Laughlin
Nevada

LAUGHLIN
VISITOR PROFILE STUDY

2015

Prepared for:
Las Vegas Convention And Visitors Authority

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VISITOR PROFILE STUDY

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REASONS FOR VISITING

Ten percent (10%) of visitors were first-time visitors to Laughlin, lower than past years. Among first-time visitors, 60% said their primary reason for visiting Laughlin was vacation or pleasure while 16% mentioned gambling as primary purpose of visit. Among repeat visitors, 44% mentioned vacation or pleasure as their primary reason for their current visit (up from 37% last year), while 32% cited gambling as their primary reason (up from 20% in 2012 but down from 41% last year). The average number of Laughlin visits among all visitors in the past year was 2.3, while among repeat visitors it was 2.5 (down from past results). The average number of visits among all visitors in the past five years was 9.5, while among repeat visitors it was 10.5 (down from 2011 – 2014 results).

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2011	2012	2013	2014	2015
Proportion of visitors who were first-time visitors	15%	13%	15%	13%	10%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	51%	75%	49%	58%	60%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	14%	7%	6%	9%	16%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	56%	73%	43%	37%	44%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	29%	20%	34%	41%	32%
Average number of visits in past five years (all visitors)	10.0	10.5	10.2	10.1	9.5
Average number of visits in past five years (repeat visitors)	11.6	11.9	11.9	11.5	10.5
Average number of visits in past year (all visitors)	2.5	2.9	2.9	2.8	2.3
Average number of visits in past year (repeat visitors)	2.8	3.2	3.2	3.0	2.5

TRAVEL PLANNING

Most visitors arrived in Laughlin via ground transportation 85% and nearly nine in ten visitors (89%) arrived in Laughlin directly from their permanent residences. As in the past, most visitors decided where to stay in Laughlin before arriving in Laughlin (97%). About two-thirds of visitors who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin (68%, down from 2011 – 2014 results). Of those visitors who saw shows during their visit, 45% decided what shows to see before arriving in Laughlin. Over one-quarter (26%) of all Laughlin visitors said they used the Internet to plan their trip (up from 2014). Fourteen percent (14%) of Laughlin visitors also visited Las Vegas on their current trip, not significantly different from past results and twenty-two percent (22%) toured other nearby places, up from 2011 – 2014 results.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2011	2012	2013	2014	2015
Proportion of visitors who traveled to Laughlin by ground transportation (automobile/bus/truck/RV)	87%	88%	88%	88%	85%
Proportion of visitors who traveled to Laughlin by air	13%	12%	12%	12%	15%
Proportion of visitors who traveled to Laughlin from their permanent residence	94%	98%	94%	88%	89%
Proportion of visitors who decided where to stay in Laughlin before arrival	97%	97%	96%	97%	97%
Proportion of visitors who decided where to gamble in Laughlin before arrival	87%	93%	96%	91%	68%
Proportion of visitors who decided which shows to see in Laughlin before arrival	20%	35%	48%	49%	45%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Laughlin	0.4%	0%	0.1%	0.3%	3%
Proportion of visitors who used the Internet in planning their trip to Laughlin	15%	11%	16%	18%	26%
Proportion of visitors who have visited Las Vegas in the past five years	69%	67%	65%	65%	79%
Proportion of visitors who visited Las Vegas on their current trip to Laughlin	17%	14%	13%	13%	14%
Proportion of visitors who toured nearby places	12%	10%	7%	12%	22%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.2, up from 2.0 each from 2011 – 2014 and five percent (5%) had people under the age of 21 in their immediate party. Visitors' average length of stay was 3.4 nights and 4.4 days, up from 3.2 nights and 4.2 days in 2011. Ninety-six percent (96%) of visitors who stayed overnight lodged 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 $50.09 for their room, significantly higher than the averages from 2011 – 2014. Thirteen percent (13%) of visitors who stayed in a hotel or motel paid a package/tour group rate. The average package cost was $175.96, down from 2011 – 2014. The average food and drink expenditures in 2015 were $146.75 per trip, the average local transportation expenditures were $42.76 per trip, and the average total spent on shopping was $69.69, not significantly different from past years. An average of $8.59 was spent on shows.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2011	2012	2013	2014	2015
Average number of adults in immediate party	2.0	2.0	2.0	2.0	2.2
Proportion of visitors with persons under 21 in their immediate party	5%	3%	5%	4%	5%
Proportion of visitors who stayed overnight	99%	97%	97%	96%	98%
Days stayed (average)	4.2	4.3	4.4	4.5	4.4
Nights stayed (average)	3.2	3.3	3.4	3.5	3.4
Proportion of visitors who stayed in a hotel or motel room (among those who stayed overnight)	98%	98%	97%	96%	96%
Number of room occupants (average)	2.0	2.0	2.1	2.0	2.0
Lodging expenditures (average per night – non-package)	$39.20	$37.26	$41.30	$42.10	$50.09
Proportion of visitors who bought a package or travel group trip	13%	13%	14%	13%	13%
Average cost of package per person (among package/tour group visitors)	$232.92	$235.24	$240.23	$223.17	$175.96
Average trip expenditures for food and drink	$185.30	$122.22	$134.13	$146.52	$146.75
Average trip expenditures for local transport	$61.03	$57.79	$71.93	$64.97	$42.76
Average trip expenditures for shopping	$65.81	$73.64	$66.15	$65.76	$69.69
Average trip expenditures for shows	$5.08	$5.55	$8.84	$7.87	$8.59
Average trip expenditures for sightseeing	$4.74	$7.73	$6.67	$8.07	$9.08

GAMING BEHAVIOR AND BUDGETS

Nearly all visitors (98.1%) gambled while in Laughlin. Those who gambled budgeted an average of $688.12, higher than 2011 – 2014 results and gamblers spent an average of 5.1 hours a day gambling. Those visitors who gambled said they gambled at an average of 3.4 casinos and ninety-one percent (91%) of gamblers said they were a member of a slot or loyalty club.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2011	2012	2013	2014	2015
Proportion who gambled while visiting Laughlin	99.2%	99.8%	99.8%	98.8%	98.1%
Average trip gambling budget (among those who gambled)	$537.97	$566.38	$575.30	$619.43	$688.12
Average hours per day spent gambling (among those who gambled)	5.9	6.0	5.8	5.3	5.1
Average number of different casinos gambled (among those who gambled)	2.6	3.0	3.0	2.9	3.4
Member of slot/loyalty club	97%	93%	94%	93%	91%

ATTITUDINAL INFORMATION

Eighty-three percent (83%) of visitors reported they were "very satisfied" with their trip to Laughlin, down from 92% last year.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2011	2012	2013	2014	2015
Proportion who were "very satisfied" with their current trip to Laughlin	96%	95%	94%	92%	83%

VISITOR DEMOGRAPHICS

Seventy-three percent (73%) of Laughlin visitors were married, down from 79% in 2011. Thirty-four percent (34%) of visitors were from Southern California, similar to past years. Six percent (6%) were foreign visitors, down from 8% in 2012. Nearly one-half (49%) were 65 or older, up from 40% last year. Visitors were more likely to be retired (60%, down from 67% in 2012) than employed (33%, down from 38% in 2011). Forty-eight percent (48%) had a household income of less than $60,000, down from 54% last year.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2011	2012	2013	2014	2015
Proportion of visitors who were married	79%	75%	72%	72%	73%
Proportion of visitors who were from Southern California	31%	31%	33%	32%	34%
Proportion of visitors who were foreign	7%	8%	5%	5%	6%
Proportion of visitors who were 50 years old or older	83%	84%	74%	75%	82%
Proportion of visitors 65 years old or older	49%	54%	34%	40%	49%
Average age	61.8	63.1	57.9	59.1	61.2
Proportion of visitors who were retired	57%	67%	62%	61%	60%
Proportion of visitors who were employed	38%	30%	34%	33%	33%
Proportion of visitors with a high school diploma or less	45%	42%	38%	38%	38%
Proportion of visitors with a household income less than $60,000	52%	47%	52%	54%	48%

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.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. Approximately one hundred (100) interviews were conducted each month for 12 months from January through December 2015. 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 2015 study and compares them to the results of the 2011, 2012, 2013 and 2014 studies. Statistically significant differences in the behavior, attitudes and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all five years, it is because the question was not asked for all five years.

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 2015, 90% of visitors said they had visited Laughlin more than once, while 10% were first-time visitors. There were significantly more repeat visitors than in past years.

FIGURE 1
First Visit Vs. Repeat Visit

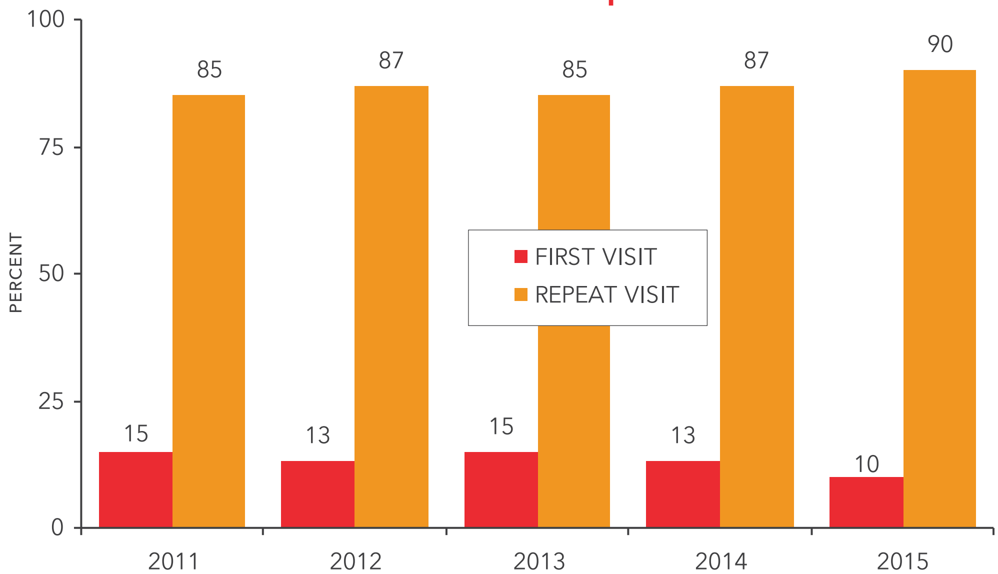
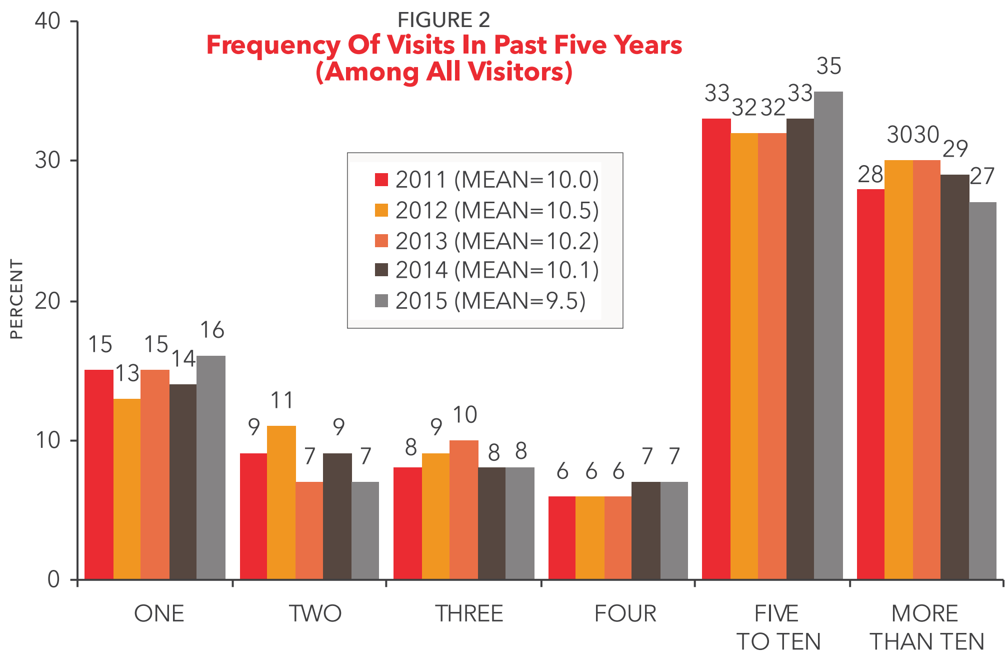
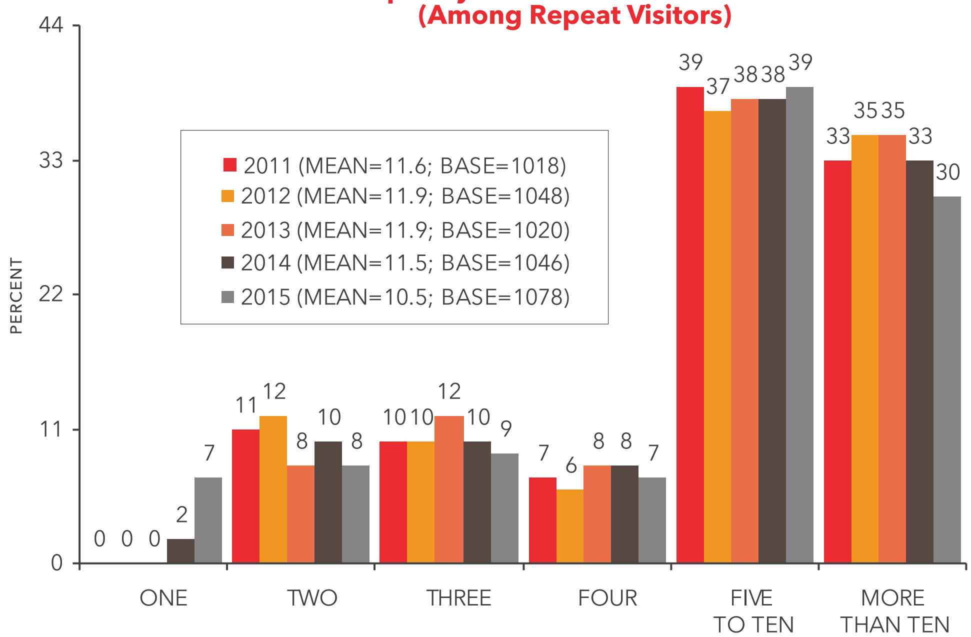


FIGURE 2
Frequency Of Visits In Past Five Years (Among All Visitors)



The average number of visits to Laughlin in the past five years among all visitors was 9.5 in this year's survey, down from 10.5 in 2012. The proportion of visitors saying they visited only once in the past five years was 16%, higher than in 2012 (13%).

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 10.5, down from past years. Seven percent (7%) of repeat visitors said they had visited Laughlin just once in the past 5 years, up from 2014 results. Three in ten (30%) said they had visited more than 10 times in the past 5 years, down from 35% each in 2012 and 2013.

Among all visitors, the average number of visits in the past year was 2.3, down from 2.8 last year. Forty-seven percent (47%) reported visiting Laughlin only once in the past year (up from 37% last year). Nine percent (9%) reported visiting Laughlin five to 10 times in the past year, down from 12% last year.

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

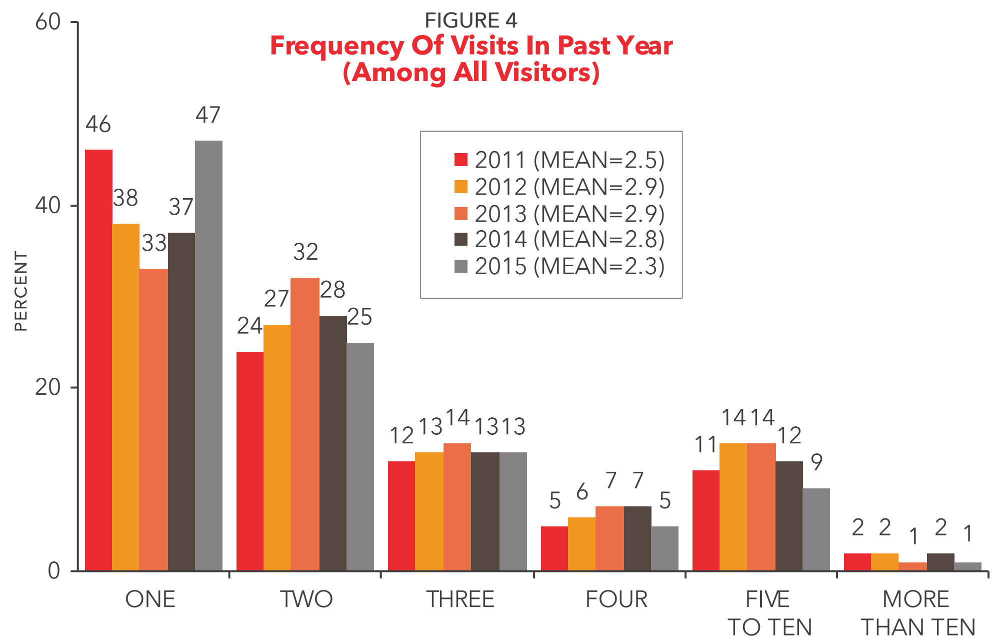
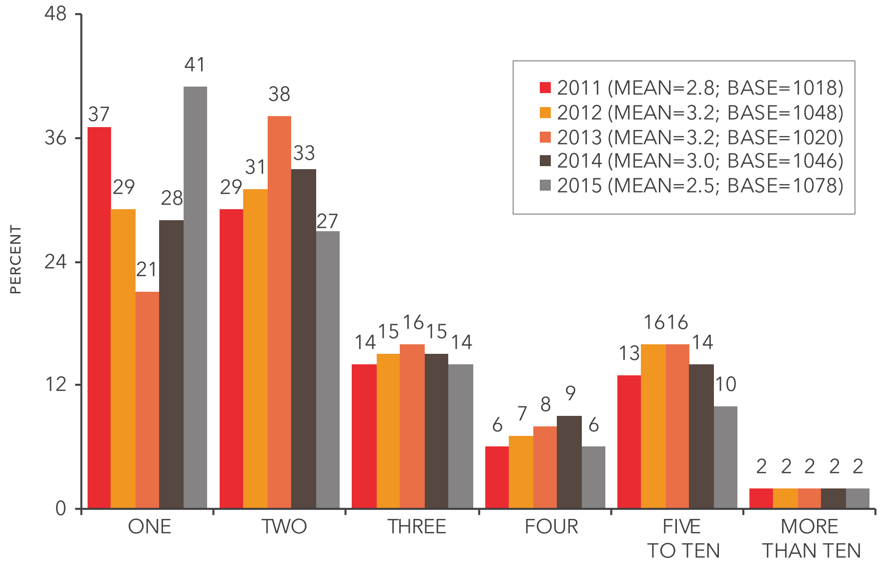


FIGURE 5
Frequency Of Visits In Past Year (Among Repeat Visitors)



During the past year, repeat visitors averaged 2.5 trips to Laughlin, down from past results. Among repeat visitors, 41% reported visiting just once in the past year, 27% reported visiting twice and ten percent (10%) reported visiting five to 10 times.

Twenty-eight percent (28%) of repeat visitors said they first came to Laughlin primarily for vacation or pleasure – the same as last year. Thirty-six percent (36%) said they primarily came to Laughlin for gambling, up from past results. Thirteen percent (13%) said they first came to Laughlin to visit friends or relatives. Eight percent (8%) said they were just passing through (down from 12% last year). Three percent (3%) said they first came to Laughlin for a special event.

FIGURE 6
Primary Purpose Of FIrst Visit (Among Repeat Visitors)

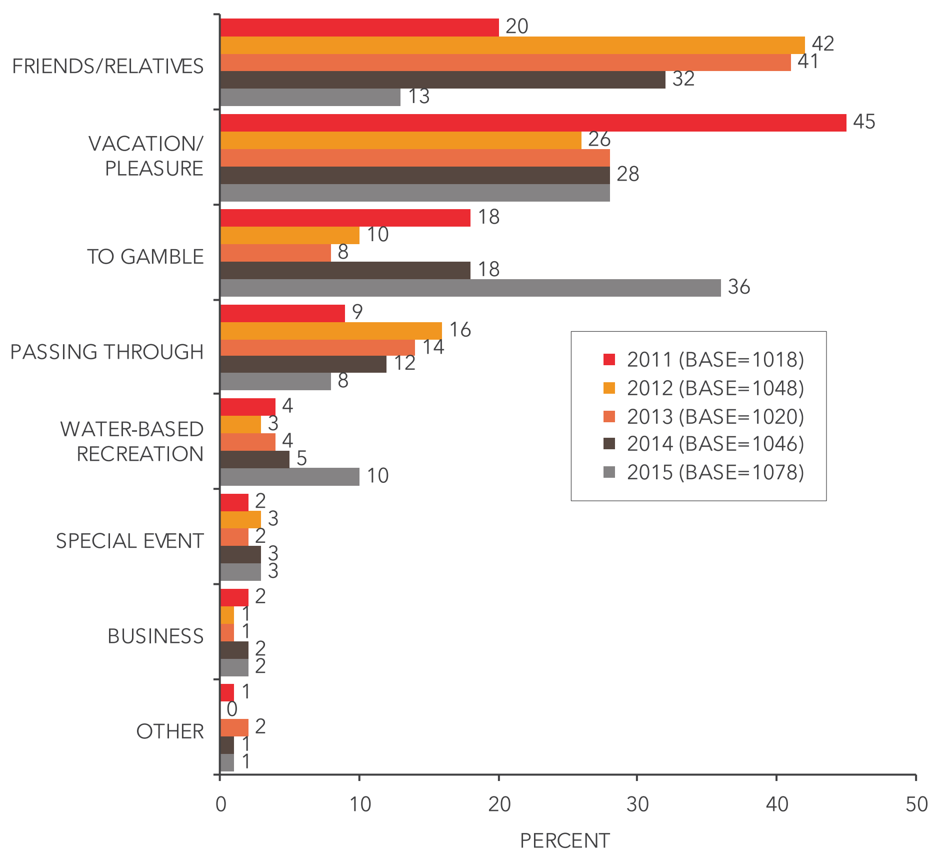
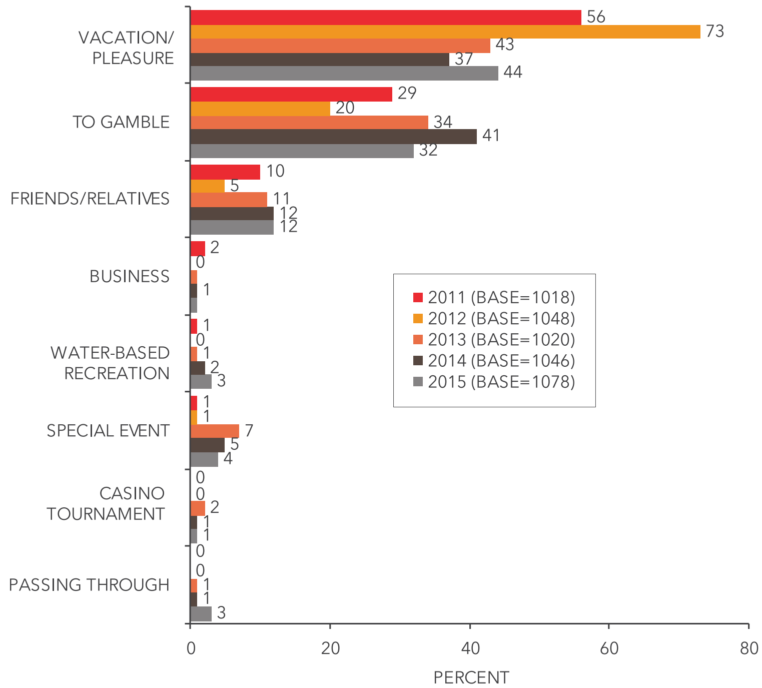


FIGURE 7
Primary Purpose Of Current Visit (Among Repeat Visitors)



Among repeat visitors, 44% said that the primary purpose for their current visit to Laughlin was vacation or pleasure, up from 37% last year. The proportion who said they came to gamble was 32%, and twelve percent (12%) said they came to visit friends or relatives, up from 5% in 2012. Four percent (4%) said they were visiting Laughlin to attend a special event, up from 1% each in 2011.

Among all visitors in 2015, 46% reported that the primary purpose for their current visit to Laughlin was vacation or pleasure, up from 40% last year. Thirty percent (30%) of all visitors said gambling was the primary reason for their current visit, down from 37% and twelve percent (12%) said they came to visit friends or relatives, up from 7% in 2012. Four percent (4%) said they were visiting Laughlin to attend a special event, down from 5% last year.

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

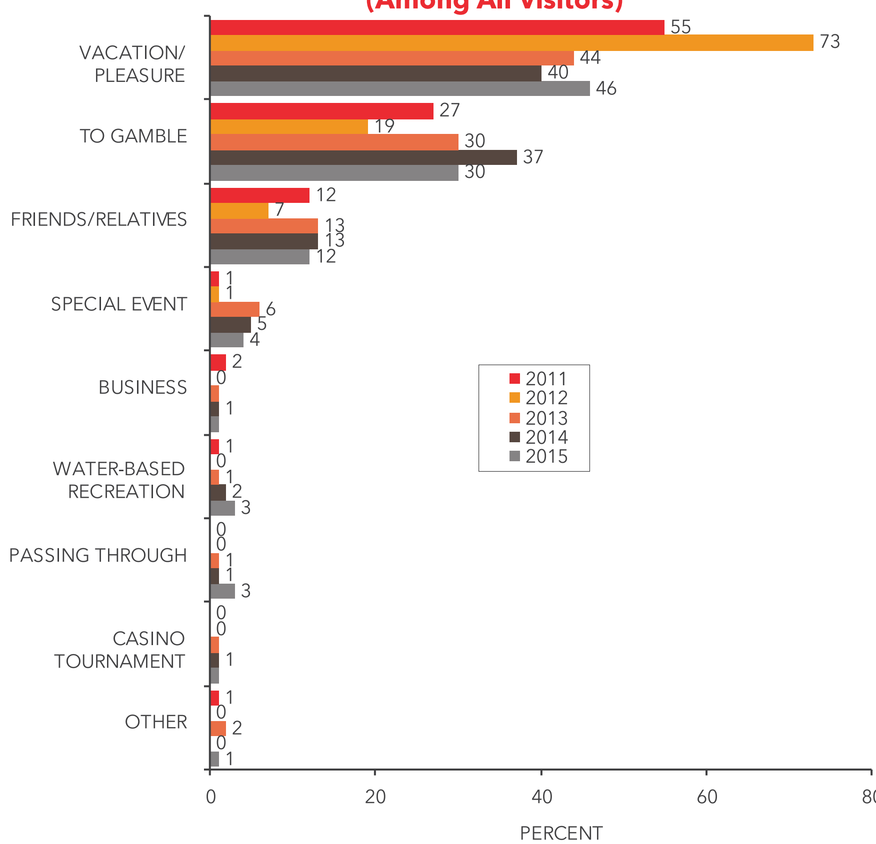
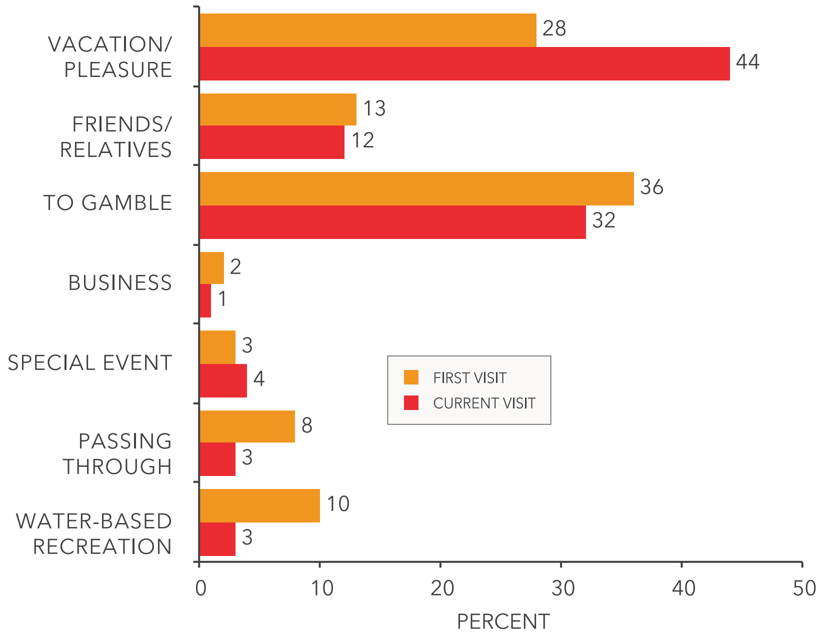


FIGURE 9
Primary Purpose Of First Visit Vs. Current Visit – 2015 (Among Repeat Visitors)



This figure compares the primary purpose given by repeat visitors for their first visit to Laughlin versus the primary reason for their current visit in 2015. Repeat visitors were significantly more likely to first visit Laughlin for water-based recreation (10% vs. 3% who did so on their current visit) or to say they were just passing through (8% vs. 3%). By contrast, repeat visitors were significantly more likely to say their current visit to Laughlin was for vacation or pleasure (44% vs. 28% who did so on their first visit).

Figure 10 compares first-time visitors with repeat visitors in terms of the purpose of their current visit to Laughlin in 2015. First-time visitors were significantly more likely than repeat visitors to say their current visit to Laughlin was for vacation or pleasure (60% vs. 44%), while repeat visitors were significantly more likely than first-time visitors to say they were visiting Laughlin primarily to gamble (32% vs. 16%).

FIGURE 10
Primary Purpose Of Current Visit – 2015 (First-Time Vs. Repeat Visitors)

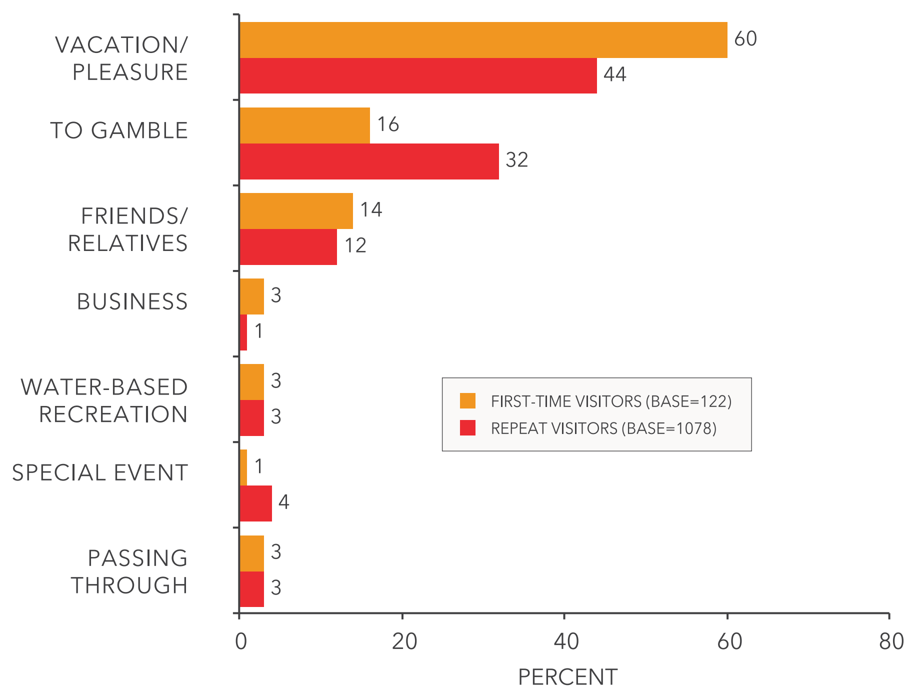
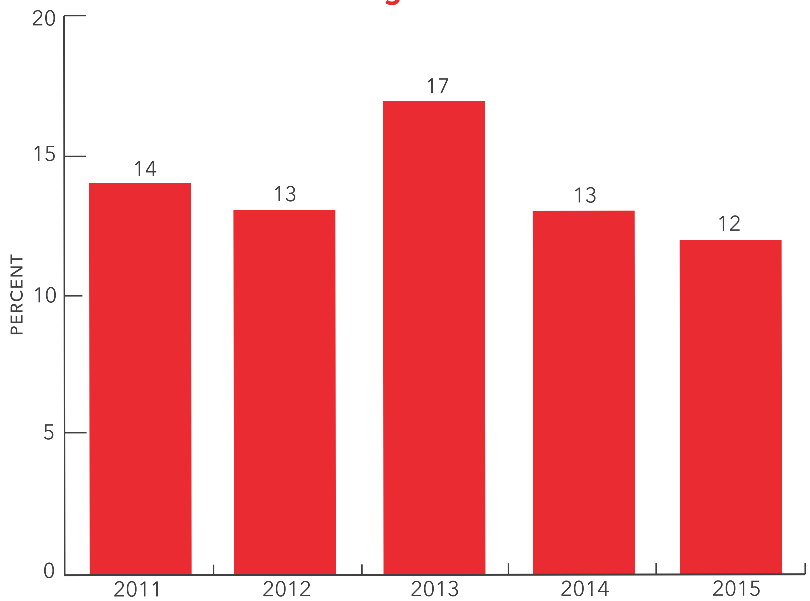


FIGURE 11
Gaming Tournaments*

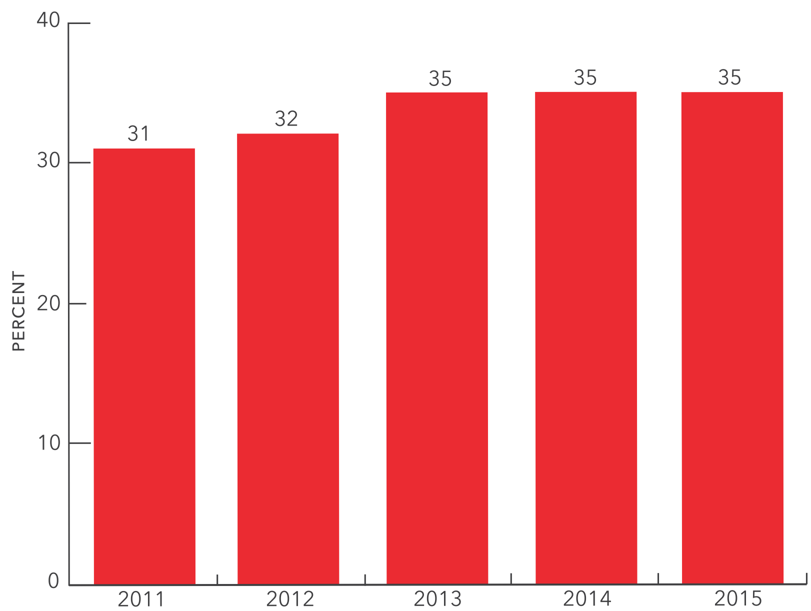


*Only "yes" responses are reported in this chart.

We inquired directly about participation in gaming tournaments in Laughlin. In 2015, 12% said they planned to participate in a gaming tournament, down from last year.

We asked repeat visitors whether they had visited Laughlin in the past to attend a special event such as a rodeo, a car or motorcycle rally, or an outdoor concert. Thirty-five percent (35%) said they had, the same as in the past two years .

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



*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. Forty-one percent (41%) of visitors planned their Laughlin trip seven to 30 days in advance (down from past results), while 45% planned their trip more than 30 days in advance (up from past years). Specifically, the proportion planning their trip seven to 14 days in advance (15%) was down significantly from 2011, while the proportion planning their trip more than 90 days in advance (17%) was up significantly from past years. Fifteen percent (15%) said they planned their trip less than a week in advance, similar to past years.

FIGURE 13
Advance Travel Planning

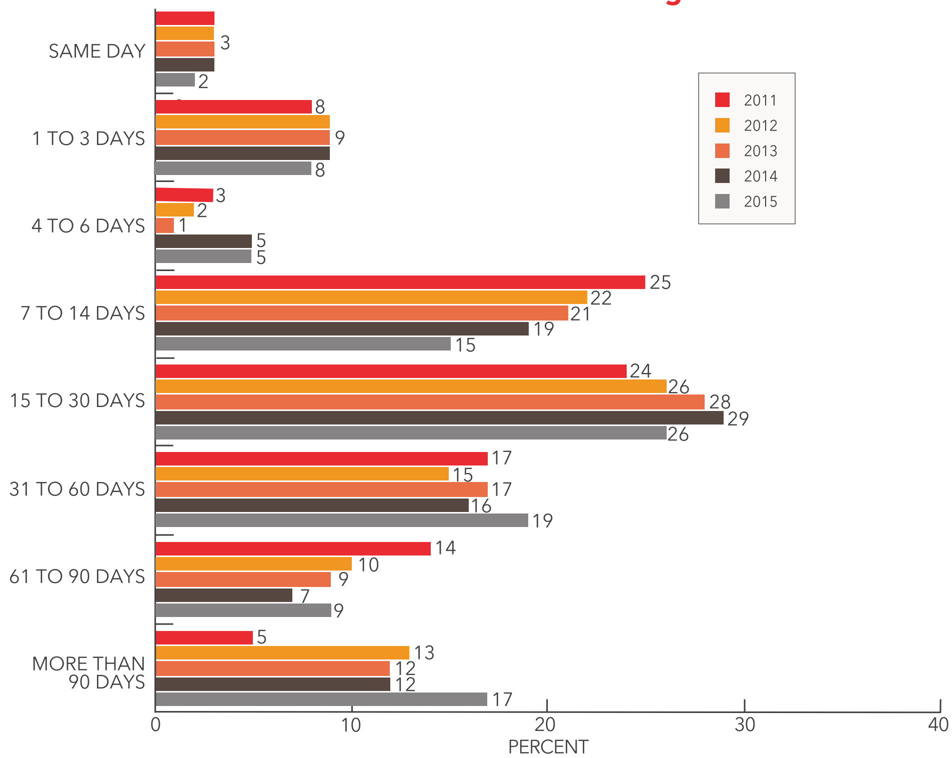
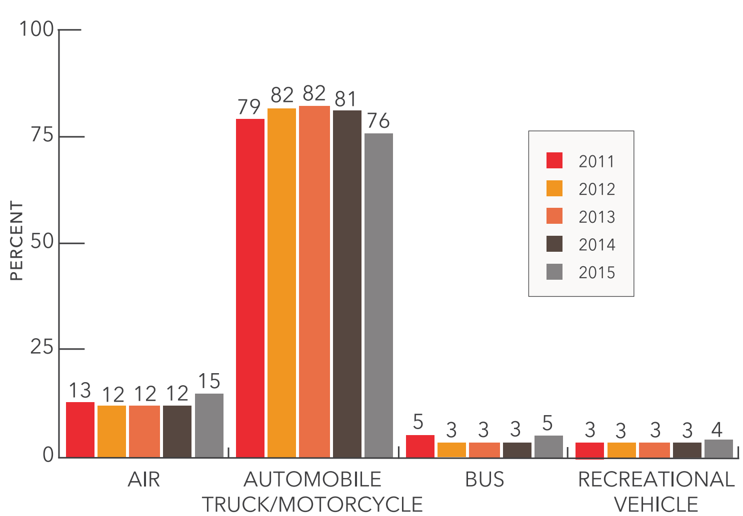
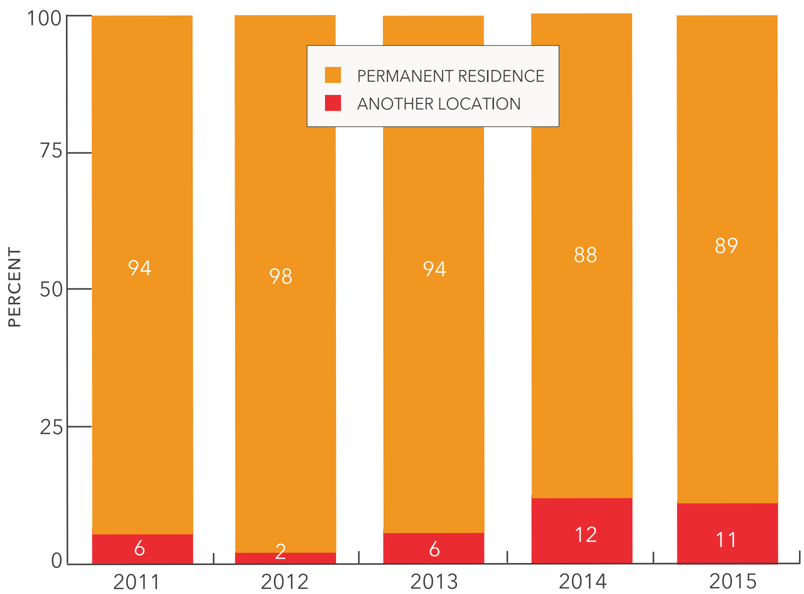


FIGURE 14
Transportation To Laughlin



As in past years, most visitors traveled to Laughlin by automobile, truck or motorcycle (76%, although this was down from 81% last year). Fifteen percent (15%) said they came by air, 5% traveled by bus and another 4% came in an RV.

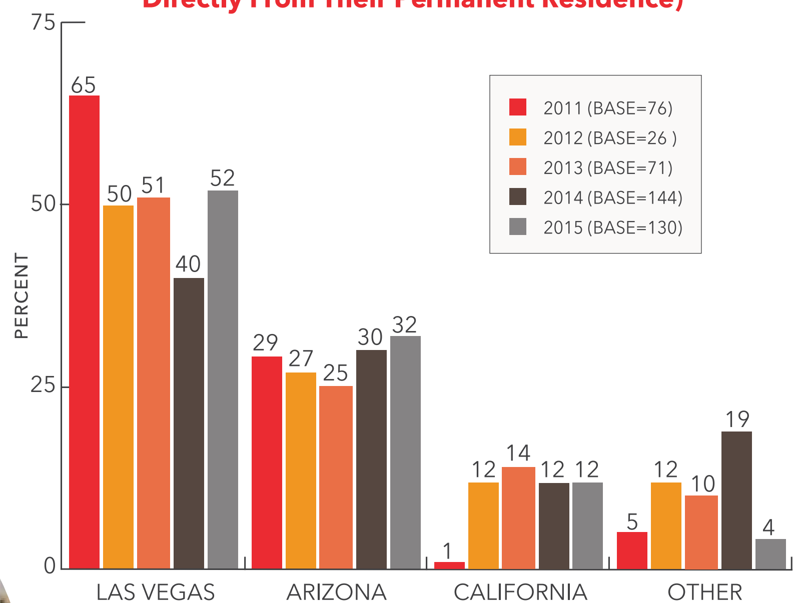
FIGURE 15
Whether Visitors Came To Laughlin From Their Permanent Residence Or From Some Other Location



As in the past, most visitors arrived in Laughlin directly from their permanent residences (89%, up from last year.

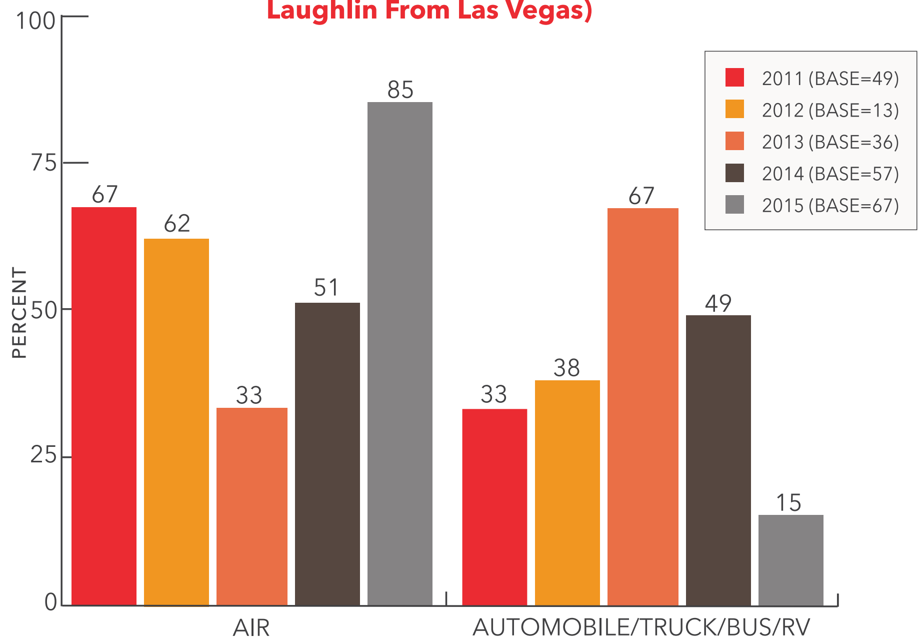
Among those who came to Laughlin after visiting another location, just over one-half (52%) came from Las Vegas (up from 40% last year). Thirty-two percent (32%) came from Arizona, while 12% came from California (up from 1% in 2011) and 4% from elsewhere (down from 19% last year).

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



We asked visitors who came to Laughlin from Las Vegas how they had traveled to Las Vegas. Eighty-five percent (85%) said they arrived by air (up from 2011 – 2014 results), while 15% arrived by ground transportation (down from past results).

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



Most visitors decided where to stay in Laughlin prior to their visits (97%, similar to past results), while 3% decided after arrival.

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

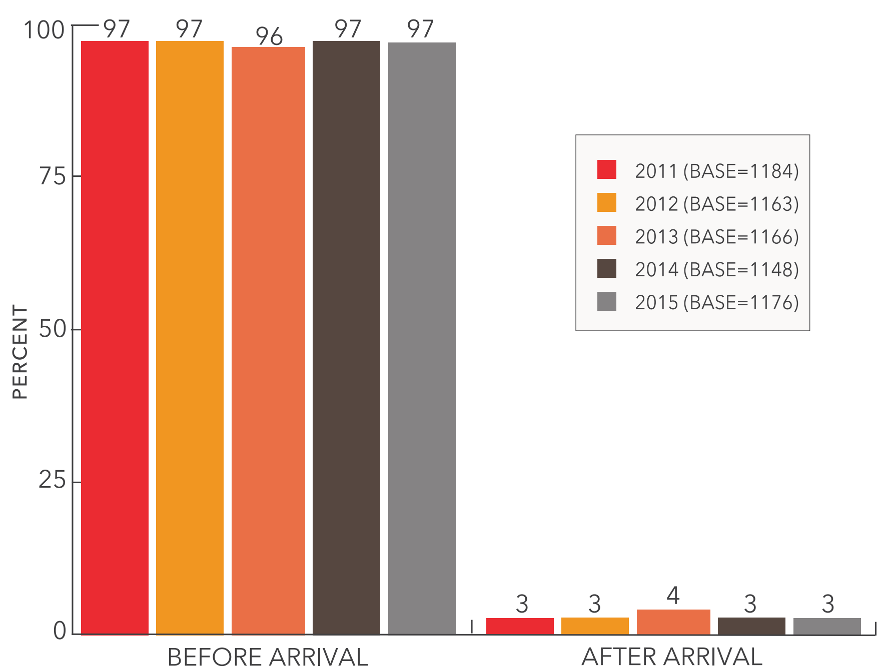
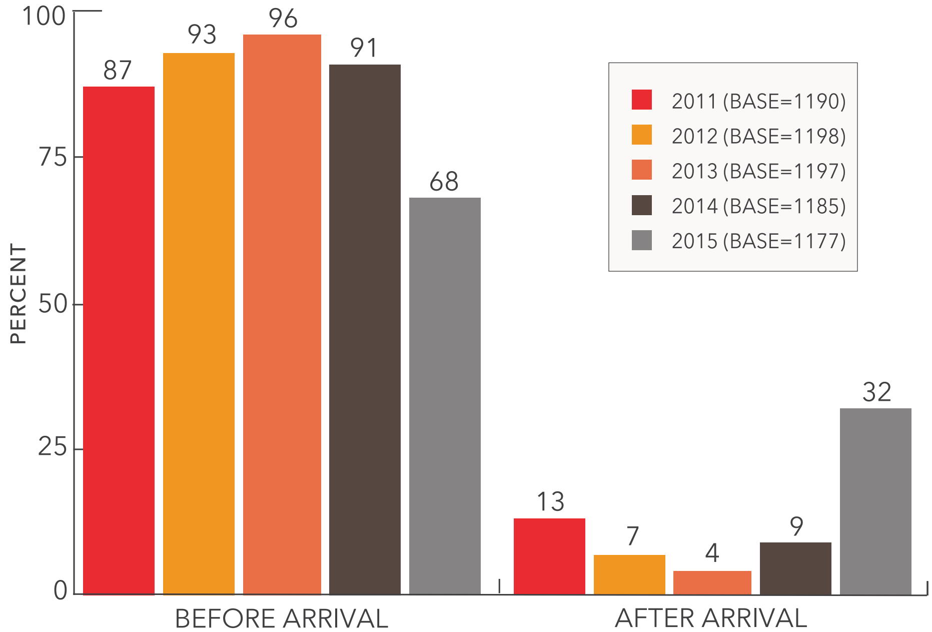


FIGURE 19
When Decided Where To Gamble (Among Those Who Gambled)



Just over two-thirds (68%) of visitors who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin, down from past results. Thirty-two percent (32%) reported making their decision about where to gamble after they arrived in Laughlin, up from previous years.

Among visitors who reported going to see a show, 45% said they decided what shows to see before their arrival in Laughlin, up from 20% in 2011. Fifty-five percent (55%) said they decided what shows to see after arriving in Laughlin, down from 79% in 2011.

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

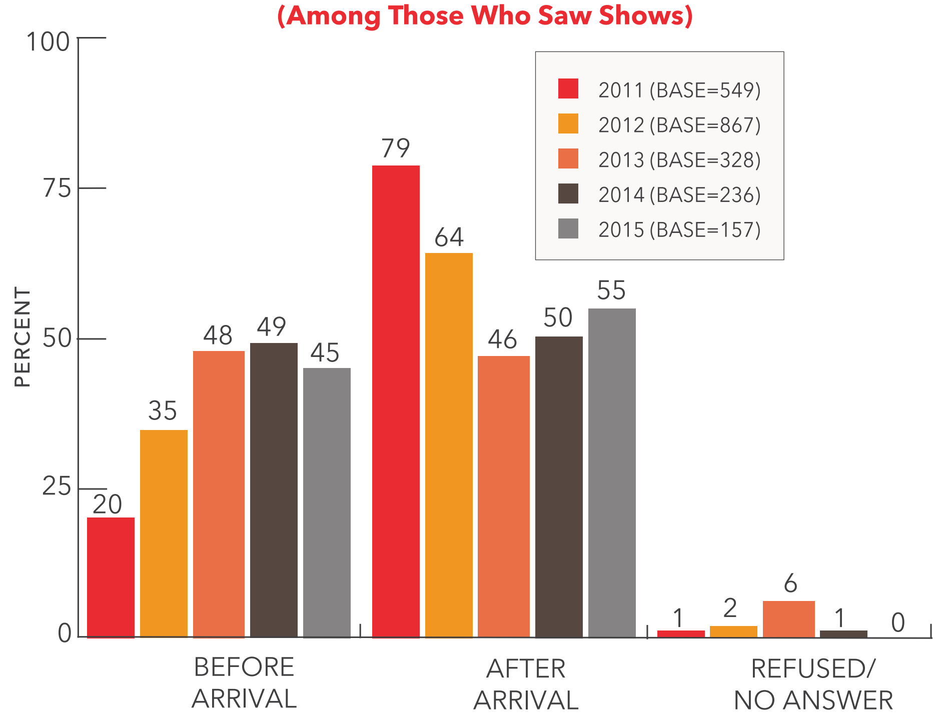
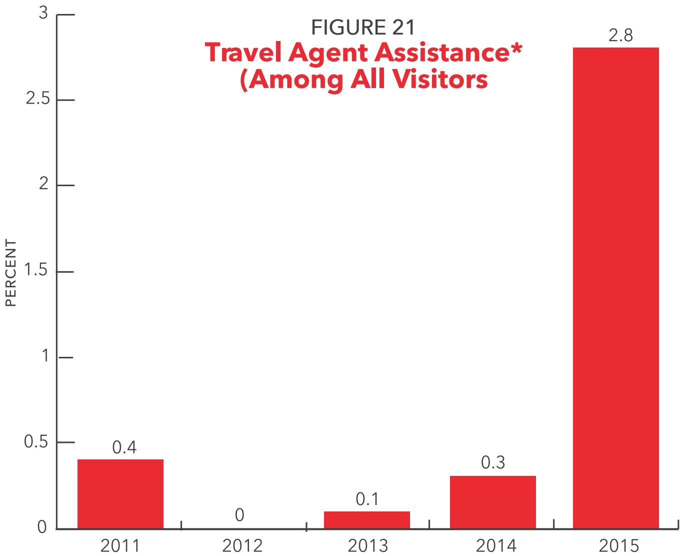


FIGURE 21
Travel Agent Assistance*
(Among All Visitors)



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

In 2015, 2.8% of visitors to Laughlin said they were assisted in their travel planning by a travel agent, up from past results.

Visitors were asked to indicate the primary reason why they did not use a travel agent to help with their travel arrangements. Twenty-five percent (25%) said they got an invitation from a hotel/casino, and twenty-one percent (21%) said they used the Internet to make their travel arrangements. Thirteen percent (13%) each said they used the property's air rewards program or said that they were driving and didn't need the assistance of a travel agent.

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

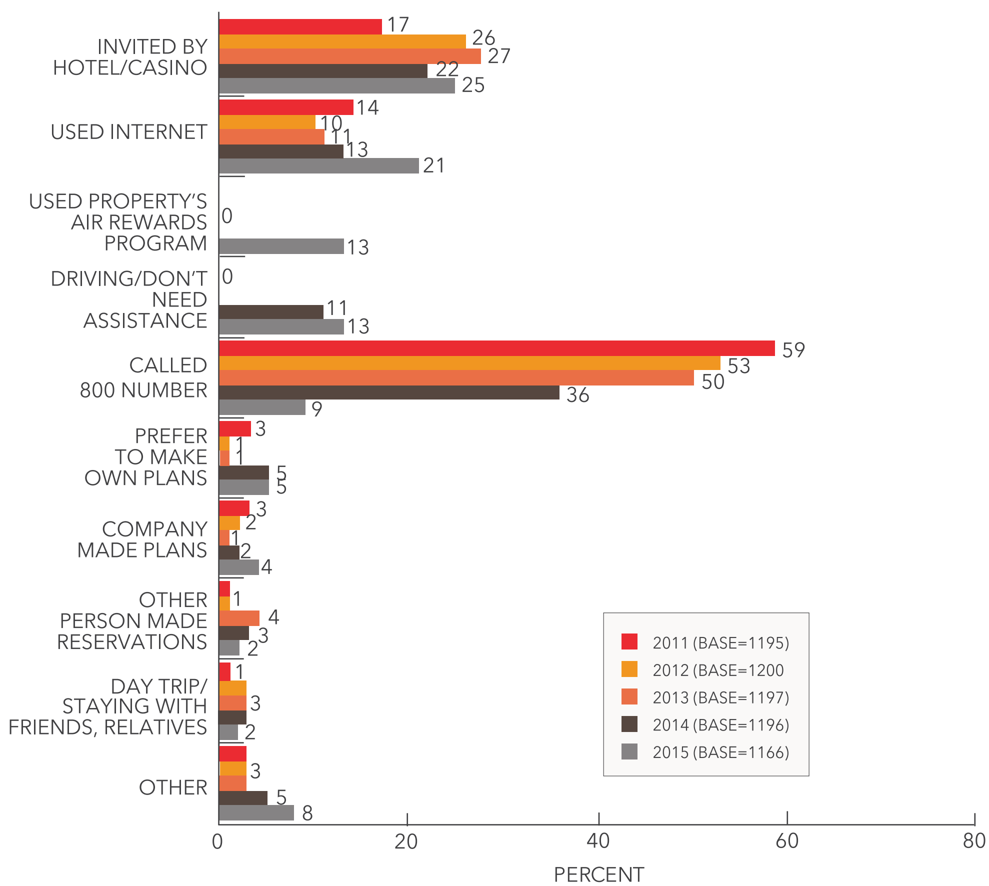
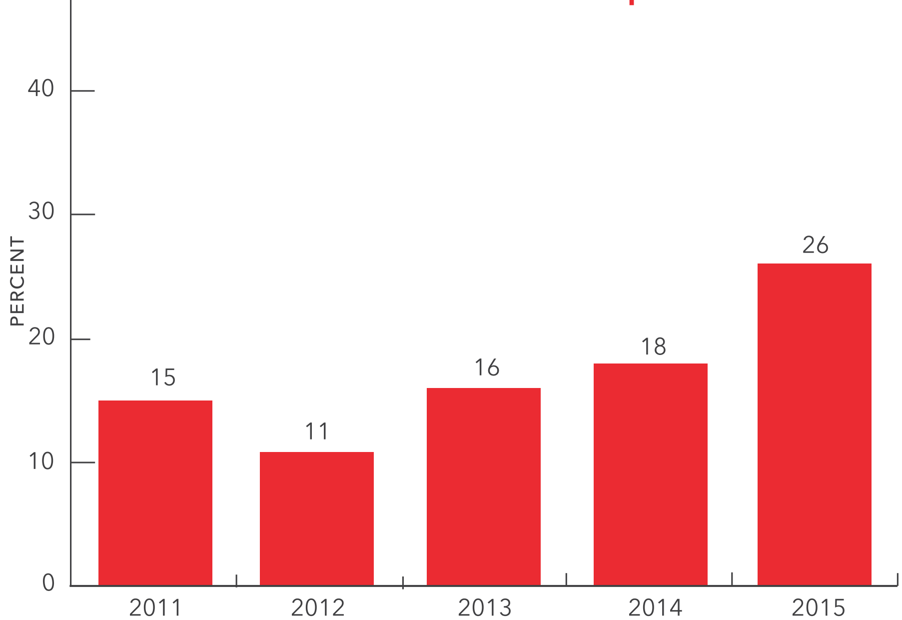


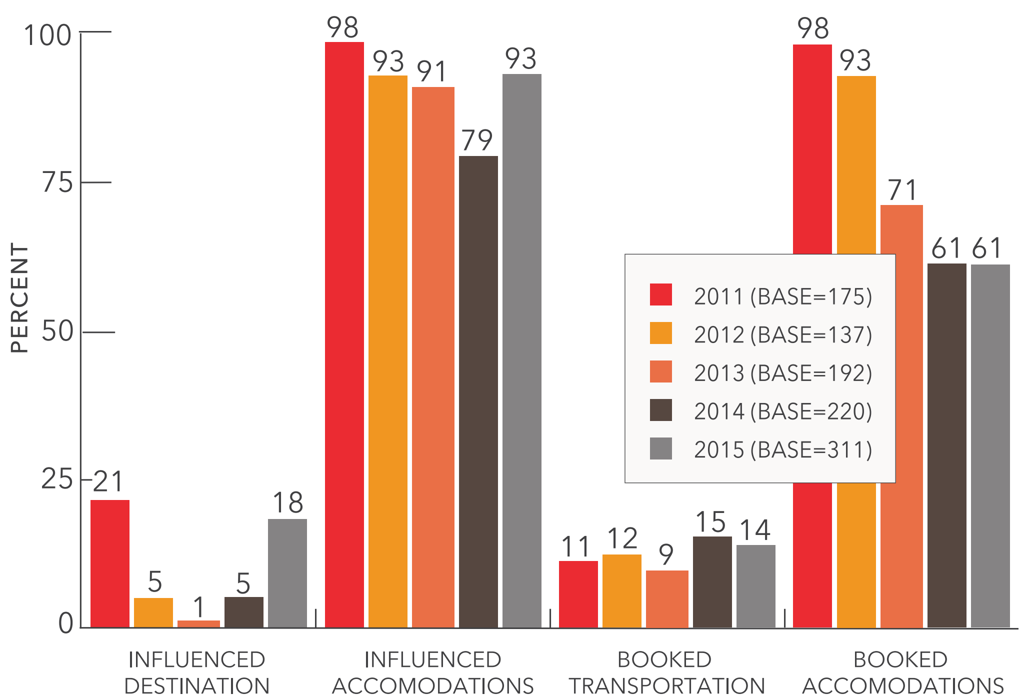
FIGURE 23
Whether Used Internet To Plan Trip*



*Only "yes" responses are shown in this figure.

In 2015, 26% of visitors said they used the Internet to plan their trip to Laughlin, up from 15% in 2011, and 18% last year.

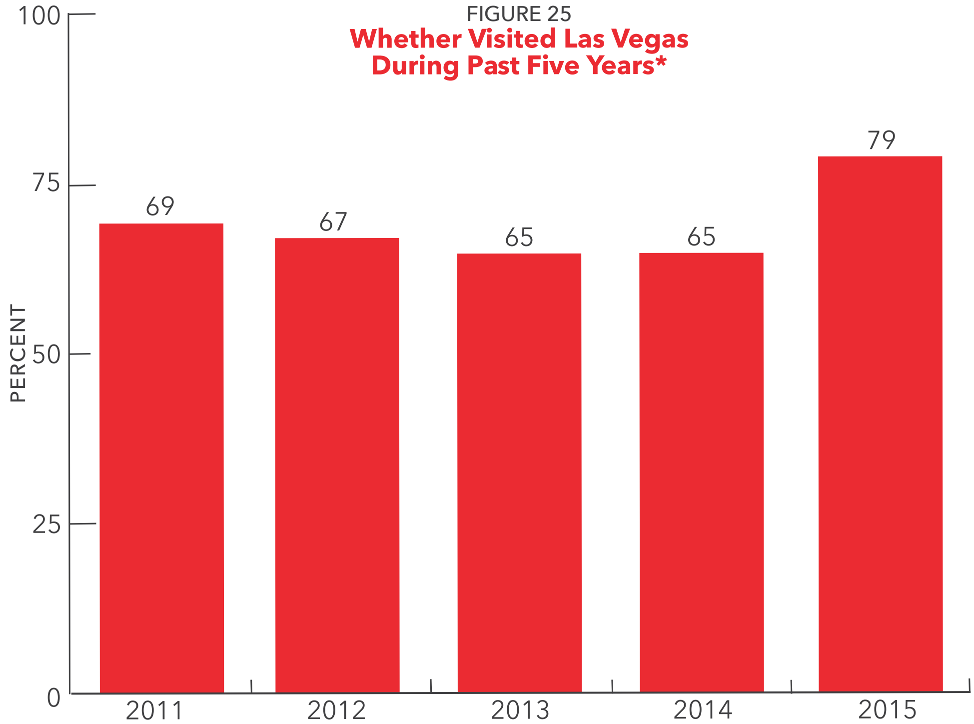
FIGURE 24
Internet Influence And Use*
(Among Those Who Used Internet To Plan Trip



*Only "yes" responses are shown in this figure.

Among visitors who used the Internet to plan their trip, six in ten (61%) booked their accommodations online (the same as last year. More than nine in ten (93%) said the Internet influenced their choice of accommodations (up from 79% last year). With little difference from previous years, fourteen percent (14%) said they booked their transportation to Laughlin online. Eighteen percent (18%) said the Internet influenced their decision to visit Laughlin, up from 5% each in 2012 and 2014 and 1% in 2013.

FIGURE 25
Whether Visited Las Vegas During Past Five Years*

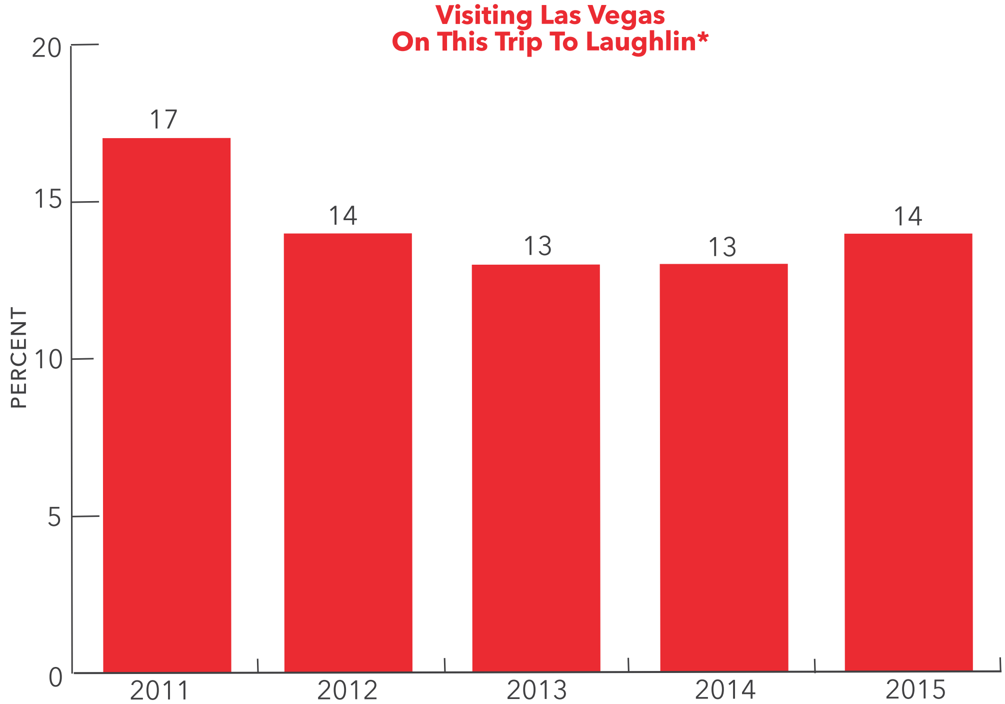


*Only "yes" responses are reported in this chart.

Nearly four in five (79%) Laughlin visitors said they have visited Las Vegas in the past five years, up from previous results.

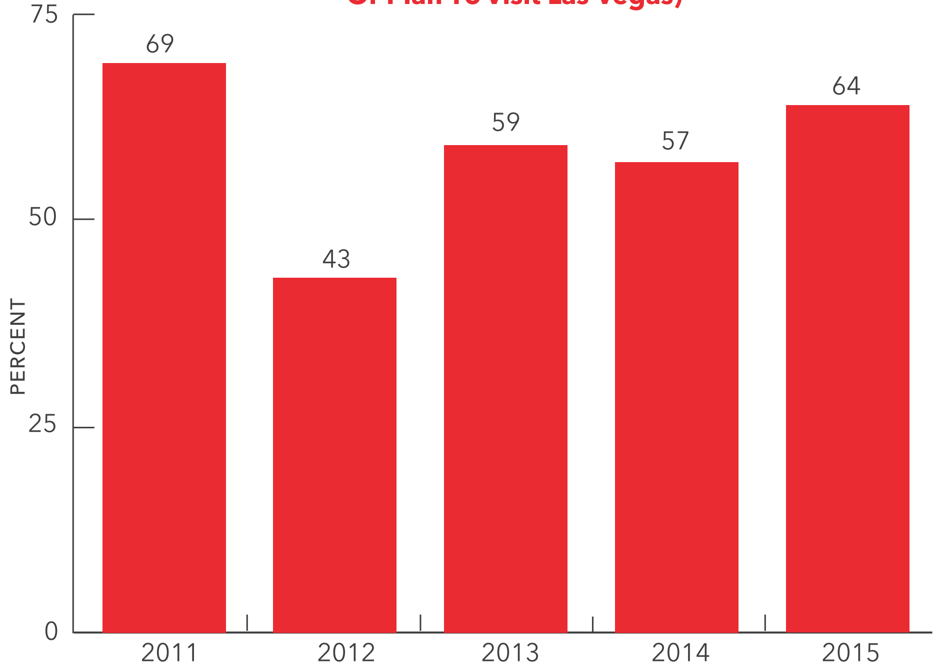
Fourteen percent (14%) of Laughlin visitors said they had visited or were planning to visit Las Vegas on this trip, not different from past results.

FIGURE 26
Visiting Las Vegas On This Trip To Laughlin*



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

FIGURE 27
Visiting Downtown Las Vegas* (Among Those Who Visited Or Plan To Visit Las Vegas)

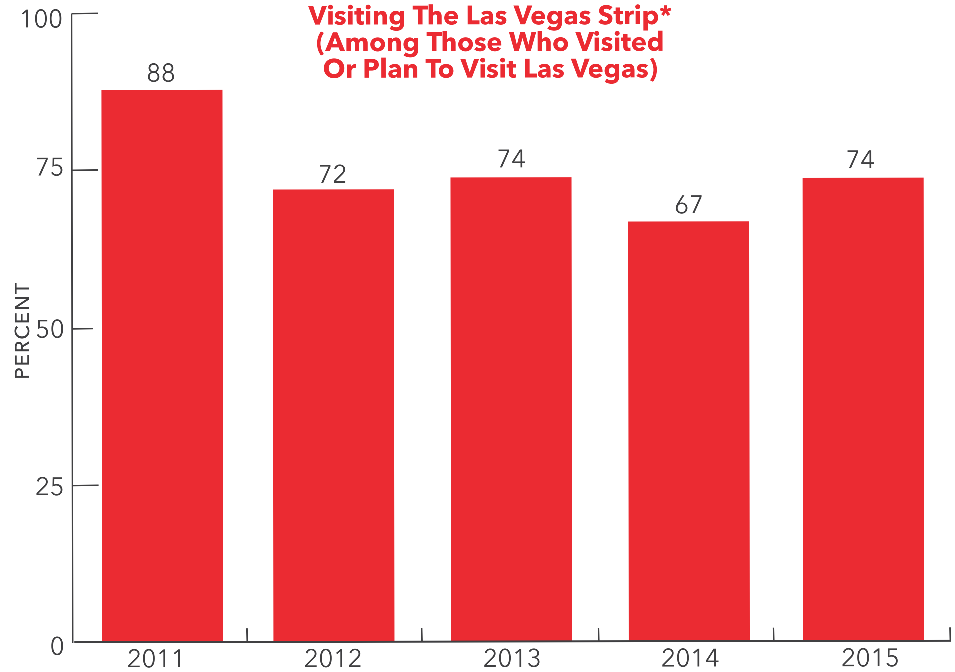


*Only "yes" responses are reported in this chart.

Among Laughlin visitors who visited or were planning to visit Las Vegas on this trip, 64% said they had visited or intended to visit Downtown.

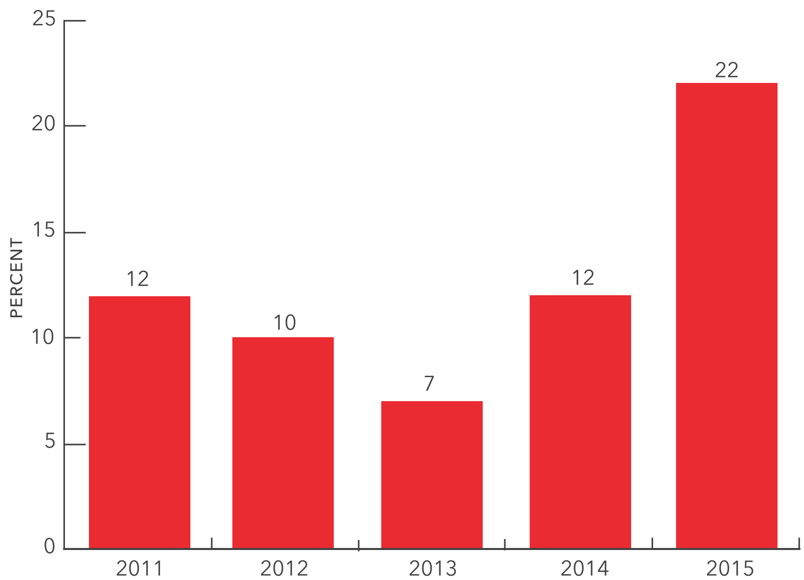
Among those who visited or planned to visit Las Vegas on this trip to Laughlin, 74% said they intended to visit the strip.

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



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

FIGURE 29
Touring Other Nearby Places*
(Among All Visitors)

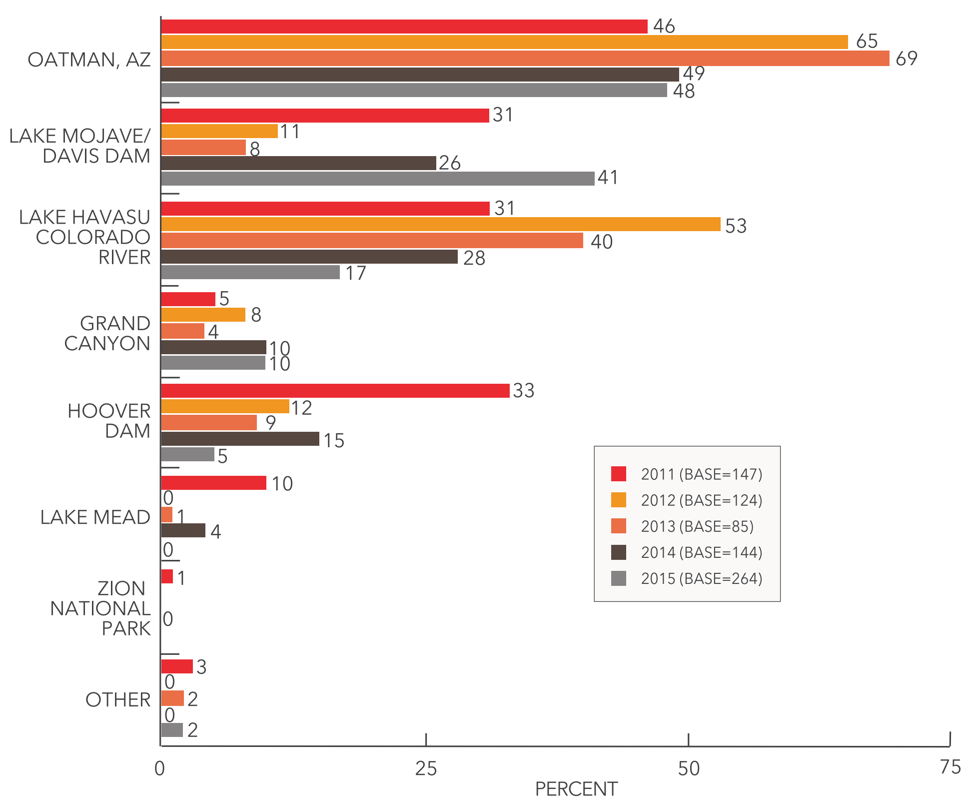


*Only "yes" responses are reported in this chart.

We asked visitors if they had visited, or planned to visit, other nearby areas besides Las Vegas. Twenty two (22%) said yes, up significantly from 12% in 2014.

Laughlin visitors who said they visited nearby places were most likely to have visited Oatman (48%), followed by the Lake Mojave/Davis Dam area (41%). Seventeen percent (17%) visited the Lake Havasu/ Colorado River area, while 10% went to the Grand Canyon and 5% visited Hoover Dam.

FIGURE 30
Other Nearby Places Visited*
(Among Those Who Visited Nearby Places)



*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. Seventy-six percent (76%) reported two adults in their party, down from previous results. Ten percent (10%) said they were traveling alone, not significantly different from past results. Six percent (6%) said they were travelling in a party of three, while 9% said they were traveling in a party of four or more people, up from 2011 – 2014 reslts.

FIGURE 31
Adults In Immediate Party

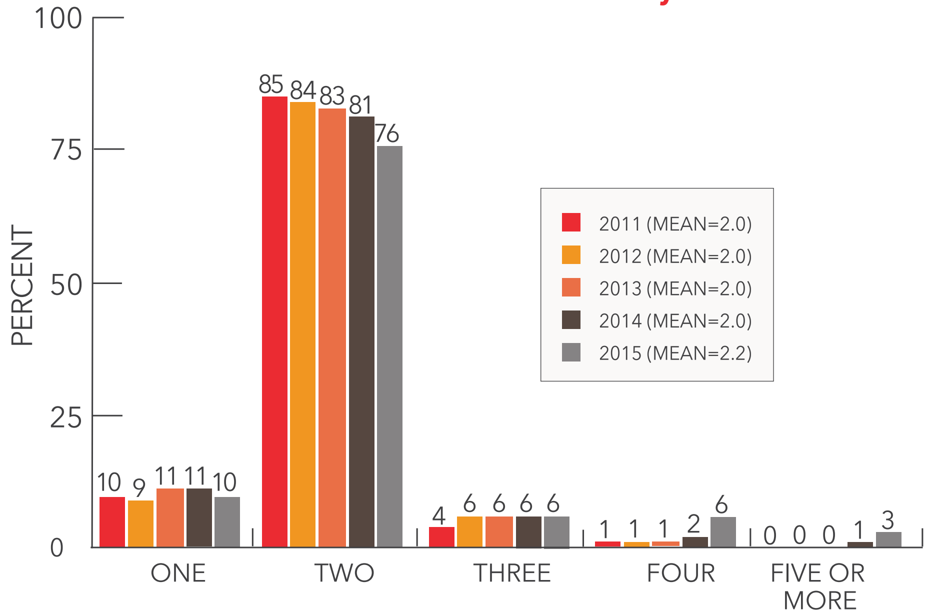


FIGURE 32
Whether Had Persons In Immediate Party Under Age 21* (Among All Visitors)

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

We asked visitors whether they had any people under the age of 21 traveling with them in their immediate party. Five percent (5%) said their party included someone under the age of 21, on par with previous years.

During 2015, Laughlin visitors stayed an average of 3.4 nights and 4.4 days, up from 3.2 nights and 4.2 days in 2011.

FIGURE 33
Nights Stayed

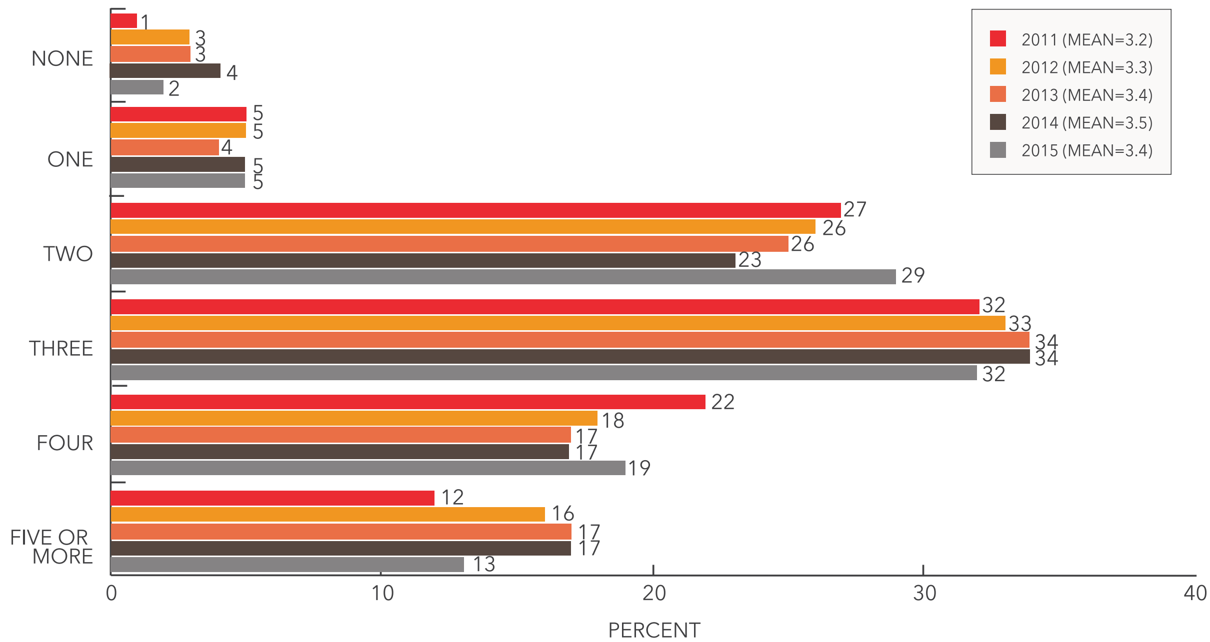


FIGURE 34
Days Stayed

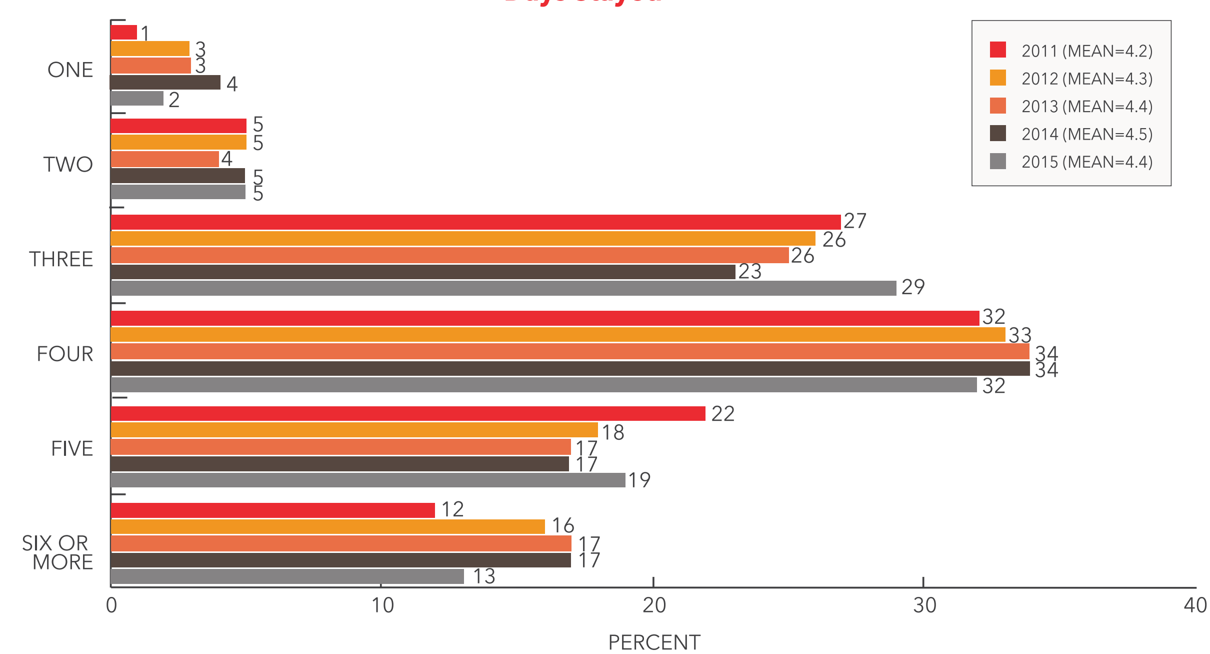
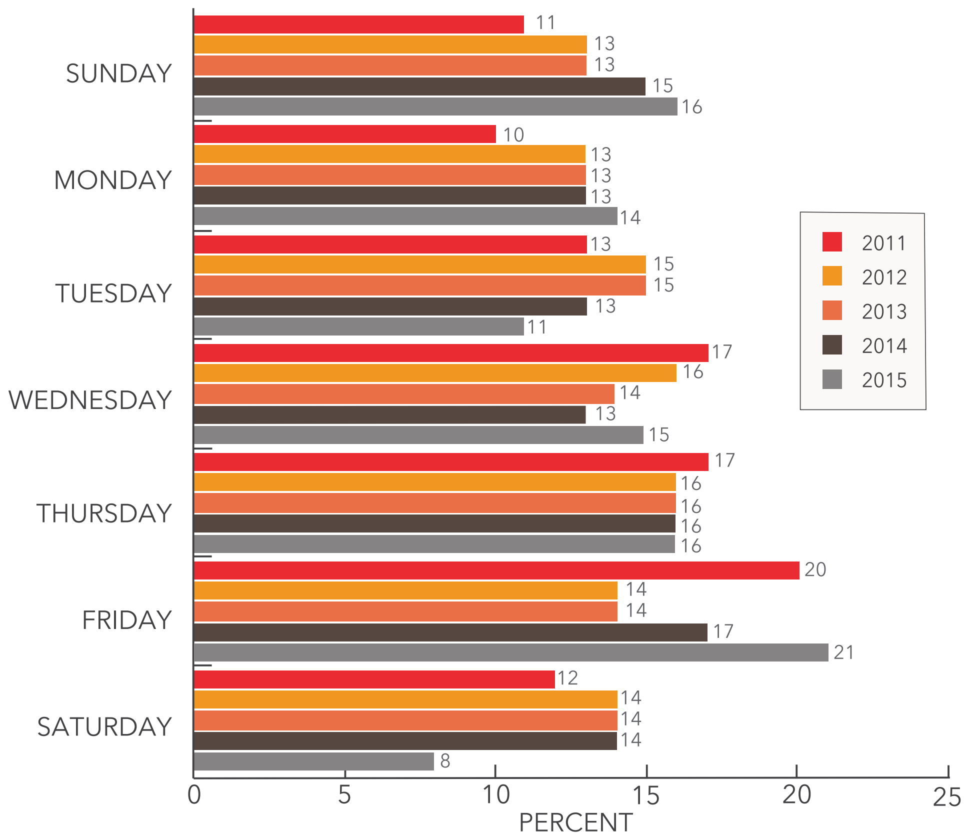


FIGURE 35
Day of Arrival



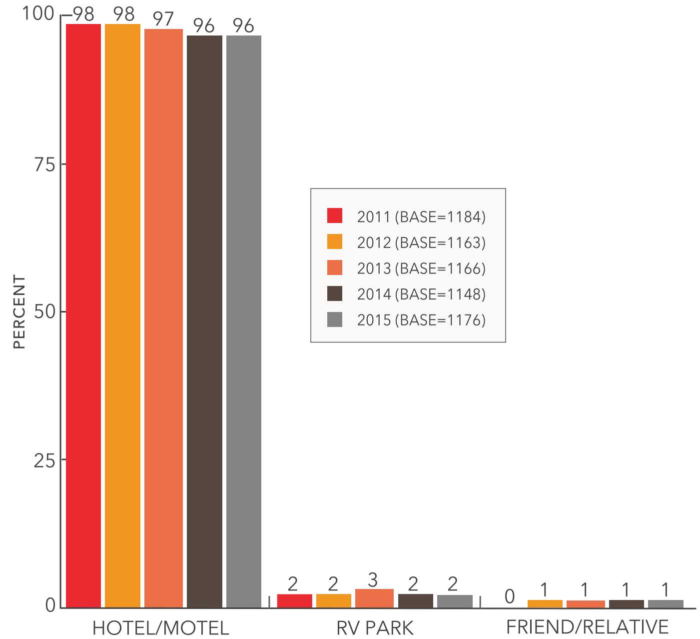
In 2015, visitors were most likely to arrive in Laughlin on a Friday (21%), followed by a Sunday (16%) or a Thursday (16%).

Twenty-eight percent (28%) of visitors arrived in Laughlin on the weekend (Friday or Saturday), while 72% of visitors arrived on a weekday (Sunday through Thursday), not significantly different from past years.

FIGURE 36
Weekend Versus Weekday Arrival

As shown in this figure, among visitors who stayed overnight, 96% stayed in a hotel, same as 2014.

FIGURE 37
Type of Lodging
(Among Those Who Stayed Overnight)



Visitors were asked how they booked their accommodations. In 2015, 68% said they booked their accommodations by calling the property directly (down from 2011 – 2014 results), while 21% booked on a website (up from 2011 – 2014 results), 5% booked in person and 2% used a travel agent (up from past results).

FIGURE 38
How Booked Accommodations
(Among Those Who Stayed In Hotel/Motel/RV Park)

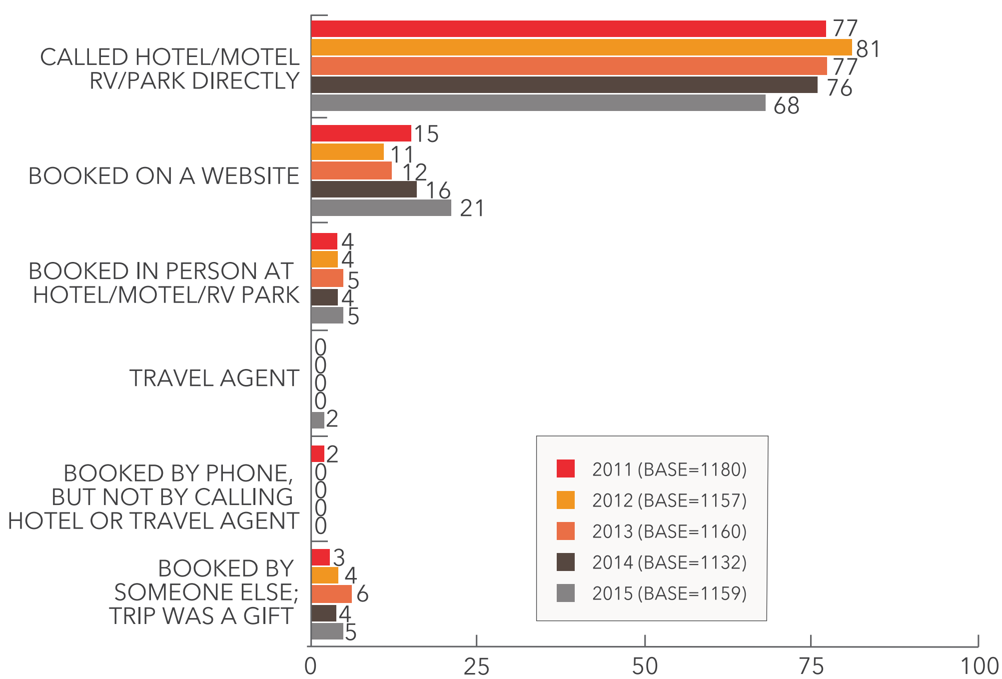
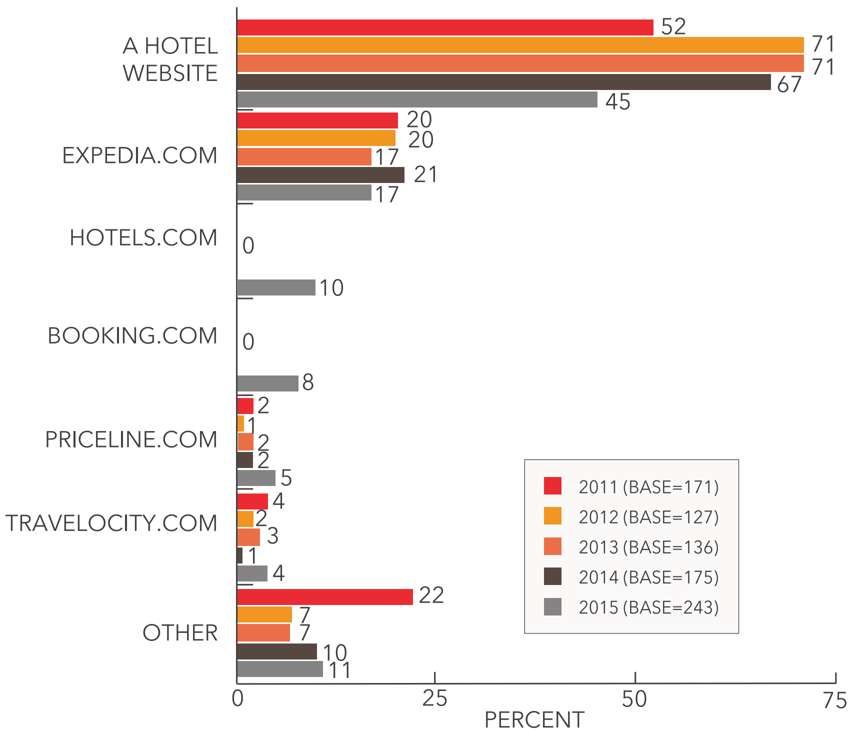


FIGURE 39
Website Used To Book Accommodations (Among Those Who Booked Online)



Visitors who booked their accommodations on a website were asked which one they used. Forty-five percent (45%) said they used a hotel website to book their accommodations, down from 67% last year. Seventeen percent (17%) used Expedia.com, 10% used Hotels.com, 8% used Booking.com, 5% used Priceline.com and 4% used Travelocity.com.

We asked those staying in a hotel, motel or RV park how far in advance they had booked accommodations. Five percent (5%) of visitors booked accommodations the same day they arrived in Laughlin, 20% booked one to six days in advance, 50% booked seven to 30 days in advance and 22% booked more than 30 days in advance (up from 10% last year).

FIGURE 40
How Far In Advance Accommodations Were Booked (Among Those Staying In A Hotel/Motel/RV Park)

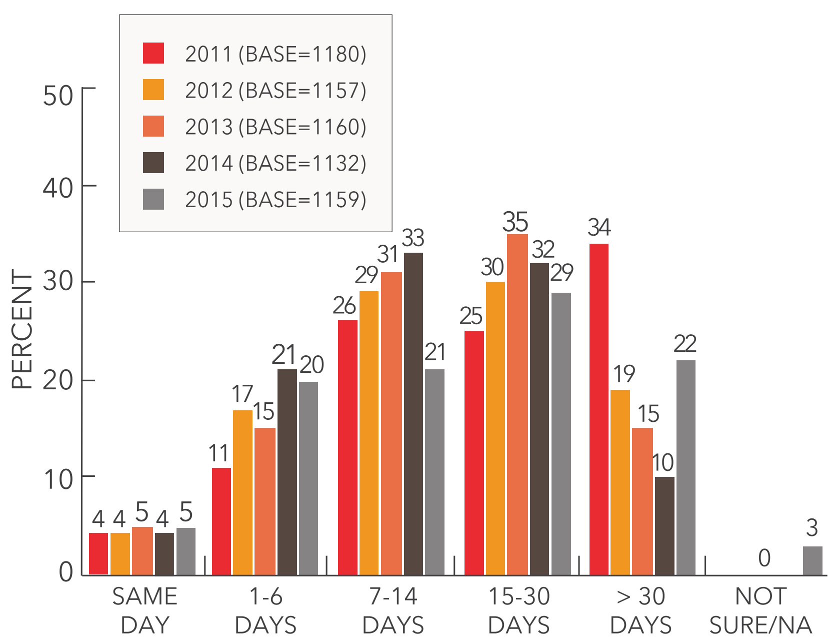
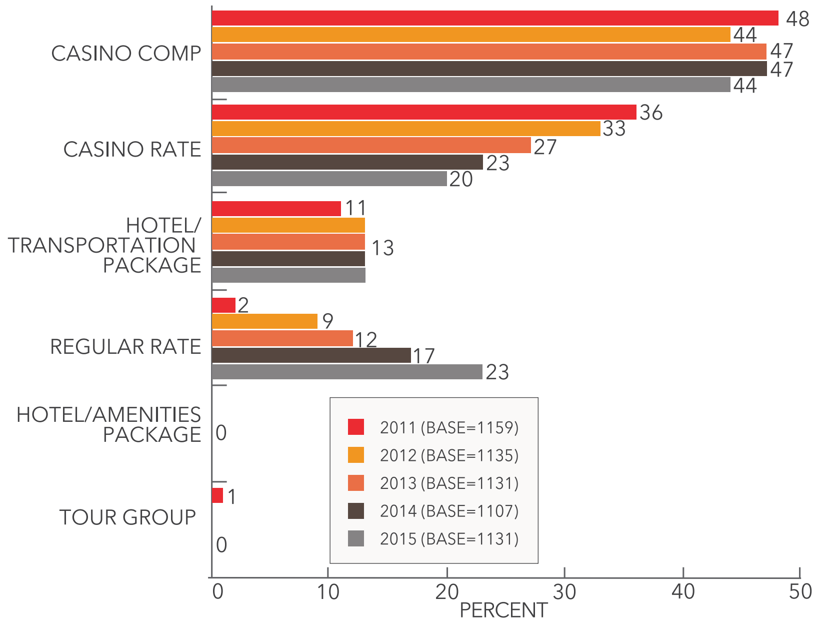


FIGURE 41
Type Of Room Rate
(Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel or motel what type of room rate they had received for their accommodations. Sixty-four percent (64%) reported receiving some type of casino rate – either a regular casino rate or a casino complimentary rate (44%). Thirteen percent (13%) received a hotel-transportation package. Twenty-three percent (23%) said they received a regular room rate, up from 2011 – 2014 results.

FIGURE 42
Room Rate By Booking Method
(2015)

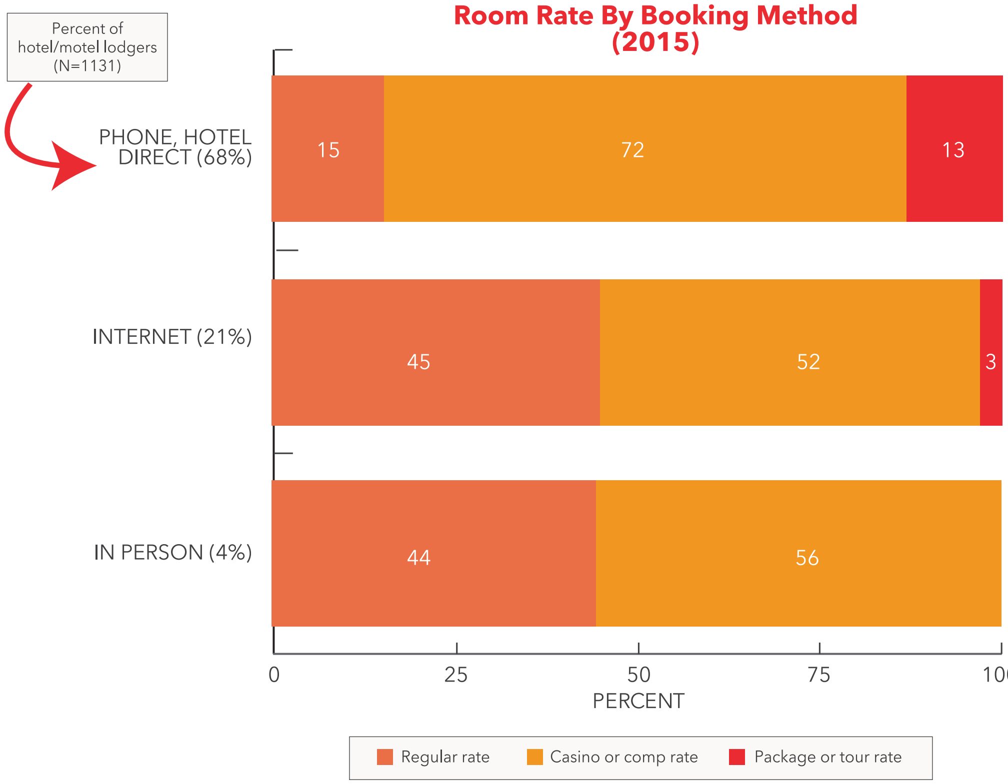
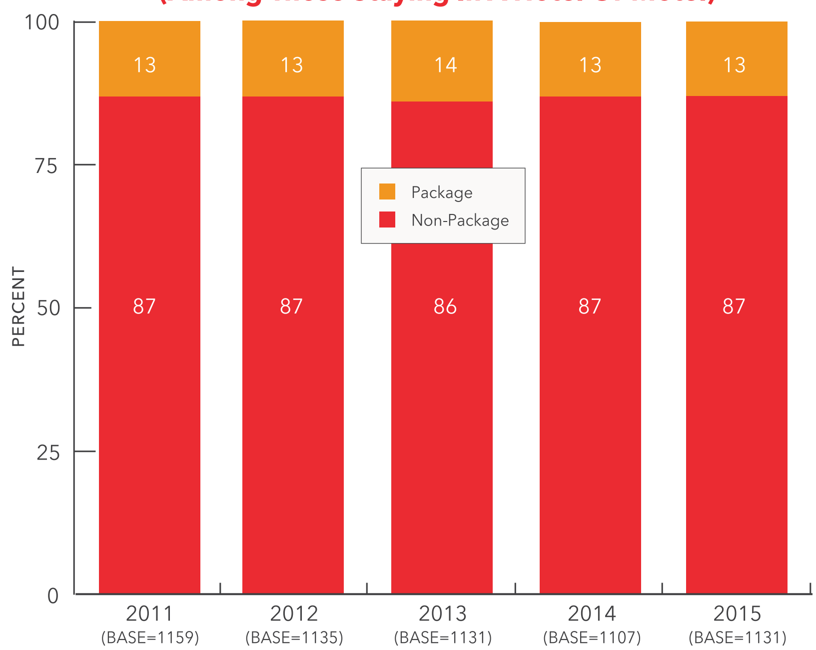


Figure 42 shows the room rate category by the booking method for 2015 among those staying in a hotel or motel. Of those who called the hotel directly, more than seven in ten (72%) received a casino or casino complimentary rate, while 15% received a regular room rate and 13% received a package or tour rate. Of those who booked on the Internet, more than half (52%) received a casino or casino complimentary rate, while 45% received a regular rate and 3% a package or tour rate. Of those who booked in person, more than half (56%) received a casino or casino complimentary rate, while more than four in ten (44%) received a regular room rate.

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



In 2015, 13% received their lodging as part of a package deal (13% a hotel/transportation package and less than 1% a hotel/amenities package), not significantly different from past years. No 2015 respondents reported receiving a tour or travel group package.

We asked for the package cost from visitors who had purchased a hotel, airline, or tour/travel group package. Nearly half (49%) said they paid $150 or more for their package, down from 2011–2014 results.

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

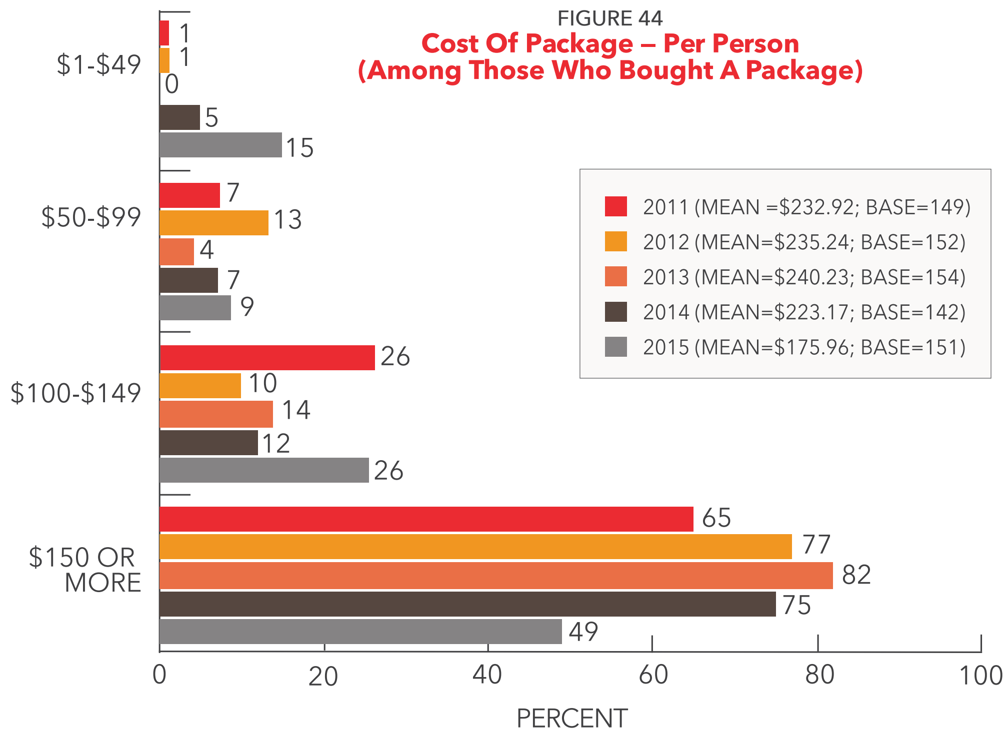
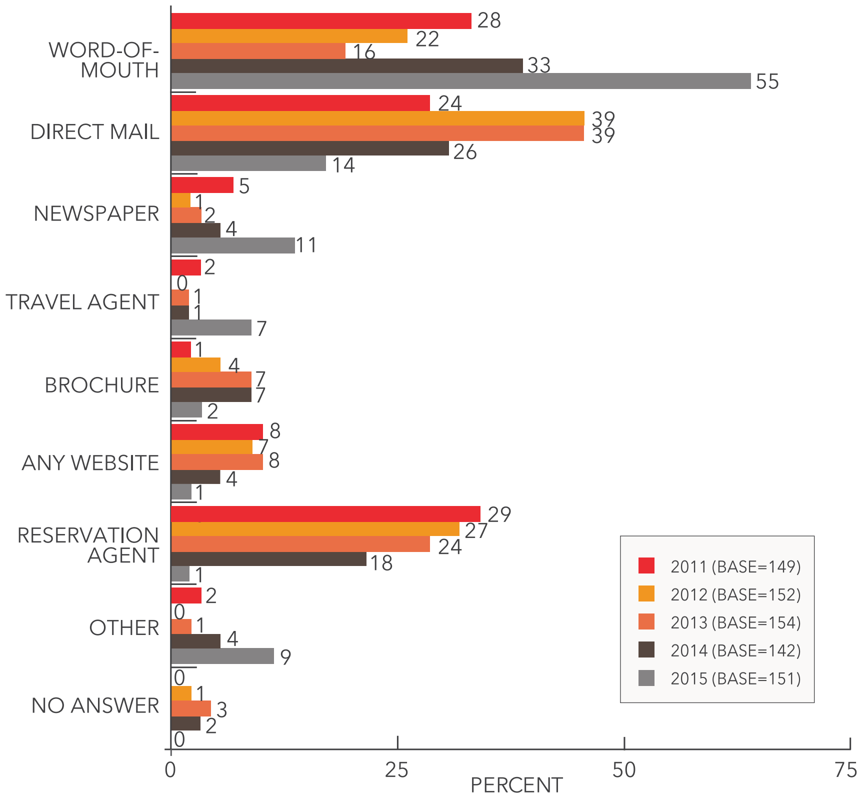


FIGURE 45
How First Learned About Package (Among Those Who Bought A Package)



Package purchasers were asked how they first found out about the package they bought for their trip to Laughlin. More than half (55%) said they first heard about the offer through word-of-mouth, 14% said they received an offer through the mail and 11% heard about the package through a newspaper advertisement. Seven percent (7%) said they first heard about the package through a travel agent, 4% from an email offer, 2% said they found out through a brochure and 1% each said they first found out about their package through a website or through a reservation agent or call center.

The average reported room cost among non-package hotel and motel lodgers in 2015 was $50.09, higher than the and, $41.30 in 2013 and $42.10 last year. Thirty-eight percent (38%) reported spending $50 or more on their lodgings, upfrom last year. Forty-two percent (42%) spent between $25 and $49, anf the remaining 19% reported spending less than $50, for their room.

FIGURE 46
Lodging Exenditures – Average Per Night (Among Those Staying In A Hotel Or Motel/Non-Package and Non-Comp)

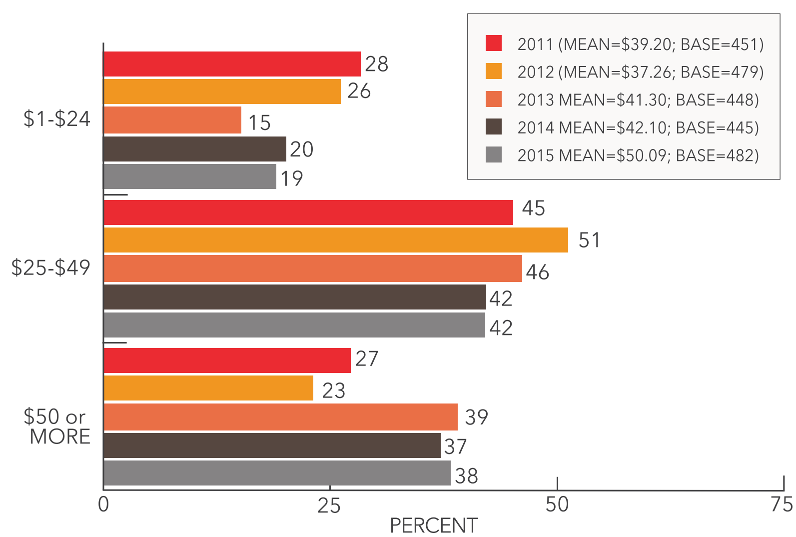
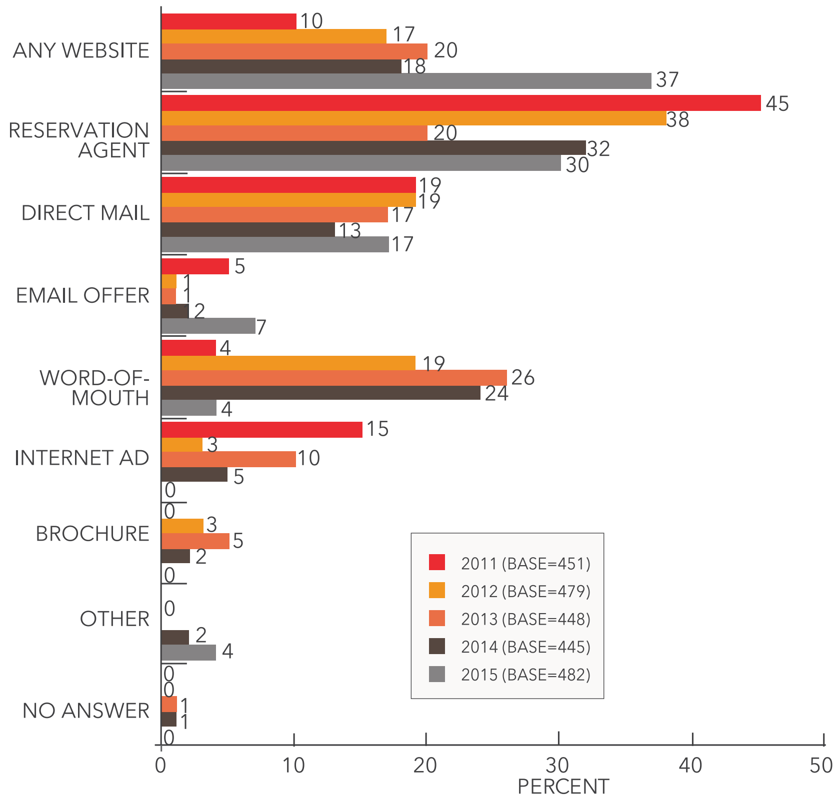


FIGURE 47
How First Learned About Room Rate (Among Those Staying In A Hotel Or Motel/Non-Package)



Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid. Thirty-seven percent (37%) said they learned about it on a website (up from 2011 – 2014 results). Thirty percent (30%) said they first heard about their room rate from a reservation agent or through a call center, (17%) received an offer in the mail, 7% received an email offer and 4% said they heard of their room rate through word-of- mouth.

As Figure 48 shows, the majority of visitors (81%) said that two people stayed in their room. Nine percent (9%) said that three or more people stayed in their room, while 10% said they roomed alone. The average number of room occupants per hotel/motel room was 2.0 occupants, similar to past years.

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

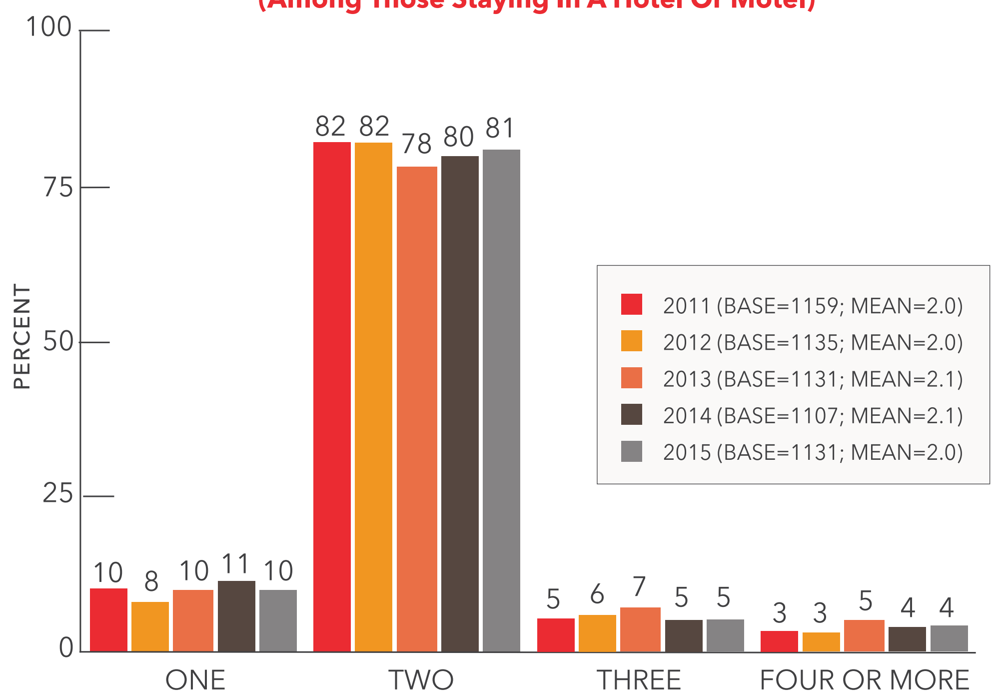
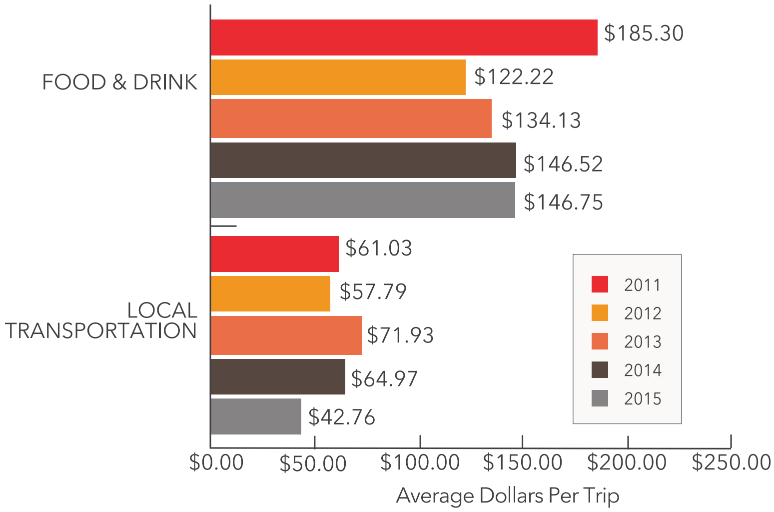


FIGURE 49

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



* Trip expenditures are calculated by multiplying visitors' estimated daily expenditures by the number of days they stayed in Laughlin on their most recent trip. Local transportation expenditures include spending in both Laughlin and Bullhead City

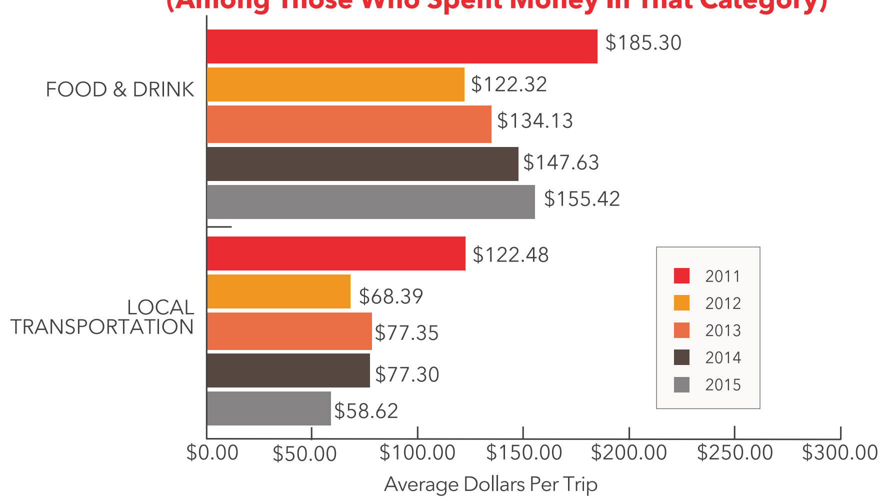
We asked all visitors about their daily expenditures on food and drink and on local transportation.

Figure 49 shows the average trip expenditures including visitors who said they spent nothing in that category. In 2015, the average food and drink expenditures remained unchanged at $146.75 per trip, and the average local transportation expenditures fell to $42.76 per trip.

Among visitors who indicated they spent money in these categories, average food and drink expenditures in 2015 rose to $155.42 per trip, up while the average local transportation expenditures fell to $58.62 per trip, down significantly from 2011 – 2014 findings.

FIGURE 50

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

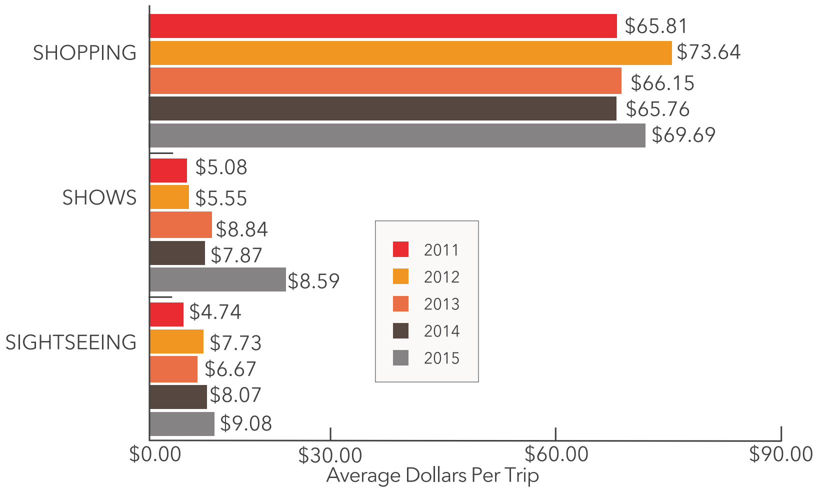


*Local transportation expenditures include spending in both Laughlin and Bullhead City.

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

	2011	2012	2013	2014	2015
Food and Drink Base size Proportion of total	(1200) 100%	(1119) 100%	(1200) 100%	(1191) 99%	(1133) 95%
Local Transportation Base size Proportion of total	(598) 50%	(1014) 85%	(1116) 93%	(1009) 84%	(876) 74%

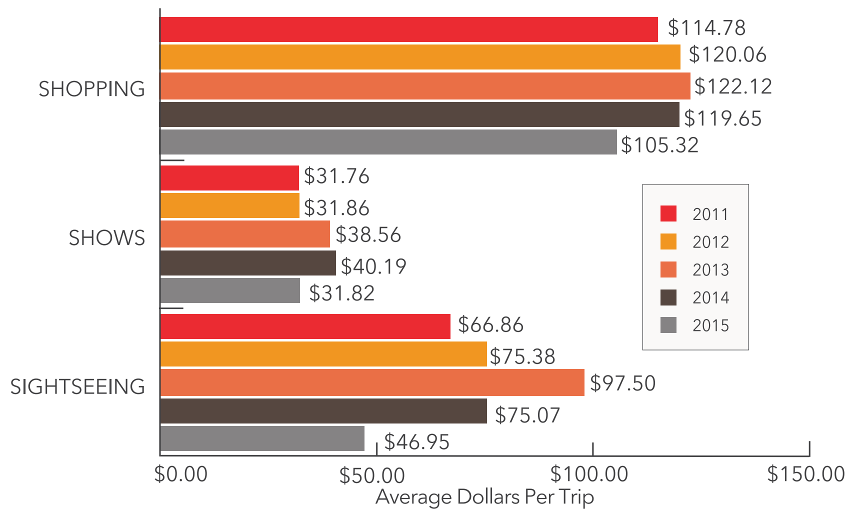
FIGURE 51
Average Trip Expenditures On Shopping, Shows, And Sightseeing (Including Visitors Who Spent Nothing In That Category)



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 2015 was $69.69, not significantly different from past years. An average of $8.59 was spent on shows and an average of $9.08 was spent on sightseeing.

Looking only at visitors who spent money in that category, the average spent for shopping in 2015 was $105.32, down from last year. The average spent on shows was $31.82, and the average spent on sightseeing was $46.95, down significantly from prior years.

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



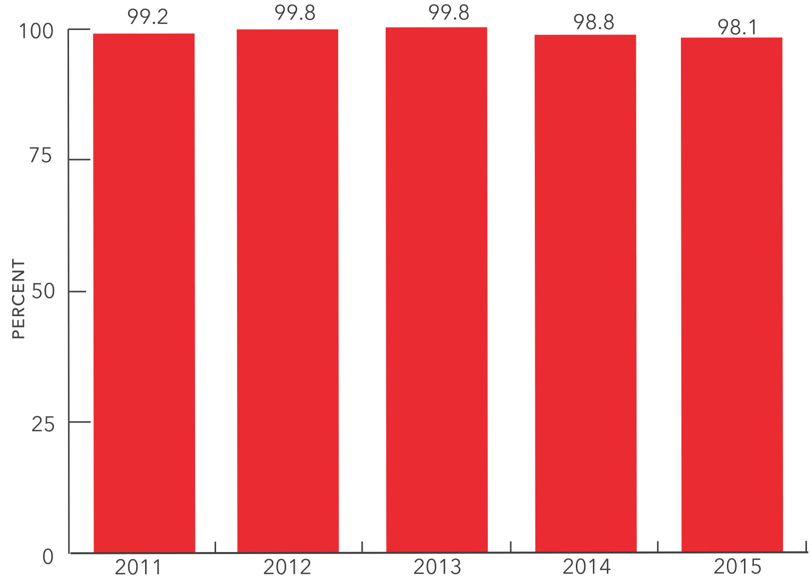
Percentages of respondents who spent money in each category are shown in the following table:

	2011	2012	2013	2014	2015
Shopping Base size Proportion of total	(688) 57%	(736) 61%	(650) 54%	(660) 55%	(794) 67%
Shows Base size Proportion of total	(192) 16%	(209) 17%	(275) 17%	(235) 20%	(324) 27%
Sightseeing Base size Proportion of total	(85) 7%	(123) 10%	(83) 10%	(129) 11%	(232) 20%

GAMING BEHAVIOR AND BUDGETS

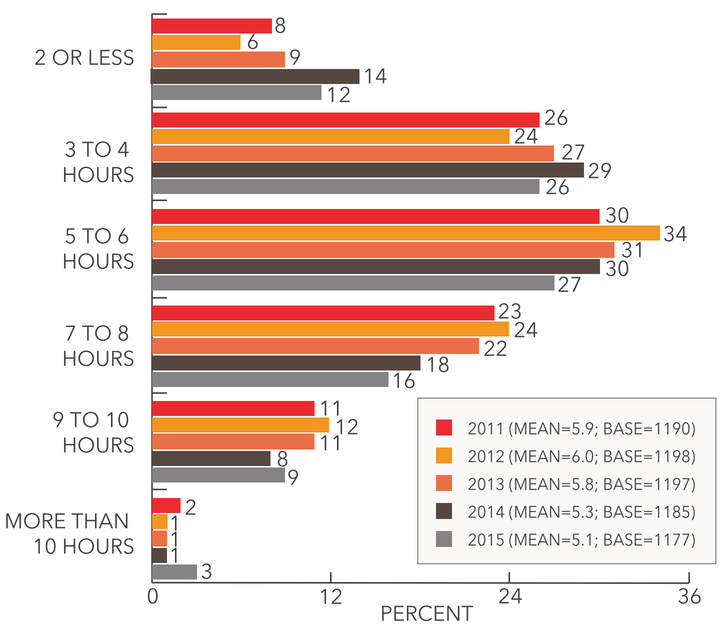
Nearly all Laughlin visitors in the current study said they gambled during their visit (98.1%).

FIGURE 53
Whether Gambled While In Laughlin*



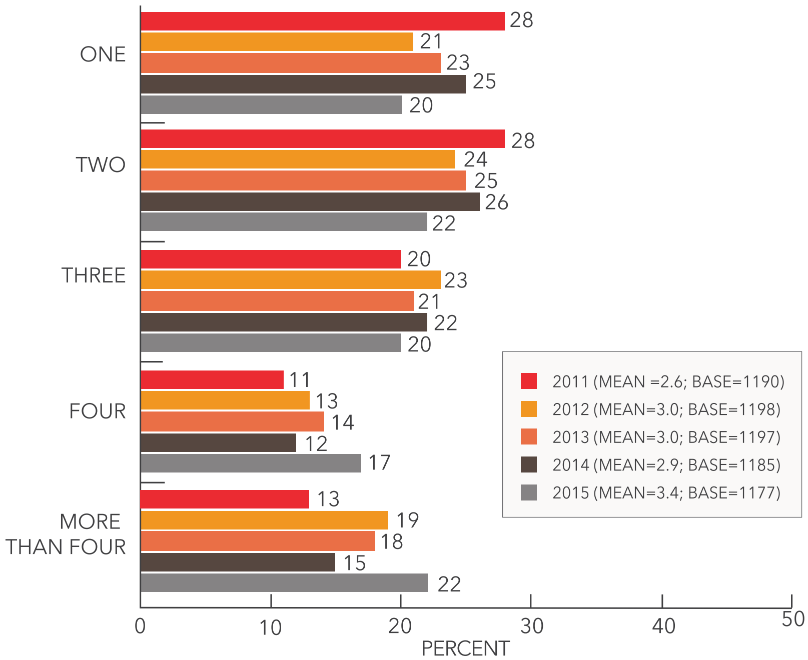
*Only "yes" responses are reported in this chart.

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



In 2015, Laughlin visitors who gambled said they spent an average of 5.1 hours doing so, down from last year. Twenty-one percent (21%) said they gambled two hours or less, up from 2011 – 2014, (26%) said they gambled three to four hours, 27% said they gambled five to six hours and 9% gambled seven to eight hours. Three percent (3%) gambled more than 10 hours, up from 1% in 2014.

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



In 2015, gamblers reported gambling at an average of 3.4 casinos during their stay in Laughlin, an increase from 2.9 last year. Twenty percent (20%) reported gambling at only one casino, while 22% gambled at two casinos and 20% gambled at three casinos. Thirty-nine percent (39%) reported gambling at four or more casinos, up 27% last year.

The average gambling budget reported by visitors to Laughlin in 2015 was $688.12, higher than the averages from 2011 – 2014 with (41%) saying their gambling budget was $600 or more.

FIGURE 56
Trip Gambling Budget (Among Those Who Gambled)

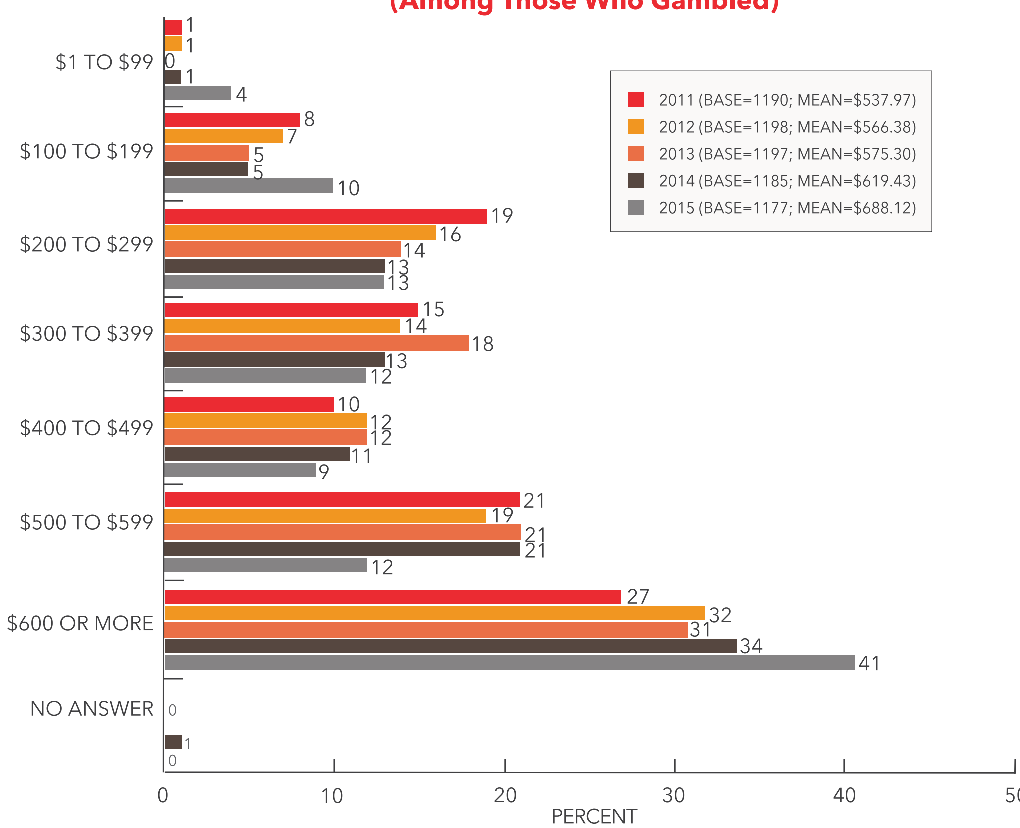
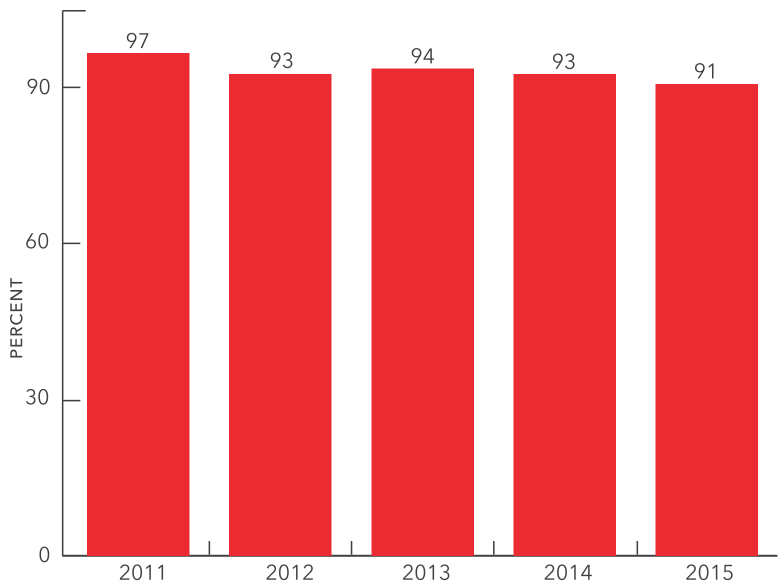


FIGURE 57
Whether Member Of A Slot/Loyalty Club*



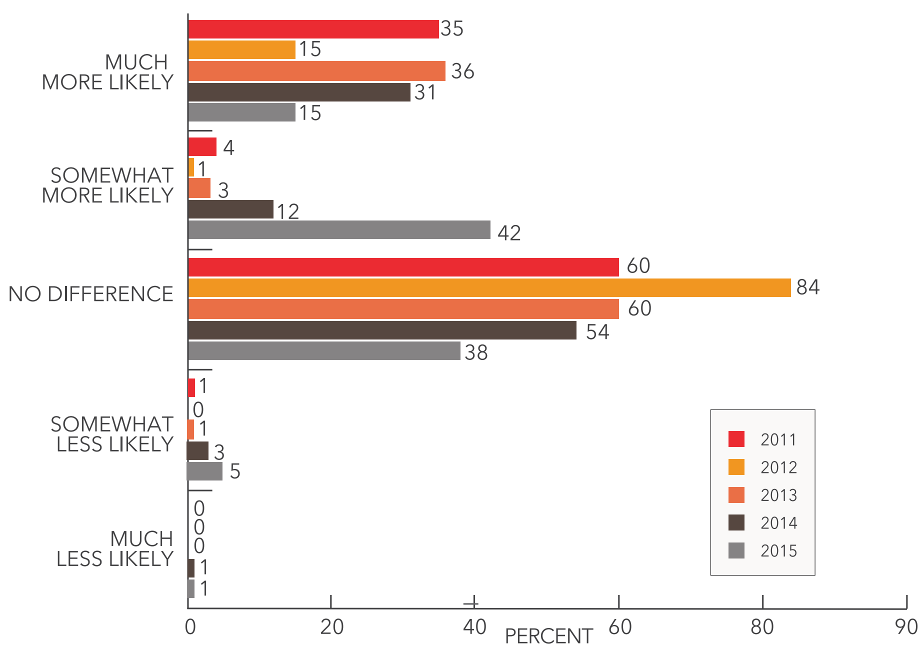
*Only "yes" responses are reported in this chart.

Visitors who said they 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. In 2015, 91% of gamblers said they were, down from 2011 – 2014 results.

All visitors to Laughlin were asked the following:

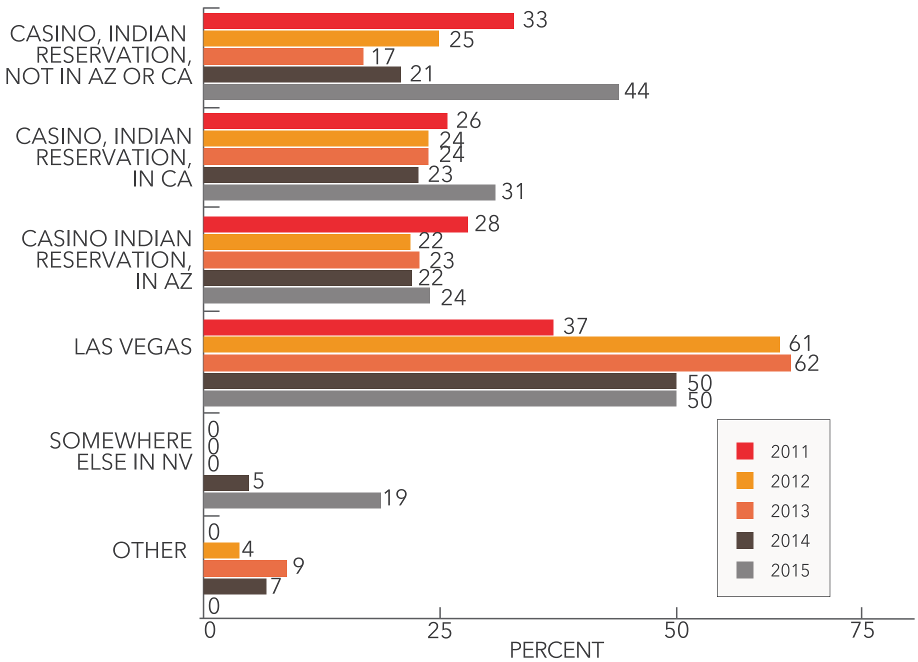
"Now that there are more places to gamble outside of Laughlin, do you feel you are more likely or less likely to visit Laughlin, or does it not make a difference in your decision to visit Laughlin?"

FIGURE 58
Likelihood Of Visiting Laughlin With More Places To Gamble Outside Laughlin



In 2015, 38% said having more places to gamble would make no difference in their decision to visit Laughlin, down from 2011 – 2014 results. Fifteen percent (15%) said that having other places to gamble made them much more likely to visit Laughlin, while 42% said it would make them somewhat more likely to visit. Six percent (6%) indicated they were less likely to visit Laughlin because of the availability of other places to gamble, up from 2011 – 2014 results.

FIGURE 59
Where Visitors Gambled Outside Laughlin On Indian Reservations* (Among All Visitors)



* Multiple responses were permitted to this question.

All visitors were asked about any gambling they had done at specific locations outside Laughlin within the past 12 months. Thirty-one percent (31%) reported gambling at an Indian reservation in California, up significantly from 2011 – 2014 results. Twenty-four percent (24%) said they gambled at an Indian reservation in Arizona, and forty-four percent (44%) said they gambled at an Indian reservation outside of Arizona or California, up from past results. One-half (50%) said they gambled in Las Vegas in the past year, and nearly one in five (19%) reported gambling somewhere else in Nevada, up from past results.

ATTITUDINAL INFORMATION

Eighty-three percent (83%) of Laughlin visitors said they were "very satisfied" with their visit to Laughlin in the 2015 survey, and from 92% last year abd fifteen percent (15%) said they were "somewhat satisfied" with their visit.

FIGURE 60
Satisfaction With Visit

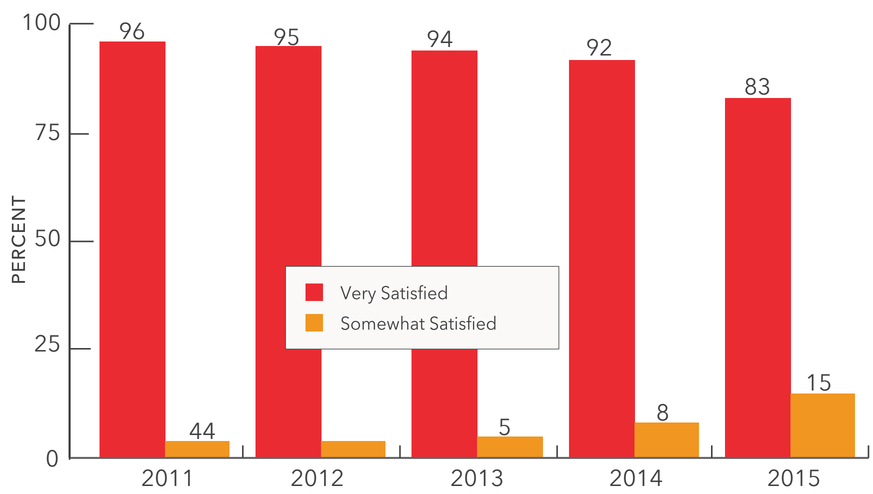
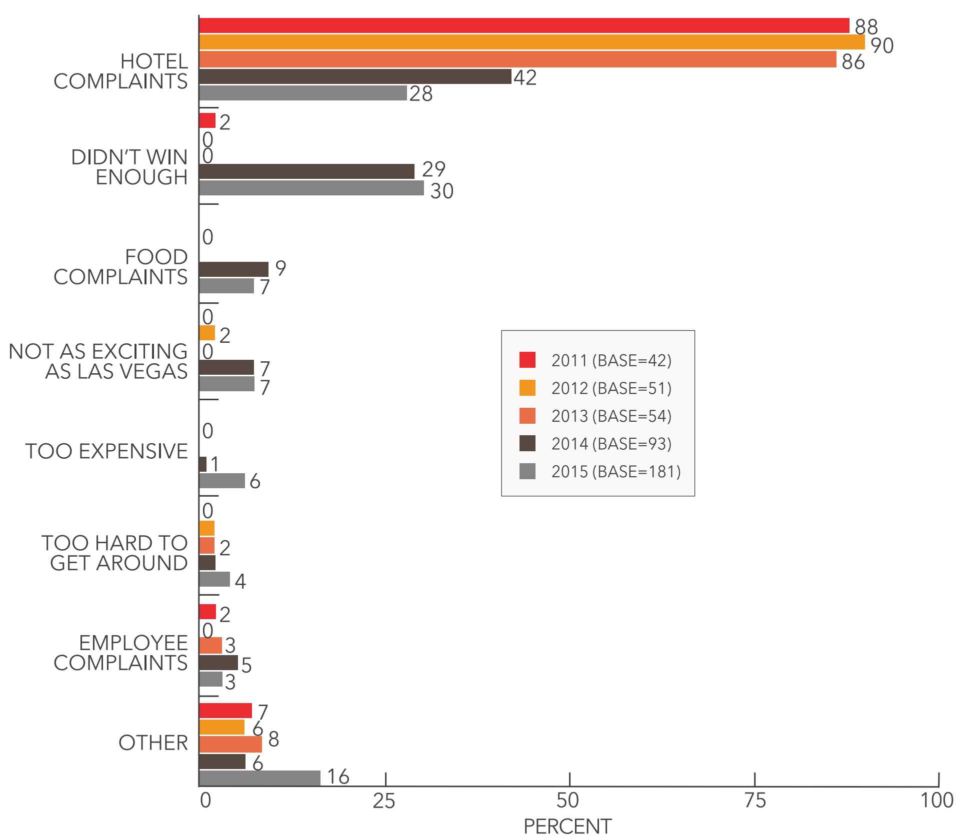


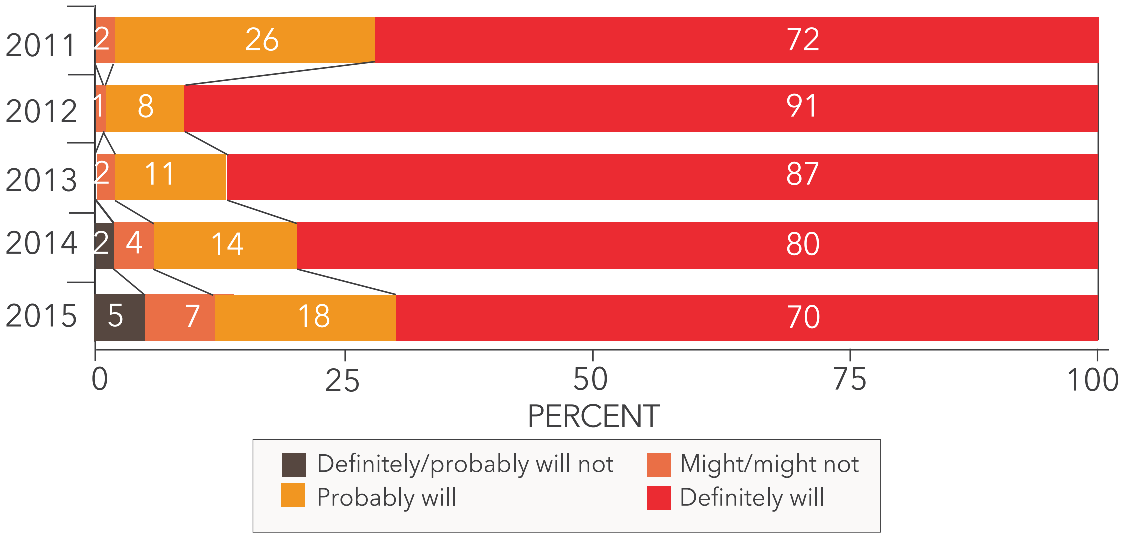
FIGURE 61
Why Not "Very" Satisfied With Visit (Among Those Who Were "Somewhat" Satisfied)



Those who were "somewhat" satisfied were asked why they were not "very" satisfied. Among the most common responses, 30% said they didn't win enough gambling, while 28% mentioned complaints with their hotels (down from 2011 – 2014 results).

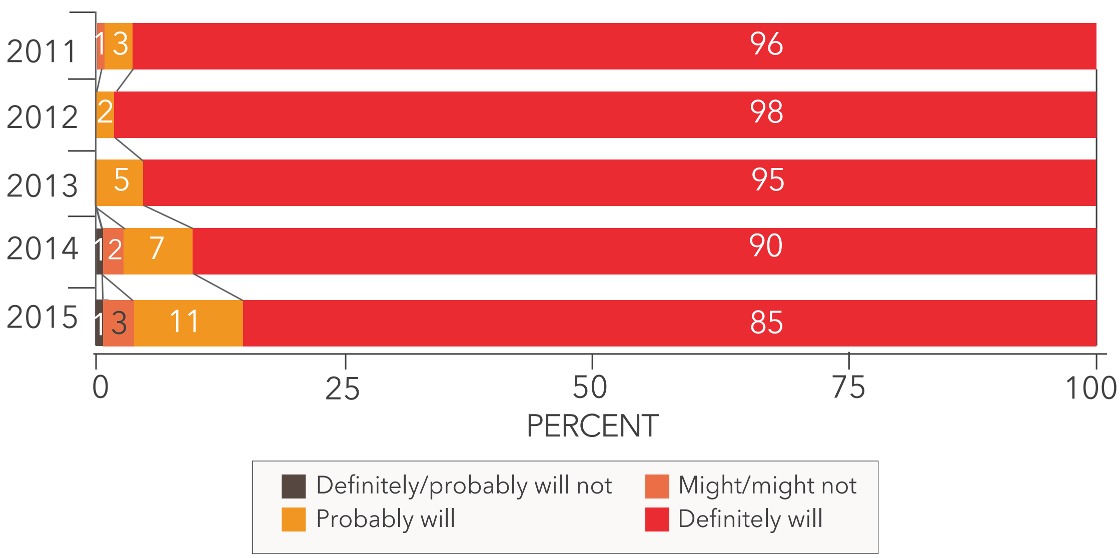
Visitors were asked how likely they are to return to Laughlin next year. Seventy percent (70%) said they Definitely Will return, down from last year. Eighteen percent (18%) said they Probably Will return to Laughlin in the next year, up from 14% last year.

FIGURE 62
Likelihood of Returning To Laughlin Next Year



Visitors were also asked how likely they are to recommend Laughlin to others. Eighty-five percent (85%) said they Definitely Will recommend Laughlin to others, similar to past years.

FIGURE 63
Likelihood of Recommending Laughlin To Others



VISITOR DEMOGRAPHICS

As Figures 64 and 65 show, Laughlin visitors in 2015 were most likely to be married (73%) and while (79%) and from California, while 20% were from Arizona. Six percent (6%) were foreign visitors, and nearly half (49%) of visitors were 65 or older and the average age was 61.2 years old, up from 59.1 last year. Visitors were more likely to be retired (60%) than employed (33%). Thirty-eight percent (38%) had a high school diploma or less (down significantly from 45% in 2011), while 27% were college graduates. Thirty-two percent (32%) had some college education and forty-eight percent (48%) had a household income of less than $60,000, down from 54% last year.

FIGURE 64

VISITOR DEMOGRAPHICS

	2011	2012	2013	2014	2015
GENDER					
Male	51%	50%	51%	51%	50%
Female	49	50	49	49	50
MARITAL STATUS					
Married	79	75	72	72	73
Single	8	14	16	15	13
Separated/Divorced	5	3	4	6	7
Widowed	8	7	8	7	7
EMPLOYMENT					
Employed	38	30	34	33	33
Unemployed	2	1	1	1	3
Student	1	0	0	0	1
Retired	57	67	62	61	60
Homemaker	2	1	2	5	4
EDUCATION					
High school or less	45	42	38	38	38
Some college	21	28	29	32	32
College graduate	33	31	32	30	27
Trade/vocational school	1	0	1	0	3
AGE					
21 to 29	3	2	2	3	3
30 to 39	5	5	7	6	7
40 to 49	10	9	17	16	9
50 to 59	20	18	25	21	18
60 to 64	14	13	16	14	15
65 or older	49	54	34	40	49
MEAN	61.8	63.1	57.9	59.1	61.2
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

FIGURE 65

VISITOR DEMOGRAPHICS (CONTINUED)

	2011	2012	2013	2014	2015
ETHNICITY					
White	85%	84%	82%	84%	79%
African-American/Black	2	3	3	3	3
Asian/Asian-American	1	2	1	2	2
Hispanic/Latino	10	11	13	11	16
Other	1	0	0	0	1
HOUSEHOLD INCOME					
Less than $20,000	3	3	1	2	4
$20,000 to $39,999	17	12	10	13	18
$40,000 to $59,999	31	32	41	39	26
$60,000 to $79,999	24	30	33	25	23
$80,000 or more	23	23	15	20	27
Not sure/no answer	1	0	0	1	2
VISITOR ORIGIN					
USA	*93*	*92*	*95*	*95*	*94*
Eastern states[1]	1	1	2	2	2
Southern states[2]	4	5	4	5	5
Midwestern states[3]	15	12	13	14	17
Western states[4]	*74*	*74*	*76*	*75*	*70*
California	*33*	*33*	*35*	*34*	*35*
Southern California	31	31	33	32	34
Northern California	2	2	2	2	1
Arizona	26	25	25	26	20
Great Las Vegas	3	3	2	2	4
Other West	13	13	14	12	11
Foreign	*7*	*8*	*5*	*5*	*6*
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

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

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

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

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

Aggregate Results for Calendar Year 2015

APPENDIX

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 49%
FEMALE.......................... 51

Hello. I'm ________________ from GLS Research, a national marketing research firm. We are conducting a survey of visitors for the Las Vegas Convention and Visitors Authority. All answers are kept strictly confidential.

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

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

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

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

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

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

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

YES.........................	**TERMINATE**
NO	**ASK Q5**

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

FIRST VISIT 16%	**FILL IN "1" IN Q6, THEN SKIP TO Q7 ON PAGE 2**
VISITED BEFORE 84	**ASK Q6**

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

1 .... 62%
2-3 28
4-5 7
6 OR MORE 3
1.8 MEAN
1.0 MEDIAN

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

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW	8%
TO ATTEND A CORPORATE MEETING	1
TO GAMBLE	10
INCENTIVE TRAVEL PROGRAM	0
VACATION/PLEASURE	47
VISIT FRIENDS/RELATIVES	11
TO ATTEND A SPECIAL EVENT	6
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT	0%
OTHER BUSINESS PURPOSES	7
JUST PASSING THROUGH	6
WEDDING/TO GET MARRIED	3
SOME OTHER REASON	0
NOT SURE/DK	0
REFUSED/NA	0

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

YES	9%
NO	91
NOT SURE/DK	0
REFUSED/NA	0

9. Were you MORE or LESS interested in attending this convention, trade show, association or corporate meeting because it was held in Las Vegas, or did it make NO DIFFERENCE to you that it was held in Las Vegas? (N=320)

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

10. Did you bring a spouse, family member, or friend with you who did NOT attend or work at a convention, trade show, association or corporate meeting? (N=320)

YES	35%
NO	65
DK/NA	0

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

Air	43%
Bus (NET)	2
(IF "YES" ASK, "Do you mean...":)	
Regularly scheduled bus service like Greyhound	0
Or a chartered or escorted bus service or bus tour	2
Automobile	53
Truck	1
Motorcycle	0
Recreational Vehicle (RV)	1

12. What airline did you fly on? (N=1554)

AEROMEXICO	1%
AIR CANADA/ROUGE	4
AIRTRAN	0
AIR TRANSAT	0
ALASKA	2
ALLEGIANT	4
AMERICAN	11
BRITISH AIRWAYS	3
CONDOR	1
COPA AIRLINES	0
DELTA	11
EDELWEISS AIR	0
FRONTIER	5
HAWAIIAN AIRLINES	2
INTERJET	0
JETBLUE	2
KOREAN AIRLINES	1
MAGNICHARTERS	0
OMNI	0
SOUTHWEST	23
SPIRIT AIRLINES	4
SUN COUNTRY	1
SUNWING AIRLINES	0
THOMAS COOK AIRLINES	1
UNITED	11
US AIRWAYS	5
VIRGIN AMERICA	1
VIRGIN ATLANTIC AIRWAYS	4
VISION AIRLINES	0
VOLARIS	0
WESTJET	2
XL AIRWAYS FRANCE	0
OTHER	0
NOT SURE/DK	0
REFUSED/NA	0

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

A.	Your own vehicle	48%
B.	Rental car	15
C.	Limousine	2
D.	Bus	12
E.	Hotel/motel shuttle	15
H	Monorail	10
G.	Taxi	28
	WALKED	35
	OTHER	2

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

SAME DAY	1%
1-3 DAYS BEFORE	2
4-6 DAYS BEFORE	3
7-14 DAYS BEFORE	19
15-30 DAYS BEFORE	25
31-60 DAYS BEFORE	20
61-90 DAYS BEFORE	14
MORE THAN 90 DAYS BEFORE	17
NOT SURE/DK	0
REFUSED/NA	0

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

YES	15%	**ASK Q16**
NO	85	**SKIP TO Q17**
NOT SURE/DK	0	
REFUSED/NA	0	

16. Did the travel agent... **(READ LIST)** (N=542)

Influence your decision to visit Las Vegas?	5%
Influence your choice of accommodations?	83
"Book" your accommodations?	86
"Book" your transportation?	90

17. Did you use any social media apps or websites such as Twitter, Facebook or any others to help in planning your trip to Las Vegas?

YES................................ 25%	**ENTER "YES" IN Q18 AND GO TO Q19**
NO.................................. 75 NOT SURE/DK .... 0 REFUSED/NA................... 0	**ASK Q18**

18. Did you use the Internet in planning your trip to Las Vegas?

YES.................................63%	**ASK Q19**
NO....................................37 NOT SURE/DK ....0 REFUSED/NA.....................0	**SKIP TO Q22**

19. Did you use the Internet to book your transportation to Las Vegas? (N=2260)

YES.................................48%	**ASK Q20**
NO....................................51 NOT SURE/DK ....1 REFUSED/NA.....................0	**SKIP TO Q21**

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

(N=1093)

a. AOL (AMERICA ONLINE) 0%
b. BOOKING.COM............2
c. CHEAPTICKETS. 2
d. EXPEDIA.COM...........12
e. HOTWIRE.COM 1
f. MAPQUEST.COM 0
g. ORBITZ........................3
h. PRICELINE.COM 5
i. TRAVEL.COM 0
j. TRAVELOCITY.............5
k. YAHOO........................0
l. KAYAK.COM 2
m. AIRLINE WEBSITE (ANY)..........................67
n. OTHER 3
o. NOT SURE/DK 0

21. **(ASK ONLY OF THOSE WHO SAID "YES" IN Q18)**
Did you find information on the Internet that... **(READ LIST)** (N=2260)

a. Influenced your decision to visit Las Vegas?...........0%
b. Influenced your choice of accommodations?..........58

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A *DOWNTOWN* LOCATION, CIRCLE "YES" (1) IN Q22. IF YOU ARE *NOT* DOWNTOWN, READ THE FOLLOWING TO RESPONDENT *BEFORE Q22*:

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

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

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

YES................................32%	**ASK Q23**
NO.................................. 68	**SKIP TO Q24**
NOT SURE/DK .... 0 REFUSED/NA.................. 0	**SKIP TO Q24**

23. **(ASK ONLY IF "YES" IN Q22)** What is the MAIN REASON you [visited/are visiting] the Downtown area? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

(N=1158)

TO SEE FREMONT STREET EXPERIENCE 59%
LODGING DOWNTOWN 16
TO GAMBLE 6
TO SHOP 4
TO DINE...2
TO SIGHTSEE (OTHER THAN FREMONT ST. EXPERIENCE) 11
TO ATTEND A SPECIAL EVENT 2
OTHER...8
NOT SURE/DON'T KNOW................0
REFUSED/NO ANSWER..................0

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

TYPE OF LODGING
(ALL RESPONDENTS)

HOTEL 92%
MOTEL.. 4
RV PARK 0
FRIENDS/RELATIVES........................... 4
DAYTRIP/NO LODGING......................... 0

TYPE OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT)

(N=3600)

HOTEL 92%
MOTEL.. 4
RV PARK 0
FRIENDS/RELATIVES........................... 4

LOCATION OF LODGING
(ALL RESPONDENTS)

STRIP CORRIDOR 75%
ON THE STRIP 58
JUST OFF THE STRIP 17
DOWNTOWN..5
BOULDER STRIP 2
OUTLYING AREAS...............................14
OTHER..4

LOCATION OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT)

(N=3600)

STRIP CORRIDOR 75%
ON THE STRIP 58
JUST OFF THE STRIP 17
DOWNTOWN..5
BOULDER STRIP 2
OUTLYING AREAS...............................14
OTHER..4

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

(N=3367)

Booked by phone, calling the hotel, motel, or RV park directly......... 26% Booked through a travel agent (either in person or by phone)...... 14 Booked by phone but not by calling the hotel directly and not through a travel agent..... 3	**SKIP TO Q27**
Booked through a website on the Internet using a desktop or laptop computer .... 32 Booked through a website on the Internet using a smartphone....... 14 Booked through a website on the Internet using a tablet.................. 3	**ASK Q26**
Booked in person at the hotel, motel, or RV park .... 2 The trip was a gift, prize, or incentive, so the accommodations were booked for you........ 1 Not sure because someone else in your party booked the hotel and you don't know how they did it .... 5 OTHER (SPECIFY:)........ 0 REFUSED/NA 0	**SKIP TO Q27**

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

(N=1647)

a. HOTEL WEBSITE (ANY) 29%
b. BOOKING.COM 6
c. HOTELS.COM.............................15
d. EXPEDIA.COM 15
e. LAS VEGAS.COM 4
f. TRAVELOCITY 4
g. AIRLINE WEBSITE 4
h. ORBITZ 2
i. PRICELINE.COM 9
j. VEGAS.COM.................................1
k. KAYAK.COM 3
l. HOTWIRE 2
m. OTHER...5
n. NOT SURE/DK..............................0

27. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Las Vegas? **(ASK AS OPEN END.)** (N=3367)

SAME DAY 3%

1-3 DAYS BEFORE................ 3

4-6 DAYS BEFORE................ 5

7-14 DAYS BEFORE............. 28

15-30 DAYS BEFORE........... 33

31-60 DAYS BEFORE........... 13

61-90 DAYS BEFORE............ 6

MORE THAN 90 DAYS BEFORE....................... 9

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

REFUSED/NA 0

28. Including yourself, how many people stayed in your room? (N=3439)

ONE....................................15%
TWO 74
THREE 7
FOUR 4
FIVE.......................................1
SIX OR MORE........................0
REFUSED/NA 0
2.0 MEAN
2.0 MEDIAN

29. Which of the following rate categories best describes your room rate? **(SHOW CARD. ACCEPT ONLY ONE RESPONSE.)** (N=3356)

HOTEL/TRANSPORTATION PACKAGE DEAL............................13% HOTEL/AMENITIES PACKAGE DEAL ....0 TOUR/ TRAVEL GROUP..............1	**ASK Q30**
CONVENTION GROUP/ COMPANY MEETING ......6 CASINO RATE.................6 REGULAR FULL-PRICE ROOM RATE 27	**SKIP TO Q32**
CASINO COMPLIMENTARY.........15	**SKIP TO Q34**
ANOTHER RATE............32	**SKIP TO Q32**

30. What was the total PER PERSON cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS.)** (N=494)

$0-$399 ....8%
$400-$599 28
$600-$999 27
$1000 OR MORE 28
NOT SURE/REFUSED 10
$857.43 MEAN
$700.00 MEDIAN

31. Where did you first hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=494)

NEWSPAPER 0%
TELEVISION 0
TRAVEL AGENT 46
WORD OF MOUTH...........................5
OFFER RECEIVED IN THE MAIL 1
E-MAIL OFFER 0
INTERNET AD 17
ANY WEBSITE................................31
RESERVATION AGENT/ CALL CENTER 0
SEARCH ENGINE/ HYPERLINK.....................................0
OTHER...0
NOT SURE/NO ANSWER 0

PACKAGE VISITORS SKIP TO Q34

32. **(ASK ONLY OF NON-PACKAGE VISITORS)** By the time you leave Las Vegas, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=2351)

$0-$49 .... 5%
$50-$99 53
$100-$149 23
$150 OR MORE 16
NOT SURE/REFUSED 3
$102.64 MEAN
$85.00 MEDIAN

33. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=2351)

NEWSPAPER	0%
TELEVISION	0
RADIO	0
TRAVEL AGENT	9
WORD-OF-MOUTH	17
OFFER RECEIVED IN THE MAIL	5
BROCHURE	1
E-MAIL OFFER	3
INTERNET AD (POP-UP OR BANNER AD)	11
ANY WEBSITE	36
OUTDOOR BILLBOARD	0
RESERVATION AGENT/ CALL CENTER	17
OTHER	1
NOT SURE/DK	0

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

1	13%
2	71
3	6
4	8
5 OR MORE	3

2.2 MEAN
2.0 MEDIAN

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

YES	8%
NO	92

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

0	0%
1	8
2	22
3	28
4	24
5 OR MORE	18

3.4 MEAN
3.0 MEDIAN

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

1	0%
2	8
3	22
4	28
5	24
6 OR MORE	18

4.4 MEAN
4.0 MEDIAN

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

SUNDAY	15%
MONDAY	13
TUESDAY	13
WEDNESDAY	13
THURSDAY	16
FRIDAY	18
SATURDAY	12

39. While in Las Vegas, have you used any social media apps or websites – such as Facebook, Twitter, GooglePlus, TripAdvisor, Yelp, OpenTable, Foursquare, Pinterest, or any others – to plan your activities ?

YES	25%	**ASK Q40**
NO	75	**SKIP TO Q41**
NOT SURE/DK	0	
REFUSED/NA	0	

40. Which social media apps or websites have you use to plan your activities while in Las Vegas? **(INTERVIEWER: DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES)** (N=904)

A.	Facebook	54%
B.	Foursquare	1
C.	OpenTable	3
D.	Pinterest	3
E.	TripAdvisor	23
F.	Twitter	26
G.	Yelp	6
H.	Other (SPECIFY:)	0

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

YES........................73%	**ASK Q42**
NO..........................27	**SKIP TO Q45**

42. On average, how many hours *PER DAY* did you spend gambling? **(IF GREATER THAN 12, CLARIFY BY ASKING:** "Do you mean that you spent on average **[FILL IN NUMBER OF HOURS]** hours gambling *every day you were here*?" (N=2630)

2 OR LESS	50%
LESS THAN 1 HOUR	19
ONE HOUR	13
TWO HOURS	18
3 TO 4	26
5 TO 6	12
7 TO 8	11
9 TO 10	1
MORE THAN 10	0

2.9 MEAN

2.0 MEDIAN

43. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (N=2630)

$0-$99	15%
$100-$199	16
$200-$299	10
$300-$399	8
$400-$499	6
$500-$599	12
$600 OR MORE	30
NOT SURE/REFUSED	3

$578.54 MEAN

$300.00 MEDIAN

44. Where have you gambled during your visit to Las Vegas? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=2630)

Downtown Las Vegas (that is, on or near Fremont Street)	31%
On the Strip (that is, on Las Vegas Boulevard)	82
Just off the Strip (for example The Rio, Palms, Hard Rock Hotel)	16
Boulder Hwy & Henderson (Sam's Town, Boulder Station, Sunset Station, etc.)	3
North Las Vegas (Santa Fe, Texas Station, Fiesta, etc.)	1
Outlying areas (Jean, Mesquite, Searchlight, etc.)	0
OTHER (SPECIFY:)	5

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

5 -MUCH MORE LIKELY	8%
4 -SOMEWHAT MORE LIKELY	12
3 -NO DIFFERENCE	80
2 -SOMEWHAT LESS LIKELY	0
1 -MUCH LESS LIKELY	0
NOT SURE/DK	0
REFUSED/NA	0

3.3 MEAN

3.0 MEDIAN

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

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

	Q46				Q47	
	YES	NO	DK	NA	MEAN	
A. Big-name headliner performers in Las Vegas for a special concert (for example, Elton John, David Copperfield, Jay Leno, Bette Midler, Rascal Flatts, etc.)	16%	84%	0%	0%	1.3	(N=561)
B. Broadway/production shows	25	75	0	0	1.2	(N=895)
C. Comedy shows or revues (for example, Improv, Comedy Stop, etc.)	7	93	0	0	1.1	(N=252)
D. Lounge acts or other kinds of free entertainment provided at a location other than the "main" show room	44	56	0	0	1.4	(N=1570)

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

YES (HAS *NOT* SEEN ANY SHOWS)	NO (HAS SEEN SHOWS)
39%	61%

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

YES 20%

NO 80

NOT SURE/DK 0

REFUSED/NA 0

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

A. A nightclub in a hotel with a cover charge?	5%
B. A free-standing nightclub with a cover charge?	1
C. A bar or lounge in a hotel without a cover charge?	44
D. Any free-standing bar or lounge without a cover charge?	2
E. A pool party or day club?	1

51. Did you play golf while visiting Las Vegas?

YES.. 2%

NO... 98

52. By the time you leave Las Vegas, how much will you have spent *ON AVERAGE PER DAY* for...

a. Food and drink. Please include only your own, personal expenses and not those of your entire party. **(ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

$292.00 MEAN (INCLUDING $0)
$292.42 MEAN (EXCLUDING $0)

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

$73.45 MEAN (INCLUDING $0)
$118.26 MEAN (EXCLUDING $0)

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

A.	Shopping (gifts, clothing, personal items)	$122.66 $214.86	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
B.	Shows/entertainment (not including gambling)	$61.95 $138.02	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
C.	Sightseeing	$14.86 $180.97	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)
X.	Other	$6.98 $265.15	MEAN (INCLUDING $0) MEAN (EXCLUDING $0)

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

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

Very satisfied................................89%
Somewhat satisfied......................11
Somewhat dissatisfied 1
Very dissatisfied 0
DO NOT READ
NOT SURE/DK...............................0
REFUSED/NA 0

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

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

Employed..................... 67%	**ASK Q56**
Unemployed................... 1 Student........................... 3 Retired .... 24 Homemaker 5	**SKIP TO Q57**
DO NOT READ REFUSED/NA................. 0	**SKIP TO Q57**

56. 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=2399)

Professional/technical 26%
Managers/proprietors 21
Sales/clerical 26
Craft workers 10
Service workers.......................... 16
Laborers (non-agricultural)............ 0
Agricultural 1

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

GRADE SCHOOL OR SOME HIGH SCHOOL.........................0%
HIGH SCHOOL DIPLOMA (FINISHED GRADE 12).....................14
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 25
GRADUATED COLLEGE 45
GRADUATE SCHOOL (MASTER'S OR PH.D.) 12
TECHNICAL, VOCATIONAL, OR TRADE SCHOOL...........................5
REFUSED/NA 0

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

Married 79%
Single 14
Separated or divorced 6
Widowed... 2
REFUSED/NA 0

59. What country do you live in?

USA 84%	**ASK Q60**
FOREIGN 16	**SKIP TO Q61**

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

EAST 7%
SOUTH...13
MIDWEST 11
WEST 53
  CALIFORNIA..................................29
    NORTHERN CA. 4
    SOUTHERN CA. 25
  ARIZONA 9
  OTHER WEST 15
FOREIGN VISITORS 16

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

WHITE	85%
BLACK OR AFRICAN AMERICAN	4
ASIAN OR ASIAN AMERICAN	4
HISPANIC/LATINO	7
NATIVE AMERICAN, MIXED RACE, OTHER	1

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

47.7 MEAN
46.0 MEDIAN

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

21 to 29	12%
30 to 39	22
40 to 49	23
50 to 59	15
60 to 64	9
65 and older	19
REFUSED/NA	0

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

A. Less than $20,000	2%
B. $20,000 to $29,999	2
C. $30,000 to $39,999	2
D. $40,000 to $49,999	7
E. $50,000 to $59,999	13
F. $60,000 to $69,999	12
G. $70,000 to $79,999	11
H. $80,000 to $89,999	11
I. $90,000 to $99,999	6
J. $100,000 to $149,999	21
K. $150,000 or more	5
NOT SURE/NO ANSWER	10

RESPONDENT SHOW CARDS

HOW ACCOMMODATIONS WERE BOOKED

A. PHONED DIRECTLY

Booked by phone, calling the hotel, motel, or RV park directly,

B. TRAVEL AGENT

Booked through a travel agent (either in person or by phone),

C. PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT

Booked by phone but not by calling the hotel directly and not through a travel agent,

D1. INTERNET – DESKTOP/LAPTOP

Booked through a website on the Internet using a desktop or laptop computer.

D2. INTERNET – SMARTPHONE

Booked through a website on the Internet using a smartphone.

D3. INTERNET – TABLET

Booked through a website on the Internet using a tablet.

E. IN PERSON

Booked in person at the hotel, motel, or RV park.

F. GIFT, PRIZE, OR INCENTIVE

The trip was a gift, prize, or incentive, so the accommodations were booked for you.

G. DON’T KNOW BECAUSE SOMEONE ELSE BOOKED

Not sure because someone else in your party booked the hotel and you don’t know how they did it.

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

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

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

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

3. TOUR/TRAVEL GROUP

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

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

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

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

INCOME CATEGORIES

A.	Less than $20,000
B.	$20,000 to $29,999
C.	$30,000 to $39,999
D.	$40,000 to $49,999
E.	$50,000 to $59,999
F.	$60,000 to $69,999
G.	$70,000 to $79,999
H.	$80,000 to $89,999
I.	$90,000 to $99,999
J.	$100,000 to $109,999
K.	$110,000 to $119,999
L.	$120,000 to $129,999
M.	$130,000 to $139,999
N.	$140,000 to $149,999
O.	$150,000 or more

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VisitLaughlin.com

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