LAUGHLIN
VISITOR PROFILE STUDY

2017

Prepared for:
Las Vegas Convention And Visitors Authority

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

Many of the characteristics and behaviors of Laughlin visitors in 2017 did not change much over the past year, reinforcing evidence of a growing higher household income segment visiting Laughlin as well as a lodging visitor who is more likely to be paying a regular and higher room rate. There continue to be somewhat fewer packages being purchased and those that are tended to be lower cost in 2017 than in the recent past.

The 2017 findings revealed a sharp uptick in the frequency of visitation. Past visitors themselves appear to be good brand ambassadors very willing to recommend Laughlin to others. 2017 also saw relatively more booking directly with the properties and less booking through websites or apps.

The trends observed over the past several years have continued with respect to gaming in 2017. These trends are characterized by visitors spending less time gambling, but budgeting more money and going to more casinos. More gamblers are deciding on where to gamble after arrival, highlighting the importance of in-destination efforts to attract gamblers.

Expenditures on food and drink rose to their highest level in the past five years while spending on shows and entertainment declined somewhat in 2017.

Summary tables of selected characteristics over the past five years by topical area are provided in the appendix.

REASONS FOR VISITING

The average number of visits over the past year and over the past five years among all visitors generally, and repeat visitors specifically, spiked to their highest levels in 2017.

Although Laughlin has been attracting somewhat fewer first-time visitors over the past three years, this increased frequency of visitation may allow Laughlin to maintain or even increase visitor volume in the near term.

Vacation or pleasure and gambling continue to be the primary trip motivators for Laughlin among both first-time and repeat visitors over the past five years. However, repeat visitors in 2017 continued to be much more likely to say the reason for their current visit was simply vacation or pleasure compared to the reason for their first visit. The reason for their first visit was much more likely than the reason for their current visit to be to visit friends or relatives, or for water-based recreation. These findings suggest that Laughlin is continuing to establish itself as a full-featured resort destination.

TRAVEL PLANNING

Travel planning characteristics have remained relatively stable over the past five years with the exception of when visitors decide on where they will gamble in Laughlin. Prior to 2015 over ninety percent of Laughlin visitors decided where they would gamble before they arrived in Laughlin. Beginning in 2015 this proportion has dropped to about seventy percent suggesting that current visitors are relatively more likely to be open to gaming options after they arrive in Laughlin. The slight uptick in 2017 of the proportion of visitors planning their trip less than one week in advance (18%) is notable, but still in the same range as this measure has been over the past five years.

Over the past five years about nine in ten Laughlin visitors used ground transportation to get to Laughlin and nearly all of them decided where they would stay before they arrived in Laughlin. Websites and Email offers were used by just over ten percent of visitors in their trip planning process.

Use of travel agents for trip planning has been minimal over the past five years and is currently only one percent of Laughlin visitors. About one quarter of Laughlin visitors are currently visiting nearby locations (other than Las Vegas) during their trip, primarily Oatman, Arizona and/or the Lake Mojave/Davis Dam area. In 2017 slightly more Laughlin visitors had visited or were planning to visit Las Vegas on their Laughlin trip than did so over the past few years.

TRIP CHARACTERISTICS AND EXPENDITURES

Overall, many trip characteristics have remained relatively unchanged over the past five years including party size, the proportion of visitors who stayed overnight, the proportion of visitors who stayed in a hotel or motel room, and the number of room occupants. However, length of stay has rebounded up slightly from 2016. Calling the property directly for booking also rebounded up from 2016 to about three quarters, while using a website or app declined slightly back to the level observed in 2014. Currently, slightly less than one-half of lodging visitors who booked their accommodations online booked on the property's website, up from the five year low of one-third in 2016.

Over the past five years the proportion of lodging visitors paying a regular room rate has steadily increased to over one quarter of lodging visitors, while the proportion of lodging visitors paying a casino rate has declined to just over six in ten. In 2017, slightly fewer lodging visitors bought a hotel or tour group package than in past years and the package price has declined to the lowest amount paid over the past five years. Conversely, the average per night paid by non-package lodgers for their room increased in 2015 and has remained at the same higher level since then.

In 2017, we observed a significant spike up in the trip amount spent on food and beverage to its highest level over the past five years, while average trip expenditures for shopping has remained relatively stable. Conversely, average trip expenditures for shows and entertainment has declined to its lowest level over the past five years. Trip spending on local transportation and sightseeing have remained in the same range over the past few years.

GAMING BEHAVIOR AND BUDGETS

Although similar to the past five years where nearly all Laughlin visitors gambled, the 2017 proportion is down slightly. The average hours per day spent gambling of nearly six hours in 2013 has declined and has remained at just over five hours since 2014. However, the average trip gambling budget has increased somewhat beginning in 2014. Together these observations define a Laughlin gambler spending relatively more money gambling in less time over the past four years.

The average number of casinos gambled at during their visit has also increased somewhat compared to the 2013 to 2014 time period and has been in the same range since then. This suggests that the current Laughlin visitor is seeking a more varied gaming experience than those gamblers in 2013 or 2014. Over nine in ten Laughlin gamblers over the past five years have been members of a slot or loyalty club suggesting more than a casual commitment to gambling.

ATTITUDINAL INFORMATION

In 2017, 99% of Laughlin visitors were very (84%) or somewhat (15%) satisfied with their current trip, comparable to recent years. Nearly three quarters of 2017 visitors said they definitely would return to Laughlin within the next year, somewhat less than in the 2013 to 2014 time period. Laughlin visitors have remained good brand ambassadors for the destination as about nine in ten 2017 visitors said they definitely will recommend Laughlin to others, in the same range over the past five years.

NOTABLE VISITOR DEMOGRAPHICS

The 2017 demographic profile of Laughlin visitors shows little change in the origin of visitors, their level of education, and their age. However, beginning in 2016 and continuing in 2017 there were some changes in other demographic characteristics that, if continued over time, could signal potential differences in the tastes and preferences of visitors for their Laughlin trip experience.

Specifically, the current Laughlin visitor is somewhat less likely to be retired or to be married than those visitors before 2016. The average age of visitors has remained at around 60 years old over the past five years and about one-half of these visitors are 65 or more years old, about the same as in 2016.

Over the past five years, about one-third of Laughlin visitors have resided in Southern California and only about one in twenty were visitors from outside the U.S. Also, over the past five years about one-half of Laughlin visitors have had an annual household income of less than $60,000. However, beginning in 2015 and continuing through 2017, over one quarter of Laughlin visitors have an annual household income in excess of $80,000, much higher than in the 2013 to 2014 time period.

INTRODUCTION

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

More specifically, the Laughlin Visitor Profile aims to:

- Provide a profile of Laughlin visitors in terms of socio-demographic and behavioral characteristics.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. Approximately one hundred (100) interviews were conducted each month for 12 months from January through December 2017. Qualified survey respondents were visitors to Laughlin (non-residents) who were at least 21 years of age. (Residents of Bullhead City, Arizona, were not considered visitors). Residents of Clark County, including residents of Las Vegas but excluding residents of Laughlin, were treated as visitors to Laughlin. Only visitors who planned to leave Laughlin within 24 hours were asked to complete the survey.

Visitors were intercepted near Laughlin hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. 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 and compares them to the results of the 2013, 2014, 2015, and 2016 studies. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all five years, it is because the question was not asked for all five years.

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

SUMMARY OF FINDINGS

REASONS FOR VISITING

In 2017, 90% of visitors had visited Laughlin before while 10% were first-time visitors. Since 2015 there have been significantly fewer first-time visitors than in the recent past.

FIGURE 1

First Visit Vs. Repeat Visit

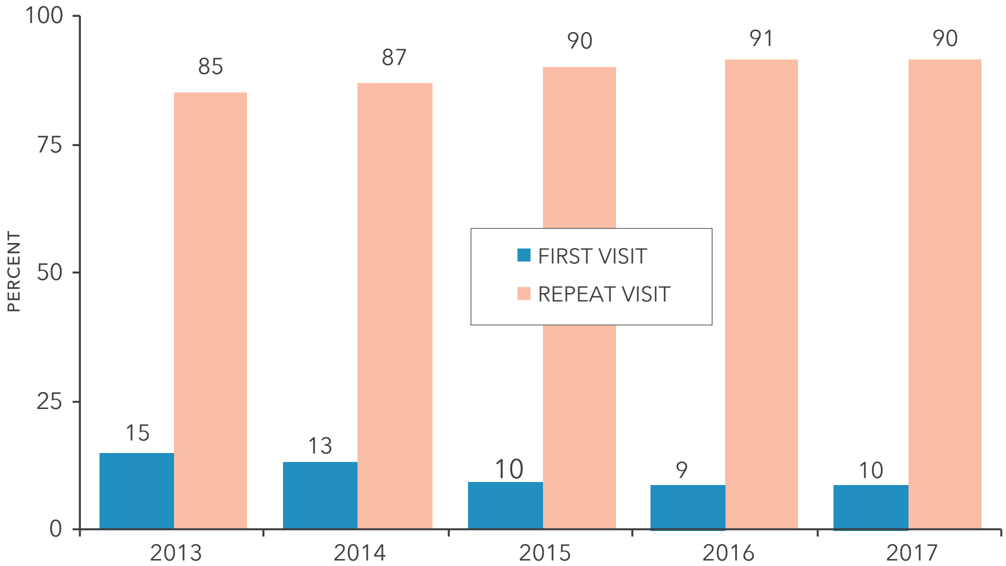
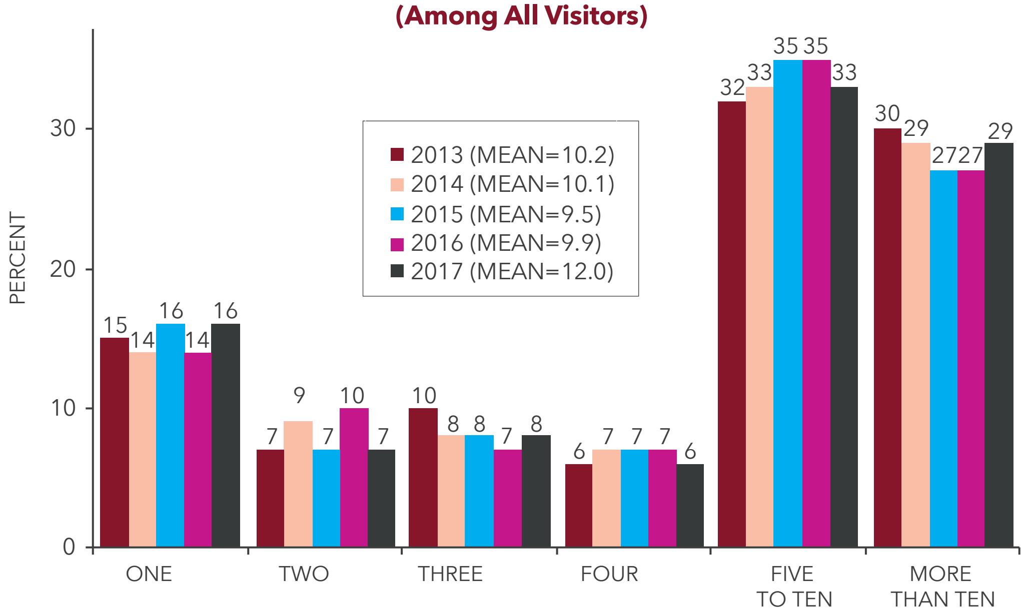


FIGURE 2

Frequency Of Visits In Past Five Years
(Among All Visitors)

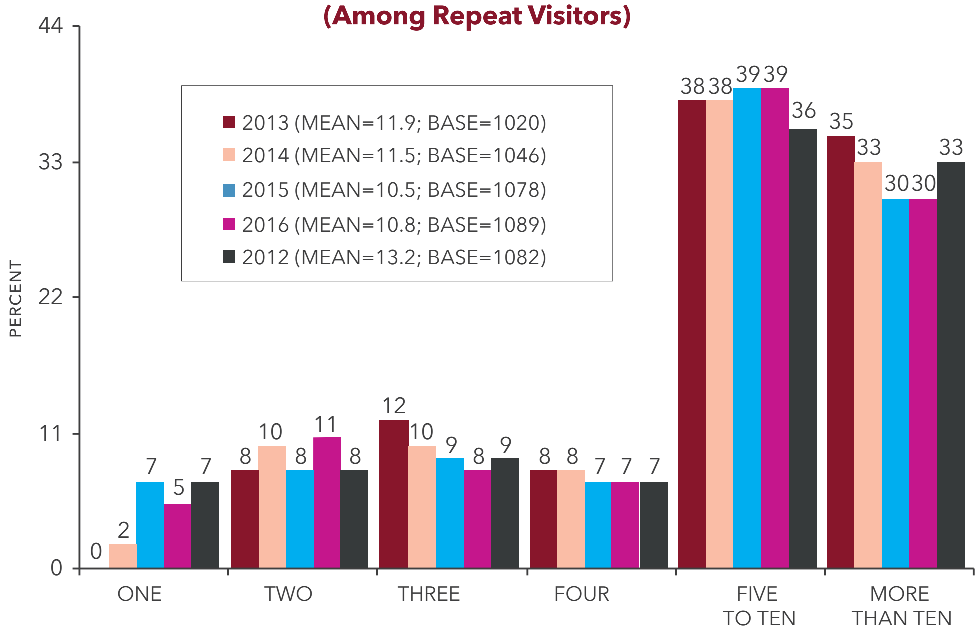


The average number of visits to Laughlin in the past five years among all visitors was 12.0 in 2017, about two trips more than the average for any of the past four years. This suggests that Laughlin may be attracting a more frequent and/or loyal visitor.

FIGURE 3

Frequency Of Visits In Past Five Years

(Among Repeat Visitors)

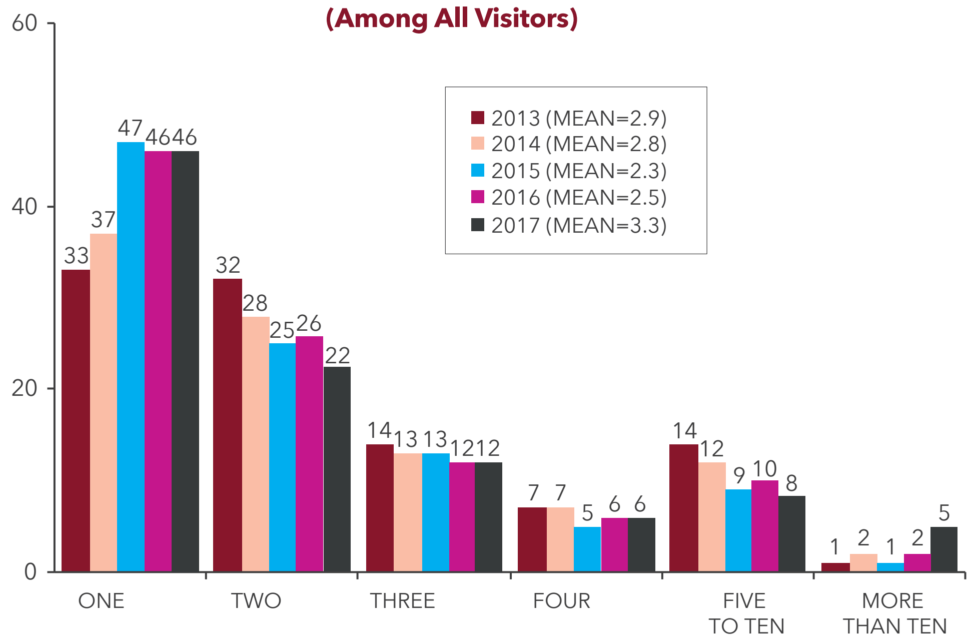


The average number of visits to Laughlin during the past five years among repeat visitors increased to 13.2, its highest level over the past five years. Thirty-three percent (33%) of repeat visitors said they visited Laughlin more than 10 times in the past five years, about the same as in the 2013-14 time period.

FIGURE 4

Frequency Of Visits In Past Year

(Among All Visitors)

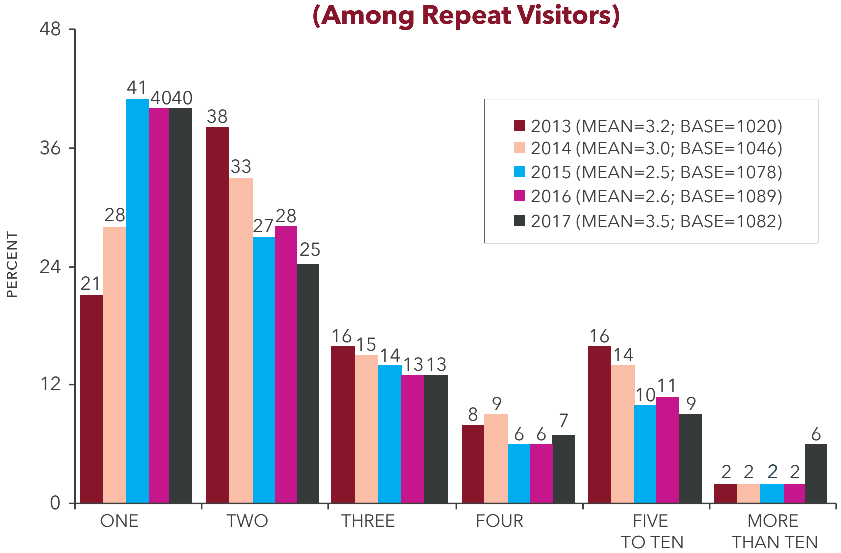


Among all Laughlin visitors in 2017, the average number of visits in the past year was 3.3, the highest level observed over the past five years. Five percent (5%) said they visited Laughlin more than ten times in the past year, again the highest level observed over the past five years. Conversely, 22% of Laughlin visitors in 2017 said they visited Laughlin twice in the past year, well below the proportion of visitors in the 2013 – 2014 time period.

FIGURE 5

Frequency Of Visits In Past Year

(Among Repeat Visitors)



In 2017, repeat visitors made an average of 3.5 trips to Laughlin, the highest level of visitation observed since 2013. Six percent (6%) of repeat visitors made more than ten trips in the past year, the highest level observed over the past five years. Conversely, 25% of repeat visitors reported making two visits in 2017, well below the proportions who did so in the 2013 to 2014 time frame.

Over one-third (35%) of repeat visitors in 2017 said they first came to Laughlin primarily for vacation or pleasure, the highest proportion of such visitors over the past five years. Twenty-eight percent (28%) of repeat visitors in 2017 first came to Laughlin primarily to gamble, somewhat less than in the past two years. Another one-sixth (17%) of repeat visitors first came to Laughlin to visit friends or relatives, down from the 2013 to 2014 time period. Seven percent (7%) of repeat visitors first visited Laughlin primarily for water-based recreation, similar to 2016 (8%), and only 6% said they first visited Laughlin while just passing through, also about the same as 2016 (5%).

FIGURE 6

Primary Purpose Of First Visit

(Among Repeat Visitors)

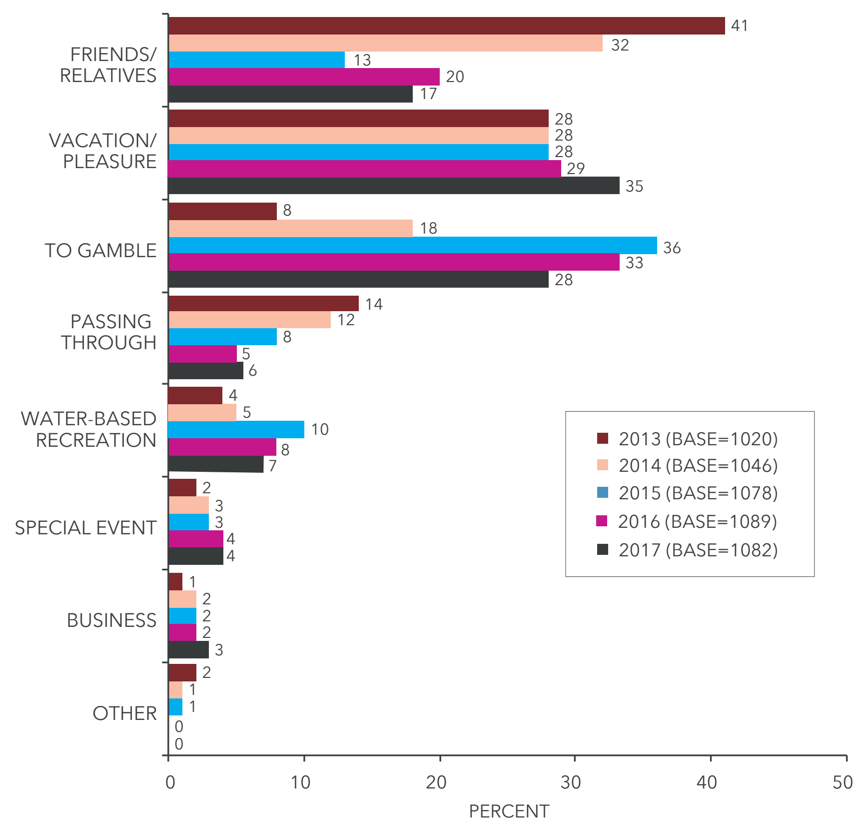
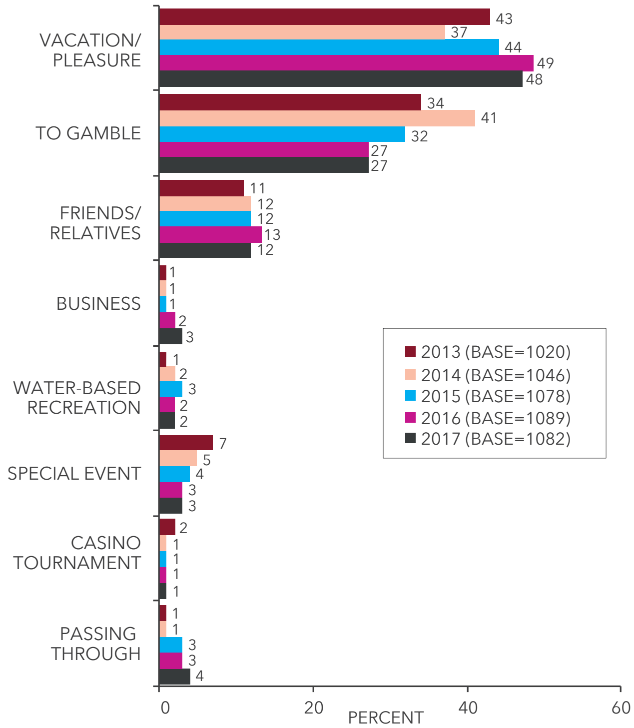


FIGURE 7

Primary Purpose Of Current Visit
(Among Repeat Visitors)



The primary purpose of this trip to Laughlin among repeat visitors was quite similar to 2016. About one-half (48%) of repeat visitors said the primary purpose of this trip to Laughlin was vacation or pleasure, up from 2015 (44%). Twenty-seven percent (27%) of repeat visitors came to Laughlin primarily to gamble on this visit, down from 2015 (32%). Another 12% of repeat visitors said the primary purpose of their current trip was to visit friends or relatives, the same as in 2015. Smaller proportions of repeat visitors said the primary purpose of their current trip to Laughlin was for business (3%), up from the prior four years, water-based recreation (2%), a special event (3%), a casino tournament (1%), or just passing through (4%), all about the same as in the recent past few years.

The primary purpose of this trip to Laughlin among all visitors was also quite similar to 2016. One-half (49%) of all visitors to Laughlin in 2017 said the primary purpose of their current trip was for vacation or pleasure, up from 2015. Another one quarter (26%) of all visitors said their primary purpose was to gamble, down from 2015 (30%). Twelve percent (12%) of all visitors were in Laughlin primarily to visit friends or relatives, about the same as over the past few years. Smaller proportions of all visitors said the primary purpose of their current trip to Laughlin was for a special event (3%), business (3%), up from the prior four years, water-based recreation (2%), just passing through (4%), or a casino tournament, (1%), all about the same as in the recent past few years.

FIGURE 8

Primary Purpose Of Current Visit
(Among All Visitors)

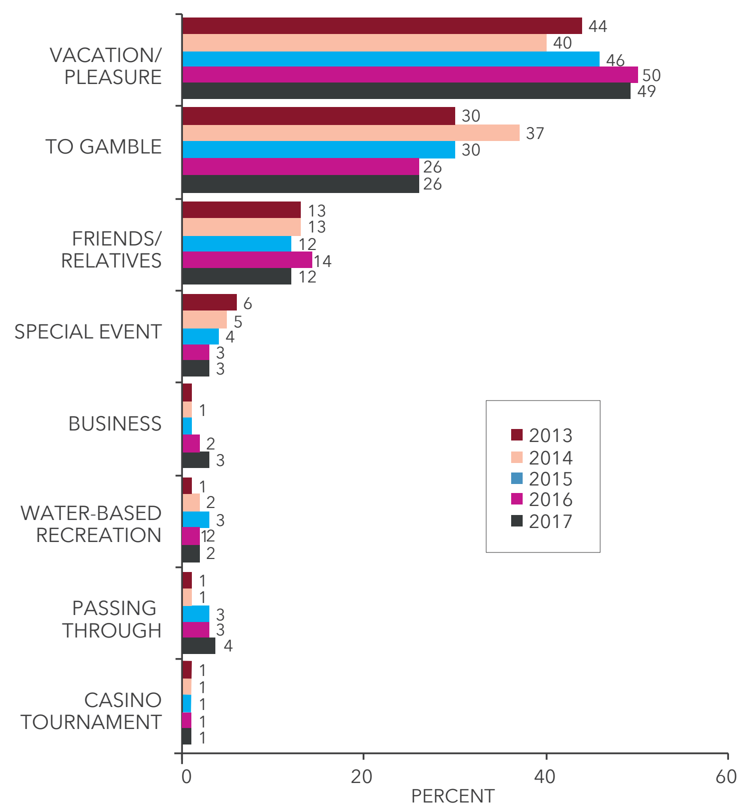
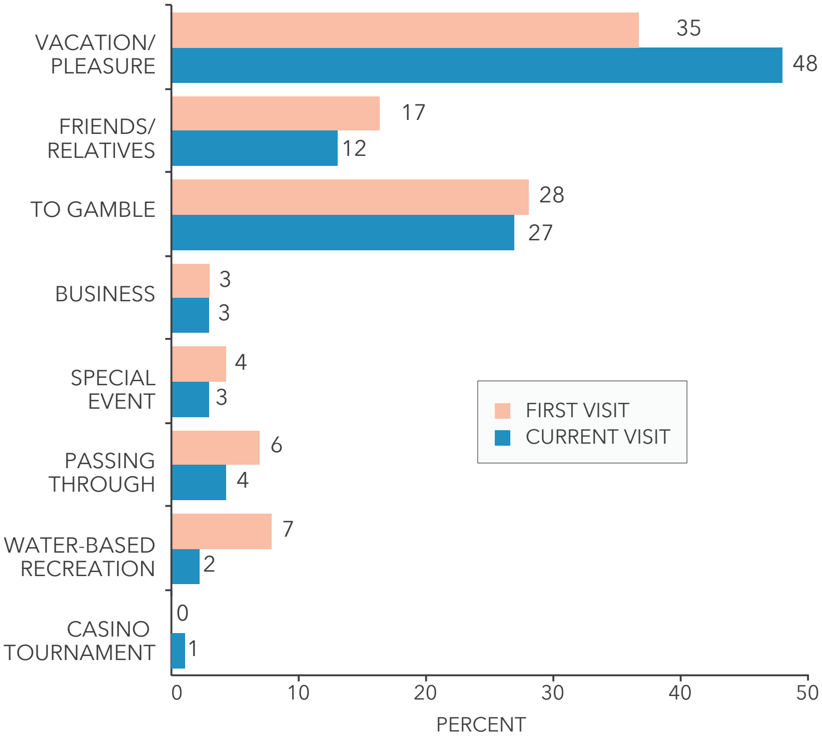


FIGURE 9

Primary Purpose Of First Visit Vs. Current Visit – 2017
(Among Repeat Visitors)



This figure compares the primary purpose given by repeat visitors for their first visit to Laughlin versus the primary reason for their current visit in 2017. Repeat visitors were significantly more likely to first visit Laughlin to visit friends or relatives (17% vs. 12% for current visit), for water-based recreation (7% vs. 2% for current visit), or were just passing through (6% vs. 4% for current visit). Conversely, repeat visitors were significantly more likely to be visiting Laughlin currently for vacation or pleasure (48% vs. 35% for their first visit).

Figure 10 compares first-time visitors with repeat visitors in terms of the primary purpose of their current visit to Laughlin in 2017. Repeat visitors were significantly more likely than first-time Laughlin visitors to say the primary purpose of their current visit was to gamble (27% vs. 17% for first-time visitors).

FIGURE 10

Primary Purpose Of Current Visit – 2017
(First-Time Vs. Repeat Visitors)

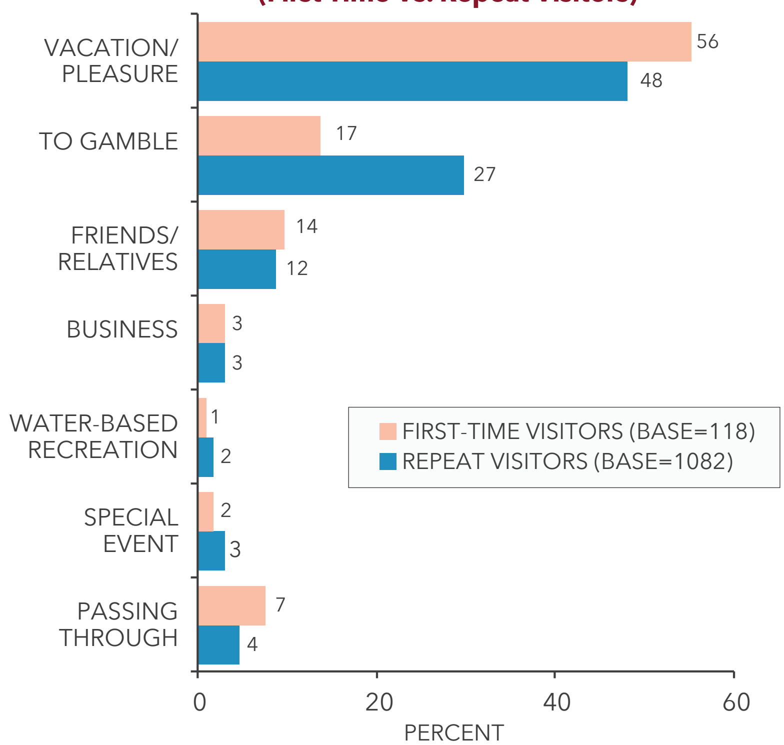


FIGURE 11

Gaming Tournaments*

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

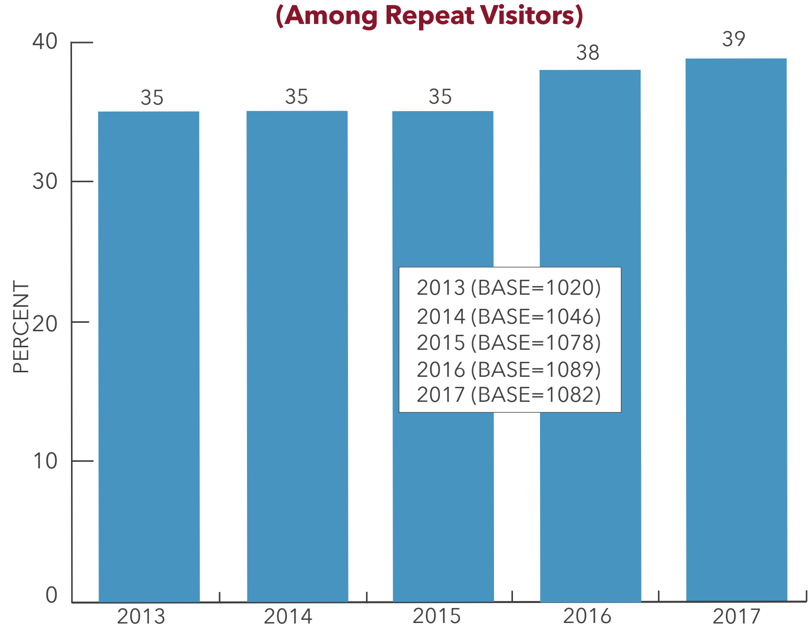
In 2017, 10% of Laughlin visitors said they planned to participate in a gaming tournament in Laughlin, down from a high of 17% in 2013 and similar over the past few years.

We asked repeat visitors whether they had visited Laughlin in the past to attend a special event such as a rodeo, a car or motorcycle rally, or an outdoor concert. In 2017, 39% said they had, similar to 2016 (38%), and up slightly from 2013 to 2015 (each at 35%).

FIGURE 12

Visited Laughlin In The Past For A Special Event*

(Among Repeat Visitors)



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

TRAVEL PLANNING

Travel planning continued to vary broadly in 2017 with a small uptick in closer-in planning. Eighteen percent (18%) of Laughlin visitors planned their trip within a week of visiting, up slightly from the past few years. Forty-two percent (42%) planned their trip between 7-30 days of their visit, in the same range as 2015 and 2016. Four in ten (40%) visitors planned their trip to Laughlin more than 30 days in advance, the same as in 2016 but down from 2015 (45%). Seventeen percent (17%) of Laughlin visitors in 2017 planned their trip more than 90 days in advance, about the same as since 2015 (17%), but up significantly from 2013 to 2104.

FIGURE 13
Advance Travel Planning

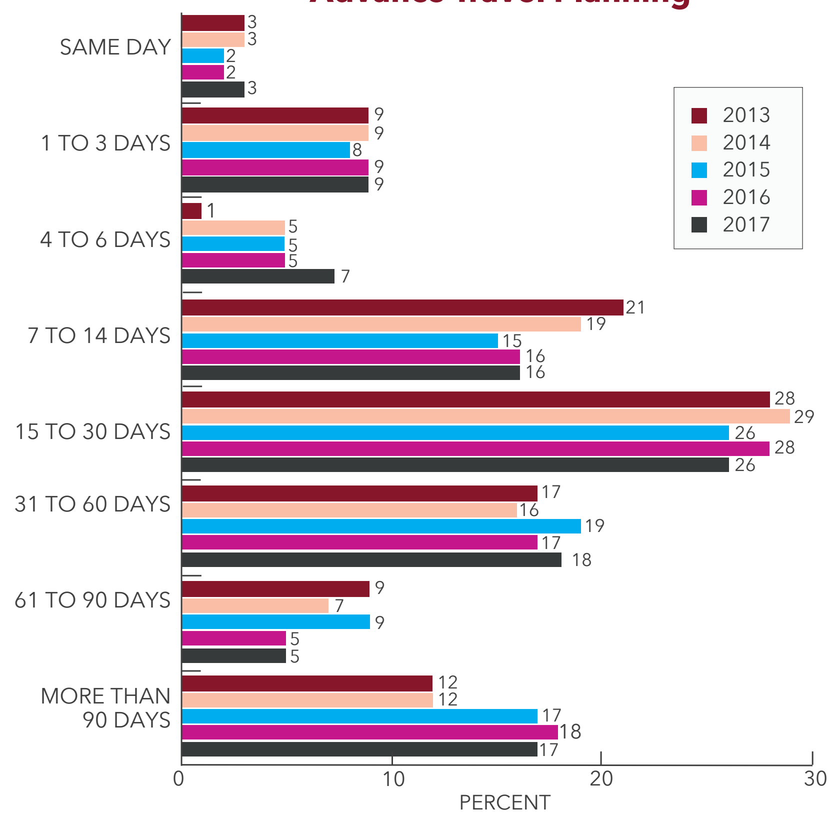
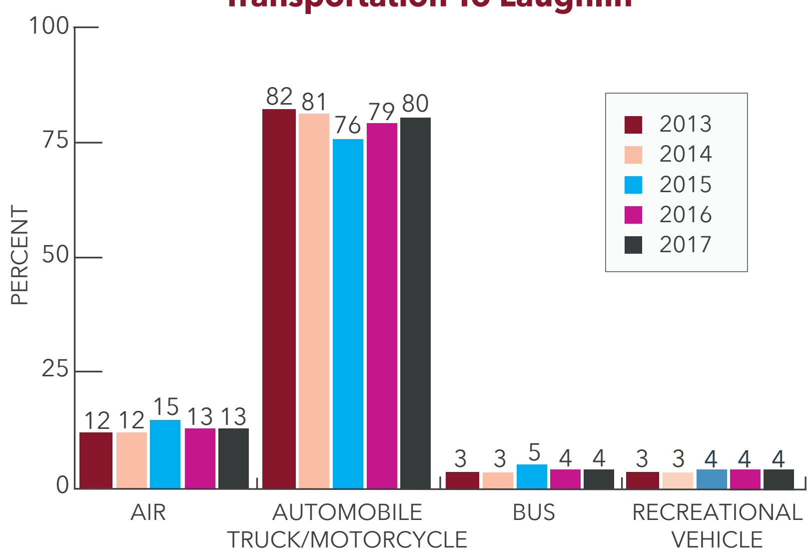


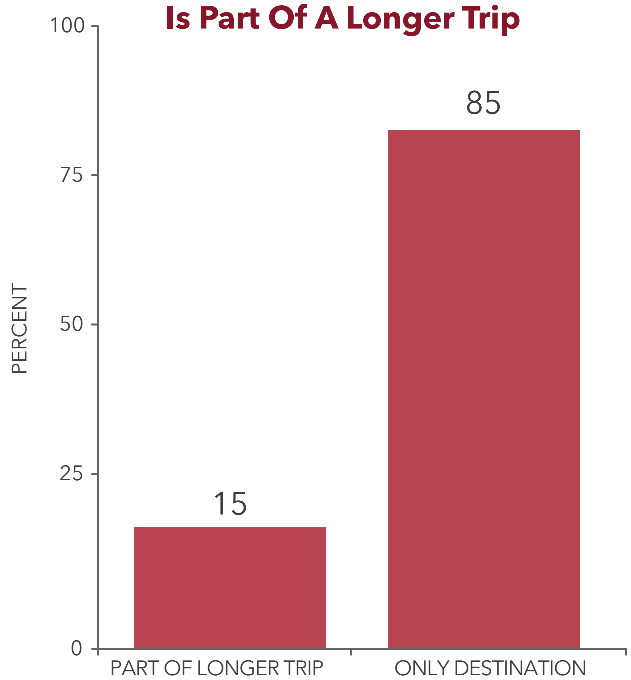
FIGURE 14
Transportation To Laughlin



In 2017, most Laughlin visitors continued to travel to Laughlin by automobile, truck or motorcycle (80%), up slightly from 2015 (76%). Thirteen percent (13%) said they came by air, 4% traveled by bus (down slightly from 2015), and 4% came to Laughlin in an RV.

FIGURE 15

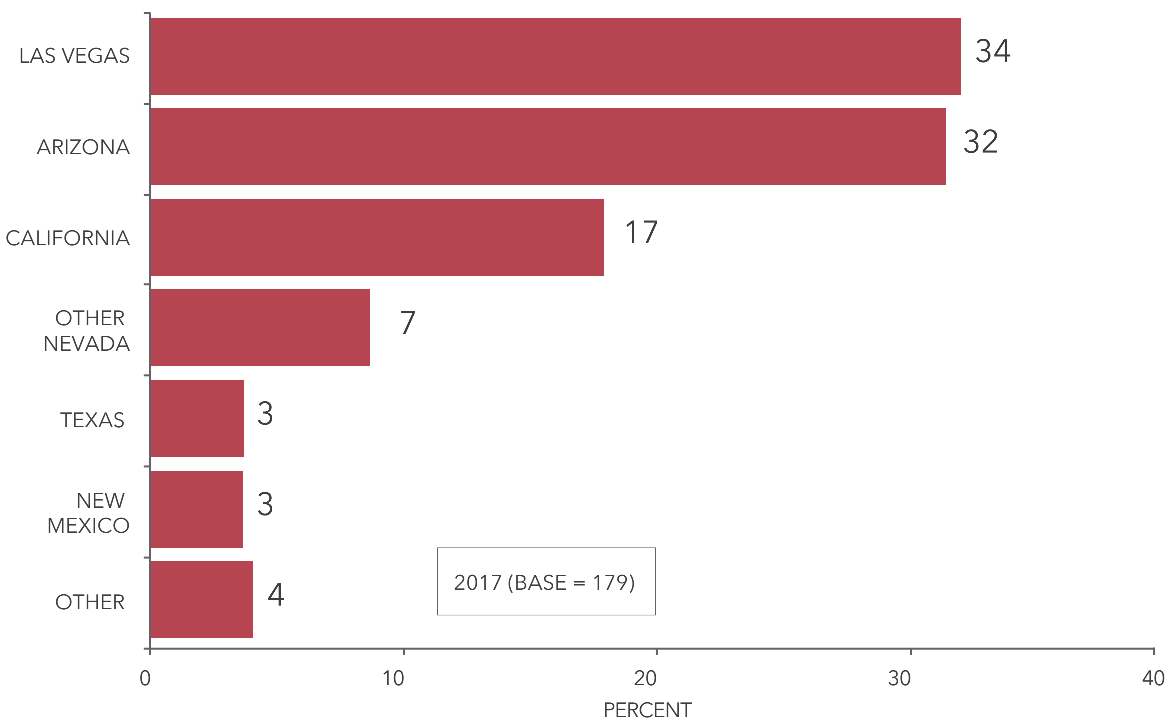
Whether Laughlin Visit Is Part Of A Longer Trip



Beginning in 2017 visitors were asked whether their visit to Laughlin was part of a longer trip or if Laughlin was their only destination. Eighty-five percent (85%) said Laughlin was the only destination for their trip.

FIGURE 16

Primary Destination Of Trip
(Among Those On A Longer, Multi-Destination Trip)

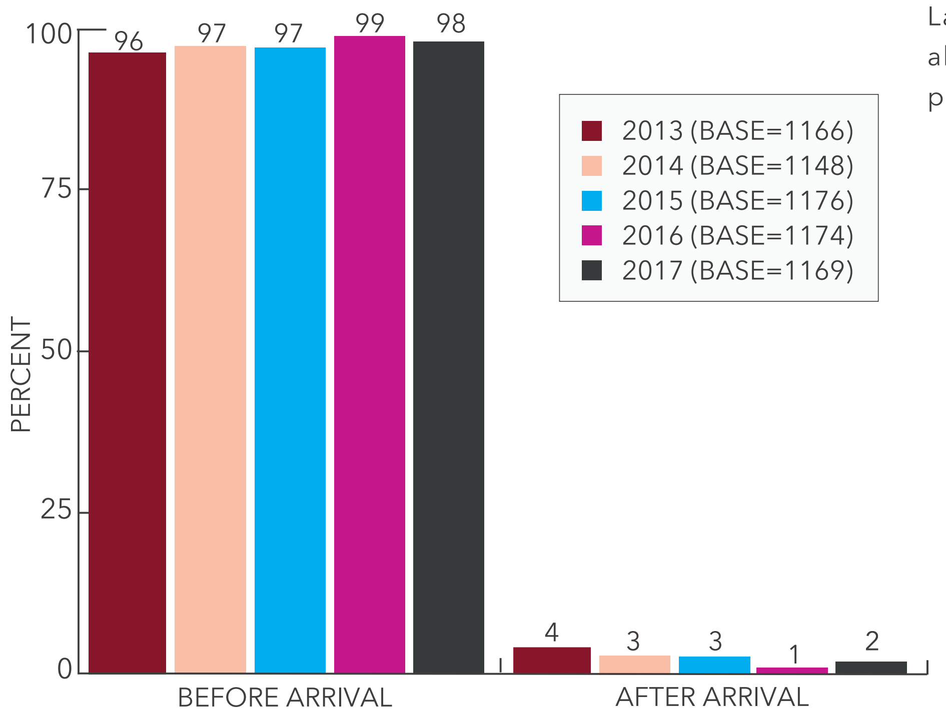


Among those travelers who visited Laughlin in 2017 as part of a longer trip the primary destination for about two-thirds of them was either Las Vegas (34%) or somewhere in Arizona (32%). Another 17% of these visitors had a primary destination of somewhere in California with smaller proportions traveling to other places in Nevada (7%), Texas (3%), or New Mexico (3%).

FIGURE 17

When Decided Where To Stay

(Among Those Who Stayed Overnight)

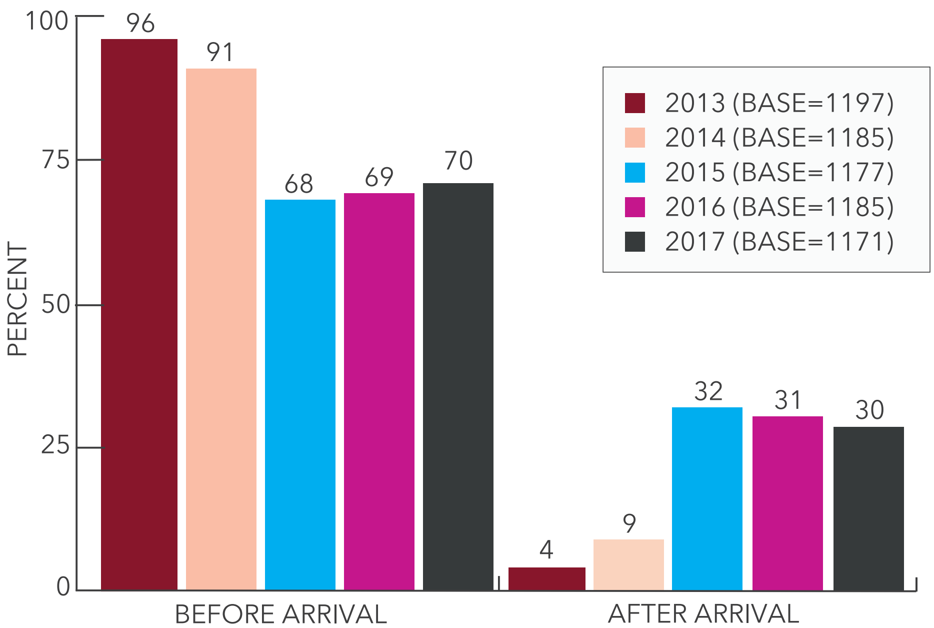


Almost all (98%) of Laughlin visitors in 2017 decided where to stay in Laughlin prior to their visit, about the same over the past five years.

FIGURE 18

When Decided Where To Gamble

(Among Those Who Gambled)



Seven in ten (70%) Laughlin visitors who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin, down significantly from the 2013 to 2014 time period. Thirty-percent (30%) of Laughlin gamblers said they made their decision about where to gamble after arriving, the same as in 2016 and up significantly from the 2013 to 2014 time period.

Among visitors who reported going to a show, 47% said they decided on what shows to see before their arrival in Laughlin, about the same over the past five years. Fifty-two percent (52%) said they decided on what shows to see after their arrival in Laughlin, in the same range over the past five years.

FIGURE 19

When Decided Which Shows To See

(Among Those Who Saw Shows)

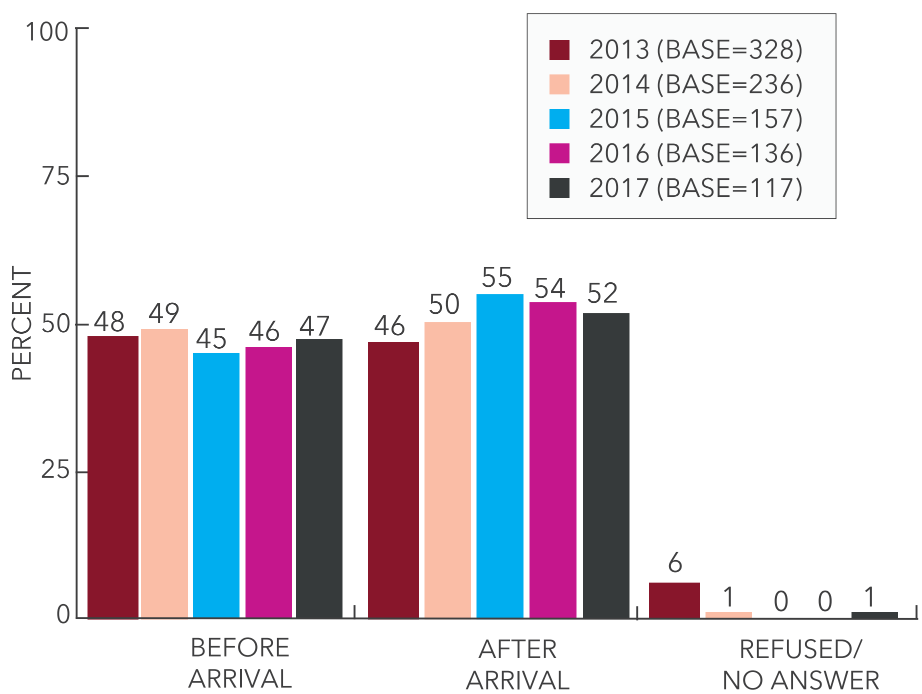
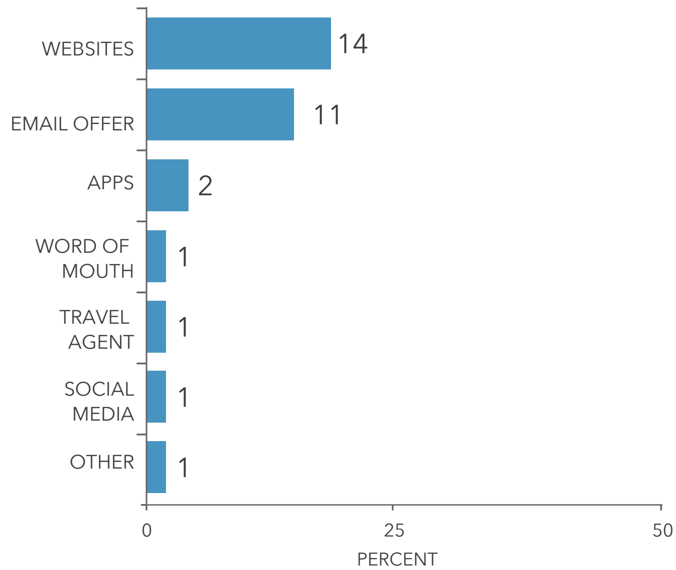


FIGURE 20

Tools Used In Planning Trip To Laughlin

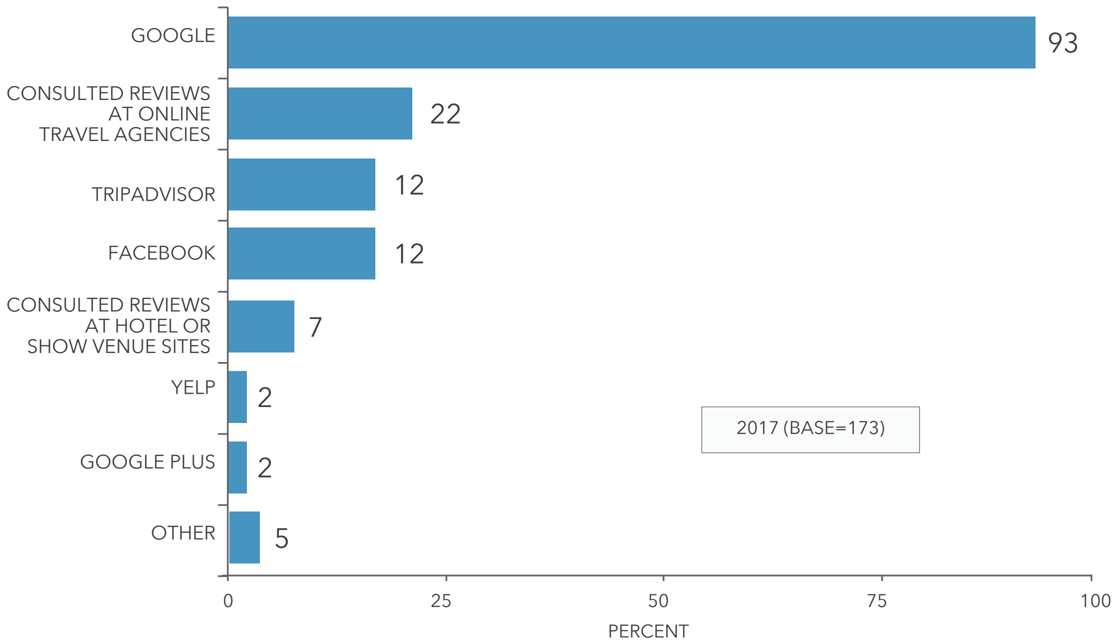


In 2017, visitors to Laughlin were asked about their use of several specific tools in planning the trip. About one in seven (14%) visitors said they used websites and another one in ten (11%) said they used an email offer.

FIGURE 21

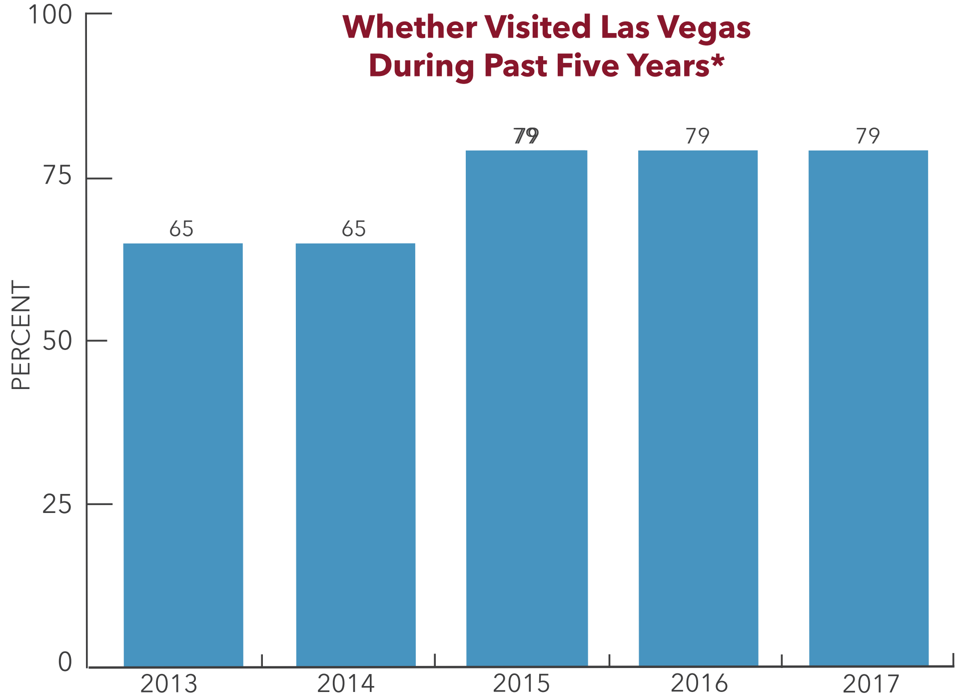
Social Media, Travel Review Apps Or Websites Used In Planning Trip To Laughlin

(Among Visitors Who Used Such Tools In Planning Their Trip)



Visitors who used social media, travel review apps, or websites to plan their trip to Laughlin were also asked to indicate if they used specific media, apps, and/or websites. More than nine in ten (93%) of these visitors used Google and over one in five (22%) consulted reviews at online travel agencies. Smaller proportions of these visitors used TripAdvisor (12%), Facebook (12%), consulted reviews at hotel or show venue sites (7%), or used Yelp (2%) and/or Google Plus (2).

FIGURE 22
Whether Visited Las Vegas During Past Five Years*

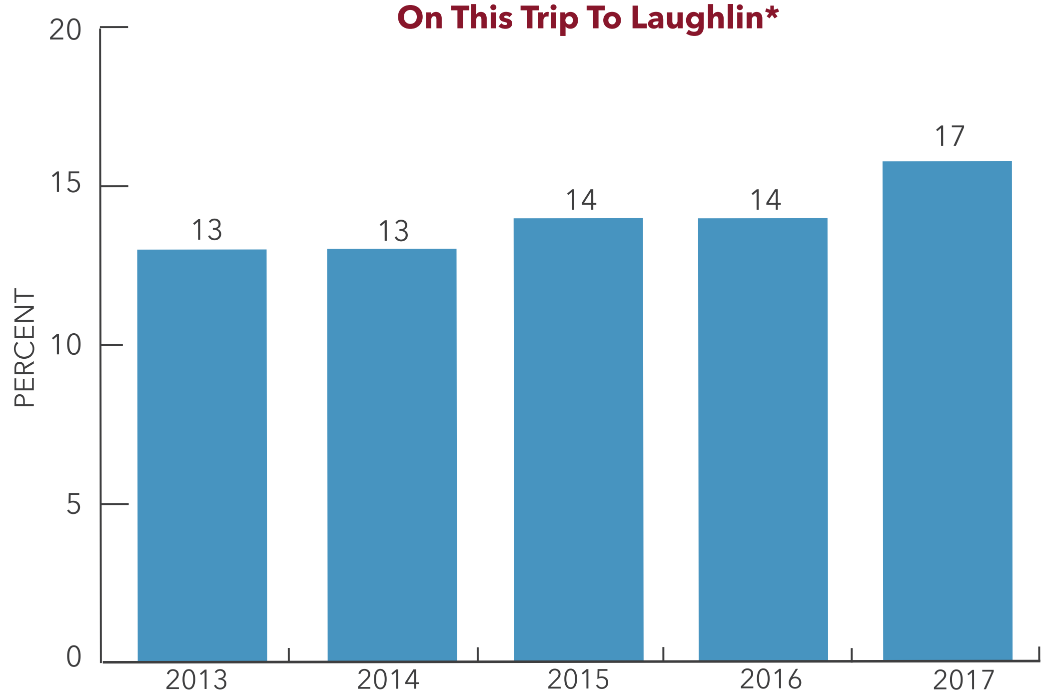


*Only "yes" responses are reported in this chart.

In 2017, 79% of Laughlin visitors said they have visited Las Vegas within the past five years, the same since 2015, but up from the 2013 to 2014 time period.

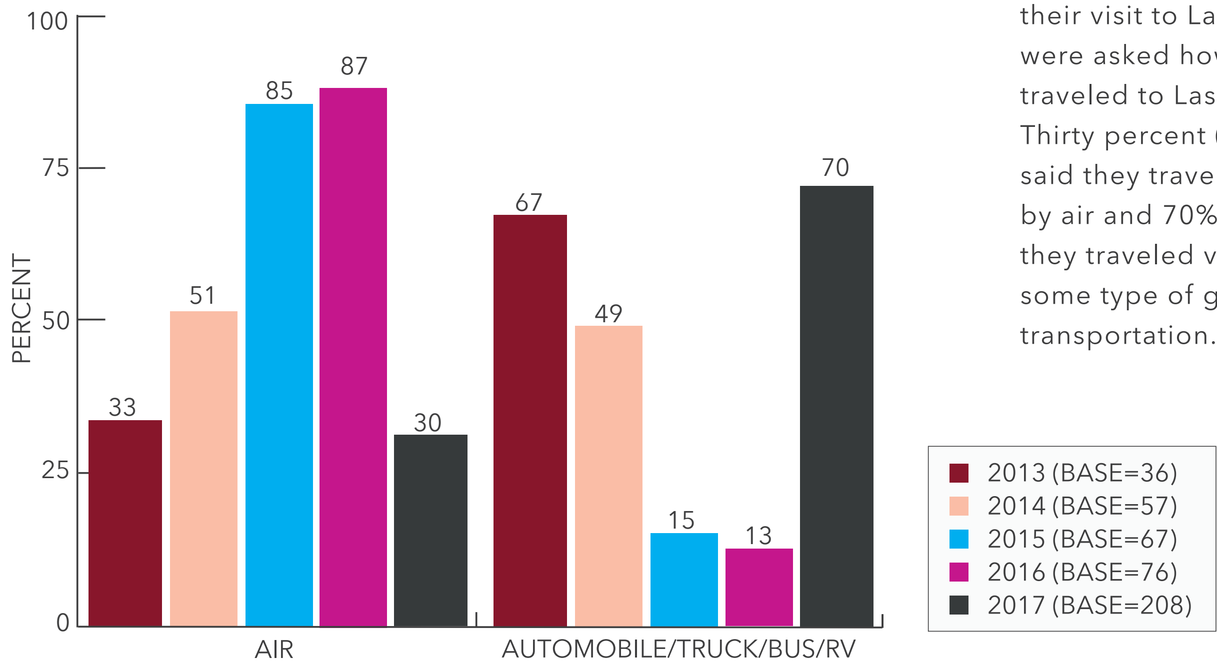
About one in six (17%) Laughlin visitors said they had visited Las Vegas or were planning to visit Las Vegas on this trip, the highest proportion over the past five years.

FIGURE 23
Visiting Las Vegas On This Trip To Laughlin*



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

FIGURE 24
Transportation To Las Vegas



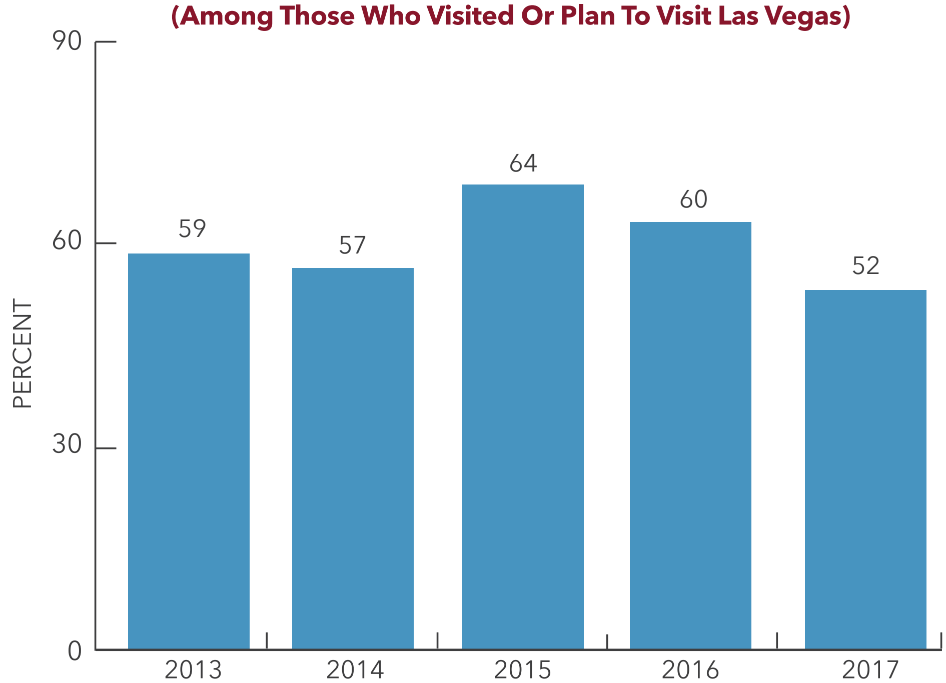
*From 2013 through 2016 this question was asked only of those visitors who traveled to Laughlin from Las Vegas. Please note small base sizes.

Laughlin visitors who will or did visit Las Vegas before or after their visit to Laughlin were asked how they traveled to Las Vegas. Thirty percent (30%) said they traveled by air and 70% said they traveled via some type of ground transportation.

FIGURE 25

Visiting Downtown Las Vegas*

(Among Those Who Visited Or Plan To Visit Las Vegas)



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

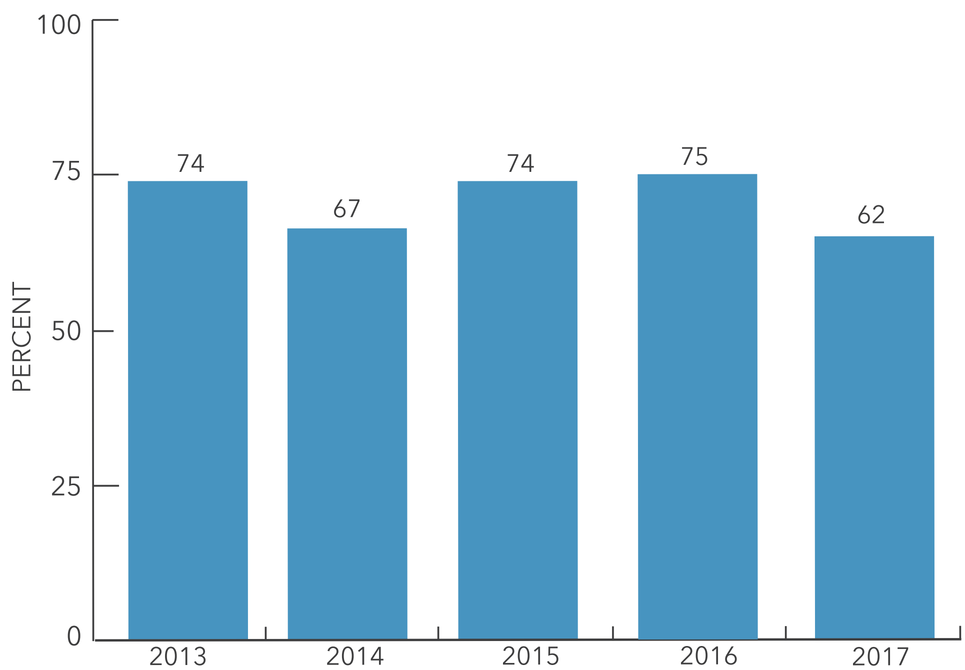
Among Laughlin visitors who visited or were planning to visit Las Vegas on this trip, about one-half (52%) said they had visited or were intending to visit Downtown, down slightly from the past four years.

Among Laughlin visitors who visited or were planning to visit Las Vegas on this trip, about six in ten (62%) said they had visited or were intending to visit the strip, down from the last couple of years.

FIGURE 26

Visiting The Las Vegas Strip*

(Among Those Who Visited Or Plan To Visit Las Vegas)

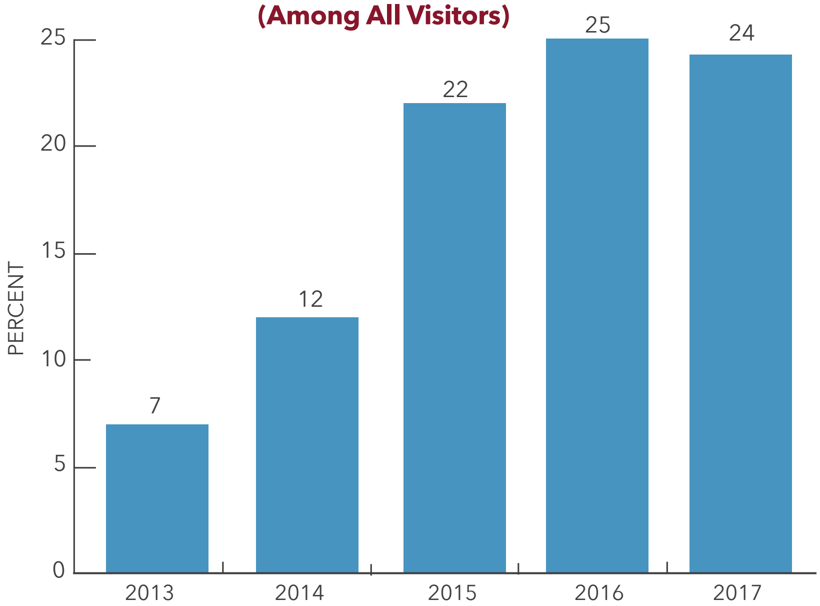


*Only "yes" responses are reported in this chart.

FIGURE 27

Touring Other Nearby Places*

(Among All Visitors)



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

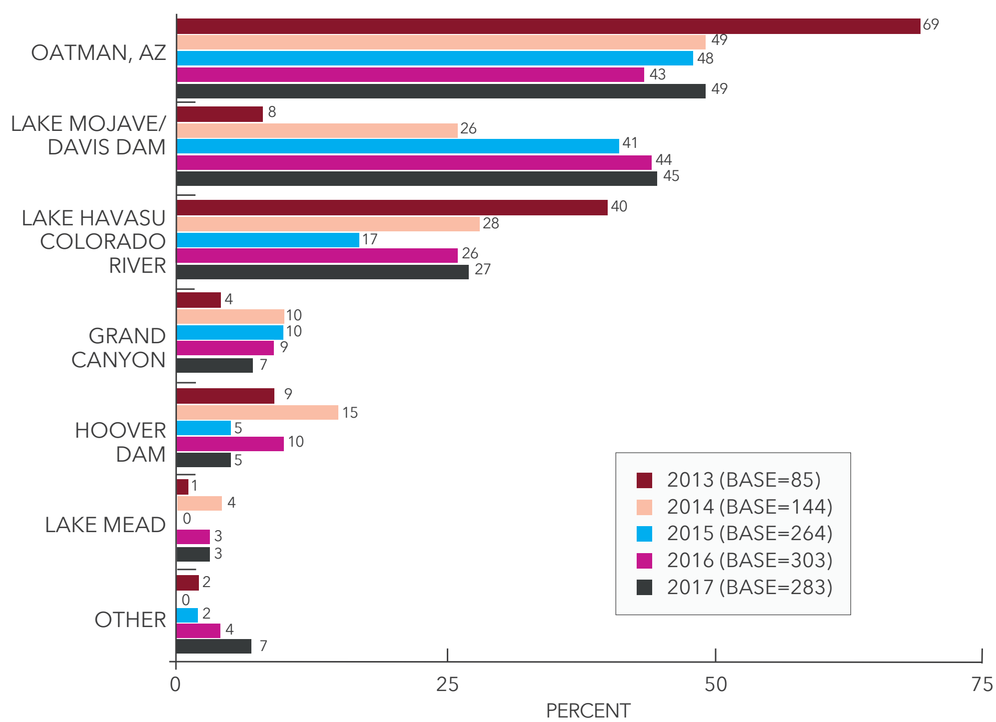
In 2017, about one quarter (24%) of Laughlin visitors said they had visited or planned to visit other nearby areas besides Las Vegas, similar to 2016, but up significantly from the 2013 to 2014 time period.

Laughlin visitors who said they visited nearby places were most likely to have visited Oatman (49%) and/or the Lake Mojave/Davis Dam area (45%), similar to last year (43% and 44% respectively). Over one quarter (27%) of these visitors had visited the Lake Havasu/Colorado River area, up from 2015 (17%). Five percent (5%) of these visitors had visited Hoover Dam, down from 2016 (10%), and 7% had visited the Grand Canyon, similar to the past several years.

FIGURE 28

Other Nearby Places Visited*

(Among Those Who Visited Nearby Places)



*Multiple responses were permitted to this question.

TRIP CHARACTERISTICS AND EXPENDITURES

We asked visitors how many adults (21 years old or older) including themselves were in their immediate party. About seven in ten (71%) of them reported two adults in their party, the smallest proportion over the past five years. Fourteen percent (14%) said they were traveling alone, up from the 2013 to 2015 time period, and 8% reported a party size of three, up slightly from past years results. Five percent (5%) indicated a party size of four, up from the 2013 to 2014 time period. Three percent (3%) had a party size of five or more, the same as in 2016, but up from the 2013 to 2014 time period.

FIGURE 29

Adults In Immediate Party

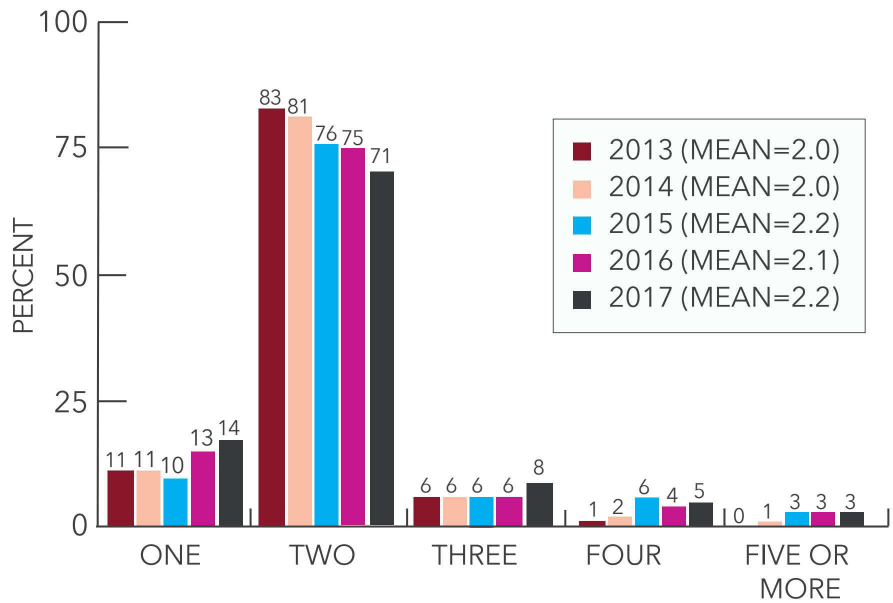
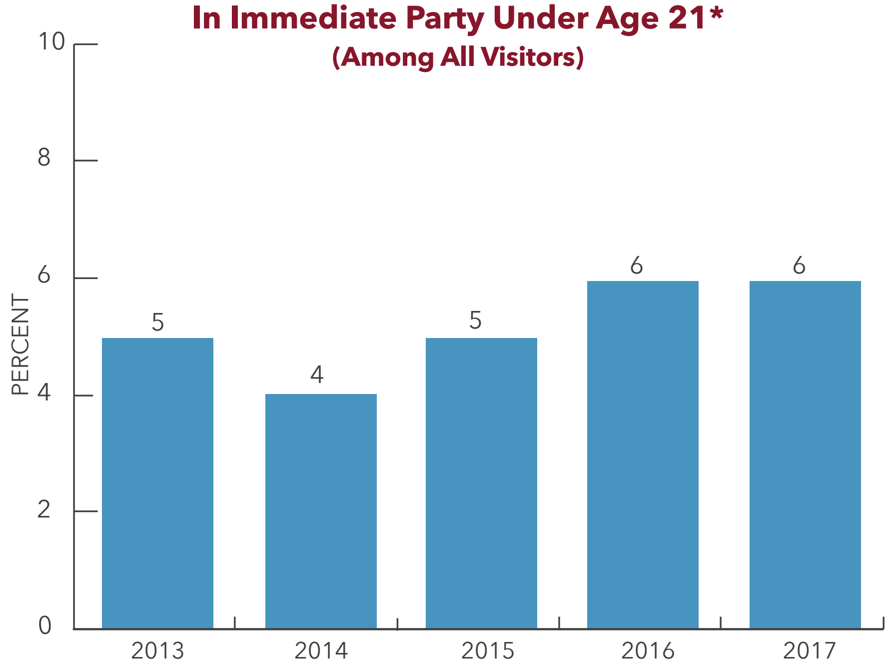


FIGURE 30

Whether Had Persons In Immediate Party Under Age 21*

(Among All Visitors)



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

We also asked visitors whether they had any people under the age of 21 traveling with them in their immediate party and 6% said yes, similar to past years, but up from 4% in 2014.

During 2017, Laughlin visitors stayed an average of 3.5 nights and 4.5 days, with 17% spending six or more days and staying overnight five or more nights, up from the 2015 to 2016 time period.

FIGURE 31

Nights Stayed

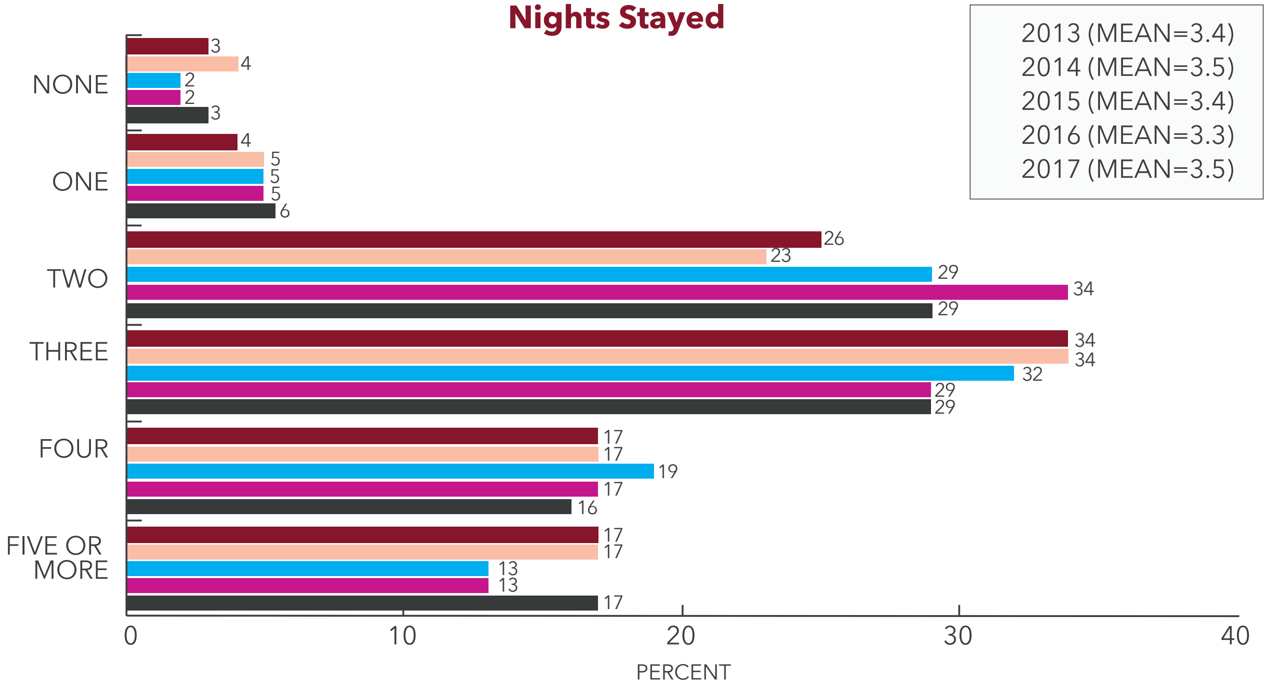


FIGURE 32

Days Stayed

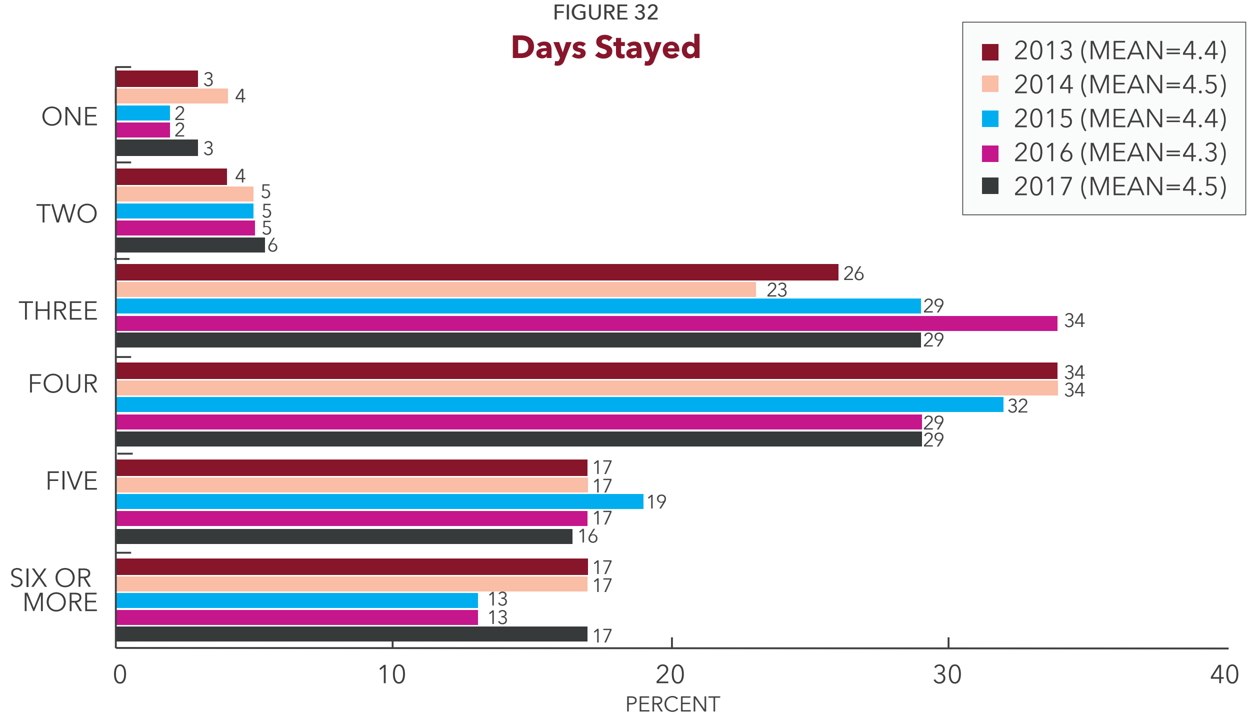
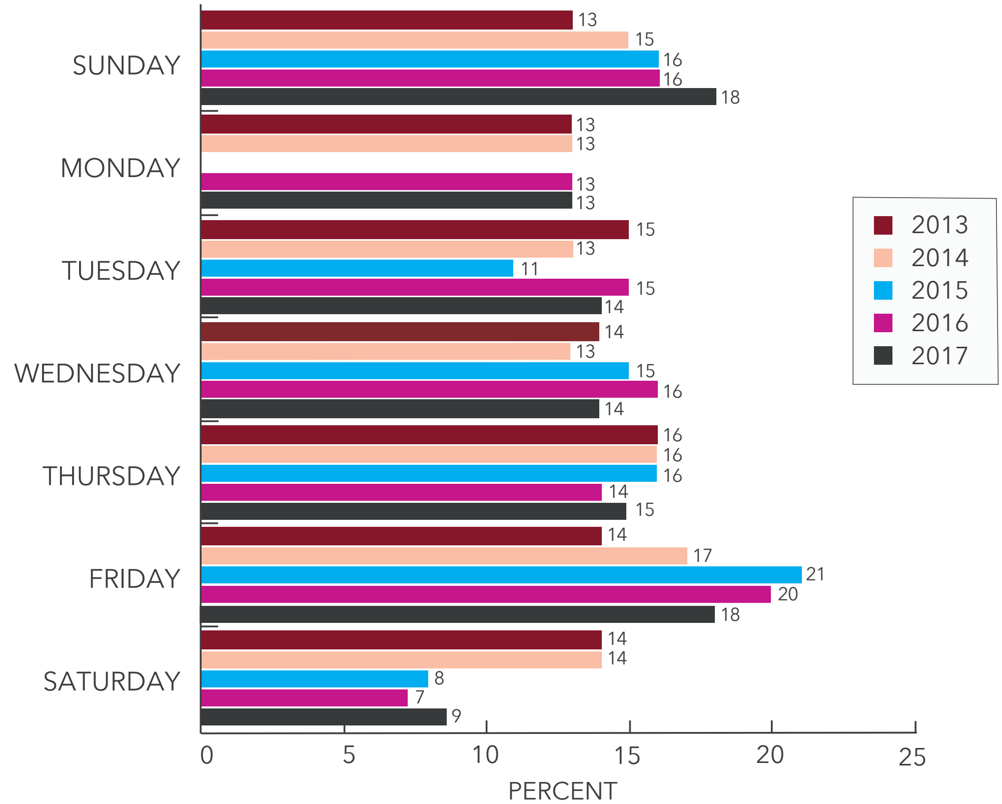


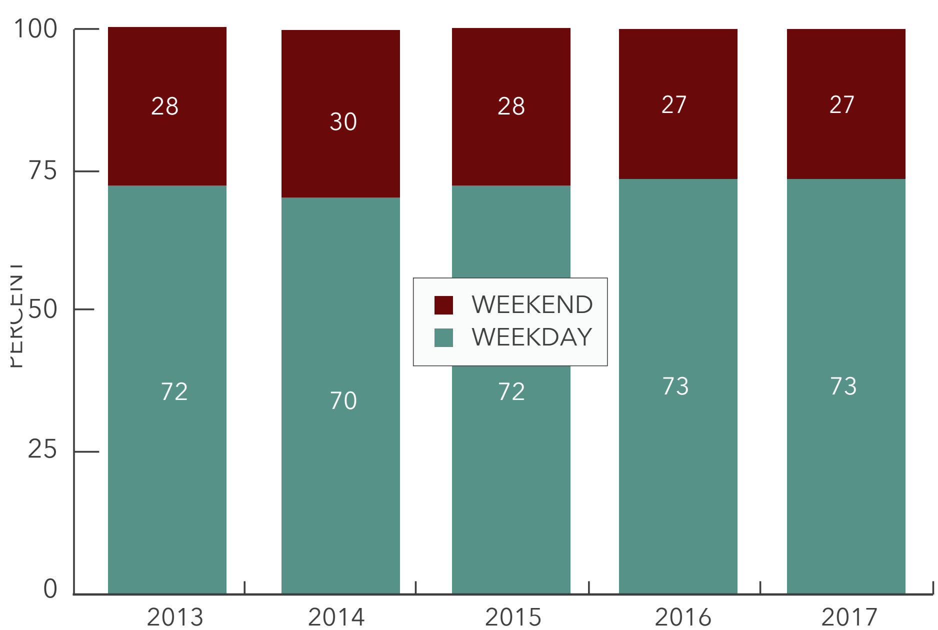
FIGURE 33
Day of Arrival



Visitors to Laughlin in 2017 were most likely to arrive on a Friday or Sunday (18% each).

In 2017, 27% of visitors arrived in Laughlin on the weekend (Friday or Saturday), while 73% of visitors arrived on a weekday (Sunday through Thursday), the same as in 2016.

FIGURE 34
Weekend Versus Weekday Arrival

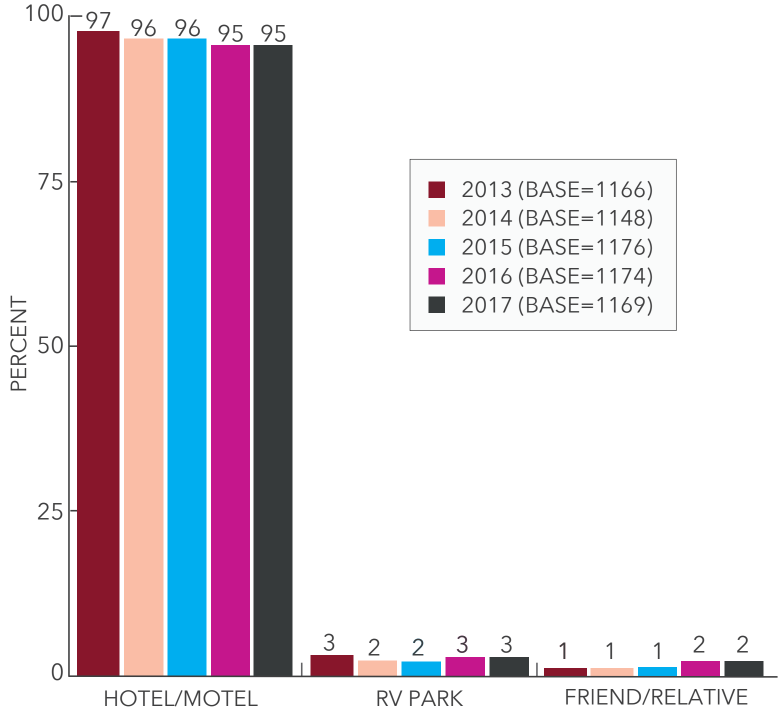


Among Laughlin visitors who stayed overnight in 2017, 95% stayed in a hotel, 3% stayed in an RV Park, and 2% stayed with a friend or relative, unchanged from 2016.

FIGURE 35

Type of Lodging

(Among Those Who Stayed Overnight)



In 2017, 76% of visitors booked their accommodations by calling the property directly (up from the 2015 to 2016 time period), while 16% booked on a website or app (down from the 2015 to 2016 time period). Another 5% booked in-person, 1% used a travel agent, and 1% said the accommodations were booked by someone else.

FIGURE 36

How Booked Accommodations

(Among Those Who Stayed In Hotel/Motel/RV Park)

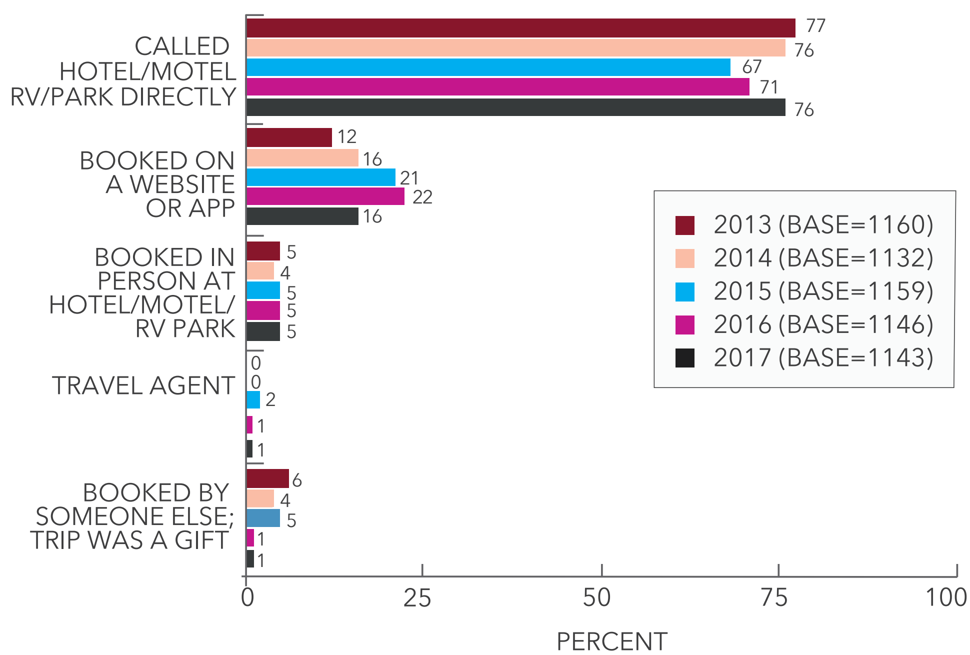
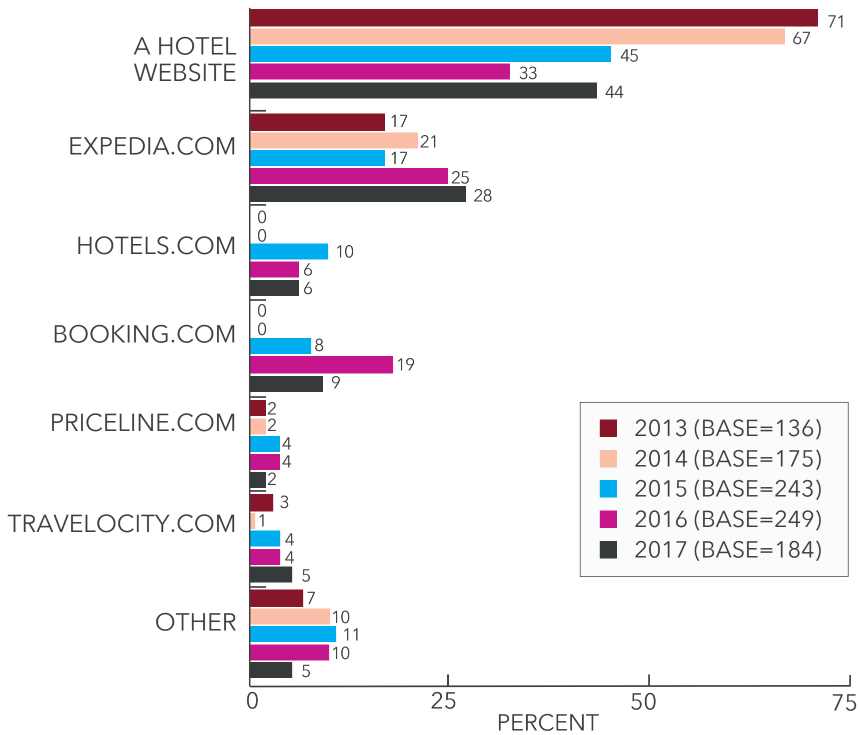


FIGURE 37

Website or App Used To Book Accommodations
(Among Those Who Booked Online)



Laughlin visitors who booked their accommodations on a website or app were asked which one they used. Over four in ten (44%) of them said they used a hotel website, up from 2016. Twenty-eight percent (28%) used Expedia, up from 2015, and 9% used Booking.com, down from 2016. Another 6% used Hotels.com, 5% used Travelocity, and 2% used Priceline.

We asked those visitors staying in a hotel, motel, or RV park how far in advance they booked their accommodations. Eight percent (8%) of these visitors booked accommodations the same day they arrived in Laughlin, the highest proportion observed over the past five years, 18% booked one to six days in advance, 49% booked seven to thirty days in advance (down from the 2013 to 2014 time period), and 25% booked more than 30 days in advance (up from the 2013 to 2014 time period).

FIGURE 38

How Far In Advance Accommodations Were Booked
(Among Those Staying In A Hotel/Motel/RV Park)

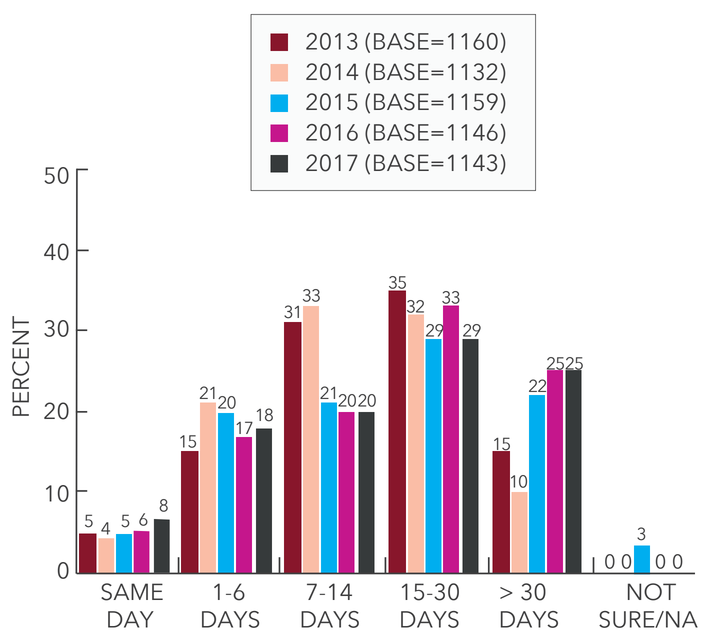
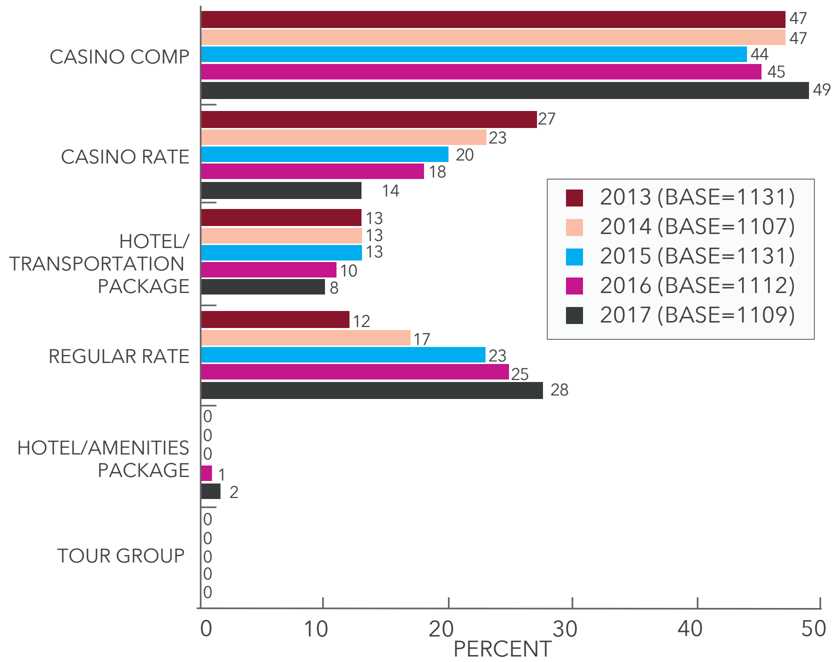


FIGURE 39

Type Of Room Rate

(Among Those Staying In A Hotel Or Motel)



We asked those visitors staying in a hotel or motel what type of room rate they had received for their accommodations. Over six in ten (63%) of these visitors said they received some type of casino rate – either a regular casino rate (14%), the smallest proportion in the past five years, or a casino complimentary rate (49%), little changed over the past five years. Eight percent (8%) of these visitors received a hotel/transportation package (down from the 2013 to 2015 time period), and 28% received a regular room rate (up from the 2013 to 2015 time period).

Figure 40 shows the room rate category by the booking method for 2017. Seven in ten (71%) of those people who called the property directly received a casino or comp rate, another one-fifth (19%) received a regular room rate, and one in ten (10%) received a package or tour rate. Among those people who used the Internet in 2017, 60% received a regular room rate, 34% received a casino or comp rate, and 6% received a package or tour rate. Over four in ten (44%) in-person bookers received a regular room rate and 56% received a casino or comp rate.

FIGURE 40

Room Rate By Booking Method (2017)

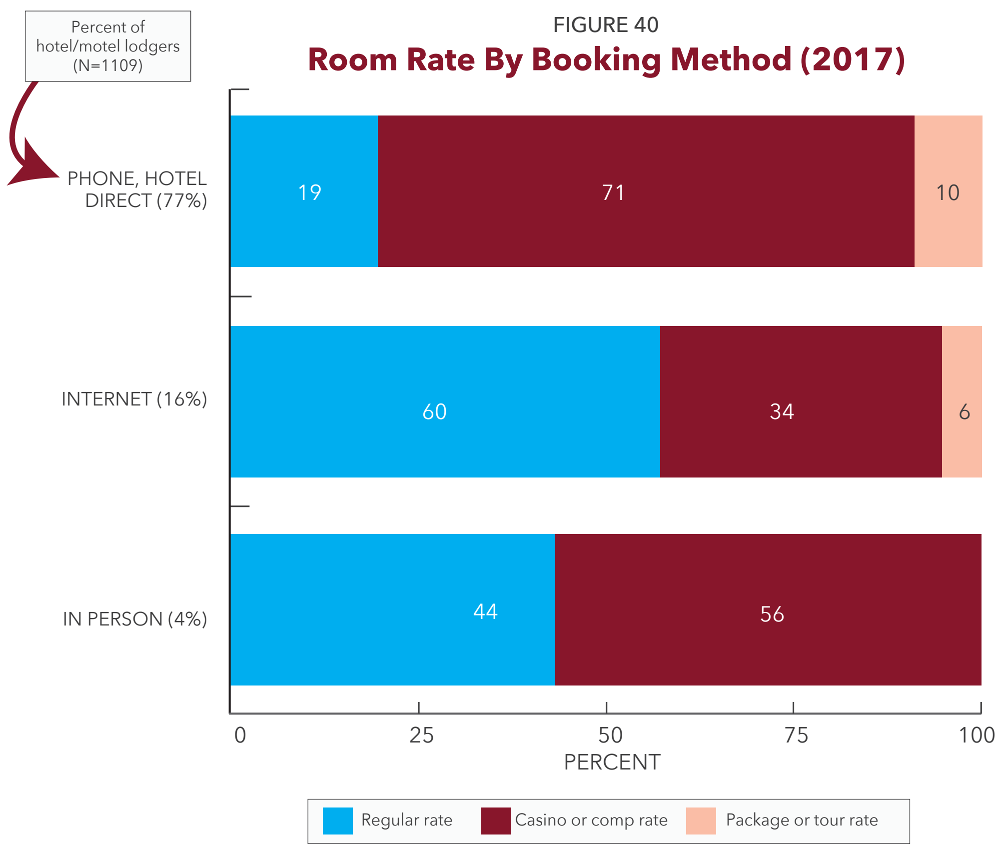
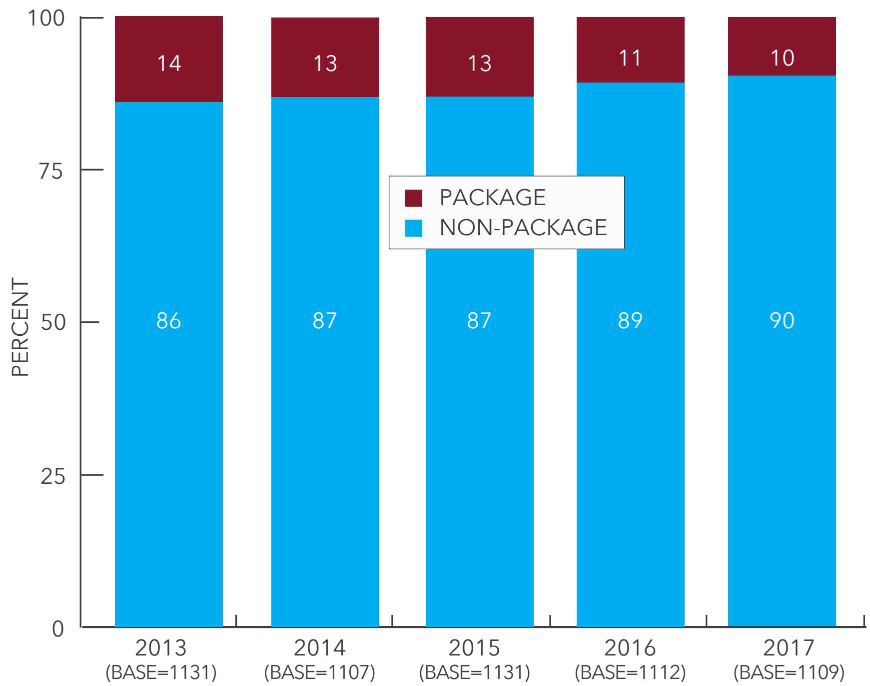


FIGURE 41

Package Vs. Non-Package Rates
(Among Those Staying In A Hotel Or Motel)



In 2017, one in ten (10%) hotel/motel lodgers received their lodging as part of a package deal (8% a hotel/transportation package and 2% a hotel/amenities package), down from the 2013 to 2015 time period. No visitors reported receiving a tour or travel group package.

Visitors who purchased a hotel, airline, or travel/tour group package were asked for the cost of their package. Over four in ten (42%) of these visitors said they paid less than $50 for their package, up from past years. Just over one-third (36%) of these visitors said the package cost was in excess of $150 and the average package cost was $129.18, both measures are the lowest observed over the past five years.

FIGURE 42

Cost of Package - Per Person
(Among Those Who Bought A Package)

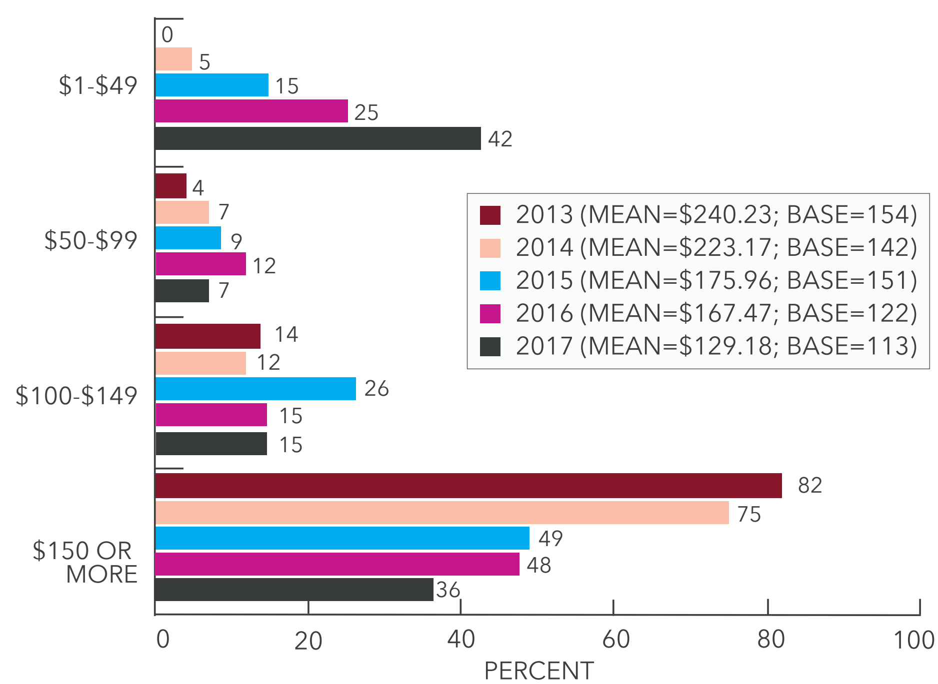
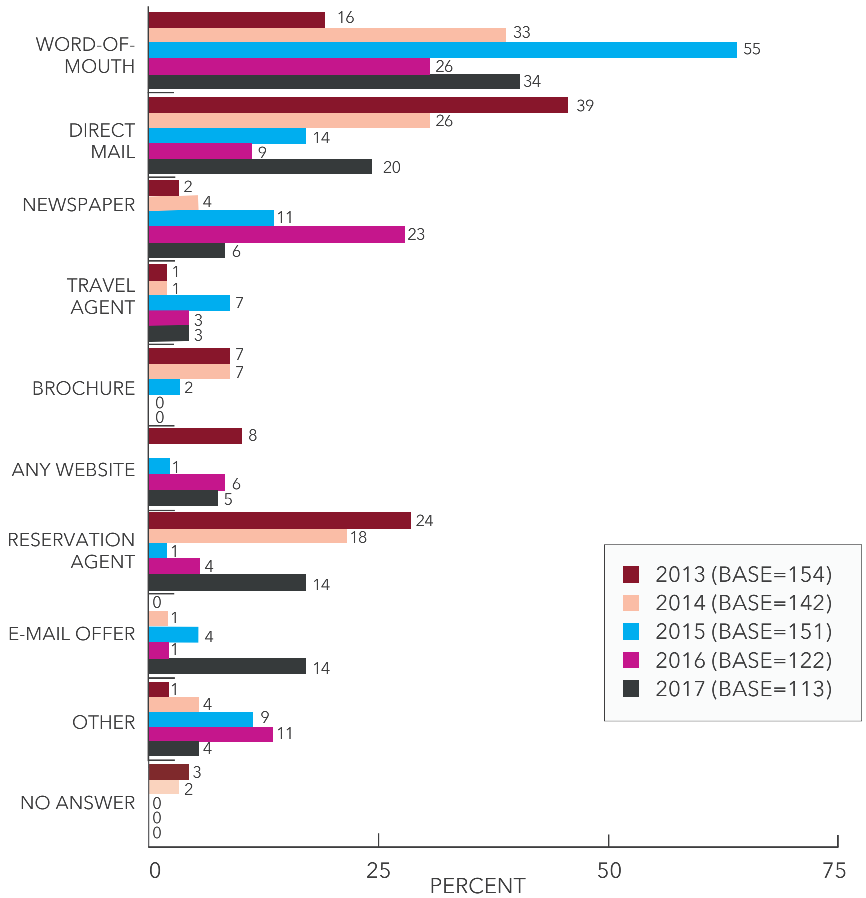


FIGURE 43

How First Learned About Package
(Among Those Who Bought A Package)



Package purchasers were asked how they first found out about the package they bought for their trip to Laughlin. About one third (34%) of them said they first heard about the package through word-of-mouth, down from 2015 (55%), and 20% first heard about the package via an offer received in the mail, up from 2016 (9%). Fourteen percent (14%) each first heard about their package through an e-mail offer (up from all prior years) or from a reservation agent (up from the 2015 to 2016 time period). Fewer package purchasers first heard about their package from the newspaper (6%), a web site (5%), or a travel agent (3%).

The average reported room cost per night among non-package hotel and motel lodgers in 2017 was $53.75, up from the 2013 to 2015 time period. Forty-four percent (44%) of these lodgers reported paying more than $50.00 per night, up slightly from both 2014 (37%) and 2015 (38%). Forty four percent (44%) of these lodgers spent between $25.00 and $49.00 per night, similar to the past four years, and 12% said they spent less than $25.00 per night.

FIGURE 44

Lodging Exenditures – Average Per Night
(Among Those Staying In A Hotel Or Motel/Non Package and Non-Comp)

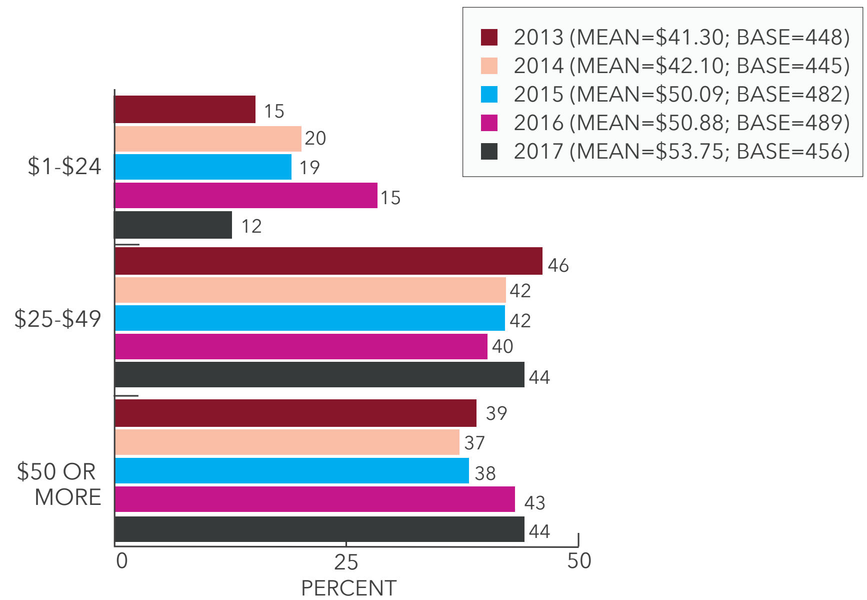
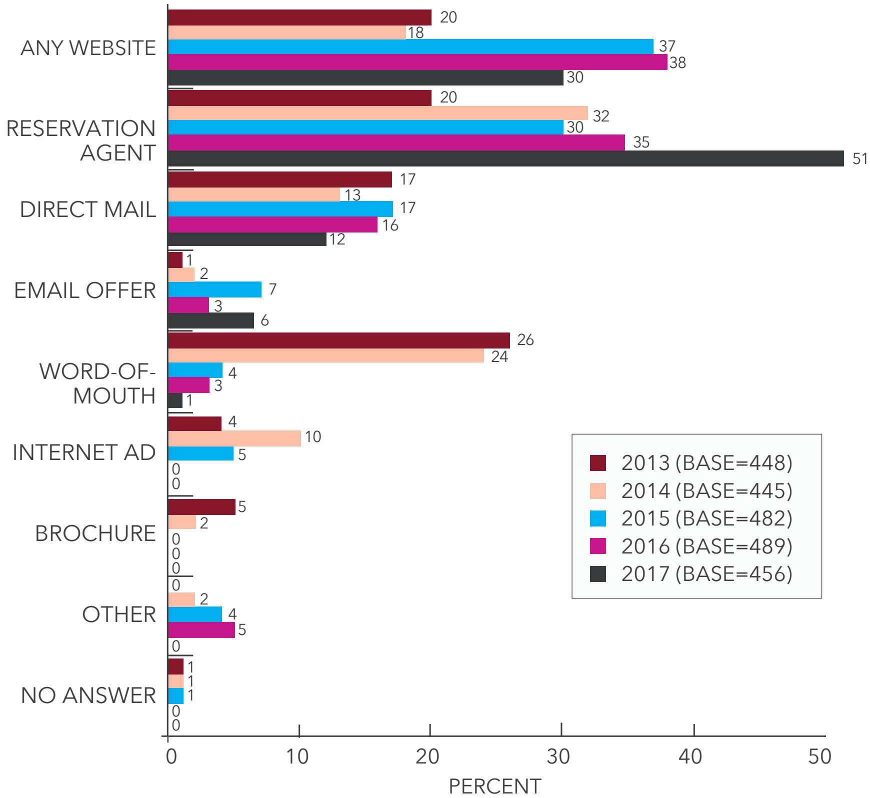


FIGURE 45

How First Learned About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid. One-half (51%) of these visitors said they first heard about their room rate from a reservation agent or call center, the highest proportion observed over the past five years. Thirty percent (30%) said they first learned about their room rate on a website (up from the 2013 to 2014 time period). Over one in ten (12%) of these visitors received an offer in the mail, down from the past two years. Word-of-mouth was cited by 1% of these lodgers (down from the 2013 to 2015 time period) and another 6% cited an e-mail offer (up from 2016).

In 2017, three quarters (75%) of Laughlin hotel or motel lodging visitors said that two people stayed in their room. Fourteen percent (14%) of these lodging visitors (up from the 2013 to 2015 time period) said they roomed alone and another 11% said that three or more people stayed in their room. The average number of room occupants in 2017 was 2.0, similar to past years.

FIGURE 46

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

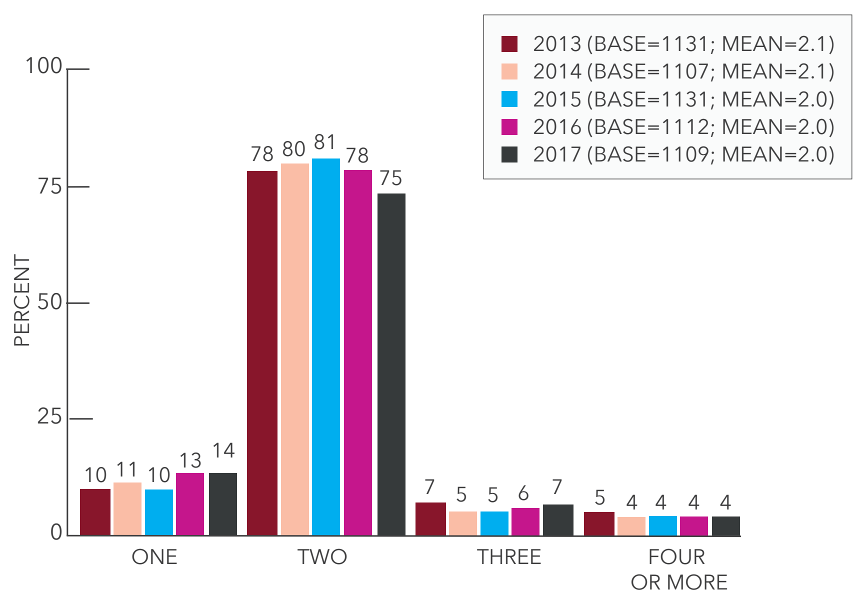
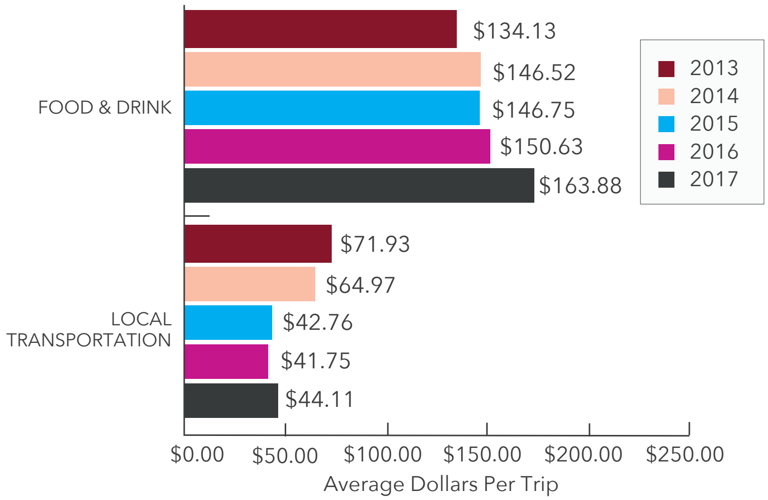


FIGURE 47

Average Trip Expenditures On Food & Drink – And Local Transportation*

(Including Visitors Who Spent Nothing In That Category)



* Trip expenditures are calculated by multiplying visitors' estimated daily expenditures by the number of days they stayed in Laughlin on their most recent trip. Local transportation expenditures include spending in both Laughlin and Bullhead City

All visitors were asked about their daily expenditures on food and drink and on local transportation.

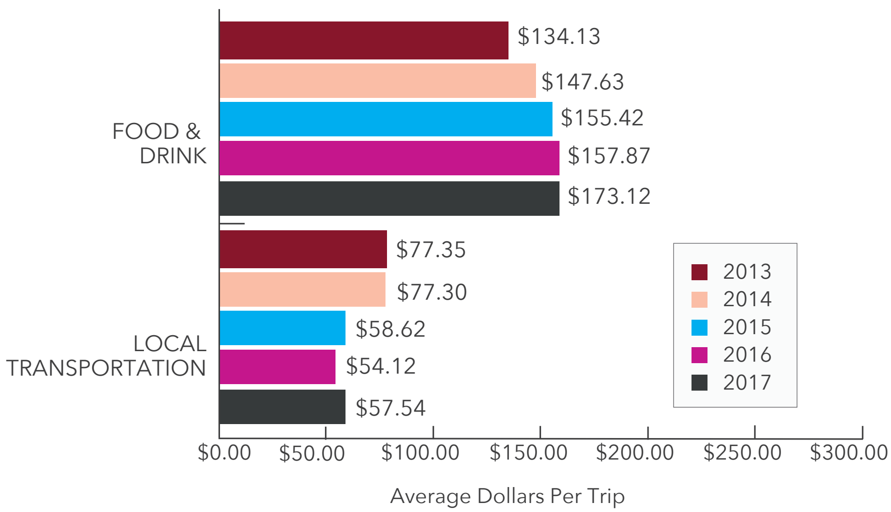
Figure 49 shows the average trip expenditures including visitors who said they spent nothing in that category. In 2017, the $163.88 average spend on food and drink was the highest amount observed over the past five years, while the $44.11 average spend on local transportation was down from the 2013 to 2014 time period.

Among visitors who indicated they spent money in these categories, average food and drink expenditures in 2017 spiked up to $173.12, the highest amount observed over the past five years, while the $57.54 average spent on local transportation was down from the 2013 to 2014 time period.

FIGURE 48

Average Trip Expenditures On Food & Drink – And Local Transportation*

(Among Those Who Spent Money In That Category)



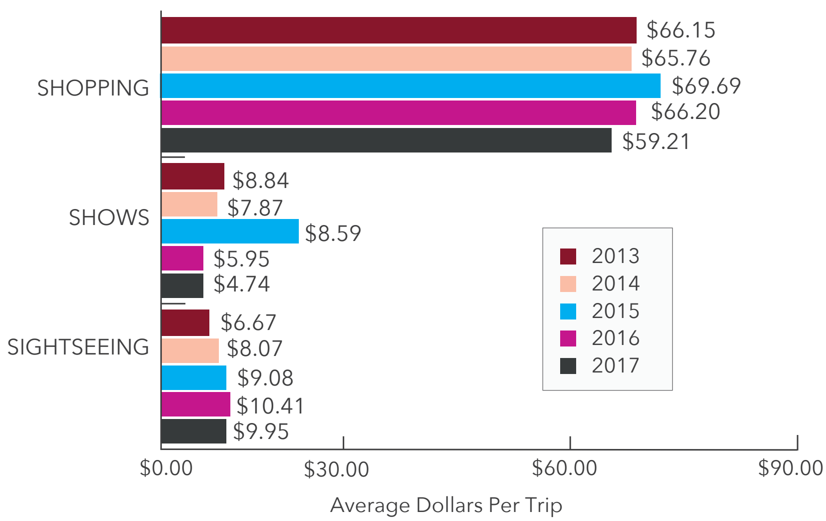
*Local transportation expenditures include spending in both Laughlin and Bullhead City.

Percentages of respondents who spent money in each category are shown in the following table:

	2013	2014	2015	2016	2017
Food and Drink Base size Proportion of total	(1200) 100%	(1191) 99%	(1133) 95%	(1145} 96%	(1136} 95%
Local Transportation Base size Proportion of total	(1116) 93%	(1009) 84%	(876) 74%	(926) 78%	(920) 77%

FIGURE 49

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

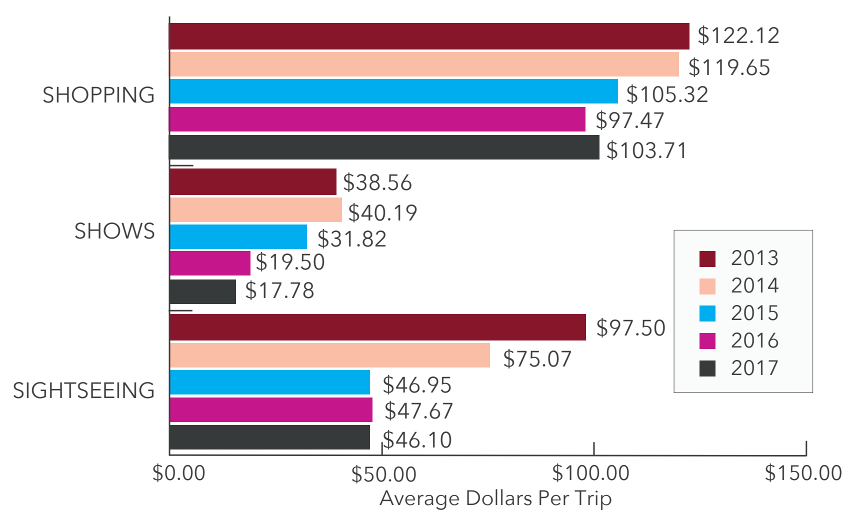


All visitors were also asked about their expenditures on shopping, shows, and sightseeing during their trip to Laughlin. Figure 51 shows these average trip expenditures including visitors who said they spent nothing in that category. In 2017, the $59.21 average spent on shopping was in the same range as the past four years. The average spent on shows in 2016 was $4.74, the smallest amount spent over the past five years, and the $9.95 average spent on sightseeing has been similar over the 2014 to 2016 time period, but up from 2013 ($6.67).

Among visitors who indicated they spent money in these categories in 2017, average shopping expenditures remained similar over the past three years at $103.71 (but down from the 2013 to 2014 time period). The $17.78 average spent on shows is similar to 2016 ($19.50), but lower than the amount spent in the 2013 to 2015 time period. The $46.10 average spent on sightseeing has been similar over the past three years, but down from the 2013 to 2014 time period.

FIGURE 50

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



Percentages of respondents who spent money in each category are shown in the following table:

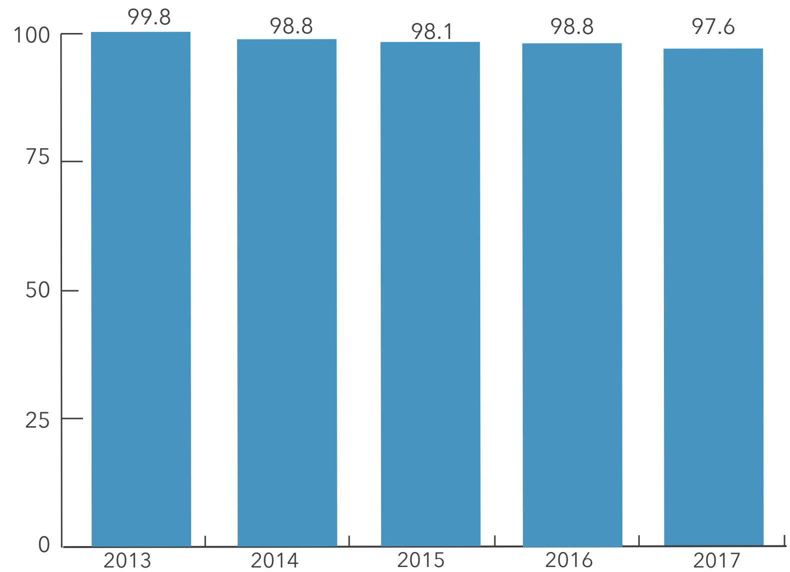
	2013	2014	2015	2016	2017
Shopping Base size Proportion of total	(650) 54%	(660) 55%	(794) 67%	(815) 68%	(686) 57%
Entertainment/Shows Base size Proportion of total	(275) 17%	(235) 20%	(324) 27%	(366) 31%	(320) 27%
Sightseeing Base size Proportion of total	(83) 10%	(129) 11%	(232) 20%	(262) 22%	(259) 22%

GAMING BEHAVIOR AND BUDGETS

Almost all (97.6%) Laughlin visitors in 2017 said they gambled during their visit.

FIGURE 51

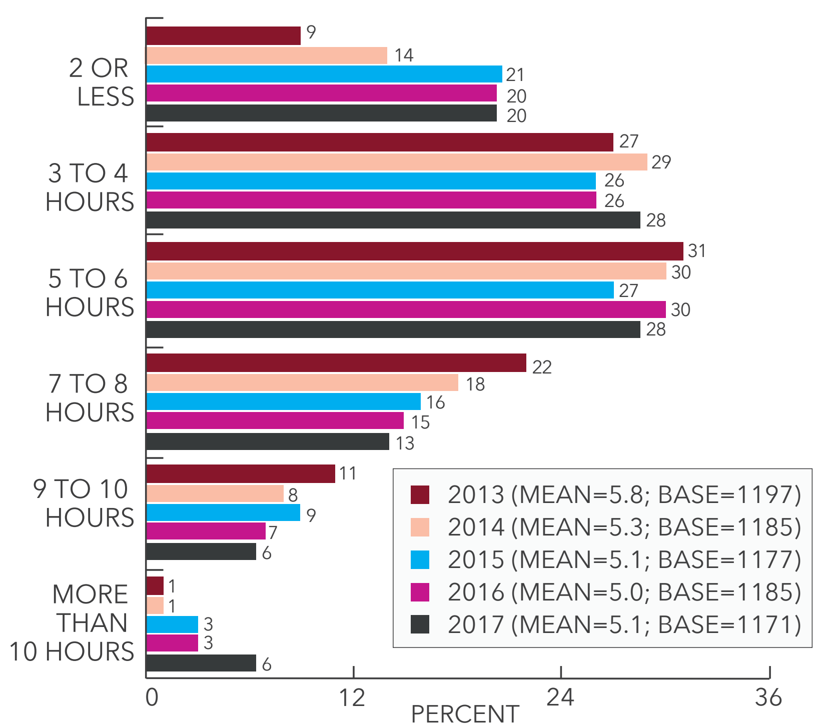
Whether Gambled While In Laughlin*



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

FIGURE 52

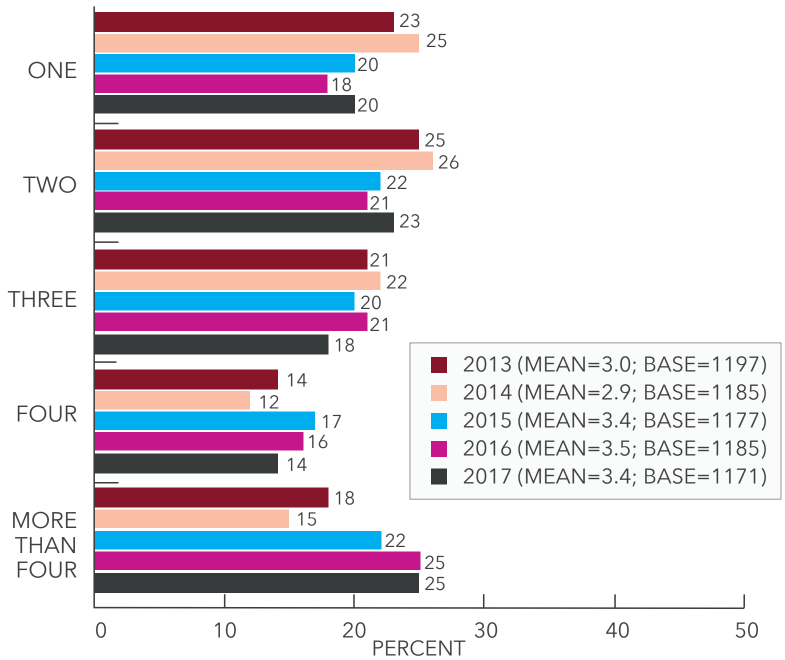
Hours Of Gambling – Average Per Day
(Among Those Who Gambled)



In 2017, Laughlin visitors who gambled said they spent an average of 5.1 hours doing so, about the same over the past four years, but down from 2013 (5.8 hours). One in five (20%) gamblers spent two hours or less gambling, up from the 2013 to 2014 time period. The proportions of gamblers spending three to four hours (28%) and five to six hours (28%) have been similar over the past five years. The proportions of gamblers spending seven to eight hours (13%) and nine to ten hours (6%) were similar to last year, but down from the 2013 to 2015 time period. Six percent (6%) of gamblers spent more than 10 hours gambling during their trip, the highest proportion observed over the past five years.

FIGURE 53

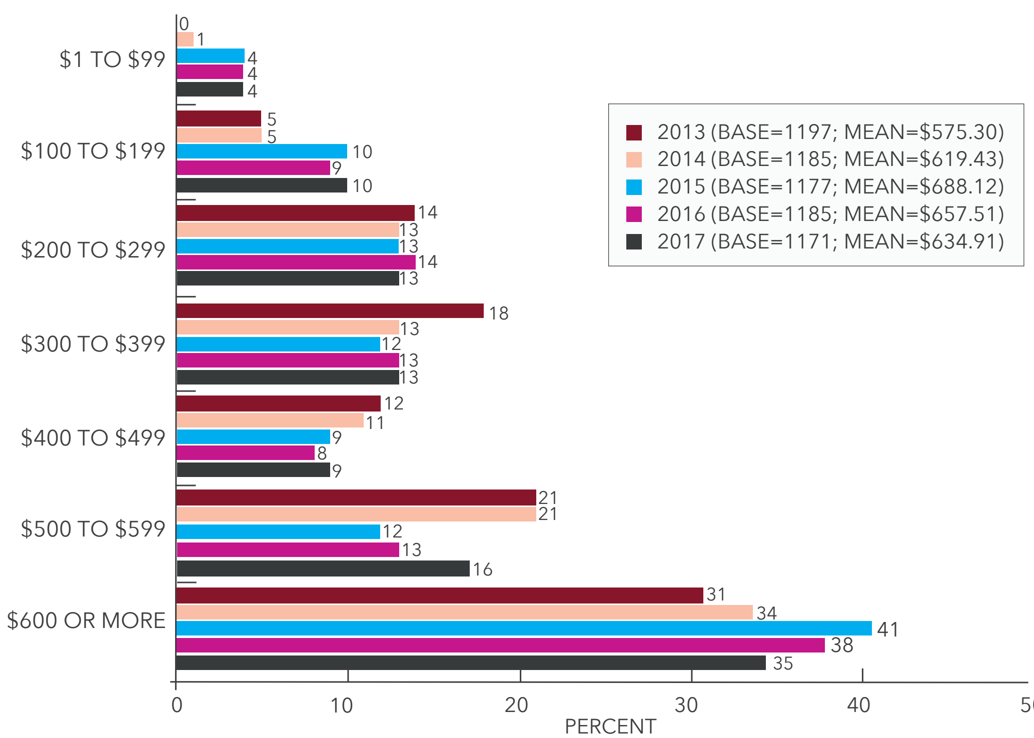
Number Of Different Casinos Gambled
(Among Those Who Gambled)



In 2017, gamblers reported gambling at an average of 3.4 casinos during their visit in Laughlin, similar since 2015, but up from the 2013 to 2014 time period. Twenty percent (20%) reported gambling at only one casino, down from the 2013 to 2014 time period. The proportions of gamblers gambling at two (23%), three (18%), or four (14%) casinos have been in the same range over the past five years. The proportion of gamblers gambling at more than four casinos (25%) has been similar over the past three years, but up from the 2013 to 2014 time period.

FIGURE 54

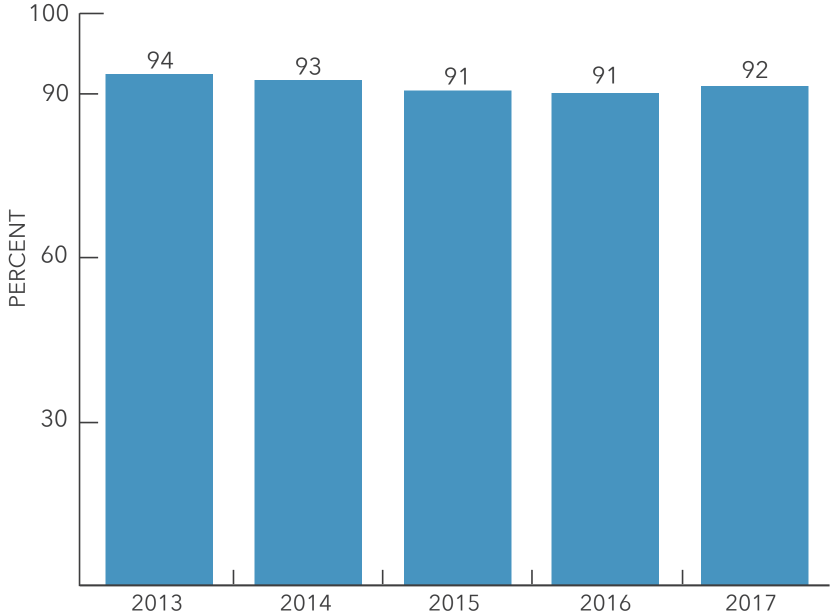
Trip Gambling Budget
(Among Those Who Gambled)



In 2017, the average gambling budget reported by visitors who gambled in Laughlin was $634.91, in the same range over the last four years, but up from 2013 ($575.30). Thirty-five percent (35%) of gamblers budgeted $600 or more, up from 2013 (31%). The proportions of gamblers who budgeted less than $100 (4%) or from $100 to $199 (10%) were also up from the 2013 to 2014 time period.

FIGURE 55

Whether Member Of A Slot/Loyalty Club*



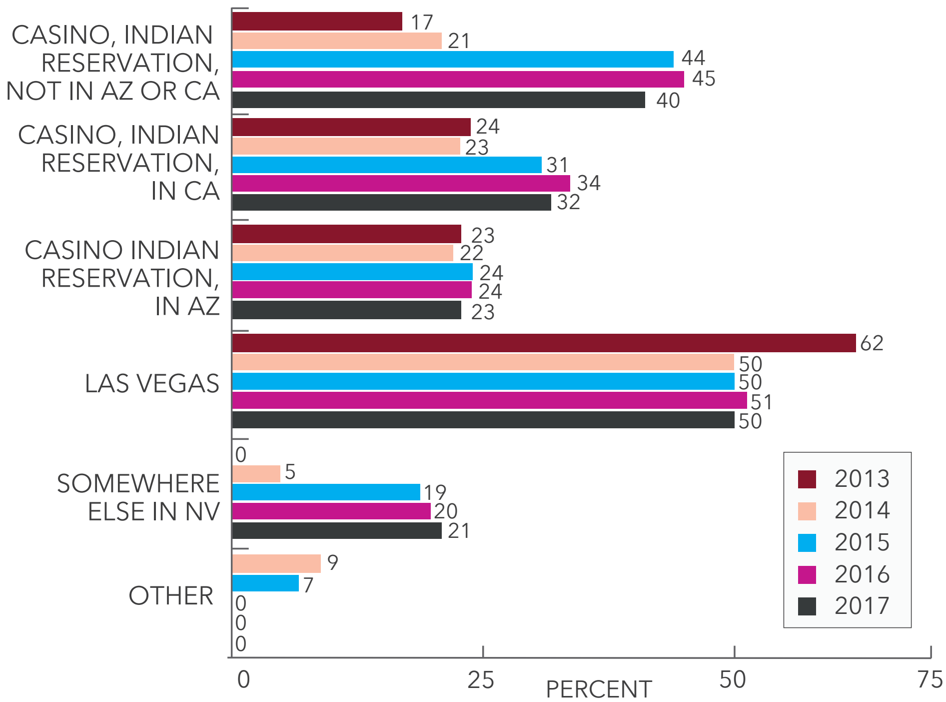
Visitors who said they gambled during their current trip to Laughlin were asked if they were a member of a slot or loyalty club at any of the Laughlin resort properties. In 2017, 92% of these gamblers said they were, which has been in the same range over the past five years.

All visitors were asked about any gambling they had done in specific locations outside of Laughlin within the past 12 months. About one-third (32%) of Laughlin visitors said they gambled at a casino or Indian reservation in California (up from the 2013 to 2014 time period), four in ten (40%) said they gambled at a casino or Indian reservation not in Arizona or California (down from 2016), and 21% said they gambled somewhere else in Nevada (up from the 2013 to 2014 time period. About one in four (23%) Laughlin visitors said they gambled at a casino or Indian reservation in Arizona, about the same as in prior years, and one-half (50%) said they gambled in Las Vegas, down from 2013.

FIGURE 56

Where Visitors Gambled Outside Laughlin

(Among All Visitors)



* Multiple responses were permitted to this question.

ATTITUDINAL INFORMATION

In 2017, 84% of Laughlin visitors said they were "very satisfied" with their visit to Laughlin, down from the 2013 to 2014 time period. Another 15% of Laughlin visitors said they were "somewhat satisfied" with their Laughlin visit, up from the 2013 to 2014 time period.

FIGURE 57

Satisfaction With Visit

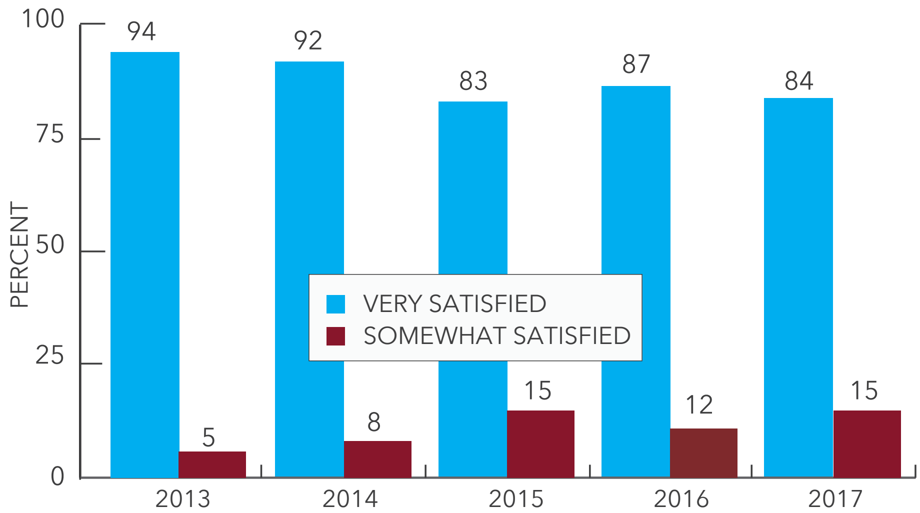
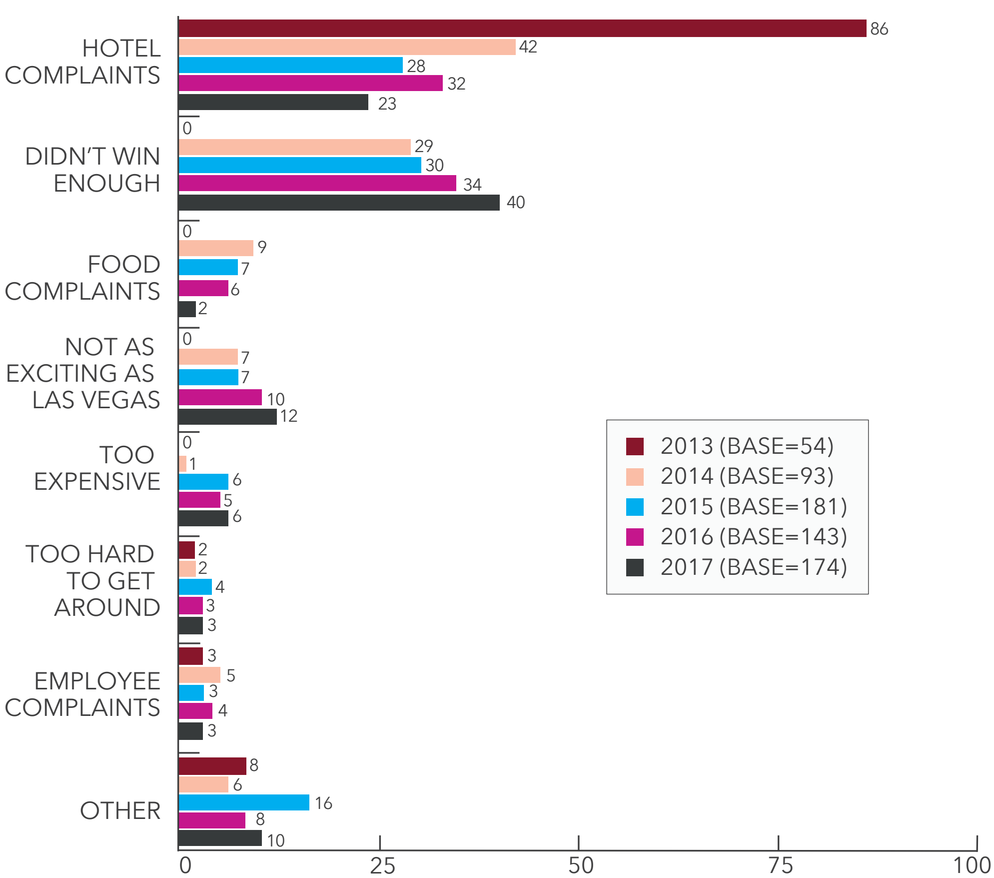


FIGURE 58

Why Not "Very" Satisfied With Visit

(Among Those Who Were "Somewhat" Satisfied)

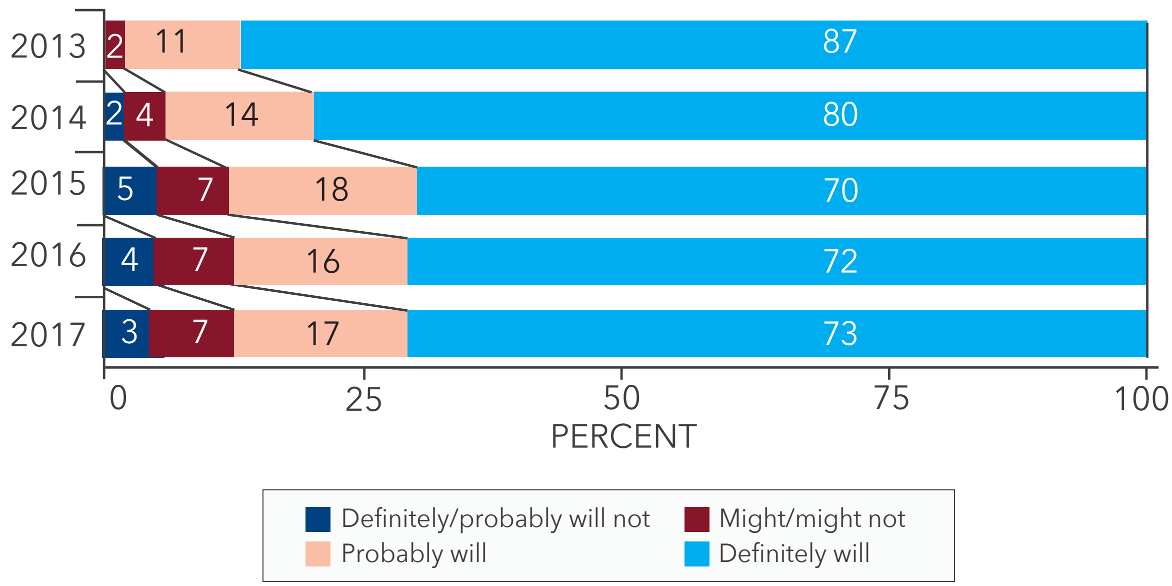


Those visitors who were "somewhat satisfied" with their visit were asked why they were not "very satisfied." Four in ten (40%) of these visitors said they didn't win enough, up from the 2013 to 2015 time period, and another nearly one quarter (23%) had hotel-related complaints, down from 2013 and 2014. Twelve percent (12%) of these visitors said Laughlin was not as exciting as Las Vegas.

Visitors were asked how likely they are to return to Laughlin next year. In 2017, 73% said they definitely will return, about the same as in 2016 (72%), but down from the 2013 to 2014 time period. Sixteen percent (17%) said they probably will return, similar over the past couple of years, but up from 2013 and 2014.

FIGURE 59

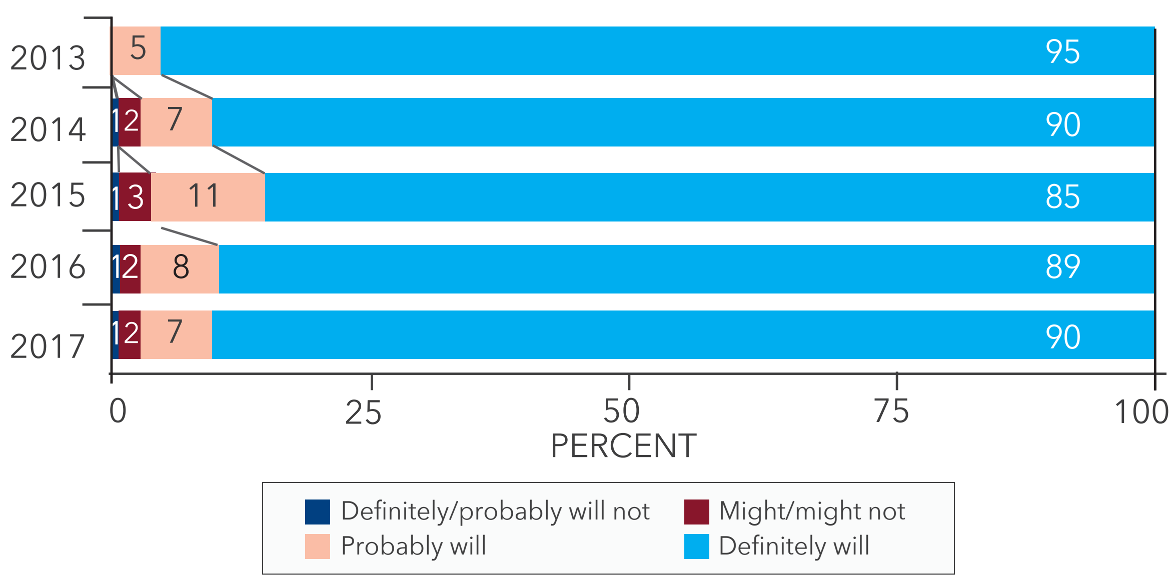
Likelihood of Returning To Laughlin Next Year



Visitors were also asked how likely they are to recommend Laughlin to others. In 2017, 90% said they definitely will recommend Laughlin to others and another 7% said they probably will, similar over the past five years.

FIGURE 60

Likelihood of Recommending Laughlin To Others



VISITOR DEMOGRAPHICS

As shown in Figures 64 and 65, in 2017 Laughlin visitors were most likely to be married (68%, down 2013 to 2015), and from California (36%) or Arizona (24%, up from 2016). Five percent (5%) were foreign visitors and about one-half (45%) of all visitors were 65 years old or older with an average age of 59.8 years old, down from 2015 (61.2). Visitors were more likely to be retired (58%), than employed (35%). About one-third (33%) of Laughlin visitors were high school graduates or less, down from 2013 to 2015, while 29% were at least college graduates. Just over one-half (55%) of Laughlin visitors had an annual household income of less than $60,000, up from 2015 to 2016, while about one quarter (24%) had an annual household income in excess of $80,000, up from the 2013 to 2014 time period.

FIGURE 61

VISITOR DEMOGRAPHICS

	2013	2014	2015	2016	2017
GENDER					
Male	51%	51%	50%	49%	50%
Female	49	49	50	51	50
MARITAL STATUS					
Married	72	72	73	67	68
Single	16	15	13	17	16
Separated/Divorced	4	6	7	7	9
Widowed	8	7	7	9	6
EMPLOYMENT					
Employed	34	33	33	37	35
Unemployed	1	1	3	3	4
Student	0	0	1	1	0
Retired	62	61	60	56	58
Homemaker	2	5	4	3	3
EDUCATION					
High school or less	38	38	38	32	33
Some college	29	32	32	33	35
College graduate	32	30	27	31	29
Trade/vocational school	1	0	3	3	3
AGE					
21 to 29	2	3	3	5	4
30 to 39	7	6	7	8	7
40 to 49	17	16	9	11	11
50 to 59	25	21	18	17	20
60 to 64	16	14	15	13	13
65 or older	34	40	49	46	45
MEAN	57.9	59.1	61.2	59.4	59.8
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

FIGURE 62

VISITOR DEMOGRAPHICS (CONTINUED)

	2013	2014	2015	2016	2017
ETHNICITY					
White	82%	84%	79%	78%	80%
African-American/Black	3	3	3	3	3
Asian/Asian-American	1	2	2	2	2
Hispanic/Latino	13	11	16	15	15
Other	0	0	1	2	1
HOUSEHOLD INCOME					
Less than $20,000	1	2	4	4	6
$20,000 to $39,999	10	13	18	18	19
$40,000 to $59,999	41	39	26	28	30
$60,000 to $79,999	33	25	23	21	19
$80,000 or more	15	20	27	27	24
Not sure/no answer	0	1	2	2	3
VISITOR ORIGIN					
USA	*95*	*95*	*94*	95	95
Eastern states[1]	2	2	2	1	1
Southern states[2]	4	5	5	4	4
Midwestern states[3]	13	14	17	17	14
Western states[4]	*76*	*75*	*70*	73	75
California	*35*	*34*	*35*	37	36
Southern California	33	32	34	35	34
Northern California	2	2	1	2	2
Arizona	25	26	20	20	24
Great Las Vegas	2	2	4	5	3
Other West	14	12	11	11	13
Foreign	*5*	*5*	*6*	6	5
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

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

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

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

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

Summary Tables of Visitor Characteristics

APPENDIX

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2013	2014	2015	2016	2017
Proportion of visitors who were first-time visitors	15%	13%	10%	9%	10%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	49%	58%	60%	52%	56%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	6%	9%	16%	9%	17%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	43%	37%	44%	49%	48%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	34%	41%	32%	27%	27%
Average number of visits in past five years (all visitors)	10.2	10.1	9.5	9.9	12.0
Average number of visits in past five years (repeat visitors)	11.9	11.5	10.5	10.8	13.2
Average number of visits in past year (all visitors)	2.9	2.8	2.3	2.5	3.3
Average number of visits in past year (repeat visitors)	3.2	3.0	2.5	2.6	5.7

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2013	2014	2015	2016	2017
Proportion of visitors who traveled to Laughlin by ground transportation (automobile/bus/truck/RV)	88%	88%	85%	87%	87%
Proportion of visitors who traveled to Laughlin by air	12%	12%	15%	13%	13%
Proportion of visitors who decided where to stay in Laughlin before arrival	96%	97%	97%	99%	98%
Proportion of visitors who decided where to gamble in Laughlin before arrival	96%	91%	68%	69%	70%
Proportion of visitors who decided which shows to see in Laughlin before arrival	48%	49%	45%	46%	47%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Laughlin	0.1%	0.3%	3%	1.5%	0.8%
Proportion of visitors who used websites, social media, and/or apps in planning their trip to Laughlin	NA	NA	NA	NA	14%
Proportion of visitors who have visited Las Vegas in the past five years	65%	65%	79%	79%	79%
Proportion of visitors who visited Las Vegas on their current trip to Laughlin	13%	13%	14%	14%	17%
Proportion of visitors who toured nearby places	7%	12%	22%	25%	24%

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2013	2014	2015	2016	2017
Average number of adults in immediate party	2.0	2.0	2.2	2.1	2.2
Proportion of visitors with persons under 21 in their immediate party	5%	4%	5%	6%	6%
Proportion of visitors who stayed overnight	97%	96%	98%	98%	98%
Days stayed (average)	4.4	4.5	4.4	4.3	4.5
Nights stayed (average)	3.4	3.5	3.4	3.3	3.5
Proportion of visitors who stayed in a hotel or motel room (among those who stayed overnight)	97%	96%	96%	95%	95%
Number of room occupants (average)	2.1	2.0	2.0	2.0	2.0
Lodging expenditures (average per night – non-package)	$41.30	$42.10	$50.09	$50.88	$53.75
Proportion of visitors who bought a package or travel group trip	14%	13%	13%	11%	10%
Average cost of package per person (among package/tour group visitors)	$240.23	$223.17	$175.96	$167.47	$129.18
Average trip expenditures for food and drink	$134.13	$146.52	$146.75	$150.63	$163.88
Average trip expenditures for local transport	$71.93	$64.97	$42.76	$41.75	$44.11
Average trip expenditures for shopping	$66.15	$65.76	$69.69	$66.20	$59.21
Average trip expenditures for shows	$8.84	$7.87	$8.59	$5.95	$4.74
Average trip expenditures for sightseeing	$6.67	$8.07	$9.08	$10.41	$9.95

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2013	2014	2015	2016	2017
Proportion who gambled while visiting Laughlin	99.8%	98.8%	98.1%	99%	98%
Average trip gambling budget (among those who gambled)	$575.30	$619.43	$688.12	$657.51	$634.91
Average hours per day spent gambling (among those who gambled)	5.8	5.3	5.1	5.0	5.1
Average number of different casinos gambled (among those who gambled)	3.0	2.9	3.4	3.5	3.4
Member of slot/loyalty club	94%	93%	91%	91%	92%

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2013	2014	2015	2016	2017
Proportion who were "very satisfied" with their current trip to Laughlin	94%	92%	83%	87%	84%
Proportion of visitor who "definitely will" return to Laughlin in the next year	87%	81%	70%	72%	73%
Proportion of visitors who "definitely will" recommend Laughlin to others	95%	90%	85%	89%	90%

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2013	2014	2015	2016	2017
Proportion of visitors who were married	72%	72%	73%	67%	68%
Proportion of visitors who were from Southern California	33%	32%	34%	35%	34%
Proportion of visitors who were foreign	5%	5%	6%	6%	5%
Proportion of visitors who were 50 years old or older	74%	75%	82%	76%	78%
Proportion of visitors 65 years old or older	34%	40%	49%	46%	45%
Average age	57.9	59.1	61.2	59.4	59.8
Proportion of visitors who were retired	62%	61%	60%	56%	58%
Proportion of visitors who were employed	34%	33%	33%	37%	35%
Proportion of visitors with a high school diploma or less	38%	38%	38%	32%	33%
Proportion of visitors with a household income less than $60,000	52%	54%	48%	50%	55%

Aggregate Results for Calendar Year 2017

APPENDIX

GLS RESEARCH AGGREGATE RESULTS	LAUGHLIN VISITOR PROFILE STUDY	PROJECT #217302 CALENDAR YEAR 2017

RESPONDENT ID# ____ ____ ____ ____

INTERVIEW DATE: ___ ___/___ ___/___ ___

INTERVIEW LOCATION CODE ____ ____ ____ ____

TIME STARTED (USE 24-HOUR CLOCK)

____ ____:____ ____

TIME ENDED (USE 24-HOUR CLOCK)

____ ____:____ ____

INTERVIEW LENGTH ____ ____ MIN.

INTERVIEWER ID # ___ ___

RESPONDENT GENDER (BY OBSERVATION)

MALE............................50%

FEMALE 50

Hello. I'm ________________ from GLS Research, a national marketing research firm. We are conducting a survey of visitors for the Laughlin Visitors Bureau. All answers are kept strictly confidential.

1. Are you a visitor to the Laughlin/Bullhead City area, or are you a resident of the Laughlin/ Bullhead City area?

VISITOR	**ASK Q2**
RESIDENT .... NOT SURE/DK......... REFUSED/NA	**TERMINATE**

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES	**ASK Q3**
NO .... NOT SURE/DK......... REFUSED/NA	**TERMINATE**

3. Will you be leaving Laughlin within the next 24 hours?

YES..........................	**ASK Q4**
NO .... NOT SURE/DK .... REFUSED/NA..........	**TERMINATE**

4. Is this your first visit to Laughlin, or have you visited before?

FIRST VISIT 10%	**SKIP TO Q9 ON PAGE 3**
VISITED BEFORE .90 NOT SURE/DK ....0 REFUSED/NA..........0	**ASK Q5**

5. Including this trip, how many times have you visited Laughlin in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

12.0 MEAN (ALL VISITORS)
13.2 MEAN (REPEAT VISITORS) (N=1082)

6. Including this trip, how many times have you visited Laughlin in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

3.3 MEAN (ALL VISITORS)
3.5 MEAN (REPEAT VISITORS) (N=1082)

7. Have you visited Laughlin in the past to attend a special event such as River Days, a rodeo, a car or motorcycle rally, or an outdoor concert?

(N=1082)

YES 39%

NO 61

NOT SURE/DK..................0

REFUSED/NA 0

8. Thinking back to your *FIRST trip to Laughlin*, what was your primary reason for visiting? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)** (N=1082)

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 0%

TO ATTEND A CORPORATE MEETING 0

VACATION/PLEASURE 35

TO GAMBLE 28

VISIT FRIENDS/RELATIVES 17

TO ATTEND A SPECIAL EVENT (E.G., DESERT CHALLENGE, A RODEO, A CAR OR MOTORCYCLE RALLY, OR AN OUTDOOR CONCERT)...4

TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....................0

OTHER BUSINESS PURPOSES........3

WATER-BASED RECREATION..........7

JUST PASSING THROUGH................6

OTHER 0

NOT SURE/DK 0

REFUSED/NA......................................0

9. **(ASK OF ALL RESPONDENTS.)** What was the *primary purpose* of *THIS* trip to Laughlin? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW	0%
VACATION/PLEASURE	49
TO GAMBLE	26
VISIT FRIENDS/RELATIVES	12
TO ATTEND A SPECIAL EVENT (E.G., A RODEO, A CAR OR MOTORCYCLE RALLY, OR AN OUTDOOR CONCERT)	3
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT	1
OTHER BUSINESS PURPOSES	2
WATER-BASED RECREATION	2
JUST PASSING THROUGH	4
SOME OTHER REASON	0
NOT SURE/DK	0
REFUSED/NA	0

10. Did you (or will you) participate in a gaming tournament (for example a video poker, slot machine, blackjack, or poker tournament)?

YES	10%
NO	90
NOT SURE/DK	0
REFUSED/NA	0

11. Did you travel to Laughlin by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Air	13%
Bus (IF "YES" ASK, "Do you mean...":)	
Regularly scheduled bus service like Greyhound	1
Or a chartered or escorted bus service or bus tour	3
Truck	16
Automobile	63
Motorcycle	0
Recreational Vehicle (RV)	4
REFUSED/NA	0

12. How far in advance did you plan this trip to Laughlin? **(ASK AS OPEN END.)**

SAME DAY	3%
1-3 DAYS BEFORE	9
4-6 DAYS BEFORE	7
7-14 DAYS BEFORE	16
15-30 DAYS BEFORE	26
31-60 DAYS BEFORE	18
61-90 DAYS BEFORE	5
91-120 DAYS BEFORE	3
MORE THAN 120 DAYS BEFORE	14
NOT SURE/DK	0
REFUSED/NA	0

13. Which of the following tools did you use in planning your trip to Laughlin? **(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)**

A. Travel agent	1%
B. Websites	14
C. Social media	1
D. Apps	2
E. Word of mouth	1
F. Magazines or newspapers	0
G. Printed brochures or travel guides	0
H. Email offers	11
I. Other (SPECIFY:)	0

14. **(ASK ONLY OF THOSE WHO SAID "YES" TO TRAVEL AGENT IN Q13.)**
Did the travel agent... (N=10)

Influence your decision to visit Laughlin	30%
Influence your choice of accommodations	60
"Book" your transportation	90

15. **(ASK ONLY OF THOSE WHO SAID "YES" TO SOCIAL MEDIA, WEBSITES OR APPS IN Q13)**
. Which, if any, of the following social media or travel review apps or websites did you use to help in planning your trip to Laughlin? **(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)** (N=173)

A. Facebook	12%
B. Foursquare	0
C. SnapChat	1
D. OpenTable	1
E. Pinterest	1
F. TripAdvisor	12
G. Twitter	1
H. Yelp	2
I. Instagram	1
O GooglePlus	2
J. Google	93
K. Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc.	22
L. Consulted reviews at hotel or show venue sites	7
M. Other (SPECIFY:)	1

16. At what point in your planning did you decide... **(READ LIST *AND FIRST 3 RESPONSE CODES*)**

AMONG ALL RESPONDENTS:	Before Leaving Home	While En Route To Laughlin	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
				DO *NOT* READ THESE RESPONSE CODES		
a. Where you would stay?	94%	1%	2%	3%	0%	0%
b. Where you would gamble?	68	0	30	2	0	0
c. Which shows you would see?	5	0	5	90	0	0

AMONG THOSE TO WHOM THE QUESTION APPLIES:	Before Leaving Home	While En Route To Laughlin	After Arrival	DK/NA	
a. Where you would stay?	97%	1%	2%	0%	(N=1169)
b. Where you would gamble?	69	0	31	0	(N=1171)
c. Which shows you would see?	46	1	52	1	(N=117)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★★

17. Is this visit to Laughlin part of a longer trip where Laughlin is just one leg of that trip, or is Laughlin your only destination?

PART OF LONGER TRIP 15%	**ASK Q18**
ONLY DESTINATION 85	**SKIP TO Q19**
NOT SURE/DK.........................0 REFUSED/NA 0	**SKIP TO Q19**

18. You just said Laughlin was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? (N=179)

LAS VEGAS 34%

ARIZONA 32

CALIFORNIA............................ 17

OTHER NEVADA 7

TEXAS....................................... 3

NEW MEXICO 3

OTHER 5

19. Will you (or did you) visit Las Vegas either before or after this visit to Laughlin?

YES...................... 17%	**ASK Q20**
NO .... 83 NOT SURE/DK ...... 0 REFUSED/NA........ 0	**SKIP TO Q22**

20. Did you travel to Las Vegas by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Air... 30% (N=208)

Automobile, truck, RV, bus 70

21. On this trip, will you (or did you) visit...

(N=208)

A. Downtown Las Vegas (that is, the area on or near Fremont Street)?......... 52%

B. The Strip in Las Vegas (that is, the area on or near Las Vegas Boulevard)?......................... 62

22. On this trip to Laughlin, where did you lodge? **(ASK AS OPEN END. ACCEPT ONLY *ONE* RESPONSE. CIRCLE CODE NUMBER. INTERVIEWER: A "LODGING" IS ANY PLACE THE RESPONDENT *SLEPT* OVERNIGHT. SOME PEOPLE COME TO LAUGHLIN AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE (CODE #5000).)**

TYPE OF LODGING

HOTEL	92%
MOTEL	0
RV PARK	3
FRIENDS/RELATIVES	2
DAYTRIP/OTHER	3

LOCATION OF LODGING

LAUGHLIN	92%
BULLHEAD CITY	0
LOCATION COULD NOT BE DETERMINED	8
FRIENDS/RELATIVES	2
DAYTRIP	3

TYPE OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT)
(N=1169)

HOTEL	95%
MOTEL	0
RV PARK	3
FRIENDS/RELATIVES	2
OTHER	0

IF RESPONSE TO Q22 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q23 THROUGH Q31.

IF RESPONSE TO Q22 IS AN RV PARK (CODES 3000-3999), ASK Q23 THROUGH Q25, THEN SKIP TO Q32 ON PAGE 9.

IF RESPONSE TO Q22 IS CODE #4000 OR HIGHER, SKIP TO Q32 ON PAGE 9.

23. Which of the following **[SHOW CARD]** best describes how you, or someone in your party, booked your accommodations in Laughlin? **(ACCEPT ONLY ONE RESPONSE.)** (N=1143)

a. Booked by phone, calling the hotel, motel, or RV park directly .. 76%
b. Booked through a travel agent (either in person or by phone) 1
c. Booked by phone but not by calling the hotel directly and not through a travel agent 1
d. Booked through a website or app on the Internet using a desktop or laptop computer 8
e. Booked at a website or app on the Internet using a smartphone 6
f. Booked at a website or app on the Internet using a tablet.....................2
g. Booked in person at the hotel, motel, or RV park 5
h. The trip was a gift, prize, or incentive, so the accommodations were booked for you.......................0
i. Not sure because someone else in your party booked the hotel and you don't know how they did it 0

OTHER 0
REFUSED/NA 0

24. **(IF RESPONSE "d, e, or f" IN Q23 IS CHOSEN, ASK:)** Which Web site did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=184)

EXPEDIA 28%
TRAVEL.COM 1
ORBITZ 1
PRICELINE.. 2
CHEAPTICKETS 0
TRAVELOCITY 5
YAHOO.. 0
HOTWIRE.. 0
HOTELS.COM................................... 6
BOOKING.COM 9
HOTEL WEB SITE (ANY)... 44
OTHER 3
NOT SURE/DK.................................. 1
REFUSED/NA 0

25. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Laughlin? **(ASK AS OPEN END.)** (N=1143)

SAME DAY 8%
1-3 DAYS BEFORE 9
4-6 DAYS BEFORE 10
7-14 DAYS BEFORE 20
15-30 DAYS BEFORE 29
31-60 DAYS BEFORE 15
61-90 DAYS BEFORE 4
91-120 DAYS BEFORE 2
MORE THAN 120 DAYS BEFORE 4
NOT SURE/DK 0
REFUSED/NA.....................0

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q22) SHOULD SKIP TO Q32 ON PAGE 9 *AFTER BEING ASKED Q25.*

26. Including yourself, how many people stayed in your room? (N=1109)

ONE 14%
TWO.................................75
THREE...............................7
FOUR OR MORE 4
REFUSED/NA.....................0
2.0 MEAN

27. Which of the following rate categories best describes your room rate? **(SHOW CARD. ACCEPT ONLY ONE RESPONSE.)** (N=1109)

HOTEL/AIRLINE PACKAGE DEAL............8% HOTEL/AMENITIES PACKAGE DEAL............2 TOUR/ TRAVEL GROUP 0	**ASK Q28**
CONVENTION GROUP/ COMPANY MEETING....0 CASINO RATE ....14 REGULAR FULL-PRICE ROOM RATE ...27	**SKIP TO Q30**
CASINO COMPLIMENTARY......49	**SKIP TO Q32**
ANOTHER RATE ....0 NOT SURE/DK...............0 REFUSED/NA 0	**SKIP TO Q30**

28. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

(N=113)

Less than $50................42%
$50 - $99 7
$100 - $149 15
$150 OR MORE 36
NOT SURE/REFUSED....0
$129.18 MEAN
$119.00 MEDIAN

29. How did you *first* find out about this package? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=113)

OUTDOOR BILLBOARD 1%
BROCHURE 0
E-MAIL OFFER................................ 14
INTERNET AD (POP-UP OR BANNER AD) 0
OFFER RECEIVED IN THE MAIL.... 20
NEWSPAPER.................................... 6
RADIO.. 0
RESERVATION AGENT/ CALL CENTER 14
TELEVISION...................................... 0
TRAVEL AGENT 3
ANY WEB SITE 5
WORD-OF-MOUTH......................... 34
SOCIAL MEDIA (e.g., Facebook, Twitter, LinkedIn, Google Plus, Instagram, YouTube) 0
OTHER 3
NOT SURE/DK 0
REFUSED/NA.................................... 0

SKIP TO Q32

30. **(ASK ONLY OF NON-PACKAGE VISITORS)** By the time you leave Laughlin, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

(N=456)

Less than $25 .... 12%
$25 - $49........................... 44
$50 OR MORE.................. 44
NOT SURE/NO ANSWER... 1
$53.75 MEAN
$45.00 MEDIAN

31. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=456)

OUTDOOR BILLBOARD	0%
BROCHURE	0
E-MAIL OFFER	6
INTERNET AD (POP-UP OR BANNER AD)	0
OFFER RECEIVED IN THE MAIL	12
NEWSPAPER	0
RADIO	0
RESERVATION AGENT/ CALL CENTER	51
SOCIAL MEDIA (e.g., Facebook, Twitter, LinkedIn, Google Plus, Instagram,YouTube)	0
TRAVEL AGENT	0
ANY WEB SITE	30
WORD-OF-MOUTH	1
OTHER	0
NOT SURE/DK	0
REFUSED/NA	0

32. **(ASK OF ALL RESPONDENTS.)** Including yourself, how many *adults* 21 years old or older are in your *IMMEDIATE* party (such as a spouse or friends who are traveling with you)? **(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN:** "If you are part of a tour group, do *not* include all members of your tour group -- only those adult friends and relatives who are traveling with you.")

(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

1	14%
2	71
3	8
4 OR MORE	7
2.2	MEAN
2.0	MEDIAN

33. Are there any people under *the age of 21* in your *IMMEDIATE* party?

YES	6%
NO	94
NOT SURE/DK	0
REFUSED/NA	0

34. By the time you leave, how many *nights* will you have stayed in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

DAYTRIP	3%
1	6
2	29
3	29
4	16
5 OR MORE	17
3.5	MEAN
3.0	MEDIAN

35. By the time you leave, how many *days* will you have been in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")**

1	3%
2	6
3	29
4	29
5	16
6 OR MORE	17
4.5	MEAN
4.0	MEDIAN

36. On what day of the week did you arrive in Laughlin?

SUNDAY	18%
MONDAY	13
TUESDAY	14
WEDNESDAY	14
THURSDAY	15
FRIDAY	18
SATURDAY	9
REFUSED/NA	0

37. Have you gambled during this visit to Laughlin?

YES 98%	**ASK Q38**
NO ....2 NOT SURE/DK........0 REFUSED/NA 0	**SKIP TO Q42**

38. On average, how many hours *PER DAY* did you spend gambling? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING:** "Do you mean that you spent on average **[FILL IN NUMBER OF HOURS]** hours gambling *every day you were here*?") (N=1171)

1 TO 2 HOURS 20%
3 TO 4 HOURS 28
5 TO 6 HOURS 28
7 TO 8 HOURS 13
9 TO 10 HOURS 6
MORE THAN 10 HOURS........... 6
5.1 MEAN
5.0 MEDIAN

39. How many different casinos have you gambled at during your stay in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)** (N=1171)

1... 20%
2... 23
3... 18
4... 14
5 TO 6....................................... 14
MORE THAN 6......................... 10
3.4 MEAN
3.0 MEDIAN

40. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=1171)

\$1 - \$99...................................4%
\$100 - \$199...........................10
\$200 - \$299...........................13
\$300 - \$399...........................13
\$400 - \$499.............................9
\$500 - \$599...........................16
\$600 OR MORE.....................35
NOT SURE/NO ANSWER.......0
\$634.91 MEAN
\$500.00 MEDIAN

41. Are you a member of a slot or loyalty club at any of the Laughlin resorts? (N=1171)

YES......................................92%
NO..8
NOT SURE/DK 0
REFUSED/NA..........................0

42. **(ASK OF ALL RESPONDENTS.)** In which of the following locations have you gambled at a *casino facility* during the *past 12 months*? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... **(READ LIST)**

A. At a casino on an Indian reservation in California 32%
B. At a casino on an Indian reservation in Arizona 23
C. At a casino on an Indian reservation outside Arizona or California.............. 40
I. In Las Vegas, Nevada........... 50
J. Somewhere else in Nevada (outside the Laughlin area) 21
X. OTHER 0

43. Have you visited Las Vegas, Nevada, in the past 5 years?

YES	79%
NO	21
NOT SURE/DK	0
REFUSED/NA	0

44. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Laughlin?

YES	24%	**ASK Q45**
NO	76	**SKIP TO Q46**
NOT SURE/DK	0	
REFUSED/NA	0	

45. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=283)

Hoover Dam	5%
Lake Mead	3
Lake Havasu/ Colorado River	27
Lake Mojave/ Davis Dam	45
Grand Canyon	7
Bryce Canyon	0
Zion National Park	0
Oatman, Arizona	49
Other	7

46. By the time you leave Laughlin, how much will you have spent *ON AVERAGE PER DAY* for...

a. Food and drink. Please include only your own, personal expenses and not those of your entire party. **(AVERAGE TRIP EXPENDITURES PER DAY.)**

$163.88 MEAN (INCLUDING $0)
$173.13 MEAN (EXCLUDING $0)

b. Local transportation (for example, car rental, taxi, limo, gas). Please include all your daily transportation expenses. **(AVERAGE TRIP EXPENDITURES PER DAY.)**

$44.11 MEAN (INCLUDING $0)
$57.54 MEAN (EXCLUDING $0)

47. By the time you leave Laughlin, how much will you have spent on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

A. Shopping (gifts, clothing, personal items)	$59.21	MEAN (INCLUDING $0)
	$103.71	MEAN (EXCLUDING $0)
B. Shows/entertainment (not including gambling)	$4.74	MEAN (INCLUDING $0)
	$17.78	MEAN (EXCLUDING $0)
C. Sightseeing	$9.95	MEAN (INCLUDING $0)
	$46.10	MEAN (EXCLUDING $0)
D. Other	$3.09	MEAN (INCLUDING $0)
	$105.69	MEAN (EXCLUDING $0)

Just a few more questions on your impressions of Laughlin in general...

48. Overall, how satisfied were you with your visit to Laughlin? Were you... **(READ LIST.)**

Very satisfied.................... 84%	**SKIP TO Q51**
Somewhat satisfied 15	**ASK Q49**
Somewhat dissatisfied .... 1 Very dissatisfied 0	**SKIP TO Q50**
DO NOT READ NOT SURE/DK................... 0 REFUSED/NA 0	**SKIP TO Q51**

49. You just said you were *somewhat* satisfied with your overall experience in Laughlin. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)**

(N=174)

DIDN'T WIN ENOUGH GAMBLING...... 40%
HOTEL COMPLAINTS.......................... 23
NOT AS EXCITING AS LAS VEGAS.... 12
TOO EXPENSIVE 6
TOO HARD TO GET AROUND 3
EMPLOYEE COMPLAINTS 3
OTHER.. 11
NO ANSWER 1

50. You just said you were *dissatisfied* with your overall experience in Laughlin. What is the *MAIN* reason that you were *dissatisfied*? **(ACCEPT ONLY ONE RESPONSE.)**

(N=15)

DIDN'T WIN ENOUGH GAMBLING...... 33%
HOTEL COMPLAINTS.......................... 27
NOT AS EXCITING AS LAS VEGAS.... 13
TOO EXPENSIVE 7
TOO HARD TO GET AROUND 7
NOT A PLACE FOR CHILDREN............ 7
OTHER.. 7

51. **(ASK EVERYONE:)**
How likely will you be to return to Laughlin in the <u>next year</u>? Would you say you… **(READ FIRST 5 RESPONSES)**

Definitely will................................73%
Probably will 17
Might/might not..............................7
Probably will not 2
Definitely will not............................1
NOT SURE/NO ANSWER.............0

52. How likely will you be to recommend Laughlin to friends, relatives, and co-workers as a destination for a vacation or pleasure trip? Would you say you… **(READ FIRST 5 RESPONSES)**

Definitely will recommend............90%
Probably will recommend 7
Might/might not recommend..........2
Probably will not recommend 0
Definitely will not recommend........0
NOT SURE/NO ANSWER.............0

Now I'd like to ask you a few final questions for statistical purposes.

53. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed 35%	**ASK Q54**
Unemployed ....4 Student ....0 Retired ....58 Homemaker 3	**SKIP TO Q55**
DO NOT READ REFUSED/NA 0	**SKIP TO Q55**

54. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=419)

SALES/CLERICAL WORKERS .. 33%

SERVICE WORKERS 23

MANAGERS/OFFICIALS/ PROPRIETORS 20

PROFESSIONAL/TECHNICAL ... 13

CRAFT WORKERS/FOREMEN.. 10

OTHER 1

REFUSED/NO ANSWER 1

55. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

GRADE SCHOOL OR SOME HIGH SCHOOL...................3%

HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) 30

SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 35

GRADUATED COLLEGE.............26

GRADUATE SCHOOL (MASTER'S OR PH.D.)..................4

TECHNICAL, VOCATIONAL, OR TRADE SCHOOL.....................3

REFUSED/NA 0

56. What is your current marital status? Are you... **(READ LIST)**

Married......................................68%

Single 16

Separated or divorced 9

Widowed 6

REFUSED/NA..............................0

57. What country do you live in?

USA 95%	**ASK Q58**
FOREIGN 5	**SKIP TO Q59**
REFUSED/NA.................. 0	**SKIP TO Q59**

58. What is your ZIP code? **(REGION DERIVED FROM ZIP CODES)**

EAST 1%

SOUTH...4

MIDWEST 14

WEST 75

- CALIFORNIA 36
- ARIZONA 24
- GREATER LAS VEGAS 3
- OTHER WEST.........................13

FOREIGN VISITORS 5

NO ZIP CODE GIVEN......................0

59. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**
Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? (ASK ONLY IF NECESSARY: Are you white, Black, Asian, Hispanic or Latino -- or of some other ethnic or racial background?)

WHITE	80%
BLACK OR AFRICAN AMERICAN	3
ASIAN OR ASIAN AMERICAN	2
HISPANIC/LATINO	15
NATIVE AMERICAN	0
MIXED RACE	0
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

60. What is your age, please? **(RECORD IT EXACTLY *AND CIRCLE APPROPRIATE CATEGORY BELOW.*)**

59.8 MEAN
62.0 MEDIAN

Which of the following categories does your age fall into? **(READ LIST.)**

21 to 29	4%
30 to 39	7
40 to 49	11
50 to 59	20
60 to 64	13
65 and older	45
REFUSED/NA	0

61. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW INCOME CARD.)** Include your own income and that of any member of your household who is living with you.

A. Less than $20,000	6%
B. $20,000 to $29,999	7
C. $30,000 to $39,999	11
D. $40,000 to $49,999	15
E. $50,000 to $59,999	15
F. $60,000 to $69,999	11
G. $70,000 to $79,999	8
H. $80,000 to $89,999	6
I. $90,000 to $99,999	3
J. $100,000 to $149,999	11
K. $150,000 or more	3
NOT SURE/DK	0
REFUSED/NA	2

RESPONDENT SHOW CARDS

HOW ACCOMMODATIONS WERE BOOKED

A. PHONED DIRECTLY

Booked by phone, calling the hotel, motel, or RV park directly,

B. TRAVEL AGENT

Booked through a travel agent (either in person or by phone),

C. PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT

Booked by phone but not by calling the hotel directly and not through a travel agent,

D1. INTERNET – DESKTOP/LAPTOP

Booked through a website or app using a desktop or laptop computer.

D2. INTERNET – SMARTPHONE

Booked through a website or app using a smartphone.

D3. INTERNET – TABLET

Booked through a website or app using a tablet.

E. IN PERSON

Booked in person at the hotel, motel, or RV park.

F. GIFT, PRIZE, OR INCENTIVE

The trip was a gift, prize, or incentive, so the accommodations were booked for you.

G. DON'T KNOW BECAUSE SOMEONE ELSE BOOKED

Not sure because someone else in your party booked the hotel and you don't know how they did it.

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

One price that includes your hotel room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)

One price that includes your hotel room and other items such as shows, meals or other amenities, but does not include airfare or bus transportation to Las Vegas.

3. TOUR/TRAVEL GROUP

You are traveling as part of a tour or travel group. The tour/travel group package price includes room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

INCOME CATEGORIES

A. Less than $20,000

B. $20,000 to $29,999

C. $30,000 to $39,999

D. $40,000 to $49,999

E. $50,000 to $59,999

F. $60,000 to $69,999

G. $70,000 to $79,999

H. $80,000 to $89,999

I. $90,000 to $99,999

J. $100,000 to $109,999

K. $110,000 to $119,999

L. $120,000 to $129,999

M. $130,000 to $139,999

N. $140,000 to $149,999

O. $150,000 or more

Laughlin Visitors Bureau
1555 South Casino Drive, P.O. Box 502
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VisitLaughlin.com

A Division of the
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