

LAUGHLIN VISITOR PROFILE

Calendar Year 2005

Annual Report

January 1, 2005 to December 31, 2005

Research that works.

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EXECUTIVE SUMMARY

The Laughlin Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Laughlin visitor and trends in visitor behavior over time. **In the past, data has been collected within a fiscal year, from July through June, and all reports prior to 2004 displayed fiscal year data. Based on collective feedback of the LVCVA's resort partners and other key audiences, beginning with the 2004 visitor profile the data is presented following a calendar year timeframe. With data now reported on a calendar year basis, the 2003 figures in this report may differ from the fiscal 2003 figures reported in previous visitor profile studies.**

This report presents the findings from the 1,200 personal interviews conducted by GLS Research from January 1, 2005 to December 31, 2005. Approximately one hundred (100) in-person interviews were conducted per month in or near Laughlin hotel-casinos and hotels.

When we note that a difference between subgroups on a particular measure is "significant" or "statistically significant," we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is "not significant" or "not statistically significant," we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This section presents the research highlights, beginning on the next page. The findings are presented in detail starting on page 10.

REASONS FOR VISITING

Fifteen percent (15%) of visitors were first-time visitors to Laughlin. Among first-time visitors, 72% said their primary reason for visiting Laughlin was vacation or pleasure, while 8% mentioned gambling. Among repeat visitors, 55% mentioned vacation or pleasure as their primary reason for currently visiting, down significantly from 65% last year. Gambling was cited as the primary reason for visiting by 24% of repeat visitors, up from 21% in 2004. The average number of Laughlin visits among all visitors in the past year is 3.2, the same as last year, while among repeat visitors it is 3.6, also the same as last year. The average number of visits among all visitors in the past five years is 11.5, while among repeat visitors it is 13.3.

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2003	2004	2005
Proportion of respondents who were first-time visitors	14%	16%	15%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (among first-time visitors)	74%	77%	72%
Proportion of respondents whose primary purpose for current trip was to gamble (among first-time visitors)	9%	4%	8%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (among repeat visitors)	59%	65%	55%
Proportion of respondents whose primary purpose for current trip was to gamble (among repeat visitors)	26%	21%	24%
Average number of visits in past five years (among all visitors)	13.5	11.5	11.5
Average number of visits in past five years (among repeat visitors)	15.5	13.5	13.3
Average number of visits in past year (among all visitors)	3.8	3.2	3.2
Average number of visits in past year (among repeat visitors)	4.2	3.6	3.6

TRAVEL PLANNING

Almost all visitors arrived in Laughlin via ground transportation (93%). Three-quarters of visitors (75%) arrived in Laughlin directly from their permanent residences, the same as in 2004. As in the past, most visitors decided where to stay in Laughlin before leaving home (92%). More than six in ten visitors (64%) who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin, up significantly from 60% in 2004 and 50% in 2003. Fifty-eight percent (58%) of visitors decided what shows to see after arriving in Laughlin. Only two percent (2%) of all Laughlin visitors were assisted in their travel planning by a travel agent in 2005, down significantly from 3% in 2003, but 11% said they used the Internet to plan their trip (about the same proportion as in 2003 and 2004). One in five Laughlin visitors (20%) visited Las Vegas on their current trip to Laughlin, about the same as in 2003 and 2004. Twenty-two percent of visitors (22%) toured other nearby places, about the same as last year, but a significant increase over 15% in 2003.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004	2005
Proportion of respondents who traveled to Laughlin by ground transportation (automobile/bus/RV)	93%	93%	93%
Proportion of respondents who traveled to Laughlin from their permanent residence	78%	75%	75%
Proportion of respondents who decided where to stay in Laughlin before arrival	89%	91%	92%
Proportion of respondents who decided where to gamble in Laughlin before arrival	50%	60%	64%
Proportion of respondents who decided which shows to see in Laughlin after arrival	53%	59%	58%
Proportion of respondents who used the assistance of a travel agent in planning their trip to Laughlin	3%	1%	2%
Proportion of respondents who used the Internet in planning their trip to Laughlin	10%	11%	11%
Proportion of respondents who have visited Las Vegas in the past five years	82%	81%	78%
Proportion of respondents who visited Las Vegas on their current trip to Laughlin	18%	18%	20%
Proportion of respondents who toured nearby places	15%	23%	22%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.4, about the same as last year, but up from 2.1 in 2003. Only 5% had people under the age of 21 in their immediate party, down from 7% in 2003 and 2004. Almost all visitors (98%) stayed overnight in Laughlin. Their stay averaged 3.1 nights and 4.1 days, up significantly from 2.8 nights and 3.8 days in 2003, and 2.9 nights and 3.9 days in 2004. Among overnights, 96% stayed in a hotel or motel, with an average of 2.0 room occupants. Non-package overnight visitors who stayed in a hotel or motel spent an average of \$37.56 for their room, up significantly from \$34.62 in 2004 and \$31.80 in 2003. Twelve percent (12%) of visitors who stayed in a hotel or motel paid a package/tour group rate, down from 15% in 2003 and 14% in 2004. The average package cost was \$189.55. In the current study, the average food and drink expenditure was \$180.85 per trip, up significantly from \$142.71 in 2004 and \$100.17 in 2003. The average local transportation expenditure was \$9.16 per trip, down significantly from \$16.22 in 2004. The average total spent on shopping in 2005 was \$48.57, \$3.97 was spent on shows (down from \$5.18 in 2004), and an average of \$1.75 was spent on sightseeing.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2003	2004	2005
Average number of adults in immediate party	2.1	2.3	2.4
Proportion of respondents with persons under 21 in their immediate party	7%	7%	5%
Proportion of respondents who stayed overnight	95%	97%	98%
Days stayed (average)	3.8	3.9	4.1
Nights stayed (average)	2.8	2.9	3.1
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	96%
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.0
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$31.80	\$34.62	\$37.56
Proportion of respondents who paid a package/ tour group rate (among those who stayed overnight in a hotel or motel)	15%	14%	12%
Average cost of package per person (among package/tour group visitors)	\$157.87	\$183.40	\$189.55
Average trip expenditures for food and drink (all respondents)	\$100.17	\$142.71	\$180.85
Average trip expenditures for local transport (all respondents)	\$11.81	\$16.22	\$9.16
Average trip expenditures for shopping (all respondents)	\$35.94	\$44.25	\$48.57
Average trip expenditures for shows (all respondents)	\$3.61	\$5.18	\$3.97
Average trip expenditures for sightseeing (all respondents)	\$0.63	\$2.09	\$1.75

GAMING BEHAVIOR AND BUDGETS

Nearly all visitors (97%) gambled while in Laughlin. Those who gambled budgeted an average of \$559.35, up from \$490.84 in 2003. Gamblers spent an average of 5.6 hours a day gambling. Gamblers visited an average of 2.5 different casinos in 2005, about the same as in 2003 and 2004. Seventy-nine percent of (79%) gamblers played slot machines or video machines most often. Among these respondents, 54% played quarter machines most often. The average number of coins or tokens per play was 7.6, up significantly from averages of 6.0 in 2004 and 5.1 in 2003. Eighteen percent (18%) played table games most often; among these respondents, 56% played \$5.00 minimums most often, with an average bet of \$12.21, up significantly from \$9.76 in 2003.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2003	2004	2005
Proportion who gambled while visiting Laughlin	96%	97%	97%
Average trip gambling budget (among those who gambled)	\$490.84	\$533.03	\$559.35
Average number of hours per day spent gambling (among those who gambled)	5.5	5.8	5.6
Average number of different casinos visited (among those who gambled)	2.5	2.4	2.5
Proportion who played slot machines/video machines most often (among those who gambled)	77%	77%	79%
Proportion who played quarter machines most often (among those who played slot/video machines most often)	59%	56%	54%
Average number of coins/tokens per play (among those who played slot/video machines most often)	5.1	6.0	7.6
Proportion who played table games most often (among those who gambled)	19%	18%	18%
Proportion who played \$5.00 table minimums most often (among those who played table games most often)	56%	54%	56%
Average bet (among those who played table games most often)	\$9.76	\$14.00	\$12.21

ATTITUDINAL INFORMATION

The vast majority (95%) of visitors reported that they were “very satisfied” with their trip to Laughlin. Among the few respondents who said they were only “somewhat” satisfied with their trip, hotel complaints decreased (from 62% to 27%), while complaints about not winning enough gambling increased (from 15% to 37%).

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2003	2004	2005
Proportion who were “very satisfied” with their current trip to Laughlin	93%	94%	95%
Proportion who complained about their hotel (among those who were “somewhat satisfied”)	32%	62%	27%
Proportion who complained about not winning enough money (among those who were “somewhat satisfied”)	39%	15%	37%

VISITOR DEMOGRAPHICS

Respondents to the 2005 Laughlin Visitor Profile were most likely to be married (77%), and from Southern California (34%), down from 39% in 2004 and 38% in 2003. Forty-four percent (44%) were 65 or older, about the same as last year, but up significantly from 38% in 2003, and the average age was 60.9, up from the average of 58.4 in 2003. Respondents were more likely to be retired (59%, up significantly from 54% in 2003) than employed (35%, down from 43% in 2003). In terms of education, the largest proportion of respondents have a high school diploma or less (39%). About four in ten (42%) had a household income of less than \$60,000, down from 49% in 2004 and 54% in 2003.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2003	2004	2005
Proportion of respondents who were married	76%	77%	77%
Proportion of respondents who were from the Southern California	38%	39%	34%
Proportion of respondents who were 50 years old or older	75%	79%	82%
Proportion of respondents 65 years old or older	38%	45%	44%
Average age	58.4	60.4	60.9
Proportion of respondents who were retired	54%	59%	59%
Proportion of respondents who were employed	43%	38%	35%
Proportion of respondents with a high school diploma or less	39%	40%	39%
Proportion of respondents with a household income less than \$60,000	54%	49%	42%

SUMMARY OF ECONOMIC IMPACT FACTORS

The following table summarizes the various factors included throughout this report related to the *economic impact* of Laughlin visitors between January 1, 2003 and December 31, 2005 — the time period covered by this report:

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2003	2004	2005
Days stayed (average)	3.8	3.9	4.1
Nights stayed (average)	2.8	2.9	3.1
Proportion of respondents who stayed overnight	95%	97%	98%
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	96%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$31.80	\$34.62	\$37.56
Proportion of visitors who bought a hotel/transportation or hotel/amenities package or were traveling as part of a tour/travel group where accommodations were included (among those staying overnight in a hotel/ motel)	15%	15%	12%
Average cost of package per person (among package/tour group visitors)	\$157.87	\$183.40	\$189.55
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.0
Average trip expenditures for food and drink (all respondents)	\$100.17	\$142.71	\$180.85
Average trip expenditures for local transportation (all respondents)	\$11.81	\$16.22	\$9.16
Average trip expenditures for shopping (all respondents)	\$35.94	\$44.25	\$48.57
Average trip expenditures for shows (all respondents)	\$3.61	\$5.18	\$3.97
Average trip expenditures for sightseeing (all respondents)	\$0.63	\$2.09	\$1.75
Proportion who gambled while visiting Laughlin (all respondents)	96%	97%	97%
Average trip gambling budget (among those who gambled)	\$490.84	\$533.03	\$559.35

Details on these economic impact factors can be found throughout the body of this report.

INTRODUCTION

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

More specifically, the Laughlin Visitor Profile aims:

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

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. Approximately one hundred (100) interviews were conducted each month for 12 months from January through December 2005. Qualified survey respondents were visitors to Laughlin (non-residents) who were at least 21 years of age. (Residents of Bullhead City, Arizona, were not considered visitors). Residents of Clark County, including residents of Las Vegas but excluding residents of Laughlin, were treated as visitors to Laughlin. Only visitors who planned to leave Laughlin within 24 hours were asked to complete the survey.

Visitors were intercepted near Laughlin hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. 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 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2005 study and compares them to the results of the 2003 and 2004 studies. Statistically significant differences in the behavior, attitudes, and opinions of visitors among the three years are pointed out in the text of the report. Throughout this report, if data is not presented for all three years, it is because the question was not asked for all three years.

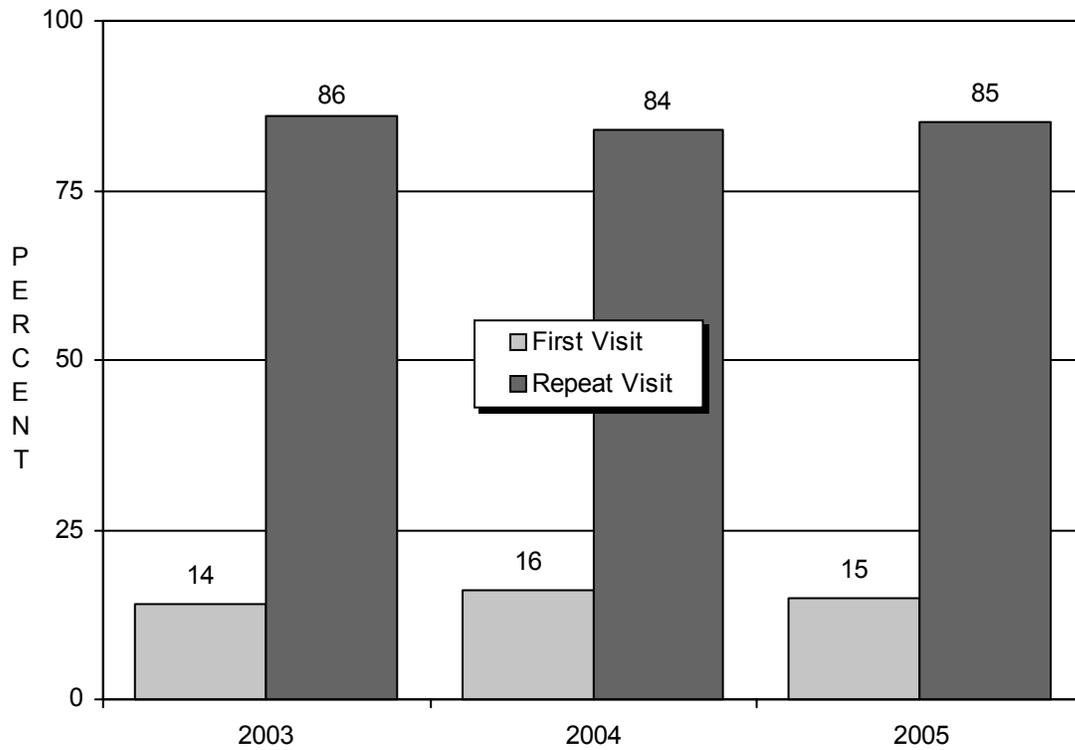
Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

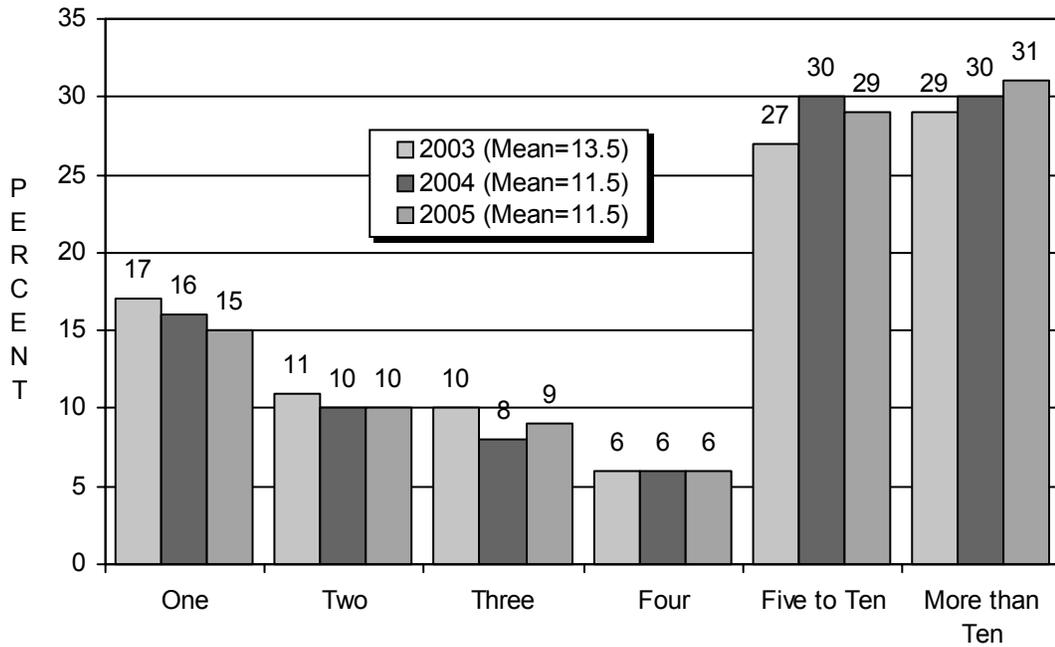
In the current study, 85% of respondents said they had visited Laughlin more than once, essentially unchanged since 2003 (Figure 1).

FIGURE 1
First Visit vs. Repeat Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

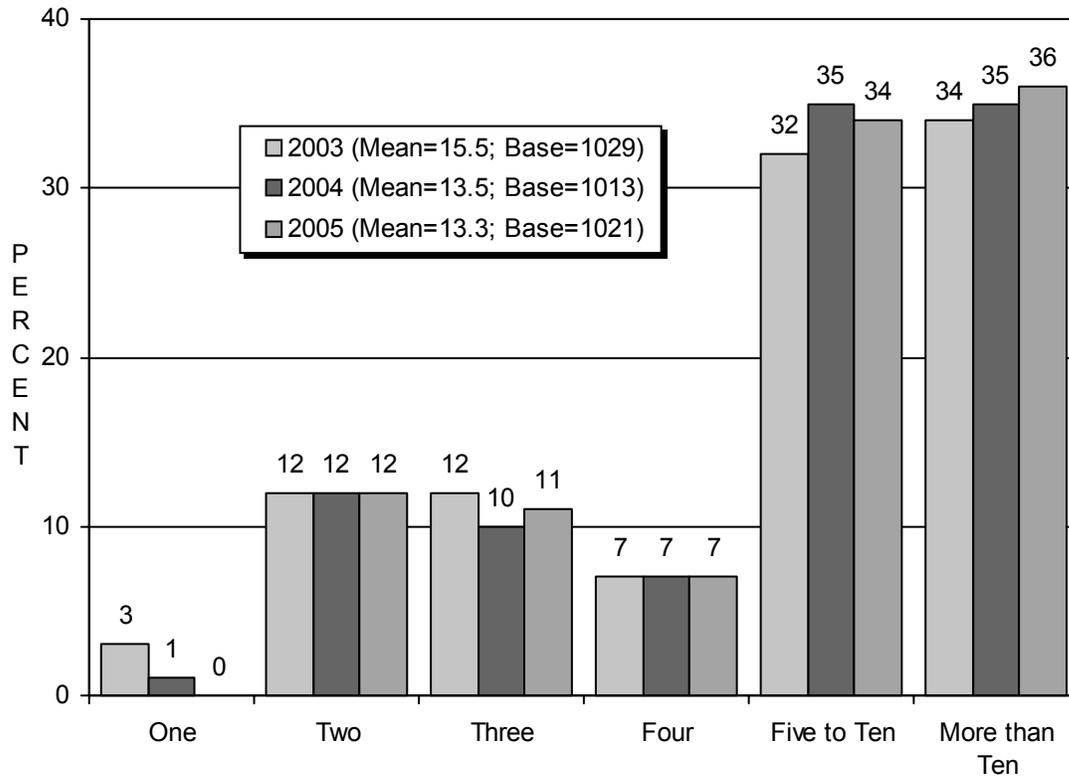
FIGURE 2
 Frequency Of Visits In Past Five Years*
 (Among All Visitors)



The average number of visits to Laughlin in the past five years *among all visitors* was 11.5 in this year's survey, the same as last year, but down significantly from 13.5 in 2003 (Figure 2).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

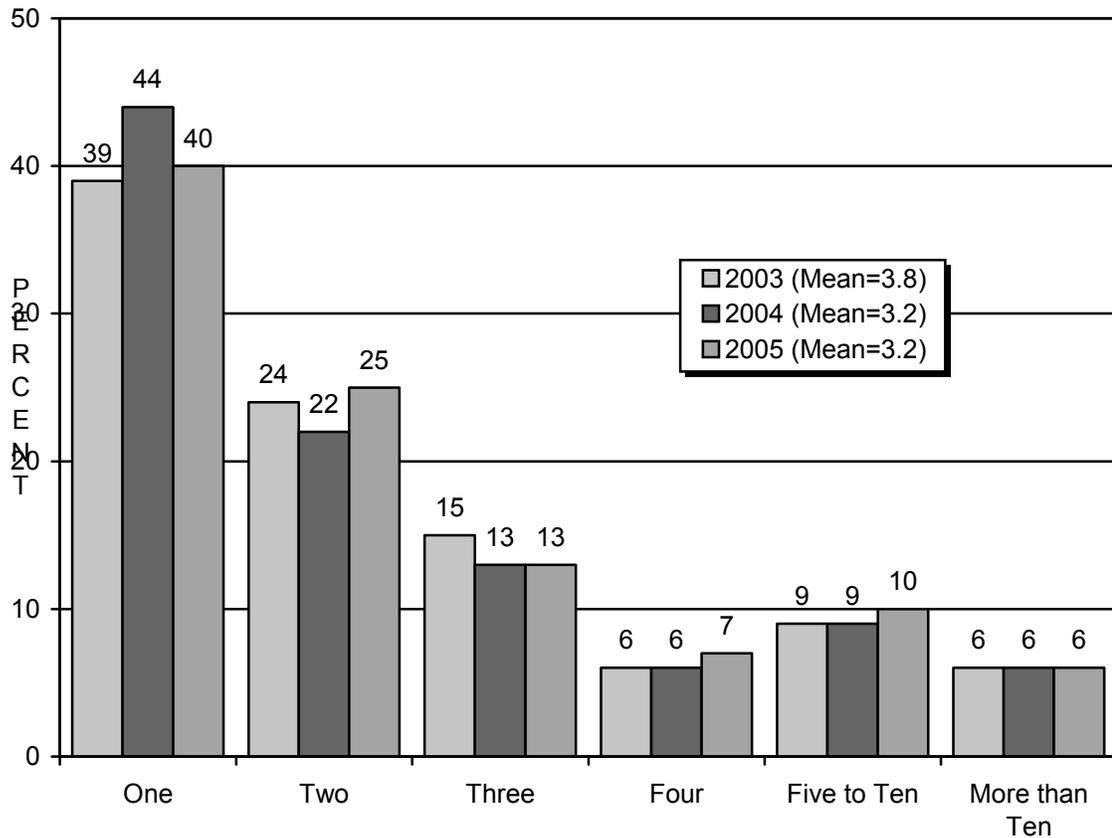
FIGURE 3
 Frequency Of Visits In Past Five Years*
 (Among Repeat Visitors)



The average number of visits to Laughlin during the past five years *among repeat visitors* was 13.3, about the same as last year, but down significantly from 15.5 in 2003 (Figure 3).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

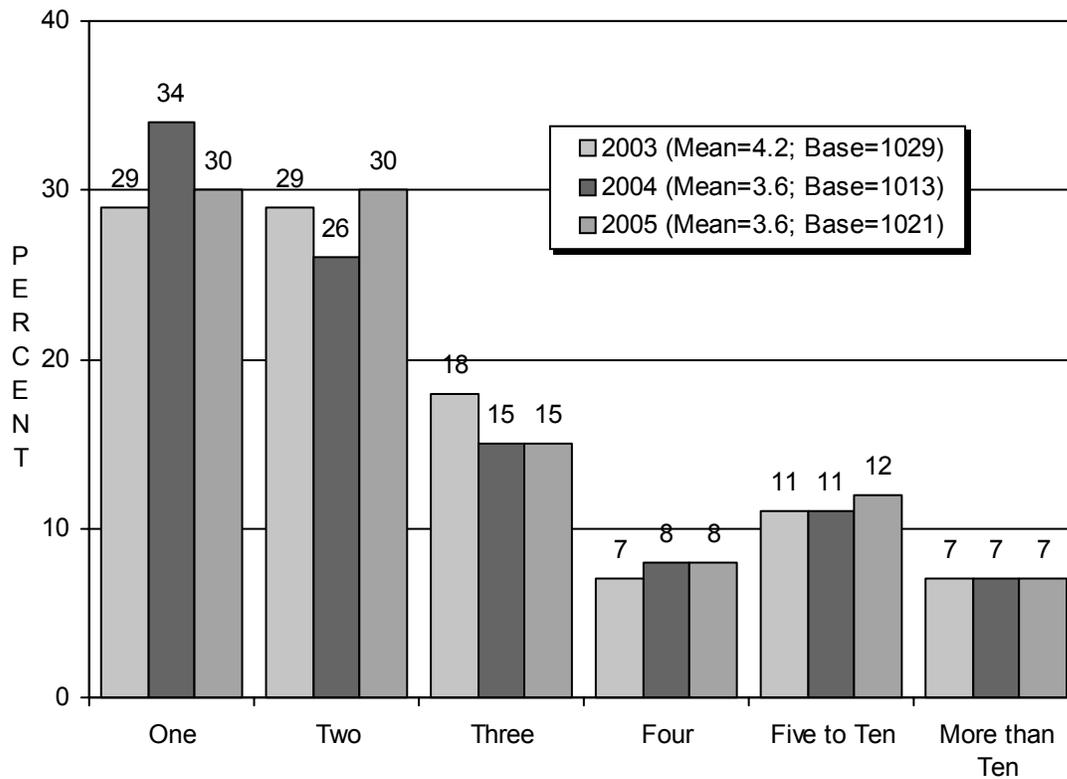
FIGURE 4
 Frequency Of Visits In Past Year*
 (Among All Visitors)



Among *all visitors*, respondents reported visiting Laughlin an average of 3.2 times in 2005, the same as last year, but down significantly from 3.8 in 2003 (Figure 4).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

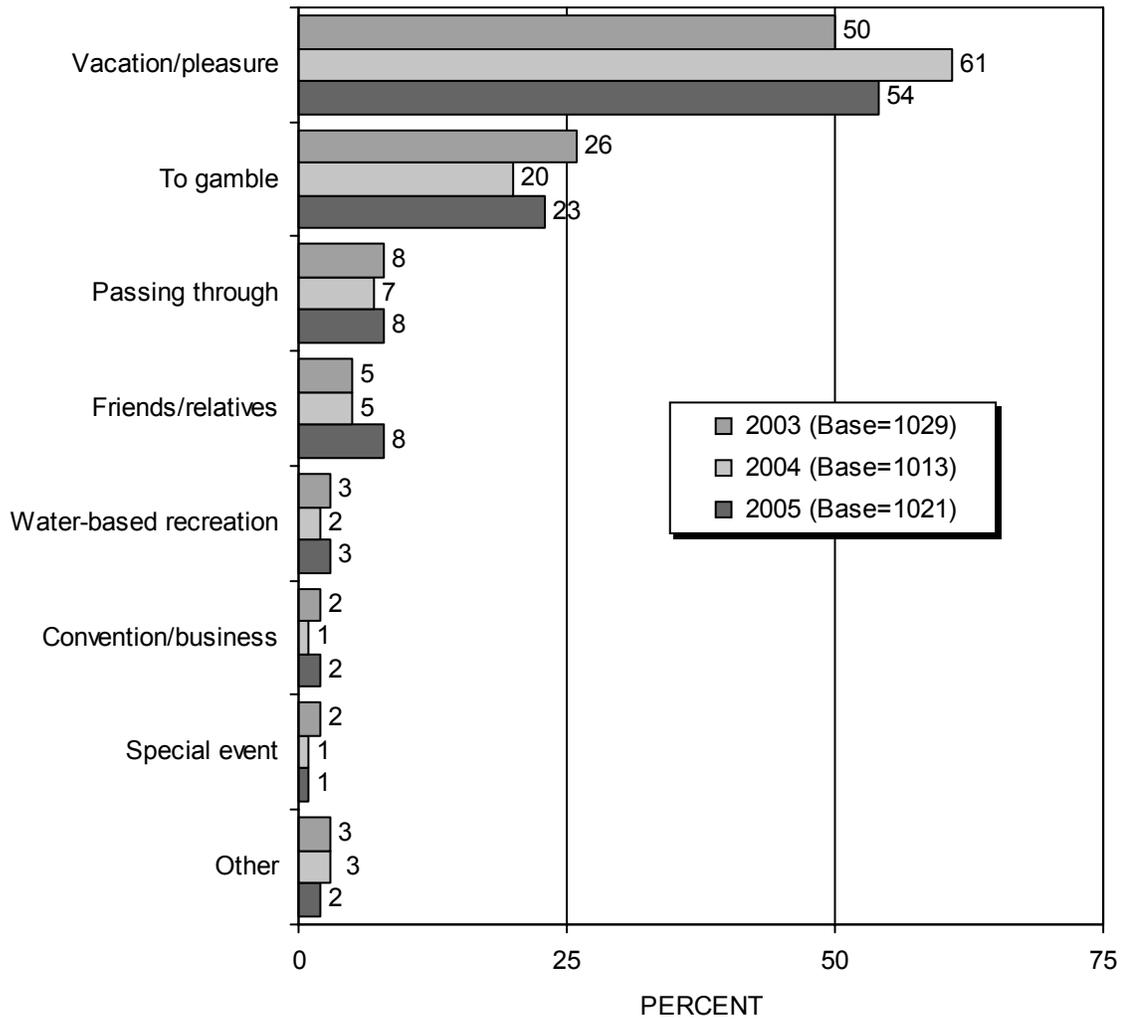
FIGURE 5
 Frequency Of Visits In Past Year*
 (Among Repeat Visitors)



During the past year, repeat visitors averaged 3.6 trips to Laughlin, the same as last year, but down significantly from 4.2 in 2003 (Figure 5).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

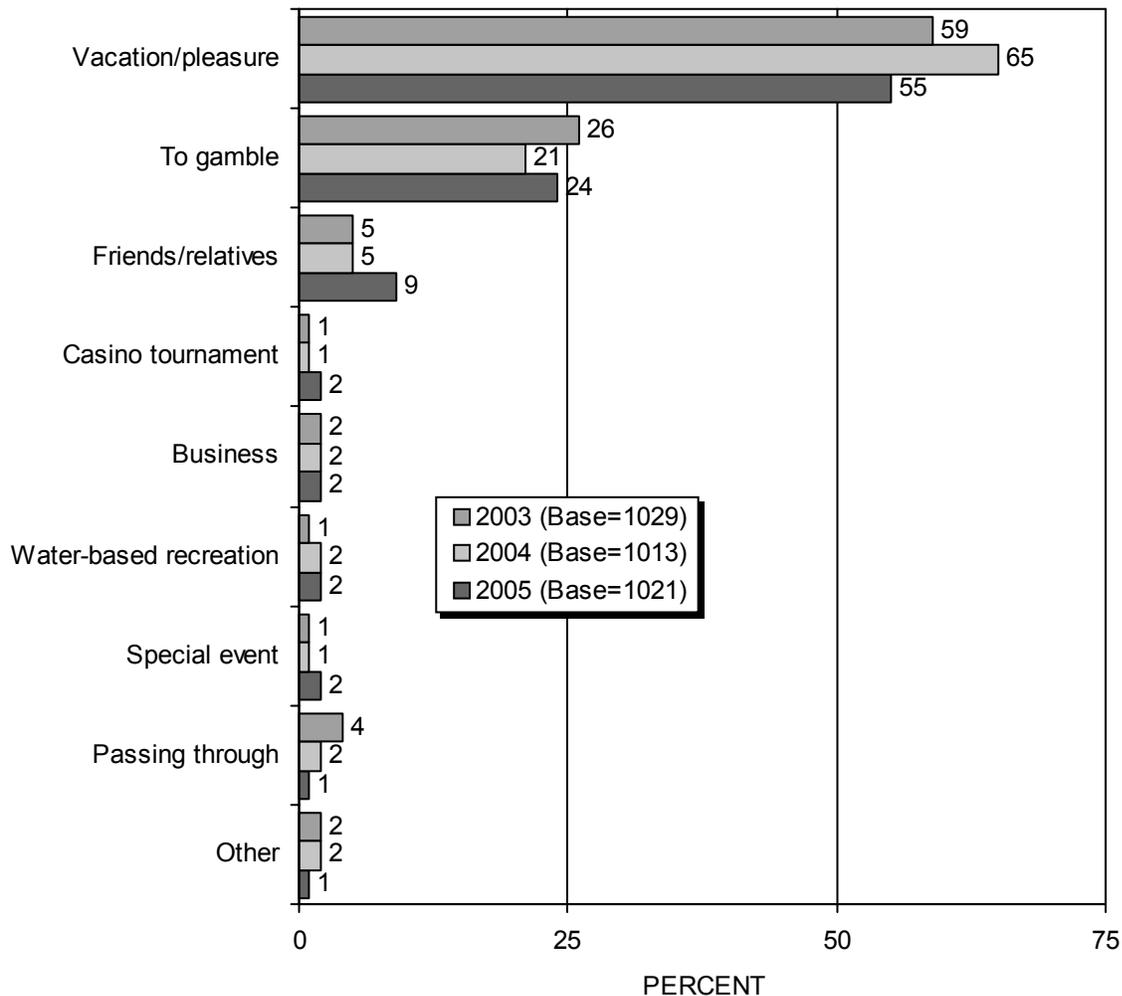
FIGURE 6
 Primary Purpose Of First Visit*
 (Among Repeat Visitors)



Fifty-four percent (54%) of repeat visitors said they first came to Laughlin primarily for vacation or pleasure, a significant decrease from 61% last year, but similar to the 2003 response (Figure 6). Twenty-three percent (23%) said they first came to Laughlin for gambling, which is similar to past years. Eight percent (8%) first came to Laughlin to visit family or friends, up from 5% in both 2003 and 2004, and 3% said they first came to Laughlin for water-based recreation, while 2% came for business, and 1% for a special event.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

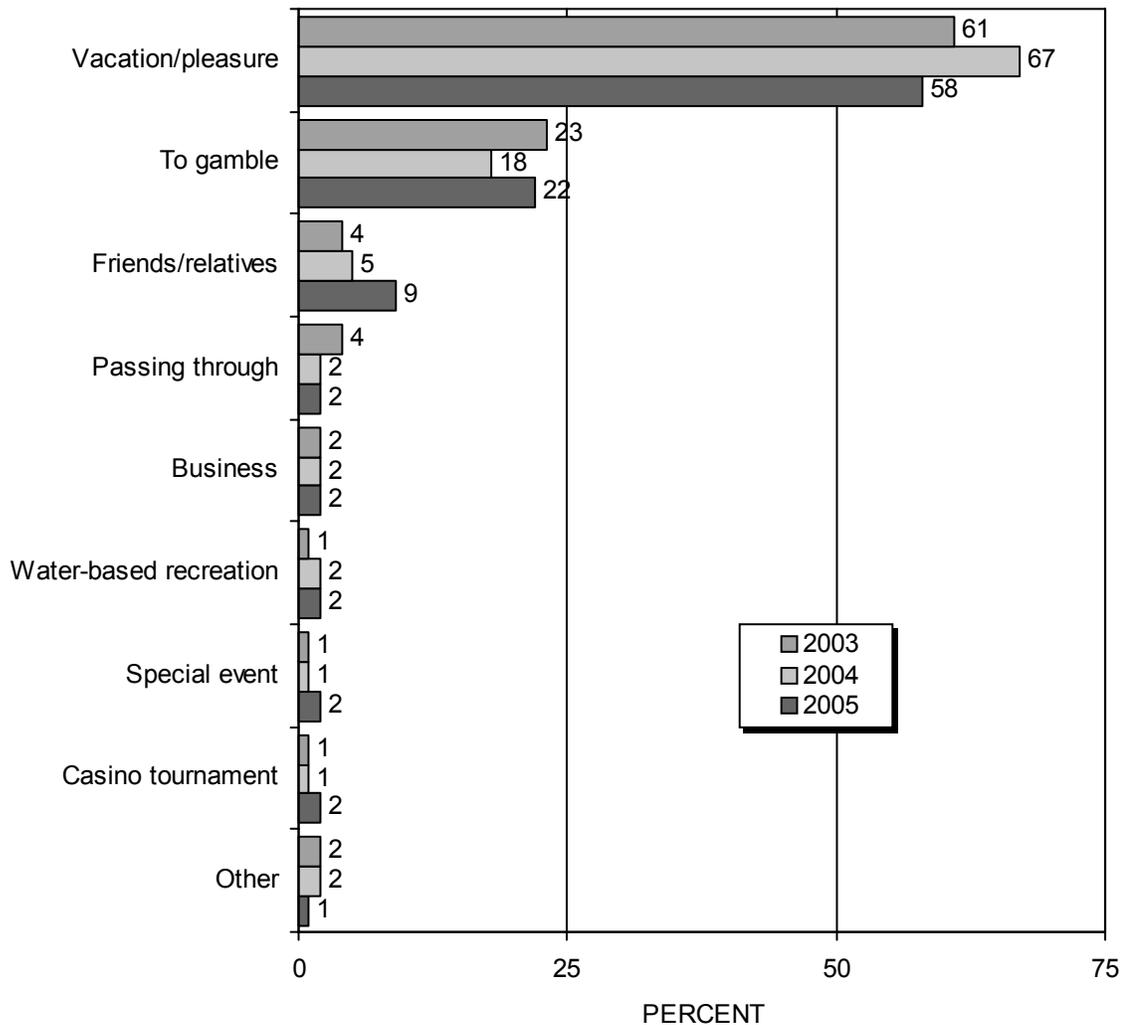
FIGURE 7
Primary Purpose Of Current Visit*
(Among Repeat Visitors)



Among repeat visitors, the proportion of those who said that the primary purpose for their *current* visit to Laughlin was vacation or pleasure (55%) was down significantly over last year (65%). The proportion who said they came to gamble was 24%, which is similar to past years' readings. Nine percent (9%) said they came to visit friends or family, down from 5% both last year and in 2003, 2% came for business purposes, 2% for a special event, 2% for a casino tournament, and 2% for water-based recreation (Figure 7).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 8
Primary Purpose Of Current Visit*
(Among All Visitors)



As with repeat visitors, the proportion of *all visitors* in 2005 who reported that the primary purpose for their current visit to Laughlin was vacation or pleasure (58%) was down significantly from last year (67%) (Figure 8). The proportion of all visitors who said gambling was the primary reason for their current visit (22%) was similar to the 2003 reading (23%), but up significantly from 18% in 2004. Nine percent (9%) said they came to visit friends or relatives (up from 4% in 2003 and 5% in 2004), 2% for business, 2% for a special event, 2% for a casino tournament, and 2% for water-based recreation.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 9
Primary Purpose Of First Visit vs. Current Visit — 2005
(Among Repeat Visitors)

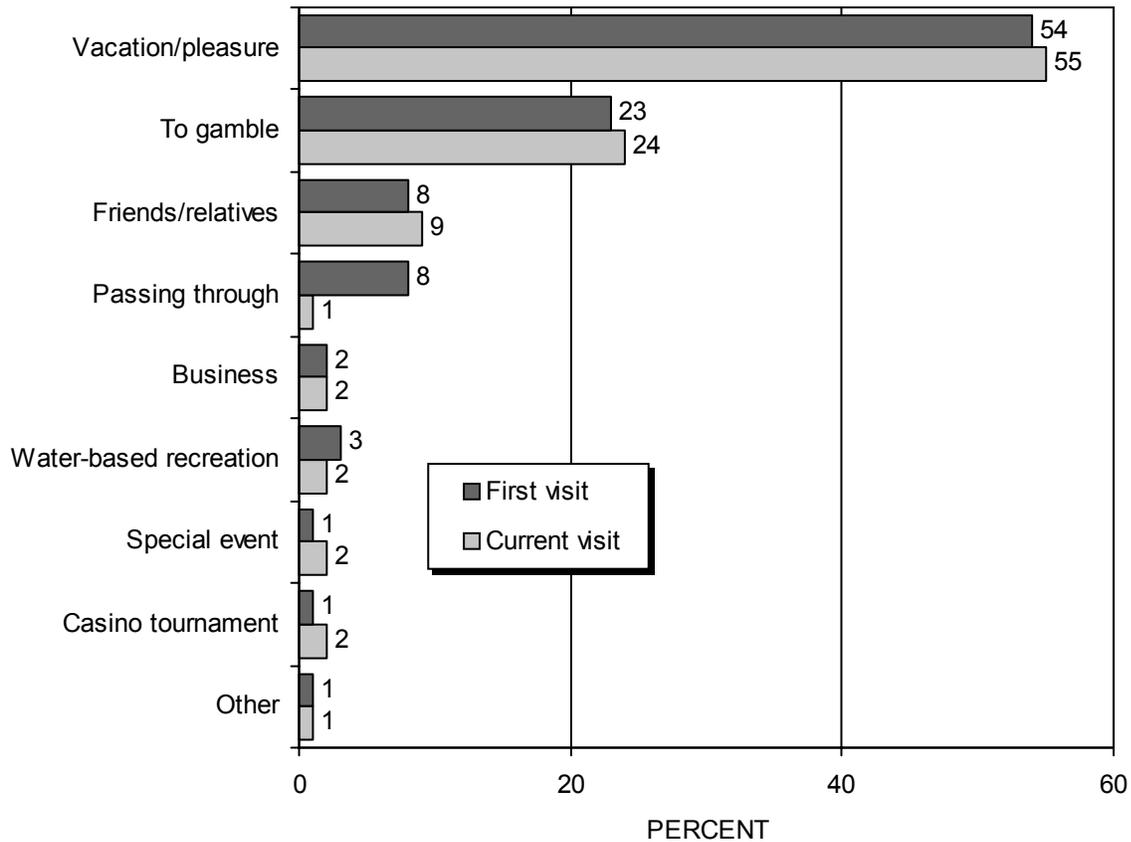


Figure 9 compares the reasons given by *repeat visitors* for their first Laughlin visit versus the reasons given for their current visit in 2005. A significantly higher proportion of repeat visitors said purpose of their first trip was “just passing through” (8% vs. 1%). Reasons for the current visit tend to be more purposeful and directed (vacation or pleasure, gaming, visiting friends and relatives, and attending special events and casino tournaments).

FIGURE 10
 Primary Purpose Of Current Visit — 2005
 (First-Time vs. Repeat Visitors)

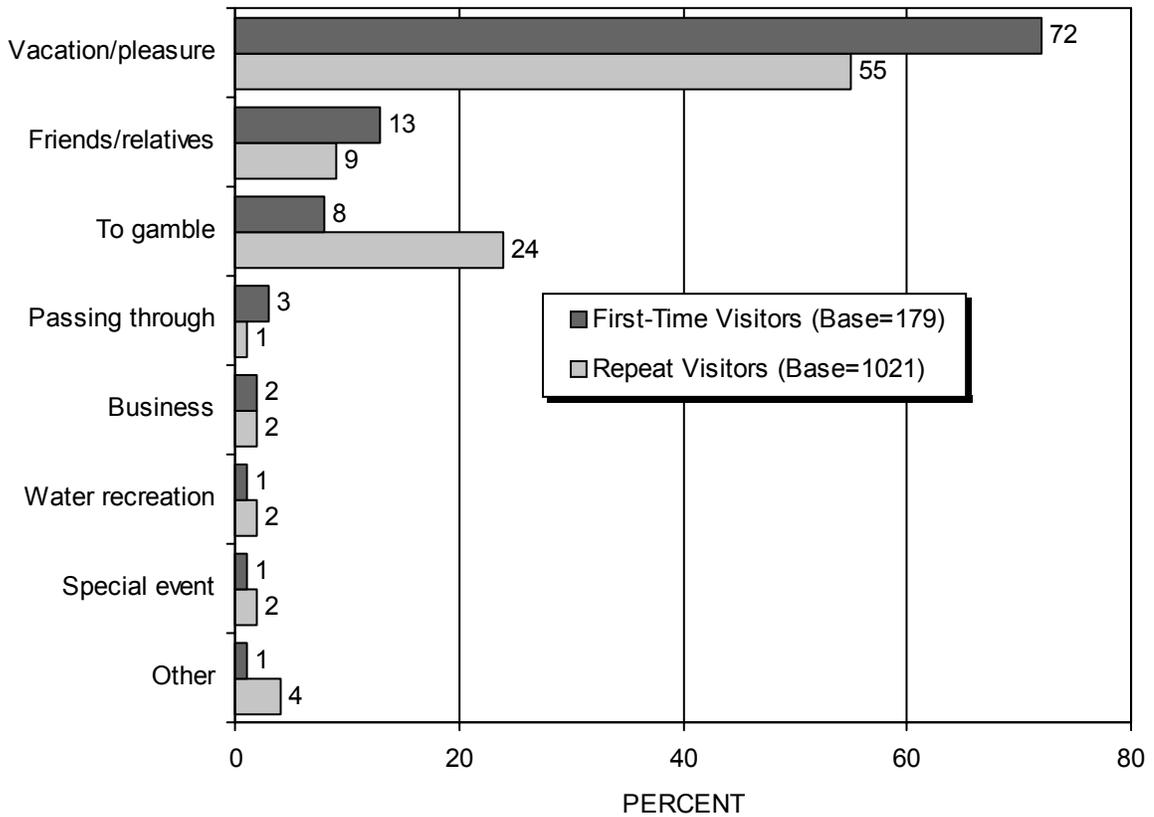
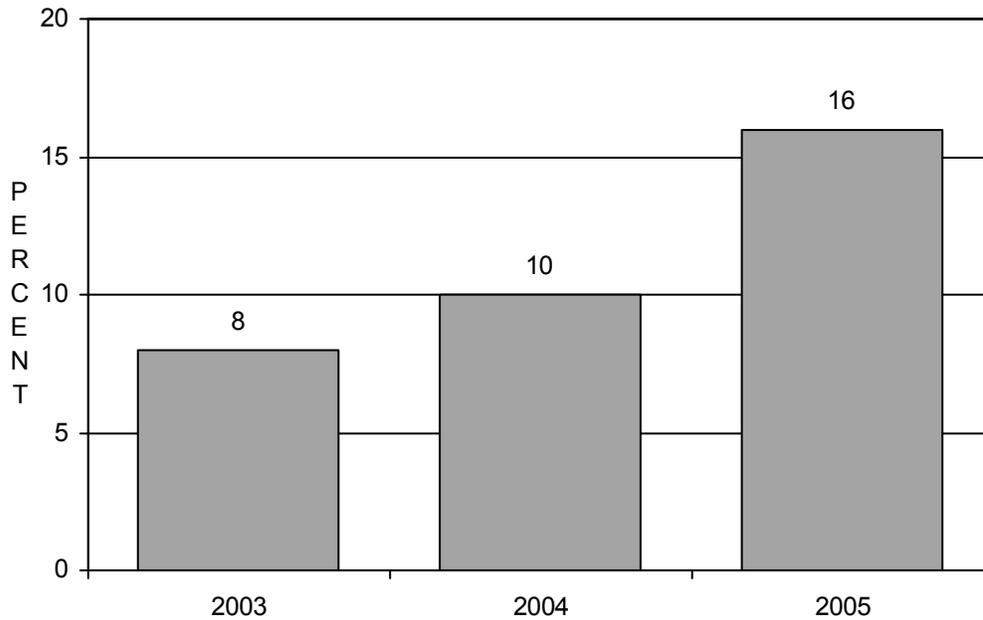


Figure 10 compares *repeat visitors* with *first-time visitors* in terms of purpose of their *current* visit to Laughlin in 2005. First-time visitors (72%) were significantly more likely than repeat visitors (55%) to say their current visit to Laughlin was for vacation or pleasure. Repeat visitors were significantly more likely to report visiting Laughlin primarily to gamble (24%) than were first-time visitors (8%).

FIGURE 11
Gaming Tournaments*



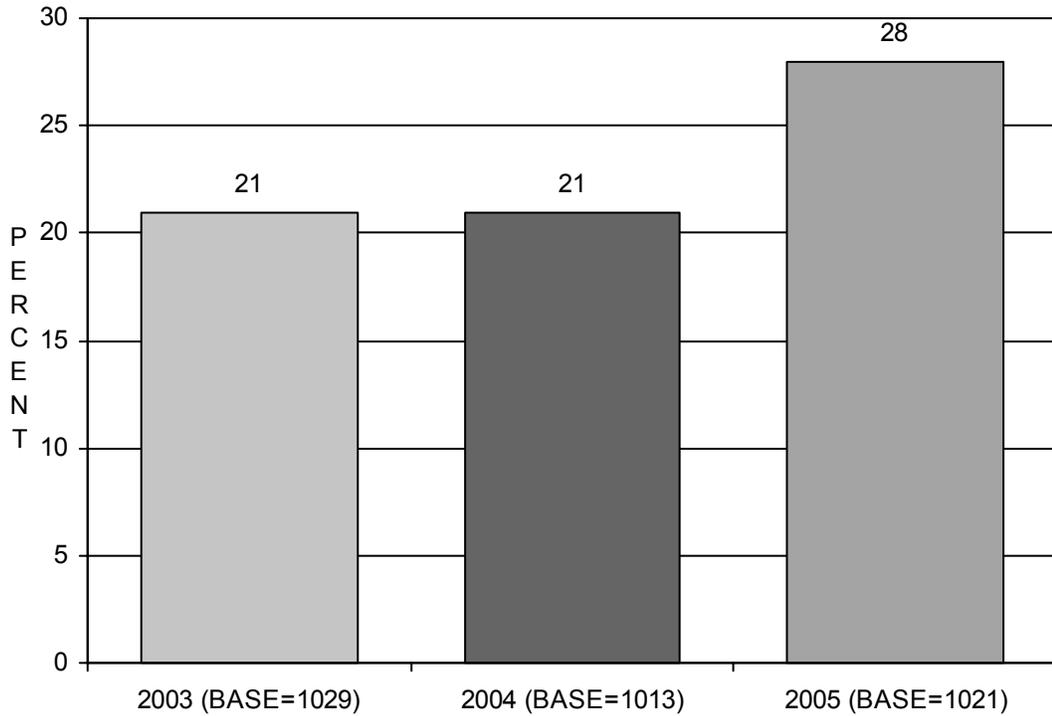
*Only "yes" responses are reported in the chart

We inquired directly about participation in gaming tournaments in Laughlin (Figure 11). Sixteen percent (16%) of respondents in 2005 said they planned to participate in a gaming tournament, up significantly from 10% in 2004 and 8% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 12
Visited Laughlin In The Past For A Special Event*
(Among Repeat Visitors)



We asked repeat visitors whether they had visited Laughlin in the past to attend a special event such as Desert Challenge, a rodeo, a car or motorcycle rally, or an outdoor concert (Figure 12). Twenty-eight percent (28%) said they had, up significantly from 21% in 2003 and 2004.

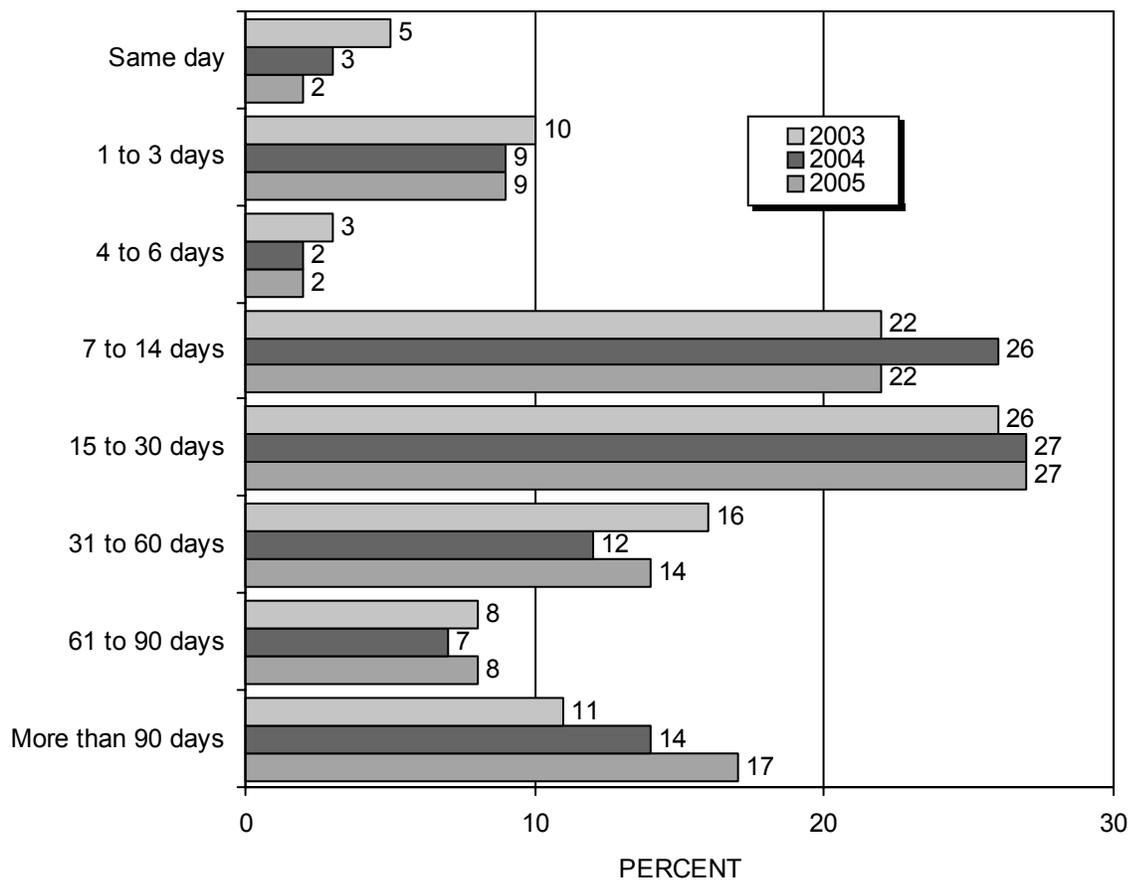
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

TRAVEL PLANNING

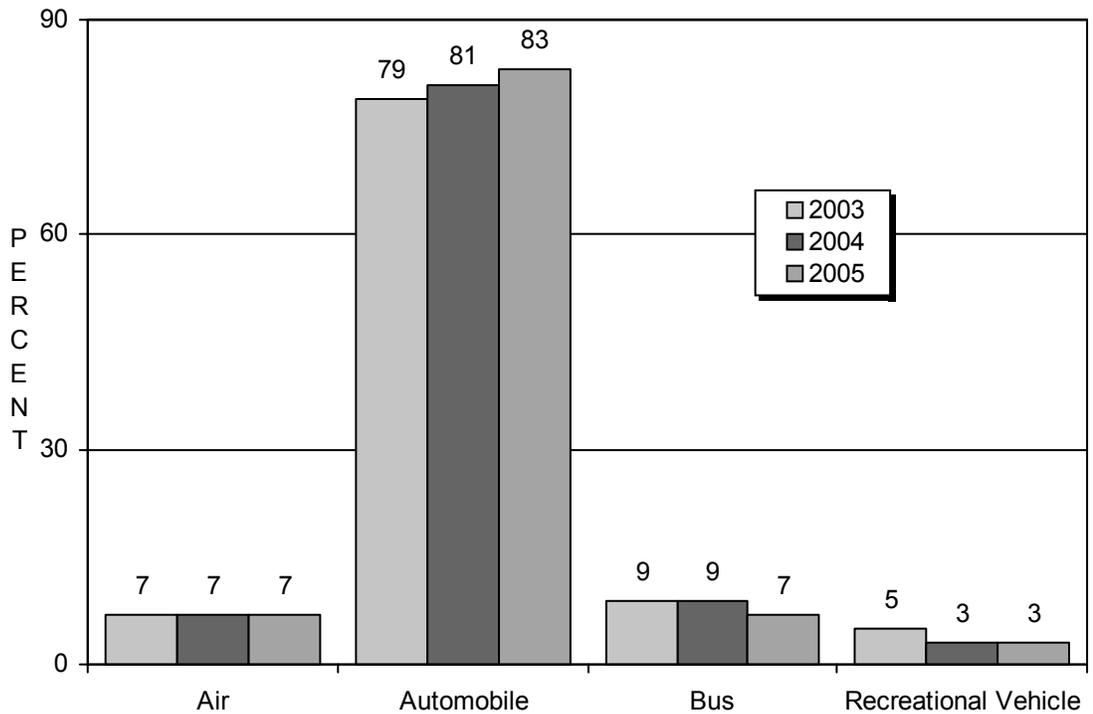
Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. However, almost nine in ten (88%) planned their trip at least one week in advance (Figure 13). About half (49%) planned their trip seven to 30 days in advance, a significant decrease from 53% in 2004. The proportion who did same day planning was 2%, down from 5% in 2003. Seventeen percent (17%) of Laughlin visitors planned their trip more than ninety days in advance, a significant increase from 14% in 2004 and 11% in 2003.

FIGURE 13
 Advance Travel Planning*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

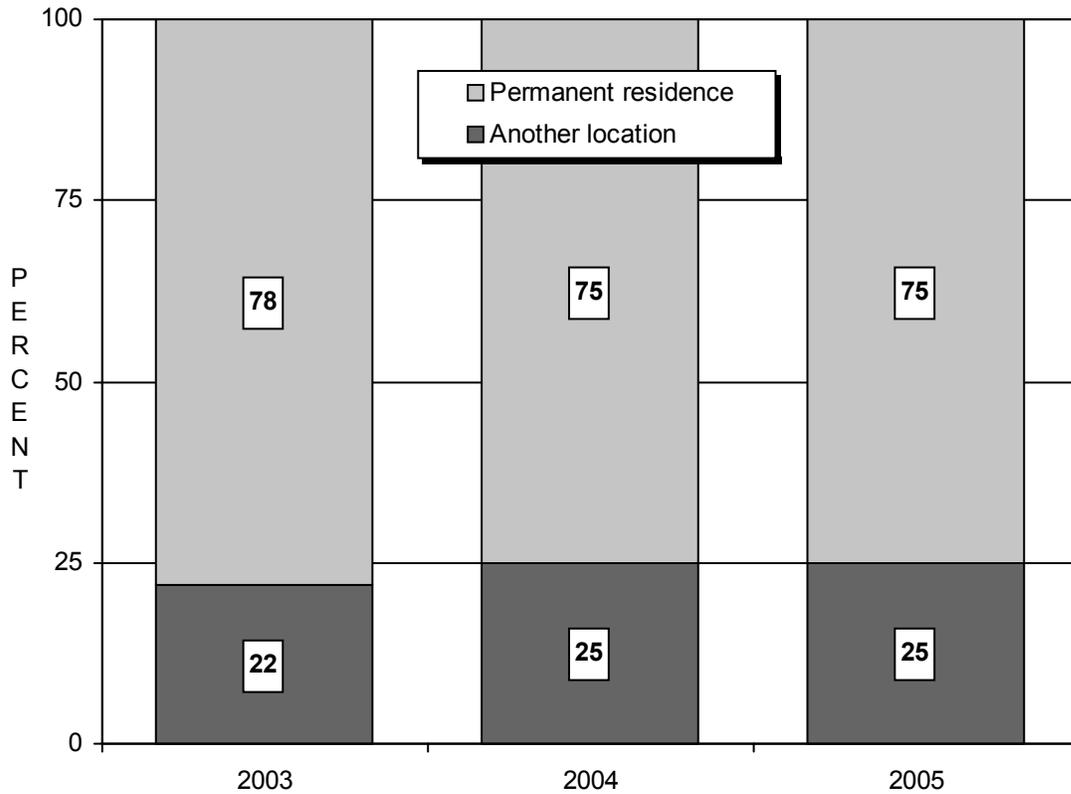
FIGURE 14
Transportation To Laughlin*



As in past years, most visitors traveled to Laughlin by automobile (83%, up from 79% in 2003) (Figure 14). Seven percent (7%) traveled by bus, down from 9% in 2003 and 2004, 7% said they came by air, and 3% came in an RV, down from 5% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

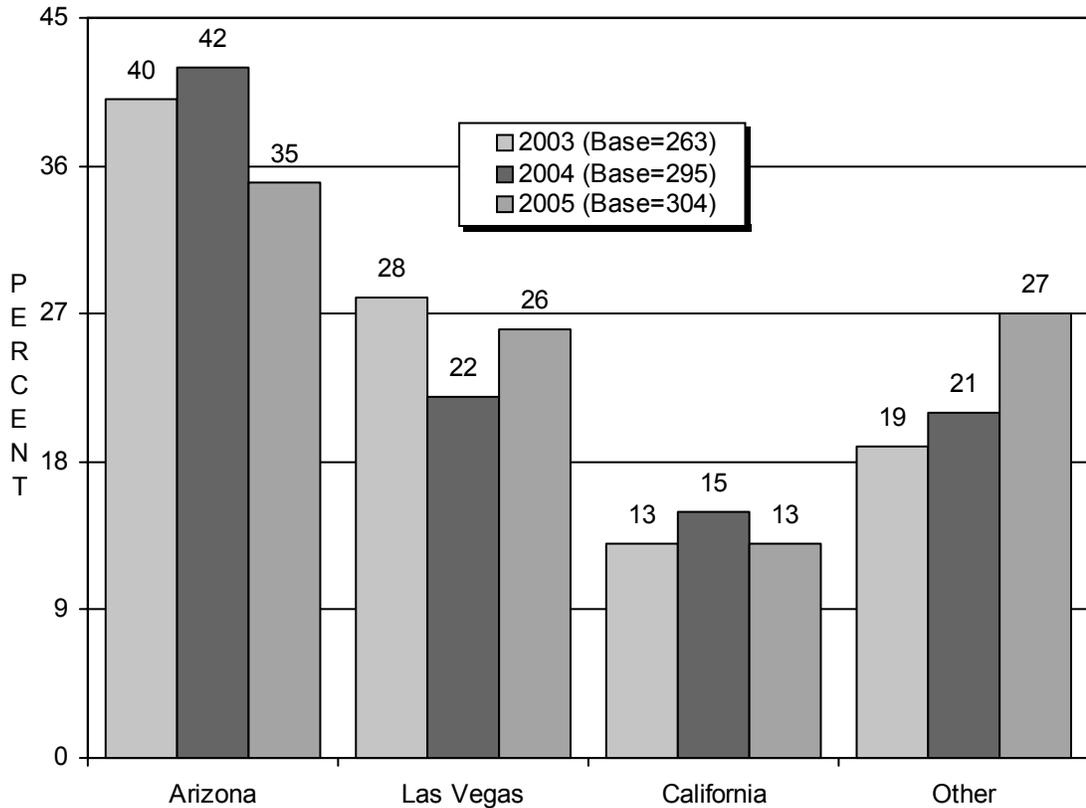
FIGURE 15
Whether Visitors Came To Laughlin From Their
Permanent Residence Or From Some Other Location*



In 2005, three-quarters of visitors (75%) arrived in Laughlin directly from their permanent residences, down from 78% in 2003 (Figure 15). Conversely, 25% said they came to Laughlin from another location, up from 22% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

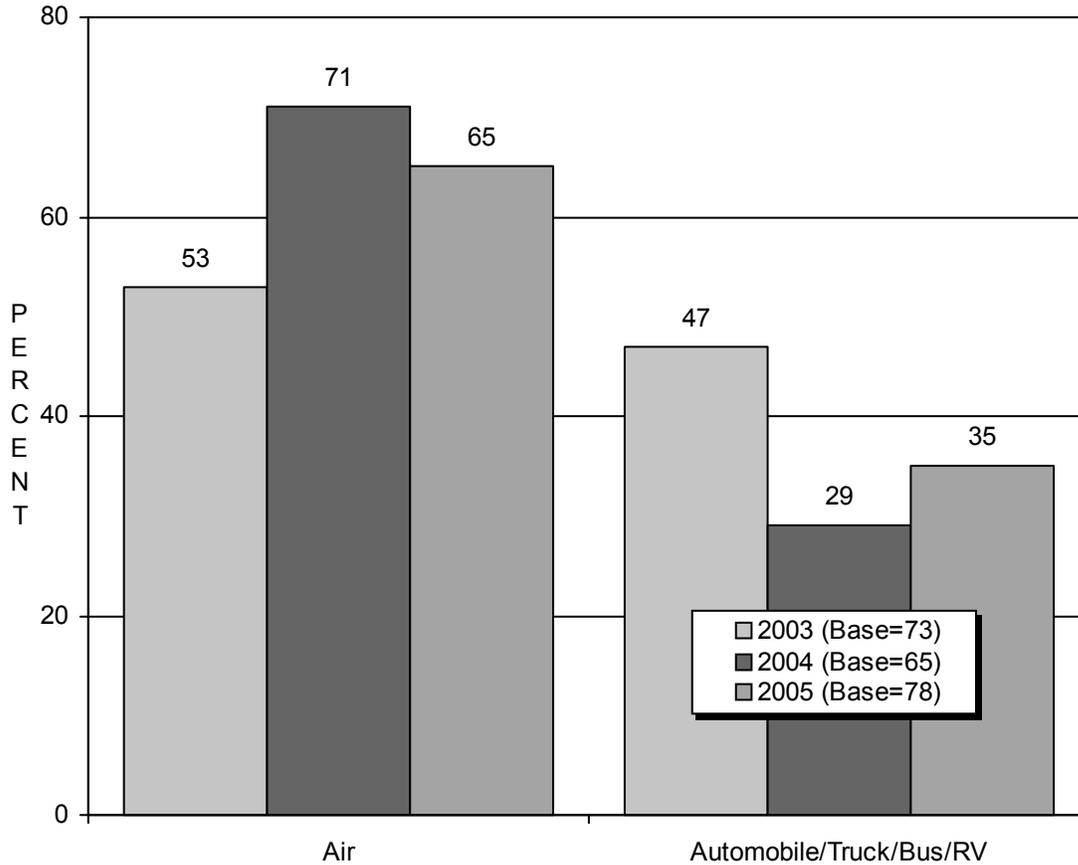
FIGURE 16
Where Visitors Came From*
 (Among Those Who Did Not Come To Laughlin
 Directly From Their Permanent Residence)



Among those who came to Laughlin after visiting another location, 35% came from Arizona, 26% from Las Vegas, 13% from California, and 27% from some other location — up from 19% in 2003 and 21% in 2004 (Figure 16).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

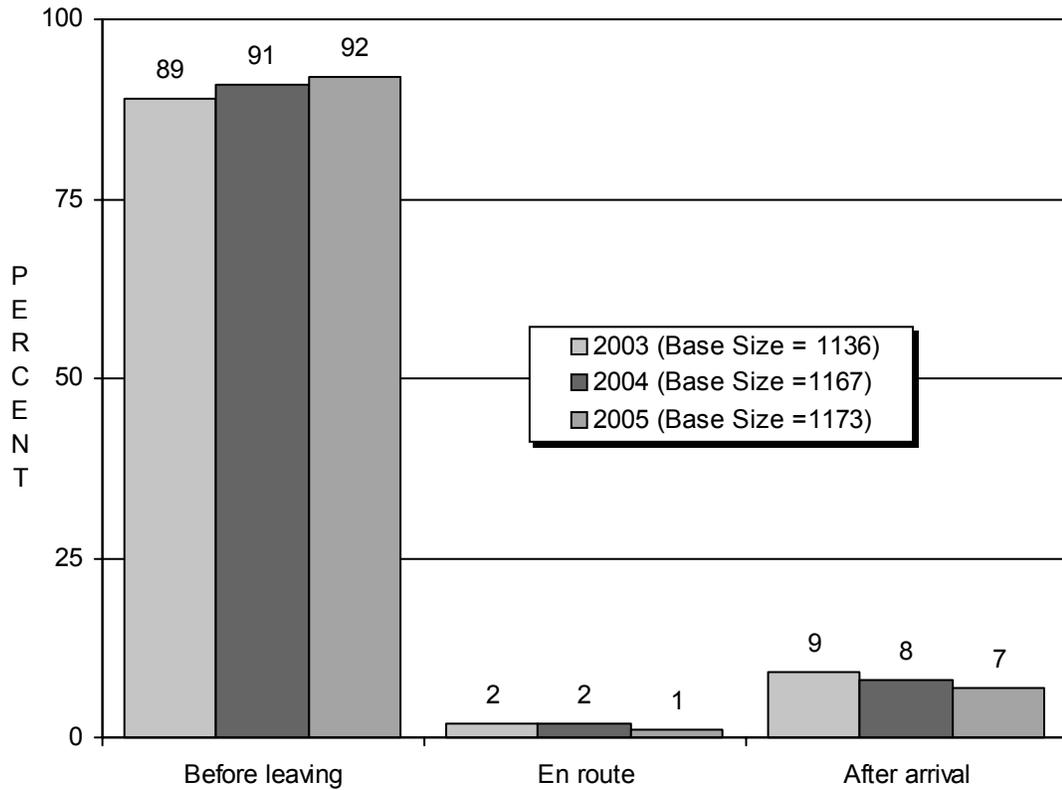
FIGURE 17
Transportation To Las Vegas*
(Among Those Who Traveled To Laughlin From Las Vegas)



We asked visitors who came to Laughlin from Las Vegas how they had traveled to Las Vegas (Figure 17). Sixty-five percent (65%) arrived by air, and 35% arrived by ground transportation.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

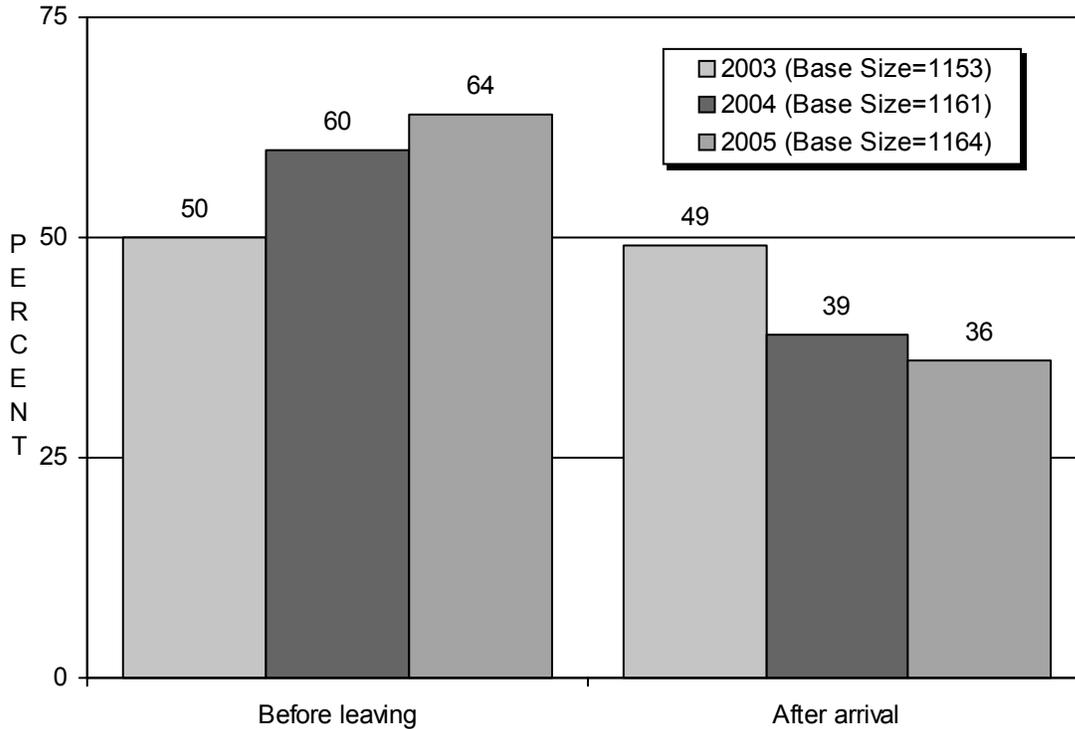
FIGURE 18
When Decided Where To Stay*
(Among Those Who Stayed Overnight)



In 2005, most overnight visitors decided where to stay in Laughlin prior to their visits (92%). Seven percent (7%) decided after arrival, while 1% decided en route to Laughlin (Figure 18).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

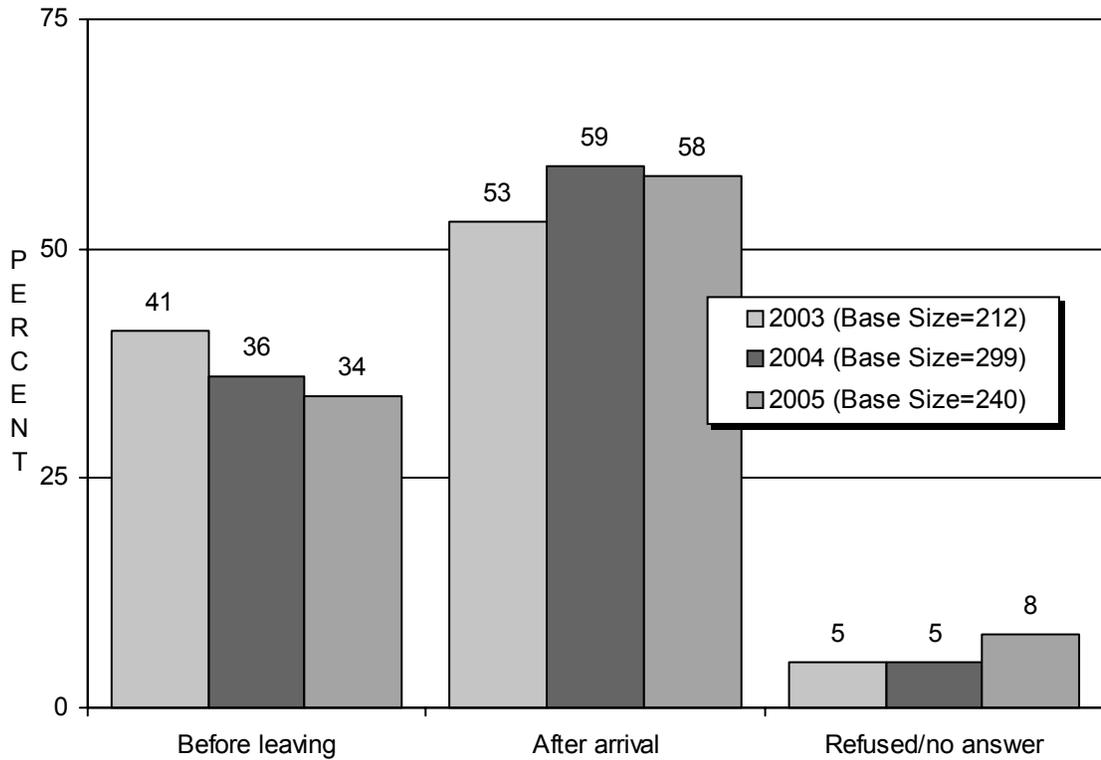
FIGURE 19
When Decided Where To Gamble*
(Among Those Who Gambled)



Continuing an upward trend, 64% of visitors who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin, up significantly from 60% in 2004 and 50% in 2003 (Figure 19). Thirty-six percent (36%) reported making their decision about where to gamble after they arrived, down from 49% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

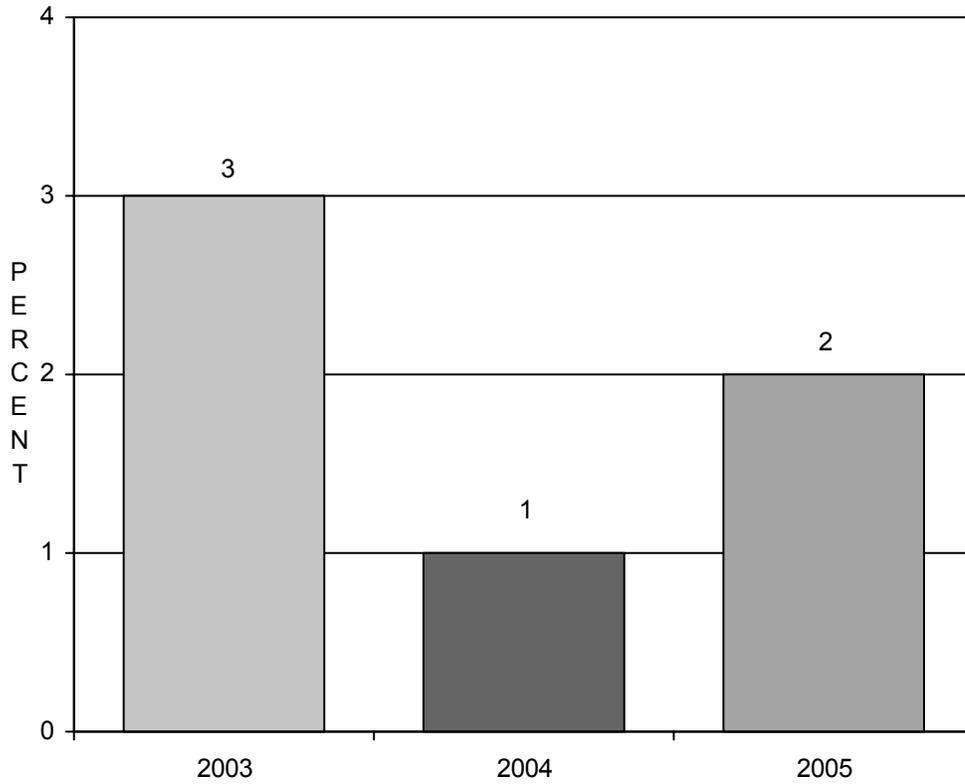
FIGURE 20
When Decided Which Shows To See*
(Among Those Who Saw Shows)



Among visitors who reported going to see a show, 58% decided what shows to see after arriving in Laughlin (Figure 20). Thirty-four (34%) of visitors decided what shows to see before leaving home.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 21
Travel Agent Assistance*
(Among All Visitors)

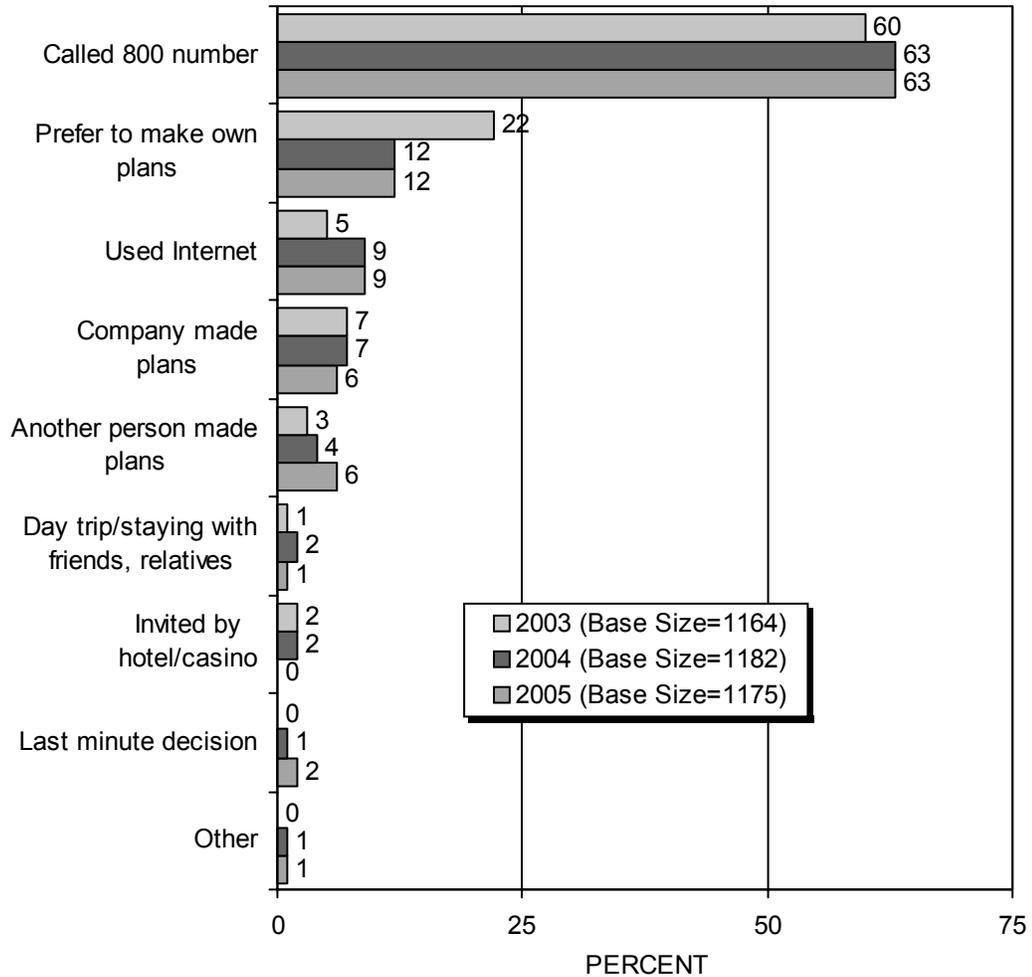


Only two percent (2%) of all Laughlin visitors were assisted in their travel planning by a travel agent in 2005 (Figure 21).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

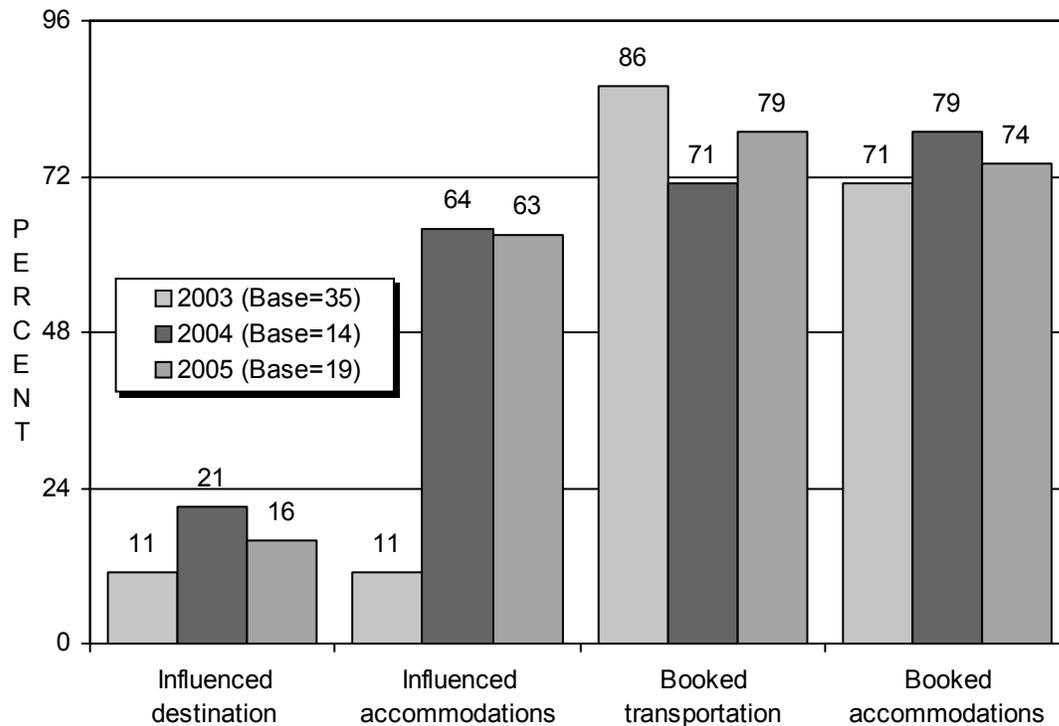
FIGURE 22
Main Reason For Not Using A Travel Agent*
 (Among Those Not Using Travel Agent)



Respondents were asked to indicate the primary reason why they did not use a travel agent to help with their travel arrangements (Figure 22). More than six in ten (63%) said it was because they preferred to use an 800 number to call the property directly. Twelve percent (12%) preferred to make their own plans, the same as last year, but down from 22% in 2003. Nine percent (9%) said they used the Internet to make their travel arrangements, the same as 2004, but up significantly from 5% in 2003. Six percent (6%) said their business made the plans, while another 6% said others made the plans (up from 3% in 2003 and 4% in 2004).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 23
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)

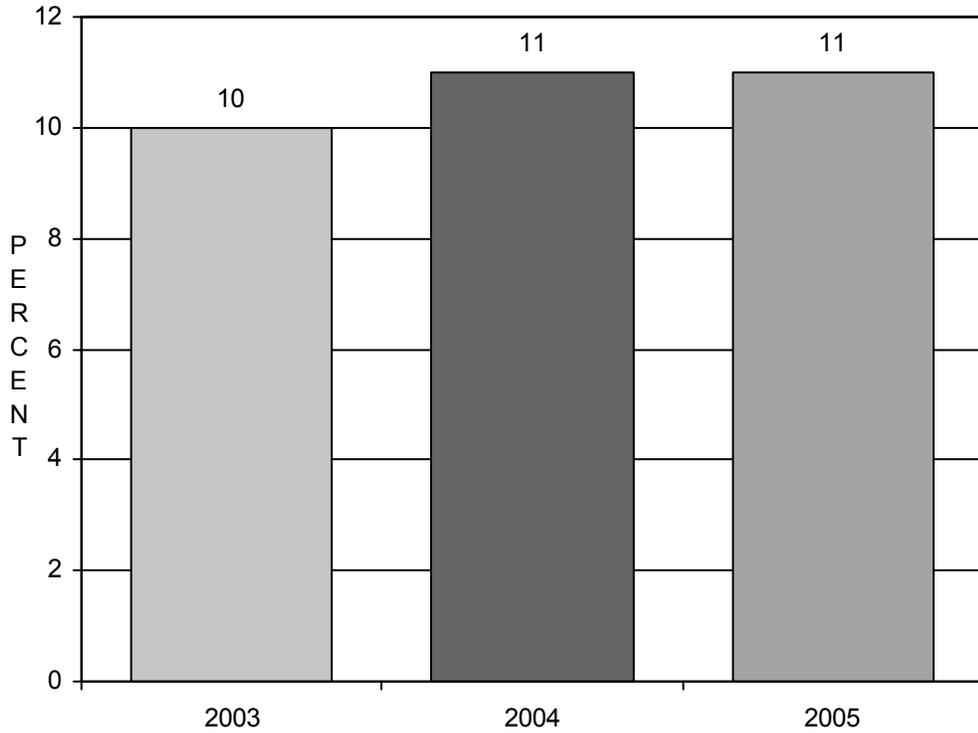


Among the very few visitors who reported using a travel agent, 79% had help with booking their transportation, and 74% had travel agents help them book their accommodations (Figure 23). Sixty three percent (63%) said the agent *influenced* their choice of accommodations, up from 11% in 2003, and 16% said the travel agent *influenced* their decision to visit Laughlin.

Sample sizes from year to year have been too small to draw any firm conclusions about significant changes or trends in this area.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 24
Whether Used Internet To Plan Trip*

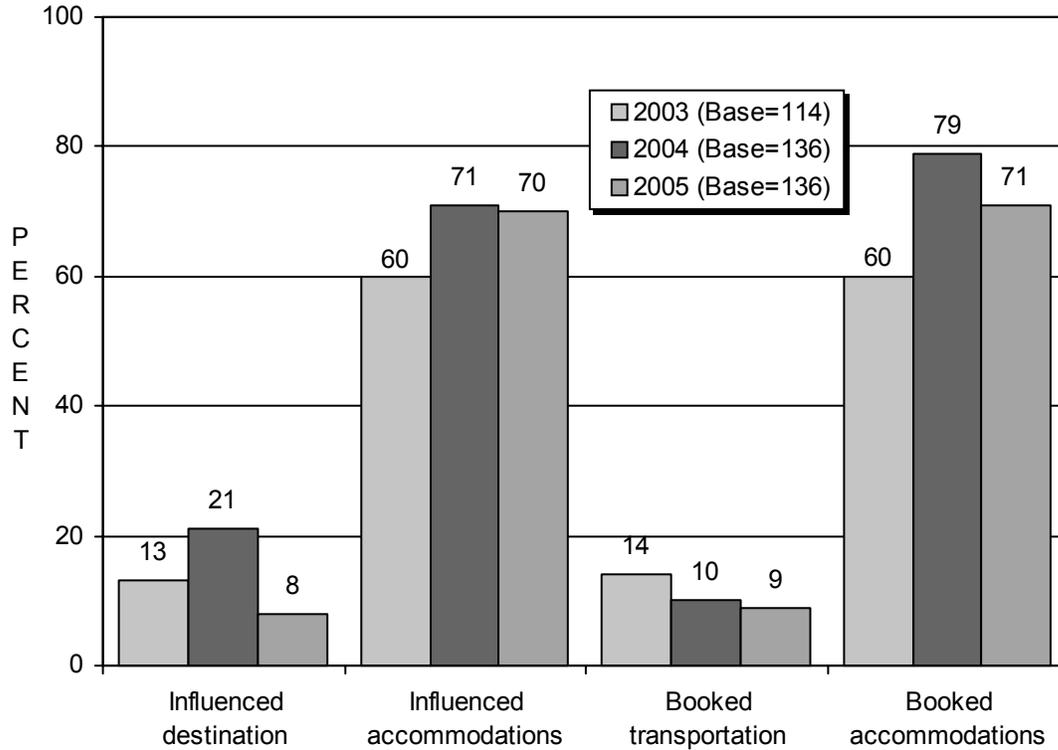


Visitors were asked if they used the Internet to plan their trip. Eleven percent (11%) said yes, about the same proportion as in 2003 and 2004 (Figure 24).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are shown in this figure.

FIGURE 25
Internet Influence And Use*
 (Among Those Who Used Internet To Plan Trip)

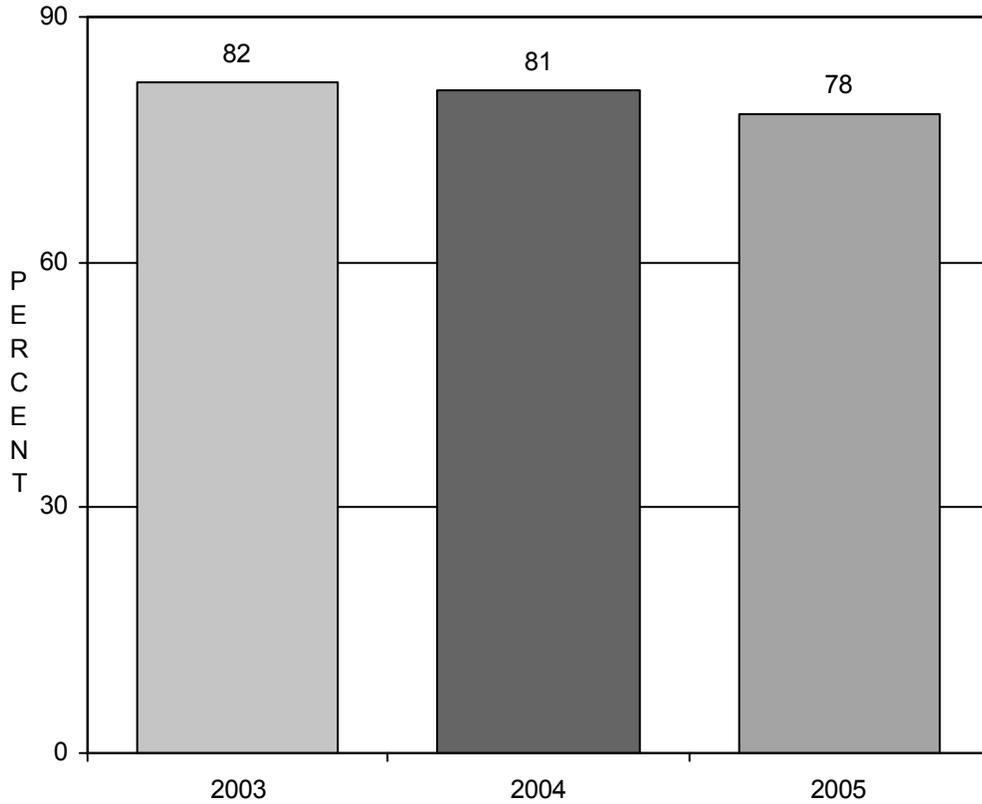


Among visitors who used the Internet to plan their trip, 70% said the Internet influenced their choice of accommodations, and 71% booked their accommodations on-line. Eight percent (8%) said the Internet influenced their decision to visit Laughlin (down from 21% in 2004), while 9% said they booked transportation to Laughlin through the Internet (Figure 25).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are shown in this figure.

FIGURE 26
Whether Visited Las Vegas During Past Five Years*

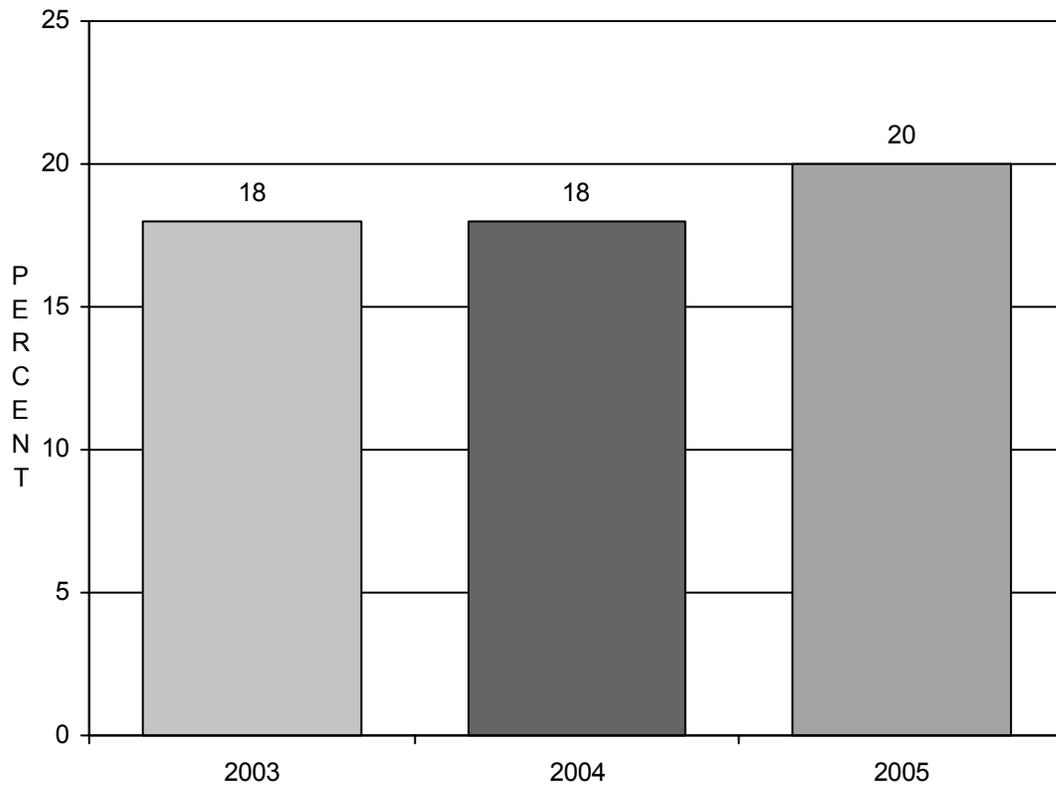


Nearly eight in ten (78%) Laughlin visitors said they have visited Las Vegas some time in the past five years, down from 82% in 2003 (Figure 26).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

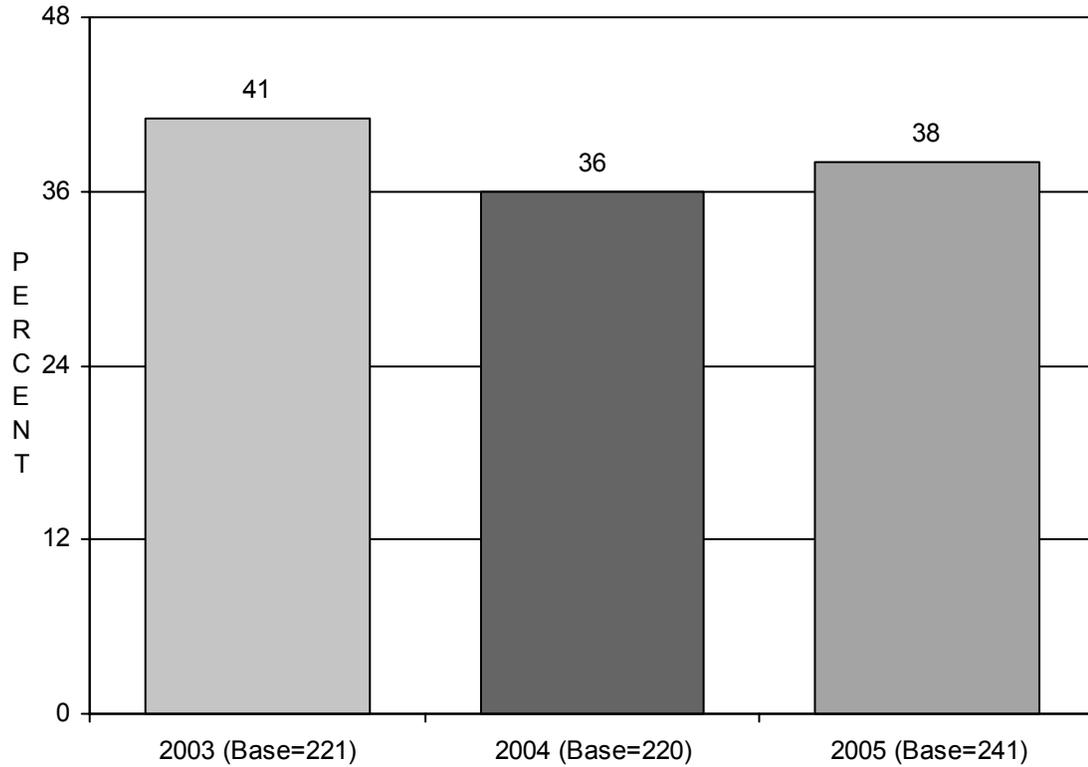
FIGURE 27
Visiting Las Vegas
On This Trip To Laughlin*



Two in ten Laughlin visitors (20%) said they had visited or were planning to visit Las Vegas on this trip (Figure 27).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 28
Visiting Downtown Las Vegas*
(Among Those Who Visited Or Plan To Visit Las Vegas)

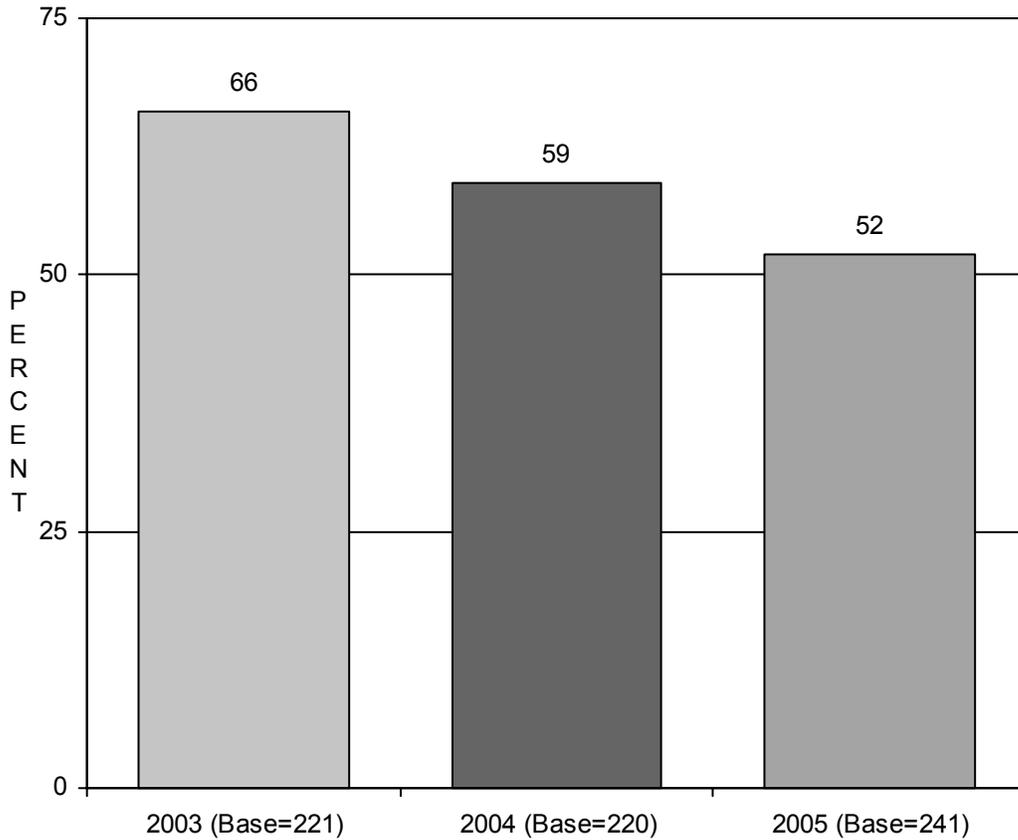


Among Laughlin visitors who visited or were planning to visit Las Vegas on this trip, 38% said they had visited or intended to visit Downtown (Figure 28).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 29
Visiting The Las Vegas Strip*
(Among Those Who Visited Or Plan To Visit Las Vegas)

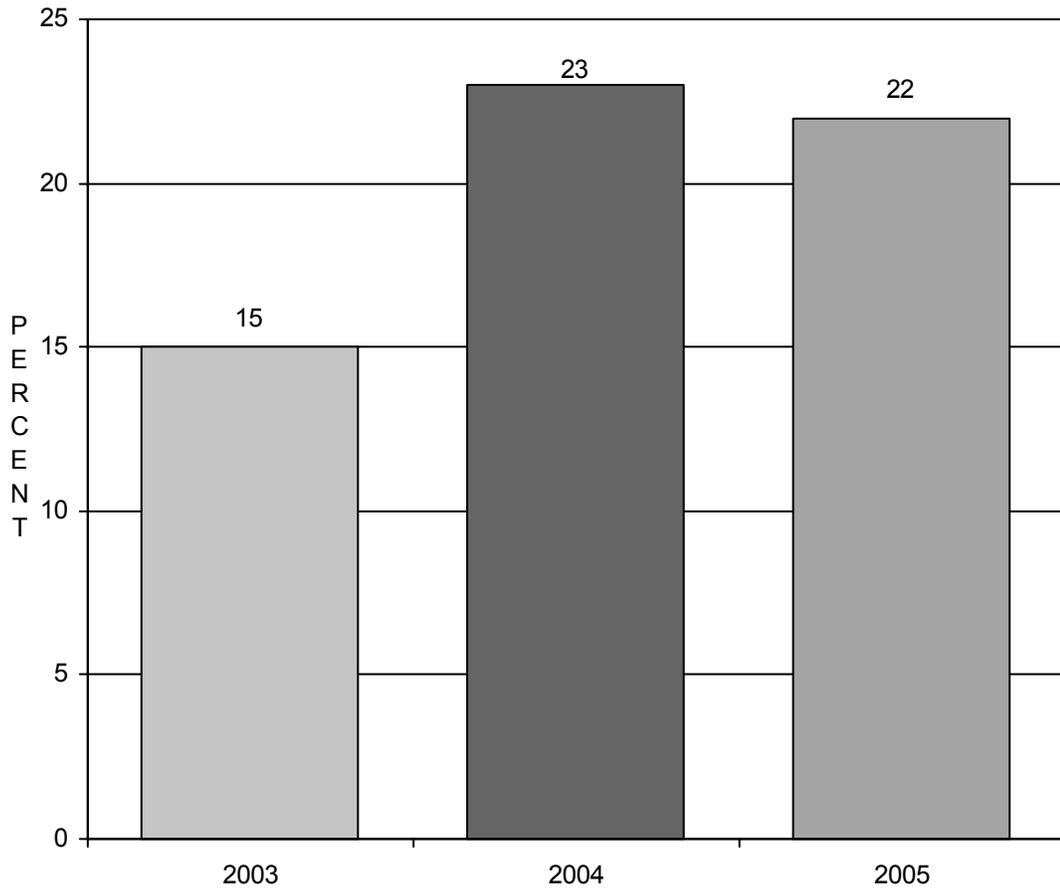


Among those who visited or planned to visit Las Vegas on this trip to Laughlin, 52% said they intended to visit the Strip, down from 66% in 2003 (Figure 29).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 30
Touring Other Nearby Places*
(Among All Visitors)

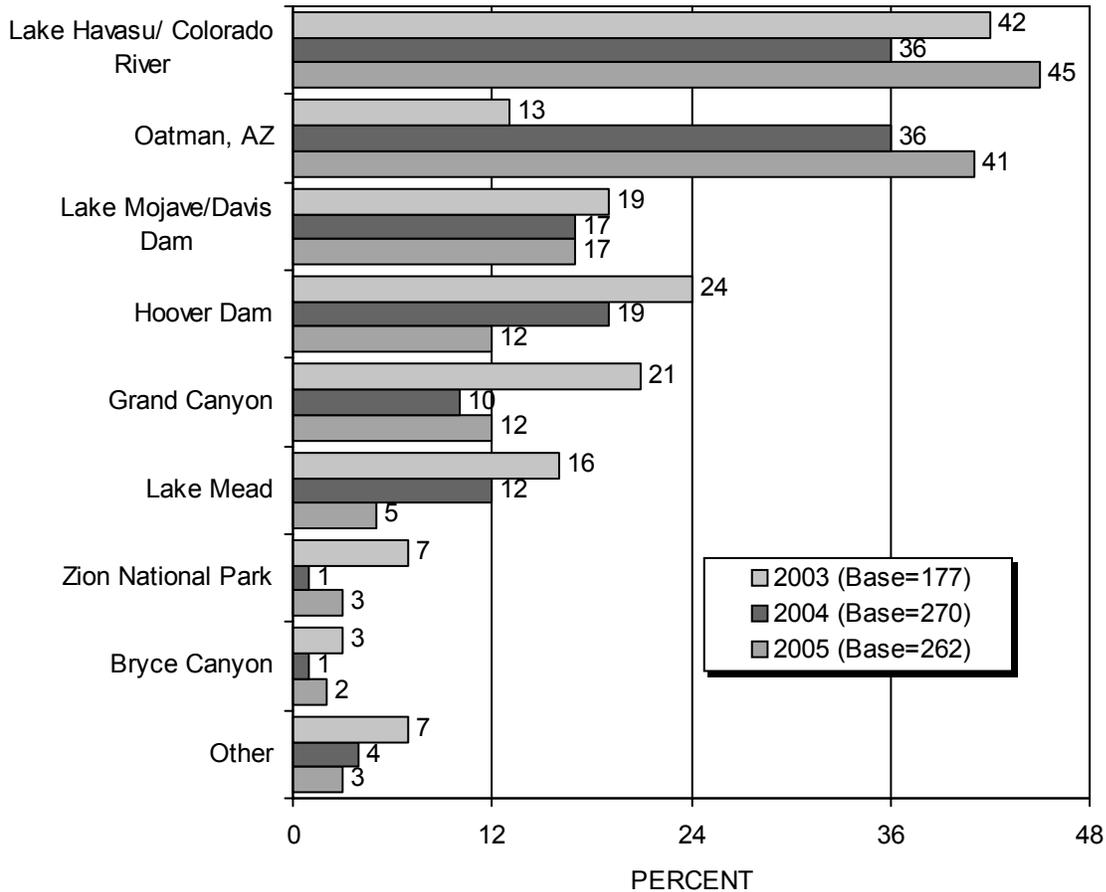


We asked visitors if they had visited, or planned to visit, other nearby areas besides Las Vegas (Figure 30), and 22% said yes, up significantly from 15% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 31
Other Nearby Places Visited*
(Among Those Who Visited Nearby Places)



Laughlin visitors who said they visited nearby areas were most likely to have visited the Lake Havasu/Colorado River area (45%, up from 36% in 2004) and the ghost town of Oatman (41%, up from 13% in 2003), followed by the Lake Mojave/Davis Dam area (17%), Hoover Dam (12%, down from 24% in 2003 and 19% in 2004), the Grand Canyon (12%, down from 21% in 2003) and Lake Mead (5%, down from 16% in 2003 and 12% in 2004). Three percent (3%) visited Zion National Park, and 2% visited Bryce Canyon (Figure 31).

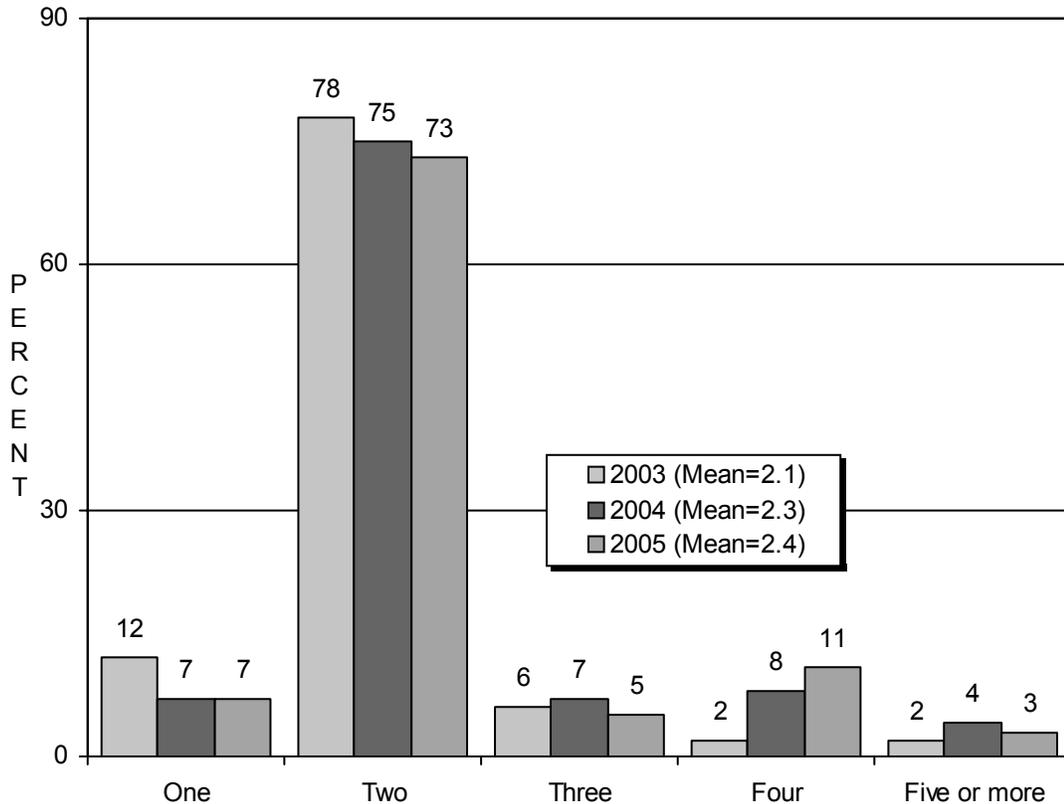
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Multiple responses were permitted to this question.

TRIP CHARACTERISTICS AND EXPENDITURES

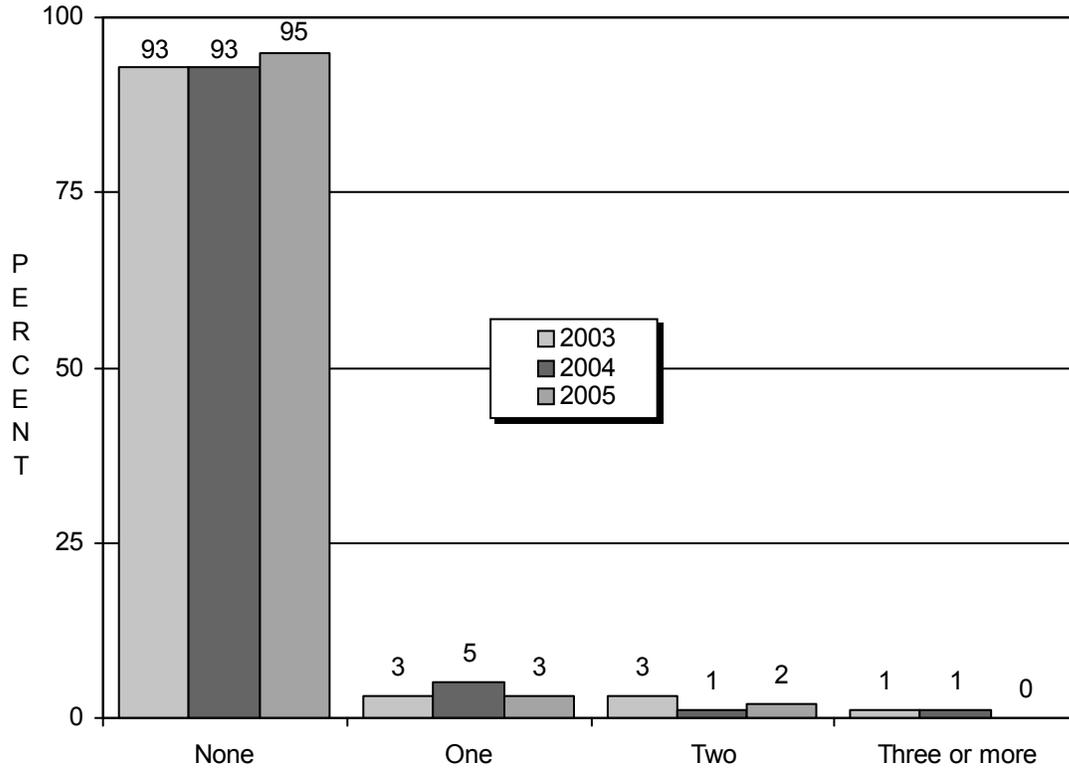
We asked visitors how many adults (21 years old or older) including themselves were in their immediate party (Figure 32). The majority (73%) reported two adults in their party. However, 11% said they were traveling in a party of four (up from 2% in 2003 and 8% in 2004), and another 3% said their party included five or more people (up from 2% in 2003). As a result of these increases, the average number of adults increased significantly from 2.1 in 2003 to 2.4 in 2005.

FIGURE 32
 Adults In Immediate Party*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 33
Number Of Persons In Immediate Party Under Age 21*



We asked respondents how many people under 21 years old were in their immediate party (Figure 33). In 2005, the majority (95%) of respondents did not travel to Laughlin with anyone under 21 years old, up from 93% in 2003. Only 5% said their party included someone under the age of 21, down from 7% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 34
Nights Stayed*

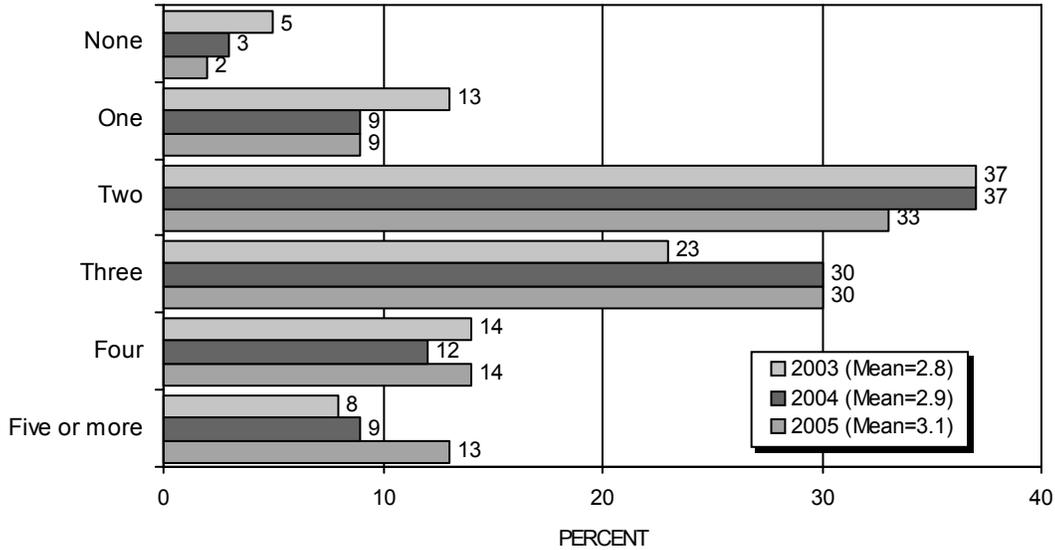
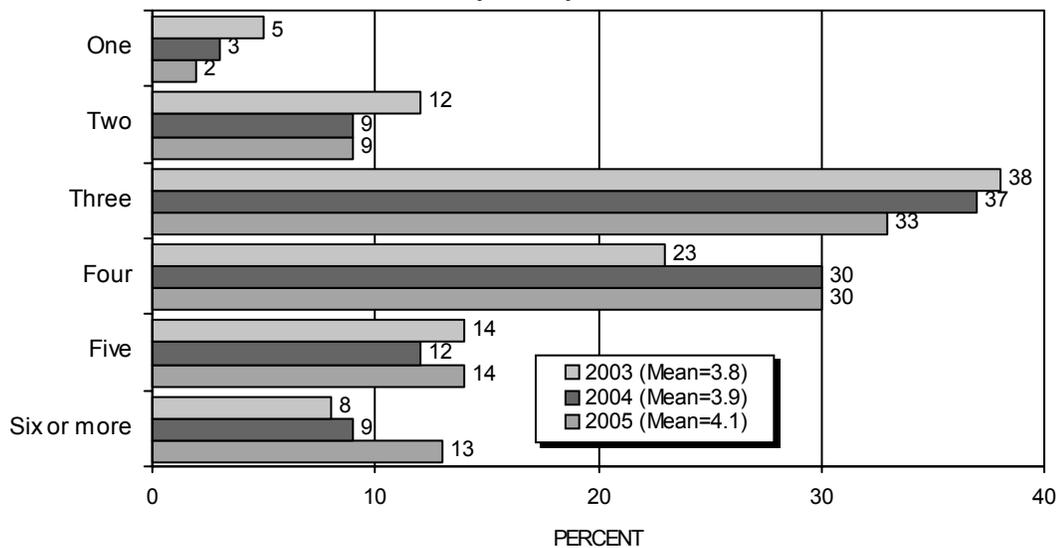


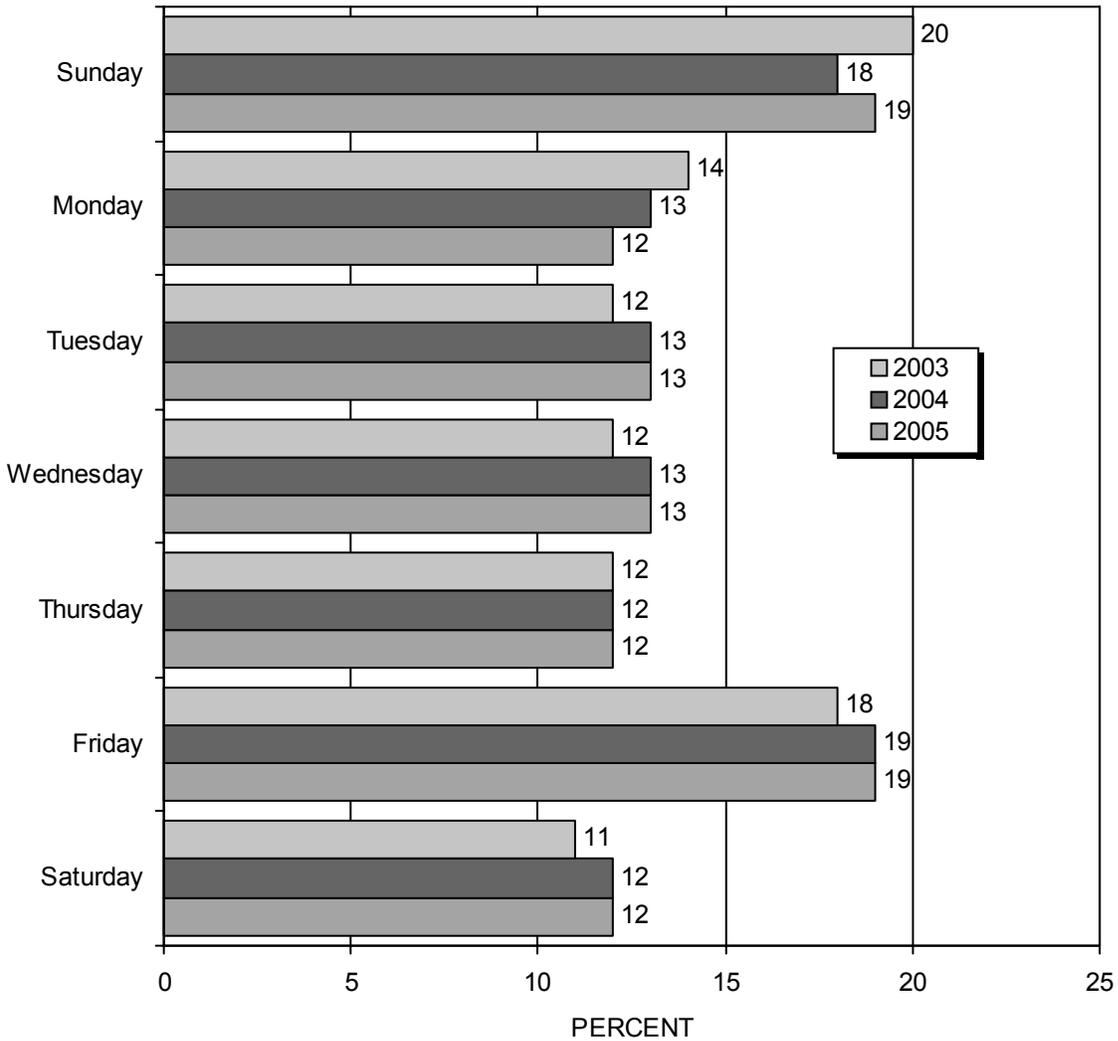
FIGURE 35
Days Stayed*



During 2005, Laughlin visitors stayed an average of 3.1 nights and 4.1 days, up from 2.8 nights and 3.8 days in 2003, and 2.9 nights and 3.9 days in 2004 (Figures 34 and 35).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

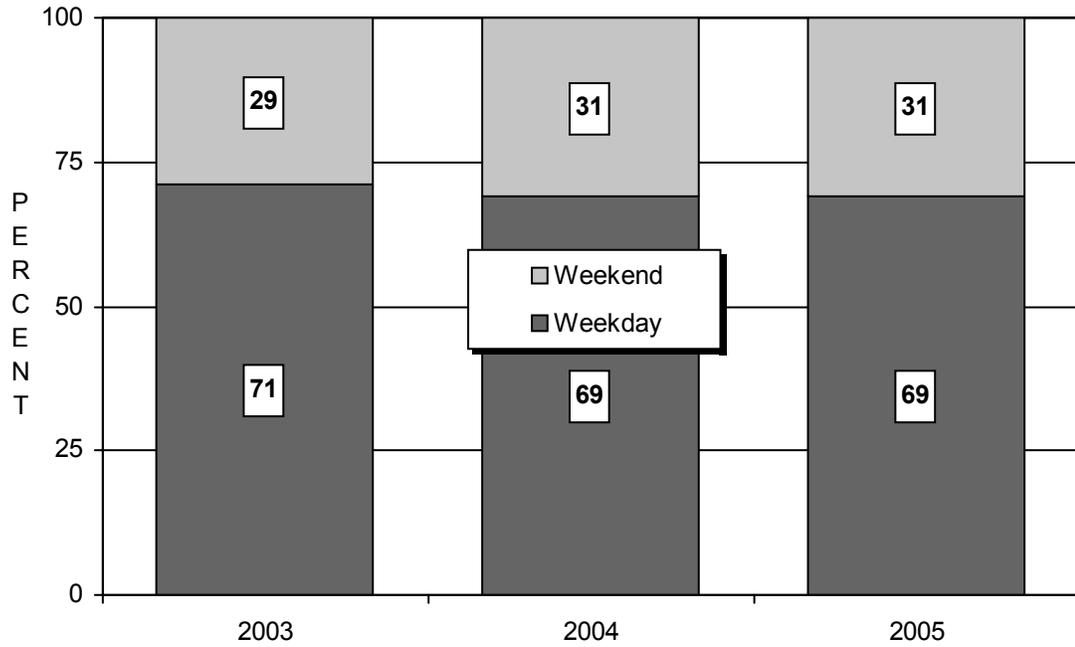
FIGURE 36
Day Of Arrival*



Visitors were most likely to arrive in Laughlin on either a Friday (19%) or a Sunday (19%). These numbers have changed little since 2003 (Figure 36).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

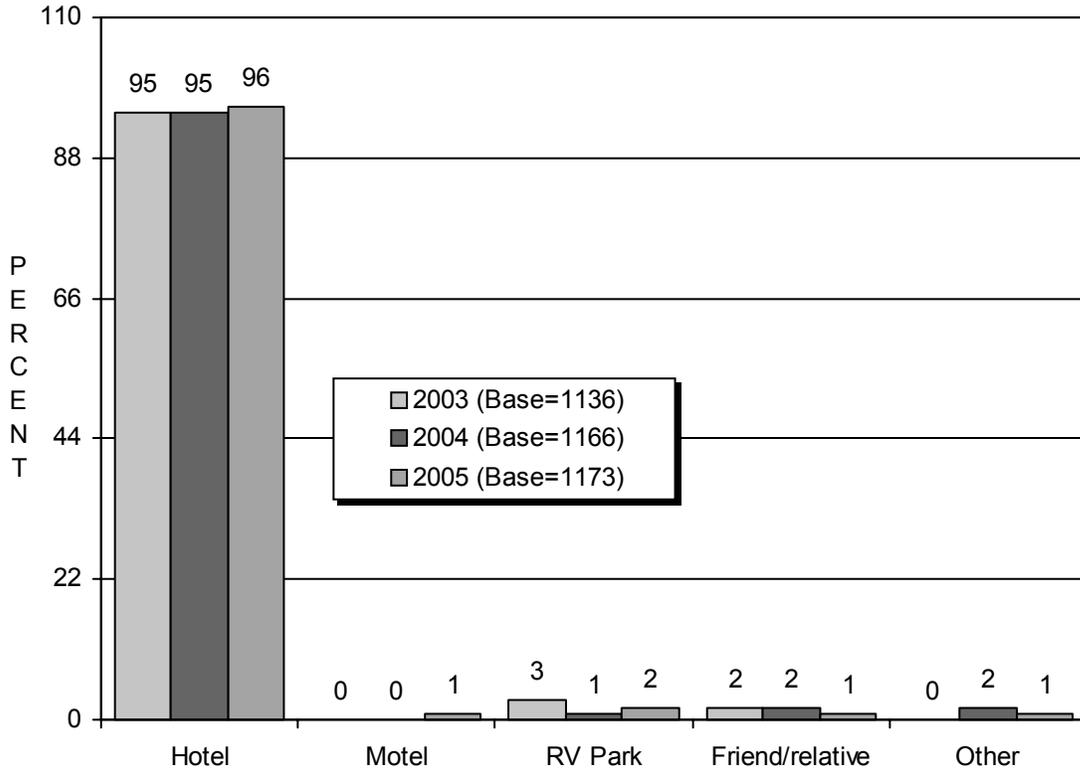
FIGURE 37
Weekend Versus Weekday Arrival*



The likelihood of arriving in Laughlin on a weekend (Friday or Saturday) (31%) was virtually unchanged from past years. Seven in ten visitors (69%) arrived in Laughlin between Sunday and Thursday (Figure 37).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

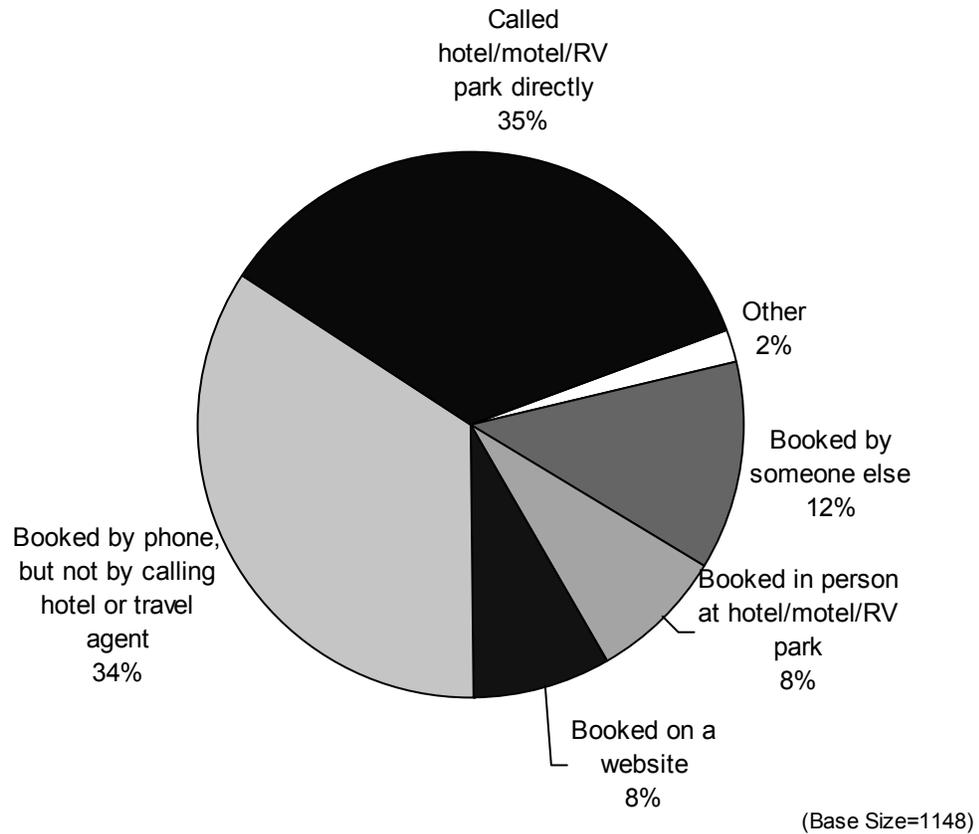
FIGURE 38
 Type Of Lodging*
 (Among Those Who Stayed Overnight)



As shown in Figure 38, the proportion staying in hotels among visitors who stayed overnight was 96%.

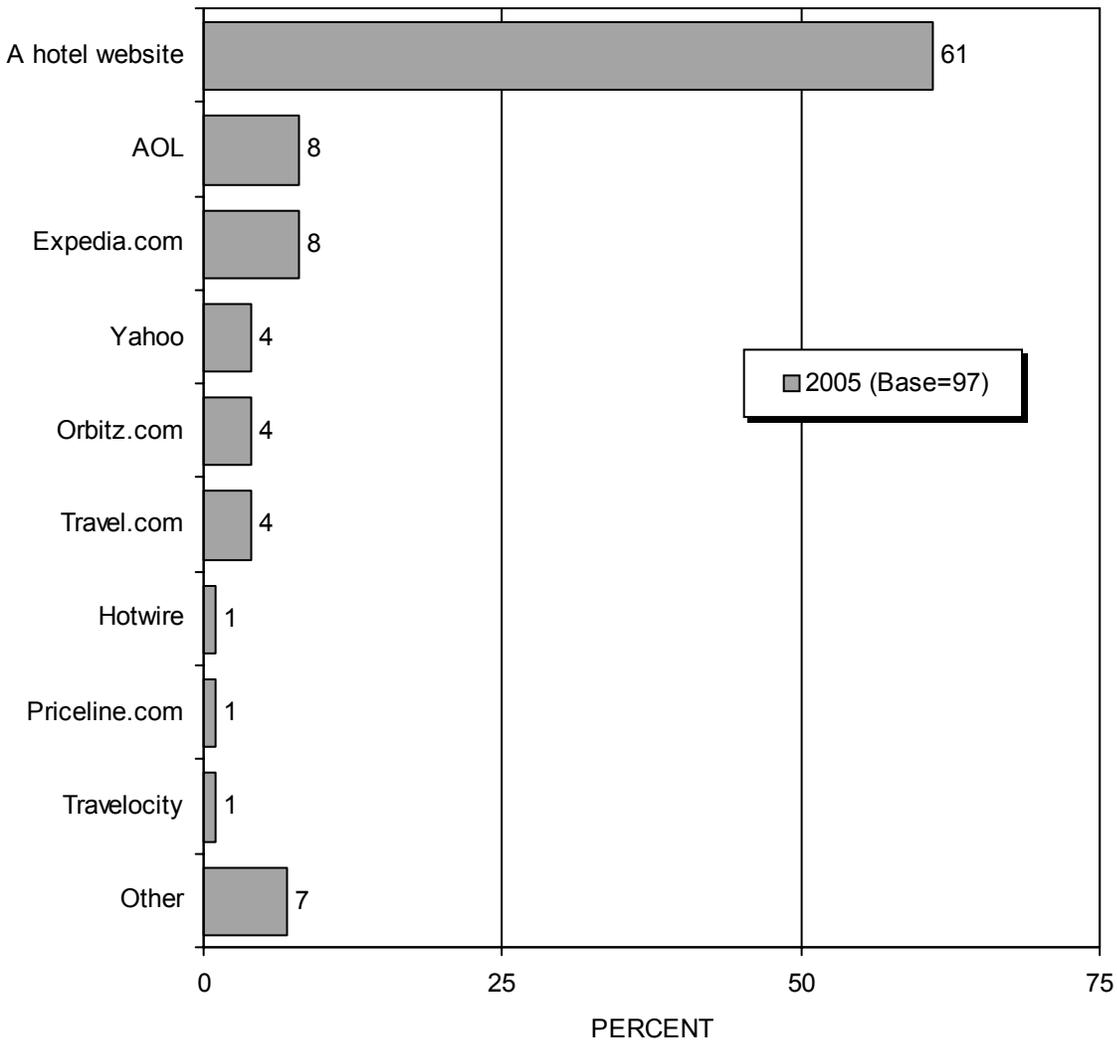
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 39
How Booked Accommodations
(Among Those Who Stayed in Hotel/Motel/RVPark)



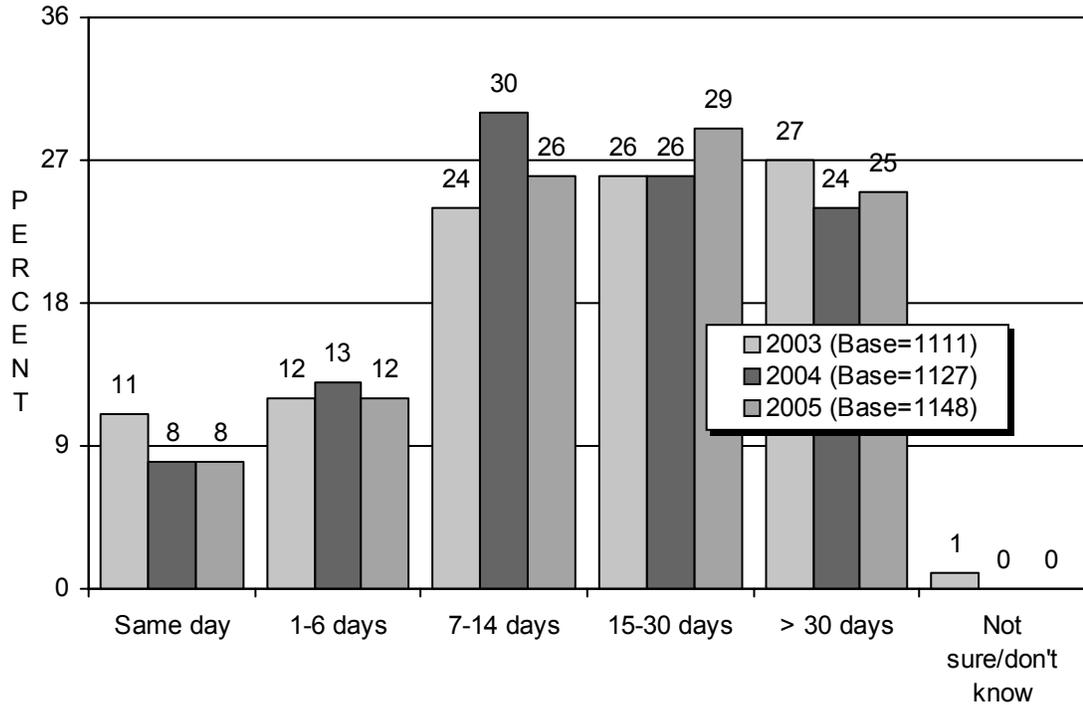
Beginning in 2005, visitors were asked how they booked their accommodations (Figure 39). Thirty-five percent (35%) said they booked their accommodations by calling the property directly, 34% said they booked by phone, but not by calling the hotel or a travel agent, 8% each said they booked in person or on a website, and 1% each said they booked through a travel agent or that the trip was a gift. Twelve percent (12%) said someone else booked the accommodations.

FIGURE 40
Website Used to Book Accommodations
(Among Those Who Booked Online)



Beginning in 2005, visitors who booked their accommodations on a web site were asked which website they used to book their accommodations. More than six in ten (61%) said they used a hotel website to book their accommodations. Eight percent (8%) said they used AOL or Expedia, while 4% booked their accommodations through Yahoo, Orbitz.com, or Travel.com. One percent of respondents used Hotwire.com, Priceline.com, or Travelocity to book accommodations, while 7% used some other website. (Figure 40).

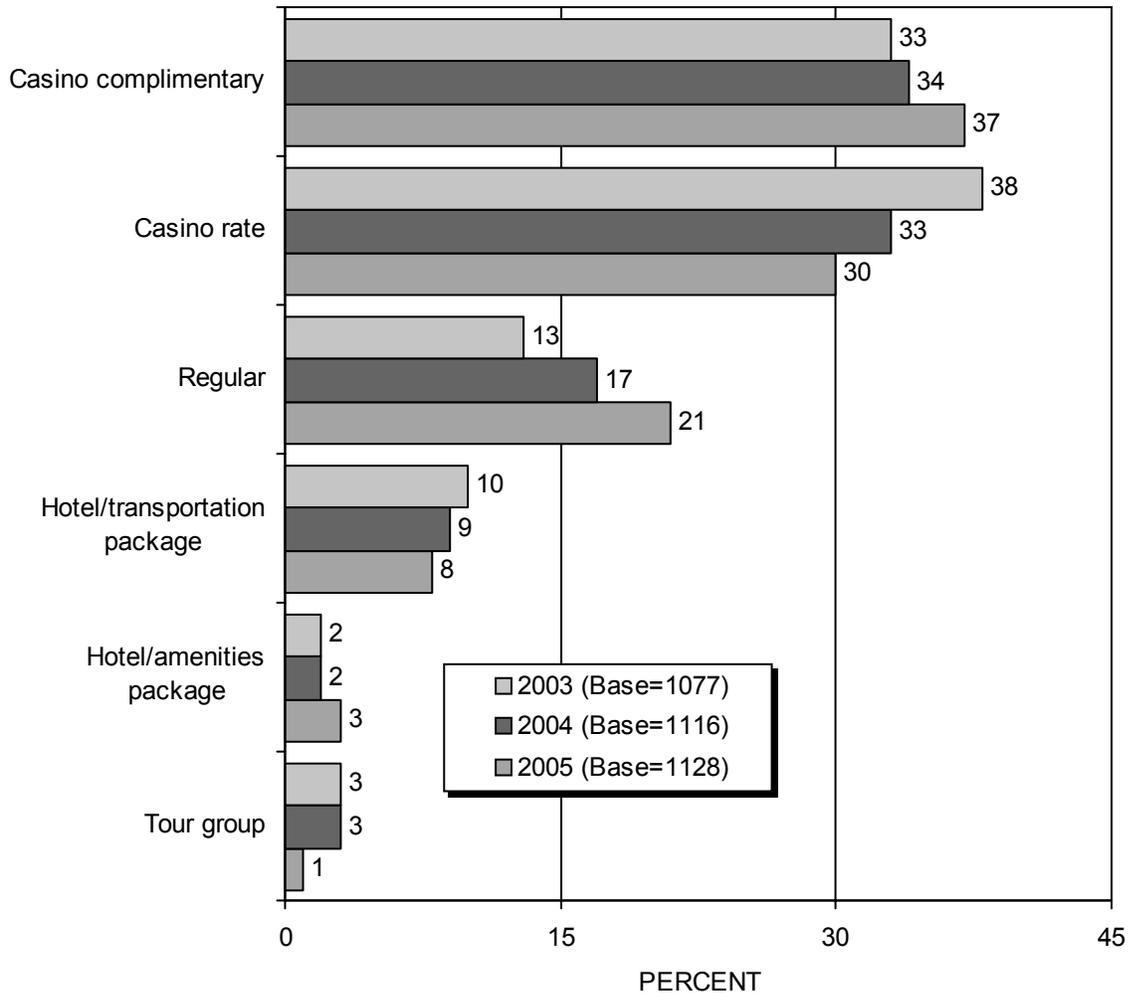
FIGURE 41
How Far In Advance Accommodations Were Booked*
(Among Those Staying In A Hotel/Motel/RV Park)



We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 41). Eight percent (8%) of visitors booked accommodations the same day (down from 11% in 2003), 12% booked one to six days in advance, 55% booked 7 to 30 days in advance (up from 50% in 2003), and 25% booked more than 30 days in advance.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

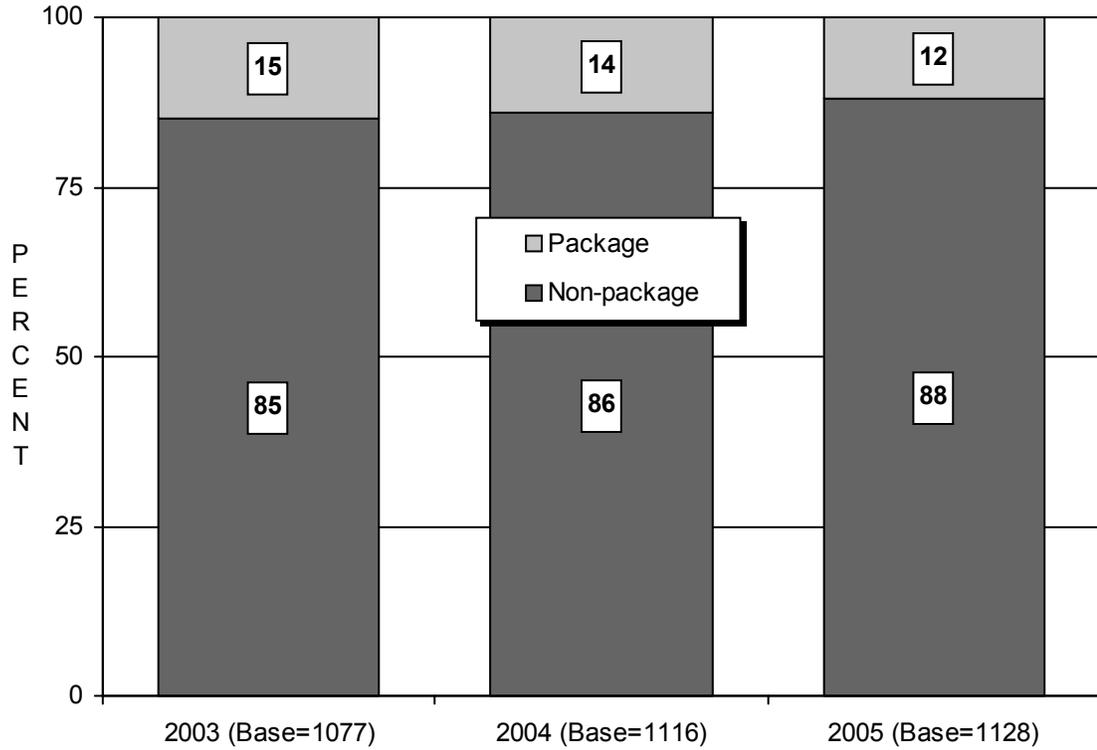
FIGURE 42
Type Of Room Rate*
(Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 42). The proportion mentioning a casino rate dropped from 38% in 2003 to 30% currently. At the same time, the number of respondents who said they received a regular room rate (21%) was up significantly from 13% in 2003 and 17% in 2004. Thirty-seven percent (37%) said they received a casino complimentary rate (also up somewhat), and 12% a package rate (down from 15% in 2003 and 14% in 2004).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

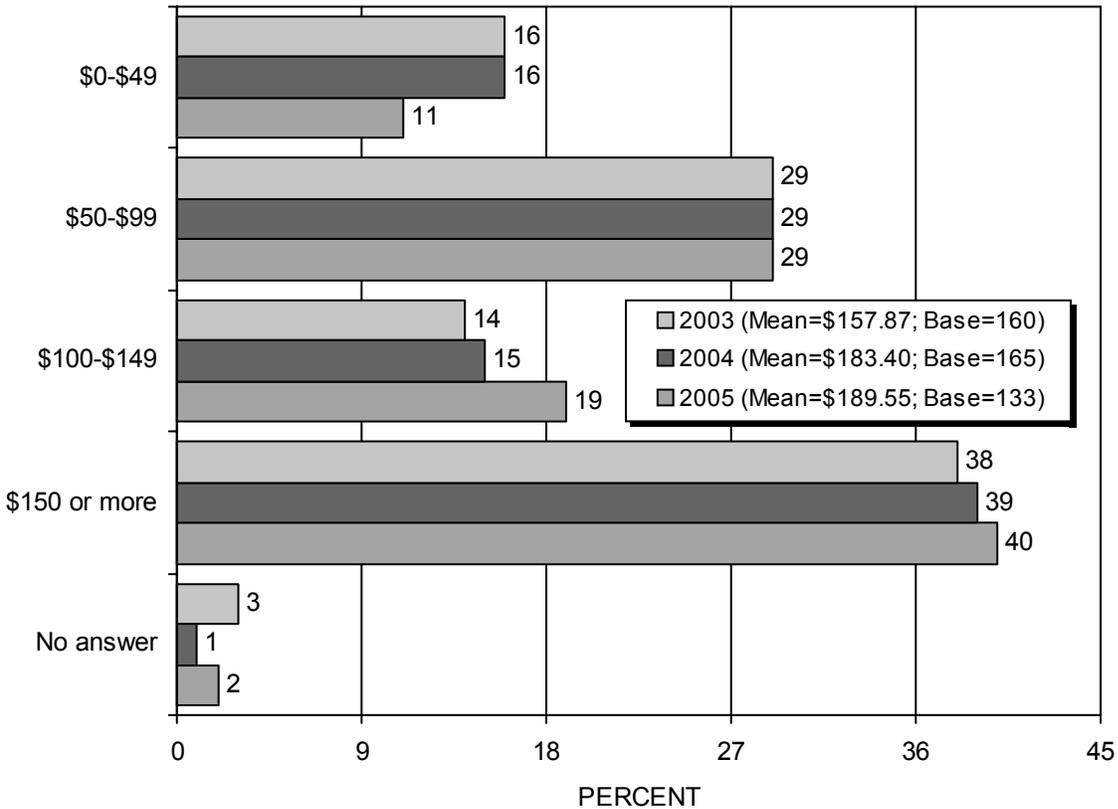
FIGURE 43
Package vs. Non-Package Rates*
(Among Those Staying In A Hotel Or Motel)



In 2005, 12% received their lodging as part of a package deal, down from 15% in 2003 and 14% in 2004 (Figure 43).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

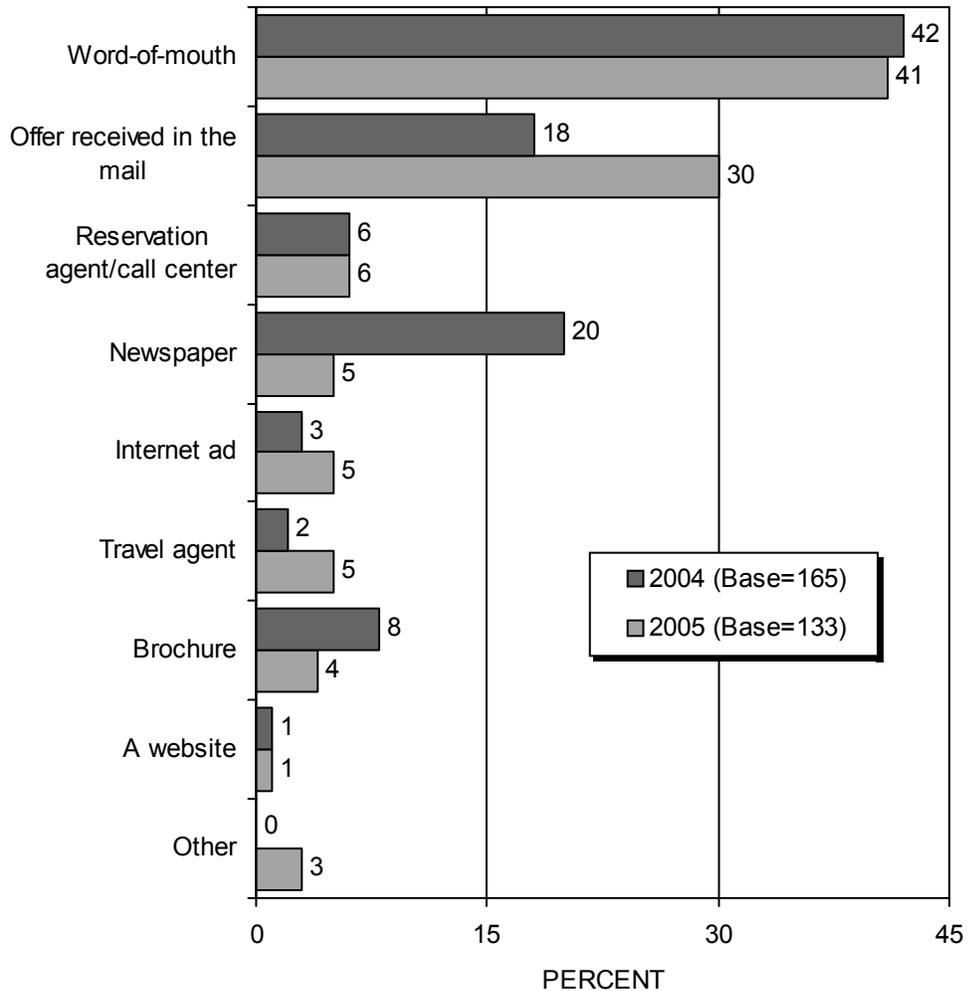
FIGURE 44
Cost Of Package — Per Person*
(Among Those Who Bought A Package)



We asked for the package cost from visitors who had purchased a hotel, airline, or tour/travel group package (Figure 44). Forty percent (40%) said they paid \$150 or more for their package, 19% paid \$100 to \$149, 29% paid \$50 to \$99, and 11% paid less than \$50.

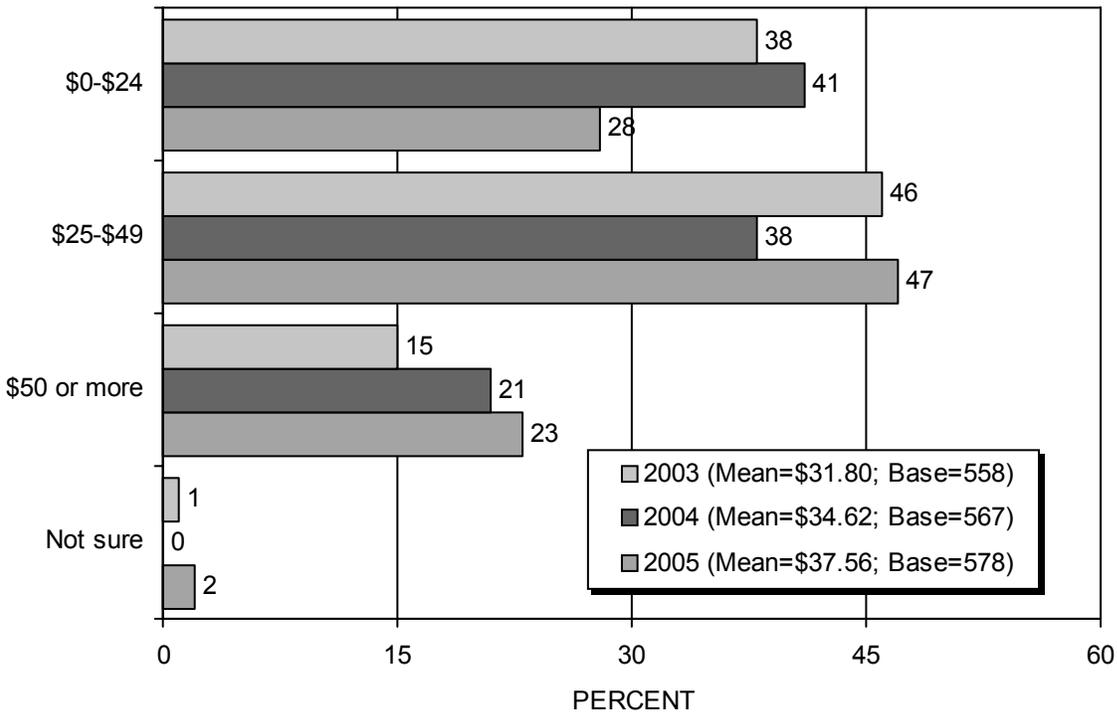
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 45
 How First Learned About Package
 (Among Those Who Bought A Package)



Starting in 2004, package purchasers were asked how they first found out about the package they bought for their trip to Laughlin (Figure 45). More than four in ten (41%) said they first heard about the package through word-of-mouth. Three in ten (30%) said they received an offer through the mail, up from 18% in 2004. Five percent (5%) saw it in the newspaper, down from 20% in 2004. Six percent (6%) said they found out about the package through a call center, 5% each from a travel agent or an Internet ad, and 4% said from a brochure.

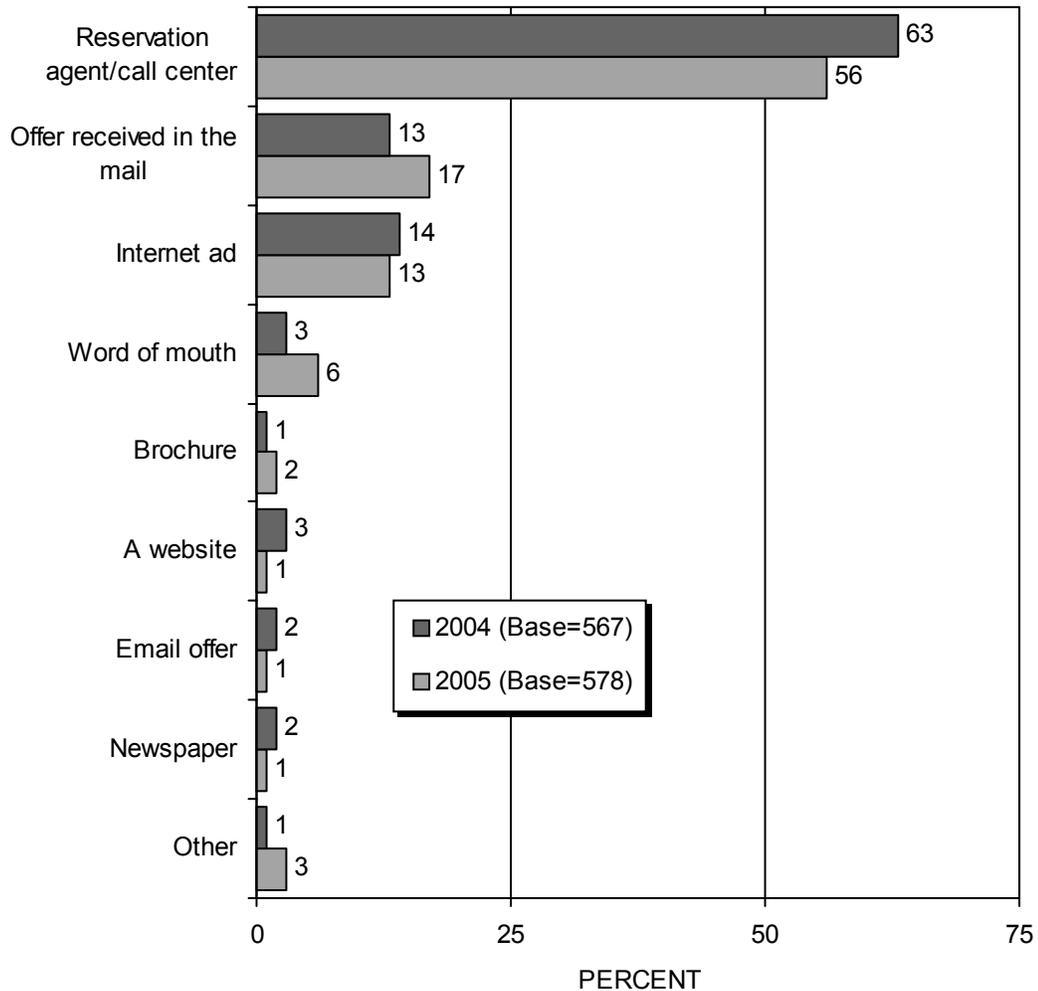
FIGURE 46
 Lodging Expenditures — Average Per Night*
 (Among Those Staying In A Hotel Or Motel/Non-Package)



The average reported room cost among non-package hotel and motel lodgers in 2005 was \$37.56, up significantly from \$31.80 in 2003 (Figure 46). The proportion of visitors paying \$50 or more for their room increased from 15% in 2003 to 23% in 2005, accounting for the increase in the average room cost.

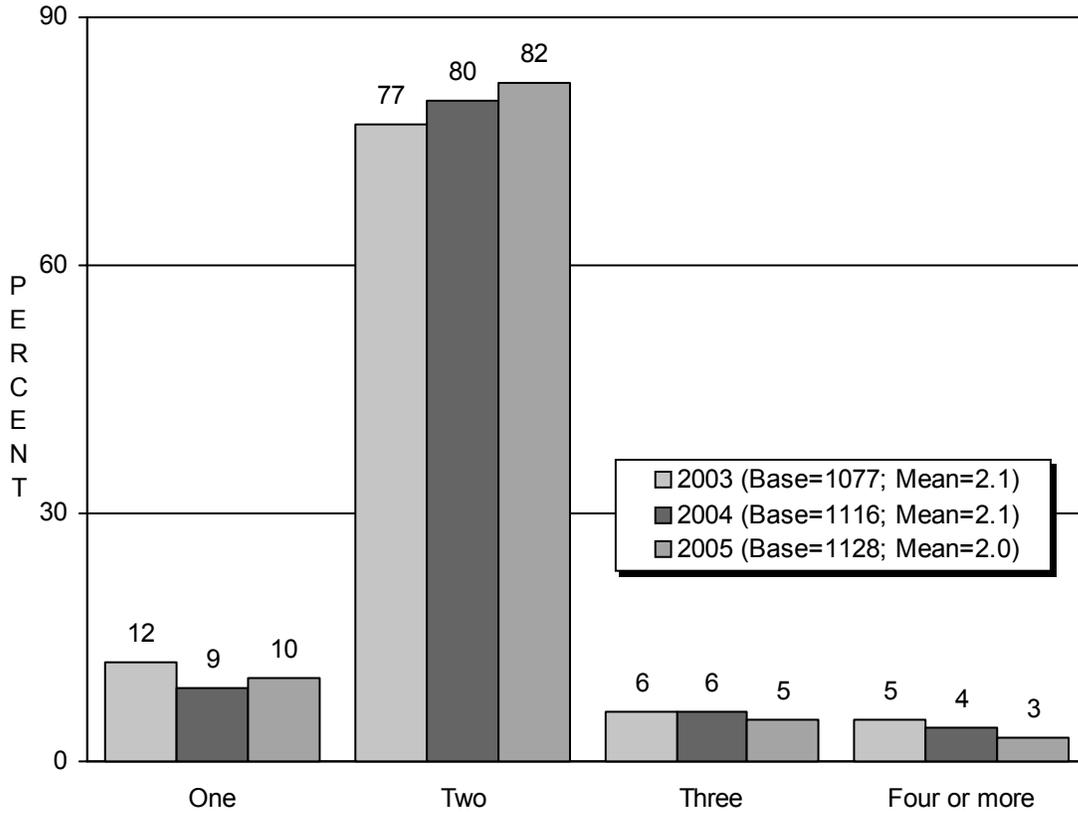
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 47
 How First Learned About Room Rate
 (Among Those Staying In A Hotel Or Motel/Non-Package)



Starting in 2004, non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 47). Fifty-six percent (56%) said they first heard of their room rate from a reservation agent or through a call center, down from 63% in 2004. Seventeen percent (17%) said they received an offer in the mail, 13% saw an advertisement on the Internet, and 6% said they heard about it through word of mouth. One percent (1%) heard about the rate from a website (down from 3% in 2004), 2% from a brochure, 1% from an email offer, 1% from a newspaper, and 3% heard about the rate they paid in some other way.

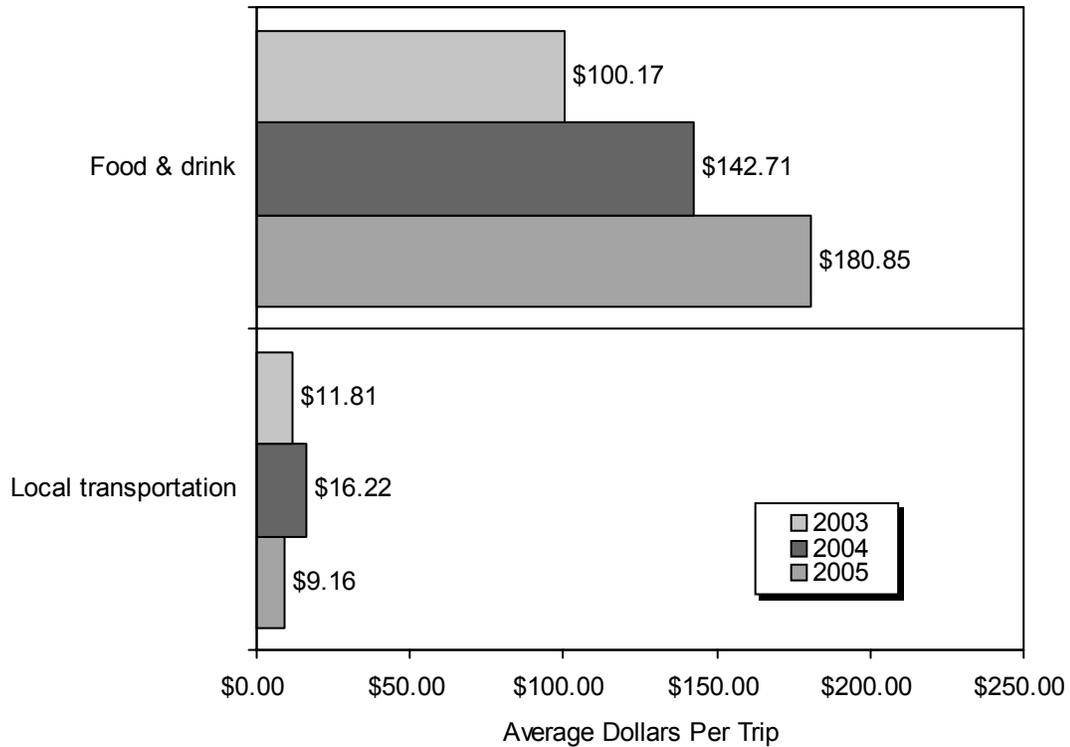
FIGURE 48
Number Of Room Occupants*
(Among Those Staying In A Hotel Or Motel)



As Figure 48 shows, the majority of visitors (82% in 2005) said that two people stayed in their room. The average number of room occupants per hotel/motel room was 2.0 occupants.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 49
Average Trip Expenditures On Food & Drink —
And Local Transportation*
(Including Visitors Who Spent Nothing In That Category)



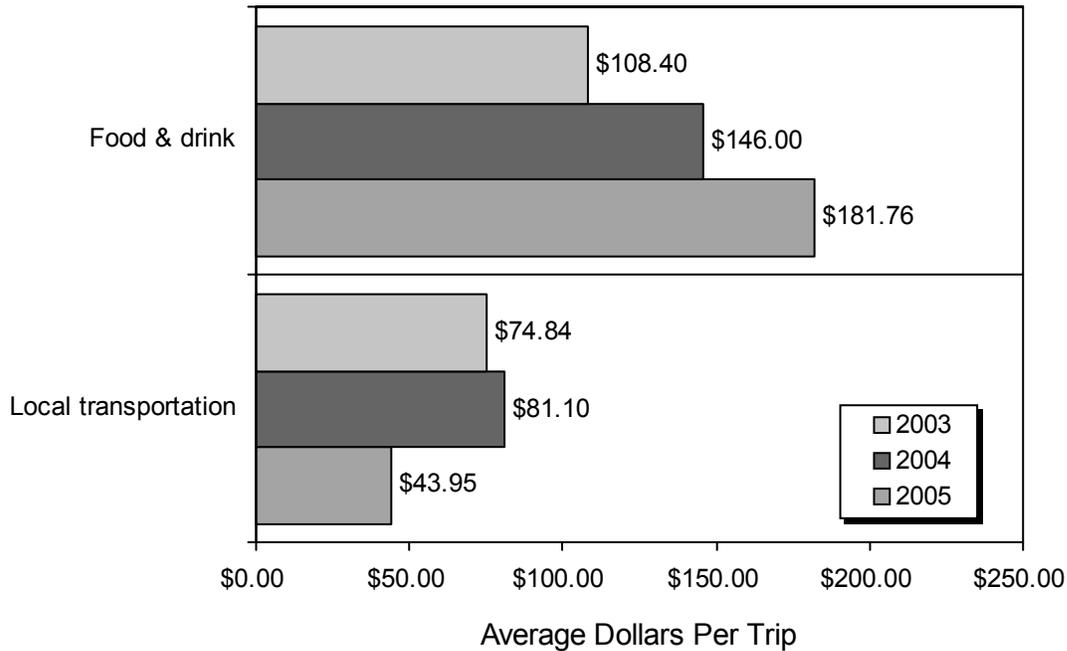
We asked all visitors about their daily expenditures on food and drink and on local transportation.

Figure 49 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In the current study, the average food and drink expenditure was \$180.85 per trip, up significantly from \$142.71 in 2004 and \$100.17 in 2003. The average local transportation expenditure was \$9.16 per trip, down from \$16.22 in 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they stayed in Laughlin on their most recent trip.

FIGURE 50
Average Trip Expenditures On Food & Drink — And Local Transportation*
(Among Those Who Spent Money In That Category)



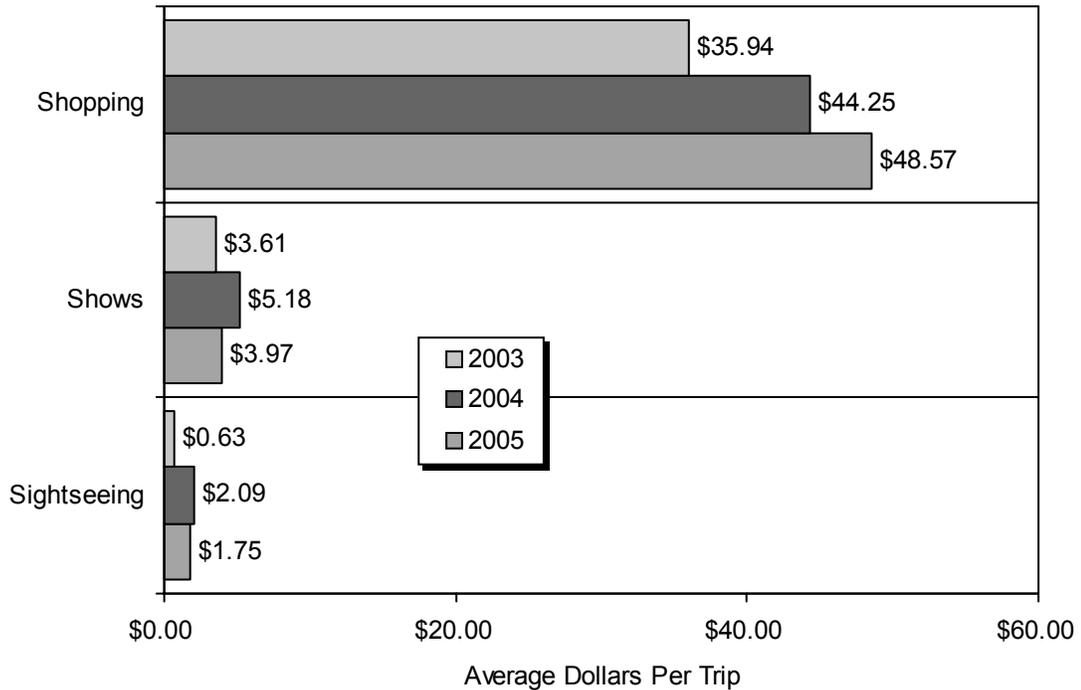
Among visitors who indicated they spent money in these categories, average food and drink expenditures in the current study were \$181.76 per trip, up significantly from \$146.00 in 2004 and \$108.40 in 2003 (Figure 50). Average local transportation expenditures were \$43.95 per trip, down from \$81.10 in 2004 and \$74.84 in 2003.

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

	2003	2004	2005
<u>Food and drink</u>			
Base size	(1108)	(1173)	(1194)
Proportion of total	92%	98%	99.5%
<u>Local transportation</u>			
Base size	(190)	(240)	(250)
Proportion of total	16%	20%	21%

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

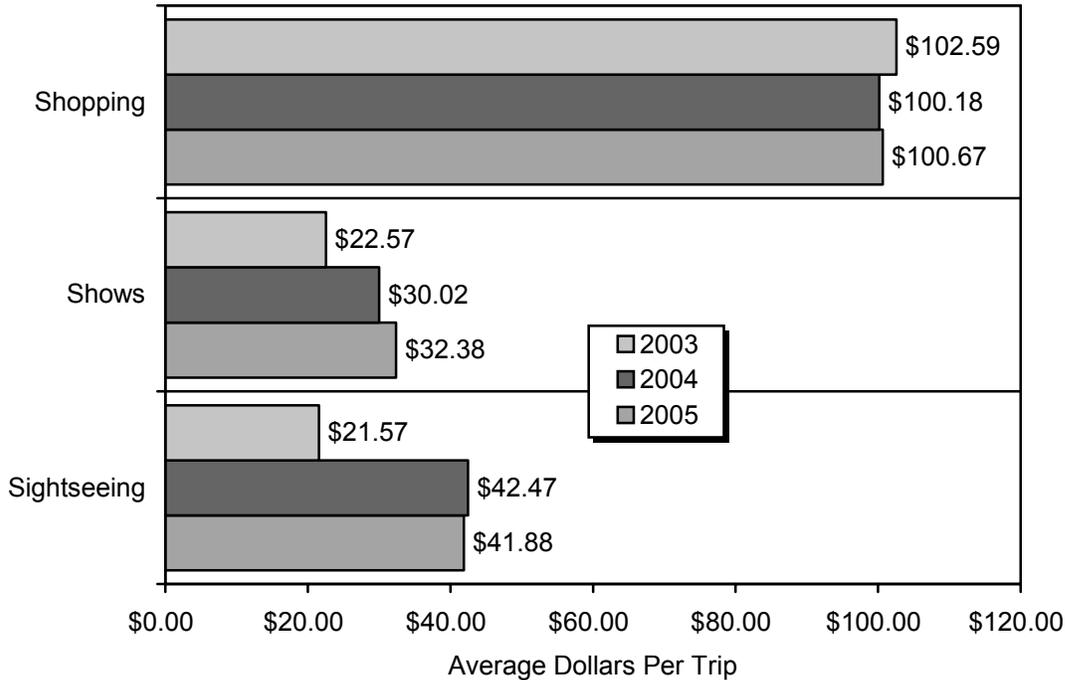
FIGURE 51
 Average Trip Expenditures On Shopping, Shows, And Sightseeing*
 (Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on shopping, shows, and sightseeing during their visit to Laughlin. Figure 51 shows these average expenditures *including visitors who said they spent nothing in each category*. The average total spent on shopping in 2005 was \$48.57, up from \$35.94 in 2003. An average of \$3.97 was spent on shows, down from \$5.18 in 2004, and an average of \$1.75 was spent on sightseeing, an increase from \$0.63 in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 52
Average Trip Expenditures On Shopping, Shows, And Sightseeing*
(Among Those Who Spent Money In That Category)



Looking only at visitors who spent money in that category, the average spent for shopping in 2005 was \$100.67, about the same as in past years (Figure 52). The average spent on shows was \$32.38, up from \$22.57 in 2003. The average spent on sightseeing was \$41.88, up from \$21.57 in 2003.

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

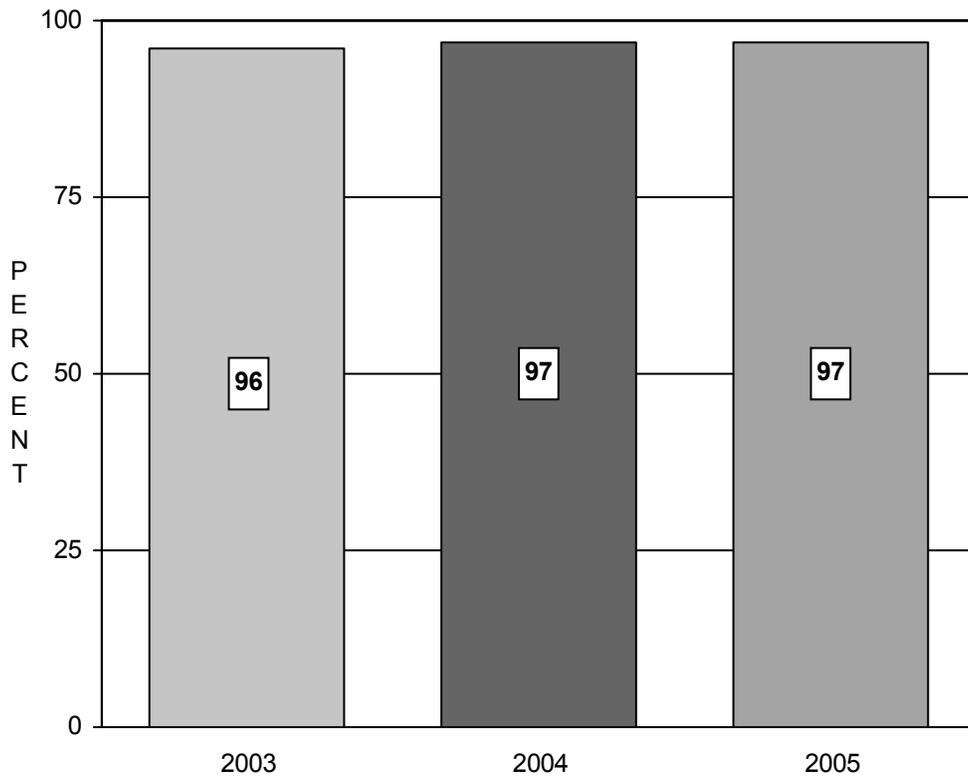
	2003	2004	2005
Shopping			
Base size	(420)	(530)	(579)
Proportion of total	35%	44%	48%
Shows			
Base size	(192)	(207)	(147)
Proportion of total	16%	17%	12%
Sightseeing			
Base size	(35)	(59)	(50)
Proportion of total	3%	5%	4%

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

GAMING BEHAVIOR AND BUDGETS

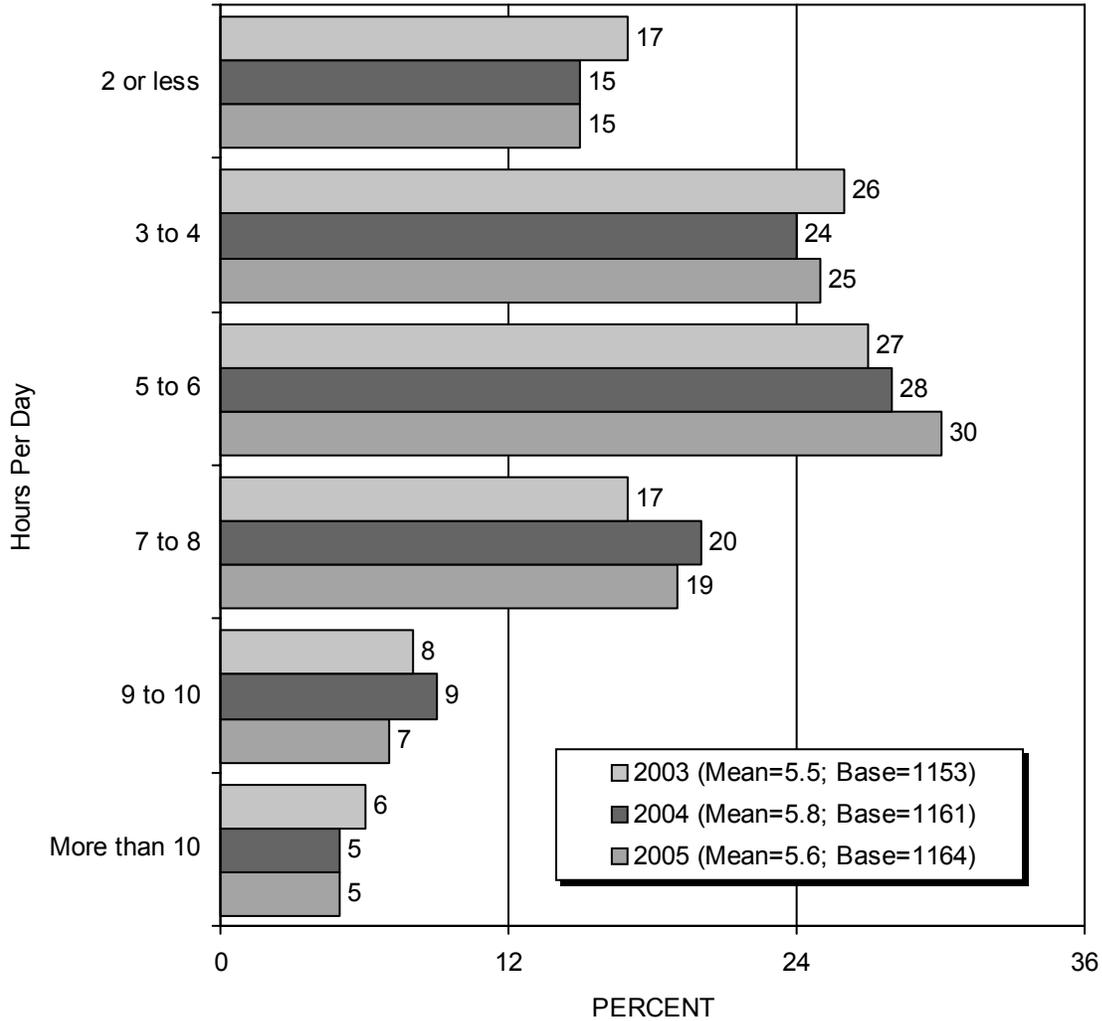
The number of Laughlin visitors in the current study who said they gambled on their trip to Laughlin was 97%, about the same as in past years (Figure 53).

FIGURE 53
Whether Gambled While In Laughlin*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

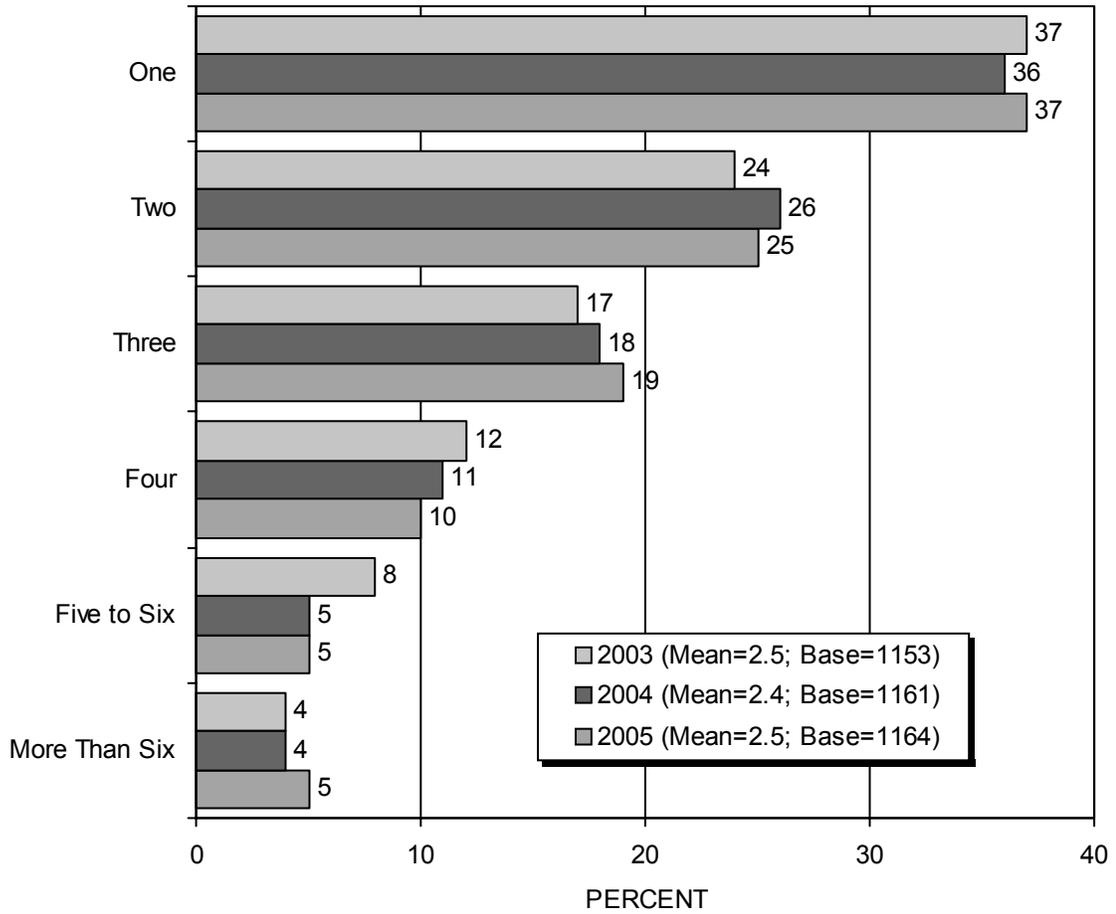
FIGURE 54
Hours Of Gambling — Average Per Day*
(Among Those Who Gambled)



In 2005, Laughlin visitors said they spent an average of 5.6 hours a day gambling (Figure 54).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

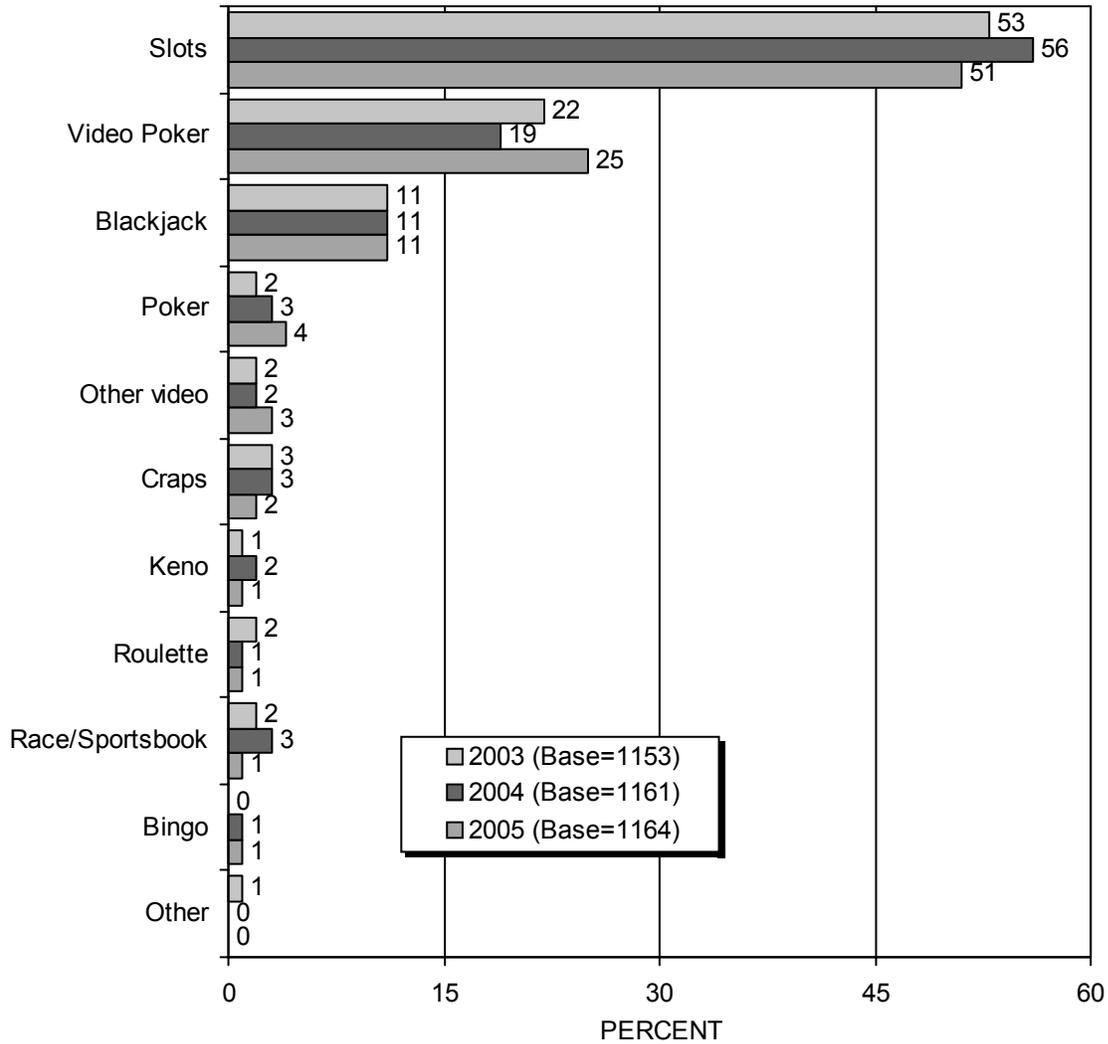
FIGURE 55
 Number Of Different Casinos Visited*
 (Among Those Who Gambled)



Gamblers reported visiting an average of 2.5 casinos in 2005, about the same as past years (Figure 55).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 56
Casino Game Played Most Often*
(Among Those Who Gambled)

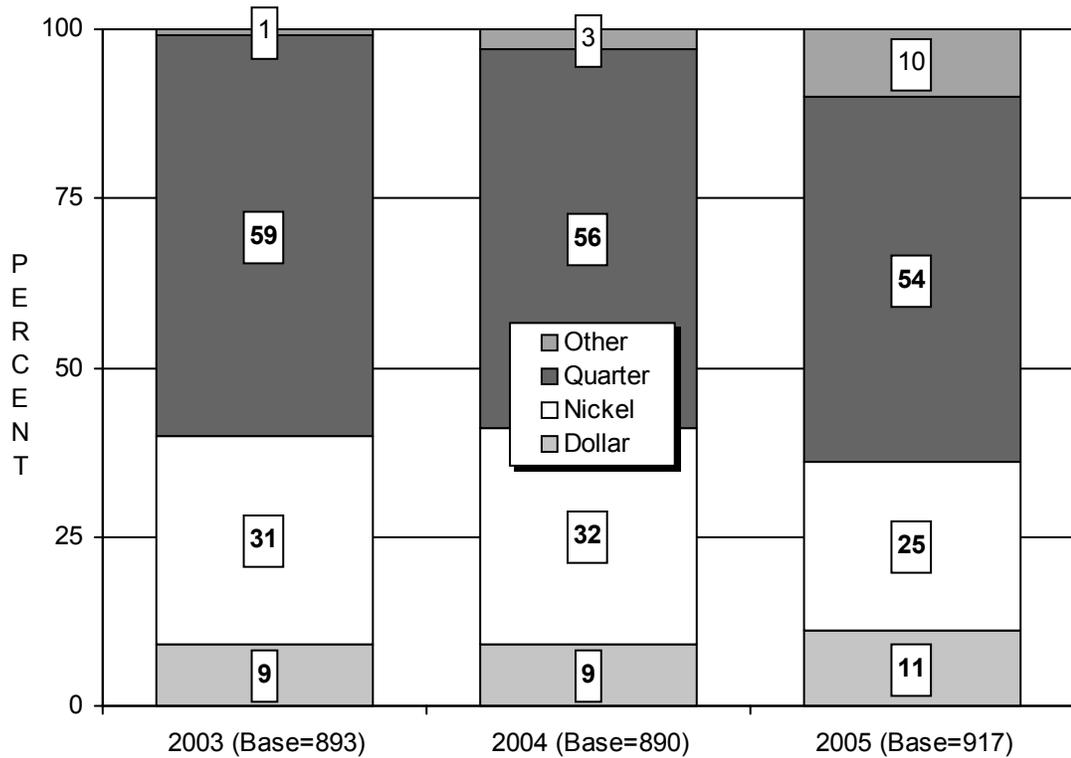


As Figure 56 shows, 51% of gamblers in 2005 played slot machines most often, down from 56% in 2004. Twenty-five percent said they played video poker machines (up from 19% in 2004), followed by 11% who said blackjack. Four percent (4%) played poker most often, up from 2% in 2003. All other games combined account for the remainder.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Percentages do not add to 100% because of rounding.

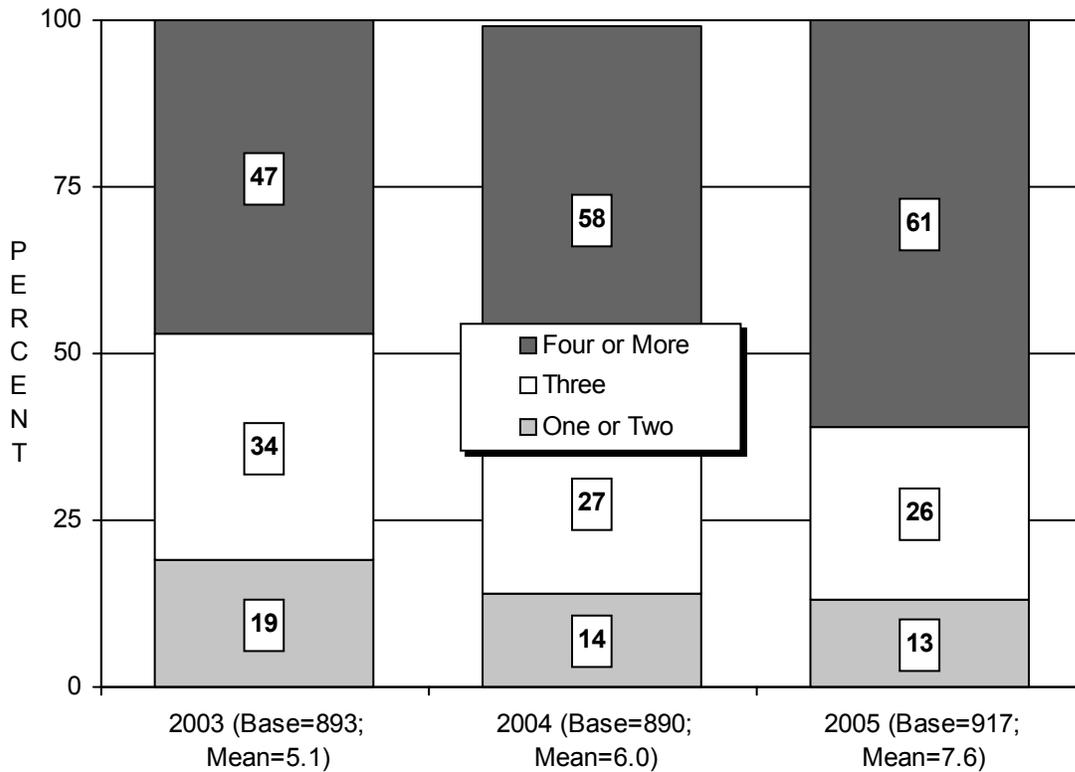
FIGURE 57
 Machine Denomination Played Most Often*
 (Among Those Who Played Slot And Video Machines)



Among those who played slot and video machines in 2005, 54% played quarter machines most often, down from 59% in 2003, 25% played nickel machines most often, down from 31% in 2003 and 32% in 2004, and 11% played dollar machines most often (Figure 57). The decrease in play for nickel and quarter machines can be traced to an increase (from 1% in 2003 and 3% in 2004 to 10% in 2005) in those who played “other” denominations, generally penny machines with a high number of tokens per play.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 58
Average Coins/Tokens For Each Play*
(Among Those Who Played Slot And Video Machines)

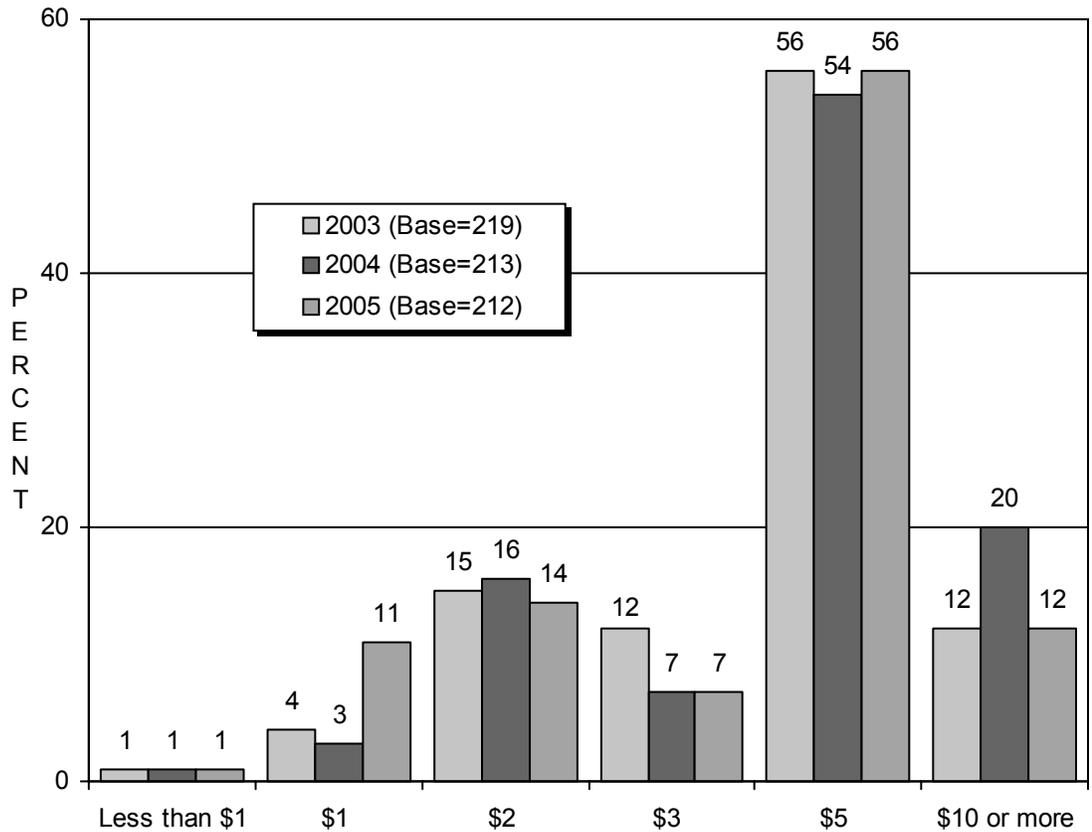


Visitors who played slot and video machines were asked, on average, how many coins or tokens they usually insert before each play on a machine (Figure 58). The average number of coins or tokens per play was 7.6, up significantly from the average of 5.1 in 2003 and 6.0 in 2004. The increase is due to the fact that gamblers were significantly more likely to report inserting four or more coins per play (61%) than they did in 2003 (47%).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Percentages may not add to 100% because of rounding.

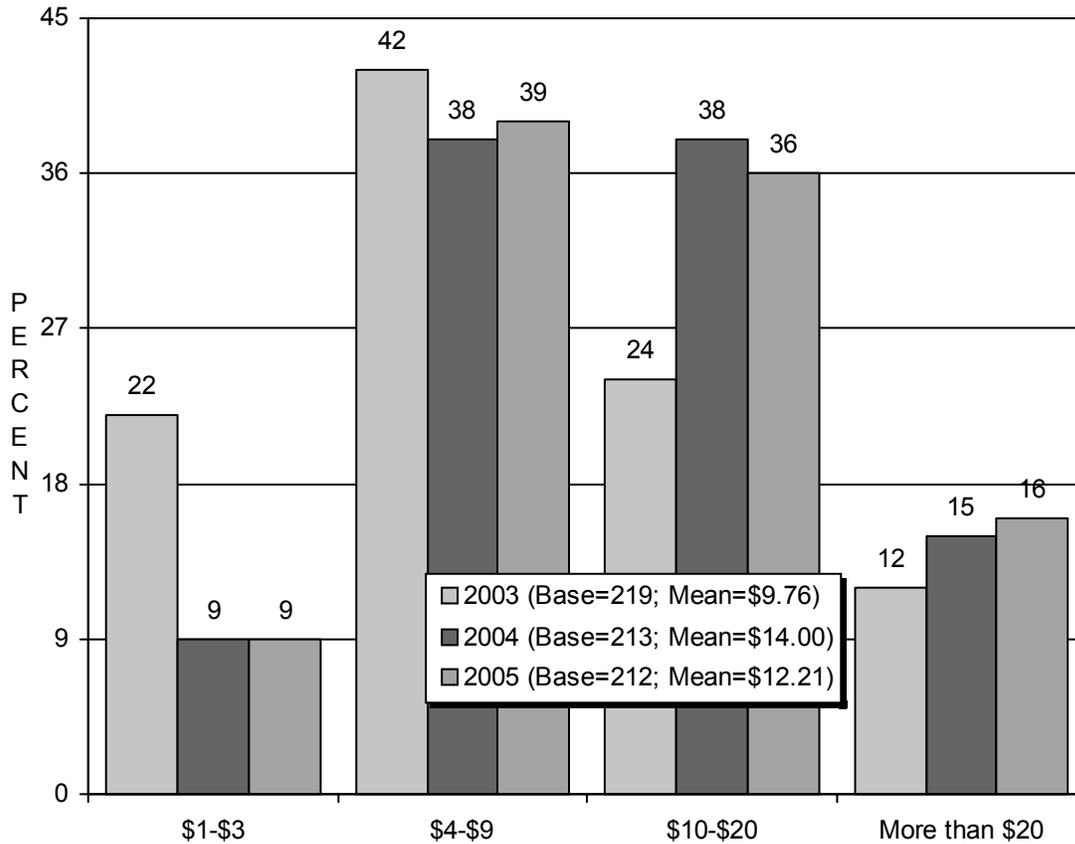
FIGURE 59
 Table Minimum Played Most Often*
 (Among Those Who Played Table Games)



As Figure 59 shows, those who played table games most often in 2005 were most likely to say they played games with a \$5.00 minimum (56%). Twelve percent (12%) played games with a \$10.00 or greater minimum, while 11% played \$1.00 minimum tables, a significant increase from 4% in 2003 and 3% in 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

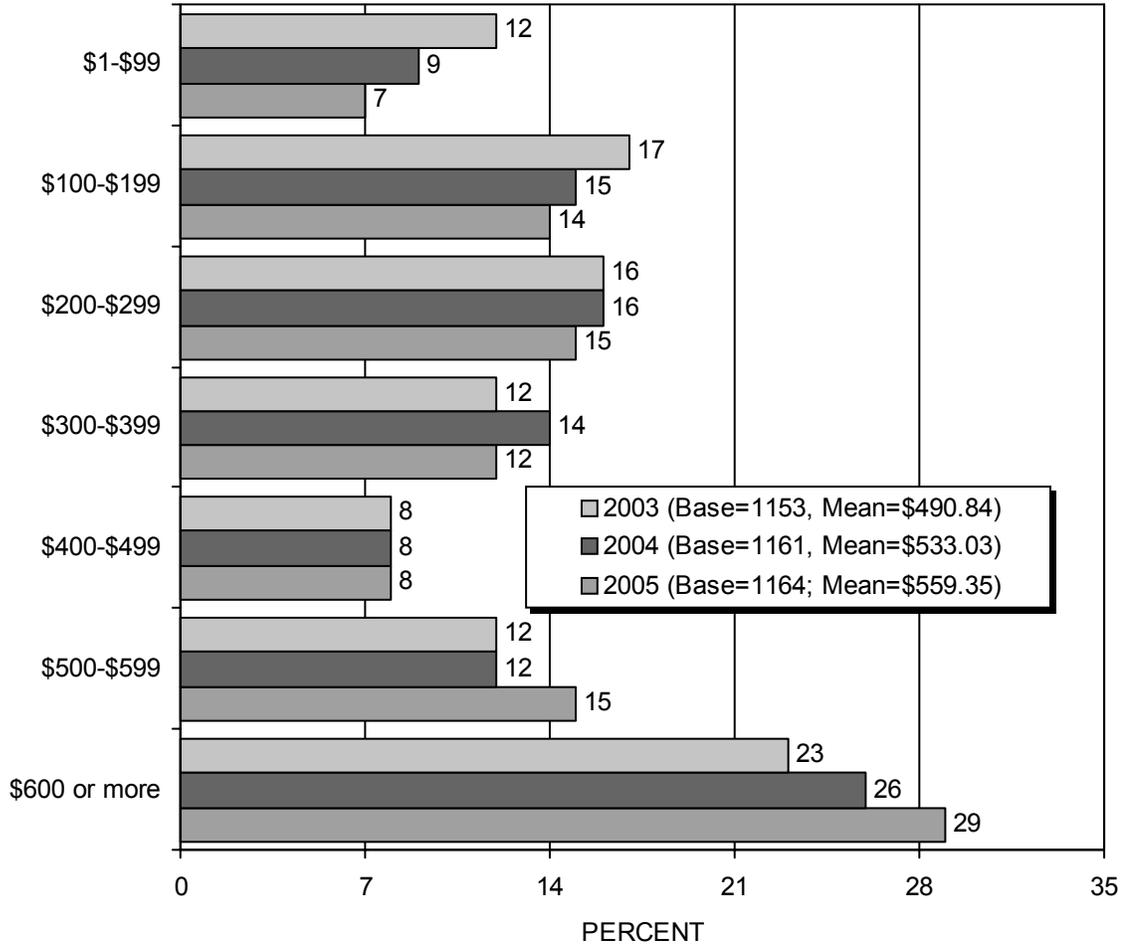
FIGURE 60
Average Bet — Table Games*
(Among Those Who Played Table Games)



We asked those who played table games about the size of their usual bet (Figure 60). The current average bet is \$12.21, up significantly from \$9.76 in 2003. The proportion of respondents whose average bet was \$10 to \$20 increased significantly from 2003 (24%) to 2005 (36%).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

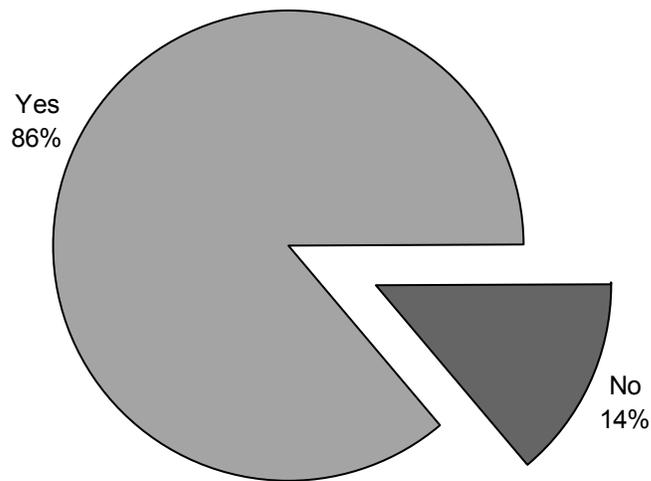
FIGURE 61
Trip Gambling Budget*
(Among Those Who Gambled)



The average gambling budget reported by visitors to Laughlin was \$559.35, up significantly from \$490.84 in 2003 (Figure 61).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 62
Whether Member of A Slot/Loyalty Club*

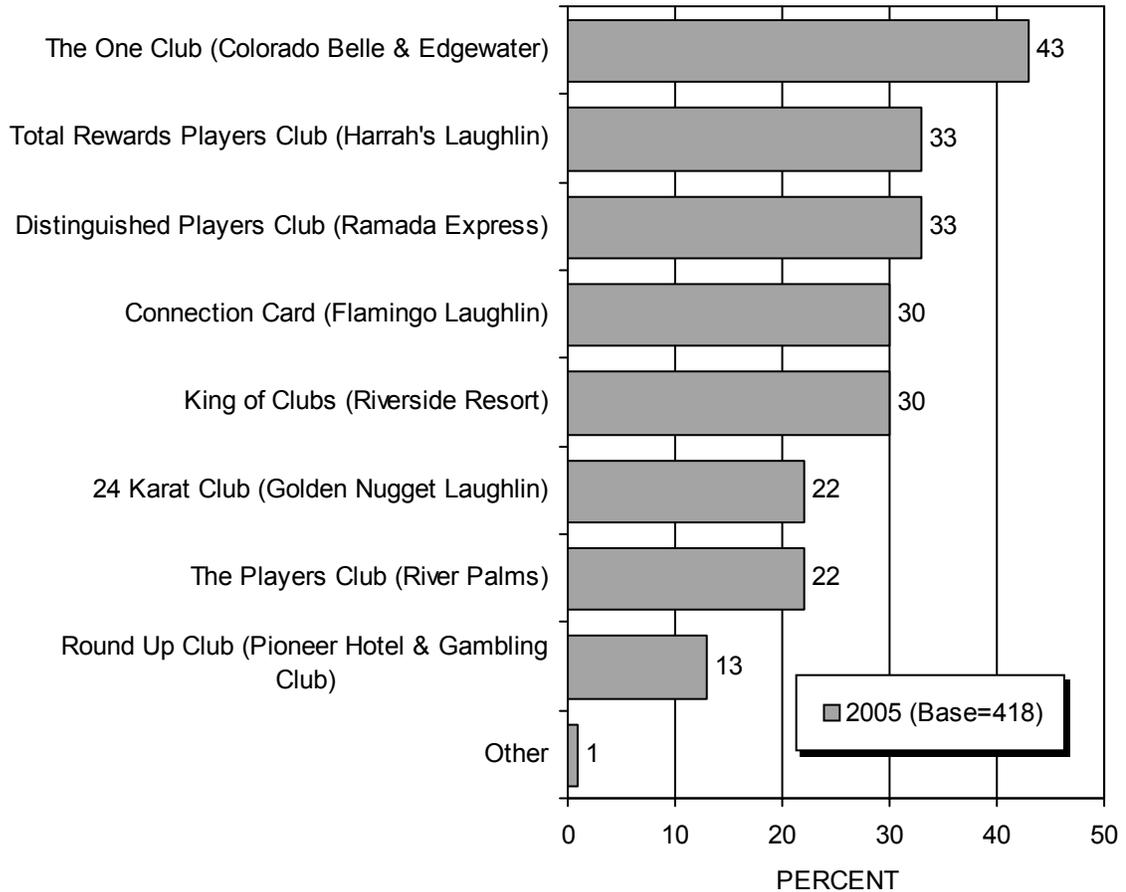


(Base Size = 489)

Beginning in August, 2005, respondents who gambled during their current trip to Laughlin were asked if they were a member of a slot or loyalty club at any of the Laughlin resorts. Eighty-six percent (86%) said that they were (Figure 62).

* Reflects percentage of respondents between August and December, 2005.

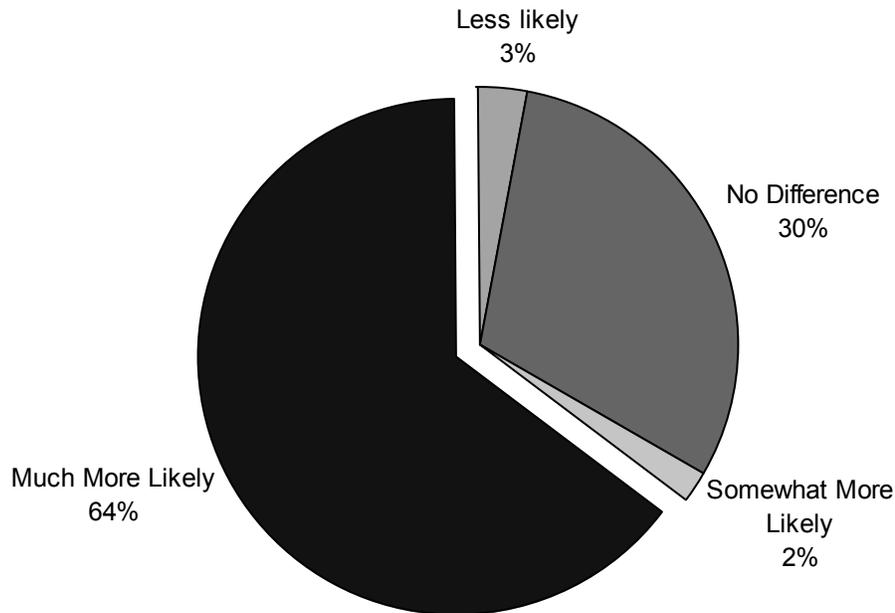
FIGURE 63
 Slot/Loyalty Clubs Belongs To*
 (Among Those Who Were Members of Slot/Loyalty Clubs)



Starting in August, 2005, Laughlin visitors who said they were members of a slot or loyalty club were asked to which club they belonged (Figure 63). Forty-three percent (43%) said they belonged to the Colorado Belle and Edgewater “The One Club,” 33% each belonged to the Harrah’s Laughlin “Total Rewards Players Club” or Ramada Express “Distinguished Players Club.” Thirty percent (30%) each belonged to the Flamingo Laughlin “Connection Card” or Riverside Resort “King of Clubs,” another 22% mentioned the Golden Nugget “24 Karat Club” and the River Palms “The Players Club,” while 13% said they belonged to the Pioneer Hotel and Gambling Hall “Round-up Booth.”

* Multiple responses were permitted to this question.

FIGURE 64
Likelihood Of Visiting Laughlin With
More Places To Gamble Outside Laughlin

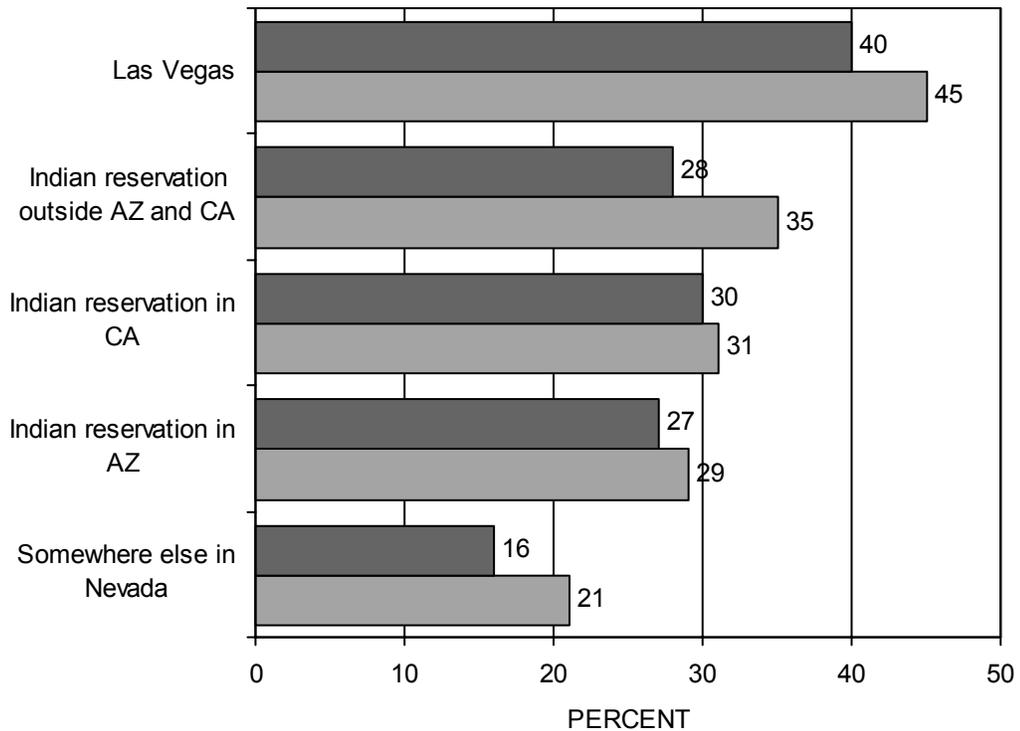


Beginning in 2005, all visitors to Laughlin were asked the following:

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

About two-thirds of visitors (64%) said that having other places to gamble made them *more* likely to visit Laughlin. Thirty percent (30%) said it made no difference in their decision to visit Laughlin. Only 3% of respondents said that having other places to gamble made them *less* likely to visit Laughlin (Figure 64).

FIGURE 65
Where Respondents Gambled Outside Laughlin*
(Among All Visitors)



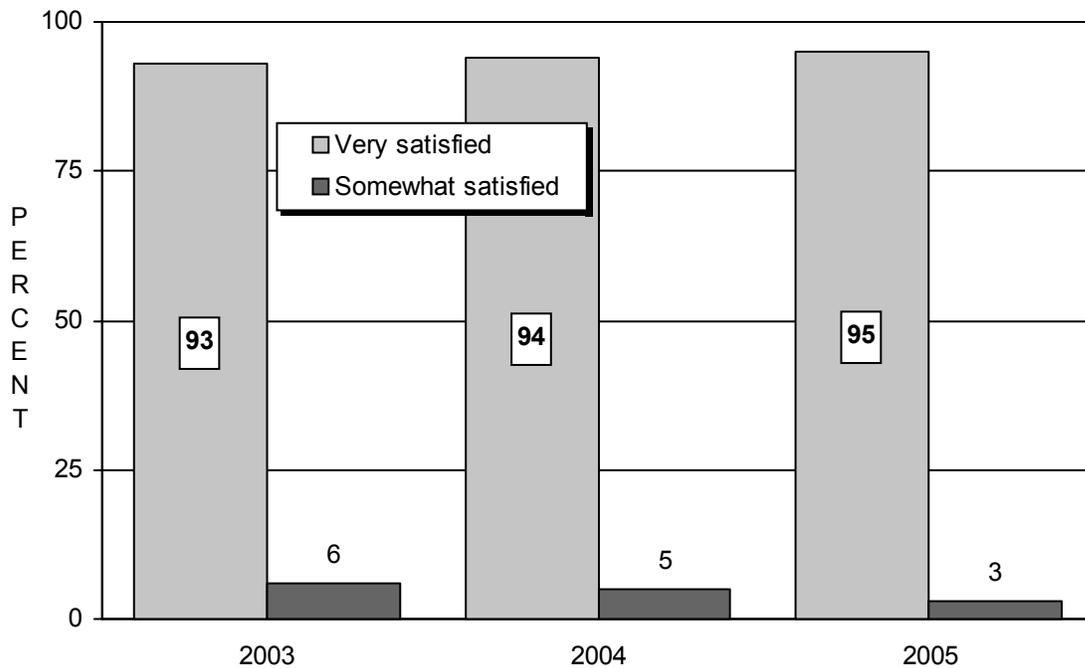
Starting in 2004, all respondents were asked about any gambling they had done at specific locations outside Laughlin within the past 12 months (Figure 65). Forty-five percent (45%) of Laughlin visitors in 2005 reported gambling recently in Las Vegas, an increase from 40% in 2004. Thirty-one percent (31%) gambled at an Indian reservation in California during the past year, and 35% gambled at an Indian reservation outside of Arizona or California, an increase from 28% in 2004. Nearly three in ten (29%) said they gambled at an Indian reservation in Arizona, and 21% also reported gambling at other locations in Nevada, an increase from 16% in 2004.

* Multiple responses were permitted to this question.

ATTITUDINAL INFORMATION

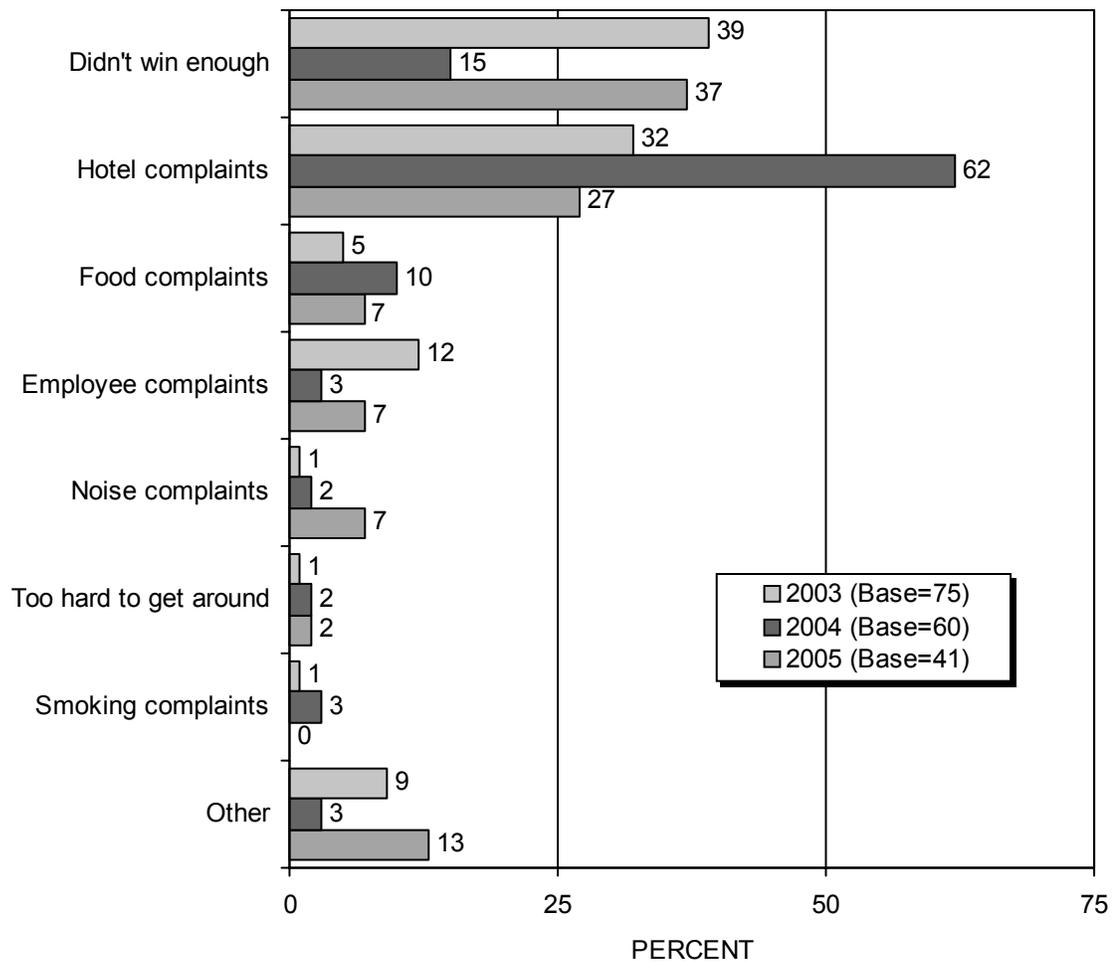
Ninety-five percent (95%) of visitors said they were “very” satisfied with their visit to Laughlin in the 2005 survey, up from 93% in 2003. The proportion who said they were “somewhat satisfied” was 3%, down from 6% in 2003. Only 16 visitors of the 1200 surveyed (1%) said they were at all dissatisfied with their visit to Laughlin.

FIGURE 66
Satisfaction With Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 67
 Why Not "Very" Satisfied With Visit*
 (Among Those Who Were "Somewhat" Satisfied)



Those who were "somewhat" satisfied were asked why they were not "very" satisfied (Figure 67). Of the 41 respondents in this category, 37% said they were not very satisfied because they did not win enough money gambling, an increase from 15% in 2004. Twenty-seven percent (27%) expressed complaints with their hotels as the primary reason, a significant decrease from 62% last year. Seven percent (7%) each said they were not very satisfied due to food complaints, employee complaints, or noise complaints.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

VISITOR DEMOGRAPHICS

As Figures 68 and 69 show, respondents to the 2005 Laughlin Visitor Profile were most likely to be married (77%), white (89%, up from 85% in 2003 and 86% in 2004), and from Southern California (34%, down from 38% in 2003 and 39% in 2004). Forty-four percent (44%) were 65 or older, up significantly from 38% in 2003, and the average age was 60.9, up from the average of 58.4 in 2003. Respondents were more likely to be retired (59%, up significantly from 54% in 2003) than employed (35%, down from 43% in 2003). In terms of education, the largest proportion of respondents have a high school diploma or less (39%). Over four in ten (42%) had a household income of less than \$60,000.

FIGURE 68
 VISITOR DEMOGRAPHICS

	YEAR 2003	YEAR 2004	YEAR 2005
<u>GENDER</u>			
Male	50%	50%	50%
Female	50	50	50
<u>MARITAL STATUS</u>			
Married	76	77	77
Single	7	8	9
Separated/divorced	10	7	6
Widowed	7	9	8
<u>EMPLOYMENT</u>			
Employed	43	38	35
Unemployed	1	1	1
Student	0	0	1
Retired	54	59	59
Homemaker	3	3	5
<u>EDUCATION</u>			
High school or less	39	40	39
Some college	32	33	32
College graduate	27	26	26
Trade/vocational school	2	2	4
<u>AGE</u>			
21 to 29	4	2	2
30 to 39	9	7	6
40 to 49	13	12	11
50 to 59	22	20	21
60 to 64	15	14	17
65 or older	38	45	44
MEAN	58.4	60.4	60.9
BASE	(1199)	(1200)	(1200)

FIGURE 69
VISITOR DEMOGRAPHICS
(Continued/2)

	YEAR 2003	YEAR 2004	YEAR 2005
<u>ETHNICITY</u>			
White	85%	86%	89%
African-American/Black	3	3	3
Asian/Asian American	1	1	1
Hispanic/Latino	9	9	6
Other	1	1	2
<u>HOUSEHOLD INCOME</u>			
Less than \$20,000	6	5	5
\$20,000 to \$39,999	24	19	17
\$40,000 to \$59,999	24	25	20
\$60,000 to \$79,999	18	15	16
\$80,000 or more	18	20	19
Not sure/no answer	9	17	23
<u>VISITOR ORIGIN</u>			
<u>U.S.A.</u>			
Eastern states*	2	2	3
Southern states [†]	7	6	7
Midwestern states [‡]	11	11	12
Western states [§]	<u>76</u>	<u>77</u>	<u>75</u>
<u>California</u>			
Southern California	38	39	34
Northern California	2	2	2
Arizona	21	22	24
Other West	15	14	15
No ZIP code given	0	0	0
<u>Foreign</u>	<u>3</u>	<u>4</u>	<u>4</u>
BASE	(1199)	(1200)	(1200)

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

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

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

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

APPENDIX:

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

RESPONDENT ID# _____

INTERVIEW DATE: ____/____/____

INTERVIEW LOCATION CODE _____

TIME STARTED (USE 24-HOUR CLOCK)
_____:

TIME ENDED (USE 24-HOUR CLOCK)
_____:

INTERVIEW LENGTH _____ MIN.

INTERVIEWER ID # _____

RESPONDENT GENDER (BY OBSERVATION)
MALE.....50%
FEMALE50

Hello. I'm _____ from GLS Research, a national marketing research firm. We are conducting a survey of visitors for the Laughlin Visitors Bureau. All answers are kept strictly confidential.

1. Are you a visitor to the Laughlin/Bullhead City area, or are you a resident of the Laughlin/Bullhead City area?

VISITOR	ASK Q2
RESIDENT	TERMINATE
NOT SURE/DK.....	
REFUSED/NA	

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

YES	ASK Q3
NO	TERMINATE
NOT SURE/DK.....	
REFUSED/NA	

3. Q3 Will you be leaving Laughlin within the next 24 hours?

YES.....	ASK A1
NO	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

A1. Is this your first visit to Laughlin, or have you visited before?

FIRST VISIT 15%	SKIP TO A6 ON PAGE 3
VISITED BEFORE .85	ASK A2
NOT SURE/DK..... 0	
REFUSED/NA..... 0	

A2. Including this trip, how many times have you visited Laughlin in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

11.50 MEAN (ALL VISITORS)
13.34 MEAN (REPEAT VISITORS) (N=1021)

A3. Including this trip, how many times have you visited Laughlin in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

3.18 MEAN (ALL VISITORS)
3.57 MEAN (REPEAT VISITORS) (N=1021)

A4. Have you visited Laughlin in the past to attend a special event such as River Days, a rodeo, a car or motorcycle rally, or an outdoor concert?

YES 28% (N=1021)
 NO 72
 NOT SURE/DK..... 0
 REFUSED/NA 0

A5. Thinking back to your *FIRST trip to Laughlin*, what was your primary reason for visiting? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

(N=1021)

TO GAMBLE..... 23
 VACATION/PLEASURE 54
 VISIT FRIENDS/RELATIVES8
 TO ATTEND A SPECIAL EVENT
 (E.G., DESERT CHALLENGE, A
 RODEO, A CAR OR MOTORCYCLE
 RALLY, OR AN OUTDOOR
 CONCERT).....1
 CONVENTION/OTHER BUSINESS
 PURPOSES.....2
 WATER-BASED RECREATION.....3
 JUST PASSING THROUGH8
 SOME OTHER REASON2
 NOT SURE/DK0
 REFUSED/NA.....0

A6. **(ASK OF ALL RESPONDENTS.)**
 What was the *primary purpose* of *THIS* trip to Laughlin? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

-
- TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 1%
 - TO ATTEND A CORPORATE MEETING 0
 - TO GAMBLE 22
 - INCENTIVE TRAVEL PROGRAM (WON A TRIP AS A BONUS FROM EMPLOYER) 0
 - VACATION/PLEASURE 58
 - VISIT FRIENDS/RELATIVES 9
 - TO ATTEND A SPECIAL EVENT (E.G., RIVER DAYS, A RODEO, A CAR OR MOTORCYCLE RALLY, OR AN OUTDOOR CONCERT) 2
 - TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 2
 - OTHER BUSINESS PURPOSES 1
 - WATER-BASED RECREATION 2
 - JUST PASSING THROUGH 2
 - SOME OTHER REASON 1
 - NOT SURE/DK 0
 - REFUSED/NA 0

**INTERVIEWER:
CONTINUE WITH A8.**

A8. Did you (or will you) participate in a gaming tournament (for example a video poker, slot machine, blackjack, or poker tournament)?

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

B1. Did you travel to Laughlin by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

- Air 7%
- Bus
 (IF "YES" ASK, "Do you mean...":)
 Regularly scheduled bus service like Greyhound 1
 Or a chartered or escorted bus service or bus tour 5
- Train 0
- Automobile 81
- Truck 1
- Motorcycle 0
- Recreational Vehicle (RV) 3
- REFUSED/NA 0

B2. How far in advance did you plan this trip to Laughlin? **(ASK AS OPEN END.)**

- SAME DAY 2%
- 1-3 DAYS BEFORE 9
- 4-6 DAYS BEFORE 2
- 7-14 DAYS BEFORE 22
- 15-30 DAYS BEFORE 27
- 31-60 DAYS BEFORE 14
- 61-90 DAYS BEFORE 8
- MORE THAN 90 DAYS BEFORE 17
- NOT SURE/DK 0
- REFUSED/NA 0

B3. Did a travel agency assist you in planning your trip?

YES2%	SKIP TO B4
NO98	ASK B3a
NOT SURE/DK.....0	SKIP TO B4a
REFUSED/NA0	

B3a. What is the MAIN reason you did not use a travel agent to help you plan your trip? **(ACCEPT ONLY ONE RESPONSE.)** (N=1175)

- CALLED 800#63%
- PREFER TO MAKE MY OWN PLANS ..12
- USED THE INTERNET9
- MY BUSINESS/COMPANY MADE PLANS6
- SOMEONE ELSE MADE PLANS6
- LAST MINUTE DECISION/NO TIME.....2
- DAYTRIP/STAYING WITH FRIENDS/RELATIVES.....1
- ALL OTHER MENTIONS1

AFTER ASKING B3a, SKIP TO B4a



(ASK ONLY OF THOSE WHO SAID "YES" IN B3.)

B4. Did the travel agent... **(READ LIST)**
(N=19)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Laughlin?	16%	84%	0%	0%
Influence your choice of accommodations?.....	63	37	0	0
"Book" your accommodations?	74	26	0	0
"Book" your transportation?	79	21	0	0

B4a. Did you use the Internet in planning your trip?

YES 11%	ASK B4b
NO 89	SKIP TO B5
NOT SURE/DK.....0	
REFUSED/NA0	

INTERVIEWER PLEASE NOTE: A RESPONDENT *MAY* BOOK ACCOMMODATIONS OR TRANSPORTATION THROUGH A TRAVEL AGENT *OR* THROUGH THE INTERNET — BUT NOT BOTH. HOWEVER, THEY CAN BE INFLUENCED BY BOTH A TRAVEL AGENT AND THE INTERNET.

B4b. **(ASK OF RESPONDENTS WHO SAID "YES" IN B4a.)**

Did you use the Internet to... **(READ LIST)**
(N=136)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
"Book" your accommodations?	71%	29%	0%	0%
"Book" your transportation?	9	91	0	0

B4c. Did you find information on the Internet that... **(READ LIST)**

(N=136)

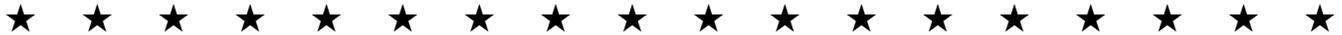
	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influenced your decision to visit Laughlin?	8%	92%	0%	0%
Influenced your choice of accommodations?.....	70	30	0	0

B5. At what point in your planning did you decide... (READ LIST AND FIRST 3 RESPONSE CODES)

DO NOT READ THESE RESPONSE CODES		
DOES NOT APPLY	DON'T KNOW	RE-FUSED
2%	0%	0%
3	0	0
80	2	0

	Before Leaving Home	While En Route To Laughlin	After Arrival
AMONG ALL RESPONDENTS:			
a. Where you would stay?	90%	1%	7%
b. Where you would gamble?	62	0	34
c. Which shows you would see?..	7	0	12

	Before Leaving Home	While En Route To Laughlin	After Arrival	DK/NA	
AMONG THOSE TO WHOM THE QUESTION APPLIES:					
a. Where you would stay?	92%	1%	7%	0%	(N=1173)
b. Where you would gamble?	64	0	36	0	(N=1164)
c. Which shows you would see?..	34	0	58	8	(N=240)



B6. Did you travel to Laughlin directly from your permanent (primary) residence or from another location?

FROM PERMANENT RESIDENCE	75%	SKIP TO C1
FROM ANOTHER LOCATION	25	ASK B7
NOT SURE/DK.....	0	SKIP TO C1
REFUSED/NA	0	

B7a. Did you travel to Las Vegas by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)

Air..... 65% (N=78)
Automobile, truck, RV, bus 35

B7. Where are you traveling from? (PROBE FOR LOCATION IMMEDIATELY PRIOR TO LAUGHLIN VISIT.) (N=304)

LAS VEGAS	26%	ASK B7a
ARIZONA	35	SKIP TO C1
CALIFORNIA.....	13	
OTHER.....	27	
NOT SURE/DK.....	0	
REFUSED/NA	0	

C1. On this trip to Laughlin, where did you lodge? (ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. CIRCLE CODE NUMBER. INTERVIEWER: A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE COME TO LAUGHLIN AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE (CODE #5000).)

TYPE OF LODGING

HOTEL 93%
 MOTEL 1
 RV PARK 2
 FRIENDS/RELATIVES 1
 DAYTRIP/OTHER..... 3

LOCATION OF LODGING

LAUGHLIN 94%
 BULLHEAD CITY 1
 FRIENDS/RELATIVES 1
 DAYTRIP 2
 UNSPECIFIED LOCATION 2

**TYPE OF LODGING
 (AMONG THOSE WHO STAYED OVERNIGHT)
 (N=1173)**

HOTEL 96%
 MOTEL 1
 RV PARK 2
 FRIENDS/RELATIVES 1
 OTHER 1

**IF RESPONSE TO C1 IS A HOTEL OR MOTEL
 (CODES 1000-2999), ASK C2 THROUGH C8.**

**IF RESPONSE TO C1 IS AN RV PARK
 (CODES 3000-3999), ASK C2, THEN SKIP TO C9 ON PAGE 8.**

**IF RESPONSE TO C1 IS CODE #4000 OR HIGHER,
 SKIP TO C9 ON PAGE 8.**

- C1a. **[ADDED 2005]**
 Which of the following **[SHOW CARD]** best describes how you, or someone in your party, booked your accommodations in Laughlin? **(ACCEPT ONLY ONE RESPONSE.)** (N=1148)
- a. Booked by phone, calling the hotel, motel, or RV park directly.. 35%
 - b. Booked through a travel agent (either in person or by phone)..... 1
 - c. Booked by phone but not by calling the hotel directly and not through a travel agent..... 34
 - d. Booked at a website on the Internet.....8
 - e. Booked in person at the hotel, motel, or RV park8
 - f. The trip was a gift, prize, or incentive, so the accommodations were booked for you 1
 - g. Not sure because someone else in your party booked the hotel and you don't know how they did it.... 12
- OTHER (SPECIFY:)
 (VOLUNTEERED).....0
 REFUSED/NA (VOLUNTEERED).....0

- C1b. **[ADDED 2005]**
[IF RESPONSE "d" IN C1b IS CHOSEN, ASK:]
 Which Web site did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE.)** (N=97)
- AOL (AMERICA ONLINE).... 8%
 - EXPEDIA.COM 8
 - HOTWIRE.COM 1
 - ORBITZ 4
 - PRICELINE.COM 1
 - TRAVEL.COM 4
 - TRAVELOCITY 1
 - YAHOO 4
 - HOTEL WEB SITE (ANY)..... 61
 - OTHER..... 7
 - NOT SURE/DK..... 0
 - REFUSED/NA 0

- C2. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Laughlin? **(ASK AS OPEN END.)** (N=1148)
- SAME DAY 8%
 - 1-3 DAYS BEFORE..... 9
 - 4-6 DAYS BEFORE..... 3
 - 7-14 DAYS BEFORE..... 26
 - 15-30 DAYS BEFORE..... 29
 - 31-60 DAYS BEFORE..... 12
 - 61-90 DAYS BEFORE..... 5
 - MORE THAN 90 DAYS BEFORE 8
 - NOT SURE/DK..... 0
 - REFUSED/NA..... 0

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN C1) SHOULD SKIP TO C9 ON PAGE 8 AFTER BEING ASKED C2.

- C3. Including yourself, how many people stayed in your room? (N=1128)
- ONE 10%
 - TWO 82
 - THREE..... 5
 - FOUR OR MORE 3
 - REFUSED/NA..... 0
- 2.02 MEAN

**INTERVIEWER:
 QUESTION C4 DOES NOT APPEAR IN THIS VERSION OF THE QUESTIONNAIRE.**

C5. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=1128)

HOTEL/AIRLINE PACKAGE DEAL.....8%	ASK C6
HOTEL/AMENITIES PACKAGE DEAL.....3	
TOUR/ TRAVEL GROUP1	
CONVENTION GROUP/ COMPANY MEETING....0	SKIP TO C8
CASINO RATE30	
REGULAR FULL-PRICE ROOM RATE...21	
CASINO COMPLIMENTARY37	SKIP TO C9
ANOTHER RATE1	SKIP TO C8
NOT SURE/DK.....0	
REFUSED/NA0	

C6. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

\$0 - \$49 11% (N=133)
 \$50 - \$9929
 \$100 - \$149 19
 \$150 OR MORE40
 NOT SURE/REFUSED ...2
\$189.55 MEAN
\$120.00 MEDIAN

C6a. How did you *first* find out about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=133)

OUTDOOR BILLBOARD 0%
 BROCHURE 4
 INTERNET AD (POP-UP OR BANNER AD) 5
 OFFER RECEIVED IN THE MAIL.... 30
 NEWSPAPER..... 5
 RADIO 0
 RESERVATION AGENT/ CALL CENTER 6
 TELEVISION..... 0
 TRAVEL AGENT 5
 ANY WEB SITE 1
 WORD-OF-MOUTH..... 41
 OTHER 3
 NOT SURE/DK 0
 REFUSED/NA..... 1

SKIP TO C9

C8. **(ASK ONLY OF NON-PACKAGE VISITORS)**
 By the time you leave Laughlin, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

\$0 - \$24..... 28% (N=578)
 \$25 - \$49..... 47
 \$50 OR MORE..... 23
 NOT SURE/NO ANSWER... 2
\$37.56 MEAN
\$30.00 MEDIAN

- C8a. How did you *first* find out about the room rate you paid? (**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**) (N=578)
- OUTDOOR BILLBOARD.... 0%
 - BROCHURE..... 2
 - E-MAIL OFFER 1
 - INTERNET AD (POP-UP OR BANNER AD)..... 13
 - OFFER RECEIVED IN THE MAIL 17
 - NEWSPAPER 1
 - RADIO 0
 - RESERVATION AGENT/ CALL CENTER..... 56
 - TRAVEL AGENT 1
 - ANY WEB SITE 1
 - WORD-OF-MOUTH 6
 - OTHER 2
 - NOT SURE/DK..... 0
 - REFUSED/NA 1

- C9. (**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.")

(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

- 1..... 7%
 - 2..... 73
 - 3..... 5
 - 4..... 11
 - 5 OR MORE 3
- 2.35 MEAN
2.00 MEDIAN

- C10. Are there any people under *the age of 21* in your *IMMEDIATE* party?

YES 5%	ASK C11
NO 95	SKIP TO C12
NOT SURE/DK..... 0	
REFUSED/NA 0	

- C12. By the time you leave, how many *nights* will you have stayed in Laughlin? (**WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.**)
- DAYTRIP 2%
 - 1 9
 - 2 33
 - 3 30
 - 4 14
 - 5 OR MORE..... 13
- 3.10 MEAN
3.00 MEDIAN

- C13. By the time you leave, how many *days* will you have been in Laughlin? (**WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01."**)
- 1 2%
 - 2 9
 - 3 33
 - 4 30
 - 5 14
 - 6 OR MORE..... 13
- 4.10 MEAN
4.00 MEDIAN

- C14. On what day of the week did you arrive in Laughlin?
- SUNDAY 19%
 - MONDAY 12
 - TUESDAY 13
 - WEDNESDAY..... 13
 - THURSDAY 12
 - FRIDAY 19
 - SATURDAY 12
 - REFUSED/NA..... 0

D1. Have you gambled during this visit to Laughlin?

YES97%	ASK D2
NO 3	SKIP TO D12 ON PAGE 10
NOT SURE/DK..... 0	
REFUSED/NA 0	

D2. On average, how many hours *PER DAY* did you spend gambling? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING: "Do you mean that you spent on average [FILL IN NUMBER OF HOURS] hours gambling every day you were here?")** (N=1164)

1 TO 2 HOURS 15%
 3 TO 4 HOURS 25
 5 TO 6 HOURS 30
 7 TO 8 HOURS 19
 9 TO 10 HOURS 7
 MORE THAN 10 HOURS..... 5
5.57 MEAN
5.00 MEDIAN

D3. How many different casinos have you gambled at during your stay in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)** (N=1164)

1..... 37%
 2..... 25
 3..... 19
 4..... 10
 5 TO 6..... 5
 MORE THAN 6..... 5
2.49 MEAN
2.00 MEDIAN

D4. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=1164)

SLOT MACHINES 51%	ASK D5
VIDEO POKER..... 25	
OTHER VIDEO MACHINES (21, KENO, ETC.) 3	
BACCARAT 0	SKIP TO D7
BIG 6..... 0	
BINGO 1	SKIP TO D10
BLACKJACK..... 11	SKIP TO D7
CARIBBEAN STUD POKER 0	
CRAPS 2	
KENO..... 1	SKIP TO D10
POKER 4	SKIP TO D7
RACE/SPORTS-BOOK 1	SKIP TO D10
ROULETTE..... 1	SKIP TO D7
OTHER 0	SKIP TO D10
NOT SURE/DK 0	
REFUSED/NA..... 0	



D5. Which denomination machine do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=917)

NICKEL25%
 DIME0
 QUARTER54
 HALF DOLLAR 1
 DOLLAR 11
 FIVE DOLLARS0
 25 DOLLARS0
 OTHER9
 NOT SURE/DK0
 REFUSED/NA.....0

CONTINUE WITH D6

D6. On the average, how many coins/tokens do you usually insert before each play on a machine? **(INTERVIEWER: IF RESPONDENT SAYS "MAXIMUM," ASK: "How many would that be on the average?")** (N=917)

1-2 13%
 3..... 26
 4-5 38
 6 OR MORE 22
7.64 MEAN
5.00 MEDIAN

SKIP TO D10



D7. What table minimum do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=212)

LESS THAN \$1.00 1%
 \$1.00..... 11
 \$2.00..... 14
 \$3.00..... 7
 \$5.00..... 56
 \$10.00 9
 \$25.00 3
 \$50.00 0
 OVER \$50.00 0
 OTHER 0
 NOT SURE/DK..... 0
 REFUSED/NA 0

CONTINUE WITH D8

D8. What is your average bet? **(WRITE AMOUNT IN BLANKS BELOW.)** (N=212)

\$1 - \$3 9%
 \$4 - \$9 39
 \$10 - \$20 36
 OVER \$20 16
\$12.21 MEAN
\$10.00 MEDIAN

**INTERVIEWER:
 THERE IS NO QUESTION D9**

D10. **(ASK OF ALL GAMBLERS.)**

Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=1164)

\$1 - \$99.....7%
 \$100 - \$199..... 14
 \$200 - \$299..... 15
 \$300 - \$399..... 12
 \$400 - \$499..... 8
 \$500 - \$599..... 15
 \$600 OR MORE.....29
 NOT SURE/NO ANSWER.....0
\$559.35 MEAN
\$400.00 MEDIAN

D11a. **[Asked beginning August, 2005]** Are you a member of a slot or loyalty club at any of the Laughlin resorts?

YES..... 86%	ASK D11b
NO 14	(N=489)
NOT SURE/DK..... 0	SKIP TO D12
REFUSED/NA..... 0	

B15. **[Asked beginning August, 2005]** To which of the following resort's clubs do you belong? **(SHOW CARD. ACCEPT MULTIPLE RESPONSES.)**

(N=418)

Colorado Belle & Edgewater; The One Club..... 43%
 Harrah's Laughlin: Total Rewards ... 33
 Ramada Express: Distinguished Players Club 33
 Flamingo Laughlin: Connection Card 30
 Riverside Resort: King of Clubs 30
 Golden Nugget Laughlin: 24 Karat Club 22
 River Palms: The Players Club..... 22
 Pioneer Hotel & Gambling Hall: Round-Up Club..... 13
 Other..... 1

D12. **(ASK OF ALL RESPONDENTS.)**
 In which of the following locations have you gambled at a *casino facility* during the *past 12 months*? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... **(READ LIST)**

- A. At a casino on an Indian reservation in California..... 31%
- B. At a casino on an Indian reservation in Arizona..... 29
- C. At a casino on an Indian reservation outside Arizona or California..... 35
- I. In Las Vegas, Nevada..... 45
- J. Somewhere else in Nevada (outside the Laughlin area)..... 21
- X. OTHER 12

D15. Now that there are more places to gamble outside of Laughlin, do you feel you are MORE LIKELY or LESS LIKELY to visit Laughlin, or does it make NO DIFFERENCE in your decision to visit Laughlin? (IF MORE OR LESS LIKELY, ASK:) Is that MUCH (more/less likely) or SOMEWHAT (more/less likely)?

- MUCH MORE LIKELY..... 64%
 - SOMEWHAT MORE LIKELY2
 - NO DIFFERENCE30
 - SOMEWHAT LESS LIKELY2
 - MUCH LESS LIKELY 1
 - NOT SURE/DK.....0
 - REFUSED/NA0
- 4.28 MEAN

B8. Have you visited Las Vegas, Nevada, in the past 5 years?

- YES 78%
- NO22
- NOT SURE/DK..... 0
- REFUSED/NA0

B9, B10, & B11 DO NOT APPEAR IN THIS VERSION OF THE QUESTIONNAIRE

B12. Will you (or did you) visit Las Vegas either before or after this visit to Laughlin?

YES..... 20%	ASK B13
NO 80	SKIP TO B14
NOT SURE/DK 0	
REFUSED/NA..... 0	

B13. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=241)

- A. Downtown Las Vegas (that is, the area on or near Fremont Street)?..... 38%
- B. The Strip in Las Vegas (that is, the area on or near Las Vegas Boulevard)? 52

B14. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Laughlin?

YES.....22%	ASK B15
NO 78	SKIP TO C15
NOT SURE/DK 0	
REFUSED/NA..... 0	

B15. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=262)

- A. **[DO NOT ASK]**
- B. Hoover Dam? 12%
- C. Lake Mead? 5
- D. Lake Havasu/ Colorado River?.. 45
- E. Lake Mojave/ Davis Dam? 17
- F. Grand Canyon? .. 12
- G. Bryce Canyon? ... 2
- H. Zion National Park? 3
- I. Oatman, Arizona? 41
- X. Other? 3

C15. By the time you leave Laughlin, 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. **(AVERAGE TRIP EXPENDITURES PER DAY.)**

\$180.85 MEAN (INCLUDING \$0)
\$181.76 MEAN (EXCLUDING \$0)

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

\$9.16 MEAN (INCLUDING \$0)
\$43.95 MEAN (EXCLUDING \$0)

C16. By the time you leave Laughlin, how much will you have spent on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

A. Shopping (gifts, clothing, personal items) \$48.57 MEAN (INCLUDING \$0)
\$100.67 MEAN (EXCLUDING \$0)

B. Shows/entertainment (not including gambling) \$3.97 MEAN (INCLUDING \$0)
\$32.38 MEAN (EXCLUDING \$0)

C. Sightseeing \$1.75 MEAN (INCLUDING \$0)
\$41.88 MEAN (EXCLUDING \$0)

D. Other \$1.68 MEAN (INCLUDING \$0)
\$53.16 MEAN (EXCLUDING \$0)



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

F1. Overall, how satisfied were you with your visit to Laughlin? Were you... **(READ LIST.)**

Very satisfied..... 95%	SKIP TO G1 ON PAGE 13
Somewhat satisfied 3	ASK F2
Somewhat dissatisfied 1	SKIP TO F3
Very dissatisfied 1	
<u>DO NOT READ</u>	SKIP TO G1 ON PAGE 13
NOT SURE/DK..... 0	
REFUSED/NA 0	

F2. You just said you were *somewhat* satisfied with your overall experience in Laughlin. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)**

(N=41)

- | | |
|-----------------------------------|-------------------------------------|
| DIDN'T WIN ENOUGH MONEY 37% | NOT AS EXCITING AS LAS VEGAS ... 2% |
| HOTEL COMPLAINTS 27 | TOO HARD TO GET AROUND 2 |
| FOOD/FOOD SERVICE COMPLAINTS . 7 | NO PLACE FOR CHILDREN..... 2 |
| COMPLAINTS ABOUT HOTEL/ | TOO EXPENSIVE..... 2 |
| CASINO EMPLOYEES 7 | REFUSED/NO ANSWER 0 |
| NOISE COMPLAINTS..... 7 | |
| SWIMMING POOL COMPLAINTS..... 5 | |

F3. You just said you were *dissatisfied* with your overall experience in Laughlin. What is the *MAIN* reason that you were *dissatisfied*? **(ACCEPT ONLY ONE RESPONSE.)**

(N=16)

- | | |
|----------------------------------|-------------------------------------|
| HOTEL COMPLAINTS 50% | NOT AS EXCITING AS LAS VEGAS ... 6% |
| DIDN'T WIN ENOUGH MONEY 19 | OTHER 6 |
| FOOD/FOOD SERVICE COMPLAINTS13 | REFUSED/NO ANSWER 0 |
| COMPLAINTS ABOUT HOTEL/ | |
| CASINO EMPLOYEES 6 | |



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

G1. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed	35%	ASK G2
Unemployed	1	SKIP TO G3
Student	1	
Retired	59	
Homemaker.....	5	
DO NOT READ		
REFUSED/NA	0	SKIP TO G3

G2. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=424)

- SALES/CLERICAL WORKERS .. 31%
- SERVICE WORKERS
- MANAGERS/OFFICIALS/ PROPRIETORS
- PROFESSIONAL/TECHNICAL... 18
- CRAFT WORKERS/FOREMEN.... 9
- OTHER

G3. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

- GRADE SCHOOL OR SOME HIGH SCHOOL
- HIGH SCHOOL DIPLOMA (FINISHED GRADE 12)
- SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE).....
- GRADUATED COLLEGE.....
- GRADUATE SCHOOL (MASTER'S OR PH.D.).....
- TECHNICAL, VOCATIONAL, OR TRADE SCHOOL
- REFUSED/NA

G4. What is your current marital status? Are you... **(READ LIST)**

- Married.....77%
- Single.....9
- Separated or divorced
- Widowed
- REFUSED/NA.....0

G5. What country do you live in?

USA	96%	ASK G6
AUSTRALIA.....	*	SKIP TO G7
CANADA.....	3	
ENGLAND (GREAT BRITAIN)	1	
FRANCE	0	
GERMANY.....	*	
ITALY	0	
JAPAN	0	
MEXICO.....	0	
NETHERLANDS (HOLLAND)	*	
SOUTH KOREA.....	0	
SWEDEN	0	
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)	0	
OTHER	0	
REFUSED/NA.....	0	

* - less than 1%

G6. What is your ZIP code? **(REGION DERIVED FROM ZIP CODES)**

EAST	3%
SOUTH	7
MIDWEST	12
WEST	75
CALIFORNIA	36
ARIZONA	24
OTHER WEST	15
FOREIGN VISITORS	4
NO ZIP CODE GIVEN	0

G7. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY: Are you white, Black, Asian, Hispanic or Latino -- or of some other ethnic or racial background?)**

WHITE	89%
BLACK OR AFRICAN AMERICAN .	3
ASIAN OR ASIAN AMERICAN	1
HISPANIC/LATINO	6
NATIVE AMERICAN	2
MIXED RACE	0
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

G8. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

60.89 MEAN
62.00 MEDIAN

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

21 to 29	2%
30 to 39	6
40 to 49	11
50 to 59	21
60 to 64	17
65 and older	44
REFUSED/NA	0

G9. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD "B".)** Include your own income and that of any member of your household who is living with you.

A. Less than \$20,000.....	5%
B. \$20,000 to \$29,999	6
C. \$30,000 to \$39,999	11
D. \$40,000 to \$49,999	11
E. \$50,000 to \$59,999	9
F. \$60,000 to \$69,999	7
G. \$70,000 to \$79,999	9
H. \$80,000 to \$89,999	5
I. \$90,000 to \$99,999	4
J. \$100,000 to \$149,999	6
K. \$150,000 or more.....	4
NOT SURE/DK	0
REFUSED/NA.....	23

CARD A

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

One price that includes your hotel room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)

One price that includes your hotel room *and* other items such as shows, meals, or other amenities, but *does not* include airfare or bus transportation to Las Vegas.

3. TOUR/TRAVEL GROUP

You are traveling as part of a tour or travel group. The tour/travel group package price includes room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

CARD B

INCOME CATEGORIES

- A. Less than \$20,000**
- B. \$20,000 to \$29,999**
- C. \$30,000 to \$39,999**
- D. \$40,000 to \$49,999**
- E. \$50,000 to \$59,999**
- F. \$60,000 to \$69,999**
- G. \$70,000 to \$79,999**
- H. \$80,000 to \$89,999**
- I. \$90,000 to \$99,999**
- J. \$100,000 to \$149,999**
- K. \$150,000 or more**