



# MATRIX OF LAS VEGAS VISITOR SEGMENTS

Source: LVCVA Research Center, 2019 Las Vegas Visitor Profile

	ALL VISITORS	LOCATION OF LODGING			VISITOR ORIGIN			GENDER		MARKET SEGMENT				BOOKING METHOD			
		Downtown	Strip	Other	SoCal	Other USA	Foreign	Male	Female	Convention	Package	Tourist	Casino Guest	Phone Direct	Hotel Website	Travel Agent	Third Party Website
respondents (n=)	3599	197	2641	760	658	2436	504	1849	1759	313	473	2218	595	627	505	346	1281
1 Percent of Total Visitors	100.0%	5.5%	73.4%	21.1%	18.3%	67.7%	14.0%	51.4%	48.9%	8.7%	13.1%	61.6%	16.5%	17.4%	14.0%	9.6%	35.6%
2 First Time Visitor	23.6%	45.0%	23.4%	18.8%	13.4%	20.2%	53.3%	22.0%	25.3%	9.3%	50.1%	25.6%	2.8%	2.3%	18.0%	53.4%	31.0%
3 Average Number of Visits within Past 12 Months (among all visitors)	1.7	1.5	1.8	1.7	2.0	1.8	1.2	1.8	1.7	1.4	1.4	1.6	2.8	2.8	1.4	1.4	1.7
4 Primary Purpose of Current Trip - Vacation / Pleasure	36.2%	47.1%	40.7%	17.5%	22.4%	34.5%	62.1%	35.4%	37.0%	0.7%	65.2%	39.6%	19.1%	15.7%	44.0%	63.9%	45.9%
5 Primary Purpose of Current Trip - Business	13.2%	8.9%	13.6%	13.1%	16.7%	13.2%	8.8%	15.8%	10.6%	99.0%	1.2%	5.8%	5.3%	12.0%	18.4%	9.0%	10.4%
6 Primary Purpose of Current Trip - Gambling	14.3%	7.6%	16.1%	9.7%	21.3%	14.6%	3.5%	14.2%	14.4%	0.0%	5.2%	5.5%	61.9%	49.4%	3.1%	3.5%	9.6%
7 Attended a Convention, trade show or corporate meeting	8.7%	1.6%	9.8%	6.6%	9.7%	9.0%	6.2%	10.4%	7.0%	100.0%	0.0%	0.0%	0.0%	3.5%	11.7%	8.0%	8.8%
8 Traveled by Air	48.7%	27.2%	55.4%	31.0%	7.8%	58.0%	56.8%	47.8%	49.6%	61.8%	71.8%	47.3%	28.6%	22.6%	45.8%	66.1%	68.2%
9 Planned Trip 7-30 Days in Advance	33.6%	37.7%	33.5%	32.7%	52.5%	32.1%	16.0%	34.8%	32.2%	31.8%	14.4%	30.0%	63.0%	64.1%	36.7%	10.6%	27.5%
10 Planned Trip 31-90 Days in Advance	32.3%	25.5%	34.7%	25.3%	28.1%	35.3%	22.7%	31.9%	32.6%	48.9%	27.1%	32.8%	25.1%	19.8%	37.6%	21.5%	40.9%
11 Planned Trip More Than 90 Days in Advance	23.2%	16.2%	25.5%	17.1%	4.8%	22.5%	50.3%	22.0%	24.4%	18.9%	55.3%	21.3%	6.8%	6.4%	18.0%	64.4%	29.8%
12 Assisted By Travel Agent In Planning Trip	10.2%	8.0%	10.8%	8.7%	1.3%	6.3%	40.6%	10.2%	10.2%	9.9%	59.5%	2.4%	0.0%	0.5%	0.8%	97.1%	0.9%
13 Lodged Along Strip Corridor	73.4%	0.0%	100.0%	0.0%	69.5%	73.2%	79.5%	73.6%	73.2%	82.9%	84.0%	66.5%	85.6%	76.4%	77.7%	78.8%	81.8%
14 Lodged Downtown	5.5%	100.0%	0.0%	0.0%	5.6%	5.1%	7.1%	5.5%	5.4%	1.0%	3.3%	7.1%	3.7%	2.7%	7.9%	3.9%	6.2%
15 Traveled with Someone under 21	4.8%	0.1%	3.9%	9.1%	8.3%	3.8%	5.0%	4.5%	5.1%	0.7%	3.0%	6.6%	1.7%	3.9%	6.1%	3.9%	3.2%
16 Paid a "Regular" Rate	58.3%	78.1%	54.0%	70.5%	57.8%	62.0%	40.5%	58.7%	57.8%	22.7%	0.0%	94.5%	0.0%	25.1%	72.3%	10.9%	76.7%
17 Paid a "Package" Rate	12.0%	7.3%	13.9%	5.6%	1.5%	10.0%	35.6%	11.6%	12.5%	9.9%	79.9%	0.0%	0.0%	0.9%	0.5%	65.0%	12.9%
18 Average Cost of Package Per Person (among those who bought a package)	\$983.73	\$788.85	\$1,048.71	\$658.76	\$608.22	\$722.14	\$1,365.13	\$1,003.88	\$963.37	\$739.98	\$999.68	\$0.00	\$0.00	\$444.46	\$785.36	\$1,021.38	\$937.72
19 Gambled During Visit	80.6%	92.3%	86.9%	55.8%	76.2%	82.6%	77.1%	81.7%	79.5%	63.3%	82.0%	78.5%	96.7%	83.6%	80.6%	84.3%	89.8%
20 Average Hours Gambled per Day (if gambled)	2.7	2.1	2.8	2.7	3.6	2.8	0.9	2.6	2.8	1.0	1.4	1.9	6.6	6.1	1.8	1.3	2.3
21 Attended a Show	51.1%	53.8%	56.1%	33.4%	40.8%	54.9%	46.6%	49.5%	52.9%	30.0%	61.4%	56.0%	36.0%	30.7%	45.0%	52.4%	78.4%
22 Visited an Attraction (paid admission)	27.7%	42.5%	30.9%	13.0%	28.1%	25.9%	36.3%	27.3%	28.2%	11.7%	34.9%	29.4%	24.2%	14.7%	29.4%	32.8%	37.2%
23 Average Room Rate Paid (excluding Package Purchasers)	\$114.37	\$84.49	\$119.96	\$104.97	\$105.95	\$114.91	\$127.15	\$114.82	\$113.87	\$152.39	\$0.00	\$110.81	\$88.90	\$101.07	\$122.19	\$131.62	\$117.81
24 Average Number of Nights Stayed	3.4	3.2	3.5	3.0	2.8	3.5	3.6	3.4	3.4	3.7	3.8	3.3	2.9	2.7	3.1	3.8	4.0
25 Average Number of People per Room	2.0	2.2	2.0	2.1	2.1	2.0	2.1	2.0	2.1	1.5	2.1	2.1	2.0	2.0	2.0	2.0	2.0
26 Average Expenditures per Trip on Room / per person	\$189.30	\$120.48	\$209.33	\$152.59	\$140.60	\$200.95	\$218.06	\$193.29	\$186.84	\$384.60	\$0.00	\$174.88	\$129.35	\$136.62	\$185.68	\$248.33	\$239.17
27 Average Spent per Trip on Food & Drink	\$410.74	\$366.97	\$459.76	\$251.48	\$323.05	\$443.12	\$368.93	\$413.82	\$407.53	\$463.32	\$467.54	\$397.35	\$387.77	\$317.16	\$346.09	\$463.93	\$579.08
28 Average Spent per Trip on Local Transportation	\$116.62	\$103.25	\$126.29	\$86.61	\$50.89	\$136.52	\$106.47	\$116.69	\$116.54	\$109.03	\$140.06	\$130.30	\$51.31	\$46.28	\$80.31	\$138.05	\$201.35
29 Average Spent per Trip on Shopping	\$187.48	\$159.96	\$205.31	\$132.80	\$104.94	\$205.29	\$209.48	\$177.39	\$198.00	\$162.33	\$260.79	\$179.39	\$172.61	\$116.53	\$129.17	\$248.87	\$271.64
30 Average Spent per Trip on Show / Entertainment	\$51.68	\$41.63	\$61.36	\$20.67	\$32.47	\$55.71	\$57.29	\$48.37	\$55.14	\$27.45	\$84.11	\$54.17	\$29.38	\$23.25	\$49.29	\$61.94	\$81.07
31 Average Spent per Trip on Sightseeing	\$39.53	\$22.50	\$48.07	\$13.89	\$8.84	\$31.52	\$125.33	\$34.20	\$45.08	\$13.58	\$97.02	\$38.71	\$13.81	\$9.44	\$42.49	\$95.12	\$48.98
32 Parking/Parking Fees	\$5.68	\$6.23	\$6.48	\$2.78	\$7.82	\$5.67	\$2.93	\$5.64	\$5.73	\$4.85	\$4.41	\$6.57	\$3.82	\$3.56	\$5.57	\$3.54	\$8.28
33 Average spent per Trip on Misc. / Other	\$17.29	\$9.44	\$21.24	\$5.53	\$6.07	\$18.05	\$28.29	\$17.37	\$17.21	\$10.22	\$26.79	\$17.98	\$10.92	\$6.38	\$33.20	\$21.17	\$18.92
34 Total Non-Gaming Expenditures per Trip	\$1,018.32	\$830.46	\$1,137.84	\$666.35	\$674.68	\$1,096.83	\$1,116.78	\$1,006.77	\$1,032.07	\$1,175.38	\$1,080.72	\$999.35	\$798.97	\$659.22	\$871.80	\$1,280.95	\$1,448.49
35 Gambling Budget (among all visitors including those that spent \$0)	\$476.39	\$296.50	\$551.56	\$262.97	\$501.44	\$524.64	\$213.67	\$518.97	\$432.20	\$308.98	\$342.31	\$291.60	\$1,364.40	\$1,063.89	\$343.53	\$327.63	\$431.26
36 Total Gaming Budget and Non-Gaming Expenditures	\$1,494.72	\$1,126.95	\$1,689.40	\$929.32	\$1,176.12	\$1,621.47	\$1,330.45	\$1,525.74	\$1,464.27	\$1,484.36	\$1,423.03	\$1,290.95	\$2,163.37	\$1,723.12	\$1,215.33	\$1,608.58	\$1,879.76
37 Average Number of Days Stayed	4.4	4.2	4.5	4.0	3.8	4.5	4.6	4.4	4.4	4.7	4.8	4.3	3.9	3.7	4.1	4.8	5.0
38 Total Spending / Budget per Day	\$342.82	\$269.61	\$376.26	\$233.50	\$309.50	\$361.94	\$292.41	\$350.74	\$334.31	\$315.15	\$294.62	\$298.14	\$553.29	\$466.97	\$296.42	\$333.04	\$372.97
39 East	10.0%	7.7%	10.4%	9.1%	0.0%	14.7%	0.0%	10.3%	9.6%	7.0%	10.0%	11.6%	5.3%	4.2%	7.9%	6.0%	15.1%
40 South	17.2%	10.3%	18.4%	14.7%	0.0%	25.4%	0.0%	16.5%	17.9%	22.2%	18.1%	18.2%	9.9%	9.7%	20.8%	17.1%	21.7%
41 Midwest	12.3%	9.4%	13.3%	9.5%	0.0%	18.2%	0.0%	12.5%	12.1%	14.6%	15.1%	12.9%	6.7%	6.3%	11.9%	12.5%	17.6%
42 West	46.5%	54.6%	42.7%	57.7%	100.0%	41.7%	0.0%	46.7%	46.3%	46.3%	9.6%	46.8%	74.8%	76.9%	50.7%	9.1%	34.4%
43 California	21.3%	23.4%	20.4%	23.9%	100.0%	4.5%	0.0%	20.4%	22.0%	26.3%	1.8%	21.2%	34.8%	37.7%	23.4%	3.3%	15.0%
44 Northern California	3.0%	4.8%	3.1%	2.4%	0.0%	4.5%	0.0%	3.1%	3.0%	6.0%	0.4%	3.1%	3.2%	3.1%	4.3%	0.9%	2.6%
45 Southern California	18.3%	18.6%	17.3%	21.6%	100.0%	0.0%	0.0%	17.4%	19.2%	20.3%	1.4%	18.0%	31.6%	34.5%	19.1%	2.4%	12.4%
46 Arizona	9.1%	13.0%	7.7%	12.8%	0.0%	13.4%	0.0%	8.5%	9.7%	7.2%	0.7%	8.1%	20.6%	20.2%	12.4%	1.4%	4.5%
47 Other West	16.1%	18.2%	14.5%	21.0%	0.0%	23.8%	0.0%	17.8%	14.3%	12.8%	7.1%	17.6%	19.4%	19.0%	14.9%	4.4%	15.0%
48 Foreign	14.0%	18.1%	15.2%	8.9%	0.0%	0.0%	100.0%	14.0%	14.0%	9.9%	47.2%	10.4%	3.3%	2.9%	8.7%	55.3%	11.2%
49 21 to 29	16.0%	34.4%	14.2%	17.3%	19.3%	14.0%	21.4%	14.4%	17.7%	10.6%	14.4%	19.2%	8.0%	7.3%	11.0%	13.0%	18.0%
50 30 to 39	21.3%	22.9%	21.4%	20.8%	28.9%	20.7%	14.6%	18.7%	24.0%	22.4%	13.9%	23.6%	18.2%	18.9%	25.0%	13.7%	24.1%
51 40 to 49	22.4%	15.6%	23.0%	22.0%	23.0%	22.9%	19.3%	23.7%	21.1%	32.6%	20.1%	20.9%	24.6%	24.7%	25.3%	19.0%	24.4%
52 50 to 59	15.8%	10.3%	17.2%	12.4%	9.0%	17.7%	15.7%	16.8%	14.8%	25.3%	14.3%	15.4%	13.4%	12.7%	19.4%	14.8%	18.2%
53 60 to 64	5.2%	1.1%	6.0%	3.5%	2.4%	6.0%	5.1%	5.7%	4.7%	6.9%	8.1%	4.4%	5.1%	5.7%	5.8%	5.7%	5.1%
54 65 and older	19.1%	15.6%	18.0%	24.1%	17.0%	18.7%	23.9%	20.6%	17.6%	2.3%	29.1%	16.3%	30.6%	30.7%	12.8%	33.8%	10.2%
55 Average	46.2	39.9	46.7	46.4	43.1	47.0	46.5	47.4	45.0	44.8	49.9	44.4	50.8	50.9	45.7	50.8	43.9
56 Less than \$20,000	6.3%	27.7%	4.5%	7.3%	6.9%	6.0%	7.0%	5.5%	7.2%	0.4%	4.2%	9.3%	0.2%	1.3%	3.8%	5.8%	7.6%
57 \$20,000 to \$39,999	9.3%	17.6%	8.0%	11.7%	8.1%	11.4%	0.9%	7.5%	11.2%	1.0%	4.8%	12.7%	4.7%	4.4%	5.4%	5.0%	16.2%
58 \$40,000 to \$59,999	13.1%	20.1%	11.7%	16.5%	8.8%	15.9%	5.6%	13.1%	13.2%	3.7%	11.3%	16.6%	6.7%	7.9%	8.9%	11.7%	19.6%
59 \$60,000 to \$79,999	14.8%	12.7%	12.8%	22.3%	10.6%	16.4%	12.7%	15.0%	14.6%	5.8%	15.8%	16.0%	14.1%	14.0%	13.0%	20.0%	14.2%
60 \$80,000 to \$99,999	11.0%	4.3%	11.6%	11.0%	12.2%	10.1%	14.1%	44.0%	34.3%	7.8%	13.1%	9.1%	18.5%	16.3%	12.7%	11.3%	8.4%
61 \$100,000 or more	28.5%	9.7%	33.2%	16.8%	35.7%	26.5%	28.6%	31.2%	25.6%	63.8%	25.2%	20.6%	41.8%	4			