

# LAS VEGAS

## VISITOR PROFILE STUDY

2021



**Prepared for:**  
**Las Vegas Convention and Visitors Authority**

**By: GLS Research**

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### VISITOR PROFILE STUDY

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## EXECUTIVE SUMMARY

In 2021 Las Vegas had to deal with the continued effects of the COVID-19 pandemic. This led to changes in both the behavior and composition of the Las Vegas visitor. Specifically, 2021 visitors were younger and more ethnically diverse, were more likely to be visiting from the Western United States and to be traveling with children. Visitors were less likely to attend shows and entertainment or to be visiting for a convention than in past years, but were more likely to visit Downtown, to go to Las Vegas attractions for which they had to pay, and to go to bars and lounges. Four in five 2021 visitors had visited Las Vegas before.

Visitors were more likely to plan and book their trip within a month of their arrival. More than four in ten visitors planned their trip, and nearly one-half booked their trip, between one week and one month before arrival. Only 3% used the services of a travel agent in planning their trip.

Just over one-half of visitors said the main purpose of their visit was for vacation and pleasure, up from 2018 and 2019 results, while one in six visitors said they were visiting to see friends and relatives. Fewer visitors than pre-pandemic said they were visiting primarily to gamble, for a convention, or that were just passing through Las Vegas. One in five visitors said they did some work, either online or in person, during their visit.

The average occupants per room (average of 2.4 people) was higher than pre-pandemic levels, and one in five visitors said they were traveling with people under 21 years old in their party, up significantly from pre-pandemic results. The amount spent on food and drink, transportation, shopping, and sightseeing increased from past results, while the amount visitors spent on shows and entertainment decreased. The average length of stay (3.6 nights) increased from 2018 and 2019, with one in four visitors (25%) staying for five or more nights.

Three-quarters of Las Vegas visitors in 2021 said that they had gambled during their visit, down from 81% in 2019, but similar to prior recent years. The amount of time spent gambling and the amount of money budgeted for gambling both increased from pre-pandemic levels.

Seven in ten visitors to Las Vegas in 2021 said that they were "very" satisfied with their visit, down from past results, while one-quarter said they were "somewhat satisfied." When asked to compare their Las Vegas visit with their pre-trip expectations, nearly one-half (48%) said Las Vegas exceeded their expectations. With travel restrictions affecting international markets across the globe, visitors were less likely to be from foreign countries. However, domestic travelers counterbalanced the reduction in foreign visitors, with particular increases from western states of the U.S.; six in ten visitors were from the western United States, and over one-quarter were visiting from Southern California.

## 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, based on ongoing intercept surveys of travelers to Las Vegas. Due to the COVID-19 pandemic no report was issued in 2020.

More specifically, the Las Vegas Visitor Profile aims to:

- Compare 2021 Las Vegas visitors with pre-pandemic visitors from 2016 - 2019.
- 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

In-person interviews were conducted with 3,917 randomly selected visitors. Approximately four-hundred (400) interviews were conducted each month from March through November 2021. The COVID-19 pandemic made it more challenging than in the past to collect interviews, and only 317 interviews were collected in December, 2021.

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 been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location 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 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.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels and at Harry Reid International Airport. 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 “thank you’s.” Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, coded, 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 2021 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 observations in one or more years for a particular measure is up (or down), larger (or smaller), etc. we mean that there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any yearly differences that do not meet this standard for statistical significance.

This report presents the results of the 2021 study, as well as for the previous four calendar years before the pandemic (2016, 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. Throughout this report, if data is not presented for all five years, it is because the question was not asked in every year.

In order to maintain a questionnaire of reasonable length and due to the circumstances of the pandemic, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2021. These questions will be rotated back into the questionnaire in Calendar Year 2022.

## SUMMARY OF FINDINGS

### REASONS FOR VISITING

In 2021, 80% of visitors had visited Las Vegas before, up from 76% in 2019, but within the comparable range of recent years.

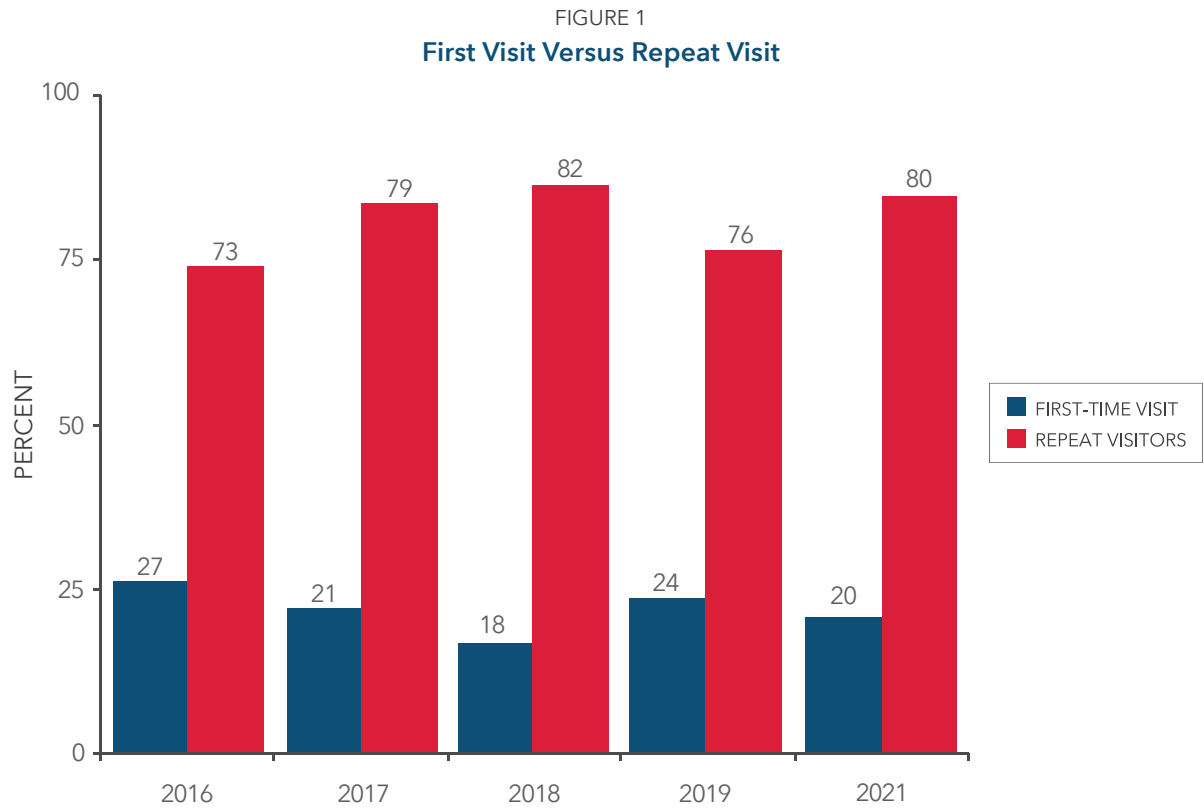
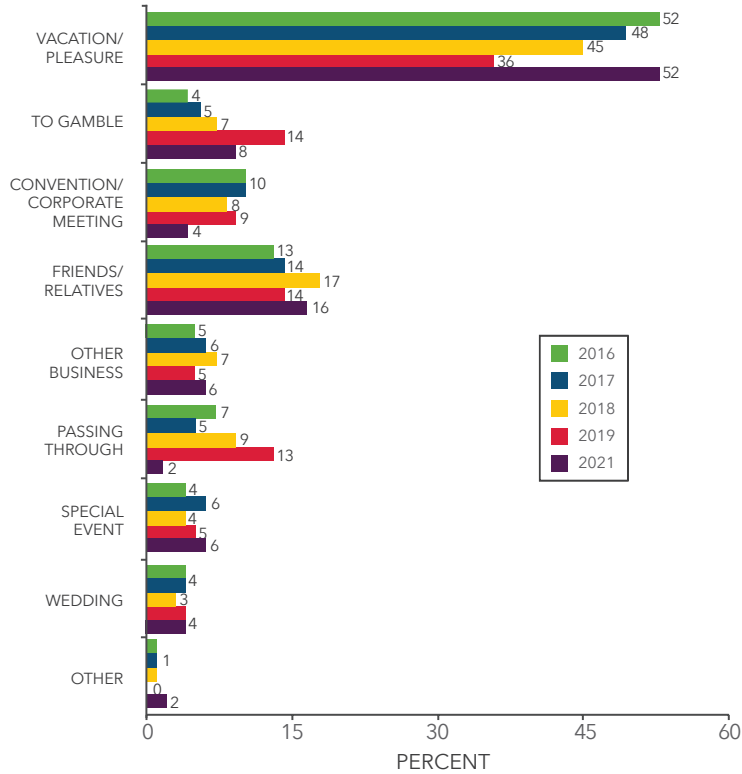


FIGURE 2  
Primary Purpose of Current Visit

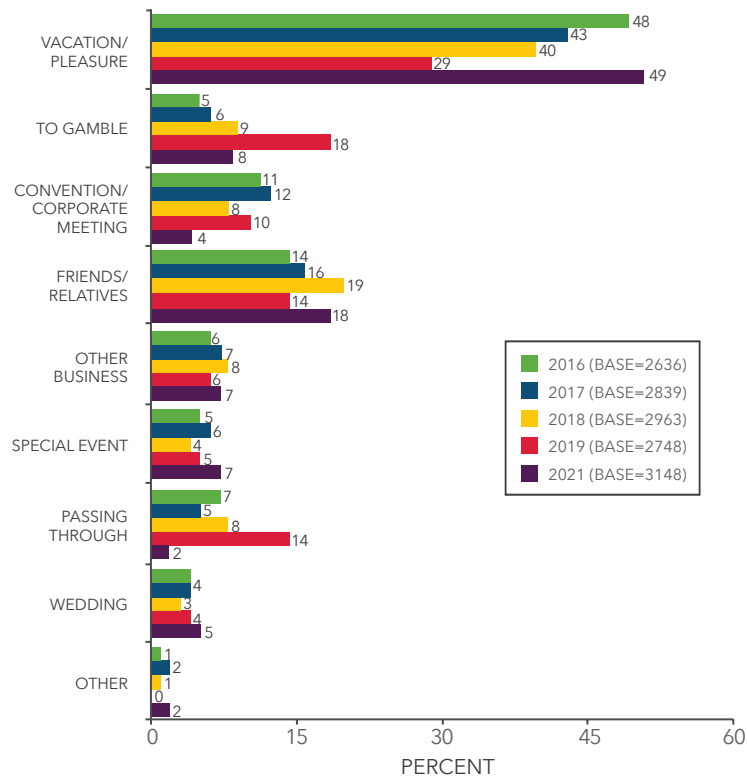


When asked about the primary purpose of their current visit to Las Vegas, 52% of all visitors mentioned vacation or pleasure, up from 2017 - 2019 results. One in six visitors (16%) said they were visiting friends or relatives, up from 14% in 2019. Fewer visitors than in 2019 said they were visiting to gamble (8%, down from 14% in 2019), to attend a convention, trade show, or corporate meeting (4%, down from 8% to 10% from 2016 through 2019), or said they were just passing through Las Vegas (2%, down from 2016 - 2019 results).



About one-half of repeat visitors (49%) said the primary purpose of their current visit to Las Vegas was vacation or pleasure up from 2017 - 2019 results. Eighteen percent (18%) said they were visiting friends and relatives, up from 14% in 2019, while 8% said they were in Las Vegas primarily to gamble, down from 18% in 2019. Seven percent said they were visiting Las Vegas to attend a special event, up from 4% in 2018 and 5% in 2019, while 4% said they were visiting for a convention or corporate meeting, down from 2016 - 2019 results. Two percent (2%) said they were just passing through Las Vegas, down from 2016 - 2019 results.

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



First-time visitors were significantly more likely than repeat visitors to say they were visiting Las Vegas primarily for vacation or pleasure. Repeat visitors were significantly more likely than first-time visitors to say that their current trip to Las Vegas was to visit friends or relatives.

FIGURE 4  
**Primary Purpose of Current Visit**  
 (First-Time Versus Repeat Visitors - 2021)

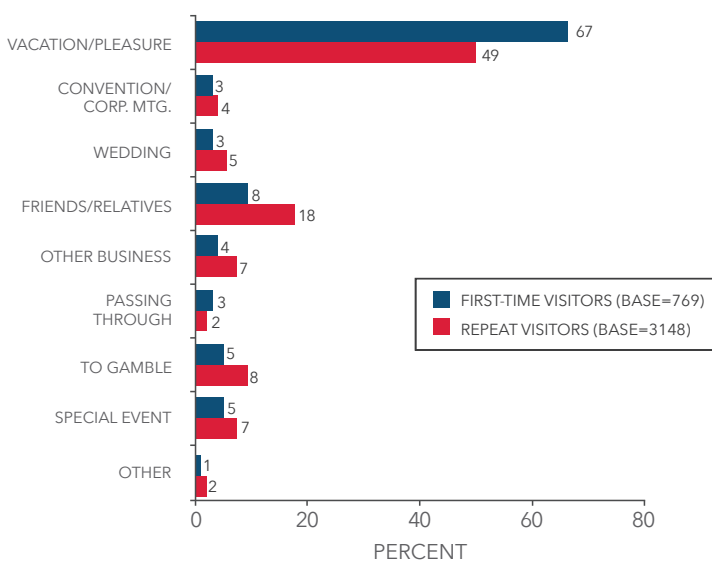
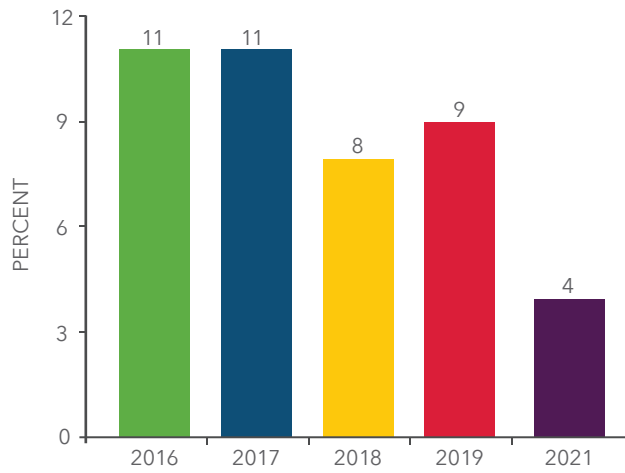
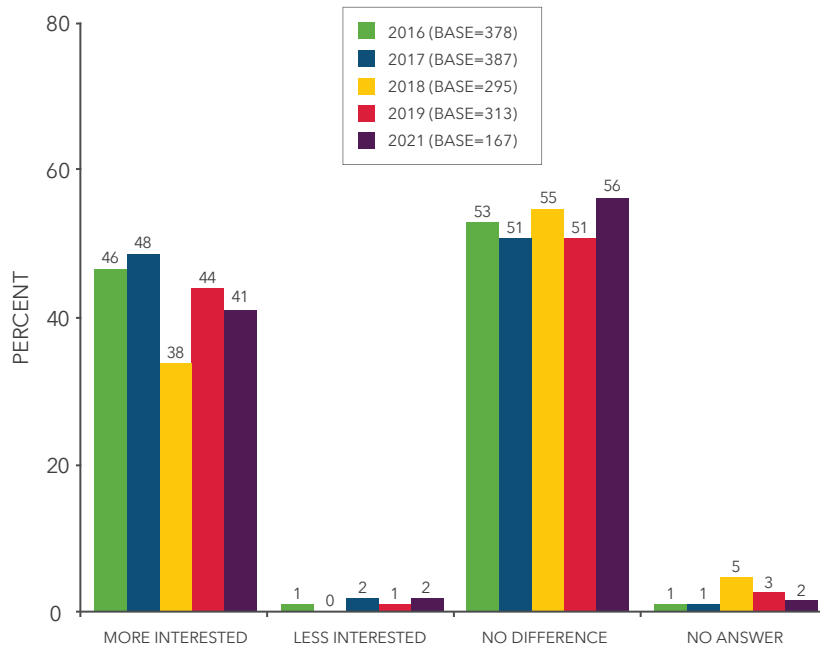


FIGURE 5  
**Conventions/Trade Shows/  
 Association/Corporate Meetings**



Visitors were asked if they had attended a convention, trade show, association, or corporate meeting while in Las Vegas. Four percent (4%) said they had, down from 11% in both 2016 and 2017, 8% in 2018 and 9% in 2019.

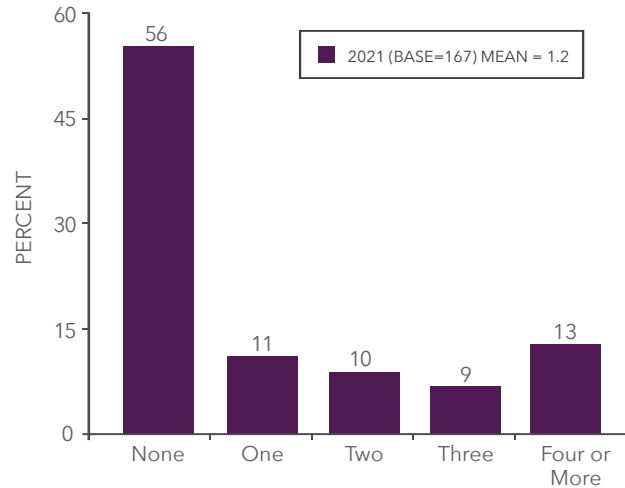
FIGURE 6  
**Interest in Attending Conventions and Meetings in Las Vegas**  
 (Among Visitors Who Attended a Convention or Meeting)



Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention. In 2021, 41% said having the convention in Las Vegas made them more interested in attending, while 56% said it made no difference.

In 2021 convention visitors were asked if they had extended their trip to Las Vegas for leisure purposes. Three in ten (30%) said they had extended their trip by one to three nights, while 13% said they had extended their trip for four or more nights. Among all convention visitors the average number of extra nights stayed for leisure purposes was 1.2, while among those convention visitors who extended their stay the average length by which they extended their stay was 2.8 nights.

FIGURE 7  
**How Many Nights Extended Trip for Leisure Purposes**  
(Among Visitors Who Attended a Convention or Meeting)

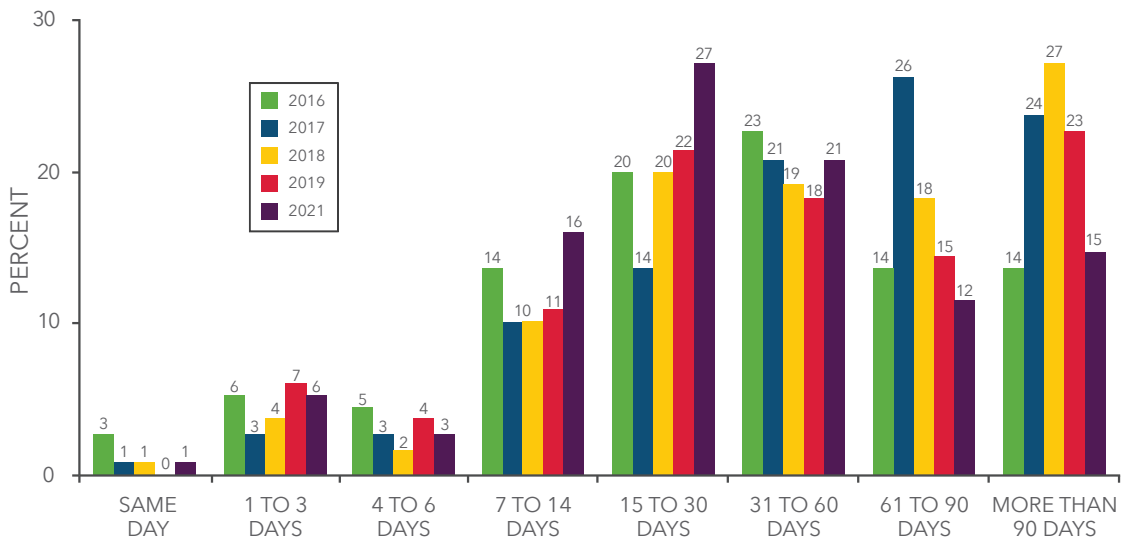




## TRAVEL PLANNING

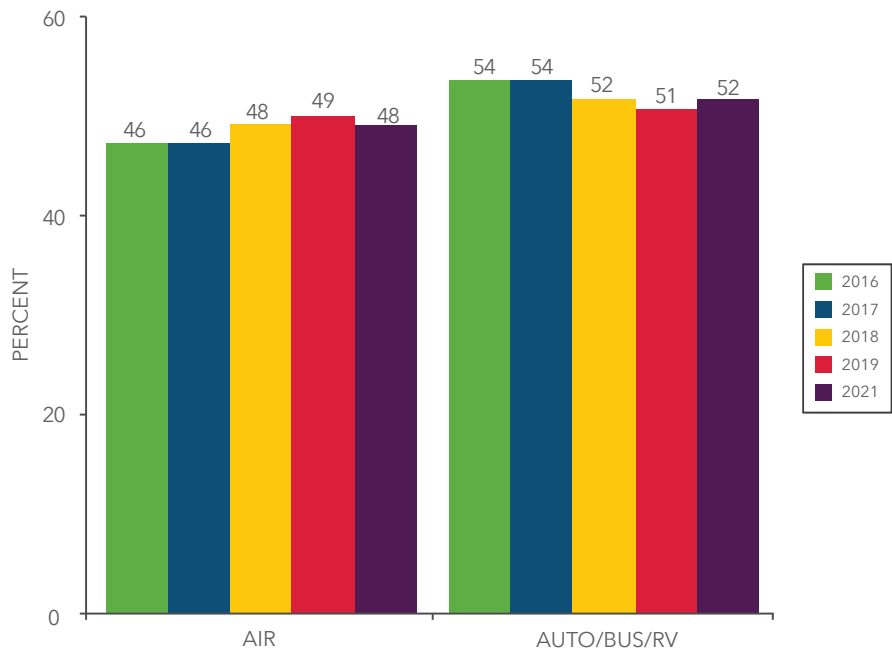
Forty-eight percent (48%) of visitors in 2021 planned their trip to Las Vegas more than one month in advance, down from more than half from 2016 - 2019 findings. More than four in ten (43%) planned their trip from one week to one month in advance, up from 2016 - 2019. Ten percent (10%) planned their trip less than a week in advance, up from 2016 - 2019. Fifteen percent (15%) of visitors planned their trip more than 90 days in advance, down from 24% in 2017, 27% in 2018 and 23% in 2019.

FIGURE 8  
Advance Travel Planning



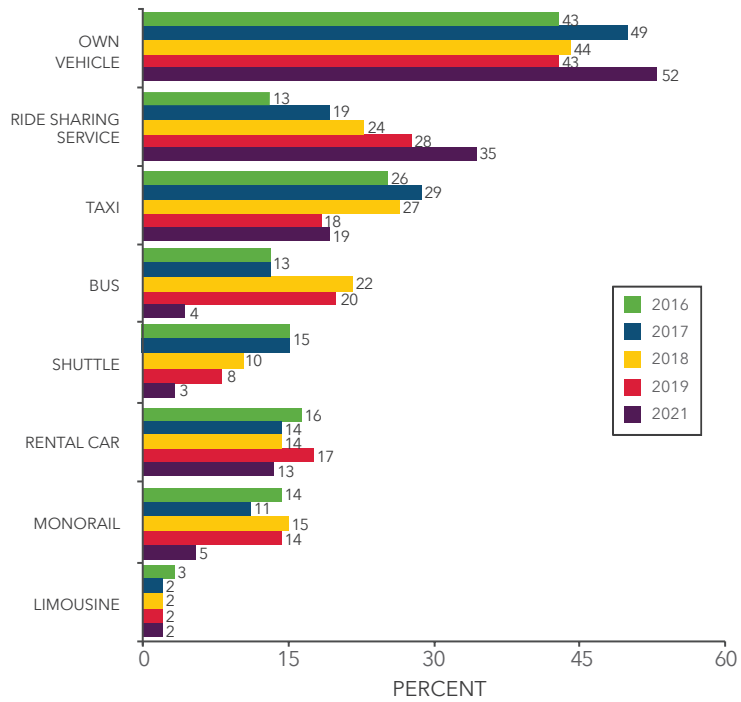
Forty-eight percent (48%) of visitors to Las Vegas in 2021 arrived by air, while 52% arrived via ground transportation.

FIGURE 9  
Transportation to Las Vegas



Fifty-two percent (52%) of visitors said that they used their own vehicle when traveling around Las Vegas, up from 2016 - 2019 results. Over one-third (35%) said they used a ride sharing service, up from past years, while 19% reported taking a taxi, down from 2016 - 2018. Thirteen percent (13%) reported using a rental car (down from 17% in 2019), and 3% said they took a hotel shuttle (down from 2016 - 2019). Fewer visitors than in past years reported using the Monorail (5%) or taking a bus (4%) during their stay. Two percent (2%) said they took a limousine, similar to past years.

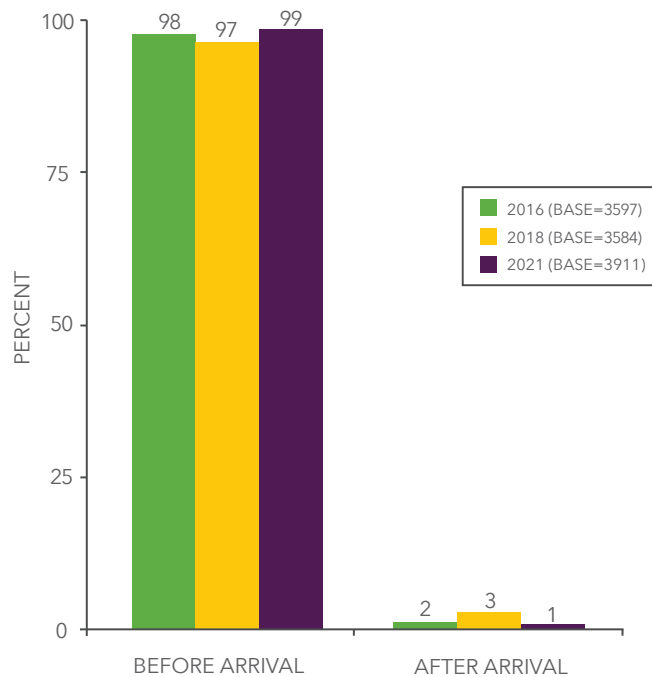
FIGURE 10  
Local Transportation



Almost all (99%) of Las Vegas visitors in 2021 decided where to stay in Las Vegas prior to their arrival.

\*This question was not asked in 2017 or 2019.

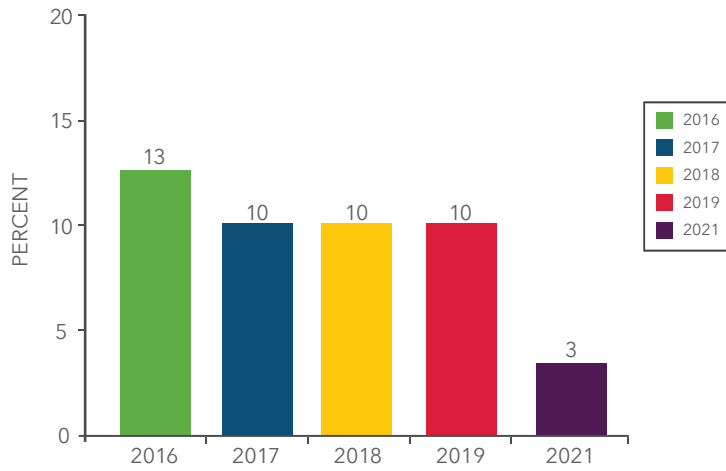
FIGURE 11  
When Decided Where to Stay\*  
(Among Those Who Stayed Overnight - Asked Every Other Year)



Three percent (3%) of visitors reported using a travel agent to plan their trip to Las Vegas, down from 13% in 2016 and 10% each in 2017, 2018 and 2019.

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

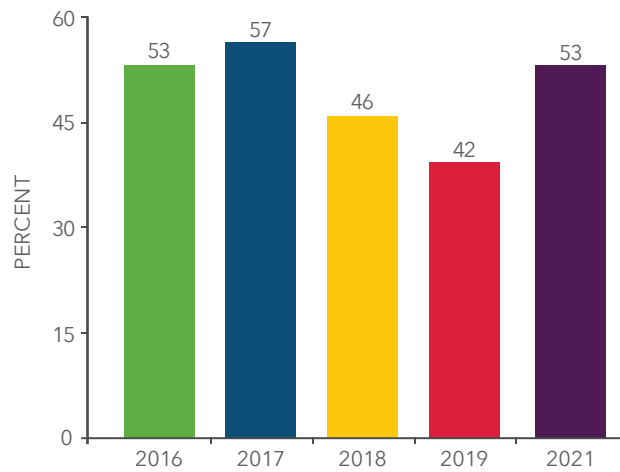
FIGURE 12  
Travel Agent Assistance\*



Fifty-three percent of visitors said they had visited Downtown Las Vegas on their current trip, up from 46% in 2018 and 42% in 2019.

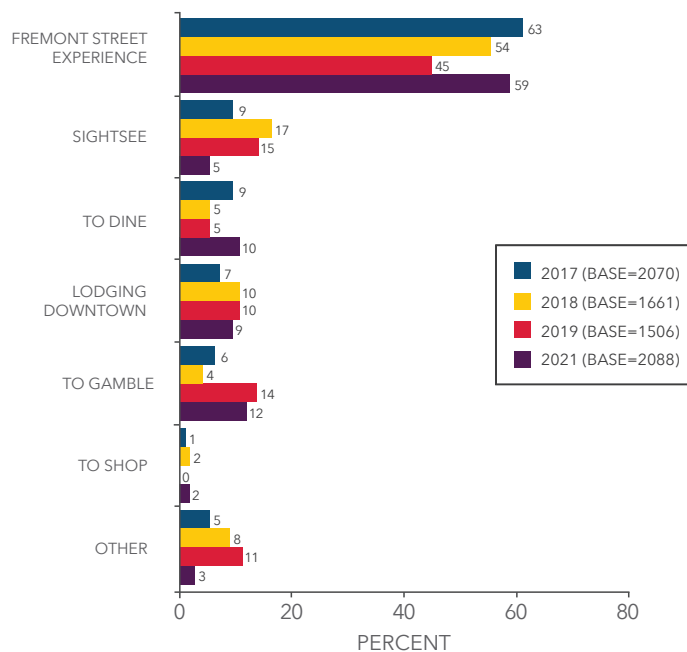
\*Only "yes" responses are reported on this chart.

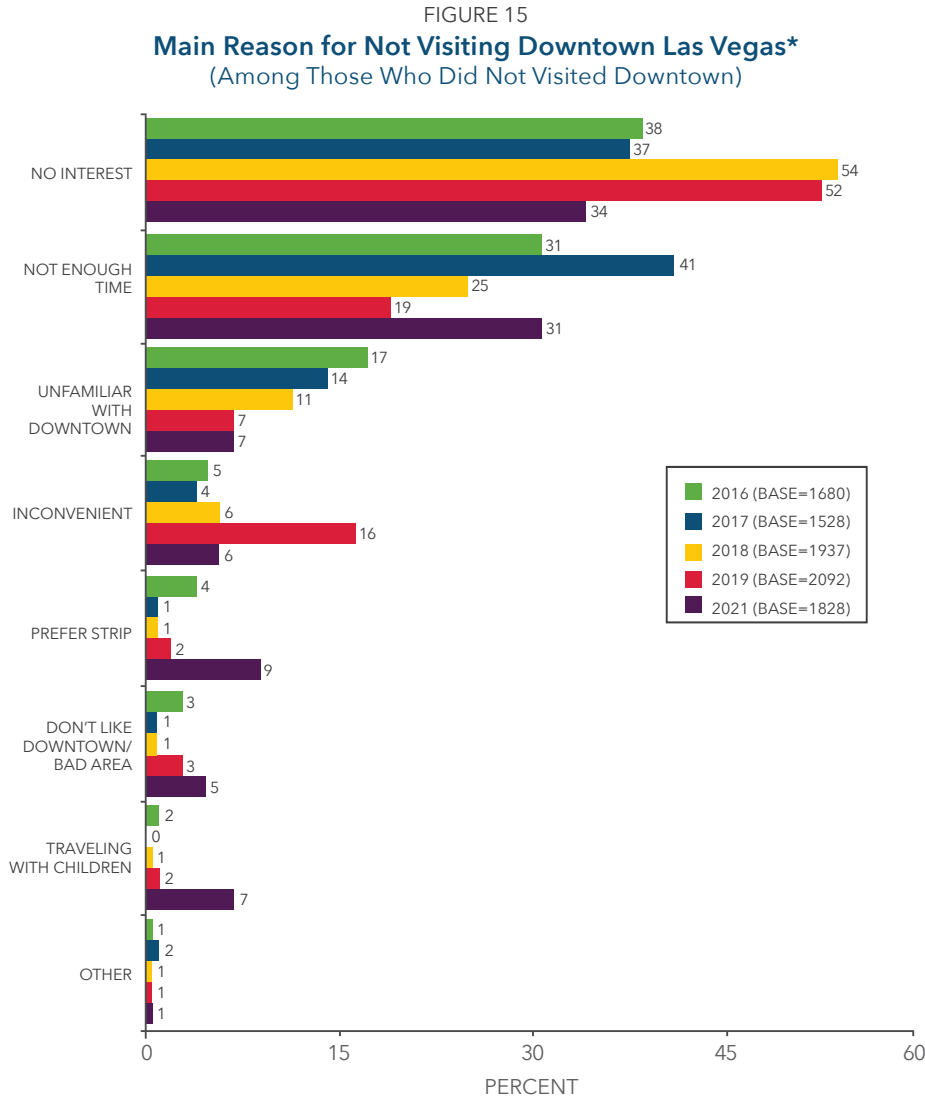
FIGURE 13  
Whether Visited Downtown Las Vegas\*



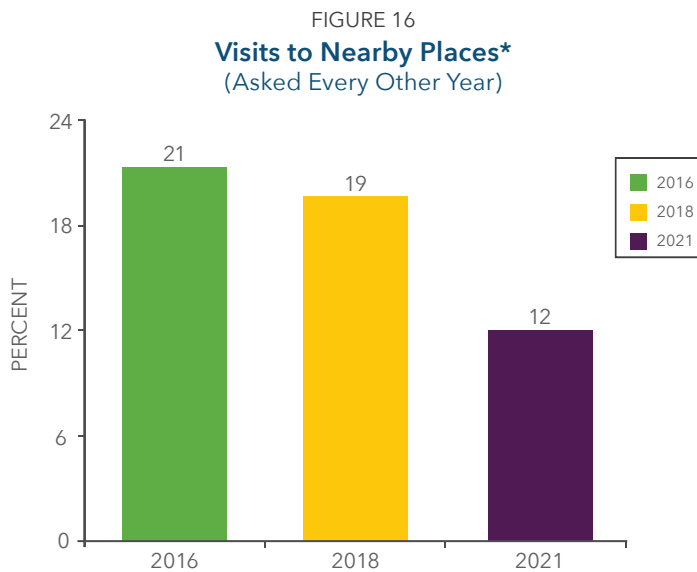
Visitors who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so. Six in ten (59%, up from 54% in 2018 and 45% in 2019) of these visitors said it was to see the Fremont Street Experience, 12% said they were visiting primarily to gamble, 10% said they visited Downtown to dine (up from 5% each in 2018 and 2019), 9% said they were lodging Downtown, and 5% said they were visiting Downtown primarily to sightsee (down from 2017 - 2019 results).

FIGURE 14  
Main Reason for Visiting Downtown Las Vegas  
(Among Those Who Visited Downtown)





Visitors who had not visited Downtown Las Vegas on their current trip were asked the primary reason why they had not done so. One-third (34%, down from 54% in 2018 and 52% in 2019) of these visitors said it was because they were not interested in Downtown and 31%, said they did not have enough time (up from 25% in 2018 and 19% in 2019). Nine percent (9%) said they prefer the Strip (up from prior years), and 7% each said they were unfamiliar with Downtown or that they didn't visit because they were travelling with children (up from prior years). Six percent (6%) said it was inconvenient to visit Downtown (down from 16% in 2019), and 5% said they did not go Downtown because they did not like it (up from 2016 - 2019 results).



Visitors were asked if they visited or planned to visit any nearby places before or after their trip to Las Vegas and 12% said they had, down from 21% in 2016 and 19% in 2018.

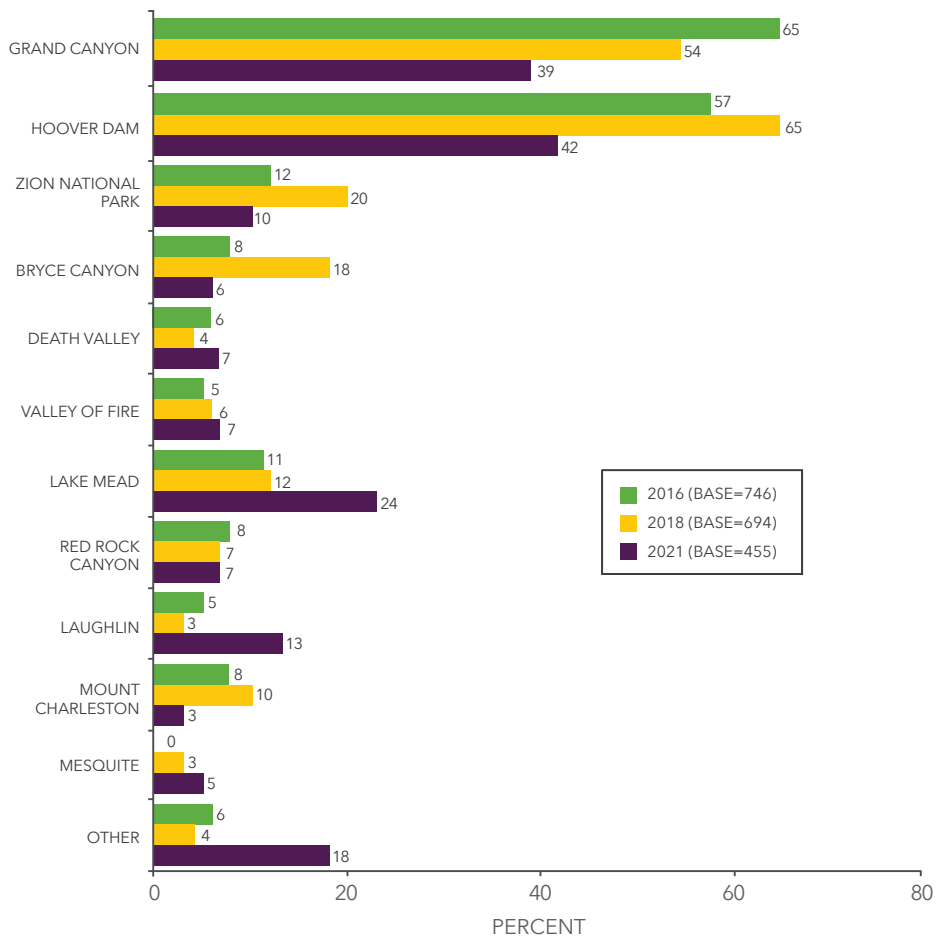
\*This question was not asked in 2017 or 2019.

These visitors were asked what other nearby destinations they had visited or planned to visit. The most often cited places were Hoover Dam (42%, down from 57% in 2016 and 65% in 2018), the Grand Canyon (39%, down from 65% in 2016 and 54% in 2018), Lake Mead (24%, up from 11% in 2016 and 12% in 2018), and Laughlin (13%, up from 5% in 2016 and 3% in 2018). Ten percent (10%) of these visitors said they visited Zion National Park (down from 20% in 2018), and 7% each visited Valley of Fire, Death Valley, and Red Rock Canyon. Six percent visited Bryce Canyon, down from 18% in 2018.

\*This question is asked every other year and was not asked in 2017, or 2019.

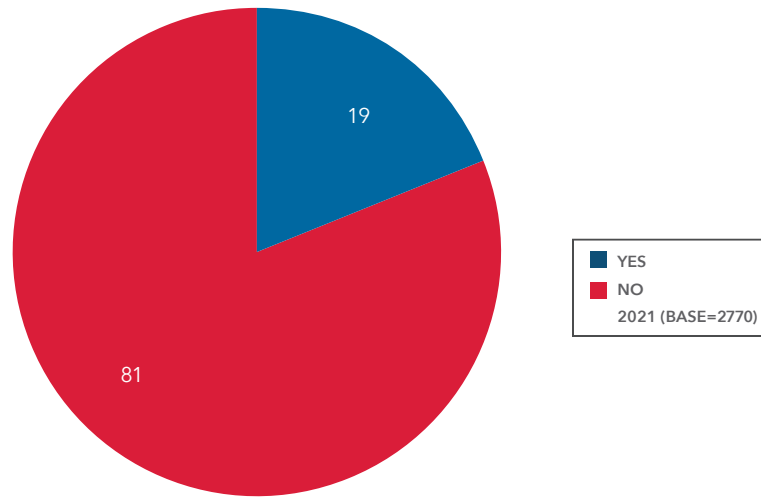
FIGURE 17

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



Employed visitors were asked if they had conducted any work, either online or otherwise, during their current visit to Las Vegas. In 2021, about one in five (19%) said they had.

FIGURE 18  
Did Work During This Visit to Las Vegas



## TRIP CHARACTERISTICS AND EXPENDITURES

Visitors were asked how many adults were in their immediate party. Six in ten (60%) of visitors said there were two, down from 2016 - 2019 results. Eleven percent (11%) said they were in a party of three adults (up from past results), 9% said they were in a party of four (down from 11% in 2019), and 5% said they were in a party of five or more (down from 8% in 2019). One in seven (14%) visitors traveled alone, up from 2016 - 2019 figures. The average party size in 2021 was 2.4 persons, down from 2.5 in 2019.

FIGURE 19  
Adults in Immediate Party

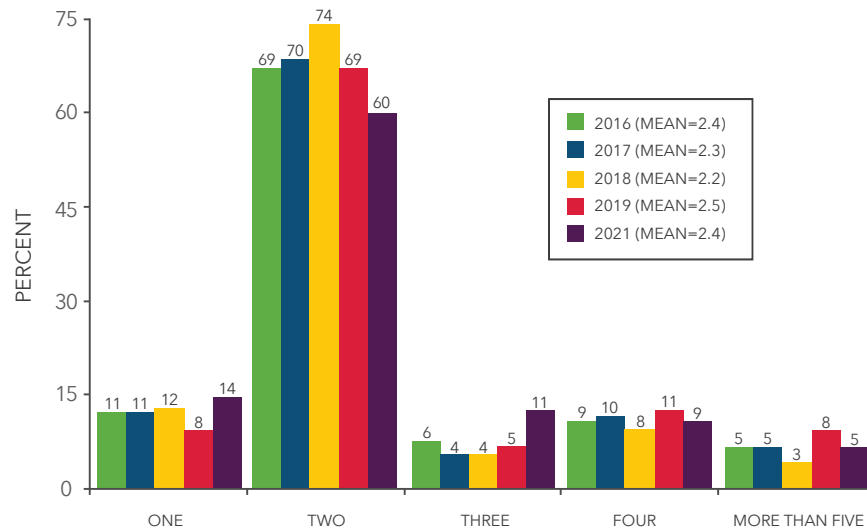
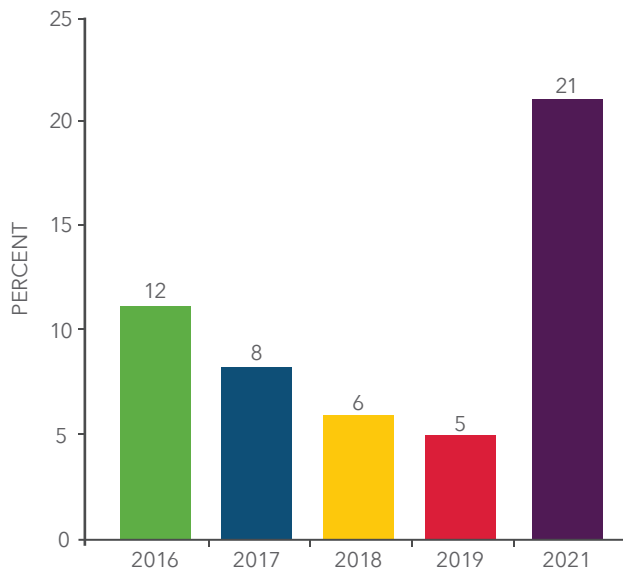


FIGURE 20  
Whether Had Persons in Immediate Party Under Age 21\*  
(Among All Visitors)



We asked visitors whether they had any people under the age of 21 traveling with them in their immediate party. One in five (21%) said they did, up significantly from 2016 - 2019 results.

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



In 2021, visitors stayed an average of 3.6 nights and 4.6 days in Las Vegas, up from 3.4 nights and 4.4 days in both 2018 and 2019.

FIGURE 21  
Nights Stayed

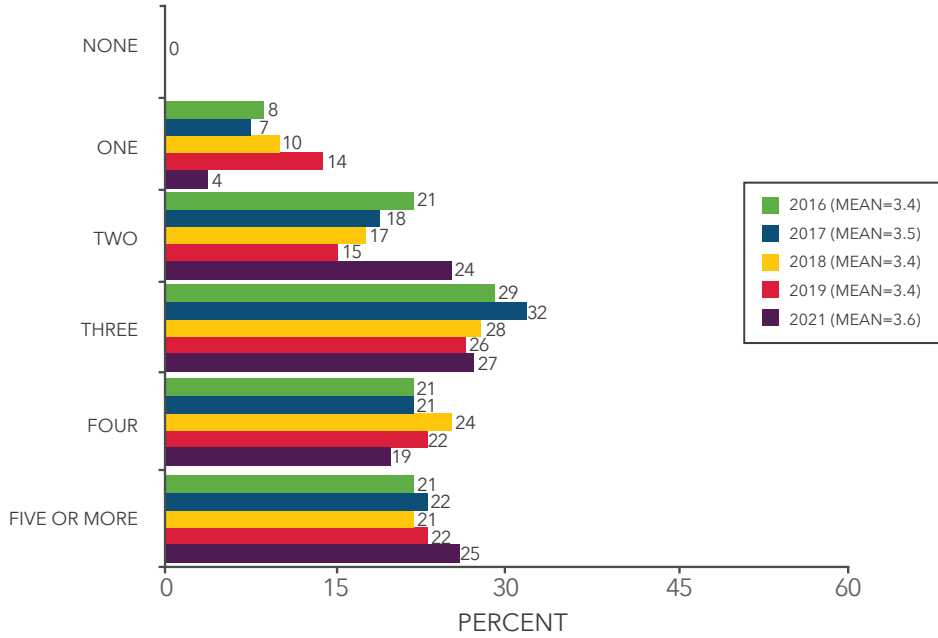


FIGURE 22  
Days Stayed

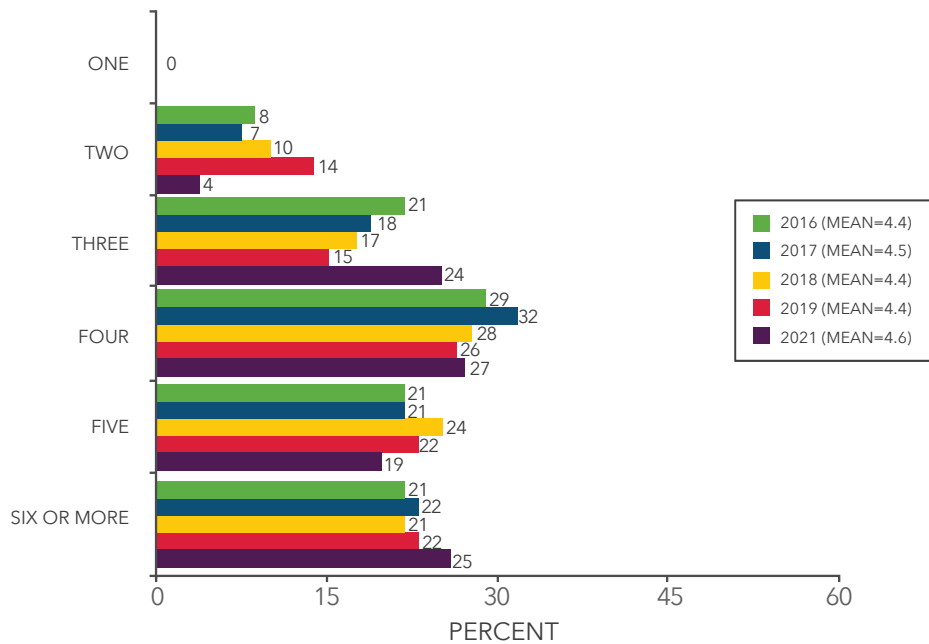
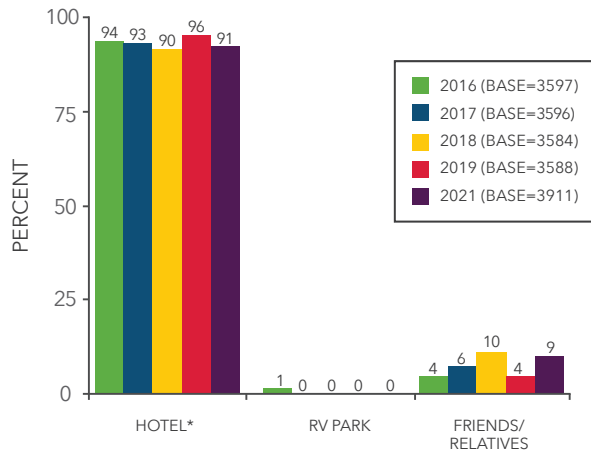


FIGURE 23  
**Type of Lodging**  
 (Among Those Who Stayed Overnight)



Among visitors who stayed overnight in Las Vegas, 91% stayed in a hotel, down from 96% in 2019. Less than 1% stayed in an RV park and 9% stayed with friends or relatives (up from 4% in 2019).

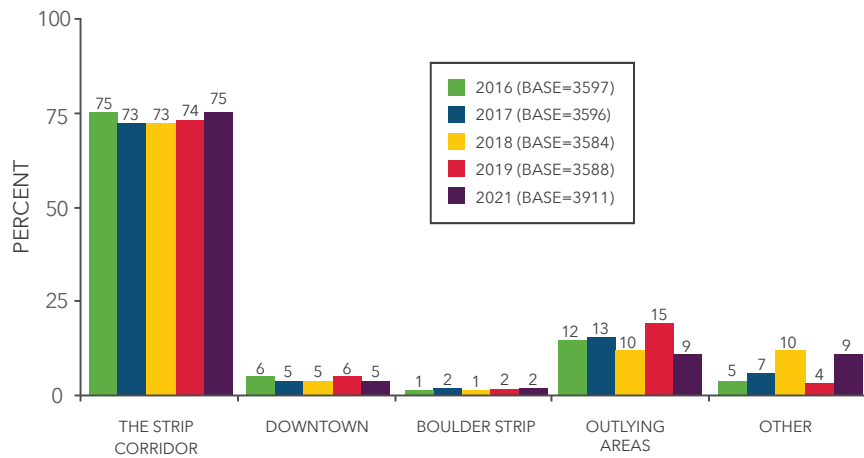
\*Includes respondents who stayed in a timeshare.



Among those visitors who stayed overnight, in terms of lodging location, 75% stayed in a property on the Strip Corridor, 5% stayed Downtown, and 2% stayed on the Boulder Strip. Nine percent (9%) of overnight visitors stayed in outlying parts of Las Vegas, down from 12% in 2016, 13% in 2017, and 15% in 2019.

\*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.

FIGURE 24  
**Location of Lodging\***  
 (Among Those Who Stayed Overnight)



Visitors who stayed at a hotel, motel or RV park were asked how they booked their accommodations in Las Vegas. In 2021, three-quarters (74%) of these visitors said they used a website or app (up from 2016 - 2019). Thirteen percent (13%, down from 18% in 2016, 2018 and 2019) said they called the hotel, motel, or RV park directly, 2% said they booked through a travel agent (down from 2016 - 2019 results), and 1% said they booked their accommodations in person, down from 9% in 2019.

FIGURE 25  
**How Booked Accommodations in Las Vegas**  
 (Among Those Who Stayed in a Hotel/RV Park)

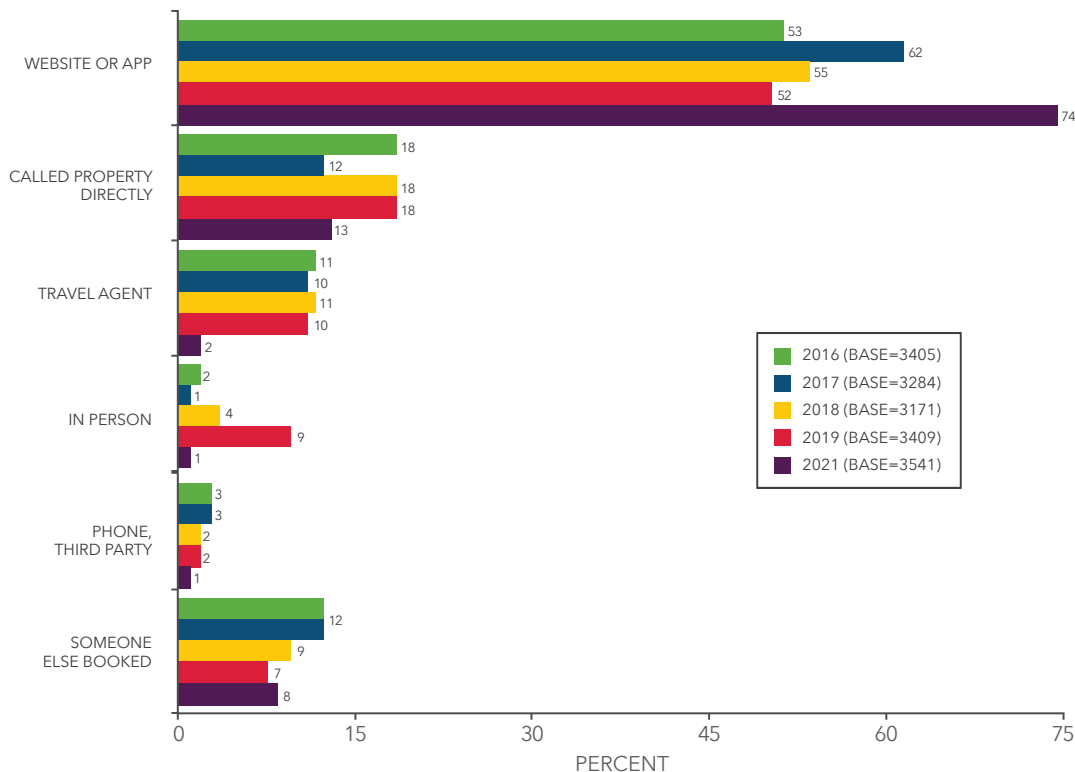
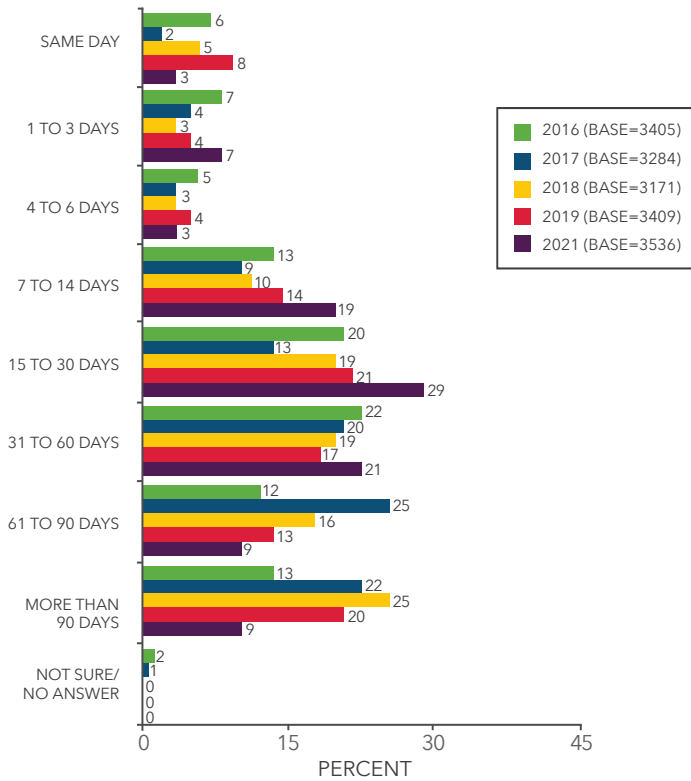


FIGURE 26  
**Advance Booking of Accommodations**  
 (Among Those Who Stayed in a Hotel/RV Park)

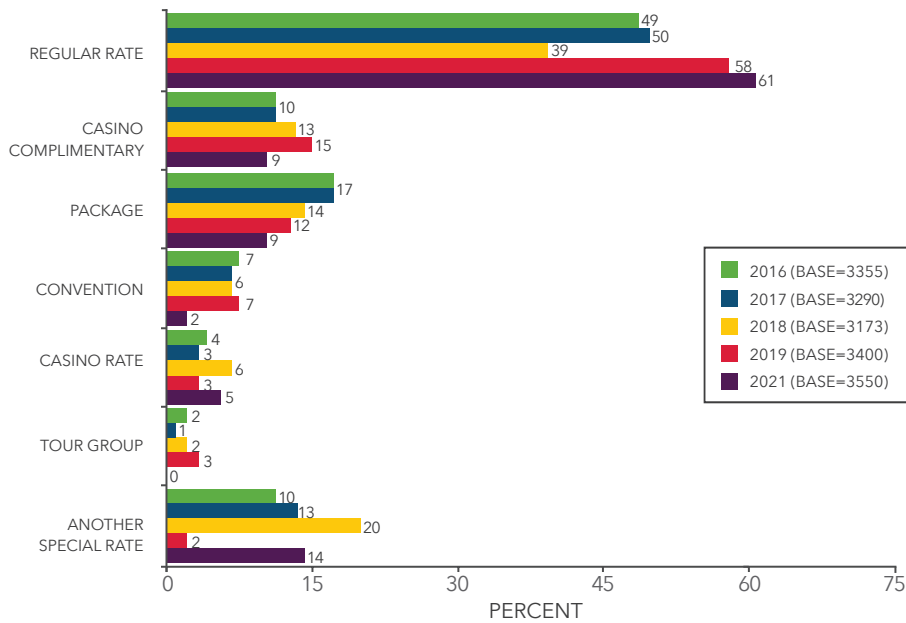


We asked those visitors staying in a hotel, motel, or RV park how far in advance they had booked their accommodations. Nearly one-half (48%) of these visitors booked one week to one month in advance, up from 2016 - 2019 results. Four in ten (39%) of these visitors booked more than a month in advance, down from 2016 - 2019. Thirteen percent (13%) of these visitors made their reservations less than one week before arrival, down from 15% in 2019.



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. Six in ten (61%) of these visitors said they paid a regular room rate, up from 2016 - 2019. Nine percent (9%) received a casino complimentary rate (down from 2018 and 2019), while 5% paid a casino rate (up from 3% in 2019). Nine percent (9%) of these visitors paid a package rate (down from 2016 - 2019), while less than 1% received a tour group rate (down from past years), and 2% paid a convention rate, also down from past results. The remaining 14% paid some other kind of special rate.

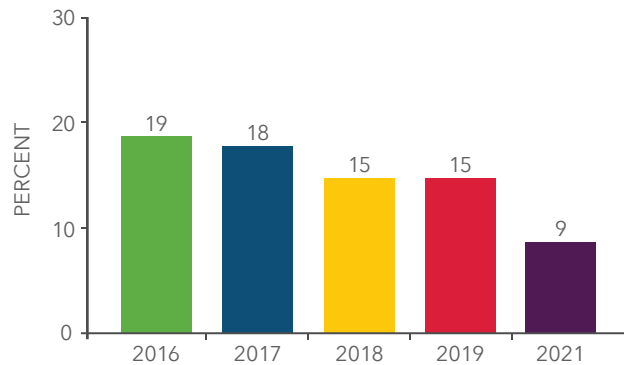
FIGURE 27  
**Type of Room Rate\***  
 (Among Those Staying in a Hotel)



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

Nine percent (9%) of visitors purchased a package deal or were part of a tour group, down from 19% in 2016, 18% in 2017, and 15% each in 2018 and 2019.

FIGURE 28  
**Package Purchases**  
 (Among Those Staying in a Hotel)

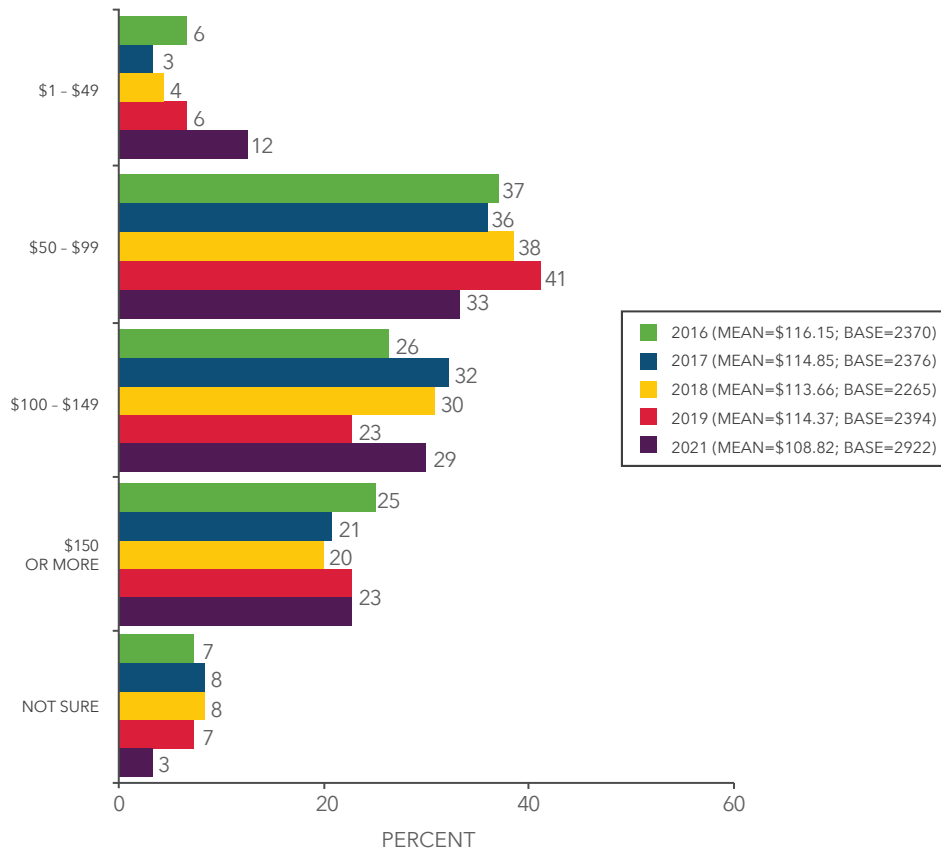


We asked for the amount spent on lodging among those visitors who did not purchase travel packages and were not comped for their stay. One-third (33%) of these non-package visitors paid between \$50 and \$99 per night for their room, down from 2016 - 2019 figures. Twenty-nine percent (29%) paid between \$100 and \$149 per night, up from 23% in 2019. Twenty-three percent (23%) paid a nightly rate of \$150 or more. Twelve percent (12%) paid less than \$50, up from past results. The average daily room rate for non-package visitors in 2021 was \$108.82, down from 2016 - 2019 figures.

(FIGURE 42)

FIGURE 29

**Lodging Expenditures - Average Per Night**  
 (Among Those Staying in a Hotel/Non-Package and Non-Comp)



The mean (average) number of room occupants was 2.4, up from past results. Compared to past years, fewer visitors who stayed in a hotel or motel said two people stayed in their room (56%, down from between 73% and 80% from 2016 to 2019). Fifteen percent (15%) said three people stayed in their room (up from 3% to 7% between 2016 and 2019), while another 15% said four or more people stayed in their room, also up significantly from past years.

FIGURE 30  
**Number of Room Occupants**  
 (Among Those Staying in a Hotel)

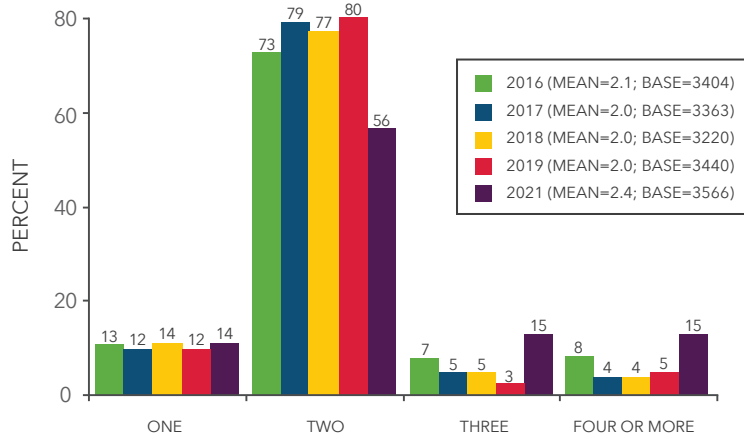
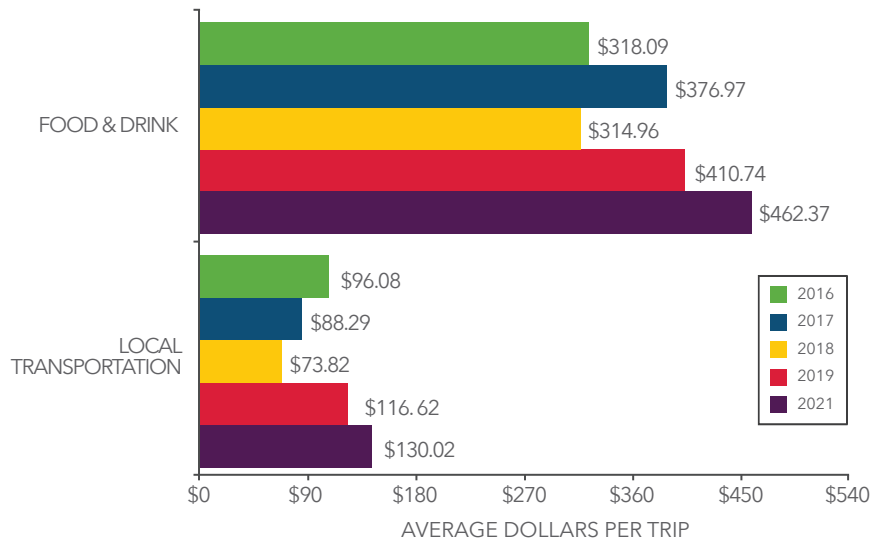


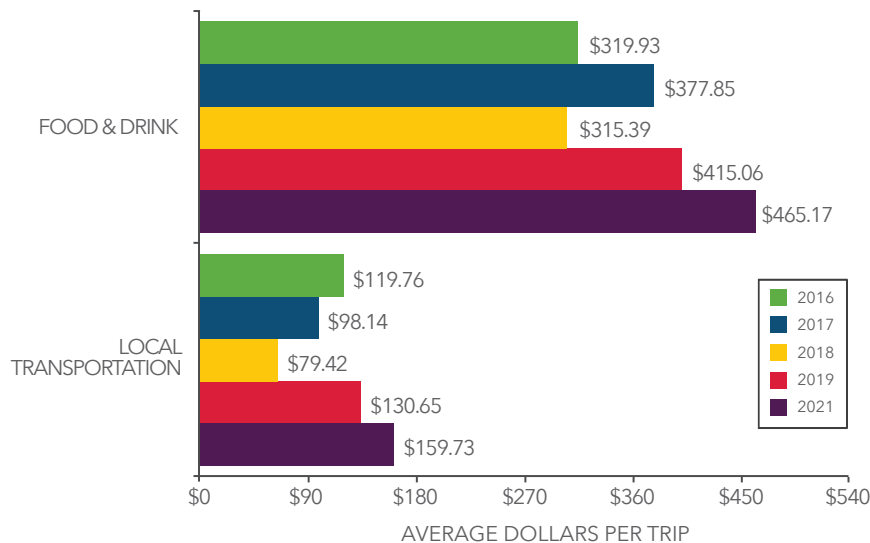
FIGURE 31  
**Average Trip Expenditures on Food & Drink -  
 and On Local Transportation\***  
 (Including Visitors Who Spent Nothing in that Category)



\*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.

The average expenditure on food and drink in 2021 was \$462.37, up from 2016 - 2019, while the average local transportation expenditure for 2021 was \$130.02, also the highest level observed.

FIGURE 32  
**Average Trip Expenditures on Food & Drink -  
 and On Local Transportation**  
 (Among Spenders)



Among visitors who actually spent money in these categories, the average trip expenditure on food and drink in 2021 was \$465.17, up from 2016 - 2019. The average trip expenditure on local transportation in 2021 was \$159.73, the highest average as well.

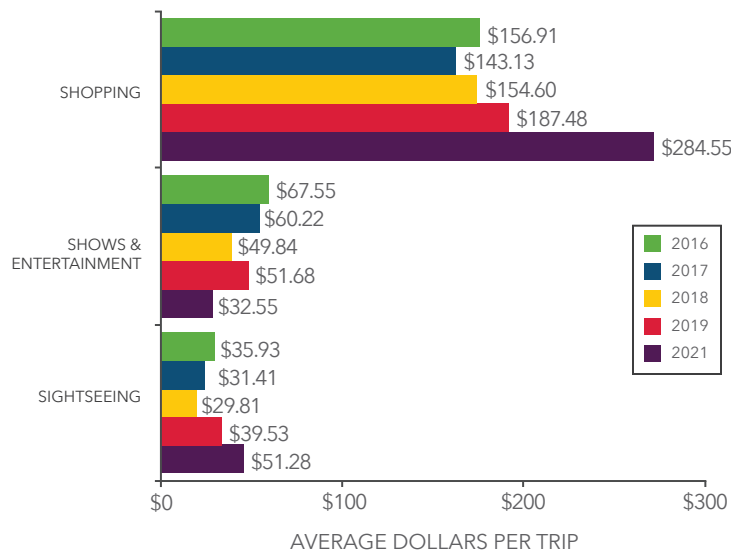
Percentages of respondents who spent money in each category are shown in the following table:

	2016	2017	2018	2019	2021
Food and Drink					
Base size	(3579)	(3592)	(3594)	(3562)	(3893)
Proportion of total	99%	100%	100%	99%	99%
Local Transportation					
Base size	(2899)	(3239)	(3346)	(3214)	(3189)
Proportion of total	81%	90%	93%	89%	81%



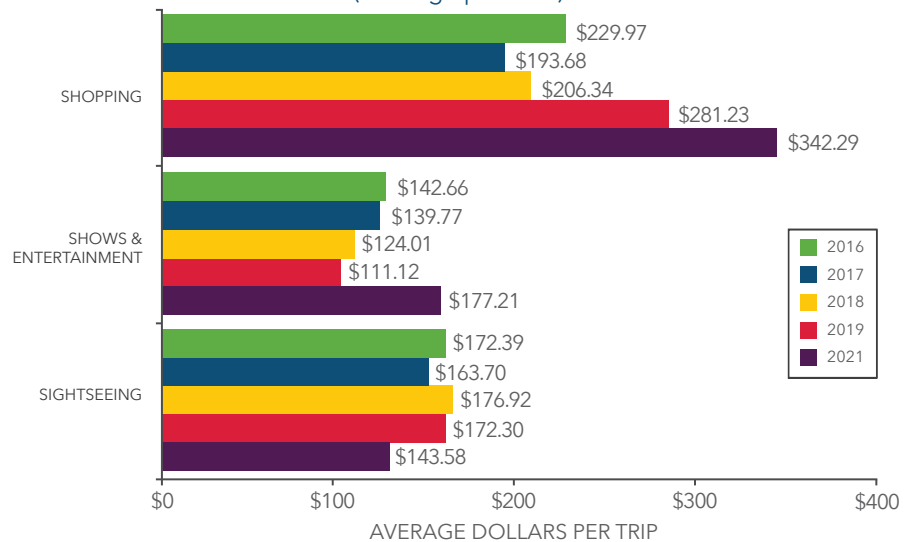
The average trip expenditure on shopping was \$284.55, the highest total seen. The average expenditure on shows was \$32.55, down from 2016 to 2019, while the average expenditure on sightseeing was \$51.28, up from 2016 - 2019.

FIGURE 33  
Average Trip Expenditures on Shopping, Shows and Sightseeing  
(Including Visitors Who Spent Nothing in That Category)



Among spending visitors, the average trip shopping expenditure was \$342.29, up from 2016 - 2019. While fewer visitors spent money on shows (19% compared to over 40% in past years) the average trip total spent on shows by those who did see them was \$177.21, up from 2016 - 2019 totals. The average sightseeing total was \$143.58, down from 2016 - 2019 results.

FIGURE 34  
Average Trip Expenditures on Shopping, Shows and Sightseeing  
(Among Spenders)

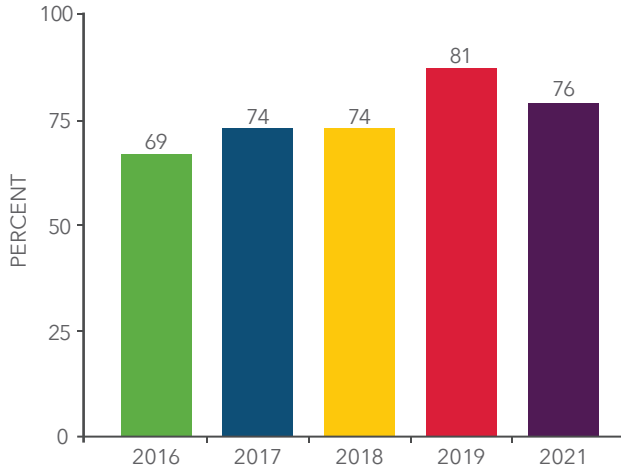


Percentages of respondents who spent money in each category are shown in the following table:

	2016	2017	2018	2019	2021
Shopping					
Base size	(2473)	(2662)	(2697)	(2402)	(3256)
Proportion of total	69%	74%	75%	67%	83%
Shows/Entertainment					
Base size	(1748)	(1556)	(1454)	(1676)	(723)
Proportion of total	49%	43%	40%	47%	19%
Sightseeing					
Base size	(825)	(712)	(663)	(894)	(1399)
Proportion of total	23%	20%	18%	25%	36%

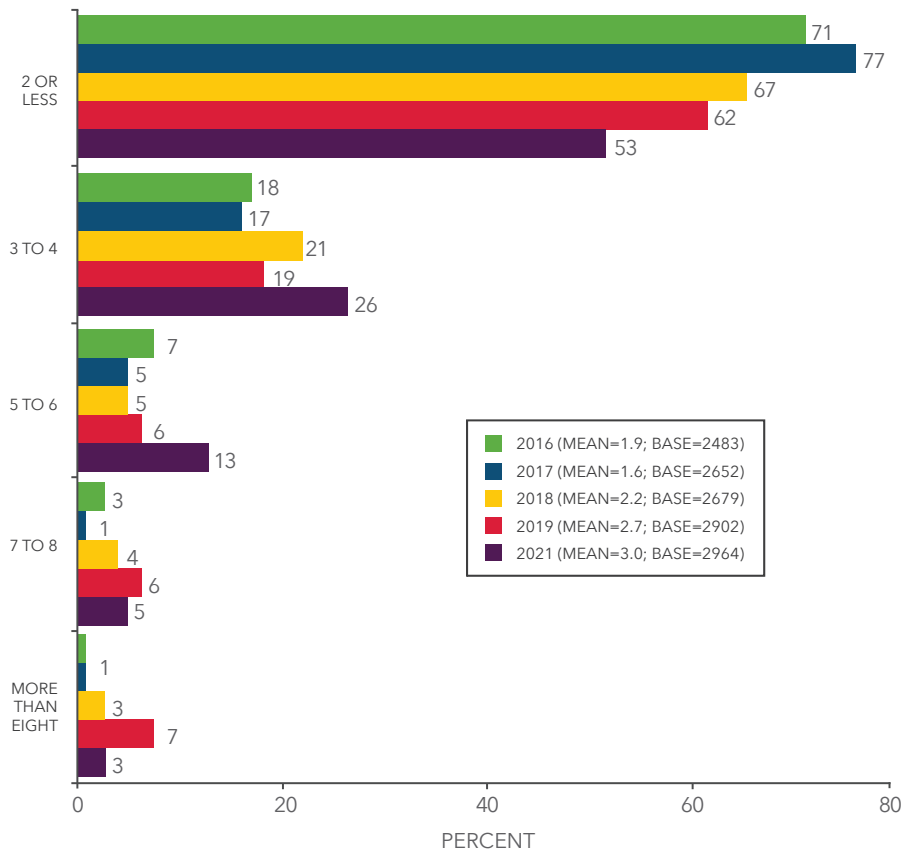
## GAMING BEHAVIOR AND BUDGETS

FIGURE 35  
Whether Gambled While in Las Vegas



Three-quarters (76%) of visitors said they gambled while in Las Vegas, down from 81% in 2019, but on par with recent years.

FIGURE 36  
Hours of Gambling - Average Per Day  
(Among Those Who Gambled)



Among those visitors who gambled while in Las Vegas, 53% gambled on average per day two hours or less, down from 2016 - 2019 results. One-quarter (26%) of gambling visitors spent on average three to four hours, and another 21% gambled on average five or more hours, both figures up from 2016 - 2019. The average amount of time spent gambling per day was 3.0 hours, up from 2016 - 2019 results.

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 2021 was 5.7 (down from 6.3 in 2016 and 6.4 in 2018), and the number of casinos at which visitors gambled was 3.2, up from 2.0 in 2016 and 1.9 in 2018.

FIGURE 37  
Number of Casinos Visited\*

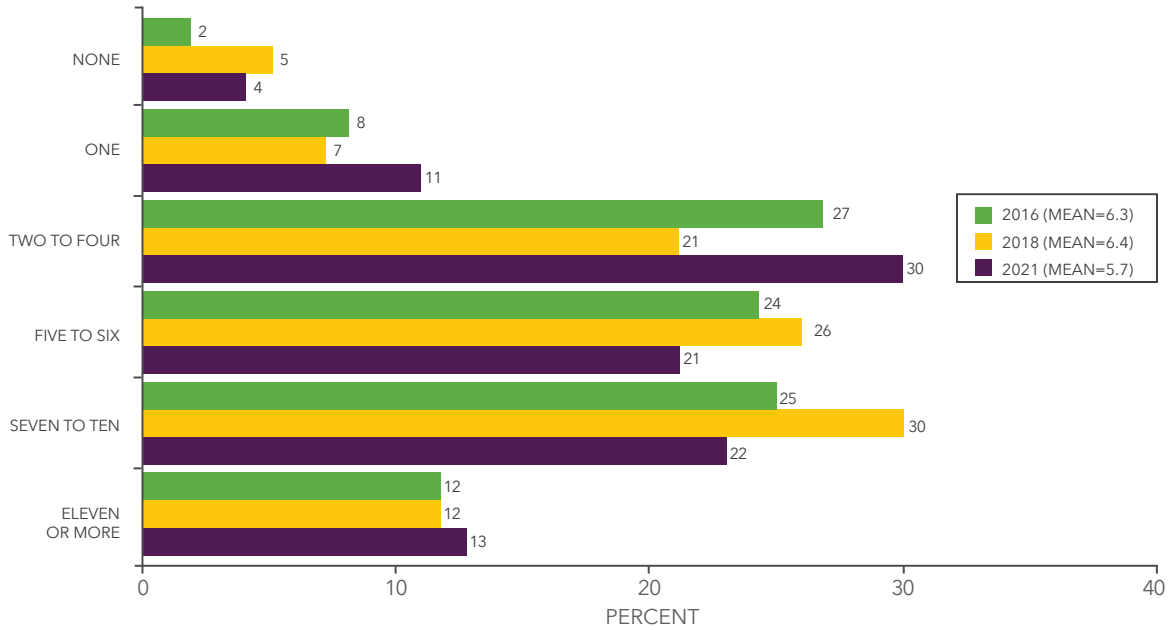
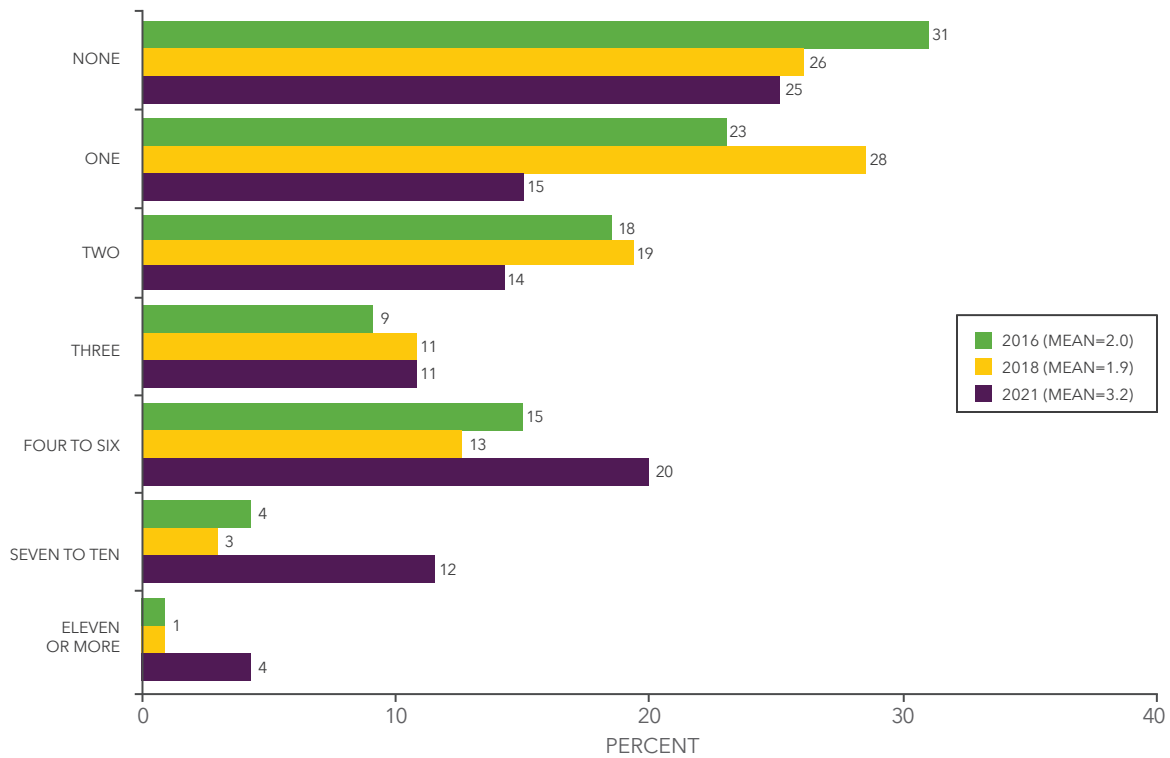
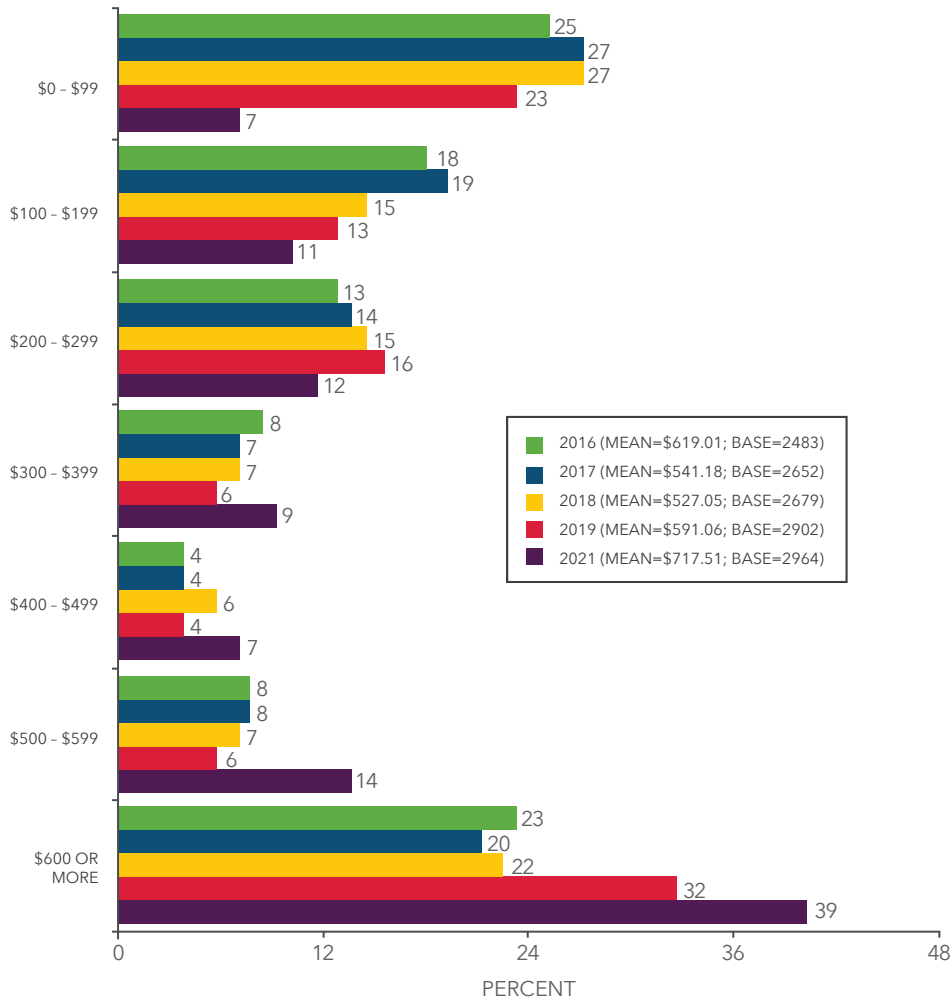


FIGURE 38  
Number of Casinos Where Gambled\*



\*These questions are asked every other year and were not asked in 2017 or 2019.

FIGURE 39  
**Trip Gambling Budget**  
 (Among Those Who Gambled)

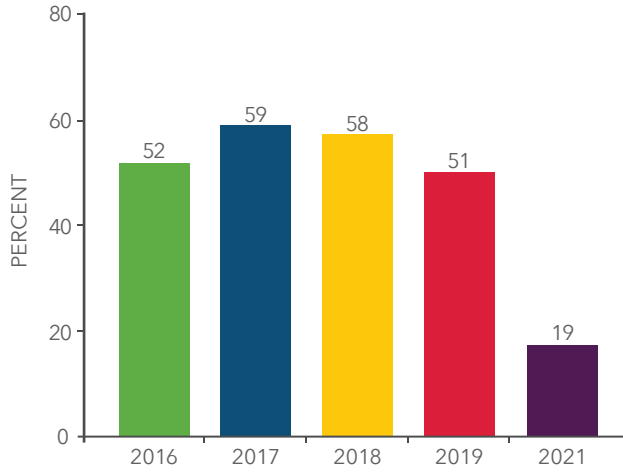


Among those visitors who gambled in 2021, the average trip gambling budget was \$717.51, up from 2016 - 2019 results.



## ENTERTAINMENT

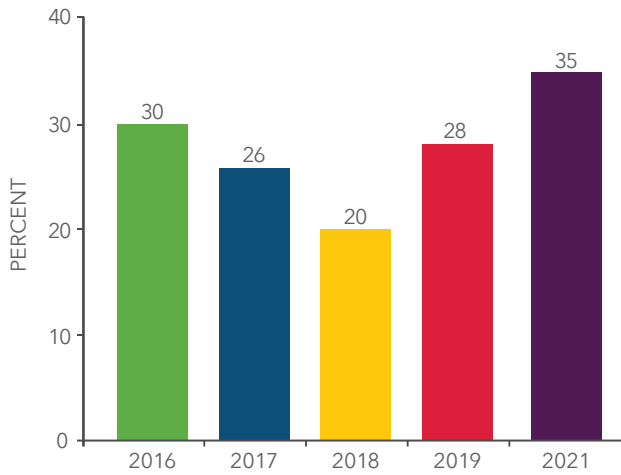
FIGURE 40  
**Attended a Show\***



With many venues closed during the first half of 2021 due to the pandemic, about one in five (19%) visitors attended shows during their stay, down significantly from past years.

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

FIGURE 41  
**Whether Has Been to Other Paid Attractions\***



We asked all visitors if they had been to other Las Vegas attractions for which they had to pay, such as the theme parks, water parks or roller coasters. Over one-third (35%) said yes, up from 2016 - 2019 results.

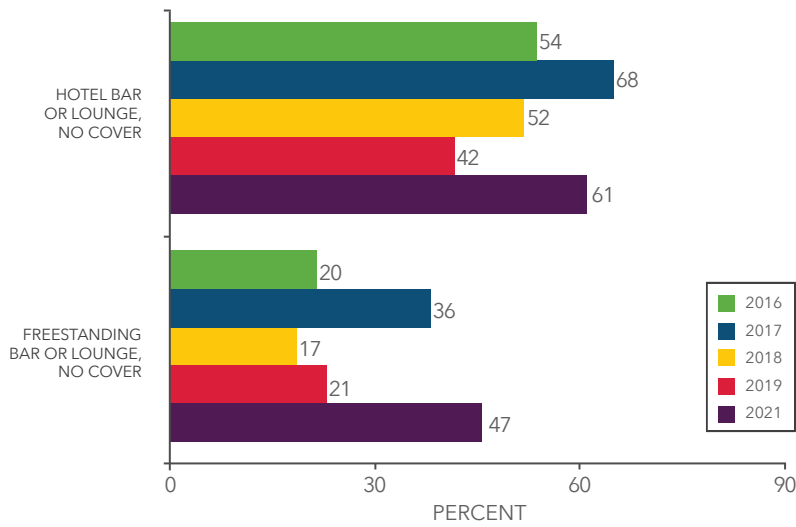
\*Only "yes" responses are reported in this chart.

Visitors were asked if they visited bars, or lounges while in Las Vegas. About six in ten (61%) visitors said they had been to a no-cover hotel bar or lounge, up from 52% in 2018 and 42% in 2019. Nearly one-half (47%) of visitors had been to a no-cover free-standing bar or lounge, up from past years.

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

FIGURE 42

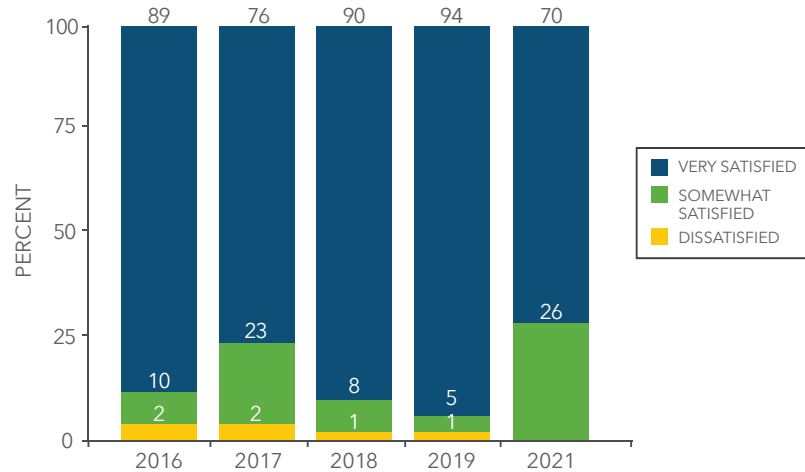
Whether Has Been to Nightclubs, Bars and Lounges\*



## ATTITUDINAL INFORMATION

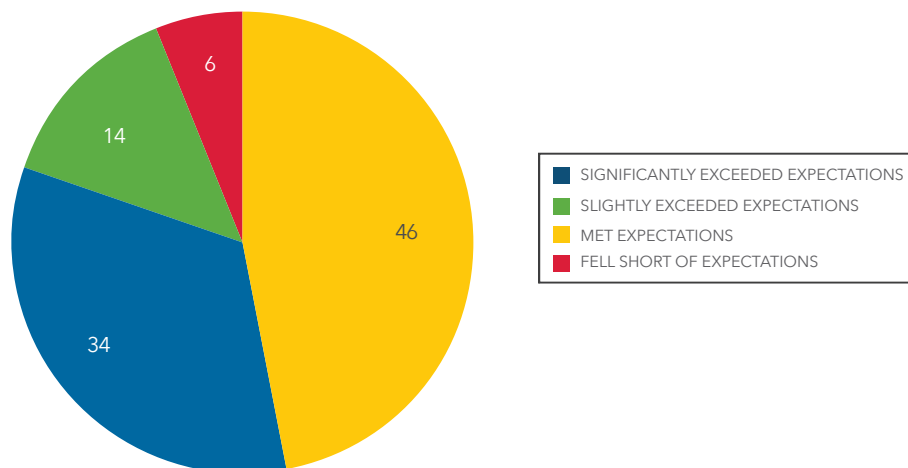
In 2021, 96% of Las Vegas visitors said they were satisfied with their visit to Las Vegas, with 70% saying they were “very satisfied” (down from 2016 - 2019 results), and 26% saying they were “somewhat satisfied” with their Las Vegas visit (up significantly from 2016 - 2019 figures). Four percent (4%) of visitors said they were “somewhat dissatisfied” or “very dissatisfied” with their visit to Las Vegas, up from 1% to 2% between 2016 and 2019.

FIGURE 43  
Satisfaction With Visit



All visitors in 2021 were asked to compare their experience in Las Vegas to their expectations before arrival. Nearly one-half (48%) said that Las Vegas either “significantly” (34%) or “slightly” (14%) exceeded their expectations. Forty-six percent said Las Vegas met their expectations, while 6% said Las Vegas fell “slightly” (5%) or “significantly” (1%) short of their expectations.

FIGURE 44  
Las Vegas Compared to Expectations



## VISITOR DEMOGRAPHICS

Visitors in 2021 were likely to be married (56%, down from past years), with an annual household income of \$40,000 or more (81%, up from 67% in 2019), and employed (71%). Fifteen percent of visitors (15%) were retired (down from 2016 - 2019 results). Over one-half (54%) of visitors were 40 years old or older, down from 57% in 2018 and 62% in 2019. The average visitor's age was 43.2 (down from 2016 to 2019).

FIGURE 45

	2016	2017	2018	2019	2021
<b>GENDER</b>					
Male	50%	50%	50%	51%	50%
Female	50	50	50	49	50
<b>MARITAL STATUS</b>					
Married	70	74	79	73	56
Single	22	18	16	20	33
Separated/Divorced	6	6	5	5	8
Widowed	2	2	1	2	3
<b>EMPLOYMENT</b>					
Employed	71	72	68	69	71
Unemployed	2	1	2	2	6
Student	5	3	4	4	2
Retired	17	17	22	21	15
Homemaker	5	7	5	5	6
<b>EDUCATION</b>					
High School or Less	16	16	18	17	25
Some College	30	31	24	21	32
College Graduate	49	46	47	51	42
Trade/Vocational School	4	7	10	12	2
<b>AGE</b>					
21 to 29	19	22	20	16	21
30 to 39	25	23	23	21	25
40 to 49	20	18	19	22	21
50 to 59	16	16	14	16	15
60 to 64	8	8	5	5	6
65 or older	12	14	19	19	12
MEAN	44.0	44.3	45.1	46.2	43.2
<b>BASE</b>	<b>(3600)</b>	<b>(3600)</b>	<b>(3599)</b>	<b>(3599)</b>	<b>(3917)</b>



Over one-half (56%) of 2021 visitors were white, down from 2016 to 2019 results. Six in ten (60%, up from 2016 to 2019) visitors were from the western United States, with three in ten (30%) visitors coming from California (up from 23% in 2018 and 21% in 2019). About one in four visitors (26%) came from Southern California, up from 19% in 2018 and 18% in 2019. Only three percent (3%) of visitors were from foreign countries, down significantly from 2016 – 2019 results.

FIGURE 46

	2016	2017	2018	2019	2021
<b>ETHNICITY</b>					
White	69%	69%	77%	77%	56%
African-American/Black	9	12	7	9	17
Asian/Asian-American	5	4	2	3	6
Hispanic/Latino	14	14	10	11	19
Other	3	1	3	0	3
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	2	1	4	6	3
\$20,000 to \$39,999	9	4	6	9	13
\$40,000 to \$59,999	21	15	12	13	18
\$60,000 to \$79,999	24	23	19	15	17
\$80,000 to \$99,999	13	16	18	11	17
\$100,000 or more	15	29	34	29	29
Not sure/no answer	16	12	9	17	4
<b>VISITOR ORIGIN</b>					
USA	81	84	80	86	97
Eastern states <sup>1</sup>	7	7	7	10	8
Southern states <sup>2</sup>	15	15	16	17	17
Midwestern states <sup>3</sup>	10	9	10	12	12
Western states <sup>4</sup>	49	52	47	47	60
California	31	31	23	21	30
Southern California	27	26	19	18	26
Northern California	4	5	4	3	4
Arizona	6	7	9	9	11
Other Western states	12	13	16	16	19
Foreign	19	16	20	14	3
<b>BASE</b>	<b>(3600)</b>	<b>(3600)</b>	<b>(3599)</b>	<b>(3599)</b>	<b>(3917)</b>

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

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

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

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



# Summary Table of Visitor Characteristics

## APPENDIX TABLES

### SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2016	2017	2018	2019	2021
Proportion of visitors who were first-time visitors	27%	21%	18%	24%	20%
Proportion of visitors whose primary purpose for current trip was vacation or pleasure	52%	48%	45%	36%	52%
Proportion of visitors whose primary purpose for current trip was to gamble	4%	5%	7%	14%	8%
Proportion of visitors whose primary purpose for current trip was to visit friends and relatives	13%	14%	17%	14%	16%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	48%	43%	40%	29%	49%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	5%	6%	9%	18%	8%
Proportion of repeat visitors whose primary purpose for current trip was to visit friends and relatives	14%	16%	19%	14%	18%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	65%	66%	67%	60%	67%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	3%	1%	1%	4%	5%
Proportion of first-time visitors whose primary purpose for current trip was to visit friends and relatives	8%	7%	7%	11%	8%

## SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2016	2017	2018	2019	2021
Proportion of visitors who traveled to Las Vegas by ground transportation (automobile/bus/RV)	54%	54%	52%	51%	52%
Proportion of visitors who traveled to Las Vegas by air	46%	46%	48%	49%	48%
Proportion of visitors who used their own vehicle when traveling around Las Vegas	43%	49%	44%	43%	52%
Proportion of visitors who used taxis when traveling around Las Vegas	26%	29%	27%	18%	19%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Las Vegas	13%	10%	10%	10%	3%
Proportion of visitors who used a website or app on the internet to book accommodations in Las Vegas	53%	62%	55%	52%	74%
Proportion of visitors who visited Downtown Las Vegas on their current trip	53%	57%	46%	42%	53%

## SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2016	2017	2018	2019	2021
Average number of adults in immediate party	2.4	2.3	2.2	2.5	2.4
Proportion of visitors with persons under 21 in their immediate party	12%	8%	6%	5%	21%
Proportion of visitors who stayed overnight	99.9%	99.9%	99.6%	99.7%	99.9%
Days stayed (average)	4.4	4.5	4.4	4.4	4.6
Nights stayed (average)	3.4	3.5	3.4	3.4	3.6
Proportion of visitors who stayed in a hotel room (among those who stayed overnight)	94%	93%	90%	96%	91%
Number of room occupants (average – hotel only)	2.1	2.0	2.0	2.0	2.4
Lodging expenditures (average per night – non-package and non-comp)	\$116.15	\$114.85	\$113.66	\$114.37	\$108.82
Proportion of visitors who paid a regular room rate	49%	50%	39%	58%	61%
Proportion of visitors who bought a package or travel group trip	19%	18%	15%	15%	9%
Average trip expenditures for food and drink	\$318.09	\$376.97	\$314.96	\$410.74	\$462.37
Average trip expenditures for local transport	\$96.08	\$88.29	\$73.82	\$116.62	\$130.02
Average trip expenditures for shopping	\$156.91	\$143.13	\$154.60	\$187.48	\$284.55
Average trip expenditures for shows/entertainment	\$67.55	\$60.22	\$49.84	\$51.68	\$32.55
Average trip expenditures for sightseeing	\$35.93	\$31.41	\$29.81	\$39.53	\$51.28

## SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2016	2017	2018	2019	2021
Proportion who gambled while visiting Las Vegas	69%	74%	74%	81%	76%
Average number of hours per day spent gambling (among those who gambled)	1.9	1.6	2.2	2.7	3.0
Average trip gambling budget (among those who gambled)	\$619.01	\$541.18	\$527.05	\$591.06	\$717.51

## SUMMARY TABLE OF ENTERTAINMENT ACTIVITIES

	2016	2017	2018	2019	2021
Proportion who attended any shows during their current stay in Las Vegas	52%	59%	58%	51%	19%
Proportion who went to other paid attractions in Las Vegas	30%	26%	20%	28%	35%

## SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2016	2017	2018	2019	2021
Proportion who were "very satisfied" with their current trip to Las Vegas	89%	76%	90%	94%	70%
Proportion who were "somewhat satisfied" with their current trip to Las Vegas	10%	23%	8%	5%	26%
Proportion who felt Las Vegas exceeded their expectations with their current trip to Las Vegas	-	-	-	-	48%
Proportion who felt Las Vegas met their expectations with their current trip to Las Vegas	-	-	-	-	46%

## SUMMARY TABLE OF VISITOR DEMOGRAPHICS

	2016	2017	2018	2019	2021
Proportion of visitors who were married	70%	74%	79%	73%	56%
Proportion of visitors with a household income of \$40,000 or more	73%	83%	82%	67%	81%
Proportion of visitors who were employed	71%	72%	68%	69%	71%
Proportion of visitors who were retired	17%	17%	22%	21%	15%
Proportion of visitors who were 40 years old or older	56%	55%	57%	62%	54%
Average age	44.0	44.3	45.1	46.2	43.2
Proportion of visitors with a college diploma	49%	46%	47%	51%	42%
Proportion of visitors from the West	49%	52%	47%	47%	60%
Proportion of visitors from California	31%	31%	23%	21%	30%
Proportion of visitors from a foreign country	19%	16%	20%	14%	3%





# Aggregate Results for Calendar Year 2021

**GLS RESEARCH  
AGGREGATE RESULTS**

**LAS VEGAS VISITOR  
PROFILE STUDY**

**PROJECT #221301  
CALENDAR YEAR 2021**

RESPONDENT ID# \_\_\_\_\_

INTERVIEW DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

INTERVIEW DAY:

SUNDAY ..... 1

MONDAY ..... 2

TUESDAY ..... 3

WEDNESDAY ..... 4

THURSDAY ..... 5

FRIDAY ..... 6

SATURDAY ..... 7

INTERVIEW LOCATION CODE \_\_\_\_\_

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 .....	<b>ASK Q2</b>
RESIDENT .....	<b>TERMINATE</b>

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

YES .....	<b>ASK Q3</b>
NO .....	<b>TERMINATE</b>

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

YES .....	<b>ASK Q4</b>
NO .....	<b>TERMINATE</b>

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

YES .....	<b>TERMINATE</b>
NO .....	<b>ASK Q5</b>

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

FIRST VISIT .....20%

VISITED BEFORE...80

GLS RESEARCH LAS VEGAS VISITOR PROFILE STUDY 2021 WEIGHTED AGGREGATE RESULTS PAGE 2

6. (ASK OF ALL RESPONDENTS.)  
 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	3%
TO ATTEND A CORPORATE MEETING	1
TO GAMBLE	8
INCENTIVE TRAVEL PROGRAM (WON A TRIP AS A BONUS FROM EMPLOYER)	0
VACATION/PLEASURE	52
VISIT FRIENDS/RELATIVES	16
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, OR A FIGHT)	6
OTHER BUSINESS PURPOSES	6
JUST PASSING THROUGH	2
TO ATTEND A WEDDING	4
TO GET MARRIED	1
SOME OTHER REASON	2
NOT SURE/DK	0
REFUSED/NA	0

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

YES	4%	<b>ASK Q8</b>
NO	96	
NOT SURE/DK	0	<b>SKIP TO Q10</b>
REFUSED/NA	0	

8. 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=167)

MORE INTERESTED	41%
LESS INTERESTED	2
NO DIFFERENCE	56
NOT SURE/DK	0
REFUSED/NA	2

9. How many nights, if any, did you extend your stay in Las Vegas for leisure purposes? (N=167)

None	56%
1	11
2-3	19
4-5	10
6 OR MORE	3
<u>1.2</u> MEAN	
<u>0.0</u> MEDIAN	

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

Air	48%
Bus (IF "YES" ASK, "Do you mean...")	
Regularly scheduled bus service like Greyhound	0
Or a chartered or escorted bus service or tour bus	0
Automobile (IF "YES" ASK, "Do you mean...")	
Your own vehicle	48
Or a rental vehicle	3
Truck	0
Motorcycle	1
Recreational Vehicle (RV)	0

11. Including yourself, how many people are traveling in your vehicle? (IF ZERO, RE-ASK. IF MORE THAN 6, CONFIRM.) (N=2026)

1	14%
2	42
3	16
4	18
5 OR MORE	11
<u>2.8</u> MEAN	
<u>2.0</u> MEDIAN	

12. **(ASK OF ALL RESPONDENTS.)**  
Which of the following kinds of transportation have you used during your visit? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**
- A. Your own vehicle ..... 52%
  - B. Rental car ..... 13
  - C. Limousine ..... 2
  - D. Public bus ..... 3
  - E. Charter bus ..... 0
  - F. Hotel shuttle ..... 3
  - H. Monorail ..... 5
  - G. Taxi ..... 19
  - I. Ride sharing service ..... 35
13. How far in advance did you plan this trip to Las Vegas? **(ASK AS OPEN END.)**
- SAME DAY ..... 1%
  - 1-3 DAYS BEFORE ..... 6
  - 4-6 DAYS BEFORE ..... 3
  - 7-14 DAYS BEFORE ..... 16
  - 15-30 DAYS BEFORE ..... 27
  - 31-60 DAYS BEFORE ..... 21
  - 61-90 DAYS BEFORE ..... 12
  - MORE THAN 90 DAYS BEFORE ..... 15
  - NOT SURE/DK ..... 0
  - REFUSED/NA ..... 0
14. Did a travel agency assist you in planning your trip?
- YES ..... 3%
  - NO ..... 97
  - NOT SURE/DK ..... 0
  - REFUSED/NA ..... 0

**INTERVIEWER!**

IF YOU ARE CONDUCTING THE INTERVIEW AT A **DOWNTOWN** LOCATION, CIRCLE "YES" (1) IN Q15 AND ASK Q16. IF YOU ARE **NOT** DOWNTOWN, READ THE FOLLOWING TO RESPONDENT **BEFORE** Q15:

"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.**

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

YES .....53%	<b>ASK Q16</b>
NO .....47	<b>SKIP TO Q17</b>

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**2021 WEIGHTED AGGREGATE RESULTS**

16. **(ASK ONLY IF "YES" IN Q15.)**  
 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=2088)

LODGING DOWNTOWN .....	9%
TO SEE THE FREMONT STREET EXPERIENCE .....	59
TO GAMBLE.....	12
TO DINE.....	10
TO SEE A SHOW.....	1
TO SHOP .....	2
TO SEE/ATTEND AN EVENT.....	1
TO SIGHTSEE (OTHER THAN THE FREMONT ST. EXPERIENCE.....	5
MEET FRIENDS/RELATIVES.....	1
OTHER (SPECIFY):.....	1
NOT SURE/DK.....	0
REFUSED/NA .....	0

**SKIP TO Q18**

17. **(ASK ONLY IF "NO" IN Q15.)**  
 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=1828)

NOT ENOUGH TIME.....	31%
UNFAMILIAR WITH DOWNTOWN .....	7
DON'T LIKE DOWNTOWN; IT'S A BAD AREA.....	5
ONLY INTERESTED IN/ PREFER THE STRIP. ....	9
NOT INTERESTED (GENERAL); DIDN'T WANT TO; NO REASON TO; SEEN IT ALREADY .....	34
INCONVENIENT; OUT OF THE WAY .....	6
HAVE CHILDREN; DIDN'T WANT TO TAKE CHILDREN THERE .....	7
PREFER ANOTHER AREA (NOT THE STRIP).....	0
TOO HOT/BAD WEATHER.....	0
TOO CROWDED/TOO MUCH TRAFFIC..	0
OTHER (SPECIFY): .....	0

18. 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..... 90%  
 RV PARK..... 0  
 FRIENDS/RELATIVES ..... 9  
 DAYTRIP/NO LODGING ..... 0  
 OTHER/TIMESHARE ..... 1

**LOCATION OF LODGING**  
**(ALL RESPONDENTS)**

STRIP CORRIDOR ..... 75%  
     ON THE STRIP ..... 62  
     JUST OFF THE STRIP ..... 13  
 DOWNTOWN ..... 5  
 BOULDER STRIP..... 2  
 OUTLYING AREAS ..... 9  
 OTHER ..... 9

**TYPE OF LODGING**  
**(AMONG THOSE WHO STAYED OVERNIGHT)**

(N=3911)

HOTEL..... 90%  
 RV PARK..... 0  
 FRIENDS/RELATIVES ..... 9  
 OTHER/TIMESHARE ..... 1

**LOCATION OF LODGING**  
**(AMONG THOSE WHO STAYED OVERNIGHT)**

(N=9911)

STRIP CORRIDOR ..... 75%  
     ON THE STRIP ..... 62  
     JUST OFF THE STRIP ..... 13  
 DOWNTOWN ..... 5  
 BOULDER STRIP..... 2  
 OUTLYING AREAS ..... 9  
 OTHER ..... 9

<b>IF RESPONSE TO Q18 IS DAY TRIP (CODE 5000), SKIP TO Q25 ON PAGE. 8                  ALL OTHERS CONTINUE WITH Q19.</b>
--

19. At what point in your planning did you decide where you would stay? (N=3911)
- BEFORE LEAVING HOME.98%
  - WHILE EN ROUTE TO LAS VEGAS.....1
  - AFTER ARRIVAL.....1
  - NOT SURE/DK .....0
  - REFUSED/NA.....0

**IF RESPONSE TO Q18 IS A HOTEL OR MOTEL (CODES 1000-2999),  
ASK Q20 THROUGH Q24.**

**IF RESPONSE TO Q18 IS AN RV PARK (CODES 3000-3999),  
ASK Q20 – Q21, THEN SKIP TO Q25 ON PAGE 8.**

**IF RESPONSE TO Q18 IS A TIMESHARE (T.S. OR 9996), OR VACATION RENTAL (CODE 6000)  
SKIP TO Q22 ON PAGE7.**

**IF RESPONSE TO Q18 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP (CODE 5000),  
OR OTHER (CODE 9997), SKIP TO Q25 ON PAGE8.**

**LAS VEGAS VISITOR PROFILE STUDY**  
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20. 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=3541)

Booked by phone, calling the hotel or RV park directly .....	13%
Booked through a travel agent (either in person or by phone) .....	2
Booked by phone but not by calling the hotel directly and not through a travel agent .....	1
Booked through a website or app on the Internet using a desktop or laptop computer .....	33
Booked through a website or app on the Internet using a smartphone .....	37
Booked through a website or app on the Internet using a tablet .....	5
Booked in person at the hotel or RV park .....	1
The trip was a gift, prize, or incentive, so the accommodations were booked for you .....	0
Not sure because someone else in your party booked the hotel and you don't know how they did it .....	8
OTHER (SPECIFY:) .....	0
REFUSED/NA .....	0

21. 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=3536)

SAME DAY ..... 3%

1-3 DAYS BEFORE ..... 7

4-6 DAYS BEFORE ..... 3

7-14 DAYS BEFORE ..... 19

15-30 DAYS BEFORE ..... 29

31-60 DAYS BEFORE ..... 21

61-90 DAYS BEFORE ..... 9

91-120 DAYS BEFORE ..... 4

MORE THAN 120 DAYS BEFORE ..... 5

NOT SURE/DK ..... 0

REFUSED/NA ..... 0

**PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q15) SHOULD SKIP TO Q22 ON PAGE 8 AFTER BEING ASKED Q18.**

22. Including yourself, how many people stayed in your room? **(WRITE EXACT NUMBER IN THE BLANK BELOW.)** (N=2566)

ONE ..... 14%

TWO ..... 56

THREE ..... 15

FOUR ..... 11

FIVE ..... 3

SIX OR MORE ..... 1

REFUSED/NA ..... 0

2.4 MEAN

2.0 MEDIAN

23. Which of the following rate categories best describes your room rate? **(SHOW ROOM RATE CARD. ACCEPT ONLY ONE RESPONSE.)** (N=3550)

HOTEL/TRANSPORTATION PACKAGE DEAL..... 7%	<b>SKIP TO Q25</b>
HOTEL/AMENITIES PACKAGE DEAL..... 2	
TOUR/TRAVEL GROUP ... 0	
CONVENTION GROUP/ COMPANY MEETING ..... 2	<b>ASK Q24</b>
CASINO RATE ..... 5	
REGULAR FULL-PRICE ROOM RATE..... 61	
CASINO COMPLIMENTARY ..... 9	<b>SKIP TO Q25</b>
ANOTHER RATE ..... 14	<b>ASK Q24</b>
VACATION RENTAL RATE ..... 1	

24. **(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=2922)

\$1-\$49..... 12%

\$50-\$99..... 33

\$100-\$149..... 29

\$150 OR MORE..... 23

NOT SURE/REFUSED ..... 3

\$108.82 MEAN

\$100.00 MEDIAN



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 2021 WEIGHTED AGGREGATE RESULTS

25. **(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)? **(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..... 14%  
 2.....60  
 3..... 11  
 4..... 9  
 5 OR MORE .....5  
2.4 MEAN  
2.0 MEDIAN

26. Are there any people *under the age of 21* in your *IMMEDIATE* party?  
 YES ..... 21%  
 NO ..... 79

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

0..... 0%  
 1..... 4  
 2..... 24  
 3..... 27  
 4..... 19  
 5 OR MORE ..... 25  
3.6 MEAN  
3.0 MEDIAN

27a. By the time you leave, how many *days* will you have been in Las Vegas?

1.....0%  
 2.....4  
 3.....24  
 4.....27  
 5.....19  
 6 OR MORE ..... 25  
4.6 MEAN  
4.0 MEDIAN

28. 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..... 4%  
 1..... 11  
 2..... 9  
 3..... 11  
 4..... 10  
 5-6..... 21  
 7-10..... 22  
 11 OR MORE..... 13  
5.7 MEAN  
5.0 MEDIAN

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

0..... 25%  
 1..... 15  
 2..... 14  
 3..... 11  
 4-6..... 20  
 7 OR MORE..... 16  
3.2 MEAN  
2.0 MEDIAN

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

YES .....76%	<b>ASK Q31</b>
NO .....24	<b>SKIP TO Q33</b>

31. On average, how many hours *PER DAY* did you spend gambling (N=2964)

1 OR LESS ..... 27%  
 2 ..... 26  
 3 TO 4 ..... 26  
 5 TO 6 ..... 13  
 7 TO 8 ..... 5  
 MORE THAN 8 ..... 3  
 DON'T KNOW/NA..... 0  
3.0 MEAN  
2.0 MEDIAN

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32. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you (N=2964)
- \$0-\$99 ..... 7%
  - \$100-\$199 ..... 11
  - \$200-\$299 ..... 12
  - \$300-\$399 ..... 9
  - \$400-\$499 ..... 7
  - \$500-\$599 ..... 14
  - \$600 OR MORE ..... 39
  - NOT SURE/REFUSED ..... 1
  - \$717.51 MEAN
  - \$500.00 MEDIAN

33. Have you been to any shows or entertainment of any type while visiting Las Vegas?
- YES ..... 19%
  - NO ..... 81
  - NOT SURE/DK ..... 0
  - REFUSED/NA ..... 0

34. 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, etc.?
- YES ..... 35%
  - NO ..... 65
  - NOT SURE/DK ..... 0
  - REFUSED/NA ..... 0

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

A bar or lounge in a hotel without a cover charge? ..... 61%

Any free-standing bar or lounge without a cover charge? ..... 47

36. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Las Vegas?

YES ..... 12%	<b>ASK Q37</b>
NO ..... 88	<b>SKIP TO Q38</b>
NOT SURE/DK ..... 0	
REFUSED/NA ..... 0	

37. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**  
(N=455)

- Hoover Dam ..... 42%
- Grand Canyon ..... 39
- Lake Mead ..... 24
- Laughlin ..... 13
- Zion National Park ..... 10
- Death Valley ..... 7
- Bryce Canyon ..... 6
- Red Rock Canyon ..... 7
- Primm, NV ..... 4
- Mt. Charleston/Lee Canyon ..... 3
- Valley of Fire ..... 7
- Mesquite, NV ..... 5
- All other responses ..... 14

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- |   |  |
|---|--|
| <p>38. By the time you leave Las Vegas, how much will you have spent <i>ON AVERAGE PER DAY</i> for...</p> <p>a. Food and drink. Please include only your own, personal expenses and not those of your entire party.</p> <p style="margin-left: 40px;"><u>\$462.37</u> MEAN (INCLUDING \$0)<br/><u>\$465.17</u> MEAN (EXCLUDING \$0)</p> | <p>b. Local transportation, (for example, car rental, taxi, limo, ride-sharing, gas), but NOT including parking fees. Please include all your daily transportation expenses.</p> <p style="margin-left: 40px;"><u>\$130.02</u> MEAN (INCLUDING \$0)<br/><u>\$159.73</u> MEAN (EXCLUDING \$0)</p> |
|---|--|

39. 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) .....  | <u>\$284.55</u> | MEAN (INCLUDING \$0) |
|  | <u>\$342.29</u> | MEAN (EXCLUDING \$0) |
| B. Sporting events of any kind .....                 | <u>\$12.81</u>  | MEAN (INCLUDING \$0) |
|  | <u>\$393.60</u> | MEAN (EXCLUDING \$0) |
| C. Shows/entertainment (not including gambling)..... | <u>\$32.55</u>  | MEAN (INCLUDING \$0) |
|  | <u>\$177.21</u> | MEAN (EXCLUDING \$0) |
| D. Sightseeing.....                                  | <u>\$51.28</u>  | MEAN (INCLUDING \$0) |
|  | <u>\$143.58</u> | MEAN (EXCLUDING \$0) |
| E. Parking/parking fees .....                        | <u>\$8.33</u>   | MEAN (INCLUDING \$0) |
|  | <u>\$27.84</u>  | MEAN (EXCLUDING \$0) |
| X. Other .....                                       | <u>\$20.42</u>  | MEAN (INCLUDING \$0) |
|  | <u>\$154.09</u> | MEAN (EXCLUDING \$0) |

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

40. Overall, how satisfied were you with your visit to Las Vegas? Were you... **(READ LIST.)**
- |                            |     |
|----------------------------|-----|
| Very satisfied .....       | 70% |
| Somewhat satisfied .....   | 26  |
| Somewhat dissatisfied..... | 3   |
| Very dissatisfied .....    | 1   |
| DO NOT READ                |     |
| NOT SURE/DK.....           | 0   |
| REFUSED/NA .....           | 0   |

41. 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 .....      | 34% |
| Slightly exceeded my expectations .....           | 14  |
| Met my expectations .....                         | 46  |
| Fell slightly short of my expectations .....      | 5   |
| Fell significantly short of my expectations ..... | 1   |
| <b>DO NOT READ</b>                                |     |
| NOT SURE/DK.....                                  | 0   |
| REFUSED/NA .....                                  | 0   |

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

- |  |  |
|--|--|
| <p>42. Are you currently... <b>(READ LIST. ACCEPT ONLY ONE RESPONSE.)</b></p> <p>Employed .....71%</p> <p>Unemployed .....7</p> <p>Student .....2</p> <p>Retired .....15</p> <p>Homemaker .....6</p> <p><b><u>DO NOT READ</u></b></p> <p>REFUSED/NA .....0</p> <p>43. <b>(ASK OF EMPLOYED RESPONDENTS.) Did you conduct any work, online or otherwise, for your employer during your stay in Las Vegas?</b><br/><span style="float: right; font-size: small;">(N=2770)</span></p> <p>YES .....19%</p> <p>NO .....81</p> <p>NOT SURE/DK .....0</p> <p>REFUSED/NA .....0</p> <p>44. What was the last grade or year of school that you completed? <b>(DO NOT READ LIST.)</b></p> <p>GRADE SCHOOL OR SOME HIGH SCHOOL .....1%</p> <p>HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) .....24</p> <p>SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) .....32</p> <p>GRADUATED COLLEGE .....30</p> <p>GRADUATE SCHOOL (MASTER'S OR PH.D.) .....12</p> <p>TECHNICAL, VOCATIONAL, OR TRADE SCHOOL .....2</p> <p>REFUSED/NA .....0</p> | <p>45. What is your marital status? Are you... <b>(READ FIRST 4 ITEMS IN LIST.)</b></p> <p>Married .....56%</p> <p>Single .....33</p> <p>Separated or divorced .....8</p> <p>Widowed .....3</p> <p>REFUSED/NA .....0</p> <p>46. What is your ZIP code, please?<br/><b>REGION FROM ZIP CODE</b></p> <p>EAST .....8%</p> <p>SOUTH .....17</p> <p>MIDWEST .....12</p> <p>WEST .....60</p> <p style="padding-left: 20px;">CALIFORNIA .....30</p> <p style="padding-left: 40px;">NORTHERN CA. ....4</p> <p style="padding-left: 40px;">SOUTHERN CA. ....26</p> <p style="padding-left: 20px;">ARIZONA .....11</p> <p style="padding-left: 20px;">UTAH .....6</p> <p style="padding-left: 20px;">OTHER WEST .....14</p> <p>FOREIGN VISITORS .....3</p> |
|--|--|

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47. **(READ TO RESPONDENT:)**  
 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 .....	56%
BLACK OR AFRICAN AMERICAN ..	17
ASIAN OR ASIAN AMERICAN .....	6
HISPANIC/LATINO .....	19
NATIVE AMERICAN .....	1
MIXED RACE .....	2
OTHER (SPECIFY:) .....	0

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

43.2 MEAN  
41.0 MEDIAN

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

21 to 29 .....	21%
30 to 39 .....	25
40 to 49 .....	21
50 to 59 .....	15
60 to 64 .....	6
65 and older .....	12
REFUSED/NA .....	0

49. 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.

A. Less than \$20,000 .....	3%
B. \$20,000 to \$29,999 .....	6
C. \$30,000 to \$39,999 .....	7
D. \$40,000 to \$49,999 .....	8
E. \$50,000 to \$59,999 .....	10
F. \$60,000 to \$69,999 .....	10
G. \$70,000 to \$79,999 .....	7
H. \$80,000 to \$89,999 .....	9
I. \$90,000 to \$99,999 .....	8
J. \$100,000 to \$109,999 .....	8
K. \$110,000 to \$119,999 .....	2
L. \$120,000 to \$129,999 .....	3
M. \$130,000 to \$139,999 .....	1
N. \$140,000 to \$149,999 .....	1
O. \$150,000 or more .....	14
NOT SURE/DK .....	0
REFUSED/NA .....	4

My supervisor may be calling you to confirm that this interview took place. May I have your first name and telephone number so she can call and ask for you?

Name \_\_\_\_\_ Telephone # \_\_\_\_\_

That's all the questions I have. Thank you very much for participating in the survey.

**ON FIRST PAGE: RECORD INTERVIEW DATE, INTERVIEW DAY, INTERVIEW LOCATION CODE, TIME STARTED & TIME ENDED, INTERVIEW LENGTH, YOUR ID#, AND THE RESPONDENT'S GENDER.**

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature \_\_\_\_\_ Date \_\_\_\_\_

## HOW ACCOMMODATIONS WERE BOOKED

- A. **PHONED DIRECTLY**  
Booked by phone, calling the hotel or RV park directly
- B. **TRAVEL AGENT**  
Booked through a travel agent (either in person or by phone)
- C. **PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT**  
Booked by phone but not by calling the hotel directly and not through a travel agent
- D1. **INTERNET – DESKTOP/LAPTOP**  
Booked through a website or app using a desktop or laptop computer
- D2. **INTERNET – SMARTPHONE**  
Booked through a website or app using a smartphone
- D3. **INTERNET – TABLET**  
Booked through a website or app using a tablet
- E. **IN PERSON**  
Booked in person at the hotel or RV park
- F. **GIFT, PRIZE, OR INCENTIVE**  
The trip was a gift, prize, or incentive, so the accommodations were booked for you
- G. **DON'T KNOW BECAUSE SOMEONE ELSE BOOKED**  
Not sure because someone else in your party booked the hotel and you don't know how they did it

## HOTEL 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 \$109,999**
- K. \$110,000 to \$119,999**
- L. \$120,000 to \$129,999**
- M. \$130,000 to \$139,999**
- N. \$140,000 to \$149,999**
- O. \$150,000 or more**





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