



LAS VEGAS VISITOR PROFILE MATRIX

		Total	Visitors by Market Segment				Domestic and International Visitors			Air and Drive Visitors		Generational Report				Strip and Downtown Lodging		
		All Visitors	Convention Visitors	Package Purchasers	General Tourists	Casino Guests	Southern California	Other Domestic	International	Air	Ground Transportation	Millennial	Gen X	Boomer	Silent	Downtown	Strip Corridor	Other
Number of Visitors		41,126,512	3,701,386	6,991,507	21,797,051	8,636,568	11,104,158	22,208,316	7,814,037	17,273,135	23,853,377	11,104,158	15,216,809	12,337,954	2,878,856	2,056,326	31,256,149	7,814,037
Share of Total Visitors		100%	9%	17%	53%	21%	27%	54%	19%	42%	58%	27%	37%	30%	7%	5%	76%	19%
TRIP CHARACTERISTICS	First Time Visitor Share	19%	11%	39%	20%	5%	3%	17%	49%	26%	14%	28%	21%	12%	7%	9%	22%	11%
	Repeat Visitor Share	81%	89%	61%	80%	95%	97%	83%	51%	74%	86%	72%	79%	88%	93%	91%	78%	89%
	Percent Who Visited Downtown	36%	16%	56%	35%	33%	27%	39%	42%	42%	32%	34%	32%	41%	46%	N/A	33%	31%
	Average Nights Stayed	3.2	3.5	3.8	3.0	3.0	2.6	3.3	4.0	3.8	2.8	2.9	3.0	3.6	3.7	3.5	3.2	3.2
	Average Daily Room Rate	\$86.55	\$117.27	N/A	\$84.52	\$58.07	\$80.71	\$86.59	\$97.14	\$95.48	\$80.65	\$78.51	\$87.47	\$97.03	\$74.48	\$61.12	\$90.68	\$76.74
	Occupants per Room	2.1	1.7	2.1	2.2	2.3	2.3	2.1	2.2	2.0	2.3	2.4	2.2	1.9	2.0	2.1	2.2	2.1
PURPOSE OF VISIT	Vacation/Pleasure	47%	1%	77%	47%	42%	41%	44%	66%	51%	44%	49%	45%	48%	50%	56%	51%	28%
	To Gamble	12%	1%	5%	7%	37%	20%	11%	6%	7%	16%	11%	11%	13%	20%	18%	13%	7%
	Convention/Corporate Meeting	9%	98%	0%	0%	0%	8%	11%	4%	14%	5%	6%	12%	9%	4%	2%	11%	4%
	Friends/Relatives	11%	0%	5%	15%	9%	11%	11%	10%	10%	11%	14%	10%	9%	8%	8%	9%	21%
	Other Business	6%	0%	2%	9%	3%	4%	7%	3%	7%	5%	3%	7%	7%	2%	2%	4%	14%
	Passing Through	5%	0%	2%	8%	1%	5%	5%	3%	1%	7%	3%	4%	6%	7%	4%	3%	10%
	Special Event	7%	0%	4%	10%	4%	8%	7%	5%	6%	7%	9%	7%	4%	7%	6%	6%	11%
	Wedding	3%	0%	4%	4%	2%	3%	3%	3%	3%	3%	5%	3%	2%	2%	3%	3%	4%
	Other	1%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
LOCAL TRANSPORTATION	Own Vehicle	47%	32%	9%	54%	67%	90%	39%	12%	0%	81%	53%	44%	44%	59%	45%	42%	67%
	Walked	55%	58%	56%	55%	55%	50%	52%	72%	58%	53%	78%	59%	38%	22%	58%	62%	27%
	Taxi	32%	52%	49%	28%	19%	7%	39%	48%	68%	6%	34%	36%	28%	19%	25%	37%	12%
	Bus	14%	9%	43%	10%	5%	3%	11%	39%	18%	12%	16%	13%	15%	11%	17%	17%	3%
	Shuttle	11%	15%	27%	7%	8%	3%	15%	12%	24%	2%	7%	10%	15%	16%	18%	12%	6%
	Rental Car	12%	7%	16%	14%	8%	2%	13%	25%	18%	8%	10%	12%	16%	7%	16%	12%	13%
	Monorail	10%	11%	24%	7%	5%	6%	10%	14%	15%	6%	10%	10%	11%	5%	0%	13%	0%
	Limousine	1%	3%	3%	1%	2%	0%	2%	2%	3%	0%	2%	1%	2%	0%	2%	2%	0%
NON-GAMING SPENDING	Non-Gaming Spending per Visitor	\$694.42	\$855.82	\$809.38	\$622.16	\$558.43	\$479.98	\$665.52	\$1,082.64	\$921.17	\$533.02	\$669.32	\$706.68	\$756.66	\$473.79	\$604.00	\$753.71	\$454.46
	Room	\$131.89	\$241.44	N/A	\$115.25	\$75.74	\$91.24	\$136.07	\$176.62	\$181.41	\$98.18	\$94.87	\$119.28	\$183.85	\$137.79	\$101.87	\$131.90	\$116.94
	Food and Drink	\$281.88	\$370.28	\$305.15	\$264.15	\$269.60	\$232.32	\$283.14	\$348.31	\$353.48	\$230.31	\$279.64	\$283.82	\$298.94	\$205.53	\$263.70	\$304.53	\$194.51
	Local Transportation	\$68.83	\$77.28	\$112.12	\$63.06	\$45.14	\$15.91	\$77.15	\$119.38	\$120.27	\$31.77	\$69.57	\$68.26	\$74.25	\$44.89	\$82.39	\$73.90	\$44.38
	Shopping	\$149.77	\$133.22	\$246.87	\$126.70	\$137.39	\$109.29	\$114.24	\$311.67	\$178.16	\$129.31	\$159.88	\$179.00	\$127.59	\$49.36	\$117.64	\$169.93	\$76.59
	Shows	\$47.56	\$25.95	\$109.11	\$39.24	\$28.61	\$28.77	\$46.24	\$78.13	\$68.00	\$32.82	\$43.82	\$43.28	\$60.35	\$29.24	\$30.33	\$55.87	\$18.37
	Sightseeing	\$14.49	\$7.65	\$36.13	\$13.76	\$1.95	\$2.45	\$8.68	\$48.53	\$19.85	\$10.63	\$21.54	\$13.04	\$11.68	\$6.98	\$8.07	\$17.58	\$3.67
GAMING	Proportion Who Gambled	71%	56%	77%	65%	88%	69%	70%	76%	74%	68%	63%	68%	78%	87%	83%	72%	61%
	Average Number of Casinos Visited	5.7	5.0	7.0	5.7	5.1	4.6	5.5	8.1	6.4	5.2	6.4	5.7	5.5	4.2	5.9	6.2	3.8
	Gaming Budget Among Those Who Gambled	\$530.11	\$419.80	\$414.21	\$335.16	\$1,046.93	\$580.53	\$580.49	\$333.16	\$584.03	\$486.58	\$328.31	\$496.69	\$701.09	\$623.33	\$708.43	\$563.85	\$296.13
	Average Gaming Budget per Visitor	\$376.38	\$235.09	\$318.94	\$217.85	\$921.30	\$400.57	\$406.34	\$253.20	\$432.18	\$330.87	\$206.84	\$337.75	\$546.85	\$542.30	\$588.00	\$405.97	\$180.64
Total Spending per Visitor		\$1,070.79	\$1,090.91	\$1,128.32	\$840.02	\$1,479.73	\$880.54	\$1,071.86	\$1,335.84	\$1,353.35	\$863.90	\$876.15	\$1,044.43	\$1,303.51	\$1,016.09	\$1,191.99	\$1,159.68	\$635.10

Source: Las Vegas Convention and Visitors Authority (LVCVA). Estimates based on the 2014 Las Vegas Visitor Profile Surveys, GLS Research; unadjusted survey totals. Spending averages include visitors who spent nothing in a category, unless otherwise noted.