

# **LAS VEGAS VISITOR PROFILE**

**Calendar Year 2017**

***Southern California and  
International Visitors Version***

Research that works.

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**By:**

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# ACKNOWLEDGMENTS

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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.

Visitors from Southern California and visitors from foreign countries are the focus of this report. The tables and charts in this report show data for all visitors and for three visitor subgroups:

- **VISITORS FROM SOUTHERN CALIFORNIA** — 26% of all visitors.
- **OTHER U.S. DOMESTIC VISITORS** — 58% of all visitors.
- **VISITORS FROM FOREIGN COUNTRIES** — 16% of all visitors.

This section presents the research highlights. The findings are presented in detail beginning on page 8.

## VISITORS FROM SOUTHERN CALIFORNIA

Visitors from Southern California were the most likely to have:

- Visited Las Vegas before (93%).
- Visited Las Vegas primarily to gamble (7%).
- Planned their trip to Las Vegas one week to one month in advance (32%).
- Lodged someplace other than the Strip corridor (32% of those who stayed overnight).
- Booked their lodging one week to one month in advance of their trip (31%).
- Booked their accommodations by calling the property directly (16%).
- Received a regular (65%) rate for their lodging.
- Four or more people staying in their room (7%) and be travelling in larger parties overall (mean of 2.5 adults).
- Arrived in Las Vegas on a Friday (31%).

Visitors from Southern California were more likely than other domestic visitors to be:

- Less than 30 years old (28% vs. 20%).

During their visit to Las Vegas, Southern California visitors spent an average of:

- \$341.73 on food and drink.
- \$103.82 on shopping.
- \$45.56 on shows and entertainment.



## OTHER U.S. DOMESTIC VISITORS

Domestic visitors from outside Southern California were the most likely to have:

- Visited Las Vegas primarily for business reasons (19%).
- Attended a convention, trade show, association, or corporate meeting while in Las Vegas (13%).
- Used a website to plan their trip to Las Vegas (68%).
- Used a third-party website to book their accommodations (44%).
- Paid less for their room for those that lodged overnight (\$112)

Compared to visitors from Southern California, they were more likely to have:

- Planned their trip to Las Vegas more than one month in advance (72% vs. 60%).
- Purchased a package on this trip to Las Vegas (18% vs. 3%)
- Booked their accommodations in Las Vegas one month or more in advance (68% vs/ 58%).
- Stayed longer in Las Vegas (average of 3.5 nights vs. 3.0 nights).
- Seen at least one show during their current trip to Las Vegas (59% vs. 53%).

During their visit to Las Vegas, domestic visitors from outside Southern California spent an average of:

- \$372.82 on food and drink.
- \$121.49 on shopping.
- \$54.06 on shows and entertainment.

## FOREIGN VISITORS

Foreign visitors were the most likely to have:

- Not visited Las Vegas before (53%).
- Visited Las Vegas primarily for vacation or pleasure (65%).
- Planned their trip to Las Vegas more than one month in advance (83%).
- Used a travel agent to plan their trip to Las Vegas (37%) and to book their accommodations (35% of those who lodged overnight).
- Used social media web sites to plan their trip to Las Vegas (47%).
- Stayed the longest in Las Vegas (average of 4.4 nights).
- Lodged on the Strip Corridor (85% of those who stayed overnight).
- Booked their accommodations in Las Vegas more than one month in advance (79% of those who stayed overnight).
- Received a package or tour/travel group rate for their lodgings (42%).
- Consulted reviews at hotel or show venue sites to plan activities during their visit to Las Vegas (36%).
- Seen at least one show during their current trip to Las Vegas (67%).
- During their visit to Las Vegas, foreign visitors spent an average of:
  - \$448.56 on food and drink.
  - \$282.73 on shopping.
  - \$105.26 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, and motels. 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 Southern California visitors, other U.S. domestic visitors, and foreign visitors are pointed out in the text of the report. The tables and charts in this report show data for all visitors and for the three visitor origin subgroups.

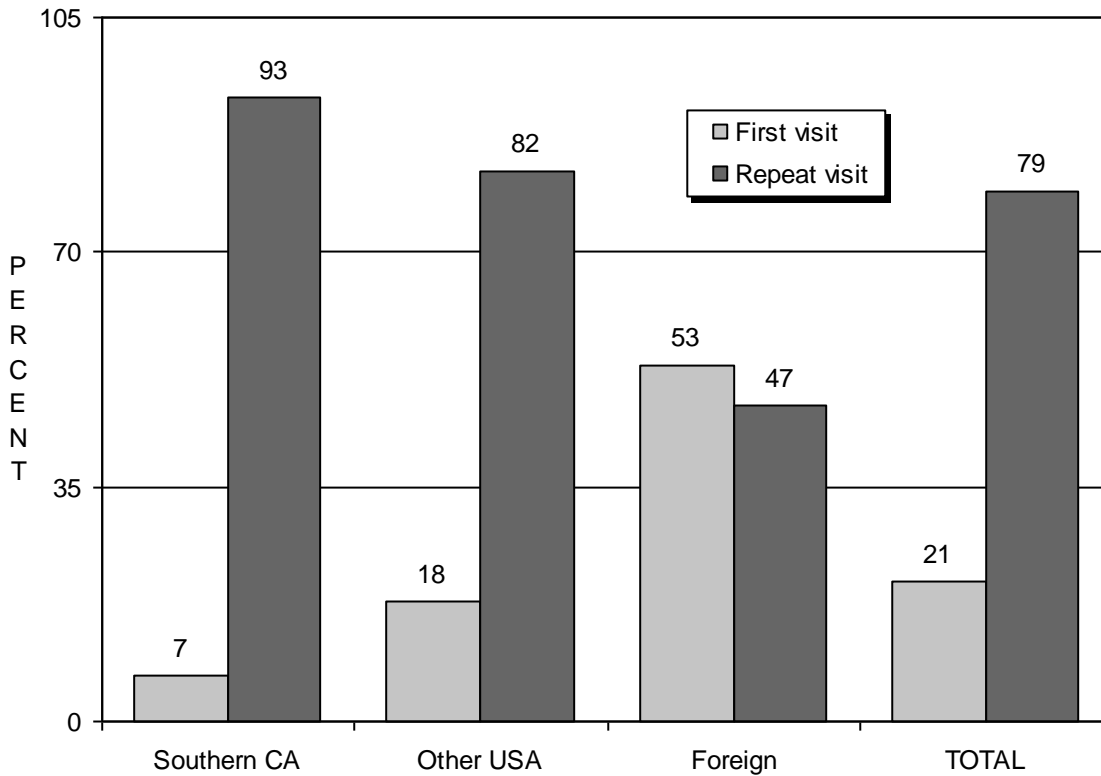
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2017. These questions will be rotated back into the questionnaire in Calendar Year 2018 and subsequently asked every other year. These questions are noted in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

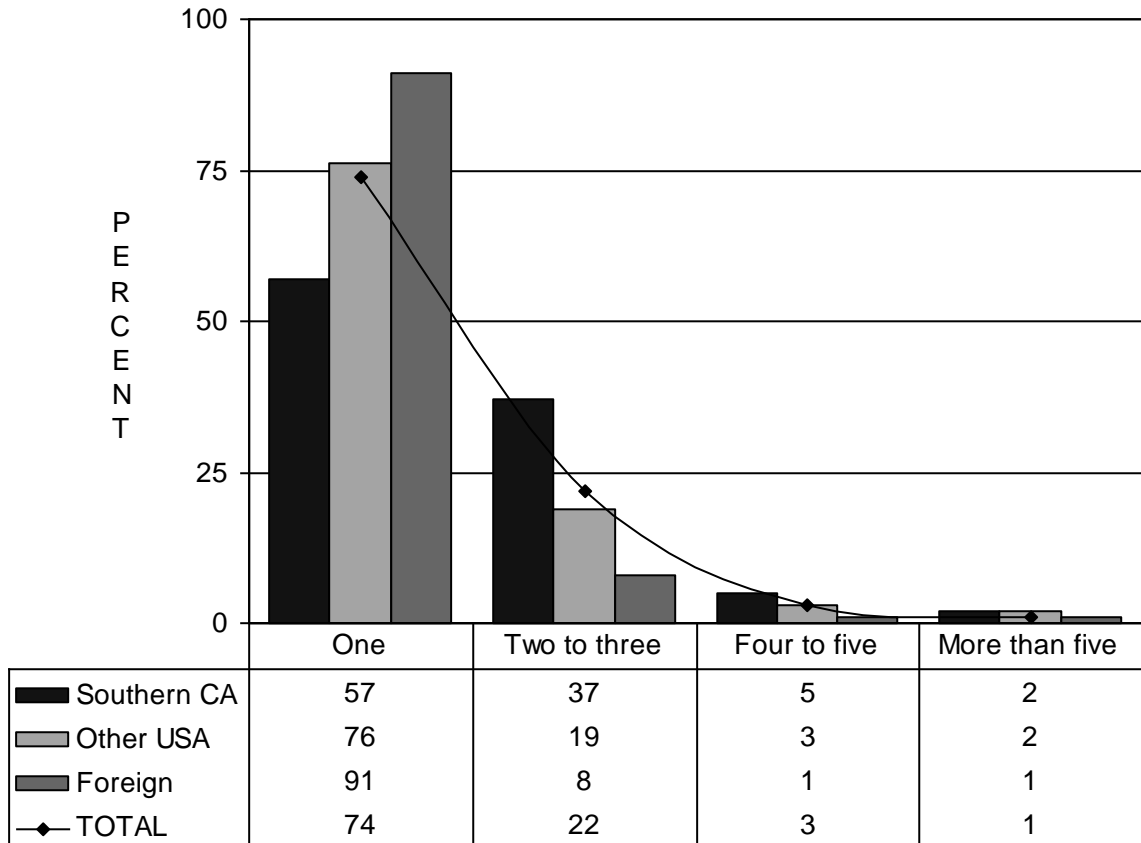
### REASONS FOR VISITING

FIGURE 1  
First Visit Vs. Repeat Visit



Southern California visitors (93%) were significantly more likely than other domestic visitors (82%) to say they had visited Las Vegas before, both were more likely than foreign visitors (47%) to be repeat visitors.

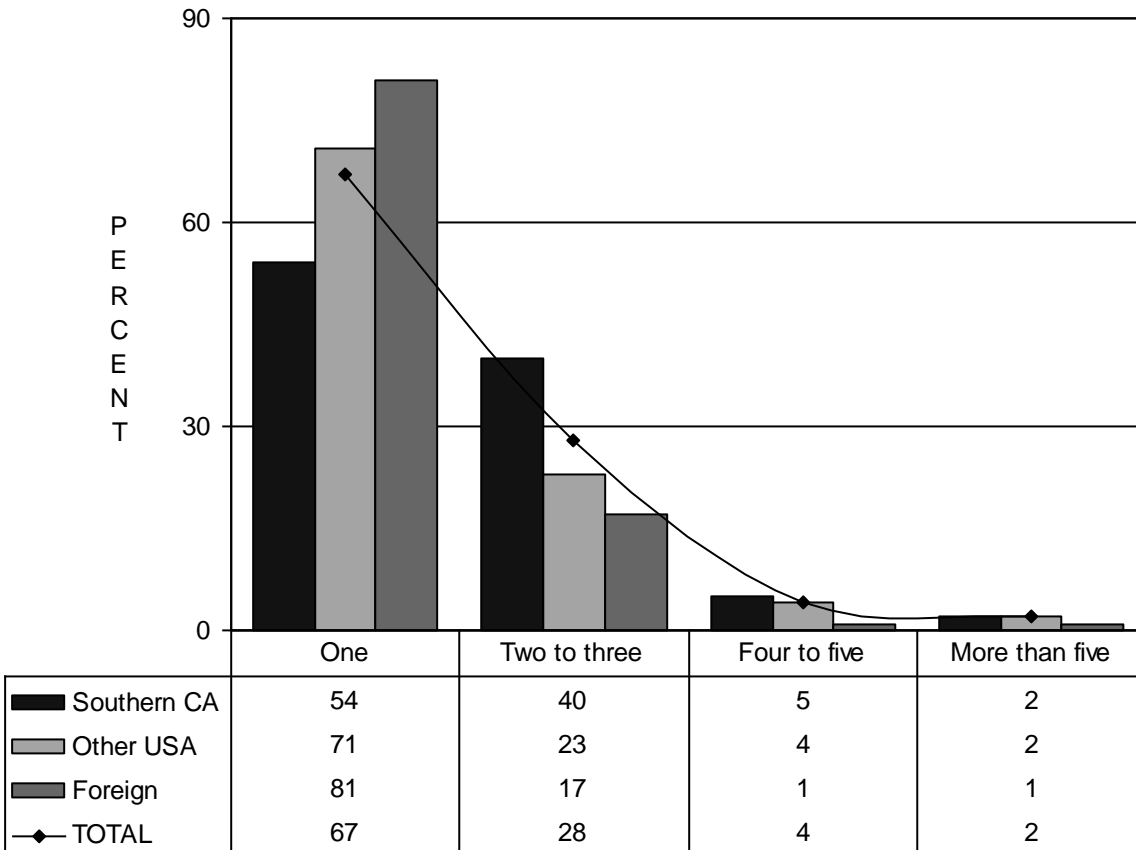
**FIGURE 2**  
Frequency Of Visits In Past Year  
(Among All Visitors)



(Means: Southern CA=1.8, Other USA=1.7, Foreign=1.2, TOTAL=1.6)

Forty-four percent (44%) of Southern California visitors visited Las Vegas more than once during the past year, compared to 24% of other domestic visitors, and 10% of foreign visitors. The average number of visits during the past year was higher for Southern California visitors (1.8 visits) and other U.S. visitors (1.7 visits), than for foreign visitors (1.2 visits).

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

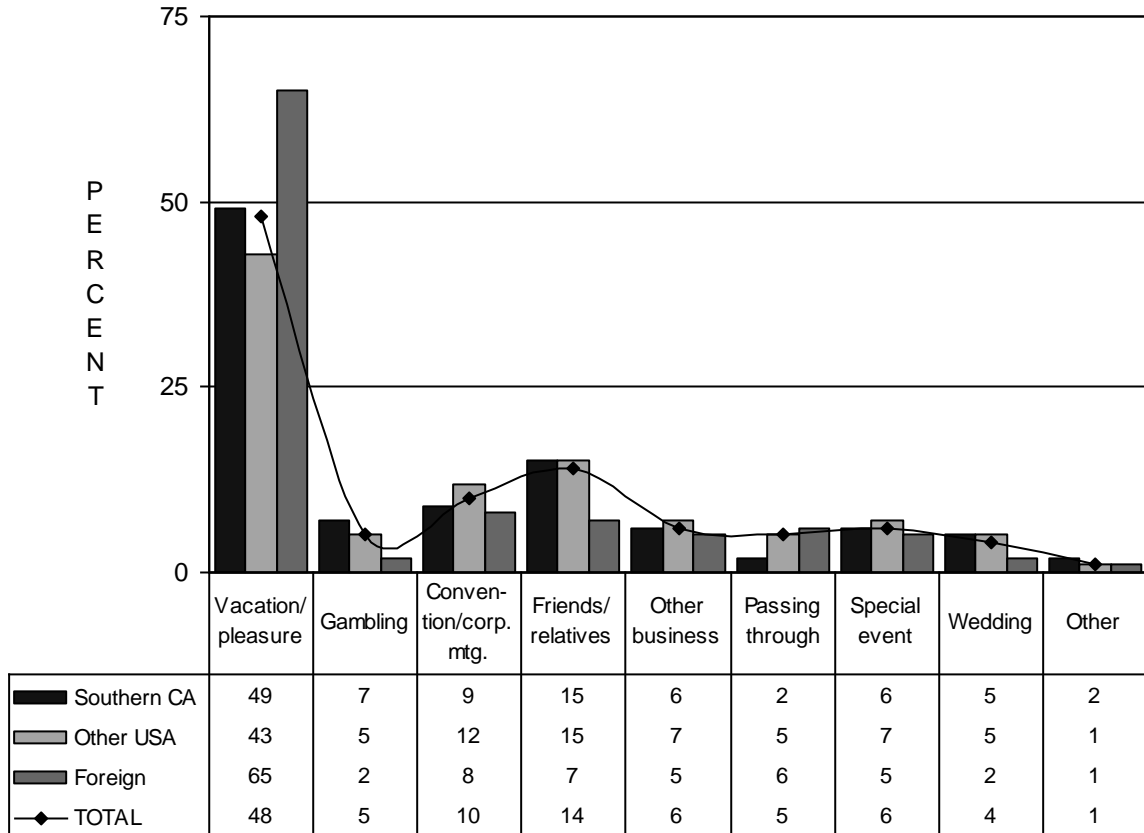


(Base Sizes: Southern CA=866, Other USA=1690, Foreign=276, TOTAL=2839)  
(Means: Southern CA=1.8, Other USA=1.8, Foreign=1.3, TOTAL=1.8)

Looking at the frequency of visits in the past year among returning visitors, 47% of Southern California visitors visited Las Vegas more than once, compared to 29% of other domestic visitors and 19% of foreign visitors. As a result, the average number of visits during the past year was higher for Southern California visitors and other domestic visitors (1.8 visits each) than for foreign visitors (1.3 visits).

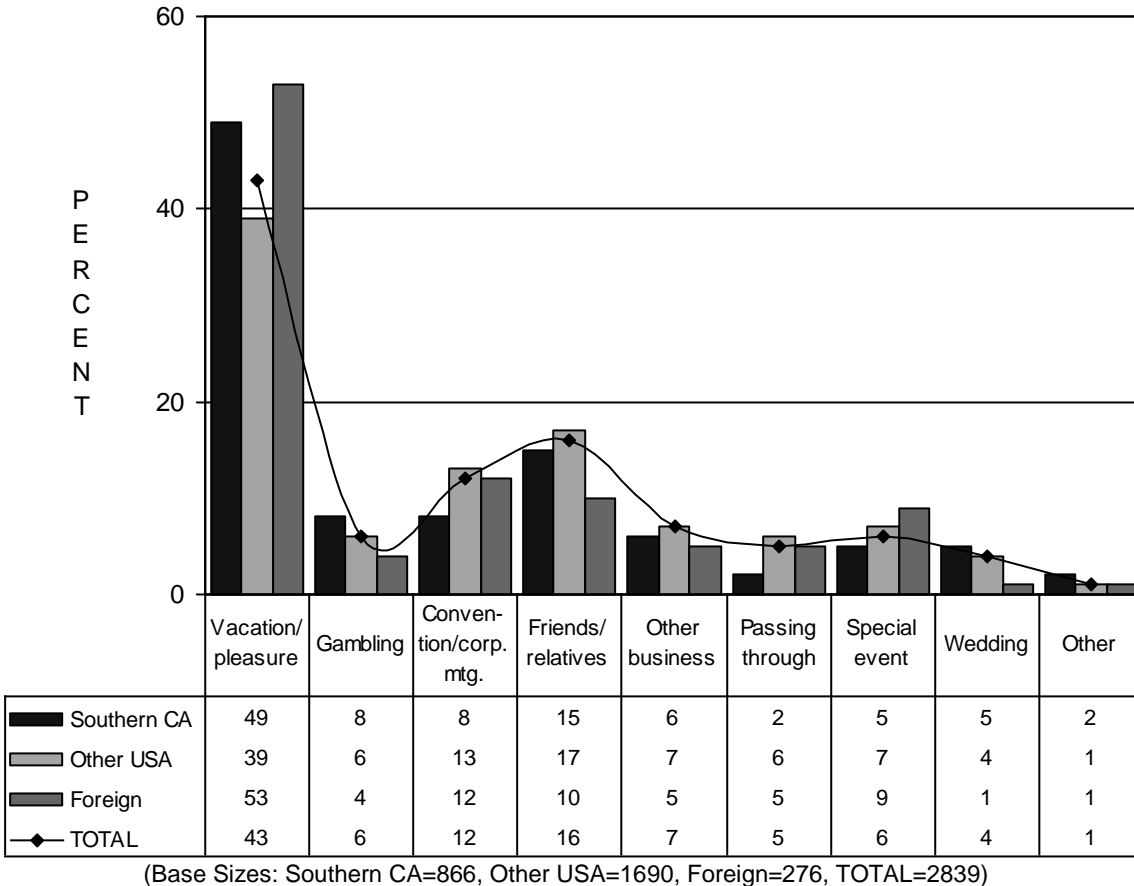


FIGURE 4  
Primary Purpose Of Current Visit  
(Among All Visitors)



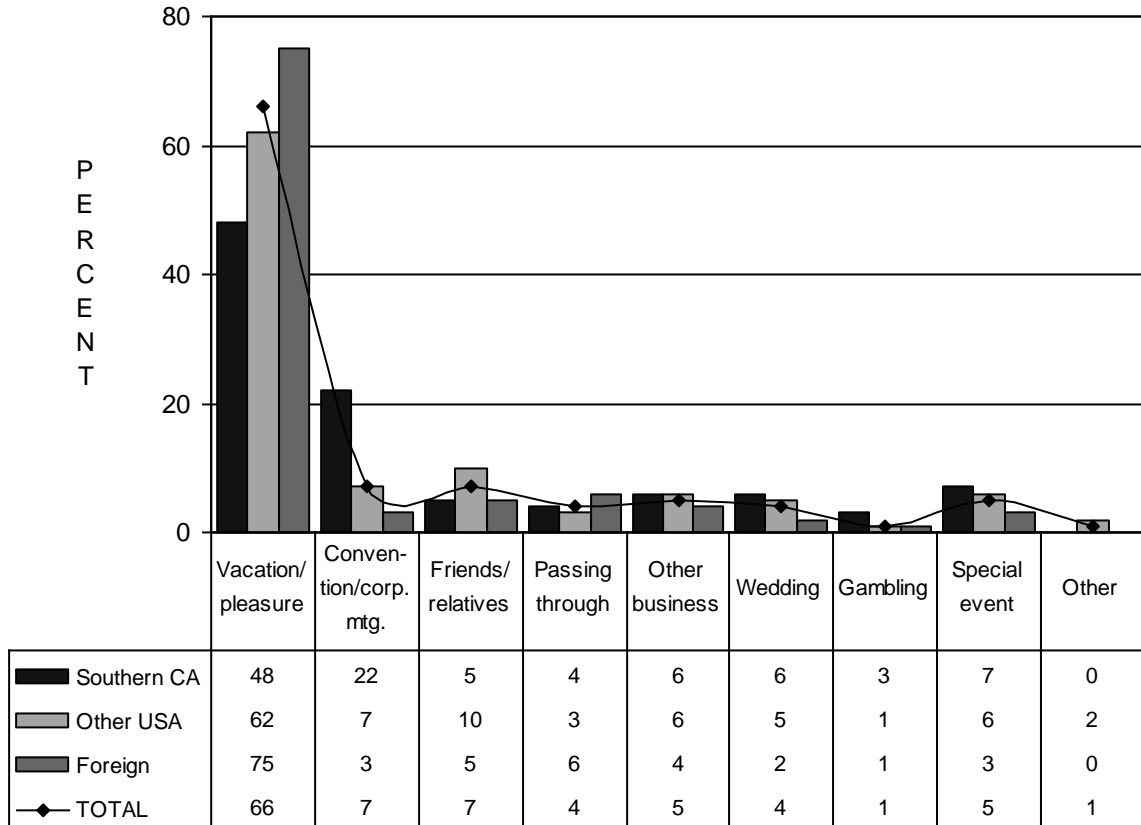
Looking at the primary purpose of the *current visit* among all visitors, foreign visitors (65%) were the most likely to say they were visiting Las Vegas for vacation or pleasure, followed by Southern California visitors (49%) and other domestic visitors (43%). Southern California and other Domestic visitors (15% each) were more likely to say they traveled to Las Vegas primarily to visit friends and relatives than foreign visitors (7%). Southern California visitors and other domestic visitors were also more likely to say they traveled to Las Vegas for a wedding than foreign visitors (5% each vs. 2%). Other domestic visitors (12%) were more likely than Southern California (9%) or foreign visitors (8%) to say they traveled to Las Vegas for a convention or corporate meeting.

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



Looking at repeat visitors' primary purpose for their *current visit*, foreign visitors (53%) and Southern California visitors (49%) were more likely to say they came to Las Vegas primarily for vacation or pleasure than other domestic visitors (39%). Southern California (15%) and other domestic visitors (17%) were more likely than foreign visitors (10%) to say they were visiting friends and relatives or visiting for a wedding (5% and 4% vs. 1% respectively). Other domestic visitors (13%) and foreign visitors (12%) were more likely than Southern California visitors (8%) to say they were attending a convention or corporate meeting.

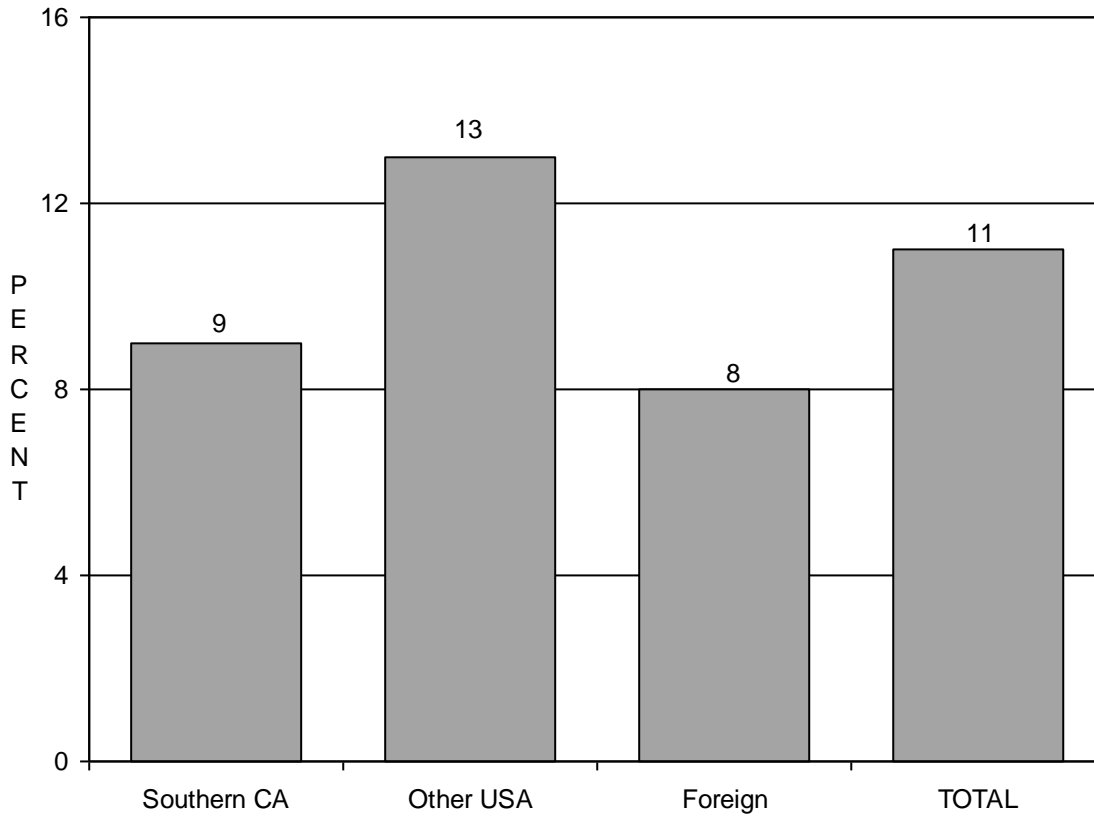
FIGURE 6  
Primary Purpose Of Current Visit  
(Among First-Time Visitors)



(Base Sizes: Southern CA=64, Other USA=381, Foreign=315, TOTAL=761)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit. Foreign visitors (75%) were more likely to say they came to Las Vegas for vacation or pleasure than Southern California (48%) or other domestic visitors (62%). Southern California visitors (22%) were more likely than other domestic visitors (7%) or foreign visitors (3%) to say the purpose of their trip was to attend a convention or corporate meeting. Other domestic visitors (10%) were more likely than foreign visitors (5%) to say they were visiting friends or relatives.

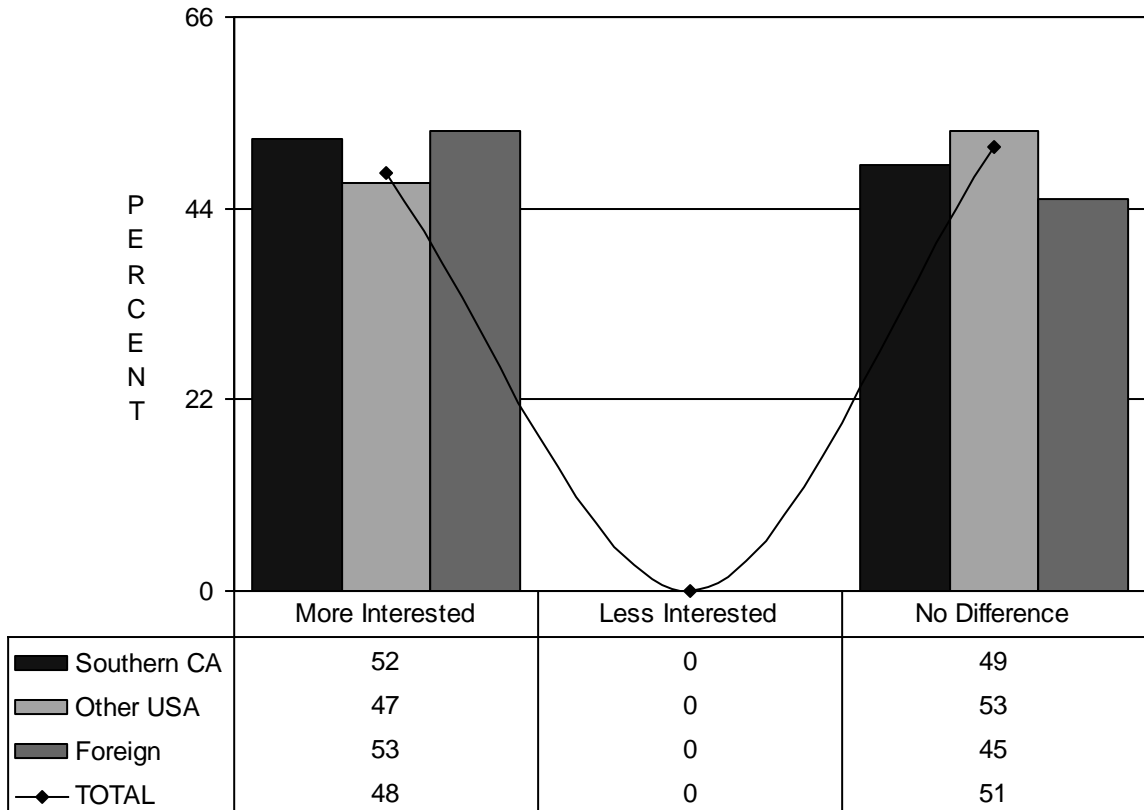
FIGURE 7  
Conventions/Trade Shows/Associations/Corporate Meetings



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. Eleven percent (11%) said they had, with other domestic visitors (13%) more likely to have done so than Southern California (9%) or foreign visitors (8%).

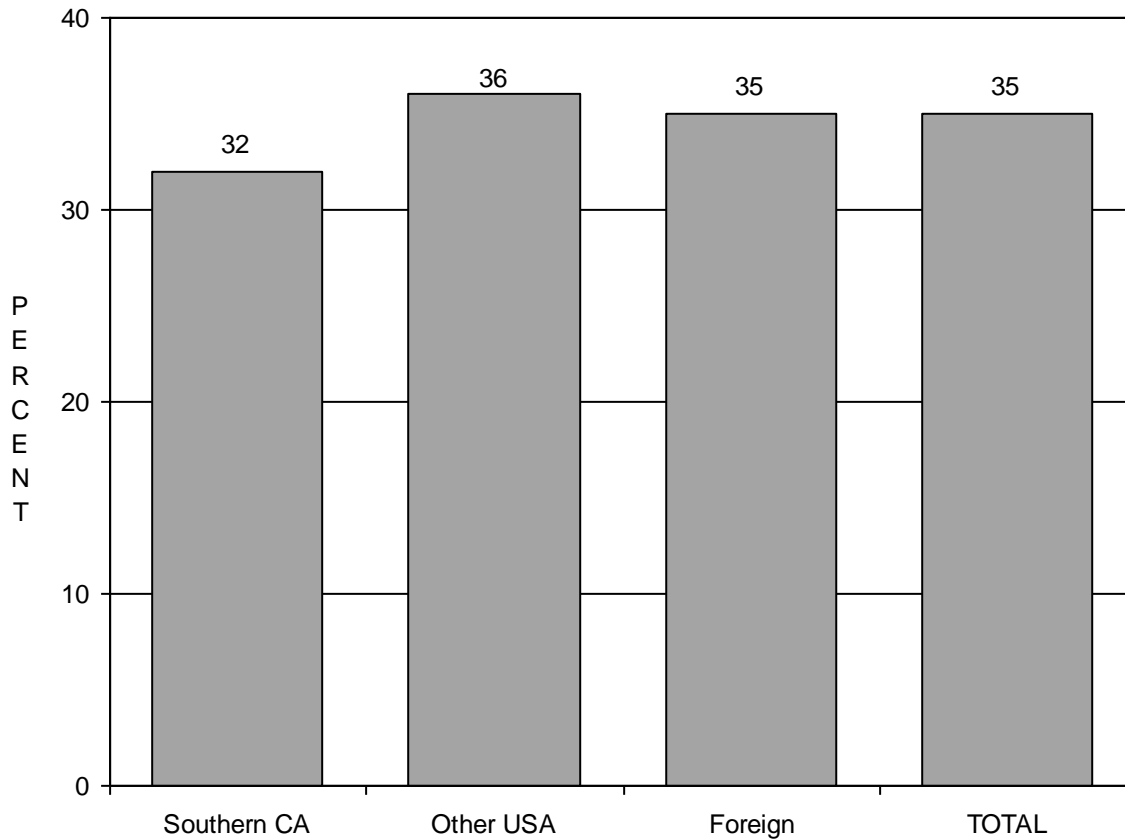
**FIGURE 8**  
Interest In Attending Conventions, Trade Shows, Associations Or  
Corporate Meetings In Las Vegas  
(Among Visitors Who Attended A Convention,  
Trade Show, Association Or Corporate Meeting)



(Base Sizes: Southern CA=83, Other USA=259, Foreign=45, 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. Overall, 48% of visitors said they would be more interested in attending if it was held in Las Vegas and 51% said it would make no difference. No visitor in 2017 said it would make them less interested in attending. There were no significant differences among the subgroups on this measure.

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)



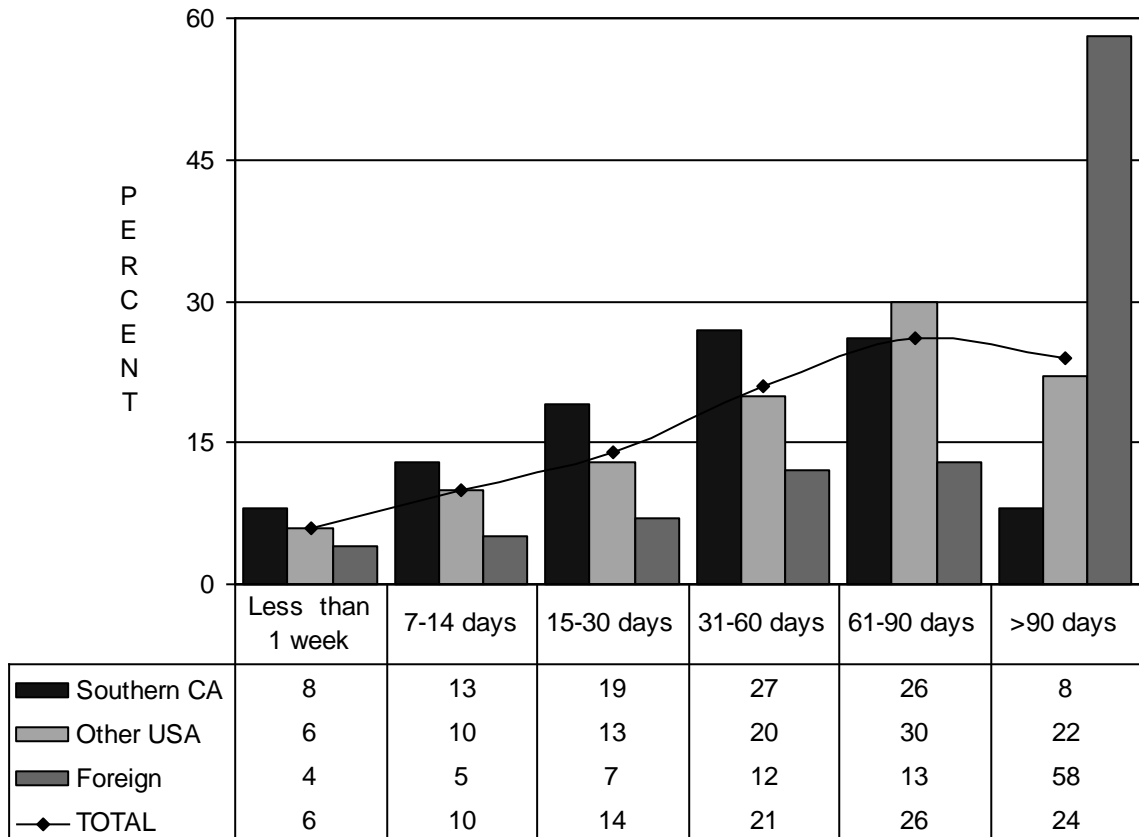
(Base Sizes: Southern CA=83, Other USA=259, Foreign=45, TOTAL=387)

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. There were no significant differences among the subgroups.

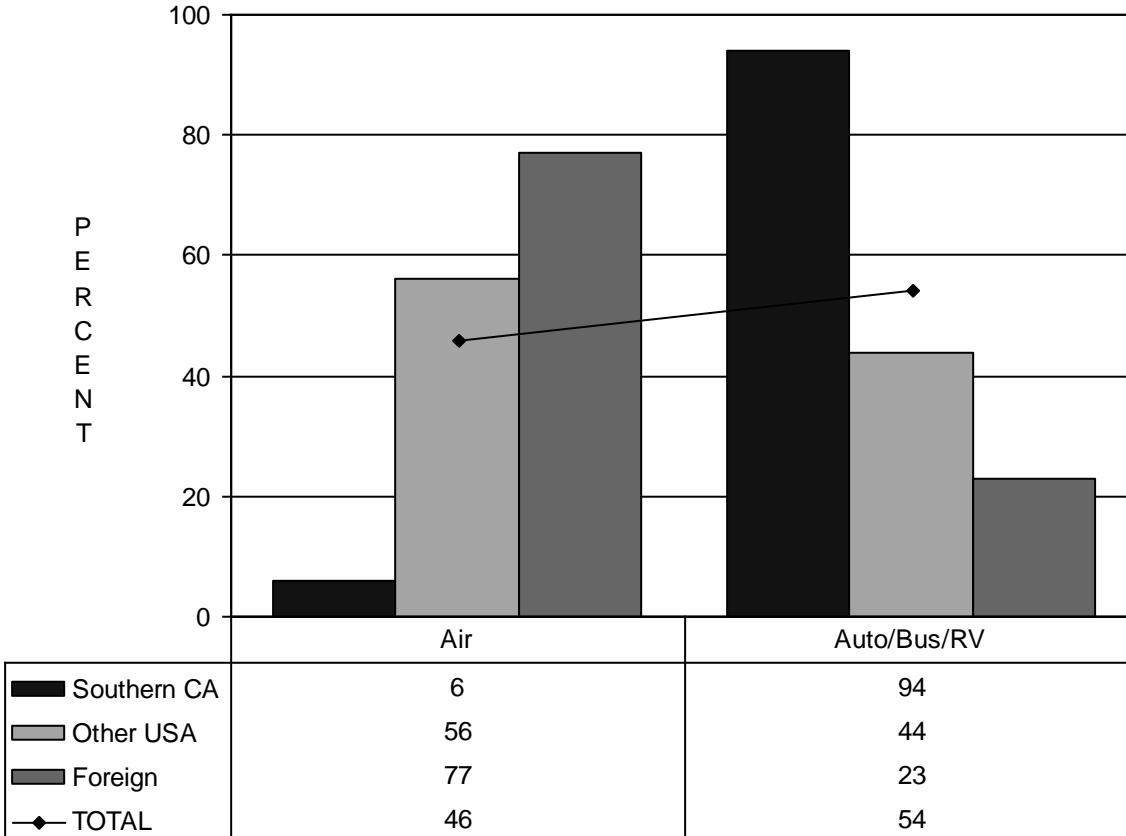
**TRAVEL PLANNING**

**FIGURE 10**  
Advance Travel Planning



Foreign visitors tended to plan their trips the farthest in advance, followed by other domestic visitors, while Southern California visitors tended to have the shortest advance planning time. For example, 58% of foreign visitors planned their trip to Las Vegas more than 90 days in advance, compared to a significantly lower 22% of other domestic visitors and then Southern California visitors (8%). In contrast, nearly one-third (32%) of visitors from Southern California planned their trip one week to one month ahead of time, compared to a significantly lower 23% of other domestic visitors and only 12% of foreign visitors.

FIGURE 11  
Transportation To Las Vegas

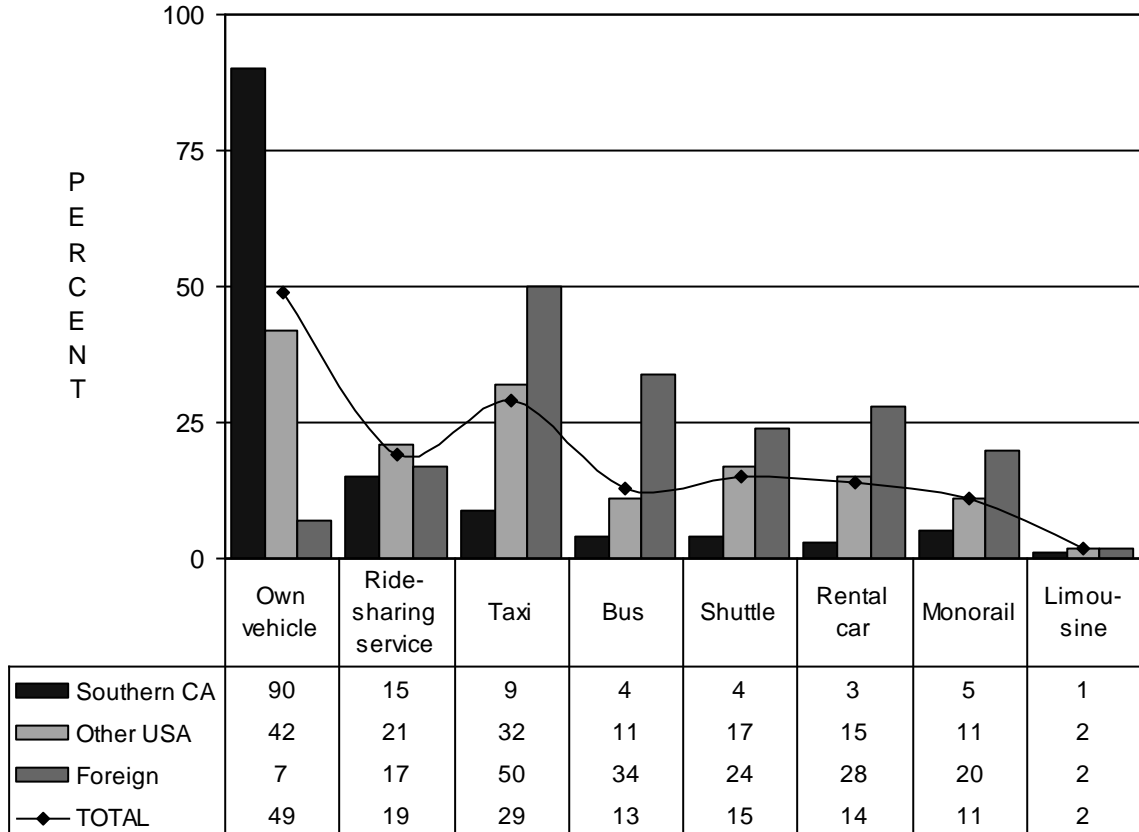


Southern California visitors (6%) were significantly less likely to have traveled to Las Vegas by air than other domestic visitors (56%). Foreign visitors at 77% were the most likely.

Southern California visitors (94%) were much more likely to have taken ground transportation to Las Vegas than other domestic visitors (44%), with foreign visitors (23%) the least likely.



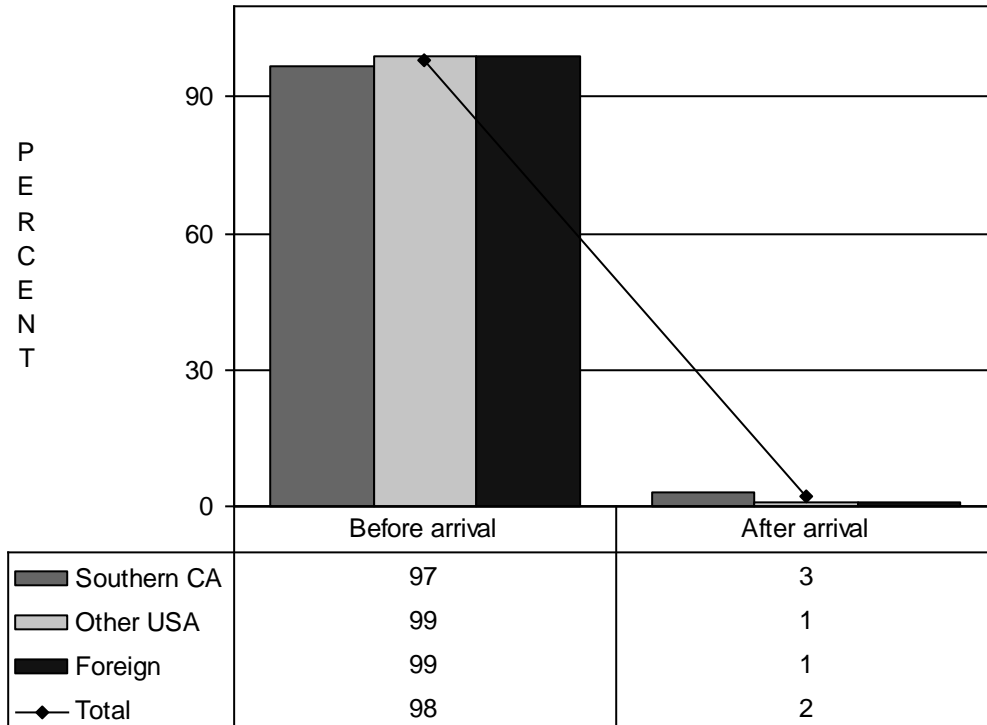
FIGURE 12  
Local Transportation



Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas. Southern California visitors were the most likely to have used their own vehicles (90%) — and were the least likely to have used other transportation methods. Other domestic visitors (42%) were also more likely to have used their own vehicle than foreign visitors (7%). Foreign visitors were the most likely to have taken a taxi (50%), used a local bus (34%), used a rental car (28%), used a hotel shuttle (24%), or taken the Monorail (20%). Other domestic visitors (21%) were more likely than Southern California (15%) or foreign visitors (17%) to say that they had used a ride-sharing service.

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

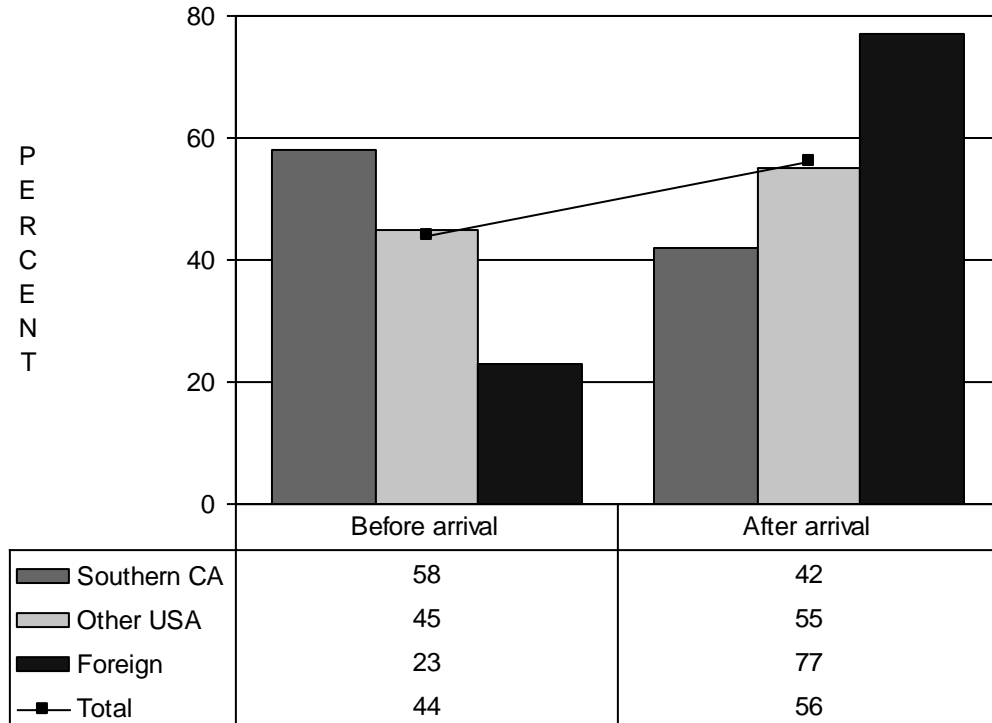


(Base Sizes: Southern CA=966, Other USA=1947, Foreign=677, TOTAL=3597)

The vast majority of visitors (98%) decided where to stay before arriving in Las Vegas. Those visiting from Southern California (3%) were more likely than other domestic visitors or foreign visitors (1% each) to say they decided where to stay after they arrived.

\* 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)

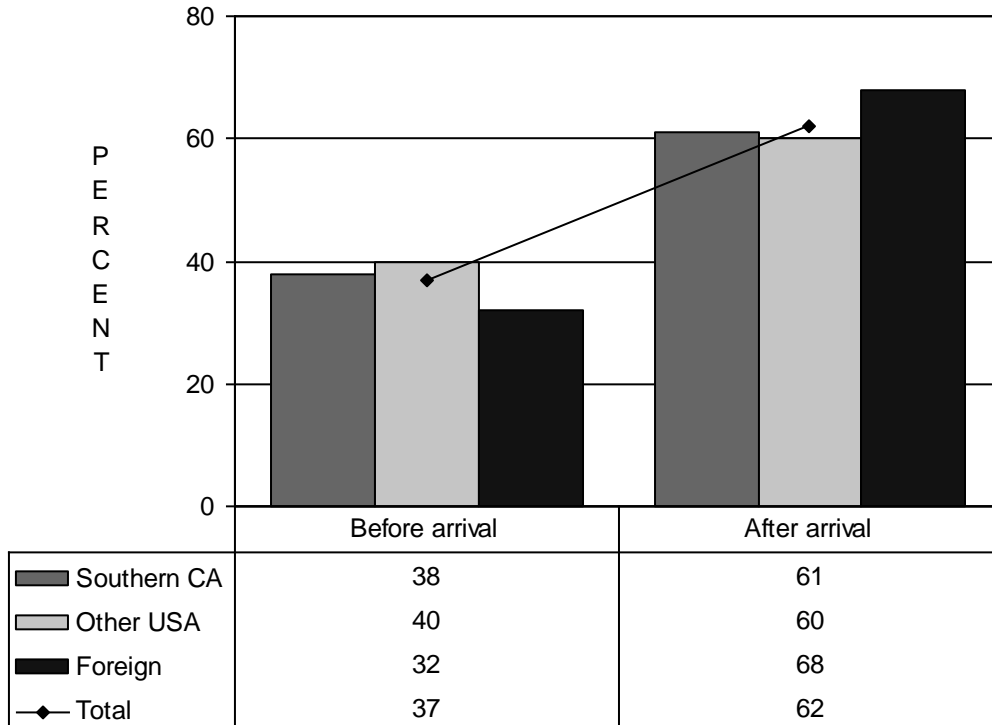


(Base Sizes: Southern CA=650, Other USA=1346, Foreign=482, TOTAL=2483)

Among those who gambled while in Las Vegas, Southern California visitors (58%) were significantly more likely than all others — and other domestic visitors (45%) more likely than foreign visitors (23%) — to say they decided where to gamble before arriving in Las Vegas.

\* 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)

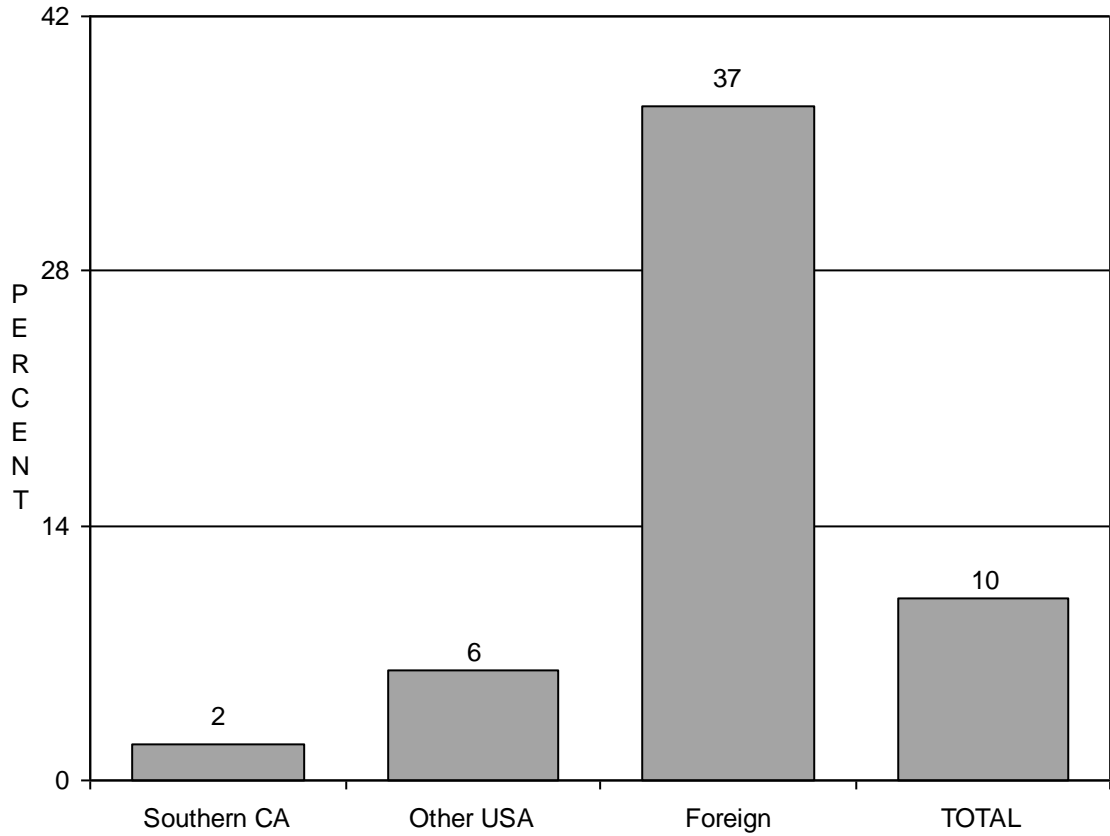


(Base Sizes: Southern CA=402, Other USA=990, Foreign=468, TOTAL=1865)

More than one-third of those who saw shows in Las Vegas (37%) said they decided which shows to see before their arrival, while just over six in ten (62%) decided after they arrived. Foreign visitors (68%) were most likely to say that they decided which shows to see after arriving in Las Vegas.

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

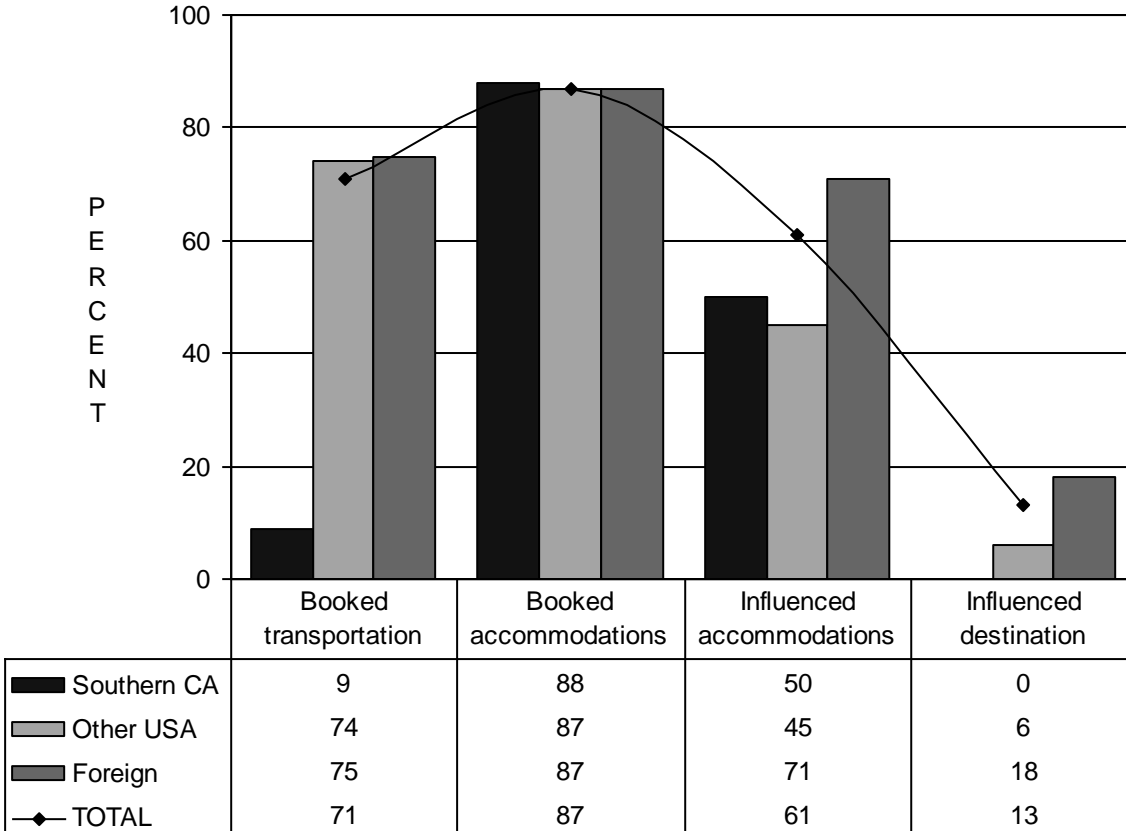
FIGURE 16  
Travel Agent Assistance



Only "yes" responses are reported in this figure.

Foreign visitors (37%) were far more likely to have used a travel agent than other domestic visitors (6%), who in turn were more likely to have used a travel agent than visitors from Southern California (2%).

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

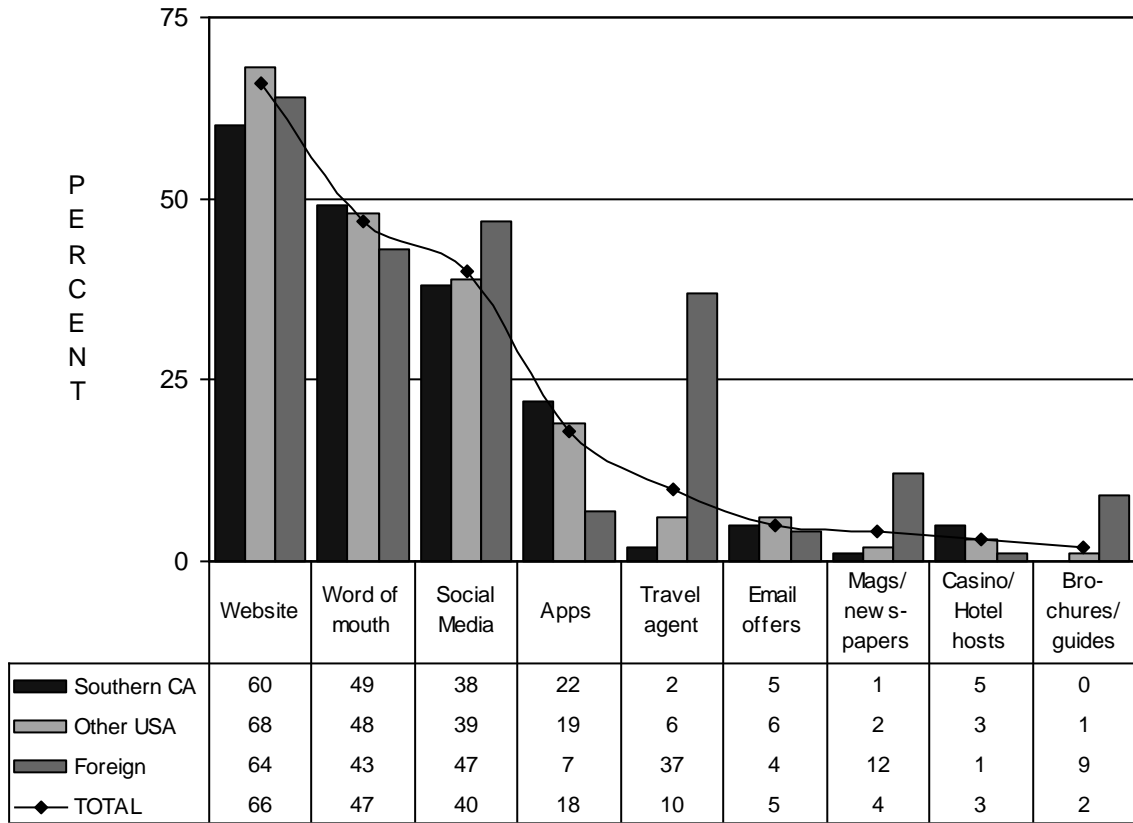


Multiple responses permitted  
Caution small sample sizes  
(Base Sizes: Southern CA=17\*, Other USA=120, Foreign=219, TOTAL=355)

Among those visitors who used a travel agent to plan their trip to Las Vegas, seven in ten (71%) said the travel agent booked their transportation, while nearly nine in ten (87%) said the agent booked their accommodations and six in ten (61%) said the travel agent influenced their choice of accommodations. Foreign visitors (75%) and other domestic visitors (74%) were more likely to say the travel agent booked their transportation than Southern California visitors (9%). Foreign visitors were more likely than other domestic visitors to say the travel agent influenced their choice of accommodations (71% vs. 45%) or influenced their decision to visit Las Vegas (18% vs. 6%).

\* Note extremely small base size for Southern California visitors.

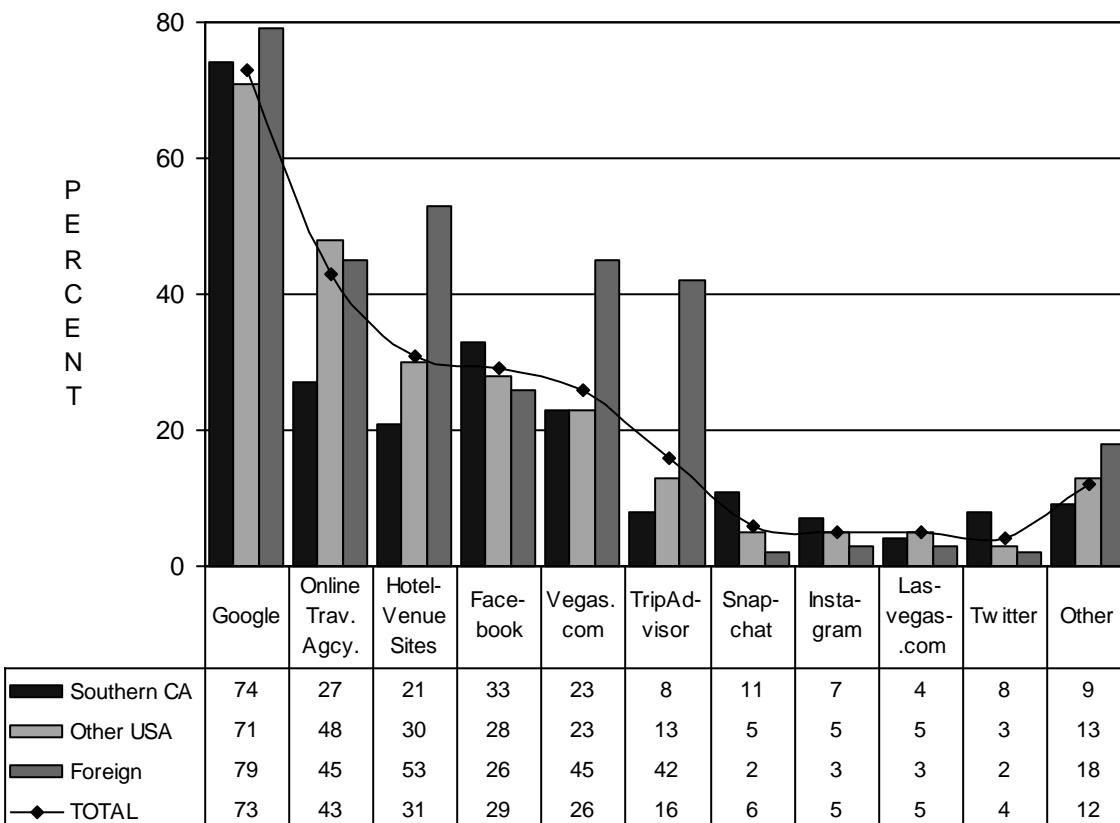
FIGURE 18  
Tools Used In Planning Trip To Las Vegas



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%), while nearly one-half (47%) said they relied on word of mouth. Other domestic visitors (68%) were more likely than Southern California visitors (60%) or foreign visitors (64%) to say they had used a website in planning their trip. Foreign visitors were the most likely to say they used social media (47%), a travel agent (37%), magazines or newspapers (12%), or printed brochures or travel guides (9%) in planning their trip to Las Vegas.

**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)

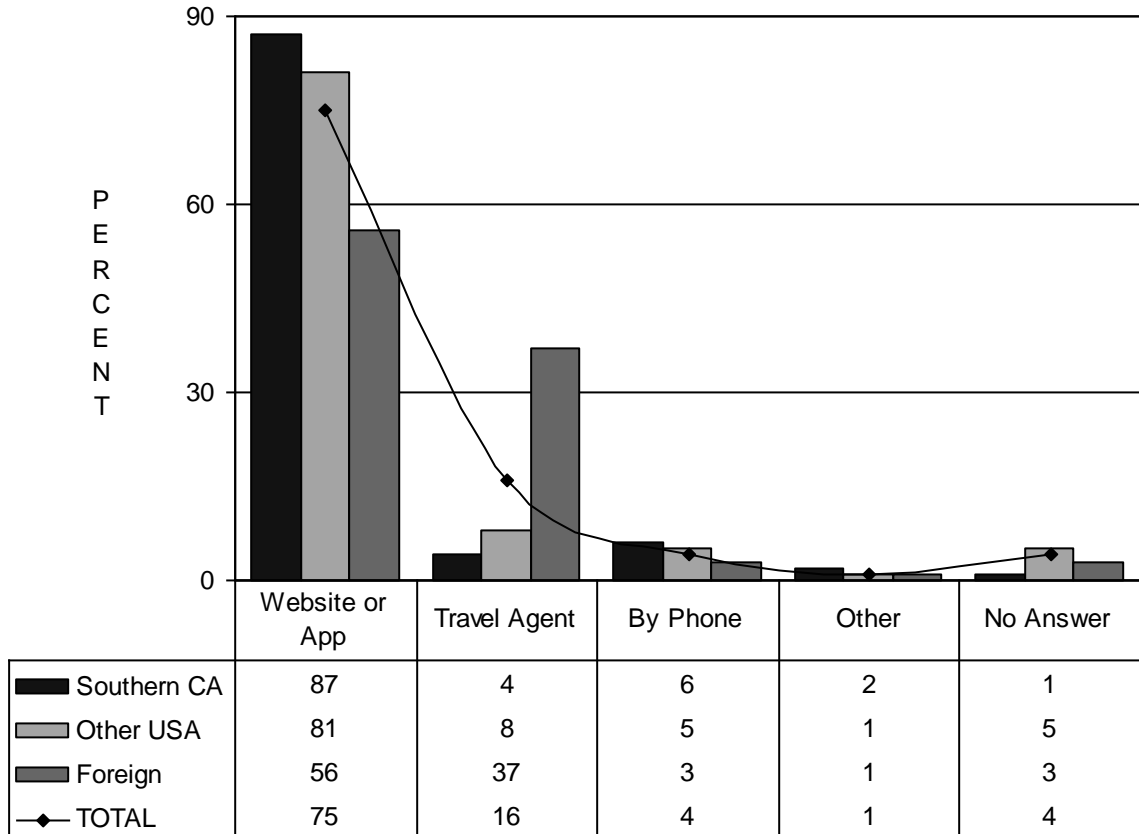


Multiple responses permitted  
(Base Sizes: Southern CA=605, Other USA=1482, Foreign=396, TOTAL=2488)

Visitors who said they used a website, social media, or apps in planning their trip (over two-thirds of all visitors) were asked which social media or travel review apps they used. Nearly three-quarters (73%) said they used Google, while over four in ten (43%) said they consulted reviews at online travel agencies. Foreign visitors (79%) were more likely than other domestic visitors (71%) to say that they used Google. Foreign visitors were the most likely, and Southern California visitors the least likely, to say they consulted reviews at hotel venue sites (53% vs. 30% for other domestic visitors and 21% for Southern California visitors) or used TripAdvisor (42% vs. 13% vs. 8% respectively). Foreign visitors (45%) were also the most likely to say they used Vegas.com. Southern California visitors (11%) were the most likely to say they used Snapchat, while other domestic visitors (5%) were also more likely than foreign visitors (2%) to give this response. Southern California visitors (8%) were also the most likely to say that they used Twitter in planning their trip.



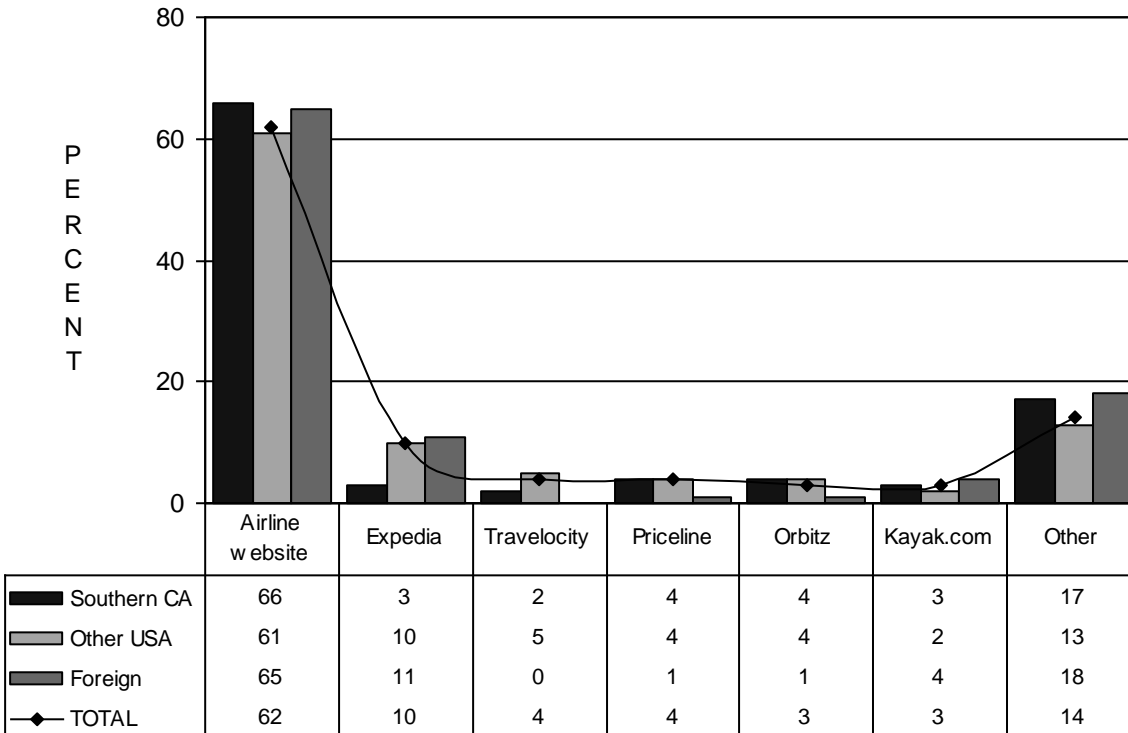
FIGURE 20  
How Booked Flight To Las Vegas



(Base Sizes: Southern CA=55, Other USA=1158, Foreign=456, 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 or an app. Sixteen percent (16%) said they used a travel agent, and 4% said they booked their flight by phone. Southern California visitors (87%) and other domestic visitors (81%) were more likely than foreign visitors (56%) to say they booked their flight using a website or app. Foreign visitors (37%) were the most likely to say they used a travel agent to book their flight, while other domestic visitors (8%) were also more likely than Southern California visitors (4%) to give this response.

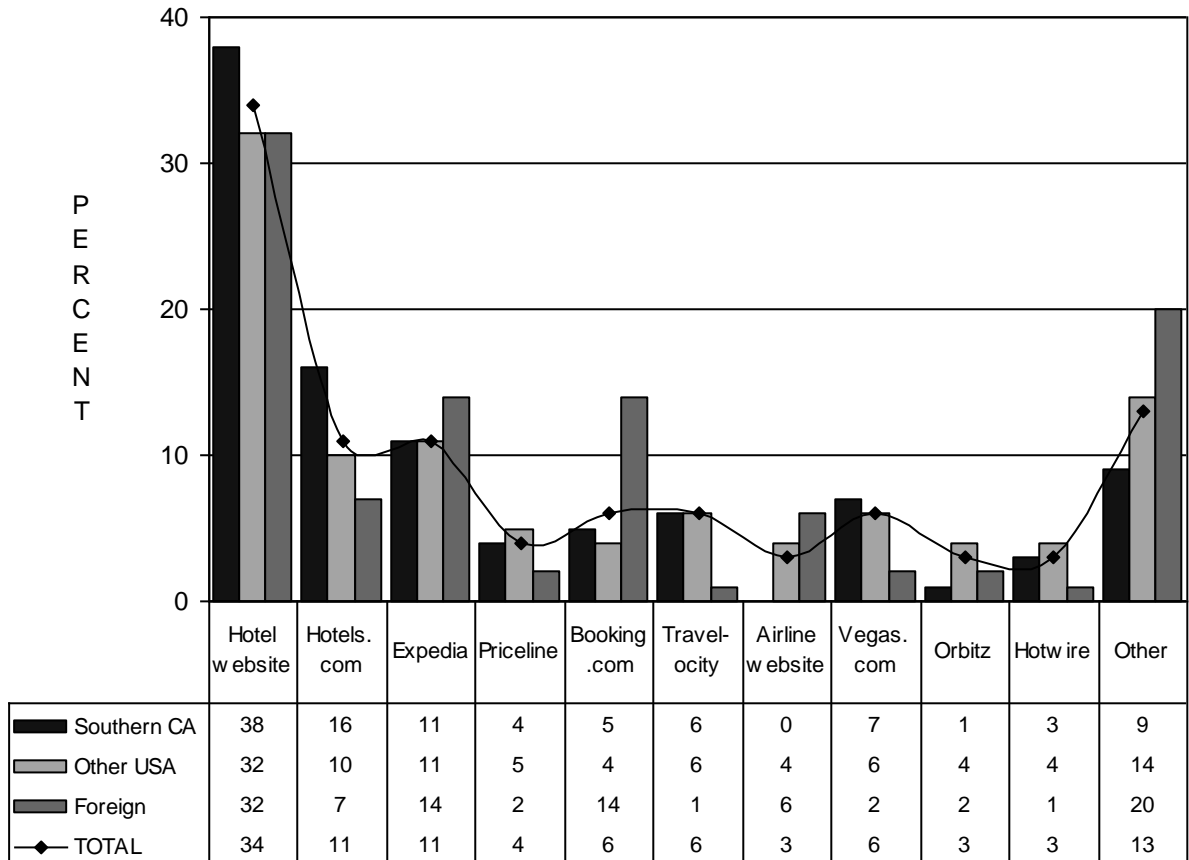
**FIGURE 21**  
**Website Or App Used To Book Flight**  
(Among Those Who Booked Their Flight To Las Vegas Online)



(Base Sizes: Southern CA=48, Other USA=943, Foreign=256, TOTAL=1249)

Among those visitors who said they used a website or app to book their flight to Las Vegas, more than six in ten (62%) used an airline website. Ten percent (10%) used Expedia, while 4% each used Travelocity or Priceline. Foreign visitors (11%) and other domestic visitors (10%) were more likely than Southern California visitors (3%) to have used Expedia. Other domestic visitors were more likely than foreign visitors to have used Priceline (4% vs. 1%), Travelocity (5% vs. 0%), or Orbitz (4% vs. 1%).

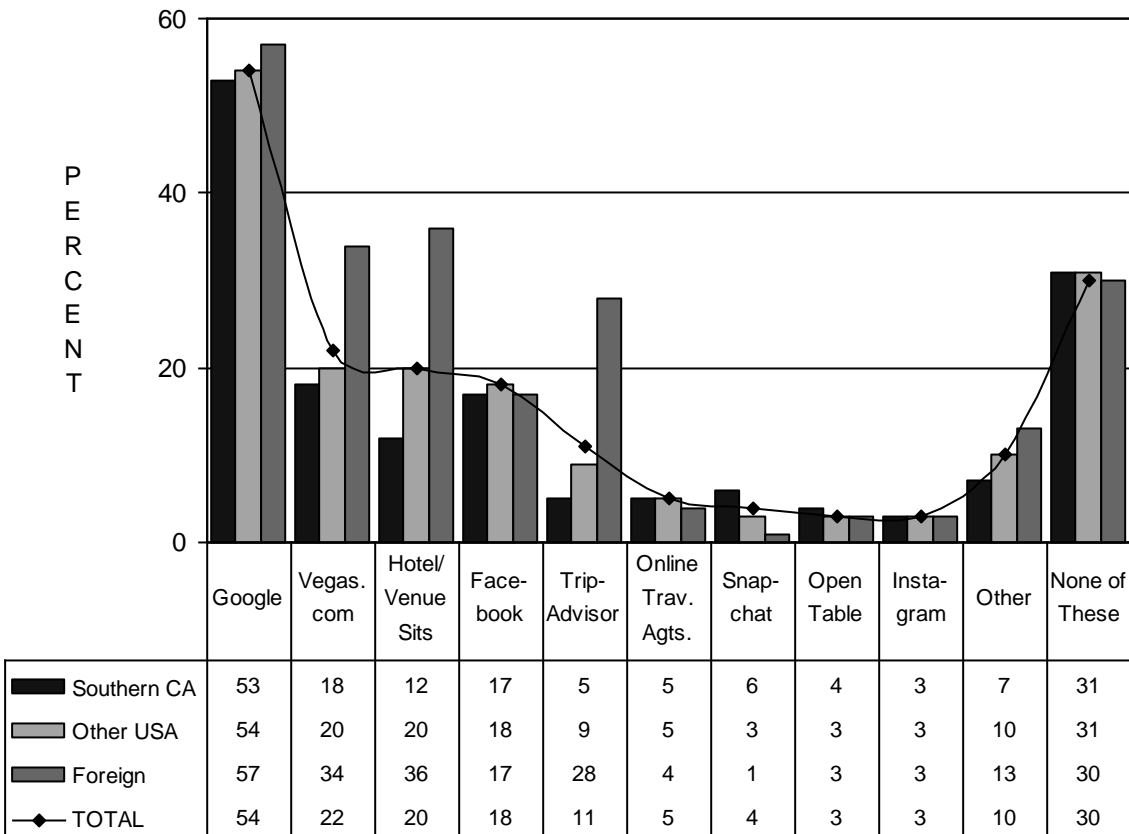
**FIGURE 22**  
Website Or App Used To Book Accommodations  
(Among Those Who Booked Their Accommodations Online)



(Base Sizes: Southern CA=505, Other USA=1238, Foreign=283, TOTAL=2031)

Southern California visitors (16%) were the most likely to have used Hotels.com to book their accommodations, while foreign visitors (14%) were the most likely to have used Booking.com. Foreign visitors (6%) and other domestic visitors (4%) were more likely than Southern California visitors (less than 1%) to have used an airline website. Other domestic visitors were more likely than foreign visitors to have used Vegas.com (6% vs. 2%), Travelocity (6% vs. 1%), Priceline (5% vs. 2%), or Hotwire (4% vs. 1%).

FIGURE 23  
Social Media Apps Or Websites Used To Plan Activities In Las Vegas

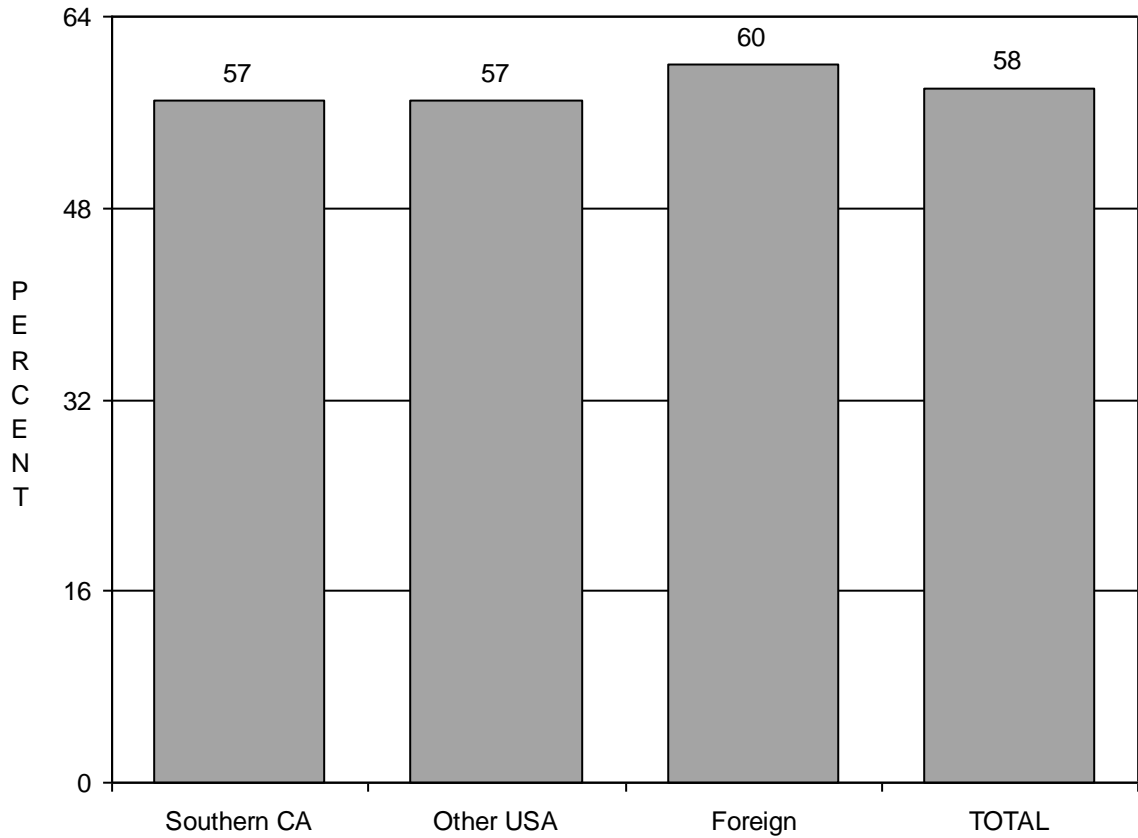


Multiple responses permitted

Visitors were asked whether they used social media apps or websites to plan their activities in Las Vegas and, if so, which ones. Three in ten visitors (30%) said that they did not use social media apps or sites to plan their activities.

Foreign visitors were the most likely to have used a variety of social media apps and websites, including Vegas.com (34%) and TripAdvisor (28%), and to say they consulted reviews at hotel or show venue sites (36%). Other domestic visitors were also more likely than Southern California visitors to have consulted reviews at hotel and show venue sites (20% vs. 12%) and to have used TripAdvisor (9% vs. 5%). Southern California visitors (6%) were the most likely to say they had used Snapchat during their visit, while other domestic visitors (3%) were also more likely than foreign visitors (1%) to say they used Snapchat.

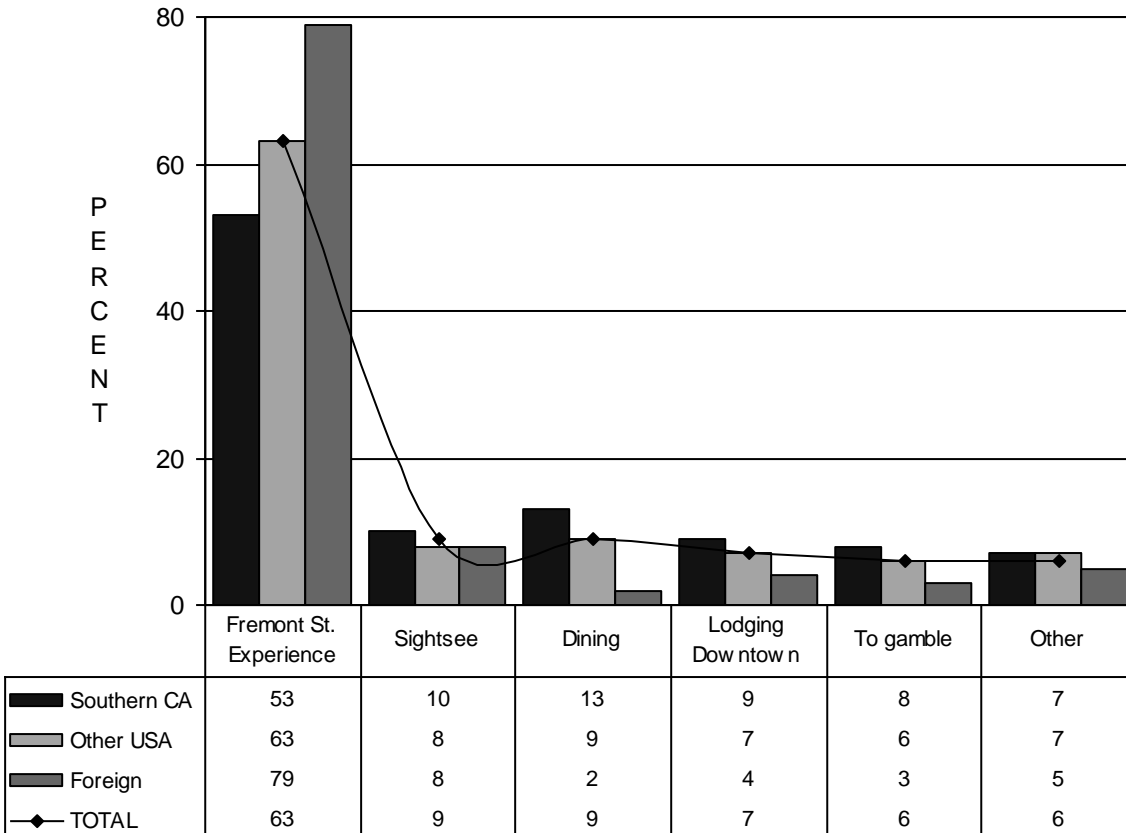
FIGURE 24  
Whether Visited Downtown Las Vegas On This Trip



Only "yes" responses are reported in this figure.

Visitors were asked whether they had visited Downtown Las Vegas. In 2017, nearly six in ten (58%) said they had. There were no significant differences among the subgroups.

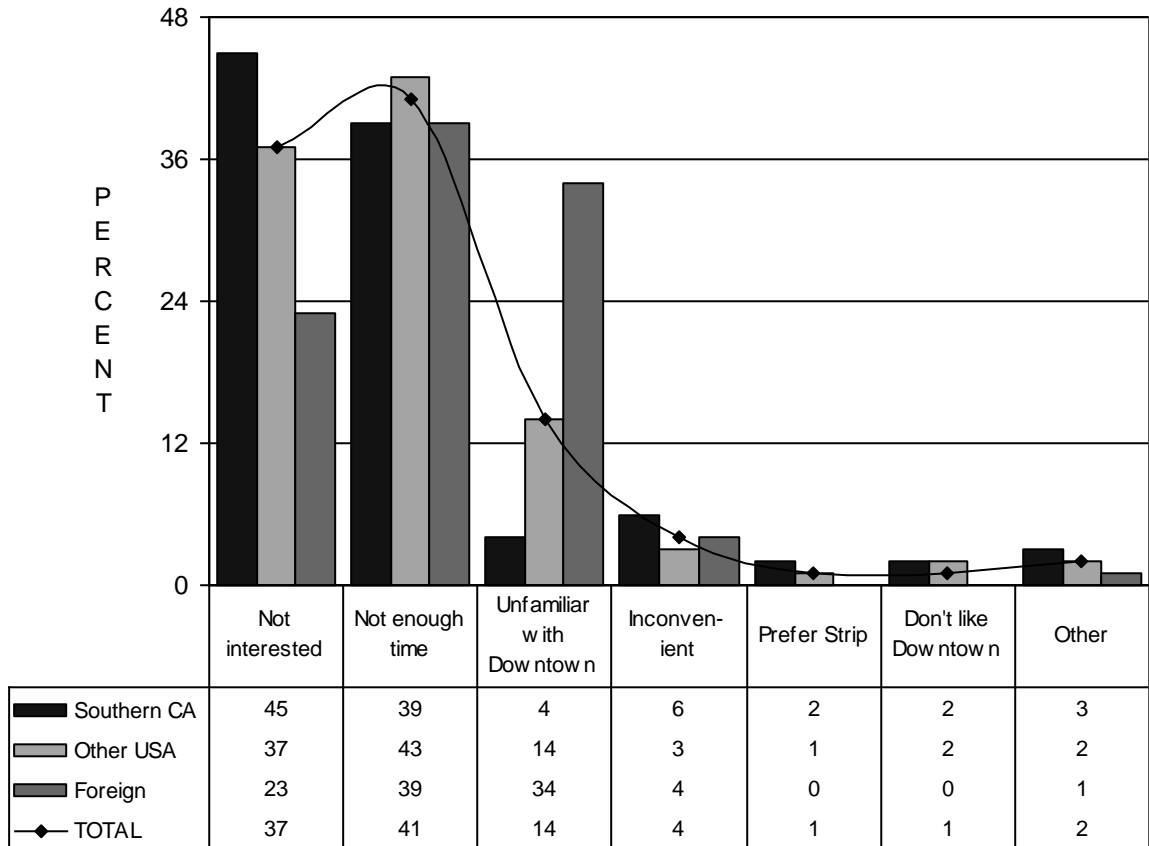
**FIGURE 25**  
Main Reason For Visiting Downtown Las Vegas  
(Among Those Who Visited Downtown)



(Base Sizes: Southern CA=530, Other USA=1180, Foreign=354, TOTAL=2070)

People who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so. Foreign visitors (79%) were far more likely than other domestic visitors (63%), who in turn were more likely than Southern California visitors (53%), to say they visited Downtown primarily to see the Fremont Street Experience. Southern California and other domestic visitors were more likely than foreign visitors to say they came Downtown to dine (13% and 9% vs. 2% respectively), to gamble (8% and 6% vs. 3%), or to say that they were lodging Downtown (9% and 7% vs. 4%).

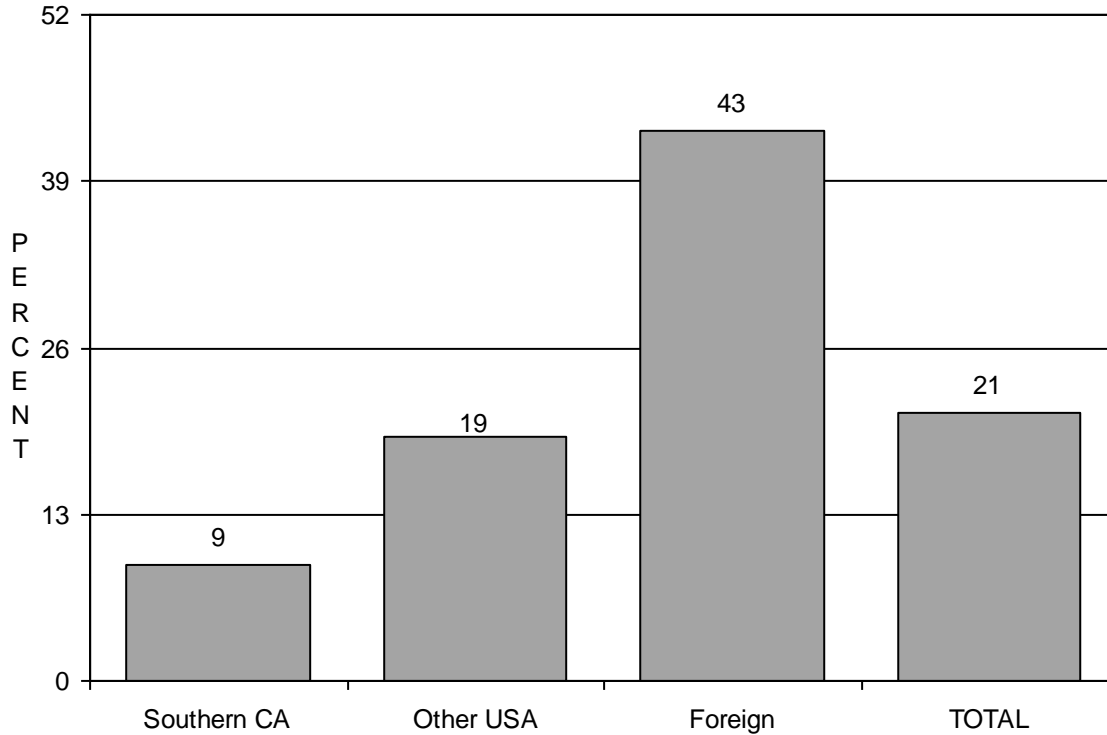
**FIGURE 26**  
Main Reason For Not Visiting Downtown Las Vegas  
(Among Those Who Did Not Visit Downtown)



(Base Sizes: Southern CA=401, Other USA=891, Foreign=237, TOTAL=1528)

Visitors who did not visit Downtown were asked why they did not. Southern California visitors (45%) were the most likely to say they had no interest in visiting the Downtown area, followed by other domestic visitors (37%), who in turn were more likely than foreign visitors (23%) to give this response. Foreign visitors (34%) were the most likely to cite a lack of familiarity with the Downtown area, followed by domestic visitors from outside Southern California (14%), then Southern California visitors (4%).

FIGURE 27  
Visits To Nearby Places\*

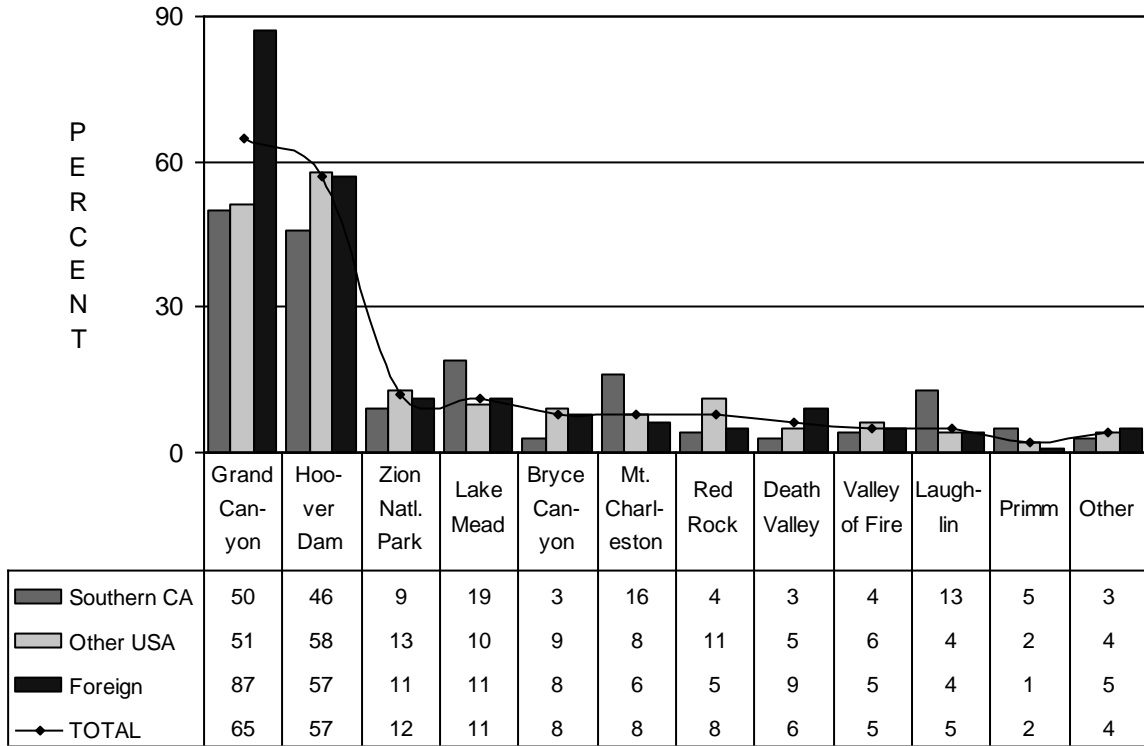


Visitors were asked if they visited nearby places. Foreign visitors (43%) were significantly more likely than others — and other domestic visitors (19%) more likely than Southern California visitors (9%) — to visit nearby places.

\* Only "yes" responses are reported in this chart.  
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)



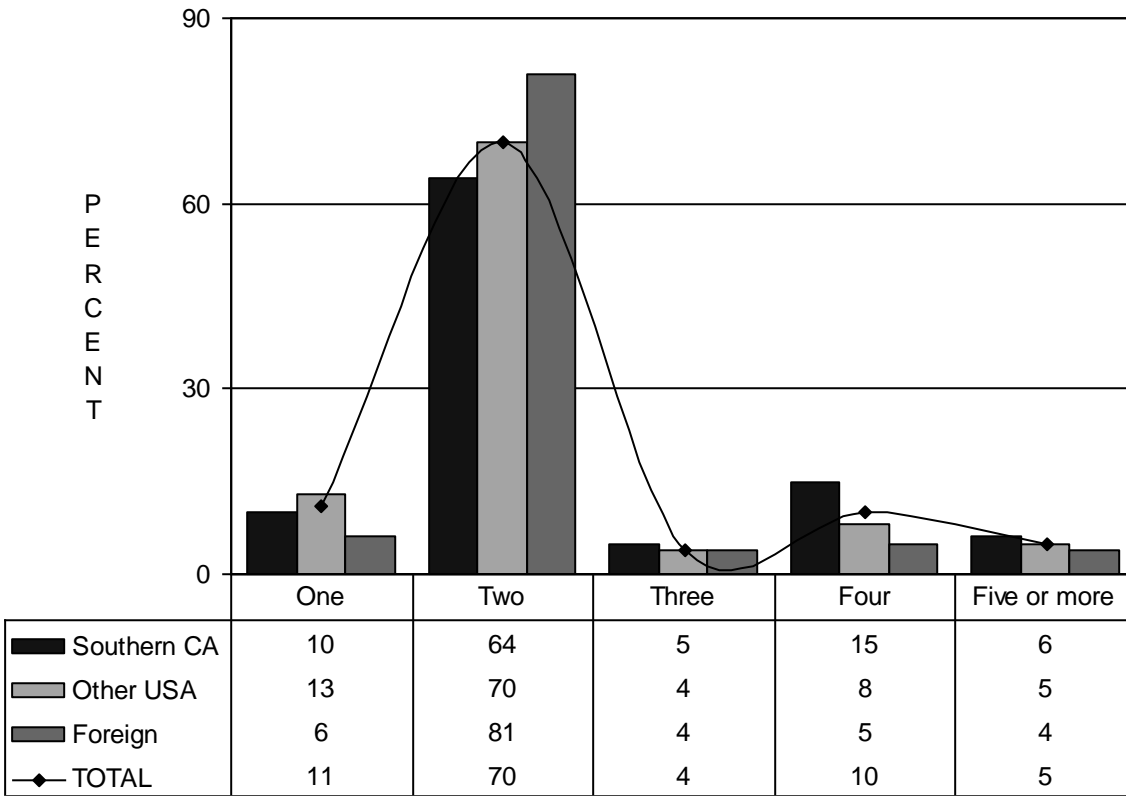
Multiple responses permitted.  
(Base Sizes: Southern CA=86, Other USA=369, Foreign=291, TOTAL=746)

Among those who visited nearby places, foreign visitors (87%) were far more likely to have visited the Grand Canyon than Southern California visitors (50%) and other domestic visitors (51%). Foreign visitors (9%) were also the most likely to have visited Death Valley. Other domestic visitors (11%) were more likely than Southern California visitors (4%) or foreign visitors (5%) to have visited Red Rock. They were also the more likely to have visited Bryce Canyon than Southern California visitors (9% vs. 3%). Southern California visitors (13%) were more likely than other domestic visitors or foreign visitors (4% each) to have visited Laughlin.

\* Multiple responses were permitted.  
These results are from 2016. This question is asked every other year and was not asked in 2017.

## TRIP CHARACTERISTICS AND EXPENDITURES

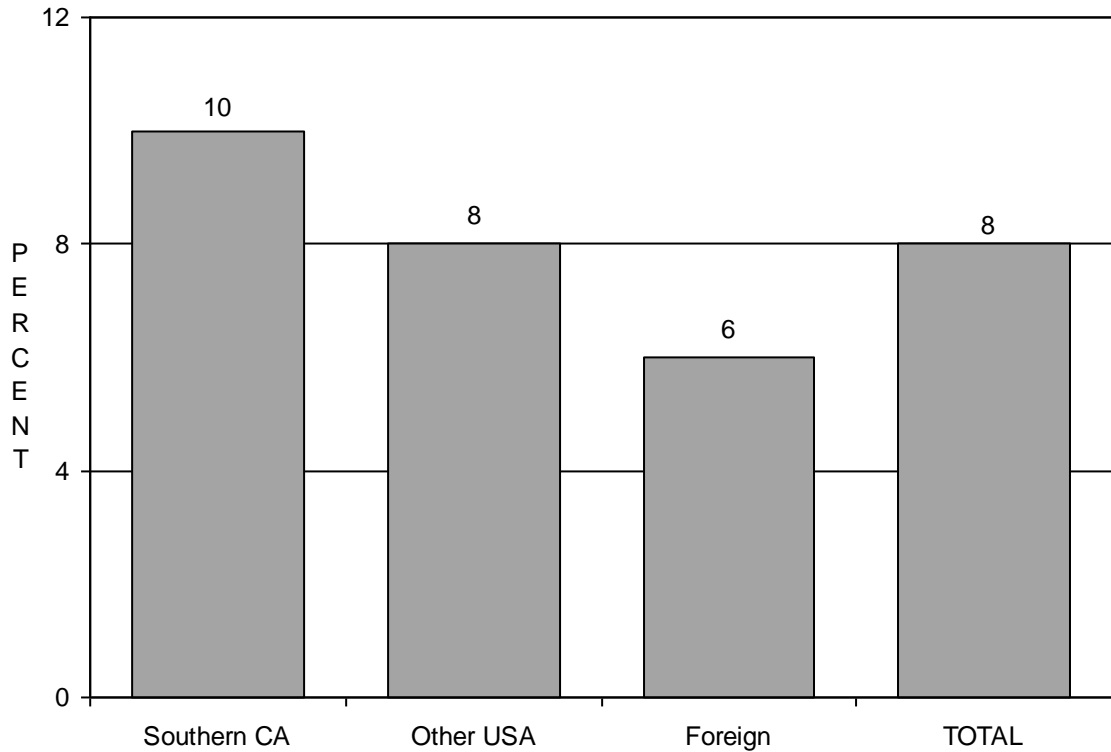
FIGURE 29  
Adults In Immediate Party



(Means: Southern CA=2.5, Other USA=2.3, Foreign=2.3, TOTAL=2.3)

Seven in ten visitors (70%) traveled in parties of two and the average party size was 2.3. The average party size was higher among Southern California visitors (2.5) than among other domestic or foreign visitors (2.3 each). Southern California visitors (10%) and other domestic visitors (13%) were more likely than foreign visitors (7%) to say they were traveling alone, while foreign visitors (81%) were the most likely, and Southern California visitors (64%) the least likely, to have two adults in their party. Southern California visitors (15%) were the most likely to have four adults in their party, while other domestic visitors (8%) were also more likely than foreign visitors (5%) to be traveling in a party of four adults.

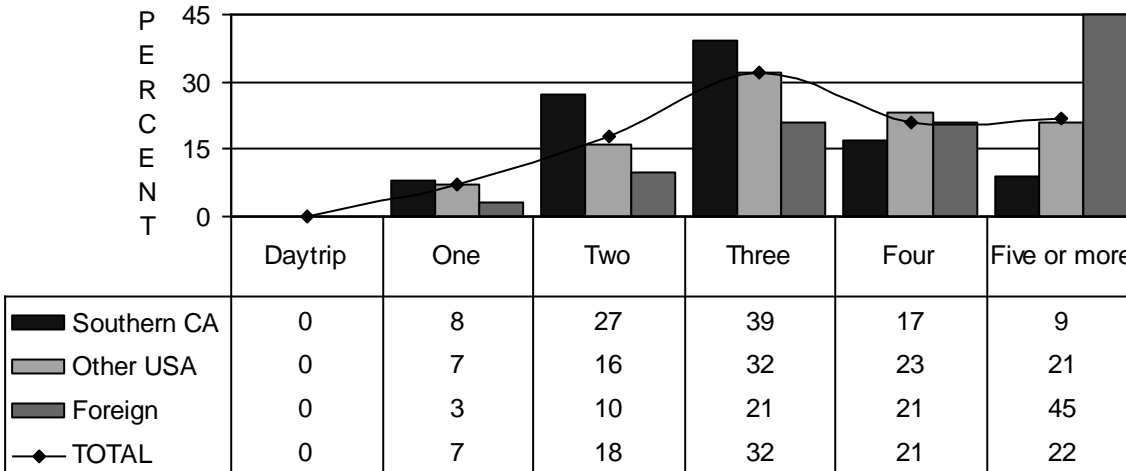
FIGURE 30  
Number Of Persons In Immediate Party Under Age 21  
(Among All Visitors)



Only "yes" responses are reported in this figure.

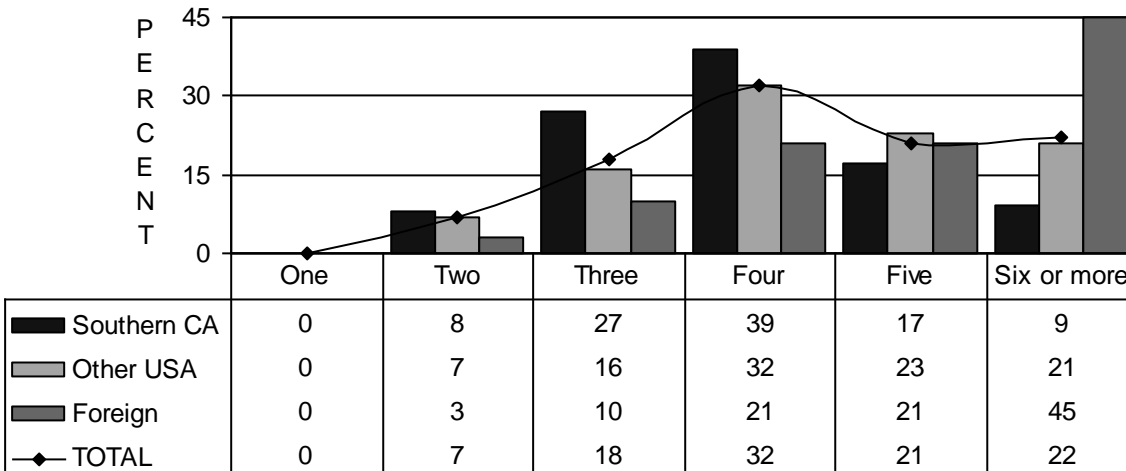
Eight percent (8%) of all visitors said they were traveling with people under the age of 21 in their immediate party. Southern California visitors (10%) and other domestic visitors (8%) were more likely than foreign visitors (6%) to be traveling with people under the age of 21.

FIGURE 31  
Nights Stayed



(Means: Southern CA=3.0, Other USA=3.5, Foreign=4.4, TOTAL=3.5)

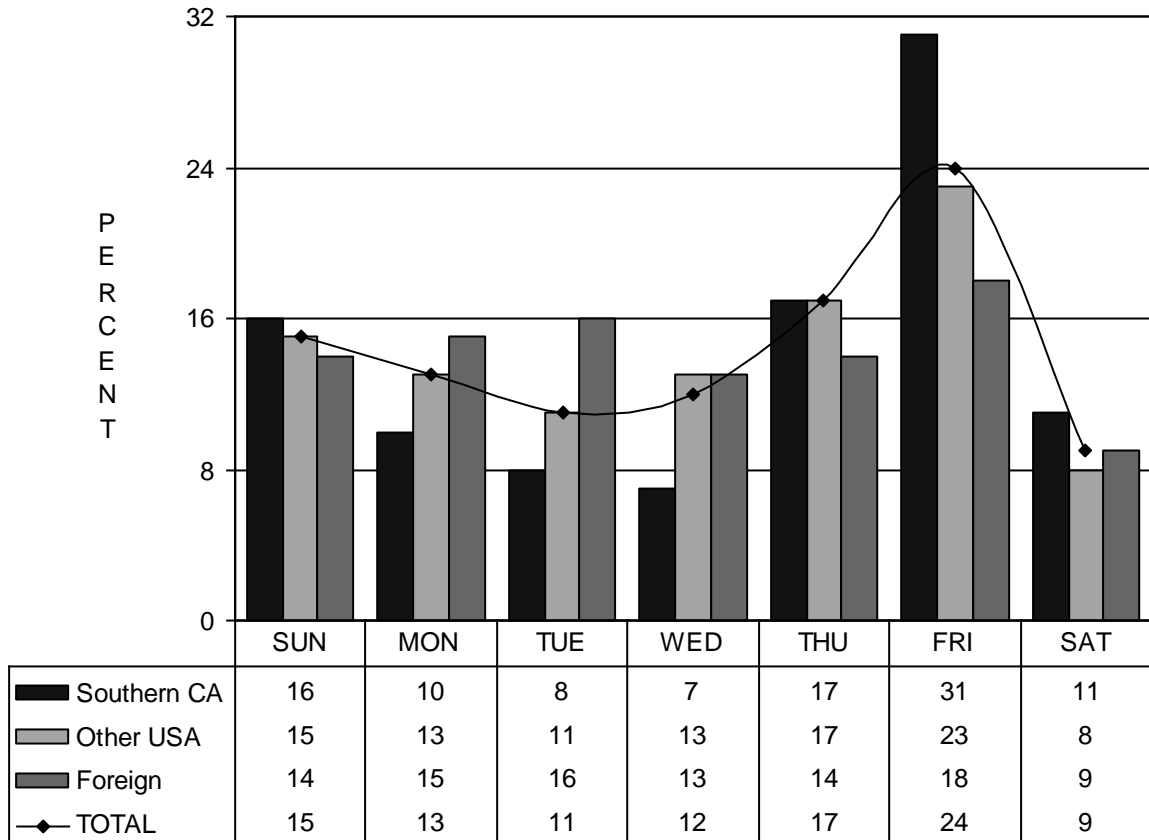
FIGURE 32  
Days Stayed



(Means: Southern CA=4.0, Other USA=4.5, Foreign=5.4, TOTAL=4.5)

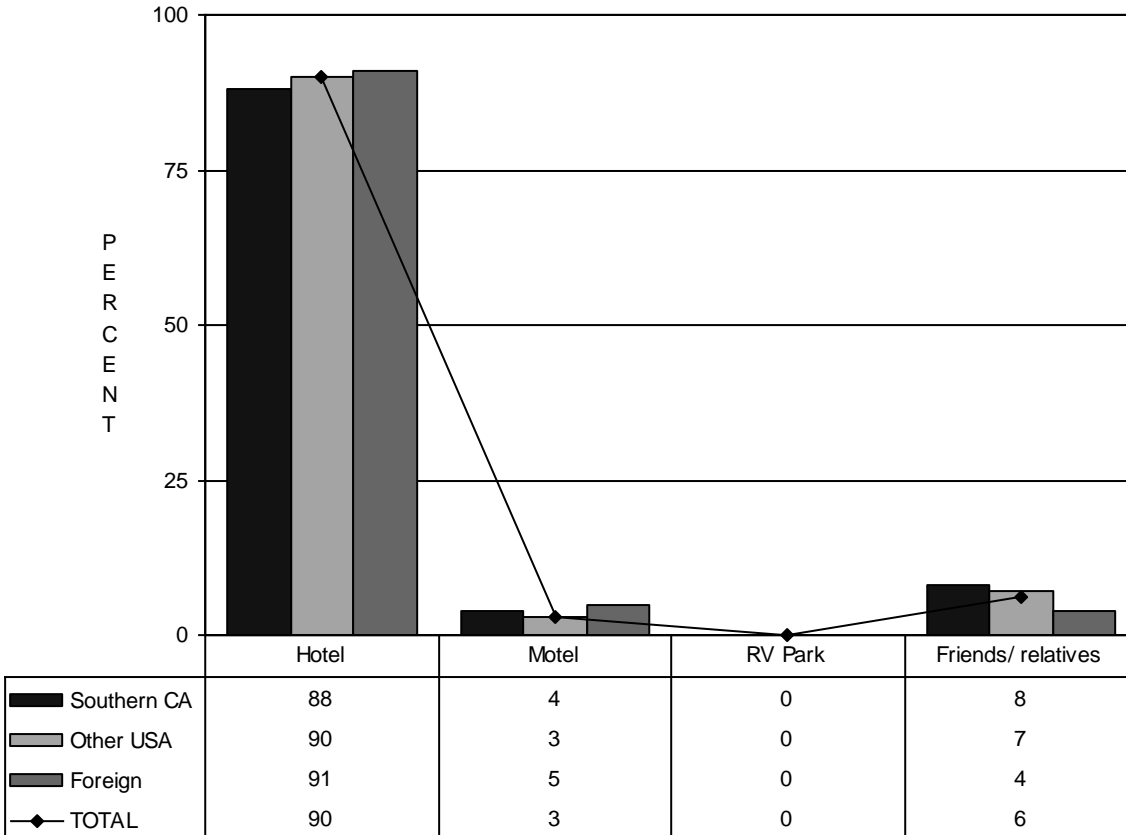
On average, foreign visitors (4.4 nights and 5.4 days) stayed the longest in Las Vegas, followed by other domestic visitors (3.5 nights and 4.5 days), and then Southern California visitors (3.0 nights and 4.0 days).

FIGURE 33  
Day Of Arrival



All respondents were asked on what day of the week they arrived in Las Vegas. Southern California visitors (31%) were significantly more likely to arrive on a Friday than other domestic visitors (23%), while foreign visitors (18%) were the least likely. Foreign visitors (16%) were the most likely to arrive on a Tuesday, while other domestic visitors (11%) were more than Southern California visitors (8%) to arrive on a Tuesday. Southern California visitors (7%) were less likely than other domestic or foreign visitors (13% each) to arrive on a Wednesday.

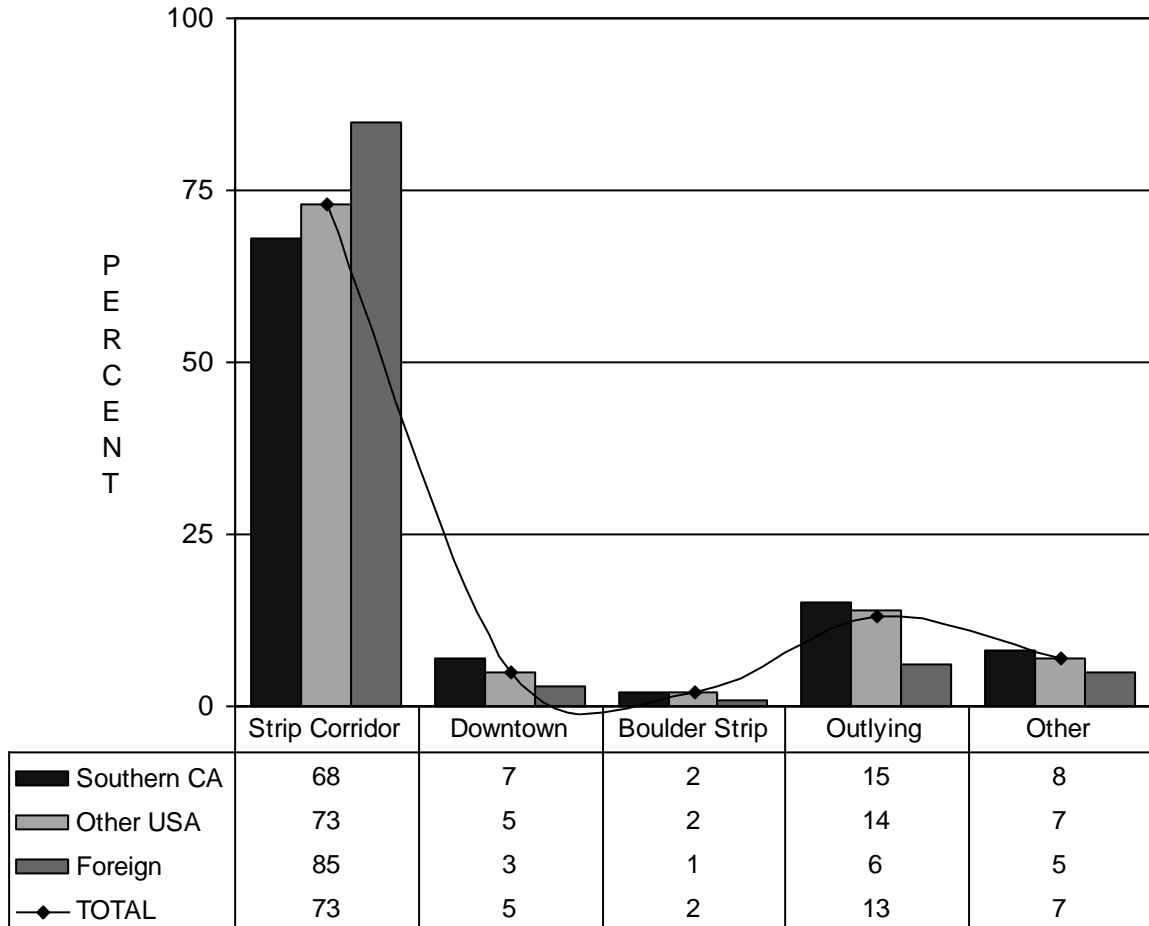
FIGURE 34  
Type Of Lodging  
(Among Those Who Stayed Overnight)



(Base Sizes: Southern CA=930, Other USA=2069, Foreign=590, TOTAL=3596)

Among those visitors who stayed overnight in Las Vegas, the vast majority (90%) stayed in a hotel. Southern California (8%) and other domestic visitors (7%) were more likely than foreign visitors (4%) to say they stayed with friends or relatives.

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

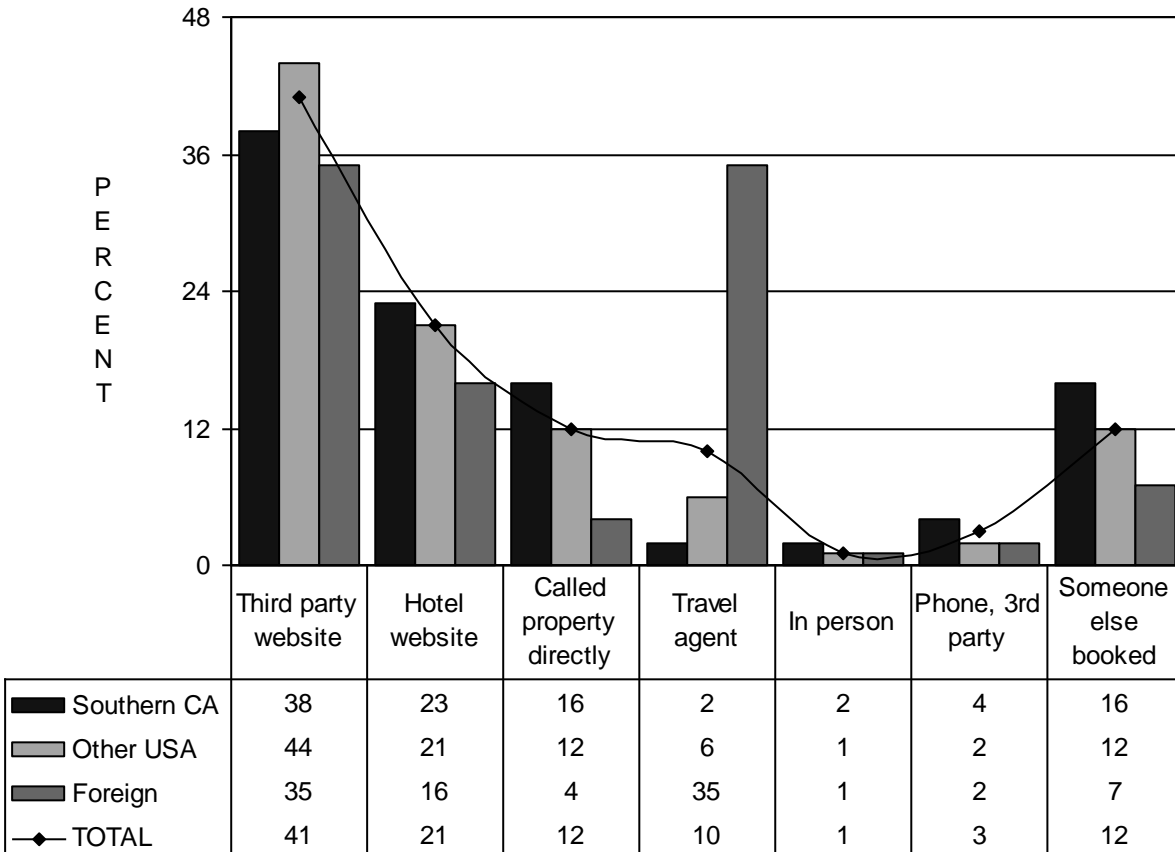


(Base Sizes: Southern CA=930, Other USA=2069, Foreign=590, TOTAL=3596)

Foreign visitors (85%) were far more likely to have stayed on the Strip Corridor\* than other domestic visitors (73%) and Southern California visitors (68%). Southern California visitors (7%) were more likely than other domestic visitors (5%) or foreign visitors (3%) to have lodged Downtown. Southern California visitors (15%) and other domestic visitors (14%) were more likely than foreign visitors (6%) to have stayed in outlying areas.

\* 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 In Las Vegas  
(Among Those Who Stayed In A Hotel/Motel/RV Park)

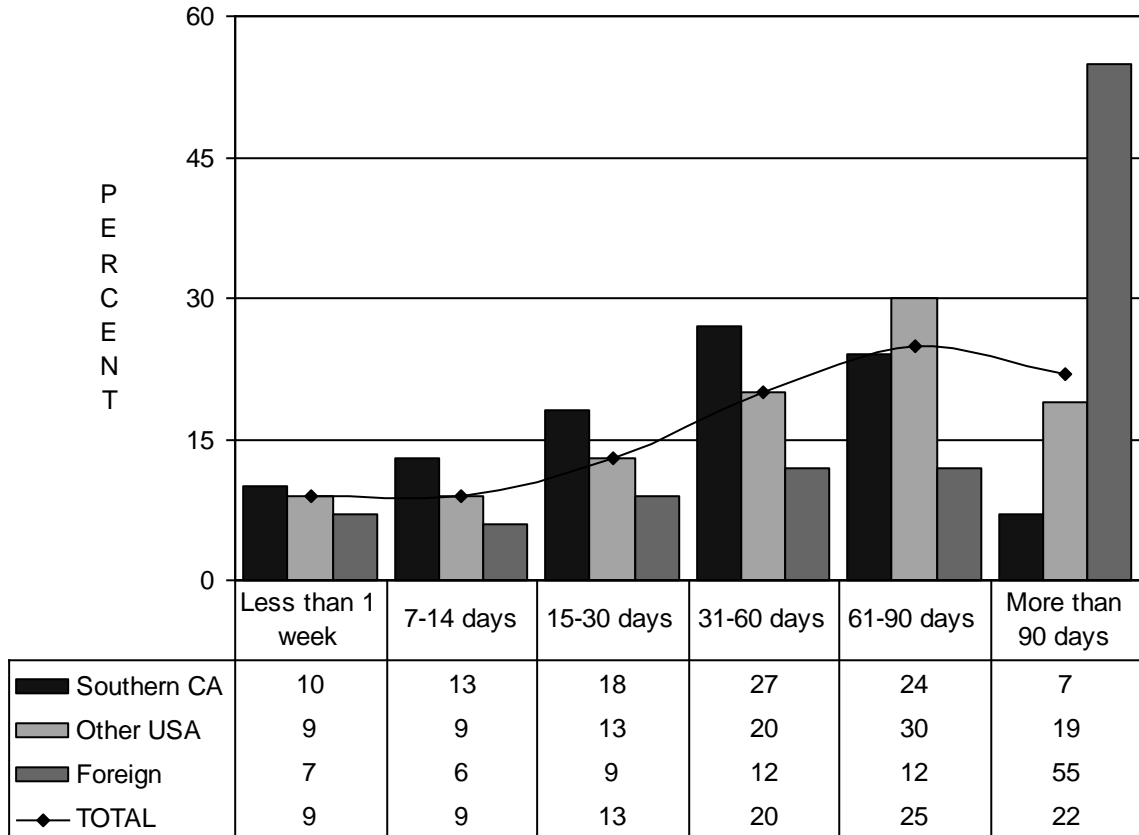


(Base Sizes: Southern CA=837, Other USA=1885, Foreign=557, TOTAL=3284)

Visitors who stayed overnight were asked how they or someone in their party booked their accommodations in Las Vegas for their most recent trip. Other domestic visitors (44%) were more likely than Southern California visitors (38%) or foreign visitors (35%) to say they booked their accommodations through a third-party website, while Southern California visitors (23%) and other domestic visitors (21%) were more likely than foreign visitors (16%) to have booked their accommodations on a hotel website. Southern California visitors (16%) were significantly more likely than other domestic visitors (12%) to say they called the property directly, while foreign visitors (4%) were the least likely to have done so. Foreign visitors (35%) were significantly more likely than other domestic visitors (6%) to have used a travel agent to book their accommodations, while Southern California visitors (2%) were the least likely.



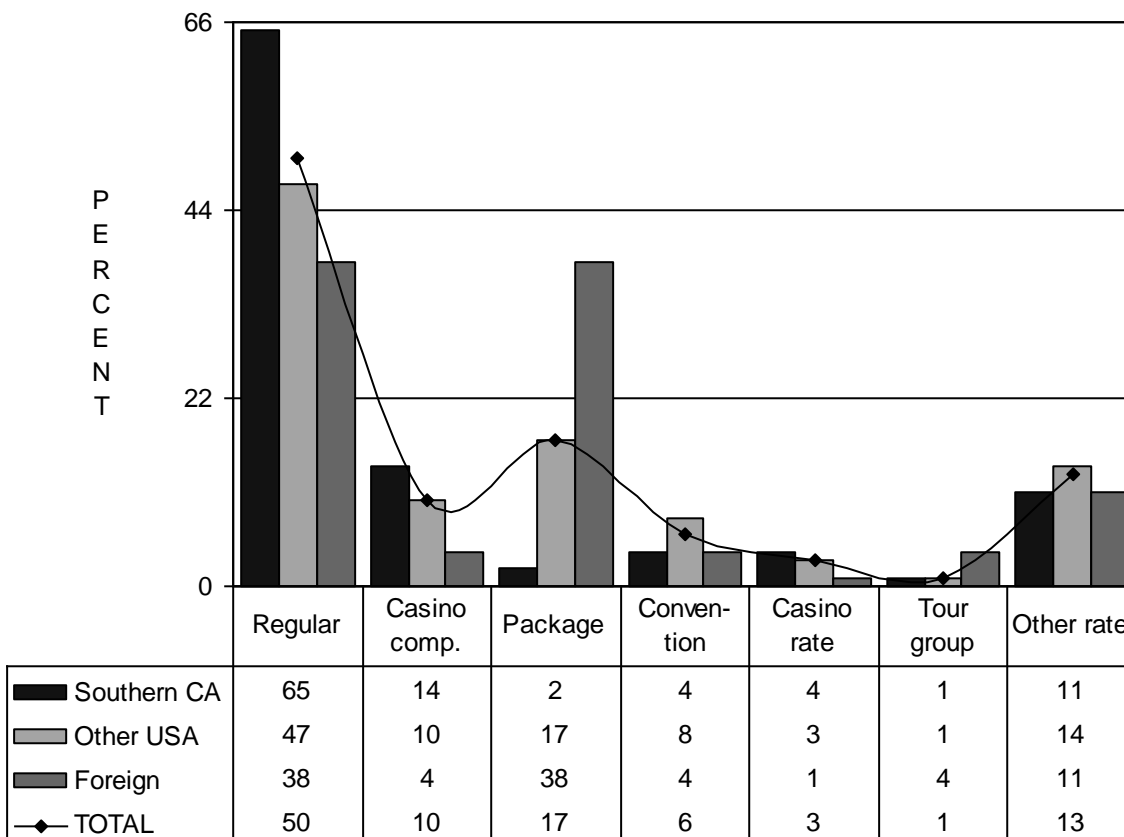
**FIGURE 37**  
**Advance Booking Of Accommodations**  
(Among Those Who Stayed In A Hotel/Motel/RV Park)



(Base Sizes: Southern CA=837, Other USA=1885, Foreign=557, TOTAL=3284)

Foreign visitors tended to book their accommodations the farthest in advance, followed by other domestic visitors, and finally by Southern California visitors. For example, foreign visitors (79%) were far more likely than other domestic visitors (69%) to book their accommodations more than a month in advance, while Southern California visitors (58%) were the least likely. Southern California visitors (31%) were more likely to book their lodging one week to one month in advance of their trip than other domestic visitors (22%), while foreign visitors (15%) were the least likely.

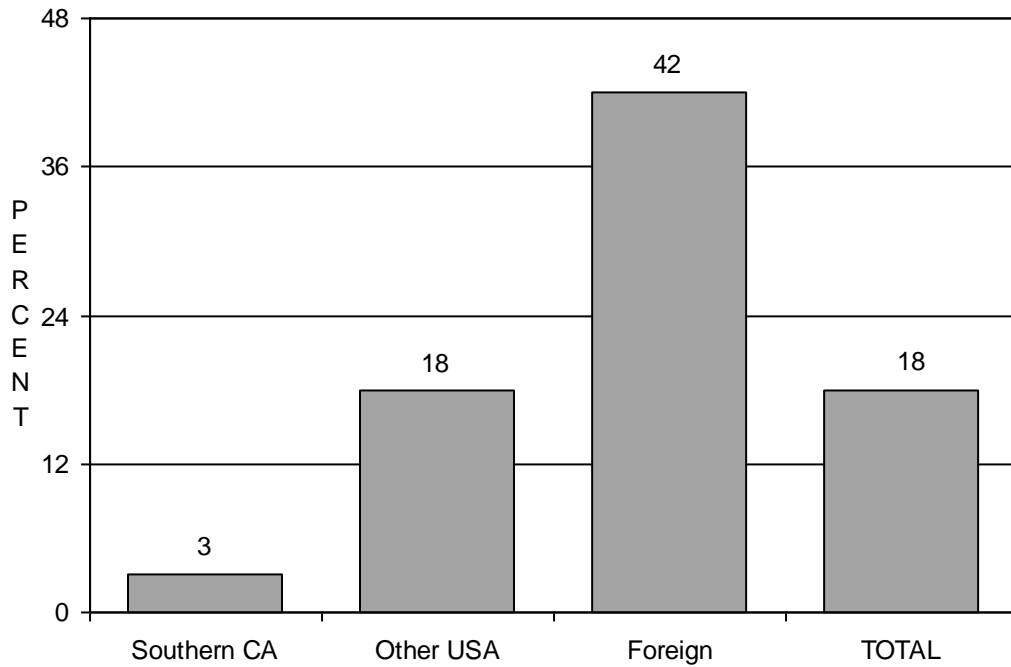
FIGURE 38  
Type Of Room Rates  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Southern CA=838, Other USA=1888, Foreign=558, TOTAL=3290)

Looking at the type of room rates received by hotel/motel lodgers, Southern California visitors (65%) were the most likely to have received a regular room rate, followed by other domestic visitors (47%), while foreign visitors (38%) were the least likely. Southern California visitors (14%) were the also the most likely to have received a casino complimentary room rate, followed by other domestic visitors (10%), and foreign visitors (4%). Foreign visitors (38%) were the most likely to have received a package rate, followed by other domestic visitors (17%), while Southern California visitors (2%) were the least likely. Foreign visitors were also the most likely to receive a tour group rate (4% vs. 1% each). Other domestic were the most likely to receive a convention rate (8%) or some other special rate (14%).

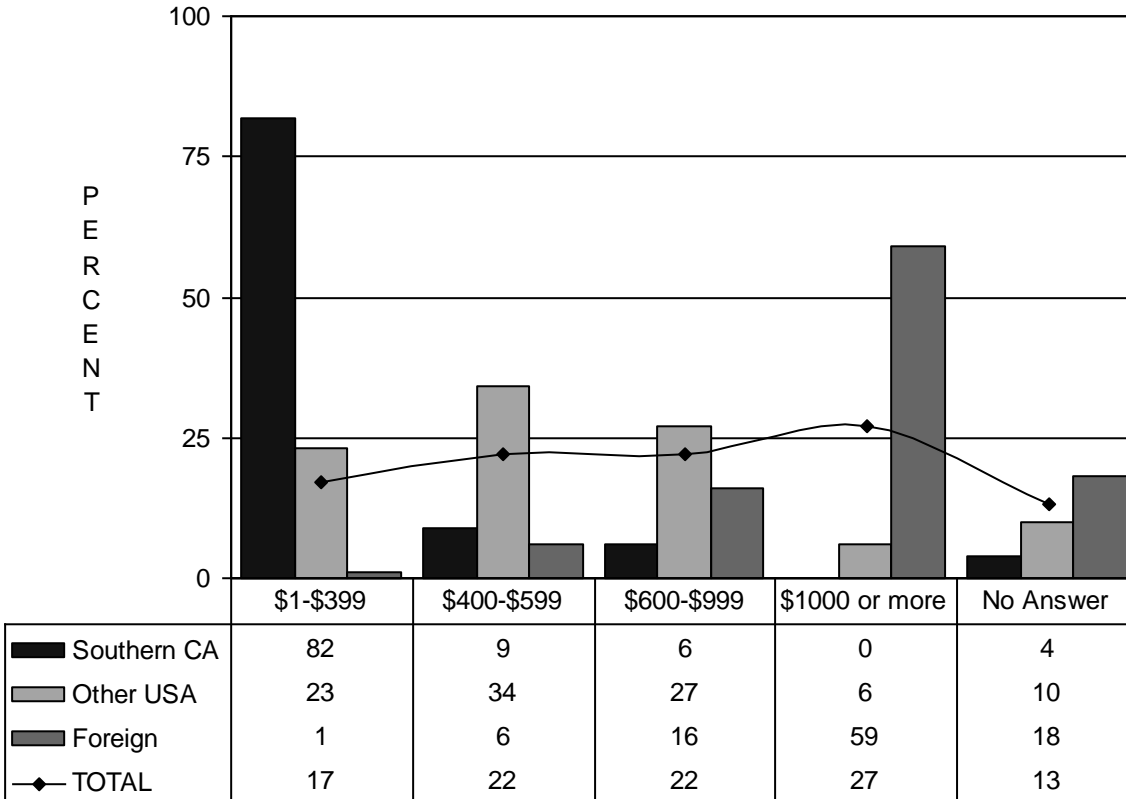
FIGURE 39  
Package Purchasers  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Southern CA=838, Other USA=1888, Foreign=558, TOTAL=3290)

Foreign visitors (42%) were the most likely — and Southern California visitors the least likely (3%) — to be visiting Las Vegas as part of a tour group or package deal.

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

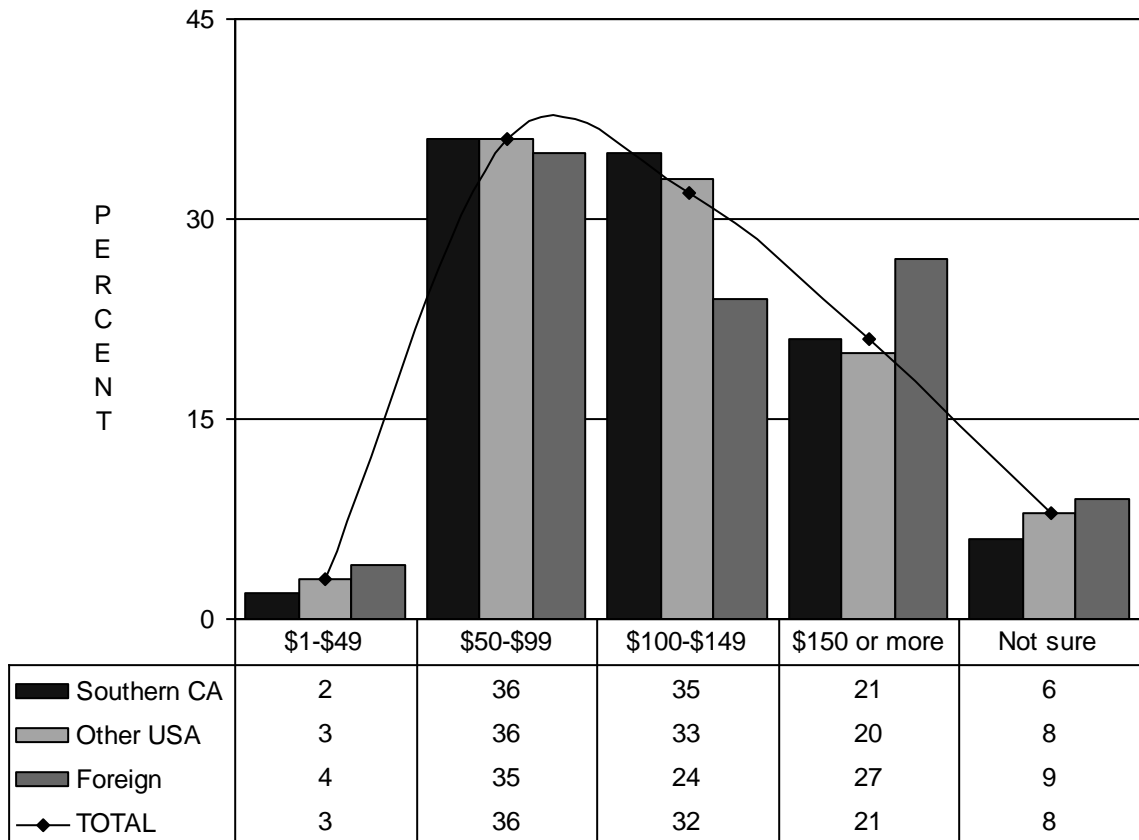


(Base Sizes: Southern CA=21\*, Other USA=332, Foreign=233, TOTAL=586)  
(Mean: Southern CA=\$263.87, Other USA=\$570.97, Foreign=\$1,371.14, TOTAL=\$858.52)

We asked those visitors who purchased either a hotel or airline, or a tour/travel group package, how much their package cost per person. Foreign visitors paid the most by far for their package (average of \$1,371.14), followed by other domestic visitors (\$570.97), while Southern California visitors (\$263.87) paid the least. In fact, 59% of foreign visitors paid \$1,000 or more for their package, compared to 6% of other domestic visitors, with no Southern California visitors reported paying that much. By contrast, 82% of Southern California visitors paid less than \$400 for their package, compared to 23% of other domestic visitors and a significantly lower 1% of foreign visitors.

\* Note extremely small base size for Southern California visitors.

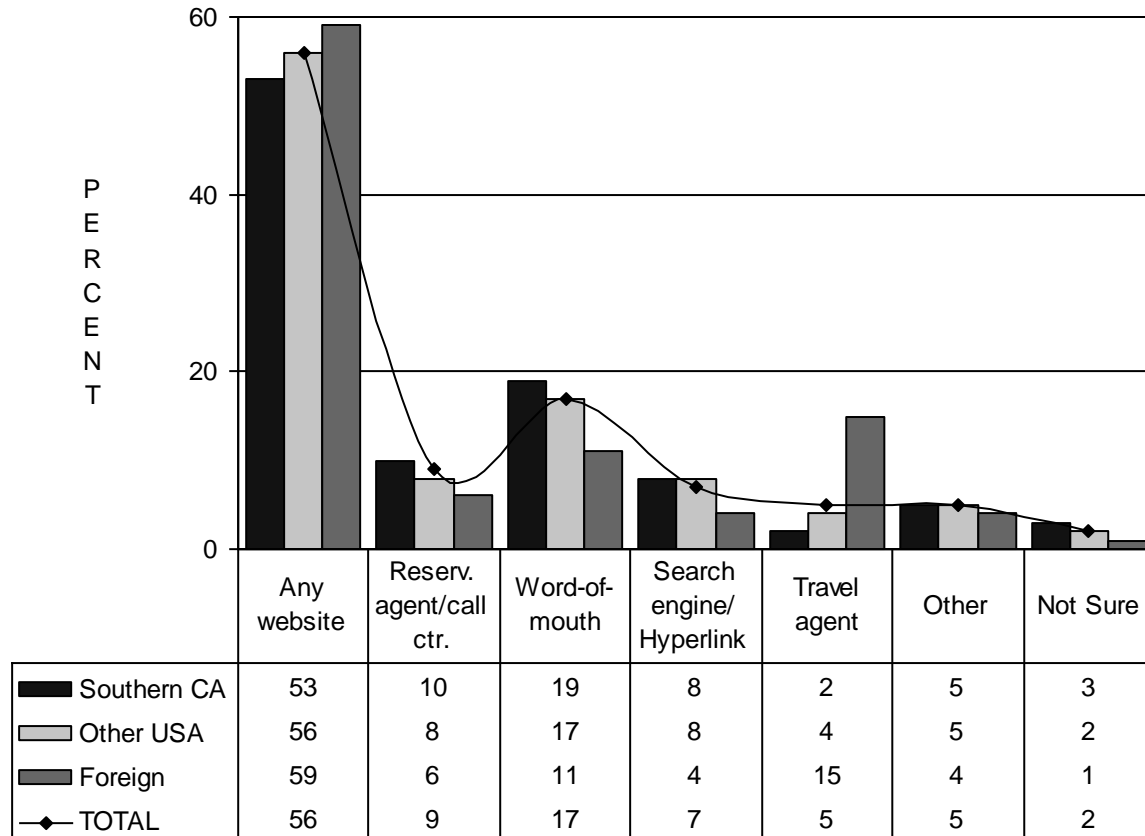
**FIGURE 41**  
**Lodging Expenditures — Average Per Night**  
(Among Those Staying In A Hotel Or Motel/Non-Package And Non -Comp)



(Base Sizes: Southern CA=701, Other USA=1368, Foreign=302, TOTAL=2376)  
(Means: Southern CA=\$116.19, Other USA=\$112.33, Foreign=\$122.60, 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 per night cost for lodging was \$114.85. Foreign visitors (mean of \$122.60) spent more on their lodging than Southern California visitors (\$116.19) and other domestic visitors (\$112.33).

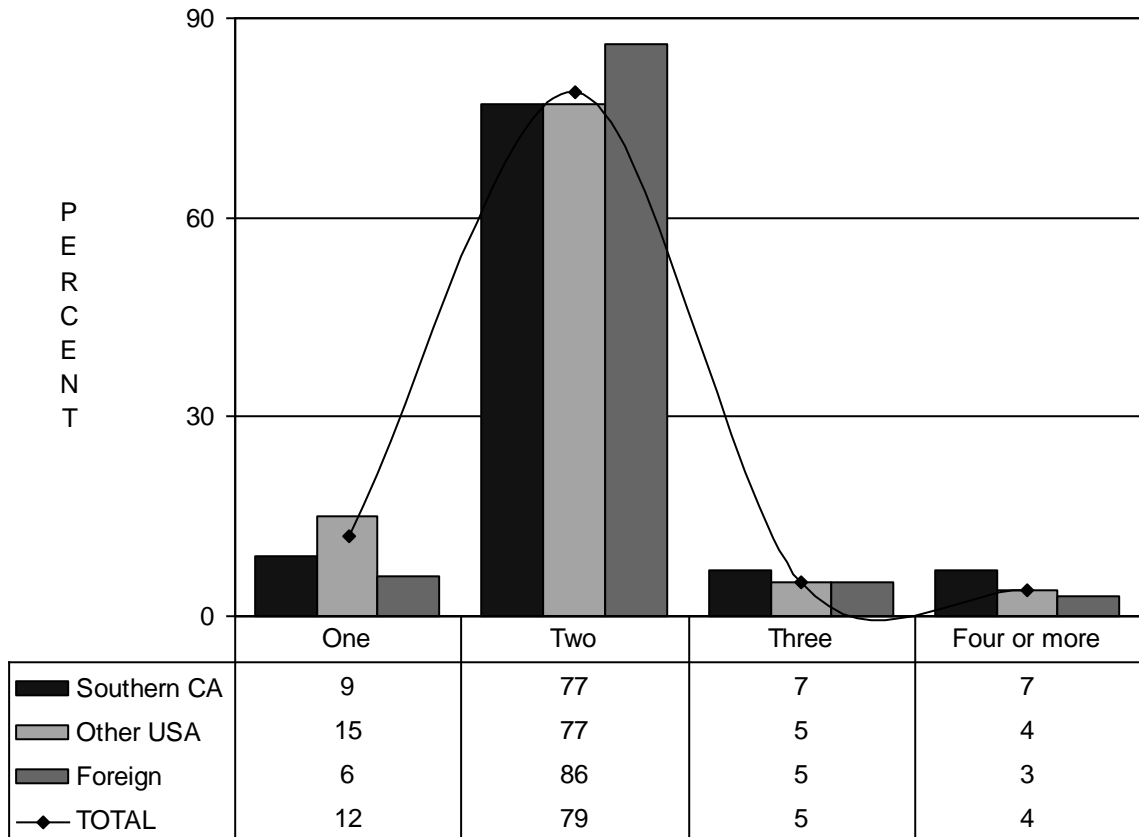
**FIGURE 42**  
**How First Found Out About Room Rate**  
(Among Those Staying In A Hotel Or Motel/Non-Package)



(Base Sizes: Southern CA=701, Other USA=1368, Foreign=302, TOTAL=2376)

Visitors were asked how they first found out about the room rate they paid. Foreign visitors (15%) were more likely than Southern California visitors (2%) or other domestic visitors (4%) to say they heard about the rate from a travel agent. Southern California visitors (19%) and other domestic visitors (17%) were more likely than foreign visitors (11%) to say they heard about the rate via word of mouth or a search engine or hyperlink (8% each vs.4%). Southern California visitors (10%) were more likely than foreign visitors (6%) to say the rate came from a reservation agent.

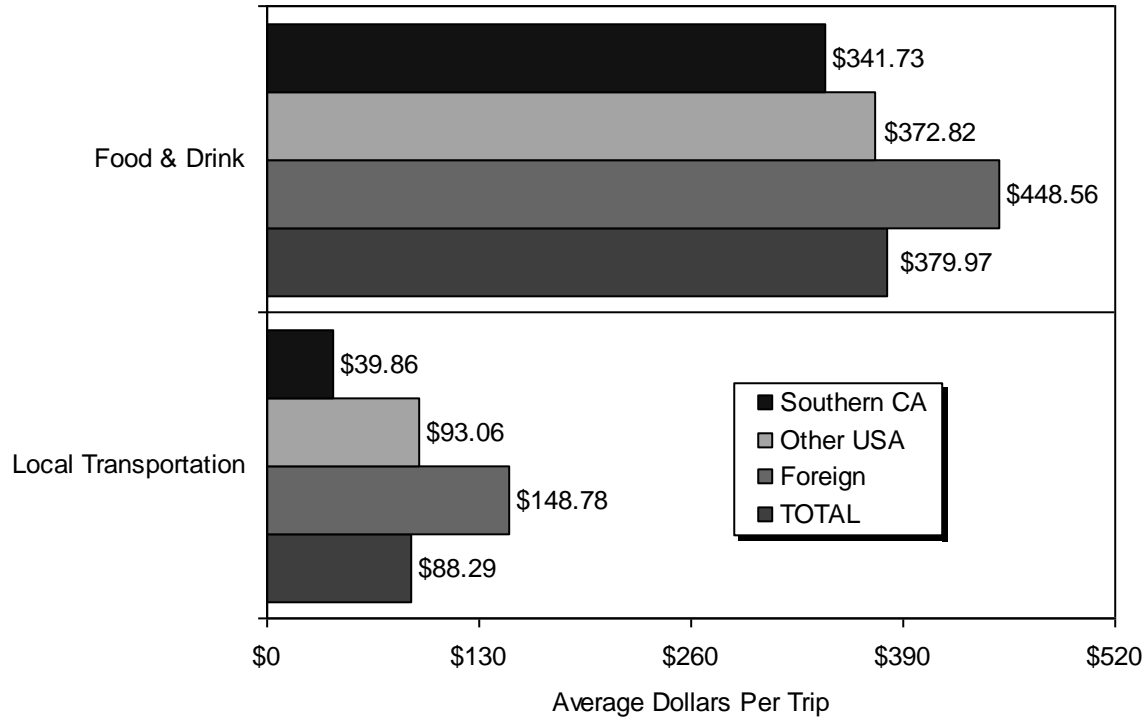
**FIGURE 43**  
**Number Of Room Occupants**  
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Southern CA=859, Other USA=1932, Foreign=567, TOTAL=3363)  
(Means: Southern CA=2.1, Other USA=2.0, Foreign=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. Foreign visitors (86%) were more likely than Southern California visitors and other domestic visitors (77% each) to say two people lodged in their room. Southern California visitors (7%) were more likely than other domestic visitors (4%) and foreign visitors (3%) to say four or more people stayed in their room. Other domestic visitors (15%) were more likely than Southern California (9%) or foreign visitors (6%) to say they roomed alone. The average number of room occupants among all lodgers was 2.0. The average number of room occupants among Southern California visitors and foreign visitors (2.1 each), higher than other domestic visitors (2.0).

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

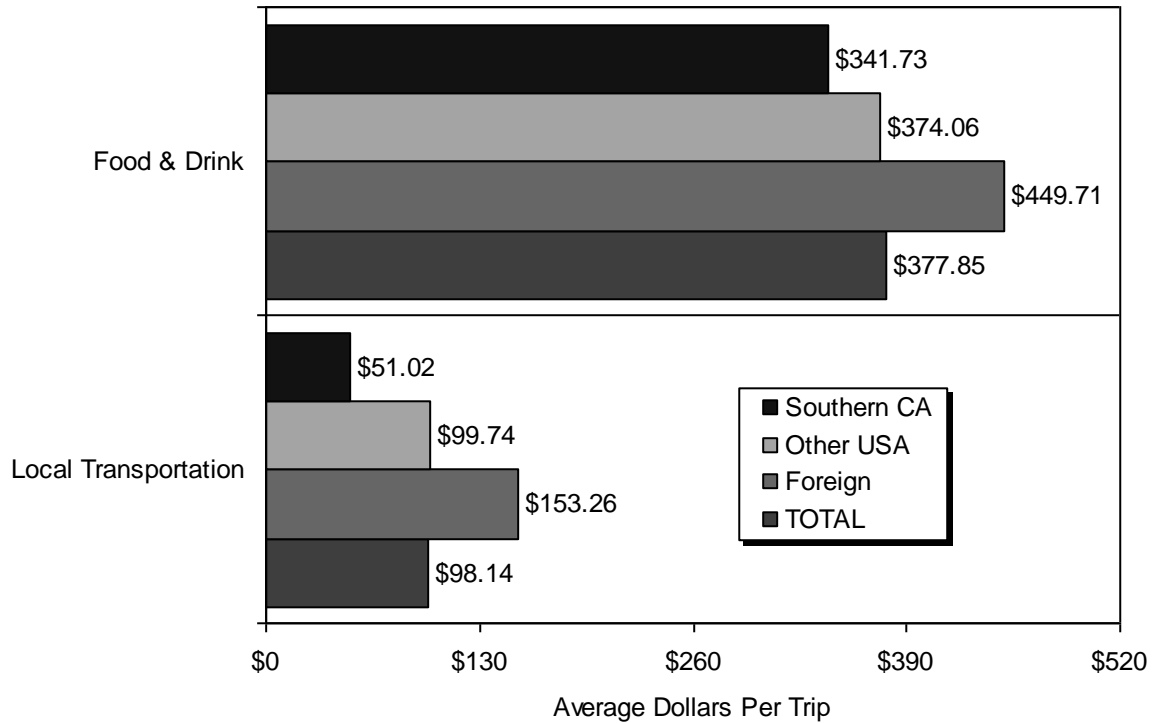


On average foreign visitors (\$448.56) spent more on food and drink than other domestic visitors (\$372.82), who in turn spent more than Southern California visitors (\$341.73).

Similarly, foreign visitors (\$148.78) spent the most on local transportation, followed by other domestic visitors (\$93.06), while Southern California visitors (\$39.86) spent the least.



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

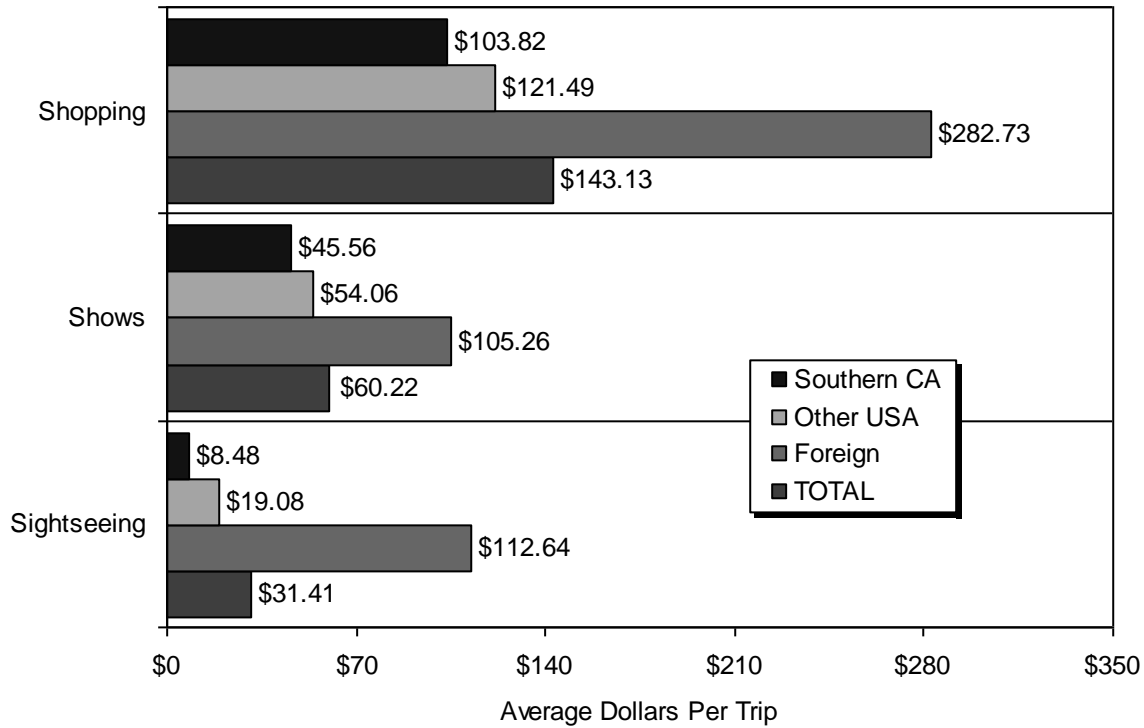


(Base Sizes, Food & Drink: Southern CA=930, Other USA=2064, Foreign=590, TOTAL=3592)  
(Base Sizes, Local Transportation: Southern CA=727, Other USA=1933 Foreign=574, TOTAL=3239)

Among visitors who actually spent money on food and drink, Southern California visitors (\$341.73) less than other domestic visitors (\$374.06), while foreign visitors (\$449.71) spent more than both groups.

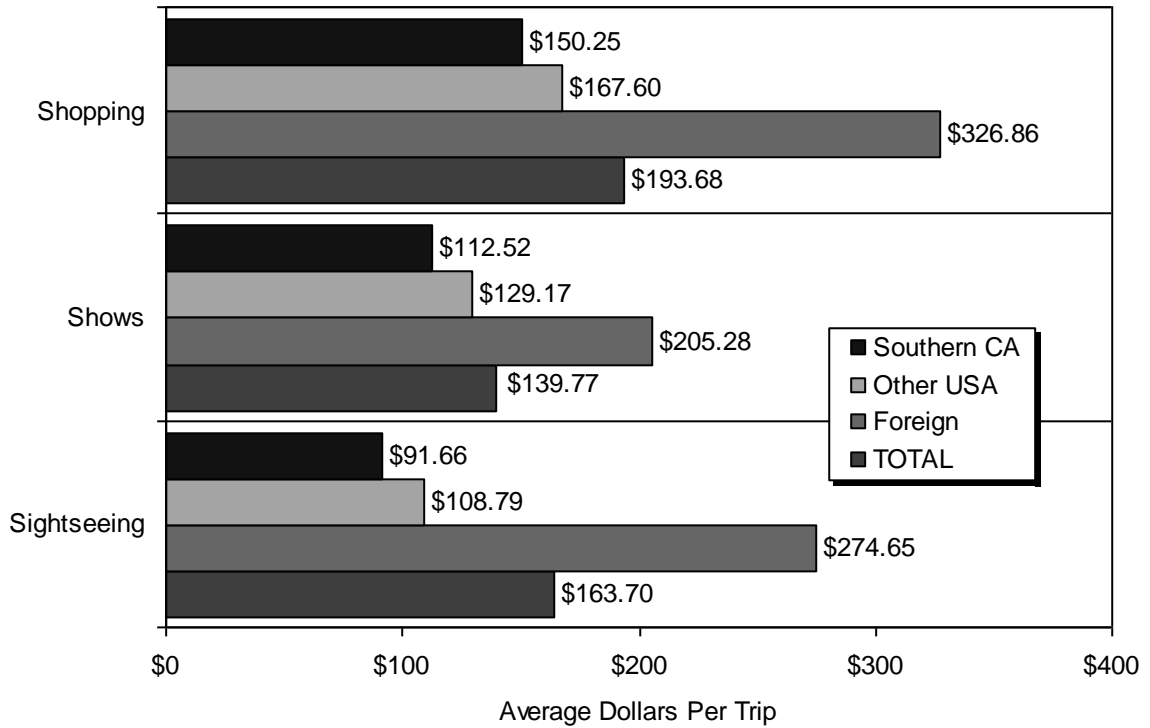
Among visitors who used local transportation, other domestic visitors (\$99.74) spent more than Southern California visitors (\$51.02), while foreign visitors (\$153.26) spent more than both groups.

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



On average, foreign visitors (\$282.73) spent more on shopping than Southern California visitors (\$103.82) or other domestic visitors (\$121.49). Foreign visitors also spent more on shows and entertainment (\$105.26) compared to Southern California visitors (\$45.56) and other domestic visitors (\$54.06). In terms of sightseeing, foreign visitors (\$112.64) spent more than other domestic visitors (\$19.08), while Southern California visitors (\$8.49) spent the least.

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

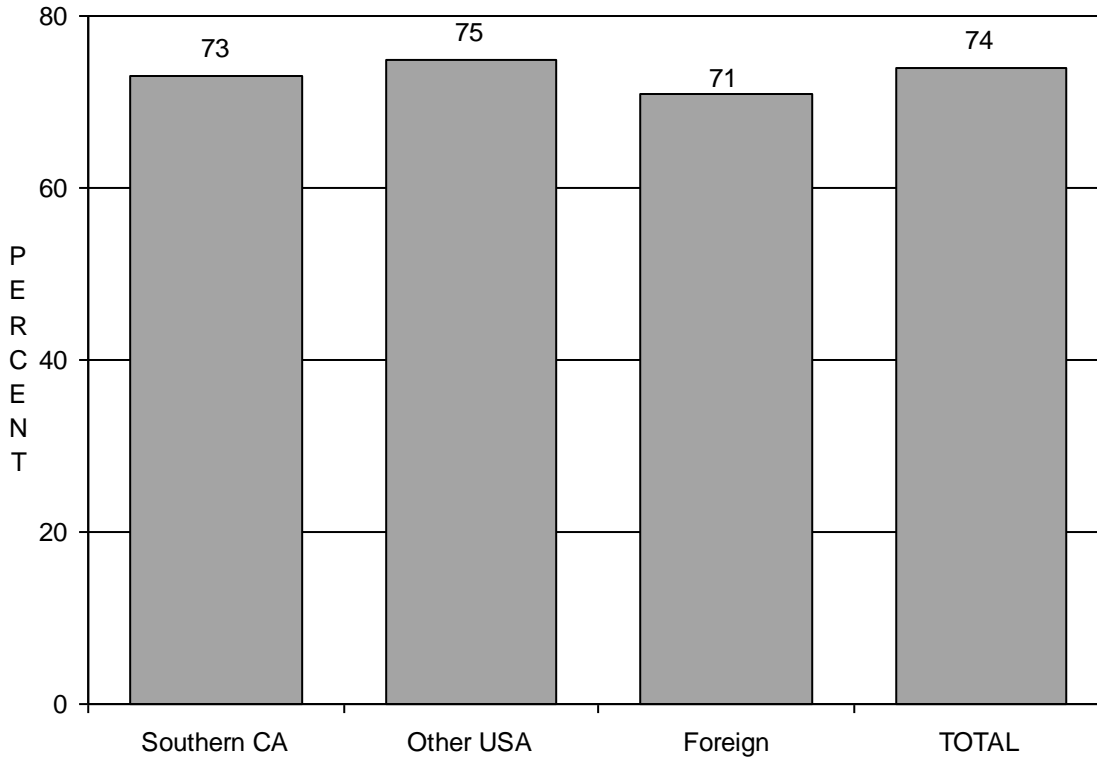


(Base Sizes, Shopping: Southern CA=643, Other USA=1502, Foreign=512, TOTAL=2662)  
 (Base Sizes, Shows: Southern CA=378, Other USA=869, Foreign=304, TOTAL=1556)  
 (Base Sizes, Sightseeing: Southern CA=86, Other USA=372, Foreign=251, TOTAL=712)

The above figure shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas among visitors who spent money in each category. Foreign visitors spent the most in all three categories: shopping (\$326.86), shows (\$205.28), and sightseeing (\$274.65).

## GAMING BEHAVIOR AND BUDGETS

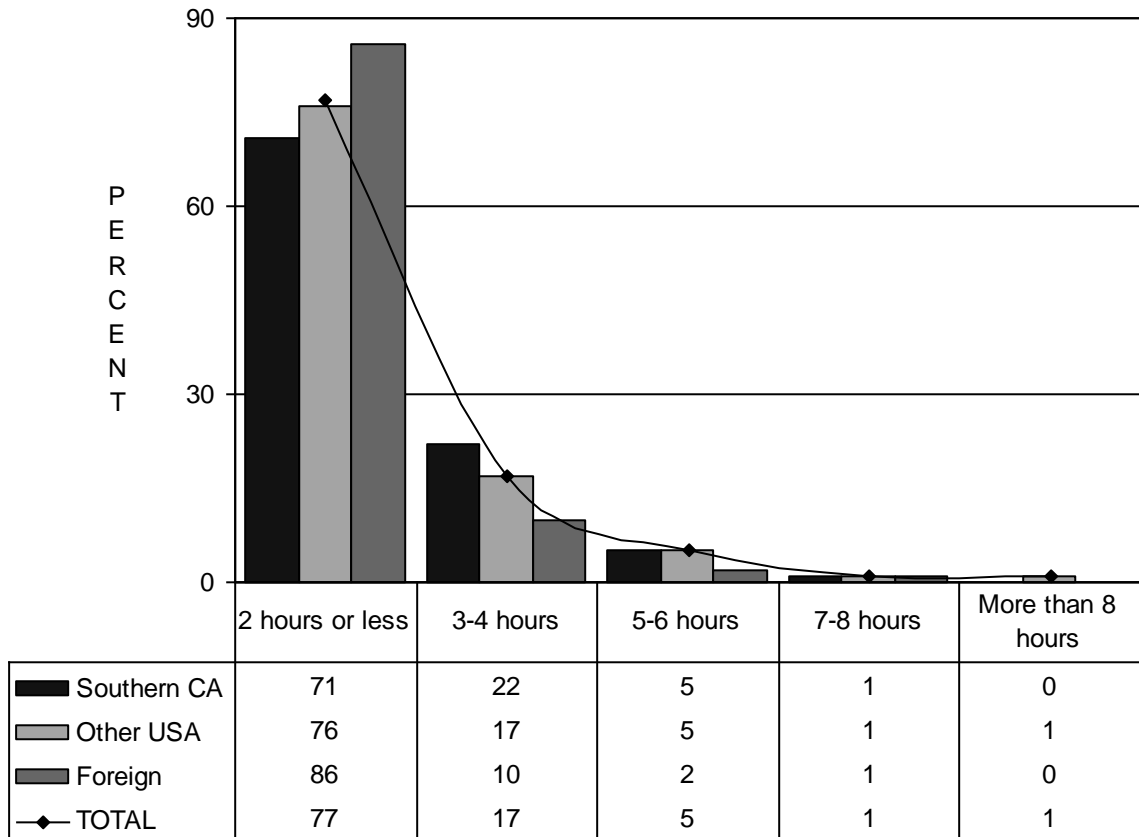
FIGURE 48  
Whether Gambled While In Las Vegas



Only "yes" responses are reported in this figure.

More than seven in ten (74%) visitors gambled while staying in Las Vegas. There were no significant differences among the subgroups.

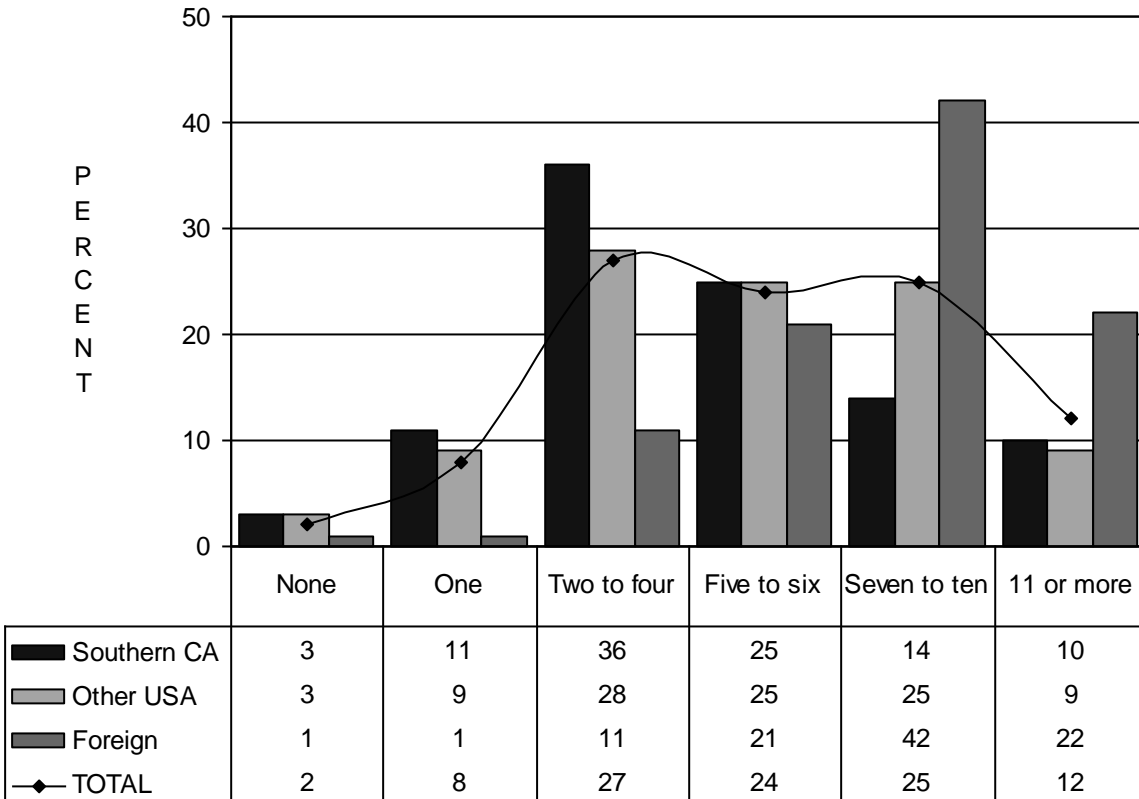
FIGURE 49  
Hours Of Gambling — Average Per Day  
(Among Those Who Gambled)



(Base Sizes: Southern CA=677, Other USA=1548, Foreign=420, TOTAL=2652)  
(Means: Southern CA=1.8, Other USA=1.6, Foreign=1.0, TOTAL=1.6)

Among those visitors who said they gambled on their current trip to Las Vegas, Southern California visitors (average of 1.8 hours) and other domestic visitors (1.6 hours) spent more time per day gambling than foreign visitors (1.0 hours).

FIGURE 50  
Number Of Casinos Visited\*

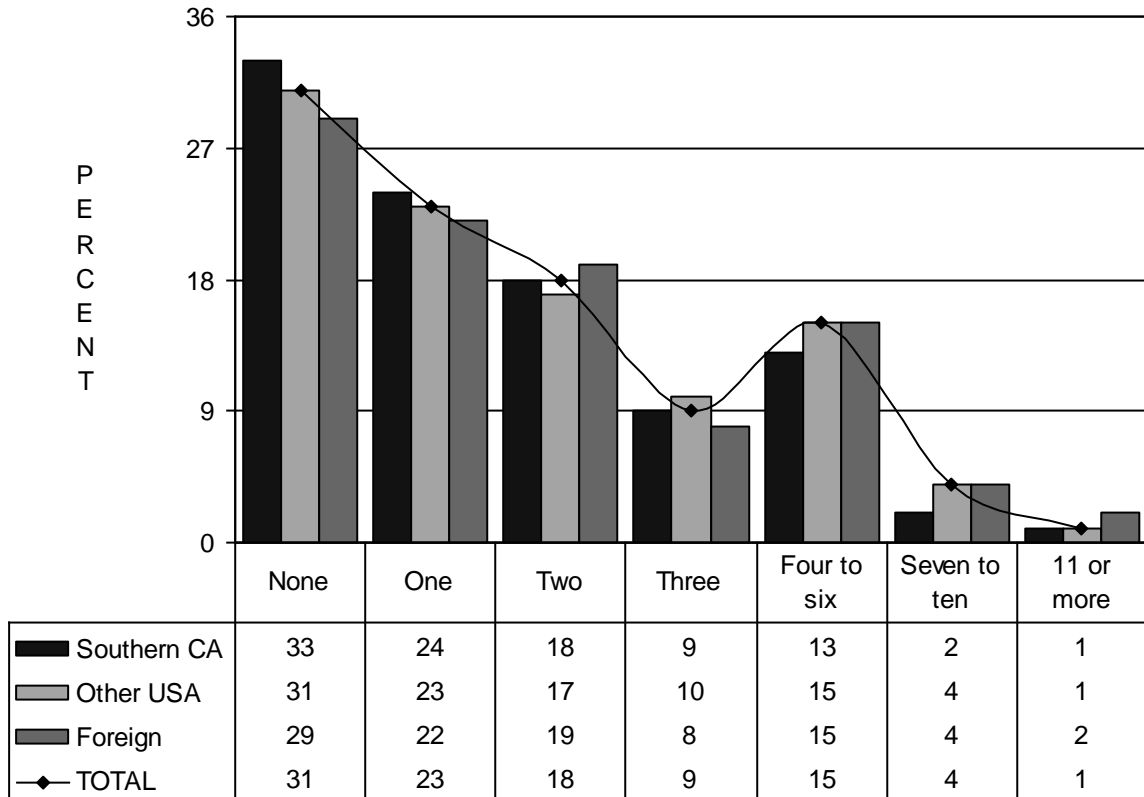


(Means: Southern California=5.4, Other USA=5.9, Foreign=8.8, TOTAL=6.3)

All respondents were asked how many casinos they had visited on their current trip to Las Vegas. Foreign visitors visited significantly more casinos (average of 8.8) than other domestic visitors (5.9), who in turn visited more casinos than visitors from Southern California (5.4).

\* 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\*

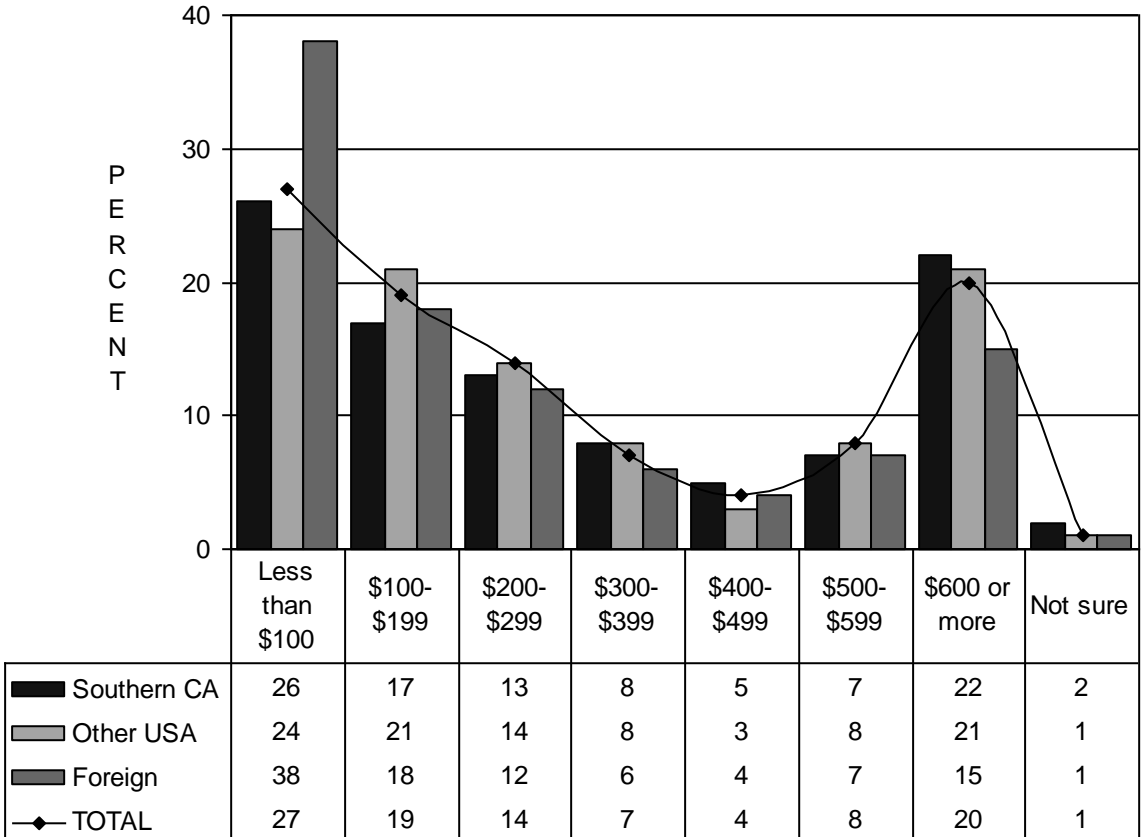


(Means: Southern California=1.8, Other USA=2.0, Foreign=2.2, TOTAL=2.0)

All respondents were asked how many casinos they had gambled in. Both foreign visitors (average of 2.2) and other domestic visitors (2.0) gambled in more casinos than visitors from Southern California (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)

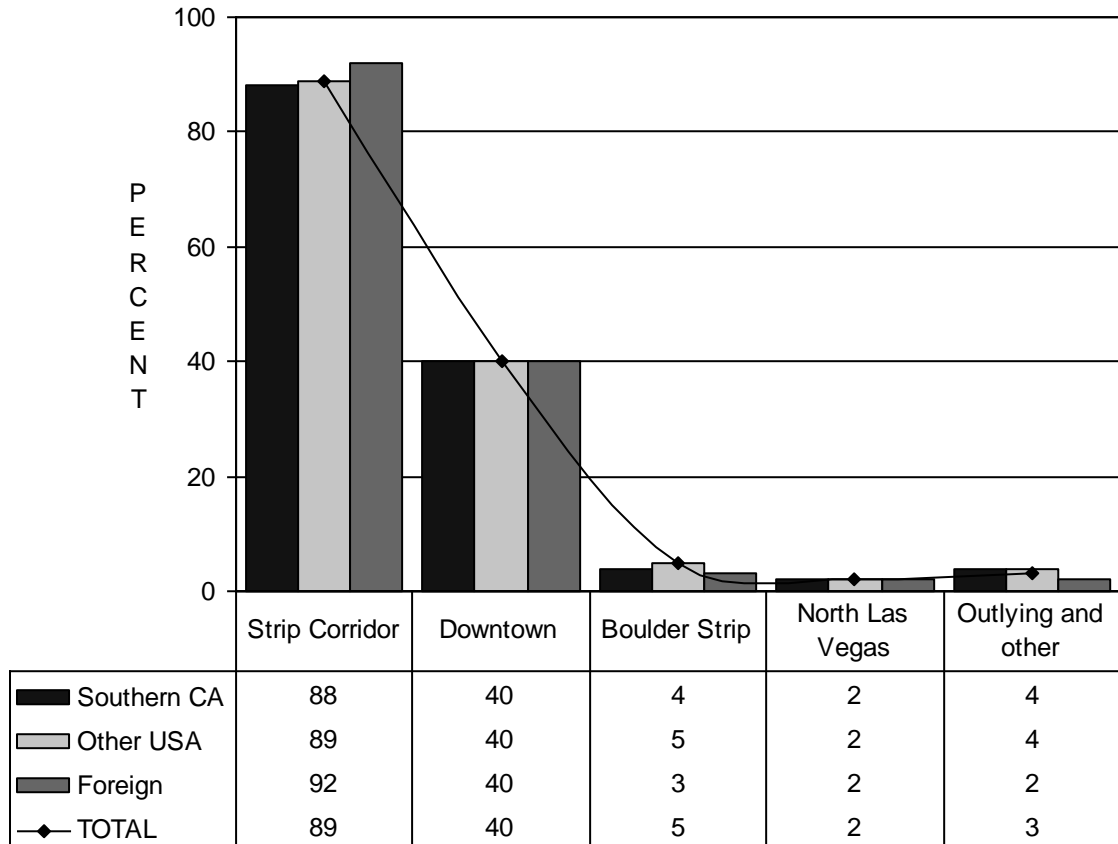


(Base Sizes: Southern CA=677, Other USA=1548, Foreign=420, TOTAL=2652)  
(Means: Southern CA=\$627.52, Other USA=\$542.72, Foreign=\$404.63 TOTAL=\$541.18)

Overall, those visitors who gambled on their current visit to Las Vegas budgeted an average of \$541.18 for gaming. Southern California visitors (average of \$627.52) and other domestic visitors (\$542.72) budgeted more for gambling than foreign visitors (\$404.63).



**FIGURE 53**  
**Where Visitors Gambled**  
(Among Those Who Gambled)



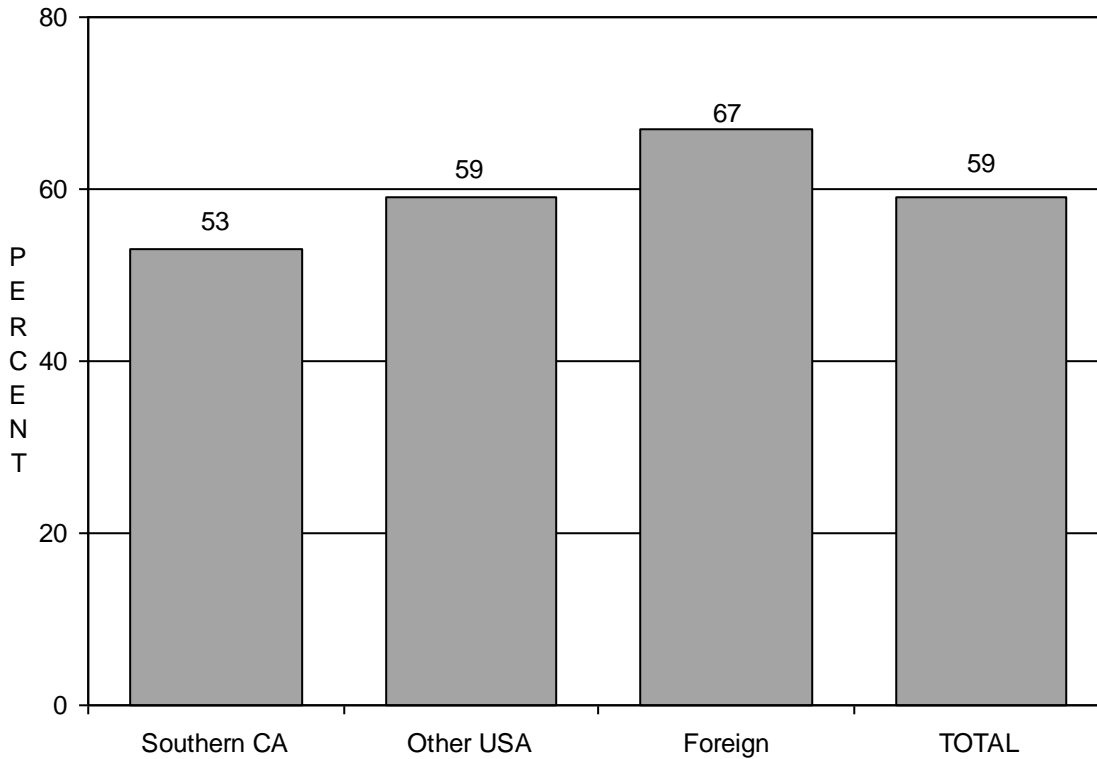
(Base Sizes: Southern CA=677, Other USA=1548, Foreign=420, TOTAL=2652)

Multiple responses permitted

Most visitors (89%) gambled on the Strip Corridor. Foreign visitors (92%) were more likely to say they gambled on the Strip Corridor than other domestic visitors (89%). Other domestic visitors (5%) were more likely than foreign visitors (3%) to say they gambled on the Boulder Strip.

## ENTERTAINMENT

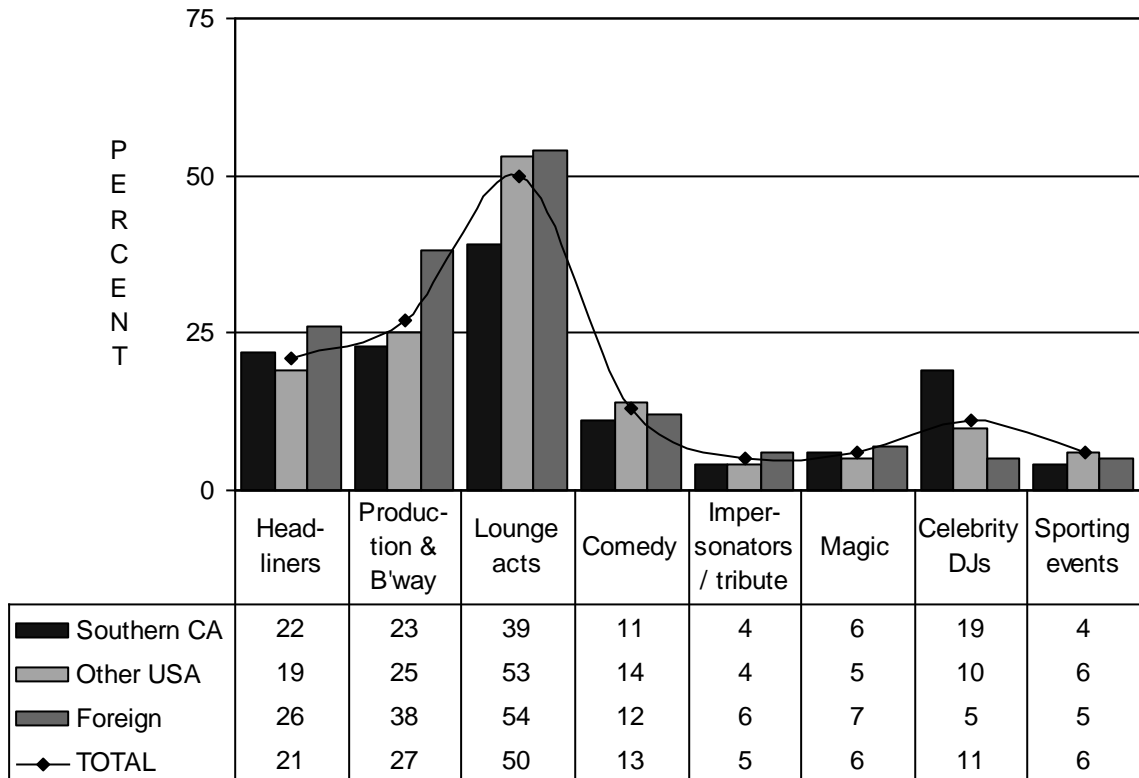
FIGURE 54  
Entertainment Attendance



Only "yes" responses are reported in this figure.

During their stay in Las Vegas, foreign visitors (67%) were more likely than other domestic visitors (59%) to have seen at least one show, while Southern California visitors (53%) were the least likely.

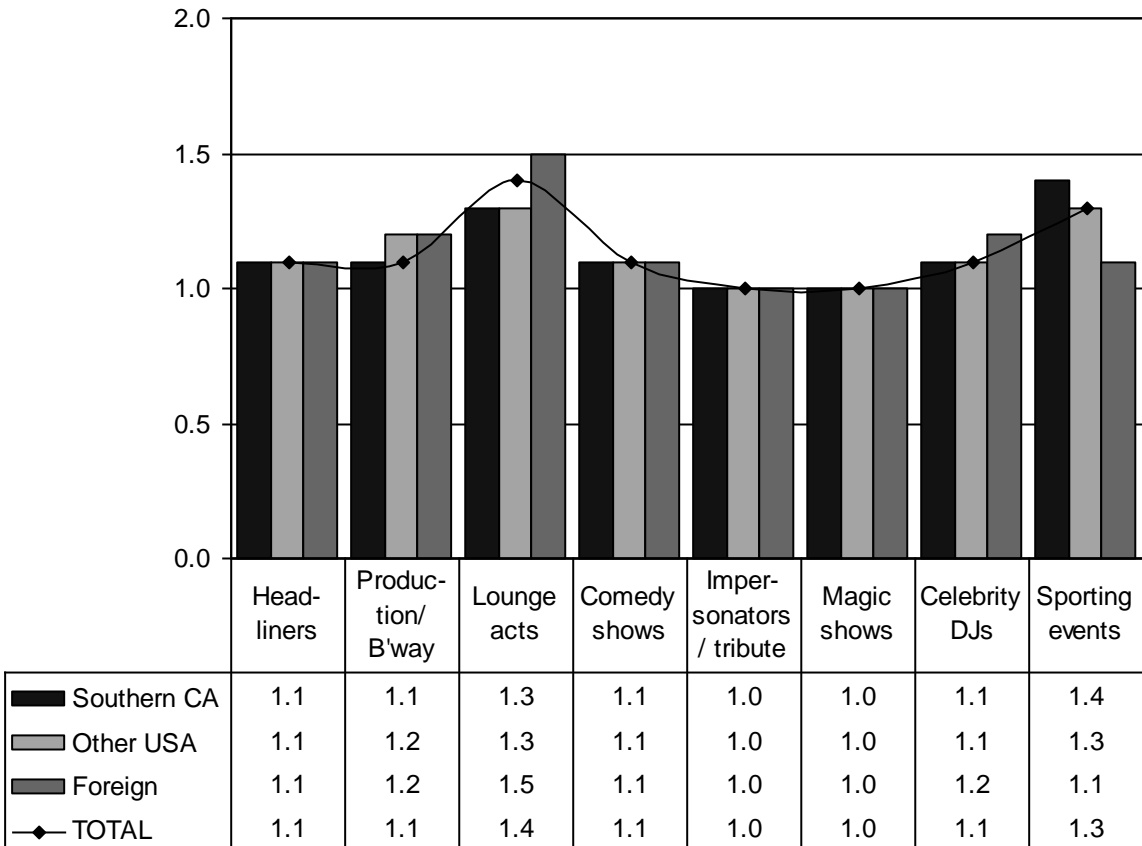
**FIGURE 55**  
**Types Of Entertainment**  
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.  
(Base Sizes: Southern CA=495, Other USA=1222, Foreign=398, TOTAL=2120)

Among those visitors who saw a show while on their most recent trip to Las Vegas, one-half (50%) went to a lounge act. Foreign visitors (54%) and other domestic visitors (53%) were more likely to have seen a lounge act than Southern California visitors (39%). Foreign visitors were the most likely to see a production or Broadway show (38%). Foreign visitors were also more likely than other domestic visitors to have seen a big-name headliner performer (26% vs. 19%). Southern California visitors (19%) were more likely than other domestic visitors (10%) to have seen a Celebrity DJ, while foreign visitors (5%) were the least likely.

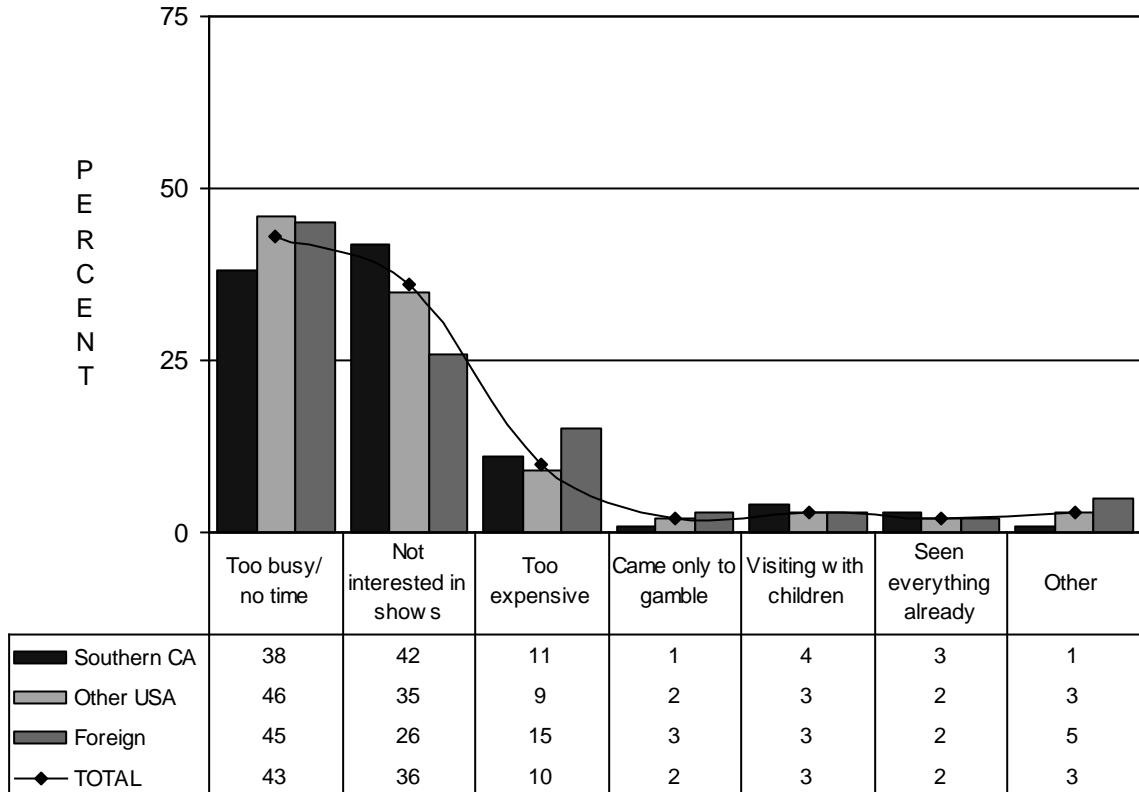
FIGURE 56  
Average Number Of Shows Attended  
(Among Those Who Attended Some Form Of Entertainment)



Multiple responses permitted.  
(Base Sizes: Southern CA=495, Other USA=1222, Foreign=398, TOTAL=2120)

We looked at the average number of times visitors attended each type of show among those who attended shows. Foreign visitors saw more lounge acts (1.5 shows) than Southern California and other domestic visitors (1.3 each).

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

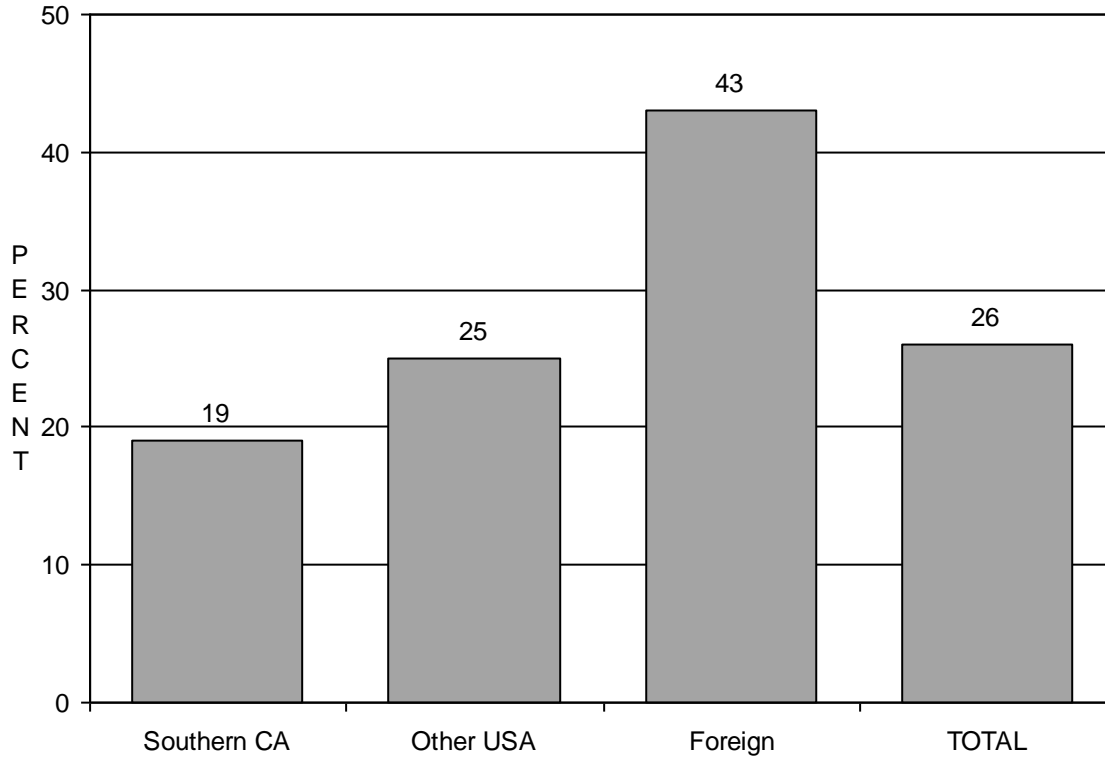


(Base Sizes: Southern CA=566, Other USA=958, Foreign=210, TOTAL=1735)

Visitors who did not attend any shows while in Las Vegas were asked why. The most common reason was a lack of time (43%). Southern California visitors (42%) were more likely than other domestic visitors (35%) to say it was because they weren't interested in any shows, while foreign visitors (26%) were the least likely to give this response.

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

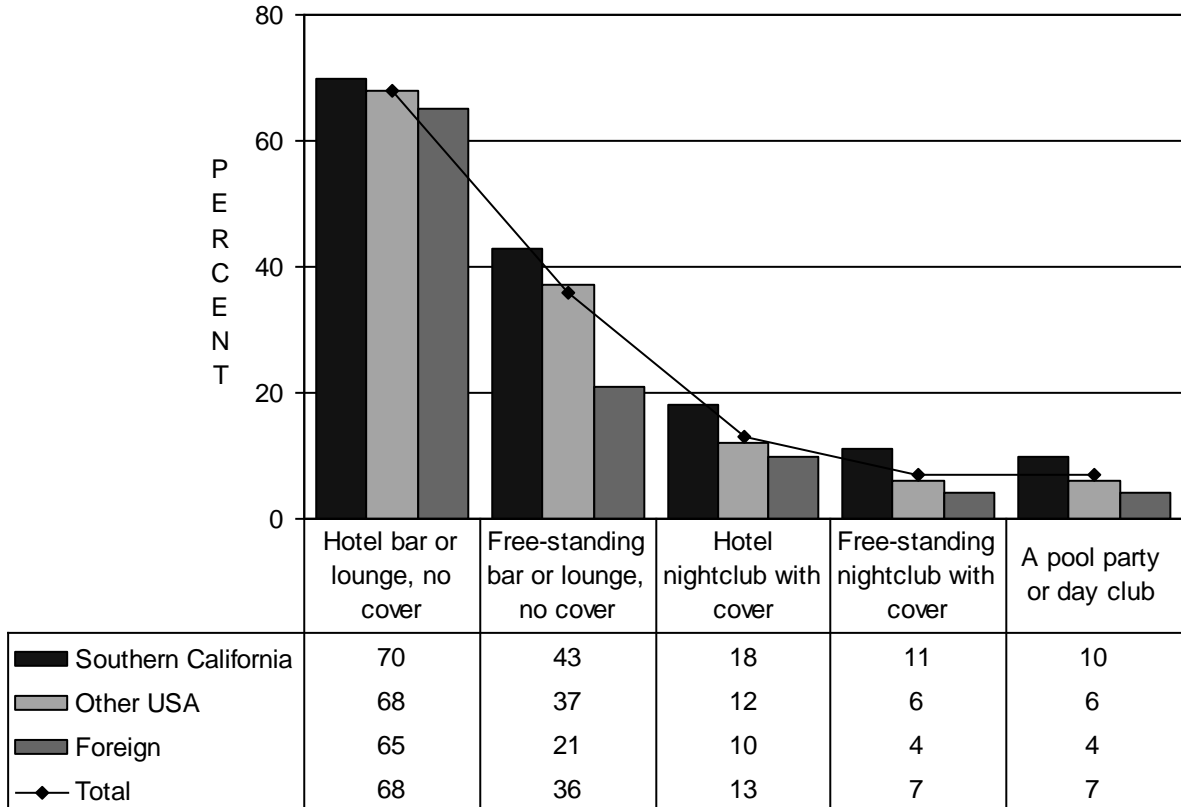
FIGURE 58  
Whether Have Been To Other Paid Attractions



Only "yes" responses are reported in this figure.

We asked visitors 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 they had done so. Foreign visitors (43%) were significantly more likely than other domestic visitors (25%) to have done so, while Southern California visitors (19%) were the least likely to have been to other paid attractions.

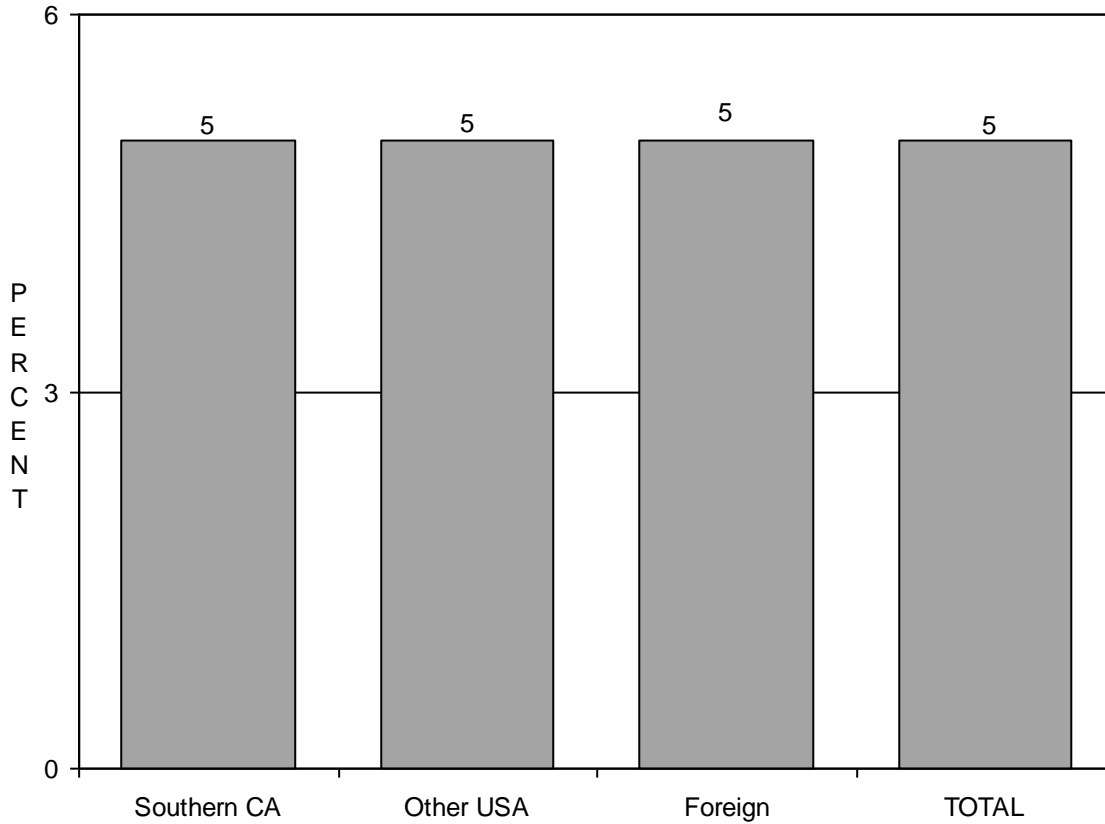
FIGURE 59  
Whether Has Been To Nightclubs, Bars, And Lounges



Multiple responses permitted.

We asked visitors if they visited nightclubs, bars, lounges or pool parties or day clubs while in Las Vegas. Southern California visitors were the most likely to say they had been to a free-standing bar or lounge without a cover charge (43%), while other domestic visitors (37%) were more likely than foreign visitors (21%) to have done so. Southern California visitors were also the most likely to have gone to a nightclub in a hotel with a cover charge (18%), a free-standing nightclub with a cover charge (11%), or a pool party or day club (10%). Other domestic visitors were also more likely than foreign visitors to have to have been to a pool party or day club (6% vs. 4%).

FIGURE 60  
Whether Visited A Spa\*



Only "yes" responses are reported in this figure.

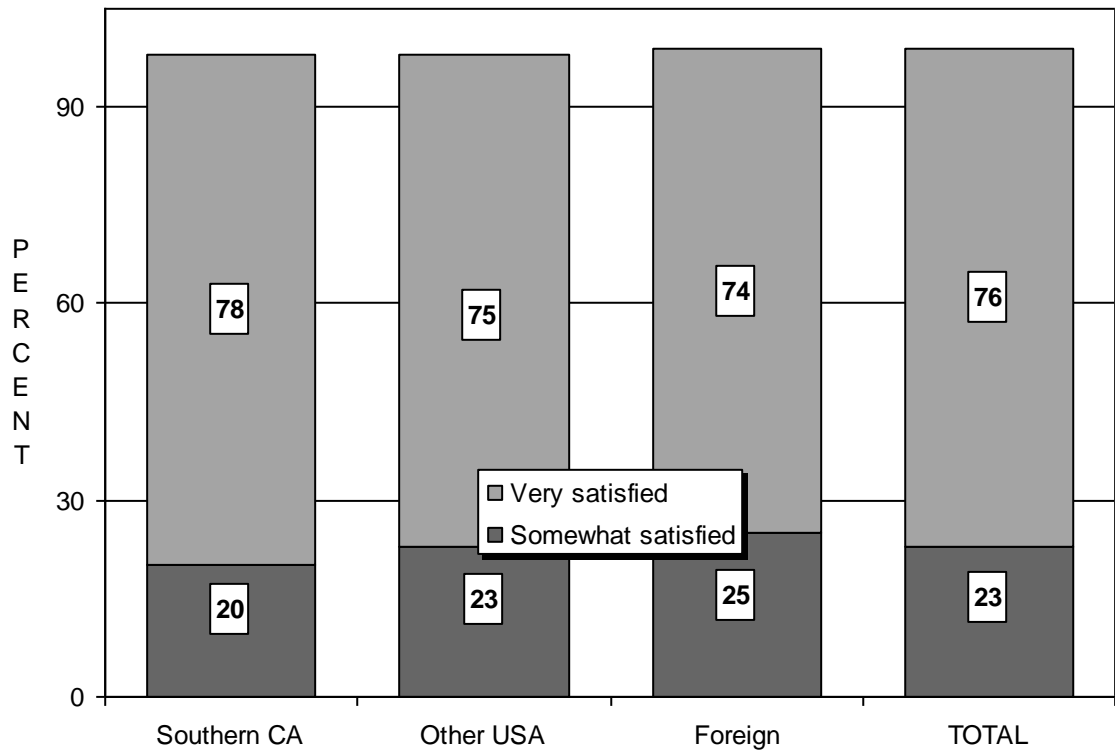
Visitors were asked if they had visited a spa during this trip to Las Vegas. Five percent (5%) said they had. There were no significant differences in this between any of the three visitor origin groups.

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



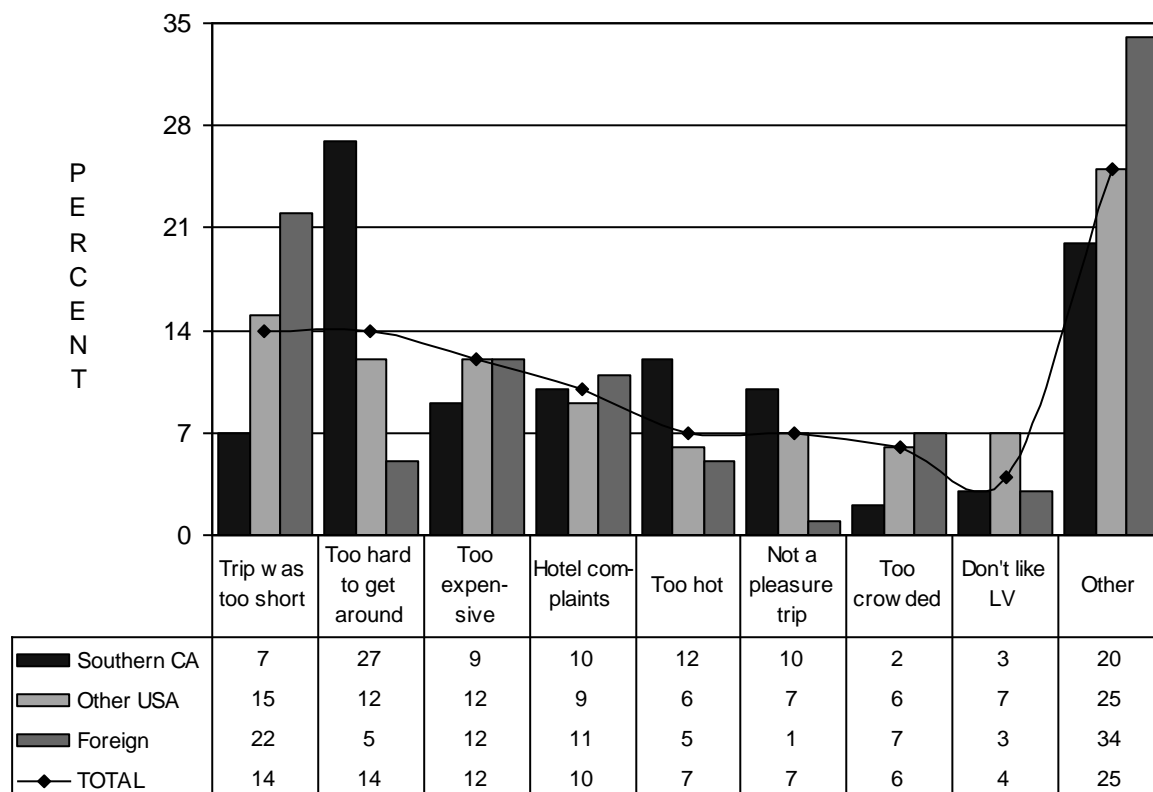
ATTITUDINAL INFORMATION

FIGURE 61  
Satisfaction With Visit



Three-quarters of visitors (76%) said that they were “very satisfied” with their visit to Las Vegas, while 23% said they were “somewhat satisfied.” Foreign visitors (25%) were more likely than Southern California visitors (20%) to say they were “somewhat satisfied.”

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



(Base Sizes: Southern CA=76, Other USA=217, Foreign=75, TOTAL=369)

Visitors who were not completely satisfied with their visit were asked to volunteer why. Foreign visitors (22%) and other domestic visitors (15%) were more likely than Southern California visitors (7%) to say that the trip was too short. Southern California visitors (27%), meanwhile, were more likely than other domestic visitors (12%) and foreign visitors (5%) to say that it was too hard to get around. Both Southern California visitors (10%) and other domestic visitors (7%) were more likely than foreign visitors (1%) to say the reason was that they were in town for business, not pleasure.

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

## VISITOR DEMOGRAPHICS

With regards to visitor demographics, Southern California visitors were significantly more likely than other domestic visitors to be:

- Less than 30 years old (28% vs. 20%).
- Non-white (44% vs. 28%), particularly Hispanic/Latino (22% vs. 11%) and Asian (6% vs. 3%).
- Single (24% vs. 16%).

Other domestic visitors were significantly more likely than Southern California visitors to be:

- 40 or older (57% vs. 48%).
- White (72% vs. 56%).
- Married (75% vs. 66%).

Foreign visitors were significantly more likely than both Southern California and other domestic visitors to be:

- Married (83% vs. 66% of Southern California visitors and 75% of other domestic visitors).
- College graduates (58% vs. 43% of Southern California visitors and 45% of other domestic visitors).
- White (79% vs. 56% of Southern California visitors and 72% of other domestic visitors).

**FIGURE 63**  
**VISITOR DEMOGRAPHICS**

	<b>Southern California</b>	<b>Other USA</b>	<b>Foreign</b>	<b>TOTAL</b>
<u><b>GENDER</b></u>				
Male	54%	49%	49%	50%
Female	46	51	51	50
<u><b>MARITAL STATUS</b></u>				
Married	66	75	83	74
Single	24	16	13	18
Separated/Divorced	8	7	2	6
Widowed	2	2	1	2
<u><b>EMPLOYMENT</b></u>				
Employed	72	73	69	72
Unemployed	1	1	0	1
Student	4	3	4	3
Retired	17	17	18	17
Homemaker	6	6	9	7
<u><b>EDUCATION</b></u>				
High school or less	15	15	18	16
Some college/trade school	43	40	25	38
College graduate	43	45	58	46
<u><b>AGE</b></u>				
21 to 29	28	20	19	22
30 to 39	24	23	22	23
40 to 49	15	19	21	18
50 to 59	14	17	16	16
60 to 64	7	7	9	8
65 or older	12	14	14	14
MEAN	42.4	44.9	45.0	44.3
BASE	(930)	(2071)	(592)	(3600)

**FIGURE 64**  
**VISITOR DEMOGRAPHICS**

	<b>Southern California</b>	<b>Other USA</b>	<b>Foreign</b>	<b>TOTAL</b>
<b><u>ETHNICITY</u></b>				
White	56%	72%	79%	69%
African American/Black	16	13	2	12
Asian/Asian American	6	3	7	4
Hispanic/Latino	22	11	11	14
Other	1	1	1	1
<b><u>HOUSEHOLD INCOME</u></b>				
Less than \$20,000	2	1	2	1
\$20,000 to \$39,999	4	5	3	4
\$40,000 to \$59,999	16	16	11	15
\$60,000 to \$79,999	24	24	19	23
\$80,000 or more	45	44	46	45
Not sure/no answer	10	10	19	12
<b><u>VISITOR ORIGIN</u></b>				
<b><u>U.S.A.</u></b>	<u>0</u>	<u>100</u>	<u>0</u>	<u>84</u>
Eastern states*	0	12	0	7
Southern states†	0	27	0	15
Midwestern states‡	0	16	0	9
Western states§	<u>100</u>	<u>45</u>	<u>0</u>	<u>52</u>
California	100	9	0	31
Southern California	100	0	0	26
Northern California	0	9	0	5
Arizona	0	13	0	7
Other Western states	0	23	0	13
<b><u>Foreign</u></b>	<u>0</u>	<u>0</u>	<u>100</u>	<u>16</u>
<b>BASE</b>	<b>(930)</b>	<b>(2071)</b>	<b>(592)</b>	<b>(3600)</b>

\* **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.