



2024

LAS VEGAS

VISITOR PROFILE STUDY



Prepared for:

Las Vegas Convention and Visitors Authority

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EXECUTIVE SUMMARY

In 2024 Las Vegas continued to provide an experience that had visitors coming back for more. Around six in seven visitors had visited Las Vegas in the past, reaching a new high. Nearly all visitors were satisfied with their visit, and even more than in past years were likely to say that Las Vegas significantly exceeded their expectations. Visitors were more likely than in past years to plan and book their trip more than a month in advance. Spending continued to be strong in 2024, with significant increases from 2023 on spending for lodging, food and drink, and shopping among all visitors. Among the findings of the 2024 report, below are some highlights:

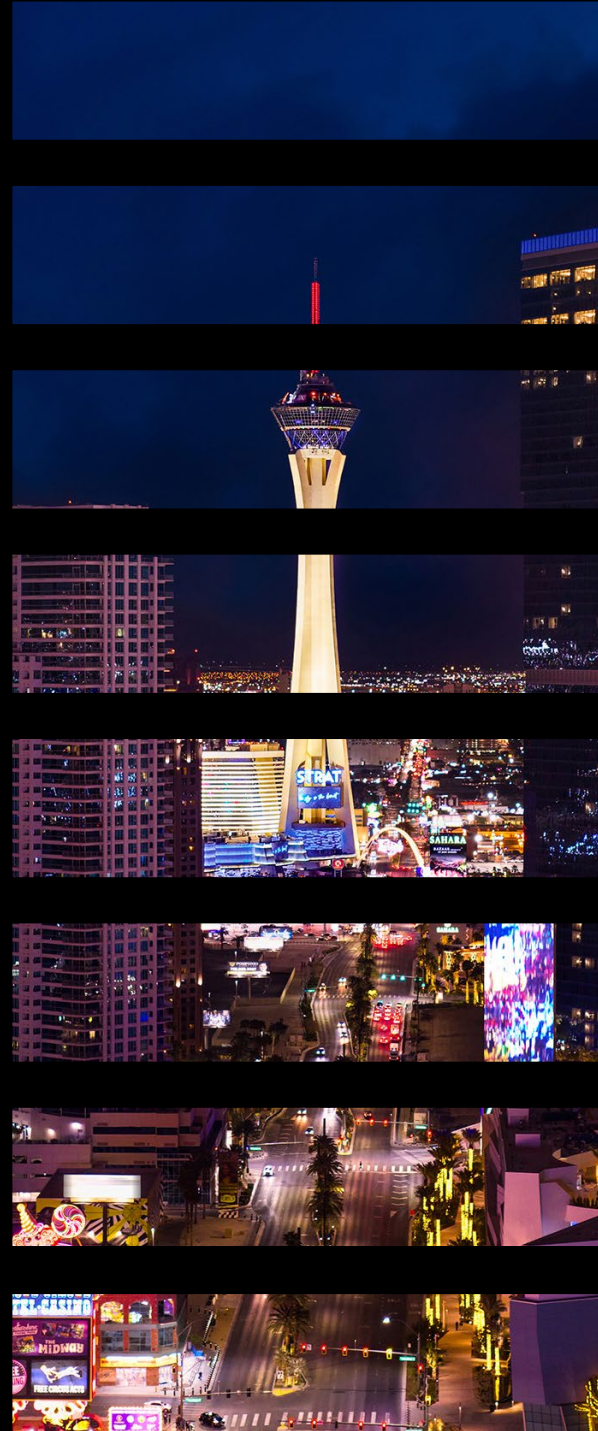
- **Highly Satisfied Visitors:** Nearly nine in ten (87%) visitors to Las Vegas in 2024 said that they were “Very Satisfied” with their visit, while 10% said they were “Somewhat Satisfied”. Only 2% of visitors were dissatisfied with their visit.
- **Exceeding Expectations:** Over one-half of 2024 visitors (54%) said that Las Vegas exceeded their expectations, up from 48% last year.
- **Fewer People per Room:** The average number of people per room (2.2) was down slightly from 2.3 in 2023 but still up significantly from norms of 2.0 pre-pandemic.
- **Downtown Continues to Draw:** More than half (52%) of visitors included a visit to the Downtown area of Las Vegas, down from 58% in 2022 but ahead of 42% in 2019.
- **Visitors Planning Trips Further in Advance:** Nearly three in five visitors (59%) said they planned their trip more than a month in advance, while 55% said they booked their accommodations more than a month in advance, both up from past results.
- **Longer Trips:** Visitors to Las Vegas in 2024 stayed an average of 3.4 nights and 4.4 days, up slightly from 3.3 nights and 4.3 days in 2023.
- **Strong Non-Gaming Spend:** Per-trip spending increased significantly among all visitors for lodging, food and drink and shopping.
- **Gaming Remains Strong:** Four in five visitors gambled during their stay (78%), and the average trip gaming budget was \$820.15, similar to last year and above 2019-2022 results.
- **Employed, Well Educated, High Income:** More visitors than last year were employed (86%), college graduates (47%) and earning \$100,000 or more (64%). The average age of visitors in 2024 was 43.6 years old.
- **International Visits:** One in eight visitors (12%) came from abroad, the same as last year, up from 9% in 2022, 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 2024 Las Vegas visitors with 2021-2023 visitors as well as pre-pandemic visitors from 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 2024 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, 5,418 interviews were conducted during 2024.

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 2024 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.

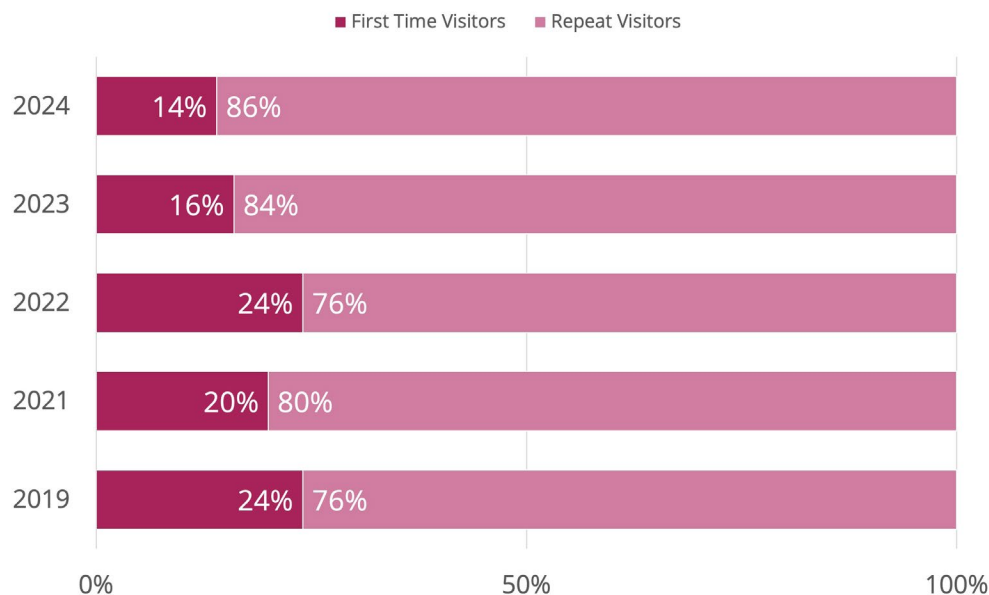
This report presents the results of the 2024 study, as well as for 2021, 2022, 2023 and the previous calendar year before the pandemic (2019; no report was issued in 2020).

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 seven (14%) visitors were making their first trip to Las Vegas, down from prior years.

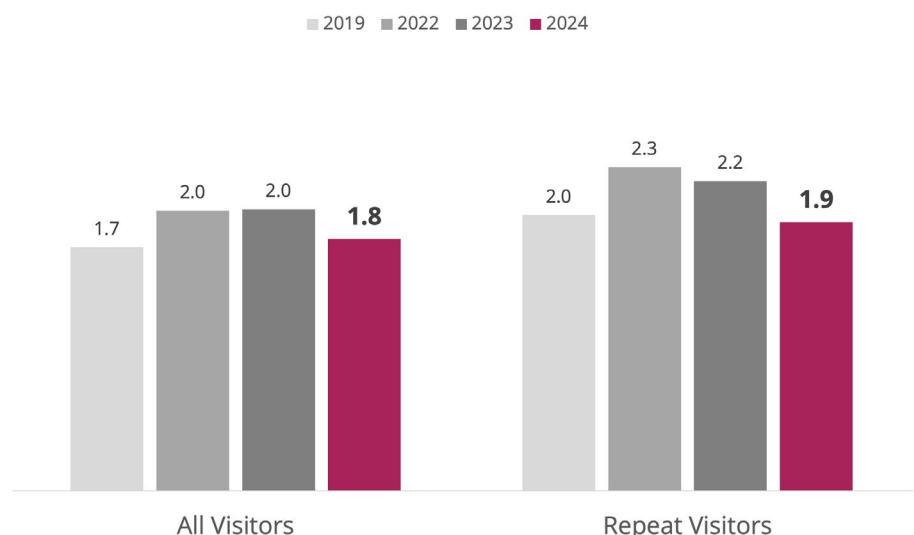


Average number of visits decreased.

The average number of visits to Las Vegas in the past year for all visitors was 1.8, down from 2.0 in 2022 and last year.

Among repeat visitors, the average number of visits was 1.9, down from 2.3 in 2022 and 2.2 last year. About two in five (43%) 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**

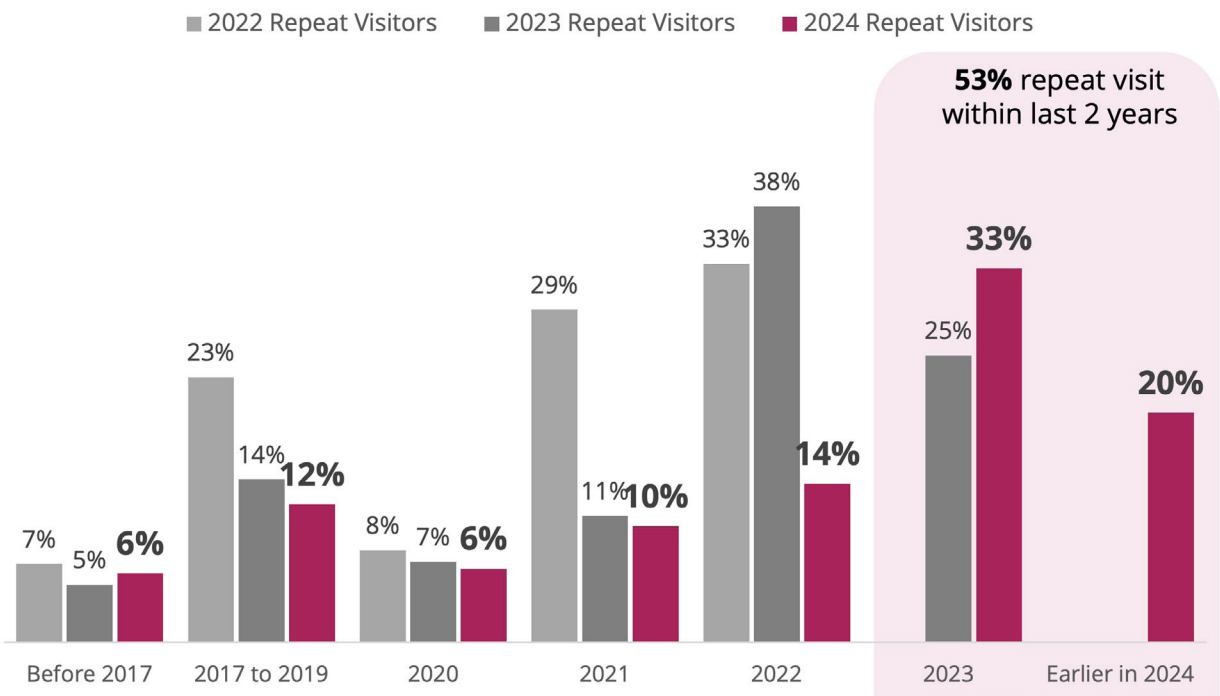


Note: Not asked in 2021.

WHY VEGAS

Most repeat visitors did not wait very long in between their last visit and this one.
Half (53%) of 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)

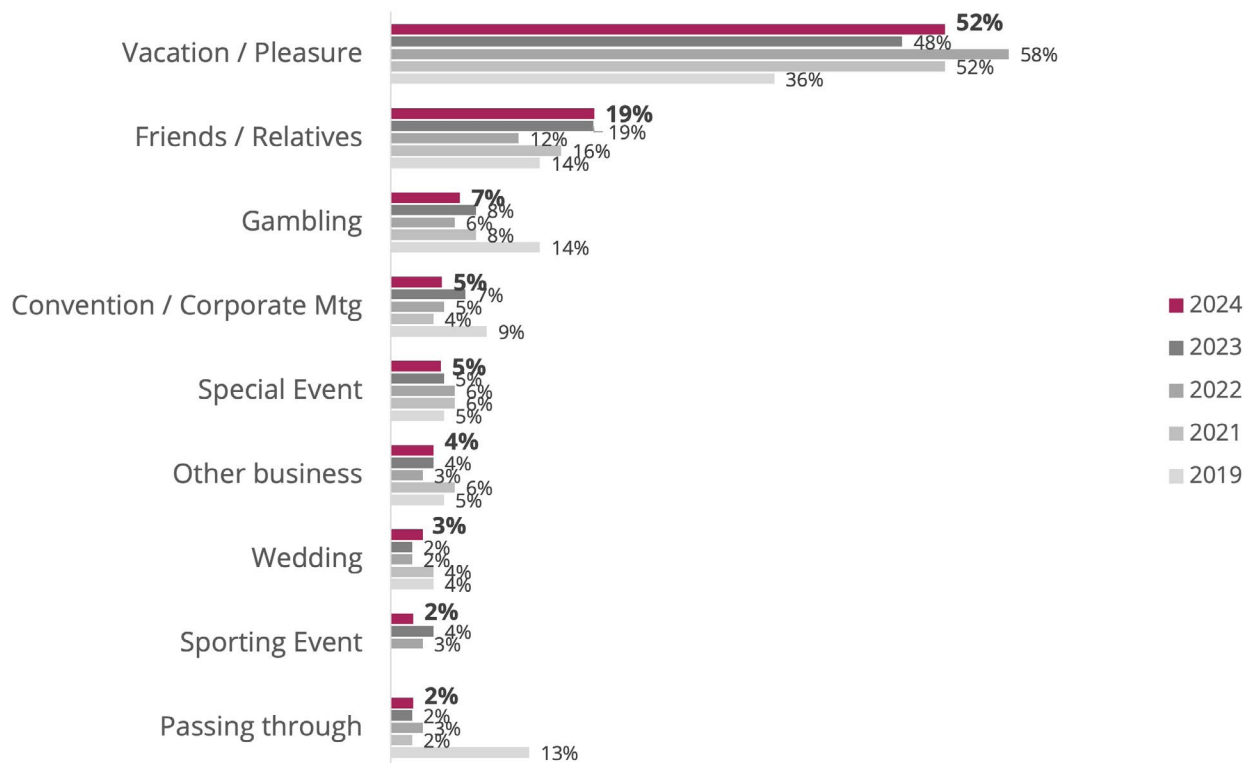


WHY VEGAS

Main reason for most visits is just fun!

Half (52%) of 2024 visitors said the main purpose of their trip was for vacation/pleasure, up from 48% last year. Fewer visitors said the main purpose of their trip was for a convention or corporate meeting (5% vs. 7%).

FIGURE 4: Primary Purpose of Current Visit

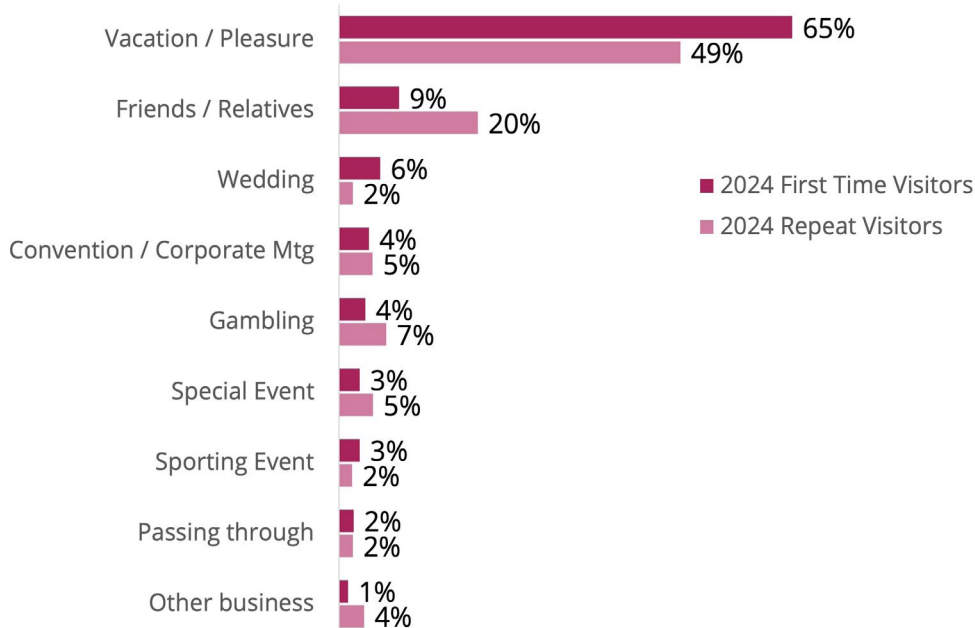


The purpose of trips differs in some ways between first-timers and repeat visitors.

First time visitors to Las Vegas were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (65% vs. 49%), and wedding related purposes (6% vs. 2%).

Repeat visitors were more likely than first time visitors to say they were visiting friends/relatives (20% vs. 9%), came to gamble (7% vs. 4%) or to attend a special event (5% vs. 3%).

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



SPOTLIGHT: GEN Z vs. MILLENNIALS

VISITOR PROFILE SPOTLIGHT: Gen Z vs. Millennials

Gen Z visitors (ages 21-27) represent 7% of 2024 Las Vegas visitors, and Millennial visitors (ages 28-43) represent nearly half of 2024 Las Vegas visitors (46%). Gen Z visitors were more likely than Millennial visitors to be Hispanic/Latino or Asian. Gen Z visitors took part in more activities during their visit than Millennials, and were more likely to be visiting Las Vegas for a special personal occasion. Gen Z visitors traveled in larger parties than Millennials and were more likely to book their trip two weeks or less in advance, and to pay a package or tour group rate. They were less likely than Millennials to say they were very satisfied with their visit, or to say that Las Vegas exceeded their expectations, but they were also more likely than Millennials to say they planned to return to Las Vegas within the next 12 months.



	Gen Z (373)	Millennial (2,484)
BASE		
DEMOGRAPHICS		
Female	58%	57%
Employed	68%	93%
College Graduate/Graduate School (NET)	36%	47%
Married	20%	44%
Ethnicity - White	44%	54%
Ethnicity - Hispanic/Latino	31%	18%
Ethnicity - Asian	12%	6%
\$100k+ HHI	17%	61%
GEOGRAPHY		
Live in the West	67%	60%
International	6%	12%
TRIP PLANNING		
Booked Accommodations < 2 wks in advance	45%	24%
Number of People per Room (MEAN)	2.8	2.3
Package/Tour Group Rate	24%	13%
TRIP CHARACTERISTICS		
First-Time Visitor	34%	16%
Arrived by Ground Transportation	67%	58%
Visiting for Special Personal Occasion	38%	26%
Attended Shows/Entertainment	32%	20%
Attended Sporting Event	9%	4%
Went to a Paid Attraction	36%	27%
Went to a Nightclub	30%	18%
Went to a Museum/Aquarium	19%	9%
Went to an Immersive Experience	19%	9%
Visited Downtown	70%	54%
Visited other areas of Nevada	28%	10%
Number of Adults in Party (MEAN)	3.1	2.5
Nights Stayed (MEAN)	3.3	3.4
Gambled During Stay	64%	79%

	Gen Z (373)	Millennial (2,484)
BASE		
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	\$575.01	\$767.91
Accommodations (per night)	\$170.96	\$191.88
Food and Drink	\$541.04	\$636.80
Local Transportation	\$226.38	\$165.36
Shopping	\$444.72	\$263.78
Shows/Entertainment	\$93.54	\$62.76
Sightseeing	\$61.71	\$47.28
Sporting Events	\$20.62	\$8.25
TRIP PERCEPTIONS		
Very Satisfied with Visit	73%	87%
Visit Exceeded Expectations	49%	66%
Highly Likely to Recommend Las Vegas (rated top 3 on 10-pt scale)	80%	90%
Expect to Return Within 12 Months	50%	41%
SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Facebook	52%	66%
Instagram	80%	67%
TikTok	72%	39%
X (fka Twitter)	34%	17%
YouTube	67%	31%

SPOTLIGHT: GEN X

VISITOR PROFILE SPOTLIGHT: Gen X

Gen X visitors (visitors between the ages of 44 and 59) represent over one-third of 2024 Las Vegas visitors (38%). Gen X visitors were more likely than other visitors to be male, white, employed, and with a household income of over \$100,000. They were more likely than other visitors to say that they were very satisfied with their visit, and nearly half (46%) expect to return to Las Vegas within the next 12 months. One in ten worked at or attended a Convention, and overall, they were three times more likely to be visiting Las Vegas for some kind of business purpose (14% vs. 5% of other visitors). While they had fewer adults in their party on average (2.1 vs. 2.5), they had a longer average length of stay than other visitors (3.5 nights vs. 3.3 nights).



	Gen X (44-59) (2,085)	All Other Visitors (3,332)
BASE		
DEMOGRAPHICS		
Male	56%	44%
Employed	93%	81%
Ethnicity: White	68%	57%
\$100k+ HHI	81%	53%
GEOGRAPHY		
Live in So. CA	23%	34%
International	14%	11%
TRIP PLANNING		
Booked Accommodations by Calling Property Directly	17%	10%
If Online - Booked Directly Through Provider	47%	58%
If Online - Booked by Third Party Website	53%	41%
Number of People Per Room (MEAN)	2.1	2.3
Casino Comp Room Rate	14%	11%
TRIP CHARACTERISTICS		
First-Time Visitor	9%	17%
Arrived by Ground Transportation	46%	59%
Purpose of Visit: Business	14%	5%
Attended/Worked at Convention/Meeting	10%	7%
Visited Downtown	47%	55%
Number of Adults in Party (MEAN)	2.1	2.5
People Under 21 in Party	11%	14%
Nights Stayed (MEAN)	3.5	3.3
Gambled During Stay	78%	78%
Attended a Sporting Event	4%	5%
Went to a Paid Attraction	22%	27%
Went to a Nightclub	4%	18%
Went to a Museum/Aquarium	6%	10%

	Gen X (44-59) (2,085)	All Other Visitors (3,332)
BASE		
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	\$873.35	\$786.93
Accommodations (per night)	\$166.94	\$186.98
Food and Drink	\$616.58	\$614.12
Local Transportation	\$146.40	\$168.21
Shopping	\$271.78	\$287.03
Shows/Entertainment	\$55.53	\$67.91
Sightseeing	\$35.03	\$48.50
Sporting Events	\$14.22	\$11.05
TRIP PERCEPTIONS		
Very Satisfied With Visit	90%	85%
Visit Exceeded Expectations	47%	58%
Visit Met Expectations	49%	36%
Extremely Likely to Return for Vacation/Leisure	60%	49%
Highly Likely to Recommend Las Vegas (rated top 3 on 10-pt scale)	93%	88%
Expect to Return Within 12 Months	46%	43%
SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Facebook	68%	64%
Instagram	41%	62%
TikTok	21%	39%

WHY VEGAS

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

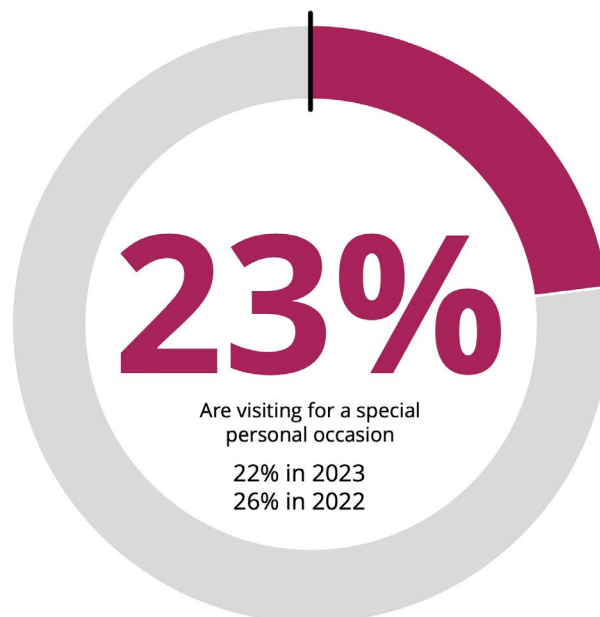
This was similar to 22% who gave this response in 2023.



DID YOU KNOW?

One-third of special occasion visitors (32%) arrived in Las Vegas on a Friday.

FIGURE 6: Visiting for Special Personal Occasion

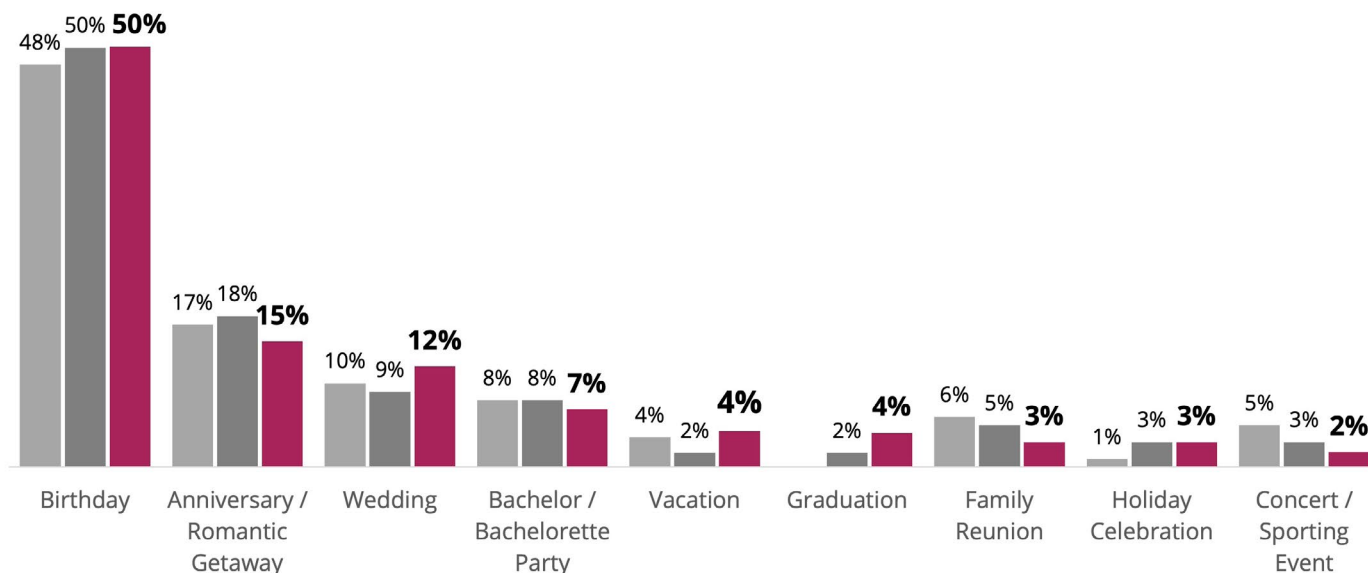


Birthday trips remain most popular, followed by love and romance related trips.

Visitors who said they had come to Las Vegas for a special personal occasion were asked what the special personal occasion was, and one-half (50%) said it was for a birthday, the same as last year. Romance was also in the air, as over one-third of these visitors said the special occasion was an anniversary or romantic getaway (15%), or a wedding (12%).

FIGURE 7: Special Personal Occasion Visiting For This Trip

■ 2022 ■ 2023 ■ 2024

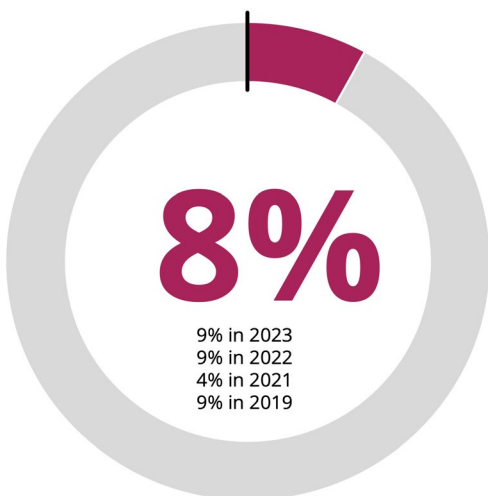


WHY VEGAS

Convention related visits holding steady.

Nearly one in ten (8%) visitors said they had attended or worked at a convention, trade show, association or corporate meeting during their trip, in line with 2023 (9%).

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



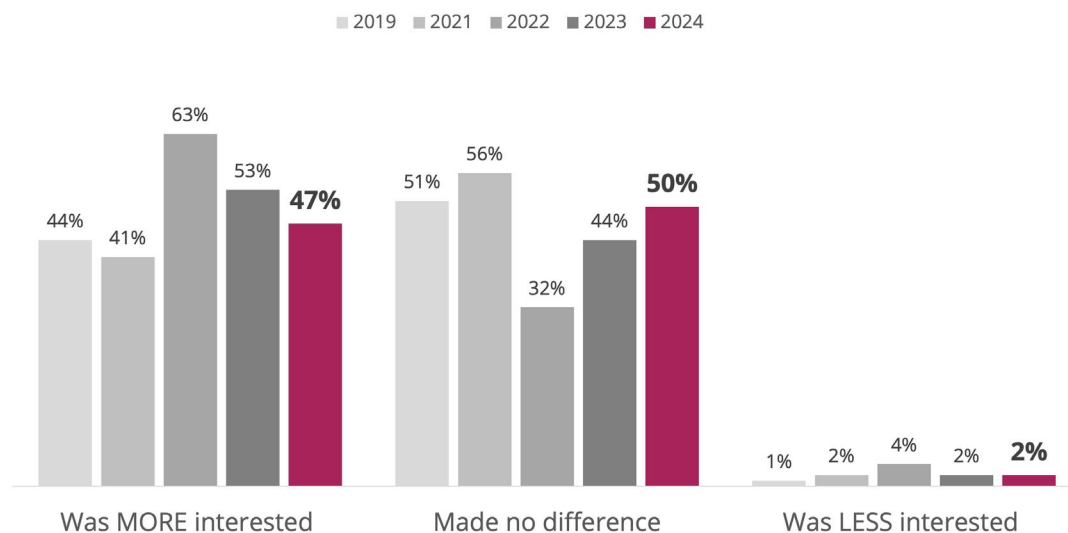
DID YOU KNOW?

Convention visitors were more likely than other visitors to be male (68%), to have arrived in Las Vegas by air (67%), to be visiting from the Eastern United States (17%), and to use LinkedIn (16%).

Nearly half of Convention Visitors 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, nearly half (47%) said they were more interested in attending the event because it was in Las Vegas. One-half of business visitors (50%) said it made no difference the event was in Las Vegas.

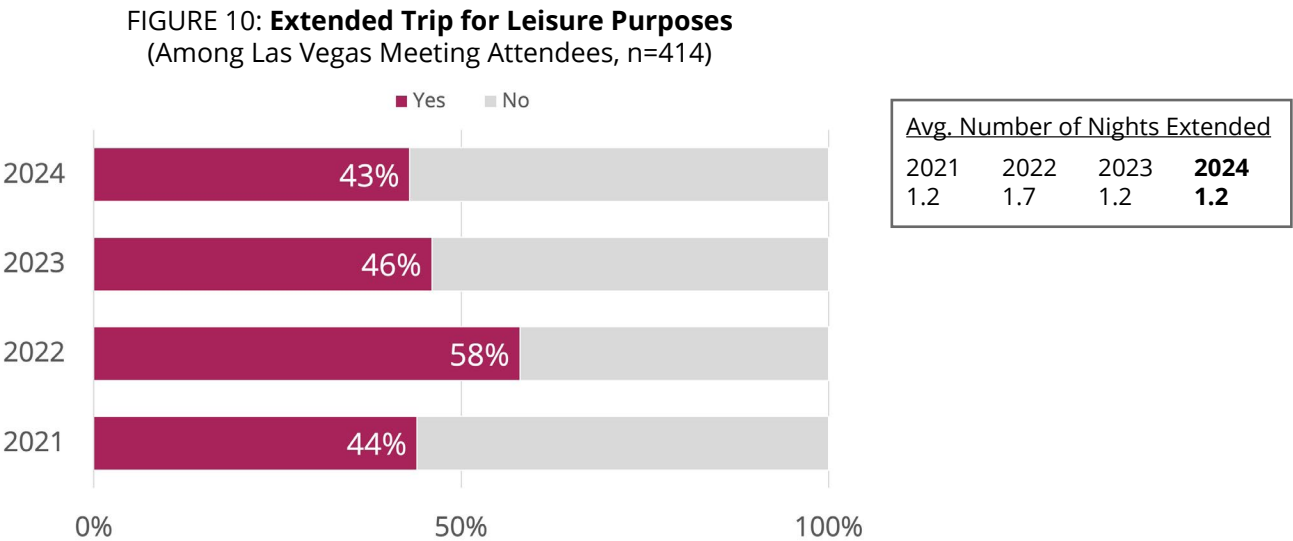
FIGURE 9: **Impact on Interest in Attending Conventions/Meetings**
(Among Las Vegas Meeting Attendees, n=414)



WHY VEGAS

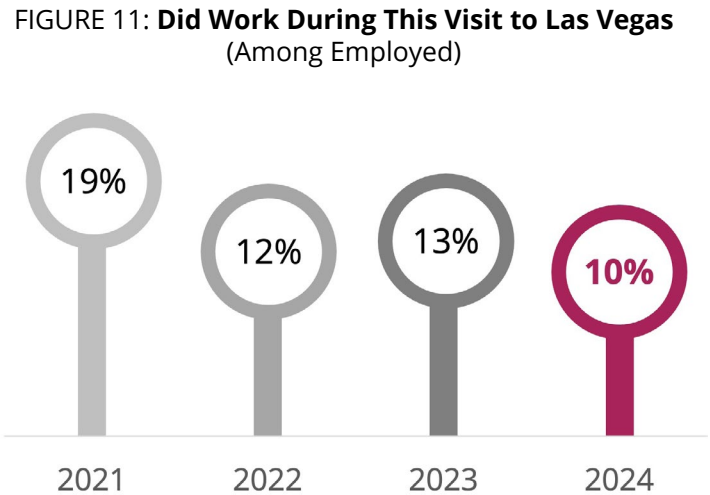
Fewer business visitors extending their stay to enjoy leisure time in Las Vegas.

About two in five (43%) of those who attended a convention or corporate meeting said they extended their stay for leisure purposes, down slightly from 2023. Among all convention visitors, the mean length by which they extended their stay was 1.2 nights, the same as previous year.



Fewer visitors are conducting work while visiting Las Vegas.

Among employed visitors, one in ten (10%) said they did some work during their visit, down from prior years.

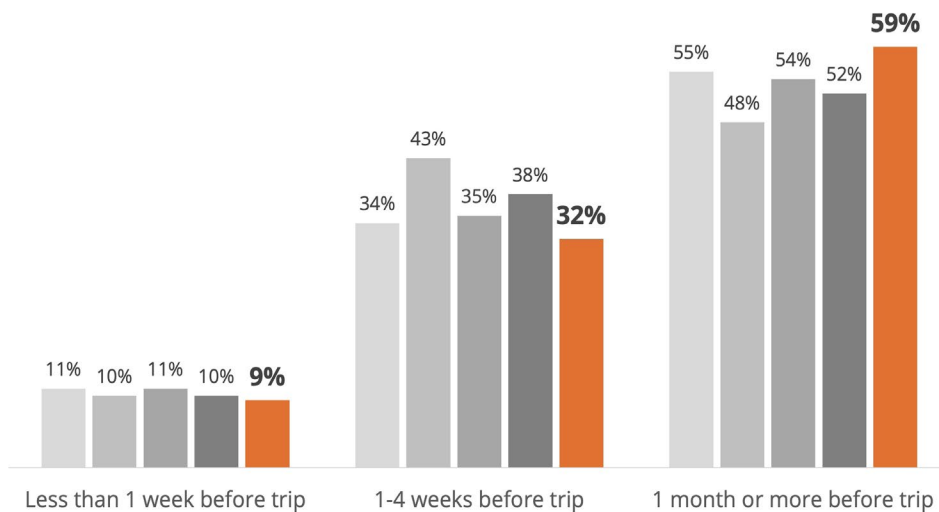


ON THE GO

ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

FIGURE 12: **Advance Trip Planning**

■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



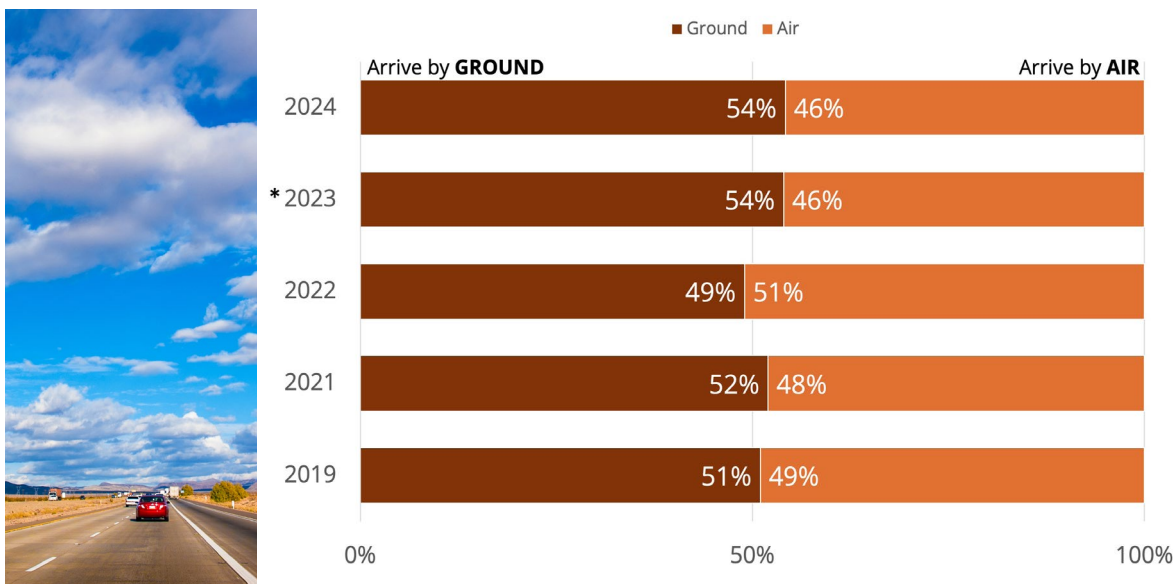
Visitors are more likely to plan their trip one month or more before travel.

About three in five (59%) planned their trip one month or more in advance, up from 52% last year. About one-third (32%) of Las Vegas visitors planned their trip between a week and a month ahead, down from past results.

Slight majority of visitors drive into Las Vegas.

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

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



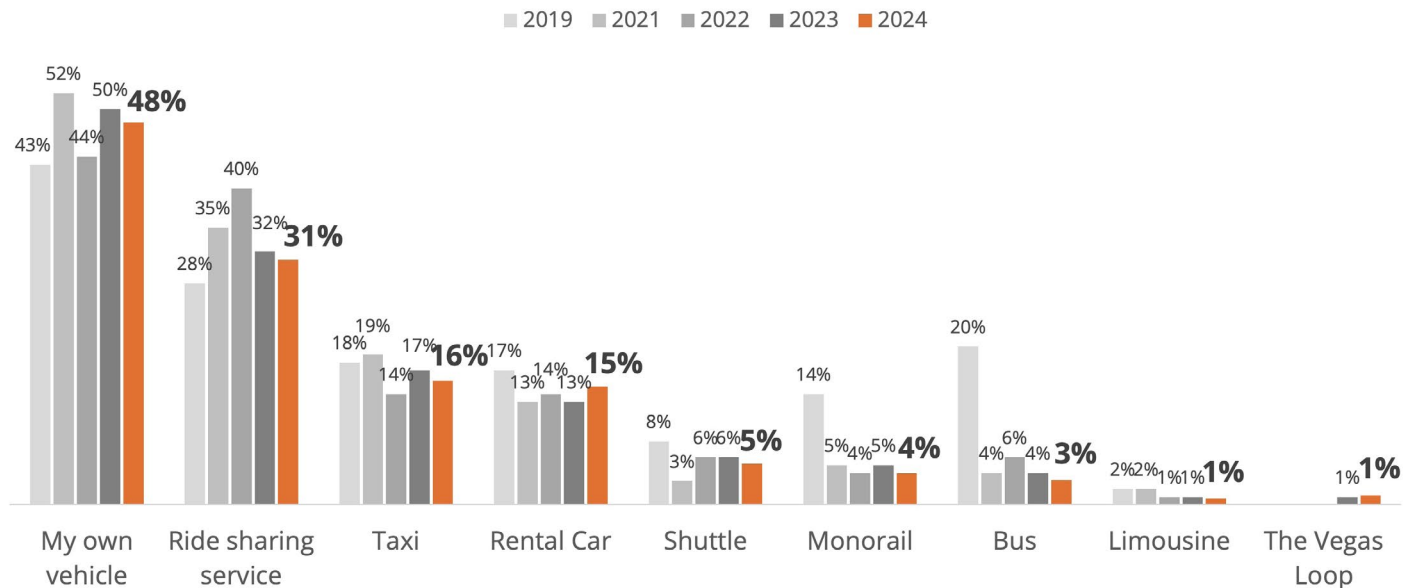
**Note: 2023 air/ground mix reflects enhanced weighting methodology with updated data sources; prior years reflect slightly different data sources.*

ON THE GO

Majority of visitors travel around town using their personal vehicle.

About one-half (48%) of visitors drove their own vehicle during their visit. About one third (31%) used a ride sharing service, while 16% took a taxi. Since last year, more visitors used a rental car (15% vs. 13%).

FIGURE 14: **How I Got Around Las Vegas**

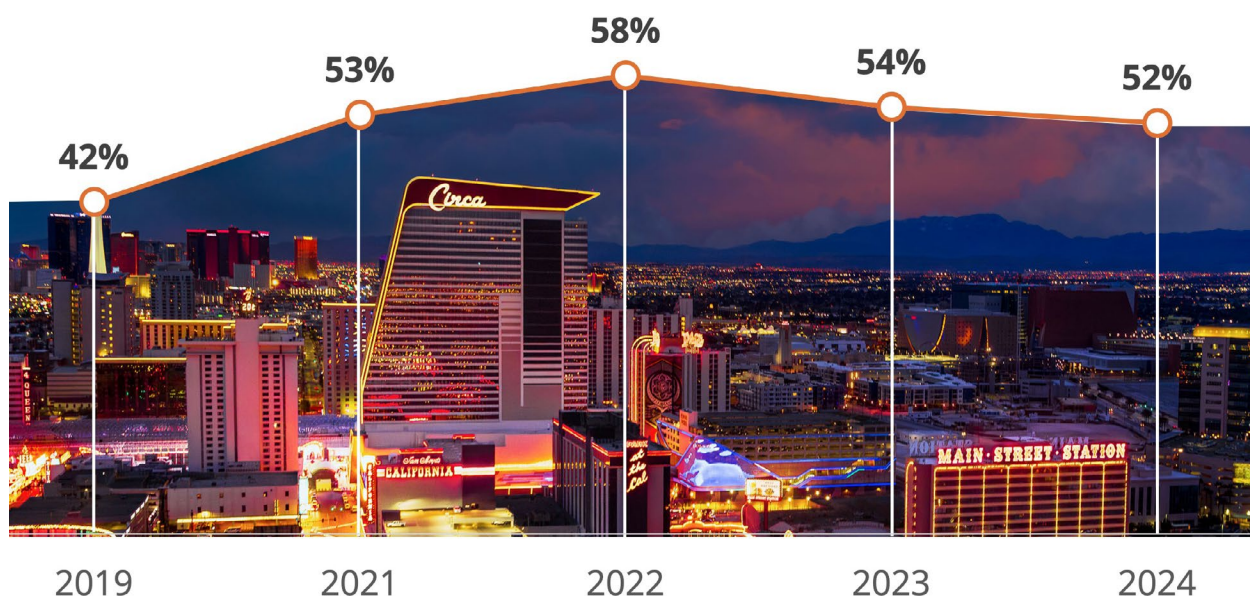


Note: Multiple responses permitted, "Vegas Loop" added in 2023

Interest in exploring Downtown Las Vegas remains higher than pre-pandemic.

About one-half (52%) visited Downtown Las Vegas during their stay, slightly down from 54% last year.

FIGURE 15: **Visited Downtown Las Vegas**



Fremont Street Experience remains a key draw for Downtown.

One-half (50%) of visitors who went Downtown said the main reason was to see the Fremont Street Experience, down from 54% last year. One in eight (12%) said they were lodging Downtown. Fewer visitors than last year said they went Downtown for dining purposes (5% vs. 9%).

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

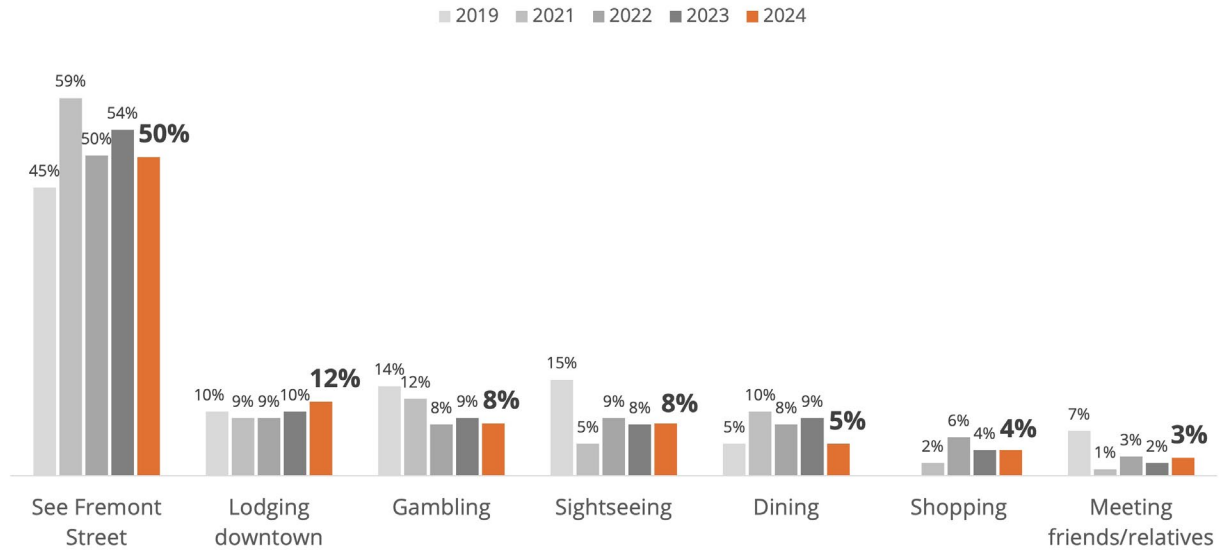
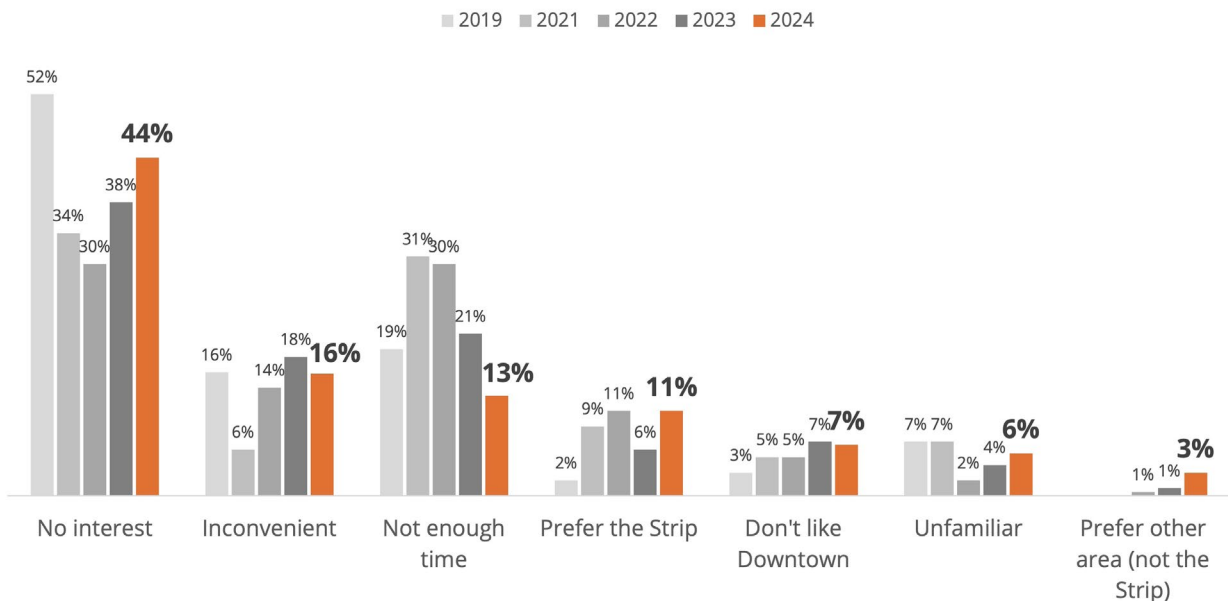


FIGURE 17: Reasons for NOT Visiting Downtown
(Among Non-Visitors to Downtown Las Vegas)



Visitors mainly focus their trip on Las Vegas rather than nearby places.

About one in ten visitors (11%) in 2024 visited nearby destinations before or after their trip to Las Vegas, down from 16% in 2022.

FIGURE 18: Visited Other Nearby Places

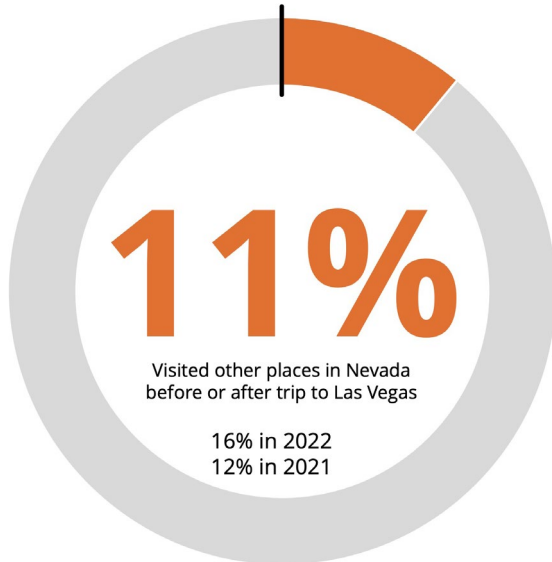
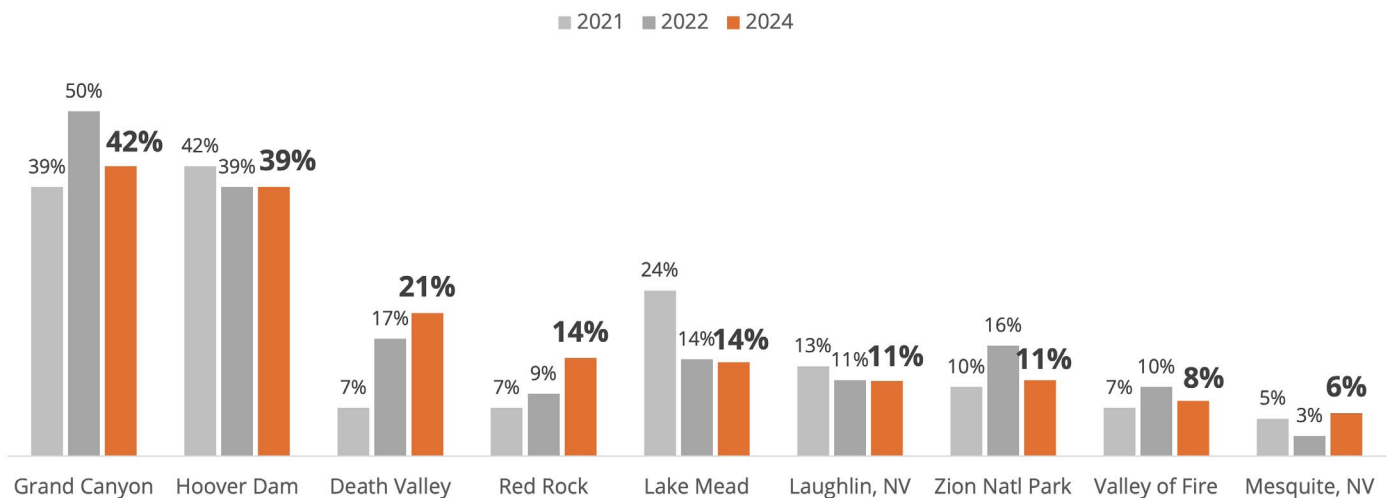


FIGURE 19: Other Nearby Places Visited
(Among Visitors to Other Places)



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

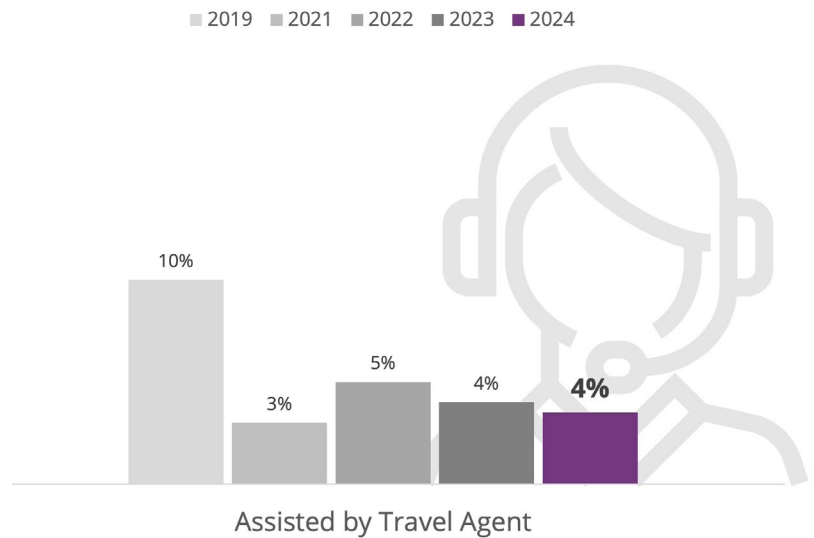
TRIP PLANNING

TRIP PLANNING: LODGING AND RESERVATIONS

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.

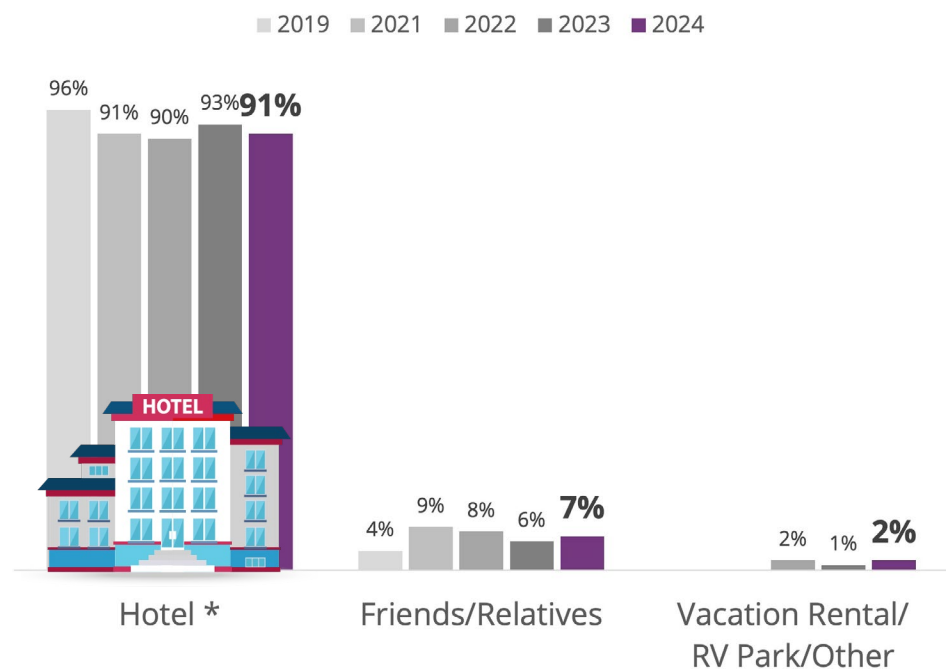
FIGURE 20: **Assisted by Travel Agent in Planning Trip**



Most visitors stay at a hotel.

About nine in ten (91%) visitors lodged at a hotel in 2024, down slightly from 93% in 2023. Seven percent (7%) of visitors lodged with friends or relatives.

FIGURE 21: **Type of Lodging**
(Among Overnight Visitors)



* Also includes respondents who stayed in a timeshare.

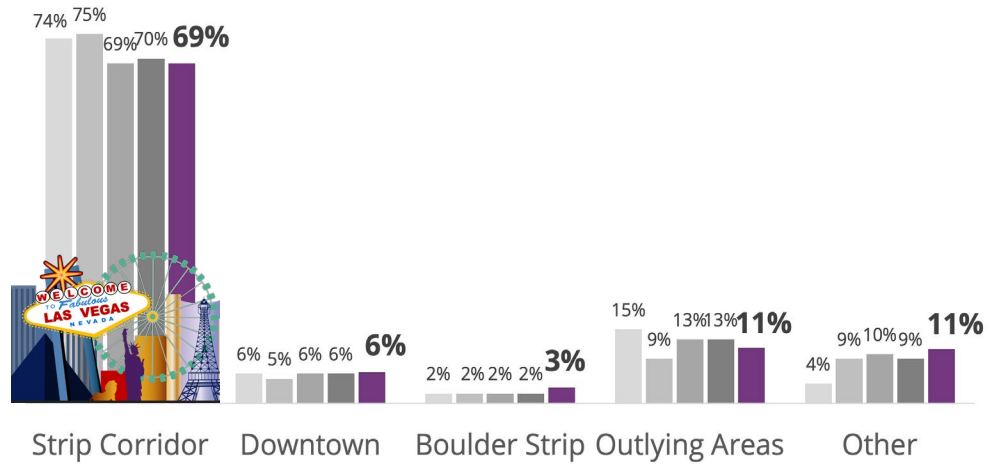
TRIP PLANNING

The Strip remains the most popular place to stay.

Nearly seven in ten (69%) visitors stayed on the Strip, similar results to the past couple of years.

FIGURE 22: **Location of Lodging**
(Among Overnight Visitors)

■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



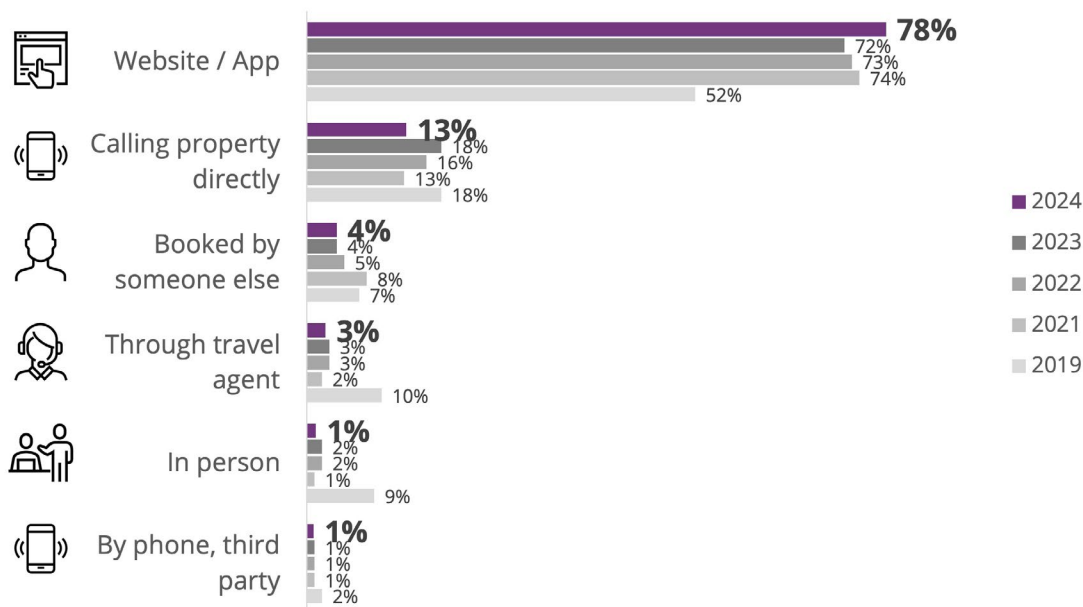
Note: The Strip Corridor includes properties on or near Las Vegas Boulevard, generally between Russell Road to the south and St. Louis Avenue to the north.

TRIP PLANNING

More visitors are booking through a website or app.

Nearly four in five visitors are booking online (78%), up from previous results. Fewer visitors are booking by calling the property directly (13%) compared to last year (18%).

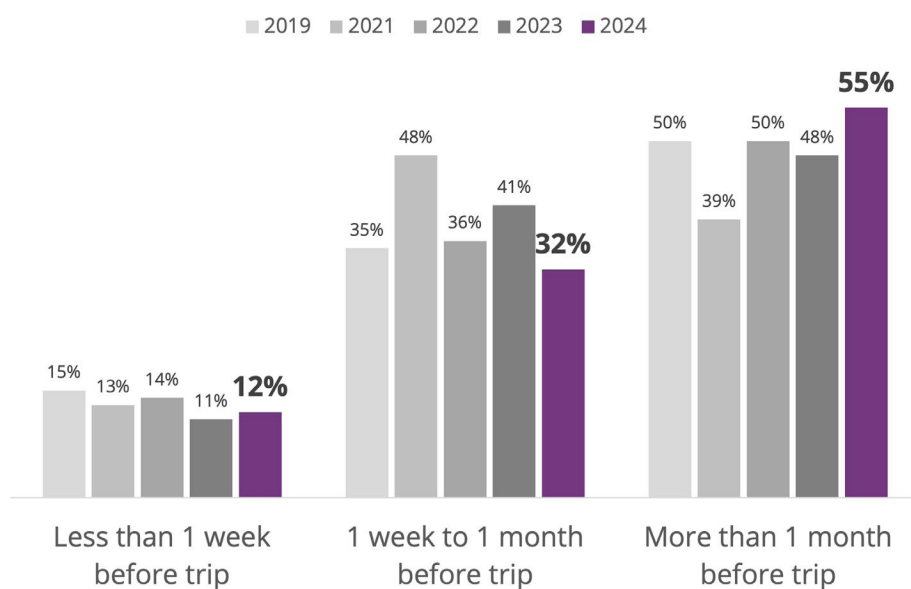
FIGURE 23: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)



More visitors are booking their trip more than one month in advance.

More than one half of visitors (55%) booked their accommodation more than one month before their trip, up from 48% last year. Fewer visitors than in 2023 booked their accommodation between one week to a month in advance (32% vs. 41%), while 12% booked their trip less than a week in advance.

FIGURE 24: **Advanced Booking of Accommodations**
(Among Those Who Stayed in Hotel)

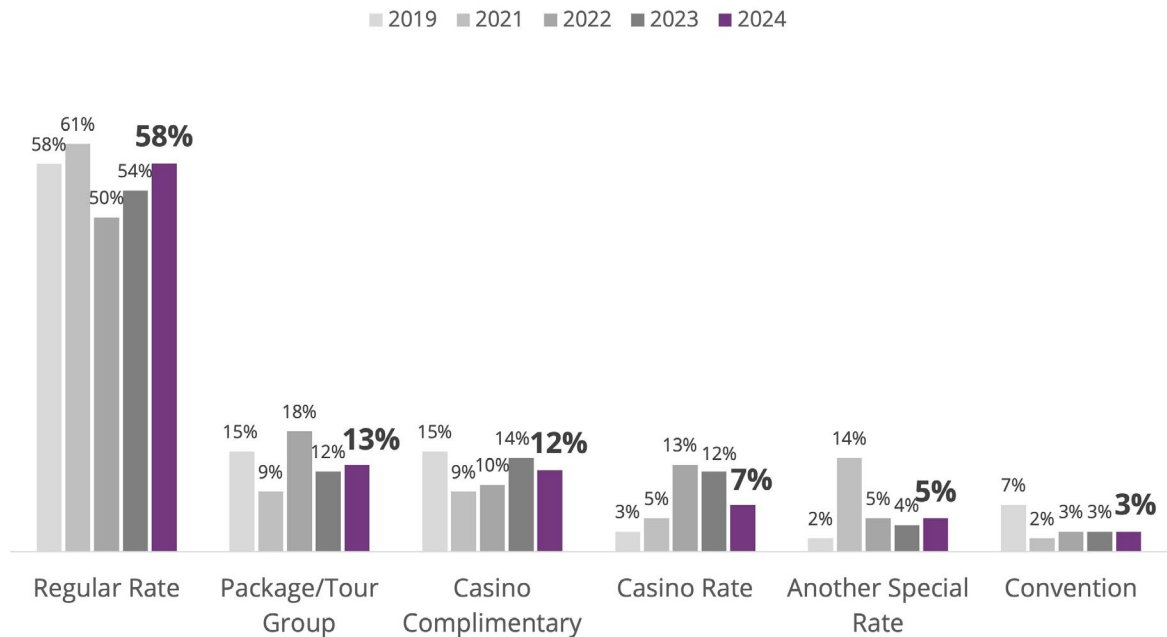


TRIP PLANNING

More than half of visitors are booking with the regular rate.

Nearly three in five (58%) of visitors booked their accommodation with a regular rate, up from 54% last year. Fewer visitors in 2024 booked their accommodation using a casino complimentary rate (12% vs. 14%), or a casino rate (7% vs. 12%) than in 2023.

FIGURE 25: **Type of Room Rate**
(Among Those Who Stayed in Hotel)



Visitors spending more on lodging.

Average nightly rates in 2024 reached a new high at \$179.10

FIGURE 26: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)



TRIP PLANNING

Visitors' length of stay up slightly from last year.

The average number of days (4.4) and nights (3.4) stayed in Las Vegas in 2024 increased from 2023 (4.3 days and 3.3 nights).

FIGURE 27: Number of Days Stayed (Length of Stay)

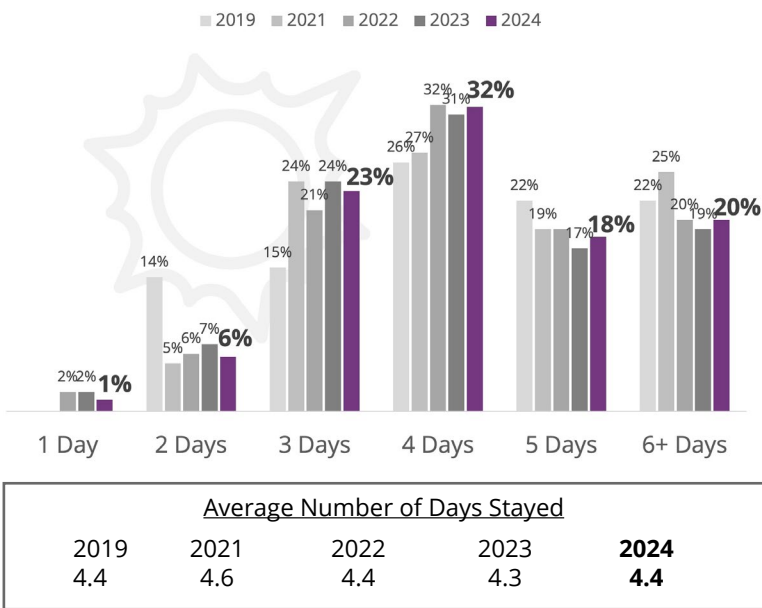
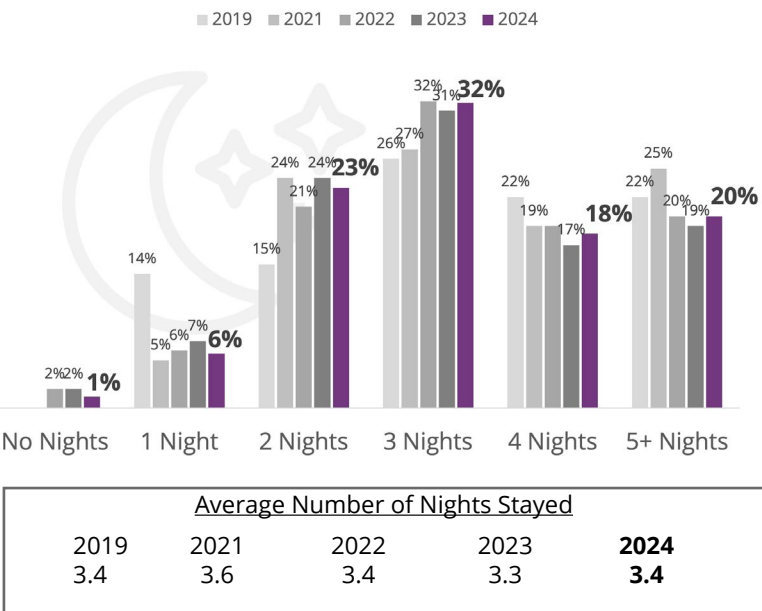


FIGURE 28: Number of Nights Stayed (Length of Stay)

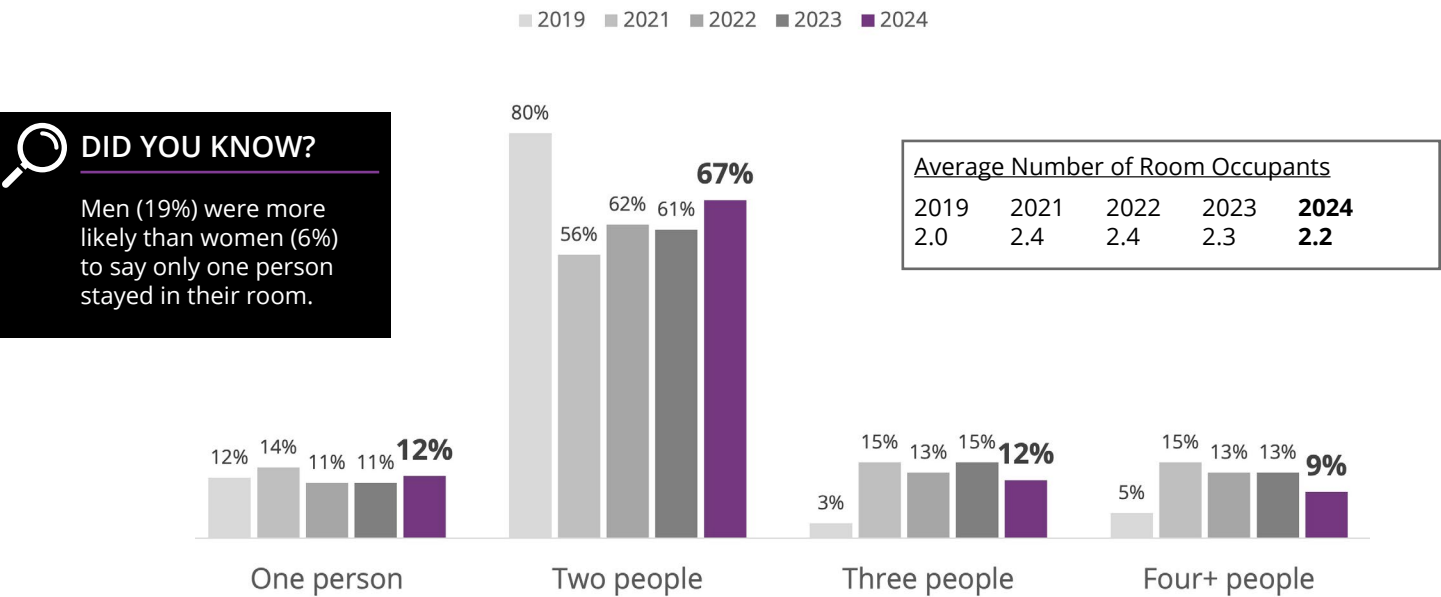


TRIP PLANNING

Visitors with 2 people per room on the rise.

The mean number of persons per room was 2.2, lower than recent years but higher than pre-pandemic. Two-thirds of visitors said two people stayed in their room, up from 2021 – 2023 results

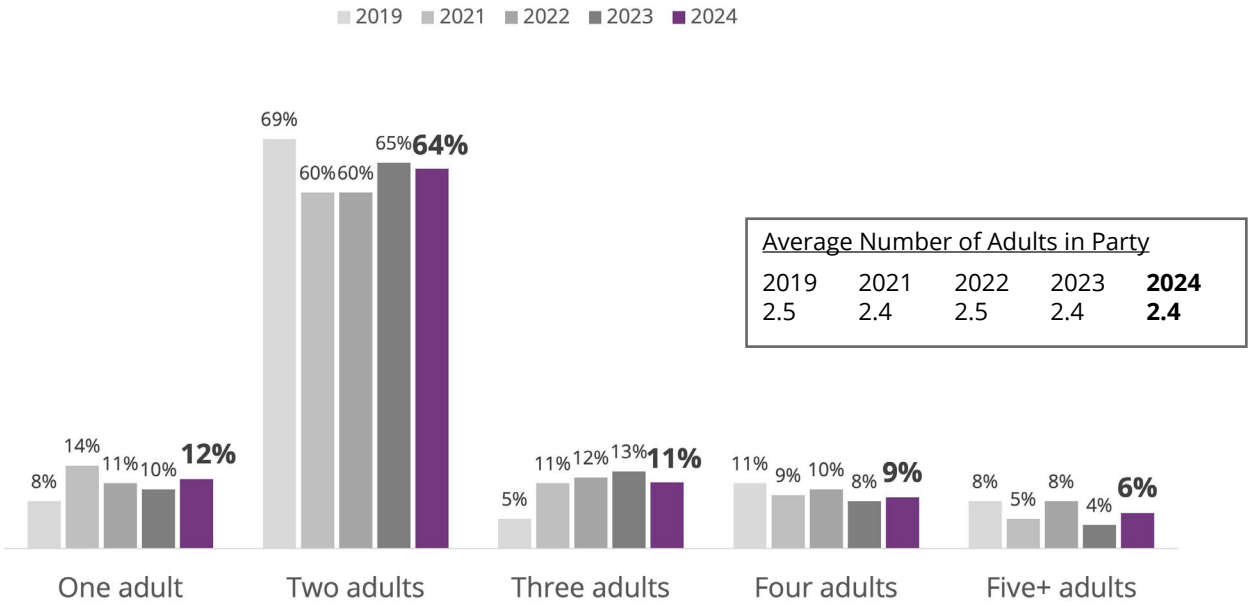
FIGURE 29: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



The number of adults in party remains stable.

About two in three visitors (64%) were accompanied by one other adult. The average party size was 2.4 adults, same as last year.

FIGURE 30: **Number of Adults in Immediate Party**

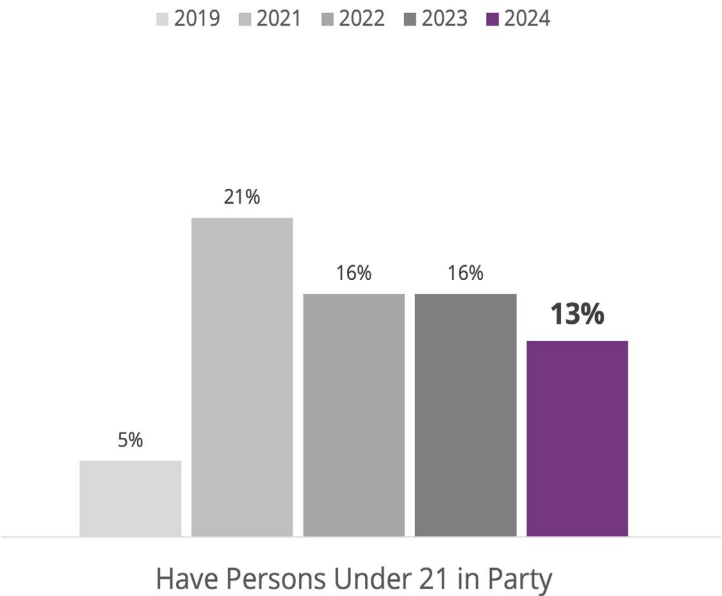


TRIP PLANNING

Fewer groups with children visiting Las Vegas than in previous years.

Parties with someone under 21 years old in 2024 decreased from last year (13% vs. 16%).

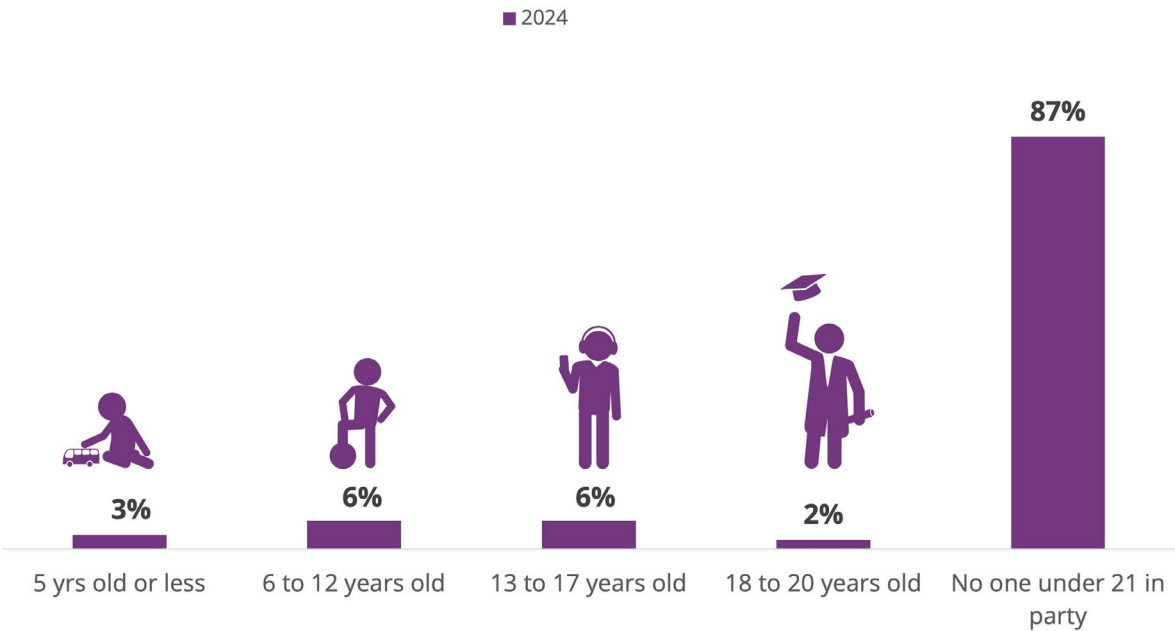
FIGURE 31: Have Persons Under Age 21 in Party



Visitors under 21 tend to be mostly school-aged children.

About one in ten visitors (12%) are traveling with children between 6-17 years old.

FIGURE 32: Age of People Under 21 in Party



Note: Multiple responses are possible (i.e. a visitor may travel with more than one person under 21, in multiple age categories).

GAMING

GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

About four out of five (78%) visitors gambled during their stay, similar to last year (79%). Among those visitors, the average amount of time spent gambling was 2.5 hours. The overall gaming budget among gamblers was \$820.15, up significantly from 2019 – 2022 results.

FIGURE 33: Gambled While in Las Vegas/Hours of Gambling

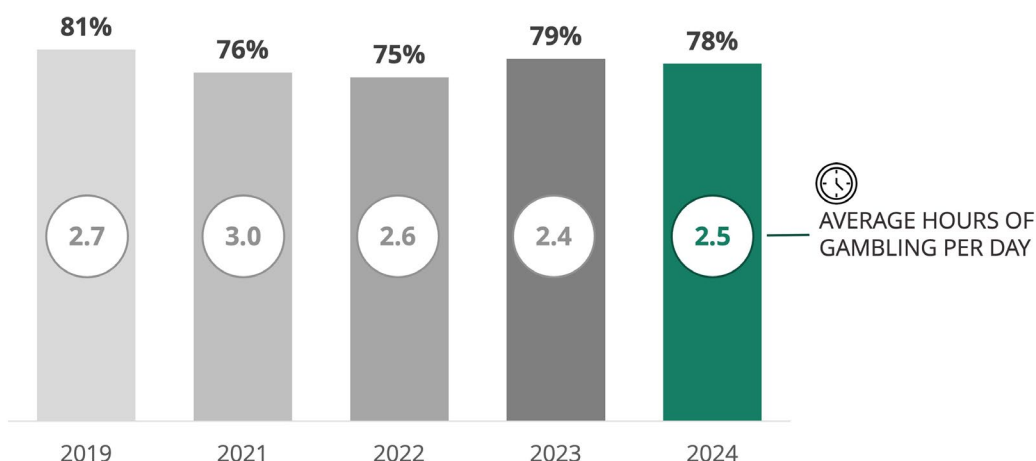
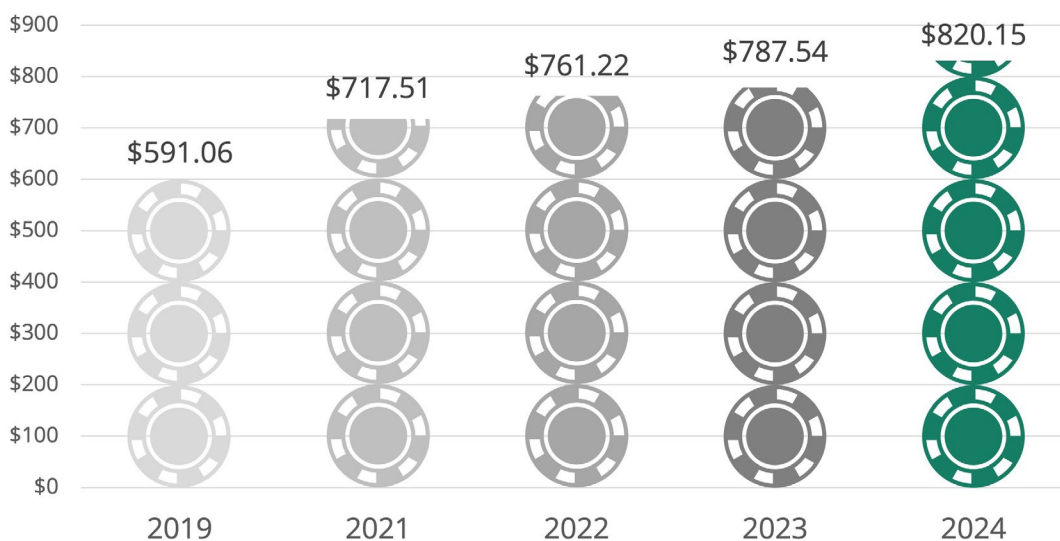


FIGURE 34: Gaming Budget



GAMING

Visitors spent time within fewer casinos during stay.

In 2023 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 in 2022.

FIGURE 35: Number of Casinos Visited/Gambled



Note: Not asked in 2019, 2024



SPOTLIGHT: GAMBLERS

VISITOR PROFILE SPOTLIGHT: Gamblers

Visitors who gambled represent 78% of the overall visitor base for Las Vegas in 2024. These individuals tend to be younger, single, have a higher income, and be visiting for vacation/pleasure - often to celebrate birthdays and go to nightclubs. They are also mostly repeat visitors and tend to stay at hotels in the Strip corridor. They are more likely to be from Southern California, but nearly one half of those who have gambled traveled by air (47%). Non-gamblers tend to focus on other experiences such as live entertainment and sports and often have people under 21 years old in their party.



	Gamblers (4,222)	Non- Gamblers (1,196)
BASE		
DEMOGRAPHICS		
Age 30-39	30%	26%
Single	35%	30%
\$100k+ HHI	66%	55%
GEOGRAPHY		
Live in So. CA	32%	23%
TRIP PLANNING		
Booked Accommodations by Calling Property	15%	4%
Booked Accommodations >1 Month in Advance	57%	48%
Casino Comp/Casino Rate	23%	6%
TRIP CHARACTERISTICS		
First-Time Visitor	12%	19%
Purpose of Visit: Vacation/Pleasure	56%	36%
Special Occasion: Birthday	53%	36%
Arrived by Air	47%	42%
Lodged at Hotel (among overnight)	93%	84%
People <21 yrs old in party	9%	25%
Nights stayed (MEAN)	3.5	3.1
Attended Shows/Entertainment	20%	23%
Attended a Sporting Event	4%	6%
Went to a Nightclub	14%	8%

	Gamblers (4,222)	Non- Gamblers (1,196)
BASE		
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	\$820.15	N/A
Accommodations (per night)	\$181.12	\$171.51
Food and Drink	\$647.98	\$499.29
Local Transportation	\$162.41	\$150.56
Shopping	\$275.08	\$302.23
Shows/Entertainment	\$65.35	\$55.36
Sightseeing	\$38.46	\$60.42
Sporting Events	\$12.25	\$12.33
TRIP PERCEPTIONS		
Visit Exceeded Expectations	55%	49%
Highly Likely to Recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	93%	81%

ACTIVITIES

ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

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

Spending on food and drinks continues to increase since 2019 among all Las Vegas visitors, reaching its all-time high in 2024 (\$615.07). Shopping increased from 2023 spending levels (\$281.12), and local transportation spending (\$159.79) increased significantly from 2019 – 2022 levels.

FIGURE 36: **Average Trip Expenditures**
(All Visitors, including those who spent nothing)



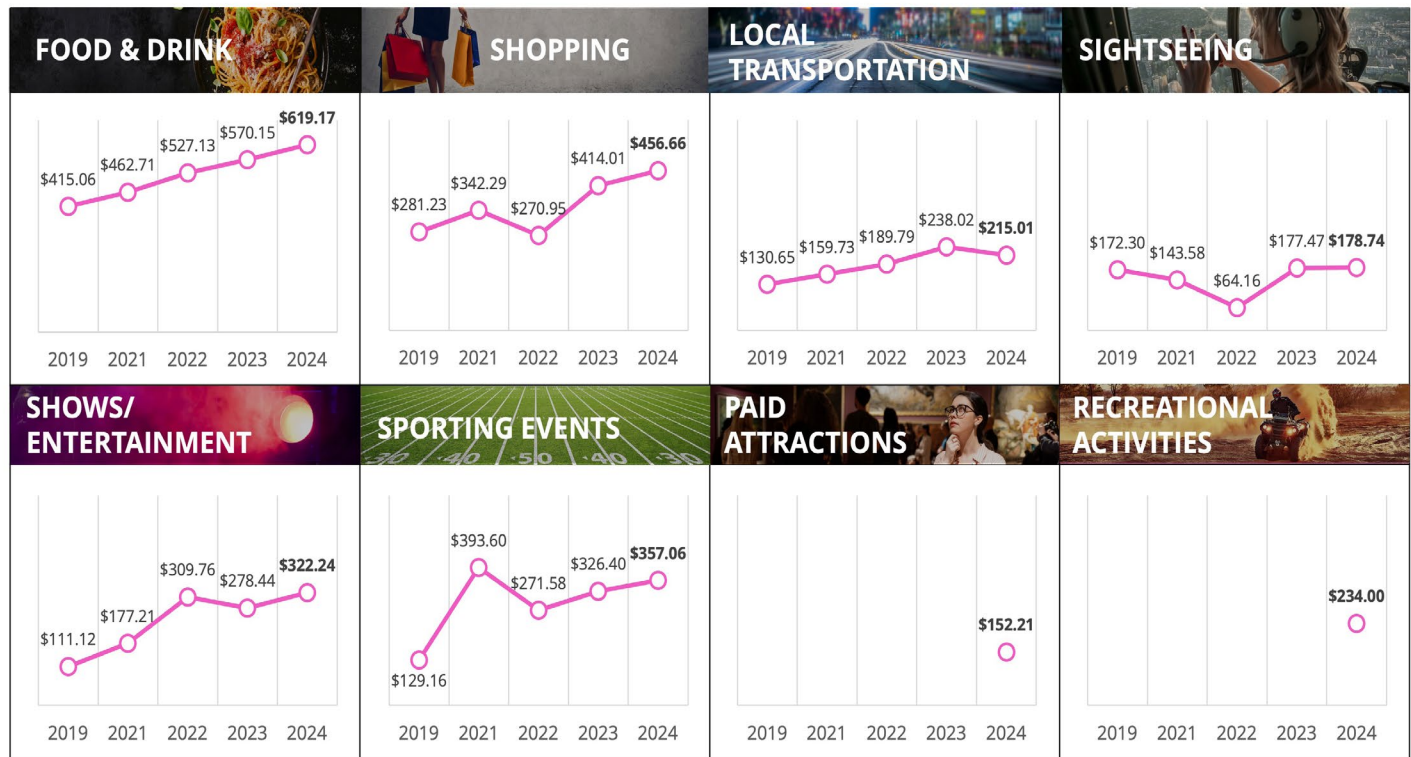
Note: Beginning in 2024 visitors were asked how much they spent on paid attractions and recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sporting events.

ACTIVITIES

Among spenders, food and beverage, shopping, shows/entertainment, and sporting events saw increases.

Among spending visitors, food and drink spending reached an all-time high of \$619.17 in 2024. Other spending that increased from past results includes shopping (\$456.66), shows/entertainment (\$322.24), and sporting events (\$357.06). Spending visitors spent less in 2024 than in 2023 for local transportation (\$215.01 down from \$238.02). Spending for sightseeing was similar to last year (\$178.74 vs. \$177.47).

FIGURE 37: **Average Trip Expenditures**
(Among Spenders)



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

		2019	2021	2022	2023	2024
Food & Drink	(BASE)	(3,562)	(3,893)	(6,174)	(5,363)	(5,382)
	Proportion of Total	99%	99%	99%	99%	99%
Shopping	(BASE)	(2,402)	(3,256)	(4,558)	(3,292)	(3,368)
	Proportion of Total	67%	83%	73%	61%	62%
Local Transportation	(BASE)	(3,214)	(3,189)	(4,609)	(3,481)	(4,032)
	Proportion of Total	89%	81%	74%	64%	74%
Sightseeing	(BASE)	(894)	(1,399)	(1,390)	(1,441)	(1,320)
	Proportion of Total	25%	36%	22%	27%	24%
Shows/Entertainment	(BASE)	(1,676)	(723)	(1,766)	(1,327)	(1,070)
	Proportion of Total	47%	19%	28%	25%	20%
Sporting Events	(BASE)	(201)	(127)	(351)	(245)	(186)
	Proportion of Total	6%	3%	6%	5%	3%
Paid Attractions	(BASE)					(1,410)
	Proportion of Total					26%
Recreational Activities	(BASE)					(310)
	Proportion of Total					6%

Note: Beginning in 2024 visitors were asked how much they spent on paid attractions and recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sporting events.

ACTIVITIES

Decrease in those attending shows or paid attractions.

About one in five of visitors (21%) in 2024 attended shows or entertainment during their visit, down from 26% in 2023. One in four visitors went to paid attractions (25%) during their trip, down from 31% in 2023.

FIGURE 38: **Attended a Show**

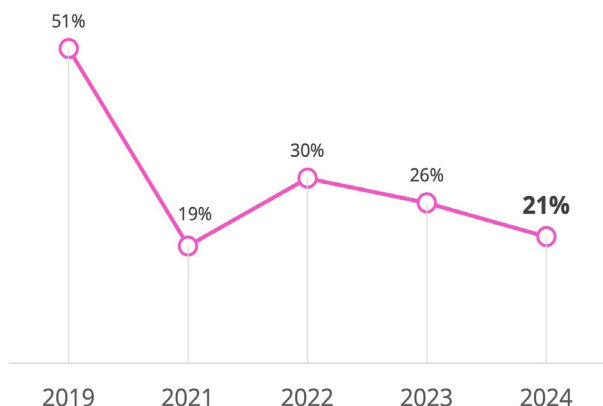
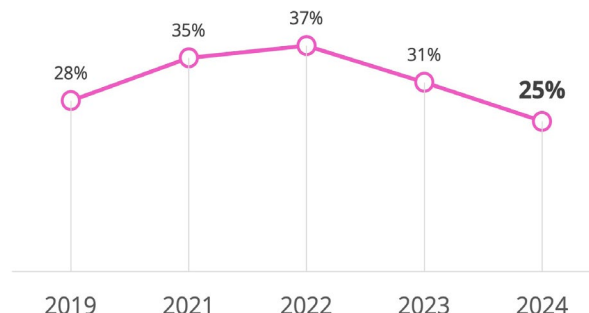


FIGURE 39: **Attended Other Paid Attraction**



DID YOU KNOW?

International visitors (38%), first time visitors (37%), and package purchasers (45%) were more likely than others to have attended a show.

FIGURE 40: **Types of Entertainment**
(Among Those Who Saw Shows)

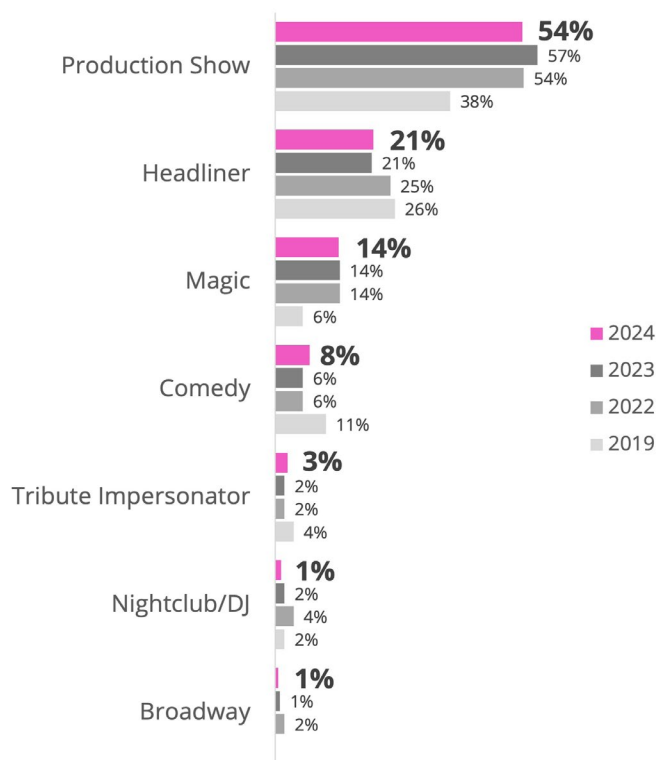
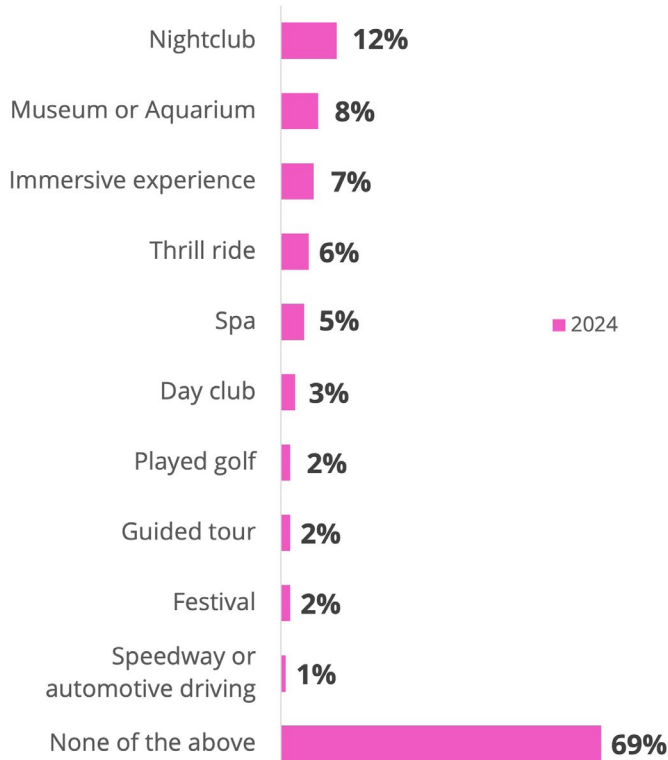


FIGURE 41: **Types of Paid Attractions**



Note: Not asked in 2021

ACTIVITIES

Fewer visitors viewing sports during their stay.

Although within the study's margin of error, the percentage of visitors attending sporting events declined from last year (4% vs. 6%). One in ten (10%) visitors viewed sporting events while visiting Las Vegas, down slightly from 12% in 2023.

FIGURE 42: **Attended Sporting Event**

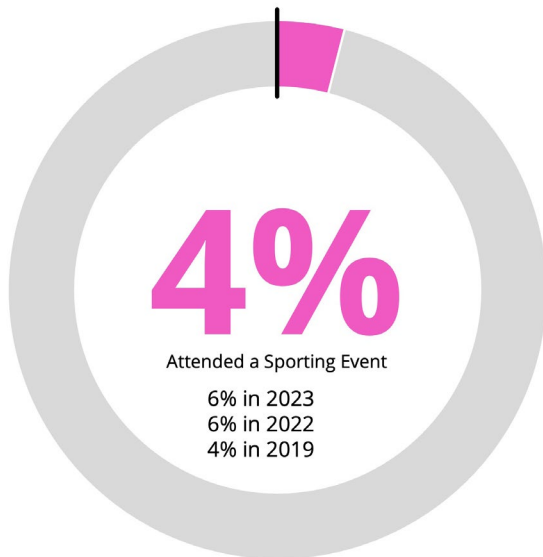
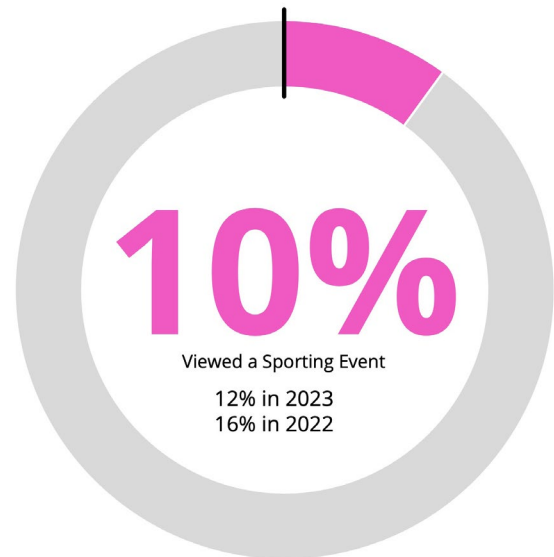
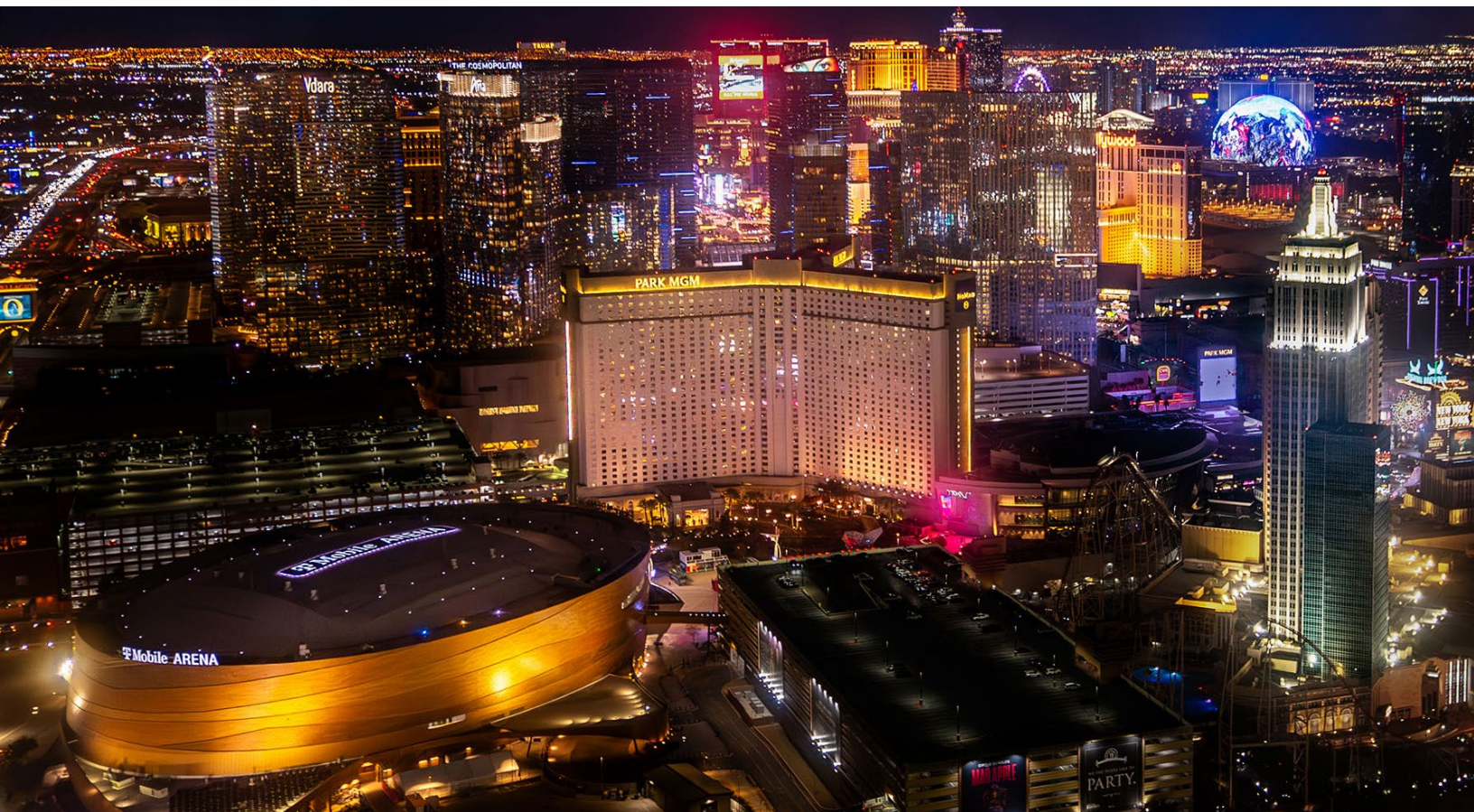


FIGURE 43: **Viewed Sporting Event**



Note: Not asked in 2021



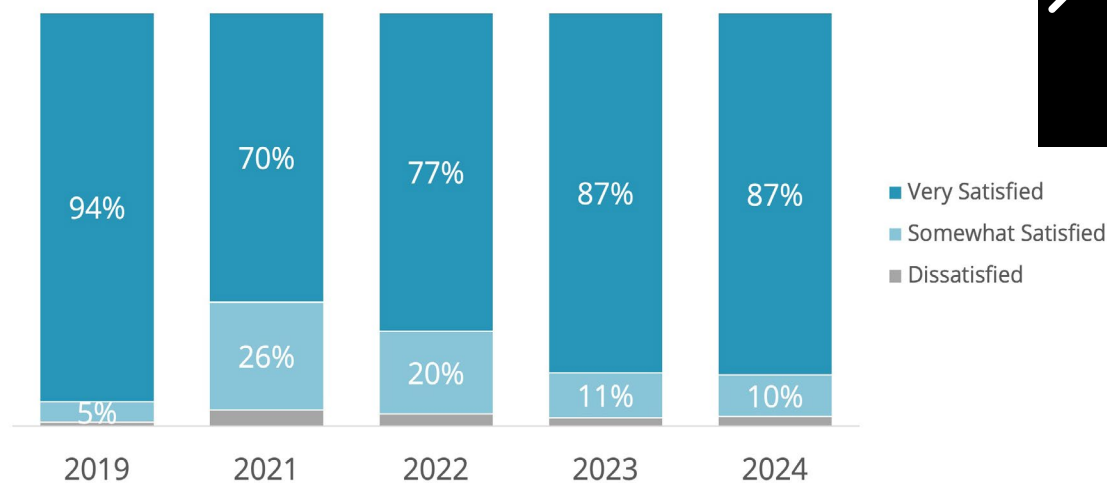
EXPERIENCE

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Visitor satisfaction remains strong.

About nine in ten visitors (87%) were very satisfied with their visit to Las Vegas in 2024, same as last year. Overall satisfaction is still closing in to recover to pre-pandemic levels.

FIGURE 44: **Satisfaction with Visit**

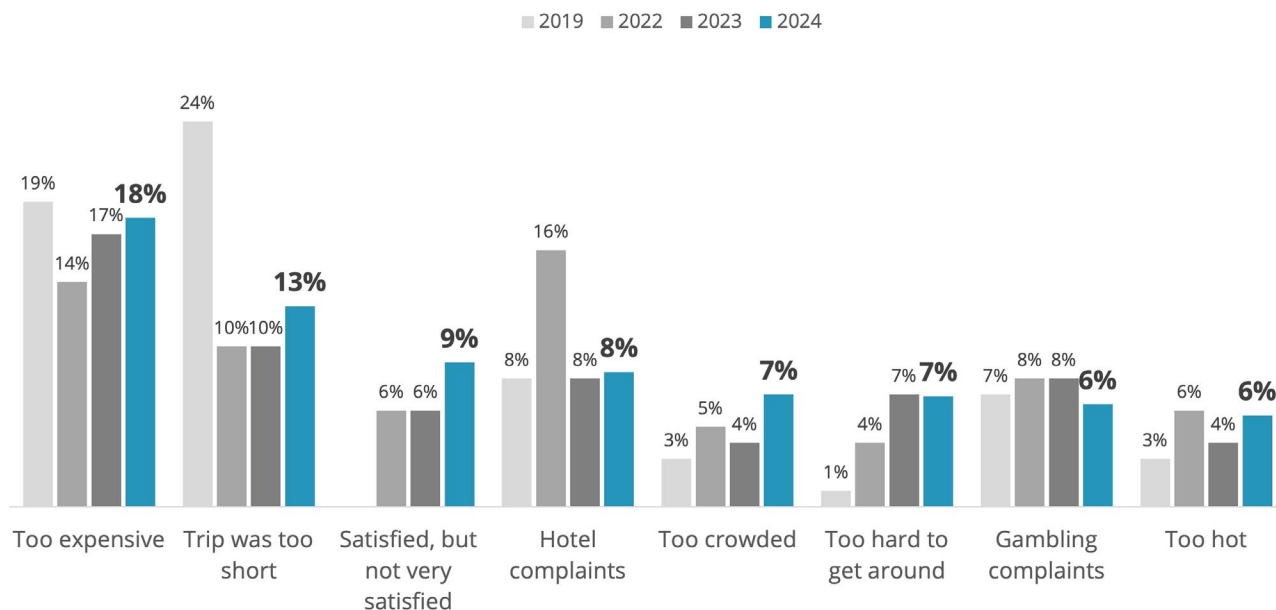


DID YOU KNOW?

Virtually all (98%) International visitors said they were "Very Satisfied" with their trip.

Among visitors not fully satisfied with their stay, the main mentions are cost and not having enough time.

FIGURE 45: **Reasons Somewhat Satisfied with Visit**
(Among Somewhat Satisfied, n=554)



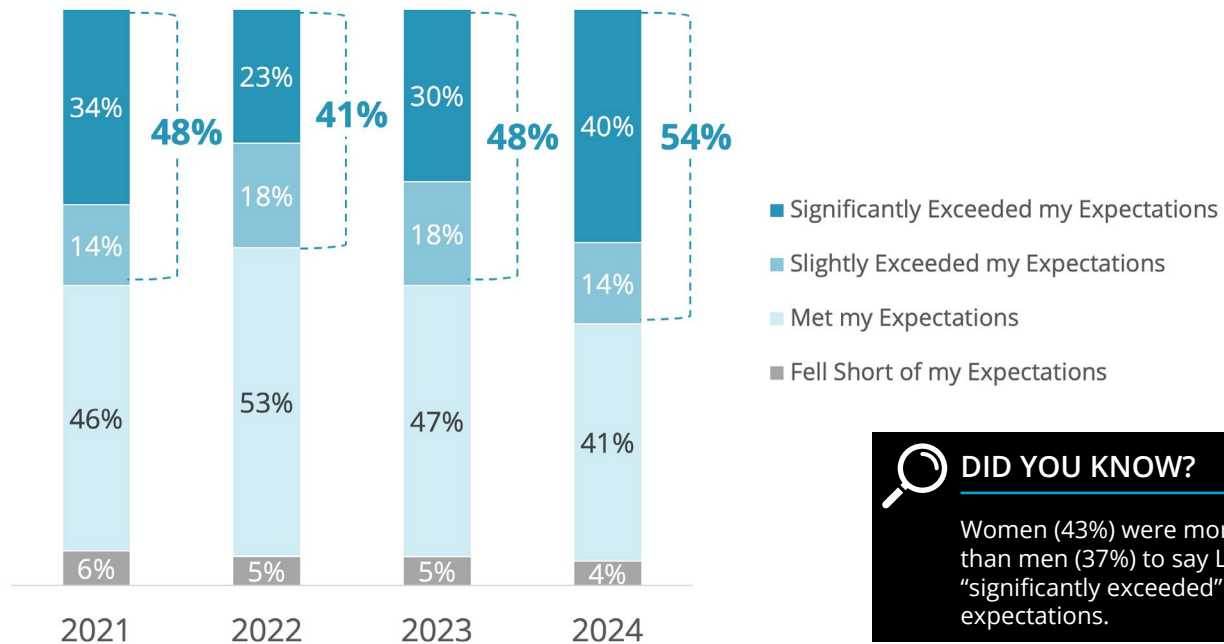
Note: Not asked in 2021; doesn't list mentions <5%

EXPERIENCE

Las Vegas met or exceeded expectations among majority of visitors.

Las Vegas exceeded expectations among about one-half (54%) of visitors, up from 48% in 2023. Two in five visitors said Las Vegas “Significantly” exceeded their expectations, up from 30% last year.

FIGURE 46: Las Vegas Compared to Expectations



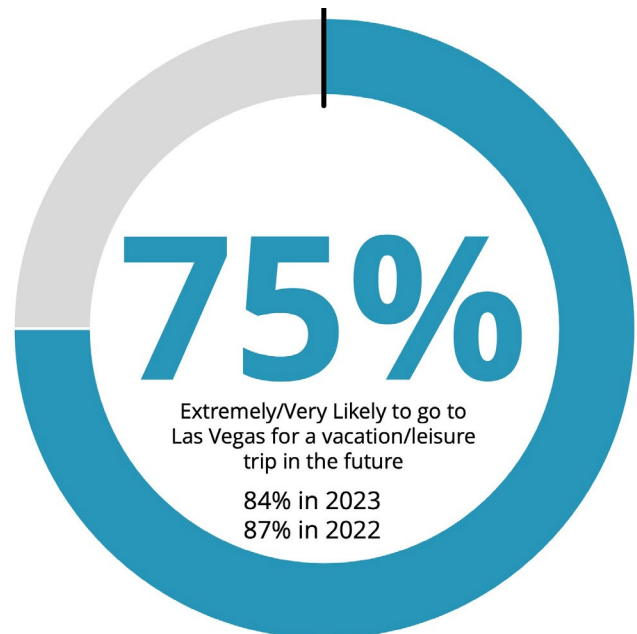
DID YOU KNOW?

Women (43%) were more likely than men (37%) to say Las Vegas “significantly exceeded” their expectations.

Likelihood to return to Las Vegas is fairly strong but down compared to recent years.

Most 2024 Las Vegas visitors (75%) are “Extremely” (53%) or “Very” (22%) likely to return to Las Vegas for vacation or leisure in the future, down from 84% in 2023.

FIGURE 47: Likely to Return to Las Vegas for Vacation Trip



WHO'S HERE

WHO'S HERE: VISITOR DEMOGRAPHICS

2024 visitors were overall more likely to be employed, 40 to 59 years old, and earning \$150,000 or more than in recent years. Three in five visitors were married, down from 64% in 2023. More visitors than last year were employed, and fewer were retired. The mean (average) age was 43.6 years.

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

	2019	2021	2022	2023	2024
BASE	(3,599)	(3,917)	(6,267)	(5,414)	(5,418)
GENDER					
Male	51%	50%	49%	51%	49%
Female	49%	50%	51%	49%	51%
MARITAL STATUS					
Married	73%	56%	58%	64%	61%
Single	20%	33%	35%	30%	33%
Separated/Divorced	5%	8%	6%	4%	5%
Widowed	2%	3%	1%	1%	1%
EMPLOYMENT					
Employed	69%	71%	84%	84%	86%
Unemployed	2%	6%	3%	3%	3%
Student	4%	2%	3%	2%	2%
Retired	21%	15%	8%	9%	7%
Stay at home spouse/partner	5%	6%	2%	2%	3%
EDUCATION					
High School or less	17%	25%	18%	10%	11%
Some college	21%	32%	29%	30%	33%
College graduate	51%	42%	51%	56%	56%
Trade/Vocational School	12%	2%	2%	3%	4%
AGE					
21 to 29	16%	21%	23%	13%	10%
30 to 39	21%	25%	30%	28%	29%
40 to 49	22%	21%	22%	30%	32%
50 to 59	16%	15%	14%	17%	20%
60 to 64	5%	6%	3%	4%	3%
65 or older	19%	12%	7%	8%	6%
MEAN	46.2	43.2	40.7	43.8	43.6

WHO'S HERE

The 2024 visitor profile continues to be more ethnically diverse in recent years, with higher rates of African American, Asian/Asian American and Hispanic/Latino visitors compared to pre-pandemic results. More visitors also reported a household income greater than \$150,000 (25%). Three in ten 2024 visitors (30%) came from Southern California, up from 2019 - 2022. The level of visitors from abroad (12%) remains below pre-pandemic levels, but above 2021-2022.

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

	2019	2021	2022	2023	2024
BASE	(3,599)	(3,917)	(6,267)	(5,414)	(5,418)
ETHNICITY					
White	77%	56%	62%	61%	61%
African-American/Black	9%	17%	12%	14%	15%
Asian/Asian-American	3%	6%	7%	9%	6%
Hispanic/Latino	11%	19%	16%	13%	15%
Other	0%	3%	3%	3%	3%
HOUSEHOLD INCOME					
Less than \$20,000	6%	3%	3%	3%	3%
\$20,000 to \$39,999	9%	13%	9%	5%	4%
\$40,000 to \$59,999	13%	18%	17%	9%	7%
\$60,000 to \$79,999	15%	17%	19%	16%	10%
\$80,000 to \$99,999	11%	17%	16%	19%	11%
\$100,000 to \$119,999	9%	11%	14%	15%	18%
\$120,000 to \$149,999	8%	6%	10%	12%	21%
\$150,000 or more	11%	14%	11%	21%	25%
Not sure/No answer	17%	4%	1%	1%	1%
VISITOR ORIGIN					
USA	86%	97%	91%	88%	88%
¹ Eastern states	10%	8%	9%	7%	7%
² Southern states	17%	17%	18%	12%	14%
³ Midwestern states	12%	12%	12%	10%	12%
⁴ Western states	47%	60%	52%	59%	55%
California	21%	30%	31%	36%	32%
Southern CA	18%	26%	27%	32%	30%
Northern CA	3%	4%	4%	4%	2%
Arizona	9%	11%	7%	11%	11%
Utah	7%	5%	4%	4%	4%
Other Western states	9%	14%	10%	8%	8%
International	14%	3%	9%	12%	12%

¹Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

²Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

³Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

⁴Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, Wyoming

SPOTLIGHT: DOMESTIC vs. INTERNATIONAL

VISITOR PROFILE SPOTLIGHT: Domestic vs. International Visitors

About one in eight 2024 Las Vegas visitors (12%) were International visitors. International visitors were more likely than Domestic visitors to be female, white, married, employed, and with a household income of over \$150,000. International visitors were more likely than Domestic visitors to be first time visitors and to be traveling for vacation/pleasure. International visitors were also more likely than Domestic visitors to plan the trip and book accommodations further in advance, use a travel agent, book accommodations online and through a third party, lodge on the Strip Corridor, and book with a package/tour rate.



BASE	Domestic Visitors (4,766)	International Visitors (652)
DEMOGRAPHICS		
Female	50%	56%
College Graduate/Graduate School (NET)	53%	79%
Married	59%	74%
Ethnicity - White	59%	81%
Employed	85%	91%
\$150k+ HHI	22%	44%
TRIP PLANNING		
Planned Trip > 1 Month in Advance	55%	86%
Used Travel Agent to Plan Trip	3%	11%
Booked Accommodations Online (Website or App)	76%	88%
Booked Accommodations > 60 days in Advance	31%	62%
Number of People Per Room (MEAN)	2.2	2.2
Package/Tour Group Rate	10%	34%
TRIP CHARACTERISTICS		
First-Time Visitor	11%	33%
Arrived by Air	39%	93%
Purpose of Visit - Vacation/Pleasure	48%	79%
Visited for Special Personal Occasion	24%	17%
Special Occasion - Anniversary/Romantic Getaway	14%	22%
Used Taxi	15%	30%
Used Ride Sharing Service	29%	49%
Visited Downtown	50%	62%
Lodged in Strip Corridor	66%	89%
Attended Shows/Entertainment	18%	38%
Went to a Paid Attraction	22%	47%
Number of Adults in Party (MEAN)	2.4	2.3
Nights Stayed (MEAN)	3.1	5.2
Gambled During Stay	79%	73%
Visited Grand Canyon	38%	66%

BASE	Domestic Visitors (4,766)	International Visitors (652)
AVERAGE SPENDING		
Gambling Budget (among those who gambled)	\$818.43	\$833.64
Accommodations (per night)	\$176.37	\$200.85
Food and Drink	\$581.72	\$857.73
Local Transportation	\$150.42	\$227.98
Shopping	\$264.25	\$402.84
Shows/Entertainment	\$62.13	\$70.55
Sightseeing	\$40.47	\$64.04
Sporting Events	\$12.66	\$9.41
TRIP PERCEPTIONS		
Visit Exceeded Expectations	52%	65%
Extremely Likely to Return for Vacation/Leisure	53%	61%
Highly Likely to Recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	89%	99%
SOCIAL MEDIA USAGE (AT LEAST ONCE/ WEEK)		
Facebook	66%	62%
Instagram	54%	51%
TikTok	32%	33%

APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

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

	2019	2021	2022	2023	2024
ALL VISITORS					
First-time Visitors	24%	20%	24%	16%	14%
Primary purpose was Vacation/Leisure	36%	52%	58%	48%	52%
Primary purpose was Gambling	14%	8%	6%	8%	7%
Primary purpose was visiting Friends/Family	14%	16%	12%	19%	19%
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	29%	49%	56%	44%	49%
Primary purpose was Gambling	18%	8%	6%	9%	7%
Primary purpose was visiting Friends/Family	14%	18%	13%	21%	20%
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	60%	67%	65%	67%	65%
Primary purpose was Gambling	4%	5%	6%	4%	4%
Primary purpose was visiting Friends/Family	11%	8%	8%	8%	9%

TABLE 4: Summary Table of Travel Planning Characteristics

	2019	2021	2022	2023	2024
MODE OF TRAVEL TO LAS VEGAS					
Arrived by GROUND transportation	51%	52%	49%	54%	54%
Arrived by AIR transportation	49%	48%	51%	46%	46%
MODE OF TRAVEL AROUND TOWN					
Used own vehicle	43%	52%	44%	50%	48%
Used ride sharing service	28%	35%	40%	32%	31%
Used Taxis	18%	19%	14%	17%	16%
TRAVEL PLANNING					
Used Travel Agent	10%	3%	5%	4%	4%
Used website/app to book accommodations	52%	74%	73%	72%	78%
PLACES TO VISIT					
Visited Downtown Las Vegas	42%	53%	58%	54%	52%
Visited other nearby places	-	12%	16%	-	11%

APPENDIX A

TABLE 5: Summary Table of Trip Characteristics + Expenditures

	2019	2021	2022	2023	2024
SIZE OF PARTY					
Avg. number of ADULTS in party	2.5	2.4	2.5	2.4	2.4
Had persons UNDER 21 in party	5%	21%	16%	16%	13%
LENGTH OF STAY					
Stayed overnight	99.7%	99.9%	97.9%	97.9%	98.8%
Avg. number of DAYS stayed	4.4	4.6	4.4	4.3	4.4
Avg. number of NIGHTS stayed	3.4	3.6	3.4	3.3	3.4
Stayed in a hotel/timeshare (among overnight visitors)	96%	91%	90%	93%	91%
Avg. number of hotel room occupants	2.0	2.4	2.4	2.3	2.2
LODGING SPENDING					
Avg. per night spend on Lodging (non-package, non-comp)	\$114.37	\$108.82	\$154.06	\$171.98	\$179.10
Paid regular room rate	58%	61%	50%	54%	58%
Bought package/tour group trip	15%	9%	18%	12%	12%
OTHER TRIP SPENDING					
Avg. spend on Food and Drink	\$410.74	\$462.37	\$519.23	\$564.73	\$615.07
Avg. spend on Shopping	\$187.48	\$284.55	\$195.74	\$249.21	\$281.12
Avg. spend on Local Transportation	\$116.62	\$130.02	\$138.74	\$152.68	\$159.79
Avg. spend on Sightseeing	\$39.53	\$51.28	\$13.98	\$46.96	\$43.31
Avg. spend on Shows/Entertainment	\$51.68	\$32.55	\$117.29	\$108.54	\$63.14
Avg. spend on Sporting Events	\$7.03	\$12.81	\$15.81	\$14.77	\$12.27
Avg. spend on Paid Attractions	--	--	--	--	\$39.67
Avg. spend on Recreational Activities	--	--	--	--	\$13.41

TABLE 6: Summary Table of Gaming Behavior + Budgets

	2019	2021	2022	2023	2024
GAMBLERS					
Gambled while in Las Vegas (% of all visitors)	81%	76%	75%	79%	78%
Avg. number of hours gambling per day	2.7	3.0	2.6	2.4	2.5
Avg. gambling budget for trip	\$591.06	\$717.51	\$761.22	\$787.54	\$820.15

APPENDIX A

TABLE 7: Summary Table of Entertainment Activities

	2019	2021	2022	2023	2024
ENTERTAINMENT					
Attended shows in Las Vegas	51%	19%	30%	26%	21%
Went to other paid attractions in Las Vegas	28%	35%	37%	31%	25%
Attended sporting events in Las Vegas	4%	-	6%	6%	4%

TABLE 8: Summary Table of Attitudinal Information

	2019	2021	2022	2023	2024
SATISFACTION					
Very Satisfied with Las Vegas trip	94%	70%	77%	87%	87%
Somewhat Satisfied with Las Vegas trip	5%	26%	20%	11%	10%
EXPECTATIONS					
Las Vegas exceeded expectations	-	48%	41%	48%	54%
Las Vegas met expectations	-	46%	53%	47%	41%

TABLE 9: Summary Table of Visitor Demographics

	2019	2021	2022	2023	2024
ECONOMIC BACKGROUND					
College degree	51%	42%	51%	56%	56%
HHI of \$40,000 or more	67%	81%	87%	91%	83%
Employed	69%	71%	84%	84%	86%
Retired	21%	15%	8%	9%	7%
SOCIAL BACKGROUND					
Married	73%	56%	58%	64%	61%
40+ years old	63%	54%	47%	59%	61%
Avg. Age	46.2	43.2	40.7	43.8	43.6
ORIGIN					
From the West	47%	60%	52%	59%	55%
From Southern California	18%	26%	27%	32%	30%
From International Origin	14%	3%	9%	12%	12%

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2024

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.....49%

FEMALE.....51%

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.....14%

VISITED BEFORE.....86%

6. Including this trip, how many times have you visited Las Vegas in the past 12 months? (RECORD NUMBER BELOW AS 2 DIGITS.)

1.....63%

2-3.....30%

4-5.....6%

6 OR MORE.....2%

1.8 MEAN

1.0 MEDIAN

7. When was your last trip to Las Vegas prior to this one? (N=4663)

Earlier in 2024.....20%

2023.....33%

2022.....14%

2021.....10%

2020.....6%

2017 - 2019.....12%

Before 2017.....6%

(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.....4%

To attend a corporate meeting.....1%

To gamble.....7%

Incentive travel program (Won a trip as a bonus from employer).....0%

Vacation/pleasure.....52%

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.....3%

To attend a sporting event (e.g., NFL, NHL, UNLV, or a fight).....2%

Some other reason.....2%

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..... 23%
NO 77%
NOT SURE/DK..... 0%
REFUSED/NA..... 0%

ASK Q10

SKIP TO Q11

10. What was the special personal occasion? (N=1227)

Birthday50%
Anniversary/Romantic getaway15%
Wedding.....12%
Bachelor/bachelorette party.....7%
Family reunion3%
Special event2%
Vacation4%
Holiday celebration3%
Graduation4%
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..... 8%
NO 92%
NOT SURE/DK..... 0%
REFUSED/NA..... 0%

ASK Q12

SKIP TO Q14

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=414)

More interested 47%
Less interested..... 2%
No difference 50%
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=414)

None.....57%
113%
211%
39%
4-5.....7%
6 OR MORE3%
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.....0%

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

Your own vehicle 45%
A rental vehicle 7%

Truck 1%

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=2894)

1 9%
2 53%
3 17%
4 14%
5 OR MORE 7%

2.6 MEAN

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

YES..... 58%
NO 39%
NOT SURE/DK..... 4%
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 vehicle48%
Rental car.....15%
Limousine.....1%
Public bus2%
Charter bus1%
Hotel shuttle.....5%
Monorail4%
Taxi16%
Ride sharing service31%
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.....	13%
15-30 days before.....	18%
31-60 days before.....	20%
61-90 days before.....	16%
More than 90 days before.....	23%
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.....	0%
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.....	52%	ASK Q21
NO	47%	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	12%
To see the Fremont Street Experience	50%
To gamble.....	8%
To dine	5%
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.....	3%

To see/attend a paid event.....	1%
To visit a museum	2%
To see the arts district	1%
To see container park	1%
Other (SPECIFY):.....	1%
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=2545)

Not enough time	13%
Unfamiliar with Downtown	6%
Don't like Downtown; It's a bad area	7%
Only interested in/Prefer the Strip.....	11%
Not interested (GENERAL);Didn't want to; No reason to; Seen it already.....	44%
Inconvenient; Out of the way.....	16%
Prefer another area (not the Strip).....	3%
Too crowded / too much traffic.....	1%
Other (SPECIFY):.....	1%
DK/NA	0%

23. 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.....	89%
RV Park.....	0%
Friends/Relatives	7%
Vacation Rental	2%
Day trip/No lodging.....	1%
Other/Timeshare	2%

TYPE OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5351)

Hotel.....	91%
RV Park.....	0%
Friends/Relatives	7%
Vacation Rental	2%
Other/Timeshare	2%

APPENDIX B

LOCATION OF LODGING

(ALL RESPONDENTS)

Strip Corridor	68%
On the Strip	52%
Just off the Strip	16%
Downtown	6%
Boulder Strip	3%
Outlying Areas	11%
Other	11%

LOCATION OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=5351)

Strip Corridor	69%
On the Strip	53%
Just off the Strip	16%
Downtown	6%
Boulder Strip	3%
Outlying Areas	11%
Other	10%

**IF RESPONSE TO Q23 IS A HOTEL OR MOTEL (CODES 1000-2999),
ASK Q24 THROUGH Q29.**

**IF RESPONSE TO Q23 IS AN RV PARK (CODES 3000-3999),
ASK Q24 - Q26, THEN SKIP TO Q30**

**IF RESPONSE TO Q23 IS A TIMESHARE (T.S. OR 9996), OR VACATION
RENTAL (CODE 6000), SKIP TO Q27**

**IF RESPONSE TO Q23 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP
(CODE 5000), OR OTHER (CODE 9997), SKIP TO Q30**

24. 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=4902)

Booked by phone, calling the hotel vacation rental property, or RV park directly.....	13%
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	42%
Booked through a website or app on the Internet using a smartphone or tablet	36%
Booked in person	1%
The trip was a gift, prize, or incentive, so the accommodations were booked for you.....	2%
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.....	0%

25. 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=4801)

Same day	2%
1-3 days before	3%
4-6 days before	7%
7-14 days before	13%
15-30 days before.....	19%
31-60 days before.....	20%
61-90 days before.....	17%
91-120 days before.....	13%
More than 120 days before.....	6%
NOT SURE/DK.....	1%

**PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q23)
SHOULD SKIP TO Q30 AFTER BEING ASKED Q26.**

26. Which of the following best describes how you booked through a website or app? (N=3810)

Directly through the lodging provider's website or app	54%
Through a third-party website such as Expedia or Travelocity.....	46%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

27. Including yourself, how many people stayed in your room? (WRITE EXACT NUMBER IN THE BLANK BELOW.) (N=4866)

One	12%
Two	67%
Three	12%
Four	7%
Five	1%
Six or more.....	1%
REFUSED/NA.....	0%

2.2 MEAN

2.0 MEDIAN

APPENDIX B

28. Which of the following rate categories best describes your room rate? (SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.) (N=4896)

Hotel/Transportation package deal 7%
 Hotel/Amenities package deal 5%
 Tour/Travel group 1%

[SKIP TO Q30]

Convention group/company meeting 3%
 Casino rate 7%
 Regular full-price room rate 58%

[ASK Q29]

Casino complimentary 12%
 Vacation rental rate 2%

[SKIP TO Q30]

Another rate 5%

[ASK Q29]

(ASK ONLY OF NON-PACKAGE VISITORS)

29. 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=3584)

\$1-\$49 5%
 \$50-\$99 18%
 \$100-\$149 18%
 \$150 OR MORE 59%
 NOT SURE/REFUSED 1%

\$179.10 MEAN

\$170.00 MEDIAN

(ASK OF ALL RESPONDENTS)

30. 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 12%
 2 64%
 3 11%
 4 8%
 5 OR MORE 5%

2.4 MEAN

2.0 MEDIAN

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

YES 13%

NO 87%

32. Of the people under the age of 21 in your party, how many are there in each of the following age categories? (RECORD RESPONSES IN THE BLANKS BELOW)

No one under 21 87%
 5 years old or less 3%
 6 to 12 years old 6%
 13 to 17 years old 6%
 18 to 20 years old 2%
 REFUSED/NA 0%

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

0 1%
 1 6%
 2 23%
 3 32%
 4 18%
 5 OR MORE 20%

3.4 MEAN

3.0 MEDIAN

- 33b. By the time you leave, how many days will you have been in Las Vegas?

1 1%
 2 6%
 3 23%
 4 32%
 5 18%
 6 OR MORE 20%

4.4 MEAN

4.0 MEDIAN

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

YES 78%

ASK Q35

NO 22%

SKIP TO Q37

35. On average, how many hours PER DAY did you spend gambling (N=4222)

1 OR LESS 29%
 2 33%
 3 TO 4 27%
 5 TO 6 9%
 7 TO 8 1%
 MORE THAN 8 1%
 DON'T KNOW/NA 0%

2.5 MEAN

2.0 MEDIAN

APPENDIX B

36. 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=4222)

\$0-\$99	5%
\$100-\$199.....	8%
\$200-\$299.....	8%
\$300-\$399.....	7%
\$400-\$499.....	7%
\$500-\$599.....	15%
\$600 OR MORE.....	49%
NOT SURE/REFUSED.....	1%

\$820.15 MEAN

\$500.00 MEDIAN

37. Have you been to any shows or live performances of any type while visiting Las Vegas?

YES.....	21%
NO	79%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

38. What entertainment have you been to during your current trip to Las Vegas? (ACCEPT UP TO THREE RESPONSES.) (N=1116)

Production show.....	54%
Headliners	21%
Magic show.....	14%
Comedy show	8%
Nightclub/DJ	1%
Tribute/Impersonator	3%
Broadway.....	1%
Other.....	6%

39. Have you attended any sporting events (such as an NFL or NHL game, Formula 1 or NASCAR, a boxing match, UFC or mixed martial arts, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

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

40. 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.....	10%
NO	90%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

41. 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, Top Golf, Fremont Slotzilla Zipline, Area 15, etc.?

YES.....	25%
NO	74%
NOT SURE/DK.....	1%
REFUSED/NA.....	0%

42. Which of the following activities did you participate in during your stay? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Nightclub	12%
Museum or Aquarium.....	8%
Immersive experience	7%
Thrill ride	6%
Spa.....	5%
Day club	3%
Golf.....	2%
Guided tour	2%
Festival.....	2%
Speedway/Automotive experience	1%
None of the above.....	69%

43. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Las Vegas?

YES.....	11%	ASK Q44
NO	88%	
NOT SURE/DK.....	0%	SKIP TO Q45
REFUSED/NA.....	0%	

44. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=1003)

Grand Canyon.....	42%
Hoover Dam	39%
Death Valley	21%
Lake Mead	14%
Red Rock Canyon.....	14%
Laughlin, NV	11%
Zion National Park.....	11%
Valley of Fire.....	8%
Mesquite, NV.....	6%
Primm, NV	5%
Bryce Canyon	5%
Mt. Charleston/Lee Canyon.....	3%
All other responses	8%

APPENDIX B

45. 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.

\$615.07 MEAN (INCLUDING \$0)

\$619.17 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.

\$159.79 MEAN (INCLUDING \$0)

\$215.01 MEAN (EXCLUDING \$0)

46. 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)

\$281.12 MEAN (INCLUDING \$0)

\$456.66 MEAN (EXCLUDING \$0)

B. Sporting events of any kind

\$12.27 MEAN (INCLUDING \$0)

\$357.06 MEAN (EXCLUDING \$0)

C. Shows/entertainment (not including gambling)

\$63.14 MEAN (INCLUDING \$0)

\$322.24 MEAN (EXCLUDING \$0)

D. Sightseeing

\$43.31 MEAN (INCLUDING \$0)

\$178.74 MEAN (EXCLUDING \$0)

E. Parking/parking fees

\$22.65 MEAN (INCLUDING \$0)

\$63.07 MEAN (EXCLUDING \$0)

F. Paid Attractions

\$39.67 MEAN (INCLUDING \$0)

\$152.21 MEAN (EXCLUDING \$0)

G. Recreational Activities

\$13.41 MEAN (INCLUDING \$0)

\$234.00 MEAN (EXCLUDING \$0)

X. Other

\$13.61 MEAN (INCLUDING \$0)

\$214.95 MEAN (EXCLUDING \$0)

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

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

Very satisfied.....87%

Somewhat satisfied.....10%

Somewhat dissatisfied.....2%

Very dissatisfied.....1%

NOT SURE/DK.....0%

REFUSED/NA.....0%

48. 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=554)

Too expensive.....18%

Trip was too short.....13%

Satisfied, but not very satisfied.....9%

Hotel complaints.....8%

Too crowded.....7%

Too hard to get around.....7%

Gambling complaints.....6%

Too hot.....6%

Las Vegas is dirty/too many homeless people.....5%

Problems with trip to Las Vegas.....3%

Parking fee complaints.....3%

Don't like Las Vegas.....2%

Here for business, not pleasure/not enough free time.....2%

Too much going on/too intense.....2%

Other.....9%

Don't Know/No Answer.....0%

49. What is the MAIN reason you were dissatisfied with your overall experience in Las Vegas? (ACCEPT ONLY ONE RESPONSE) (N=132)

Too expensive.....20%

Hotel complaints.....13%

Las Vegas is dirty/too many homeless people.....11%

Too hard to get around.....10%

Not a place for children.....6%

Gambling complaints.....4%

Restaurant/food complaints.....4%

Problems with trip to Las Vegas.....3%

Trip was too short.....3%

Too crowded.....3%

Other.....24%

Don't Know/No Answer.....0%

APPENDIX B

50. 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.....	40%
Slightly exceeded my expectations	14%
Met my expectations.....	41%
Fell slightly short of my expectations.....	3%
Fell significantly short of my expectations	1%
NOT SURE/DK.....	1%

51. 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.....	70%
9.....	10%
8.....	10%
7.....	5%
6.....	2%
5.....	1%
0-4.....	2%

52. 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.....	53%
Very likely.....	22%
Somewhat likely.....	13%
Not too likely	8%
Not at all likely.....	3%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

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

53. When do you anticipate making your next visit to Las Vegas? (N=4803)

Later this year	45%
Next year	38%
Between 3 – 5 years from now	12%
More than 5 years from now	2%
NOT SURE/DK.....	3%
REFUSED/NA.....	0%

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

Facebook	66%
Instagram	54%
TikTok.....	32%
YouTube.....	30%
X (Twitter)	19%
Pinterest	9%
LinkedIn	9%
Reddit.....	8%
Twitch.....	3%
Threads.....	2%
Tumblr	1%
Other	1%
NONE OF THESE	8%

APPENDIX B

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

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

Employed.....	86%
Unemployed.....	3%
Student	2%
Retired	7%
Homemaker	3%
REFUSED/NA.....	0%

(ASK OF EMPLOYED RESPONDENTS.)

56. Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas? (N=4637)

YES.....	10%
NO	90%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

57. 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).....	29%
Graduated college.....	46%
Graduate school (master's or Ph.D.).....	10%
Technical, vocational, or trade school.....	4%
REFUSED/NA.....	0%

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

Married	61%
Single.....	33%
Separated or divorced	5%
Widowed.....	1%
REFUSED/NA.....	0%

59. What is your ZIP code, please?

REGION FROM ZIP CODE

EAST	7%
SOUTH.....	14%
MIDWEST	12%
WEST	55%
California	32%
Northern CA.	2%
Southern CA.	30%
Arizona.....	11%
Utah.....	4%
Other West	8%
International Visitors.....	12%

60. 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	15%
Asian or Asian American.....	6%
Hispanic/Latino.....	15%
Native American	1%
Mixed Race	2%
Other (SPECIFY:).....	0%

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

43.6 MEAN
43.0 MEDIAN

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

21 to 29.....	10%
30 to 39.....	29%
40 to 49.....	32%
50 to 59.....	20%
60 to 64.....	3%
65 and older.....	6%
REFUSED/NA.....	0%

62. 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 \$40,000.....	7%
\$40,000 to \$49,999.....	3%
\$50,000 to \$59,999.....	4%
\$60,000 to \$69,999.....	4%
\$70,000 to \$79,999.....	6%
\$80,000 to \$89,999.....	6%
\$90,000 to \$99,999.....	5%
\$100,000 to \$119,999.....	18%
\$120,000 to \$149,999.....	21%
\$150,000 or more.....	25%
NOT SURE/DK.....	0%
REFUSED/NA.....	1%



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