

LAS VEGAS VISITOR PROFILE

Calendar Year 2018

Downtown/Strip Corridor Version
(Location of Lodging)

Research that works.

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

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

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. The tables and charts in this report show data for all visitors and for three visitor subgroups:

- **DOWNTOWN** — visitors who lodged Downtown during their visit — 5% of all visitors.
- **STRIP CORRIDOR*** — visitors who lodged on or just off the Strip — 73% of all visitors.
- **OTHER** — the remaining visitors — 22% of all visitors.

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

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

DOWNTOWN LODGERS

Visitors who lodged Downtown were more likely than those who lodged on the Strip Corridor to have:

- Said the main purpose of their visit was for vacation or pleasure (65%).
- Taken ground transportation to Las Vegas (60%).
- Planned their trip two weeks or less in advance (25%).
- Lodged in a hotel (100%).
- Booked their accommodations in person (14%).
- Had a higher number of people staying in their room (average of 2.1 occupants).
- Paid a casino rate (12%) or other special room rate (28%).
- Arrived in Las Vegas on a weekend (37%).
- Visited a higher number of casinos (average of 7.6).
- Gambled during their trip (93%).
- Been to see a lounge act (43%) or celebrity DJ (10%).
- Been to a free-standing bar without a cover charge (23%) or a pool party or day club (7%).

Downtown lodgers were also the most likely segment to:

- Be single (32%).
- Be 21 to 29 years old (35%).
- Have some college or a trade school degree (46%).

During their visit to Las Vegas Downtown lodgers spent an average of:

- \$208.96 on food and drink.
- \$90.83 on shopping.
- \$23.00 on shows and entertainment.

STRIP CORRIDOR LODGERS

Visitors who lodged on the Strip Corridor were more likely than those who lodged Downtown to have:

- Been visiting Las Vegas for the first time (21%).
- Said they were visiting Las Vegas for a convention or corporate meeting (10%).
- Traveled to Las Vegas by air (56%).
- Taken a taxi (35%), a ride-sharing service (29%), the Monorail (20%), or a hotel or motel shuttle (13%) during their visit.
- Planned their trip more than a month in advance (66%).
- Used a website or social media app to plan their trip (65%).
- Paid a regular room rate (39%).
- Arrived in Las Vegas on a weekday (72%).
- Seen a Broadway-style production show (18%).
- Been to a hotel bar or lounge without a cover charge (61%).
- Been to Las Vegas attractions for which they had to pay (23%).
- Visited other areas outside Las Vegas (20%).

Strip Corridor lodgers were also the most likely segment to:

- Be married (81%).
- Be white (80%).
- Have a college degree or higher (51%).
- Have an annual household income of \$80,000 or more.

During their visit to Las Vegas Strip Corridor lodgers spent an average of:

- \$361.75 on food and drink.
- \$172.78 on shopping.
- \$61.32 on shows and entertainment.

THOSE WHO LODGED ELSEWHERE THAN DOWNTOWN OR THE STRIP CORRIDOR

Visitors who lodged in areas other than the Downtown area or the Strip Corridor were the most likely segment to have:

- Visited Las Vegas before (93%).
- Said they were in Las Vegas to visit friends or relatives (54%) or because they were just passing through (11%).
- Driven their own vehicle while in Las Vegas (83%).
- Booked their accommodations by calling the property directly (30%).
- People under 21 years old in their party (13%).
- Stayed five or more nights in Las Vegas (29%).
- Not gambled during their trip (42%).

Those who lodged elsewhere than Downtown and the Strip Corridor were also the most likely segment to:

- Have a high school degree or less (27%).
- Be 65 years old or older (26%).
- Be from the United States (92%), particularly the Western states (73%).

During their visit to Las Vegas those who lodged elsewhere than Downtown and the Strip Corridor spent: an average of:

- \$184.59 on food and drink.
- \$109.06 on shopping.
- \$18.21 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December 2018. Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA. The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and at McCarran International Airport. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as “thank you’s”. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2018, unless otherwise specified. 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.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. Statistically significant differences in the behavior, attitudes, and opinions by lodging location are pointed out in the text of the report.

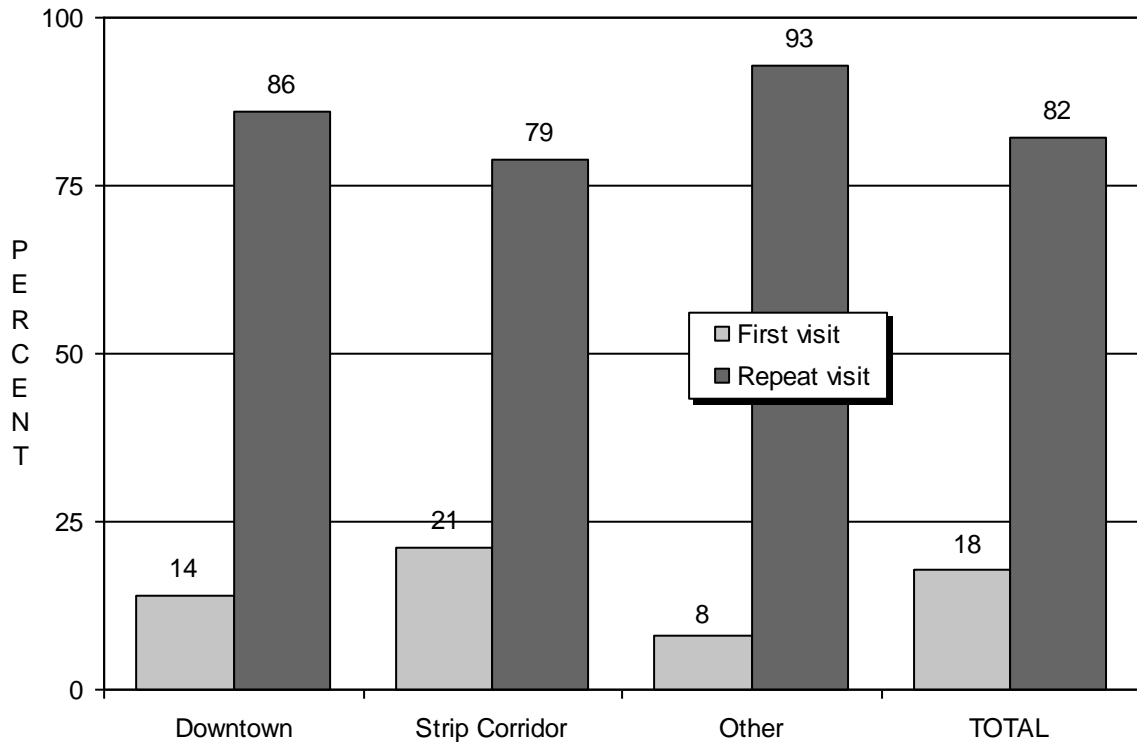
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2018. These questions will be rotated back into the questionnaire in Calendar Year 2019 and subsequently asked every other year. These questions are noted in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

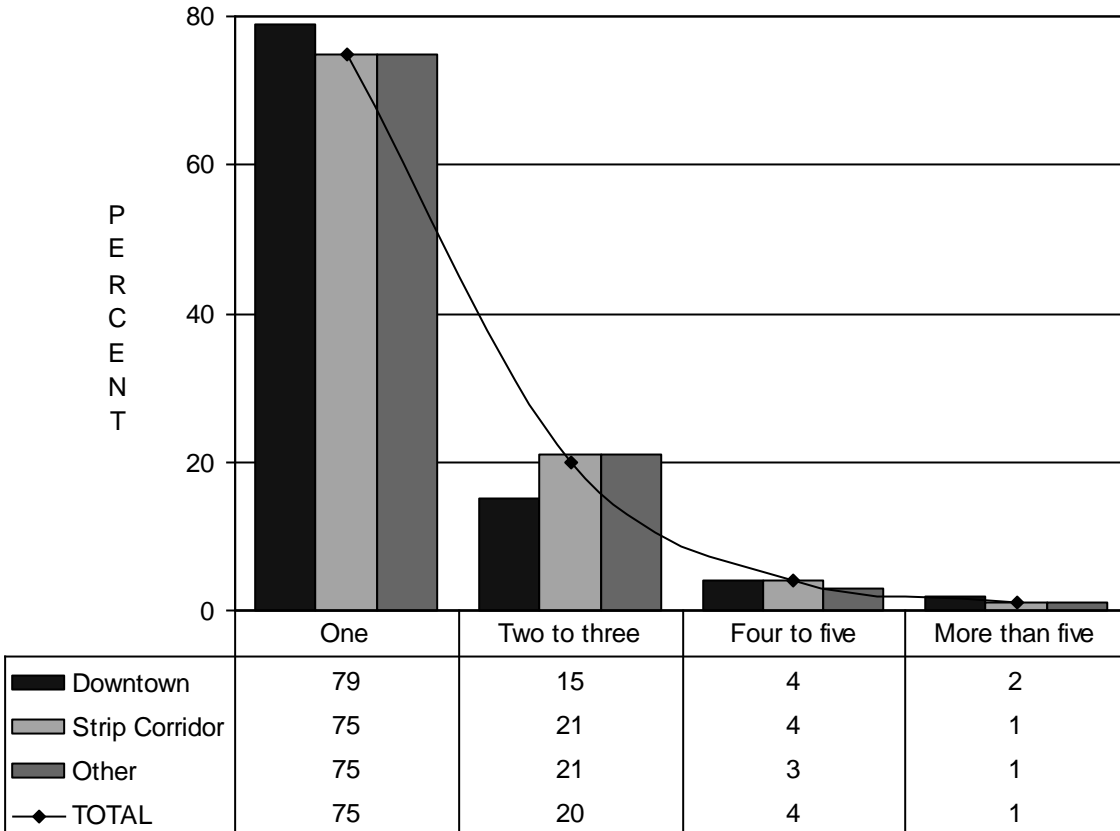
REASONS FOR VISITING

FIGURE 1
First Visit Vs. Repeat Visit



Most visitors (82%) said they had visited Las Vegas in the past. Strip Corridor lodgers (21%) were more likely than Downtown lodgers (14%), who in turn were more likely than those lodging in other areas (8%), to be visiting Las Vegas for the first time.

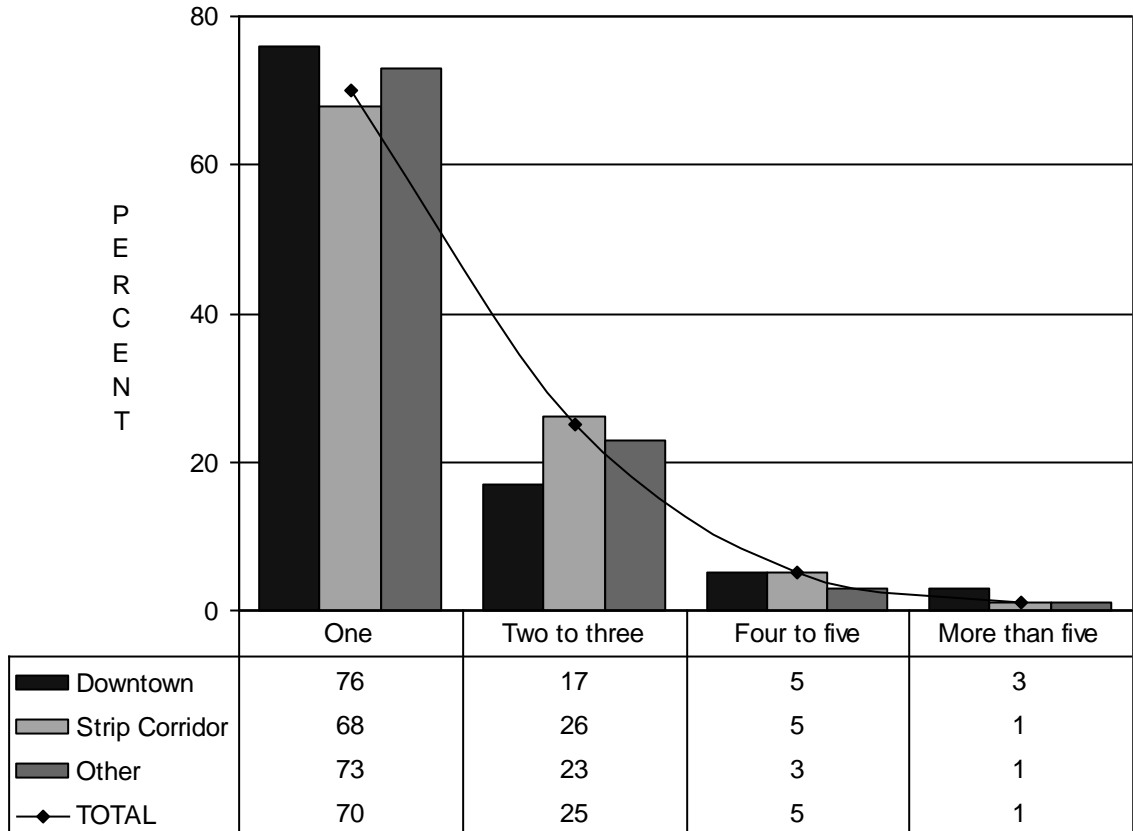
FIGURE 2
Frequency Of Visits In Past Year
(Among All Visitors)



(Means: Downtown=1.5, Strip Corridor=1.5, Other=1.5, TOTAL=1.5)

Among all visitors, the average number of visits to Las Vegas in the past year was 1.5. There were no differences among the lodging segments on this measure.

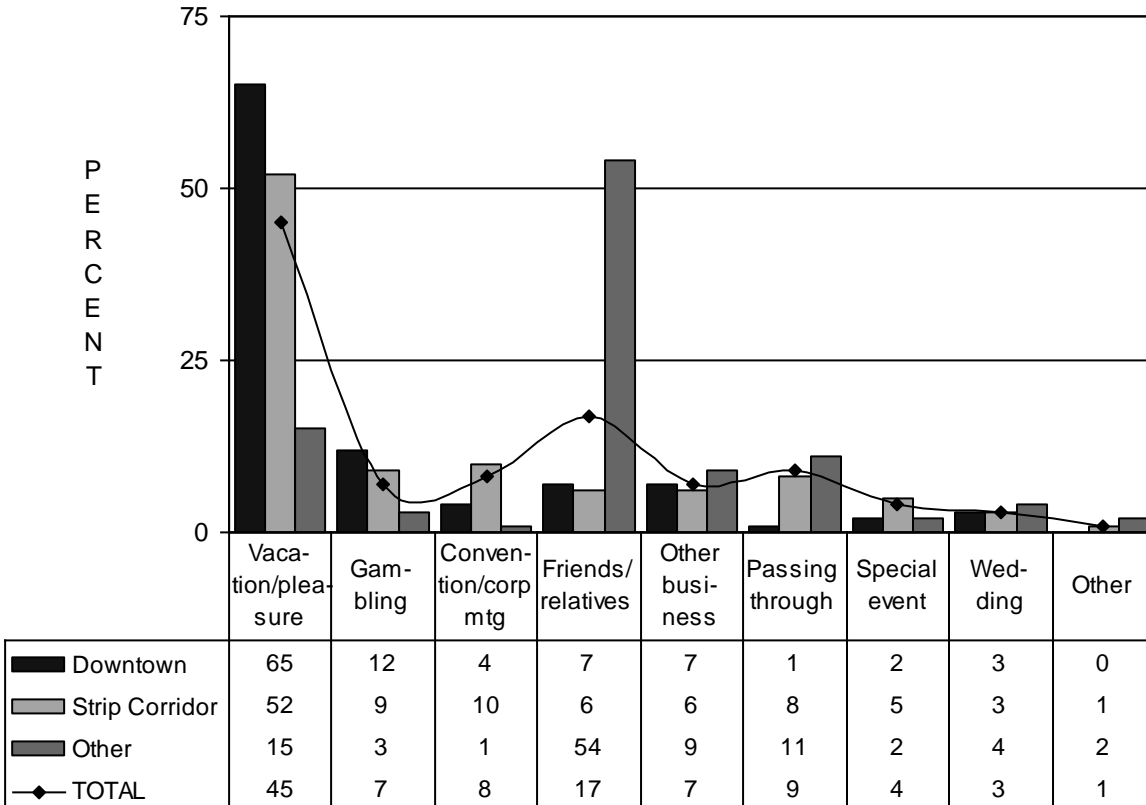
FIGURE 3
Frequency Of Visits In Past Year
(Among Repeat Visitors)



(Base Sizes: Downtown=156, Strip Corridor=2074, Other=733, TOTAL=2963)
(Means: Downtown=1.6; Strip Corridor=1.6, Other=1.5, TOTAL=1.6)

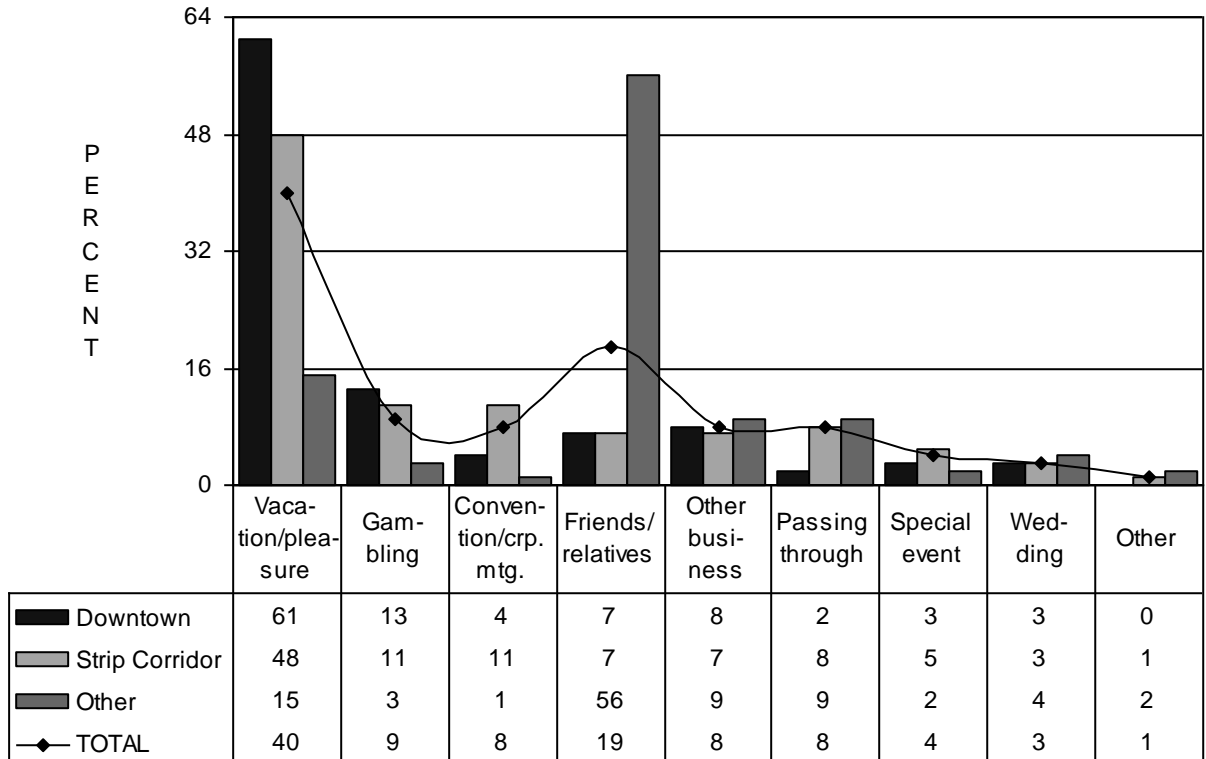
Among repeat visitors, the average number of visits to Las Vegas in the past year was 1.6. There were no significant differences amongst the lodging subgroups on this measure.

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



When asked about the primary purpose of their current visit to Las Vegas, Downtown lodgers (65%) were more likely than Strip Corridor lodgers (52%) to say they were there for vacation or pleasure, while those who lodged in Other areas (15%) were the least likely to give this response. Both Downtown (12%) and Strip Corridor lodgers (9%) were more likely than visitors lodging in other areas (3%) to say they were in Las Vegas to gamble. Strip Corridor lodgers (10%), meanwhile, were more likely than Downtown (4%) or Other lodgers (1%) to say they were attending a convention or corporate meeting. Those lodging elsewhere than Downtown and the Strip Corridor (54%) were more likely than Downtown (7%) and Strip Corridor lodgers (6%) to say they were visiting friends or relatives. Other lodgers (11%) were also more likely than Strip Corridor lodgers (8%), who in turn were more likely than Downtown lodgers (1%), to say they were just passing through Las Vegas.

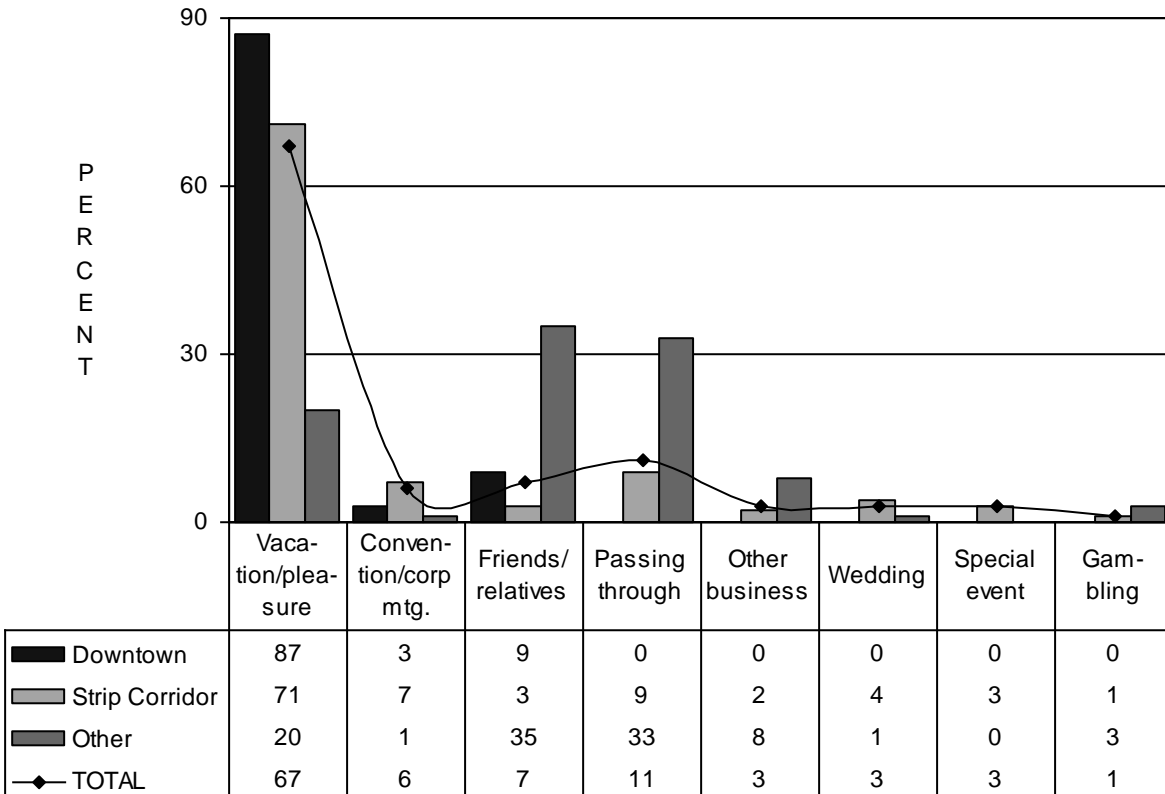
FIGURE 5
Primary Purpose Of Current Visit
(Among Repeat Visitors)



(Base Sizes: Downtown=156, Strip Corridor=2074, Other=733, TOTAL=2963)

Looking at repeat visitors to Las Vegas, Downtown lodgers (61%) were more likely than Strip Corridor lodgers (48%) to say the primary purpose of their trip to Las Vegas was vacation or pleasure, while those who lodged in other areas (15%) were the least likely to give this response. Both Downtown (13%) and Strip Corridor lodgers (11%) were more likely than visitors lodging in other areas (3%) to say they were in Las Vegas to gamble. Strip Corridor lodgers (11%), meanwhile, were more likely than Downtown (4%) or Other lodgers (1%) to say they were attending a convention or corporate meeting. Other lodgers (56%) were more likely than Downtown and Strip Corridor lodgers (7% each) to say they were visiting friends or relatives. Both Other lodgers (9%) and Strip Corridor lodgers (8%) were more likely than Downtown lodgers (2%) to say they were just passing through Las Vegas.

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

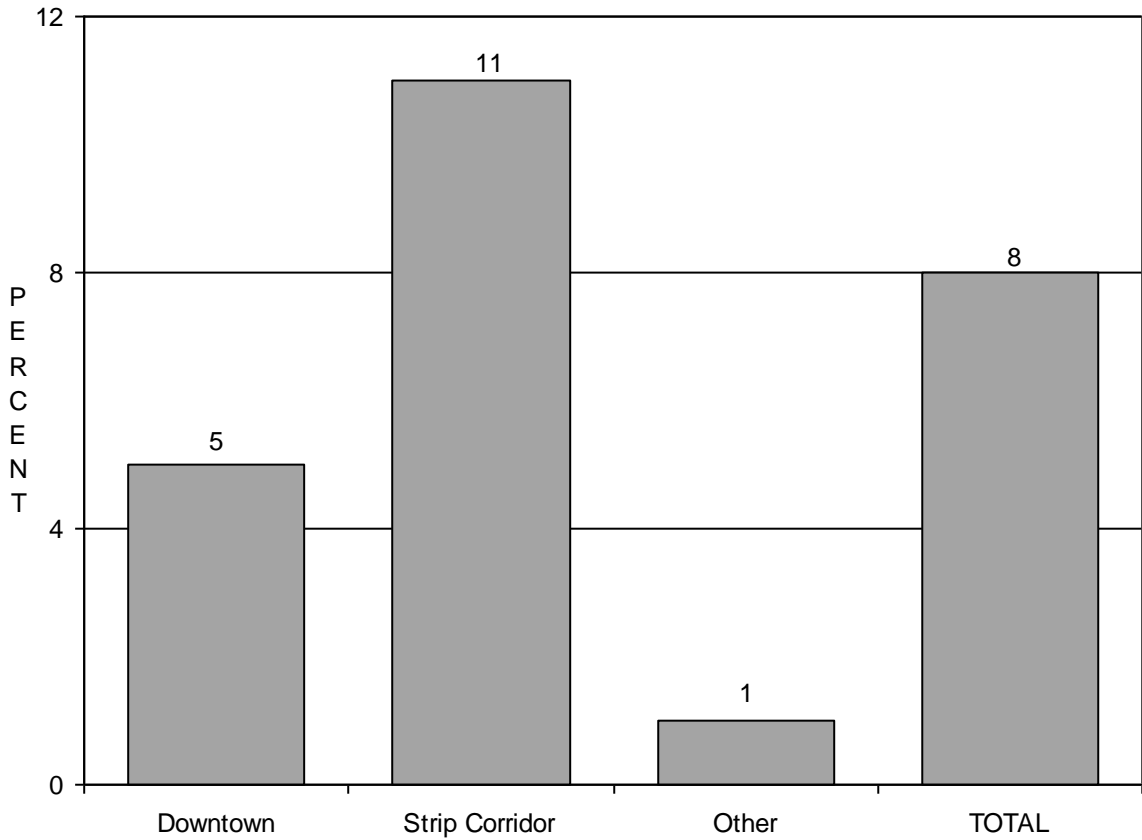


(Base Sizes: Downtown=26*, Strip Corridor=550, Other=60, TOTAL=636)

We also looked at the primary purpose of the current visit among those visitors who were making their first visit to Las Vegas. Downtown (87%) and Strip Corridor lodgers (71%) were more likely than those lodging elsewhere (20%) to be visiting primarily for vacation or pleasure. Other lodgers (35%) were more likely than Downtown (9%) or Strip Corridor (3%) lodgers to say their primary purpose was visiting friends or relatives. Other lodgers (33%) were also more likely than Strip Corridor lodgers (9%) to say they were just passing through Las Vegas.

* Note small base size for Downtown lodgers.

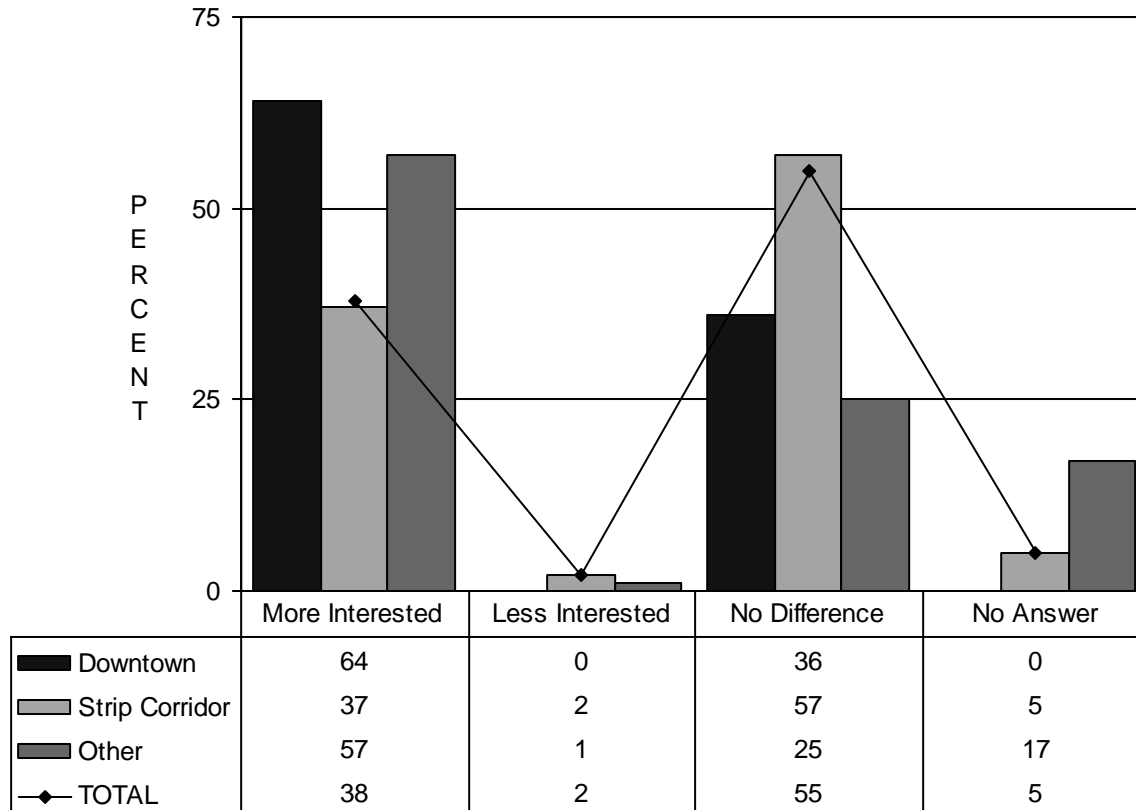
FIGURE 7
Conventions/Trade Shows/Associations/Corporate Meetings



Only "yes" responses are reported in this figure.

Respondents were asked if they participated in or attended a convention, trade show, association or corporate meeting while they were in Las Vegas. Strip Corridor lodgers (11%) were more likely to have done so than Downtown (5%) or Other lodgers (1%).

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

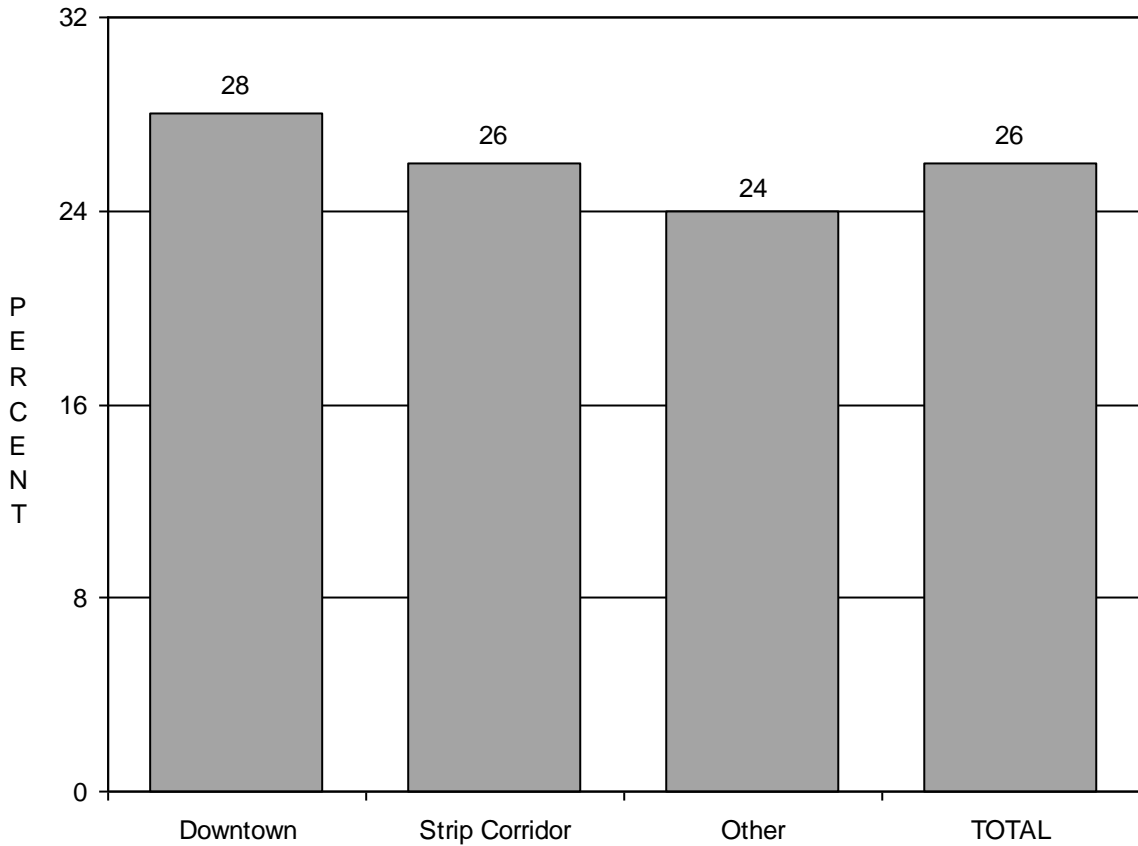


(Base Sizes: Downtown=9*, Strip Corridor=275, Other=11*, TOTAL=295)

Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention or if it made no difference. In 2018, 38% said having the convention in Las Vegas made them more interested in attending, 2% said it made them less interested, and 55% said it made no difference. There were no differences among the lodging segments on this measure.

* Note the small base sizes for Downtown and Other lodgers.

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



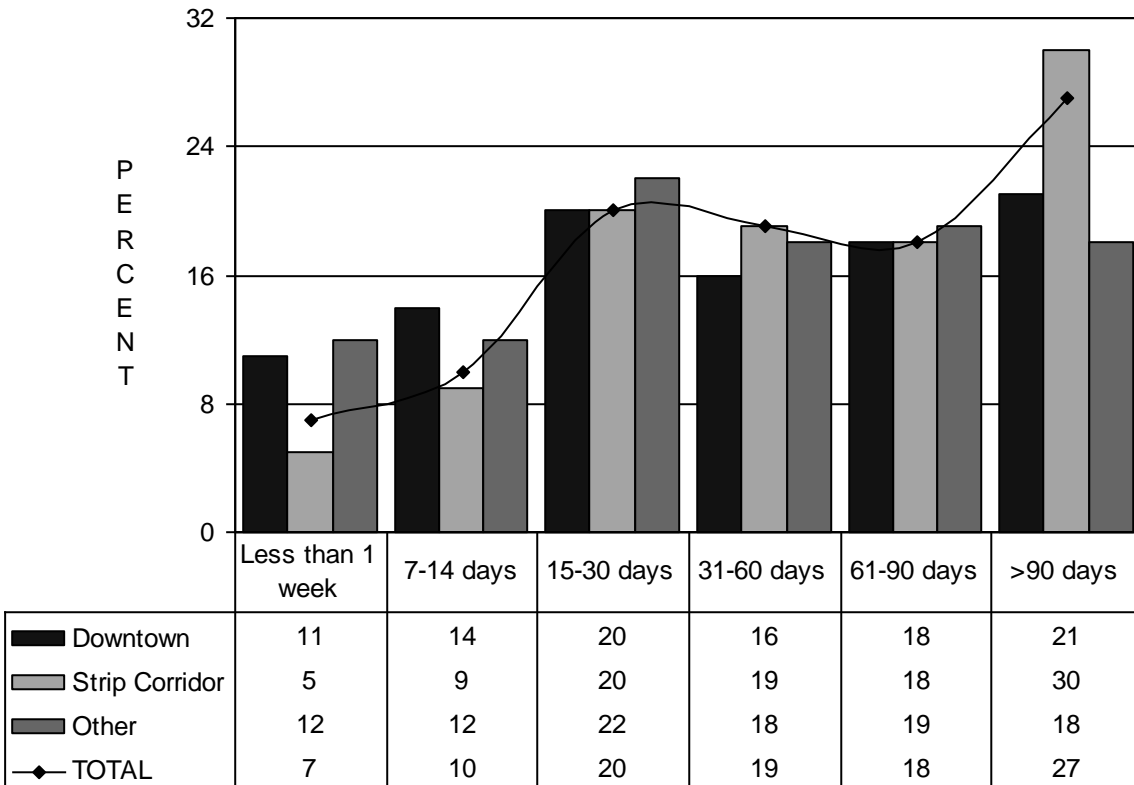
Only “yes” responses are reported in this figure.
(Base Sizes: Downtown=9*, Strip Corridor=275, Other=11*, TOTAL=295)

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. About one in four visitors (26%) said they had. There were no differences among the lodging segments on this measure.

* Note small base sizes for Downtown and Other lodgers.

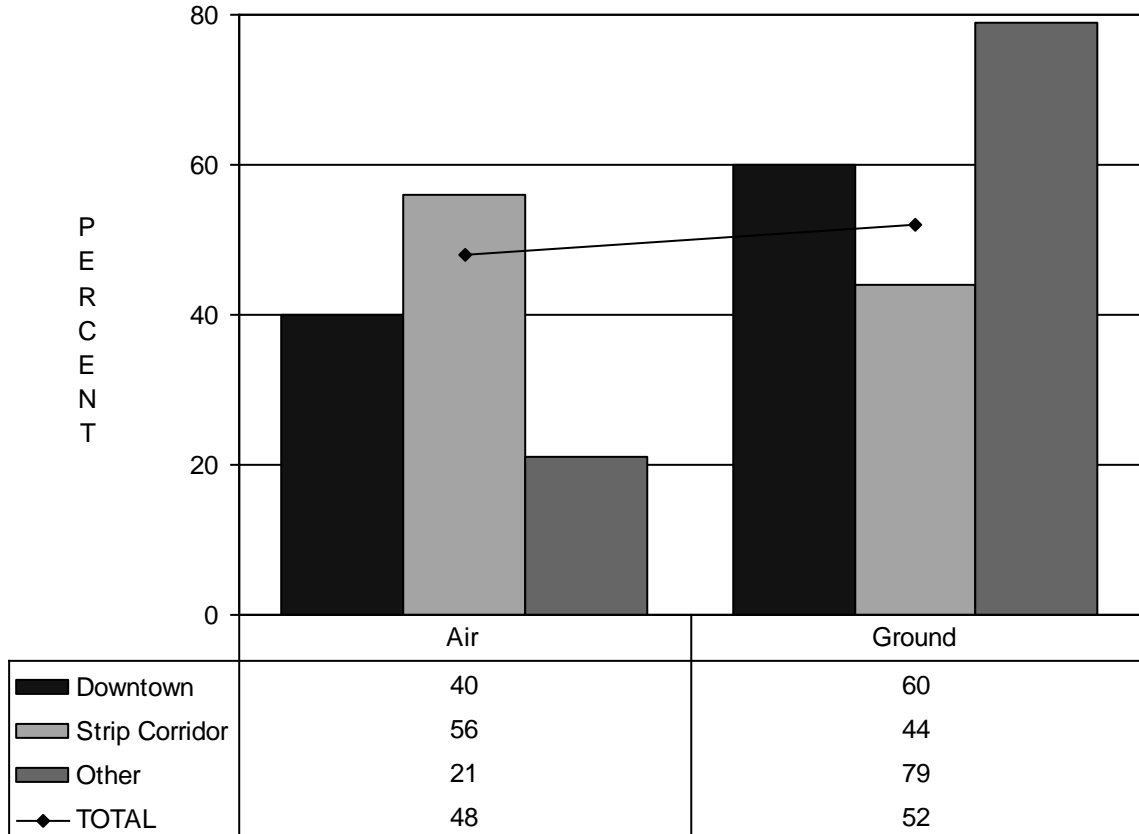
TRAVEL PLANNING

FIGURE 10
Advance Travel Planning



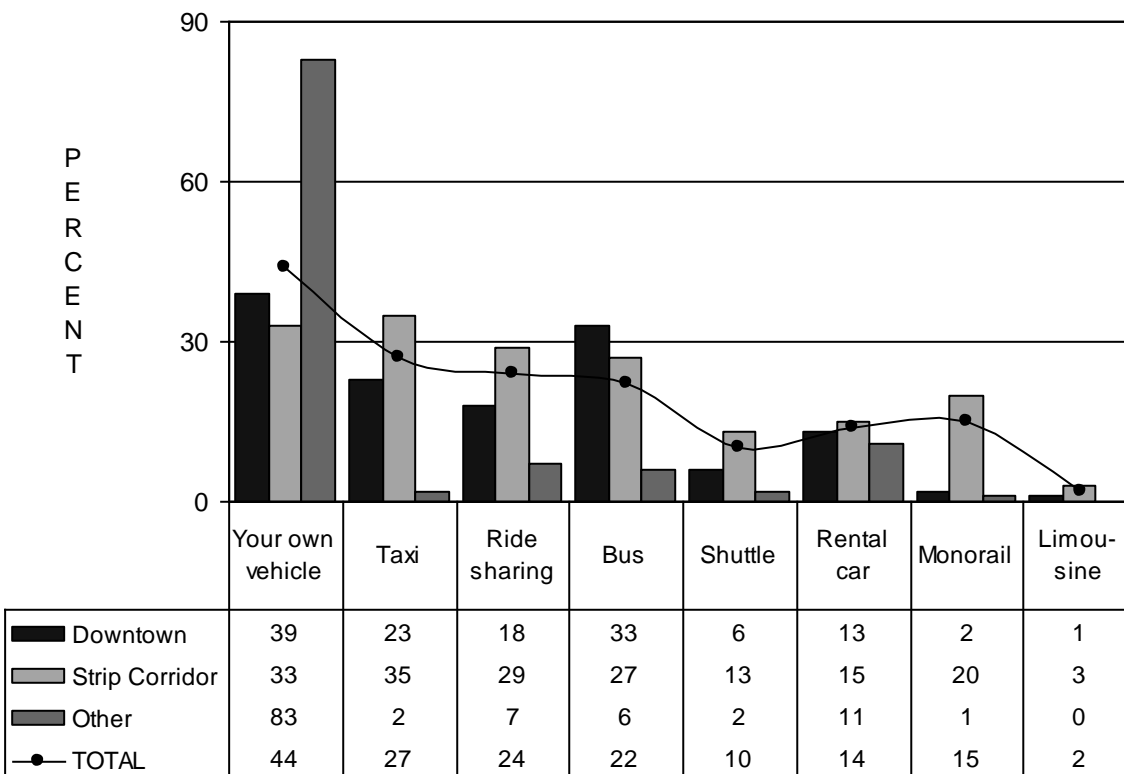
Almost two-thirds (64%) of all visitors planned their trip to Las Vegas more than one month in advance. Strip Corridor lodgers (67%) were more likely than Downtown (55%) or Other lodgers (55%) to plan their trip more than a month in advance. Other lodgers (34%), meanwhile, were more likely than Strip Corridor lodgers (29%) to plan their trip one week to one month ahead of time. Other lodgers (12%) and Downtown lodgers (11%) were both more likely than Strip Corridor lodgers (5%) to plan their trip less than a week in advance.

FIGURE 11
 Transportation To Las Vegas



Strip Corridor lodgers (56%) were more likely than Downtown lodgers (40%), who in turn were more likely than Other lodgers (21%), to have traveled to Las Vegas by air.

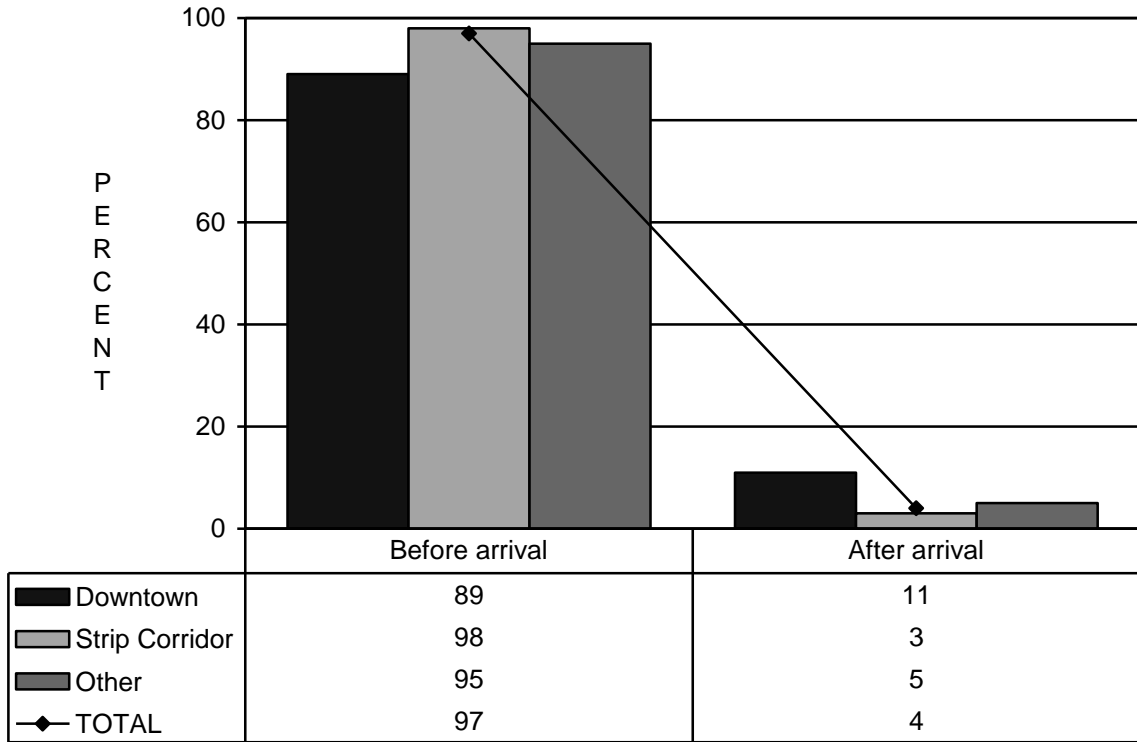
FIGURE 12
Local Transportation



Multiple responses permitted

Visitors were asked about the types of local transportation they had used while on their current visit to Las Vegas. Visitors who lodged somewhere other than Downtown or the Strip Corridor (83%) were more likely than Downtown (39%) and Strip Corridor lodgers (33%) to say they used their own vehicle. Strip Corridor lodgers were more likely than Downtown lodgers, who in turn were more likely than Other lodgers, to have used taxis (35% vs. 23% vs 2%) and ride-sharing services (29% vs. 18% vs. 7%). Strip Corridor lodgers were also more likely than both Downtown and Other lodgers to have used the Monorail (20% vs. 2% and 1%) and hotel or motel shuttles (13% vs. 6% and 2%). Both Downtown (33%) and Strip Corridor (27%) lodgers were more likely than Other lodgers (6%) to have taken a bus during their visit, and Strip Corridor lodgers (15%) were more likely than Other lodgers (11%) to have used a rental car.

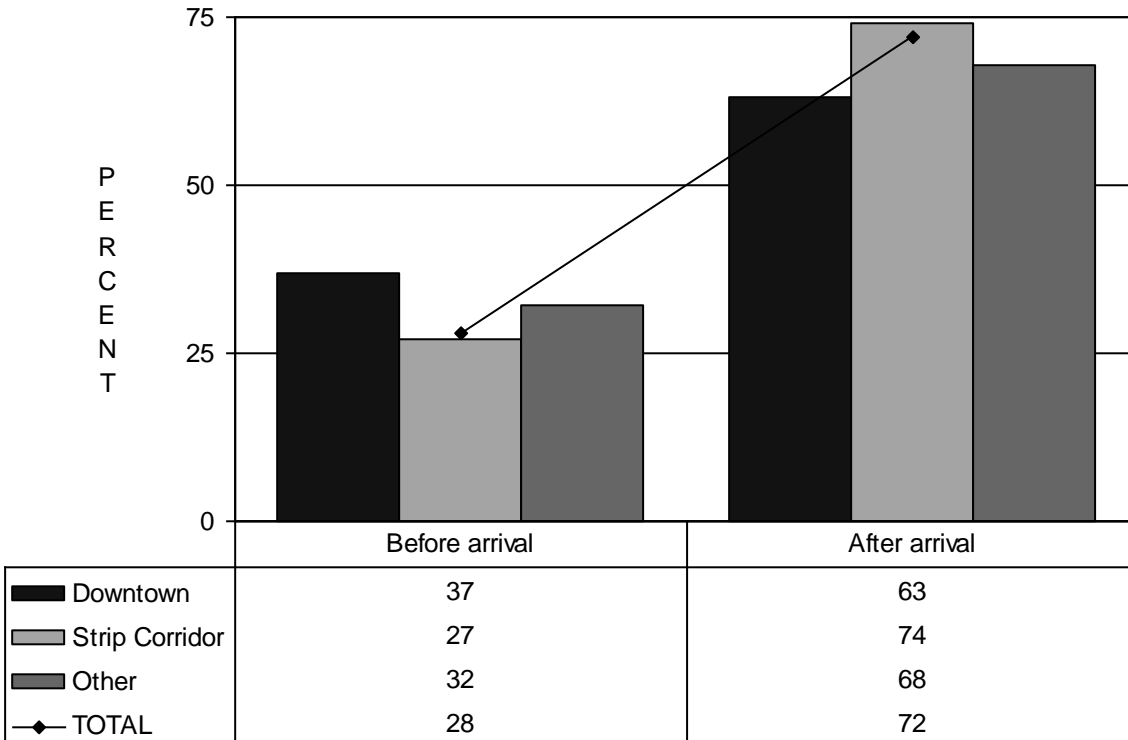
FIGURE 13
When Decided Where To Stay
(Among Those Who Stayed Overnight)



(Base Sizes: Downtown=182, Strip Corridor=2624, Other=779, TOTAL=3584)

Most visitors (97%) decided where to stay before arriving in Las Vegas. Strip Corridor lodgers (98%) were more likely than Other lodgers (95%), who in turn were more likely than Downtown lodgers (89%), to say they decided where to stay before they arrived.

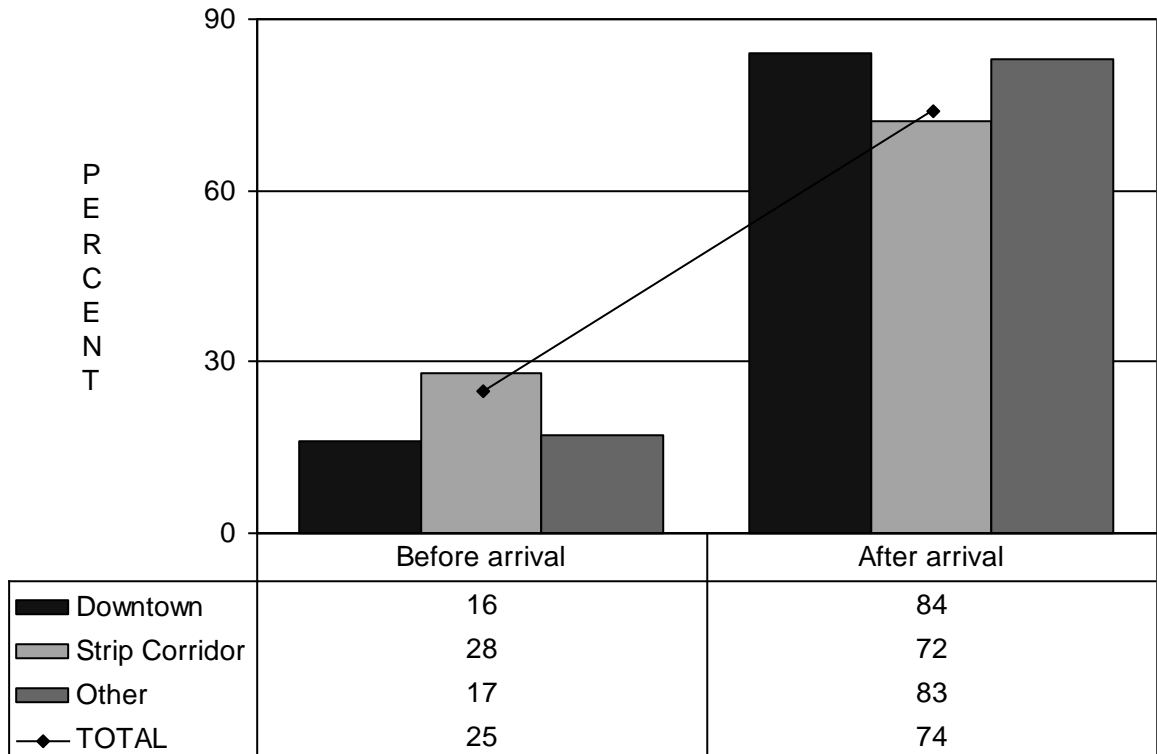
FIGURE 14
When Decided Where To Gamble
(Among Those Who Gambled)



(Base Sizes: Downtown=169, Strip Corridor=2051, Other=459, TOTAL=2679)

Nearly three-fourths (72%) of all visitors decided where to gamble after arriving in Las Vegas. Strip Corridor lodgers (74%) were more likely than visitors lodging Downtown (63%) to say they decided where to gamble after arriving in Las Vegas.

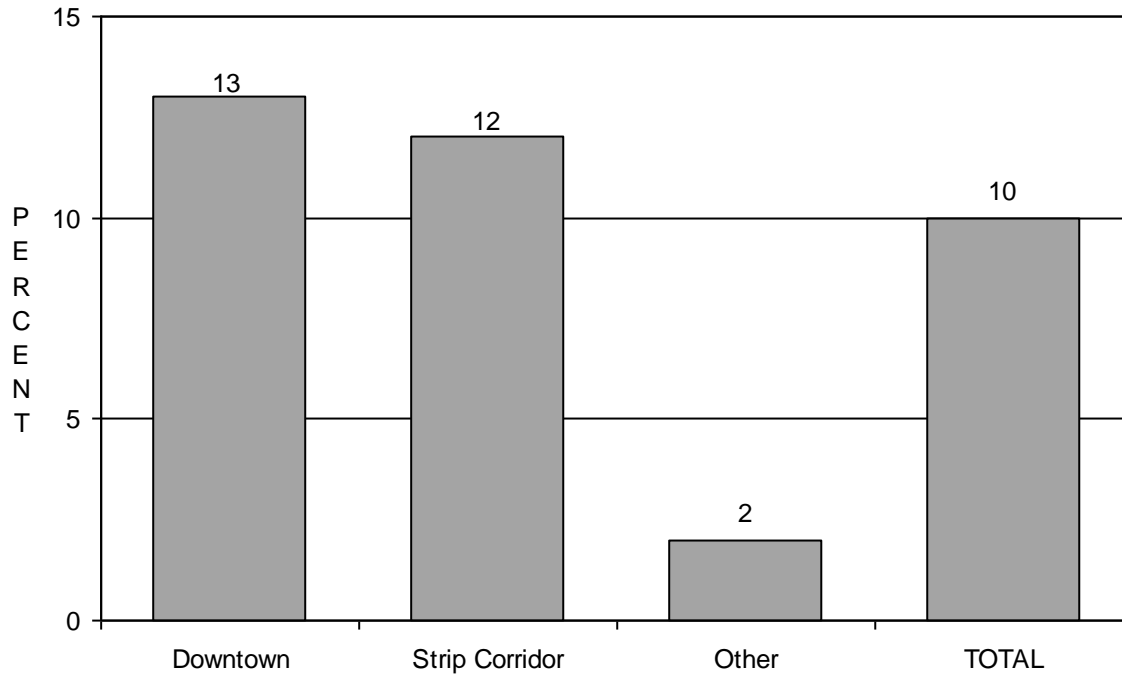
FIGURE 15
When Decided Which Shows To See
(Among Those Who Saw Shows)



(Base Sizes: Downtown=112, Strip=1651, Other=333, TOTAL=2096)

Nearly three-fourths (74%) of all visitors said they decided which shows to see after their arrival. Downtown (84%) and Other lodgers (83%) were both more likely than Strip Corridor lodgers (72%) to say they decided which shows to see after they arrived.

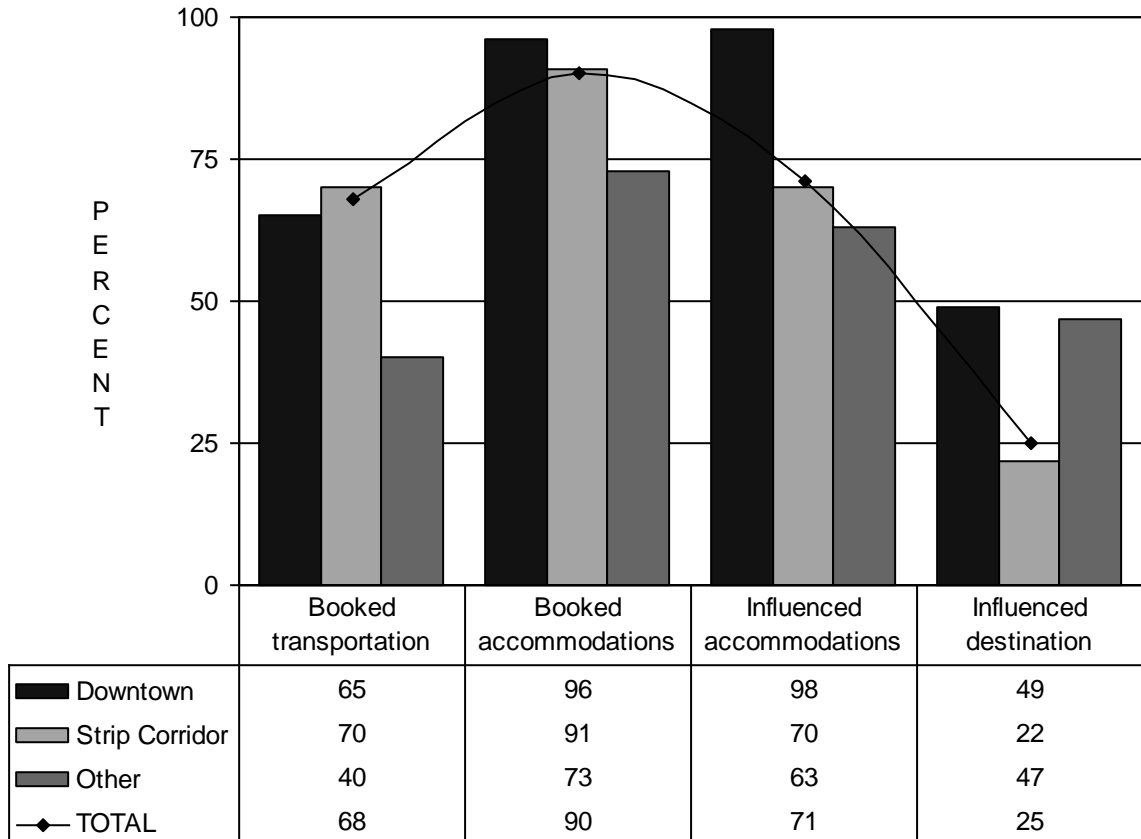
FIGURE 16
Travel Agent Assistance



Only "yes" responses are reported in this figure.

One out of ten (10%) visitors reported using a travel agent to help them plan their trip to Las Vegas. Both Downtown (13%) and Strip Corridor lodgers (12%) were more likely than Other lodgers (2%) to have used a travel agent to help plan their trip.

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

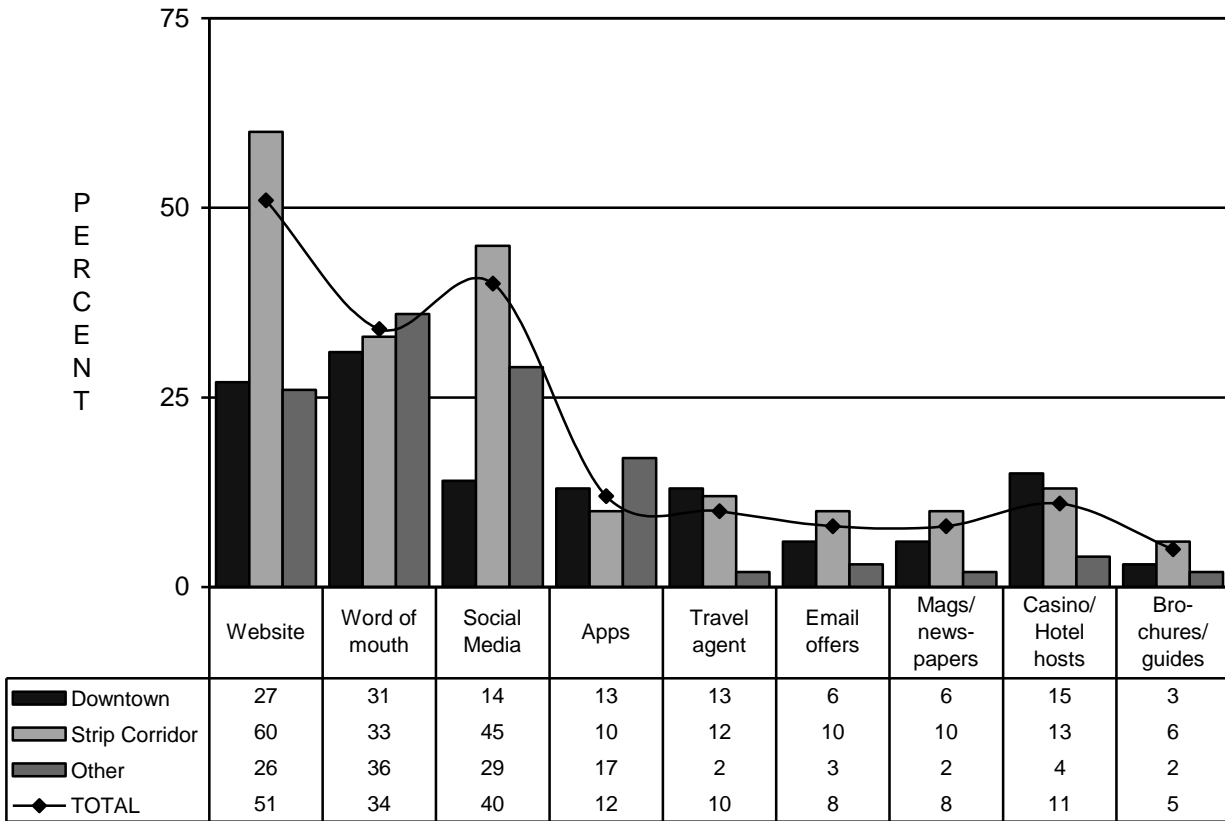


Multiple responses permitted
(Base Sizes: Downtown*=24, Strip Corridor=324, Other*=16, TOTAL=364)

About two-thirds (68%) of all visitors who used a travel agent said the travel agent booked their transportation to Las Vegas while nine out of ten (90%) said the travel agent booked their accommodations. About seven in ten (71%) said the travel agent influenced their choice of accommodations, while one in four (25%) said they influenced their choice of destination.

* Note small base sizes for Downtown and Other lodgers.

FIGURE 18
Tools Used In Planning Trip To Las Vegas

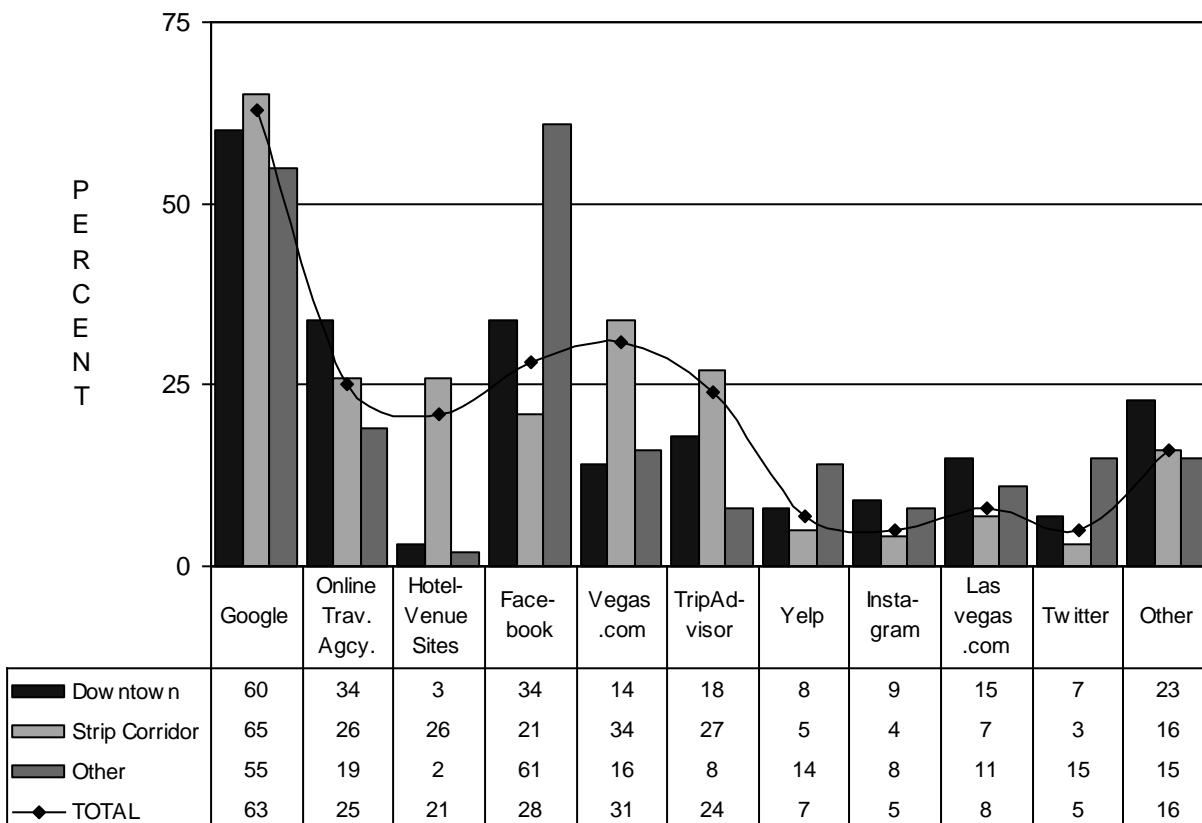


Multiple responses permitted.

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%), while about one-third (34%) said they relied on word of mouth. Strip Corridor lodgers (60%) were more likely than Downtown (27%) and Other lodgers (26%) to have used a website. Strip Corridor lodgers (45%) were also more likely than Other lodgers (29%), who in turn were more likely than Downtown lodgers (14%), to have used social media. Other lodgers (17%), meanwhile, were more likely than Strip Corridor lodgers (10%) to have used an app. Both Downtown and Strip Corridor lodgers were more likely than Other lodgers to have relied on casino or hotel hosts (15% and 13% vs. 4%) or travel agents (13% and 12% vs. 2%) when planning their trip. Strip Corridor lodgers (10%) were more likely than Downtown (6%) and Other lodgers (3%) to have relied on email offers. They were also more likely than Other lodgers to

have referred to magazines or newspapers (10% vs. 2%) and printed brochures or travel guides (6% vs. 2%).

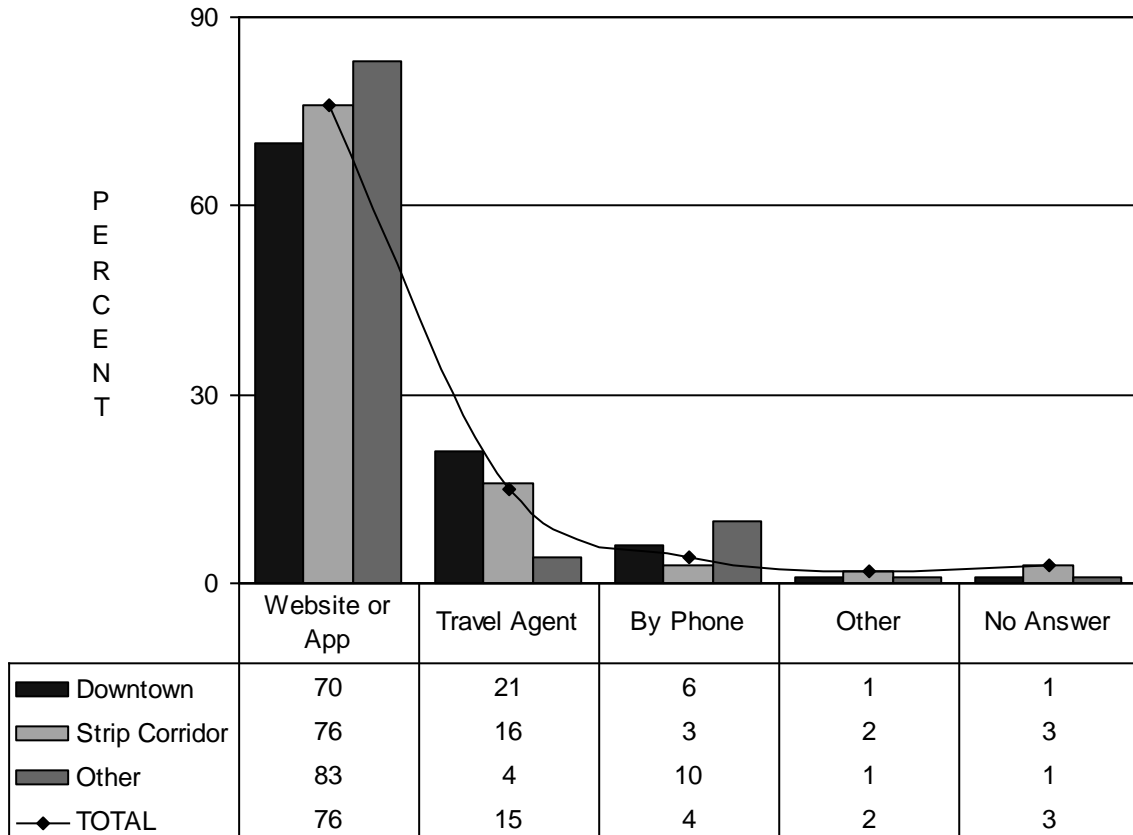
FIGURE 19
Social Media And Travel Review Apps Used In Planning Trip To Las Vegas
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)



Multiple responses permitted
(Base Sizes: Downtown=61, Strip Corridor=1710, Other=326, 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. Nearly two-thirds (63%) said they used Google while nearly one-third (31%) said they used Vegas.com. Strip Corridor lodgers were more likely than Other lodgers to have used Google (65% vs. 55%) and TripAdvisor (27% vs. 8%). Strip Corridor lodgers were also more likely than Downtown and Other lodgers to have used Vegas.com (34% vs. 14% and 16%) and to have consulted reviews at hotel or show venue sites (26% vs. 3% and 2%). Both Downtown (34%) and Strip Corridor lodgers (26%) were more likely than Other lodgers (19%) to have consulted reviews at Online Travel Agencies. Other lodgers (61%), meanwhile, were more likely than Downtown (34%) and Strip Corridor lodgers (21%) to have used Facebook.

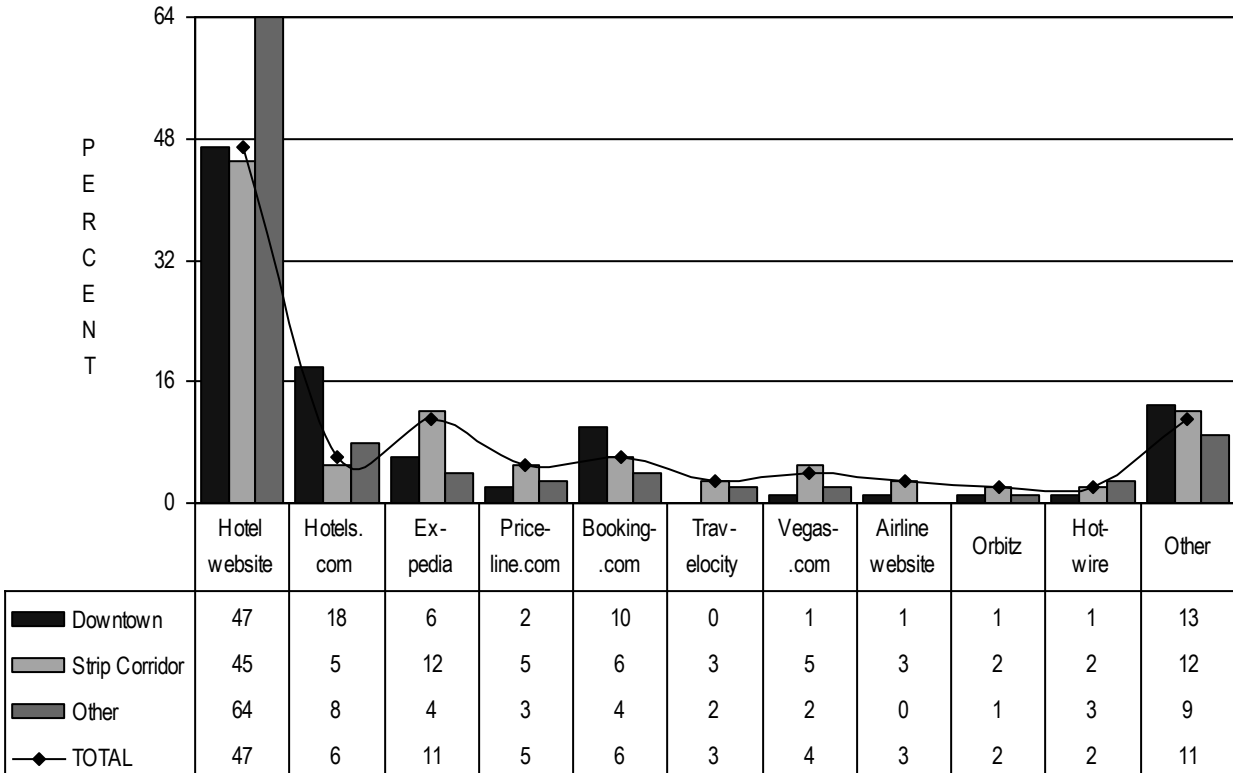
FIGURE 20
How Booked Flight To Las Vegas
(Among Those Who Used The Internet To Plan Trip)



(Base Sizes: Downtown=72, Strip Corridor=1474, Other=168, TOTAL=1714)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. More than three-quarters (77%) said they used a website (75%) or an app (2%) while fifteen percent (15%) said they booked through a travel agent. Other lodgers (83%) were more likely than Strip Corridor lodgers (76%) or Downtown lodgers (70%) to have used a website or app. Both Downtown (21%) and Strip Corridor lodgers (16%) were more likely than Other lodgers (4%) to have used a travel agent while Other lodgers (10%) were more likely than Strip Corridor lodgers (3%) to have booked their flight over the phone.

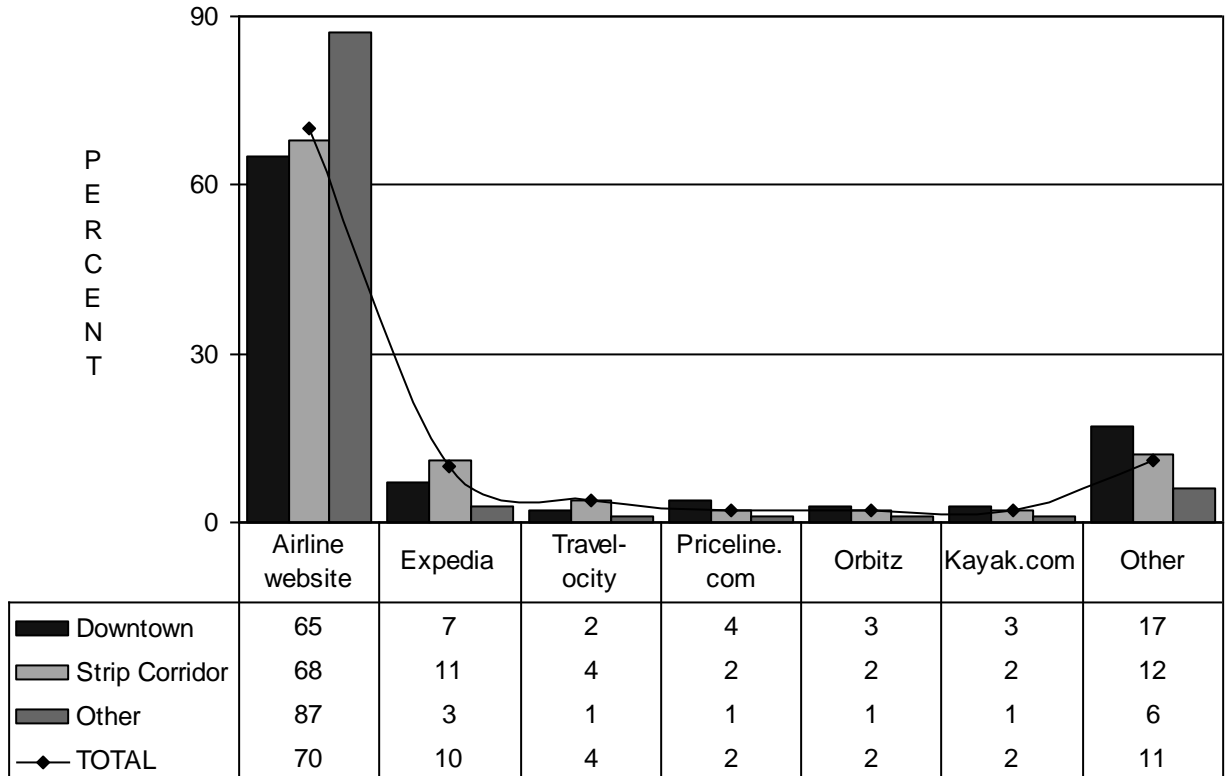
FIGURE 21
Website Used To Book Accommodations
(Among Those Who Used The Internet
To Book Their Accommodations In Las Vegas)



(Base Sizes: Downtown=79, Strip Corridor=1480, Other=176, TOTAL=1736)

Respondents who had used a website or app to book their accommodations in Las Vegas were asked to name the website or app they used. Nearly one-half (47%) of these visitors said they used a hotel website to do so. Other lodgers (64%) were more likely than Downtown (47%) or Strip Corridor lodgers (45%) to have used a hotel website. Strip Corridor lodgers (12%) were more likely than Other lodgers (4%) to have used Expedia. Downtown lodgers (18%) were more likely than Other lodgers (8%) or Strip Corridor lodgers (5%) to use Hotels.com, while Strip Corridor lodgers (5%) were more likely than other lodgers (2%) or Downtown lodgers (1%) to use Vegas.com.

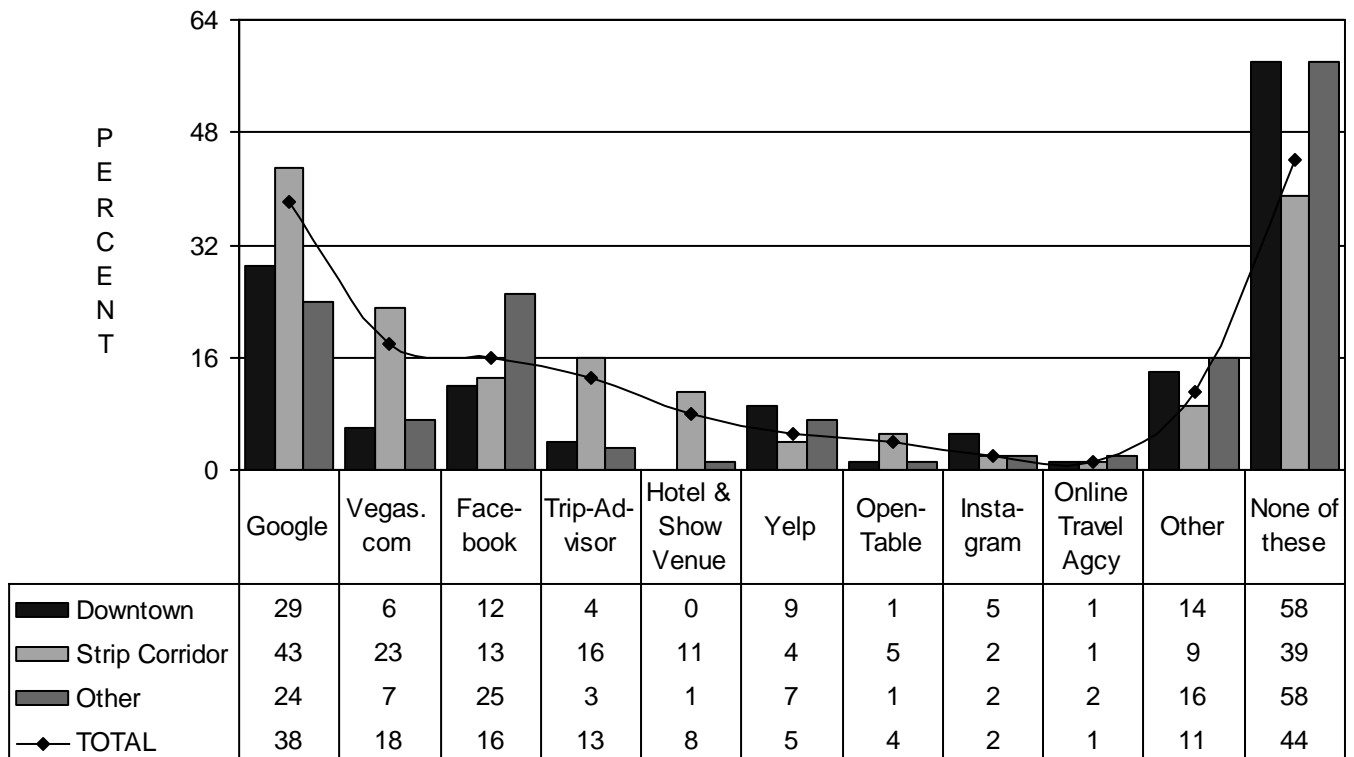
FIGURE 22
Website Used To Book Flight
(Among Those Who Booked Their Flight To Las Vegas Online)



(Base Sizes: Downtown=51, Strip Corridor=1119, Other=140, TOTAL=1309)

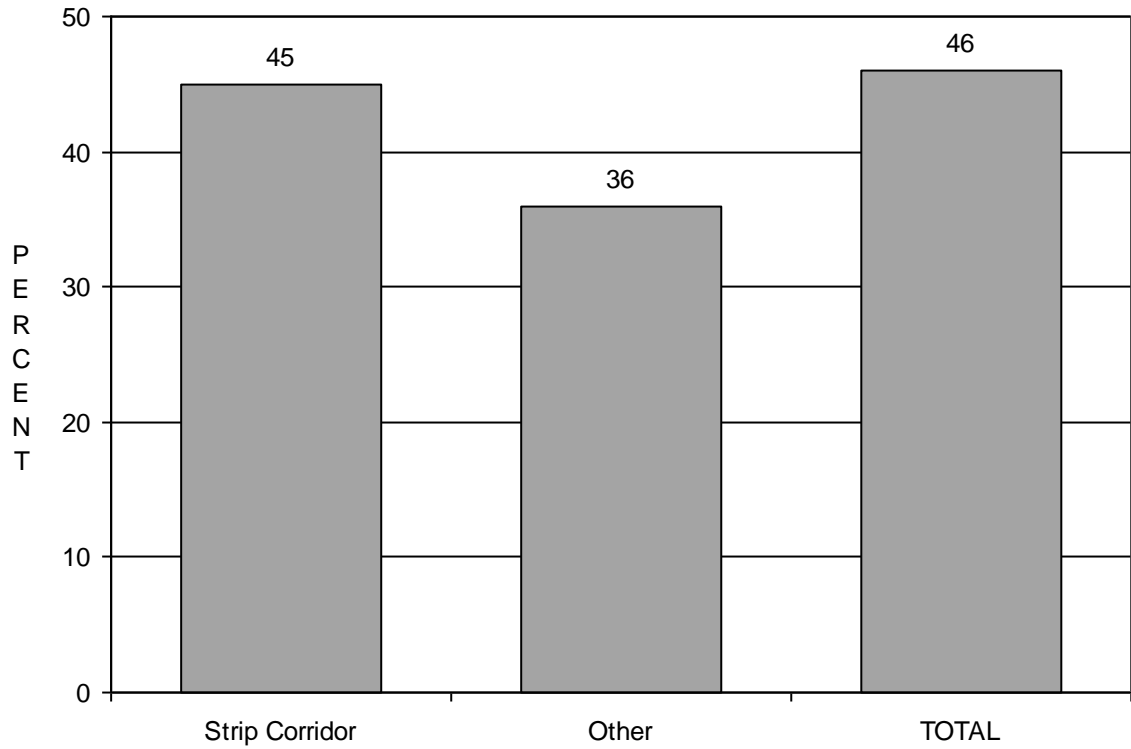
Respondents who had used a website or app to book their flight to Las Vegas were asked what website they used. Seven out of ten of these visitors (70%) said they used an airline website and 10% said they used Expedia. Visitors lodging outside of Downtown or the Strip Corridor (87%) were more likely than Strip Corridor (68%) and Downtown lodgers (65%) to have used an airline website. Strip Corridor lodgers, meanwhile, were more likely than other non-Downtown lodgers to have used Expedia (11% vs. 3%) and Travelocity (4% vs. 1%).

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



Visitors were asked which, if any, social media and travel review apps or websites they used to plan their activities while in Las Vegas. More than one-third (38%) used Google, while about one in five said they used Vegas.com (18%), and 16% said they used Facebook. Strip Corridor lodgers were more likely than both Downtown and Other lodgers to have used several sites, including Google (43% vs. 29% and 24%), Vegas.com (23% vs. 6% and 7%), TripAdvisor (16% vs. 4% and 3%), hotel or show venue sites (11% vs. 0% and 1%) and OpenTable (5% vs. 1% each). Other lodgers (25%), meanwhile, were more likely than Strip Corridor (13%) and Downtown lodgers (12%) to have used Facebook. Both Downtown (9%) and Other lodgers (7%) were more likely than Strip Corridor lodgers (4%) to have used Yelp.

FIGURE 24
Whether Visited Downtown Las Vegas On This Trip

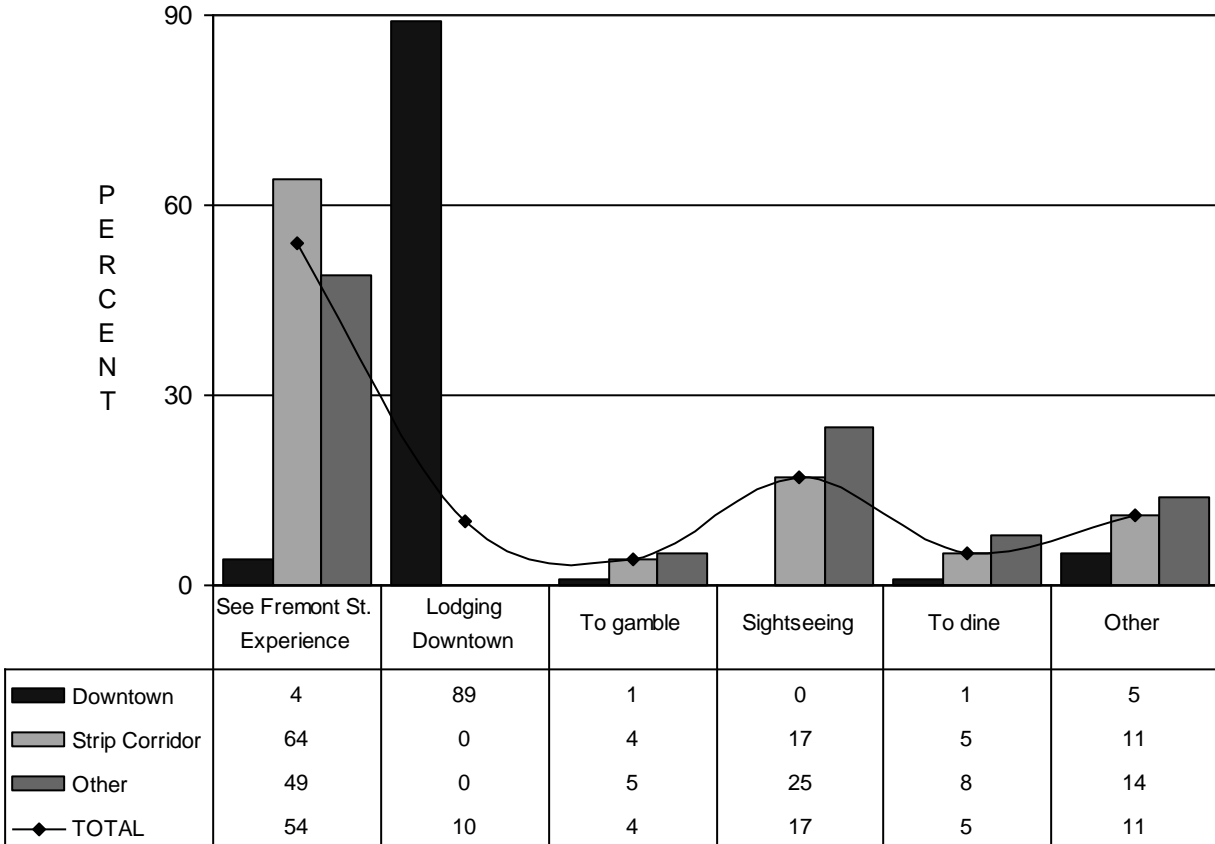


Only "yes" responses are reported in this figure.

Nearly half (46%) of all visitors said they visited Downtown Las Vegas on their current trip.* Strip Corridor lodgers (45%) were more likely than Other lodgers (36%) to have visited Downtown.

* By definition, all (100%) respondents who said they lodged Downtown also visited the Downtown area on their current trip.

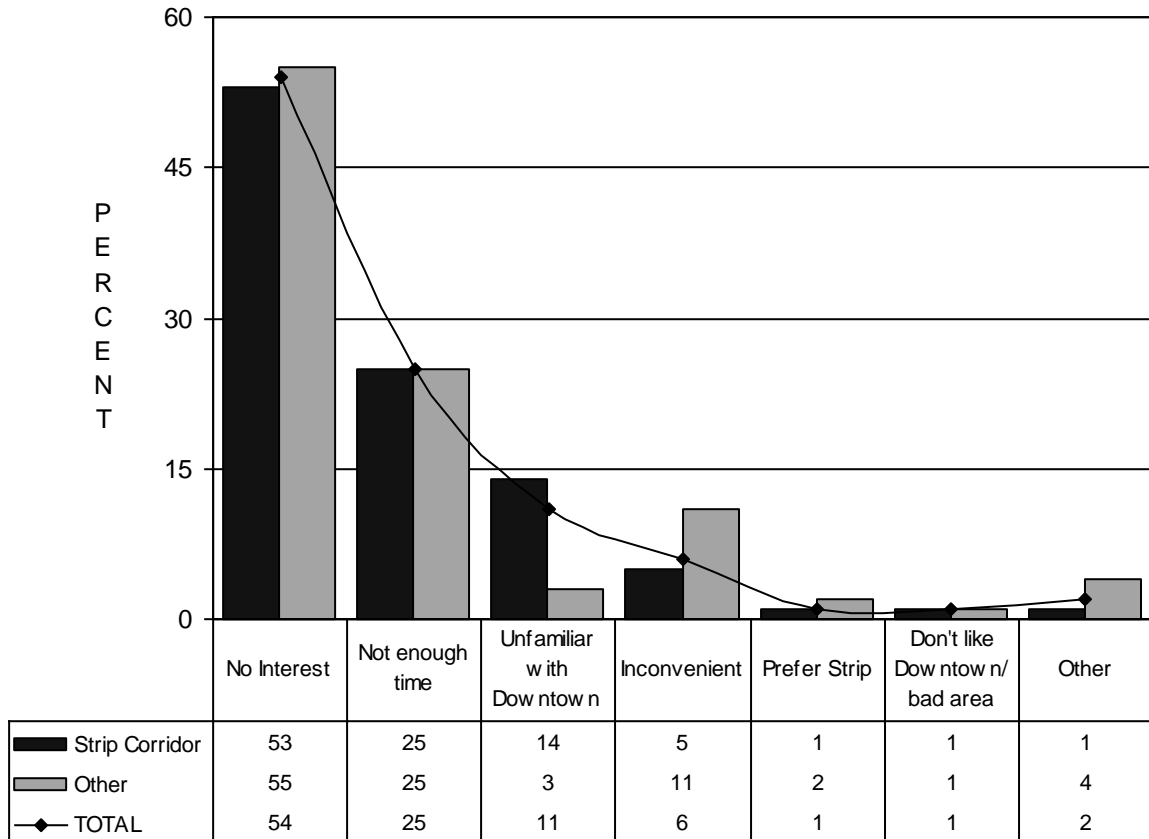
FIGURE 25
Why Visited Downtown Las Vegas
(Among Those Who Visited Downtown)



(Base Sizes: Downtown=182, Strip Corridor=1190, Other=289, TOTAL=1661)

Visitors were asked for the primary reason why they had gone to the Downtown area. As would be expected, the great majority of Downtown lodgers (89%) said they were there because they were lodging there. More than one-half (54%) of those people who visited Downtown said they went there to see the Fremont Street Experience. Strip Corridor lodgers (64%) were more likely than Other lodgers (49%) to say they went Downtown for the Fremont Street Experience. Other lodgers (25%) were more likely than Strip Corridor lodgers (17%) to say they went Downtown to sightsee or visit casinos. Both Other and Strip Corridor lodgers were more likely than Downtown lodgers to say they went Downtown to dine (8% and 4% vs. 1%) or to gamble (5% and 5% vs. 1%).

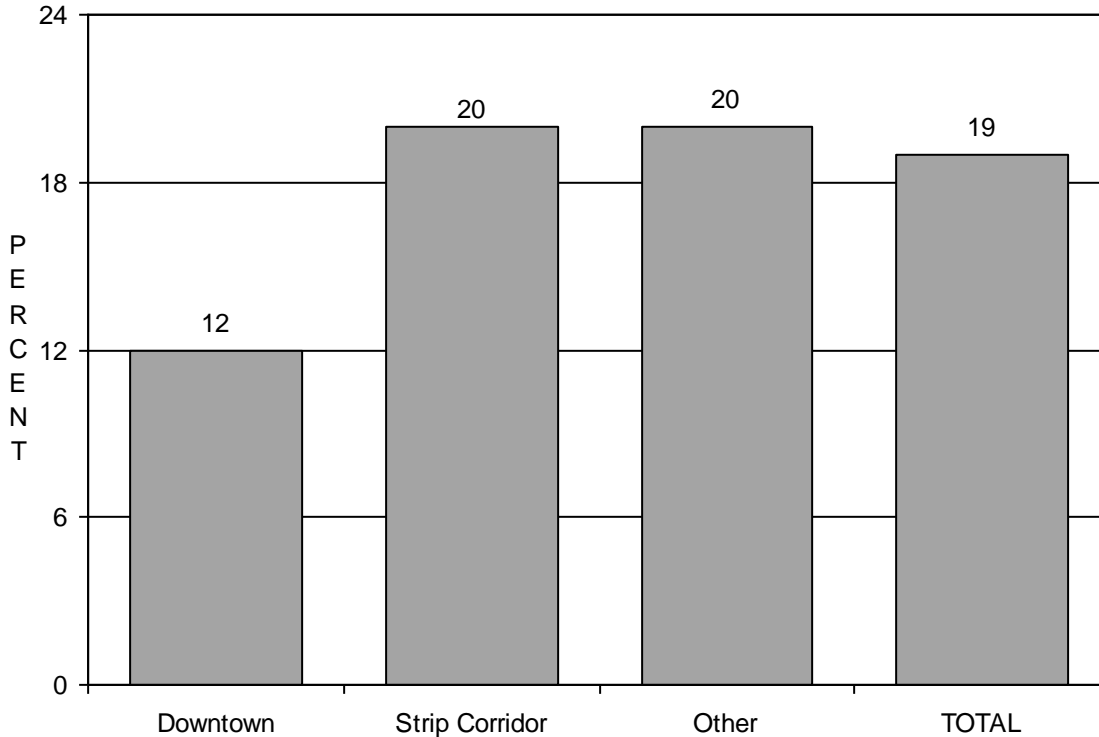
FIGURE 26
Why Did Not Visit Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Strip Corridor=1433, Other=504, TOTAL=1937)

Visitors who did not travel Downtown were asked why they did not. More than one-half (54%) said it was because they weren't interested while one in four (25%) said it was because they didn't have enough time. Strip Corridor lodgers (14%) were more likely than Other lodgers (3%) to say they were unfamiliar with the Downtown area. Other lodgers (11%), meanwhile, were more likely than Strip Corridor lodgers (5%) to say it was because it was inconvenient.

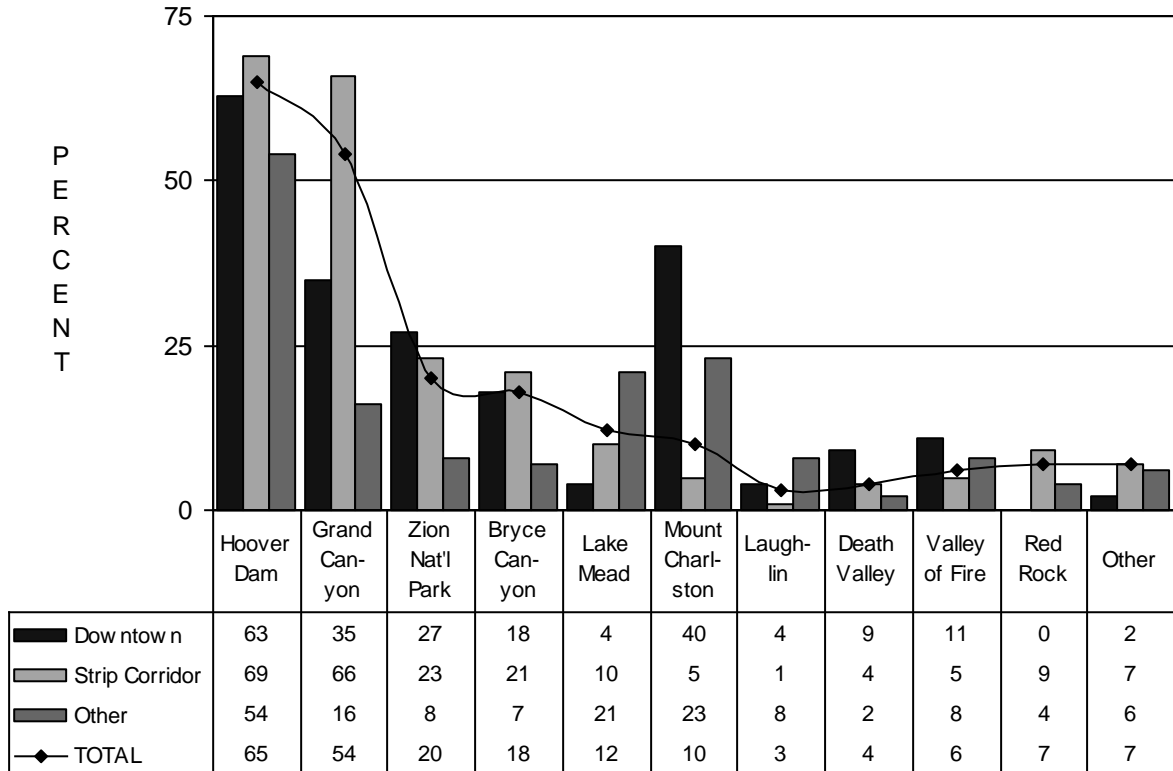
FIGURE 27
Visits To Nearby Places



Only "yes" responses are reported in this figure.

One out of five (19%) visitors said they visited or planned to visit nearby places while on their trip to Las Vegas. Both Strip Corridor and Other lodgers (20% each) were more likely than Downtown lodgers (12%) to say they had or would visit nearby places during their current visit to Las Vegas.

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



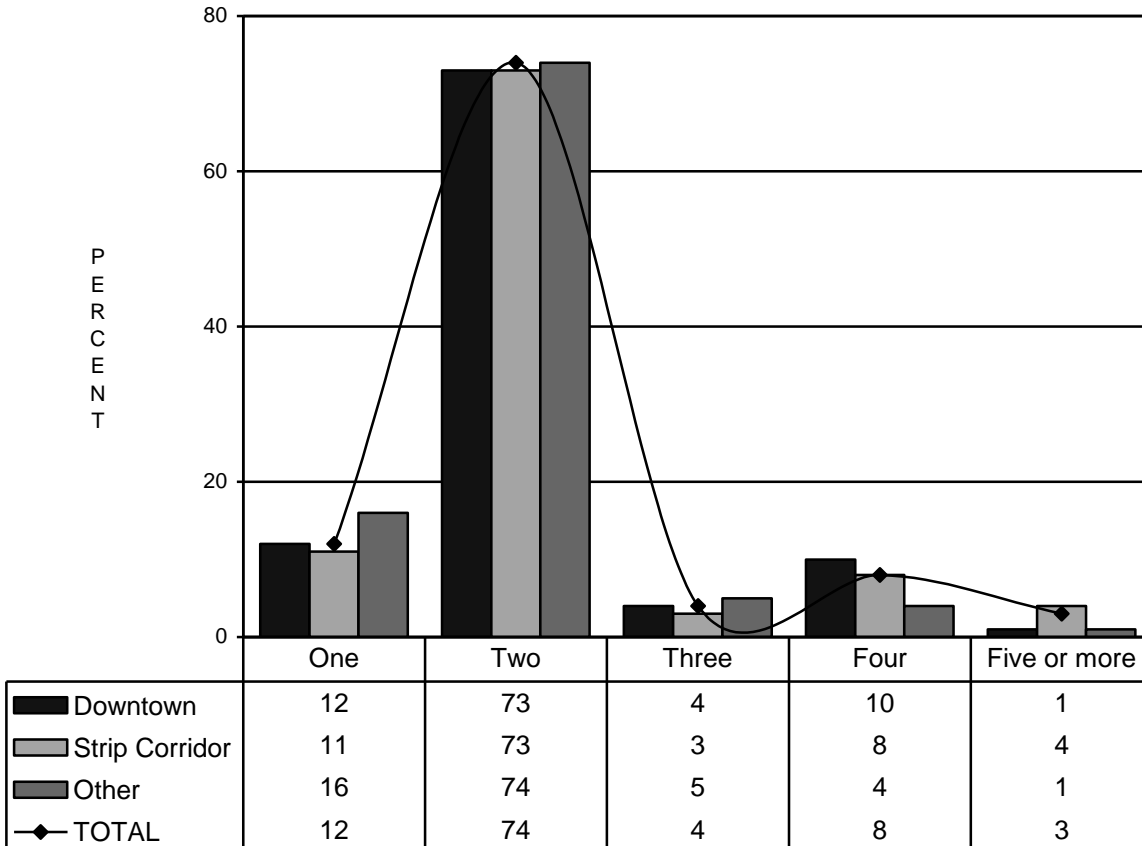
Multiple responses permitted.
(Base Sizes: Downtown*=22, Strip Corridor=512, Other=160, TOTAL=694)

Among visitors who visited other places outside Las Vegas, Strip Corridor lodgers were more likely than Other lodgers to say they visited the Hoover Dam (69% vs. 54%) and Bryce Canyon (21% vs. 7%). Strip Corridor lodgers (66%) were also more likely than Downtown (35%) and Other lodgers (16%) to say they visited the Grand Canyon. Both Downtown (27%) and Strip Corridor lodgers (23%) were more likely than Other lodgers (8%) to say they visited Zion National Park. Downtown (40%) and Other lodgers (23%) were more likely than Strip Corridor lodgers (5%) to say they visited Mount Charleston. Other non-Downtown lodgers (8%) were more likely than Strip Corridor lodgers (1%) to say they visited Laughlin.

* Note small base size for Downtown lodgers.

TRIP CHARACTERISTICS AND EXPENDITURES

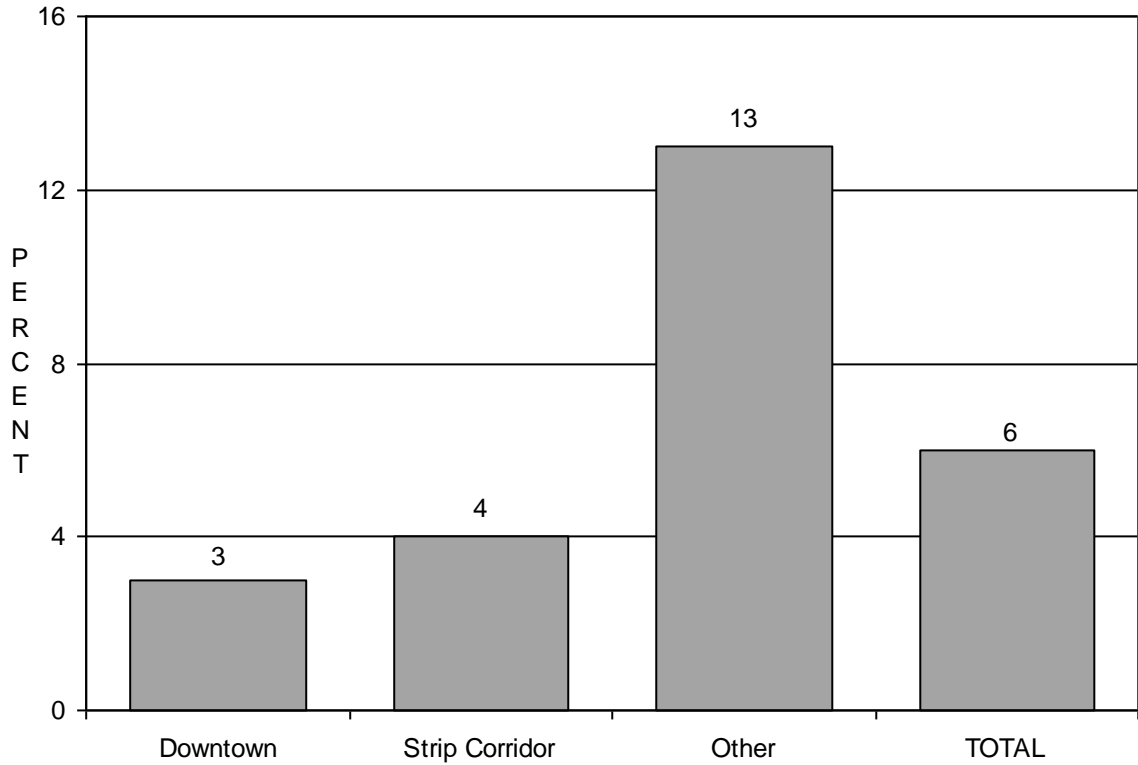
FIGURE 29
Adults In Immediate Party



(Means: Downtown=2.2, Strip Corridor=2.3, Other=2.0, TOTAL=2.2)

Nearly three-fourths (74%) of all visitors traveled to Las Vegas in parties of two adults. Visitors who did not lodge Downtown or on the Strip Corridor (16%) were more likely than Strip Corridor lodgers (11%) to be traveling alone. The average party size was higher for Strip Corridor lodgers (average of 2.3 adults) than for those who lodged elsewhere (2.0).

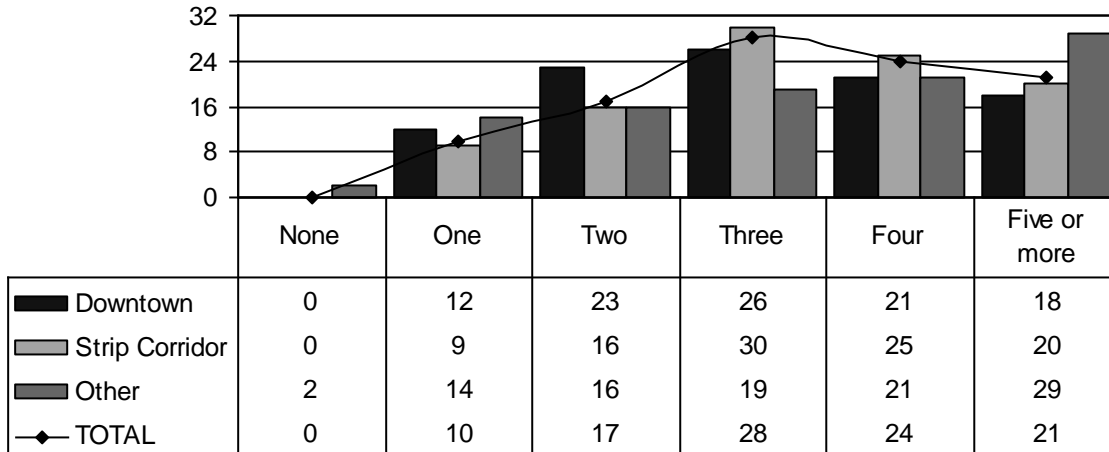
FIGURE 30
Whether Has Persons In Party Under Age 21
(Among All Visitors)



Only "yes" responses are reported in this figure.

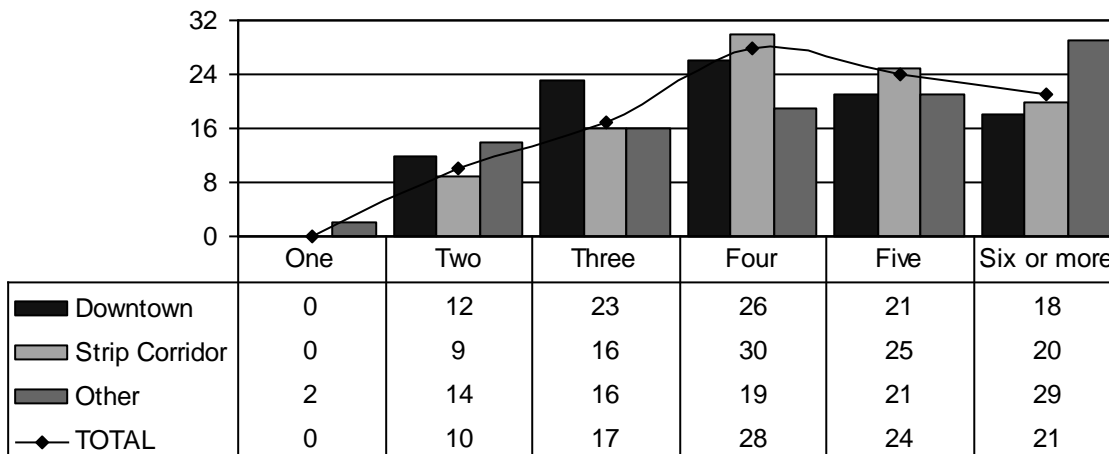
Six percent (6%) of all visitors said they were traveling with people under the age of 21 in their immediate party. Other lodgers (13%) were more likely than both Strip Corridor (4%) and Downtown lodgers (3%) to be traveling with people under the age of 21 in their immediate party.

FIGURE 31
Nights Stayed



(Means: Downtown=3.2, Strip Corridor=3.4, Other=3.5, TOTAL=3.4)

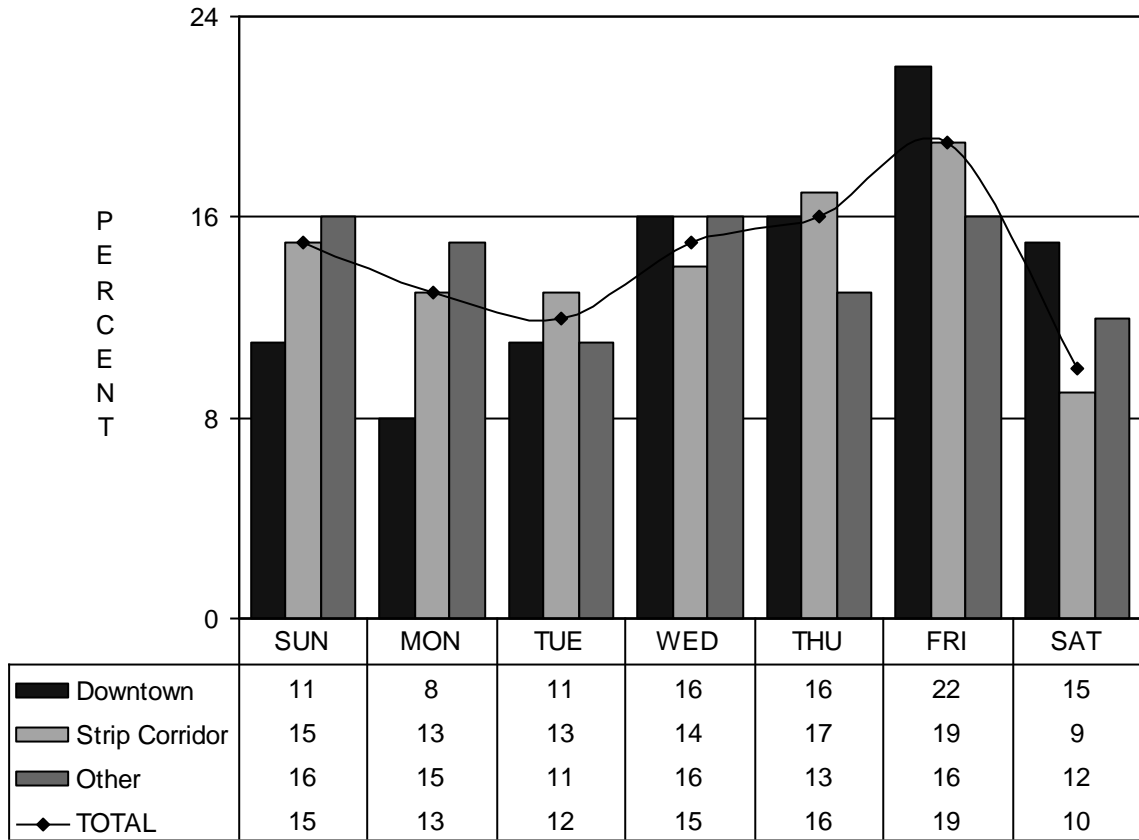
FIGURE 32
Days Stayed



(Means: Downtown=4.2, Strip Corridor=4.4 Other=4.5, TOTAL=4.4)

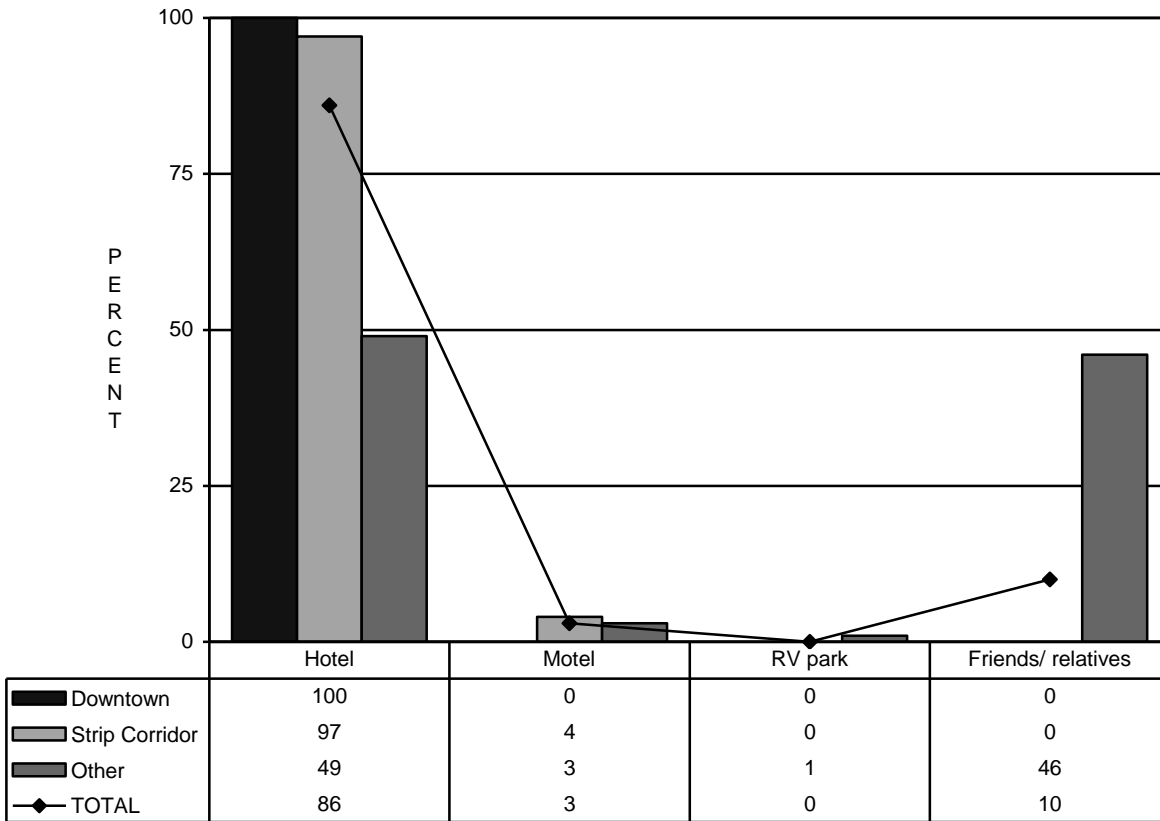
Visitors stayed an average of 3.4 nights and 4.4 days in Las Vegas. Though there were no differences among the three subgroups in terms of average length of stay, Other lodgers (29%) were more likely than Strip Corridor (20%) and Downtown lodgers (18%) to have stayed five or more nights and six or more days.

FIGURE 33
Day Of Arrival



Visitors were asked on what day of the week they arrived in Las Vegas. About one in five (19%) visitors said they arrived on a Friday. Strip Corridor lodgers (17%) were more likely than Other lodgers (13%) to have arrived on a Thursday, Downtown lodgers (15%) were more likely than Strip Corridor lodgers (9%) to have arrived on a Saturday, and Other lodgers (15%) were more likely than Downtown lodgers (8%) to have arrived on a Monday.

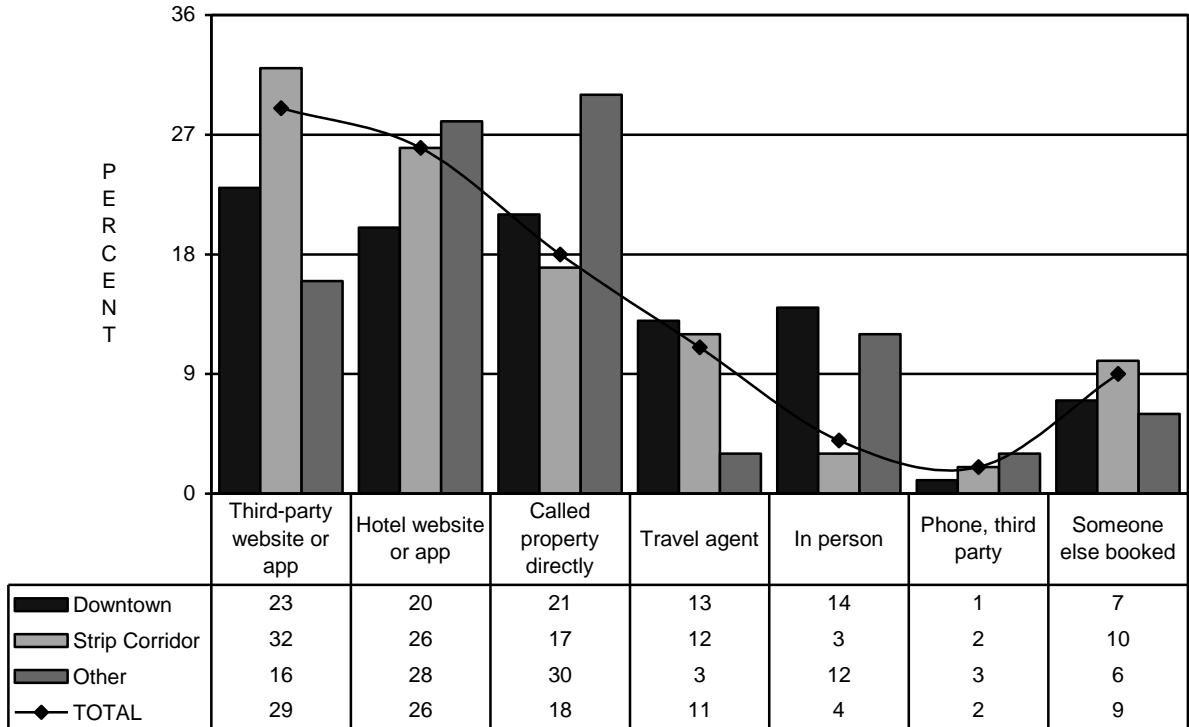
FIGURE 34
Type Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Downtown=182, Strip Corridor=2624, Other=779, TOTAL=3584)

Of those visitors who stayed overnight in Last Vegas, Downtown lodgers (100%) were more likely than Strip Corridor lodgers (97%) and Other lodgers (49%) to have stayed in a hotel.

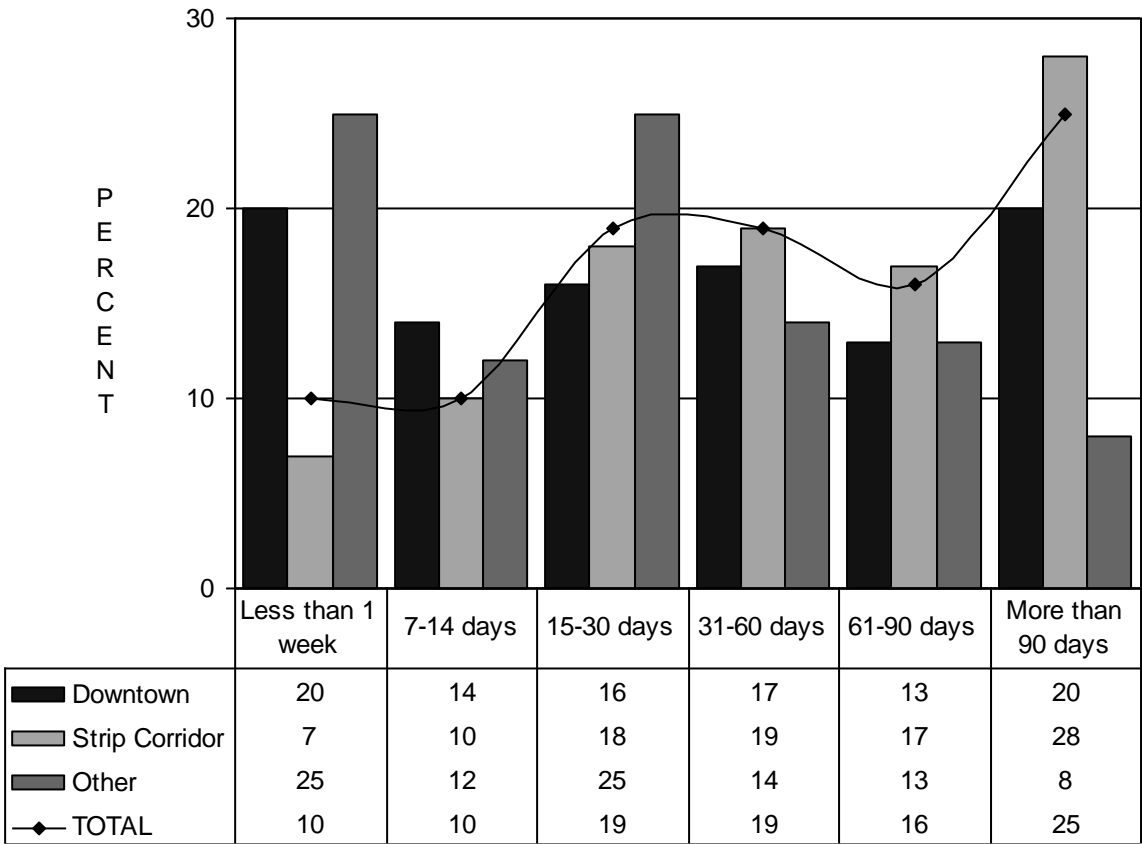
FIGURE 35
How Booked Accommodations In Las Vegas
(Among Those Who Stayed In A Hotel/Motel)



(Base Sizes: Downtown=182, Strip Corridor=2587, Other=402, TOTAL=3171)

Visitors who stayed at a hotel or motel were asked how they booked their accommodations. Strip Corridor lodgers (32%) were more likely than Downtown (23%) or Other lodgers (16%) to have booked through a third-party website or app. Other lodgers (30%), meanwhile, were more likely than Downtown (21%) or Strip Corridor lodgers (17%) to have booked by calling the property directly. Both Downtown (13%) and Strip Corridor lodgers (12%) were more likely than Other lodgers (3%) to have booked through a travel agent. Downtown (14%) and Other lodgers (12%) were more likely than Strip Corridor lodgers (3%) to have booked their accommodations in person.

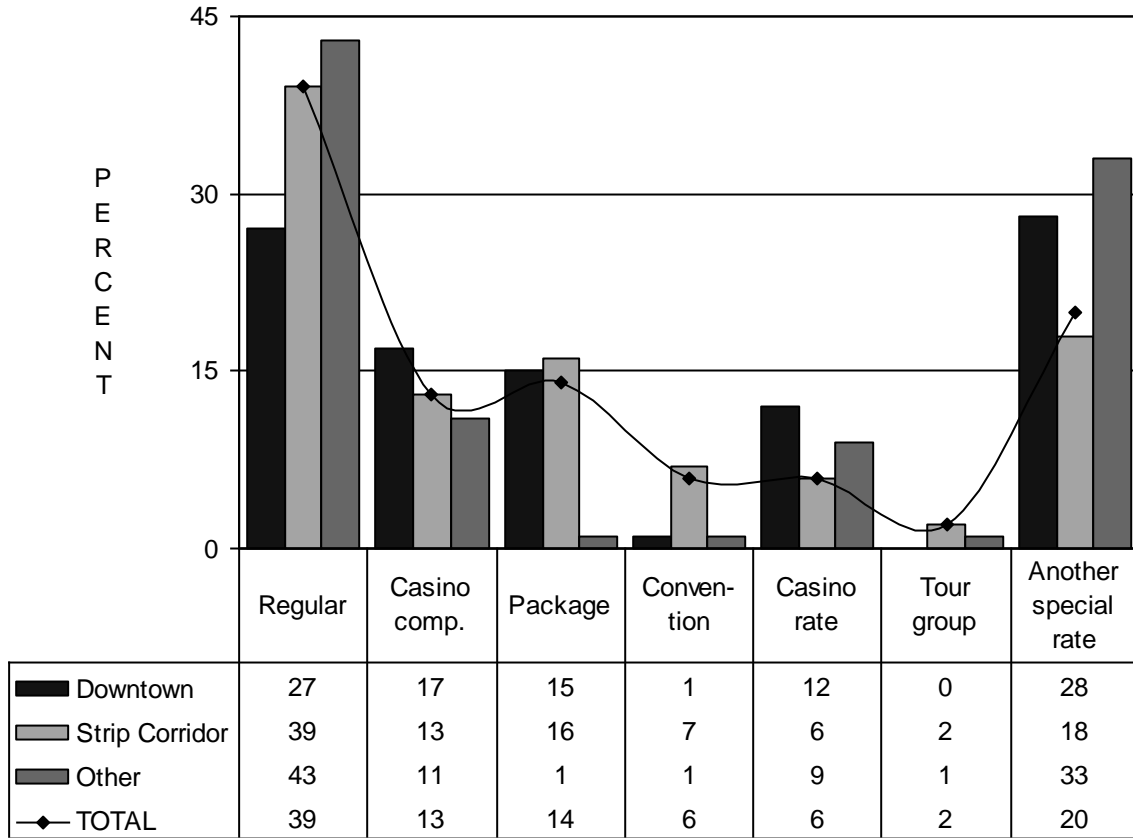
FIGURE 36
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel)



(Base Sizes: Downtown=182, Strip Corridor=2587, Other=402, TOTAL=3171)

Six in ten (60%) of all visitors staying in a hotel or motel booked their accommodations more than one month in advance. Strip Corridor lodgers (64%) were more likely than Downtown lodgers (50%) to have booked more than one month in advance while Other lodgers (35%) were the least likely to have done so. Other lodgers (37%) were more likely than Strip Corridor lodgers (28%) to have booked one week to one month in advance of their trip. Both Other lodgers (25%) and Downtown lodgers (20%) were more likely than Strip Corridor lodgers (7%) to have booked within one week of their trip.

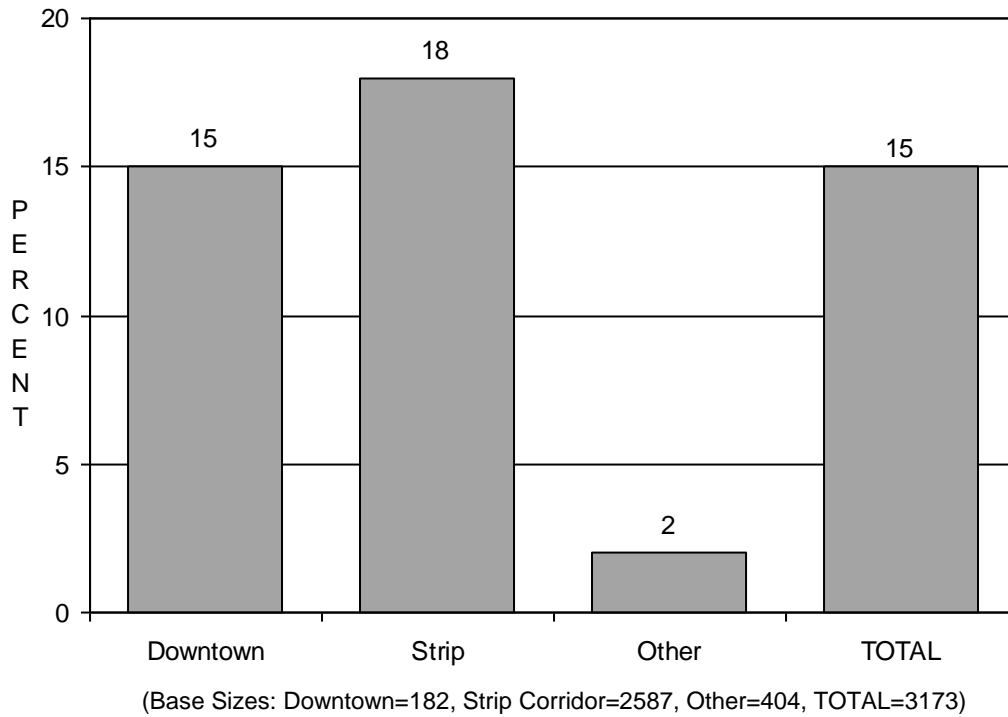
FIGURE 37
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Downtown=182, Strip Corridor=2587, Other=404, TOTAL=3173)

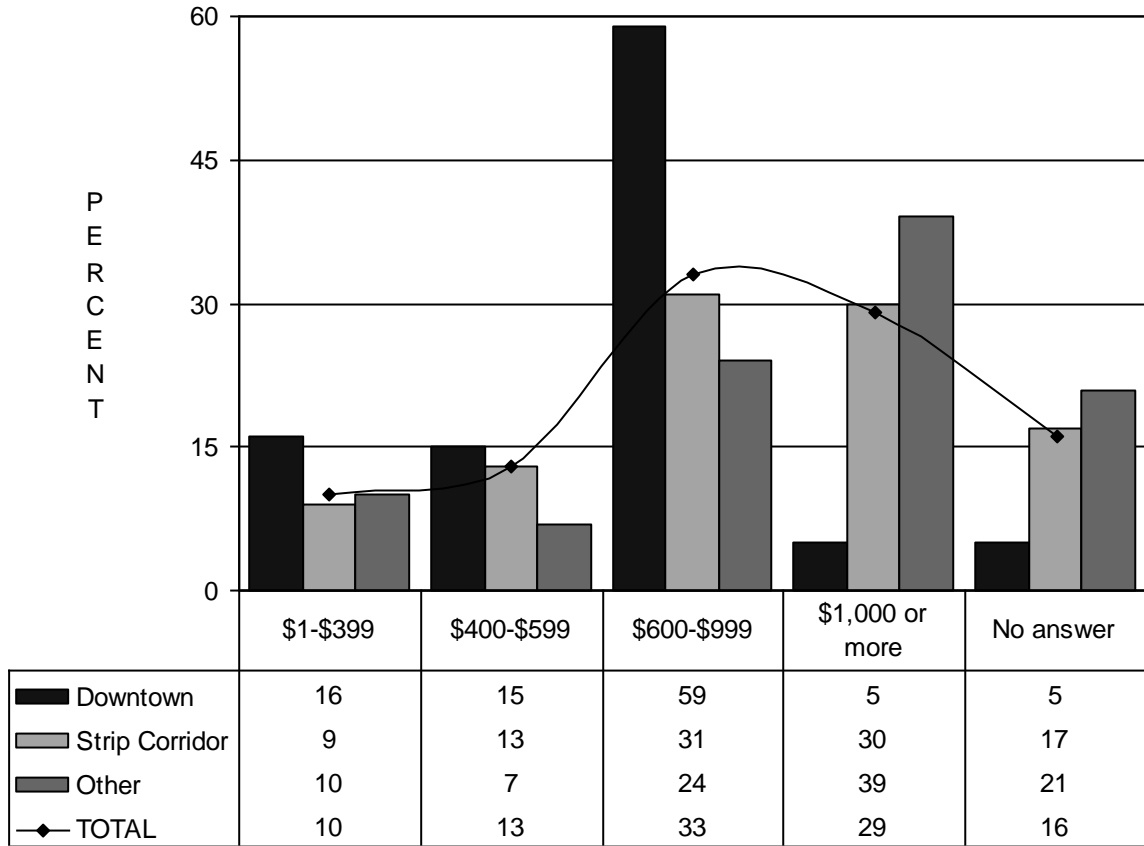
Looking at the type of room rates received by hotel/motel lodgers, Other lodgers (43%) and Strip Corridor lodgers (39%) were more likely than Downtown lodgers (27%) to have received a regular room rate. Strip Corridor (16%) and Downtown lodgers (15%) were more likely than Other lodgers (1%) to have received a package rate. Strip Corridor lodgers (7%) were also more likely than Downtown and Other lodgers (1% each) to have received a convention rate. Downtown lodgers (12%), meanwhile, were more likely than Strip Corridor lodgers (6%) to have received a casino rate. Other lodgers (33%) and Downtown lodgers (28%) were both more likely than Strip Corridor lodgers (18%) to have received some other kind of special room rate.

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



Both Strip Corridor (18%) and Downtown lodgers (15%) were more likely than Other lodgers (2%) to be visiting Las Vegas as part of a tour group or package deal.

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

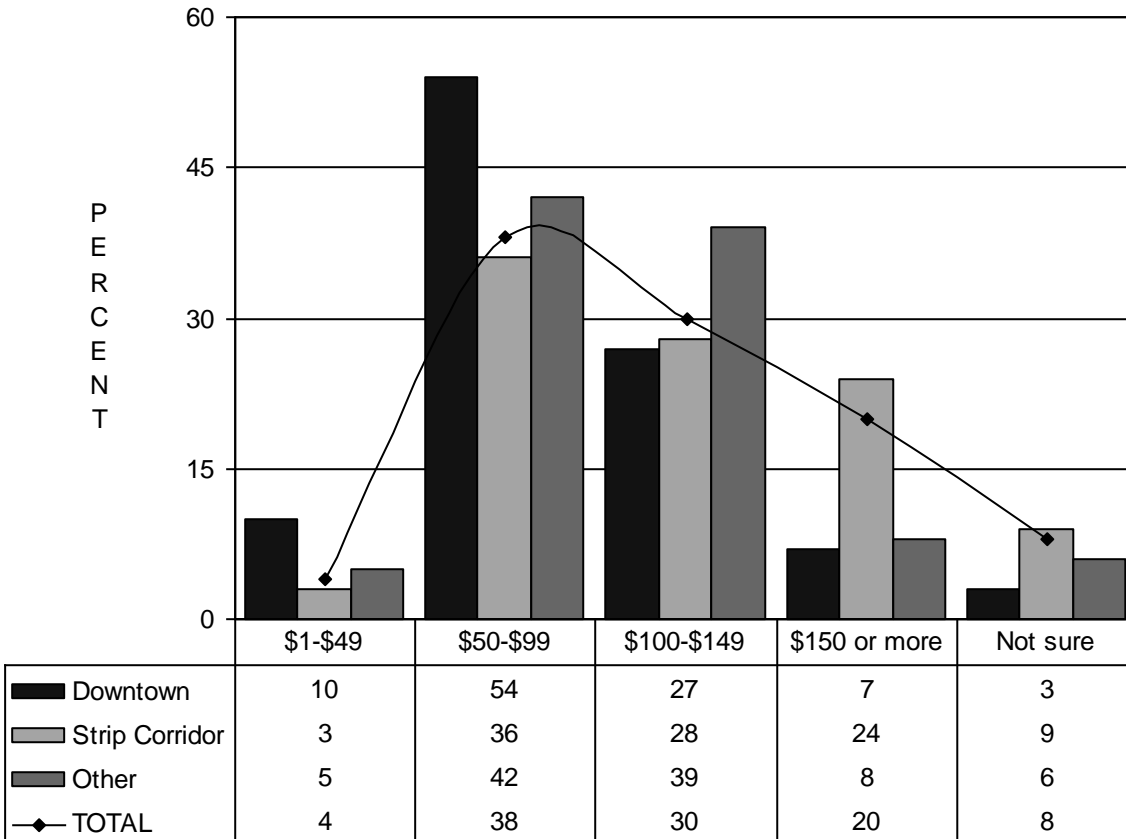


(Base Sizes: Downtown=27*, Strip Corridor=452, Other=9*, TOTAL=487)
(Mean: Downtown=\$713.87, Strip Corridor=\$923.55, Other=\$954.13, TOTAL=\$910.99)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. On average, Strip Corridor lodgers (average package cost of \$923.55) paid more than Downtown lodgers (\$713.87) for their package.

* Note the very small base sizes for Downtown and Other lodgers.

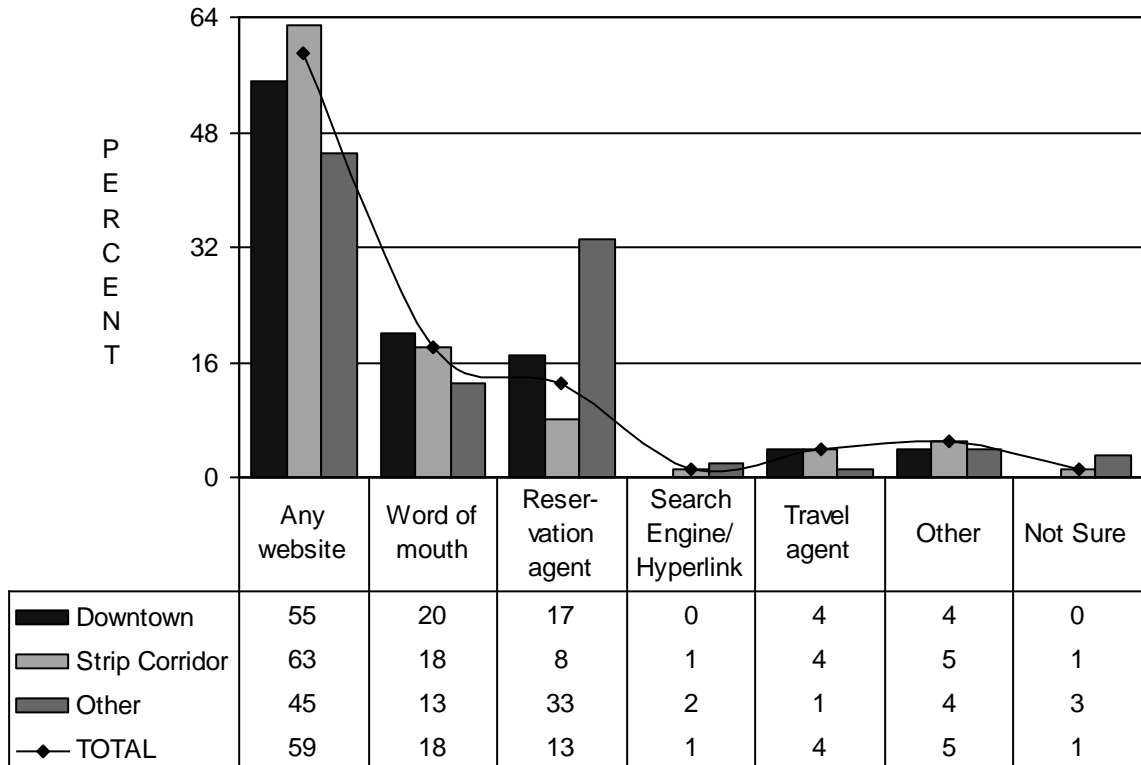
FIGURE 40
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Downtown=124, Strip Corridor=1791, Other=349, TOTAL=2265)
(Means: Downtown=\$87.96, Strip Corridor=\$118.26, Other=\$100.19, 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. On average, Strip Corridor lodgers (average of \$118.26) paid more for their room than Other lodgers (\$100.19), while Downtown lodgers (\$87.96) paid the least.

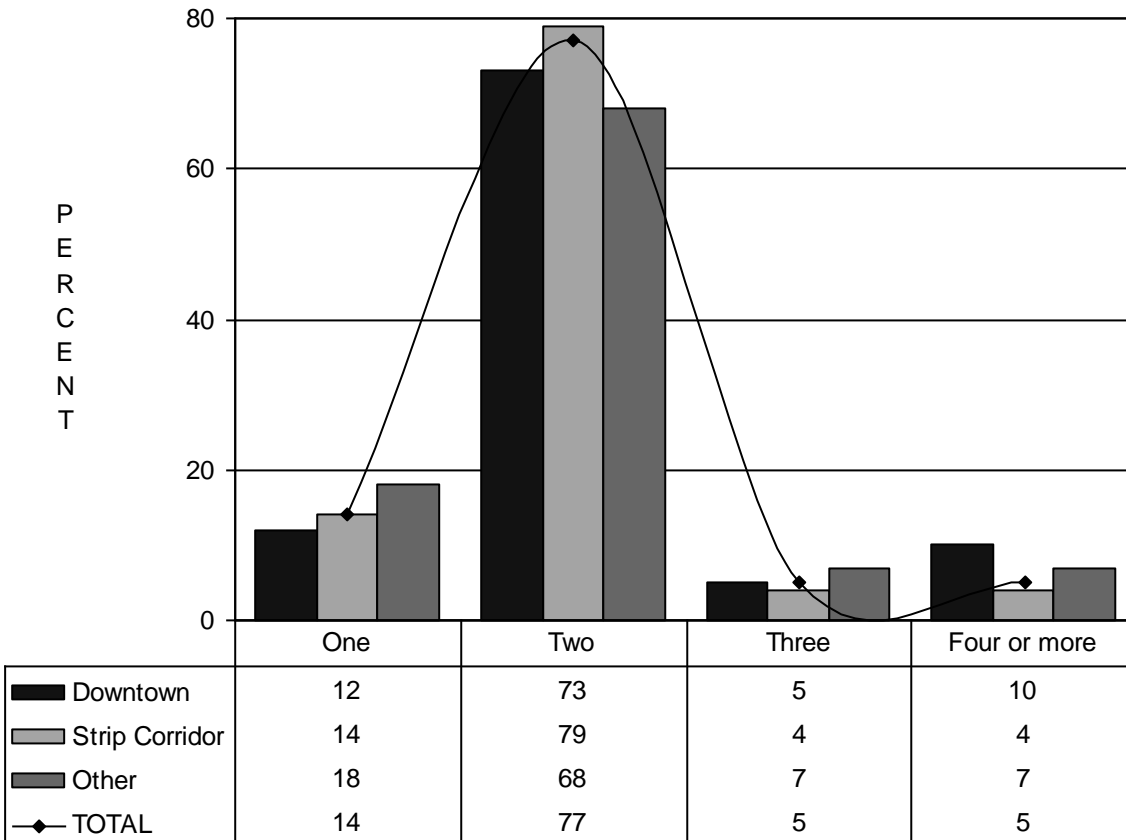
FIGURE 41
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Downtown=124, Strip Corridor=1791, Other=349, TOTAL=2265)

Visitors were asked how they first found out about the room rate they paid. Strip Corridor lodgers were more likely than Other non-Downtown lodgers to have heard about their room rate through a website (63% vs. 45%) or through word-of-mouth (18% vs. 13%). Other lodgers (33%), meanwhile, were more likely than Downtown lodgers (17%), who in turn were more likely than Strip Corridor lodgers (8%), to have heard about their rate through a reservation agent.

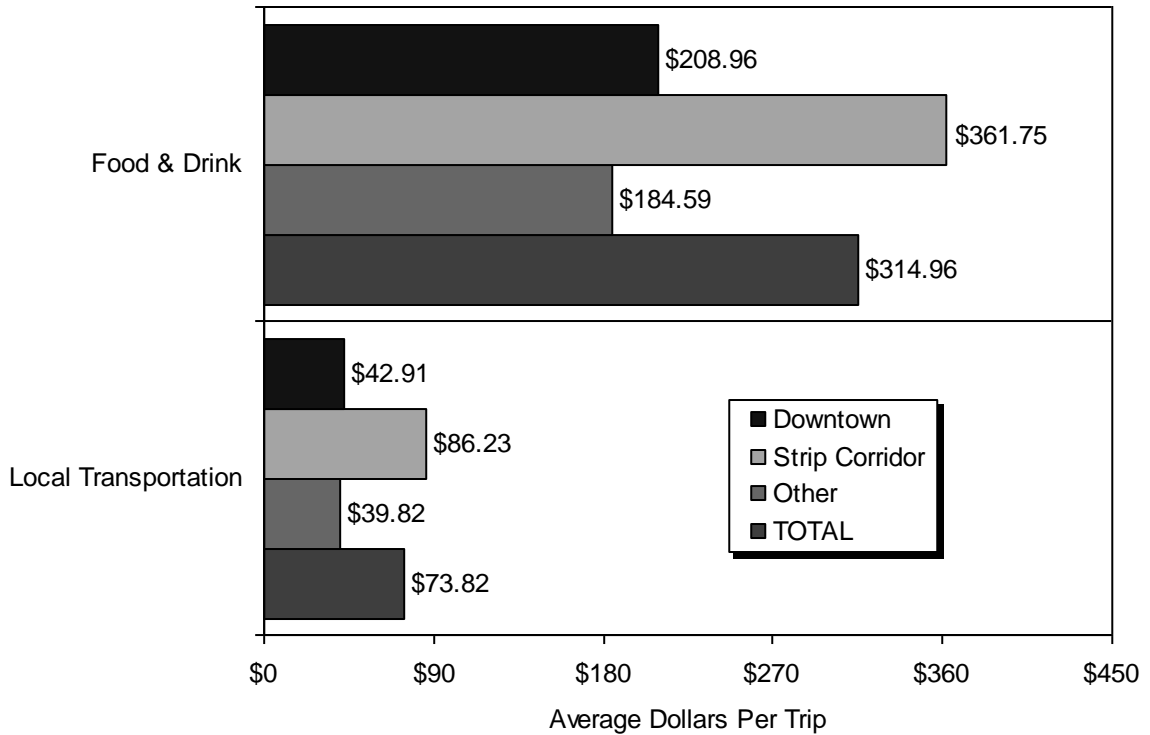
FIGURE 42
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Downtown=182, Strip Corridor=2624, Other=414, TOTAL=3220)
(Means: Downtown=2.1, Strip Corridor=2.0, Other=2.1, TOTAL=2.0)

More than three-fourths (77%) of visitors who stayed in a hotel or motel room said two people stayed in their room. On average, Downtown lodgers (average of 2.1 occupants) had more people staying in their room than Strip Corridor lodgers (average of 2.0 occupants). Strip Corridor lodgers (79%) were more likely than Other lodgers (68%) to have two people staying in their room. Other lodgers (7%), meanwhile, were more likely than Strip Corridor lodgers (4%) to have had three people staying in their room. Both Downtown (10%) and Other lodgers (7%) were more likely than Strip Corridor lodgers (4%) to have had four or more people staying in their room.

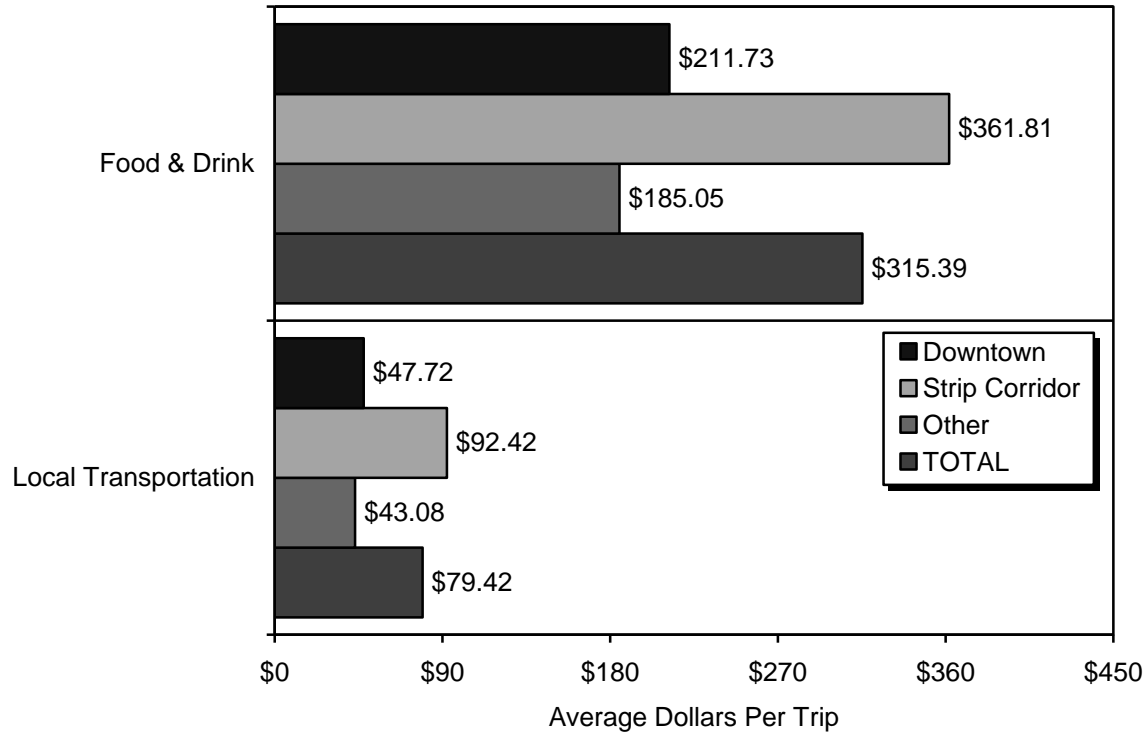
FIGURE 43
 Average Trip Expenditures On Food & Drink —
 And On Local Transportation
 (Including Visitors Who Spent Nothing In That Category)



On average, Strip Corridor lodgers (\$361.75) spent more on food and drink than both Downtown (\$208.96) and Other lodgers (\$184.59).

Strip Corridor lodgers (\$86.23) also spent more on average for local transportation than Downtown (\$42.91) and Other lodgers (\$39.82).

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

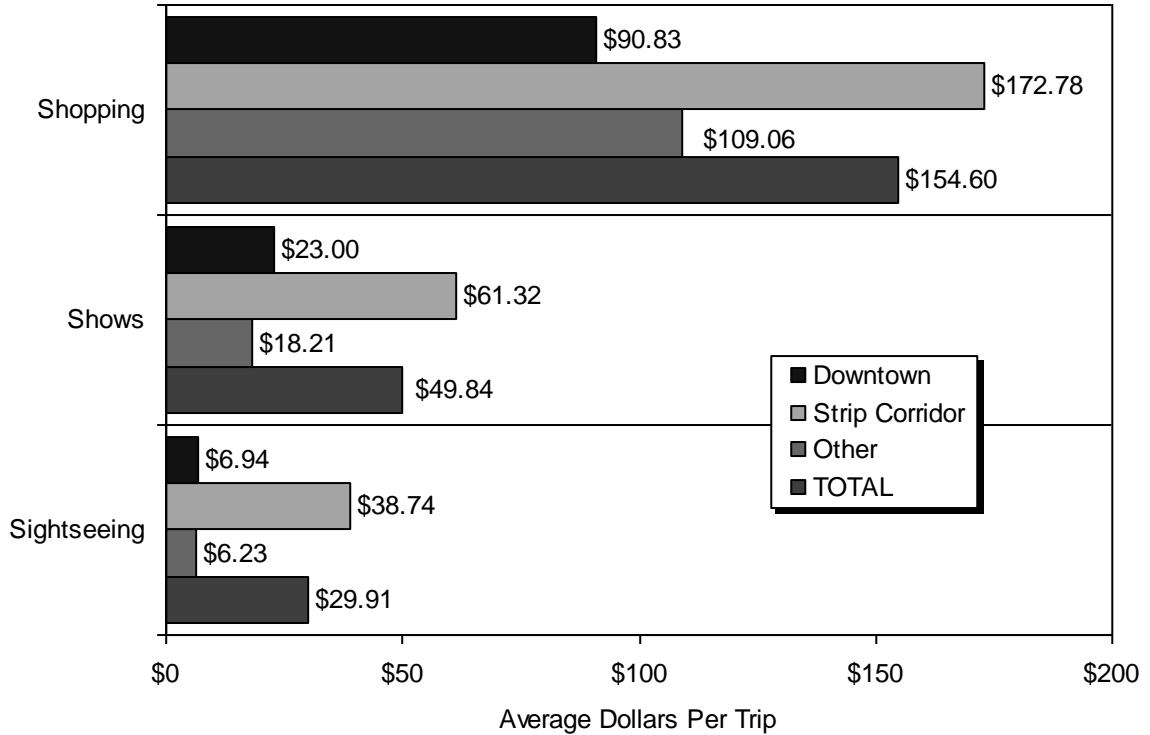


(Base Sizes, Food & Drink: Downtown=180, Strip Corridor=2623, Other=791, TOTAL=3594)
(Base Sizes, Local Transportation: Downtown=164, Strip Corridor=2449, Other=733, TOTAL=3346)

Among visitors who spent money on food and drink, Strip Corridor lodgers (\$361.81) spent more than both Downtown (\$211.73) and Other lodgers (\$185.05).

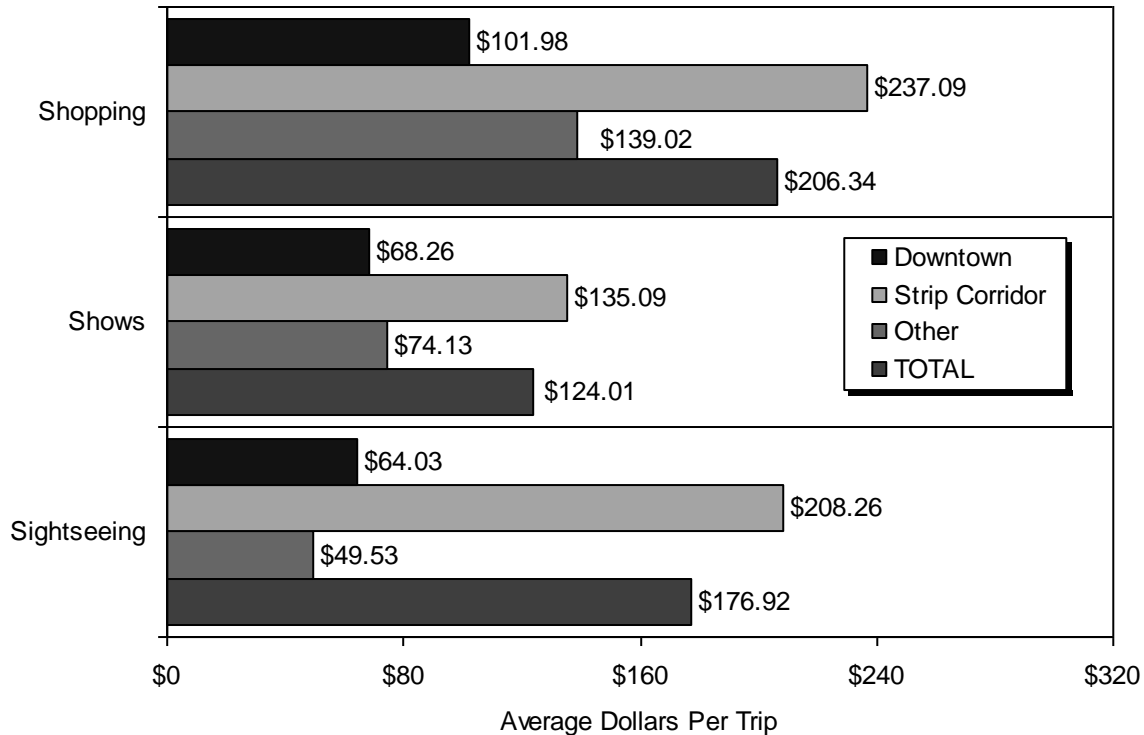
Among visitors who spent money on local transportation, Strip Corridor lodgers (\$92.42) spent more than both Downtown (\$47.72) and Other lodgers (\$43.08).

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



Strip Corridor lodgers spent more on average than both Downtown and Other lodgers on shopping (\$172.78 vs. \$90.83 and \$109.06), shows (\$61.32 vs. \$23.00 and \$18.21), and sightseeing (\$38.74 vs. \$6.94 and \$6.23).

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



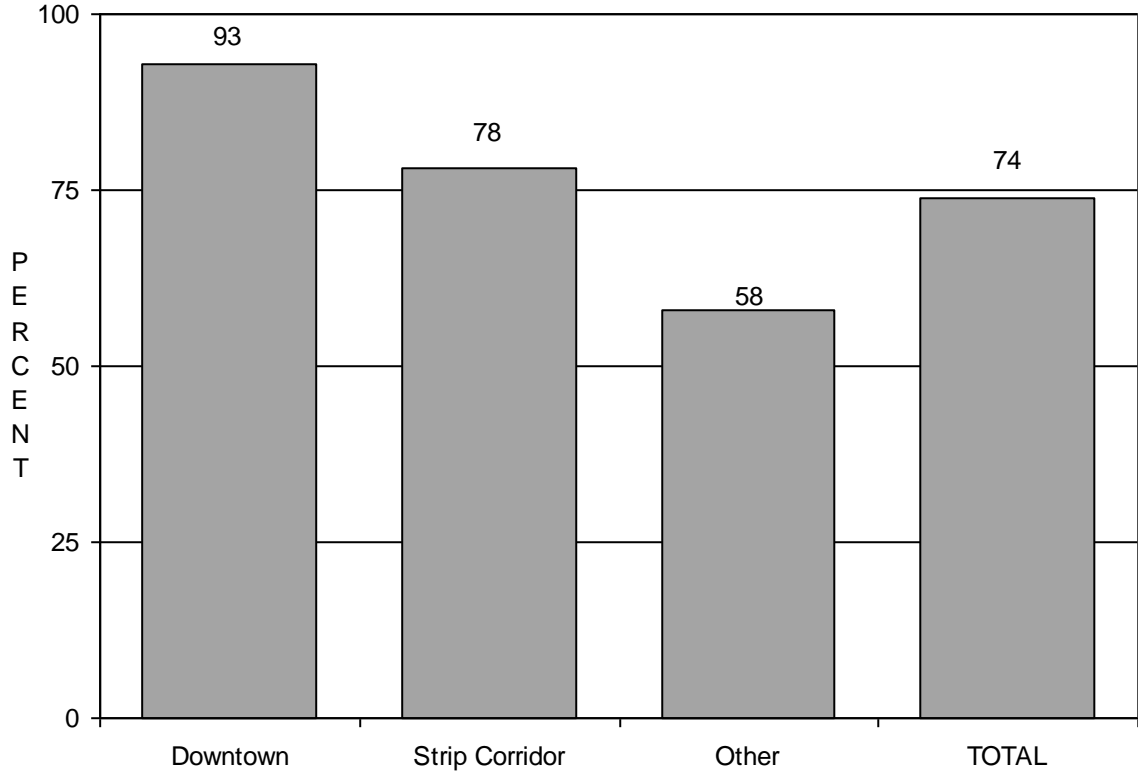
(Base Sizes, Shopping: Downtown=162, Strip Corridor=1913, Other=622, TOTAL=2697)
 (Base Sizes, Shows: Downtown=61, Strip Corridor=1198, Other=195, TOTAL=1454)
 (Base Sizes, Sightseeing: Downtown*=20, Strip Corridor=542, Other=101, TOTAL=663)

Among visitors who spent money in these categories, Strip Corridor lodgers spent more than both Downtown and Other lodgers on shopping (\$237.09 vs. \$101.98 and \$139.02), shows (\$135.09 vs. \$68.26 and \$74.13), and sightseeing (\$208.26 vs. \$64.03 and \$49.53).

* Note the very small base size for sightseeing for Downtown lodgers.

GAMING BEHAVIOR AND BUDGETS

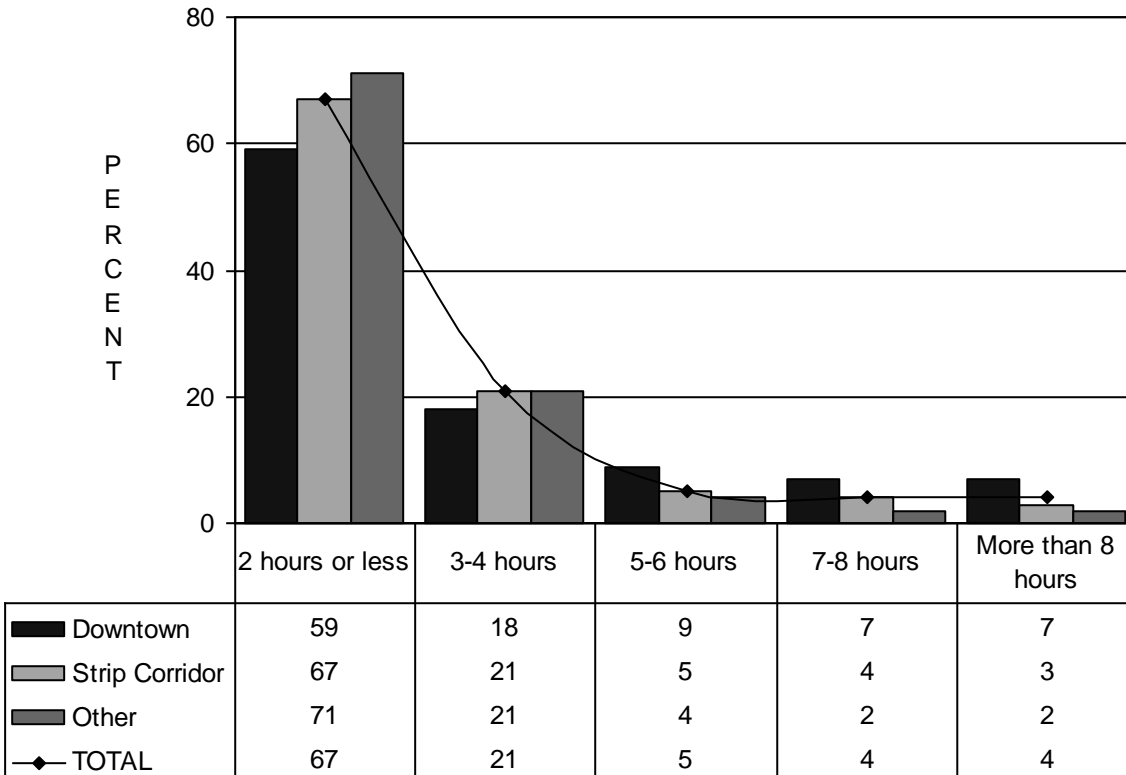
FIGURE 47
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Almost three-fourths (74%) of all visitors said they gambled on their most recent visit to Las Vegas. Downtown lodgers (93%) were more likely than Strip Corridor lodgers (78%), who in turn were more likely than Other lodgers (58%), to have gambled while in Las Vegas.

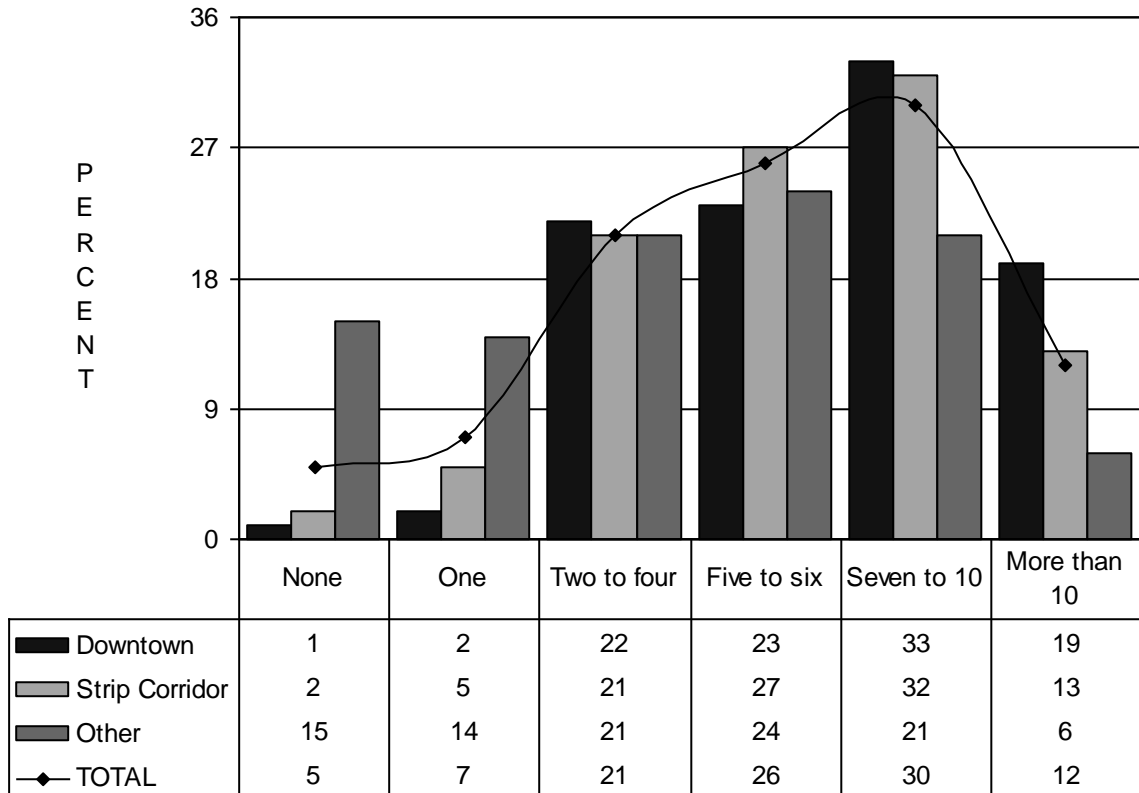
FIGURE 48
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes: Downtown=169, Strip Corridor=2051, Other=459, TOTAL=2679)
(Means: Downtown=2.9, Strip Corridor=2.2, Other=2.0, TOTAL=2.2)

Visitors who gambled while in Las Vegas spent an average of 2.2 hours per day gambling. On average, Downtown lodgers (average of 2.9 hours per day) spent more time gambling than Strip Corridor (2.2 hours) and Other lodgers (2.0 hours).

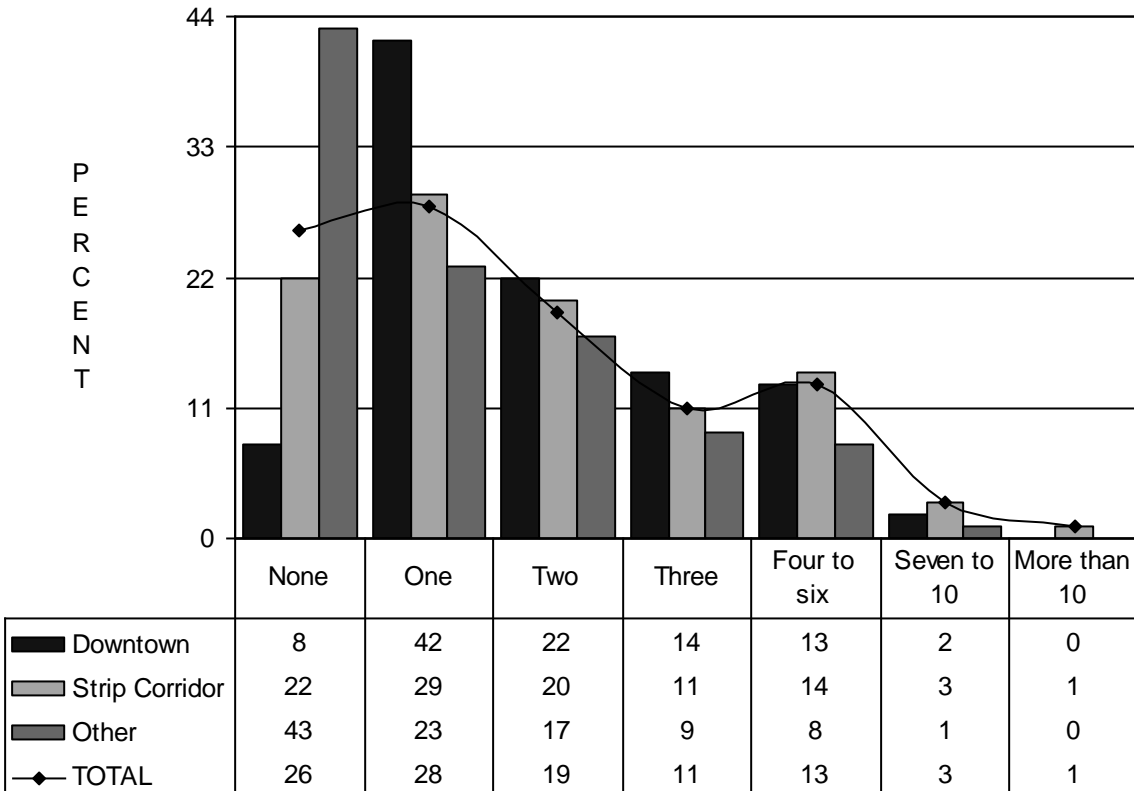
FIGURE 49
Number Of Casinos Visited



(Means: Downtown=7.6, Strip Corridor=6.8, Other=4.6, TOTAL=6.4)

All visitors were asked how many casinos they had visited on their current trip to Las Vegas. On average, Downtown lodgers (average of 7.6) visited more casinos than Strip Corridor lodgers (6.8), who in turn visited more casinos than Other lodgers (4.6).

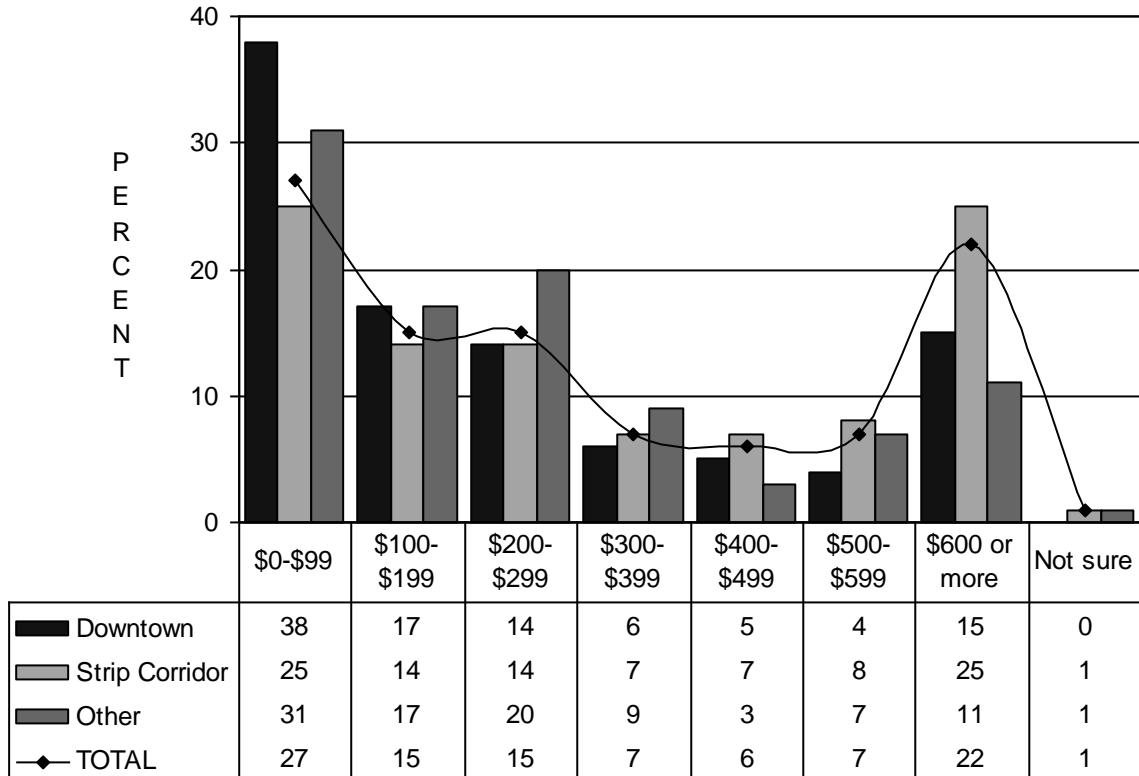
FIGURE 50
Number Of Casinos Where Gambled



(Means: Downtown=2.0, Strip Corridor=2.1, Other=1.2, TOTAL=1.9)

All visitors were asked in how many casinos they had gambled on their current trip to Las Vegas. On average, Downtown (average of 2.0) and Strip Corridor lodgers (2.1) gambled in more casinos than Other lodgers (1.2).

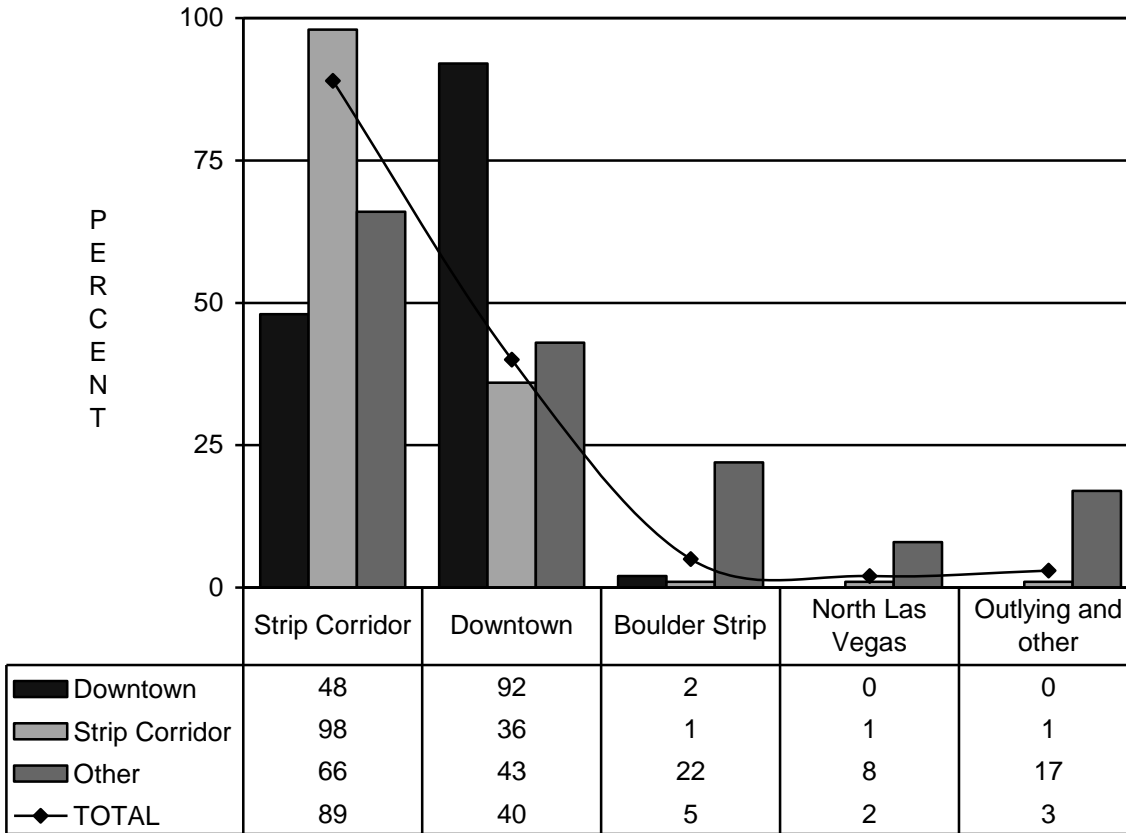
FIGURE 51
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes: Downtown=169, Strip Corridor=2051, Other=459, TOTAL=2679)
(Means: Downtown=\$313.61, Strip Corridor=\$597.57, Other=\$289.33, TOTAL=\$527.05)

The average gambling budget among visitors who gambled was \$527.05. On average, Strip Corridor lodgers (average of \$597.57) spent more on gambling than Downtown lodgers (\$313.61) and Other lodgers (\$289.33).

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



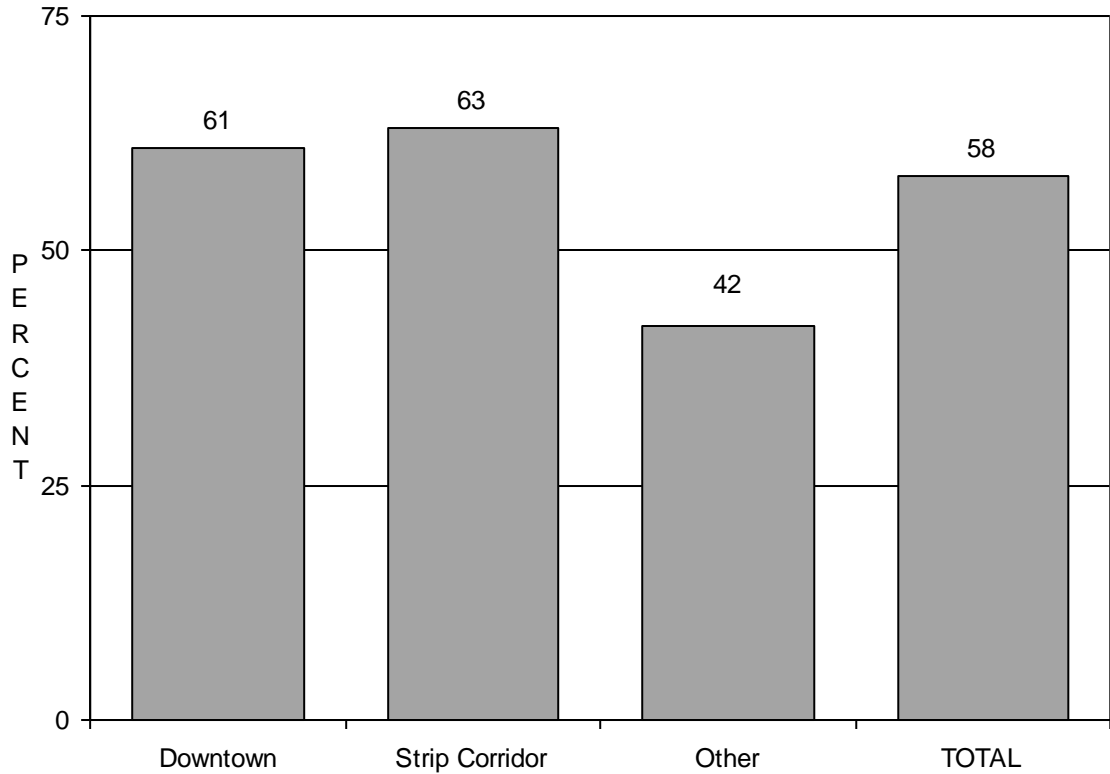
(Base Sizes: Downtown=149, Strip Corridor=2027, Other=475, TOTAL=2652)

As would be expected, nearly all Downtown lodgers who gambled said they did so Downtown (92%) and nearly all Strip Corridor lodgers who gambled said they did so in the Strip Corridor (98%). Visitors who stayed in other areas were more likely to have gambled on the Boulder Strip (22%), North Las Vegas (8%) or outlying and other areas (17%) than either Strip Corridor or Downtown lodgers.

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

ENTERTAINMENT

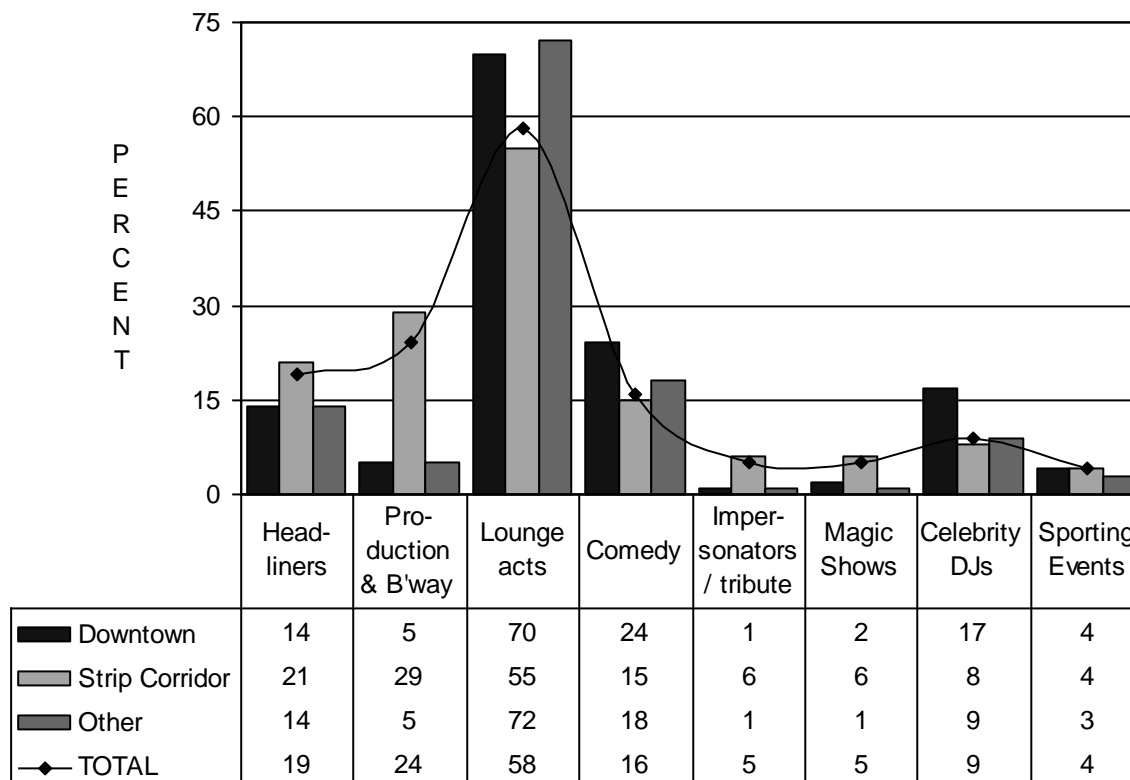
FIGURE 53
Attended A Show



Only "yes" responses are reported in this figure.

About six in ten visitors (61%) attended shows during their most recent stay in Las Vegas. Strip Corridor (63%) and Downtown lodgers (61%) were more likely to have attended a show than Other lodgers (42%).

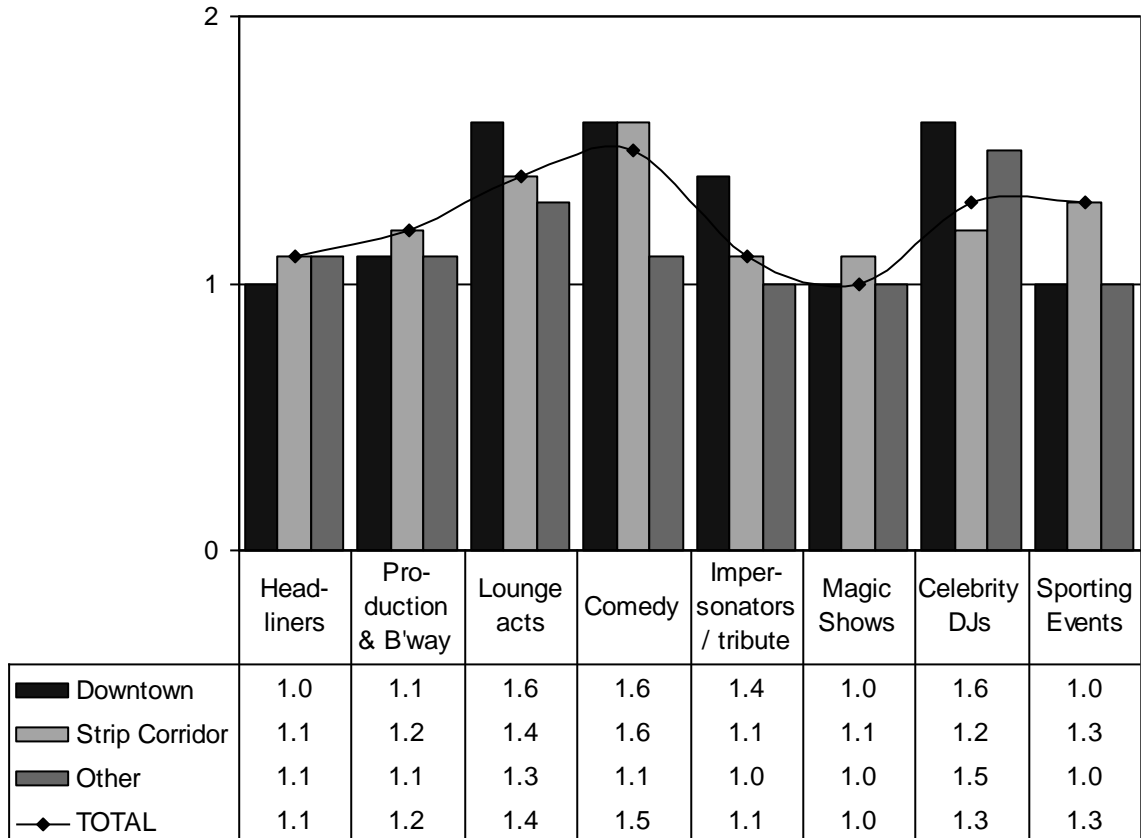
FIGURE 54
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Downtown=112, Strip=1651, Other=333, TOTAL=2096)

Nearly six in ten (58%) visitors who saw a show while in Las Vegas saw a lounge act. Other lodgers (72%) and Downtown lodgers (70%) were both more likely than Strip Corridor lodgers (55%) to have seen a lounge act. Strip Corridor lodgers, on the other hand, were more likely than Downtown and Other lodgers to have seen a Broadway-style production (29% vs. 5% each), a big-name headliner (21% vs. 14% each), an impersonator or tribute show (6% vs. 1% each), or a magic show (6% vs. 2% and 1%). Downtown lodgers (17%) were more likely than Strip Corridor lodgers (8%) to have seen a celebrity DJ.

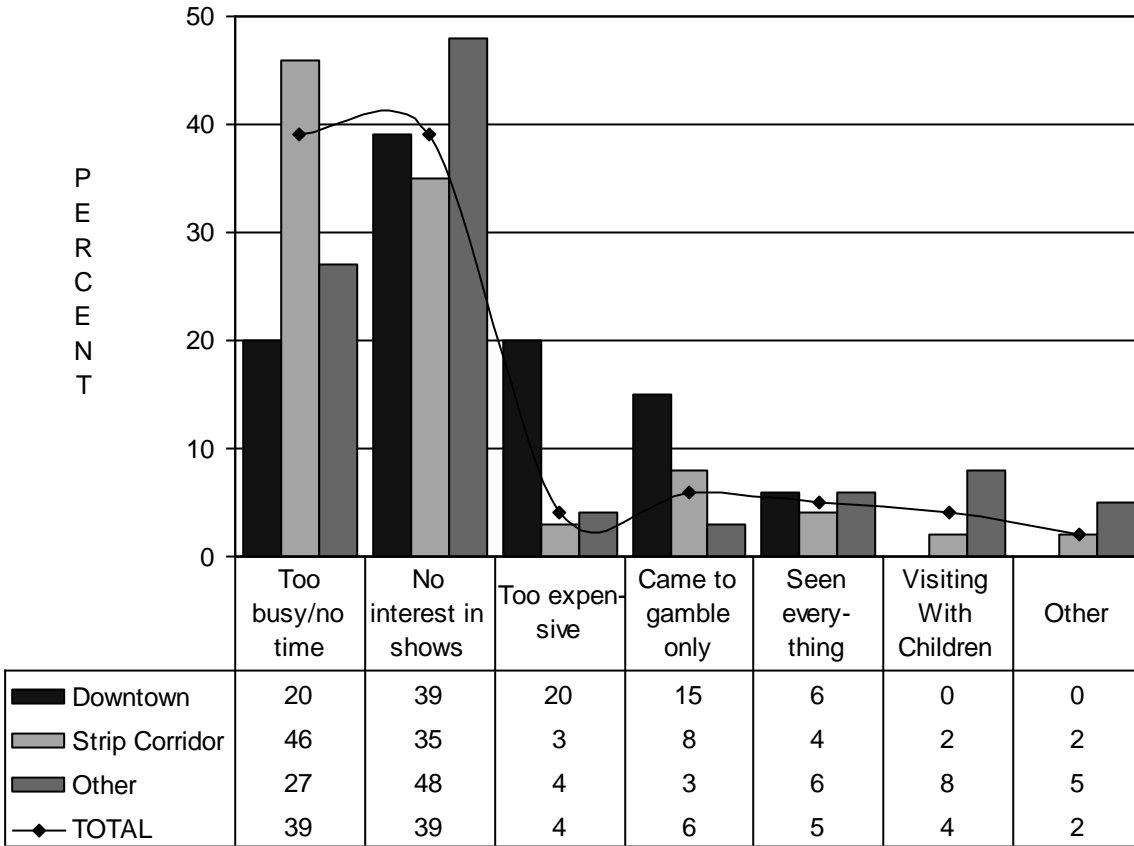
FIGURE 55
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Downtown=112, Strip=1651, Other=333, TOTAL=2096)

We looked at the average number of times visitors attended each type of show among those who attended shows. Downtown lodgers (average of 1.6) attended more celebrity DJ shows than Strip Corridor lodgers (average of 1.2).

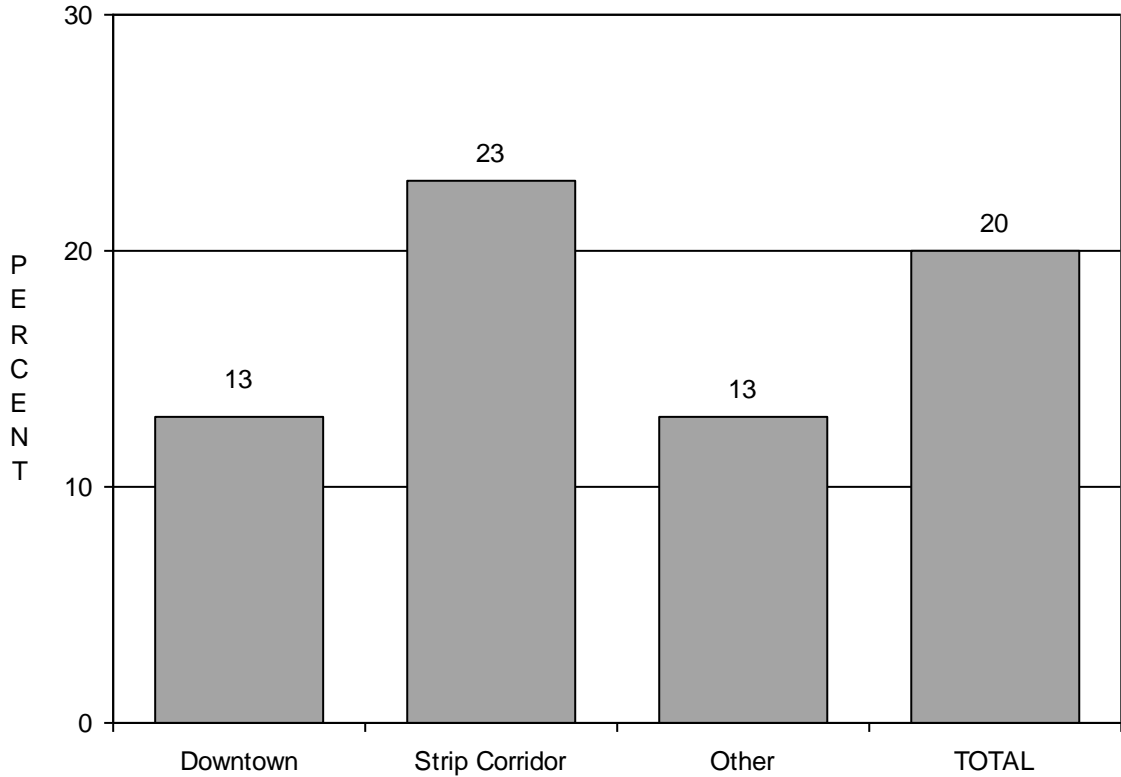
FIGURE 56
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)



(Base Sizes: Downtown=70, Strip Corridor=973, Other=460, TOTAL=1503)

Visitors who did not attend any shows while on their current trip to Las Vegas were asked why. Thirty-nine percent (39%) said it was because they were too busy to see a show, while another 39% said it was because they had no interest in shows. Strip Corridor lodgers (46%) were more likely than Downtown (20%) and Other lodgers (27%) to have said that they were too busy. Other non-Downtown lodgers were more likely than Strip Corridor lodgers to have said it was because they had no interest (48% vs. 35%) or because they had children with them (8% vs. 2%). Downtown lodgers (20%) were more likely than Other lodgers (4%) and Strip Corridor lodgers (3%) to say that shows were too expensive. Both Downtown (15%) and Strip Corridor lodgers (8%) were more likely than Other lodgers (3%) to say that they came to Las Vegas to gamble only.

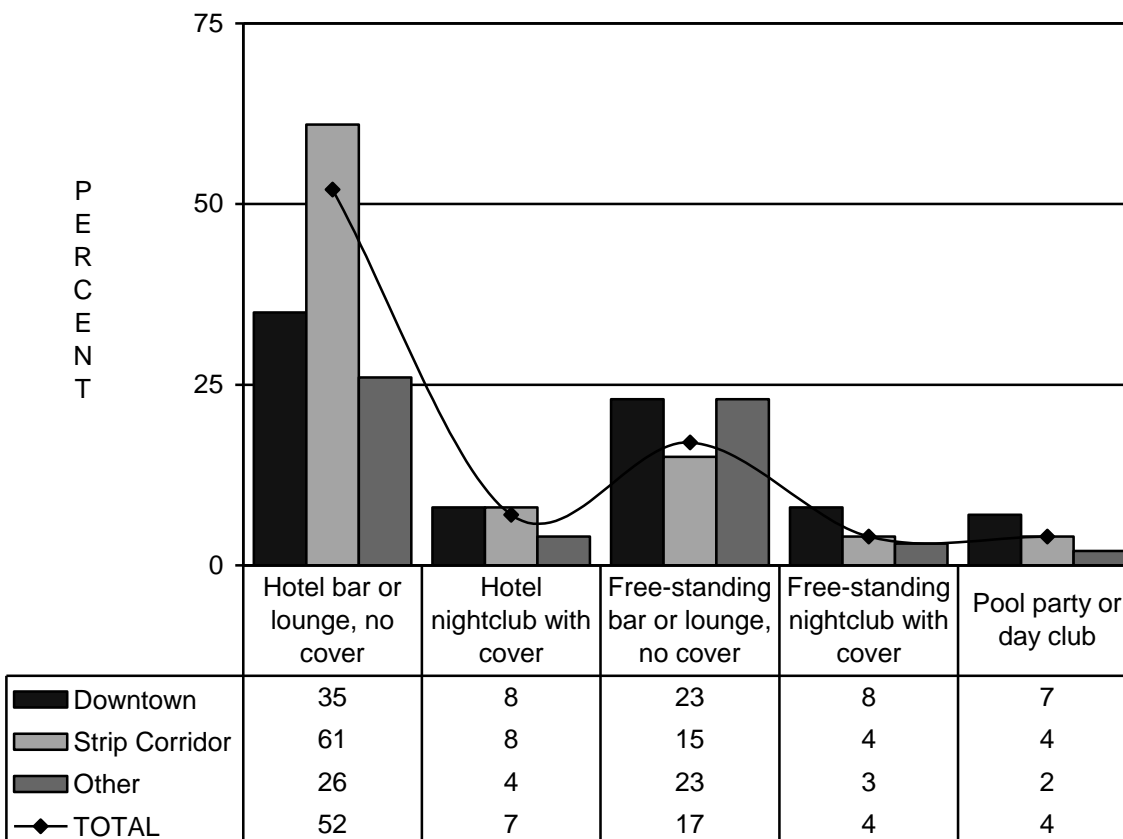
FIGURE 57
Whether Have Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

We asked visitors if they had been to other Las Vegas attractions for which they had to pay. Strip Corridor lodgers (23%) were more likely to have done so than Downtown or Other lodgers (13% each).

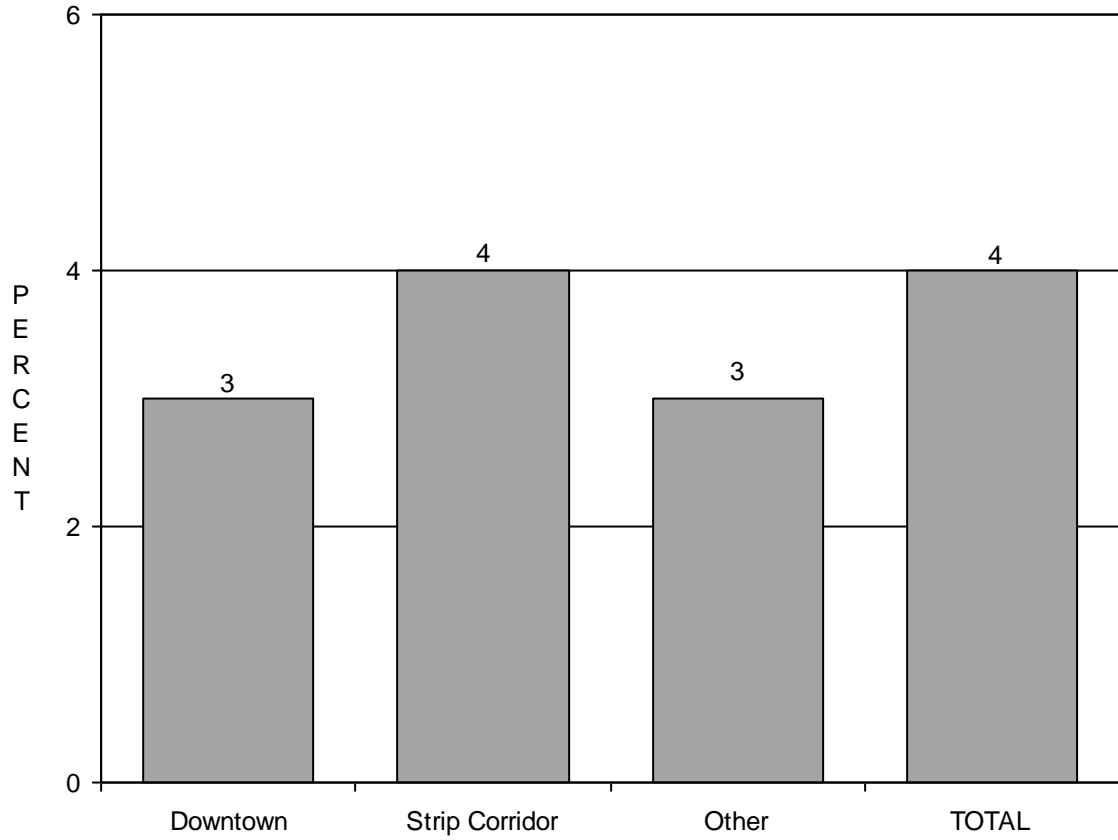
FIGURE 58
Whether Has Been To Nightclubs, Bars, And Lounges



Only "yes" responses are reported in this figure.

We asked visitors if they visited nightclubs, bars, lounges, or pool parties or day clubs while on their current visit to Las Vegas. Strip Corridor lodgers (61%) were more likely than Downtown (35%) and Other lodgers (26%) to have visited a hotel bar or lounge with no cover charge. Strip Corridor lodgers (8%) were also more likely than Other lodgers (4%) to have visited a hotel nightclub with a cover charge. Both Downtown and Other lodgers (23% each) were more likely than Strip Corridor lodgers (15%) to have visited a free-standing bar or lounge with no cover charge. Downtown lodgers (8%) were more likely than Other lodgers (3%) to have visited a free-standing nightclub with a cover charge. Downtown lodgers (7%) were also more likely than both Strip Corridor (4%) and Other lodgers (2%) to have gone to a pool party or day club.

FIGURE 59
Whether Visited A Spa

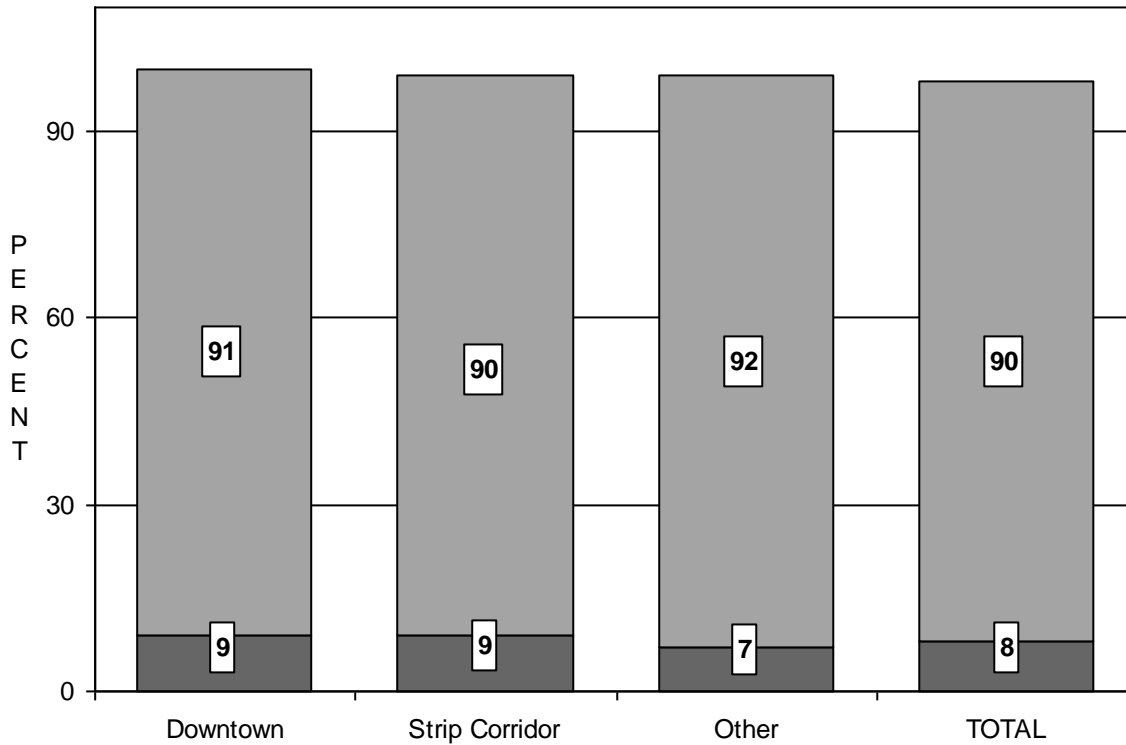


Only "yes" responses are reported in this figure.

When asked if they had visited a spa during their current visit to Las Vegas, 4% of all visitors said they had. There were no differences among the subgroups on this measure.

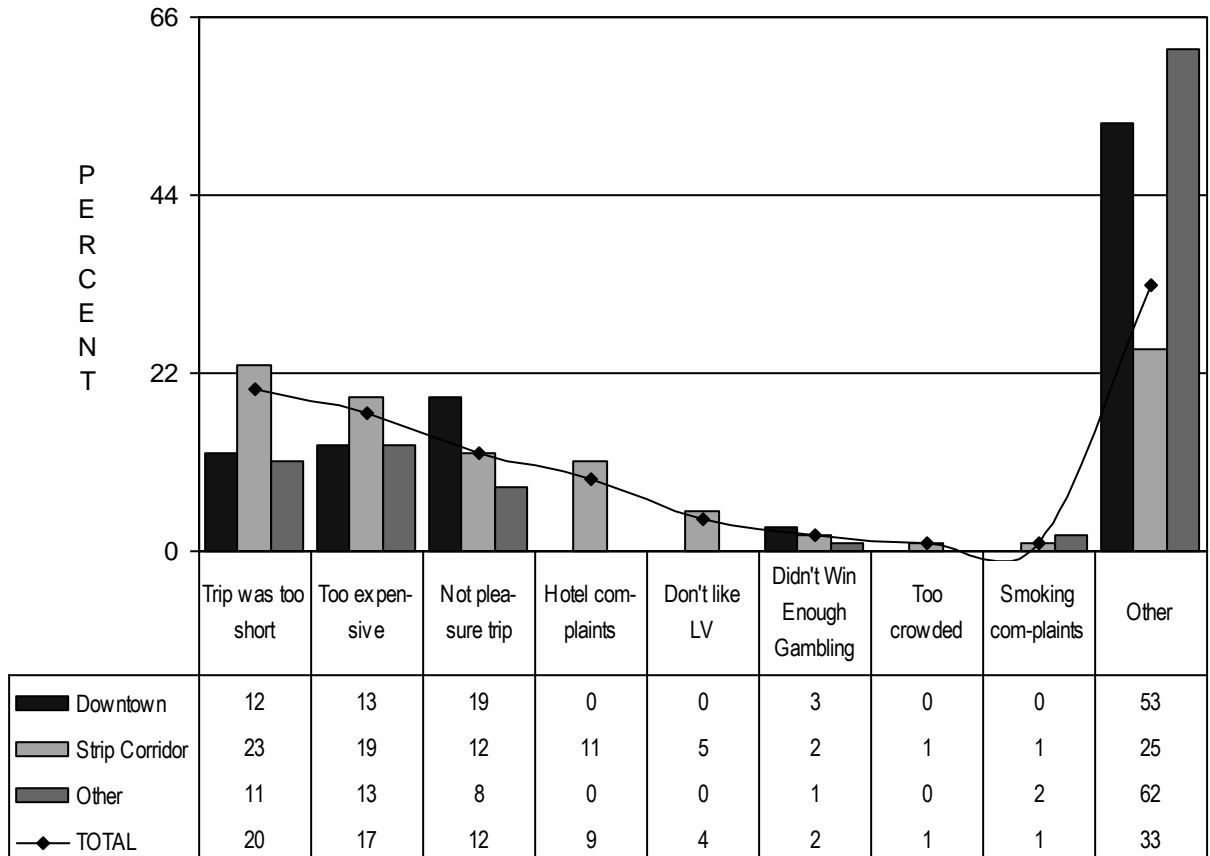
ATTITUDINAL INFORMATION

FIGURE 60
Satisfaction With Visit



Nine in ten (90%) of all visitors said they were “very satisfied” with their latest visit to Las Vegas. Strip Corridor lodgers (9%) were more likely than Other non-Downtown lodgers (7%) to say they were “somewhat satisfied” with their trip.

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



(Base Sizes: Downtown=15*, Strip Corridor=237, Other=51, TOTAL=304)

Visitors who were not completely satisfied with their visit were asked why. The most common reasons given were that the trip was too short (20%) and that Las Vegas was too expensive (17%). Strip Corridor lodgers were more likely than Other non-Downtown lodgers to say that the trip was too short (23% vs. 11%) or that they had complaints about their hotel (11% vs. 0%).

* Note the small base size for Downtown lodgers.

VISITOR DEMOGRAPHICS

With regards to visitor demographics, Downtown lodgers were more likely than Strip Corridor lodgers to be:

- Single (32% vs. 15%).
- A student (7% vs. 3%).
- Holding some college credits but no degree or a trade school degree (46% vs. 33%).
- 21 to 29 years old (35% vs. 18%).
- Non-white (35% vs. 20%).
- Having an annual household income of less than \$20,000 (13% vs 3%).

Strip Corridor lodgers were more likely than Downtown lodgers to be:

- Married (81% vs. 58%).
- Having a college degree or higher (51% vs. 36%).
- 50 to 59 years old (16% vs. 9%).
- White (80% vs. 65%).
- Having an annual household income of \$80,000 or more (57% vs. 25%).

Other lodgers were the most likely segment to be:

- Having a high school degree or less (27%).
- 65 years old or older (26%).
- From the United States (92%), particularly the Western states (73%).

FIGURE 62
VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
<u>GENDER</u>				
Male	51%	50%	52%	50%
Female	49	50	48	50
<u>MARITAL STATUS</u>				
Married	58	81	76	79
Single	32	15	17	16
Separated/Divorced	8	4	5	5
Widowed	1	1	2	1
<u>EMPLOYMENT</u>				
Employed	68	69	64	68
Unemployed	5	1	3	2
Student	7	3	3	4
Retired	20	21	28	22
Homemaker	0	6	3	5
<u>EDUCATION</u>				
High school or less	18	16	27	18
Some college/trade School	46	33	37	35
College graduate	36	51	36	47
<u>AGE</u>				
21 to 29	35	18	22	20
30 to 39	19	24	22	23
40 to 49	16	20	18	19
50 to 59	9	16	8	14
60 to 64	3	6	4	5
65 or older	17	17	26	19
MEAN	41.2	45.2	45.5	45.1
BASE	(182)	(2624)	(793)	(3599)

FIGURE 63
VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
ETHNICITY				
White	65%	80%	70%	77%
African American/Black	9	7	10	7
Asian/Asian American	2	2	3	2
Hispanic/Latino	16	8	14	10
Other	8	3	3	3
HOUSEHOLD INCOME				
Less than \$20,000	13	3	5	4
\$20,000 to \$39,999	14	4	11	6
\$40,000 to \$59,999	18	10	17	12
\$60,000 to \$79,999	25	17	23	19
\$80,000 or more	25	57	40	52
Not sure/no answer	5	10	4	9
VISITOR ORIGIN				
<u>U.S.A.</u>	<u>74</u>	<u>77</u>	<u>92</u>	<u>80</u>
Eastern states ¹	4	8	4	7
Southern states ²	12	18	10	16
Midwestern states ³	11	11	6	10
Western states ⁴	<u>47</u>	<u>40</u>	<u>73</u>	<u>47</u>
California	22	21	28	23
Southern California	20	18	22	19
Northern California	2	4	6	4
Arizona	10	6	17	10
Other Western states	15	12	28	16
<u>Foreign</u>	<u>26</u>	<u>23</u>	<u>8</u>	<u>20</u>
BASE	(182)	(2624)	(783)	(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.