

# **LAS VEGAS VISITOR PROFILE**

**Calendar Year 2018**

***Generational Version***

Research that works.

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## **ACKNOWLEDGMENTS**

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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.

Generational differences as originally defined by researchers at the Pew Research Center for the Silent Generation (those born between 1928 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980) and Millennials (those born between 1981 and 1996) are the focus of this report. The tables and charts in this report show data for all visitors and for four visitor subgroups:

- **SILENT GENERATION** — 1% of all visitors.
- **BOOMERS** — 30% of all visitors.
- **GEN X** — 31% of all visitors.
- **MILLENNIALS** — 38% of all visitors.

Visitors born after 1996 (104 visitors in 2018) are included with the Millennial Generation. In 2018 there were no visitors interviewed who were born before 1928.

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

## THE SILENT GENERATION

Those visitors born before 1946 were the most likely to have:

- Lodged in a hotel or timeshare (99%).
- Arrived on a Tuesday (31%).

Members of the Silent Generation were also the most likely to:

- Be retired (94%).
- Be male (76%).

During their visit to Las Vegas the Silent Generation spent an average of:

- \$325.34 on food and drink.
- \$141.96 on shopping.
- \$87.15 on shows and entertainment.



## **BOOMERS**

Those visitors born between 1946 and 1964 were more likely to have:

- Paid a casino comp (23%) or a tour group rate (3%) for their room.
- Paid the most for their package (average of \$1,064.11 among those who bought a package).
- Had two adults in their immediate party (84%).
- Stayed five or more nights in Las Vegas (27%).
- Visited other areas of Nevada during their trip (24%).

Boomers were the most likely to:

- Have an income between \$60,000 and \$79,999 (27%).

During their visit to Las Vegas Boomers spent an average of:

- \$321.28 on food and drink.
- \$159.24 on shopping.
- \$52.36 on shows and entertainment.

## GEN X VISITORS

Those visitors born between 1965 and 1980 were the most likely to have:

- Been visiting Las Vegas for a convention or corporate meeting (13%).
- Paid a convention rate for their lodgings (10%).

Gen X visitors were also the most likely to:

- Be employed (90%) or a homemaker (7%).
- Have a college degree (60%).
- Have an income of \$80,000 or more (74%).

During their visit to Las Vegas Gen X visitors spent an average of:

- \$349.81 on food and drink.
- \$180.57 on shopping.
- \$53.19 on shows and entertainment.

## MILLENNIALS

Those visitors born between 1981 and 1997 were the most likely to have:

- Not visited Las Vegas before (26%).
- Driven to Las Vegas (55%).
- Planned their trip (10%) and booked their accommodations (14%) less than a week in advance.
- Used social media platforms (45%), apps (20%) or relied on word of mouth (42%) in planning their trip.
- Visited Downtown Las Vegas (55%).
- Traveled with people under 21 in their immediate party (10%).
- Used Google (48%), Facebook (22%), or Instagram (5%) to plan their activities while in Las Vegas.
- Been to a celebrity DJ show (12%), a free-standing bar or lounge without a cover charge (25%), a nightclub in a hotel with a cover charge (15%), a free-standing nightclub with a cover charge (9%), or a pool party or day club (7%).

Millennials were also the most likely to:

- Be single (35%).
- Be visiting from Southern California (22%).
- Have an income of less than \$40,000 (22%).
- Be female (54%).

During their visit to Las Vegas Millennials spent an average of:

- \$281.35 on food and drink.
- \$130.23 on shopping.
- \$43.99 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. 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. In this report, due to the small number of the Silent Generation members (1% of all visitors) some differences between them and other segments that appear large may not meet the standard for statistical significance.

This report presents the results of the 2018 study. Statistically significant differences in the behavior, attitudes, and opinions of the Silent Generation (those born between 1928 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980) and Millennials (those born between 1981 and 1996) are pointed out in the text of the report. Visitors born after 1996 (104 visitors in 2018) are included with the Millennial Generation (in 2018 there were no visitors interviewed who were born before 1928). The tables and charts in this report show data for all visitors and for the four generational subgroups.

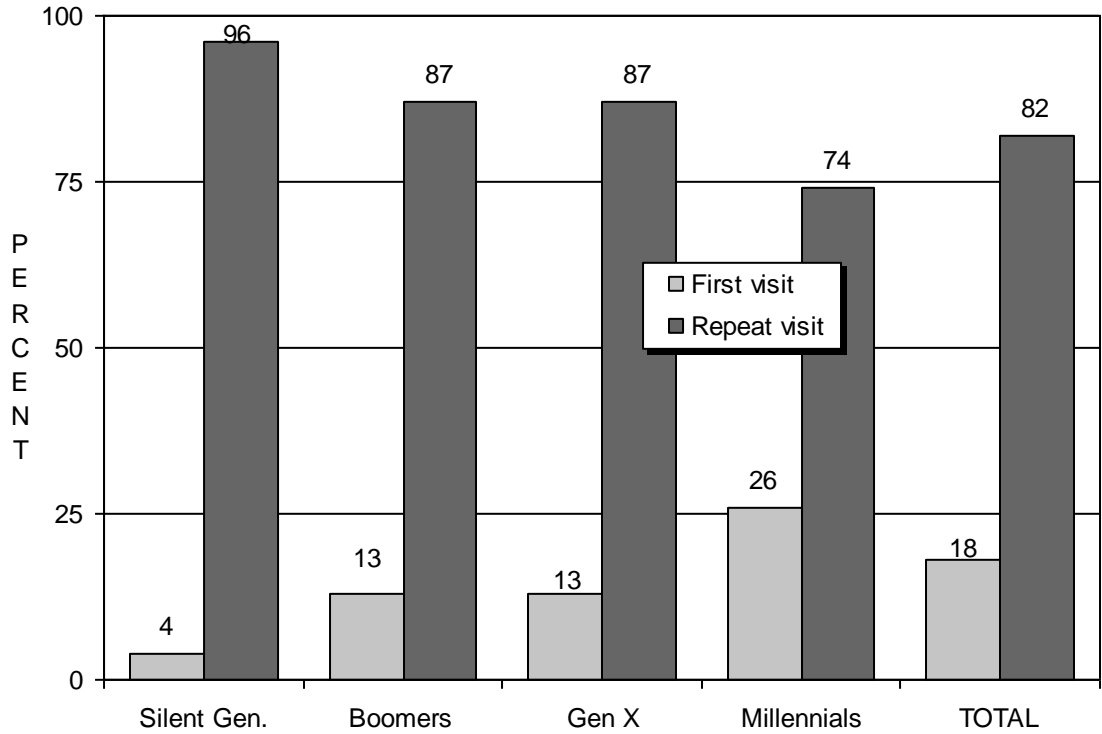
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2018. These questions will be rotated back into the questionnaire in Calendar Year 2019 and subsequently asked every other year. These questions are noted in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

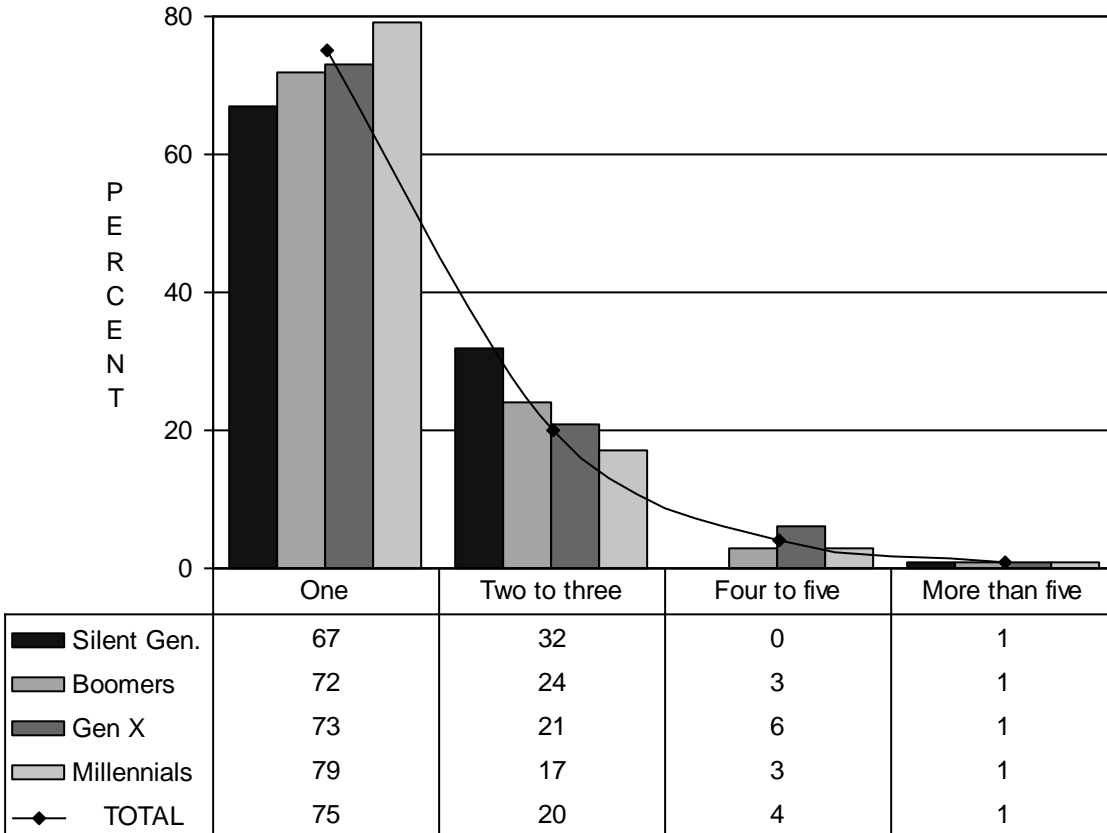
## REASONS FOR VISITING

FIGURE 1  
First Visit vs. Repeat Visit



Boomers, Gen X visitors (87% each), and the Silent Generation (96%) were all more likely than Millennials (74%) to say they had visited Las Vegas before.

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

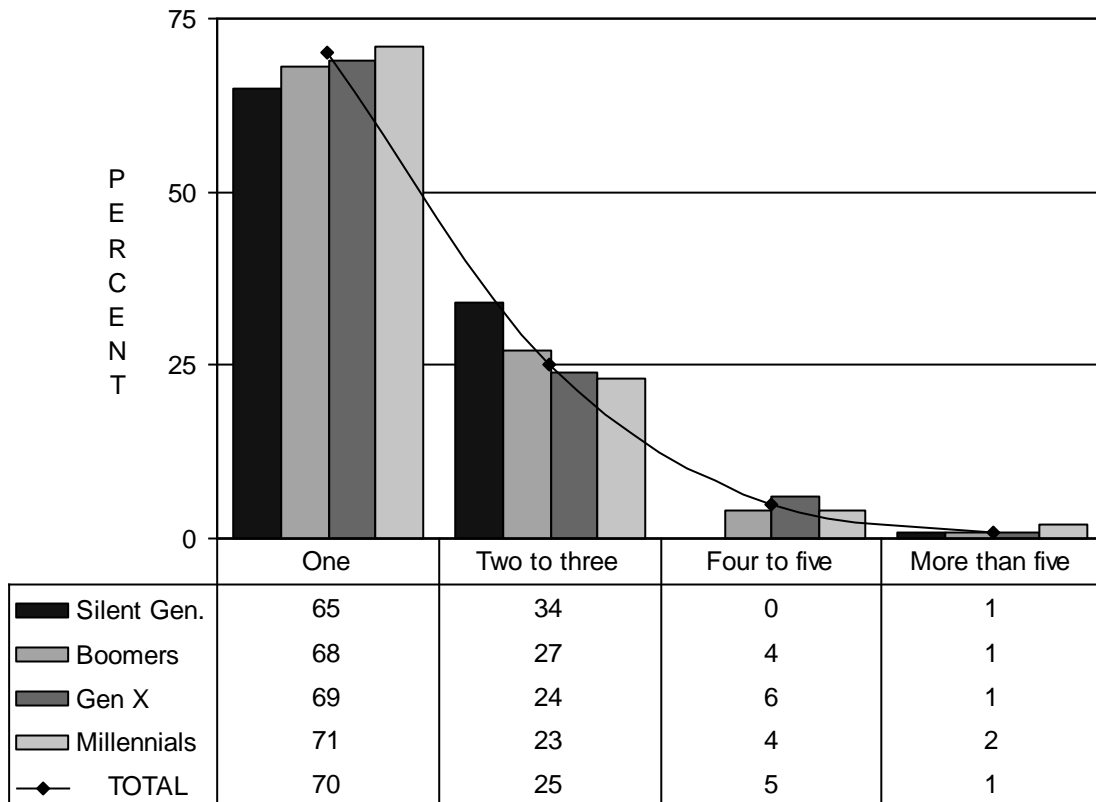


(Means: Silent Gen=1.4, Boomers=1.5, Gen X=1.5, Millennials=1.4, TOTAL=1.5)

The average number of visits during the past year among all visitors was 1.5. Millennials (79%) were more likely than Boomers (72%) and Gen X visitors (73%) to have visited Las Vegas only once during the past year.



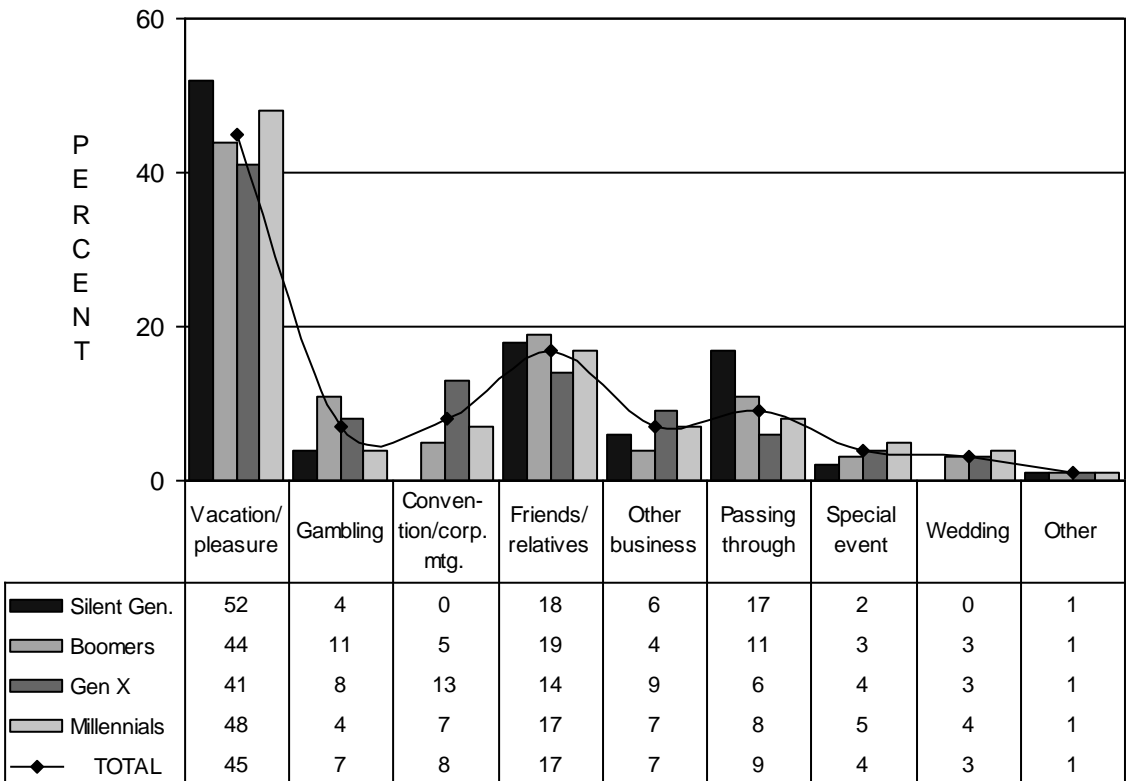
**FIGURE 3**  
Frequency Of Visits In Past Year  
(Among Repeat Visitors)



(Base Sizes: Silent Gen=40, Boomers=946, Gen X=963, Millennials=1014, TOTAL=2963)  
(Means: Silent Gen=1.4, Boomers=1.6, Gen X=1.6, Millennials=1.5, TOTAL=1.6)

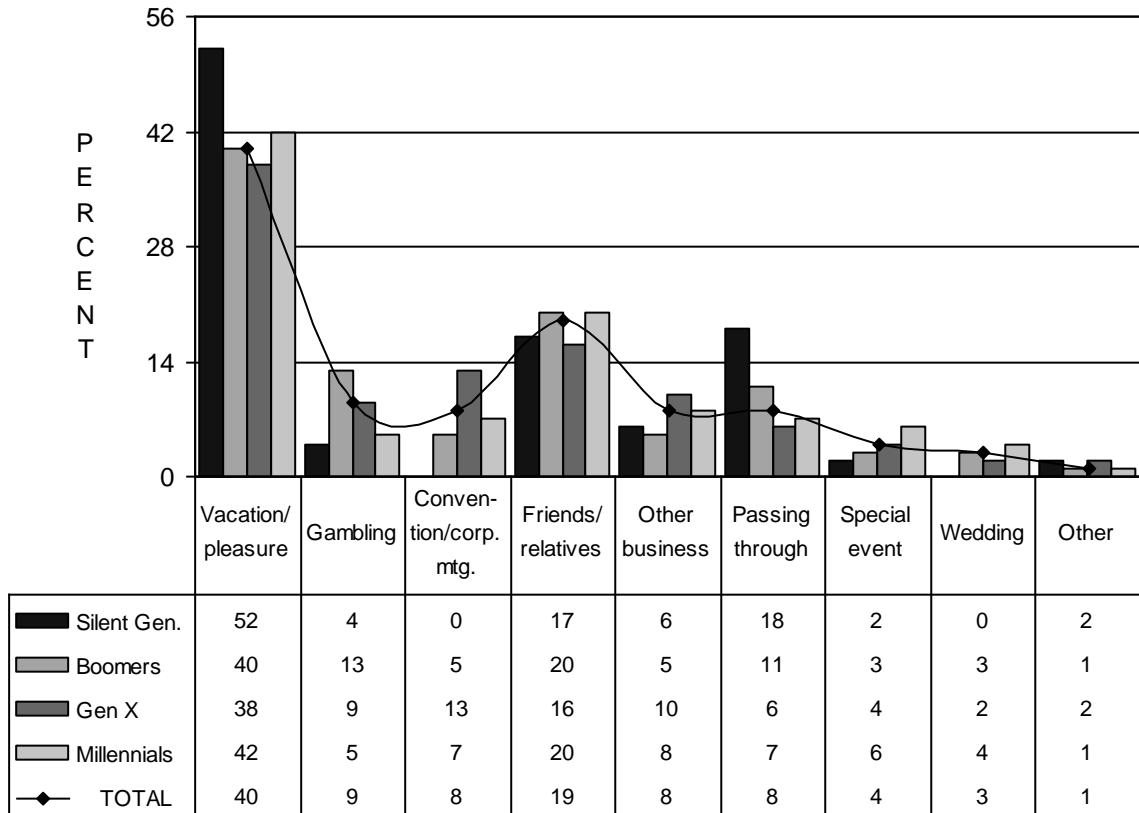
Looking at the frequency of visits in the past year among returning visitors, Gen X visitors (6%) were more likely than Boomers, Millennials (4% each) and the Silent Generation (0%) to have visited four to five times. There were no differences in the average number of visits between any of the groups.

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



Looking at the primary purpose of the current visit among all visitors, Gen X visitors (13%) were the most likely to say they traveled to Las Vegas for a convention or corporate meeting. Millennials (48%) were more likely than Gen X visitors to say they were visiting Las Vegas for vacation or pleasure, while Boomers (19%) were more likely than Gen X visitors (14%) to say they were visiting friends or relatives. Boomers (11%) were more likely than Gen X visitors (8%) to say they came to Las Vegas primarily to gamble, while Gen X visitors were also more likely than Millennials (4%) to give this response. Boomers (11%) were also more likely than Millennials (8%) or Gen X visitors (6%) to say that they were just passing through Las Vegas.

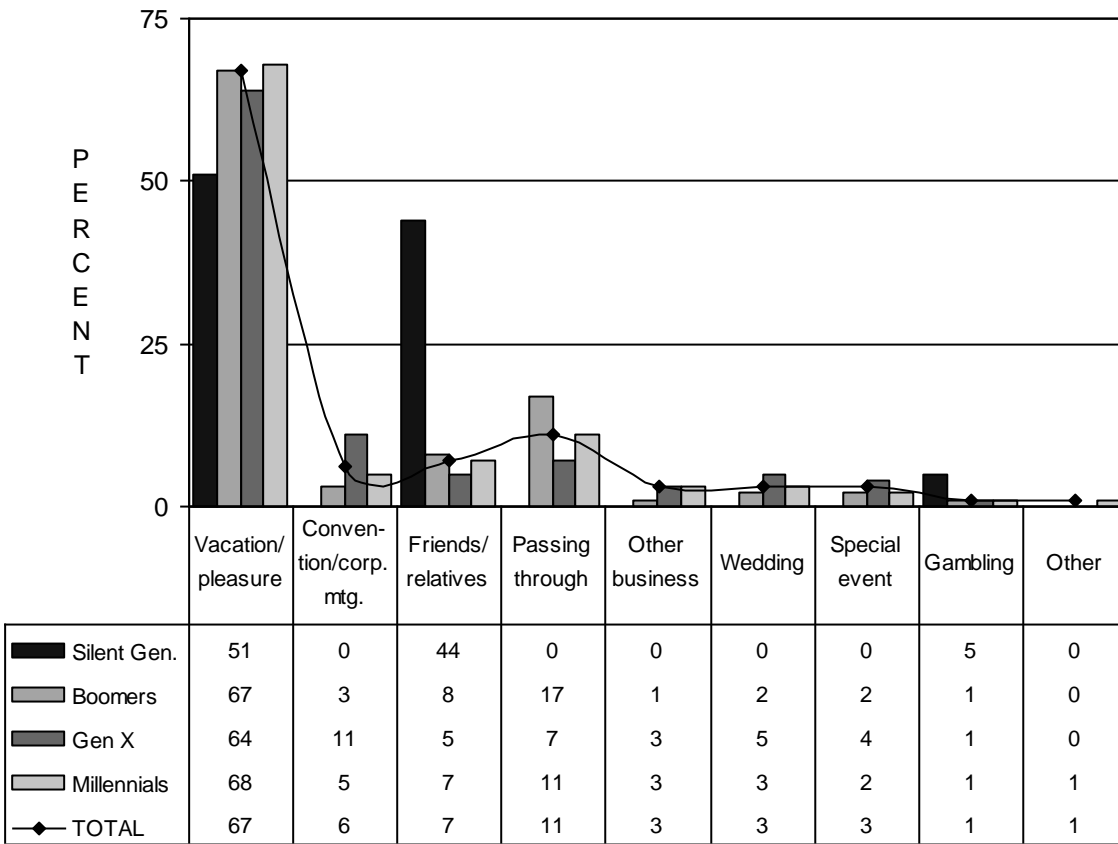
FIGURE 5  
Primary Purpose Of Current Visit  
(Among Repeat Visitors)



(Base Sizes: Silent Gen=40, Boomers=946, Gen X=963, Millennials=1014, TOTAL=2963)

Looking at repeat visitors' primary purpose for their current visit, Gen X visitors (13%) were the most likely segment to say they were visiting for a convention or a corporate meeting. Gen X visitors (10%) and Millennials (8%) were more likely than Boomers (5%) to say they came for business purposes other than a convention or corporate meeting. Boomers (13%) were the most likely segment to say that the primary purpose of their trip was to gamble. Boomers and Millennials (20% each) were more likely than Gen X visitors (16%) to say they were visiting friends or relatives. Members of the Silent Generation (18%) and Boomers (11%) were both more likely than Gen X visitors (6%) and Millennials (7%) to say they were just passing through Las Vegas.

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

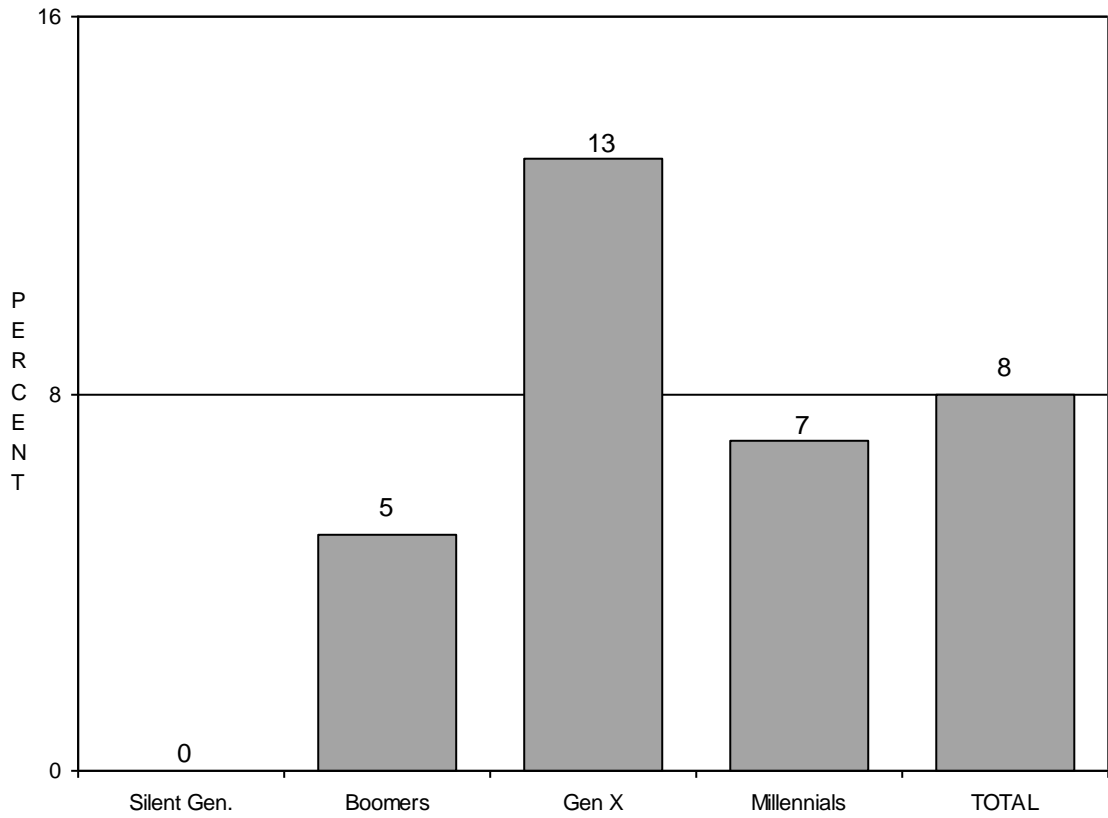


(Base Sizes: Silent Gen=3\*, Boomers=137, Gen X=146, Millennials=351, TOTAL=636)

We also looked at what first-time visitors to Las Vegas said was the purpose of their visit. Overall, two-thirds (67%) of all first-time visitors said they were visiting Las Vegas for vacation or pleasure. Gen X visitors (11%) were more likely than Boomers (3%) to say they were attending a convention or corporate meeting, while Boomers (17%) were more likely than Gen X visitors (7%) to say they were just passing through.

\* Note the very small base size for the Silent Generation.

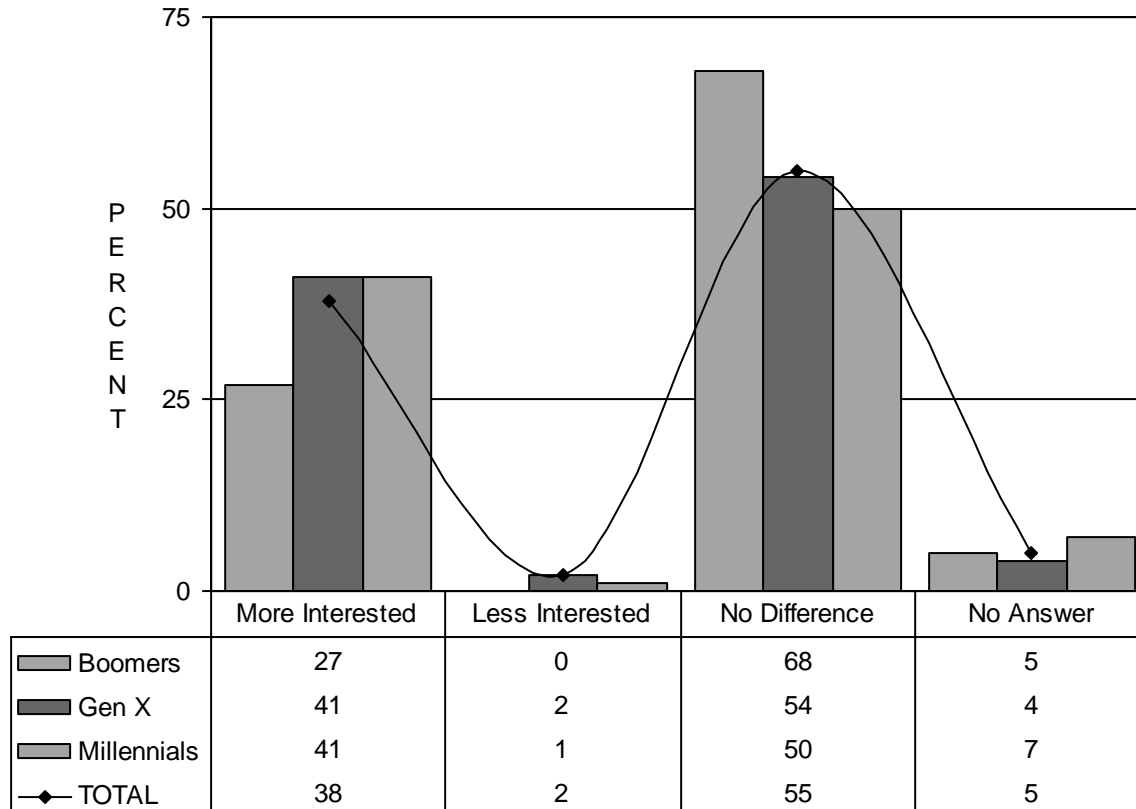
FIGURE 7  
Conventions/Trade Shows/Associations/Corporate Meetings



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. Gen X visitors (13%) were the most likely to say they had.

**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)

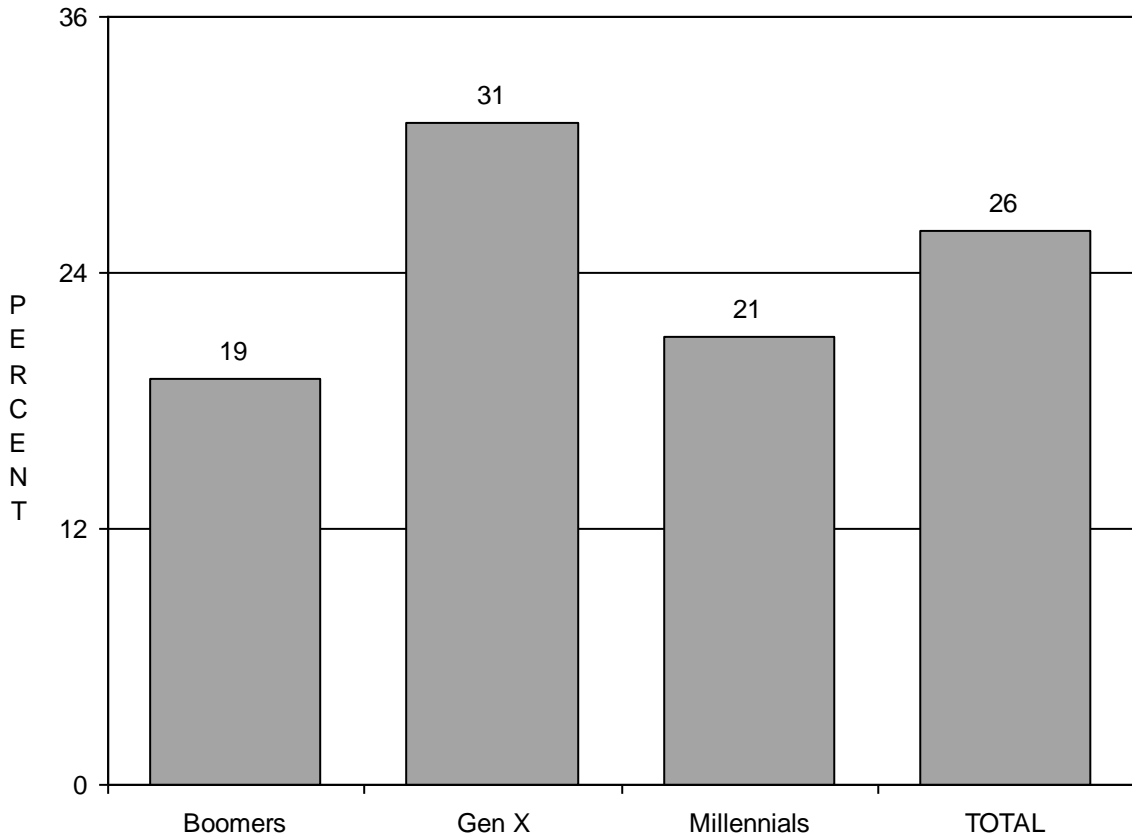


(Base Sizes: Boomers=53, Gen X=147, Millennials=95, TOTAL=295)

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. About four in ten (38%) of all visitors said it would make them more interested in attending while 55% said it would make no difference. Boomers (68%) were more likely than Millennials (50%) to say that the fact that the event was held in Las Vegas made no difference to them.

\* No member of the Silent Generation attended a convention or meeting in 2018.

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: Boomers=53, Gen X=147, Millennials=95, TOTAL=295)

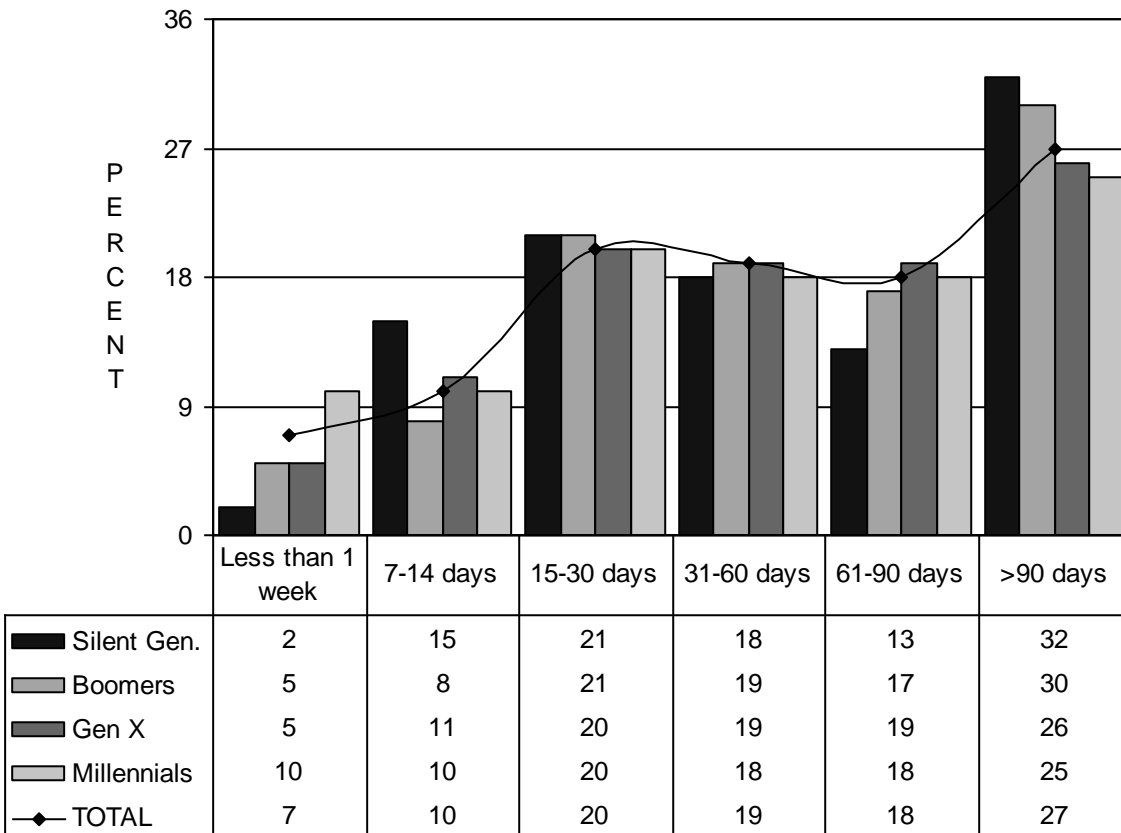
\*Only "yes" responses are reported in this figure.

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. Overall about one in four visitors (26%) said they had.

\* No member of the Silent Generation attended a convention or meeting in 2018.

TRAVEL PLANNING

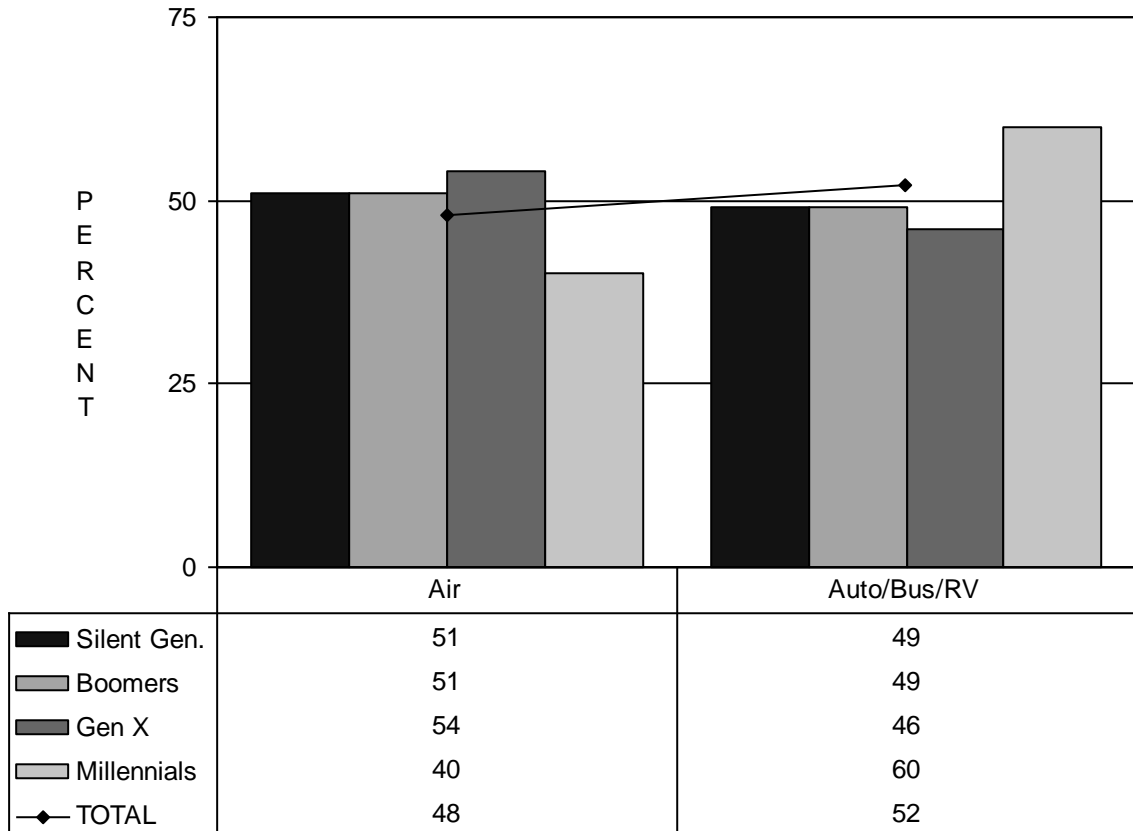
FIGURE 10  
Advance Travel Planning



Visitors tended to plan their trips with more than one month of lead time. Nearly two-thirds of visitors (64%) said that they planned their trip more than one month in advance, while three in ten (30%) said they planned it one week to one month in advance. Millennials (10%) were the most likely segment to plan their trip less than one week in advance, while Boomers (30%) were more likely than Millennials (25%) to plan their trip more than 90 days in advance. Gen X visitors (11%) were more likely than Boomers (8%) to say they planned their trip 7-14 days in advance.

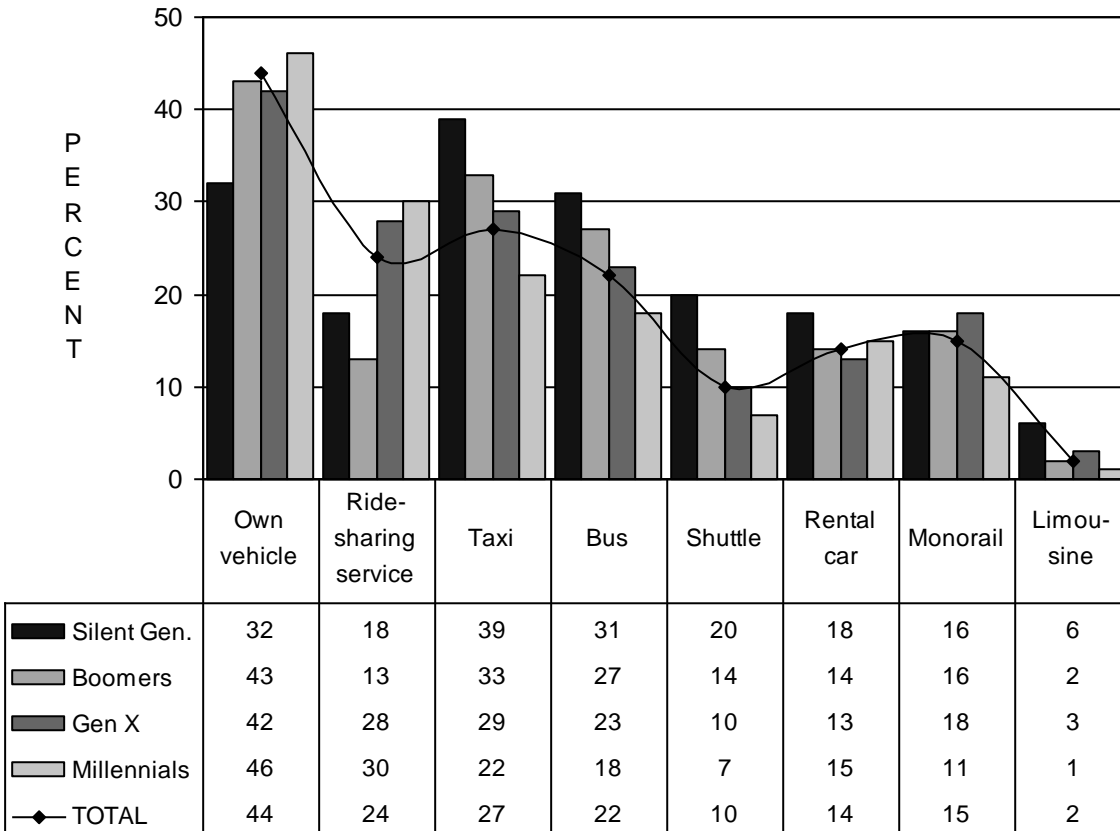


FIGURE 11  
Transportation To Las Vegas



Forty-eight percent (48%) of all visitors said they traveled to Las Vegas by air while 52% said that they took ground transportation. Boomers (51%) and Gen X visitors (54%) were more likely than Millennials (40%) to have traveled by air while Millennials (60%) were more likely than Gen X visitors (46%) and Boomers (49%) to have taken ground transportation.

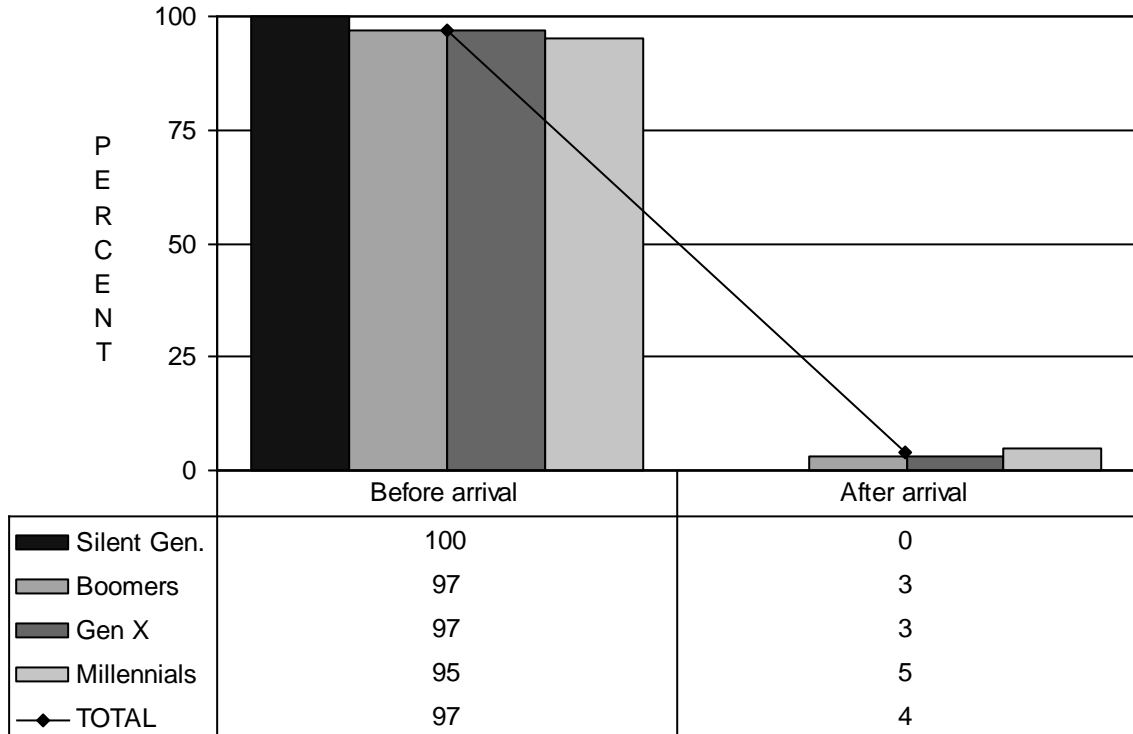
FIGURE 12  
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Boomers and Gen X visitors were more likely than Millennials to use several forms of local transportation including taxis (33% and 29% respectively vs. 22%), buses (27% and 23% vs. 18%) and the monorail (16% and 18% vs. 11%). Millennials (30%) and Gen X visitors (28%) were more likely than Boomers (13%) to have used a ride-sharing service.

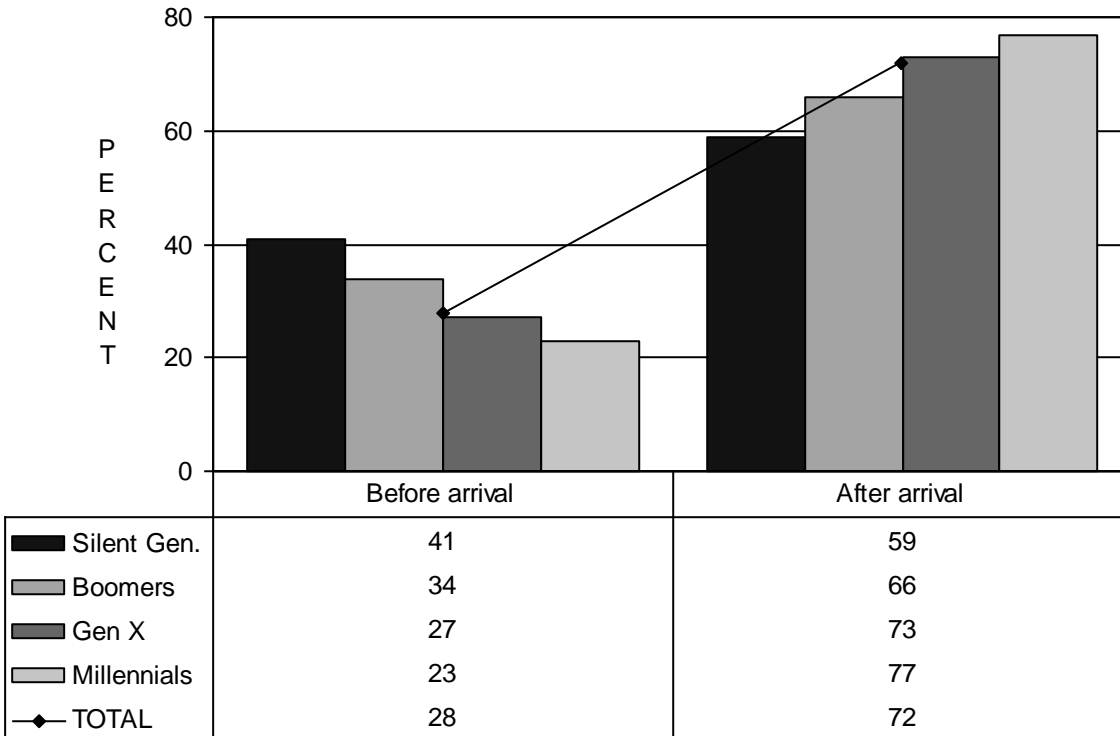
**FIGURE 13**  
When Decided Where To Stay  
(Among Those Who Stayed Overnight)



(Base Sizes: Silent Gen=42, Boomers=1083, Gen X=1103, Millennials=1357, TOTAL=3584)

Among visitors who lodged overnight in Las Vegas, the vast majority (97%) decided where to stay before arriving in Las Vegas. All members of the Silent Generation (100%) did so, while Boomers and Gen X Visitors (97%) were also more likely than Millennials (95%) to do so. Millennials (5%) were the most likely segment to say they did not decide where to stay until after they arrived in Las Vegas.

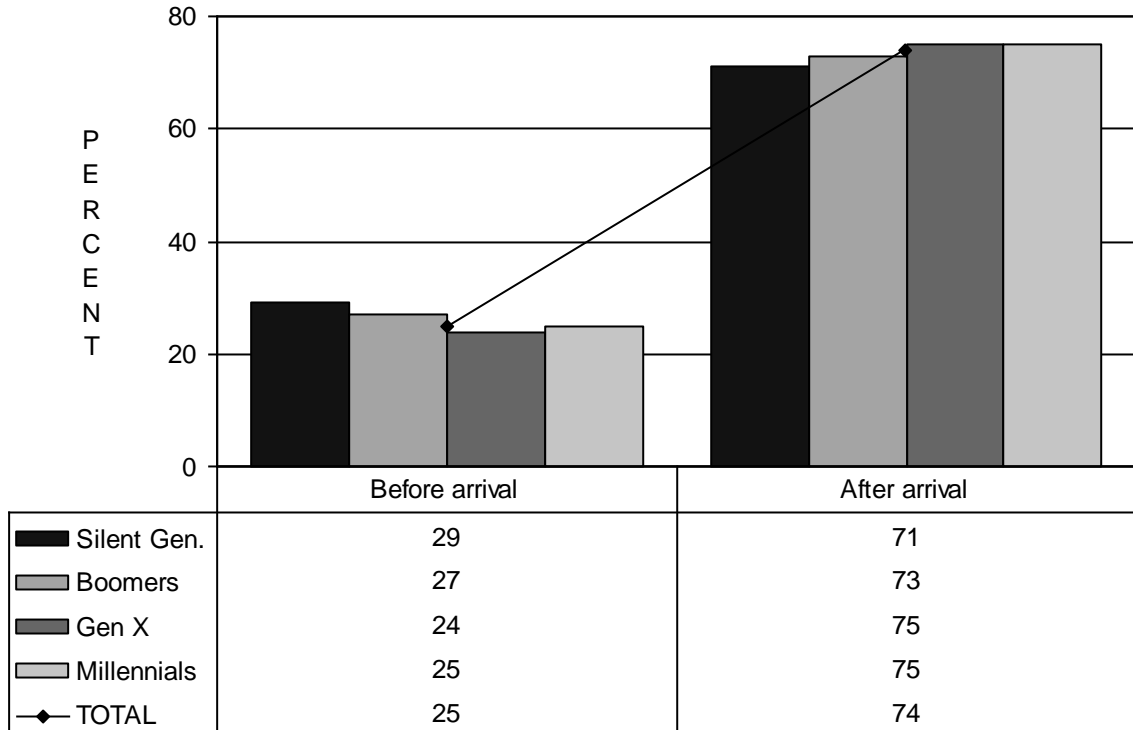
FIGURE 14  
When Decided Where To Gamble  
(Among Those Who Gambled)



(Base Sizes: Silent Gen=33, Boomers=837, Gen X=832, Millennials=977, TOTAL=2679)

Among visitors who gambled while in Las Vegas, 28% said they decided where to gamble before leaving home, while 72% said they decided after their arrival. Boomers (34%) were more likely than Gen X visitors (27%) and Millennials (23%) to say they decided where to gamble before arriving in Las Vegas.

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

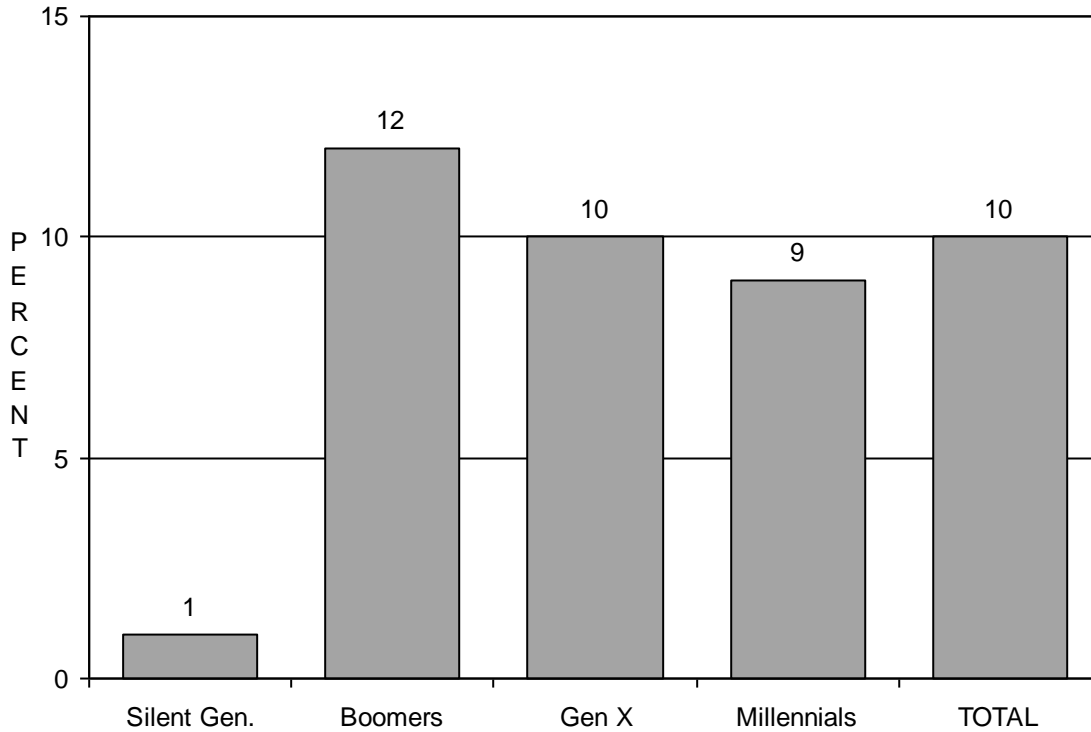


(Base Sizes: Silent Gen=17\*, Boomers=599, Gen X=641, Millennials=839, TOTAL=2096)

Among visitors who saw shows while in Las Vegas, three-quarters (74%) said they decided which shows to see after their arrival, while one in four (25%) said they decided before arriving in Las Vegas. There were no differences among the four generational subgroups on this measure.

\* Note the very small base size for the Silent Generation.

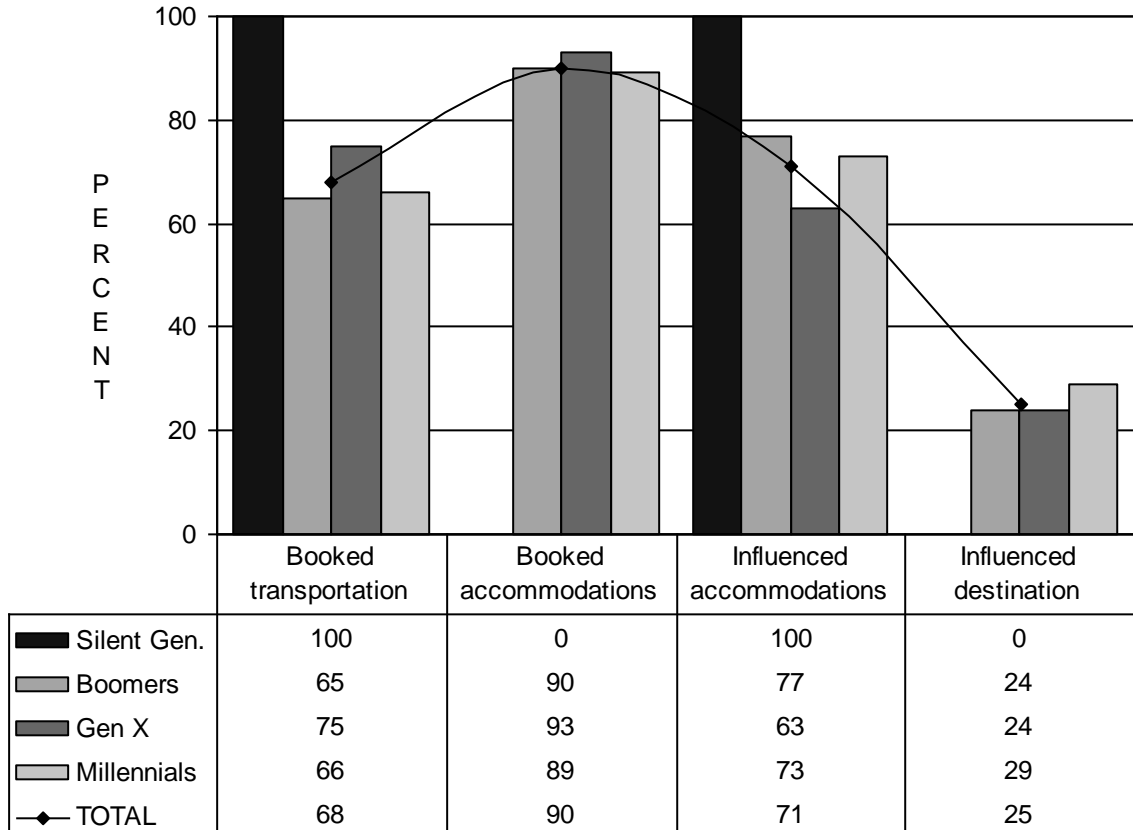
FIGURE 16  
Travel Agent Assistance



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. Boomers (12%) were more likely than Millennials (9%) to have used a travel agent, while the Silent Generation (1%) was the least likely.

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

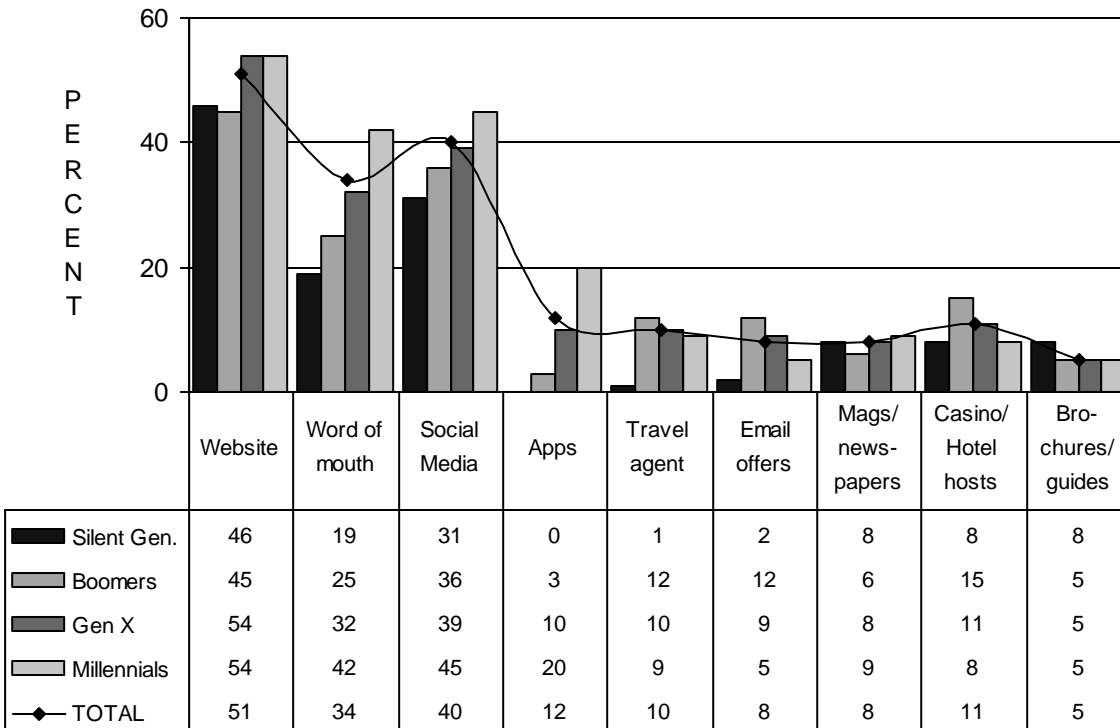


Multiple responses permitted  
(Base Sizes: Silent Gen=1\*, Boomers=134, Gen X=109, Millennials=120, TOTAL=364)

Among those visitors who used a travel agent to plan their trip to Las Vegas, nine in ten (90%) said the travel agent booked their accommodations, while two-thirds (68%) said the agent booked their transportation and seven in ten (71%) said the agent influenced their choice of accommodations. Gen X visitors (75%) were more likely than Boomers (65%) to say that the travel agent booked their transportation, while Boomers (77%) were more likely than Gen X Visitors (63%) to say the travel agent influenced their choice of accommodations.

\* Note the very small base size for the Silent Generation.

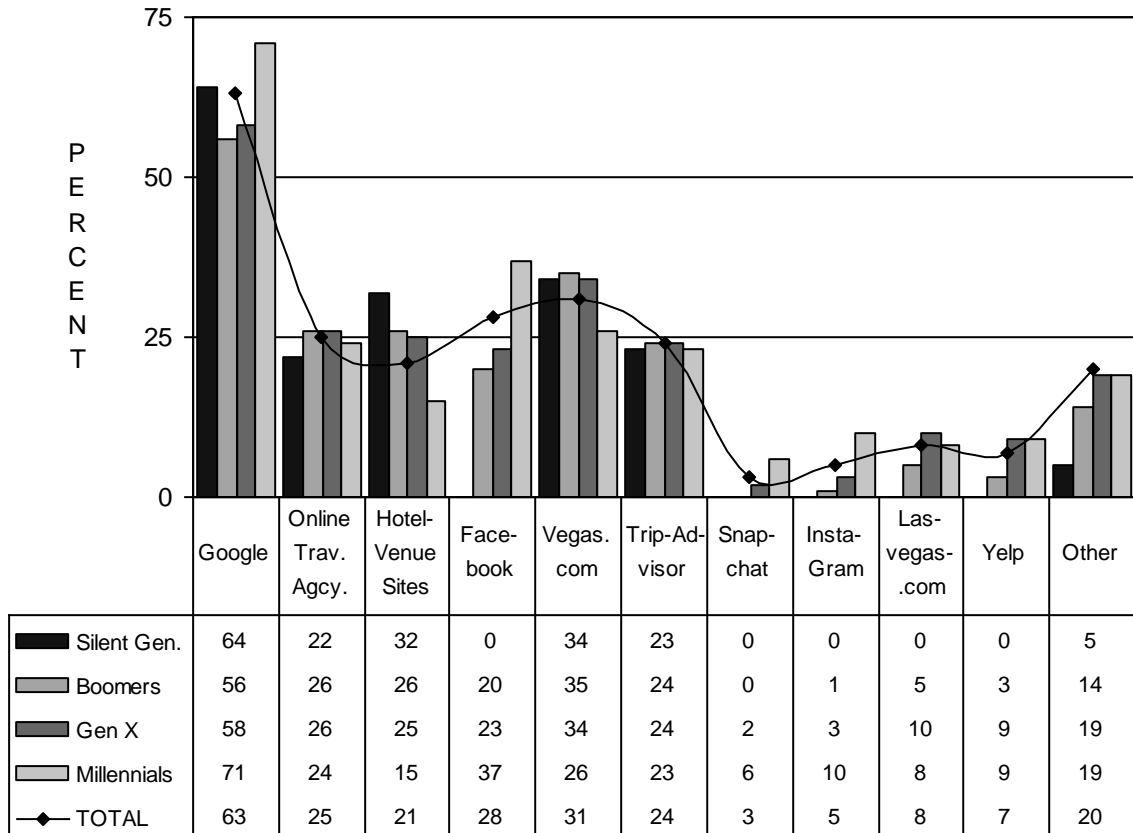
FIGURE 18  
Tools Used In Planning Trip To Las Vegas



Visitors were asked if there were any particular tools they used to help plan their trip to Las Vegas. Millennials were the most likely segment to use social media or apps, while Millennials and Gen X visitors were both more likely than Boomers to use websites or apps in planning their trip. Millennials were also the most likely segment to say they relied on word of mouth in planning their trip, while Gen X visitors (32%) were also more likely than Boomers (25%) to say they relied on word of mouth. Boomers and Gen X visitors were more likely than Millennials to say the used email offers or casino or hotel hosts when planning their trip. Boomers (12%) were also more likely than Millennials (9%) to say they used a travel agent, while the Silent Generation (1%) were the least likely to do so.



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



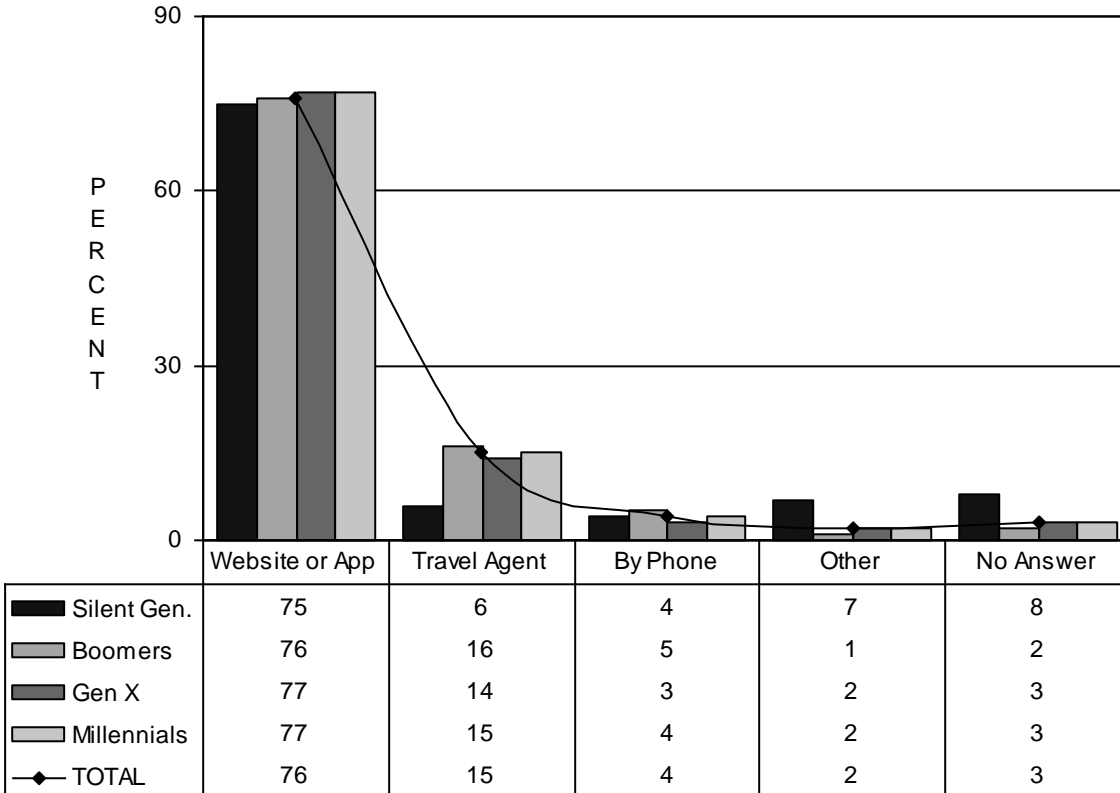
Multiple responses permitted  
(Base Sizes: Silent Gen=19\*, Boomers=549, Gen X=663, Millennials=866, TOTAL=2097)

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, while about three in ten each used Vegas.com (31%) or Facebook (28%), one in four (25%) said they consulted reviews at online travel agencies, and one in five (21%) said they consulted reviews at hotel or show venue sites.

Millennials were the most likely segment to use Google, Facebook, or Instagram, while Boomers and Gen X visitors were more likely than Millennials to use Vegas.com or to say they consulted reviews at hotel or show venue sites. Millennials and Gen X visitors were more likely than Boomers to say they used Yelp.

\* Note the very small base size for the Silent Generation.

**FIGURE 20**  
**How Booked Flight To Las Vegas**  
(Among Those Who Arrived In Las Vegas By Air)

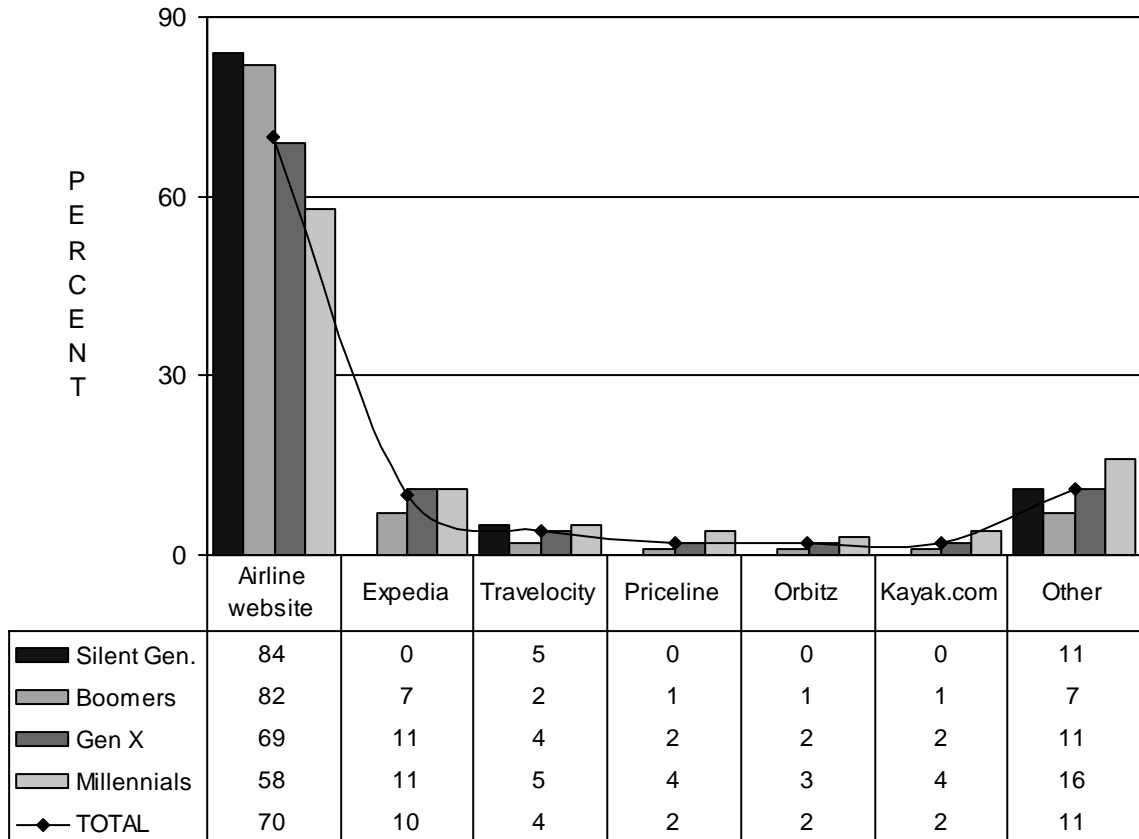


(Base Sizes Silent Gen=21\*, Boomers=550, Gen X=598, Millennials=544, TOTAL=1714)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Three-quarters (76%) of all visitors said they used a website or app while 15% said they used a travel agent and 4% said they booked it by phone. While there were no significant differences among the subgroups regarding website use, Millennials (4%) were more likely than the other generations to say they used an app to book their flight.

\* Note the very small base size for the Silent Generation.

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

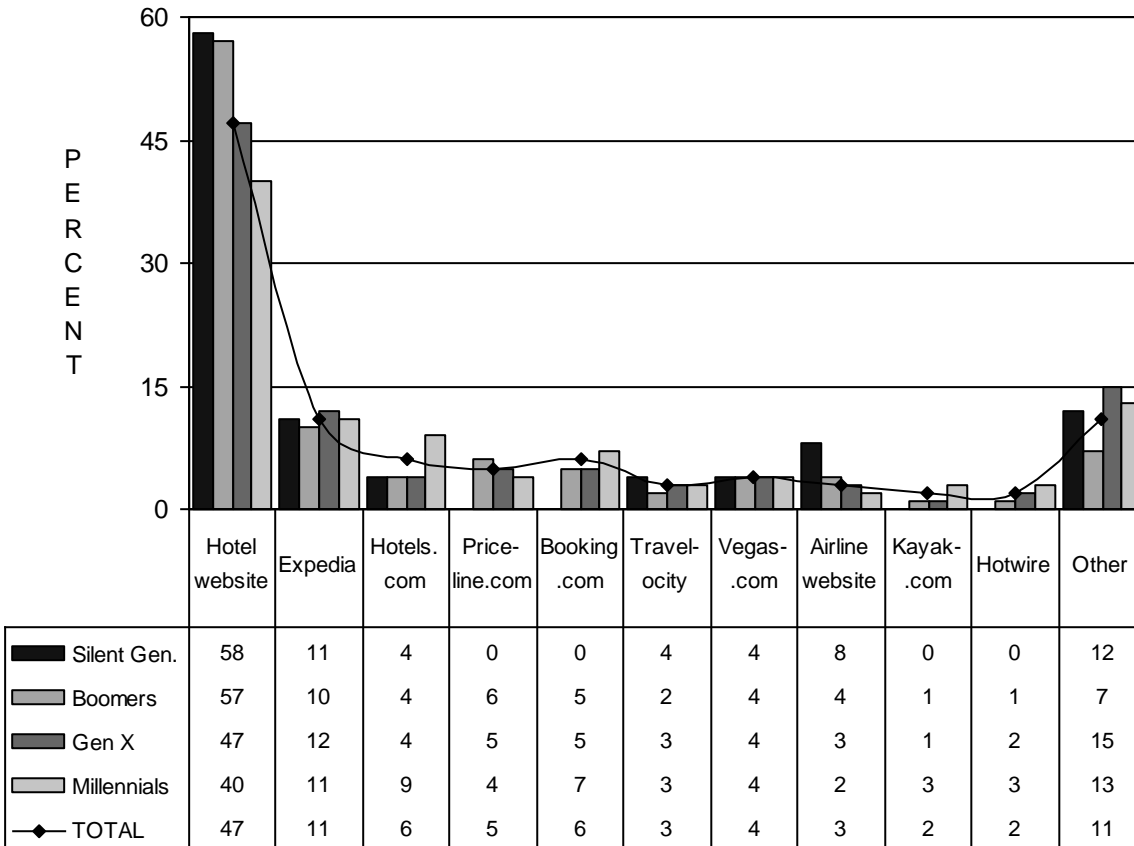


(Base Sizes: Silent Gen=16\*, Boomers=416, Gen X=461, Millennials=416, TOTAL=1309)

Among those visitors who booked their transportation to Las Vegas over the Internet, seven out of 10 (70%) used an airline website. Ten percent (10%) used Expedia, while 4% used Travelocity. Boomers (82%), and Silent Generation visitors (84%) were more likely than Gen X visitors (69%), and Millennials (58%) were the least likely to have used an airline website. Millennials, meanwhile, were more likely than Boomers to have used third party websites such as Expedia, Travelocity, Priceline, Orbitz, or Kayak.

\* Note the very small base size for the Silent Generation.

**FIGURE 22**  
**Website Or App Used To Book Accommodations**  
(Among Those Who Used The Internet  
To Book Their Accommodations In Las Vegas)

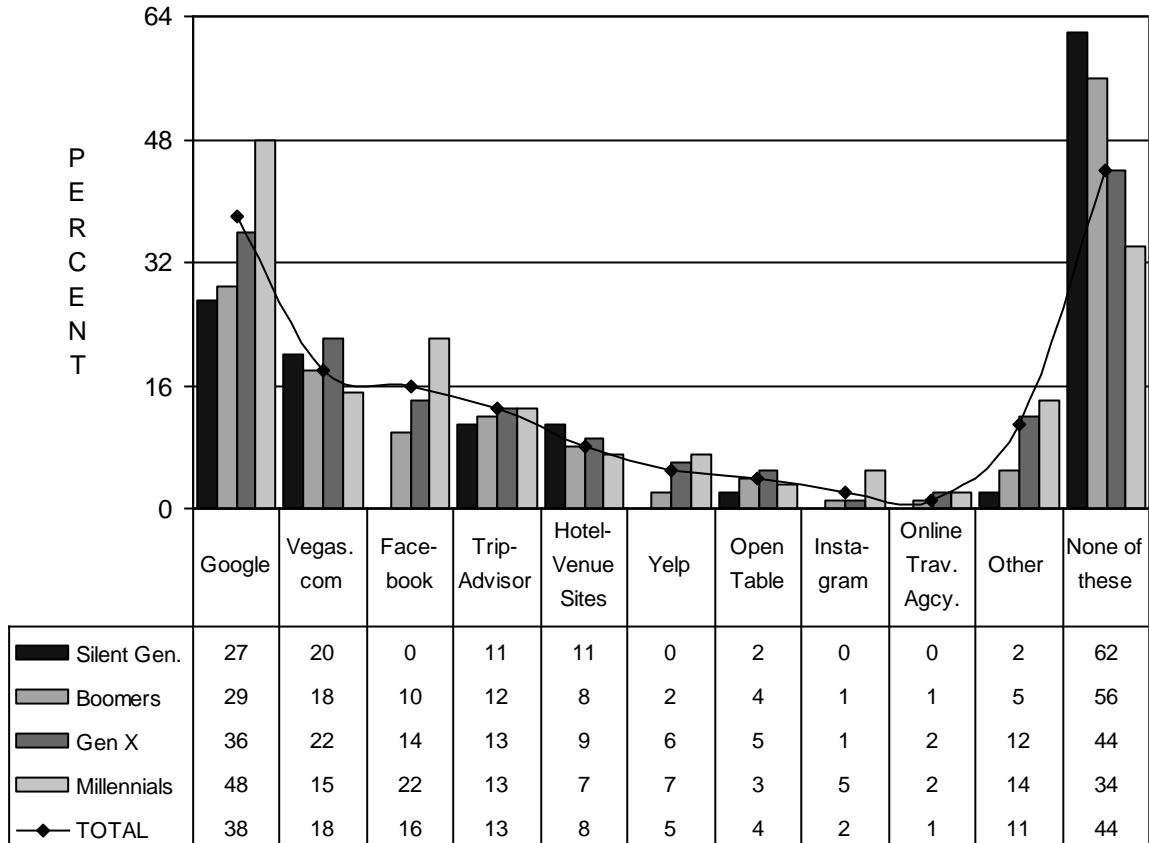


(Base Sizes: Silent Gen=21\*, Boomers=444, Gen X=572, Millennials=699, TOTAL=1736)

Among those visitors who booked their accommodations in Las Vegas over the Internet, nearly one-half (47%) used a hotel website. Boomers (57%) were more likely than Gen X visitors (47%), who in turn were more likely than Millennials (40%) to have used a hotel website. Millennials (9%) were the most likely segment to have used Hotels.com.

\* Note the very small base size for the Silent Generation.

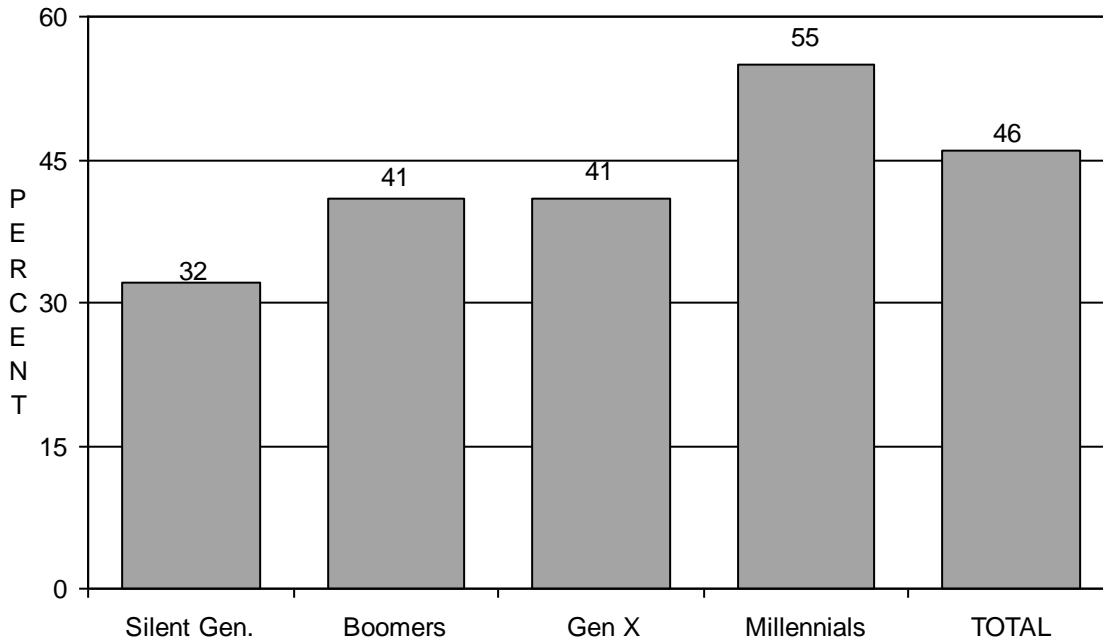
FIGURE 23  
Social Media And Travel Review Apps Used During Current  
Trip To Las Vegas



Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used during their trip to Las Vegas. About four in ten (38%) mentioned Google, just under one in five said they used Vegas.com (18%), and about one in six (16%) mentioned Facebook. Millennials were the most likely segment to use Google (48%) and Facebook (22%). Gen X visitors were more likely than Boomers to say they used Google, Facebook and Yelp, while Gen X visitors were more likely than Millennials to say they had used Vegas.com or OpenTable. Forty-four percent (44%) of visitors said that they did not use social media apps or sites to plan their activities. The Silent Generation (62%) and Boomers (56%) were the most likely segments to say they did not use any social media or travel review apps or websites, while Millennials (34%) were the least likely.

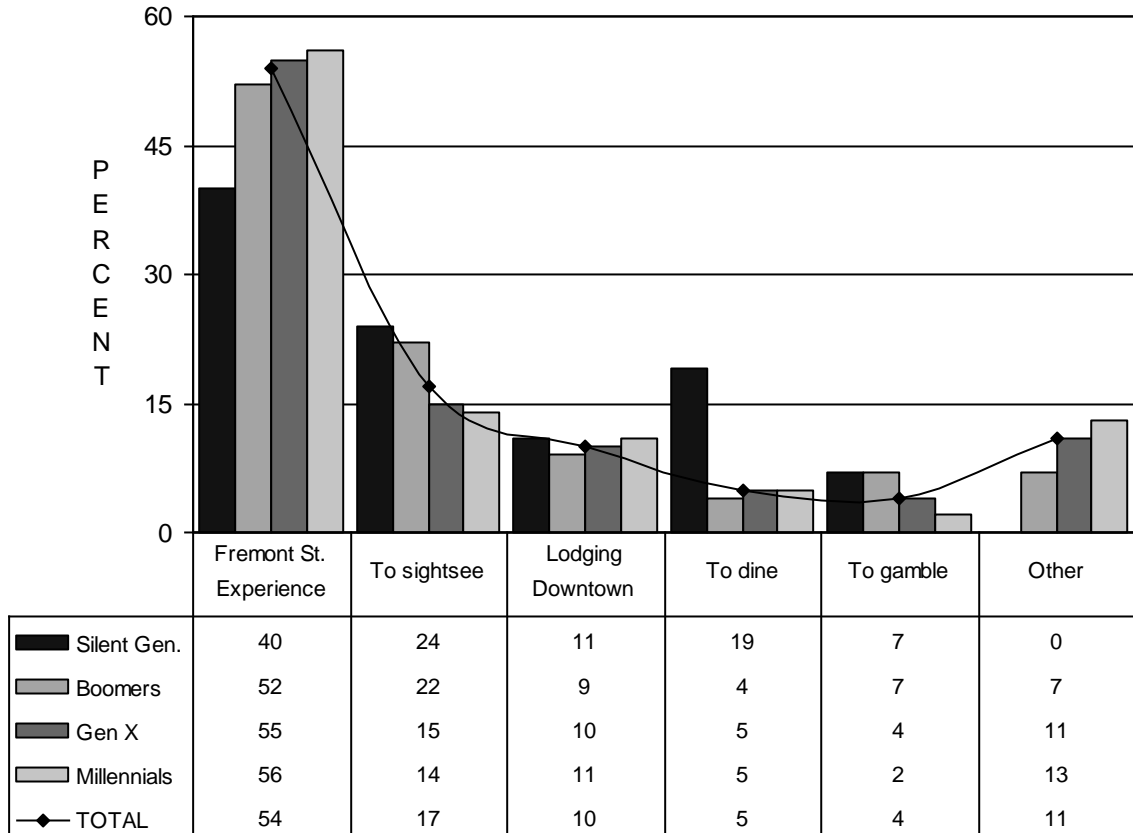
FIGURE 24  
Whether Visited Downtown Las Vegas\*



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

Nearly one-half (46%) of all visitors said they visited Downtown Las Vegas. Millennials (55%) were the most likely segment to have visited Downtown.

**FIGURE 25**  
Main Reason For Visiting Downtown Las Vegas  
(Among Those Who Visited Downtown)

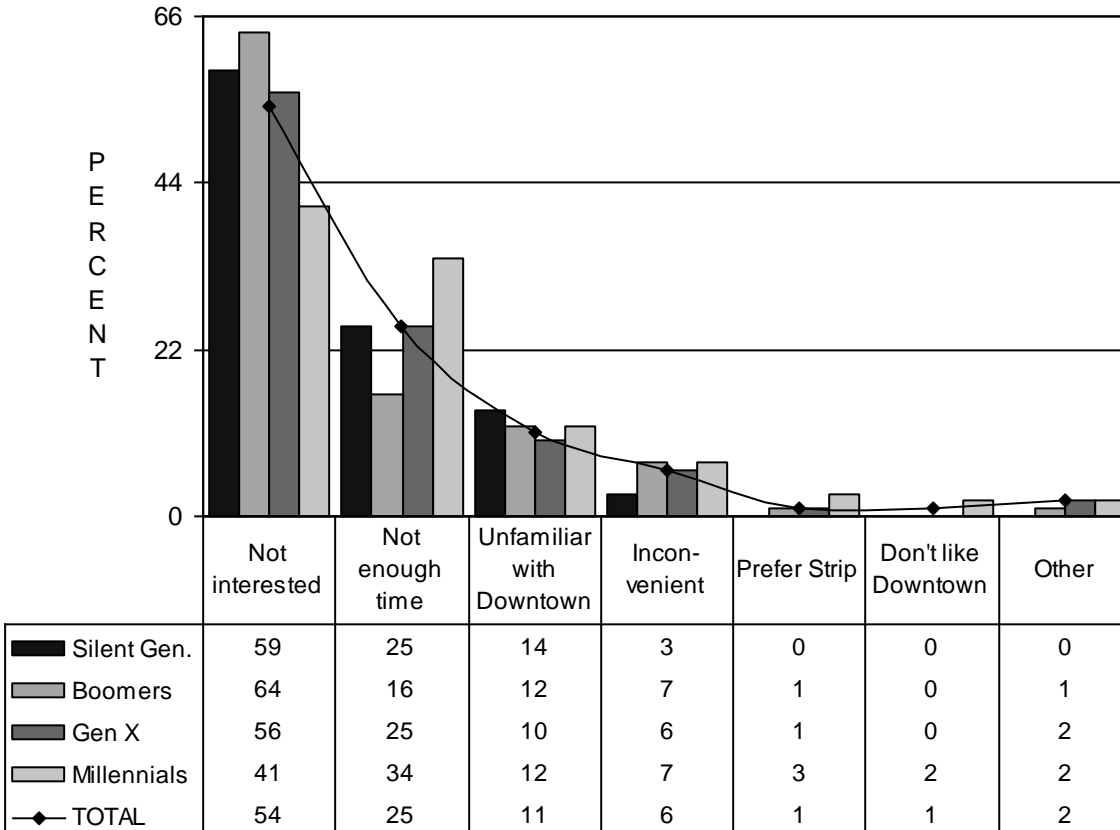


(Base Sizes: Silent Gen=14\*, Boomers=439, Gen X=457, Millennials=752, TOTAL=1661)

Respondents who visited Downtown were asked why they did so. Overall, more than one-half (54%) of visitors said it was to see the Fremont Street Experience, while one in six (17%) said they came Downtown to sightsee. Boomers were more likely than Millennials and Gen X visitors to say they visited Downtown to sightsee, while Gen X visitors and Boomers were both more likely than Millennials to say that the main reason they came Downtown was to gamble.

\* Note the very small base size for the Silent Generation.

**FIGURE 26**  
Main Reason For Not Visiting Downtown Las Vegas  
(Among Those Who Did Not Visit Downtown)

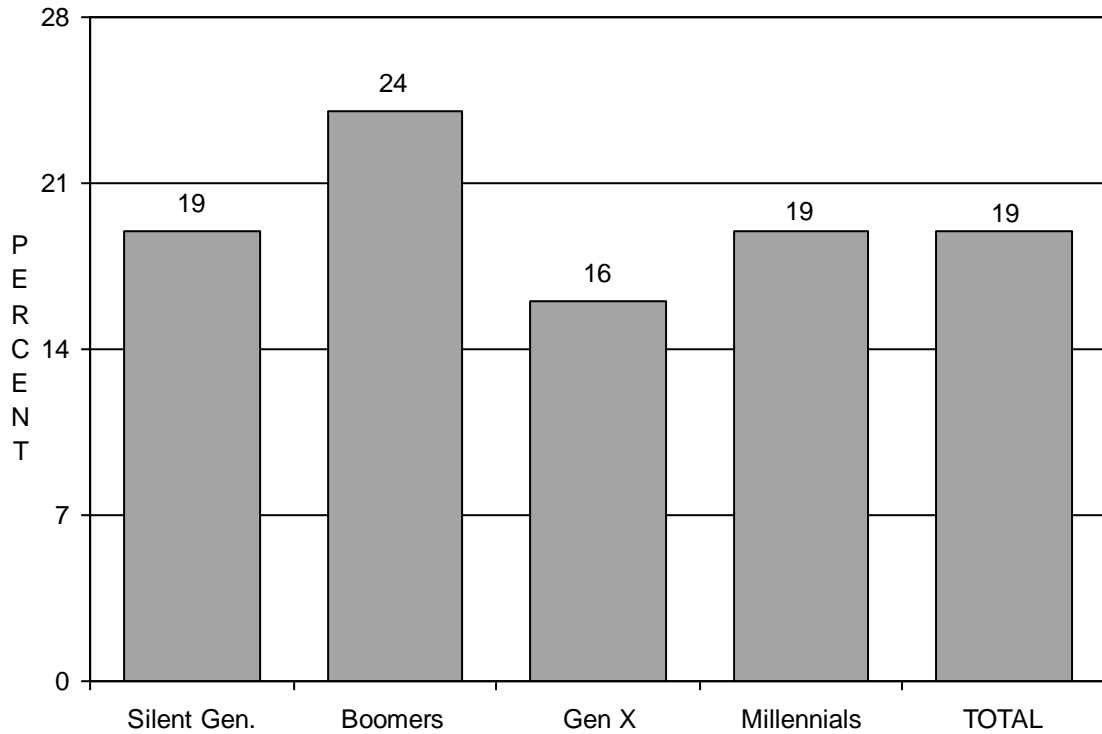


(Base Sizes: Silent Gen=28, Boomers=644, Gen X=652, Millennials=613, TOTAL=1937)

Respondents who did not visit Downtown were asked why they did not. Over one-half (54%) of all visitors said it was because they were not interested in Downtown, while one-quarter (25%) said they did not have enough time. Boomers (64%) were more likely than Gen X visitors (56%) who in turn were more likely than Millennials (41%) to say that they were not interested in visiting Downtown. Millennials (34%) were more likely than Gen X visitors (25%), who in turn were more likely than Boomers (16%) to say they did not have enough time.



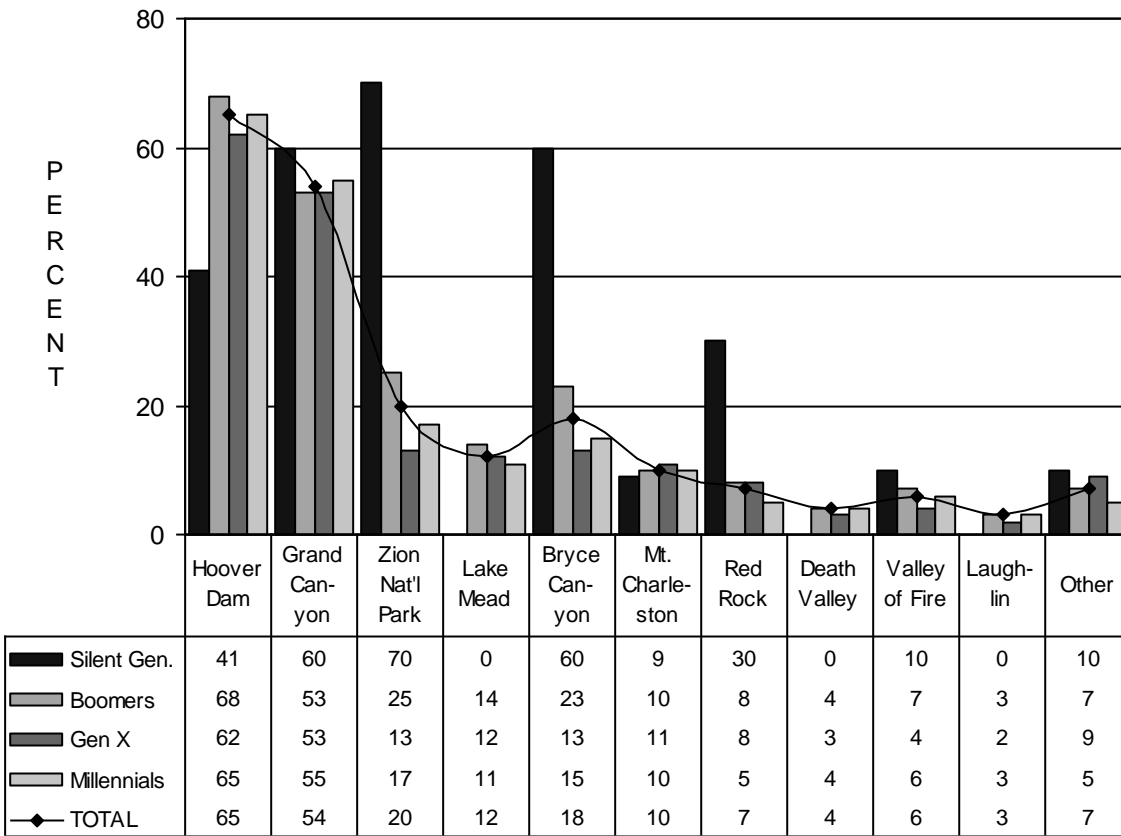
FIGURE 27  
Visits To Nearby Places



Only "yes" responses are reported in this figure.

One out of five (19%) visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. Boomers (24%) were more likely than Millennials (19%) or Gen X visitors (16%) to say that they had visited or planned to visit nearby places.

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



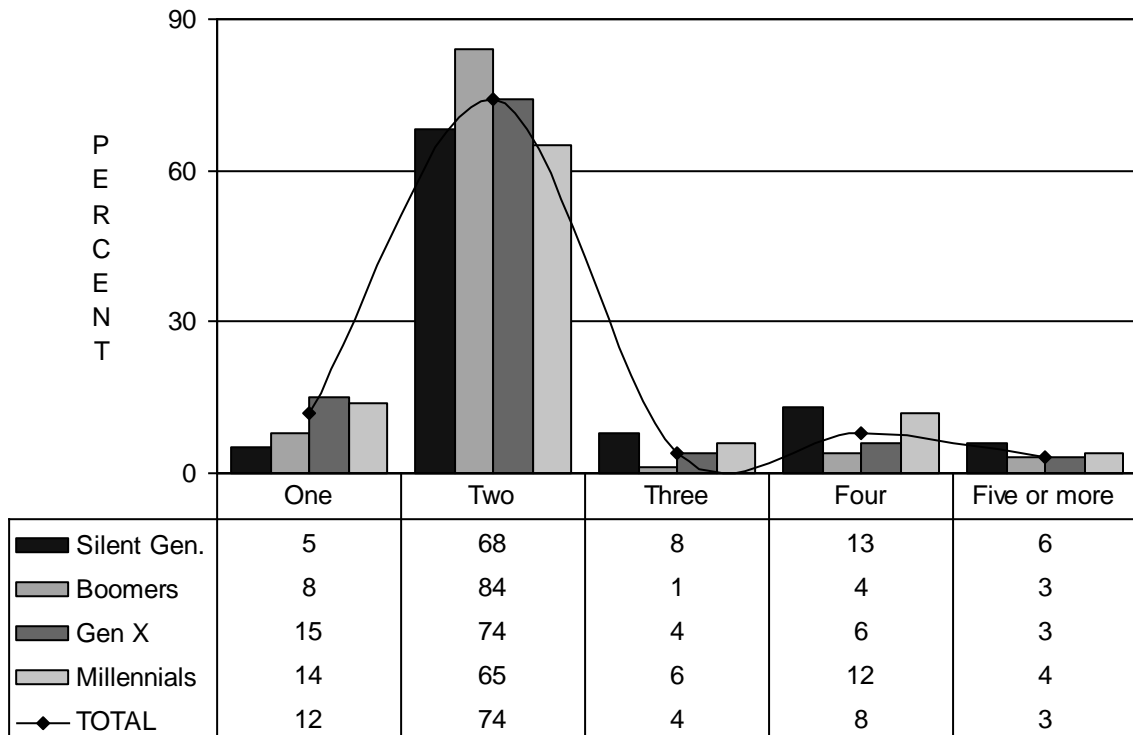
Multiple responses permitted.  
(Base Sizes: Silent Gen=8\*, Boomers=257, Gen X=174, Millennials=254, TOTAL=694)

Hoover Dam (65%) and the Grand Canyon (54%) were by far the two most popular nearby destinations visited. Boomers were more likely than Gen X visitors and Millennials to have visited Zion National Park or Bryce Canyon.

\* Note the very small base size for The Silent Generation

**TRIP CHARACTERISTICS AND EXPENDITURES**

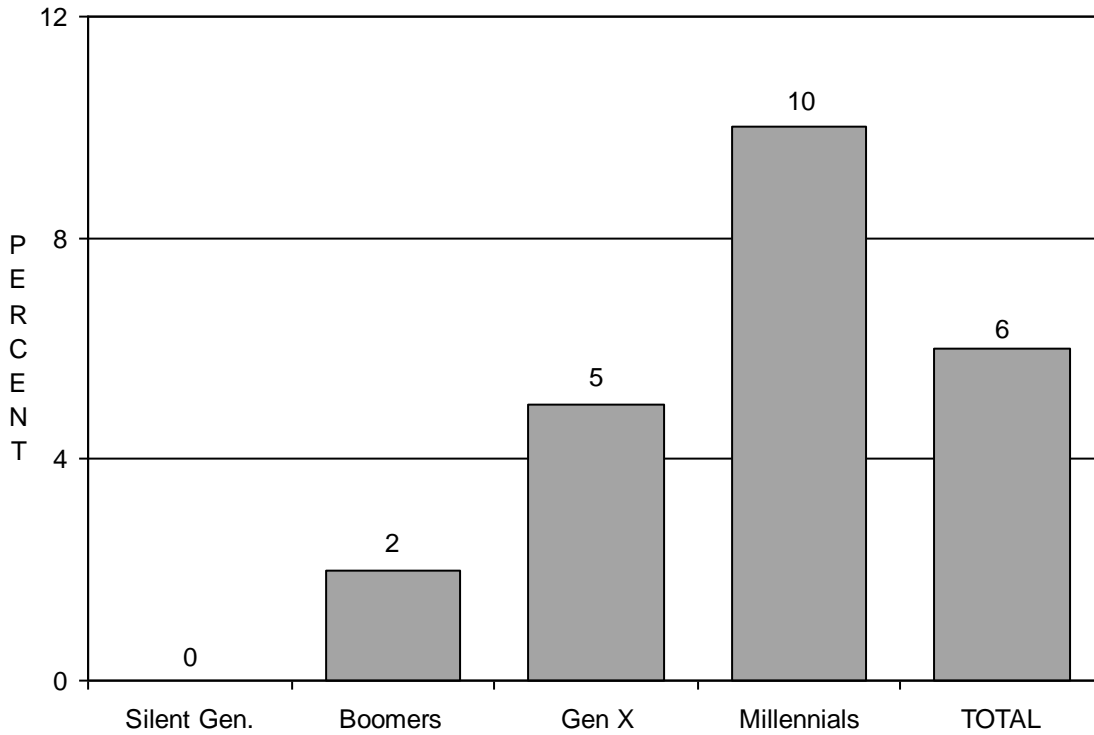
**FIGURE 29**  
Adults In Immediate Party



(Means: Silent Gen=2.5, Boomers=2.2, Gen X=2.2, Millennials=2.3, TOTAL=2.2)

Three-quarters (74%) of visitors traveled in parties of two. The average party size was higher among Millennials (average of 2.3 adults) than among Boomers or Gen X visitors (2.2 each). Millennials (12%) were more likely than Gen X visitors (6%) or Boomers (4%) to say they were traveling in parties of four. Millennials were also more likely than Boomers or Gen X visitors to say they were traveling in parties of three. Meanwhile, Boomers (84%) were more likely than Gen X visitors (74%), who in turn were more likely than Millennials (65%) to say they were traveling in parties of two. Gen X visitors (15%) and Millennials (14%) were both more likely than Boomers (8%) to say they were traveling alone.

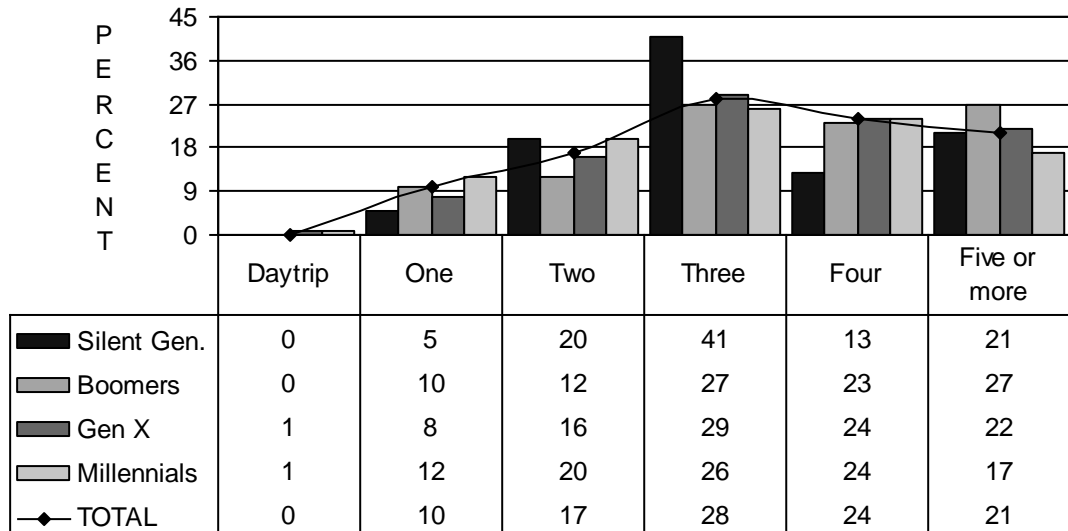
FIGURE 30  
Persons In Immediate Party Under Age 21  
(Among All Visitors)



Only "yes" responses are reported in this figure.

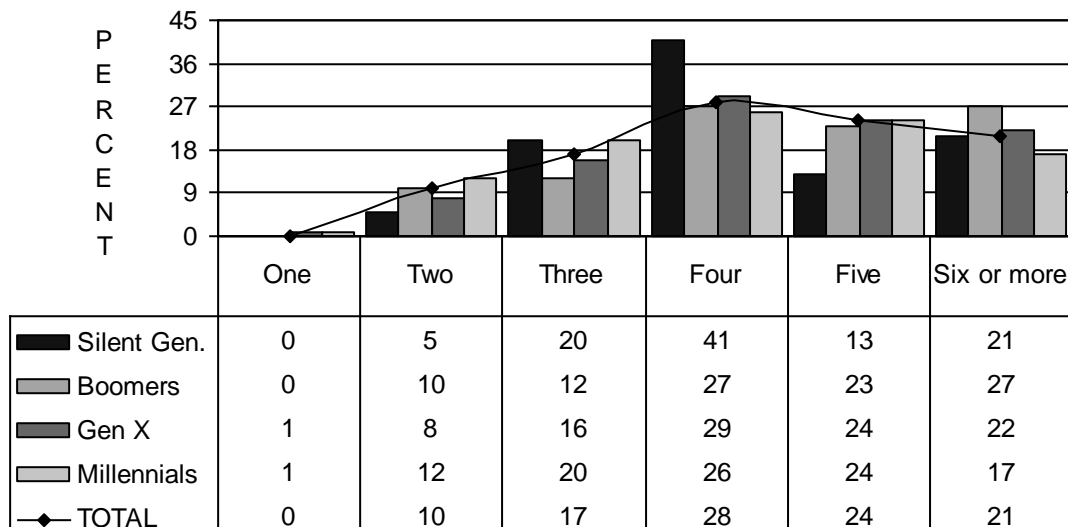
Six percent (6%) of all visitors said they were traveling with people under the age of 21 in their parties. Millennials (10%) were more likely to be traveling with people under the age of 21 than Gen X visitors (5%), who in turn were more likely than Boomers (2%) or the Silent Generation (0%).

FIGURE 31  
Nights Stayed



(Means Silent Gen=3.4, Boomers=3.6, Gen X=3.5, Millennials=3.2; TOTAL=3.4)

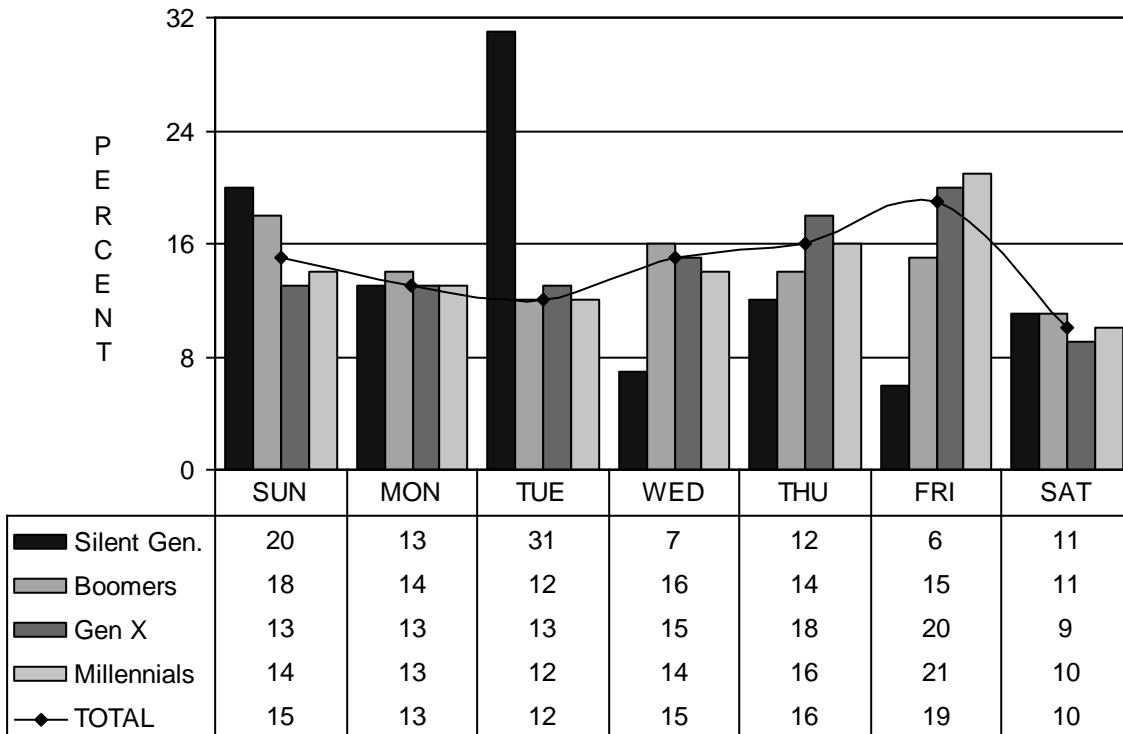
FIGURE 32  
Days Stayed



(Means: Silent Gen=4.4, Boomers=4.6, Gen X=4.5, Millennials=4.2; TOTAL=4.4)

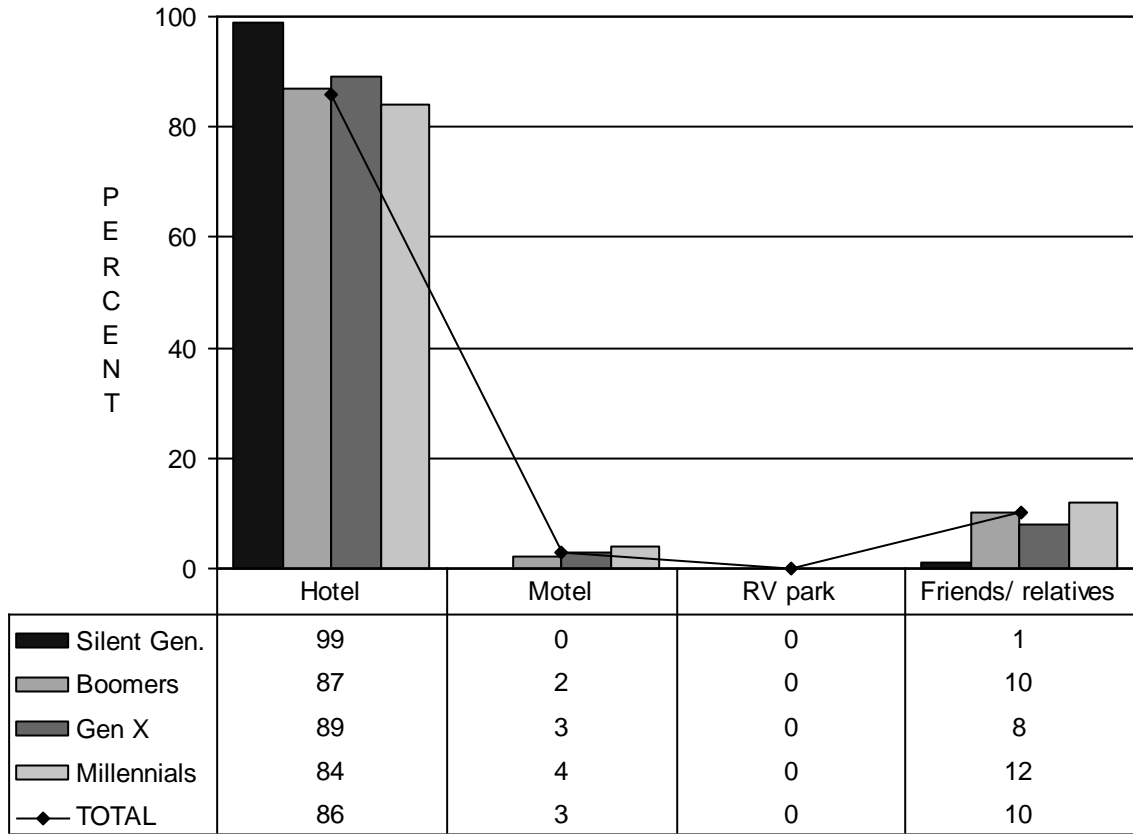
Visitors stayed in Las Vegas an average of 3.4 nights and 4.4 days. On average, Boomers (3.6 nights and 4.6 days) and Gen X visitors (3.5 nights and 4.5 days) stayed longer than Millennials (3.2 nights and 4.2 days).

FIGURE 33  
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Millennials (21%) and Gen X visitors (20%) were more likely to arrive on a Friday than Boomers (15%), or the Silent Generation (6%). Boomers (18%) were more likely than Gen X visitors (13%) or Millennials (14%) to arrive on a Sunday. Nearly one-third of the Silent Generation visitors (31%) arrived on a Tuesday.

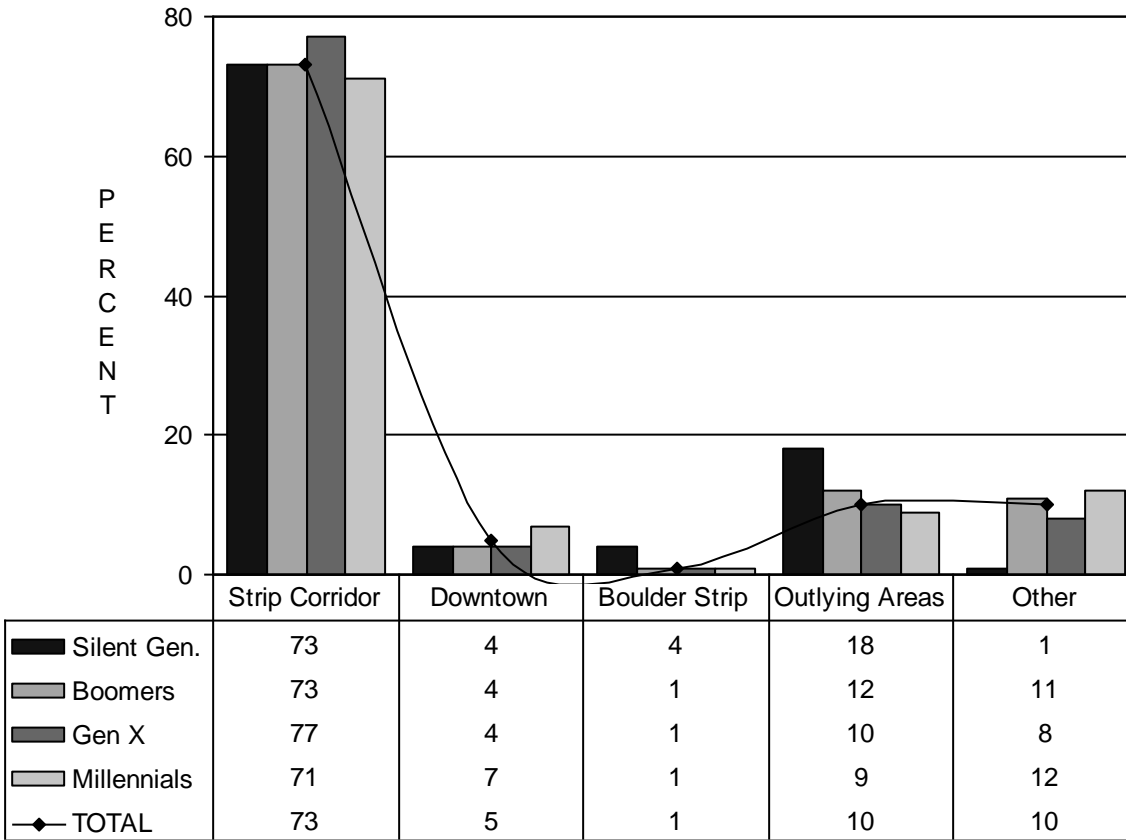
**FIGURE 34**  
**Type Of Lodging**  
(Among Those Who Stayed Overnight)



(Base Sizes: Silent Gen=42, Boomers=1083, Gen X=1103, Millennials=1357, TOTAL=3584)

Among the vast majority of visitors who stayed overnight in Las Vegas, 86% lodged in a hotel or a timeshare. The Silent Generation (99%), Boomers (87%), and Gen X visitors (89%) were all more likely to stay in a hotel than Millennials (84%). Millennials (12%), meanwhile, were more likely than Gen X visitors (8%), or Silent Generation visitors (1%) to stay with friends or relatives.

**FIGURE 35**  
**Location Of Lodging**  
(Among Those Who Stayed Overnight)



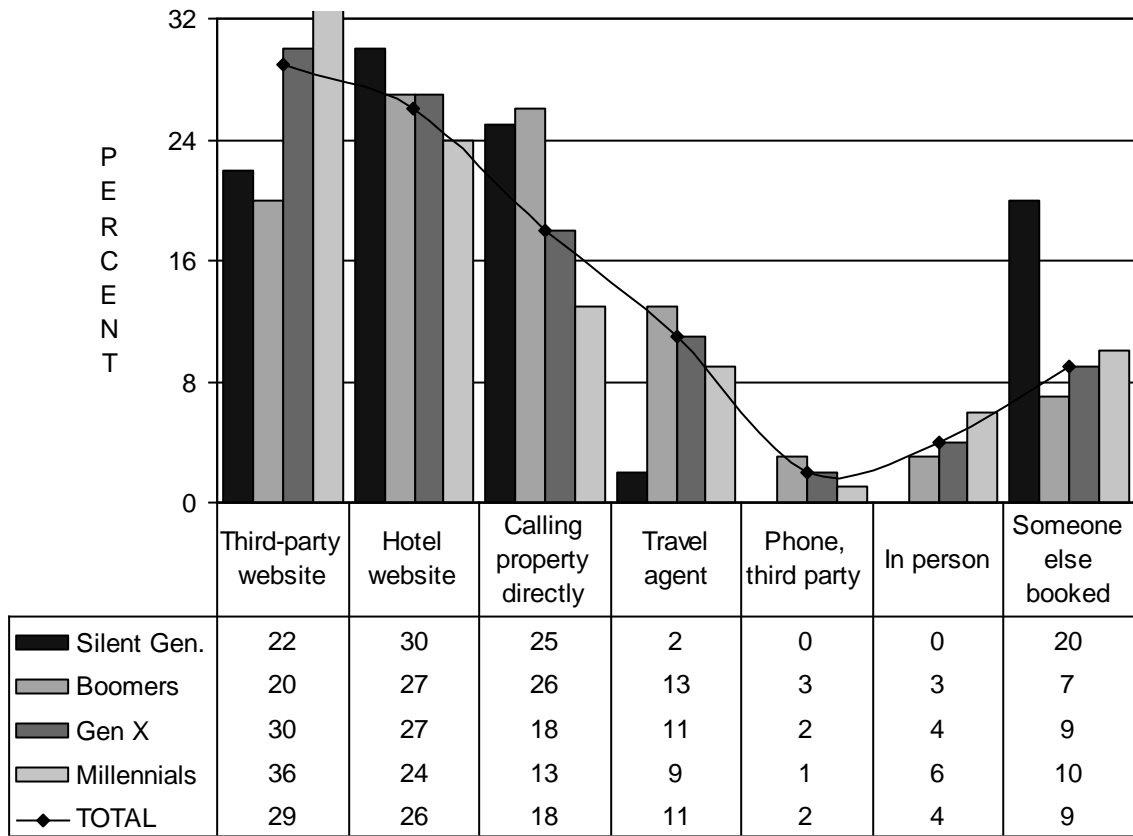
(Base Sizes: Silent Gen=42, Boomers=1083, Gen X=1103, Millennials=1357, TOTAL=3584)

In terms of lodging location, Gen X visitors (77%) were more likely than Millennials (71%) to have stayed on the Strip Corridor\*. Millennials (7%) were more likely than all other segments (4% each) to have lodged Downtown.

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



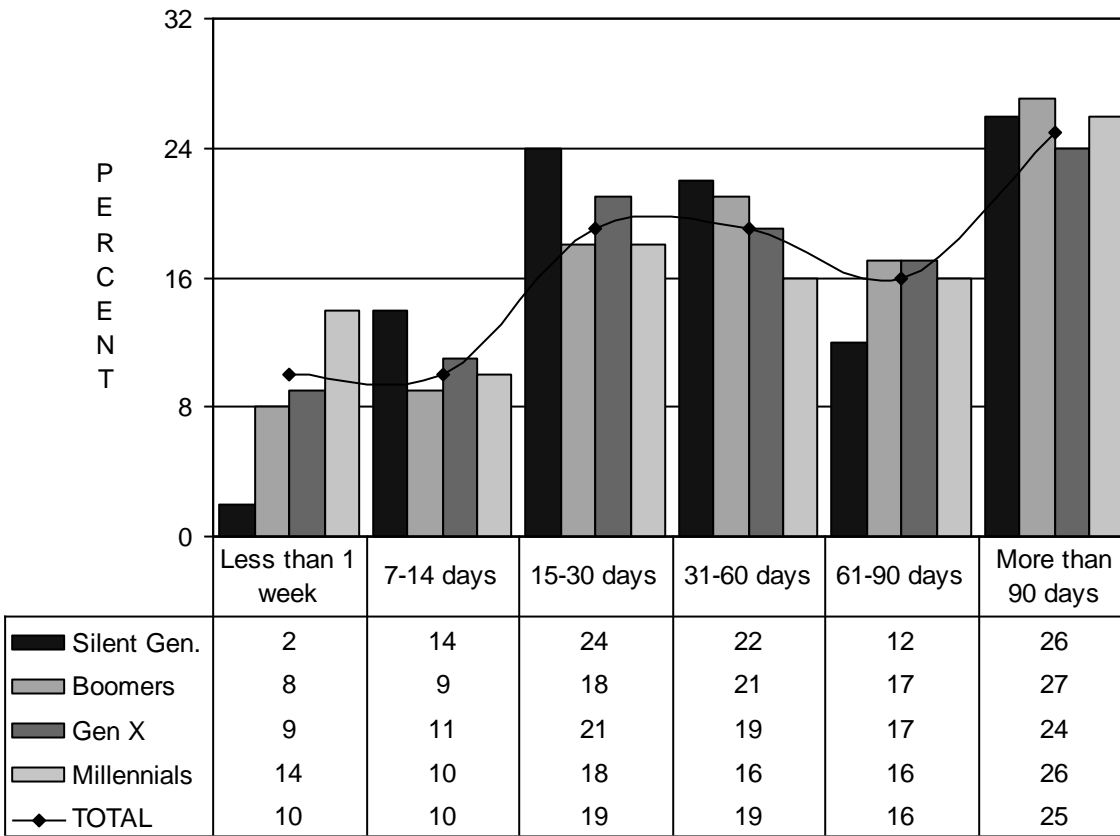
**FIGURE 36**  
**How Booked Accommodations**  
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Silent Gen=40, Boomers=956, Gen X=1003, Millennials=1172, TOTAL=3171)

Visitors who stayed at a hotel, motel or in an RV park were asked how they or someone in their party booked their accommodations in Las Vegas for their most recent trip. Millennials (36%) were more likely than Gen X visitors (30%), who in turn were more likely than Boomers (20%) to say they used a third-party website to book their accommodations. Boomers (26%) were more likely than Gen X visitors (18%) who were more likely than Millennials (13%) to say they booked by calling the property directly, and Boomers were also more likely to have booked through a travel agent than Millennials (13% vs. 9%). Millennials were more likely than all other segments to say that they had booked their room in person.

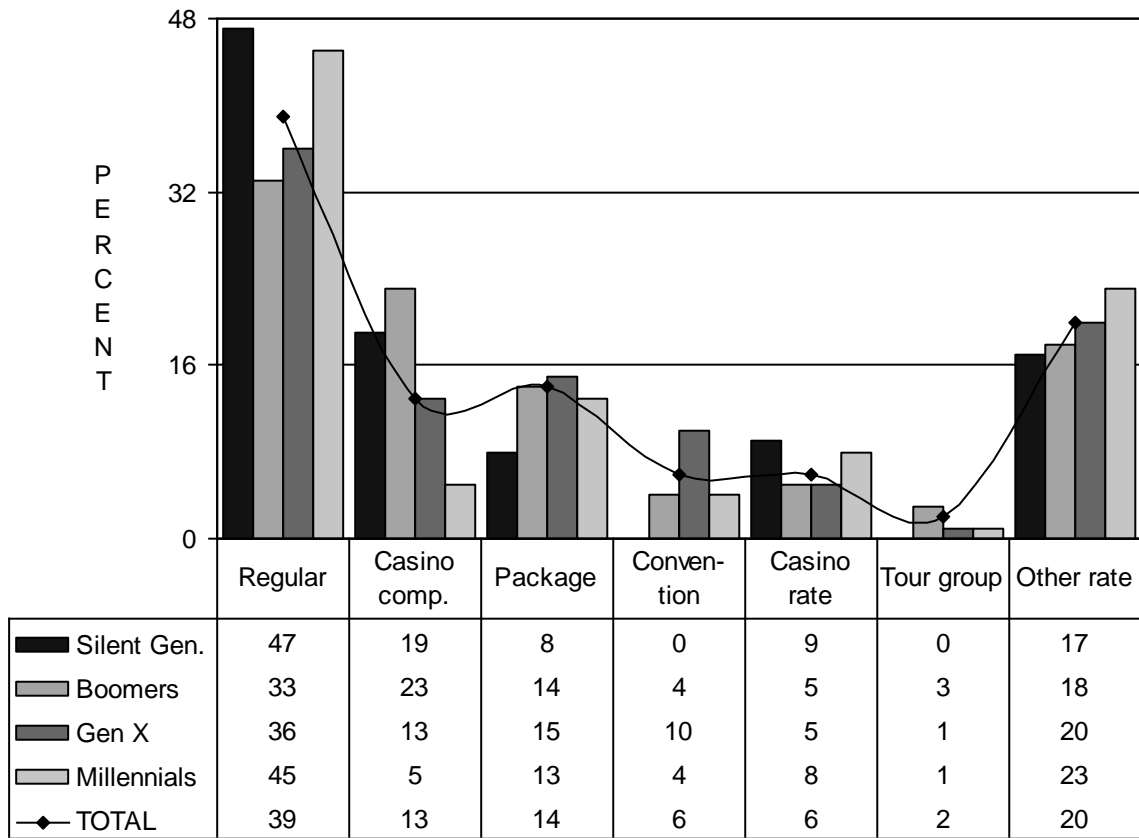
**FIGURE 37**  
**Advance Booking Of Accommodations**  
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Silent Gen=40, Boomers=956, Gen X=1003, Millennials=1172, TOTAL=3171)

Visitors were asked how far in advance they had booked their accommodations. Boomers (21%) were more likely than Millennials (16%) to say they booked their accommodations between one month and two months in advance. Millennials (14%) were the most likely segment to book their accommodations less than a week in advance.

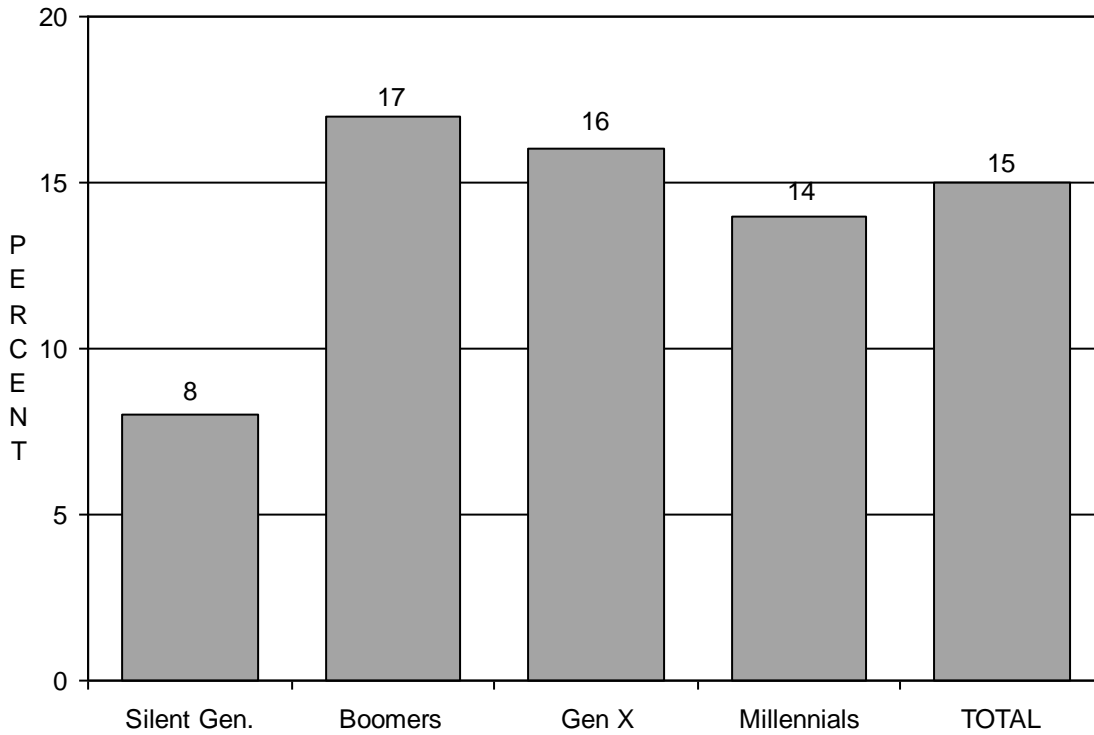
**FIGURE 38**  
Type Of Room Rates  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Gen=40, Boomers=954, Gen X=1004, Millennials=1175, TOTAL=3173)

Looking at the type of room rates received by hotel/motel lodgers, Millennials (45%) were more likely than Gen X visitors (36%) and Boomers (33%) to have received a regular room rate or a casino rate (8% vs. 5% each). Gen X visitors (10%) were the most likely segment to receive a convention rate. Boomers (23%) were more likely than Gen X visitors (13%) to have received a casino complimentary room rate, who, in turn, were more likely than Millennials (5%) to have received this rate.

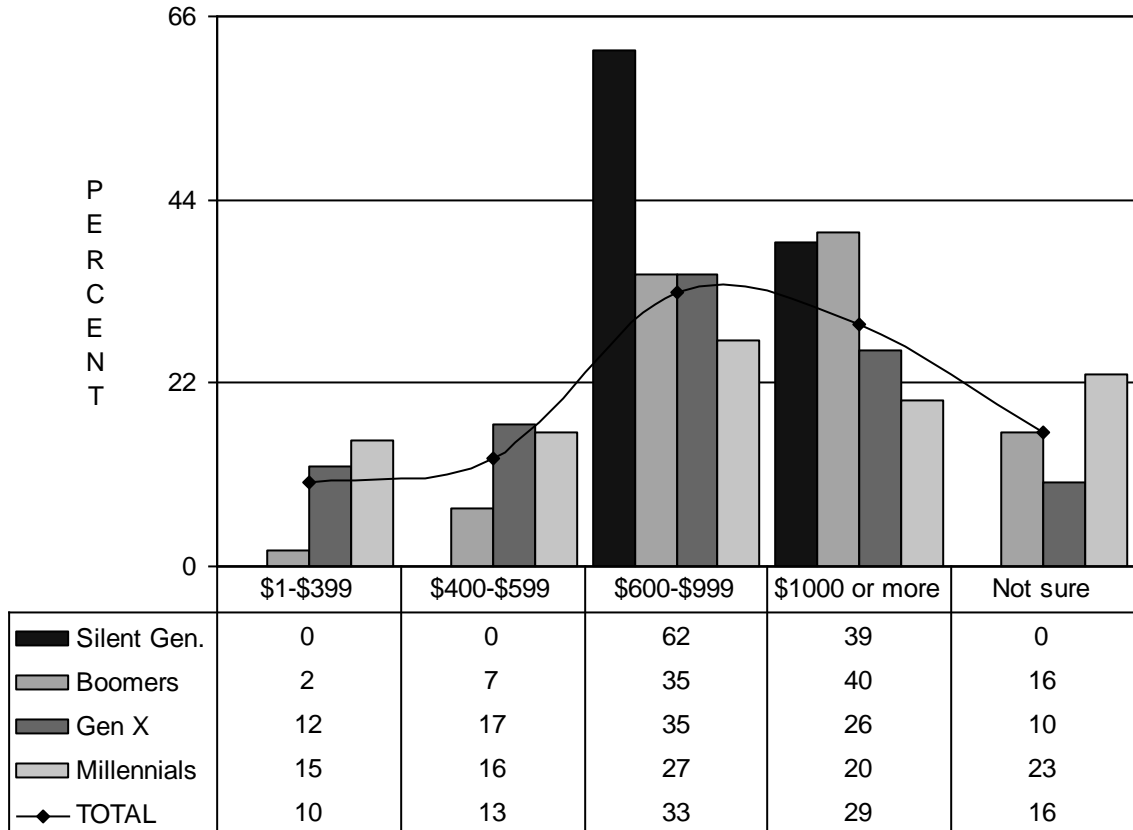
FIGURE 39  
Package Purchasers  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Generation=40, Boomers=954, Gen X=1004, Millennials=1175, TOTAL=3173)

Overall, 15% of visitors said they were visiting Las Vegas as part of a tour group or package deal. There were no differences among the four segments on this measure.

**FIGURE 40**  
**Cost Of Package Per Person\***  
(Among Those Who Bought A Package)

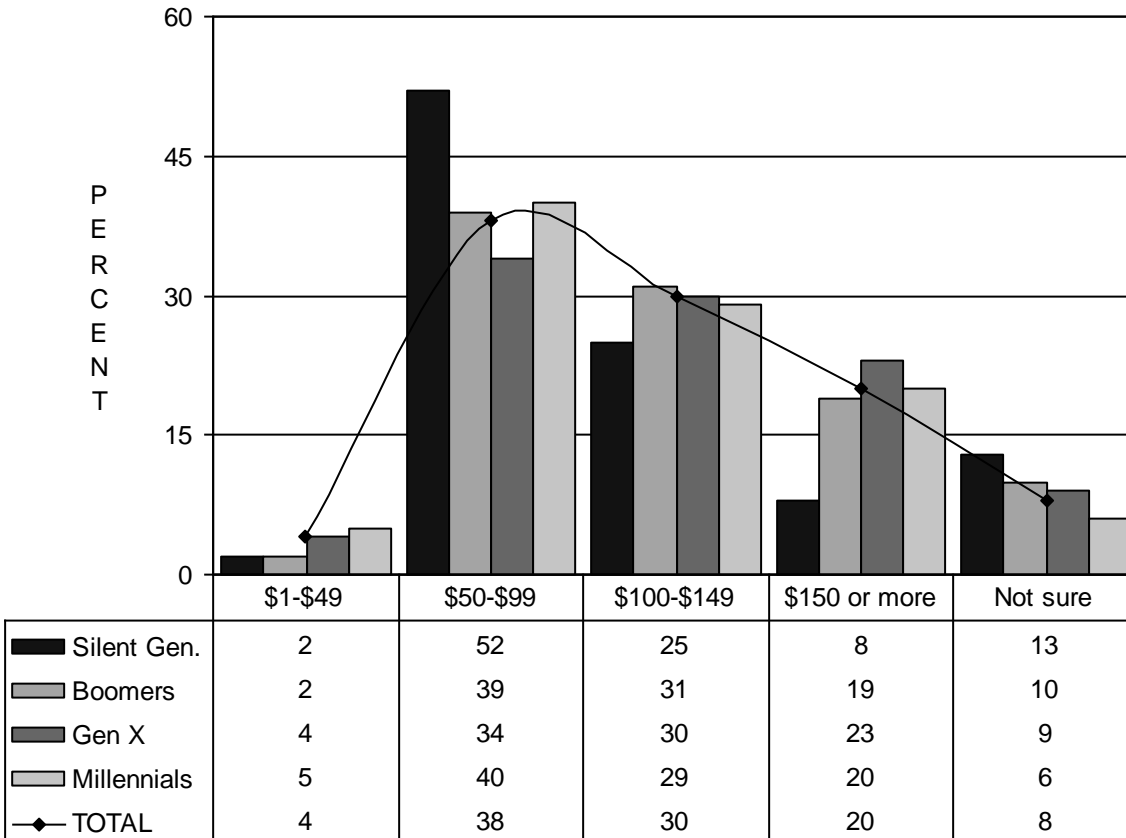


(Base Sizes: Silent Gen\*=3, Boomers=160, Gen X=161, Millennials=162, TOTAL=487)  
(Mean: Silent Gen=\$1,015.78, Boomers=\$1,064.11, Gen X=\$865.46, Millennials=\$796.38, TOTAL=\$910.99)

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. Boomers (\$1,064.11) paid more for their package on average than Gen X visitors (\$865.46) and Millennials (\$796.38). Millennials and Gen X visitors were more likely than Boomers to have paid less than \$600 for their packages, while Boomers were more likely than Millennials and Gen X visitors to have paid \$1,000 or more.

\* Note the very small base size for the Silent Generation.

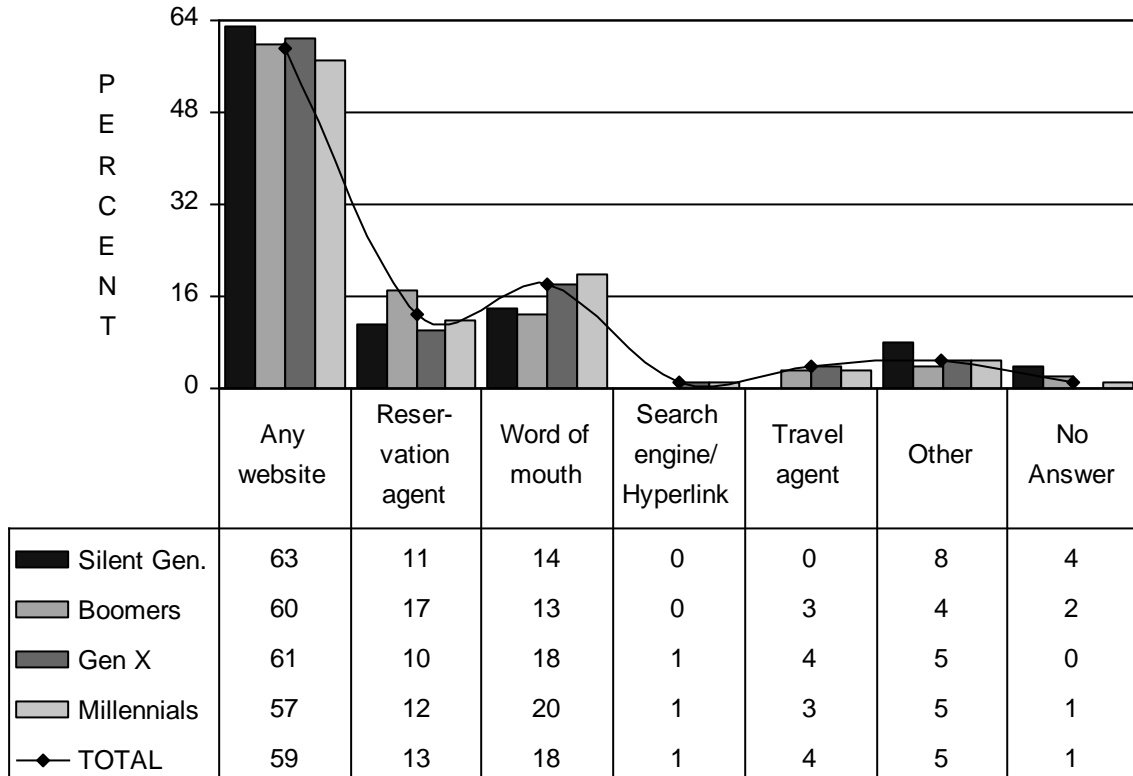
**FIGURE 41**  
**Lodging Expenditures — Average Per Night**  
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes Silent Gen=29, Boomers=577, Gen X=709, Millennials=949, TOTAL=2265)  
(Means: Silent Gen=\$96.26, Boomers=\$112.45, Gen X=\$118.73, Millennials=\$111.18, 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 per night for lodging was \$113.66. Gen X visitors (average of \$118.73) paid more for their lodging than Millennials (\$111.18).

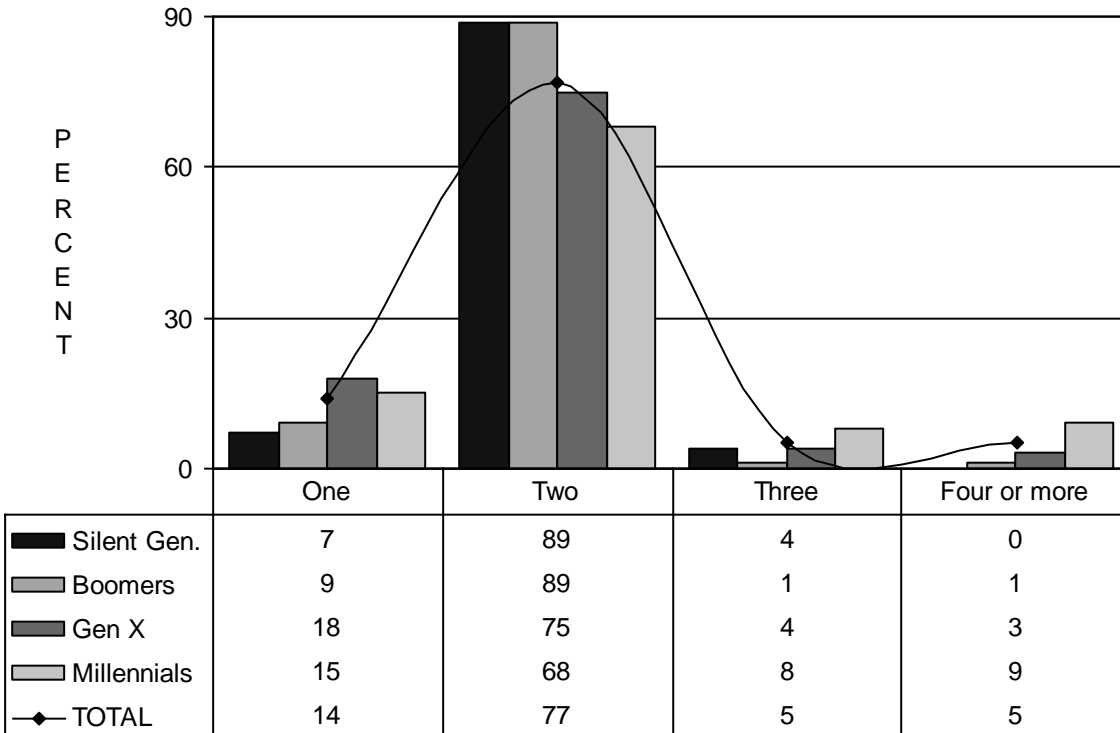
**FIGURE 42**  
**How First Found Out About Room Rate**  
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Silent Gen=29, Boomers=577, Gen X=709, Millennials=949, 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%). Millennials (20%) and Gen X visitors (18%) were more likely than Boomers (13%) to say they heard about their rate through word-of-mouth, while Boomers (17%) were more likely than Gen X Visitors or Millennials to say they heard about the rate from a reservation agent.

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

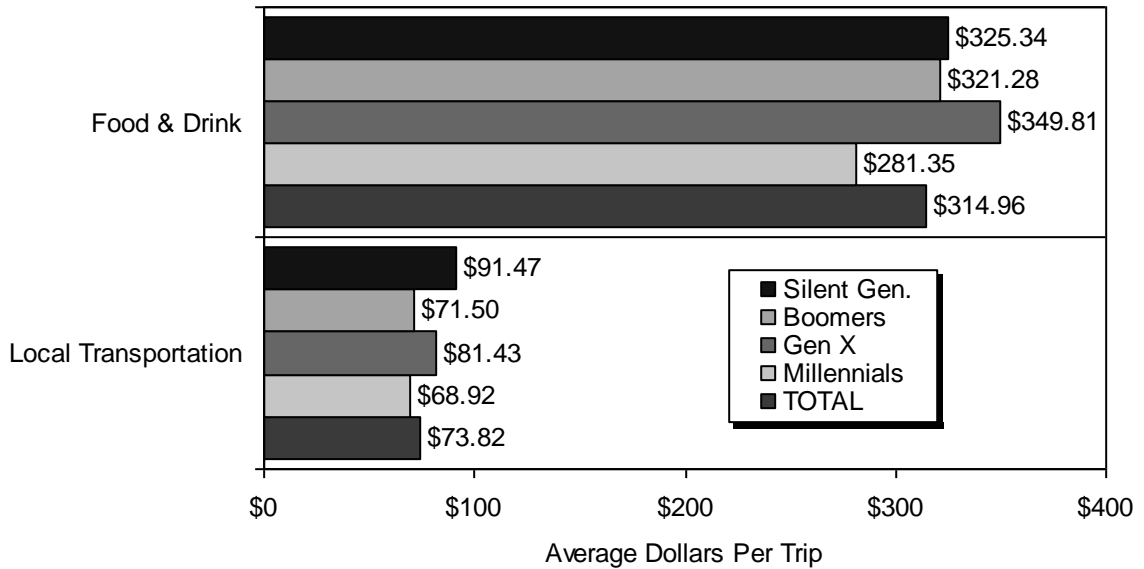


(Base Sizes: Silent Gen=41, Boomers=972, Gen X=1015, Millennials=1192, TOTAL=3220)  
(Means: Silent Gen=2.0, Boomers=1.9, Gen X=1.9, Millennials=2.1, TOTAL=2.0)

The majority of visitors who stayed overnight in a hotel or motel (77%) said two people stayed in their room. Boomers and the Silent Generation (89% each) were more likely than Gen X Visitors (75%) to say two people lodged in their room, while Millennials (68%) were the least likely to give this response. Gen X visitors (18%) and Millennials (15%) were both more likely than Boomers (9%) to say that they were rooming alone. Millennials were more likely than Gen X visitors, who in turn were more likely than Boomers to say that three or more 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 Millennials (2.1) was higher than among Gen X visitors and Boomers (1.9 each).



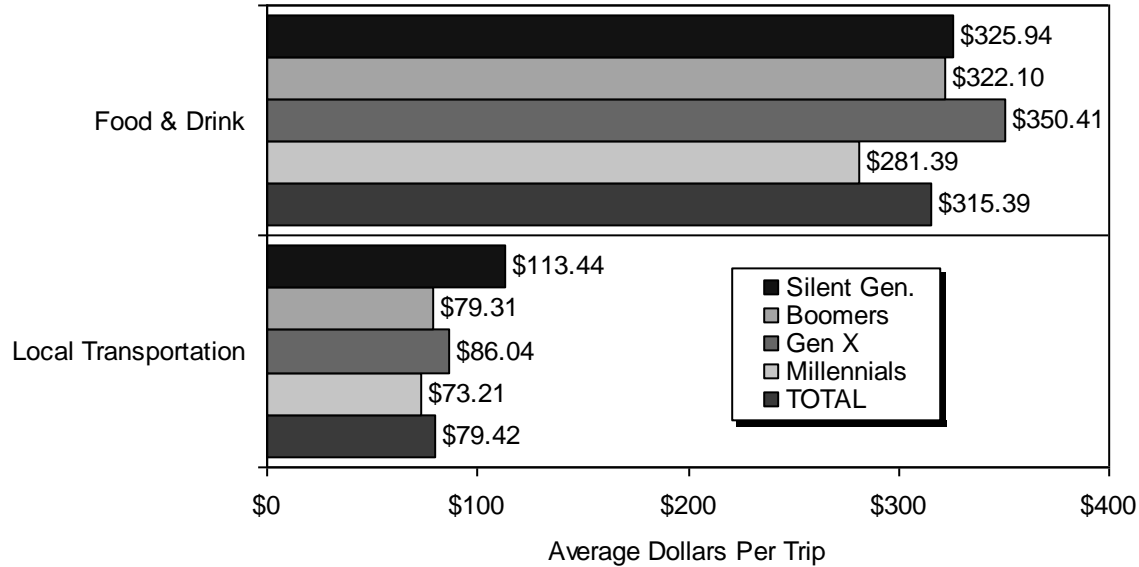
FIGURE 44  
Average Trip Expenditures On Food & Drink —  
And On Local Transportation  
(Including Visitors Who Spent Nothing In That Category)



On average, Gen X visitors (\$349.81) spent more on food and drink than Boomers (\$321.28), who in turn spent more than Millennials (\$281.35).

Gen X Visitors (mean of \$81.43) spent more on local transportation than Boomers (\$71.50) and Millennials (\$68.92).

FIGURE 45  
Average Trip Expenditures On Food & Drink —  
And On Local Transportation  
(Among Spenders)



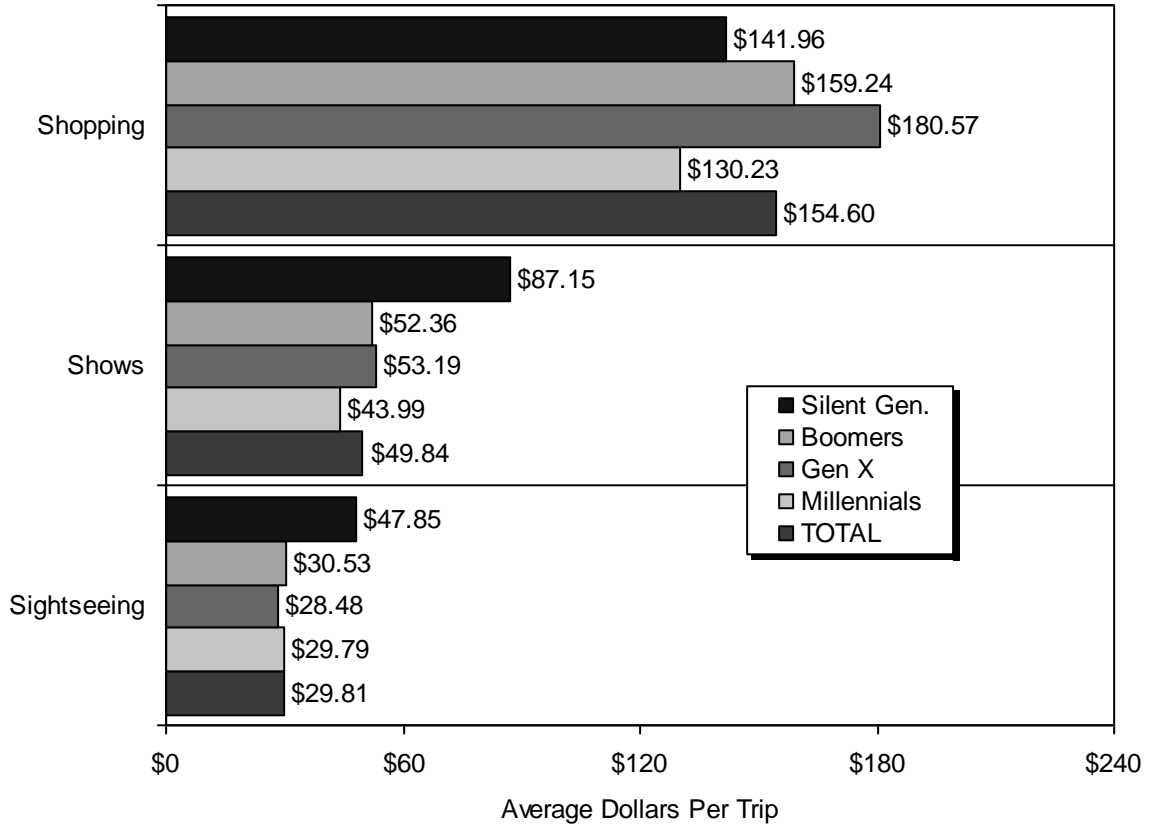
(Base Sizes, Food & Drink: Silent Gen=42, Boomers=1080, Gen X=1107, Millennials=1365, TOTAL=3594)  
(Base Sizes, Local Transportation: Silent Gen=34, Boomers=977, Gen X=1050, Millennials=1286, TOTAL=3346)

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

On average, Gen X visitors (\$350.41) spent more on food and drink than Boomers (\$322.10), who in turn spent more than Millennials (\$281.39).

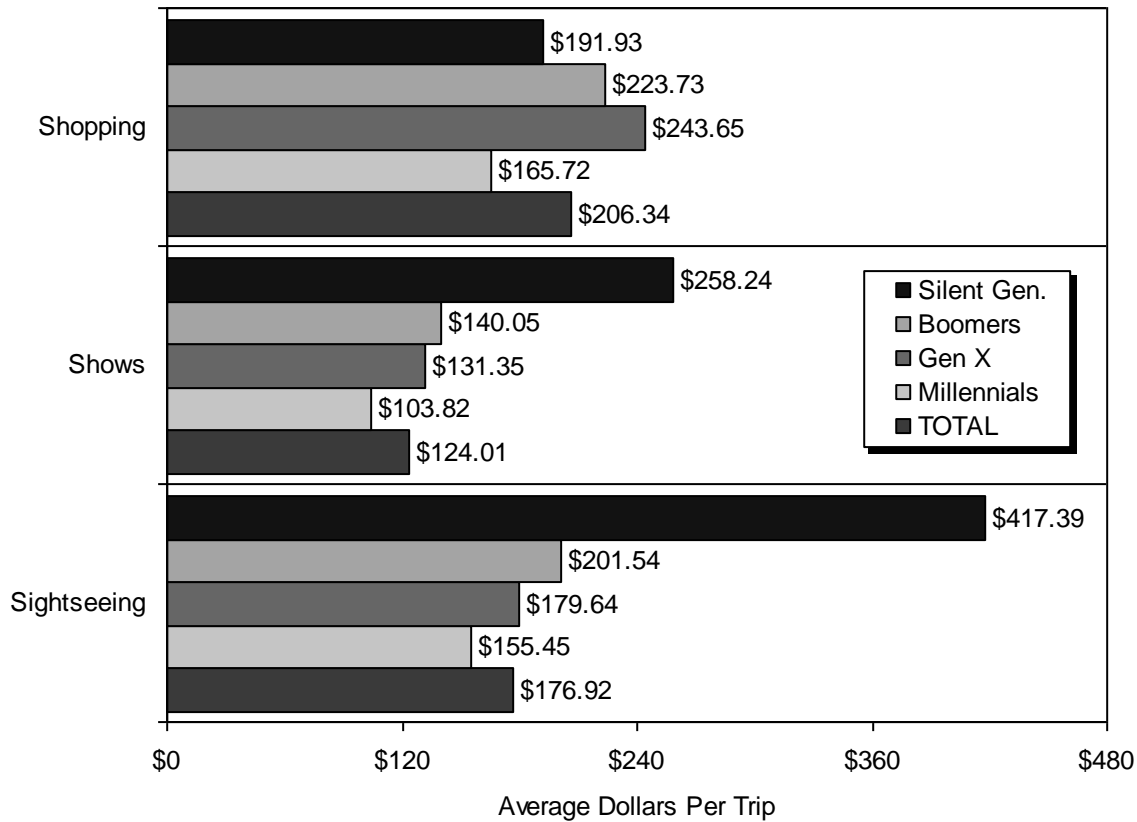
The Silent Generation (mean of \$113.44) and Gen X visitors (\$86.04) spent more on local transportation than Millennials (\$73.21).

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



On average, Gen X visitors (\$180.57) spent more on shopping than Millennials (\$130.23). The Silent Generation (\$87.15) and Gen X visitors (\$53.19) spent more on shows and entertainment than Millennials (\$43.99). The average amount spent on sightseeing by all visitors was \$29.81, with no statistically significant differences among the four segments.

FIGURE 47  
Average Trip Expenditures On  
Shopping, Shows, And Sightseeing  
(Among Spenders)



(Base Sizes, Shopping: Silent Gen=31, Boomers=771, Gen X=822, Millennials=1073, TOTAL=2697)

(Base Sizes, Shows: Silent Gen=14\*, Boomers=408, Gen X=450, Millennials=582, TOTAL=1454)

(Base Sizes, Sightseeing: Silent Gen=5\*, Boomers=195, Gen X=184, Millennials=280, TOTAL=663)

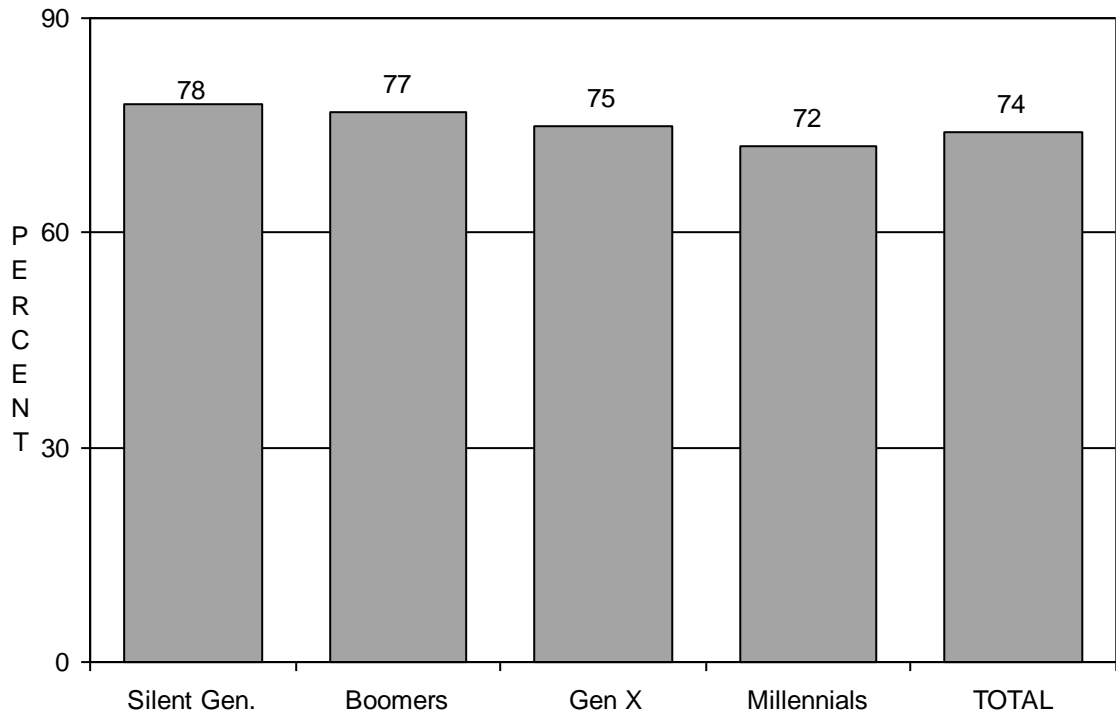
This figure shows the average trip expenditures on shopping, shows, and sightseeing *among visitors who actually spent money* in these categories.

On average, Gen X visitors (mean of \$243.65) and Boomers (\$223.73) spent more on shopping than Millennials (\$165.72). Gen X visitors (mean of \$131.35) and Boomers (\$140.05) also spent more than Millennials (\$103.82) on shows. Boomers (\$201.54) spent more on sightseeing than Millennials (\$155.45).

\* Note small base sizes for the Silent Generation.

## GAMING BEHAVIOR AND BUDGETS

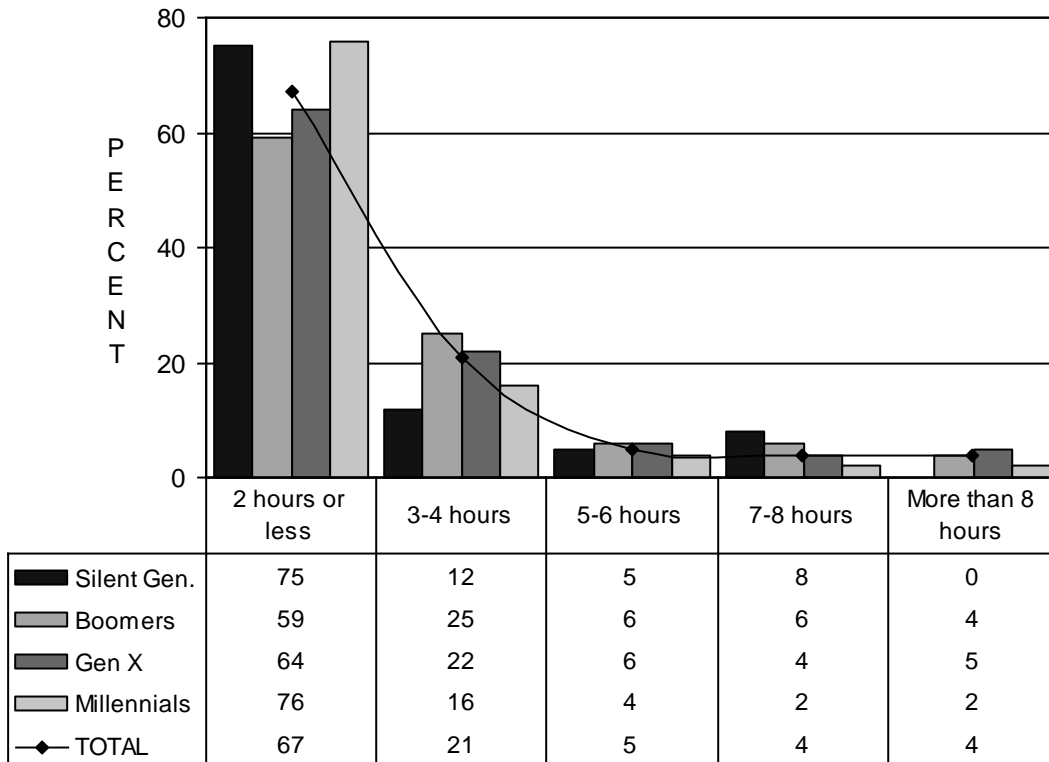
FIGURE 48  
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas. Boomers (77%) were more likely than Millennials (72%) to say that they gambled.

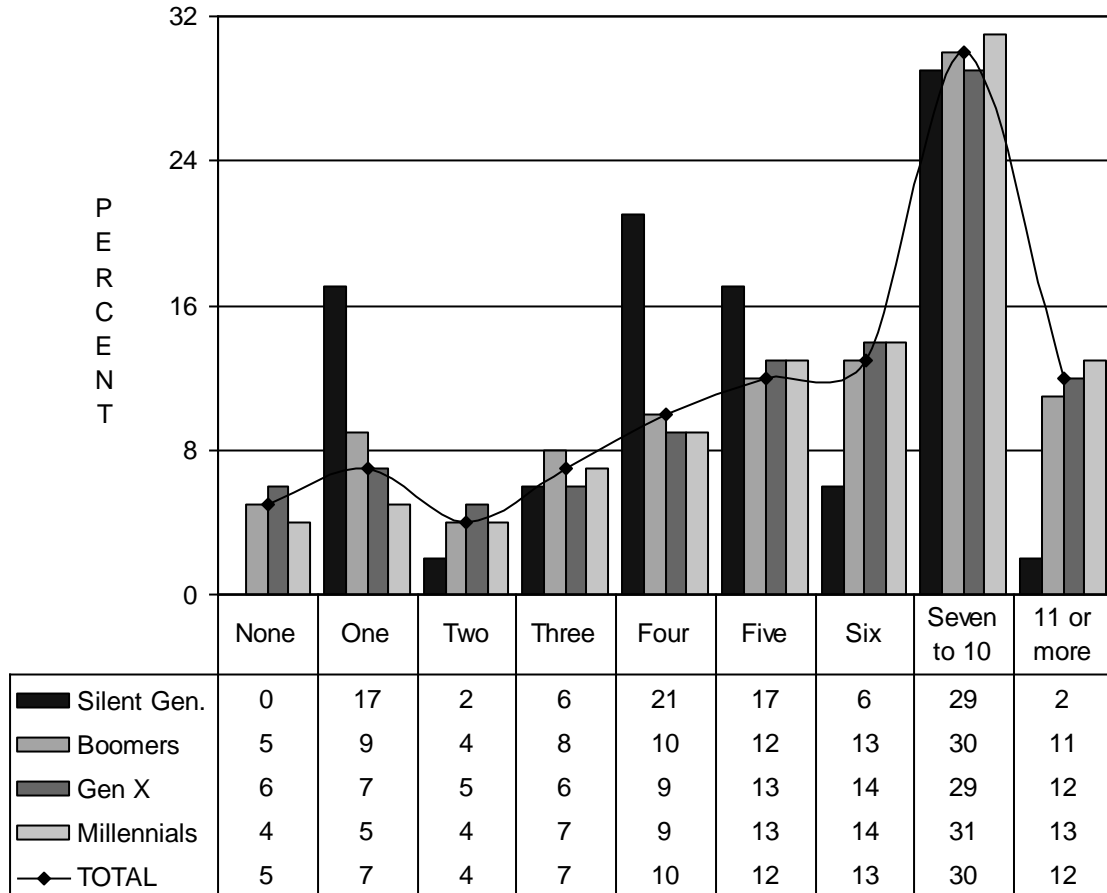
**FIGURE 49**  
**Hours Of Gambling — Average Per Day**  
(Among Those Who Gambled)



(Base Sizes: Silent Gen=33, Boomers=837, Gen X=832, Millennials=977, TOTAL=2679)  
(Means: Silent Gen=2.1, Boomers=2.6, Gen X=2.4, Millennials=1.8, TOTAL=2.2)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 2.2 hours. Boomers (average of 2.6 hours) and Gen X Visitors (2.4 hours) spent more time gambling than Millennials (1.8 hours).

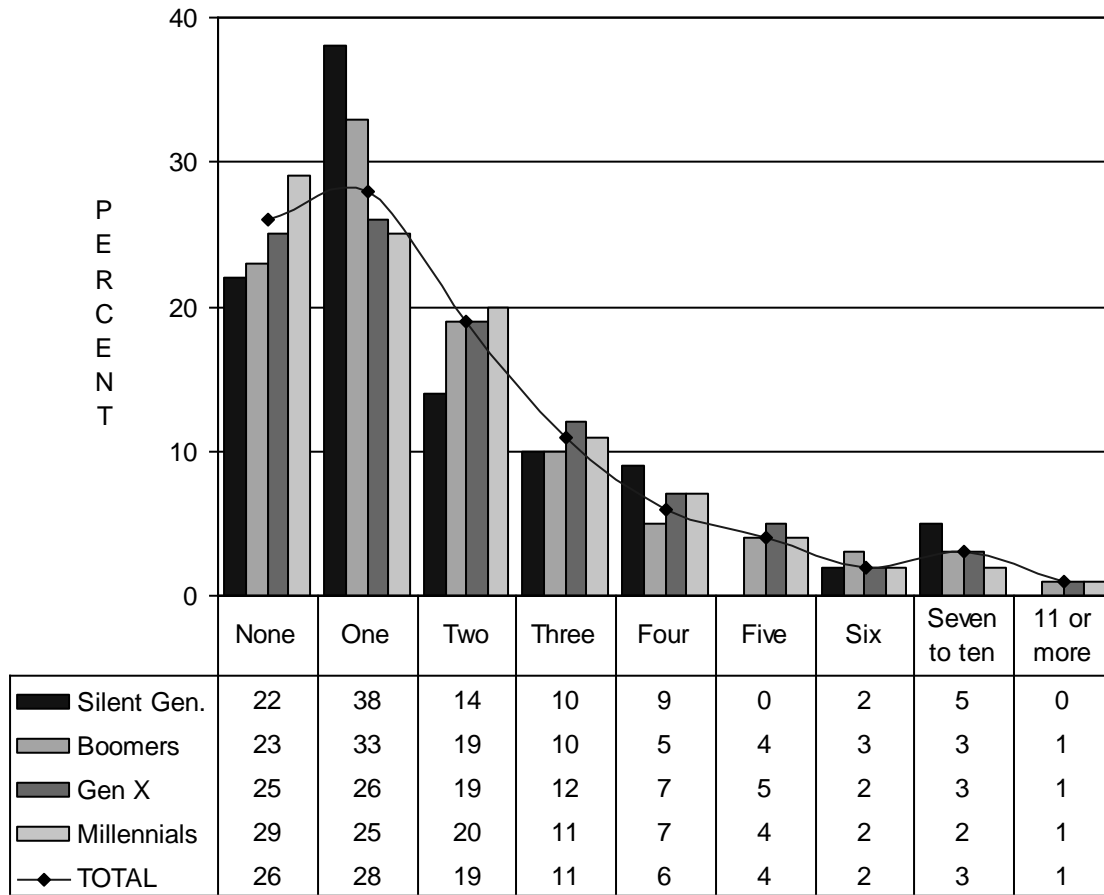
FIGURE 50  
Number Of Casinos Visited



(Means: Silent Gen=5.1, Boomers=6.1, Gen X=6.3, Millennials=6.6, 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, Millennials visited more casinos (average of 6.6) than Gen X visitors (6.3) and Boomers (6.1).

FIGURE 51  
Number Of Casinos Where Gambled

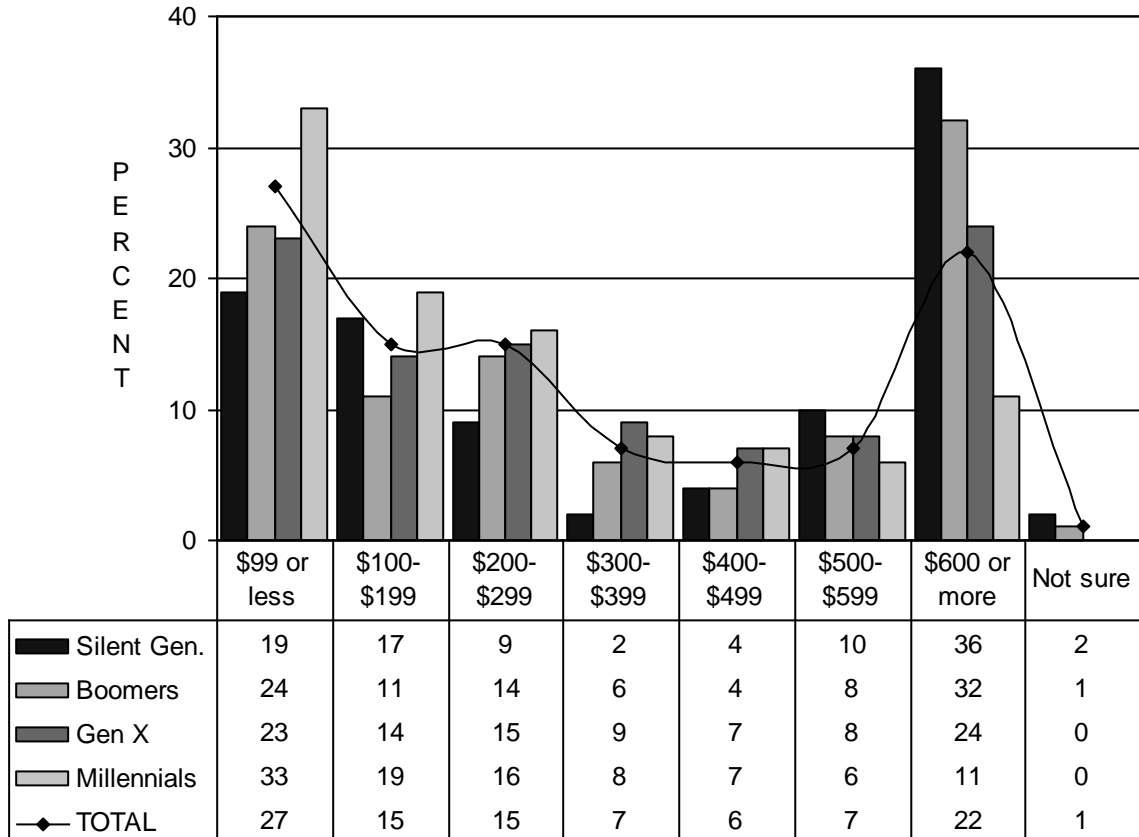


(Means Silent Gen=1.8, Boomers=1.9, Gen X=2.0, Millennials=1.8, TOTAL=1.9)

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. Gen X visitors (2.0) gambled in more casinos than Millennials (1.8). Boomers (33%) were more likely than Gen X visitors (26%) or Millennials (25%) to say that they gambled in only one casino.



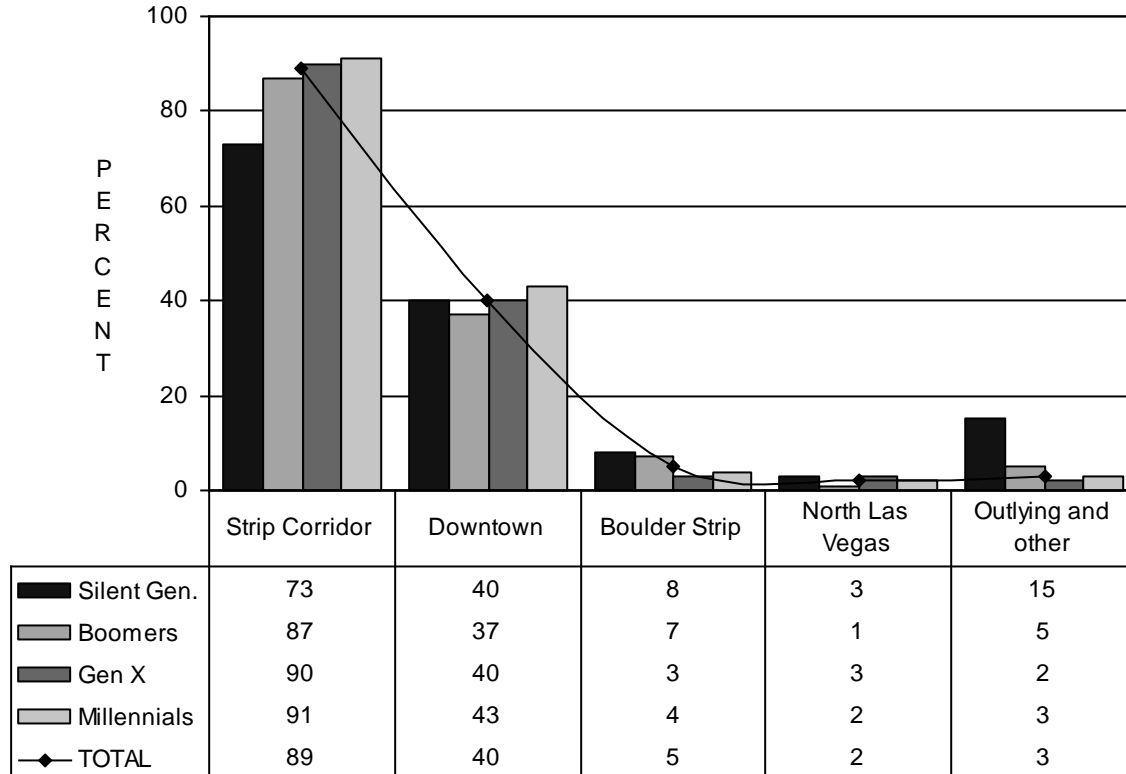
**FIGURE 52**  
**Trip Gambling Budget**  
(Among Those Who Gambled)



(Base Sizes: Silent Gen=33, Boomers=837, Gen X=832, Millennials=977, TOTAL=2679)  
(Means: Silent Gen=\$610.60, Boomers=\$735.51, Gen X=\$588.55, Millennials=\$295.25, TOTAL=\$527.05)

The average gaming budget among all visitors who gambled was \$527.05. Boomers (average of \$735.51) budgeted more for gambling than Gen X visitors (\$588.55), while Millennials (\$295.25) budgeted the least.

**FIGURE 53**  
**Where Visitors Gambled\***  
(Among Those Who Gambled)



\*Multiple responses were permitted.

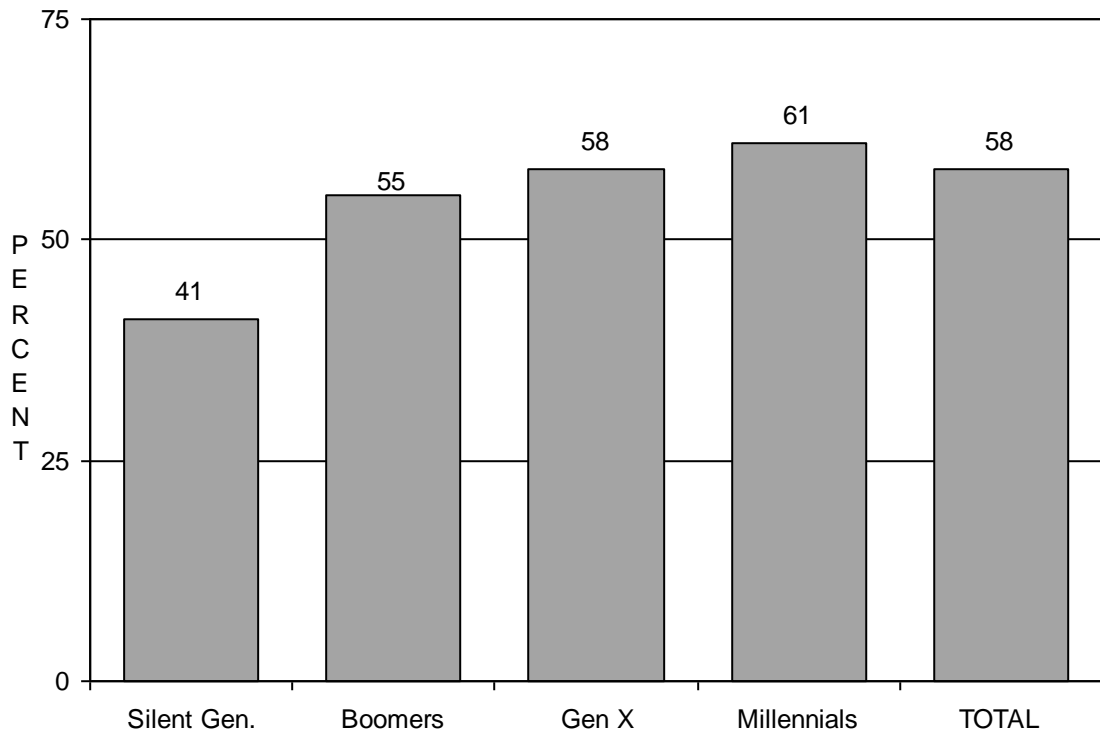
(Base Sizes: Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. Most visitors (89%) gambled on the Strip Corridor. Millennials (91%), Gen X visitors (90%), and Boomers (87%) were all more likely than the Silent Generation (73%) to say they gambled on the Strip Corridor. Millennials (43%) were also more likely than Boomers (37%) to say they gambled Downtown. Boomers (7%), meanwhile were more likely than Gen X visitors (3%) and Millennials (4%) to say they gambled on the Boulder Strip. Gen X visitors (3%) were more likely than Boomers (1%) to say they gambled in North Las Vegas. The Silent Generation (15%) were more likely than Boomers (5%), who in turn were more likely than Gen X visitors (2%) and Millennials (3%) to say they gambled in outlying areas and other areas outside of Las Vegas.

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

## ENTERTAINMENT

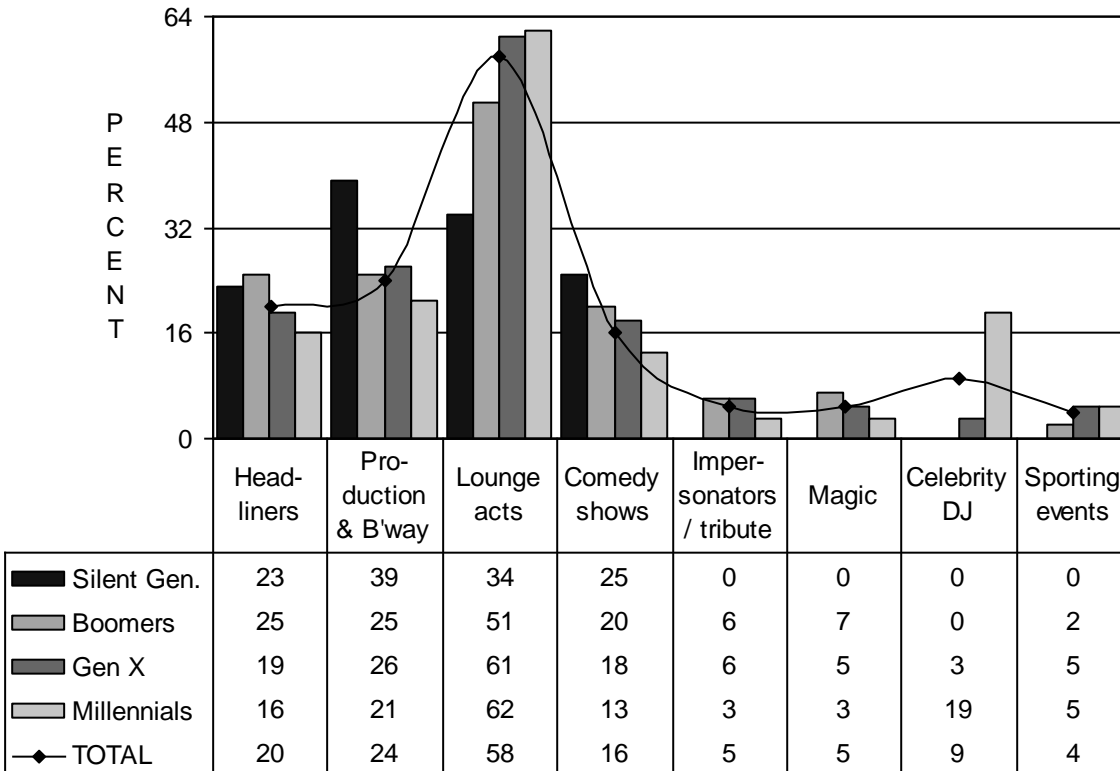
FIGURE 54  
Entertainment Attendance



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. Millennials (61%) were significantly more likely than Gen X visitors (58%) and Boomers (55%) to have seen at least one show.

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

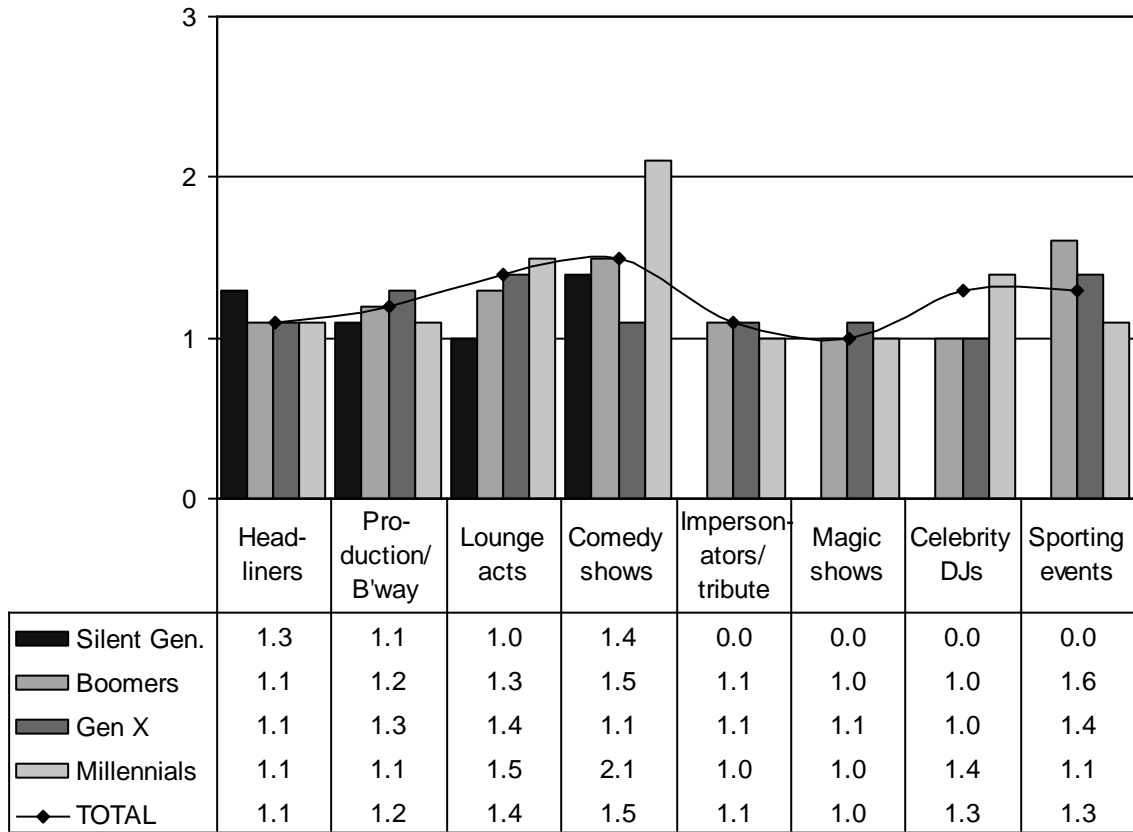


Multiple responses permitted.  
(Base Sizes: Silent Gen=17\*, Boomers=599, Gen X=641, Millennials=839, TOTAL=2096)

Lounge acts (58%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Millennials and Gen X visitors were more likely than Boomers or The Silent Generation to have seen lounge acts or sporting events. Gen X Visitors (26%) were more likely than Millennials (21%) to have seen a production or Broadway show. Boomers (25%) were the most likely segment to have seen a headliner. Boomers and Gen X visitors were both more likely than Millennials to have seen an impersonator or tribute show, or a magic show. Millennials (19%) were the most likely segment to have seen a celebrity DJ.

\* Note the very small base size for the Silent Generation.

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

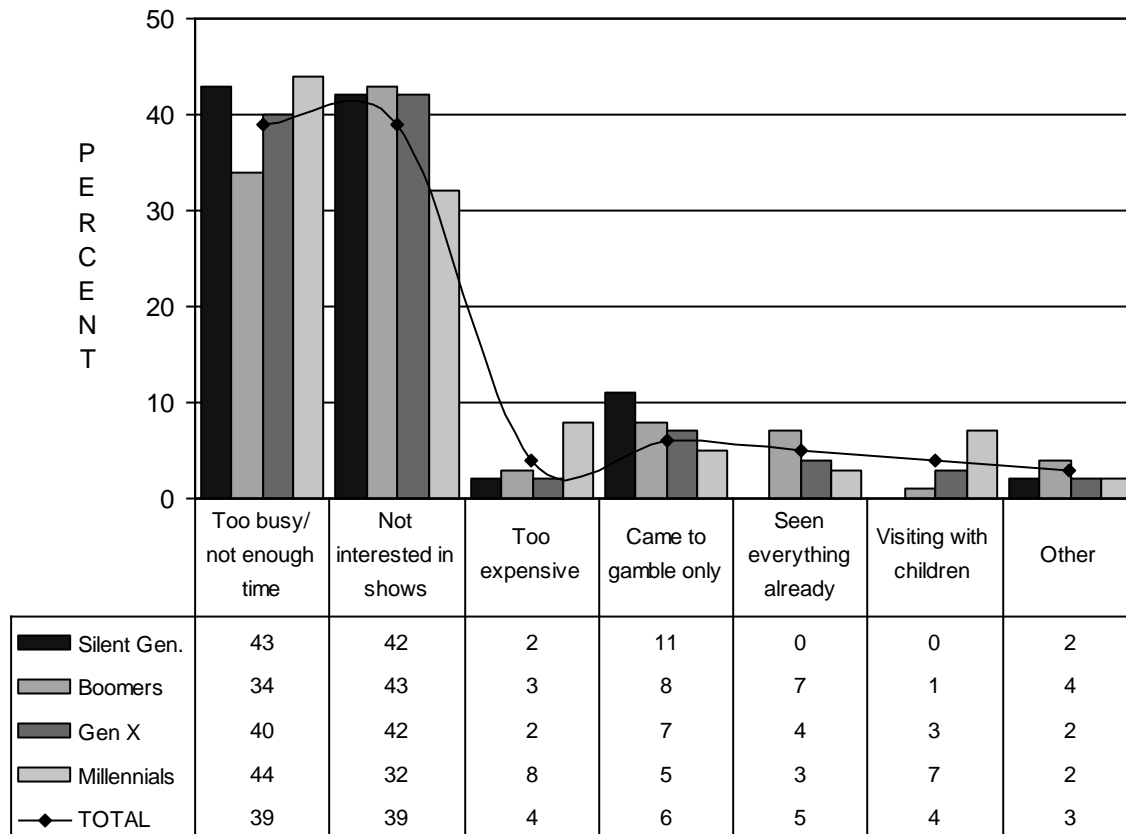


Multiple responses permitted.  
(Base Sizes: Silent Gen=17\*, Boomers=599, Gen X=641, Millennials=839, TOTAL=2096)

This figure shows the average number of times visitors attended each type of show *among those who attended shows*. Millennials saw more lounge acts (1.5) than Boomers (1.3), while Boomers saw more sporting events (1.6) than Millennials (1.1).

\* Note small base sizes for the Silent Generation.

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

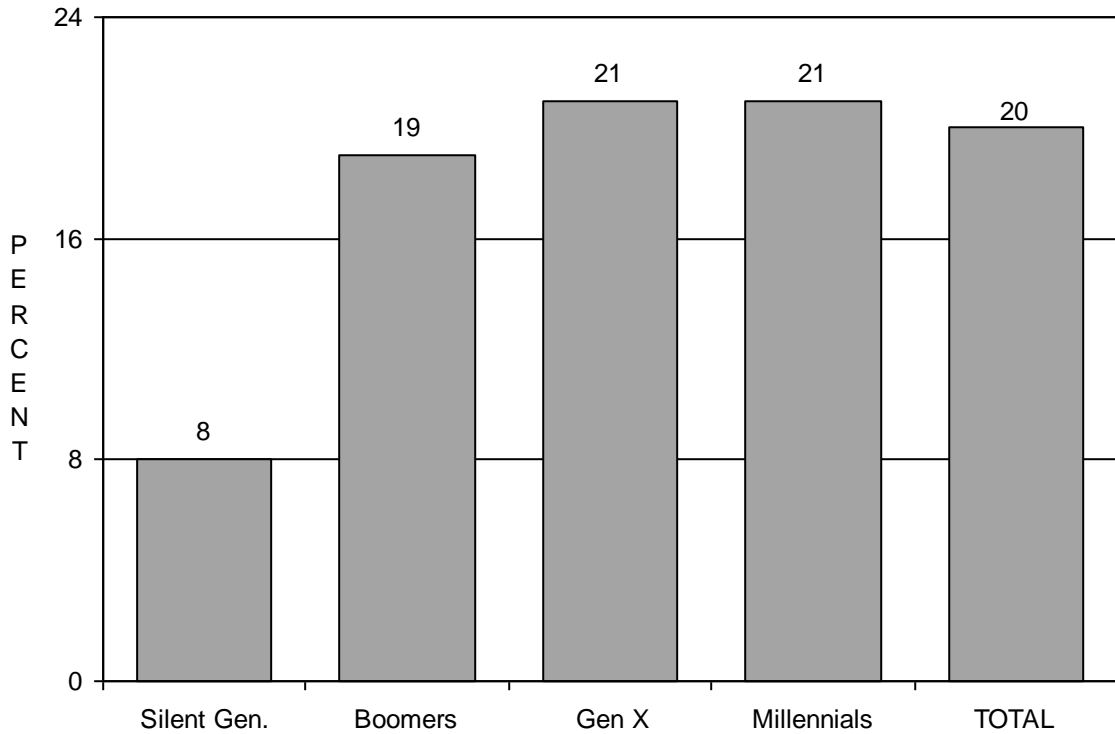


(Base Sizes: Silent Gen.=25\*, Boomers=484, Gen X=468, Millennials=526, TOTAL=1503)

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). Millennials (44%) were more likely than Boomers (34%) to cite a lack of time. Millennials were also the most likely segment to say it was because shows were too expensive or that they were traveling with children. Boomers (43%) and Gen X Visitors (42%) were more likely than Millennials (32%) to say that they were just not interested in shows. Boomers (7%) were more likely than Millennials (3%) to say that they had already seen shows or that there were no shows that were of interest to them.

\* Note small base size for the Silent Generation.

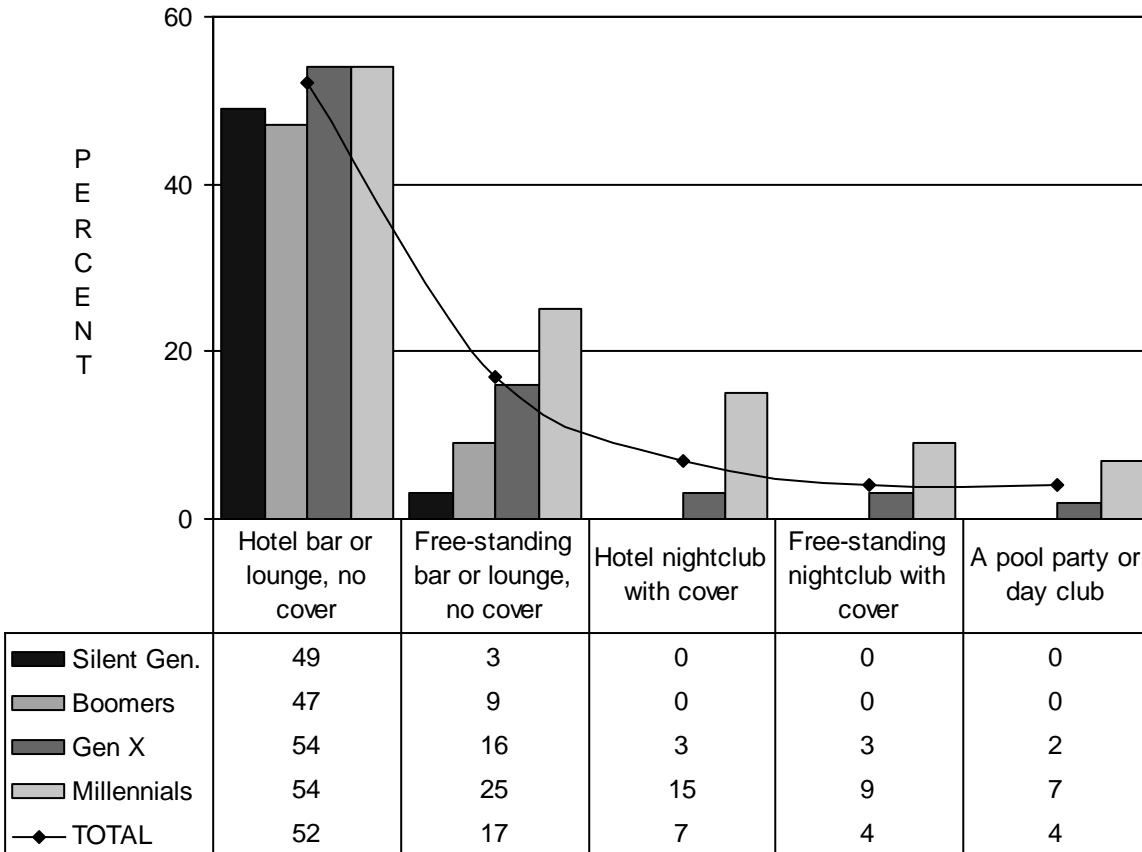
FIGURE 58  
Whether Has Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay. Overall, 20% said yes. Gen X visitors and Millennials (21% each) were more likely than the Silent Generation (8%) to have been to other paid attractions.

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

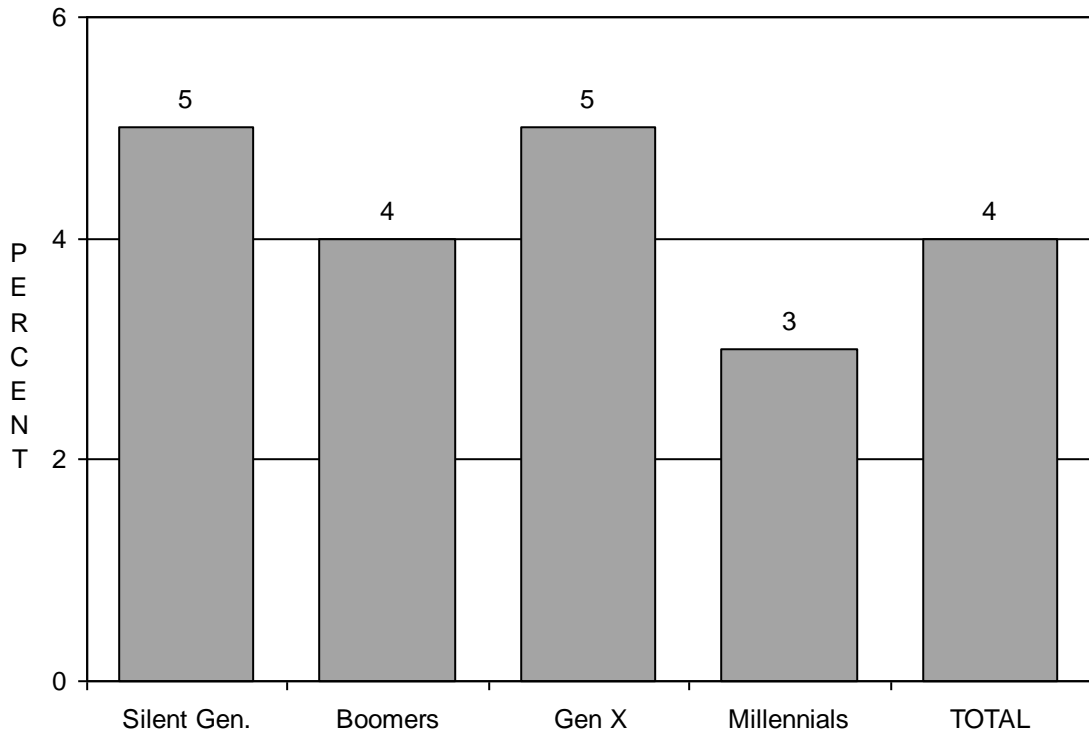


Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Millennials and Gen X Visitors (54% each) were more likely than Boomers (47%) to have been to a hotel bar or lounge with no cover charge. Millennials were the most likely, and Gen X visitors were also more likely than Boomers or the Silent Generation to have been to a free-standing bar with no cover charge, a hotel nightclub with a cover charge, a free-standing nightclub with a cover charge, or to have been to a pool party or day club.



FIGURE 60  
Whether Visited A Spa

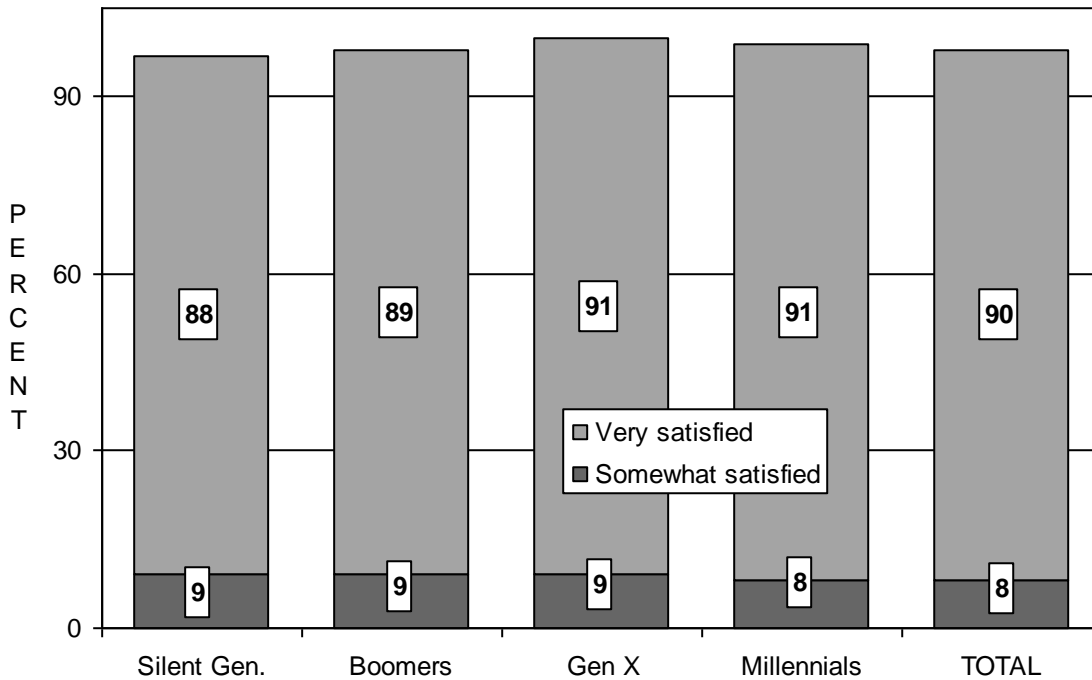


Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 4% said they had. There were no differences between the subgroups on this measure.

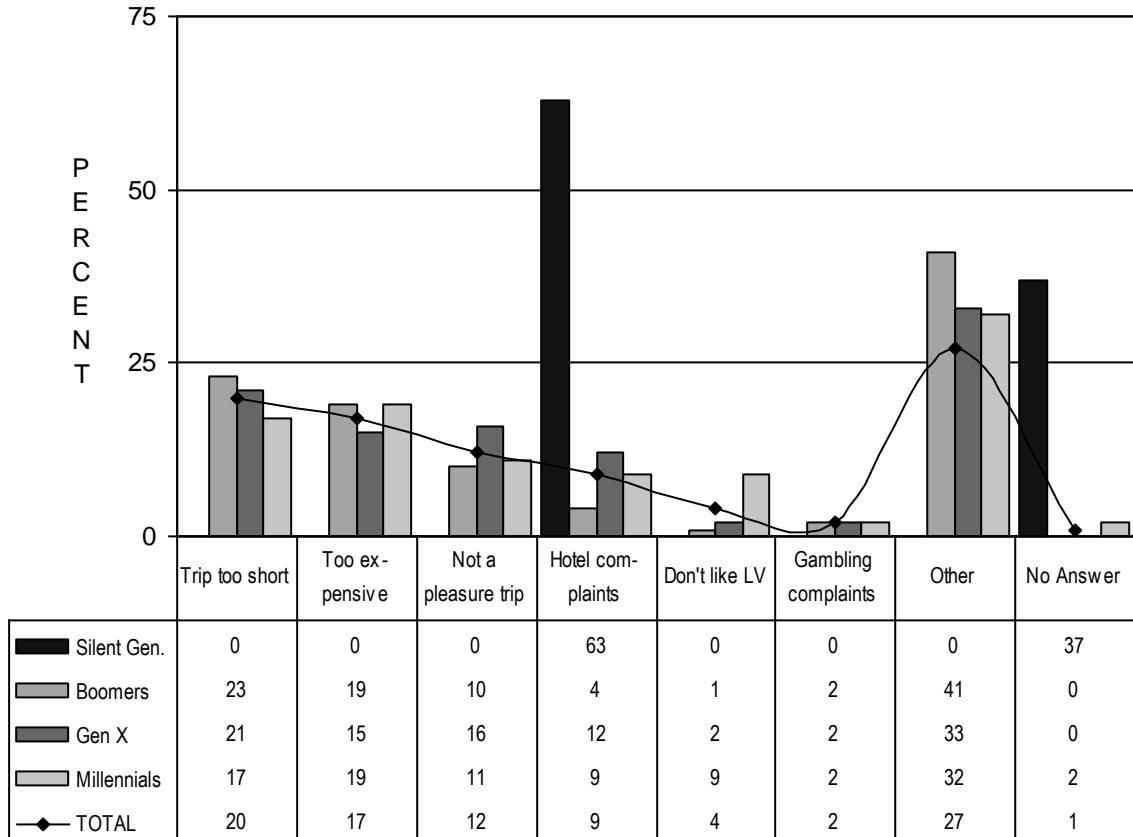
## ATTITUDINAL INFORMATION

FIGURE 61  
Satisfaction With Visit



Nine out of ten visitors (90%) of all visitors were “very satisfied” with their visit to Las Vegas, while 8% were “somewhat” satisfied. There were no differences between the subgroups on this measure.

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



(Base Sizes Silent Gen=4\*, Boomers=96, Gen X=97, Millennials=107, TOTAL=304)

The above figure presents the key reasons why satisfaction levels were not higher among those visitors who were only "somewhat satisfied" with their visit. Among the most common reasons given were the trip was too short (20%), the perception that Las Vegas is too expensive (17%), and hotel complaints (9%). Millennials (9%) were the most likely segment to say that they were "somewhat satisfied" because they just don't like Las Vegas.

\* Note the very small base size for the Silent Generation.

## VISITOR DEMOGRAPHICS

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

- Retired (94% of the Silent Generation and 67% of Boomers vs. 2% for Gen X visitors and less than 1% for Millennials).
- Caucasian (94% of the Silent Generation and 88% of Boomers vs. 79% of Gen X visitors and 67% of Millennials).

Boomers were the most likely to be:

- Earning \$60,000 to \$79,999 (27% vs. 6% of the Silent Generation, 11% of Gen X visitors, and 18% of Millennials).

Gen X visitors were the most likely to be:

- Employed (90% vs. 4% of the Silent Generation, 30% of Boomers and 82% of Millennials).
- College graduates (60% vs. 50% of the Silent Generation, 51% of Boomers and 34% of Millennials).
- Earning \$80,000 or more (74% vs. 46% of the Silent Generation, 47% of Boomers and 37% of Millennials).

Millennials were the most likely to be:

- Female (54% vs. 24% of the Silent Generation and 47% of Boomers and 48% of Gen X visitors).
- Single (35% vs. 0% of the Silent Generation, 2% of Boomers, and 7% of Gen X visitors).
- Students (9% vs. 0% each among the Silent Generation, Boomers, and Gen X visitors).
- Hispanic/Latino (16% vs. 0% of the Silent Generation, 4% of Boomers and 9% of Gen X visitors).
- Earning less than \$40,000 (22% vs. 4% of the Silent Generation, 2% each of Boomers and Gen X visitors).
- From Southern California (22% vs. 13% of the Silent Generation, and 17% each of Boomers, and Gen X visitors).

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

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
<u>GENDER</u>					
Male	76%	53%	52%	46%	50%
Female	24	47	48	54	50
<u>MARITAL STATUS</u>					
Married	88	91	87	61	79
Single	0	2	7	35	16
Separated/Divorced	0	5	6	3	5
Widowed	12	2	0	0	1
<u>JOB CATEGORIES</u>					
Employed	4	30	90	82	68
Unemployed	0	0	1	3	2
Student	0	0	0	9	4
Retired	94	67	2	0	22
Homemaker	2	3	7	5	5
<u>EDUCATION</u>					
High school or less	14	17	13	24	18
Some college/trade school	36	32	27	43	35
College graduate	50	51	60	34	47
<u>AGE</u>					
21 to 29	0	0	0	52	20
30 to 39	0	0	16	48	23
40 to 49	0	0	62	0	19
50 to 59	0	24	23	0	14
60 to 64	0	17	0	0	5
65 or older	100	59	0	0	19
MEAN	76.1	64.0	44.8	29.3	45.1
BASE	(42)	(1083)	(1109)	(1365)	(3599)

(Continued on next page)

**FIGURE 64**  
**VISITOR DEMOGRAPHICS**

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
<b>ETHNICITY</b>					
White	94%	88%	79%	67%	77%
African American/Black	3	5	7	9	7
Asian/Asian American	3	3	2	2	2
Hispanic/Latino	0	4	9	16	10
Other	0	0	3	6	3
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	2	0	0	9	4
\$20,000 to \$39,999	2	2	2	13	6
\$40,000 to \$59,999	22	13	6	15	12
\$60,000 to \$79,999	6	27	11	18	19
\$80,000 or more	46	47	74	37	51
Not sure/no answer	22	11	7	7	9
<b>VISITOR ORIGIN</b>					
<u>U.S.A.</u>	<u>86</u>	<u>80</u>	<u>82</u>	<u>78</u>	<u>80</u>
Eastern states <sup>1</sup>	4	8	7	6	7
Southern states <sup>2</sup>	16	18	18	13	16
Midwestern states <sup>3</sup>	29	10	11	8	10
<u>Western states<sup>4</sup></u>	<u>37</u>	<u>44</u>	<u>47</u>	<u>51</u>	<u>47</u>
California	16	19	21	27	23
Southern CA	13	17	17	22	19
Northern CA	4	2	5	5	4
Arizona	5	9	8	9	9
Other West	16	15	17	15	16
<u>Foreign</u>	<u>14</u>	<u>20</u>	<u>18</u>	<u>22</u>	<u>20</u>
BASE	(42)	(1083)	(1109)	(1365)	(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.