



Country Comparison Fact Sheet

2016 Las Vegas Top Overseas Markets

As of November 15, 2017

	UNITED KINGDOM	AUSTRALIA	JAPAN	BRAZIL	GERMANY	CHINA	SOUTH KOREA	FRANCE	INDIA	NETHERLANDS	ITALY	SWITZERLAND	IRELAND	ALL OVERSEAS	MEXICO	
Int'l Travelers to the US	4,574,000	1,346,000	3,577,000	1,693,000	2,035,000	2,972,000	1,974,000	1,628,000	1,172,000	672,000	983,000	469,000	442,000	37,589,000		
Int'l Travelers to Las Vegas (est) *	753,026	364,433	236,145	154,574	213,318	233,132	164,429	97,164	44,597	57,518	41,479	61,000	37,000	3,051,231	1,210,128	
Las Vegas Share of Travelers to the US	16.5%	27.1%	6.6%	9.1%	10.5%	7.8%	8.3%	6.0%	3.8%	8.6%	4.2%	12.9%	8.5%	8.1%	#DIV/0!	
* Source: Global City Travel data model from Oxford Economics (Estimates from other methodologies are not comparable.)																
CHARACTERISTICS OF TRIP TO THE US: Based on US Dept. of Commerce Survey of International Air Travelers (SIAT)																Unit of Measure
Advance Trip Decision	181.1	200.5	82.3	117.0	162.1	67.7	84.5	165.4	71.0	148.6	130.0	161.9	152.1	134.0	68.1	avg. # of days
Advance Airline Reservation	150.5	136.0	64.9	82.0	124.3	41.9	61.9	113.4	49.7	112.7	99.9	102.3	114.1	99.4	55.4	avg. # of days
Information Sources																
Airlines	49.4%	41.6%	39.6%	56.1%	36.6%	27.3%	20.8%	33.2%	41.4%	50.3%	28.3%	36.7%	43.0%	39.4%	54.6%	% of travelers
Online Travel Agency	40.6%	45.2%	30.6%	44.0%	44.3%	31.4%	29.5%	32.6%	26.7%	37.9%	30.3%	42.6%	35.7%	38.8%	32.5%	% of travelers
Friends/Relatives	25.4%	40.4%	16.9%	43.4%	34.6%	28.2%	33.3%	29.3%	37.6%	39.3%	24.7%	34.8%	18.3%	34.2%	23.9%	% of travelers
Tour Operator/Company	17.3%	9.8%	5.2%	12.9%	7.9%	14.6%	26.9%	14.3%	20.0%	15.7%	21.6%	2.5%	11.7%	13.0%	5.9%	% of travelers
Travel Agent	23.5%	52.4%	29.5%	21.8%	32.2%	22.4%	13.9%	25.4%	25.5%	28.6%	35.1%	32.3%	32.4%	24.8%	12.3%	% of travelers
Travel Guides	14.4%	15.4%	19.3%	19.3%	29.6%	17.4%	12.4%	22.9%	10.3%	21.6%	15.3%	24.3%	8.5%	18.1%	6.8%	% of travelers
Used a Prepaid Package	28.0%	10.0%	34.7%	13.0%	13.8%	44.4%	28.5%	31.2%	20.4%	17.9%	28.2%	10.0%	27.8%	20.7%	19.1%	% of travelers
Traveled with a Tour Group	0.1%	0.3%	1.0%	0.3%	0.9%	4.1%	0.7%	3.6%	1.2%	0.0%	0.5%	0.1%	0.0%	1.2%	0.2%	% of travelers
Size of Traveling Party - All	2.0	2.0	1.9	2.0	1.9	2.6	2.2	2.3	1.6	2.1	2.0	2.0	1.9	2.0	2.0	avg. # of people
Purpose of Trip to U.S.																
Vacation/Holiday	88.8%	86.2%	65.1%	73.2%	82.8%	69.7%	75.1%	88.2%	36.6%	78.8%	82.3%	84.9%	90.3%	79.5%	82.9%	% of travelers
Visiting Friends/Relatives	6.1%	6.9%	10.4%	5.6%	7.3%	7.0%	10.5%	5.4%	25.9%	7.3%	1.8%	3.7%	0.9%	8.3%	7.2%	% of travelers
Business/Convention	4.6%	5.8%	20.9%	16.6%	5.7%	19.9%	10.4%	3.9%	34.6%	11.0%	13.2%	6.6%	6.2%	9.8%	9.3%	% of travelers
Other	0.5%	1.1%	3.6%	4.6%	4.2%	3.4%	4.0%	2.5%	2.9%	2.9%	2.7%	4.8%	2.6%	2.4%	0.6%	% of travelers
Nights Stayed/Destinations																
Nights Stayed in Las Vegas	5.8	5.4	3.8	5.8	4.2	3.3	3.3	3.0	3.8	5.2	3.3	3.6	4.8	4.3	4.4	avg. # of nights
Total Nights Stayed in U.S.	13.9	23.8	11.5	17.5	23.1	18.0	18.2	19.1	35.5	21.5	16.8	20.3	19.1	18.8	6.5	avg. # of nights
Number of States Visited	2.0	3.3	2.0	2.2	2.9	3.2	2.7	3.0	3.3	2.9	3.1	2.7	2.1	2.7	1.2	avg. # of states
Main U.S. Destination is Nevada (Las Vegas)	70.3%	25.1%	74.6%	54.6%	33.6%	32.4%	40.2%	19.5%	30.5%		25.6%	35.8%	46.1%	42.1%	91.5%	% of travelers
U.S. Expenditures per Trip																
Transportation Within U.S. (A)	\$136	\$513	\$174	\$339	\$256	\$550	\$207	\$184	\$465	\$199	\$239	\$359	\$153	\$306	\$123	spent per person per trip
Lodging (B)	\$417	\$1,029	\$412	\$669	\$779	\$683	\$439	\$554	\$1,658	\$851	\$459	\$1,276	\$346	\$693	\$199	
Food/Beverage	\$408	\$727	\$271	\$498	\$277	\$321	\$248	\$227	\$433	\$435	\$371	\$698	\$365	\$450	\$208	
Shopping	\$225	\$619	\$406	\$735	\$235	\$947	\$308	\$225	\$335	\$178	\$226	\$355	\$320	\$357	\$311	
Entertainment (C)	\$408	\$727	\$271	\$498	\$277	\$321	\$248	\$227	\$249	\$255	\$232	\$372	\$505	\$372	\$205	
Other Spending	\$33	\$58	\$91	\$36	\$97	\$127	\$68	\$60	\$27	\$255	\$19	\$153	\$38	\$77	\$16	
Average U.S. Expenditures per Trip	\$1,627	\$3,673	\$1,625	\$2,775	\$1,921	\$2,949	\$1,518	\$1,477	\$3,167	\$2,173	\$1,546	\$3,213	\$1,727	\$2,255	\$1,062	
Length of Stay in U.S.	13.9	23.8	11.5	17.5	23.1	18.0	18.2	19.1	35.5	21.5	16.8	20.3	19.1	18.8	6.5	
U.S. Expenditures per Day																
Transportation Within U.S. (A)	\$10	\$22	\$15	\$19	\$11	\$31	\$11	\$10	\$13	\$9	\$14	\$18	\$8	\$16	\$19	spent per person per day
Lodging (B)	\$30	\$43	\$36	\$38	\$34	\$38	\$24	\$29	\$47	\$40	\$27	\$63	\$18	\$37	\$31	
Food/Beverage	\$29	\$31	\$24	\$28	\$12	\$18	\$14	\$12	\$12	\$20	\$22	\$34	\$19	\$24	\$32	
Shopping	\$16	\$26	\$35	\$42	\$10	\$53	\$17	\$12	\$9	\$8	\$13	\$17	\$17	\$19	\$48	
Entertainment (C)	\$29	\$31	\$24	\$28	\$12	\$18	\$14	\$12	\$7	\$12	\$14	\$18	\$26	\$20	\$32	
Other Spending	\$2	\$2	\$8	\$2	\$4	\$7	\$4	\$3	\$1	\$12	\$1	\$8	\$2	\$4	\$2	
Average U.S. Daily Expenditures	\$117	\$154	\$141	\$159	\$83	\$164	\$83	\$77	\$89	\$101	\$92	\$158	\$90	\$120	\$163	
Annual Household Income (D)	\$96,724	\$112,415	\$96,380	\$71,165	\$86,146	\$65,322	\$74,491	\$73,309	\$43,326	\$98,100	\$57,999	\$131,730	\$76,712	\$76,020	\$83,217	avg. annual income



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Las Vegas Share of Travelers to the US	16.5%	27.1%	6.6%	9.1%	10.5%	7.8%	8.3%	6.0%	3.8%	8.6%	4.2%	12.9%	8.5%	8.1%	#DIV/0!	
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CHARACTERISTICS OF TRIP TO THE US: Based on US Dept. of Commerce Survey of International Air Travelers (SIAT)																Unit of Measure
First Int'l U.S. Trip	17.5%	44.2%	17.8%	17.1%	29.7%	63.4%	51.0%	38.9%	53.4%	29.8%	40.1%	26.5%	32.6%	35.2%	11.2%	% of travelers
U.S. Trips Last 12 Months	1.4	1.2	2.0	2.0	1.7	1.4	1.2	1.4	1.4	1.4	1.4	1.5	1.3	1.5	2.7	avg. # of trips
Number of Destinations Visited	2.9	4.4	2.4	3.0	4.8	4.1	3.7	5.1	4.2	4.7	4.8	4.6	3.2	3.9	1.4	# of destinations
Lodged in Hotel/Motel	96.8%	94.8%	96.1%	95.7%	89.4%	85.9%	96.8%	91.7%	81.4%	95.1%	95.8%	95.7%	97.2%	92.1%	91.8%	% of travelers
Factors in Airline Choice																
Airfare	48.0%	61.0%	33.0%	69.0%	50.2%	55.7%	46.7%	43.7%	53.0%	44.7%	39.5%	42.3%	56.2%	52.5%	69.3%	% of travelers
Convenient Schedule	43.6%	34.3%	34.6%	43.1%	36.4%	22.6%	35.8%	29.0%	51.4%	41.2%	48.6%	37.6%	38.0%	38.2%	51.9%	% of travelers
Mileage Bonus/FF Program	8.9%	15.9%	37.1%	18.1%	10.2%	11.8%	24.6%	10.5%	7.0%	15.9%	7.5%	6.5%	3.7%	14.2%	5.1%	% of travelers
Non-Stop Flight	53.3%	35.7%	26.9%	31.0%	41.2%	51.3%	48.8%	41.3%	15.1%	33.7%	20.9%	54.3%	29.1%	38.7%	62.1%	% of travelers
Means of Booking Air Trip																
Airline Direct	33.7%	24.4%	33.8%	34.8%	29.8%	13.7%	18.7%	32.4%	17.5%	30.5%	20.5%	32.4%	20.0%	27.0%	44.7%	% of travelers
Corporation Travel Department	3.0%	2.7%	4.6%	9.1%	6.2%	14.7%	5.1%	3.8%	25.1%	7.5%	3.6%	3.1%	6.3%	6.7%	5.5%	% of travelers
Internet Booking Service	25.8%	23.2%	20.7%	32.1%	28.0%	34.9%	35.8%	27.0%	23.4%	30.2%	19.8%	29.4%	27.8%	33.9%	30.7%	% of travelers
Tour Operator/Company	17.5%	3.1%	6.8%	13.7%	5.1%	21.0%	21.5%	14.2%	16.1%	11.6%	19.2%	3.1%	16.6%	11.7%	6.0%	% of travelers
Travel Agency Office	24.2%	54.3%	35.9%	25.1%	34.1%	23.1%	23.6%	24.7%	30.0%	23.4%	41.7%	36.5%	35.0%	27.2%	24.1%	% of travelers
Type of Airline Ticket																
Paid Ticket	87.1%	89.7%	70.0%	71.3%	84.5%	73.6%	67.5%	77.3%	91.6%	82.6%	83.4%	89.3%	96.2%	82.1%	69.1%	% of travelers
Paid Upgrade	3.8%	1.6%	5.3%	2.2%	2.4%	1.2%	3.8%	0.9%	0.0%	3.5%	0.0%	0.5%	0.8%	2.1%	2.3%	% of travelers
Frequent Flyer Award	2.5%	4.0%	3.6%	7.2%	3.4%	0.8%	0.8%	1.7%	0.3%	3.6%	1.6%	1.2%	0.0%	2.3%	2.4%	% of travelers
Frequent Flyer Award Upgrade	0.6%	0.9%	1.2%	0.8%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.5%	% of travelers
Discount/Group Fare	1.0%	0.8%	8.1%	2.8%	1.9%	19.3%	15.5%	4.6%	2.6%	1.2%	2.2%	0.0%	0.0%	5.0%	3.6%	% of travelers
Airline Seating Area																
First Class	0.4%	0.2%	2.4%	0.0%	0.4%	1.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.5%	% of travelers
Executive/Business	1.8%	1.7%	18.6%	5.6%	6.9%	3.7%	1.4%	2.2%	4.5%	8.3%	1.6%	1.8%	0.0%	3.5%	3.4%	% of travelers
Economy/Tourist/Coach	97.9%	98.1%	79.0%	94.4%	92.8%	95.3%	98.2%	97.2%	95.5%	91.7%	98.4%	98.2%	100.0%	96.1%	94.0%	% of travelers
Transportation in the U.S.																
Airlines in U.S.	37.8%	79.4%	68.6%	58.4%	40.5%	61.5%	47.0%	33.2%	74.5%	42.0%	56.6%	40.6%	51.9%	51.2%	13.0%	% of travelers
Bus between Cities	11.6%	28.7%	20.1%	14.5%	17.9%	11.8%	33.5%	22.6%	42.4%	9.3%	21.3%	15.0%	20.4%	18.7%	15.9%	% of travelers
City Subway/Tram/Bus	32.7%	51.1%	30.3%	17.5%	37.3%	16.4%	35.6%	27.9%	33.6%	28.2%	37.4%	29.6%	28.9%	30.7%	19.2%	% of travelers
Railroad between Cities	2.7%	8.9%	4.4%	0.2%	3.5%	5.0%	2.9%	2.8%	7.1%	4.3%	3.4%	3.6%	0.8%	4.6%	1.2%	% of travelers
Rented Auto	34.5%	45.9%	26.7%	60.3%	69.9%	41.1%	39.7%	63.1%	19.9%	72.3%	63.2%	70.9%	27.6%	47.9%	19.8%	% of travelers
Ride-sharing Service	3.7%	7.2%	1.8%	1.2%	2.4%	3.6%	6.4%	1.5%	5.4%	2.6%	4.3%	5.0%	0.8%	12.0%	6.2%	% of travelers
Taxi/Limousine	60.4%	59.6%	48.8%	29.0%	25.3%	21.7%	25.1%	20.4%	42.6%	29.6%	29.0%	28.9%	50.8%	35.7%	50.7%	% of travelers



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CHARACTERISTICS OF TRIP TO THE US: Based on US Dept. of Commerce Survey of International Air Travelers (SIAT)																Unit of Measure
Leisure Activities																
Amusement/Theme Parks	25.3%	60.0%	20.2%	44.3%	32.8%	55.5%	51.0%	46.3%	49.9%	33.4%	33.2%	46.6%	31.4%	41.5%	12.3%	% of travelers
Casinos/Gambling	74.6%	74.9%	59.2%	53.3%	54.7%	42.2%	46.8%	56.6%	47.3%	58.8%	41.7%	66.6%	73.7%	55.9%	62.2%	% of travelers
Concert/Play/Musical	45.5%	57.1%	37.1%	46.5%	22.2%	19.4%	34.6%	20.3%	17.8%	22.4%	22.5%	27.6%	45.9%	32.4%	46.9%	% of travelers
Experience Fine Dining	43.4%	50.5%	33.2%	30.8%	29.9%	61.3%	22.0%	36.3%	32.0%	34.0%	24.3%	54.4%	42.9%	37.3%	42.3%	% of travelers
Golfing/Tennis	3.4%	3.5%	4.4%	0.4%	2.1%	2.3%	9.7%	1.6%	5.2%	2.1%	1.6%	1.7%	0.4%	3.1%	1.7%	% of travelers
Guided Tours	45.2%	72.3%	28.8%	23.0%	35.3%	41.5%	24.9%	35.6%	40.5%	48.1%	43.5%	31.9%	50.4%	39.6%	11.1%	% of travelers
National Parks	49.0%	69.5%	43.5%	46.6%	76.1%	59.9%	56.8%	80.3%	50.0%	78.1%	68.3%	67.9%	47.4%	60.1%	12.0%	% of travelers
Nightclubs/Dancing	25.6%	36.0%	10.8%	45.0%	22.2%	6.8%	5.6%	12.6%	26.7%	22.9%	18.4%	26.7%	45.3%	19.9%	33.3%	% of travelers
Shopping	90.3%	97.1%	80.7%	93.6%	91.7%	92.3%	71.5%	88.4%	84.3%	85.1%	79.4%	92.2%	93.4%	89.0%	89.1%	% of travelers
Sightseeing in Cities	92.4%	95.5%	86.6%	80.3%	91.8%	89.4%	85.1%	89.1%	91.6%	91.3%	75.0%	85.0%	95.3%	87.8%	65.0%	% of travelers
Attend Sports Event	14.6%	39.7%	4.7%	19.9%	16.8%	6.4%	12.2%	8.0%	7.4%	9.5%	7.1%	8.6%	23.5%	15.0%	4.7%	% of travelers
Water Sports/Sunbathing	5.2%	13.6%	2.6%	2.1%	10.0%	7.4%	7.7%	5.7%	15.0%	9.9%	4.2%	11.9%	10.5%	6.9%	1.8%	% of travelers
Gender																
Male	47.2%	43.0%	58.2%	63.8%	55.6%	52.6%	58.6%	54.1%	79.7%	62.4%	65.6%	57.5%	47.0%	54.5%	53.0%	% of travelers
Female	52.8%	57.0%	41.8%	36.2%	44.4%	47.4%	41.4%	45.9%	20.3%	37.6%	34.4%	42.5%	53.0%	45.5%	47.0%	% of travelers
Age																
Male	43.9	39.3	45.4	39.6	39.3	39.2	38.1	43.8	41.6	43.3	38.1	36.3	36.1	40.2	43.3	average age
Female	40.4	37.9	42.4	37.2	34.1	35.1	34.5	39.2	33.6	36.5	33.5	36.0	32.1	36.7	36.9	average age
Total Trip Expenditure																
Package Price	\$2,302	\$4,402	\$2,555	\$2,182	\$2,787	\$3,399	\$2,767	\$3,542	\$3,818	\$3,160	\$4,250	\$4,771	\$2,154	\$2,922	\$853	
International Airfare	\$1,274	\$1,939	\$1,844	\$995	\$1,175	\$1,624	\$1,124	\$1,195	\$1,461	\$1,318	\$1,171	\$1,533	\$1,127	\$1,194	\$509	spent per person
Total Trip Expenditure	\$2,999	\$5,656	\$3,466	\$3,763	\$3,356	\$4,811	\$2,706	\$2,857	\$4,650	\$3,520	\$2,734	\$4,778	\$2,885	\$3,488	\$1,596	per trip

Figures for individual countries are based on a 3-year rolling average of data from the Survey of International Air Travelers.

NOTE: Due to limited sample sizes, spending estimates for certain countries are unavailable.

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

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

(C) Includes gaming expenditures

(D) Converted to US\$ for comparison purposes