



# MATRIX OF LAS VEGAS VISITOR SEGMENTS

Source: LVCVA Research Center, 2018 Las Vegas Visitor Profile

ALL VISITORS	GENERATION					REPEAT VISITORS		MODE OF ARRIVAL			LOCATION OF LODGING				VISITOR ORIGIN				GENDER		MARKET SEGMENT				BOOKING METHOD				TRAVEL AGENT USAGE	
	Silent Generation	Boomers	Generation X	Millennials	First Time	Repeat	Air	Ground	Downtown	Strip	Other	SoCal	Other USA	All USA	Foreign	Male	Female	Convention	Package	Tourist	Casino Guest	Phone Direct	Hotel Website	Travel Agent	Third Party Website	Used a travel agent	Did not use a travel agent			
respondents (n=)	3599	42	1083	1109	1365	636	2963	1714	1885	182	2624	793	672	2193	2871	728	1808	1791	295	467	2229	608	584	812	340	919	364	3235		
1 Percent of Total Visitors	100.0%	1.2%	30.1%	30.8%	37.9%	17.7%	82.3%	47.6%	52.4%	5.1%	72.9%	22.0%	18.7%	60.9%	79.8%	20.2%	50.2%	49.8%	8.2%	13.0%	61.9%	16.9%	16.2%	22.6%	9.4%	25.5%	10.1%	89.9%		
2 First Time Visitor	17.7%	4.1%	12.6%	13.2%	25.7%	100.0%	0.0%	21.8%	13.9%	14.3%	20.9%	7.5%	2.3%	12.6%	10.2%	46.9%	15.8%	19.6%	13.0%	47.2%	15.8%	4.1%	3.6%	9.7%	50.3%	24.0%	49.2%	14.1%		
3 Average Number of Visits within Past 12 Months (among all visitors)	1.5	1.4	1.5	1.5	1.4	100.0%	155.0%	1.3	1.6	1.5	1.5	1.5	1.8	1.5	1.6	1.1	1.5	1.4	1.5	1.1	1.4	2.0	2.1	1.4	1.1	1.3	1.1	1.5		
4 Primary Purpose of Current Trip - Vacation / Pleasure	44.8%	51.6%	43.6%	41.2%	48.4%	66.7%	40.1%	54.4%	36.1%	64.5%	52.4%	15.0%	35.2%	41.0%	39.6%	65.2%	41.9%	47.7%	0.4%	82.2%	44.5%	38.7%	33.9%	54.7%	67.4%	57.9%	66.0%	42.4%		
5 Primary Purpose of Current Trip - Business	14.6%	5.7%	28.1%	22.0%	13.3%	8.5%	15.9%	17.7%	11.8%	10.3%	13.3%	16.4%	11.7%	16.6%	10.9%	9.0%	16.4%	17.5%	14.1%	99.4%	1.5%	8.7%	5.4%	8.3%	11.7%	18.9%	14.2%	18.4%	14.2%	
6 Primary Purpose of Current Trip - Gambling	7.4%	4.0%	11.1%	8.2%	3.9%	0.7%	8.8%	5.6%	9.0%	11.5%	8.5%	2.9%	15.9%	6.5%	8.7%	2.2%	7.7%	7.0%	0.0%	1.0%	1.6%	37.0%	28.4%	4.9%	1.2%	2.4%	1.5%	8.0%		
7 Attended a Convention, trade show or corporate meeting	8.2%	0.0%	4.9%	13.3%	6.9%	6.0%	8.7%	13.0%	3.8%	4.8%	10.5%	1.4%	5.7%	9.4%	8.6%	6.6%	9.6%	6.7%	100.0%	0.0%	0.0%	0.0%	2.3%	8.8%	14.5%	7.6%	14.0%	7.5%		
8 Traveled by Air	47.6%	50.6%	50.8%	53.9%	39.9%	58.9%	45.2%	100.0%	0.0%	39.8%	56.2%	21.2%	4.7%	55.0%	43.1%	65.2%	47.5%	47.8%	75.8%	79.1%	39.2%	40.6%	33.8%	50.1%	71.7%	55.1%	72.2%	44.8%		
9 Planned Trip 7-30 Days in Advance	29.7%	35.8%	28.6%	31.2%	39.9%	17.5%	32.3%	28.6%	38.9%	33.5%	28.2%	33.7%	42.0%	28.7%	33.5%	14.5%	31.2%	32.7%	42.0%	28.7%	13.1%	28.7%	46.4%	49.7%	30.1%	28.7%	7.4%	25.7%	7.1%	32.2%
10 Planned Trip 31-90 Days in Advance	36.6%	30.1%	36.6%	37.6%	36.1%	30.4%	37.9%	38.6%	34.8%	34.0%	36.9%	36.4%	43.6%	39.9%	40.8%	20.2%	36.2%	37.0%	45.2%	25.3%	37.3%	38.8%	32.1%	40.9%	19.1%	42.3%	20.3%	38.5%		
11 Planned Trip More Than 90 Days in Advance	26.8%	32.0%	29.8%	25.9%	25.1%	43.6%	23.2%	39.8%	15.1%	21.3%	30.0%	17.6%	7.1%	22.8%	19.1%	57.2%	25.4%	28.2%	23.4%	60.3%	24.7%	10.4%	9.0%	26.0%	70.9%	28.1%	69.9%	22.0%		
12 Assisted by Travel Agent in Planning Trip	10.1%	1.1%	12.4%	9.9%	8.8%	28.2%	6.2%	15.3%	5.4%	13.2%	12.4%	2.0%	0.6%	4.7%	3.7%	35.4%	9.7%	10.5%	17.2%	46.5%	3.8%	2.0%	1.2%	0.5%	96.6%	0.9%	100.0%	0.0%		
13 Lodged Along Strip Corridor	72.9%	73.0%	72.7%	76.1%	70.4%	86.5%	70.0%	86.0%	61.0%	100.0%	0.0%	68.4%	70.4%	70.0%	84.3%	72.1%	73.7%	73.7%	93.2%	92.7%	64.6%	78.2%	73.1%	81.6%	89.8%	88.6%	89.0%	71.1%		
14 Lodged Downtown	5.1%	3.5%	3.7%	4.3%	6.8%	4.1%	5.3%	4.2%	5.8%	100.0%	0.0%	0.0%	5.5%	4.4%	4.0%	6.6%	5.1%	5.0%	3.0%	5.5%	4.3%	8.6%	6.4%	4.5%	6.8%	4.5%	6.6%	4.9%		
15 Traveled with Someone under 21	5.8%	0.0%	2.2%	4.8%	9.6%	6.4%	5.6%	3.2%	8.1%	3.3%	3.7%	13.1%	7.7%	5.5%	6.1%	4.6%	5.2%	6.3%	1.8%	3.8%	7.6%	2.4%	3.9%	3.2%	3.4%	5.3%	3.7%	6.0%		
16 Paid a "Regular" Rate	38.7%	46.5%	33.0%	36.0%	45.4%	43.0%	37.7%	32.9%	44.2%	27.3%	38.9%	42.6%	41.4%	41.1%	41.2%	29.8%	36.5%	40.9%	14.1%	0.0%	65.5%	0.0%	20.7%	35.1%	14.8%	59.7%	17.8%	41.4%		
17 Paid a "Package" Rate	15.4%	16.1%	18.8%	16.1%	13.8%	17.5%	10.3%	15.6%	16.1%	14.7%	17.5%	2.2%	2.3%	10.8%	8.7%	39.3%	17.5%	16.8%	7.0%	100.0%	0.0%	1.3%	1.8%	66.6%	23.4%	62.5%	9.3%			
18 Average Cost of Package Per Person (among those who bought a package)	\$910.99	\$1,015.78	\$1,064.11	\$865.46	\$796.38	\$1,115.98	\$772.08	\$834.50	\$1,248.98	\$713.87	\$923.55	\$954.13	\$266.90	\$655.51	\$631.93	\$1,176.50	\$972.88	\$859.83	\$495.96	\$928.62	-	-	\$702.38	\$720.67	\$1,136.36	\$757.10	\$1,157.73	\$732.53		
19 Gambled During Visit	74.4%	78.3%	77.3%	75.1%	71.6%	73.6%	74.6%	80.9%	68.6%	93.1%	78.2%	57.9%	75.0%	73.9%	74.1%	75.7%	75.3%	73.6%	59.0%	84.6%	69.9%	90.7%	82.4%	82.6%	77.3%	73.1%	75.2%	74.4%		
20 Average Hours Gambled per Day (if gambled)	2.2	2.1	2.6	2.4	1.8	0.8	2.5	2.0	2.5	2.9	2.2	2.0	3.1	2.3	2.5	1.1	2.2	2.2	0.9	0.9	1.7	5.2	4.8	2.3	0.9	1.5	0.9	2.4		
21 Attended a Show	58.2%	41.3%	55.3%	57.8%	61.4%	71.4%	55.4%	70.0%	47.5%	61.4%	62.9%	42.0%	51.7%	56.4%	55.3%	69.8%	56.6%	59.9%	50.1%	82.2%	56.5%	50.1%	42.0%	58.4%	72.9%	68.7%	73.2%	56.5%		
22 Visited an Attraction (paid admission)	20.2%	7.8%	18.8%	20.5%	13.2%	39.1%	16.1%	26.5%	18.8%	13.2%	22.9%	12.9%	14.4%	18.0%	17.1%	32.3%	19.5%	20.9%	8.2%	39.5%	19.6%	13.4%	12.0%	14.6%	36.7%	26.6%	35.3%	18.5%		
23 Average Room Rate Paid (excluding Package Purchasers)	\$113.66	\$96.26	\$112.45	\$118.73	\$111.18	\$121.58	\$112.13	\$128.60	\$102.64	\$87.96	\$118.26	\$100.19	\$106.90	\$113.86	\$112.18	\$120.79	\$114.03	\$113.28	\$157.29	-	\$111.27	\$87.65	\$98.25	\$108.74	\$135.23	\$118.99	\$139.62	\$112.25		
24 Average Number of Nights Stayed	3.4	3.4	3.6	3.5	3.2	3.5	3.4	4.0	2.9	3.2	3.4	3.5	3.1	3.4	3.3	3.8	3.4	3.4	3.5	3.9	3.3	3.2	2.9	3.6	3.9	3.3	3.8	3.4		
25 Average Number of People per Room	2.0	2.0	1.9	1.9	2.1	2.2	2.0	1.9	2.1	2.0	2.1	2.0	2.0	2.0	2.0	2.1	2.0	2.0	1.5	2.1	2.0	2.0	2.0	2.0	1.9	2.0	1.9	2.0		
26 Average Expenditures per Trip on Room / per person	\$193.79	\$167.11	\$209.75	\$213.96	\$167.55	\$197.00	\$193.94	\$264.57	\$143.60	\$130.49	\$202.48	\$170.71	\$164.58	\$193.22	\$186.31	\$224.49	\$197.81	\$189.36	\$375.33	-	\$178.67	\$142.82	\$141.81	\$200.28	\$269.76	\$190.50	\$274.20	\$187.64		
27 Average Spent per Trip on Food & Drink	\$314.96	\$325.34	\$321.28	\$349.81	\$281.35	\$368.85	\$303.43	\$402.51	\$235.46	\$208.96	\$361.75	\$184.59	\$289.64	\$309.40	\$304.62	\$355.78	\$315.68	\$314.24	\$427.07	\$410.50	\$272.68	\$342.21	\$311.46	\$311.59	\$376.00	\$351.99	\$374.21	\$308.31		
28 Average Spent per Trip on Local Transportation	\$73.82	\$91.47	\$71.50	\$81.43	\$68.92	\$110.08	\$66.05	\$101.59	\$48.57	\$42.91	\$86.23	\$39.82	\$37.22	\$74.86	\$66.08	\$104.44	\$73.47	\$74.17	\$104.34	\$105.79	\$68.47	\$54.02	\$51.30	\$69.31	\$100.70	\$93.21	\$100.05	\$70.87		
29 Average Spent per Trip on Shopping	\$154.60	\$141.96	\$159.24	\$180.57	\$130.23	\$204.61	\$143.88	\$196.05	\$116.97	\$90.83	\$172.78	\$109.06	\$98.85	\$140.50	\$130.64	\$249.20	\$129.89	\$179.54	\$141.15	\$217.45	\$142.38	\$157.64	\$158.24	\$119.69	\$226.44	\$171.38	\$223.18	\$146.87		
30 Average Spent per Trip on Show / Entertainment	\$49.84	\$87.15	\$52.36	\$65.19	\$43.99	\$78.60	\$43.73	\$68.97	\$32.49	\$23.00	\$61.32	\$47.65	\$35.50	\$47.65	\$44.72	\$70.20	\$49.74	\$49.95	\$92.19	\$45.49	\$41.54	\$34.14	\$42.68	\$70.80	\$73.99	\$171.61	\$47.40			
31 Average Spent per Trip on Sightseeing	\$29.81	\$47.85	\$30.53	\$28.48	\$29.79	\$99.96	\$15.56	\$36.48	\$23.59	\$6.94	\$38.74	\$6.23	\$5.94	\$23.99	\$19.69	\$72.04	\$24.32	\$35.35	\$9.84	\$78.64	\$28.60	\$7.46	\$5.71	\$15.40	\$78.47	\$49.78	\$76.22	\$24.78		
32 Parking/Parking Fees	\$6.98	\$6.07	\$5.35	\$6.82	\$8.43	\$6.47	\$7.09	\$3.54	\$10.10	\$5.12	\$7.13	\$6.91	\$14.03	\$5.96	\$7.86	\$3.51	\$7.07	\$6.89	\$6.69	\$3.62	\$8.46	\$4.29	\$3.88	\$5.56	\$2.79	\$10.23	\$2.97	\$7.43		
33 Average spent per Trip on Misc. / Other	\$22.46	\$16.86	\$18.01	\$30.65	\$19.52	\$35.15	\$19.75	\$32.31	\$13.52	\$6.24	\$28.08	\$7.60	\$16.35	\$21.22	\$20.06	\$31.96	\$21.25	\$23.68	\$23.08	\$40.42	\$16.80	\$29.09	\$32.20	\$14.00	\$33.48	\$26.48	\$29.39	\$21.68		
34 Total Non-Gaming Expenditures per Trip	\$846.28	\$883.81	\$868.02	\$944.91	\$749.78	\$1,100.72	\$793.43	\$1,106.02	\$624.30	\$514.49	\$958.51	\$543.13	\$662.11	\$816.80	\$779.98	\$1,111.62	\$819.23	\$873.18	\$1,120.57	\$948.61	\$761.55	\$779.07	\$738.74	\$778.51	\$1,158.44	\$967.56	\$1,151.83	\$814.98		
35 Gambling Budget (among all visitors including those that spent \$0)	\$392.13	\$478.10	\$568.55	\$442.00	\$211.40	\$154.32	\$443.62	\$513.08	\$282.84	\$291.97	\$467.30	\$167.52	\$460.32	\$419.66	\$430.02	\$243.09	\$398.31	\$386.46	\$173.61	\$259.80	\$206.22	\$1,292.19	\$1,116.91	\$325.06	\$175.77	\$254.89	\$189.12	\$415.54		
36 Total Gaming Budget and Non-Gaming Expenditures	\$1,238.39	\$1,361.91	\$1,436.57	\$1,386.91	\$961.18	\$1,255.05	\$1,237.05	\$1,619.09	\$907.14	\$806.47	\$1,425.81	\$710.65	\$1,122.43	\$1,236.46	\$1,210.00	\$1,354.71	\$1,217.53	\$1,259.63	\$1,294.17	\$1,208.41	\$967.77	\$2,071.26	\$1,855.65	\$1,103.58	\$1,334.22	\$1,222.45	\$1,340.95	\$1,230.52		
37 Average Number of Days Stayed	4.4	4.4	4.6	4.5	4.2	4.5	4.4	5.0	3.9	4.2	4.4	4.5	4.1	4.4	4.3	4.8	4.4	4.4	4.5	4.9	4.3	4.2	3.9	4.6	4.9	4.3	4.8	4.4		
38 Total Spending / Budget per Day																														