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LAS VEGAS VISITOR PROFILE

Calendar Year 2017

Market Segment Version:

Convention Visitors, Package Purchasers, General Tourists, and Casino Guests

Prepared for:

Las Vegas Convention and Visitors Authority

By:

GLS Research

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

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.

The focus of this report is an analysis of Las Vegas visitors categorized into four consumer segments. These four segments are defined as follows:

- **CONVENTION VISITORS** — those who attended or worked at a convention, trade show, or corporate meeting — 11% of all visitors.
- **PACKAGE PURCHASERS** — those who came to Las Vegas on a hotel/transportation or hotel/amenities package deal, or as part of a tour or travel group — 15% of all visitors.
- **GENERAL TOURISTS** — a composite group of visitors other than convention, package, or casino — 63% of all visitors. This group includes visitors not classifiable as convention, package or casino visitors, including those staying in RV parks, with friends and relatives, and day trippers.
- **CASINO GUESTS** — visitors who paid a casino room rate (either a regular casino rate or casino complimentary) — 11% of all visitors.

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

CONVENTION VISITORS

Those visitors who attended or worked at a convention, trade show or corporate meeting were the most likely to:

- Be rooming alone (43%).
- Arrive in Las Vegas on a week day (79%).
- Pay a higher average per night room rate ($141.36).

Were most likely to be:

- Male (61%).
- Employed (95%).
- College graduates (76%).
- Earning an annual household income of $80,000 or more (63%).
- Between 40 to 59 years old (51%).

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

- $422.93 on food and drink.
- $125.41 on shopping.
- $27.98 on shows and entertainment.

PACKAGE PURCHASERS

Those visitors who came to Las Vegas on a package deal or as part of a tour or travel group were the most likely to:

- Be visiting from a foreign country (41%).
- Be visiting Las Vegas for the first time (48%).
- Be visiting Las Vegas for vacation or pleasure (80%).
- To have traveled to Las Vegas by air (88%).
- Have used a travel agent to help plan their trip (29%).
- Have used a variety of resources in planning their trip to Las Vegas including social media apps or websites (81%), word of mouth (56%), magazines or newspapers (8%), and printed brochures or travel guides (8%).
- Have used a taxi (58%), a bus (31%), a hotel/motel shuttle (31%), and/or the Monorail (23%) in Las Vegas.
- Visit Downtown Las Vegas (73%).
- Have planned their trip to Las Vegas more than one month in advance (89%).
- Booked their accommodations in Las Vegas more than one month in advance (88%).
- Have seen a show (76%).
- Have spent the most in all spending categories except casino gaming.

During their visit to Las Vegas package purchasers spent an average of:

- $455.07 on food and drink.
- $212.43 on shopping.
- $93.80 on shows and entertainment.

GENERAL TOURISTS

Among general tourists to Las Vegas:

- About eight in ten (81%) had visited Las Vegas before, with an average of 1.7 trips in the past 12 months.
- One-half (50%) said the primary purpose of their current visit to Las Vegas was for vacation or pleasure.
- About two-thirds (68%) planned their visit to Las Vegas more than one month in advance.
- Seven in ten (71%) used websites, social media and/or apps to plan their trip to Las Vegas, and three quarters (75%) of them used Google to do so.
- About six in ten (62%) of those who booked their accommodations via a website or app used an online travel website to do so.
- Nearly three quarters (73%) used social media, apps, and/or websites to plan their activities while in Las Vegas.
- The most common method for booking accommodations was by using a third-party website or app (44%).
- About six in ten (61%) visited Downtown Las Vegas.
- Over seven in ten (72%) gambled while in Las Vegas.
- The average trip gambling budget was $310.29.

During their visit to Las Vegas general tourists spent an average of:

- $343.69 on food and drink.
- $128.87 on shopping.
- $57.92 on shows and entertainment.

CASINO GUESTS

Visitors who received a casino rate were the most likely to:

- Be visiting from Southern California (36%).
- Be retired (36%) and 65 or older (31%).
- Have visited Las Vegas before (96%) and to have visited Las Vegas the most frequently in the past 12 months (average of 2.3 visits).
- Be visiting Las Vegas primarily to gamble (31%).
- Plan their trip to Las Vegas within one month of their arrival (39%).
- Book their accommodations in Las Vegas within one month of their arrival (42%).
- Book their accommodations in Las Vegas by calling the property directly (49% of those who lodged overnight in a hotel, motel or RV park).
- Use a limousine to get around Las Vegas (7%).
- Gamble while in Las Vegas (94%).
- Spend the most time gambling (average of 4.0 hours per day).
- Have the highest gaming budget (average of $1,926.45 for their entire trip).

During their visit to Las Vegas casino guests spent an average of:

- $416.25 on food and drink.
- $148.06 on shopping.
- $59.40 on shows and entertainment.

INTRODUCTION

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

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 2017. 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 and 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 and at McCarran International Airport. 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 focuses on visitors to Las Vegas during calendar year 2017 from four marketing segments: convention visitors, package purchasers, general tourists, and casino guests. The tables and charts in this report show data for all visitors and for the four visitor segments. Statistically significant differences in the behavior, attitudes, and opinions of each segment of visitors are pointed out in the text of the report.

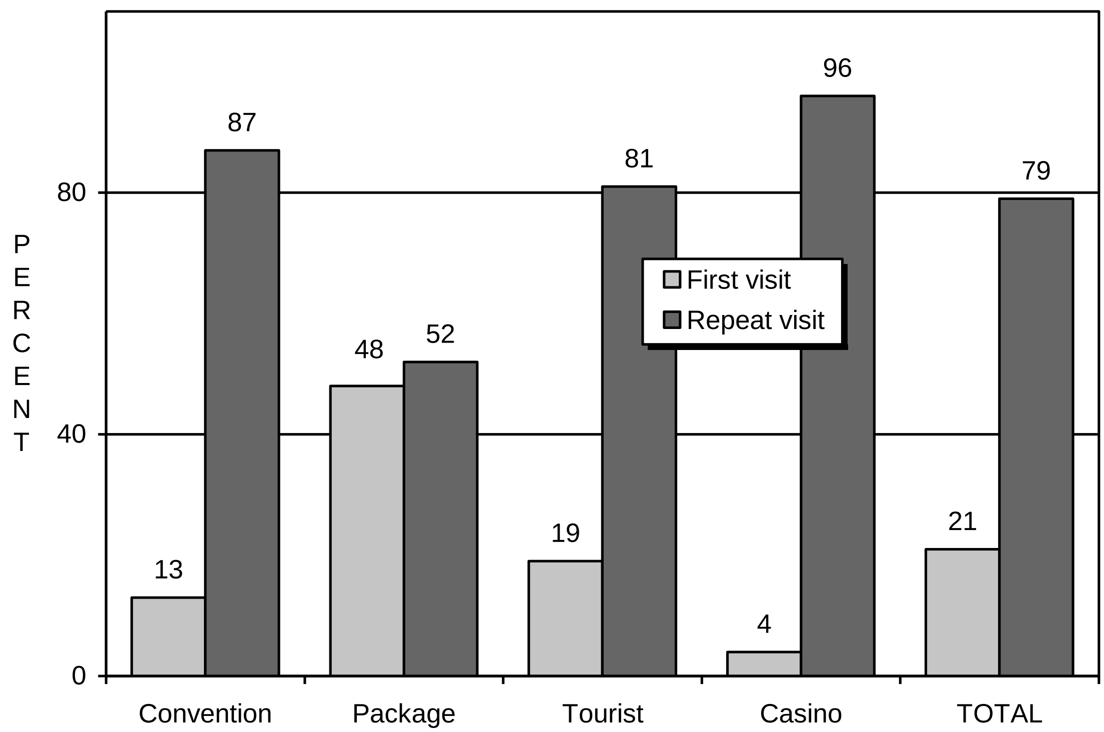
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2017. These questions will be rotated back into the questionnaire in Calendar Year 2018 and subsequently asked every other year. These questions are noted in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

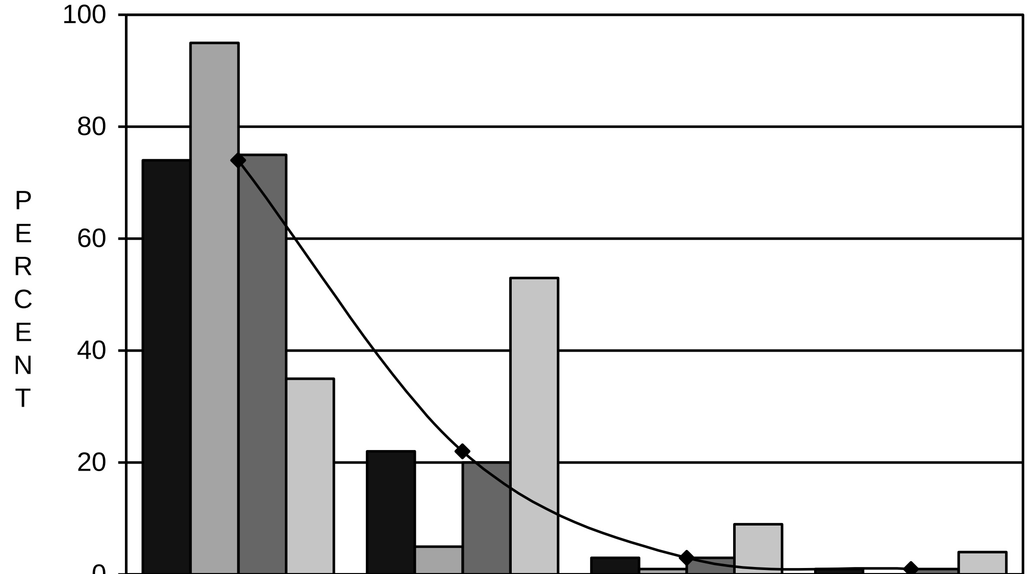
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



Of the four types of visitors, package purchasers (52%) were the least likely to have visited Las Vegas previously, while casino guests (96%) were the most likely. Eighty-seven percent (87%) of convention visitors and 81% of general tourists were repeat visitors to Las Vegas.

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

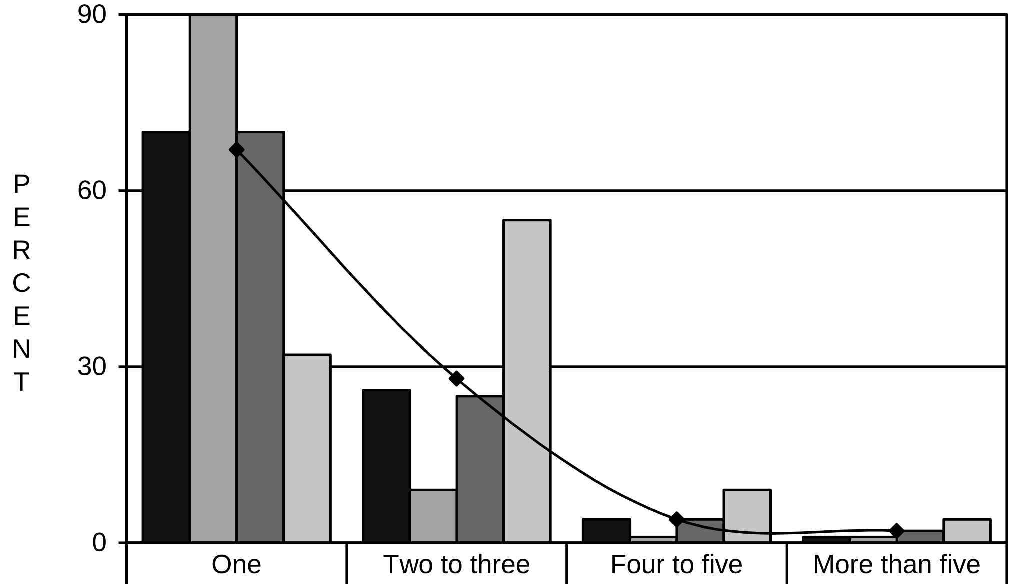


	One	Two to three	Four to five	More than five
Convention	74	22	3	1
Package	95	5	1	0
Tourist	75	20	3	1
Casino	35	53	9	4
TOTAL	74	22	3	1

(Means: Convention=1.4, Package=1.1, Tourist=1.7, Casino=2.3, TOTAL=1.6)

Casino guests visited Las Vegas the most frequently in the past 12 months, making an average of 2.3 visits to Las Vegas, significantly more than all the other segments. Package purchasers made the fewest visits in that time period (1.1).

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

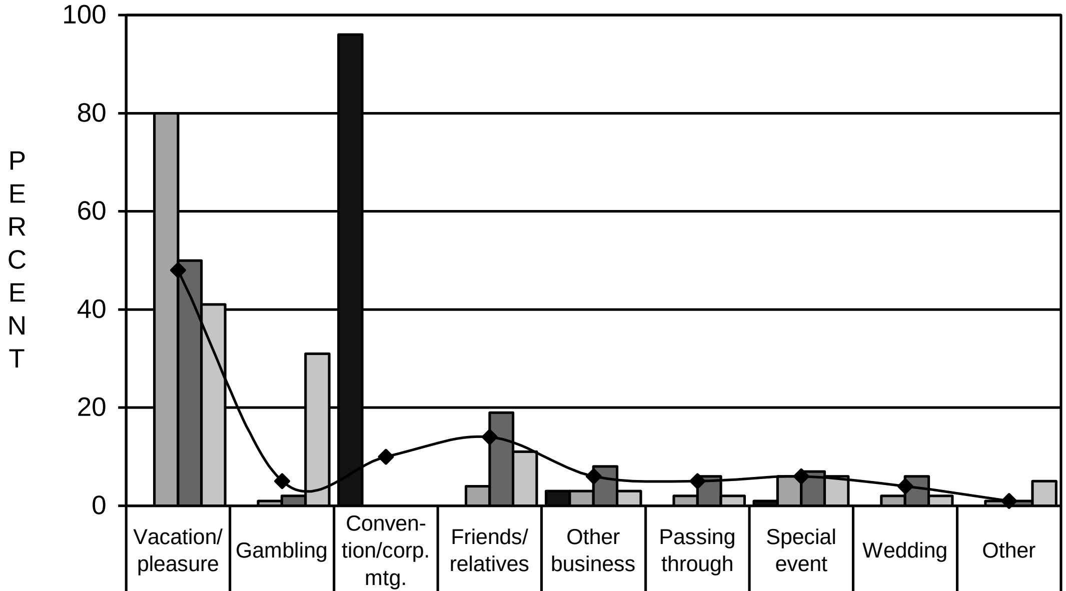


	One	Two to three	Four to five	More than five
Convention	70	26	4	1
Package	90	9	1	1
Tourist	70	25	4	2
Casino	32	55	9	4
TOTAL	67	28	4	2

(Base Sizes: Convention=337, Package=280, Tourist=1838, Casino=384, TOTAL=2839)
(Means: Convention=1.5, Package=1.2, Tourist=1.8, Casino=2.3, TOTAL=1.8)

Looking only at repeat visitors to Las Vegas, casino guests visited Las Vegas the most frequently in the past 12 months, compared to visitors from all other groups. Casino guests (average of 2.3 visits) visited significantly more often in the past year than either general tourists (1.8) or convention visitors (1.5), with package purchasers (1.2) having made the fewest visits.

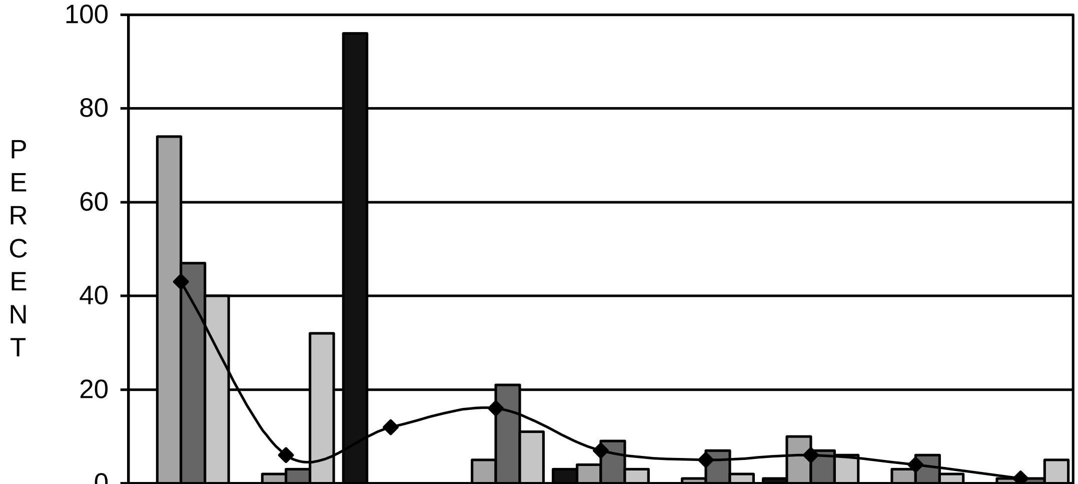
FIGURE 4
Primary Purpose Of Current Visit
(Among All Visitors)



	Vacation/ pleasure	Gambling	Conven- tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Convention	0	0	96	0	3	0	1	0	0
Package	80	1	0	4	3	2	6	2	1
Tourist	50	2	0	19	8	6	7	6	1
Casino	41	31	0	11	3	2	6	2	5
TOTAL	48	5	10	14	6	5	6	4	1

Package purchasers were the most likely to say the purpose of their current visit was for vacation or pleasure (80%), followed by general tourists (50%) and casino guests (41%). Casino guests were the most likely to say they were in Las Vegas primarily to gamble (31%), while general tourists were the most likely to say they were visiting friends and relatives (19%), were on business other than a convention or corporate meeting (8%) or attend a special event (7%).

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

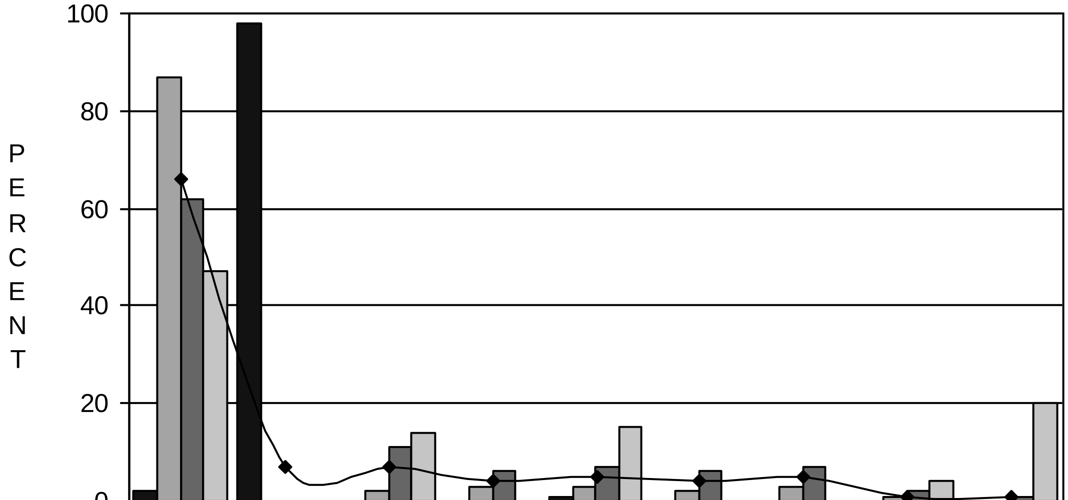


	Vacation/ pleasure	Gambling	Conven-tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Convention	0	0	96	0	3	0	1	0	0
Package	74	2	0	5	4	1	10	3	1
Tourist	47	3	0	21	9	7	7	6	1
Casino	40	32	0	11	3	2	6	2	5
TOTAL	43	6	12	16	7	5	6	4	1

(Base Sizes: Convention=337, Package=280, Tourist=1838, Casino=384, TOTAL=2839)

Among repeat visitors, package purchasers were the most likely to say they had come to Las Vegas primarily for vacation or pleasure (74%), compared to 47% of general tourists and 40% of casino guests. Casino guests were the most likely to say they came to Las Vegas primarily to gamble (32%). General tourists were the most likely to say they were visiting Las Vegas primarily to visit friends or relatives (21%), for business purposes other than a convention (9%), to get married or attend a wedding (6%) or were just passing through (7%).

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



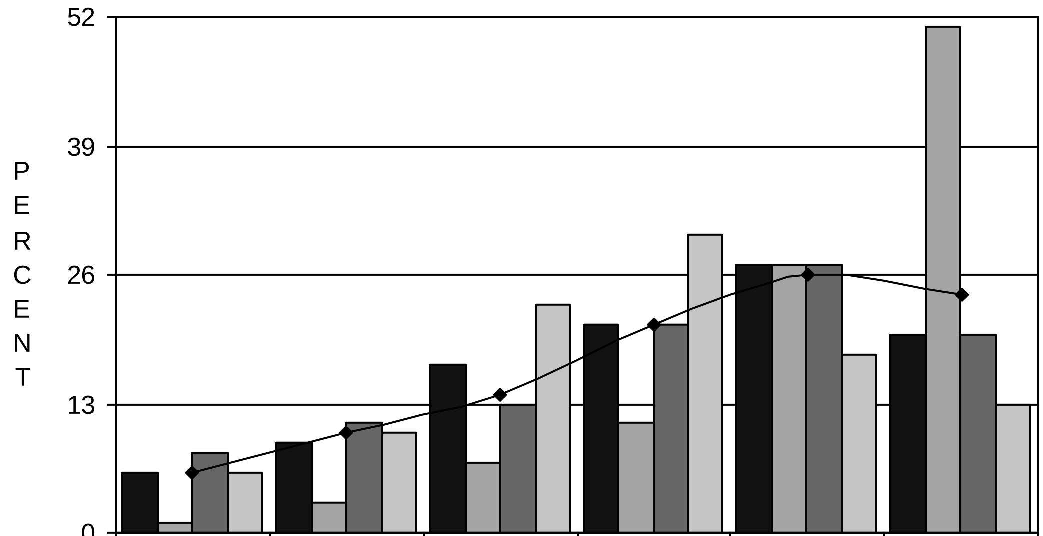
	Vacation/ pleasure	Conven-tion/corp. mtg.	Friends/ relatives	Passing through	Other business	Wedding	Special event	Gambling	Other
Convention	2	98	0	0	1	0	0	0	0
Package	87	0	2	3	3	2	3	1	0
Tourist	62	0	11	6	7	6	7	2	1
Casino	47	0	14	0	15	0	0	4	20
TOTAL	66	7	7	4	5	4	5	1	1

(Base Sizes: Convention=50, Package=259, Tourist=435, Casino=16, TOTAL=761)

Among first-time visitors, package purchasers were the most likely to say the primary purpose of their current trip was for vacation or pleasure (87%), followed by general tourists (62%) and casino guests (47%).

TRAVEL PLANNING

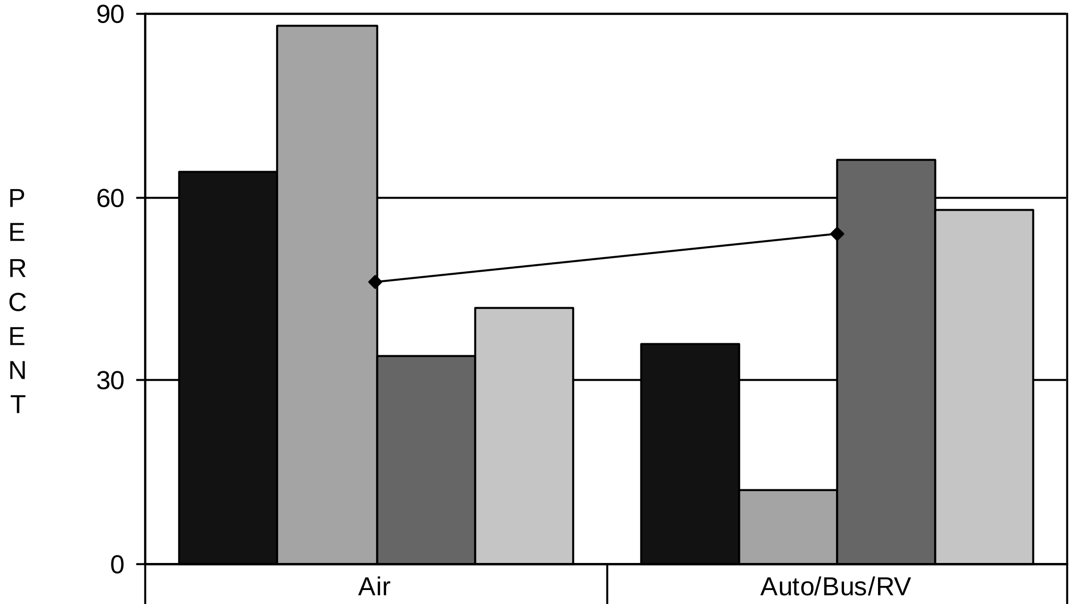
FIGURE 7
Advance Travel Planning



	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	>90 days
Convention	6	9	17	21	27	20
Package	1	3	7	11	27	51
Tourist	8	11	13	21	27	20
Casino	6	10	23	30	18	13
TOTAL	6	10	14	21	26	24

Package purchasers tended to plan their trips to Las Vegas farther in advance than members of the other segments. Eighty-nine percent (89%) of package purchasers planned their trip a month or more in advance, and one-half (51%) planned their trip more than 90 days in advance. Casino guests (39%) were the most likely to plan their trip within one month of arrival.

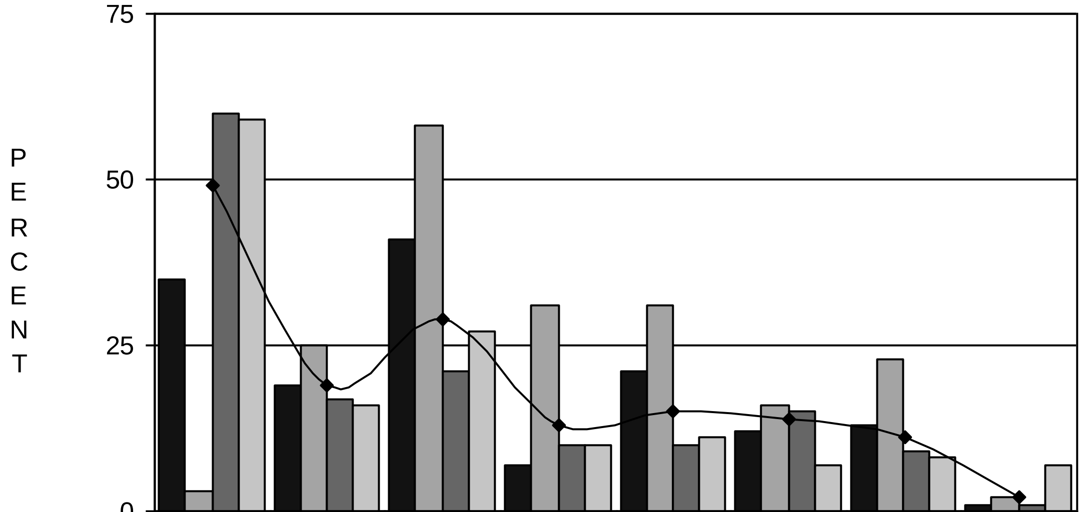
FIGURE 8
Transportation To Las Vegas



	Air	Auto/Bus/RV
Convention	64	36
Package	88	12
Tourist	34	66
Casino	42	58
TOTAL	46	54

General tourists (66%) and casino guests (58%) and were significantly more likely to take ground transportation to Las Vegas than convention visitors (36%) and package purchasers (12%). General tourists (34%) were the least likely to travel to Las Vegas via air.

FIGURE 9
Local Transportation

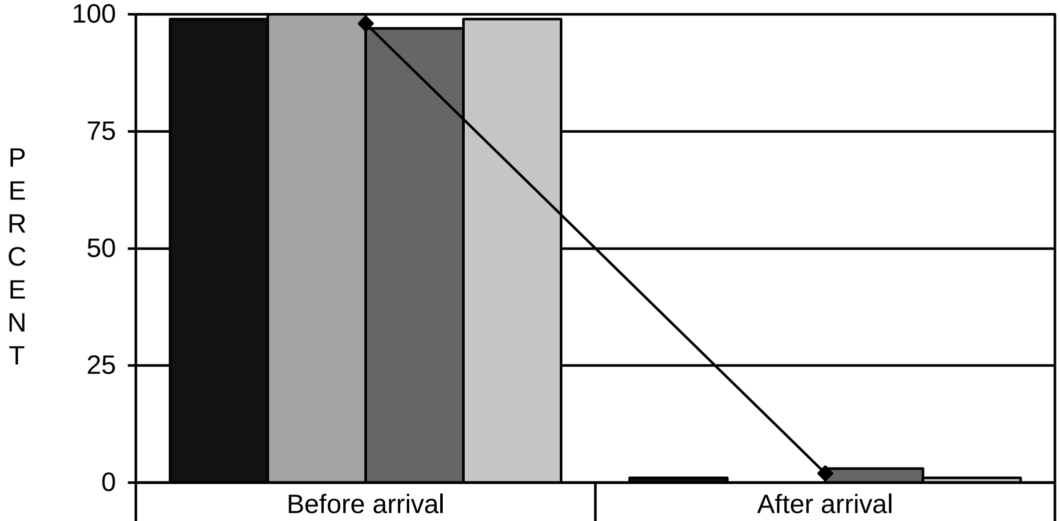


	Own vehicle	Ride-sharing	Taxi	Bus	Shuttle	Rental car	Monorail	Limou-sine
Convention	35	19	41	7	21	12	13	1
Package	3	25	58	31	31	16	23	2
Tourist	60	17	21	10	10	15	9	1
Casino	59	16	27	10	11	7	8	7
TOTAL	49	19	29	13	15	14	11	2

Multiple responses permitted

General tourists (60%) and casino guests (59%) were the most likely to say they relied on their own vehicles to get around Las Vegas, and casino guests (7%) were the most likely to say they used a limousine. Package purchasers were the most likely to use a variety of forms of transportation, including a taxi (58%), a bus (31%), a hotel/motel shuttle (31%), a ride-sharing service (25%), or the Monorail (23%). Both package purchasers (58%) and convention visitors (41%) were more likely to have used taxis than general tourists (21%), while casino guests (21%) were the least likely. Package purchasers (16%) and general tourists (15%) were also more likely than casino guests (7%) to have used a rental car, while convention visitors (21%) were more likely than general tourists (10%) or casino guests (11%) to have used a hotel/motel shuttle.

FIGURE 10
When Decided Where To Stay*
(Among Those Who Stayed Overnight)



	Before arrival	After arrival
Convention	99	1
Package	100	0
Tourist	97	3
Casino	99	1
TOTAL	98	2

(Base Sizes: Convention=378, Package=619, Tourist=2148, Casino=452, TOTAL=3597)

Among visitors who lodged in Las Vegas, virtually all package purchasers (99.5%), and the vast majority of convention visitors and casino guests (99% each) and general tourists (97%) said they decided where they would stay before arriving in Las Vegas.

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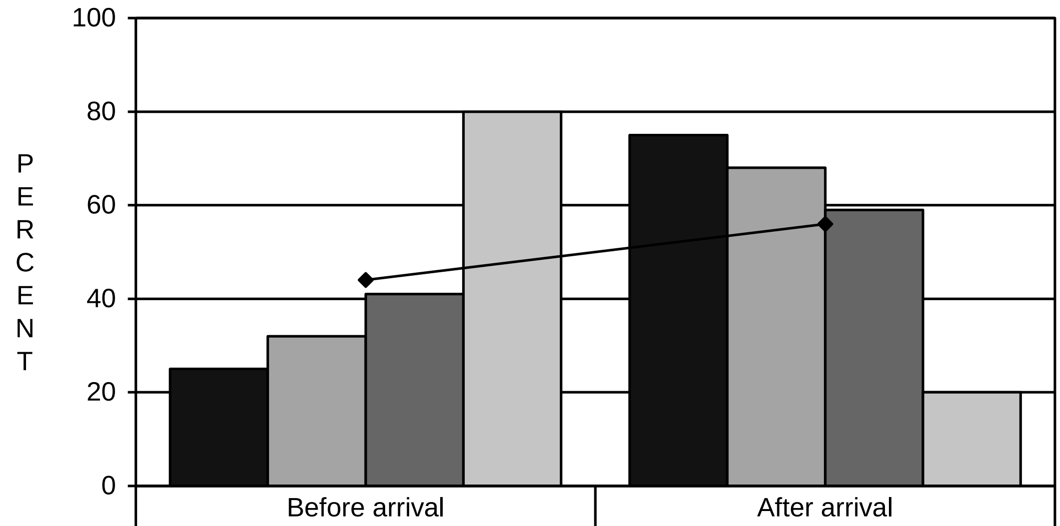
* These results are from 2016. This question is asked every other year and was not asked in 2017.

FIGURE 11
When Decided Where To Gamble*
(Among Those Who Gambled)



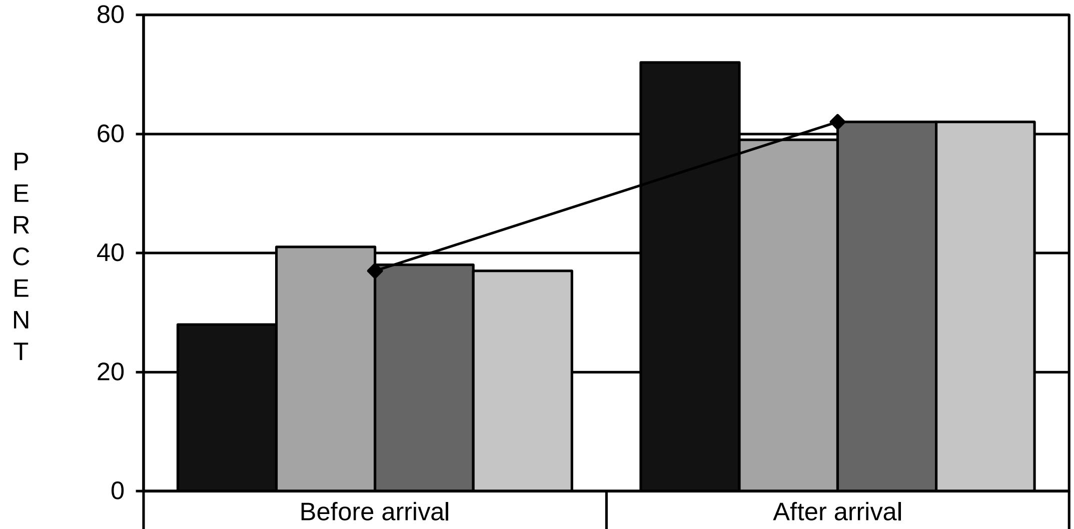
	Before arrival	After arrival
Convention	25	75
Package	32	68
Tourist	41	59
Casino	80	20
TOTAL	44	56

(Base Sizes: Convention=221, Package=471, Tourist=1381, Casino=410, TOTAL=2483)

Among people who gambled while visiting Las Vegas, convention visitors (75%) and package purchasers (68%) were the most likely to say they made their decisions about where to gamble after their arrival, followed by general tourists (59%). As might be expected, casino guests (80%) were significantly more likely than other subgroups to say they decided where to gamble before their arrival.

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

FIGURE 12
When Decided Which Shows To See*
(Among Those Who Saw Shows)



	Before arrival	After arrival
Convention	28	72
Package	41	59
Tourist	38	62
Casino	37	62
TOTAL	37	62

(Base Sizes: Convention=171, Package=430, Tourist=1036, Casino=228, TOTAL=1865)

Among people who saw shows while visiting Las Vegas, convention visitors (72%) were significantly more likely than general tourists and casino guests (62% each), and package purchasers (59%) to say they decided which shows to see after they arrived in Las Vegas.

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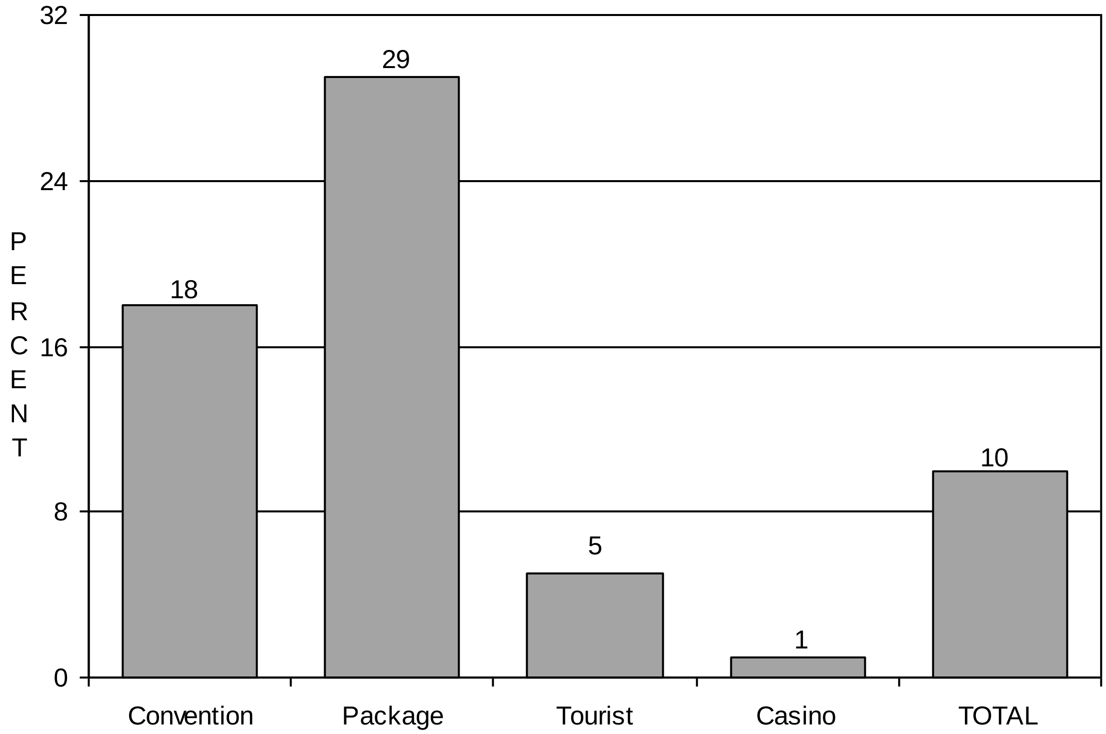
* These results are from 2016. This question is asked every other year and was not asked in 2017.

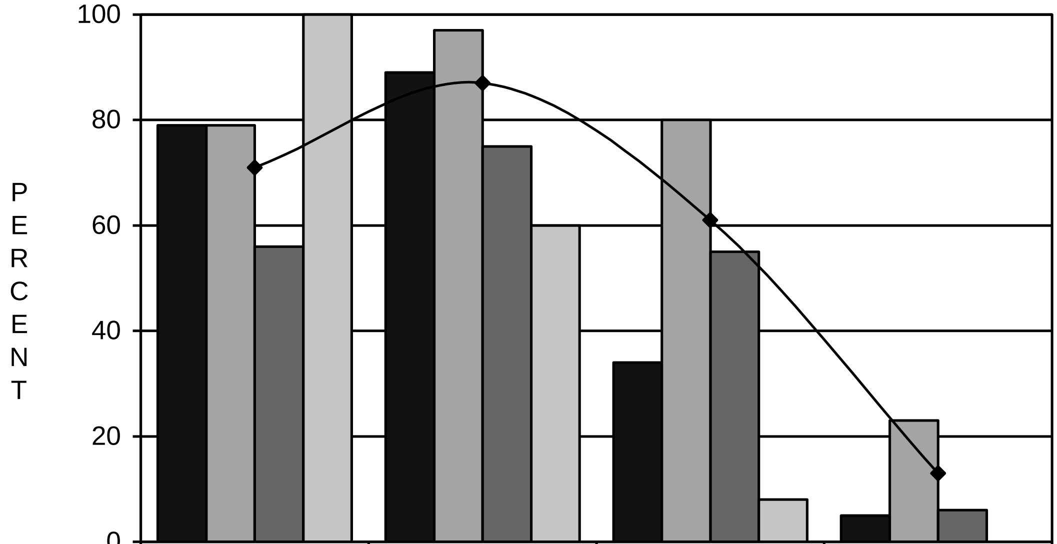
FIGURE 13
Travel Agent Assistance*



*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. Package purchasers (29%) were the most likely to say they had used a travel agent, followed at a distance by convention visitors (18%), then general tourists (5%). Casino guests (1%) were the least likely to have used a travel agent.

FIGURE 14
Travel Agent Influence And Use
(Among Those Who Used A Travel Agent)



	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Convention	79	89	34	5
Package	79	97	80	23
Tourist	56	75	55	6
Casino	100	60	8	0
TOTAL	71	87	61	13

Multiple responses permitted
(Base Sizes: Convention=71, Package=157, Tourist=121, Casino=5^, TOTAL=355)

All casino guests (100%) and most package purchasers and convention attendees (79% each) who received assistance from a travel agent said the agent helped book their transportation to Las Vegas. Nearly all package purchasers received assistance from their travel agent in booking their accommodations in Las Vegas (97%) and package purchasers were also the most likely to say that the travel agent influenced their choice of accommodations in Las Vegas (80%) and destination (23%).

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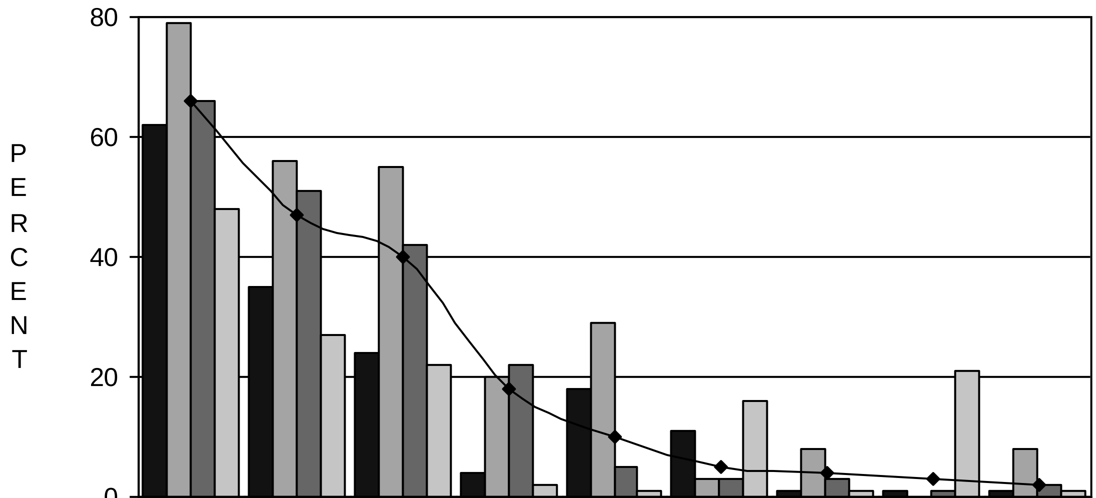
* Note the extremely small base size for casino guests.

FIGURE 15
Tools Used In Planning Trip To Las Vegas

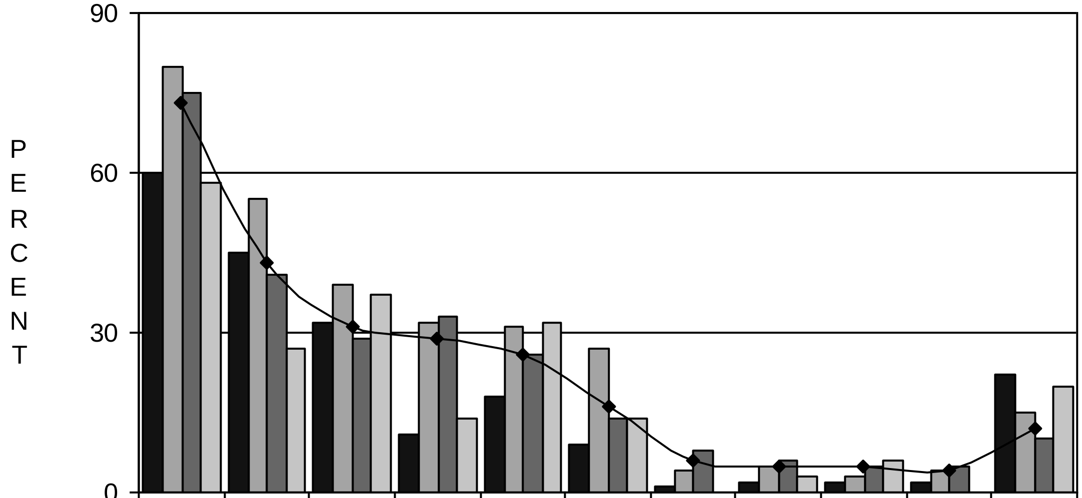


	Website	Word of mouth	Social Media	Apps	Travel agent	Email offers	Mags/ papers	Casino/ Hotel hosts	Bro-chures/ guides
Convention	62	35	24	4	18	11	1	1	1
Package	79	56	55	20	29	3	8	0	8
Tourist	66	51	42	22	5	3	3	1	2
Casino	48	27	22	2	1	16	1	21	1
TOTAL	66	47	40	18	10	5	4	3	2

Multiple responses permitted

Visitors were asked what tools they used to plan their trip to Las Vegas. Over two-thirds said they used some type of online tool, either a website (66%), social media (40%) or an app (18%). Package purchasers were the most likely to use a website (79%) or social media (55%), and were also the most likely to say that they relied on word of mouth (56%), a travel agent (29%). Convention visitors (18%) were also more likely than general tourists (5%) to say they used a travel agent. While casino guests were also the least likely to say that they used websites (48%) in planning their trip, they were the most likely to use casino or hotel hosts (21%) or to say that they had received an email offer (16%). General tourists were more likely than convention visitors or casino guests to say they used word of mouth (51%), social media (42%) or apps (22%) in planning their trip.

FIGURE 16
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)

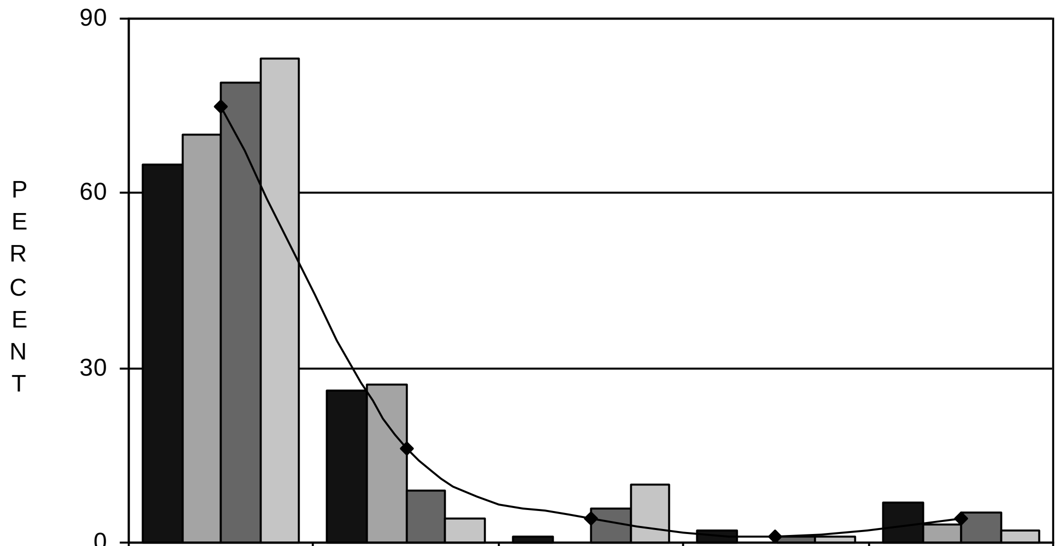


	Google	Online Trav. Agcy.	Hotel-Venue Sites	Face-book	Vegas.com	Trip-Ad-visor	Snap-chat	Insta-gram	Las vegas .com	Twitter	Other
Convention	60	45	32	11	18	9	1	2	2	2	22
Package	80	55	39	32	31	27	4	5	3	4	15
Tourist	75	41	29	33	26	14	8	6	5	5	10
Casino	58	27	37	14	32	14	0	3	6	0	20
TOTAL	73	43	31	29	26	16	6	5	5	4	12

Multiple responses permitted
(Base Sizes: Convention=252, Package=438, Tourist=1606, Casino=192, TOTAL=2488)

Visitors who said they used a website, social media, or apps in planning their trip were asked which social media or travel review apps they used and nearly three-quarters (73%) said they used Google. Over four in ten visitors (43%) said they consulted reviews at online travel agencies, and about three in ten each said they consulted reviews at hotel or show venue sites. Package purchasers were the most likely to use a variety of sites, including Google (80%), reviews at online travel agencies (55%), and TripAdvisor (27%). Package purchasers (32%) and general tourists (33%) were more likely than convention visitors (11%) or casino guests (14%) to say they used Facebook.

FIGURE 17
How Booked Flight To Las Vegas

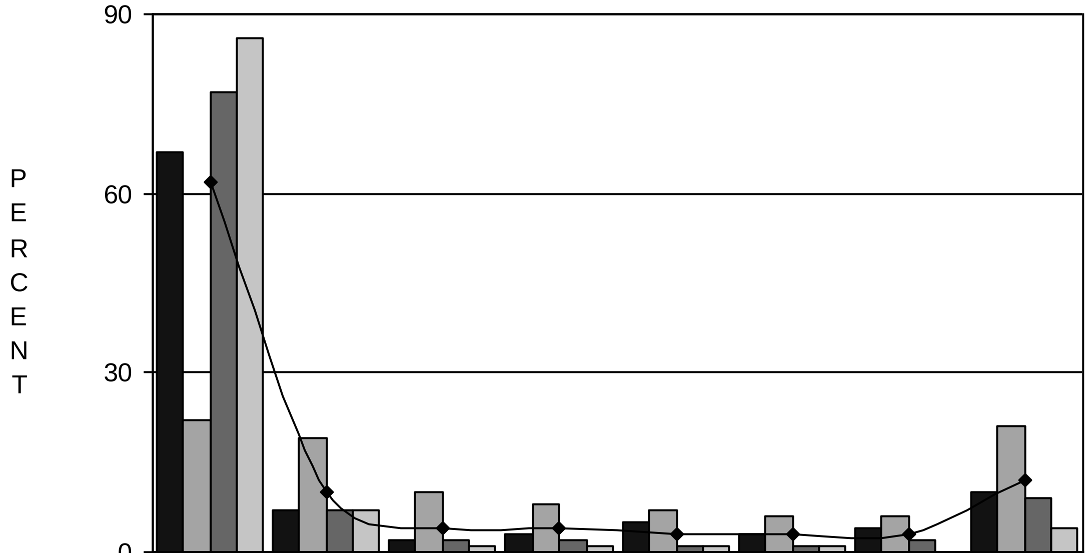


	Website or App	Travel Agent	By Phone	Other	No Answer
Convention	65	26	1	2	7
Package	70	27	0	0	3
Tourist	79	9	6	1	5
Casino	83	4	10	1	2
TOTAL	75	16	4	1	4

(Base Sizes: Convention=247, Package=473, Tourist=783, Casino=168, TOTAL=1671)

Visitors who arrived in Las Vegas by air were asked how they booked their flight. Three-quarters (75%) said they used a website (74%) or an app (1%). Sixteen percent (16%) said they used a travel agent, and 4% said they booked their flight by phone. Casino guests (83%) and general tourists (79%) were more likely than package purchasers (70%) or convention visitors (65%) to say they used a website or an app or that they booked their flight by phone. Package purchasers (27%) and convention visitors (26%) were more likely than general tourists (9%) to say they booked their flight through a travel agent, while casino guests (4%) were the least likely to give this response.

FIGURE 18
Website Or App Used To Book Flight
(Among Those Who Booked Their Flight To Las Vegas Online)

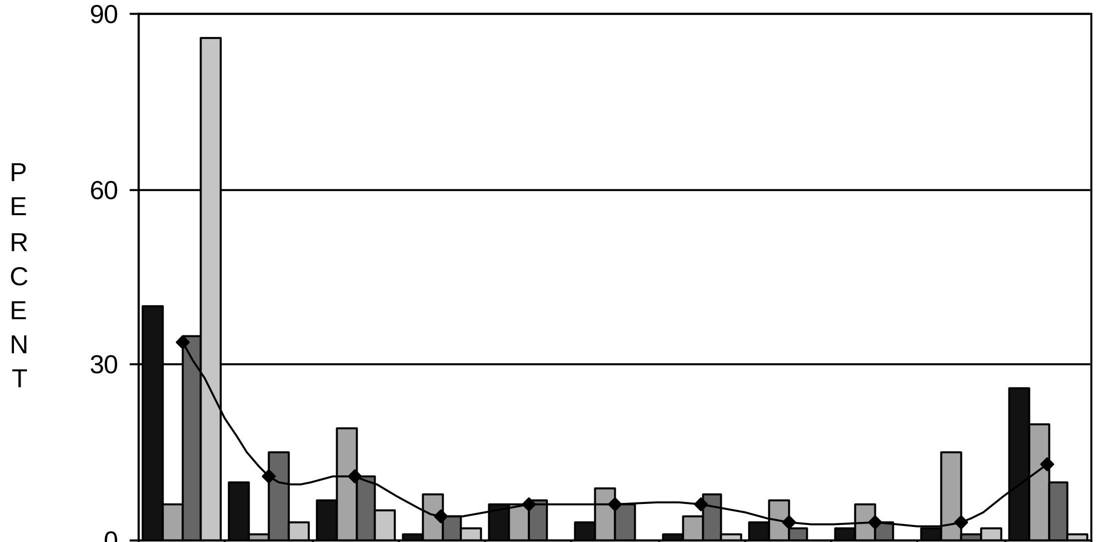


	Airline website	Expedia	Travel-ocity	Priceline	Orbitz	Kayak	Bookings .com	Other
Convention	67	7	2	3	5	3	4	10
Package	22	19	10	8	7	6	6	21
Tourist	77	7	2	2	1	1	2	9
Casino	86	7	1	1	1	1	0	4
TOTAL	62	10	4	4	3	3	3	12

(Base Sizes: Convention=160, Package=330, Tourist=620, Casino=139, TOTAL=1249)

Among those who booked their flight to Las Vegas using a website or app, 86% of casino guests used an airline website, as did more than three-quarters of general tourists (77%) and two-thirds of convention visitors (67%). Package purchasers were the least likely to have used an airline website (22%) but were the greatest users of Expedia (19%), Travelocity (10%) Priceline (8%) and Kayak (6%).

FIGURE 19
Website Or App Used To Book Accommodations
(Among Those Who Booked Their Accommodations In Las Vegas Online)

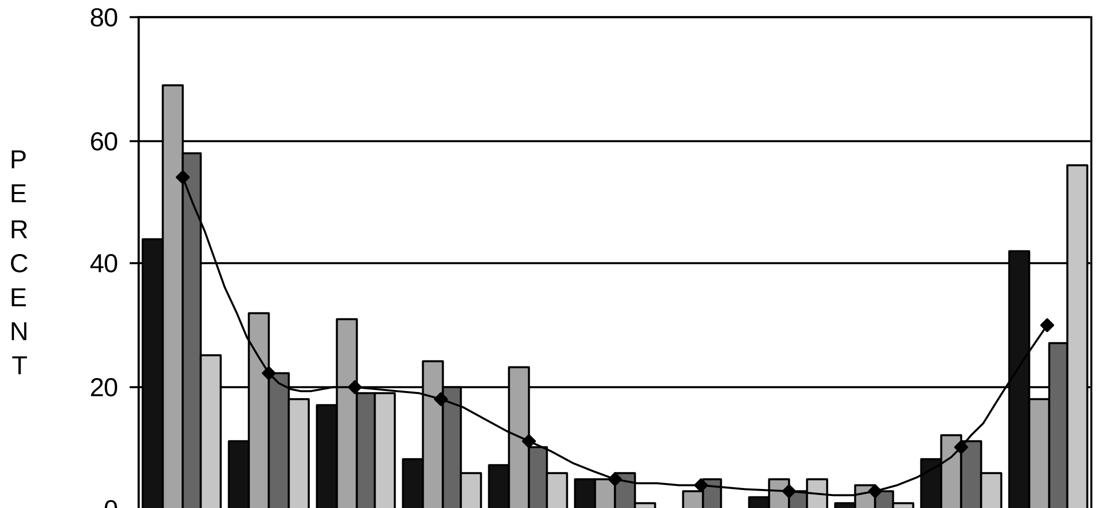


	Hotel website	Hotels-.com	Expe-dia	Price-line	Book-ing.com	Travel-ocity	Vegas.com	Orbitz	Hotwire .com	Airline website	Other
Convention	40	10	7	1	6	3	1	3	2	2	26
Package	6	1	19	8	6	9	4	7	6	15	20
Tourist	35	15	11	4	7	6	8	2	3	1	10
Casino	86	3	5	2	0	0	1	0	0	2	1
TOTAL	34	11	11	4	6	6	6	3	3	3	13

(Base Sizes: Convention=218, Package=349, Tourist=1332, Casino=132, TOTAL=2031)

Among those visitors who booked their accommodations for Las Vegas via a website or app, casino guests (86%) were the most likely to say they used a hotel website to do so, followed by convention visitors (40%) and general tourists (35%), while package purchasers were the least likely to have done so (6%). Package purchasers were however the most likely to have booked their accommodations through Expedia (19%) or an airline website (15%). General tourists were more likely than the other segments to have booked on Hotels.com (15%). About one-fourth (26%) of convention visitors used some other website or app to book their accommodations.

FIGURE 20
Social Media Apps Or Websites Used To Plan Activities In Las Vegas

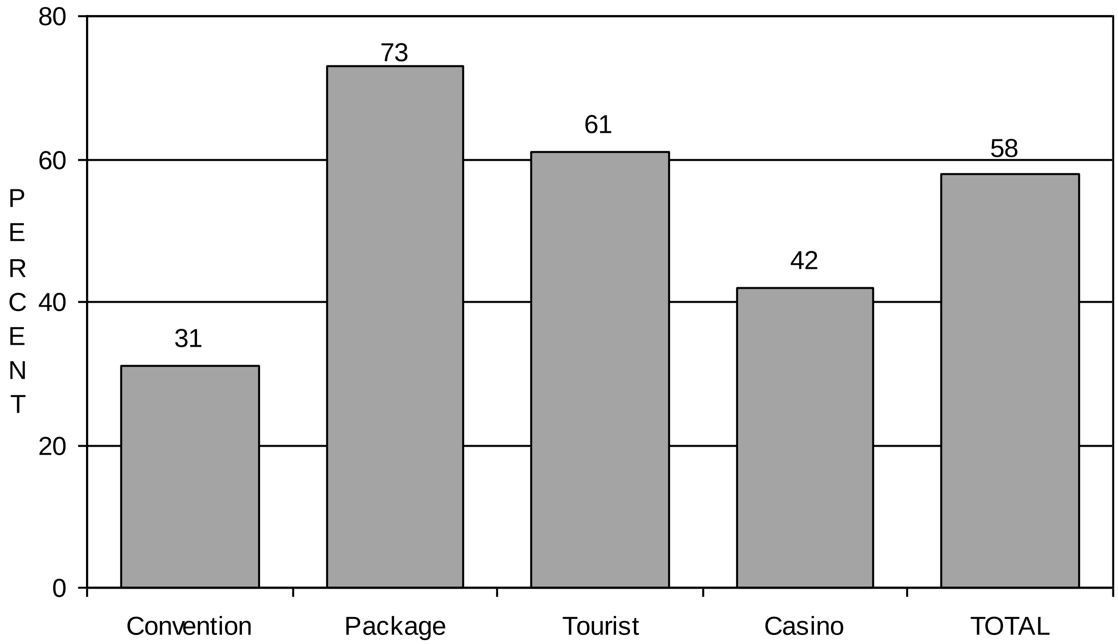


	Google	Vegas. com	Hotel-Venue Sites	Face-book	Trip-Advisor	Online Trav. Agcy.	Snap-chat	Open Table	Insta-gram	Other	None of these
Convention	44	11	17	8	7	5	0	2	1	8	42
Package	69	32	31	24	23	5	3	5	4	12	18
Tourist	58	22	19	20	10	6	5	3	3	11	27
Casino	25	18	19	6	6	1	0	5	1	6	56
TOTAL	54	22	20	18	11	5	4	3	3	10	30

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%). Package purchasers were the most likely to say they consulted a variety of apps and websites, including Google (69%), Vegas.com (32%), reviews at hotel or show venue sites (31%), and TripAdvisor (23%). Package purchasers (24%) and general tourists (20%) were more likely than convention visitors (8%) or casino guests (6%) to say they used Facebook. Casino guests (56%) were the most likely to say they did not consult any social media apps or websites to plan activities during their visit.

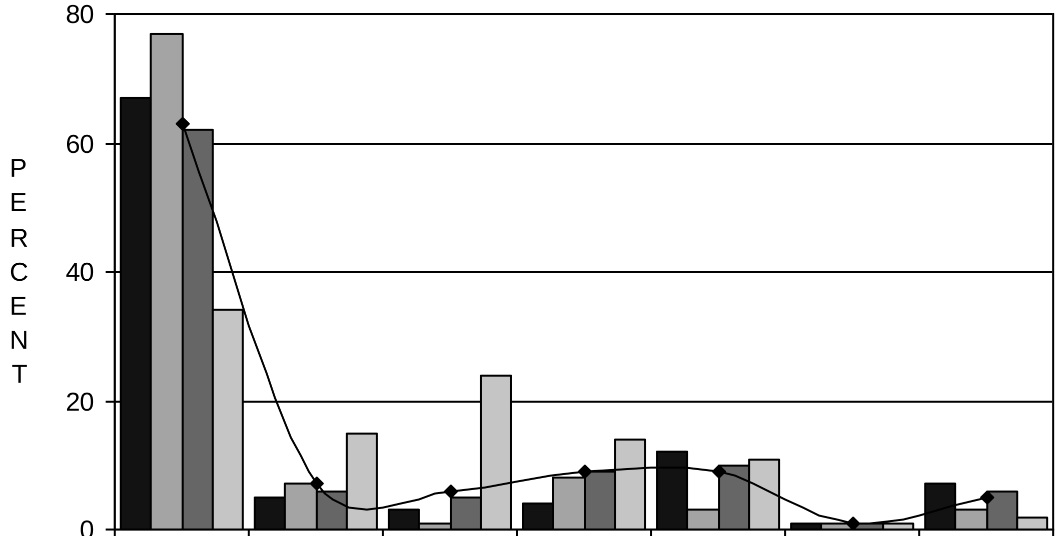
FIGURE 21
Whether Visited Downtown Las Vegas



Only "yes" responses are reported in this figure.

Over one-half (58%) of all visitors said they visited Downtown Las Vegas. Package purchasers (73%) the most likely to say they visited Downtown, followed by general tourists (61%) and casino guests (42%), while convention visitors (31%) were the least likely to have done so.

FIGURE 22
Main Reason For Visiting Downtown Las Vegas
(Among Those Who Visited Downtown)

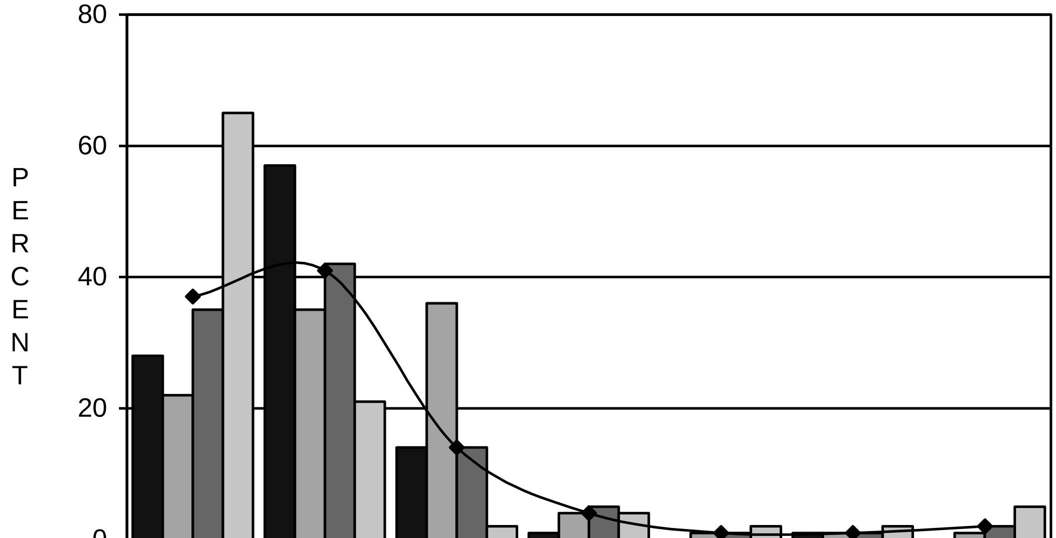


	Fremont St. Experience	Lodging Downtown	To gamble	To sightsee	To dine	To shop	Other
Convention	67	5	3	4	12	1	7
Package	77	7	1	8	3	1	3
Tourist	62	6	5	9	10	1	6
Casino	34	15	24	14	11	1	2
TOTAL	63	7	6	9	9	1	5

(Base Sizes: Convention=119, Package=394, Tourist=1389, Casino=169, TOTAL=2070)

Respondents who visited Downtown were asked why they did so. Package purchasers (77%) were the most likely segment to say they went Downtown to see the Fremont Street Experience and casino guests (34%) were the least likely. Casino guests were significantly more likely than others to say that they were lodging Downtown (15%) or that they came Downtown to gamble (24%).

FIGURE 23
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)

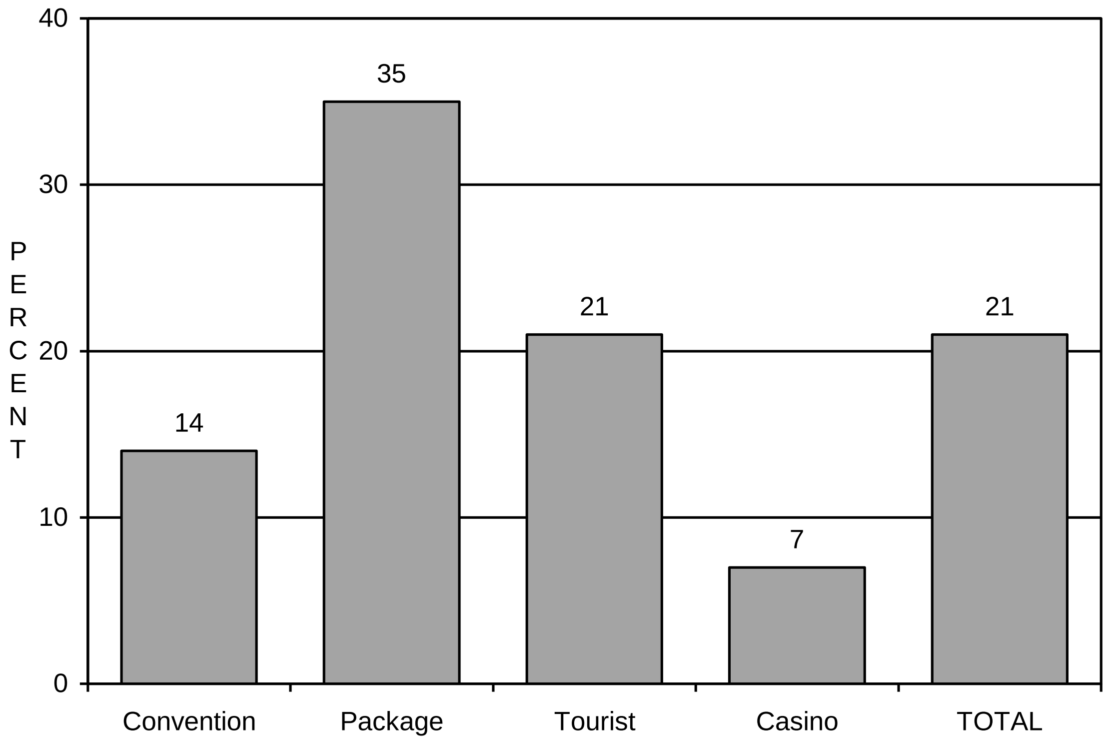


	Not interested	Not enough time	Unfamiliar with Downtown	Incon-venient	Prefer Strip	Don't like Downtown	Other
Convention	28	57	14	1	0	1	0
Package	22	35	36	4	1	1	1
Tourist	35	42	14	5	1	1	2
Casino	65	21	2	4	2	2	5
TOTAL	37	41	14	4	1	1	2

(Base Sizes: Convention=269, Package=145, Tourist=883, Casino=231, TOTAL=1528)

Respondents who did not visit Downtown were asked why they did not. Lack of interest or not enough time were the most common responses by visitors. Casino guests at 65% were the most likely to say they had no interest followed by general tourists at 35%. Convention visitors (57%) were the most likely to say they did not have enough time and package purchasers (36%) were the most likely to say they were unfamiliar with the Downtown area.

FIGURE 24
Visits To Nearby Places*

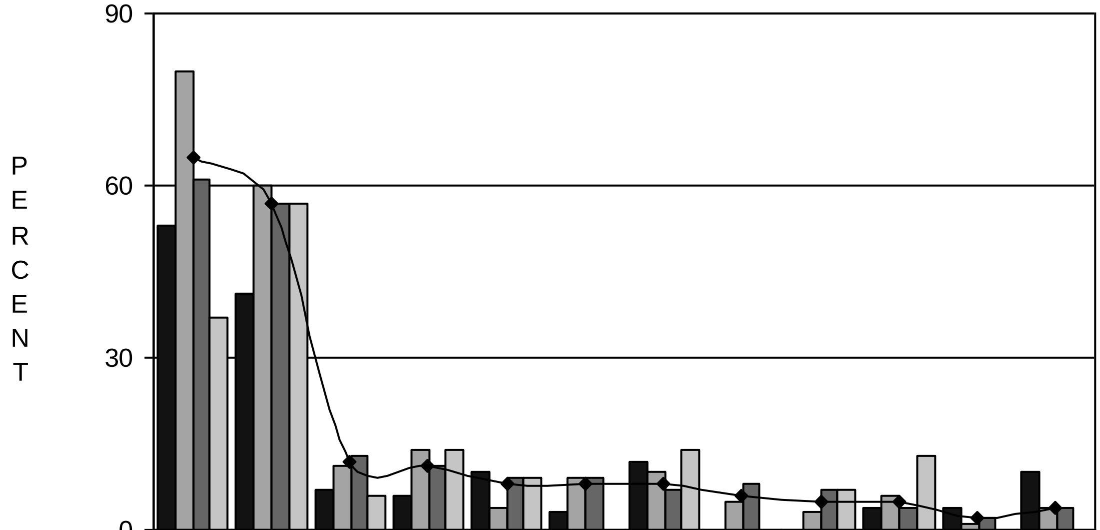


Only "yes" responses are reported in this figure.

Twenty-one percent (21%) of all visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip. Package purchasers (35%) were the most likely to have visited nearby places, followed by general tourists (21%), then convention visitors (14%), while casino guests (7%) were the least likely.

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

FIGURE 25
Other Nearby Places Visited*
(Among Those Who Visited Or Planned To Visit Other Places)



	Grand Canyon	Hoover Dam	Zion Nat'l Park	Lake Mead	Red Rock	Bryce Canyon	Mt. Charleston	Death Valley	Valley of Fire	Laughlin	Primm	Other
Convention	53	41	7	6	10	3	12	0	0	4	4	10
Package	80	60	11	14	4	9	10	5	3	6	1	4
Tourist	61	57	13	11	9	9	7	8	7	4	2	4
Casino	37	57	6	14	9	0	14	0	7	13	0	0
TOTAL	65	57	12	11	8	8	8	6	5	5	2	4

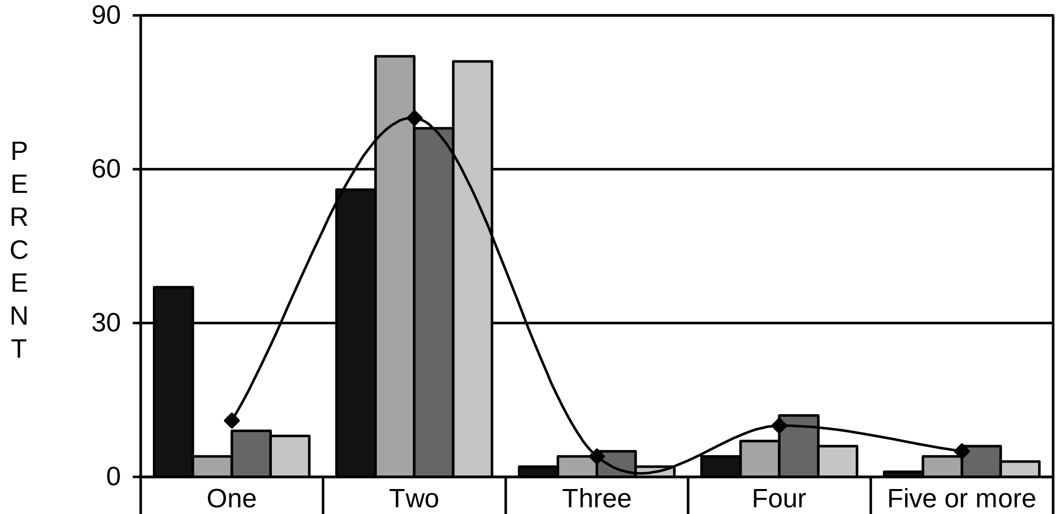
Multiple responses permitted.
(Base Sizes: Convention=51, Package=219, Tourist=444, Casino=32, TOTAL=746)
Caution small sample sizes

The Grand Canyon (65%) and Hoover Dam (57%) were the most popular nearby destinations visited overall. Four in five (80%) package purchasers said they visited the Grand Canyon, as did six in ten (61%) general tourists. Package purchasers (60%) and general tourists (57%) were significantly more likely to have visited Hoover Dam than convention visitors (41%).

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

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 26
Adults In Immediate Party

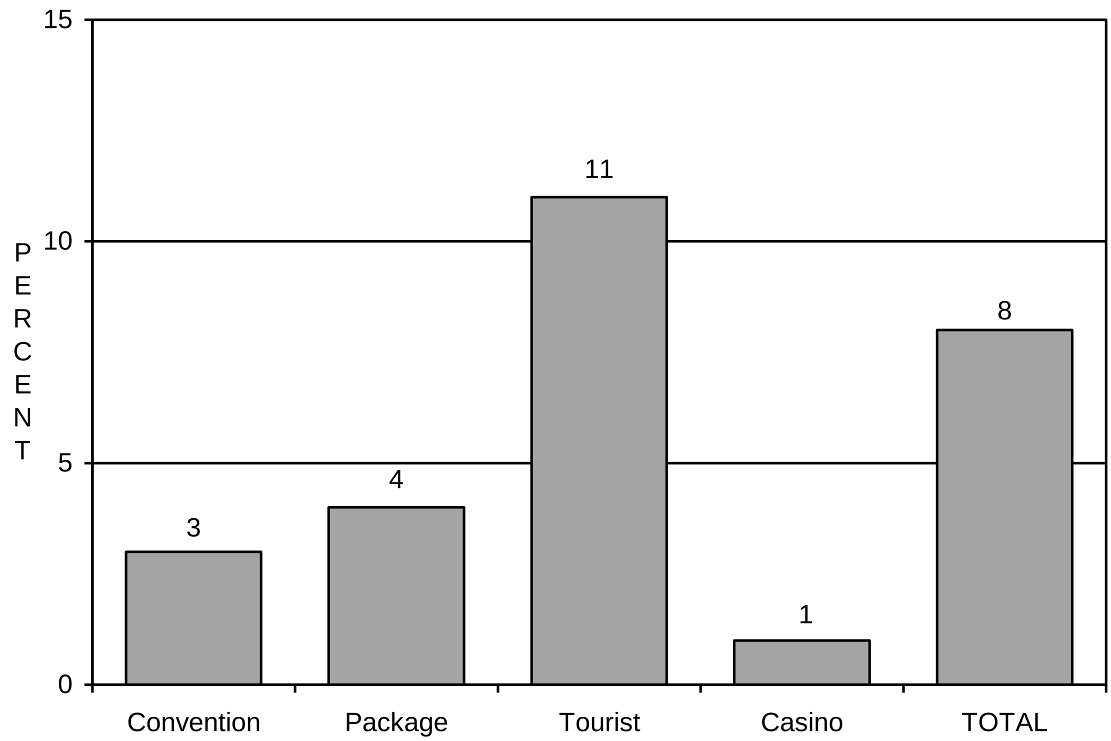


	One	Two	Three	Four	Five or more
Convention	37	56	2	4	1
Package	4	82	4	7	4
Tourist	9	68	5	12	6
Casino	8	81	2	6	3
TOTAL	11	70	4	10	5

(Means: Convention=1.8, Package=2.3, Tourist=2.5, Casino=2.2, TOTAL=2.3)

Of all visitors, seven in ten (70%) traveled in parties of two. Package purchasers (82%) and casino guests (81%) were the most likely to be traveling in a party of two, while convention visitors (56%) were the least likely. Convention visitors (37%) were significantly more likely to be traveling alone than other visitors.

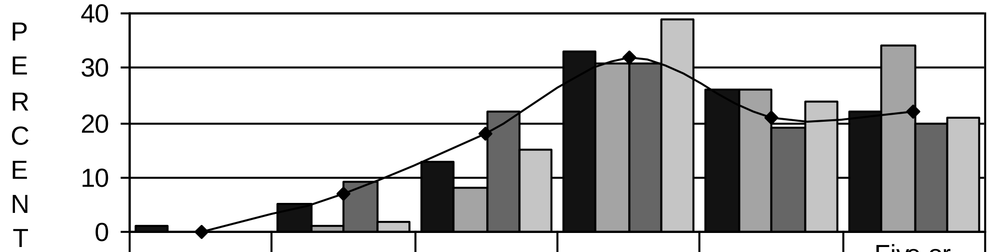
FIGURE 27
Persons In Immediate Party Under Age 21
(Among All Visitors)



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. General tourists (11%) were the most likely to be traveling with someone under 21, followed by package purchasers (4%) and convention visitors (3%). Only one percent (1%) of casino guests were traveling with someone under the age of 21 in their party.

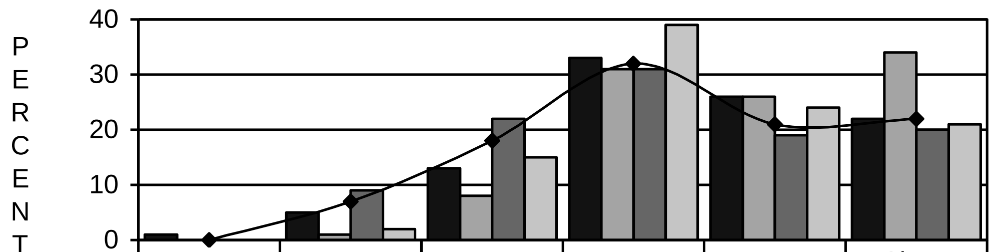
FIGURE 28
Nights Stayed



	Daytrip	One	Two	Three	Four	Five or more
Convention	1	5	13	33	26	22
Package	0	1	8	31	26	34
Tourist	0	9	22	31	19	20
Casino	0	2	15	39	24	21
TOTAL	0	7	18	32	21	22

(Means: Convention=3.6, Package=4.1, Tourist=3.3, Casino=3.6; TOTAL=3.5)

FIGURE 29
Days Stayed

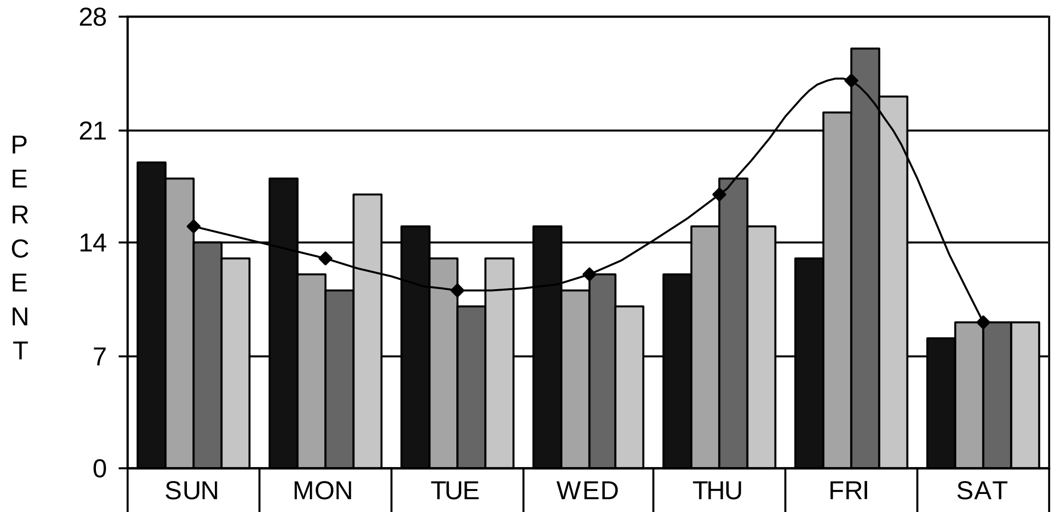


	One	Two	Three	Four	Five	Six or more
Convention	1	5	13	33	26	22
Package	0	1	8	31	26	34
Tourist	0	9	22	31	19	20
Casino	0	2	15	39	24	21
TOTAL	0	7	18	32	21	22

(Means: Convention=4.6, Package=5.1, Tourist=4.3, Casino=4.6; TOTAL=4.5)

Visitors stayed an average of 3.5 nights and 4.5 days in Las Vegas. Package purchasers (average of 4.1 nights) stayed the longest in Las Vegas, followed by convention visitors and casino guests (3.6 nights each), who in turn stayed longer in Las Vegas than general tourists (3.3 nights).

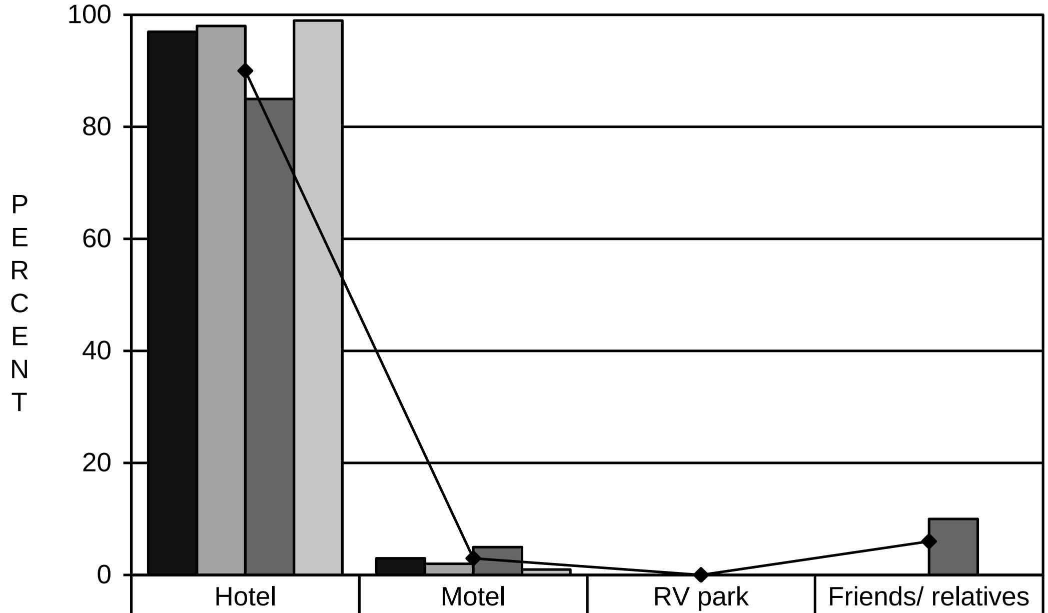
FIGURE 30
Day Of Arrival



	SUN	MON	TUE	WED	THU	FRI	SAT
Convention	19	18	15	15	12	13	8
Package	18	12	13	11	15	22	9
Tourist	14	11	10	12	18	26	9
Casino	13	17	13	10	15	23	9
TOTAL	15	13	11	12	17	24	9

All respondents were asked on what day of the week they arrived in Las Vegas. Convention visitors were more likely to arrive on a Sunday (19%) or Monday (18%) and the least likely to arrive on a Friday (13%). General tourists (26%) were the most likely to arrive on a Friday.

FIGURE 31
Type Of Lodging
(Among Those Who Stayed Overnight)

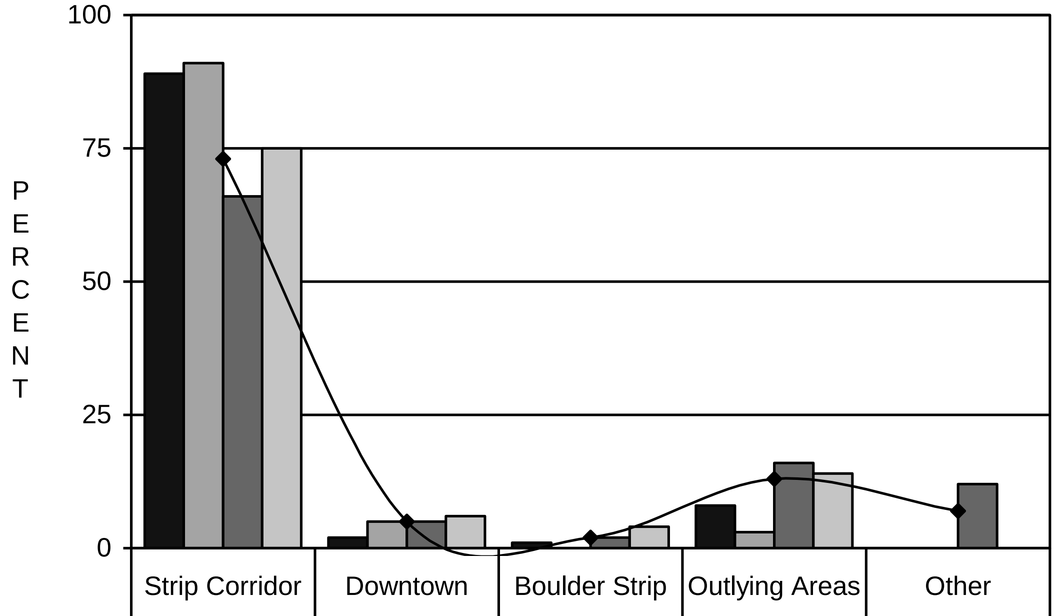


	Hotel	Motel	RV park	Friends/ relatives
Convention	97	3	0	0
Package	98	2	0	0
Tourist	85	5	0	10
Casino	99	1	0	0
TOTAL	90	3	0	6

(Base Sizes: Convention=385, Package=539, Tourist=2271, Casino=400, TOTAL=3596)

Among the vast majority of visitors who stayed overnight in Las Vegas, 90% lodged in a hotel. Nearly all package purchasers (98.3%), casino guests (99.4%) and convention visitors (96.8%) stayed in a hotel, while more than eight in ten (85%) general tourists also stayed in a hotel. General tourists were more likely than the other segments to lodge in a motel (5%) or with friends or relatives (10%).

FIGURE 32
Location Of Lodging
(Among Those Who Stayed Overnight)



	Strip Corridor	Downtown	Boulder Strip	Outlying Areas	Other
Convention	89	2	1	8	0
Package	91	5	0	3	0
Tourist	66	5	2	16	12
Casino	75	6	4	14	0
TOTAL	73	5	2	13	7

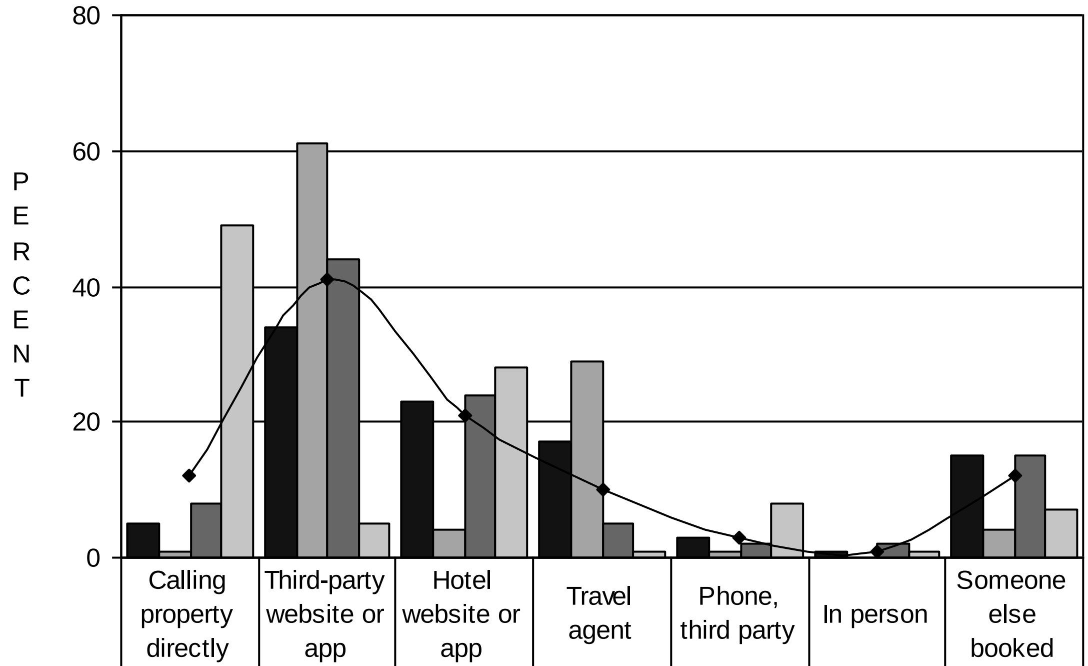
(Base Sizes: Convention=385, Package=539, Tourist=2271, Casino=400, TOTAL=3596)

In terms of lodging location, nearly three-quarters (73%) of all visitors who stayed overnight lodged in the Strip Corridor*. Package purchasers (91%) and convention visitors (89%) were more likely to have stayed in the Strip Corridor than casino guests (75%) and general tourists (66%). General tourists (16%) and casino guests (14%) were more likely to have lodged in outlying areas than convention visitors (8%) and package purchasers (3%).

---

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

FIGURE 33
How Booked Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

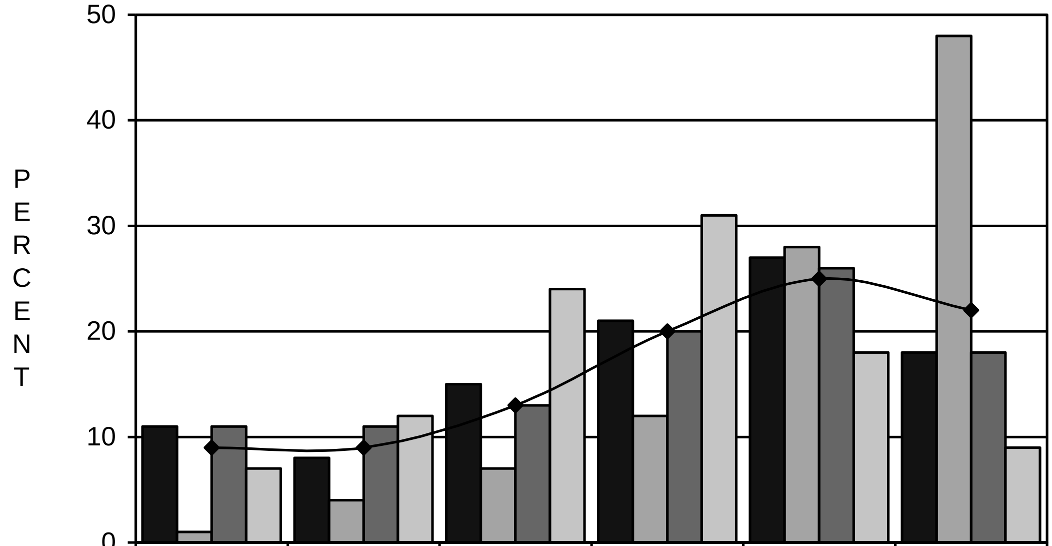


	Calling property directly	Third-party website or app	Hotel website or app	Travel agent	Phone, third party	In person	Someone else booked
Convention	5	34	23	17	3	1	15
Package	1	61	4	29	1	0	4
Tourist	8	44	24	5	2	2	15
Casino	49	5	28	1	8	1	7
TOTAL	12	41	21	10	3	1	12

(Base Sizes: Convention=382, Package=539, Tourist=1961, Casino=400, TOTAL=3284)

Casino guests (49%) were by far the most likely to say they booked their accommodations in Las Vegas by calling the property directly. Package purchasers (61%) were the most likely to say they booked their accommodations through a third-party website or app. Package purchasers (29%) were the most likely to have booked their accommodations through a travel agent, followed by convention visitors (17%), then general tourists (5%), while casino guests (1%) were the least likely.

FIGURE 34
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

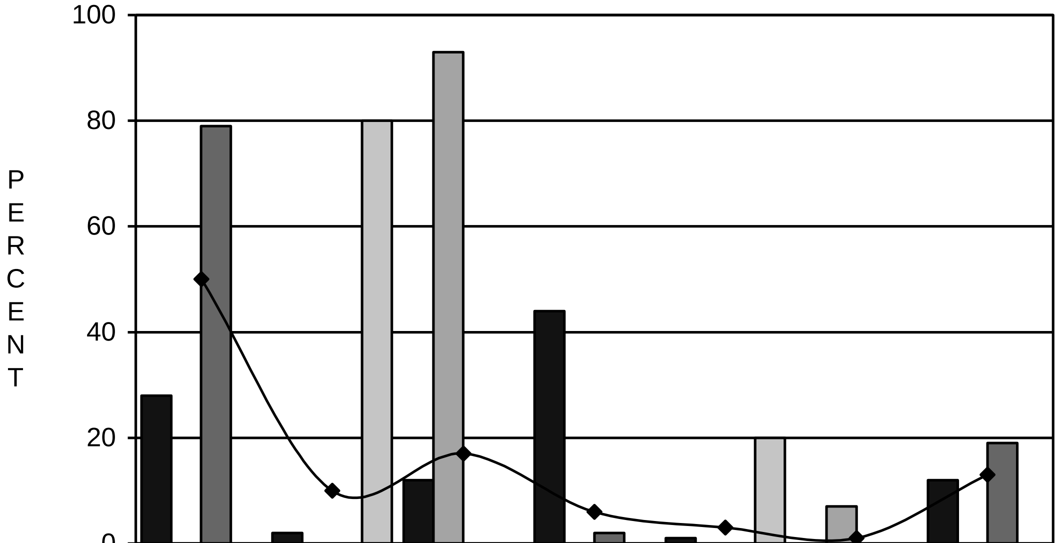


	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	More than 90 days
Convention	11	8	15	21	27	18
Package	1	4	7	12	28	48
Tourist	11	11	13	20	26	18
Casino	7	12	24	31	18	9
TOTAL	9	9	13	20	25	22

(Base Sizes: Convention=382, Package=539, Tourist=1961, Casino=400, TOTAL=3284)

Package purchasers tended to book their accommodations farther in advance than others. Forty-eight percent (48%) of package purchasers understandably booked their accommodations more than three months in advance, compared to 18% of convention visitors and general tourists and 9% of casino guests. Casino guests (36%) were more likely than others to book their accommodations one week to one month in advance.

FIGURE 35
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



	Regular	Casino comp.	Package	Conven-tion	Casino rate	Tour group	Other rate
Convention	28	2	12	44	1	0	12
Package	0	0	93	0	0	7	0
Tourist	79	0	0	2	0	0	19
Casino	0	80	0	0	20	0	0
TOTAL	50	10	17	6	3	1	13

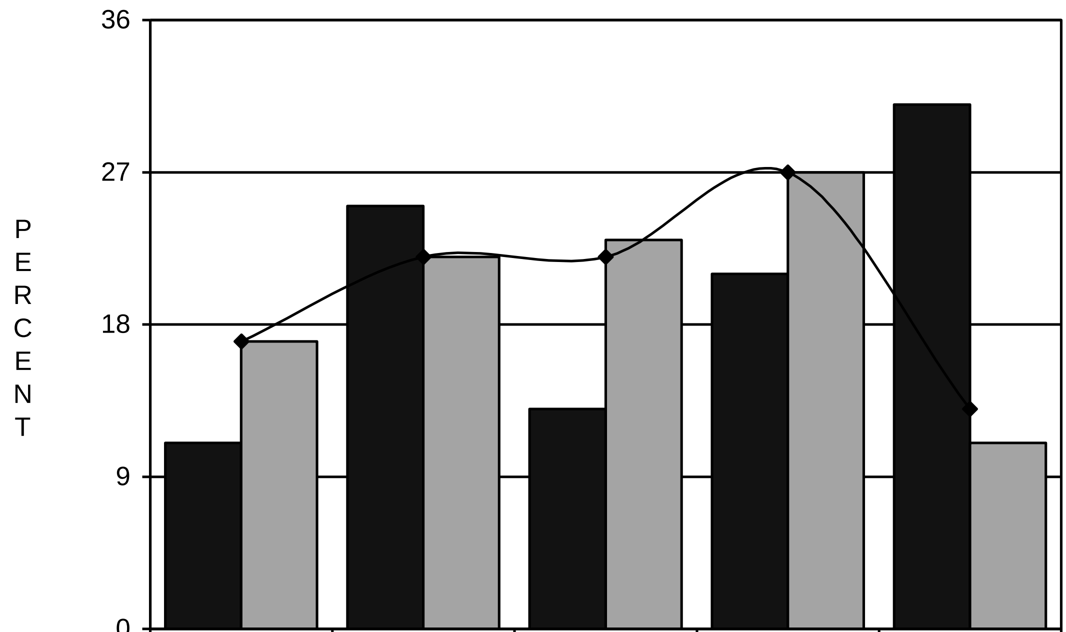
(Base Sizes: Convention=384, Package=539, Tourist=1966, Casino=400, TOTAL=3290)

Two of the four segments analyzed in this report are defined entirely by the room rate they paid. All package purchasers paid either a package rate (93%) or a tour/travel group rate (7%). All casino guests paid either a casino rate (20%) or received a casino complimentary room (80%).

Convention visitors are self-defined convention attendees. Forty four percent (44%) of convention visitors paid a convention rate, 28% paid a regular room rate, 12% paid a package rate, and 15% received some other kind of rate.

Seventy-nine percent (79%) of general tourists paid a regular room rate and the remaining 21% paid some other rate.

FIGURE 36
Cost Of Package Per Person
(Among Those Who Bought A Package)*



	$1-$399	$400-$599	$600-$999	$1000 or more	Not sure
Convention	11	25	13	21	31
Package	17	22	23	27	11
TOTAL	17	22	22	27	13

(Base Sizes: Convention=47, Package=539, TOTAL=586)
(Mean: Convention=$773.24, Package=$864.29, TOTAL=$858.52)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. The reported average package cost was $864.29 for package purchasers and $773.24 for convention visitors.

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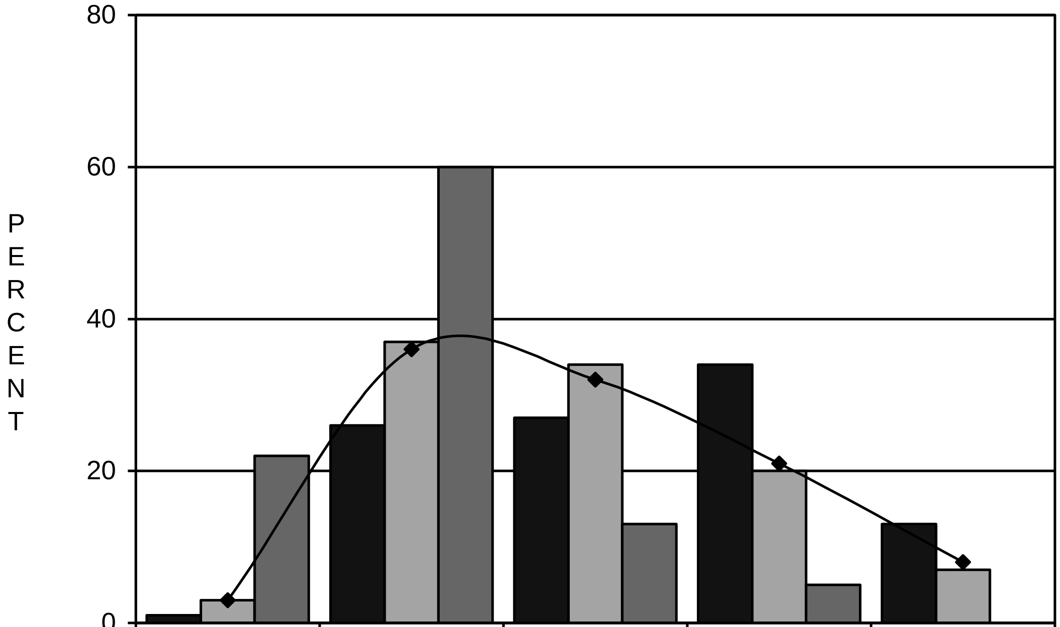
* By definition, the casino guest and general tourist categories include no package purchasers. Therefore, only convention visitors and package purchasers are included in this question.

FIGURE 37
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)



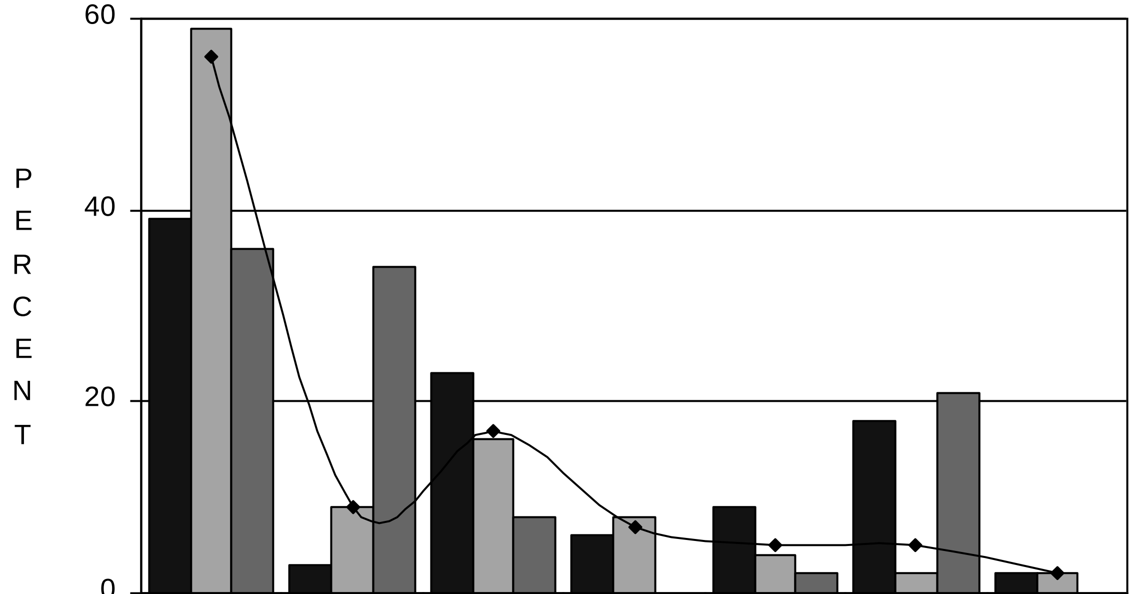
	$1-$49	$50-$99	$100-$149	$150 or more	Not sure
Convention	1	26	27	34	13
Tourist	3	37	34	20	7
Casino	22	60	13	5	0
TOTAL	3	36	32	21	8

(Base Sizes: Convention=329, Tourist=1966, Casino=81, TOTAL=2376)
(Means: Convention=$141.36, Tourist=$112.63, Casino=$71.58, TOTAL=$114.85)

Lodging expenditures among visitors whose room was not part of a travel package and who were not comped for their stay was significantly higher for convention visitors ($141.36) than for general tourists ($112.63), which in turn was significantly higher than the average room cost per night for casino guests* ($71.58).

* This is the average amount paid by casino guests who paid a "casino rate." It does not include casino guests whose room cost them nothing because it was complimentary — that is, paid for by the casino.

FIGURE 38
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)

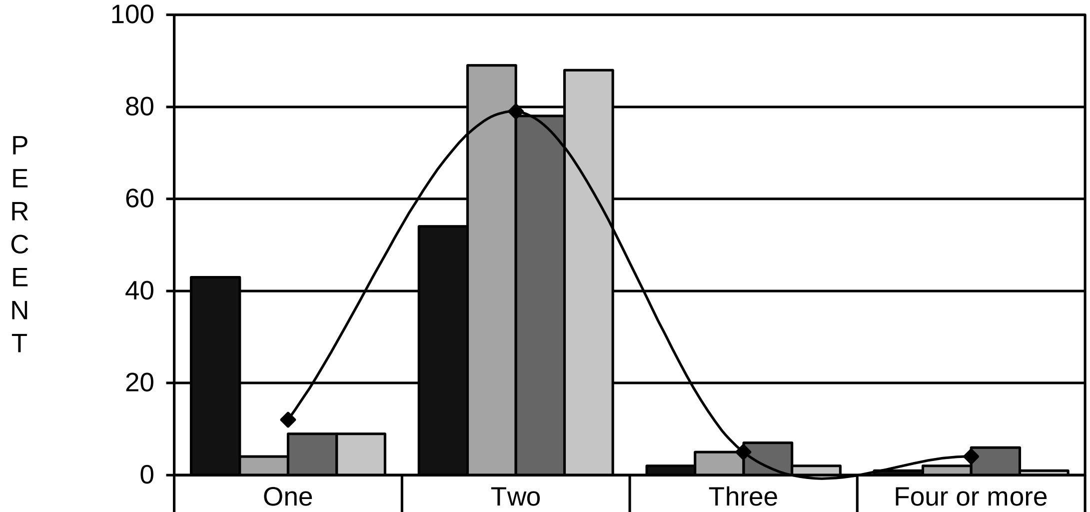


	Any website	Reser-vation agent	Word of mouth	Search engine/ Hyprlnk.	Travel agent	Other	No Answer
Convention	39	3	23	6	9	18	2
Tourist	59	9	16	8	4	2	2
Casino	36	34	8	0	2	21	0
TOTAL	56	9	17	7	5	5	2

(Base Sizes: Convention=329, Tourist=1966, Casino=81, 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%). General tourists (59%) were the most likely to say they first found their room rate through a website. Casino guests (34%) were the most likely to say they learned about their room rate through a reservation agent, followed by general tourists (9%). Convention visitors were more likely than the other groups to have learned about their room rate through word of mouth (23%) or a travel agent (9%).

FIGURE 39
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)

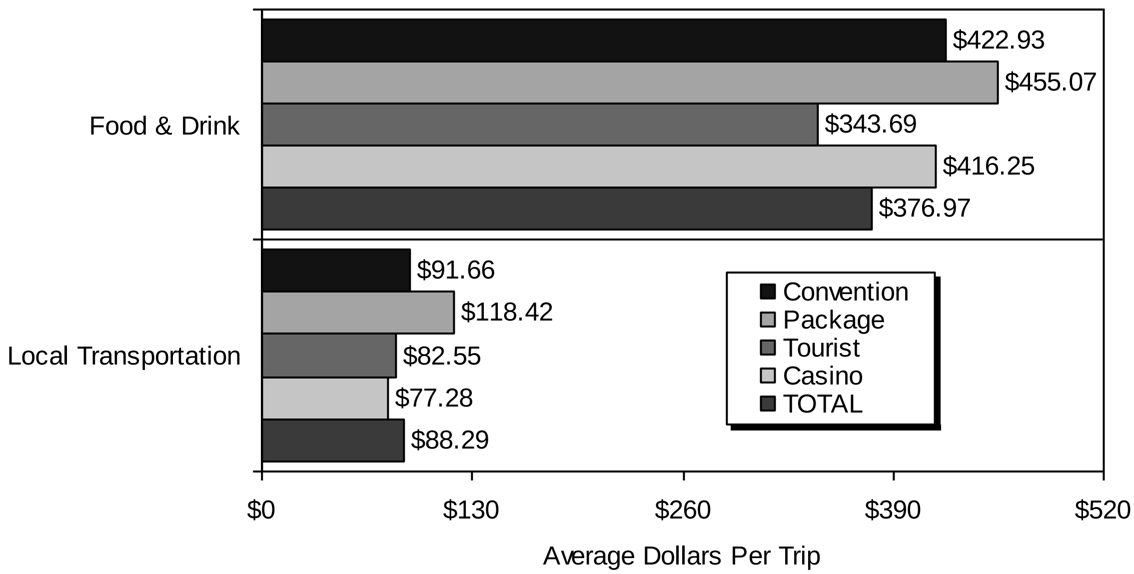


	One	Two	Three	Four or more
Convention	43	54	2	1
Package	4	89	5	2
Tourist	9	78	7	6
Casino	9	88	2	1
TOTAL	12	79	5	4

(Base Sizes: Convention=385, Package=539, Tourist=2038, Casino=400, TOTAL=3363)
(Means: Convention=1.6, Package=2.1, Tourist=2.1, Casino=2.0, TOTAL=2.0)

Seventy-nine percent (79%) of visitors who stayed overnight in a hotel or motel did so with two people stayed in their room. Convention visitors (43%) were significantly more likely than others to say they roomed alone. General tourists (13%) were the most likely to say three or more people stayed in their room. The average number of room occupants was greatest among general tourists (average of 2.1), while convention visitors had the fewest (1.6).

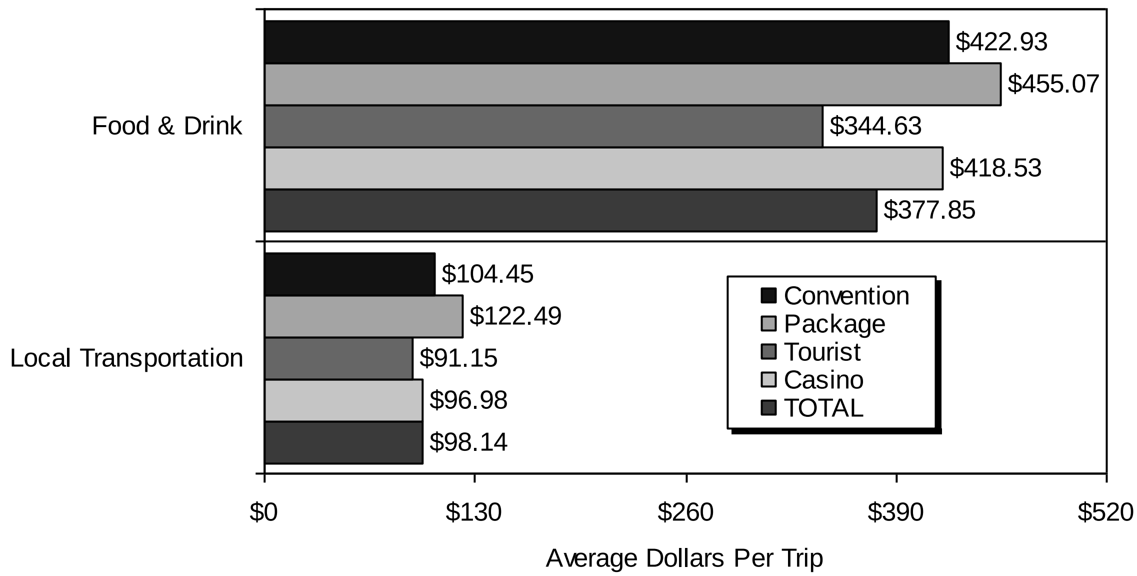
FIGURE 40
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)



In terms of food and drink, on average package purchasers ($455.07) spent more than all others, while general tourists ($343.69) spent the least.

For local transportation, on average package purchasers ($118.42) spent more than all others.

FIGURE 41
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)

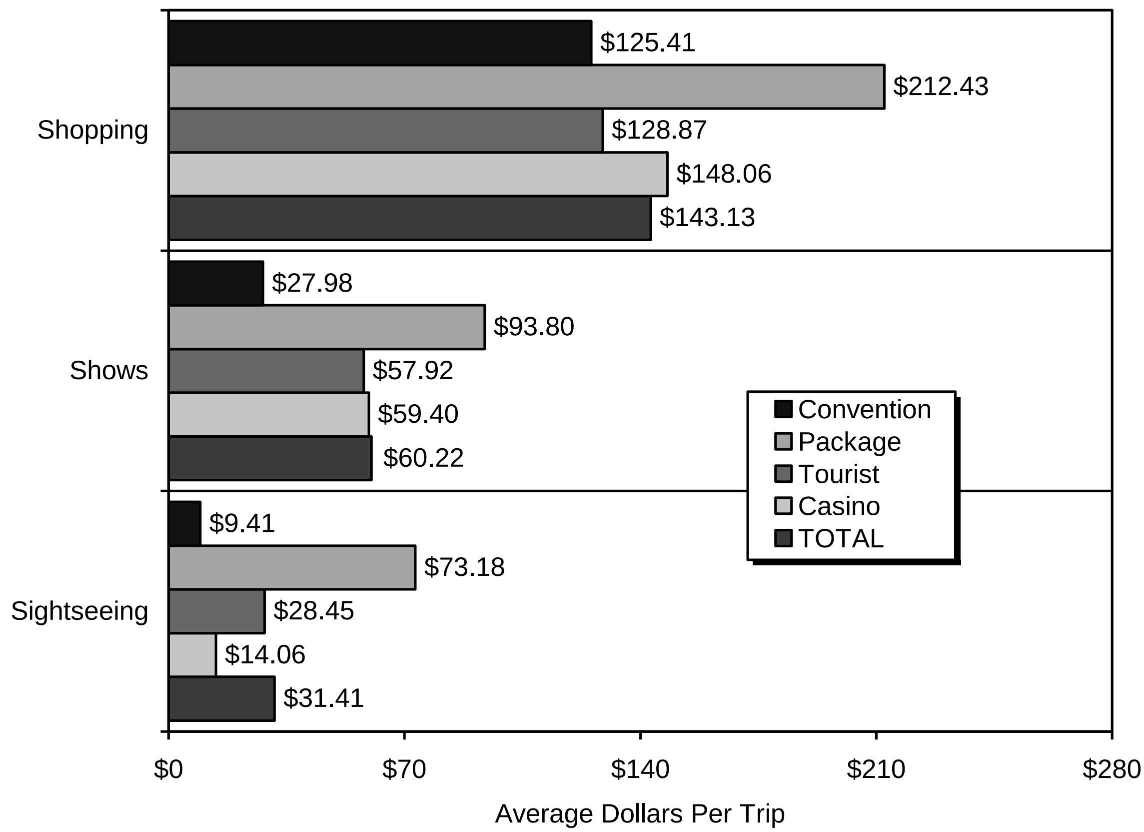


(Base Sizes, Food & Drink: Convention=387, Package=539, Tourist=2267, Casino=398, TOTAL=3592)
(Base Sizes, Local Transportation: Convention=340, Package=522, Tourist=2059, Casino=319, TOTAL=3239)

In terms of food and drink, nearly all visitors (99.8%) spent on food and drink, and on average package purchasers ($455.07) spent more than all others who spent on food and drink, while general tourists ($344.63) spent the least.

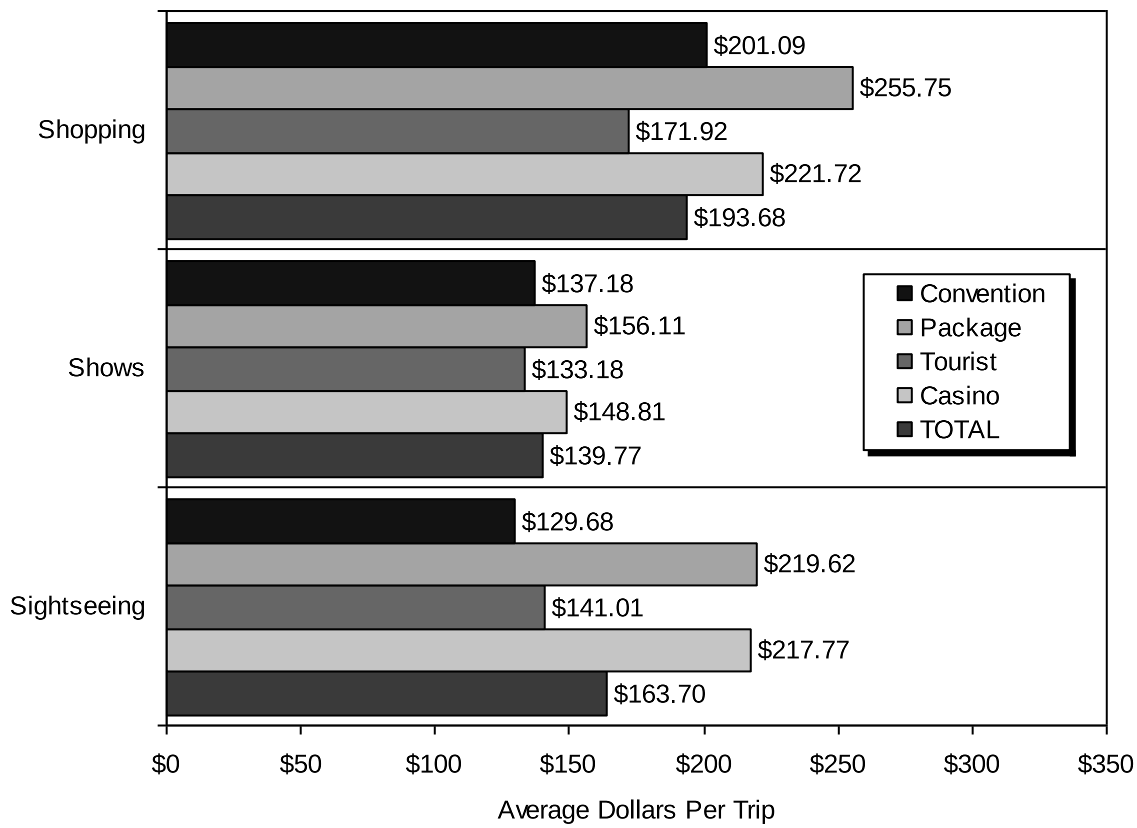
For local transportation, package purchasers (97%) were somewhat more likely to spend on local transportation than the other groups, and on average package purchasers ($122.49) spent more than all others.

FIGURE 42
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



In terms of shopping, on average package purchasers ($212.43) spent significantly more than convention visitors ($125.41), general tourists ($128.87) and casino guests ($148.06). Package purchasers on average spent the most on shows and entertainment ($93.80) and convention visitors ($27.98) spent the least. Package purchasers also spent the most on sightseeing ($73.18), followed by general tourists ($28.45), with casino guests ($14.06) and convention visitors ($9.41) spending less.

FIGURE 43
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)



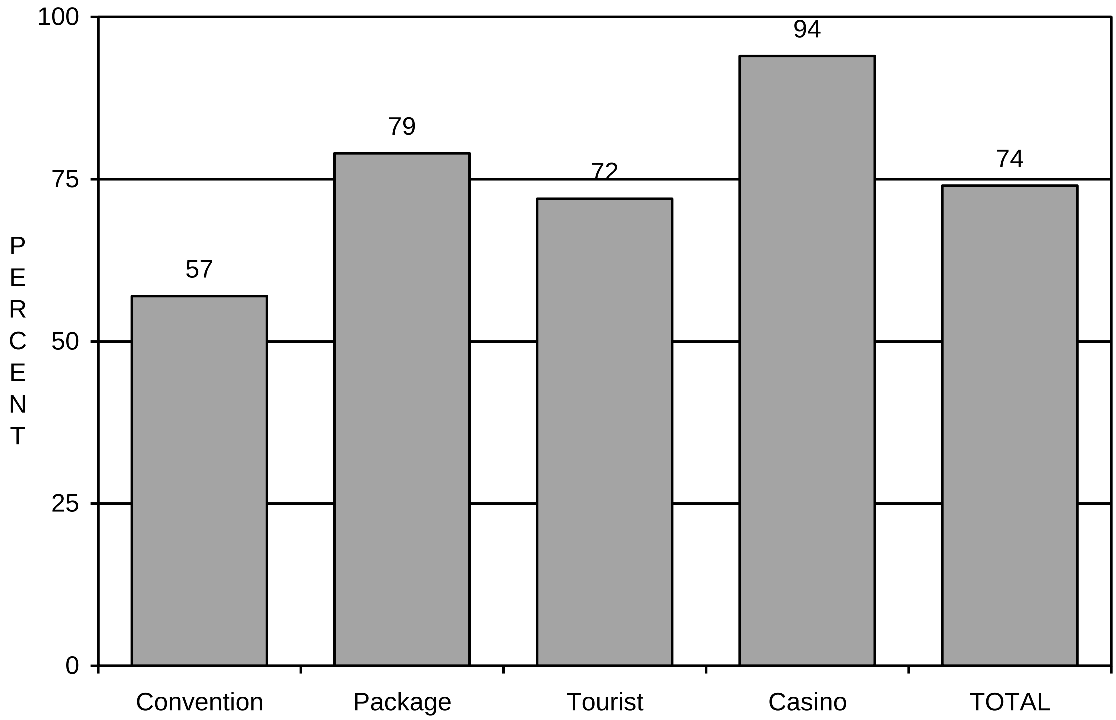
(Base Sizes, Shopping: Convention=241, Package=448, Tourist=1705, Casino=267, TOTAL=2662)
(Base Sizes, Shows: Convention=80, Package=325, Tourist=991, Casino=160, TOTAL=1556)
(Base Sizes, Sightseeing: Convention=28*, Package=186, Tourist=472, Casino=26*, TOTAL=712)

In terms of shopping, package purchasers (83%) were the most likely to spend on shopping and on average package purchasers ($255.75) spent more than general tourists ($171.92). In terms of shows, package purchasers (60%) were the most likely to spend on shows and entertainment. In terms of sightseeing, package purchasers (34%) were the most likely to spend money on sightseeing, and package purchasers ($219.62) spent more than convention visitors ($129.68) and general tourists ($141.01).

* Note the extremely small base sizes for convention visitors and casino guests.

GAMING BEHAVIOR AND BUDGETS

FIGURE 44
Whether Gambled While In Las Vegas

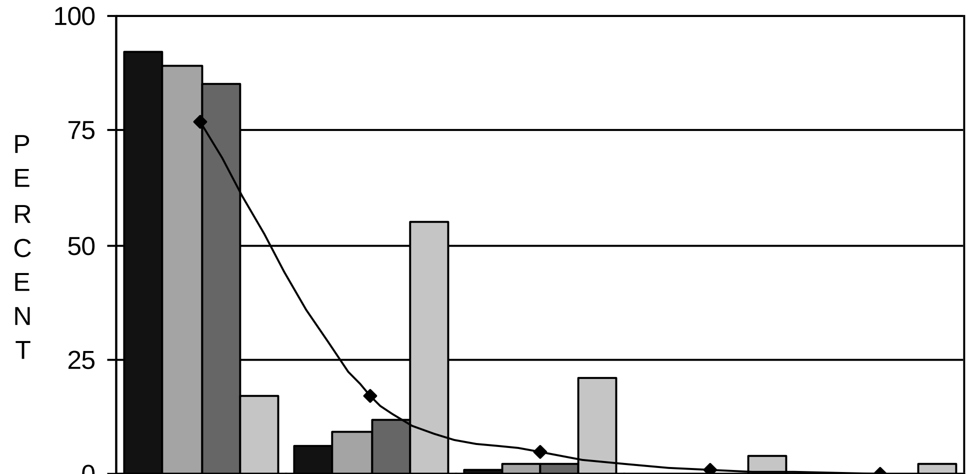


Only "yes" responses are reported in this figure.

Seventy-four percent (74%) of all visitors said they gambled while in Las Vegas.

Casino guests (94%) were more likely to have gambled than package purchasers (79%), who were more likely to have done so than general tourists (72%), while convention visitors (57%) gambled the least.

FIGURE 45
Hours of Gambling — Average Per Day
(Among Those Who Gambled)

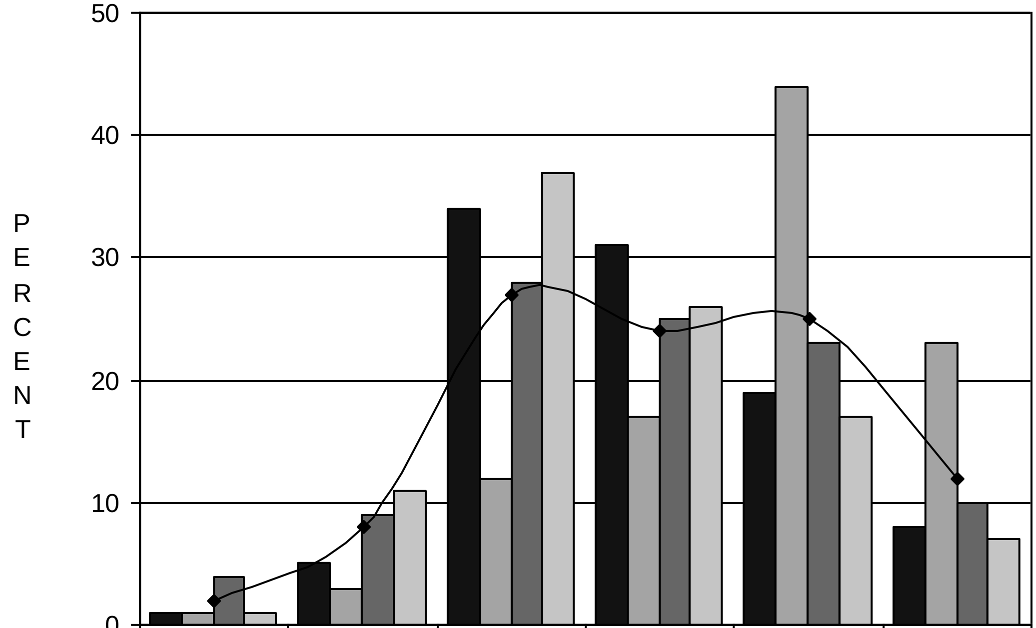


	2 hours or less	3-4 hours	5-6 hours	7-8 hours	More than 8 hours
Convention	92	6	1	0	0
Package	89	9	2	0	0
Tourist	85	12	2	0	0
Casino	17	55	21	4	2
TOTAL	77	17	5	1	0

(Base Sizes: Convention=220, Package=426, Tourist=1631, Casino=375, TOTAL=2652)
(Means: Convention=1.0, Package=1.0, Tourist=1.2, Casino=4.0, TOTAL=1.6)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 1.6 hours. Casino guests spent significantly more time gambling (average of 4.0 hours) than general tourists (1.2 hours), who in turn spent more time gambling than package purchasers or convention visitors (each at 1.0 hours).

FIGURE 46
Number Of Casinos Visited*



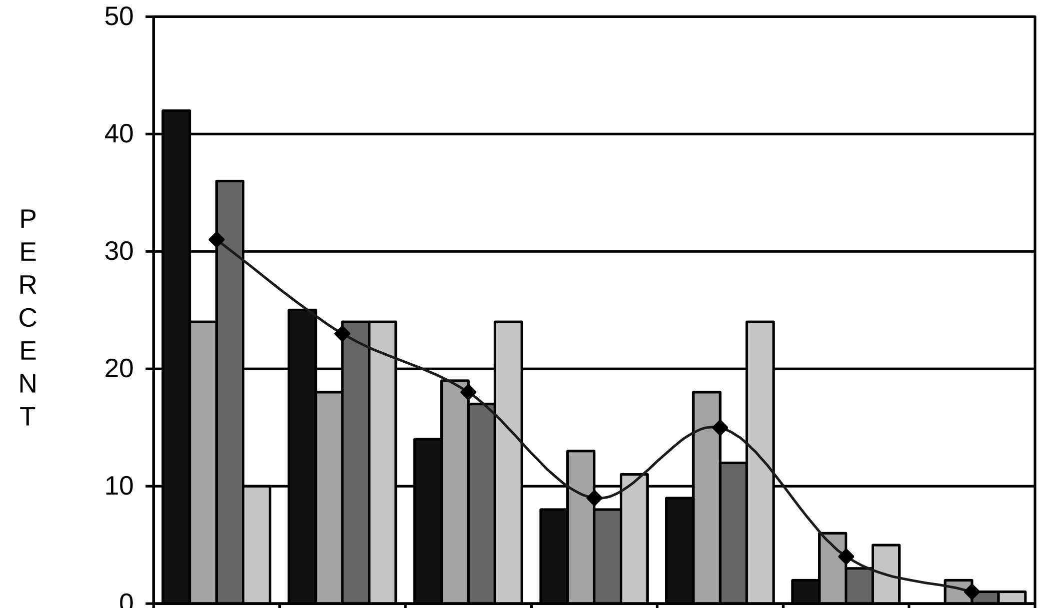
	None	One	Two to four	Five to six	Seven to 10	11 or more
Convention	1	5	34	31	19	8
Package	1	3	12	17	44	23
Tourist	4	9	28	25	23	10
Casino	1	11	37	26	17	7
TOTAL	2	8	27	24	25	12

(Means: Convention=5.5, Package=8.8, Tourist=6.0, Casino=5.3, 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. Package purchasers visited more casinos (an average of 8.8 casinos) than general tourists (6.0), who in turn visited more casinos than casino guests (5.3) and convention visitors (5.5).

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

FIGURE 47
Number Of Casinos Where Gambled*



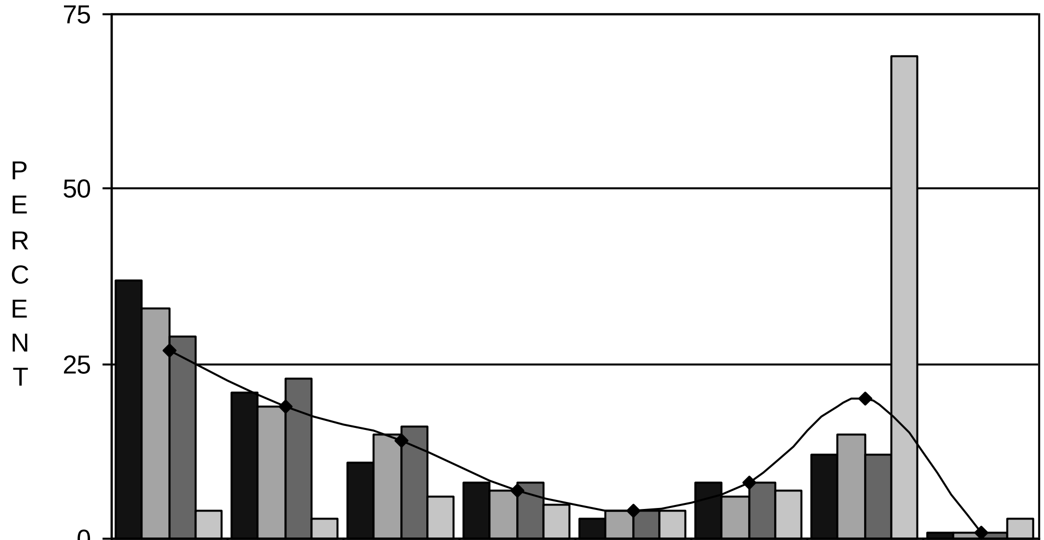
	None	One	Two	Three	Four to six	Seven to ten	11 or more
Convention	42	25	14	8	9	2	0
Package	24	18	19	13	18	6	2
Tourist	36	24	17	8	12	3	1
Casino	10	24	24	11	24	5	1
TOTAL	31	23	18	9	15	4	1

(Means: Convention=1.4, Package=2.6, Tourist=1.7, Casino=2.8, 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. Casino guests (an average of 2.8 casinos) and package purchasers (2.6) gambled at more casinos than general tourists (1.7), while convention visitors (1.4) gambled at fewer casinos than the other subgroups, and were the most likely to say they did not gamble at any casinos during their visit (42%).

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

FIGURE 48
Trip Gambling Budget
(Among Those Who Gambled)

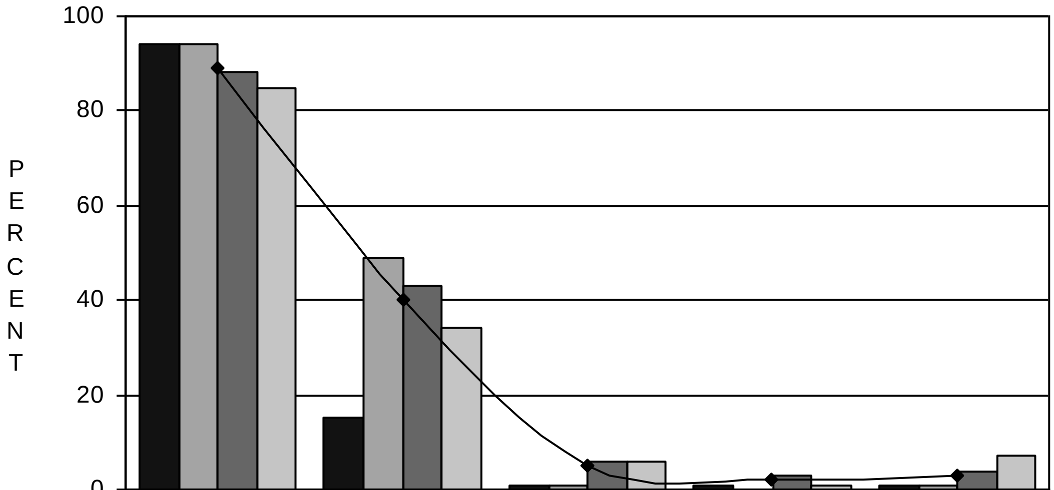


	$99 or less	$100-$199	$200-$299	$300-$399	$400-$499	$500-$599	$600 or more	Not sure
Convention	37	21	11	8	3	8	12	1
Package	33	19	15	7	4	6	15	1
Tourist	29	23	16	8	4	8	12	1
Casino	4	3	6	5	4	7	69	3
TOTAL	27	19	14	7	4	8	20	1

(Base Sizes: Convention=220, Package=426, Tourist=1631, Casino=375, TOTAL=2652)
(Means: Convention=$301.89, Package=$358.53, Tourist=$310.29, Casino=$1,926.45, TOTAL=$541.18)

The average gaming budget among all visitors who gambled was $541.18. Casino guests budgeted far more for gambling (average of $1,926.45) than all other segments.

FIGURE 49
Where Visitors Gambled
(Among Those Who Gambled)



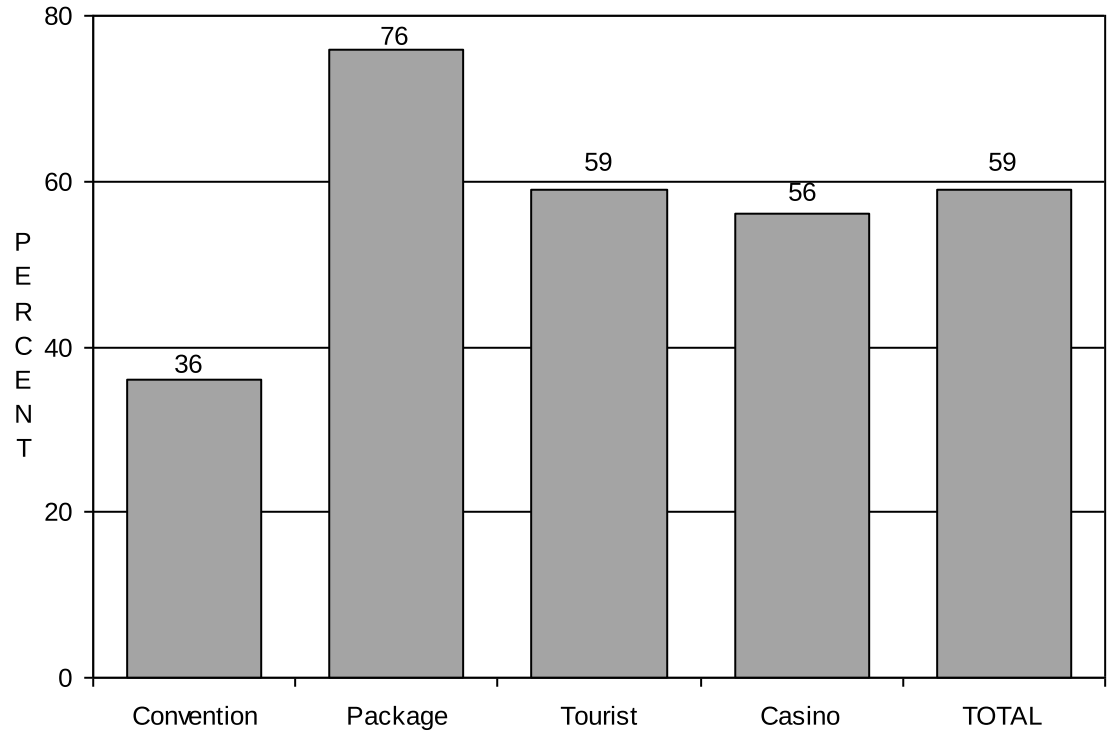
	Strip Corridor	Downtown	Boulder Strip	North Las Vegas	Outlying and other
Convention	94	15	1	1	1
Package	94	49	1	0	1
Tourist	88	43	6	3	4
Casino	85	34	6	1	7
TOTAL	89	40	5	2	3

Multiple responses were permitted.
(Base Sizes: Convention Convention=220, Package=426, Tourist=1631, Casino=375, TOTAL=2652)

Visitors who said they had gambled while in Las Vegas were asked where they had done so. The vast majority of visitors (89%) said they gambled on the Strip Corridor, with package purchasers and convention visitors (both 94%) and casino guests (85%). Package purchasers (49%) were the most likely to have gambled Downtown, followed by general tourists (43%) and casino guests (34%), while convention visitors (15%) were the least likely to have done so. Casino guests were the most likely to have gambled in outlying and other areas (7%), followed by general tourists (4%), while package purchasers and convention visitors (both 1%) were the least likely.

ENTERTAINMENT

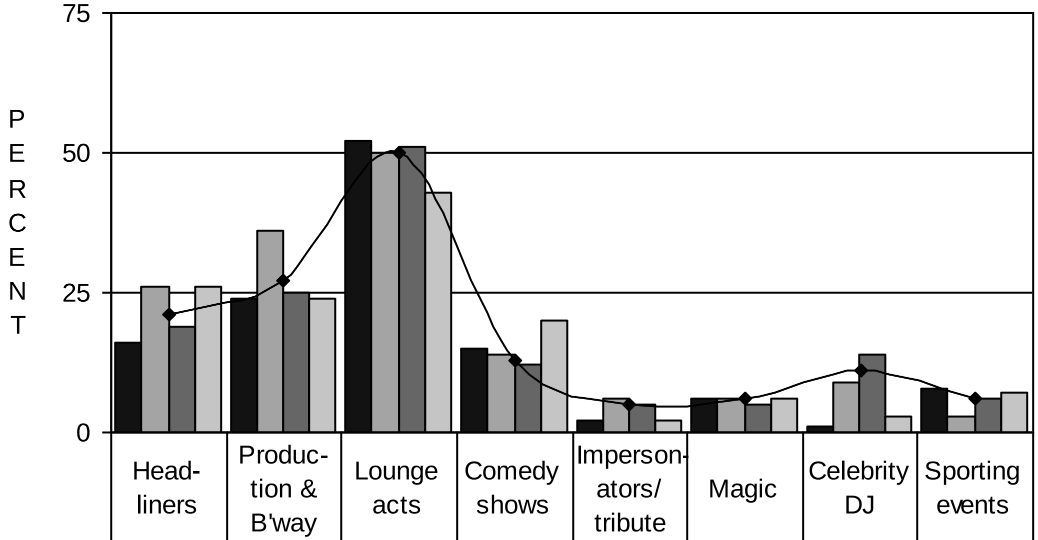
FIGURE 50
Entertainment Attendance



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 of some type. Package purchasers (76%) were more likely to have gone to a show than both general tourists (59%) and casino guests (56%), and convention visitors (36%) were the least likely.

FIGURE 51
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)

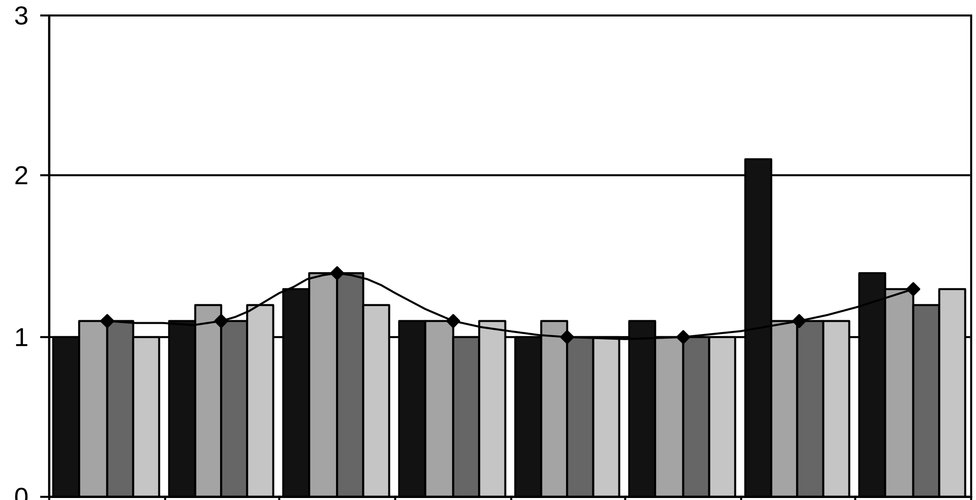


	Head-liners	Produc-tion & B'way	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic	Celebrity DJ	Sporting events
Convention	16	24	52	15	2	6	1	8
Package	26	36	50	14	6	6	9	3
Tourist	19	25	51	12	5	5	14	6
Casino	26	24	43	20	2	6	3	7
TOTAL	21	27	50	13	5	6	11	6

Multiple responses permitted.
(Base Sizes: Convention=140, Package=411, Tourists=1345, Casino=223, TOTAL=2120)

Lounge acts (50%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas. Package purchasers (36%) were more likely to have seen a production or Broadway show than all other segments. Package purchasers and casino guests (26% each) were more likely to have seen headliners than general tourists (19%) and convention visitors (16%). General tourists (14%) were the most likely to see a Celebrity DJ, while package purchasers (9%) were also more likely than casino guests (3%) or convention visitors (1%) to have seen a Celebrity DJ show.

FIGURE 52
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)

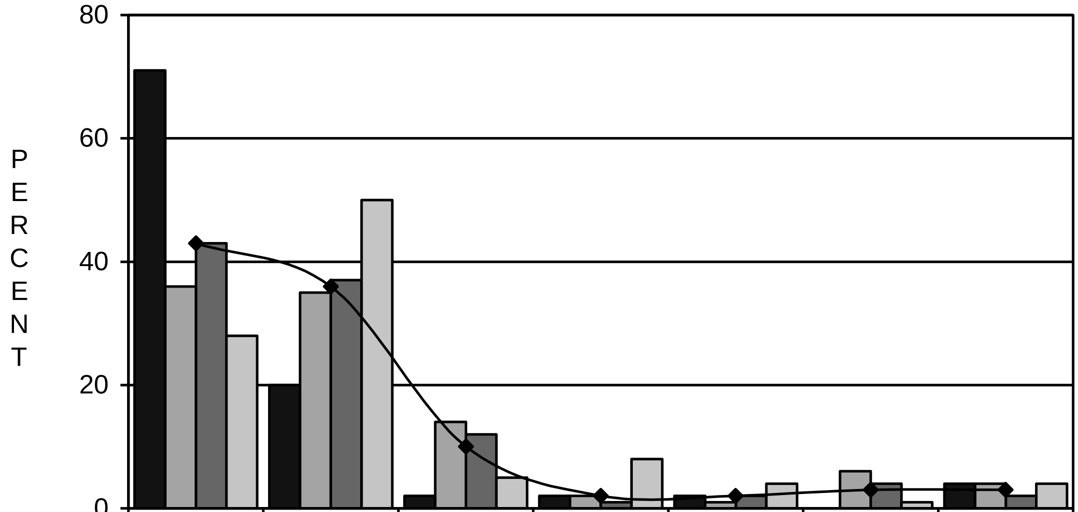


	Head-liners	Produc-tion/B'way shows	Lounge acts	Comedy shows	Imperso-nators/ tribute	Magic shows	Celebrity DJ	Sporting events
Convention	1.0	1.1	1.3	1.1	1.0	1.1	2.1	1.4
Package	1.1	1.2	1.4	1.1	1.1	1.0	1.1	1.3
Tourist	1.1	1.1	1.4	1.0	1.0	1.0	1.1	1.2
Casino	1.0	1.2	1.2	1.1	1.0	1.0	1.1	1.3
TOTAL	1.1	1.1	1.4	1.1	1.0	1.0	1.1	1.3

Multiple responses permitted.
(Base Sizes: Convention=140, Package=411, Tourists=1345, Casino=223, TOTAL=2120)

This figure shows the average number of times visitors attended each type of show *among those who attended shows*. Convention visitors (mean of 2.1 shows) saw more DJ shows than package purchasers or general tourists (1.1 each).

FIGURE 53
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows)



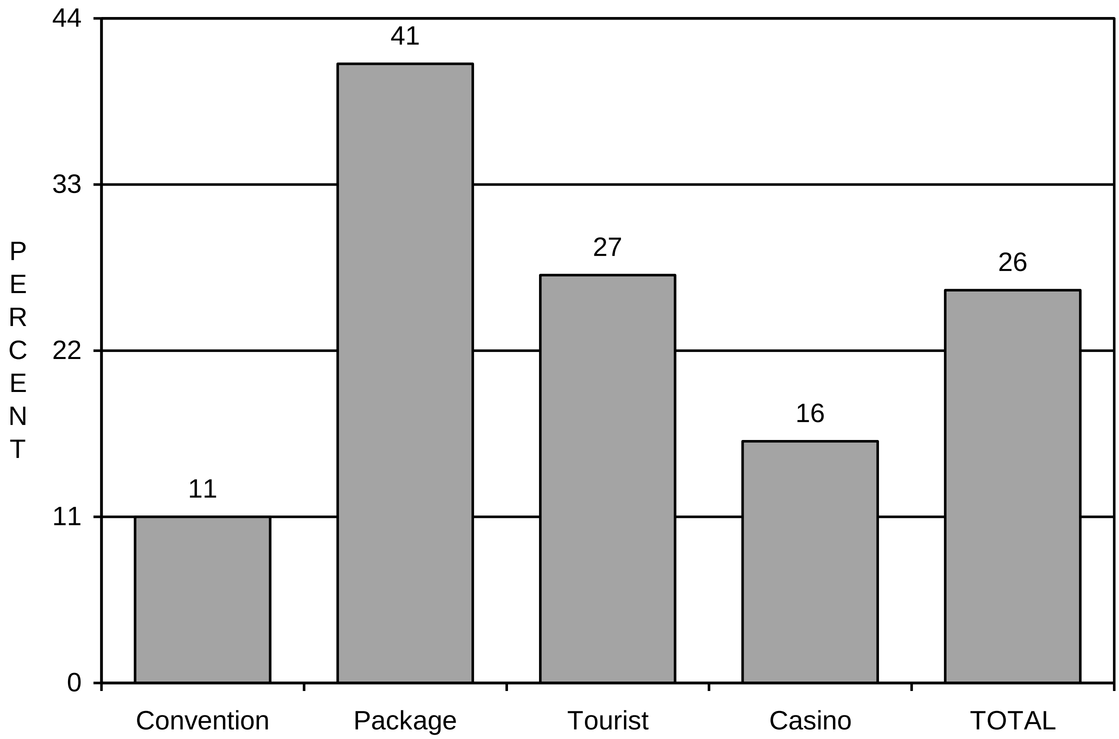
	Too busy/ not enough time	Not interested in shows	Too expensive	Came to gamble only	Seen everything already	Visiting with children	Other
Convention	71	20	2	2	2	0	4
Package	36	35	14	2	1	6	4
Tourist	43	37	12	1	2	4	2
Casino	28	50	5	8	4	1	4
TOTAL	43	36	10	2	2	3	3

(Base Sizes: Convention=207, Package=189, Tourist=1115, Casino=224, TOTAL=1735)

Visitors who did not attend any shows gave several main reasons why they did not. Convention visitors (71%) were the most likely to cite a lack of time, while general tourists (43%) and package purchasers (36%) were more likely to cite this reason than casino guests (28%). Casino guests were more likely than others to say they were not interested in shows (50%) or that they came to Las Vegas primarily to gamble (8%). Package purchasers (14%) and general tourists (12%) were more likely to say that shows were too expensive than casino guests (5%) or convention visitors (2%).

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

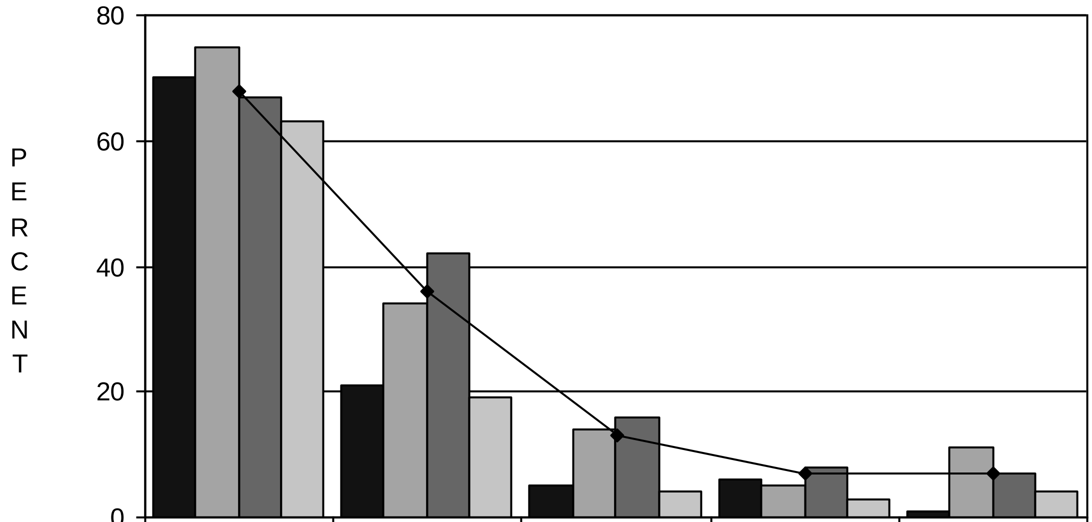
FIGURE 54
Whether Has Been To Other Paid Attractions



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, about one quarter (26%) of visitors said yes. Package purchasers (41%) were the most likely to have been to other paid attractions, followed by general tourists (27%), who in turn were more likely than casino guests (16%) to have done so, while convention visitors (11%) were the least likely.

FIGURE 55
Whether Has Been To Nightclubs, Bars, And Lounges

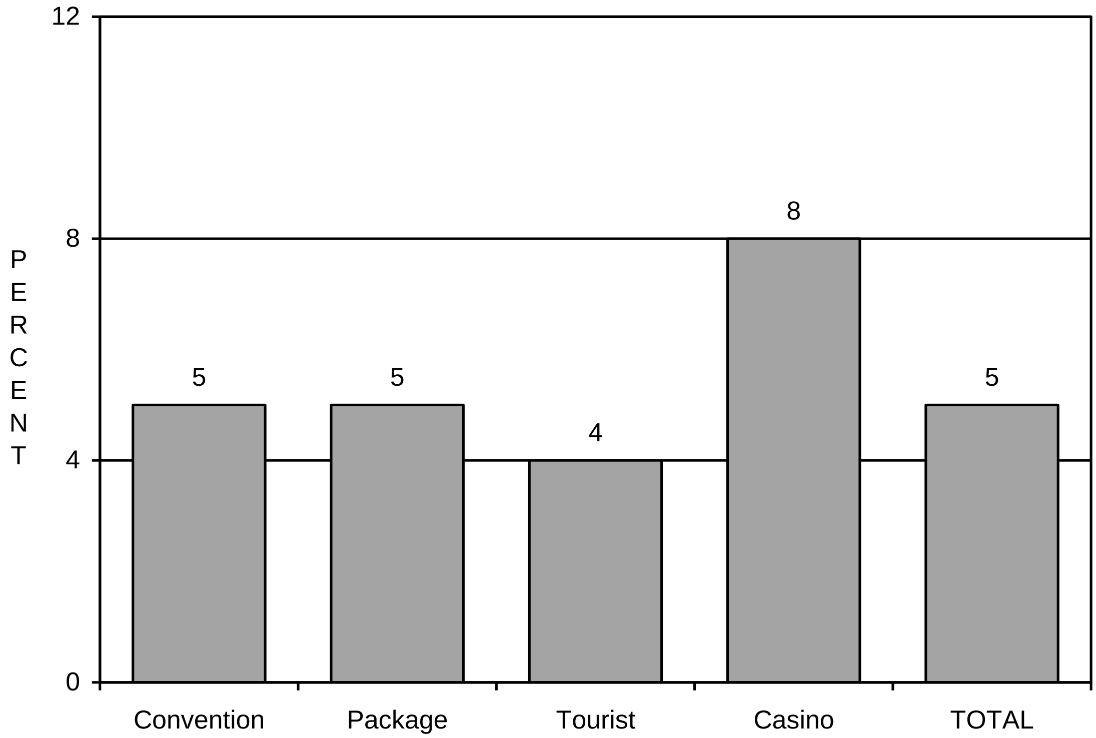


	Hotel bar or lounge, no cover	Free-standing bar or lounge, no cover	Hotel nightclub with cover	Free-standing nightclub with cover	A pool party or day club
Convention	70	21	5	6	1
Package	75	34	14	5	11
Tourist	67	42	16	8	7
Casino	63	19	4	3	4
TOTAL	68	36	13	7	7

Multiple responses permitted.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas. Package purchasers (75%) were the most likely to have visited a no-cover hotel bar or lounge, followed by convention visitors (70%), while general tourists (67%) and casino guests (63%) were less likely to have done so. Both general tourists (42%) and package purchasers (34%) were more likely to have visited a free-standing bar or lounge without a cover charge than convention visitors (21%) and casino guests (19%). Both general tourists (16%) and package purchasers (14%) were also more likely to have visited a nightclub in a hotel with a cover charge than convention visitors (5%) and casino guests (4%). Package purchasers (11%) were the most likely to have visited a pool party or day club while convention visitors (1%) were the least likely to have done so.

FIGURE 56
Whether Visited A Spa*



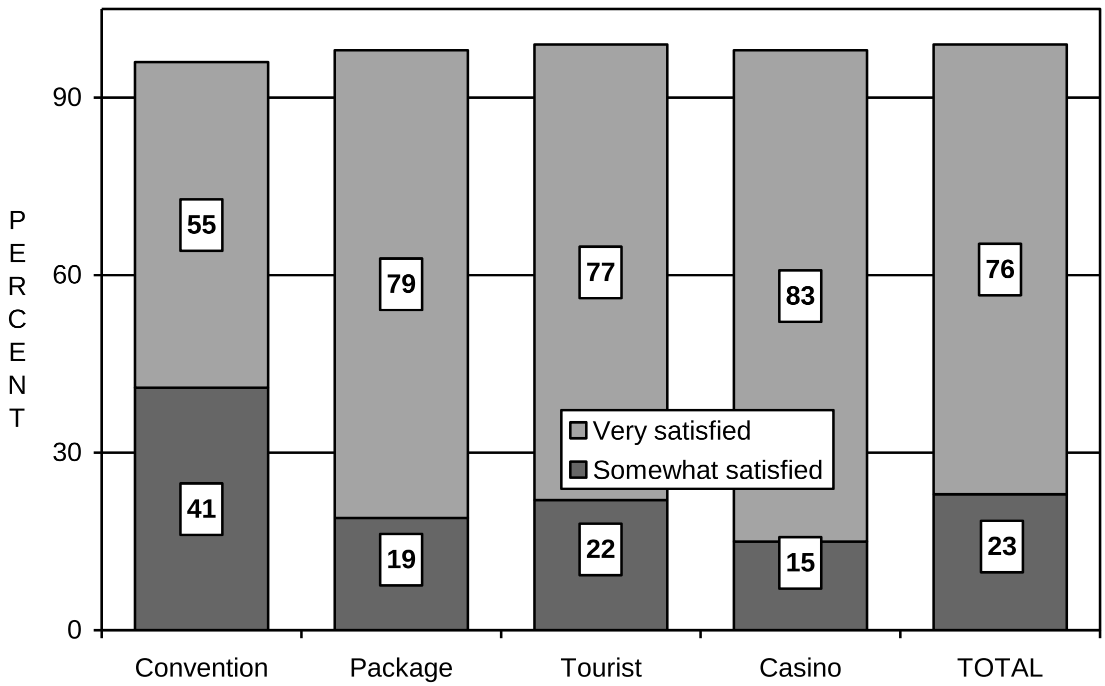
Only "yes" responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 5% said they had. Casino guests (8%) were significantly more likely than general tourists (4%) 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.

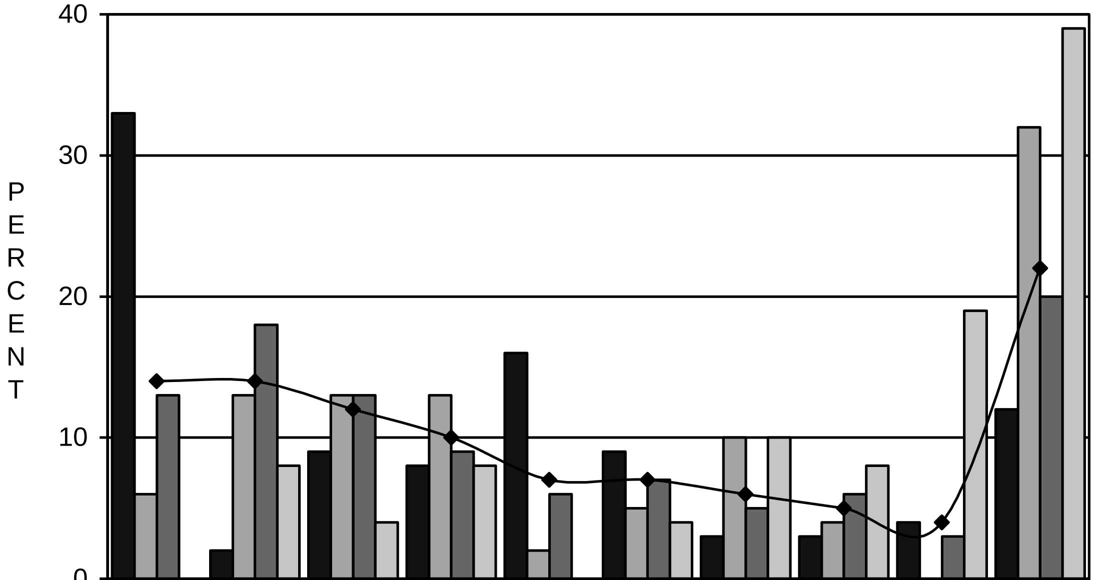
ATTITUDINAL INFORMATION

FIGURE 57
Satisfaction With Visit



About three quarters (76%) of all visitors were “very satisfied” with their visit to Las Vegas, while 23% were "somewhat" satisfied. Convention visitors were the least likely to say they were “very satisfied” (55%) and the most likely to say they were “somewhat satisfied” (41%) with their visit.

FIGURE 58
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied)



	Trip too short	Too hard to get around	Too expen-sive	Hotel complaints	Not a plea-sure trip	Too hot	Too crowded	Don't like LV	Smoking complaints	Other
Convention	33	2	9	8	16	9	3	3	4	12
Package	6	13	13	13	2	5	10	4	0	32
Tourist	13	18	13	9	6	7	5	6	3	20
Casino	0	8	4	8	0	4	10	8	19	39
TOTAL	14	14	12	10	7	7	6	5	4	22

(Base Sizes: Convention=69, Package=65, Tourist=213, Casino=22*, TOTAL=369)

Among those visitors who were only "somewhat satisfied" with their visits, the most common reasons given were the trip was too short, that it's too hard to get around Las Vegas (14% each), the perception that Las Vegas is too expensive (12%) and hotel complaints (10%). Convention visitors were the most likely to say their trip was too short (33%) or that they were in town on business, not pleasure (16%).

* These results are from 2016. This question is asked every other year and was not asked in 2017.
† Note very small base size for casino guests.

VISITOR DEMOGRAPHICS

Convention visitors were the most likely to be:

- Male (61%).
- Employed (95%).
- College graduates (76%).
- Between 40 to 59 years old (51%)
- Earning an annual household income of $80,000 or more (63%).

Package purchasers were the most likely to be:

- Foreign visitors (41%).

General tourists were the most likely to be:

- Having some college or a trade school education (43%).
- Single (21%).
- Non-white (35%), especially Hispanic/Latino (17%).
- 21 to 29 years old (26%)
- Earning an annual household income of $40,000 to $80,000 (44%).

Casino guests were the most likely to be:

- Retired (36%).
- Older (average age of 52.6)
- 65 years old or older (31%).
- From Southern California (36%).

FIGURE 59

VISITOR DEMOGRAPHICS

	Conven-tion	Package	Tourist	Casino	TOTAL
GENDER					
Male	61%	45%	50%	50%	50%
Female	39	55	50	50	50
MARITAL STATUS					
Married	78	80	71	80	74
Single	13	15	21	10	18
Separated/Divorced	9	4	7	7	6
Widowed	0	2	2	3	2
JOB CATEGORIES					
Employed	95	71	71	56	72
Unemployed	0	0	1	1	1
Student	1	3	4	2	3
Retired	3	19	16	36	17
Homemaker	0	7	8	5	7
EDUCATION					
High school or less	3	18	17	17	16
Some college/trade school	21	35	43	33	38
College graduate	76	47	40	50	46
AGE					
21 to 29	10	22	26	8	22
30 to 39	26	21	24	16	23
40 to 49	26	19	16	19	18
50 to 59	25	17	15	15	16
60 to 64	8	8	7	11	8
65 or older	5	14	12	31	14
MEAN	45.1	44.6	42.6	52.6	44.3
BASE	(387)	(539)	(2273)	(400)	(3600)

(Continued on next page)

FIGURE 60

VISITOR DEMOGRAPHICS

	Conven-tion	Package	Tourist	Casino	TOTAL
ETHNICITY					
White	75%	79%	65%	76%	69%
African American/Black	9	11	13	11	12
Asian/Asian American	3	4	5	5	4
Hispanic/Latino	13	6	17	6	14
Other	0	0	1	1	1
HOUSEHOLD INCOME					
Less than $20,000	0	1	1	2	1
$20,000 to $39,999	1	2	6	3	4
$40,000 to $59,999	6	13	18	11	15
$60,000 to $79,999	20	21	26	14	23
$80,000 or more	63	49	39	56	45
Not sure/no answer	9	14	11	15	12
VISITOR ORIGIN					
U.S.A.	89	59	87	92	84
Eastern states*	11	11	5	7	7
Southern states†	22	22	13	12	15
Midwestern states‡	12	11	8	12	9
Western states§	44	16	60	62	52
California	24	5	37	41	31
Southern CA	22	4	30	36	26
Northern CA	3	2	7	5	5
Arizona	6	0	9	11	7
Other West	13	10	14	9	13
Foreign	12	41	13	8	16
BASE	(387)	(539)	(2273)	(400)	(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.