glsresearch

Research that works.

425 2nd Street
Suite 400
San Francisco, CA 94107
Telephone: (415) 974-6620
Facsimile: (415) 947-0260
www.glsresearch.com

San Francisco
Las Vegas

LAS VEGAS VISITOR PROFILE

Calendar Year 2018

Market Segment Version:

Convention Visitors, Package Purchasers, General Tourists, and Casino Guests

Prepared for:

Las Vegas Convention and Visitors Authority

By:

GLS Research

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

VISITOR PROFILE STUDY

LAS VEGAS CONVENTION AND VISITORS AUTHORITY
SENIOR EXECUTIVE STAFF
DECEMBER 31, 2018

Chief Executive Officer/President — Steven D. Hill

Chief Operating Officer — Brian Yost
Chief Financial Officer – Edward Finger
Chief People Officer – Barbara Bolender
Chief Marketing Officer — Cathy Tull

RESEARCH CENTER
Vice President — Kevin M. Bagger
Director — Scott Russell
Senior Research Analyst — Matt Seltzer
Research Analyst — Gina Zozaya
Research Analyst — Jill Reynolds

3150 Paradise Road
Las Vegas, NV 89109-9096
(702) 892-0711
LVCVA.com
VisitLasVegas.com
VegasMeansBusiness.com
VisitLaughlin.com
VisitMesquite.com

TABLE OF CONTENTS

TABLE OF FIGURES

Page

TABLE OF FIGURES
(continued/2)

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 focus of this report is an analysis of Las Vegas visitors categorized into four consumer segments. These four segments are defined as follows:

- **CONVENTION VISITORS** — those who attended or worked at a convention, trade show, or corporate meeting — 8% of all visitors.
- **PACKAGE PURCHASERS** — those who came to Las Vegas on a hotel/transportation or hotel/amenities package deal, or as part of a tour or travel group — 13% of all visitors.
- **GENERAL TOURISTS** — a composite group of visitors other than convention, package, or casino — 62% of all visitors. This group includes visitors not classifiable as convention, package or casino visitors, including those staying in RV parks, with friends and relatives, and day trippers.
- **CASINO GUESTS** — visitors who paid a casino room rate (either a regular casino rate or casino complimentary) — 17% of all visitors.

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

CONVENTION VISITORS

Those visitors who attended or worked at a convention, trade show or corporate meeting were the most likely to have:

- Used a ride sharing service while in Las Vegas (43%).
- Not visited Downtown Las Vegas (78%).
- Had their accommodations booked by someone other than themselves (22%).
- Booked their accommodations 61-90 days in advance of their trip (22%).
- Only one person staying in their room (57%).
- Not gambled during their stay (41%).

Were most likely to be:

- Male (59%).
- Employed (97%).
- College graduates (79%).
- From the Eastern (13%) or Southern (24%) states.
- Between 40 to 59 years old (54%).
- Earning an annual household income of $80,000 or more (73%).

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

- $427.07 on food and drink.
- $141.15 on shopping.
- $33.07 on shows and entertainment.

PACKAGE PURCHASERS

Those visitors who came to Las Vegas on a package deal or as part of a tour or travel group were the most likely to have:

- Been visiting Las Vegas for the first time (47%).
- Been visiting Las Vegas for vacation or pleasure (82%).
- Used a variety of tools in planning their trip to Las Vegas including websites (68%), social media (58%), a travel agent (47%), magazines or newspapers (19%), and printed brochures or travel guides (22%).
- Taken a taxi (58%), a bus (52%), the Monorail (35%), and/or a hotel/motel shuttle (24%) during their visit.
- Visited Downtown Las Vegas (68%).
- Planned their trip to Las Vegas more than one month in advance (86%).
- Booked their accommodations through a third-party website or app (44%) or through a travel agent (47%).
- Booked their accommodations in Las Vegas more than one month in advance (85%).
- Seen a show during their visit (82%).
- Spent the most on shopping, shows, and sightseeing.

Were most likely to be:

- Visiting from a foreign country (57%).

During their visit to Las Vegas package purchasers spent an average of:

- $410.50 on food and drink.
- $217.45 on shopping.
- $92.19 on shows and entertainment.

GENERAL TOURISTS

Among general tourists to Las Vegas:

- Over one-third (36%) used Facebook to plan their trip.
- One-third (33%) booked their accommodations through a hotel website.
- Fifteen percent (15%) booked their accommodations within a week of their trip.
- Fourteen percent (14%) stayed in Las Vegas two days and one night.
- Fourteen percent (14%) visited zero or one casino.
- One in five (21%) visited a free-standing bar or lounge without a cover charge.

General tourists were most likely to be:

- Single (19%).
- From Western states outside of California and Arizona (19%).
- 21 to 29 years old (24%).
- Earning an annual household income of $40,000 to $59,999 (15%).

During their visit to Las Vegas general tourists spent an average of:

- $272.68 on food and drink.
- $142.38 on shopping.
- $45.49 on shows and entertainment.

CASINO GUESTS

Visitors who received a casino rate were the most likely to have:

- Visited Las Vegas before (96%) and to have visited Las Vegas the most frequently in the past 12 months (average of 2.0 visits).
- Planned their trip to Las Vegas between one week and one month of their arrival (46%).
- Booked their accommodations in Las Vegas between one week and one month of their arrival (48%).
- Booked their accommodations in Las Vegas by calling the property directly (60% of those who lodged overnight in a hotel, motel or RV park).
- Gambled while in Las Vegas (91%).
- Gambled at just one casino (42%).
- Spend the most time gambling (average of 5.2 hours per day).
- Have the highest gaming budget (average of $1,424.69 for their entire trip).

Were most likely to be:

- 40 years old or older (72%).
- From the United States (92%), especially from California (37%) or Arizona (14%).

During their visit to Las Vegas casino guests spent an average of:

- $342.21 on food and drink.
- $157.64 on shopping.
- $41.54 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is 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 and 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, and 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 focuses on visitors to Las Vegas during calendar year 2018 from four marketing segments: convention visitors, package purchasers, general tourists, and casino guests. The tables and charts in this report show data for all visitors and for the four visitor segments. Statistically significant differences in the behavior, attitudes, and opinions of each segment of visitors are pointed out in the text of the report.

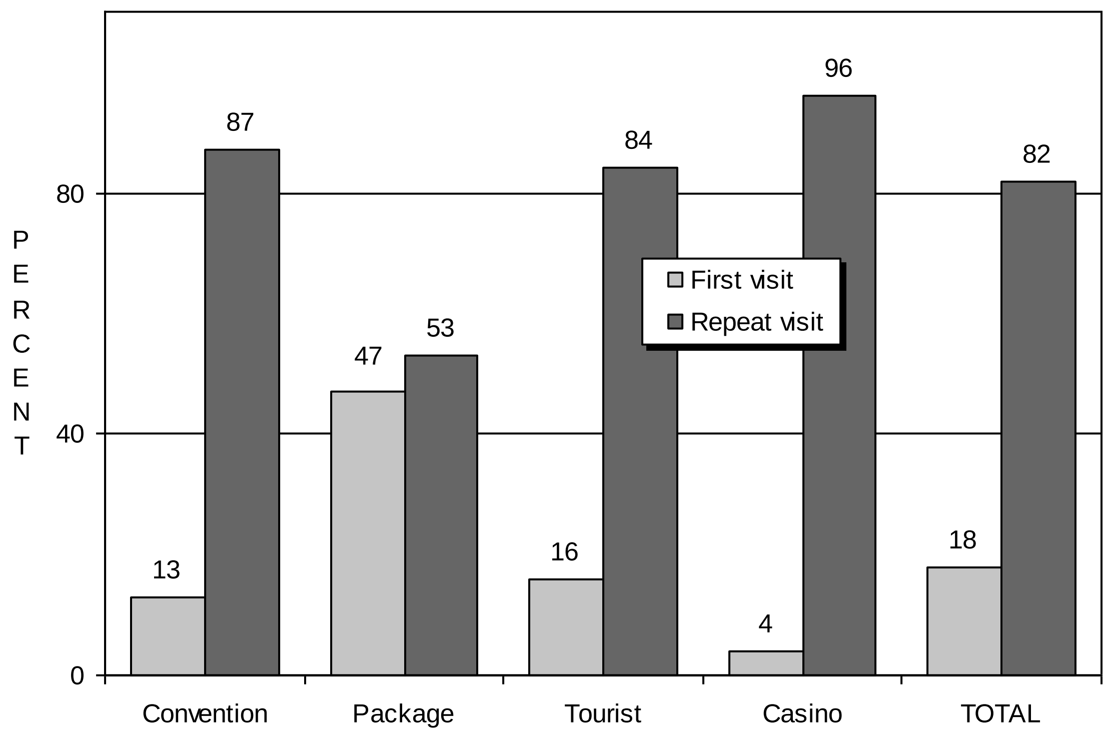
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2018. These questions will be rotated back into the questionnaire in Calendar Year 2019 and subsequently asked every other year. These questions are noted in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

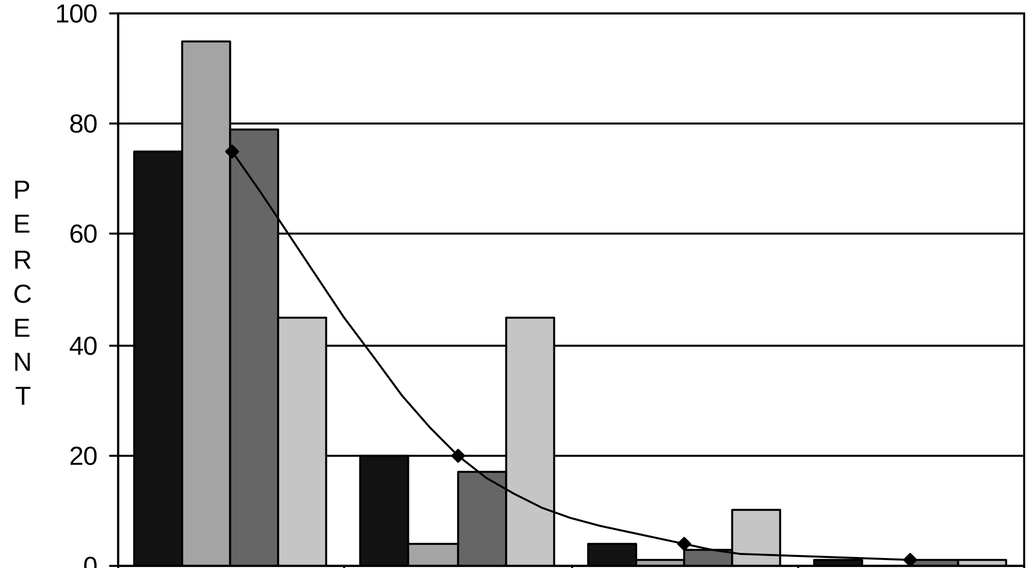
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



Of the four types of visitors, package purchasers (53%) were the least likely to have visited Las Vegas previously, while casino guests (96%) were the most likely. Eighty-seven percent (87%) of convention visitors and 84% of general tourists were repeat visitors to Las Vegas.

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

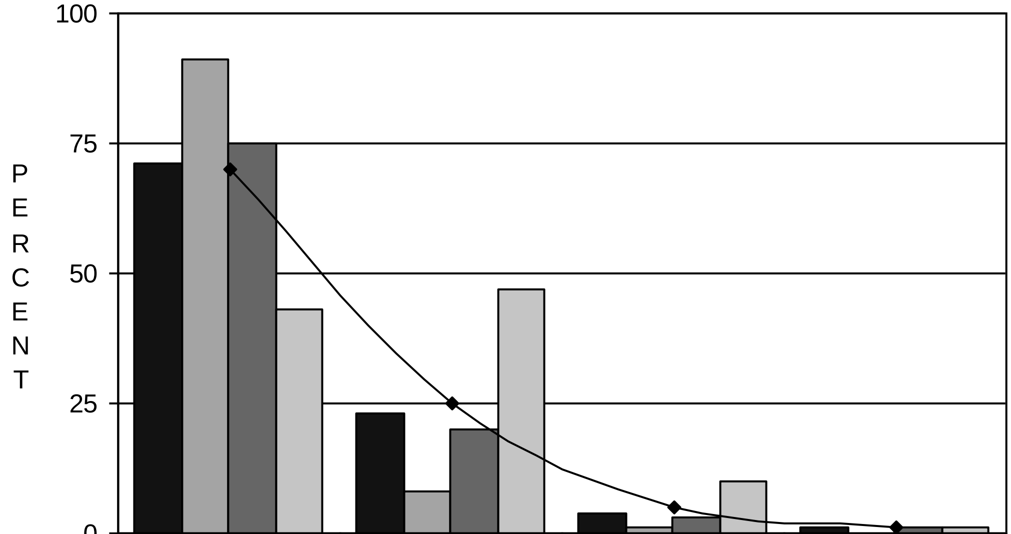


	One	Two to three	Four to five	More than five
Convention	75	20	4	1
Package	95	4	1	0
Tourist	79	17	3	1
Casino	45	45	10	1
TOTAL	75	20	4	1

(Means: Convention=1.5, Package=1.1, Tourist=1.4, Casino=2.0, TOTAL=1.5)

Casino guests visited Las Vegas the most frequently in the past 12 months, making an average of 2.0 visits to Las Vegas. Package purchasers made the fewest visits in the past 12 months (1.1).

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

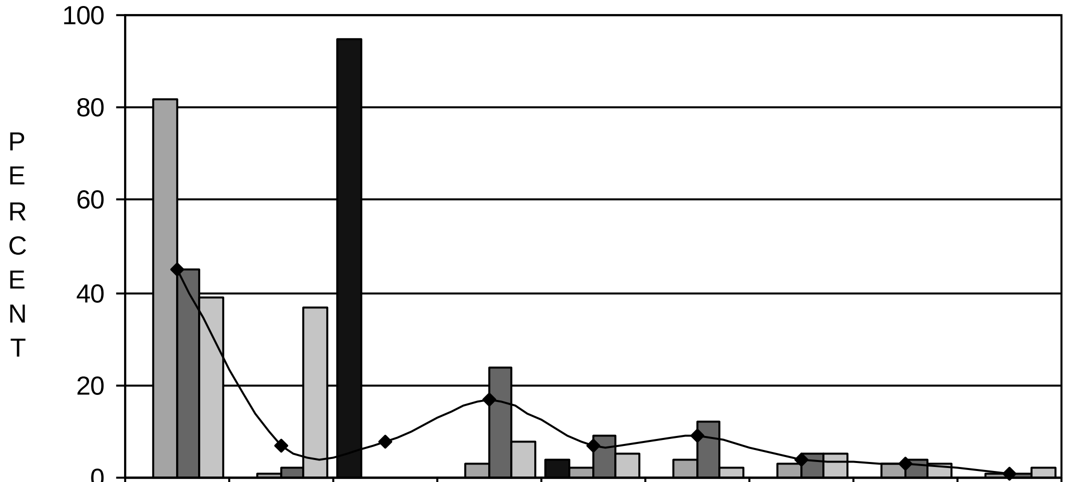


	One	Two to three	Four to five	More than five
Convention	71	23	4	1
Package	91	8	1	0
Tourist	75	20	3	1
Casino	43	47	10	1
TOTAL	70	25	5	1

(Base Sizes: Convention=257, Package=247, Tourist=1877, Casino=583, TOTAL=2963)
(Means: Convention=1.5, Package=1.1, Tourist=1.5, Casino=2.0, TOTAL=1.6)

Looking only at repeat visitors to Las Vegas, casino guests (average of 2.0 visits) visited more often in the past 12 months than either general tourists or convention visitors (1.5 visits each), while package purchasers (1.1) made the fewest visits.

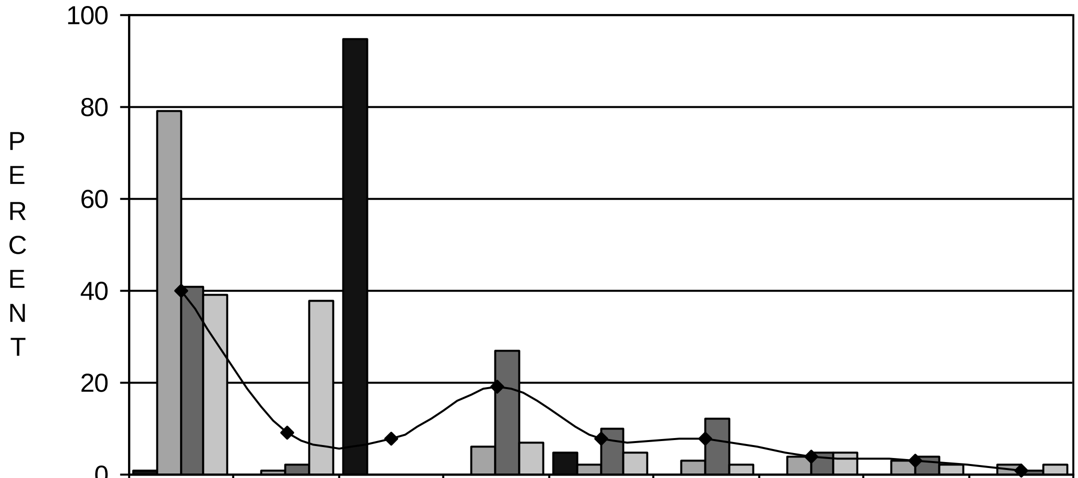
FIGURE 4
Primary Purpose Of Current Visit
(Among All Visitors)



	Vacation/ pleasure	Gambling	Conven- tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Convention	0	0	95	0	4	0	0	0	0
Package	82	1	0	3	2	4	3	3	1
Tourist	45	2	0	24	9	12	5	4	1
Casino	39	37	0	8	5	2	5	3	2
TOTAL	45	7	8	17	7	9	4	3	1

The vast majority (95%) of convention visitors said the primary purpose of their current visit was to attend a convention, trade show, or corporate meeting. Package purchasers were the most likely segment to say the purpose of their current visit was for vacation or pleasure (82%), followed by general tourists (45%) and casino guests (39%). Casino guests were the most likely segment to say they were in Las Vegas primarily to gamble (37%), while general tourists were the most likely segment to say they were visiting friends and relatives (24%), were just passing through (12%), or were on business other than a convention or corporate meeting (9%).

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

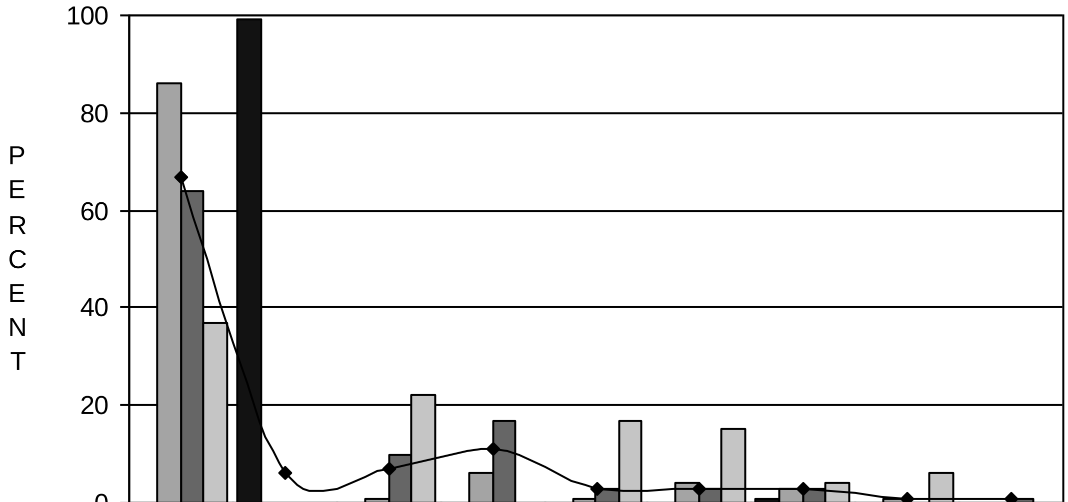


	Vacation/ pleasure	Gambling	Conven-tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Convention	1	0	95	0	5	0	0	0	0
Package	79	1	0	6	2	3	4	3	2
Tourist	41	2	0	27	10	12	5	4	1
Casino	39	38	0	7	5	2	5	2	2
TOTAL	40	9	8	19	8	8	4	3	1

(Base Sizes: Convention=257, Package=247, Tourist=1877, Casino=583, TOTAL=2963)

Among repeat visitors, package purchasers were the most likely segment to say they had come to Las Vegas primarily for vacation or pleasure (79%), compared to 41% of general tourists and 39% of casino guests. Casino guests were the most likely segment to say they came to Las Vegas primarily to gamble (38%). General tourists were the most likely segment to say they were visiting Las Vegas primarily to visit friends or relatives (27%), because they were just passing through (12%), or for business purposes other than a convention or corporate meeting (10%).

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



	Vacation/ pleasure	Conven-tion/corp. mtg.	Friends/ relatives	Passing through	Other business	Wedding	Special event	Gambling	Other
Convention	0	99	0	0	0	0	1	0	0
Package	86	0	1	6	1	4	3	1	0
Tourist	64	0	10	17	3	3	3	0	1
Casino	37	0	22	0	17	15	4	6	0
TOTAL	67	6	7	11	3	3	3	1	1

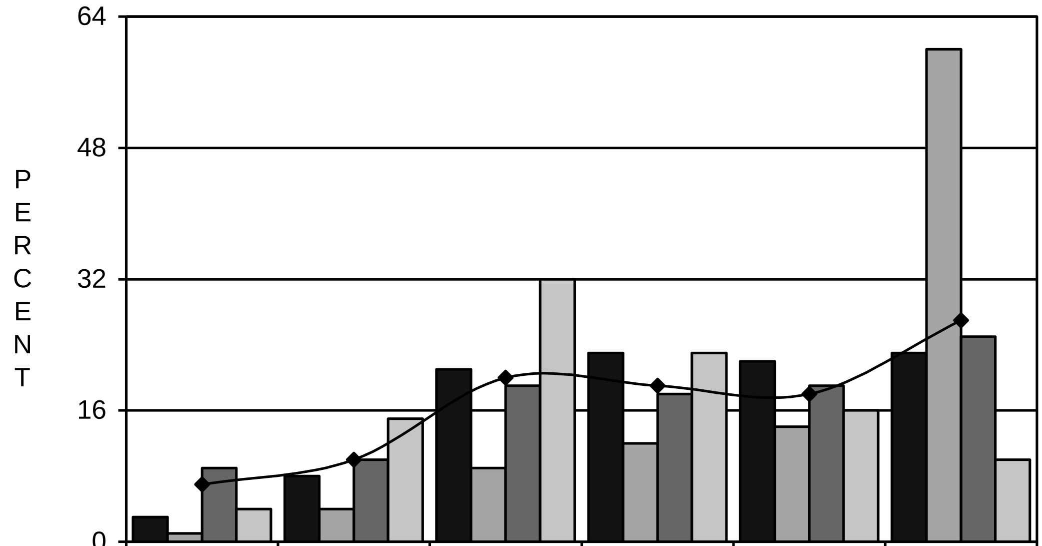
(Base Sizes: Convention=38, Package=221, Tourist=351, Casino=25*, TOTAL=636)

Among first-time visitors, package purchasers were the most likely segment to say the primary purpose of their current trip was for vacation or pleasure (86%), followed by general tourists (64%) and casino guests (37%). Casino guests (22%) and general tourists (10%) were both more likely than package purchasers (1%) to say they were there to visit friends or relatives. Casino guests (17%) were also the most likely segment to say they were there for business purposes other than a convention or corporate meeting. General tourists (17%), meanwhile, were the most likely segment to say they were just passing through Las Vegas.

* Note the very small base size for casino guests.

TRAVEL PLANNING

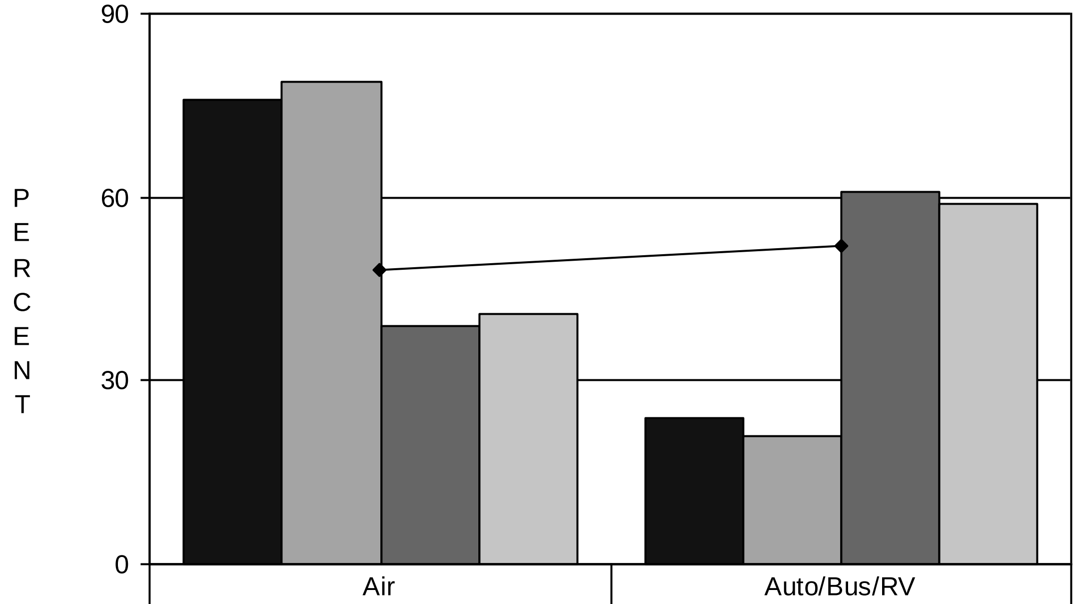
FIGURE 7
Advance Travel Planning



	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	>90 days
Convention	3	8	21	23	22	23
Package	1	4	9	12	14	60
Tourist	9	10	19	18	19	25
Casino	4	15	32	23	16	10
TOTAL	7	10	20	19	18	27

Package purchasers tended to plan their trips to Las Vegas farther in advance than members of the other segments. Eighty-six percent (86%) of package purchasers planned their trip a month or more in advance, with six in ten (60%) planning their trip more than 90 days in advance. Casino guests (47%) were the most likely segment to plan their trip between one week and one month of arrival while general tourists (9%) were the most likely segment to plan their trip within a week of arrival.

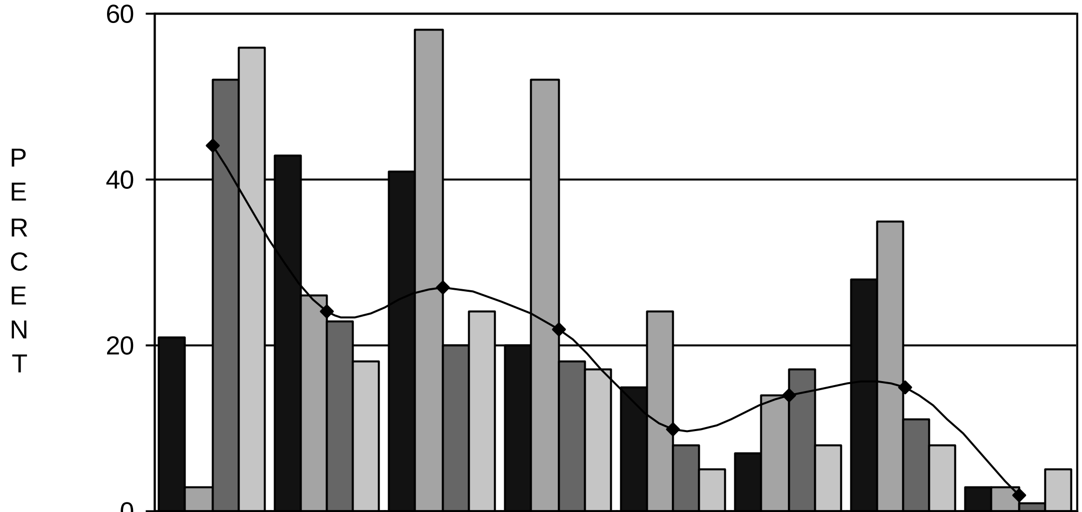
FIGURE 8
Transportation To Las Vegas



	Air	Auto/Bus/RV
Convention	76	24
Package	79	21
Tourist	39	61
Casino	41	59
TOTAL	48	52

Package purchasers (79%) and convention visitors (76%) were more likely than casino guests (41%) or general tourists (39%) to travel to Las Vegas by air.

FIGURE 9
Local Transportation

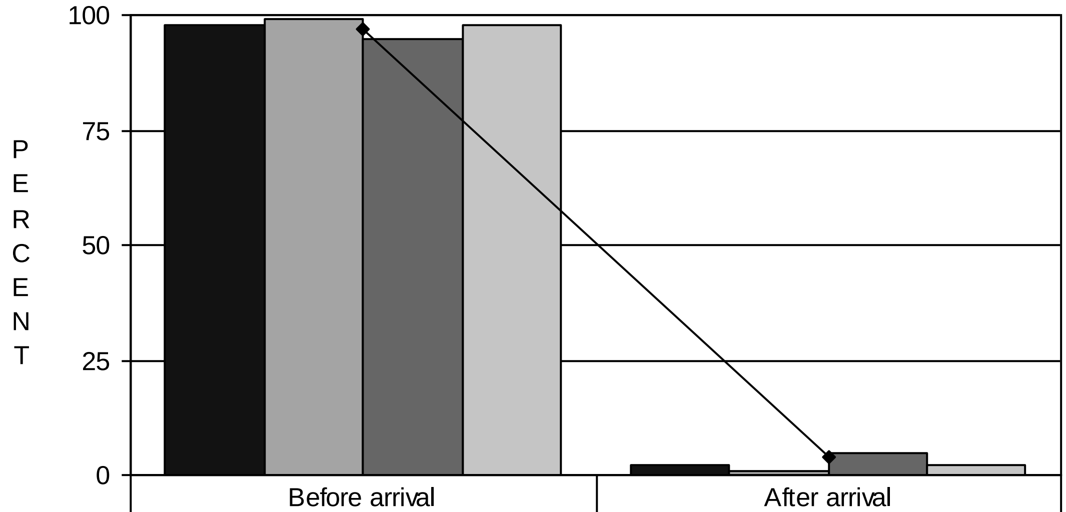


	Own vehicle	Ride-sharing	Taxi	Bus	Shuttle	Rental car	Monorail	Limou-sine
Convention	21	43	41	20	15	7	28	3
Package	3	26	58	52	24	14	35	3
Tourist	52	23	20	18	8	17	11	1
Casino	56	18	24	17	5	8	8	5
TOTAL	44	24	27	22	10	14	15	2

Multiple responses permitted

Casino guests (56%) and general tourists (52%) were both more likely than convention visitors (21%), who in turn were more likely than package purchasers (3%), to say they relied on their own vehicles to get around Las Vegas. Package purchasers were the most likely segment to use a variety of forms of transportation, including a taxi (58%), a bus (52%), the Monorail (35%), and a hotel/motel shuttle (24%). Convention visitors (43%) were the most likely segment to say that they used a ride-sharing service. General tourists (17%) and package purchasers (14%) were more likely than other visitor groups to say that they used a rental car. Casino guests (5%) and package purchasers (3%) were more likely than general tourists to say that they used a limousine.

FIGURE 10
When Decided Where To Stay
(Among Those Who Stayed Overnight)

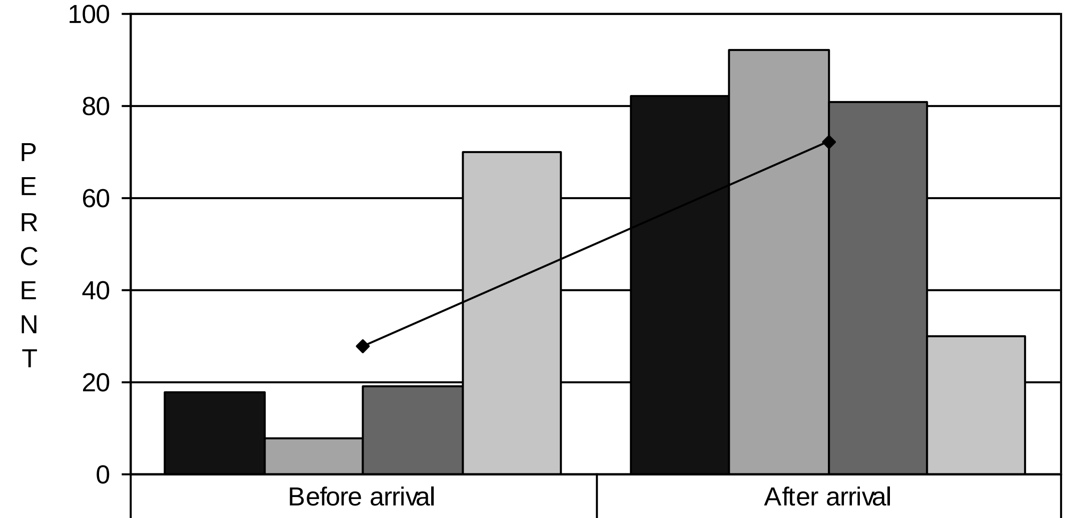


	Before arrival	After arrival
Convention	98	2
Package	99	1
Tourist	95	5
Casino	98	2
TOTAL	97	4

(Base Sizes: Convention=293, Package=467, Tourist=2216, Casino=608, TOTAL=3584)

Among visitors who lodged in Las Vegas, virtually all package purchasers (99.3%) and the vast majority of convention visitors and casino guests (98% each) said they decided where they would stay before arriving in Las Vegas. General tourists (5%) were the most likely segment to say they decided where they would stay after they arrived.

FIGURE 11
When Decided Where To Gamble
(Among Those Who Gambled)

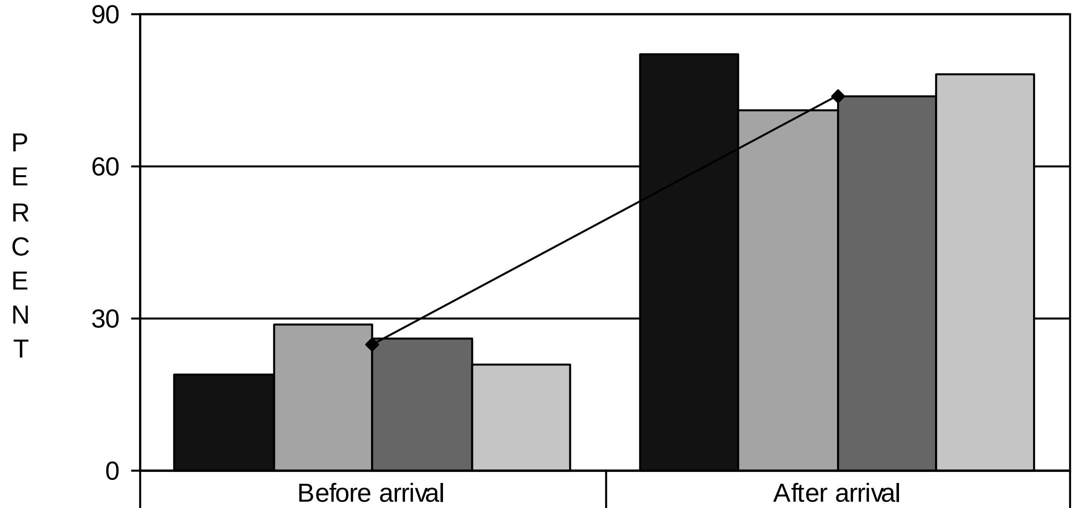


	Before arrival	After arrival
Convention	18	82
Package	8	92
Tourist	19	81
Casino	70	30
TOTAL	28	72

(Base Sizes: Convention=174, Package=395, Tourist=1559, Casino=552, TOTAL=2679)

Among those visitors who gambled while in Las Vegas, package visitors (92%) were more likely than convention visitors (82%) and general tourists (81%) to say they made their decisions about where to gamble after they arrived. As might be expected, casino guests (70%) were more likely than other segments to say they decided where to gamble before their arrival.

FIGURE 12
When Decided Which Shows To See
(Among Those Who Saw Shows)

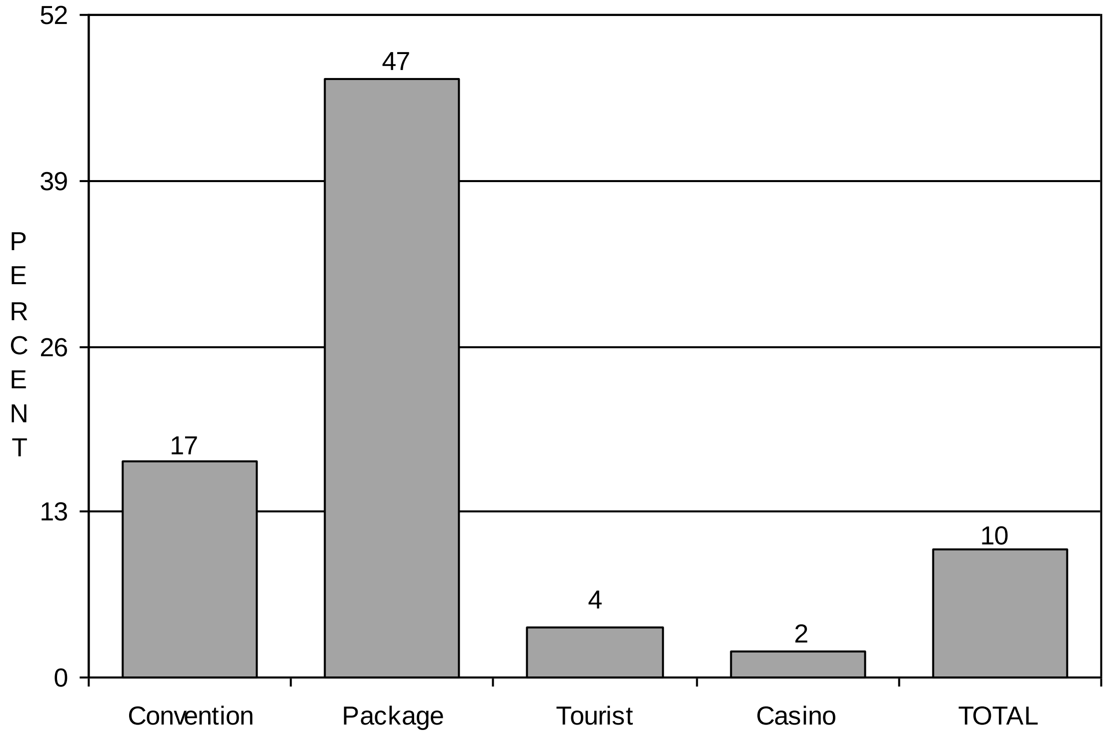


	Before arrival	After arrival
Convention	19	82
Package	29	71
Tourist	26	74
Casino	21	78
TOTAL	25	74

(Base Sizes: Convention=148, Package=384, Tourist=1259, Casino=304, TOTAL=2096)

Among people who saw shows while visiting Las Vegas, package purchasers (29%) were more likely than casino guests (21%) and convention visitors (19%) to say they decided what shows to see before they arrived. Convention visitors (82%) and casino guests (78%) were both more likely than package purchasers (71%) to say they decided what shows to see after they arrived.

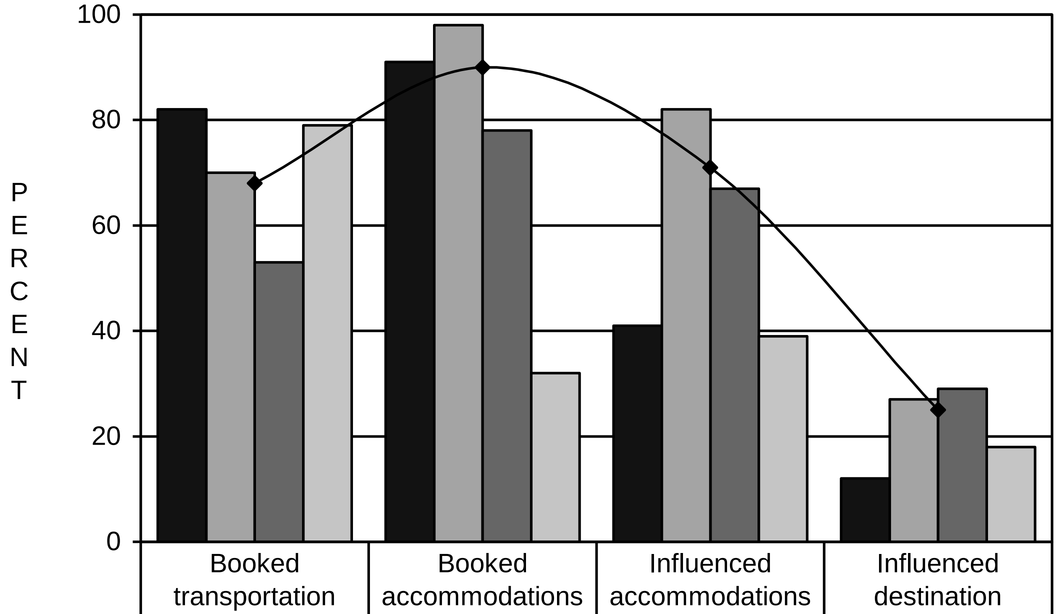
FIGURE 13
Travel Agent Assistance



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. Package purchasers (47%) were more likely than convention visitors (17%), who in turn were more likely than general tourists and casino guests to say they had used a travel agent.

FIGURE 14
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)



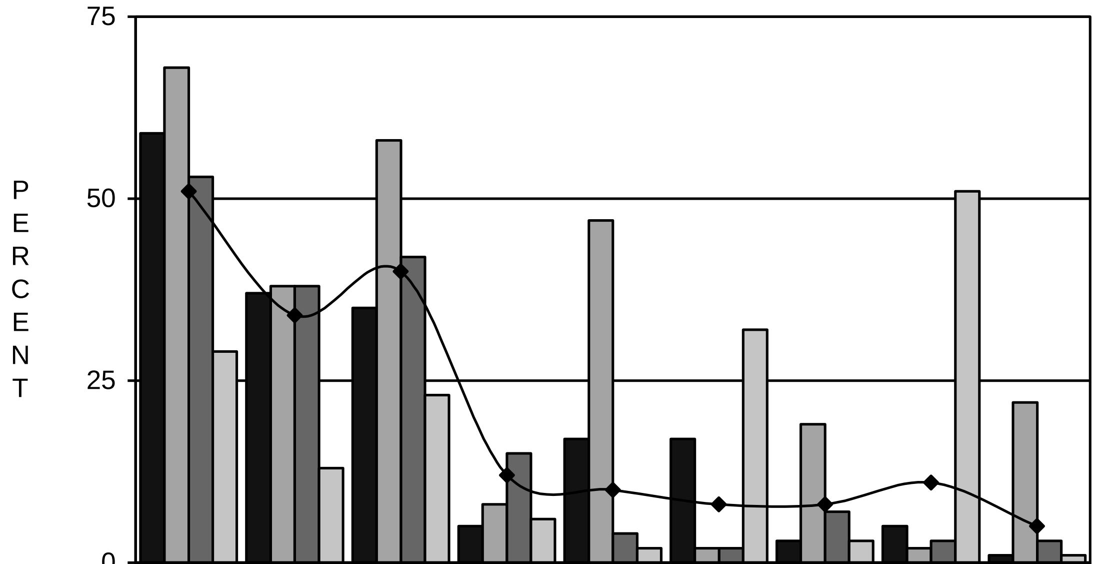
	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Convention	82	91	41	12
Package	70	98	82	27
Tourist	53	78	67	29
Casino	79	32	39	18
TOTAL	68	90	71	25

Multiple responses permitted
(Base Sizes: Convention=51, Package=217, Tourist=84, Casino=12*, TOTAL=364)

Convention visitors (82%), casino guests (79%), and package purchasers (70%) who used a travel agent were all more likely than general tourists (53%) to say the agent helped book their transportation to Las Vegas. Package purchasers (98%) were more likely than convention visitors (91%), who in turn were more likely than general tourists (78%), to say the agent helped book their accommodations, while casino guests (32%) were the least likely to have done so. Package purchasers (82%) were more likely than general tourists (67%), who in turn were more likely than convention visitors (41%) and casino guests (39%), to say the agent influenced their choice of accommodations. General tourists (29%) and package purchasers (27%) were also both more likely than convention visitors (12%) to say the agent influenced their choice of destination.

* Note the very small base size for casino guests.

FIGURE 15
Tools Used In Planning Trip To Las Vegas

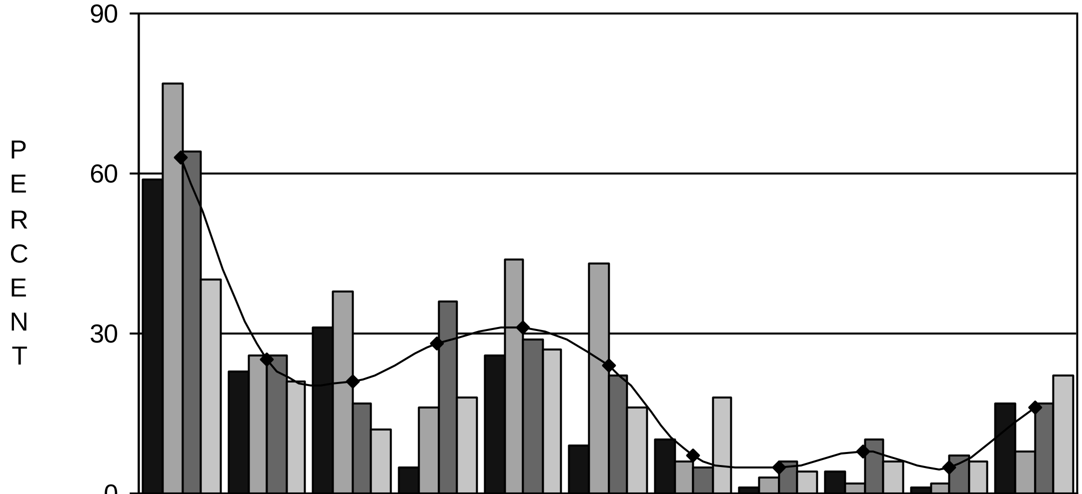


	Website	Word of mouth	Social Media	Apps	Travel agent	Email offers	Mags/ papers	Casino/ Hotel hosts	Bro-chures/ guides
Convention	59	37	35	5	17	17	3	5	1
Package	68	38	58	8	47	2	19	2	22
Tourist	53	38	42	15	4	2	7	3	3
Casino	29	13	23	6	2	32	3	51	1
TOTAL	51	34	40	12	10	8	8	11	5

Multiple responses permitted

Visitors were asked what tools they used to plan their trip to Las Vegas. Nearly six in ten (58%) said they used some type of online tool, either a website (51%), social media platform (40%) or an app (12%). Package purchasers were the most likely segment to use a website (68%) or social media platform (58%), and were also the most likely to say they relied on a travel agent (47%) or printed materials such as brochures or travel guides (22%) or magazines or newspapers (19%). Casino guests, meanwhile, were the most likely segment to say that they relied on casino or hotel hosts (51%) and email offers (32%), and general tourists (15%) were the most likely segment to say that they used apps. Package purchasers, general tourists (38% each), and convention visitors (37%) were all more likely than casino guests (13%) to say they relied on word of mouth.

FIGURE 16
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)



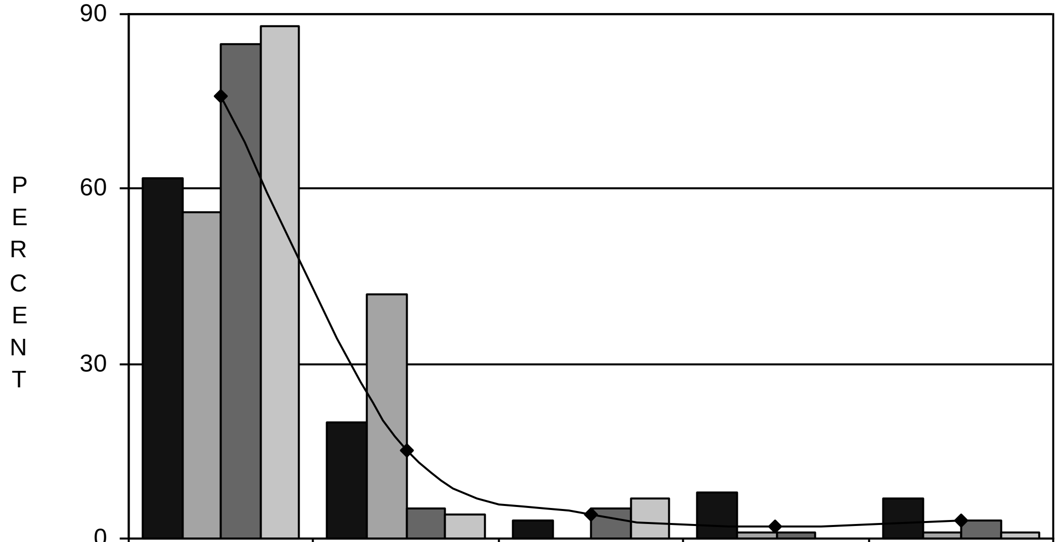
	Google	Online Trav. Agcy.	Hotel-Venue Sites	Face-book	Vegas-.com	Trip-Ad-visor	Open Table	Insta-gram	Las vegas .com	Twitter	Other
Convention	59	23	31	5	26	9	10	1	4	1	17
Package	77	26	38	16	44	43	6	3	2	2	8
Tourist	64	26	17	36	29	22	5	6	10	7	17
Casino	40	21	12	18	27	16	18	4	6	6	22
TOTAL	63	25	21	28	31	24	7	5	8	5	16

Multiple responses permitted
(Base Sizes: Convention=189, Package=331, Tourist=1350, Casino=227, TOTAL=2097)

Visitors who said they used a website, social media, or apps in planning their trip were asked which social media or travel review apps they used and nearly two-thirds (63%) said they used Google. Package purchasers were the most likely segment to use a variety of sites, including Google (77%), Vegas.com (44%), and TripAdvisor (43%). General tourists, meanwhile, were the most likely segment to have used Facebook (36%) and Lasvegas.com (10%). Casino guests (18%) were more likely than all other visitor groups to have used OpenTable.

Package purchasers (38%) and convention visitors (31%) were both more likely than general tourists (17%) and casino guests (12%) to have consulted reviews at hotel or show venue sites. General tourists (7%) and casino guests (6%) were both more likely than package purchasers (2%) and convention visitors (1%) to have used Twitter. General tourists (6%) were also more likely than package purchasers (3%) and convention visitors (1%) to have used Instagram.

FIGURE 17
How Booked Flight To Las Vegas

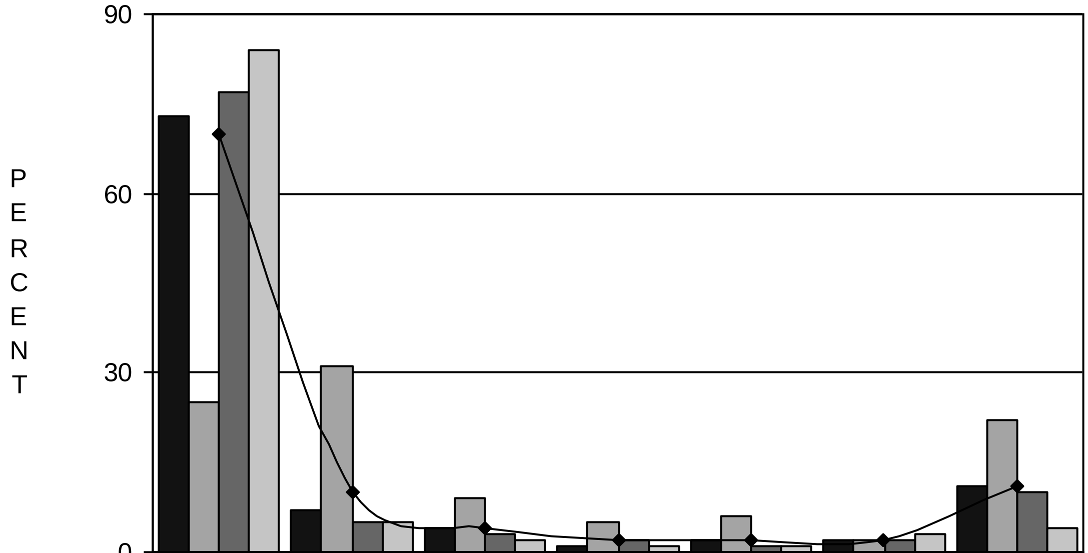


	Website or App	Travel Agent	By Phone	Other	No Answer
Convention	62	20	3	8	7
Package	56	42	0	1	1
Tourist	85	5	5	1	3
Casino	88	4	7	0	1
TOTAL	76	15	4	2	3

(Base Sizes: Convention=224, Package=370, Tourist=874, Casino=247, TOTAL=1714)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. More than 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. Casino guests (88%) and general tourists (85%) were more likely than convention visitors (62%) and package purchasers (56%) to say they used a website or an app. Casino guests (7%) and general tourists (5%) were also more likely than convention visitors (3%) and package purchasers (0%) to say they booked their flight by phone. Package purchasers (42%) were more likely than the other three visitor subgroups to say they booked their flight through a travel agent.

FIGURE 18
Website Used To Book Flight
(Among Those Who Booked Their Flight To Las Vegas Online)

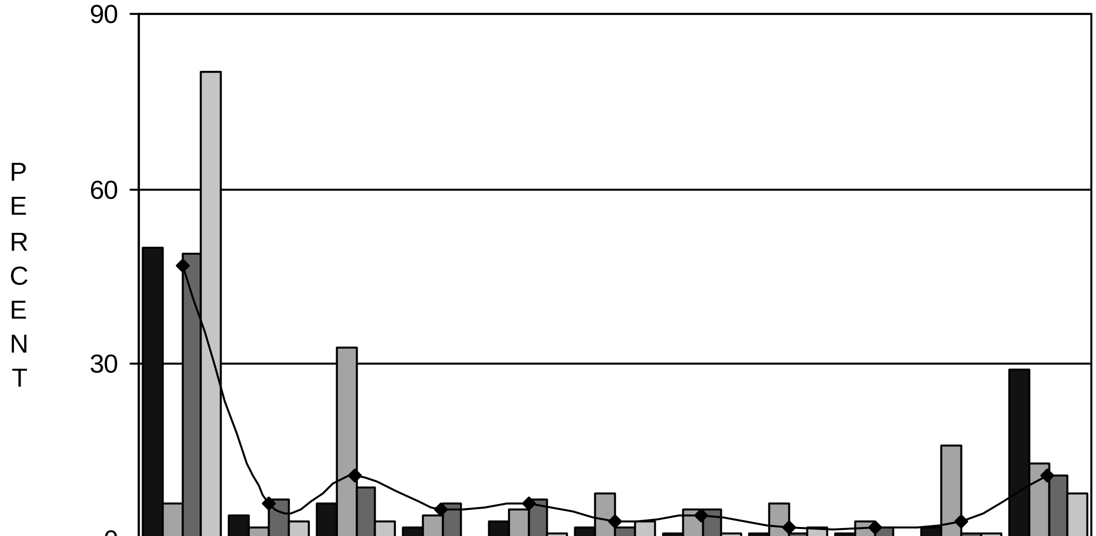


	Airline website	Expedia	Travel-ocity	Priceline	Orbitz	Kayak	Other
Convention	73	7	4	1	2	2	11
Package	25	31	9	5	6	2	22
Tourist	77	5	3	2	1	2	10
Casino	84	5	2	1	1	3	4
TOTAL	70	10	4	2	2	2	11

(Base Sizes: Convention=138, Package=208, Tourist=746, Casino=217, TOTAL=1309)

Visitors who booked their flight to Las Vegas through a website or app were asked which website or app they used. Casino guests (84%) were more likely than general tourists (77%) and convention visitors (73%) to say they used an airline website, while package purchasers (25%) were the least likely to have done so. Package purchasers, on the other hand, were the most likely to have used a number of other websites, including Expedia (31%), Travelocity (9%), Orbitz (6%), and Priceline (5%). Package purchasers (5%) and general tourists (3%) were both more likely than convention visitors (1%) and casino guests (0%) to have used Bookings.com.

FIGURE 19
Website Used To Book Accommodations
(Among Those Who Booked Their Accommodations In Las Vegas Online)

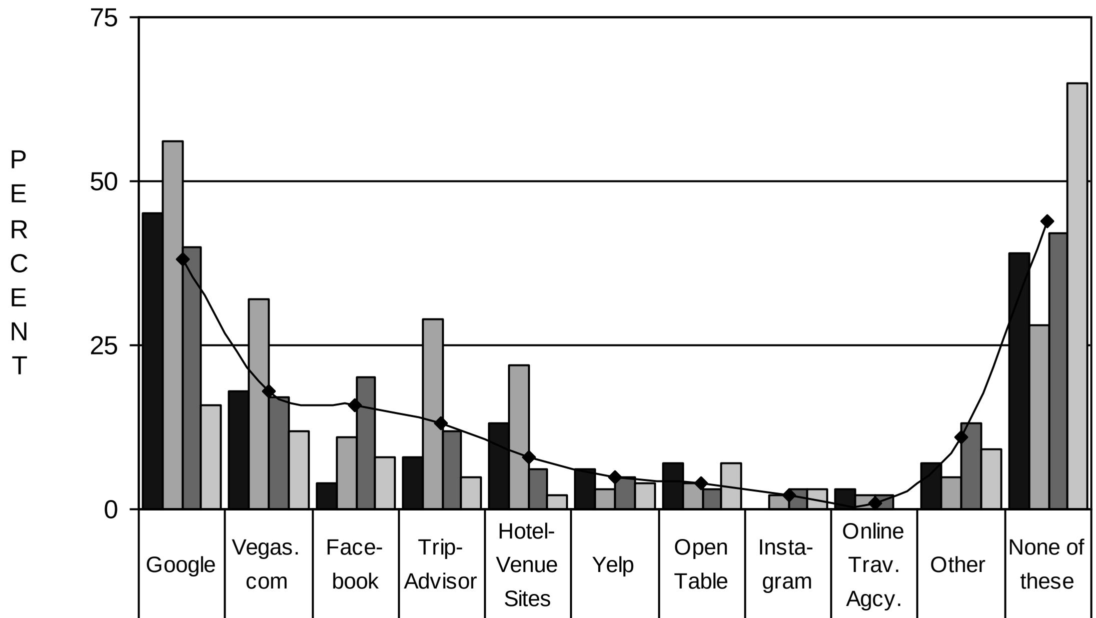


	Hotel website	Hotels-.com	Expe-dia	Price-line	Book-ing.com	Travel-ocity	Vegas-.com	Orbitz	Hotwire .com	Airline website	Other
Convention	50	4	6	2	3	2	1	1	1	2	29
Package	6	2	33	4	5	8	5	6	3	16	13
Tourist	49	7	9	6	7	2	5	1	2	1	11
Casino	80	3	3	0	1	3	1	2	0	1	8
TOTAL	47	6	11	5	6	3	4	2	2	3	11

(Base Sizes: Convention=142, Package=220, Tourist=1205, Casino=168, TOTAL=1736)

Visitors who booked their accommodations through a website or app were asked which website or app they used. Casino guests (80%) were more likely than convention visitors (50%) and general tourists (49%), who in turn were more likely than package purchasers (6%), to say they used a hotel website. Package purchasers, meanwhile, were the most likely segment to have used Expedia (33%), an airline website (16%), Travelocity (8%), and Orbitz (6%). General tourists (7%) were the most likely segment to have used Hotels.com.

FIGURE 20
Social Media And Travel Review Apps Used During Current Trip To Las Vegas

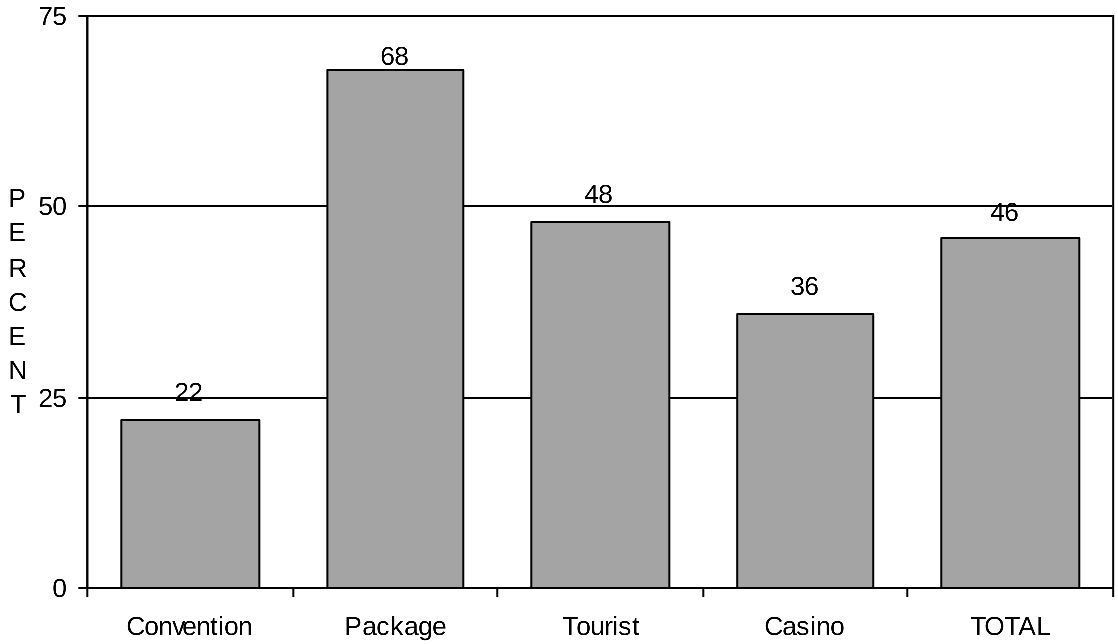


	Google	Vegas.com	Facebook	TripAdvisor	Hotel-Venue Sites	Yelp	Open Table	Instagram	Online Trav. Agcy.	Other	None of these
Convention	45	18	4	8	13	6	7	0	3	7	39
Package	56	32	11	29	22	3	4	2	2	5	28
Tourist	40	17	20	12	6	5	3	3	2	13	42
Casino	16	12	8	5	2	4	7	3	0	9	65
TOTAL	38	18	16	13	8	5	4	2	1	11	44

Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used to plan their activities during their trip to Las Vegas. Over one-third (38%) mentioned Google, and about one in five (18%) said they used Vegas.com. Package purchasers were the most likely to say they consulted a variety of apps and websites, including Google (56%), Vegas.com (32%), TripAdvisor (29%), and reviews at hotel or show venue sites (22%). General tourists were the most likely to say they used Facebook (20%). Convention visitors (6%) were more likely than package purchasers (3%) to have used Yelp. Convention visitors and casino guests (7% each) were both more likely than general tourists (3%) to have used OpenTable.

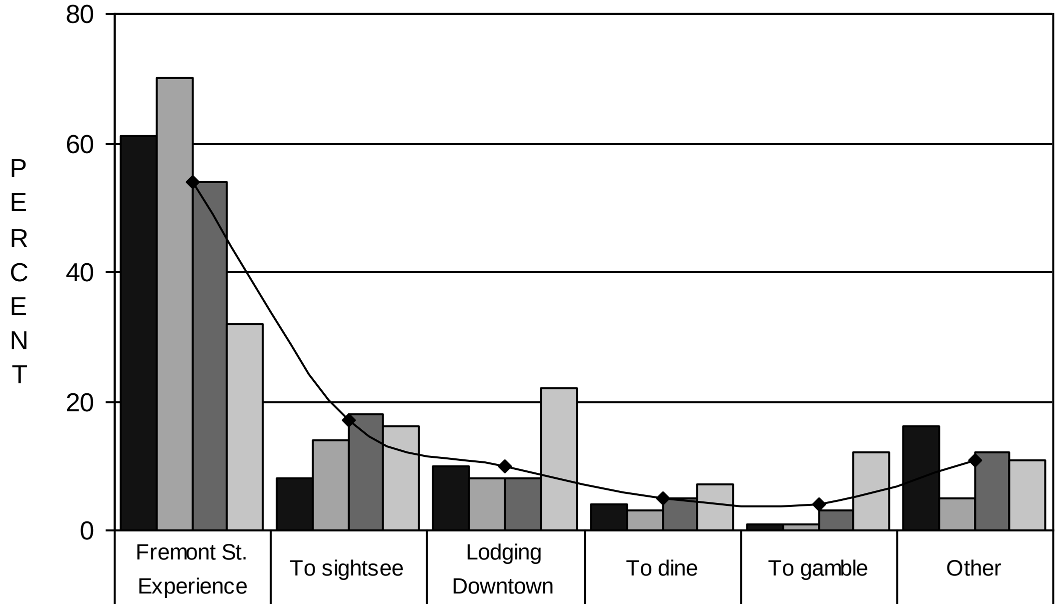
FIGURE 21
Whether Visited Downtown Las Vegas



Only “yes” responses are reported in this figure.

Nearly one-half (46%) of all visitors said they visited Downtown Las Vegas. Package purchasers (68%) were more likely than general tourists (48%), who in turn were more likely than casino guests (36%), to have visited Downtown Las Vegas while convention visitors (22%) were the least likely to have done so.

FIGURE 22
Main Reason For Visiting Downtown Las Vegas
(Among Those Who Visited Downtown)

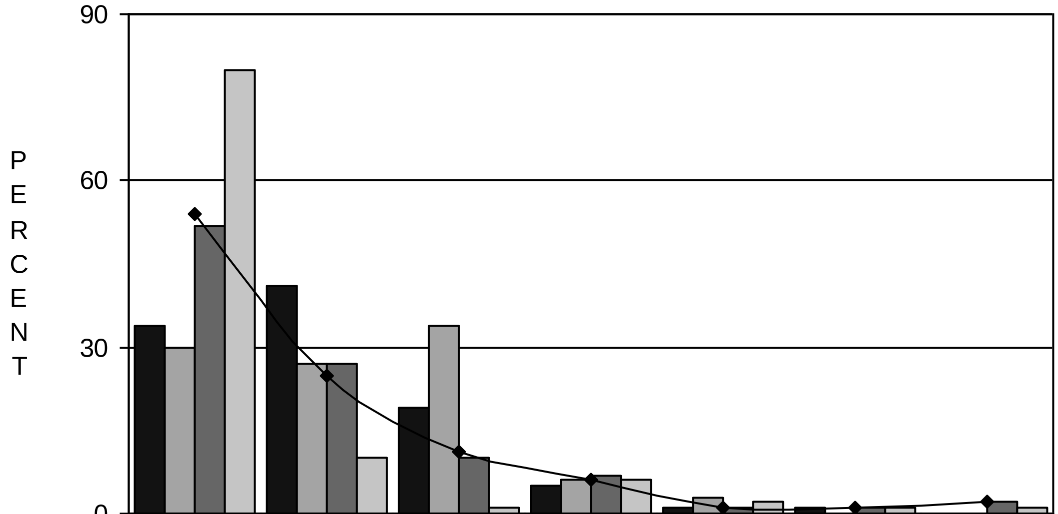


	Fremont St. Experience	To sightsee	Lodging Downtown	To dine	To gamble	Other
Convention	61	8	10	4	1	16
Package	70	14	8	3	1	5
Tourist	54	18	8	5	3	12
Casino	32	16	22	7	12	11
TOTAL	54	17	10	5	4	11

(Base Sizes: Convention=65, Package=315, Tourist=1060, Casino=220, TOTAL=1661)

Respondents who visited Downtown were asked why they did so. Package purchasers (70%) were more likely than general tourists (54%), who in turn were more likely than casino guests (32%), to say they were there for the Fremont St. Experience. Convention visitors (61%) were also more likely than casino guests to say they were there for that reason. Casino guests, meanwhile, were the most likely group to say they were Downtown because they were lodging there (22%) or because they were gambling there (12%). General tourists (18%) were more likely than convention visitors (8%) to say they went Downtown to sightsee or visit casinos. Casino guests (7%) and general tourists (5%) were both more likely than package purchasers to have gone Downtown to dine (3%).

FIGURE 23
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)

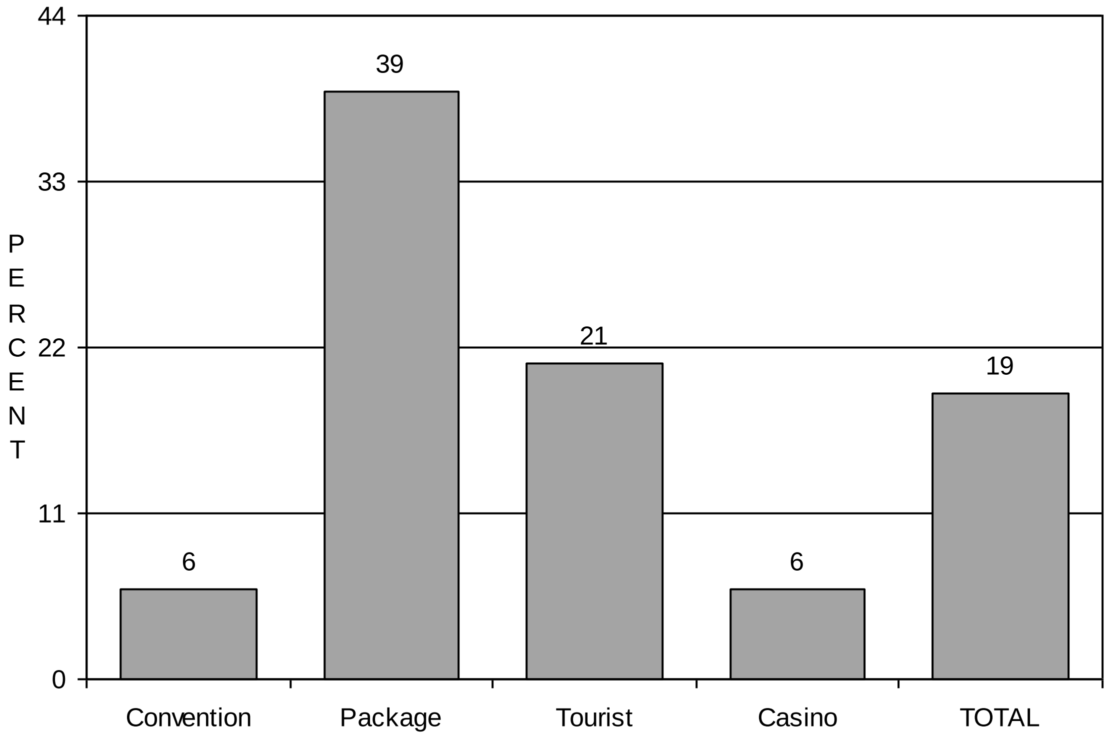


	Not interested	Not enough time	Unfamiliar with Downtown	Incon-venient	Prefer Strip	Don't like Downtown	Other
Convention	34	41	19	5	1	1	0
Package	30	27	34	6	3	0	0
Tourist	52	27	10	7	1	1	2
Casino	80	10	1	6	2	1	1
TOTAL	54	25	11	6	1	1	2

(Base Sizes: Convention=230, Package=151, Tourist=1168, Casino=388, TOTAL=1937)

Respondents who did not visit Downtown were asked why they did not. Lack of interest (54%) and lack of time (25%) were the two most often given responses. Casino guests (80%) were more likely than general tourists (52%), who in turn were more likely than convention visitors (34%) and package purchasers (30%), to say they had no interest in the Downtown area. Convention visitors (41%) were more likely than package visitors and general tourists (27% each) to say they didn’t have enough time, while casino guests (10%) were the least likely to give this response. Package purchasers (34%) were more likely than convention visitors (19%), who in turn were more likely than general tourists (10%), to say they were unfamiliar with the Downtown area, while casino guests (1%) were the least likely to offer this reason.

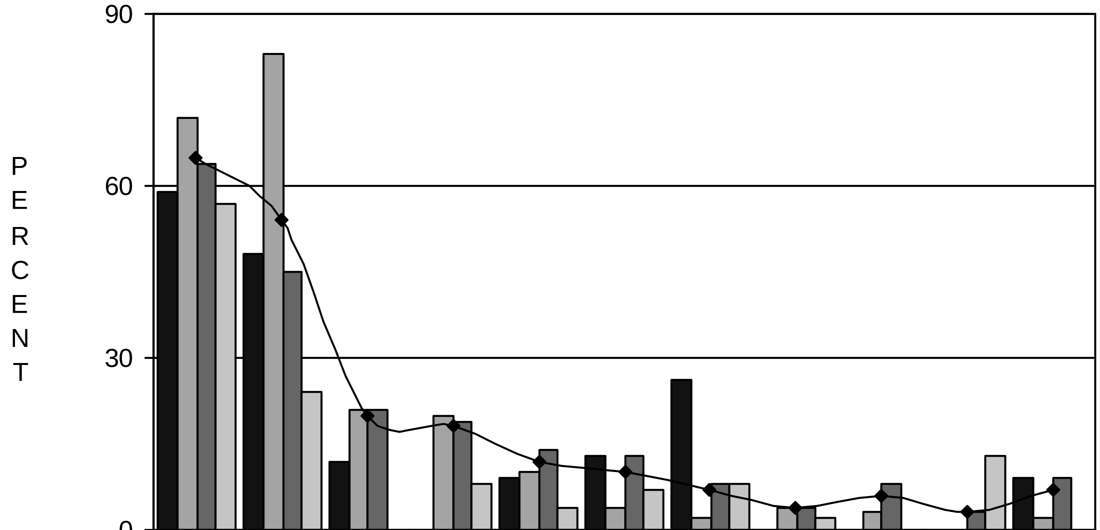
FIGURE 24
Visits To Nearby Places



Only “yes” responses are reported in this figure.

One out of every five visitors (19%) said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. Package purchasers (39%) were more likely than general tourists (21%), who in turn were more likely than convention visitors and casino guests (6% each) to say they had visited or planned to visit other tourist destinations.

FIGURE 25
Other Nearby Places Visited
(Among Those Who Visited Or Planned To Visit Other Places)



	Hoover Dam	Grand Canyon	Zion Nat'l Park	Bryce Canyon	Lake Mead	Mt. Charleston	Red Rock	Death Valley	Valley of Fire	Laughlin	Other
Convention	59	48	12	0	9	13	26	0	0	0	9
Package	72	83	21	20	10	4	2	4	3	0	2
Tourist	64	45	21	19	14	13	8	4	8	3	9
Casino	57	24	0	8	4	7	8	2	0	13	0
TOTAL	65	54	20	18	12	10	7	4	6	3	7

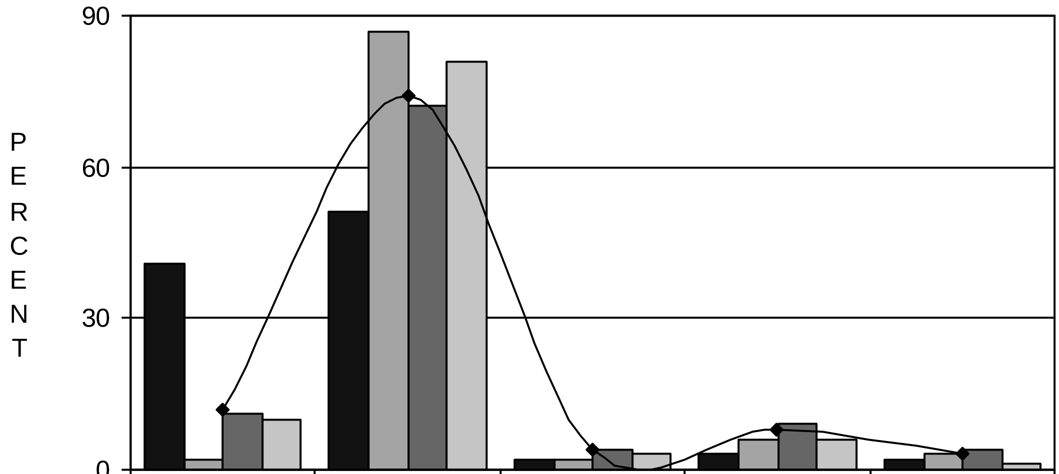
Multiple responses permitted.
(Base Sizes: Convention=17*, Package=180, Tourist=460, Casino=37, TOTAL=694)

The Hoover Dam (65%) and the Grand Canyon (54%) were the most popular nearby destinations. Package purchasers (83%) were more likely than all other groups to have visited the Grand Canyon. Package purchasers (20%) and general tourists (19%) were both more likely than casino guests (8%) and convention visitors (0%) to have visited Bryce Canyon. Convention visitors (26%) and general tourists (8%) were more likely than package purchasers to have visited Red Rock. Casino guests (13%) and general tourists (3%) were more likely than package purchasers (less than 1%) and convention visitors (0%) to have visited Laughlin. General tourists (14%) were more likely than casino guests (4%) to have visited Lake Mead. General tourists were more likely than package purchasers to have visited Mt. Charleston (13% vs. 4%) and the Valley of Fire (8% vs. 3%).

* Note the very small base size for convention visitors.

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 26
Adults In Immediate Party

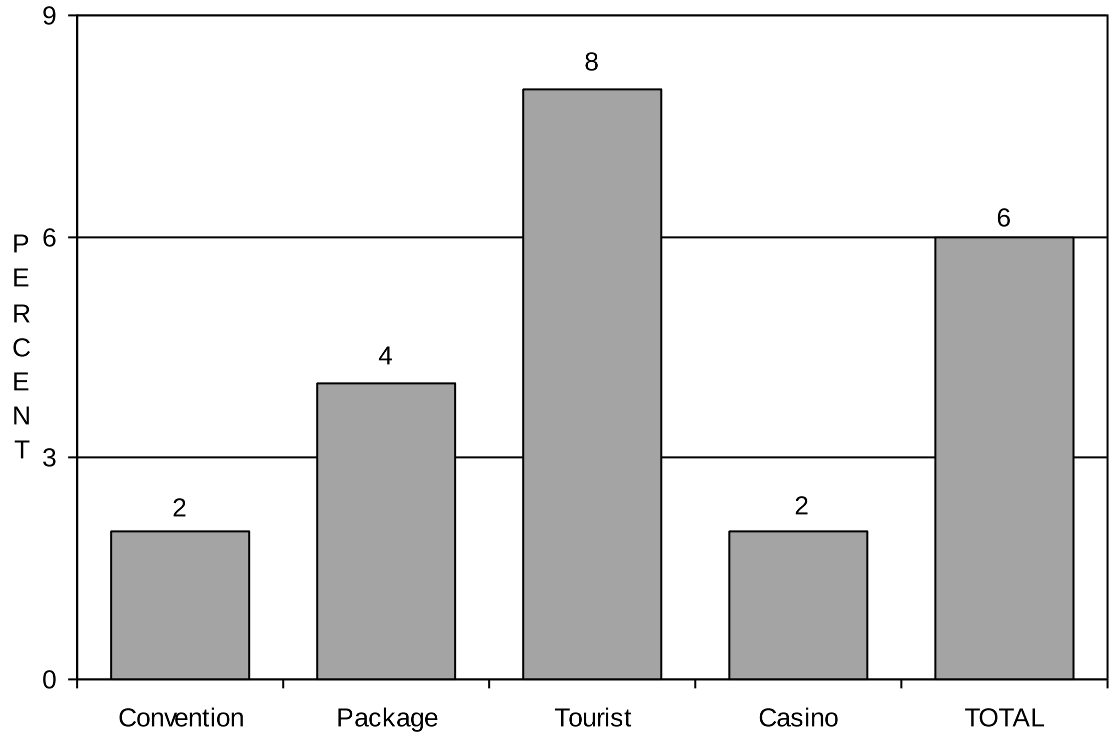


	One	Two	Three	Four	Five or more
Convention	41	51	2	3	2
Package	2	87	2	6	3
Tourist	11	72	4	9	4
Casino	10	81	3	6	1
TOTAL	12	74	4	8	3

(Means: Convention=1.8, Package=2.3, Tourist=2.3, Casino=2.1, TOTAL=2.2)

Nearly three quarters (74%) of all visitors traveled in parties of two. Package purchasers (87%) were the most likely segment to be traveling in a party of two, while convention visitors (51%) were the least likely. Convention visitors (41%) were more likely to be traveling alone than other visitors. Package purchasers and general tourists (mean of 2.3 adults) had a larger average number of adults in their party than casino guests (2.1), while convention visitors (1.8) had the fewest.

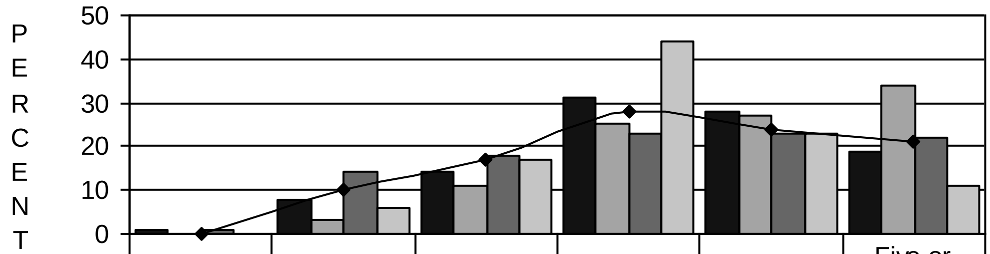
FIGURE 27
Persons In Immediate Party Under Age 21
(Among All Visitors)



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. General tourists (8%) were more likely than all other groups to be travelling with someone younger than 21 years old in their party.

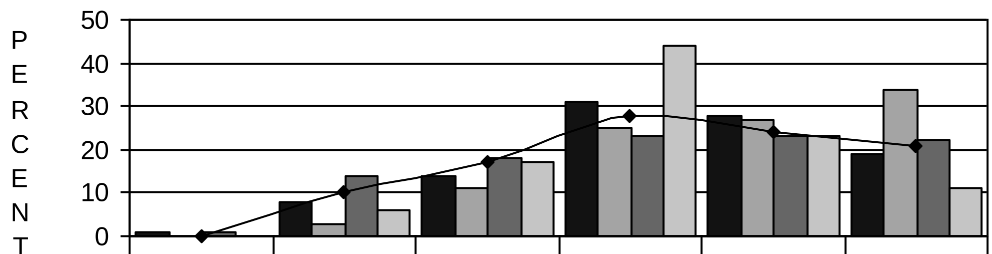
FIGURE 28
Nights Stayed



	Daytrip	One	Two	Three	Four	Five or more
Convention	1	8	14	31	28	19
Package	0	3	11	25	27	34
Tourist	1	14	18	23	23	22
Casino	0	6	17	44	23	11
TOTAL	0	10	17	28	24	21

(Means: Convention=3.5, Package=3.9, Tourist=3.3, Casino=3.2; TOTAL=3.4)

FIGURE 29
Days Stayed

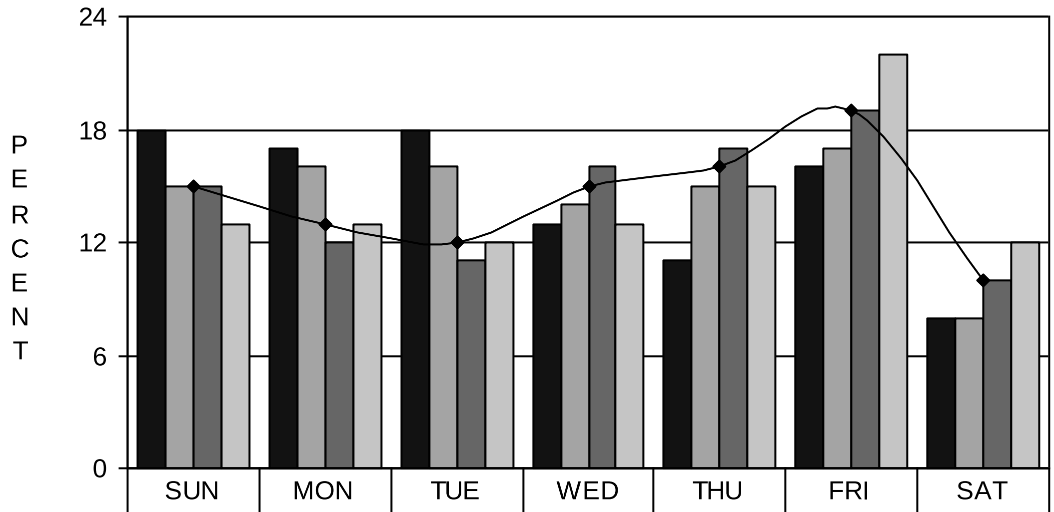


	One	Two	Three	Four	Five	Six or more
Convention	1	8	14	31	28	19
Package	0	3	11	25	27	34
Tourist	1	14	18	23	23	22
Casino	0	6	17	44	23	11
TOTAL	0	10	17	28	24	21

(Means: Convention=4.5, Package=4.9, Tourist=4.3, Casino=4.2; TOTAL=4.4)

Visitors stayed an average of 3.4 nights and 4.4 days in Las Vegas. Package purchasers (average of 3.9 nights) stayed longer than all other visitor segments.

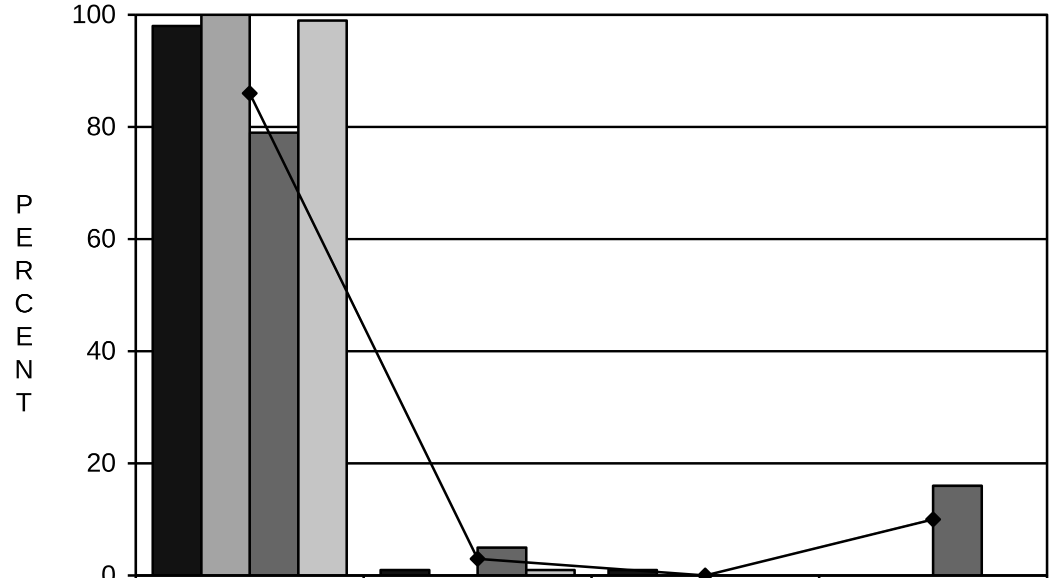
FIGURE 30
Day Of Arrival



	SUN	MON	TUE	WED	THU	FRI	SAT
Convention	18	17	18	13	11	16	8
Package	15	16	16	14	15	17	8
Tourist	15	12	11	16	17	19	10
Casino	13	13	12	13	15	22	12
TOTAL	15	13	12	15	16	19	10

All respondents were asked on what day of the week they arrived in Las Vegas. Convention visitors (18%) and package purchasers (16%) were both more likely than casino guests (12%) and general tourists (11%) to arrive on a Tuesday. General tourists (17%) were more likely than convention visitors (11%) to arrive on a Thursday. Casino guests (34%) were more likely than package purchasers (25%) or convention visitors (24%) to arrive on a Friday or Saturday.

FIGURE 31
Type Of Lodging
(Among Those Who Stayed Overnight)

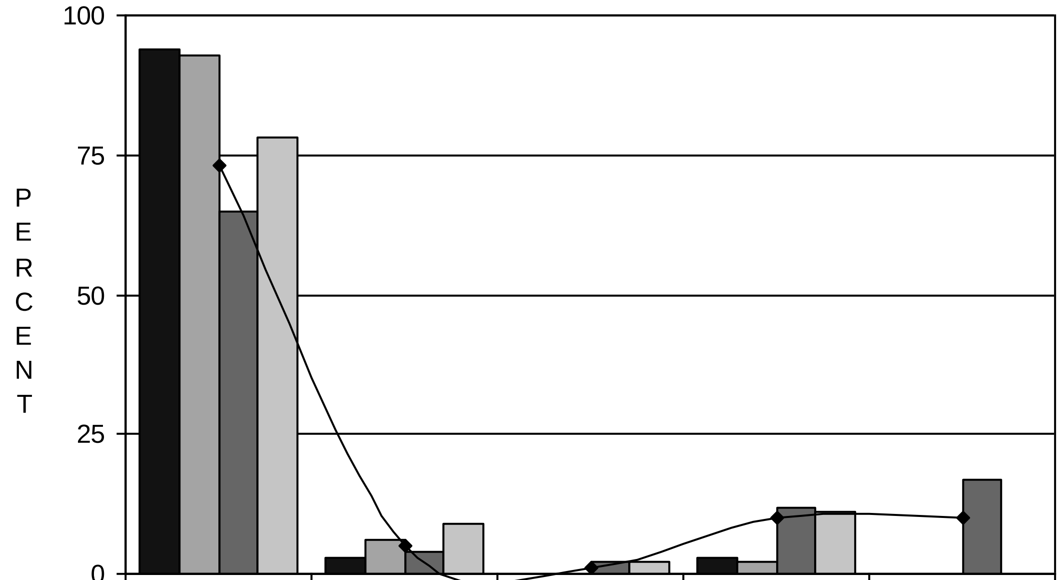


	Hotel / timeshare	Motel	RV park	Friends / relatives
Convention	98	1	1	0
Package	100	0	0	0
Tourist	79	5	0	16
Casino	99	1	0	0
TOTAL	86	3	0	10

(Base Sizes: Convention=293, Package=467, Tourist=2216, Casino=608, TOTAL=3584)

Among the vast majority of visitors who stayed overnight in Las Vegas, 86% lodged in a hotel or timeshare. Nearly all package purchasers (99.9%) and casino guests (99.4%) stayed in a hotel or timeshare; general tourists (79%) were the least likely to have done so. General tourists (5%) were more likely than all other groups to have stayed in a motel.

FIGURE 32
Location Of Lodging
(Among Those Who Stayed Overnight)



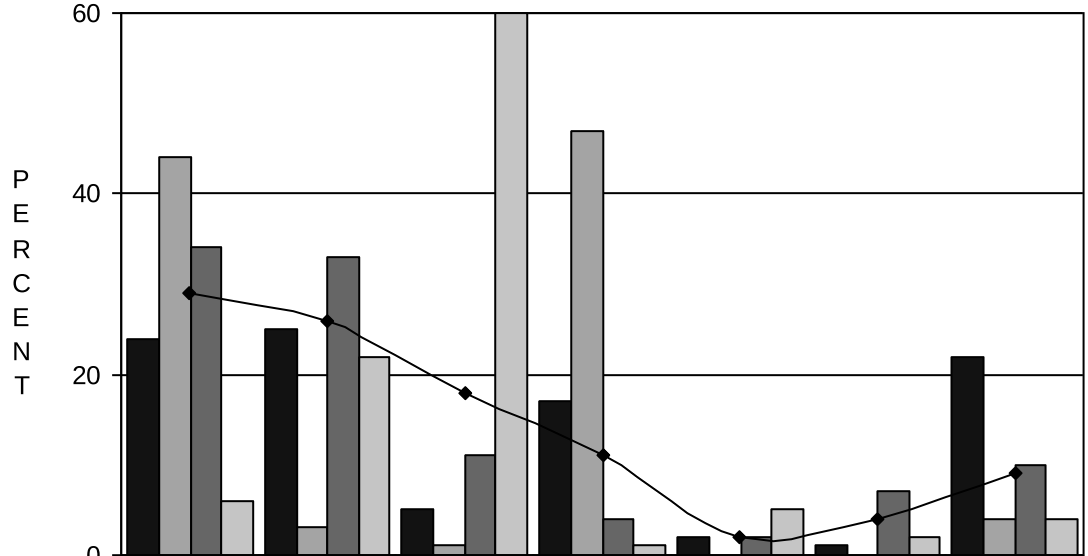
	Strip Corridor	Downtown	Boulder Strip	Outlying Areas	Other
Convention	94	3	0	3	0
Package	93	6	0	2	0
Tourist	65	4	2	12	17
Casino	78	9	2	11	0
TOTAL	73	5	1	10	10

(Base Sizes: Convention=293, Package=467, Tourist=2216, Casino=608, TOTAL=3584)

In terms of lodging location, nearly three-quarters (73%) of all visitors who stayed overnight lodged in the Strip Corridor*. Convention visitors (94%) and package purchasers (93%) were more likely than casino guests (78%), who in turn were more likely than general tourists (65%), to have stayed in the Strip Corridor. General tourists (12%) and casino guests (11%), meanwhile, were both more likely than convention visitors (3%) and package purchasers (2%) to have stayed in outlying areas.

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

FIGURE 33
How Booked Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

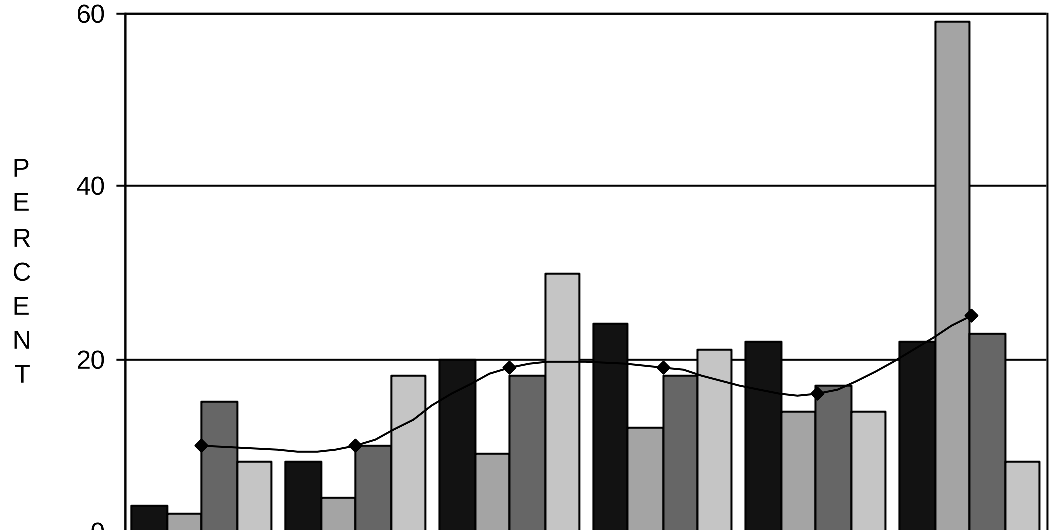


	Third-party website or app	Hotel website or app	Calling property directly	Travel agent	Phone, third party	In person	Someone else booked
Convention	24	25	5	17	2	1	22
Package	44	3	1	47	0	0	4
Tourist	34	33	11	4	2	7	10
Casino	6	22	60	1	5	2	4
TOTAL	29	26	18	11	2	4	9

(Base Sizes: Convention=288, Package=467, Tourist=1808, Casino=608, TOTAL=3171)

Casino guests (60%) were by far the most likely to say they booked their accommodations in Las Vegas by calling the property directly. Package purchasers were the most likely segment to say they booked their accommodations through a travel agent (47%) or through a third-party website or app (44%). General tourists were the most likely segment to say that they used a hotel website or app (33%) or that they booked their accommodations in person (7%). Convention visitors (22%) were the most likely segment to say that their accommodations were booked by someone else.

FIGURE 34
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

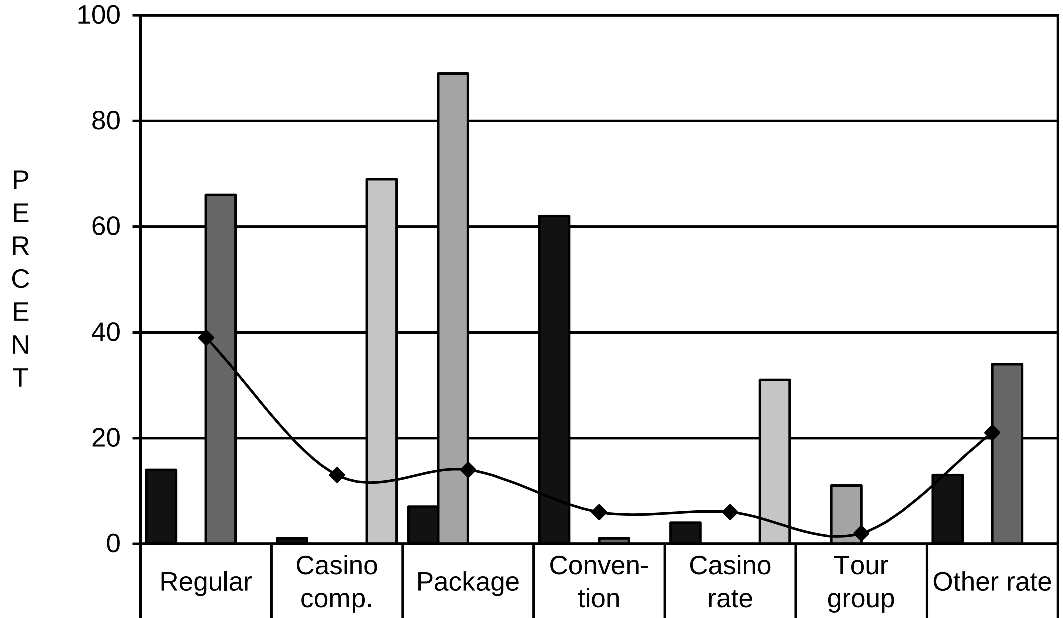


	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	More than 90 days
Convention	3	8	20	24	22	22
Package	2	4	9	12	14	59
Tourist	15	10	18	18	17	23
Casino	8	18	30	21	14	8
TOTAL	10	10	19	19	16	25

(Base Sizes: Convention=288, Package=467, Tourist=1808, Casino=608, TOTAL=3171)

Package purchasers tended to book their accommodations farther in advance than others. Six in ten (59%) package purchasers booked their accommodations more than three months in advance, compared to 23% of general tourists, 22% of convention visitors, and 8% of casino guests. Convention visitors (22%) were the most likely segment to have booked their accommodations two to three months in advance of their trip. Casino guests (48%) were more likely than all other groups to have booked their accommodations one week to one month in advance while general tourists (15%) were the most likely segment to have booked their accommodations within a week of their trip.

FIGURE 35
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



	Regular	Casino comp.	Package	Conven-tion	Casino rate	Tour group	Other rate
Convention	14	1	7	62	4	0	13
Package	0	0	89	0	0	11	0
Tourist	66	0	0	1	0	0	34
Casino	0	69	0	0	31	0	0
TOTAL	39	13	14	6	6	2	21

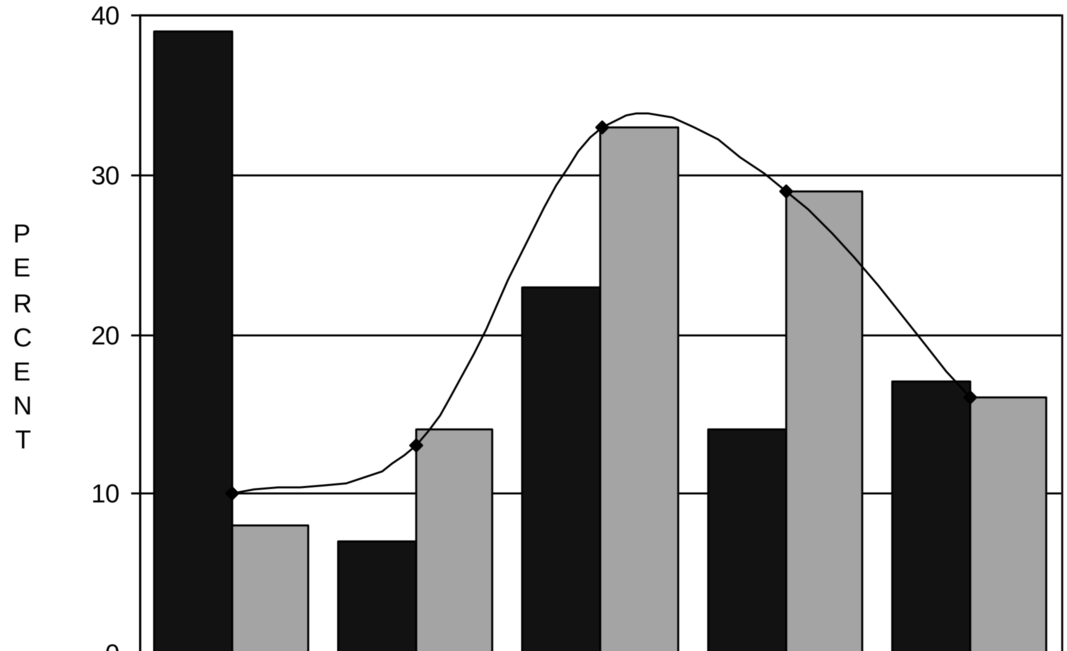
(Base Sizes: Convention=286, Package=467, Tourist=1812, Casino=608, TOTAL=3173)

Two of the four segments analyzed in this report are defined entirely by the room rate they paid. All package purchasers paid either a package rate (89%) or a tour/travel group rate (11%). All casino guests paid either a casino rate (31%) or received a casino complimentary room (69%).

Convention visitors are self-defined convention attendees. Sixty-two percent (62%) of convention visitors paid a convention rate, 14% paid a regular room rate, 7% paid a package rate, 5% received a casino or casino complimentary rate, and 13% received some other kind of rate.

Two-thirds (66%) of general tourists paid a regular room rate, 1% paid a convention rate, and the remaining 34% paid some other rate.

FIGURE 36
Cost Of Package Per Person
(Among Those Who Bought A Package)*



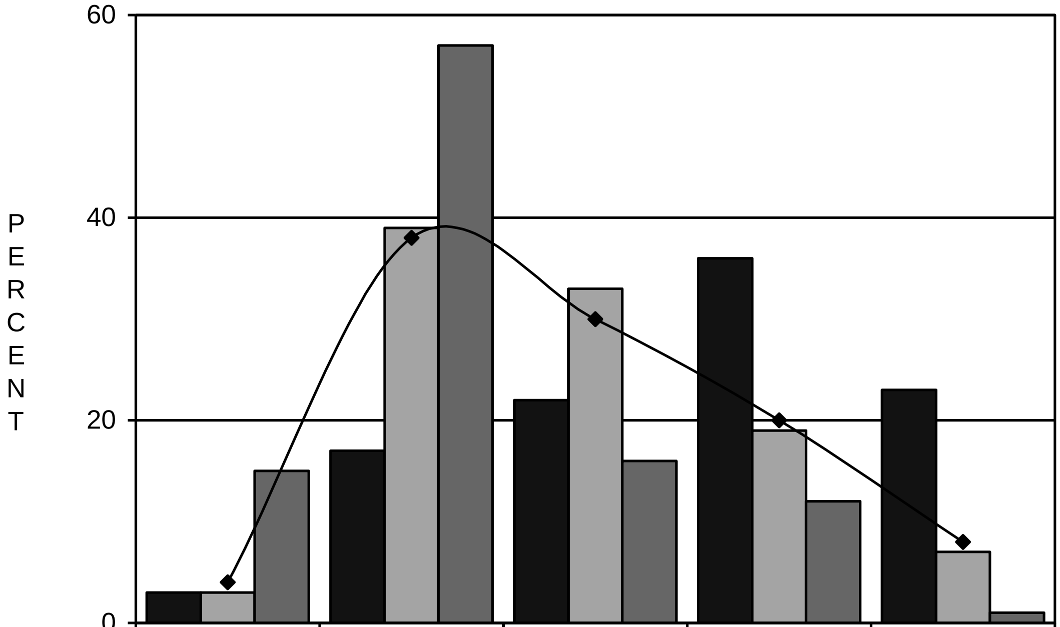
	$1-$399	$400-$599	$600-$999	$1000 or more	Not sure
Convention	39	7	23	14	17
Package	8	14	33	29	16
TOTAL	10	13	33	29	16

(Base Sizes: Convention=20*, Package=467, TOTAL=487)
(Mean: Convention=$495.96, Package=$928.62, TOTAL=$910.99)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. The reported average package cost was $928.62 for package purchasers and $495.96 for convention visitors.

* By definition, the casino guest and general tourist categories include no package purchasers. Therefore, only convention visitors and package purchasers are included in this question. Note small base size for convention visitors.

FIGURE 37
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



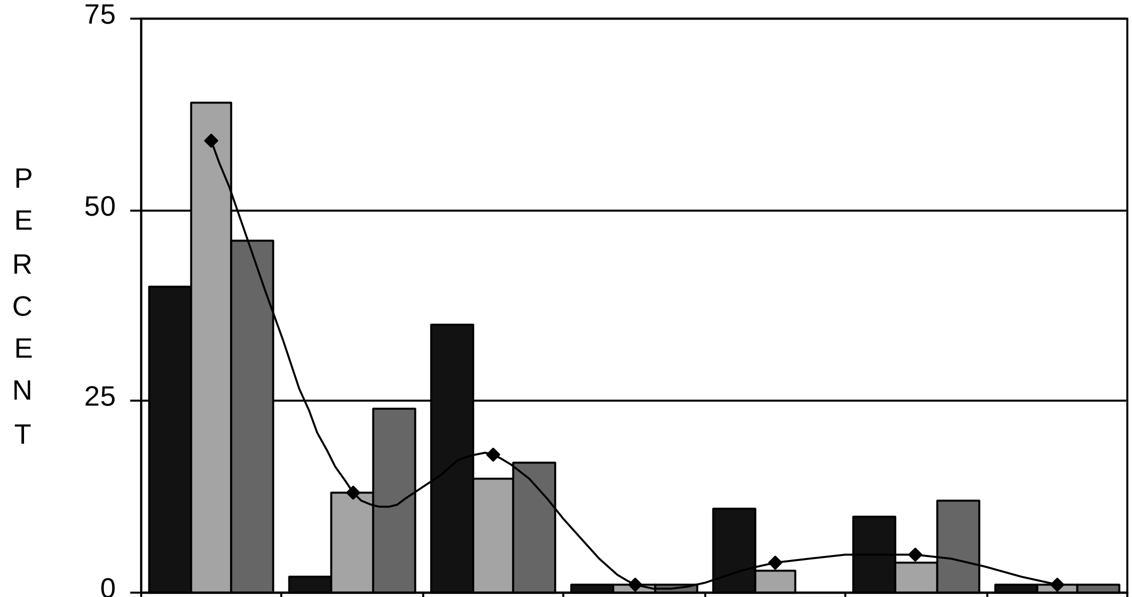
	$1-$49	$50-$99	$100-$149	$150 or more	Not sure
Convention	3	17	22	36	23
Tourist	3	39	33	19	7
Casino	15	57	16	12	1
TOTAL	4	38	30	20	8

(Base Sizes: Convention=263, Tourist=1812, Casino=189, TOTAL=2265)
(Means: Convention=$157.29, Tourist=$111.27, Casino=$87.65, TOTAL=$113.66)

Lodging expenditures among visitors whose room was not part of a travel package and who were not comped for their stay was significantly higher for convention visitors ($157.29) than for general tourists ($111.27), while casino guests* ($87.65) paid the least for their lodging.

* This is the average amount paid by casino guests who paid a "casino rate." It does not include casino guests whose room cost them nothing because it was complimentary — that is, paid for by the casino.

FIGURE 38
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)

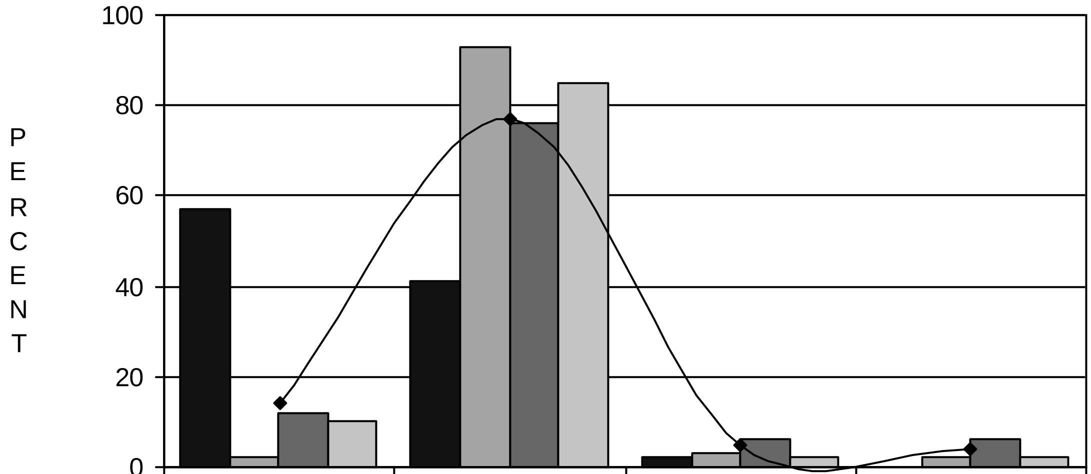


	Any website	Reser-vation agent	Word of mouth	Search engine/ Hyprlnk.	Travel agent	Other	No Answer
Convention	40	2	35	1	11	10	1
Tourist	64	13	15	1	3	4	1
Casino	46	24	17	1	0	12	1
TOTAL	59	13	18	1	4	5	1

(Base Sizes: Convention=263, Tourist=1812, Casino=189, 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 then a reservation agent (13%). General tourists (64%) were the most likely segment to say they first found their room rate through a website. Casino guests (24%) were the most likely segment to say they learned about their room rate through a reservation agent. Convention visitors were the most likely segment to have learned about their room rate through word of mouth (35%) or a travel agent (11%).

FIGURE 39
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



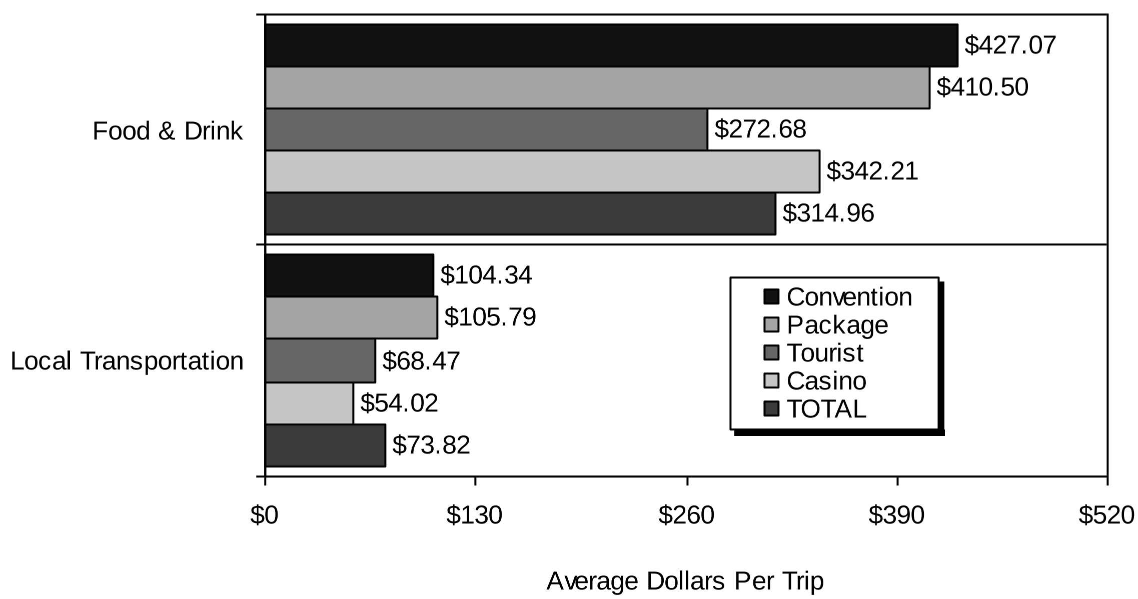
	One	Two	Three	Four or more
Convention	57	41	2	0
Package	2	93	3	2
Tourist	12	76	6	6
Casino	10	85	2	2
TOTAL	14	77	5	4

(Base Sizes: Convention=291, Package=467, Tourist=1854, Casino=608, TOTAL=3220)
(Means: Convention=1.5, Package=2.1, Tourist=2.1, Casino=2.0, TOTAL=2.0)

Seventy-seven percent (77%) of visitors who stayed overnight in a hotel or motel did so with two people staying in their room. Convention visitors (57%) were significantly more likely than others to say they roomed alone. Package purchasers (93%) were the most likely segment to say that two people stayed in their room while general tourists (12%) were the most likely segment to say three or more people stayed in their room.

The average number of room occupants was greatest among general tourists and package purchasers (average of 2.1 each) and lowest amongst convention visitors (average of 1.5).

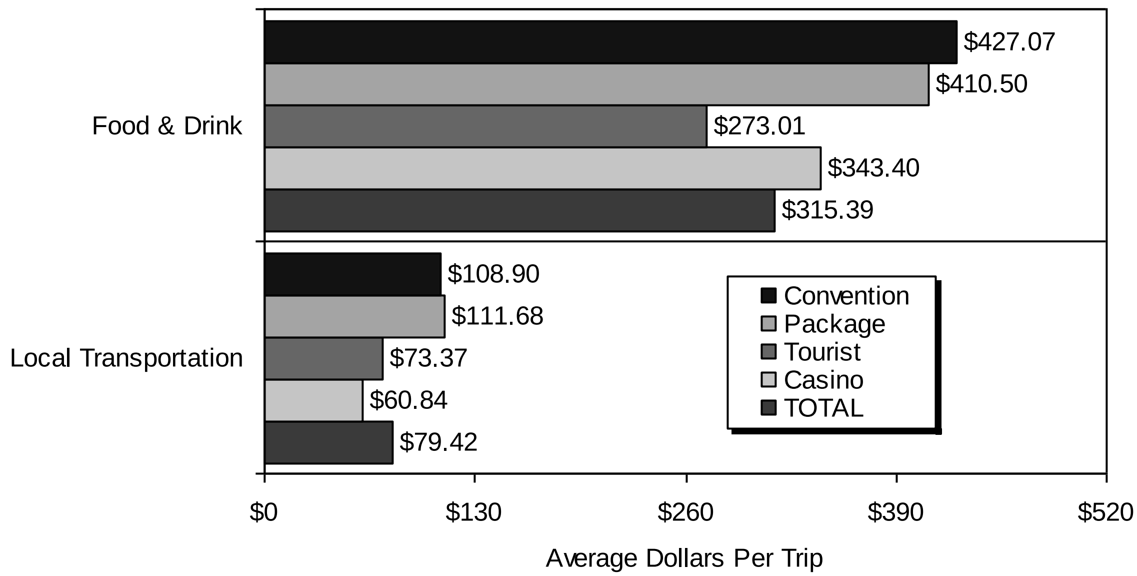
FIGURE 40
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)



On average, convention visitors ($427.07) and package purchasers ($410.50) spent more than casino guests ($342.21) on food and drink during their visit, while general tourists ($272.68) spent the least.

For local transportation, on average, package purchasers ($105.79) and convention visitors ($104.34) spent more than general tourists ($68.47), who in turn spent more than casino guests ($54.02).

FIGURE 41
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Spenders)

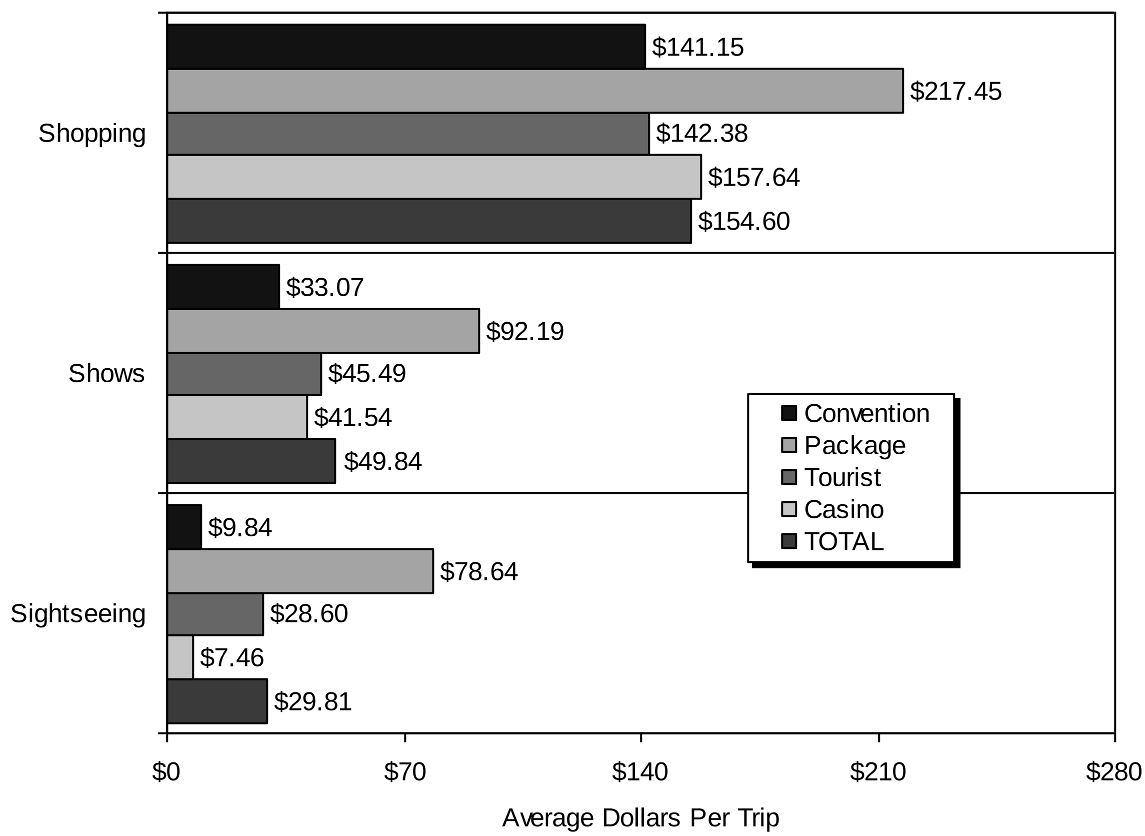


(Base Sizes, Food & Drink: Convention=295, Package=467, Tourist=2226, Casino=606, TOTAL=3594)
(Base Sizes, Local Transportation: Convention=283, Package=443, Tourist=2080, Casino=540, TOTAL=3346)

Among visitors who spent money on food and drink, convention visitors ($427.07) and package purchasers ($410.50) spent more than casino guests ($343.40), while general tourists ($273.01) spent the least.

Among visitors who spent money on local transportation, casino guests (89%) were the least likely to spend money on local transportation. On average, package purchasers ($111.68) and convention visitors ($108.90) spent more than general tourists ($73.37), who in turn spent more than casino guests ($60.84).

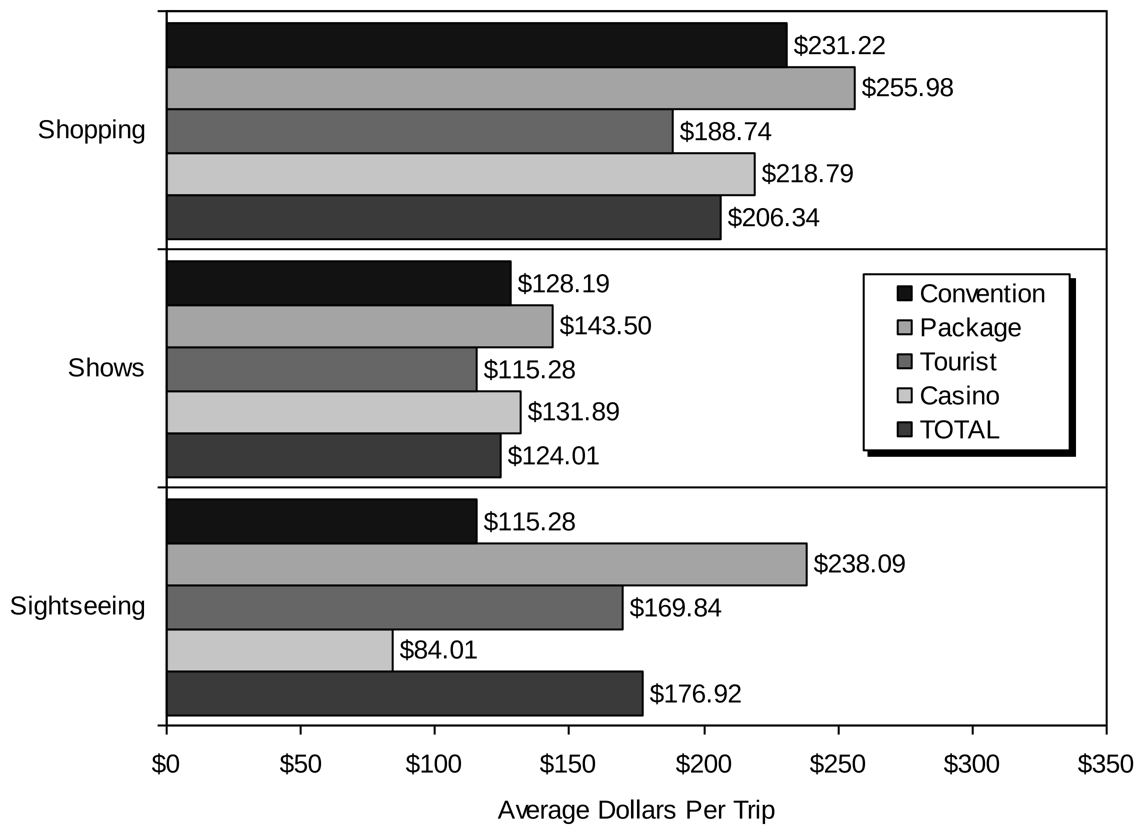
FIGURE 42
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



On average, package purchasers ($217.45) spent more than all other visitor groups on shopping. Package purchasers ($92.19) also spent the most on shows and entertainment.

On average, package purchasers ($78.64) spent more than general tourists ($28.60), who in turn spent more than convention visitors ($9.84) and casino guests ($7.46) on sightseeing.

FIGURE 43
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Spenders)



(Base Sizes, Shopping: Convention=180, Package=397, Tourist=1681, Casino=438, TOTAL=2697)
(Base Sizes, Shows: Convention=77, Package=301, Tourist=885, Casino=192, TOTAL=1454)
(Base Sizes, Sightseeing: Convention=25*, Package=164, Tourist=420, Casino=54, TOTAL=663)

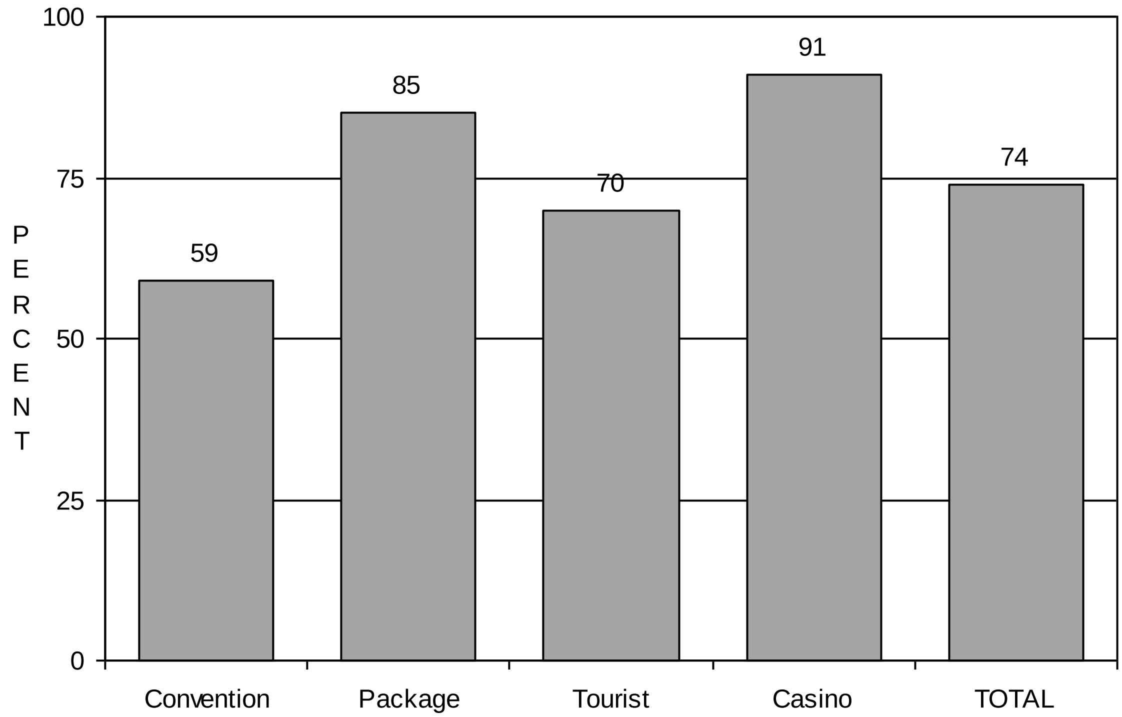
Among spending visitors, on average package purchasers, ($255.98) spent more than general tourists ($188.74) on shopping and on shows and entertainment ($143.50 for package purchasers vs. $115.28 among general tourists).

Package purchasers spent more ($238.09) on average than all other groups on sightseeing, while general tourists ($169.84) also spent more than casino guests ($84.01) in this area.

* Note the very small base size for convention visitors.

GAMING BEHAVIOR AND BUDGETS

FIGURE 44
Whether Gambled While In Las Vegas

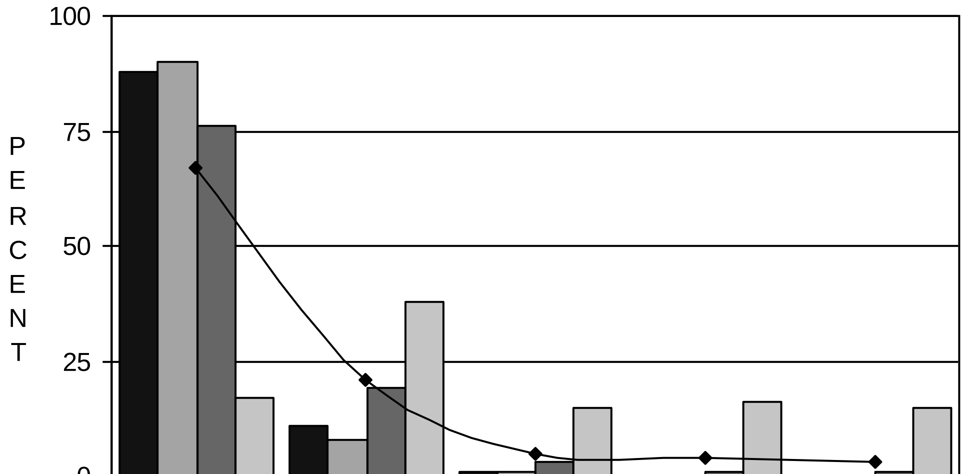


Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas.

Casino guests (91%) were more likely to have gambled than package purchasers (85%), who in turn were more likely to have done so than general tourists (70%), while convention visitors (59%) were the least likely to have gambled during their visit.

FIGURE 45
Hours of Gambling — Average Per Day
(Among Those Who Gambled)

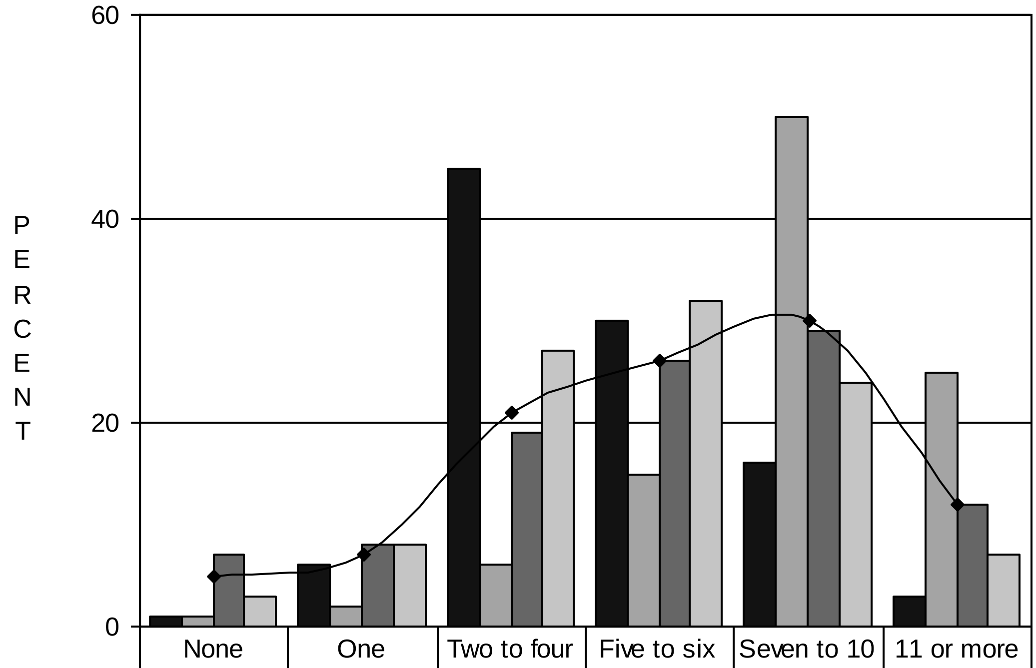


	2 hours or less	3-4 hours	5-6 hours	7-8 hours	More than 8 hours
Convention	88	11	1	0	0
Package	90	8	1	0	0
Tourist	76	19	3	1	1
Casino	17	38	15	16	15
TOTAL	67	21	5	4	3

(Base Sizes: Convention=174, Package=395, Tourist=1559, Casino=552, TOTAL=2679)
(Means: Convention=0.9, Package=0.9, Tourist=1.7, Casino=5.2, TOTAL=2.2)

The average amount of time spent gambling among all visitors who gambled while in Las Vegas was 2.2 hours. Casino guests spent significantly more time gambling (average of 5.2 hours) than general tourists (1.7 hours), who in turn spent more time gambling than package purchasers or convention visitors (0.9 hours each).

FIGURE 46
Number Of Casinos Visited

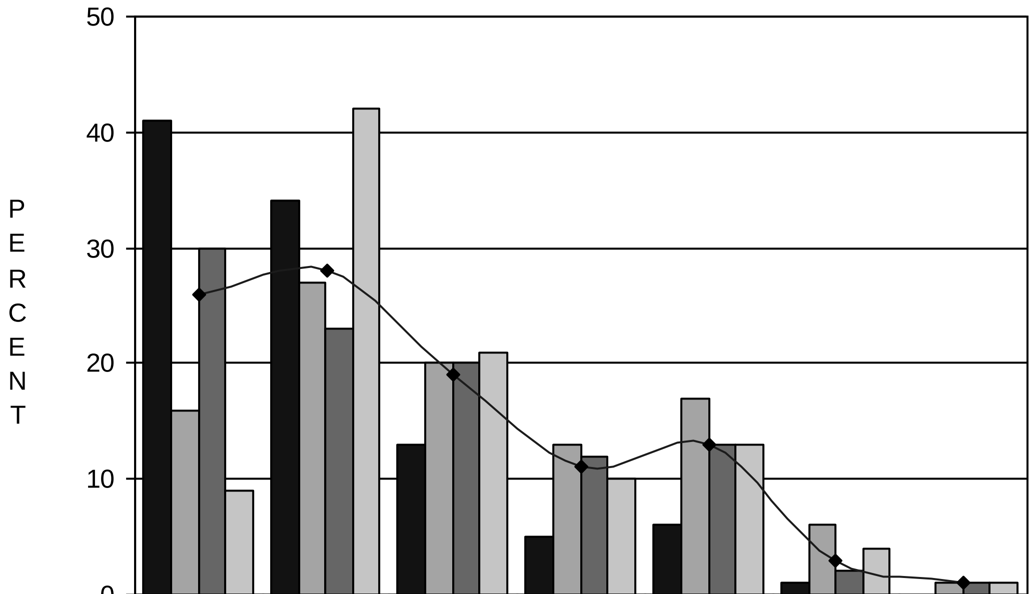


	None	One	Two to four	Five to six	Seven to 10	11 or more
Convention	1	6	45	30	16	3
Package	1	2	6	15	50	25
Tourist	7	8	19	26	29	12
Casino	3	8	27	32	24	7
TOTAL	5	7	21	26	30	12

(Means: Convention=4.8, Package=9.0, Tourist=6.2, Casino=5.6, 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. Package purchasers visited more casinos (average of 9.0 casinos) than general tourists (6.2), who in turn visited more casinos than casino guests (5.6) while convention visitors (4.8) visited the fewest.

FIGURE 47
Number Of Casinos Where Gambled

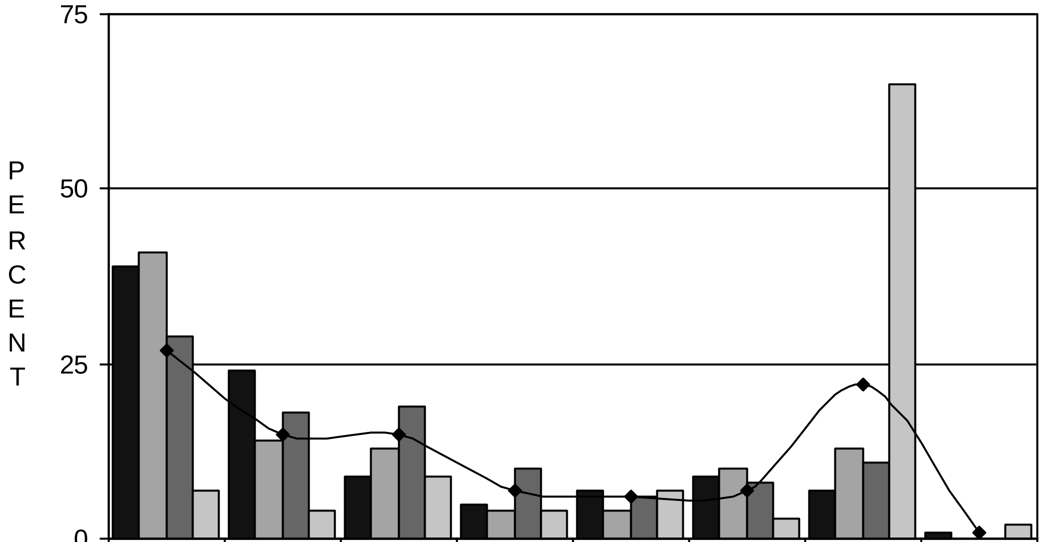


	None	One	Two	Three	Four to six	Seven to ten	11 or more
Convention	41	34	13	5	6	1	0
Package	16	27	20	13	17	6	1
Tourist	30	23	20	12	13	2	1
Casino	9	42	21	10	13	4	1
TOTAL	26	28	19	11	13	3	1

(Means: Convention=1.1, Package=2.5, Tourist=1.8, Casino=2.2, 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. Package purchasers (average of 2.5) and casino guests (2.2) gambled at more casinos than general tourists (1.8), while convention visitors (1.1) gambled at the fewest. Convention visitors were the most likely segment to say they did not gamble at any casinos during their visit (41%), while casino guests (42%) were the most likely segment to say that they gambled at only one casino.

FIGURE 48
Trip Gambling Budget
(Among Those Who Gambled)

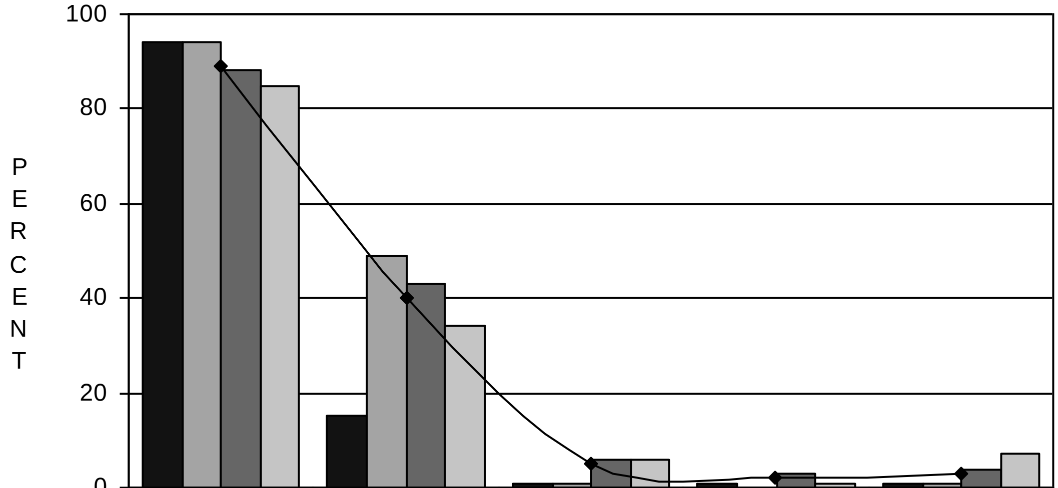


	$99 or less	$100-$199	$200-$299	$300-$399	$400-$499	$500-$599	$600 or more	Not sure
Convention	39	24	9	5	7	9	7	1
Package	41	14	13	4	4	10	13	0
Tourist	29	18	19	10	6	8	11	0
Casino	7	4	9	4	7	3	65	2
TOTAL	27	15	15	7	6	7	22	1

(Base Sizes: Convention=174, Package=395, Tourist=1559, Casino=552, TOTAL=2679)
(Means: Convention=$294.25, Package=$307.09, Tourist=$295.02, Casino=$1,424.69, TOTAL=$527.05)

The average gaming budget among all visitors who gambled was $527.05. Casino guests budgeted far more for gambling (average of $1,424.69) than all other segments.

FIGURE 49
Where Visitors Gambled*
(Among Those Who Gambled)



	Strip Corridor	Downtown	Boulder Strip	North Las Vegas	Outlying and other
Convention	94	15	1	1	1
Package	94	49	1	0	1
Tourist	88	43	6	3	4
Casino	85	34	6	1	7
TOTAL	89	40	5	2	3

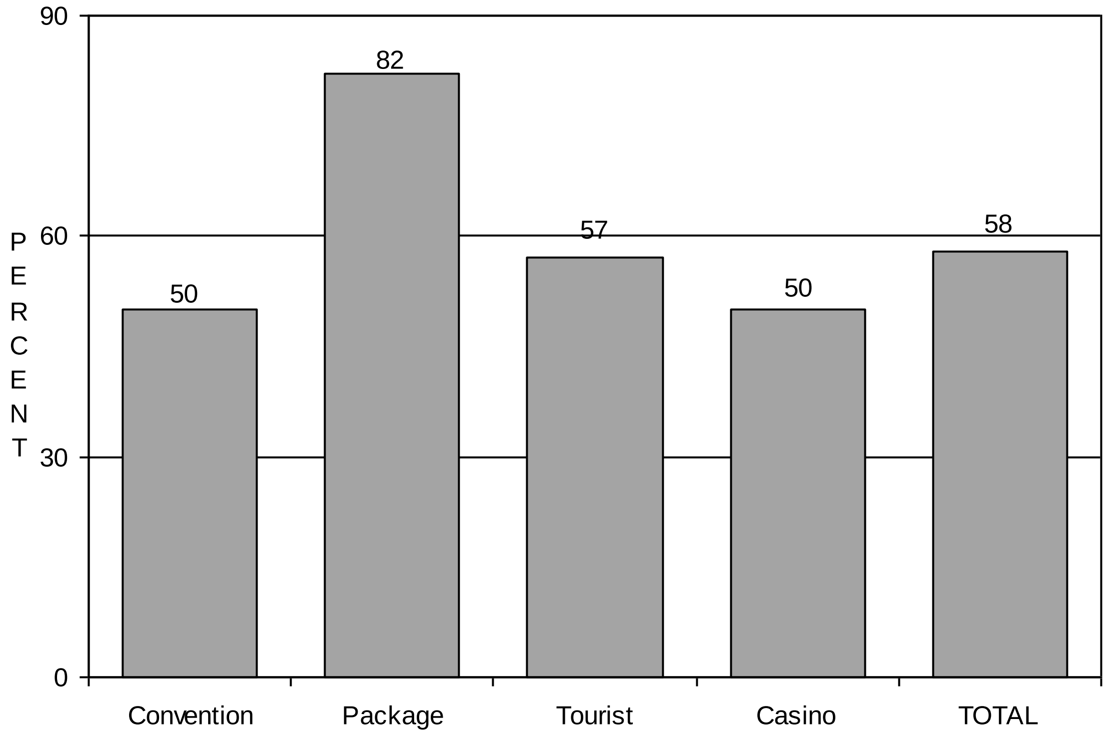
Multiple responses were permitted.
(Base Sizes: Convention Convention=220, Package=426, Tourist=1631, Casino=375, TOTAL=2652)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. The vast majority of visitors (89%) said they gambled on the Strip Corridor, with package purchasers and convention visitors (both 94%) and casino guests (85%). Package purchasers (49%) were the most likely to have gambled Downtown, followed by general tourists (43%) and casino guests (34%), while convention visitors (15%) were the least likely to have done so. Casino guests were the most likely to have gambled in outlying and other areas (7%), followed by general tourists (4%), while package purchasers and convention visitors (both 1%) were the least likely.

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

ENTERTAINMENT

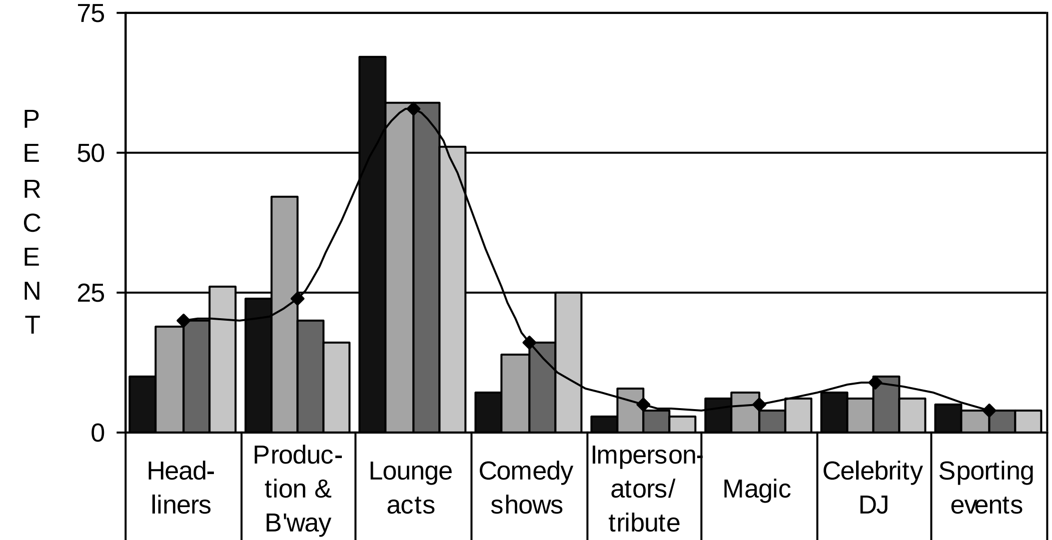
FIGURE 50
Attended A Show



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 of some type. Package purchasers (82%) were the most likely to have gone to a show during their visit.

FIGURE 51
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)



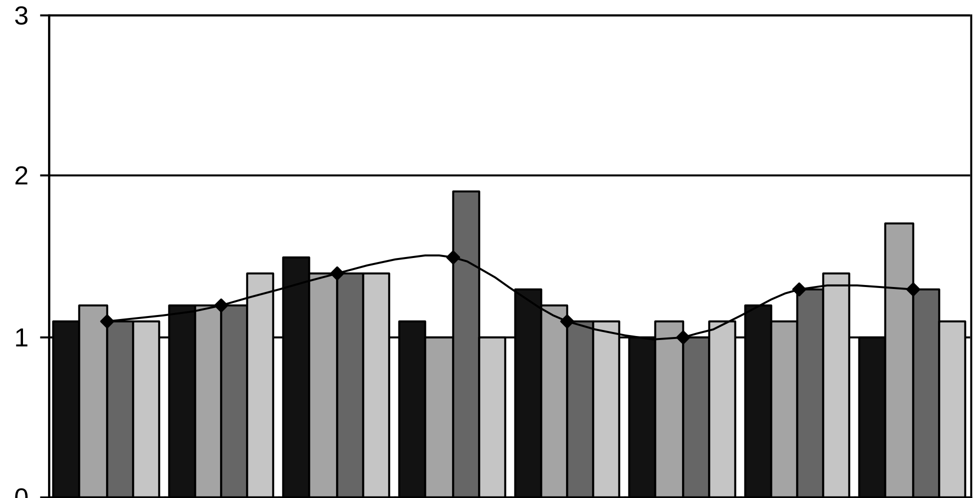
	Head-liners	Produc-tion & B'way	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic	Celebrity DJ	Sporting events
Convention	10	24	67	7	3	6	7	5
Package	19	42	59	14	8	7	6	4
Tourist	20	20	59	16	4	4	10	4
Casino	26	16	51	25	3	6	6	4
TOTAL	20	24	58	16	5	5	9	4

Multiple responses permitted.
(Base Sizes: Convention=148, Package=384, Tourists=1259, Casino=304, TOTAL=2096)

Lounge acts (58%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Convention visitors (67%) were more likely than casino guests (51%) to have seen a lounge act. Casino guests were the most likely segment to have seen comedy shows (25%) and big-name headliners (26%).

Package purchasers were the most likely segment to have seen a production or Broadway show (42%) or an impersonator or tribute show (8%). They were also more likely than general tourists (7% vs. 4%) to have seen a magic show. General tourists (10%), meanwhile, were more likely than package purchasers and casino guests (6% each) to have seen a celebrity DJ.

FIGURE 52
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)

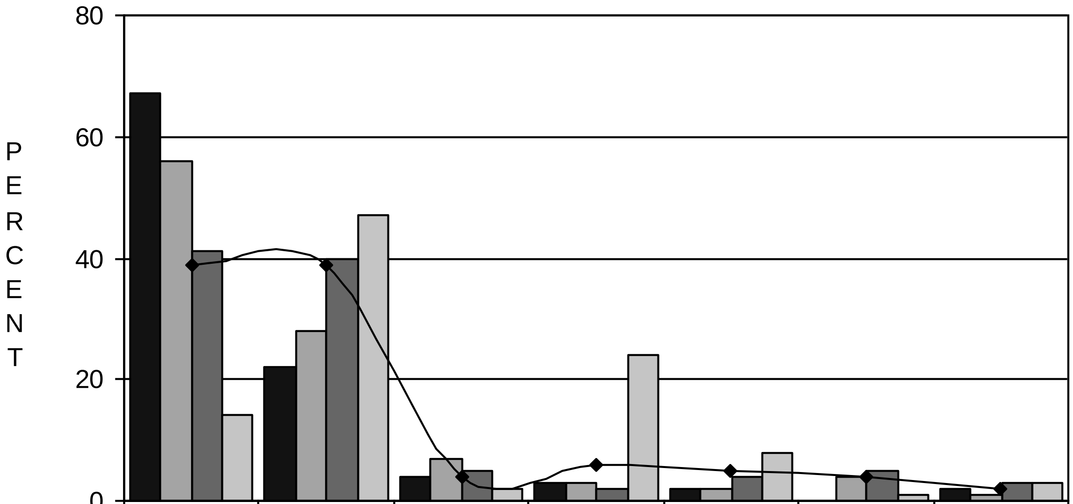


	Head-liners	Produc-tion/ B'way	Lounge acts	Comedy shows	Imperso-nators/ tribute	Magic shows	Celebrity DJ	Sporting events
Convention	1.1	1.2	1.5	1.1	1.3	1.0	1.2	1.0
Package	1.2	1.2	1.4	1.0	1.2	1.1	1.1	1.7
Tourist	1.1	1.2	1.4	1.9	1.1	1.0	1.3	1.3
Casino	1.1	1.4	1.4	1.0	1.1	1.1	1.4	1.1
TOTAL	1.1	1.2	1.4	1.5	1.1	1.0	1.3	1.3

Multiple responses permitted.
(Base Sizes: Convention=148, Package=384, Tourists=1259, Casino=304, TOTAL=2096)

This figure shows the average number of times visitors attended each type of show *among those who attended shows*. Casino guests saw more production or Broadway shows (average of 1.4) than all other groups.

FIGURE 53
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)



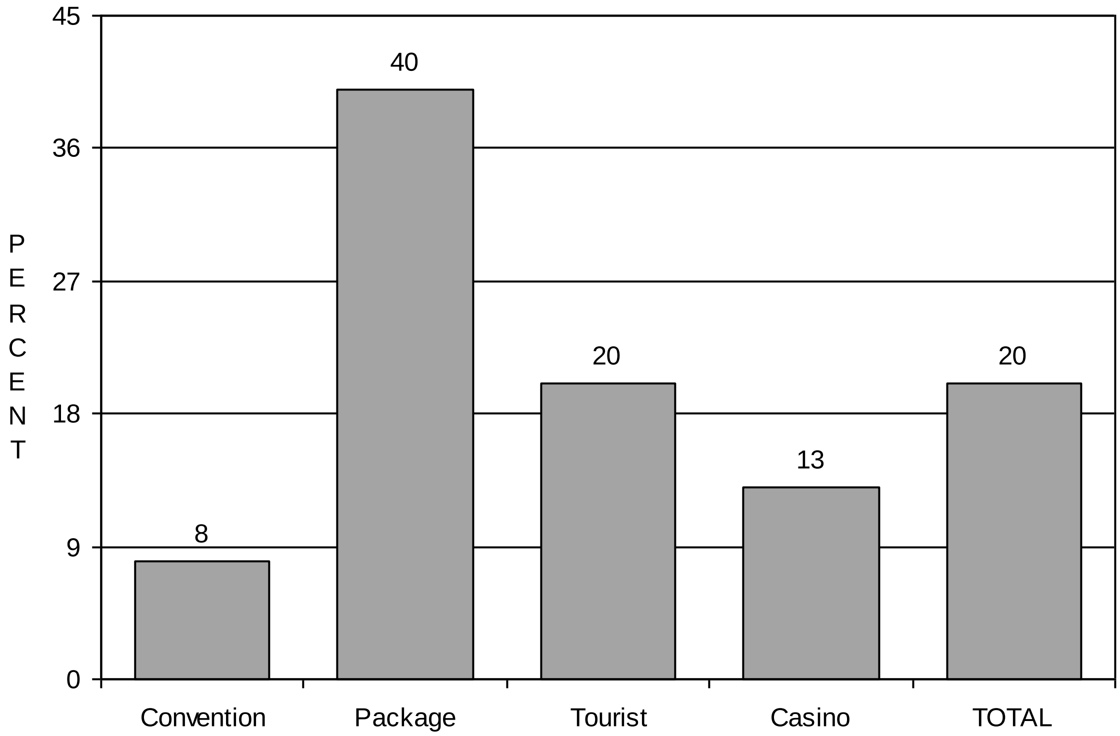
	Too busy/ not enough time	Not interested in shows	Too expensive	Came to gamble only	Seen everything already	Visiting with children	Other
Convention	67	22	4	3	2	0	2
Package	56	28	7	3	2	4	1
Tourist	41	40	5	2	4	5	3
Casino	14	47	2	24	8	1	3
TOTAL	39	39	4	6	5	4	2

(Base Sizes: Convention=147, Package=83, Tourist=970, Casino=304, TOTAL=1503)

Visitors who did not attend any shows gave several main reasons why they did not. Convention visitors (67%) and package purchasers (56%) were more likely than general tourists (41%), who in turn were more likely than casino guests (14%), to cite a lack of time. Casino guests (47%) and general tourists (40%), meanwhile, were more likely than package purchasers (28%) and convention visitors (22%) to cite a lack of interest.

Casino guests were the most likely segment to say that they didn't go to shows because they only came to Las Vegas to gamble (24%) or because they had already seen all of the shows (8%). General tourists (5%) were more likely than casino guests (1%) or convention visitors (0%) to say they didn't go because they had their children with them.

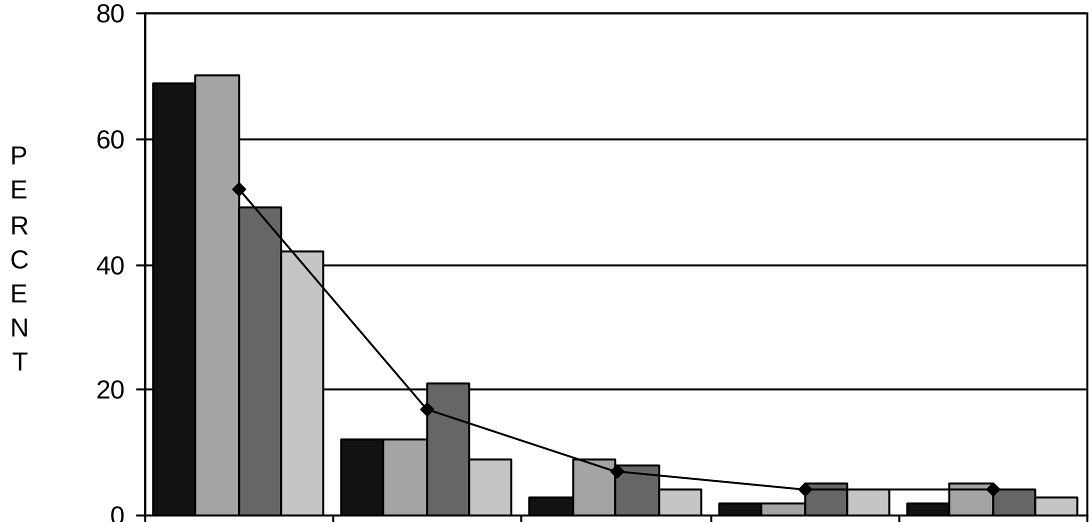
FIGURE 54
Whether Has Been To Other Paid Attractions



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, one-fifth (20%) of visitors said yes. Package purchasers (40%) were the most likely segment to have been to other paid attractions, followed by general tourists (20%), who in turn were more likely than casino guests (13%), while convention visitors (8%) were the least likely to have done so.

FIGURE 55
Whether Has Been To Nightclubs, Bars, And Lounges



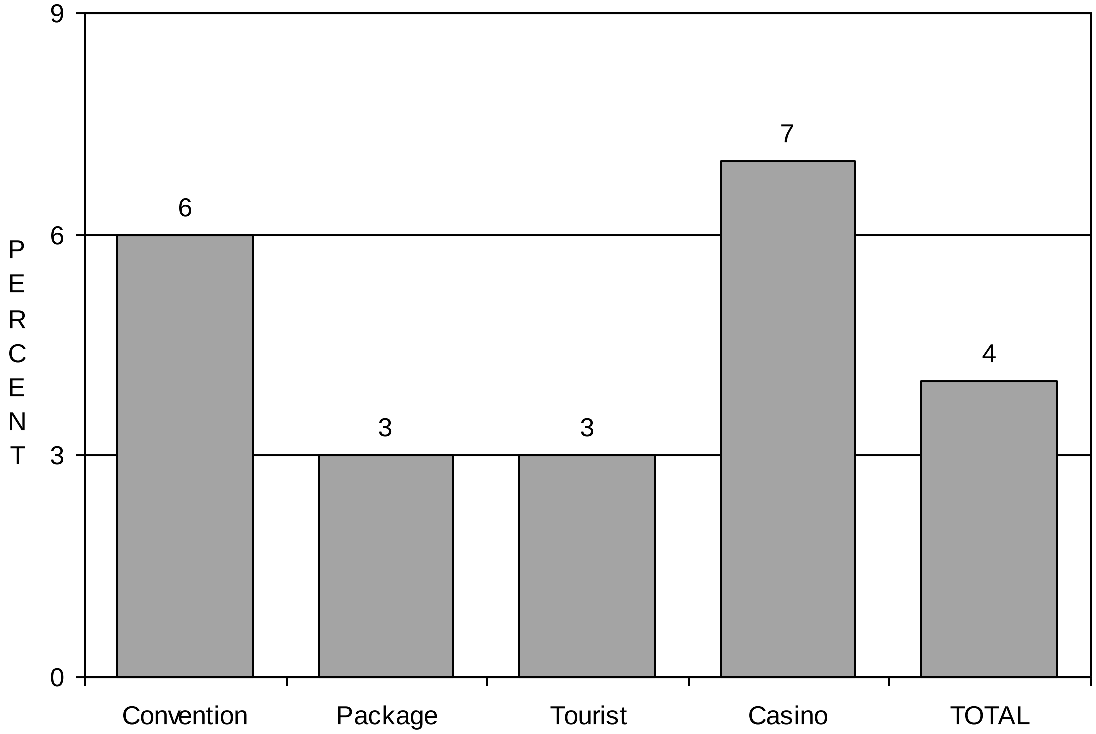
	Hotel bar or lounge, no cover	Free-standing bar or lounge, no cover	Hotel nightclub with cover	Free-standing nightclub with cover	A pool party or day club
Convention	69	12	3	2	2
Package	70	12	9	2	5
Tourist	49	21	8	5	4
Casino	42	9	4	4	3
TOTAL	52	17	7	4	4

Multiple responses permitted.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Package purchasers (70%) and convention visitors (69%) were both more likely than general tourists (49%), who in turn were more likely than casino guests (42%), to say they visited a no-cover hotel bar or lounge. General tourists (21%) were more likely than all other subgroups to say they visited a free-standing no-cover bar or lounge.

Package purchasers (9%) and general tourists (8%) were more likely than casino guests (4%) and convention visitors (3%) to say they visited a hotel nightclub with a cover charge. General tourists (5%) were more likely than convention visitors and package purchasers (2% each) to say they visited a free-standing nightclub with a cover charge. Package purchasers (5%) were more likely than convention visitors (2%) to say they visited a pool party or day club.

FIGURE 56
Whether Visited A Spa

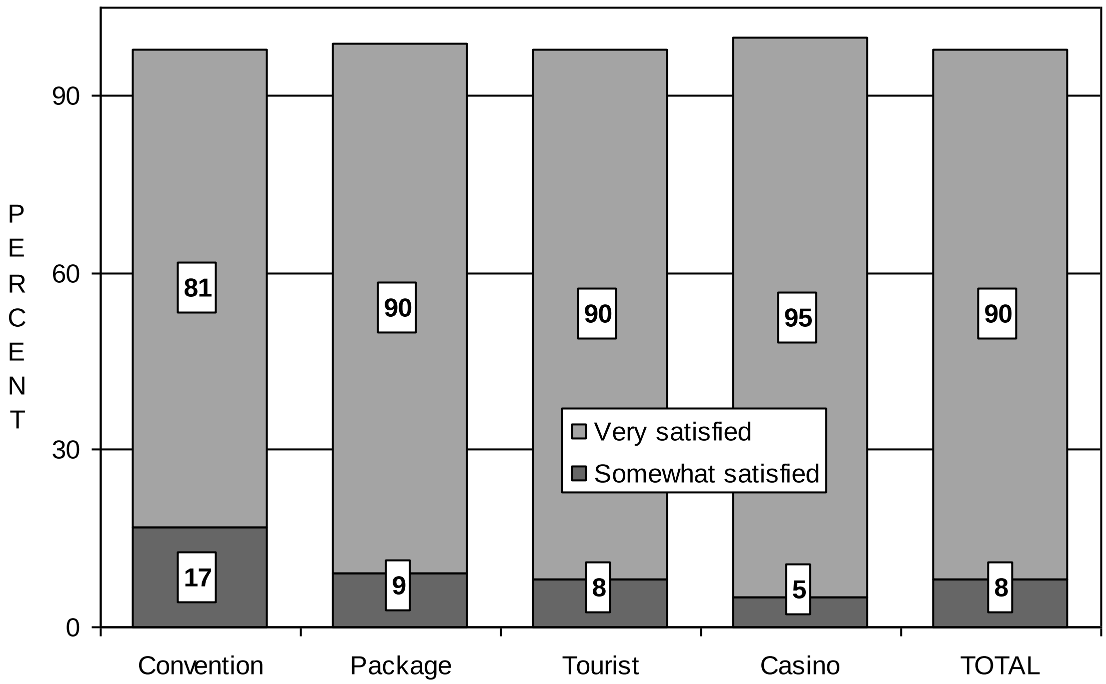


Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 4% said they had. Casino guests (7%) and convention visitors (6%) were more likely than package purchasers and general tourists (3% each) to say they had visited a spa during their time in Las Vegas.

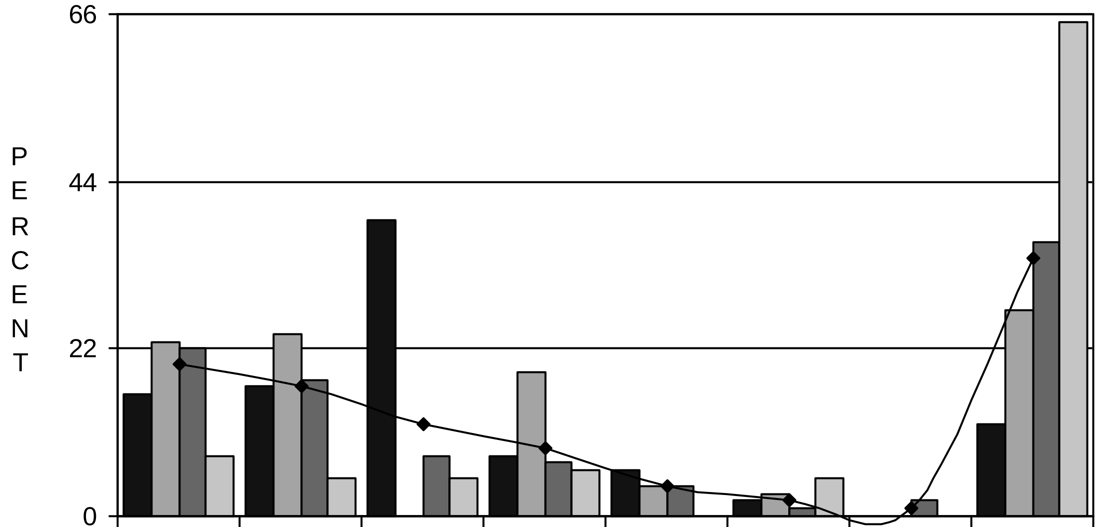
ATTITUDINAL INFORMATION

FIGURE 57
Satisfaction With Visit



Ninety percent (90%) of all visitors were “very satisfied” with their visit to Las Vegas, while 8% were "somewhat" satisfied. Convention visitors were the least likely segment to say they were “very satisfied” (81%) and the most likely to say they were “somewhat satisfied” (17%) with their visit. Casino guests, on the other hand, were the most likely segment to say they were “very satisfied” (95%) and the least likely to say they were “somewhat satisfied” (5%).

FIGURE 58
Why Not Completely Satisfied With Visit
(Among Those Who Were “Somewhat” Satisfied)



	Trip too short	Too expen-sive	Not a plea-sure trip	Hotel complaints	Don't like LV	Didn't win enough gambling	Smoking complaints	Other
Convention	16	17	39	8	6	2	0	12
Package	23	24	0	19	4	3	0	27
Tourist	22	18	8	7	4	1	2	36
Casino	8	5	5	6	0	5	0	65
TOTAL	20	17	12	9	4	2	1	34

(Base Sizes: Convention=50, Package=42, Tourist=183, Casino=29*, TOTAL=304)

Among those visitors who were only "somewhat satisfied” with their visits the most common reasons given were the trip was too short (20%) or that it was too expensive (17%). Convention visitors were the most likely segment to say that they were in town on business, not pleasure (39%).

* Note very small base size for casino guests.

VISITOR DEMOGRAPHICS

Convention visitors were the most likely segment to be:

- Male (59%).
- Employed (97%).
- College graduates (79%).
- From the Eastern (13%) or Southern (24%) states.
- Between 40 to 59 years old (53%).
- Earning an annual household income of $80,000 or more (73%).

Package purchasers were the most likely segment to be:

- Foreign visitors (57%).
- Caucasian (87%).

General tourists were the most likely segment to be:

- Single (19%).
- From Western states outside of California and Arizona (19%).
- Non-white (25%).
- 21 to 29 years old (24%).
- Earning an annual household income of $40,000 to $59,999 (15%).

Casino guests were the most likely segment to be:

- Retired (33%).
- 40 years old or older (72%).
- From the United States (92%), especially from California (37%) or Arizona (14%).

FIGURE 59

VISITOR DEMOGRAPHICS

	Conven-tion	Package	Tourist	Casino	TOTAL
GENDER					
Male	59%	45%	50%	52%	50%
Female	41	55	50	48	50
MARITAL STATUS					
Married	78	86	75	86	79
Single	14	11	19	9	16
Separated/Divorced	7	3	5	4	5
Widowed	1	0	1	1	1
JOB CATEGORIES					
Employed	97	65	67	60	68
Unemployed	1	2	2	1	2
Student	1	3	4	2	4
Retired	1	24	22	33	22
Homemaker	0	7	5	5	5
EDUCATION					
High school or less	8	21	21	13	18
Some college/trade school	13	35	37	37	35
College graduate	79	44	43	50	47
AGE					
21 to 29	10	17	24	10	20
30 to 39	28	22	24	18	23
40 to 49	31	19	17	20	19
50 to 59	23	17	12	17	14
60 to 64	6	5	5	6	5
65 or older	2	20	18	29	19
MEAN	43.2	46.1	43.6	50.6	45.1
BASE	(295)	(467)	(2229)	(608)	(3599)

(Continued on next page)

FIGURE 60

VISITOR DEMOGRAPHICS

	Convention	Package	Tourist	Casino	TOTAL
ETHNICITY					
White	81%	87%	75%	78%	77%
African American/Black	2	3	9	8	7
Asian/Asian American	3	2	3	1	2
Hispanic/Latino	8	6	11	9	10
Other	6	2	3	4	3
HOUSEHOLD INCOME					
Less than $20,000	0	2	5	1	4
$20,000 to $39,999	4	5	7	4	6
$40,000 to $59,999	4	7	15	9	12
$60,000 to $79,999	9	19	20	18	19
$80,000 or more	73	53	46	60	52
Not sure/no answer	10	16	7	8	9
VISITOR ORIGIN					
U.S.A.	84	43	84	92	80
Eastern states[1]	13	7	6	6	7
Southern states[2]	24	14	16	14	16
Midwestern states[3]	12	11	10	8	10
Western states[4]	34	11	52	65	47
California	17	3	24	37	23
Southern CA	13	2	19	33	19
Northern CA	4	1	5	4	4
Arizona	5	0	10	14	10
Other West	12	7	19	13	16
Foreign	16	57	16	8	20
BASE	(295)	(467)	(2229)	(608)	(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.