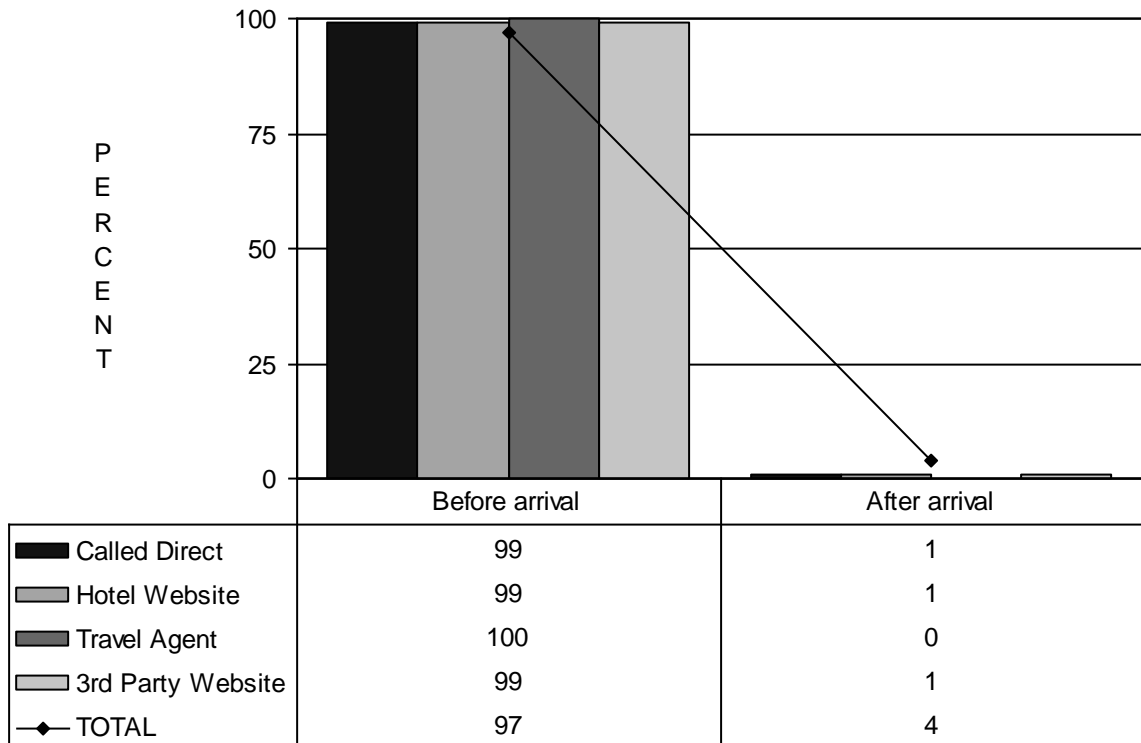
FIGURE 12
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Hotel Callers (61%) were the most likely segment and Travel Agent Bookers (6%) the least likely segment to have used their own vehicle. Travel Agent Bookers were the most likely segment to have used several of these transportation options including a taxi (56%), a bus (52%), and the Monorail (30%). Travel Agent Bookers (19%) were more likely than Hotel Callers (4%) and Hotel Website Bookers (9%) to have used a hotel shuttle. Third-Party Website Bookers (35%) were the most likely segment and Hotel Callers (15%) were the least likely segment to have used a ride sharing service.

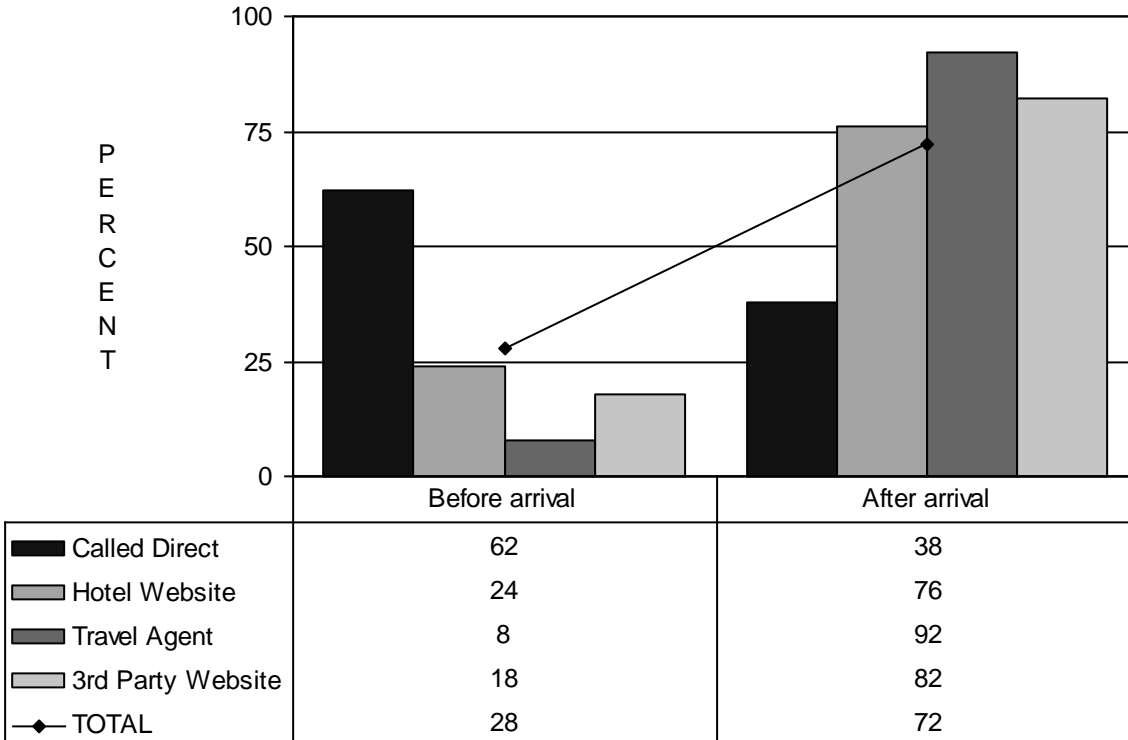
FIGURE 13
When Decided Where To Stay
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3584)

The vast majority (97%) of visitors who stayed overnight in Las Vegas decided where to stay before they arrived. There were no differences between these four segments with respect to when they decided where they would stay.

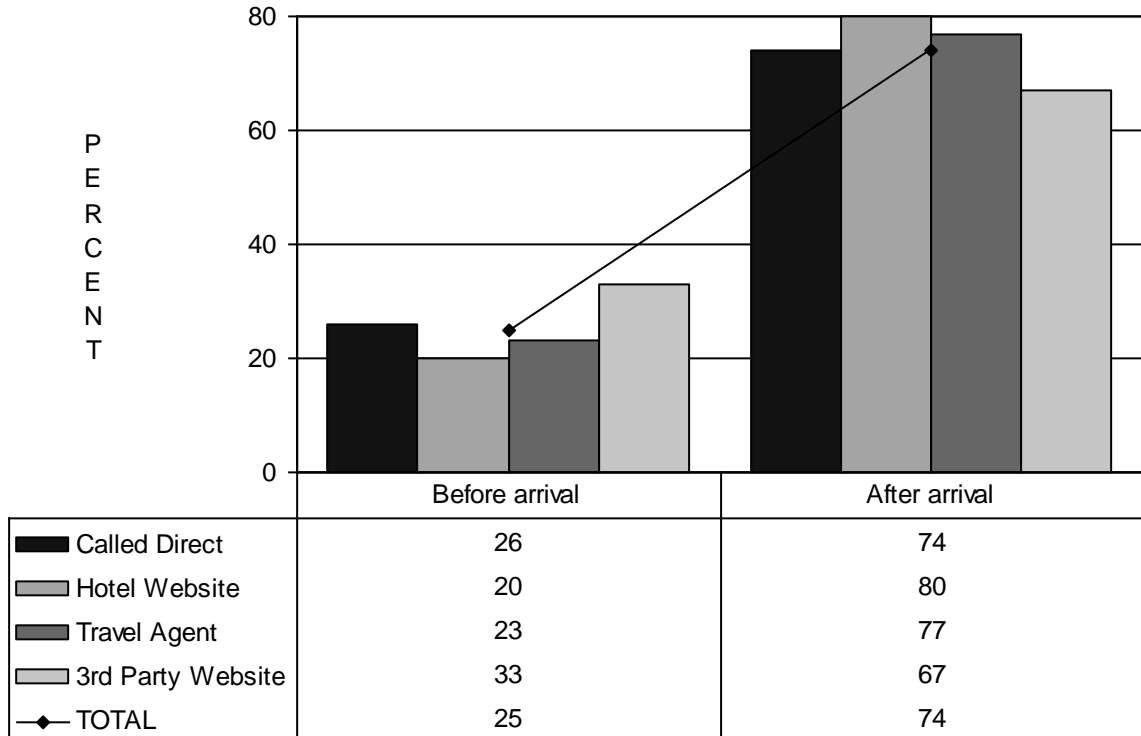
FIGURE 14
When Decided Where To Gamble
(Among Those Who Gambled)



(Base Sizes: Called Direct=482, Hotel Website=671, Travel Agent=263, 3rd Party Website=672, TOTAL=2679)

Twenty-eight percent (28%) of visitors who gambled while in Las Vegas said they decided where to gamble before arriving in Las Vegas. Hotel Callers (62%) were the most likely segment and Travel Agent Bookers (8%) the least likely segment to say they decided where to gamble before their arrival.

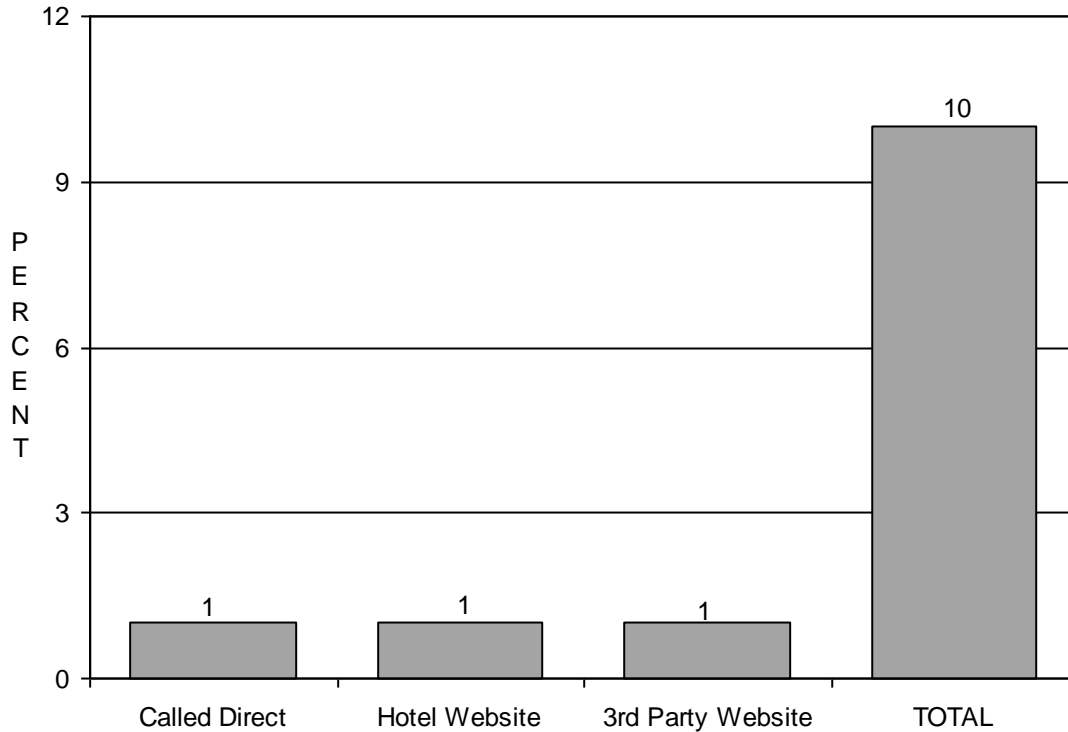
FIGURE 15
When Decided Which Shows To See
(Among Those Who Saw Shows)



(Base Sizes: Called Direct=246, Hotel Website=474, Travel Agent=248, 3rd Party Website=632, TOTAL=2096)

Three-fourths (74%) of visitors who saw shows while in Las Vegas said they decided which shows to see after their arrival. Third-Party Website Bookers (33%) were more likely than Travel Agent Bookers (23%) and Hotel Website Bookers (20%) to say they decided on which shows they would see before arrival.

FIGURE 16
Travel Agent Assistance

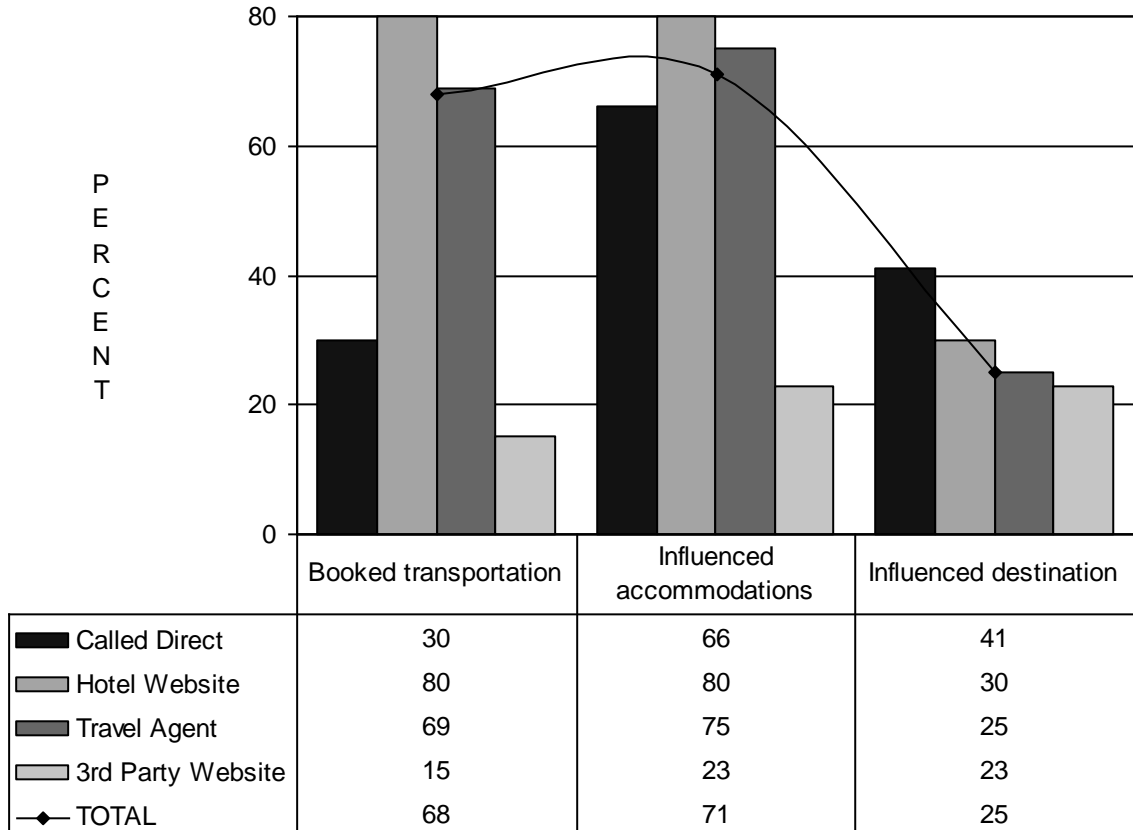


Only "yes" responses are reported in this figure.

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

* Nearly all respondents (97%) who said they booked their room through a travel agent used a travel agent to plan their current trip.

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



*Multiple responses permitted

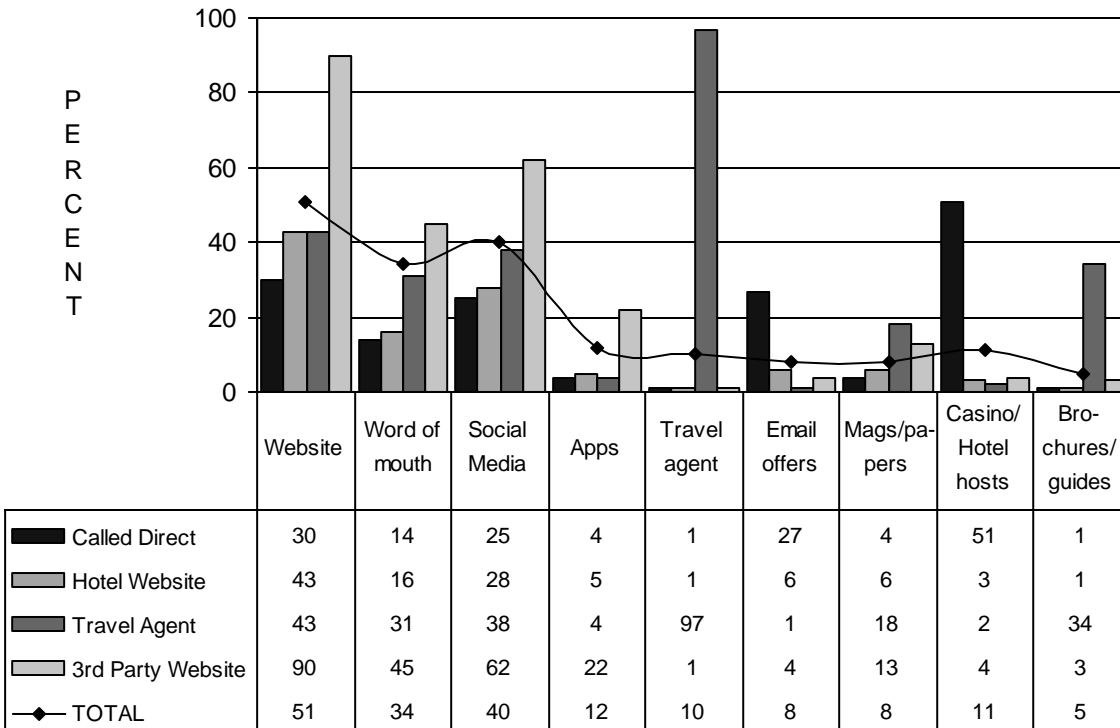
(Base Sizes: Called Direct=7*, Hotel Website=4*, Travel Agent=329, 3rd Party Website=8*, TOTAL=364)

All travel agent bookers (100%) who used a travel agent to plan their trip to Las Vegas said the travel agent booked their accommodations*. Seven in ten (69%) Travel Agent Bookers said the travel agent booked their transportation and three-fourths (75%) said the travel agent influenced their choice of accommodations.

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

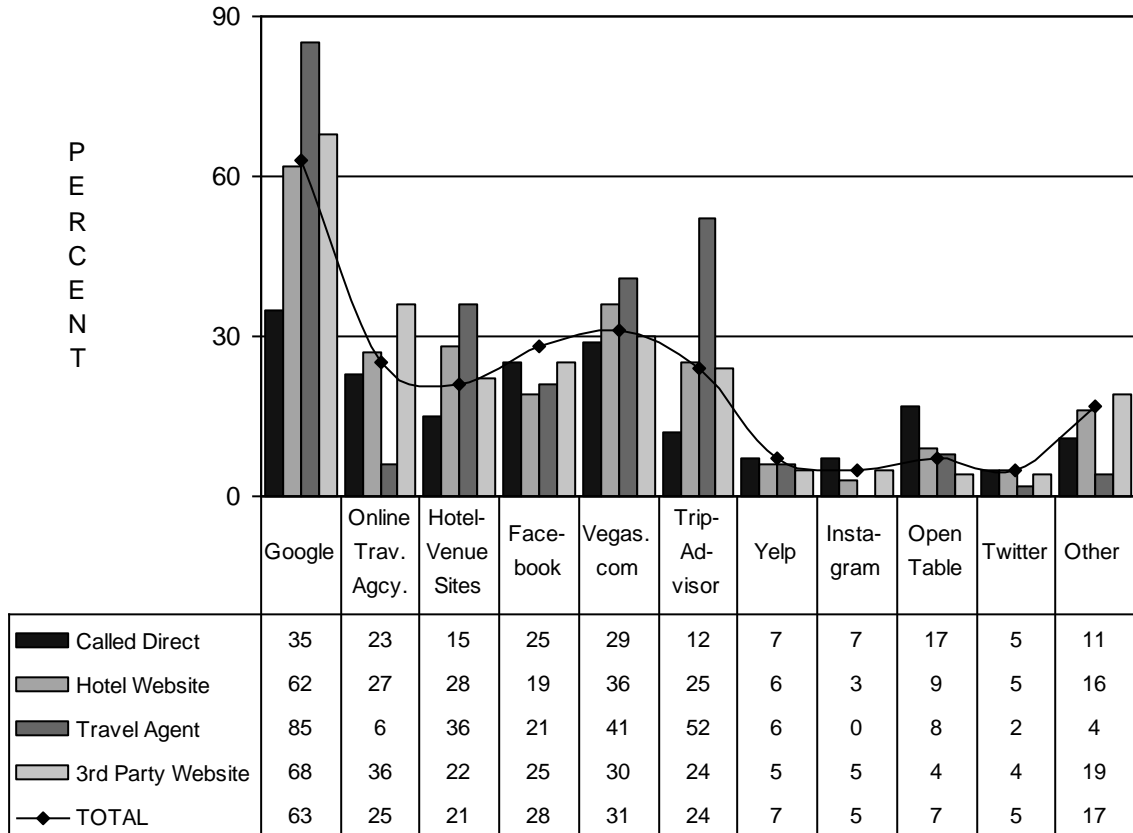
By definition all Travel Agent Bookers booked their accommodations with a travel agent.

FIGURE 18
Tools Used In Planning Trip To Las Vegas



Visitors were asked what tools they used to plan their trip to Las Vegas. Third-Party Website Bookers were more likely than Hotel Website Bookers, Travel Agent Bookers and Hotel Callers to say they used a website (90%), social media (62%) or an app (22%). Third-Party Website Bookers were also more likely than Hotel Website Bookers, Travel Agent Bookers and Hotel Callers, to say they relied on word of mouth (45%). Travel Agent Bookers were more likely than the other three segments to say that they referred to printed brochures or travel guides (34%) or magazines or newspapers (18%), while Hotel Callers were the most likely segment to say that they consulted with casino or hotel hosts (51%) or email offers (27%) when planning their trip.

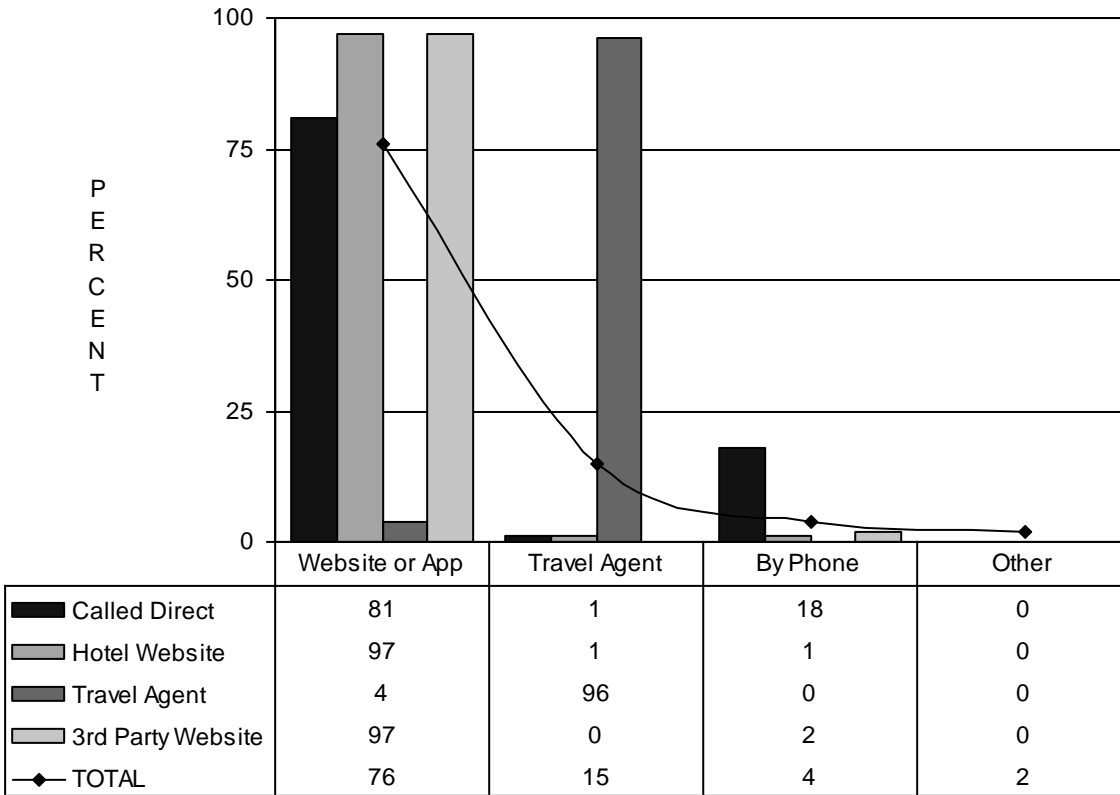
FIGURE 19
Social Media And Travel Review Apps Used In Planning Trip To Las Vegas
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)



Multiple responses permitted
(Called Direct=224, Hotel Website=355, Travel Agent=158, 3rd Party Website=871, TOTAL=2097)

Among those visitors who said they used websites, social media platforms, or apps to plan their trip, nearly two-thirds (63%) said they used Google, and about three in ten said they consulted reviews at hotel or show venue sites (31%) or used Facebook (28%). Travel Agent Bookers were more likely than the other booking segments to say they used Google (85%) or TripAdvisor (52%). Travel Agent Bookers (41%) were also more likely than Hotel Callers (29%) and Third-Party Website Bookers (30%) to say they used Vegas.com. Third-Party Website Bookers (36%) were more likely than the other segments to say they consulted reviews at online travel agencies. Travel Agent bookers (36%) and Hotel Website Bookers (28%) were more likely than Third-Party Website Bookers and Hotel Callers to say they consulted reviews at hotel or show venue sites.

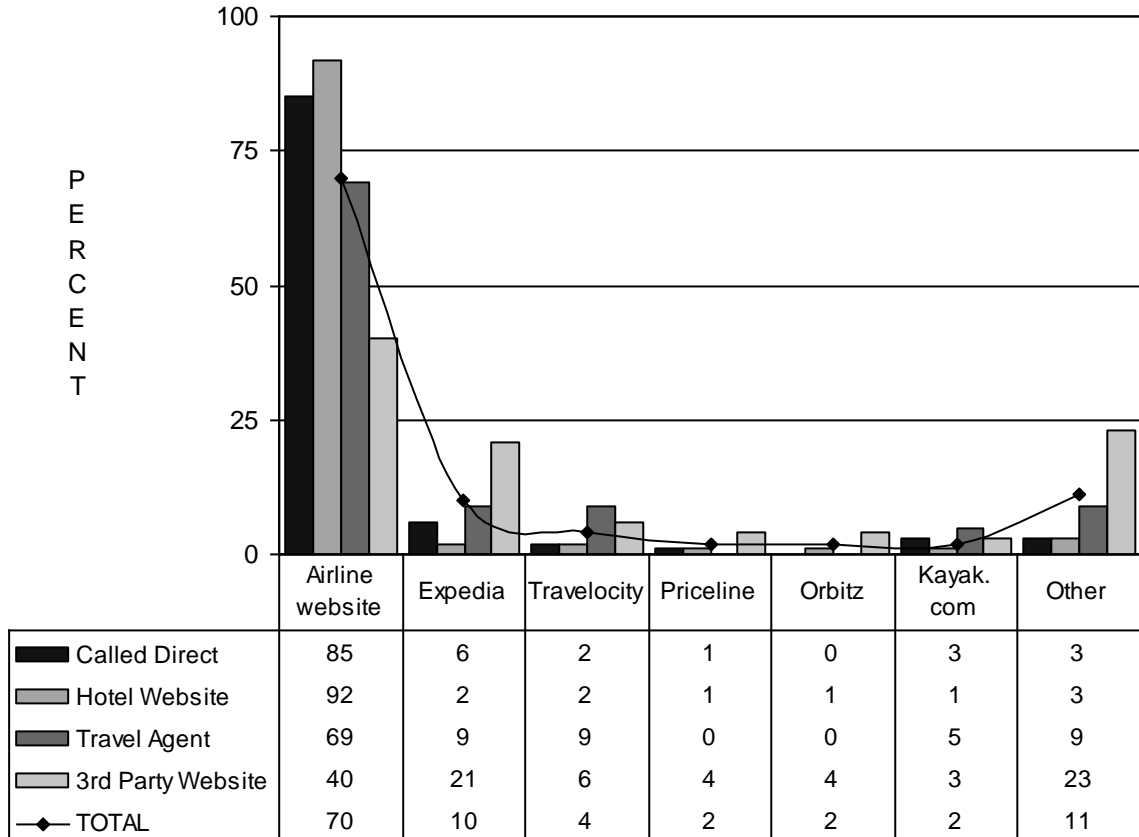
FIGURE 20
How Booked Flight To Las Vegas



(Base Sizes Called Direct=197, Hotel Website=407, Travel Agent=244, 3rd Party Website=506, TOTAL=1714)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Three-quarters (76%) said they used a website or an app. Fifteen percent (15%) said they used a travel agent, and 4% said they booked their flight by phone.

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

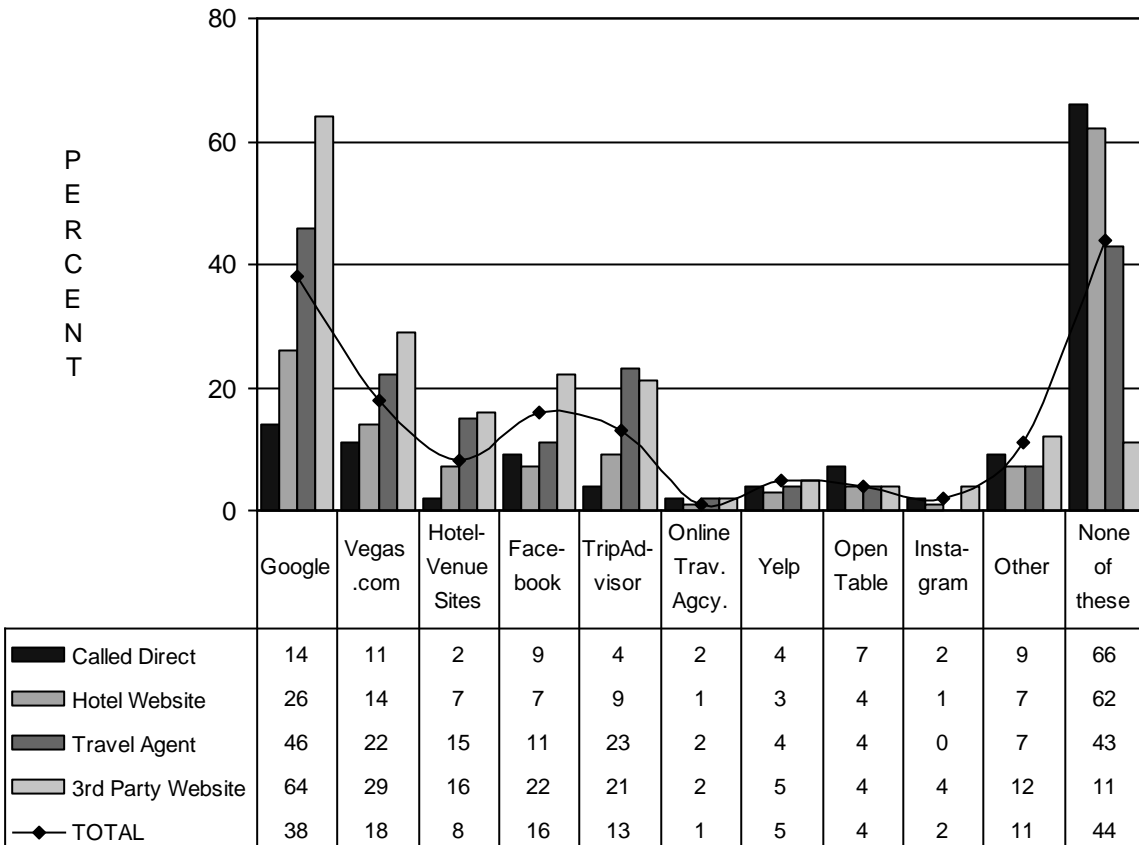


(Base Sizes Called Direct=160, Hotel Website=396, Travel Agent=9*, 3rd Party Website=492, TOTAL=1309)

Among those visitors who booked their flight to Las Vegas via the Internet, seven out of 10 (70%) used an airline website. Ten percent (10%) used Expedia, while 4% used Travelocity. Hotel Internet Bookers (92%) were more likely than the other booking segments to have used an airline website. Third-Party Website Bookers were more likely than the other booking segments to have used Expedia (21%) or Priceline (4%).

* Note small base size for Travel Agent Bookers.

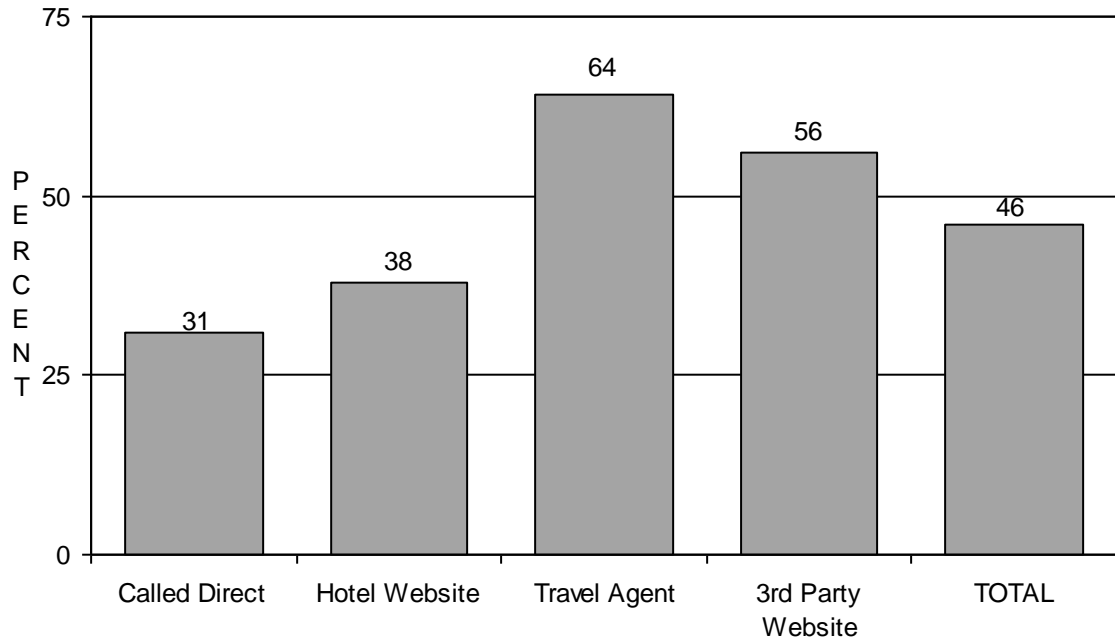
FIGURE 22
Social Media And Travel Review Apps Used During Current
Trip To Las Vegas



Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used during their trip to Las Vegas. Nearly four in ten (38%) mentioned Google, 18% said they used Vegas.com, and 16% used Facebook. Over four in ten visitors (44%) said that they did not use social media apps or sites to plan their activities. Third-Party Website Bookers (64%) were more likely than Travel Agent Bookers (46%) to say they used Google, while Hotel Website Bookers (26%) were also more likely than Hotel Callers (14%) to say so. third Party Website Bookers were also the most likely segment to say they used Vegas.com (29%) and Facebook (22%). Third-Party Website Bookers and Travel Agent Bookers were more likely than Hotel Website Bookers to say that they used Trip Advisor or to say they consulted reviews at hotel or show venue sites, while Hotel Callers were the least likely to do so. Hotel Callers (66%) and Hotel Website Bookers (62%) were more likely than Travel Agent Bookers (43%) to say that did not use any social media apps or sites to plan their activities, while only 11% of Third-Party Bookers gave this response.

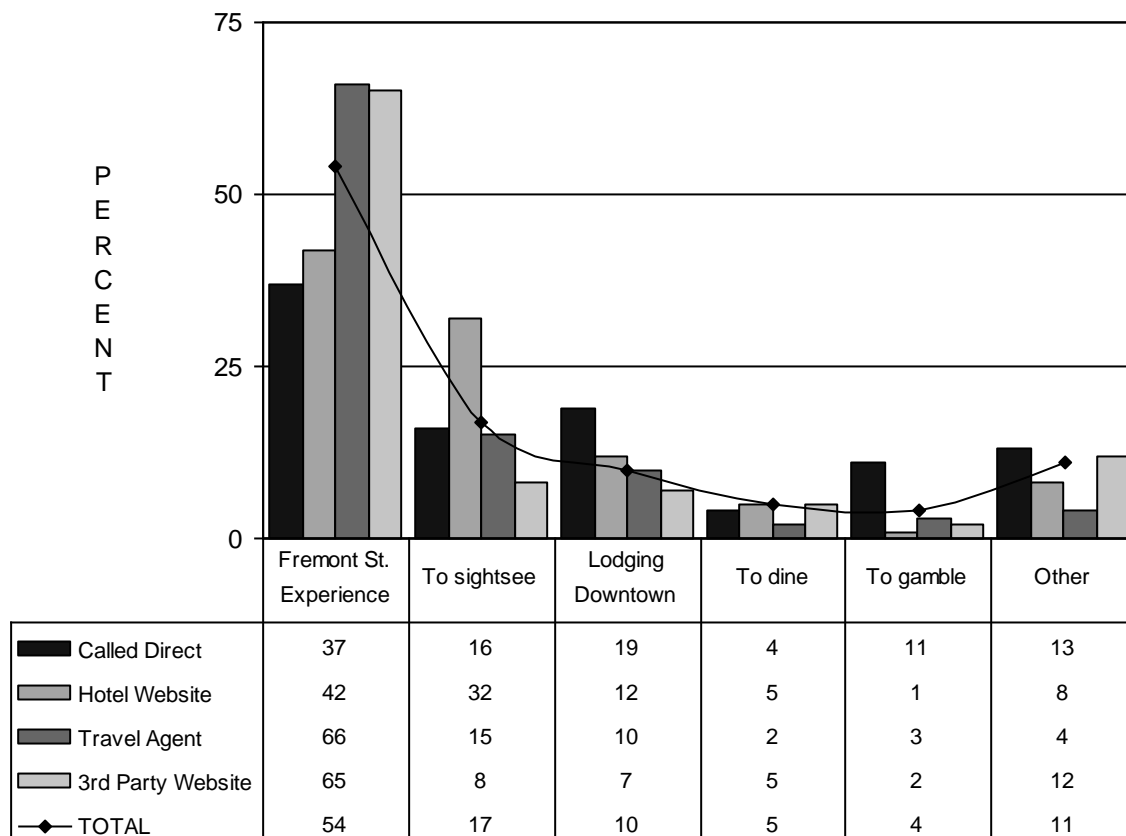
FIGURE 23
Whether Visited Downtown Las Vegas



Only "yes" responses are reported in this figure.

Nearly one-half (46%) of all visitors said they visited Downtown Las Vegas. Travel Agent Bookers (64%) were more likely to have visited Downtown than Third-Party Website Bookers (56%), who in turn were more likely than Hotel Website Bookers (38%), while Hotel Callers (31%) were the least likely to do so.

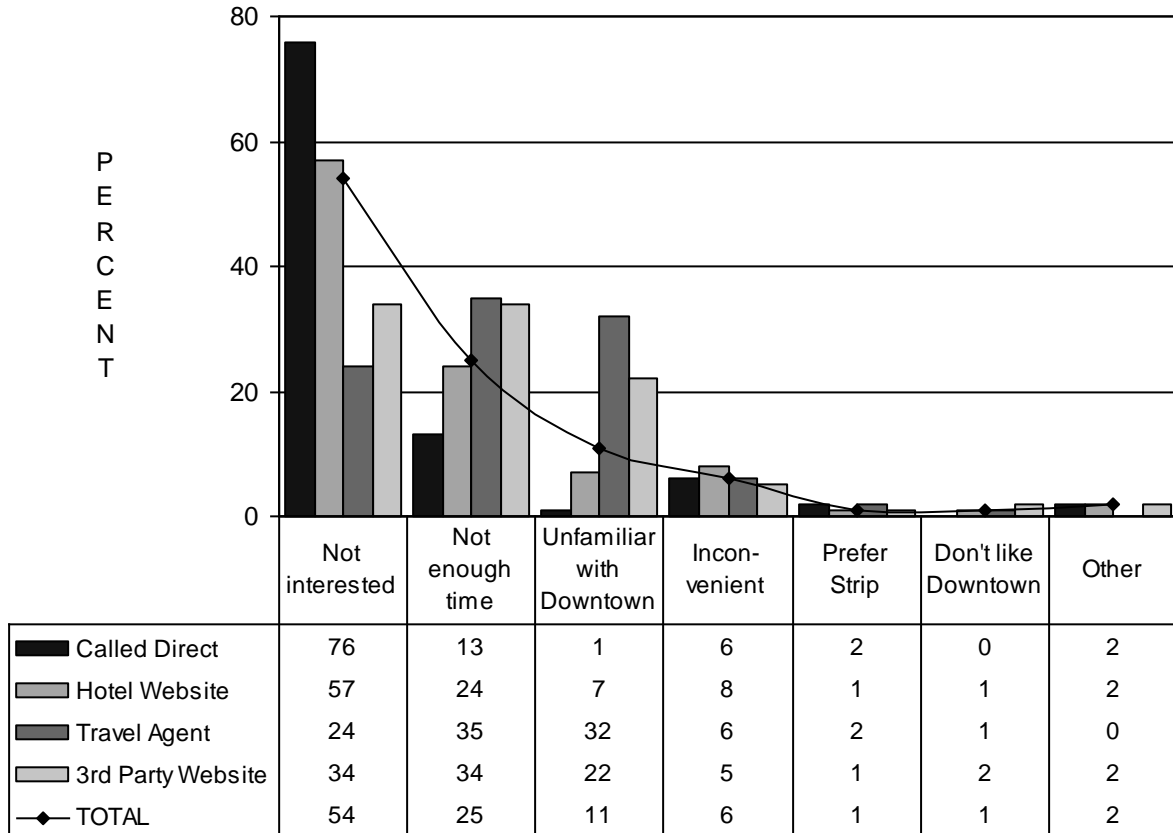
FIGURE 24
Main Reason For Visiting Downtown Las Vegas
(Among Those Who Visited Downtown)



(Base Sizes: Called Direct=183, Hotel Website=306, Travel Agent=218, 3rd Party Website=515, TOTAL=1661)

Respondents who visited Downtown were asked why they did so. Overall, more than one-half of visitors (54%) said it was to see the Fremont Street Experience. Travel Agent Bookers (66%) and Third-Party Website Bookers (65%) were more likely than Hotel Website Bookers (42%) or Hotel Callers (37%), to say they went Downtown to see the Fremont Street Experience. Hotel Website Bookers (32%) were the most likely segment to say they went Downtown to sightsee, while Hotel Callers (16%) and Travel Agent Bookers (15%) were also more likely than Third-Party Website Bookers (8%) to give this response. Hotel Callers were the most likely segment to say that they went Downtown to gamble (11%).

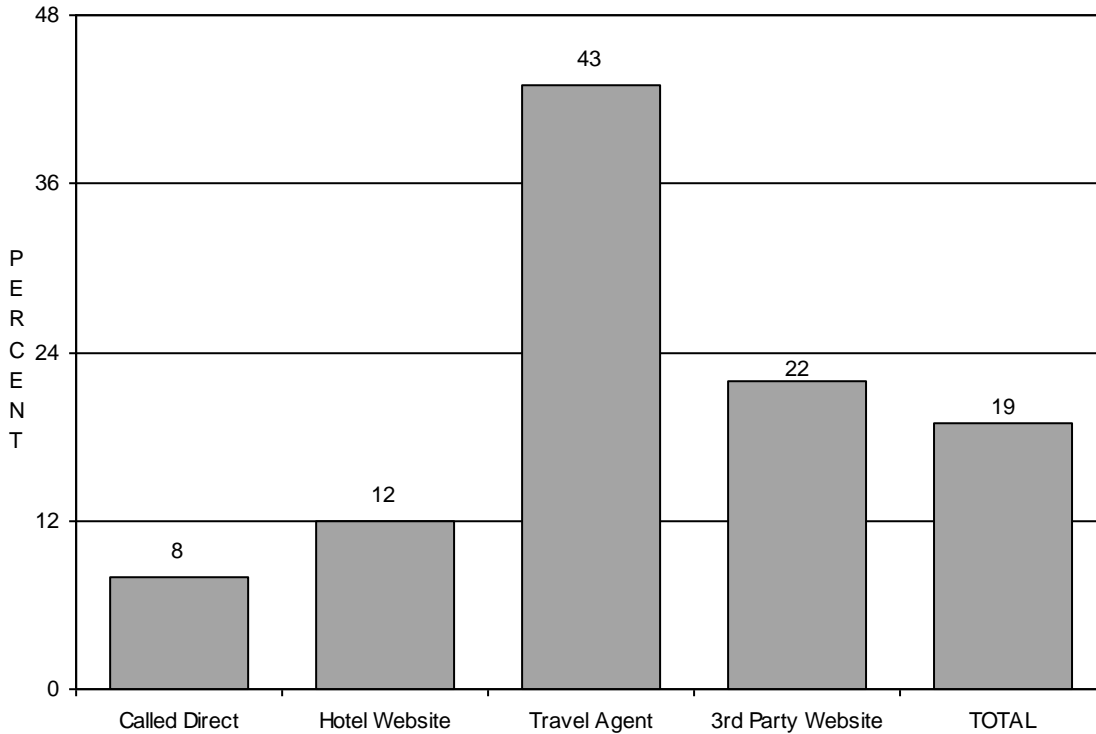
FIGURE 25
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Called Direct=401, Hotel Website=506, Travel Agent=122, 3rd Party Website=403, TOTAL=1937)

Respondents who did not visit Downtown were asked why they did not. Over one-half of all visitors (54%) said it was because they were not interested in Downtown. Hotel Callers (76%) were the most likely segment to say they were not interested in visiting Downtown, followed by Hotel Website Bookers (57%), who in turn were more likely than Third-Party Website Bookers (34%), while Travel Agent Bookers (24%) were the least likely to give this response. Travel Agent Bookers (32%) were the most likely segment to say it was because they were unfamiliar with Downtown, followed by Third-Party Website Bookers (22%), Hotel Website Bookers (7%), and Hotel Callers (1%) were the least likely. Both Travel Agent Bookers (35%) and Third-Party Website bookers (34%) were more likely to say it was because they didn't have enough time, while Hotel Website Bookers (24%) were also more likely than Hotel Callers (13%) to give this response.

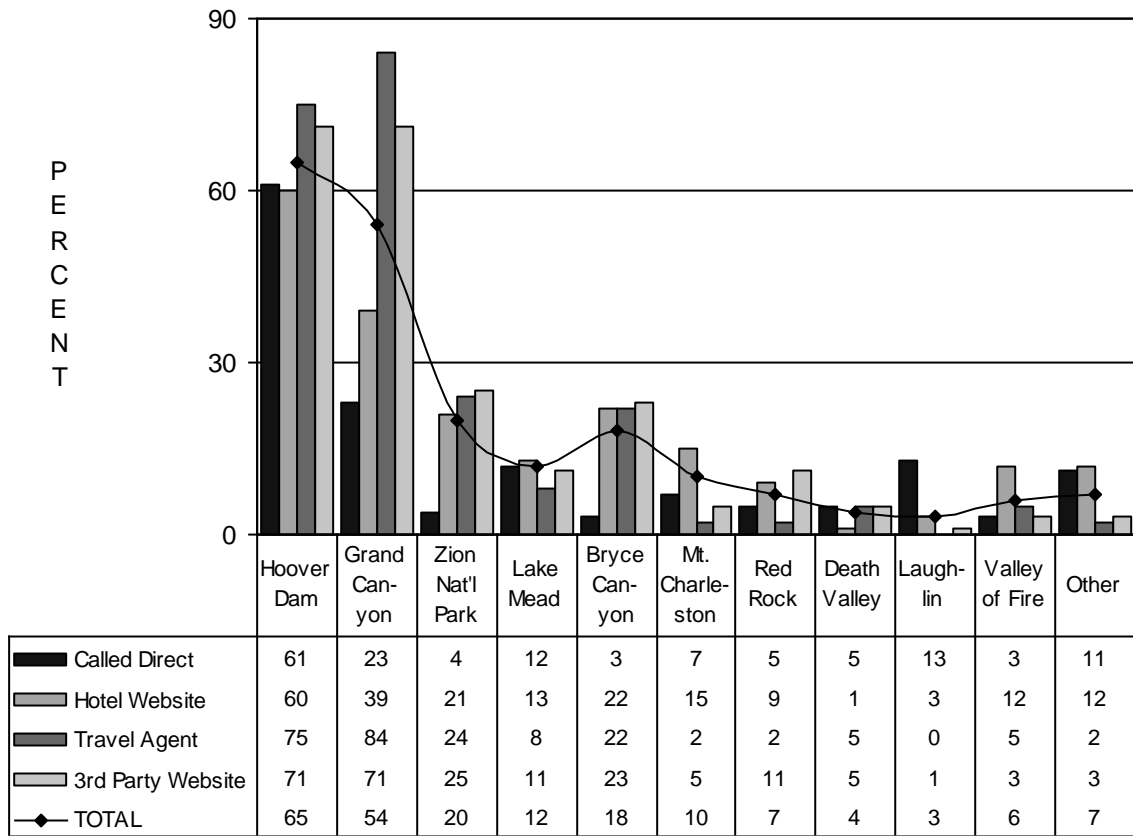
FIGURE 26
Visits To Nearby Places



Only "yes" responses are reported in this figure.

One-fifth (19%) of all visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. Travel Agent Bookers (43%) were the most likely segment to give this response, while Third-Party Website Bookers (22%) were also more likely than Hotel Website Bookers (12%) and Hotel Callers (8%) to say they had visited or planned to visit nearby places.

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



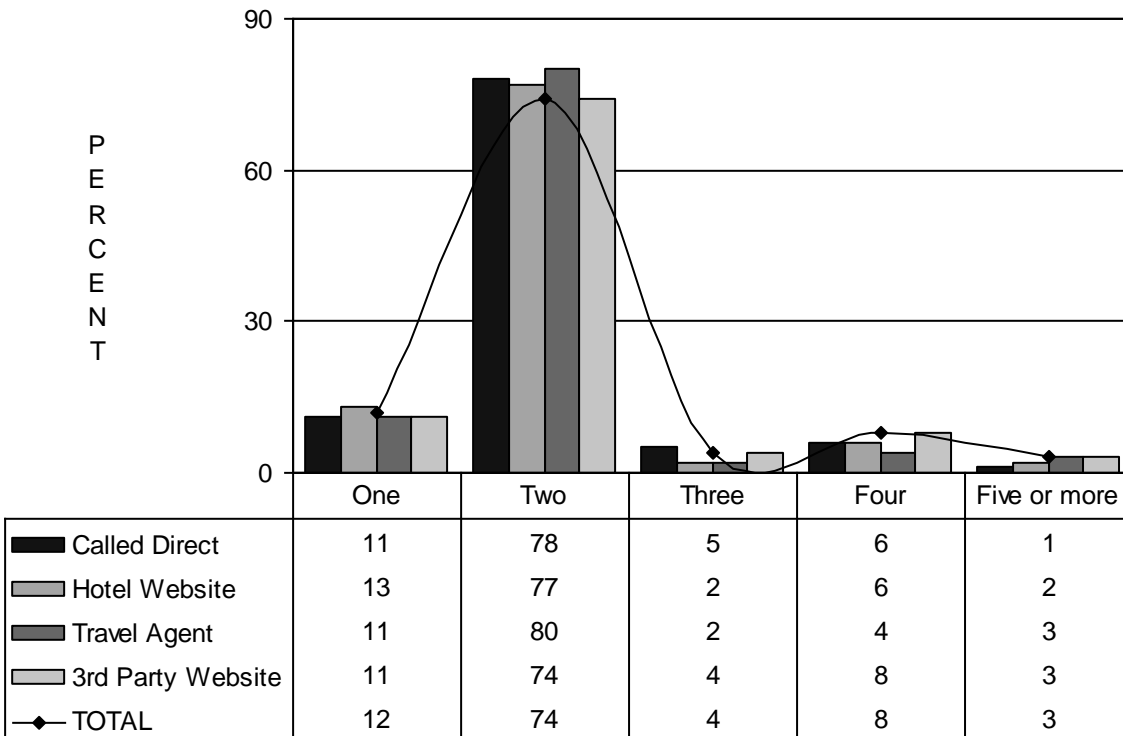
Multiple responses permitted.
(Base Sizes: Called Direct=47, Hotel Website=95, Travel Agent=146, 3rd Party Website=198, TOTAL=694)

Hoover Dam (65%) and the Grand Canyon (54%) were by far the two most popular nearby destinations visited. Travel Agent Bookers were the most likely segment to have visited the Grand Canyon (84%), while Third-Party Website Bookers (71%) were also more likely than Hotel Website Bookers (39%) or Hotel Callers (23%) to have done so. Travel Agent Bookers (75%) were also more likely than Hotel Website Bookers (60%) to have visited Hoover Dam. Hotel Callers were the least likely segment to visit Zion National Park or Bryce Canyon. Hotel Website Bookers (15%) were more likely than Travel Agent Bookers or Third-Party Website Bookers to have visited Mt. Charleston.

TRIP CHARACTERISTICS AND EXPENDITURES

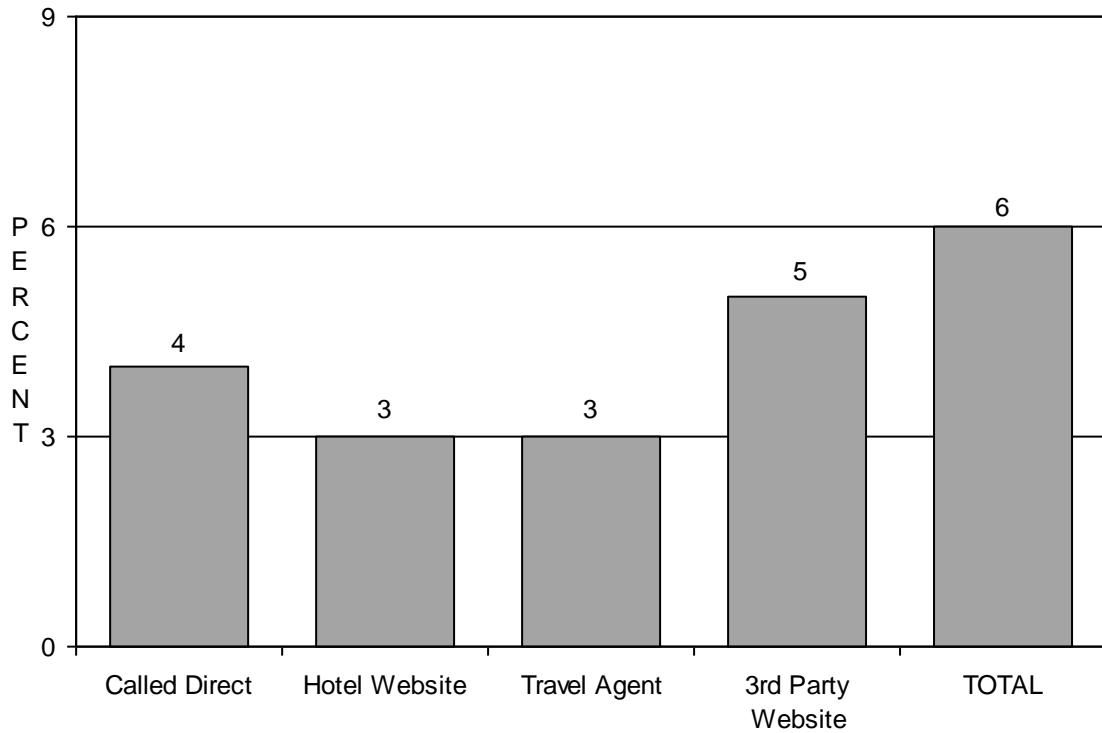
Three-quarters (74%) of visitors traveled to Las Vegas in parties of two. The average party size among all visitors was 2.2 adults. Travel Agent Bookers (80%) were more likely than Third-Party Website Bookers (74%) to say that there were two adults in their party. Hotel Callers (11%) and Third Party Website Bookers (12%) were more likely than Hotel Website Bookers (8%) or Travel Agent Bookers (6%) to say they were traveling in a party of three or four.

FIGURE 28
Adults In Immediate Party



(Means: Called Direct=2.1, Hotel Website=2.2, Travel Agent=2.2, 3rd Party Website=2.2, TOTAL=2.2)

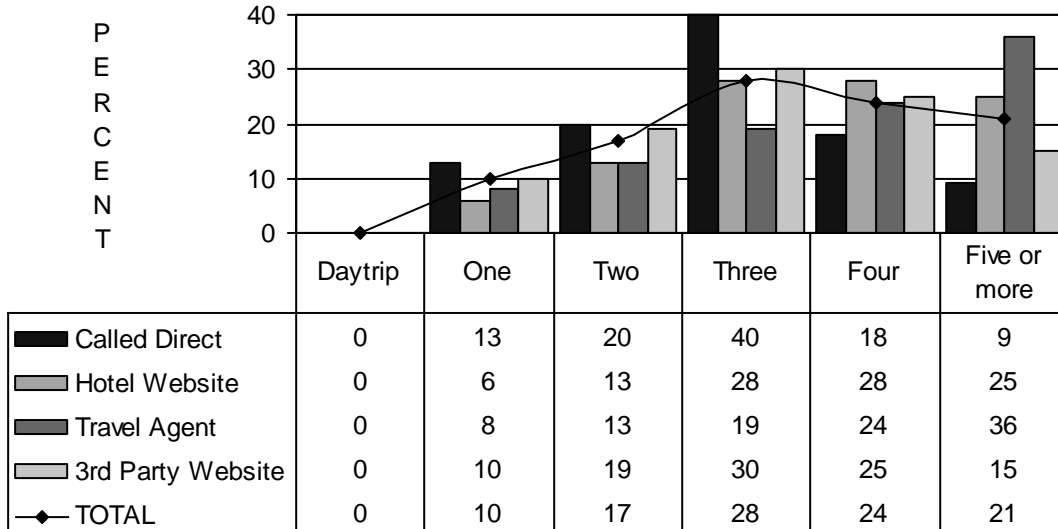
FIGURE 29
Persons In Immediate Party Under Age 21
(Among All Visitors)



Only "yes" responses are reported in this figure.

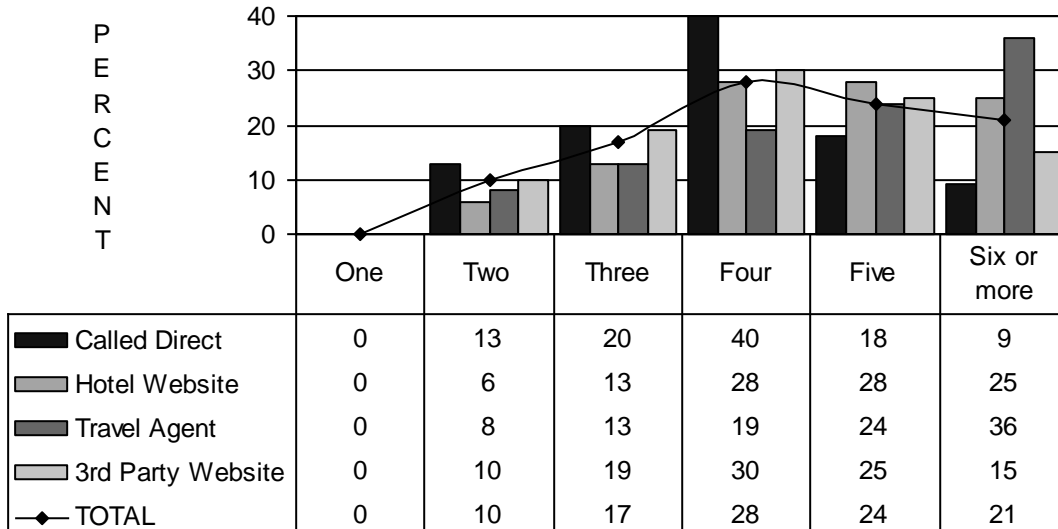
Six percent (6%) of all visitors said they were traveling with people under the age of 21 in their parties. There were no differences between the four segments on this measure.

FIGURE 30
Nights Stayed



(Means: Called Direct=2.9, Hotel Website=3.6, Travel Agent=3.9, 3rd Party Website=3.3; TOTAL=3.4)

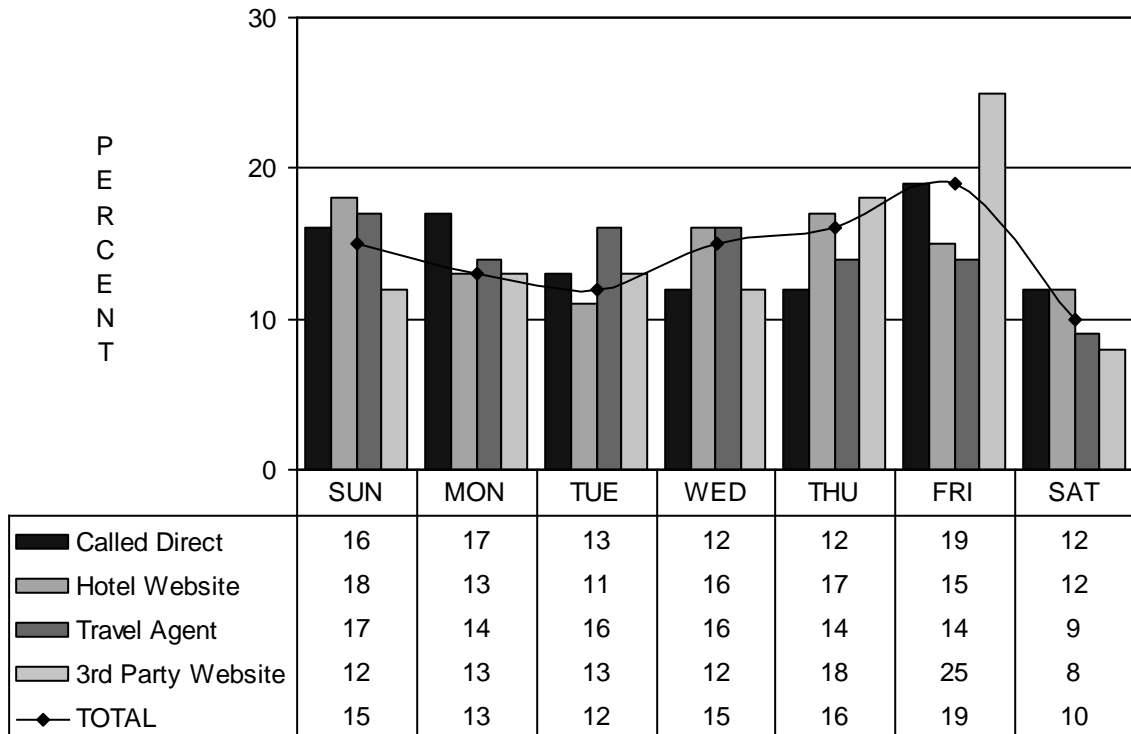
FIGURE 31
Days Stayed



(Means: Called Direct=3.9, Hotel Website=4.6, Travel Agent=4.9, 3rd Party Website=4.3; TOTAL=4.4)

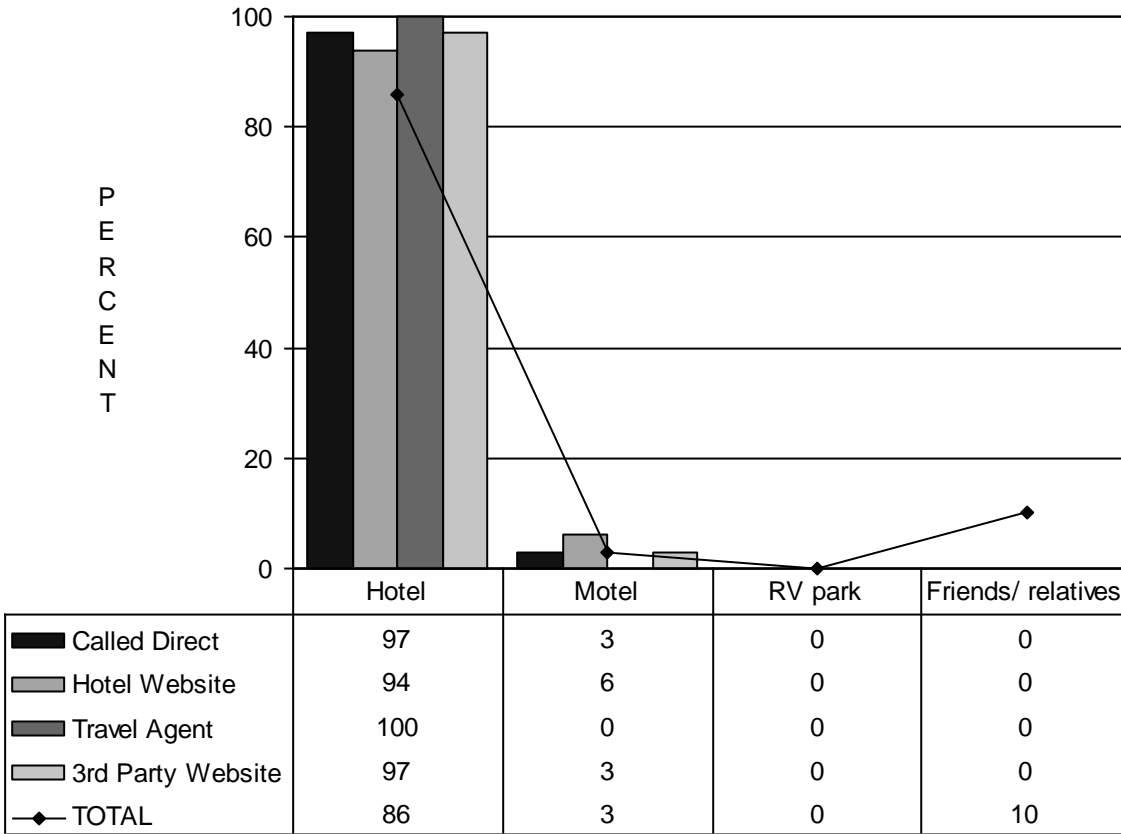
Visitors stayed in Las Vegas an average of 3.4 nights and 4.4 days. On average, Travel Agent Bookers (3.9 nights and 4.9 days) stayed the longest in Las Vegas, while Hotel Website Bookers (3.6 nights and 4.6 days) also stayed longer than Third-Party Website Bookers (3.3 nights and 4.3 days), and Hotel Callers (2.9 nights and 3.9 days) reported the shortest average stay.

FIGURE 32
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Third-Party Website Bookers (25%) were the most likely booking segment to arrive on a Friday and the least likely to arrive on a Sunday (12% vs. 16% of Hotel Callers, 18% of Hotel Website Bookers and 17% of Travel Agent Bookers).

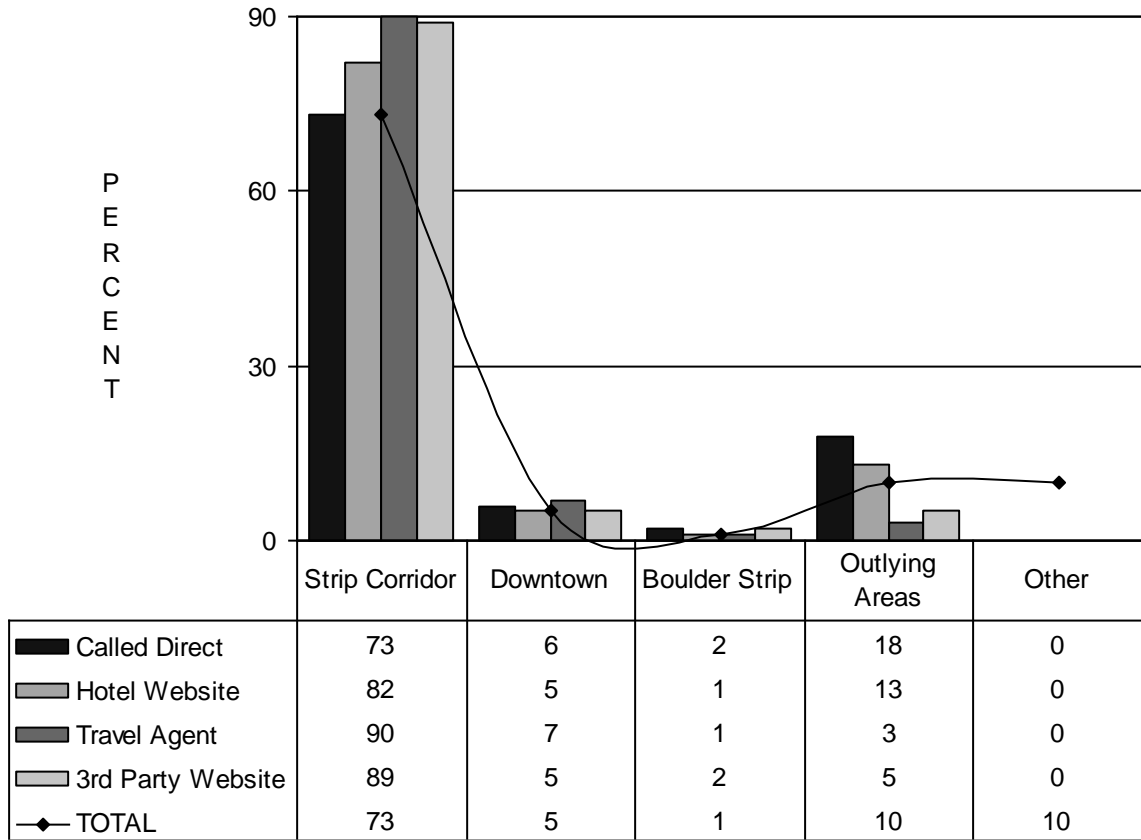
FIGURE 33
Type Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3584)

Among the vast majority of visitors who stayed overnight in Las Vegas, 86% lodged in a hotel, 3% lodged in a motel, and 10% stayed with friends or relatives. Travel Agent Bookers (99.8%) were the most likely booking group to say that they stayed in a hotel, while Hotel Website Bookers (6%) were the most likely subgroup to stay in a motel.

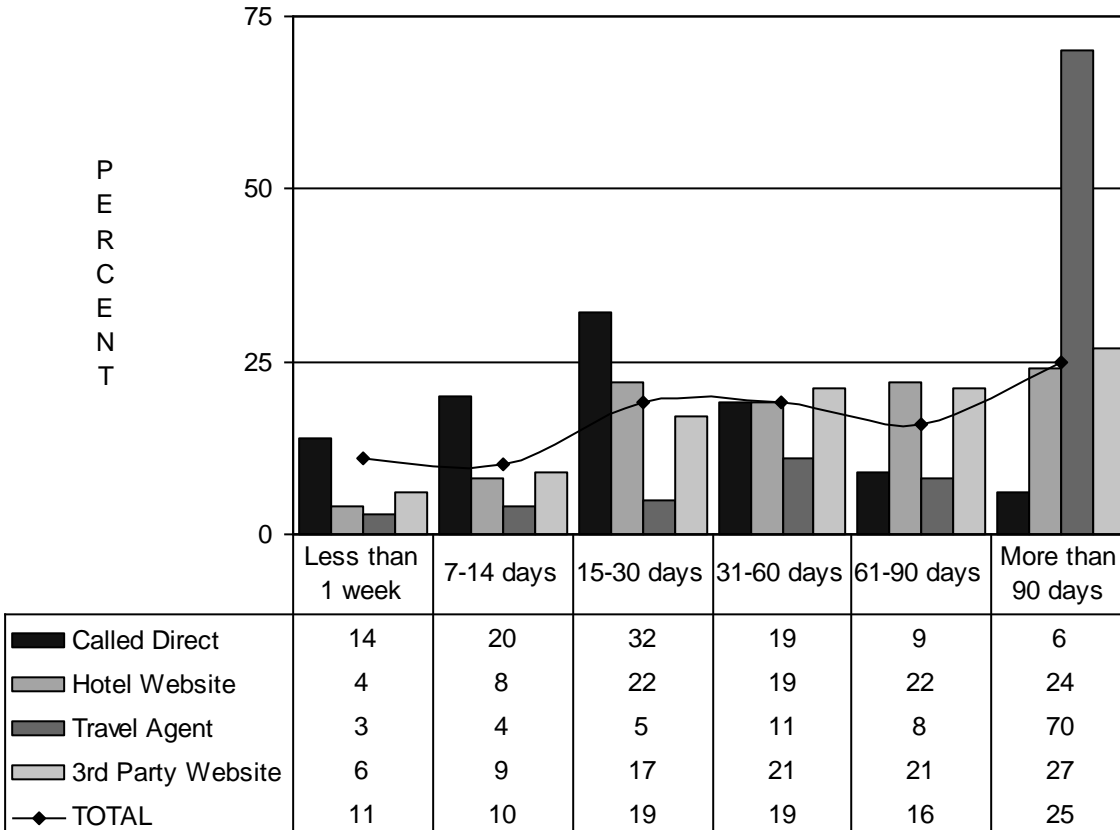
FIGURE 34
Location Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3584)

In terms of lodging location, nearly three-quarters (73%) of visitors stayed on the Strip Corridor. Travel Agent Bookers (90%) and Third-Party Website Bookers (89%) were more likely than Hotel Website Bookers (82%) to have stayed on the Strip Corridor while Hotel Callers (73%) were the least likely. Hotel Callers (18%) were the most likely booking segment and Hotel Website Bookers (13%) were also more likely than Third-Party Website Bookers (5%) and Travel Agent Bookers (3%), to have stayed in outlying areas.

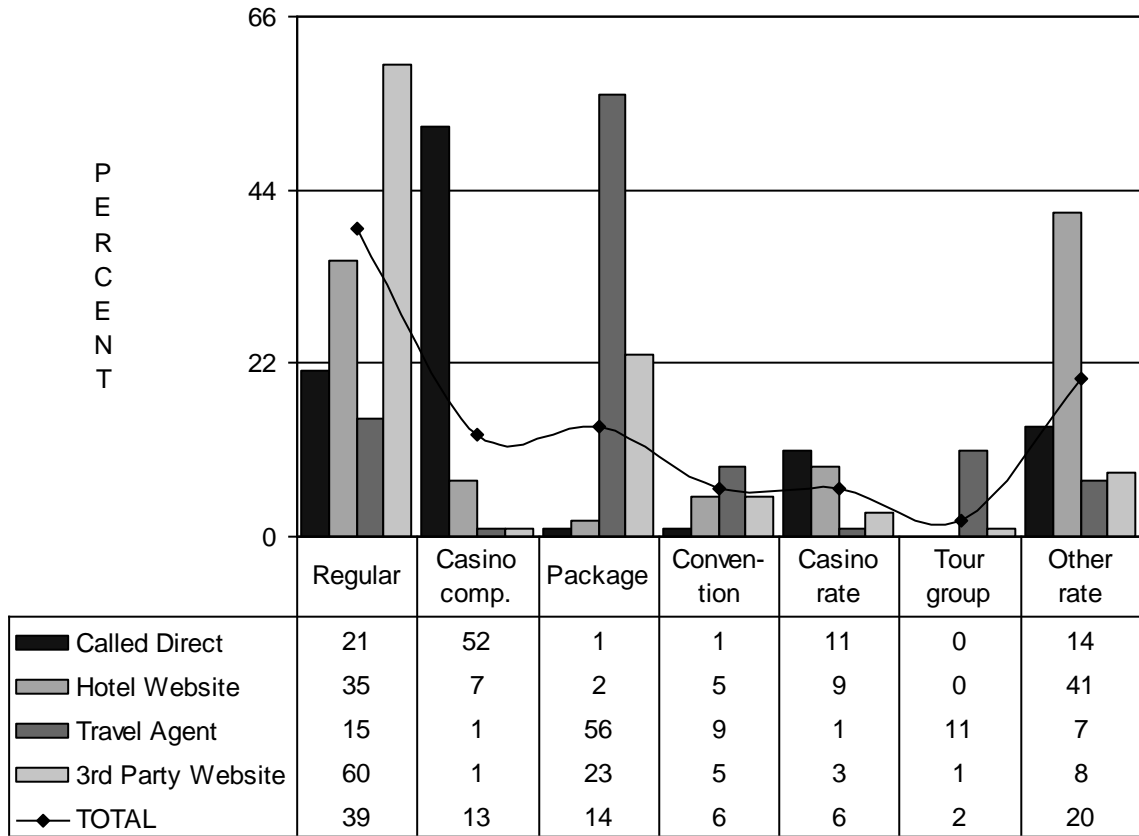
FIGURE 35
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3171)

Visitors were asked how far in advance they had booked their accommodations. Hotel Callers (14%) were the most likely booking segment to say that they booked their accommodations less than a week in advance. Hotel Callers (52%) were also the most likely subgroup to say that they booked their accommodations between one week and one month in advance, followed by Hotel Website Bookers (30%), then Third-Party Website Bookers (25%), while Travel Agent Bookers (9%) were the least likely to give this response. Travel Agent Bookers (89%) were more likely than Third-Party Website Bookers (69%) and Hotel Website Bookers (65%) to say they booked their accommodations one month or more in advance, while Hotel Callers (34%) were the least likely to give this response.

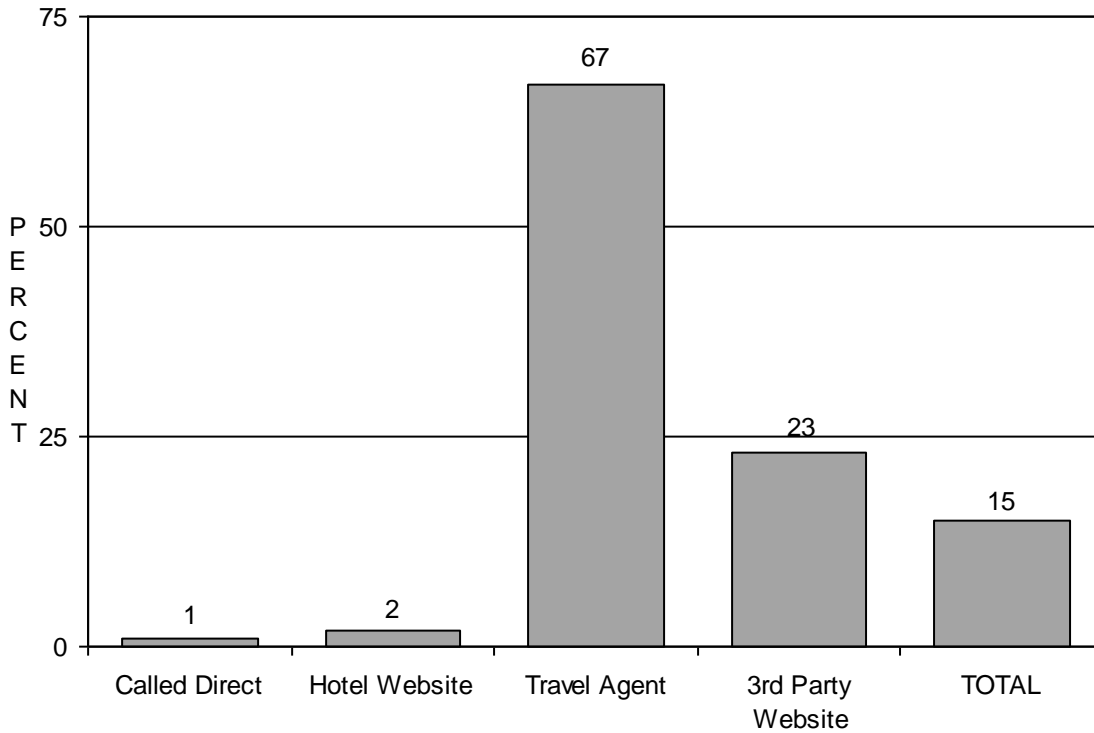
FIGURE 36
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3173)

Looking at the type of room rates received by hotel/motel lodgers, Third-Party Website Bookers (60%) were more likely than Hotel Website Bookers (35%), who in turn were more likely than Hotel Callers (21%) to have received a regular room rate, while Travel Agent Bookers (15%) were the least likely group to receive this rate. Hotel Callers were more likely than Hotel Website Bookers, Travel Agent Bookers and Third-Party Website Bookers to have received a casino complimentary rate, and Hotel Callers and Hotel Website Bookers were more likely than Third Party Website Bookers to have received a standard casino rate, while Travel Agent Bookers were the least likely. Travel Agent Bookers (56%) were more likely than Third-Party Website Bookers (23%), who in turn were more likely than Hotel Website Bookers (2%) and Hotel Callers (1%), to have received a package rate. Travel Agent Bookers (9%) were also more likely than Third-Party Website Bookers (5%) to have received a convention rate, while Hotel Callers (1%) were the least likely to receive this rate.

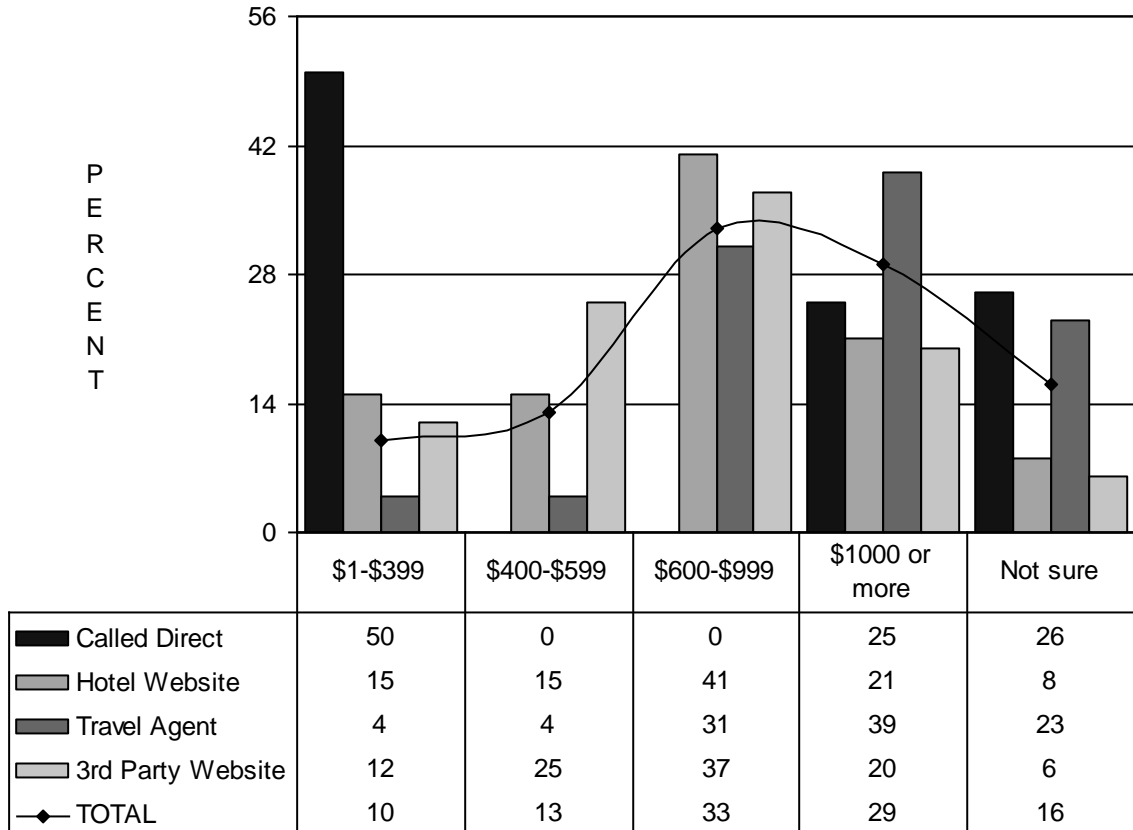
FIGURE 37
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3173)

Travel Agent Bookers (67%) were more likely than Third-Party Website Bookers (23%) to be visiting Las Vegas as part of a tour group or package deal, while Hotel Website Bookers (2%) and Hotel Callers (1%) were less likely to receive a package or tour group rate.

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

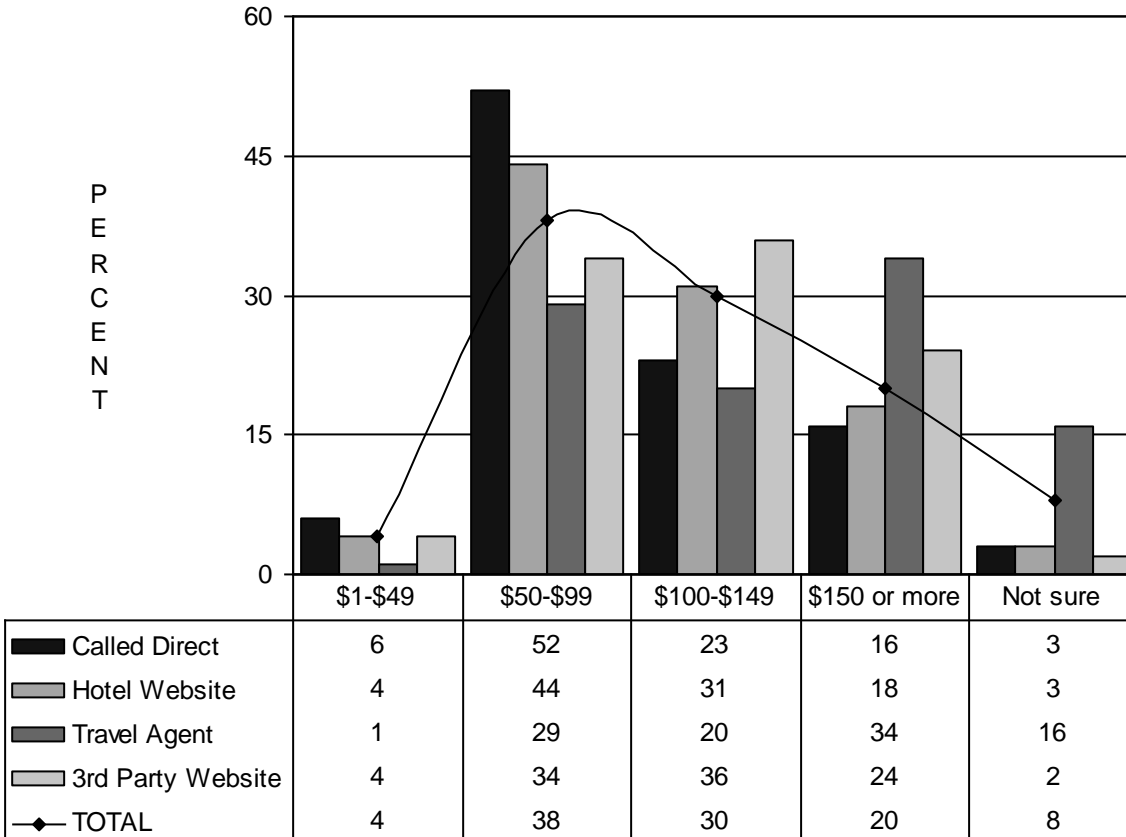


(Base Sizes: Called Direct=7*, Hotel Website=15*, Travel Agent=227, 3rd Party Website=215, TOTAL=487)
(Mean: Called Direct=\$702.38, Hotel Website=\$720.67, Travel Agent=\$1,136.36, 3rd Party Website=\$757.10, TOTAL=\$910.99)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. Overall, the average cost of a package was \$910.99. Travel Agent Bookers (\$1,136.36) paid more on average for their package than Hotel Website Bookers (\$720.67), Third-Party Website Bookers (\$757.10), or Hotel Callers (\$702.38).

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

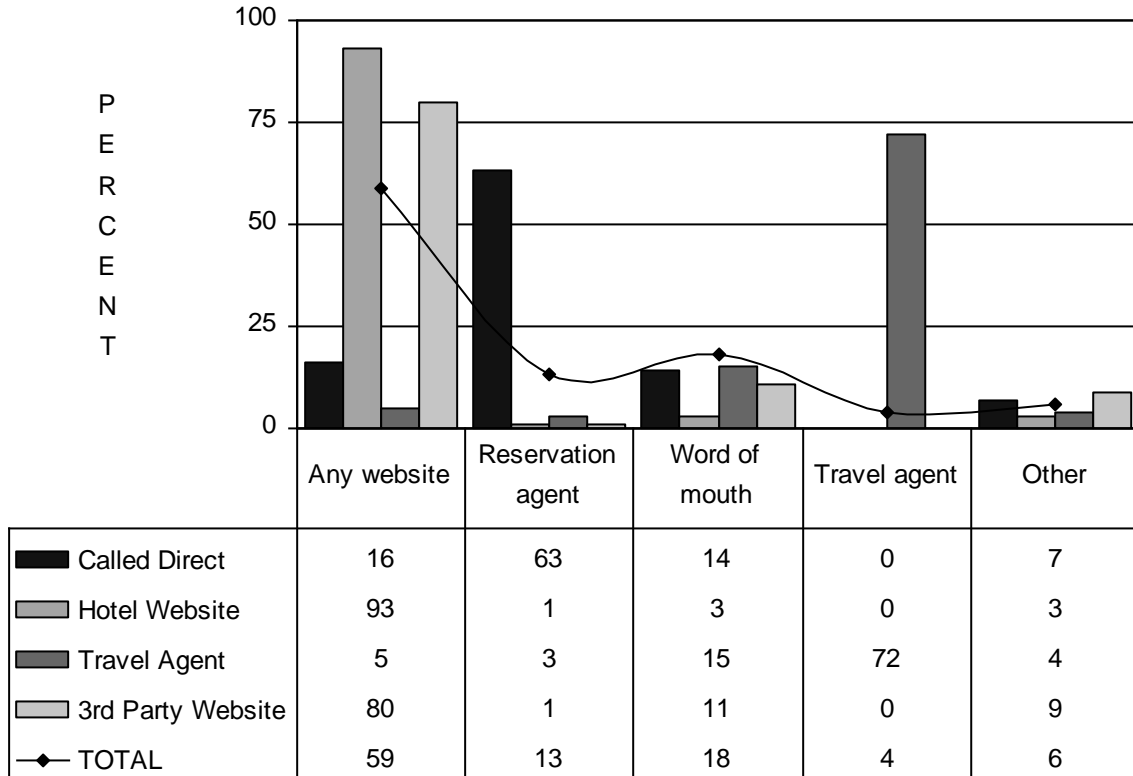
FIGURE 39
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes Called Direct=272, Hotel Website=738, Travel Agent=111, 3rd Party Website=695, TOTAL=2265)
(Means: Called Direct=\$98.25, Hotel Website=\$108.74, Travel Agent=\$135.23, 3rd Party Website=\$118.99, 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. Overall, the average cost for lodging per night was \$113.66. On average, Travel Agent Bookers (\$135.23) spent more for their lodging than Third-Party Website Bookers (\$118.99), who in turn spent more than Hotel Website Bookers (\$108.74), and all three segments paid more for their lodging than Hotel Callers (\$98.25).

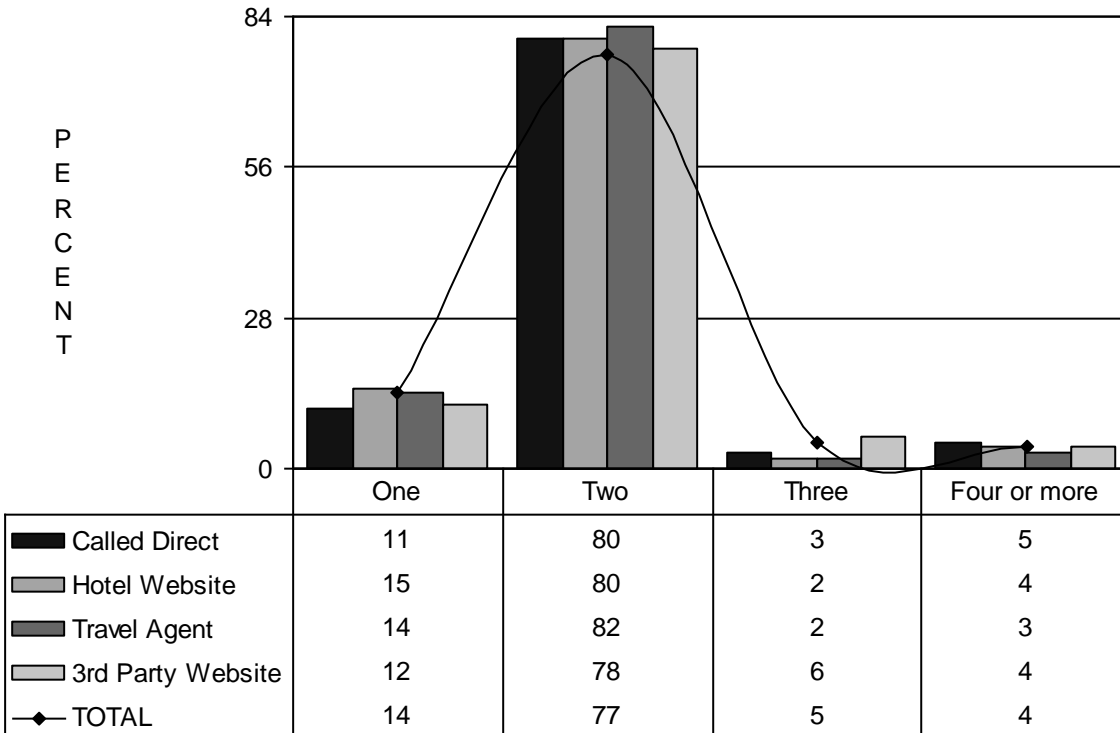
FIGURE 40
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Called Direct=272, Hotel Website=738, Travel Agent=111, 3rd Party Website=695, TOTAL=2265)

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 (59%) was the most common answer, followed by word-of-mouth (18%) and a reservation agent (13%). Hotel Website Bookers (93%) were more likely than Third-Party Website Bookers (80%), who in turn were more likely than Hotel Callers (16%) to say they heard about their room rate from a website. Hotel Callers were the most likely segment to say they found about their rate from a reservation agent (63%).

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

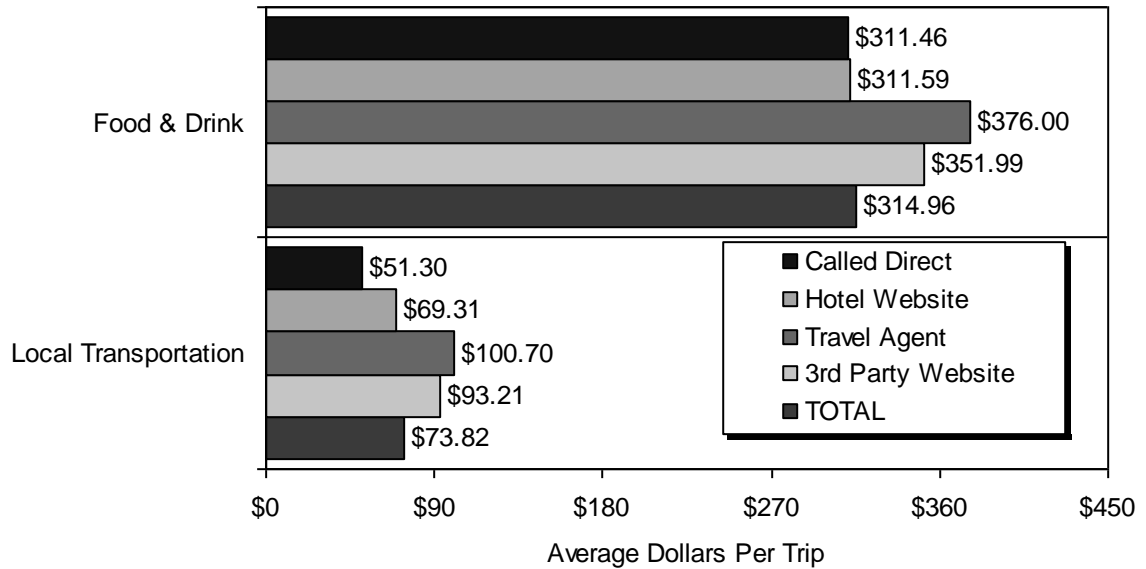


(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3rd Party Website=919, TOTAL=3220)
(Means: Called Direct=2.0, Hotel Website=2.0, Travel Agent=1.9, 3rd Party Website =2.0, TOTAL=2.0)

The majority of visitors who stayed overnight in a hotel or motel (77%) said two people stayed in their room. Third-Party Website Bookers (6%) were more likely than the other booking segments to say that three people were staying in their room.

The average number of room occupants among all lodgers was 2.0. The average number of room occupants among Third-Party Website Bookers and Hotel Callers (2.0 each) was higher than among Travel Agent Bookers (1.9).

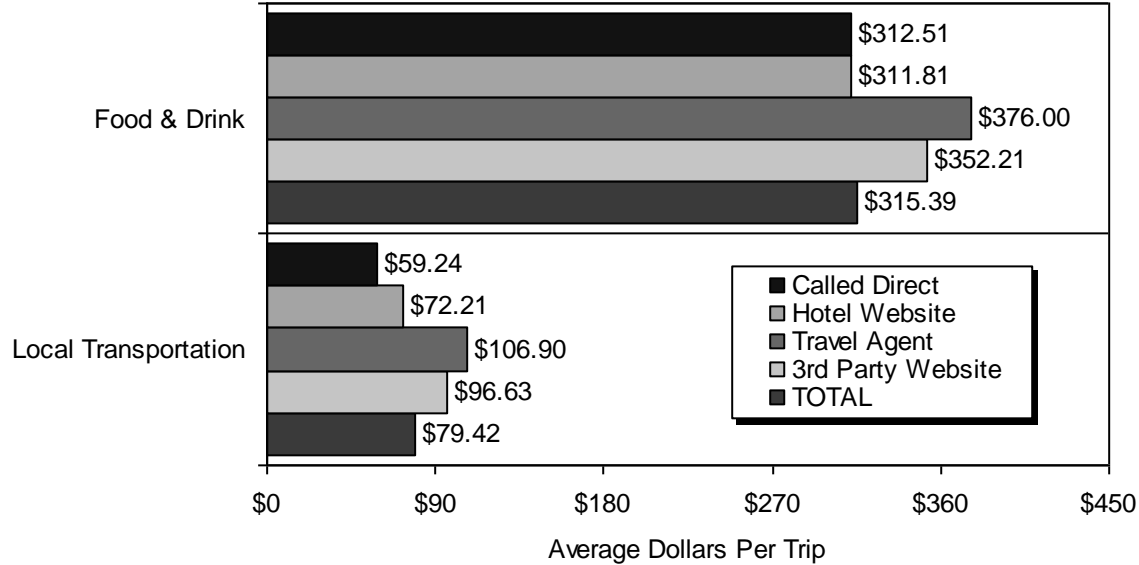
FIGURE 42
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)



On average, Travel Agent Bookers (\$376.00) and Third-Party Website Bookers (\$351.99) spent more on food and drink than Hotel Callers (\$311.46) and Hotel Website Bookers (\$311.59).

Travel Agent Bookers (\$100.70) and Third-Party Website Bookers (\$93.21) also spent more on local transportation than Hotel Website Bookers (\$69.31), while Hotel Callers (\$51.30) spent the least among these segments.

FIGURE 43
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Spenders)

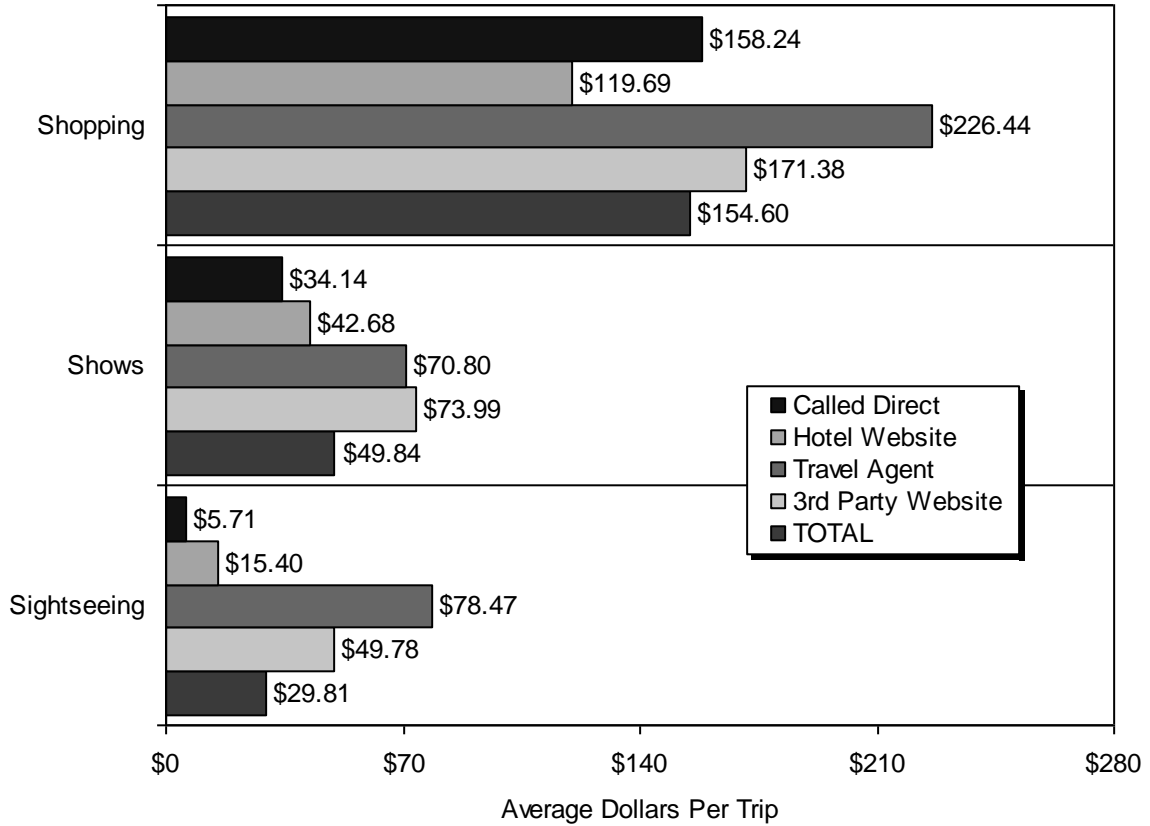


(Base Sizes, Food & Drink: Called Direct=582, Hotel Website=811, Travel Agent=340, 3rd Party Website=919, TOTAL=3594)
(Base Sizes, Local Transportation: Called Direct=506, Hotel Website=779, Travel Agent=321, 3rd Party Website=887, TOTAL=3346)

Among those visitors who actually spent money on food and drink, on average Travel Agent Bookers (\$376.00) and Third-Party Website Bookers (\$352.21) spent more on food and drink than Hotel Callers (\$312.51) and Hotel Website Bookers (\$311.81).

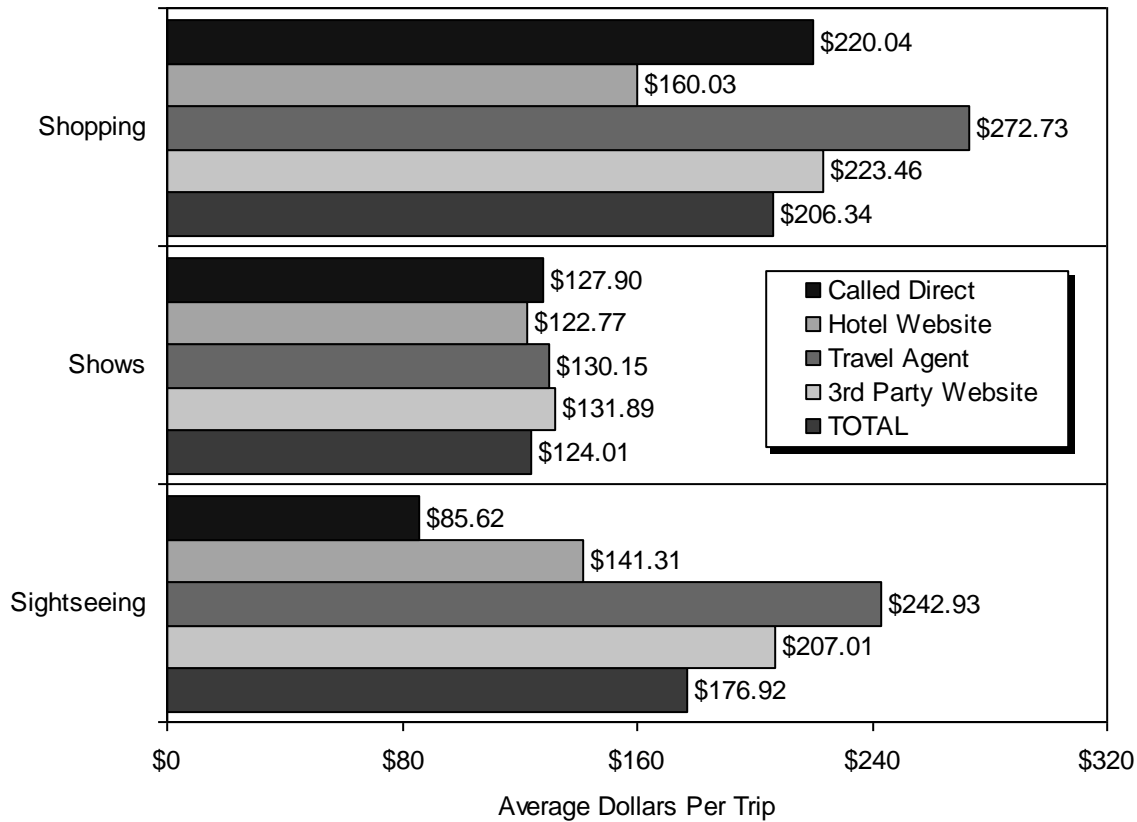
Among those visitors who spent money on local transportation, on average Travel Agent Bookers (\$106.90) and Third-Party Website Bookers (\$96.63) spent more on local transportation than Hotel Website Bookers (\$72.21) and Hotel Callers (\$59.24).

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



On average, Travel Agent Bookers (\$226.44) spent more on shopping than the other booking segments, while Third-Party Website Bookers (\$171.38) also spent more than Hotel Website Bookers (\$119.69). Travel Agent Bookers (\$70.80) and Third-Party Website Bookers (\$73.99) spent more on shows and entertainment than Hotel Callers (\$34.14) and Hotel Website Bookers (\$42.68). Travel Agent Bookers (\$78.47) spent more on sightseeing than Third-Party Website Bookers (\$49.78), who in turn spent more than Hotel Website Bookers (\$45.40), while Hotel Callers (\$5.71) spent the least among the booking segments.

FIGURE 45
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Spenders)

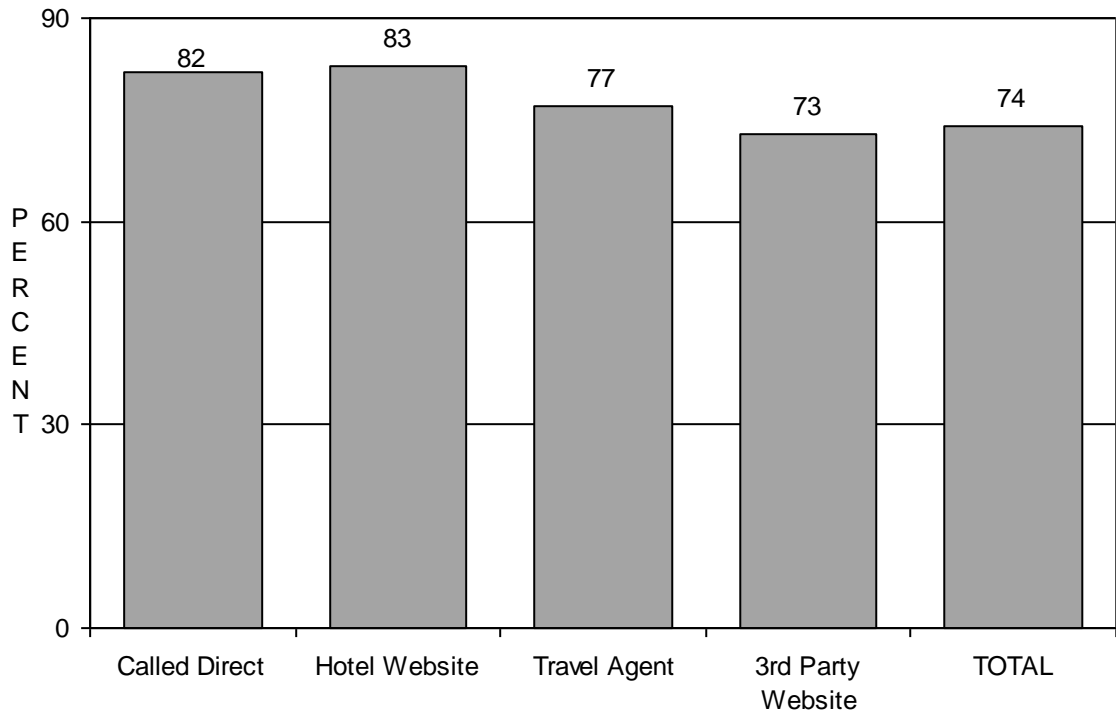


(Base Sizes, Shopping: Called Direct=420, Hotel Website=608, Travel Agent=283, 3rd Party Website=705, TOTAL=2697)
 (Base Sizes, Shows: Called Direct=156, Hotel Website=283, Travel Agent=186, 3rd Party Website=517, TOTAL=1454)
 (Base Sizes, Sightseeing: Called Direct=39, Hotel Website=95, Travel Agent=121, 3rd Party Website=246, TOTAL=663)

Among visitors who spent money in these categories, Travel Agent Bookers (\$272.73) and Third-Party Website Bookers (\$233.46) spent more on shopping than Hotel Website Bookers (\$160.03). Travel Agent Bookers (\$242.93) and Third-Party Website Bookers (\$207.01) spent more on sightseeing than Hotel Website Bookers (\$141.31) and Hotel Callers (\$85.62).

GAMING BEHAVIOR AND BUDGETS

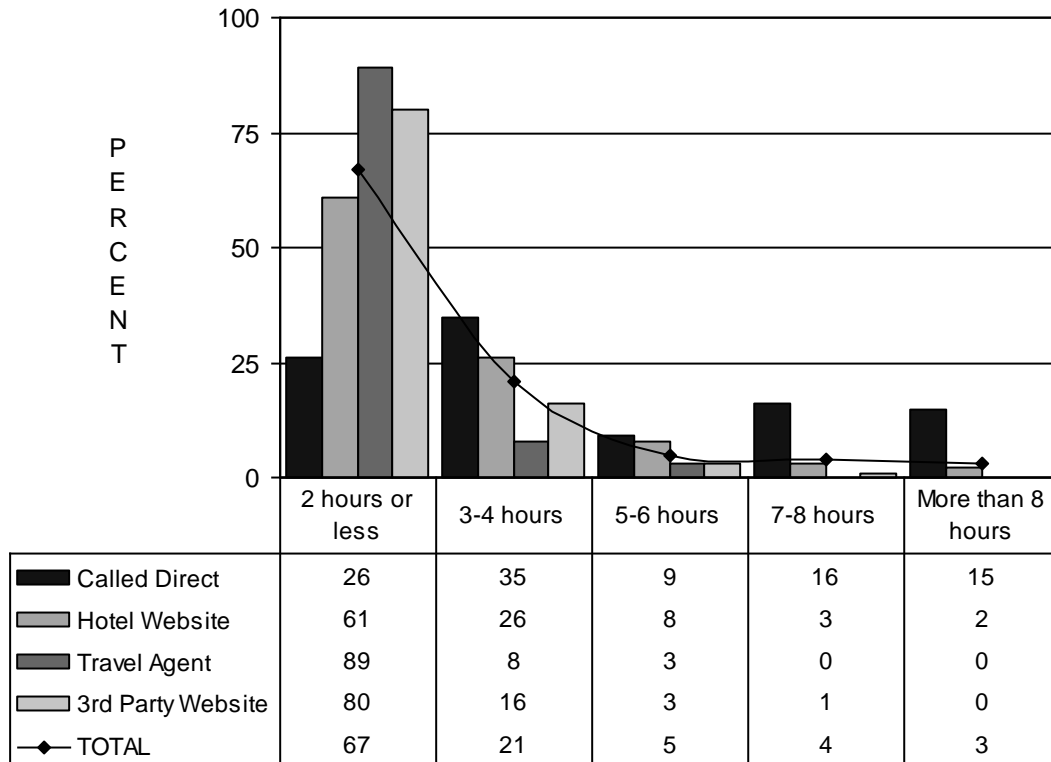
FIGURE 46
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas. Hotel Callers (82%) and Hotel Website Bookers (83%) were more likely than Third-Party Website Bookers (73%) to say that they gambled while in Las Vegas.

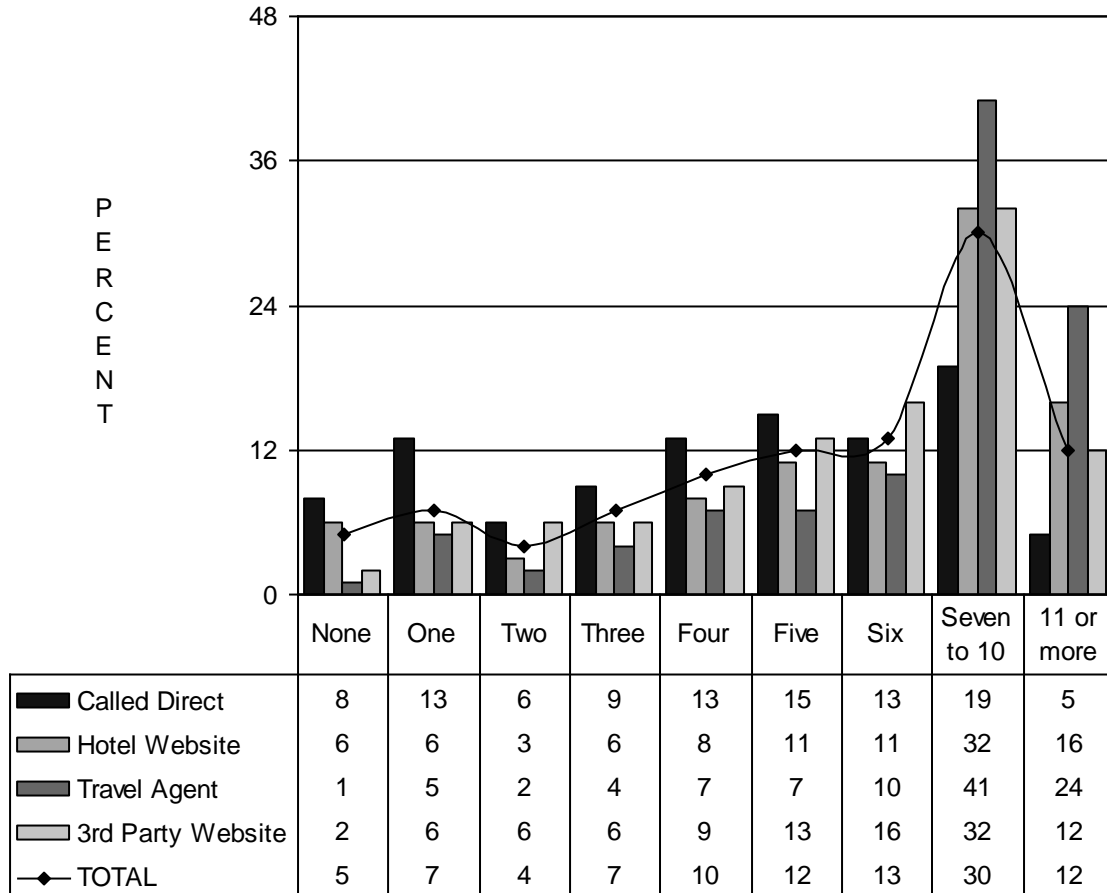
FIGURE 47
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes: Called Direct=482, Hotel Website=671, Travel Agent=263, 3rd Party Website=672, TOTAL=2679)
(Means: Called Direct=4.8, Hotel Website=2.3, Travel Agent=0.9, 3rd Party Website =1.5, TOTAL=2.2)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 2.2 hours. Hotel Callers (4.8 hours) spent more time per day gambling than Hotel Website Bookers (2.3 hours), who in turn spent more time gambling than Third-Party Website Bookers (1.5 hours), while Travel Agent Bookers (0.9 hours) spent the least amount of time gambling.

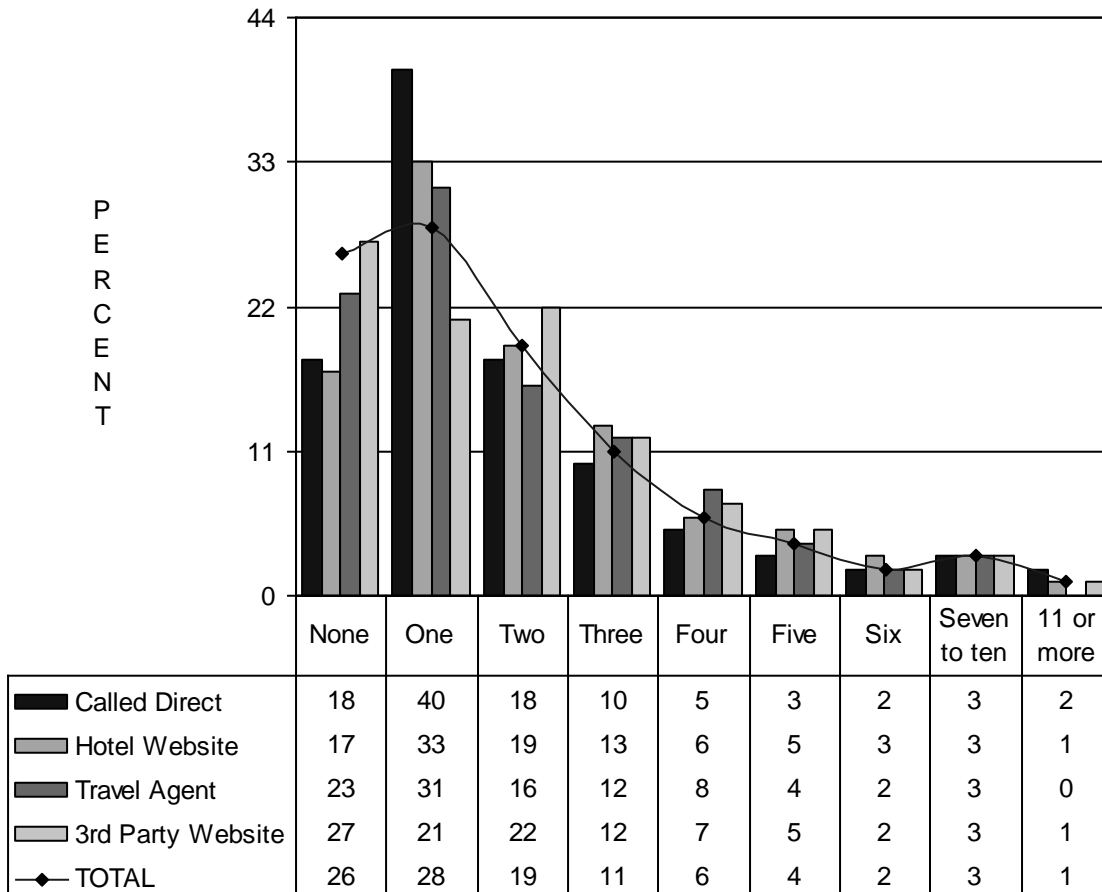
FIGURE 48
Number Of Casinos Visited



(Means: Called Direct=4.8, Hotel Website=6.9, Travel Agent=8.3, 3rd Party Website =6.5, TOTAL=6.4)

All visitors to Las Vegas were asked how many casinos they had visited. The average number of casinos visited was 6.4. On average, Travel Agent Bookers visited more casinos (8.3) than Hotel Website Bookers (6.9) and Third-Party Website Bookers (6.5), while Hotel Callers (4.8) visited the fewest number of casinos.

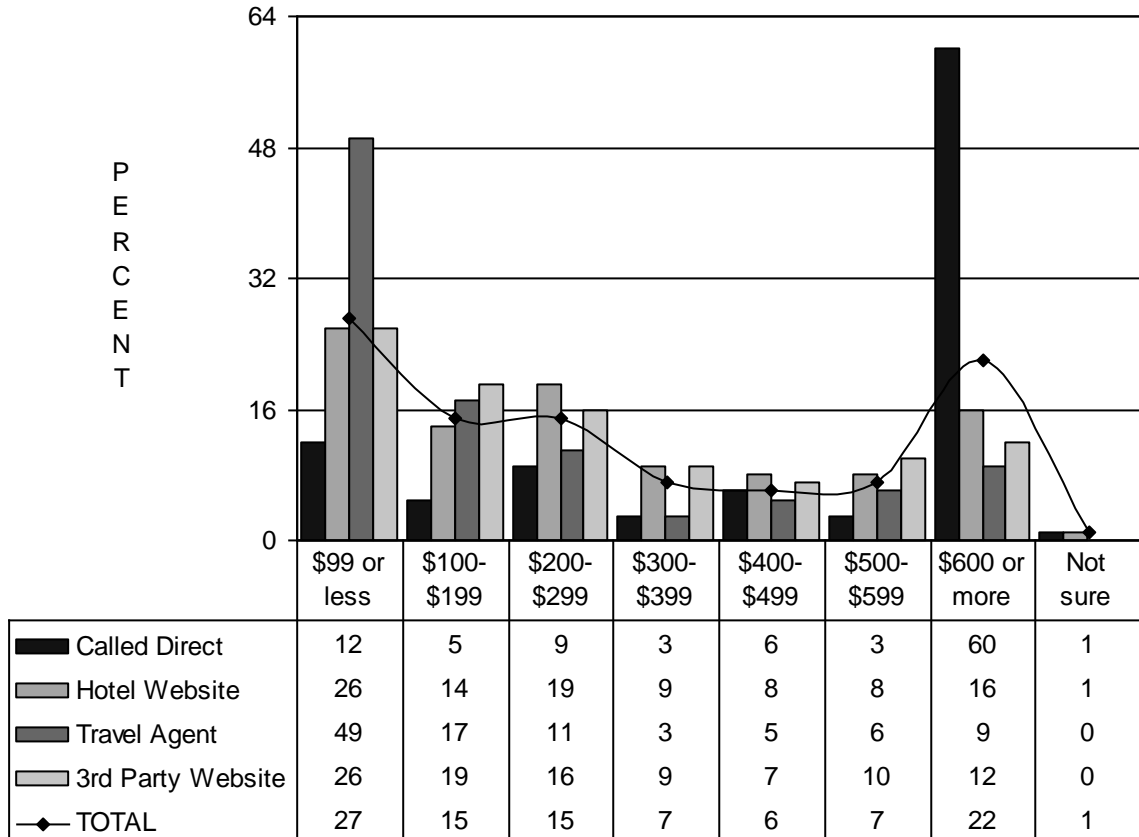
FIGURE 49
Number Of Casinos Where Gambled



(Means: Called Direct=2.0, Hotel Website=2.1, Travel Agent=2.0, 3rd Party Website=2.0, TOTAL=1.9)

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 1.9. Hotel Callers (40%) were the most likely booking segment to say that they had gambled at one casino only.

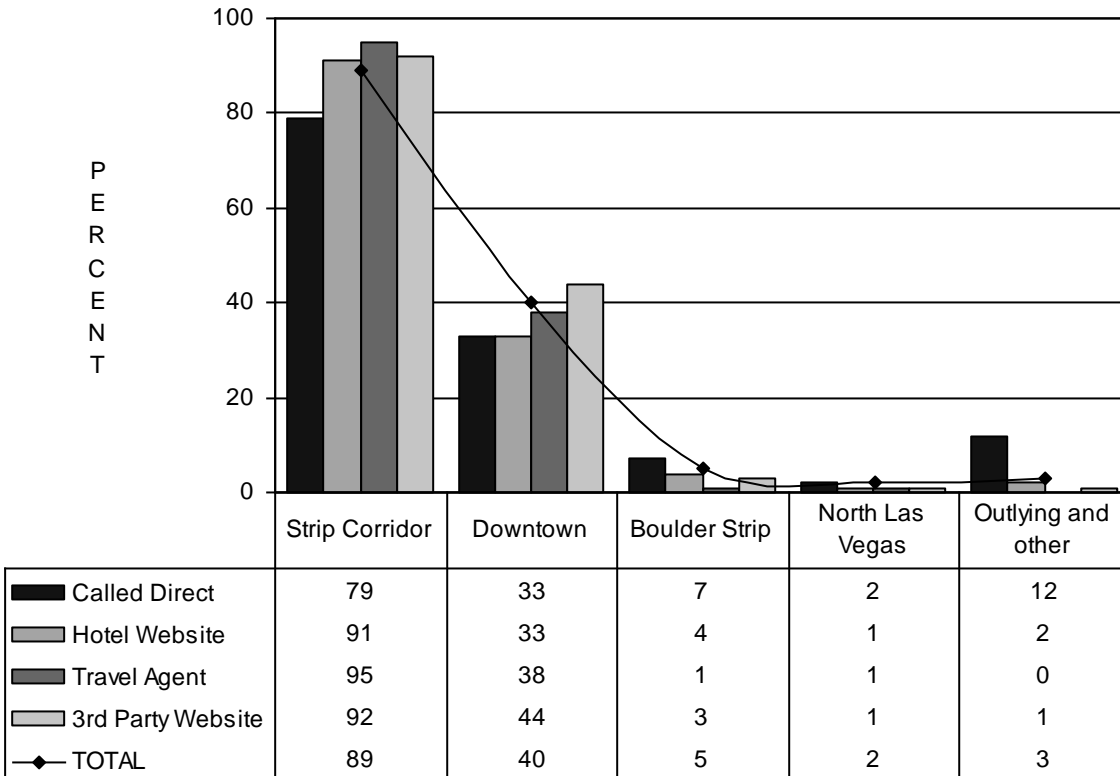
FIGURE 50
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes: Called Direct=482, Hotel Website=671, Travel Agent=263, 3rd Party Website=672, TOTAL=2679)
(Means: Called Direct=\$1,355.47, Hotel Website=\$393.54, Travel Agent=\$227.39, 3rd Party Website=\$348.69, TOTAL=\$527.05)

The average trip gaming budget among all visitors who gambled was \$527.05. Hotel Callers (\$1,355.47) budgeted more for gambling than Hotel Website Bookers (\$393.54) and Third-Party Website Bookers (\$348.69), while Travel Agent Bookers (\$227.39) had the lowest average trip gaming budget among these booking segments.

FIGURE 51
Where Visitors Gambled*
(Among Those Who Gambled)



*Multiple responses were permitted.

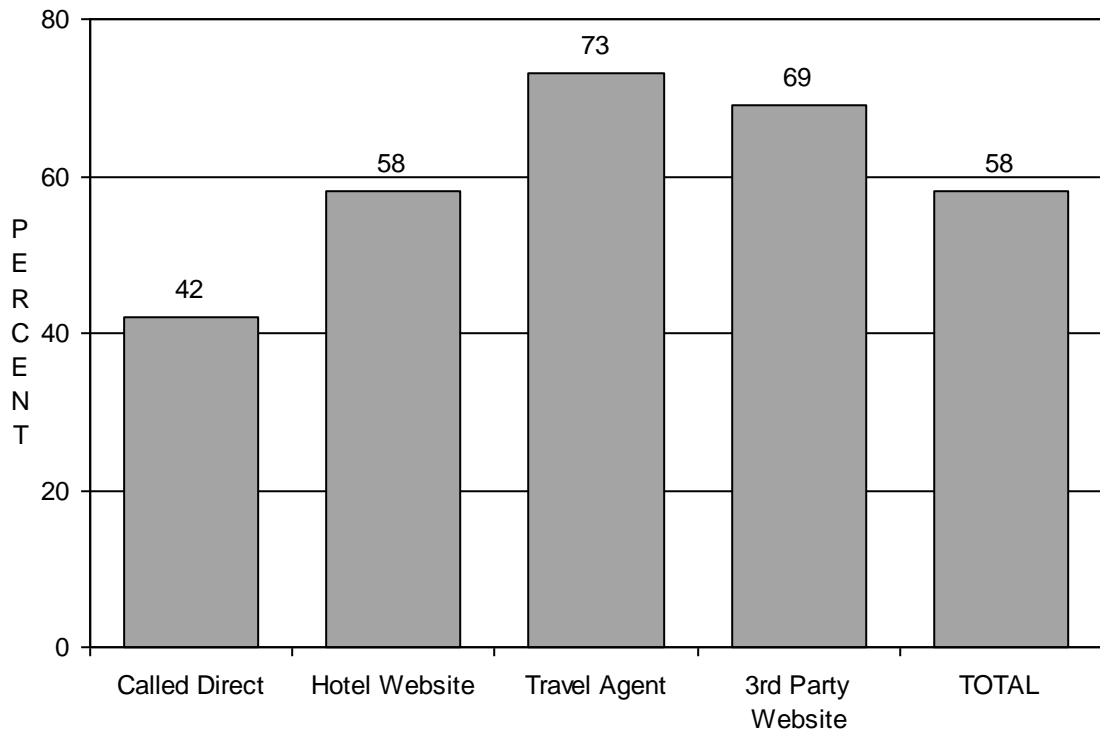
(Base Sizes: Called Direct=316, Hotel Website=489, Travel Agent=215, 3rd Party Website=1031, TOTAL=2652)

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

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

ENTERTAINMENT

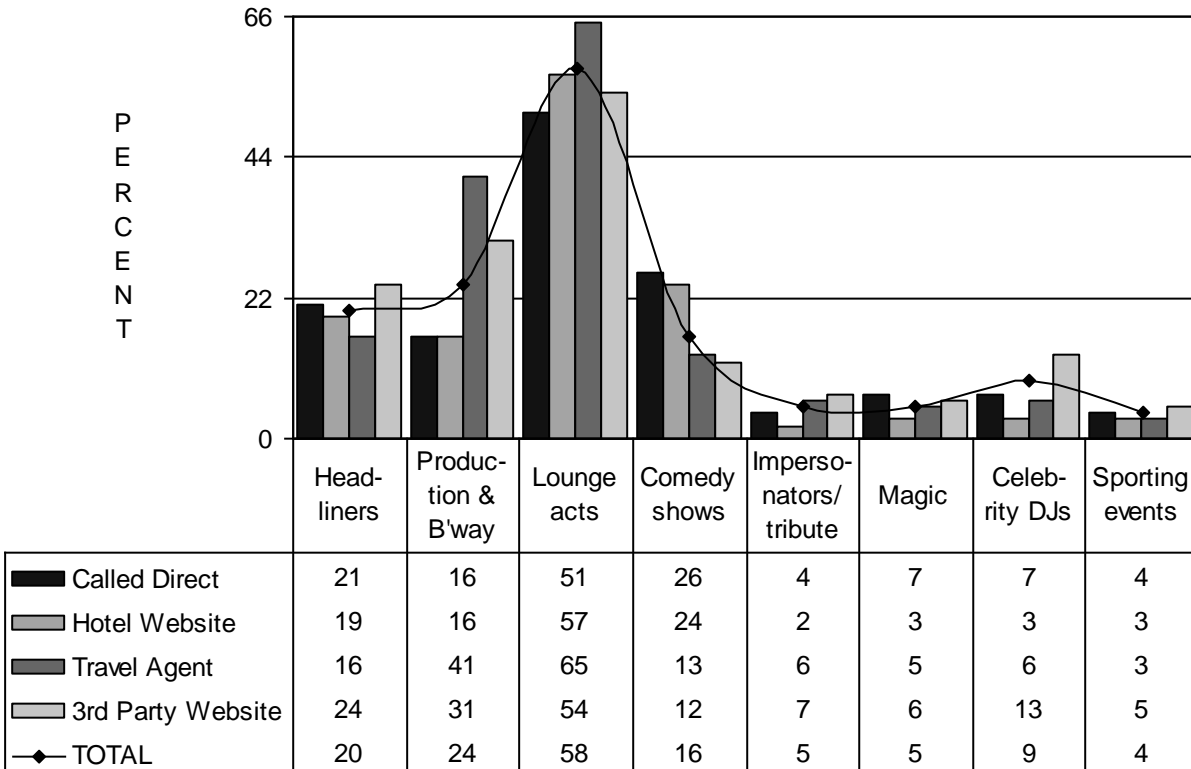
FIGURE 52
Entertainment Attendance



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, 58% of all visitors said they went to at least one show. Travel Agent Bookers (73%) and Third-Party Website Bookers (69%) were more likely than Hotel Website Bookers (58%), who in turn were more likely than Hotel Callers (42%), to say that they saw at least one show.

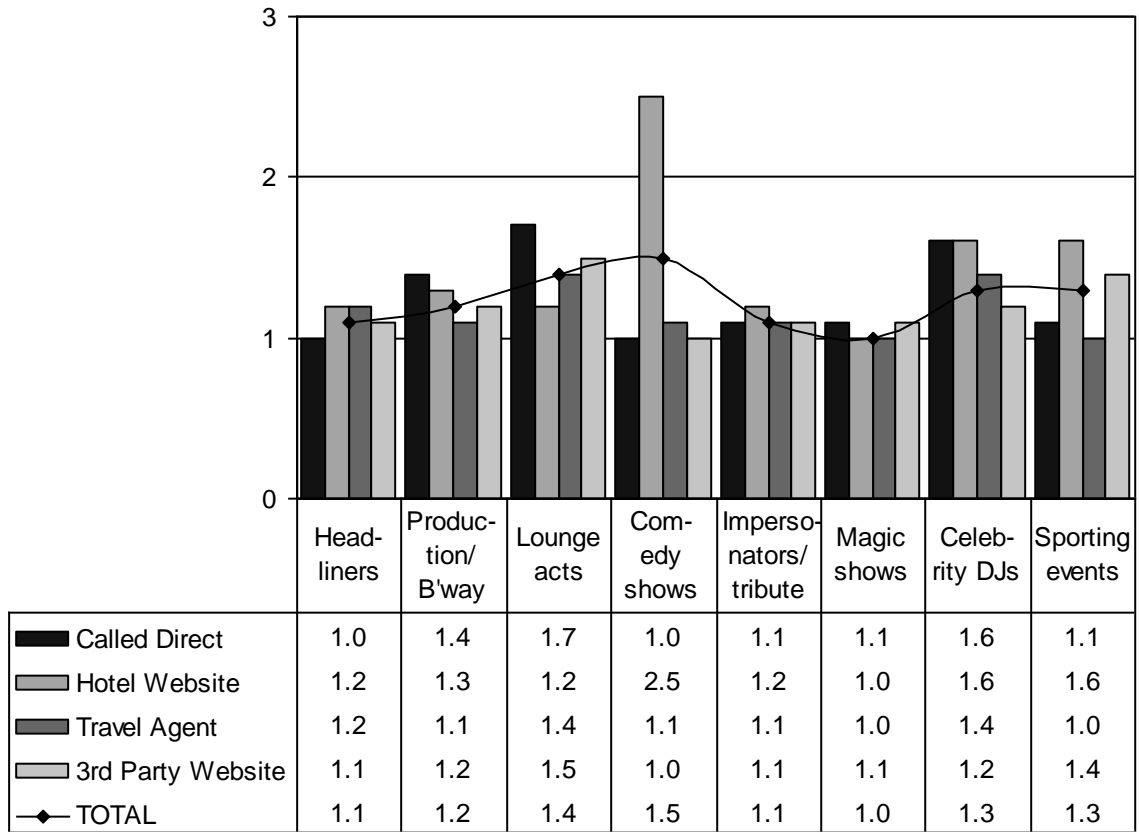
FIGURE 53
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Called Direct=246, Hotel Website=474, Travel Agent=248, 3rd Party Website=632, TOTAL=2096)

Lounge acts (58%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Travel Agent Bookers (65%) were the most likely booking segment to say that they saw a lounge act, or a production or Broadway show (41%). Third-Party Website Bookers (31%) were also more likely than Hotel Callers or Hotel Website Bookers to have seen a production or Broadway show or an Impersonator or tribute show (7%). By contrast, Hotel Callers (26%) and Hotel Website Bookers (24%) were both more likely than Travel Agent Bookers (13%) and Third-Party Website Bookers (12%) to say that they saw a comedy show. Third-Party Website Bookers (13%) were the most likely booking segment to say that they saw a celebrity DJ, while Hotel Callers were also more likely than Hotel Website Bookers to have done so.

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

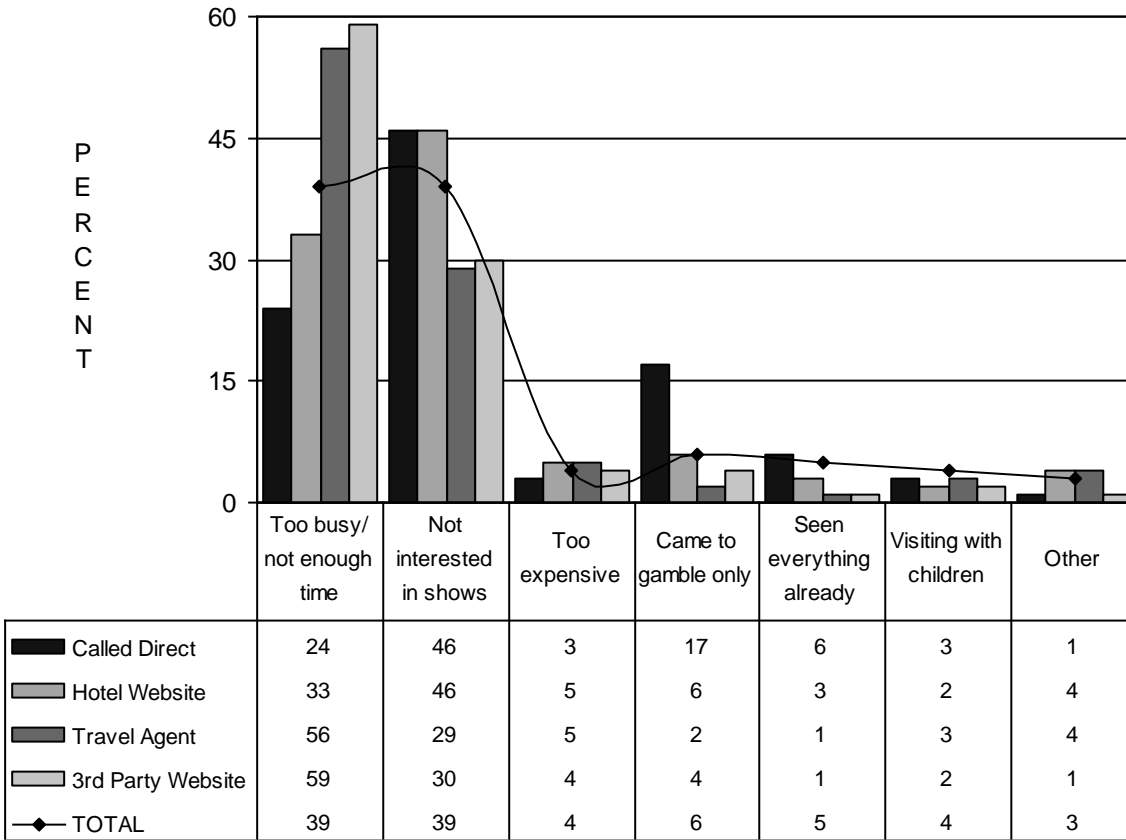


Multiple responses permitted.

(Base Sizes: Called Direct=246, Hotel Website=474, Travel Agent=248, 3rd Party Website=632, TOTAL=2096)

Hotel Callers (1.7 shows) saw more lounge acts than Hotel Website Bookers (1.2 shows) and Travel Agent Bookers (1.4 shows). Hotel Callers (1.4 shows) also saw more production or Broadway shows than Travel Agent Bookers (1.1 shows) and Third-Party Website Bookers (1.2 shows), and saw more celebrity DJs (1.6) than Third-Party Website Bookers (1.2 shows).

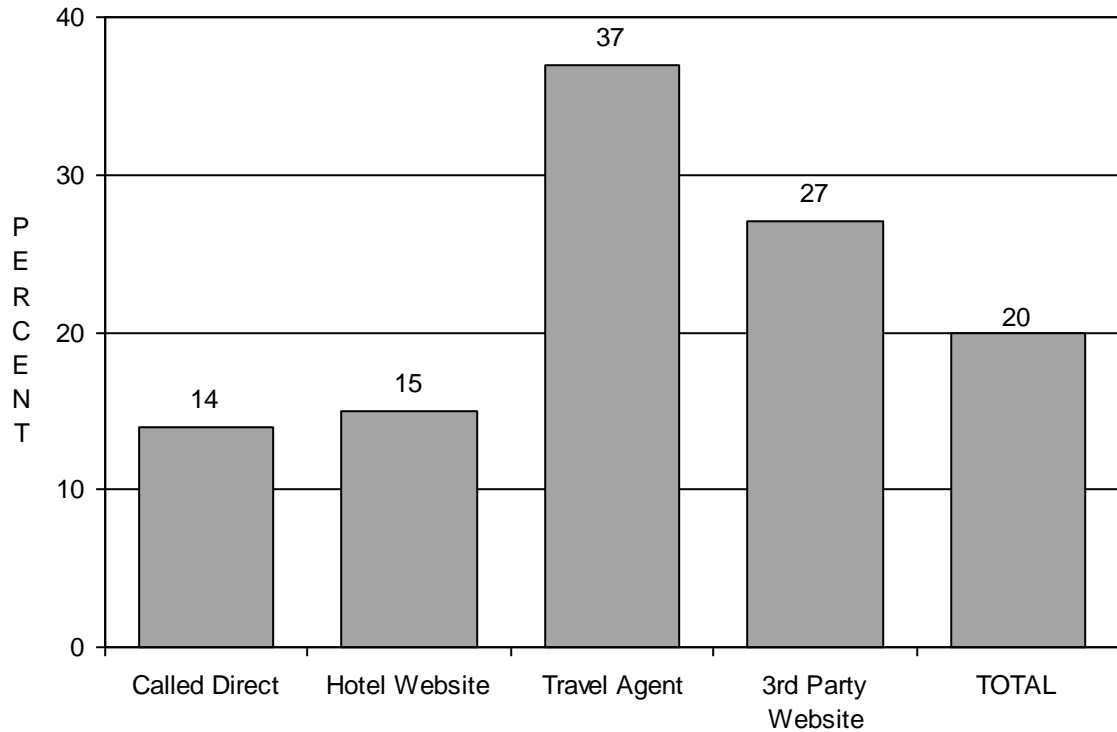
FIGURE 55
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)



(Base Sizes: Called Direct=339, Hotel Website=338, Travel Agent=92, 3rd Party Website=288, TOTAL=1503)

Visitors who did not attend any shows gave several reasons why they did not. The most common reasons were a lack of time and a lack of interest (39% each). Travel Agent Bookers (56%) and Third-Party Website Bookers (59%) were more likely than Hotel Website Bookers (33%) to cite a lack of time, while Hotel Callers were the least likely segment to give this response. Hotel Callers and Hotel Website Bookers (46% each) were more likely than Travel Agent Bookers (29%) or Third-Party Website Bookers (30%) to say that they simply weren't interested. Hotel Callers (17%) were more likely than the other booking segments to say that they preferred gambling to going to shows.

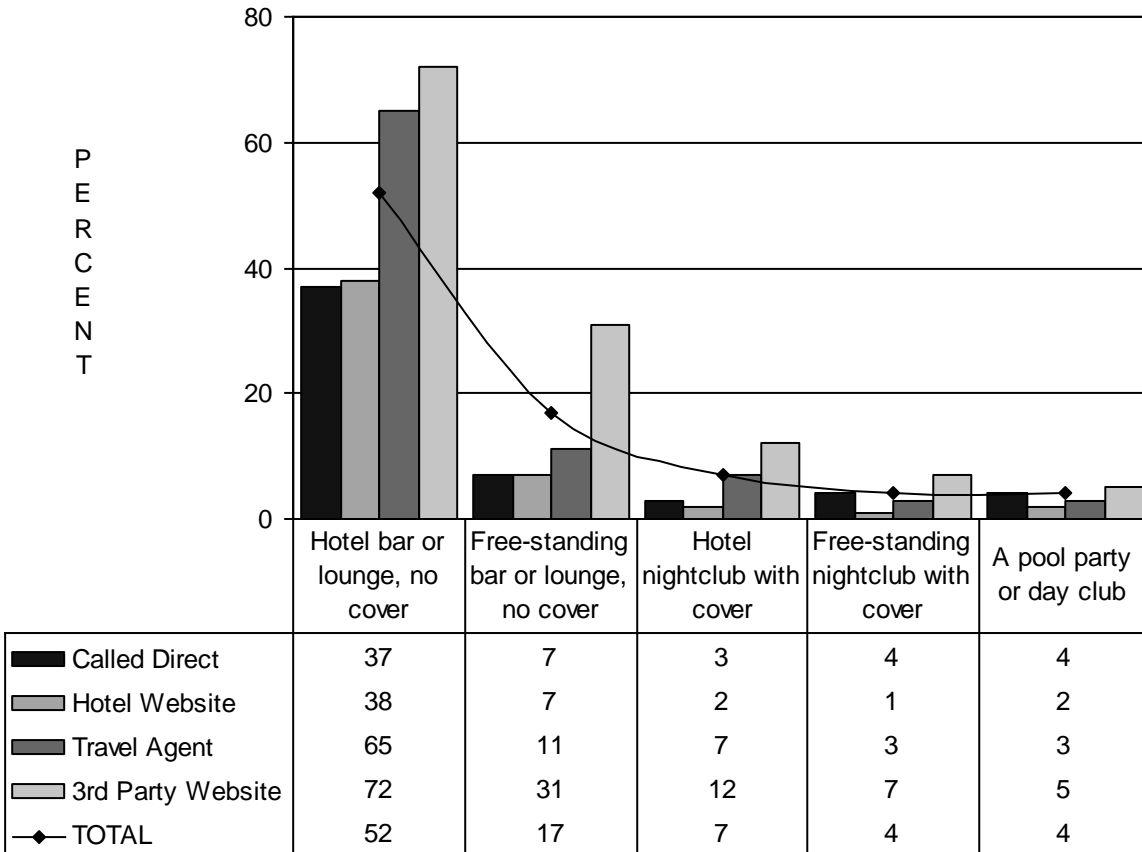
FIGURE 56
Whether Has Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay. Overall, 20% said yes. Travel Agent Bookers (37%) were the most likely to give this response, while Third-Party Website Bookers (27%) were also more likely than Hotel Website Bookers (15%) and Hotel Callers (14%) to have been to other paid attractions.

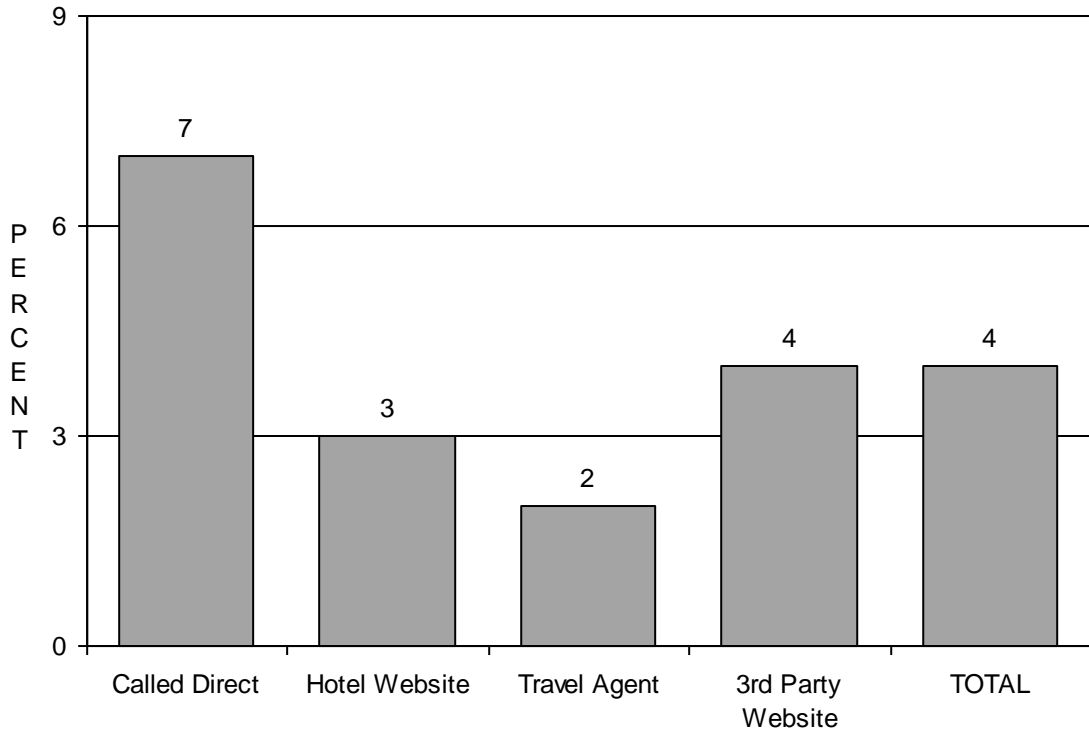
FIGURE 57
Whether Has Been To Nightclubs, Bars, And Lounges



Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Third-Party Website Bookers (72%) were the most likely to say that they had been to a hotel bar or lounge with no cover charge. Third-Party Website Bookers were also the most likely segment to say that they had been to a free-standing bar or lounge with no cover charge (31%), a hotel nightclub with a cover (12%), or a free-standing nightclub with a cover charge (7%). Travel Agent Bookers were also more likely than Hotel Website Bookers or Hotel Callers to say that had been to a hotel bar or lounge with no cover charge (65%) or a hotel nightclub with a cover charge (7%).

FIGURE 58
Whether Visited A Spa

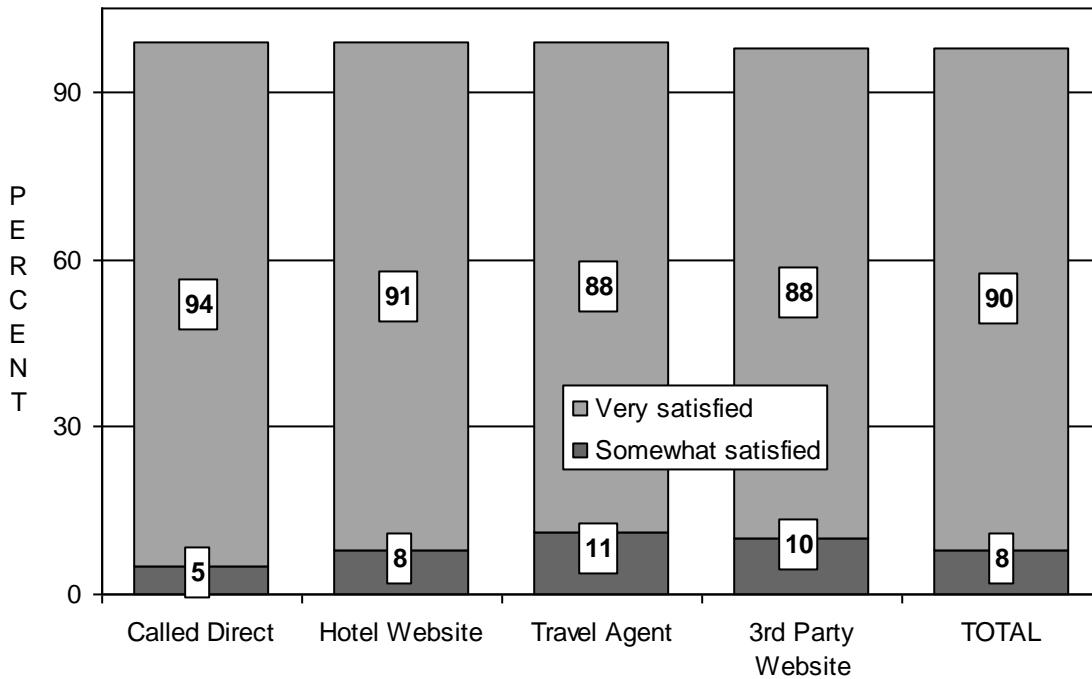


Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 4% said they had. Hotel Callers (7%) were more likely than the other booking segments to say they had visited a spa.

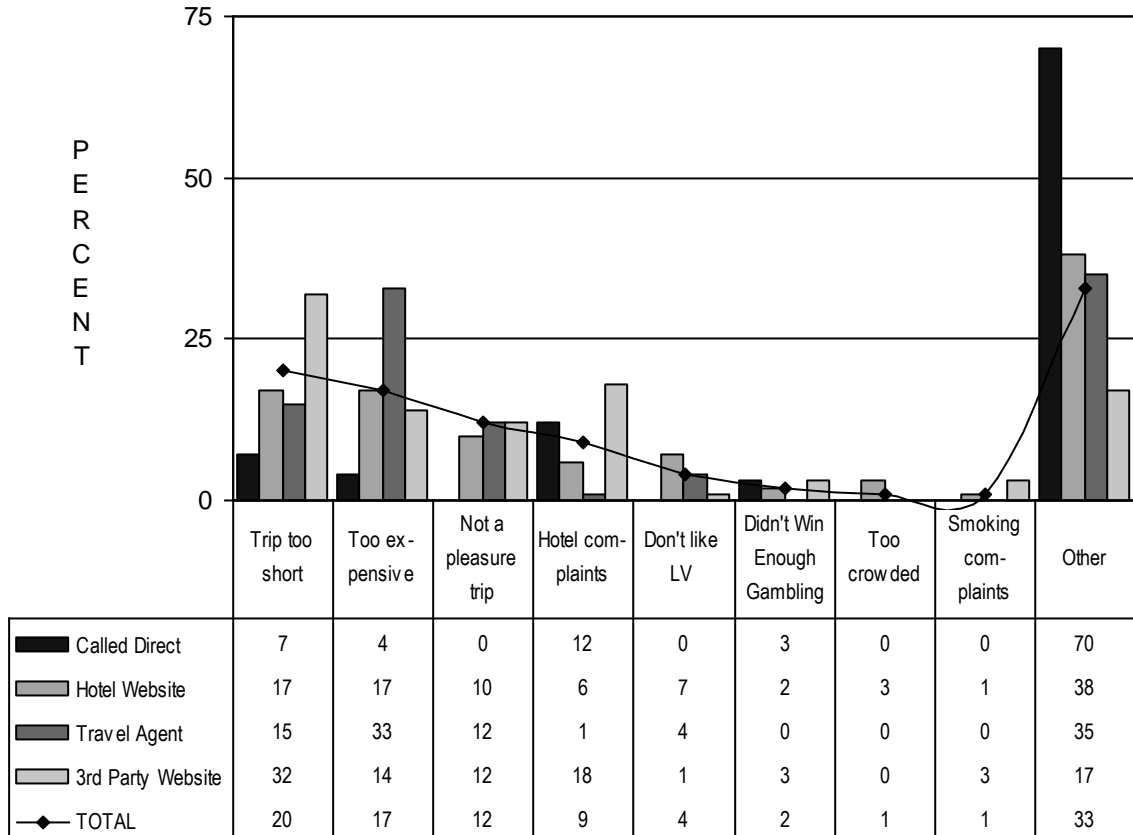
ATTITUDINAL INFORMATION

FIGURE 59
Satisfaction With Visit



Nine out of ten (90%) visitors were “very satisfied” with their visit to Las Vegas, while 8% were “somewhat” satisfied. Hotel Callers (94%) were more likely than Third-Party Website Bookers and Travel Agent Bookers (88% each) to say they were “very satisfied.” Travel Agent Bookers (11%) and Third-Party Website Bookers (10%) were more likely than Hotel Callers (5%) to say they were “somewhat satisfied.”

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



(Base Sizes: Called Direct=31*, Hotel Website=68, Travel Agent=37*, 3rd Party Website=93, TOTAL=304)

The figure above presents the key reasons why satisfaction levels were not higher among those visitors who were only "somewhat satisfied" with their visit. The most common reasons given were the trip was too short (20%) and the perception that Las Vegas is too expensive (17%). Third-Party Website Bookers (32%) were the most likely segment to say their trip was too short. Travel Agent Bookers (33%) were more likely than Hotel Callers (4%) and Third-Party Website Bookers (14%) to say it was too expensive. Third-Party Website Bookers (18%) were also more likely than Travel Agent Bookers (1%) and Hotel Website Bookers (6%) to have complaints about their hotel.

* Note very small base size for Called Direct, and Travel Agent.

VISITOR DEMOGRAPHICS

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

- Retired (32%).
- Domestic visitors (93%).
- From the west (68%), particularly Southern California (28%) and Arizona (18%).
- Sixty-five or older (28%), with the highest average age (mean of 50.1 years).

Travel Agent Bookers were the most likely segment to be:

- Visiting from a foreign country (73%).

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

- Employed (78%).
- Single (19%).
- Non-white (28%).
- 21 to 29 years old (26%), with the lowest average age (mean of 41.5 years).
- From a Southern state (21%).

FIGURE 61
VISITOR DEMOGRAPHICS

	Called Direct	Hotel Website	Travel Agent	3 rd Party Website	TOTAL
<u>GENDER</u>					
Male	50%	51%	47%	48%	50%
Female	50	49	53	52	50
<u>MARITAL STATUS</u>					
Married	85	82	83	76	79
Single	11	14	12	19	16
Separated/Divorced	3	4	4	5	5
Widowed	1	1	1	1	1
<u>JOB CATEGORIES</u>					
Employed	59	67	64	78	68
Unemployed	1	1	2	0	2
Student	2	3	3	3	4
Retired	32	24	26	13	22
Homemaker	6	5	7	5	5
<u>EDUCATION</u>					
High school or less	14	15	21	18	18
Some college/trade school	37	30	28	39	35
College graduate	49	55	51	43	47
<u>AGE</u>					
21 to 29	11	16	14	26	20
30 to 39	18	23	22	26	23
40 to 49	20	22	20	19	19
50 to 59	18	13	18	15	14
60 to 64	6	4	6	6	5
65 or older	28	22	21	9	19
MEAN	50.1	46.2	46.9	41.5	45.1
BASE	(584)	(812)	(340)	(919)	(3599)

(Continued on next page)

FIGURE 62
VISITOR DEMOGRAPHICS

	Called Direct	Hotel Website	Travel Agent	3 rd Party Website	TOTAL
ETHNICITY					
White	79%	84%	83%	72%	77%
African American/Black	6	7	2	9	7
Asian/Asian American	2	2	5	3	2
Hispanic/Latino	11	7	7	12	10
Other	3	1	3	4	3
HOUSEHOLD INCOME					
Less than \$20,000	2	4	2	1	4
\$20,000 to \$39,999	5	4	3	6	6
\$40,000 to \$59,999	10	12	7	14	12
\$60,000 to \$79,999	21	16	24	17	19
\$80,000 or more	56	56	48	55	51
Not sure/no answer	6	9	17	8	9
VISITOR ORIGIN					
<u>U.S.A.</u>	<u>93</u>	<u>85</u>	<u>27</u>	<u>81</u>	<u>80</u>
Eastern states ¹	5	7	5	8	7
Southern states ²	12	15	9	21	16
Midwestern states ³	9	10	5	13	10
<u>Western states⁴</u>	<u>68</u>	<u>52</u>	<u>8</u>	<u>38</u>	<u>47</u>
California	<u>34</u>	<u>25</u>	<u>3</u>	<u>19</u>	<u>23</u>
Southern CA	28	21	2	16	19
Northern CA	6	4	1	4	4
Arizona	18	11	1	5	9
Other West	16	16	4	14	16
<u>Foreign</u>	<u>7</u>	<u>16</u>	<u>73</u>	<u>19</u>	<u>20</u>
BASE	(584)	(812)	(340)	(919)	(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.