



# MATRIX OF LAS VEGAS VISITOR SEGMENTS

2022 Las Vegas Visitor Profile

	ALL VISITORS	GENERATION				MODE OF ARRIVAL		MARKET SEGMENT				VISITOR ORIGIN			LOCATION OF LODGING			GENDER	
		Generation Z	Millennials	Generation X	Boomers	Air	Ground	Convention	Package	Tourist	Casino Guest	SoCal	Other USA	Foreign	Downtown	Strip	Other	Male	Female
respondents (n=)	6267	810	2991	1665	764	3173	3094	580	870	3646	1170	1710	3973	582	355	4206	1706	3073	3182
1 Percent of Total Visitors	100.0%	12.9%	47.7%	26.6%	12.2%	50.6%	49.4%	9.3%	13.9%	58.2%	18.7%	27.3%	63.4%	9.3%	5.7%	67.1%	27.2%	49.0%	50.8%
2 First Time Visitor	23.9%	46.6%	27.1%	14.1%	9.2%	31.0%	16.6%	21.7%	42.4%	24.2%	10.2%	8.8%	27.6%	42.8%	19.1%	24.3%	23.7%	22.6%	25.0%
3 Average Number of Visits within Past 12 Months (among all visitors)	2.0	1.9	2.0	1.9	2.4	1.4	2.6	2.3	1.7	1.8	2.7	2.5	1.9	1.2	1.8	1.8	2.5	2.0	2.0
4 Primary Purpose of Current Trip - Vacation / Pleasure	57.8%	58.7%	59.8%	53.8%	57.7%	65.8%	49.6%	15.1%	72.6%	61.7%	56.1%	56.0%	55.5%	78.9%	60.2%	65.5%	38.5%	53.5%	61.9%
5 Primary Purpose of Current Trip - Business	8.4%	4.4%	7.0%	13.7%	7.3%	10.2%	13.7%	6.6%	0.9%	2.9%	1.5%	6.8%	8.8%	9.8%	2.7%	8.5%	9.5%	10.7%	6.3%
6 Primary Purpose of Current Trip - Gambling	6.2%	4.9%	4.8%	7.4%	10.1%	5.1%	7.2%	2.2%	4.8%	4.1%	15.5%	6.0%	6.9%	1.4%	10.8%	6.7%	3.9%	7.1%	5.3%
7 Primary Purpose of Current Trip - Special Event	5.9%	9.7%	5.9%	5.7%	2.7%	4.2%	7.7%	5.5%	5.9%	6.3%	4.8%	9.2%	5.2%	1.5%	8.9%	5.7%	5.9%	5.5%	6.3%
8 Attended a Convention, trade show or corporate meeting	9.3%	9.4%	8.8%	11.0%	7.4%	10.5%	8.0%	100.0%	0.0%	0.0%	0.0%	7.6%	10.2%	7.6%	4.5%	9.1%	10.5%	12.0%	6.7%
9 Did you Conduct Any Work During Your Stay in Las Vegas	12.2%	12.0%	10.3%	14.7%	17.6%	14.2%	10.0%	77.7%	4.3%	5.3%	2.7%	10.0%	13.4%	11.2%	6.8%	11.7%	15.0%	14.3%	10.1%
10 Traveled by Air	50.6%	40.3%	51.2%	53.5%	53.2%	100.0%	0.0%	57.6%	69.2%	50.9%	32.6%	12.2%	61.0%	92.5%	44.8%	56.1%	38.3%	51.6%	49.7%
11 Planned Trip 7-30 Days in Advance	34.8%	33.4%	36.2%	31.9%	36.9%	29.3%	40.5%	31.4%	27.2%	33.7%	45.5%	42.4%	34.6%	13.8%	35.3%	33.0%	39.1%	36.8%	32.8%
12 Planned Trip 31-90 Days in Advance	35.5%	30.8%	33.3%	40.8%	38.4%	40.0%	30.8%	35.4%	28.1%	36.9%	36.4%	34.6%	35.9%	35.3%	39.9%	38.5%	27.1%	33.5%	37.5%
13 Planned Trip More Than 90 Days in Advance	18.5%	19.1%	18.0%	18.9%	19.0%	25.7%	11.1%	17.1%	34.3%	17.7%	9.8%	9.6%	17.8%	49.8%	19.2%	20.7%	12.9%	16.8%	20.1%
14 Assisted By Travel Agent In Planning Trip	5.0%	6.8%	6.1%	3.1%	2.9%	7.0%	13.7%	18.1%	18.1%	1.7%	1.1%	1.2%	4.4%	20.0%	2.8%	5.5%	4.2%	5.6%	4.4%
15 Lodged Along Strip Corridor	68.5%	62.0%	70.0%	68.0%	71.5%	74.6%	62.1%	66.7%	80.0%	62.3%	79.8%	66.1%	68.2%	77.6%	0.0%	100.0%	0.0%	68.0%	69.1%
16 Lodged Downtown	5.8%	3.5%	5.9%	6.4%	6.6%	5.0%	6.6%	2.8%	6.0%	4.8%	10.1%	7.7%	5.3%	3.5%	100.0%	0.0%	0.0%	5.7%	5.9%
17 Traveled with Someone under 21	15.6%	20.2%	18.7%	13.2%	4.1%	9.1%	22.3%	9.5%	14.3%	18.3%	11.3%	19.4%	14.5%	12.0%	7.7%	12.3%	25.4%	15.0%	16.1%
18 Gambled During Visit	74.8%	64.9%	72.1%	79.1%	86.2%	77.6%	72.0%	63.2%	75.4%	71.6%	90.3%	80.3%	72.5%	74.0%	87.3%	79.7%	60.1%	75.0%	74.6%
19 Average Hours Gambled per Day (if gambled)	2.6	2.2	2.5	2.8	3.1	2.5	2.8	2.3	2.6	2.4	3.4	2.7	2.7	1.8	2.8	2.6	2.8	2.7	2.5
20 Attended a Show	30.2%	37.2%	31.7%	26.7%	25.0%	35.8%	24.4%	30.8%	41.6%	30.0%	21.9%	24.1%	30.8%	44.0%	25.8%	34.8%	19.8%	26.3%	33.9%
21 Attended a Sporting Event	6.2%	5.2%	6.9%	6.5%	3.7%	5.6%	6.7%	13.4%	7.5%	5.0%	5.0%	5.3%	6.7%	4.9%	5.9%	5.7%	7.4%	8.6%	3.9%
22 Visited an Attraction (paid admission)	37.2%	38.7%	42.4%	34.2%	22.7%	41.6%	32.6%	29.4%	45.7%	38.3%	31.3%	32.0%	36.8%	55.0%	36.8%	40.7%	28.5%	33.0%	41.1%
23 Visitor Satisfaction - Very Satisfied	77.0%	75.0%	79.2%	76.2%	74.0%	81.0%	73.0%	73.9%	84.1%	76.2%	76.0%	73.4%	77.3%	85.9%	78.1%	78.7%	72.8%	75.2%	78.9%
24 Visitor Satisfaction - Somewhat Satisfied	20.0%	21.1%	18.2%	20.4%	23.5%	16.9%	23.2%	22.4%	14.7%	20.5%	21.1%	23.7%	19.5%	12.7%	19.7%	18.6%	23.5%	21.8%	18.3%
25 Average Room Rate Paid (excluding Package Purchasers)	\$154.06	\$164.86	\$157.35	\$146.30	\$150.03	\$156.25	\$151.50	\$168.43	\$0.00	\$156.95	\$133.33	\$142.28	\$158.40	\$160.18	\$143.27	\$156.72	\$144.78	\$153.92	\$154.28
26 Average Number of Nights Stayed	3.4	3.4	3.4	3.4	3.6	4.0	2.9	4.1	4.0	3.3	3.1	2.9	3.5	4.7	3.3	3.4	3.5	3.4	3.4
27 Average Number of People per Room	2.4	2.4	2.4	2.2	2.0	2.2	2.6	1.9	2.4	2.4	2.3	2.6	2.3	2.3	2.3	2.4	2.4	2.3	2.5
28 Average Expenditures per Trip on Room / per person	\$223.26	\$195.97	\$221.44	\$226.40	\$268.84	\$283.83	\$169.77	\$365.68	\$0.00	\$212.50	\$174.35	\$155.26	\$244.99	\$325.96	\$206.18	\$227.41	\$208.46	\$232.96	\$215.56
29 Average Spent per Trip on Food & Drink	\$519.23	\$444.29	\$510.57	\$546.23	\$572.15	\$613.32	\$422.29	\$623.02	\$626.99	\$484.64	\$499.54	\$441.69	\$525.21	\$705.32	\$429.63	\$553.05	\$454.12	\$522.13	\$516.97
30 Average Spent per Trip on Local Transportation	\$138.74	\$138.69	\$139.84	\$132.41	\$146.92	\$197.07	\$78.79	\$175.49	\$183.99	\$131.69	\$110.60	\$84.66	\$155.01	\$186.39	\$114.15	\$150.01	\$115.73	\$139.88	\$137.58
31 Average Spent per Trip on Shopping	\$195.74	\$156.66	\$199.09	\$216.76	\$184.84	\$237.59	\$152.46	\$198.02	\$275.21	\$194.27	\$140.95	\$143.02	\$193.86	\$361.91	\$160.17	\$208.20	\$172.43	\$182.41	\$209.01
32 Average Spent per Trip on Show / Entertainment	\$117.29	\$103.19	\$132.59	\$117.81	\$79.93	\$147.40	\$84.94	\$84.84	\$181.31	\$113.05	\$94.74	\$91.60	\$112.08	\$232.77	\$127.34	\$140.77	\$56.68	\$107.81	\$126.88
33 Average Spent per Trip on Sightseeing	\$13.98	\$10.47	\$15.51	\$11.09	\$9.04	\$19.40	\$8.41	\$11.89	\$29.83	\$12.99	\$6.31	\$8.42	\$13.27	\$35.17	\$9.92	\$14.60	\$13.31	\$15.30	\$12.73
34 Average Spent Per Trip on Sporting Events of any kind	\$15.81	\$6.16	\$15.08	\$22.07	\$15.45	\$14.84	\$16.83	\$24.61	\$15.94	\$12.43	\$22.00	\$12.45	\$16.48	\$20.87	\$26.61	\$15.38	\$14.57	\$23.97	\$8.06
35 Parking/Parking Fees	\$16.50	\$14.51	\$19.50	\$15.22	\$10.13	\$7.13	\$26.14	\$15.14	\$17.11	\$14.81	\$21.98	\$25.29	\$13.73	\$9.48	\$21.68	\$17.41	\$13.14	\$17.41	\$15.65
36 Average spent per Trip on Misc. / Other	\$5.94	\$7.64	\$6.07	\$5.80	\$3.91	\$6.71	\$5.13	\$5.24	\$4.52	\$7.21	\$3.37	\$5.49	\$6.49	\$3.52	\$6.09	\$5.58	\$6.80	\$5.82	\$6.03
37 Total Non-Gaming Expenditures per Trip	\$1,246.49	\$1,077.59	\$1,259.70	\$1,297.79	\$1,291.21	\$1,527.29	\$964.76	\$1,503.93	\$1,334.90	\$1,183.59	\$1,073.84	\$967.88	\$1,281.12	\$1,881.39	\$1,101.77	\$1,332.41	\$1,055.24	\$1,247.70	\$1,248.47
38 Gambling Budget (among those who gambled)	\$761.22	\$516.72	\$669.41	\$845.72	\$1,107.33	\$805.42	\$712.16	\$809.14	\$845.47	\$565.02	\$1,207.80	\$684.70	\$803.49	\$720.27	\$909.39	\$779.40	\$659.78	\$877.26	\$651.13
39 Gambling Budget (among all visitors including those that spent \$0)	\$569.39	\$335.33	\$482.55	\$668.66	\$954.23	\$625.01	\$512.76	\$511.38	\$637.48	\$404.55	\$1,090.64	\$549.81	\$582.53	\$533.00	\$793.90	\$621.18	\$396.53	\$658.30	\$485.84
40 Total Gaming Budget and Non-Gaming Expenditures	\$1,815.88	\$1,412.92	\$1,742.25	\$1,966.45	\$2,245.45	\$2,152.30	\$1,477.52	\$2,015.31	\$1,972.38	\$1,588.14	\$2,164.49	\$1,517.70	\$1,863.65	\$2,414.39	\$1,895.67	\$1,953.59	\$1,451.77	\$1,906.00	\$1,734.31
41 Average Number of Days Stayed	4.4	4.4	4.4	4.4	4.6	5.0	3.9	5.1	5.0	4.3	4.1	3.9	4.5	5.7	4.3	4.4	4.5	4.4	4.4
42 Total Spending / Budget per Day	\$410.83	\$320.54	\$396.85	\$447.40	\$484.45	\$433.93	\$380.80	\$398.28	\$391.30	\$370.23	\$533.13	\$392.17	\$415.93	\$426.57	\$439.83	\$442.99	\$324.78	\$431.99	\$431.99
43 East	8.7%	11.9%	8.9%	8.0%	6.4%	13.4%	3.9%	13.1%	11.9%	8.4%	5.2%	0.0%	13.8%	0.0%	5.5%	9.0%	8.9%	9.4%	8.0%
44 South	18.0%	18.1%	18.0%	17.6%	18.3%	27.1%	8.7%	22.3%	21.7%	18.0%	13.1%	0.0%	28.4%	0.0%	18.9%	18.6%	16.2%	18.5%	17.5%
45 Midwest	11.6%	9.9%	11.1%	12.1%	13.3%	18.7%	4.2%	11.0%	13.2%	12.5%	7.5%	0.0%	18.2%	0.0%	11.7%	12.6%	8.9%	11.3%	11.9%
46 West	52.4%	56.2%	52.5%	50.8%	51.8%	23.9%	81.7%	45.9%	31.1%	52.6%	70.9%	100.0%	39.6%	0.0%	58.1%	49.0%	59.6%	51.6%	53.2%
47 California	31.3%	40.1%	30.7%	29.8%	28.9%	10.7%	52.4%	26.9%	18.8%	30.2%	46.3%	100.0%	6.4%	0.0%	38.6%	30.5%	31.7%	30.5%	32.1%
48 Northern California	4.0%	5.2%	3.8%	4.0%	3.9%	4.1%	3.9%	4.5%	2.7%	4.0%	4.8%	0.0%	6.4%	0.0%	2.4%	4.1%	4.1%	4.2%	3.8%
49 Southern California	27.3%	34.9%	26.9%	25.8%	25.0%	6.6%	48.5%	22.4%	16.1%	26.2%	41.5%	100.0%	0.0%	0.0%	36.2%	26.4%	27.6%	26.2%	28.2%
50 Arizona	6.8%	4.5%	7.4%	6.1%	8.1%	1.6%	12.0%	3.3%	1.7%	7.5%	10.1%	0.0%	10.7%	0.0%	6.4%	6.1%	8.6%	6.3%	7.2%
51 Other West	14.3%	11.6%	14.4%	15.0%	14.8%	11.5%	17.2%	15.8%	10.6%	14.9%	14.6%	0.0%	22.6%	0.0%	13.1%	12.4%	19.3%	14.8%	13.9%
52 International	9.3%	4.0%	9.4%	11.4%	10.2%	17.0%	1.4%	7.6%	11.4%	8.4%	3.2%	0.0%	0.0%	100.0%	5.7%	10.7%	6.5%	9.2%	9.4%
53 21 to 29	22.9%	100.0%	20.8%	0.0%	0.0%	19.7%	26.1%	21.8%	27.8%	24.9%	13.4%	27.9%	22.0%	14.3%	21.4%	21.5%	26.4%	18.8%	26.7%
54 30 to 39	30.0%	0.0%	62.8%	0.0%	0.0%	30.3%	29.6%	25.4%	33.8%	31.0%	26.1%	29.6%	29.7%	33.0%	28.4%	30.7%	28.5%	29.8%	30.1%
55 40 to 49	22.4%	0.0%	16.4%	54.9%	0.0%	22.2%	22.6%	31.6%	20.7%	2									