



Country Comparison Fact Sheet

2023 Las Vegas Top Overseas Markets

As of June 20, 2024

	UNITED KINGDOM	AUSTRALIA	GERMANY	SOUTH KOREA	BRAZIL	JAPAN	FRANCE	NETHERLANDS	ITALY	ALL OVERSEAS	CANADA (AIR ONLY)	MEXICO (AIR ONLY)	Unit of Measure
CHARACTERISTICS OF TRIP TO U.S.													
Advance Trip Decision	200.4	195.6	153.3	115.1	135.1	83.6	174.5	147.0	153.3	145.3	82.6	63.6	avg. # of days
Advance Airline Reservation	167.8	129.8	118.6	77.9	90.1	60.5	105.9	107.8	106.1	107.0	64.0	50.7	avg. # of days
Information Sources													
Airline	55.1%	59.6%	53.8%	27.7%	58.4%	41.6%	42.2%	73.2%	41.4%	52.6%	58.5%	54.0%	% of travelers
National/State/City Travel Office	9.0%	6.0%	11.6%	1.0%	22.9%	5.1%	8.7%	20.0%	22.9%	11.4%	2.9%	9.9%	% of travelers
Online Travel Agency	29.8%	36.5%	46.0%	31.1%	31.6%	19.7%	27.1%	36.9%	28.8%	33.3%	36.5%	43.1%	% of travelers
Personal Recommendation	26.5%	48.2%	44.9%	43.7%	40.9%	19.1%	38.0%	39.1%	25.3%	36.3%	24.3%	26.7%	% of travelers
Tour Operator/Travel Club	14.9%	9.8%	7.4%	21.0%	7.7%	4.0%	5.5%	13.0%	22.4%	10.2%	3.4%	3.7%	% of travelers
Travel Agency Office	21.7%	36.0%	20.2%	6.4%	16.9%	24.1%	15.9%	22.2%	39.9%	21.1%	7.2%	5.1%	% of travelers
Travel Guide	13.5%	11.8%	22.5%	5.4%	10.2%	16.1%	27.6%	32.6%	13.4%	16.1%	4.6%	2.8%	% of travelers
Used a Prepaid Package	24.2%	4.2%	12.0%	8.9%	9.5%	22.0%	20.6%	12.5%	22.1%	14.0%	11.3%	8.1%	% of travelers
Traveling Party													
Spouse/Partner	51.1%	46.6%	36.1%	22.7%	25.3%	15.5%	47.1%	34.9%	44.1%	34.2%	44.2%	31.2%	% of travelers
Family/Relatives	18.6%	23.2%	22.2%	31.1%	13.9%	11.9%	30.7%	29.2%	16.7%	20.9%	18.7%	21.2%	% of travelers
Business Associate(s)	1.8%	0.0%	1.4%	9.5%	3.6%	14.2%	1.1%	1.6%	0.8%	2.5%	2.4%	1.4%	% of travelers
Friend(s)	8.8%	8.2%	11.9%	7.5%	3.5%	11.9%	6.7%	6.2%	6.5%	7.1%	11.5%	7.1%	% of travelers
Tour Group	0.4%	0.0%	0.3%	0.4%	0.6%	0.6%	1.7%	0.0%	1.3%	0.4%	0.1%	0.0%	% of travelers
Traveling Alone	27.1%	36.4%	33.7%	38.1%	56.0%	49.4%	19.7%	35.2%	36.6%	41.7%	29.5%	44.0%	% of travelers
Size of Traveling Party - All	2.0	2.1	2.0	2.1	1.7	1.9	2.4	2.1	2.0	1.9	2.0	1.9	avg. # of people
Purpose of Trip to U.S.													
Vacation/Holiday	81.7%	90.2%	83.5%	75.3%	63.0%	49.3%	91.2%	86.8%	87.3%	75.3%	82.5%	75.1%	% of travelers
Visiting Friends/Relatives	9.4%	7.1%	8.2%	6.3%	14.1%	11.0%	5.4%	6.0%	2.8%	11.8%	5.8%	8.6%	% of travelers
Business/Convention	8.9%	2.4%	8.3%	18.4%	19.7%	37.5%	3.4%	7.2%	9.1%	12.5%	11.0%	15.4%	% of travelers
Other	0.0%	0.3%	0.0%	0.0%	3.2%	2.2%	0.0%	0.0%	0.8%	0.4%	0.7%	0.9%	% of travelers
Nights Stayed/Destinations													
Nights Stayed in Las Vegas	5.1	4.5	3.9	2.7	6.7	5.2	3.0	3.3	2.4	4.3	4.3	4.1	avg. # of nights
Number of States Visited	1.9	3.2	3.0	2.7	2.1	2.0	3.2	3.1	3.1	2.6	1.2	1.2	avg. # of states
Total Nights Stayed in U.S.	11.3	19.8	18.3	13.5	21.7	11.1	17.1	19.3	15.6	17.8	5.5	6.7	avg. # of nights
Main U.S. Destination is Nevada (Las Vegas)	70.7%	11.5%	33.1%	25.5%	54.4%	82.0%	22.1%	35.2%	16.9%	43.9%	96.6%	91.7%	% of travelers
Leisure Activities													
American Indian Communities	10.2%	15.3%	20.6%	36.8%	5.0%	3.8%	35.6%	14.3%	37.8%	17.1%	5.0%	2.7%	% of travelers
Amusement/Theme Parks	23.6%	56.8%	30.0%	48.8%	36.4%	20.2%	49.0%	32.6%	45.8%	36.1%	8.0%	18.2%	% of travelers
Art Galleries/Museums	21.3%	42.0%	28.8%	29.3%	26.2%	16.7%	33.6%	32.0%	30.7%	28.6%	12.5%	12.2%	% of travelers
Camping/Hiking	8.3%	17.3%	25.2%	11.1%	4.9%	3.1%	19.2%	28.7%	7.3%	12.6%	3.3%	1.2%	% of travelers
Casino/Gamble	73.5%	72.0%	47.9%	30.4%	55.7%	53.6%	47.7%	49.1%	50.1%	54.6%	72.4%	59.1%	% of travelers
Concert/Play/Musical	43.1%	54.7%	25.4%	19.4%	41.4%	29.5%	14.2%	27.1%	16.8%	29.8%	43.3%	37.4%	% of travelers
Cultural/Ethnic Heritage Sights	13.8%	27.2%	30.1%	16.9%	9.7%	9.6%	23.2%	14.3%	38.0%	18.5%	3.2%	6.4%	% of travelers
Environmental/Eco. Excursions	1.4%	4.1%	4.7%	2.9%	2.4%	0.0%	9.0%	0.0%	10.6%	3.9%	0.9%	0.4%	% of travelers
Experience Fine Dining	33.6%	47.6%	23.4%	22.9%	21.4%	29.5%	23.3%	23.5%	25.2%	31.5%	31.9%	28.0%	% of travelers
Golfing/Tennis	2.9%	4.7%	1.3%	6.6%	1.3%	1.7%	1.3%	4.0%	0.8%	2.9%	2.8%	1.4%	% of travelers
Guided Tour(s)	38.6%	54.1%	38.1%	43.2%	14.7%	26.5%	37.8%	48.5%	42.6%	35.4%	15.0%	7.0%	% of travelers
Historical Locations	29.9%	42.6%	55.8%	22.7%	39.3%	18.7%	41.8%	47.8%	43.5%	34.9%	11.4%	5.2%	% of travelers
Hunting/Fishing	0.3%	1.4%	0.6%	0.0%	0.0%	2.4%	0.4%	0.9%	0.0%	0.7%	0.2%	0.0%	% of travelers
National Parks/Monuments	46.3%	69.7%	77.2%	58.4%	44.1%	35.7%	79.8%	85.8%	81.4%	59.4%	15.3%	10.7%	% of travelers
Nightclubbing/Dancing	16.4%	31.1%	14.2%	4.4%	26.7%	7.1%	7.1%	10.0%	16.6%	16.8%	17.6%	21.2%	% of travelers
Shopping	81.6%	93.4%	81.9%	72.5%	92.2%	67.3%	88.5%	73.4%	74.0%	84.1%	72.5%	82.7%	% of travelers
Sightseeing	87.9%	94.2%	92.9%	84.8%	83.0%	76.2%	82.4%	90.4%	57.7%	85.4%	67.9%	66.6%	% of travelers
Small Towns/Countryside	29.2%	48.5%	59.2%	15.2%	28.7%	16.6%	63.3%	63.8%	59.1%	43.0%	9.5%	3.8%	% of travelers
Snow Sports	0.1%	5.7%	0.0%	0.0%	7.6%	0.5%	0.4%	0.0%	0.0%	1.2%	0.0%	1.0%	% of travelers
Sporting Event	11.8%	45.3%	16.5%	17.0%	24.4%	10.7%	9.6%	19.2%	10.9%	15.6%	14.5%	15.1%	% of travelers
Water Sports	4.5%	11.9%	4.1%	8.9%	0.9%	0.6%	5.2%	8.0%	5.6%	5.1%	1.4%	0.6%	% of travelers
Select U.S. Expenditures per Trip													
Transportation Within U.S. (A)	\$203	\$630	\$359	\$536	\$564	\$212	\$375	\$406	\$231	\$394	\$100	\$173	per person
Lodging (B)	\$462	\$1,630	\$930	\$590	\$833	\$725	\$702	\$1,182	\$504	\$771	\$355	\$349	per person
Food/Beverage	\$474	\$1,005	\$653	\$528	\$743	\$307	\$461	\$760	\$538	\$564	\$262	\$245	per person
Shopping	\$146	\$654	\$287	\$175	\$757	\$500	\$202	\$196	\$188	\$332	\$109	\$308	per person
Entertainment (C)	\$404	\$696	\$274	\$291	\$529	\$487	\$346	\$340	\$276	\$387	\$350	\$285	per person
Other Spending	\$38	\$133	\$93	\$43	\$19	\$59	\$37	\$43	\$89	\$52	\$13	\$21	per person
Average U.S. Expenditures per Trip	\$1,727	\$4,748	\$2,596	\$2,163	\$3,445	\$2,290	\$2,123	\$2,927	\$1,826	\$2,500	\$1,189	\$1,381	per person
Length of Stay in U.S.	11.3	19.8	18.3	13.5	21.7	11.1	17.1	19.3	15.6	17.8	5.5	6.7	in days
Select U.S. Expenditures per Day													
Transportation Within U.S. (A)	\$18	\$32	\$20	\$40	\$26	\$19	\$22	\$21	\$15	\$22	\$18	\$26	per person
Lodging (B)	\$41	\$82	\$51	\$44	\$38	\$66	\$41	\$61	\$32	\$43	\$65	\$52	per person
Food/Beverage	\$42	\$51	\$36	\$39	\$34	\$28	\$27	\$39	\$35	\$32	\$48	\$37	per person
Shopping	\$13	\$33	\$16	\$13	\$35	\$45	\$12	\$10	\$12	\$19	\$20	\$46	per person
Entertainment (C)	\$36	\$35	\$15	\$22	\$24	\$44	\$20	\$18	\$18	\$22	\$64	\$42	per person
Other Spending	\$3	\$7	\$5	\$3	\$1	\$5	\$2	\$2	\$6	\$3	\$2	\$3	per person
Average U.S. Daily Expenditures	\$153	\$239	\$142	\$160	\$159	\$207	\$124	\$152	\$117	\$140	\$218	\$206	per person
Total All Trip Expenditure													
Package Price	\$2,264	\$7,068	\$4,879	\$2,109	\$1,250	\$4,761	\$3,543	\$5,564	\$3,652	\$3,165	\$726	\$1,041	per person
International Airfare	\$1,116	\$1,818	\$1,540	\$1,756	\$1,043	\$2,547	\$1,254	\$1,584	\$1,041	\$1,485	\$517	\$479	per person
Total Trip Expenditure	\$2,874	\$6,598	\$4,164	\$3,955	\$4,530	\$4,865	\$3,401	\$4,541	\$2,887	\$4,023	\$1,730	\$1,891	per person
Annual Household Income (D)	\$107,988	\$144,569	\$104,483	\$78,670	\$49,892	\$137,249	\$74,856	\$115,615	\$70,448	\$98,012	\$119,097	\$69,439	in US \$



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As of June 20, 2024

UNITED KINGDOM	AUSTRALIA	GERMANY	SOUTH KOREA	BRAZIL	JAPAN	FRANCE	NETHERLANDS	ITALY	ALL OVERSEAS	CANADA (AIR ONLY)	MEXICO (AIR ONLY)	
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CHARACTERISTICS OF TRIP TO U.S.

	UNITED KINGDOM	AUSTRALIA	GERMANY	SOUTH KOREA	BRAZIL	JAPAN	FRANCE	NETHERLANDS	ITALY	ALL OVERSEAS	CANADA (AIR ONLY)	MEXICO (AIR ONLY)	Unit of Measure
First Int'l U.S. Trip	15.7%	24.2%	26.2%	32.7%	8.8%	15.7%	29.2%	27.0%	41.6%	23.7%	11.9%	13.3%	% of travelers
U.S. Trips Last 12 Months	1.4	1.2	1.4	1.2	1.6	1.7	1.4	1.5	1.2	1.4	1.8	2.2	avg # of trips
Number of Destinations Visited	2.6	4.3	4.9	3.7	2.8	2.5	5.2	5.0	5.0	3.8	1.4	1.3	
Lodged in Hotel/Motel	96.3%	94.1%	91.6%	91.2%	86.3%	95.8%	94.3%	74.8%	92.7%	90.0%	92.1%	85.8%	% of travelers
Factors in Airline Choice													
Airfare	45.6%	47.1%	52.8%	36.8%	70.3%	26.0%	47.9%	41.5%	39.6%	48.3%	58.3%	73.8%	% of travelers
Convenient Schedule	40.5%	56.7%	35.6%	28.8%	48.3%	31.7%	32.5%	33.5%	62.5%	40.3%	52.4%	62.2%	% of travelers
Mileage Bonus/FF Program	11.3%	15.2%	5.9%	19.7%	11.9%	41.1%	8.8%	11.4%	1.7%	12.3%	18.6%	7.8%	% of travelers
Non-Stop Flight	44.8%	36.4%	49.7%	84.0%	22.2%	21.0%	44.1%	41.5%	16.8%	40.1%	52.9%	62.2%	% of travelers
Means of Booking Air Trip													
Airline Direct	46.3%	35.8%	47.2%	44.0%	36.2%	29.2%	46.0%	54.5%	32.0%	43.9%	47.9%	48.7%	% of travelers
Corporation Travel Department	5.3%	1.7%	6.9%	13.0%	14.8%	11.9%	5.2%	1.9%	8.5%	7.8%	4.3%	5.1%	% of travelers
Internet Booking Service	20.4%	26.1%	31.9%	27.0%	34.9%	25.8%	25.8%	19.7%	28.9%	25.1%	38.3%	38.0%	% of travelers
Tour Operator/Company	13.1%	3.3%	4.5%	17.3%	9.1%	7.8%	8.8%	9.4%	16.6%	8.9%	3.2%	3.8%	% of travelers
Travel Agency Office	19.4%	43.7%	19.6%	2.8%	18.1%	29.4%	17.8%	22.0%	42.2%	22.4%	7.7%	7.6%	% of travelers
Type of Airline Ticket													
Paid Ticket	87.6%	89.5%	81.4%	82.3%	79.7%	85.8%	77.8%	88.3%	81.5%	83.5%	83.2%	78.4%	% of travelers
Paid Upgrade	3.5%	0.0%	3.2%	4.8%	2.3%	4.9%	0.4%	7.4%	1.7%	2.6%	5.4%	4.9%	% of travelers
Frequent Flyer Award	3.3%	5.8%	2.5%	2.2%	4.8%	2.1%	1.4%	5.3%	0.0%	2.6%	6.1%	4.4%	% of travelers
Frequent Flyer Award Upgrade	0.5%	0.0%	0.0%	0.0%	0.4%	0.5%	0.9%	0.0%	0.0%	0.7%	1.7%	2.3%	% of travelers
Discount/Group Fare	1.4%	0.0%	2.1%	4.4%	1.8%	4.1%	1.5%	0.0%	0.0%	1.6%	0.4%	0.6%	% of travelers
Airline Seating Area													
First Class	0.8%	0.2%	0.3%	0.0%	0.4%	0.5%	0.4%	0.3%	0.8%	0.5%	2.7%	3.8%	% of travelers
Executive/Business	3.7%	4.3%	2.9%	3.3%	9.8%	21.7%	1.2%	5.5%	1.6%	4.2%	5.0%	7.1%	% of travelers
Economy/Tourist/Coach	95.5%	95.5%	96.8%	96.6%	89.9%	77.8%	98.5%	94.2%	97.6%	95.3%	92.3%	89.2%	% of travelers
Transportation in the U.S.													
Airlines in U.S.	38.3%	80.1%	37.6%	40.1%	72.5%	65.0%	32.2%	23.8%	51.1%	47.7%	8.2%	12.4%	% of travelers
Auto, Private or Company	21.2%	38.1%	38.1%	17.0%	42.9%	16.4%	30.6%	52.7%	40.6%	33.5%	19.1%	25.0%	% of travelers
Bus between Cities	8.1%	11.7%	18.1%	11.9%	9.3%	14.8%	9.9%	11.7%	18.1%	13.2%	4.3%	12.9%	% of travelers
City Subway/Tram/Bus	30.6%	41.1%	40.4%	13.7%	17.6%	24.2%	39.2%	32.2%	35.4%	31.9%	19.1%	9.3%	% of travelers
Railroad between Cities	4.0%	13.9%	4.1%	1.0%	2.1%	5.5%	4.2%	5.7%	1.4%	5.1%	0.7%	0.3%	% of travelers
Rented Auto	27.8%	37.3%	62.4%	63.6%	43.8%	22.1%	64.6%	67.5%	59.0%	46.0%	18.3%	14.7%	% of travelers
Ride-sharing Service	28.6%	59.5%	28.2%	23.0%	23.1%	40.6%	18.2%	26.0%	26.2%	29.8%	46.1%	43.9%	% of travelers
Taxi/Limousine	45.2%	38.6%	18.8%	23.7%	21.4%	36.7%	15.3%	15.7%	14.1%	25.3%	51.8%	36.9%	% of travelers
Gender													
Male	43.9%	44.0%	50.5%	48.9%	46.1%	71.3%	50.1%	49.8%	53.8%	52.4%	50.2%	54.5%	% of travelers
Female	56.1%	56.0%	49.5%	51.1%	53.9%	28.7%	49.9%	50.2%	46.2%	47.6%	49.8%	45.5%	% of travelers
Age													
Male	44.9	38.2	40.5	41.2	40.8	45.0	40.8	41.8	39.8	41.7	46.8	42.0	average age
Female	46.6	39.3	38.2	35.0	40.6	45.8	38.6	42.7	31.9	40.7	46.2	40.4	average age

* Figures for individual countries are based on a 2-year rolling average of data from the Survey of International Air Travelers.
 NOTE: Due to limited sample sizes, visitation estimates for certain countries are unavailable.

(A) Does not include airfare to U.S.

(B) Does not include package price paid before arrival to U.S.

(C) Includes gaming expenditures

(D) Converted to US\$ for comparison purposes

SOURCES: US Department of Commerce, National Travel & Tourism Office, Survey of International Air Travelers (SIAT); Las Vegas Convention and Visitors Authority