

# **LAS VEGAS VISITOR PROFILE**

**Calendar Year 2019**

***Booking Method Version***

Research that works.

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# BOOKING METHODS

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### VISITOR PROFILE STUDY

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# BOOKING METHODS

## TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY .....	1
INTRODUCTION .....	6
METHODOLOGY .....	7
SUMMARY OF FINDINGS .....	9
REASONS FOR VISITING .....	9
TRAVEL PLANNING .....	18
TRIP CHARACTERISTICS AND EXPENDITURES .....	36
GAMING BEHAVIOR AND BUDGETS .....	53
ENTERTAINMENT .....	59
ATTITUDINAL INFORMATION .....	66
VISITOR DEMOGRAPHICS .....	68

# BOOKING METHODS

## TABLE OF FIGURES

	<u>Page</u>
<u>REASONS FOR VISITING</u>	
FIGURE 1: First Visit vs. Repeat Visit.....	9
FIGURE 2: Frequency Of Visits In Past Year .....	10
FIGURE 3: Frequency Of Visits In Past Year (Repeat Visitors).....	11
FIGURE 4: Primary Purpose Of Current Visit .....	12
FIGURE 5: Primary Purpose Of Current Visit (Repeat Visitors).....	13
FIGURE 6: Primary Purpose Of Current Visit (First-Time Visitors) .....	14
FIGURE 7: Conventions/Trade Shows/Associations/Corporate Meetings.....	15
FIGURE 8: Interest In Attending Conventions, Trade Shows, Associations Or Corporate Meetings In Las Vegas .....	16
FIGURE 9: Whether Brought Someone Else Who Did Not Attend Conventions, Trade Shows, Associations Or Corporate Meetings In Las Vegas .....	17
<u>TRAVEL PLANNING</u>	
FIGURE 10: Advance Travel Planning.....	18
FIGURE 11: Transportation To Las Vegas .....	19
FIGURE 12: Local Transportation.....	20
FIGURE 13: When Decided Where To Stay (2018).....	21
FIGURE 14: When Decided Where To Gamble (2018) .....	22
FIGURE 15: When Decided Which Shows To See (2018) .....	23
FIGURE 16: Travel Agent Assistance.....	24
FIGURE 17: Travel Agent Influence And Use.....	25
FIGURE 18: Tools Used In Planning Trip To Las Vegas .....	26
FIGURE 19: Social Media And Travel Review Apps Or Websites Used In Planning Trip To Las Vegas .....	27
FIGURE 20: How Booked Flight To Las Vegas .....	28
FIGURE 21: Website Or App Used To Book Flight.....	29
FIGURE 22: Social Media And Travel Review Apps Or Websites Used During Current Trip To Las Vegas .....	30
FIGURE 23: Whether Visited Downtown Las Vegas.....	31
FIGURE 24: Main Reason For Visiting Downtown Las Vegas.....	32
FIGURE 25: Main Reason For Not Visiting Downtown Las Vegas .....	33
FIGURE 26: Visits To Nearby Places (2018) .....	34
FIGURE 27: Other Nearby Places Visited (2018) .....	35
<u>TRIP CHARACTERISTICS AND EXPENDITURES</u>	
FIGURE 28: Adults In Immediate Party .....	36
FIGURE 29: Persons In Party Under Age 21 .....	37
FIGURE 30: Nights Stayed .....	38

# BOOKING METHODS

## TABLE OF FIGURES

(continued/2)

	<u>Page</u>
FIGURE 31: Days Stayed .....	38
FIGURE 32: Day Of Arrival .....	39
FIGURE 33: Type Of Lodging .....	40
FIGURE 34: Location Of Lodging.....	41
FIGURE 35: Advance Booking Of Accommodations.....	42
FIGURE 36: Type Of Room Rates .....	43
FIGURE 37: Package Purchasers.....	44
FIGURE 38: Cost Of Package Per Person.....	45
FIGURE 39: Lodging Expenditures — Average Per Night .....	46
FIGURE 40: How First Found Out About Room Rate .....	47
FIGURE 41: Number Of Room Occupants.....	48
FIGURE 42: Average Trip Expenditures On Food & Drink — And On Local Transportation (Including Visitors Who Spent Nothing) .....	49
FIGURE 43: Average Trip Expenditures On Food & Drink — And On Local Transportation (Among Spenders).....	50
FIGURE 44: Average Trip Expenditures On Shopping, Shows, And Sightseeing (Including Visitors Who Spent Nothing).....	51
FIGURE 45: Average Trip Expenditures On Shopping, Shows, And Sightseeing (Among Spenders).....	52
 <u>GAMING BEHAVIOR AND BUDGETS</u>	
FIGURE 46: Whether Gambled While In Las Vegas.....	53
FIGURE 47: Hours Of Gambling — Average Per Day .....	54
FIGURE 48: Number Of Casinos Visited (2018) .....	55
FIGURE 49: Number Of Casinos Where Gambled (2018).....	56
FIGURE 50: Trip Gambling Budget.....	57
FIGURE 51: Where Visitors Gambled .....	58
 <u>ENTERTAINMENT</u>	
FIGURE 52: Attended A Show .....	59
FIGURE 53: Types Of Entertainment.....	60
FIGURE 54: Average Number Of Shows Attended.....	61
FIGURE 55: Main Reason For Not Attending Any Shows (2018) .....	62
FIGURE 56: Whether Has Been To Other Paid Attractions .....	63
FIGURE 57: Whether Has Been To Nightclubs, Bars, And Lounges .....	64
FIGURE 58: Whether Visited A Spa (2018) .....	65

# BOOKING METHODS

## TABLE OF FIGURES

(continued/3)

	<u>Page</u>
<u>ATTITUDINAL INFORMATION</u>	
FIGURE 59: Satisfaction With Visit .....	66
FIGURE 60: Why Not Completely Satisfied With Visit .....	67
<u>VISITOR DEMOGRAPHICS</u>	
FIGURE 61: Visitor Demographics .....	69
FIGURE 62: Visitor Demographics .....	70

## BOOKING METHODS

### 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 2019.

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

- **HOTEL CALLERS** — 18% of all booking visitors.
- **HOTEL WEBSITE BOOKERS** — 15% of all booking visitors.
- **TRAVEL AGENT BOOKERS** — 10% of all booking visitors.
- **THIRD-PARTY WEBSITE BOOKERS (SUCH AS EXPEDIA OR HOTELS.COM)** — 38% of all booking visitors.

The remaining 19% of booking visitors (those who booked in person, those who booked by calling through a third party, those who did not know how their room was booked) are included in the totals for all visitors but not included in the visitor subgroups due to small sample sizes.

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

## HOTEL CALLERS

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

- Have visited Las Vegas before (98%).
- Have made the most visits to Las Vegas in the past 12 months (average of 2.6 visits).
- Be visiting Las Vegas primarily to gamble (49%).
- Have travelled to Las Vegas by ground transportation (77%), and to have used their own vehicle while in Las Vegas (76%).
- Have planned their trip to Las Vegas between one week and one month in advance (64%).
- Have used casino or hotel hosts (79%) or email offers (59%) in planning their trip.
- Book their accommodations in Las Vegas one week to one month in advance (67%).
- Have spent the most hours per day gambling (average of 6.1 hours), have the highest average gambling budget (mean of \$1,272.60), and have gambled on the Boulder Strip (15%), among those who gambled during their visit.
- Have seen a comedy show (23% among those who saw shows during their visit).
- Be visiting from the U.S. (97%), particularly from Southern California (35%) and Arizona (20%).

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

- \$317.16 on food and drink.
- \$116.53 on shopping.
- \$23.25 on shows and entertainment.



## **HOTEL WEBSITE BOOKERS**

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

- Have used social media (49%) or word of mouth (27%) in planning their trip to Las Vegas.

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

- \$346.09 on food and drink.
- \$129.17 on shopping.
- \$49.29 on shows and entertainment.

## TRAVEL AGENT BOOKERS

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

- Be making their first visit to Las Vegas (53%).
- Be visiting Las Vegas for vacation or pleasure (64%).
- Have used a variety of transportation methods during their visit including taxi (39%), bus (59%), and hotel shuttle (17%).
- Have planned their trip to Las Vegas more than 90 days in advance (64%).
- Have used printed brochures or travel guides (56%) or magazines or newspapers (43%) in planning their trip.
- Book their accommodations in Las Vegas more than 90 days in advance (58%).
- Have received a package (65%) or a tour group rate (21%).
- Have a high school education or less (24%).
- Be visiting from a foreign country (55%).

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

- \$463.93 on food and drink.
- \$248.87 on shopping.
- \$61.94 on shows and entertainment.

## THIRD-PARTY WEBSITE BOOKERS

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

- Be visiting Las Vegas to visit friends or relatives (16%).
- Have used a ride sharing service (42%) or a rental car (28%) during their visit.
- Have used apps (25%) to help in planning their trip to Las Vegas.
- Have visited Downtown Las Vegas (68%).
- Have used Facebook (39%), Instagram (30%), Yelp (24%), and consulted reviews at online travel agents (31%) in planning activities while in Las Vegas.
- Have gambled during their visit to Las Vegas (90%).
- Have gambled Downtown (56% among those who gambled during their visit).
- Have been to a show during their visit (78%), gone to a hotel bar or lounge with no cover charge (57%), a free-standing bar or lounge with no cover charge (47%), or a pool party or day club (6%).
- Be employed (81%).
- Be single (32%).
- Be visiting from the Eastern United States (15%).
- Be 21 to 29 years old (18%).

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

- \$579.08 on food and drink.
- \$271.64 on shopping.
- \$81.07 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 2019. 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 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, coded, 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 2017. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups for a particular measure is larger (or smaller) we mean that there is a 95% or better chance that the difference is the result of a true difference between the subgroups and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any subgroup differences that do not meet this standard for statistical significance.

This report presents the results of the 2019 study. Statistically significant differences in the behavior, attitudes, and opinions of Hotel Callers (those who called a property directly to book their room), Hotel Website Bookers (those who

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

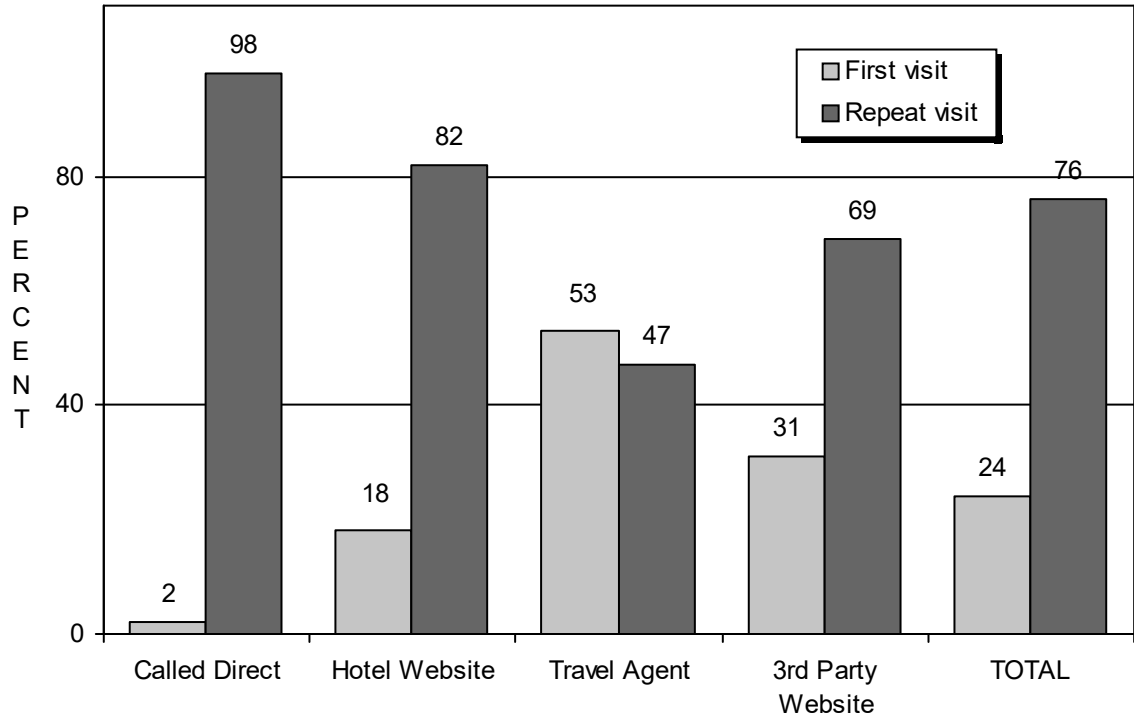
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2019. These questions will be rotated back into the questionnaire in Calendar Year 2020 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

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

# SUMMARY OF FINDINGS

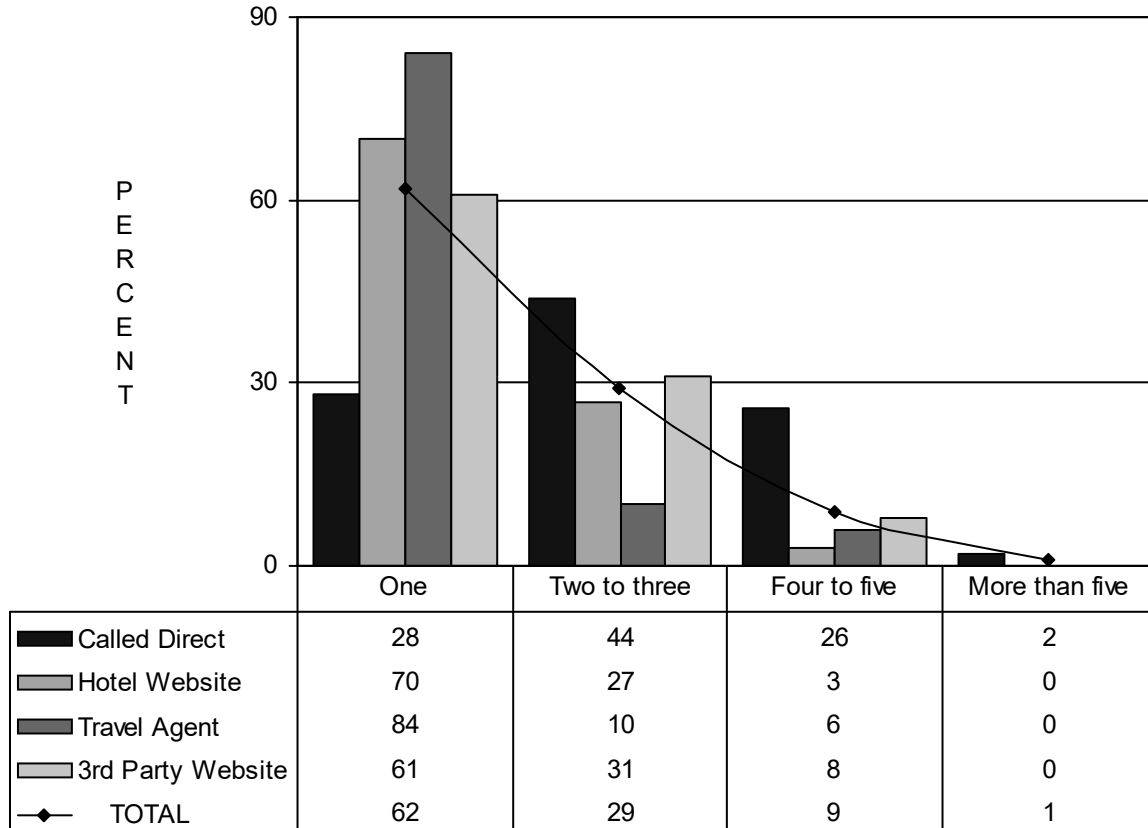
## REASONS FOR VISITING

FIGURE 1  
First Visit vs. Repeat Visit



Hotel Callers (98%) were the most likely to say they had visited Las Vegas before, followed by Hotel Website Bookers (82%), who in turn were more likely than Third-Party Website Bookers (69%) to be repeat visitors, while Travel Agent Bookers (47%) were the least likely to be repeat visitors to Las Vegas.

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

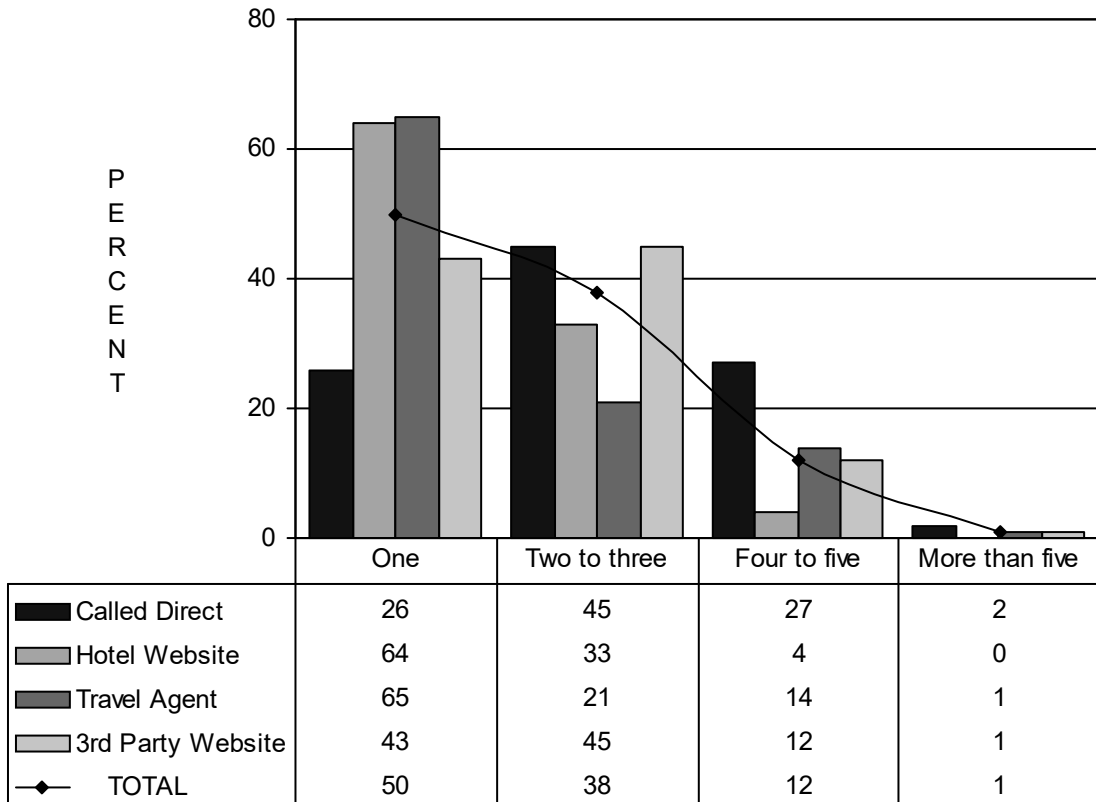


(Means: Called Direct=2.6, Hotel Website=1.4, Travel Agent=1.4, 3<sup>rd</sup> Party Website=1.7, TOTAL=1.7)

Hotel Callers (72%) were the most likely to have visited Las Vegas more than once during the past year, followed by Third-Party Website Bookers (39%), then Hotel Website Bookers (30%), while Travel Agent Bookers (16%) were the least likely to have visited more than once in the past 12 months. The average number of visits during the past year was higher for Hotel Callers (mean of 2.6 visits) than for Third-Party Website Bookers (1.7 visits), while Travel Agent Bookers and Hotel Website Bookers (1.4 visits each) made the fewest visits.



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

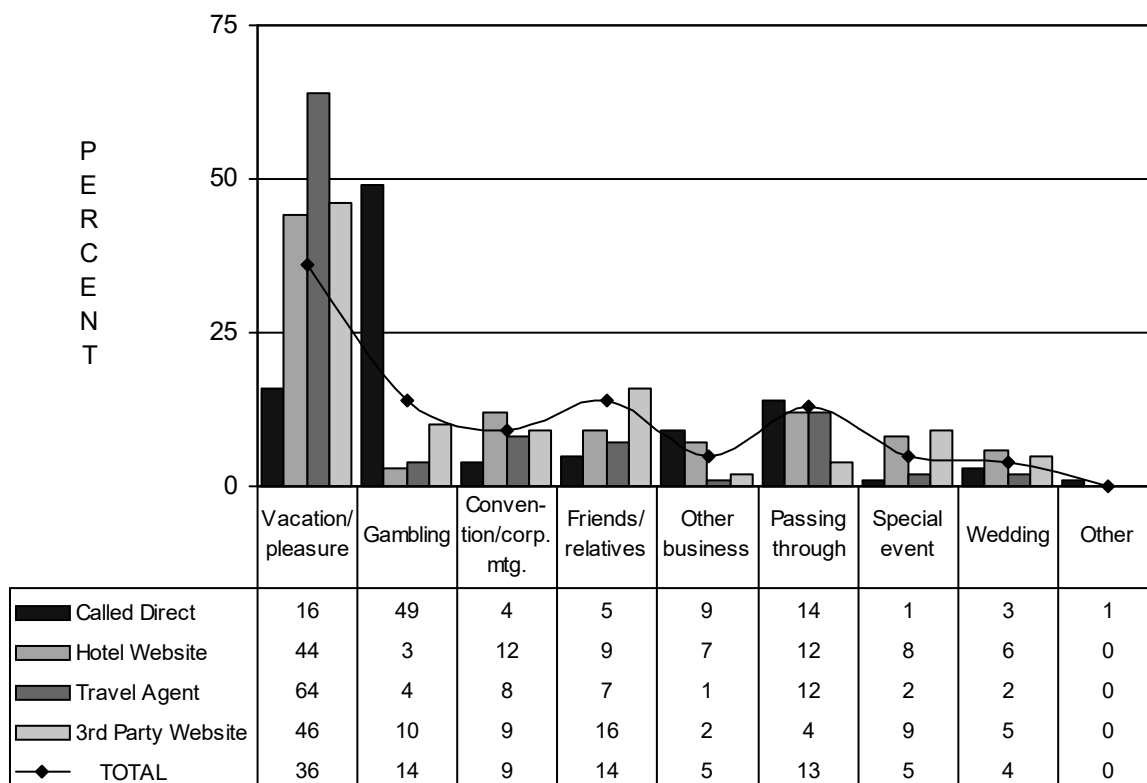


(Base Sizes: Called Direct=612, Hotel Website=414, Travel Agent=161,  
3rd Party Website=883, TOTAL=2748)

(Means: Called Direct=2.6, Hotel Website=1.5, Travel Agent=1.8,  
3rd Party Website=2.0, TOTAL=2.0)

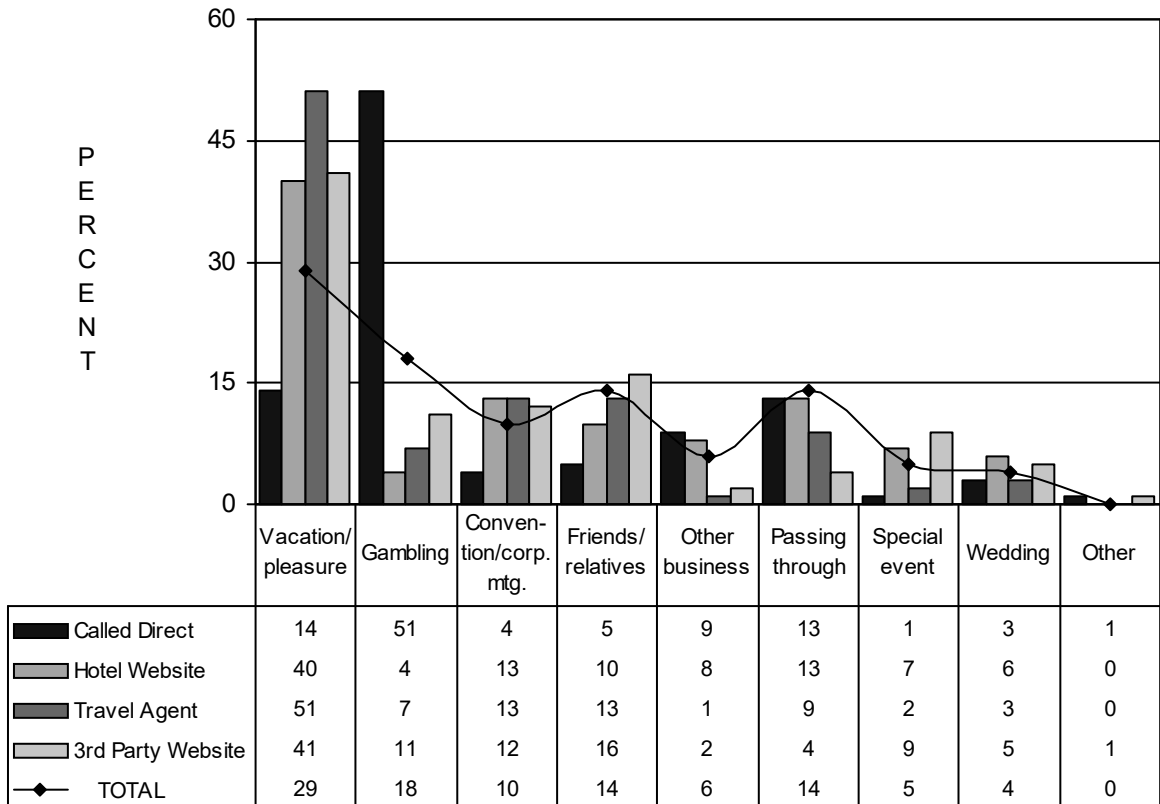
Looking at the frequency of visits in the past year among repeat visitors, the average number of visits during the past year was highest for Hotel Callers (2.6), followed by Third-Party Website Bookers (2.0) and Travel Agent Bookers (1.8), while Hotel Website Bookers (1.5) made the fewest visits.

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



Looking at the primary purpose of the *current visit* among all visitors, Travel Agent Bookers (64%) were the most likely group to say they had travelled to Las Vegas for vacation or pleasure followed by Third-Party Website Bookers (46%) and Hotel Website Bookers (44%), while Hotel Callers (16%) were the least likely to give this response. Hotel Callers (49%) were the most likely to say they came to Las Vegas primarily to gamble, while Third-Party Website Bookers (10%) were also more likely than Travel Agent Bookers (4%) and Hotel Website Bookers (3%) to give this response. Hotel Website Bookers (12%), Third-Party Website Bookers (9%) and Travel Agent Bookers (8%) were all more likely than Hotel Callers (4%), to say they were attending a convention or corporate meeting, while Hotel Callers (9%) and Hotel Website Bookers (7%), were more likely than Third-Party Website Bookers (2%) and Travel Agent Bookers (1%) to say they were visiting for business purposes other than a convention. Third-Party Website Bookers (16%) were the most likely subgroup to say they were visiting friends or relatives. Third-Party Website Bookers (9%) and Hotel Website Bookers (8%) were more likely than Travel Agent Bookers (2%) or Hotel Callers (1%) to be visiting Las Vegas for a special event.

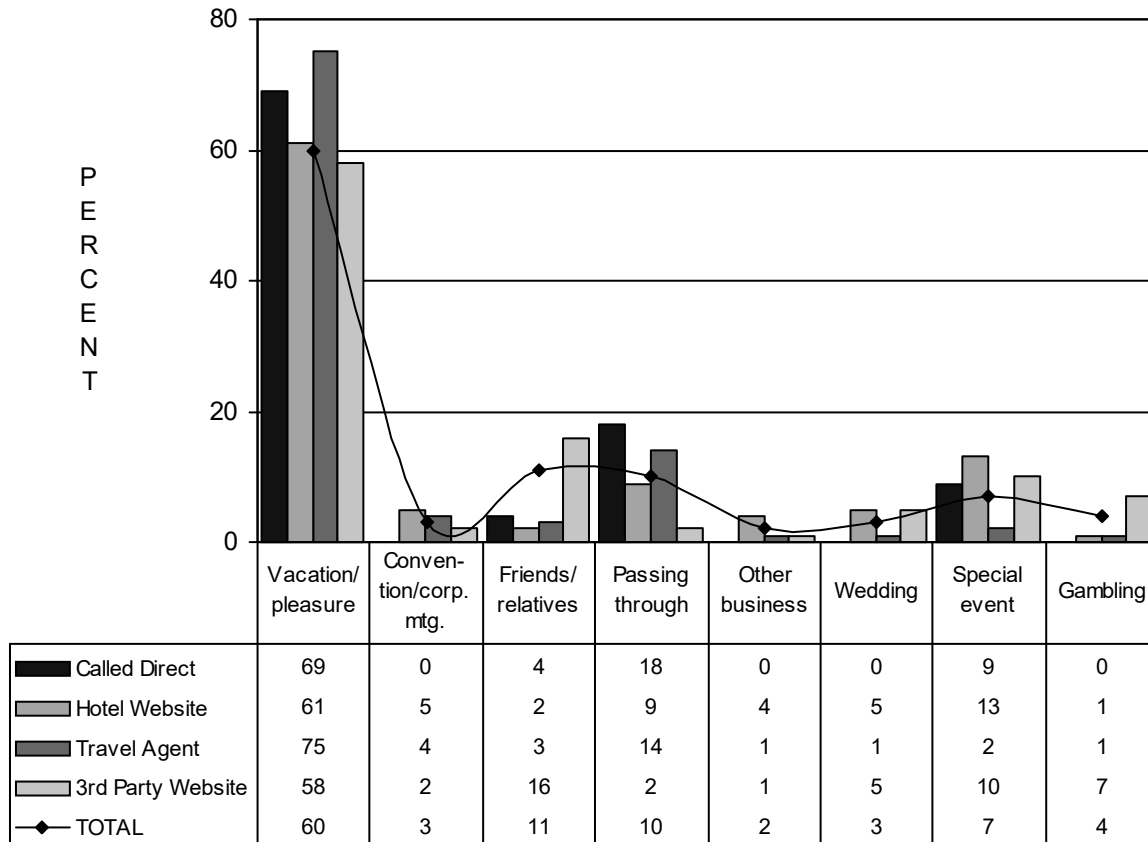
FIGURE 5  
Primary Purpose Of Current Visit  
(Among Repeat Visitors)



(Base Sizes: Called Direct=612, Hotel Website=414, Travel Agent=161, 3<sup>rd</sup> Party Website=883, TOTAL=2748)

Looking at repeat visitors' primary purpose for their current visit, Travel Agent Bookers (51%) were the most likely to say they had travelled to Las Vegas for vacation or pleasure, while Third-Party Website Bookers (41%) and Hotel Website Bookers (40%) were also more likely than Hotel Callers (14%) to give this response. Hotel Callers (51%) were the most likely to say they were visiting Las Vegas to gamble. Travel Agent Bookers and Hotel Website Bookers (13% each) and Third-Party Website Bookers (12%) were all more likely than Hotel Website Bookers (4%) to say they were attending a convention or corporate meeting, while Hotel Callers (9%) and Hotel Website Bookers (8%) were more likely than Third-Party Website Bookers (2%), and Travel Agent Bookers (1%) to say they came to Las Vegas for other business purposes. One in six (16%) Third-Party Website Bookers said they were visiting friends or relatives, compared to 5% of Hotel Callers. Third-Party Website Bookers (9%) and Hotel Website Bookers (7%) were more likely than Travel Agent Bookers (2%) and Hotel Callers (1%) to say they were attending a special event.

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

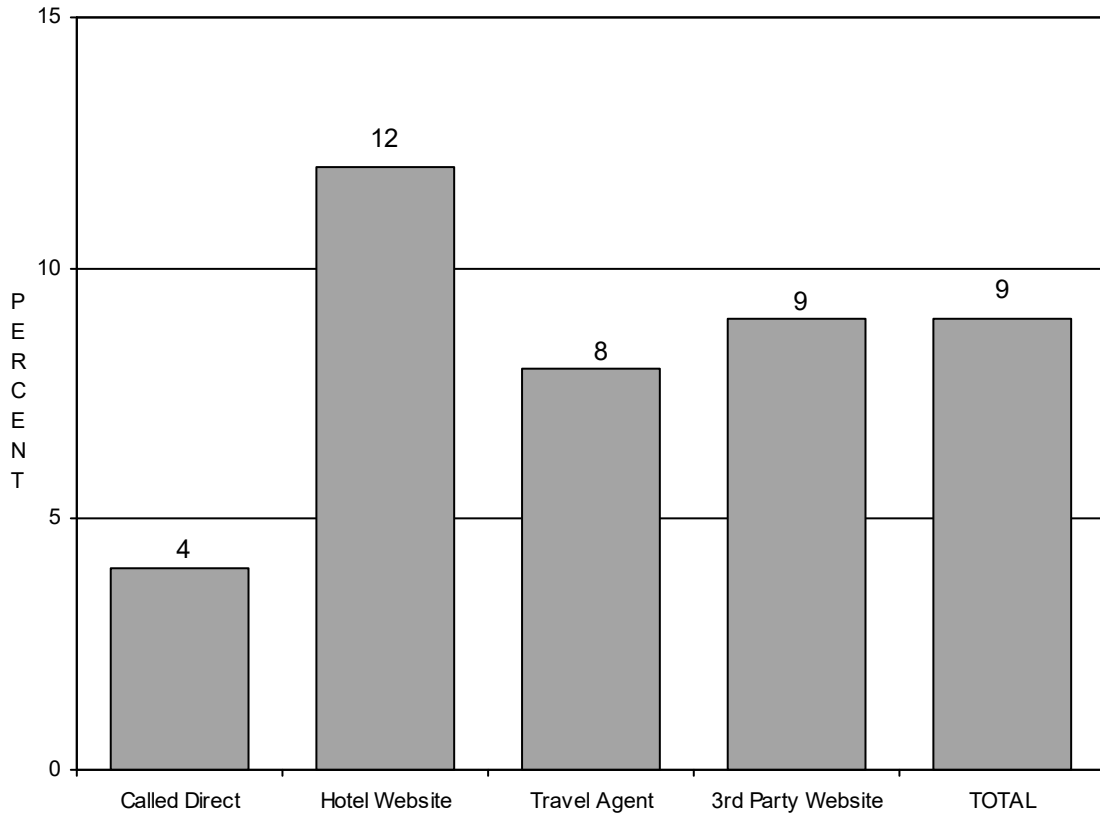


(Base Sizes: Called Direct=14\*, Hotel Website=91, Travel Agent=185, 3<sup>rd</sup> Party Website=398, TOTAL=851)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit. Overall, six in ten (60%) first time visitors said they were visiting Las Vegas for vacation or pleasure. Travel Agent Bookers (75%) were more likely than Third-Party Website Bookers (58%) to say they were visiting for vacation or pleasure. Third-Party Website Bookers (16%) were more likely than Travel Agent Bookers (3%) or Hotel Website Bookers (2%) to say they were visiting friends or relatives, while Hotel Website Bookers (13%) and Third-Party Website Bookers (10%) were both more likely than Travel Agent Bookers (2%) to say they were attending a special event.

\* Note small base size for Hotel Callers.

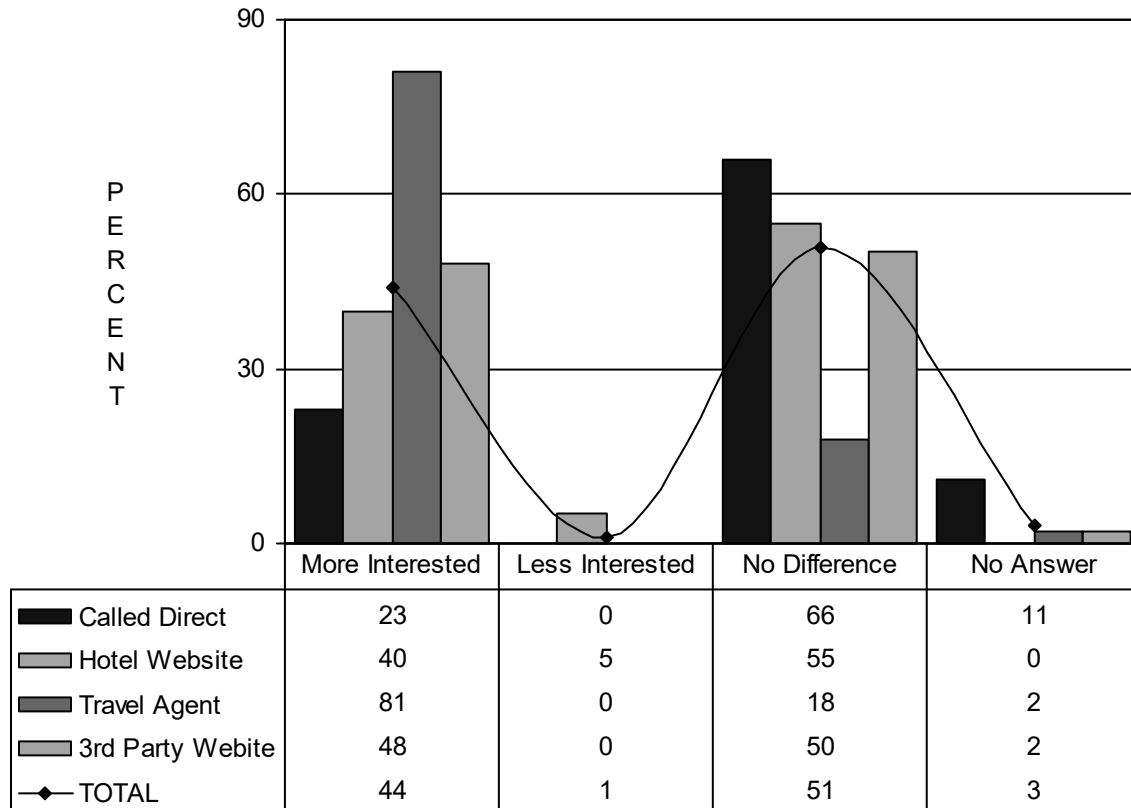
FIGURE 7  
Conventions/Trade Shows/Associations/Corporate Meetings



Only "yes" responses are reported in this figure.

Visitors were asked if they had participated in or attended a convention, trade show, association, or corporate meeting while in Las Vegas. Nine percent (9%) said they had. Hotel Callers (4%) were less likely than Hotel Website Bookers (12%), Third-Party Website Bookers (9%) and Travel Agent Bookers (8%), to have done so.

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

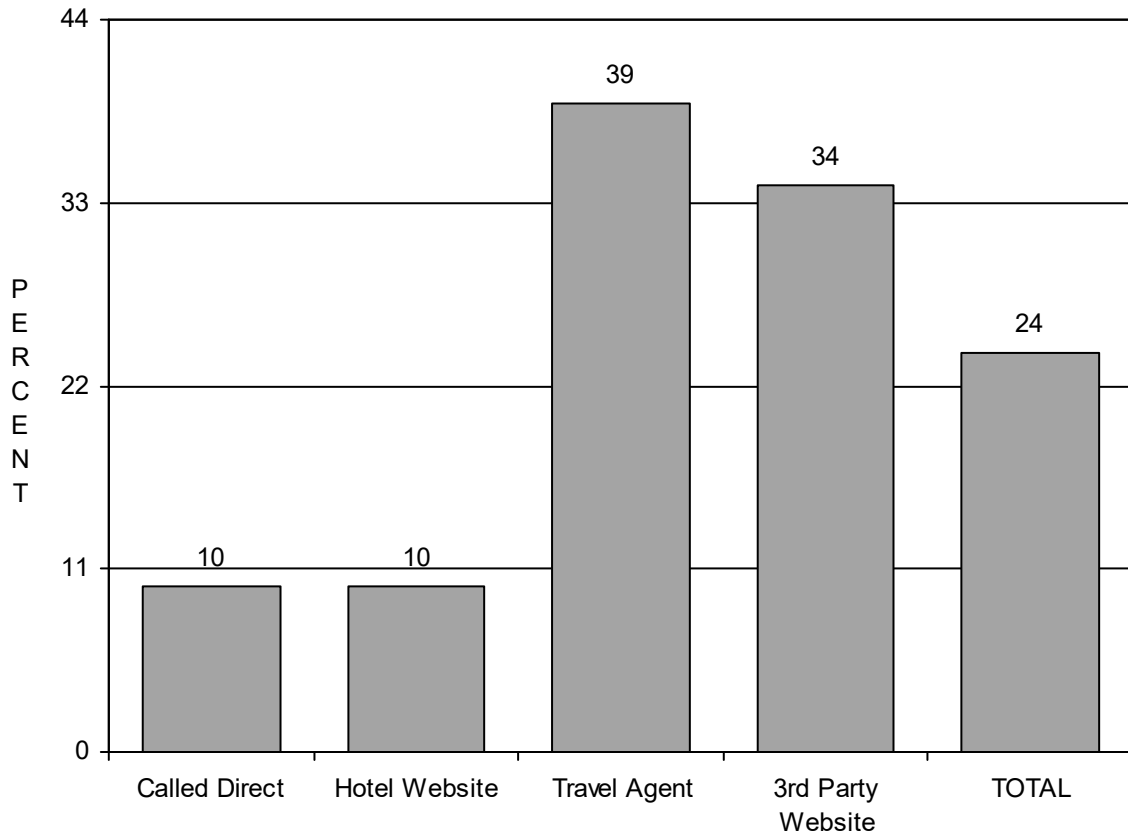


(Base Sizes: Called Direct=22\*, Hotel Website=59, Travel Agent=28\*, 3<sup>rd</sup> Party Website=113, TOTAL=313)

Convention visitors were asked if holding a convention, trade show, association or corporate meeting in Las Vegas made them more or less interested in attending — or if it made no difference. Overall, 44% said it made them more interested in attending, while 51% said it made no difference. Travel Agent Bookers (81%) were the most likely to say it made them more interested in attending.

\* Note small base size for Hotel Callers and Travel Agent Bookers.

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



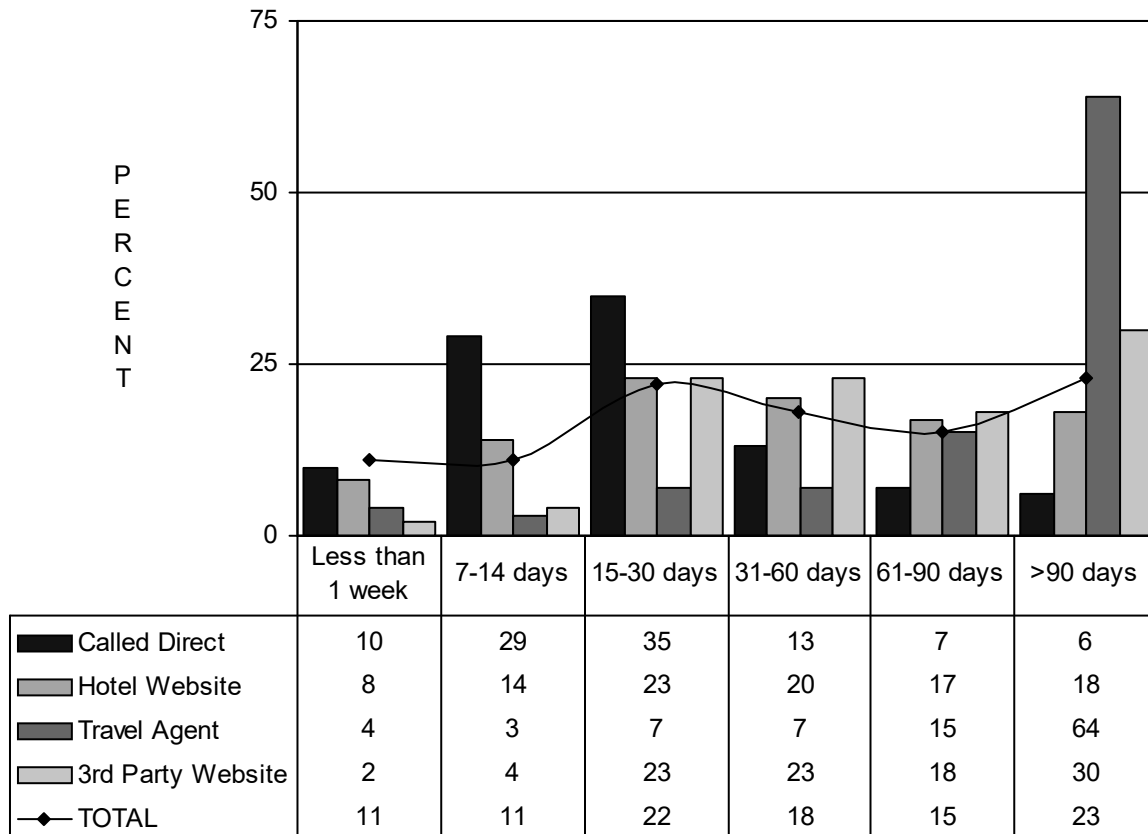
(Base Sizes: Called Direct=22\*, Hotel Website=59, Travel Agent=28\*, 3<sup>rd</sup> Party Website=113, TOTAL=313)  
 Only "yes" responses are reported in this figure.

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, association or corporate meeting with them. Twenty-four percent (24%) said they had. Travel Agent Bookers (39%) and Third-Party Website Bookers (34%) were more likely than Hotel Callers or Hotel Website bookers (10% each) to say they had brought someone with them.

\* Note small base size for Hotel Callers and Travel Agent Bookers.

TRAVEL PLANNING

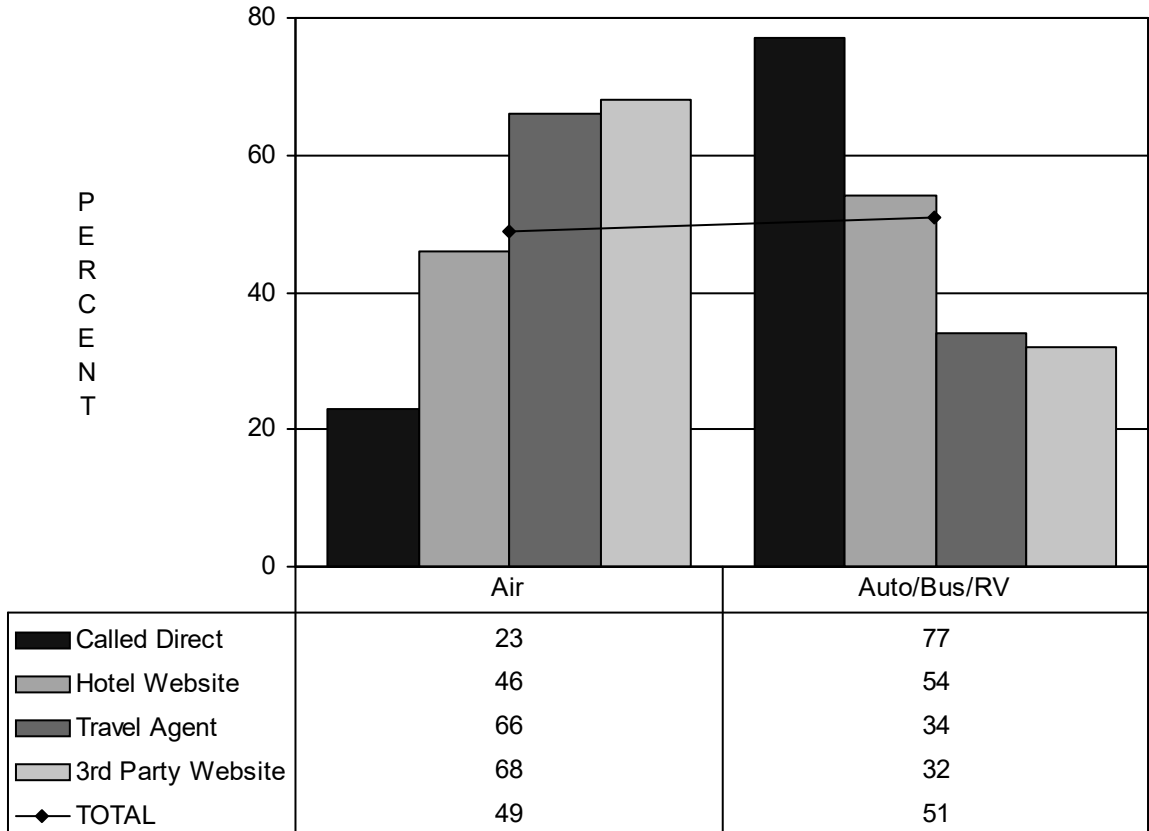
FIGURE 10  
Advance Travel Planning



More than six in ten (64%) of Travel Agent Bookers planned their trip to Las Vegas more than 90 days in advance, compared to 30% of Third-Party Website Bookers, who in turn were more likely than Hotel Website Bookers (18%) to give this response, while Hotel Callers (6%) were the least likely to book that far in advance. Hotel Callers (64%) were more likely than Hotel Website Bookers (37%), who in turn were more likely than Third-Party Website Bookers (27%) to plan their trip one week to one month in advance, while Travel Agent Bookers (10%) were the least likely. Hotel Callers (10%) and Hotel Website Bookers (8%) were both more likely than Travel Agent Bookers (4%) to plan their trip less than one week in advance, while Third-Party Website Bookers (2%) were the least likely to do so.

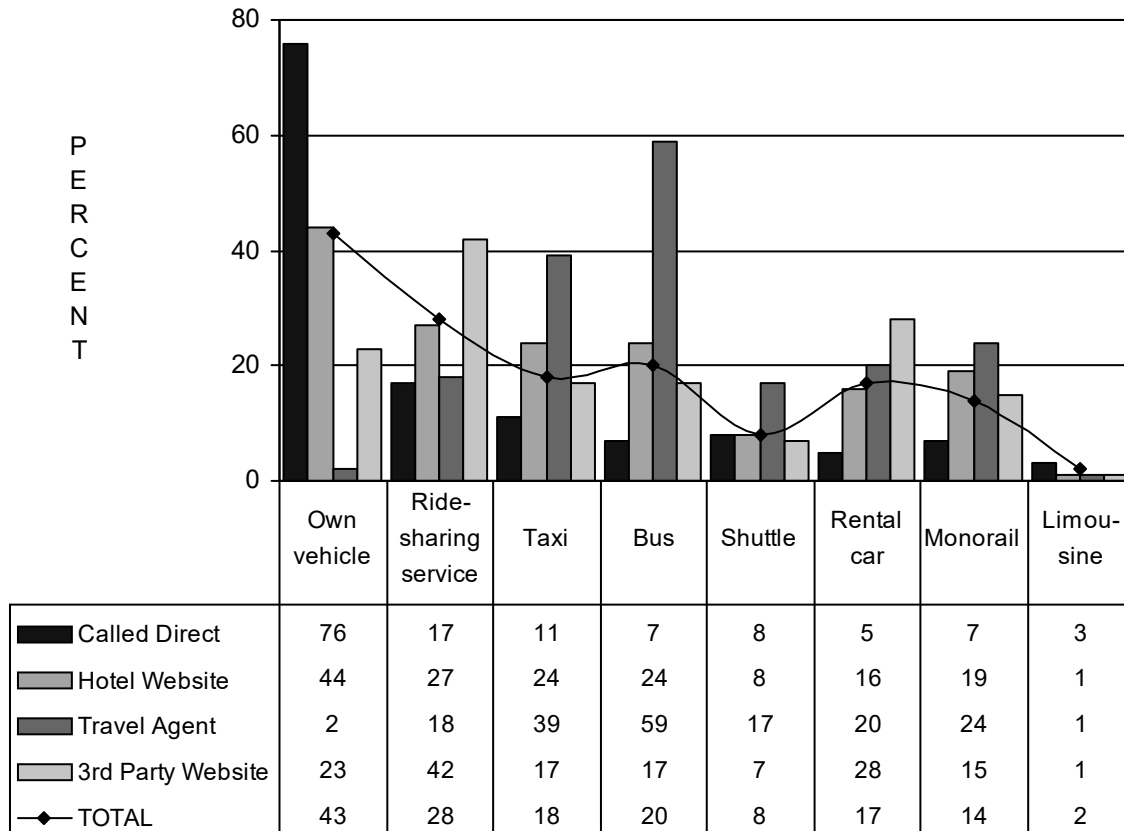


FIGURE 11  
Transportation To Las Vegas



Third-Party Website Bookers (68%) and Travel Agent Bookers (66%) were more likely to have traveled to Las Vegas by air than Hotel Website Bookers (46%), while Hotel Callers (23%) were the least likely to have done so.

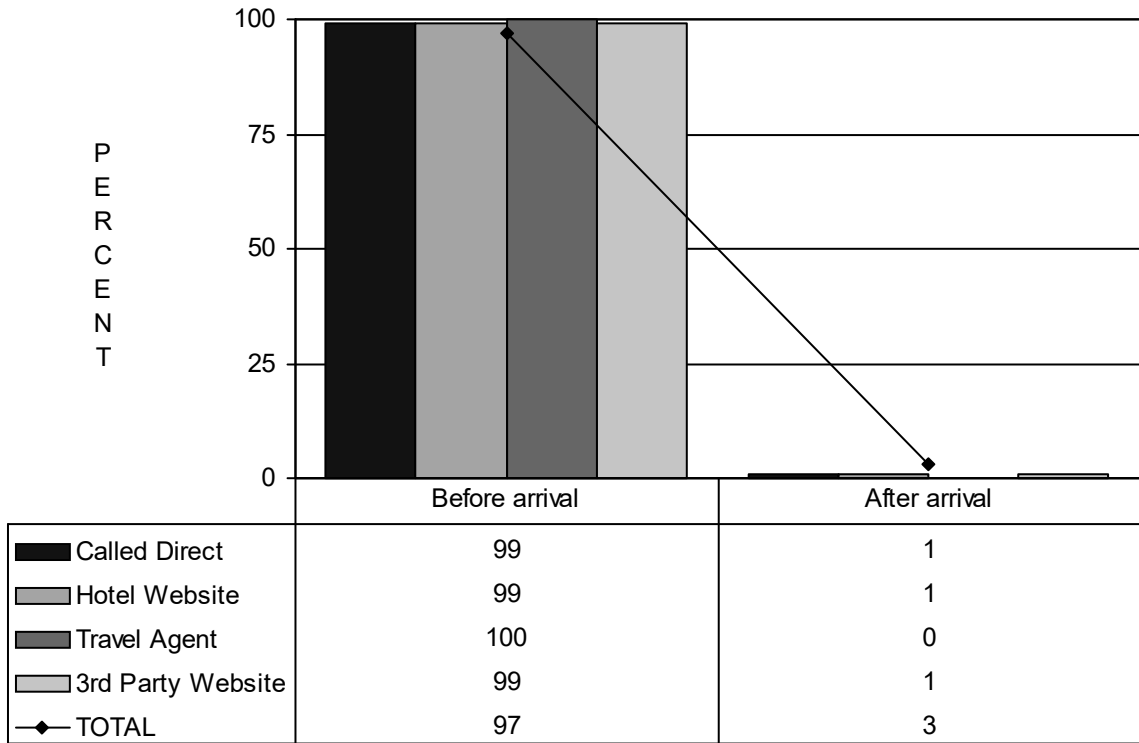
FIGURE 12  
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Hotel Callers (76%) were more likely than Hotel Website Bookers (44%), who in turn were more likely than Third-Party Website Bookers (23%) to have used their own vehicle, while Travel Agent Bookers (2%) were by far the least likely. Travel Agent Bookers were the most likely to have taken a bus (59%), a taxi (39%) or a hotel shuttle (17%). Hotel Website Bookers were also more likely than Third-Party Website Bookers or Hotel Callers to have taken a bus or a taxi (24% each). Third-Party Website Bookers (42%) were the most likely group to have used a ride sharing service, while Hotel Website Bookers (27%) were also more likely than Travel Agent Bookers (18%) and Hotel Callers (17%) to have done so. Travel Agent Bookers (24%) were more likely than Third-Party Website Bookers (15%) to have used the Monorail, while Hotel Callers (7%) were the least likely to have ridden the monorail during their visit.

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

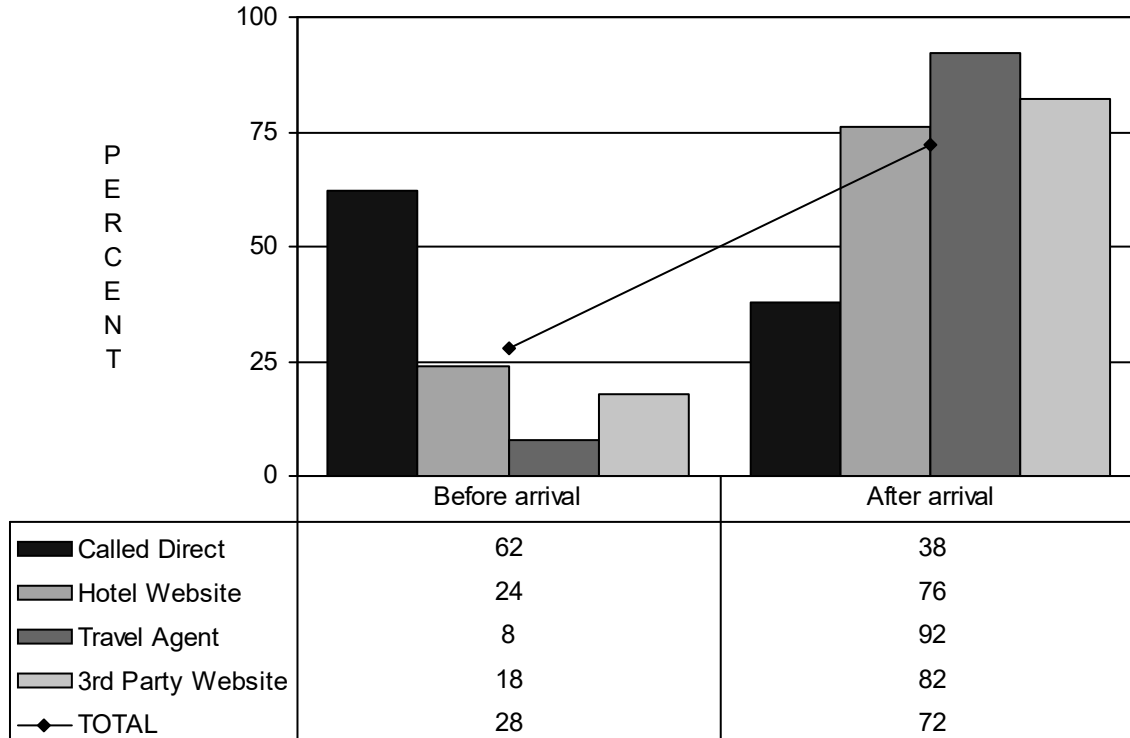


(Base Sizes: Called Direct=584, Hotel Website=812, Travel Agent=340, 3<sup>rd</sup> Party Website=919, TOTAL=3584)

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

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

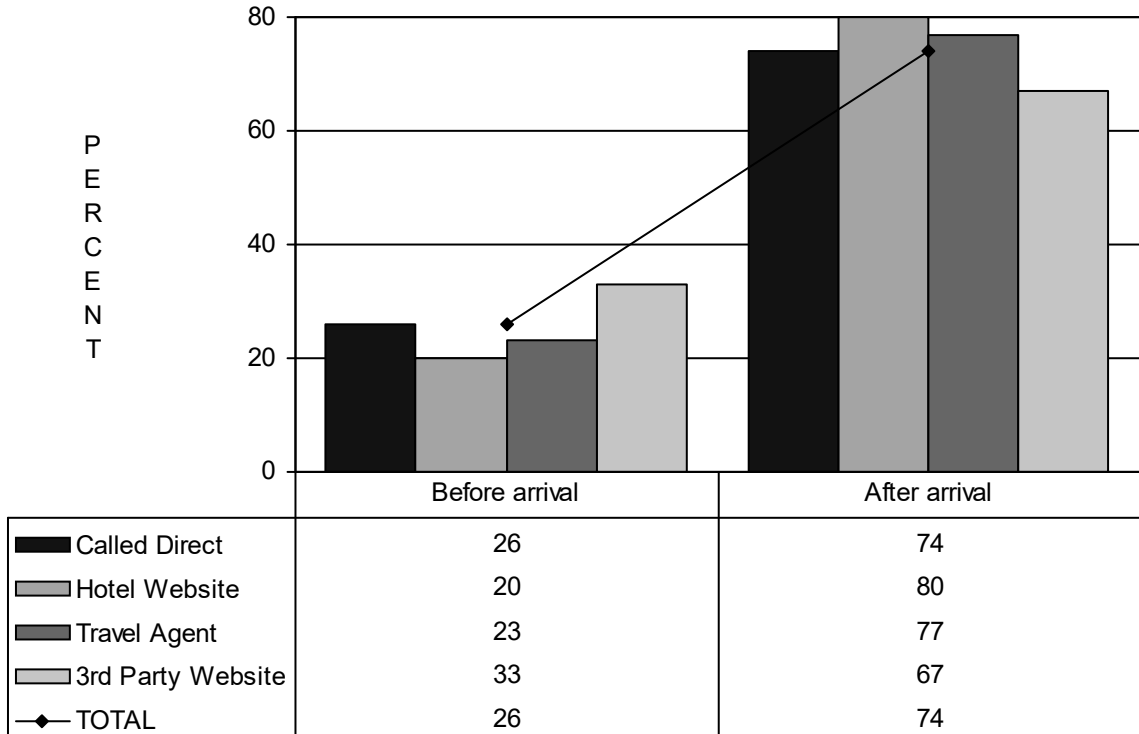


(Base Sizes: Called Direct=482, Hotel Website=671, Travel Agent=263, 3<sup>rd</sup> Party Website=672, TOTAL=2679)

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

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

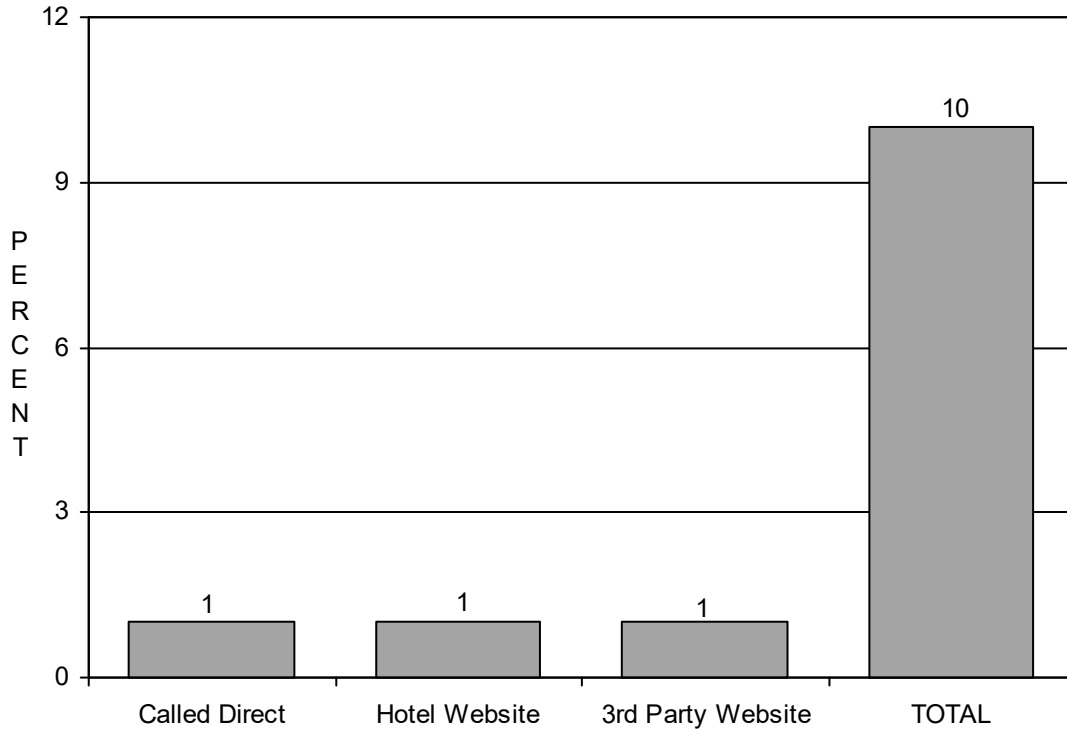


(Base Sizes: Called Direct=246, Hotel Website=474, Travel Agent=248, 3<sup>rd</sup> Party Website=632, TOTAL=2096)

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

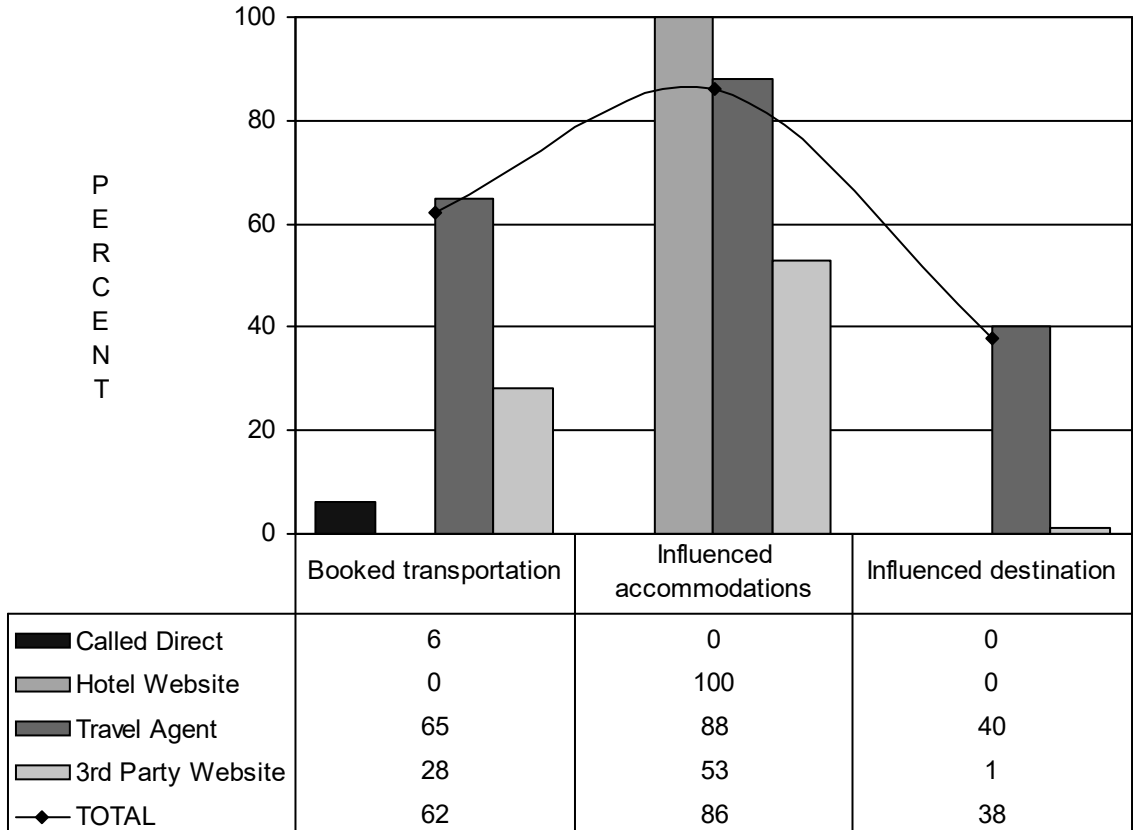
FIGURE 16  
Travel Agent Assistance



Only "yes" responses are reported in this figure.

Ten percent (10%) of all visitors said they used a travel agent to help plan their trip to Las Vegas. There were no significant differences among Hotel Callers, Hotel Website Bookers, and Third-Party Website Bookers (1% each) on whether they were assisted by a travel agent in planning their trip. Nearly all respondents (97%) who said they booked their room through a travel agent used a travel agent to plan their current trip.

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



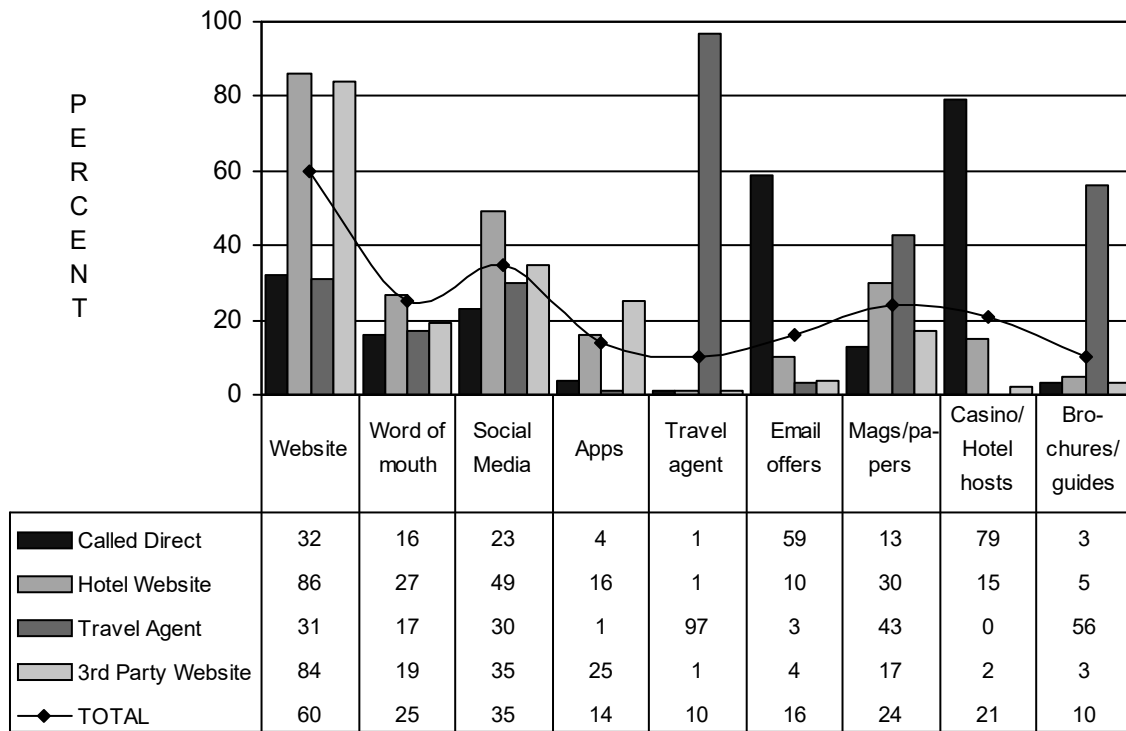
Multiple responses permitted  
(Base Sizes: Called Direct=3\*, Hotel Website=3\*, Travel Agent=336, 3<sup>rd</sup> Party Website=12\*, TOTAL=367)

All travel agent bookers (100%) who used a travel agent to plan their trip to Las Vegas said the travel agent booked their accommodations\*. Nearly two-thirds of Travel Agent Bookers (65%) said the travel agent booked their transportation, nearly nine in ten (88%) said the agent influenced their choice of accommodations, and four in ten (40%) said the travel agent influenced their choice of Las Vegas as a destination.

\* Note small base sizes for Hotel Callers and Website Bookers.

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

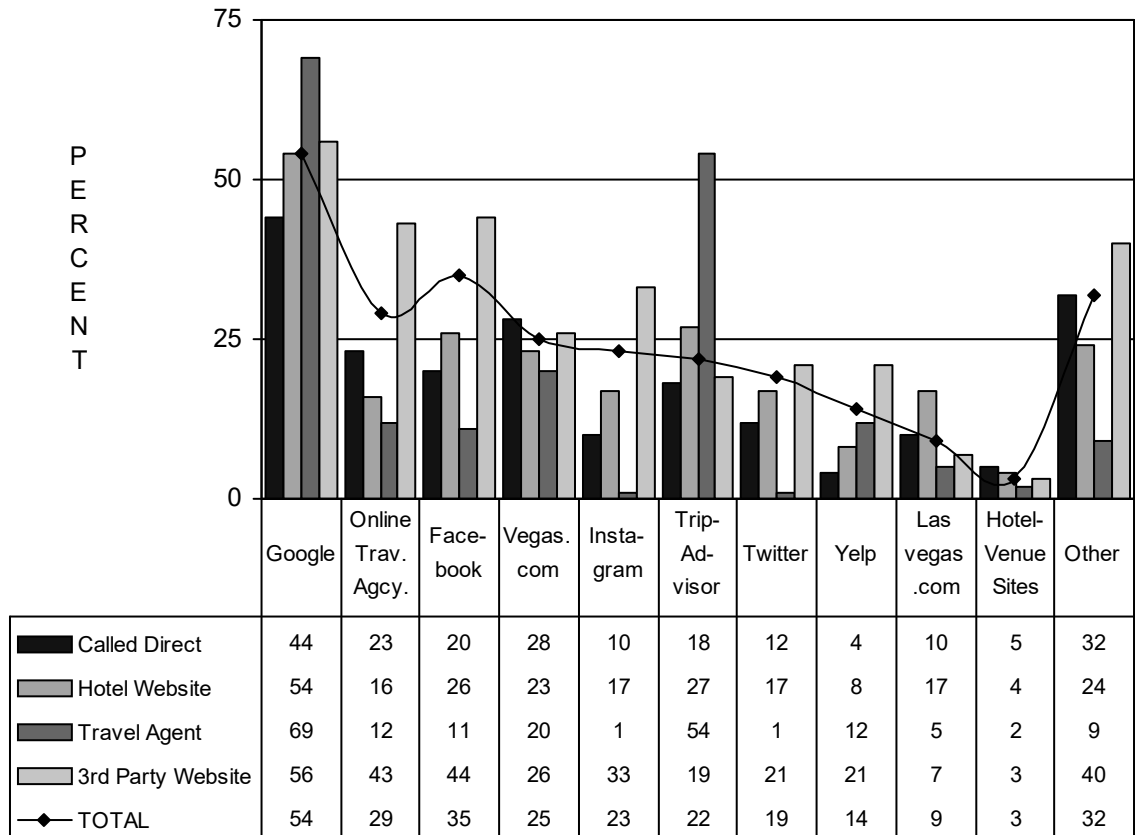
FIGURE 18  
Tools Used In Planning Trip To Las Vegas



Visitors were asked what tools they used to plan their trip to Las Vegas. Hotel Website (86%) and Third-Party Website Bookers (84%) were more likely than Hotel Callers (32%) or Travel Agent Bookers (31%) to say they used a website. Third-Party Website Bookers (25%) were also the most likely group to say they used an app in planning their trip. Hotel Website Bookers were the most likely segment to say they used Social Media (49%) or word of mouth (27%). Hotel Callers were the most likely to say that they consulted with casino or hotel hosts (79%) or used email offers (59%) when planning their trip, while Travel Agent Bookers were the most likely subgroup to say that they referred to magazines or newspapers (43%) or printed brochures or travel guides (56%).



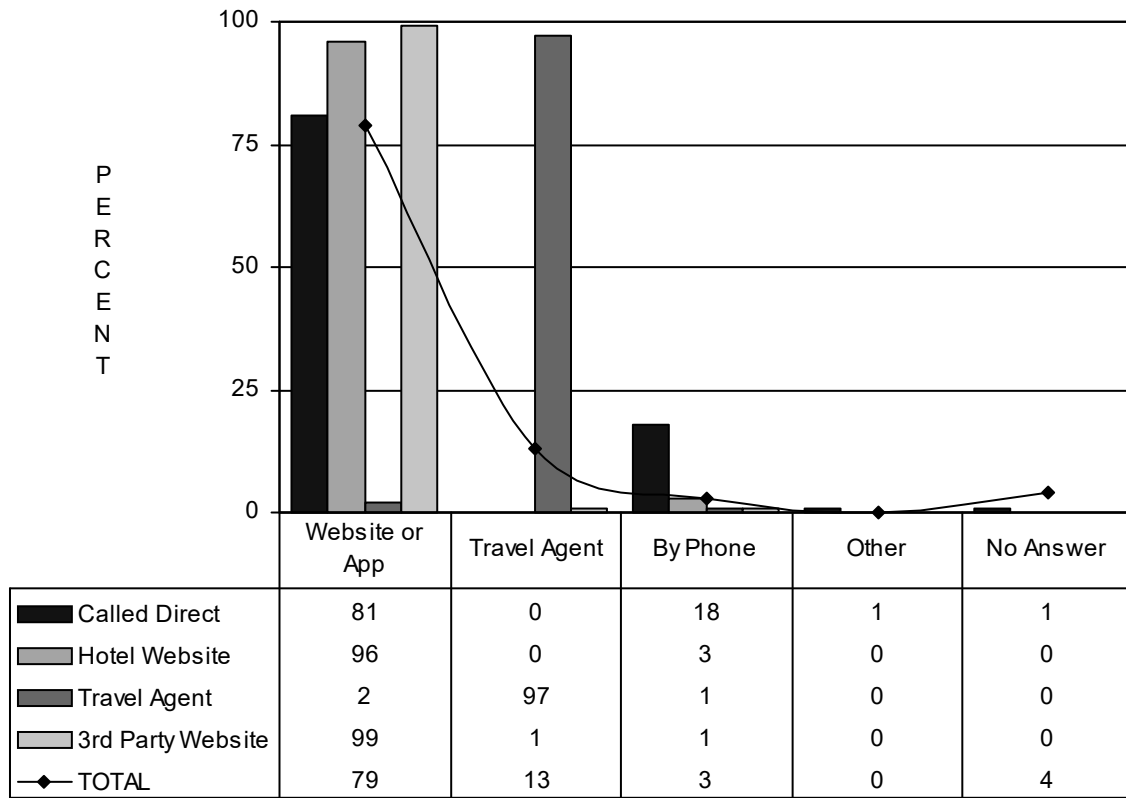
**FIGURE 19**  
Social Media And Travel Review Apps Or Websites Used In Planning Trip To Las Vegas  
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)



Multiple responses permitted  
(Called Direct=224, Hotel Website=443, Travel Agent=115, 3<sup>rd</sup> Party Website=1262, TOTAL=2464)

Among those visitors who said they used websites, social media platforms, or apps to plan their trip, over one-half (54%) said they used Google, over one-third (35%) said they used Facebook, and three in ten (29%) said they consulted reviews at online travel agencies. Travel Agent Bookers were the most likely segment to say they used Google (69%) or TripAdvisor (54%). Third-Party Website Bookers were the most likely group to use Facebook (44%), Instagram (33%), Yelp (21%), or to say they consulted reviews at online travel agencies (43%). Hotel Website Bookers (17%) were the most likely booking segment to say they used LasVegas.com.

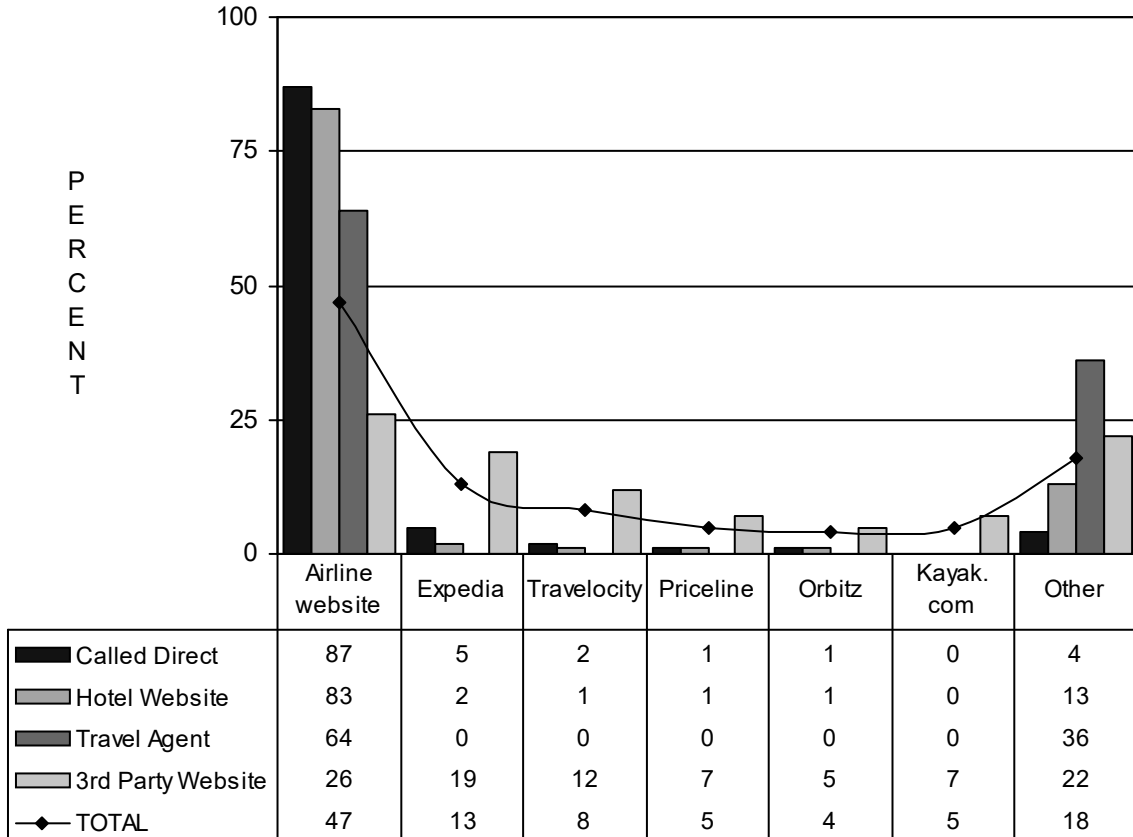
FIGURE 20  
How Booked Flight To Las Vegas



(Base Sizes Called Direct=141, Hotel Website=231, Travel Agent=229, 3<sup>rd</sup> Party Website=874, TOTAL=1752)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Nearly eight in ten (79%) said they used a website or an app. Thirteen percent (13%) said they used a travel agent, and 3% said they booked their flight by phone.

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

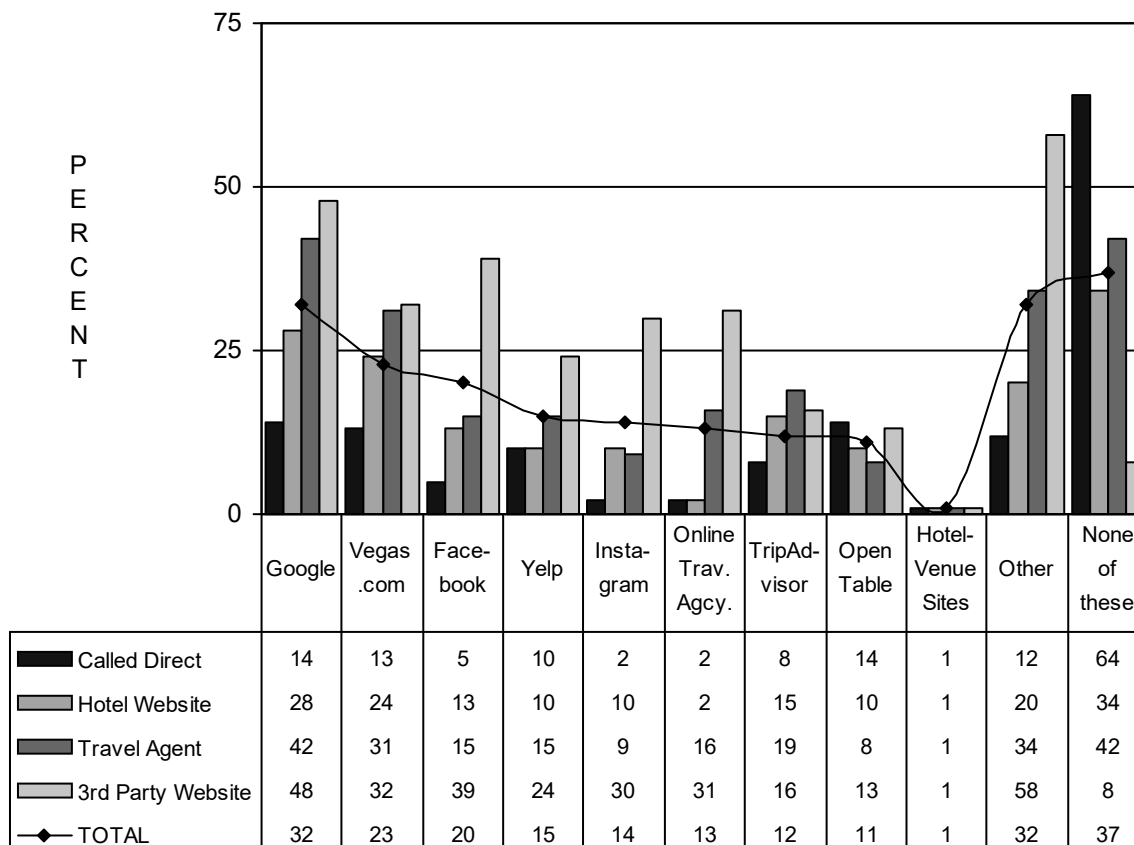


(Base Sizes Called Direct=114, Hotel Website=223, Travel Agent=5\*, 3<sup>rd</sup> Party Website=863, TOTAL=1389)

Among those visitors who booked their flight to Las Vegas via the Internet, almost one-half (47%) used an airline website. Thirteen percent (13%) used Expedia, while 8% used Travelocity. Hotel Callers (87%), Hotel Website Bookers (83%), and Travel Agent Bookers (64%) were all more likely than Third-Party Website Bookers (26%) to have used an airline website. Third-Party Website Bookers were the most likely subgroup to have used Expedia (19%), Travelocity (12%), Priceline or Kayak.com (7% each), or Orbitz (5%).

\* Note small base size for Travel Agent Bookers.

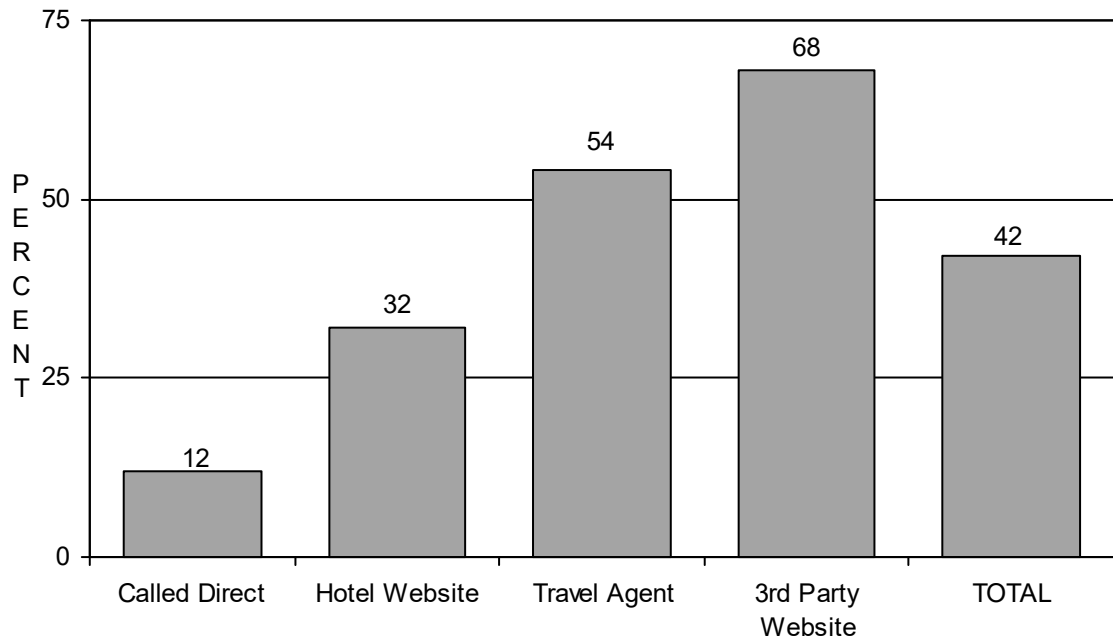
FIGURE 22  
Social Media And Travel Review Apps Or Websites Used During Current Trip To Las Vegas



Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used during their trip in Las Vegas. One-third (32%) mentioned Google, about one in four said they used Vegas.com (23%), and about one in five mentioned Facebook (20%). Thirty-seven percent (37%) of visitors said that they did not use social media apps or sites to plan their activities. Third-Party Website Bookers (48%) and Travel Agent Bookers (42%) were more likely than Hotel Website Bookers (28%) to say that they used Google, while Hotel Callers (14%) were the least likely to give this response. Third-Party Website Bookers (31%) were more likely than Travel Agent Bookers (16%), who in turn were more likely than Hotel Callers or Hotel Website Bookers (2% each) to say they consulted reviews at online travel agencies. Third-Party Website Bookers were also the most likely group to say they used Facebook (39%), Instagram (30%), or Yelp (24%) during their trip. Hotel Callers (64%) were more likely than Travel Agent Bookers (42%), who in turn were more likely than Hotel Website Bookers (34%) to say that did not use any social media apps or sites to plan their activities, while only 8% of Third-Party Website Bookers gave this response.

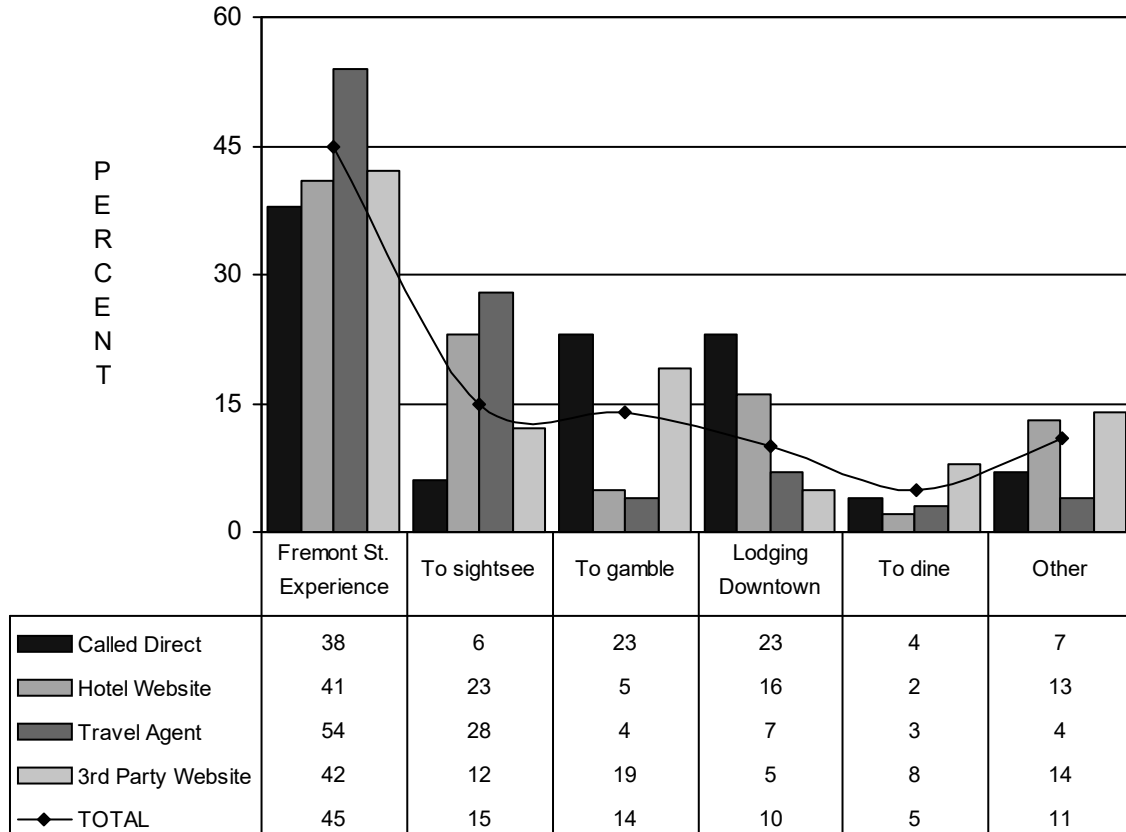
FIGURE 23  
Whether Visited Downtown Las Vegas



Only "yes" responses are reported in this figure.

More than four in ten (42%) of all visitors said they visited Downtown Las Vegas. Third-Party Website Bookers (68%) were more likely to have visited Downtown than Travel Agent Bookers (54%), who in turn were more likely than Hotel Website Bookers (32%), while Hotel Callers (12%) were the least likely to do so.

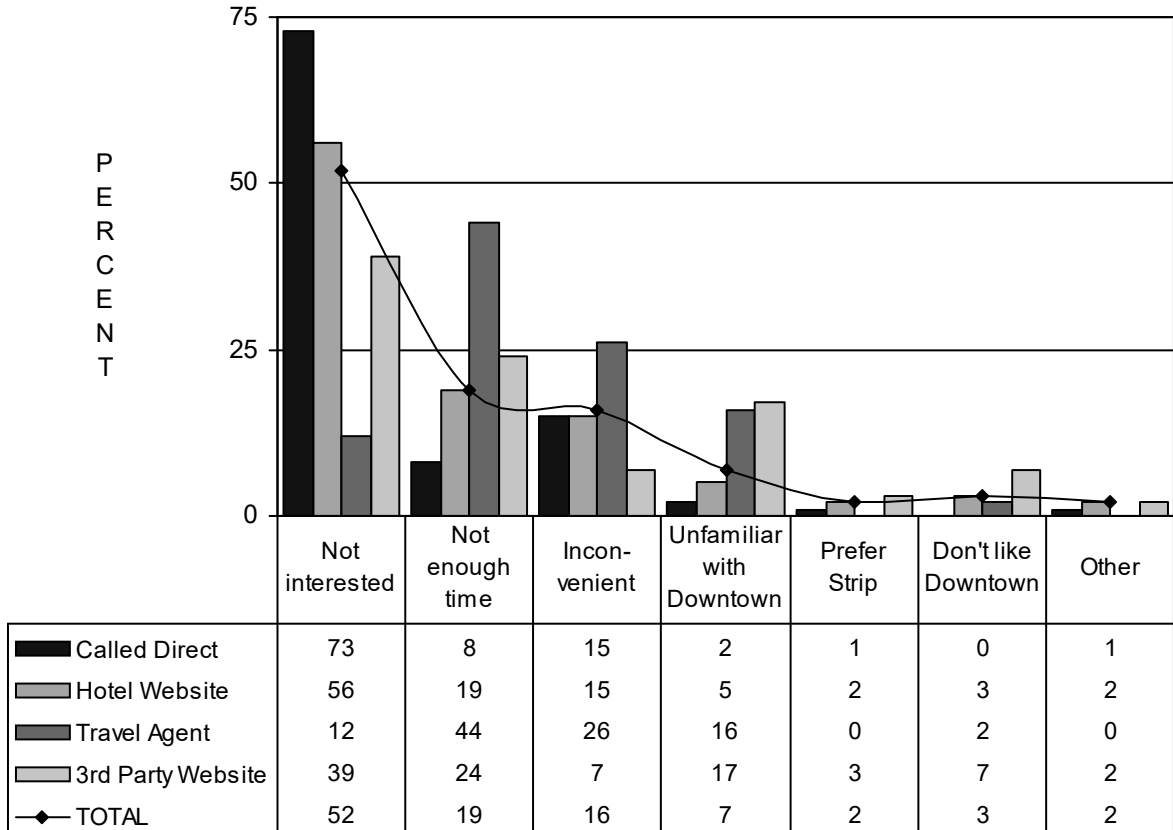
**FIGURE 24**  
**Main Reason For Visiting Downtown Las Vegas**  
(Among Those Who Visited Downtown)



(Base Sizes: Called Direct=74, Hotel Website=159, Travel Agent=188, 3<sup>rd</sup> Party Website=873, TOTAL=1506)

Respondents who visited Downtown were asked why they did so. Overall, 45% said it was to see the Fremont Street Experience. Travel Agent Bookers (54%) were the most likely subgroup to say they went Downtown to see the Fremont Street Experience. Travel Agent Bookers (28%) and Hotel Website Bookers (23%) were more likely than Third-Party Website Bookers (12%) and Hotel Callers (6%) to say they went Downtown to sightsee. Hotel Callers (23%) and Third-Party Website Bookers (19%) were more likely than Hotel Website Bookers (5%) or Travel Agent Bookers (4%) to say they were visiting Downtown primarily to gamble, while Hotel Callers (23%) were also more likely than Travel Agent Bookers (7%) or Third-Party Website Bookers (5%) to say that they were lodging Downtown. Third-Party Website Bookers (8%) were more likely than Travel Agent Bookers (3%) or Hotel Website Bookers (2%) to say they were visiting Downtown to dine.

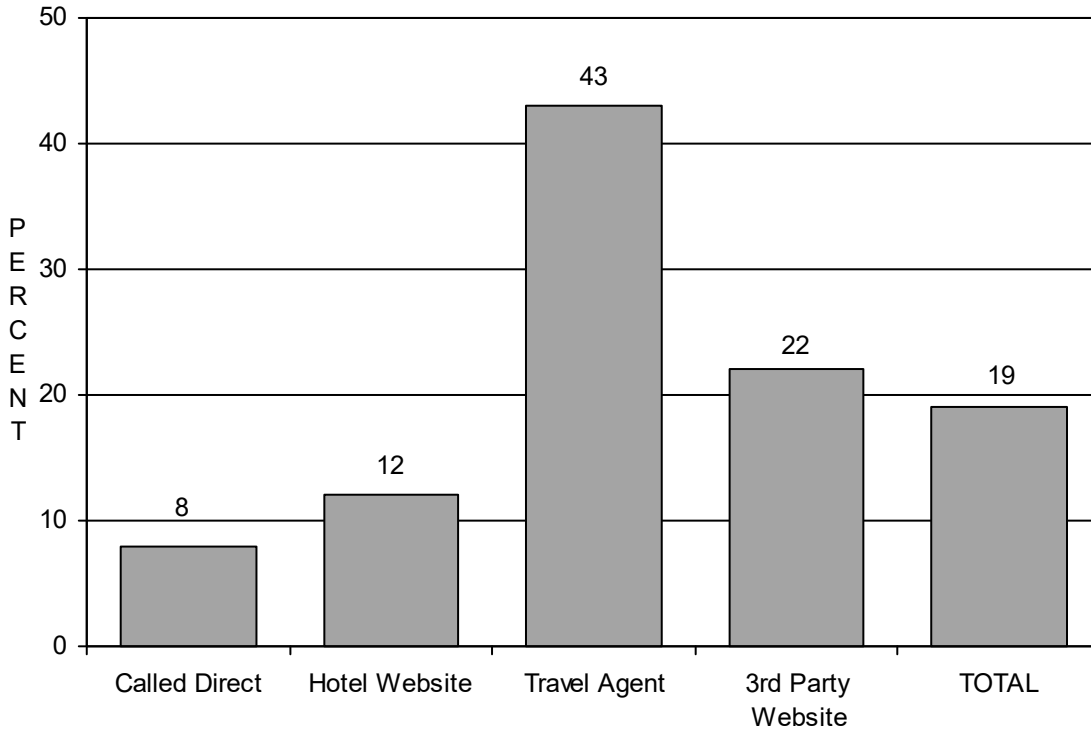
FIGURE 25  
Main Reason For Not Visiting Downtown Las Vegas  
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Called Direct=552, Hotel Website=345, Travel Agent=158, 3rd Party Website=408, TOTAL=2092)

Visitors who did not visit Downtown were asked why they did not. About one-half (52%) said that they were not interested, and about one in five (19%) said they did not have enough time. Hotel Callers (73%) were more likely than Hotel Website Bookers (56%), who in turn were more likely than Third-Party Website Bookers (39%) to say they were not interested in visiting Downtown, while Travel Agent Bookers (12%) were the least likely to give this response. Travel Agent Bookers were the most likely subgroup to say that it was because they didn't have enough time (44%) or that Downtown was inconvenient or out of the way (26%). Third-Party Website Bookers (17%) and Travel Agent Bookers (16%) were more likely than Hotel Website Bookers (5%) or Hotel Callers (2%) to say that they were unfamiliar with the Downtown area. Third-Party Website Bookers were the most likely segment to say that they didn't visit Downtown because they didn't like it (7%).

FIGURE 26  
Visits To Nearby Places\*



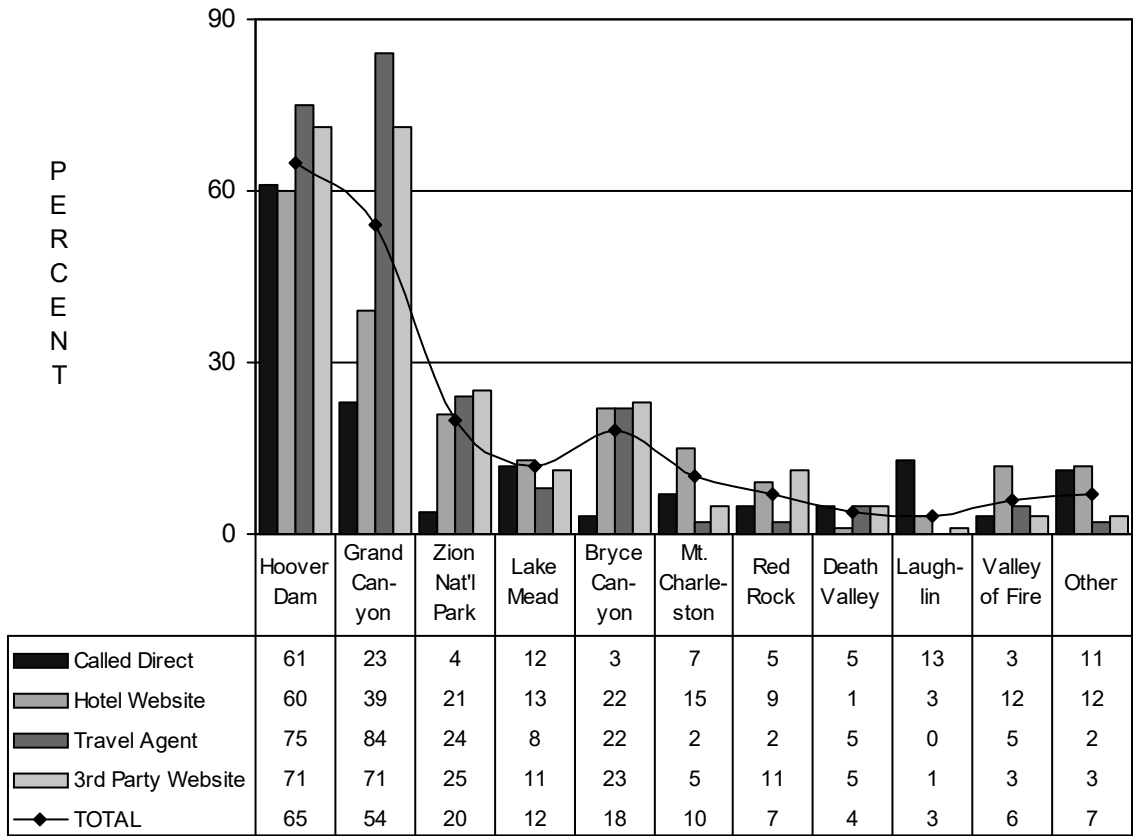
Only "yes" responses are reported in this figure.

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.



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



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

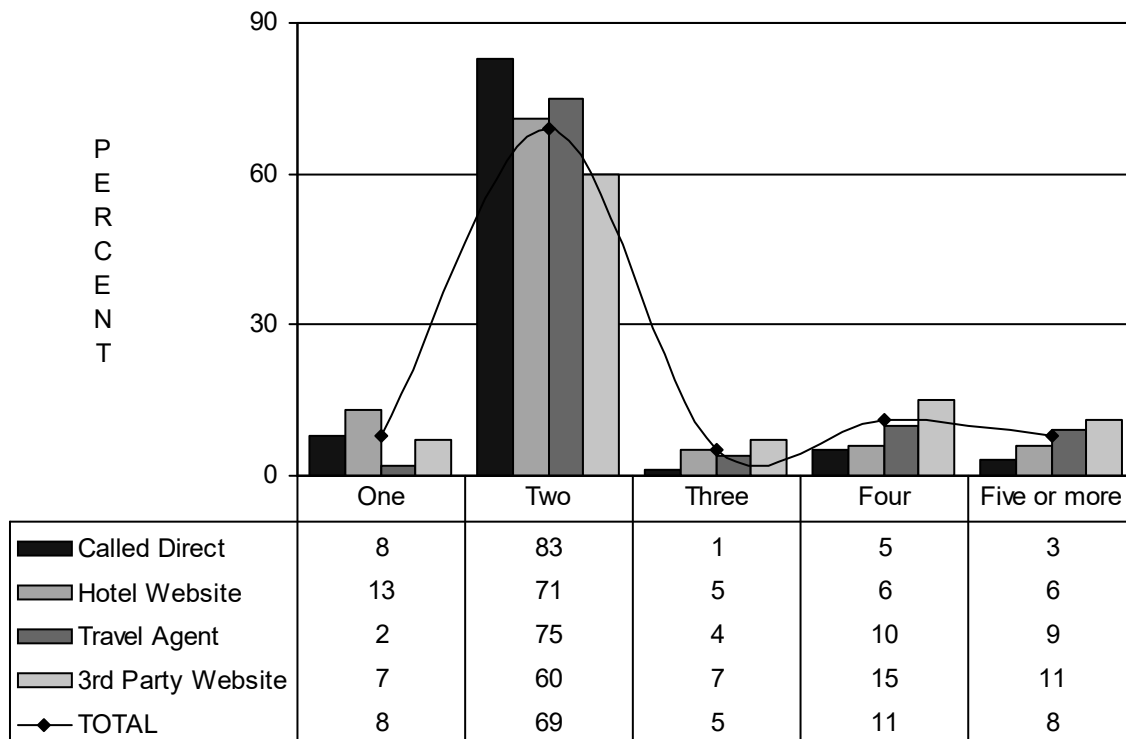
Hoover Dam (65%) and the Grand Canyon (54%) were by far the two most popular nearby destinations visited. Travel Agent Bookers were the most likely segment to have visited the Grand Canyon (84%), while Third-Party Website Bookers (71%) were also more likely than Hotel Website Bookers (39%) or Hotel Callers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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

### TRIP CHARACTERISTICS AND EXPENDITURES

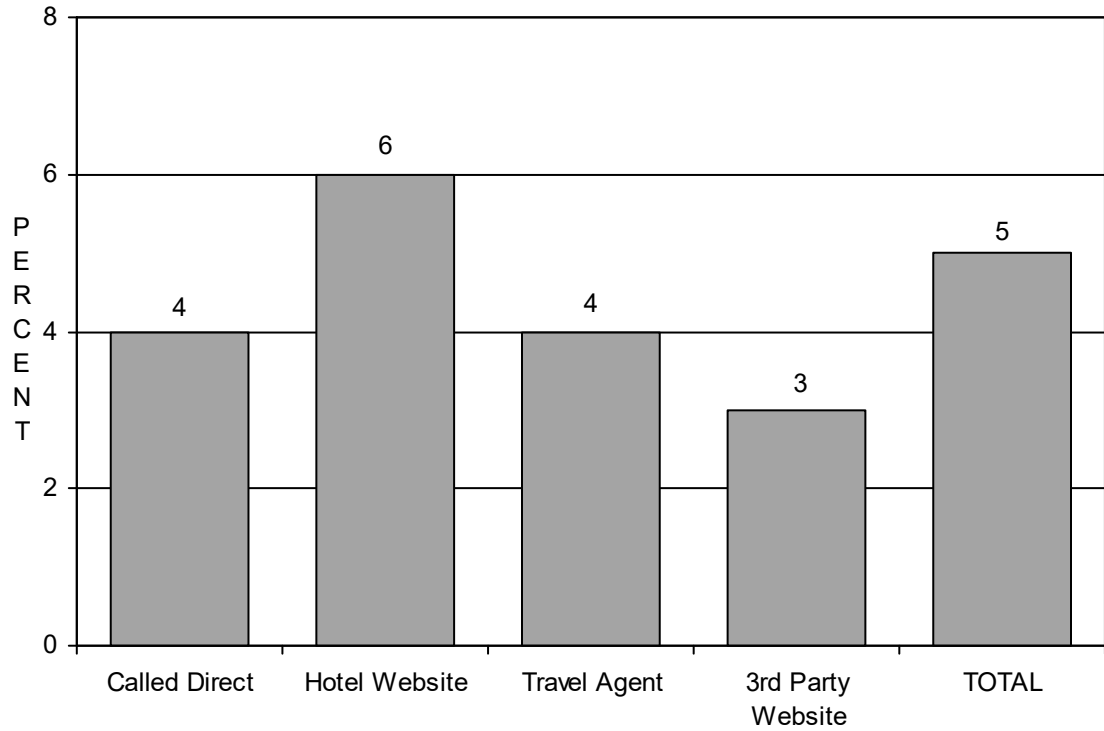
Seven in ten visitors (69%) traveled to Las Vegas in parties of two. The average party size among all visitors was 2.5 adults. The average party sizes for Third-Party Website Bookers (2.7 adults) and Travel Agent Bookers (2.5 adults) were higher than for Hotel Callers (2.2 adults). Hotel Callers (83%) were the most likely, and Third-Party Website Bookers (60%) the least likely segment to be travelling in a party of two. Third-Party Website Bookers (15%) were the most likely subgroup to say they were travelling in a party of four. Hotel Website Bookers (13%) were the most likely, and Travel Agent Bookers (2%) the least likely group to say they were travelling alone.

FIGURE 28  
Adults In Immediate Party



(Means Called Direct=2.2, Hotel Website=2.3, Travel Agent=2.5, 3<sup>rd</sup> Party Website =2.7, TOTAL=2.5)

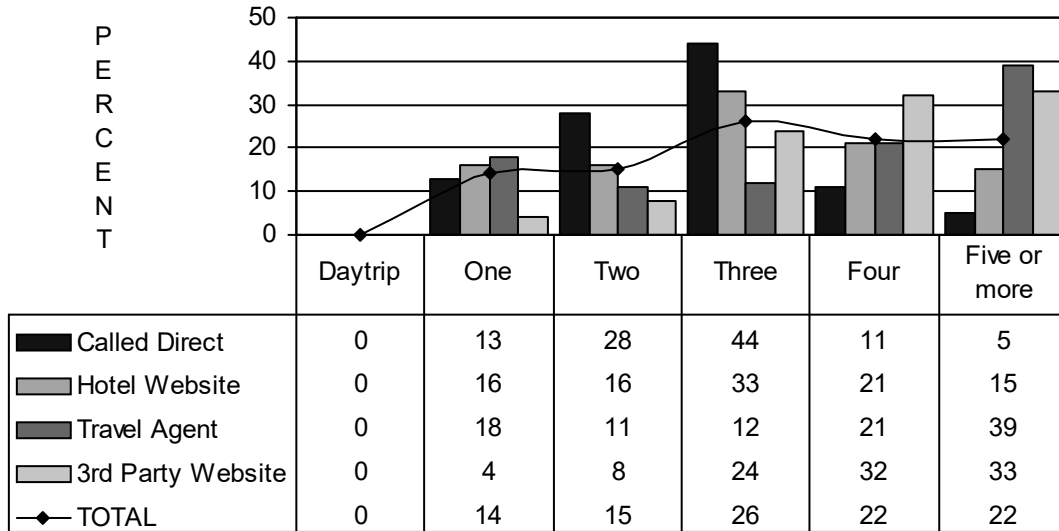
FIGURE 29  
Persons In Immediate Party Under Age 21  
(Among All Visitors)



Only "yes" responses are reported in this figure.

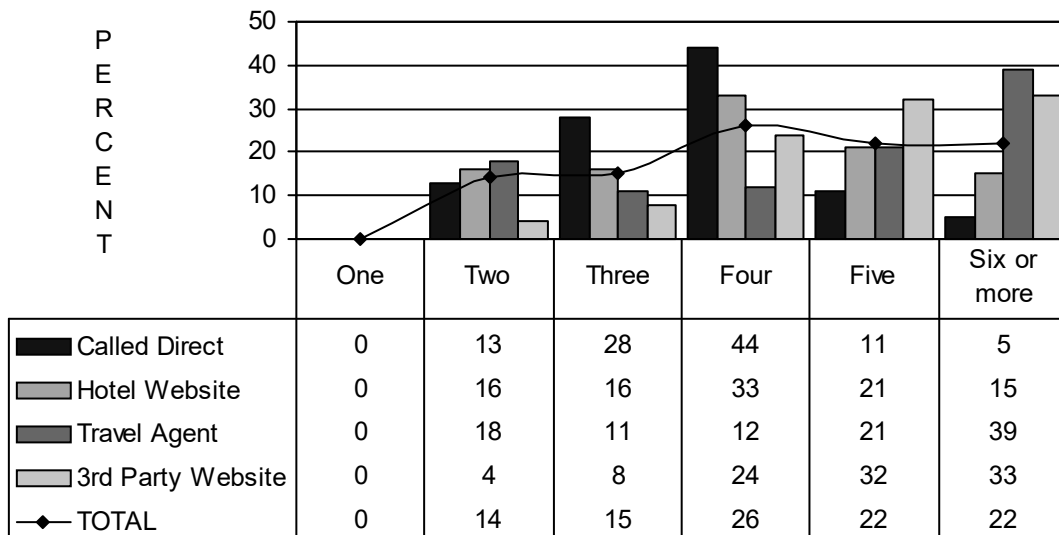
Five percent (5%) of all visitors said they were traveling with people under the age of 21 in their parties. Hotel Website Bookers (6%) were more likely than Third-Party Website Bookers (3%) to say they had someone under the age of 21 in their party.

FIGURE 30  
Nights Stayed



(Means Called Direct=2.7, Hotel Website=3.1, Travel Agent=3.8, 3<sup>rd</sup> Party Website =4.0; TOTAL=3.4)

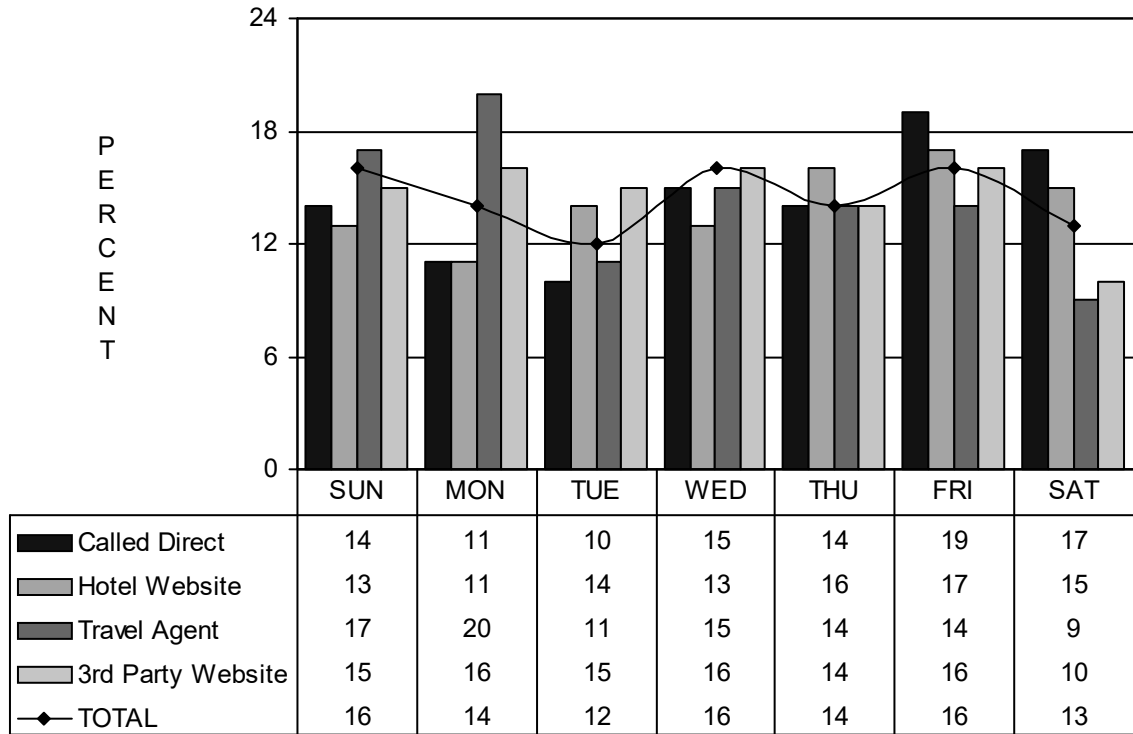
FIGURE 31  
Days Stayed



(Means Called Direct=3.7, Hotel Website=4.1, Travel Agent=4.8, 3<sup>rd</sup> Party Website =5.0; TOTAL=4.4)

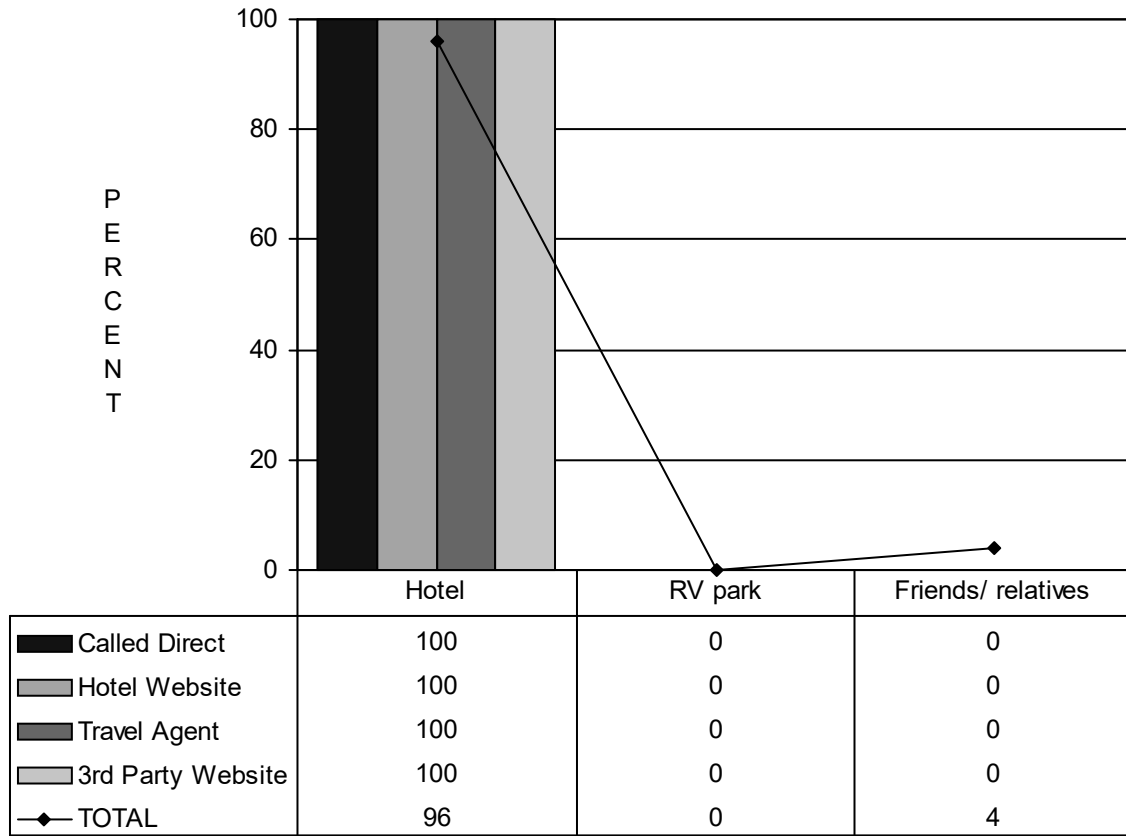
Visitors stayed in Las Vegas an average of 3.4 nights and 4.4 days. On average, Third-Party Website Bookers (4.0 nights and 5.0 days) and Travel Agent Bookers (3.8 nights and 4.8 days) stayed longer in Las Vegas than Hotel Website Bookers (3.1 nights and 4.1 days), while Hotel Callers (2.7 nights and 3.7 days) reported the shortest average stay.

FIGURE 32  
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Travel Agent Bookers (20%) and Third-Party Website Bookers (16%) were the most likely to arrive on a Monday, while Hotel Callers (17%) and Hotel Website Bookers (15%) were more likely to arrive on a Saturday.

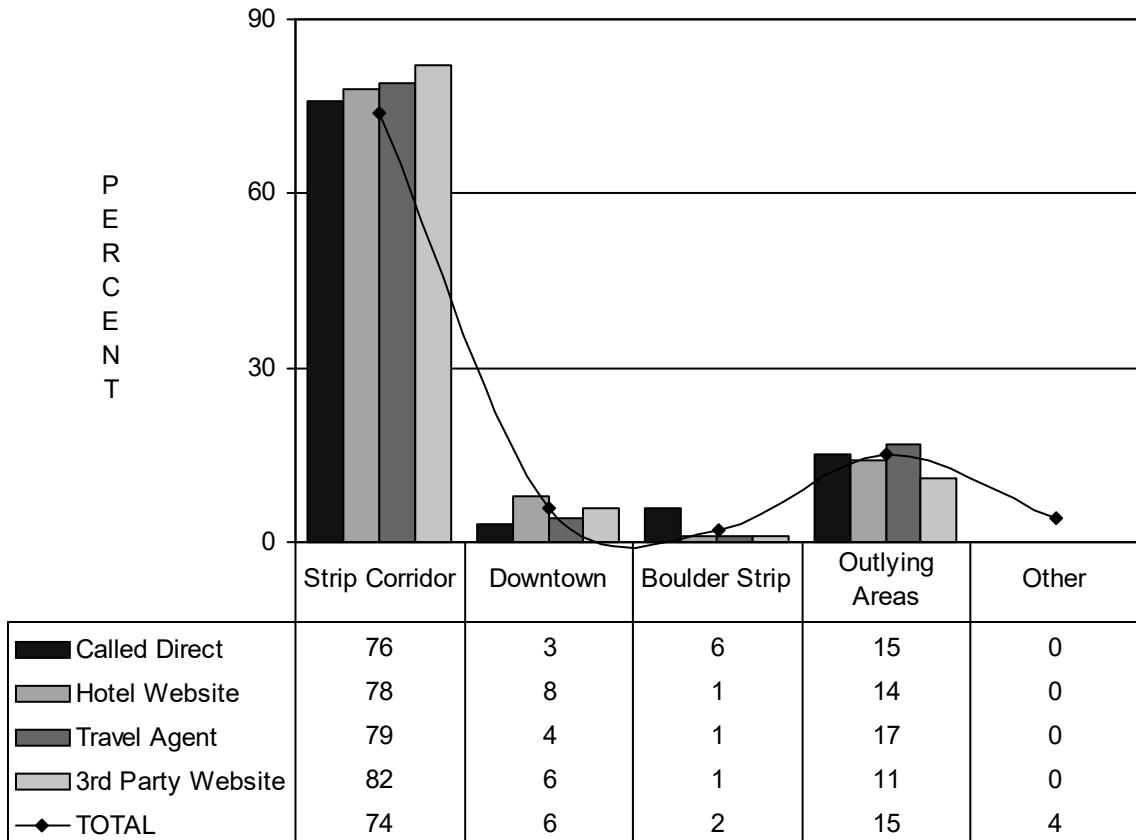
FIGURE 33  
Type Of Lodging  
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3588)

Among the vast majority of visitors who stayed overnight in Las Vegas, 96% lodged in a hotel and 4% stayed with friends or relatives. All of the less than 1% of visitors (13 visitors) who lodged in an RV Park booked their stay in person at the RV Park.

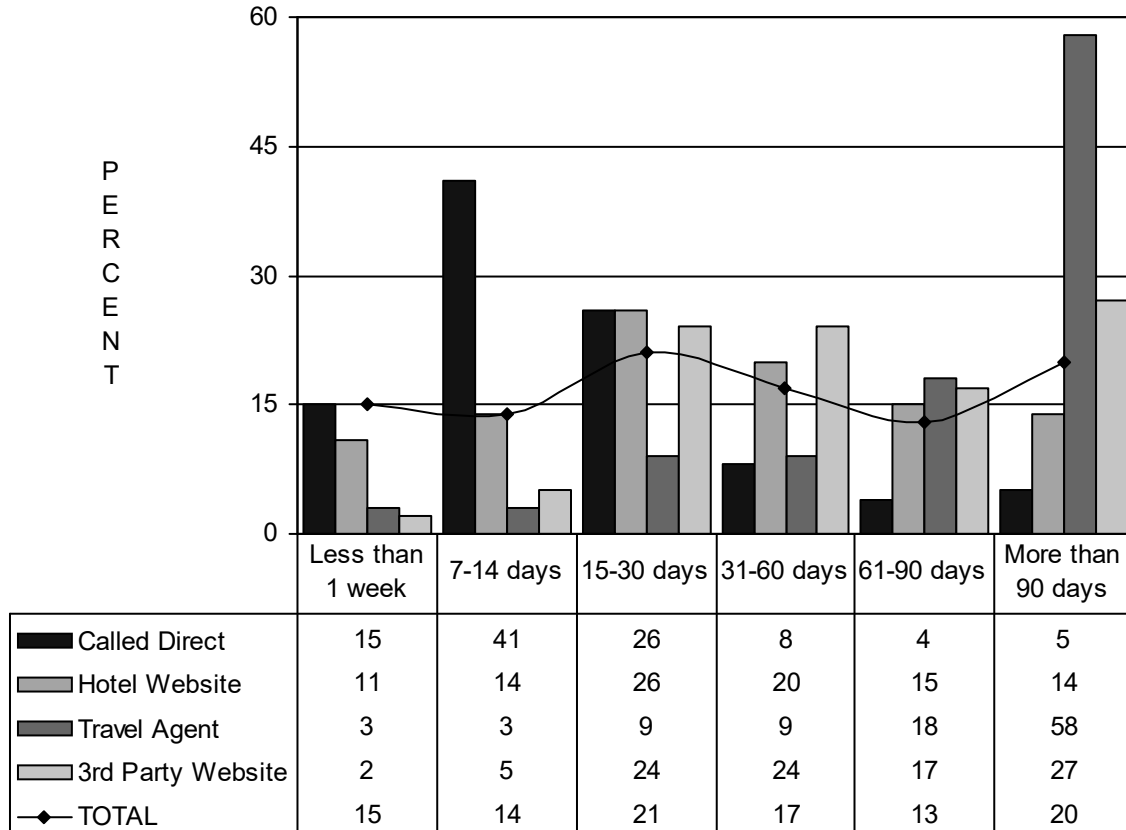
**FIGURE 34**  
**Location Of Lodging**  
(Among Those Who Stayed Overnight)



(Base Sizes: Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3588)

In terms of lodging location, nearly three-quarters (74%) of visitors stayed on the Strip Corridor. Both Hotel Website Bookers (8%) and Third-Party Website Bookers (6%) were more likely than Hotel Callers (3%) to have stayed Downtown. Hotel Callers (6%) were the most likely subgroup to have lodged on the Boulder Strip, while Travel Agent Bookers (17%) were more likely than Third-Party Website Bookers (11%) to have stayed in outlying areas.

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

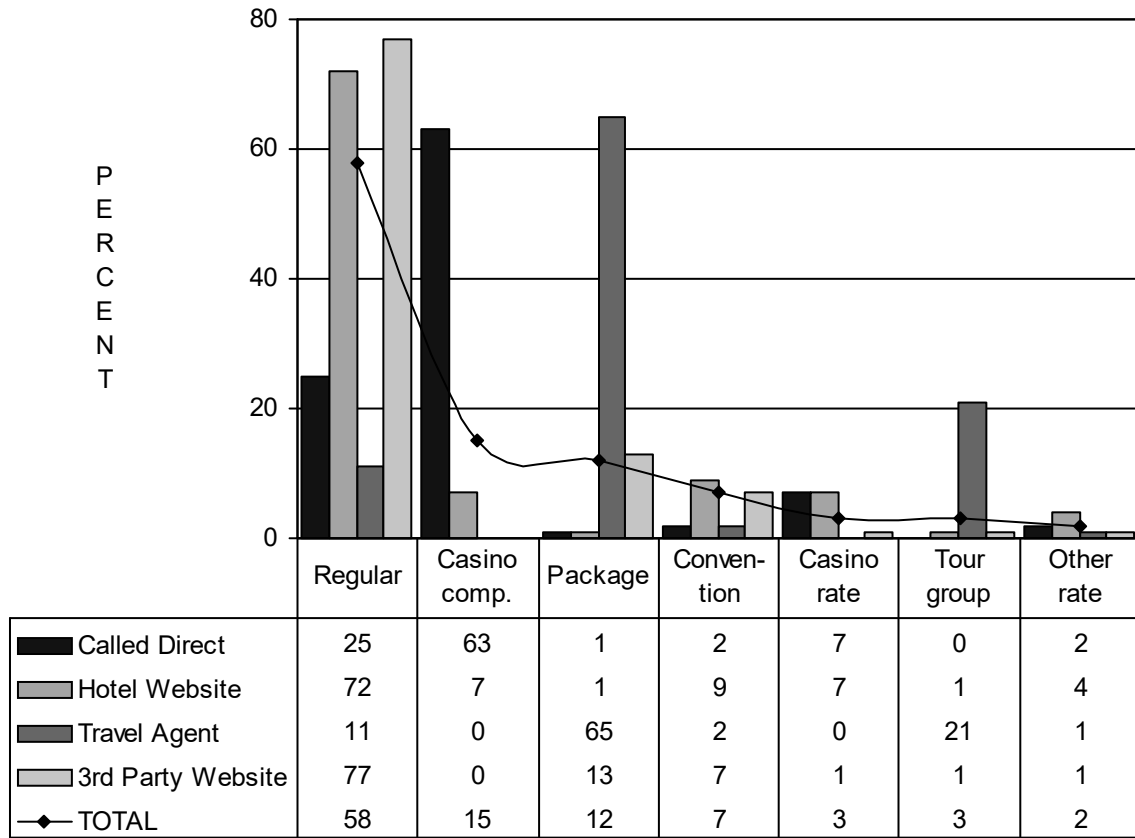


(Base Sizes Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3409)

Visitors were asked how far in advance they had booked their accommodations. Hotel Callers (67%) were more likely than Hotel Website Bookers (40%), who in turn were more likely than Third-Party Website Bookers (29%) to say that they booked their accommodations between one week and one month in advance, while Travel Agent Bookers (12%) were the least likely to give this response. Hotel Callers (15%) and Hotel Website Bookers (11%) were more likely than Travel Agent Bookers (3%) and Third-Party Website Bookers (2%) to say they booked their accommodations less than one week in advance. Travel Agent Bookers (85%) were more likely than Third-Party Website Bookers (68%), who in turn were more likely than Hotel Website Bookers (49%) to say they booked their accommodations one month or more in advance, while Hotel Callers (17%) were the least likely subgroup to give this response.



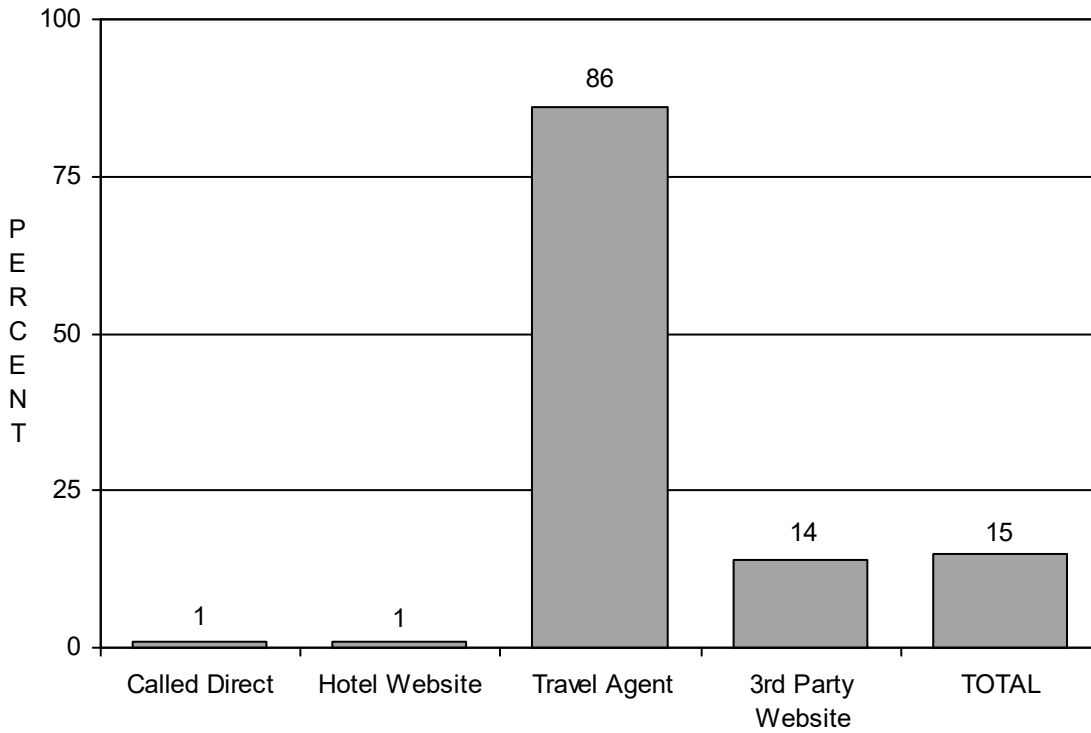
FIGURE 36  
Type Of Room Rates  
(Among Those Staying In A Hotel)



(Base Sizes: Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3400)

Looking at the type of room rates received by hotel lodgers, Third-Party Website Bookers (77%) and Hotel Website Bookers (72%) were more likely than Hotel Callers (25%) to have received a regular room rate, while Travel Agent Bookers (11%) were the least likely subgroup to receive this rate. Third-Party Website Bookers (7%) and Hotel Website Bookers (9%) were also more likely than Hotel Callers and Travel Agent Bookers (2% each) to have received a convention rate. Hotel Callers (63%) were the most likely subgroup to have received a casino complimentary rate and Hotel Callers and Hotel Website Bookers (7% each) were more likely than Third-Party Website Bookers (1%) or Travel Agent Bookers (0%) to have received a standard casino rate. Travel Agent Bookers (65%) were more likely than Third-Party Website Bookers (13%) to have received a package rate, while Hotel Callers and Hotel Website Bookers (1% each) were the least likely. Travel Agent Bookers (21%) were also the most likely subgroup to say they received a tour group rate.

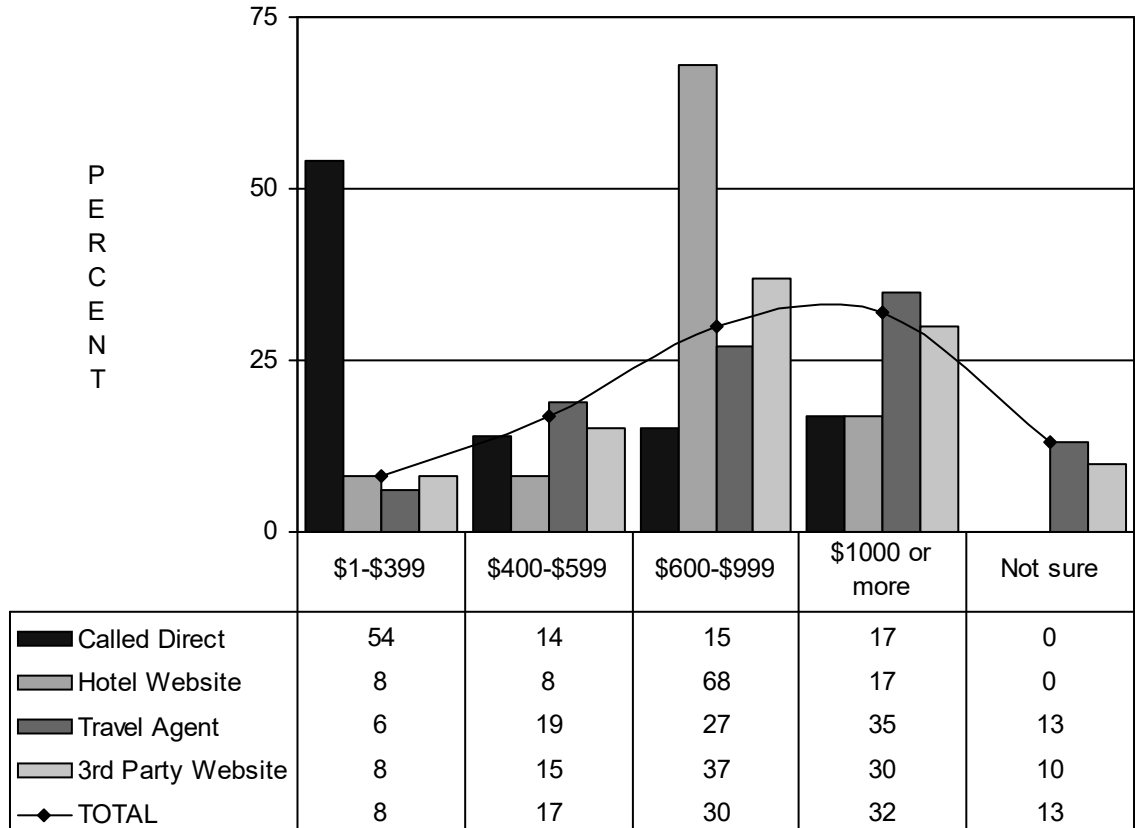
FIGURE 37  
Package Purchasers  
(Among Those Staying In A Hotel)



(Base Sizes: Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3400)

Travel Agent Bookers (86%) were more likely than Third-Party Website Bookers (14%) to be visiting Las Vegas as part of a tour group or package deal, while Hotel Website Bookers and Hotel Callers (1% each) were less likely to receive a package or tour group rate.

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

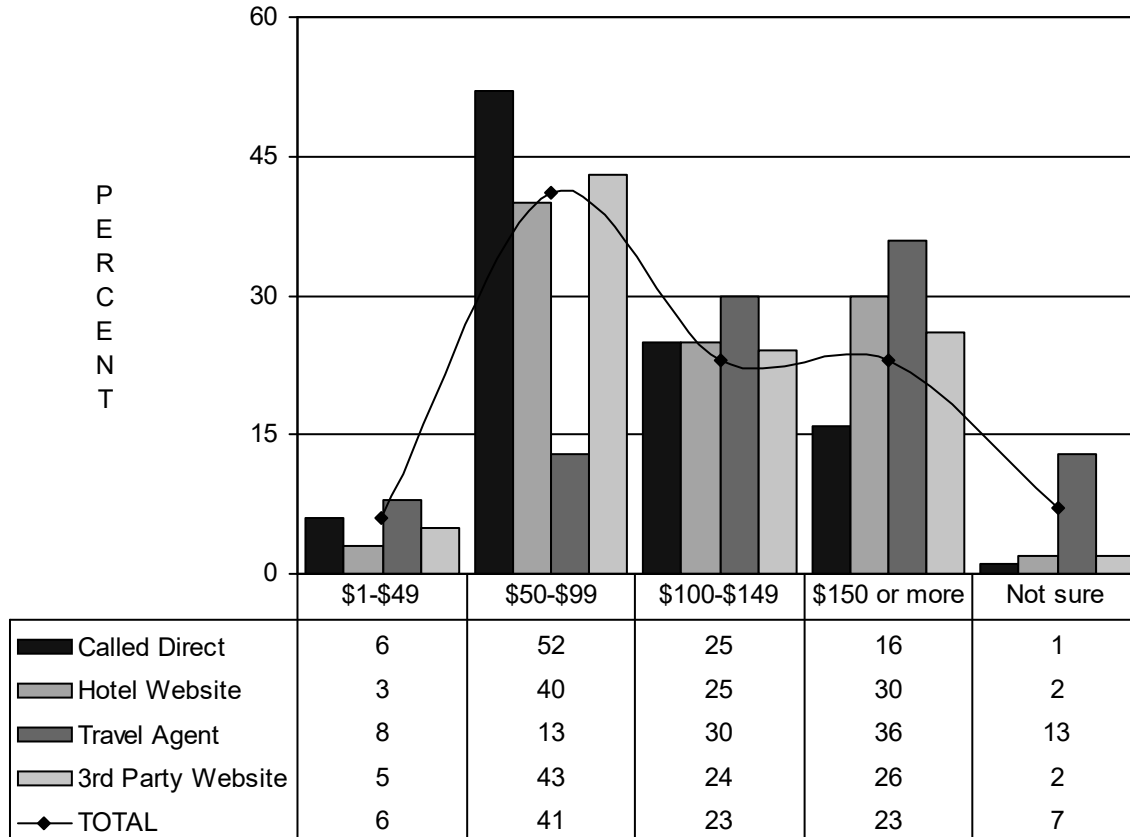


(Base Sizes: Called Direct=6\*, Hotel Website=5\*, Travel Agent=297, 3<sup>rd</sup> Party Website=181, TOTAL=504)  
(Mean: Called Direct=\$444.46, Hotel Website=\$785.36, Travel Agent=\$1,021.38, 3<sup>rd</sup> Party Website=\$937.72, TOTAL=\$983.73)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. Overall, the average cost of a package was \$983.73. Third-Party Website Bookers (37%) were more likely to pay between \$600 and \$999 for their package than Travel Agent Bookers (27%).

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

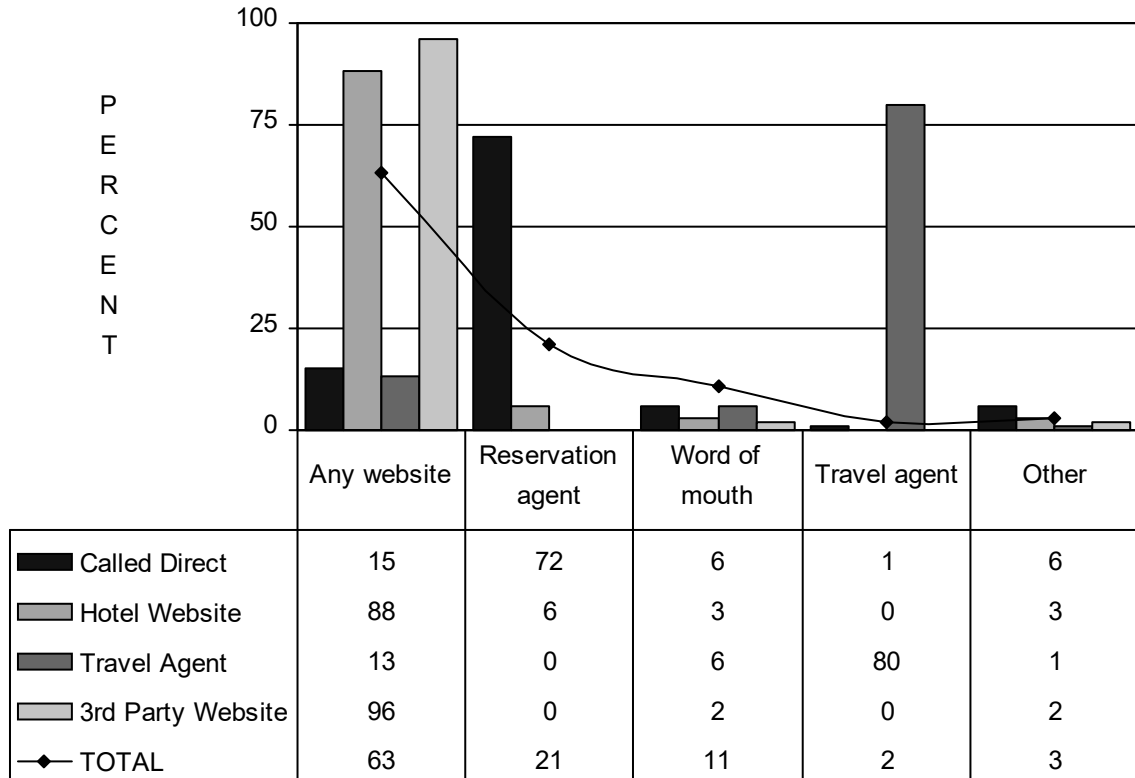
FIGURE 39  
Lodging Expenditures — Average Per Night  
(Among Those Staying In A Hotel/Non-Package And Non-Comp)



(Base Sizes Called Direct=225, Hotel Website=466, Travel Agent=49, 3<sup>rd</sup> Party Website=1099, TOTAL=2394)  
(Means: Called Direct=\$101.07, Hotel Website=\$122.19, Travel Agent=\$131.62, 3<sup>rd</sup> Party Website=\$117.81, TOTAL=\$114.37)

We looked at lodging expenditures among visitors whose room was *not* part of a travel package and who were not comped for their stay. Overall, the average cost for lodging was \$114.37. Travel Agent Bookers (\$131.62), Third-Party Website Bookers (\$117.81), and Hotel Website Bookers (\$122.19) all paid more on average for their lodging than Hotel Callers (\$101.07).

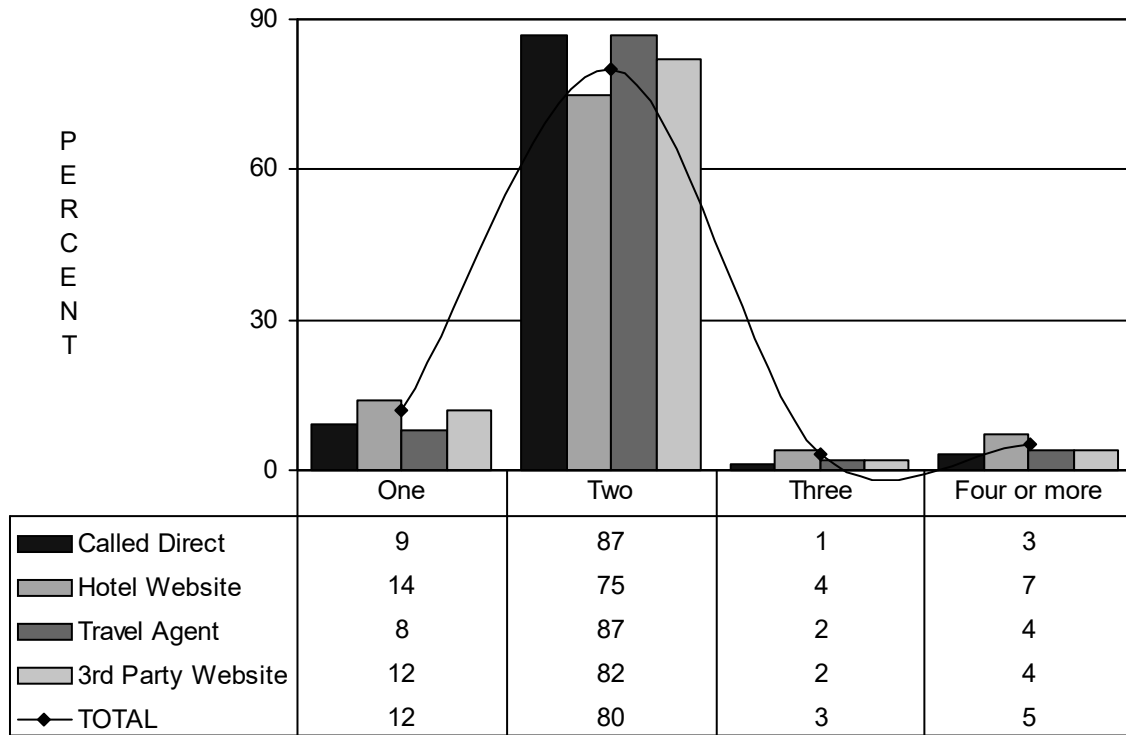
**FIGURE 40**  
**How First Found Out About Room Rate**  
(Among Those Staying In A Hotel/Non-Package And Non-Comp)



(Base Sizes Called Direct=225, Hotel Website=466, Travel Agent=49, 3<sup>rd</sup> Party Website=1099, TOTAL=2394)

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 (63%) was the most common answer, followed by a reservation agent (21%) and word-of-mouth (11%). Third-Party Website Bookers (96%) were more likely than Hotel Website Bookers (88%), who in turn were more likely than Hotel Callers (15%) and Travel Agent Bookers (13%) to say they heard about their room rate from a website. Hotel Callers were the most likely to say they found out about their rate from a reservation agent (72%), while Hotel Website Bookers (6%) were also more likely than Travel Agent or Third-Party Website Bookers (less than 1% each) to give this response. Four in five (80%) Travel Agent Bookers said they first heard about their room rate from a travel agent.

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

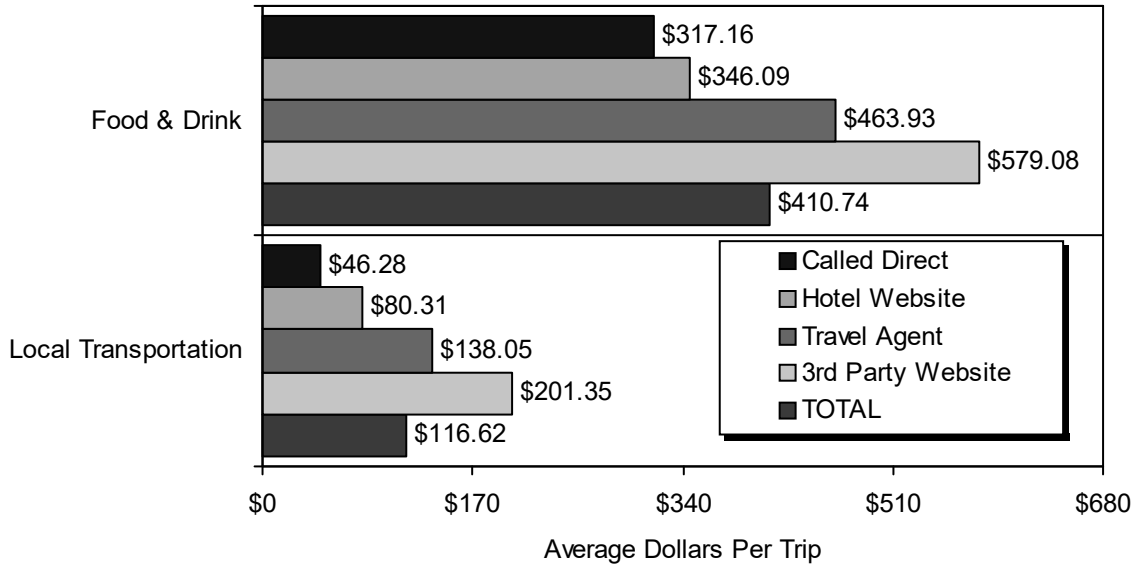


(Base Sizes Called Direct=627, Hotel Website=505, Travel Agent=346, 3<sup>rd</sup> Party Website=1281, TOTAL=3440)  
(Means: Called Direct=2.0, Hotel Website=2.0, Travel Agent=2.0, 3<sup>rd</sup> Party Website =2.0, TOTAL=2.0)

The majority of visitors who stayed overnight in a hotel (80%) said two people stayed in their room. Hotel Callers and Travel Agent Bookers (87% each) were both more likely than Third-Party Website Bookers (82%) to say that two people lodged in their room, while Hotel Website Bookers (75%) were the least likely to say two people stayed in their room. Hotel Website Bookers (14%) were more likely than Hotel Callers (9%) or Travel Agent Bookers (8%) to say that they were rooming alone.

The average number of room occupants among all lodgers was 2.0, as was the average among all subgroups.

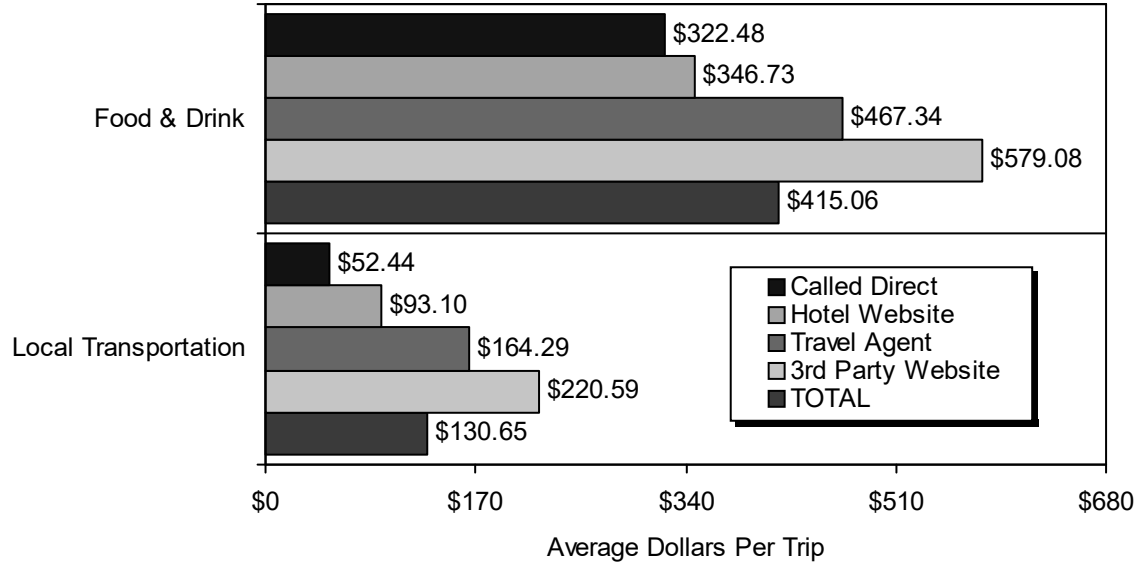
**FIGURE 42**  
 Average Trip Expenditures On Food & Drink —  
 And On Local Transportation  
 (Including Visitors Who Spent Nothing In That Category)



On average, Third-Party Website Bookers (\$579.08) spent the most among the four booking subgroups on food and drink, followed by Travel Agent Bookers (\$463.93), who in turn spent more than Hotel Website Bookers (\$346.09) and Hotel Callers (\$317.16).

Third-Party Website Bookers (\$201.35) also spent more on local transportation than Travel Agent Bookers (\$138.05), who in turn spent more than Hotel Website Bookers (\$80.31), while Hotel Callers (\$46.28) spent the least.

**FIGURE 43**  
Average Trip Expenditures On Food & Drink —  
And On Local Transportation  
(Among Those Who Spent Money In That Category)



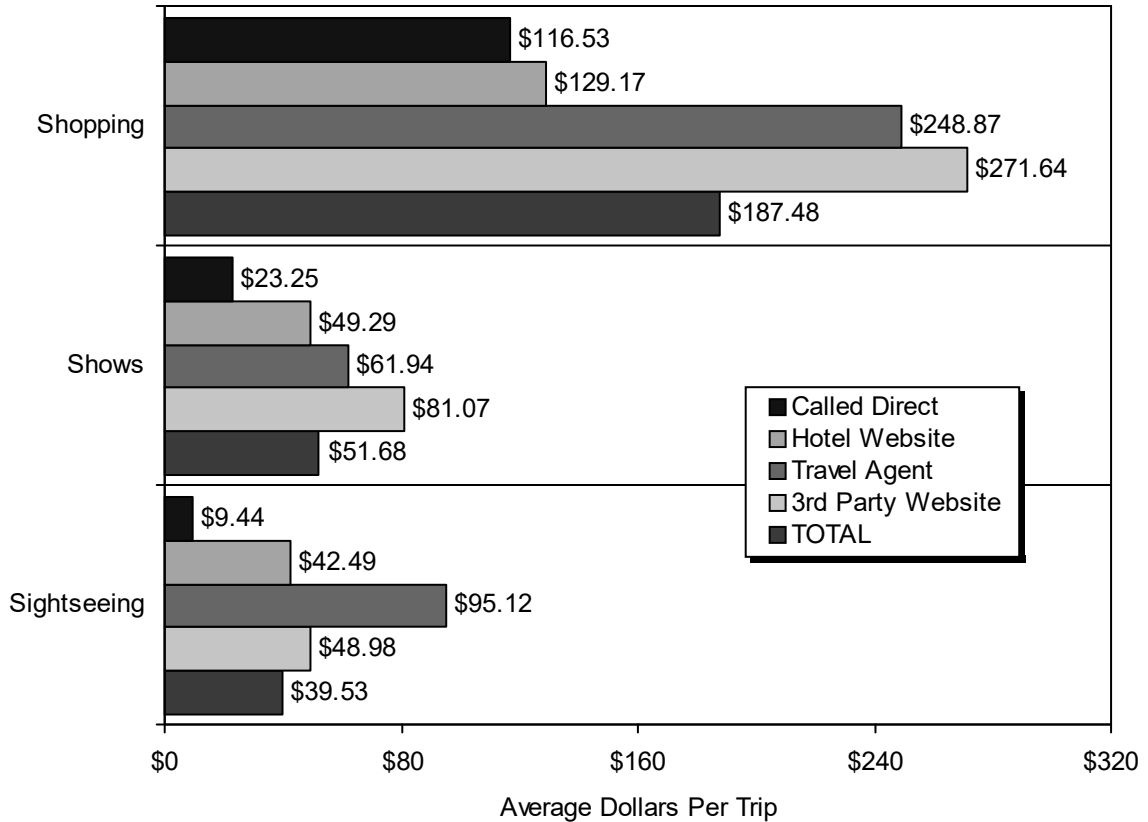
(Base Sizes, Food & Drink: Called Direct=616, Hotel Website=504, Travel Agent=344, 3<sup>rd</sup> Party Website=1281, TOTAL=3562)  
(Base Sizes, Local Transportation: Called Direct=553, Hotel Website=436, Travel Agent=291, 3<sup>rd</sup> Party Website=1169, TOTAL=3214)

Among those visitors who actually spent money on food and drink, Third-Party Website Bookers (\$579.08) spent the most on food and drink, followed by Travel Agent Bookers (\$467.34), who in turn spent more than Hotel Website Bookers (\$346.73) and Hotel Callers (\$322.48).

Among those visitors who spent money on local transportation, Third-Party Website Bookers (\$220.59) spent more on local transportation than Travel Agent Bookers (\$164.29), who in turn spent more than Hotel Website Bookers (\$93.10), while Hotel Callers (\$52.44) spent the least.

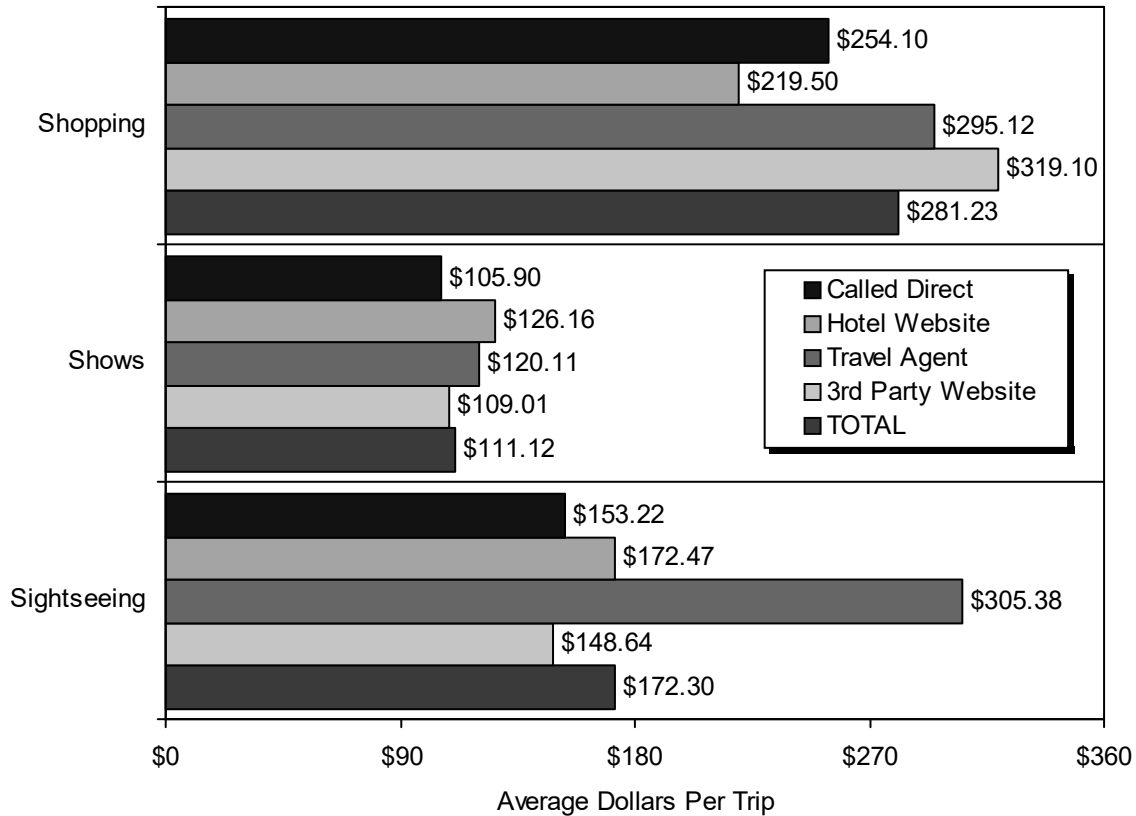


**FIGURE 44**  
Average Trip Expenditures On  
Shopping, Shows, And Sightseeing  
(Including Visitors Who Spent Nothing In That Category)



On average, Third-Party Website Bookers (\$271.64) and Travel Agent Bookers (\$248.87) spent more on shopping than Hotel Website Bookers (\$129.17) and Hotel Callers (\$116.53). Third-Party Website Bookers (\$81.07) spent the most on shows, while Hotel Callers (\$23.25) spent the least. Travel Agent Bookers (\$95.12) spent the most among the subgroups on sightseeing, while Third-Party Website Bookers (\$48.98) and Hotel Website Bookers (\$42.49) also spent more than Hotel Callers (\$9.44).

**FIGURE 45**  
Average Trip Expenditures On  
Shopping, Shows, And Sightseeing  
(Among Those Who Spent Money In That Category)



(Base Sizes, Shopping: Called Direct=289, Hotel Website=297, Travel Agent=292, 3<sup>rd</sup> Party Website=1091, TOTAL=2402)  
 (Base Sizes, Shows: Called Direct=138, Hotel Website=197, Travel Agent=179, 3<sup>rd</sup> Party Website=953, TOTAL=1676)  
 (Base Sizes, Sightseeing: Called Direct=44, Hotel Website=134, Travel Agent=127, 3<sup>rd</sup> Party Website=436, TOTAL=894)

Among visitors who spent money in these categories, Third-Party Website Bookers (\$319.10) spent more on shopping than Hotel Website Bookers (\$219.50). The average amount spent on shows was \$111.12, with no differences among the subgroups. Travel Agent Bookers (\$305.38) spent the most on sightseeing.

## GAMING BEHAVIOR AND BUDGETS

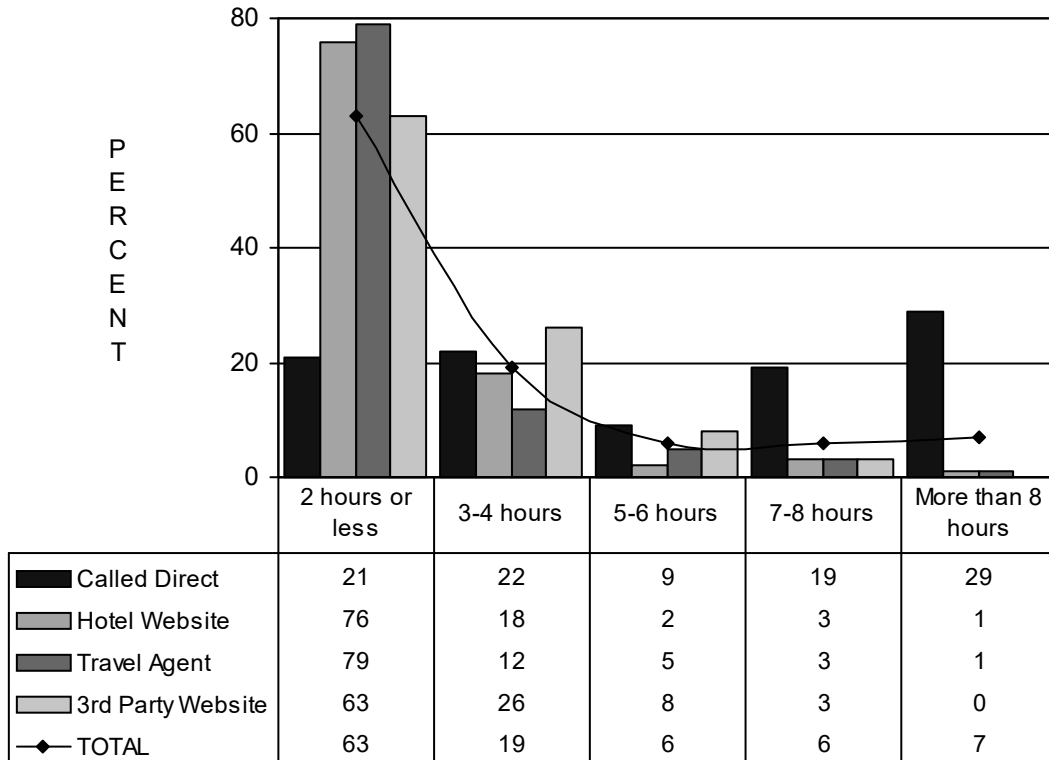
FIGURE 46  
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Eighty-one percent (81%) of all visitors said they gambled while in Las Vegas. Third-Party Website Bookers (90%) were more likely than the other subgroups to say that they gambled while in Las Vegas.

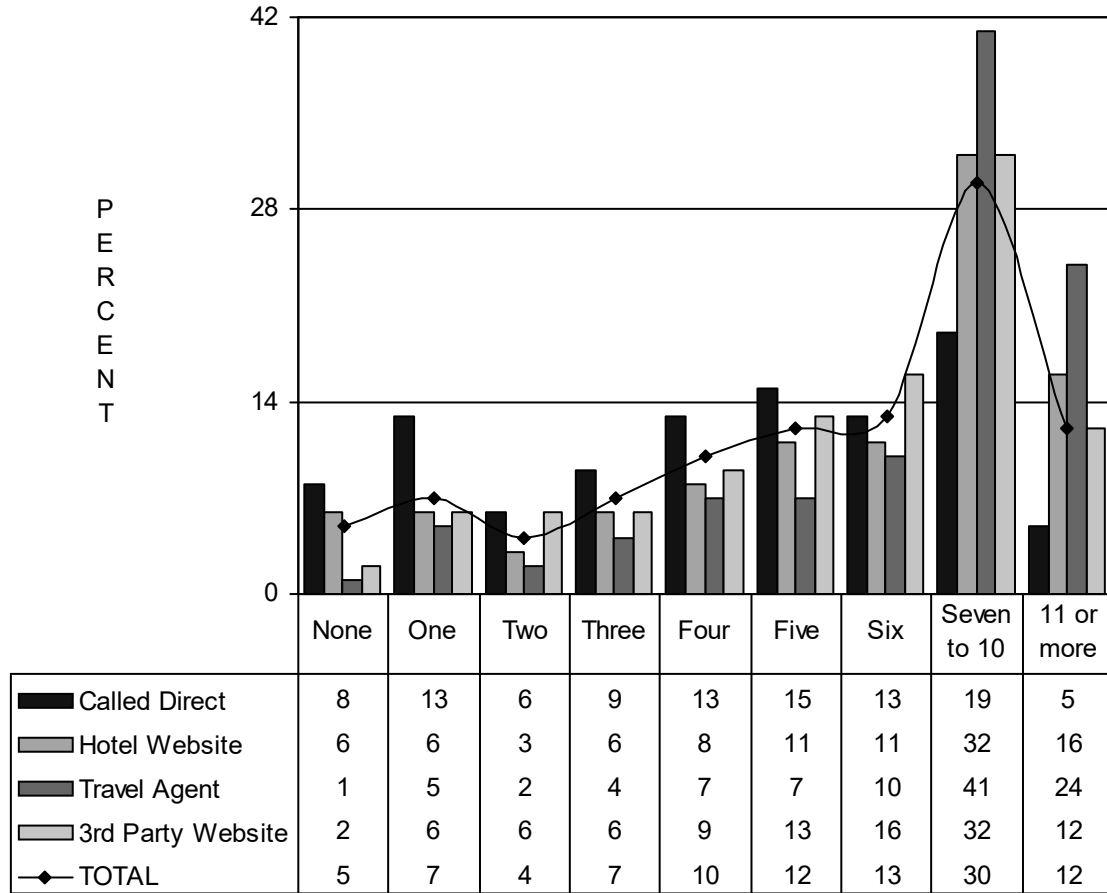
**FIGURE 47**  
Hours Of Gambling — Average Per Day  
(Among Those Who Gambled)



(Base Sizes Called Direct=524, Hotel Website=407, Travel Agent=292, 3<sup>rd</sup> Party Website=1150, TOTAL=2902)  
(Means: Called Direct=6.1, Hotel Website=1.8, Travel Agent=1.3, 3<sup>rd</sup> Party Website =2.3, TOTAL=2.7)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 2.7 hours. Hotel Callers (6.1 hours) spent more time per day gambling than Third-Party Website Bookers (2.3 hours), followed by Hotel Website Bookers (1.8 hours), while Travel Agent Bookers (1.3 hours) spent the least amount of time gambling.

FIGURE 48  
Number Of Casinos Visited\*

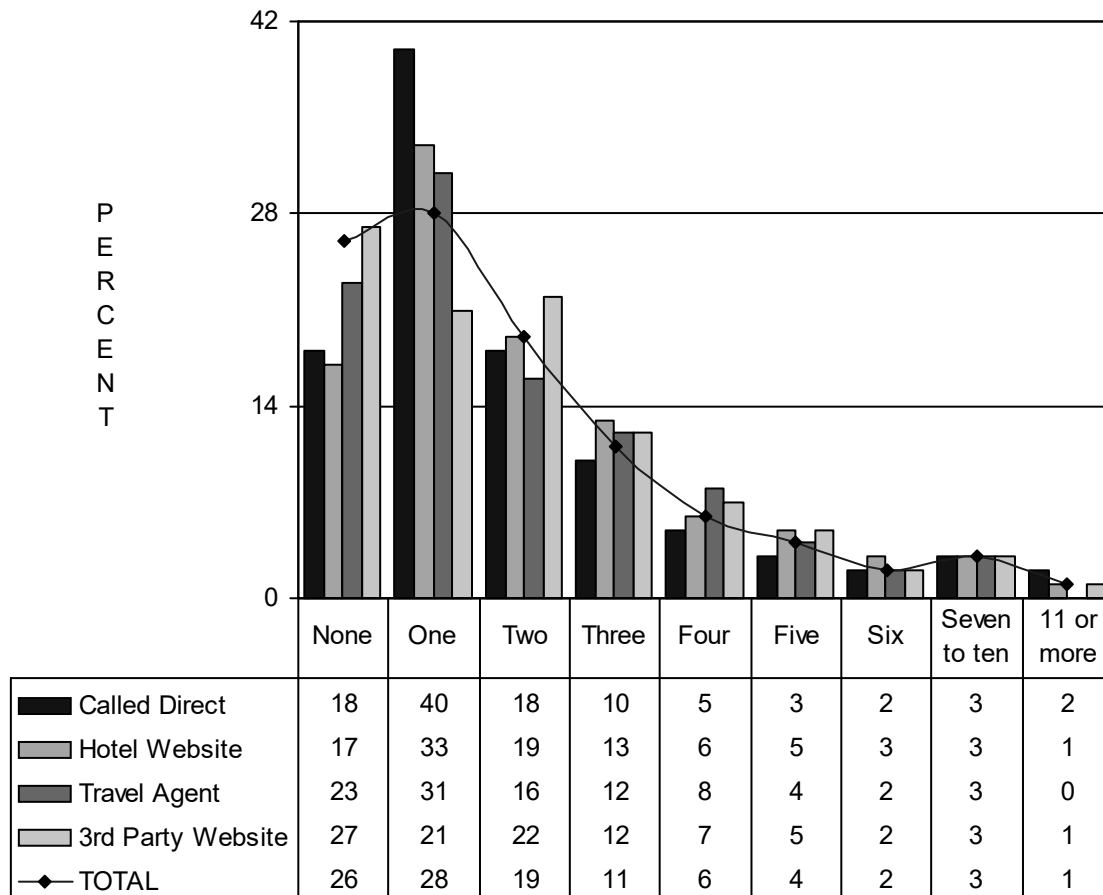


(Means: Called Direct=4.8, Hotel Website=6.9, Travel Agent=8.3, 3<sup>rd</sup> Party Website =6.5, TOTAL=6.4)

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

FIGURE 49  
Number Of Casinos Where Gambled\*

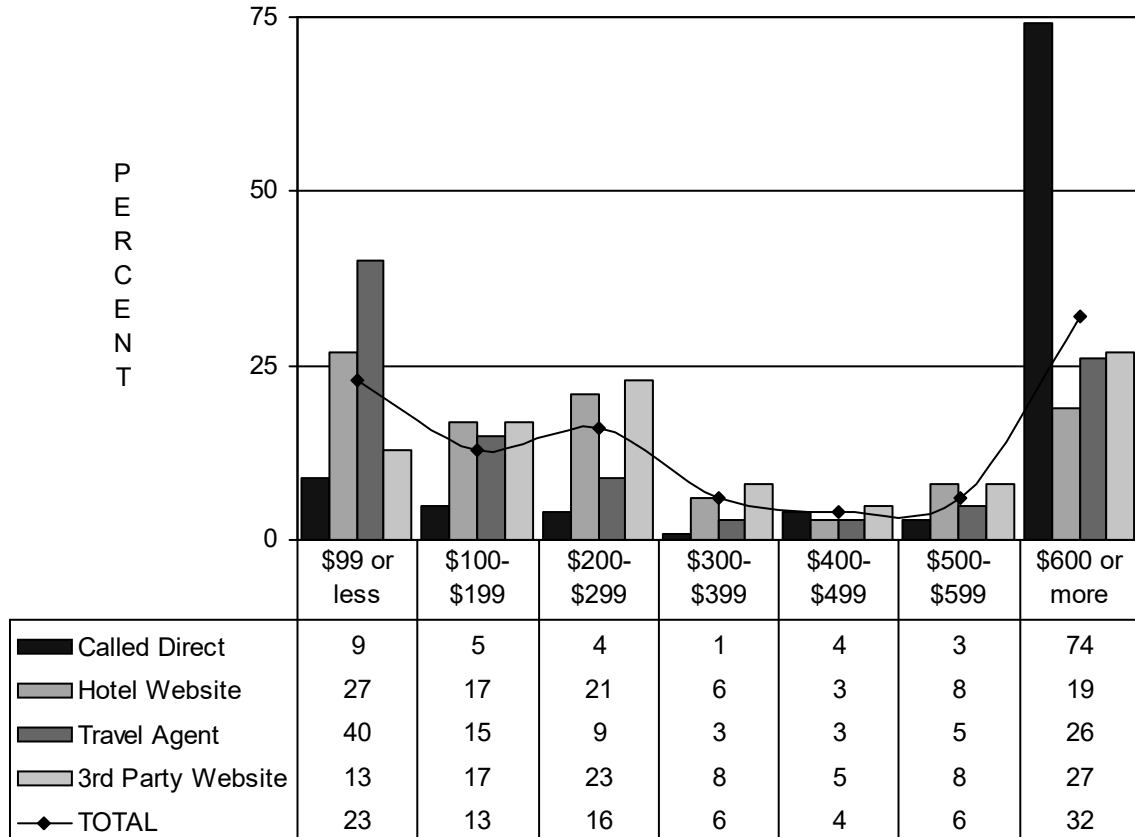


(Means Called Direct=2.0, Hotel Website=2.1, Travel Agent=2.0, 3rd Party Website=2.0, TOTAL=1.9)

All visitors to Las Vegas were also asked at how many casinos they had gambled during their visit. The average number of casinos visitors gambled at was 1.9. Hotel Callers (40%) were the most likely booking segment to say that they had gambled at one casino only.

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

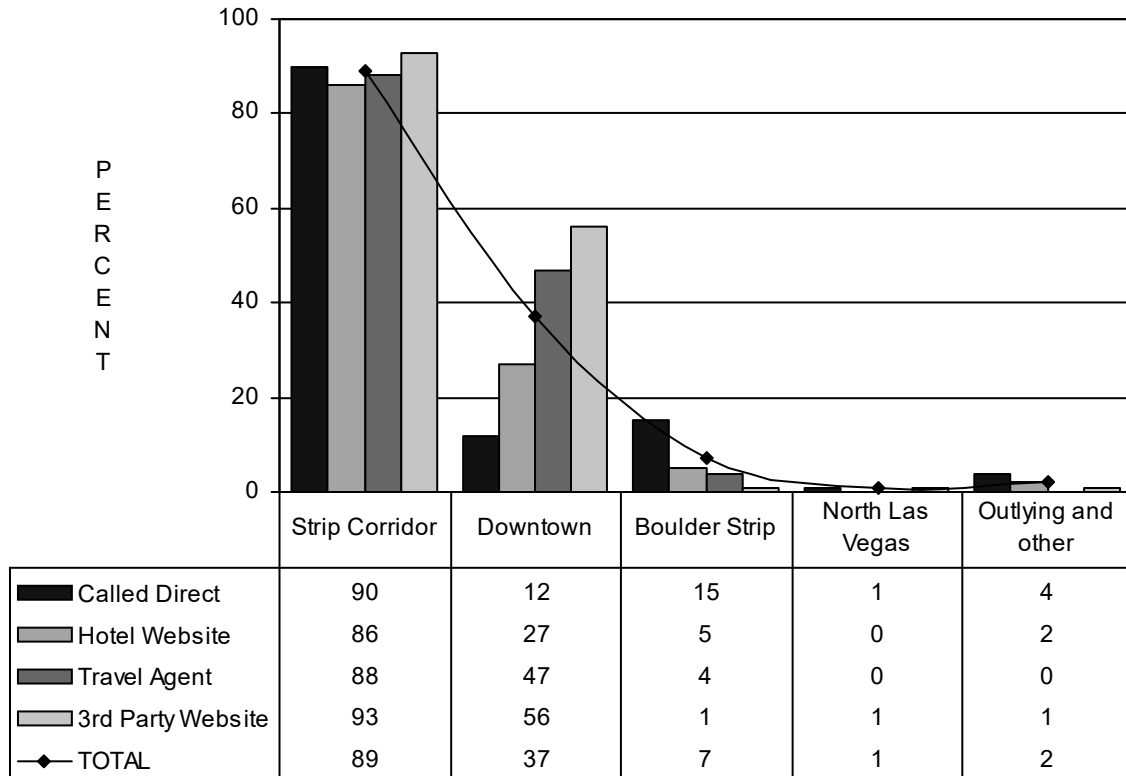
FIGURE 50  
Trip Gambling Budget  
(Among Those Who Gambled)



(Base Sizes Called Direct=524, Hotel Website=407, Travel Agent=292, 3<sup>rd</sup> Party Website=1150, TOTAL=2902)  
(Means: Called Direct=\$1,272.60, Hotel Website=\$426.22, Travel Agent=\$388.65, 3<sup>rd</sup> Party Website=\$480.25, TOTAL=\$591.06)

The average gaming budget among all visitors who gambled was \$591.06. Hotel Callers (\$1,272.60) budgeted the most for gambling among the subgroups, while Third-Party Website Bookers (\$480.25) also budgeted more for gambling than Travel Agent Bookers (\$388.65).

FIGURE 51  
Where Visitors Gambled  
(Among Those Who Gambled)



\*Multiple responses were permitted.

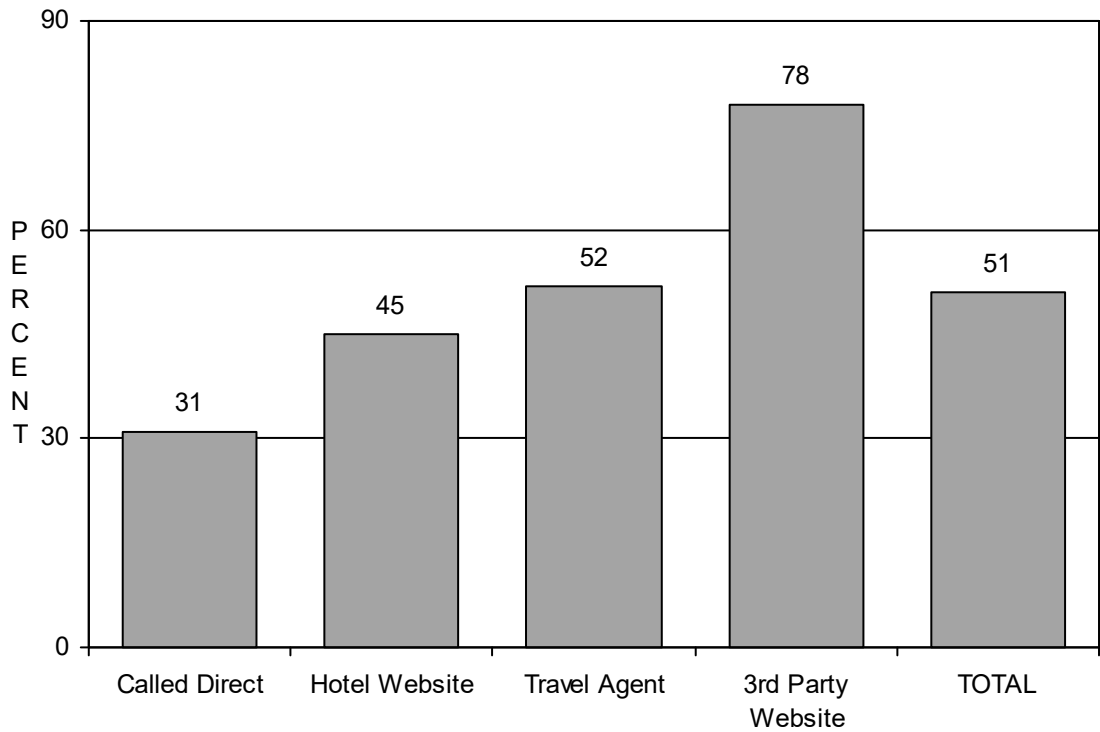
(Base Sizes: Called Direct=524, Hotel Website=407, Travel Agent=292, 3<sup>rd</sup> Party Website=1150, TOTAL=2902)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. Most visitors (89%) gambled on the Strip Corridor. Third-Party Website Bookers (93%) were more likely to say they gambled on the Strip Corridor than Travel Agent Bookers (88%) or Hotel Website Bookers (86%). Third-Party Website Bookers (56%) were also more likely than Travel Agent Bookers (47%), who in turn were more likely than Hotel Website Bookers (27%), to say that they gambled Downtown, while Hotel Callers (12%) were the least likely. Hotel Callers (15%) were more likely than Hotel Website Bookers (5%) and Travel Agent Bookers (4%) to say that they gambled on the Boulder Strip, while Third-Party Website Bookers (1%) were the least likely.



## ENTERTAINMENT

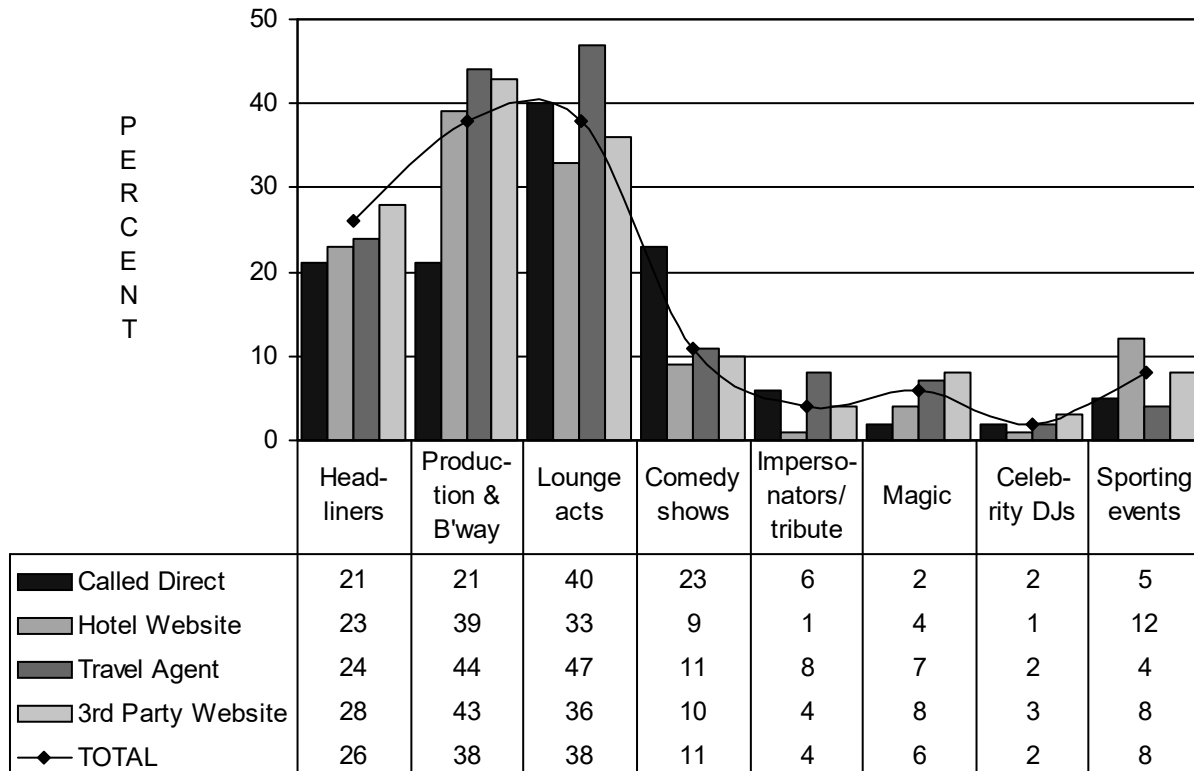
FIGURE 52  
Attended A Show



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, 51% of all visitors said they went to at least one show. Third-Party Website Bookers (78%) were more likely than Travel Agent Bookers (52%) and Hotel Website Bookers (45%), who in turn were more likely than Hotel Callers (31%), to say that they saw at least one show.

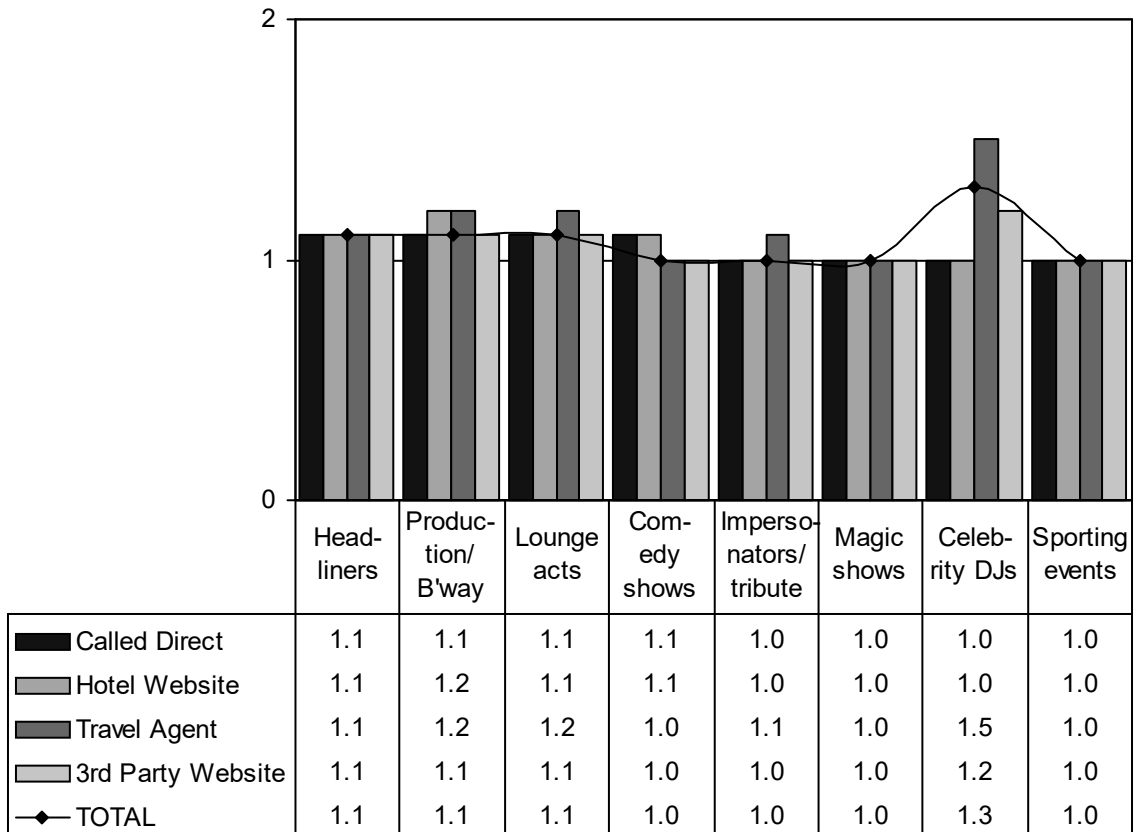
**FIGURE 53**  
**Types Of Entertainment**  
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.  
(Base Sizes: Called Direct=192, Hotel Website=227, Travel Agent=181, 3<sup>rd</sup> Party Website=1004, TOTAL=1841)

Lounge acts and production and Broadway shows (38% each) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Travel Agent Bookers (47%) were more likely than Third-Party Website Bookers (36%) or Hotel Website Bookers (33%) to say that they saw a lounge act. Travel Agent Bookers (44%), Third-Party Website Bookers (43%) and Hotel Website Bookers (39%) were all more likely than Hotel Callers (21%) to say that they saw a production or Broadway show. Hotel Callers (23%) were the most likely booking segment to say that they saw a comedy show. Travel Agent Bookers (8%) and Third-Party Website Bookers (4%) were more likely than Hotel Website Bookers (1%) to say that they saw an impersonator or tribute show. Third-Party Website Bookers (8%) were more likely to say that they saw a magic show than Hotel Website Bookers (4%) or Hotel Callers (2%), while Hotel Website Bookers (12%) and Third-Party Website Bookers (8%) were more likely than Travel Agent Bookers (4%) to say that they saw a sporting event.

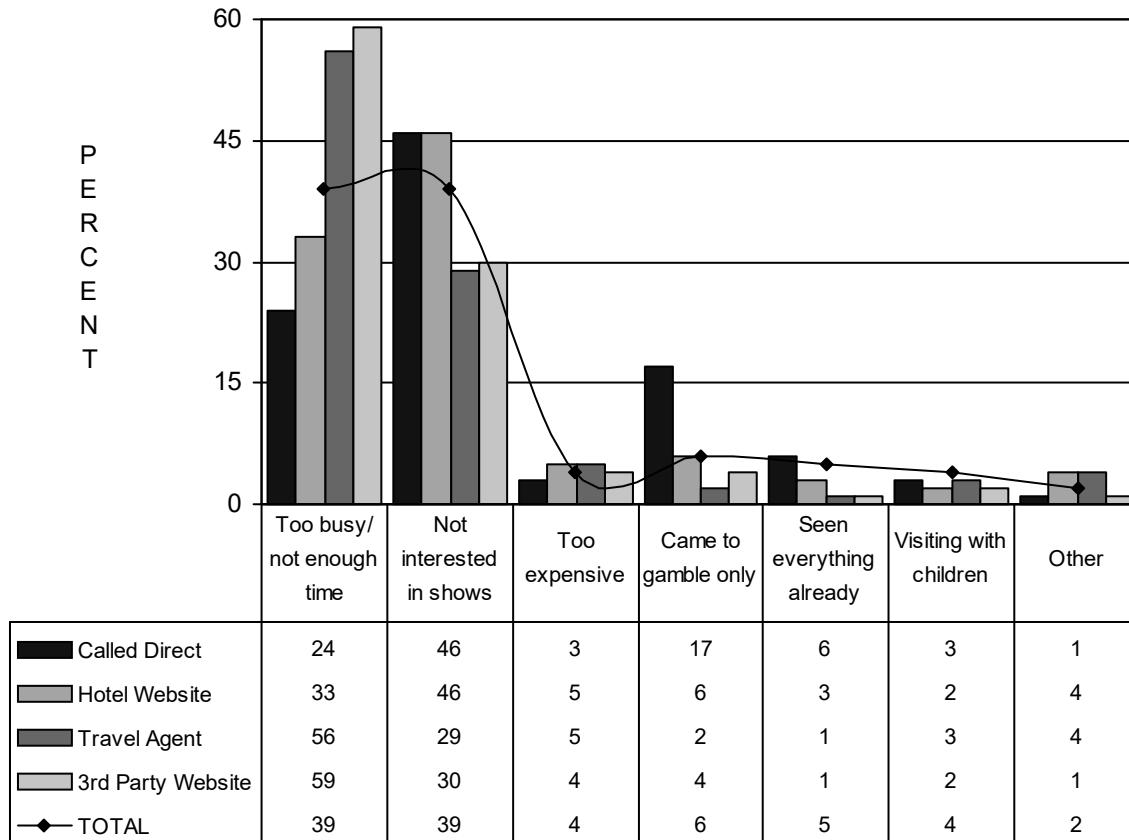
**FIGURE 54**  
Average Number Of Shows Attended  
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.  
(Base Sizes: Called Direct=192, Hotel Website=227, Travel Agent=181, 3<sup>rd</sup> Party Website=1004, TOTAL=1841)

Travel Agent Bookers (1.2 shows) saw more lounge acts than Third-Party Website Bookers (1.1 shows). Hotel Website Bookers and Travel Agent Bookers (1.2 each) saw more production or Broadway shows than Third-Party Website Bookers (1.1 shows), while Hotel Website Bookers (1.1 shows) saw more comedy shows than Third-Party Website Bookers (1.0 shows).

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

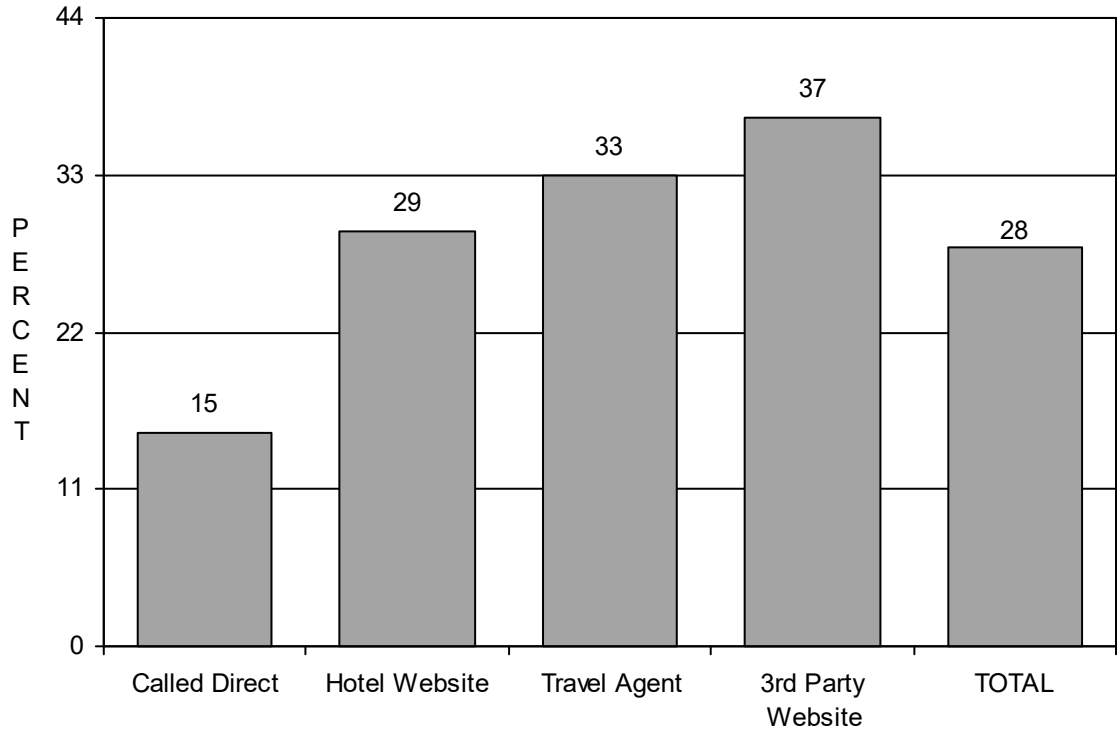


(Base Sizes: Called Direct=339, Hotel Website=338, Travel Agent=92, 3<sup>rd</sup> Party Website=288, TOTAL=1503)

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

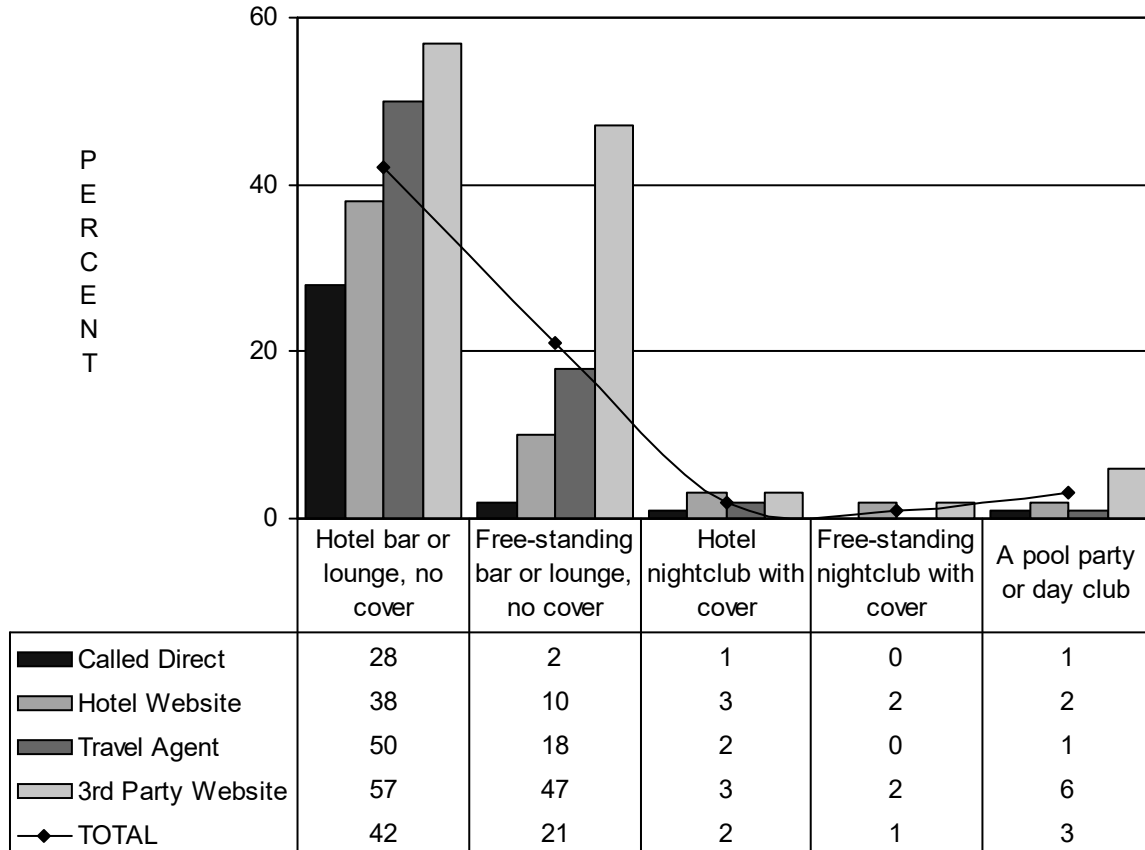
FIGURE 56  
Whether Has Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay, such as theme parks or water parks. Overall, 28% said yes. Third-Party Website Bookers (37%) were more likely than Hotel Website Bookers (29%) to have been to other paid attractions, while Hotel Callers (15%) were the least likely subgroup to have done so.

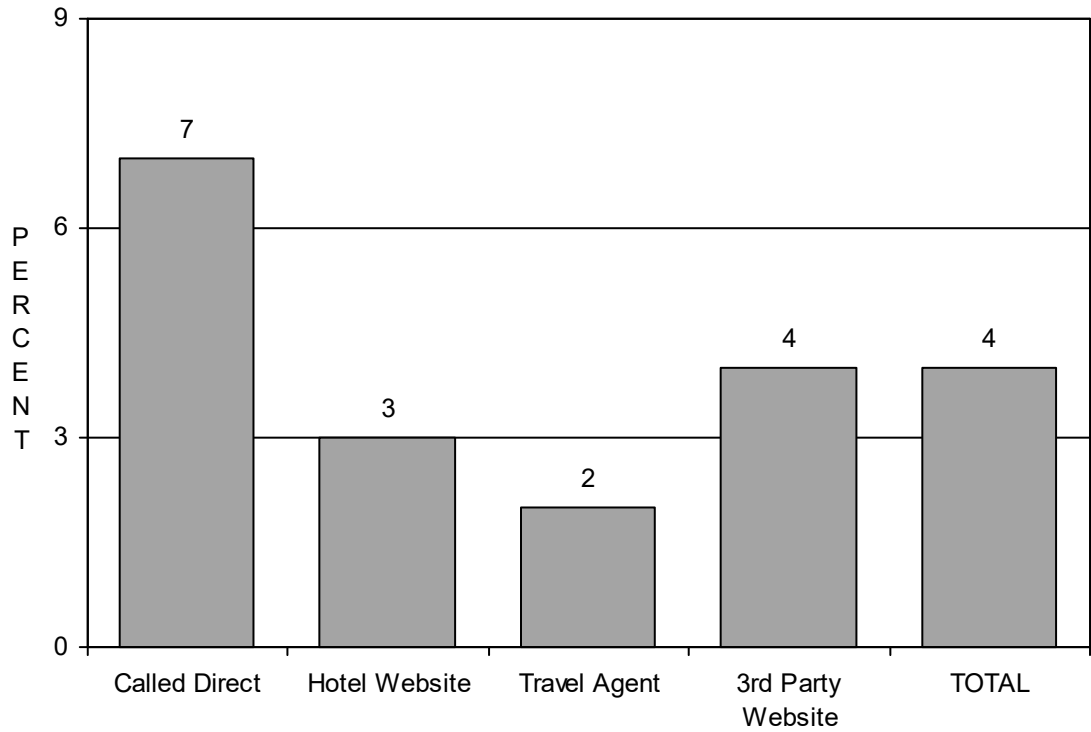
FIGURE 57  
Whether Has Been To Nightclubs, Bars, And Lounges



Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Third-Party Website Bookers (57%) were the most likely to say that they had been to a hotel bar or lounge with no cover charge, a free-standing bar or lounge without a cover charge (47%) or a pool party or day club (6%). Travel Agent Bookers were more likely than Hotel Website Bookers to say that had been to a hotel bar without a cover charge (50% vs. 38%) or a free-standing lounge with no cover charge (18% vs. 10%), while Hotel Callers were the least likely to have been to either (28% and 2% respectively). Third-Party Website Bookers (3%) were more likely than Hotel Callers (1%), to say they had been to a hotel nightclub with a cover charge.

FIGURE 58  
Whether Visited A Spa\*



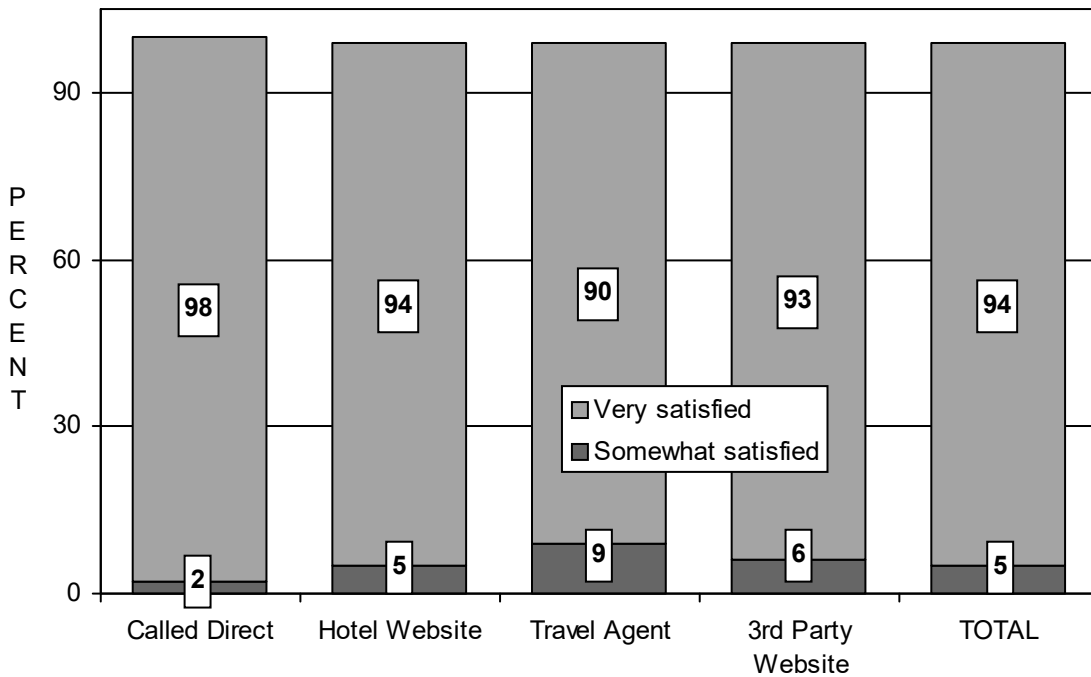
Only "yes" responses are reported in this figure.

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

\* These results are from 2018. This question is asked every other year and was not asked in 2019.

## ATTITUDINAL INFORMATION

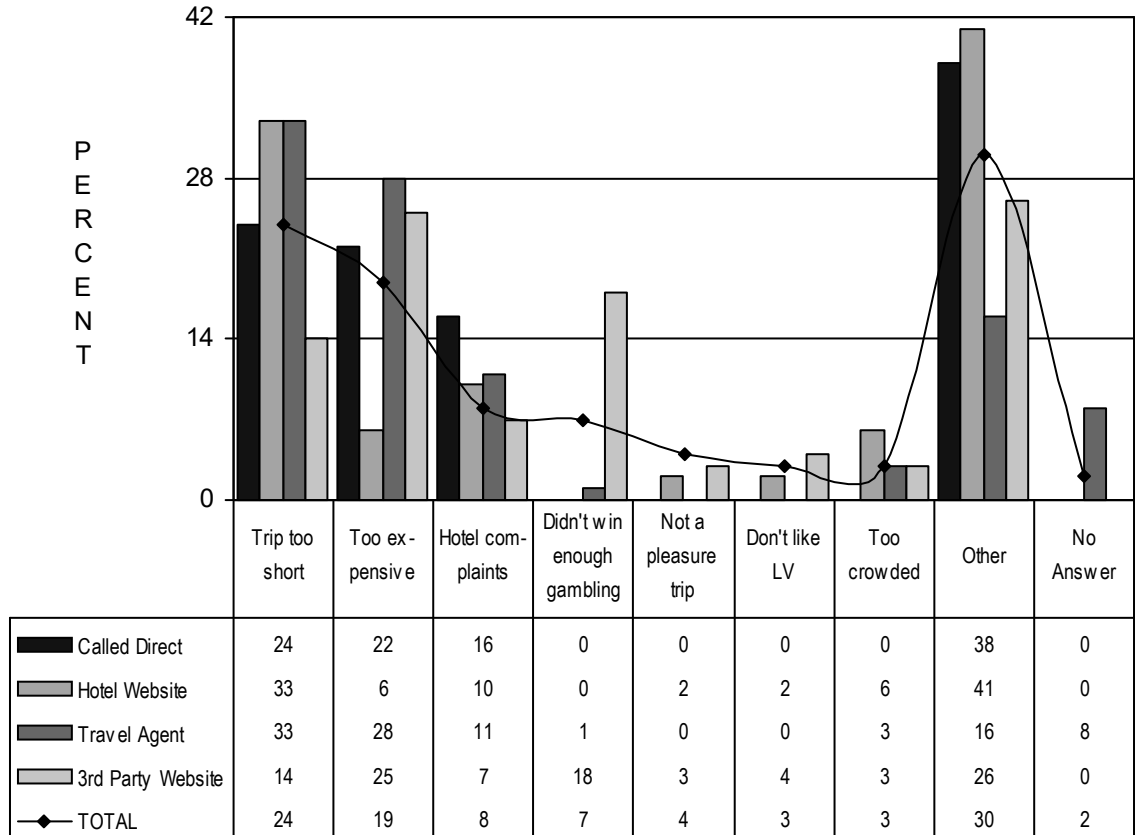
FIGURE 59  
Satisfaction With Visit



More than nine in ten (94%) visitors were “very satisfied” with their visit to Las Vegas, while 5% were “somewhat” satisfied. Hotel Callers (98%) were the most likely subgroup to say they were “very satisfied,” while Hotel Website Bookers (94%) were also more likely than Travel Agent Bookers (90%) to say that they were “very satisfied” with their trip to Las Vegas.



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



(Base Sizes Called Direct=11\*, Hotel Website=26\*, Travel Agent=31\*, 3<sup>rd</sup> Party Website=75, TOTAL=192)

Visitors who were “somewhat satisfied” with their visit were asked the main reason why they were not “completely satisfied”. Among the most common reasons given were the trip was too short (24%) and the perception that Las Vegas is too expensive (19%). Third-Party Website Bookers (18%) were the most likely subgroup to say they were “somewhat satisfied” because they didn’t win enough gambling.

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

## VISITOR DEMOGRAPHICS

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

- Domestic visitors (97%).
- From the west (77%), particularly Southern California (35%) and Arizona (20%).

Travel Agent Bookers were the most likely to be:

- Having a high school education or less (24%).
- Visiting from a foreign country (55%).

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

- Employed (81%).
- Single (32%).
- From the Eastern United States (15%).
- Non-white (33%), particularly African-American (15%) or Hispanic/Latino (14%).
- 21 to 29 years old (18%), with the lowest average age (mean of 43.9 years).
- In a household with an annual income between \$20,000 and \$59,999 a year (36%).

**FIGURE 61**  
**VISITOR DEMOGRAPHICS**

	Called Direct	Hotel Website	Travel Agent	3 <sup>rd</sup> Party Website	TOTAL
<u>GENDER</u>					
Male	53%	52%	50%	51%	51%
Female	47	48	50	49	49
<u>MARITAL STATUS</u>					
Married	83	83	79	60	73
Single	10	14	13	32	20
Separated/Divorced	4	3	6	7	5
Widowed	2	1	3	2	2
<u>JOB CATEGORIES</u>					
Employed	62	74	54	81	69
Unemployed	0	2	1	2	2
Student	0	1	3	4	4
Retired	35	17	36	10	21
Homemaker	4	6	6	4	5
<u>EDUCATION</u>					
High school or less	14	14	24	15	17
Some college/trade school	31	27	25	34	32
College graduate	55	60	52	51	51
<u>AGE</u>					
21 to 29	7	11	13	18	16
30 to 39	19	25	14	24	21
40 to 49	25	25	19	24	22
50 to 59	13	19	15	18	16
60 to 64	6	6	6	5	5
65 or older	31	13	34	10	19
MEAN	50.9	45.7	50.8	43.9	46.2
BASE	(627)	(505)	(346)	(1281)	(3599)

(Continued on next page)

**FIGURE 62**  
**VISITOR DEMOGRAPHICS**

	Called Direct	Hotel Website	Travel Agent	3 <sup>rd</sup> Party Website	TOTAL
<b>ETHNICITY</b>					
White	84%	82%	83%	68%	77%
African American/Black	5	7	9	15	9
Asian/Asian American	2	2	3	4	3
Hispanic/Latino	9	9	5	14	11
Other	0	0	0	0	0
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	1	4	6	8	6
\$20,000 to \$39,999	4	5	5	16	9
\$40,000 to \$59,999	8	9	12	20	13
\$60,000 to \$79,999	14	13	20	14	15
\$80,000 or more	57	52	34	31	40
Not sure/no answer	16	17	23	11	17
<b>VISITOR ORIGIN</b>					
<u>U.S.A.</u>	<u>97</u>	<u>91</u>	<u>45</u>	<u>89</u>	<u>86</u>
Eastern states*	4	8	6	15	10
Southern states†	10	21	17	22	17
Midwestern states‡	6	12	13	18	12
<u>Western states§</u>	<u>77</u>	<u>51</u>	<u>9</u>	<u>34</u>	<u>47</u>
California	<u>38</u>	<u>23</u>	<u>3</u>	<u>15</u>	<u>21</u>
Southern CA	35	19	2	12	18
Northern CA	3	4	1	3	3
Arizona	20	12	1	5	9
Other West	19	15	4	15	16
<u>Foreign</u>	<u>3</u>	<u>9</u>	<u>55</u>	<u>11</u>	<u>14</u>
BASE	(627)	(505)	(346)	(1281)	(3599)

\* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.