

LAS
Vegas

2023

LAS VEGAS

VISITOR PROFILE STUDY



Prepared for:

Las Vegas Convention and Visitors Authority

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Table of Contents

5	EXECUTIVE SUMMARY
6	INTRODUCTION
7	METHODOLOGY
8	WHY VEGAS: REASONS FOR VISITING
8	FIGURE 1: First Visit vs. Repeat Visit
8	FIGURE 2: Average Number of Visits in Past 12 Months
9	FIGURE 3: Most Recent Visit to Las Vegas Prior to Current Trip
10	FIGURE 4: Primary Purpose of Current Visit
10	FIGURE 5: Primary Purpose of Current Visit (First Time vs. Repeat Visitors)
11	VISITOR PROFILE SPOTLIGHT: First-Time Visitors
12	FIGURE 6: Visiting for Special Personal Occasion
12	FIGURE 7: Special Personal Occasion Visiting For This Trip
13	FIGURE 8: Attended Convention/Meetings in Las Vegas
13	FIGURE 9: Impact on Interest in Attending Conventions/Meetings
14	FIGURE 10: Extended Trip for Leisure Purposes
14	FIGURE 11: Did Work During This Visit to Las Vegas
15	VISITOR PROFILE SPOTLIGHT: Convention Visitors
16	ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED
16	FIGURE 12: Advance Trip Planning
16	FIGURE 13: Ground vs. Air Transportation to Las Vegas
17	FIGURE 14: How I Got Around Las Vegas
18	FIGURE 15: Visited Downtown Las Vegas
19	FIGURE 16: Reasons for Visiting Downtown
19	FIGURE 17: Reasons for NOT Visiting Downtown
20	FIGURE 18: Visited Other Nearby Places
20	FIGURE 19: Other Nearby Places Visited
21	TRIP PLANNING: LODGING AND RESERVATIONS
21	FIGURE 20: When Decided Where to Stay
21	FIGURE 21: Assisted by Travel Agent in Planning Trip
22	FIGURE 22: Lodged at More Than One Location
22	FIGURE 23: Reasons for Lodging at More Than One Location
23	FIGURE 24: Type of Lodging
23	FIGURE 25: Location of Lodging
24	FIGURE 26: Method of Booking Accommodations
24	FIGURE 27: Advanced Booking of Accommodations
25	FIGURE 28: Type of Room Rate (Among Those Who Stayed in Hotel)
25	FIGURE 29: Average Spend Per Night on Lodging
26	FIGURE 30: Number of Days Stayed (Length of Stay)

Table of Contents (cont'd)

- 26 FIGURE 31: Number of Nights Stayed (Length of Stay)
- 27 FIGURE 32: Number of Room Occupants
- 27 FIGURE 33: Number of Adults in Immediate Party
- 28 FIGURE 34: Have Persons Under Age 21 in Party

- 29 GAMING: BEHAVIOR AND BUDGETS**
 - 29 FIGURE 35: Gambled While in Las Vegas/Hours of Gambling
 - 29 FIGURE 36: Gaming Budget
 - 30 FIGURE 37: Gaming Budget (By Generation)
 - 30 FIGURE 38: Number of Casinos Visited/Gambled

- 31 ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING**
 - 31 FIGURE 39: Average Trip Expenditures (All Visitors)
 - 32 FIGURE 40: Average Trip Expenditures (Among Spenders)
 - 33 FIGURE 41: Attended a Show
 - 33 FIGURE 42: Attended Other Paid Attraction
 - 33 FIGURE 43: Types of Entertainment
 - 34 FIGURE 44: Attended Sporting Event/Viewed Sporting Event
 - 35 VISITOR PROFILE SPOTLIGHT: Sports Visitors

- 36 EXPERIENCE: SATISFACTION AND EXPECTATIONS**
 - 36 FIGURE 45: Satisfaction with Visit
 - 36 FIGURE 46: Reasons Very Satisfied with Visit
 - 36 FIGURE 47: Reasons Somewhat Satisfied with Visit
 - 37 FIGURE 48: Las Vegas Compared to Expectations
 - 37 FIGURE 49: Likely to Return to Las Vegas for Vacation Trip

- 38 WHO'S HERE: VISITOR DEMOGRAPHICS**
 - 38 TABLE 1: Gender/Marital Status/Employment/Education/Age
 - 39 TABLE 2: Ethnicity/Household Income/Visitor Origin
 - 40 VISITOR PROFILE SPOTLIGHT: Evolving Visitor Profile

- 41 APPENDIX A: Summary Tables of Visitor Characteristics**
 - 41 TABLE 3: Summary Table of Visitation Frequency + Purpose for Visit
 - 41 TABLE 4: Summary Table of Travel Planning Characteristics
 - 42 TABLE 5: Summary Table of Trip Characteristics + Expenditures
 - 42 TABLE 6: Summary Table of Gaming Behavior + Budgets
 - 43 TABLE 7: Summary Table of Entertainment Activities
 - 43 TABLE 8: Summary Table of Attitudinal Information
 - 43 TABLE 9: Summary Table of Visitor Demographics

- 44 APPENDIX B: Aggregate Results for Calendar Year 2023**



EXECUTIVE SUMMARY

In 2023, Las Vegas was very much in the news with a Stanley Cup victory for the Golden Knights, the opening of the Sphere, an inaugural Formula One race on the Strip Corridor, and preparation for Super Bowl LVIII at Allegiant Stadium. There was an increase in returning visitors, and an increase in satisfaction among all visitors, as well as an ongoing, gradual recovery in international visitors. Spending continued to increase from pre-pandemic levels, and visitors were more likely to say that Las Vegas exceeded their expectations than in 2022. Among the findings of the 2023 report, below are some highlights:

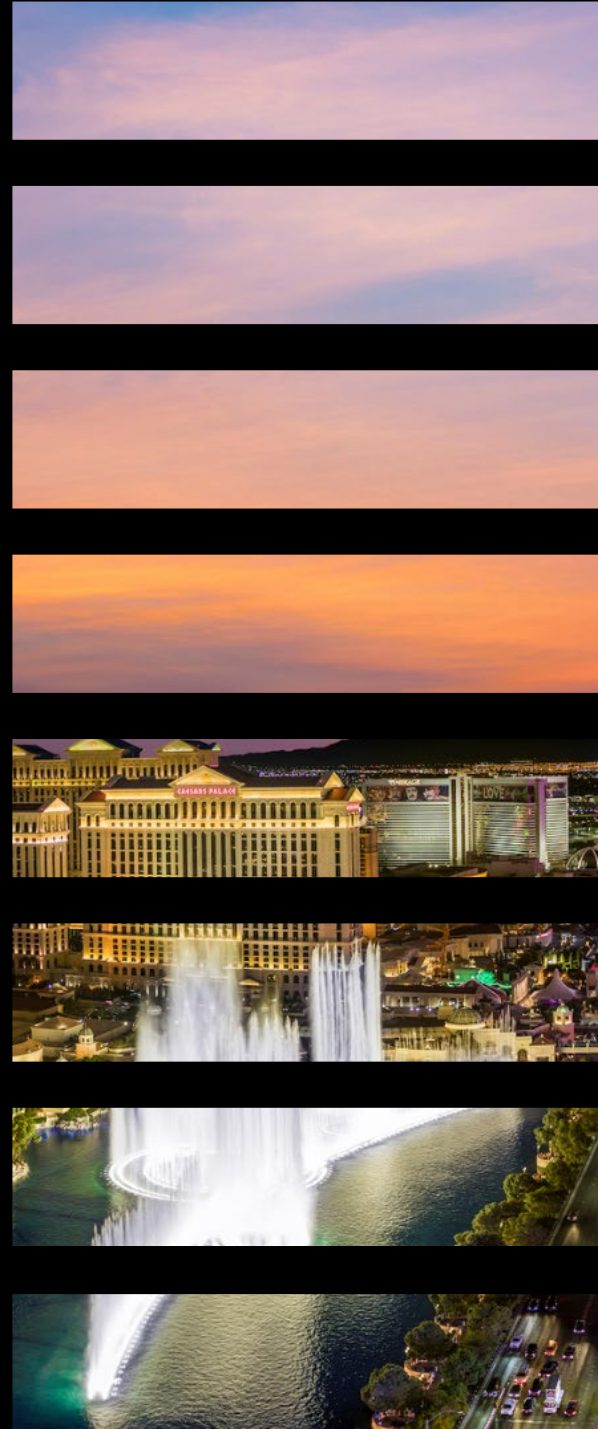
- **Highly Satisfied Visitors:** Nearly nine in ten (87%) visitors to Las Vegas in 2023 said that they were “Very Satisfied” with their visit, up from 77% in 2022, while 11% said they were “Somewhat Satisfied”. Only 2% of visitors were dissatisfied with their visit.
- **Exceeding Expectations:** Nearly half of 2023 visitors (48%) said that Las Vegas exceeded their expectations, up from 41% last year.
- **More People per Room:** The average number of people per room (2.3) was down slightly from 2.4 in 2022 but still up significantly from norms of 2.0 pre-pandemic.
- **More Traveling with Kids:** Sixteen percent (16%) of 2023 visitors said they were traveling with people under 21 years old in their party, the same as last year, but still up significantly from pre-pandemic results.
- **A Strengthening Sports Segment:** Six percent (6%) of visitors attended a sporting event during their Las Vegas visit, on par with last year and up significantly from 4% in 2019 and 2% in 2018. Visitors spent approximately \$326 at a sporting event (among those attending such events), up from \$272 in 2022.
- **Downtown Continues to Draw:** More than half (54%) of visitors included a jaunt to the Downtown area of Las Vegas, down from 58% in 2022 but ahead of 46% and 42% in 2018 and 2019, respectively.
- **Strong Non-Gaming Spend:** Per-trip spending increased significantly across most categories, particularly for lodging, food and drink, shopping, sightseeing, and local transportation.
- **Gaming Gains:** More visitors gambled during their stay in 2023 (79%), and the average trip gaming budget was \$787.54, similar to last year and well above pre-pandemic levels of \$591 in 2019 and \$527 in 2018.
- **Return to Pre-Pandemic Average Age but More Diverse:** The average age of visitors increased to 43.8 years old, up from a relatively low 40.7 years old in 2022, but in line with prior years. The 2023 visitor profile continues to be more ethnically diverse, with higher rates of Asian/Asian American and African American/Black visitors.
- **Improving International:** The international visitor segment (12%) continued to recover, growing from 9% last year and well ahead of the pandemic low of 3% in 2021.

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. Through 2021 the report was based on ongoing intercept surveys of travelers to Las Vegas. Beginning in 2022 an online component was added to reach a broader cross-section of visitors to Las Vegas.

More specifically, the Las Vegas Visitor Profile aims to:

- Compare 2023 Las Vegas visitors with 2021-2022 visitors as well as pre-pandemic visitors from 2018-2019 (due to the pandemic no report was issued in 2020).
- 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

The 2023 Las Vegas Visitor Profile study continued using a new model introduced in 2022, preserving the in-person interviews that had been done in the past while adding an online survey among visitors who had recently departed Las Vegas.

Approximately 300 monthly in-person interviews were conducted and approximately 150 monthly surveys were conducted online.

In total 5,411 interviews were conducted over the course of 2023.

RESPONDENTS

Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age.

For in-person interviews, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

For the online survey, only visitors who had recently departed Las Vegas or who planned to leave Las Vegas within 48 hours were able to complete the survey.

WEIGHTING

The results of the Las Vegas Visitor Profile have been weighted to reflect actual visitors to Las Vegas more accurately in terms of mode of transportation, lodging location, visitor origin and month of visit. Specifically:

- The mode of transportation weight is derived from a compilation of data provided by the LVCVA, Harry Reid 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 domestic/international visitor origin weight is derived from data from the LVCVA and international visitation estimates from Tourism Economics.
- The month of visit weight is derived from monthly room nights occupied data from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

INTERVIEWING

In person visitors were intercepted in the vicinity of Las Vegas casinos, hotels, and at Harry Reid International Airport. Beginning in 2022 interviews were also conducted at Las Vegas attractions such as the Las Vegas Sign and the Fremont Street Experience.

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. Verification procedures were conducted throughout the project to assure accurate and valid interviewing. The online sample was given rigorous quality control by both the vendors and Heart+Mind Strategies.

DATA ANALYSIS

Interviews were reviewed for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to Heart+Mind Strategies. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2023 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.

STATISTICAL SIGNIFICANCE

When a difference between observations in one or more years for a particular measure is reported, 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.

This report presents the results of the 2023 study, as well as for 2021, 2022, and the previous two calendar years before the pandemic (2018 and 2019; no report was issued in 2020).

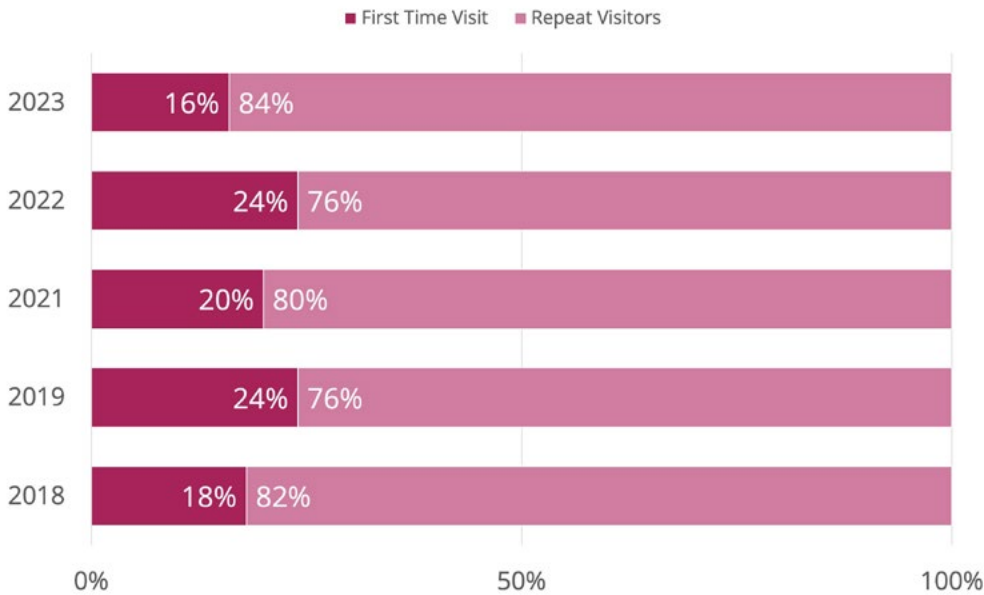
Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report.

WHY VEGAS



WHY VEGAS: REASONS FOR VISITING

FIGURE 1: **First Visit vs. Repeat Visit**



Fewer first-time visitors.

One in six (16%) visitors were making their first trip to Las Vegas, down from 24% last year.

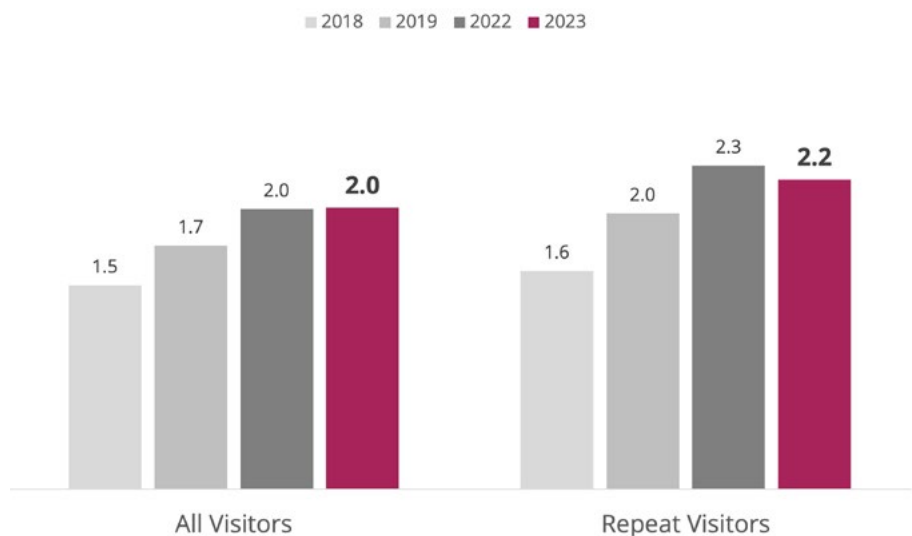


Average number of visits holding steady.

The average number of visits to Las Vegas in the past year for all visitors was 2.0, same as last year.

Among repeat visitors, the average number of visits was 2.2, down from 2.3 last year. Over half (54%) of repeat visitors made more than one visit to Las Vegas over the past 12 months.

FIGURE 2: **Average Number of Visits in Past 12 Months**



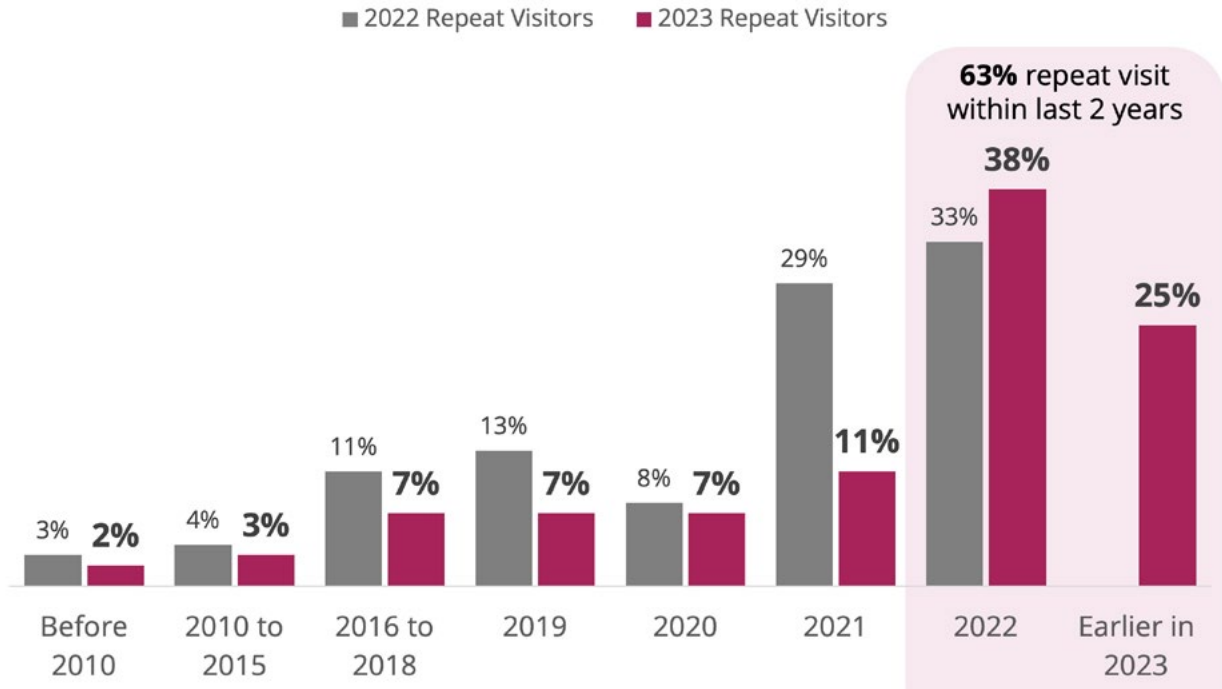
Note: Not asked in 2021.

WHY VEGAS

Most repeat visitors did not wait very long in between their last visit and this one.

Six in ten (63%) repeat Las Vegas visitors said they had visited Las Vegas at least once over the past two years.

FIGURE 3: **Most Recent Visit to Las Vegas Prior to Current Trip**
(Among Repeat Visitors)

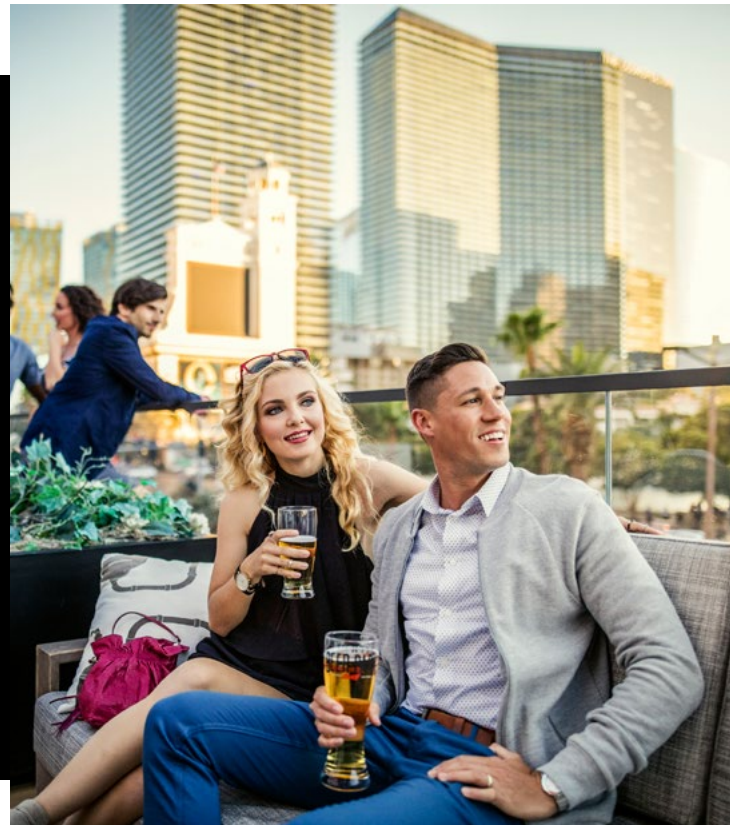


DID YOU KNOW?

10% of Las Vegas visitors came to the destination 4 or more times in 2023. This group is notably **more active on social media**, compared to visitors who came 1-3 times in 2023:

	1-3 Visits	4+ Visits	
Facebook	70%	80%	+10
Instagram	54%	66%	+12
TikTok	31%	36%	+5
X (Twitter)	26%	37%	+11
Snapchat	16%	23%	+7
LinkedIn	12%	20%	+8

Note: Percentage of visitors who said they used social media platform at least once a week.

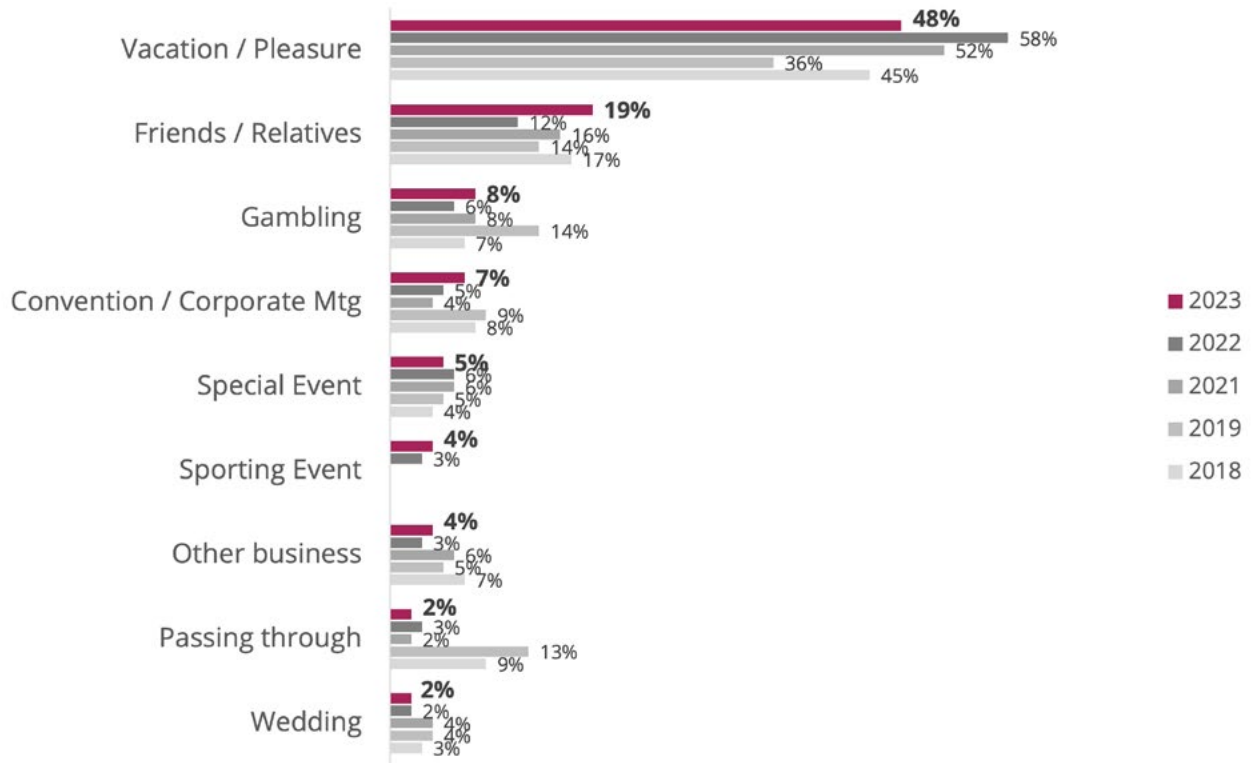


WHY VEGAS

Main reason for most visits is just fun!

Nearly one-half (48%) of 2023 visitors said the main purpose of their trip was for vacation/pleasure, down from 58% last year. More visitors said the main purpose of their trip was visiting friends/relatives (19% vs. 12%), to gamble (8% vs. 6%), or for a convention or corporate meeting (7% vs. 5%) than last year.

FIGURE 4: Primary Purpose of Current Visit

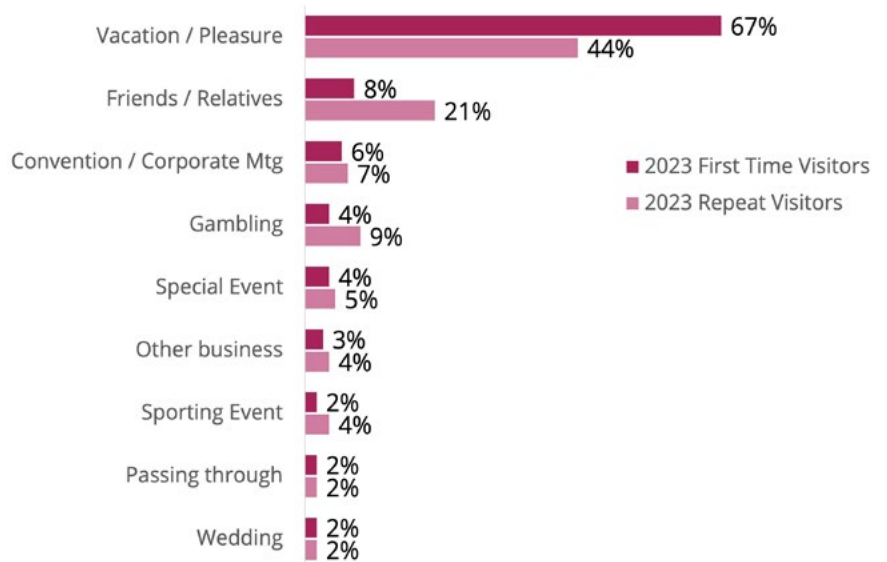


First-timers are on vacation; Repeats more likely come for relatives or gambling.

First time visitors to Las Vegas were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (67% vs. 44%).

Repeat visitors were more likely than first time visitors to say they were visiting friends or relatives (21% vs. 8%), or that they came to gamble (9% vs. 4%), or to attend a sporting event (4% vs. 2%).

FIGURE 5: Primary Purpose of Current Visit (First Time vs. Repeat Visitors)





SPOTLIGHT: FIRST-TIME VISITORS



VISITOR PROFILE SPOTLIGHT: First-Time Visitors

First-timers (16% of visitors) represent a unique audience within the overall visitor base for Las Vegas. While they tend to be younger and lower income, these individuals also typically stay longer, do more, and spend more. Plus, first-time visitors represent an opportunity for potential visitation over the long-term with 66% of First-timers reporting they expect to return in the next 2 years.

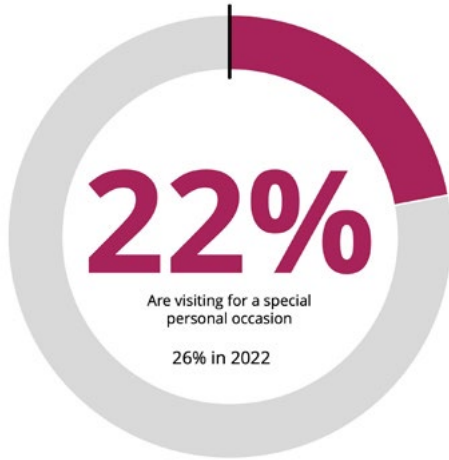
	First-Timers (877)	Repeat Visitors (4,537)
BASE		
DEMOGRAPHICS		
Female	55%	48%
21-34 yrs old	45%	21%
\$100k+ HHI	34%	50%
GEOGRAPHY		
Live outside So. CA, AZ, UT	86%	48%
International visitor	29%	8%
TRIP PLANNING		
Used 3rd party websites for booking	46%	34%
Booked accommodations >60 days out	42%	24%
Packaged hotel and transportation	20%	5%
TRIP CHARACTERISTICS		
Arrived by air	70%	41%
Adults in party	2.6	2.3
Visited for special occasion	32%	20%
Visited Downtown/Fremont Street	73%	50%
Gambled during visit	76%	79%
Saw live entertainment	39%	23%
Nights stayed (MEAN)	4.1	3.1
AVERAGE SPENDING (AMONG ALL VISITORS)		
Gaming budget (among those who gambled)	\$669.42	\$809.77
Accommodations (per night)	\$190.38	\$168.56
Food and drink	\$710.32	\$536.73
Local transportation	\$233.95	\$137.04
Shopping	\$365.30	\$226.98
Shows/entertainment	\$160.72	\$98.47
Sightseeing	\$87.71	\$39.13
Sporting events	\$15.41	\$14.65
TRIP PERCEPTIONS		
Highly Likely to recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	88%	90%
Visit exceeded expectations	68%	45%
Expect to return in 2 years or less	61%	83%

WHY VEGAS

A quarter of visitors came to Las Vegas for a special personal occasion, such as a birthday, anniversary, etc.

More than one in five (22%) visitors said they had come to Las Vegas for a special personal occasion, down from 26% in 2022.

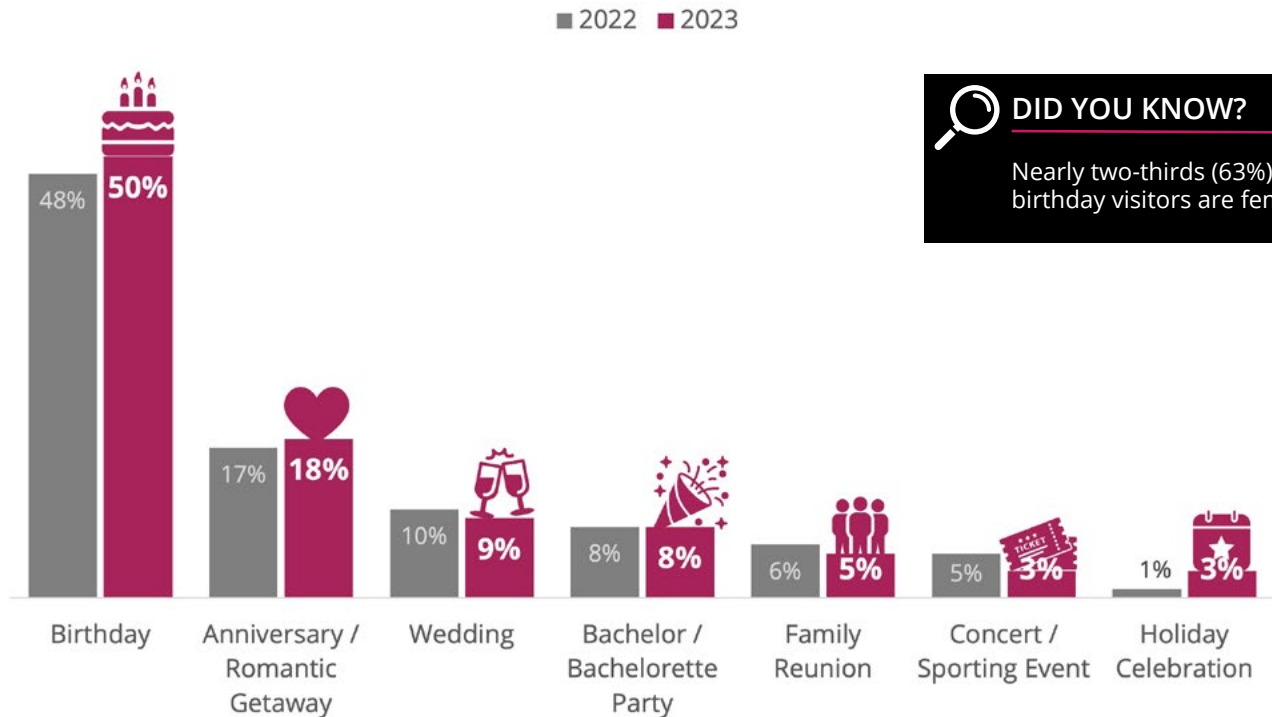
FIGURE 6: Visiting for Special Personal Occasion



Birthday trips are popular, followed by wedding related trips.

Visitors who said they had come to Las Vegas for a special personal occasion were asked what the special personal occasion was, and half (50%) said it was for a birthday. Romance was also in the air, as over one-third of these visitors said the special occasion was an anniversary or romantic getaway (18%), a wedding (9%) or a bachelor or bachelorette party (8%).

FIGURE 7: Special Personal Occasion Visiting For This Trip



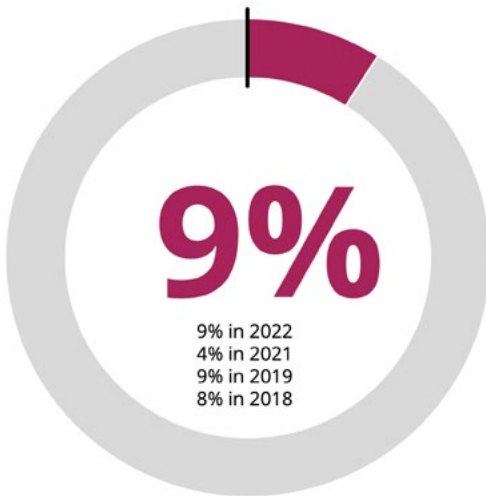
DID YOU KNOW?
Nearly two-thirds (63%) of birthday visitors are female.

WHY VEGAS

Business visits holding steady.

Nearly one in ten (9%) visitors said they had attended or worked at a convention, trade show, association or corporate meeting during their trip, in line with 2022 results.

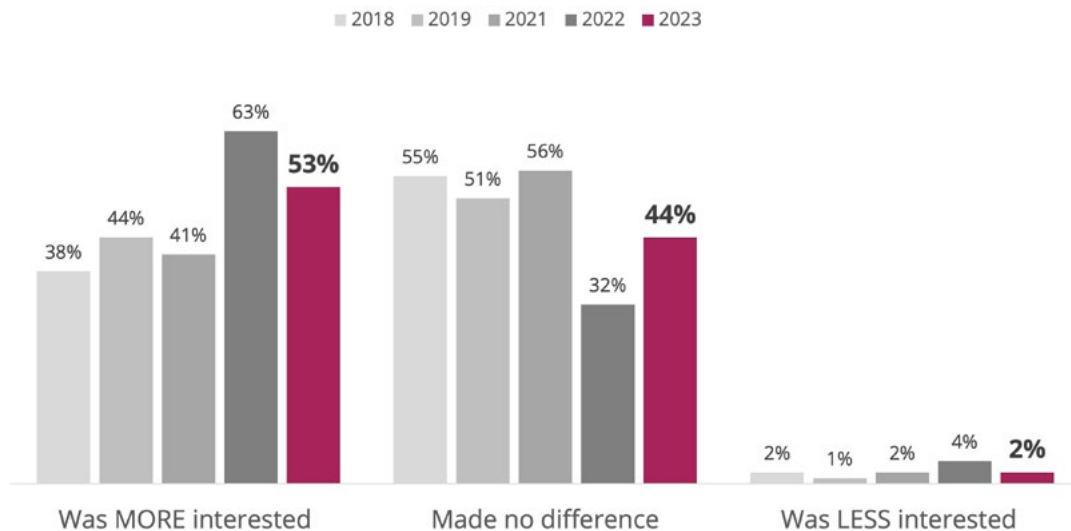
FIGURE 8: **Attended Convention/Meetings in Las Vegas**



Business visitors slightly more interested in attending their business meeting because it's in Las Vegas.

Among those who attended a convention or corporate meeting during their visit, over half (53%) said they were more interested in attending the event because it was in Las Vegas, down from 63% last year. More than two in five (44%) said it made no difference the event was in Las Vegas, up from 32% last year.

FIGURE 9: **Impact on Interest in Attending Conventions/Meetings**
(Among Las Vegas Meeting Attendees, n=503)

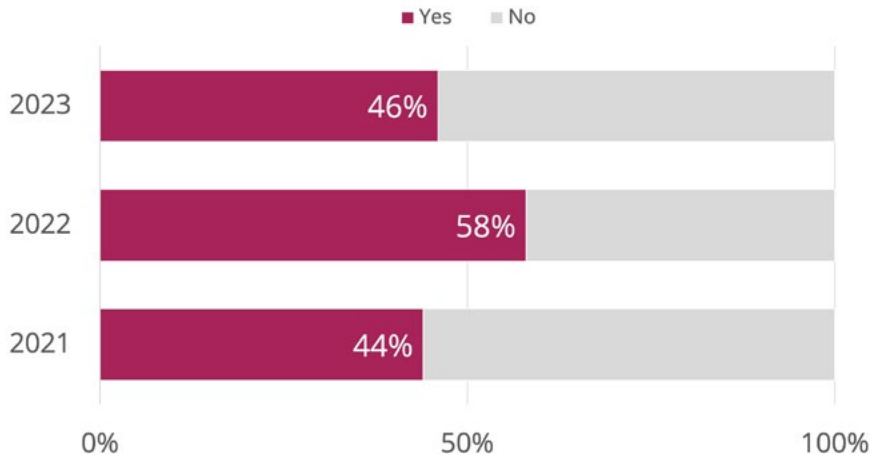


WHY VEGAS

Fewer business visitors extending their stay to enjoy leisure time in Las Vegas.

About two in five (46%) of those who attended a convention or corporate meeting said they extended their stay for leisure purposes, down from 58% in 2022. Among all convention visitors, the mean length by which they extended their stay was 1.2 nights, down from 1.7 nights in 2022.

FIGURE 10: **Extended Trip for Leisure Purposes**
(Among Las Vegas Meeting Attendees, n=503)



Avg. Number of Nights Extended		
2021	2022	2023
1.2	1.7	1.2

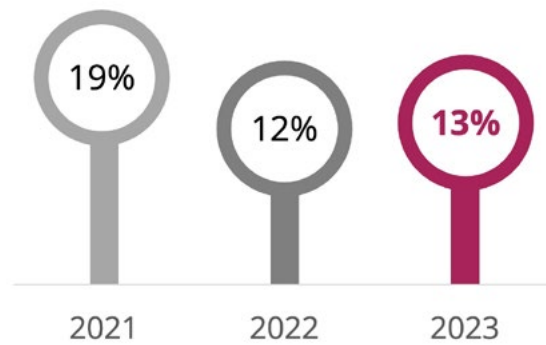
DID YOU KNOW?

21-34 year old business visitors are more likely to extend for leisure (62%) than those over 35 (43%).

Visitors mixing work and pleasure during their stay.

Among employed visitors, one in eight (13%) said they did some work during their visit, similar to last year (12%), but down from 19% in 2021.

FIGURE 11: **Did Work During This Visit to Las Vegas**
(Among Employed)





SPOTLIGHT: CONVENTION VISITORS

VISITOR PROFILE SPOTLIGHT: Convention Visitors

Convention visitors accounted for 9% of Las Vegas respondents in 2023. They were more likely than other visitors to be male, 40-59 years old, to have a college or post graduate degree, and to have house-hold incomes of \$100,000 or more. While they reported longer stays than non-convention visitors, they were less likely to gamble or to see live entertainment. Convention visitors spent significantly more than other visitors on food and drink and local transportation during their stay. Below are some defining characteristics of the destination's current Convention visitors.

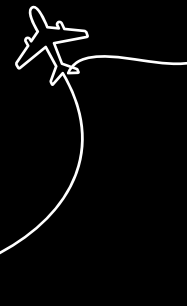
	Convention Visitors (503)	Did NOT Attend Convention (4,880)
BASE	(503)	(4,880)
DEMOGRAPHICS		
Male	65%	49%
40-59 yrs old	63%	45%
College grad / Graduate degree	72%	54%
\$100k+ HHI	62%	46%
GEOGRAPHY		
Live outside So. CA, AZ, UT	87%	48%
TRIP PLANNING		
Planning assisted by travel agent	9%	3%
Convention Rate	25%	1%
TRIP CHARACTERISTICS		
Arrived by air	73%	43%
Use ride sharing service	53%	29%
Took a taxi	31%	16%
Gambled during visit	68%	80%
Saw live entertainment	20%	26%
Nights stayed (MEAN)	3.5	3.2
AVERAGE SPENDING (AMONG ALL VISITORS)		
Gaming budget (among those who gambled)	\$706.66	\$793.88
Accommodations (per night)	\$177.86	\$171.04
Food and drink	\$637.84	\$555.79
Local transportation	\$208.92	\$144.81
Shopping	\$223.99	\$249.63
Shows/entertainment	\$80.48	\$110.78
Sightseeing	\$44.11	\$47.21
Sporting events	\$16.73	\$14.40
TRIP PERCEPTIONS		
Highly likely to recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	87%	90%
Visit exceeded expectations	51%	48%
Expect to return in 2 years or less	89%	85%



DID YOU KNOW?

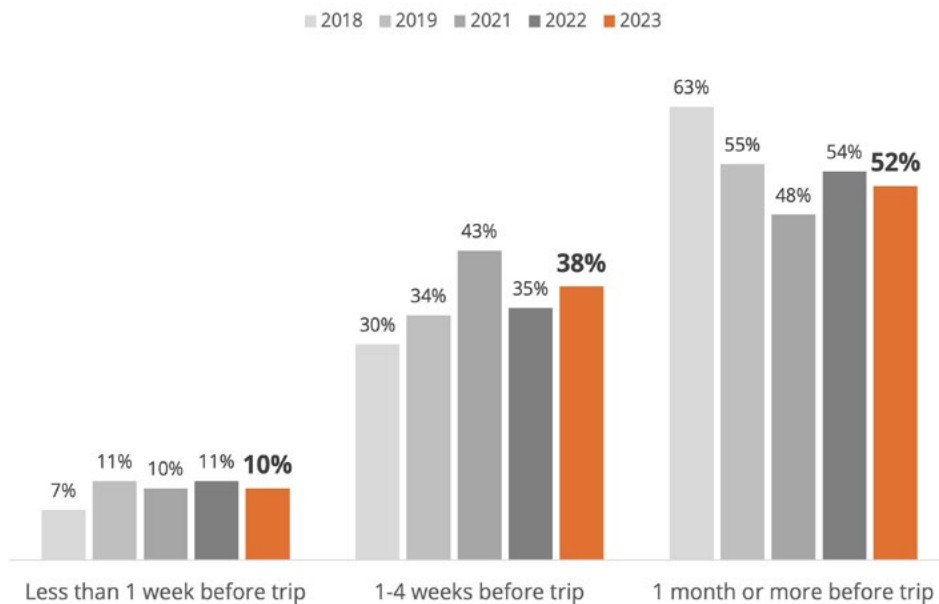
Over three-quarters (77%) of Convention visitors stayed on the Strip Corridor, compared to 68% of other visitors.

ON THE GO



ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

FIGURE 12: **Advance Trip Planning**



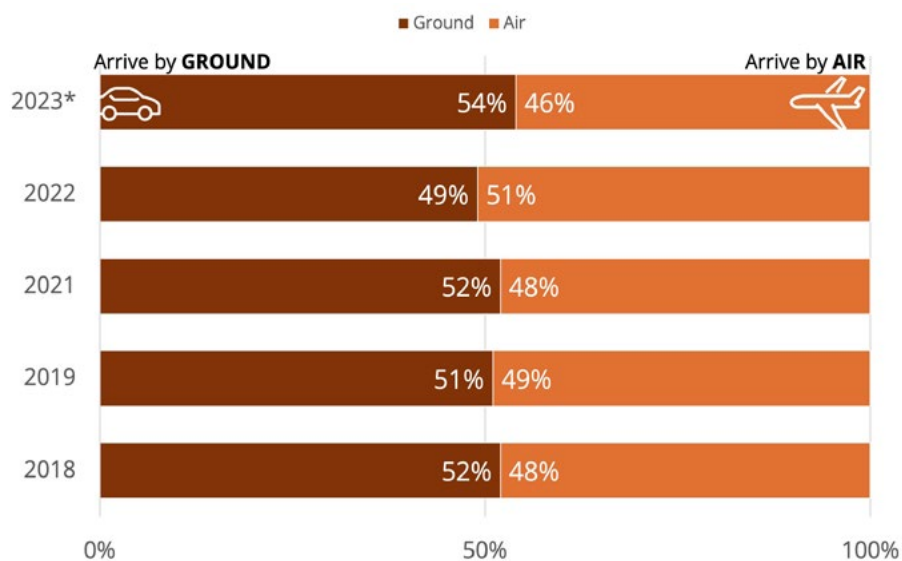
Visitors are more likely to plan their trip within one month of travel.

About two in five (38%) planned their trip from a week to a month in advance, up from 35% last year. Over one-half (52%) of Las Vegas visitors planned their trip more than a month ahead.

Slight majority of visitors drive into Las Vegas.

Over one-half (54%) of visitors arrived in Las Vegas via ground transportation, up from 49% last year.

FIGURE 13: **Ground vs. Air Transportation to Las Vegas**



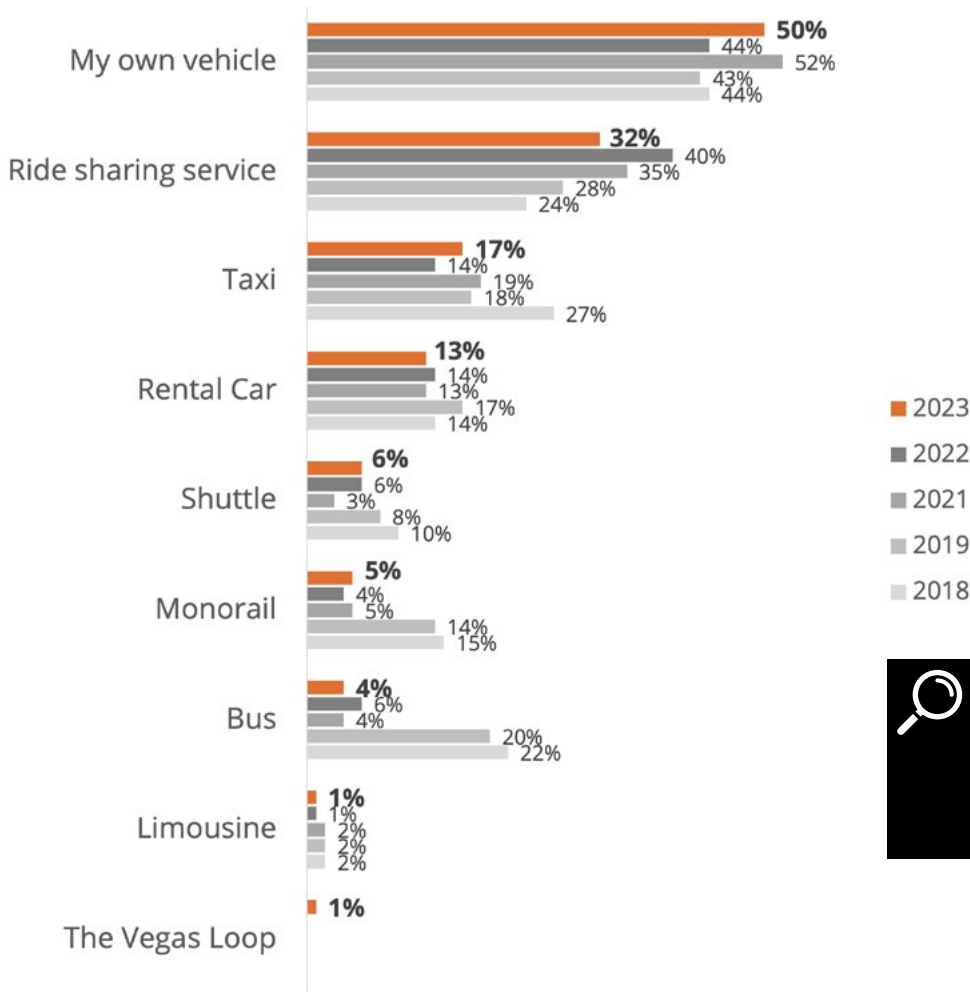
*Note: 2023 air/ground mix reflects enhanced weighting methodology with updated data sources; prior years reflect slightly different data sources.

ON THE GO

Majority of visitors travel around town via car.

One-half (50%) of visitors drove their own vehicle during their visit, up from 44% last year. About one third (32%) used a ride sharing service, down from 40% last year. Since last year more visitors used taxi (17% vs. 14%), and monorail (5% vs. 4%), and fewer visitors used a bus (4% vs. 6%).

FIGURE 14: How I Got Around Las Vegas



DID YOU KNOW?

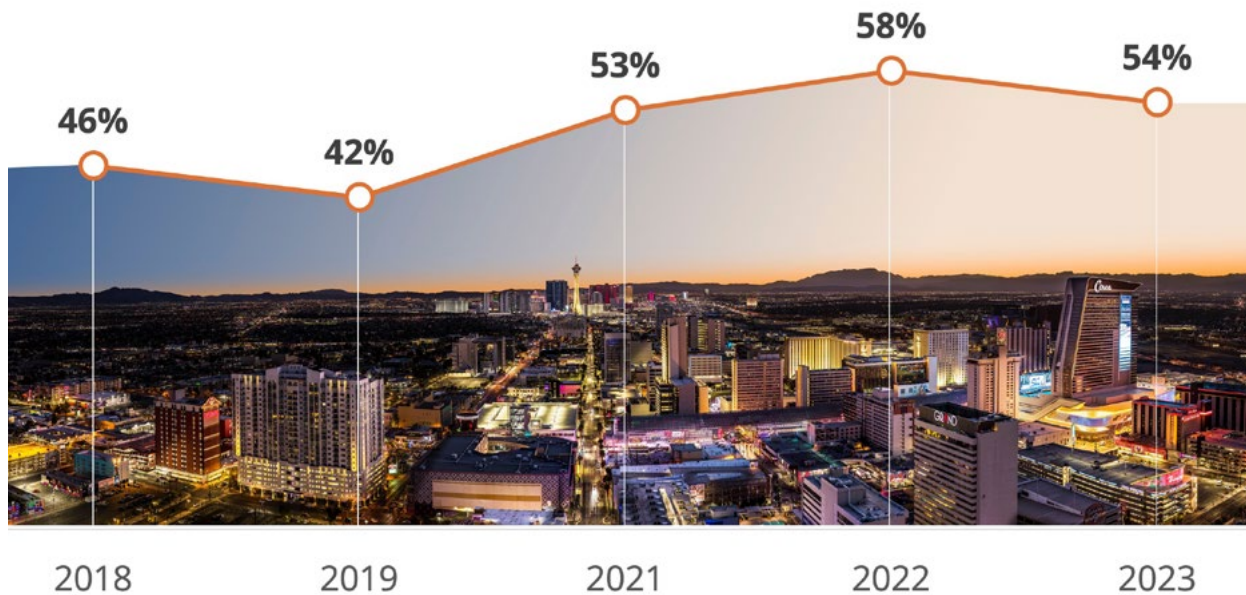
Convention attendees over-index on usage of ride sharing services (53%), the monorail (9%) and the Vegas Loop (9%).

Note: Multiple responses permitted, "Vegas Loop" added in 2023



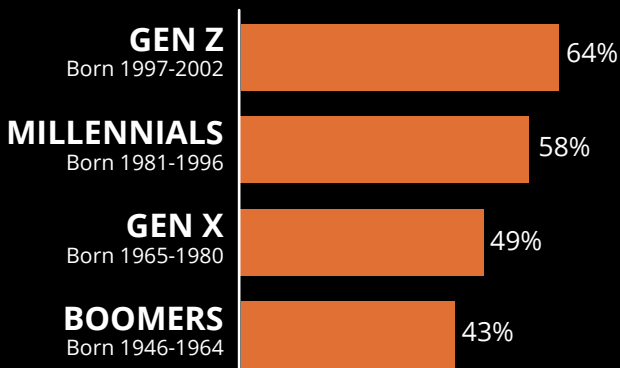
Interest in exploring Downtown Las Vegas remains higher than pre-pandemic. Over one-half (54%) visited Downtown Las Vegas during their stay, down from 58% last year.

FIGURE 15: Visited Downtown Las Vegas



DID YOU KNOW?

Gen Z visitors were the most likely to visit Downtown Las Vegas.



Note: Gen Z group includes only those over 21 years old.

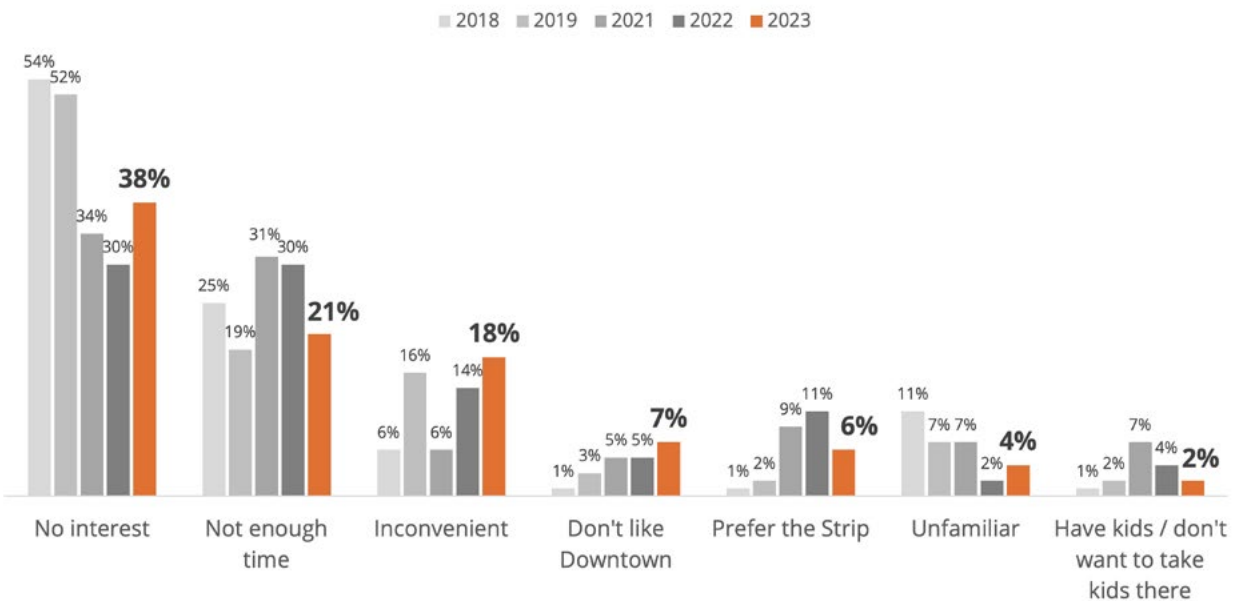
Fremont Street Experience a key draw for Downtown.

Over one-half (54%) of visitors who went Downtown said the main reason was to see the Fremont Street Experience, up from 50% last year.

FIGURE 16: Reasons for Visiting Downtown
(Among Downtown Las Vegas Visitors)



FIGURE 17: Reasons for NOT Visiting Downtown
(Among Non-Visitors to Downtown Las Vegas)



Visitors exploring nearby places.

About one in six visitors (16%) in 2022* visited nearby destinations before or after their trip to Las Vegas, up from 12% in 2021.

FIGURE 18: Visited Other Nearby Places

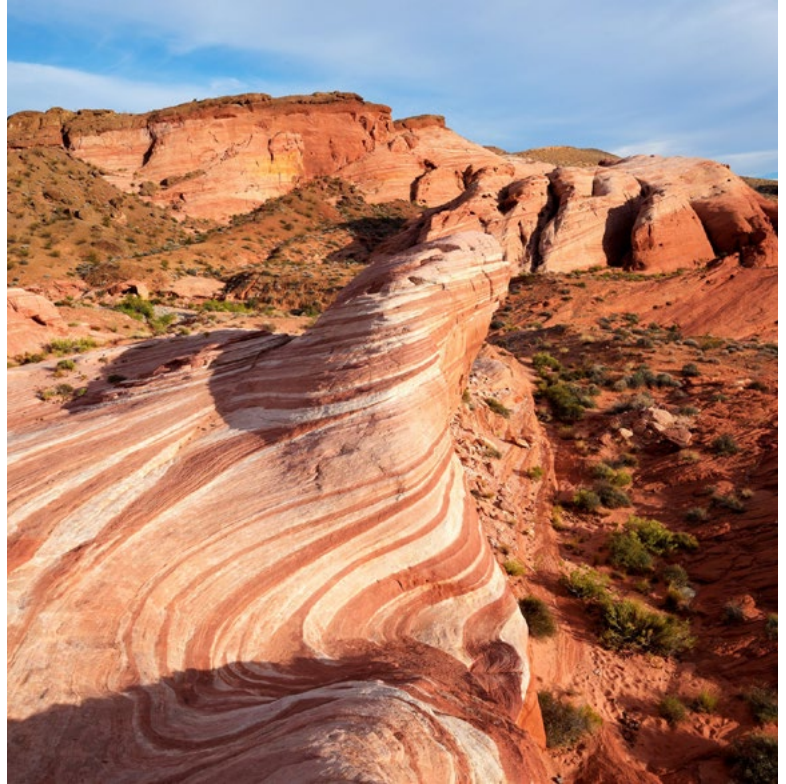
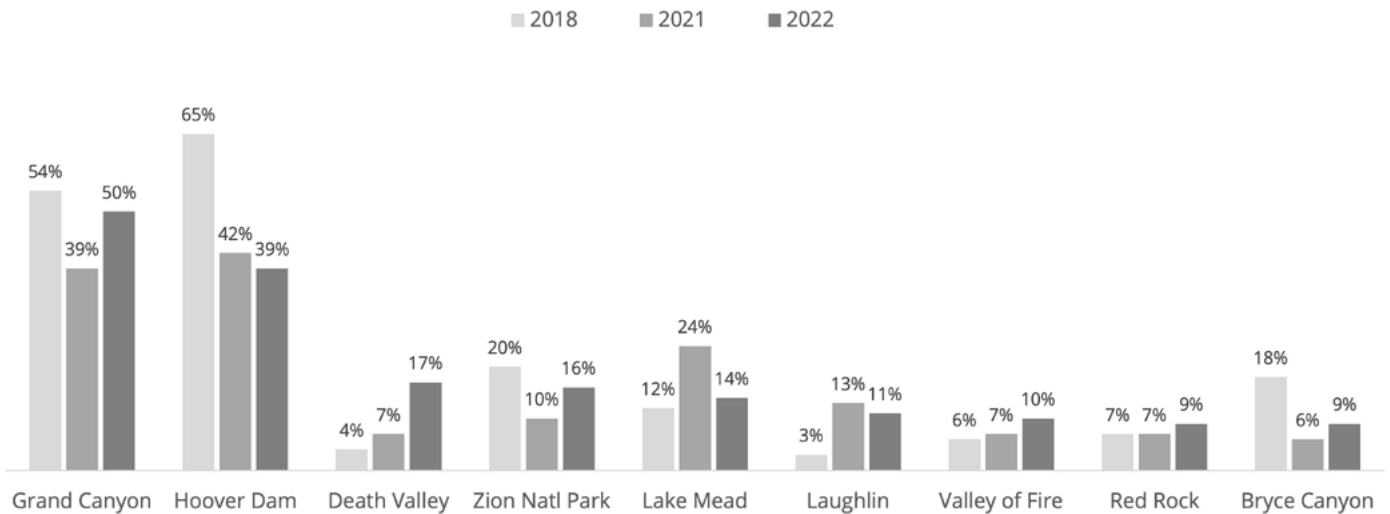


FIGURE 19: Other Nearby Places Visited (Among Visitors to Other Places)



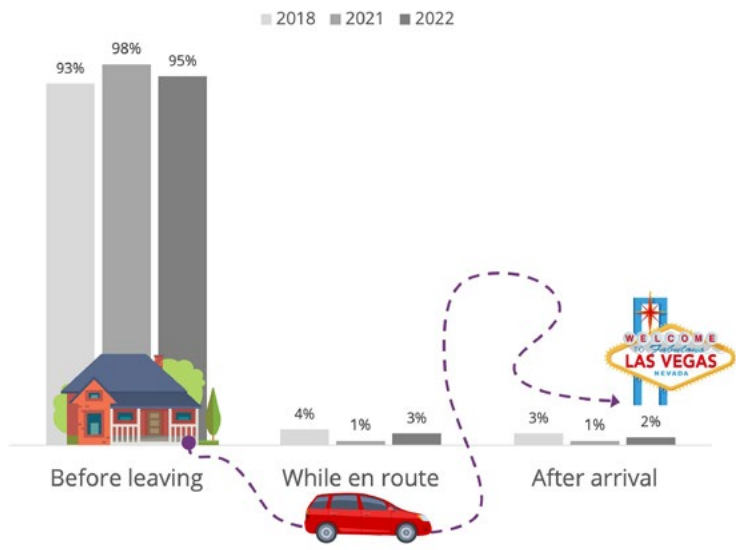
*Note: With question rotation schedule, this was not asked in 2019 or 2023.



TRIP PLANNING

TRIP PLANNING: LODGING AND RESERVATIONS

FIGURE 20: When Decided Where to Stay (Among Overnight Visitors)



NOTE: Not asked in 2019 or 2023

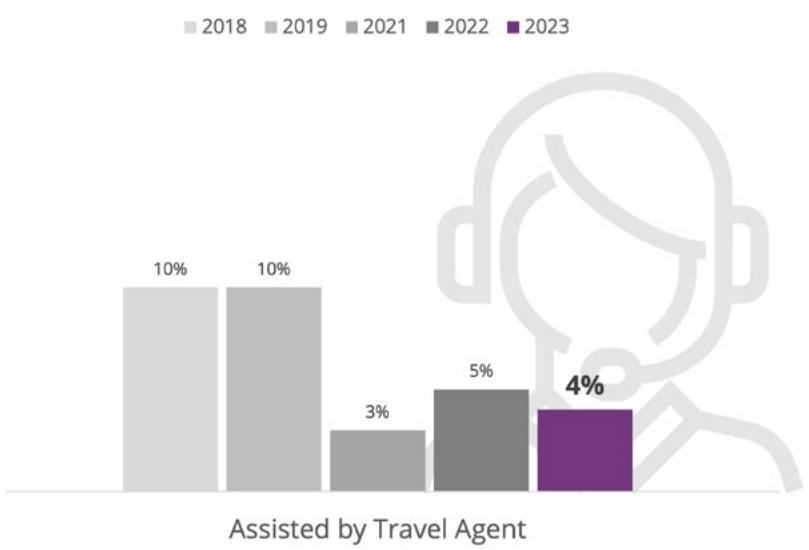
Visitors mostly plan ahead and decide where to stay before they leave home.

Nearly all visitors (98%) in 2022 decided where to stay either before leaving home or while en route to Las Vegas, similar to previous years.

Few visitors used a travel agent/advisor when planning their trip.

Four percent (4%) of visitors used a travel agent in planning their trip to Las Vegas, down significantly from pre-pandemic levels.

FIGURE 21: Assisted by Travel Agent in Planning Trip



DID YOU KNOW?

Nearly half (48%) of those who used a travel agent were international visitors.

TRIP PLANNING

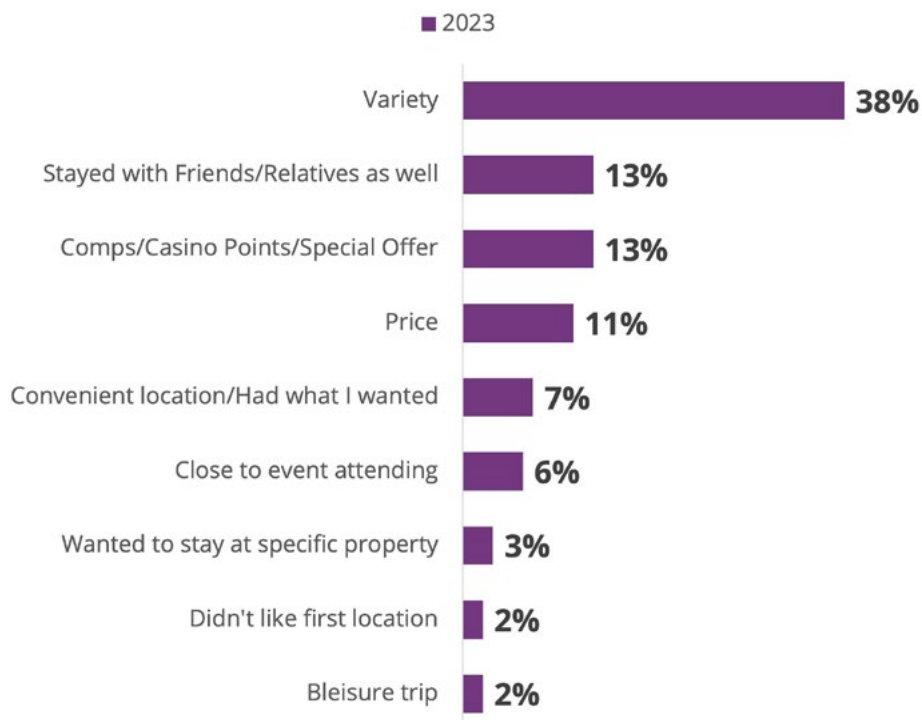
Some visitors like to stay in more than one place for variety.

Five percent (5%) of 2023 Las Vegas visitors lodged at more than one location during their visit. Among those who lodged at multiple locations, about two in five (38%) said they lodged at more than one location for variety, about one-quarter said it was either because they had comps or a special offer (13%) or for reasons of price (11%), while one in eight (13%) said they also stayed with friends and relatives.

FIGURE 22: **Lodged at More Than One Location**
(Among Overnight Visitors)



FIGURE 23: **Reasons for Lodging at More Than One Location**
(Among Multi-Location Lodgers)



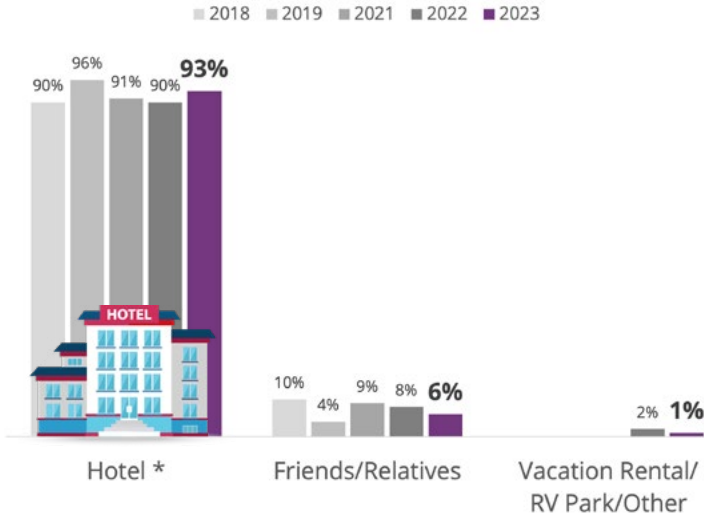
NOTE: Added in 2023

TRIP PLANNING

Most visitors stay at a hotel.

More than nine in ten (93%) visitors lodged at a hotel in 2023. Six percent (6%) of visitors lodged with friends or relatives, down from 8% last year.

FIGURE 24: **Type of Lodging**
(Among Overnight Visitors)

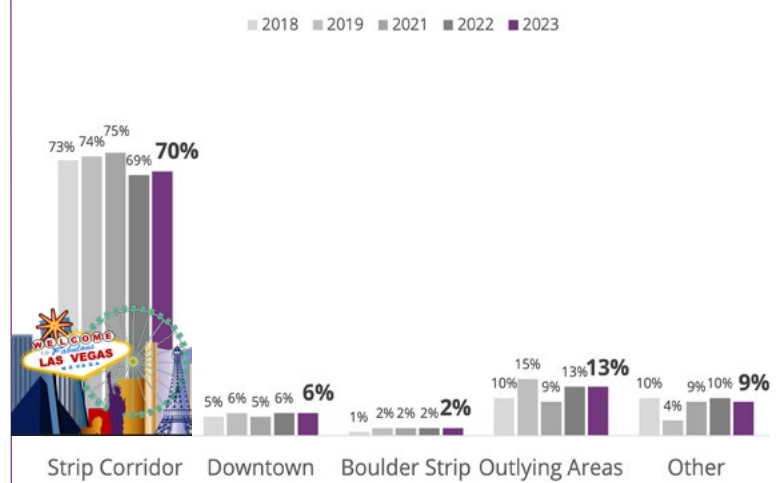


* Also includes respondents who stayed in a timeshare.

Strip still rules as most popular place to stay.

Seven in ten (70%) visitors stayed on the Strip, similar results to last year.

FIGURE 25: **Location of Lodging**
(Among Overnight Visitors)



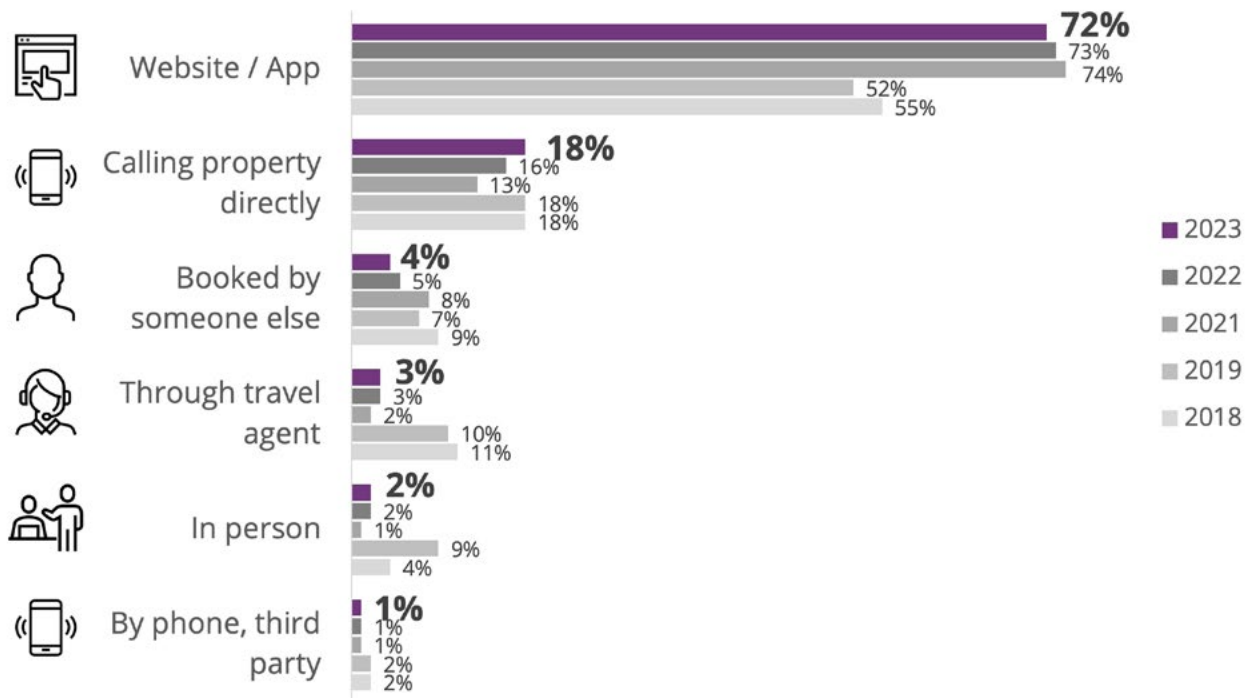
Note: The Strip Corridor includes properties directly on or near Las Vegas Boulevard South, generally between Decatur Blvd to the west and Paradise Road to the east.

TRIP PLANNING

Booking through a website or app is still #1 choice.

Similar to 2022, more visitors are booking online (72%) compared to pre-pandemic, and fewer are booking through travel agents or in-person. More visitors are booking by calling the property directly (18%) compared to last year (16%).

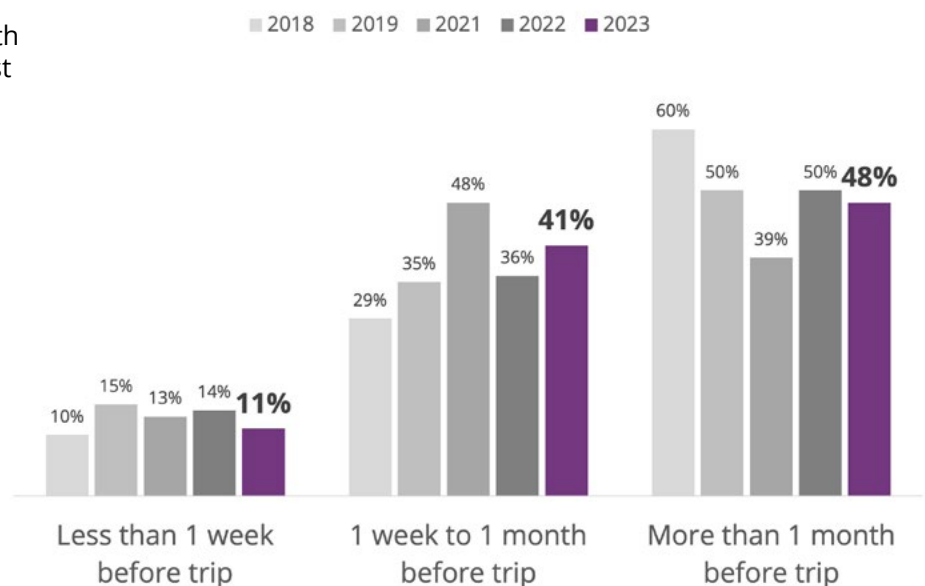
FIGURE 26: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)



More visitors are planning their trip within a month of traveling.

More visitors are booking their accommodation one week to one month (41%) before their trip, up from 36% last year, while fewer visitors than in 2022 booked their accommodations more than a month in advance (48% vs. 50%) or less than a week before their trip (11% vs. 14%).

FIGURE 27: **Advanced Booking of Accommodations**
(Among Those Who Stayed in Hotel)



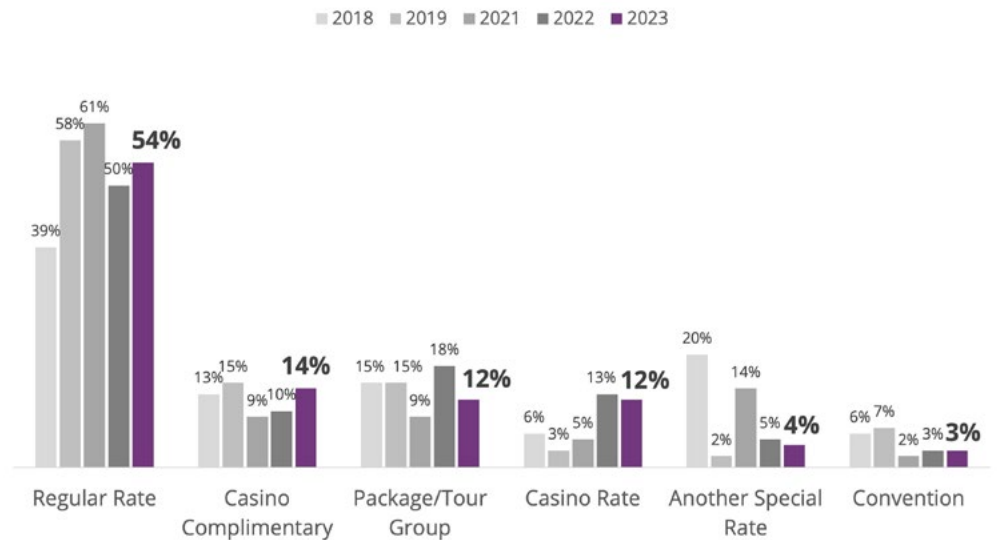
TRIP PLANNING

Half of visitors are still booking at the regular rate.

Over half (54%) of visitors booked their accommodation with a regular rate, up from 50% last year.

More visitors in 2023 booked their accommodation using a casino complimentary rate (14% vs. 10%). Fewer visitors in 2023 than last year booked using package/tour group rate (12% vs. 18%).

FIGURE 28: **Type of Room Rate**
(Among Those Who Stayed in Hotel)



Visitors spending more on lodging.

Average nightly rates in 2023 kept climbing and reached a new record high at \$171.98.

FIGURE 29: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)

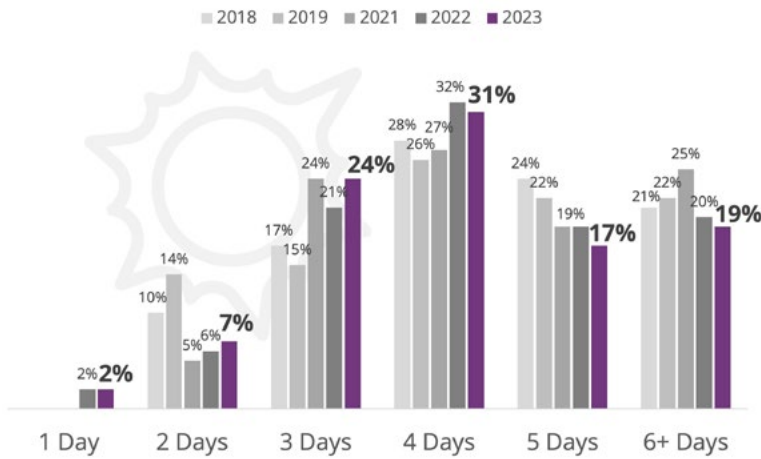


TRIP PLANNING

Visitors' length of stay similar to past years.

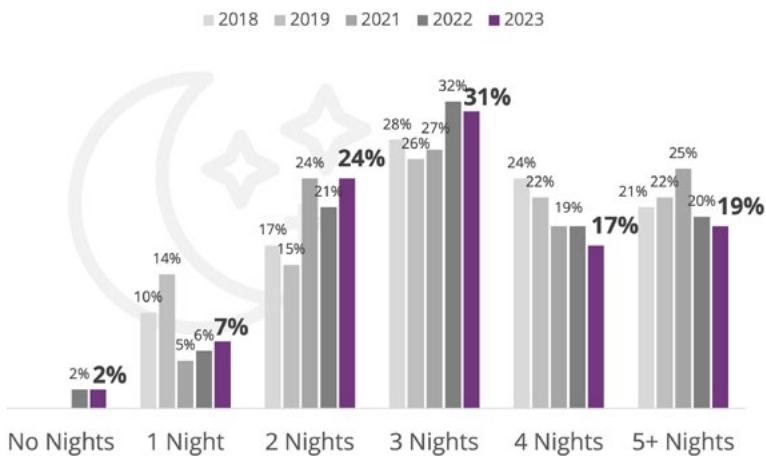
The average number of days (4.3) and nights (3.3) stayed in Las Vegas was down from 4.4 and 3.4 in 2022.

FIGURE 30: Number of Days Stayed (Length of Stay)

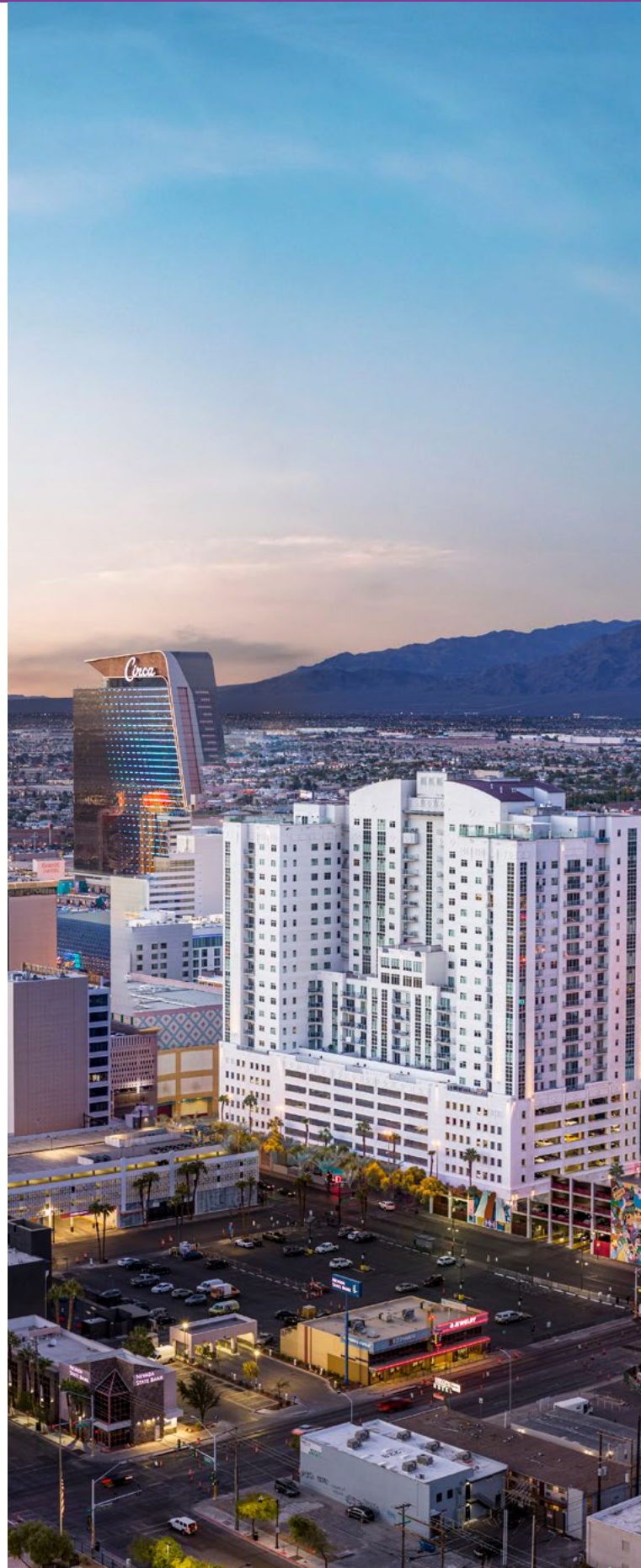


Average Number of Days Stayed				
2018	2019	2021	2022	2023
4.4	4.4	4.6	4.4	4.3

FIGURE 31: Number of Nights Stayed (Length of Stay)

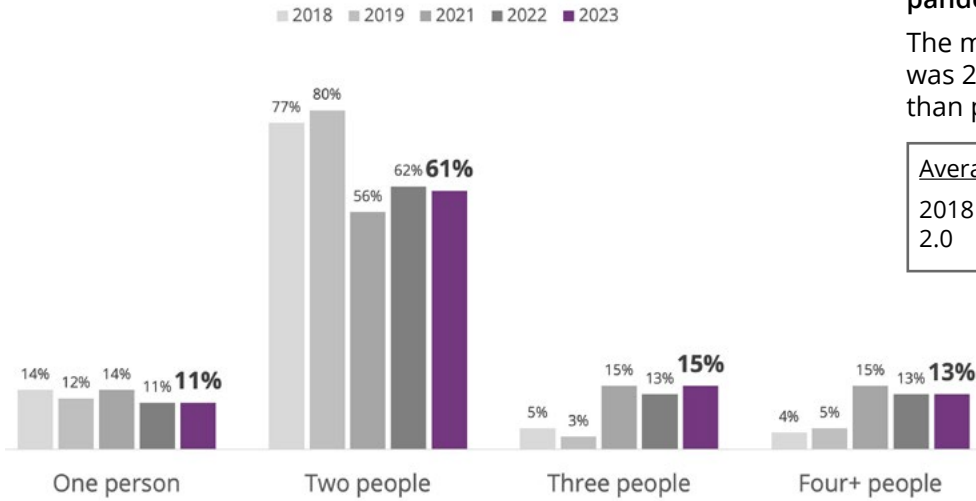


Average Number of Nights Stayed				
2018	2019	2021	2022	2023
3.4	3.4	3.6	3.4	3.3



TRIP PLANNING

FIGURE 32: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



Greater mix of visitors with 3 or more people per room compared to before the pandemic.

The mean number of persons per room was 2.3, similar to recent years but higher than pre-pandemic.

Average Number of Room Occupants

2018	2019	2021	2022	2023
2.0	2.0	2.4	2.4	2.3



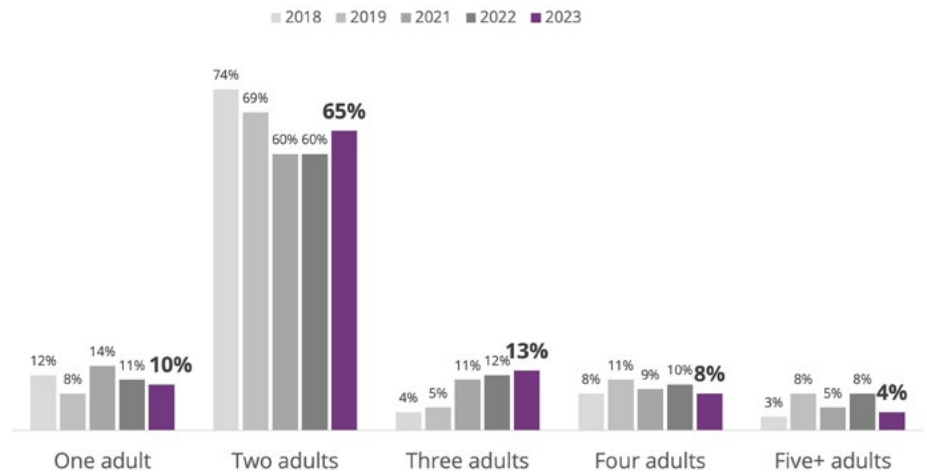
DID YOU KNOW?

24% of Gen Z visitors stayed in a room with 4+ occupants.

More visitors in groups of 3.

About two in three visitors (65%) were accompanied by one other person, up from 60% last year. There were fewer parties with five or more adults than in 2022 (4% vs. 8%). The average party size was 2.4, down from 2.5 last year.

FIGURE 33: **Number of Adults in Immediate Party**



Average Number of Adults in Party

2018	2019	2021	2022	2023
2.2	2.5	2.4	2.5	2.4

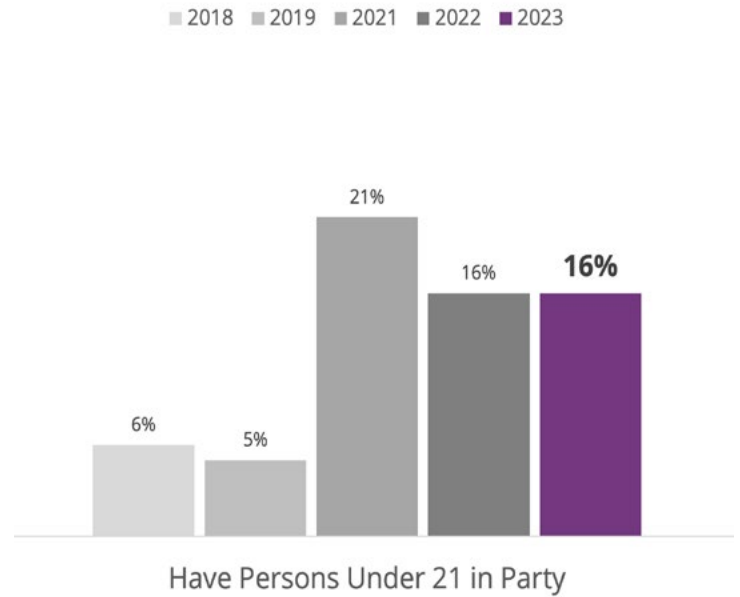


TRIP PLANNING

More groups with children coming to visit Las Vegas than before the pandemic.

Parties with someone under 21 remain the same as last year (16%).

FIGURE 34: Have Persons Under Age 21 in Party

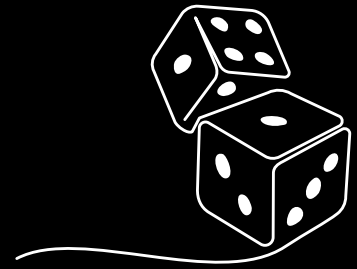


DID YOU KNOW?

Visitors who arrived in Las Vegas via ground transportation were more likely to be traveling with people under 21 than visitors who arrived by air (22% vs. 10%).



GAMING



GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

About four out of five (79%) visitors gambled during their stay, up from 75% last year. Among those visitors, the average amount of time spent gambling was 2.4 hours, down from 2.6 hours in 2022. The overall gaming budget among gamblers keeps increasing, reaching a record high of \$787.54.

FIGURE 35: **Gambled While in Las Vegas/Hours of Gambling**

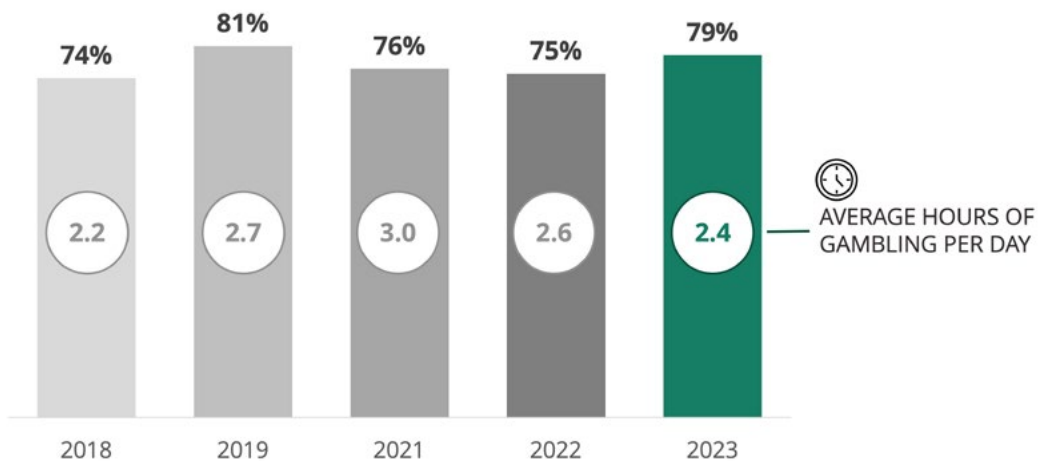
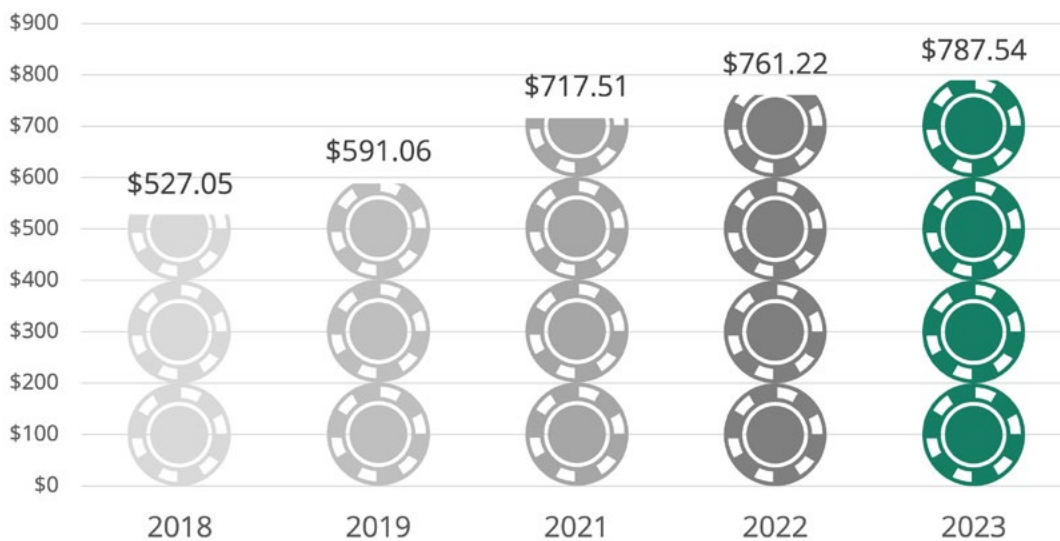
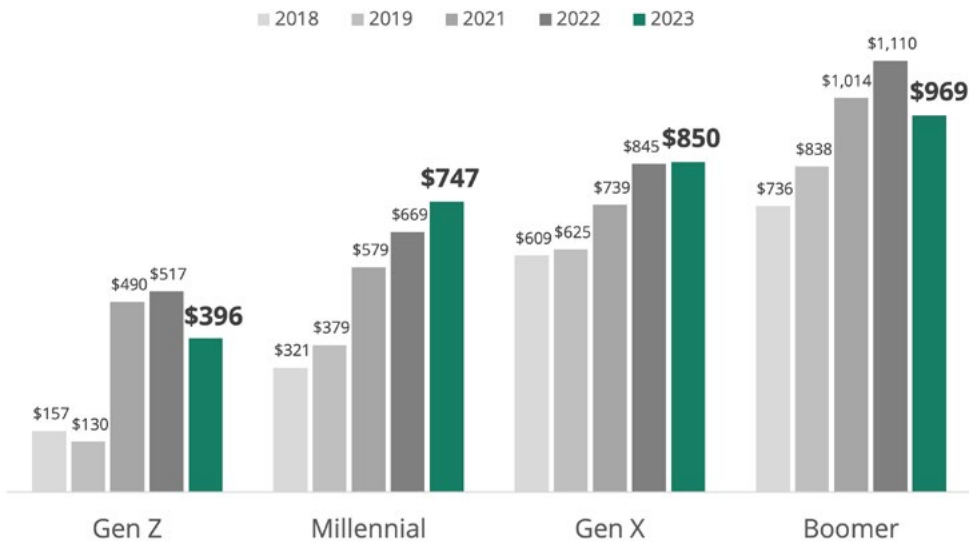


FIGURE 36: **Gaming Budget**



GAMING

FIGURE 37: **Gaming Budget (By Generation)**



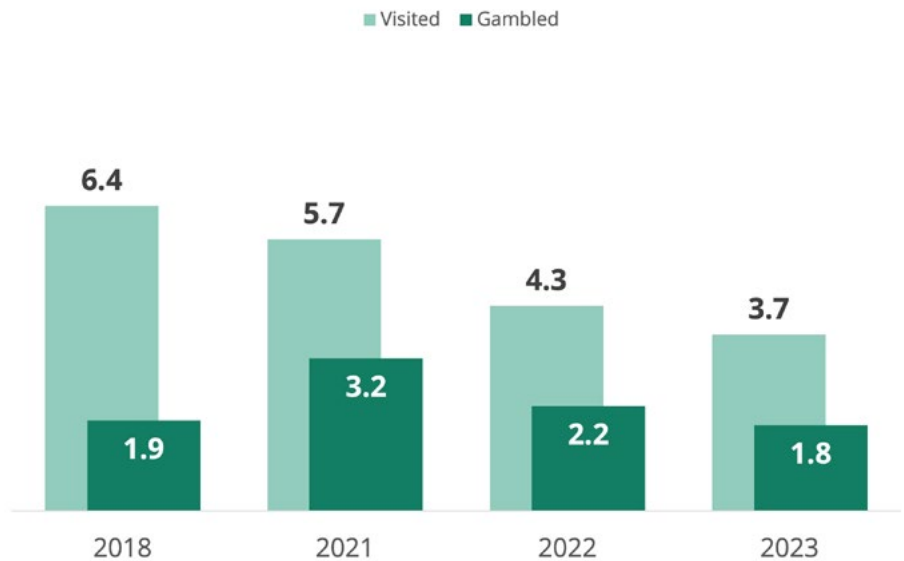
Millennial gaming budgets have consistently increased over time.

As Millennials have aged, their average gaming budgets have grown 133% since 2018.

Visitors spent time within fewer casinos during stay.

Las Vegas visitors went to an average of 3.7 casinos during their stay, down from 4.3 casinos in 2022. They gambled at an average of 1.8 casinos, down from 2.2 last year.

FIGURE 38: **Number of Casinos Visited/Gambled**



Note: Not asked in 2019



ACTIVITIES



ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Spending on food/drinks continues to increase for all visitors.

Among all Las Vegas visitors, including those who spent nothing, spending on Food/Drinks continues to increase since 2018, reaching \$564.73 in 2023. Shopping increased from 2022 spending levels (\$249.21). Local transportation spending (\$152.68) keeps increasing year by year. Sightseeing spending significantly increased from 2022 to \$46.96.

FIGURE 39: **Average Trip Expenditures**
(All Visitors, including those who spent nothing)



ACTIVITIES

Among spenders, food and beverage, shopping, local transportation, sporting events, and sightseeing saw increases.

Among spending visitors, food and drink spending reaching a high of \$570.15 in 2023. Other spending that increased significantly from past results in 2023 include shopping (\$414.01), local transportation (\$238.02), and sightseeing (\$177.47). Spending visitors spent less in 2023 than in 2022 for shows/entertainment (\$278.44 down from \$309.76).

FIGURE 40: **Average Trip Expenditures**
(Among Spenders)



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

	2018	2019	2021	2022	2023
Food & Beverage					
(BASE)	(3,594)	(3,562)	(3,893)	(6,174)	(5,363)
Proportion of Total	100%	99%	99%	99%	99%
Shopping					
(BASE)	(2,697)	(2,402)	(3,256)	(4,558)	(3,292)
Proportion of Total	75%	67%	83%	73%	61%
Local Transportation					
(BASE)	(3,346)	(3,214)	(3,189)	(4,609)	(3,481)
Proportion of Total	93%	89%	81%	74%	64%
Shows/Entertainment					
(BASE)	(1,454)	(1,676)	(723)	(1,766)	(1,327)
Proportion of Total	40%	47%	19%	28%	25%
Sporting Events					
(BASE)	-	(201)	(127)	(351)	(245)
Proportion of Total	-	6%	3%	6%	5%
Sightseeing					
(BASE)	(663)	(894)	(1,399)	(1,390)	(1,441)
Proportion of Total	18%	25%	36%	22%	27%

ACTIVITIES

Those seeing shows and attending paid attractions leveled off this year.

One-quarter of visitors (26%) attended shows or entertainment during their visit, down from 30% in 2022. Visitors who went to paid attractions (31%) during their trip decreased from 37% in 2022.

FIGURE 41: **Attended a Show**

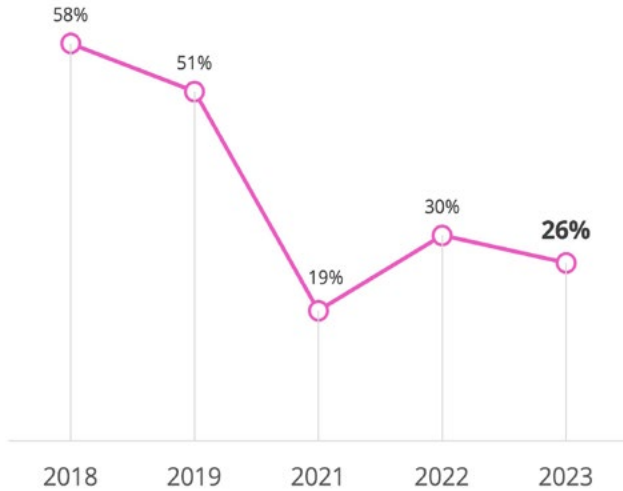


FIGURE 42: **Attended Other Paid Attraction**

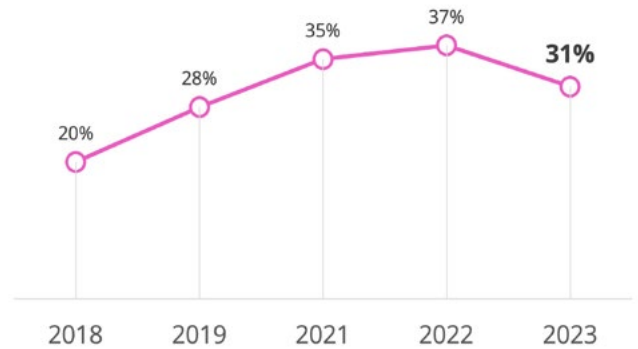
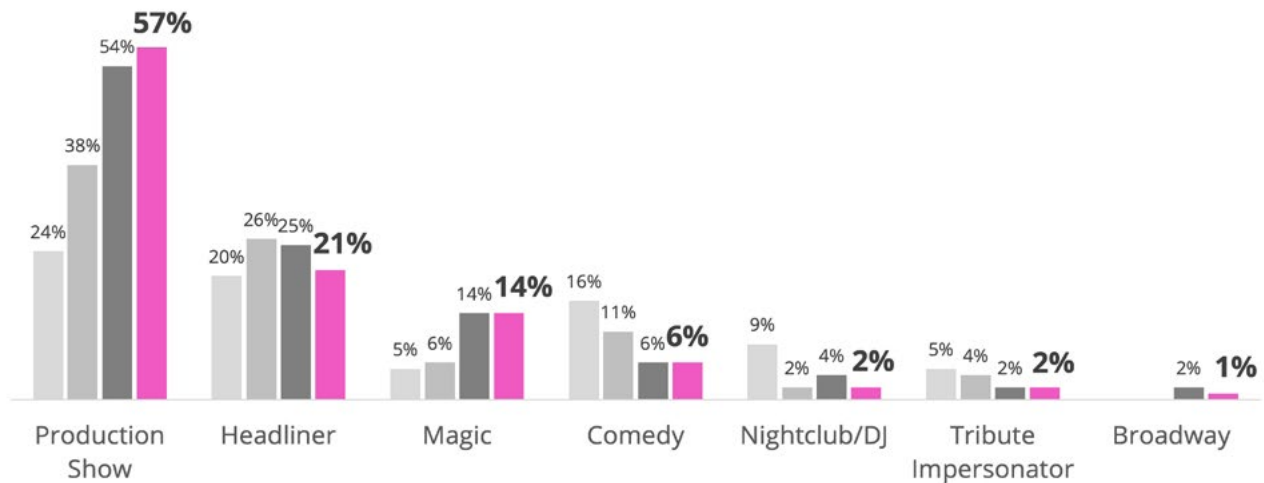


FIGURE 43: **Types of Entertainment**
(Among Those Who Saw Shows)

■ 2018 ■ 2019 ■ 2022 ■ 2023



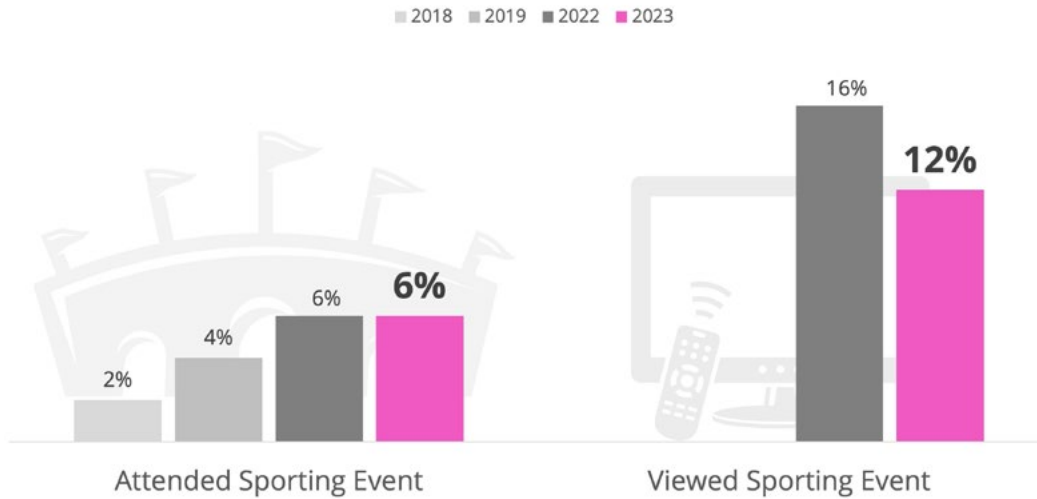
Note: Not asked in 2021

ACTIVITIES

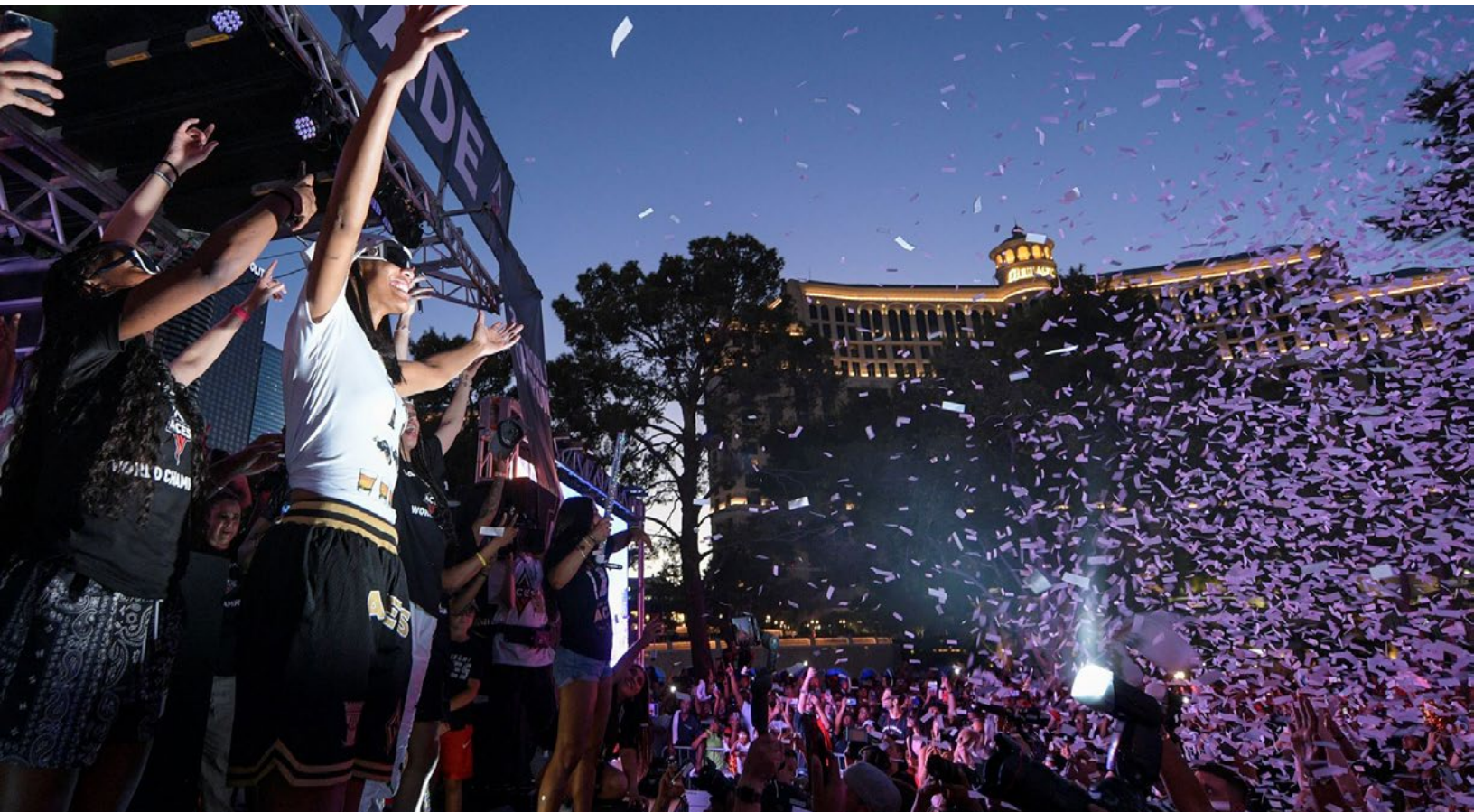
Attendance at sporting events holding steady.

The proportion of visitors attending sporting events remains the same as last year (6%). About one in eight (12%) visitors viewed sporting events while visiting Las Vegas, down from 16% in 2022. This could be at a sportsbook, watch party, or on TV.

FIGURE 44: **Attended Sporting Event/Viewed Sporting Event**



Note: Not asked in 2021





SPOTLIGHT: SPORTS VISITORS



VISITOR PROFILE SPOTLIGHT: Sports Visitors

Six percent (6%) of Las Vegas visitors attended a sporting event during their visit. These visitors were more likely to be male (59%), and about one-third were visiting from Arizona (27%) or Utah (8%). Sports visitors were more likely to book their lodging within two weeks of their visit (43% vs. 28% of other visitors) and to be travelling with someone under 21 years old in their party (44% vs. 14%). Aside from sporting events, sports visitors also spent more on food and drink and shopping than other visitors.

	Sports Visitors (325)	Non-Sports Visitors (5,089)
BASE		
DEMOGRAPHICS		
Male	59%	50%
GEOGRAPHY		
Live in CA	31%	36%
Live in AZ, UT	35%	13%
TRIP PLANNING		
Booked online, directly with property	43%	35%
Booked accommodations <2 weeks out	43%	28%
TRIP CHARACTERISTICS		
Arrived by ground	70%	53%
People <21 yrs old in party	44%	15%
Gambled during visit	64%	80%
Lodged in outlying areas of Las Vegas	39%	11%
Nights stayed (MEAN)	3.1	3.3
AVERAGE SPENDING (AMONG ALL VISITORS)		
Gaming budget (among those who gambled)	\$757.47	\$789.09
Accommodations (per night)	\$179.09	\$171.47
Food and drink	\$646.67	\$559.53
Local transportation	\$181.81	\$150.84
Shopping	\$359.30	\$242.29
Shows/entertainment	\$104.44	\$108.79
Sightseeing	\$44.11	\$47.15
Sporting events	\$239.47	N/A
TRIP PERCEPTIONS		
Highly Likely to recommend Las Vegas (rated top 3 on 10-pt scale)	91%	89%
Visit exceeded expectations	43%	49%
Expect to return within 12 months	62%	55%



DID YOU KNOW?

Sports visitors were twice as likely as other visitors to stay at more than one location during their visit (12% vs. 5%).

EXPERIENCE



EXPERIENCE: SATISFACTION AND EXPECTATIONS

Visitor satisfaction remains strong.

About nine in ten visitors (87%) were very satisfied with their visit to Las Vegas, up from 77% in 2022. Overall satisfaction is closing in to recover to pre-pandemic levels.

FIGURE 45: Satisfaction with Visit

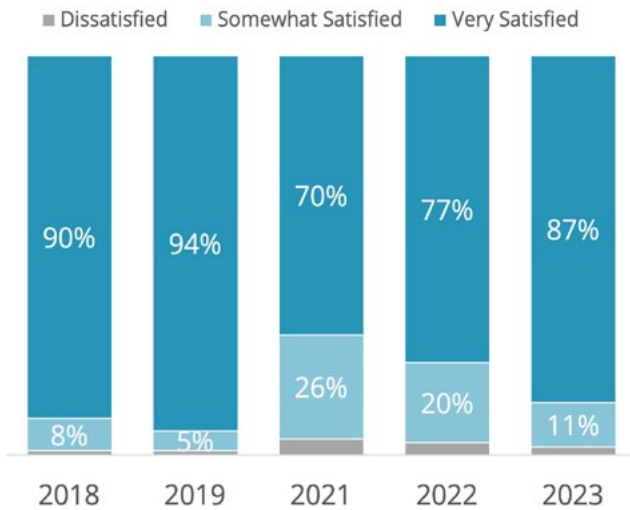
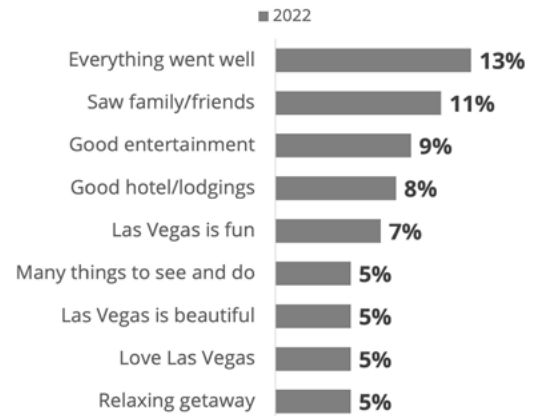


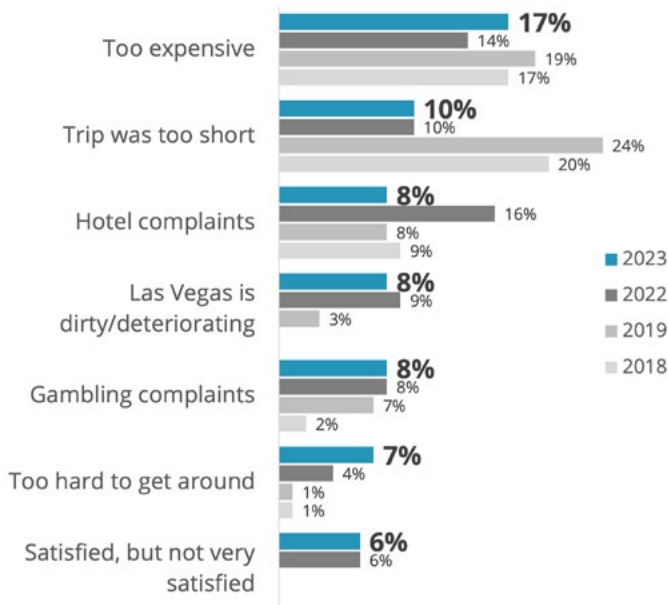
FIGURE 46: Reasons Very Satisfied with Visit (Among Very Satisfied)



Note: Not asked in 2023; doesn't list mentions <5%

Among visitors not fully satisfied with their stay, different reasons are mentioned.

FIGURE 47: Reasons Somewhat Satisfied with Visit (Among Somewhat Satisfied, n=575)

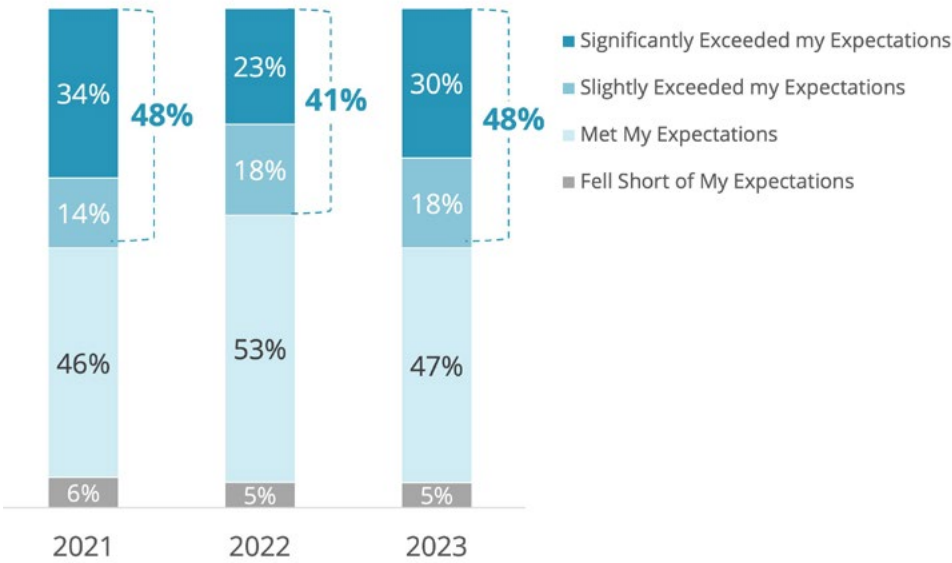


Note: Not asked in 2021; doesn't list mentions <5%



EXPERIENCE

FIGURE 48: Las Vegas Compared to Expectations



Las Vegas met or exceeded expectations among majority of visitors.

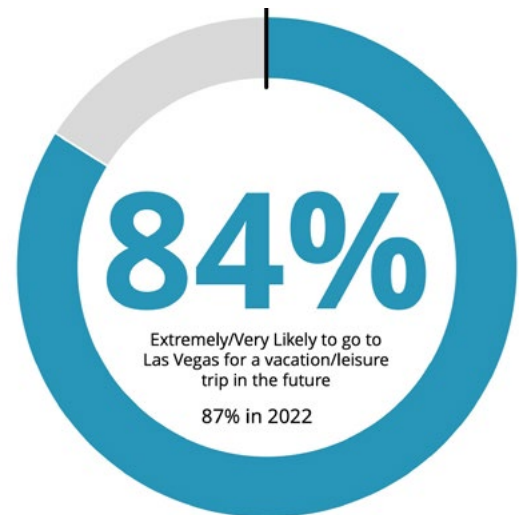
Las Vegas exceeded expectations among almost half (48%) of visitors, up from 41% in 2022.



Visitors enjoy Las Vegas so much that they want to come back again.

Over eight in ten visitors (84%) are "Extremely" (65%) or "Very" (19%) likely to return to Las Vegas for vacation or leisure in the future.

FIGURE 49: Likely to Return to Las Vegas for Vacation Trip



WHO'S HERE

WHO'S HERE: VISITOR DEMOGRAPHICS

2023 visitors were overall more likely to be married, employed, and older (40+) than in recent years. About two in three visitors were married, significantly higher than 2021-2022 levels. Employment status levels remain similar to 2022, with a slight increase in retired visitors. The mean (average) age was 43.8 years, up from 40.7 in 2022.

TABLE 1: Gender/Marital Status/Employment/Education/Age

	2018	2019	2021	2022	2023
BASE	(3,599)	(3,599)	(3,917)	(6,267)	(5,414)
GENDER					
Male	50%	51%	50%	49%	51%
Female	50%	49%	50%	51%	49%
MARITAL STATUS					
Married	79%	73%	56%	58%	64%
Single	16%	20%	33%	35%	30%
Separated/Divorced	5%	5%	8%	6%	4%
Widowed	1%	2%	3%	1%	1%
EMPLOYMENT					
Employed	68%	69%	71%	84%	84%
Unemployed	2%	2%	6%	3%	3%
Student	4%	4%	2%	3%	2%
Retired	22%	21%	15%	8%	9%
Homemaker	5%	5%	6%	2%	2%
EDUCATION					
High School or less	18%	17%	25%	18%	10%
Some college	24%	21%	32%	29%	30%
College graduate	47%	51%	42%	51%	56%
Trade/Vocational School	10%	12%	2%	2%	3%
AGE					
21 to 29	20%	16%	21%	23%	13%
30 to 39	23%	21%	25%	30%	28%
40 to 49	19%	22%	21%	22%	30%
50 to 59	14%	16%	15%	14%	17%
60 to 64	5%	5%	6%	3%	4%
65 or older	19%	19%	12%	7%	8%
MEAN	45.1	46.2	43.2	40.7	43.8

WHO'S HERE

The 2023 visitor profile continues to be more ethnically diverse in recent years, with higher rates of African American, Asian/Asian American and Hispanic/Latino visitors. More visitors also reported a household income greater than \$100,000 (47%). More than three in ten 2023 visitors (32%) came from Southern California, up from past years. The level of visitors from abroad (9%) remains below the pre-pandemic levels, but above 2021.

TABLE 2: **Ethnicity/Household Income/Visitor Origin**

	2018	2019	2021	2022	2023
BASE	(3,599)	(3,599)	(3,917)	(6,267)	(5,414)
ETHNICITY					
White	77%	77%	56%	62%	61%
African-American/Black	7%	9%	17%	12%	14%
Asian/Asian-American	2%	3%	6%	7%	9%
Hispanic/Latino	10%	11%	19%	16%	13%
Other	3%	0%	3%	3%	3%
HOUSEHOLD INCOME					
Less than \$20,000	4%	6%	3%	3%	3%
\$20,000 to \$39,999	6%	9%	13%	9%	5%
\$40,000 to \$59,999	12%	13%	18%	17%	9%
\$60,000 to \$79,999	19%	15%	17%	19%	16%
\$80,000 to \$99,999	18%	11%	17%	16%	19%
\$100,000 to \$149,999	24%	17%	16%	24%	27%
\$150,000 or more	9%	11%	14%	11%	21%
Not sure/No answer	9%	17%	4%	1%	1%
VISITOR ORIGIN					
USA	80%	86%	97%	91%	88%
Eastern states	7%	10%	8%	9%	7%
Southern states	16%	17%	17%	18%	12%
Midwestern states	10%	12%	12%	12%	10%
Western states	47%	47%	60%	52%	59%
California	23%	21%	30%	31%	36%
Southern CA	19%	18%	26%	27%	32%
Northern CA	4%	3%	4%	4%	4%
Arizona	9%	9%	11%	7%	11%
Utah	7%	7%	5%	4%	4%
Other Western states	9%	9%	14%	10%	8%
International	20%	14%	3%	9%	12%



SPOTLIGHT: EVOLVING VISITOR PROFILE

VISITOR PROFILE SPOTLIGHT: Evolving Visitor Profile

There are several audiences rising and making up a greater proportion of Las Vegas visitors, while others have fallen in recent years.

EMPLOYMENT STATUS

▲ RISING:
Employed Visitors
In 2018, 68% of visitors were employed, but that number has steadily grown to 84% in 2023.

▼ FALLING:
Retired Visitors
During that same timeframe, retirees declined from 22% in 2018 to 9% in 2023.

HH INCOME

▲ RISING:
\$150,000+ HHI
There has been a rise in visitors with higher incomes: now 21% of visitors earn \$150k or more, up from 9% in 2018.

▼ FALLING:
<\$80,000 HHI
In contrast, those earning less than \$80k declined from 40% to 32%.

EDUCATION

▲ RISING:
College grads
More visitors in 2023 have either a college or graduate school degree (56%), up from 47% in 2018.

▼ FALLING:
HS or less
Those with a High School diploma or less have declined during that timeframe (10% vs. 18%).

MARITAL STATUS

▲ RISING:
Singles
There has been an increase in the proportion of visitors who are single (16% in 2018, 30% in 2023).

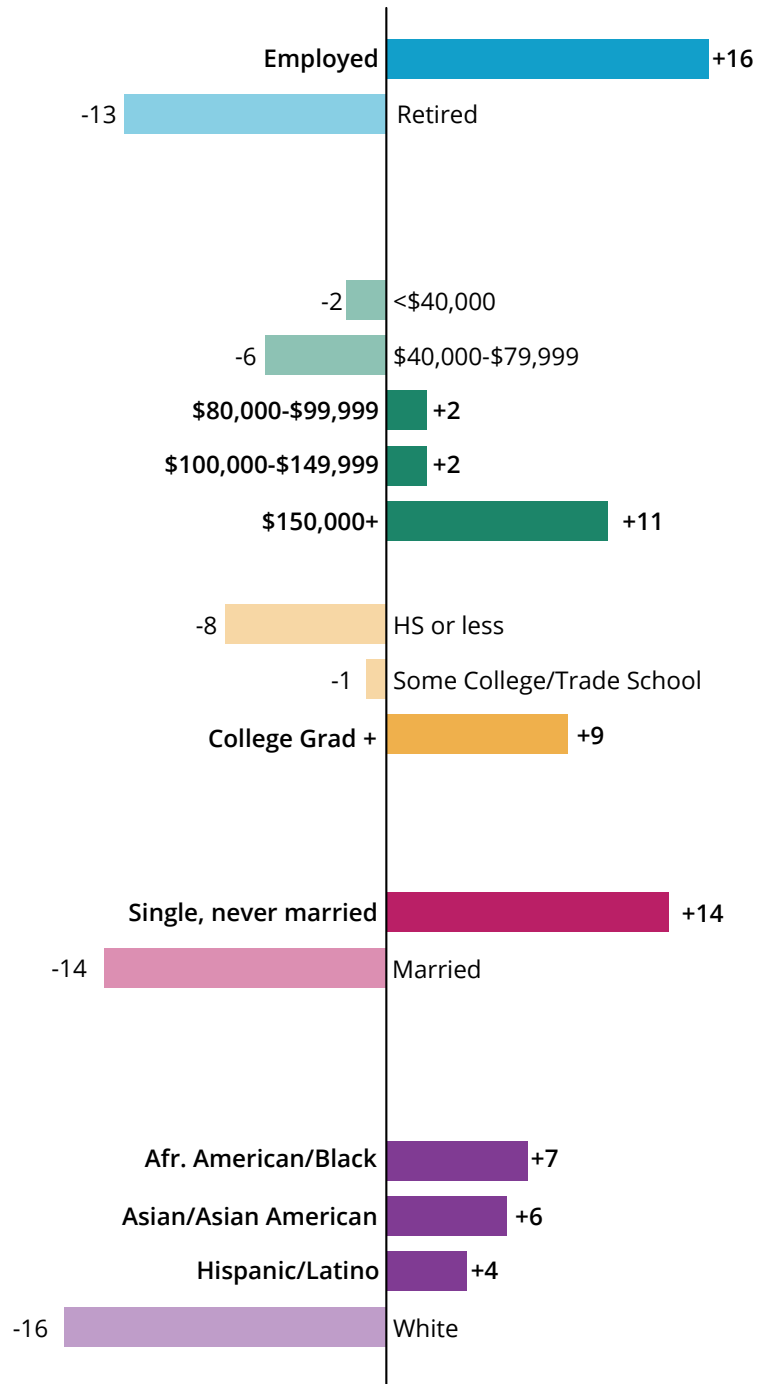
▼ FALLING:
Married Visitors
Married visitors have declined (79% in 2018, 64% in 2023).

RACE/ETHNICITY

▲ RISING:
Multicultural
In 2018, 23% of visitors were multicultural, and that number has grown to 39% in 2023.

▼ FALLING:
White Visitors
In contrast, white visitors have declined from 77% to 61% over that same timeframe.

Difference in Demographics 2018-2023



APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

TABLE 3: Summary Table of Visitation Frequency + Purpose for Visit

	2018	2019	2021	2022	2023
ALL VISITORS					
First-time Visitors	18%	24%	20%	24%	16%
Primary purpose was Vacation/Leisure	45%	36%	52%	58%	48%
Primary purpose was Gambling	7%	14%	8%	6%	8%
Primary purpose was visiting Friends/Family	17%	14%	16%	12%	19%
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	40%	29%	49%	56%	44%
Primary purpose was Gambling	9%	18%	8%	6%	9%
Primary purpose was visiting Friends/Family	19%	14%	18%	13%	21%
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	67%	60%	67%	65%	67%
Primary purpose was Gambling	1%	4%	5%	6%	4%
Primary purpose was visiting Friends/Family	7%	11%	8%	8%	8%

TABLE 4: Summary Table of Travel Planning Characteristics

	2018	2019	2021	2022	2023
MODE OF TRAVEL TO LAS VEGAS					
Arrived by GROUND transportation	52%	51%	52%	49%	54%
Arrived by AIR transportation	48%	49%	48%	51%	46%
MODE OF TRAVEL AROUND TOWN					
Used own vehicle	44%	43%	52%	44%	50%
Used ride sharing service	24%	28%	35%	40%	32%
Used Taxis	27%	18%	19%	14%	17%
TRAVEL PLANNING					
Used Travel Agent	10%	10%	3%	5%	4%
Used website/app to book accommodations	55%	52%	74%	73%	72%
PLACES TO VISIT					
Visited Downtown Las Vegas	46%	42%	53%	58%	54%
Visited other nearby places	19%	-	12%	16%	-

APPENDIX A

TABLE 5: Summary Table of Trip Characteristics + Expenditures

	2018	2019	2021	2022	2023
SIZE OF PARTY					
Avg. number of ADULTS in party	2.2	2.5	2.4	2.5	2.4
Had persons UNDER 21 in party	6%	5%	21%	16%	16%
LENGTH OF STAY					
Stayed overnight	99.6%	99.7%	99.9%	97.9%	97.9%
Avg. number of DAYS stayed	4.4	4.4	4.6	4.4	4.3
Avg. number of NIGHTS stayed	3.4	3.4	3.6	3.4	3.3
Stayed in a hotel/timeshare (among overnight visitors)	90%	96%	91%	90%	93%
Avg. number of hotel room occupants	2.0	2.0	2.4	2.4	2.3
LODGING SPENDING					
Avg. per night spend on Lodging (non-package, non-comp)	\$113.66	\$114.37	\$108.82	\$154.06	\$171.98
Paid regular room rate	39%	58%	61%	50%	54%
Bought package/tour group trip	15%	15%	9%	18%	12%
OTHER TRIP SPENDING					
Avg. spend on Food + Drink	\$314.96	\$410.74	\$462.37	\$519.23	\$564.73
Avg. spend on Local Transportation	\$73.82	\$116.62	\$130.02	\$138.74	\$152.68
Avg. spend on Shopping	\$154.60	\$187.48	\$284.55	\$195.74	\$249.21
Avg. spend on Shows/Entertainment	\$49.84	\$51.68	\$32.55	\$117.29	\$108.54
Avg. spend on Sightseeing	\$29.81	\$39.53	\$51.28	\$13.98	\$46.96
Avg. spend on Sporting Events	-	\$7.03	\$12.81	\$15.81	\$14.77

TABLE 6: Summary Table of Gaming Behavior + Budgets

	2018	2019	2021	2022	2023
GAMBLERS					
Gambled while in Las Vegas (% of all visitors)	74%	81%	76%	75%	79%
Avg. number of hours gambling per day	2.2	2.7	3.0	2.6	2.4
Avg. gambling budget for trip	\$527.05	\$591.06	\$717.51	\$761.22	\$787.54

APPENDIX A

TABLE 7: Summary Table of Entertainment Activities

	2018	2019	2021	2022	2023
ENTERTAINMENT					
Attended shows in Las Vegas	58%	51%	19%	30%	26%
Went to other paid attractions in Las Vegas	20%	28%	35%	37%	31%
Attended sporting events in Las Vegas	2%	4%	-	6%	6%

TABLE 8: Summary Table of Attitudinal Information

	2018	2019	2021	2022	2023
SATISFACTION					
Very Satisfied with Las Vegas trip	90%	94%	70%	77%	87%
Somewhat Satisfied with Las Vegas trip	8%	5%	26%	20%	11%
EXPECTATIONS					
Las Vegas exceeded expectations	-	-	48%	41%	48%
Las Vegas met expectations	-	-	46%	53%	47%

TABLE 9: Summary Table of Visitor Demographics

	2018	2019	2021	2022	2023
ECONOMIC BACKGROUND					
College degree	47%	51%	42%	51%	56%
HHI of \$40,000 or more	82%	67%	81%	87%	91%
Employed	68%	69%	71%	84%	84%
Retired	22%	21%	15%	8%	9%
SOCIAL BACKGROUND					
Married	79%	73%	56%	58%	64%
40+ years old	57%	63%	54%	47%	59%
Avg. Age	45.1	46.2	43.2	40.7	43.8
ORIGIN					
From the West	47%	47%	60%	52%	59%
From Southern California	19%	18%	26%	27%	32%
From International Origin	20%	14%	3%	9%	12%

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2023

RESPONDENT ID# _____
 INTERVIEW DATE: ____/____/____
 INTERVIEW LOCATION CODE _____
 INTERVIEWER ID# _____

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

RESPONDENT GENDER (BY OBSERVATION)
 MALE..... 51%
 FEMALE..... 49%

Hello. I'm _____ from Heart+Mind Strategies, 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 **ASK Q2**
 RESIDENT..... TERMINATE

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?
 YES..... **ASK Q3**
 NO TERMINATE

3. Will you be leaving Las Vegas within the next 24 hours?
 YES..... **ASK Q4**
 NO TERMINATE

4. Have you been interviewed like this in Las Vegas at any other time in the past 12 months?
 YES..... TERMINATE
 NO **ASK Q5**

5. Is this your first visit to Las Vegas, or have you visited before?
 FIRST VISIT 16%
 VISITED BEFORE 84%

6. Including this trip, how many times have you visited Las Vegas in the past 12 months? (RECORD NUMBER BELOW AS 2 DIGITS.)
 1 54%
 2-3..... 35%
 4-5..... 8%
 6 OR MORE 2%
 2.0 MEAN
 1.0 MEDIAN

7. When was your last trip to Las Vegas prior to this one? (N=4537)
 Earlier in 2023 25%
 2022 38%
 2021 11%
 2020 7%
 2019 7%
 2016 - 2018..... 7%
 2010 - 2015..... 3%
 Before 2010..... 2%
 NOT SURE/DK..... 0%
 REFUSED/NA..... 0%

(ASK OF ALL RESPONDENTS.)

8. 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..... 5%
 To attend a corporate meeting..... 2%
 To gamble..... 8%
 Incentive travel program (Won a trip as a bonus from employer)..... 0%
 Vacation/pleasure 48%
 Visit friends/relatives 19%
 To attend a special event (e.g., rodeo, festival, or concert) 5%
 To attend/participate in a casino tournament..... 1%
 Other business purposes 4%
 Just passing through 2%
 TO attend a wedding/get married..... 2%
 To attend a sporting event (e.g., NFL, NHL, UNLV, or a fight) 4%
 Some other reason..... 1%
 NOT SURE/DK..... 0%
 REFUSED/NA..... 0%

APPENDIX B

9. Did you come to Las Vegas for a special personal occasion such as a birthday, anniversary, Bachelor/ette party, or a family reunion?

YES.....	22%	ASK Q10
NO	77%	SKIP TO Q11
NOT SURE/DK.....	0%	
REFUSED/NA.....	0%	

10. What was the special personal occasion? (N=1201)

Birthday	50%
Anniversary/Romantic getaway.....	18%
Wedding.....	9%
Bachelor/bachelorette party.....	8%
Family reunion	5%
Special event	3%
Vacation	2%
Holiday celebration	3%
Graduation	2%
Other.....	1%
REFUSED/NA.....	0%

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

YES.....	9%	ASK Q12
NO	90%	SKIP TO Q14
NOT SURE/DK.....	1%	
REFUSED/NA.....	0%	

12. 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=503)

More interested.....	53%
Less interested.....	2%
No difference	44%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

13. How many nights, if any, did you extend your stay in Las Vegas for leisure purposes? (N=503)

None.....	54%
1	12%
2	14%
3	10%
4-5.....	9%
6 OR MORE	1%
1.2 MEAN	

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

Air 46%

BUS (IF "YES" ASK, "Do you mean...")

Regularly scheduled bus service like Greyhound..... 1%
A chartered or escorted bus service or tour bus..... 1%

AUTOMOBILE (IF "YES" ASK, "Do you mean...")

Your own vehicle 48%

A rental vehicle 5%

Truck 0%

Motorcycle..... 0%

Recreational Vehicle (RV) 0%

15. Including yourself, how many people are traveling in your vehicle? (IF ZERO, RE-ASK. IF MORE THAN 6, CONFIRM.) (N=2863)

1 6%

2 52%

3 18%

4 17%

5 OR MORE..... 7%

2.7 MEAN

16. Did you arrive via Interstate 15 from California? (N=2923)

YES..... 61%

NO 33%

NOT SURE/DK..... 6%

REFUSED/NA..... 0%

(ASK OF ALL RESPONDENTS.)

17. Which of the following kinds of transportation have you used during your visit? (READ LIST. ACCEPT MULTIPLE RESPONSES.)

Your own vehicle 50%

Rental car..... 13%

Limousine..... 1%

Public bus 3%

Charter bus 1%

Hotel shuttle..... 6%

Monorail 5%

Taxi 17%

Ride sharing service 32%

The Vegas Loop..... 1%

APPENDIX B

18. How far in advance did you plan this trip to Las Vegas? (ASK AS OPEN END.)

Same day	1%
1-3 days before.....	3%
4-6 days before.....	6%
7-14 days before.....	16%
15-30 days before.....	22%
31-60 days before.....	22%
61-90 days before.....	14%
More than 90 days before.....	16%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

19. Did a travel agency assist you in planning your trip?

YES.....	4%
NO	96%
NOT SURE/DK.....	1%
REFUSED/NA.....	0%

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A DOWNTOWN LOCATION, CIRCLE "YES" (1) IN Q20 AND ASK Q21. IF YOU ARE NOT DOWNTOWN, READ THE FOLLOWING TO RESPONDENT BEFORE Q20:

"There are two main areas where hotels, motels, 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.

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

YES.....	54%	ASK Q21
NO	45%	SKIP TO Q22
DK/NA	1%	SKIP TO Q23

(ASK ONLY IF "YES" IN Q20.)

21. 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=2896)

Lodging Downtown	10%
To see the Fremont Street Experience	54%
To gamble.....	9%
To dine.....	9%
To see a show	2%
To shop	4%
To see/attend a free event	1%
To sightsee (other than the Fremont Street Experience).....	8%
Prefer Downtown	1%
Meet friends/relatives.....	2%

To see/attend a paid event.....	1%
Other (SPECIFY):.....	0%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

(ASK ONLY IF "NO" IN Q20)

22. 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=2425)

Not enough time	21%
Unfamiliar with Downtown	4%
Don't like Downtown; It's a bad area	7%
Only interested in/Prefer the Strip.....	6%
Not interested (GENERAL);Didn't want to; No reason to; Seen it already.....	38%
Inconvenient; Out of the way.....	18%
Have children; Didn't want to take children there	2%
Prefer another area (not the Strip).....	1%
Too hot / bad weather	1%
Too crowded / too much traffic.....	1%
Other (SPECIFY):.....	0%
DK/NA	0%

23. Did you lodge at one or more than one location during this visit to Las Vegas?

One.....	93%	SKIP TO Q26
More than one	5%	ASK Q24
On a daytrip	2%	SKIP TO Q26

24. At how many locations did you lodge during this trip to Las Vegas?

On a daytrip	2%
One.....	93%
Two.....	4%
Three or more.....	1%

25. What was the main reason you stayed at more than one location during your current tip to Las Vegas? (ACCEPT ONE RESPONSE) (N=268)

Variety.....	38%
Comps/Casino points/Special Offer	13%
Stayed with Friends/Relatives as well	13%
Price	11%
Convenient location	7%
Close to attending event.....	6%
Wanted to stay at specific property	3%
"Bleisure" trip	2%
Didn't like first location	2%
Other.....	4%
NOT SURE/DK.....	1%
REFUSED/NA.....	1%

APPENDIX B

26. 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 (CODE #5000).)

TYPE OF LODGING

(ALL RESPONDENTS)

Hotel/Motel	89%
RV Park.....	0%
Friends/Relatives	6%
Vacation Rental.....	1%
Day trip/No lodging.....	2%
Other/Timeshare	2%

TYPE OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5299)

Hotel/Motel	90%
RV Park.....	0%
Friends/Relatives	6%
Vacation Rental.....	1%
Other/Timeshare	2%

LOCATION OF LODGING

(ALL RESPONDENTS)

Strip Corridor	69%
On the Strip	54%
Just off the Strip	15%
Downtown	6%
Boulder Strip	2%
Outlying Areas	13%
Other.....	11%

LOCATION OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5299)

Strip Corridor	70%
On the Strip	55%
Just off the Strip	16%
Downtown	6%
Boulder Strip	2%
Outlying Areas	13%
Other.....	9%

IF RESPONSE TO Q26 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q27 THROUGH Q31.

IF RESPONSE TO Q26 IS AN RV PARK (CODES 3000-3999), ASK Q27 - Q29, THEN SKIP TO Q33

IF RESPONSE TO Q26 IS A TIMESHARE (T.S. OR 9996), OR VACATION RENTAL (CODE 6000)

SKIP TO Q30

IF RESPONSE TO Q26 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP (CODE 5000), OR OTHER (CODE 9997),

SKIP TO Q33

27. 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=4905)

Booked by phone, calling the hotel vacation rental property, or RV park directly.....	18%
Booked through a travel agent (either in person or by phone)	3%
Booked by phone but not by calling the property directly and not through a travel agent.....	1%
Booked through a website or app on the Internet using a desktop or laptop computer	41%
Booked through a website or app on the Internet using a smartphone or tablet	31%
Booked in person	2%
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.....	3%
OTHER (SPECIFY):.....	0%
REFUSED/NA.....	1%

28. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Las Vegas? (ASK AS OPEN END.) (N=4850)

Same day	2%
1-3 days before	3%
4-6 days before	6%
7-14 days before.....	18%
15-30 days before.....	23%
31-60 days before.....	21%
61-90 days before.....	13%
91-120 days before.....	7%
More than 120 days before.....	7%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q26) SHOULD SKIP TO Q33 AFTER BEING ASKED Q29.

APPENDIX B

29. Which of the following best describes how you booked through a website or app? (N=3508)

Directly through the lodging provider's website or app	49%
Through a third party website such as Expedia or Travelocity.....	50%
NOT SURE/DK.....	1%
REFUSED/NA.....	0%

30. Including yourself, how many people stayed in your room? (WRITE EXACT NUMBER IN THE BLANK BELOW.) (N=4927)

One.....	11%
Two.....	61%
Three.....	15%
Four.....	10%
Five.....	3%
Six or more.....	1%
REFUSED/NA.....	0%

2.3 MEAN
2.0 MEDIAN

31. Which of the following rate categories best describes your room rate? (SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.) (N=4905)

Hotel/Transportation package deal	7%
Hotel/Amenities package deal.....	5%
Tour/Travel group	1%
[SKIP TO Q33]	

Convention group/company meeting.....	3%
Casino rate	12%
Regular full-price room rate.....	54%
[ASK Q32]	

Casino complimentary.....	14%
Vacation rental rate.....	1%
[SKIP TO Q33]	

Another rate.....	4%
[ASK Q32]	

(ASK ONLY OF NON-PACKAGE VISITORS)

32. By the time you leave Las Vegas, how much will you have spent, on average per night, on your hotel or motel room? (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=3632)

\$1-\$49	6%
\$50-\$99.....	18%
\$100-\$149.....	21%
\$150 OR MORE.....	53%
NOT SURE/REFUSED.....	1%

\$171.98 MEAN
\$150.00 MEDIAN

(ASK OF ALL RESPONDENTS)

33. 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.....	10%
2.....	65%
3.....	13%
4.....	8%
5 OR MORE.....	4%

2.4 MEAN
2.0 MEDIAN

34. Are there any people under the age of 21 in your IMMEDIATE party?

YES.....	16%
NO	84%

35. By the time you leave, how many nights will you have stayed in Las Vegas? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

0.....	2%
1.....	7%
2.....	24%
3.....	31%
4.....	17%
5 OR MORE.....	19%

3.3 MEAN
3.0 MEDIAN

35b. By the time you leave, how many days will you have been in Las Vegas?

1.....	2%
2.....	7%
3.....	24%
4.....	31%
5.....	17%
6 OR MORE.....	19%

4.3 MEAN
4.0 MEDIAN

APPENDIX B

36. During your stay in Las Vegas, how many casinos or casino-hotel properties did you visit? If you are staying at a casino-hotel, please include it in your count.

0	5%
1	13%
2	19%
3	21%
4	15%
5-6	16%
7-10	9%
11 OR MORE	2%

3.7 MEAN
3.0 MEDIAN

37. At how many of these casinos or casino-hotel properties did you gamble?

0	22%
1	31%
2	22%
3	12%
4-6	11%
7 OR MORE	2%

1.8 MEAN
1.0 MEDIAN

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

YES	79%	ASK Q39
NO	21%	SKIP TO Q41

39. On average, how many hours PER DAY did you spend gambling (N=4255)

1 OR LESS	34%
2	33%
3 TO 4	21%
5 TO 6	9%
7 TO 8	2%
MORE THAN 8	1%
DON'T KNOW/NA	0%

2.4 MEAN
2.0 MEDIAN

40. 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=4255)

\$0-\$99	5%
\$100-\$199	9%
\$200-\$299	11%
\$300-\$399	10%
\$400-\$499	7%
\$500-\$599	17%
\$600 OR MORE	39%
NOT SURE/REFUSED	2%

\$787.54 MEAN
\$500.00 MEDIAN

41. Have you been to any shows or entertainment of any type while visiting Las Vegas?

YES	26%
NO	74%
NOT SURE/DK	0%
REFUSED/NA	0%

42. What entertainment have you been to during your current trip to Las Vegas? (ACCEPT UP TO THREE RESPONSES.) (N=1390)

Production show	57%
Headliners	21%
Magic show	14%
Comedy show	6%
Nightclub/DJ	2%
Tribute/Impersonator	2%
Broadway	1%
Other	5%

43. Have you attended any sporting events (such as an NFL or NHL game, a boxing match, UFC or mixed martial arts, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

YES	6%
NO	94%
NOT SURE/DK	0%
REFUSED/NA	0%

44. Have you viewed any sporting events (such as an NFL or NHL game, March Madness, a boxing match, UFC or mixed martial arts, NBA, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

YES	12%
NO	88%
NOT SURE/DK	0%
REFUSED/NA	0%

APPENDIX B

45. 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, Fremont Slotzilla Zipline, etc.?

YES 31%
 NO 67%
 NOT SURE/DK..... 2%
 REFUSED/NA..... 0%

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.

\$564.73 MEAN (INCLUDING \$0)
 \$570.15 MEAN (EXCLUDING \$0)

b. Local transportation, (for example, car rental, taxi, limo, ride-sharing, gas), but NOT including parking fees. Please include all your daily transportation expenses.

\$152.68 MEAN (INCLUDING \$0)
 \$238.02 MEAN (EXCLUDING \$0)

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)

\$249.21 MEAN (INCLUDING \$0)
 \$414.01 MEAN (EXCLUDING \$0)

B. Sporting events of any kind

\$14.77 MEAN (INCLUDING \$0)
 \$326.40 MEAN (EXCLUDING \$0)

C. Shows/entertainment (not including gambling)

\$108.54 MEAN (INCLUDING \$0)
 \$278.44 MEAN (EXCLUDING \$0)

D. Sightseeing

\$46.96 MEAN (INCLUDING \$0)
 \$177.47 MEAN (EXCLUDING \$0)

E. Parking/parking fees

\$19.72 MEAN (INCLUDING \$0)
 \$63.59 MEAN (EXCLUDING \$0)

X. Other

\$13.73 MEAN (INCLUDING \$0)
 \$183.21 MEAN (EXCLUDING \$0)

Just a few more questions on your impressions of Las Vegas in general...

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

Very satisfied87%
 Somewhat satisfied11%
 Somewhat dissatisfied2%
 Very dissatisfied.....1%
 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=575)

Too expensive 17%
 Trip was too short 10%
 Hotel complaints8%
 Las Vegas is dirty/too many homeless people8%
 Gambling complaints8%
 Too hard to get around7%
 Too hot.....4%
 Too crowded4%
 Bad weather (not heat related).....4%
 Problems with trip to Las Vegas4%
 Here for business, not pleasure/not enough free time3%
 Satisfied, but not very satisfied.....6%
 Other 17%
 Don't Know/No Answer.....1%

50. What is the MAIN reason you were dissatisfied with your overall experience in Las Vegas? (ACCEPT ONLY ONE RESPONSE) (N=112)

Too expensive 19%
 Hotel complaints 18%
 Las Vegas is dirty/too many homeless people 17%
 Too crowded9%
 Gambling complaints7%
 Too hard to get around7%
 Trip was too short5%
 Too much going on/Too intense.....2%
 Other 17%
 Don't Know/No Answer.....0%

APPENDIX B

51. Which phrase best describes your Las Vegas experience on this trip compared to your expectations before arriving? Would you say Las Vegas... (READ LIST.)

Significantly exceeded my expectations.....	30%
Slightly exceeded my expectations	18%
Met my expectations.....	47%
Fell slightly short of my expectations.....	3%
Fell significantly short of my expectations	1%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

52. On a zero to ten scale where zero means you are extremely unlikely and ten means you are extremely likely, how likely are you to recommend Las Vegas to family, friends and colleagues?

10.....	65%
9.....	9%
8.....	15%
7.....	5%
6.....	2%
5.....	2%
0-4.....	2%

53. Please indicate how likely you would be to GO TO LAS VEGAS FOR A VACATION OR LEISURE TRIP anytime in the future. (READ FIRST 5 RESPONSES ONLY)

Extremely likely.....	65%
Very likely.....	19%
Somewhat likely.....	10%
Not too likely.....	4%
Not at all likely.....	1%
NOT SURE/DK.....	1%
REFUSED/NA.....	0%

(ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO VISIT LAS VEGAS AGAIN.)

54. When do you anticipate making your next visit to Las Vegas? (N=5058)

Later this year	56%
Next year	29%
Between 3 – 5 years from now	10%
More than 5 years from now	1%
NOT SURE/DK.....	4%
REFUSED/NA.....	0%

(ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO VISIT LAS VEGAS AGAIN.)

55. If you were to visit Las Vegas in the next 12 months for leisure, which of the following best describes the occasions for which you would expect to visit? If you would expect to make multiple visits in the next 12 months, please select all occasions that apply. (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES) (N=5058)

Holiday celebration	7%
Wedding.....	2%
Anniversary or romantic getaway	7%
Birthday celebration.....	11%
Bachelor/bachelorette party	2%
Guys/girls getaway trip	14%
Special event, such as a music festival or sporting event.....	13%
Vacation or getaway trip.....	72%
Other	2%
None of these	7%

56. What social media platforms do you use regularly, that is, at least once a week? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Facebook	71%
Instagram	56%
YouTube.....	33%
Snapchat.....	17%
TikTok.....	32%
X (Twitter)	28%
Pinterest	13%
LinkedIn	13%
Reddit.....	7%
Twitch.....	3%
Tumblr	2%
Other	0%
NONE OF THESE	9%

APPENDIX B

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

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

Employed.....	84%
Unemployed.....	3%
Student.....	2%
Retired.....	9%
Homemaker.....	2%
REFUSED/NA.....	0%

(ASK OF EMPLOYED RESPONDENTS.)

58. Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas? (N=4526)

YES.....	13%
NO.....	87%
NOT SURE/DK.....	1%
REFUSED/NA.....	0%

59. 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).....	10%
Some college (includes junior/community college - no bachelor's degree).....	30%
Graduated college.....	42%
Graduate school (master's or Ph.D.).....	14%
Technical, vocational, or trade school.....	3%
REFUSED/NA.....	0%

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

Married.....	64%
Single.....	30%
Separated or divorced.....	4%
Widowed.....	1%
REFUSED/NA.....	0%

61. What is your ZIP code, please?

REGION FROM ZIP CODE	
EAST.....	7%
SOUTH.....	12%
MIDWEST.....	10%
WEST.....	59%
California.....	36%
Northern CA.....	4%
Southern CA.....	32%
Arizona.....	11%
Utah.....	4%
Other West.....	8%
International Visitors.....	12%

62. 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.....	61%
Black or African American.....	14%
Asian or Asian American.....	9%
Hispanic/Latino.....	13%
Native American.....	1%
Mixed Race.....	2%
Other (SPECIFY):.....	0%

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

43.8 MEAN
42.0 MEDIAN

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

21 to 29.....	13%
30 to 39.....	28%
40 to 49.....	30%
50 to 59.....	17%
60 to 64.....	4%
65 and older.....	8%
REFUSED/NA.....	0%

64. 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.

Less than \$20,000.....	3%
\$20,000 to \$29,999.....	2%
\$30,000 to \$39,999.....	3%
\$40,000 to \$49,999.....	4%
\$50,000 to \$59,999.....	5%
\$60,000 to \$69,999.....	8%
\$70,000 to \$79,999.....	8%
\$80,000 to \$89,999.....	12%
\$90,000 to \$99,999.....	7%
\$100,000 to \$109,999.....	12%
\$110,000 to \$119,999.....	3%
\$120,000 to \$129,999.....	6%
\$130,000 to \$139,999.....	3%
\$140,000 to \$149,999.....	3%
\$150,000 or more.....	21%
NOT SURE/DK.....	0%
REFUSED/NA.....	1%



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