



MATRIX OF LAS VEGAS VISITOR SEGMENTS

2021 Las Vegas Visitor Profile

Table with columns: ALL VISITORS, GENERATION (Silent Generation, Boomers, Generation X, Millennials), MODE OF ARRIVAL (Air, Ground), MARKET SEGMENT (Convention, Package, Tourist, Casino Guest), VISITOR ORIGIN (SoCal, Other USA, Foreign), LOCATION OF LODGING (Downtown, Strip, Other), GENDER (Male, Female). Rows include respondent counts, behavioral metrics (e.g., 1 Percent of Total Visitors, 2 First Time Visitor), spending data (e.g., 26 Average Expenditures per Trip on Room / per person), and demographic breakdowns (e.g., 41 East, 42 South, 51 21 to 29).