



# MATRIX OF LAS VEGAS VISITOR SEGMENTS

2023 Las Vegas Visitor Profile

	2023 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	International	Downtown	Strip	Other	Male	Female	
Respondents (n=)	5414	442	2447	1784	751	2491	2923	503	534	3207	1170	1708	3078	626	300	3722	1392	2748	2664	
Percent of Total Visitors	100.0%	8.2%	45.2%	33.0%	13.5%	46.0%	54.0%	9.3%	9.9%	59.2%	21.6%	31.6%	56.9%	11.6%	5.5%	68.7%	25.7%	50.8%	49.2%	
First Time Visitor	16.2%	35.3%	19.8%	10.4%	6.9%	24.8%	8.9%	16.8%	35.3%	17.7%	3.0%	4.2%	18.0%	40.1%	13.9%	17.1%	14.3%	14.4%	18.1%	
Average Number of Visits within Past 12 Months (among all visitors)	2.0	1.7	2.0	1.9	2.2	1.4	2.4	1.7	1.6	1.7	3.0	2.5	1.8	1.2	1.9	1.9	2.2	2.0	2.0	
Primary Purpose of Current Trip - Vacation / Pleasure	47.6%	58.0%	47.3%	46.7%	43.7%	59.5%	37.4%	6.8%	70.1%	53.0%	39.8%	39.3%	46.0%	78.1%	58.2%	55.6%	23.8%	44.3%	50.9%	
Primary Purpose of Current Trip - Business	10.0%	2.9%	7.3%	17.2%	5.9%	16.3%	4.6%	83.6%	0.6%	3.2%	1.2%	5.5%	12.4%	10.7%	6.8%	11.2%	7.5%	12.8%	7.1%	
Primary Purpose of Current Trip - Gambling	8.1%	3.5%	8.0%	7.9%	11.9%	5.1%	10.8%	2.4%	6.1%	3.5%	24.3%	15.2%	5.6%	7.7%	8.9%	6.1%	11.4%	11.4%	4.8%	
Primary Purpose of Current Trip - Special Event	5.1%	7.4%	6.1%	4.1%	2.6%	4.0%	6.0%	3.5%	8.0%	2.7%	6.4%	6.4%	5.1%	1.0%	2.6%	5.5%	4.3%	3.7%	6.5%	
Attended a Convention, trade show or corporate meeting	9.3%	4.2%	8.4%	13.7%	4.7%	14.7%	4.7%	100.0%	0.0%	0.0%	0.0%	6.0%	11.3%	8.7%	5.5%	10.4%	7.1%	11.9%	6.7%	
Did you Conduct Any Work During Your Stay in Las Vegas	12.6%	8.3%	9.8%	16.7%	16.5%	18.0%	7.6%	85.5%	8.3%	3.5%	2.2%	8.9%	14.8%	12.3%	6.9%	13.5%	11.4%	14.7%	10.4%	
Visited for Special Personal Occasion or Celebration	22.2%	33.2%	24.1%	19.0%	17.6%	22.6%	21.9%	11.1%	30.4%	25.6%	14.1%	20.9%	24.2%	16.4%	19.2%	23.0%	20.9%	19.0%	25.5%	
Traveled by Air	46.0%	38.5%	42.2%	54.1%	43.7%	100.0%	0.0%	72.7%	63.6%	43.7%	100.0%	24.2%	6.1%	58.2%	46.8%	53.1%	26.5%	45.6%	46.4%	
Planned Trip 7-30 Days in Advance	38.0%	33.1%	39.2%	38.0%	36.8%	26.4%	47.9%	42.0%	18.7%	32.8%	59.3%	50.1%	36.8%	11.0%	37.2%	35.8%	44.1%	41.3%	34.6%	
Planned Trip 31-90 Days in Advance	36.2%	36.9%	32.6%	40.4%	37.5%	48.0%	26.1%	38.4%	35.1%	41.3%	21.8%	25.9%	39.2%	49.9%	40.4%	39.7%	25.9%	34.4%	38.1%	
Planned Trip More Than 90 Days in Advance	15.6%	14.0%	16.7%	14.8%	14.8%	22.5%	9.7%	14.4%	38.3%	15.3%	6.5%	8.5%	15.0%	37.7%	14.2%	17.7%	10.4%	14.0%	17.2%	
Assisted By Travel Agent in Planning Trip	3.7%	2.8%	4.8%	3.0%	2.2%	7.3%	0.6%	9.0%	21.2%	1.2%	0.3%	0.6%	15.4%	2.7%	3.8%	3.5%	3.5%	3.5%	3.9%	
Lodged Along Strip Corridor	70.2%	57.1%	71.8%	73.4%	64.8%	79.8%	61.9%	78.1%	76.9%	65.7%	75.8%	68.9%	67.2%	88.8%	100.0%	0.0%	70.7%	69.8%		
Lodged Downtown	5.7%	2.4%	5.5%	5.9%	7.4%	5.9%	5.4%	3.4%	4.7%	4.9%	9.1%	5.4%	5.7%	100.0%	0.0%	0.0%	5.4%	6.0%		
Traveled with Someone under 21	16.4%	18.6%	21.3%	13.9%	5.1%	9.7%	22.1%	7.2%	20.5%	19.4%	10.4%	17.0%	16.6%	13.7%	10.2%	12.7%	27.6%	14.5%	18.4%	
Gambled During Visit	78.6%	65.0%	79.3%	80.4%	80.1%	79.7%	77.6%	68.4%	79.2%	73.9%	95.6%	84.6%	76.6%	72.0%	88.0%	84.0%	62.1%	80.2%	77.0%	
Average Hours Gambled per Day (if gambled)	2.4	2.1	2.3	2.4	2.7	2.0	2.7	2.0	2.6	2.0	3.2	2.9	2.2	1.6	2.4	2.4	2.5	2.6	2.1	
Attended a Show	25.7%	31.4%	26.0%	24.9%	22.9%	34.6%	18.1%	20.0%	58.5%	25.4%	13.9%	19.5%	24.8%	46.8%	17.3%	29.3%	17.8%	22.5%	29.0%	
Attended a Sporting Event	6.0%	10.4%	6.3%	4.7%	5.5%	4.0%	7.7%	6.0%	7.0%	2.7%	7.0%	5.1%	7.0%	1.6%	4.4%	6.9%	11.3%	6.9%	5.0%	
Viewed a Sporting Event During Trip (at a sportsbook, watch party, or on TV)	12.4%	15.5%	11.7%	12.0%	13.9%	11.6%	13.1%	21.0%	15.4%	11.1%	11.0%	14.5%	13.1%	3.6%	7.6%	11.6%	15.7%	15.4%	9.4%	
Attended Other Paid Attraction	31.1%	36.0%	35.4%	27.7%	22.5%	41.7%	22.1%	22.2%	57.3%	33.5%	16.6%	18.9%	31.8%	61.0%	29.2%	33.9%	24.1%	26.4%	35.9%	
Visitor Satisfaction - Very Satisfied	87.1%	77.4%	88.7%	87.2%	87.4%	89.1%	85.4%	85.1%	85.1%	86.5%	90.5%	86.3%	86.0%	94.5%	89.4%	88.3%	83.3%	87.9%	86.3%	
Visitor Satisfaction - Somewhat Satisfied	10.6%	18.5%	9.4%	11.1%	8.9%	9.4%	11.6%	12.3%	10.7%	10.7%	8.6%	11.8%	11.1%	4.7%	7.4%	9.6%	13.9%	9.9%	11.3%	
Visitor Expectations - Exceeded Expectations	48.3%	50.3%	54.9%	44.1%	35.4%	57.2%	40.8%	51.0%	65.3%	48.6%	38.8%	41.8%	47.5%	70.5%	51.5%	52.1%	37.7%	47.1%	49.6%	
Visitor Expectations - Met Expectations	46.7%	40.4%	40.4%	52.1%	58.2%	39.2%	53.1%	43.6%	28.6%	46.2%	57.5%	52.2%	47.4%	28.1%	45.2%	43.4%	55.9%	49.1%	44.2%	
Average Room Rate Paid (excluding Package Purchasers)	\$171.98	\$152.97	\$177.53	\$174.28	\$157.27	\$187.53	\$156.39	\$177.86	\$0.00	\$180.37	\$125.00	\$161.92	\$173.90	\$187.80	\$133.75	\$179.50	\$152.87	\$170.98	\$173.15	
Average Number of Nights Stayed	3.3	3.0	3.3	3.3	3.2	4.0	2.6	3.5	4.2	3.3	2.7	2.7	3.2	5.1	3.2	3.4	2.9	3.2	3.3	
Average Number of People per Room	2.3	2.9	2.5	2.2	2.0	2.2	2.5	1.6	2.7	2.4	2.3	2.4	2.3	2.4	2.2	2.3	2.5	2.2	2.4	
Average Expenditures per Trip on Room / per person	\$239.60	\$155.63	\$234.64	\$267.60	\$247.27	\$344.23	\$164.75	\$378.16	\$0.00	\$242.56	\$150.26	\$181.19	\$243.30	\$391.73	\$192.47	\$264.01	\$176.75	\$242.20	\$236.46	
Average Spent per Trip on Food & Drink	\$564.73	\$470.42	\$586.99	\$589.43	\$488.68	\$679.27	\$466.92	\$637.84	\$826.20	\$554.56	\$443.95	\$489.18	\$558.77	\$798.97	\$534.71	\$612.24	\$444.02	\$571.16	\$557.66	
Average Spent per Trip on Local Transportation	\$152.68	\$186.13	\$164.67	\$141.32	\$120.63	\$202.85	\$109.93	\$208.92	\$296.73	\$145.39	\$83.15	\$113.80	\$165.03	\$197.97	\$114.94	\$155.82	\$152.42	\$158.01	\$147.28	
Average Spent per Trip on Shopping	\$249.21	\$298.04	\$250.88	\$244.98	\$226.16	\$277.71	\$225.04	\$223.99	\$571.94	\$235.29	\$153.38	\$207.89	\$247.35	\$369.89	\$169.71	\$249.30	\$266.19	\$247.52	\$251.09	
Average Spent per Trip on Show / Entertainment	\$108.54	\$109.71	\$116.97	\$104.73	\$88.58	\$140.81	\$81.09	\$80.48	\$249.80	\$109.71	\$53.64	\$80.57	\$107.41	\$190.24	\$82.74	\$120.12	\$83.10	\$94.90	\$122.59	
Average Spent per Trip on Sightseeing	\$46.96	\$58.64	\$58.00	\$39.49	\$39.49	\$55.37	\$39.80	\$44.11	\$123.09	\$43.92	\$21.87	\$34.17	\$51.79	\$58.31	\$30.07	\$45.95	\$53.32	\$43.69	\$50.38	
Average Spent Per Trip on Sporting Events of any kind	\$14.77	\$7.84	\$15.40	\$16.38	\$13.12	\$13.32	\$16.01	\$16.73	\$28.16	\$13.98	\$9.98	\$11.93	\$17.15	\$10.87	\$4.95	\$14.04	\$18.83	\$20.29	\$9.09	
Average Spent Per Trip on Parking/Parking Fees	\$19.72	\$21.52	\$24.45	\$15.28	\$13.80	\$8.86	\$28.96	\$21.83	\$26.39	\$19.28	\$17.04	\$30.55	\$16.70	\$4.95	\$16.75	\$19.90	\$19.88	\$20.24	\$19.13	
Average spent per Trip on Misc. / Other	\$13.73	\$17.04	\$15.20	\$12.65	\$9.62	\$10.44	\$16.53	\$26.42	\$26.19	\$11.76	\$7.97	\$14.71	\$0.00	\$10.31	\$10.95	\$21.89	\$15.82	\$15.82	\$11.57	
Total Non-Gaming Expenditures per Trip	\$1,409.94	\$1,324.96	\$1,467.21	\$1,431.86	\$1,229.66	\$1,732.85	\$1,149.03	\$1,638.50	\$2,148.51	\$1,376.45	\$941.25	\$1,166.28	\$1,422.21	\$2,022.93	\$1,156.65	\$1,492.32	\$1,236.39	\$1,413.83	\$1,405.26	
Gambling Budget (among those who gambled)	\$787.54	\$396.41	\$747.31	\$849.52	\$969.19	\$826.80	\$753.72	\$706.66	\$759.40	\$644.73	\$1,139.48	\$852.84	\$745.85	\$793.97	\$821.62	\$825.03	\$643.10	\$928.48	\$638.58	
Gambling Budget (among all visitors including those that spent \$0)	\$619.01	\$257.80	\$592.27	\$683.24	\$775.88	\$659.24	\$585.03	\$483.21	\$601.72	\$476.44	\$1,088.84	\$721.87	\$571.10	\$571.40	\$722.81	\$693.12	\$399.25	\$744.75	\$491.52	
Total Gaming Budget and Non-Gaming Expenditures	\$2,028.94	\$1,582.76	\$2,059.47	\$2,115.10	\$2,005.55	\$2,392.09	\$1,734.06	\$2,121.71	\$2,750.23	\$1,852.89	\$2,030.08	\$1,888.15	\$1,993.31	\$2,594.33	\$1,879.46	\$2,185.44	\$1,635.64	\$2,158.58	\$1,896.78	
Average Number of Days Stayed	4.3	4.0	4.3	4.3	4.2	5.0	3.6	4.5	5.2	4.3	3.7	3.7	4.2	6.1	4.2	4.4	3.9	4.2	4.3	
Total Spending / Budget per Day	\$476.28	\$399.71	\$482.45	\$486.26	\$479.18	\$478.60	\$477.82	\$474.06	\$530.76	\$434.28	\$545.21	\$514.61	\$472.64	\$427.63	\$448.34	\$495.40	\$423.11	\$515.58	\$515.58	
Eastern states	7.1%	4.3%	5.8%	9.8%	6.5%	14.4%	0.9%	14.8%	5.1%	7.2%	4.5%	0.0%	12.5%	0.0%	5.2%	8.3%	4.2%	8.5%	5.7%	
Southern states	12.3%	13.6%	10.7%	12.3%	13.4%	24.1%	2.2%	13.4%	12.8%	8.1%	0.0%	21.6%	14.1%	0.0%	14.1%	13.3%	9.2%	12.7%	11.8%	
Midwestern states	10.1%	9.6%	8.9%	11.7%	10.4%	18.9%	2.5%	14.3%	10.1%	11.5%	4.3%	0.0%	17.7%	0.0%	9.4%	11.4%	6.7%	9.8%	10.3%	
Western states	59.0%	68.3%	62.7%	51.0%	60.2%	18.7%	93.3%	41.3%	39.0%	57.1%	80.8%	100.0%	48.2%	0.0%	59.1%	52.1%	77.3%	59.3%	58.6%	
California	36.0%	41.5%	40.2%	29.7%	33.8%	7.8%	60.0%	25.4%	25.8%	32.7%	54.1%	100.0%	7.7%	0.0%	34.8%	34.5%	40.1%	36.7%	35.1%	
Northern California	4.4%	3.6%	5.3%	3.7%	3.6%	3.6%	5.1%	5.1%	4.9%	4.3%	4.2%	0.0%	7.7%	0.0%	4.5%	3.5%	6.7%	4.2%	4.6%	
Southern California	31.6%	37.9%	34.9%	26.0%	30.2%	4.2%	54.9%	20.2%	20.9%	28.4%	49.9%	100.0%	0.0%	0.0%	30.4%	30.9%	33.5%	32.6%	30.5%	
Arizona	11.0%	12.5%	11.7%	10.1%	9.8%	1.2%	19.4%	6.2%	4.3%	10.6%	17.1%	0.0%	19.3%	0.0%	12.8%	7.5%	20.0%	10.5%	11.5%	
Other Western states	12.0%	14.3%	10.8%	11.2%	16.5%	9.8%	14.0%	9.0%	13.8%	9.6%	0.0%	0.0%	21.1%	0.0%	11.4%	10				