

## MATRIX OF LAS VEGAS VISITOR SEGMENTS

Source: LVCVA Research Center, 2017 Las Vegas Visitor Profile

CONVENTION AND VISITORS AUTHORITY		GENERATION			REPEAT VISITORS		MODE OF ARRIVAL LOCATION OF LODGING			IG	VISITOR ORIGIN			GENDER		MARKET SEGMENT				BOOKING METHOD				TRAVEL AGENT USAGE				
CONVENTION AND VISITORS AUTHORITY	ALL VISITORS	Silent Generation		Generation X	Millennials	First Time	Repeat		Ground	Downtown	Strip	Other	SoCal C	ther USA	All USA	Foreign	Male	Female	Convention	Package		asino Guest F	Phone Direct H	otel Website	Travel Agent	Third Party Website	Used a travel Did	d not use a avel agent
respondents (n= )	3600	134	963	1119	1383	761	2839	1671	1929	177	2640	783	930	2071	3008	592	1809	1791	387	539	2273	400	381	681	324	1348	355	3245
Percent of Total Visitors	100.0%	3.7%	26.8%	31.1%	38.4%	21.1%	78.9%	46.4%	53.6%	4.9%	73.3%	21.8%	25.8%	57.5%	83.6%	16.4%	50.3%	49.8%	10.8%	15.0%	63.1%	11.1%	10.6%	18.9%	9.0%	37.4%	9.9%	90.1%
<sub>2</sub> First Time Visitor	21.1%	17.8%	14.6%	17.4%	29.0%	100.0%	0.0%	29.8%	13.6%	25.8%	22.9%	14.2%	6.9%	18.4%	14.8%	53.3%	18.4%	23.9%	13.0%	48.1%	19.1%	4.1%	5.4%	10.4%	53.3%	24.2%	53.9%	17.5%
3 Average Number of Visits within Past 12 Months (among all visitors)	1.6	1.5	1.9	1.6	1.5	100.0%	178.0%	1.3	1.9	1.5	1.4	2.4	1.8	1.7	1.7	1.2	1.8	1.4	1.4	1.1	1.7	2.3	2.4	1.5	1.3	1.3	1.3	1.7
4 Primary Purpose of Current Trip - Vacation / Pleasure	48.0%	36.6%	43.1%	46.8%	53.5%	66.1%	43.2%	55.2%	41.8%	50.6%	55.1%	23.6%	48.7%	43.0%	44.7%	64.8%	45.7%	50.4%	0.2%	80.4%	49.8%	40.5%	39.4%	45.5%	57.4%	57.9%	57.1%	47.0%
s Primary Purpose of Current Trip - Business	16.8%	5.3%	15.8%	23.1%	13.5%	11.6%	18.2%	20.1%	13.9%	10.5%	17.3%	16.5%	14.7%	19.1%	17.7%	12.0%	20.8%	12.7%	98.7%	3.4%	8.4%	3.1%	9.4%	18.4%	28.2%	15.4%	26.9%	15.7%
ε Primary Purpose of Current Trip - Gambling	5.1%	15.3%	8.3%	5.1%		1.1%	6.2%	3.8%	6.2%	10.8%	5.2%	3.3%	7.4%	4.8%		2.3%	5.6%	4.5%	0.1%	1.2%	2.3%	30.8%	21.5%	5.5%	3.9%	1.2%	3.5%	5.2%
Attended a Convention, trade show or corporate meeting	10.8%	3.7%	10.9%	15.4%	7.6%	6.6%	11.9%	14.8%	7.3%	4.7%	13.0%	4.6%	9.0%	12.5%	11.4%	7.5%	13.1%	8.3%	100.0%	0.0%	0.0%	0.0%	4.9%	12.6%	20.4%	9.8%	19.9%	9.7%
8 Traveled by Air	46.4%	40.8%	50.6%	50.4%		65.4%	41.3%	100.0%	0.0%	32.6%	53.3%	26.4%	6.0%	55.9%		77.1%	46.5%	46.4%	63.8%	87.7%	34.4%	42.0%	36.3%	45.6%	75.0%	49.0%	73.7%	43.4%
9 Planned Trip 7-30 Days in Advance	23.2%	29.6%	22.7%	24.0%		21.0%	23.8%	17.5%	28.2%	21.5%	21.1%	30.9%	31.8%	22.4%	25.3%	12.7%	24.0%	22.4%	25.7%	9.8%	24.2%	33.1%	40.7%	25.2%	16.8%	18.7%	17.6%	23.8%
10 Planned Trip 31-90 Days in Advance	46.6%	37.3%	44.6%	44.0%	51.2%	31.3%		44.5%	48.6%	50.0%	47.9%	41.5%	52.8%	49.9%	50.9%	25.3%	46.7%	46.6%	48.6%	37.8%	48.2%	48.2%	34.5%	49.1%	24.9%	52.8%	23.2%	49.2%
11 Planned Trip More Than 90 Days in Advance	23.9%	24.9%	25.9%	26.2%		39.7%	19.7%	35.1%	14.3%	22.2%	26.3%	16.5%	7.6%	21.7%	17.3%	57.9%	22.2%	25.7%	20.0%	51.0%	20.1%	12.9%	13.1%	22.3%	52.6%	23.8%	53.7%	20.7%
12 Assisted By Travel Agent In Planning Trip	9.9%	9.6%	10.6%	11.6%		25.1%	5.8%	15.6%	4.8%	6.7%	11.9%	3.8%	1.8%	5.8%		37.0%	9.0%	10.8%	18.3%	29.2%	5.3%	1.4%	0.8%	1.3%	95.5%	1.4%	100.0%	0.0%
13 Lodged Along Strip Corridor	73.3%	60.2%	71.7%	76.6%		79.3%		84.2%	63.9%	0.0%	100.0%	0.0%	68.1%	72.4%		85.0%	73.2%	73.4%	88.5%	91.3%	66.2%	75.0%	65.4%	79.1%	88.7%	82.5%	88.3%	71.7%
14 Lodged Downtown	4.9%	6.9%	4.7%	4.7%		6.0%		3.5%	6.2%	100.0%	0.0%	0.0%	7.2%	4.5%		2.8%	5.2%	4.7%	2.2%	4.9%	5.1%	6.4%	6.9%	2.7%	3.3%	6.7%	3.3%	5.1%
15 Traveled with Someone under 21	8.1%	3.1%	4.0%	10.0%		8.5%	8.0%	4.0%	11.6%	6.0%	5.5%	17.3%	10.0%	7.9%		5.5%	7.8%	8.4%	2.5%	3.7%	11.2%	1.4%	4.7%	6.1%	6.5%	6.5%	7.7%	8.1%
16 Paid a "Regular" Rate	50.3%	36.5%	42.0%	46.7%	60.7%	49.3%	50.6%	33.1%	66.0%	66.0%	48.8%	52.5%	65.2%	47.3%	52.9%	37.8%	52.1%	48.5%	27.9%	0.0%	78.8%	0.0%	33.0%	45.3%	26.0%	62.1%	28.2%	53.0%
17 Paid a "Package" Rate	17.8%	17.2%	17.7%	18.1%		36.9%		33.2%	3.9%	14.9%	20.6%	4.5%	2.5%	17.6%		41.7%	16.1%	19.6%	12.2%	100.0%	0.0%	0.0%	1.2%	3.0%	54.4%	26.2%	50.8%	13.9%
18 Average Cost of Package Per Person (among those who bought a package)	\$858.52	\$1,045.84	\$999.97	\$844.80		\$1,095.35	\$670.30	\$816.56	\$1,252.85	\$548.60	\$884.00	\$582.42	\$263.87	\$570.97		\$1,371.14	\$847.10	\$868.25	\$773.24	\$864.29	-	-	\$637.07	\$751.05	\$1,386.74	\$652.91	\$1,385.74	\$667.85
19 Gambled During Visit	73.7%	73.0%	77.5%	72.1%		71.1%	74.3%	77.8%	70.0%	84.2%	76.8%	60.7%	72.7%	74.7%		71.0%	75.3%	72.0%	56.8%	79.0%	71.7%	93.6%	83.0%	71.8%	66.1%	76.5%	66.1%	74.5%
20 Average Hours Gambled per Day (if gambled)	1.6	3.0	2.0	1.6	1.1	0.8	1.8	1.5	1.6	1.8	1.5	1,7	1.8	1.6	1.7	1.0	1.6	1.5	1.0	1.0	1.2	4.0	3.5	1.8	1.0	1,0	1.0	1.6
21 Attended a Show	58.9%	52.4%	54.4%	57.1%	64.1%	65.7%	57.1%	67.2.%	51.7%	56.8%	63.1%	45.0%	53.2%	59.0%		67.3%	56.0%	61.7%	36.1%	76.2%	59.2%	55.8%	47.8%	57.6%	60.7%	63.8%	59.5%	58.8%
22 Visited an Attraction (paid admission)	26.3%	18.8%	24.1%	27.7%		49.5%	20.1%	30.6%	22.6%	24.6%	28.7%	18.6%	19.2.%	24.8%		42.5%	24.5%	28.1%	11.3%	41.3%	27.1%	16.3%	18.2%	19.3%	40.0%	29.6%	40.4%	24.8%
23 Average Room Rate Paid (excluding Package Purchasers)	\$114.85	\$103.20	\$113.49	\$120.44		\$115.51		\$123.99	\$109.54	\$81.16	\$120.29	\$102.12	\$116.19	\$112.33		\$122.60	\$116.15	\$113.40	\$141.36	-	\$112.63	\$71.58	\$89.61	\$113.06	\$124.23	\$118.45	\$121.73	\$114.37
24 Average Number of Nights Stayed	3.5	3.4	3.7	3.5		3.8	3.4	4.1	3.0	3.1	3.5	3.6	3.0	3.5		4.4	3.5	3.5	3.6	4.1	3.3	3.6	3.5	3.4	4.0	3.3	4.0	3.5
25 Average Number of People per Room	2.0	1.9	1.9	2.0	2.1	2.1	2.0	2.0	2.1	2.0	2.0	2.1	2.1	2.0		2.1	2.0	2.1	1.6	2.1	2.1	2.0	2.0	2.0	2.0	2.1	2.0	2.0
26 Average Expenditures per Trip on Room / per person	\$198.02	\$182.87	\$215.87	\$210.77	\$176.66	\$207.37	\$195.38	\$256.20	\$157.53	\$123.94	\$207.83	\$179.95	\$164.10	\$198.00		\$258.89	\$204.59	\$191.53	\$309.77		\$176.91	\$132.88	\$162.22	\$191.59	\$250.98	\$190.10	\$241.62	\$194.37
27 Average Spent per Trip on Food & Drink	\$376.97	\$302.05	\$381.37	\$400.09		\$411.56		\$451.44	\$312.58	\$343.78	\$410.19	\$272.58	\$341.73	\$372.82		\$448.56	\$382.39	\$371.51	\$422.93	\$455.07	\$343.69	\$416.25	\$429.08	\$341.39	\$417.96	\$385.86	\$416.43	\$372.66
28 Average Spent per Trip on Local Transportation	\$88.29	\$79.14	\$98.81	\$95.66		\$126.40		\$125.35	\$56.16	\$69.79	\$91.42	\$81.92	\$39.86	\$93.06		\$148.78	\$89.15	\$87.42	\$91.66	\$118.42	\$82.55	\$77.28	\$90.60	\$82.04	\$133.15	\$84.98	\$138.09	\$82.90
29 Average Spent per Trip on Shopping	\$143.13	\$103.86	\$156.45	\$173.65		\$186.48	\$131.55	\$187.20	\$104.96	\$98.84	\$160.02	\$96.29	\$103.82	\$121.49		\$282.73	\$124.88	\$161.59	\$125.41	\$212.43	\$128.87	\$148.06	\$164.16	\$135.06	\$224.56	\$134.64	\$224.63	\$134.23
30 Average Spent per Trip on Show / Entertainment	\$60.22	\$45.90	\$58.05	\$62.17	\$61.54	\$76.11	\$55.98	\$85.17	\$38.62	\$40.91	\$71.05	\$28.19	\$45.56	\$54.06		\$105.26	\$58.71	\$61.76	\$27.98	\$93.80	\$57.92	\$59.40	\$60.19	\$54.14	\$73.64	\$66.54	\$70.45	\$59.11
31 Average Spent per Trip on Sightseeing	\$31.41	\$19.24	\$34.57	\$31.36		\$89.64		\$44.79	\$19.70	\$16.54	\$38.03	\$12.59	\$8.48	\$19.08		\$112.64	\$27.92	\$34.95	\$9.41	\$73.18	\$28.45	\$14.06	\$15.83	\$18.25	\$94.09	\$33.30	\$100.63	\$23.92
32 Parking/Parking Fees	\$10.68	\$6.42	\$9.01	\$10.68		\$7.97		\$3.36	\$17.03	\$11.43	\$10.98	\$9.50	\$18.99	\$8.38		\$5.66	\$10.26	\$11.11	\$11.67	\$4.03	\$12.57	\$7.94	\$8.66	\$10.53	\$5.95	\$11.73	\$5.65	\$11.23
33 Average spent per Trip on Misc. / Other	\$14.39	\$6.64	\$19.52	\$14.41		\$13.34	\$14.68	\$16.93	\$12.19	\$11.43	\$10.58	\$13.99	\$16.53	\$14.03		\$12.47	\$14.41	\$14.38	\$4.75	\$10.89	\$15.13	\$24.26	\$33.78	\$10.33	\$7.61	\$11.73	\$8.89	\$15.00
34 Total Non-Gaming Expenditures per Trip	\$923.11	\$746.12	\$973.65	\$998.79		\$1,118.87	\$870.78	\$1,170.44	\$718.77	\$717.15	\$1,004.20	\$695.01	\$739.07	\$880.92		\$1,374.99	\$912.31	\$934.25	\$1,003.58	\$967.82	\$846.09	\$880.13	\$964.52	\$845.97	\$1,207.94	\$919.30	\$1,206.39	\$893.42
35 Gambling Budget (among all visitors including those that spent \$0)	\$398.85	\$807.84	\$615.74	\$421.03		\$190.54		\$477.47	\$329.55	\$453.32	\$451.65	\$208.08	\$456.21	\$405.41	\$420.65	\$287.29	\$426.91	\$370.17	\$171.47	\$283.24	\$222.48	\$1,803.16	\$1,564.76	\$324.45	\$236.28	\$230.48	\$228.33	\$417.23
36 Total Gaming Budget and Non-Gaming Expenditures	\$1,321.96	\$1,553.96	\$1,589.38	\$1,419.82		\$1,309.41	\$1,324.84	\$1,647.92	\$1,048.32	\$1,170.47	\$1,455.84	\$903.09	\$1,195.27	\$1,286.33		\$1,662.28	\$1,339.22	\$1,304.43	\$1,175.05	\$1,251.06	\$1,068.57	\$2,683.29	\$2,529.27	\$1,170.42	\$1,444.22	\$1,149.78	\$1,434.72	\$1,310.65
37 Average Number of Days Stayed	4.5	4.4	4.7	41,410.02	4.4	4.900.41	4.4	5.1	4.0	4.1	4.5	4.6	4.0	4.5	4.3	5.4	4.5	4.5	4.6	5.1	4.3	46	4.5	4.4	5.0	4.3	5.0	4.5
38 Total Spending / Budget per Day	\$293.77	\$351.58	\$338.89	\$315.52	\$237.39	\$274.51	\$299.06	\$326.32	\$260.78	\$285.48	\$324.24	\$195.05	\$300.32	\$286.49	\$290.30	\$310.71	\$299.60	\$287.95	\$258.25	\$246.76	\$246.78	\$580.80	\$558.34	\$263.61	\$290.00	\$268.01	\$289.84	\$294.53
39 East	6.9%	8.1%	9.3%	7.6%		7.6%		12.9%	1.8%	3.0%	8.0%	4.1%	0.0%	12.1%		0.0%	6.8%	7.1%	10.7%	10.8%	5.4%	6.5%	5.6%	6.0%	6.5%	7.8%	7.2%	6.9%
40 South	15.4%	17.0%	17.1%	15.6%		16.9%		24.5%	7.5%	18.2%	16.2%	11.8%	0.0%	26.7%		0.0%	17.2%	13.6%	22.2%	21.6%	13.3%	11.9%	14.5%	14.1%	11.7%	17.9%	11.1%	15.8%
41 Midwest	9.3%	10.3%	11.4%	9.8%		10.5%	9.0%	17.5%	2.3%	8.9%	10.0%	7.1%	0.0%	16.2%	11.2%	0.0%	9.4%	9.2%	12.0%	11.2%	8.0%	11.7%	9.5%	11.3%	5.9%	10.1%	5.1%	9.8%
₹ 42 West	51.7%	49.4%	45.7%	48.7%		23.6%		17.8%	81.2%	60.5%	46.6%	67.2%	100.0%	45.0%		0.0%	50.6%	52.9%	43.6%	15.6%	59.9%	62.1%	64.8%	55.4%	15.7%	49.5%	15.1%	55.8%
43 California	31.1%	32.4%	25.2%	28.5%			36.5%	5.4%	53.4%	43.3%	28.6%	36.7%	100.0%	9.1%		0.0%	31.2%	31.0%	24.3%	5.1%	36.8%	40.5%	40.2%	35.4%	7.2%	27.9%	7.1%	33.7%
4 Northern California	5.3%	2.7%	2.3%	5.7%		2.6%		2.1%	8.0%	5.5%	4.6%	7.3%	0.0%	9.1%		0.0%	3.6%	7.0%	2.8%	1.5%	6.6%	4.8%	5.6%	7.4%	1.9%	4.6%	2.4%	5.6%
45 Southern California	25.8%	29.7%	22.9%	22.9%		8.4%		3.3%	45.4%	37.8%	24.0%	29.4%	100.0%	0.0%		0.0%	27.6%	24.0%	21.6%	3.6%	30.1%	35.7%	34.7%	28.0%	5.3%	23.3%	4.7%	28.2%
46 Arizona	7.4%		7.6%	6.6%		3.3%		1.3%	12.8%	9.4%	6.2%	11.0%	0.0%	12.9%		0.0%		8.6%	6.1%	0.4%	8.6%	11.4%	11.7%	7.3%	2.6%	6.9%	2.9%	7.9%
47 Other West	13.0%	13.7%	12.8%	13.1%				11.1%	14.7%	7.8%	11.5%	19.2%	0.0%	22.6%		0.0%	13.0%	13.0%	12.5%	10.2%	14.4%	9.3%	12.4%	12.2%	5.9%	14.7%	5.1%	13.9%
48 Foreign	16.4%	15.2%	16.5%	18.3%		41.4%	9.7%	27.3%	7.0%	9.4%	19.0%	9.2%	0.0%	0.0%		100.0%	15.9%	16.9%	11.5%	40.6%	13.1%	7.7%	5.6%	13.1%	60.2%	14.4%	61.6%	11.5%
49 21 to 29	21.6%	0.0%	0.0%	0.0%		32.3%		17.5%	25.2%	25.7%	21.4%	21.5%	27.5%	19.6%		18.8%	16.7%	26.6%	9.7%	21.9%	25.9%	8.4%	5.4%	19.0%	16.3%	25.0%	16.6%	22.2%
50 30 to 39	23.0%	0.0%	0.0%	19.9%				21.8%	24.1%	20.7%	23.0%	23.5%	23.8%	22.8%		22.3%	24.7%	21.3%	25.9%	20.5%	24.3%	15.9%	17.2%	22.6%	21.6%	25.9%	21.3%	23.2%
5 50 to 59 5 1 40 to 49	18.1%	0.0%	0.0%	58.3%		15.0%		20.3%	16.2%	17.7%	18.8%	16.1%	15.4%	18.7%		20.5%	19.9%	16.3%	26.2%	18.9%	16.4%	19.4%	17.7%	20.4%	22.5%	18.1%	22.6%	17.6%
© ≈ 50 to 59	16.1%	0.0%	35.3%	21.8%		12.1%		18.8%	14.0%	17.7%	17.2%	12.6%	14.1%	17.2%		16.4%	17.2%	15.3%	25.0%	16.7%	14.9%	14.6%	20.1%	17.9%	17.5%	15.9%	16.1%	16.2%
2 50 to 59 s 60 to 64	7.5%	0.0%	28.1%	0.0%				7.8%	7.3%	5.9%	7.7%	7.4%	7.3%	7.4%		8.5%	6.3%	8.7%	8.4%	8.3%	6.6%	10.8%	12.1%	5.8%	9.2%	6.2%	10.6%	7.2%
54 65 and older	13.5%		36.6%	0.0%		8.1%		13.8%	13.3%	12.3%	12.0%	19.0%	11.9%	14.3%		13.5%	15.2%	11.9%	4.8%	13.8%	11.9%	31.0%	27.5%	14.2%	13.0%	8.9%	12.9%	13.6%
ss Average	44.3	75.3	62.0	44.4				45.4	43.3	43.5	44.0	45.4	42.4	44.9		45.0	45.5	43.0	4.6%	44.6	42.6	52.6	52.7	44.9	45.7	41.8	45.7	44.1
56 Less than \$20,000	1.1%	2.1%	0.2%	0.2%		1.7%		0.7%	1.4%	0.0%	0.9%	1.8%	1.7%	0.6%		1.8%	0.6%	1.6%	0.2%	1.2%	1.1%	1.7%	1.0%	1.2%	1.9%	0.6%	2.1%	1.0%
57 \$20,000 to \$39,999	4.4%		3.2%	1.9%				3.6%	5.1%	5.9%	3.0%	8.8%	3.6%	5.2%		2.9%		5.3%	1.2%	2.3%	5.6%	3.4%	5.5%	5.5%	1.9%	2.8%	2.1%	4.6%
57 \$20,000 to \$39,999 S \$40,000 to \$59,999	15.4%	28.7%	16.7%	7.2%				11.7%	18.5%	19.5%	12.8%	23.2%	15.8%	16.3%		11.4%	13.2%	17.6%	6.1%	12.9%	18.3%	11.0%	12.9%	9.8%	1.7%	14.9%	16.6%	15.2%
59 \$60,000 to \$79,999	23.1%	14.8%	19.9%	17.6%		24.2%				26.7%	22.1%	25.7%	24.1%	23.7%		11.4%		22.9%	20.4%	21.4%		13.5%	17.9%	21.9%	17.4%	26.1%	18.1%	23.6%
50 \$60,000 to \$79,999 60 \$80,000 to \$99,999	15.9%		19.9%	17.6%		16.3%		19.6% 17.7%	26.0% 14.3%	16.2%	17.0%	12.3%	15.3%	16.1%			23.2%		17.7%	20.5%	25.6% 15.4%	10.7%	17.9%		17.4%	19.4%	14.8%	16.0%
																16.2%		15.8%						14.9%				
61 \$100,000 or more	28.7%	16.7%	30.9%	43.1%	16.6%	17.6%	31.6%	34.2%	23.9%	21.0%	31.4%	21.2%	29.5%	28.1%	28.5%	29.8%	34.1%	23.3%	45.2%	28.0%	23.2%	45.0%	34.4%	35.7%	30.2%	28.0%	28.0%	28.8%