2022

LAS VEGAS

VISITOR PROFILE STUDY

Prepared for:

Las Vegas Convention and Visitors Authority

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Acknowledgments

The Las Vegas Convention and Visitors Authority and Heart+Mind Strategies extend thanks to the Las Vegas community for its cooperation in this research project. Special appreciation is noted for cooperation and assistance received from the hotel and casino industries. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

Table of Contents

Table of Contents (cont'd)

EXECUTIVE SUMMARY

In 2022 Las Vegas showed a strong recovery from the effects of the COVID-19 pandemic, while continuing to attract new visitors. With the pandemic gradually receding in the course of the year, 2022 data saw visitor planning horizons, activities, spend, and satisfaction evolve from the COVID era. While not at pre-pandemic levels, more visitors than last year attended shows, and there was a gradually recovering percentage of international visitors as well. Visitors were more likely to visit Downtown, to attend sporting events and to go to paid Las Vegas attractions. Among the findings of the 2022 report, below are some highlights.

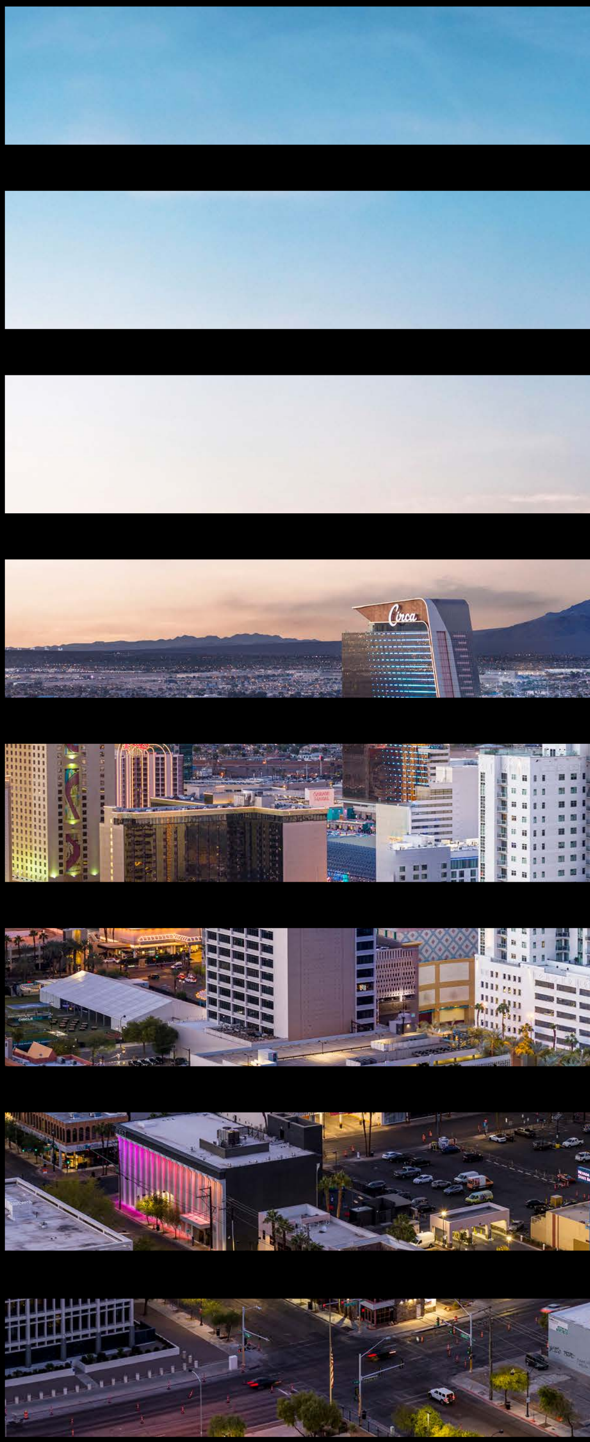
- **Strong Satisfaction:** More than three-quarters (77%) of visitors to Las Vegas in 2022 said that they were "Very Satisfied" with their visit, up from 70% in 2021, while one in five (20%) said they were "Somewhat Satisfied". Only 3% of visitors were dissatisfied with their visit.
- **Expectations:** Las Vegas met (53%) or exceeded (41%) expectations among the majority of visitors.
- **Gradually expanding booking windows:** More Las Vegas visitors booked their trip over a month before arrival in 2022 than in 2021, while about one third (35%) booked their trip from a week to a month in advance, down from last year.
- **Larger travel parties and more traveling with kids:** The average party size (average of 2.5 adults) was higher than last year, and one in six (16%) visitors said they were traveling with people under 21 years old in their party, down from last year, but still up significantly from pre-pandemic results.
- **Significant Spending:** Per-trip spending increased significantly across most categories, particularly for lodging, food and drink, and shows and entertainment.
- **Gaming Growth:** While comparable levels of visitors gambled during their stay in 2022 vs. recent years (75% in 2022), the average trip gaming budget was $761.22, well above pre-pandemic levels.
- **Younger and More Diverse:** The average age of visitors was 40.7 years, down from 43.2 years in 2021, and the 2022 visitor profile continues to be more ethnically diverse, with higher rates of Asian/Asian American and Hispanic/Latino visitors.
- **Improving International:** While remaining below pre-pandemic levels, the international visitor segment (9%) saw some improvement over pandemic lows of 3% in 2021.

INTRODUCTION

The Las Vegas Visitor Profile Study is reported annually, to provide an ongoing assessment of the Las Vegas visitor, and trends in visitor behavior over time. Through 2021 the report was based on ongoing intercept surveys of travelers to Las Vegas. Beginning in 2022 an online component was added to reach a broader cross-section of visitors to Las Vegas.

More specifically, the Las Vegas Visitor Profile aims to:

- Compare 2022 Las Vegas visitors with 2021 visitors as well as pre-pandemic visitors from 2017 – 2019 (due to the pandemic no report was issued in 2020).
- Provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.



METHODOLOGY

The 2022 Las Vegas Visitor Profile was compiled using a new model compared to prior years, preserving the in-person interviews that had been done in the past while adding an online survey among visitors who had recently departed Las Vegas[1].

For the first six months, approximately 400 monthly in-person interviews were conducted and approximately 200 monthly surveys were conducted online.

During the second half of the year, the number of interviews per month was adjusted to 300 in-person and 150 online interviews per month as the online portion showed it was able to reach a broader range of Las Vegas Visitors and augmented the knowledge of the visitor profile.

In total 6,267 interviews were conducted over the course of 2022.

RESPONDENTS

Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age.

For in-person interviews, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

For the online survey, only visitors who had recently departed Las Vegas or who planned to leave Las Vegas within 48 hours were able to complete the survey.

WEIGHTING

The results of the Las Vegas Visitor Profile have been weighted to reflect actual visitors to Las Vegas more accurately in terms of mode of transportation, lodging location, visitor origin and month of visit. Specifically:

- The mode of transportation weight is derived from a compilation of data provided by the LVCVA, Harry Reid International Airport and the Nevada Department of Transportation.
- The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA.
- The domestic/international visitor origin weight is derived from data from the LVCVA and international visitation estimates from Tourism Economics.
- The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

INTERVIEWING

In person visitors were intercepted in the vicinity of Las Vegas casinos, hotels, and at Harry Reid International Airport. Beginning in 2022 interviews were also conducted at Las Vegas attractions such as the Las Vegas Sign and the Fremont Street Experience.

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. Verification procedures were conducted throughout the project to assure accurate and valid interviewing. The online sample was given rigorous quality control by both the vendor and Heart+Mind Strategies.

DATA ANALYSIS

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

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2022 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.

STATISTICAL SIGNIFICANCE

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

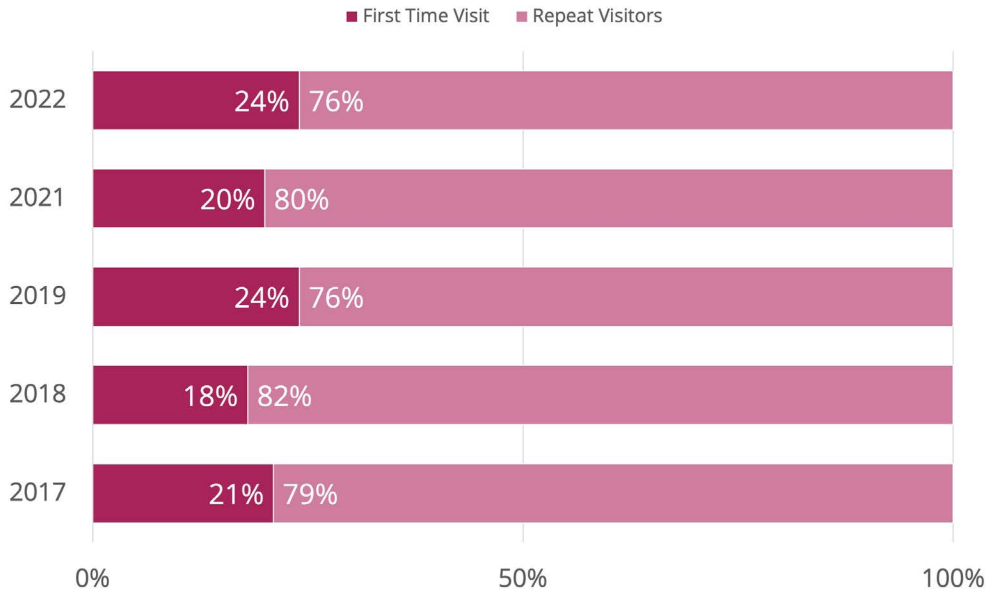
This report presents the results of the 2022 study, as well as for 2021 and the previous three calendar years before the pandemic (2017, 2018, and 2019; no report was issued in 2020).

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

1 For the first five months (January – May, 2022) visitors had to have left Las Vegas within three days; beginning in June this was decreased to two days.

WHY VEGAS: REASONS FOR VISITING

FIGURE 1: **First Visit vs. Repeat Visit**



A quarter of visitors were first-timers.

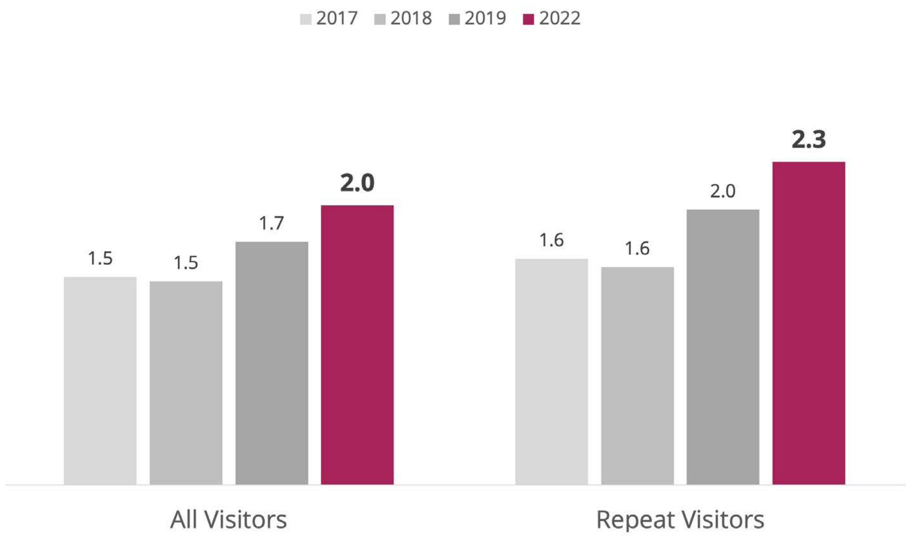
One in four (24%) Las Vegas visitors were making their first trip to Las Vegas, up from 20% in 2021.

Average number of visits steadily increasing.

The average number of visits to Las Vegas in the past year for all visitors was 2.0 in 2022, up from 2017 – 2019 results.

Among repeat visitors, the average number of visits was 2.3, up from 2017 – 2019 results. Over one-half (52%) of repeat visitors made more than one visit to Las Vegas over the past 12 months.

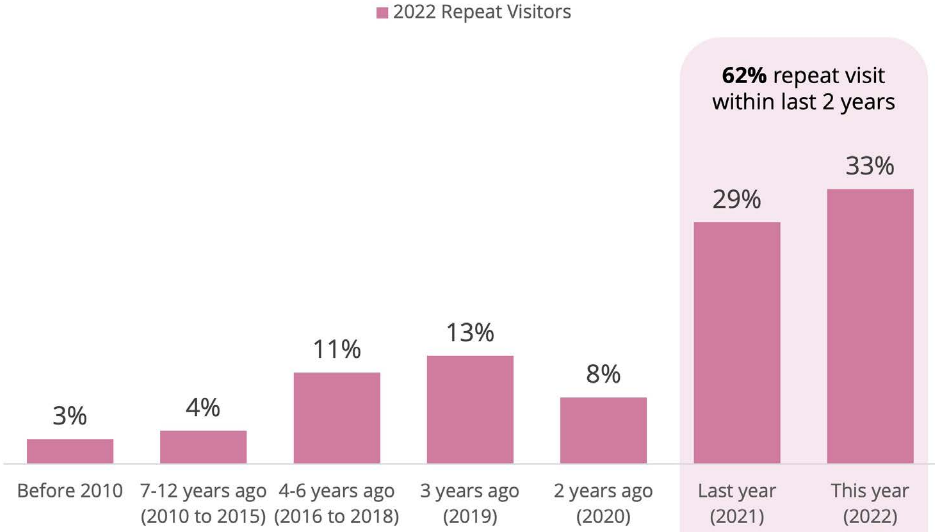
FIGURE 2: **Number of Visits in Past 12 Months**



Note: Not asked in 2021.

WHY VEGAS

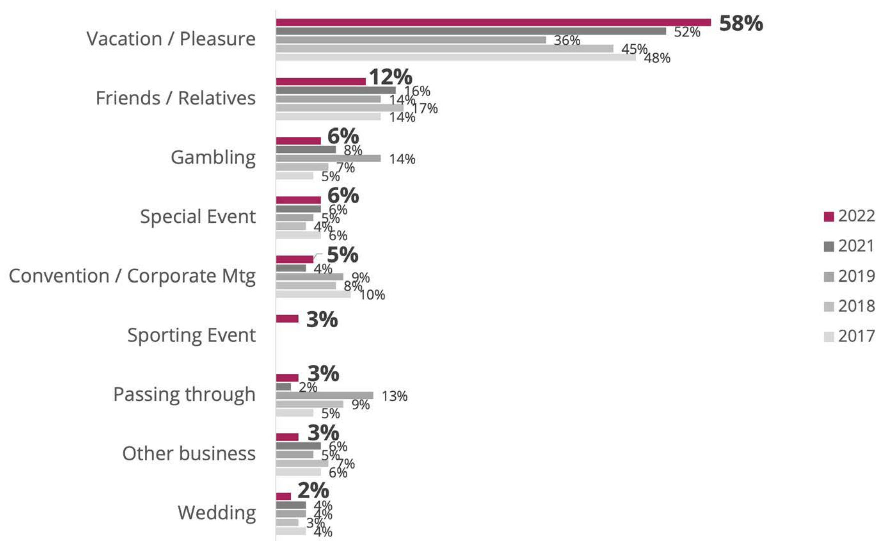
FIGURE 3: **Most Recent Visit to Las Vegas Prior to Current Trip**
(Among Repeat Visitors)



Most repeat visitors did not wait very long in between their last visit and this one.

Six in ten (62%) repeat Las Vegas visitors said they had visited Las Vegas recently, at least one other time within the past two years.

FIGURE 4: **Primary Purpose of Current Visit**



Main reason for most visits is just fun!

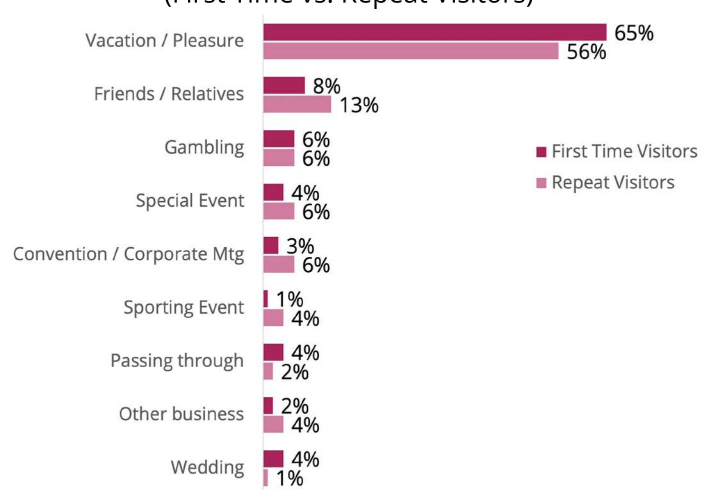
Over one-half (58%) of 2022 visitors said the main purpose of their trip was for vacation/pleasure, up from 2017 – 2021 results.

First-timers are on vacation; Repeats more likely come for relatives, business, or sporting events.

First time visitors to Las Vegas were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (65% vs. 56%), to attend a wedding or get married (4% vs. 1%), or that they were just passing through Las Vegas (4% vs. 2%).

Repeat visitors were more likely than first time visitors to say they were visiting for business, either for a convention or corporate meeting (6% vs. 3%) or for other business purposes (4% vs. 2%), or to say they were visiting friends or relatives (13% vs. 8%), or attending a special event (6% vs. 4%) or a sporting event (4% vs. 1%).

FIGURE 5: **Primary Purpose of Current Visit**
(First Time vs. Repeat Visitors)

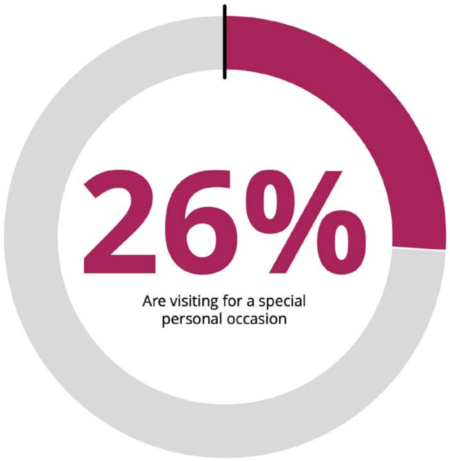


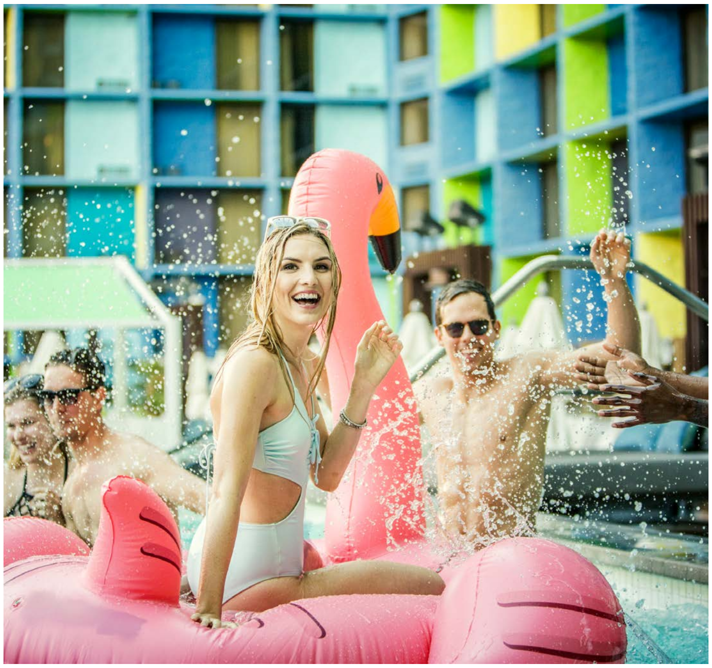
WHY VEGAS

A quarter of visitors came to Las Vegas for a personal special occasion, such as a birthday, anniversary, etc.

Visitors were asked if they had come to Las Vegas for a special personal occasion, and over one-quarter (26%) said they had.

FIGURE 6: **Visiting for Special Personal Occasion**

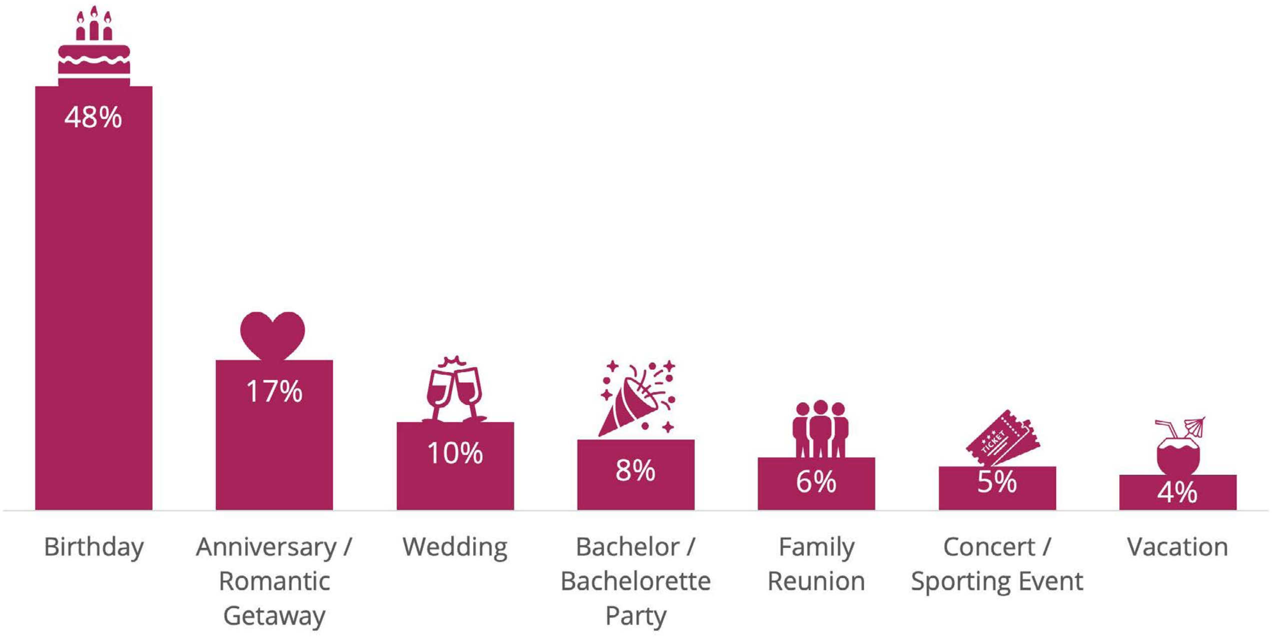




Birthday trips are popular, followed by wedding related trips.

Visitors who said they had come to Las Vegas for a special personal occasion were asked what the special personal occasion was, and nearly half (48%) said it was for a birthday. Romance was also in the air, as over one-third of these visitors said the special occasion was an anniversary or romantic getaway (17%), a wedding (10%) or a bachelor or bachelorette party (8%).

FIGURE 7: **Special Occasion Visiting For This Trip**

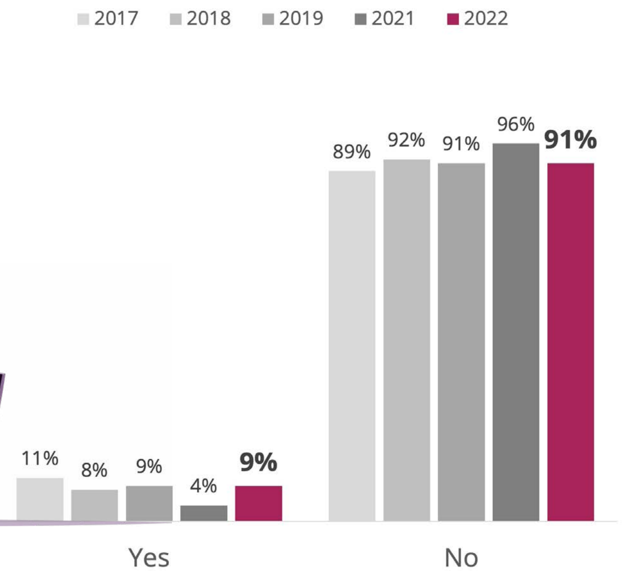


WHY VEGAS

Business visits rebounding from pandemic induced restrictions.

Nearly one in ten (9%) visitors said they had attended or worked at a convention, trade show, association or corporate meeting during their trip, rebounding from 4% in 2021 and in line with 2017 – 2019 results.

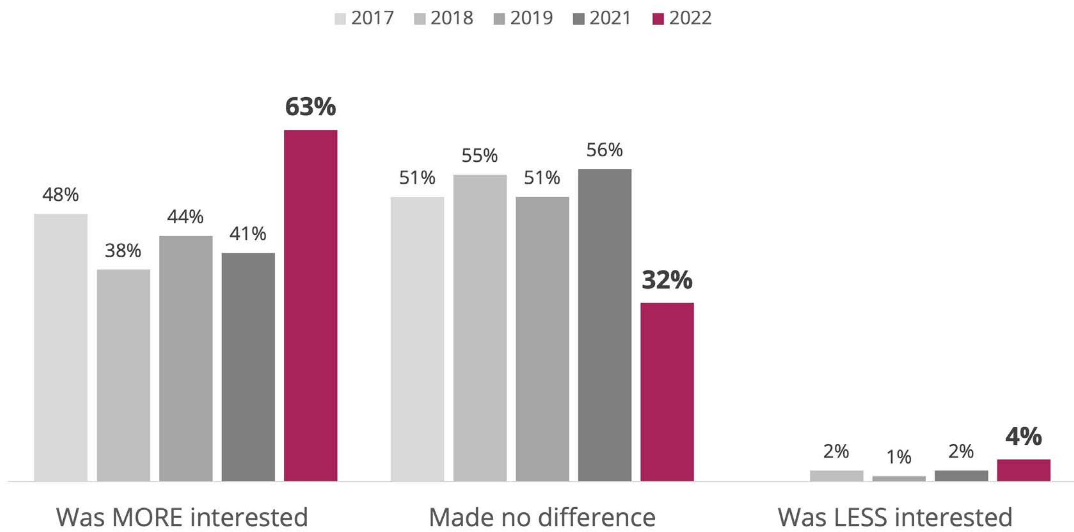
FIGURE 8: **Attended Convention/Meetings in Las Vegas**



Business visitors more interested in attending their business meeting because it's in Las Vegas.

Among those who attended a convention or corporate meeting during their visit, nearly two-thirds (63%) said they were more interested in attending the event because it was in Las Vegas, a big increase from pre-pandemic results.

FIGURE 9: **Impact on Interest in Attending Conventions/Meetings**
(Among Las Vegas Meeting Attendees, n=580)

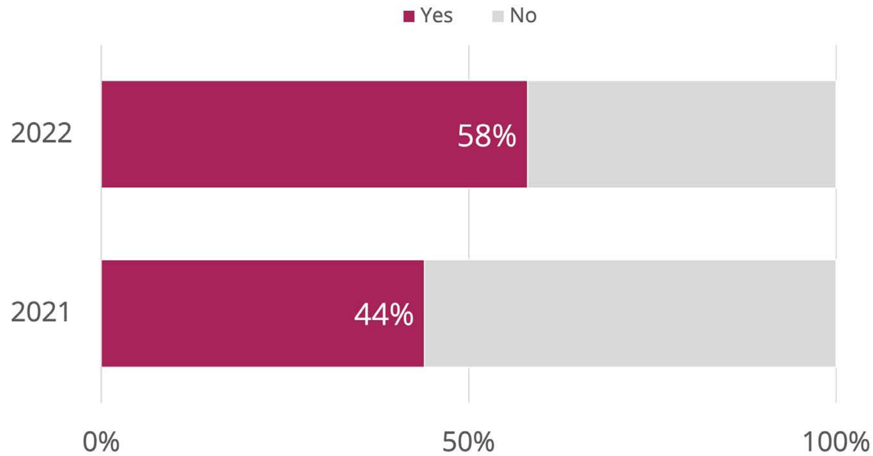


WHY VEGAS

More business visitors extending their stay to enjoy leisure time in Las Vegas.

About six in ten (58%) of those who attended a convention or corporate meeting said they extended their stay for leisure purposes, up from 44% in 2021. Among all convention visitors, the mean length by which they extended their stay was 1.7 nights, up from 1.2 nights in 2021.

FIGURE 10: **Number of Nights Extended Trip for Leisure Purposes**
(Among Las Vegas Meeting Attendees, n=580)

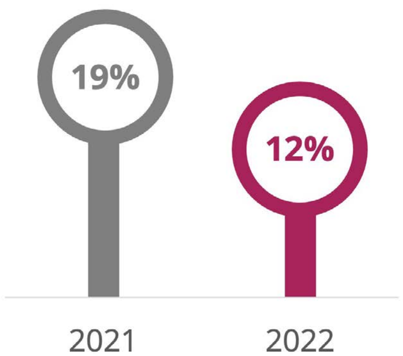


Avg. Number of Nights Extended	
2021	**2022**
1.2	**1.7**

Visitors mixing work and pleasure during their stay.

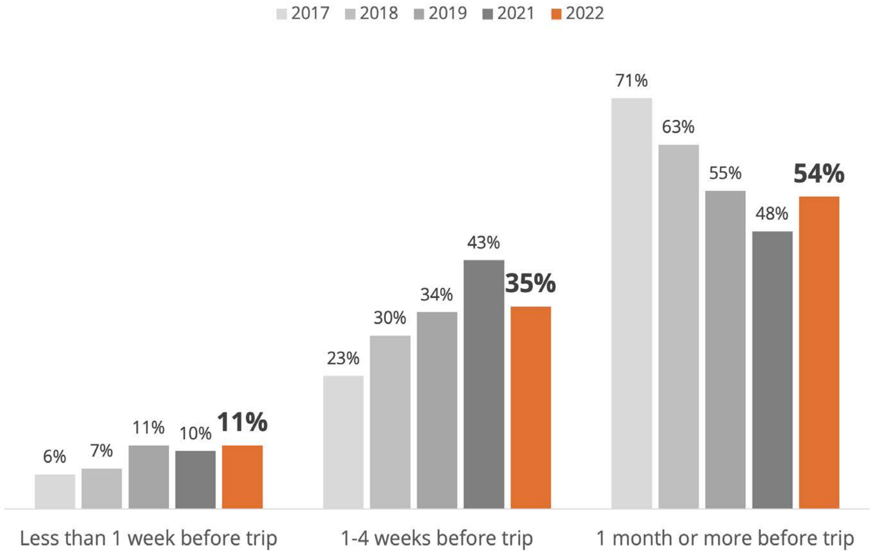
Among employed visitors, one in eight (12%) said they did some work during their visit, down from 19% in 2021.

FIGURE 11: **Did Work During This Visit to Las Vegas**
(Among Employed)



ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

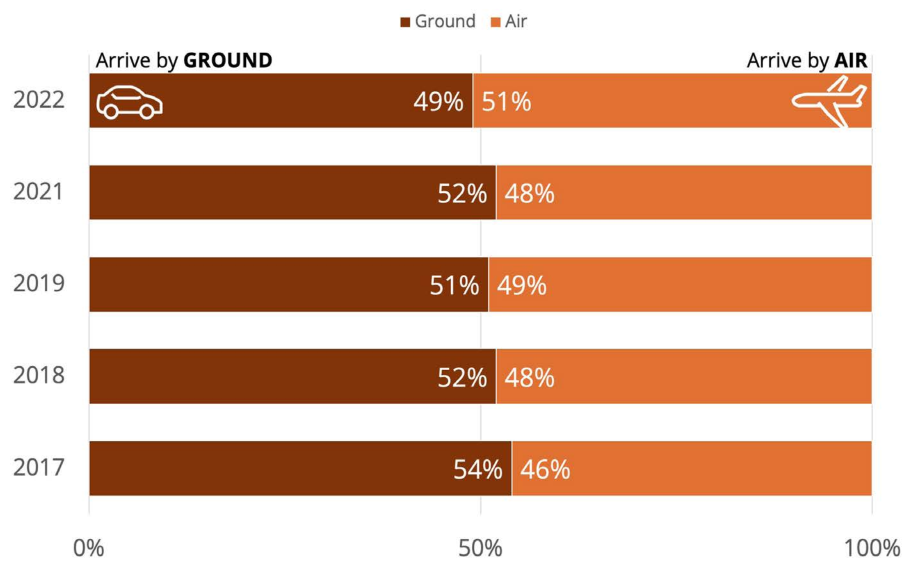
FIGURE 12: **Advance Trip Planning**



Travelers starting to take more time to plan their trip.

Over one-half (54%) of Las Vegas visitors planned their trip more than a month ahead, up from 48% last year. About one-third (35%) planned their trip from a week to a month in advance, down from 43% last year, while 11% planned their trip less than a week in advance.

FIGURE 13: **Ground vs. Air Transportation to Las Vegas**



Visitors arriving by air crosses into majority.

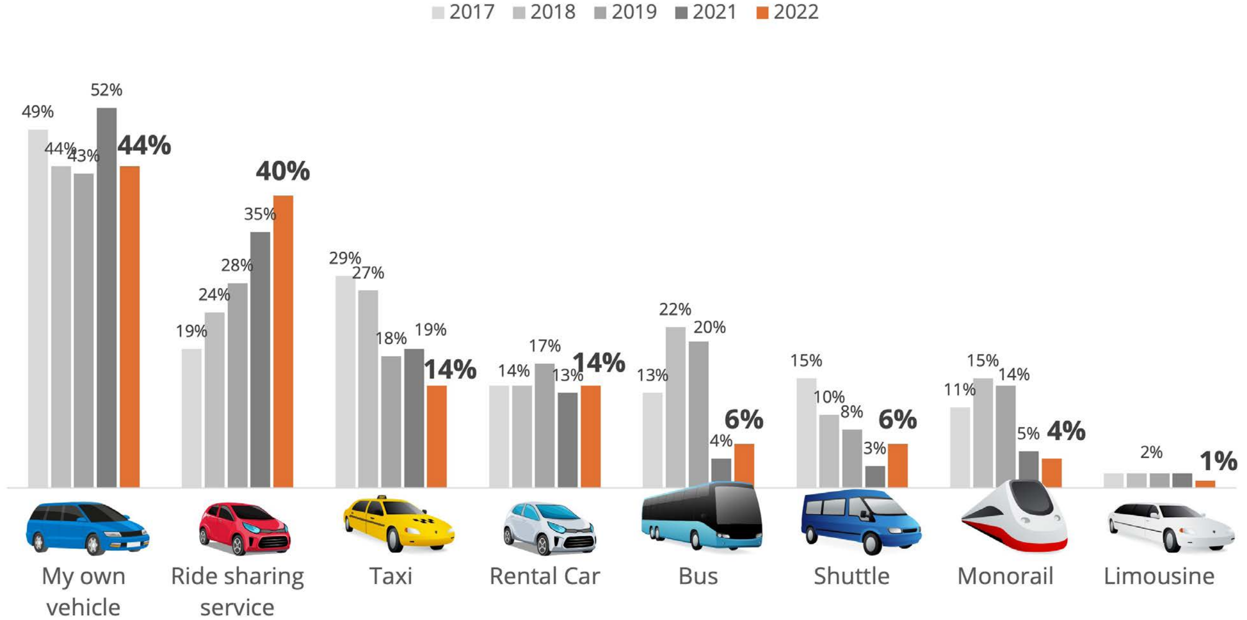
Just over one-half (51%) of visitors arrived in Las Vegas via air. In past years the majority of visitors arrived by ground transportation.

ON THE GO

Majority of visitors travel around town via car.

Nearly six in ten visitors drove either their own (44%) or a rental vehicle (14%) during their visit. Four in ten (40%) used a ride sharing service, continuing a steady increase.

FIGURE 14: **How I Got Around Las Vegas**

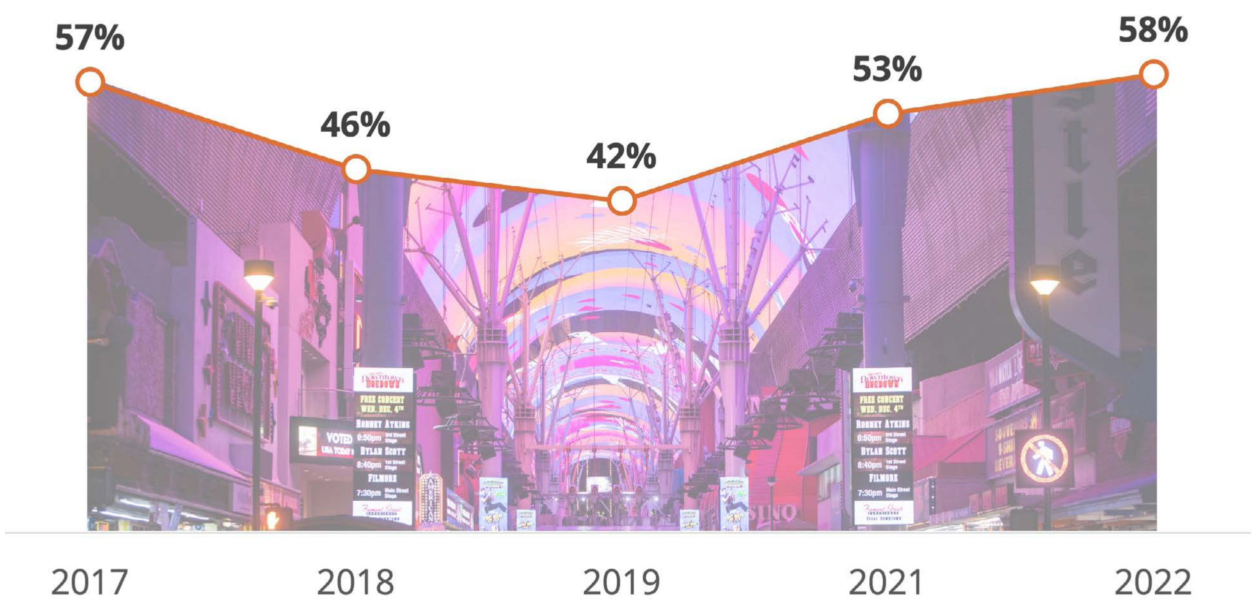


Note: Multiple responses permitted

More visitors exploring Downtown Las Vegas.

About six in ten (58%) visited Downtown Las Vegas during their stay, showing a steady increase compared to past results.

FIGURE 15: **Visited Downtown Las Vegas**

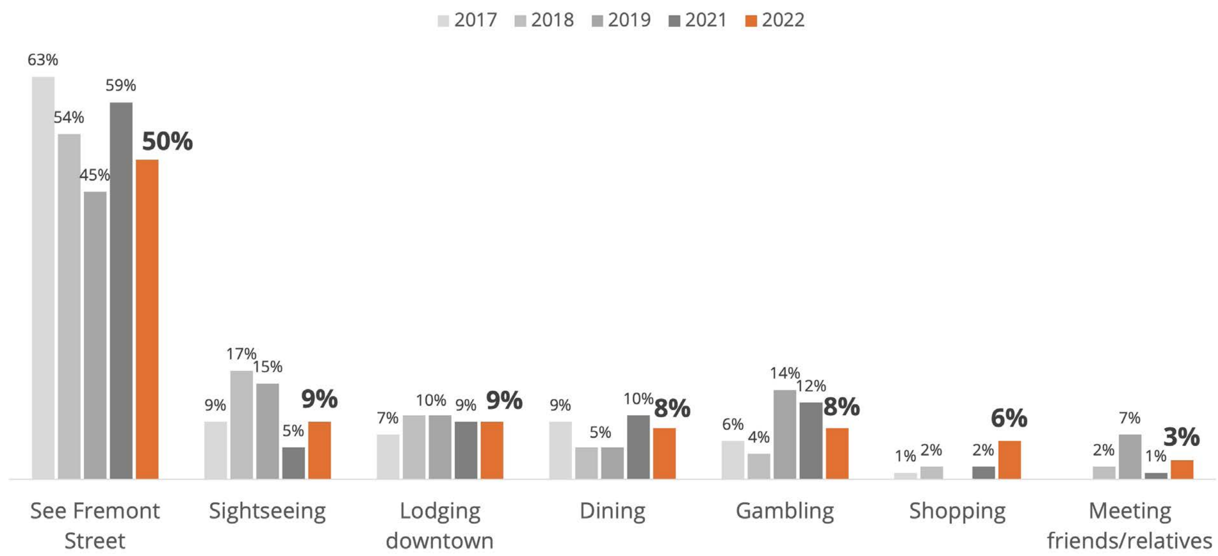


ON THE GO

Fremont Street Experience a key draw for Downtown.

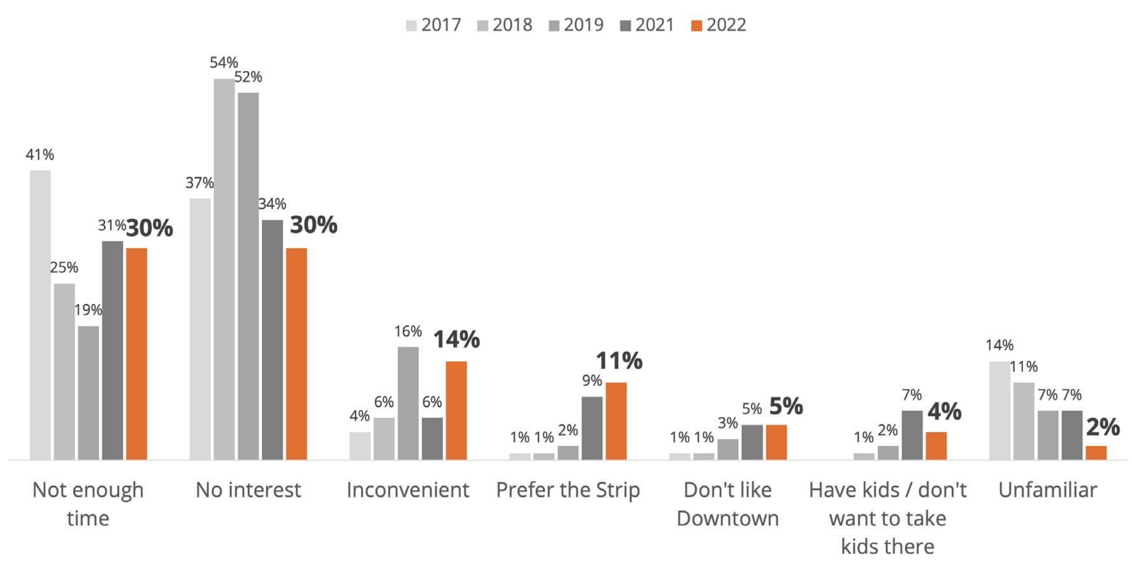
While one-half (50%) of visitors who went Downtown said the main reason was to see the Fremont Street Experience, more visitors than last year said they were sightseeing (9%) or that they came Downtown to shop (6%) or to meet friends or relatives (3%).

FIGURE 16: **Reasons for Visiting Downtown**
(Among Downtown Las Vegas Visitors)



Six in ten visitors who did not visit Downtown said it was because either they did not have enough time or interest (30% each). More visitors than last year said it was because Downtown was inconvenient or out of the way (14%, up from 6%) or that they prefer the Strip (11%, up from 9%). Only 2% said they did not visit because they were not familiar with Downtown, down from 7%-14% in previous years.

FIGURE 17: **Reasons for NOT Visiting Downtown**
(Among Non-Visitors to Downtown Las Vegas)



ON THE GO

Adjacent sightseeing starting to pick back up.

About one in six visitors (16%) visited nearby destinations before or after their trip to Las Vegas, up from 12% in 2021.

FIGURE 18: **Visited Other Nearby Places**

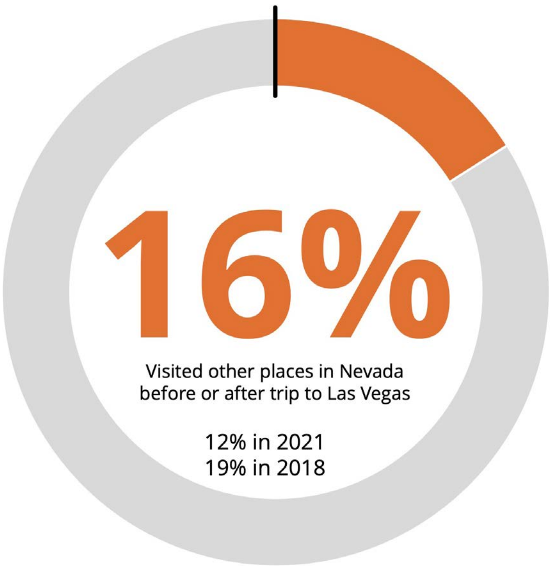
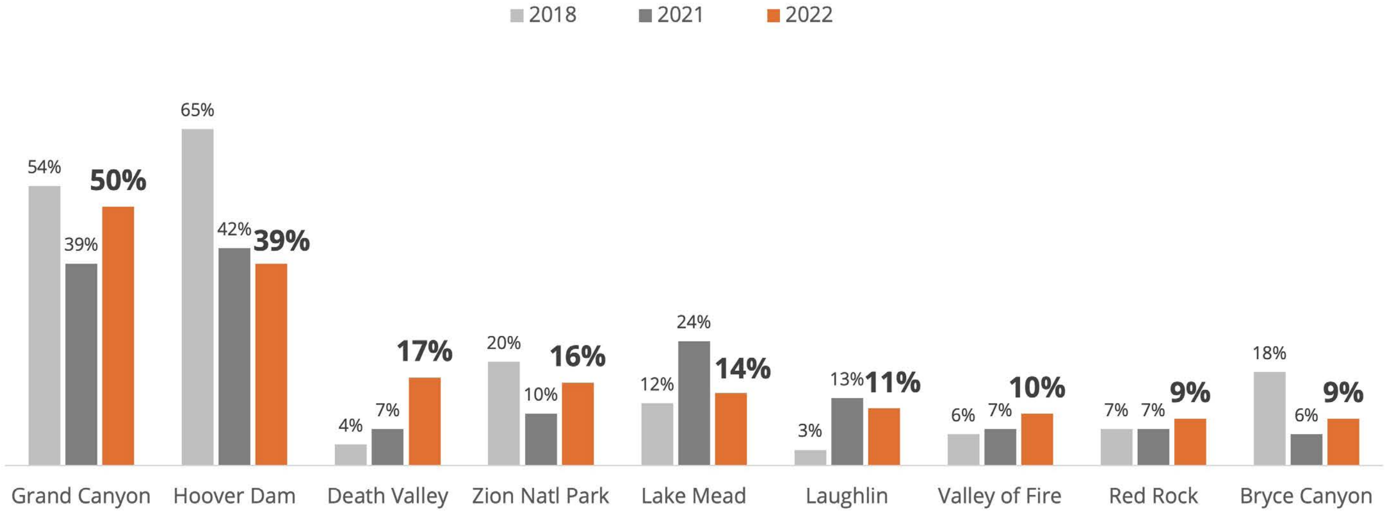


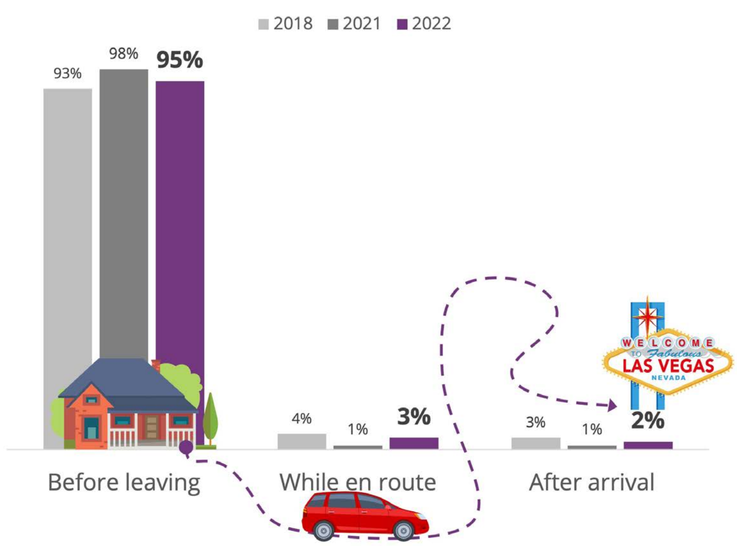
FIGURE 19: **Other Nearby Places Visited**
(Among Visitors to Other Places)



Note: Not asked in 2017 or 2019.

TRIP PLANNING: LODGING AND RESERVATIONS

FIGURE 20: **When Decided Where to Stay**
(Among Overnight Visitors)



NOTE: Not asked in 2017 or 2019

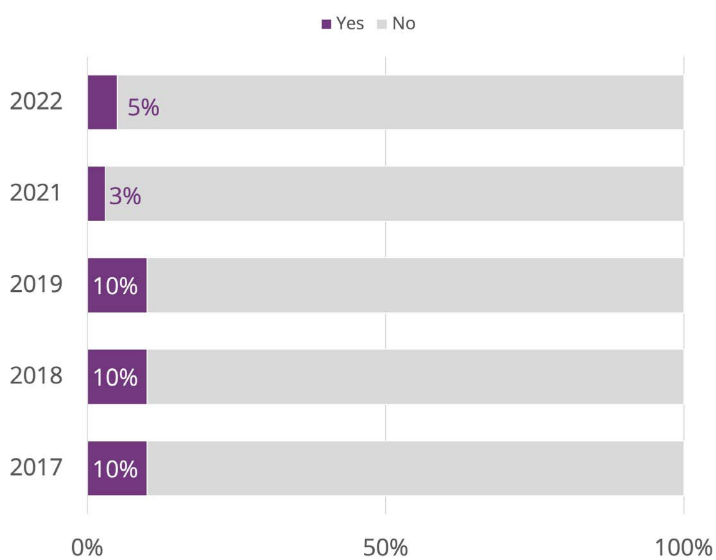
Visitors mostly plan ahead and decide where to stay before they leave home.

Nearly all visitors (98%) decide where to stay either before leaving home or while en route to Las Vegas, similar to recent years.

Few visitors used a travel agent/advisor when planning their trip.

Five percent (5%) of visitors used a travel agent/advisor in planning their trip to Las Vegas, up from the 3% who gave this response in 2021.

FIGURE 21: **Assisted by Travel Agent in Planning Trip**

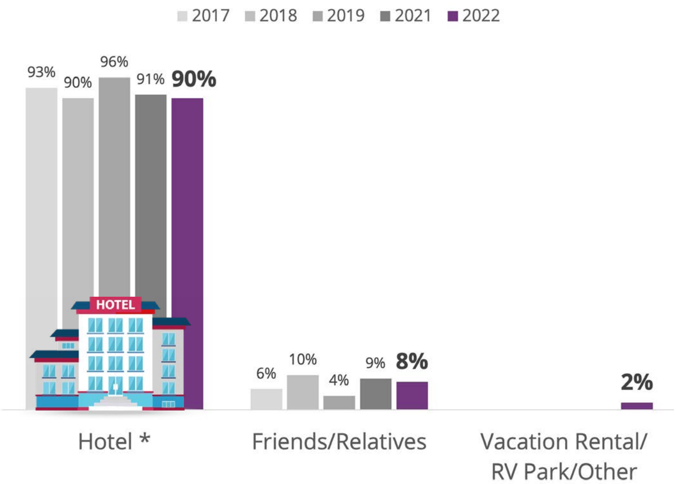


TRIP PLANNING

Most visitors stay at a hotel.

Nine in ten (90%) visitors stay at a Hotel, down from 96% in 2019 (pre-pandemic). Eight percent (8%) of visitors stayed with friends or relatives.

FIGURE 22: **Type of Lodging**
(Among Overnight Visitors)

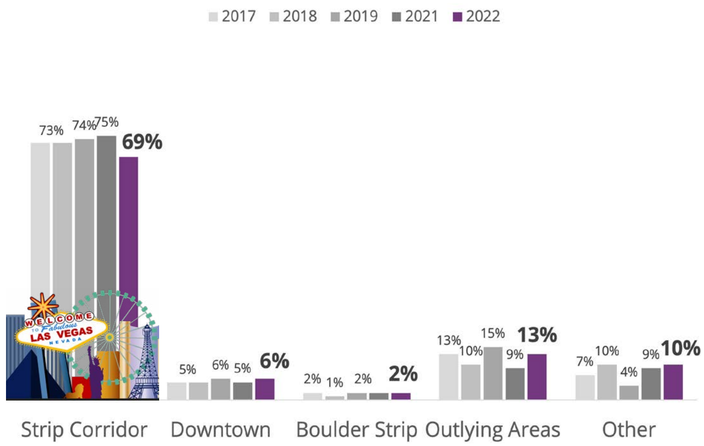


** Also includes respondents who stayed in a timeshare.*

Strip still rules as most popular place to stay.

While 2 out 3 visitors stayed on the Strip, more lodged at a variety of locations outside of Strip Corridor compared to recent years.

FIGURE 23: **Location of Lodging**
(Among Overnight Visitors)



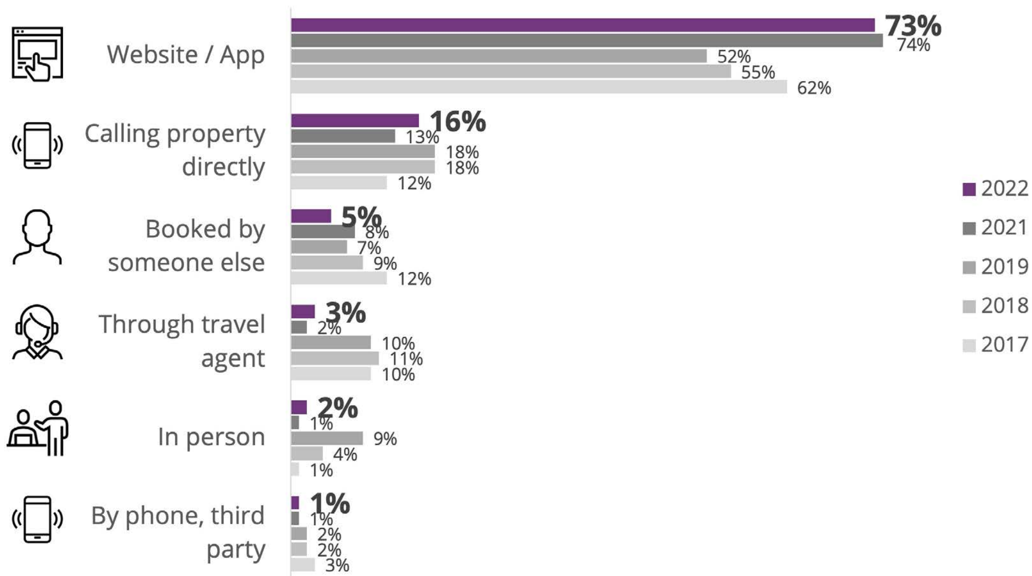
Note: The Strip Corridor includes properties located directly on Las Vegas Boulevard South, as well as properties near the Strip, between Decatur Blvd and Paradise Road.

TRIP PLANNING

Booking through a website or app is still #1 choice.

Similar to 2021, more visitors (73%) are booking online, compared to pre-pandemic, and fewer are booking through travel agents or in-person. One in six (16%) booked by calling the property directly, up from 13% in 2021.

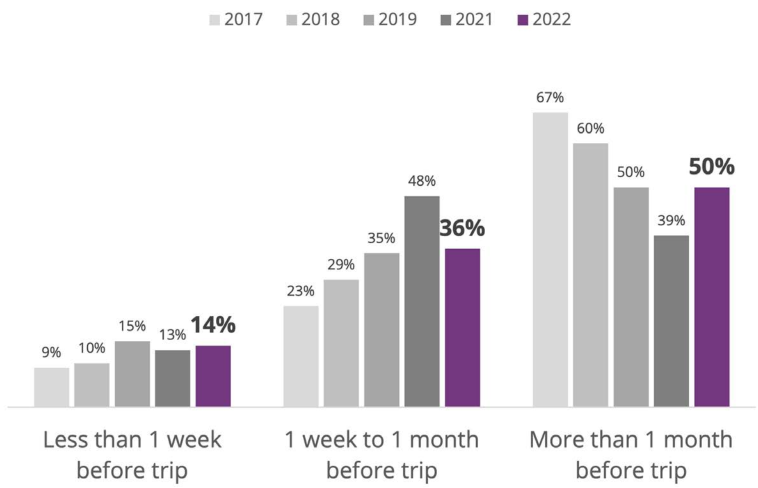
FIGURE 24: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)



With gradually improving feelings of travel security comes more advanced trip planning.

While still lower than pre-pandemic levels, visitors in 2022 who booked their accommodation a month or more before the trip (50%) was up compared to 2021 when the pandemic was still prevalent and causing uncertainty in travel planning.

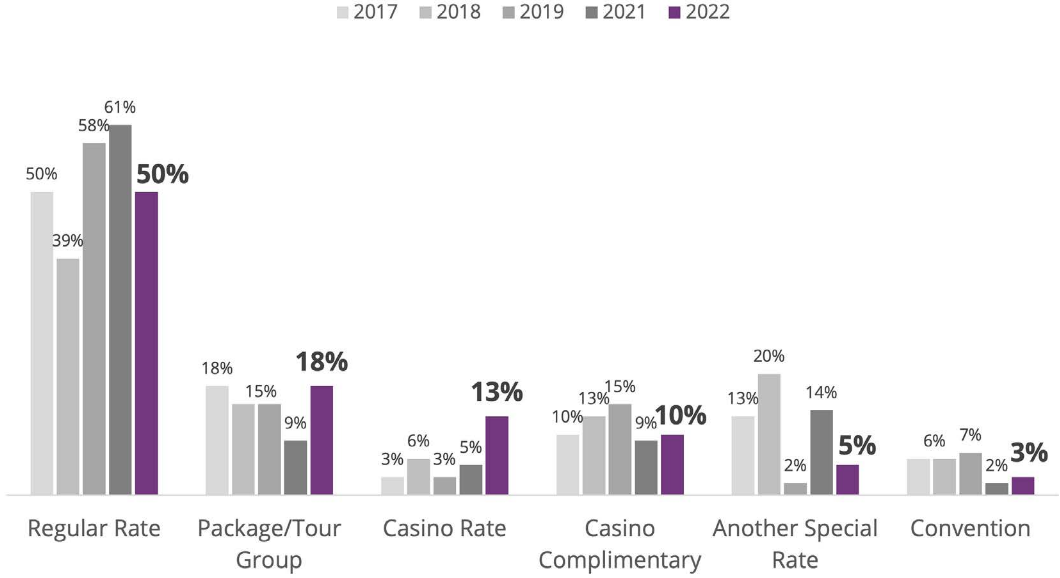
FIGURE 25: **Advanced Booking of Accommodations**
(Among Those Who Stayed in Hotel)

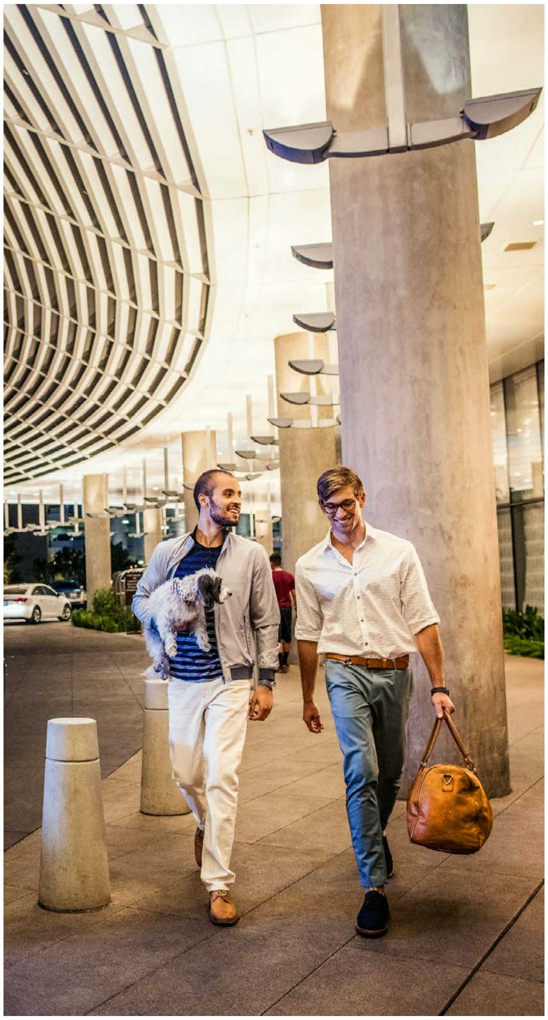


TRIP PLANNING

Half of visitors are still booking at the regular rate with increased numbers paying a casino rate.

FIGURE 26: **Type of Room Rate**
(Among Those Who Stayed in Hotel)

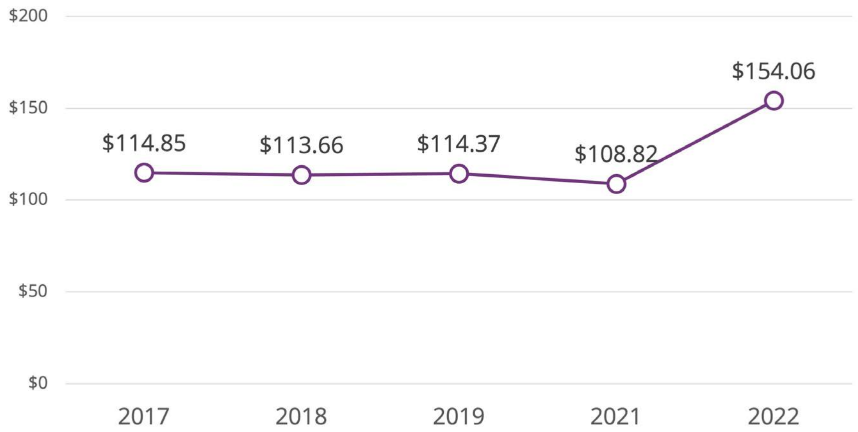




Visitors spending more on lodging.

Average nightly rates in 2022 were the highest recorded at $154.06.

FIGURE 27: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)

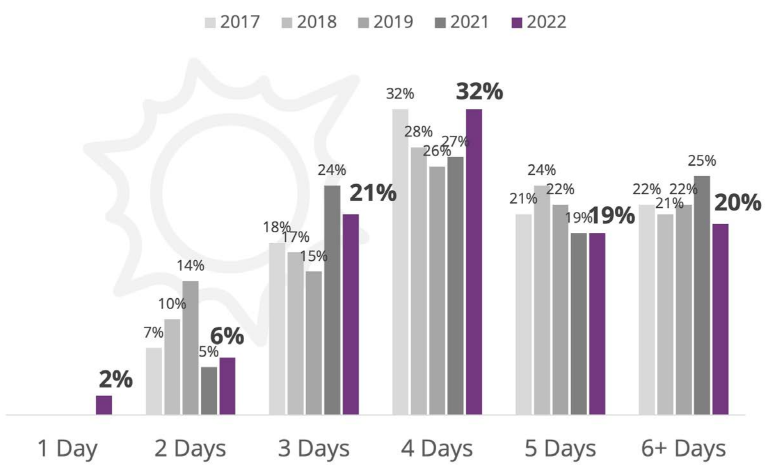


TRIP PLANNING

Visitors' length of stay similar to past years.

The average number of days (4.4) and nights (3.4) stayed in Las Vegas was down from 4.6 and 3.6 in 2021, but the same as 2018 – 2019 figures.

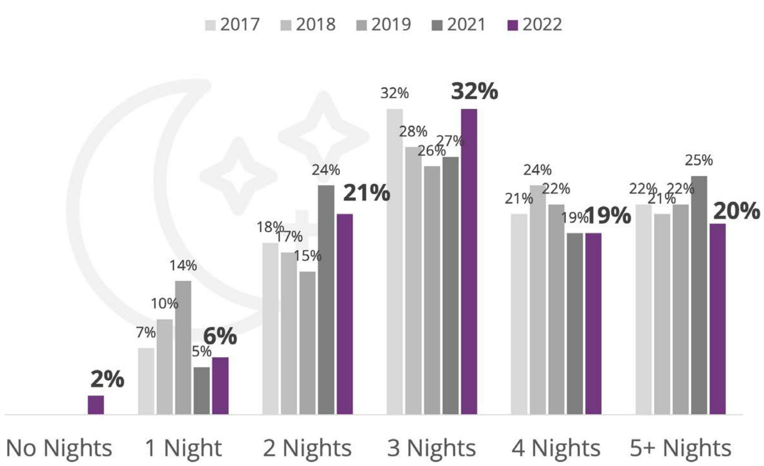
FIGURE 28: **Number of Days Stayed (Length of Stay)**



Average Number of Days Stayed

2017	2018	2019	2021	**2022**
4.5	4.4	4.4	4.6	**4.4**

FIGURE 29: **Number of Nights Stayed (Length of Stay)**

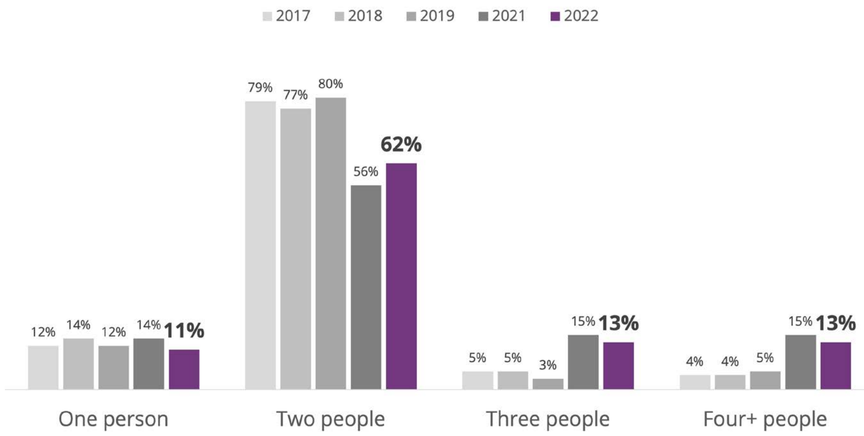


Average Number of Nights Stayed

2017	2018	2019	2021	**2022**
3.5	3.4	3.4	3.6	**3.4**

TRIP PLANNING

FIGURE 30: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



Greater mix of visitors with 3 or more people per room compared to before the pandemic.

The mean number of persons per room (2.4) was the same as 2021, and up from pre-pandemic levels.

Average Number of Room Occupants

2017	2018	2019	2021	**2022**
2.0	2.0	2.0	2.4	**2.4**

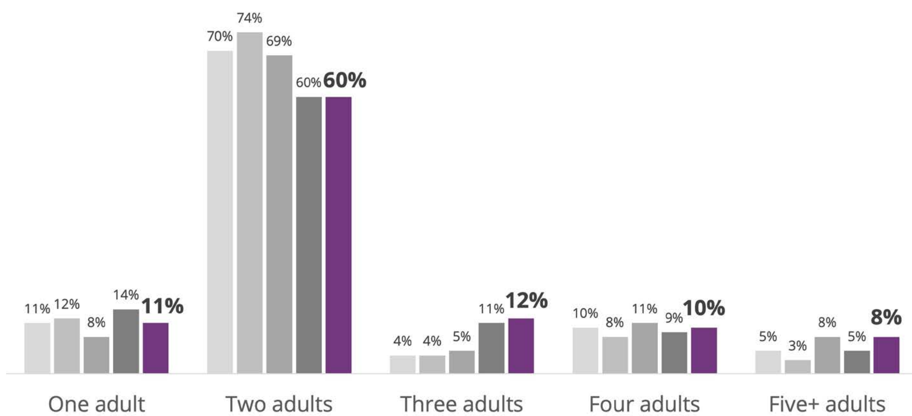
More visitors in groups of 3 or more adults.

3 in 5 visitors (60%) were accompanied by one other adult, and more visitors were in a party of 3 adults compared to pre-pandemic results (12% vs. 4-5% from 2017 – 2019).

Average Number of Adults in Party

2017	2018	2019	2021	**2022**
2.3	2.2	2.5	2.4	**2.5**

FIGURE 31: **Number of Adults in Immediate Party**

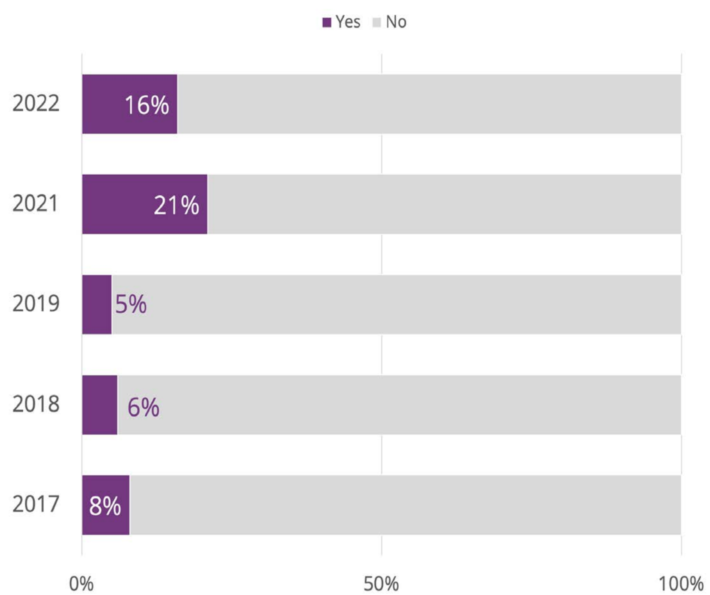


TRIP PLANNING

More groups with children coming to visit Las Vegas than before the pandemic.

While not as high as 2021, the number of parties with someone under 21 (16%) remained elevated over pre-pandemic levels.

FIGURE 32: **Have Persons Under Age 21 in Party**



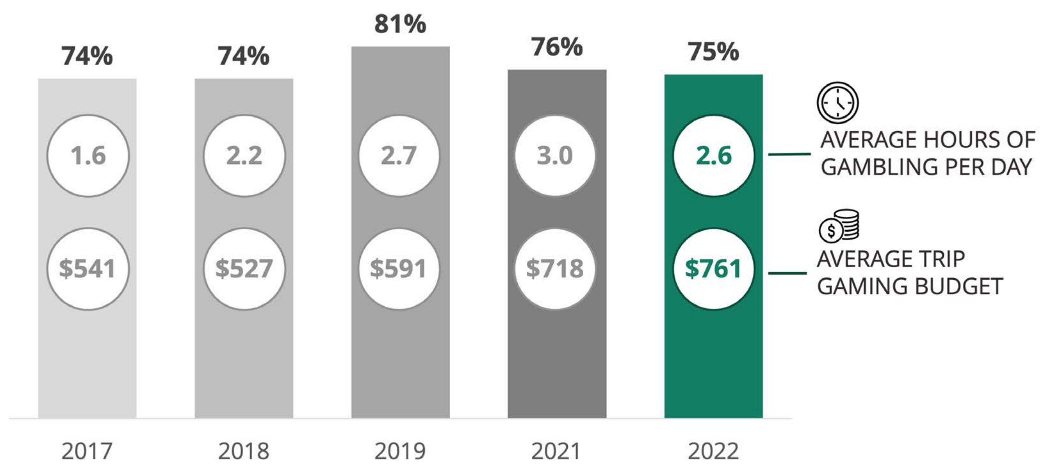
GAMING

GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

Three out of four (75%) visitors gambled during their stay. Among those visitors, the average amount of time spent gambling was 2.6 hours, down from 3.0 hours in 2021. The overall gaming budget among gamblers was $761.22, up significantly from pre-pandemic figures.

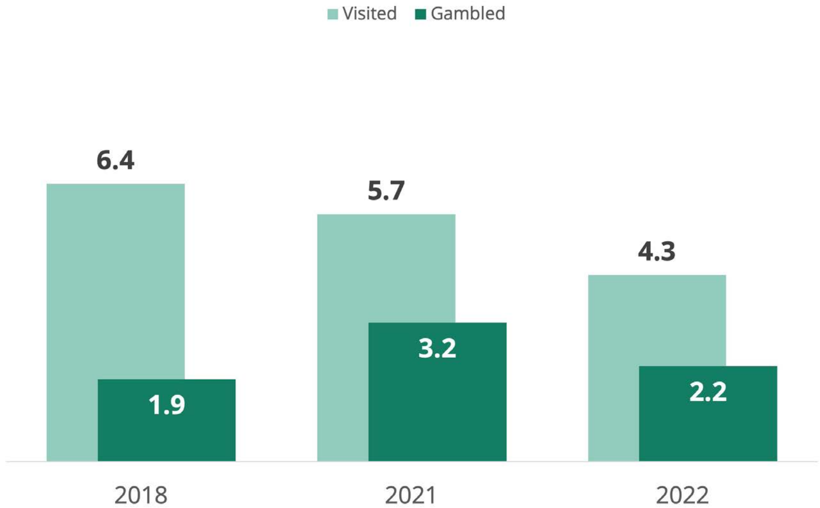
FIGURE 33: **Gambled While in Las Vegas/Gaming Budget/Hours of Gambling**



Visitors focusing their time within fewer casinos during stay.

Las Vegas visitors went to an average of 4.3 casinos during their stay, down from 5.7 casinos in 2021. They gambled at an average of 2.2 casinos, down from 3.2 last year.

FIGURE 34: **Number of Casinos Visited/Gambled**



Note: Not asked in 2017 or 2019

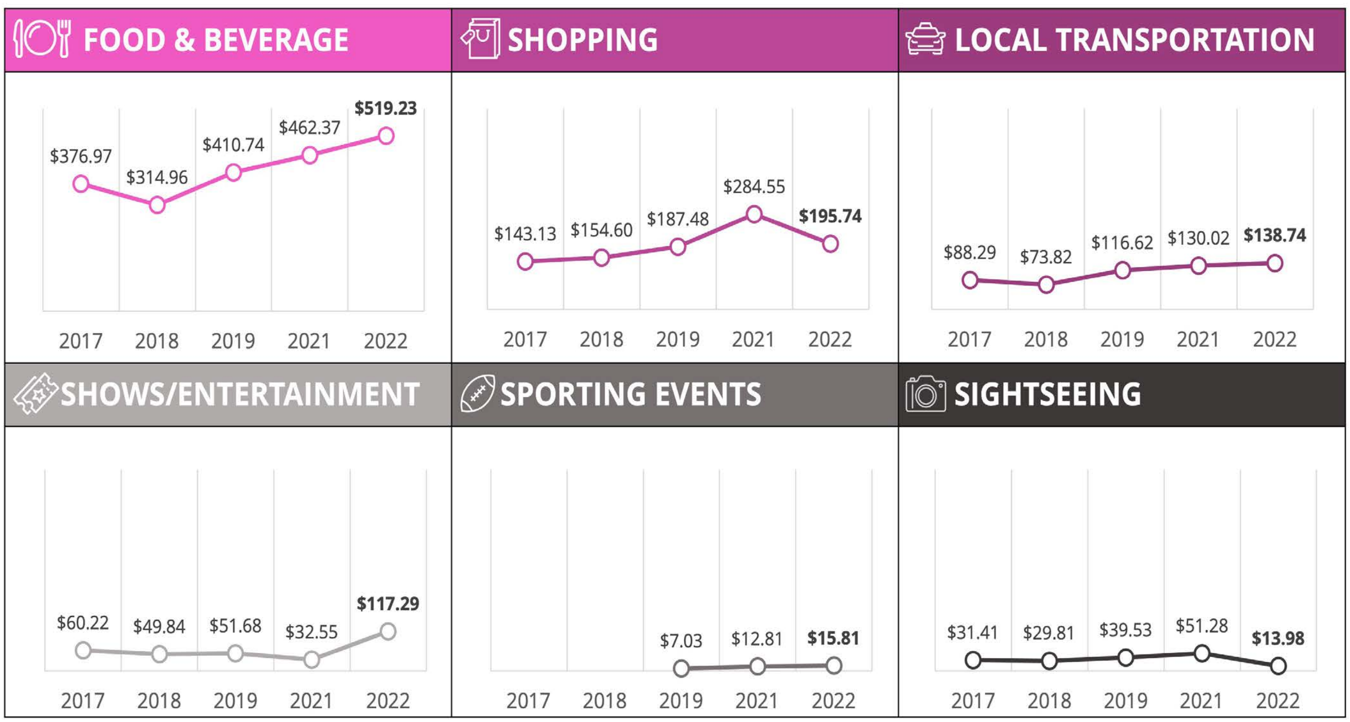
ACTIVITIES

ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Spending on food/drinks continues to increase for all visitors.

Among all Las Vegas visitors, including those who spent nothing, spending on Food/Drinks continues to increase since 2018, reaching its all-time high in 2022 ($519.23). Shopping has decreased from 2021 spending levels, returning to levels comparable to 2019. Local transportation spending ($138.74) was higher than pre-pandemic results. Show/Entertainment has significantly increased from recent years to $117.29 in 2022. Sightseeing spending decreased from past results to $13.98. Spending on sporting events was $15.81, an increase from pre-pandemic results.

FIGURE 35: **Average Trip Expenditures**
(All Visitors)

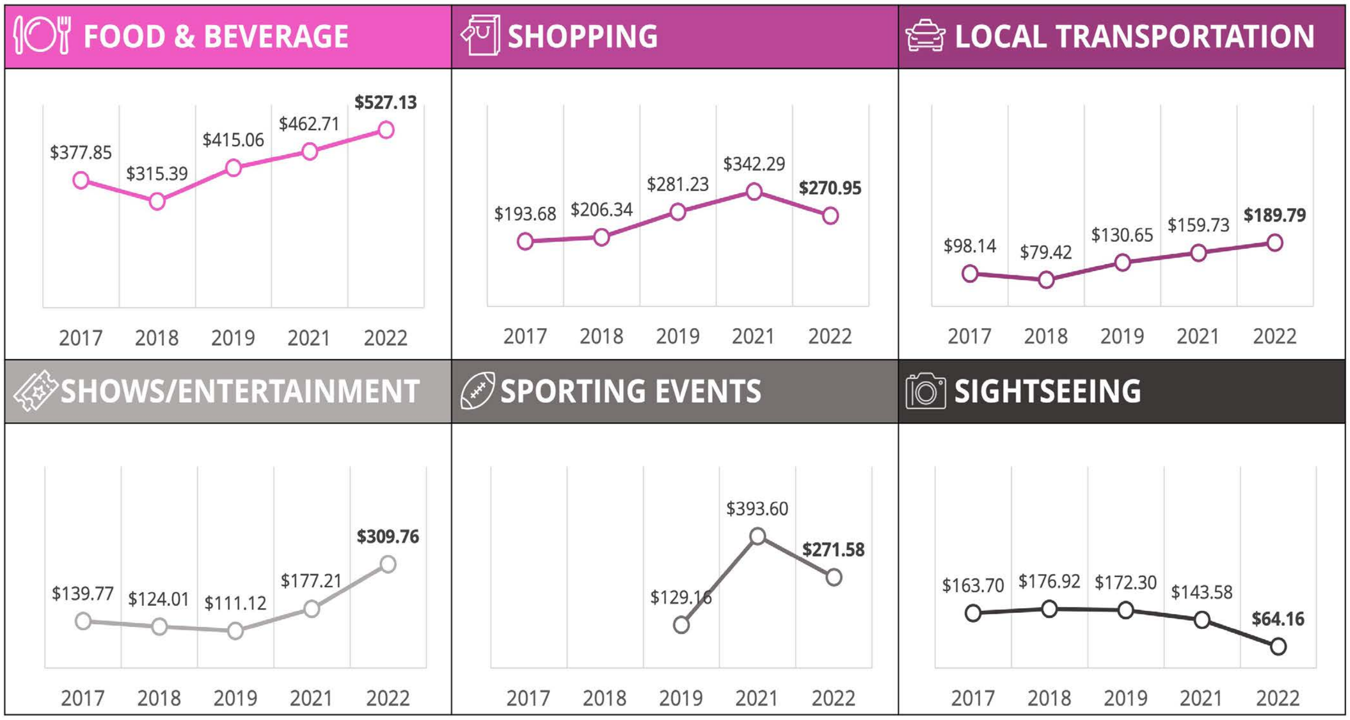


ACTIVITIES

Among spenders, food and beverage, shows and entertainment and local transportation saw increases.

Food/Drinks trend remains the same as non-spending visitors, with an all-time high of $527.13 in 2022. Shows/ Entertainment has increased significantly from $177.21 in 2021 to $309.76 in 2022, while shopping ($270.95) has decreased to around 2019 pre-pandemic levels. Local transportation spending in 2022 ($189.79) is up significantly from past years, while spending on sightseeing ($64.16) has decreased.

FIGURE 36: **Average Trip Expenditures**
(Among Spenders)



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

	2017	2018	2019	2021	2022
Food & Beverage					
(BASE)	(3,592)	(3,594)	(3,562)	(3,893)	(6,174)
Proportion of Total	100%	100%	99%	99%	99%
Shopping					
(BASE)	(2,662)	(2,697)	(2,402)	(3,256)	(4,558)
Proportion of Total	74%	75%	67%	83%	73%
Local Transportation					
(BASE)	(3,239)	(3,346)	(3,214)	(3,189)	(4,609)
Proportion of Total	90%	93%	89%	81%	74%
Shows, Entertainment					
(BASE)	(1,556)	(1,454)	(1,676)	(723)	(1,766)
Proportion of Total	43%	40%	47%	19%	28%
Sporting Events					
(BASE)	-	-	(201)	(127)	(351)
Proportion of Total			6%	3%	6%
Sightseeing					
(BASE)	(712)	(663)	(894)	(1,399)	(1,390)
Proportion of Total	20%	18%	25%	36%	22%

ACTIVITIES

Show attendance improving from pandemic lows.

Three in ten (30%) visitors attended shows or entertainment during their visit, up from 19% in 2021, but still less than 51% in 2019.

FIGURE 37: **Attended a Show**

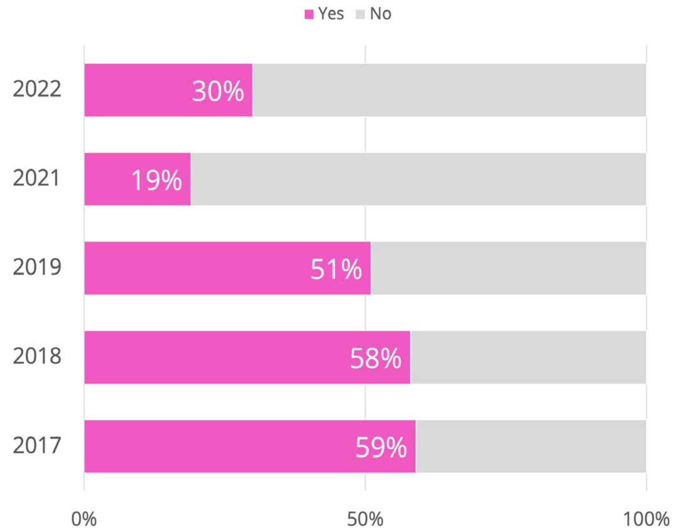
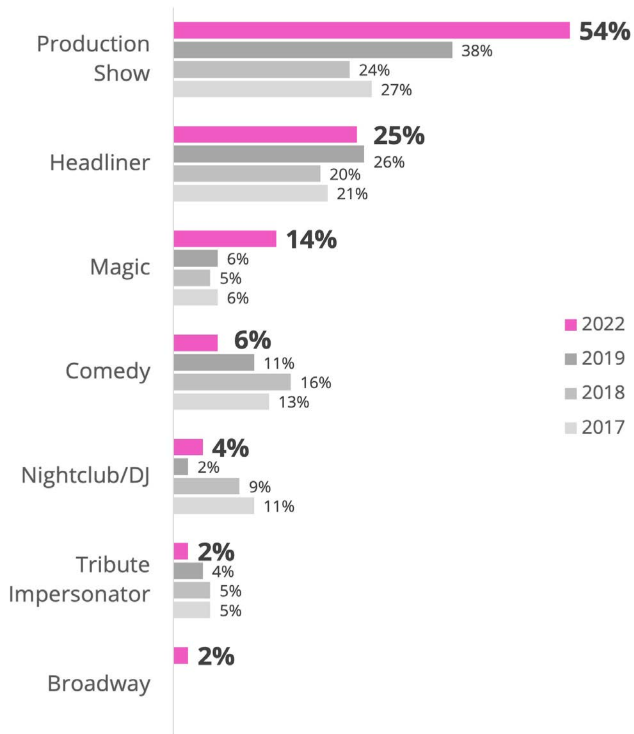


FIGURE 38: **Types of Entertainment**
(Among Those Who Saw Shows)

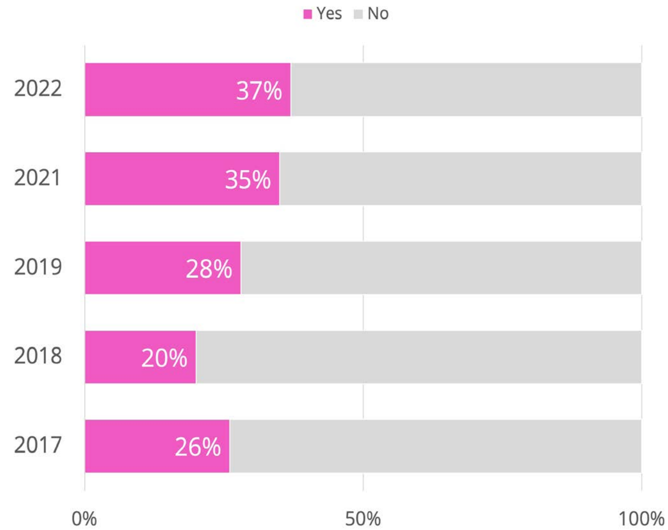


Note: Not asked in 2021

Interest in attending paid attractions (other than shows) increasing.

Visitors who went to paid attractions (37%) is at its highest level compared to previous years. It has increased from pre-pandemic years (ranging from 20-28%), and from 35% in 2021.

FIGURE 39: **Been to Other Paid Attractions**



ACTIVITIES

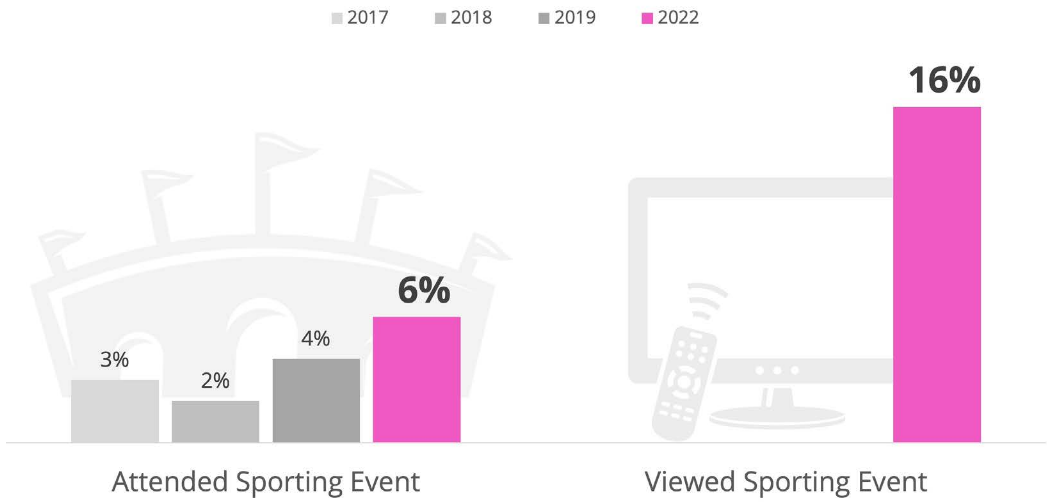
Attendance at sporting events increasing.

The proportion of visitors attending sporting events (6%) has increased compared to pre-pandemic years.

More visitors are spending time viewing sporting events during their stay.

One in six (16%) visitors viewed sporting events while visiting Las Vegas. This could be at a sportsbook, watch party, or on TV.

FIGURE 40: **Attended Sporting Event/Viewed Sporting Event**



Note: Not asked in 2021

EXPERIENCE

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Visitor satisfaction remains strong.

About four in five visitors (77%) were very satisfied with their visit to Las Vegas. Overall satisfaction has not yet fully recovered from pre-pandemic years, but is improving compared to 2021 (70%).

FIGURE 41: **Satisfaction with Visit**

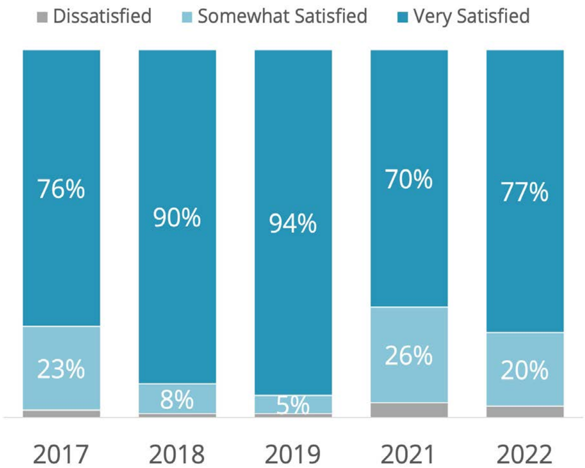
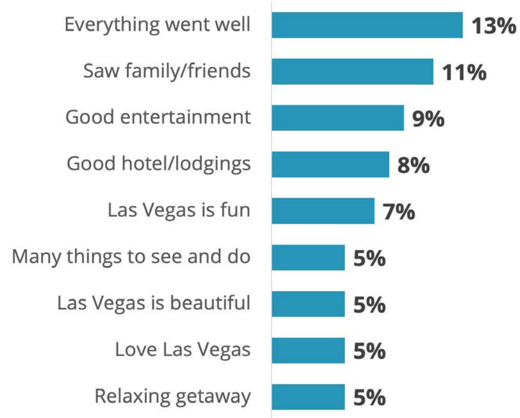


FIGURE 42: **Reasons Very Satisfied with Visit**
(Among Very Satisfied)



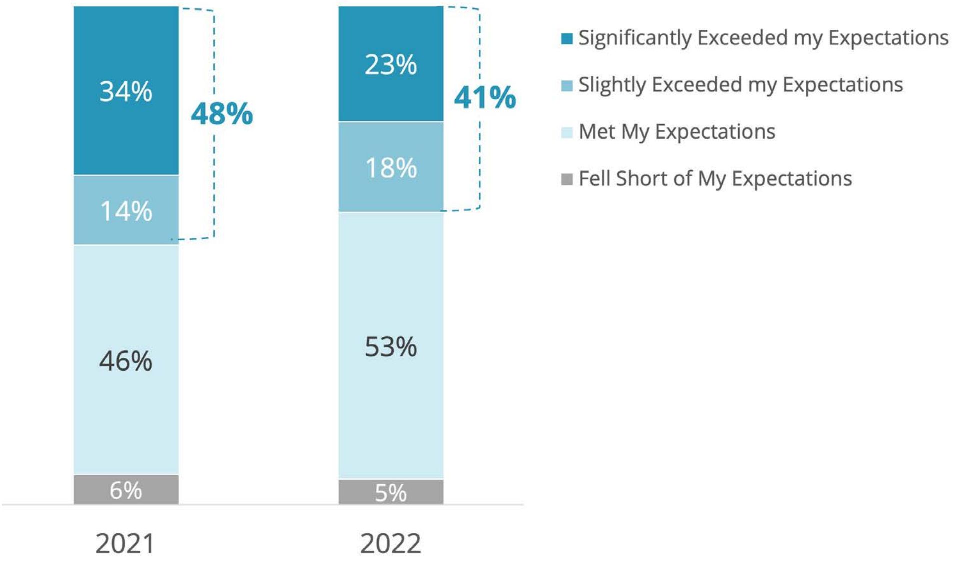
Among visitors not fully satisfied with their stay, different reasons are mentioned.

FIGURE 43: **Reasons Somewhat Satisfied with Visit**
(Among Somewhat Satisfied, n=1,254)

Note: Not asked in 2017 or 2021; doesn't list mentions <5%

EXPERIENCE

FIGURE 44: **Las Vegas Compared to Expectations**



Las Vegas met or exceeded expectations among majority of visitors.

Las Vegas met expectations for more than half of visitors (53%) in 2022 and exceeded expectations among (41%) of visitors.

Visitors enjoy Las Vegas so much that they want to come back again.

Nearly nine in ten (87%) are extremely or very likely to return to Las Vegas for vacation or leisure.

FIGURE 45: **Likely to Return to Las Vegas for Vacation Trip**

WHO'S HERE: VISITOR DEMOGRAPHICS

2022 Visitors were overall more likely to be single, employed, and younger than recent years. About one in three visitors were single, significantly higher than pre-pandemic levels. A higher share were employed, in part due to a decrease in the number of visitors who are retired or homemakers. More visitors were also under the age of 40 than in previous years.

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

	2017	2018	2019	2021	2022
BASE	(3,600)	(3,599)	(3,599)	(3,917)	(6,267)
GENDER					
Male	50%	50%	51%	50%	49%
Female	50%	50%	49%	50%	51%
MARITAL STATUS					
Married	74%	79%	73%	56%	58%
Single	18%	16%	20%	33%	35%
Separated/Divorced	6%	5%	5%	8%	6%
Widowed	2%	1%	2%	3%	1%
EMPLOYMENT					
Employed	72%	68%	69%	71%	84%
Unemployed	1%	2%	2%	6%	3%
Student	3%	4%	4%	2%	3%
Retired	17%	22%	21%	15%	8%
Homemaker	7%	5%	5%	6%	2%
EDUCATION					
High School or less	16%	18%	17%	25%	18%
Some college	31%	24%	21%	32%	29%
College graduate	46%	47%	51%	42%	51%
Trade/Vocational School	7%	10%	12%	2%	2%
AGE					
21 to 29	22%	20%	16%	21%	23%
30 to 39	23%	23%	21%	25%	30%
40 to 49	18%	19%	22%	21%	22%
50 to 59	16%	14%	16%	15%	14%
60 to 64	8%	5%	5%	6%	3%
65 or older	14%	19%	19%	12%	7%
MEAN	44.3	45.1	46.2	43.2	40.7

WHO'S HERE

The 2022 visitor profile continues to be more ethnically diverse, with higher rates of Asian/Asian American and Hispanic/Latino visitors. More visitors also reported a household income greater than $100,000 (35%). While domestic visitor origin remains similar to past years, international visitor origin (9%) remains below pre-pandemic levels, but above 2021.

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

	2017	2018	2019	2021	2022
BASE	(3,600)	(3,599)	(3,599)	(3,917)	(6,267)
ETHNICITY					
White	69%	77%	77%	56%	62%
African-American/Black	12%	7%	9%	17%	12%
Asian/Asian-American	4%	2%	3%	6%	7%
Hispanic/Latino	14%	10%	11%	19%	16%
Other	1%	3%	0%	3%	3%
HOUSEHOLD INCOME					
Less than $20,000	1%	4%	6%	3%	3%
$20,000 to $39,999	4%	6%	9%	13%	9%
$40,000 to $59,999	15%	12%	13%	18%	17%
$60,000 to $79,999	23%	19%	15%	17%	19%
$80,000 to $99,999	16%	18%	11%	17%	16%
$100,000 or more	29%	34%	29%	29%	35%
Not sure/No answer	12%	9%	17%	4%	1%
VISITOR ORIGIN					
USA	**84%**	**80%**	**86%**	**97%**	**91%**
Eastern states	7%	7%	10%	8%	9%
Southern states	15%	16%	17%	17%	18%
Midwestern states	9%	10%	12%	12%	12%
Western states	52%	47%	47%	60%	52%
California	31%	23%	21%	30%	31%
Southern CA	26%	19%	18%	26%	27%
Northern CA	5%	4%	3%	4%	4%
Arizona	7%	9%	9%	11%	7%
Other Western states	13%	16%	16%	19%	14%
International	**16%**	**20%**	**14%**	**3%**	**9%**

APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

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

	2017	2018	2019	2021	2022
ALL VISITORS					
First-time Visitors	21%	18%	24%	20%	24%
Primary purpose was Vacation/Leisure	48%	45%	36%	52%	58%
Primary purpose was Gambling	5%	7%	14%	8%	6%
Primary purpose was visiting Friends/Family	14%	17%	14%	16%	12%
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	43%	40%	29%	49%	56%
Primary purpose was Gambling	6%	9%	18%	8%	6%
Primary purpose was visiting Friends/Family	16%	19%	14%	18%	13%
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	66%	67%	60%	67%	65%
Primary purpose was Gambling	1%	1%	4%	5%	6%
Primary purpose was visiting Friends/Family	7%	7%	11%	8%	8%

TABLE 4: **Summary Table of Travel Planning Characteristics**

	2017	2018	2019	2021	2022
MODE OF TRAVEL TO LAS VEGAS					
Arrived by GROUND transportation	54%	52%	51%	52%	49%
Arrived by AIR transportation	46%	48%	49%	48%	51%
MODE OF TRAVEL AROUND TOWN					
Used own vehicle	49%	44%	43%	52%	44%
Used ride sharing service	19%	24%	28%	35%	40%
Used Taxis	29%	27%	18%	19%	14%
TRAVEL PLANNING					
Used Travel Agent	10%	10%	10%	3%	5%
Used website/app to book accommodations	62%	55%	52%	74%	73%
PLACES TO VISIT					
Visited Downtown Las Vegas	57%	46%	42%	53%	58%
Visited other nearby places	-	19%	-	12%	16%

APPENDIX A

TABLE 5: **Summary Table of Trip Characteristics + Expenditures**

	2017	2018	2019	2021	2022
SIZE OF PARTY					
Avg. number of ADULTS in party	2.3	2.2	2.5	2.4	2.5
Had persons UNDER 21 in party	8%	6%	5%	21%	16%
LENGTH OF STAY					
Stayed overnight	99.9%	99.6%	99.7%	99.9%	97.9%
Avg. number of DAYS stayed	4.5	4.4	4.4	4.6	4.4
Avg. number of NIGHTS stayed	3.5	3.4	3.4	3.6	3.4
Stayed in a hotel/timeshare (among overnight visitors)	93%	90%	96%	91%	90%
Avg. number of hotel room occupants	2.0	2.0	2.0	2.4	2.4
LODGING SPENDING					
Avg. per night spend on Lodging (non-package, non-comp)	$114.85	$113.66	$114.37	$108.82	$154.06
Paid regular room rate	50%	39%	58%	61%	50%
Bought package/tour group trip	18%	15%	15%	9%	18%
OTHER TRIP SPENDING					
Avg. spend on Food + Drink	$376.97	$314.96	$410.74	$462.37	$519.23
Avg. spend on Local Transportation	$88.29	$73.82	$116.62	$130.02	$138.74
Avg. spend on Shopping	$143.13	$154.60	$187.48	$284.55	$195.74
Avg. spend on Shows/Entertainment	$60.22	$49.84	$51.68	$32.55	$117.29
Avg. spend on Sightseeing	$31.41	$29.81	$39.53	$51.28	$13.98
Avg. spend on Sporting Events	-	-	$7.03	$12.81	$15.81

TABLE 6: **Summary Table of Gaming Behavior + Budgets**

	2017	2018	2019	2021	2022
GAMBLERS					
Gambled while in Las Vegas (% of all visitors)	74%	74%	81%	76%	75%
Avg. number of hours gambling per day	1.6	2.2	2.7	3.0	2.6
Avg. gambling budget for trip	$541.18	$527.05	$591.06	$717.51	$761.22

APPENDIX A

TABLE 7: **Summary Table of Entertainment Activities**

	2017	2018	2019	2021	2022
ENTERTAINMENT					
Attended shows in Las Vegas	59%	58%	51%	19%	30%
Went to other paid attractions in Las Vegas	26%	20%	28%	35%	37%
Attended sporting events in Las Vegas	3%	2%	4%	-	6%

TABLE 8: **Summary Table of Attitudinal Information**

	2017	2018	2019	2021	2022
SATISFACTION					
Very Satisfied with Las Vegas trip	76%	90%	94%	70%	77%
Somewhat Satisfied with Las Vegas trip	23%	8%	5%	26%	20%
EXPECTATIONS					
Las Vegas exceeded expectations	-	-	-	48%	41%
Las Vegas met expectations	-	-	-	46%	53%

TABLE 9: **Summary Table of Visitor Demographics**

	2017	2018	2019	2021	2022
ECONOMIC BACKGROUND					
College degree	46%	47%	51%	42%	51%
HHI of $40,000 or more	83%	82%	67%	81%	87%
Employed	72%	68%	69%	71%	84%
Retired	17%	22%	21%	15%	8%
SOCIAL BACKGROUND					
Married	74%	79%	73%	56%	58%
40+ years old	55%	57%	63%	54%	47%
Avg. Age	44.3	45.1	46.2	43.2	40.7
ORIGIN					
From the West	52%	47%	47%	60%	52%
From Southern California	26%	19%	18%	26%	27%
From International Origin	16%	20%	14%	3%	9%

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2022

RESPONDENT ID# ____ ____ ____ ____

INTERVIEW DATE: ____ ____/____ ____/____ __

INTERVIEW LOCATION CODE ____ ____ ____ ___

INTERVIEWER ID# ____ ____

INTERVIEW DAY:

SUNDAY..1
MONDAY...2
TUESDAY...3
WEDNESDAY......................................4
THURSDAY..5
FRIDAY..6
SATURDAY...7

RESPONDENT GENDER (BY OBSERVATION)

MALE..49%

FEMALE..51%

> *Hello. I'm _____________ from Heart+Mind Strategies, 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..................... TERMINATE

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

   YES.......................................**ASK Q3**

   NO ....TERMINATE

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

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

   NO ....TERMINATE

4. Have you been interviewed like this in Las Vegas at any other time in the past 12 months?

   YES.............................. TERMINATE

   NO .... **ASK Q5**

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

   FIRST VISIT 24%

   VISITED BEFORE 76%

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

   1 ....60%

   2-3...29%

   4-5... 6%

   6 OR MORE 4%

   2.0 MEAN

   1.0 MEDIAN

7. When was your last trip to Las Vegas prior to this one? (N=4771)

   Earlier in 2022.........................33%

   2021 ....29%

   2020 ....8%

   2019 ....13%

   2016 - 2018.............................11%

   2010 - 2015...............................4%

   Before 2010..............................3%

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

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

(ASK OF ALL RESPONDENTS.)

8. What was the primary purpose of THIS trip to Las Vegas? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)

   To attend or work at a convention/trade show.................. 5%

   To attend a corporate meeting.. 1%

   To gamble.. 6%

   Incentive travel program (Won a trip as a bonus from employer)... 0%

   Vacation/pleasure 58%

   Visit friends/relatives 12%

   To attend a special event (e.g., rodeo, festival, or concert).. 6%

   Other business purposes 3%

   Just passing through 3%

   TO attend a wedding/get married....................................... 2%

   To attend a sporting event (e.g., NFL, NHL, UNLV, or a fight) 3%

   Some other reason.. 2%

   NOT SURE/DK... 0%

   REFUSED/NA.. 0%

9. Did you come to Las Vegas for a special personal occasion such as a birthday, anniversary, Bachelor/ette party, or a family reunion?

YES	26%	**ASK Q10**
NO	74%	**SKIP TO Q11**
NOT SURE/DK	0%	
REFUSED/NA	0%	

10. What was the special personal occasion? (N=1613)

Birthday	48%
Anniversary/Romantic getaway	17%
Wedding	10%
Bachelor/bachelorette party	8%
Family reunion	6%
Special event	5%
Vacation	4%
Other	2%
REFUSED/NA	0%

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

YES	9%	**ASK Q12**
NO	90%	**SKIP TO Q14**
NOT SURE/DK	0%	
REFUSED/NA	0%	

12. Were you MORE or LESS interested in attending this convention, trade show, association, 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=580)

More interested	63%
Less interested	4%
No difference	32%
NOT SURE/DK	1%
REFUSED/NA	0%

13. How many nights, if any, did you extend your stay in Las Vegas for leisure purposes? (N=580)

None	42%
1	12%
2	14%
3	17%
4-5	10%
6 OR MORE	4%

1.7 MEAN

1.0 MEDIAN

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

Air	51%

BUS **(IF "YES" ASK, "Do you mean...":)**

Regularly scheduled bus service like Greyhound	1%
A chartered or escorted bus service or tour bus	1%

AUTOMOBILE **(IF "YES" ASK, "Do you mean...":)**

Your own vehicle	43%
A rental vehicle	4%
Truck	1%
Motorcycle	0%
Recreational Vehicle (RV)	0%

15. Including yourself, how many people are traveling in your vehicle? (IF ZERO, RE-ASK. IF MORE THAN 6, CONFIRM.) (N=3001)

1	7%
2	45%
3	18%
4	20%
5 OR MORE	11%

2.9 MEAN

2.0 MEDIAN

16. Did you arrive via Interstate 15 from California? (N=3094)

YES	58%
NO	36%
NOT SURE/DK	4%
REFUSED/NA	1%

(ASK OF ALL RESPONDENTS.)

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

Your own vehicle	44%
Rental car	14%
Limousine	1%
Public bus	5%
Charter bus	1%
Hotel shuttle	6%
Monorail	4%
Taxi	14%
Ride sharing service	40%

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

Same day	1%
1-3 days before	5%
4-6 days before	5%
7-14 days before	12%
15-30 days before	23%
31-60 days before	22%
61-90 days before	14%
More than 90 days before	19%
NOT SURE/DK	0%
REFUSED/NA	0%

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

YES	5%
NO	95%
NOT SURE/DK	0%
REFUSED/NA	0%

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A DOWNTOWN LOCATION, CIRCLE "YES" (1) IN Q20 AND ASK Q21. 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	58%	**ASK Q21**
NO	40%	**SKIP TO Q22**
DK/NA	2%	**SKIP TO Q23**

(ASK ONLY IF "YES" IN Q20.)

21. What is the MAIN REASON you [visited/are visiting] the Downtown area? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.) (N=3658)

Lodging Downtown	9%
To see the Fremont Street Experience	50%
To gamble	8%
To dine	8%
To see a show	2%
To shop	6%
To see/attend a free event	1%
To sightsee (other than the Fremont Street Experience)	9%
Meet friends/relatives	3%
To see/attend a paid event	1%
Other (SPECIFY):	2%
NOT SURE/DK	0%
REFUSED/NA	0%

[SKIP TO Q18]

(ASK ONLY IF "NO" IN Q20)

22. Is there any particular reason why you did not visit Downtown Las Vegas? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.) (N=2488)

Not enough time	30%
Unfamiliar with Downtown	2%
Don't like Downtown; It's a bad area	5%
Only interested in/Prefer the Strip.	11%
Not interested (GENERAL);Didn't want to; No reason to; Seen it already	30%
Inconvenient; Out of the way	14%
Have children; Didn't want to take children there	4%
Prefer another area (not the Strip)	1%
Too hot / bad weather	0%
Too crowded / too much traffic	1%
Other (SPECIFY):	0%
DK/NA	1%

23. 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 (CODE #5000).)

TYPE OF LODGING

(ALL RESPONDENTS)

Hotel/Motel	85%
RV Park	0%
Friends/Relatives	8%
Vacation Rental	2%
Day trip/No lodging	2%
Other/Timeshare	4%

TYPE OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=6136)

Hotel/Motel	87%
RV Park	0%
Friends/Relatives	8%
Vacation Rental	2%
Other/Timeshare	4%

LOCATION OF LODGING

(ALL RESPONDENTS)

Strip Corridor	67%
On the Strip	51%
Just off the Strip	16%
Downtown	6%
Boulder Strip	2%
Outlying Areas	13%
Other	12%

LOCATION OF LODGING

(AMONG THOSE WHO STAYED OVERNIGHT) (N=6136)

Strip Corridor	69%
On the Strip	52%
Just off the Strip	16%
Downtown	6%
Boulder Strip	2%
Outlying Areas	13%
Other	10%

IF RESPONSE TO Q23 IS DAY TRIP (CODE 5000), SKIP TO Q31

ALL OTHERS CONTINUE WITH Q24

24. At what point in your planning did you decide where you would stay? (N=6136)

Before leaving home	95%
While en route to Las Vegas	3%
After arrival	2%
NOT SURE/DK	0%
REFUSED/NA	0%

IF RESPONSE TO Q23 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q25 THROUGH Q30.

IF RESPONSE TO Q23 IS AN RV PARK (CODES 3000-3999), ASK Q25 – Q26, THEN SKIP TO Q31

IF RESPONSE TO Q23 IS A TIMESHARE (T.S. OR 9996), OR VACATION RENTAL (CODE 6000)

SKIP TO Q28

IF RESPONSE TO Q23 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP (CODE 5000), OR OTHER (CODE 9997),

SKIP TO Q31

25. 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=5425)

Booked by phone, calling the hotel vacation rental property, or RV park directly	16%
Booked through a travel agent (either in person or by phone)	3%
Booked by phone but not by calling the property directly and not through a travel agent	1%
Booked through a website or app on the Internet using a desktop or laptop computer	45%
Booked through a website or app on the Internet using a smartphone or tablet	27%
Booked in person at the hotel or RV park	2%
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	5%
OTHER (SPECIFY:)	0%
REFUSED/NA	0%

26. 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=5324)

Same day	3%
1-3 days before	5%
4-6 days before	5%
7-14 days before	12%
15-30 days before	24%
31-60 days before	22%
61-90 days before	13%
91-120 days before	6%
More than 120 days before	10%
NOT SURE/DK	0%
REFUSED/NA	0%

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q23) SHOULD SKIP TO Q31 ON PAGE 8 AFTER BEING ASKED Q26.

[Question added in March, 2022]

27. Which of the following best describes how you booked through a website or app? (N=3346)

Directly through the lodging provider's website or app	46%
Through a third party website such as Expedia or Travelocity	53%
NOT SURE/DK	0%
REFUSED/NA	0%

28. Including yourself, how many people stayed in your room? (WRITE EXACT NUMBER IN THE BLANK BELOW.) (N=5633)

One	11%
Two	62%
Three	13%
Four	9%
Five	3%
Six or more	1%
REFUSED/NA	1%

2.4 MEAN

2.0 MEDIAN

29. Which of the following rate categories best describes your room rate? (SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.) (N=5399)

Hotel/Transportation package deal	11%
Hotel/Amenities package deal	6%
Tour/Travel group	1%
[SKIP TO Q31]	
Convention group/company meeting	3%
Casino rate	13%
Regular full-price room rate	50%
[ASK Q30]	
Casino complimentary	10%
[SKIP TO Q31]	
Another rate	5%
Vacation rental rate	2%
[ASK Q30]	

(ASK ONLY OF NON-PACKAGE VISITORS)

30. 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=3885)

$1-$49	6%
$50-$99	21%
$100-$149	28%
$150 OR MORE	41%
NOT SURE/REFUSED	2%

$154.06 MEAN

$129.00 MEDIAN

(ASK OF ALL RESPONDENTS)

31. Including yourself, how many adults 21 years old or older are in your IMMEDIATE party (such as a spouse or friends who are traveling with you)?

(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group * only those adult friends and relatives who are traveling with you.")

1	11%
2	60%
3	12%
4	10%
5 OR MORE	8%

2.5 MEAN

2.0 MEDIAN

APPENDIX B

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

YES	16%
NO	84%

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

0	2%
1	6%
2	21%
3	32%
4	19%
5 OR MORE	20%
3.4	MEAN
3.0	MEDIAN

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

1	2%
2	6%
3	21%
4	32%
5	19%
6 OR MORE	20%
4.4	MEAN
4.0	MEDIAN

35. 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	9%
1	12%
2	14%
3	14%
4	11%
5-6	17%
7-10	17%
11 OR MORE	5%
4.3	MEAN
4.0	MEDIAN

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

0	26%
1	20%
2	20%
3	15%
4-6	15%
7 OR MORE	4%
2.2	MEAN
2.0	MEDIAN

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

YES	75%	**ASK Q38**
NO	25%	**SKIP TO Q40**

38. On average, how many hours PER DAY did you spend gambling (N=4688)

1 OR LESS	29%
2	30%
3 TO 4	27%
5 TO 6	9%
7 TO 8	3%
MORE THAN 8	2%
DON'T KNOW/NA	1%
2.6	MEAN
2.0	MEDIAN

39. 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=4688)

$0-$99	6%
$100-$199	13%
$200-$299	11%
$300-$399	9%
$400-$499	6%
$500-$599	16%
$600 OR MORE	36%
NOT SURE/REFUSED	3%
$761.22	MEAN
$500.00	MEDIAN

40. Have you been to any shows or entertainment of any type while visiting Las Vegas?

YES	30%
NO	70%
NOT SURE/DK	0%
REFUSED/NA	0%

41. What entertainment have you been to during your current trip to Las Vegas? (ACCEPT UP TO THREE RESPONSES.) (N=1892)

Production show	54%
Headliners	25%
Magic show	14%
Comedy show	6%
Nightclub/DJ	4%
Tribute/Impersonator	2%
Broadway	2%
Other	1%

42. Have you attended any sporting events (such as an NFL or NHL game, a boxing match, UFC or mixed martial arts, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

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

43. Have you viewed any sporting events (such as an NFL or NHL game, March Madness, a boxing match, UFC or mixed martial arts, NBA, college football or basketball game, soccer match, baseball game, etc.) while visiting Las Vegas?

YES	16%
NO	84%
NOT SURE/DK	0%
REFUSED/NA	0%

44. On this trip to Las Vegas, have you been to, or do you plan to go to, other Las Vegas attractions for which you have to pay — for example, the Mandalay Bay Shark Reef, the Stratosphere Observation Tower and Rides, The High Roller Observation Wheel, New York-New York “Manhattan Express” rollercoaster, Fremont Slotzilla Zipline, etc.?

YES	37%
NO	60%
NOT SURE/DK	3%
REFUSED/NA	0%

45. 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	16%	**ASK Q46**
NO	83%	
NOT SURE/DK	1%	**SKIP TO Q47**
REFUSED/NA	0%	

46. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=1003)

Hoover Dam	39%
Grand Canyon	50%
Lake Mead	14%
Laughlin	11%
Zion National Park	16%
Death Valley	17%
Bryce Canyon	9%
Red Rock Canyon	9%
Primm. NV	6%
Mt. Charleston/Lee Canyon	4%
Valley of Fire	10%
Mesquite, NV	3%
All other responses	9%

47. 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.

$519.23 MEAN (INCLUDING $0)

$527.13 MEAN (EXCLUDING $0)

b. Local transportation, (for example, car rental, taxi, limo, ride-sharing, gas), but NOT including parking fees. Please include all your daily transportation expenses.

$138.74 MEAN (INCLUDING $0)

$189.79 MEAN (EXCLUDING $0)

48. 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)

$195.74 MEAN (INCLUDING $0)

$270.95 MEAN (EXCLUDING $0)

B. Sporting events of any kind

$15.81 MEAN (INCLUDING $0)

$271.58 MEAN (EXCLUDING $0)

C. Shows/entertainment (not including gambling)

$117.29 MEAN (INCLUDING $0)

$309.76 MEAN (EXCLUDING $0)

D. Sightseeing

$13.98 MEAN (INCLUDING $0)

$64.16 MEAN (EXCLUDING $0)

E. ...Parking/parking fees

$16.50 MEAN (INCLUDING $0)

$55.29 MEAN (EXCLUDING $0)

X. Other

$5.94 MEAN (INCLUDING $0)

$61.13 MEAN (EXCLUDING $0)

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

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

Very satisfied	77%
Somewhat satisfied	20%
Somewhat dissatisfied	2%
Very dissatisfied	1%
NOT SURE/DK	0%
REFUSED/NA	0%

APPENDIX B

50. You just said you were very satisfied with your overall experience in Las Vegas. What is the MAIN reason that you were very satisfied? (ACCEPT ONLY ONE RESPONSE.) (N=4828)

Everything went well	13%
Went with/saw friends/family	11%
Good entertainment	9%
Good hotel/lodgings	8%
Las Vegas is fun	7%
Many things to see and do	5%
Las Vegas is beautiful/great views	5%
Love Las Vegas (general)	5%
Relaxing getaway	5%
Love the energy/excitement	4%
Won money gambling	4%
Good weather	3%
Good food/restaurants	3%
Other	18%
Don't Know/No Answer	0%

51. 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? (ACCEPT ONLY ONE RESPONSE.) (N=1254)

Hotel complaints	16%
Too expensive	14%
Trip was too short	10%
Las Vegas is dirty/too many homeless people	9%
Gambling complaints	8%
Too hot	6%
Too crowded	5%
Too hard to get around	4%
Bad weather (not heat related)	3%
Problems with trip to Las Vegas	3%
Here for business, not pleasure/not enough free time	2%
Satisfied, but not very satisfied	6%
Other	15%
Don't Know/No Answer	1%

52. What is the MAIN reason you were dissatisfied with your overall experience in Las Vegas? (ACCEPT ONLY ONE RESPONSE) (N=172)

Hotel complaints	25%
Too expensive	15%
Las Vegas is dirty/too many homeless people	10%
Gambling complaints	7%
Problems with trip to Las Vegas	4%
Someone in party got sick	4%
Too hot	3%
Too crowded	3%
Resort fee complaints	3%
Too hard to get around	2%
Bad food/restaurant complaints	2%
Trip was too short	2%
Other	15%
Don't Know/No Answer	3%

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

Significantly exceeded my expectations	23%
Slightly exceeded my expectations	18%
Met my expectations	53%
Fell slightly short of my expectations	5%
Fell significantly short of my expectations	1%
NOT SURE/DK	1%
REFUSED/NA	0%

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

10	62%
9	13%
8	12%
7	7%
6	3%
5	2%
0-4	2%

9.1 MEAN

55. Please indicate how likely you would be to GO TO LAS VEGAS FOR A VACATION OR LEISURE TRIP anytime in the future. (READ FIRST 5 RESPONSES ONLY)

Extremely likely........65%
Very likely........22%
Somewhat likely........9%
Not too likely........3%
Not at all likely........1%
NOT SURE/DK........1%
REFUSED/NA........0%

(ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO VISIT LAS VEGAS AGAIN.)

56. When do you anticipate making your next visit to Las Vegas? (N=6001)

Later this year........40%
Next year........41%
Between 3 – 5 years from now........13%
More than 5 years from now........1%
NOT SURE/DK........4%
REFUSED/NA........0%

(ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO VISIT LAS VEGAS AGAIN.)

57. If you were to visit Las Vegas in the next 12 months for leisure, which of the following best describes the occasions for which you would expect to visit? If you would expect to make multiple visits in the next 12 months, please select all occasions that apply. (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES) (N=6001)

Holiday celebration........8%
Wedding........2%
Anniversary or romantic getaway........9%
Birthday celebration........17%
Bachelor/bachelorette party........3%
Guys/girls getaway trip........17%
Special event, such as a music festival or sporting event........11%
Vacation or getaway trip........73%
Other........2%
None of these........5%

(ASK IF RESPONDENT HAS VISITED LAS VEGAS BEFORE (Q5))

58. Prior to this trip, have you ever taken a leisure trip to Las Vegas because of any of the following life events, celebrations, or milestones in your life? Please select all that apply. (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES) (N=4771)

Birthday........51%
Wedding........16%
Engagement........2%
Honeymoon........3%
Anniversary........19%
Bachelor/bachelorette party........16%
Graduation........5%
Promotion or bonus........2%
Other........4%
None of these........30%

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

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

Facebook........77%
Instagram........56%
YouTube........48%
Snapchat........35%
TikTok........34%
Twitter........26%
Pinterest........21%
LinkdIn........14%
Reddit........9%
Twitch........6%
Tumblr........3%
Other........0%
NONE OF THESE........4%

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

Employed........84%
Unemployed........3%
Student........3%
Retired........8%
Homemaker........2%
REFUSED/NA........0%

(ASK OF EMPLOYED RESPONDENTS.)

61. Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas? (N=5271)

YES	12%
NO	88%
NOT SURE/DK	0%
REFUSED/NA	0%

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

Grade school or some high school	1%
High school diploma (finished grade 12)	16%
Some college (includes junior/community college - no bachelor's degree)	29%
Graduated college	40%
Graduate school (master's or Ph.D.)	11%
Technical, vocational, or trade school	2%
REFUSED/NA	0%

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

Married	58%
Single	35%
Separated or divorced	6%
Widowed	1%
REFUSED/NA	0%

64. What is your ZIP code, please?

REGION FROM ZIP CODE

EAST	9%
SOUTH	18%
MIDWEST	12%
WEST	52%
California	31%
Northern CA.	4%
Southern CA.	27%
Arizona	7%
Utah	4%
Other West	10%
International Visitors	9%

65. 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	62%
Black or African American	12%
Asian or Asian American	7%
Hispanic/Latino	16%
Native American	1%
Mixed Race	2%
Other (SPECIFY:)	0%

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

40.7 MEAN

39.0 MEDIAN

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

21 to 29	23%
30 to 39	30%
40 to 49	22%
50 to 59	14%
60 to 64	3%
65 and older	7%
REFUSED/NA	0%

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

Less than $20,000	3%
$20,000 to $29,999	4%
$30,000 to $39,999	5%
$40,000 to $49,999	8%
$50,000 to $59,999	9%
$60,000 to $69,999	9%
$70,000 to $79,999	10%
$80,000 to $89,999	10%
$90,000 to $99,999	6%
$100,000 to $109,999	10%
$110,000 to $119,999	3%
$120,000 to $129,999	5%
$130,000 to $139,999	2%
$140,000 to $149,999	4%
$150,000 or more	11%
NOT SURE/DK	0%
REFUSED/NA	1%

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LVCVA.com

For further information, please contact the LVCVA Research Center at 702-892-2805 or at research@lvcva.com