

# **Q**

### **QUARTERLY SNAPSHOT**

Mid-Year 2023

#### **HIGHLIGHTS**

Las Vegas is Exceeding Expectations: Las Vegas exceeded expectations among 42% of visitors, ahead of 1H 2022 (36%), while more than half of visitors (52%) noted Las Vegas met their expectations.

**YoY Increase in Satisfaction:** Significant increase in those "very satisfied" with their trip (86%) vs. the first half of 2022 (78%).

**More Repeat Visitors:** First-time visitor figures (17%) were lower vs. 1H 2022 (28%) while repeat visitors increased to 83% of visitors.

**Greater Gambling Profile:** Gaming budgets continue to be very strong among visitors, mirroring gaming revenue trends reported by the NV Gaming Control Board.

**Increasing Age of Visitors:** Average age continues to trend back up in 2023, driven by a larger mix of Gen X and Millennial travelers.

**Changing Marital Status:** After declining during the pandemic, the percentage of Married visitors increased in the first half of 2023 (64%) vs. 1H 2022 (59%).

**Greater Diversity:** More diverse ethnic composition of visitors continued with a larger mix of non-white travelers (38%) than pre-pandemic (23%).





### **QUARTERLY SNAPSHOT**

#### Mid-Year 2023

	_
CY2019	
3,599	

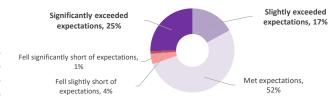
Las Vegas exceeded expectations among 42% of visitors, ahead of 1H 2022 (36%), while more than half of visitors (52%) noted Las Vegas met their expectations.

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

Significantly exceeded expectations	-	34%	23%	20%	25%
Slightly exceeded expectations	-	14%	18%	16%	17%
Met expectations	-	46%	53%	58%	52%
Fell slightly short of expectations	-	5%	5%	4%	4%
Fell significantly short of expectations	-	1%	1%	1%	1%

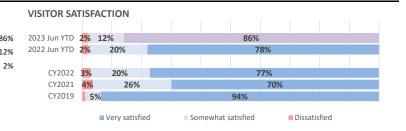


**2023** Jun YTD



Significant increase in those "very satisfied" with their trip (86%) vs. the first half of 2022 (78%).

Very satisfied	94%	70%	77%	78%	86
Somewhat satisfied	5%	26%	20%	20%	12
Dissatisfied	1%	4%	3%	2%	2

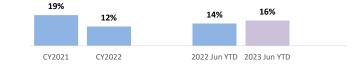


The number of visitors conducting work while in Las Vegas remains within ranges of recent years.

Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas?

_					
Yes	-	19%	12%	14%	16%
No	-	81%	87%	86%	83%

#### **WORKED DURING THEIR STAY**







### QUARTERLY SNAPSHOT

#### Mid-Year 2023

			IVII	a-year 2	023					
		ANNUAL		COMF	ARISON*	_				
	CY2019	CY2021	CY2022	2022 Jun YTD	2023 Jun YTD					
	n= 3,599	3,917	6,267	3,564	2,739					
First-time visitor figures (17%) were lower vs. 1H 2022 (28%) while repeat visitors increased to 83% of visitors.						FIRST TIME	VS. REPEAT VI	SITORS		■ First visit ■ Visited befor
First visit	24%	20%	24%	28%	17%	2023 Jun YTD	17%		83%	
Visited before	76%	80%	76%	72%	83%	2022 Jun YTD	28%		72%	
						CY2022	24%		76%	
						CY2021	20%		80%	
						CY2019	24%		76%	
The mean people per vehicle remains elevated compared to pre-COV	ID					PEOPLE PE	R VEHICLE			
levels in 2019.										
People per vehicle (mean)	2.2	2.8	2.9	2.7	2.7	2023 Jun YTD				2.7
						2022 Jun YTD				2.7
Three or more people per vehicle	18%	44%	48%	40%	41%					
						CY2022				2.9
						CY2021				2.8
						CY2019				2.2
The mean number of people per room (2.3) remains stable but										
elevated over pre-pandemic norms of 2.0.						PEOPLE PER	ROOM			
One	12%	14%	11%	11%	11%	2023 Jun YTD				2.3
One	12/0	14/0	11/0	11/0	11/0	2022 Jun YTD				2.3
Four or more	5%	15%	13%	12%	11%					
						CY2022				2.4
People per Room (mean)	2.0	2.4	2.4	2.3	2.3	CY2021				2.4
						CY2019				2.0
Visitors with someone under 21 in their party is similar to 2022 but						TDAVELED	ANTH COMPA	NE LINDED 24		
elevated over pre-pandemic levels of 2019.						IKAVELED	WITH SOMEON	NE UNDEK 21		
Traveled with someone under 21 in party	5%	21%	16%	14%	15%	2023 Jun YTD			15%	
rravered with someone under 21 in party	5%	21%	10%	14%	15%	2022 Jun YTD			14%	
						CV2022			4	59/
						CY2022 CY2021			1	21%





## QUARTERLY SNAPSHOT

#### Mid-Year 2023

	IVIIa-Year 2023													
	ANNUAL			СОМР	ARISON*	_								
C	CY2019 CY2021 CY20		CY2022	2022 Jun YTD	2023 Jun YTD									
n=	3,599	3,917	6,267	3,564	2,739									
ing						BOOKING \	WINDOW							
												_		
	15%	13%	14%	15%	10%			_		_				
	14%	18%	12%	15%	19%	2022 Jun YTD	15%	15%	26%	20%	24%			
	21%	29%	24%	26%	22%	CY2022	14%	12%	24%	22%	28%			
	17%	22%	22%	20%	21%	CY2021	13%	18%	29%		22% 18%	6		
	33%	18%	28%	24%	27%	CY2019	15%	14%	21%	17%	33%			
						■ More than	60 days	■ On	e to two months (3	ths (31-60 days) Two weeks to a month				
						■ One to two	weeks	Les	s than one week					
						AIR VS. DR	IVE/GRO	UND VISITOI	RS		■ Drive/Groun	ıd		
	51%	52%	49%	51%	49%	2023 Jun YTD		49%	49%		51%			
	49%	48%	51%	49%	51%	2022 Jun YTD	2022 Jun YTD <b>51</b> %				49%			
						CV2022		400/			<b>540</b> /			
										_				
	n=	15% 14% 21% 17% 33%	CY2019 CY2021 n= 3,599 3,917 ing  15% 13% 14% 18% 21% 29% 17% 22% 33% 18%	CY2019 CY2021 CY2022  n= 3,599 3,917 6,267  ing  15% 13% 14% 14% 18% 12% 21% 29% 24% 17% 22% 22% 33% 18% 28%	CY2019 CY2021 CY2022 2022 Jun YTD  n= 3,599 3,917 6,267 3,564  15% 13% 14% 15%  14% 18% 12% 15%  21% 29% 24% 26%  17% 22% 22% 20%  33% 18% 28% 24%  51% 52% 49% 51%	CY2019 CY2021 CY2022 2022 Jun YTD 2023 Jun YTD  n= 3,599 3,917 6,267 3,564 2,739  ing  15% 13% 14% 15% 10%  14% 18% 12% 15% 19%  21% 29% 24% 26% 22%  17% 22% 22% 20% 21%  33% 18% 28% 24% 26%  51% 52% 49% 51% 49%	CY2019         CY2021         CY2022         2022 Jun YTD         2023 Jun YTD           Ing         BOOKING V           15%         13%         14%         15%         10%         2023 Jun YTD           14%         18%         12%         15%         19%         2022 Jun YTD           21%         29%         24%         26%         22%         CY2022           17%         22%         22%         20%         21%         CY2019           33%         18%         28%         24%         27%         CY2019           ■ More than         ■ One to two           AIR VS. DR           51%         52%         49%         51%         49%	CY2019         CY2021         CY2022         2022 Jun YTD         2023 Jun YTD           Ing         BOOKING WINDOW           15%         13%         14%         15%         10%         2023 Jun YTD         10%           14%         18%         12%         15%         19%         2022 Jun YTD         15%           21%         29%         24%         26%         22%         CY2022         14%           17%         22%         22%         20%         21%         CY2021         13%           33%         18%         28%         24%         27%         CY2019         15%           More than 60 days         One to two weeks           AIR VS. DRIVE/GRO           51%         52%         49%         51%         49%         2023 Jun YTD           49%         48%         51%         49%         51%         2022 Jun YTD	CY2019 CY2021 CY2022       2022 Jun YTD       2023 Jun YTD         BOOKING WINDOW         15% 13% 14% 15% 10% 2023 Jun YTD 14% 18% 12% 15% 19% 2022 Jun YTD 2023 Jun YTD 2023 Jun YTD 2023 Jun YTD 2023 Jun YTD 2022 Jun YTD	CY2019 CY2021 CY2022 2022 Jun YTD 2023 Jun YTD  n= 3.599 3.917 6.267 3.564 2.739  BOOKING WINDOW  15% 13% 14% 15% 10% 2023 Jun YTD 2022 Jun YTD 10% 19% 22%  14% 18% 12% 15% 19% 26% 222 Jun YTD 15% 15% 26%  21% 29% 24% 26% 22% CY2022 14% 12% 24%  17% 22% 22% 20% 21% CY2021 13% 18% 29%  33% 18% 28% 24% 27% CY2019 15% 14% 21%  ■ More than 60 days ■ One to two months (3) ■ Cone to two weeks  AIR VS. DRIVE/GROUND VISITORS  51% 52% 49% 51% 49% 51% 2022 Jun YTD 2022 Jun YTD 49%  2023 Jun YTD 49%  2023 Jun YTD 49%  CY2022 52%	CY2019 CY2021 CY2022 2022 Jun YTD 2023 Jun YTD  n= 3,599 3,917 6,267 3,564 2,739  BOOKING WINDOW  15% 13% 14% 15% 10% 2023 Jun YTD 2022 Jun YTD 10% 19% 22% 21% 20% 15% 15% 15% 15% 26% 20% 15% 20% 21% 27% 22% 22% 20% 21% CY2022 14% 12% 24% 22% 17% 20% 15% 18% 29% 33% 18% 28% 24% 27% CY2021 13% 18% 29% 33% 18% 28% 24% 27% CY2019 15% 14% 21% 17% More than 60 days One to two weeks  AIR VS. DRIVE/GROUND VISITORS  51% 52% 49% 51% 49% 51% 2022 Jun YTD 2022 Jun YTD 49% 2023 Jun YTD 49% 2023 Jun YTD 51% 15% 14% 2022 Jun YTD 51% 15% 15% 15% 2022 Jun YTD 51% 15% 15% 15% 15% 15% 15% 15% 15% 15%	CY2019 CY2021 CY2022 2022 Jun YTD 2023 Jun YTD 10% 19% 22% 21% 27% 13% 14% 15% 10% 2023 Jun YTD 2022 Jun YTD		



Sporting Events

Other

#### LVCVA LAS VEGAS VISITOR PROFILE



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#### Mid-Year 2023

		ANNUAL			COMP	ARISON*									
		CY2019	CY2021	CY2022	2022 Jun YTD	2023 Jun YTD									
	n=	3,599	3,917	6,267	3,564	2,739									
ming budgets continue to be very strong among visitors.							TRIP GAMING	BUDGET	(amon	g thos	who g	ambled)			
Gambled during visit		81%	76%	75%	73%	77%									
Avg. trip gaming budget (among those who gambled)		\$591	\$718	\$761	\$692	\$815	2023 Jun YTD								\$8
		7	*	7	****	,,,,,	2022 Jun YTD							\$692	
Avg. trip gaming budget (including those who did not gamble)		\$476	\$543	\$569	\$505	\$628	61/0000								
							CY2022							Ş	761
							CY2021							\$718	1
							CY2019						\$591		

\$4

\$10

Spending across most categories remained strong in the first half of 2023. Sporting event spending was driven in part due by some higher-spending respondents corresponding to the Stanley Cup.

#### Trip Expenditures Per Visitor (including those who spent \$0) Food and Drink \$519 \$550 \$411 \$460 \$139 \$151 Local Transportation \$117 \$130 \$162 Shopping \$187 \$285 \$196 Shows/Entertainment \$52 \$33 \$117 \$92 Sightseeing \$40 \$51 \$14 \$17 Parking Fees \$6 \$8 \$17 \$15

\$7

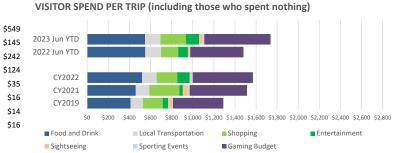
\$10

\$13

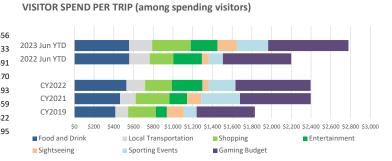
\$20

\$16

\$6











## QUARTERLY SNAPSHOT

#### Mid-Year 2023

			Mi	d-Year 2	023							
		ANNUAL		СОМР	ARISON*	-						
	CY2019	CY2021	CY2022	2022 Jun YTD	2023 Jun YTD							
	n= 3,599	3,917	6,267	3,564	2,739							
Average age continues to trend back up in 2023, driven by a larger mix	1					AGE OF VISI	TORS					
of Gen X and Millennial travelers.												
21 to 29	16%		23%			2023 Jun YTD	14%	28%	,	27%	100/	40/ 400/
30 to 39	21%		30%			2023 Jun YTD 2022 Jun YTD	24%	28%	31%		18% 0% 13	4% 10% % 3% 9%
40 to 49	22%		22%			2022 3011 1115	24/0		31/0		070	370 370
50 to 59	16%		14%			CY2022	23%		30%	22	.% 1	4% 3% 7%
60 to 64	5%		3%			CY2021	21%		25%	21%		6% 12%
65 and older	19%		7%	9%		CY2019	16%	21%		22%	16% 5%	19%
Mean Age	46.2	43.2	40.7	40.5	43.8	■ 21 to 29	■ 30 to	39 40	to 49	50 to 59	50 to 64	65 and older
n the first half of 2023, Las Vegas has seen a higher proportion of												
visitors with household income of \$100k+ (44%) vs. recent years.						HOUSEHOL	DINCOME					
isitors with household income of \$100kr (4470) vs. recent years.												
Less than \$40k annual HH income	16%	15%	12%	13%	8%	2023 Jun YTD	8% 10%	17%	19	%	44%	
\$40k-\$59,999 annual HH income	13%	18%	17%	19%	10%	2022 Jun YTD	13%	19%	18%	14%		5%
\$60k-\$79,999 annual HH income	15%		19%		17%							
\$80k-\$99,999 annual HH income	11%		16%			CY2022	12%	17%	19%	16%		5%
\$100k+ annual HH income	29%		35%	35%		CY2021 CY2019	15% 16%	18% 13%	17% 15%	17%		30% 29%
\$100k+ alliludi nn ilicollie	29%	30%	33%	33%	4470	C12013	10/0	13/0	13/0	1170		
						■<\$40k	■ \$40k	-\$59,999	■\$60k-\$79	9,999 =\$	80k-\$99,999	■\$100k+
After declining during the pandemic, the percentage of Married						MARITAL S	ATLIC				■ Marr	ied ■ Not Marr
visitors increased in the first half of 2023 (64%) vs. 1H 2022 (59%).						WARTALS	A103			_	Iviaii	ica Tivot iviaii
Married	73%	56%	58%	59%	64%		27%	44%	41%		41%	35%
Not Married (Single/Separated/Divorced/Widowed)	27%	44%	41%	41%	35%		73%	56%	58%		59%	64%
							01/0010	01/0.004	0,40,00		2000 / 10	
							CY2019	CY2021	CY2022		2022 Jun Y	D 2023 Jun YTI
						VISITOR ETH	INICITY					
arger mix of non-white travelers than pre-pandemic.	770	F.001	6361			VISITOR ETH	INICITY					
arger mix of non-white travelers than pre-pandemic.  White visitors	77%		62%				INICITY	62	2%		_ 38	3%
thnic composition of visitors remains similar to recent years with a arger mix of non-white travelers than pre-pandemic.  White visitors  Non-white visitors	77% 23%		62% 38%			VISITOR ETH 2023 Jun YTD 2022 Jun YTD	INICITY	62	2% <b>4</b> %			3% 5%
arger mix of non-white travelers than pre-pandemic.  White visitors		44%		35%	38%	2023 Jun YTD	INICITY					
white visitors  Non-white visitors	23%	44% 17%	38%	35% 10%	38% 14%	2023 Jun YTD 2022 Jun YTD CY2022	INICITY	62 62	<b>4</b> %		38	5% %
white visitors  Non-white visitors  African American	23% 9%	44% 17% 6%	38% 12%	35% 10%	38% 14% 10%	2023 Jun YTD 2022 Jun YTD CY2022 CY2021	INICITY	6	4% 2%		3	5% %
white visitors  Non-white visitors  African American  Asian	23% 9% 3%	44% 17% 6% 19%	38% 12% 7%	35% 10% 5%	38% 14% 10% 13%	2023 Jun YTD 2022 Jun YTD CY2022	INICITY	62 62	<b>4</b> %		38	5% %





### **QUARTERLY SNAPSHOT**

#### Mid-Year 2023

-	ANNUAL			COMPARISON*			
C	CY2019	CY2021	CY2022	2022 Jun YTD	2023 Jun YTD		
	3,599	3,917	6,267	3,564	2,739		

Visitation from CA and AZ remain strong while International visitation continues to ramp-up YoY.

Western States	47%	60%	52%	55%	56%
So. CA	18%	26%	27%	26%	30%
AZ	9%	11%	7%	10%	10%
UT	7%	6%	4%	4%	3%
Other West (excludes AZ, UT and So. CA)	9%	14%	10%	10%	14%
Eastern States	10%	8%	9%	8%	7%
Midwest States	12%	12%	12%	11%	12%
Southern States	17%	17%	18%	17%	14%
International (preliminary)	14%	3%	9%	8%	12%

