

LAS VEGAS VISITOR PROFILE

Calendar Year 2017

Generational Version

Research that works.

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2017.

Generational differences as originally defined by researchers at the Pew Research Center for the Silent Generation (those born between 1925 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980) and Millennials (those born between 1981 and 1996) are the focus of this report. The tables and charts in this report show data for all visitors and for four visitor subgroups:

- **SILENT GENERATION** — 4% of all visitors.
- **BOOMERS** — 27% of all visitors.
- **GEN X** — 31% of all visitors.
- **MILLENNIALS** — 38% of all visitors.

Visitors born before 1925 (one visitor in 2017) are included with the Silent Generation.

This section presents the research highlights. The findings are presented in detail beginning on page 9.

THE SILENT GENERATION

Those visitors born before 1946 were the most likely to have:

- Been visiting Las Vegas primarily to gamble (15%).
- Lodged in outlying areas (28%).
- Booked their accommodations one week to one month in advance of their trip (36%).
- Received a casino complimentary rate for their lodgings (28%).
- Spent the most hours per day gambling (average of 3.0 hours).
- Have gambled in outlying areas and areas outside of Las Vegas (15%).

Members of the Silent Generation were also the most likely to:

- Have a high school diploma or less (29%).
- Have an income between \$40,000 and \$59,999 (29%).
- Be male (65%).

During their visit to Las Vegas the Silent Generation spent an average of:

- \$302.05 on food and drink.
- \$103.86 on shopping.
- \$45.90 on shows and entertainment.

BOOMERS

Those visitors born between 1946 and 1964 were more likely to have:

- Consulted reviews at hotel or show venue sites while planning their trip (43%).
- Booked their flight using an airline website (72%).
- Lodged in outlying areas of Las Vegas (16%).
- Booked their accommodations by calling the property directly (19%).
- Had only two people staying in their room (84%).
- Stayed longer in Las Vegas (average of 3.7 nights).
- Gambled during their visit (78%), gambled for more hours per day (average of 2.0 hours), and budgeted more money for gambling (mean of \$794.50).
- Gambled on the Boulder Strip (7%).
- Been to a comedy show during their visit (19%).
- Been visiting Las Vegas primarily to gamble (8%) or to say that they were just passing through Las Vegas (7%).
- Used a hotel/motel shuttle (18%) or a limousine (3%) during their visit.

During their visit to Las Vegas Boomer spent an average of:

- \$381.37 on food and drink.
- \$156.45 on shopping.
- \$58.05 on shows and entertainment.

GEN X VISITORS

Those visitors born between 1965 and 1980 were the most likely to have:

- Been visiting Las Vegas for a convention or corporate meeting (15%).
- Used the monorail while in Las Vegas (14%).
- Stayed on the Strip Corridor (77%).
- Paid a convention rate for their lodgings (10%).
- Seen a Broadway-style production during their stay (33%).

Gen X visitors were also the most likely to:

- Be employed (90%).
- Have an income of \$80,000 or more (63%).

During their visit to Las Vegas Gen X visitors spent an average of:

- \$400.09 on food and drink.
- \$173.65 on shopping.
- \$62.17 on shows and entertainment.

MILLENNIALS

Those visitors born between 1981 and 1996 were the most likely to have:

- Not visited Las Vegas before (29%).
- Used a ride-sharing service while in Las Vegas (24%).
- Planned their trip 61 to 90 days in advance (30%).
- Used websites (73%), social media platforms (51%), or apps (32%) or relied on word of mouth (62%) in planning their trip.
- Stayed with friends or relatives while in Las Vegas (10%).
- Booked their accommodations through a third-party website (48% among those who lodged).
- The largest average number of people staying in a room (mean of 2.1 people) and the most adults in their immediate party (mean of 2.5).
- Paid a regular room rate (61%).
- Attended at least one show during their stay (64%).
- Been to a hotel bar or lounge without a cover charge (75%), a free-standing bar or lounge without a cover charge (52%), or a pool party or day club (15%).

Millennials were also the most likely to:

- Be visiting from the Western United States (59%).
- Have an income between \$60,000 and \$79,999 (31%).
- Be female (54%).

During their visit to Las Vegas Millennials spent an average of:

- \$362.45 on food and drink.
- \$113.04 on shopping.
- \$61.54 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December. Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran 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 month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. 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. Upon completion of the interview, visitors were given souvenirs as “thank you’s.” Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2017. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2017 study. Statistically significant differences in the behavior, attitudes, and opinions of the Silent Generation

(those born between 1925 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980) and Millennials (those born between 1981 and 1996) are pointed out in the text of the report. The tables and charts in this report show data for all visitors and for the four generational subgroups. Visitors born before 1925 (one visitor in 2017) are included with the data for the Silent Generation.

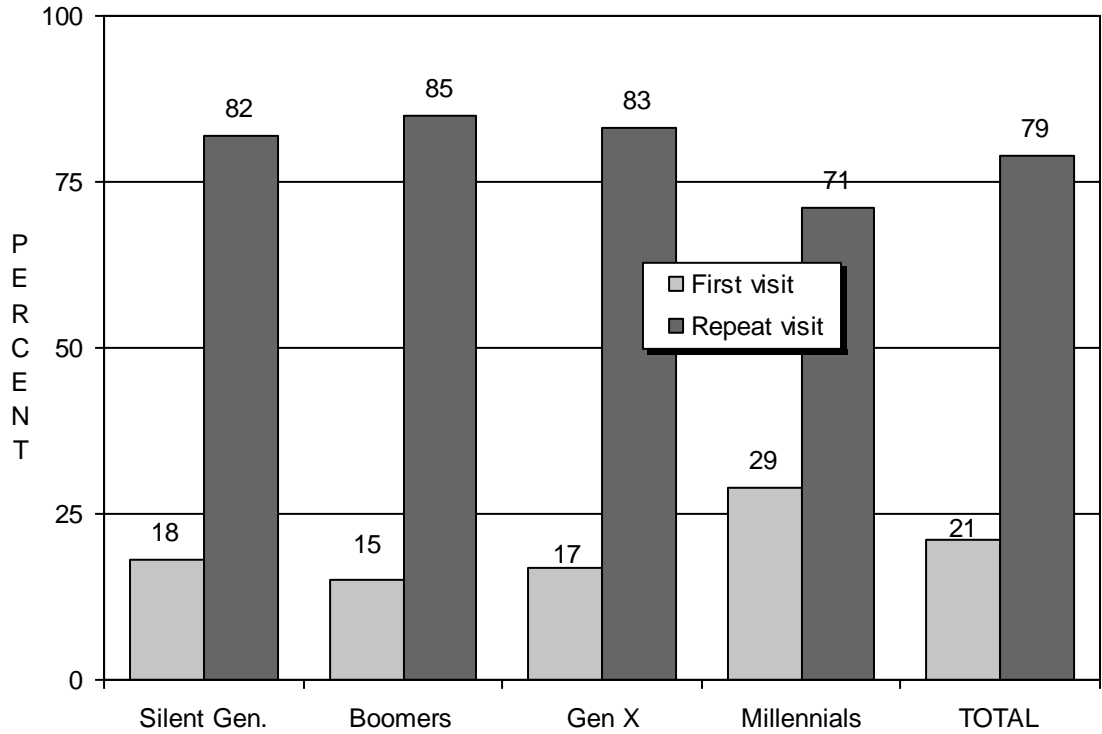
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2017. These questions will be rotated back into the questionnaire in Calendar Year 2018 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

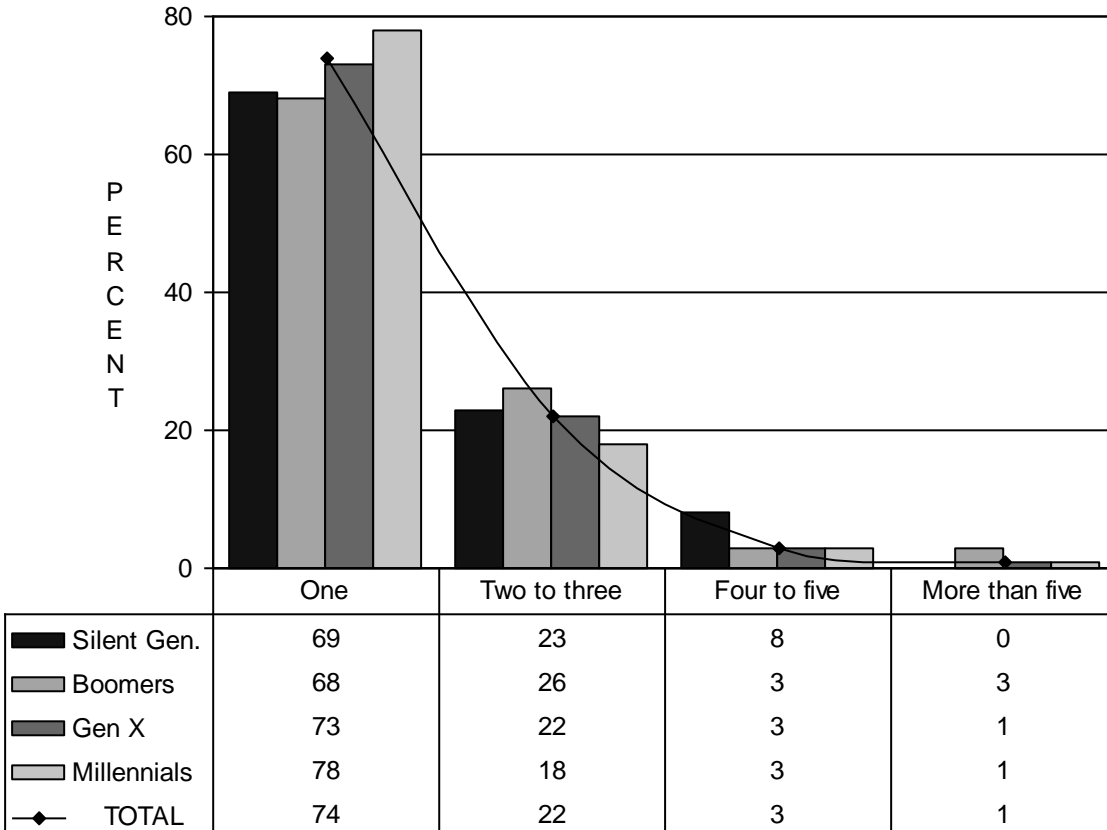
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



Boomers (85%), Gen X visitors (83%), and the Silent Generation (82%) were all more likely than Millennials (71%) to say they had visited Las Vegas before.

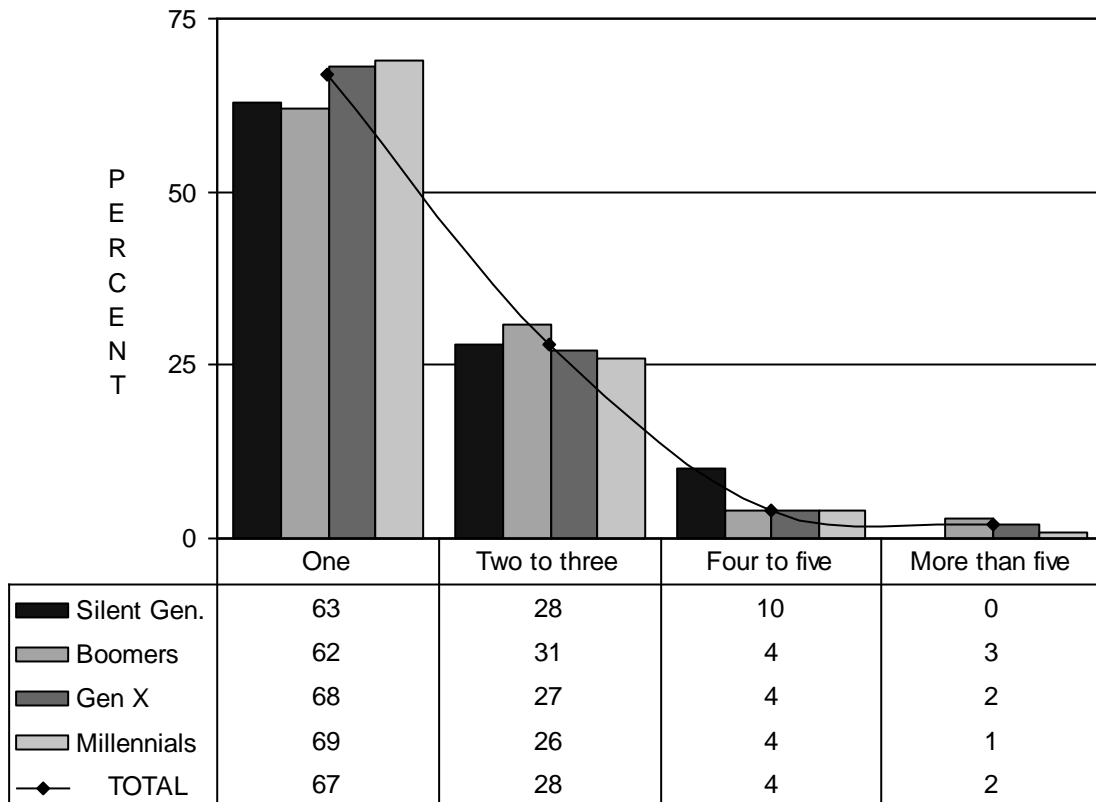
FIGURE 2
Frequency Of Visits In Past Year
(Among All Visitors)



(Means: Silent Gen=1.5, Boomers=1.9, Gen X=1.6, Millennials=1.5, TOTAL=1.6)

Boomers (31%) were more likely than Gen X visitors (26%), who in turn were more likely than Millennials (22%), to have visited Las Vegas more than once within the past 12 months. The average number of visits during the past year was higher for the Boomers (1.9 visits) than for Millennials (1.5 visits).

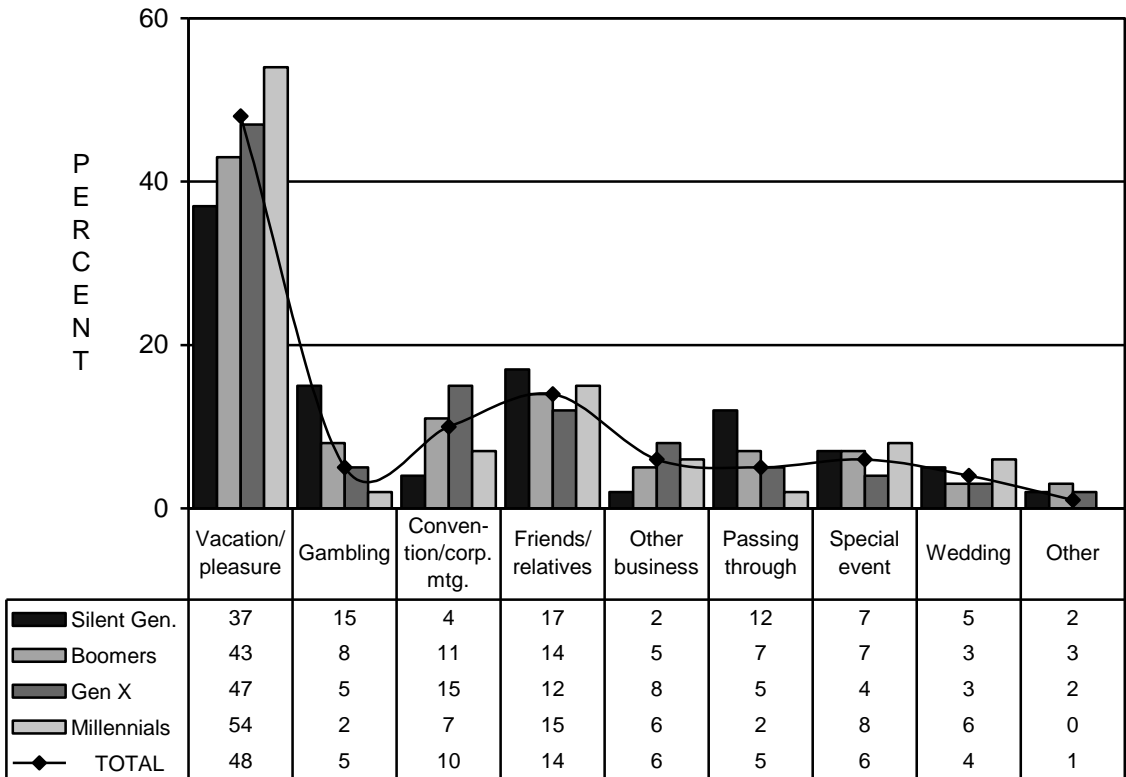
FIGURE 3
 Frequency Of Visits In Past Year
 (Among Repeat Visitors)



(Base Sizes: Silent Gen=110, Boomers=822, Gen X=924, Millennials=981, TOTAL=2839)
 (Means: Silent Gen=1.6, Boomers=2.0, Gen X=1.7, Millennials=1.7, TOTAL=1.8)

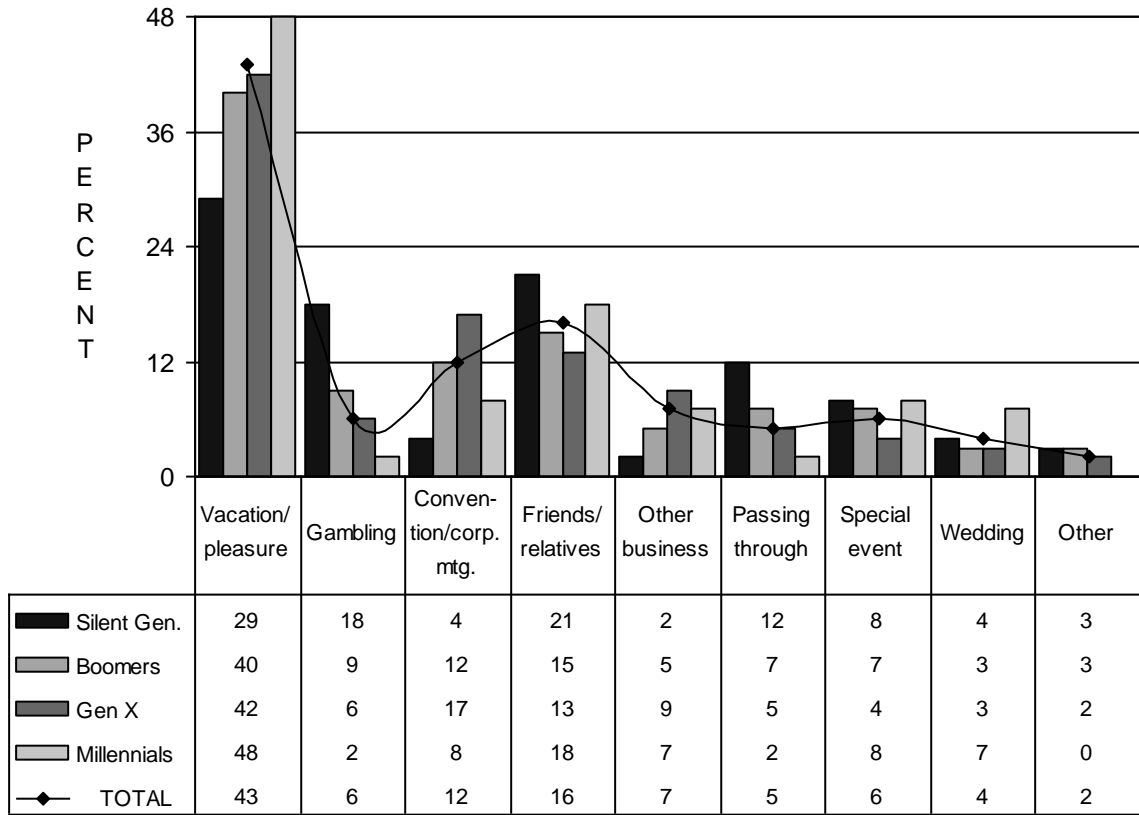
Looking at the frequency of visits in the past year among returning visitors, Boomers (38%) were more likely than Gen X visitors (33%) and Millennials (31%) to have visited more than once. There were no significant differences in the average number of visits between any of the groups.

FIGURE 4
Primary Purpose Of Current Visit
(Among All Visitors)



Looking at the primary purpose of the current visit among all visitors, Millennials (54%) were more likely to say they were visiting Las Vegas for vacation or pleasure than other generations. Silent Generation visitors (15%) were more likely to say they came to Las Vegas primarily to gamble, while Millennials (2%) were the least likely to have done so. Gen X visitors (15%) were more likely to say they traveled to Las Vegas for a convention or corporate meeting. Millennials (8%) and Boomers (7%) were more likely than Gen X visitors (4%) to say they came to Las Vegas for a special event. Millennials (6%) were also more likely than Gen X visitors and Boomers (3% each) to say they came to Las Vegas to get married or attend a wedding.

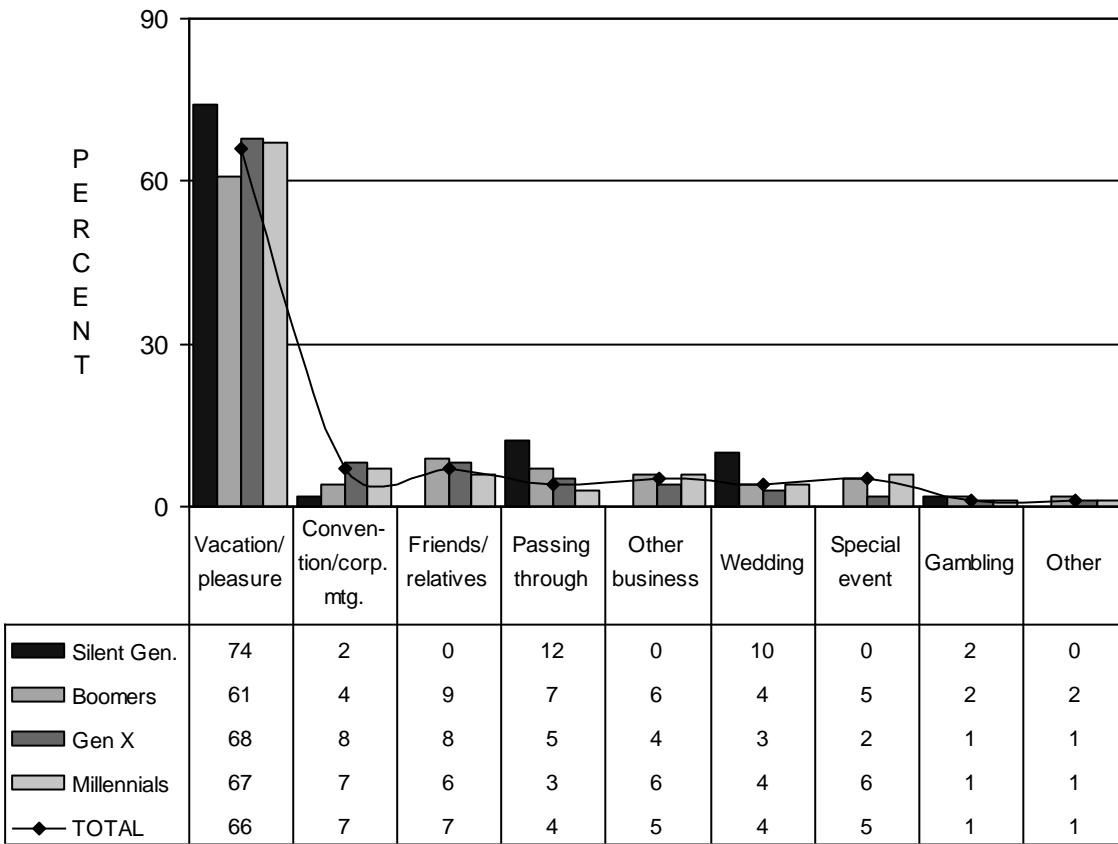
FIGURE 5
Primary Purpose Of Current Visit
(Among Repeat Visitors)



(Base Sizes: Silent Gen=110, Boomers=822, Gen X=924, Millennials=981, TOTAL=2839)

Looking at repeat visitors' primary purpose for their current visit, Millennials (48%) were more likely than both Gen X visitors (42%) and Boomers (40%) to say they were visiting Las Vegas for vacation or pleasure. Gen X visitors (17%) were more likely to say they were visiting for a convention or a corporate meeting. The Silent Generation (18%) were more likely to say they came primarily to gamble, while Millennials (2%) were the least likely to do so. Millennials (8%) and Boomers (7%) were both more likely than Gen X visitors (4%) to say they came to Las Vegas for a special event. Millennials (7%) were more likely to say they were getting married or attending a wedding. Millennials (18%) were also more likely than Gen X visitors (13%) to say they were visiting friends or relatives.

FIGURE 6
Primary Purpose Of Current Visit
(Among First-Time Visitors)

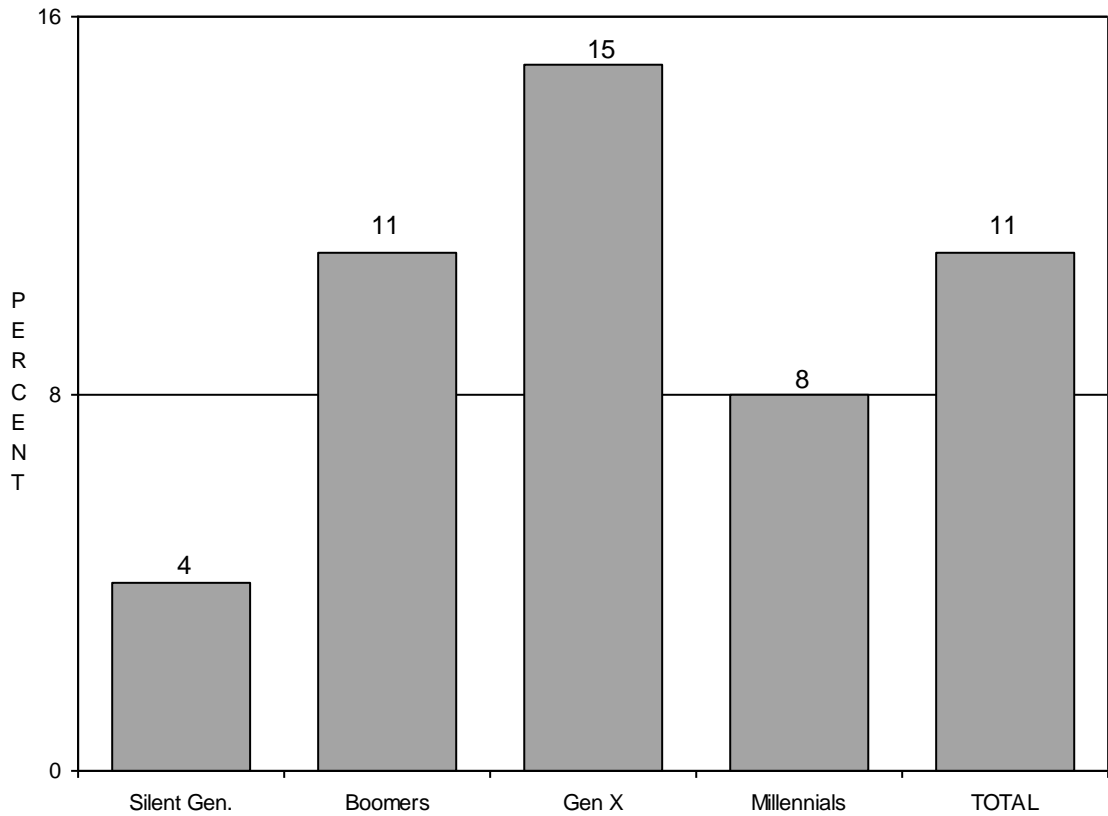


(Base Sizes: Silent Gen=24*, Boomers=141, Gen X=194, Millennials=401, TOTAL=761)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit. Overall, two-thirds (66%) of all first-time visitors said they were visiting Las Vegas for vacation or pleasure. Millennials (6%) were more likely than Gen X visitors (2%) to say they were attending a special event, while Boomers (7%) were more likely than Millennials (3%) to say they were just passing through.

* Note the very small base size for Silent Generation.

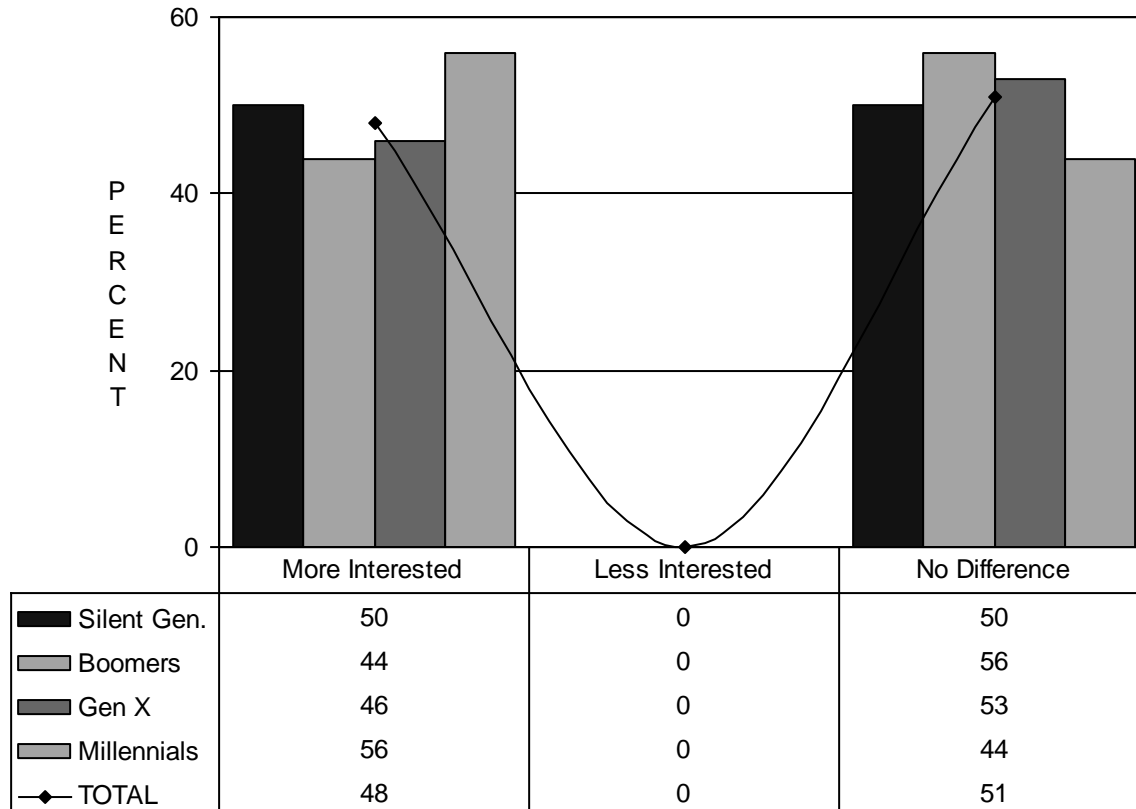
FIGURE 7
Conventions/Trade Shows/Associations/Corporate Meetings



Only "yes" responses are reported in this figure.

Visitors were asked if they had participated in or attended a convention, trade show, association or corporate meeting while in Las Vegas. Gen X visitors (15%) were more likely than Boomers (11%), who in turn were more likely than Millennials (8%), to give this response, while the Silent Generation (4%) were the least likely.

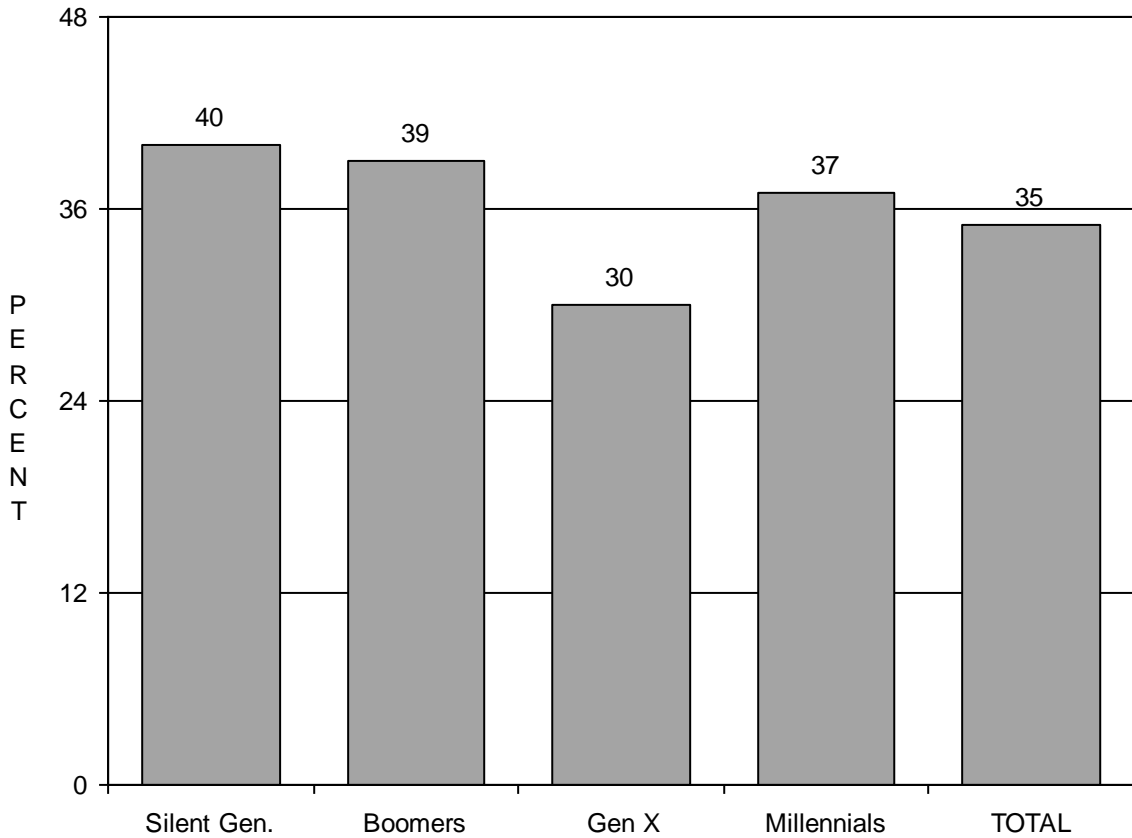
FIGURE 8
Interest In Attending Conventions, Trade Shows, Associations Or
Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention,
Trade Show, Association Or Corporate Meeting)



(Base Sizes: Silent Gen=5*, Boomers=105, Gen X=172, Millennials=105, TOTAL=387)

Convention visitors were asked if holding a convention, trade show, association or corporate meeting in Las Vegas made them more or less interested in attending — or if it made no difference. Forty-eight percent (48%) of all visitors said it would make them more interested in attending while 51% said it would make no difference.

FIGURE 9
Whether Brought Someone Else Who Did Not Attend Conventions,
Trade Shows, Associations Or Corporate Meetings In Las Vegas*
(Among Visitors Who Attended A Convention,
Trade Show, Association Or Corporate Meeting)



(Base Sizes: Silent Gen=5*, Boomers=105, Gen X=172, Millennials=105, TOTAL=387)

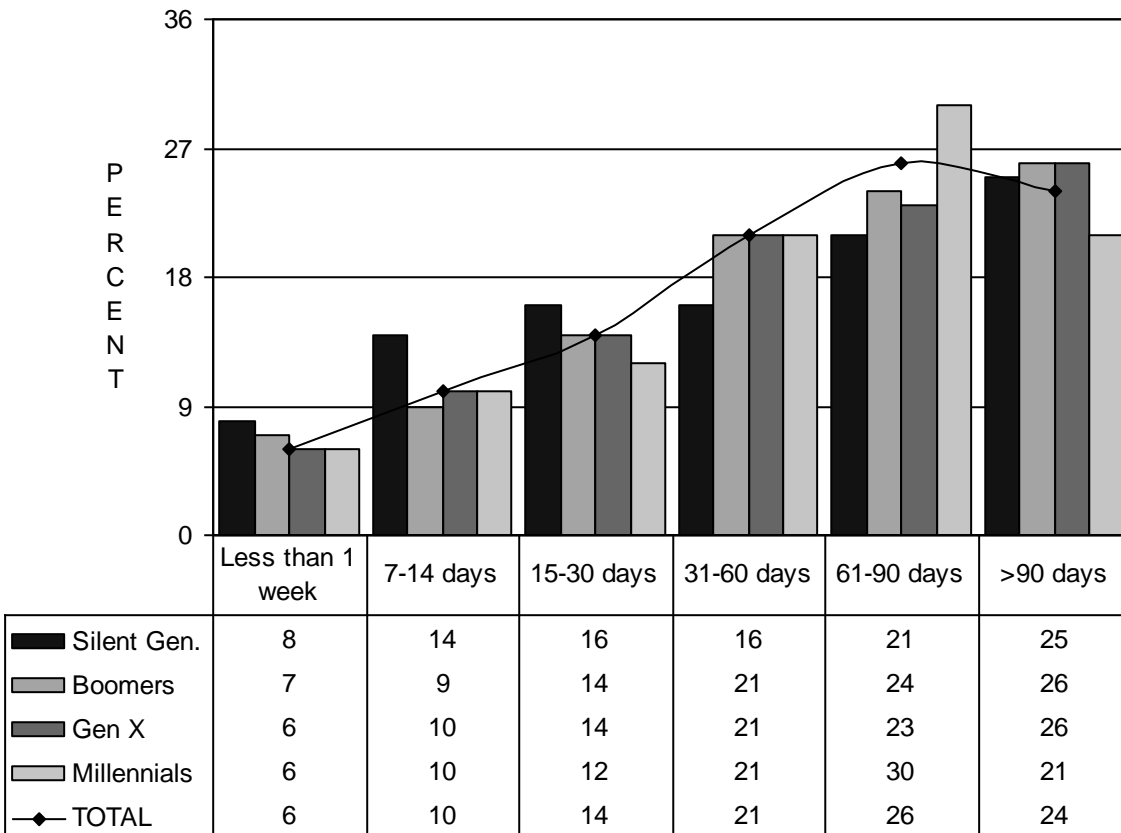
*Only "yes" responses are reported in this figure.

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, association or corporate meeting with them. Thirty-five percent (35%) said they had.

* Note the very small base size for Silent Generation.

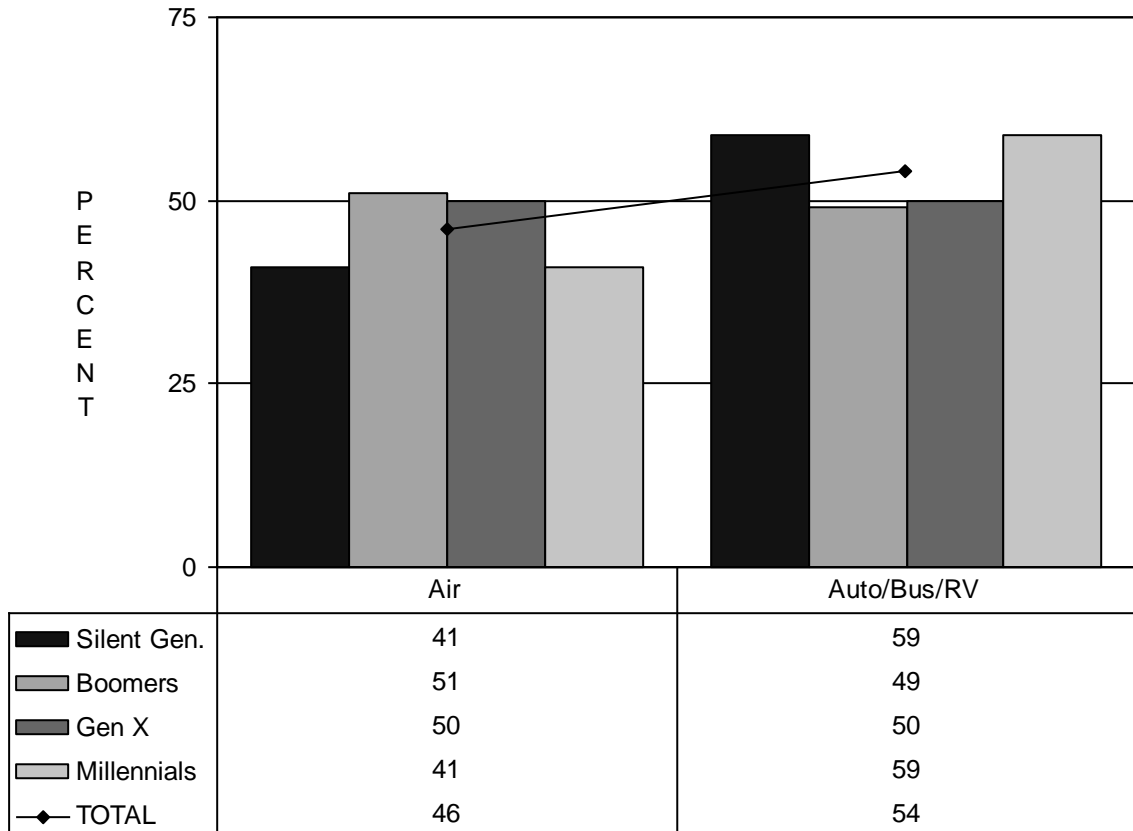
TRAVEL PLANNING

FIGURE 10
Advance Travel Planning



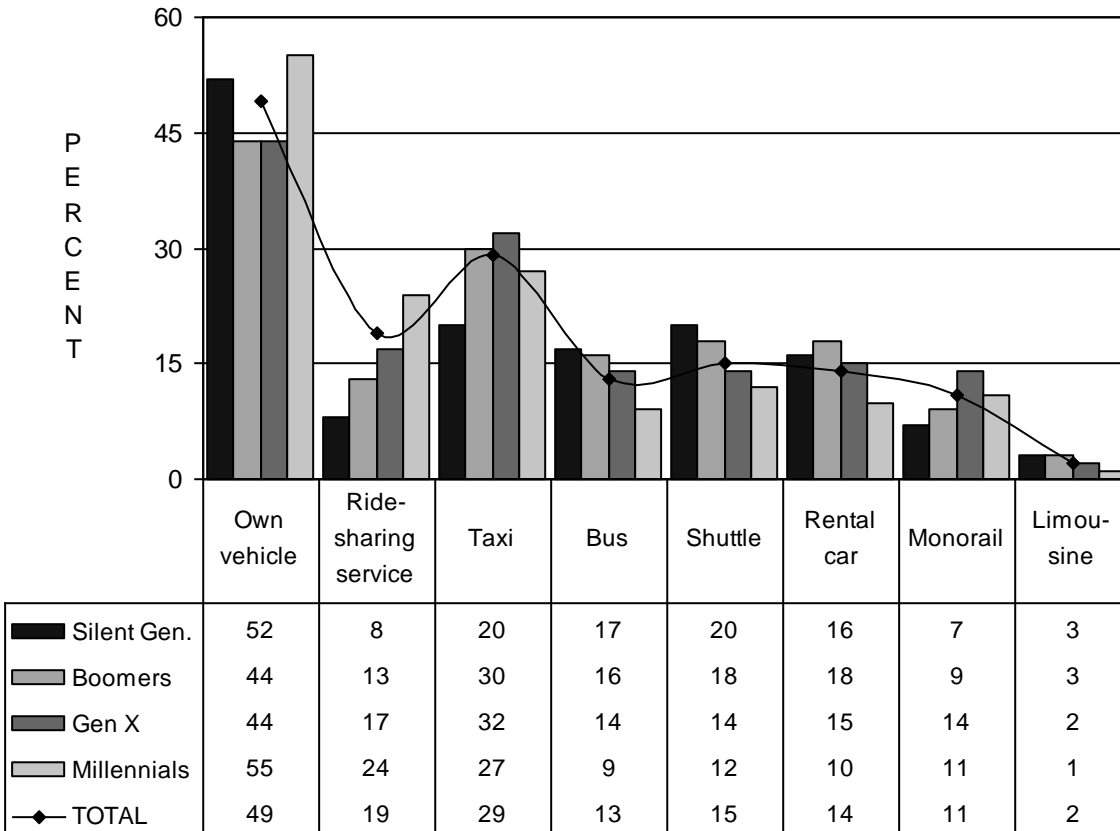
Visitors tended to plan their trips with more than one month of lead time. Seven out of 10 visitors (71%) said that they planned their trip more than one month in advance while just under one in four (24%) said they planned it one week to one month in advance. Boomers and Gen X visitors (26% each) were both more likely than Millennials (21%) to say they planned their trip more than 90 days in advance and Millennials (30%), meanwhile, were more likely than Boomers (24%) and Gen X visitors (23%) to say they planned their trip 61-90 days in advance.

FIGURE 11
Transportation To Las Vegas



Forty-six percent (46%) of all visitors said they traveled to Las Vegas by air while 54% said that they took ground transportation. Boomers (51%) and Gen X visitors (50%) were more likely than Millennials (41%) to have traveled by air while Millennials (59%) were more likely than Gen X visitors (50%) and Boomers (49%) to have taken ground transportation.

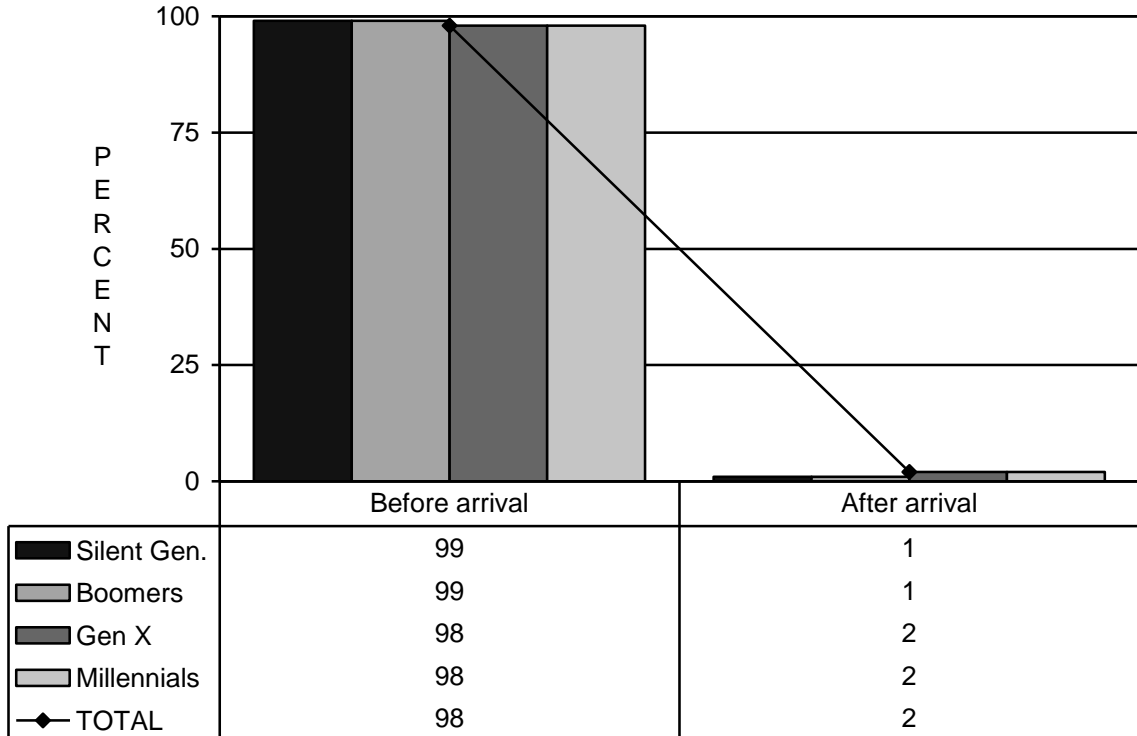
FIGURE 12
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Millennials (55%) were more likely than Boomers and Gen X visitors (44% each) to have used their own vehicles. Millennials (24%) were also more likely than Gen X, Boomers and members of the Silent Generation to have used a ride-sharing service. Gen X visitors and Boomers were both more likely than Silent Generation visitors to have used a taxi. Gen X visitors were also more likely than both Boomers and the Silent Generation to have used the monorail. Boomers were more likely than Gen X visitors and Millennials to have used a hotel or motel shuttle or a limousine. Boomers and Gen X visitors were both more likely than Millennials to have used a rental car or a bus.

FIGURE 13
When Decided Where To Stay*
(Among Those Who Stayed Overnight)

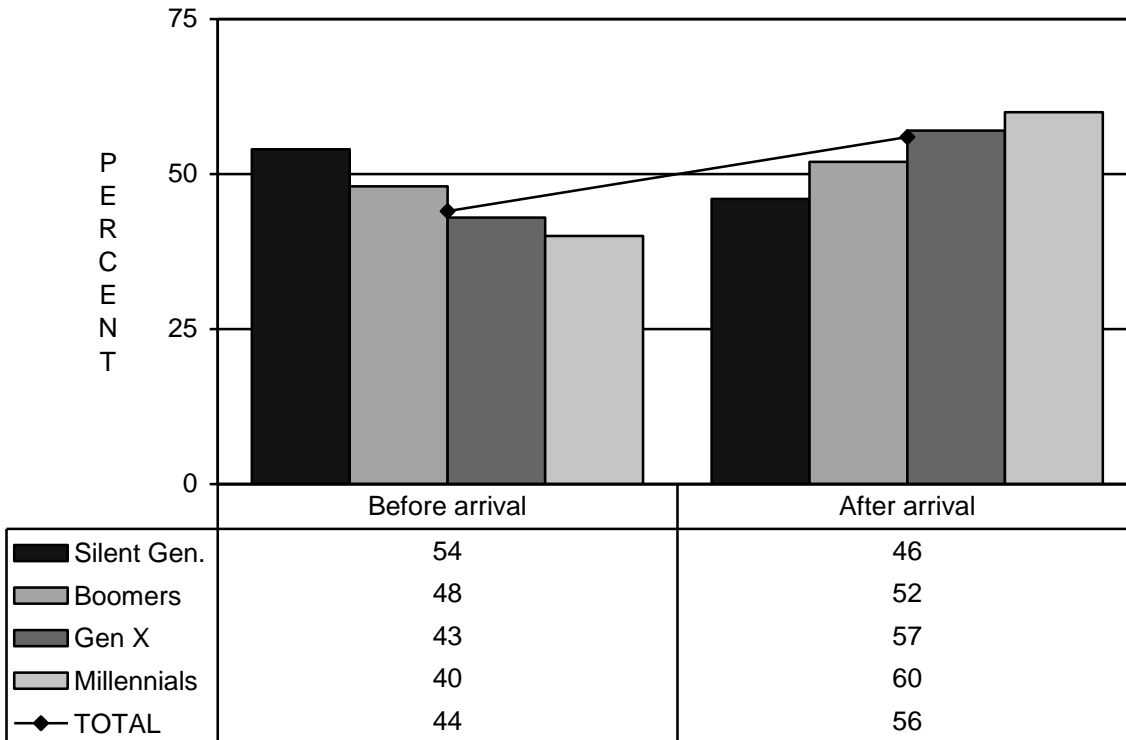


(Base Sizes: 102, Boomers=1023, Gen X=1241, Millennials=1224, TOTAL=3597)

Among visitors who lodged overnight in Las Vegas, the vast majority (98%) decided where to stay before leaving home. There were no significant differences among the four generational subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 14
When Decided Where To Gamble*
(Among Those Who Gambled)

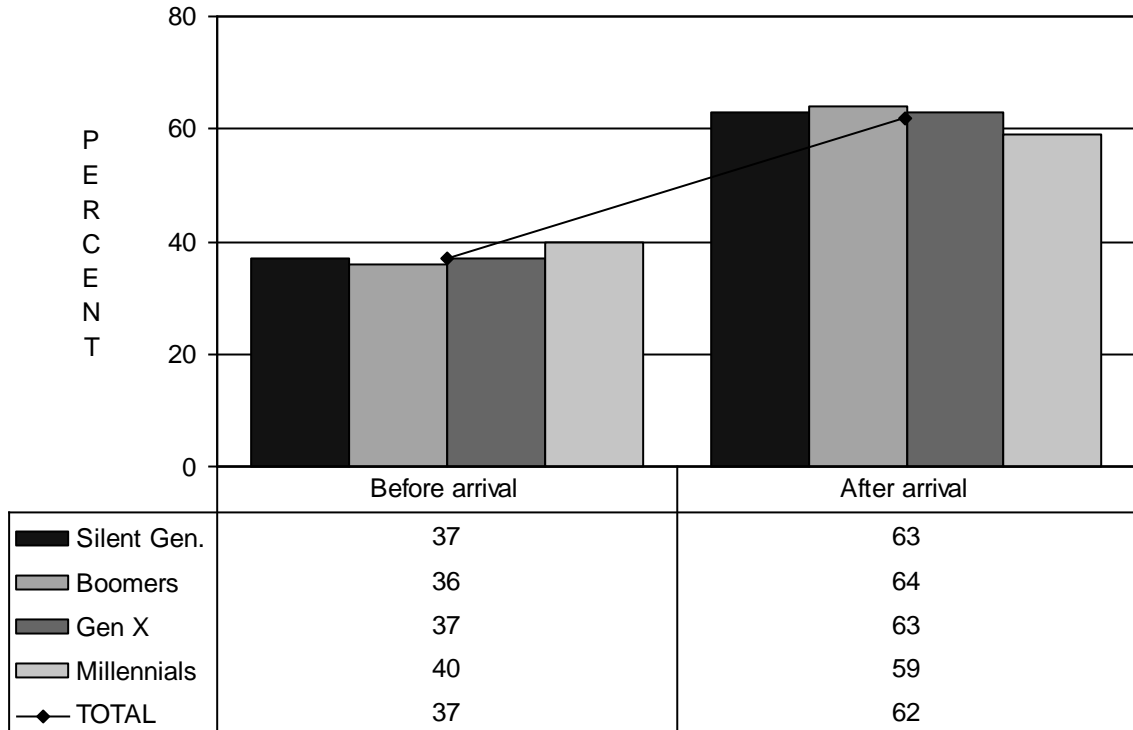


(Base Sizes: Silent Gen=77, Boomers=776, Gen X=853, Millennials=775, TOTAL=2483)

Among visitors who gambled while in Las Vegas, 44% said they decided where to gamble before leaving home, while 56% said they decided after their arrival. Boomers (48%) were more likely than Gen X visitors (43%) and Millennials (40%) to say they decided where to gamble before leaving home.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 15
When Decided Which Shows To See*
(Among Those Who Saw Shows)

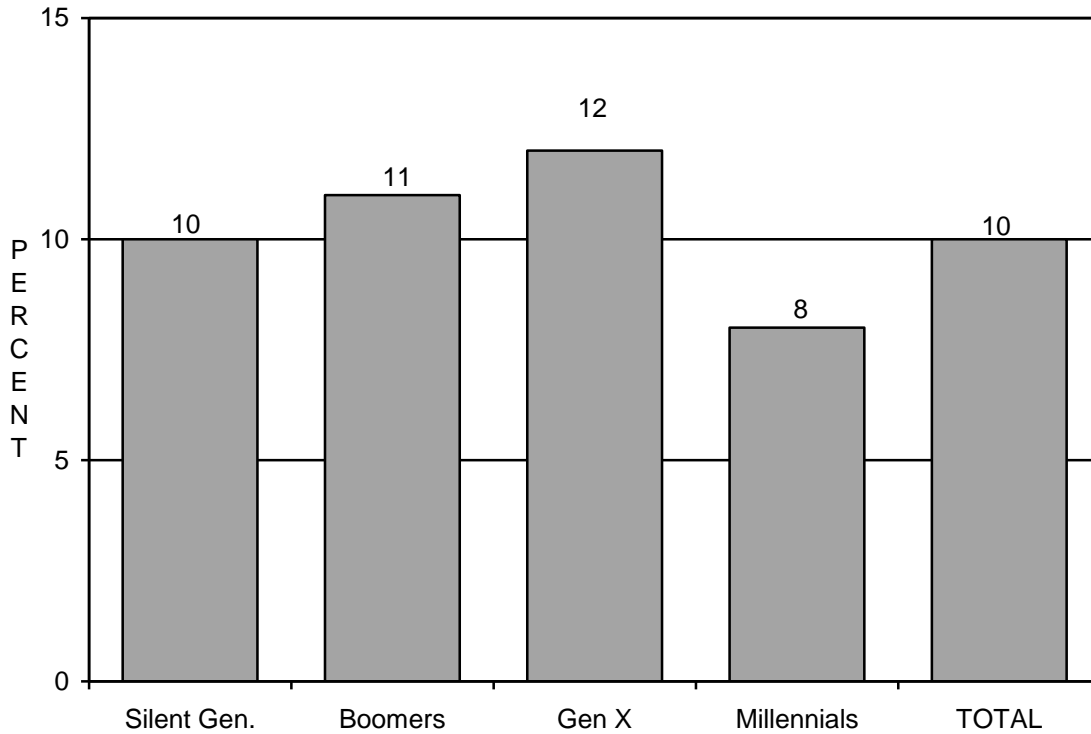


(Base Sizes: Silent Gen=56, Boomers=555, Gen X=661, Millennials=591, TOTAL=1865)

Among visitors who saw shows while in Las Vegas, more than six in ten (62%) said they decided which shows to see after their arrival, while 37% said they decided before arriving in Las Vegas. There were no significant differences among the four generational subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

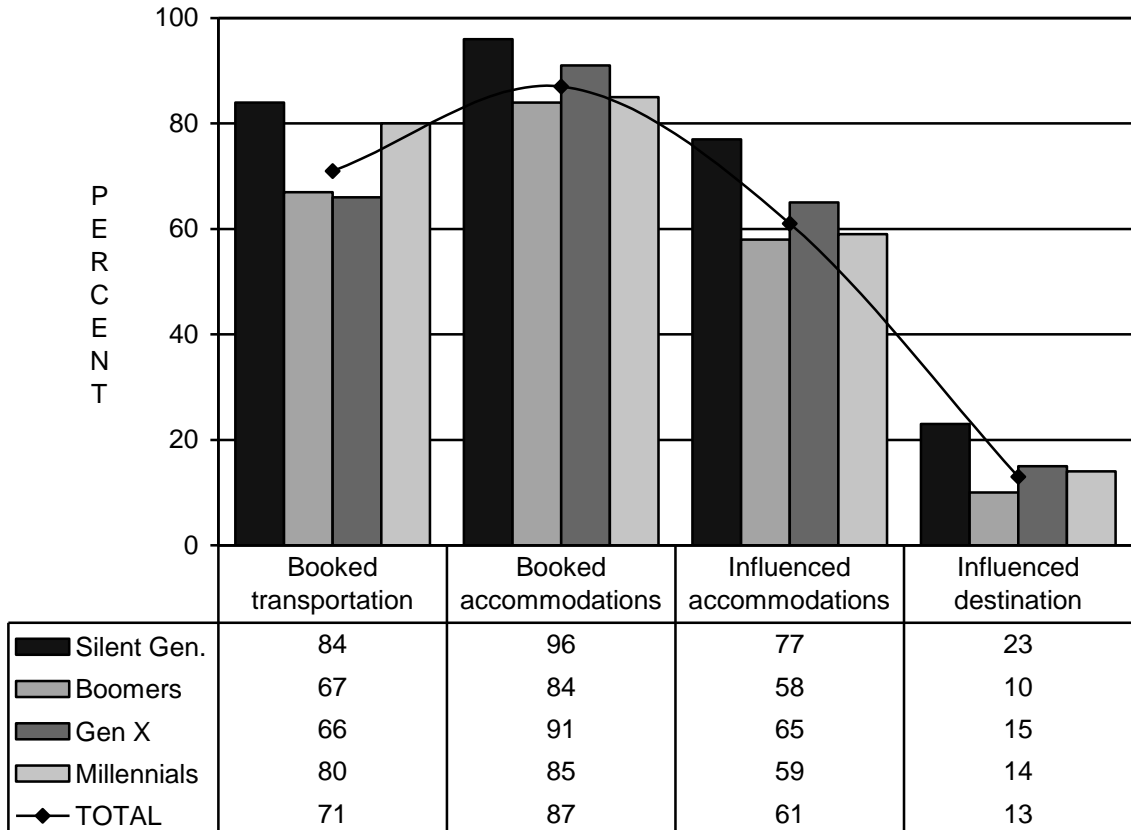
FIGURE 16
Travel Agent Assistance



Only "yes" responses are reported in this figure.

Ten percent (10%) of all visitors said they used a travel agent to help plan their trip to Las Vegas. Gen X visitors were more likely to have used a travel agent than all other generations.

FIGURE 17
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)

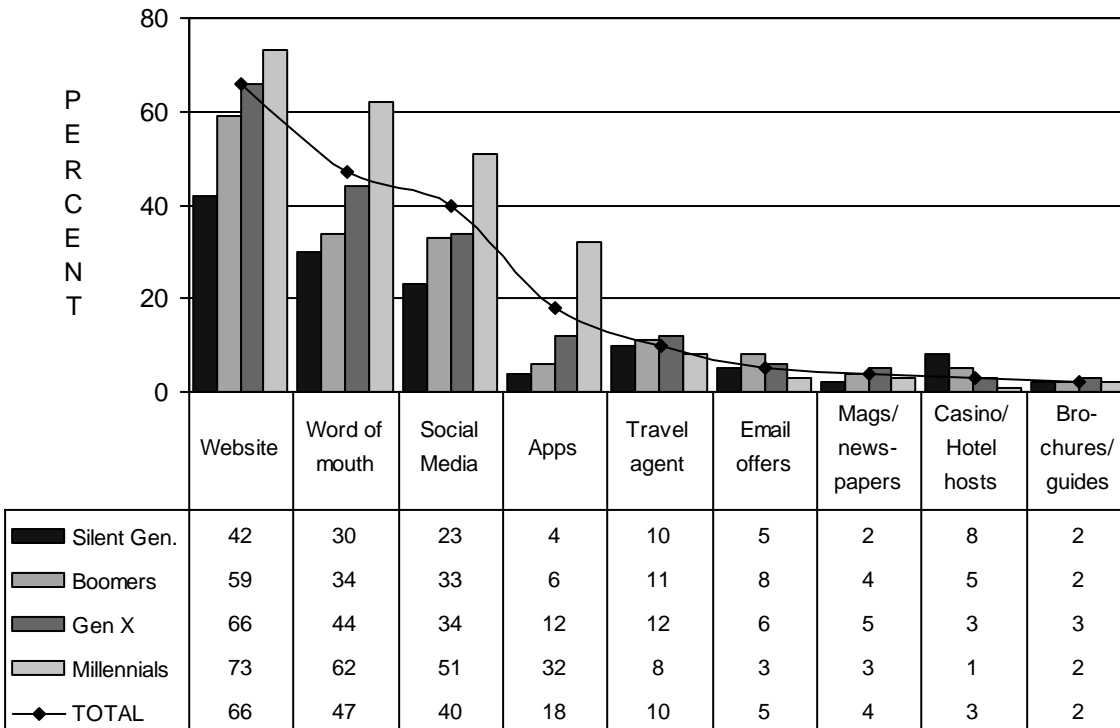


*Multiple responses permitted
(Base Sizes: Silent Gen=13*, Boomers=102, Gen X=130, Millennials=110, TOTAL=355)

Among those visitors who used a travel agent to plan their trip to Las Vegas, nearly nine in ten (87%) said the travel agent booked their accommodations, while seven in ten (71%) said the agent booked their transportation and six in ten (61%) said the agent influenced their choice of accommodations. Millennials (80%) were more likely than Boomers (67%) and Gen X visitors (66%) to say that the travel agent booked their transportation.

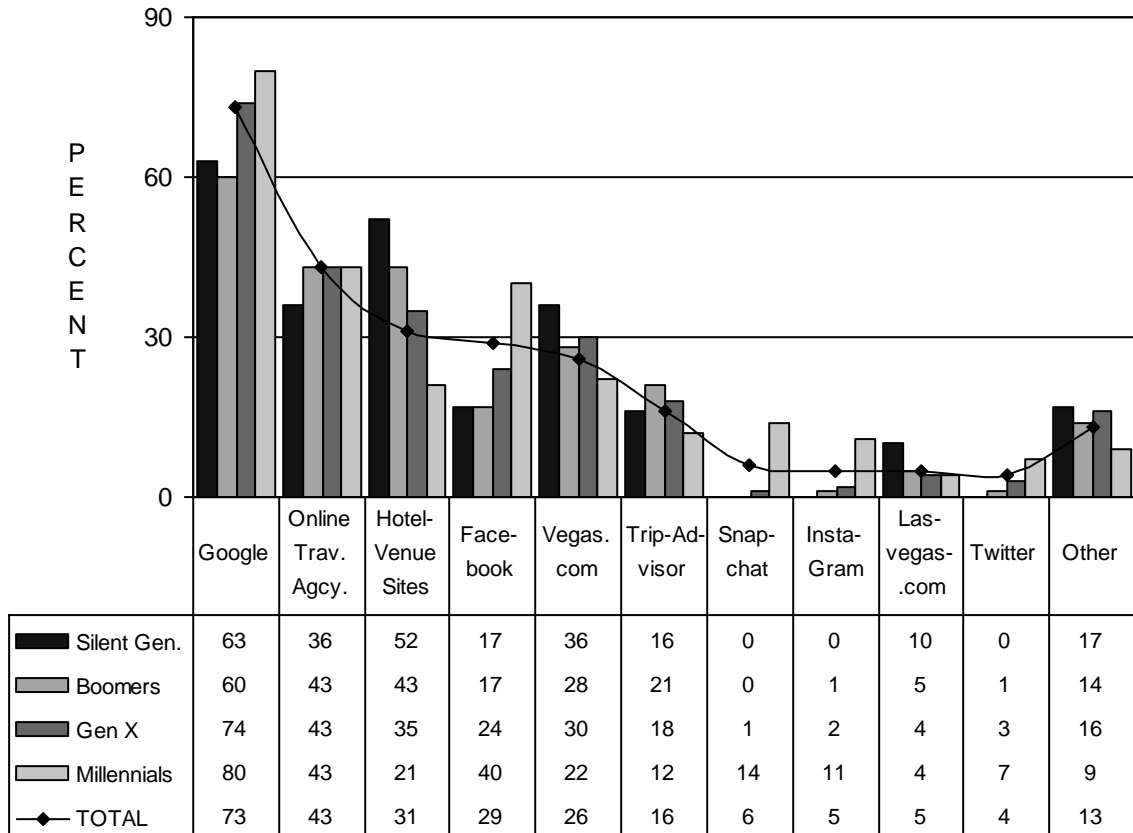
* Note the very small base size for the Silent Generation.

FIGURE 18
Tools Used In Planning Trip To Las Vegas



Visitors were asked if there were any particular tools they used to help plan their trip to Las Vegas. Millennials were the most likely to use websites, social media or apps, while Gen X visitors were also more likely than Boomers to use websites or apps in planning their trip. The Silent Generation were the least likely to use websites, social media or apps. Millennials were also more likely than Gen X visitors, who in turn were more likely than Boomers and the Silent Generation to say they relied on word of mouth. Boomers and Gen X visitors were more likely than Millennials to say the used email offers when planning their trip. Gen X visitors were also more likely than Millennials to say they used a travel agent. Silent Generation visitors and Boomers were more likely than Gen X visitors, who in turn were more likely than Millennials to say they used casino or hotel hosts to help plan their trip.

FIGURE 19
Social Media And Travel Review Apps Used In Planning Trip To Las Vegas
(Among Those Who Used Websites, Social Media, Or Apps To Plan Trip)



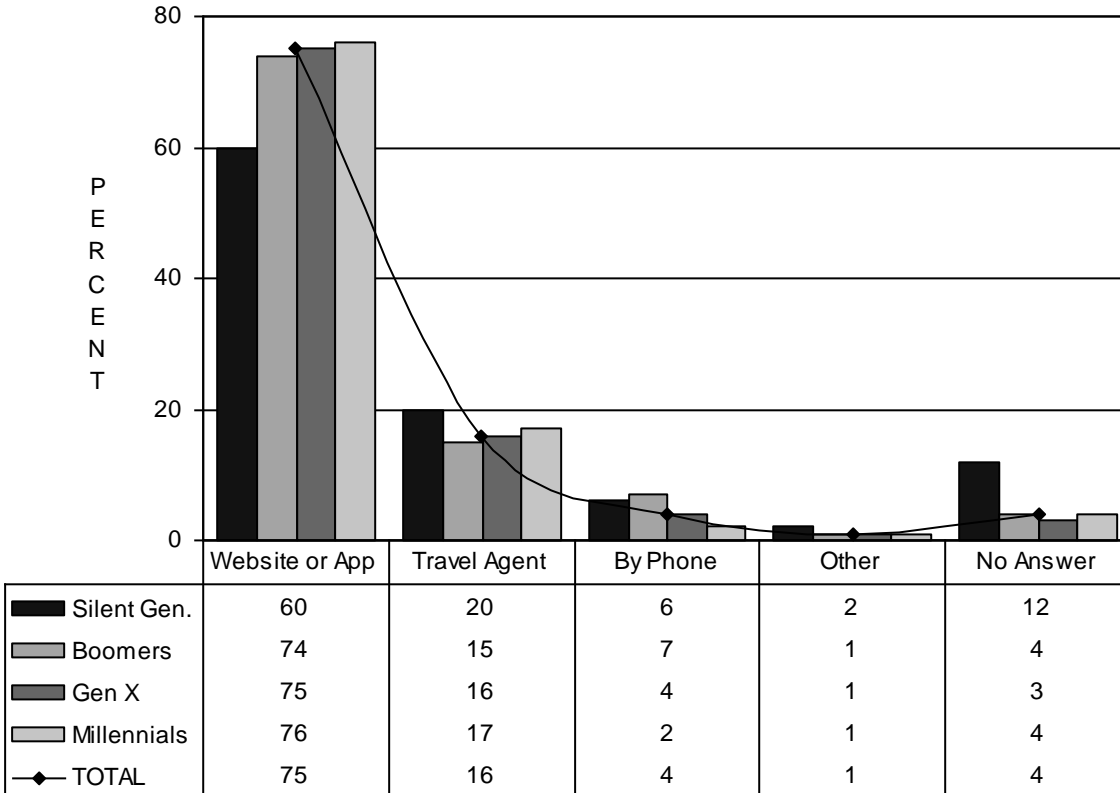
*Multiple responses permitted

(Base Sizes: Silent Gen=60, Boomers=590, Gen X=768, Millennials=1069, TOTAL=2488)

Among those visitors who said they used websites, social media platforms, or apps to plan their trip, nearly three-quarters (73%) said they used Google, over four in ten (43%) said they consulted reviews at online travel agencies, and three in ten (31%) said they consulted reviews at hotel or show venue sites.

Millennials were more likely than Gen X visitors, who in turn were more likely than Boomers, to say they used Google, Facebook, or Twitter. Millennials were also more likely than both Gen X visitors and Boomers to say they used Snapchat or Instagram. Silent Generation visitors and Boomers were both more likely than Gen X visitors, who in turn were more likely than Millennials, to say they consulted reviews at hotel or show venue sites. Boomers and Gen X visitors were both more likely than Millennials to say they consulted Vegas.com or TripAdvisor.

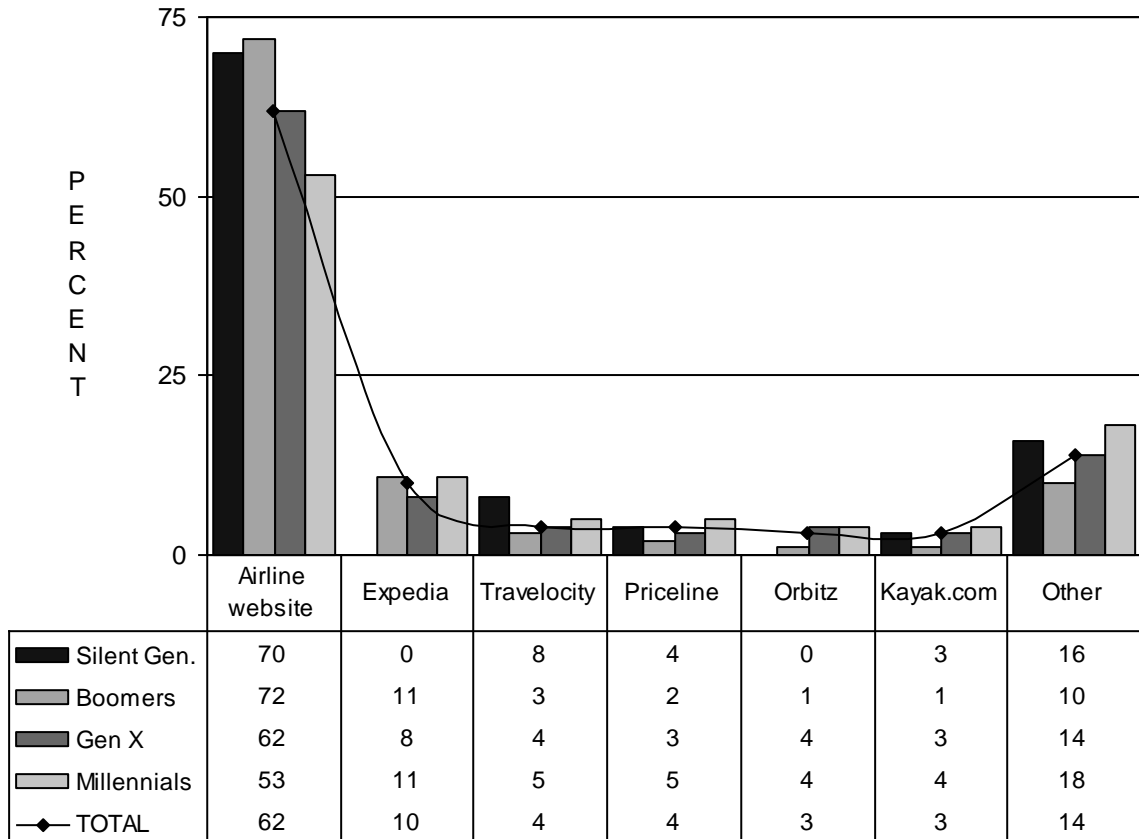
FIGURE 20
How Booked Flight To Las Vegas
(Among Those Who Arrived In Las Vegas By Air)



(Base Sizes: Silent Gen=55, Boomers=487, Gen X=563, Millennials=565, TOTAL=1671)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Three-quarters (75%) of all visitors said they used a website or app while 16% said they used a travel agent and 4% said they booked it by phone. Millennials, Gen X visitors, and Boomers were all more likely than Silent Generation visitors to say they used a website or app. Boomers and Gen X visitors, meanwhile, were both more likely than Millennials to say they booked their flight by phone.

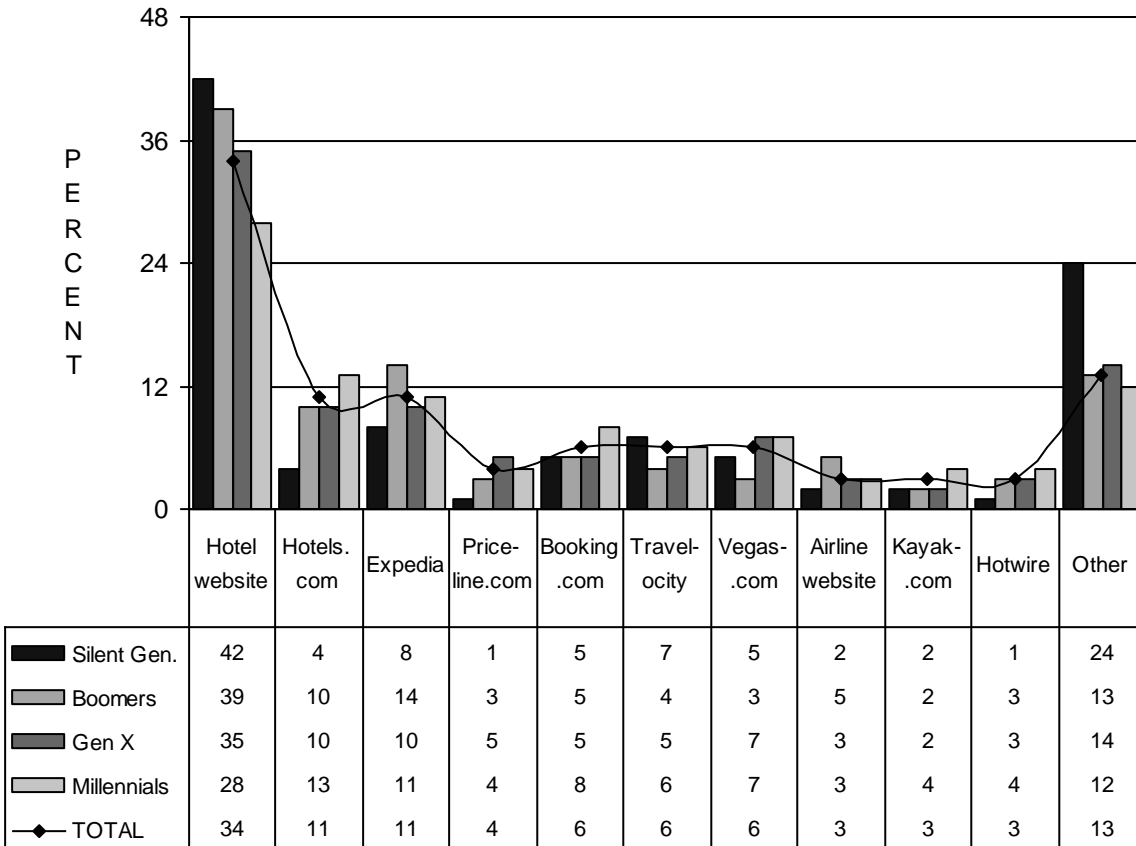
FIGURE 21
Website Or App Used To Book Flight
(Among Those Who Used A Website Or App
To Book Their Flight To Las Vegas)



(Base Sizes: Silent Gen=33, Boomers=361, Gen X=423, Millennials=431, TOTAL=1249)

Among those visitors who booked their transportation to Las Vegas over the Internet, six out of 10 (62%) used an airline website. Ten percent (10%) used Expedia, while 4% each used Travelocity or Priceline. Boomers (72%), Silent Generation visitors (70%), and Gen X visitors (62%) were all more likely than Millennials (53%) to have used an airline website. Millennials, meanwhile, were more likely than Boomers to have used Travelocity, Priceline, or Kayak. Both Millennials and Gen X visitors (4% each) were more likely than Boomers (1%) to have used Orbitz.

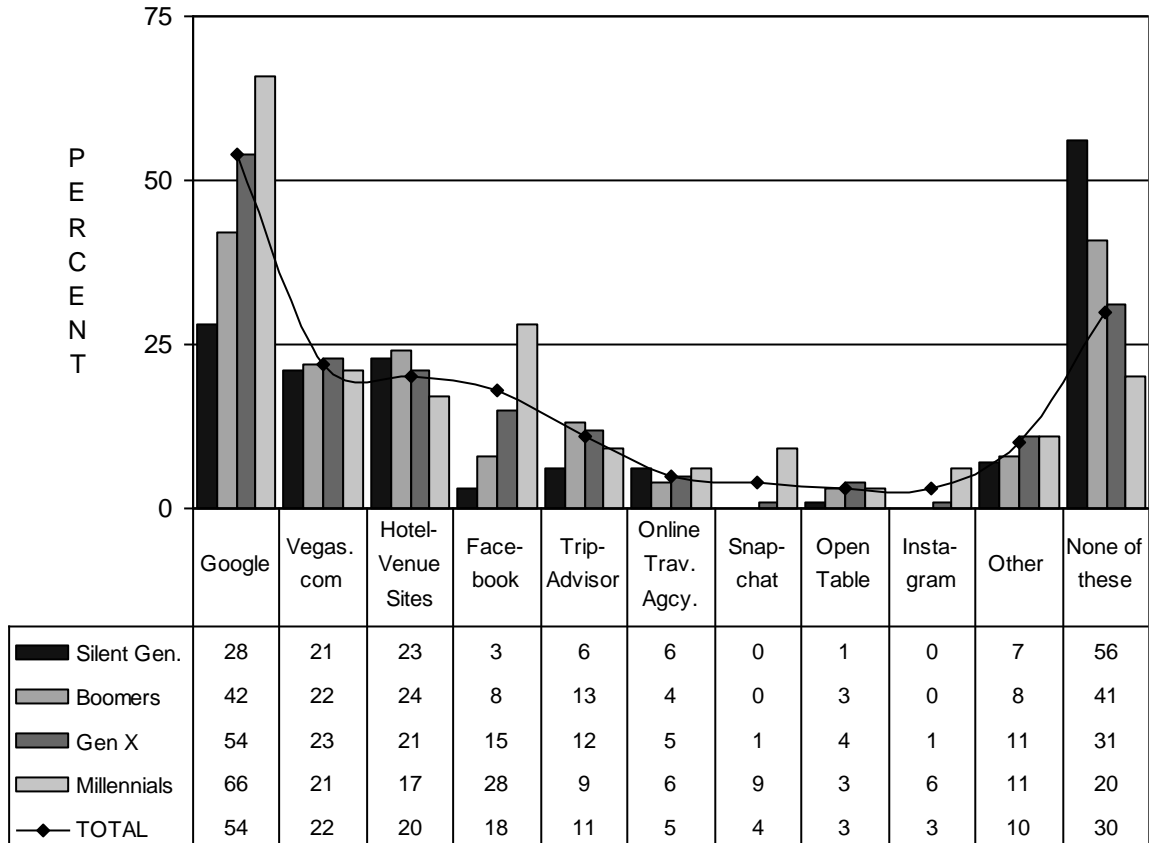
FIGURE 22
Website Or App Used To Book Accommodations
(Among Those Who Used The Internet
To Book Their Accommodations In Las Vegas)



(Base Sizes: Silent Gen=52, Boomers=477, Gen X=669, Millennials=833, TOTAL=2031)

Among those visitors who booked their accommodations in Las Vegas over the Internet, one-third (34%) used a hotel website. Boomers (39%) and Gen X visitors (35%) were more likely than Millennials (28%) to have used a hotel website. Millennials (13%), Gen X visitors and Boomers (10% each) were all more likely than Silent Generation visitors (4%) to have used Hotels.com. Millennials and Gen X visitors (7% each) were more likely than Boomers (3%) to have used Vegas.com.

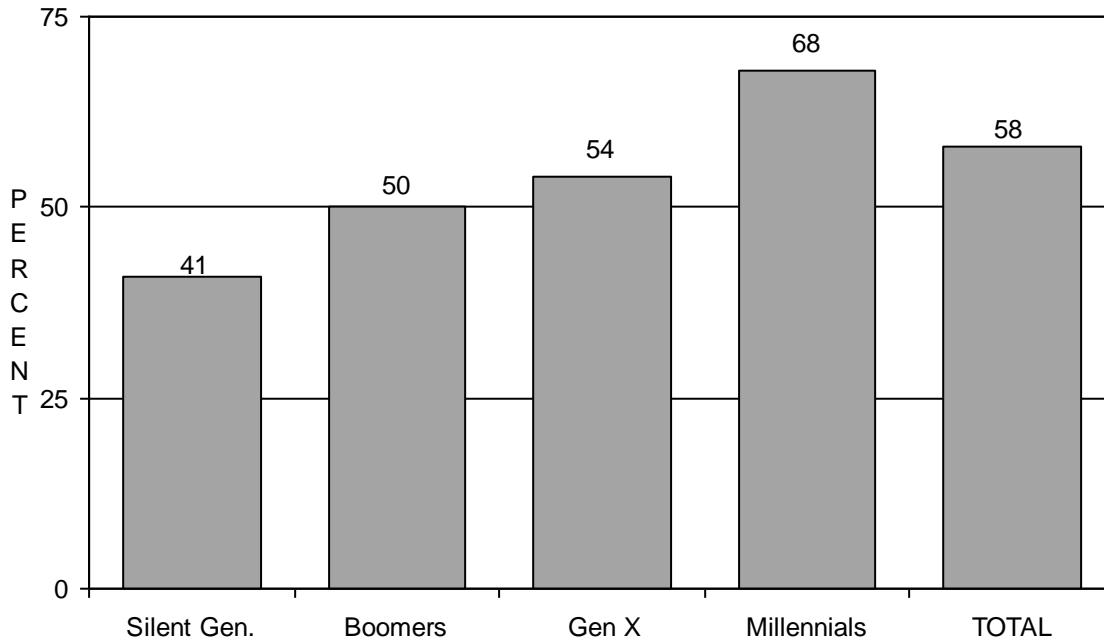
FIGURE 23
Social Media And Travel Review Apps Used During Current
Trip To Las Vegas



*Multiple responses permitted

Visitors were asked which, if any, social media and travel review apps they used during their trip to Las Vegas. Over one-half (54%) mentioned Google, and about one in five said they used Vegas.com (22%), hotel venue sites (20%) or Facebook (18%). Three in ten visitors (30%) said that they did not use social media apps or sites to plan their activities. Millennials were the most likely to use Google (66%), Facebook (28%), Snapchat (9%) and Instagram (6%). Gen X visitors were also more likely than Boomers or the Silent Generation to use Google (54%), and Facebook (15%). Boomers (13%) and Gen X visitors (12%) were more likely than Millennials (9%) or the Silent Generation (6%) to say they used TripAdvisor. Boomers (24%) and Gen X visitors (23%) were also more likely than Millennials (17%) to say they consulted reviews at hotel or show venue sites.

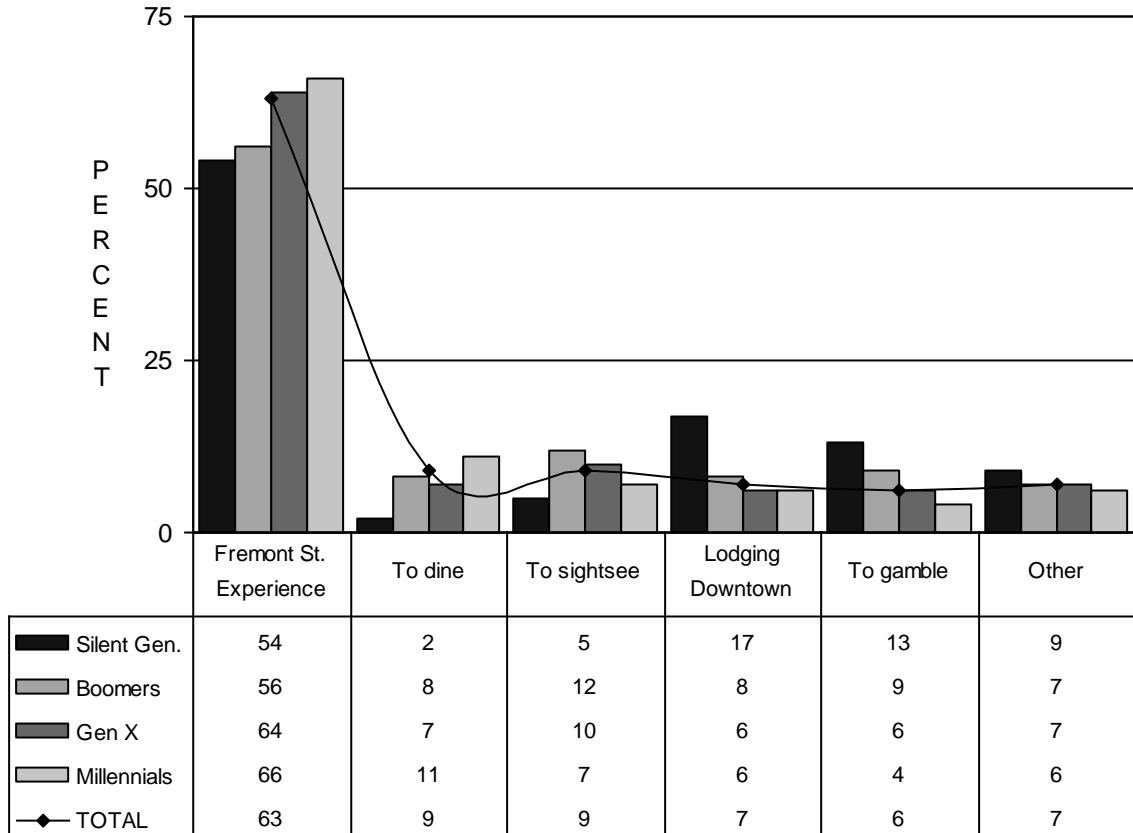
FIGURE 24
Whether Visited Downtown Las Vegas*



*Only "yes" responses are reported in this figure.

Nearly six in ten (58%) of all visitors said they visited Downtown Las Vegas. Millennials (68%) were more likely to have visited Downtown than Gen X visitors (54%), Boomers (50%), and members of the Silent Generation (41%).

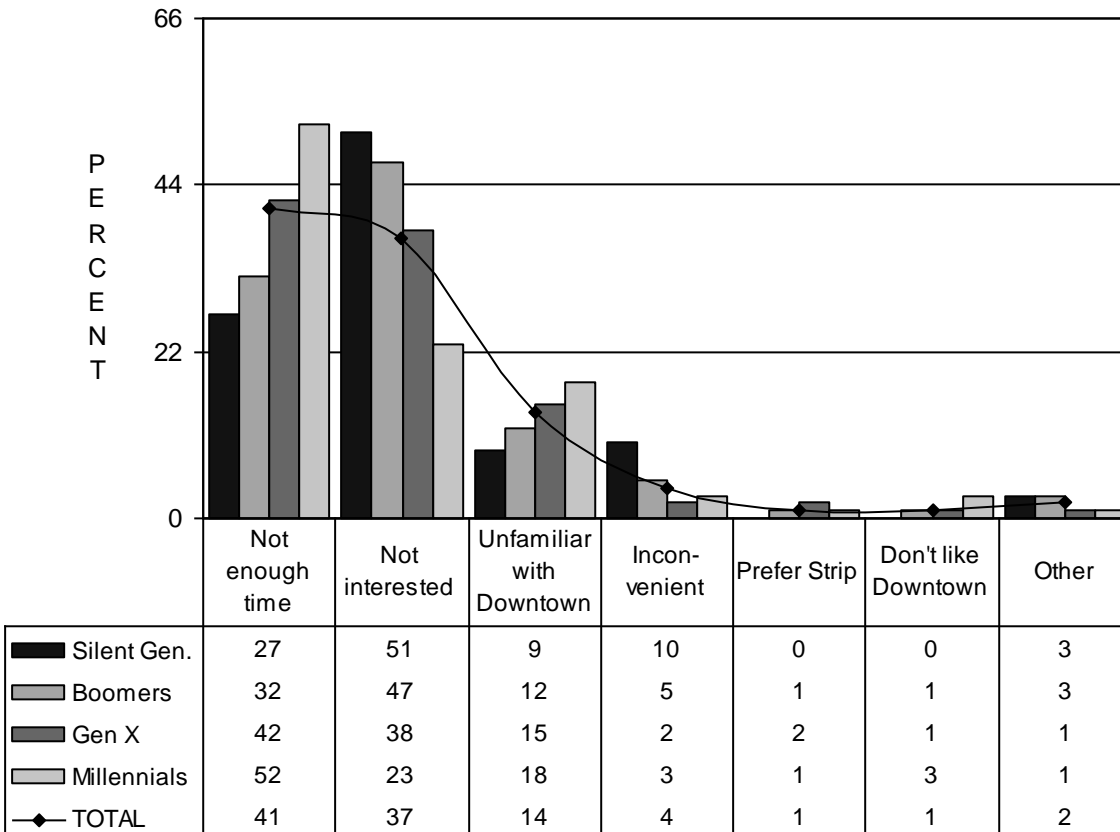
FIGURE 25
Main Reason For Visiting Downtown Las Vegas
(Among Those Who Visited Downtown)



(Base Sizes: Silent Gen=56, Boomers=478, Gen X=598, Millennials=937, TOTAL=2070)

Respondents who visited Downtown were asked why they did so. Overall, more than six in ten visitors (63%) said it was to see the Fremont Street Experience. Millennials (66%) and Gen X visitors (64%) were more likely than Boomers (56%) to say they went Downtown to see the Fremont Street Experience. Millennials (11%) and Boomers (8%) were both more likely than the Silent Generation (2%) to say they went Downtown to dine. Boomers (12%) and Gen X visitors (10%) were both more likely than Millennials (7%) to say they went Downtown to sightsee or visit casinos. Silent Generation visitors (17%), meanwhile, were more likely than Gen X visitors and Millennials (6% each) to say they were lodging Downtown. Silent Generation visitors (13%) and Boomers (9%) were both more likely than Millennials (4%) to say they went Downtown to gamble.

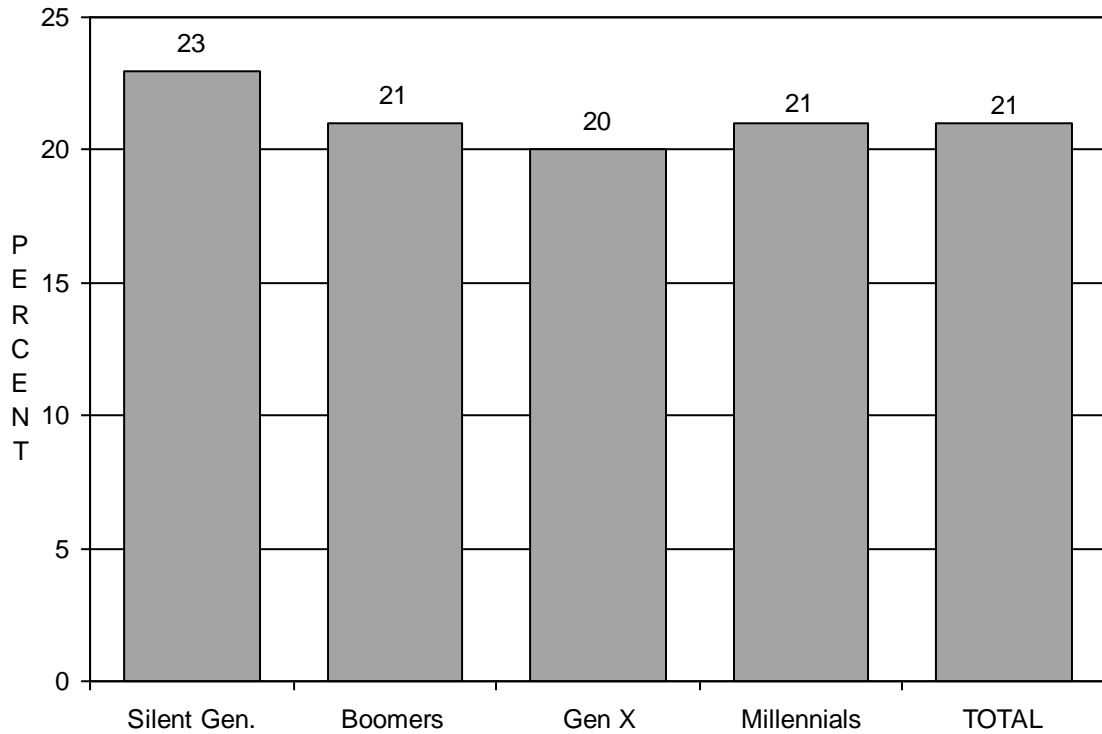
FIGURE 26
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Silent Gen=79, Boomers=485, Gen X=521, Millennials=444, TOTAL=1528)

Respondents who did not visit Downtown were asked why they did not. Millennials (52%) were more likely than Gen X visitors (42%), who in turn were more likely than Boomers (32%) and Silent Generation visitors (27%) to say they did not have enough time. Millennials (18%) were more likely than Boomers (12%) and Silent Generation visitors (9%) to say they didn't visit Downtown because they were unfamiliar with it. The Silent Generation (51%) and the Boomers (47%) were both more likely than Gen X visitors (38%) to say that they had no interest in the Downtown area while Millennials (23%) were the least likely to give this response. Boomers (5%) were more likely than Gen X visitors (2%) to say that the Downtown area was too inconvenient to get to.

FIGURE 27
Visits To Nearby Places*

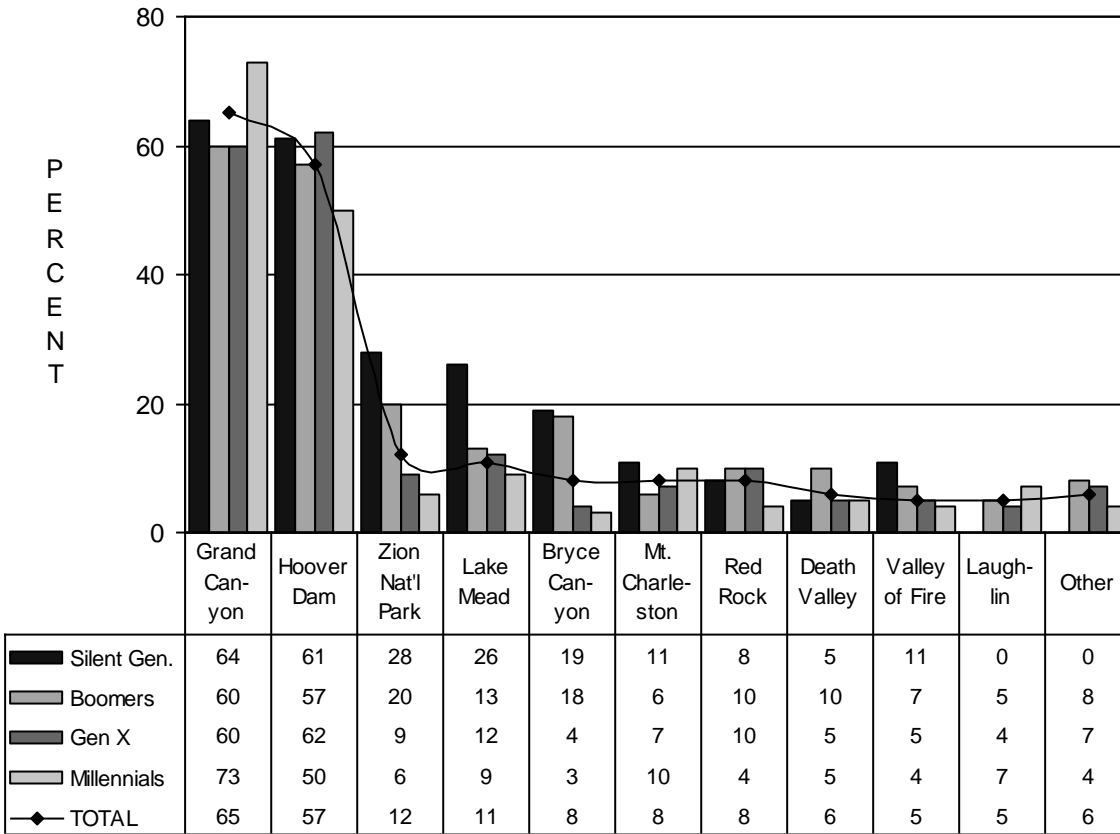


Only "yes" responses are reported in this figure.

One out of five (21%) of all visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. There were no significant differences among the subgroups on this measure.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 28
Other Nearby Places Visited*
(Among Those Who Visited Or Planned To Visit Other Places)



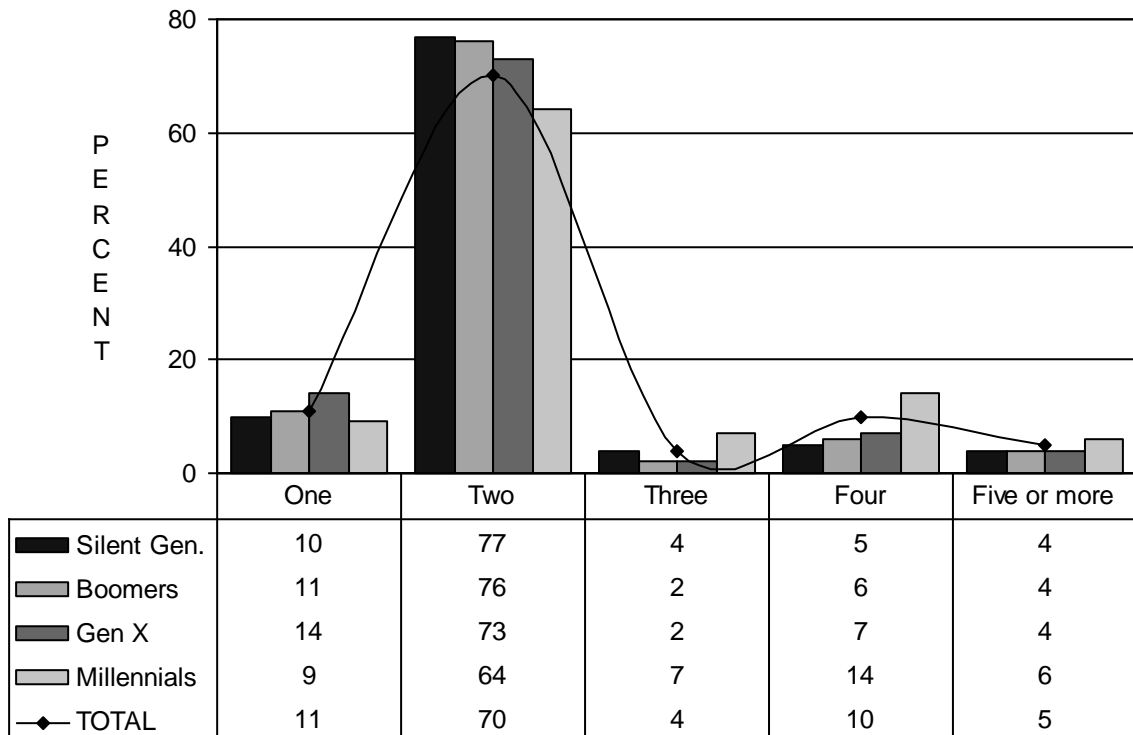
*Multiple responses permitted.
(Base Sizes: Silent Gen=23, Boomers=212, Gen X=252, Millennials=258, TOTAL=746)

The Grand Canyon (65%) and the Hoover Dam (57%) were by far the two most popular nearby destinations visited. Millennials (73%) were more likely than Boomers or Gen X visitors (60% each) to have visited the Grand Canyon. Gen X visitors (62%) were more likely than Millennials (50%) to have visited the Hoover Dam. Both Silent Generation visitors and Boomers were more likely than Gen X visitors and Millennials to have visited Zion National Park (28% and 20% vs. 9% and 6%) or Bryce Canyon (19% and 18% vs. 4% and 3%). Both Boomers and Gen X visitors (10% each) were more likely than Millennials (4%) to have visited Red Rock. Boomers (10%) were also more likely than Gen X visitors and Millennials (5%) to have visited Death Valley.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

TRIP CHARACTERISTICS AND EXPENDITURES

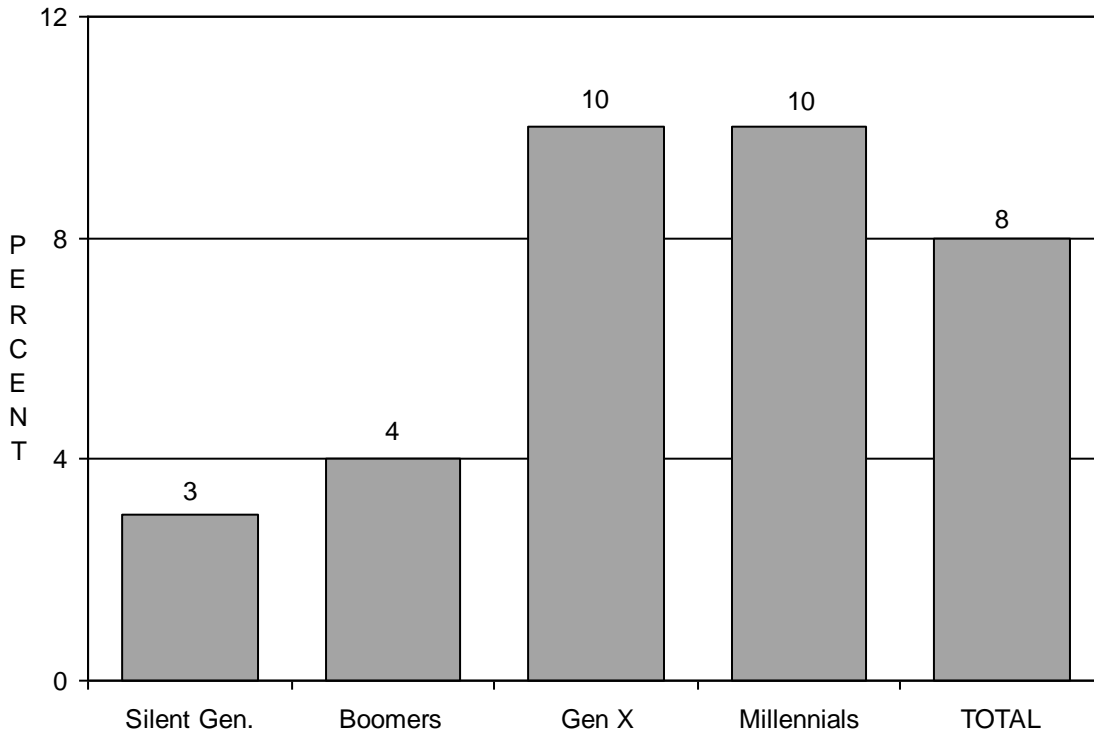
FIGURE 29
Adults In Immediate Party



(Means: Silent Gen.=2.2, Boomers=2.2, Gen X=2.2, Millennials=2.5, TOTAL=2.3)

About seven in ten visitors (70%) traveled in parties of two. The average party size was highest among Millennials (avg. of 2.5 adults). Millennials (14%) were more likely than Gen X visitors (7%), Boomers (6%), or the Silent Generation (5%) to say they were travelling in parties of four. Millennials were also more likely than Boomers or Gen X visitors to say they were travelling in parties of three or five or more. Meanwhile, the Silent Generation (77%), Boomers (76%), and Gen X visitors (73%) were all more likely than Millennials (64%) to say they were travelling in parties of two. Gen X visitors (14%) were also more likely than Millennials (9%) to say they were travelling alone.

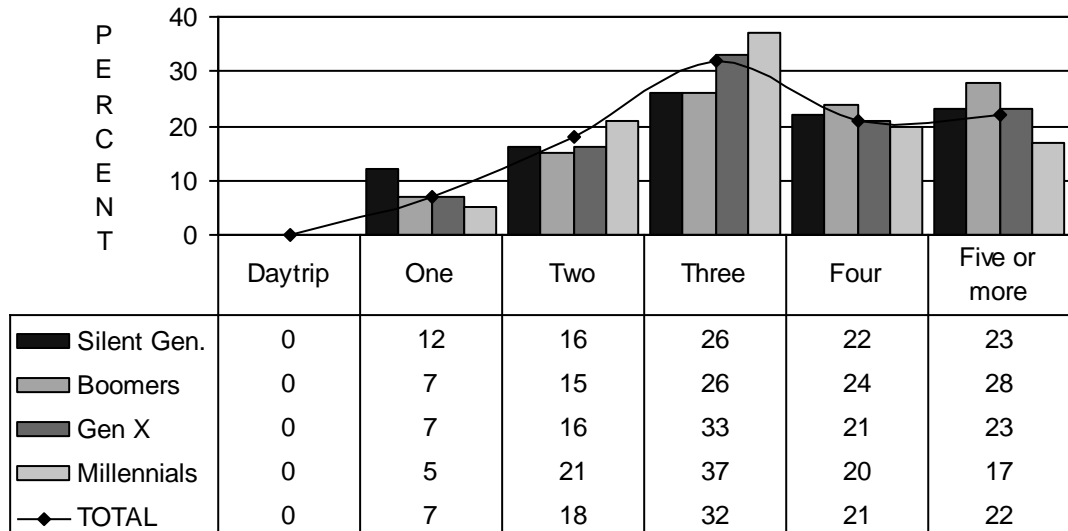
FIGURE 30
Persons In Immediate Party Under Age 21
(Among All Visitors)



Only "yes" responses are reported in this figure.

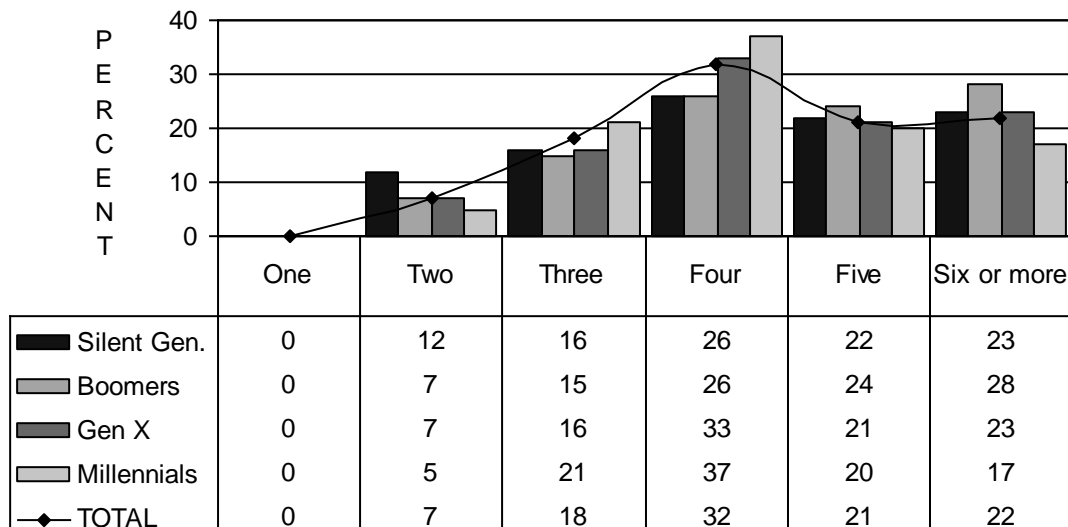
Eight percent (8%) of all visitors said they were traveling with people under the age of 21 in their parties. Gen X visitors and Millennials (10% each) were more likely to be traveling with people under the age of 21 than Boomers (4%) or the Silent Generation (3%).

FIGURE 31
Nights Stayed



(Means: Silent Gen=3.4, Boomers=3.7, Gen X=3.5, Millennials=3.4; TOTAL=3.5)

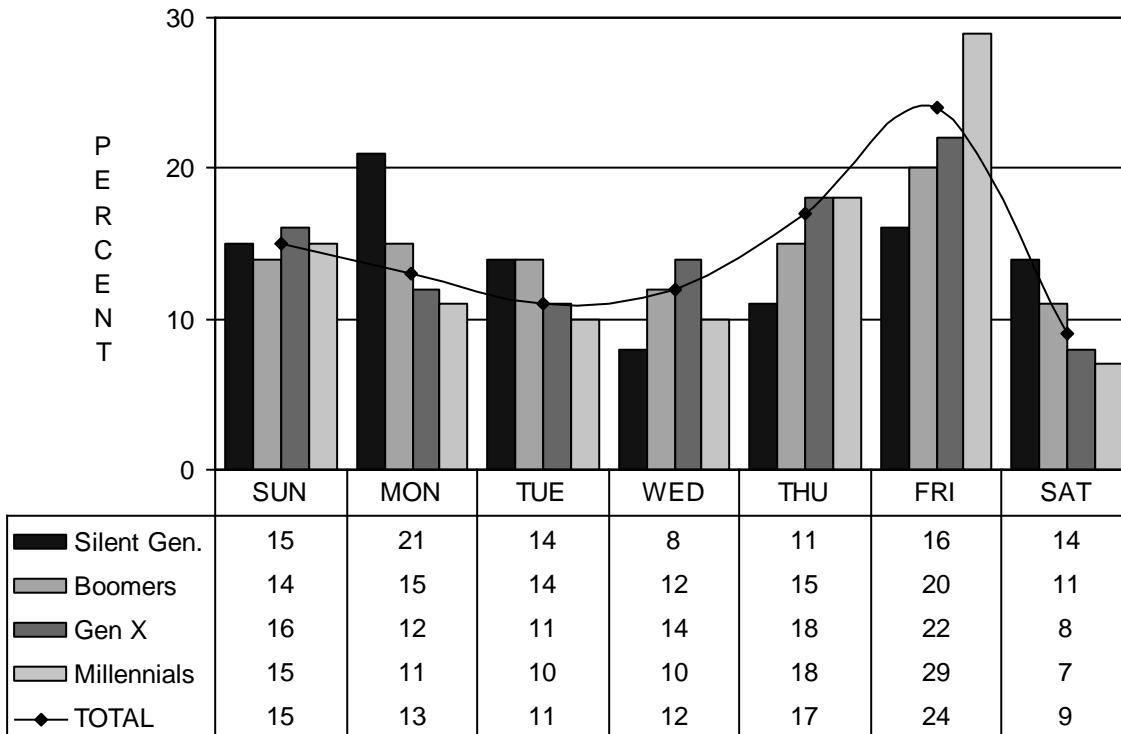
FIGURE 32
Days Stayed



(Means: Silent Gen=4.4, Boomers=4.7, Gen X=4.5, Millennials=4.4; TOTAL=4.5)

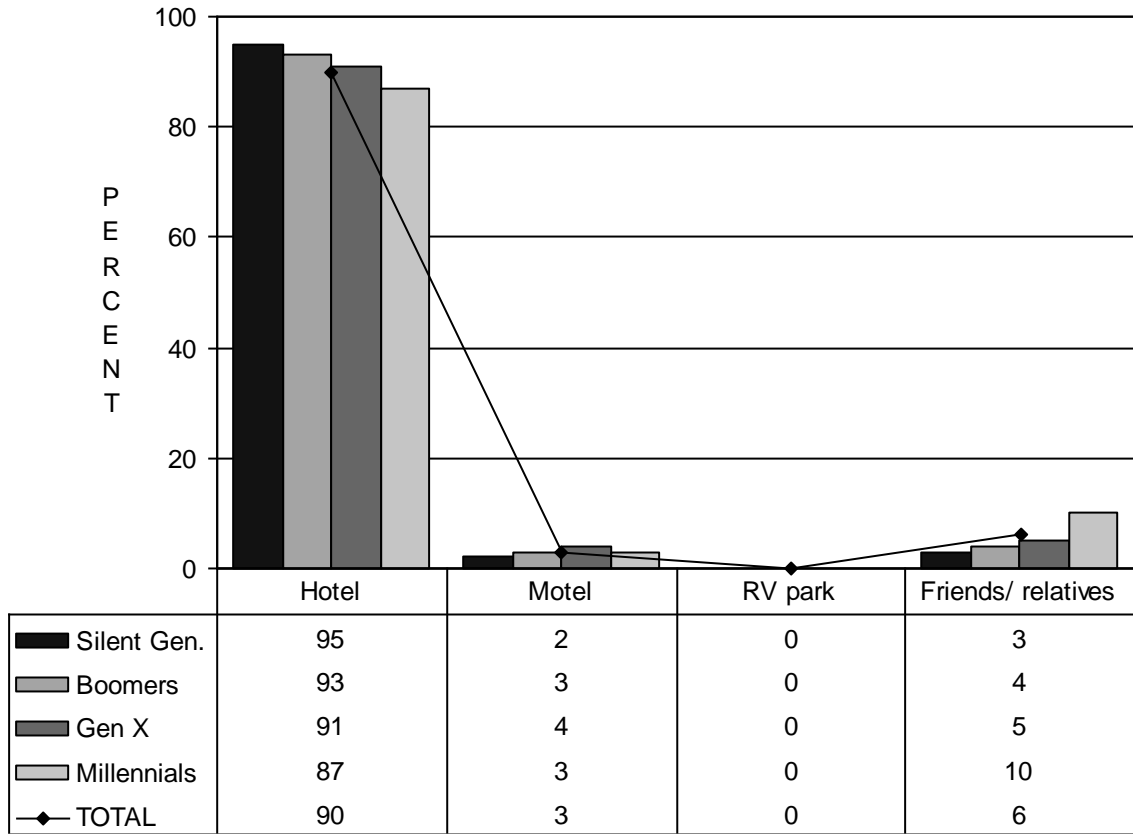
Visitors stayed in Las Vegas an average of 3.5 nights and 4.5 days. On average, Boomers (3.7 nights and 4.7 days) stayed longer than Gen X visitors (3.5 nights and 4.5 days) and Millennials (3.4 nights and 4.4 days).

FIGURE 33
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Millennials (29%) were more likely to arrive on a Friday than Gen X visitors (22%), Boomers (20%), or the Silent Generation (16%). The Silent Generation and the Boomers were both more likely than Millennials to arrive on a Saturday (14% and 11% vs. 7%) or a Monday (21% and 15% vs. 11%). The Silent Generation (21%) were also more likely than Gen X visitors (12%) or Millennials (11%) to arrive on a Monday. Boomers (14%) were more likely than Millennials (10%) to arrive on a Tuesday and Gen X visitors (14%) were more likely than Millennials (10%) to arrive on a Wednesday.

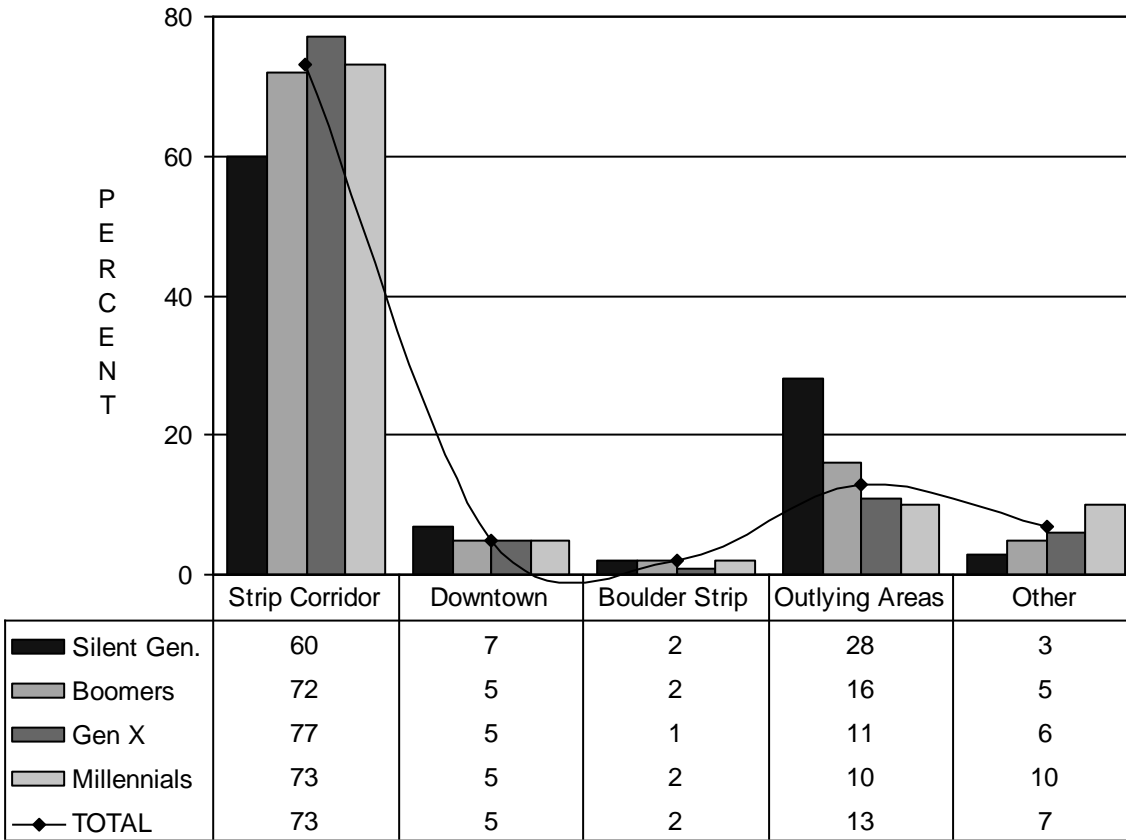
FIGURE 34
Type Of Lodging
(Among Those Who Stayed Overnight)



(Base Sizes: Silent Gen=134, Boomers=961, Gen X=1117, Millennials=1382, TOTAL=3596)

Among the vast majority of visitors who stayed overnight in Las Vegas, 90% lodged in a hotel or a timeshare. The Silent Generation (95%), Boomers (93%), and Gen X visitors (91%) were all more likely to stay in a hotel than Millennials (87%). Millennials (10%), meanwhile, were more likely than Gen X visitors (5%), Boomers (4%), or Silent Generation visitors (3%) to stay with friends or relatives.

FIGURE 35
Location Of Lodging
(Among Those Who Stayed Overnight)

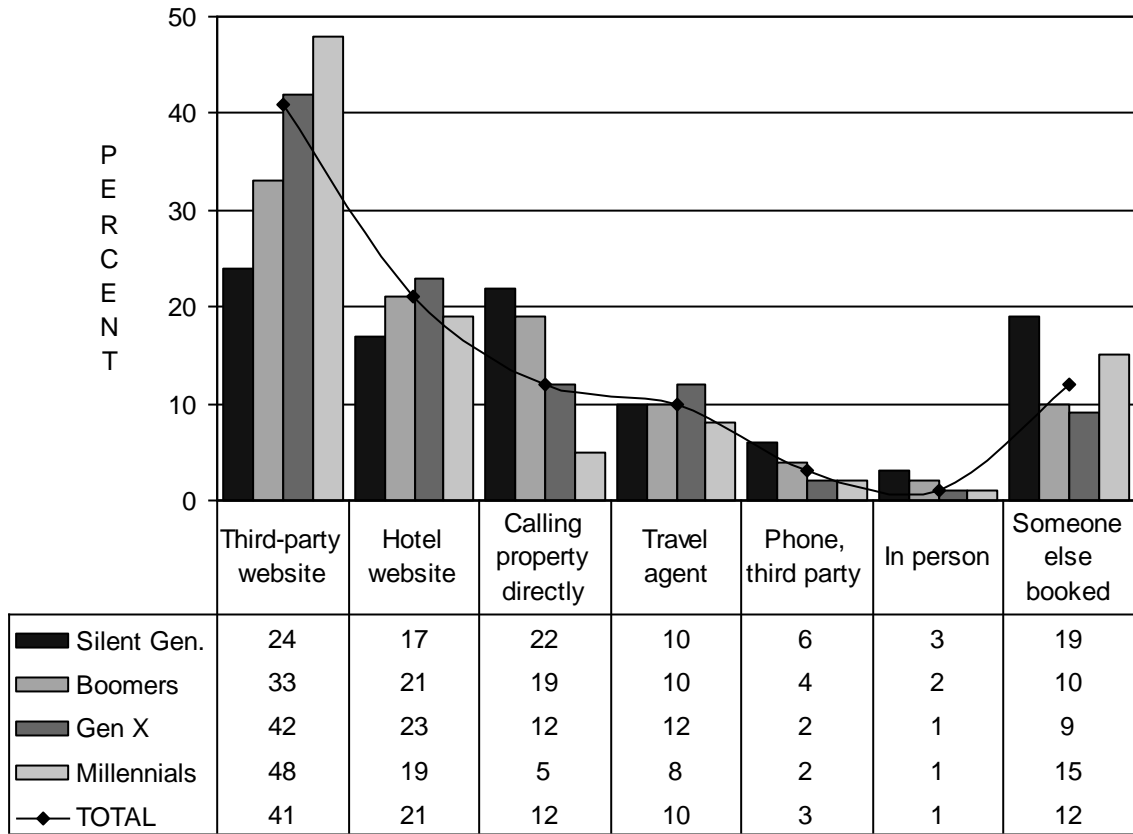


(Base Sizes: Silent Gen=134, Boomers=961, Gen X=1117, Millennials=1382, TOTAL=3596)

In terms of lodging location, Gen X visitors (77%) were more likely than Boomers (72%) and the Silent Generation (60%) to have stayed on the Strip Corridor*. Millennials (73%) were also more likely than the Silent Generation to have stayed on the Strip Corridor. The Silent Generation (28%) were more likely than Boomers (16%), who in turn were more likely than Gen X visitors (11%) and Millennials (10%) to have stayed in outlying areas of Las Vegas.

* The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Boulevard and Paradise Road.

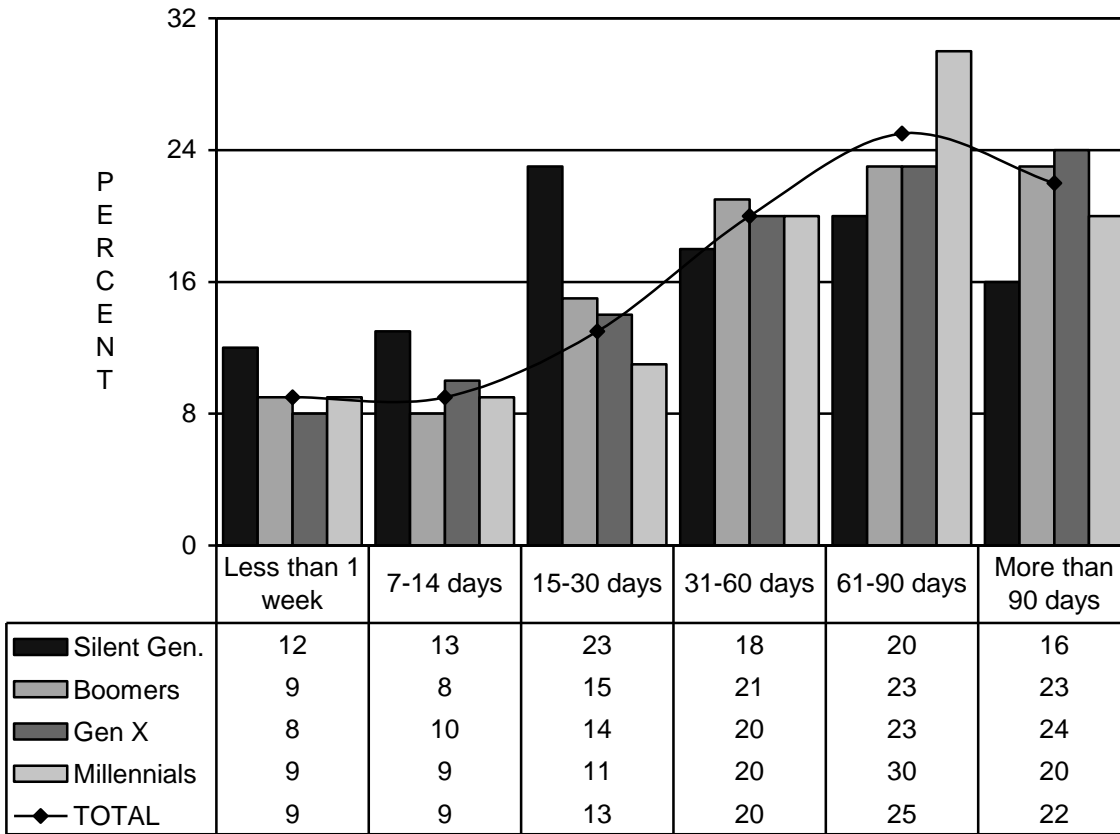
FIGURE 36
How Booked Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Silent Gen=127, Boomers=883, Gen X=1041, Millennials=1231, TOTAL=3284)

Visitors who stayed at a hotel, motel or in an RV park were asked how they or someone in their party booked their accommodations in Las Vegas for their most recent trip. Millennials (48%) were more likely than Gen X visitors and Boomers to say they used a third-party website, while the Silent Generation were the least likely to do so. The Silent Generation (22%) and the Boomers (19%) were both more likely than Gen X visitors and Millennials to say they booked by calling the property directly. Gen X visitors (12%) were more likely than Millennials (8%) to have booked through a travel agent. Boomers (4%) were more likely than Gen X visitors and Millennials (2% each) to have booked by making a phone call to an entity other than the hotel or a travel agent. The Silent Generation (19%) and Millennials (15%) were both more likely than Boomers (10%) and Gen X visitors (9%) to say that someone other than them booked their accommodations.

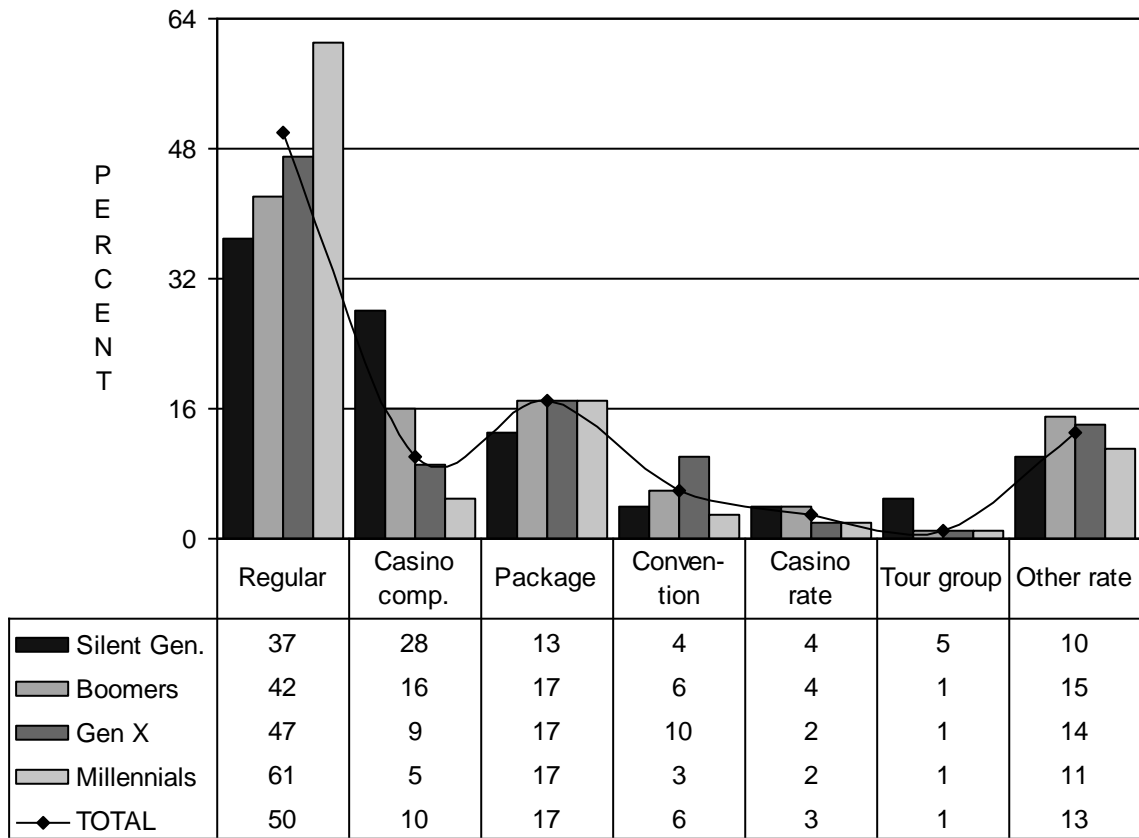
FIGURE 37
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Silent Gen.=127, Boomers=883, Gen X=1041, Millennials=1231, TOTAL=3284)

Visitors were asked how far in advance they had booked their accommodations. The Silent Generation (36%) were the most likely to say they booked their accommodations between one week and one month in advance. Millennials (70%), Gen X visitors (67%), and Boomers (67%) were all more likely than the Silent Generation (54%) to say they booked their lodging one month or more in advance.

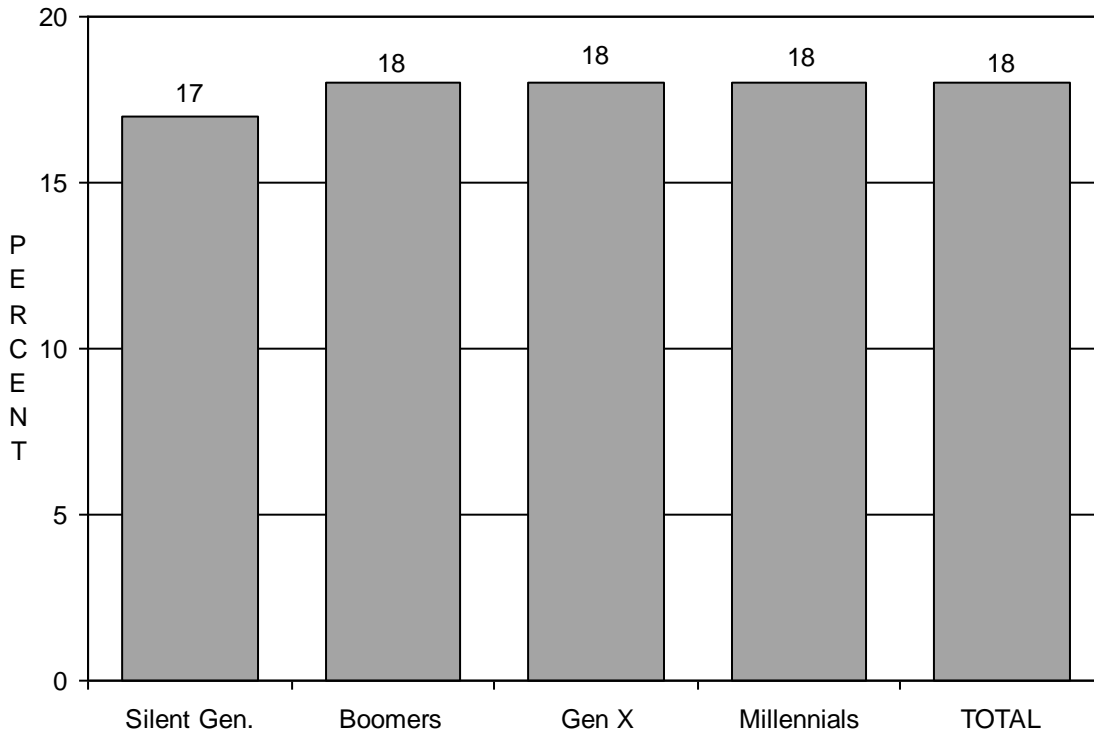
FIGURE 38
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Gen=127, Boomers=882, Gen X=1045, Millennials=1235, TOTAL=3290)

Looking at the type of room rates received by hotel/motel lodgers, Millennials (61%) were more likely than Gen X visitors (47%), Boomers (42%), and the Silent Generation (37%) to have received a regular room rate. The Silent Generation (28%) were the most likely to have received a casino complimentary room rate, while Boomers (16%) were also more likely than Gen X visitors and Millennials to have received this rate. Gen X visitors (10%) were more likely than Boomers (6%), the Silent Generation (4%), and Millennials (3%) to say they received a convention rate, while the Silent Generation (5%) were more likely than Boomers and Millennials (1% each) to say they received a tour group rate. Boomers (4%) were more likely than Gen X visitors and Millennials (2% each) to have received a casino rate. Boomers (15%) were also more likely than Millennials (11%) to say they received some other kind of rate.

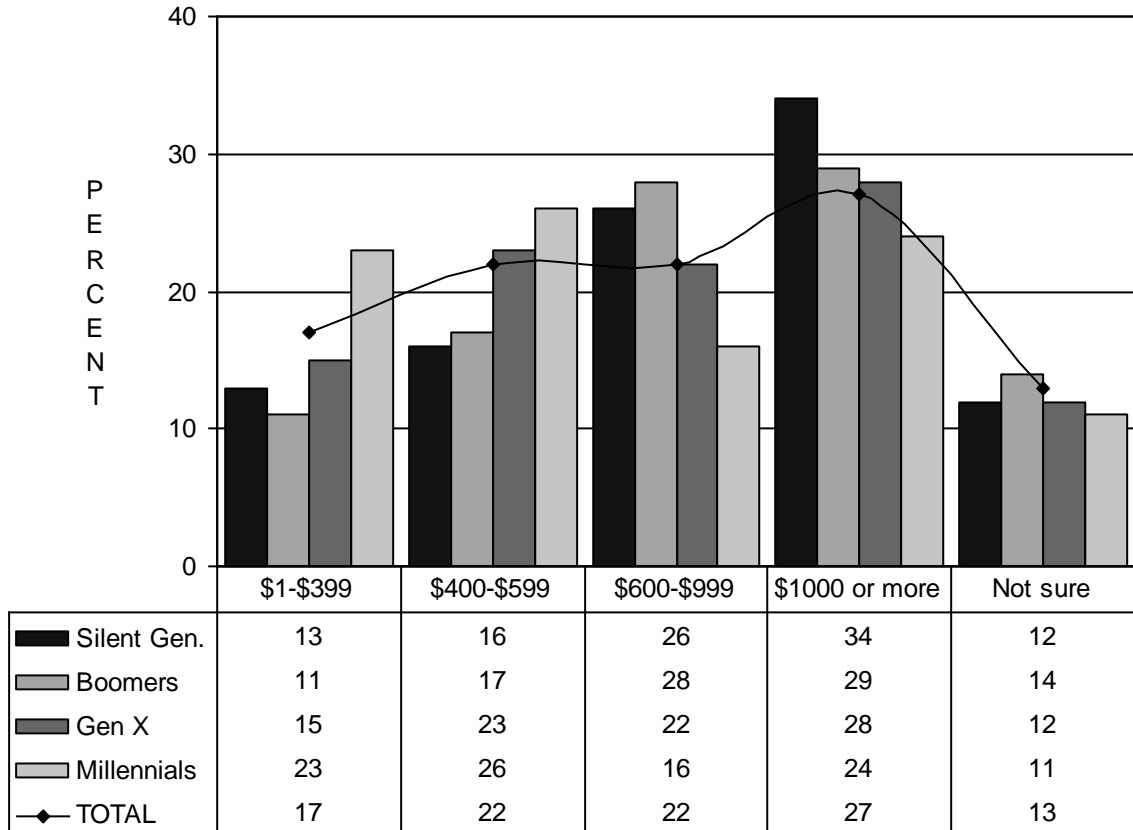
FIGURE 39
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Generation=127, Boomers=882, Gen X=1045, Millennials=1235, TOTAL=3290)

Nearly two out of ten visitors (18%) said they were visiting Las Vegas as part of a tour group or package deal. There were no significant differences among the four subgroups in this measure.

FIGURE 40
Cost Of Package Per Person
(Among Those Who Bought A Package)

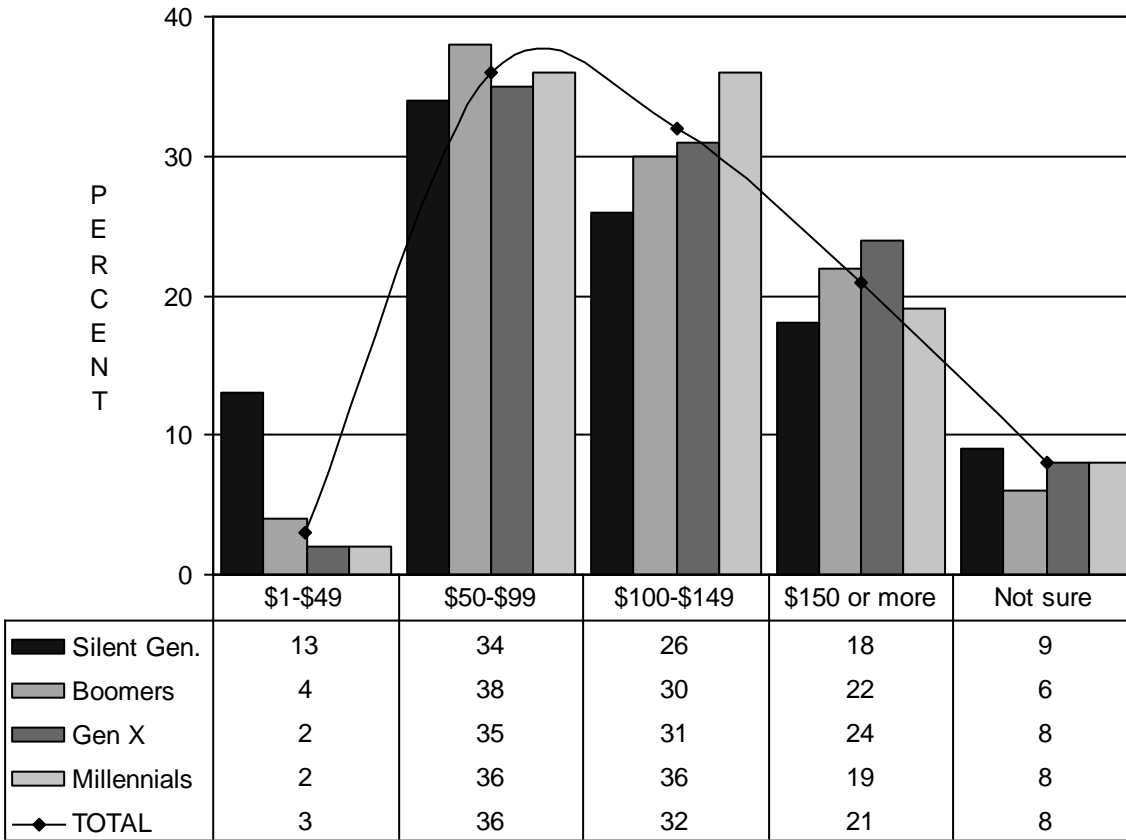


(Base Sizes: Silent Gen*=22, Boomers=156, Gen X=189, Millennials=219, TOTAL=586)
(Mean: Silent Gen=\$1,045.84, Boomers=\$999.97, Gen X=\$844.80, Millennials=\$755.10, TOTAL=\$858.52)

We asked those who purchased either a hotel or a tour/travel group package how much their package cost per person. Overall, the average cost of a package was \$858.52. The Silent Generation* (\$1,045.84) and Boomers (\$999.97) paid more for their package than Millennials (\$755.10). Millennials (23%) were more likely than Gen X visitors (15%) or Boomers (11%) to have paid less than \$400 for their package. Millennials (26%) were also more likely than Boomers (17%) to have paid between \$400 and \$599. Boomers (28%), meanwhile, were more likely than Millennials (16%) to have paid between \$600 and \$999.

* Note the very small base size for Silent Generation.

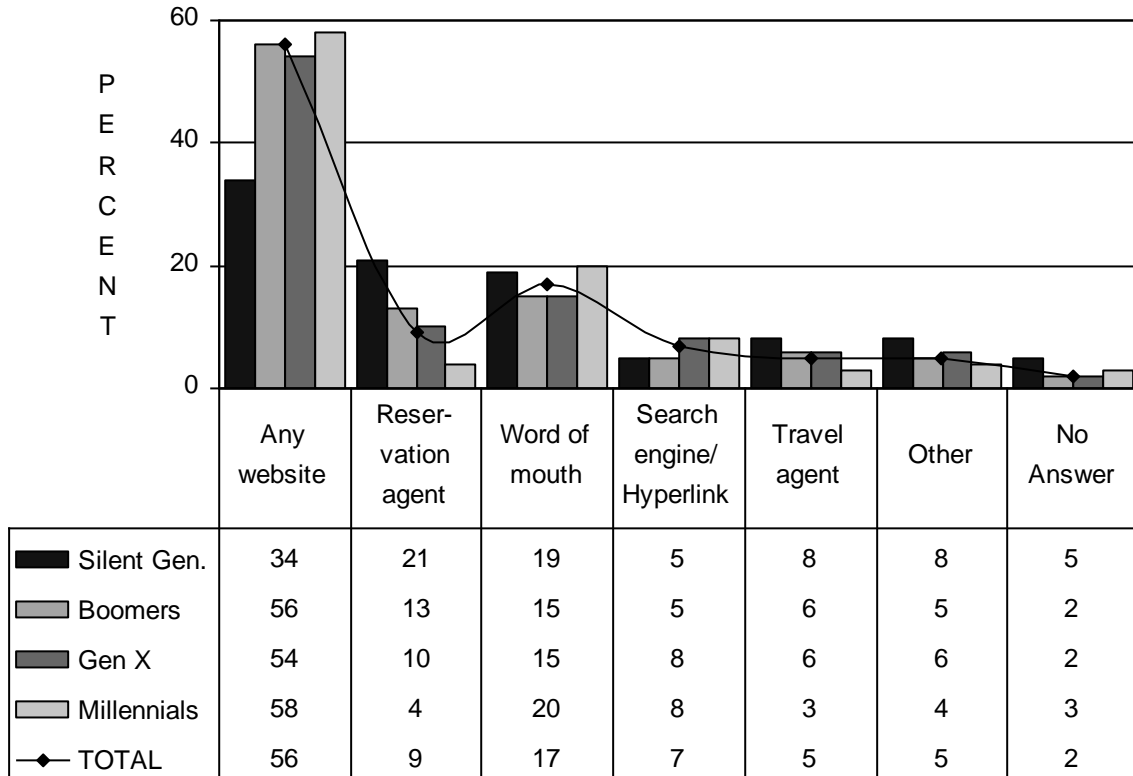
FIGURE 41
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Silent Gen=69, Boomers=589, Gen X=759, Millennials=958, TOTAL=2376)
(Means: Silent Gen=\$103.20, Boomers=\$113.49, Gen X=\$120.44, Millennials=\$112.18, TOTAL=\$114.85)

We looked at lodging expenditures among visitors whose room was *not* part of a travel package and who were not comped for their stay. Overall, the average cost for lodging was \$114.85. Gen X visitors (average of \$120.44) paid more for their lodging than Millennials (\$112.18). The Silent Generation (13%) were more likely than Gen X visitors and Millennials (2% each) to have paid less than \$50 per night. Millennials (36%) were more likely than Boomers (30%) to have paid between \$100 and \$149 per night while Gen X visitors (24%) were more likely than Millennials (19%) to have paid \$150 or more.

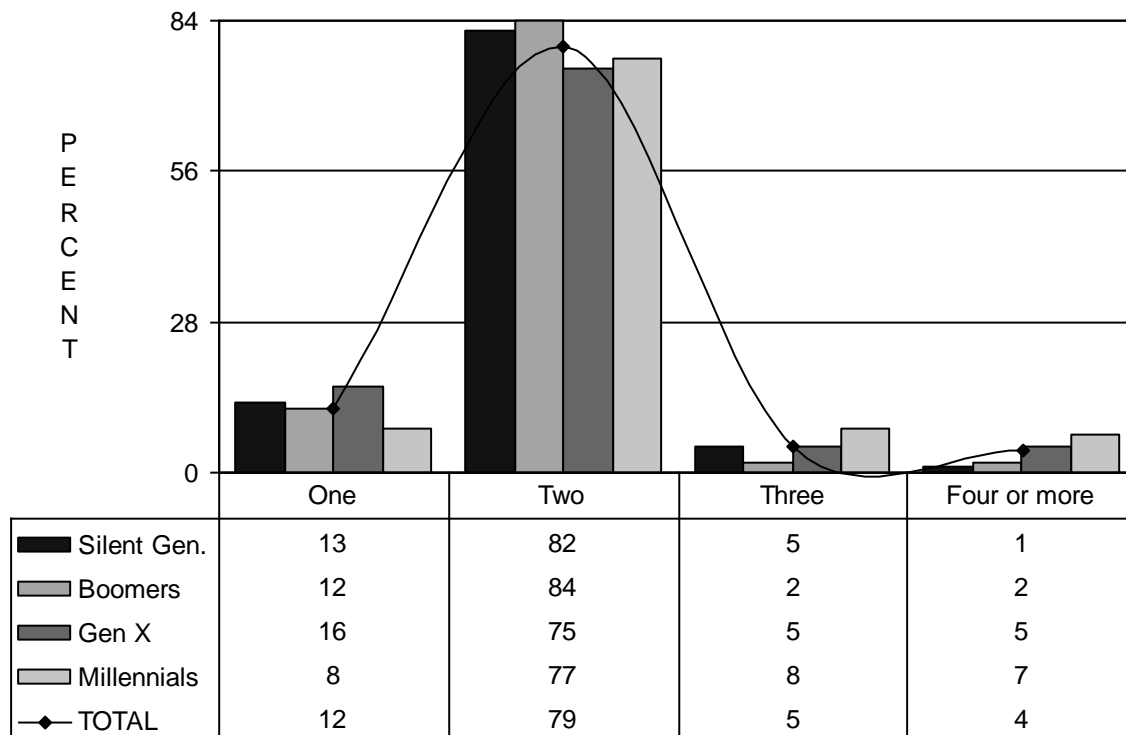
FIGURE 42
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



(Base Sizes: Silent Gen=69, Boomers=589, Gen X=759, Millennials=958, TOTAL=2376)

Non-package purchasers who were not comped for their stay were asked how they first found out about the room rate they paid. A website (56%) was the most common answer, followed by word-of-mouth (17%) and a reservation agent (9%). Millennials (58%), Boomers (56%), and Gen X visitors (54%) were all more likely than the Silent Generation (34%) to say they heard about their rate through a website. Millennials (20%) were more likely than Boomers and Gen X visitors (15% each) to say they heard about the rate through word-of-mouth. Millennials and Gen X visitors (8% each) were both more likely than Boomers (5%) to say they heard about the rate through an Internet search engine or hyperlink. The Silent Generation (21%), Boomers (13%), and Gen X visitors (10%) were all more likely than Millennials (4%) to say they heard about the rate from a reservation agent.

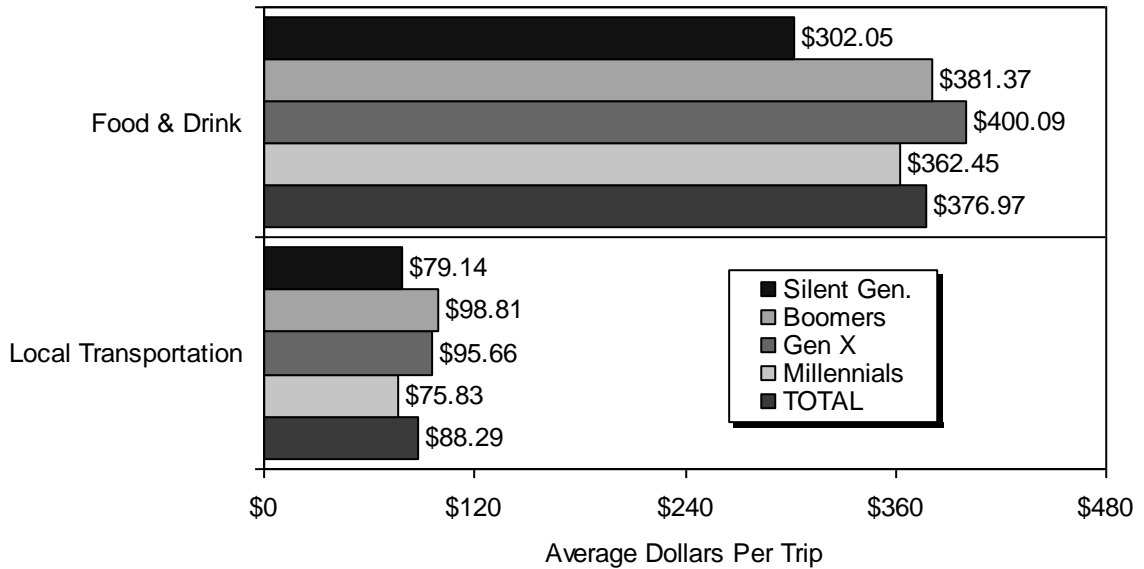
FIGURE 43
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Gen=131, Boomers=918, Gen X=1065, Millennials=1248, TOTAL=3363)
(Means: Silent Gen=1.9, Boomers=1.9, Gen X=2.0, Millennials=2.1, TOTAL=2.0)

The majority of visitors who stayed overnight in a hotel or motel (79%) said two people stayed in their room. Boomers (84%) were more likely than Millennials (77%) and Gen X visitors (75%) to say two people lodged in their room. Gen X visitors (16%) and Boomers (12%) were both more likely than Millennials (8%) to say that they were rooming alone. Millennials (8%) were more likely than Gen X visitors (5%), who in turn were more likely than Boomers (2%), to say that three people were staying in their room. Millennials (7%) and Gen X visitors (5%) were also both more likely than Boomers (2%) and the Silent Generation (1%) to say that four or more people were lodging in their room. The average number of room occupants among all lodgers was 2.0. The average number of room occupants among Millennials (2.1) was higher than among Gen X visitors (2.0), Boomers, and the Silent Generation (1.9 each).

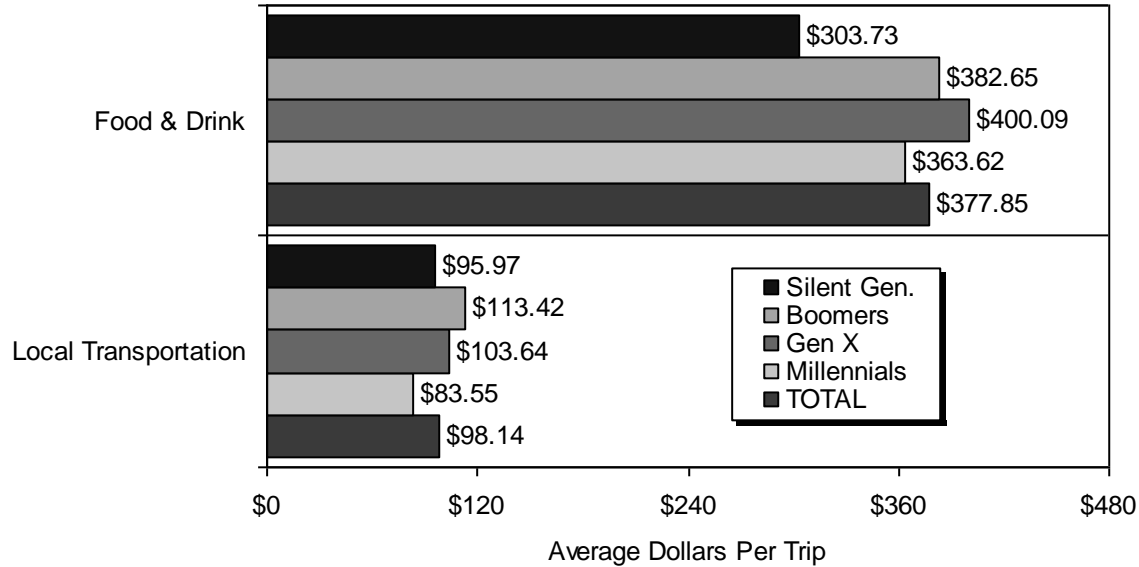
FIGURE 44
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)



On average, Gen X visitors (\$400.09) spent more on food and drink than Millennials (\$362.45), who in turn spent more than the Silent Generation (\$302.05). Boomers (\$381.37) also spent more than the Silent Generation.

Boomers (mean of \$98.81) and Gen X visitors (\$95.66) spent more on local transportation than Millennials (\$75.83).

FIGURE 45
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)



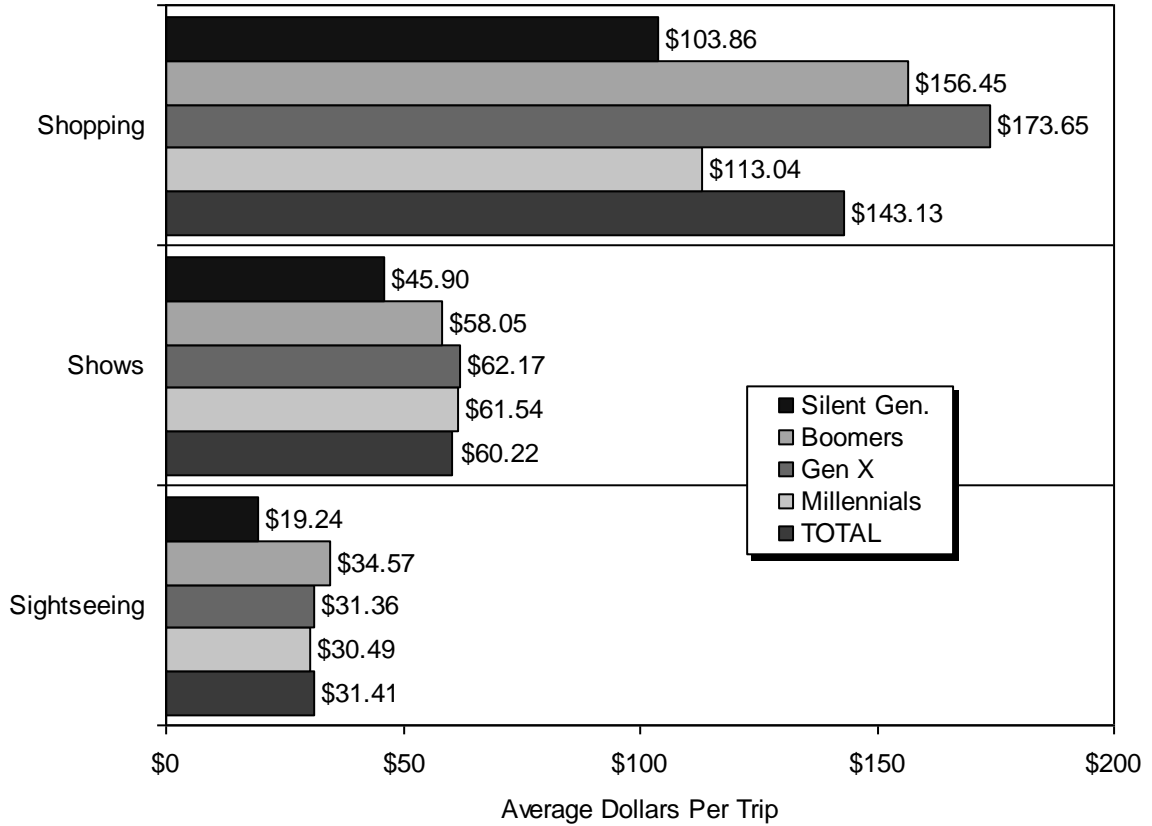
(Base Sizes, Food & Drink: Silent Gen=134, Boomers=960, Gen X=1119, Millennials=1378, TOTAL=3592)
(Base Sizes: Local Transportation Silent Gen=111, Boomers=839, Gen X=1033, Millennials=1255, TOTAL=3239)

This figure shows the average trip expenditures on food and drink and on local transportation *among visitors who actually spent money* in these categories.

On average, Gen X visitors (\$400.09) spent more on food and drink than Millennials (\$363.62), who in turn spent more than the Silent Generation (\$303.73). Boomers (\$382.65) also spent more than the Silent Generation.

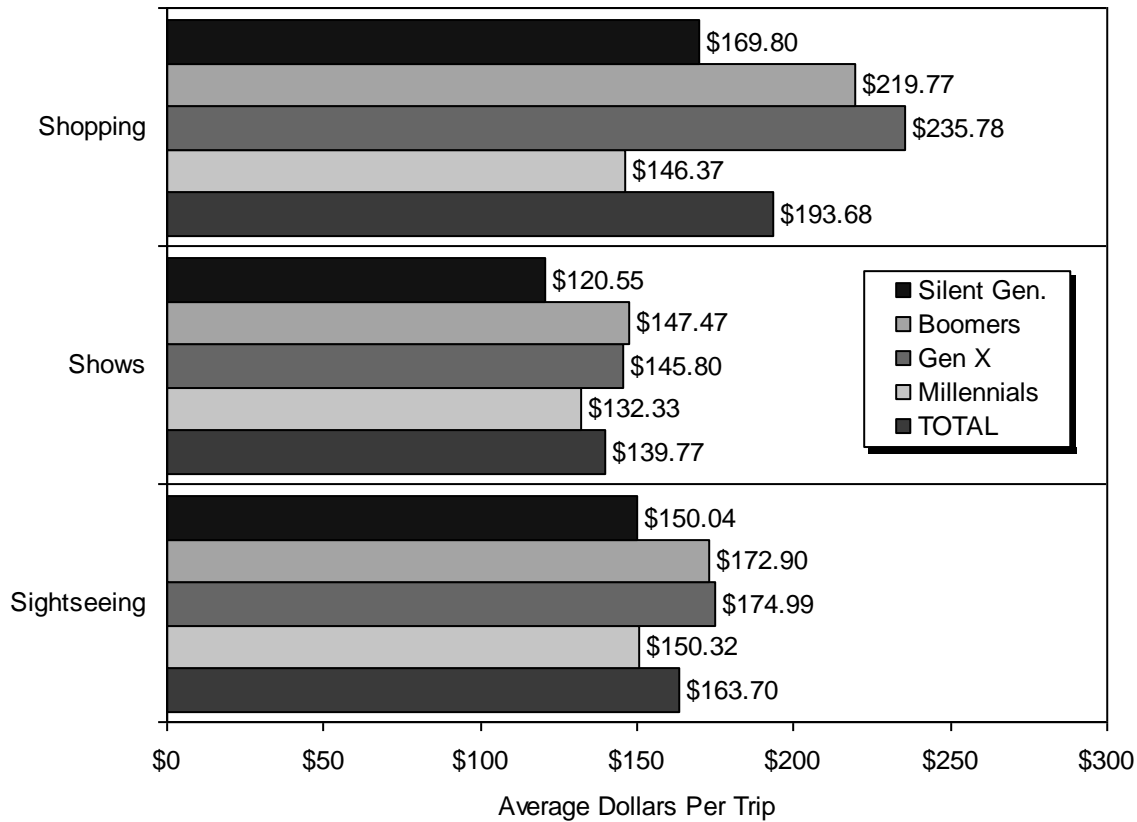
Boomers (mean of \$113.42) and Gen X visitors (\$103.64) spent more on local transportation than Millennials (\$83.55).

FIGURE 46
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



On average, Gen X visitors (\$173.65) and Boomers (\$156.45) spent more on shopping than Millennials (\$113.04). The average amount spent on shows by all visitors was \$60.22 with no significant differences among the four subgroups. The average amount spent on sightseeing by all visitors was \$31.41, again with no significant differences among the four subgroups.

FIGURE 47
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)



(Base Sizes: Shopping: Silent Gen=82, Boomers=686, Gen X=825, Millennials=1068, TOTAL=2662)
 (Base Sizes: Shows: Silent Gen=52, Boomers=380, Gen X=479, Millennials=645, TOTAL=1556)
 (Base Sizes: Sightseeing: Silent Gen=17*, Boomers=206, Gen X=207, Millennials=281, TOTAL=712)

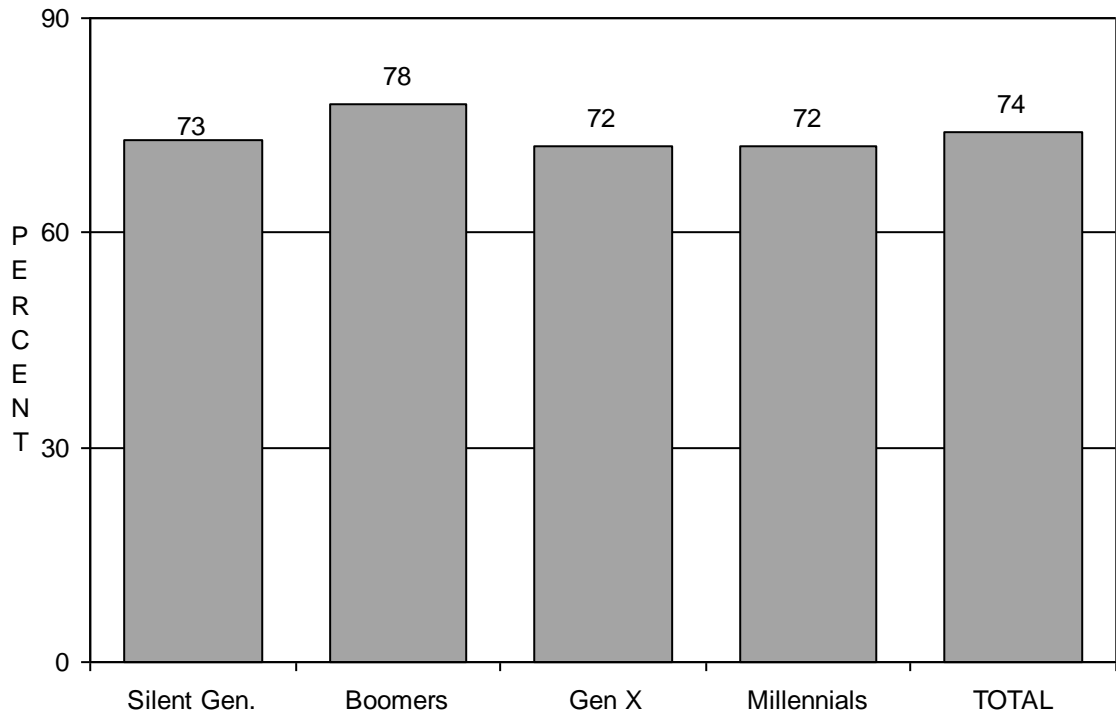
This figure shows the average trip expenditures on shopping, shows, and sightseeing *among visitors who actually spent money* in these categories.

On average, Gen X visitors (mean of \$235.78) and Boomers (\$219.77) spent more on shopping than Millennials (\$146.37). The average amount spent on shows by all visitors was \$139.77 with no significant differences among the four subgroups. The average amount spent on sightseeing by all visitors was \$163.70, again with no significant differences among the four subgroups.

* Note small base size for the Silent Generation.

GAMING BEHAVIOR AND BUDGETS

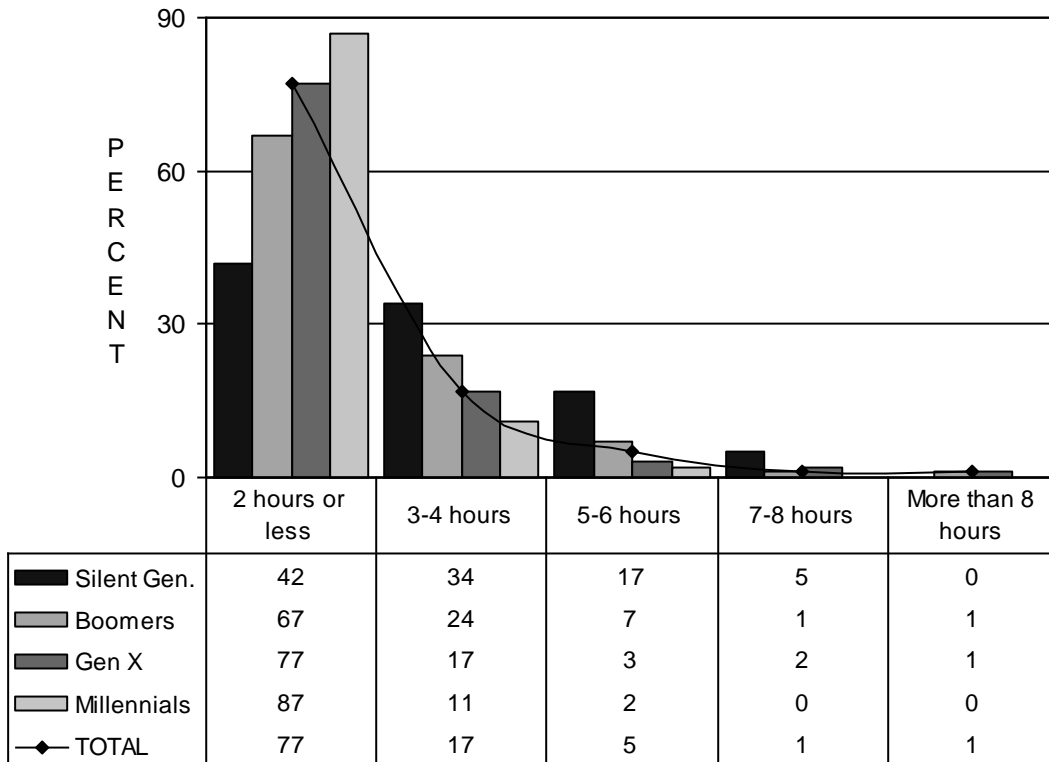
FIGURE 48
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas. Boomers (78%) were significantly more likely than Gen X visitors and Millennials (72% each) to say that they gambled.

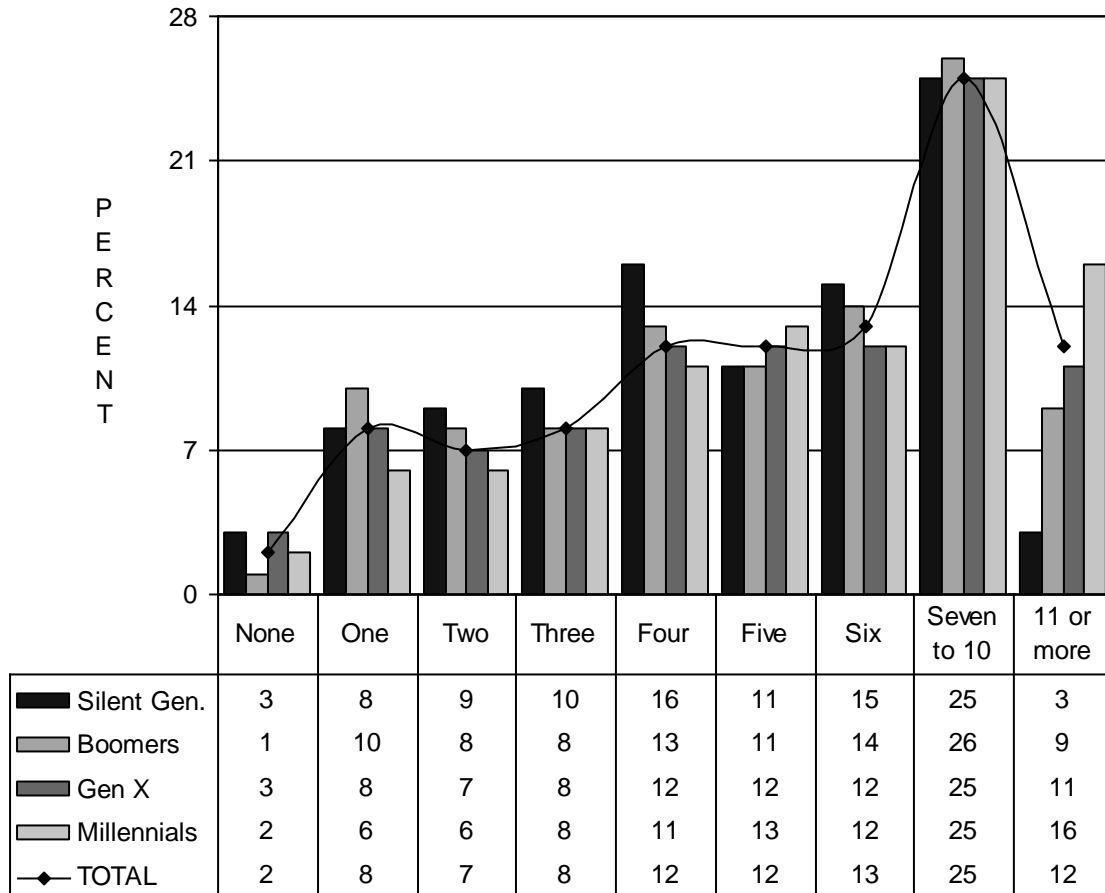
FIGURE 49
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



(Base Sizes Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)
(Means: Silent Gen=3.0, Boomers=2.0, Gen X=1.6, Millennials=1.1, TOTAL=1.6)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 1.6 hours. The Silent Generation (average of 3.0 hours) spent more hours per day gambling than Boomers (2.0 hours), who in turn spent more time gambling than Gen X visitors (1.6 hours), while Millennials (1.1 hours) spent the least amount of time gambling.

FIGURE 50
Number Of Casinos Visited*

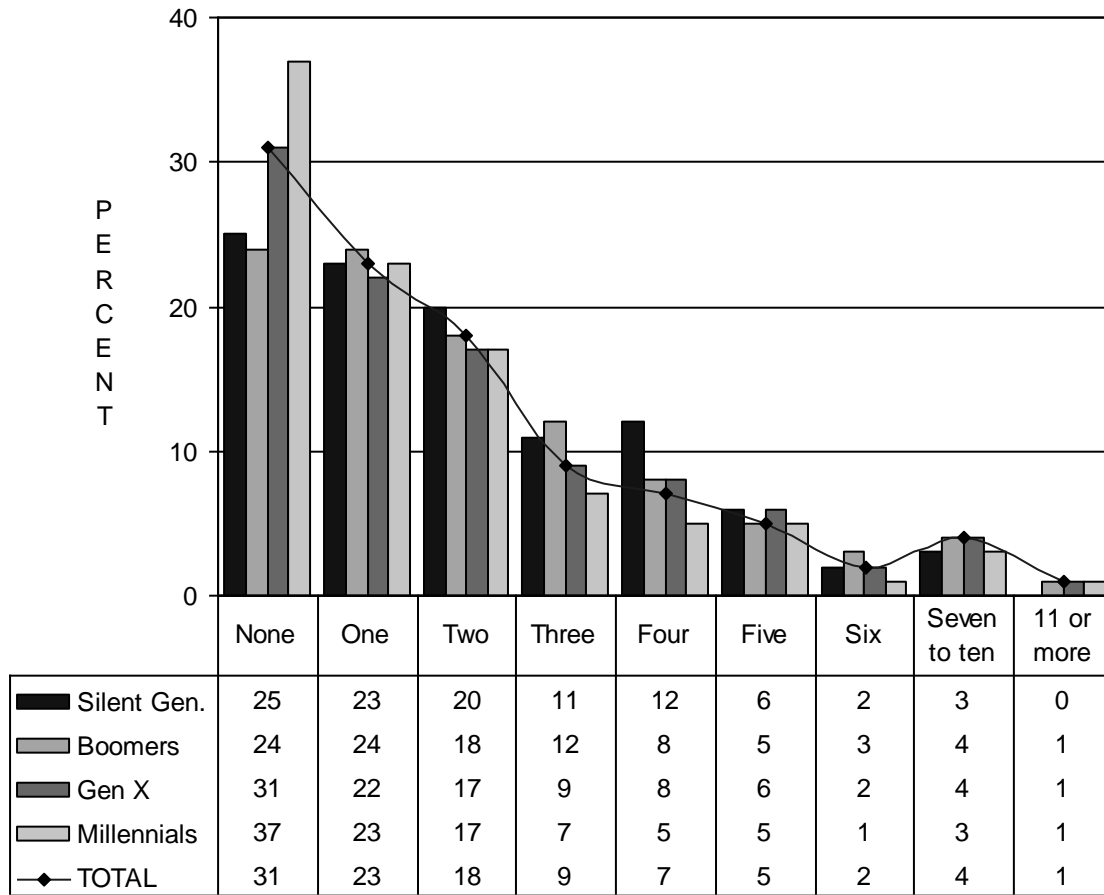


(Means: Silent Gen=5.1, Boomers=6.0, Gen X=6.1, Millennials=7.0, TOTAL=6.3)

All visitors to Las Vegas were asked how many casinos they had visited. The average number of casinos visited was 6.3. Millennials visited more casinos (average of 7.0) than Gen X visitors (6.1) and Boomers (6.0), who in turn visited more casinos than the Silent Generation (5.1).

* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 51
Number Of Casinos Where Gambled*

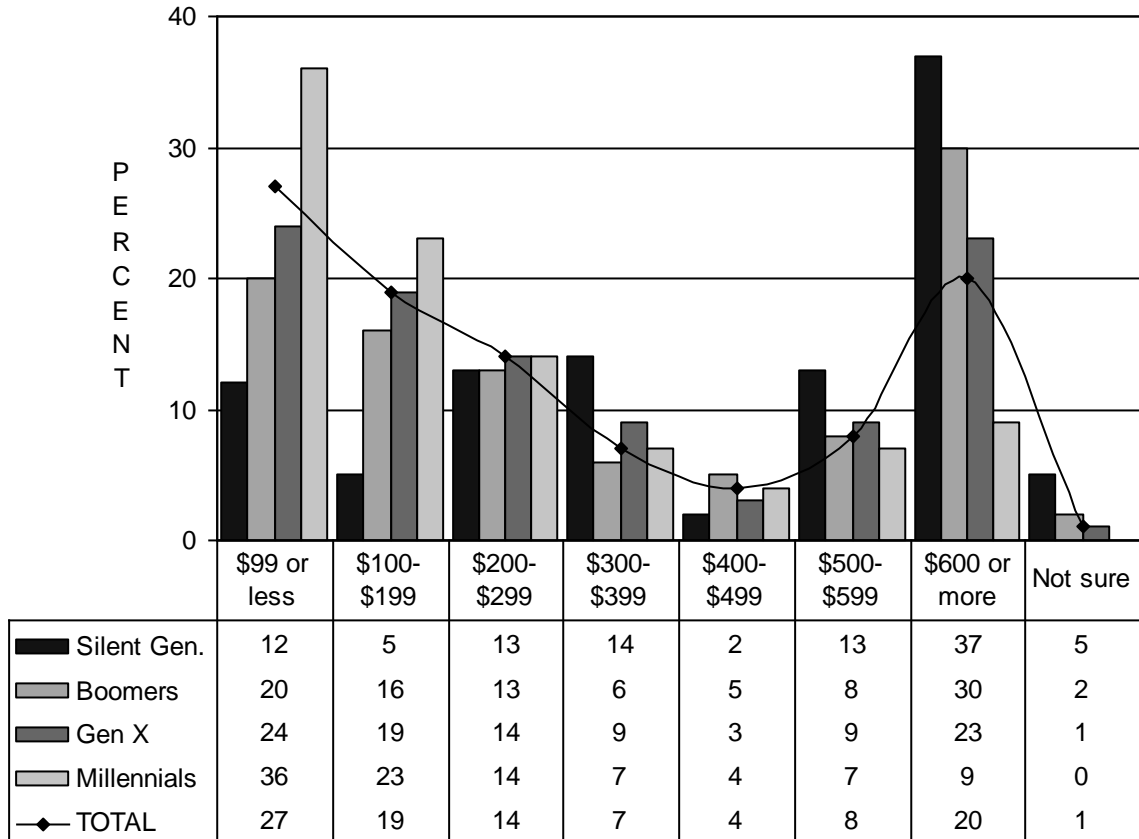


(Means: Silent Gen=2.1, Boomers=2.2, Gen X=2.0, Millennials=1.8, TOTAL=2.0)

All visitors to Las Vegas were also asked at how many casinos they had gambled during their visit. The average number of casinos visitors gambled at was 2.0. Boomers (2.2) gambled in more casinos than Gen X visitors (2.0), who in turned gambled in more casinos than Millennials (1.8)

* These results are from 2016. This question is asked every other year and was not asked in 2017.

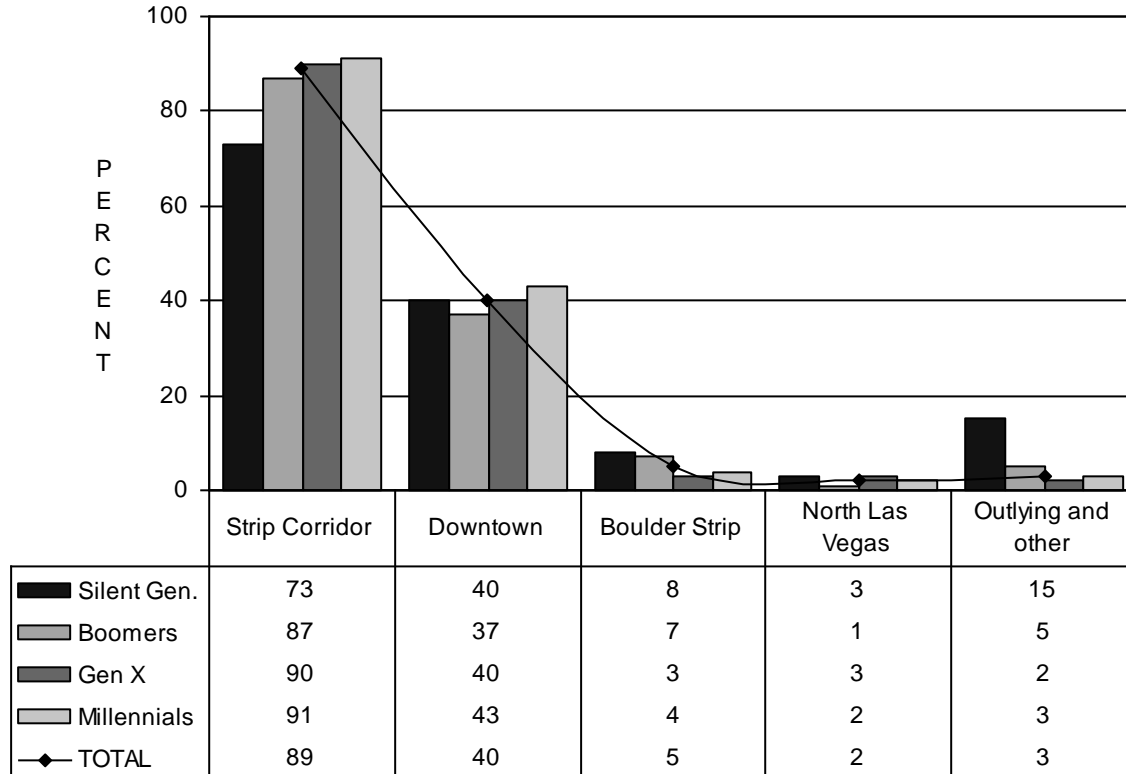
FIGURE 52
Trip Gambling Budget
(Among Those Who Gambled)



(Base Sizes: Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)
(Means: Silent Gen=\$1,106.63, Boomers=\$794.50, Gen X=\$583.95, Millennials=\$267.67, TOTAL=\$541.18)

The average gaming budget among all visitors who gambled was \$541.18. The Silent Generation (average of \$1,106.63) and the Boomers (\$794.50) budgeted more for gambling than Gen X visitors (\$583.95) while Millennials (\$267.67) budgeted the least.

FIGURE 53
Where Visitors Gambled
(Among Those Who Gambled)



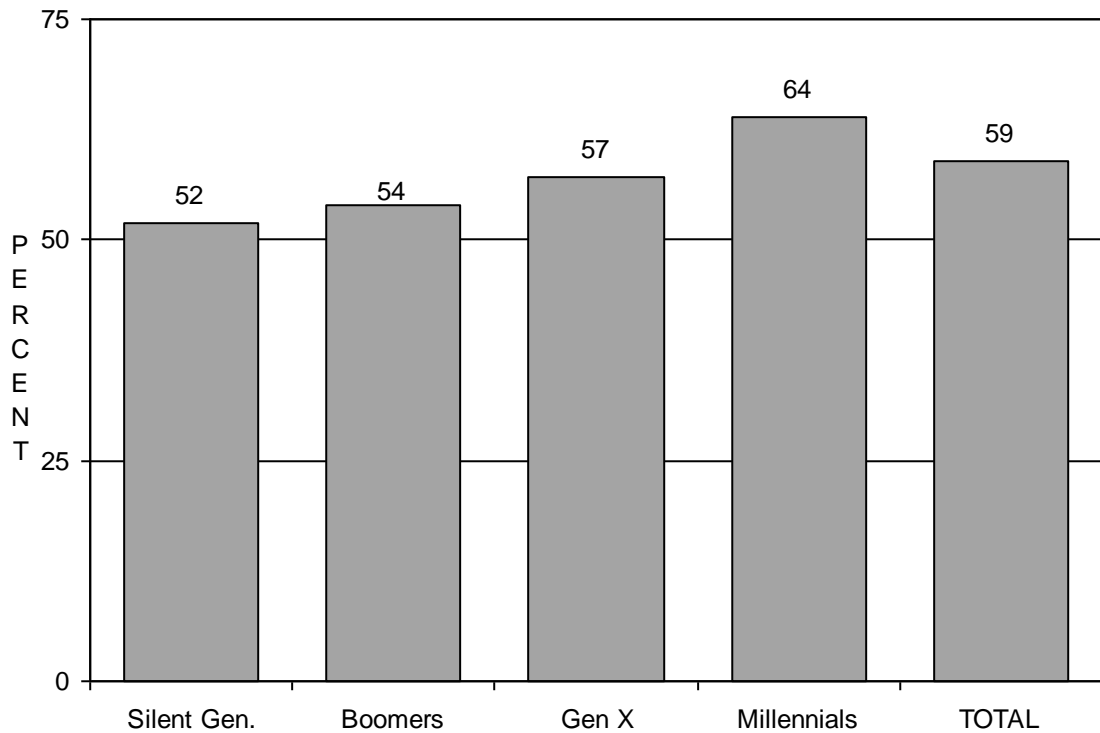
*Multiple responses were permitted.

(Base Sizes: Silent Gen=98, Boomers=746, Gen X=807, Millennials=1000, TOTAL=2652)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. Most visitors (89%) gambled on the Strip Corridor. Millennials (91%), Gen X visitors (90%), and Boomers (87%) were all more likely than the Silent Generation (73%) to say they gambled on the Strip Corridor. Millennials (43%) were also more likely than Boomers (37%) to say they gambled Downtown. Boomers (7%), meanwhile were more likely than Gen X visitors (3%) and Millennials (4%) to say they gambled on the Boulder Strip. Gen X visitors (3%) were more likely than Boomers (1%) to say they gambled in North Las Vegas. The Silent Generation (15%) were more likely than Boomers (5%), who in turn were more likely than Gen X visitors (2%) and Millennials (3%) to say they gambled in outlying areas and other areas outside of Las Vegas.

ENTERTAINMENT

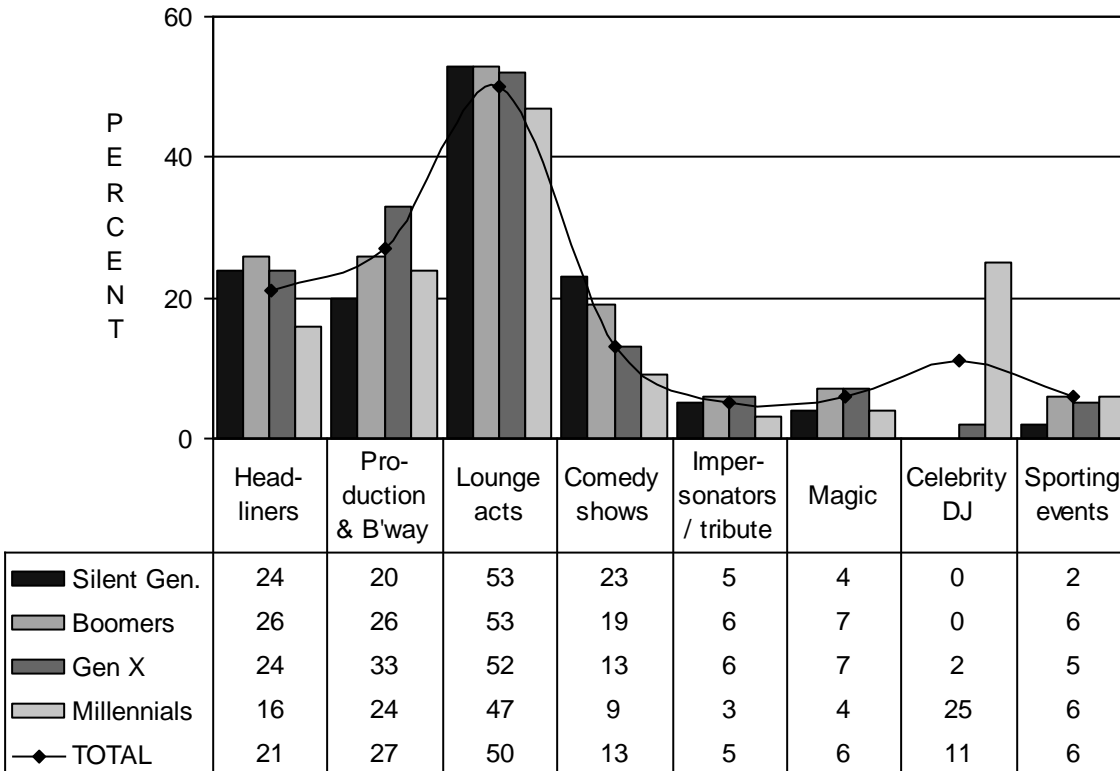
FIGURE 54
Entertainment Attendance



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, 59% of all visitors said they went to at least one show. Millennials (64%) were significantly more likely than Gen X visitors (57%), Boomers (54%), and the Silent Generation (52%) to have seen at least one show.

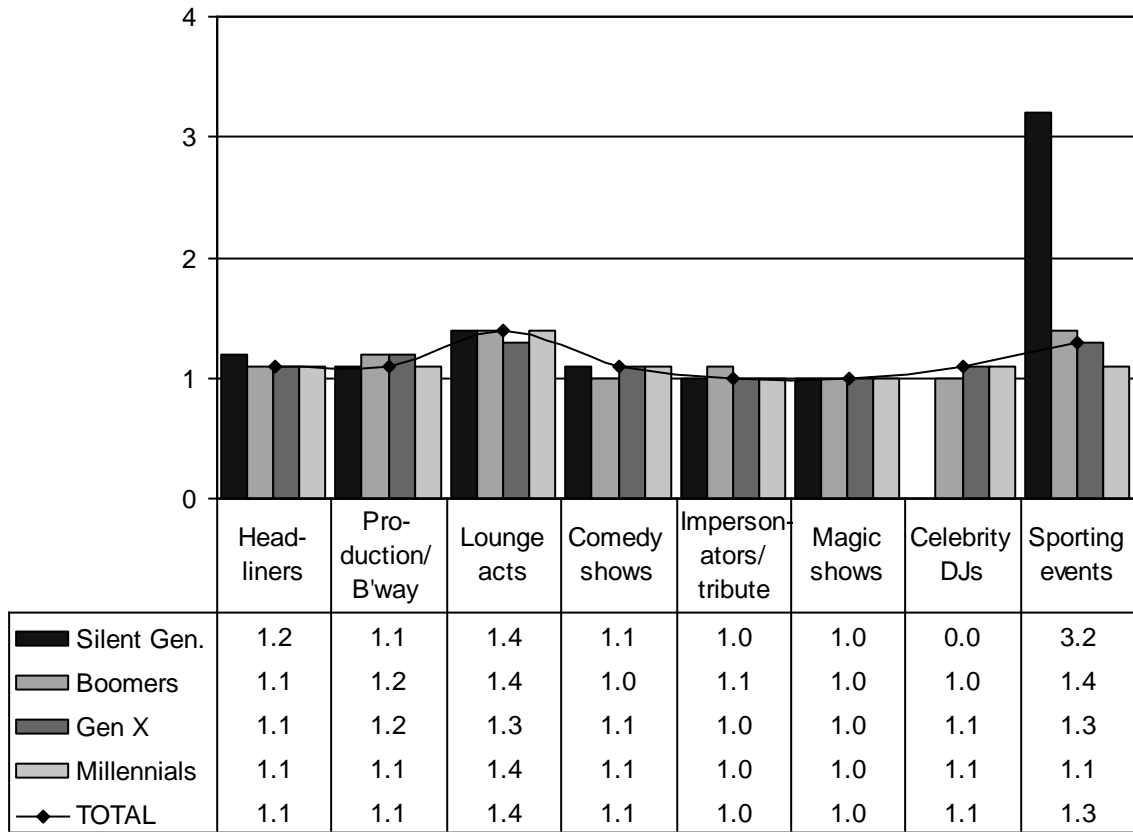
FIGURE 55
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)



*Multiple responses permitted.
(Base Sizes: Silent Gen=70, Boomers=524, Gen X=638, Millennials=887, TOTAL=2120)

Lounge acts (50%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Gen X visitors (33%) were the most likely to have seen a production or Broadway show. Silent Generation visitors (23%), Boomers (19%), and Gen X visitors (13%) were all more likely than Millennials (9%) to have seen a comedy show. Boomers and Gen X visitors were both more likely than Millennials to have seen a headliner, an impersonator or tribute show, or a magic show. Millennials (25%) were more likely than Gen X, Boomers or the Silent Generation, to have seen a celebrity DJ.

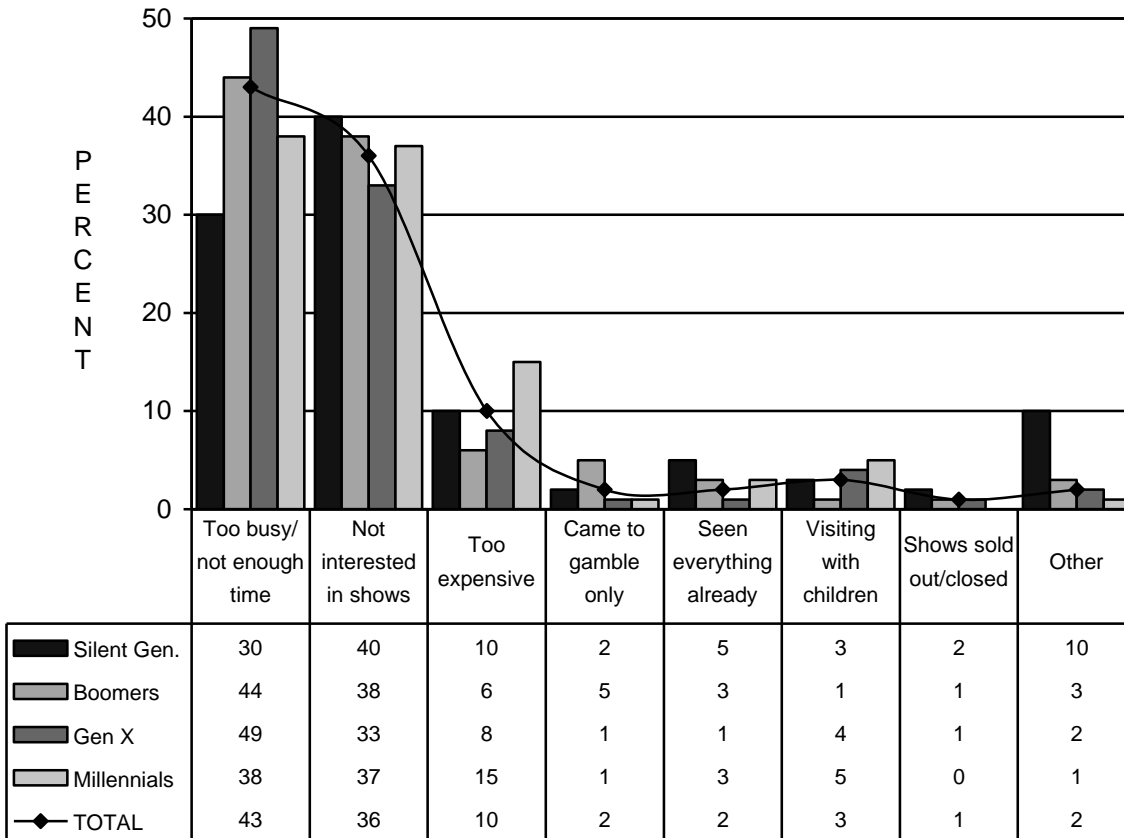
FIGURE 56
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.
(Base Sizes: Convention=70, Boomers=524, Gen X=638, Millennials=887, TOTAL=2120)

This figure shows the average number of times visitors attended each type of show *among those who attended shows*. Silent Generation visitors saw more sporting events (3.2) than Boomers (1.4), Gen X visitors (1.3), or Millennials (1.1). Boomers and Gen X visitors (1.2 each) say more production or Broadway shows than Millennials (1.1).

FIGURE 57
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows)

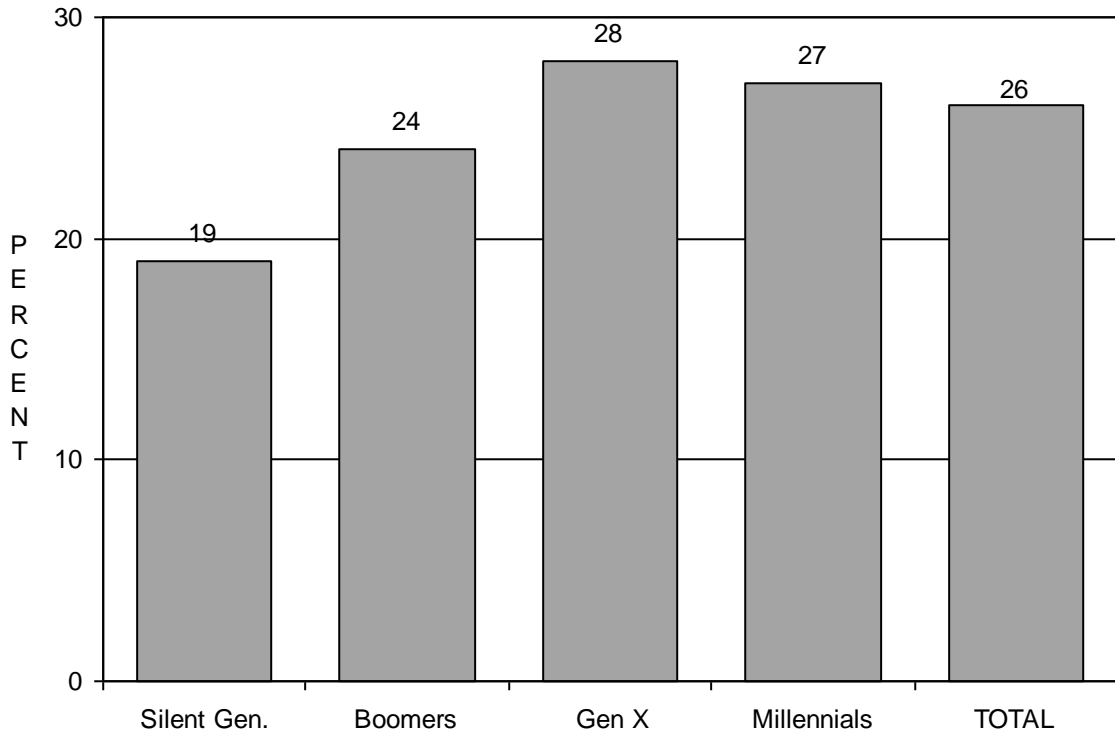


(Base Sizes: Silent Gen=46, Boomers=469, Gen X=582, Millennials=634, TOTAL=1735)

Visitors who did *not* attend any shows gave several reasons why they did not. The most common reason was a lack of time (43%). Gen X visitors (49%) and Boomers (44%) were more likely than the Silent Generation (30%) to cite a lack of time. Millennials (15%) were more likely than Gen X visitors (8%) and Boomers (6%) to say that they didn't see any shows because it was too expensive. Both Millennials (5%) and Gen X visitors (4%) were more likely than Boomers (1%) to say it was because they were travelling with children. Boomers (5%) were more likely than Gen X visitors and Millennials (1% each) to say they didn't see any shows because they came to Las Vegas to gamble.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

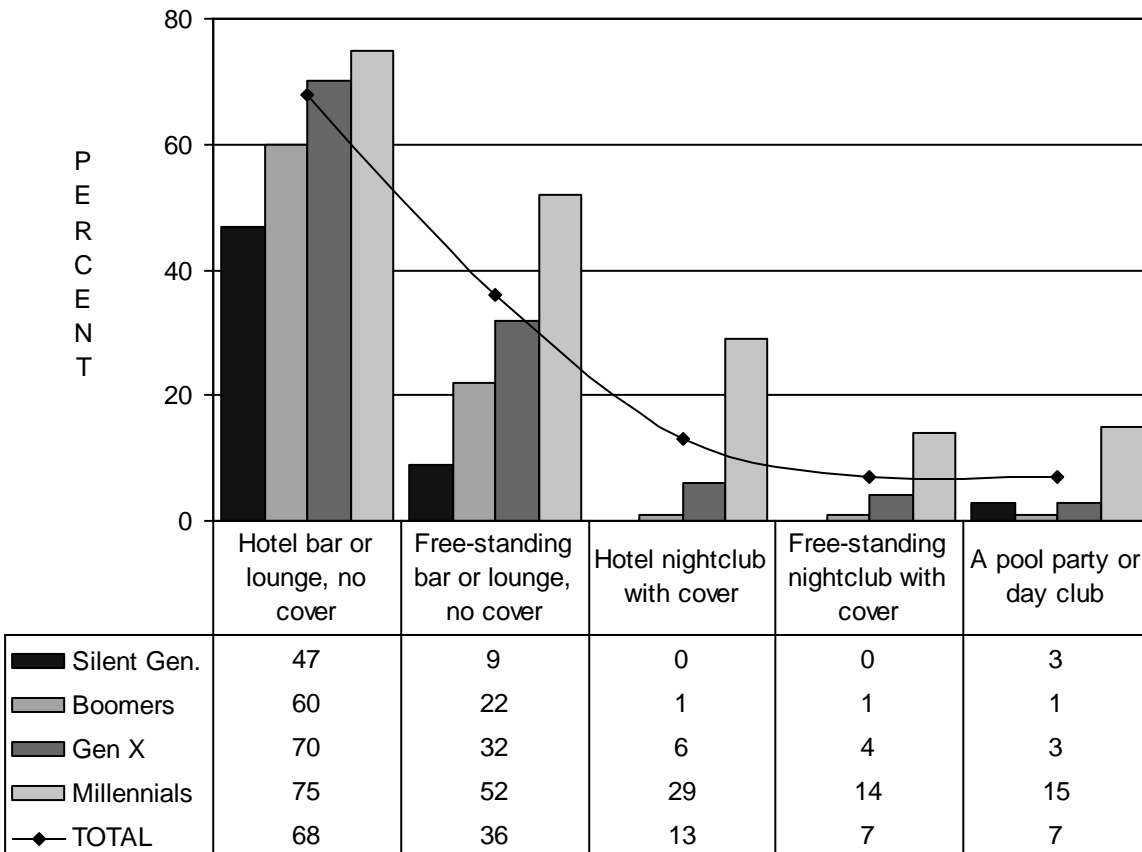
FIGURE 58
Whether Has Been To Other Paid Attractions*



*Only "yes" responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay, such as theme parks or water parks. Overall, 26% said yes. Gen X visitors (28%) and Millennials (27%) were more likely than the Silent Generation (19%) to have been to other paid attractions.

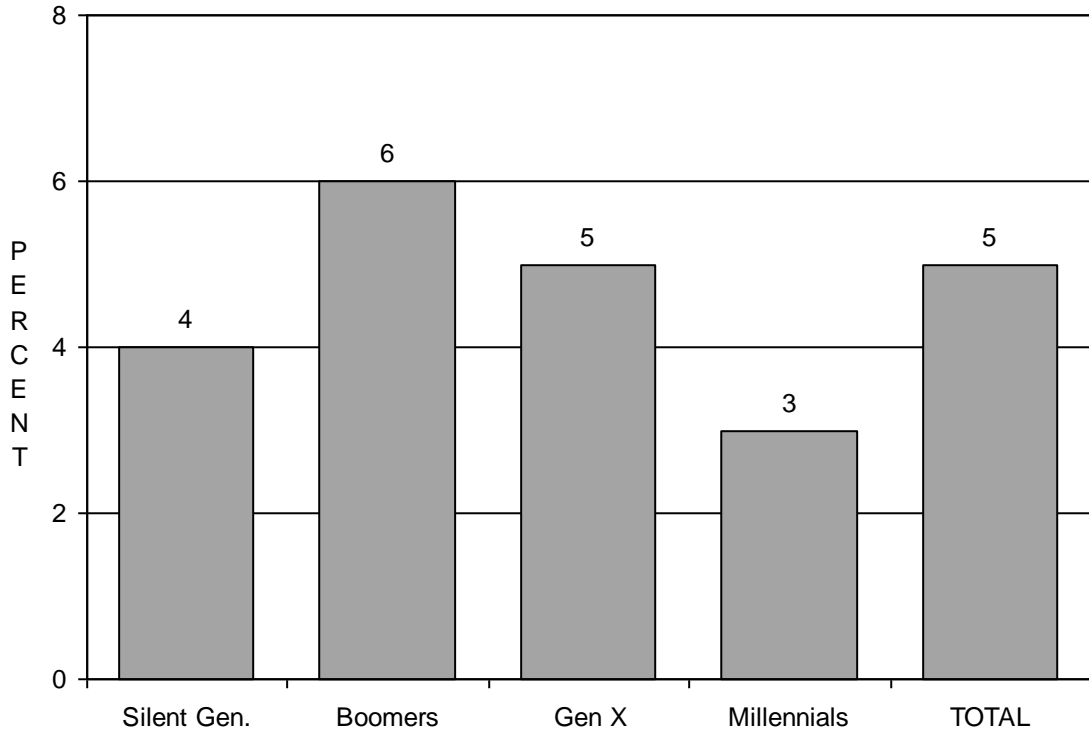
FIGURE 59
Whether Has Been To Nightclubs, Bars, And Lounges*



*Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Millennials were more likely than Gen X visitors, and Boomers, to have been to a hotel bar or lounge with no cover charge or a free-standing bar with no cover charge. Silent Generation visitors were the least likely to have been to a hotel bar with no cover (47%) or a free-standing bar with no cover (9%). Millennials were more likely than Gen X visitors, who in turn were more likely than Boomers, to have been to a hotel nightclub with a cover charge or a free-standing nightclub with a cover charge. Millennials (15%) were also more likely than Gen X visitors (3%), Silent Generation visitors (3%), and Boomers (1%) to have been to a pool party or day club.

FIGURE 60
Whether Visited A Spa*



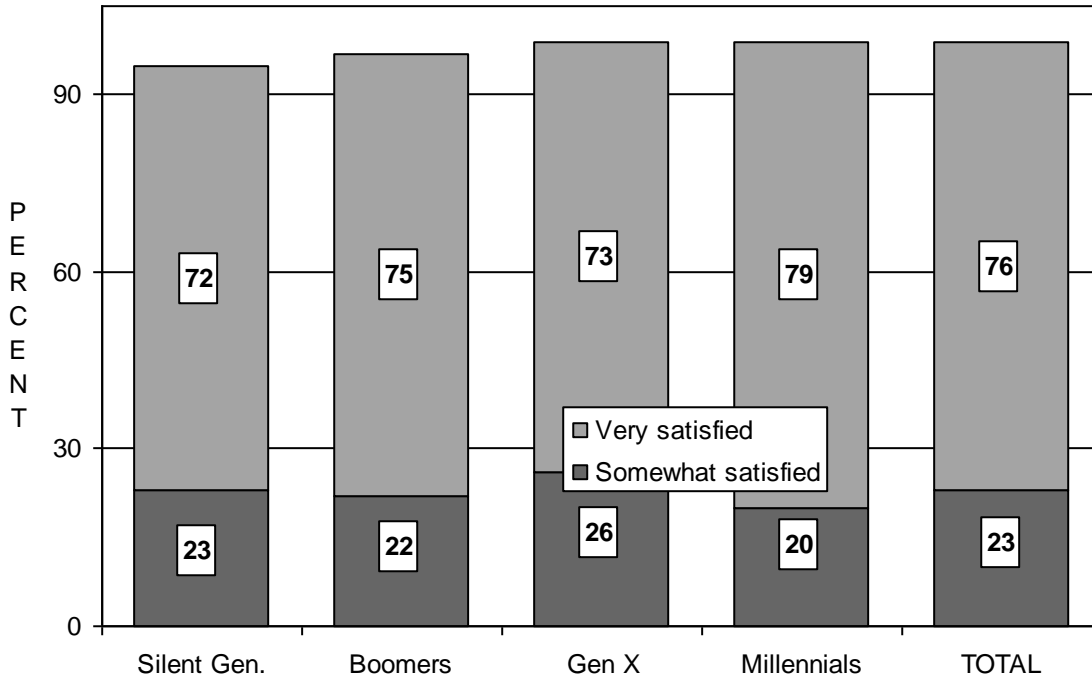
Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 5% said they had. Boomers (6%) and Gen X visitors (5%) were more likely than Millennials (3%) to say they had visited a spa.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

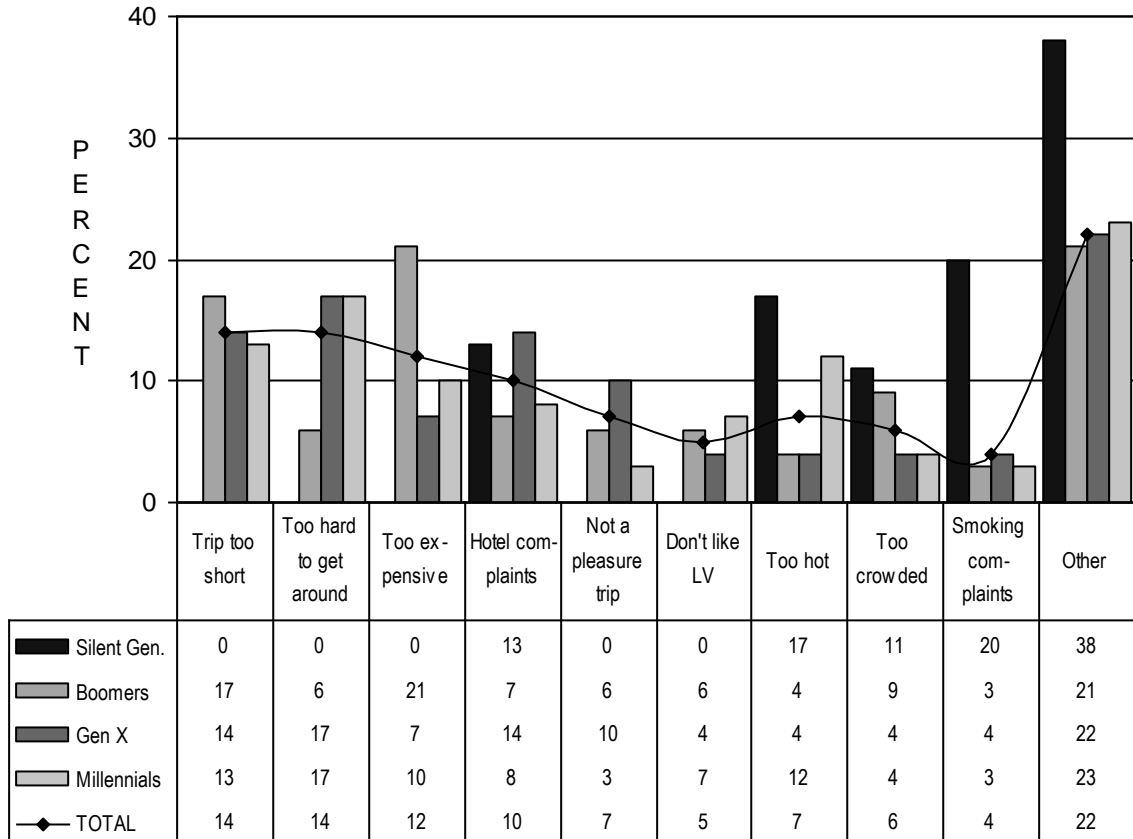
ATTITUDINAL INFORMATION

FIGURE 61
Satisfaction With Visit



More than three-fourths (76%) of all visitors were “very satisfied” with their visit to Las Vegas, while nearly one-fourth (23%) were “somewhat” satisfied. Millennials (79%) were significantly more likely than Gen X visitors (73%) to say they were “very satisfied” while Gen X visitors (26%) were more likely than Millennials (20%) to say they were “somewhat satisfied.”

FIGURE 62
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied)



(Base Sizes: Silent Gen=7[†], Boomers=104, Gen X=137, Millennials=121, TOTAL=369)

The above figure presents the key reasons why satisfaction levels were not higher among those visitors who were only "somewhat satisfied" with their visit. Among the most common reasons given were the trip was too short (14%), it was too hard to get around (14%), the perception that Las Vegas is too expensive (12%), and hotel complaints (10%).[‡] Both Millennials and Gen X visitors (17%) were more likely than Boomers (6%) to say it was too hard to get around. Boomers (21%) were more likely than Millennials (10%) and Gen X visitors (7%) to complain that Las Vegas was too expensive, and Millennials (12%) were more likely than Boomers and Gen X visitors (4% each) to say it was too hot.

* These results are from 2016. This question is asked every other year and was not asked in 2017.

[‡] Note the very small base size for the Silent Generation.

VISITOR DEMOGRAPHICS

With regards to visitor demographics, the Silent Generation and Boomers were the most likely to be:

- Retired (95% of the Silent Generation and 49% of Boomers vs. less than 1% for Gen X visitors and Millennials).
- Having a high school education or less (29% of the Silent Generation and 19% of Boomers vs. 11% of Gen X visitors).
- Caucasian (80% of the Silent Generation and 82% of Boomers vs. 71% of Gen X visitors and 58% of Millennials).

Gen X visitors were the most likely to be:

- Employed (90% vs. 5% of the Silent Generation, 47% of Boomers and 82% of Millennials).
- Earning \$80,000 or more (63% vs. 23% of the Silent Generation, 43% of Boomers and 33% of Millennials).

Millennials were the most likely to be:

- Female (54% vs. 35% of the Silent Generation and 48% each of Boomers and Gen X visitors).
- Single (40% vs. 3% each of the Silent Generation and Boomers and 6% of Gen X visitors).
- Students (9% vs. 0% each among the Silent Generation and Boomers and less than 1% of Gen X visitors).
- With some college or trade school education (49% vs. 31% of the Silent Generation, 29% of Boomers, and 34% of Gen X visitors).
- Hispanic/Latino (21% vs. 7% each of the Silent Generation and Boomers and 12% of Gen X visitors).
- Earning \$60,000 to \$79,999 (31% vs. 15% of the Silent Generation, 20% of Boomers, and 18% of Gen X visitors).
- From the West (59% vs. 50% of the Silent Generation, 46% of Boomers, and 49% of Gen X visitors).

FIGURE 63
VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
<u>GENDER</u>					
Male	65%	52%	52%	46%	50%
Female	35	48	48	54	50
<u>MARITAL STATUS</u>					
Married	72	86	85	57	74
Single	3	3	6	40	18
Separated/Divorced	6	8	9	3	6
Widowed	20	4	0	0	2
<u>JOB CATEGORIES</u>					
Employed	5	47	90	82	72
Unemployed	0	1	1	2	1
Student	0	0	0	9	3
Retired	95	49	1	0	17
Homemaker	0	4	8	8	7
<u>EDUCATION</u>					
High school or less	29	19	11	16	16
Some college/trade school	31	29	34	49	38
College graduate	40	53	56	35	46
<u>AGE</u>					
21 to 29	0	0	0	56	22
30 to 39	0	0	20	44	23
40 to 49	0	0	58	0	18
50 to 59	0	35	22	0	16
60 to 64	0	28	0	0	8
65 or older	100	37	0	0	14
MEAN	75.3	62.0	44.4	28.8	44.3
BASE	(134)	(963)	(1119)	(1383)	(3600)

(Continued on next page)

FIGURE 64
VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millennials	TOTAL
ETHNICITY					
White	80%	82%	71%	58%	69%
African American/Black	8	8	12	14	12
Asian/Asian American	4	3	4	6	4
Hispanic/Latino	7	7	12	21	14
Other	1	1	1	1	1
HOUSEHOLD INCOME					
Less than \$20,000	2	0	0	2	1
\$20,000 to \$39,999	8	3	2	7	4
\$40,000 to \$59,999	29	17	7	20	15
\$60,000 to \$79,999	15	20	18	31	23
\$80,000 or more	23	43	63	33	45
Not sure/no answer	23	17	11	7	12
VISITOR ORIGIN					
<u>U.S.A.</u>	<u>85</u>	<u>84</u>	<u>82</u>	<u>85</u>	<u>84</u>
Eastern states*	8	9	8	5	7
Southern states†	17	17	16	14	15
Midwestern states‡	10	11	10	7	9
<u>Western states§</u>	<u>49</u>	<u>46</u>	<u>49</u>	<u>59</u>	<u>52</u>
California	<u>32</u>	<u>25</u>	<u>29</u>	<u>37</u>	<u>31</u>
Southern CA	30	23	23	30	26
Northern CA	3	2	6	7	5
Arizona	3	8	7	8	7
Other West	14	13	13	13	13
<u>Foreign</u>	<u>15</u>	<u>17</u>	<u>18</u>	<u>15</u>	<u>16</u>
BASE	(134)	(963)	(1119)	(1383)	(3600)

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

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

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

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