



# LAS VEGAS

## VISITOR PROFILE STUDY

2019



**Prepared for:**  
**Las Vegas Convention and Visitors Authority**

**By: GLS Research**

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### VISITOR PROFILE STUDY

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## EXECUTIVE SUMMARY

In 2019 Las Vegas attracted more new visitors than in the near past. Nearly one-quarter of visitors to Las Vegas in 2019 were first-time visitors, an increase from the past two years, and visitors made more trips to Las Vegas in the past 12 months than last year's visitors, with an average (mean) total of 1.7 visits, up from 1.5 a year ago.

Trip planning and booking continued to evolve in 2019 with visitors more likely to book their trip within a month of their arrival. More than two-thirds of visitors used a website, social media, or app in planning their trip, highlighting the importance of social media and related apps in maintaining high levels of interest in visiting and the mechanics of booking travel to Las Vegas. Fewer visitors than last year said they planned their trip using hotel and airline websites compared to last year, while relatively more were likely to use third party websites.

Just over one-third of visitors said the main purpose of their visit was for vacation and pleasure, down from the past four years, while more visitors said they were visiting to gamble or were just passing through Las Vegas. The mix of entertainment and activities also differed from last year, with more visitors going to see Broadway/production shows and big name headliners, or going to other Las Vegas attractions for which they had to pay, and fewer going to see lounge acts or comedy shows.

The average party size increased to the highest level in the past five years (average of 2.5 adults), while fewer visitors said they were travelling with people under 21 years old in their party. The amount spent on food and drink, transportation, shopping, and sightseeing increased from last year, while the amount visitors spent on lodging and on shows and entertainment remained stable. The average length of stay (3.4 nights) was the same as last year.

Las Vegas visitors in 2019 were more likely to say the main purpose of their trip was to gamble, and four in five said that they had gambled during their visit, the highest level in the past five years. The amount of time spent gambling and the amount of money budgeted for gambling both increased from 2018.

Over nine in ten visitors to Las Vegas in 2019 said that they were "Very" satisfied with their visit. The average age of visitors increased from the past three years. Visitors were less likely to be from foreign countries, and more likely to be visiting from the East or the Midwest than in the past three years. Overall, nearly one-half of visitors were from the western United States, and nearly one in five were visiting from Southern California.

## TRAVEL PLANNING

Forty-nine percent (49%) of Las Vegas visitors arrived by air, with 51% arriving via ground transportation. More visitors planned their trip within a month of their visit than in 2017 and 2018, while, compared to last year, fewer visitors planned their trip two months or more in advance.

Over four in ten visitors (43%) said they used their own vehicles while traveling around Las Vegas, while more visitors than last year said they used a ride-sharing service or a rental car. Fewer visitors than last year said they used a bus, a taxi, or a hotel shuttle.

The proportion of visitors who reported using a travel agent to plan their current trip to Las Vegas was the same as last year, while more than two-thirds used websites, social media and/or apps. Visitors who used a travel agent were more likely than in past years to say that the travel agent influenced their decision to visit Las Vegas and influenced their choice of accommodations. About three in ten 2019 visitors who used a website, social media, or apps in planning their trip said they consulted reviews at online travel agencies in planning their trip, up from 2018.

Among those visitors who booked their flight using a website or app in 2019, less than one-half said they used an airline website, down from the past four years. Those visitors who booked their room using a website or app were more likely to say they used an online travel agent and less likely than in 2017 and 2018 to say that they used a hotel website.

The proportion of visitors who said they visited Downtown Las Vegas decreased from the past three years. Among those visitors who visited Downtown they were less likely to say that the main reason was to see the Fremont Street Experience (45%) and more likely to say they were visiting primarily to gamble (14%).

## TRIP CHARACTERISTICS AND EXPENDITURES

The average adult party size in 2019 was 2.5 persons, the largest party size in the past five years. Fewer 2019 visitors had children under the age of 21 in their immediate party (5%) than in the past four years.

The average length of stay in 2019 (mean of 3.4 nights) was the same as last year, but down from 2017 (3.5 nights). Visitors were most likely to stay in a hotel and on the Strip Corridor, and fewer visitors than in 2017 and 2018 stayed with friends or relatives. Visitors were more likely than in 2017 and 2018 to make their reservations for their accommodations within one month of their visit.

In 2019, nearly six in ten (58%) visitors paid a regular room rate, up from the past four years. Just under one in five visitors (18%) reported paying either a casino or casino complimentary rate, up from 2016 and 2017. Fifteen percent (15%) of visitors reported paying a package or tour travel group rate, about the same as last year, but down from 2016 and 2017.

The average cost of lodging did not increase over last year. More than six in ten (63%) of those visitors who paid a non-package rate and did not receive a complimentary rate said they first heard about their rate from a web site, trending up over the past five years.

Over the course of their entire stay in Las Vegas, 2019 visitors spent more than in recent years on food and drink, local transportation, shopping, and sightseeing.

## GAMING BEHAVIOR AND BUDGETS

Eight in ten (81%) 2019 visitors said they gambled while in Las Vegas, the highest proportion in the past five years. Those visitors who gambled spent more time gambling on average (mean of 2.7 hours) than in the past three years. The average trip gambling budget (\$591.06) was up from last year's budget. Nearly nine in ten (89%) visitors who gambled said they gambled on the Strip Corridor, while over one-third (37%) said they gambled Downtown.

## ENTERTAINMENT

About one-half (51%) of visitors in 2019 attended shows during their current stay, down from 2015, 2017, and 2018. Among visitors who saw shows, relatively more went to Broadway/production shows than in past years, while relatively fewer saw lounge acts, comedy shows, or celebrity DJs.

The 2019 Las Vegas visitor was less likely than last year to go to a hotel bar without a cover charge, or to either a hotel or free-standing nightclub. They were more likely than 2018 visitors to visit a free-standing bar or lounge without a cover charge and to go to other paid attractions in Las Vegas. More visitors than in 2017 and 2018 said they went to a sporting event during their visit.

## ATTITUDINAL INFORMATION

The vast majority (94%) of 2019 Las Vegas visitors reported being “very satisfied” with their trip to Las Vegas, up from the past four years, while 5% said they were “somewhat satisfied.” Only 1% of visitors said they were dissatisfied with their trip to Las Vegas.

## NOTABLE VISITOR DEMOGRAPHICS

Nearly three-quarters of 2019 Las Vegas visitors were married (down from last year). About seven in ten visitors (69%) were employed, while about two in ten (21%) were retired, both similar to last year’s results. One-half (51%) of 2019 visitors were college graduates (up from 2017 and 2018), while one -sixth (17%) had a high school education or less. Nearly one-half of visitors (47%) were visiting from the western United States, with about one-fifth (21%) coming from California, similar to last year, but down from 2015 – 2017. One in seven visitors were from foreign countries, down from the past four years. Over three-quarters of 2019 visitors were white, similar to last year, and up from 2016 and 2017. Two-thirds of visitors reported a household income of \$40,000 or more, down from the past four years. The proportion of visitors who were 40 years old or older was 62% and the average age was 46.2, both figures up from 2016 – 2018.

## INTRODUCTION

The Las Vegas Visitor Profile Study is reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time, based on ongoing intercept surveys of travelers to Las Vegas.

More specifically, the Las Vegas Visitor Profile aims to:

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



## METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Approximately 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, 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, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

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 2019 and the preceding years, 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 observations in one or more years for a particular measure is up (or down), larger (or smaller), etc. we mean that there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years 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 yearly differences that do not meet this standard for statistical significance.

This report presents the results of the 2019 study, as well as for the previous four calendar years (2015, 2016, 2017, and 2018). Statistically significant differences in the behavior, attitudes and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all five years, it is because the question was not asked in every year.

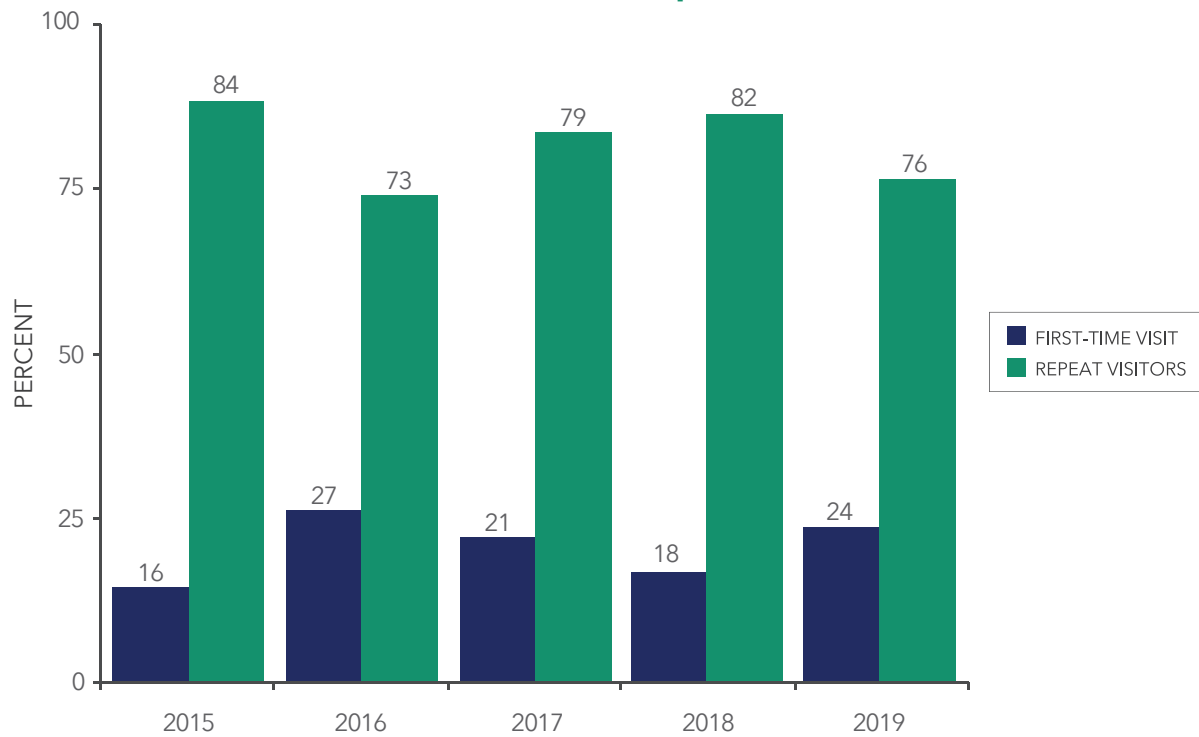
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2019. These questions will be rotated back into the questionnaire in Calendar Year 2020 and subsequently asked every other year. These questions are noted in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

## SUMMARY OF FINDINGS

### REASONS FOR VISITING

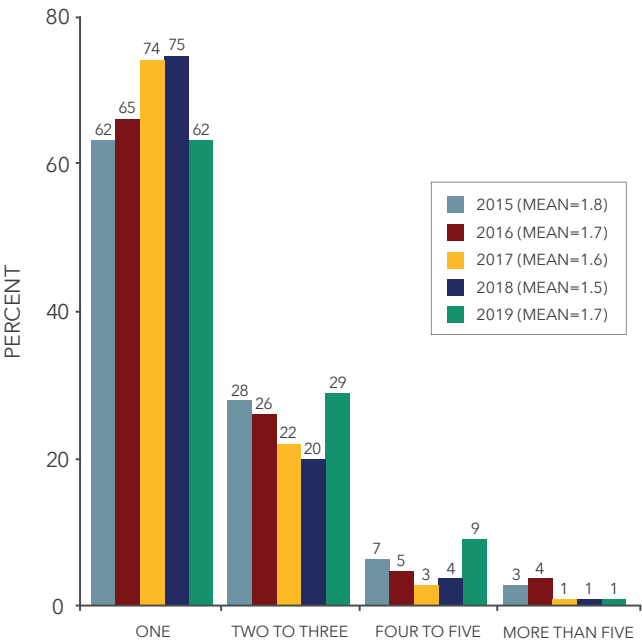
In 2019, 76% of visitors had visited Las Vegas before, down significantly from 84% in 2015, 79% in 2017, and 82% last year. Twenty-four percent (24%) were first-time visitors, up from 2015, 2017 and 2018 figures.

FIGURE 1  
**First Visit Versus Repeat Visit**



Among all Las Vegas visitors in 2019, the average number of visits in the past year was 1.7, up from 1.5 last year. About six in ten (62%) Las Vegas visitors said they visited Las Vegas only once in the past year, down from 2016 – 2018 results. Twenty-nine percent (29%) said they visited Las Vegas between two to three times in the past year, up from 22% in 2017 and 20% in 2018, while 9% said they visited Las Vegas between four and five times, the highest proportion in the past five years.

FIGURE 2  
Frequency of Visits in Past Year  
(Among All Visitors)



In 2019, repeat visitors made an average of 2.0 trips to Las Vegas, up from 1.8 in 2017 and 1.6 last year. Among repeat visitors, 50% made only one trip, the lowest proportion in the past five years. Thirty-eight percent (38%) of repeat visitors said they visited Las Vegas between two to three times in the past year, up from 28% in 2017 and 25% in 2018. One in eight (12%) repeat visitors said they visited Las Vegas between four and five times in the past year, the highest proportion in the past five years.

FIGURE 3  
Frequency of Visits in Past Year  
(Among Repeat Visitors)

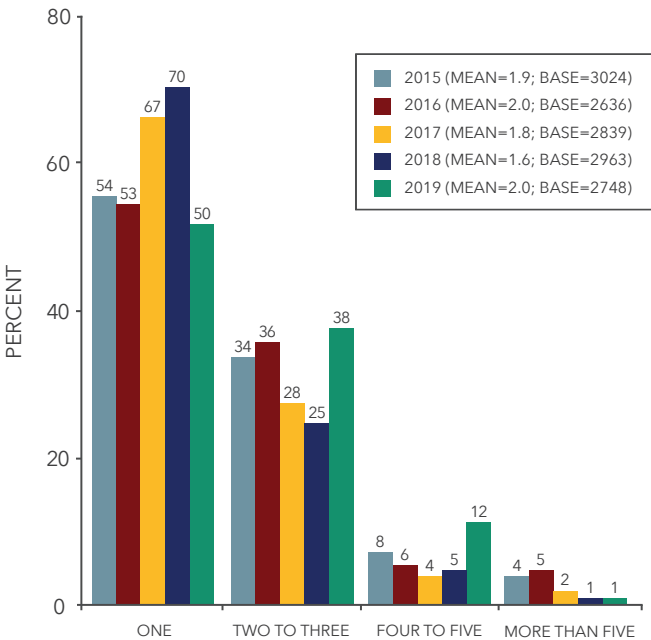
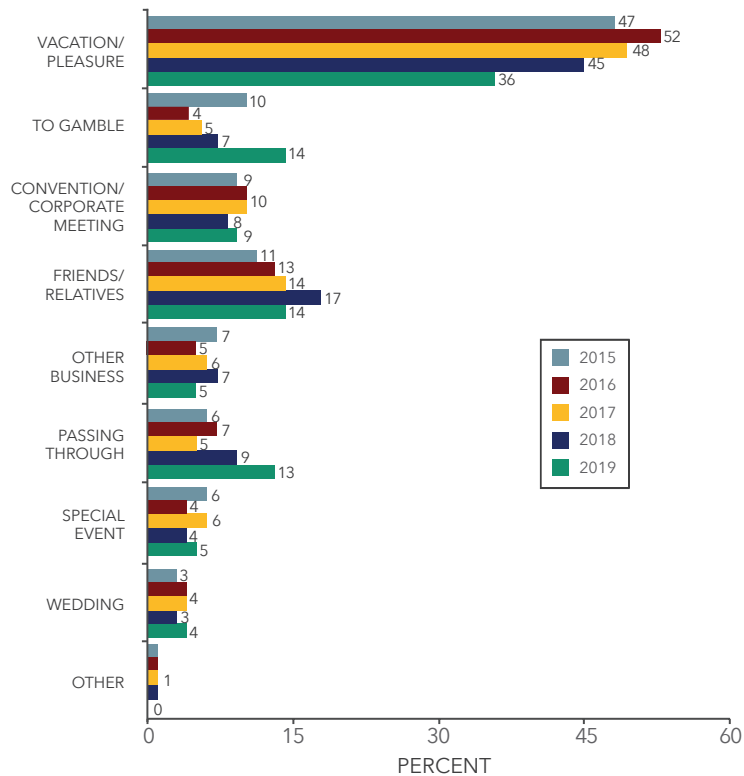


FIGURE 4  
Primary Purpose of Current Visit

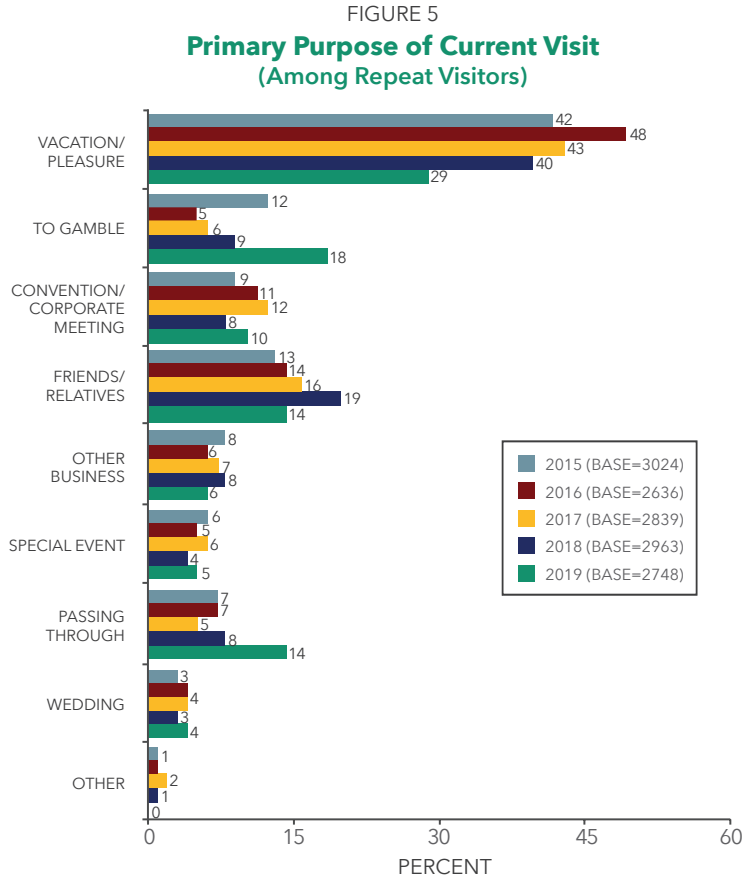


When asked about the primary purpose of their current visit to Las Vegas, 36% of all visitors mentioned vacation or pleasure, the lowest proportion in the past five years. One in seven visitors (14%) said they were visiting friends or relatives, down from 17% last year. Another 14% said they were in Las Vegas primarily to gamble, the highest proportion in the past five years. Nine percent (9%) were in Las Vegas to attend a convention, trade show, or corporate meeting, while 5% were in town on other business. Thirteen percent (13%) said they were just passing through Las Vegas, the highest proportion in the past five years.





About three in ten repeat visitors (29%) said the primary purpose of their current visit to Las Vegas was vacation or pleasure down from 2015 - 2018 results. Eighteen percent (18%) said they were in Las Vegas primarily to gamble, up from 2015 - 2018 results. One in seven (14%) were visiting friends or relatives, down from 19% last year. Six percent (6%) said they were visiting for business purposes other than a convention or corporate meeting, down from 8% last year. Fourteen percent (14%) said they were just passing through Las Vegas, up from 2015 - 2018 results.



First-time visitors were significantly more likely than repeat visitors to say they were visiting Las Vegas primarily for vacation or pleasure or to say that they were visiting for a special event. Repeat visitors were significantly more likely than first-time visitors to say that their current trip to Las Vegas was to gamble, to visit friends or relatives, for a convention or corporate meeting or for other business purposes, or to say they were just passing through Las Vegas.

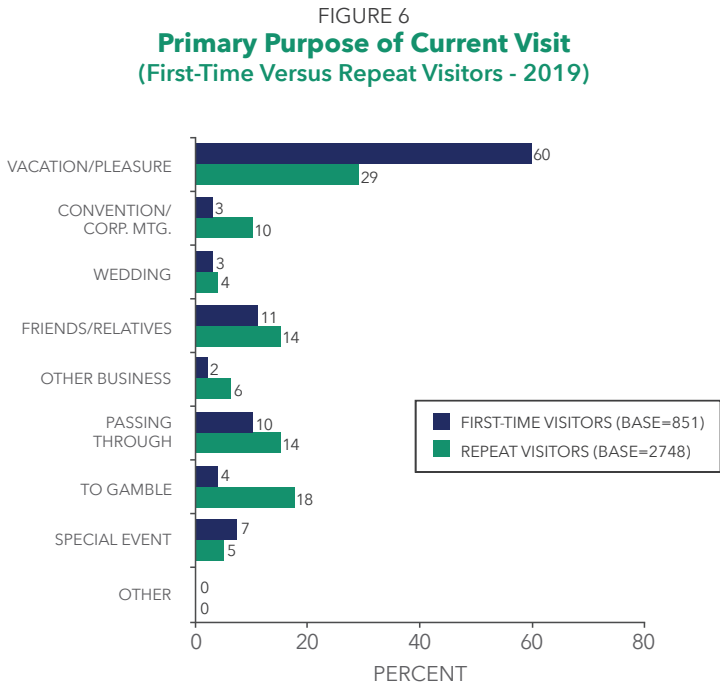
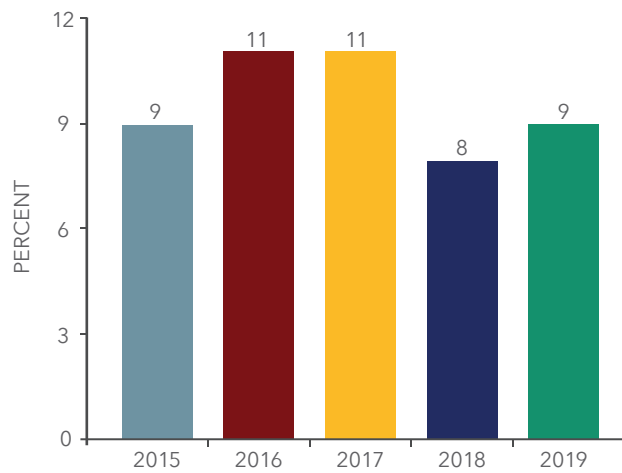




FIGURE 7

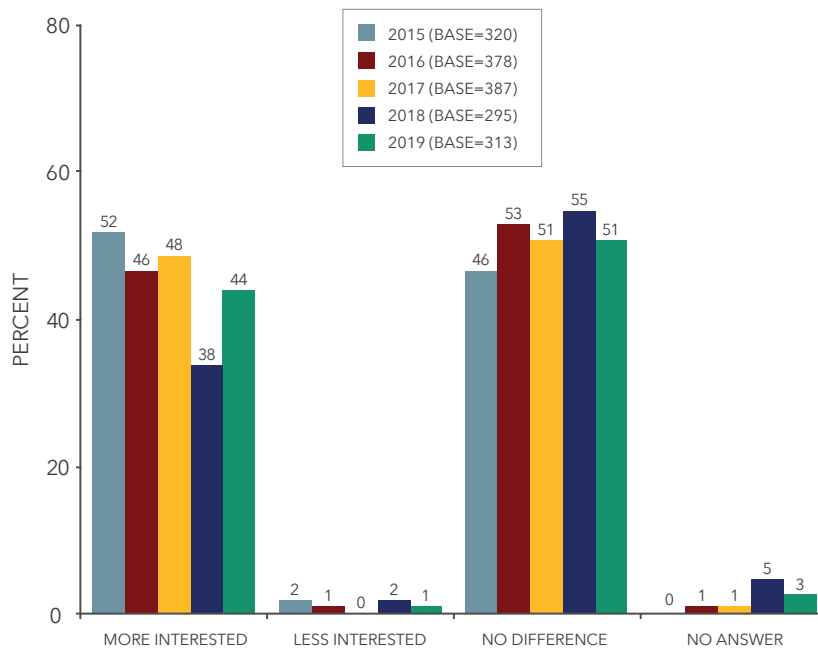
### Conventions/Trade Shows/ Association/Corporate Meetings



Visitors were asked if they had attended a convention, trade show, association, or corporate meeting while in Las Vegas. Nine percent (9%) said they had, down from 11% in both 2016 and 2017.

FIGURE 8

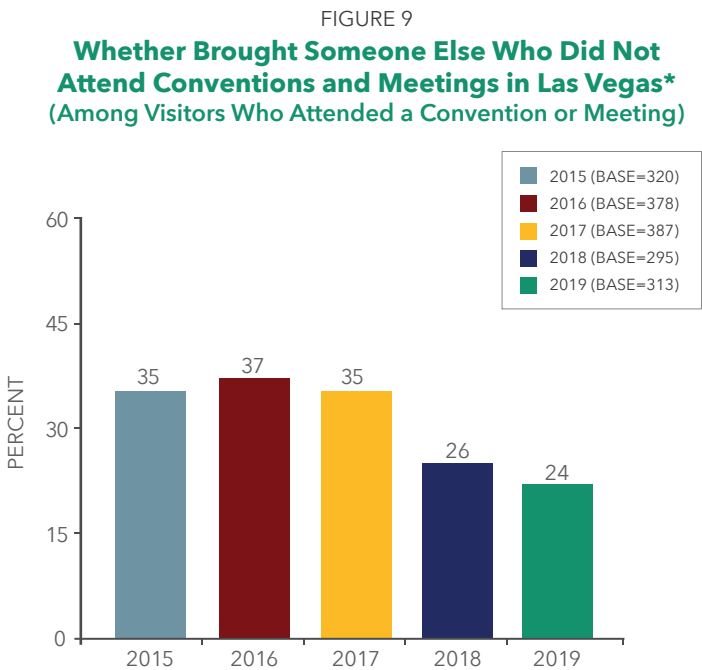
### Interest in Attending Conventions and Meetings in Las Vegas (Among Visitors Who Attended a Convention or Meeting)



Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention. In 2019, 44% said having the convention in Las Vegas made them more interested in attending, while 51% said it made no difference.

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-quarter (24%) said they had, similar to last year, but down from 2015 - 2017 results.

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



## TRAVEL PLANNING

Fifty-six percent (56%) of visitors in 2019 planned their trip to Las Vegas more than one month in advance, down from 64% last year. One-third (33%) planned their trip from one week to one month in advance, up from 24% in 2017 and 30% last year. Eleven percent (11%) planned their trip less than a week in advance, up from 7% each in 2017 and last year. Nearly one-quarter (23%) of visitors planned their trip more than 90 days in advance, down from 27% last year.

FIGURE 10  
**Advance Travel Planning**

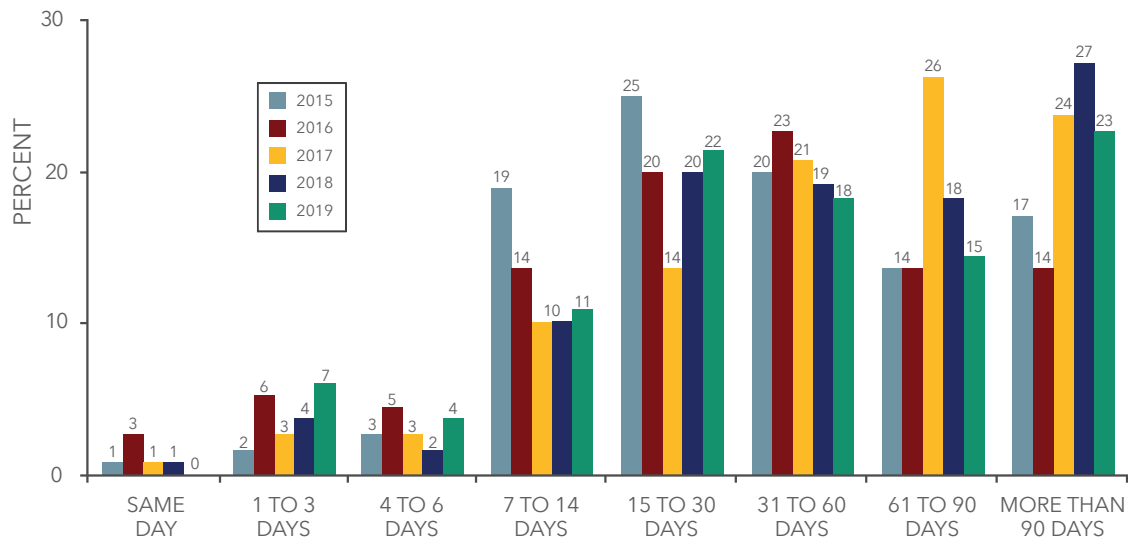
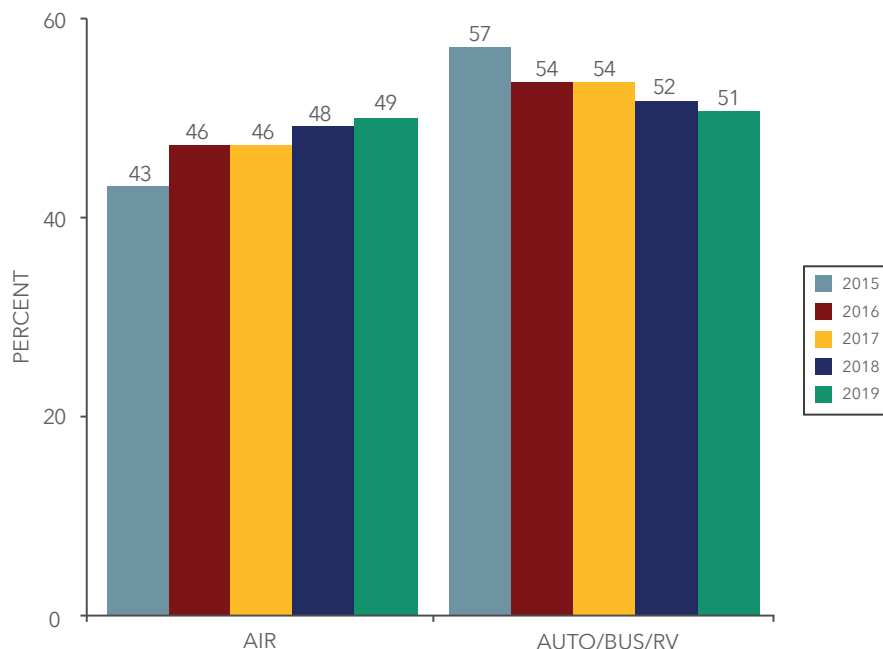
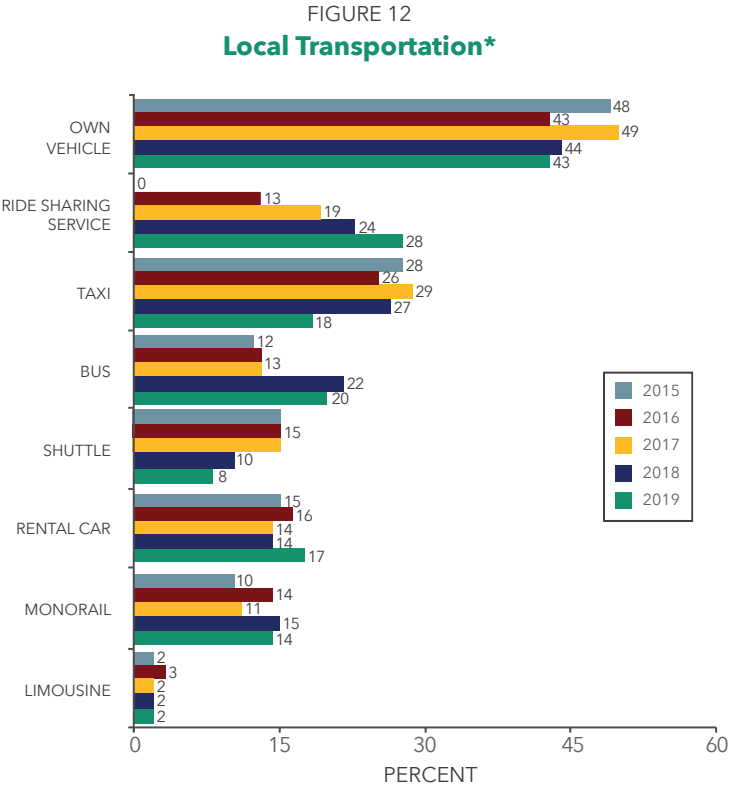


FIGURE 11  
**Transportation to Las Vegas**



Forty-nine percent (49%) of visitors to Las Vegas in 2019 arrived by air, up from 43% in 2015 and 46% in 2016 and 2017.

Forty-three percent (43%) of visitors said that they used their own vehicle when traveling around Las Vegas, down from 48% in 2015 and 49% in 2017. Over one-quarter (28%) said they used a ride sharing service\*, up from past years, while 18% reported taking a taxi, down from the past four years. Seventeen percent (17%) reported using a rental car (up from 14% each in the last two years), and 8% said they took a hotel shuttle (down from past years). Fourteen percent (14%) reported using the Monorail, while 20% reported taking a bus (down from last year, but up from 2015 - 2017). Two percent (2%) said they took a limousine, similar to past years.



\*Ride sharing option added in 2016.

Almost all (97%) of Las Vegas visitors in 2018 decided where to stay in Las Vegas prior to their arrival.

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

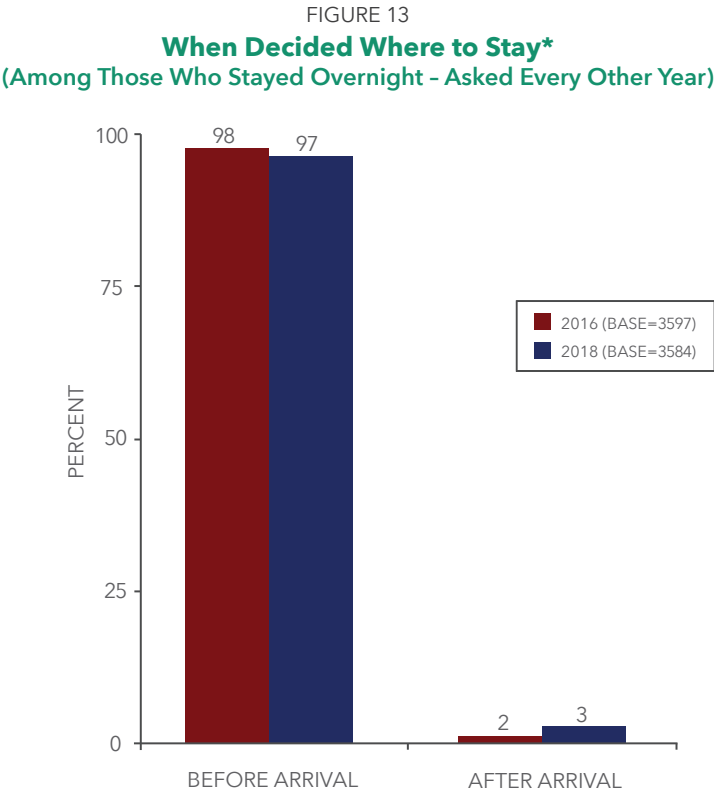
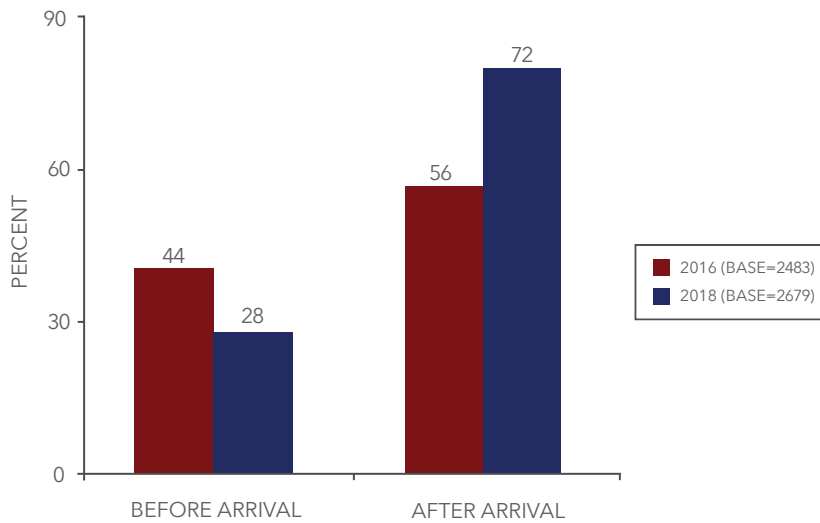


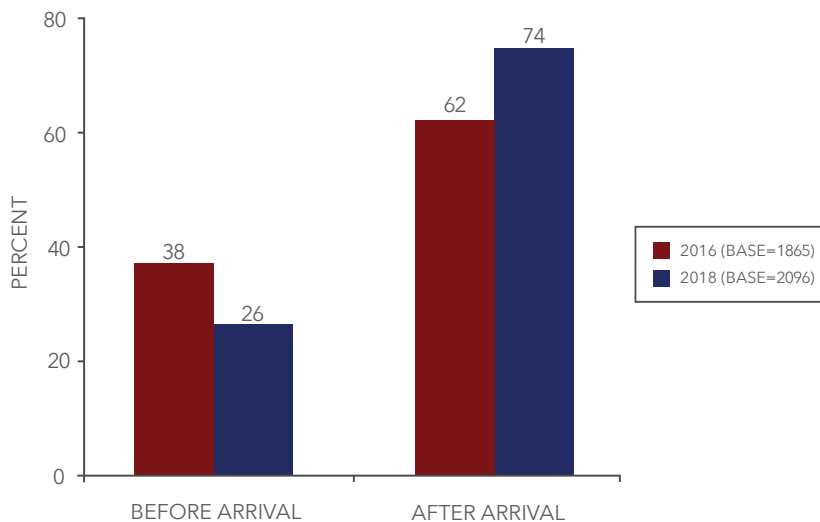
FIGURE 14  
**When Decided Where to Gamble\***  
 (Among Those Who Gambled - Asked Every Other Year)



Nearly three-quarters (72%) of visitors in 2018 decided where to gamble after arriving in Las Vegas, up from 56% in 2016.

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

FIGURE 15  
**When Decided Which Shows to See\***  
 (Among Those Who Saw Shows - Asked Every Other Year)



As with when visitors decided where to gamble, more visitors decided which shows they would see after their arrival in Las Vegas than in past years. Three-quarters (74%) of visitors in 2018 decided which shows to see after their arrival (up from about six in ten in 2016).

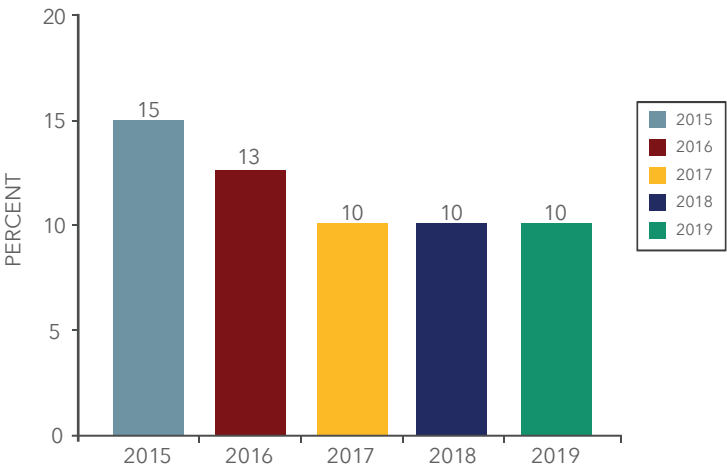
\*This question is asked every other year and was not asked in 2015, 2017, or 2019.



Ten percent (10%) of visitors reported using a travel agent to plan their trip to Las Vegas, the same as the last two years.

\*Only “yes” responses are reported in this chart.

FIGURE 16  
Travel Agent Assistance\*

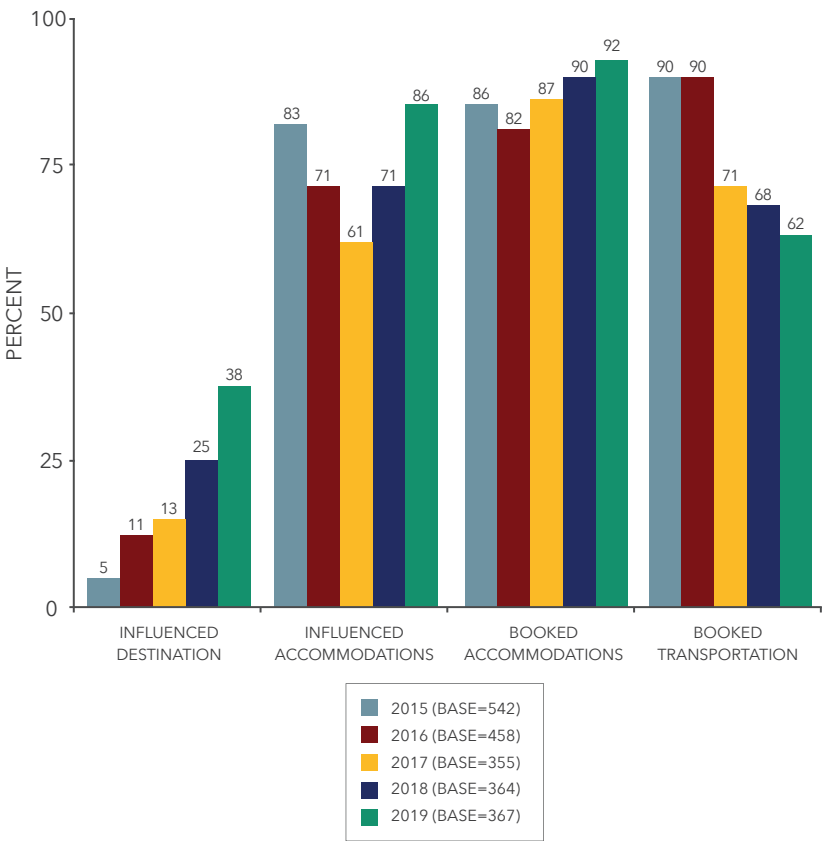


Among those visitors who used a travel agent to plan their trip to Las Vegas, 92% said the travel agent booked their accommodations (up from 86% in 2015 and 82% in 2017), while 62% said the travel agent booked their transportation, down from the past four years.

Eighty-six percent (86%) of these visitors said their travel agent influenced their choice of accommodations in Las Vegas (up from previous years), while 38% said the travel agent influenced their choice of destination (up from the past four years).

\*Only “yes” responses are reported in this chart.

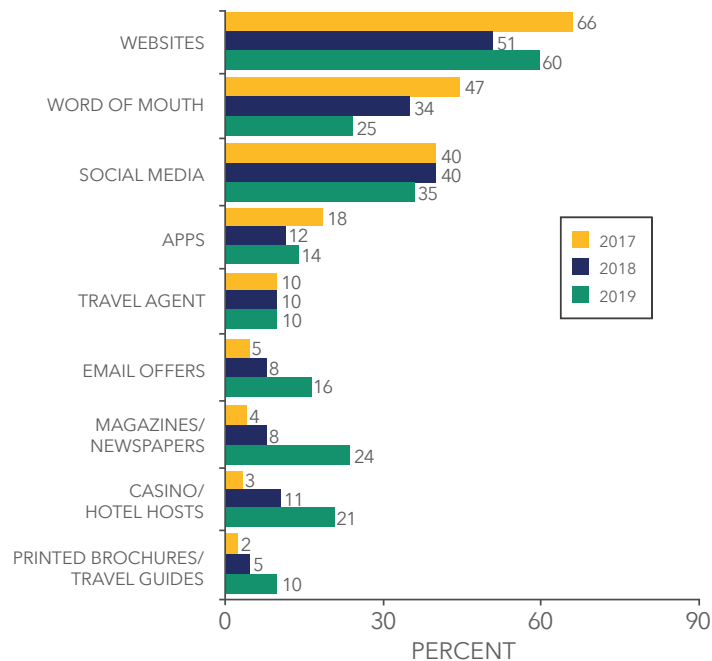
FIGURE 17  
Travel Agent Influence and Use\*  
(Among Those Who Used a Travel Agent)



Beginning in 2017 visitors were asked what tools they used to plan their trip to Las Vegas. In 2019 more than two-thirds of visitors (69%, up from 56% last year) said they used some type of online tool, either a website (60%, up from 51% last year), social media (35%, down from past results), or an app (14%, down from 18% in 2017). One-quarter (25%) said they relied on word of mouth, down from 47% in 2017 and 34% last year. More visitors than in 2017 and 2018 said they relied on magazines or newspapers (24%), casino or hotel hosts (21%), email offers (16%), and printed brochures or travel guides (10%).

\*Multiple responses permitted.

FIGURE 18  
**Tools Used in Planning Trip to Las Vegas\***



Visitors who said they used a website, social media, or apps in planning their trip (over two-thirds of all visitors) were asked which websites, social media or travel review apps they used. Over one-half (54%) said they used Google, down from past years. Over one-third (35%) used Facebook (up from 2017 and 2018), three in ten (29%) of visitors said they consulted reviews at online travel agencies (up from last year), and over one in five used Instagram (23%, up from past years) or Trip Advisor (22%). Nineteen percent (19%) said they used Twitter, 14% used Yelp, and 9% used Pinterest, all up from past years. Far fewer visitors than in past years (3%) said they consulted reviews at hotel or show venue sites.

FIGURE 19  
Social Media and Travel Review Apps or Websites Used  
in Planning Trip to Las Vegas

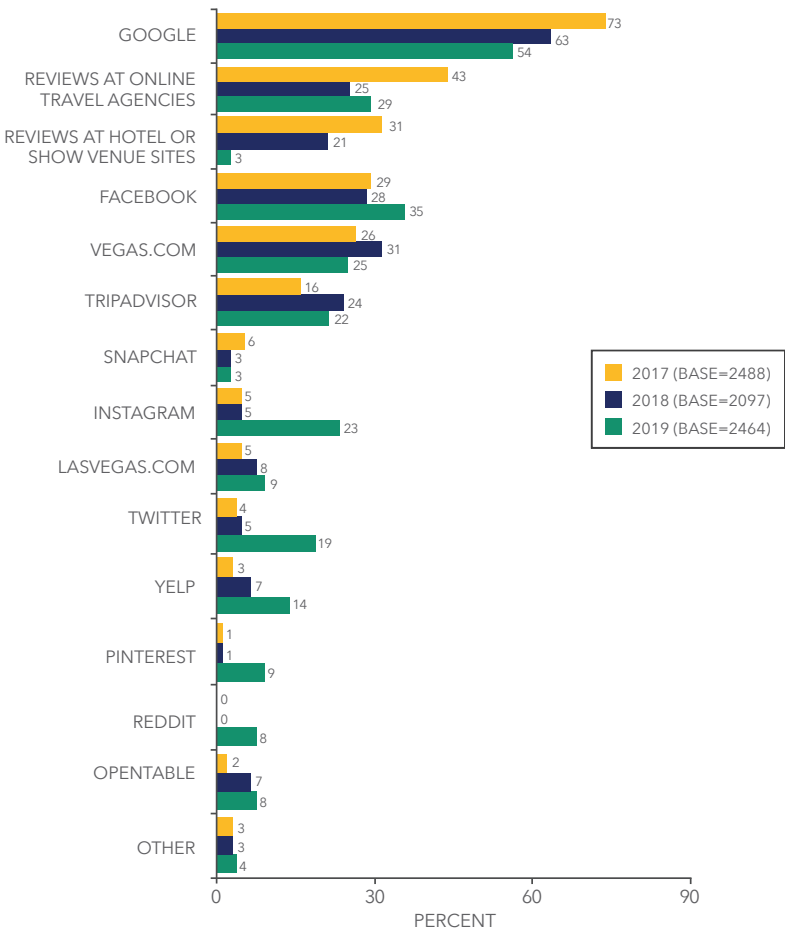
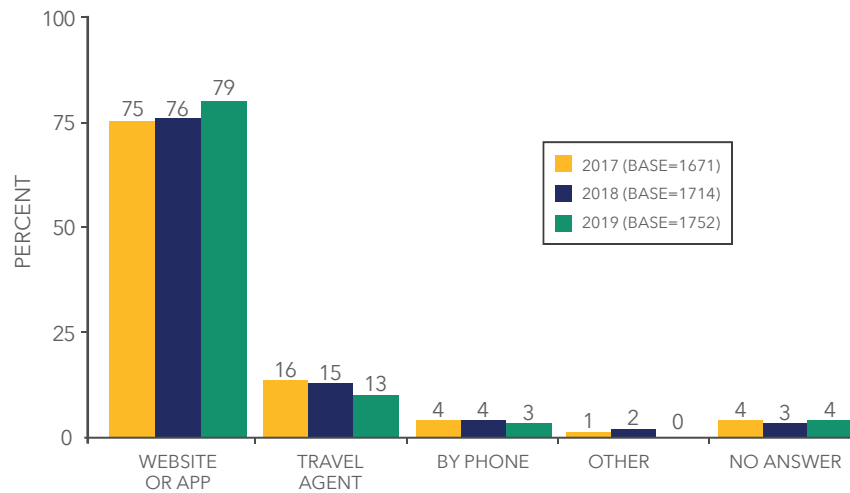
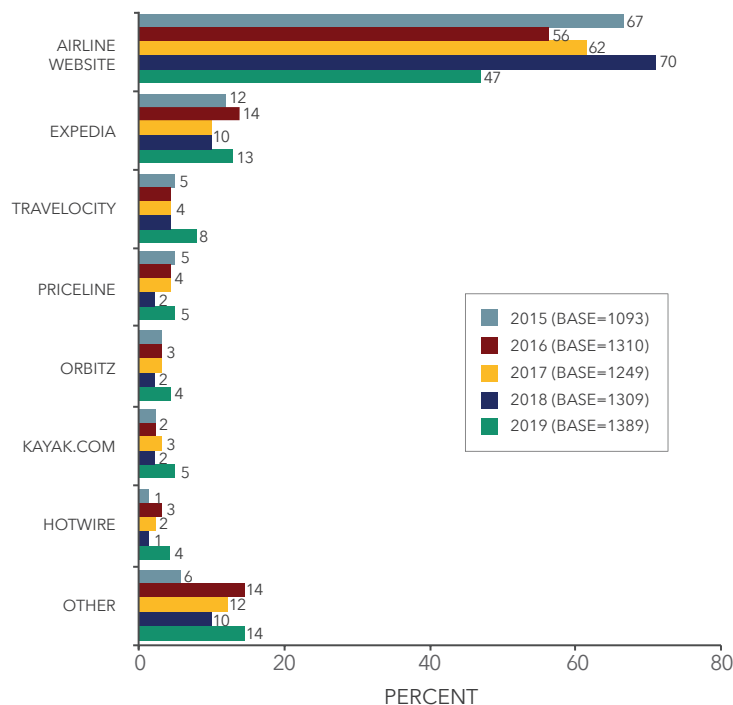


FIGURE 20

**How Booked Flight to Las Vegas**

About four in five visitors (79%, up from past years) who flew into Las Vegas said they used a website or an app to book their flight. Thirteen percent (13%) said they used a travel agent (down from 16% in 2017), and 3% said they booked their flight by phone.

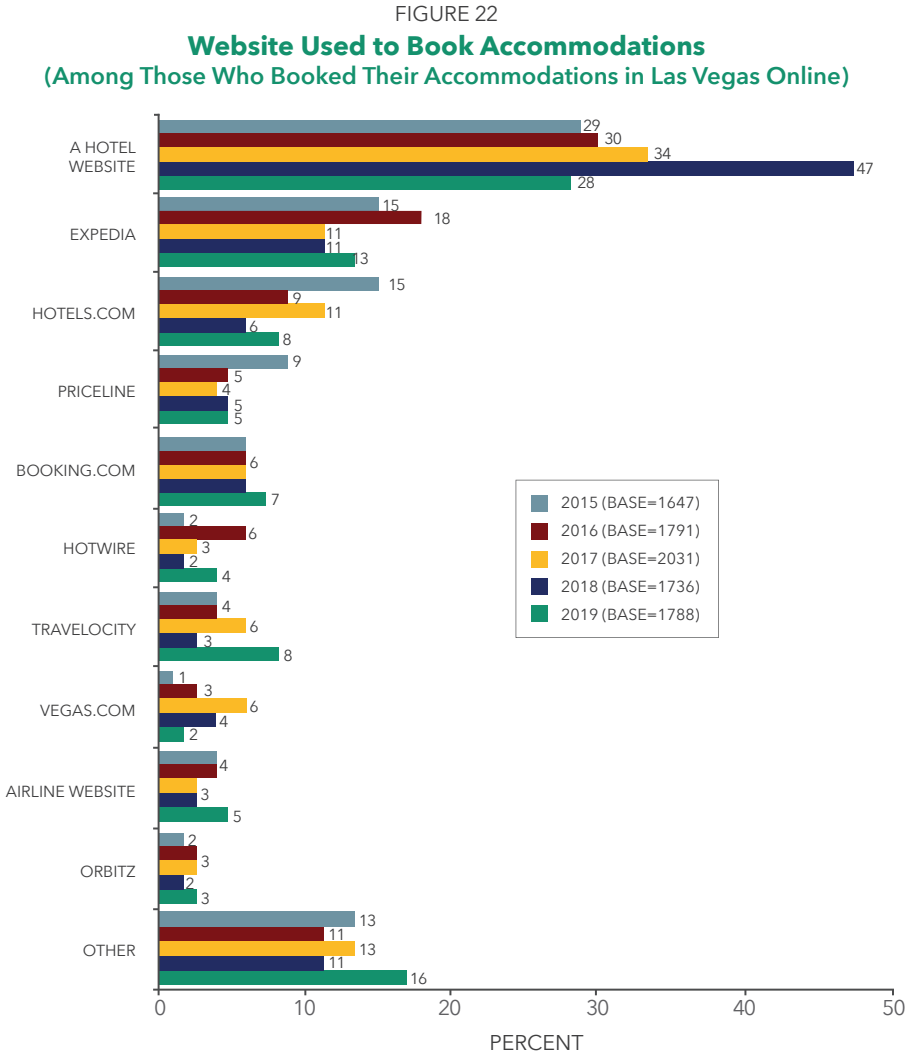
FIGURE 21

**Website Used to Book Flight**  
 (Among Those Who Booked Their Transportation to Las Vegas Online)


Among those visitors who booked their flight to Las Vegas online, 47% said they used an airline website, down from the past four years. Thirteen percent (13%) said they used Expedia (up from 10% each in 2017 and last year), and 8% used Travelocity, up from the past four years. More visitors than in past years said they used Kayak and Hotwire.

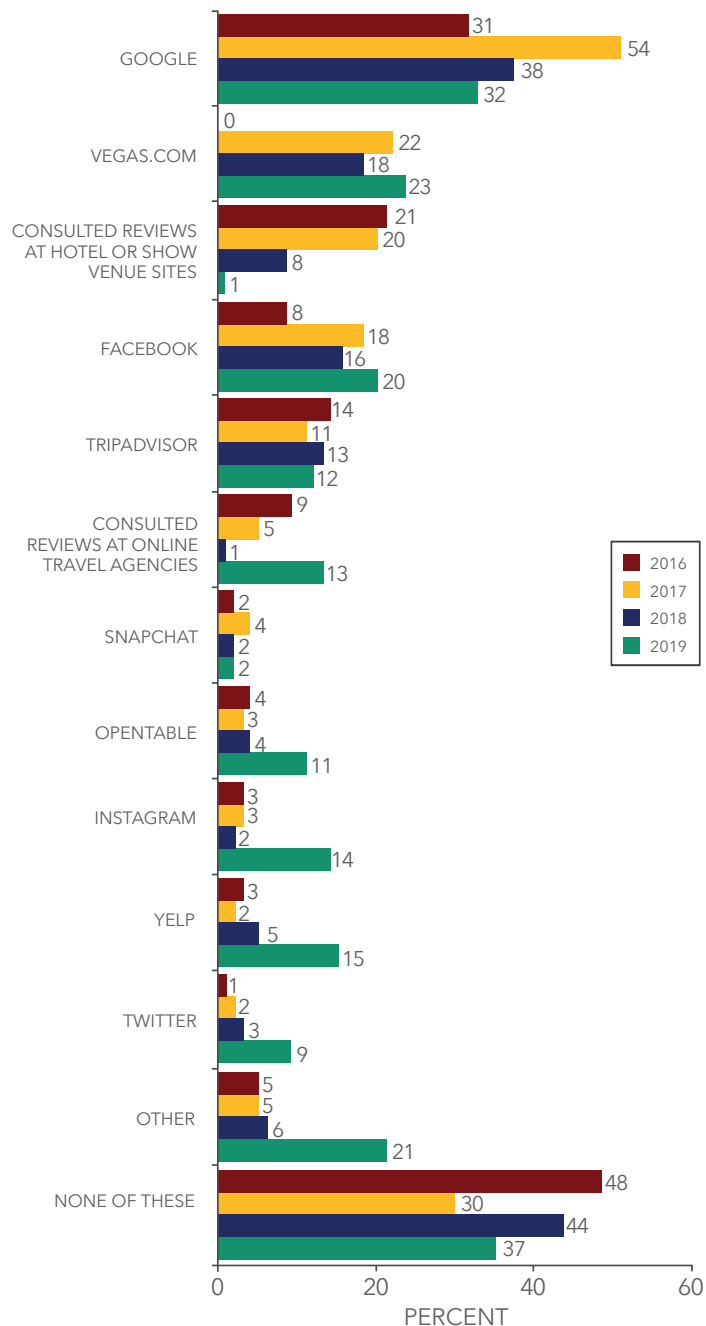


Among those visitors who booked their accommodations online for their current trip to Las Vegas, 28% said they used a hotel website, down from 34% in 2017 and 47% last year. Thirteen percent (13%) used Expedia, 8% each used Hotels.com (up from 6% last year) or Travelocity (up from the past four years), while smaller proportions used Booking.com (7%), Priceline or an airline website (5% each).



Beginning in 2016, visitors were asked which, if any, social media and travel review apps they used during their trip to Las Vegas. Thirty-two percent (32%) of visitors said they used Google (down from 54% in 2017 and 38% last year) and 23% used Vegas.com (up from 18% last year). More visitors than in past years said they used Facebook (20%), Yelp (15%), Instagram (14%), OpenTable (11%), Twitter (9%), or that they consulted reviews at Online Travel Agencies (13%), and one in eight (12%) said they used TripAdvisor. Only 1% said they consulted reviews at hotel or show venue sites, down from past years. Thirty-seven percent (37%) of visitors said they did not use any of these websites or apps, up from 30% in 2017, but down from 44% last year.

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

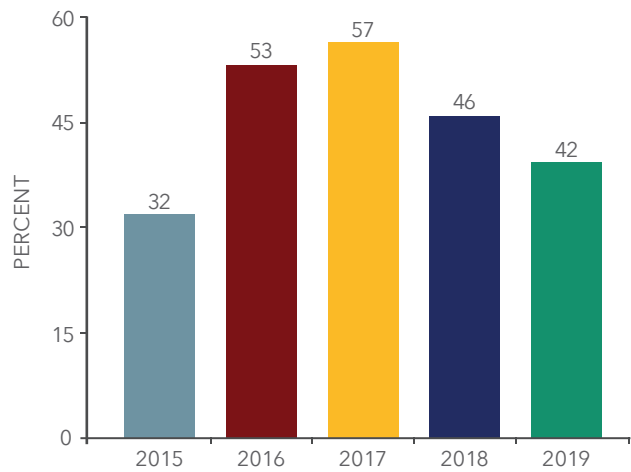




Forty-two percent (42%) of visitors said they had visited Downtown Las Vegas on their current trip, down from 2016 – 2018 results.

\*Only “yes” responses are reported in this chart. “Welcome to Downtown Las Vegas” temporary signage on Las Vegas Blvd. at Sahara was installed in 2016 and removed in late 2018.

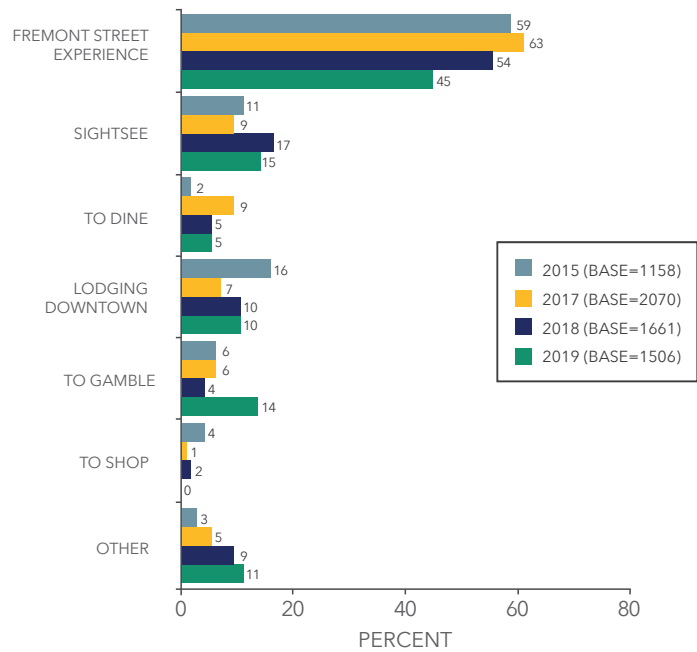
FIGURE 24  
Whether Visited Downtown Las Vegas\*

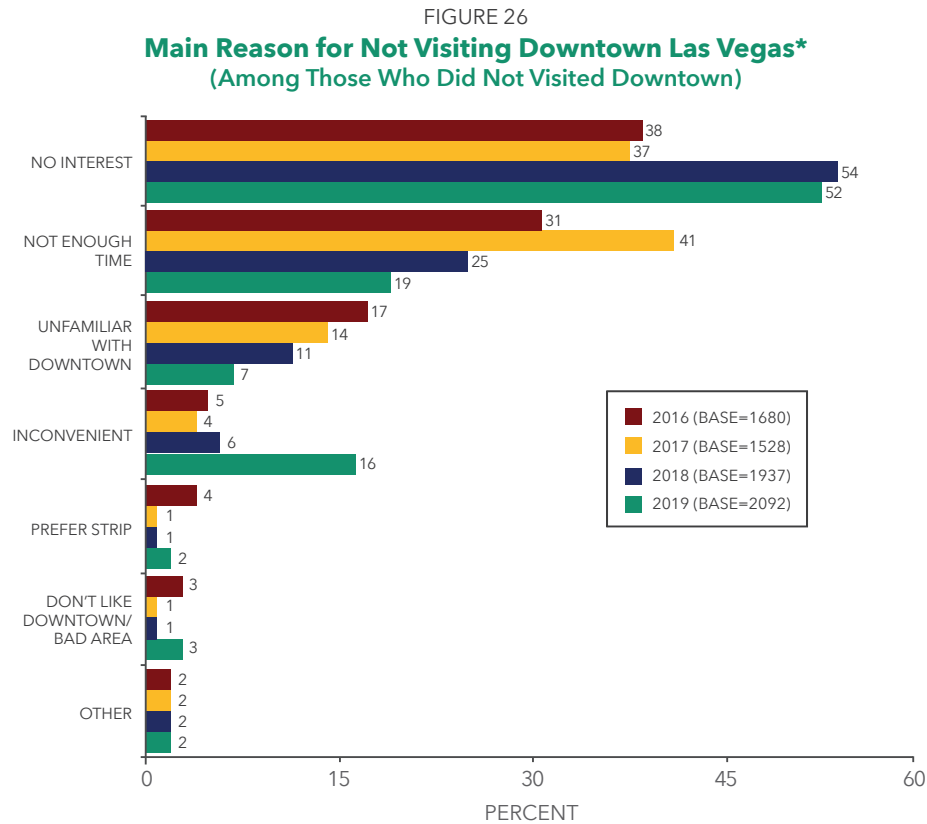


Visitors who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so. Nearly one-half (45%, down from past years) of these visitors said it was to see the Fremont Street Experience, 15% said they visited Downtown primarily to sightsee, 14% said they were visiting primarily to gamble (up from past results) and 10% said they were lodging downtown, the same as last year’s results.

\*This question was not asked in 2016. “Welcome to Downtown Las Vegas” temporary signage on Las Vegas Blvd. at Sahara was installed in 2016 and removed in late 2018.

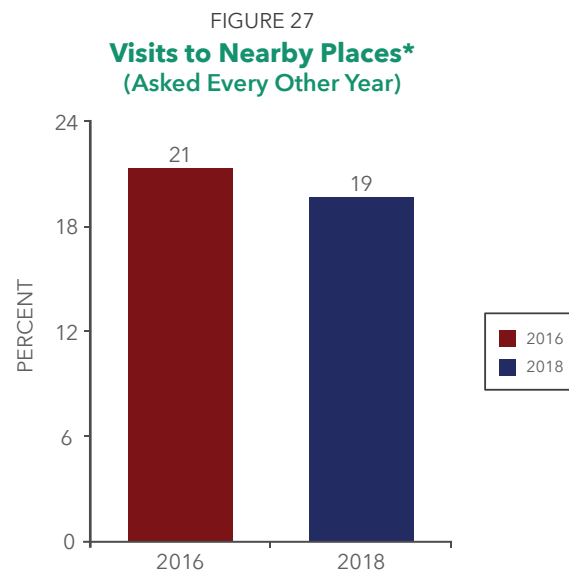
FIGURE 25  
Main Reason for Visiting Downtown Las Vegas\*  
(Among Those Who Visited Downtown)





Visitors who had not visited Downtown Las Vegas on their current trip were asked the primary reason why they had not done so. Over one-half (52%, up from 2016 – 2017) of these visitors said it was because they were not interested in Downtown and 19%, said they did not have enough time (down from the past three years). One in six (16%, up from the past three years), said it was inconvenient to visit Downtown, while 7% said they were unfamiliar with Downtown, down from the past three years. A smaller proportion of these visitors said they did not go Downtown because they did not like it (3%, up from last year).

\*This question was not asked in 2015.



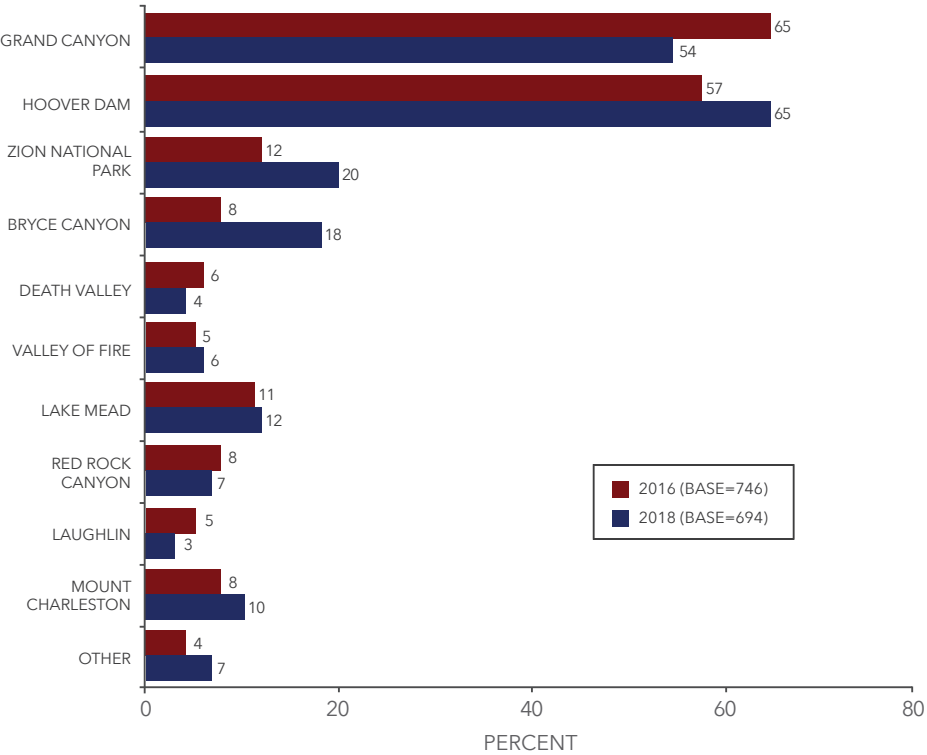
Visitors were asked if they visited or planned to visit any nearby places before or after their trip to Las Vegas and 19% said they had.

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

These visitors were asked what other nearby destinations they had visited or planned to visit. The most often cited places were Hoover Dam (65%, up from 2016), the Grand Canyon (54%, down from 2016), Zion National Park (20%, up from 2016), and Bryce Canyon (18%, up from 2016). Smaller proportions of visitors cited Lake Mead (12%), Mt. Charleston/Lee Canyon (10%), Red Rock Canyon (7%) and Valley of Fire (6%).

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

FIGURE 28  
**Other Nearby Places Visited\***  
(Among Those Who Planned to Visit Other Places - Asked Every Other Year)



## TRIP CHARACTERISTICS AND EXPENDITURES

Visitors were asked how many adults were in their immediate party. Just over two-thirds (69%) of visitors said there were two, down from 74% last year. Five percent (5%) said they were in a party of three adults (down from 6% each in 2015 and 2016), 11% said they were in a party of four (up from 8% each in 2015 and last year), and 8% said they were in a party of five or more (up from the past four years). Eight percent (8%) of visitors traveled alone, down from the past four years. The average party size in 2019 was 2.5 adults, the highest average over the past five years.

FIGURE 29

### Adults in Immediate Party

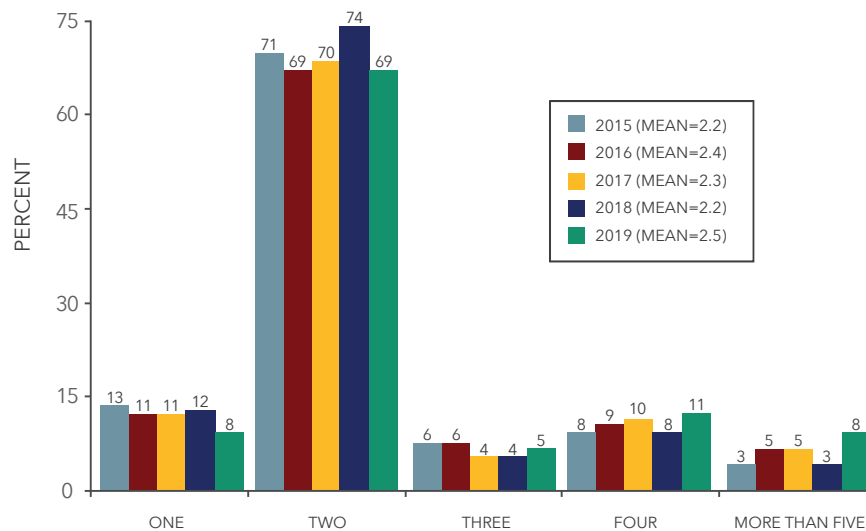
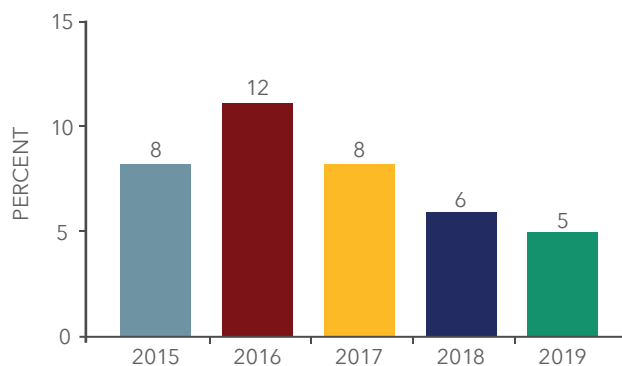


FIGURE 30

### Whether Had Persons in Immediate Party Under Age 21\* (Among All Visitors)



We asked visitors whether they had any people under the age of 21 traveling with them in their immediate party. Five percent (5%) said they did, down from prior years.

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

In 2019, visitors stayed an average of 3.4 nights and 4.4 days in Las Vegas, the same as last year, but down from 2017 (3.5 nights and 4.5 days).

FIGURE 31  
Nights Stayed

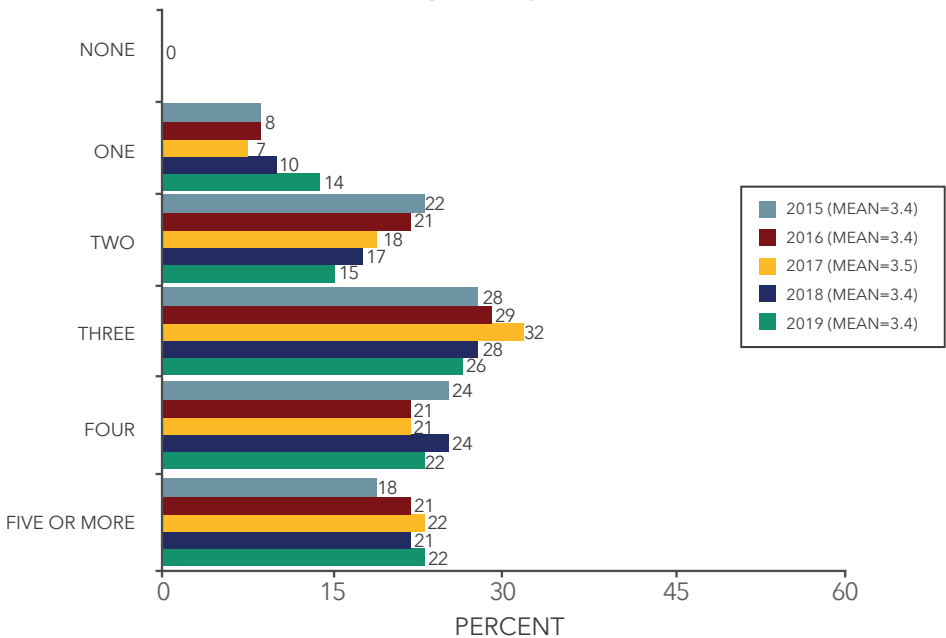


FIGURE 32  
Days Stayed

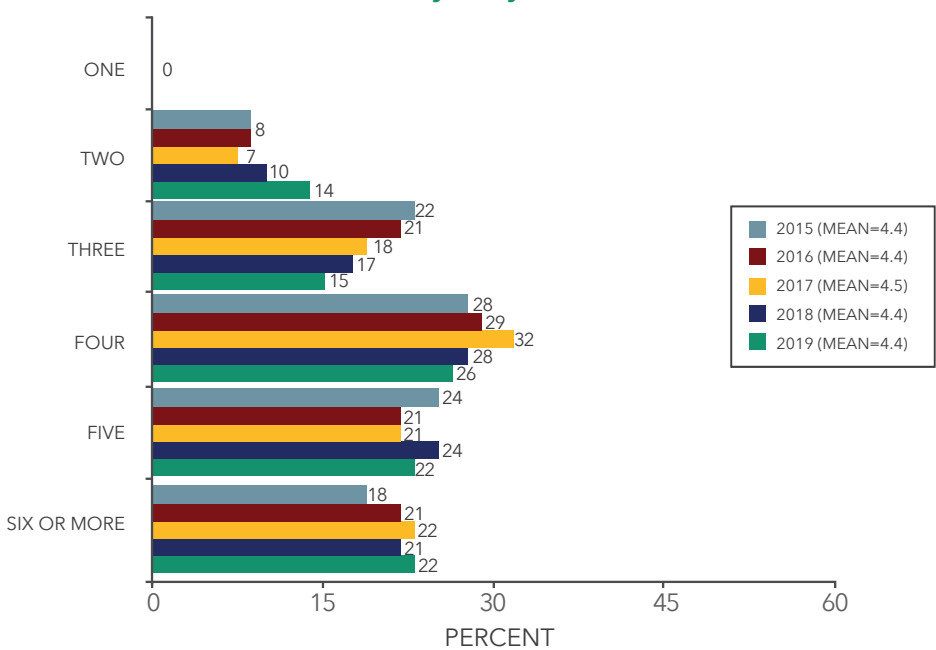
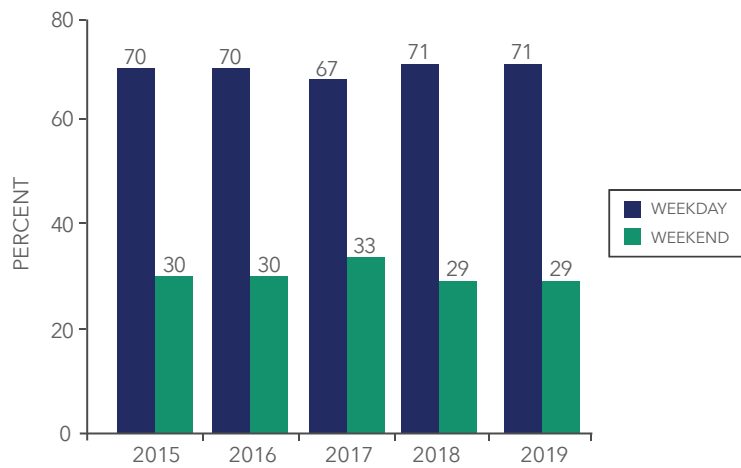




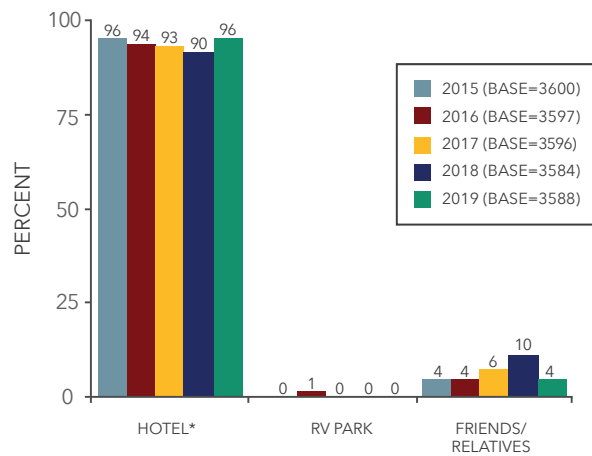
FIGURE 33  
**Weekend Versus Weekday Arrival\***



Twenty-nine percent (29%) of visitors arrived in Las Vegas on a weekend (the same as last year, and down from 33% in 2017), while 71% arrived on a weekday (up from 67% in 2017). Sixteen percent (16%) of visitors arrived on a Friday, down from 2016 (23%), 2017 (24%), and last year (19%). More visitors arrived on a Saturday (13%, vs. 7% in 2016, 9% in 2017, and 10% last year).

\*Weekday is defined as Sunday through Thursday. Weekend is defined as Friday and Saturday.

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



Among visitors who stayed overnight in Las Vegas, 96% stayed in a hotel (the largest proportion in the past four years). Less than 1% stayed in an RV park and 4% stayed with friends or relatives (down from 6% in 2017 and 10% last year).

\*Includes respondents who stayed in a timeshare.

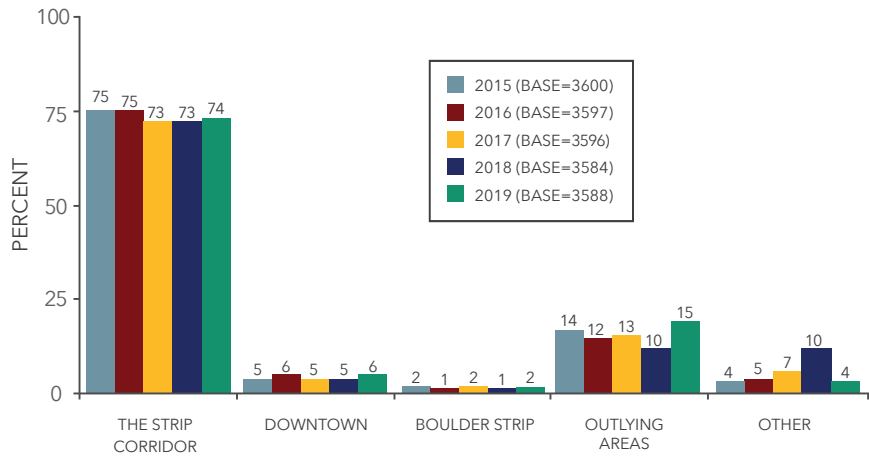




Among those visitors who stayed overnight, in terms of lodging location, 74% stayed in a property on the Strip Corridor, 6% stayed Downtown, and 2% stayed on the Boulder Strip (up from 1% each in 2016 and last year). Fifteen percent (15%) of overnight visitors stayed in outlying parts of Las Vegas, up from 12% in 2016 and 10% last year.

\*The Strip Corridor includes properties located directly on Las Vegas Boulevard South, as well as properties near the Strip, between Decatur Blvd and Paradise Road.

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



Visitors who stayed at a hotel or RV park were asked how they booked their accommodations in Las Vegas. In 2019, over one-half (53%) of these visitors said they used a website or app (down from 62% in 2017). Thirty-eight percent (38%, down from 41% in 2017 but up from 29% last year) said they used a third party website or app, while 15% said they used a hotel website or app (down from 21% in 2017 and 26% last year). Eighteen percent (18%, the same as last year) said they called the hotel or RV park directly, 10% said they booked through a travel agent, down from 14% in 2015, and 9% said they booked their accommodations in person, up from the past four years.

FIGURE 36  
**How Booked Accommodations in Las Vegas**  
(Among Those Who Stayed in a Hotel/RV Park)

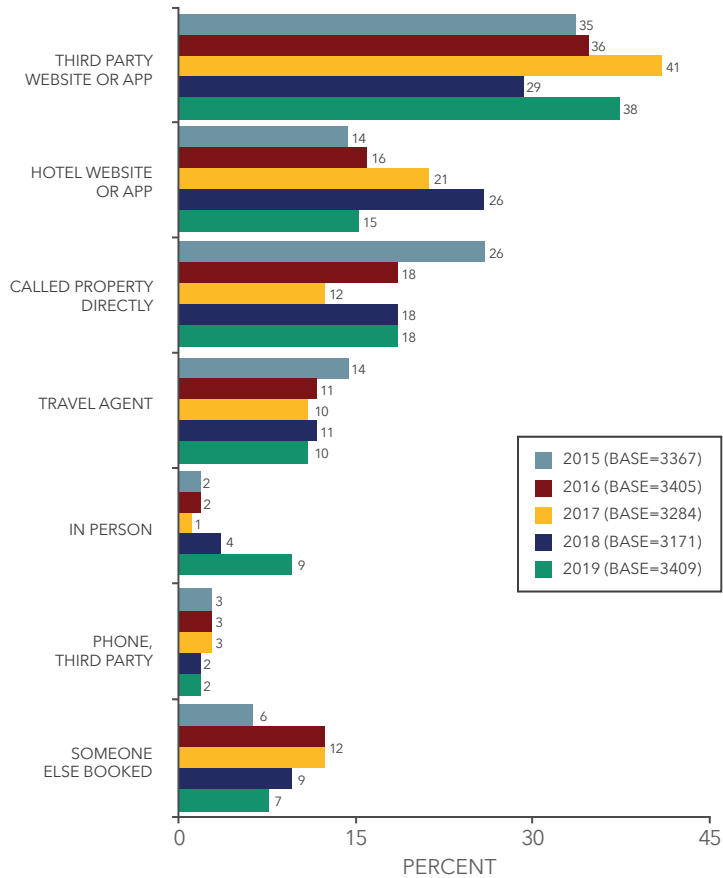
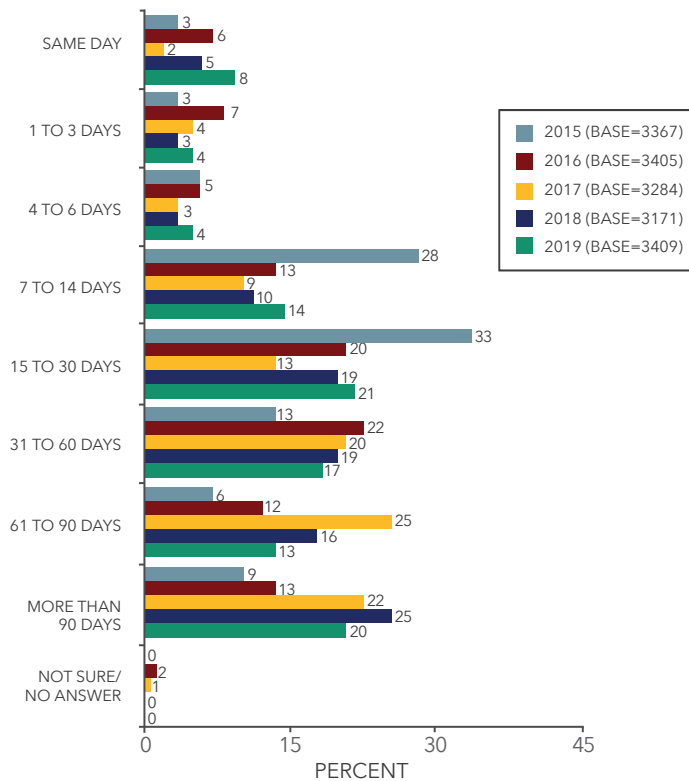


FIGURE 37

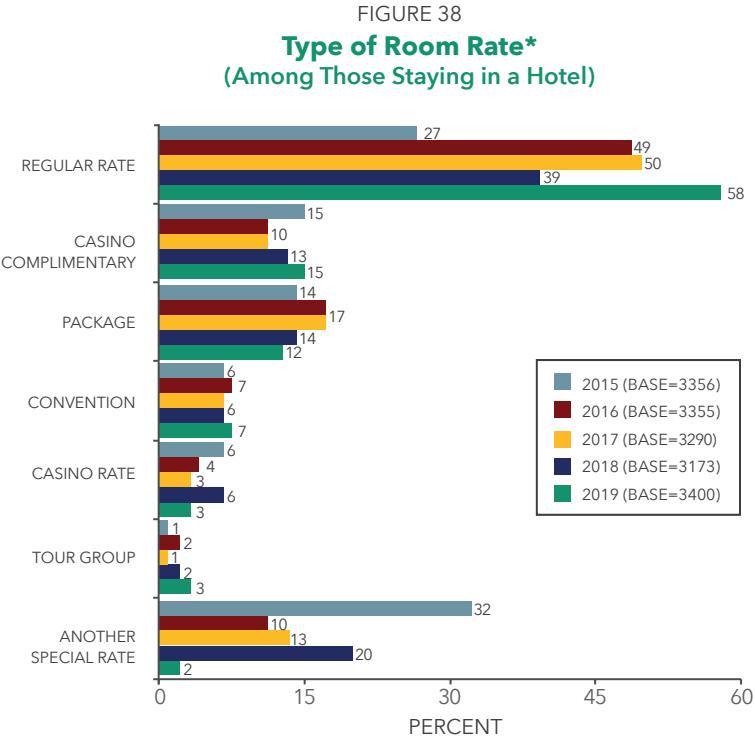
### Advance Booking of Accommodations (Among Those Who Stayed in a Hotel/RV Park)



We asked those visitors staying in a hotel or RV park how far in advance they had booked their accommodations. Over one-third (35%) of these visitors booked one week to one month in advance, up from 22% in 2017 and 29% last year. One-half (50%) of these visitors booked more than a month in advance, down from 2017 and last year, but up from 2015 and 2016. One in six visitors (16%) made their reservations less than one week before arrival, up from 2017 and 2018.

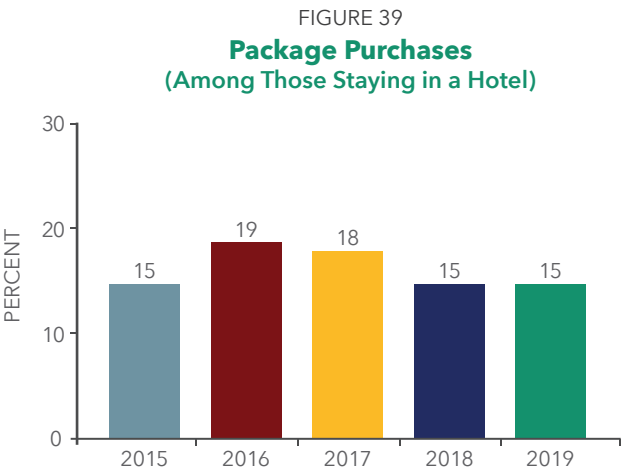


Visitors staying in a hotel were shown a card describing various room rates and were asked which type of room rate they had received. Nearly six in ten (58%) of these visitors said they paid a regular room rate, up from the past four years. Fifteen percent (15%) received a casino complimentary rate (up from 2016 and 2017), while 3% paid a casino rate (down from 6% each in 2015 and last year). Twelve percent (12%) of these visitors paid a package rate (down from 2016 and 2017), while 3% received a tour group rate (up from the past four years), and 7% paid a convention rate. The remaining 2% paid some other kind of special rate, down from the past four years.



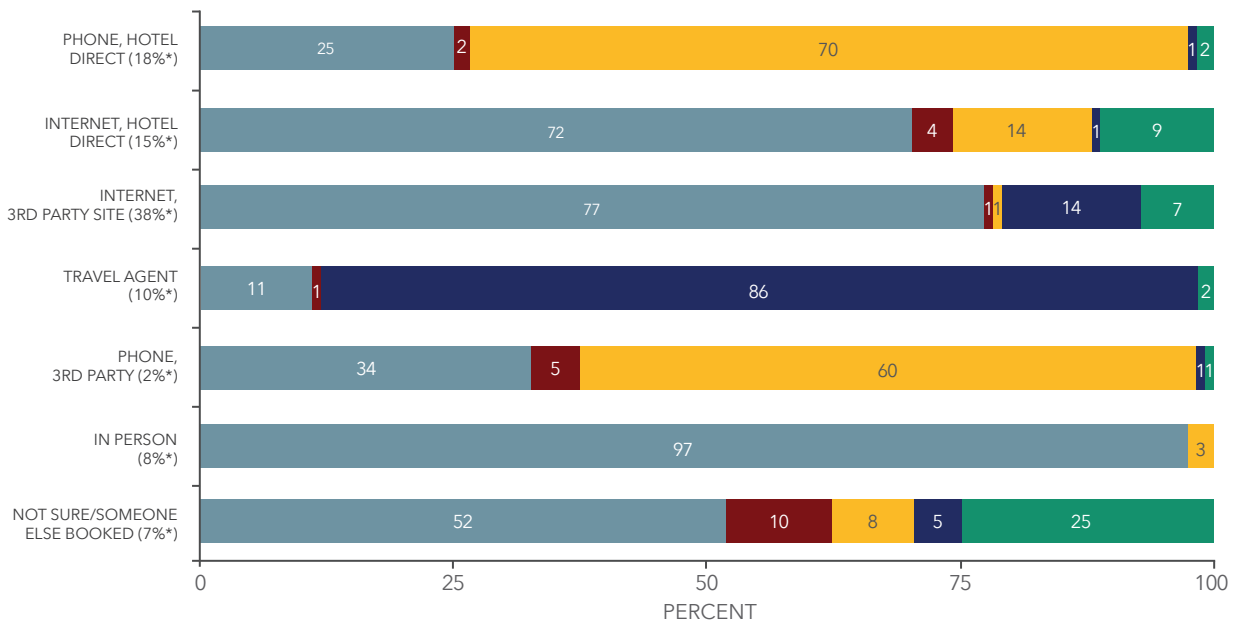
\*For an exact description of the room rates as presented to respondents, see “Hotel Rates” card at the end of the aggregate results in the appendix to this report.

Fifteen percent (15%) of visitors purchased a package deal or were part of a tour group, the same as last year, but down from 19% in 2016 and 18% in 2017.

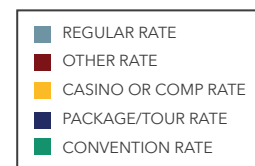


Looking at the room rate categories by the booking method used among those staying in a hotel in 2019, among those who called the hotel directly, 70% received a casino or casino complimentary rate, while 25% received a regular rate. Among those who booked directly on a hotel website, 72% received a regular rate, 14% received a casino or casino comp rate, and 9% received a convention rate. Among those who booked their room on the Internet through a third-party site, 77% received a regular room rate, 14% received a package rate, and 7% received a convention rate. Nearly nine in ten (86%) of those who booked through a travel agent received a package rate, while 11% received a regular rate. Among those who booked through a third party by phone, 60% received a casino or casino complimentary rate, 34% received a regular rate, and 5% received a special rate. The vast majority of those who booked in person (97%) received a regular rate and 3% received a casino or casino complimentary rate. The vast majority of those who booked in person (97%) received a regular rate and 3% received a casino or casino complimentary rate.

FIGURE 40  
**Room Rate by Booking Method**



\*Percent of hotel lodgers (N=3400)





We asked those visitors who had purchased a hotel, airline, or a tour/travel group package how much their packages cost per person. The average cost of such a package in 2019 was \$983.73, up from prior years.

FIGURE 41  
**Cost of Package Per Person**  
(Among Those Who Bought a Package)

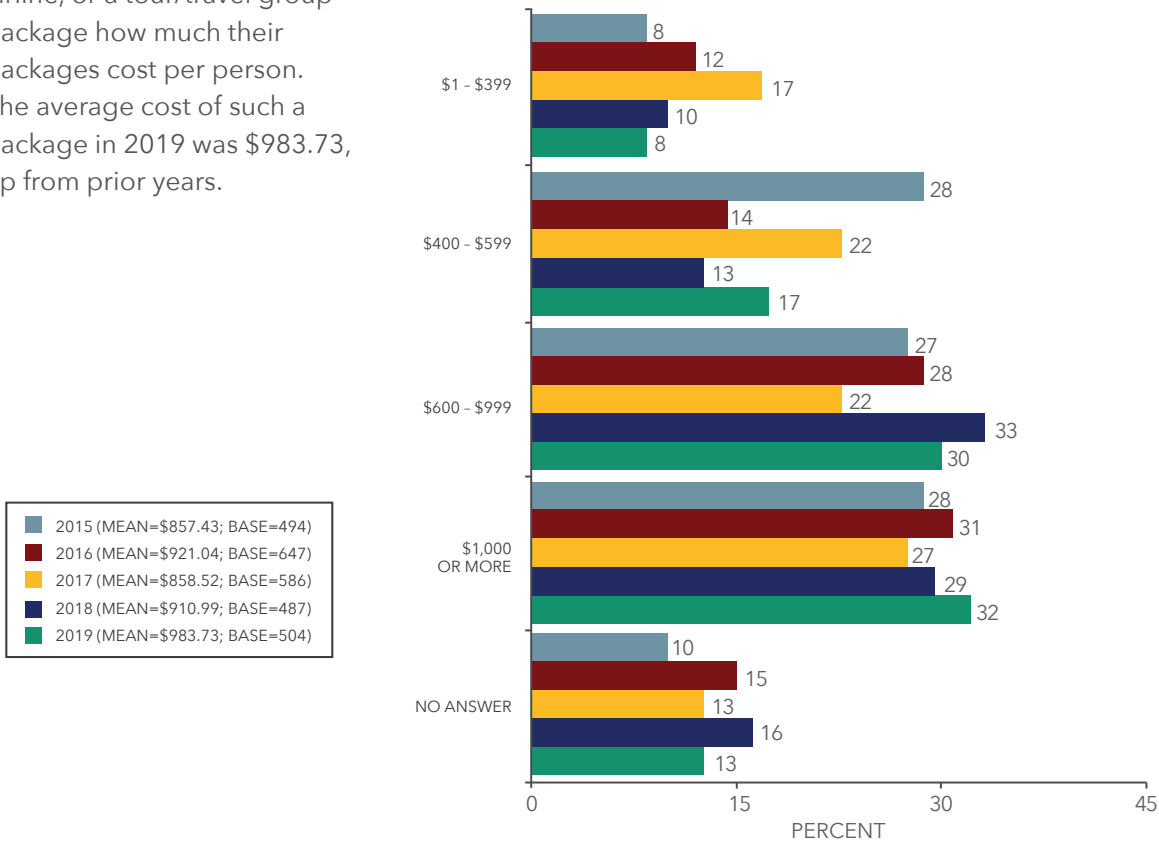
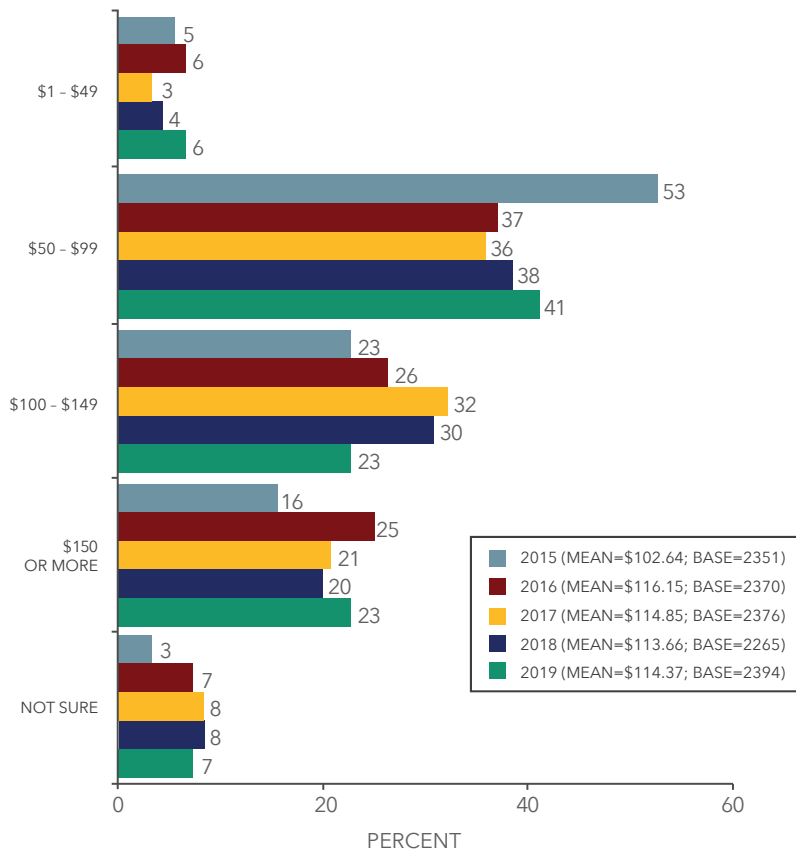


FIGURE 42

### Lodging Expenditures - Average Per Night (Among Those Staying in a Hotel/Non-Package and Non-Comp)

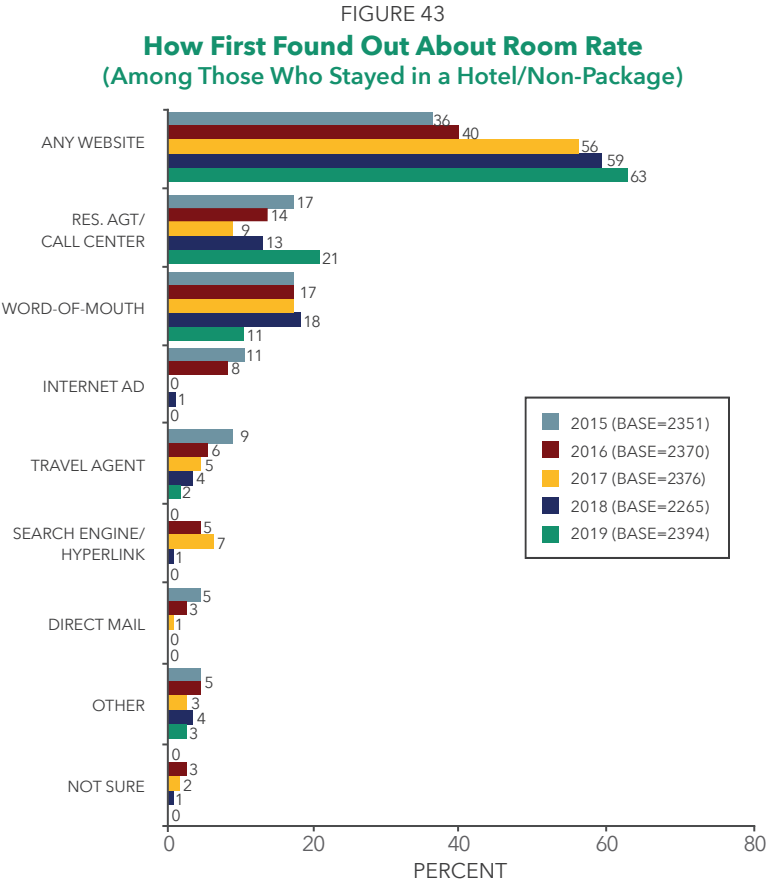


We asked for the amount spent on lodging among those visitors who did not purchase travel packages and were not comped for their stay. Four in ten (41%) of these non-package visitors paid between \$50 and \$99 per night for their room, up from 2016 and 2017. Twenty-three percent (23%) paid between \$100 and \$149 per night, down from 2017 and 2018 results. Twenty-three percent (23%) paid a nightly rate of \$150 or more. Six percent (6%) paid less than \$50, up from 2017 and 2018. The average daily room rate for non-package visitors in 2019 was \$114.37, about the same as the past several years, but up from 2015.





Non-package hotel lodgers were asked how they first found out about the room rate they paid. Over six in ten (63%) lodgers mentioned a website, the largest proportion in the past five years, and about one in five (21%) mentioned a reservation agent or call center, also the largest proportion in the past five years. Eleven percent (11%) said it was through word of mouth, and 2% mentioned a travel agent, both figures down from the past four years.



The mean (average) number of room occupants was 2.0, down from 2.1 in 2016. The majority of visitors who stayed in a hotel said two people stayed in their room (80%, up from 2015, 2016, and last year). Twelve percent (12%) of these visitors said they were lodging alone (down from last year), 3% said three people stayed in their room (down from the past four years), while 5% said four or more people stayed in their room (down from 2016).

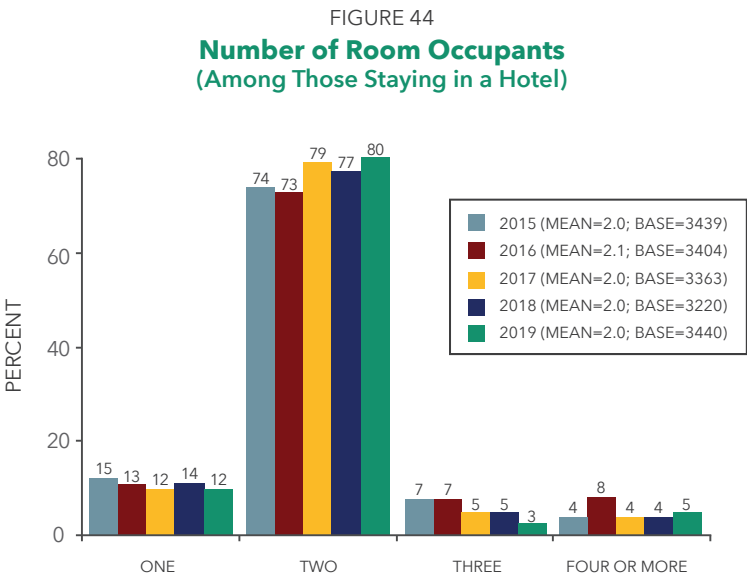
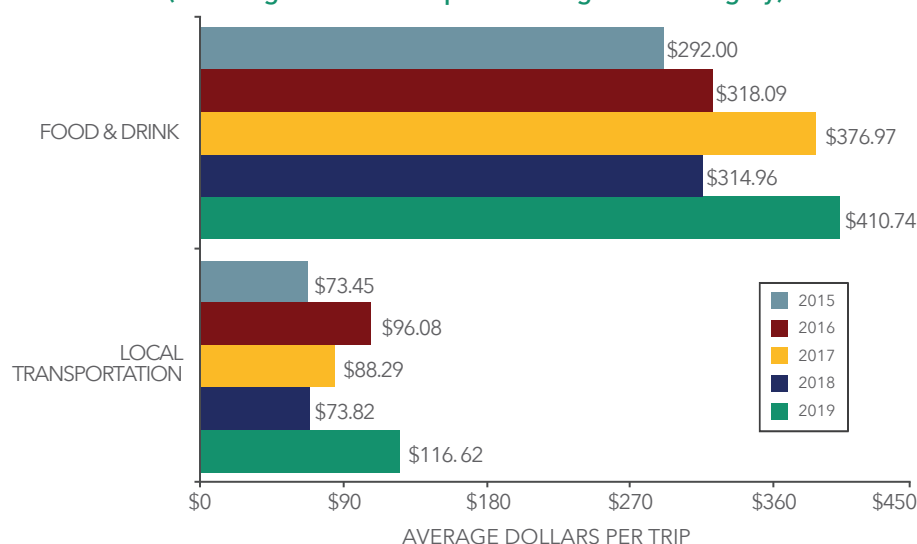


FIGURE 45

**Average Trip Expenditures on Food & Drink -  
and On Local Transportation\***  
(Including Visitors Who Spent Nothing in that Category)

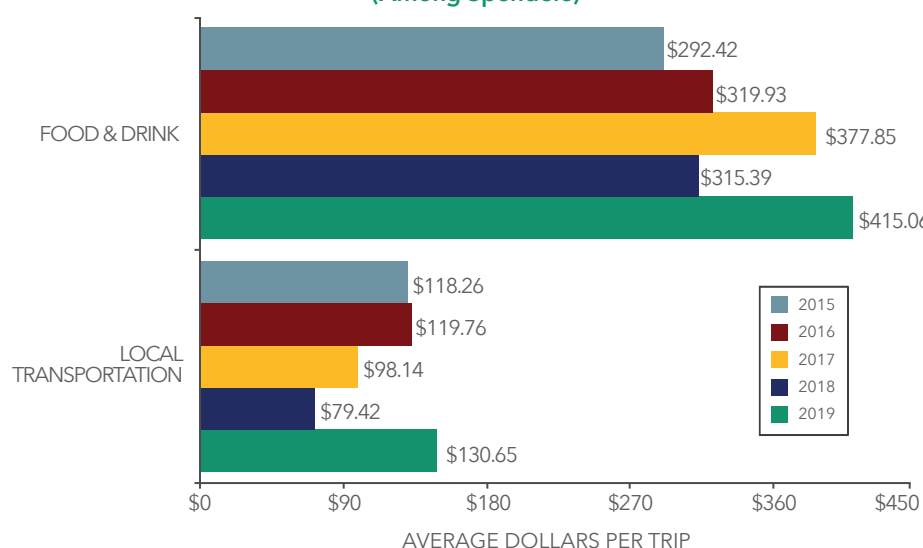


\*Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Las Vegas on their most recent trip.

Among all visitors, the average expenditure on food and drink in 2019 was \$410.74, up from the past four years. The average local transportation expenditure for 2019 was \$116.62, also the highest level in the past five years.

FIGURE 46

**Average Trip Expenditures on Food & Drink -  
and On Local Transportation**  
(Among Spenders)

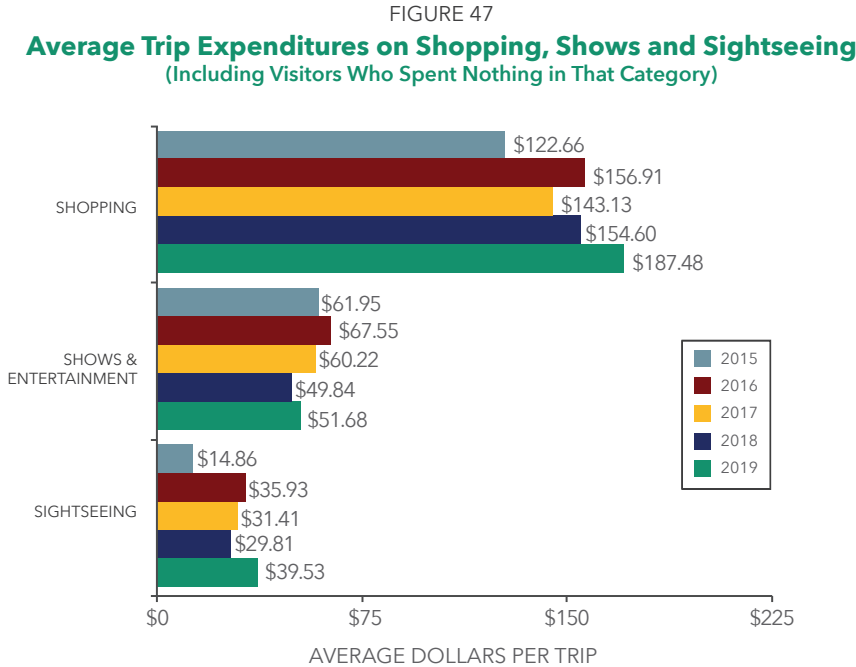


Among visitors who actually spent money in these categories, the average trip expenditure on food and drink in 2019 was \$415.06, up from the past four years. The average trip expenditure on local transportation in 2019 was \$130.65, the highest average in the past five years.

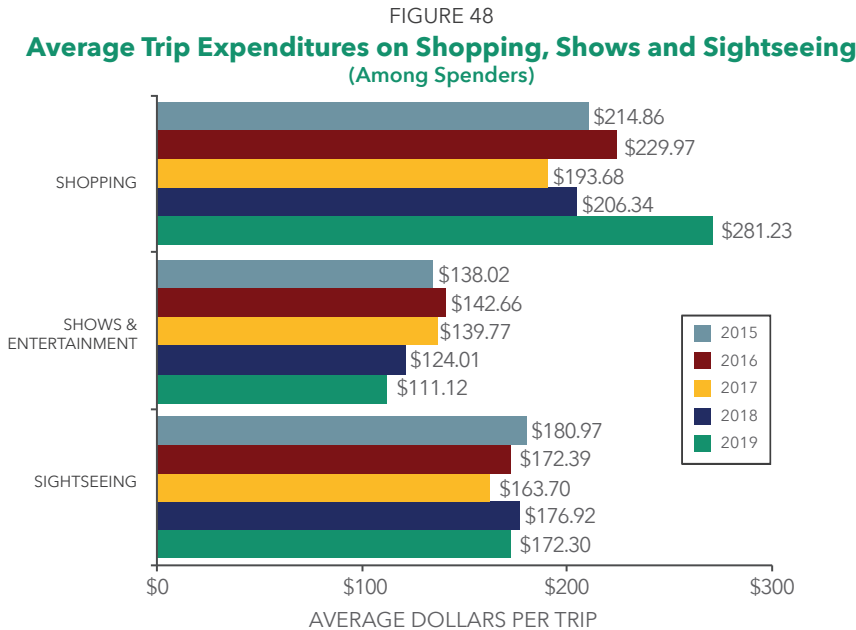
Percentages of respondents who spent money in each category are shown in the following table:

	2015	2016	2017	2018	2019
Food and Drink					
Base size	(3596)	(3579)	(3592)	(3594)	(3562)
Proportion of total	100%	99%	100%	100%	99%
Local Transportation					
Base size	(2241)	(2899)	(3239)	(3346)	(3214)
Proportion of total	62%	81%	90%	93%	89%

Among all visitors, the average trip expenditure on shopping was \$187.48, the highest total in the past five years. The average expenditure on shows was \$51.68, similar to last year, but down from 2015 to 2017. The average expenditure on sightseeing was \$39.53, up from 2015, 2017, and last year.



Among spending visitors, the average trip shopping expenditure was \$281.23, up from the past four years. The average trip total spent on shows was \$111.12, down from past years. The average sightseeing total was \$172.30, about the same over the past five years.

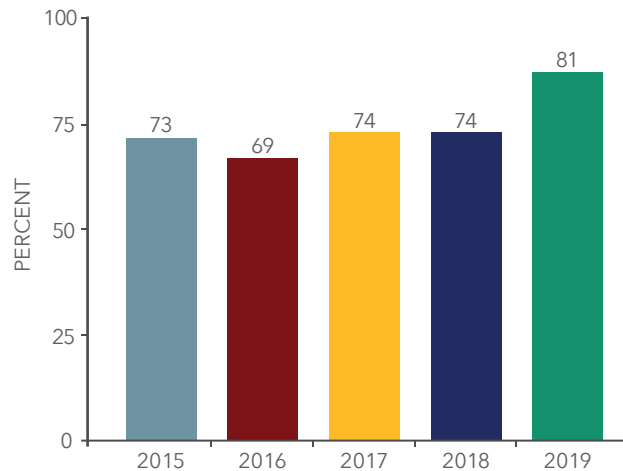


Percentages of respondents who spent money in each category are shown in the following table:

	2015	2016	2017	2018	2019
Shopping					
Base size	(2057)	(2473)	(2662)	(2697)	(2402)
Proportion of total	57%	69%	74%	75%	67%
Shows/Entertainment					
Base size	(1617)	(1748)	(1556)	(1454)	(1676)
Proportion of total	45%	49%	43%	40%	47%
Sightseeing					
Base size	(296)	(825)	(712)	(663)	(894)
Proportion of total	8%	23%	20%	18%	25%

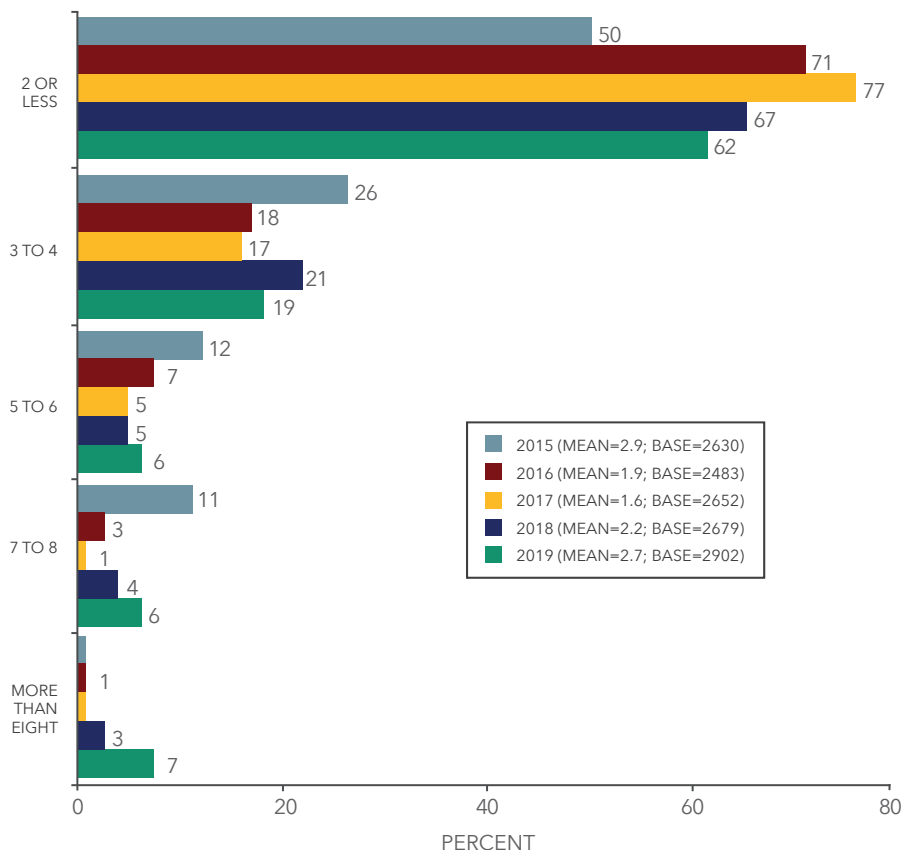
## GAMING BEHAVIOR AND BUDGETS

FIGURE 49  
**Whether Gambled While in Las Vegas**



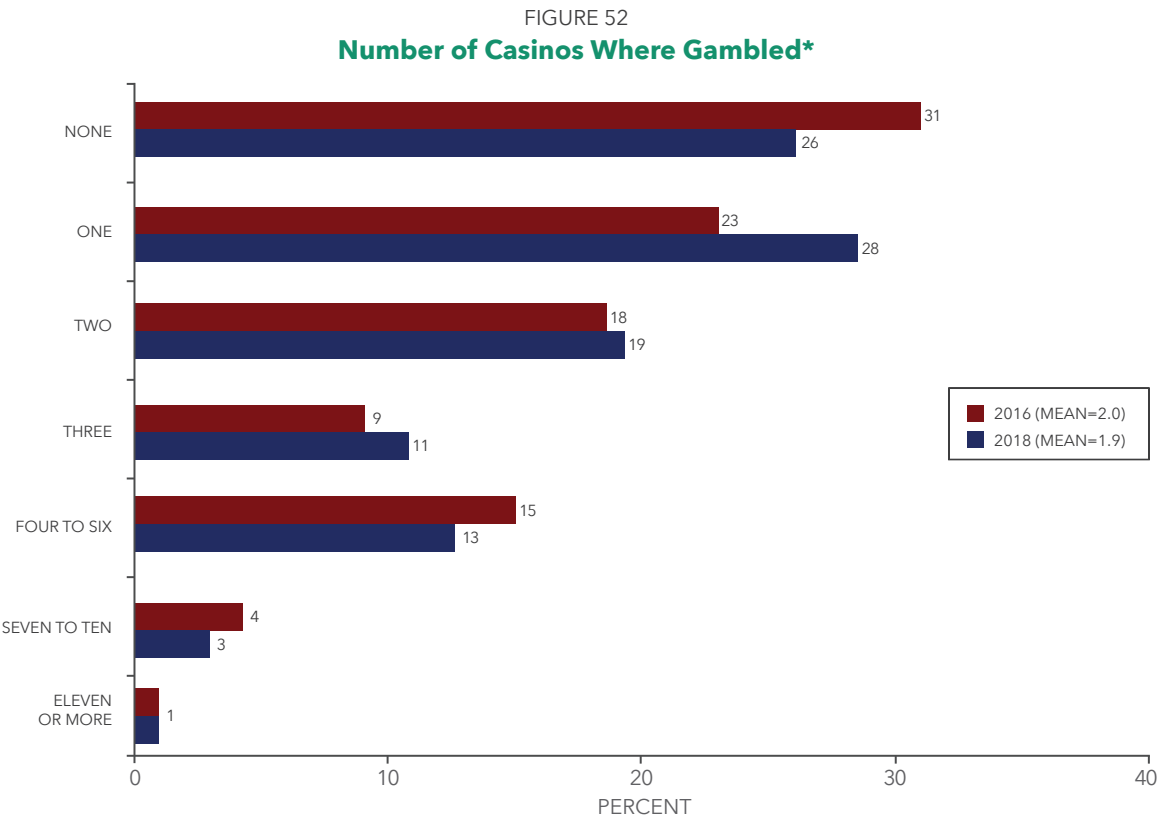
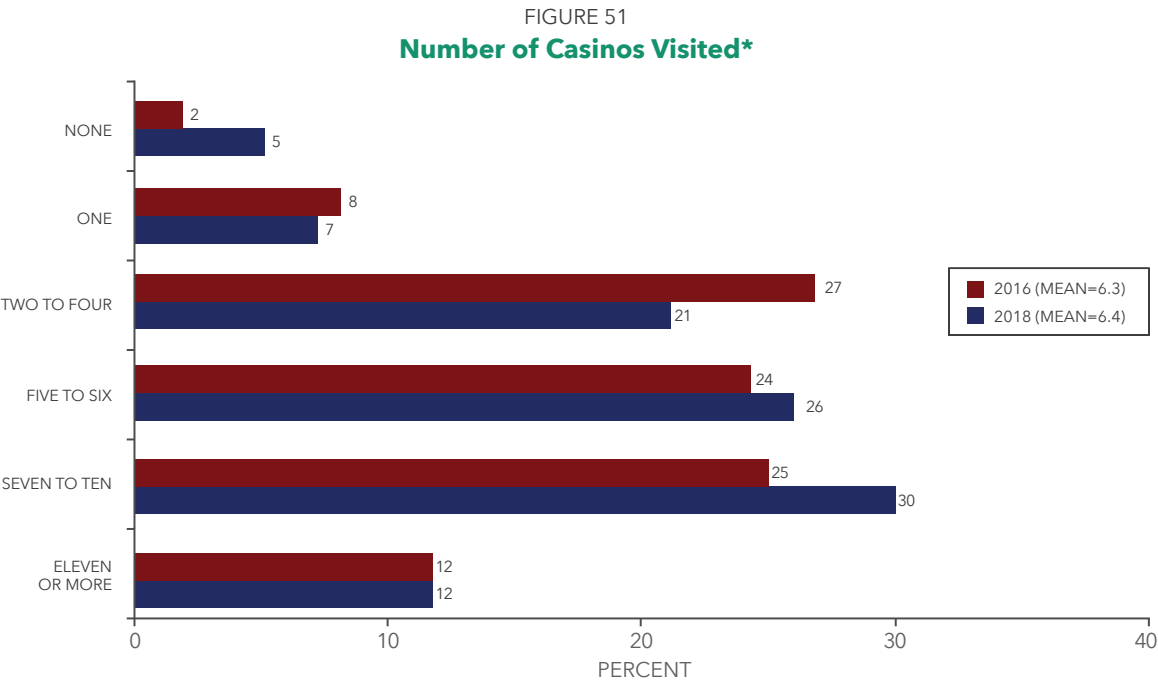
Eight in ten (81%) visitors said they gambled while in Las Vegas, the highest proportion in the past five years.

FIGURE 50  
**Hours of Gambling - Average Per Day**  
(Among Those Who Gambled)



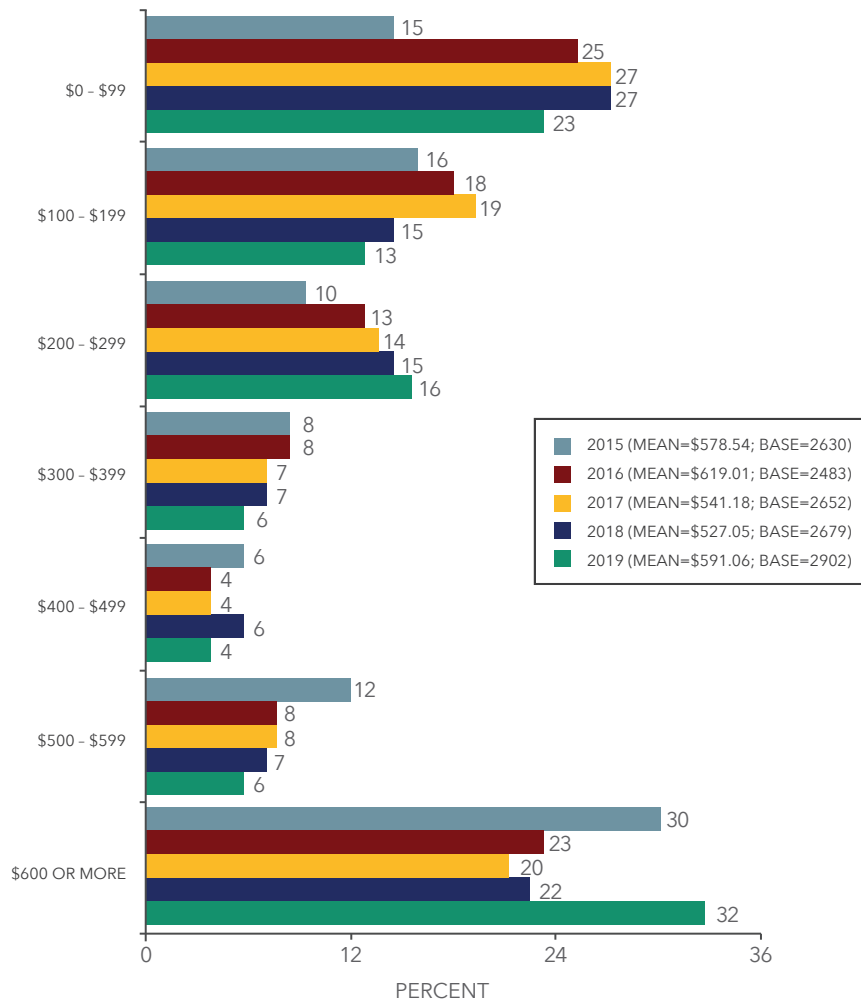
Among those visitors who gambled while in Las Vegas, 63% gambled on average per day two hours or less, down from 2016 - 2018 results. Nineteen percent (19%) of gambling visitors spent on average three to four hours, and another 19% gambled on average five or more hours, up from 2016 - 2018. The average amount of time spent gambling per day was 2.7 hours, up from each of the past three years.

All visitors to Las Vegas were asked how many casinos they had visited, and in how many of those casinos they had gambled. The average number of casinos visited in 2018 was 6.4, and the number of casinos at which visitors gambled was 1.9.



\*These questions are asked every other year and were not asked in 2015, 2017, or 2019.

FIGURE 53  
**Trip Gambling Budget**  
 (Among Those Who Gambled)



Among those visitors who gambled in 2019, the average trip gambling budget was \$591.06, up from \$527.05 last year.

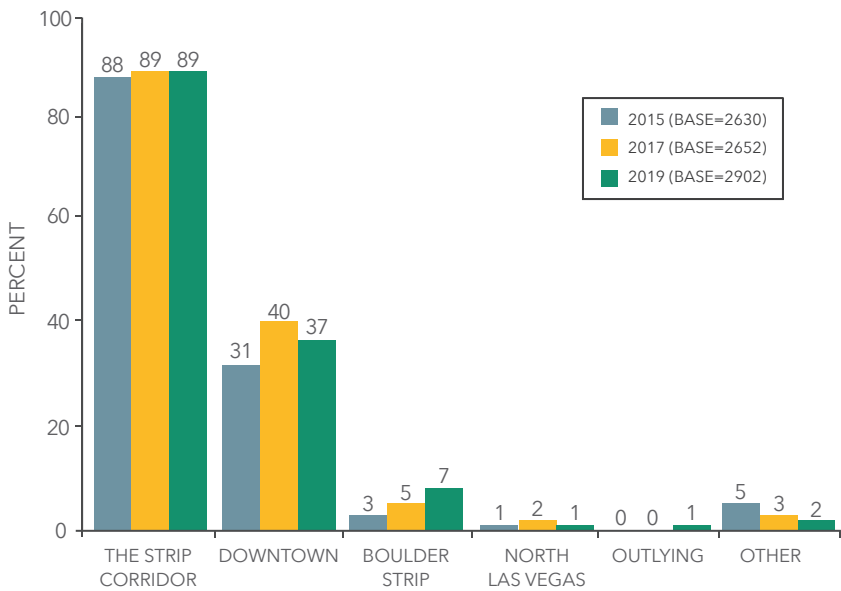




In 2019, most visitors (89%) gambled on the Strip Corridor. Thirty-seven percent (37%) said they gambled Downtown (up from 31% in 2015), 7% gambled in the Boulder Strip area (up from 3% in 2015 and 5% in 2017), 1% gambled in North Las Vegas (down from 2017), and 1% gambled in outlying areas.

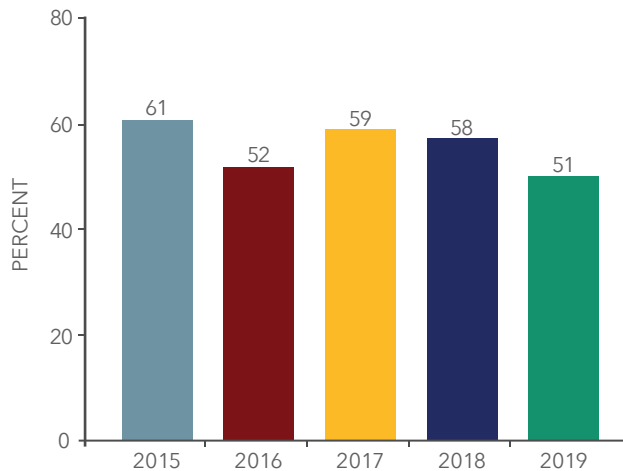
\*This question is asked every other year and was not asked in 2016 or 2018.

FIGURE 54  
**Where Visitors Gambled\***  
(Among Those Who Gambled - Asked Every Other Year)



## ENTERTAINMENT

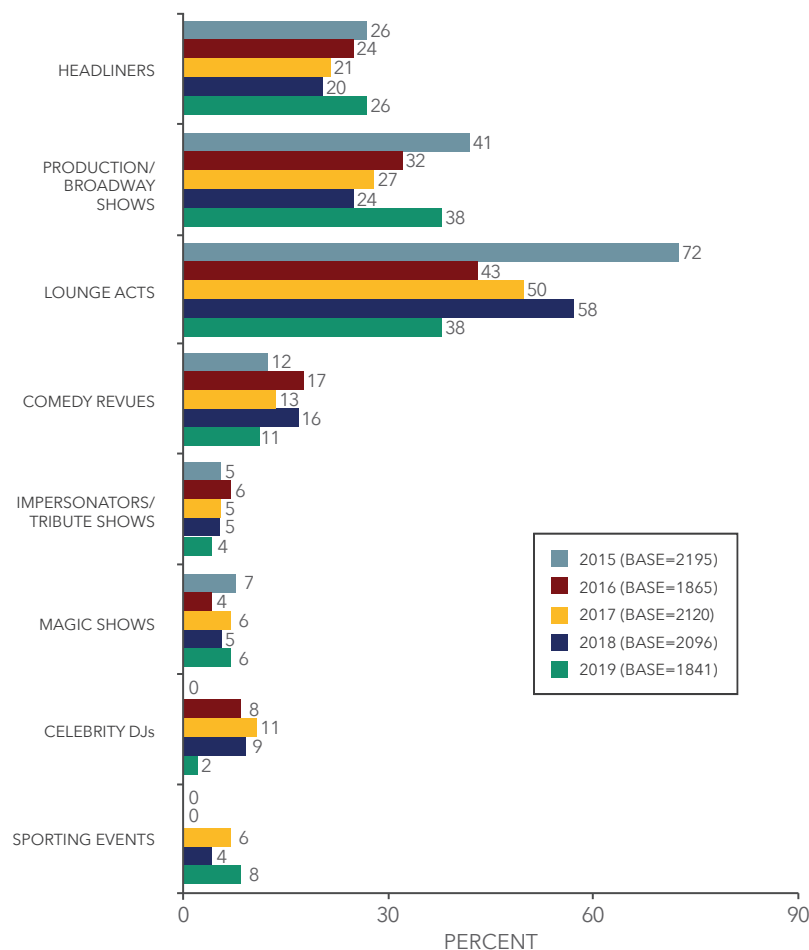
FIGURE 55  
**Attended a Show\***



Fifty-one percent (51%) of visitors attended shows during their stay, down from 61% in 2015, 59% in 2017, and 58% last year.

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

FIGURE 56  
**Types of Entertainment\***  
(Among Those Who Attended Some Form of Entertainment)



In 2019, 38% of visitors who saw a show in Las Vegas went to a lounge act, down from the past four years. Thirty-eight percent (38%) of these visitors went to a production or Broadway-type show (up from 2016 - 2018), and 26% saw a headliner (includes headliners in residence), up from 2017 and 2018. Eleven percent (11%) of visitors saw a comedy show (down from 2016 - 2018), 6% saw a magic show, 4% saw an impersonator/tribute show, 2% saw a celebrity DJ (down from 2016 - 2018), and 8% went to a sporting event of some kind (up from 2017 and last year).

\*Celebrity DJ category added in 2016. Sporting Events category added in 2017.

Visitors who saw shows were asked how many shows of each type they saw. Visitors saw an average of 1.1 production and Broadway-type shows (down from 1.2 in 2015, 2016, and last year), 1.3 celebrity DJ shows (up from 2017), 1.1 headliners, 1.1 lounge acts (down from the past four years), 1.0 comedy shows, 1.0 impersonators/tribute shows, 1.0 magic shows, and 1.0 sporting events (down from 2017 and last year).

\*Celebrity DJ category added in 2016.  
Sporting Events category added in 2017.

FIGURE 57  
**Average Number of Shows Attended\***  
(Among Those Who Attended Some Form of Entertainment)

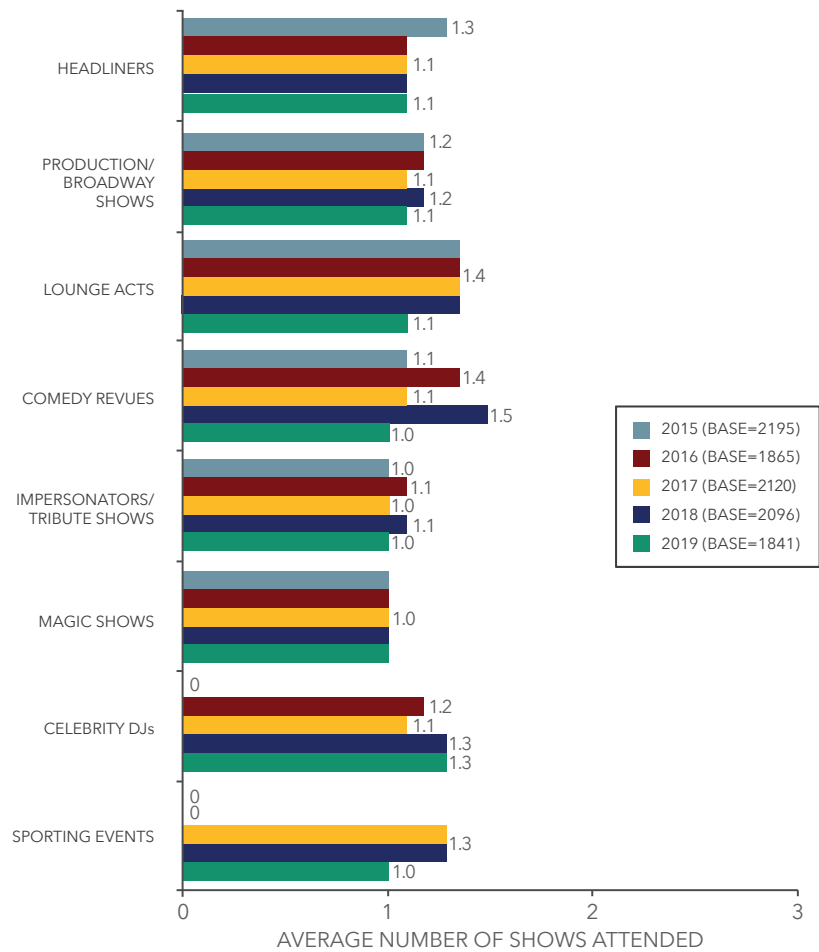
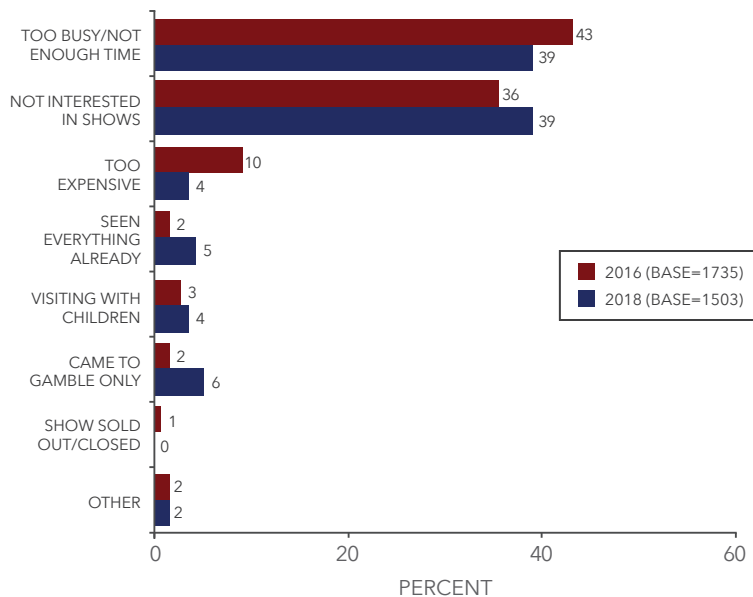


FIGURE 58

### Main Reason for Not Attending Any Shows\* (Among Those Who Attended No Shows- Asked Every Other Year)

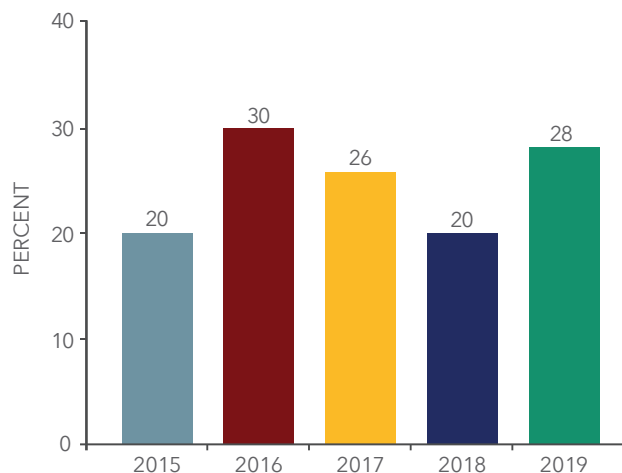


Visitors who did not attend any shows while in Las Vegas were asked why. Thirty-nine percent (39%) of these visitors said it was because they were either too busy or they were not interested in shows. Another 4% of these visitors said the shows were too expensive, 4% said they were visiting with children, 6% said they came to Las Vegas only to gamble, and 5% said they had already seen all the shows.

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

FIGURE 59

### Whether Has Been to Other Paid Attractions\*



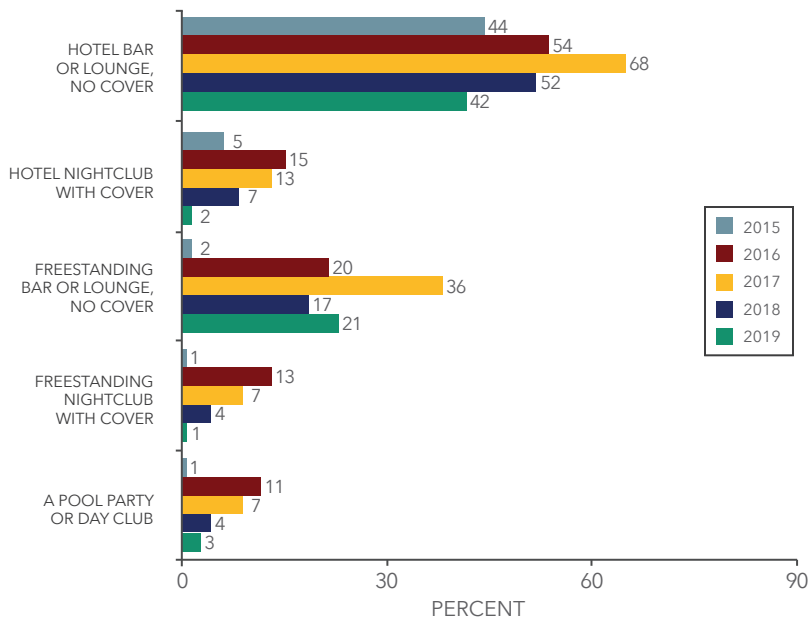
We asked all visitors if they had been to other Las Vegas attractions for which they had to pay, such as the theme parks, water parks or roller coasters. Twenty-eight percent (28%) said yes, up from 20% each in 2015 and last year.

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

Visitors were asked if they visited nightclubs, bars, or lounges while in Las Vegas including a pool party or day club. About four in ten (42%) of visitors said they had been to a no-cover hotel bar or lounge (down from 2016 – 2018 results), 2% had been to a hotel nightclub that charged a cover fee (down from the past four years), 21% had been to a no-cover free-standing bar or lounge (up from last year, but down from 2017), 1% had been to a free-standing nightclub that charged a cover fee (down from 2016 – 2018 results), and 3% had been to a pool party or day club (down from 2016 and 2017).

\*Only “yes” responses are reported in this chart.

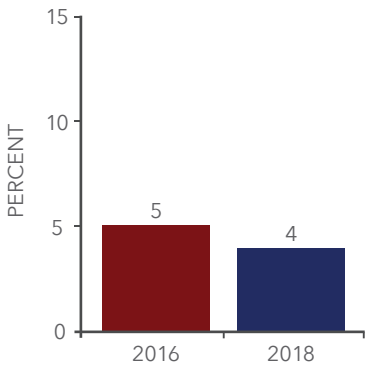
FIGURE 60  
Whether Has Been to Nightclubs, Bars and Lounges\*



Visitors were asked if they had visited a spa during this trip to Las Vegas. In 2018, 4% said they had.

\*This question is asked every other year and was not asked in 2015, 2017, or 2019.

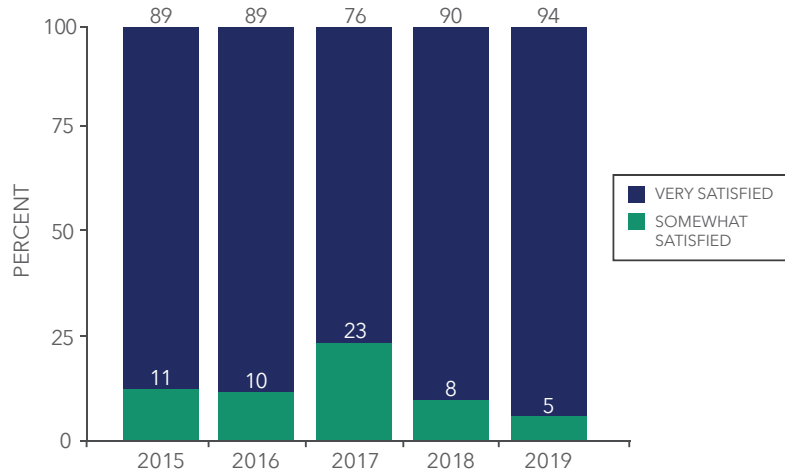
FIGURE 61  
Whether Visited a Spa\*





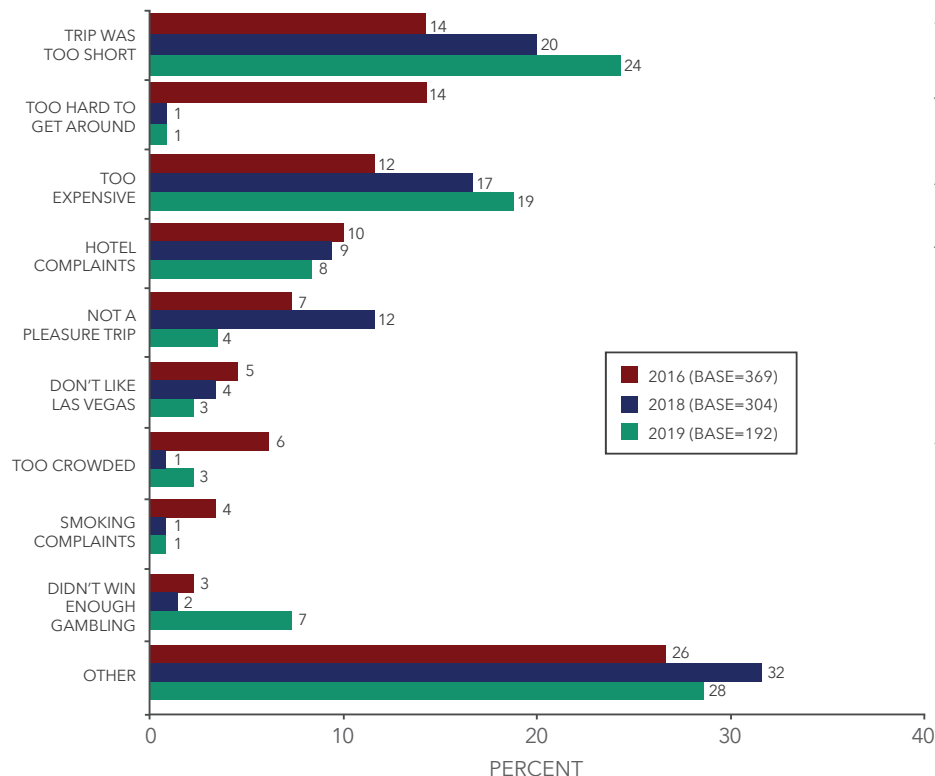
## ATTITUDINAL INFORMATION

FIGURE 62  
**Satisfaction With Visit**



In 2019, 99% of Las Vegas visitors said they were satisfied with their visit to Las Vegas, with 94% saying they were “very satisfied” (the largest proportion over the past five years), and 5% saying they were “somewhat satisfied” with their Las Vegas visit (the smallest proportion over the past five years).

FIGURE 63  
**Why Not Completely Satisfied With Visit\***  
(Among Those Who Were “Somewhat” Satisfied)



Visitors who were not completely satisfied with their visit were asked to volunteer why. The most often cited reasons in 2019 were their trip was too short (24%), or it's too expensive (19%). Among other notable reasons given were complaints about the hotel (8%), didn't win enough (7%, up from 2018), and being in Las Vegas for business, not pleasure (4%, down from 2018).

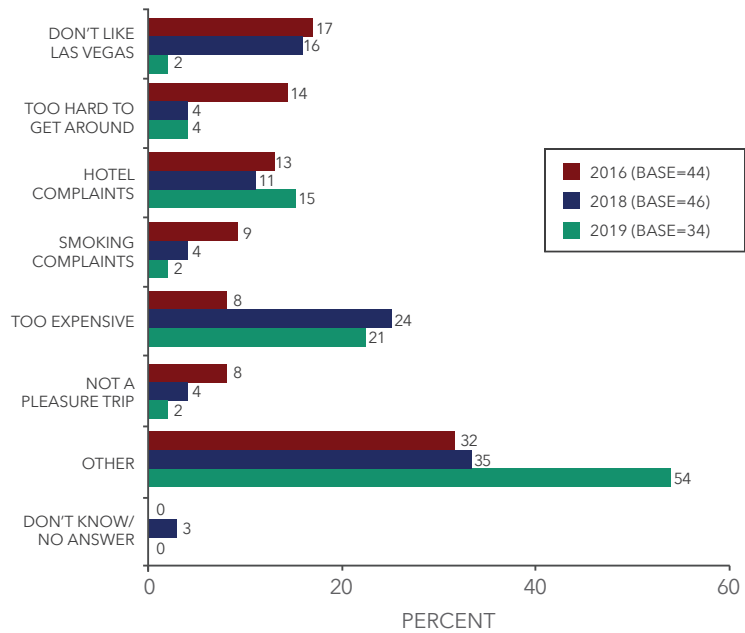
\*This question was not asked in 2015 or 2017.



Very few visitors said they were dissatisfied with their visit to Las Vegas. These few dissatisfied visitors were asked to volunteer why they were not satisfied with their visit. The most frequently mentioned reasons for being dissatisfied were that it was too expensive (21%) or they had complaints about their hotel (15%).

\*This question was not asked in 2015 or 2017. Note very small base sizes.

FIGURE 64  
**Why Dissatisfied With Visit\***  
(Among Those Who Were Dissatisfied Satisfied)



## VISITOR DEMOGRAPHICS

Visitors in 2019 were likely to be married (73%, down from last year), with an annual household income of \$40,000 or more (68%, the smallest proportion over the past five years), and employed (69%, down from 2016 and 2017). More than one in five visitors (21%) were retired (up from 17% each in 2016 and 2017). Over six in ten (62%) visitors were 40 years old or older. The average visitor's age was 46.2 (up from 2016 to 2018).

FIGURE 65

	2015	2016	2017	2018	2019
<b>GENDER</b>					
Male	51%	50%	50%	50%	51%
Female	49	50	50	50	49
<b>MARITAL STATUS</b>					
Married	79	70	74	79	73
Single	14	22	18	16	20
Separated/Divorced	6	6	6	5	5
Widowed	2	2	2	1	2
<b>EMPLOYMENT</b>					
Employed	67	71	72	68	69
Unemployed	1	2	1	2	2
Student	3	5	3	4	4
Retired	24	17	17	22	21
Homemaker	5	5	7	5	5
<b>EDUCATION</b>					
High School or Less	14	16	16	18	17
Some College	25	30	31	24	21
College Graduate	56	49	46	47	51
Trade/Vocational School	5	4	7	10	12
<b>AGE</b>					
21 to 29	12	19	22	20	16
30 to 39	22	25	23	23	21
40 to 49	23	20	18	19	22
50 to 59	15	16	16	14	16
60 to 64	9	8	8	5	5
65 or older	19	12	14	19	19
MEAN	47.7	44.0	44.3	45.1	46.2
<b>BASE</b>	<b>(3601)</b>	<b>(3600)</b>	<b>(3600)</b>	<b>(3599)</b>	<b>(3599)</b>

Over three-quarters (77%) of 2019 visitors were white, up from 2016 and 2017 results. Just under one half (47%, down from 2015 to 2017) of visitors were from the western United States, with about one-fifth (21%) of visitors coming from California (down from 2015 to 2017). About one in five visitors (18%) came from Southern California, about the same as last year but less than in the 2015 to 2017 time period. Fourteen percent (14%) of visitors were from foreign countries, the smallest proportion over the past five years.

FIGURE 66

	2015	2016	2017	2018	2019
<b>ETHNICITY</b>					
White	85%	69%	69%	77%	77%
African-American/Black	4	9	12	7	9
Asian/Asian-American	4	5	4	2	3
Hispanic/Latino	7	14	14	10	11
Other	1	3	1	3	0
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	2	2	1	4	6
\$20,000 to \$39,999	4	9	4	6	9
\$40,000 to \$59,999	19	21	15	12	13
\$60,000 to \$79,999	23	24	23	19	15
\$80,000 to \$99,999	17	13	16	18	11
\$100,000 or more	26	15	29	34	29
Not sure/no answer	10	16	12	9	17
<b>VISITOR ORIGIN</b>					
USA	84	81	84	80	86
Eastern states <sup>1</sup>	7	7	7	7	10
Southern states <sup>2</sup>	13	15	15	16	17
Midwestern states <sup>3</sup>	11	10	9	10	12
Western states <sup>4</sup>	53	49	52	47	47
California	29	31	31	23	21
Southern California	25	27	26	19	18
Northern California	4	4	5	4	3
Arizona	9	6	7	9	9
Other Western states	15	12	13	16	16
Foreign	16	19	16	20	14
<b>BASE</b>	<b>(3601)</b>	<b>(3600)</b>	<b>(3600)</b>	<b>(3599)</b>	<b>(3599)</b>

<sup>1</sup>Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

<sup>2</sup>Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

<sup>3</sup>Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

<sup>4</sup>Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.





# Summary Table of Visitor Characteristics

## APPENDIX TABLES

### SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2015	2016	2017	2018	2019
Proportion of visitors who were first-time visitors	16%	27%	21%	18%	24%
Proportion of visitors whose primary purpose for current trip was vacation or pleasure	47%	52%	48%	45%	36%
Proportion of visitors whose primary purpose for current trip was to gamble	10%	4%	5%	7%	14%
Proportion of visitors whose primary purpose for current trip was to visit friends and relatives	11%	13%	14%	17%	14%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	42%	48%	43%	40%	29%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	12%	5%	6%	9%	18%
Proportion of repeat visitors whose primary purpose for current trip was to visit friends and relatives	13%	14%	16%	19%	14%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	73%	65%	66%	67%	60%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	1%	3%	1%	1%	4%
Proportion of first-time visitors whose primary purpose for current trip was to visit friends and relatives	5%	8%	7%	7%	11%
Average number of visits in past year	1.8	1.7	1.6	1.5	1.7



## SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS\*

	2015	2016	2017	2018	2019
Proportion of visitors who traveled to Las Vegas by ground transportation (automobile/bus/RV)	57%	54%	54%	52%	51%
Proportion of visitors who traveled to Las Vegas by air	43%	46%	46%	48%	49%
Proportion of visitors who used their own vehicle when traveling around Las Vegas	48%	43%	49%	44%	43%
Proportion of visitors who used taxis when traveling around Las Vegas	28%	26%	29%	27%	18%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Las Vegas	15%	13%	10%	10%	10%
Proportion of visitors who used websites, social media, and or apps to plan trip (New Question in 2017)	NA	NA	69%	58%	69%
Proportion of visitors who used a website or app on the internet to book accommodations in Las Vegas	49%	53%	62%	55%	52%
Proportion of visitors who arrived in Las Vegas by air who used a website or app to book their flight to Las Vegas (New Question in 2017)	NA	NA	75%	77%	79%
Proportion of visitors who visited Downtown Las Vegas on their current trip	32%	53%	57%	46%	42%

\*NA = Not asked in this year.

## SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2015	2016	2017	2018	2019
Average number of adults in immediate party	2.2	2.4	2.3	2.2	2.5
Proportion of visitors with persons under 21 in their immediate party	8%	12%	8%	6%	5%
Proportion of visitors who stayed overnight	100%	99.9%	99.9%	99.6%	99.7%
Days stayed (average)	4.4	4.4	4.5	4.4	4.4
Nights stayed (average)	3.4	3.4	3.5	3.4	3.4
Proportion of visitors who stayed in a hotel room (among those who stayed overnight)	96%	95%	93%	90%	96%
Number of room occupants (average – hotel only)	2.0	2.1	2.0	2.0	2.0
Lodging expenditures (average per night – non-package and non-comp)	\$102.64	\$116.15	\$114.85	\$113.66	\$114.37
Proportion of visitors who paid a regular room rate	27%	49%	50%	39%	58%
Proportion of visitors who bought a package or travel group trip	15%	19%	18%	15%	15%
Average cost of package per person (among package/tour group visitors)	\$857.43	\$921.04	\$858.52	\$910.99	\$983.73
Average trip expenditures for food and drink	\$292.00	\$318.09	\$376.97	\$314.96	\$410.74
Average trip expenditures for local transport	\$73.45	\$96.08	\$88.29	\$73.82	\$116.62
Average trip expenditures for shopping	\$122.66	\$156.91	\$143.13	\$154.60	\$187.48
Average trip expenditures for shows/entertainment	\$61.95	\$67.55	\$60.22	\$49.84	\$51.68
Average trip expenditures for sightseeing	\$14.86	\$35.93	\$31.41	\$29.81	\$39.53

## SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2015	2016	2017	2018	2019
Proportion who gambled while visiting Las Vegas	73%	69%	74%	74%	81%
Average number of hours per day spent gambling (among those who gambled)	2.9	1.9	1.6	2.2	2.7
Average trip gambling budget (among those who gambled)	\$578.54	\$619.01	\$541.18	\$527.05	\$591.06

## SUMMARY TABLE OF ENTERTAINMENT ACTIVITIES

	2015	2016	2017	2018	2019
Proportion who attended any shows during their current stay in Las Vegas	61%	52%	59%	58%	51%
Proportion who attended lounge acts (among those who attended shows)	72%	43%	50%	58%	38%
Proportion who attended big-name headliner performances (among those who attended shows)	26%	24%	21%	20%	26%
Proportion who attended comedy shows (among those who attended shows/entertainment)	12%	17%	13%	16%	11%
Proportion who went to other paid attractions in Las Vegas	20%	30%	26%	20%	28%

## SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2015	2016	2017	2018	2019
Proportion who were "very satisfied" with their current trip to Las Vegas	89%	89%	76%	90%	94%
Proportion who were "somewhat satisfied" with their current trip to Las Vegas	11%	10%	23%	8%	5%

## SUMMARY TABLE OF VISITOR DEMOGRAPHICS

	2015	2016	2017	2018	2019
Proportion of visitors who were married	79%	70%	74%	79%	73%
Proportion of visitors with a household income of \$40,000 or more	85%	73%	83%	82%	68%
Proportion of visitors who were employed	67%	71%	72%	68%	69%
Proportion of visitors who were retired	24%	17%	17%	22%	21%
Proportion of visitors who were 40 years old or older	65%	56%	55%	57%	62%
Average age	47.7	44.0	44.3	45.1	46.2
Proportion of visitors with a college diploma	56%	49%	46%	47%	51%
Proportion of visitors from the West	53%	49%	52%	47%	47%
Proportion of visitors from California	29%	31%	31%	23%	21%
Proportion of visitors from a foreign country	16%	19%	16%	20%	14%







APPENDIX B

## **Aggregate Results for Calendar Year 2019**

GLS RESEARCH  
AGGREGATE RESULTSLAS VEGAS VISITOR  
PROFILE STUDYPROJECT #219301  
CALENDAR YEAR 2019

RESPONDENT ID# \_\_\_\_\_

INTERVIEW DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

INTERVIEW DAY:

SUNDAY ..... 1  
 MONDAY ..... 2  
 TUESDAY ..... 3  
 WEDNESDAY ..... 4  
 THURSDAY ..... 5  
 FRIDAY ..... 6  
 SATURDAY ..... 7

INTERVIEW LOCATION CODE \_\_\_\_\_

TIME STARTED (USE 24-HOUR CLOCK)

\_\_\_\_:\_\_\_\_

TIME ENDED (USE 24-HOUR CLOCK)

\_\_\_\_:\_\_\_\_

INTERVIEW LENGTH \_\_\_\_ MIN.

INTERVIEWER ID # \_\_\_\_\_

RESPONDENT GENDER (BY OBSERVATION)

MALE ..... 51%

FEMALE ..... 49%

Hello. I'm \_\_\_\_\_ from GLS Research, a national marketing research firm. We are conducting a survey of visitors for the Las Vegas Convention and Visitors Authority. All answers are kept strictly confidential.

1. Are you a visitor to Las Vegas, or are you a resident of Clark County?

VISITOR .....	<b>ASK Q2</b>
RESIDENT .....	<b>TERMINATE</b>

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES .....	<b>ASK Q3</b>
NO .....	<b>TERMINATE</b>

3. Will you be leaving Las Vegas within the next 24 hours?

YES .....	<b>ASK Q4</b>
NO .....	<b>TERMINATE</b>

4. Have you been interviewed like this in Las Vegas at any other time in the past 12 months?

YES .....	<b>TERMINATE</b>
NO .....	<b>ASK Q5</b>

5. Is this your first visit to Las Vegas, or have you visited before?

FIRST VISIT ..... 24%	<b>FILL IN "1" IN Q6, THEN SKIP TO Q7 ON PAGE 2</b>
VISITED BEFORE ..... 76	<b>ASK Q6</b>

6. Including this trip, how many times have you visited Las Vegas in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

1 ..... 62%

2-3 ..... 29

4-5 ..... 9

6 OR MORE ..... 1

1.7 MEAN1.0 MEDIAN



7. What was the *primary* purpose of *THIS* trip to Las Vegas? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW .....	6%
TO ATTEND A CORPORATE MEETING .....	2
TO GAMBLE.....	14
INCENTIVE TRAVEL PROGRAM (WON A TRIP AS A BONUS FROM EMPLOYER).....	0
VACATION/PLEASURE .....	36
VISIT FRIENDS/RELATIVES .....	14
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, OR A FIGHT).....	5
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT .....	0
OTHER BUSINESS PURPOSES.....	5
JUST PASSING THROUGH .....	13
TO ATTEND A WEDDING .....	3
TO GET MARRIED.....	1
SOME OTHER REASON .....	0
NOT SURE/DK .....	0
REFUSED/NA .....	0

8. While in Las Vegas, did you attend or work at a convention, trade show, association, or corporate meeting?

YES..... 9%	<b>ASK Q9</b>
NO ..... 91	<b>SKIP TO Q11</b>
NOT SURE/DK..... 0	
REFUSED/NA ..... 0	

9. Were you MORE or LESS interested in attending this convention, trade show, association, or corporate meeting because it was held in Las Vegas, or did it make NO DIFFERENCE to you that it was held in Las Vegas? (N=313)

MORE INTERESTED ... 44%  
LESS INTERESTED ..... 1  
NO DIFFERENCE ..... 51  
NOT SURE/DK ..... 0  
REFUSED/NA..... 3

10. Did you bring a spouse, family member, or friend with you who did NOT attend or work at a convention, trade show, association, or corporate meeting? (N=313)

YES.....24%  
NO.....74  
NOT SURE/DK .....0  
REFUSED/NA.....1

11. Did you travel to Las Vegas by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Air.....49%

Bus  
(IF "YES" ASK, "Do you mean...":)  
Regularly scheduled bus service like Greyhound .....1  
Or a chartered or escorted bus service or tour bus.....3

Automobile  
(IF "YES" ASK, "Do you mean...":)  
Your own vehicle.....40  
Or a rental vehicle.....5  
Truck.....1  
Motorcycle.....0  
Recreational Vehicle (RV).....1

#219301	LAS VEGAS VISITOR PROFILE STUDY	CALENDAR YEAR 2019
GLS RESEARCH	WEIGHTED AGGREGATE RESULTS	PAGE 3

12. **(ASK OF ALL RESPONDENTS.)**  
Which of the following kinds of transportation have you used during your visit? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**
- |                               |     |
|-------------------------------|-----|
| A. Your own vehicle .....     | 43% |
| B. Rental car .....           | 17  |
| C. Limousine .....            | 2   |
| D. Public bus .....           | 17  |
| E. Charter bus .....          | 3   |
| F. Hotel shuttle .....        | 8   |
| H. Monorail .....             | 14  |
| G. Taxi .....                 | 18  |
| I. Ride sharing service ..... | 28  |
13. How far in advance did you plan this trip to Las Vegas? **(ASK AS OPEN END.)**
- |                                |    |
|--------------------------------|----|
| SAME DAY .....                 | 0% |
| 1-3 DAYS BEFORE .....          | 7  |
| 4-6 DAYS BEFORE .....          | 4  |
| 7-14 DAYS BEFORE .....         | 11 |
| 15-30 DAYS BEFORE .....        | 22 |
| 31-60 DAYS BEFORE .....        | 18 |
| 61-90 DAYS BEFORE .....        | 15 |
| MORE THAN 90 DAYS BEFORE ..... | 23 |
| NOT SURE/DK .....              | 0  |
| REFUSED/NA .....               | 0  |
14. Which of the following tools did you use in planning your trip to Las Vegas? **(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)**
- |   |     |
|---|-----|
| A. Travel agent .....                       | 10% |
| B. Websites .....                           | 60  |
| C. Social media .....                       | 35  |
| D. Apps .....                               | 14  |
| E. Casino/Hotel hosts .....                 | 21  |
| F. Word of mouth .....                      | 25  |
| G. Magazines or newspapers ..               | 24  |
| H. Printed brochures or travel guides ..... | 10  |
| I. Email offers .....                       | 16  |
| J. Other (SPECIFY:) .....                   | 2   |
15. Did the travel agent... **(READ LIST)** (N=367)
- |   |     |
|---|-----|
| a. Influence your decision to visit Las Vegas ..... | 38% |
| b. Influence your choice of accommodations .....    | 86  |
| c. Book your transportation .....                   | 62  |
| d. Book your accommodations .....                   | 92  |
16. **(ASK ONLY OF THOSE WHO SAID "YES" TO SOCIAL MEDIA, WEBSITES OR APPS IN Q14.)**  
Which, if any, of the following social media or travel review apps or websites did you use to help in planning your trip to Las Vegas? **(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)** (N=2464)
- |   |     |
|---|-----|
| A. Facebook .....   | 35% |
| B. Foursquare .....   | 0   |
| C. Snapchat .....   | 3   |
| D. OpenTable .....  | 8   |
| E. Pinterest .....  | 9   |
| F. TripAdvisor .....  | 22  |
| G. Twitter .....  | 19  |
| H. Yelp .....   | 14  |
| I. Instagram .....  | 23  |
| O. Reddit .....   | 8   |
| J. Google .....   | 54  |
| K. Vegas.com .....  | 25  |
| L. Lasvegas.com .....   | 9   |
| M. Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc. . | 29  |
| N. Consulted reviews at hotel or show venue sites .....                             | 3   |
| O. Other (SPECIFY:) .....   | 3   |
17. **(ASK THOSE WHO TRAVELED TO LAS VEGAS BY AIR IN Q11)** How did you book your flight to Las Vegas? **(INTERVIEWER: READ LIST; ACCEPT ONE RESPONSE)** (N=1752)
- |                        |     |
|------------------------|-----|
| Travel agent .....     | 13% |
| Website .....          | 70  |
| App .....              | 10  |
| By phone .....         | 3   |
| Other (SPECIFY:) ..... | 0   |
| NOT SURE/DK .....      | 4   |
| REFUSED/NA .....       | 0   |

#219301  
GLS RESEARCHLAS VEGAS VISITOR PROFILE STUDY  
WEIGHTED AGGREGATE RESULTSCALENDAR YEAR 2019  
PAGE 4

18. **(ASK OF THOSE WHO BOOKED THEIR FLIGHT BY WEBSITE OR APP IN Q17)**  
Which website or app did you use to book your flight? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE.)** (N=1389)

a. BOOKING.COM..... 3  
b. CHEAPTICKETS..... 2  
c. EXPEDIA.COM..... 13  
d. HOTWIRE..... 4  
e. MAPQUEST.COM..... 0  
f. ORBITZ..... 4  
g. PRICELINE..... 5  
h. TRAVEL.COM..... 0  
i. TRAVELOCITY..... 8  
j. YAHOO..... 0  
k. KAYAK..... 5  
  
l. LASVEGAS.COM..... 3  
m. AIRLINE (ANY)..... 47  
n. OTHER..... 5  
o. NOT SURE/DK..... 1

**INTERVIEWER!**

IF YOU ARE CONDUCTING THE INTERVIEW AT A DOWNTOWN LOCATION, CIRCLE "YES" (1) IN Q19 AND ASK Q20. IF YOU ARE NOT DOWNTOWN, READ THE FOLLOWING TO RESPONDENT BEFORE Q19 :

"There are two *main* areas where hotels and casinos are located in Las Vegas. One area is referred to as The Strip. The Strip includes all the properties on or near Las Vegas Boulevard. The other area is referred to as Downtown Las Vegas. Downtown includes all the properties on or near Fremont Street."

POINT OUT THE "DOWNTOWN" AND "STRIP" AREAS ON THE MAP AS YOU READ THE ABOVE EXPLANATION. IF IT HELPS THE RESPONDENT, ALSO POINT OUT WHERE ON THE MAP YOU ARE CURRENTLY LOCATED.

19. While in Las Vegas, have you visited the Downtown area? **(POINT OUT THE DOWNTOWN AREA ON THE MAP.)**

YES.....42%	<b>ASK Q20</b>
NO.....58	<b>SKIP TO Q21</b>

20. **(ASK ONLY IF "YES" IN Q19.)**  
What is the MAIN REASON you [visited/are visiting] the Downtown area? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)** (N=1506)

LODGING DOWNTOWN ..... 10%  
TO SEE THE FREMONT STREET  
EXPERIENCE.....45  
TO GAMBLE.....14  
TO DINE .....5  
TO SEE A SHOW .....1  
TO SHOP.....0  
TO SEE/ATTEND AN EVENT .....2  
TO SIGHTSEE (OTHER THAN THE  
FREMONT ST. EXPERIENCE .....15  
OTHER (SPECIFY): .....9  
NOT SURE/DK .....0  
REFUSED/NA.....0

21. **(ASK ONLY IF "NO" IN Q19.)**  
Is there any particular reason why you did not visit Downtown Las Vegas? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)** (N=2092)

NOT ENOUGH TIME.....19%  
UNFAMILIAR WITH DOWNTOWN.....7  
DON'T LIKE DOWNTOWN;  
IT'S A BAD AREA .....3  
ONLY INTERESTED IN/  
PREFER THE STRIP. ....2  
NOT INTERESTED (GENERAL); DIDN'T  
WANT TO; NO REASON TO;  
SEEN IT ALREADY .....52  
INCONVENIENT; OUT OF THE WAY ....16  
HAVE CHILDREN;  
DIDN'T WANT TO TAKE  
CHILDREN THERE .....2  
PREFER ANOTHER AREA  
(NOT THE STRIP).....0  
TOO HOT/BAD WEATHER.....0  
TOO CROWDED/TOO MUCH TRAFFIC..0  
OTHER (SPECIFY): .....0

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22. On this trip to Las Vegas, where did you lodge? (ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. CIRCLE CODE NUMBER. **INTERVIEWER:** A "LODGING" IS ANY PLACE THE RESPONDENT *SLEPT* OVERNIGHT. SOME PEOPLE COME TO LAS VEGAS AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE.)

**TYPE OF LODGING**  
**(ALL RESPONDENTS)**

HOTEL.....96%  
RV PARK.....0  
FRIENDS/RELATIVES.....4  
DAYTRIP/NO LODGING.....0

**TYPE OF LODGING**  
**(AMONG THOSE WHO STAYED OVERNIGHT)**

(N=3588)

HOTEL.....96%  
RV PARK.....0  
FRIENDS/RELATIVES.....4

**LOCATION OF LODGING**  
**(ALL RESPONDENTS)**

STRIP CORRIDOR.....73%  
ON THE STRIP.....55  
JUST OFF THE STRIP.....18  
DOWNTOWN.....6  
BOULDER STRIP.....2  
OUTLYING AREAS.....15  
OTHER.....4

**LOCATION OF LODGING**  
**(AMONG THOSE WHO STAYED OVERNIGHT)**

(N=3588)

STRIP CORRIDOR.....74%  
ON THE STRIP.....56  
JUST OFF THE STRIP.....18  
DOWNTOWN.....6  
BOULDER STRIP.....2  
OUTLYING AREAS.....15  
OTHER.....4

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23. Which of the following **[SHOW CARD]** best describes how you, or someone in your party, booked your accommodations in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)** (N=3409)

Booked by phone, calling the hotel or RV park directly ..... 18%	<b>SKIP TO Q25</b>
Booked through a travel agent (either in person or by phone)..... 10	
Booked by phone but not by calling the hotel directly and not through a travel agent ..... 2	
Booked through a website or app on the Internet using a desktop or laptop computer..... 45	<b>ASK Q24</b>
Booked through a website or app on the Internet using a smartphone..... 4	
Booked through a website or app on the Internet using a tablet ..... 4	
Booked in person at the hotel or RV park..... 9	<b>SKIP TO Q25</b>
The trip was a gift, prize, or incentive, so the accommodations were booked for you ..... 1	
Not sure because someone else in your party booked the hotel and you don't know how they did it..... 7	
OTHER (SPECIFY:) ..... 0	
REFUSED/NA ..... 0	

24. Which website or app did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE.)**

(N=1788)

- a. HOTEL WEBSITE (ANY) ..... 28%
- b. BOOKING.COM ..... 7
- c. HOTELS.COM ..... 8
- d. EXPEDIA ..... 13
- e. LAS VEGAS.COM ..... 2
- f. TRAVELOCITY ..... 8
- g. AIRLINE WEBSITE ..... 5
- h. ORBITZ ..... 3
- i. PRICELINE ..... 5
- j. VEGAS.COM ..... 2
- k. KAYAK ..... 4
- l. HOTWIRE ..... 4
- m. OTHER ..... 10
- n. NOT SURE/DK ..... 0

25. How far in advance did you make your reservations for your (hotel room//RV park space) for this trip to Las Vegas? **(ASK AS OPEN END.)** (N=3409)

- SAME DAY ..... 8%
- 1-3 DAYS BEFORE ..... 4
- 4-6 DAYS BEFORE ..... 4
- 7-14 DAYS BEFORE ..... 14
- 15-30 DAYS BEFORE ..... 21
- 31-60 DAYS BEFORE ..... 17
- 61-90 DAYS BEFORE ..... 13
- MORE THAN 90 DAYS BEFORE ..... 20
- NOT SURE/DK ..... 0
- REFUSED/NA ..... 0

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26. Including yourself, how many people stayed in your room? **(WRITE EXACT NUMBER IN THE BLANK BELOW.)** (N=3440)

ONE ..... 12%  
TWO ..... 80  
THREE ..... 3  
FOUR ..... 5  
FIVE ..... 0  
SIX OR MORE ..... 0  
REFUSED/NA ..... 0

2.0 MEAN

2.0 MEDIAN

27. Which of the following rate categories best describes your room rate? **(SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.)** (N=3400)

HOTEL/TRANSPORTATION PACKAGE DEAL..... 12%	<b>ASK Q28</b>
HOTEL/AMENITIES PACKAGE DEAL..... 0	
TOUR/TRAVEL GROUP ... 3	
CONVENTION GROUP/ COMPANY MEETING..... 7	<b>SKIP TO Q29</b>
CASINO RATE ..... 3	
REGULAR FULL-PRICE ROOM RATE ..... 58	
CASINO COMPLIMENTARY ..... 15	<b>SKIP TO Q31</b>
ANOTHER RATE ..... 2	<b>SKIP TO Q29</b>
VACATION RENTAL RATE..... 0	<b>SKIP TO Q29</b>

28. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=504)

\$1-\$399 ..... 8%  
\$400-\$599 ..... 17  
\$600-\$999 ..... 30  
\$1000 OR MORE ..... 32  
NOT SURE/REFUSED ..... 13

\$983.73 MEAN

\$789.00 MEDIAN

29. **(ASK ONLY OF NON-PACKAGE VISITORS)**

By the time you leave Las Vegas, how much will you have spent, *on average per night*, on your hotel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=2394)

\$0-\$49 ..... 6%  
\$50-\$99 ..... 41  
\$100-\$149 ..... 23  
\$150 OR MORE ..... 23  
NOT SURE/REFUSED ..... 7

\$114.37 MEAN

\$99.00 MEDIAN

30. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=2394)

NEWSPAPER ..... 0%  
TELEVISION ..... 0  
RADIO ..... 0  
TRAVEL AGENT ..... 2  
WORD-OF-MOUTH ..... 11  
OFFER RECEIVED IN THE MAIL ..... 0  
BROCHURE ..... 0  
E-MAIL OFFER ..... 1  
INTERNET AD (POP-UP OR BANNER AD) ..... 0  
SEARCH ENGINE RESULT/ HYPERLINK ..... 0  
ANY WEB SITE ..... 63  
OUTDOOR BILLBOARD ..... 0  
RESERVATION AGENT/ CALL CENTER ..... 21  
SOCIAL MEDIA (e.g., Facebook, Twitter, LinkedIn, Instagram) ..... 0  
OTHER (SPECIFY): ..... 1  
NOT SURE/DK ..... 0  
REFUSED/NA ..... 0

**PACKAGE VISITORS SKIP TO Q31**



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31. **(ASK OF ALL RESPONDENTS.)**  
Including yourself, how many *adults* 21 years old or older are in your *IMMEDIATE* party (such as a spouse or friends who are traveling with you)? **(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group — only those adult friends and relatives who are traveling with you.")**
- |                   |    |
|-------------------|----|
| 1.....            | 8% |
| 2.....            | 69 |
| 3.....            | 5  |
| 4.....            | 11 |
| 5 OR MORE .....   | 8  |
| <u>2.5</u> MEAN   |    |
| <u>2.0</u> MEDIAN |    |
32. Are there any people *under the age of 21* in your *IMMEDIATE* party?
- |          |    |
|----------|----|
| YES..... | 5% |
| NO ..... | 95 |
33. By the time you leave, how many *nights* will you have stayed in Las Vegas? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**
- |                   |    |
|-------------------|----|
| 0.....            | 0% |
| 1.....            | 14 |
| 2.....            | 15 |
| 3.....            | 26 |
| 4.....            | 22 |
| 5 OR MORE .....   | 22 |
| <u>3.4</u> MEAN   |    |
| <u>3.0</u> MEDIAN |    |
34. By the time you leave, how many *days* will you have been in Las Vegas?
- |                   |    |
|-------------------|----|
| 1.....            | 0% |
| 2.....            | 14 |
| 3.....            | 15 |
| 4.....            | 26 |
| 5.....            | 22 |
| 6 OR MORE .....   | 22 |
| <u>4.4</u> MEAN   |    |
| <u>4.0</u> MEDIAN |    |
35. On what day of the week did you arrive in Las Vegas?
- |                 |     |
|-----------------|-----|
| SUNDAY .....    | 16% |
| MONDAY .....    | 14  |
| TUESDAY .....   | 12  |
| WEDNESDAY ..... | 16  |
| THURSDAY .....  | 14  |
| FRIDAY .....    | 16  |
| SATURDAY .....  | 13  |
36. While in Las Vegas, which, if any, of the following social media or travel review apps or websites have you used to plan your activities?  
**(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)**
- |   |     |
|---|-----|
| Facebook .....  | 20% |
| Foursquare.....   | 0   |
| Snapchat .....  | 2   |
| OpenTable .....   | 11  |
| Pinterest.....  | 4   |
| TripAdvisor .....   | 12  |
| Twitter .....   | 9   |
| Yelp .....  | 15  |
| Instagram .....   | 14  |
| Reddit.....   | 6   |
| Google.....   | 32  |
| Vegas.com .....   | 23  |
| Lasvegas.com .....  | 4   |
| YouTube.....  | 6   |
| Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc. .... | 13  |
| Consulted reviews at hotel or show venue sites.....                                 | 1   |
| Other (SPECIFY:) .....  | 1   |
| NONE OF THESE.....  | 37  |

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37. Have you gambled during this visit to Las Vegas?

YES ..... 81%	<b>ASK Q38</b>
NO ..... 19	<b>SKIP TO Q41</b>

38. On average, how many hours *PER DAY* did you spend gambling? (N=2902)

2 OR LESS ..... 62%  
 3 TO 4 ..... 19  
 5 TO 6 ..... 6  
 7 TO 8 ..... 6  
 MORE THAN 8 ..... 7

2.7 MEAN

2.0 MEDIAN

39. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (N=2902)

\$0-\$99 ..... 23%  
 \$100-\$199 ..... 13  
 \$200-\$299 ..... 16  
 \$300-\$399 ..... 6  
 \$400-\$499 ..... 4  
 \$500-\$599 ..... 6  
 \$600 OR MORE ..... 32  
 NOT SURE/REFUSED ..... 0

\$591.06 MEAN

\$200.00 MEDIAN

40. Where have you gambled during your visit to Las Vegas? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=2902)

Downtown Las Vegas (that is, on or near Fremont Street) ..... 37%  
 On the Strip (that is, on Las Vegas Boulevard) ..... 77  
 Just off the Strip (for example The Rio, Palms, Hard Rock Hotel) ..... 21  
 Boulder Hwy & Henderson (Sam's Town, Boulder Station, Sunset Station, etc.) ..... 7  
 North Las Vegas (Santa Fe, Texas Station, Fiesta, etc.) ..... 1  
 Outlying areas (Jean, Mesquite, Searchlight, etc.) ..... 1  
 OTHER (SPECIFY): ..... 2

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41. Which of the following types of entertainment have you seen during this trip to Las Vegas? (IF RESPONDENT VOLUNTEERS "NONE," CIRCLE "2" IN Q41A-Q41F. ACCEPT MULTIPLE RESPONSES.)
42. (ASK FOR EVERY "YES" IN Q41.) And how many (INSERT EACH TYPE MENTIONED IN Q41) have you seen during this trip? (RECORD TWO-DIGIT NUMBER IN APPROPRIATE BLANKS.)

	Q41				Q42	
	YES	NO	DK	NA	MEAN	
A. Celebrity DJs performing in a Las Vegas nightclub (for example, Calvin Harris, Tiesto (pronounced: Tee- <b>ES</b> -toe), Avicii (pronounced: Ah- <b>VEE</b> -chee), Steve Aoki, (pronounced: Ah- <b>OH</b> -kee), Skrillex, etc.).....	1%	99%	0%	0%	1.3	(N=45)
B. Big-name headliner performers in Las Vegas for a special concert (for example, Justin Timberlake, KISS, Michael Bublé, Pink, etc.).....	9	91	0	0	1.1	(N=325)
C. Big-name headliner performers in Las Vegas in residence at a venue <u>for some period of time</u> (for example, Aerosmith, Cher, Backstreet Boys etc.) .....	5	95	0	0	1.0	(N=166)
D. Broadway/production shows ...	19	81	0	0	1.1	(N=697)
E. Comedy shows or revues (for example, Improv, Comedy Stop, etc.) .....	6	94	0	0	1.0	(N=199)
F. Lounge acts or other kinds of free entertainment provided at a location other than the "main" show room .....	19	81	0	0	1.1	(N=700)
G. Sporting events (such as a boxing match, UFC or mixed martial arts, hockey game, college football or basketball game, etc.) .....	4	96	0	0	1.0	(N=156)

43. (INTERVIEWER: IF RESPONDENT HAS NOT SEEN ANY SHOWS, CIRCLE "YES" HERE.)

<u>YES (HAS NOT SEEN ANY SHOWS)</u>	<u>NO (HAS SEEN SHOWS)</u>
49%	51%

44. On this trip to Las Vegas, have you been to, or do you plan to go to, other Las Vegas attractions for which you have to pay — for example, the Mandalay Bay Shark Reef, the Stratosphere Observation Tower and Rides, The High Roller Observation Wheel, New York-New York "Manhattan Express" rollercoaster, etc?

YES ..... 28%

NO ..... 72

NOT SURE/DK..... 0

REFUSED/NA ..... 0

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45. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**
- |   |    |
|---|----|
| A nightclub in a hotel with a cover charge? .....             | 2% |
| A free-standing nightclub with a cover charge? .....          | 1  |
| A bar or lounge in a hotel without a cover charge? .....      | 42 |
| Any free-standing bar or lounge without a cover charge? ..... | 21 |
| A pool party or day club? .....                               | 3  |
46. By the time you leave Las Vegas, how much will you have spent *ON AVERAGE PER DAY* for...
- a. Food and drink. Please include only your own, personal expenses and not those of your entire party.
- |          |                      |
|----------|----------------------|
| \$410.74 | MEAN (INCLUDING \$0) |
| \$415.06 | MEAN (EXCLUDING \$0) |
|          | (AMOUNT PER TRIP)    |
- b. Local transportation (for example, car rental, taxi, limo, gas). Please include all your daily transportation expenses. (ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)
- |          |                      |
|----------|----------------------|
| \$116.62 | MEAN (INCLUDING \$0) |
| \$130.65 | MEAN (EXCLUDING \$0) |
|          | (AMOUNT PER TRIP)    |
- 
47. By the time you leave Las Vegas, how much will you have spent on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**
- |  |          |                      |
|--|----------|----------------------|
| A. Shopping (gifts, clothing, personal items) .....  | \$187.48 | MEAN (INCLUDING \$0) |
|  | \$281.23 | MEAN (EXCLUDING \$0) |
| B. Sporting events of any kind .....                 | \$7.03   | MEAN (INCLUDING \$0) |
|  | \$129.16 | MEAN (EXCLUDING \$0) |
| C. Shows/entertainment (not including gambling)..... | \$51.68  | MEAN (INCLUDING \$0) |
|  | \$111.12 | MEAN (EXCLUDING \$0) |
| D. Sightseeing.....                                  | \$39.53  | MEAN (INCLUDING \$0) |
|  | \$172.30 | MEAN (EXCLUDING \$0) |
| E. Parking/parking fees .....                        | \$5.68   | MEAN (INCLUDING \$0) |
|  | \$24.96  | MEAN (EXCLUDING \$0) |
| X. Other .....                                       | \$10.26  | MEAN (INCLUDING \$0) |
|  | \$158.53 | MEAN (EXCLUDING \$0) |

48. Overall, how satisfied were you with your visit to Las Vegas? Were you... **(READ LIST.)**

Very satisfied .....94%  
Somewhat satisfied .....5  
Somewhat dissatisfied.....1  
Very dissatisfied.....0  
DO NOT READ  
NOT SURE/DK .....0  
REFUSED/NA .....0

49. You just said you were *somewhat* satisfied with your overall experience in Las Vegas. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)** (N=192)

Trip was too short .....24%  
Too expensive .....19  
Here for business, not pleasure/  
not enough free time.....4  
Hotel complaints .....8  
Don't like Las Vegas .....3  
Problems with trip to Las Vegas .....4  
Too crowded.....3  
Gambling complaints .....7  
Smoking complaints .....1  
Too hard to get around .....1  
Other.....28  
Don't Know/No Answer.....0

50. What is the *MAIN* reason you were dissatisfied with your overall experience in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)** (N=34)

Too expensive .....21%  
Don't Like Las Vegas.....2  
Hotel complaints .....15  
Too crowded.....2  
Rude/unfriendly people.....14  
Problems with trip to Las Vegas .....2  
Too hard to get around .....4  
Smoking complaints .....2  
Not a pleasure trip .....2  
Other.....36  
Don't Know/No Answer.....0

Now I'd like to ask you a few final questions for statistical purposes.

51. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed ..... 69%	<b>ASK Q52</b>
Unemployed ..... 2 Student..... 4 Retired..... 21 Homemaker..... 5	<b>SKIP TO Q53</b>
<b>DO NOT READ</b> REFUSED/NA ..... 0	<b>SKIP TO Q53</b>

52. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=2488)

Professional/technical ..... 19%  
Managers/proprietors ..... 27  
Sales/clerical ..... 27  
Craft workers ..... 9  
Service workers ..... 17  
Laborers (non-agricultural) ..... 0  
Agricultural ..... 1

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53. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

GRADE SCHOOL OR  
SOME HIGH SCHOOL ..... 1%

HIGH SCHOOL DIPLOMA  
(FINISHED GRADE 12) ..... 16

SOME COLLEGE (INCLUDES  
JUNIOR/COMMUNITY  
COLLEGE — NO BACHELOR'S  
DEGREE) ..... 21

GRADUATED COLLEGE ..... 38

GRADUATE SCHOOL  
(MASTER'S OR PH.D.) ..... 13

TECHNICAL, VOCATIONAL,  
OR TRADE SCHOOL ..... 12

REFUSED/NA ..... 0

54. What is your marital status? Are you... **(READ FIRST 4 ITEMS IN LIST.)**

Married ..... 73%

Single ..... 20

Separated or divorced ..... 5

Widowed ..... 2

REFUSED/NA ..... 0

55. What country do you live in?

USA..... 86%	<b>ASK Q56</b>
FOREIGN..... 14	<b>SKIP TO Q57</b>

56. **(ASK ONLY OF VISITORS FROM THE USA)**

What is your ZIP code, please?

**REGION FROM ZIP CODE**

EAST ..... 10%

SOUTH ..... 17

MIDWEST ..... 12

WEST ..... 47

CALIFORNIA ..... 21

NORTHERN CA. .... 3

SOUTHERN CA. .... 18

ARIZONA ..... 9

OTHER WEST ..... 16

FOREIGN VISITORS ..... 14

57. **(READ TO RESPONDENT:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY: Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)**

WHITE ..... 77%

BLACK OR AFRICAN AMERICAN ... 9

ASIAN OR ASIAN AMERICAN ..... 3

HISPANIC/LATINO ..... 11

NATIVE AMERICAN ..... 0

MIXED RACE ..... 0

OTHER (SPECIFY): ..... 0



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58. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

46.2 MEAN  
44.0 MEDIAN

Which of the following categories does your age fall into? **(READ LIST.)**

21 to 29 ..... 16%  
 30 to 39 ..... 21  
 40 to 49 ..... 22  
 50 to 59 ..... 16  
 60 to 64 ..... 5  
 65 and older ..... 19  
 REFUSED/NA ..... 0

59. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD.)** Include your own income and that of any member of your household who is living with you.

A. Less than \$20,000 ..... 6%  
 B. \$20,000 to \$29,999 ..... 4  
 C. \$30,000 to \$39,999 ..... 5  
 D. \$40,000 to \$49,999 ..... 6  
 E. \$50,000 to \$59,999 ..... 7  
 F. \$60,000 to \$69,999 ..... 8  
 G. \$70,000 to \$79,999 ..... 7  
 H. \$80,000 to \$89,999 ..... 6  
 I. \$90,000 to \$99,999 ..... 5  
 J. \$100,000 to \$109,999 ..... 4  
 K. \$110,000 to \$119,999 ..... 5  
 L. \$120,000 to \$129,999 ..... 5  
 M. \$130,000 to \$139,999 ..... 2  
 N. \$140,000 to \$149,999 ..... 1  
 O. \$150,000 or more ..... 11  
 NOT SURE/DK ..... 0  
 REFUSED/NA ..... 17

## HOW ACCOMMODATIONS WERE BOOKED

- A. **PHONED DIRECTLY**  
Booked by phone, calling the hotel or RV park directly
- B. **TRAVEL AGENT**  
Booked through a travel agent (either in person or by phone)
- C. **PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT**  
Booked by phone but not by calling the hotel directly and not through a travel agent
- D1. **INTERNET – DESKTOP/LAPTOP**  
Booked through a website or app using a desktop or laptop computer
- D2. **INTERNET – SMARTPHONE**  
Booked through a website or app using a smartphone
- D3. **INTERNET – TABLET**  
Booked through a website or app using a tablet
- E. **IN PERSON**  
Booked in person at the hotel or RV park
- F. **GIFT, PRIZE, OR INCENTIVE**  
The trip was a gift, prize, or incentive, so the accommodations were booked for you
- G. **DON'T KNOW BECAUSE SOMEONE ELSE BOOKED**  
Not sure because someone else in your party booked the hotel and you don't know how they did it

## HOTEL RATES

**1. HOTEL/TRANSPORTATION PACKAGE DEAL**

One price that includes your hotel room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

**2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)**

One price that includes your hotel room *and* other items such as shows, meals, or other amenities, but *does not* include airfare or bus transportation to Las Vegas.

**3. TOUR/TRAVEL GROUP**

You are traveling as part of a tour or travel group. The tour/travel group package price includes room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

**4. CONVENTION GROUP/COMPANY MEETING**

Arranged through an employer or convention.

**5. CASINO RATE**

Special reduced rate arranged through a casino host or casino employee.

**6. REGULAR FULL-PRICE ROOM RATE**

Full price, no discounts.

**7. CASINO COMPLIMENTARY**

Room is free of charge.

**8. ANOTHER RATE**

Any other special room rate not shown above.

**INCOME CATEGORIES**

- A. Less than \$20,000**
- B. \$20,000 to \$29,999**
- C. \$30,000 to \$39,999**
- D. \$40,000 to \$49,999**
- E. \$50,000 to \$59,999**
- F. \$60,000 to \$69,999**
- G. \$70,000 to \$79,999**
- H. \$80,000 to \$89,999**
- I. \$90,000 to \$99,999**
- J. \$100,000 to \$109,999**
- K. \$110,000 to \$119,999**
- L. \$120,000 to \$129,999**
- M. \$130,000 to \$139,999**
- N. \$140,000 to \$149,999**
- O. \$150,000 or more**



Las Vegas Convention and Visitors Authority  
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[LVCVA.com](http://LVCVA.com)

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