



2024

# LAUGHLIN

## VISITOR PROFILE STUDY





Prepared for:

## **Las Vegas Convention and Visitors Authority**

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## EXECUTIVE SUMMARY

Compared to before the COVID-19 pandemic, in 2024 Laughlin visitors were younger, with higher educational achievement and income levels. Visitors spent more than pre-pandemic visitors on lodging, gaming, and food and drink. Nearly all 2024 Laughlin visitors were very satisfied with their visit. Compared to 2022 (the most recent time the Laughlin visitor profile was conducted), visitors were more likely to be visiting Laughlin for vacation/pleasure, to book their accommodations two weeks or less before arrival, and to gamble during their stay. Among the findings of the 2024 report, below are some highlights:

- **Strong Satisfaction:** Virtually all (98%) visitors to Laughlin in 2024 were “Very Satisfied” with their visit, while 2% said they were “Somewhat Satisfied.” Only two visitors interviewed in 2024 were dissatisfied with their visit.
- **Expectations and Future Visitation:** Laughlin met (61%) or exceeded (38%) expectations among nearly all visitors. Additionally, 86% of Laughlin visitors said they were likely to return to Laughlin in the next year.
- **Majority Visiting for Vacation/Pleasure:** Fifty-three percent (53%) of 2024 Laughlin visitors said they were visiting for vacation or pleasure, up from past results, while one in five (19%) said they came primarily to gamble. About one in eight (13%) said they were visiting friends or relatives, up from 2022 results. More visitors than pre-pandemic said they came to Laughlin for water-based recreation (9%).
- **Larger Travel Parties:** The average party size (average of 2.2 adults) was up from pre-pandemic results, and 11% said they were traveling with someone under 21 years old in their party, up from 5%-6% from 2017-2018. The average number of people per room among hotel visitors (average of 2.2) was the same as in 2022, and also up from pre-pandemic results.
- **Visitors Spending Less:** While per trip spending increased from pre-pandemic levels for lodging and food and drink, spending decreased significantly for transportation, shopping, shows and entertainment, and sightseeing.
- **Gaming Remains Strong:** Nine in ten (92%) visitors gambled during their trip to Laughlin, and one in five (19%) said that gambling was the main reason for their visit. The average gambling budget was \$703.41.
- **More Visitors Coming from Las Vegas:** One in five (21%) visitors in 2024 came from Las Vegas, the same as in 2022 and up from 3% - 6% pre-pandemic.
- **Younger, More Educated, Higher Incomes:** The average age of visitors was 53.5 years, down by more than four years from pre-pandemic results. One in seven visitors (14%) was Hispanic/Latino. More than half (51%) of visitors had graduated from college, and 50% had household incomes of \$100,000 or more, both figures higher than past years.

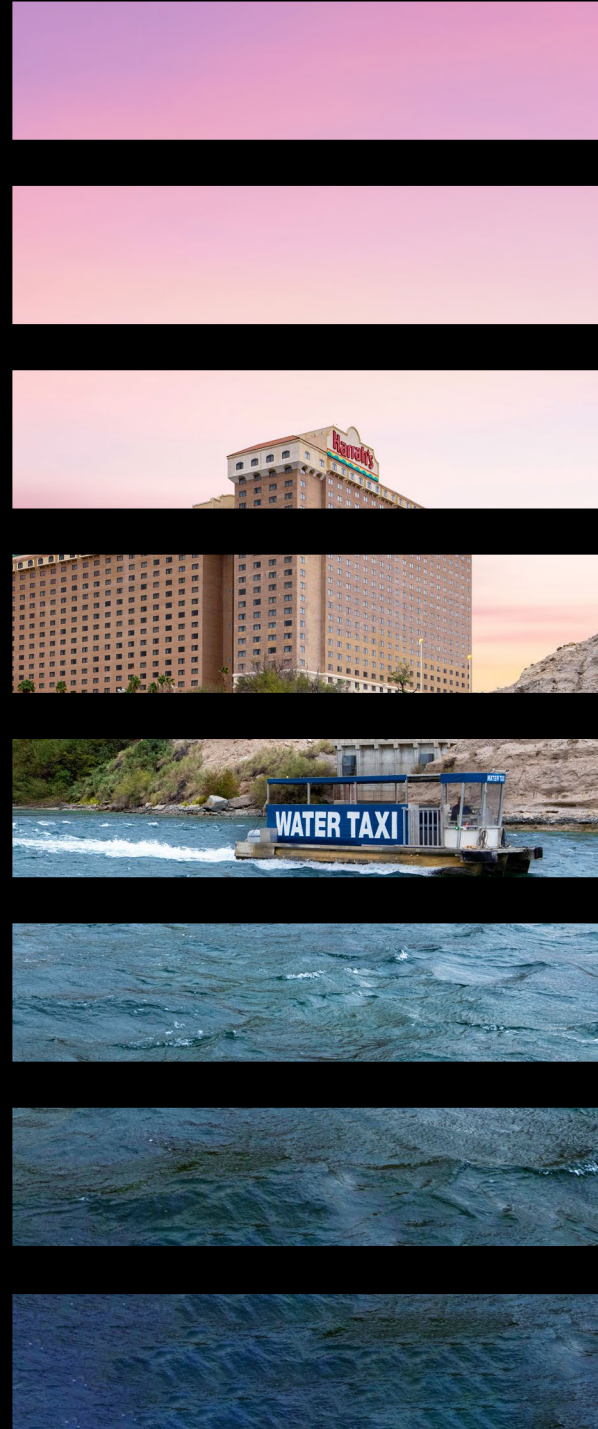


# INTRODUCTION

The Laughlin Visitor Profile Study is reported biennially 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

The 2024 Laughlin visitor profile conducted In-person interviews with 1,200 randomly selected visitors. Between January and December 2024, 100 interviews were conducted each month.

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2024 and the preceding years unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

### RESPONDENTS

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.

### INTERVIEWING

Visitors were intercepted in or near Laughlin hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day and interviewing was conducted at different times of day. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

### DATA ANALYSIS

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

### STATISTICAL SIGNIFICANCE

When a difference between observations in one or more years for a particular measure is reported, there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any yearly differences that do not meet this standard for statistical significance.

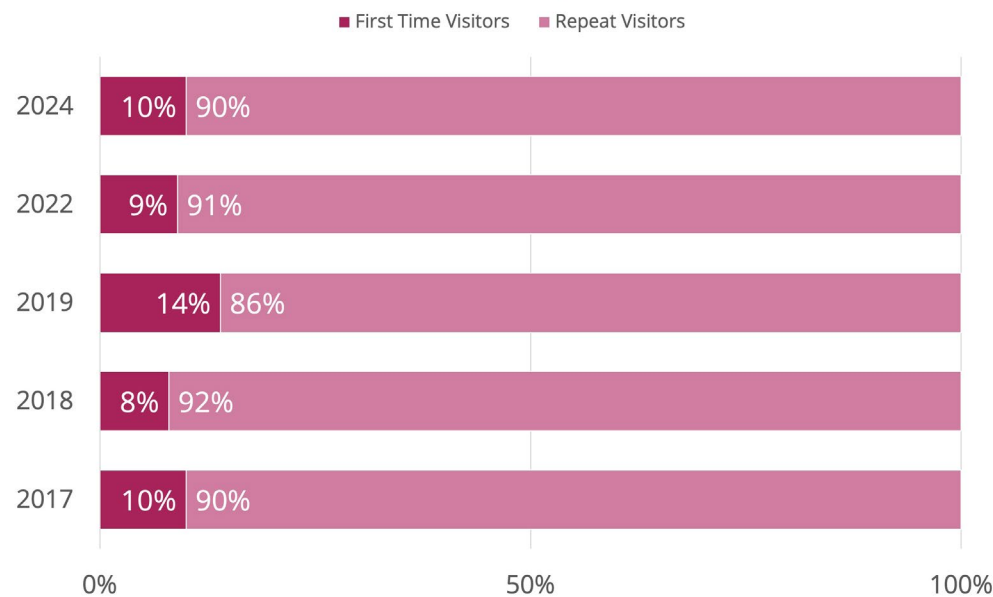
This report presents the results of the 2024 study and compares them to the results of the 2017, 2018, 2019, and 2022 studies (no report was issued in 2020, 2021, or 2023).

Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report.

# WHY LAUGHLIN

## WHY LAUGHLIN: REASONS FOR VISITING

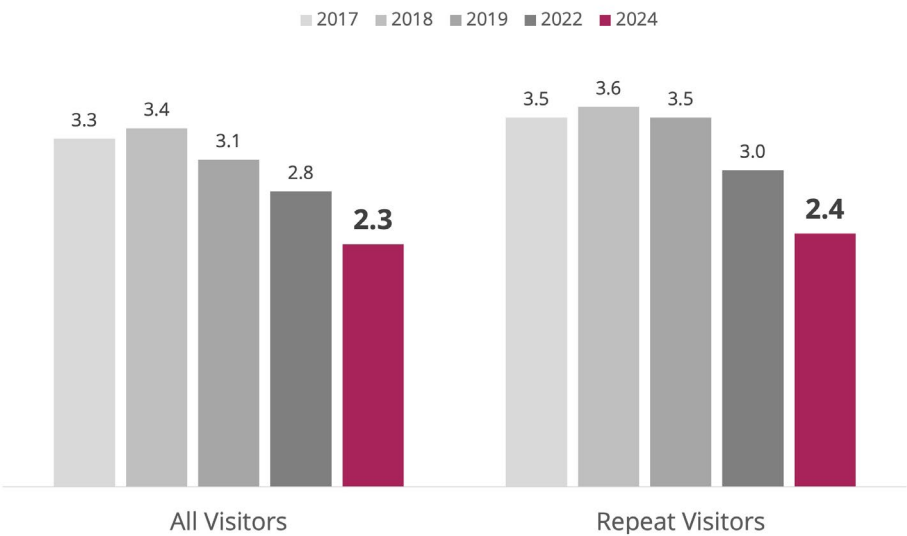
FIGURE 1: First Visit vs. Repeat Visit



**Most visitors are regulars.**  
Nine in ten 2024 Laughlin visitors (90%) had visited Laughlin in the past.

**Average number of visits lower than pre-pandemic years.**  
The average number of visits to Laughlin over the past 12 months was 2.3 among all visitors, with 72% of visitors making more than one trip to Laughlin in the past year.  
Repeat Laughlin visitors made an average of 2.4 visits. Nearly four in ten (38%) said they made two visits in the past 12 months, up from 2017-2022 results.

FIGURE 2: Number of Visits in Past 12 Months



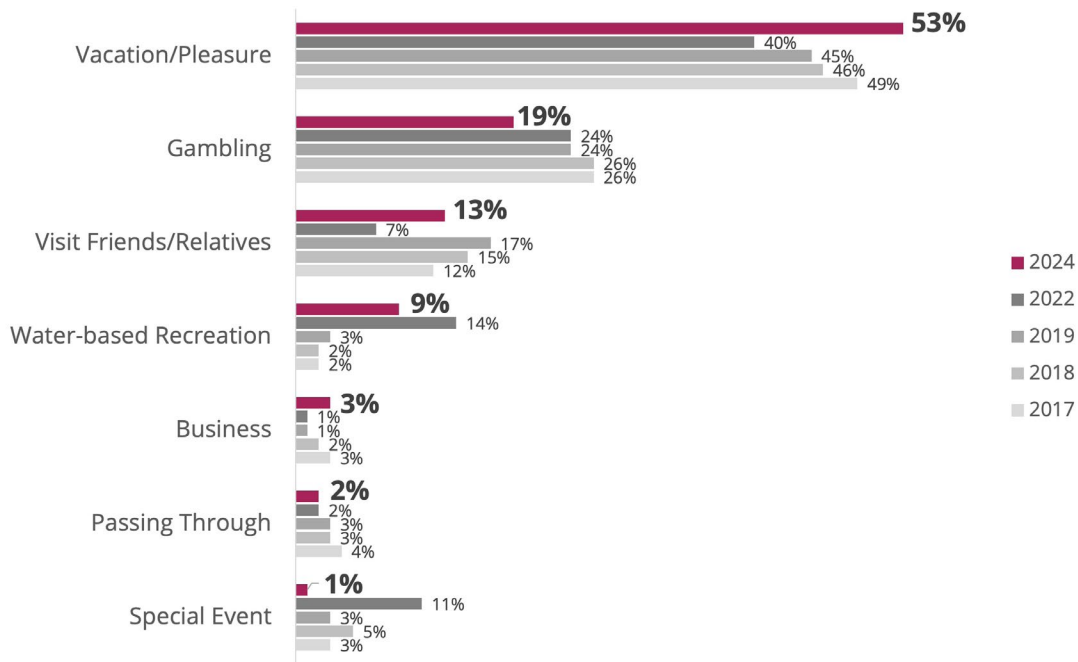


# WHY LAUGHLIN

## Vacation time and gambling top the list of reasons visitors come to Laughlin.

Around one-half of 2024 Laughlin visitors (53%) said the primary purpose of their visit was vacation or pleasure, more than in previous years, and nearly one-in-five (19%) said it was to gamble, down from previous years. More visitors in 2024 said they were visiting friends/relatives (13%) than in 2022 (7%).

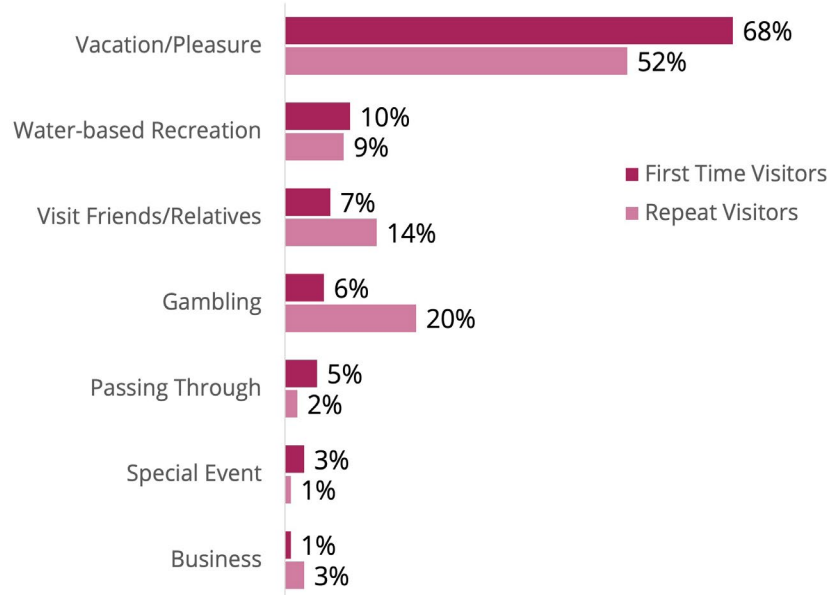
FIGURE 3: **Primary Purpose of Current Visit**  
(Among All Visitors)



## Repeat visitors more likely came for gambling and visiting friends/relatives.

First time visitors to Laughlin were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (68% vs. 52%), while repeat visitors were more likely to say they came to gamble (20% vs. 6%) or for visiting friends/relatives (14% vs. 7%).

FIGURE 4: **Primary Purpose of Current Visit**  
(First Time vs. Repeat Visitors)

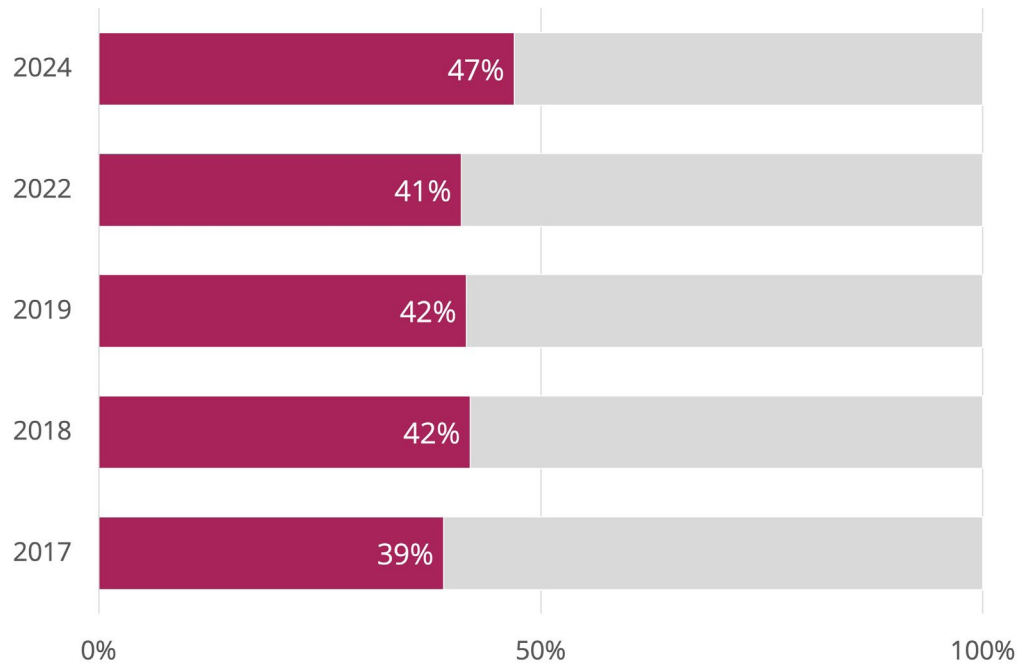


# WHY LAUGHLIN

Many repeat visitors had come for a special event on a past trip.

Nearly one-half of repeat visitors (47%) said they had visited Laughlin in the past for a special event, up from past results.

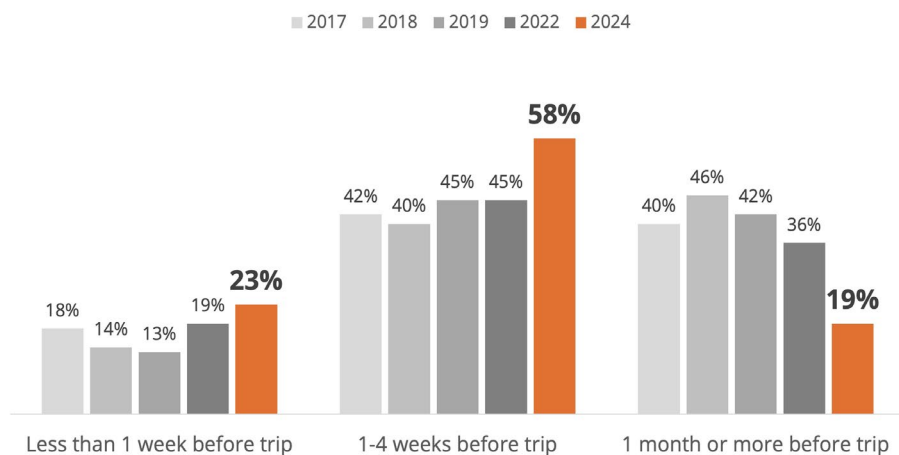
FIGURE 5: **Visited Laughlin in Past for a Special Event**  
(Among Repeat Visitors)



# ON THE GO

## ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

FIGURE 6: Advance Trip Planning



Travelers starting to take less advance time to plan their trip.

Nearly six-in-ten Laughlin visitors in 2024 planned their trip a week to a month in advance (58%), and nearly one-quarter (23%) planned their trip less than one week in advance, both figures up from previous results.

Visitors hit the road to get to Laughlin.

Nearly all 2024 Laughlin visitors (94%) arrived via private vehicle.

FIGURE 7: Transportation To Laughlin

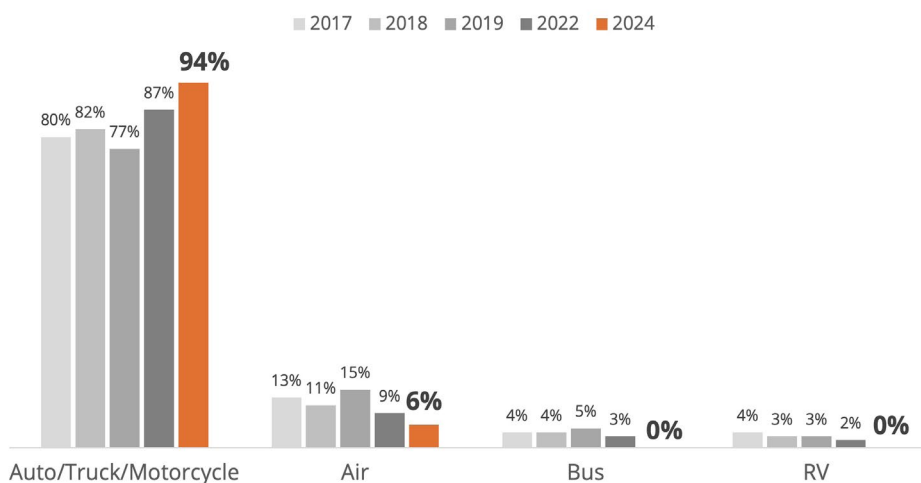
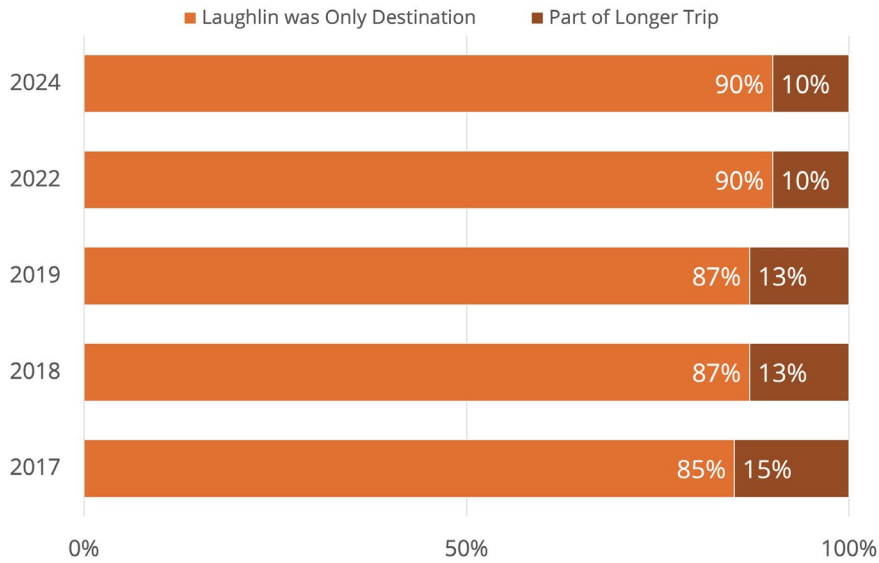




FIGURE 8: **Laughlin Visit is Part of Longer Trip**



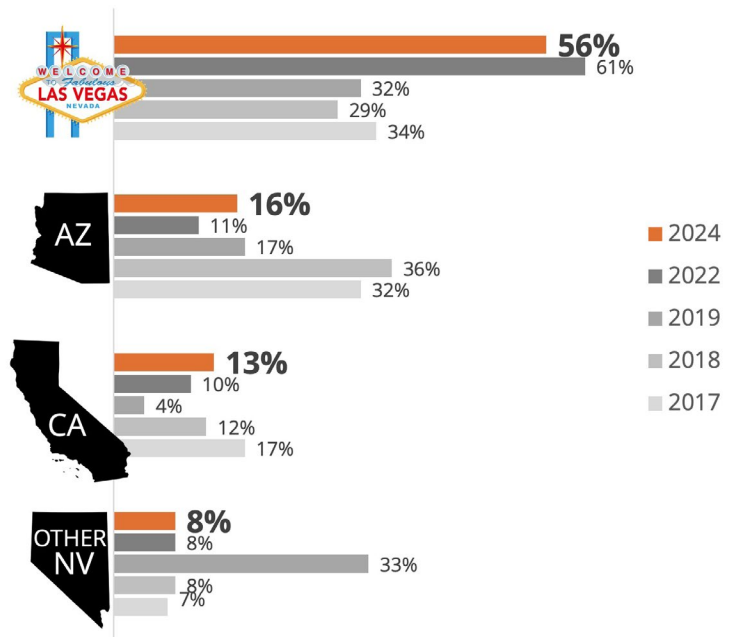
Laughlin is the only destination for majority of visitors.

One in ten 2024 visitors (10%) said they were visiting Laughlin as part of a longer trip to multiple destinations, the same as in 2022.

## Las Vegas was main destination for some Laughlin visitors.

Nearly six in ten visitors (56%) who said they were visiting Laughlin as part of a longer trip said the primary destination of their trip was Las Vegas. One in six (16%) said their primary destination was Arizona, and 13% said they were also visiting California.

FIGURE 9: **Primary Destination of Trip**  
(Among Those on a Larger, Multi-Destination Trip)



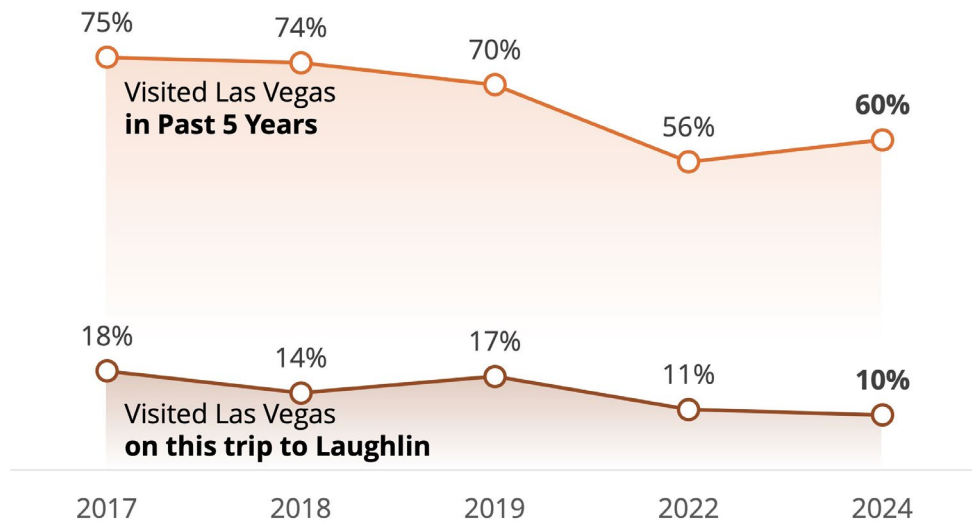
Note: Excludes residents of Las Vegas

# ON THE GO

Even if they did not visit Las Vegas on this trip, more than half of visitors had been to Las Vegas in the past 5 years.

Six-in-ten (60%) 2024 Laughlin visitors had visited Las Vegas in the past 5 years, up from 2022 (56%). One in ten visitors (10%) said they would also be visiting Las Vegas during this trip to Laughlin, similar to 2022 (11%).

FIGURE 10: **Visited Las Vegas in Past 5 Years / Visited Las Vegas as Part of This Trip**



*Note: Excludes residents of Las Vegas*



## Laughlin visitors mainly stayed in town.

Four percent (4%) of 2024 Laughlin visitors said they would be visiting other nearby places during their trip, down from 7% in 2022.

FIGURE 11: **Visited Other Nearby Places**  
(Among All Visitors)

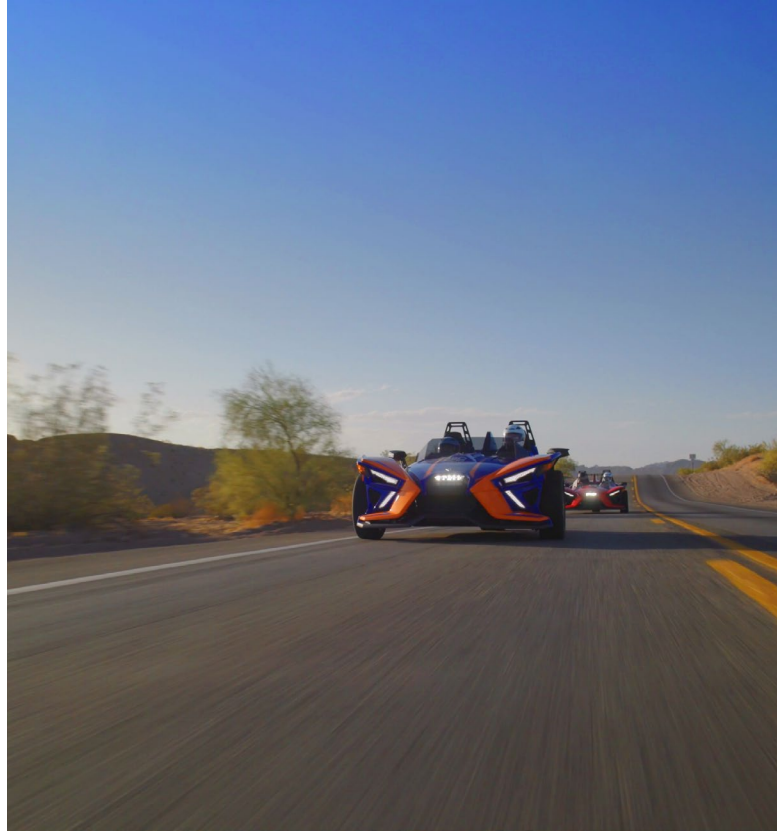
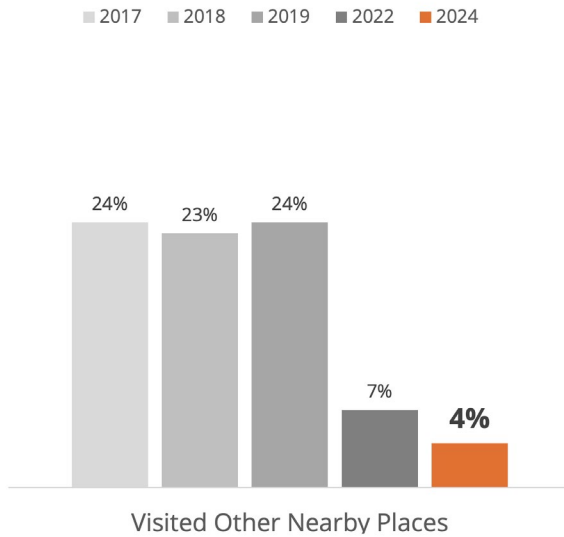
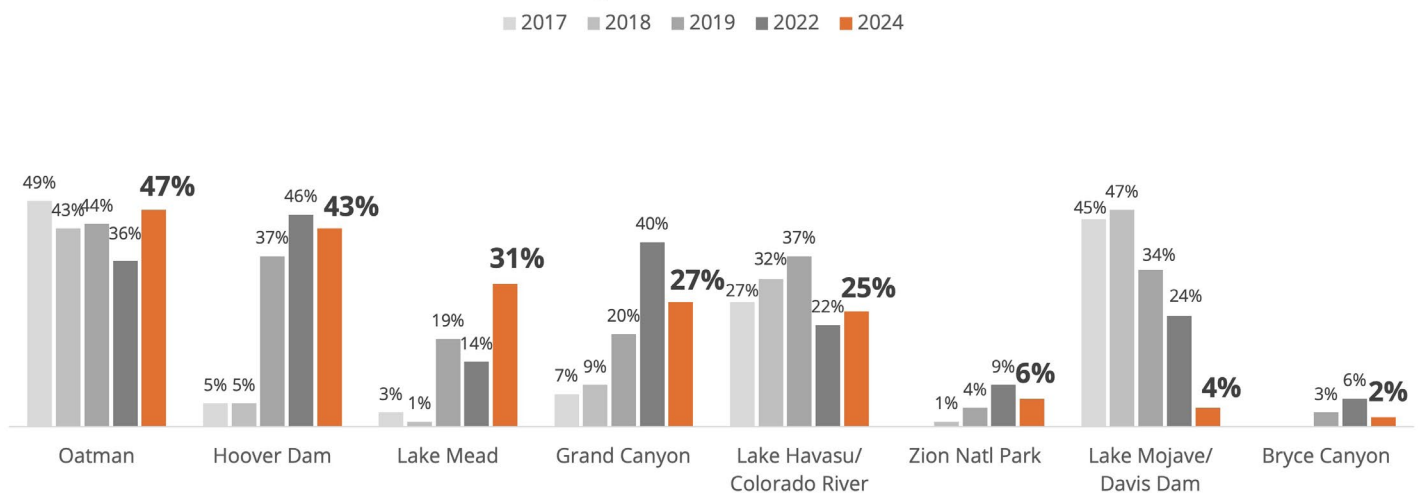


FIGURE 12: **Other Nearby Places Visited\***  
(Among Visitors Who Also Visited Other Places)



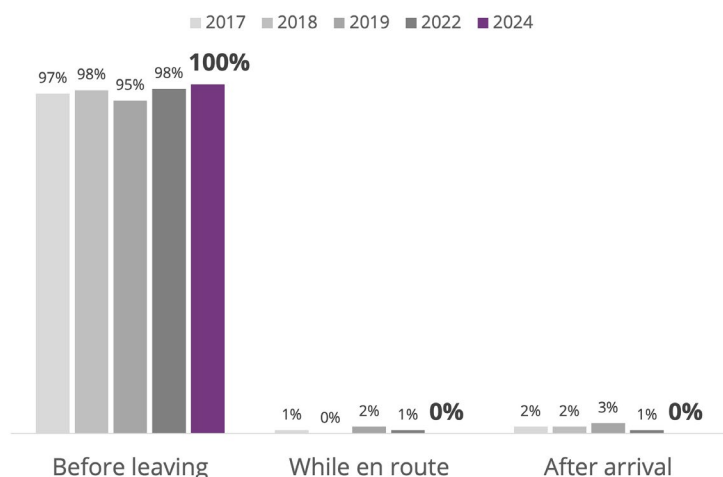
(\*) Multiple responses permitted



# TRIP PLANNING

## TRIP PLANNING: LODGING AND RESERVATIONS

FIGURE 13: When Decided Where to Stay  
(Among Overnight Visitors)



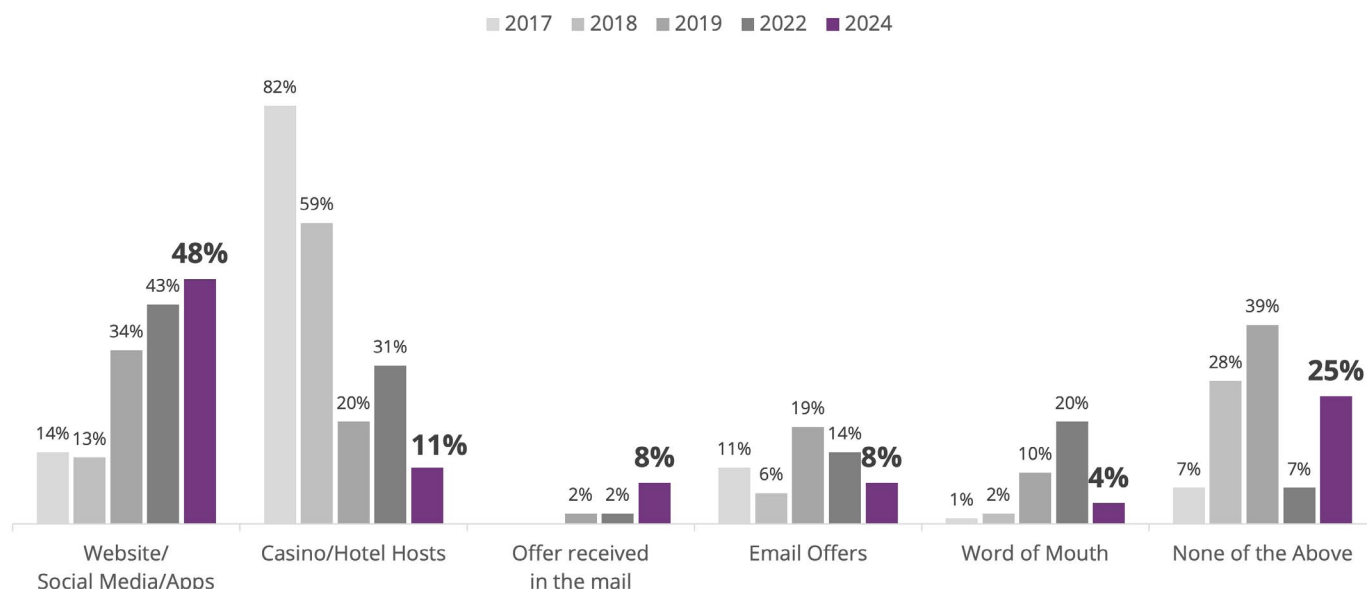
Lodging location was decided ahead of time.

Laughlin visitors continued to plan ahead for their trips, with nearly all (99.7%) overnight visitors deciding where to stay before leaving home, up from 2022 results (98%).

### Visitors mostly used online tools for trip planning.

Nearly one-half of 2024 Laughlin visitors (48%) used online tools for planning their trip, up from 2022 results (43%). Fewer visitors in 2024 than in 2022 used Casino/Hotel Hosts, email offers, and word of mouth for planning. More visitors said they used offers received in the mail in planning their trip than in 2022 (8% vs. 2%).

FIGURE 14: Tools Used in Planning Trip\*



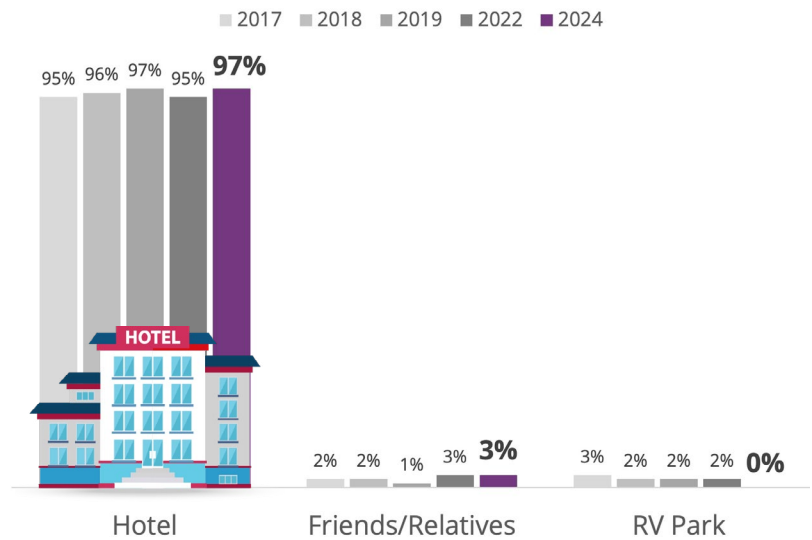
(\*) Multiple responses permitted

# TRIP PLANNING

Most visitors stay at a hotel.

Nearly all Laughlin visitors in 2024 stayed at a hotel (97%), consistent with previous results.

FIGURE 15: **Type of Lodging**  
(Among Overnight Visitors)

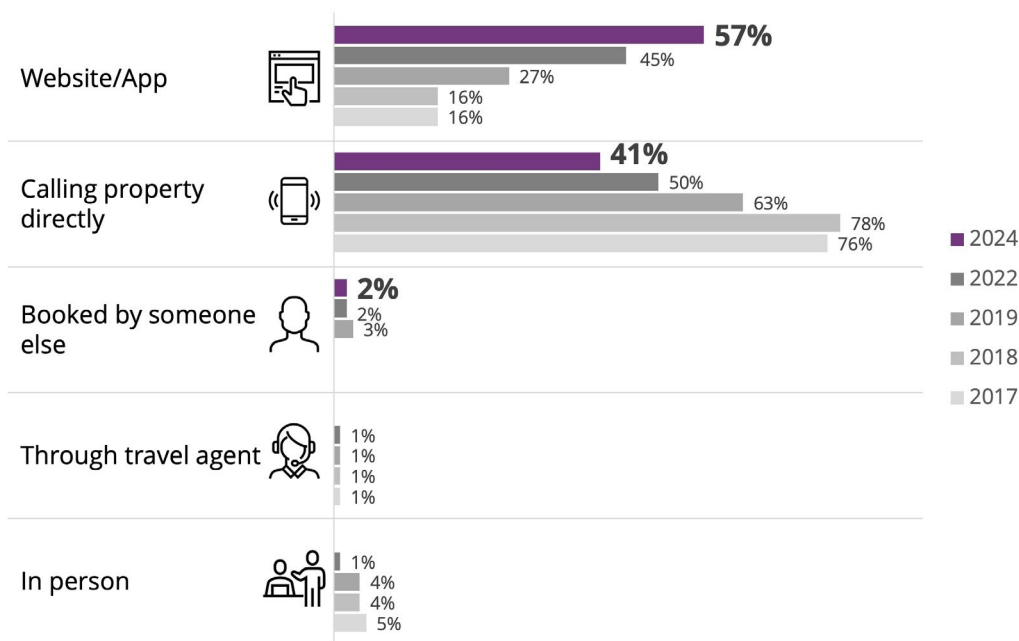


# TRIP PLANNING

## Continued increase in visitors booking accommodations online.

Nearly six in ten 2024 Laughlin visitors (57%) book accommodations through a website/app, a continued increase from 2022 (45%) and previous years. Fewer visitors booked their accommodations by calling the property directly in 2024 (41%) than in previous years.

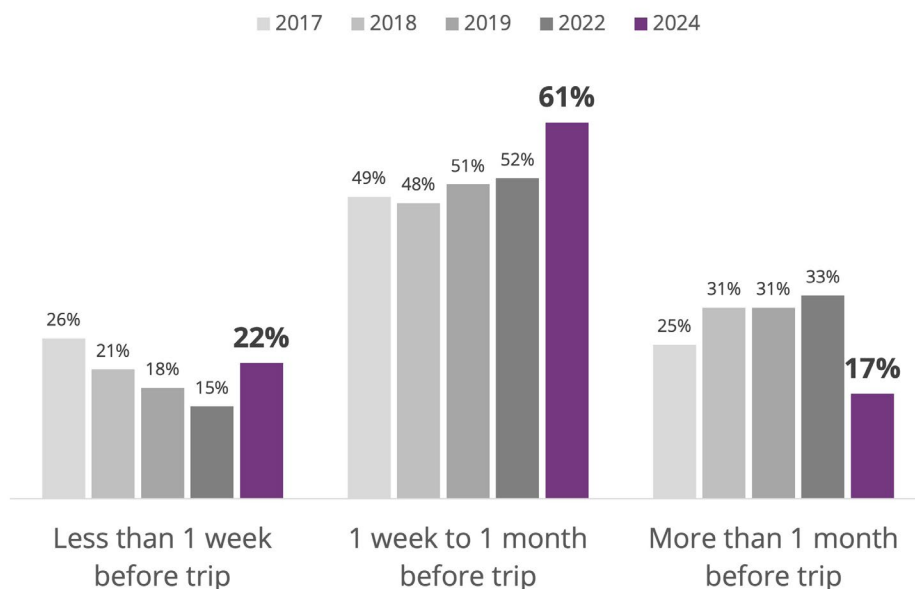
FIGURE 16: **Method of Booking Accommodations**  
(Among Those Who Stayed in Hotel)



## Travelers booking accommodations closer to departure.

About six in ten (61%) 2024 Laughlin visitors booked their accommodations between one week to one month before their trip, up from 2022 (52%). Around one in five (22%) visitors booked their accommodations less than one week before the trip, up from 15% in 2022.

FIGURE 17: **Advanced Booking of Accommodations**  
(Among Those Who Stayed in Hotel)



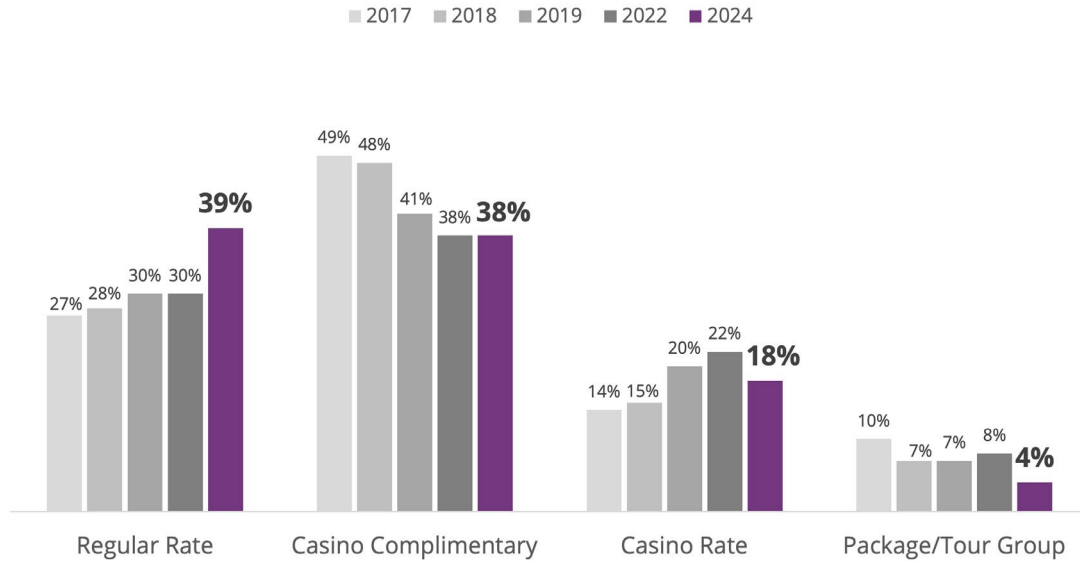


# TRIP PLANNING

## Casino rates remain the most popular, regular rates on the rise.

More than half of 2024 Laughlin visitors booked using a casino (18%) or casino complimentary (38%) rate, similar to 2022. More visitors in 2024 than in 2022 booked using a regular rate (39% vs. 30%).

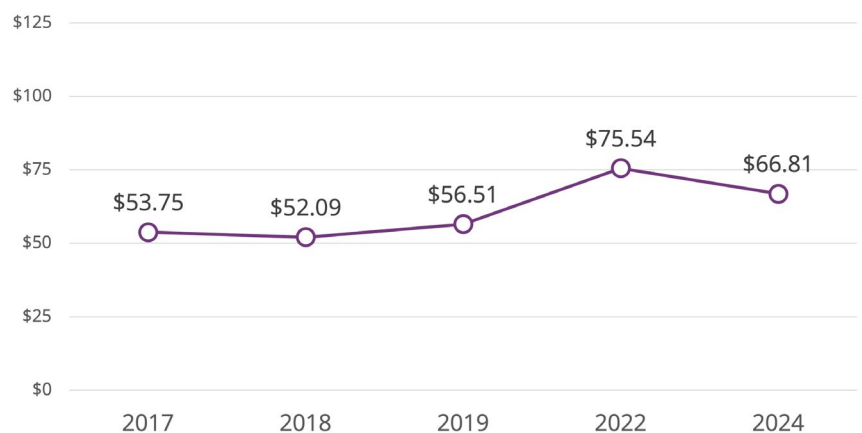
FIGURE 18: **Type of Room Rate**  
(Among Those Who Stayed in Hotel)



## Visitors spent less per night on lodging.

The average amount spent per night by hotel lodgers in 2024 was \$66.81, down from \$75.54 in 2022, but up from pre-pandemic results.

FIGURE 19: **Average Spend Per Night on Lodging**  
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)



# TRIP PLANNING

## Shorter trips were more popular.

The average number of days (3.4) and nights (2.4) visitors stayed in Laughlin was the same as in 2022, but down from pre pandemic results from 2017-2019. More visitors than in past years said they stayed three days and two nights (36%).

FIGURE 20: Number of Days Stayed (Length of Stay)

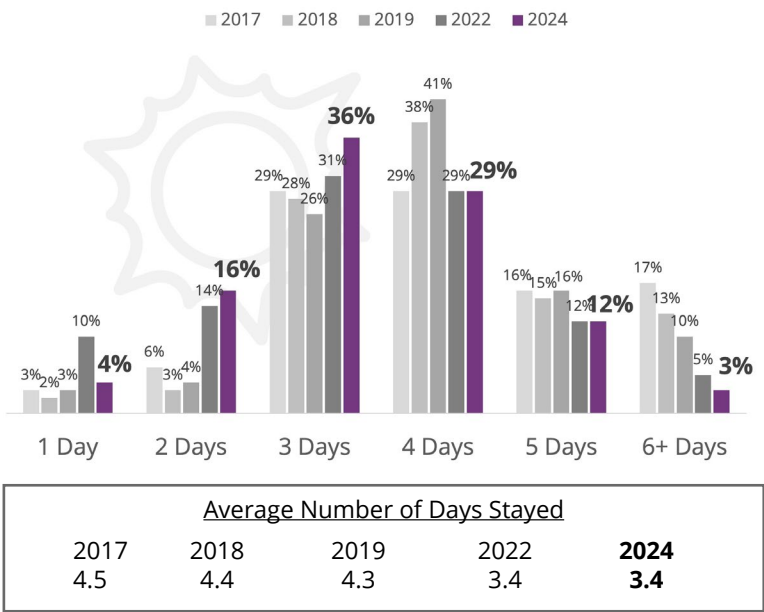
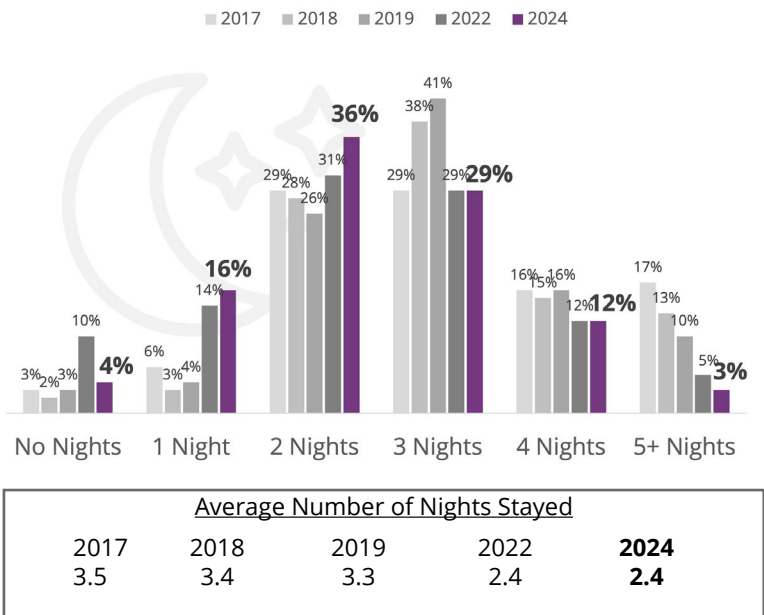
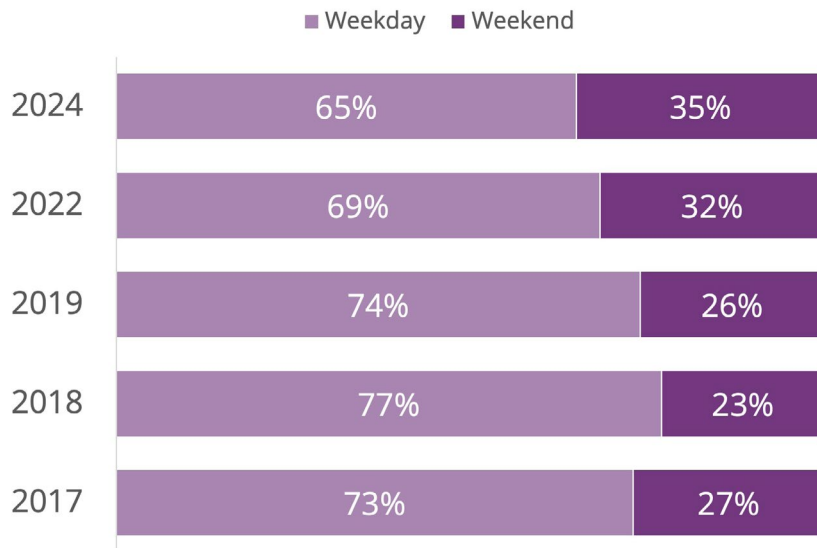


FIGURE 21: Number of Nights Stayed (Length of Stay)



# TRIP PLANNING

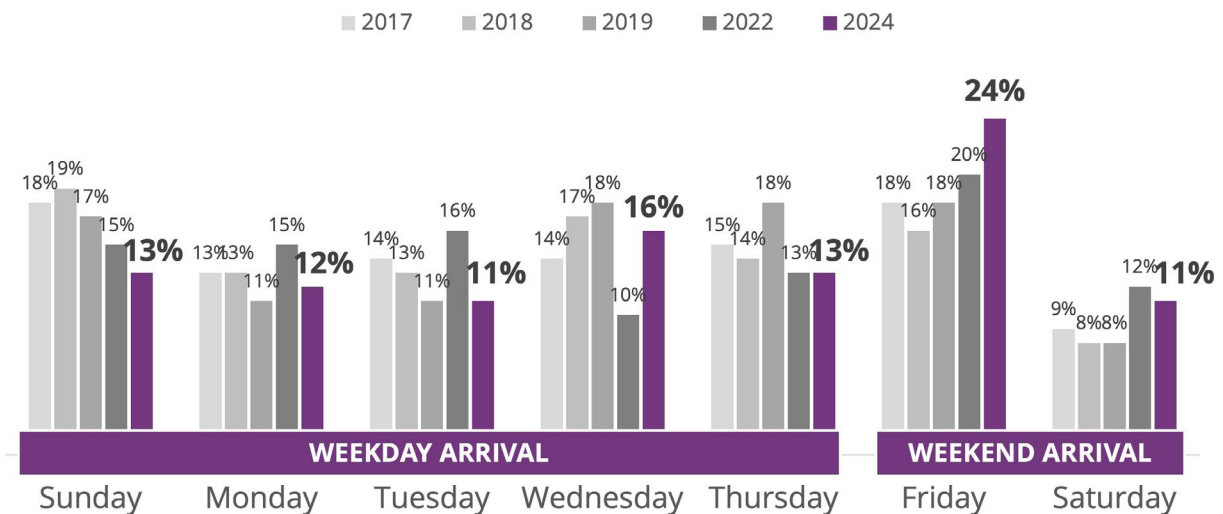
FIGURE 22: **Weekday vs. Weekend Arrival**



**Most visitors arrived on a weekday.**

About two-thirds of visitors (65%) said they arrived on a weekday, similar to 2022, but down from 2017 – 2019. Nearly one-quarter of visitors arrived on a Friday (24%), up from prior years.

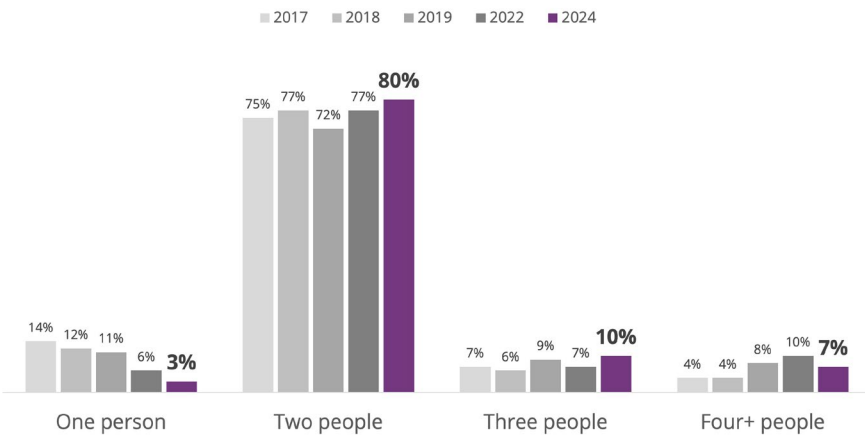
FIGURE 23: **Day of Arrival**





# TRIP PLANNING

FIGURE 24: **Number of Room Occupants**  
(Among Those Who Stayed in Hotel)



The average number of people per room remains stable.

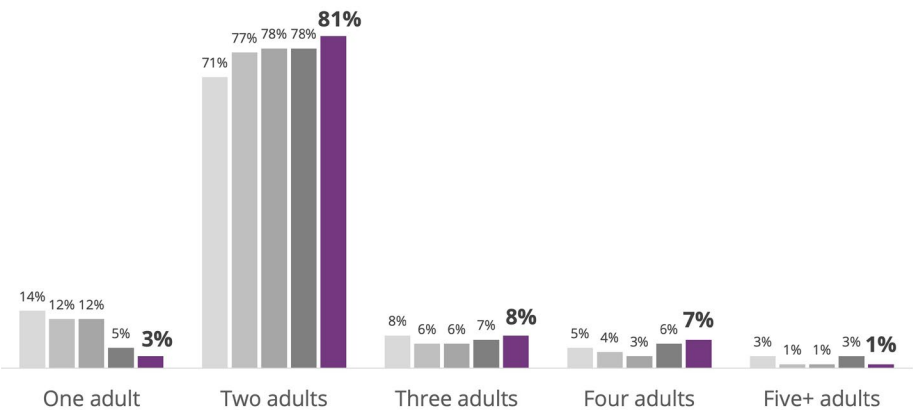
The mean number of room occupants in 2024 was 2.2, the same as in 2022. Eight in ten (80%) visitors said two people stayed in their room, up from past years. Only 3% of 2024 visitors roomed alone, down from past results.

Average Number of Room Occupants				
2017	2018	2019	2022	2024
2.0	2.0	2.1	2.2	2.2

Number of adults per party remains stable.

The mean number of adults per party in 2024 (2.2) was similar to 2022 (2.3). Around eight-in-ten (81%) traveled in a party of two adults in 2024.

FIGURE 25: **Number of Adults in Immediate Party**



Average Number of Adults in Party				
2017	2018	2019	2022	2024
2.2	2.1	2.0	2.3	2.2

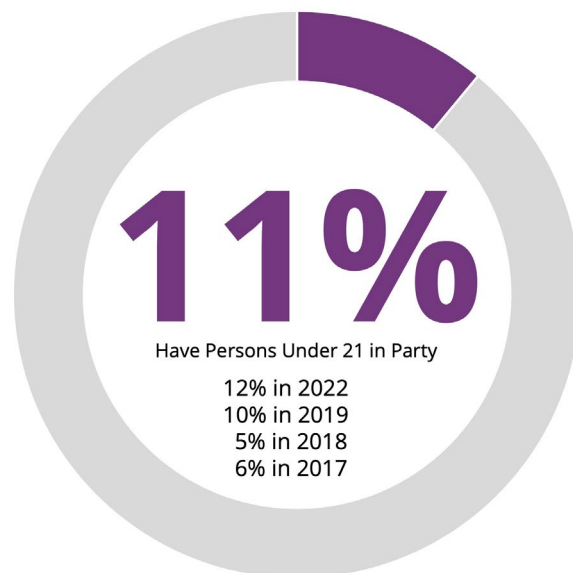


# TRIP PLANNING

## One in ten traveling with children.

Similar to 2022, about one-in-ten (11%) visitors came with someone under 21 in their party, up from 2017-2018.

FIGURE 26: Have Persons Under Age 21 in Party



# GAMING

## GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

More than nine in ten Laughlin visitors (92%) gambled during their stay, up from 2022 (90%). The average gaming budget in 2024 was \$703.41, consistent with 2022 (\$719.92).

FIGURE 27: Gambled While in Laughlin/Hours of Gambling

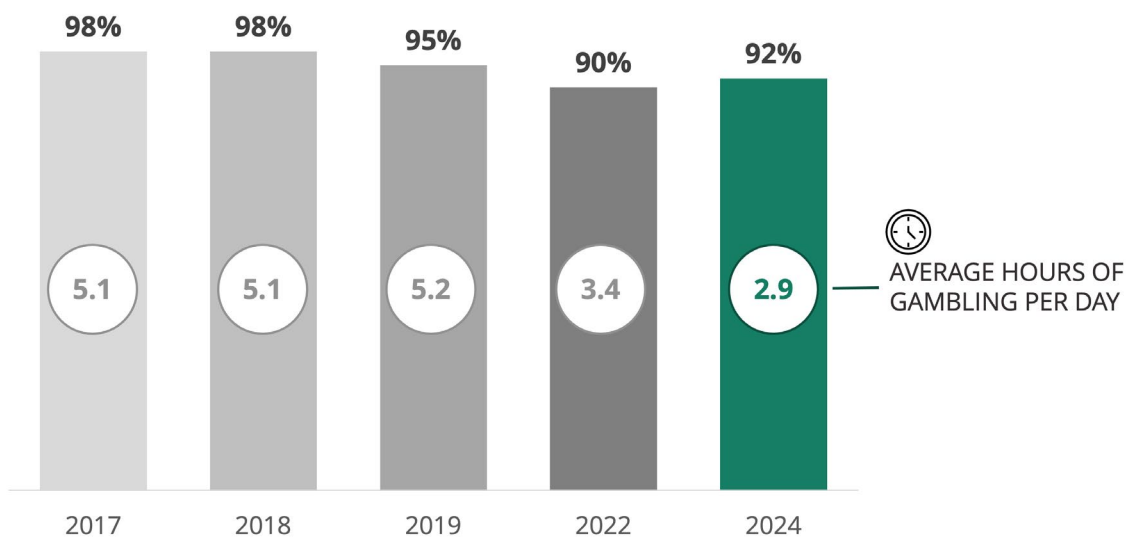
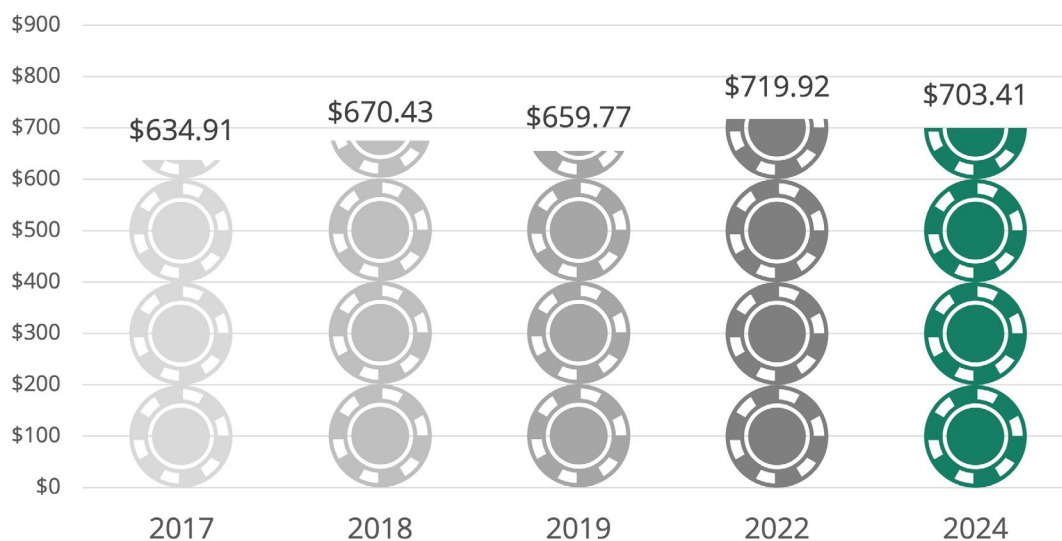


FIGURE 28: Gaming Budget





# GAMING

Visitors focusing their time within fewer casinos during stay.

Visitors gambled at an average of 2.0 casinos during their stay, consistent with 2022, but down from prior results (2017-2019). Four in ten (41%) visitors said they gambled at one casino, up from past years.

FIGURE 29: Number of Casinos Where Gambled

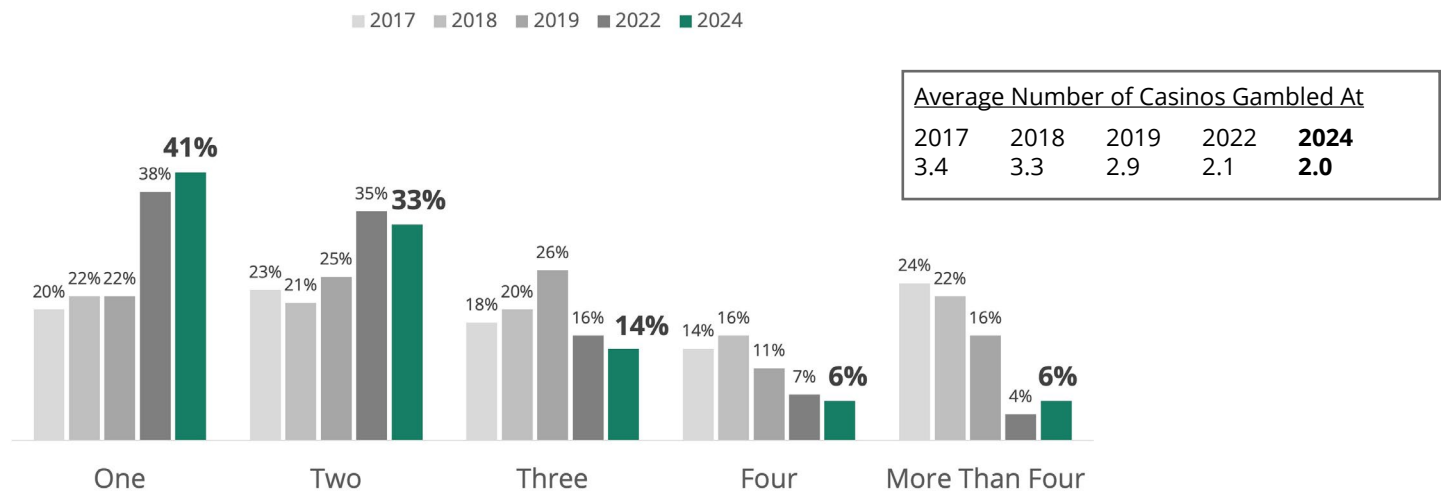
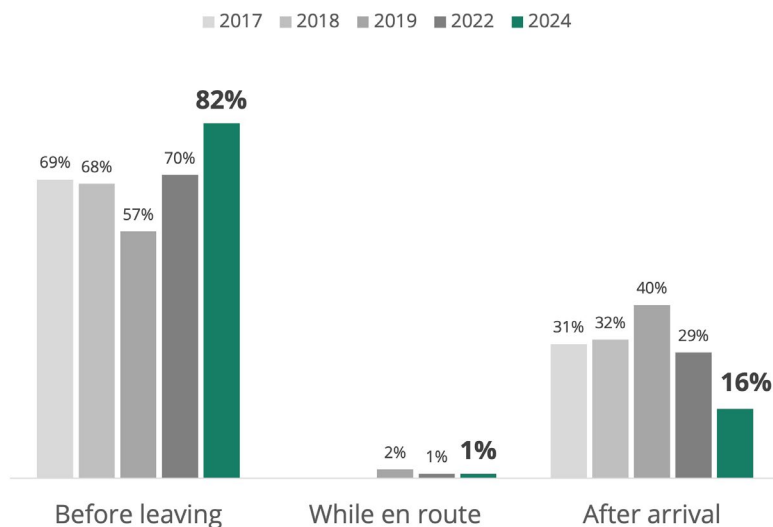


FIGURE 30: **When Decided Where to Gamble**  
(Among Those Who Gambled)



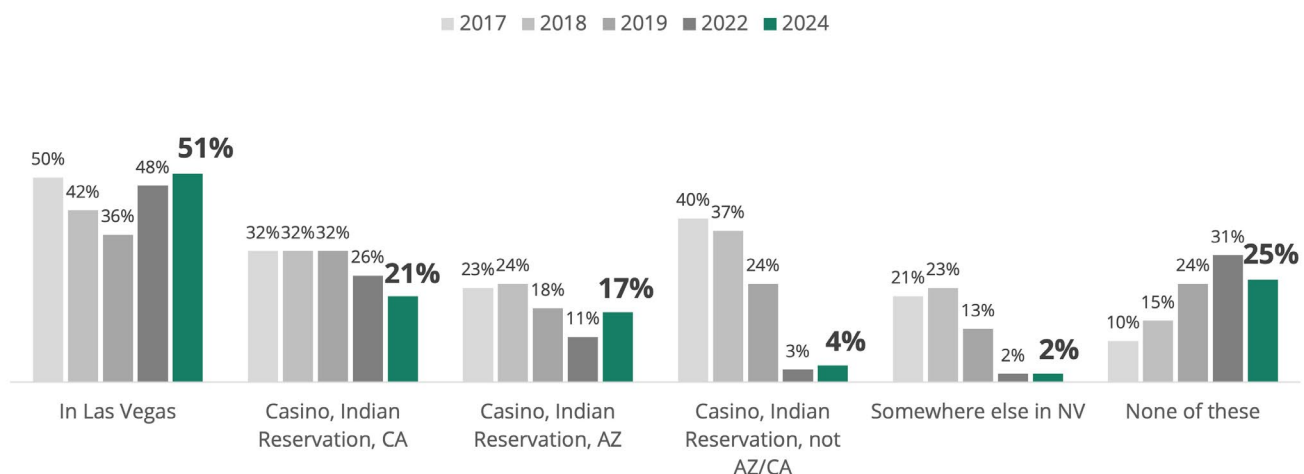
Most visitors who gambled planned where they wanted to gamble ahead of time.

Around eight-in-ten visitors (83%) said they decided where they would gamble before arriving in Laughlin, up from 71% in 2022.

**Las Vegas gambling remained popular with Laughlin visitors.**

All visitors were asked where they had gambled outside of Laughlin over the past 12 months. Around one-half (51%) said they had gambled in Las Vegas. Fewer visitors said they had gambled at an Indian Reservation in California in 2024 than in 2022 (21% vs. 26%), while more visitors said they had gambled at an Indian Reservation in Arizona (17% vs. 11%).

FIGURE 31: **Other Places Gambled Outside of Laughlin**  
(Among All Visitors)



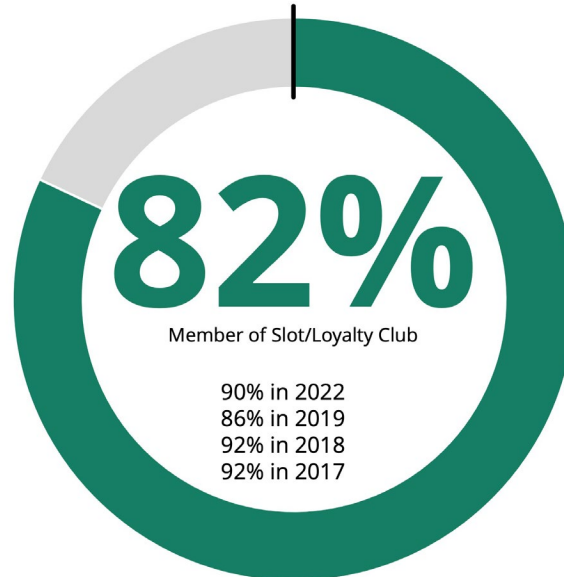


# GAMING

Slot/Loyalty clubs were popular with visitors gambling in Laughlin.

Around eight-in-ten (82%) Laughlin visitors who gambled said they were a member of a slot or loyalty club. Down from 90% in 2022.

FIGURE 32: **Member of Slot/Loyalty Club**





# ACTIVITIES

## ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Spending on Food/Drink was up across all visitors, all other spending categories declined.

Among all visitors to Laughlin, including those who spent nothing, mean spending on Food/Drink (\$255.96) increased slightly from 2022 (\$247.54), and significantly from pre-pandemic levels. Spending on Shows/Entertainment, Shopping, Local Transportation, and Sightseeing all decreased from previous years.

FIGURE 33: **Average Trip Expenditures**  
(All Visitors)



Note: Beginning in 2024 visitors were asked how much they spent on recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sightseeing.

# ACTIVITIES

Among spending visitors, spending was down in several categories.

Among those who spent money on each category, spending on shopping and shows and entertainment decreased from past years. Spending visitors spent \$271.65 on recreational activities (category added to the profile in 2024).

FIGURE 34: **Average Trip Expenditures**  
(Among Spenders)



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

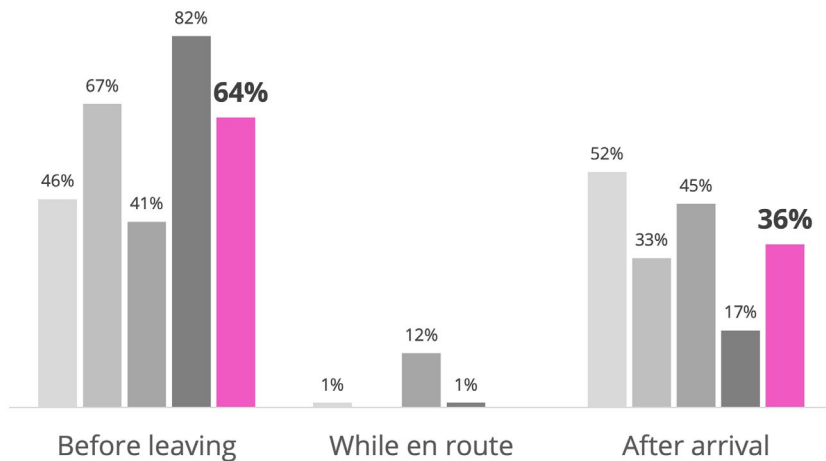
		2017	2018	2019	2022	2024
Food & Beverage	(BASE)	(1,136)	(1,130)	(775)	(1,193)	(1,200)
	Proportion of Total	95%	94%	97%	99.5%	100%
Shopping	(BASE)	(686)	(731)	(532)	(517)	(379)
	Proportion of Total	57%	61%	67%	43%	32%
Local Transportation	(BASE)	(920)	(925)	(595)	(411)	(154)
	Proportion of Total	77%	77%	74%	34%	13%
Sightseeing	(BASE)	(259)	(232)	(152)	(47)	13
	Proportion of Total	22%	19%	19%	4%	(1%)
Shows/ Entertainment	(BASE)	(320)	(319)	(198)	(318)	(47)
	Proportion of Total	27%	27%	25%	27%	4%
Recreational Activities	(BASE)					(91)
	Proportion of Total					8%
Other	(BASE)	(36)	(51)	(58)	(111)	(2)
	Proportion of Total	3%	4%	7%	9%	<1%

Note: Beginning in 2024 visitors were asked how much they spent on recreational activities during their stay. This refinement may have affected how much visitors said they spent in other categories such as shows and entertainment and sightseeing.

# ACTIVITIES

FIGURE 35: **When Decided What Show to See**  
(Among Those Who Saw a Show)

■ 2017 ■ 2018 ■ 2019 ■ 2022 ■ 2024



Which shows to attend were mainly being decided before arriving, but spontaneity saw an increase from 2022.

Nearly two-thirds (64%) of visitors who saw a show decided which shows to see before leaving home, down from 82% in 2022.





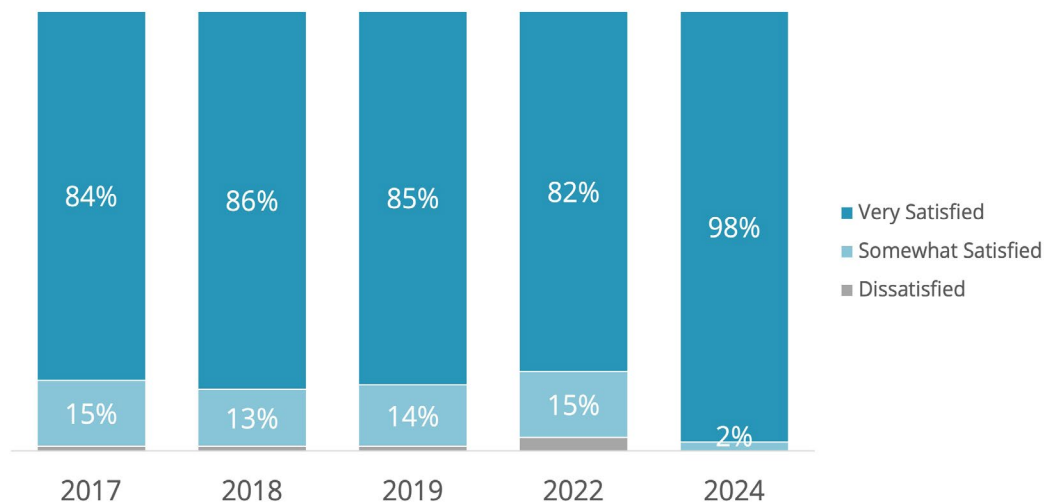
# EXPERIENCE

## EXPERIENCE: SATISFACTION AND EXPECTATIONS

Satisfaction reaches all-time high.

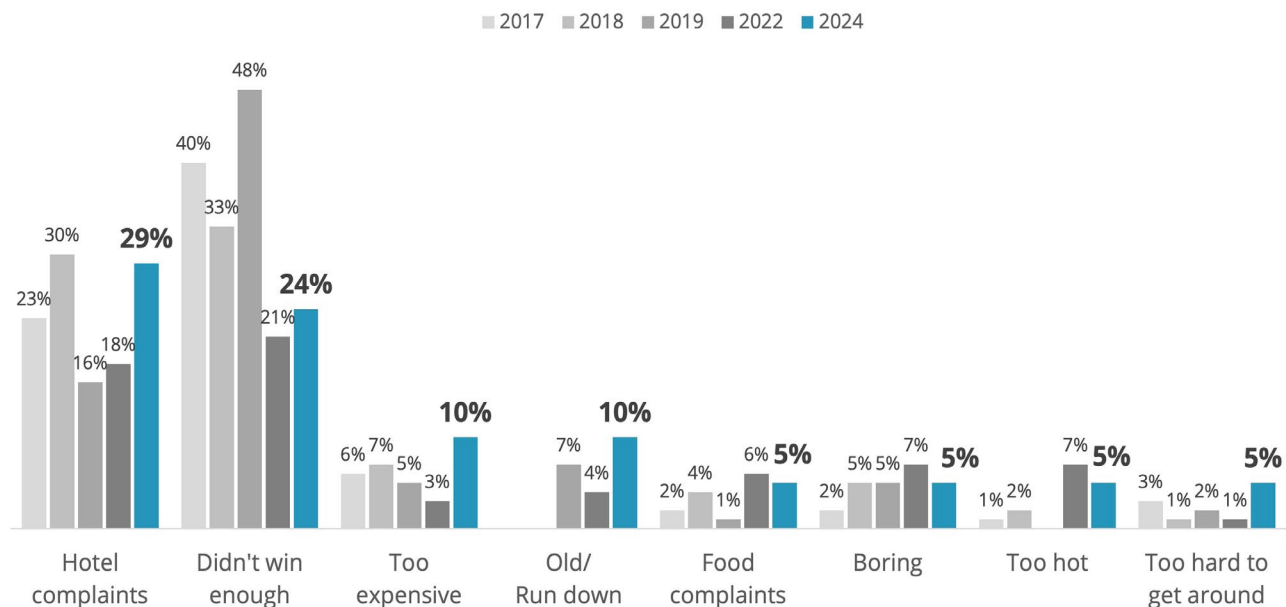
Virtually all visitors (98%) were very satisfied with their trip to Laughlin, up from 82% to 86% in past years.

FIGURE 36: **Satisfaction with Visit**



Among the few visitors not fully satisfied with their stay, different reasons are mentioned.

FIGURE 37: **Reasons Somewhat Satisfied with Visit**  
(Among Somewhat Satisfied)



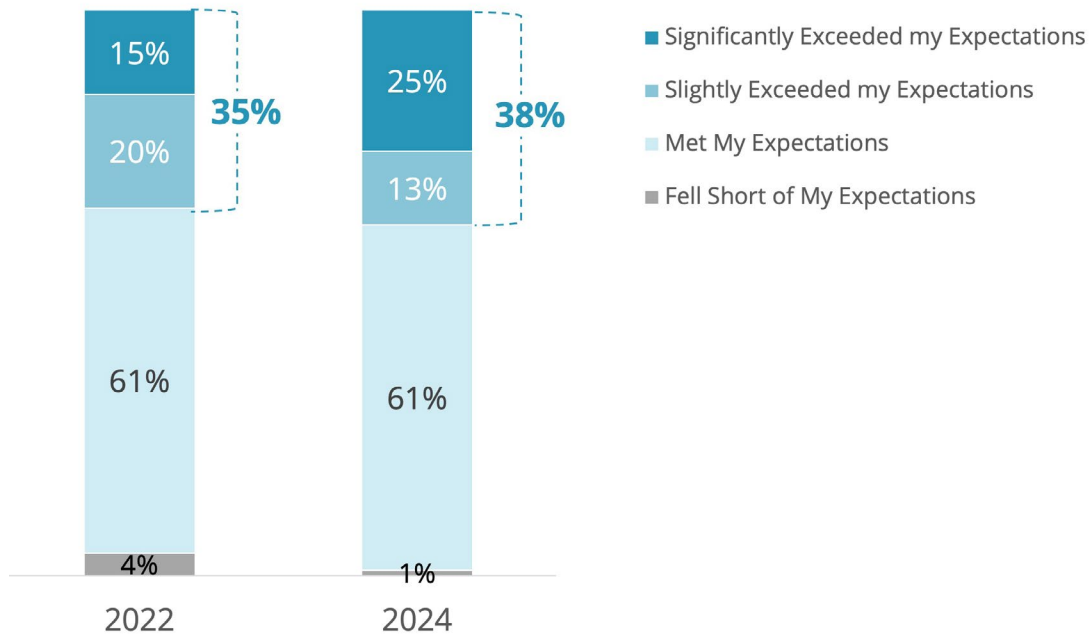
Note: doesn't list mentions <5%

# EXPERIENCE

## Expectations are met for majority of visitors.

Three in five visitors (61%) said their trip met their expectations, while 38% said the trip exceeded expectations. Only 1% of visitors said their visit fell short of their expectations

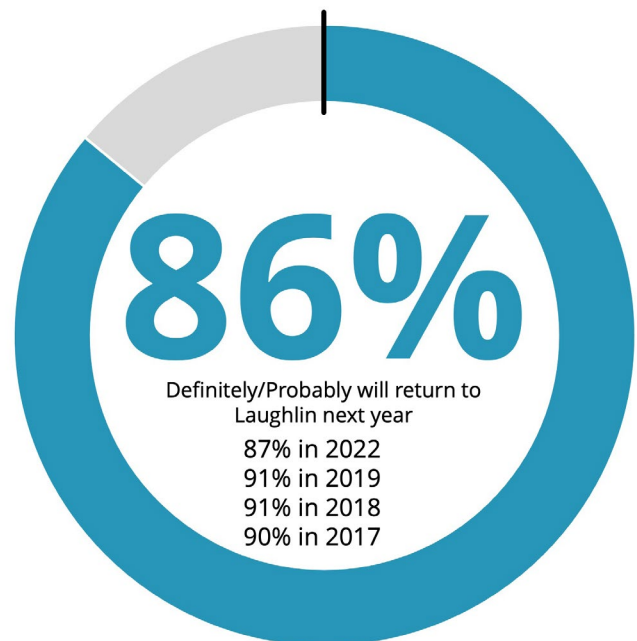
FIGURE 38: Laughlin Compared to Expectations



## Likelihood to return remains high.

The vast majority of visitors are likely to return to Laughlin, with around two-thirds (67%) saying they definitely would return in the next year (down from 75% in 2022), and one in five (19%) saying they probably would return within the next year, up from 12% in 2022.

FIGURE 39: Likely to Return to Laughlin for Vacation Trip



# WHO'S HERE

## WHO'S HERE: VISITOR DEMOGRAPHICS

2024 visitors to Laughlin were more likely to be employed (69% vs. 63%) and less likely to be retired (27% vs. 35%) than in 2022. They were also more likely to be married (85% vs. 79% in 2022). The mean visitor age was 53.5 years, similar to 2022, and significantly lower than pre-pandemic results. Compared to past years there were more visitors from 40 - 60 years old (56% of all visitors), and fewer in younger and older age groups. Over half of visitors (51%) were college graduates, up from past results.

TABLE 1: Gender/Marital Status/Employment/Education/Age

	2017	2018	2019	2022	2024
BASE	(1,200)	(1,200)	(800)	(1,200)	(1,200)
<b>GENDER</b>					
Male	50%	50%	51%	50%	50%
Female	50%	50%	49%	50%	50%
<b>MARITAL STATUS</b>					
Married	68%	69%	65%	79%	85%
Single	16%	16%	15%	15%	11%
Separated/Divorced	9%	6%	10%	3%	2%
Widowed	6%	9%	10%	3%	2%
<b>EMPLOYMENT</b>					
Employed	35%	37%	44%	63%	69%
Unemployed	4%	3%	2%	1%	0%
Student	0%	1%	0%	0%	1%
Retired	58%	56%	52%	35%	27%
Stay at Home Spouse/Partner	3%	3%	3%	1%	3%
<b>EDUCATION</b>					
High School or less	33%	31%	30%	22%	18%
Some college	35%	35%	36%	28%	26%
College graduate	29%	31%	29%	46%	51%
Trade/Vocational School	3%	4%	5%	3%	5%
<b>AGE</b>					
21 to 29	4%	6%	6%	7%	3%
30 to 39	7%	8%	11%	18%	9%
40 to 49	11%	11%	14%	20%	29%
50 to 59	20%	17%	15%	17%	27%
60 to 64	13%	13%	12%	6%	9%
65 or older	45%	46%	43%	32%	23%
MEAN	59.8	59.3	58.0	52.7	53.5



# WHO'S HERE

Three-quarters of 2024 Laughlin visitors were white, up from 2022 but consistent with 2017-2019. One in seven visitors (14%) were Hispanic/Latino, down from 22% in 2022. One in five visitors (21%) had household incomes of \$150,000 or more, up from past results. Nine in ten visitors came to Laughlin from the West region (90%), with one-third (33%) coming from Southern California, 27% from Arizona (up from 23% in 2022) and 21% coming from Greater Las Vegas, the same as last year and significantly higher than pre-pandemic results of 3%-6% from 2017-2019.

TABLE 2: **Ethnicity/Household Income/Visitor Origin**

	2017	2018	2019	2022	2024
BASE	(1,200)	(1,200)	(800)	(1,200)	(1,200)
<b>ETHNICITY</b>					
White	80%	76%	71%	65%	74%
African-American/Black	3%	3%	8%	8%	7%
Asian/Asian-American	2%	2%	2%	4%	2%
Hispanic/Latino	15%	17%	17%	22%	14%
Other	1%	2%	2%	2%	3%
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	6%	5%	5%	1%	1%
\$20,000 to \$39,999	19%	18%	18%	6%	2%
\$40,000 to \$59,999	30%	26%	28%	13%	9%
\$60,000 to \$79,999	19%	21%	22%	23%	18%
\$80,000 to \$99,999	10%	11%	11%	18%	20%
\$100,000 to \$119,999	7%	7%	7%	14%	15%
\$120,000 to \$149,999	4%	4%	5%	9%	14%
\$150,000 or more	3%	6%	3%	7%	21%
Not sure/No answer	3%	4%	2%	11%	0%
<b>VISITOR ORIGIN</b>					
<b>USA</b>	<b>95%</b>	<b>96%</b>	<b>97%</b>	<b>97%</b>	<b>98%</b>
<sup>1</sup> Eastern states	1%	1%	1%	1%	1%
<sup>2</sup> Southern states	4%	3%	6%	3%	2%
<sup>3</sup> Midwestern states	14%	12%	12%	7%	6%
<sup>4</sup> Western states	75%	80%	78%	85%	90%
California	36%	38%	38%	31%	34%
Southern CA	34%	37%	36%	30%	33%
Northern CA	2%	1%	2%	1%	1%
Arizona	24%	24%	23%	23%	27%
Greater Las Vegas	3%	4%	6%	21%	21%
Other Western states	13%	14%	11%	10%	8%
<b>International</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>

<sup>1</sup>Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

<sup>2</sup>Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

<sup>3</sup>Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

<sup>4</sup>Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, Wyoming

# APPENDIX A

## APPENDIX A: Summary Tables of Visitor Characteristics

TABLE 3: Summary Table of Visitation Frequency + Purpose for Visit

	2017	2018	2019	2022	2024
<b>ALL VISITORS</b>					
First-time Visitors	10%	8%	14%	9%	10%
Primary purpose was Vacation/Leisure	49%	46%	45%	40%	53%
Primary purpose was Gambling	26%	26%	24%	24%	19%
Avg. number of visits in past year	3.3	3.4	3.1	2.8	2.3
<b>REPEAT VISITORS</b>					
Primary purpose was Vacation/Leisure	48%	44%	45%	38%	52%
Primary purpose was Gambling	27%	27%	26%	25%	20%
Avg. number of visits in past year	3.5	3.6	3.5	3.0	2.4
<b>FIRST-TIME VISITORS</b>					
Primary purpose was Vacation/Leisure	56%	68%	45%	57%	68%
Primary purpose was Gambling	17%	12%	15%	8%	6%

TABLE 4: Summary Table of Travel Planning Characteristics

	2017	2018	2019	2022	2024
<b>MODE OF TRAVEL TO LAUGHLIN</b>					
Arrived by GROUND transportation	87%	89%	85%	91%	94%
Arrived by AIR transportation	13%	11%	15%	9%	6%
<b>MADE DECISIONS BEFORE ARRIVAL</b>					
Decided where to stay before arrival	98%	98%	97%	99%	100%
Decided where to gamble before arrival	70%	68%	59%	71%	83%
Decided which shows to see before arrival	47%	67%	53%	83%	64%
<b>TRAVEL PLANNING</b>					
Used website/app to plan trip	14%	13%	34%	43%	48%
<b>PLACES TO VISIT</b>					
Visited other nearby places	24%	23%	24%	7%	4%

# APPENDIX A

TABLE 5: Summary Table of Trip Characteristics + Expenditures

	2017	2018	2019	2022	2024
<b>SIZE OF PARTY</b>					
Avg. number of ADULTS in party	2.2	2.1	2.0	2.3	2.2
Had persons UNDER 21 in party	6%	5%	10%	12%	11%
<b>LENGTH OF STAY</b>					
Stayed overnight	98%	98%	97%	90%	96%
Avg. number of DAYS stayed	4.5	4.4	4.3	3.4	3.4
Avg. number of NIGHTS stayed	3.5	3.4	3.3	2.4	2.4
Stayed in a hotel (among overnight visitors)	95%	96%	97%	95%	97%
Avg. number of room occupants	2.0	2.0	2.1	2.2	2.2
<b>LODGING SPENDING</b>					
Avg. per night spend on Lodging (non-package, non-comp)	\$53.75	\$52.09	\$56.51	\$75.54	\$66.81
Bought package/tour group trip	10%	7%	7%	8%	4%
<b>OTHER TRIP SPENDING</b>					
Avg. spend on Food + Drink	\$163.88	\$178.59	\$169.90	\$247.54	\$255.96
Avg. spend on Shopping	\$59.21	\$56.63	\$98.45	\$52.81	\$29.45
Avg. spend on Local Transportation	\$44.11	\$48.37	\$49.73	\$31.73	\$12.19
Avg. spend on Sightseeing	\$9.95	\$9.11	\$11.47	\$4.15	\$0.34
Avg. spend on Shows/Entertainment	\$4.74	\$5.84	\$10.43	\$20.71	\$2.61
Avg. spend on Recreational Activities	--	--	--	--	\$20.60

TABLE 6: Summary Table of Gaming Behavior + Budgets

	2017	2018	2019	2022	2024
<b>GAMBLERS</b>					
Gambled while in Laughlin (% of all visitors)	98%	98%	95%	90%	92%
Avg. number of hours gambling per day	5.1	5.1	5.2	3.4	2.9
Avg. gambling budget for trip	\$634.91	\$670.43	\$659.77	\$719.92	\$703.41
Avg. number of different casinos gambled (among those who gambled)	3.4	3.3	2.9	2.0	2.0
Member of loyalty/slot club	92%	92%	86%	90%	82%



# APPENDIX A

TABLE 7: Summary Table of Attitudinal Information

	2017	2018	2019	2022	2024
<b>SATISFACTION</b>					
Very Satisfied with Laughlin visit	84%	86%	85%	82%	98%
Definitely will return to Laughlin in next year	73%	78%	80%	75%	67%

TABLE 8: Summary Table of Visitor Demographics

	2017	2018	2019	2022	2024
<b>ECONOMIC BACKGROUND</b>					
HS diploma, or less	33%	31%	30%	22%	18%
HHI of less than \$60,000	55%	49%	51%	19%	11%
Employed	35%	37%	44%	63%	69%
Retired	58%	56%	52%	35%	27%
<b>SOCIAL BACKGROUND</b>					
Married	68%	69%	65%	79%	85%
50+ years old	78%	76%	70%	55%	59%
65+ years old	45%	46%	43%	32%	24%
Avg. Age	59.8	59.3	58.0	52.7	53.5
<b>ORIGIN</b>					
From Southern California	34%	37%	36%	30%	33%
From International Origin	5%	4%	3%	3%	2%

# APPENDIX B

## APPENDIX B: Aggregate Results for Calendar Year 2024

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 Heart+Mind Strategies, 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 ..... TERMINATE

NOT SURE/DK..... TERMINATE

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 ..... TERMINATE

NOT SURE/DK..... TERMINATE

REFUSED/NA..... TERMINATE

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

YES..... **ASK Q4**

NO ..... TERMINATE

NOT SURE/DK..... TERMINATE

REFUSED/NA..... TERMINATE

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

FIRST VISIT ..... 10%

**SKIP TO Q7**

VISITED BEFORE ..... 90%

**ASK Q5**

NOT SURE/DK..... 0%

**ASK Q5**

REFUSED/NA..... 0%

**ASK Q5**

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

2.3 MEAN (ALL VISITORS)

2.4 MEAN (REPEAT VISITORS)

6. 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?

YES..... 47%

NO ..... 53%

NOT SURE/DK..... 0%

REFUSED/NA..... 0%

(ASK OF ALL RESPONDENTS.)

7. 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.....53%

To gamble.....19%

Visit friends/relatives .....13%

To attend a special event (e.g., a rodeo, car or motorcycle rally, outdoor concert).....1%

To attend/participate in a casino tournament.....0%

Business purposes .....3%

Water-based recreation.....9%

Just passing through .....2%

Some other reason.....0%

NOT SURE/DK.....0%

REFUSED/NA.....0%

# APPENDIX B

8. Did you (or will you) participate in a gaming tournament (for example a video poker, slot machine, blackjack, or poker tournament)?
- Yes ..... 1%
- No ..... 99%
- NOT SURE/DK..... 0%
- REFUSED/NA..... 0%
9. Did you travel to Laughlin by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)
- Automobile..... 94%
- Air ..... 6%
- Recreational Vehicle (RV) ..... 0%
- Bus (IF "YES" ASK, "Do you mean...":)
- Regularly scheduled bus service like Greyhound..... 0%
- Or a chartered or escorted bus service or bus tour ..... 0%
- Truck ..... 0%
- Motorcycle..... 0%
- REFUSED/NA..... 0%
10. How far in advance did you plan this trip to Laughlin? (ASK AS OPEN END.)
- Same day ..... 1%
- 1-3 days before..... 5%
- 4-6 days before ..... 17%
- 7-14 days before..... 36%
- 15-30 days before..... 22%
- 31-60 days before..... 12%
- 61-90 days before..... 4%
- 91-120 days before..... 1%
- More than 120 days before..... 2%
- NOT SURE/DK..... 0%
- REFUSED/NA..... 0%
11. Which of the following tools did you use in planning your trip to Laughlin? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)
- Websites ..... 44%
- Casino/Hotel Hosts..... 11%
- Email offers ..... 8%
- Offer received in the mail..... 8%
- Apps ..... 5%
- Word of mouth ..... 4%
- Social media ..... 1%
- Printed brochures or travel guides ..... 0%
- Magazines or newspapers..... 0%
- Travel agent..... 0%
- Other (SPECIFY:)..... 6%

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

## AMONG ALL RESPONDENTS:

### A. Where you would stay?

- Before leaving home ..... 95%
- While en route to Laughlin ..... 0%
- After arrival ..... 0%
- Does not apply..... 4%
- DON'T KNOW ..... 0%
- REFUSED ..... 0%

### B. Where you would gamble?

- Before leaving home ..... 76%
- While en route to Laughlin ..... 1%
- After arrival ..... 15%
- Does not apply..... 8%
- DON'T KNOW ..... 0%
- REFUSED ..... 0%

### C. Which shows you would see?

- Before leaving home ..... 4%
- While en route to Laughlin ..... 0%
- After arrival ..... 2%
- Does not apply..... 94%
- DON'T KNOW ..... 0%
- REFUSED ..... 0%

## AMONG THOSE TO WHOM THE QUESTION APPLIES:

### A. Where you would stay? (n=1,147)

- Before leaving home ..... 99.7%
- While en route to Laughlin ..... 0%
- After arrival ..... 0%
- DK/NA ..... 0%

### B. Where you would gamble? (n=1,107)

- Before leaving home ..... 82%
- While en route to Laughlin ..... 1%
- After arrival ..... 16%
- DK/NA ..... 0%

### C. Which shows you would see? (n=66)

- Before leaving home ..... 64%
- While en route to Laughlin ..... 0%
- After arrival ..... 36%
- DK/NA ..... 0%



# APPENDIX B

13. 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 .....	10%	<b>ASK Q14</b>
Only destination .....	90%	<b>SKIP TO Q15</b>
NOT SURE/DK.....	0%	<b>SKIP TO Q15</b>
REFUSED/NA.....	0%	<b>SKIP TO Q15</b>

14. 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=126)

Las Vegas .....	56%
Arizona .....	16%
California .....	13%
Other Nevada.....	8%
Utah.....	3%
Other.....	5%
NO ANSWER .....	0%

15. Will you (or did you) visit Las Vegas either before or after this visit to Laughlin? (Excludes residents of Las Vegas) (N=943)

Yes .....	10%	<b>ASK Q16</b>
No .....	87%	
NOT SURE/DK.....	0%	<b>SKIP TO Q18</b>
REFUSED/NA.....	3%	

16. Did you travel to Las Vegas by... (READ LIST. ACCEPT ONLY ONE RESPONSE.) (N=94)

Automobile, truck, motorcycle.....	44%
Air .....	56%

17. On this trip, will you (or did you) visit... (n=94)

Downtown Las Vegas (that is, the area on or near Fremont Street)?.....	51%
The Strip in Las Vegas (that is, the area on or near Las Vegas Boulevard)? .....	86%

18. 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.....	93%
RV Park.....	0%
Friends/Relatives .....	3%
Day Trip/Other .....	4%

## LOCATION OF LODGING

Laughlin .....	93%
Bullhead City .....	0%
Location could not be determined.....	7%
Friends/Relatives .....	3%
Day Trip.....	4%

## TYPE OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT) (N=1,147)

Hotel.....	97%
RV Park.....	0%
Friends/Relatives .....	3%
Other .....	0%

**IF RESPONSE TO Q18 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q19 THROUGH Q23.**

**IF RESPONSE TO Q18 IS AN RV PARK (CODES 3000-3999), ASK Q19 THROUGH Q20, THEN SKIP TO Q23.**

**IF RESPONSE TO Q18 IS CODE #4000 OR HIGHER, SKIP TO Q23.**

19. 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=1,111)

Booked by phone, calling the hotel, motel, or RV park directly .....	41%
Booked through a website or app on the Internet using a desktop or laptop computer .....	32%
Booked at a website or app on the Internet using a mobile device .....	24%
Not sure because someone else in your party booked the hotel and you don't know how they did it.....	2%
Booked through a travel agent (either in person or by phone).....	0%
Booked in person at the hotel, motel, or RV park .....	0%
The trip was a gift, prize, or incentive, so the accommodations were booked for you.....	0%
Booked by phone but not by calling the hotel directly and not through a travel agent.....	0%
OTHER.....	0%
REFUSED/NA.....	0%

# APPENDIX B

20. 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=1,112)

Same day ..... 1%  
 1-3 days before ..... 4%  
 4-6 days before ..... 17%  
 7-14 days before ..... 38%  
 15-30 days before ..... 23%  
 31-60 days before ..... 12%  
 61-90 days before ..... 4%  
 91-120 days before ..... 1%  
 More than 120 days before ..... 0%  
 NOT SURE/DK ..... 0%  
 REFUSED/NA ..... 0%

**PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q18) SHOULD SKIP TO Q24 AFTER BEING ASKED Q20.**

21. Including yourself, how many people stayed in your room? (N=1,111)

One ..... 3%  
 Two ..... 80%  
 Three ..... 10%  
 Four or more ..... 7%  
 REFUSED/NA ..... 0%

2.2 MEAN

22. Which of the following rate categories best describes your room rate? (SHOW CARD. ACCEPT ONLY ONE RESPONSE.) (N=1,111)

Hotel/Transportation package deal ..... 4%  
 Hotel/Amenities package deal ..... 0% **SKIP TO Q24**  
 Tour/Travel group ..... 0%

Convention group/Company meeting ..... 0%  
 Casino rate ..... 18% **ASK Q23**  
 Regular full-price room rate ..... 39%

Casino complimentary ..... 38% **SKIP TO Q24**

Another rate ..... 0%  
 NOT SURE/DK ..... 0% **ASK Q23**  
 REFUSED/NA ..... 0%

(ASK ONLY OF NON-PACKAGE VISITORS)

23. 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=642)

\$1 - \$50 ..... 30%  
 \$51 - \$75 ..... 37%  
 \$76 - \$100 ..... 22%  
 \$101 or more ..... 7%  
 NOT SURE/NO ANSWER ..... 4%

\$66.81 MEAN

\$65.00 MEDIAN

24. 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.")

1 ..... 3%  
 2 ..... 81%  
 3 ..... 8%  
 4 or more ..... 8%

2.2 MEAN

2.0 MEDIAN

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

Yes ..... 11%  
 No ..... 89%  
 NOT SURE/DK ..... 0%  
 REFUSED/NA ..... 0%

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

Day Trip ..... 4%  
 1 ..... 16%  
 2 ..... 36%  
 3 ..... 29%  
 4 ..... 12%  
 5 or more ..... 3%

2.4 MEAN

2.0 MEDIAN

27. 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 ..... 4%  
 2 ..... 16%  
 3 ..... 36%  
 4 ..... 29%  
 5 ..... 12%  
 6 or more ..... 3%

3.4 MEAN

3.0 MEDIAN

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

Sunday ..... 13%  
 Monday ..... 12%  
 Tuesday ..... 11%  
 Wednesday ..... 16%  
 Thursday ..... 13%  
 Friday ..... 24%  
 Saturday ..... 11%  
 REFUSED/NA ..... 0%

# APPENDIX B

29. Have you gambled during this visit to Laughlin?

Yes ..... 92% **ASK Q30**  
 No ..... 8% **SKIP TO Q34**  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

30. 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=1,107)

1 to 2 hours ..... 44%  
 3 to 4 hours ..... 41%  
 5 to 6 hours ..... 15%  
 More than 6 hours ..... 0%

2.9 MEAN

3.0 MEDIAN

31. How many different casinos have you gambled at during your stay in Laughlin? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.) (N=1,107)

1 ..... 41%  
 2 ..... 33%  
 3 ..... 14%  
 4 ..... 6%  
 5 or more ..... 6%

2.0 MEAN

2.0 MEDIAN

32. 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=1,107)

\$1 - \$99 ..... 2%  
 \$100 - \$199 ..... 6%  
 \$200 - \$299 ..... 11%  
 \$300 - \$399 ..... 11%  
 \$400 - \$499 ..... 9%  
 \$500 - \$599 ..... 23%  
 \$600 or more ..... 38%  
 NOT SURE/NO ANSWER..... 0%

\$703.41 MEAN

\$500.00 MEDIAN

33. Are you a member of a slot or loyalty club at any of the Laughlin resorts? (N=1,107)

Yes ..... 82%  
 No ..... 18%  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

34. 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)

In Las Vegas, Nevada ..... 51%  
 At a casino on an Indian reservation in California ..... 21%  
 At a casino on an Indian reservation in Arizona ..... 17%  
 At a casino on an Indian reservation outside Arizona or California ..... 4%  
 Somewhere else in Nevada (outside the Laughlin area) ..... 2%  
 Other ..... 3%

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

Yes ..... 60%  
 No ..... 16%  
 Resident of Las Vegas ..... 21%  
 REFUSED/NA..... 3%

36. 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 ..... 4% **ASK Q37**  
 No ..... 96% **SKIP TO Q38**  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

37. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=49)

Oatman, Arizona ..... 47%  
 Hoover Dam ..... 43%  
 Lake Mead ..... 31%  
 Grand Canyon ..... 27%  
 Lake Havasu/Colorado River ..... 25%  
 Zion National Park ..... 6%  
 Lake Mojave/Davis Dam ..... 4%  
 Bryce Canyon ..... 2%  
 Other ..... 12%

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

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

\$255.96 MEAN (INCLUDING \$0)

\$255.96 MEAN (EXCLUDING \$0)

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

\$12.19 MEAN (INCLUDING \$0)

\$95.02 MEAN (EXCLUDING \$0)



# APPENDIX B

39. 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.)

**Shopping** (gifts, clothing, personal items)

\$29.45 MEAN (INCLUDING \$0)

\$93.25 MEAN (EXCLUDING \$0)

**Shows/entertainment** (not including gambling)

\$ 2.61 MEAN (INCLUDING \$0)

\$66.62 MEAN (EXCLUDING \$0)

**Sightseeing**

\$ 0.34 MEAN (INCLUDING \$0)

\$31.15 MEAN (EXCLUDING \$0)

**Recreational Activities**

\$ 20.60 MEAN (INCLUDING \$0)

\$271.65 MEAN (EXCLUDING \$0)

**Other**

\$ 0.33 MEAN (INCLUDING \$0)

\$200.00 MEAN (EXCLUDING \$0)

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

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

Very satisfied..... 98% **SKIP TO Q43**

Somewhat satisfied..... 2% **ASK TO Q41**

Somewhat dissatisfied..... 0% **SKIP TO Q42**

Very dissatisfied..... 0% **SKIP TO Q42**

NOT SURE/DK..... 0% **SKIP TO Q43**

REFUSED/NA..... 0% **SKIP TO Q43**

41. 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=21)

Hotel complaints .....29%

Didn't win enough gambling .....24%

Too expensive .....10%

Old & rundown/Needs update .....10%

Weather complaints (too hot).....5%

Food complaints .....5%

Nothing to do, it's boring.....5%

Too hard to get around .....5%

Other (2% or less) .....10%

NO ANSWER .....0%

42. 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=2)

Smoking complaints.....50%

Didn't win enough gambling .....50%

43. Which phrase best describes your Laughlin experience on this trip compared to your expectations before arriving? Would you say Laughlin... (READ LIST.)

Significantly exceeded my expectations..... 25%

Slightly exceeded my expectations .....13%

Met my expectations.....61%

Fell slightly short of my expectations..... 1%

Fell significantly short of my expectations .....0%

NOT SURE/DK.....0%

REFUSED/NA.....0%

44. How likely will you be to return to Laughlin in the next year? Would you say you... (READ FIRST 5 RESPONSES)

Definitely will.....67%

Probably will.....19%

Might/might not.....9%

Probably will not.....4%

Definitely will not.....1%

NOT SURE/NO ANSWER.....0%

45. On a zero to ten scale where zero means you are extremely unlikely and ten means you are extremely likely, how likely are you to recommend Laughlin to family, friends and colleagues?

10.....76%

9.....13%

8.....8%

7.....2%

0-6.....1%

# APPENDIX B

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

46. What social media platforms do you use regularly, that is, at least once a week? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

Facebook .....59%  
 Instagram .....36%  
 YouTube.....15%  
 TikTok.....16%  
 X (formerly Twitter) .....15%  
 Pinterest .....4%  
 LinkedIn .....1%  
 Other .....0%  
 NONE OF THESE .....24%

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

Employed.....69%  
 Unemployed.....0%  
 Student .....1%  
 Retired .....27%  
 Stay at home spouse/partner .....3%  
 REFUSED/NA.....0%

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

Grade school or some high school.....0%  
 High school diploma (finished grade 12).....17%  
 Some college (includes junior/community college — no bachelor's degree).....26%  
 Graduated college .....47%  
 Graduate school (Master's or Ph.D.) .....4%  
 Technical, vocational or trade school .....5%  
 REFUSED/NA.....0%

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

Married .....85%  
 Single.....11%  
 Separated or divorced .....2%  
 Widowed.....2%  
 REFUSED/NA.....0%

50. What country do you live in?

USA.....98% ASK Q12  
 International .....2% SKIP TO Q52  
 REFUSED/NA.....0% SKIP TO Q52

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

East.....1%  
 South.....2%  
 Midwest .....6%  
 West .....90%  
 California .....34%  
 Arizona .....27%  
 Greater Las Vegas.....21%  
 Other West .....8%  
 International visitors .....2%  
 No zip code given .....0%

(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)

52. 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.....74%  
 Hispanic/Latino.....14%  
 Black or African American .....7%  
 Asian or Asian American.....2%  
 Native American .....1%  
 Mixed race.....2%  
 Other.....0%  
 NOT SURE/DON'T KNOW .....0%  
 REFUSED/NO ANSWER.....0%

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

53.5 MEAN  
 53.0 MEDIAN

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

21 to 29 .....3%  
 30 to 39 .....9%  
 40 to 49 .....29%  
 50 to 59 .....27%  
 60 to 64 .....9%  
 65 and older .....23%  
 REFUSED/NA.....0%

# APPENDIX B

54. 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.

Less than \$40,000.....	3%
\$40,000 to \$49,999.....	2%
\$50,000 to \$59,999.....	7%
\$60,000 to \$69,999.....	9%
\$70,000 to \$79,999.....	9%
\$80,000 to \$89,999.....	11%
\$90,000 to \$99,999.....	9%
\$100,000 to \$119,999.....	15%
\$120,000 to \$149,999.....	14%
\$150,000 or more.....	21%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%





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