LAS VEGAS VISITOR PROFILE STUDY 2010

LAS VEGAS CONVENTION AND VISITORS AUTHORITY glsresearch

LAS VEGAS VISITOR PROFILE

Calendar Year 2010

Annual Report

Research that works.

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VISITOR PROFILE STUDY

LAS VEGAS CONVENTION AND VISITORS AUTHORITY
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EXECUTIVE SUMMARY

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

This report presents the findings from in-person interviews GLS Research collected as follows: 3,600 from January 1, 2006 to December 31, 2006; January 1, 2007 to December 31, 2007; January 1, 2008 to December 31, 2008; January 1, 2009 to December 31, 2009, and January 1, 2010 to December 31, 2010. Approximately 300 interviews were conducted per month in 2006, 2007, 2008, 2009, and 2010.

This report presents the results of calendar year 2010, as well as the four previous years (2006, 2007, 2008, and 2009). 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.

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.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2010. These questions will be rotated back into the questionnaire in Calendar Year 2011 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

This section presents the research highlights. The findings are presented in detail beginning on page 12.

REASONS FOR VISITING — EXECUTIVE SUMMARY

Eighteen percent (18%) of 2010 visitors indicated they were first-time visitors to Las Vegas, up significantly from 2008. Over one-half (51%) of all visitors said their primary reason for visiting Las Vegas this trip was vacation or pleasure, up from 42% in 2007, 39% in 2008, and 40% in 2009. Nine percent (9%) said they came primarily to gamble, down from 2006 – 2009. Eleven percent (11%) were visiting friends or relatives (down from 2009). Among repeat visitors, 47% came for vacation or pleasure (up from 2007 – 2009), 10% came to gamble (down from 2006 – 2008), and 12% came to visit friends and relatives (down from 2007 and 2009). The majority of first-time visitors continue to come primarily for vacation or pleasure (69%, up from 2007 – 2009), with few (1%) saying they primarily came to gamble. Eight percent (8%) of first-time visitors said they were visiting friends and relatives. Among all visitors, the average number of visits over the past five years was 5.9 (down from 2006 – 2009). Among all visitors, the average number of visits in the past year was 1.7 (down from 2007 – 2008).

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2006	2007	2008	2009	2010
Proportion of visitors who were first-time visitors	19%	19%	16%	17%	18%
Proportion of visitors whose primary purpose for current trip was vacation or pleasure	49%	42%	39%	40%	51%
Proportion of visitors whose primary purpose for current trip was to gamble	11%	11%	13%	13%	9%
Proportion of visitors whose primary purpose for current trip was to visit friends and relatives	11%	13%	11%	15%	11%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	46%	38%	36%	35%	47%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	13%	14%	15%	15%	10%
Proportion of repeat visitors whose primary purpose for current trip was to visit friends and relatives	12%	14%	12%	16%	12%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	67%	60%	57%	61%	69%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	1%	1%	2%	2%	1%
Proportion of first-time visitors whose primary purpose for current trip was to visit friends and relatives	5%	8%	9%	10%	8%
Average number of visits in past five years	6.2	6.3	6.8	6.5	5.9
Average number of visits in past year	1.7	1.8	1.8	1.7	1.7

TRAVEL PLANNING — EXECUTIVE SUMMARY

Fifty-nine percent (59%) of visitors in 2010 arrived via ground transportation (up significantly from 54% in 2006 and 2007), and 41% arrived by air (down from 46% in 2006 and 2007). Forty-eight percent (48%) of visitors said they used their own vehicles while traveling around Las Vegas, similar to prior years. Twenty-three percent (23%) reported taking a taxi (down from 2006 and 2007), while 28% volunteered that they walked while in Las Vegas (up from 22% last year but down from 2006 – 2008).

The proportion of visitors who reported using a travel agent to plan their current trip to Las Vegas was 12% in 2010, a decline from 2006 – 2008. Visitors were asked if they used the Internet to plan their current trip to Las Vegas, and over one-half (53%) said they had done so, a significant increase over 2006 – 2009. Of these visitors, two-thirds (67%) said they booked their accommodations online (up significantly from 2006-2008), while over one-half (56%) said they used the Internet to book their transportation (down from 2007). Fifty-two percent (52%) said they found information online that influenced their choice of accommodations (up from 2006 and 2007 but down from 2009).

The proportion of visitors who said they visited Downtown Las Vegas was 45%, up from 40% in 2007 and 38% in 2009.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2006	2007	2008	2009	2010
Proportion of visitors who traveled to Las Vegas by ground transportation (automobile/bus/RV)	54%	54%	57%	58%	59%
Proportion of visitors who traveled to Las Vegas by air	46%	46%	43%	42%	41%
Proportion of visitors who used their own vehicle when traveling around Las Vegas	48%	46%	48%	50%	48%
Proportion of visitors who reported walking when traveling around Las Vegas	39%	36%	31%	22%	28%
Proportion of visitors who used taxis when traveling around Las Vegas	29%	27%	25%	21%	23%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Las Vegas	16%	15%	15%	13%	12%
Proportion who used the Internet to plan trip	43%	40%	44%	47%	53%
Proportion of those who used the Internet who said they did so to book accommodations	62%	60%	54%	69%	67%
Proportion of visitors who used the Internet to book transportation	57%	63%	59%	58%	56%
Proportion of visitors who used the Internet, and it influenced their choice in accommodations	37%	34%	49%	58%	52%
Proportion of visitors who visited Downtown Las Vegas on their current trip	48%	40%	46%	38%	45%

TRIP CHARACTERISTICS AND EXPENDITURES — EXECUTIVE SUMMARY

The average party size in 2010 was 2.4 persons, the same as the past two years, but down significantly from 2006 and 2007. Seven percent (7%) of visitors had children under the age of 21 in their immediate party (down from 2006). Virtually all visitors (99.3%) stayed overnight.

Visitors in 2010 stayed an average of 3.6 nights and 4.6 days in Las Vegas, up from 2007 and 2008. Among overnighters, 95% stayed in a hotel or motel, with an average of 2.0 room occupants (down from 2006 – 2009). Visitors spent an average of $79.64 per night on lodging this year, up significantly from last year but lower than in 2006 – 2008. Twenty-three percent (23%) of visitors staying in a hotel or motel paid a regular room rate, up significantly from last year but down from 2006 – 2008. Sixteen percent (16%) purchased a package trip, similar to past years. The average cost of such a package in 2010 was $651.02, down significantly from $709.90 in 2007 and $746.69 in 2008.

Over the course of their entire stay in Las Vegas, visitors spent an average of $256.82 for food and drink (down significantly from $273.39 in 2008) and $62.87 for local transportation (up significantly from $53.31 last year, but down from $68.70 in 2006). Visitors spent an average of $122.80 for shopping (up significantly from $101.97 last year but down from $140.86 in 2006), $49.28 on shows (up from $39.87 last year), and $7.21 on sightseeing.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2006	2007	2008	2009	2010
Average number of adults in immediate party	2.6	2.5	2.4	2.4	2.4
Proportion of visitors with persons under 21 in their immediate party	10%	8%	6%	8%	7%
Proportion of visitors who stayed overnight	99.7%	99.3%	99.6%	99.8%	99.3%
Days stayed (average)	4.6	4.5	4.5	4.6	4.6
Nights stayed (average)	3.6	3.5	3.5	3.6	3.6
Proportion of visitors who stayed in a hotel or motel room	94%	95%	94%	96%	95%
Number of room occupants (average — hotel/motel only)	2.2	2.2	2.1	2.1	2.0
Lodging expenditures (average per night — non-package)	$107.12	$108.87	$101.68	$75.78	$79.64
Proportion of visitors who paid a regular room rate	38%	33%	32%	20%	23%
Proportion of visitors who bought a package or travel group trip	15%	14%	15%	15%	16%
Average cost of package per person (among package/tour group visitors)	$662.78	$709.90	$746.69	$640.29	$651.02
Average trip expenditures for food and drink	$260.68	$254.49	$273.39	$250.32	$256.82
Average trip expenditures for local transportation	$68.70	$62.66	$59.26	$53.31	$62.87
Average trip expenditures for shopping	$140.86	$114.50	$121.90	$101.97	$122.80
Average trip expenditures for shows	$50.81	$47.87	$51.64	$39.87	$49.28
Average trip expenditures for sightseeing	$8.49	$8.31	$7.12	$5.77	$7.21

GAMING BEHAVIOR AND BUDGETS — EXECUTIVE SUMMARY

Eighty percent (80%) of 2010 visitors said they gambled while in Las Vegas, down significantly from 87% in 2006, 84% in 2007, 85% in 2008, and 83% in 2009. Gamblers spent an average of 2.9 hours per day gambling, down significantly from 3.3 hours each in 2006 and 2008, 3.4 hours in 2007, and 3.2 hours in 2009. The average gaming budget in 2010 was $466.20, not significantly different from last year, but down from $651.94 in 2006, $555.64 in 2007, and $531.98 in 2008. Thirty-five percent (35%) of visitors said they would be *more* likely to visit Las Vegas even with the wider gambling choices available to them, down significantly from 48% in 2007, 38% in 2008, and 39% in 2009.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2006	2007	2008	2009	2010
Proportion who gambled while visiting Las Vegas	87%	84%	85%	83%	80%
Average number of hours per day spent gambling (among those who gambled)	3.3	3.4	3.3	3.2	2.9
Average trip gambling budget (among those who gambled)	$651.94	$555.64	$531.98	$481.57	$466.20
Proportion who said they would be “more likely” to visit Las Vegas even with more places to gamble outside Las Vegas	36%	48%	38%	39%	35%

ENTERTAINMENT — EXECUTIVE SUMMARY

Sixty-eight percent (68%) of visitors attended shows during their current stay, down significantly from 76% in 2006 and 72% in 2008, but up from 63% in 2007 and 64% in 2009. Among those who saw a show in Las Vegas, 66% went to a lounge act, down significantly from 75% in 2006, 74% in 2008, and 69% in 2009. Seventeen percent (17%) of these visitors attended comedy shows, down significantly from 21% in 2007. Eighteen percent (18%) of visitors who saw shows saw a big-name headliner, similar to past years. One-fifth (20%) of all visitors said they had been to other paid attractions in Las Vegas, down from 28% in 2006 but up from 16% in 2009.

SUMMARY TABLE OF ENTERTAINMENT ACTIVITIES

	2006	2007	2008	2009	2010
Proportion who attended any shows during their current stay in Las Vegas	76%	63%	72%	64%	68%
Proportion who attended lounge acts (among those who attended shows)	75%	64%	74%	69%	66%
Proportion who attended big-name headliner performances (among those who attended shows)	17%	19%	18%	19%	18%
Proportion who attended comedy shows (among those who attended shows)	14%	21%	14%	18%	17%
Proportion who went to other paid attractions in Las Vegas	28%	22%	21%	16%	20%

ATTITUDINAL INFORMATION — EXECUTIVE SUMMARY

Ninety-four percent (94%) of visitors reported being “very satisfied” with their trip to Las Vegas, comparable to 2009, but up from 89% in 2007 and 93% in 2008.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2006	2007	2008	2009	2010
Proportion who were “very satisfied” with their current trip to Las Vegas	96%	89%	93%	94%	94%

VISITOR DEMOGRAPHICS — EXECUTIVE SUMMARY

Visitors in 2010 were likely to be married (79%), earning $40,000 or more (81%, up significantly from 78% in 2006 and 79% in 2007), and employed (66%, down from 70% in 2006). Over one-quarter (27%) were retired (up from 24% in 2006). The proportion of visitors who were 40 years old or older was 71% (down from 76% in 2008), and the average age was 49.2 (up significantly from 2006 but down from 2008 and 2009). More than one-half (54%) of visitors were from the Western United States, with the bulk of them coming from California (30%). Eighteen percent (18%) of visitors were from foreign countries, up significantly from 2006 –2009.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2006	2007	2008	2009	2010
Proportion of visitors who were married	79%	79%	80%	78%	79%
Proportion of visitors with a household income of $40,000 or more	78%	79%	83%	83%	81%
Proportion of visitors who were employed	70%	67%	66%	65%	66%
Proportion of visitors who were retired	24%	26%	28%	28%	27%
Proportion of visitors who were 40 years old or older	69%	71%	76%	72%	71%
Average age	48.0	49.0	50.6	50.0	49.2
Proportion of visitors with a college diploma	48%	44%	45%	47%	48%
Proportion of visitors from the West	52%	52%	52%	55%	54%
Proportion of visitors from California	32%	31%	28%	31%	30%
Proportion of visitors from a foreign country	13%	12%	15%	14%	18%

SUMMARY OF ECONOMIC IMPACT FACTORS — EXECUTIVE SUMMARY

The following table summarizes the various factors included throughout this report related to the economic impact of Las Vegas visitors in 2010.

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2006	2007	2008	2009	2010
Days stayed (average)	4.6	4.5	4.5	4.6	4.6
Nights stayed (average)	3.6	3.5	3.5	3.6	3.6
Proportion of visitors who stayed overnight	99.7%	99.3%	99.6%	99.8%	99.3%
Proportion of visitors who stayed in a hotel or motel room (among those who stayed overnight)	94%	95%	94%	96%	95%
Lodging expenditures (average per night — non-package)	$107.12	$108.87	$101.68	$75.78	$79.64
Proportion of visitors who bought a package or travel group trip	15%	14%	15%	15%	16%
Average cost of package per person (among package/tour group visitors)	$662.78	$709.90	$746.69	$640.29	$651.02
Number of room occupants (average)	2.2	2.2	2.1	2.1	2.0
Average trip expenditures for food and drink	$260.68	$254.49	$273.39	$250.32	$256.82
Average trip expenditures for local transport	$68.70	$62.66	$59.26	$53.31	$62.87
Average trip expenditures for shopping	$140.86	$114.50	$121.90	$101.97	$122.80
Average trip expenditures for shows	$50.81	$47.87	$51.64	$39.87	$49.28
Average trip expenditures for sightseeing	$8.49	$8.31	$7.12	$5.77	$7.21
Proportion who gambled while visiting Las Vegas	87%	84%	85%	83%	80%
Average trip gambling budget (among those who gambled)	$651.94	$555.64	$531.98	$481.57	$466.20

INTRODUCTION

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

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2010. These questions will be rotated back into the questionnaire in Calendar Year 2011 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

METHODOLOGY

Starting in 2005, GLS Research, in consultation with the LVCVA, developed a new sampling plan based on marketing seasons. The goal was to obtain a sufficient number of interviews by marketing season to permit comparisons across seasons.

Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have always been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging type, and lodging location. Specifically, the transportation data are weighted based on a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The figures used to weight the occupancy data are based on independent surveys conducted by the LVCVA, which provide the number of available rooms and occupancy rates for the destination on a monthly basis. Because of the change to the data collection methodology in 2005, it was necessary to add a third weighting factor, namely visitor flow by month, to correct for the discrepancies in visitor flow introduced by the new sampling plan. Visitor flow information is also based on independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as incentives. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. 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 respondents for 2010 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.

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 2010 study, as well as for the previous four calendar years (2006, 2007, 2008, and 2009). 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 are not presented for all years, it is because the question was not asked in every year.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2010. These questions will be rotated back into the questionnaire in Calendar Year 2011 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

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

SUMMARY OF FINDINGS

REASONS FOR VISITING

Eighteen percent (18%) of 2010 visitors indicated they were first-time visitors to Las Vegas, up significantly from 16% in 2008 (Figure 1). Eighty-two percent (82%) were repeat visitors, down from 84% in 2008.

FIGURE 1
First Visit Vs. Repeat Visit

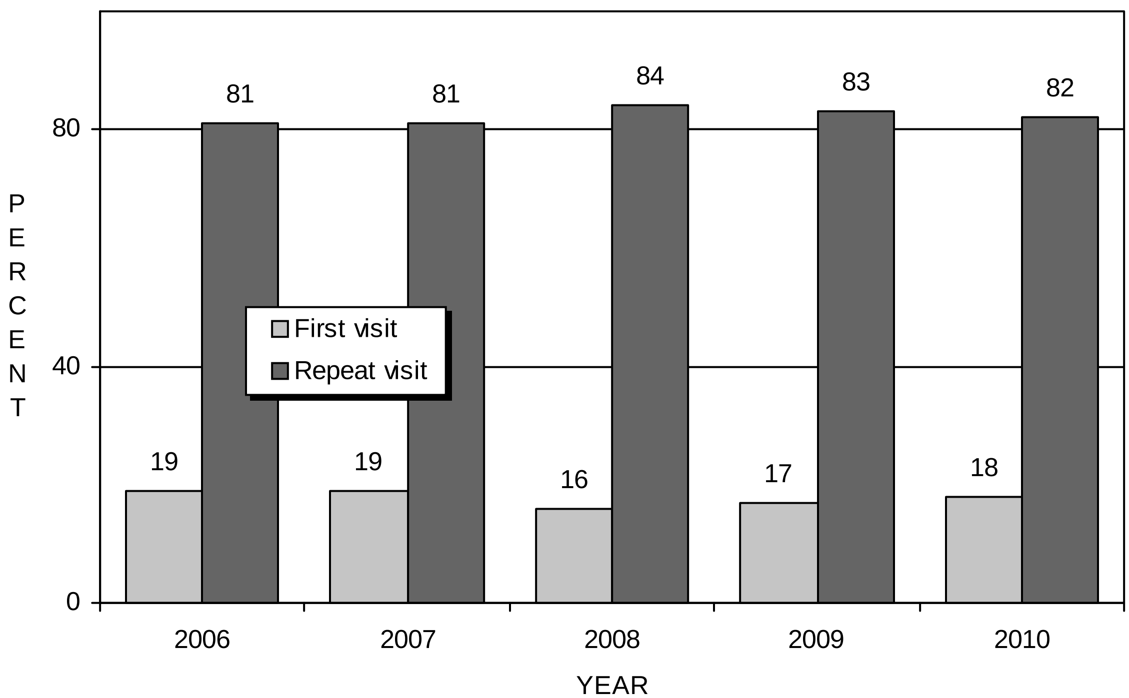
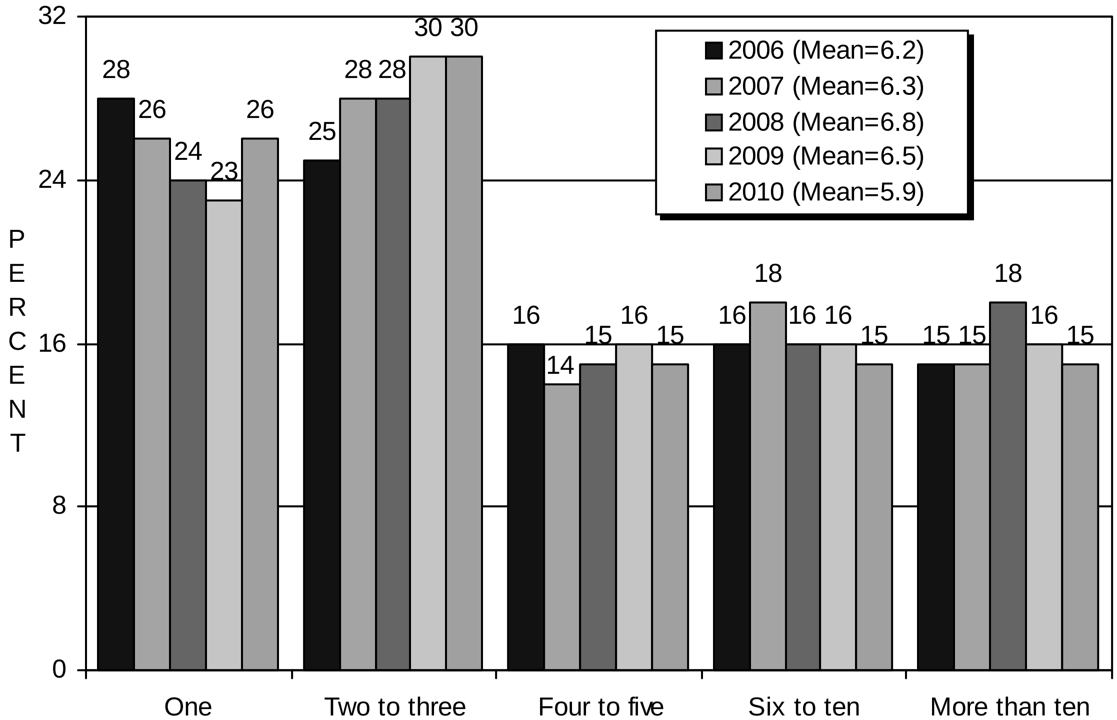
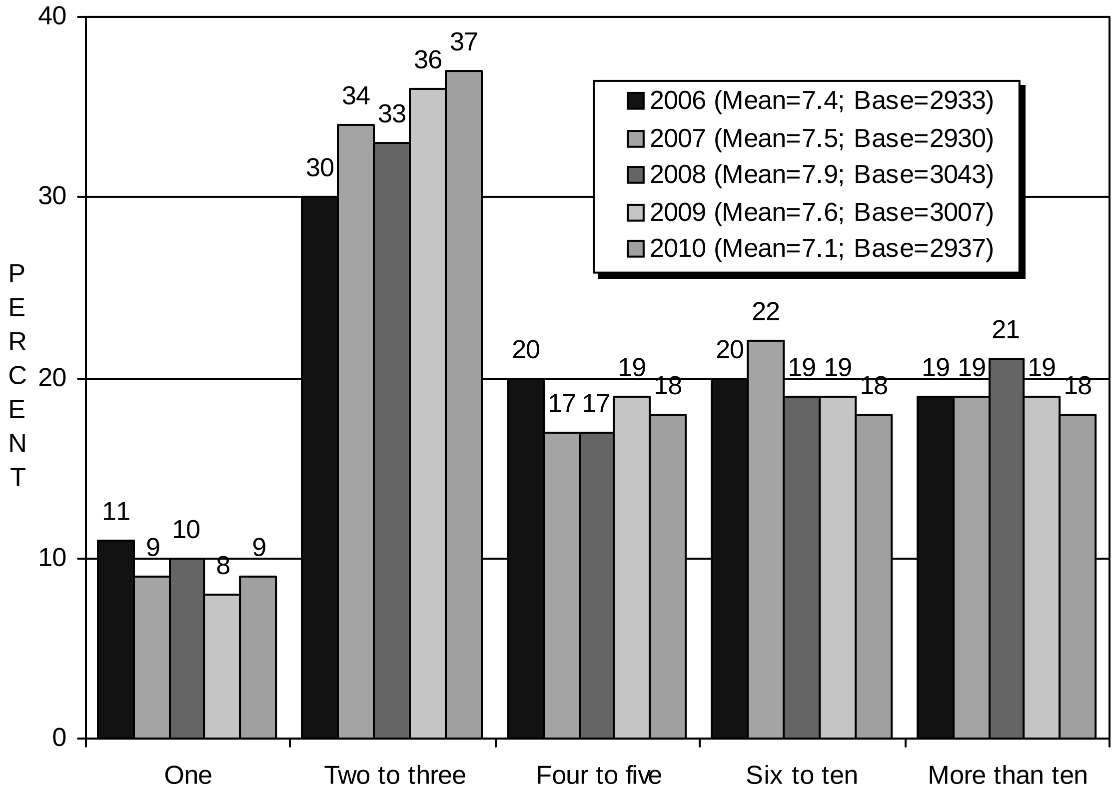


FIGURE 2
Frequency Of Visits In Past Five Years
(Among All Visitors)



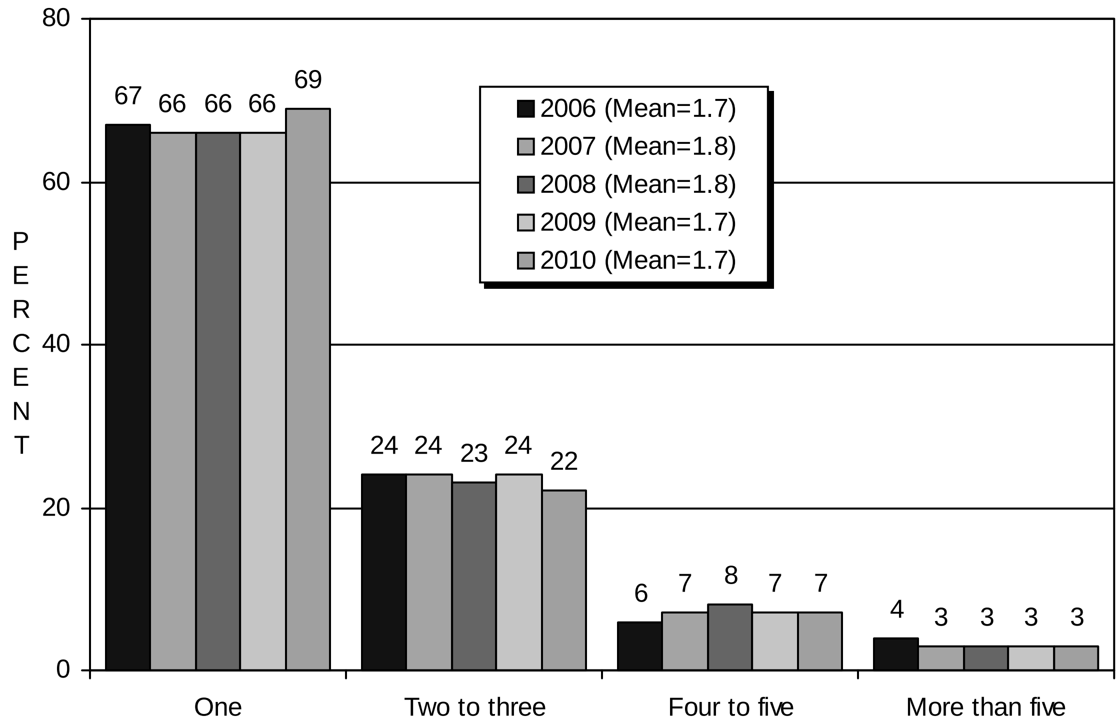
Among all visitors, the average number of visits to Las Vegas over the past five years was 5.9, down significantly from 6.3 in 2007, 6.8 in 2008, and 6.5 in 2009 (Figure 2). Twenty-six percent (26%) of visitors said they visited Las Vegas only once in the past five years (up from 23% last year) and 30% visited two to three times (up from 25% in 2006 and 28% in 2007 and 2008). Fifteen percent (15%) visited six to 10 times in the past five years (down from 18% in 2007), and another 15% said they visited more than 10 times (down from 18% in 2008).

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



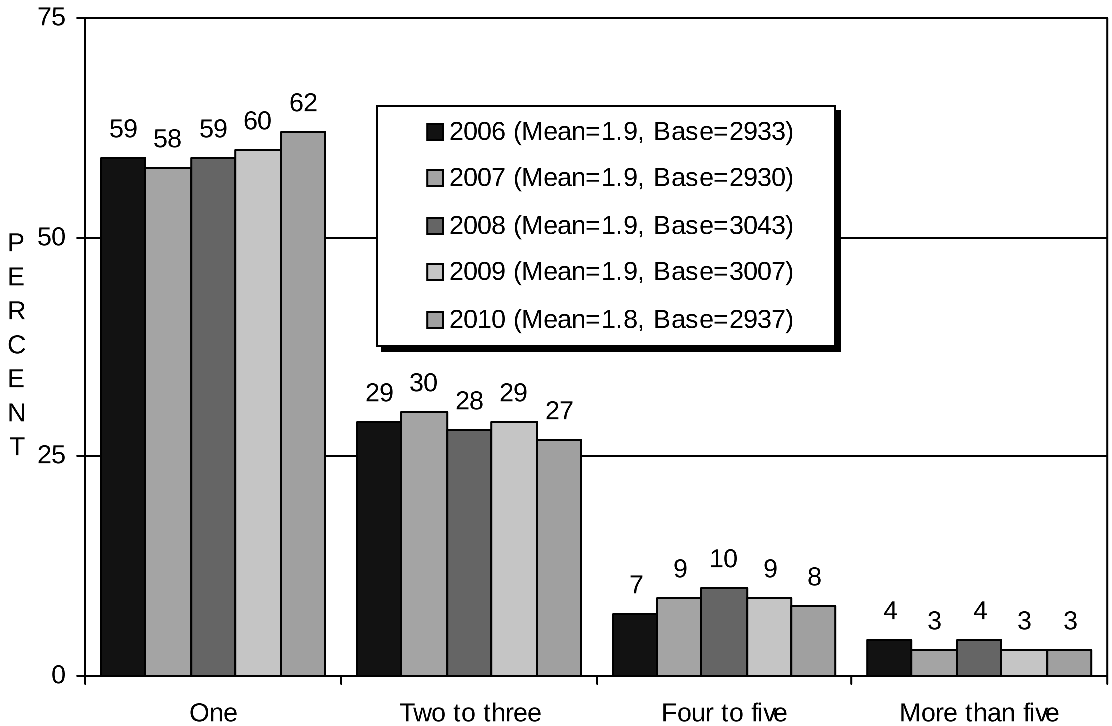
In 2010, *repeat visitors* reported making an average of 7.1 visits to Las Vegas in the past five years, down significantly from 7.5 in 2007, 7.9 in 2008, and 7.6 in 2009 (Figure 3). Nine percent (9%) of repeat visitors said they visited Las Vegas only once in the past five years (down from 11% in 2006) and 37% visited two to three times (up from 30% in 2006, 34% in 2007, and 33% in 2008). Eighteen percent (18%) visited six to 10 times in the past five years (down from 22% in 2007), and another 18% said they visited more than 10 times (down from 21% in 2008).

FIGURE 4
Frequency Of Visits In Past Year
(Among All Visitors)



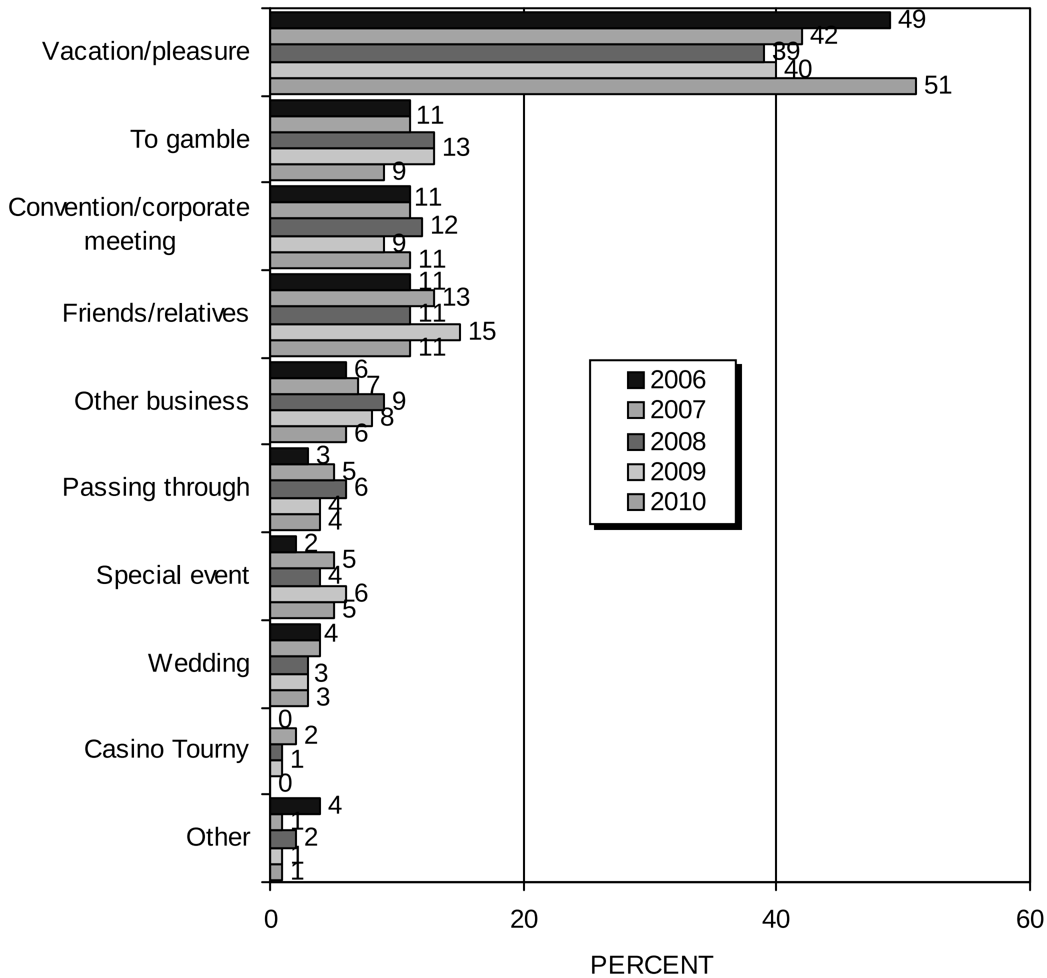
A*mong all visitors*, the average number of visits to Las Vegas in the past 12 months was 1.7, down significantly from 1.8 each in 2007 and 2008 (Figure 4). Nearly seven in ten (69%) visitors reported visiting just once in the past year (up from 66% each from 2007 — 2009), 22% visited two to three times (down from 24% each in 2006, 2007, and 2009), 7% visited four to five times (down from 8% in 2008), and 3% visited more than five times.

FIGURE 5
Frequency Of Visits In Past Year
(Among Repeat Visitors)



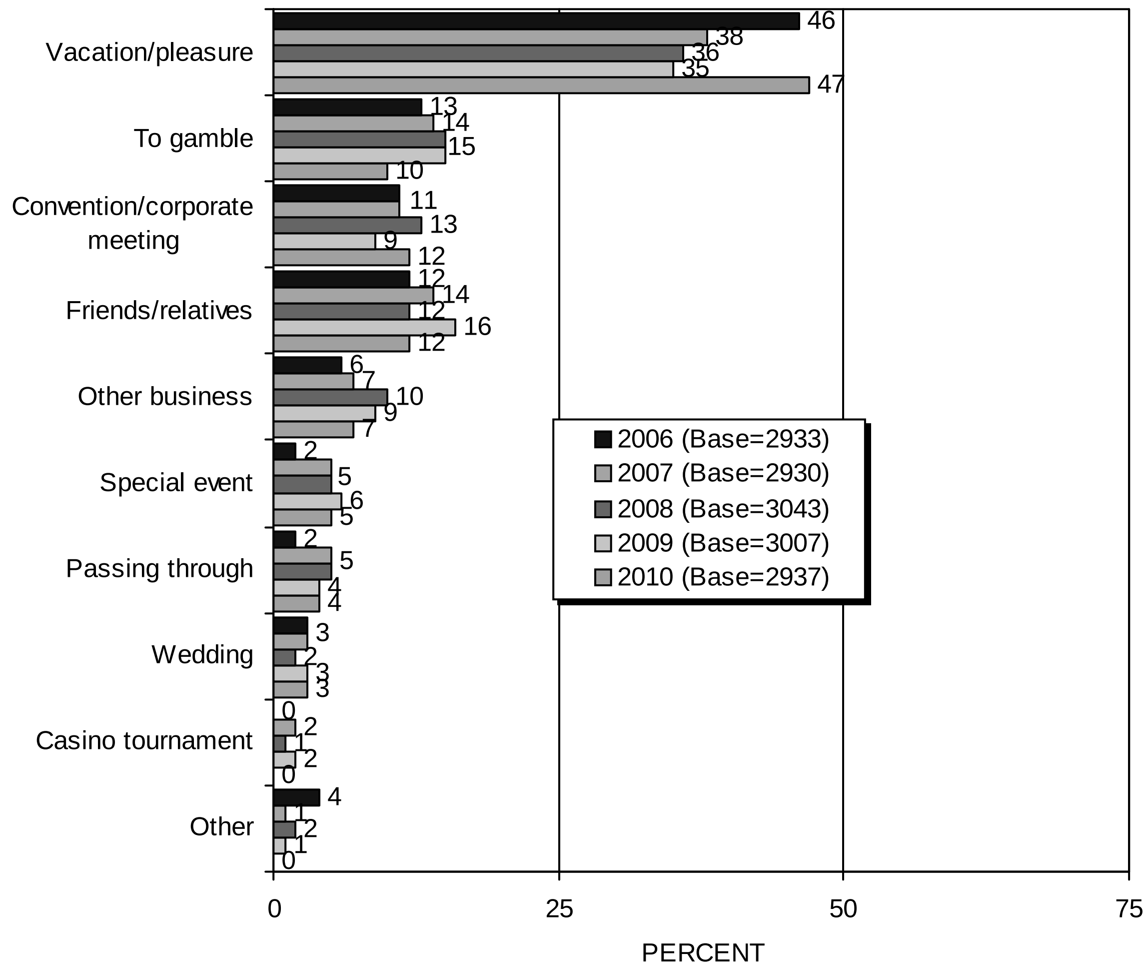
Among *repeat* visitors, the average number of visits to Las Vegas during the past year was 1.8, down significantly from 1.9 each in 2006 – 2008 (Figure 5). Sixty-two percent (62%) of repeat visitors reported visiting just once in the past year (up significantly from 58% in 2007), 27% visited two to three times (down from 30% in 2007), and 11% visited four or more times.

FIGURE 6
Primary Purpose Of Current Visit
(Among All Visitors)



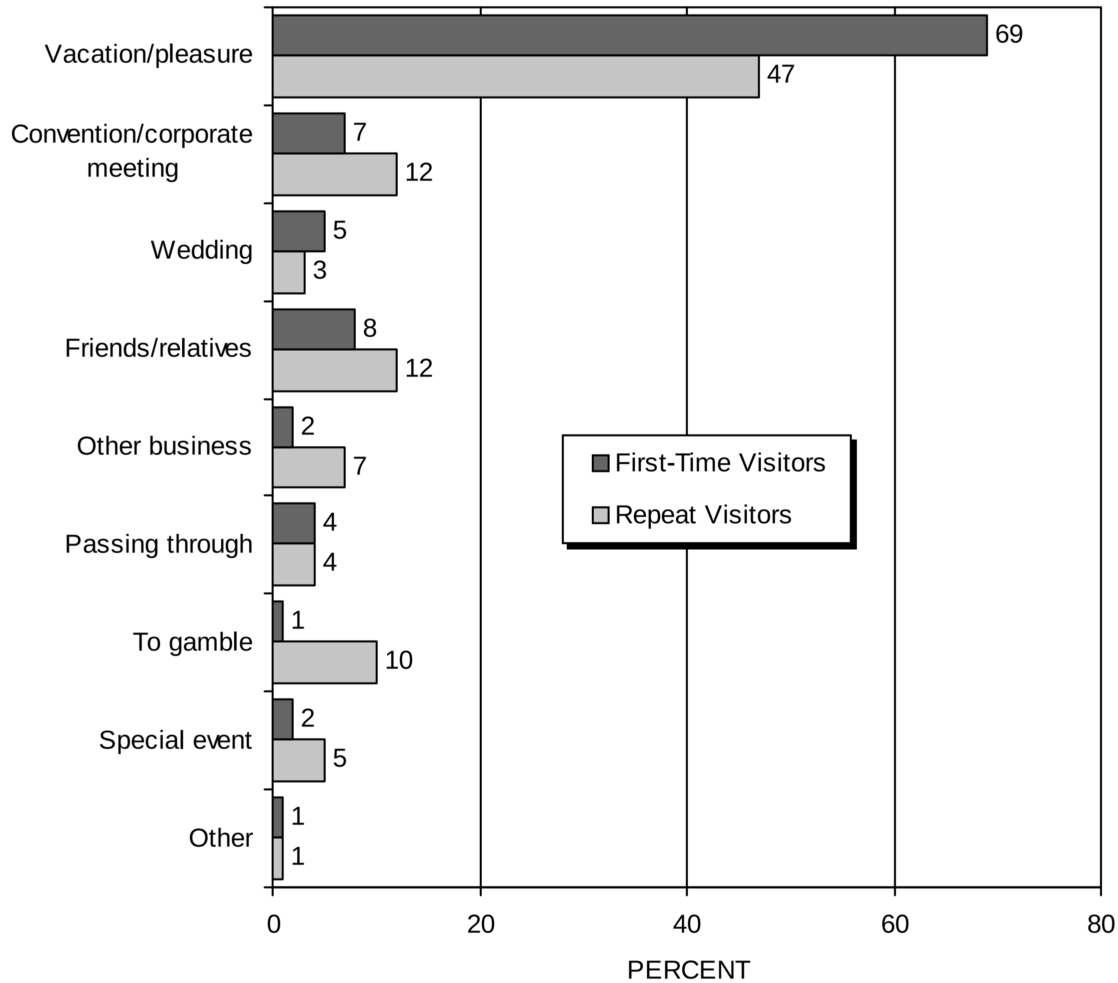
When asked about the primary purpose of their current visit to Las Vegas, just over one-half (51%) of all visitors mentioned vacation or pleasure, up significantly from 42% in 2007, 39% in 2008, and 40% in 2009 (Figure 6). Nine percent (9%) said they were in Las Vegas primarily to gamble, a significant decrease from 11% each in 2006 and 2007, and 13% each in 2008 and 2009. Eleven percent (11%) were in Las Vegas to attend a convention, trade show, or corporate meeting (up from 9% last year), while 6% were in town on other business (down from 9% in 2008 and 8% in 2009). Eleven percent (11%) were visiting friends or relatives (down from 15% last year). Five percent (5%) said they were in town for a special event (up from 2% in 2006 but down from 6% last year) while 4% said they were just passing through (up from 3% in 2006 but down from 5% in 2007 and 6% in 2008). Three percent (3%) came for a wedding, and less than 1% came for a casino tournament (down from 2% in 2007 and 1% last year).

FIGURE 7
Primary Purpose Of Current Visit
(Among Repeat Visitors)



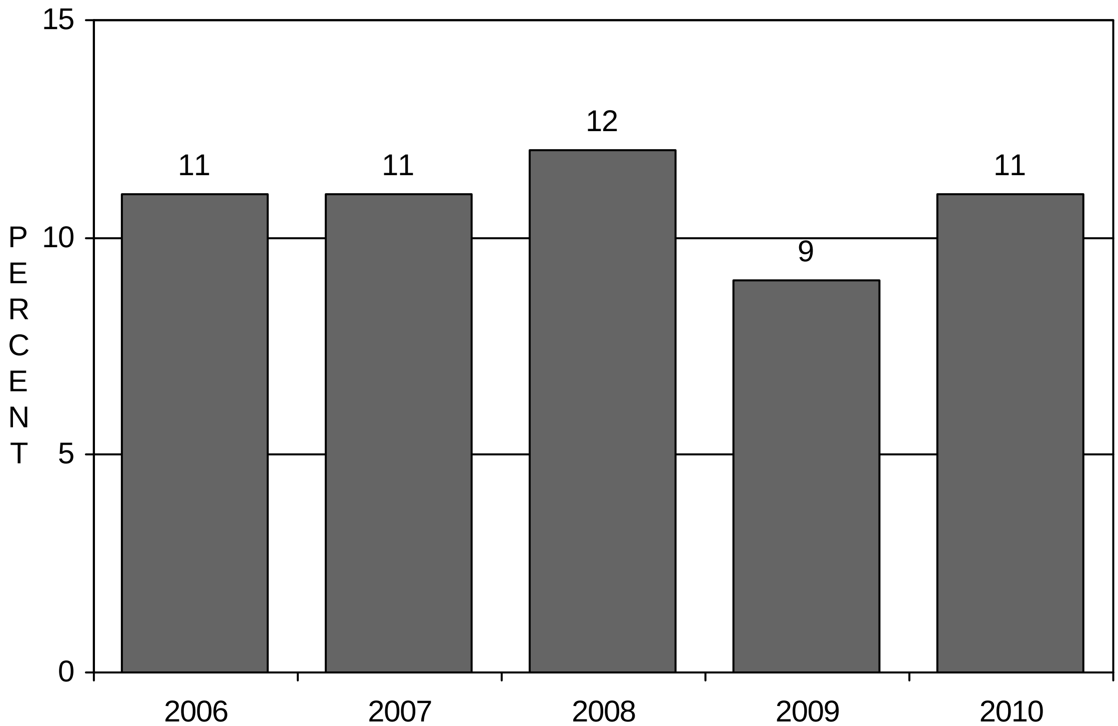
The proportion of *repeat visitors* who said the primary purpose of their current visit to Las Vegas was vacation or pleasure was 47%, up significantly from 38% in 2007, 36% in 2008, and 35% in 2009 (Figure 7). Ten percent (10%) said they were in Las Vegas primarily to gamble, a significant decrease from 13% in 2006 and 14% in 2007, and 15% each in 2008 and 2009. Twelve percent (12%) were in Las Vegas to attend a convention, trade show, or corporate meeting (up from 9% last year), while 7% were in town on other business (down from 10% in 2008). Twelve percent (12%) were visiting friends or relatives (down from 14% in 2007 and 16% in 2009). Five percent (5%) said they were in town for a special event (up from 2% in 2006) while 4% said they were just passing through (up from 2% in 2006 but down from 5% each in 2007 and 2008). Three percent (3%) came for a wedding, and less than 1% came for a casino tournament (down from 2% each in 2007 and 2009).

FIGURE 8
Primary Purpose Of Current Visit
(First-Time Versus Repeat Visitors — 2010)



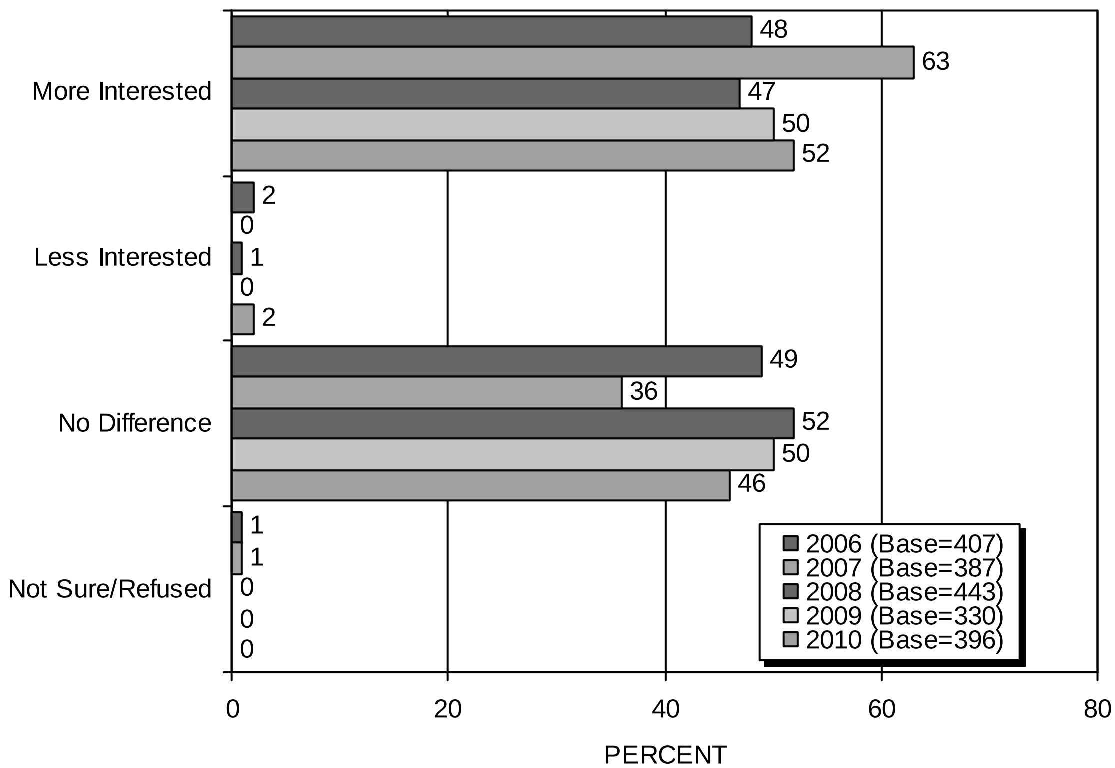
The primary purpose for the current visit among both first-time and repeat visitors is presented in Figure 8. First-time visitors were significantly more likely than repeat visitors to say they were visiting Las Vegas primarily for vacation or pleasure (69% vs. 47%). Repeat visitors were more likely than first-time visitors to say that their current trip to Las Vegas was to visit friends or relatives (12% vs. 8%), to gamble (10% vs. 1%), for a convention or corporate meeting (12% vs. 7%) or other business purposes (7% vs. 2%), or to attend a special event (5% vs. 2%).

FIGURE 9
Conventions/Trade Shows/Corporate Meetings



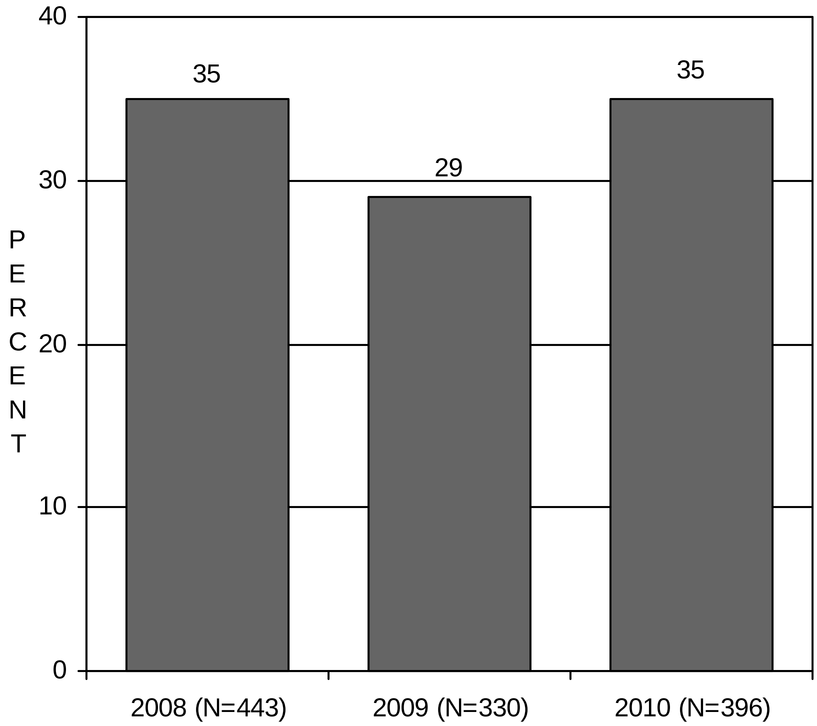
Visitors were asked if they had attended a convention, trade show, or corporate meeting while in Las Vegas (Figure 9). Eleven percent (11%) said they had, similar to prior years.

FIGURE 10
Interest In Attending Conventions, Trade Shows, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention, Trade Show, Or Corporate Meeting)



Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention — or if it made no difference (Figure 10). In 2010, just over one-half (52%) said having the convention in Las Vegas made them more interested in attending (down significantly from 63% in 2007) while 46% said it made no difference (up from 36% in 2007). Only 2% said it made them less interested.

FIGURE 11
Whether Brought Someone Else Who Did Not Attend
Conventions, Trade Shows, Or Corporate Meetings In Las Vegas*
(Among Visitors Who Attended A Convention, Trade Show, Or Corporate Meeting)



Beginning in 2008, convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, or corporate meeting with them. Thirty-five percent (35%) of convention visitors in 2010 said they had, similar to prior years (Figure 11).

---

* Only “yes” responses are reported in this chart.

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to planning more than 90 days in advance. Just over one-half (52%) of visitors in 2010 planned their trip to Las Vegas more than one month in advance (Figure 12), down significantly from 56% in 2006, 63% each in 2007 and 2008, and 55% in 2009. Forty-two percent (42%) planned their trip from one week to one month in advance, up from 39% in 2006, and 33% each in 2007 and 2008. Four percent (4%) planned their trip one to three days in advance, up from 3% each in 2006 – 2009.

FIGURE 12
Advance Travel Planning

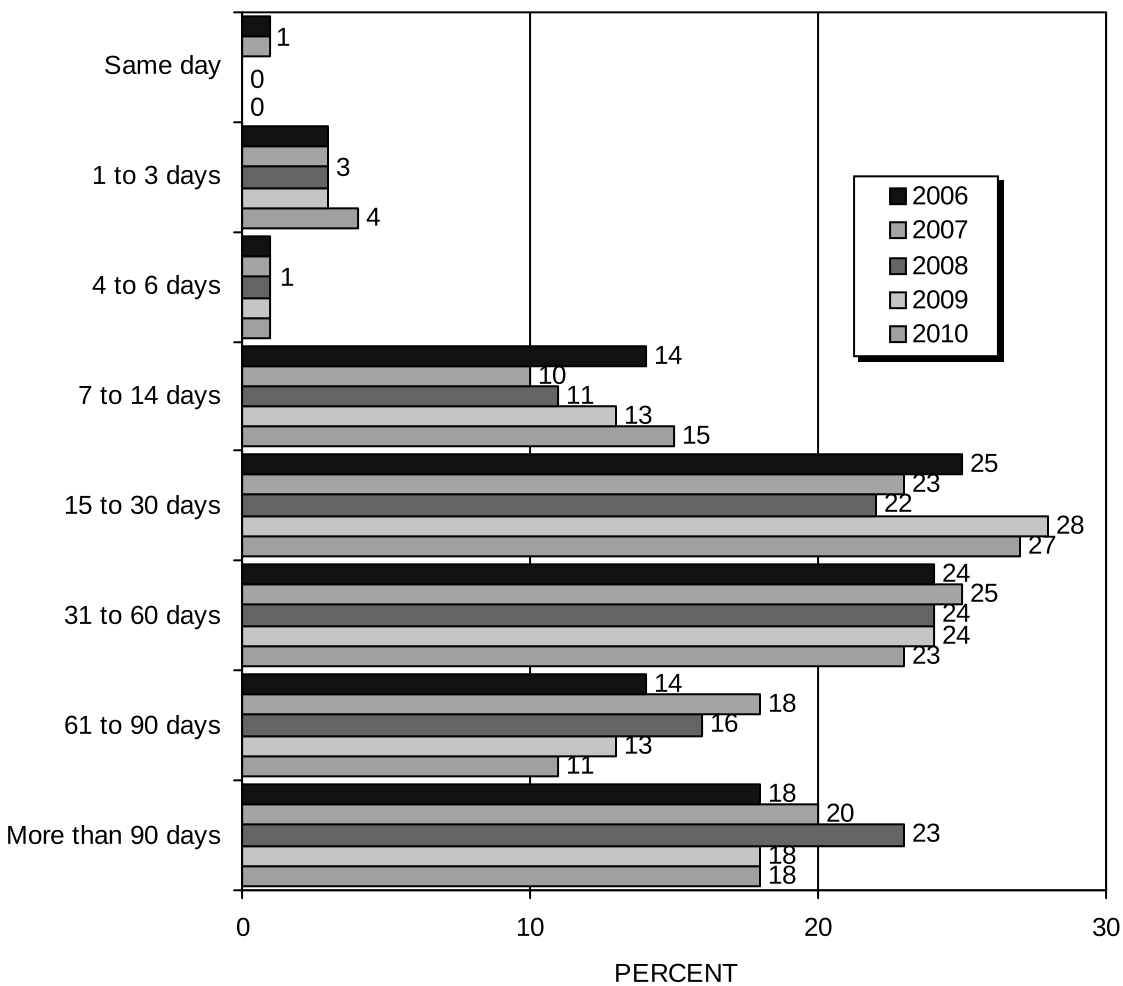
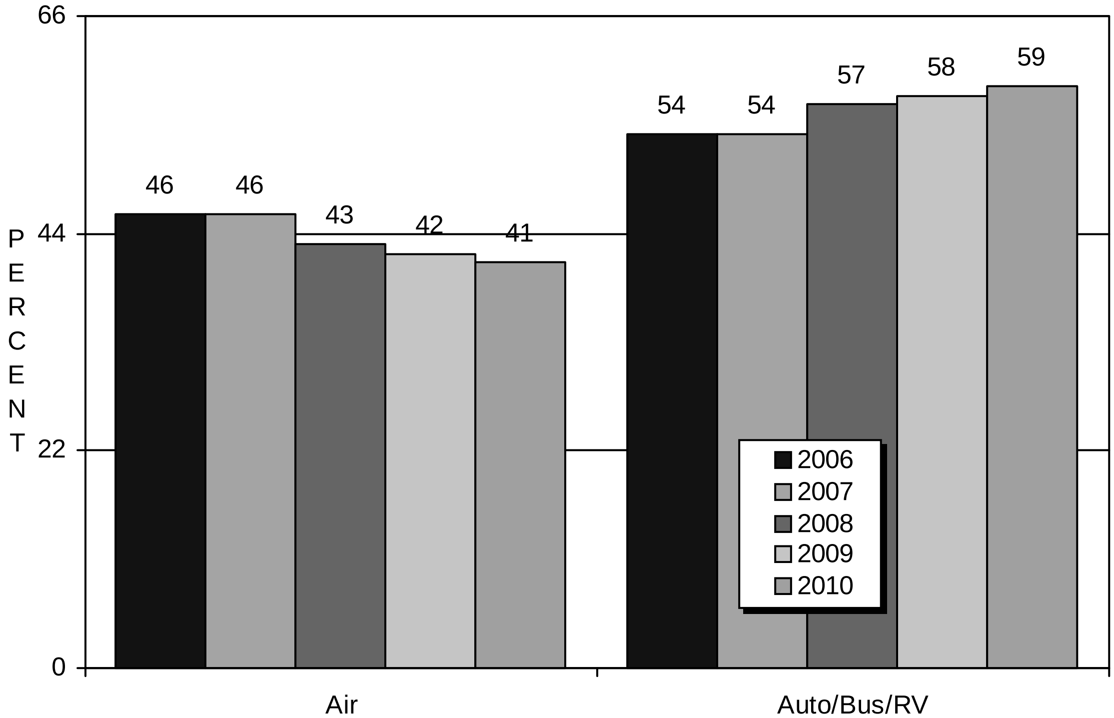
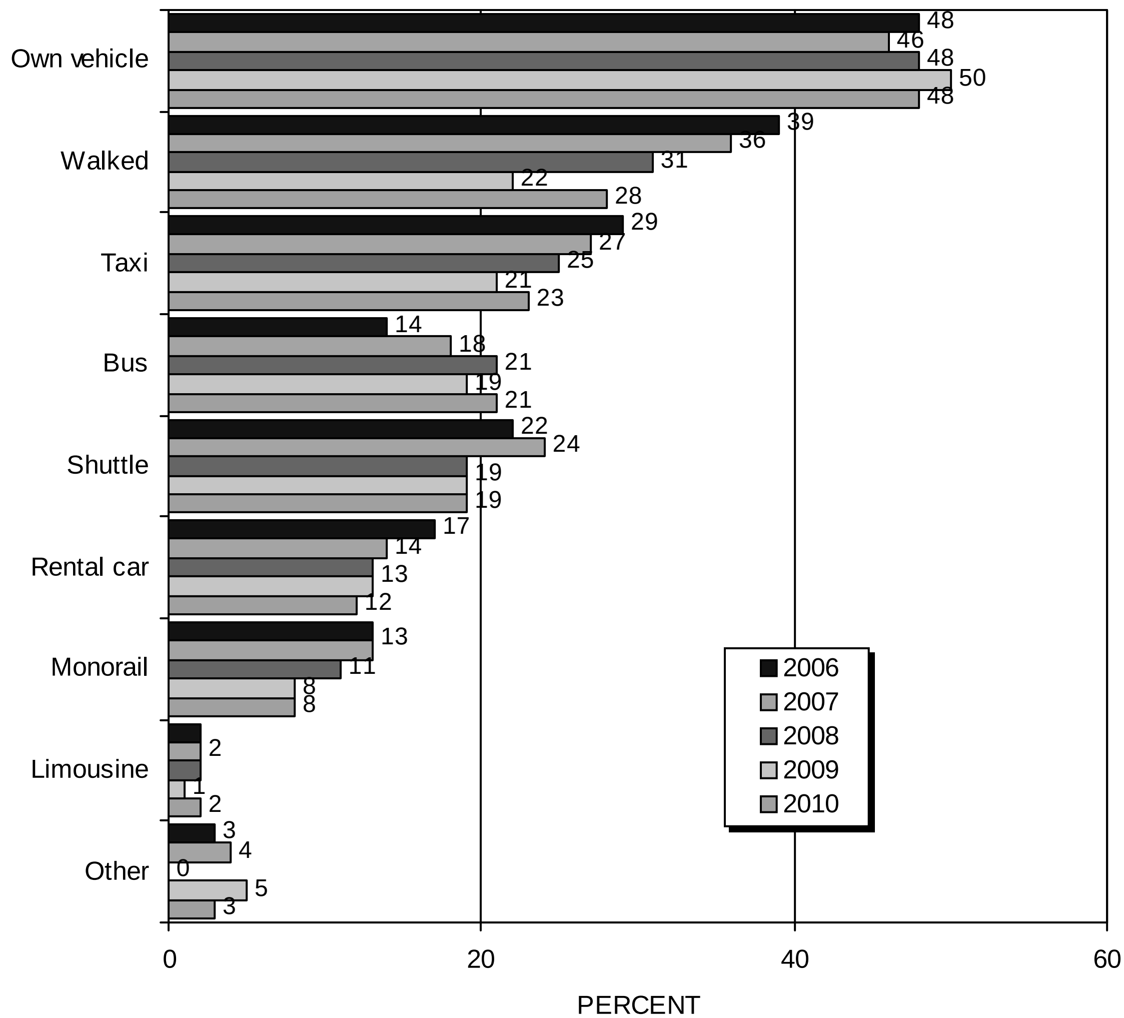


FIGURE 13
Transportation To Las Vegas



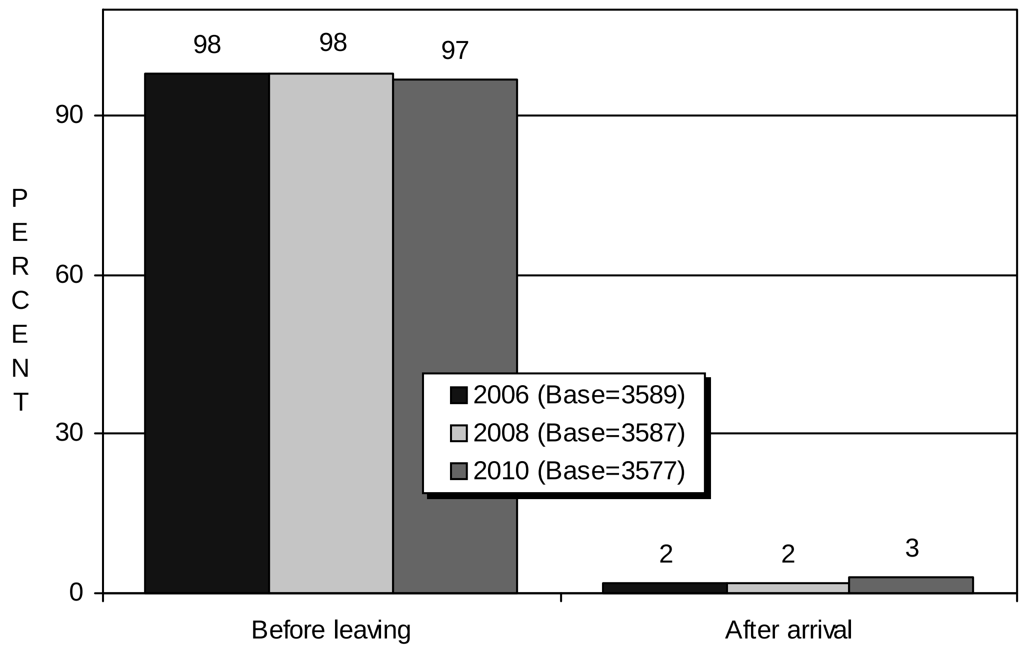
Forty-one percent (41%) of visitors to Las Vegas in 2010 arrived by air, similar to the past two years but down significantly from 46% in both 2006 and 2007, while 59% arrived by ground transportation, up from 54% in both 2006 and 2007 (Figure 13).

FIGURE 14
Local Transportation



Forty-eight percent (48%) of visitors said that they used their own vehicle when traveling around Las Vegas, similar to prior years (Figure 14). Twenty-eight percent (28%) volunteered that they walked while in Las Vegas, up from 22% last year but down from 39% in 2006, 36% in 2007, and 31% in 2008. Twenty-three percent (23%) reported taking a taxi (down from 29% in 2006 and 27% in 2007), while 21% reported taking a bus (up from 14% in 2006 and 18% in 2007), 19% reported using a hotel shuttle (down from 22% in 2006 and 24% in 2007), and 12% used a rental car (down from 17% in 2006). Monorail use (8%) was the same as last year but remains down significantly from 13% in both 2006 and 2007, and 11% in 2008.

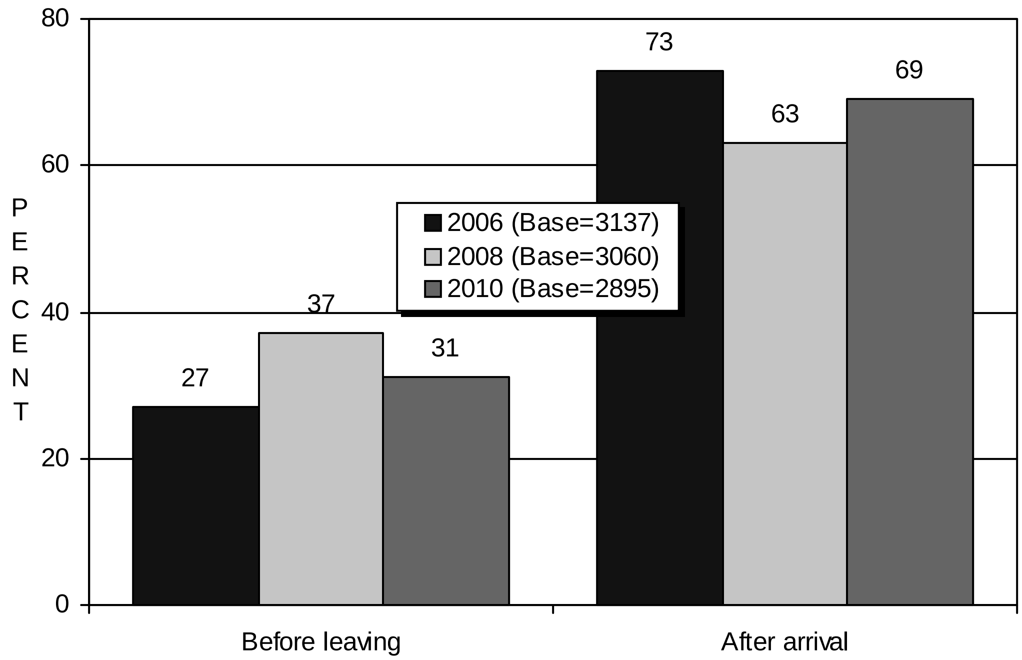
FIGURE 15
When Decided Where To Stay*
(Among Those Who Stayed Overnight – Asked Every Other Year)



Most visitors decided where to stay before leaving home (97%, down significantly from 98% in 2006 and 2008) (Figure 15).

* This question is asked every other year and was not asked in 2007 or 2009.

FIGURE 16
When Decided Where To Gamble*
(Among Those Who Gambled – Asked Every Other Year)



About seven in ten (69%) visitors decided where to gamble after arriving in Las Vegas, down significantly from 73% in 2006 but up from 63% in 2008 (Figure 16). Three in ten (31%) visitors decided where to gamble before leaving home, up from 27% in 2006 but down from 37% in 2008.

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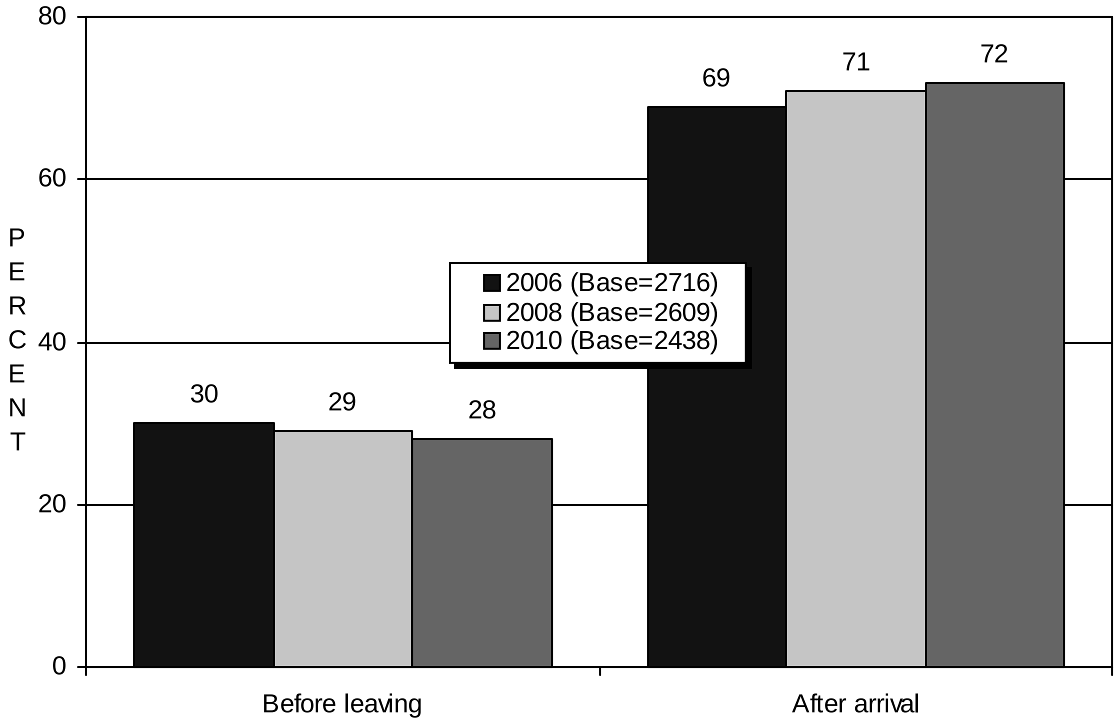
* This question is asked every other year and was not asked in 2007 or 2009.

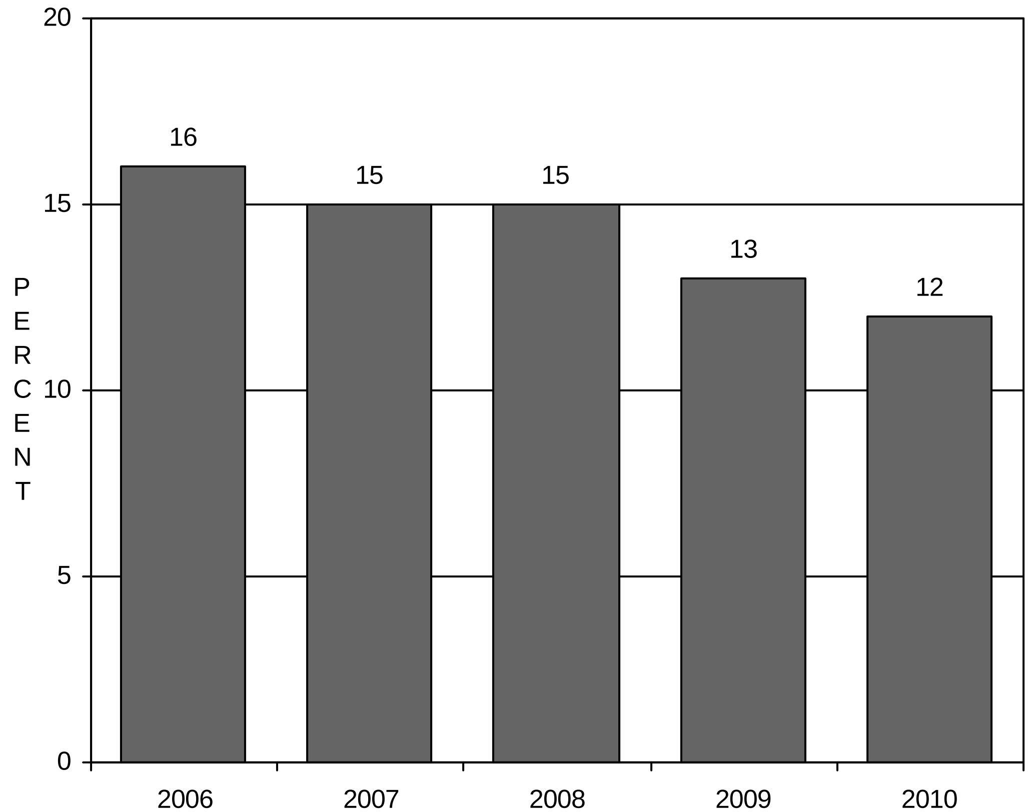
FIGURE 17
When Decided Which Shows To See*
(Among Those Who Saw Shows – Asked Every Other Year)



About seven in ten (72%) visitors in 2010 decided which shows to see after arrival, similar to past years, while nearly three in ten (28%) decided before leaving home (Figure 17).

* This question is asked every other year and was not asked in 2007 or 2009.

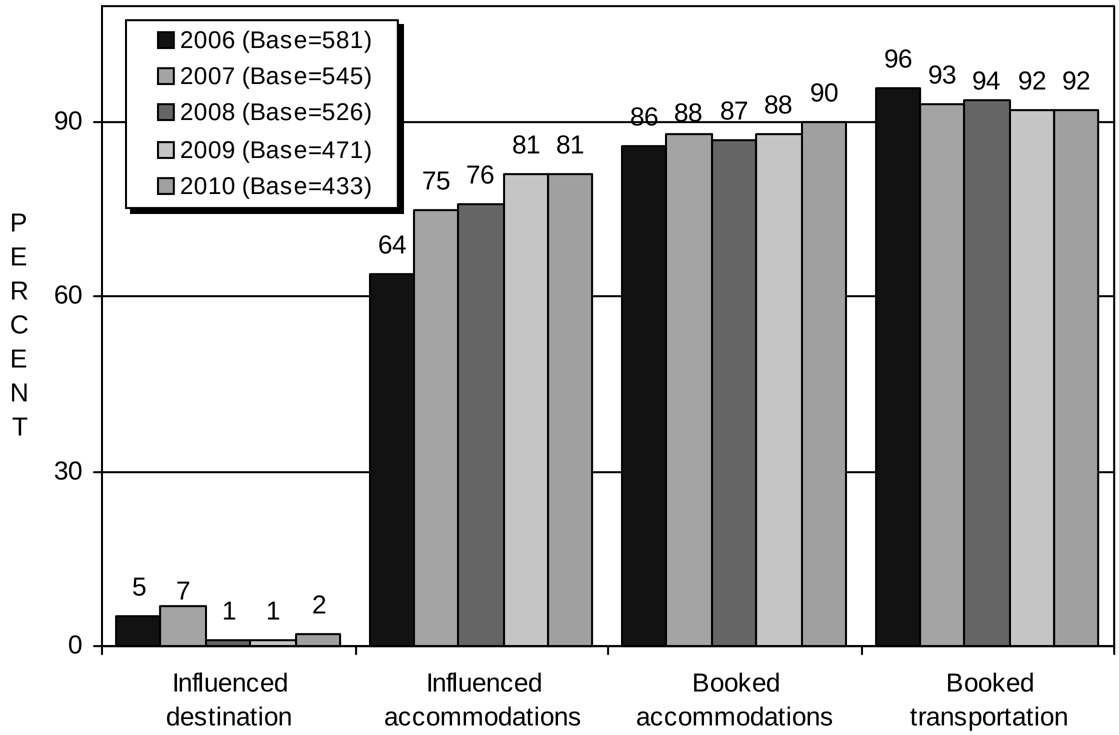
FIGURE 18
Travel Agent Assistance*



Twelve percent (12%) of visitors reported using a travel agent to plan their trip to Las Vegas, similar to last year, but down significantly from 16% in 2006 and 15% each in 2007 and 2008 (Figure 18).

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

FIGURE 19
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)



Among those visitors who used a travel agent to plan their trip to Las Vegas (Figure 19), 90% said the travel agent booked their accommodations (similar to prior years), while 92% said the travel agent booked their transportation (down significantly from 96% in 2006).

Eighty-one percent (81%) of visitors said their travel agent influenced their choice of accommodations in Las Vegas (up from 64% in 2006 and 75% in 2007), while just 2% said the travel agent influenced their choice of destination (down from 5% in 2006 and 7% in 2007).

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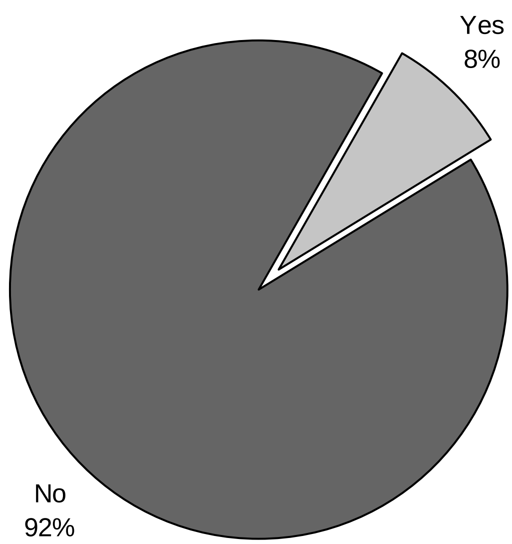
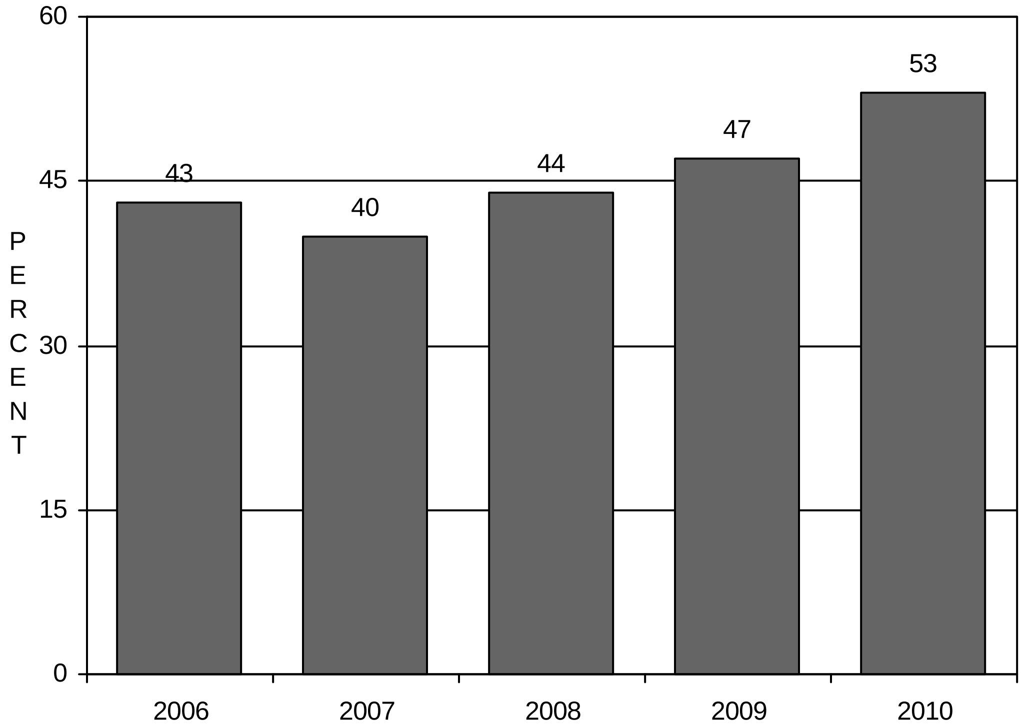
* Only "yes" responses are reported in this chart.

FIGURE 20
Whether Used Social Media Web Sites To Plan Trip



Beginning in 2010, visitors were asked if they used any social media web sites, such as Facebook, Twitter, or others, to help in planning their trip to Las Vegas. Eight percent (8%) of visitors said they had (Figure 20).

FIGURE 21
Whether Used The Internet To Plan Trip*



Visitors were asked if they used the Internet to plan their trip, and over one-half (53%) said yes, up significantly from 43% in 2006, 40% in 2007, 44% in 2008, and 47% in 2009 (Figure 21).

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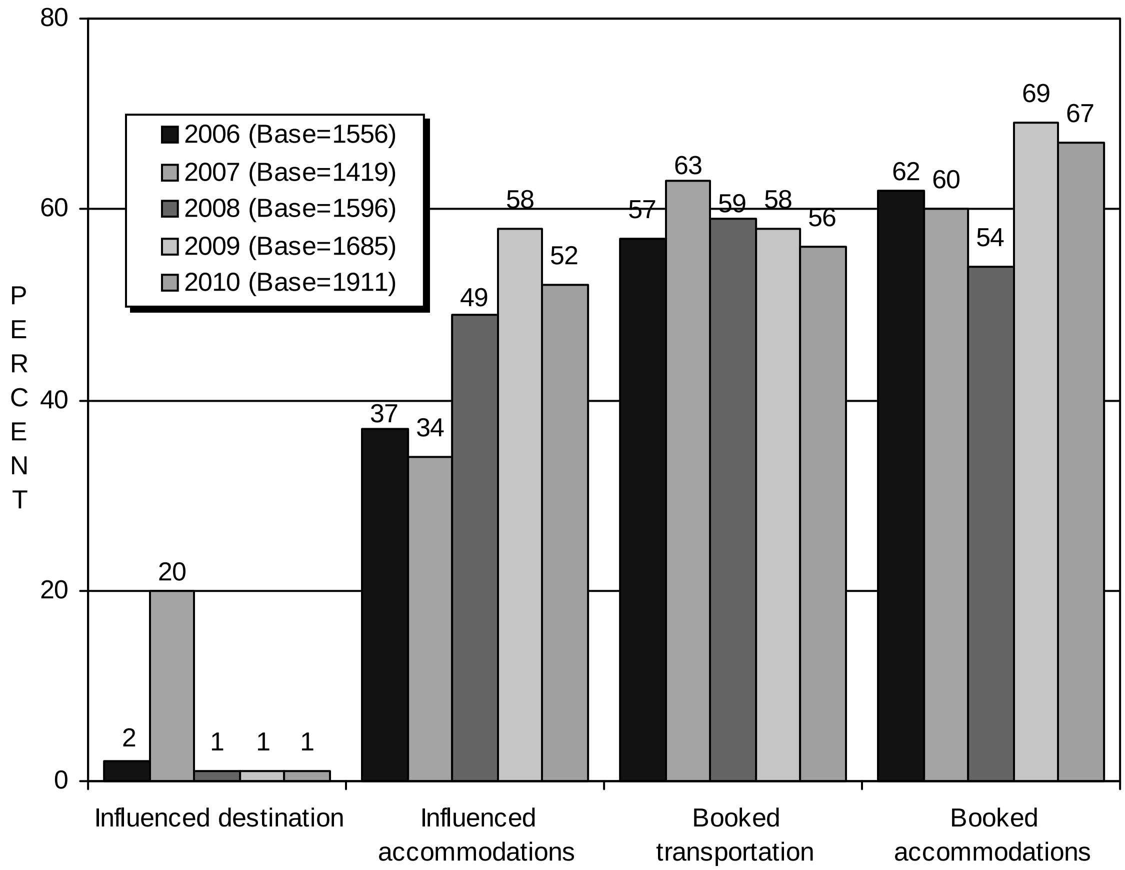
* Only "yes" responses are reported in this chart.

FIGURE 22
Internet Influence And Use*
(Among Those Who Used The Internet To Plan Trip)



Among visitors who used the Internet to plan their trip to Las Vegas, 56% said they booked their transportation online, down significantly from 63% in 2007 (Figure 22). Two-thirds (67%) said they booked their accommodations online, up significantly from 62% in 2006, 60% in 2007, and 54% in 2008. Over one-half (52%) said the Internet influenced their choice of accommodations, up significantly from 37% in 2006 and 34% in 2007, but down from 58% in 2009.

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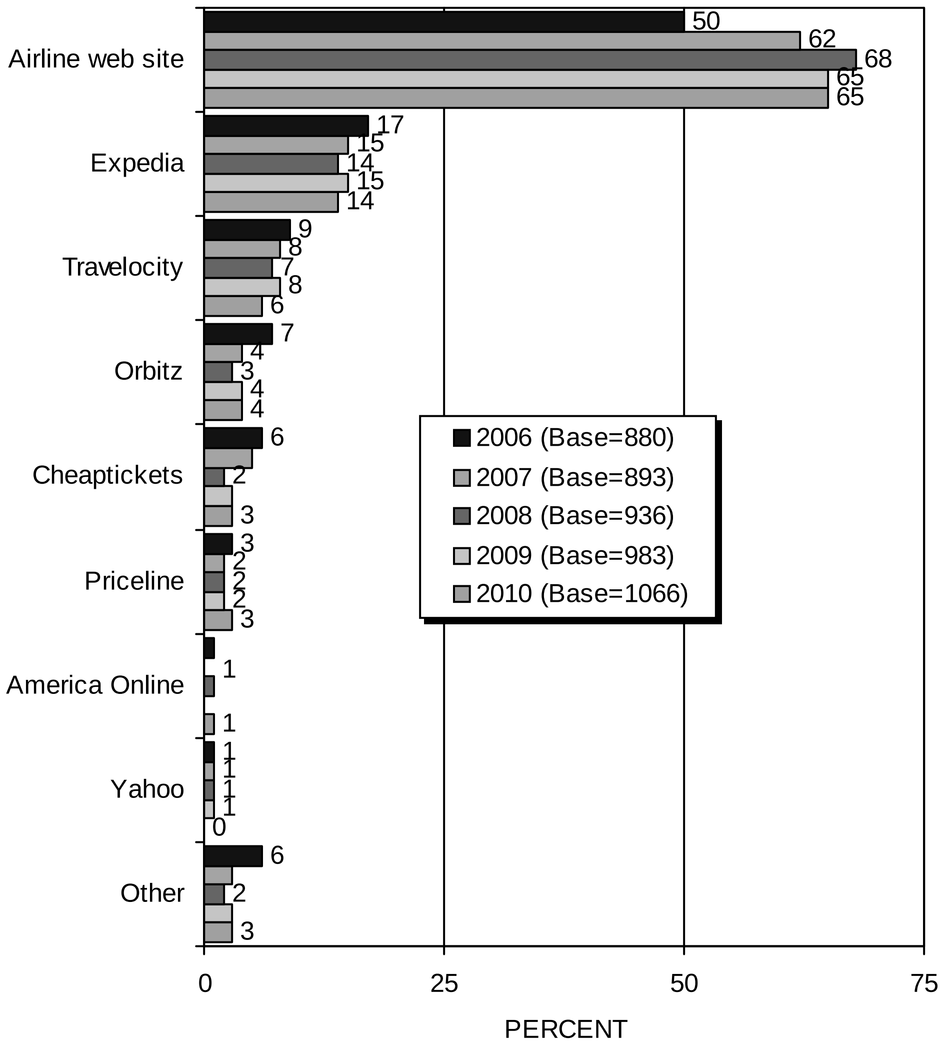
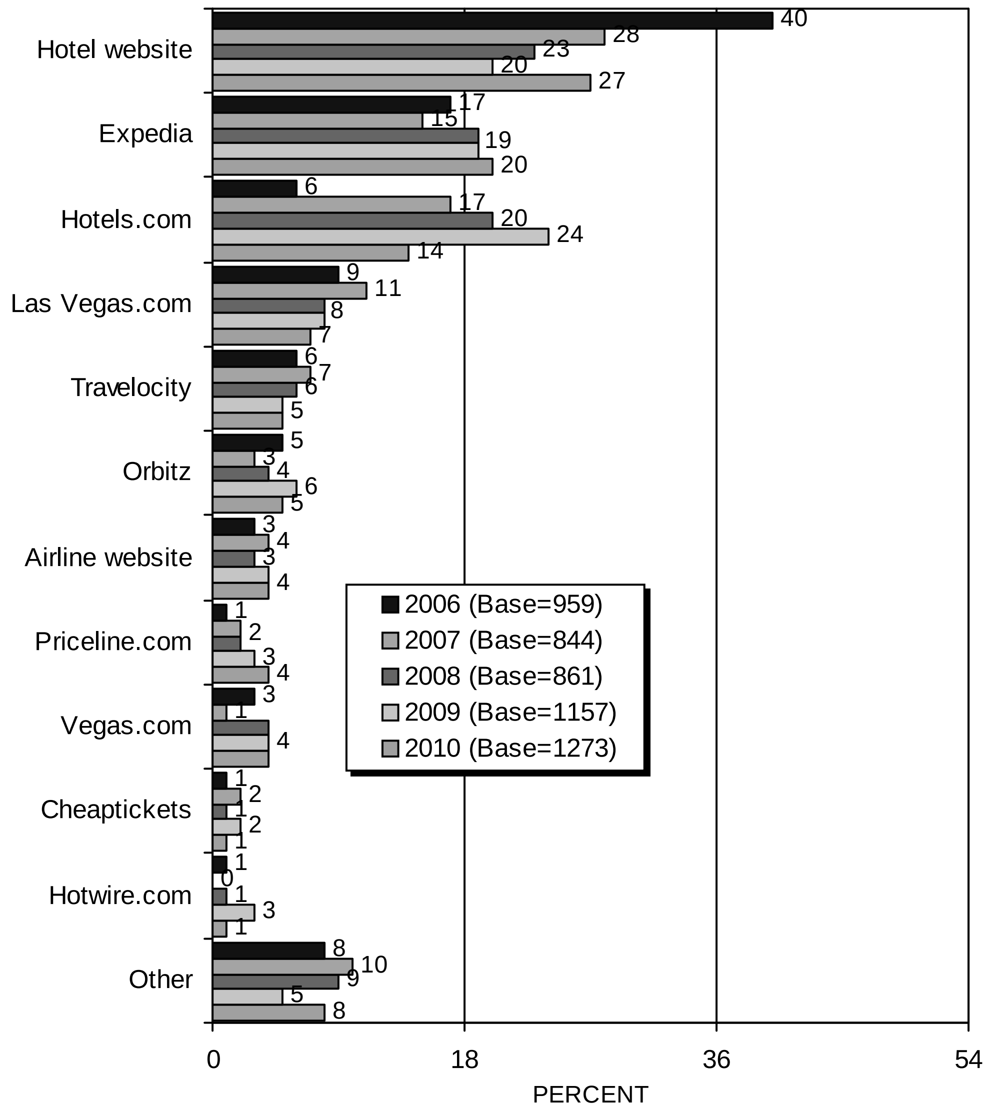
* Only “yes” responses are reported in this chart.

FIGURE 23
Website Used To Book Transportation
(Among Those Who Booked Their
Transportation To Las Vegas Online)



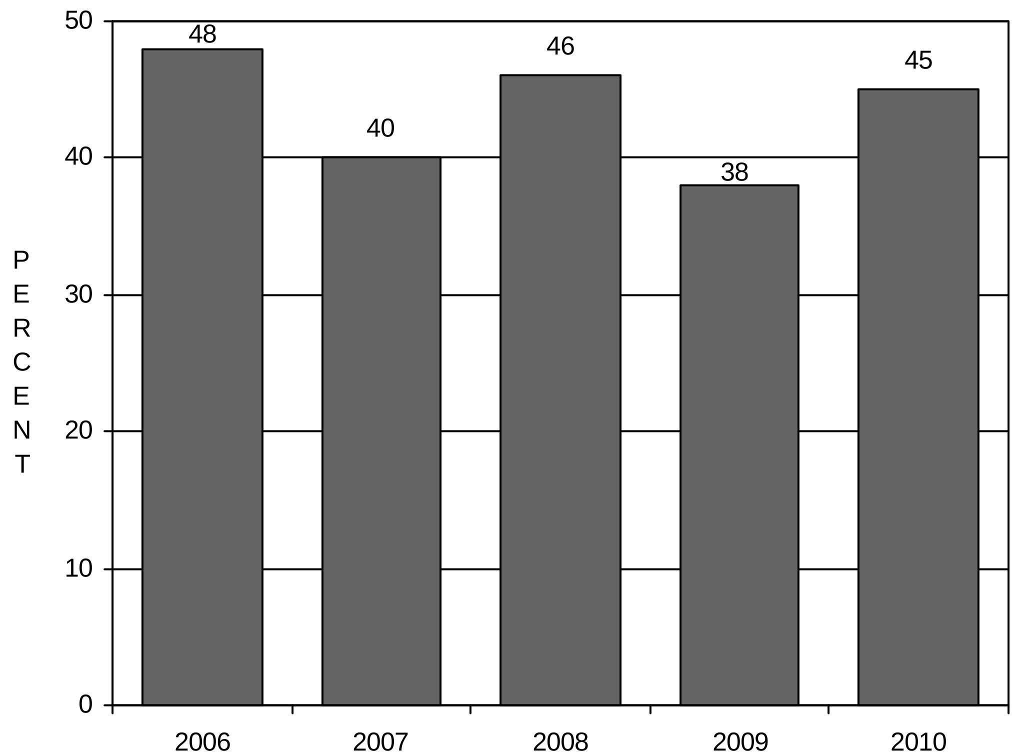
Among those who booked their transportation to Las Vegas online, nearly two-thirds (65%) said they used an airline website, up significantly from one-half (50%) in 2006 (Figure 23). Fourteen percent (14%) said they used Expedia. Six percent (6%) used Travelocity (down from 9% in 2006), 4% said Orbitz (down from 7% in 2006), 3% said Cheaptickets (down from 6% in 2006 and 5% in 2007), and 3% said Priceline. Three percent (3%) mentioned a variety of other websites.

FIGURE 24
Website Used To Book Accommodations
(Among Those Who Booked Their Accommodations In Las Vegas Online)



Among those who booked their accommodations online for their current trip to Las Vegas, 27% said they used a hotel website, down from 40% in 2006 but up from 20% in 2009 (Figure 24). Twenty percent (20%) used Expedia (up from 15% in 2007), while 14% said they used Hotels.com (up from 6% in 2006 but down from 20% in 2008 and 24% in 2009). Seven percent (7%) used LasVegas.com (down from 11% in 2007), 5% each used Travelocity or Orbitz, while the remaining visitors used a variety of other websites.

FIGURE 25
Whether Visited Downtown Las Vegas*



Forty-five percent (45%) of visitors said they had visited Downtown Las Vegas on their current trip, up from 40% in 2007 and 38% in 2009 (Figure 25).

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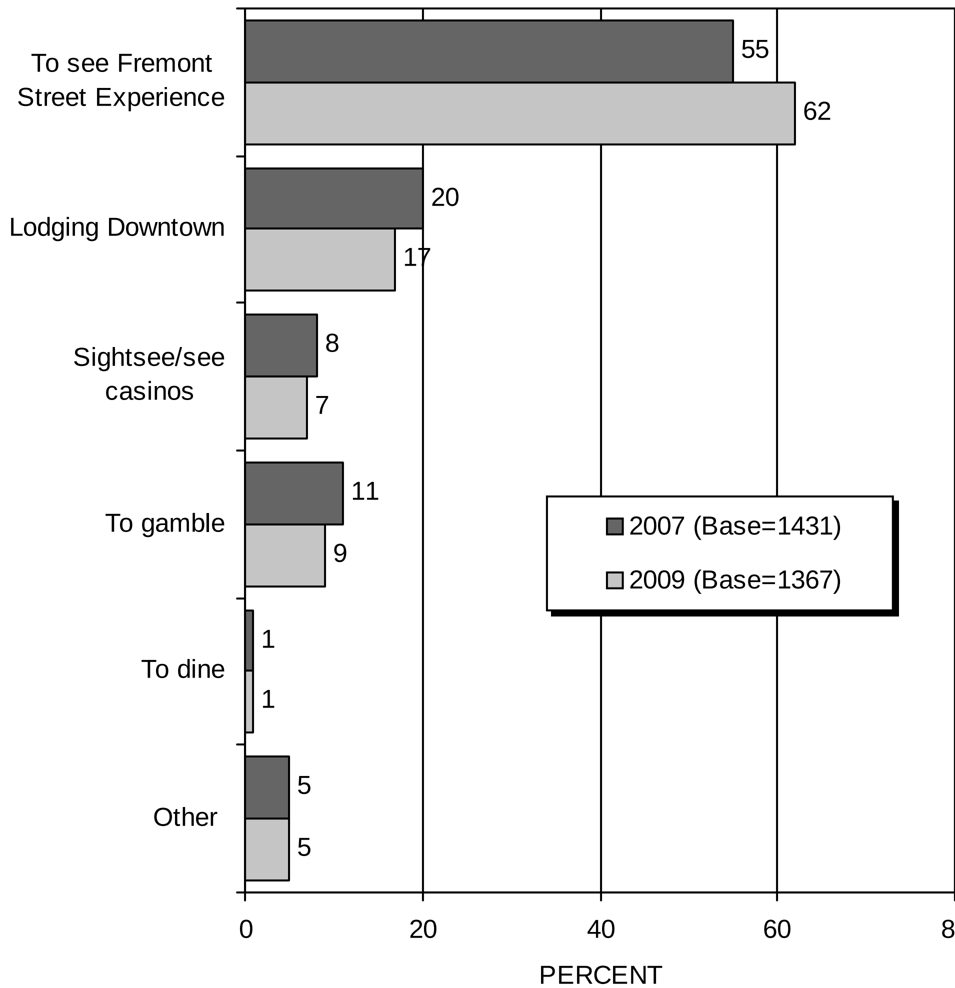
* Only “yes” responses are reported in this chart.

FIGURE 26
Main Reason For Visiting Downtown Las Vegas*
(Among Those Who Visited Downtown — Asked Every Other Year)

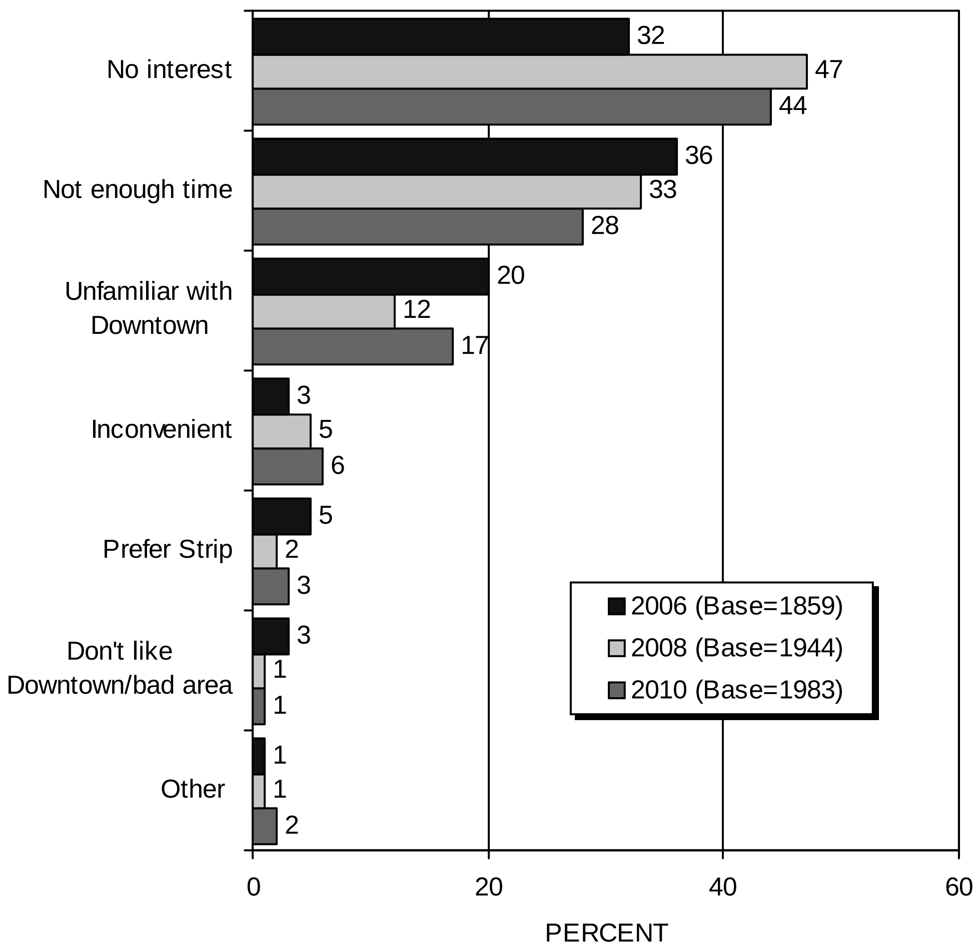


Visitors who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so (Figure 26). More than six in ten (62%) said it was to see the Fremont Street Experience, up from 55% in 2007. One in six visitors (17%) said they were lodging Downtown (down from 20% in 2007), and 9% said they went Downtown primarily to gamble. The number who said they visited Downtown primarily to sightsee was 7%.

---

* This question is asked every other year and was not asked in 2006, 2008, or 2010.

FIGURE 27
Main Reason For Not Visiting Downtown Las Vegas*
(Among Those Who Did Not Visit Downtown —
Asked Every Other Year)

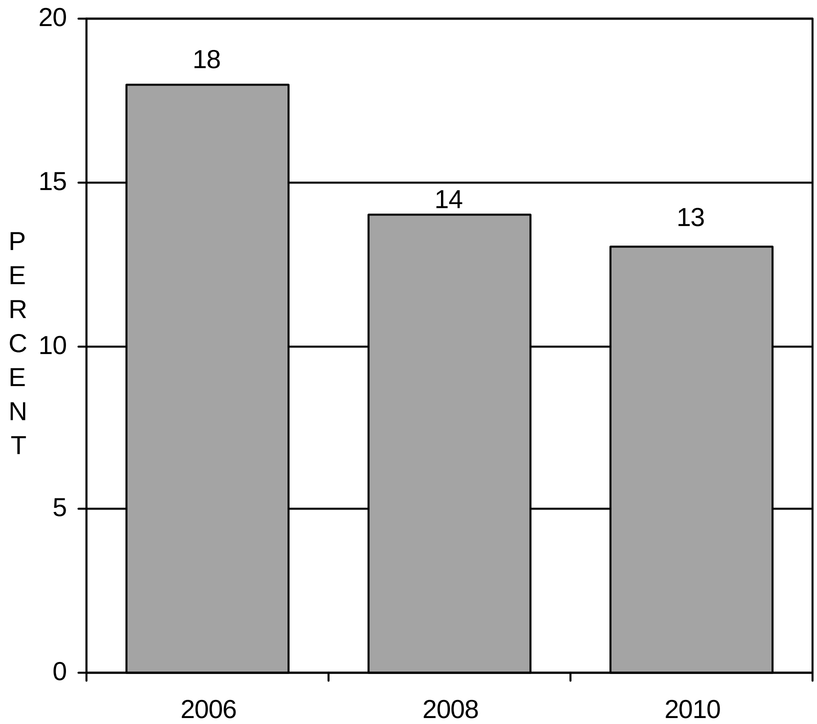


Visitors who had not visited Downtown Las Vegas on their current trip were asked the primary reason why they had not done so (Figure 27). More than four in ten (44%) said it was because they were not interested in Downtown (up significantly from 32% in 2006). Over one-quarter (28%) said it was because they did not have enough time (down from 36% in 2006 and 33% in 2008), while 17% said they were unfamiliar with Downtown (up from 12% in 2008). Six percent (6%) of visitors said they did not go Downtown because it was inconvenient (up from 3% in 2006), and 3% said they prefer the Strip area (down from 5% in 2006 but up from 2% in 2008).

---

* This question is asked every other year and was not asked in 2007 or 2009.

FIGURE 28
Visits To Nearby Places*
(Asked Every Other Year)



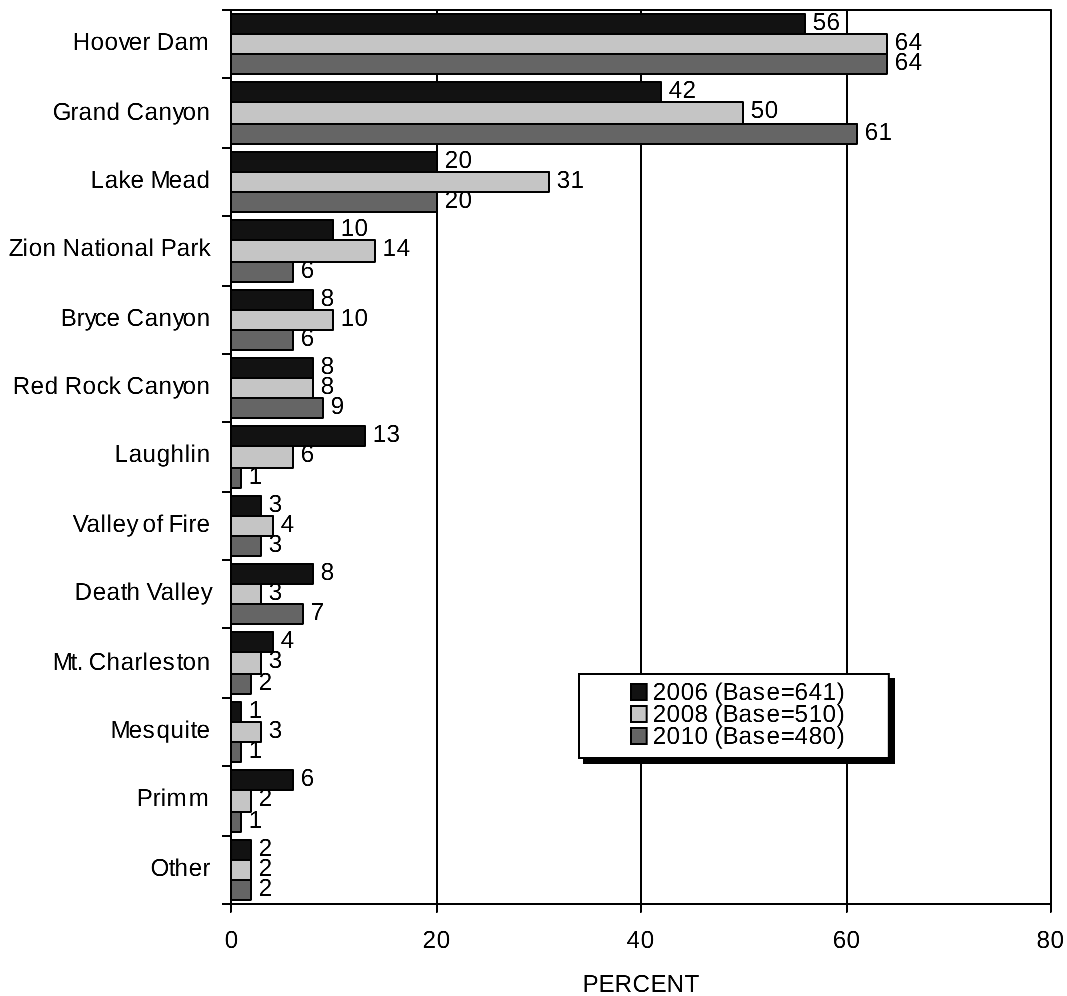
Visitors were asked if they visited any nearby places before or after their trip to Las Vegas (Figure 28). Thirteen percent (13%) of visitors said they had, down significantly from 18% in 2006.

---

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

This question is asked every other year and was not asked in 2007 or 2009.

FIGURE 29
Other Nearby Places Visited*
(Among Those Who Planned to Visit Other Places – Asked Every Other Year)



Visitors were asked what other nearby destinations they had visited, or planned to visit (Figure 29). In 2010, visitors were most likely to say Hoover Dam (64%, up from 56% in 2006) and the Grand Canyon (61%, up from 42% in 2006 and 50% in 2008). Two in ten (20%) said Lake Mead (down from 31% in 2008), while 9% mentioned Red Rock, 7% said Death Valley (up from 3% in 2008), and 6% each mentioned Zion National Park (down from 14% in 2008) or Bryce Canyon. One percent (1%) each mentioned Laughlin (down from 13% in 2006 and 6% in 2008), Mesquite (down from 3% in 2008), or Primm (down from 6% in 2006).

---

* Multiple responses were permitted.

This question is asked every other year and was not asked in 2007 or 2009.

TRIP CHARACTERISTICS AND EXPENDITURES

Nearly seven in ten visitors (69%) traveled in parties of two, up significantly from 66% in 2006 (Figure 30). Five percent (5%) said they were in a party of three (down from 7% each in 2006 – 2008), while 11% were in a party of four, and 4% were in a party of five or more (down from 7% in 2006 and 6% in 2007). Eleven percent (11%) of visitors traveled alone, the same as the past two years, but up from 8% each in 2006 and 2007. The average party size in 2010 was 2.4 persons, the same as the past two years, but down significantly from 2.6 in 2006 and 2.5 in 2007.

FIGURE 30
Adults In Immediate Party

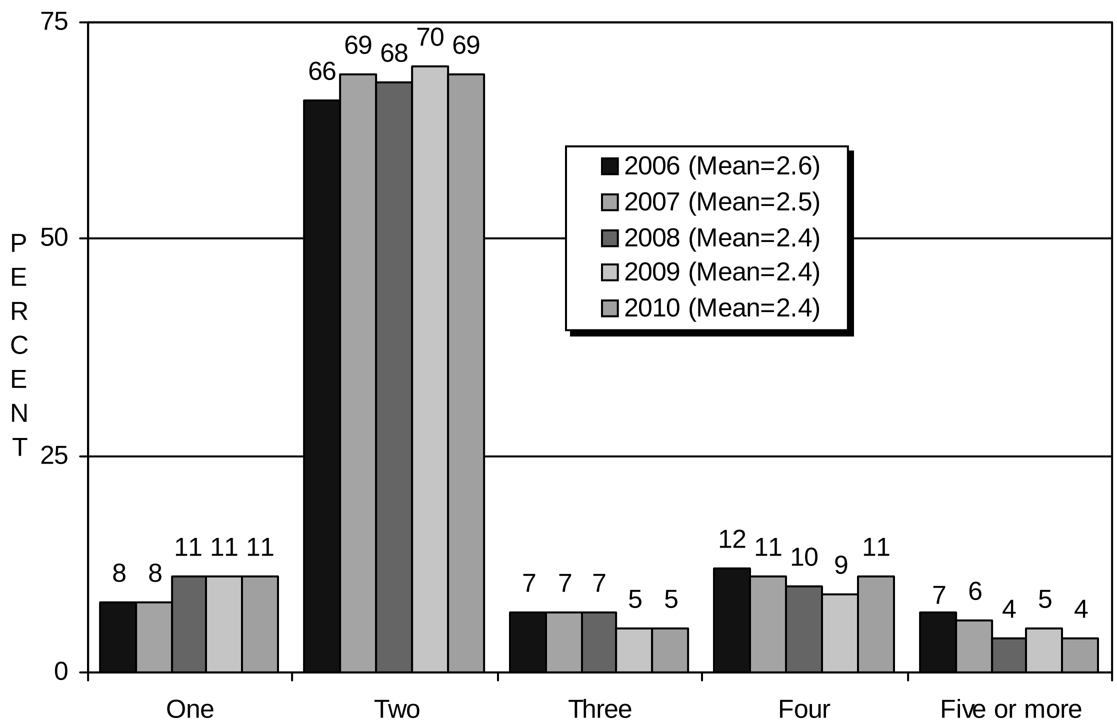
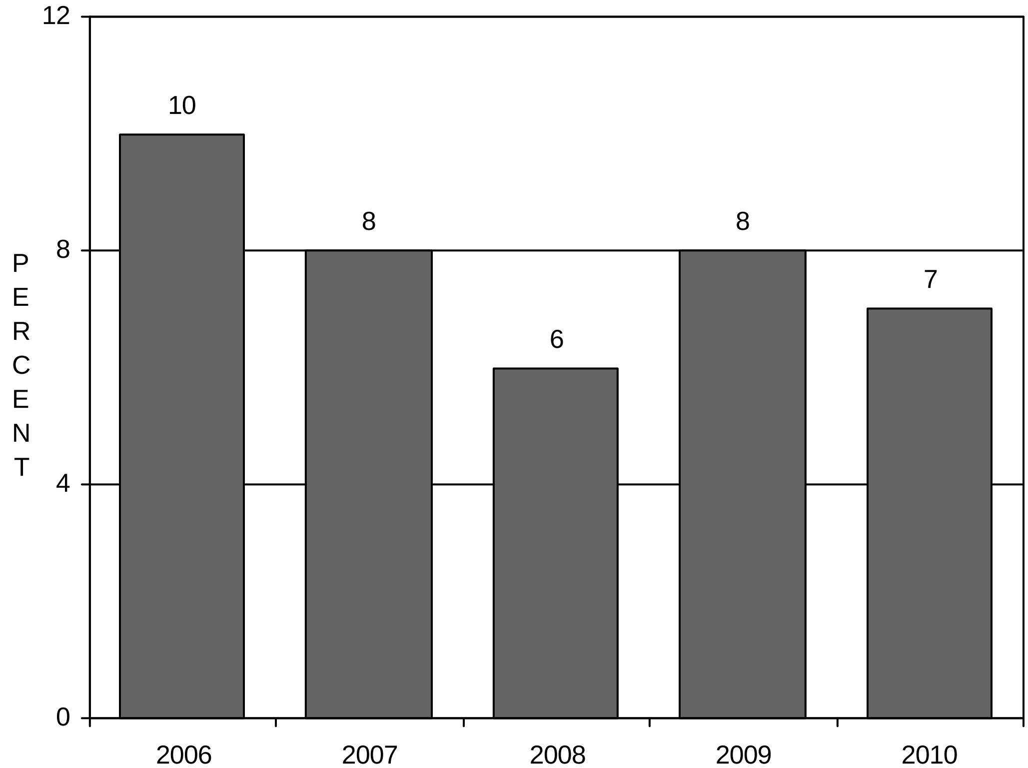


FIGURE 31
Whether Had Persons In Immediate Party Under Age 21*
(Among All Visitors)



We asked visitors whether they had any people under the age of 21 traveling with them in their immediate party (Figure 31). Seven percent (7%) said they did, down significantly from 10% in 2006.

---

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

FIGURE 32
Nights Stayed

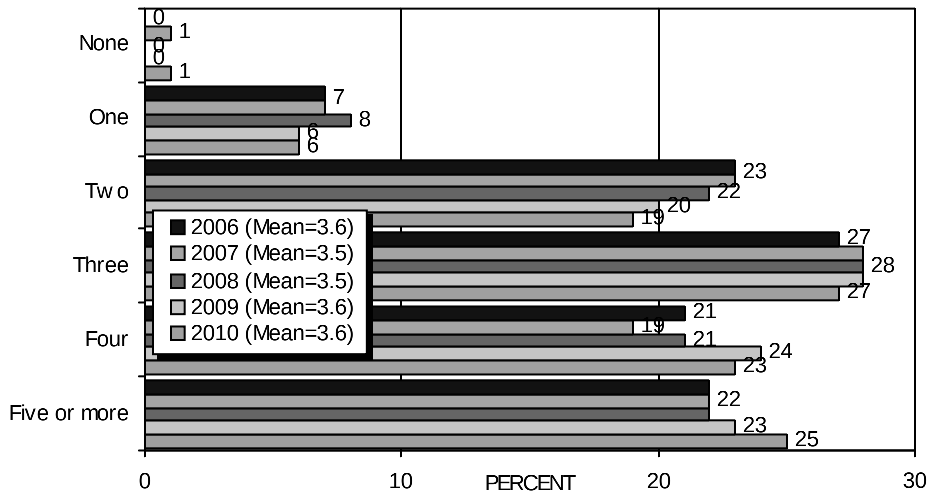
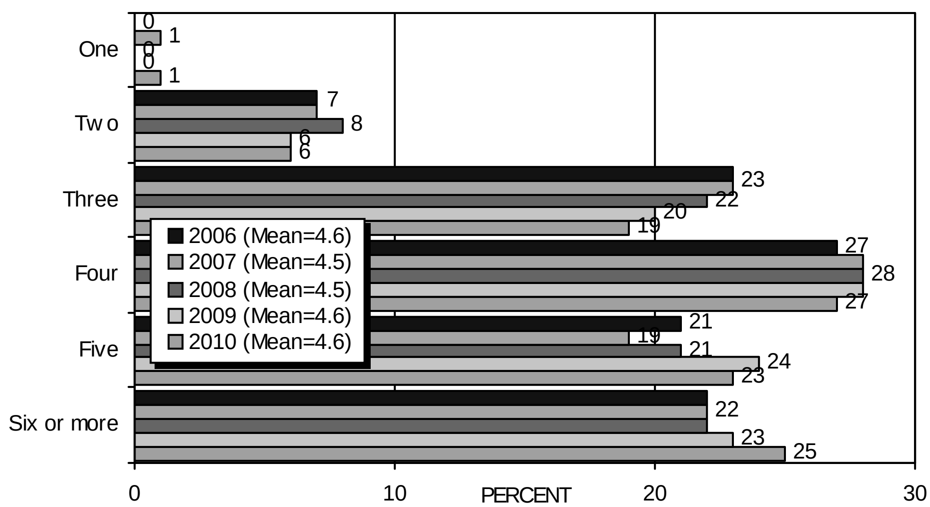
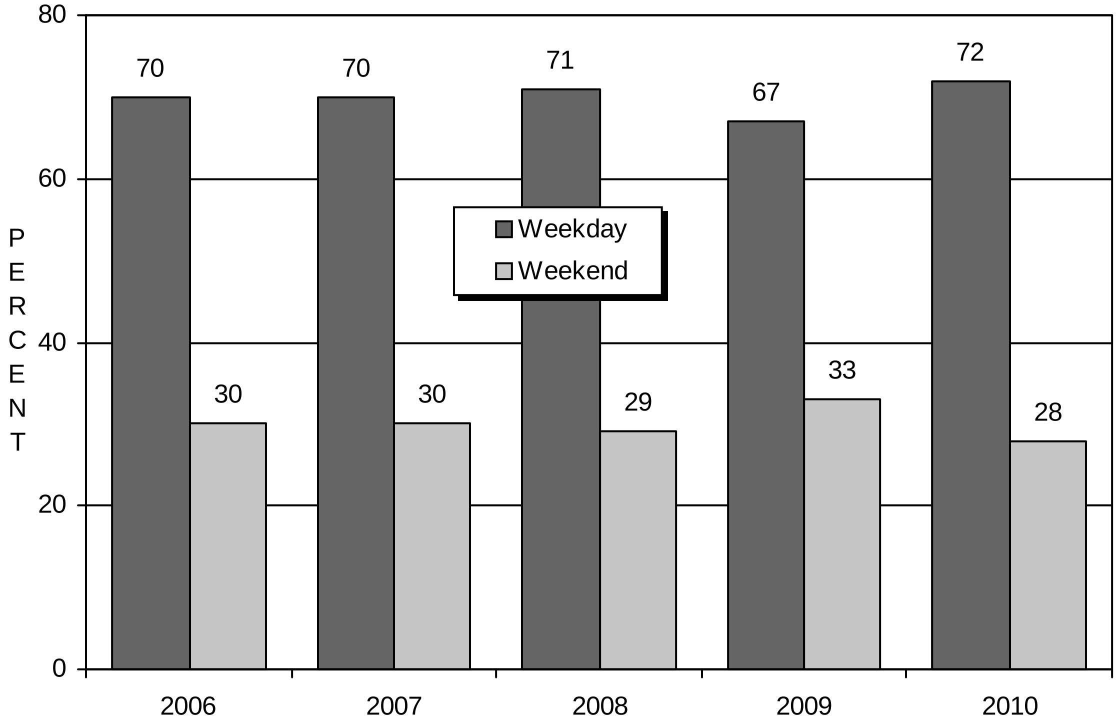


FIGURE 33
Days Stayed



In 2010, visitors stayed an average of 3.6 nights and 4.6 days in Las Vegas — up from the average of 3.5 nights and 4.5 days in 2007 and 2008 (Figures 32 and 33).

FIGURE 34
Weekend Versus Weekday Arrival*



Twenty-eight percent (28%) of visitors arrived in Las Vegas on a weekend (down significantly from 33% in 2009), while 72% arrived on a weekday (up from 67% last year) (Figure 34).

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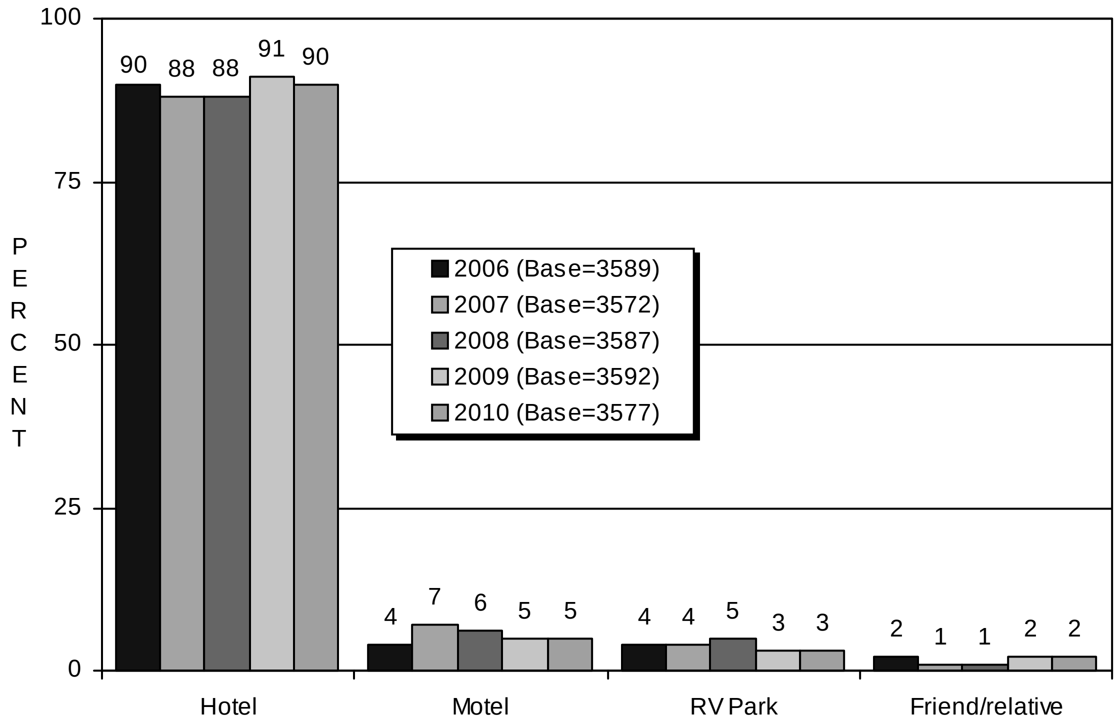
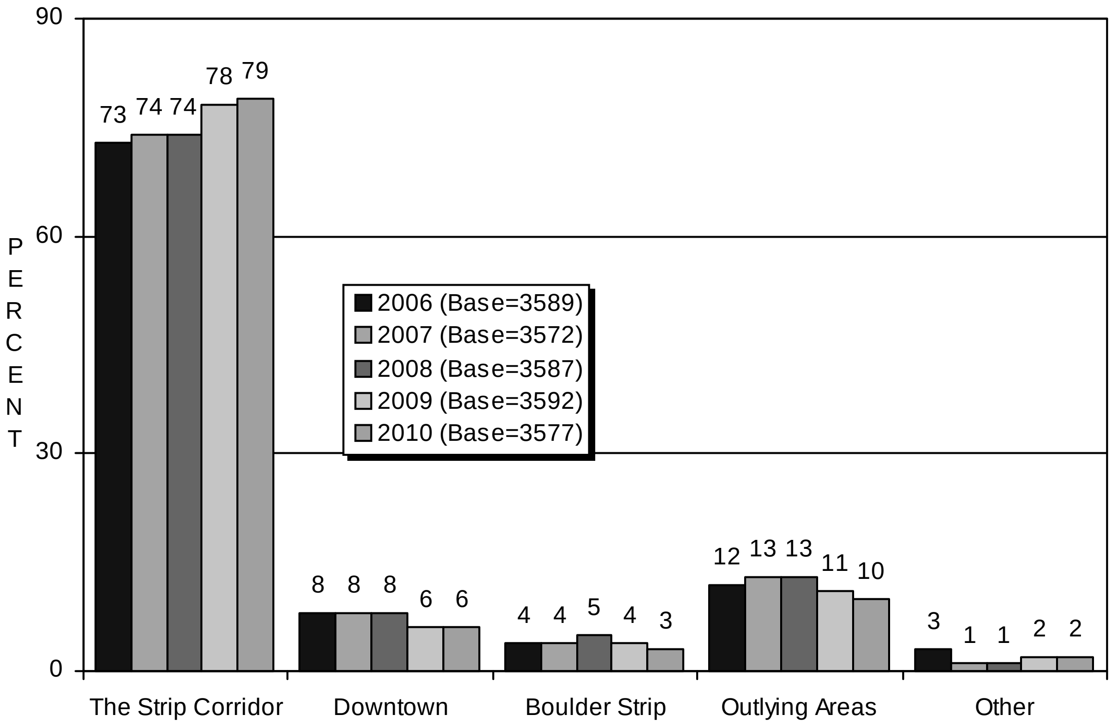
* *Weekday* is defined as Sunday through Thursday. *Weekend* is defined as Friday and Saturday.

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



Among visitors who stayed in Las Vegas overnight, 90% stayed in a hotel (up from 88% each in 2007 and 2008), while 5% stayed in a motel (down from 7% in 2007). Three percent (3%) stayed in an RV park (down from 4% each in 2006 and 2007 and 5% in 2008), and 2% stayed with friends or relatives (up from 1% each in 2007 and 2008) (Figure 35).

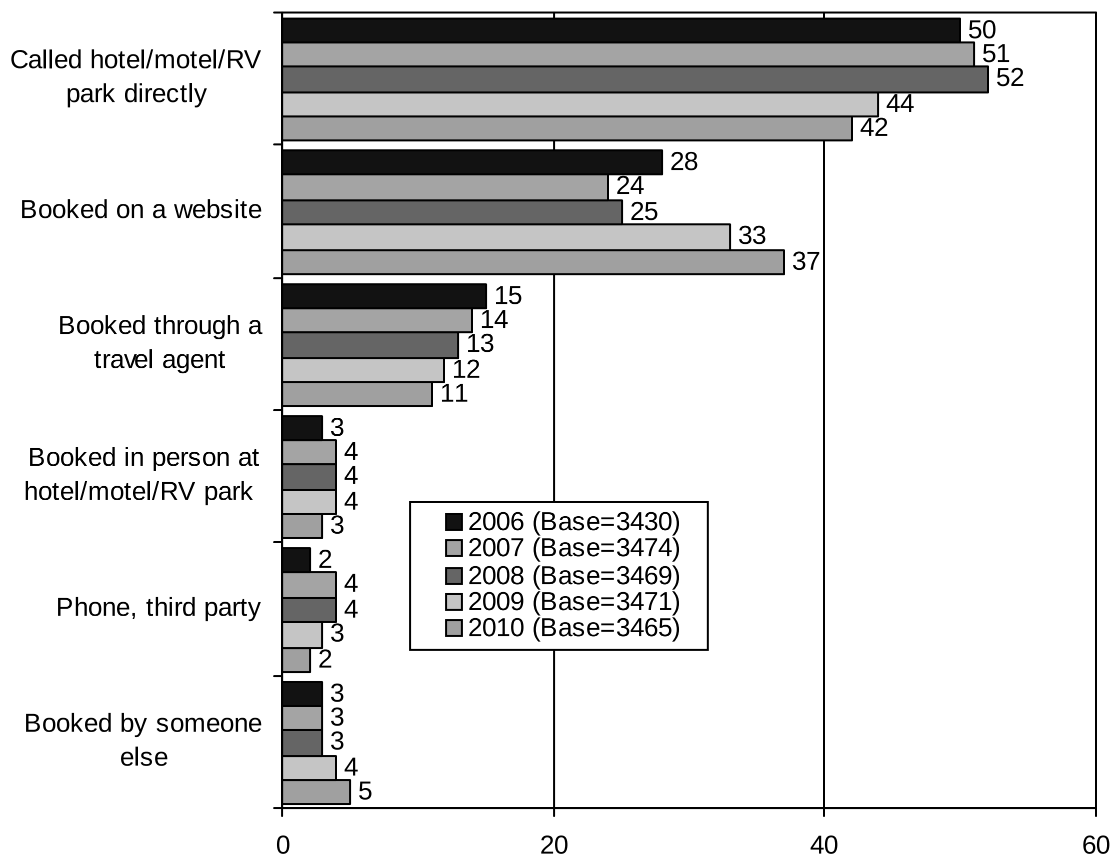
FIGURE 36
Location Of Lodging
(Among Those Who Stayed Overnight)



In terms of lodging location (among those who stayed overnight), 79% stayed in a property on the Strip Corridor* (up from 73% in 2006 and 74% each in 2007 and 2008), 6% stayed Downtown (down from 8% each in 2006 – 2008), and 3% stayed on the Boulder Strip (down from 5% in 2008). Ten percent (10%) stayed in outlying parts of Las Vegas (a significant decrease from 12% in 2006 and 13% each in 2007 and 2008), and 2% stayed in other areas (down from 3% in 2006) (Figure 36).

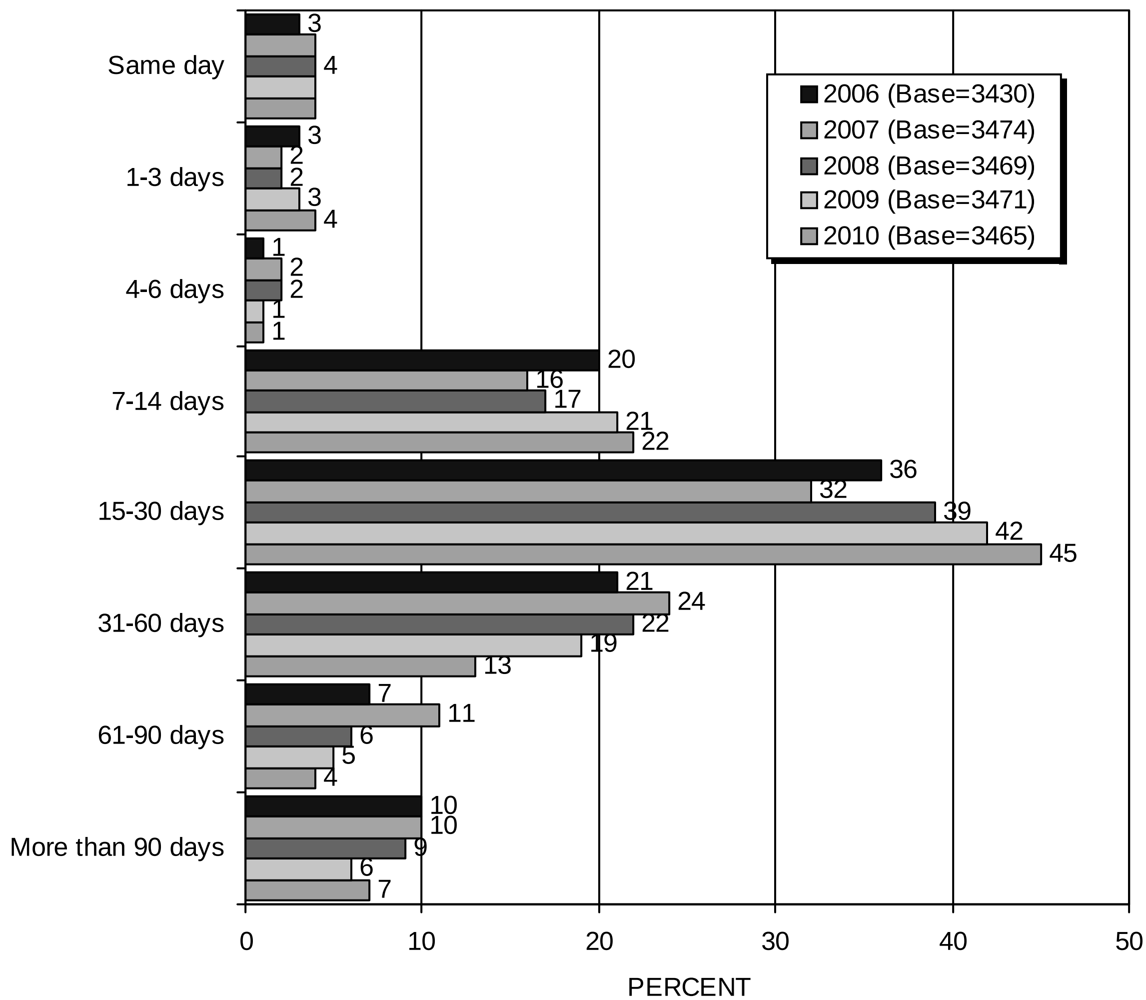
* The Strip Corridor includes properties located directly on Las Vegas Boulevard South, as well as properties near the Strip, between Valley View Road and Paradise Road.

FIGURE 37
How Booked Accommodations In Las Vegas
(Among Those Who Stayed In A Hotel/Motel/RV Park)



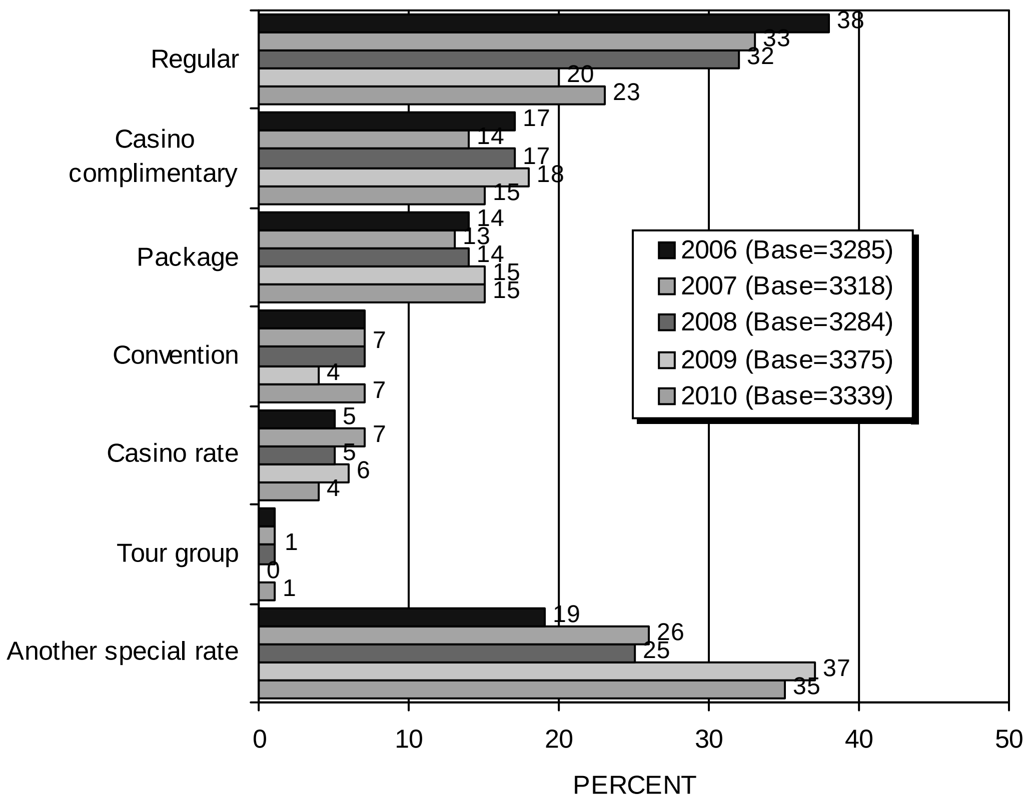
Visitors who stayed at a hotel, motel, or RV park were asked how they booked their accommodations in Las Vegas (Figure 37). In 2010, 42% said they called the hotel, motel, or RV park directly (about the same as last year but down significantly from 50% in 2006, 51% in 2007, and 52% in 2008). Thirty-seven percent (37%) said they used a website (up significantly from 28% in 2006, 24% in 2007, 25% in 2008, and 33% in 2009). Eleven percent (11%) said they booked through a travel agent (down 15% in 2006 and 14% in 2007). Three percent (3%) said they booked in person, and 2% (down from 4% each in 2007 and 2008) booked by phone through a third party (but not a travel agent).

FIGURE 38
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)



We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 38). One-quarter (24%) of visitors booked more than a month in advance, down significantly from 38% in 2006, 45% in 2007, 37% in 2008, and 30% in 2009. By contrast, two-thirds (67%) of visitors booked one week to one month in advance, up significantly from 56% each in 2006 and 2008, 48% in 2007, and 63% in 2009. Nine percent (9%) of visitors reported making their reservations less than one week before arrival, up significantly from 7% in 2006, and 8% each in 2007 and 2009.

FIGURE 39
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)



Visitors staying in a hotel or motel were shown a card describing various room rates* and were asked which type of room rate they had received (Figure 39). Twenty-three percent (23%) of these visitors said they paid a regular room rate, up significantly from 20% last year, but significantly lower than 38% in 2006, 33% in 2007, and 32% in 2008. Fifteen percent (15%) received a casino complimentary rate (down from 18% last year), while 4% paid a casino rate (down from 7% in 2007 and 6% in 2009). Fifteen percent (15%) of visitors paid a package rate while 1% received a tour group rate. Seven percent (7%) paid a convention rate (up from 4% last year). The remaining 35% paid some other kind of special rate, similar to last year, but up from 19% in 2006, 26% in 2007, and 25% in 2008.

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* For an exact description of the room rates as presented to respondents, see "Card A" at the end of the aggregate results in the appendix to this report.

FIGURE 40
Room Rate By Booking Method
(2010)

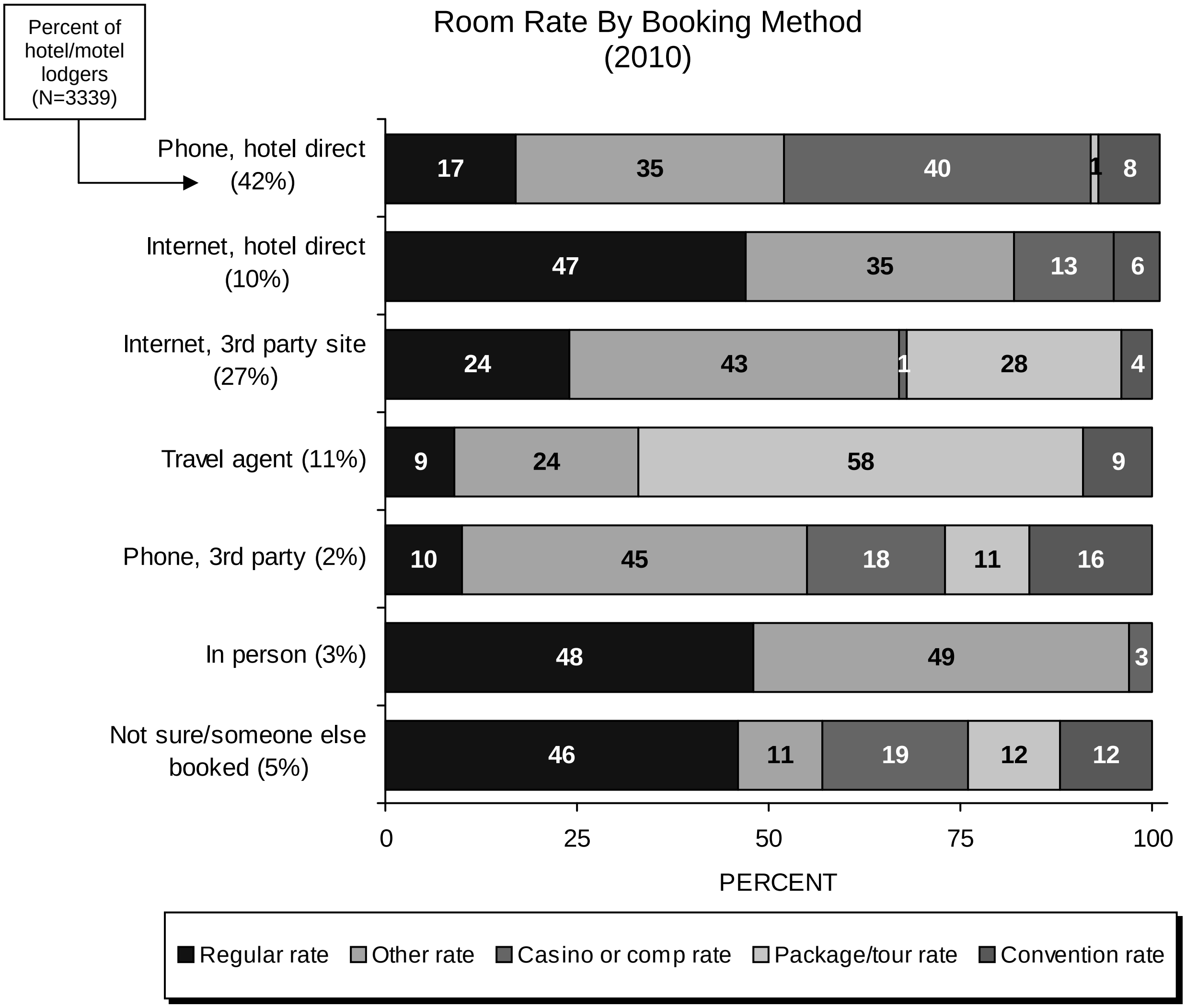
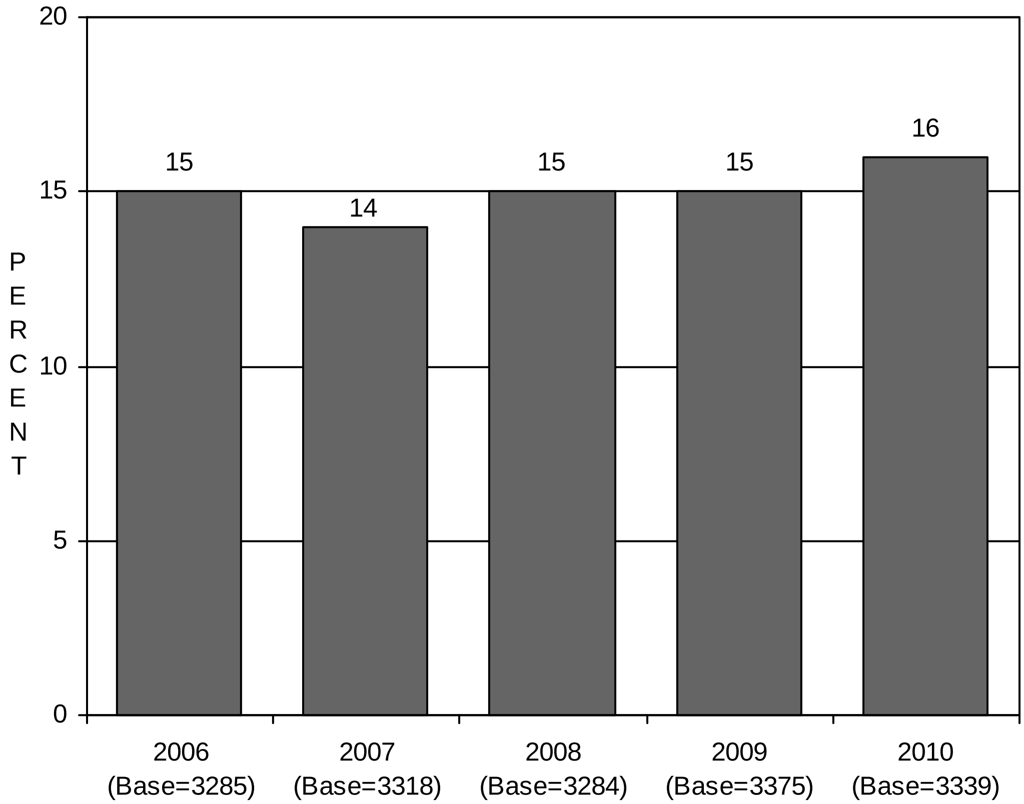


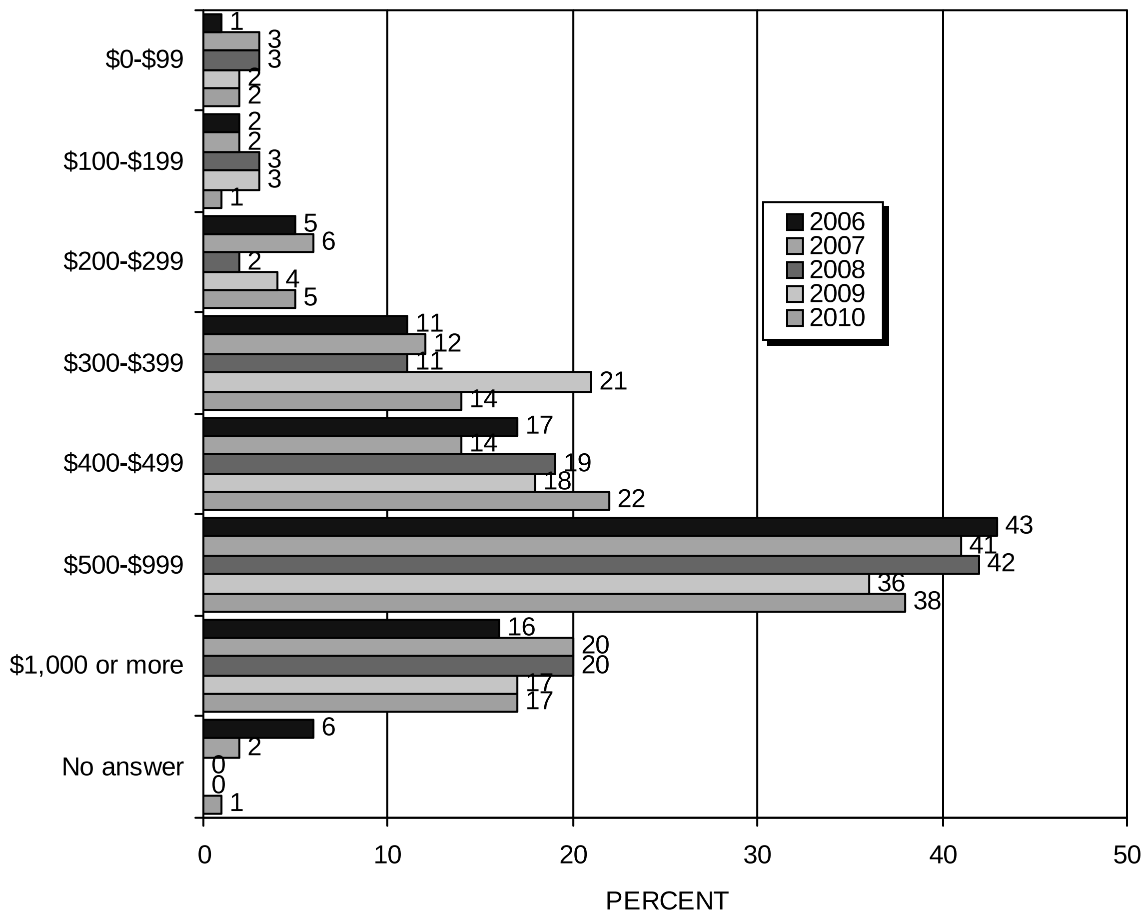
Figure 40 shows the room rate category by the booking method for 2010 among those staying in a hotel or motel. Of those who called the hotel directly, 40% received a casino or casino complimentary rate, while 35% received a special rate, 17% received a regular rate, and 8% received a convention rate. Of those who booked their room on the Internet through a third-party site, 43% received a special room rate, 28% received a package rate, and 24% received a regular rate. Over one-half (58%) of those who booked through a travel agent received a package rate, while nearly one-quarter (24%) received a special rate, and 9% each received either a convention rate or a regular rate. Among those who booked directly on a hotel website, 47% received a regular room rate and 35% received a special rate. Among those who booked in person, 48% received a regular rate, while 49% received a special rate. Among those who booked through a third party by phone, 45% received a special rate, while 18% received a casino or casino complimentary rate, and 16% received a convention rate.

FIGURE 41
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



Sixteen percent (16%) of visitors purchased a package deal or were part of a tour group, similar to past years (Figure 41).

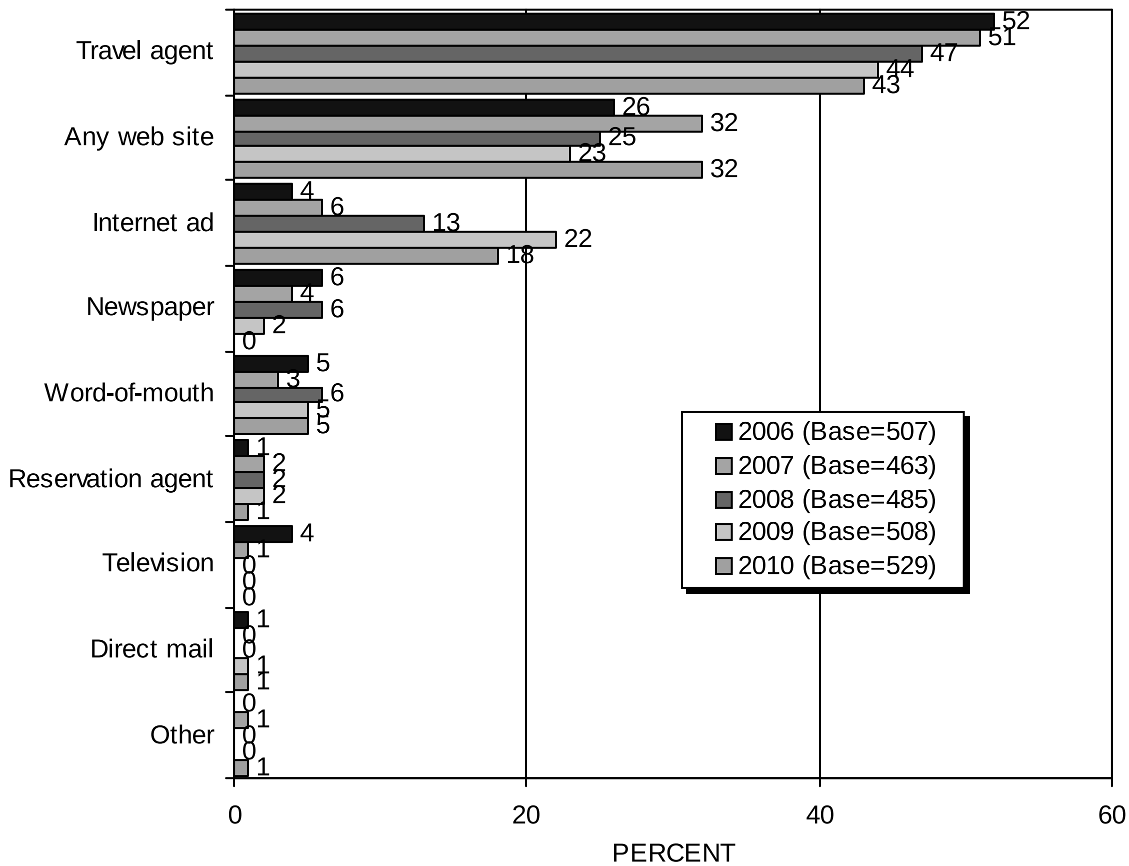
FIGURE 42
Cost Of Package Per Person
(Among Those Who Bought A Package)



Means: 2006=$662.78; 2007=$709.90; 2008=$746.69; 2009=$640.29; 2010=$651.02
Base Sizes: 2006=507; 2007=463; 2008=485; 2009=508; 2010=529

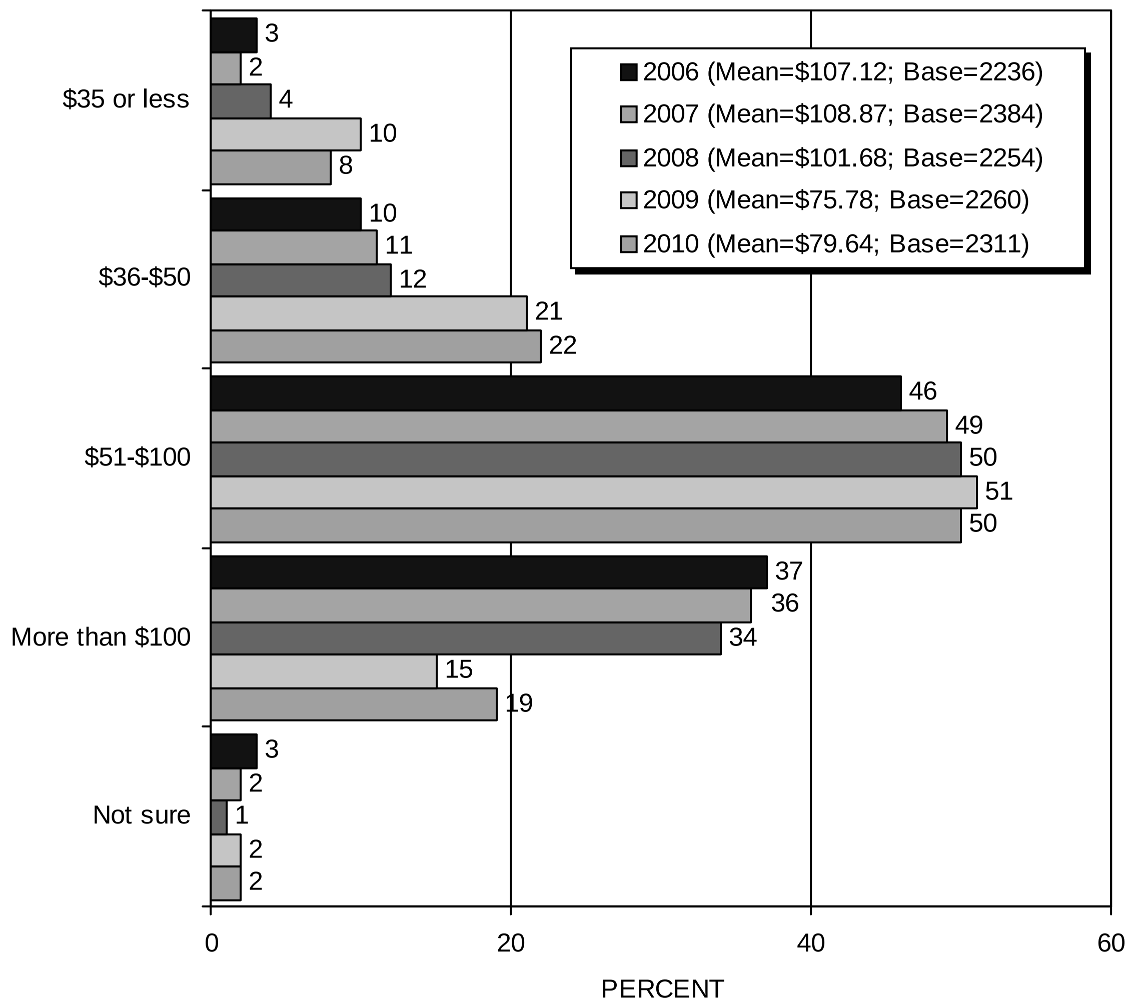
We asked those who had purchased a hotel, airline, or a tour/travel group package how much their packages cost per person (Figure 42). The average cost of such a package in 2010 was $651.02, down significantly from $709.90 in 2007 and $746.69 in 2008.

FIGURE 43
Where First Heard About The Package
(Among Those Who Bought A Package)



Package purchasers were asked where they first heard about the package they bought (Figure 43). Forty-three percent (43%) said from a travel agent, down from 52% in 2006 and 51% in 2007. Thirty-two percent (32%) mentioned a website (up from 26% in 2006, 25% in 2008, and 23% in 2009), while 18% said an Internet ad (up from 4% in 2006 and 6% in 2007). Five percent (5%) said through word of mouth, 1% said from a reservation agent (down from 2% each from 2007 — 2009), and less than 1% mentioned television (down from 4% in 2006).

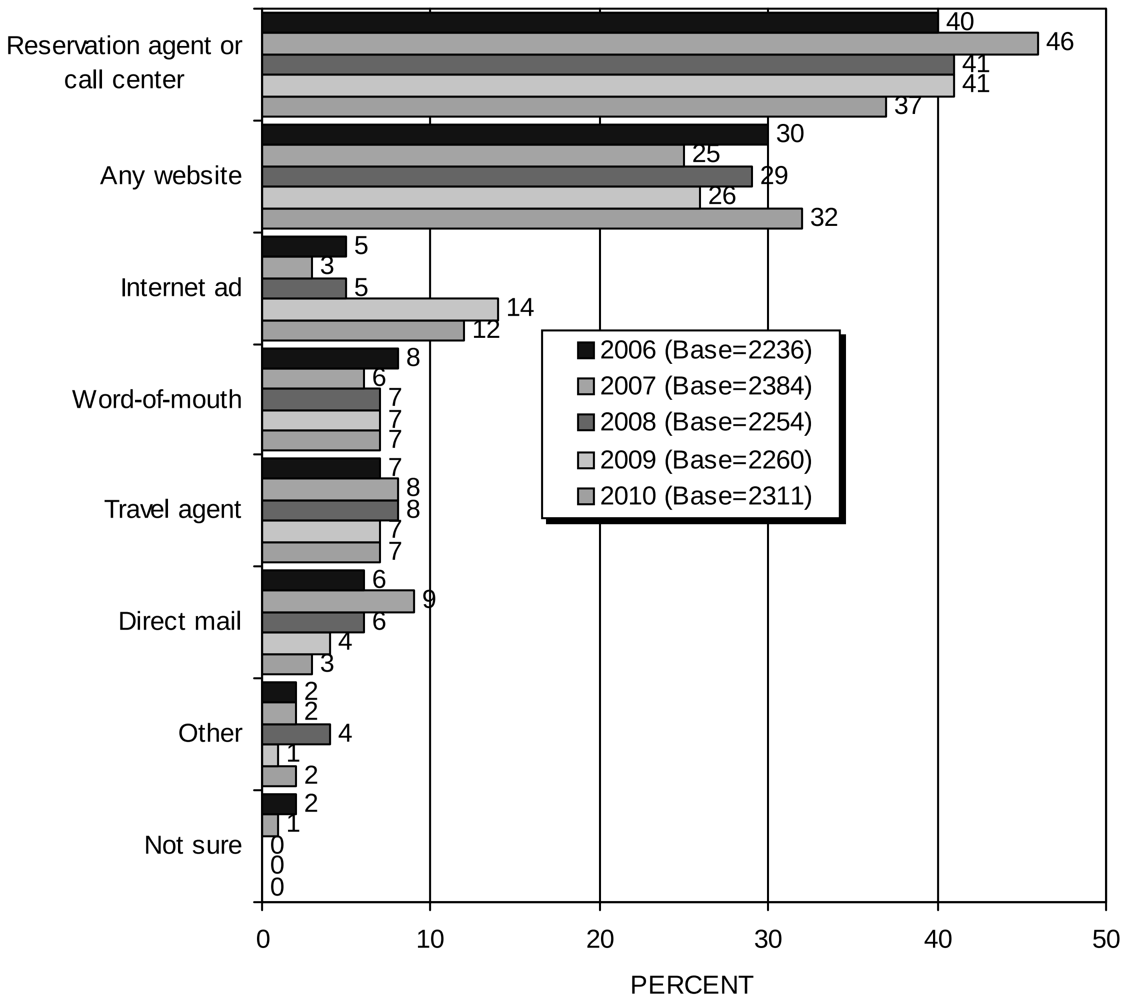
FIGURE 44
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package)



We looked at lodging expenditures among those who did *not* purchase travel packages (Figure 44). One-half (50%) of these non-package visitors paid between $51 and $100 per night for their room, similar to prior years. Twenty-two percent (22%) paid between $36 and $50 per night, up from 2006 – 2008. Nineteen percent (19%) paid more than $100 per night, up from 15% last year but down significantly from 2006 – 2008. Eight percent (8%) paid $35 or less per night, down from 10% last year but up from 2006 – 2008.

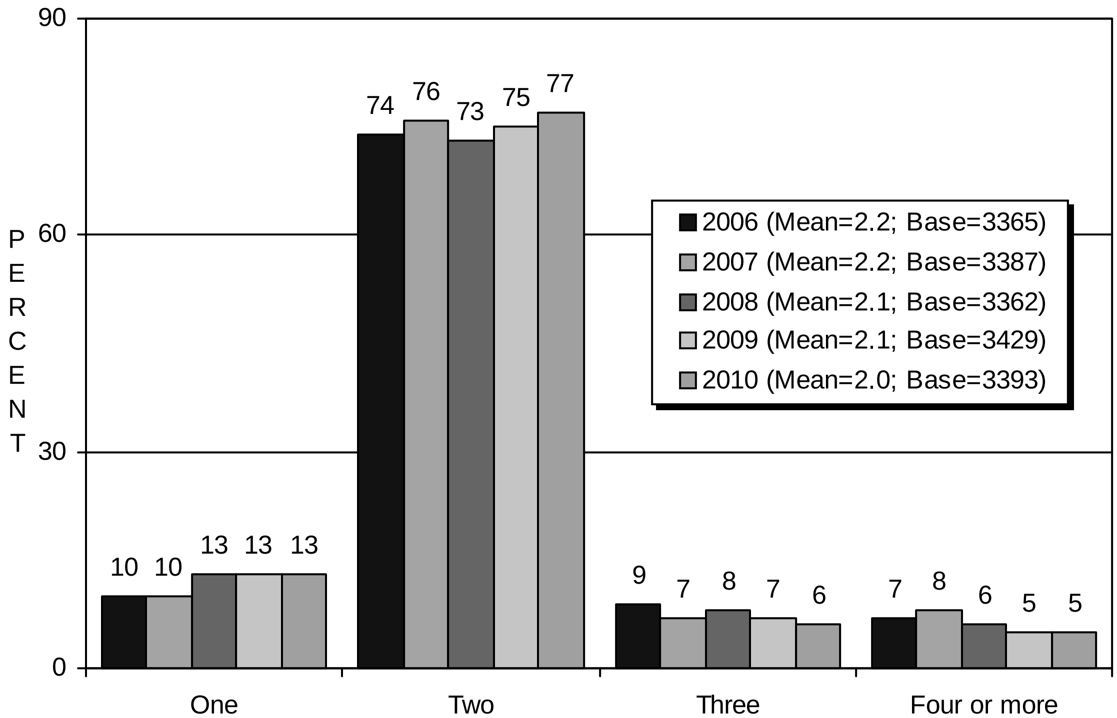
The average daily room rate for non-package visitors in 2010 was $79.64, up significantly from $75.78 last year, but still down significantly from $107.12 in 2006, $108.87 in 2007, and $101.68 in 2008.

FIGURE 45
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



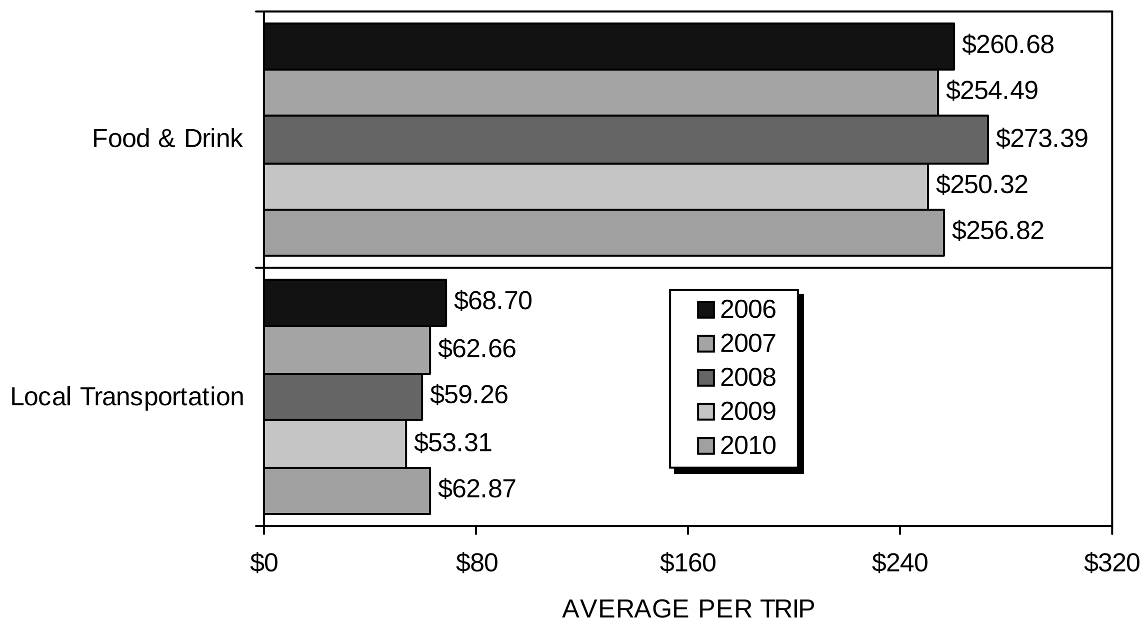
Visitors were asked how they first found out about the room rate they paid (Figure 45). Thirty-seven percent (37%) said it was through a reservation agent or call center, down significantly from 46% in 2007 and 41% in 2009. Thirty-two percent (32%) mentioned a website, up from 25% in 2007 and 26% in 2009. Twelve percent (12%) mentioned an Internet ad (up from 5% each in 2006 and 2008 and 3% in 2007), while 7% each mentioned a travel agent or word-of-mouth, and 3% mentioned direct mail (down from 6% each in 2006 and 2008, and 9% in 2007).

FIGURE 46
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



As in past years, the majority (77%, up significantly from 73% in 2008) of visitors who stayed in a hotel or motel said two people stayed in their room (Figure 46). Thirteen percent (13%) said they were lodging alone (up from 10% each in 2006 and 2007), while 11% said three or more people stayed in their room (down significantly from 16% in 2006, 15% in 2007, 14% in 2008, and 12% in 2009). The mean (average) number of room occupants (2.0) was down from 2006 — 2007 (2.2 each) and 2008 — 2009 (2.1 each).

FIGURE 47
Average Trip Expenditures On Food & Drink —
And On Local Transportation*
(Including Visitors Who Spent Nothing In That Category)



We asked all visitors about their daily expenditures on food and drink and on local transportation.

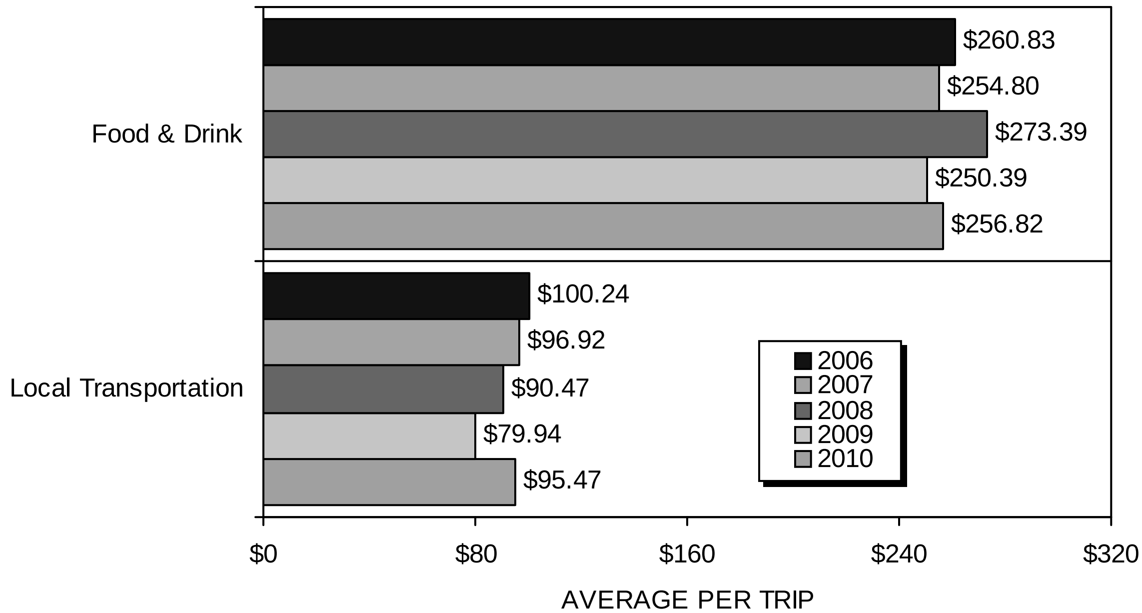
Figure 47 shows the average *trip* expenditures on food and drink and on local transportation *including visitors who said they spent nothing in that category*. The average expenditure on food and drink in 2010 was $256.82, down significantly from $273.39 in 2008.

The average transportation expenditure for 2010 was $62.87, up significantly from $53.31 last year, but down from $68.70 in 2006.

---

* Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Las Vegas on their most recent trip.

FIGURE 48
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category*)



Among visitors who actually spent money in these categories, the average trip expenditure on food and drink in 2010 was $256.82, down significantly from $273.39 in 2008 (Figure 48). The average trip expenditure on local transportation for 2010 was $95.47, down from $100.24 in 2006 but up from $90.47 in 2008 and $79.94 in 2009.

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

	2006	2007	2008	2009	2010
Food and Drink					
Base size	(3592)	(3590)	(3601)	(3598)	(3601)
Proportion of total	99.8%	99.7%	100.0%	100.0%	100.0%
Local Transportation					
Base size	(2465)	(2323)	(2358)	(2400)	(2372)
Proportion of total	68%	65%	65%	67%	66%

FIGURE 49
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)

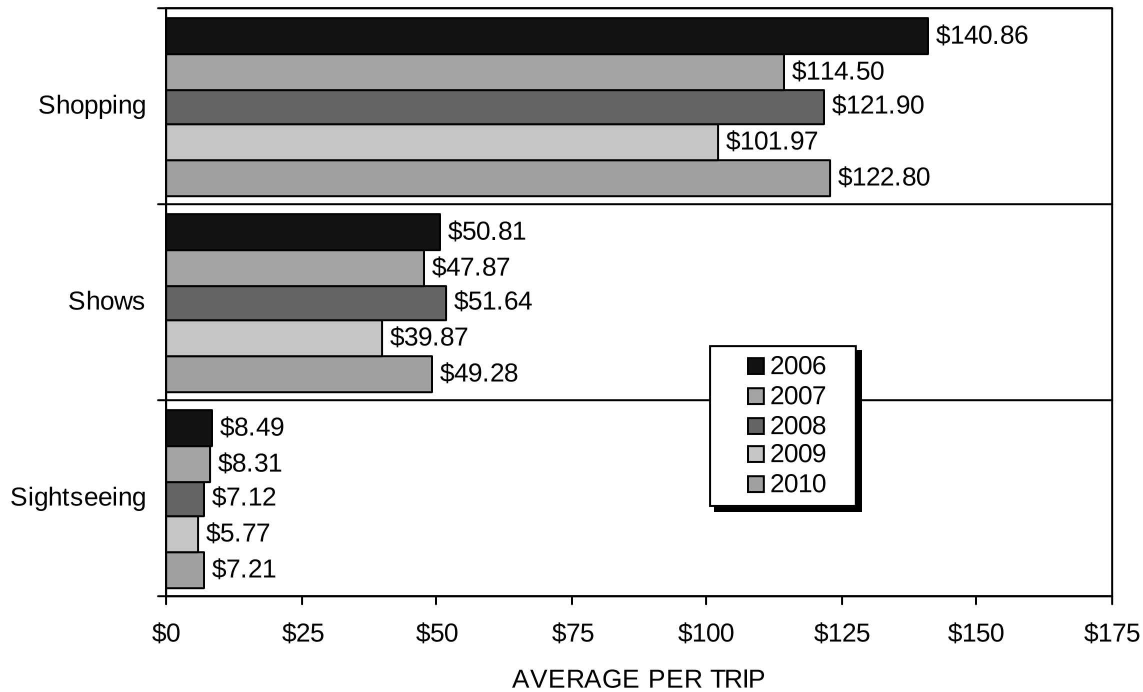
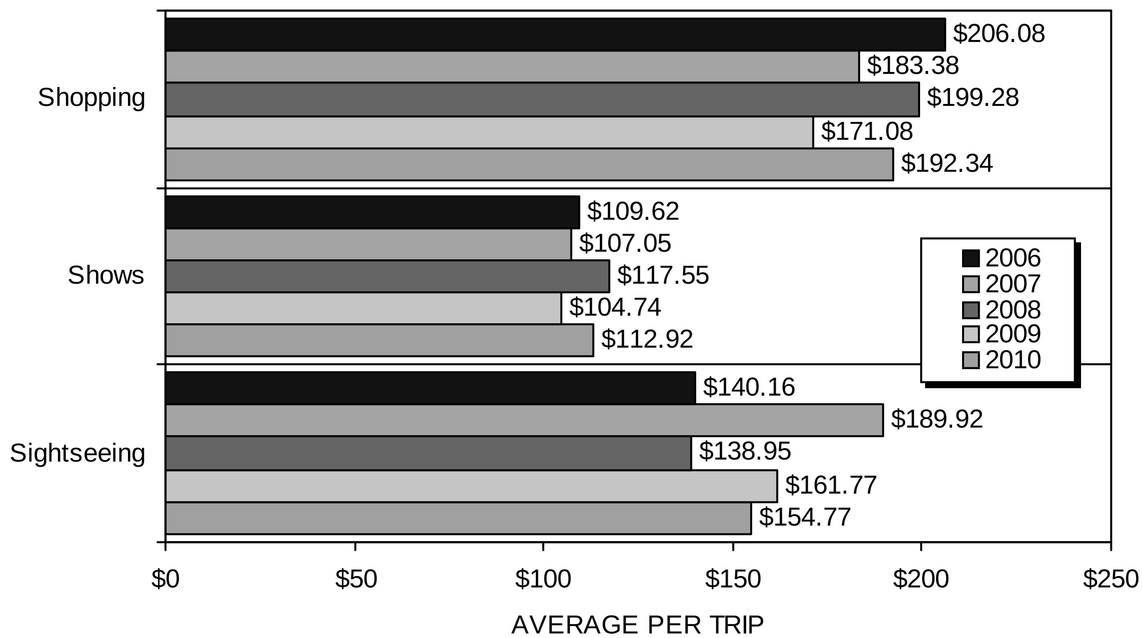


Figure 49 shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas — *including visitors who said they spent nothing* in these categories. The average trip expenditure on shopping was $122.80, up significantly from $101.97 last year but down from $140.86 in 2006. The average expenditure on shows was $49.28, up from $39.87 last year. The average expenditure on sightseeing was $7.21, similar to prior years.

FIGURE 50
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category*)



Among spending visitors, the average trip shopping expenditure was $192.34, up significantly from $171.08 last year (Figure 50). The average trip total spent on shows was $112.92, up from $104.74 last year. The sightseeing total was $154.77, down from $189.92 in 2007.

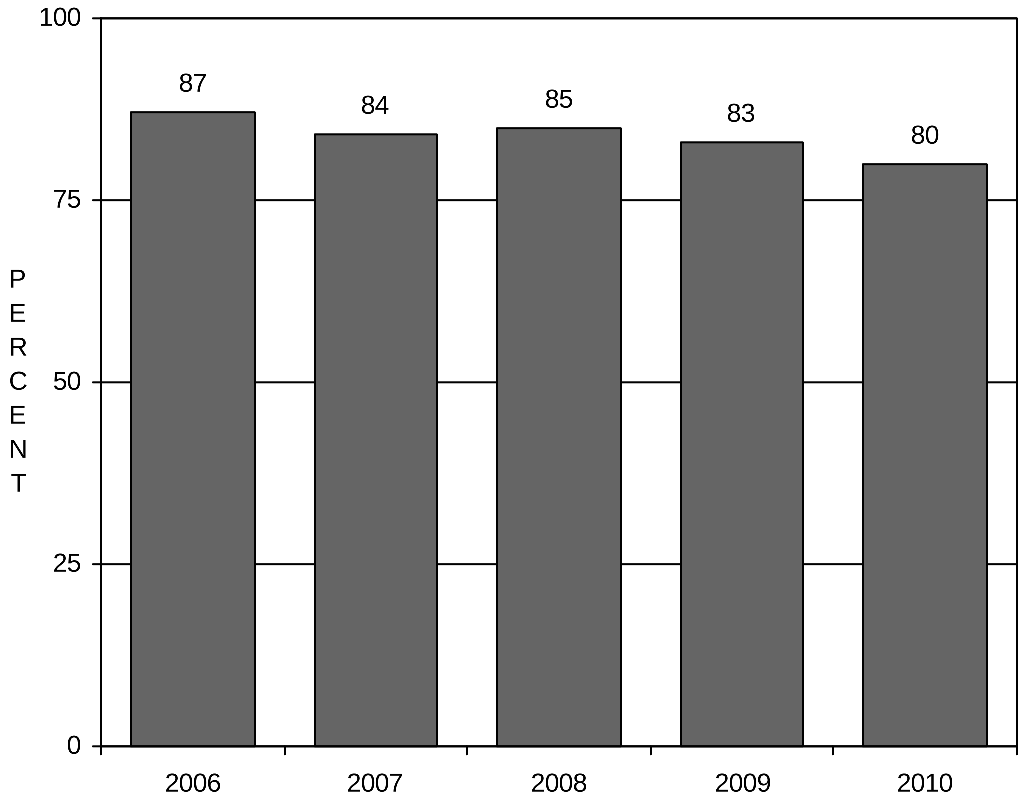
† Percentages of respondents who spent money in each category are shown in the following table:

	2006	2007	2008	2009	2010
Shopping					
Base size	(2459)	(2245)	(2203)	(2145)	(2302)
Proportion of total	68%	62%	61%	60%	64%
Shows					
Base size	(1667)	(1607)	(1582)	(1370)	(1573)
Proportion of total	46%	45%	44%	38%	44%
Sightseeing					
Base size	(218)	(157)	(185)	(128)	(168)
Proportion of total	6%	4%	5%	4%	5%

GAMING BEHAVIOR AND BUDGETS

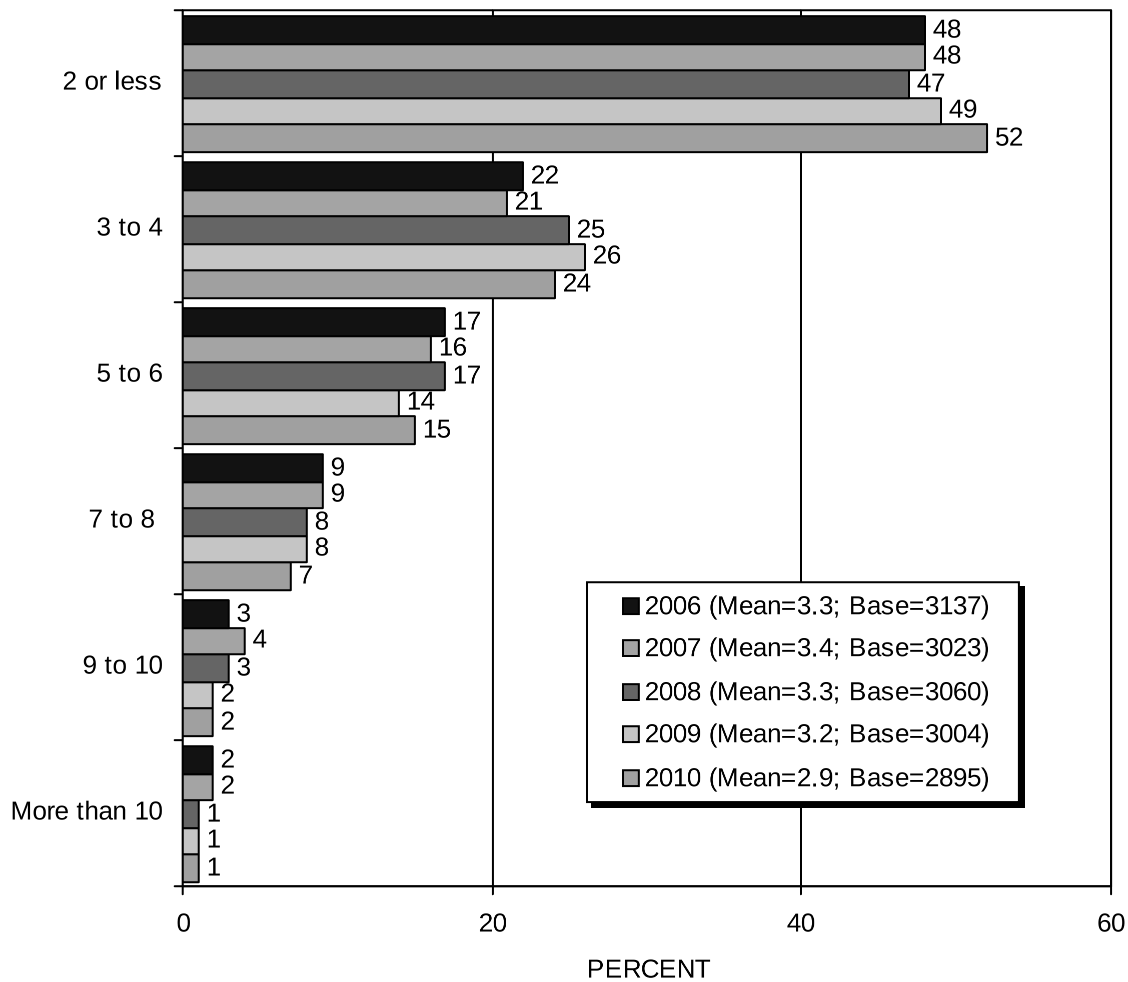
Eighty percent (80%) of all visitors said they gambled while in Las Vegas, down significantly from 87% in 2006, 84% in 2007, 85% in 2008, and 83% in 2009 (Figure 51).

FIGURE 51
Whether Gambled While In Las Vegas*



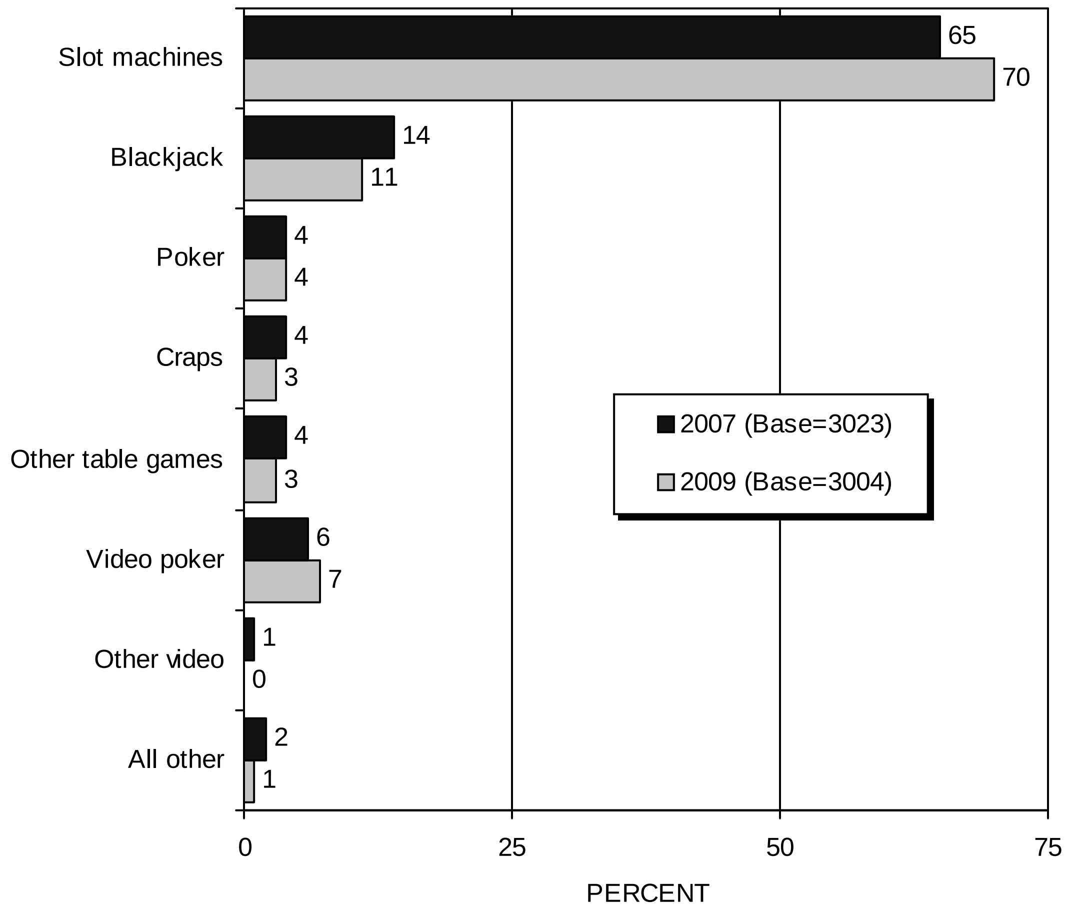
* Only "yes" responses are reported in this chart.

FIGURE 52
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



Among those who gambled while in Las Vegas, over one-half (52%) gambled for two hours or less, up significantly from 48% each in 2006 and 2007, and 47% in 2008 (Figure 52). The average amount of time spent gambling per day was 2.9 hours, down significantly from 3.3 hours in 2006 and 2008, 3.4 hours in 2007, and 3.2 hours in 2009.

FIGURE 53
Casino Game Played Most Often*
(Among Those Who Gambled — Asked Every Other Year)



Those who gambled on their current trip to Las Vegas were asked which casino game they played the most often. Slots remains the most popular game, mentioned by 70% of gamblers, up significantly from 65% in 2007. Eleven percent (11%) said they played blackjack the most often (down significantly from 14% in 2007), followed by video poker (7%), poker (4%), and craps (3%) (Figure 53).

* This question is asked every other year and was not asked in 2006, 2008, or 2010.

FIGURE 54
Number Of Casinos Visited*

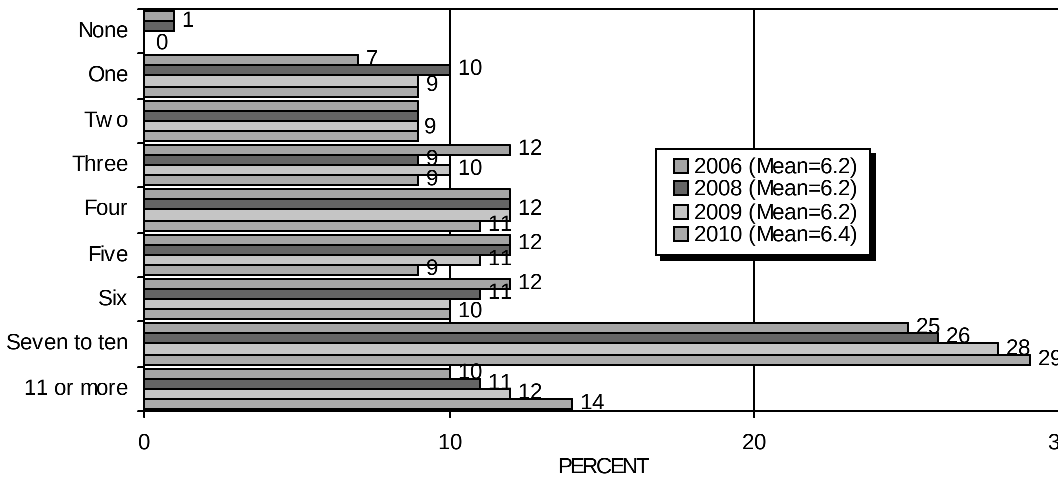
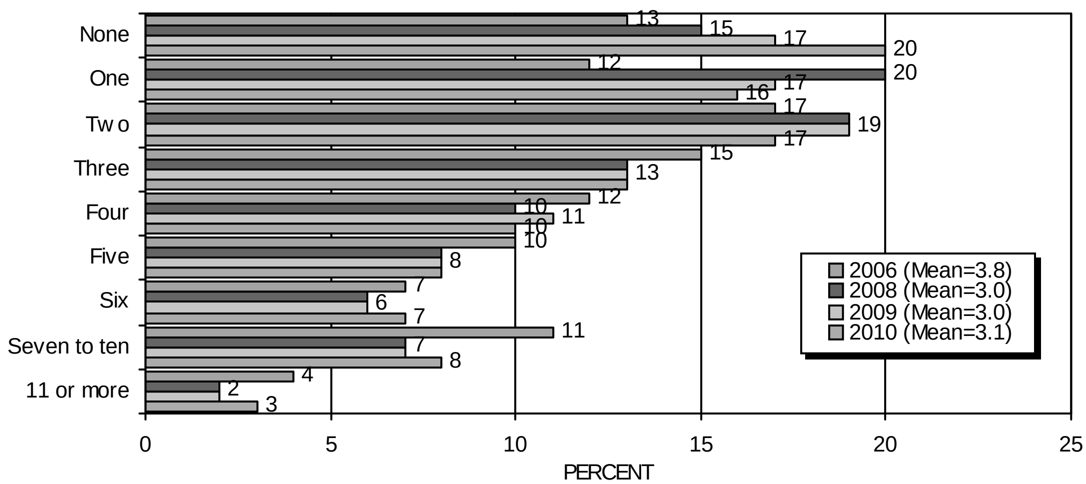


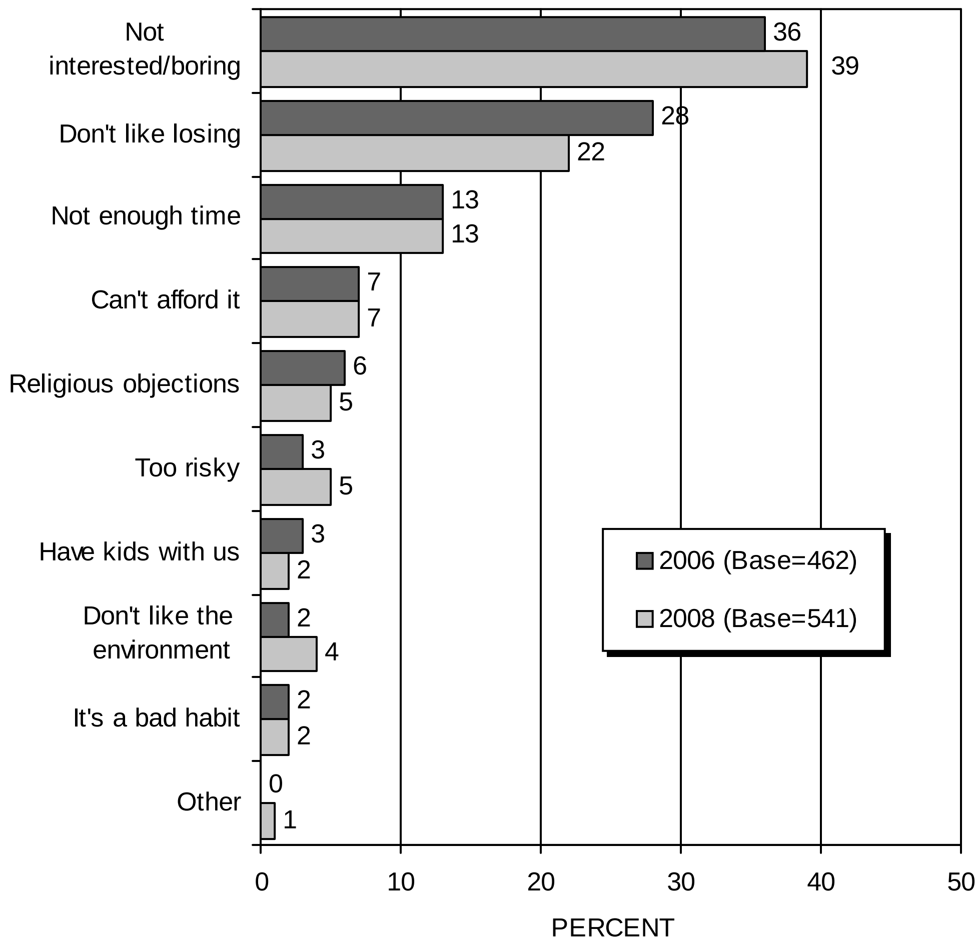
FIGURE 55
Number Of Casinos Where Gambled*



All visitors to Las Vegas were asked how many casinos they had visited, and in how many of those casinos they had gambled. The average number of casinos visited in 2010 was 6.4 (up significantly from 6.2 in prior years), and the number of casinos at which visitors gambled was 3.1, the same as last year, but down significantly from 3.8 in 2006 (Figures 54 and 55).

***** These questions are asked every other year and were not asked in 2007. However, they were included in 2009.

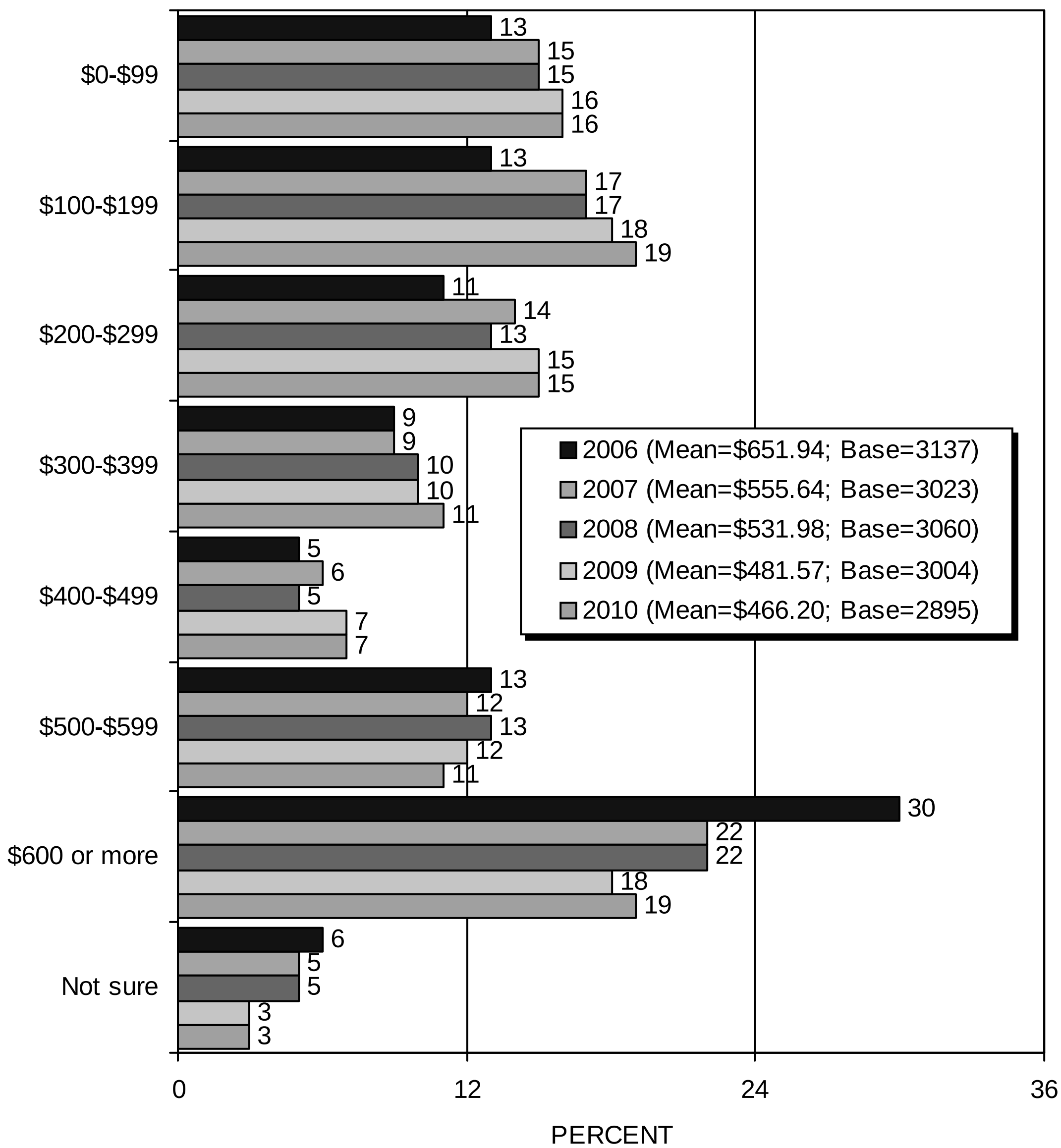
FIGURE 56
Main Reason For Not Gambling*
(Among Those Who Did Not Gamble – Asked Every Other Year)



Visitors who did not gamble were asked why (Figure 56). The largest numbers of these visitors said they were not interested in gambling or found it boring (39%). Twenty-two percent (22%) said they did not like losing, while 13% said they did not have enough time for gambling, 7% said they cannot afford it, 5% voiced religious objections, another 5% said it is too risky, 4% said they do not like the gambling environment, 2% said they have children with them, and another 2% said they thought gambling is a bad habit.

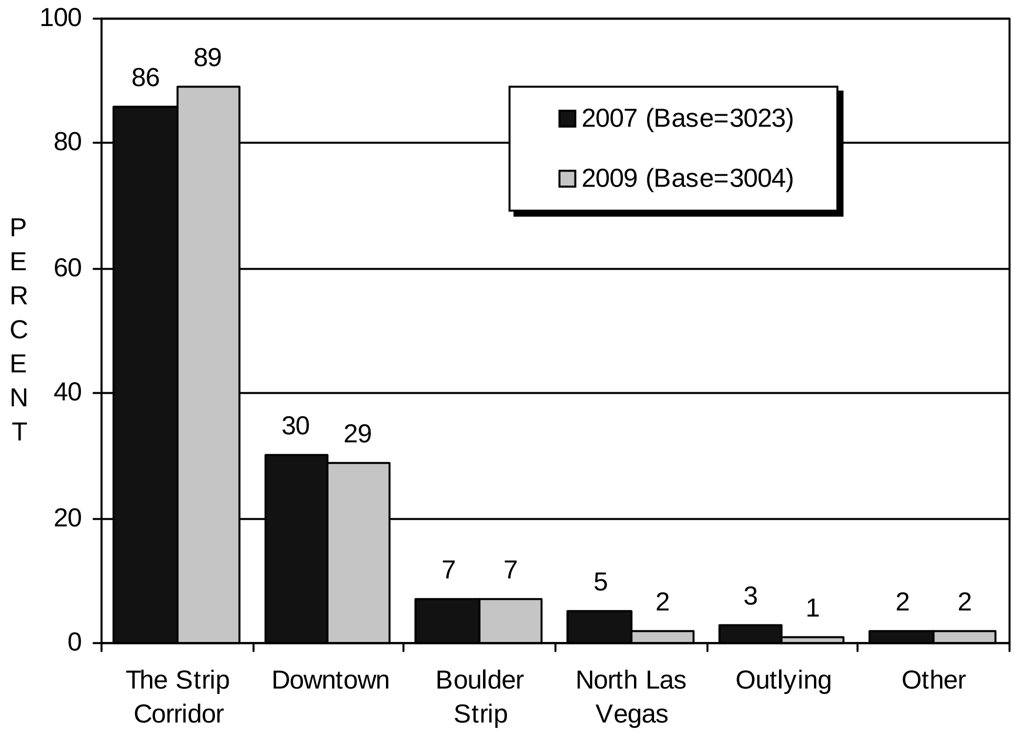
* This question is asked every other year and was not asked in 2007 or 2009. It was discontinued in 2010.

FIGURE 57
Trip Gambling Budget
(Among Those Who Gambled)



Among those who gambled in 2010, the average gambling budget was $466.20, not significantly different from last year, but down from $651.94 in 2006, $555.64 in 2007, and $531.98 in 2008 (Figure 57). Nineteen percent (19%) of gamblers said they budgeted $600 or more for gambling, down significantly from 30% in 2006 and 22% each in 2007 and 2008, accounting for much of the decrease in the average gambling budget compared to those years.

FIGURE 58
Where Visitors Gambled*
(Among Those Who Gambled – Asked Every Other Year)



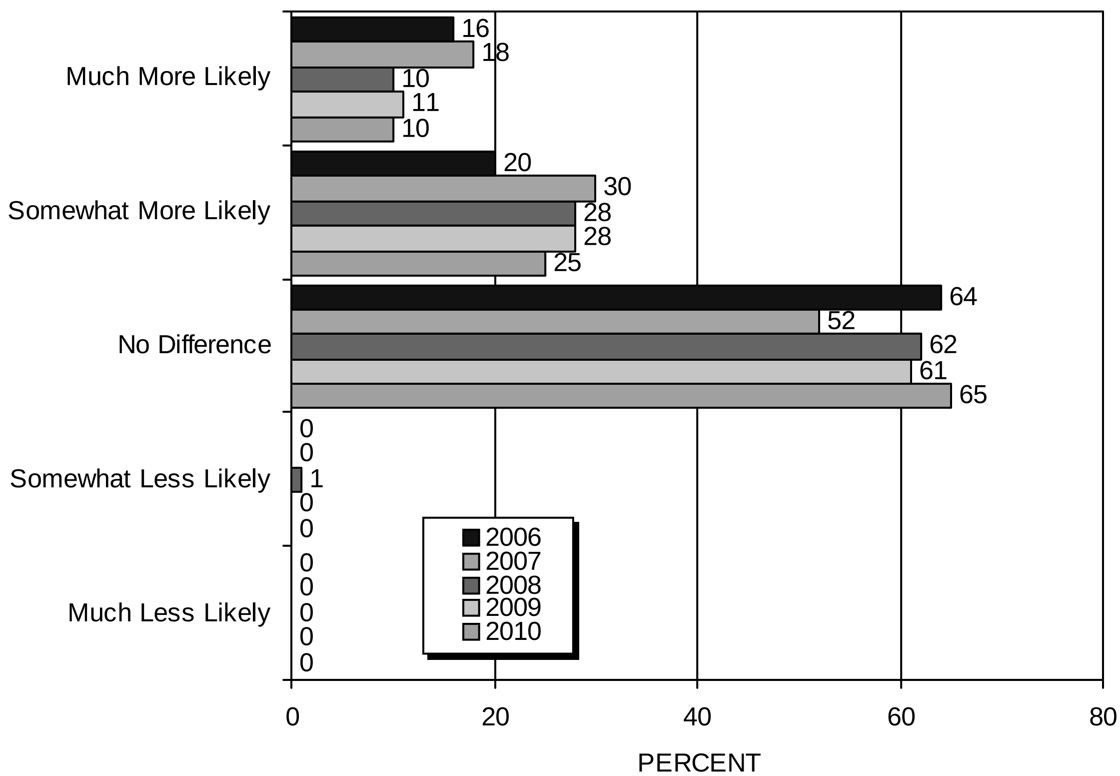
Most visitors (89%, up from 86% in 2007) gambled on the Strip Corridor† (Figure 58). Twenty-nine percent (29%) said they gambled Downtown, 7% gambled in the Boulder Strip area, 2% in North Las Vegas (down from 5% in 2007), and 1% in outlying areas (down from 3% in 2007).

* This question is asked every other year and was not asked in 2006, 2008, or 2010.

Multiple responses to this question were permitted.

† The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

FIGURE 59
Likelihood Of Visiting Las Vegas With
More Places To Gamble Outside Las Vegas



Visitors to Las Vegas were asked the following:

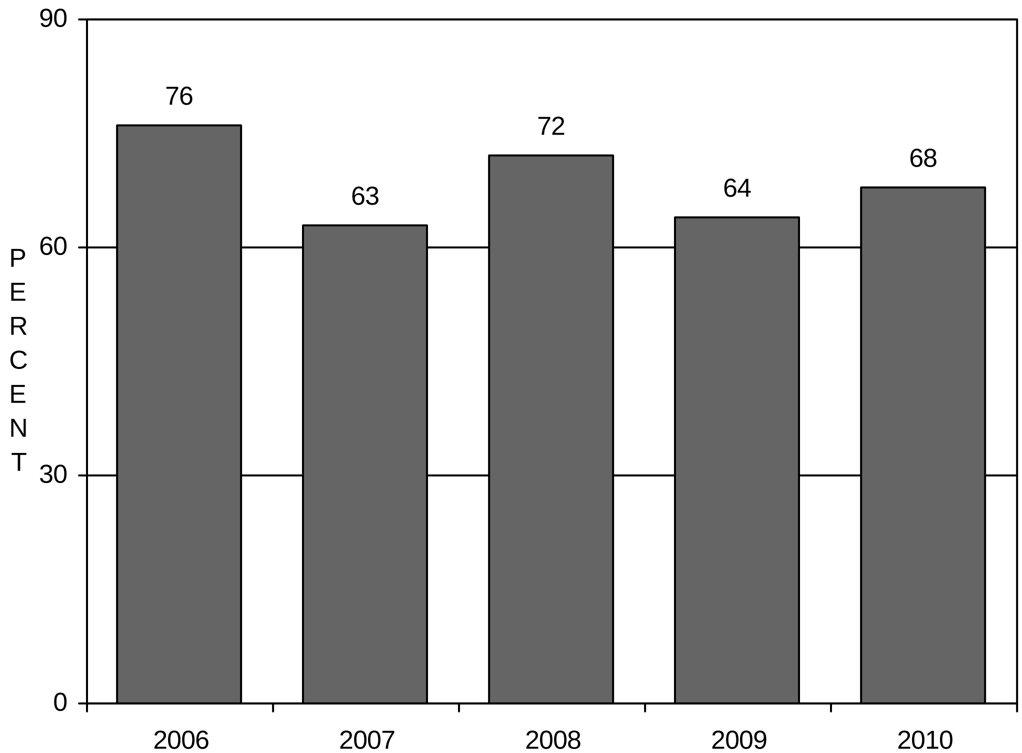
> "Now that there are more places to gamble outside of Las Vegas, do you feel you are more likely or less likely to visit Las Vegas, or does it not make a difference in your decision to visit Las Vegas?"

Thirty-five percent (35%) said they were either somewhat or much *more* likely to visit Las Vegas, down significantly from 48% in 2007, 38% in 2008, and 39% in 2009. Sixty-five percent (65%) said that having other places to gamble made no difference in their decision to visit Las Vegas, up from 52% in 2007, 62% in 2008, and 61% in 2009 (Figure 59). Less than 1% said they were *less* likely to visit Las Vegas.

ENTERTAINMENT

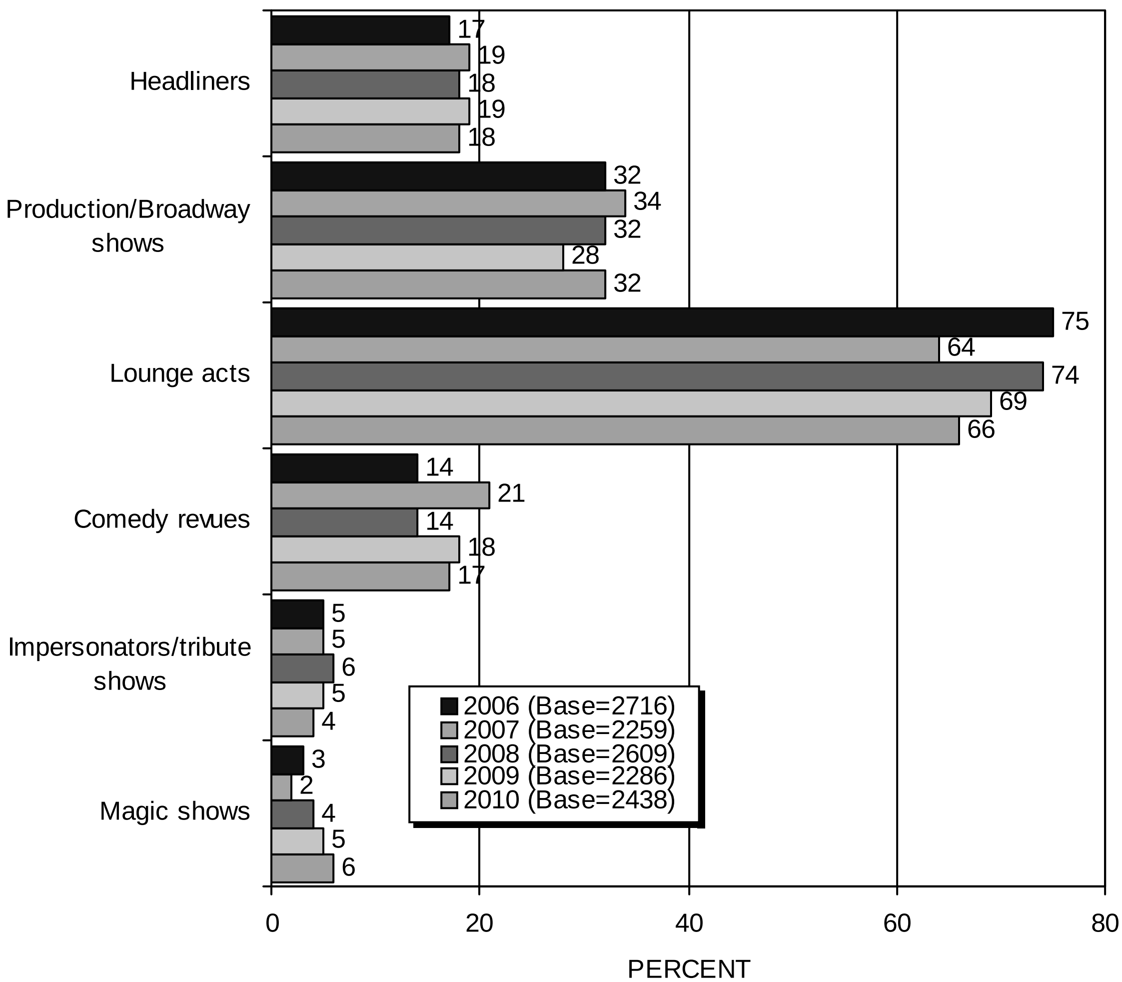
Sixty-eight percent (68%) of visitors attended shows during their stay, down significantly from 76% in 2006 and 72% in 2008, but up from 63% in 2007 and 64% in 2009 (Figure 60).

FIGURE 60
Entertainment Attendance*



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

FIGURE 61
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)



In 2010, 66% of visitors who saw a show in Las Vegas went to a lounge act, down significantly from 75% in 2006, 74% in 2008, and 69% in 2009 (Figure 61). One-third (32%) went to a production or Broadway-type show, up from 28% last year. Eighteen percent (18%) saw a headliner, 17% saw a comedy show (down from 21% in 2007), 6% saw a magic show (up from 3% in 2006, 2% in 2007, and 4% in 2008), and 4% saw an impersonator/tribute show (down from 6% in 2008).

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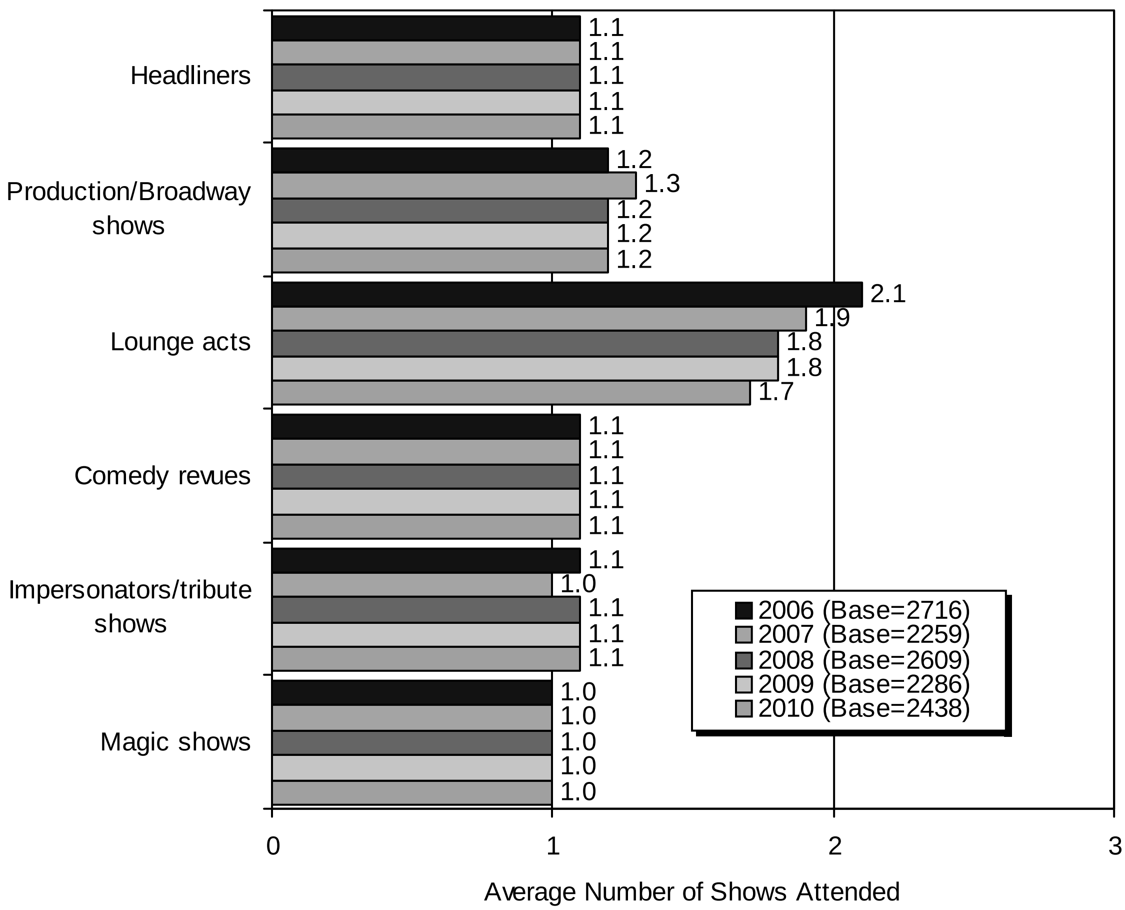
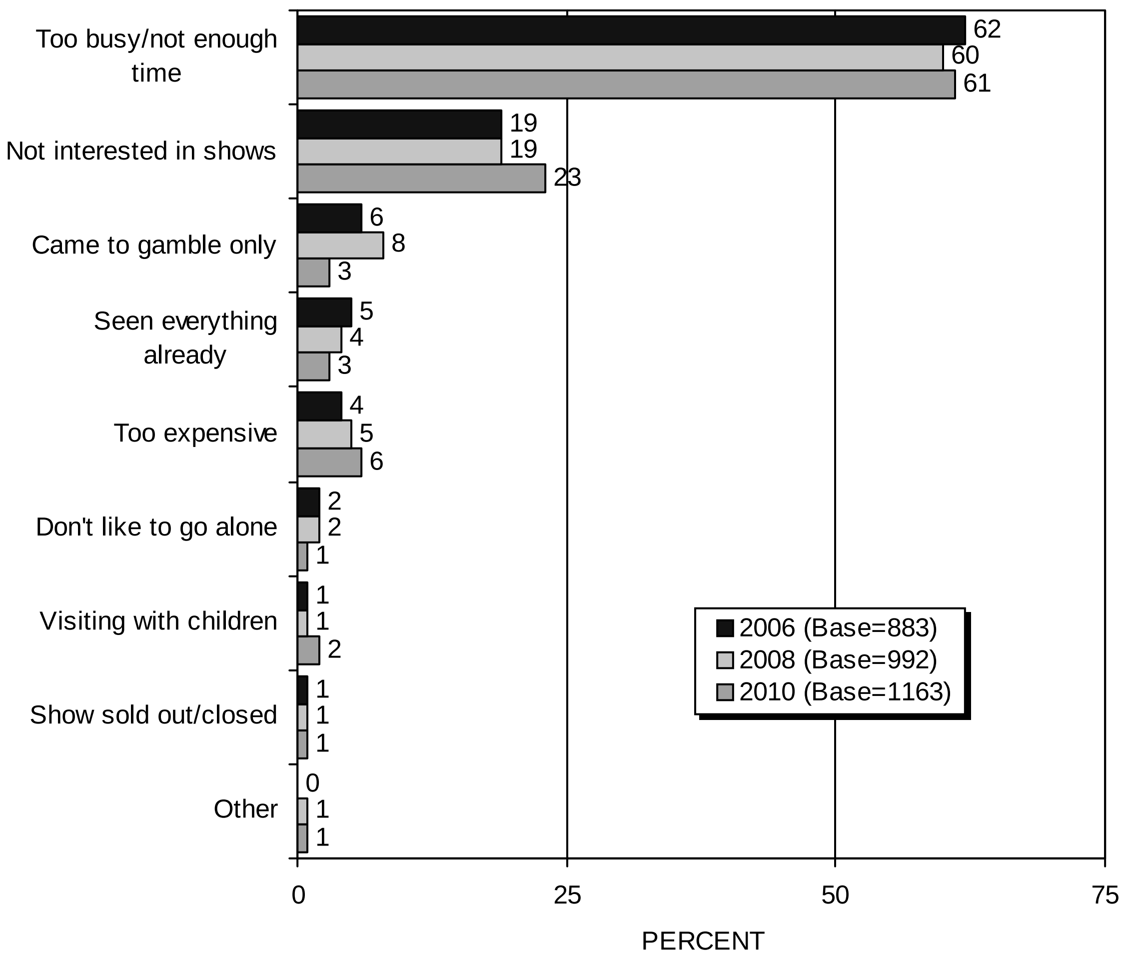
* Multiple responses were permitted.

FIGURE 62
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)



Visitors who saw shows were asked how many shows they saw of each type (Figure 62). The average number of shows attended was highest for visitors who saw lounge acts (1.7) — although down significantly from prior years (2.1 in 2006, 1.9 in 2007, and 1.8 each in 2008 and 2009). Visitors saw an average of 1.2 production and Broadway-type shows, 1.1 headliners, 1.1 comedy revues, 1.1 impersonators/tribute shows, and 1.0 magic shows.

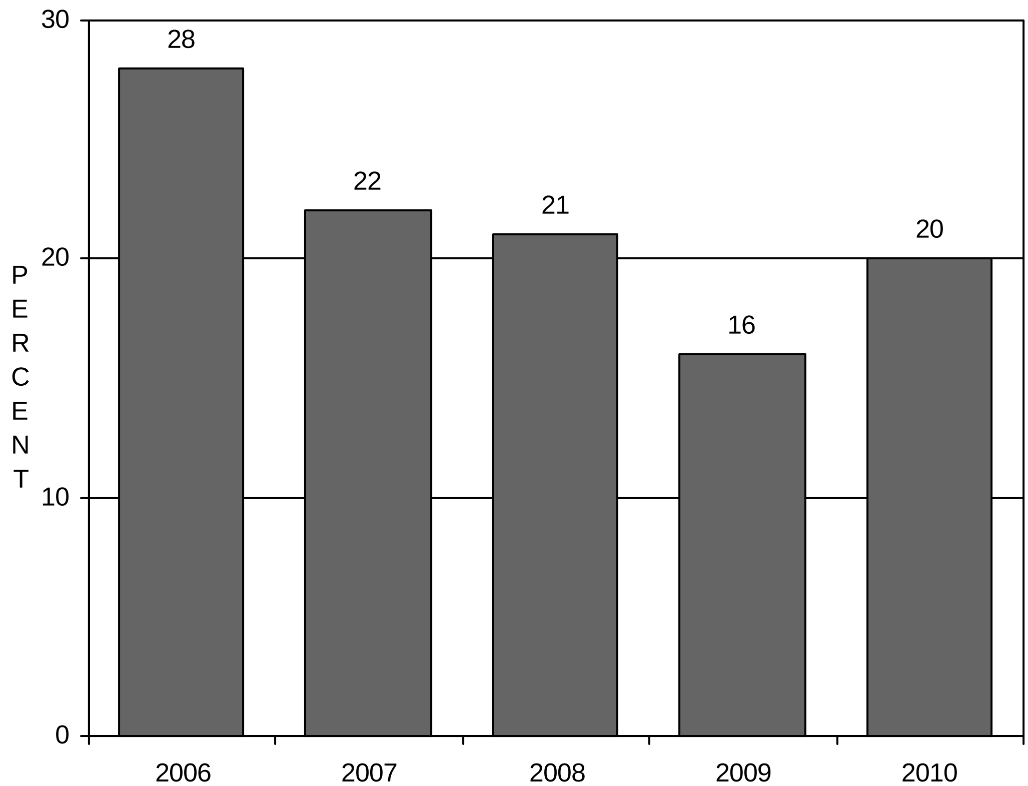
FIGURE 63
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows – Asked Every Other Year)



Visitors who did not attend any shows while in Las Vegas were asked why (Figure 63). Six in ten (61%) said it was because they were too busy, consistent with prior years. Twenty-three percent (23%) said they were not interested in shows, while 6% said the shows are too expensive, 3% said they came to Las Vegas only to gamble (down from 6% in 2006 and 8% in 2008), and another 3% said they had already seen all the shows.

* This question is asked every other year and was not asked in 2007 or 2009.

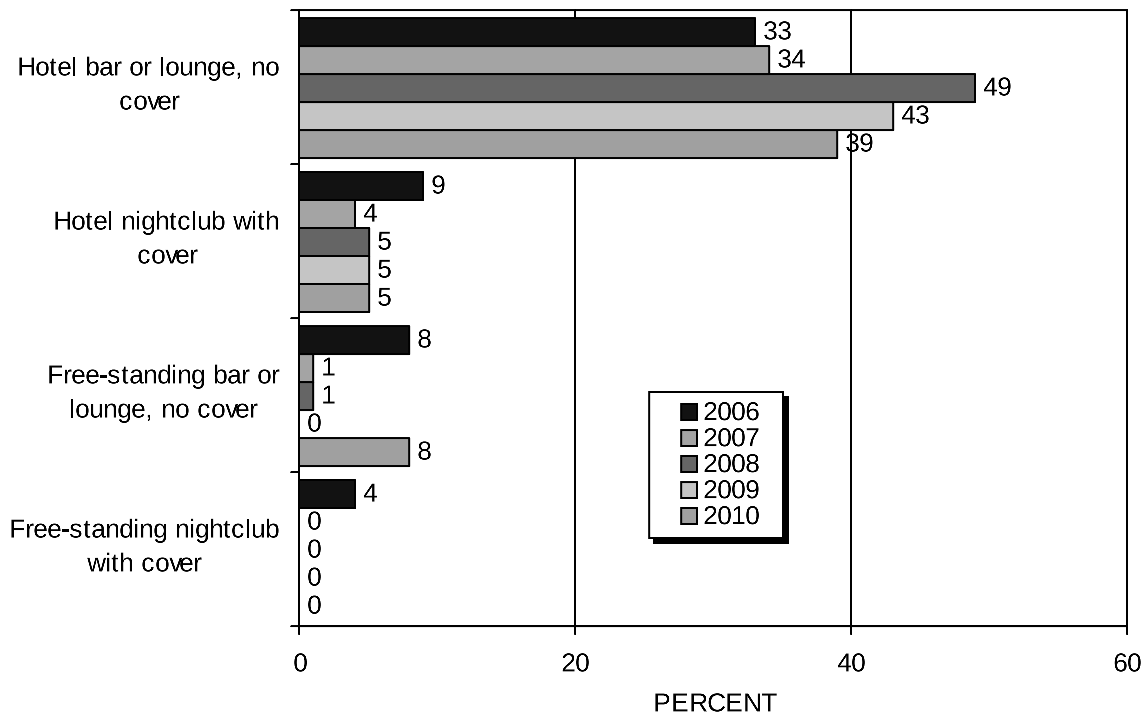
FIGURE 64
Whether Has Been To Other Paid Attractions*



We asked visitors if they had been to other Las Vegas attractions for which they had to pay, such as the theme parks, water parks, or virtual reality rides (Figure 64). One in five (20%) said yes, down from 28% in 2006 but up from 16% in 2009.

* Only “yes” responses are reported in this chart.

FIGURE 65
Whether Has Been To Nightclubs, Bars, and Lounges*



We asked visitors if they visited nightclubs, bars, or lounges while in Las Vegas (Figure 65). Thirty-nine percent (39%) visitors said they had been to a no-cover hotel bar or lounge, up significantly from 33% in 2006 and 34% in 2007, but down from 49% in 2008 and 43% in 2009. Five percent (5%) had been to a hotel nightclub that charged a cover fee, down significantly from 9% in 2006. Eight percent (8%) had been to a no-cover free-standing bar or lounge (up from 1% or less in 2007 – 2009), while less than 1% had been to a free-standing nightclub that charged a cover fee (down from 4% in 2006).

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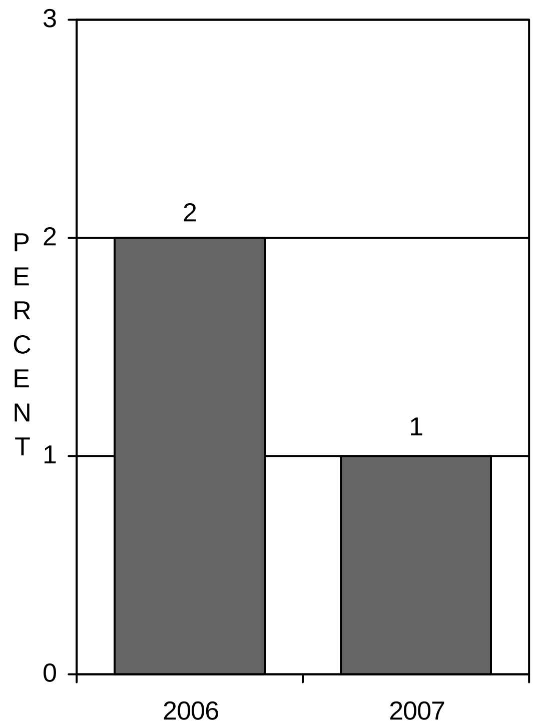
* Only "yes" responses are reported in this chart.

FIGURE 66
Whether Played Golf*



The proportion who said they had played golf during their 2007 visit to Las Vegas was 1%, down from 2% in 2006 (Figure 66).

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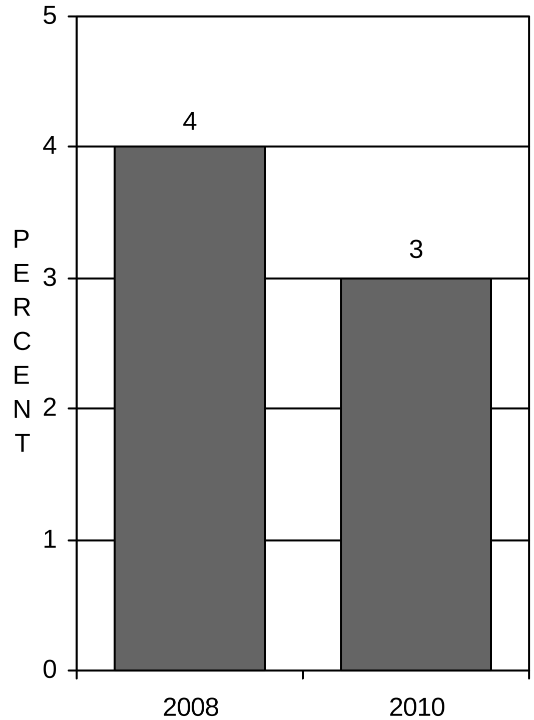
* Beginning in 2008 this question is not asked every year. It was not asked in 2008, 2009, or 2010.

Only “yes” responses are reported in this chart.

FIGURE 67
Whether Visited A Spa*



Beginning in 2008, visitors were asked if they had visited a spa during this trip to Las Vegas. In 2010, 3% said they had, down from 4% in 2008 (Figure 67).

* This question is asked every other year and was not asked in 2009.

Only “yes” responses are reported in this chart.

ATTITUDINAL INFORMATION

Ninety-four percent (94%) of visitors said they were "very" satisfied with their visit to Las Vegas in 2010 (down significantly from 96% in 2006, but up from 89% in 2007 and 93% in 2008), while 5% were "somewhat" satisfied (up from 4% in 2006 but down from 11% in 2007 and 7% in 2008 (Figure 68).

FIGURE 68
Satisfaction With Visit

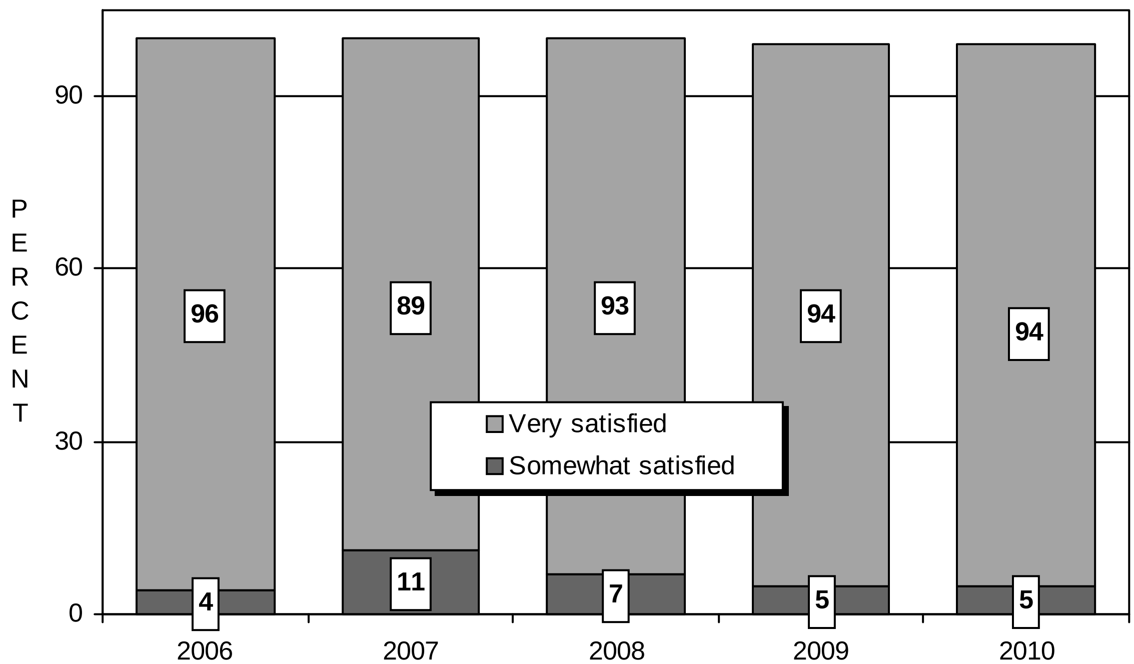
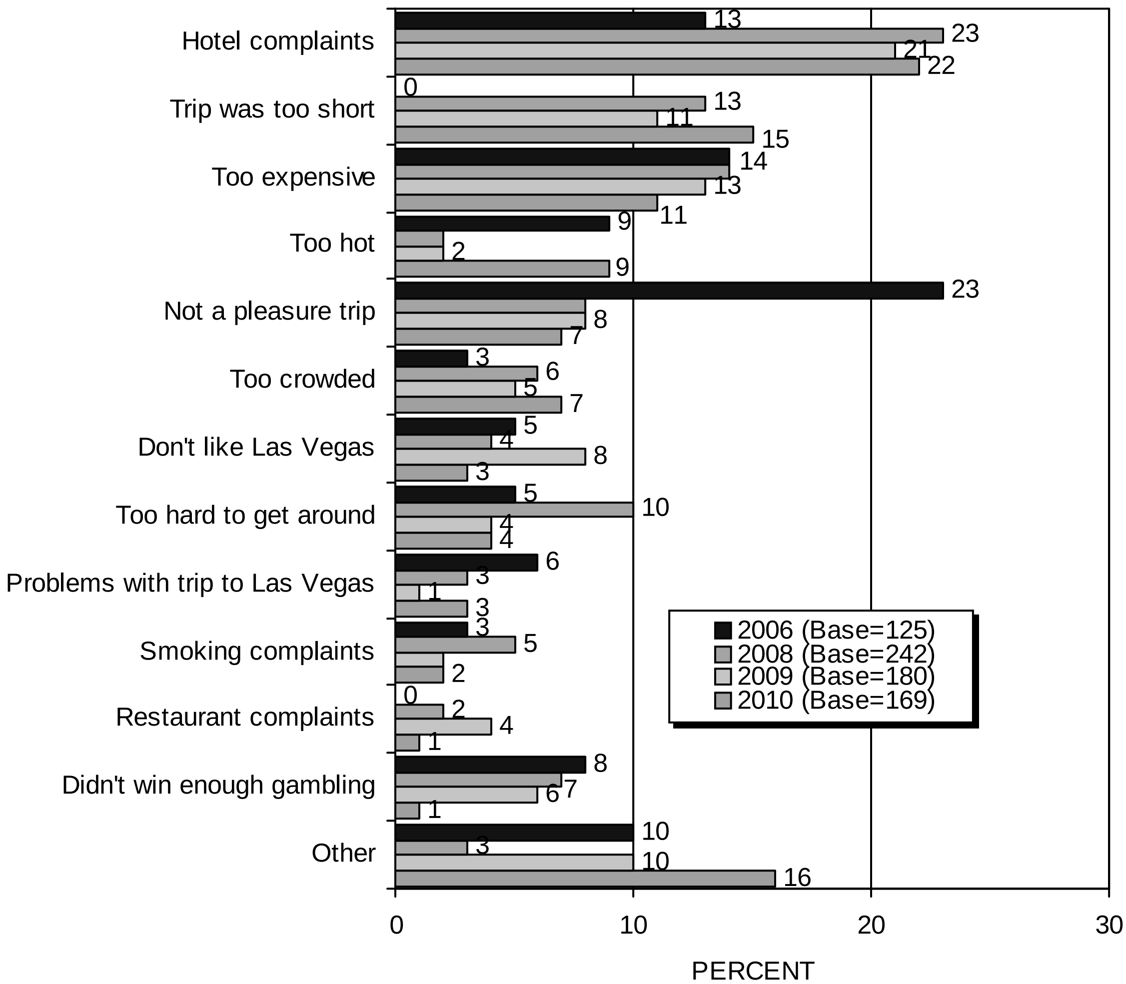


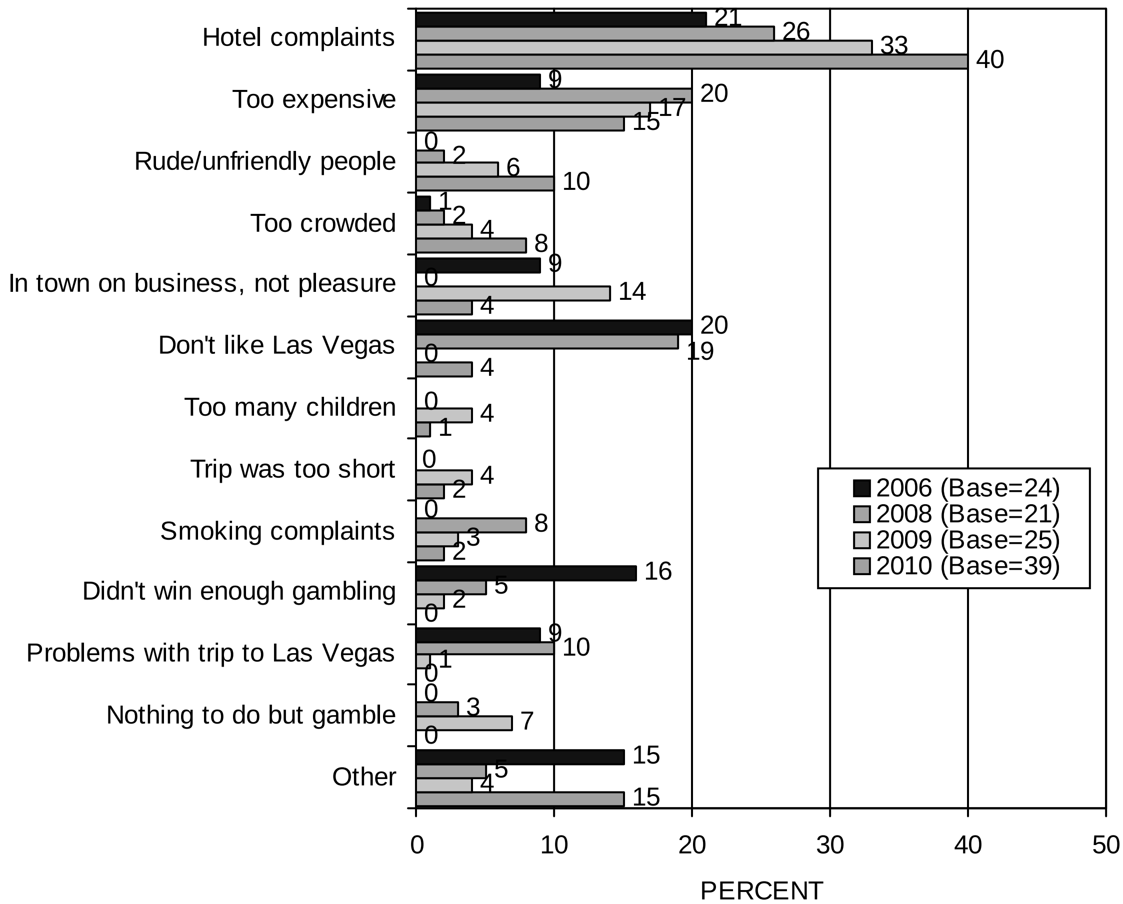
FIGURE 69
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied – Asked Every Other Year)



Visitors who were not completely satisfied with their visit were asked to volunteer why (Figure 69). Twenty-two percent (22%) had complaints about their hotel. Among other reasons given were that their trip was too short (15%), that they think Las Vegas is too expensive (11%), too hot (9%, up from 2% each in 2008 and 2009), too crowded (7%), or too hard to get around (4%), that it was a business trip and not a pleasure trip (7%, down from 23% in 2006), or that they simply don't like Las Vegas (3%). Very few (1%, down from prior years) said it was because they did not win enough gambling.

* This question is asked every other year and was not asked in 2007. However, it was included in 2009.

FIGURE 70
Why Dissatisfied With Visit*
(Among Those Who Were Dissatisfied – Asked Every Other Year)

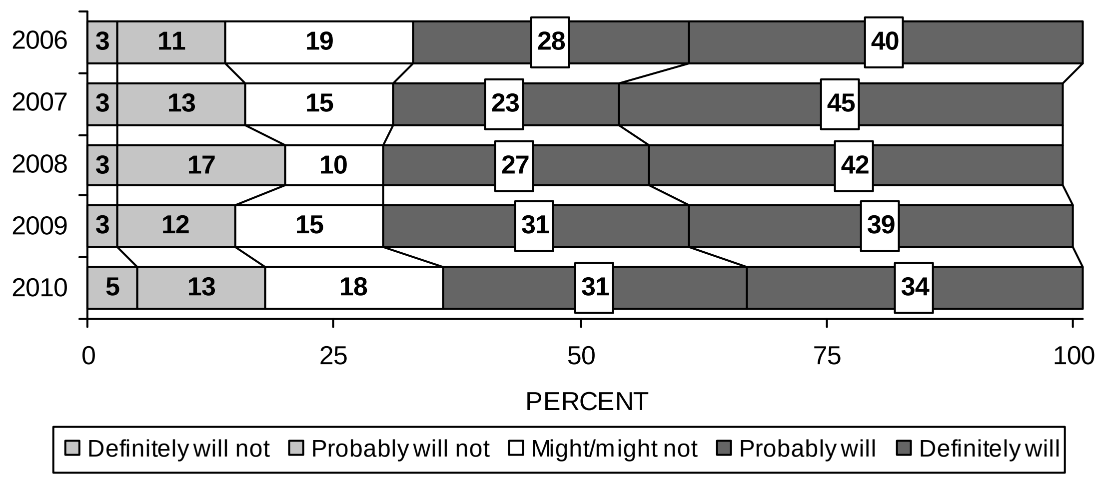


Very few visitors said they were dissatisfied with their visit to Las Vegas. These few dissatisfied visitors were asked to volunteer why they were not satisfied with their visit (Figure 70). The most frequently mentioned reasons for being dissatisfied were hotel complaints (40%), that they think Las Vegas is too expensive (15%), or encountered rude or unfriendly people (10%).

* This question is asked every other year and was not asked in 2005 or 2007. However it was included in 2009.

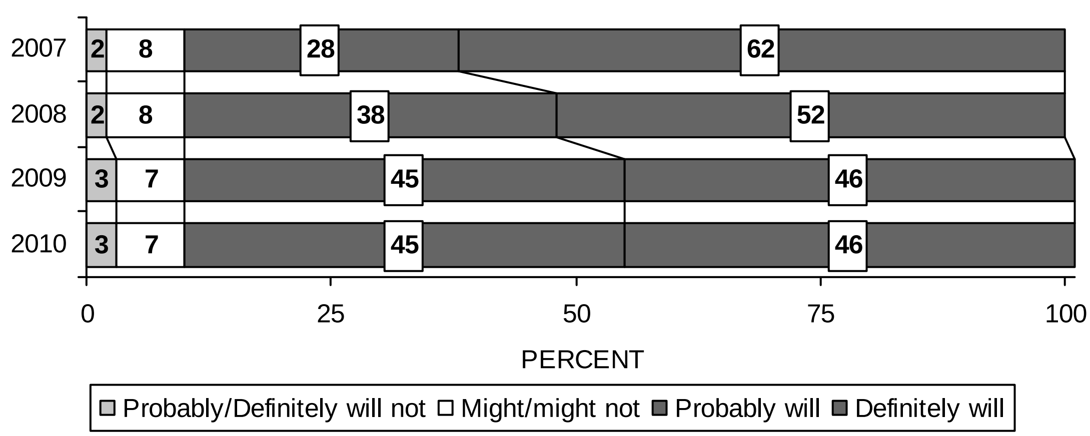
Note very small base sizes for 2006, 2008, and 2009.

FIGURE 71
Likelihood of Returning to Las Vegas Next Year



Visitors were asked how likely they are to return to Las Vegas the following year (Figure 71). Thirty-four percent (34%) said they "definitely" will return to Las Vegas next year (down significantly from 2009), while 31% said they "probably" will return to Las Vegas (similar to 2009).

FIGURE 72
Likelihood of Recommending Las Vegas to Others



Beginning in 2007, visitors were asked how likely they are to recommend Las Vegas to others (Figure 72). In 2010, 46% said they "definitely" will recommend Las Vegas, while 45% said they "probably" will recommend Las Vegas. Both figures were comparable to 2009 readings.

VISITOR DEMOGRAPHICS

Visitors in 2010 were likely to be married (79%), earning $40,000 or more (81%, up significantly from 78% in 2006 and 79% in 2007), and employed (66%, down from 70% in 2006). Over one-quarter (27%) were retired (up from 24% in 2006). The proportion of visitors who were 40 years old or older was 71% (down from 76% in 2008), and the average age was 49.2 (up significantly from 2006 but down from 2008 and 2009). More than one-half (54%) of visitors were from the western United States, with the bulk of them coming from California (30%). Eighteen percent (18%) of visitors were from foreign countries, up significantly from 2006 –2009.

FIGURE 73
VISITOR DEMOGRAPHICS

	2006	2007	2008	2009	2010
GENDER					
Male	52%	50%	51%	50%	50%
Female	48	50	49	50	50
MARITAL STATUS					
Married	79	79	80	78	79
Single	14	14	13	15	14
Separated/Divorced	5	5	5	5	5
Widowed	2	3	2	3	2
EMPLOYMENT					
Employed	70	67	66	65	66
Unemployed	1	1	1	2	2
Student	2	2	2	2	3
Retired	24	26	28	28	27
Homemaker	4	4	4	3	3
EDUCATION					
High school or less	20	27	28	25	23
Some college	26	24	21	24	24
College graduate	48	44	45	47	48
Trade/vocational school	6	5	7	4	5
AGE					
21 to 29	12	11	10	11	10
30 to 39	19	18	15	16	19
40 to 49	22	22	21	21	23
50 to 59	21	20	22	19	19
60 to 64	9	9	11	10	9
65 or older	17	20	22	22	20
MEAN	48.0	49.0	50.6	50.0	49.2
BASE	(3599)	(3596)	(3601)	(3600)	(3601)

FIGURE 74

VISITOR DEMOGRAPHICS

	2006	2007	2008	2009	2010
ETHNICITY					
White	85%	86%	90%	88%	86%
African American/Black	4	5	4	4	5
Asian/Asian American	4	3	2	2	3
Hispanic/Latino	6	5	4	5	6
Other	1	1	0	1	1
HOUSEHOLD INCOME					
Less than $20,000	1	2	1	1	1
$20,000 to $39,999	6	8	5	6	7
$40,000 to $59,999	18	18	18	20	17
$60,000 to $79,999	21	21	24	25	24
$80,000 to $99,999	15	16	19	18	16
$100,000 or more	24	24	22	20	24
Not sure/no answer	15	10	12	9	10
VISITOR ORIGIN					
U.S.A.	87	88	85	86	82
Eastern states*	8	9	8	7	6
Southern states†	13	13	13	11	11
Midwestern states‡	14	14	12	12	12
Western states§	52	52	52	55	54
California	32	31	28	31	30
Southern California	27	25	24	26	26
Northern California	6	6	4	5	4
Arizona	7	9	9	10	7
Other Western states	12	13	15	14	16
No ZIP code given	0	0	0	0	0
Foreign	13	12	15	14	18
BASE	(3599)	(3596)	(3601)	(3600)	(3601)

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

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

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

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

APPENDIX:

Aggregate Results for Calendar Year 2010

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 Las Vegas Convention and Visitors Authority. All answers are kept strictly confidential.

1. Are you a visitor to Las Vegas, or are you a resident of Clark County?

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 Las Vegas within the next 24 hours?

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

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

FIRST VISIT 18%	**SKIP TO Q7 ON PAGE 2**
VISITED BEFORE............82	**ASK Q5**

5. Including this trip, how many times have you visited Las Vegas 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.)**

1 ....26%
2-3...30
4-5...15
6-10...15
OVER 10..15
5.94 MEAN
3.00 MEDIAN

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

1 ....69%
2-3..22
4-5...7
6 OR MORE...................................3
1.67 MEAN
1.00 MEDIAN

7. **(ASK OF ALL RESPONDENTS.)** What was the *primary purpose* of *THIS* trip to Las Vegas?

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 10%
TO ATTEND A CORPORATE MEETING 1
TO GAMBLE 9
INCENTIVE TRAVEL PROGRAM 0
VACATION/PLEASURE 51
VISIT FRIENDS/RELATIVES 11
TO ATTEND A SPECIAL EVENT 5
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 0%
OTHER BUSINESS PURPOSES 6
JUST PASSING THROUGH 4
WEDDING/TO GET MARRIED 3
SOME OTHER REASON 1
NOT SURE/DK 0
REFUSED/NA 0

8. While in Las Vegas, did you attend or work at a convention, trade show, or corporate meeting?

YES 11%
NO 89
NOT SURE/DK 0
REFUSED/NA 0

9. Were you MORE or LESS interested in attending this convention, trade show, or corporate meeting because it was held in Las Vegas, or did it make NO DIFFERENCE to you that it was held in Las Vegas? (N=396)

MORE INTERESTED 52%
LESS INTERESTED 2
NO DIFFERENCE 46
NOT SURE/DK 0
REFUSED/NA 0

10. Did you bring a spouse, family member, or friend with you who did NOT attend or work at a convention, trade show, or corporate meeting? (N=396)

YES 35%
NO 65
DK/NA 0

11. Did you travel to Las Vegas by...

Air 41%
Bus (NET) 2
(IF "YES" ASK, "Do you mean...":)
Regularly scheduled bus service like Greyhound 1
Or a chartered or escorted bus service or bus tour 2
Automobile 52
Truck 1
Motorcycle 0
Recreational Vehicle (RV) 4

12. Which of the following kinds of transportation have you used during your visit? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

A.	Your own vehicle	48%
B.	Rental car	12
C.	Limousine	2
D.	Bus	21
E.	Hotel/motel shuttle	19
H	Monorail	8
G.	Taxi	23
	WALKED	28
	OTHER	3

13. How far in advance did you plan this trip to Las Vegas? **(ASK AS OPEN END.)**

SAME DAY	0%
1-3 DAYS BEFORE	4
4-6 DAYS BEFORE	1
7-14 DAYS BEFORE	15
15-30 DAYS BEFORE	27
31-60 DAYS BEFORE	23
61-90 DAYS BEFORE	11
MORE THAN 90 DAYS BEFORE	18
NOT SURE/DK	0
REFUSED/NA	0

14. Did a travel agency assist you in planning your trip?

YES	12%	**ASK Q15**
NO	88	**SKIP TO Q16**
NOT SURE/DK	0	
REFUSED/NA	0	

(ASK ONLY OF THOSE WHO SAID "YES" IN Q14.)

15. Did the travel agent... **(READ LIST)** (N=433)

Influence your decision to visit Las Vegas?	2%
Influence your choice of accommodations?	81
"Book" your accommodations?	90
"Book" your transportation?	92

16. Did you use the Internet in planning your trip?

YES	53%	**ASK Q17**
NO	47	**SKIP TO Q20**
NOT SURE/DK	0	
REFUSED/NA	0	

17. Did you use the Internet to book your transportation? (N=1911)

YES	56%	**ASK Q18**
NO	44	**SKIP TO Q19**
NOT SURE/DK	0	
REFUSED/NA	0	

18. Which website did you use to book your transportation? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).**

(N=1066)

a.	AOL (AMERICA ONLINE)	1%
b.	CHEAPTICKETS.	3
c.	EXPEDIA.COM	14
d.	HOTWIRE.COM	0
e.	MAPQUEST.COM	0
f.	ORBITZ	4
g.	PRICELINE.COM	3
h.	TRAVEL.COM	1
i.	TRAVELOCITY	6
j.	YAHOO	0
k.	AIRLINE WEBSITE (ANY)	65
l.	OTHER	2
m.	NOT SURE/DK	0

(ASK ONLY OF THOSE WHO SAID "YES" IN Q16.)

19. Did you find information on the Internet that... **(READ LIST)**

(N=1911)

a.	Influenced your decision to visit Las Vegas?	1%
b.	Influenced your choice of accommodations?	52

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A *DOWNTOWN* LOCATION, CIRCLE "YES" (1) IN Q20 AND ASK Q23. IF YOU ARE *NOT* DOWNTOWN, READ THE FOLLOWING TO RESPONDENT *BEFORE Q20*:

"There are two *main* areas where hotels, motels, and casinos are located in Las Vegas. One area is referred to as The Strip. The Strip includes all the properties on or near Las Vegas Boulevard. The other area is referred to as Downtown Las Vegas. Downtown includes all the properties on or near Fremont Street."

POINT OUT THE "DOWNTOWN" AND "STRIP" AREAS ON THE MAP AS YOU READ THE ABOVE EXPLANATION. IF IT HELPS THE RESPONDENT, ALSO POINT OUT WHERE ON THE MAP YOU ARE CURRENTLY LOCATED.

20. While in Las Vegas, have you visited the Downtown area? **(POINT OUT THE DOWNTOWN AREA ON THE MAP.)**

YES 45%	**SKIP TO Q22**
NO 55	**ASK Q21**
NOT SURE/DK..................0 REFUSED/NA 0	**SKIP TO Q22**

21. **(ASK ONLY IF "NO" IN Q20.)** What is the MAIN REASON why you did not visit the Downtown area? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**
(N=1983)

NOT INTERESTED/
NO REASON TO.............................44%

NOT ENOUGH TIME 28

UNFAMILIAR WITH
DOWNTOWN 17

INCONVENIENT/OUT OF THE
WAY 6

ONLY INTERESTED INSTRIP..........3

DON'T LIKE DOWNTOWN/
IT'S A BAD AREA 1

OTHER 2

NOT SURE/DON'T KNOW................0

REFUSED/NO ANSWER 0

22. On this trip to Las Vegas, 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 LAS VEGAS AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE.)**

TYPE OF LODGING
(ALL RESPONDENTS)

HOTEL 90%
MOTEL..5
RV PARK 3
FRIENDS/RELATIVES 2
DAYTRIP/NO LODGING 1

TYPE OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT)

(N=3577)

HOTEL 90%
MOTEL..5
RV PARK 3
FRIENDS/RELATIVES 2

LOCATION OF LODGING
(ALL RESPONDENTS)

STRIP CORRIDOR 78%
ON THE STRIP 61
JUST OFF THE STRIP 17
DOWNTOWN.. 6
BOULDER STRIP 4
OUTLYING AREAS 10
OTHER.. 2

LOCATION OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT) (N=3577)

STRIP CORRIDOR 79%
ON THE STRIP 62
JUST OFF THE STRIP 17
DOWNTOWN.. 6
BOULDER STRIP 3
OUTLYING AREAS 10
OTHER.. 2

24. At what point in your planning did you decide where you would stay? (N=3577)

BEFORE LEAVING HOME	95%
WHILE EN ROUTE TO LAS VEGAS	3
AFTER ARRIVAL	3
NOT SURE/DK	0
REFUSED/NA	0

IF RESPONSE TO Q22 IS RV,
SKIP TO Q33.
ALL OTHERS ANSWER Q23.

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

(N=3465)

Booked by phone, calling the hotel, motel, or RV park directly	42%	**SKIP TO Q25**
Booked through a travel agent (either in person or by phone)	11	
Booked by phone but not by calling the hotel directly and not through a travel agent	2	
Booked at a website on the Internet	37	**ASK Q24**
Booked in person at the hotel, motel, or RV park	3	**SKIP TO Q25**
The trip was a gift, prize, or incentive, so the accommodations were booked for you	1	
Not sure because someone else in your party booked the hotel and you don't know how they did it	4	
OTHER (SPECIFY:)	0	
REFUSED/NA	0	

24. Which website did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).**

(N=1273)

a.	HOTEL WEBSITE (ANY)	27%
b.	HOTELS.COM	14
c.	EXPEDIA.COM	20
d.	LAS VEGAS.COM	7
e.	TRAVELOCITY	5
f.	AIRLINE WEBSITE	4
g.	ORBITZ	5
h.	CHEAPTICKETS.	1
i.	PRICELINE.COM	4
j.	VEGAS.COM	4
k.	YAHOO	1
l.	HOTWIRE	1
m.	OTHER	8
n.	NOT SURE/DK	0

25. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Las Vegas? **(ASK AS OPEN END.)** (N=3465)

SAME DAY	4%
1-3 DAYS BEFORE	4
4-6 DAYS BEFORE	1
7-14 DAYS BEFORE	22
15-30 DAYS BEFORE	45
31-60 DAYS BEFORE	13
61-90 DAYS BEFORE	4
MORE THAN 90 DAYS BEFORE	7
NOT SURE/DK	0
REFUSED/NA	0

26. Including yourself, how many people stayed in your room? (N=3393)

ONE 13%
TWO 77
THREE 6
FOUR 5
FIVE 0
SIX OR MORE 0
REFUSED/NA 0
2.03 MEAN
2.00 MEDIAN

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

(N=3339)

HOTEL/TRANSPORTATION PACKAGE DEAL .... 15% HOTEL/AMENITIES PACKAGE DEAL .... 0 TOUR/ TRAVEL GROUP 1	**ASK Q28**
CONVENTION GROUP/ COMPANY MEETING ...... 7 CASINO RATE .... 4 REGULAR FULL-PRICE ROOM RATE 23	**SKIP TO Q30**
CASINO COMPLIMENTARY 15	**SKIP TO Q32**
ANOTHER RATE 35	**SKIP TO Q30**

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

(N=529)

$0-$99 .... 2%
$100-$199 1
$200-$299 5
$300-$399 14
$400-$499 22
$500-$999 38
$1000 OR MORE 17
NOT SURE/REFUSED 0
$651.02 MEAN
$503.00 MEDIAN

29. Where did you first hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=529)

NEWSPAPER 0%
TELEVISION 0
TRAVEL AGENT 43
WORD OF MOUTH 5
OFFER RECEIVED IN THE MAIL 1
BROCHURE 1
E-MAIL OFFER 0
INTERNET AD 18
ANY WEBSITE 32
RESERVATION AGENT/
CALL CENTER 1
OTHER 0
NOT SURE/NO ANSWER 0

PACKAGE VISITORS SKIP TO Q32

30. **(ASK ONLY OF NON-PACKAGE VISITORS)** By the time you leave Las Vegas, 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=2311)

$0-$35 .... 8%
$36-$50 22
$51-$100 50
$101 OR MORE 19
NOT SURE/REFUSED 2
$79.64 MEAN
$70.00 MEDIAN

31. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=2311)

NEWSPAPER	0%
TELEVISION	0
RADIO	0
TRAVEL AGENT	7
WORD-OF-MOUTH	7
OFFER RECEIVED IN THE MAIL	3
BROCHURE	0
E-MAIL OFFER	1
INTERNET AD (POP-UP OR BANNER AD)	12
ANY WEBSITE	32
OUTDOOR BILLBOARD	0
RESERVATION AGENT/ CALL CENTER	37
OTHER	0
NOT SURE/DK	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)?

1	11%
2	69
3	5
4	11
5 OR MORE	4

2.36 MEAN
2.00 MEDIAN

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

YES	7%
NO	93

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

0	1%
1	6
2	19
3	27
4	23
5 OR MORE	25

3.61 MEAN
3.00 MEDIAN

35. By the time you leave, how many *days* will you have been in Las Vegas?

1	1%
2	6
3	19
4	27
5	23
6 OR MORE	25

4.61 MEAN
4.00 MEDIAN

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

SUNDAY	15%
MONDAY	15
TUESDAY	12
WEDNESDAY	14
THURSDAY	17
FRIDAY	18
SATURDAY	10

37. During your stay in Las Vegas, how many casinos or casino-hotel properties did you visit? If you are staying at a casino-hotel, please include it in your count.

0	0%
1	9
2	9
3	9
4	11
5	9
6	10
7 TO 10	29
MORE THAN 10	14

6.42 MEAN
6.00 MEDIAN

38. At how many of these casinos or casino-hotel properties did you gamble?

0	20%
1	16
2	17
3	13
4	10
5	8
6	6
7 TO 10	8
MORE THAN 10	3

3.14 MEAN
2.00 MEDIAN

39. Have you gambled during this visit to Las Vegas?

YES 80%	**ASK Q41**
NO 20	**SKIP TO Q43**

42. At what point in your planning did you decide where you would gamble? (N=2895)

BEFORE LEAVING HOME	30%
WHILE EN ROUTE TO LAS VEGAS	1
AFTER ARRIVAL	69
NOT SURE/DK	0
REFUSED/NA	0

40. On average, how many hours *PER DAY* did you spend gambling? **(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=2895)

2 OR LESS	52%
LESS THAN 1 HOUR	20
ONE HOUR	13
TWO HOURS	19
3 TO 4	24
5 TO 6	15
7 TO 8	7
9 TO 10	2
MORE THAN 10	1

2.94 MEAN
2.00 MEDIAN

43. 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. (N=3895)

$0-$99	16%
$100-$199	19
$200-$299	15
$300-$399	11
$400-$499	7
$500-$599	11
$600 OR MORE	19
NOT SURE/REFUSED	3

$466.20 MEAN
$250.00 MEDIAN

45. **(ASK OF EVERYONE.)** *Now that there are more places to gamble outside of Las Vegas*, do you feel you are MORE LIKELY or LESS LIKELY to visit Las Vegas, or does it make NO DIFFERENCE in your decision to visit Las Vegas? **(IF MORE OR LESS LIKELY, ASK:)** Is that MUCH (more/less likely) or SOMEWHAT (more/less likely)?

5 -MUCH MORE LIKELY	10%
4 -SOMEWHAT MORE LIKELY	25
3 -NO DIFFERENCE	65
2 -SOMEWHAT LESS LIKELY	0
1 -MUCH LESS LIKELY	0
NOT SURE/DK	0
REFUSED/NA	0

3.43 MEAN
3.00 MEDIAN

46. Which of the following types of entertainment have you seen during this trip to Las Vegas? **(START WITH ITEM CHECKED AND CONTINUE UNTIL ALL ITEMS ARE ASKED. ASK BUT DO NOT ROTATE "OTHER". ACCEPT MULTIPLE RESPONSES.)**

47. **(ASK FOR EVERY "YES" IN Q46.)** And how many **(INSERT EACH TYPE MENTIONED IN Q43)** have you seen during this trip? **(RECORD TWO-DIGIT NUMBER IN APPROPRIATE BLANKS.)**

	Q46 YES	Q46 NO	Q46 DK	Q46 NA	Q47 MEAN	
A. Big-name headliner performers in Las Vegas for a special concert (for example, Elton John, Jerry Seinfeld, Barry Manilow, Tim McGraw, Faith Hill, etc.)	12%	88%	0%	0%	1.08	(N=427)
B. Comedy shows or revues (for example, Improv, Comedy Stop, etc.)	12	88	0	0	1.11	(N=418)
C. Lounge acts or other kinds of free entertainment provided at a location other than the "main" show room	45	55	0	0	1.71	(N=1607)

48. **(INTERVIEWER: IF RESPONDENT HAS NOT SEEN ANY SHOWS, CIRCLE "YES" HERE.)**

YES (HAS *NOT* SEEN ANY SHOWS)	NO (HAS SEEN SHOWS)
32%	68%

49. At what point in your planning did you decide which shows you would see? (N=2438)

BEFORE LEAVING HOME 28%
WHILE EN ROUTE TO LAS VEGAS 0
AFTER ARRIVAL 72
NOT SURE/DK 0
REFUSED/NA 0

50. **(ASK THOSE WHO DID NOT GO TO SHOWS:)** What was the *main* reason you didn't go to *any* shows, revues, or acts during your stay in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)** (N=1163)

TOO BUSY/NO TIME 61%
NOT INTERESTED 23
CAME TO GAMBLE 3
ALREADY SAW SHOWS 3
TOO EXPENSIVE 6
DON'T LIKE TO GO ALONE 1
HAVE CHILDREN WITH US 2
SHOWS SOLD OUT OR CLOSED 1
INCONVENIENT 1

49. On this trip to Las Vegas, have you been to other Las Vegas attractions for which you have to pay — for example, the Mandalay Bay Shark Reef, the Stratosphere Observation Tower and Rides, Star Trek: The Experience, New York New York "Manhattan Express" rollercoaster, etc.?

YES 20%
NO 80
NOT SURE/DK 0
REFUSED/NA 0

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

A. A nightclub in a hotel with a cover charge? 5%
B. A free-standing nightclub with a cover charge? 0
C. A bar or lounge in a hotel without a cover charge? 39
D. Any free-standing bar or lounge without a cover charge? 8

53. 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 Las Vegas?

YES 13%
NO 87

54. **(ASK THOSE WHO VISITED NEARBY PLACES:)** On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=480)

Hoover Dam 64%

Grand Canyon 61

Lake Mead....................................20

Laughlin...1

Zion National Park..........................6

Death Valley 7

Bryce Canyon..................................6

Red Rock Canyon 9

Primm. NV 1

Mt. Charleston/Lee Canyon 2

Valley of Fire 3

Mesquite, NV..................................1

All other responses.........................2

55. Did you visit a spa while in Las Vegas? By spa we mean a place that typically offers hair, skin, and body care, facials, massage, manicures, pedicures, etc.?

YES 3%

NO 97

51. By the time you leave Las Vegas, 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. **(ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

$256.82 MEAN (INCLUDING $0)
$256.82 MEAN (EXCLUDING $0)

b. Local transportation (for example, car rental, taxi, limo, gas). Please include all your daily transportation expenses. **(ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

$62.87 MEAN (INCLUDING $0)
$95.47 MEAN (EXCLUDING $0)

52. By the time you leave Las Vegas, 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).....	$122.80 $192.34	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
B.	Shows/entertainment (not including gambling)	$49.28 $112.92	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
C.	Sightseeing	$7.21 $154.77	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
X.	Other	$4.25 $254.14	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)

Just a few more questions on your impressions of Las Vegas in general…

53. Overall, how satisfied were you with your visit to Las Vegas? Were you... (READ LIST.)

Very satisfied	94%
Somewhat satisfied	5
Somewhat dissatisfied	1
Very dissatisfied	0
DO NOT READ	
NOT SURE/DK	0
REFUSED/NA	0

54. **(ASK OF THOSE WHO WERE "SOMEWHAT" SATISFIED:)** You just said you were *somewhat* satisfied with your overall experience in Las Vegas. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? (N=169)

Hotel complaints	22%
Trip was too short	15
Too expensive	11
Too hot	9
Bad weather (other than heat)	7
Here for business, not pleasure/ not enough free time	7
Too crowded	7
Too hard to get around	4
Don't like Las Vegas	3
Problems with trip to Las Vegas	3
Smoking complaints	2
Gambling complaints	1
Restaurant complaints	1
Other	9

55. **(ASK OF THOSE WHO WERE DISSATISFIED:)** What is the *MAIN* reason you were dissatisfied with your overall experience in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)**

(N=39)

Hotel complaints	40%
Too expensive	15
Rude/unfriendly people	10
Too crowded	8
Someone in party got sick	7
Don't like Las Vegas	4
Here on business, not pleasure	4
Smoking complaints	2
Trip was too short	2
Taxi complaints	2
Other	5

56. How likely will you be to return to Las Vegas in the next year? Would you say you…

Definitely will (5)	34%
Probably will (4)	31
Might/might not (3)	18
Probably will not (2)	13
Definitely will not (1)	5
NOT SURE/NO ANSWER	0

57. How likely will you be to recommend Las Vegas 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 (5)	46%
Probably will recommend (4)	45
Might/might not recommend (3)	7
Probably will not recommend (2)	3
Definitely will not recommend (1)	0
NOT SURE/NO ANSWER	0

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

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

Employed 66%	**ASK Q59**
Unemployed .... 2 Student .... 3 Retired .... 27 Homemaker 3	**SKIP TO Q60**
DO NOT READ REFUSED/NA 0	**SKIP TO Q60**

59. 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=2366)

Professional/technical 27%
Managers/proprietors 24
Sales/clerical 25
Craft workers 7
Service workers 17
Laborers (non-agricultural) 0
Agricultural 0

60. 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) 23
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 24
GRADUATED COLLEGE 38
GRADUATE SCHOOL (MASTER'S OR PH.D.) 10
TECHNICAL, VOCATIONAL, OR TRADE SCHOOL 5
REFUSED/NA 0

61. What is your marital status? Are you... **(READ FIRST 4 ITEMS IN LIST.)**

Married 79%
Single 14
Separated or divorced 5
Widowed 2
REFUSED/NA 0

62. What country do you live in?

USA 82%	**ASK Q63**
FOREIGN 18	**SKIP TO Q64**

63. What is your zip code, please?
REGION FROM ZIP CODE

EAST 6%
SOUTH 11
MIDWEST 12
WEST 54
- CALIFORNIA 30
  - NORTHERN CA. 4
  - SOUTHERN CA. 26
- ARIZONA 7
- OTHER WEST 16

FOREIGN VISITORS 18

64. **(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 or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)

WHITE 86%
BLACK OR AFRICAN AMERICAN 5
ASIAN OR ASIAN AMERICAN 3
HISPANIC/LATINO 6
NATIVE AMERICAN, MIXED RACE, OTHER 1

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

49.17 MEAN
48.00 MEDIAN

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

21 to 29	10%
30 to 39	19
40 to 49	23
50 to 59	19
60 to 64	9
65 and older	20
REFUSED/NA	0

66. 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	1%
B. $20,000 to $29,999	2
C. $30,000 to $39,999	5
D. $40,000 to $49,999	8
E. $50,000 to $59,999	9
F. $60,000 to $69,999	12
G. $70,000 to $79,999	12
H. $80,000 to $89,999	10
I. $90,000 to $99,999	6
J. $100,000 to $149,999	19
K. $150,000 or more	6
NOT SURE/NO ANSWER	10

CARD A

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 $149,999

K. $150,000 or more

Las Vegas Convention and Visitors Authority
3150 Paradise Road, Las Vegas, NV 89109-9096
VisitLasVegas.com