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Las Vegas

LAS VEGAS VISITOR PROFILE

Calendar Year 2005

Annual Report

Prepared for:

Las Vegas Convention And Visitors Authority

By:

GLS Research

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

VISITOR PROFILE STUDY

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

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TABLE OF CONTENTS

TABLE OF FIGURES

TABLE OF FIGURES
(Continued/2)

TABLE OF FIGURES
(Continued/3)

Page

EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas 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 3,345* personal interviews conducted by GLS Research from January 1, 2003 to December 31, 2003, the 3,300 personal interviews conducted by GLS Research from January 1, 2004 to December 31, 2004, and the 3,600 personal interviews conducted by GLS Research from January 1, 2005 to December 31, 2005. Approximately 275 in-person interviews were conducted per month in or near Las Vegas hotel-casinos and motels in 2003 and 2004, and approximately 300 interviews per month in 2005.

This report presents the results of calendar year 2005, as well as the previous years (2003 and 2004). 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 three years, it is because the question was not asked for all three years.

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.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2005. These questions will be rotated back into the questionnaire in Calendar Year 2006 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2005. These questions are noted in the text accompanying the figures in the body of this report.

This section presents the research highlights. The findings are presented in detail beginning on page 13.

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* Data was collected in fiscal year intervals through June 30, 2004. Because the sampling is pre-stratified based on monthly visitor flow information from the previous year, the number of interviews collected each month is not exactly 275, though the number of interviews collected each fiscal year was 3,300. In compiling these calendar year data files, each year adds to more or less than 3,300 depending on the monthly quotas.

REASONS FOR VISITING — EXECUTIVE SUMMARY

Eighteen percent (18%) of 2005 visitors indicated they were first-time visitors to Las Vegas. More than six in ten respondents (61%) said their primary reason for visiting Las Vegas this trip was vacation or pleasure. Sixty-nine percent (69%) of first-time visitors, and 59% of repeat visitors, said the primary purpose of their current visit was for vacation or pleasure. The average number of visits over the past five years was 6.3. The average number of visits in the past year was 1.7.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2003	2004	2005
Proportion of respondents who were first-time visitors	17%	19%	18%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure	63%	63%	61%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	68%	68%	69%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	62%	62%	59%
Proportion of respondents whose primary purpose for current trip was to gamble	4%	4%	5%
Average number of visits in past five years	6.5	6.5	6.3
Average number of visits in past year	1.7	1.8	1.7

TRAVEL PLANNING — EXECUTIVE SUMMARY

Fifty-three percent of visitors (53%) arrived via ground transportation, and 47% arrived by air. Forty-seven percent (47%) of visitors said they used their own vehicles while traveling around Las Vegas, up significantly from 43% in 2003 and 41% in 2004. Taxi use stands at 26%, essentially unchanged from past years. Twenty-four percent (24%) of visitors volunteered that they walked while in Las Vegas — a significant drop from 56% in 2003 and 40% in 2004.

The proportion of visitors who reported using a travel agent to plan their current trip to Las Vegas declined to 17% in 2005 from 22% in 2003 and 20% in 2004. Visitors were asked if they used the Internet to plan their current trip to Las Vegas, and 40% said they had done so, about the same as last year, but up significantly from 32% in 2003. Of these visitors, about three-quarters (75%) said they booked their accommodations online, while 55% said they used the Internet to book their transportation, up from 47% in 2003. The proportion who said they found information online that influenced their choice of accommodations continued to decline, from 56% in 2003 to 42% in 2004 to 32% in 2005.

The proportion of visitors who said they had visited Downtown Las Vegas was 46%, down significantly from 51% in 2003 and 57% in 2004.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004	2005
Proportion of respondents who traveled to Las Vegas by ground transportation (automobile/bus/RV)	55%	53%	53%
Proportion of respondents who traveled to Las Vegas by air	45%	47%	47%
Proportion of respondents who used their own vehicle when traveling around Las Vegas	43%	41%	47%
Proportion of respondents who reported walking when traveling around Las Vegas	56%	40%	24%
Proportion of respondents who used taxis when traveling around Las Vegas	26%	27%	26%
Proportion of respondents who used the assistance of a travel agent in planning their trip to Las Vegas	22%	20%	17%
Proportion who used the Internet to plan trip	32%	39%	40%
Proportion of those who used the Internet who said they did so to book accommodations	75%	79%	75%
Proportion of those who used the Internet who said they did so to book transportation	47%	56%	55%
Proportion of those who used the Internet who said it influenced their choice in accommodations	56%	42%	32%
Proportion of respondents who visited Downtown Las Vegas on their current trip	51%	57%	46%
Proportion of respondents who toured nearby places*	NA	21%	NA

TRIP CHARACTERISTICS AND EXPENDITURES — EXECUTIVE SUMMARY

The average party size in 2005 was 2.5 persons, up from 2.4 in 2003. Nine percent of visitors (9%) had children under the age of 21 in their immediate party, down from 10% in 2003. Virtually all (99%) visitors stayed overnight.

Visitors in the 2005 study stayed an average of 3.5 nights and 4.5 days in Las Vegas, down significantly from the average of 3.6 nights and 4.6 in days in both 2003 and 2004. Among overnighters, 94% stayed in a hotel or motel with an average of 2.1 room occupants. Visitors spent an average of $99.51 per night on lodging this year, up significantly from $81.43 in 2003, and $86.22 in 2004. More than four in ten visitors (43%) staying in a hotel or motel paid a regular room rate, up from 24% in 2003. Seventeen percent (17%) purchased a package trip, down significantly from 19% in 2003. The average cost of a package in 2005 was $571.43, up significantly from $484.13 in 2003.

Over the course of their entire stay in Las Vegas, visitors spent an average of $248.40 for food and drink (up from $208.81 in 2003), and $60.46 for local transportation (up from $48.93 in 2003). Visitors spent an average of $136.60 for shopping (up from $97.25 in 2003), $49.43 on shows (up from $42.26 in 2003), and $8.21 on sightseeing (up from $5.05 in 2003).

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2003	2004	2005
Average number of adults in immediate party	2.4	2.6	2.5
Proportion of respondents with persons under 21 in their immediate party	10%	10%	9%
Proportion of respondents who stayed overnight	99%	99%	99%
Days stayed (average)	4.6	4.6	4.5
Nights stayed (average)	3.6	3.6	3.5
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	94%
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.1
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	$81.43	$86.22	$99.51
Proportion of respondents who paid a regular room rate (among those who stayed overnight in a hotel or motel)	24%	41%	43%
Proportion of visitors who bought a hotel or airline package or traveled as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	19%	19%	17%
Average cost of package per person (among package/tour group visitors)	$484.13	$561.49	$571.43
Average trip expenditures for food and drink (all respondents)	$208.81	$238.32	$248.40
Average trip expenditures for local transport (all respondents)	$48.93	$64.62	$60.46
Average trip expenditures for shopping (all respondents)	$97.25	$124.39	$136.60
Average trip expenditures for shows (all respondents)	$42.26	$47.21	$49.43
Average trip expenditures for sightseeing (all respondents)	$5.05	$8.01	$8.21

GAMING BEHAVIOR AND BUDGETS — EXECUTIVE SUMMARY

Eighty-six percent (86%) of 2005 visitors said they gambled while in Las Vegas. Gamblers spent an average of 3.6 hours per day gambling, up from 3.3 in 2004. The average gaming budget in 2005 was $626.50, up significantly from $490.87 in 2003 and $544.93 in 2004. Nearly four in ten visitors (39%) said they would be *more* likely to visit Las Vegas even with the wider gambling choices available to them, a significant increase from 32% in 2003 and 29% in 2004.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2003	2004	2005
Proportion who gambled while visiting Las Vegas	88%	87%	86%
Average number of hours per day spent gambling (among those who gambled)	3.6	3.3	3.6
Average trip gambling budget (among those who gambled)	$490.87	$544.93	$626.50
Proportion who said they would be “more likely” to visit Las Vegas even with more places to gamble outside Las Vegas (among all visitors)	32%	29%	39%

ENTERTAINMENT — EXECUTIVE SUMMARY

Seven in ten visitors (71%) attended shows during their current stay, down significantly from 75% in 2003 and 82% in 2004. Among those who saw a show in Las Vegas, 85% went to a lounge act, down significantly from 89% in 2004. Conversely, the proportion of visitors who attended a Las Vegas production show (53%) increased significantly from 2004 (46%). Attendance for comedy shows (14%) was about the same as in past years, while it was up significantly for big-name entertainers (5%) compared to 2003 (3%). Twenty-three percent (23%) of all visitors said they had been to other paid attractions in Las Vegas, up from 13% in 2003.

SUMMARY TABLE OF ENTERTAINMENT ACTIVITIES

	2003	2004	2005
Proportion who attended any shows during their current stay in Las Vegas	75%	82%	71%
Proportion who attended production shows (among those who attended shows)	51%	46%	53%
Proportion who attended lounge acts (among those who attended shows)	86%	89%	85%
Proportion who attended big-name headliner performances (among those who attended shows)	3%	4%	5%
Proportion who attended comedy shows (among those who attended shows)	13%	14%	14%
Proportion who went to other paid attractions in Las Vegas	13%	21%	23%

ATTITUDINAL INFORMATION — EXECUTIVE SUMMARY

As in previous years, the vast majority of visitors (94%) reported being “very satisfied” with their trip to Las Vegas.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2003	2004	2005
Proportion who were “very satisfied” with their current trip to Las Vegas	95%	93%	94%

VISITOR DEMOGRAPHICS — EXECUTIVE SUMMARY

Respondents to the 2005 Las Vegas Visitor Profile were most likely to be married (74%), employed (67%, up from 64% in 2003) or retired (23%, down from 30% in 2003), 40 years old or older (68%, down from 75% in 2003 and 72% in 2004), and from the Western United States (52%, up from 48% in 2004), while 12% are foreign visitors. Nearly eight in ten visitors (79%, up from 66% in 2003 and 70% in 2004) have a household income of $40,000 or more.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2003	2004	2005
Proportion of respondents who were 40 years old or older	75%	72%	68%
Average age	50.2	49.0	47.7
Proportion of respondents who were married	73%	73%	74%
Proportion of respondents with a household income of $40,000 or more	66%	70%	79%
Proportion of respondents who were employed	64%	67%	67%
Proportion of respondents who were retired	30%	26%	24%
Proportion of respondents with a high school diploma or less	30%	27%	23%
Proportion of respondents from the West	52%	48%	52%
Proportion of respondents from California	34%	31%	33%
Proportion of respondents from a foreign country	12%	13%	12%

SUMMARY OF ECONOMIC IMPACT FACTORS — EXECUTIVE SUMMARY

The following table summarizes the various factors included throughout this report related to the economic impact of Las Vegas visitors.

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2003	2004	2005
Days stayed (average)	4.6	4.6	4.5
Nights stayed (average)	3.6	3.6	3.5
Proportion of respondents who stayed overnight	99%	99%	99%
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	94%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	$81.43	$86.22	$99.51
Proportion of visitors who bought a hotel or airline package or traveled as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	19%	19%	17%
Average cost of package per person (among package/tour group visitors)	$484.13	$561.49	$571.43
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.1
Average trip expenditures for food and drink (all respondents)	$208.81	$238.32	$248.40
Average trip expenditures for local transport (all respondents)	$48.93	$64.62	$60.46
Average trip expenditures for shopping (all respondents)	$97.25	$124.39	$136.60
Average trip expenditures for shows (all respondents)	$42.26	$47.21	$49.43
Average trip expenditures for sightseeing (all respondents)	$5.05	$8.01	$8.21
Proportion who gambled while visiting Las Vegas	88%	87%	86%
Average trip gambling budget (among those who gambled)	$490.87	$544.93	$626.50

INTRODUCTION

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

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas 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.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2005. These questions will be rotated back into the questionnaire in Calendar Year 2006 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2005. These questions are noted in the text accompanying the figures in the body of this report.

METHODOLOGY

Starting in 2005, GLS Research, in consultation with the LVCVA, developed a new sampling plan based on marketing seasons. The goal was to obtain a sufficient number of interviews by marketing season to permit comparisons across seasons.

Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have always been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging type, and lodging location. Specifically, the transportation data are weighted based on a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The figures used to weight the occupancy data are based on independent surveys conducted by the LVCVA, which provide the number of available rooms and occupancy rates for the destination on a monthly basis. Because of the change to the data collection methodology in 2005, it was necessary to add a third weighting factor, namely visitor flow by month, to correct for the discrepancies in visitor flow introduced by the new sampling plan. Visitor flow information is also based on independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as incentives. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

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

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2005 and the preceding years, unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between 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, as well as for the previous calendar years (2003 and 2004). 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 are not presented for all years, it is because the question was not asked in every year.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2005. These questions will be rotated back into the questionnaire in Calendar Year 2006 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2005. These questions are noted in the text accompanying the figures in the body of this report.

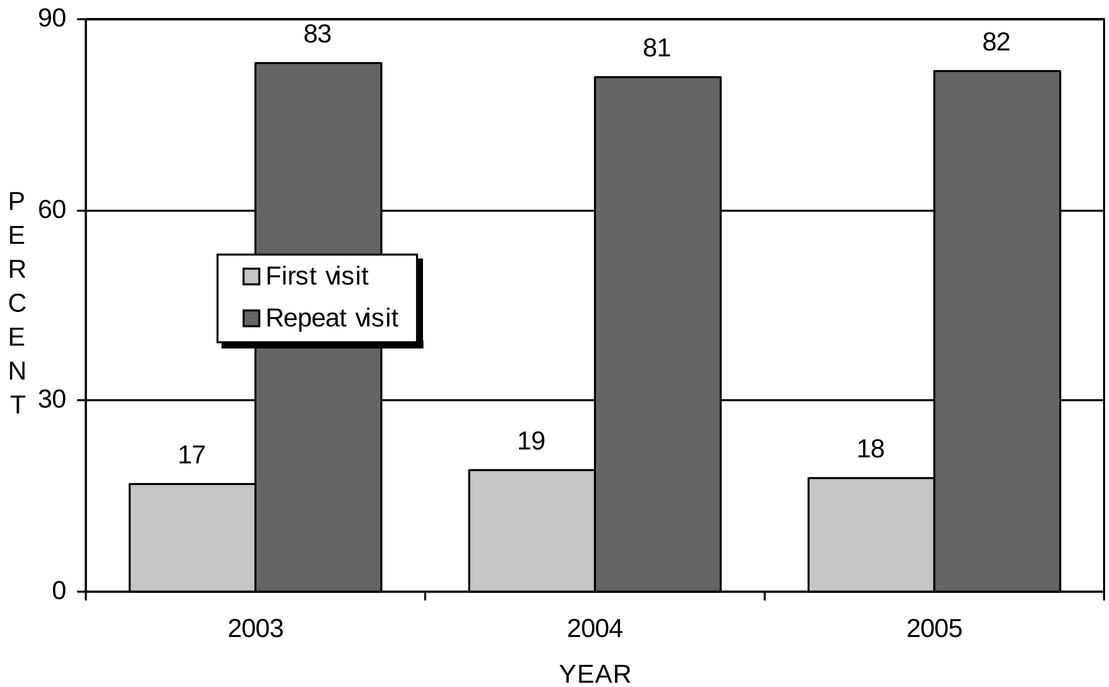
Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

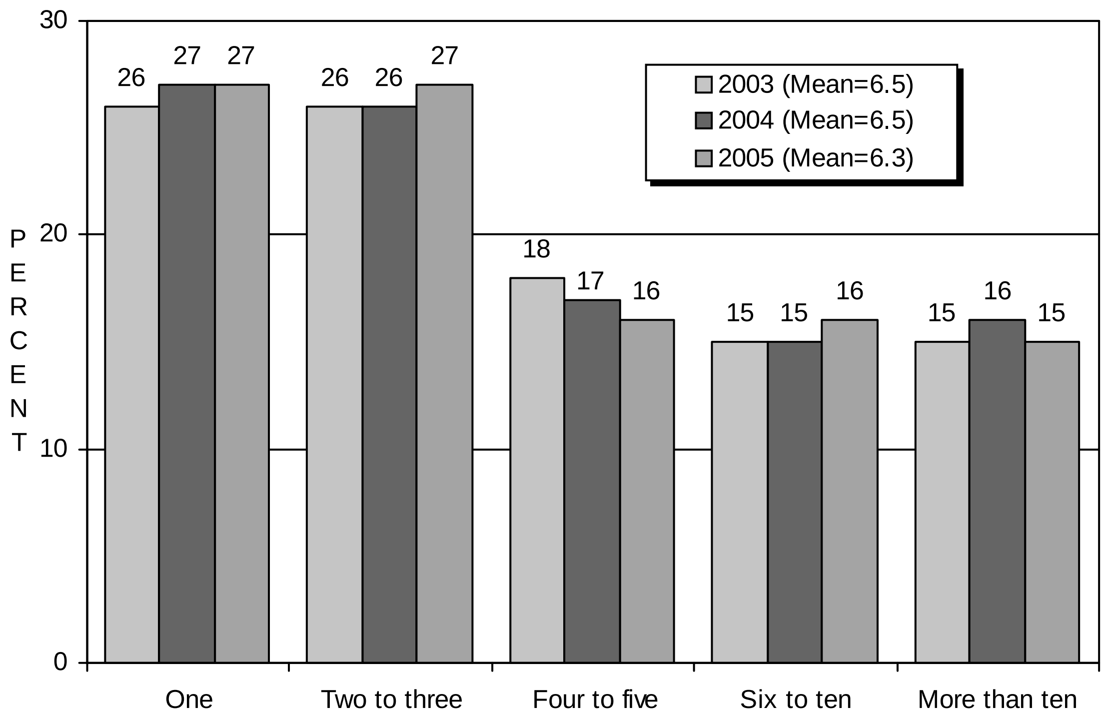
Eighteen percent (18%) of 2005 visitors indicated they were first-time visitors to Las Vegas — consistent with the past two years (Figure 1).

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.

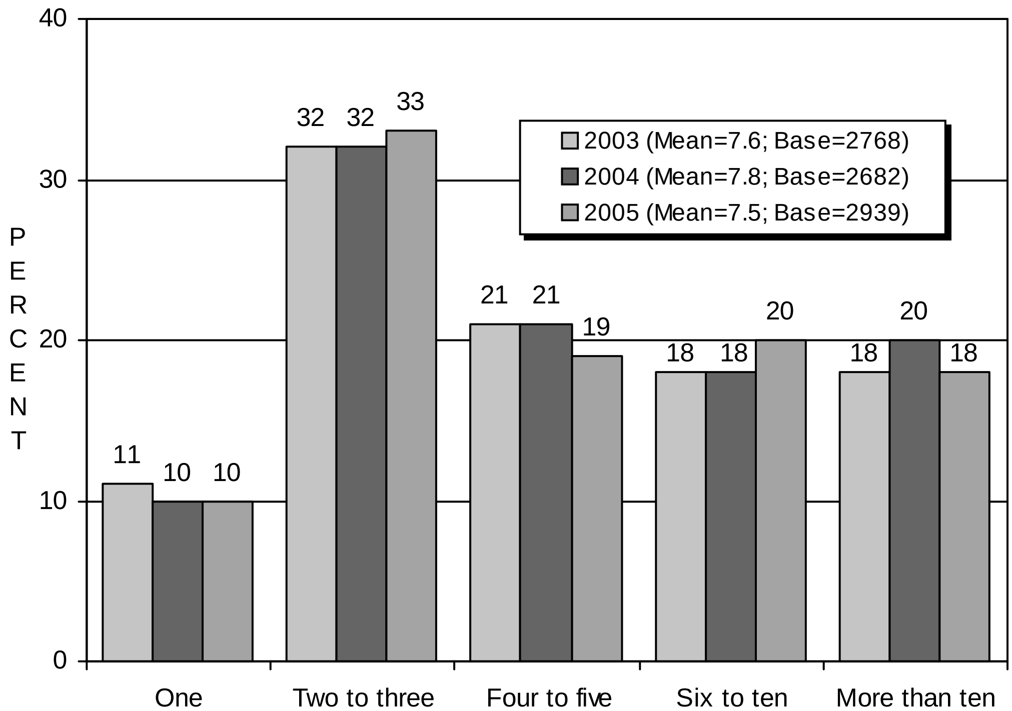
FIGURE 2
Frequency Of Visits In Past Five Years*
(Among All Visitors)



Among all visitors, the average number of visits to Las Vegas over the past five years was 6.3, not significantly different from the past two years (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.

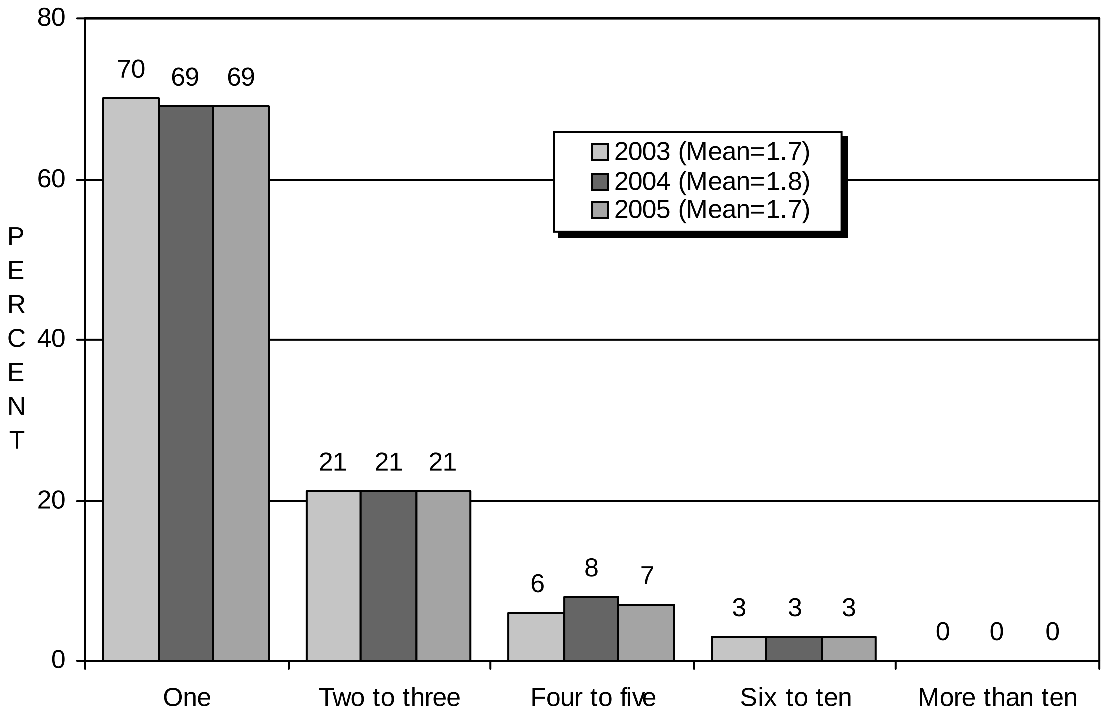
FIGURE 3
Frequency Of Visits In Past Five Years*
(Among Repeat Visitors)



In 2005, *repeat visitors* reported making an average of 7.5 visits to Las Vegas over the past five years, about the same as in 2003 and 2004 (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.

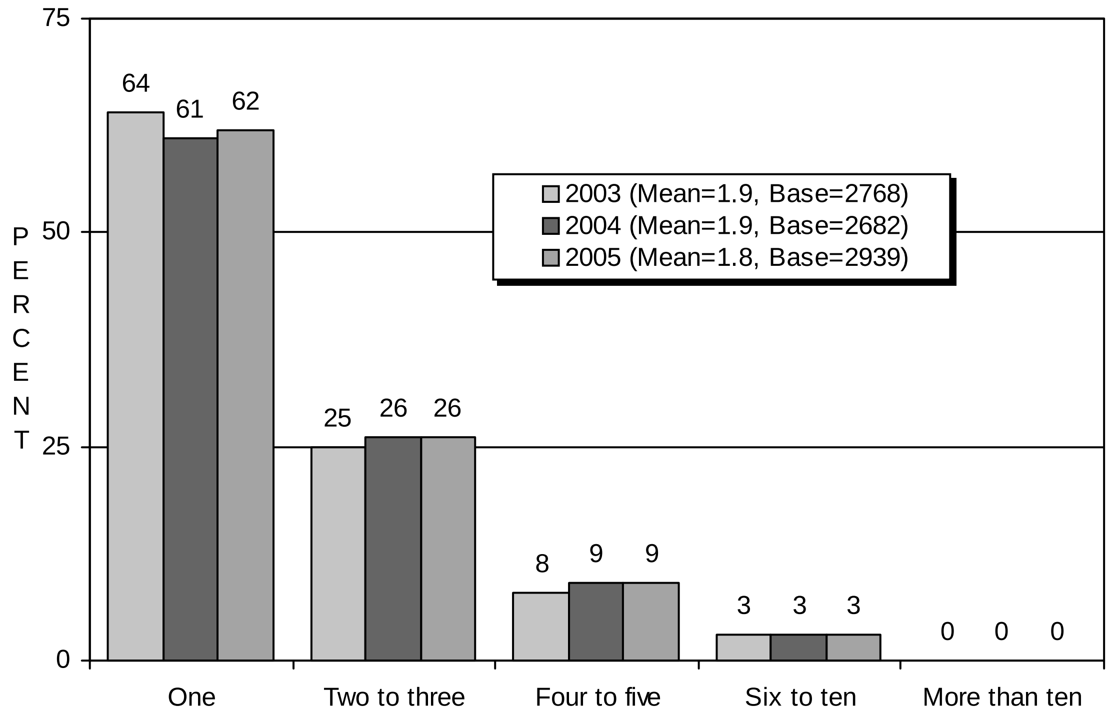
FIGURE 4
Frequency Of Visits In Past Year*
(Among All Visitors)



A*mong all visitors*, the average number of visits to Las Vegas in the past 12 months was 1.7, about the same as in the past two years (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.

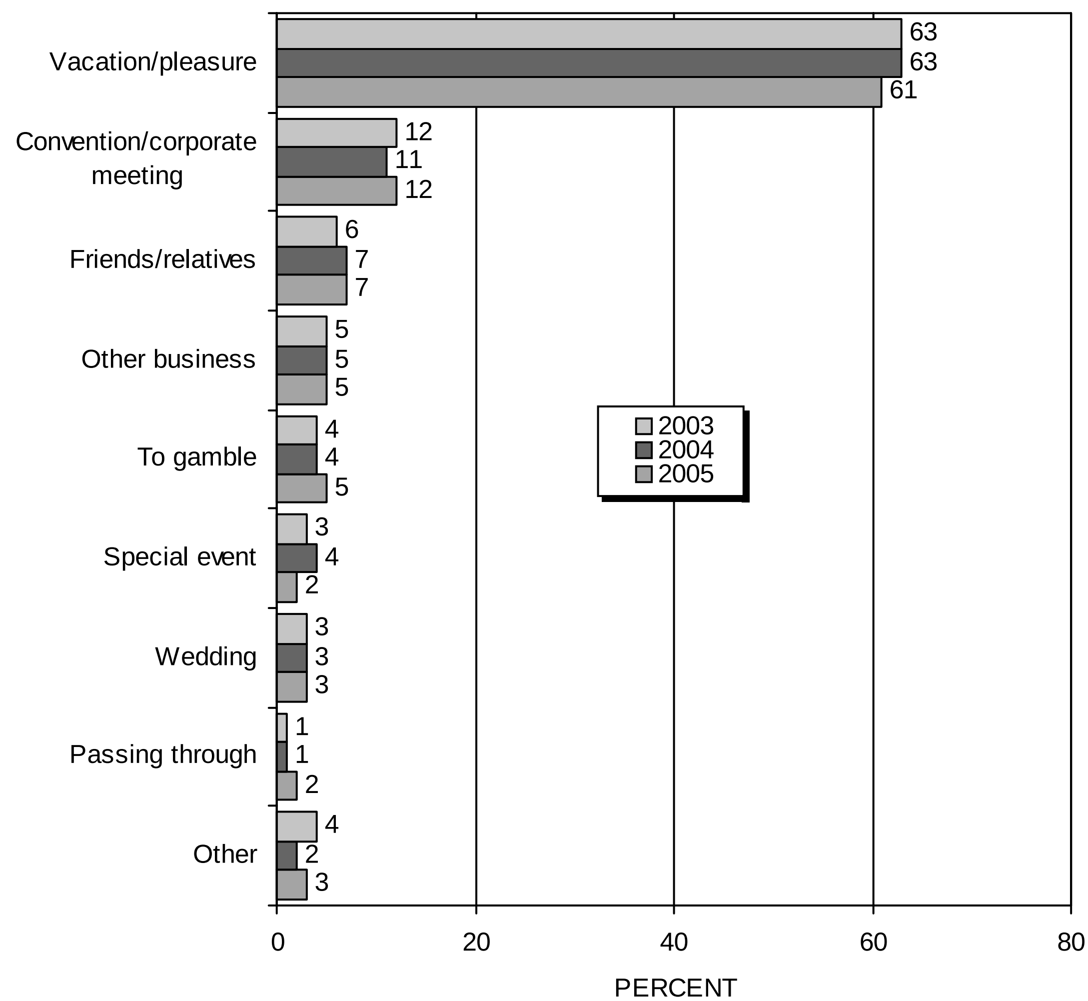
FIGURE 5
Frequency Of Visits In Past Year*
(Among Repeat Visitors)



Among *repeat* visitors, the average number of visits to Las Vegas during the past year was 1.8, similar to past two years (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 Current Visit*
(Among All Visitors)



When asked about the primary purpose of their current visit to Las Vegas, 61% mentioned vacation or pleasure, a figure similar to the past two years. Twelve percent (12%) mentioned a convention, trade show, or corporate meeting, also in line with the past two years. Seven percent (7%) said they were visiting friends or relatives, 5% were in town on other business (other than a convention or meeting), 5% were in Las Vegas to gamble (up significantly from 4% in the last two years), 2% came for a special event (down from 4% last year), and 3% came for a wedding (Figure 6).

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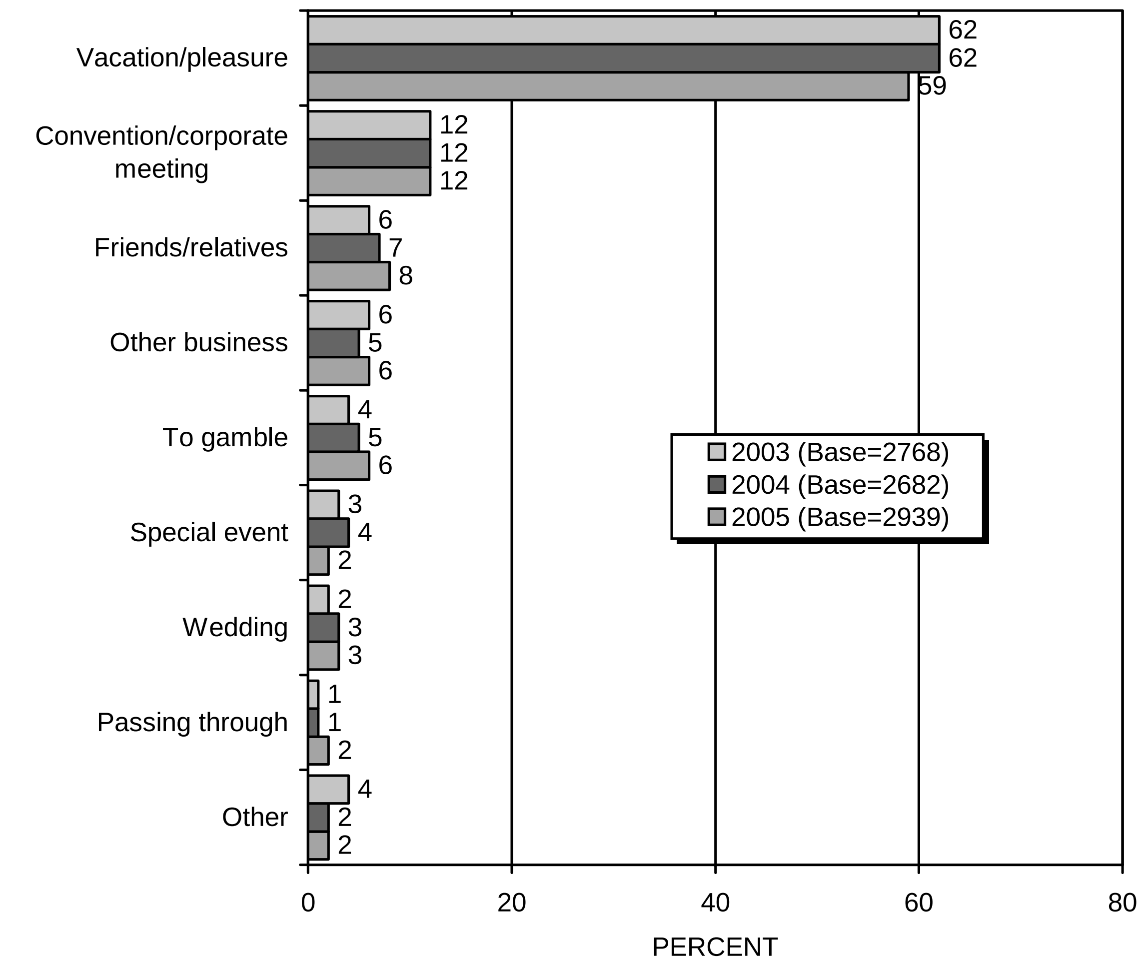
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

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



The proportion of repeat visitors who said the primary purpose of their *current* visit to Las Vegas was vacation or pleasure was 59%, down significantly from 2004 (62%). Twelve percent (12%) came to attend a convention or corporate meeting — identical to 2003 and 2004. Six percent (6%) said they came primarily to gamble, a significant increase over both 2003 (4%) and 2004 (5%). Eight percent (8%) said they came to visit friends or relatives, 6% for business other than a convention or meeting, 3% to attend a wedding, and 2% to attend a special event (Figure 7).

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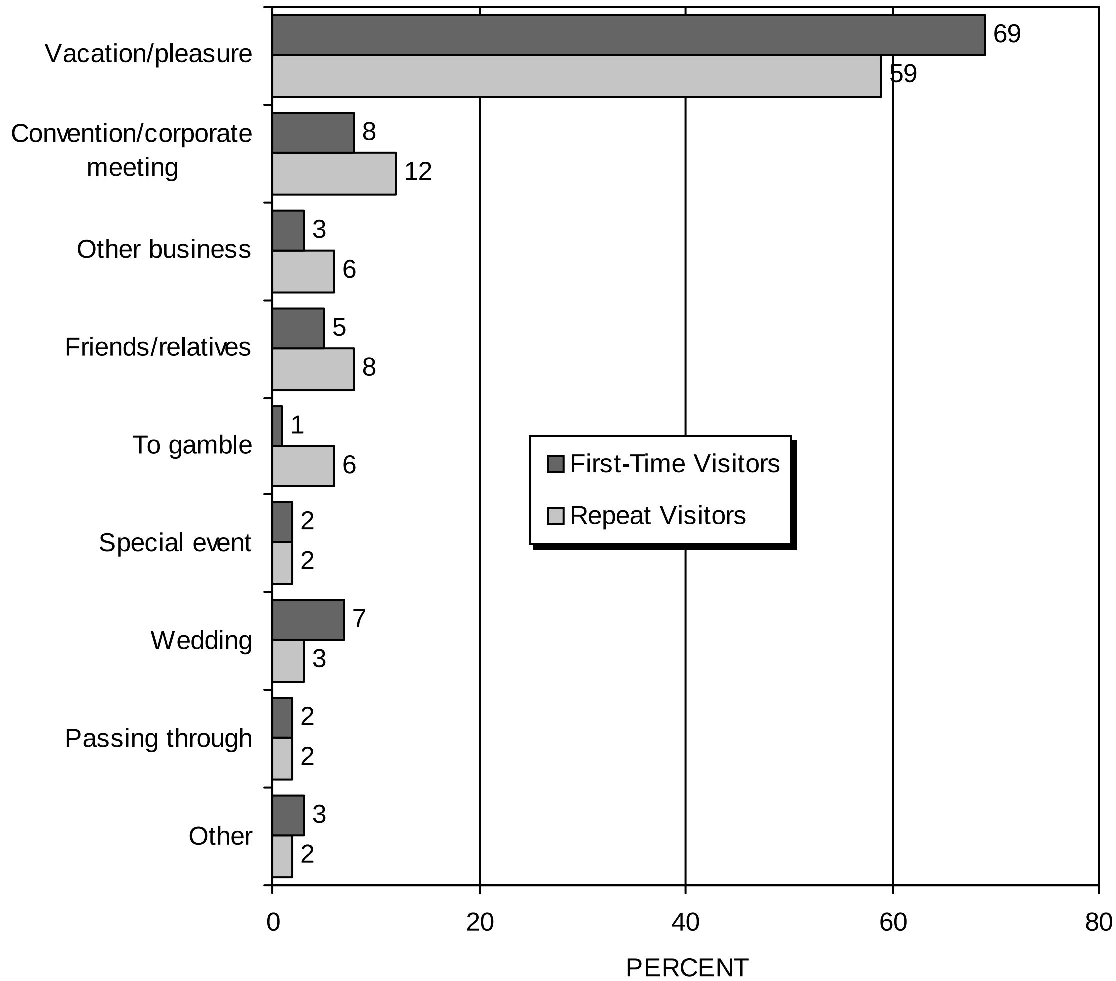
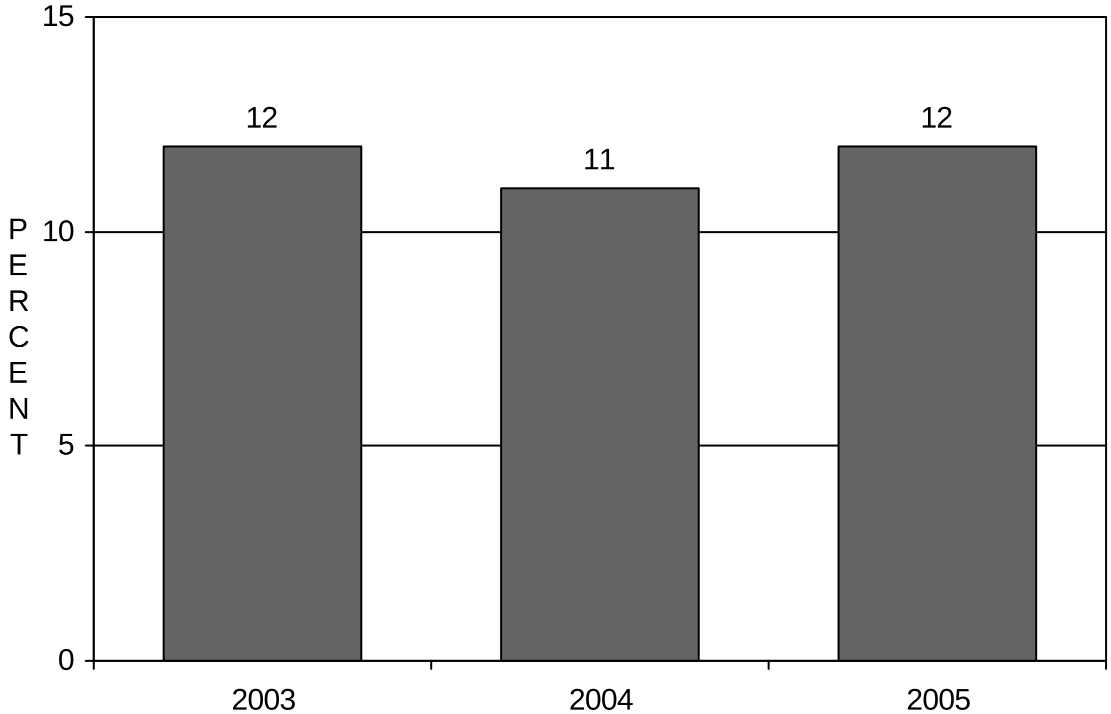
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 8
Primary Purpose Of Current Visit
(First-Time Versus Repeat Visitors — 2005)



The primary purpose for the current visit among both first-time and repeat visitors is presented in Figure 8. First-time visitors were significantly more likely than repeat visitors to say they were visiting Las Vegas primarily for vacation or pleasure (69% vs. 59%). First-time visitors were also more likely than repeat visitors to say the main reason they were in Las Vegas was for a wedding (7% vs. 3%). Repeat visitors were more likely than first-time visitors to say that their current trip to Las Vegas was to attend a convention or corporate meeting (12% vs. 8%) or other business-related matter (6% vs. 3%), to visit friends or relatives (8% vs. 5%), or to gamble (6% vs. 1%).

FIGURE 9
Conventions/Trade Shows/Corporate Meetings*



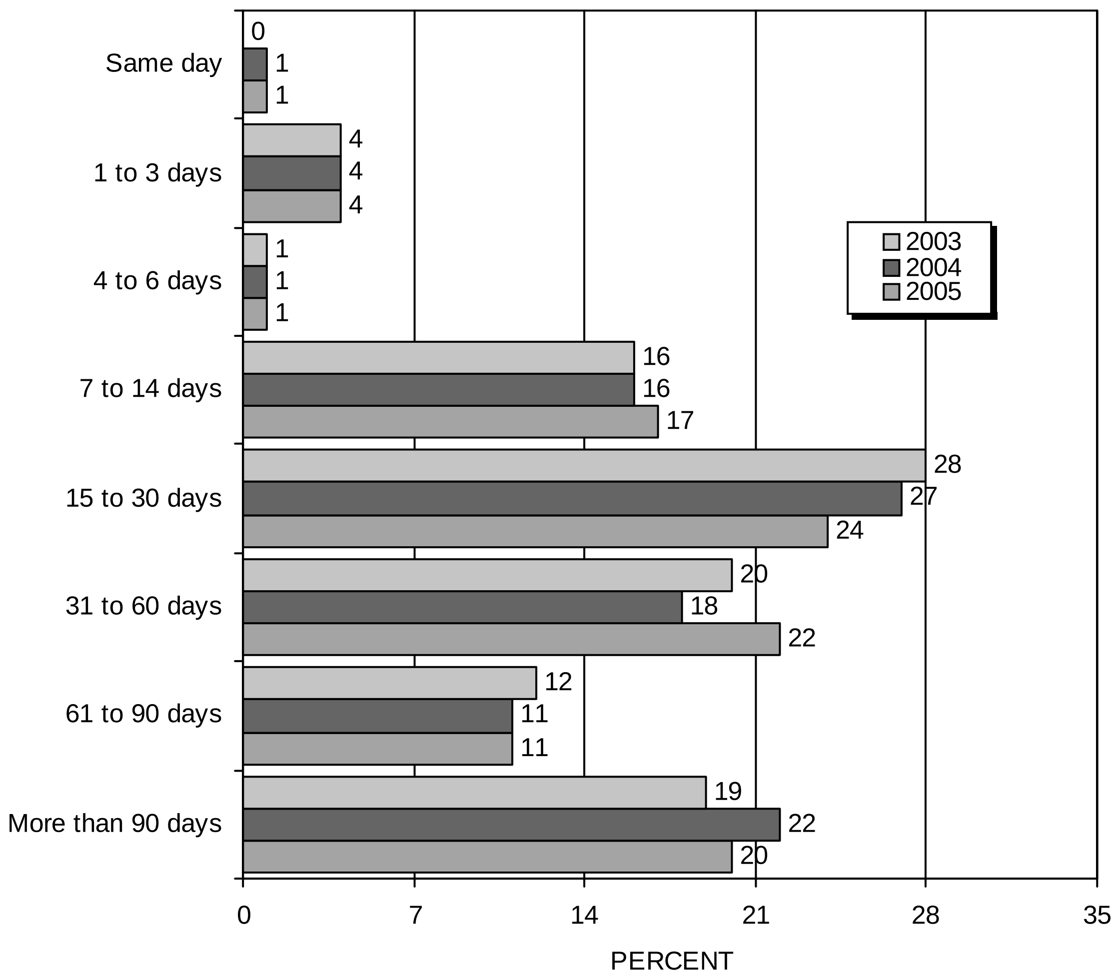
Respondents were asked if they had attended a convention, trade show, or corporate meeting while in Las Vegas (Figure 9). Twelve percent (12%) said they had, essentially the same as in 2003 and 2004.

* 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.

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to trip planning more than 90 days in advance. As in the past two years, over one-half (53%) of visitors in 2005 planned their trip to Las Vegas more than one month in advance (Figure 10).

FIGURE 10
Advance Travel Planning*



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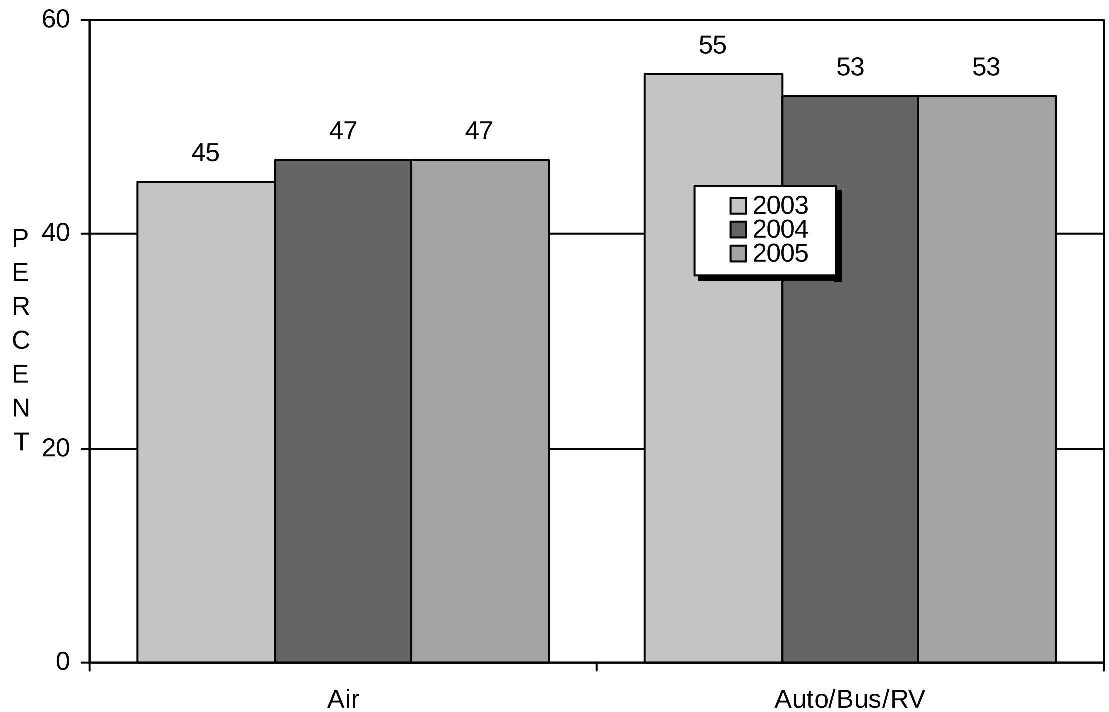
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

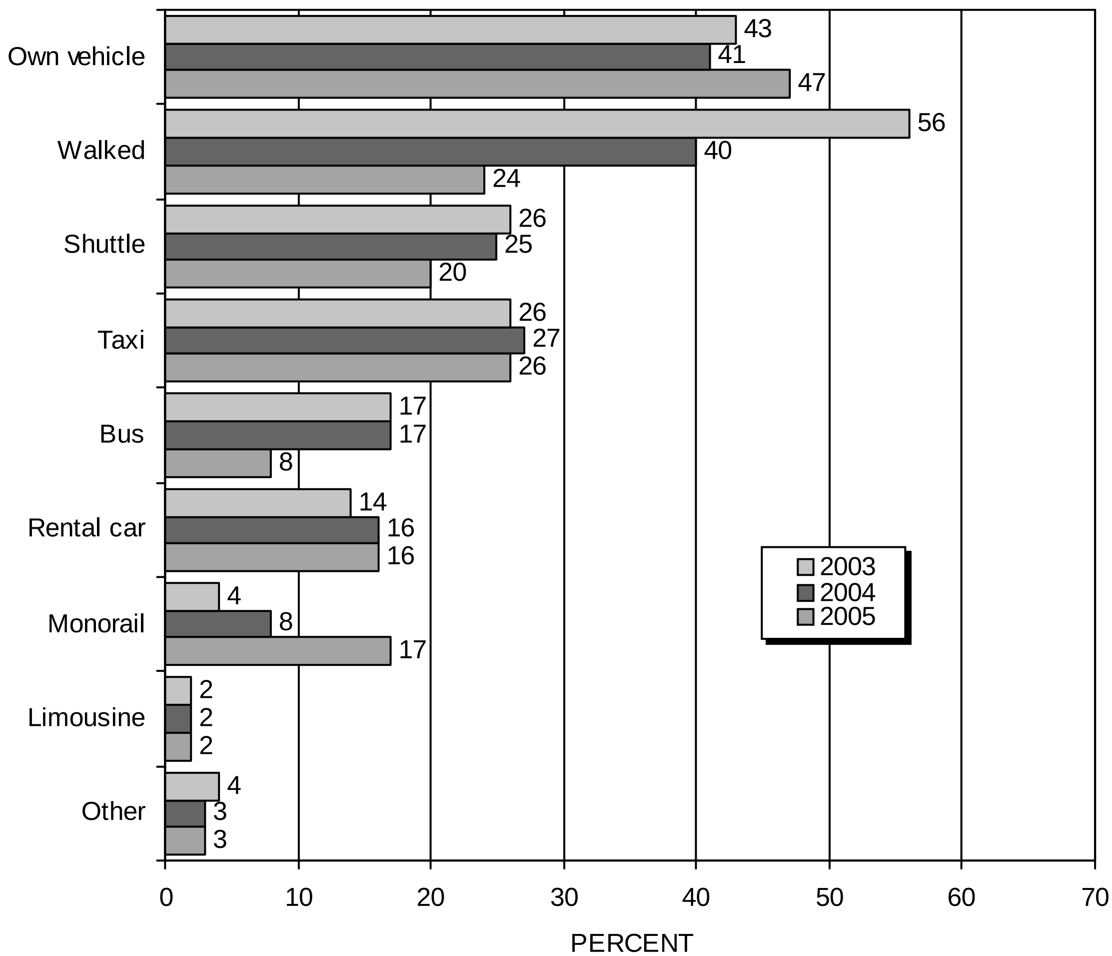
FIGURE 11
Transportation To Las Vegas*



Forty-seven percent (47%) of visitors to Las Vegas in 2005 arrived by air, consistent with the past two years, and 53% arrived by ground transportation (Figure 11).

* 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 12
Local Transportation*



Forty-seven percent (47%) visitors said that they used their own vehicle when traveling around Las Vegas, a significant increase over 43% in 2003 and 41% in 2004. Fewer visitors volunteered that they walked while in Las Vegas (24% vs. 56% in 2003 and 40% in 2004). Fewer visitors also used a hotel shuttle (20%, down from 26% in 2003 and 25% in 2004) or a bus (8%, down from 17% in both 2003 and 2004). However, the proportion who said they used the Monorail (17%) was significantly higher than in the past two years (4% in 2003 and 8% in 2004). One-quarter (26%) used a taxi, while 16% used a rental car (the same as last year but significantly higher than the 14% in 2003) (Figure 12).

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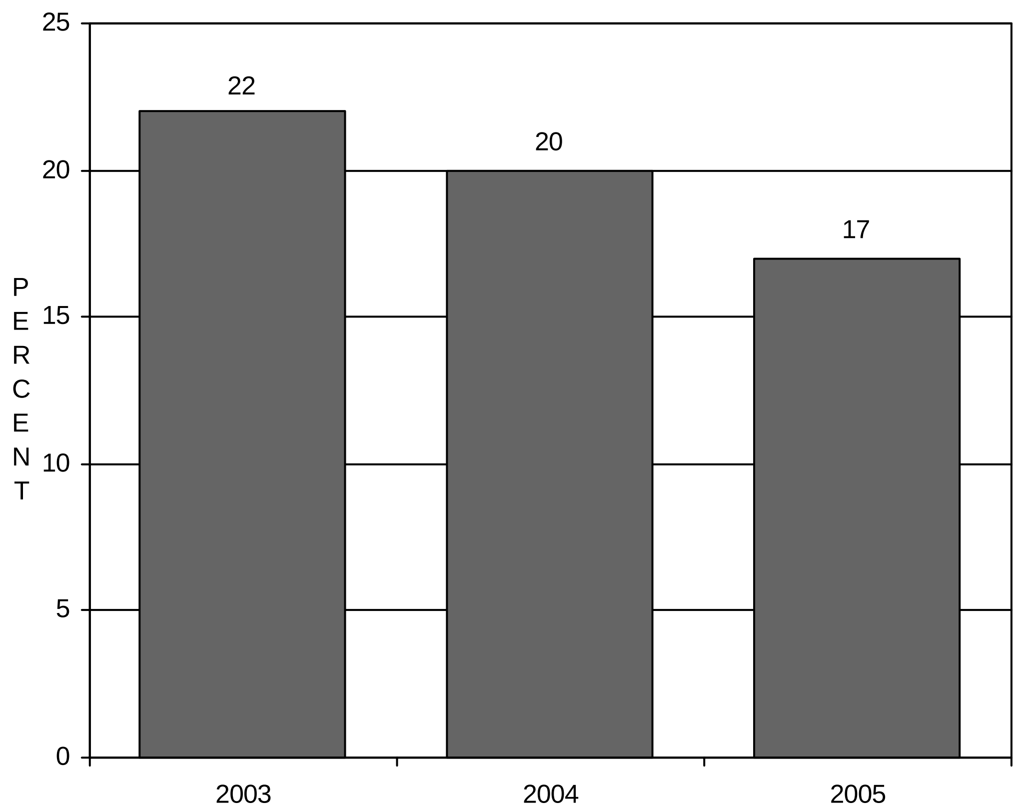
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Multiple responses to this question were permitted.

FIGURE 13
Travel Agent Assistance*



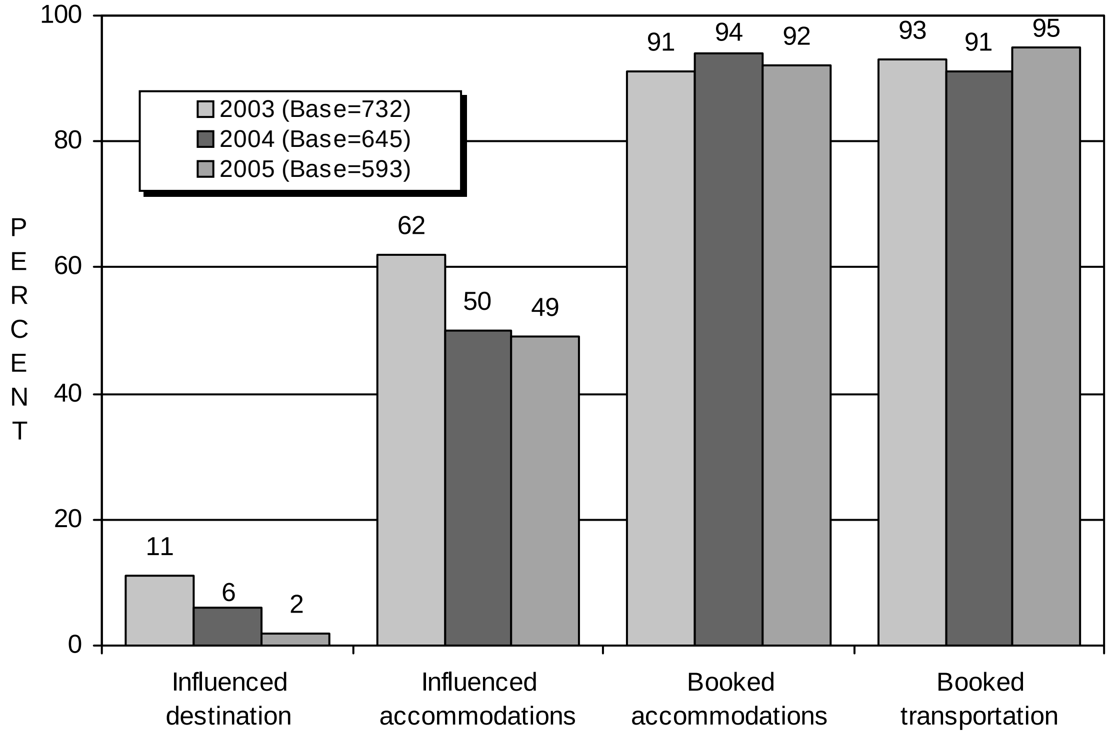
The proportion of visitors who reported using a travel agent to plan their trip to Las Vegas (17%) was down significantly from the past two years (22% in 2003 and 20% in 2004) (Figure 13).

---

* 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 14
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)



Among those visitors who used a travel agent to plan their trip to Las Vegas, 92% said the travel agent booked their accommodations (similar to the past two years), and 95% said the travel agent booked their transportation (up significantly from 91% last year) (Figure 14).

Forty-nine percent (49%) said their travel agent influenced their choice of accommodations, about the same as last year, but down significantly from 62% in 2003.

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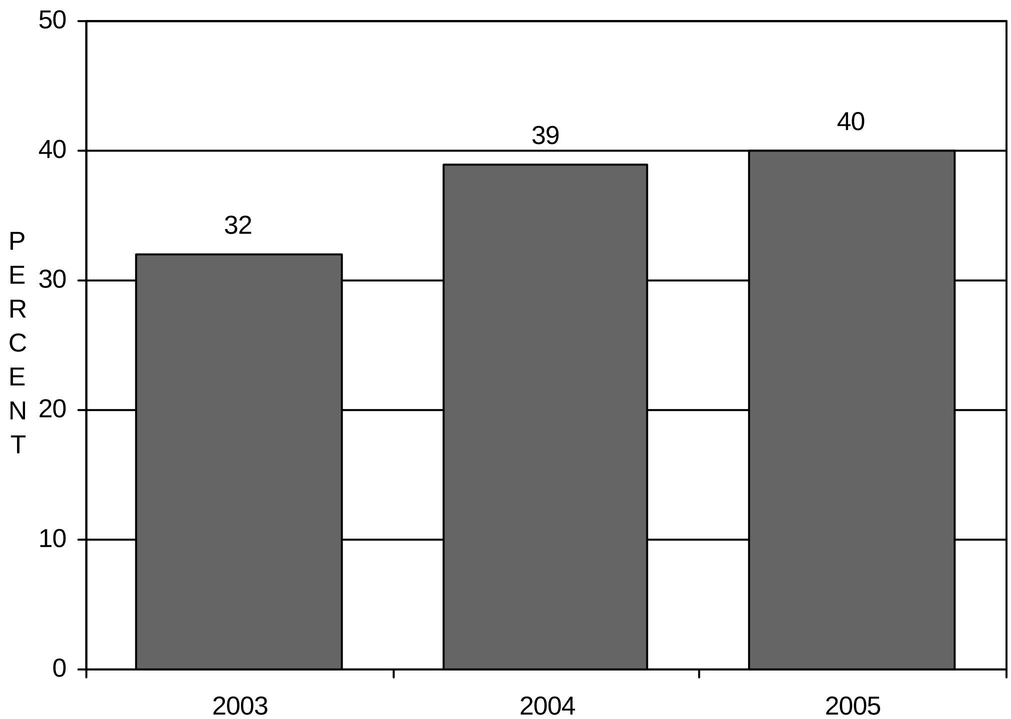
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 15
Whether Used The Internet To Plan Trip*

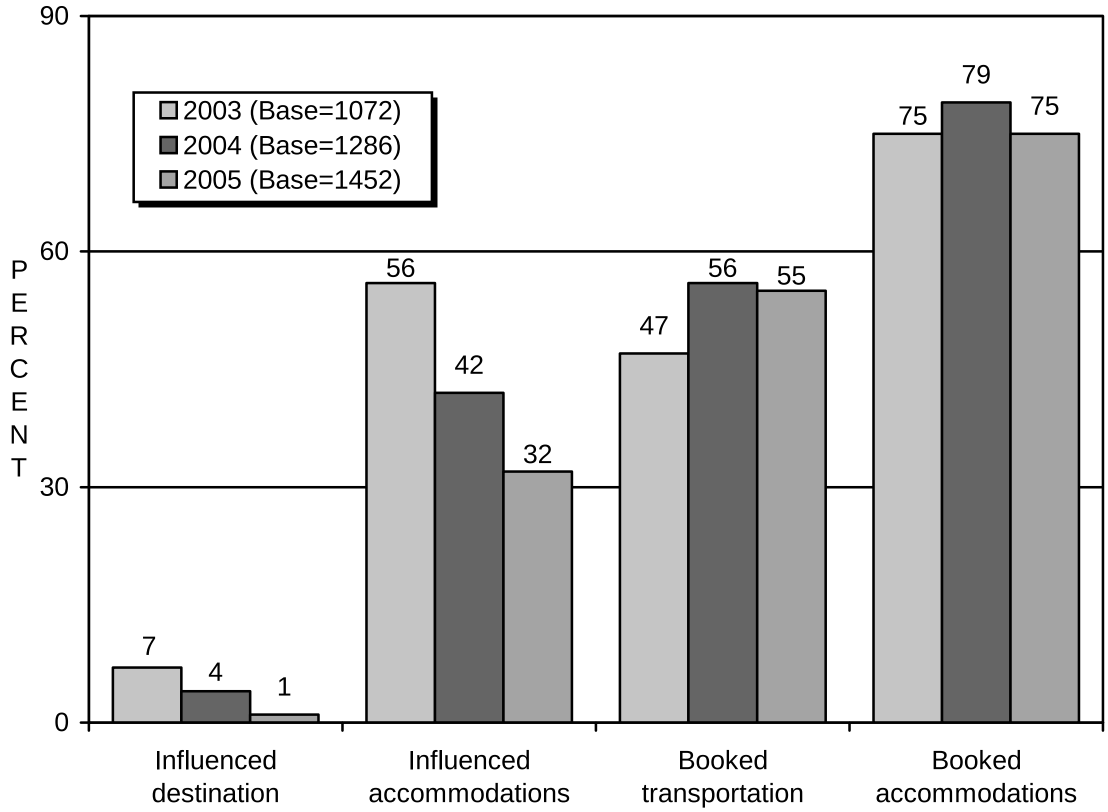


Visitors were asked if they used the Internet to plan their trip, and four in ten (40%) said yes, about the same as last year, but up significantly from 32% in 2003 (Figure 15).

* 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 16
Internet Influence And Use*
(Among Those Who Used The Internet To Plan Trip)

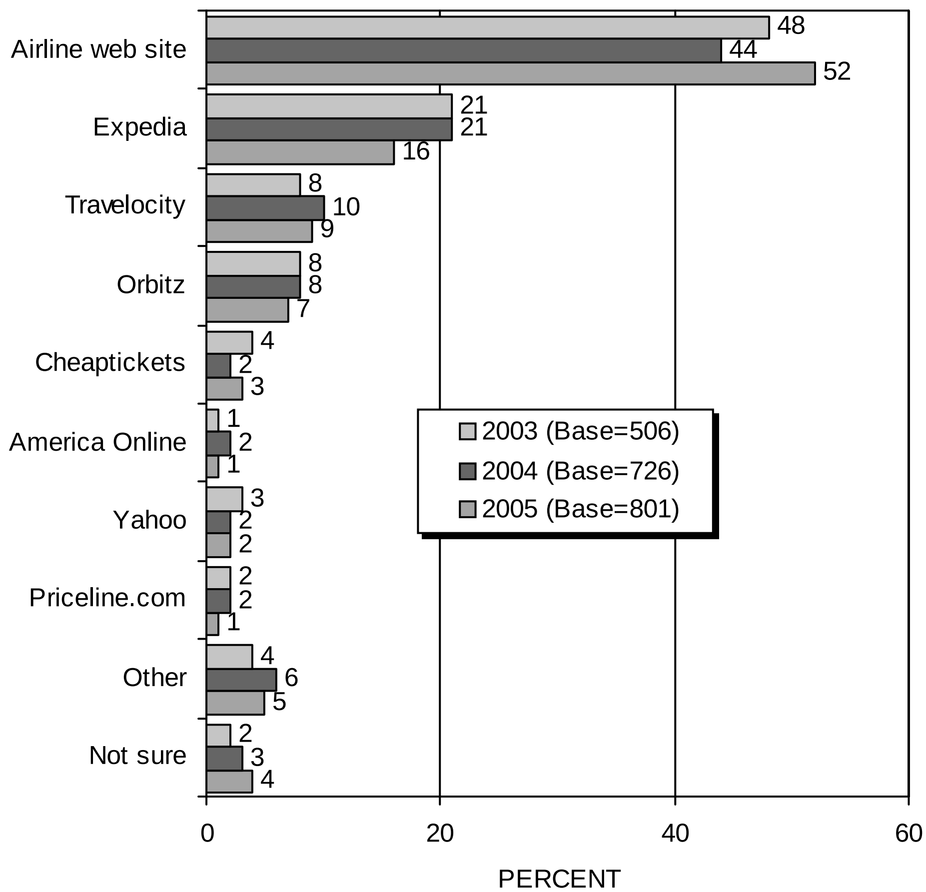


More than one-half of visitors (55%) who used the Internet to plan their trip to Las Vegas, said they booked their transportation online, similar to last year and up significantly from 47% in 2003 (Figure 16). Three-quarters (75%) said they booked their accommodations in Las Vegas online, generally in line with the past two years. The proportion of visitors who said the Internet influenced their choice of accommodations (32%) declined from 2004 (42%) and 2003 (56%).

* 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.

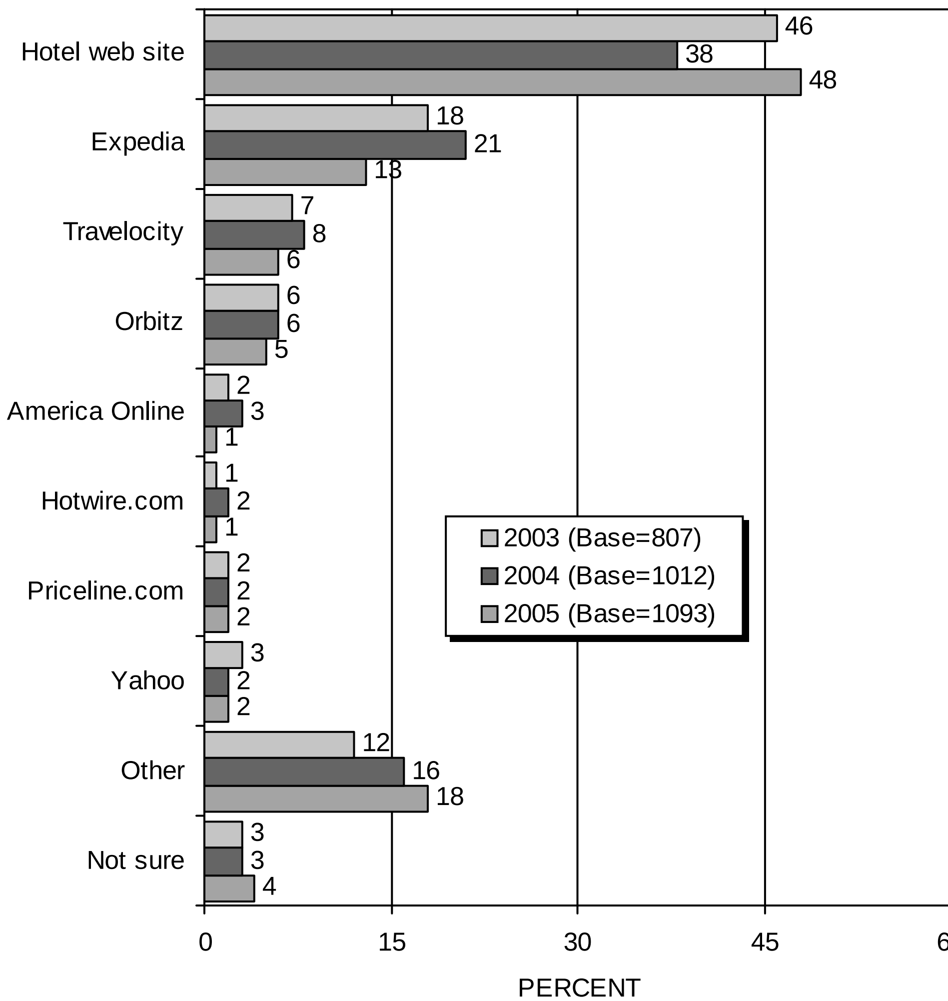
FIGURE 17
Web Site Used To Book Transportation*
(Among Those Who Booked Their
Transportation To Las Vegas Online)



Among those who booked their transportation online for their current trip to Las Vegas, more than one-half (52%) said they used an airline web site, up significantly from 48% in 2003 and 44% in 2004 (Figure 17). Sixteen percent (16%) said they used Expedia, down significantly from 21% for the past two years. Nine percent (9%) used Travelocity, 7% said Orbitz, and 3% said Cheaptickets. Other websites were mentioned by 2% or fewer.

* 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
Web Site Used To Book Accommodations*
(Among Those Who Booked Their Accommodations In Las Vegas Online)



Among those who booked their accommodations online for their current trip to Las Vegas, 48% said they used a hotel web site, up significantly from 38% last year, but about the same as in 2003 (46%) (Figure 18). Thirteen percent (13%) said they used Expedia, down from 18% in 2003 and 21% in 2004. Six percent (6%) used Travelocity and 5% used Orbitz, while 2% or fewer used Yahoo, Priceline, American Online, or Hotwire.

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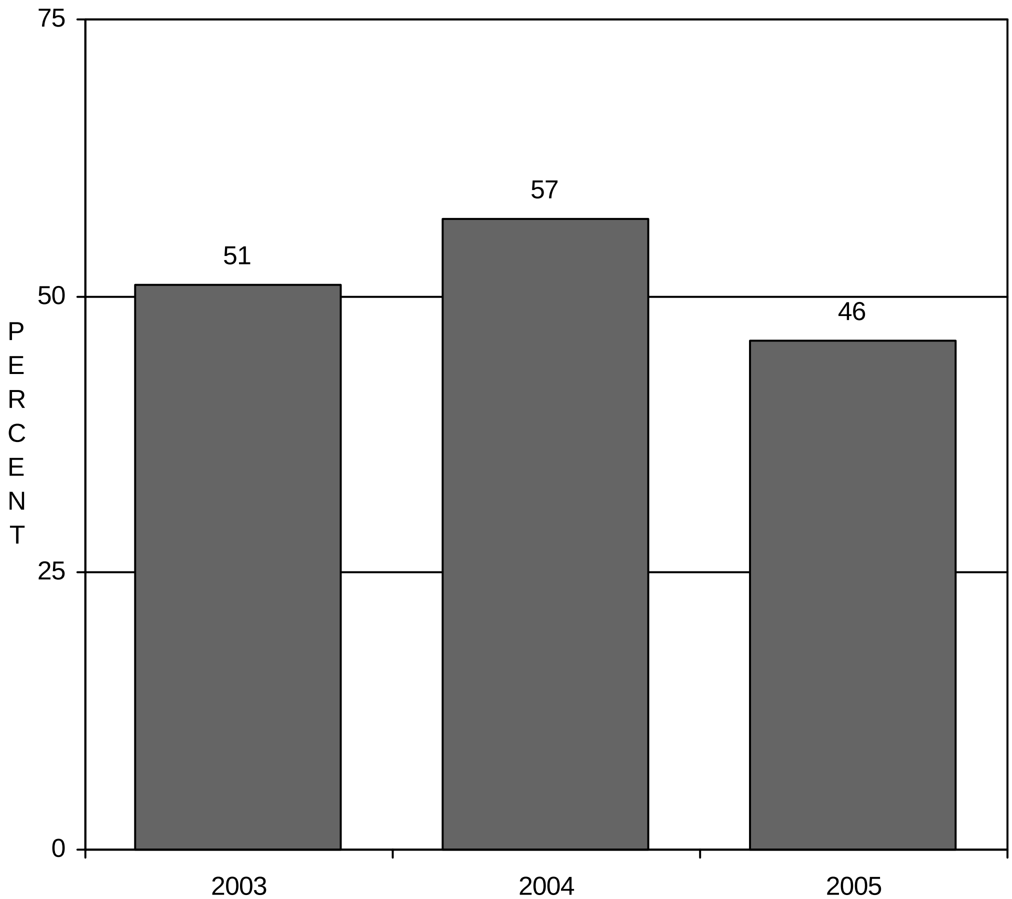
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 19
Whether Visited Downtown Las Vegas*

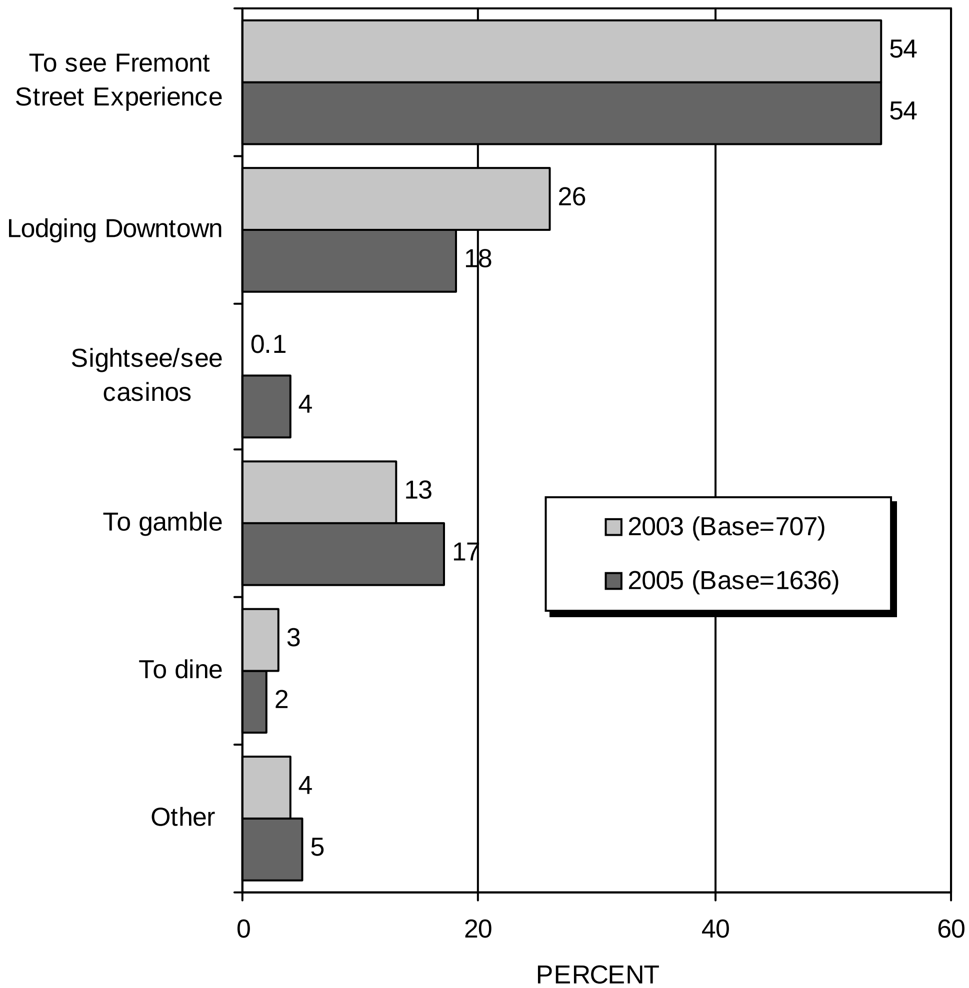


Less than one-half (46%) of all visitors said they had visited Downtown Las Vegas on their current trip, down significantly from 51% in 2003 and 57% in 2004 (Figure 19).

* 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 20
Main Reason For Visiting Downtown Las Vegas*
(Among Those Who Visited Downtown)



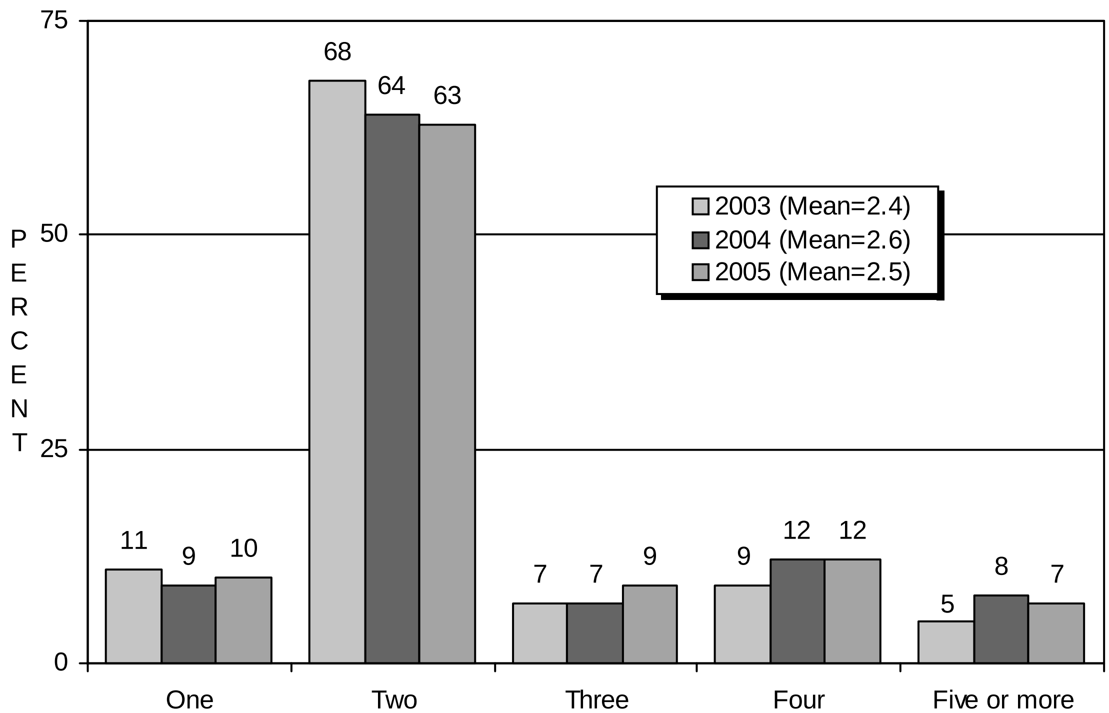
Respondents who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so (Figure 20). More than one-half (54%) said it was to see the Fremont Street Experience, identical to 2003. Eighteen percent (18%) said they were lodging Downtown, down significantly from 26% in 2003. Seventeen percent (17%) said they went Downtown primarily to gamble. The number who said they visited Downtown primarily to sightsee was 4%, up from less than 1% in 2003.

* This question is asked every other year and was not asked in calendar year 2004. In this calendar year report, the data reported for 2003 is from January through June of that year.

TRIP CHARACTERISTICS AND EXPENDITURES

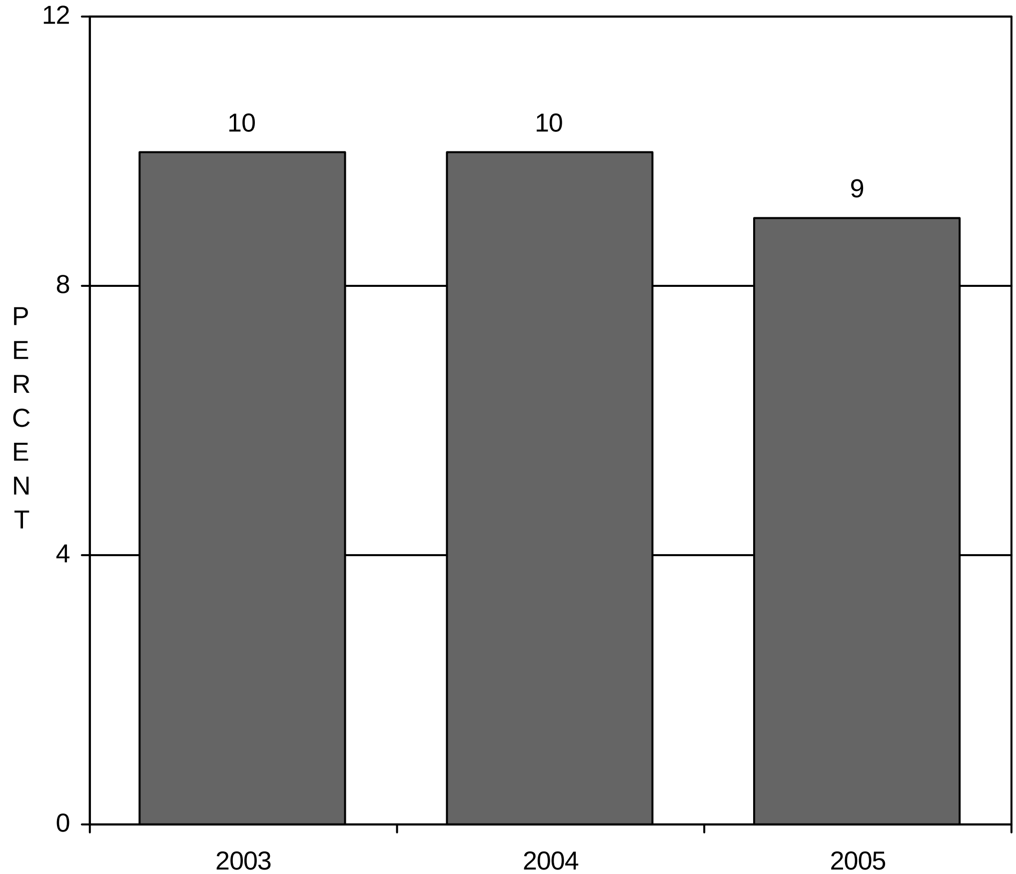
As in past years, the majority of visitors (63%) traveled in parties of two adults (Figure 21), although the proportion doing so is down significantly from 2003 (68%). Nine percent (9%) said they were in a party of three, up from 7% in both 2003 and 2004. Twelve percent (12%) were in a party of four, the same as last year but up from 9% in 2003. Seven percent (7%) were in a party of five or more. The average party size in 2005 was 2.5 persons, up significantly from 2.4 in 2003.

FIGURE 21
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 22
Whether Has Persons In Immediate Party Under Age 21*
(Among All Visitors)



We asked respondents whether they had any people under the age of 21 traveling with them in their immediate party (Figure 22). Nine percent (9%) said they did, down significantly from 10% 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.

FIGURE 23
Nights Stayed*

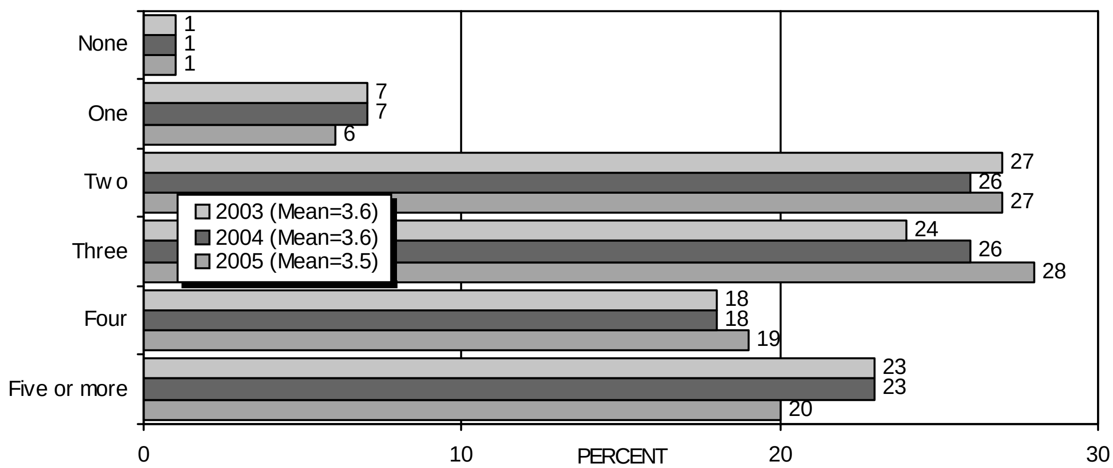
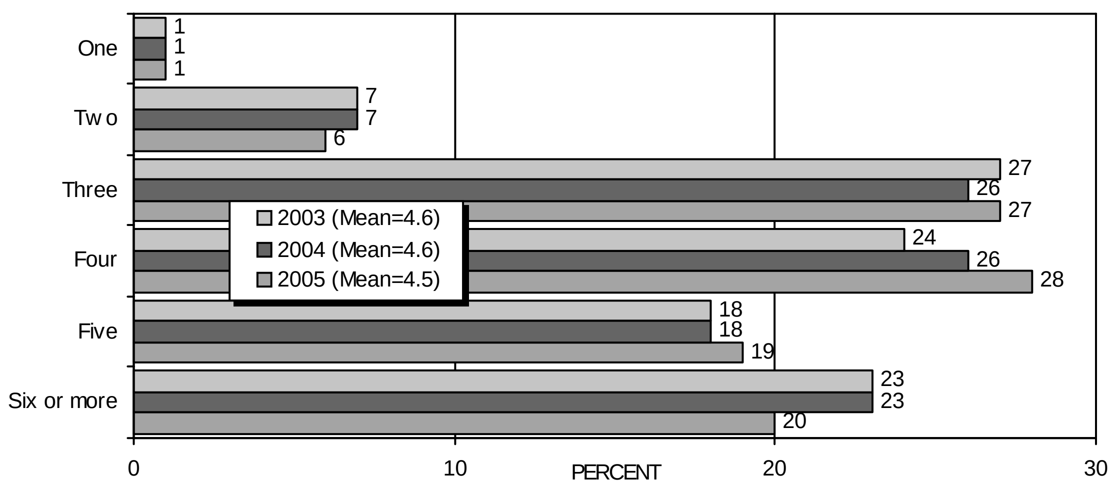


FIGURE 24
Days Stayed*



In 2005, visitors stayed an average of 3.5 nights and 4.5 days in Las Vegas, down significantly from an average of 3.6 nights and 4.6 days in 2003 and 2004 (See Figures 23 and 24). The proportion staying five or more nights (20%) was down significantly from 2003 and 2004 (23% each).

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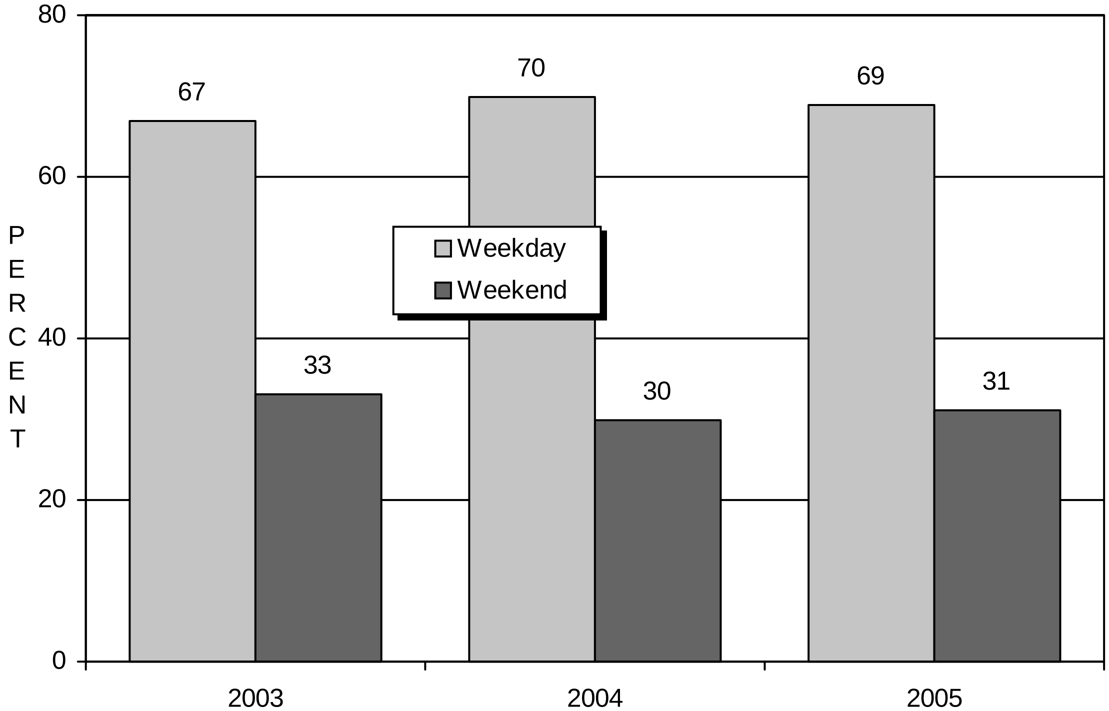
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 25
Weekend Versus Weekday Arrival*

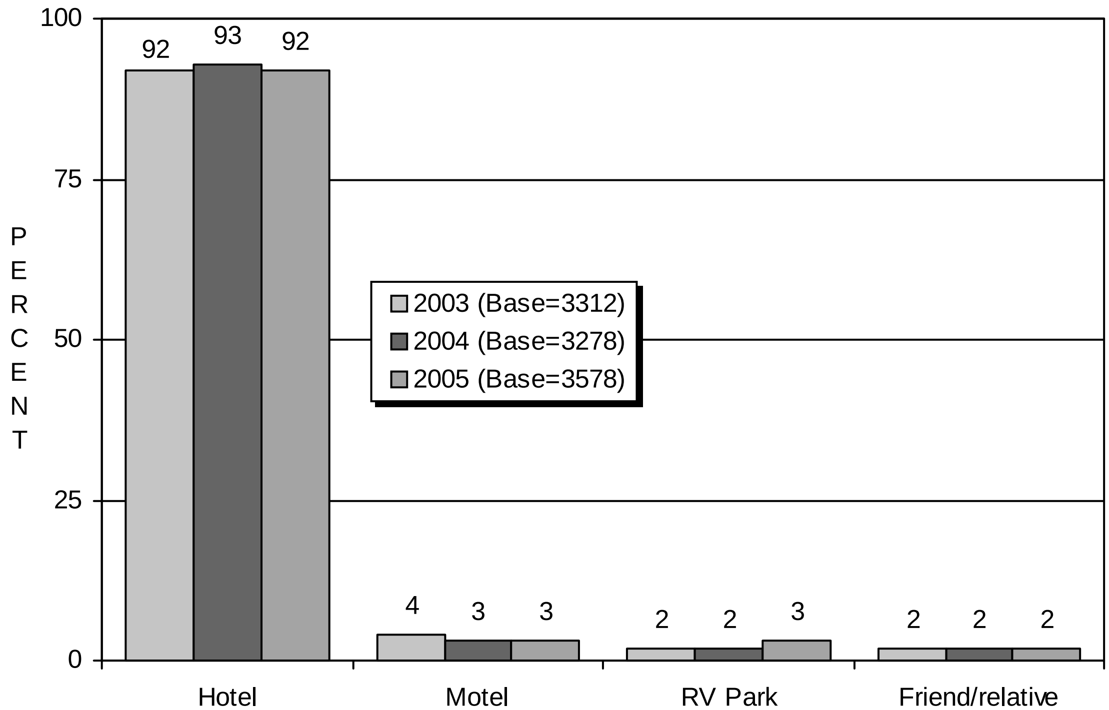


As in the past, about three in ten (31%) visitors arrived in Las Vegas on a weekend, while about seven in ten (69%) arrived on a weekday (Figure 25).

* 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.

Weekday is defined as Sunday through Thursday. *Weekend* is defined as Friday and Saturday.

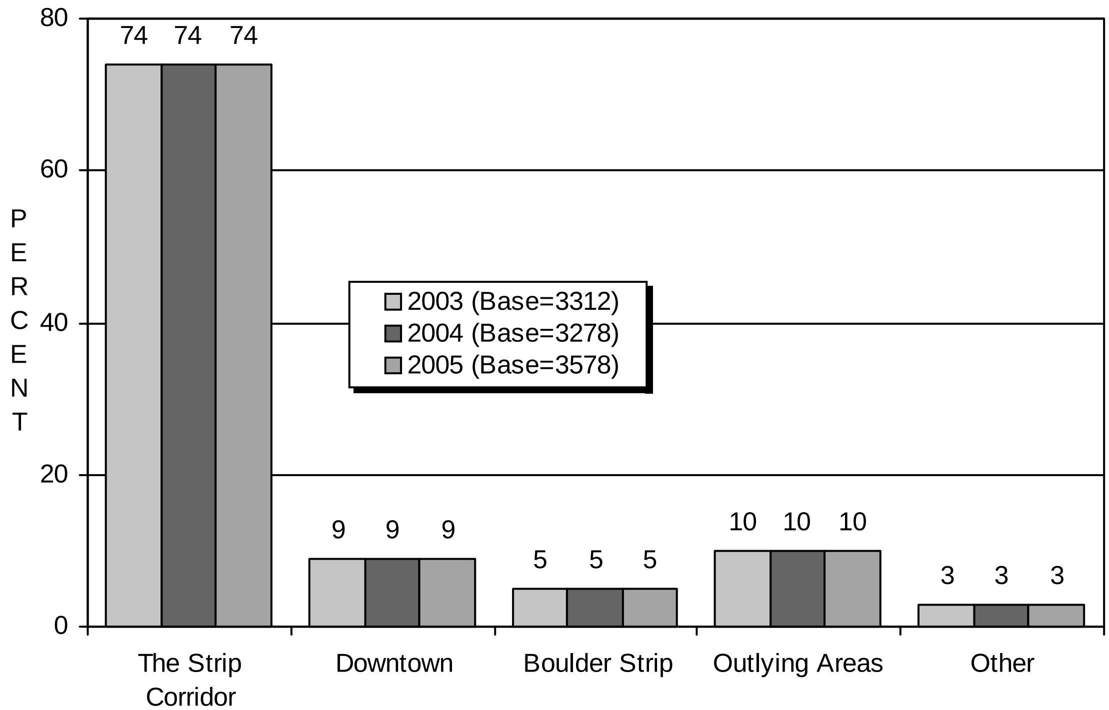
FIGURE 26
Type Of Lodging*
(Among Those Who Stayed Overnight)



Among visitors who stayed in Las Vegas overnight, 92% stayed in a hotel, 3% stayed in a motel, 3% stayed in an RV park, and 2% stayed with friends or relatives (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.

FIGURE 27
Location Of Lodging*
(Among Those Who Stayed Overnight)



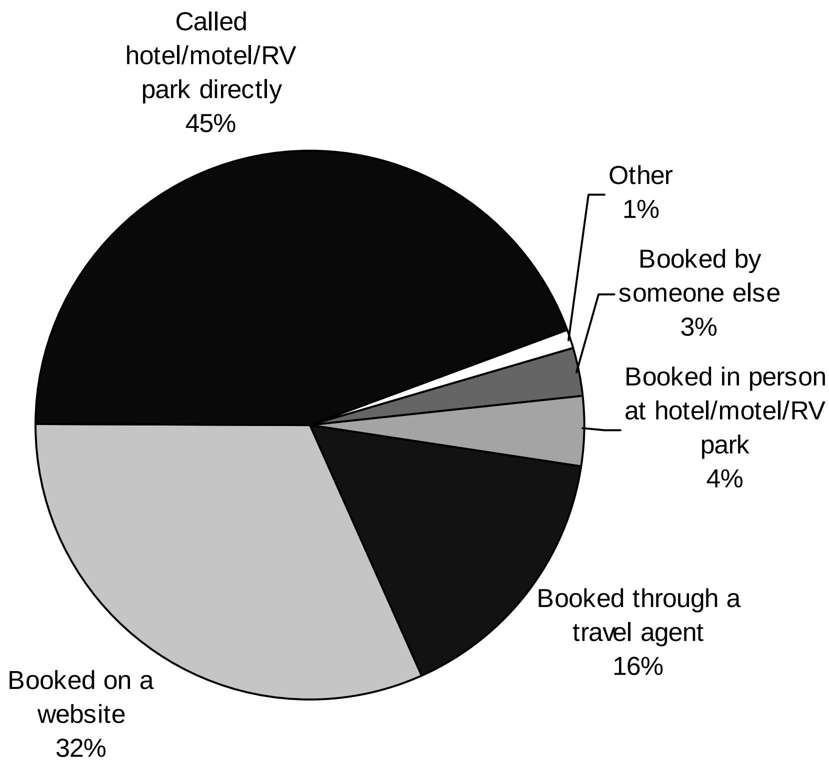
In terms of lodging location, among those who stayed overnight in Las Vegas, 74% stayed in a property on the Strip Corridor†, 9% stayed Downtown, 5% stayed on the Boulder Strip, 10% stayed in outlying parts of Las Vegas, and 3% stayed in other areas (Figure 27).

---

* 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.

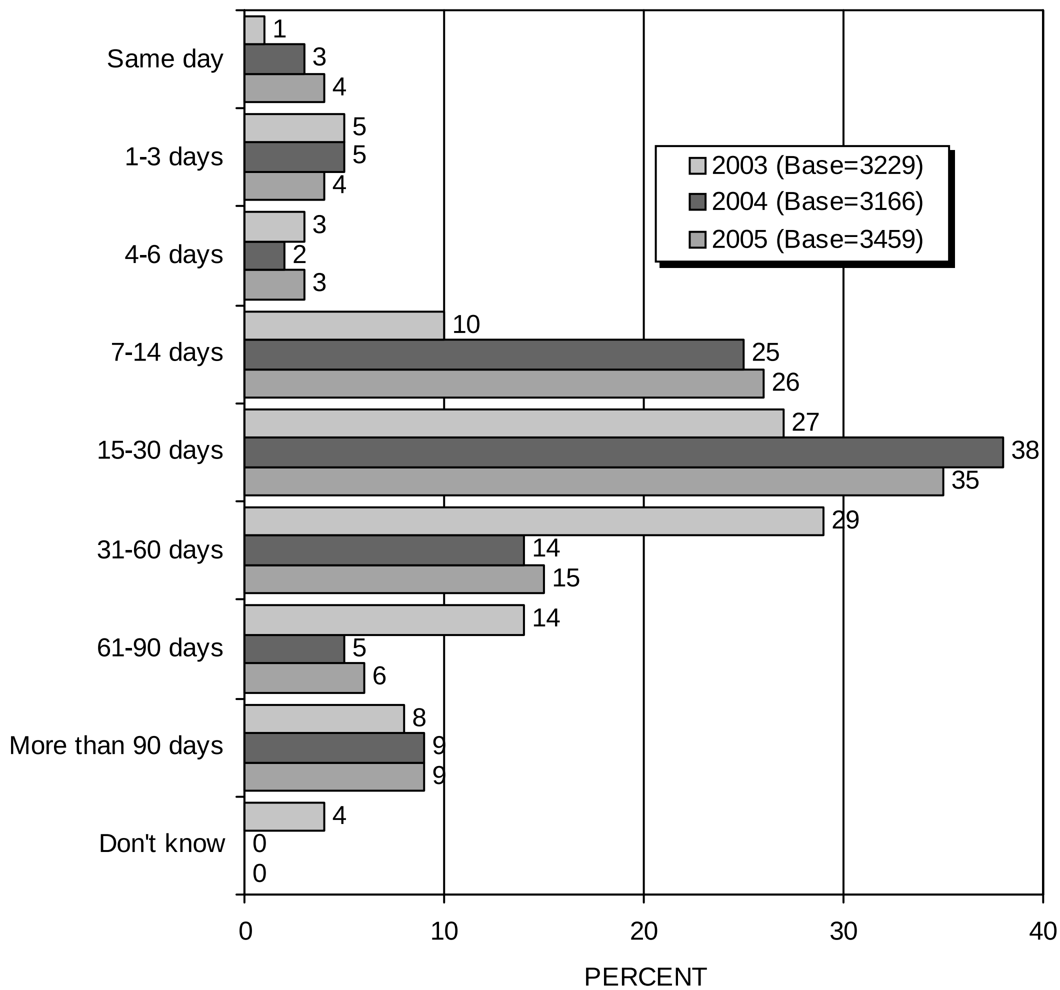
† The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

FIGURE 28
How Booked Accommodations In Las Vegas
(Among Those Who Stayed In A Hotel/Motel/RV Park)



Beginning in 2005, visitors who stayed at a hotel, motel, or in an RV park were asked how they, or someone in their party, booked their accommodations in Las Vegas for their most recent trip (Figure 28). Forty-five percent (45%) said they called the hotel, motel, or RV park directly, 32% said they booked their accommodations on a website, while 16% said they booked through a travel agent. Four percent (4%) said they booked in person at the hotel, motel, or RV park they stayed at, and 3% said they did not know how their accommodations were booked because someone else booked them.

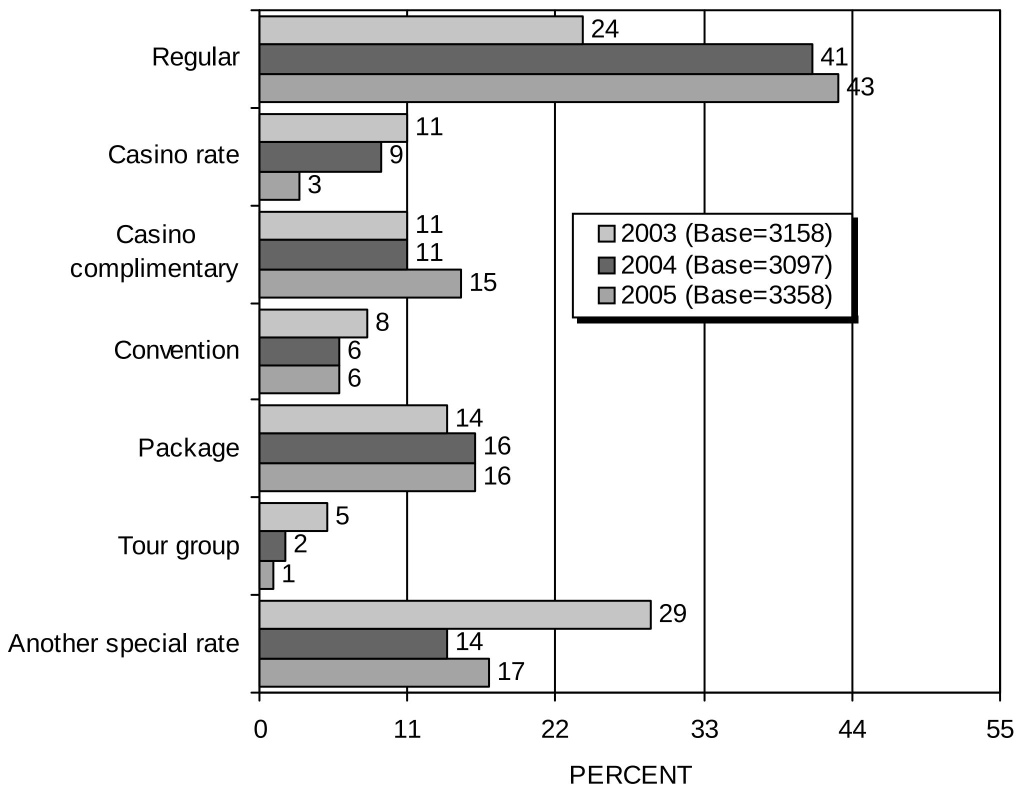
FIGURE 29
Advance Booking Of Accommodations*
(Among Those Who Stayed In A Hotel/Motel/RV Park)



We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 29). Three in ten (30%) visitors in 2005 booked more than a month in advance, about the same as in 2004 (28%), but significantly fewer than the 51% who did so in 2003. By comparison, six in ten (61%) visitors in 2005 booked one week to one month in advance, also about the same as in 2004 (63%), but significantly greater than the 37% who did so 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 30
Type of Room Rates*
(Among Those Staying In A Hotel Or Motel)



Respondents were shown a card describing various room rates† and were asked which type of room rate they had received (Figure 30). More than four in ten visitors (43%) paid a regular room rate, up significantly from 24% in 2003. Fifteen percent (15%) received a casino complimentary rate, up significantly from 11% each of the past two years, while 3% paid a casino rate, down from 11% in 2003, and 9% in 2004. The proportion of visitors who paid a package rate (16%) remained significantly higher than in 2003 (14%), while the proportion receiving a tour group rate (1%) was down from both 2003 (5%) and 2004 (2%). Six percent (6%) paid a convention rate, down from 8% in 2003. Seventeen percent (17%) of visitors paid some other kind of rate, up from 14% in 2004, but still lower than 29% in 2003.

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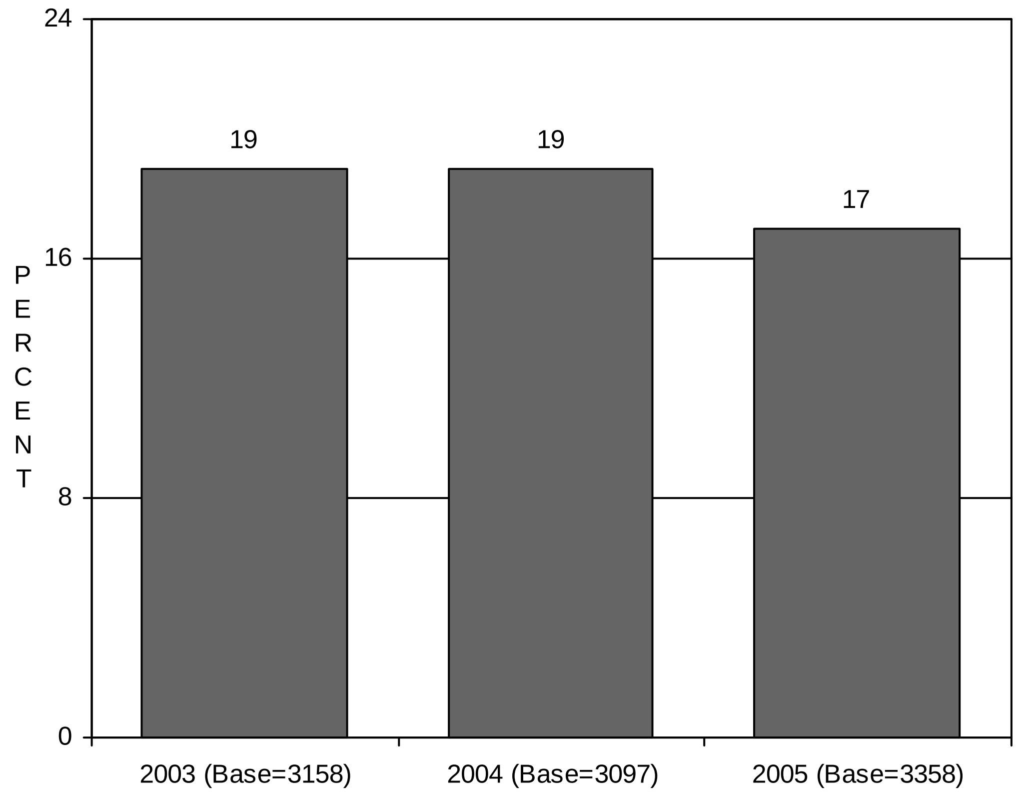
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

† For an exact description of the room rates as presented to respondents, see "Card A" at the end of the aggregate results in the appendix to this report.

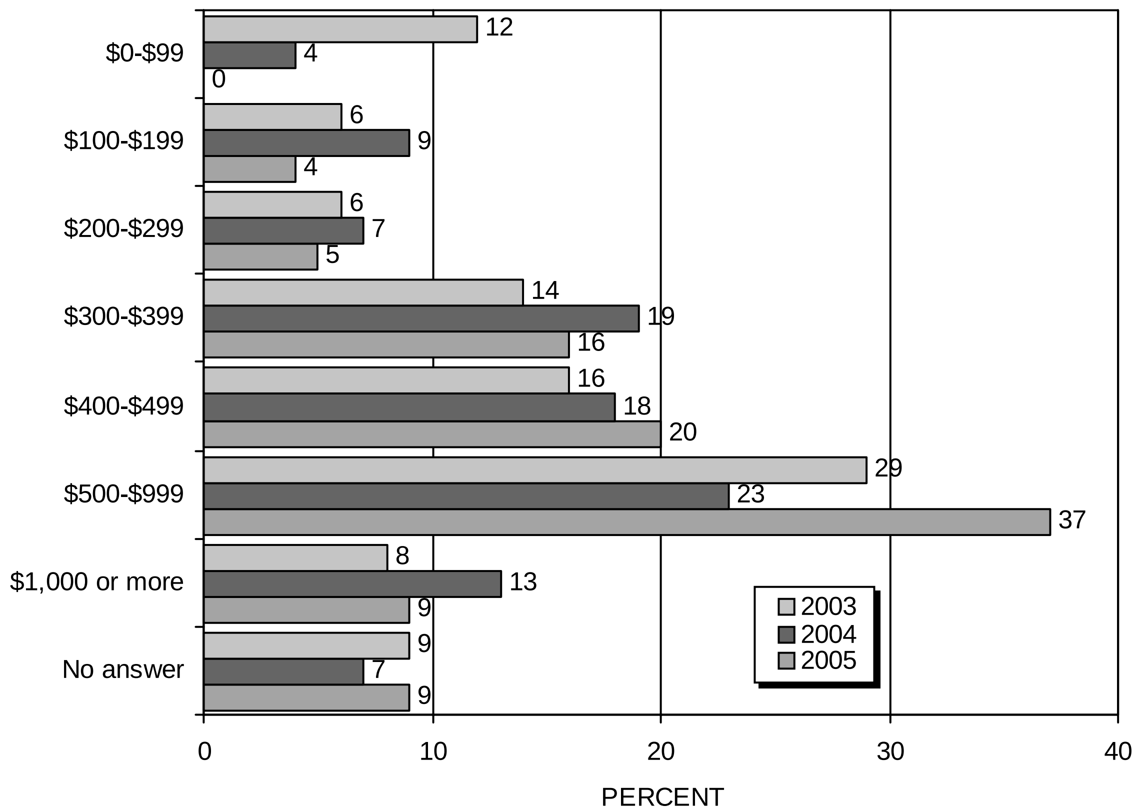
FIGURE 31
Package Purchasers*
(Among Those Staying In A Hotel Or Motel)



The proportion of visitors who purchased a package deal, or who were part of a tour group (17%), declined significantly in 2005 (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.

FIGURE 32
Cost Of Package Per Person*
(Among Those Who Bought A Package)

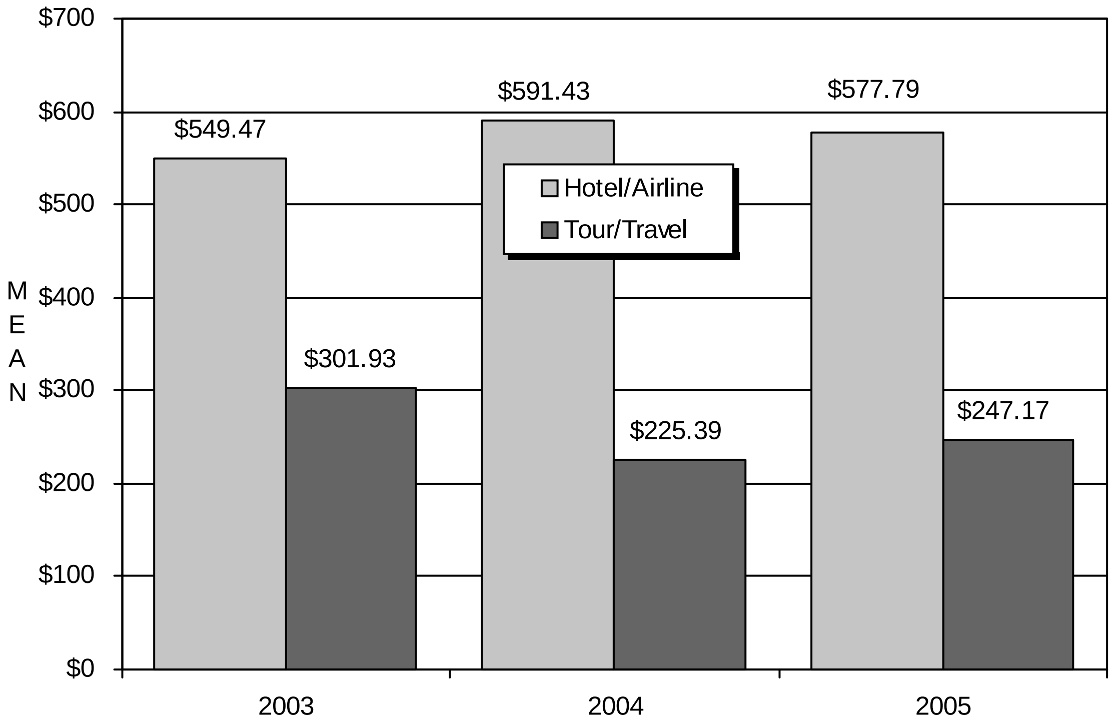


Means: 2003=$484.13, 2004=$561.49, 2005=$571.43
Base Sizes: 2003=595, 2004=577, 2005=553

We asked those who had purchased a hotel, airline, or a tour/travel group package how much their packages cost per person (Figure 32). The average cost of such a package in 2005 was $571.43, about the same as last year, but up significantly from $484.13 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 33
Difference In The Cost Of The Package —
Hotel/Airline vs. Tour/Travel Group*

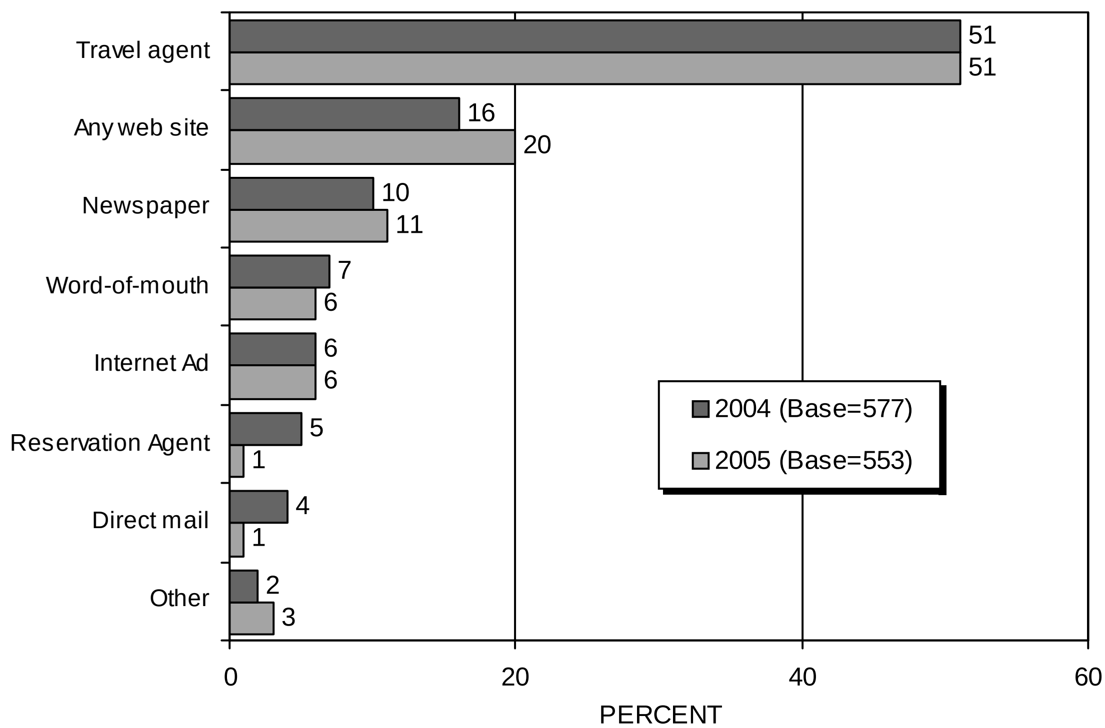


Hotel/Airline Base Sizes: 2003=426, 2004=506, 2005=523
Tour/Travel Base Sizes: 2003=169, 2004=71, 2005=30

We looked at what hotel/airline package purchasers paid on average for their package compared to visitors who were part of a tour/travel group (Figure 33). In 2005, hotel/airline package purchasers paid more than twice as much for their packages ($577.79) than tour/travel group package purchasers ($247.17). (These numbers are not significantly different from 2003 or 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 34
Where First Heard About The Package*
(Among Those Who Bought A Package)



Package purchasers were asked where they first heard about the package they bought (Figure 34). More than one-half (51%) said from a travel agent. One in five (20%) mentioned a web site, while in one in nine (11%) said a newspaper. Six percent (6%) each said an Internet ad or word of mouth. One percent (1%) each mentioned a reservation agent (down from 5% in 2004) or direct mail (down from 4% in 2004).

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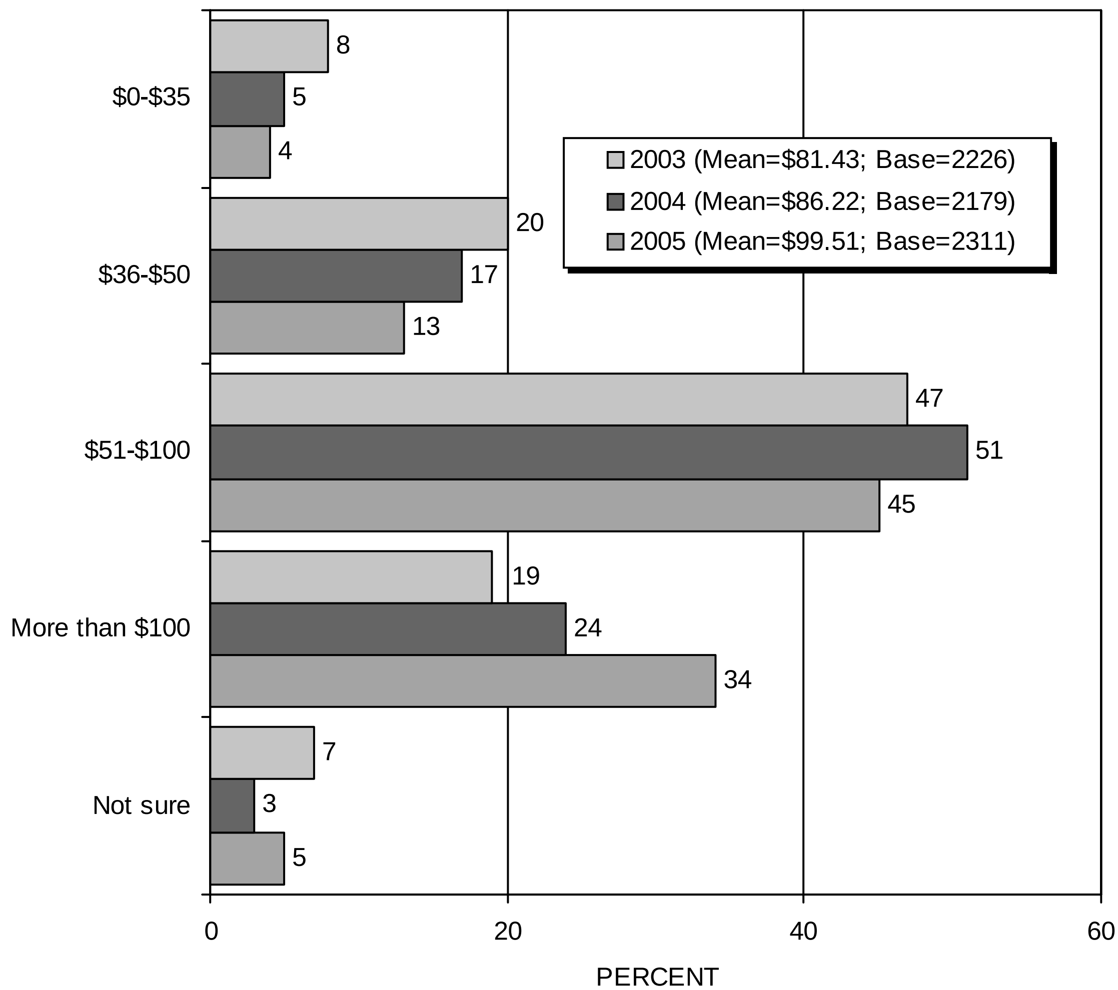
* NOTE: This question was not asked in calendar year 2003.

FIGURE 35
Lodging Expenditures — Average Per Night*
(Among Those Staying In A Hotel Or Motel/Non-Package)

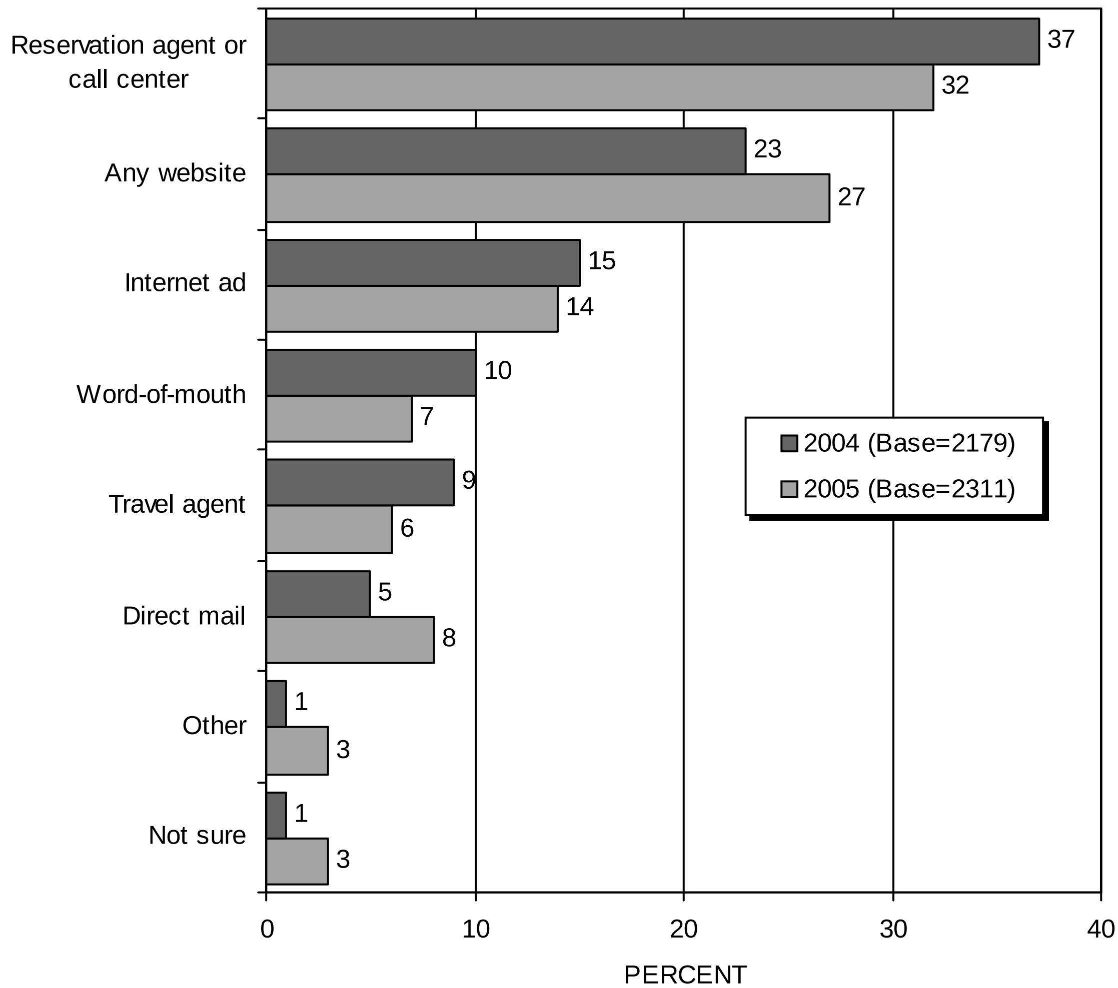


We looked at lodging expenditures among those who did *not* purchase travel packages (Figure 35). More than one-third (34%) of these non-package visitors paid over $100 per night for their room, a significant increase from 19% in 2003 and 24% in 2004.

The average daily room rate for non-package visitors in 2005 was $99.51, up significantly from $81.43 in 2003 and $86.22 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.

FIGURE 36
How First Found Out About Room Rate*
(Among Those Staying In A Hotel Or Motel/Non-Package)



Visitors were asked how they first found out about the room rate they paid (Figure 36). Thirty-two percent (32%) said it was through a reservation agent or call center, down from 37% in 2004. Twenty-seven percent (27%) mentioned a website, up significantly from 23% last year. Fourteen percent (14%) said it was through an Internet ad (pop-up or banner), 8% said direct mail (up from 5%), and 7% said word-of-mouth (down from 10%).

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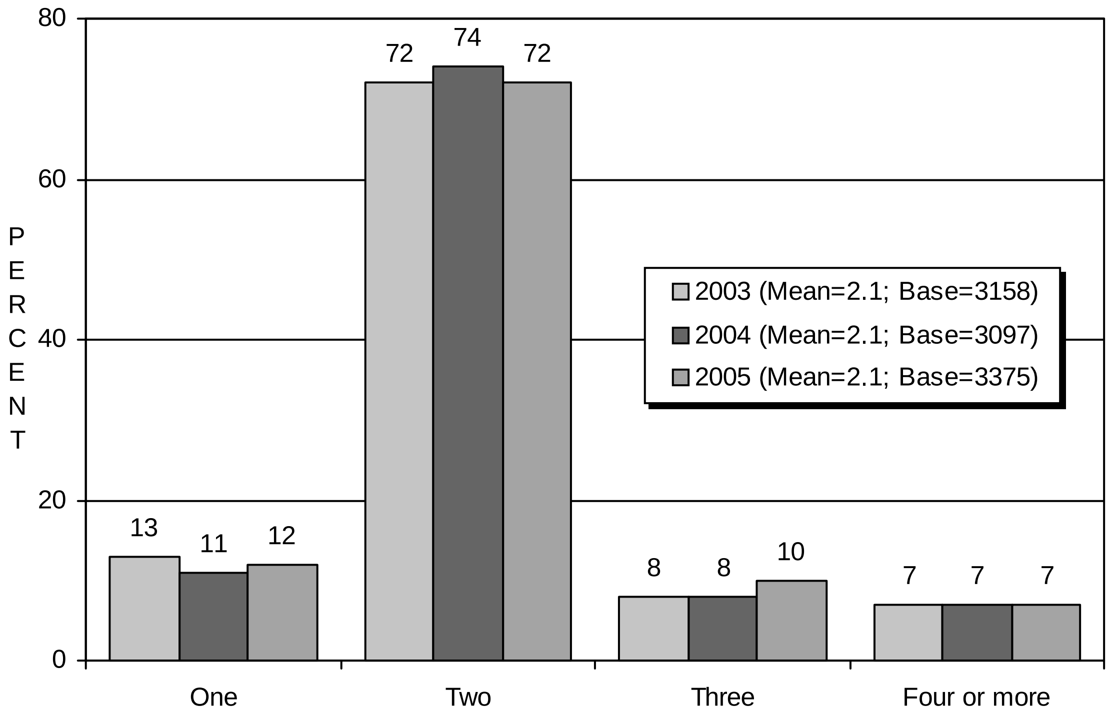
* This question was not asked in calendar year 2003.

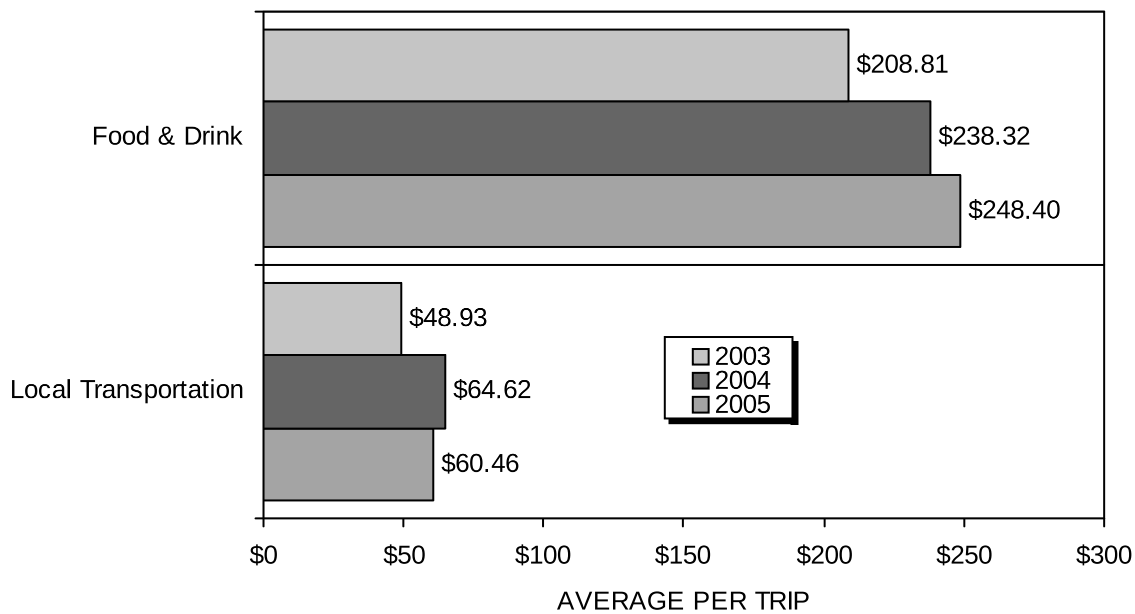
FIGURE 37
Number Of Room Occupants*
(Among Those Staying In A Hotel Or Motel)



As in past years, the majority (72%) of visitors who stayed in a hotel or motel said two people stayed in their room (Figure 37). The mean (average) number of room occupants in 2005 was 2.1, the same as the past two years.

* 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
Average Trip Expenditures On Food & Drink —
And On 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.

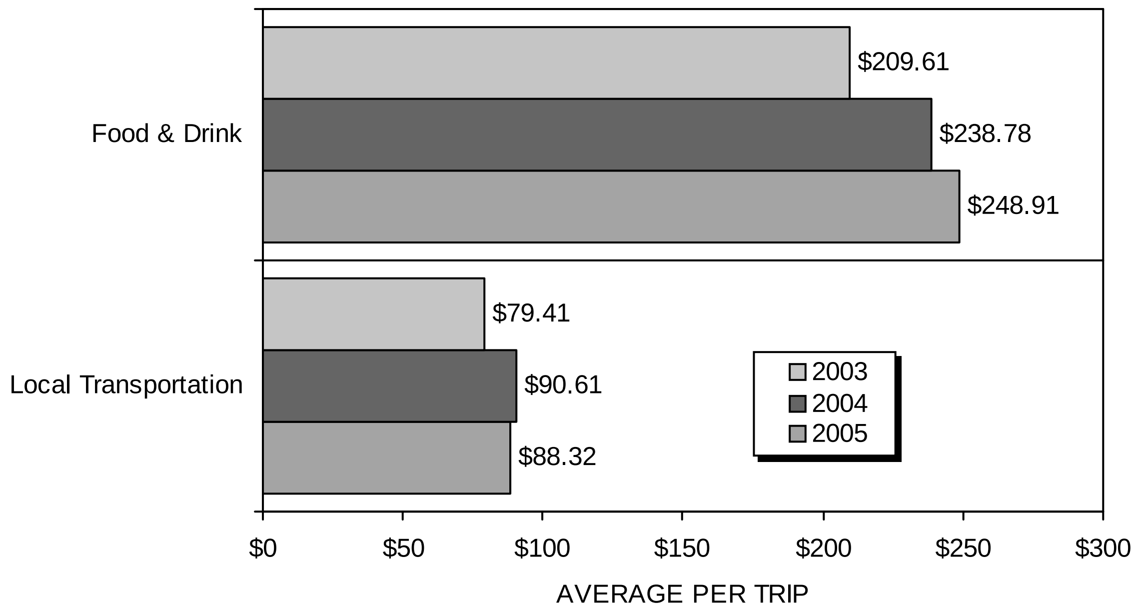
Figure 38 shows the average *trip* expenditures on food and drink and on local transportation *including visitors who said they spent nothing in that category*. The average expenditure on food and drink in 2005 was $248.40, up significantly from $208.81 in 2003.

The average transportation expenditure for 2005 was $60.46, up from $48.93 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.

Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Las Vegas on their most recent trip.

FIGURE 39
Average Trip Expenditures On Food & Drink —
And On Local Transportation*
(Among Those Who Spent Money In That Category†)



Among visitors who actually spent money in these categories, average trip expenditures on food and drink in 2005 was $248.91, up significantly from $209.61 in 2003 (Figure 39).

The average trip expenditure on local transportation for 2005 was $88.32, up from $79.41 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.

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

	2003	2004	2005
Food and Drink			
Base size	(3317)	(3294)	(3592)
Proportion of total	99%	99.8%	99.8%
Local Transportation			
Base size	(2021)	(2350)	(2456)
Proportion of total	60%	71%	68%

FIGURE 40
Average Trip Expenditures On
Shopping, Shows, And Sightseeing*
(Including Visitors Who Spent Nothing In That Category)

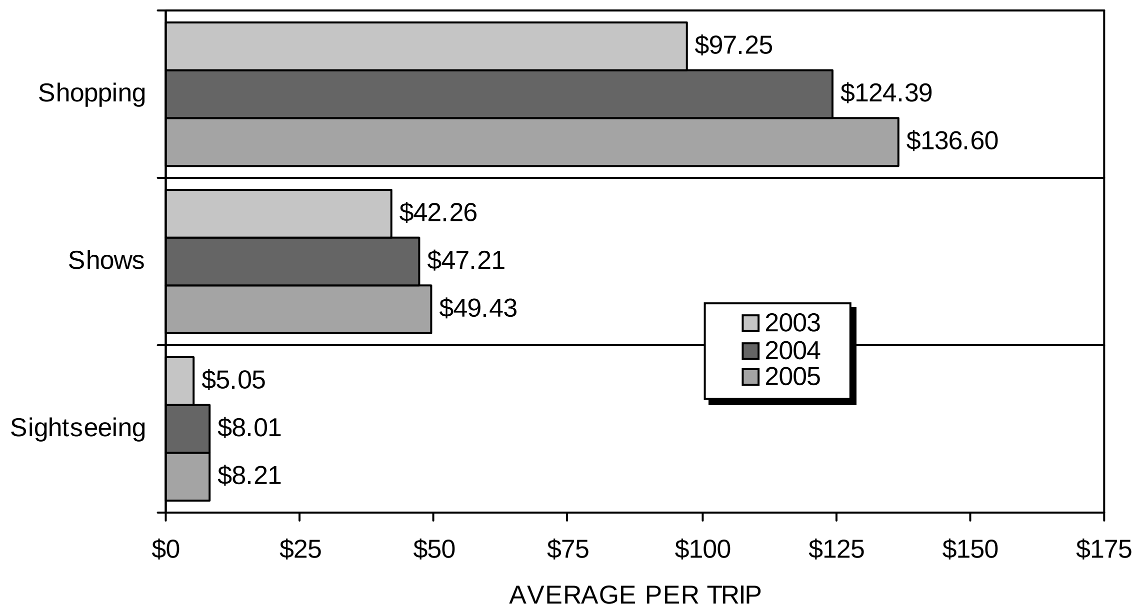
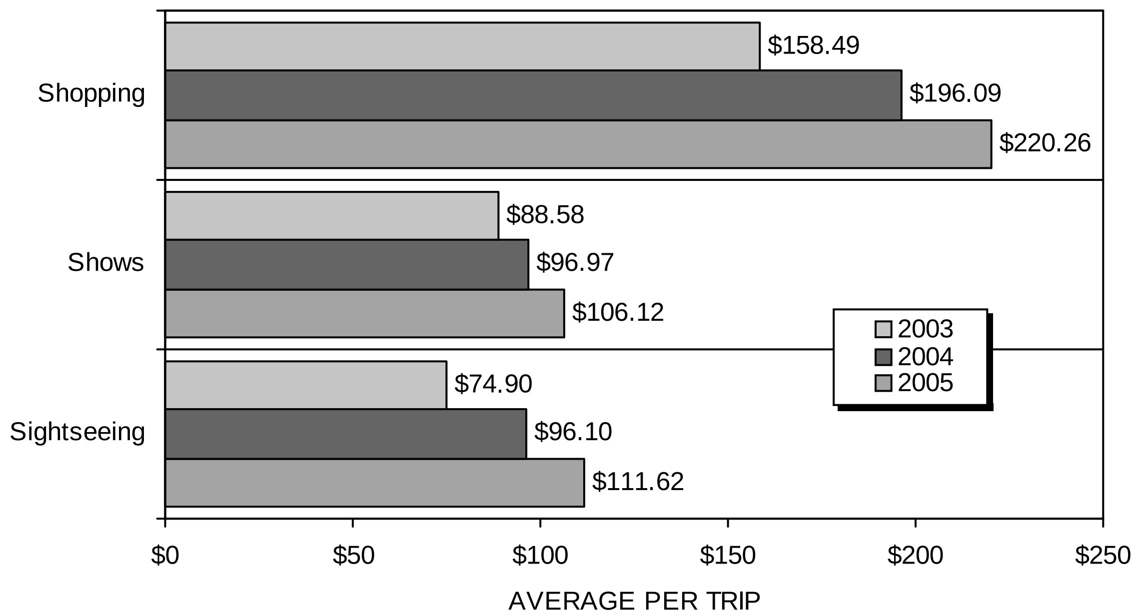


Figure 40 shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas — *including visitors who said they spent nothing* in these categories. The average trip expenditure on shopping was $136.60, up significantly from $97.25 in 2003. The average expenditure on shows was $49.43, also up significantly from $42.26 in 2003. The average expenditure on sightseeing was $8.21, up from $5.05 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 41
Average Trip Expenditures On
Shopping, Shows, And Sightseeing*
(Among Those Who Spent Money In That Category†)



Among spending visitors, the average trip shopping expenditure was $220.26, up significantly from $158.49 in 2003 (Figure 41). The average trip total spent on shows was $106.12, up from $88.58 in 2003 and $96.97 in 2004. The sightseeing total was $111.62, up significantly from $74.90 in 2003.

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* 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.

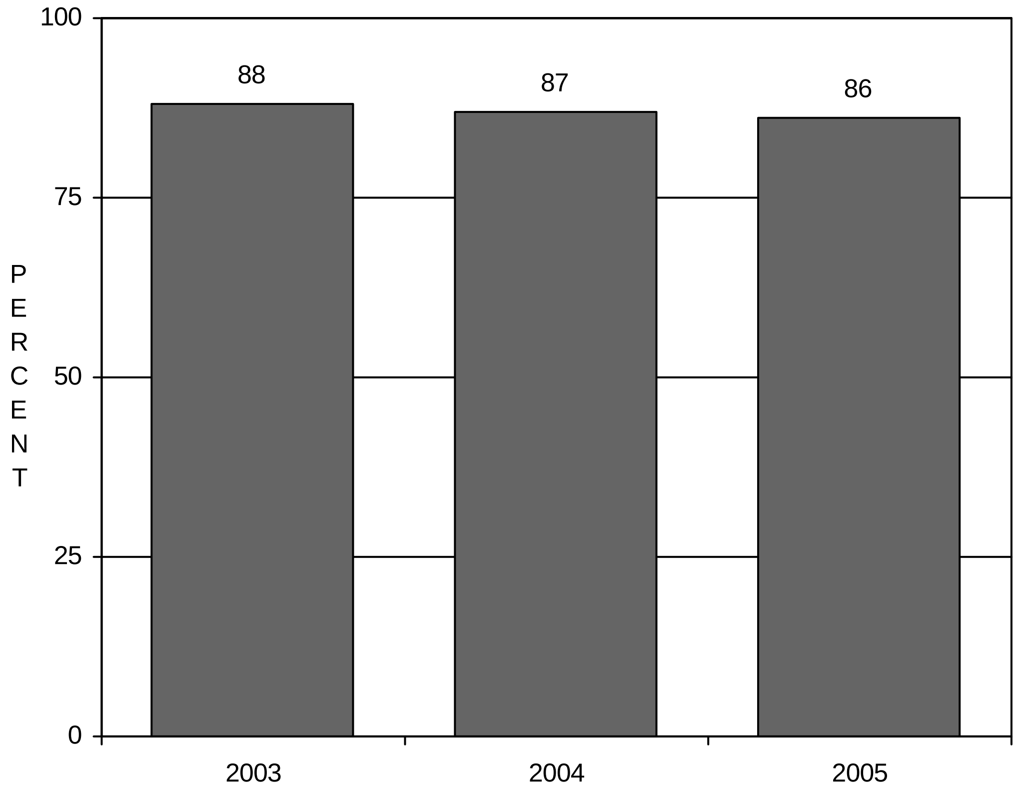
† Percentages of respondents who spent money in each category are shown in the following table:

	2003	2004	2005
Shopping			
Base size	(1969)	(2093)	(2232)
Proportion of total	59%	63%	62%
Shows			
Base size	(1592)	(1606)	(1677)
Proportion of total	48%	49%	47%
Sightseeing			
Base size	(222)	(274)	(265)
Proportion of total	7%	8%	7%

GAMING BEHAVIOR AND BUDGETS

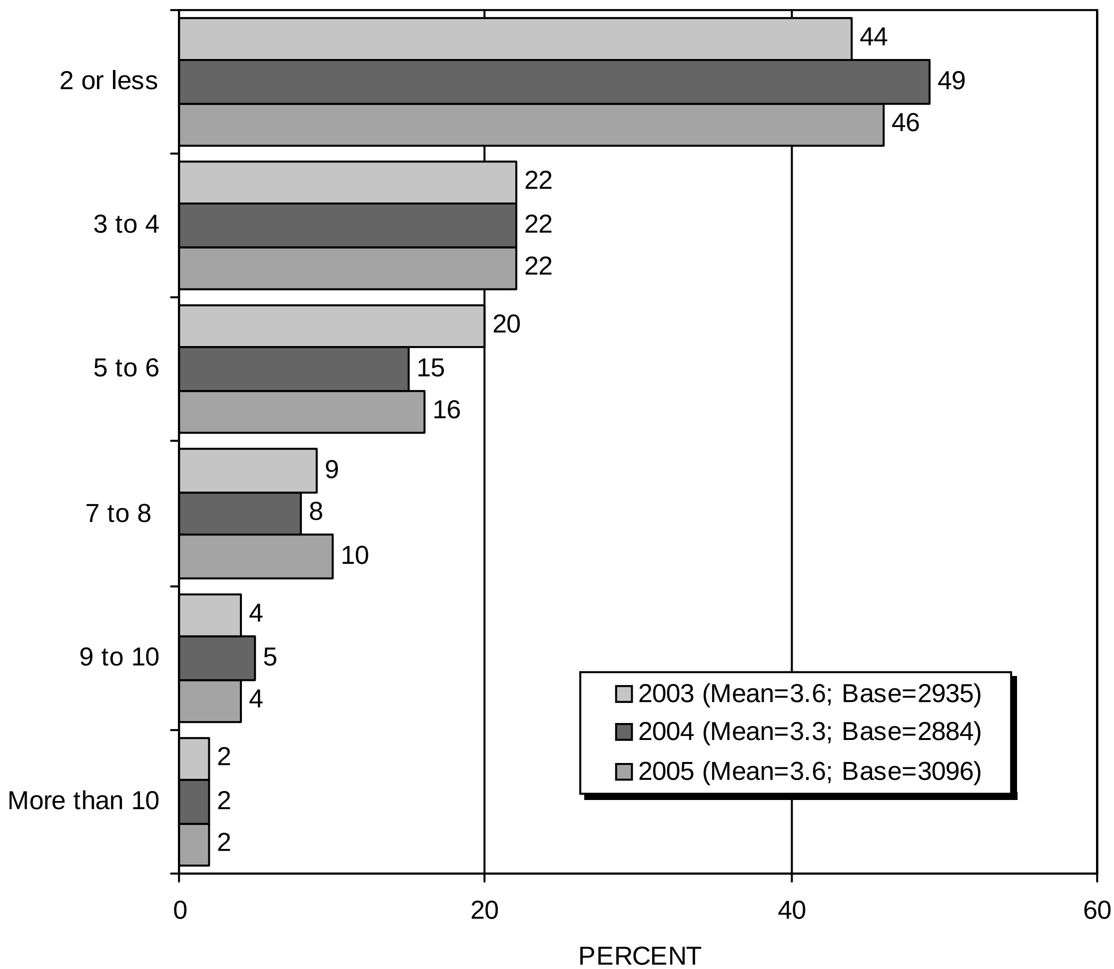
Eighty-six percent (86%) of all visitors said they gambled while in Las Vegas, similar to 2003 and 2004 (Figure 42).

FIGURE 42
Whether Gambled While In Las Vegas*



* 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.

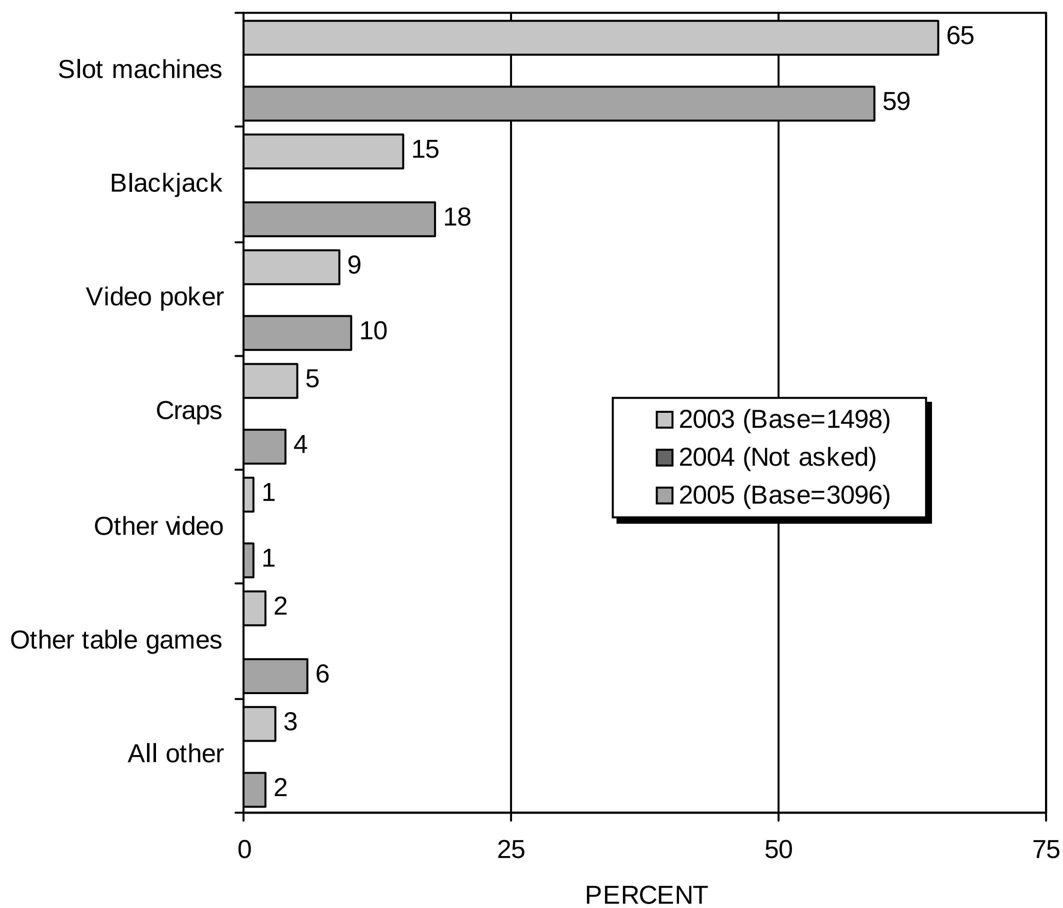
FIGURE 43
Hours Of Gambling — Average Per Day*
(Among Those Who Gambled)



Among those who gambled while in Las Vegas, the average amount of time spent gambling per day was 3.6 hours, up from 3.3 hours 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.

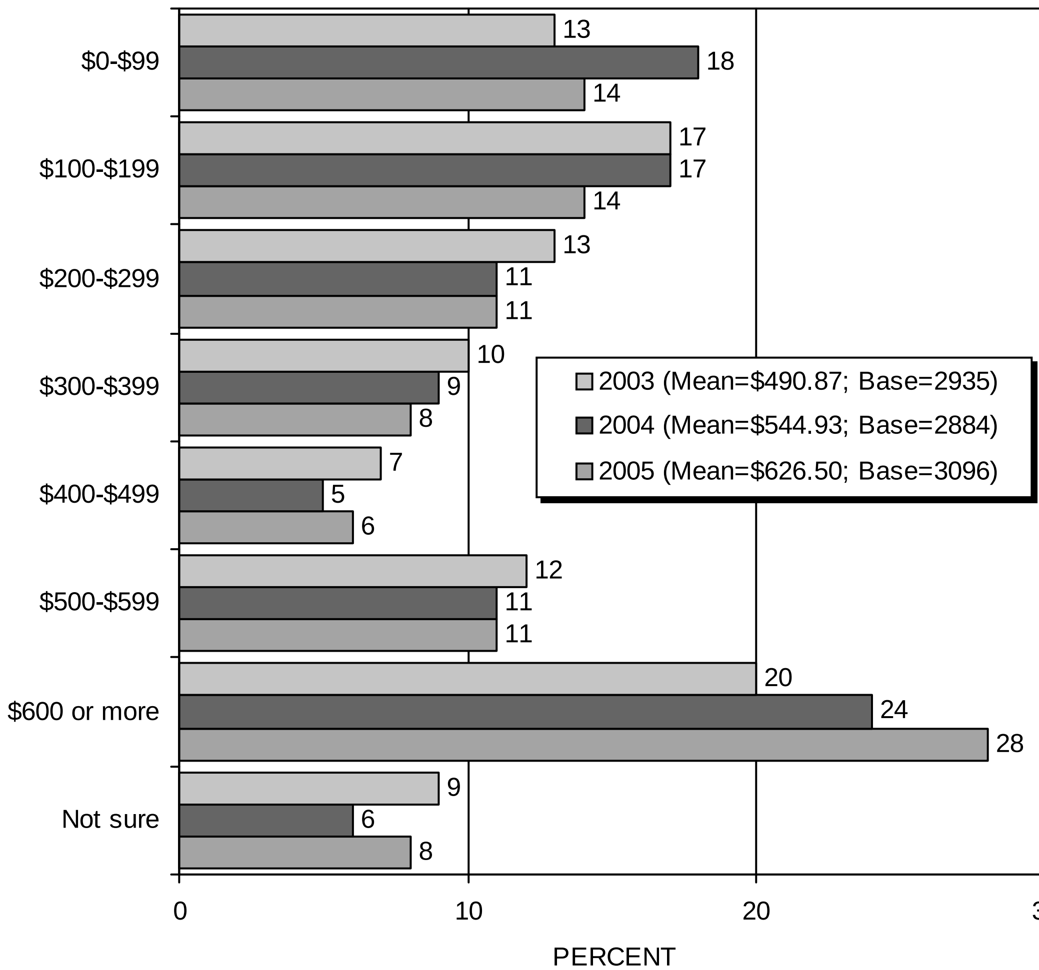
FIGURE 44
Casino Game Played Most Often*
(Among Those Who Gambled)



Those who gambled on their current trip to Las Vegas were asked which casino game they played the most often. Slots remains the most popular game, mentioned by 59% of gamblers, although this is down significantly from 65% in 2003. Eighteen percent (18%) said they played blackjack the most often, followed by video poker (10%), and craps (4%). These figures are not significantly different from 2003 (Figure 44).

* This question is asked every other year and was not asked in calendar year 2004. In this calendar year report, the data reported for 2003 is from January through June of that year.

FIGURE 45
Trip Gambling Budget*
(Among Those Who Gambled)



As Figure 45 shows, the average gambling budget among those who gambled was $626.50, up significantly from $490.87 in 2003 and $544.93 in 2004. Twenty-eight percent (28%) of gamblers said they budgeted $600 or more for gambling, up significantly from 20% in 2003 and 24% in 2004.

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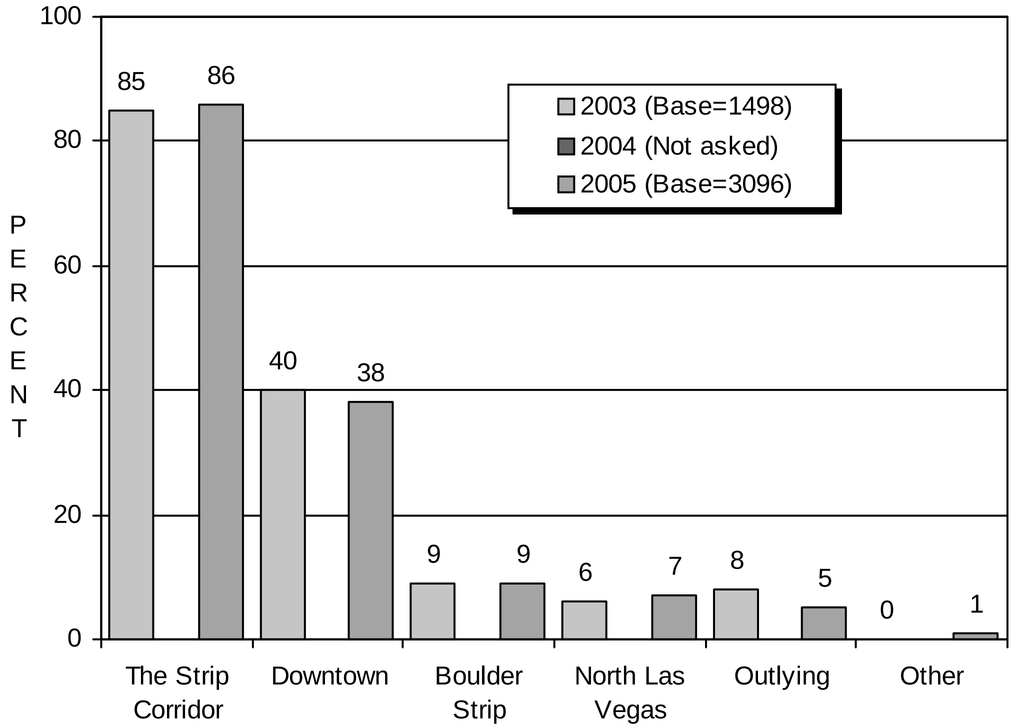
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 46
Where Visitors Gambled*
(Among Those Who Gambled)



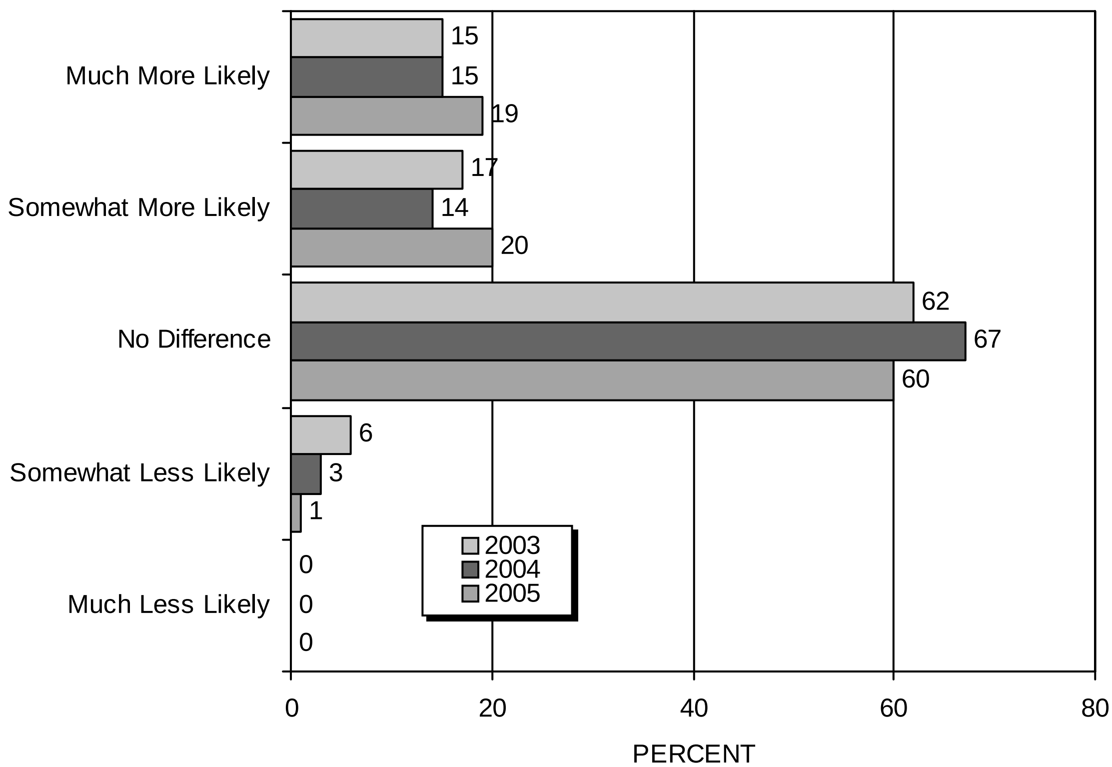
Most visitors gambled on the Strip Corridor† (86%) (Figure 46). Thirty-eight percent (38%) said they gambled Downtown, 9% gambled in the Boulder Strip area, 7% in North Las Vegas, and 5% in outlying areas. These proportions are not significantly different than in 2003.

* This question is asked every other year and was not asked in calendar year 2004. In this calendar year report, the data reported for 2003 is from January through June of that year.

Multiple responses to this question were permitted.

† The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

FIGURE 47
Likelihood Of Visiting Las Vegas With
More Places To Gamble Outside Las Vegas*



All visitors to Las Vegas were asked a competitive impact question, worded as follows:

> "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 not make a difference in your decision to visit Las Vegas?"

Six in ten visitors (60%) said that having other places to gamble made no difference in their decision to visit Las Vegas, about the same as in 2003, but down significantly from 67% last year (Figure 47). At the same time, the proportion who said they were either somewhat or much *more* likely to visit Las Vegas increased significantly to 39%, up from 32% in 2003 and 29% in 2004. Only 1% said they were *less* likely to visit Las Vegas, down from 6% in 2003 and 3% in 2004.

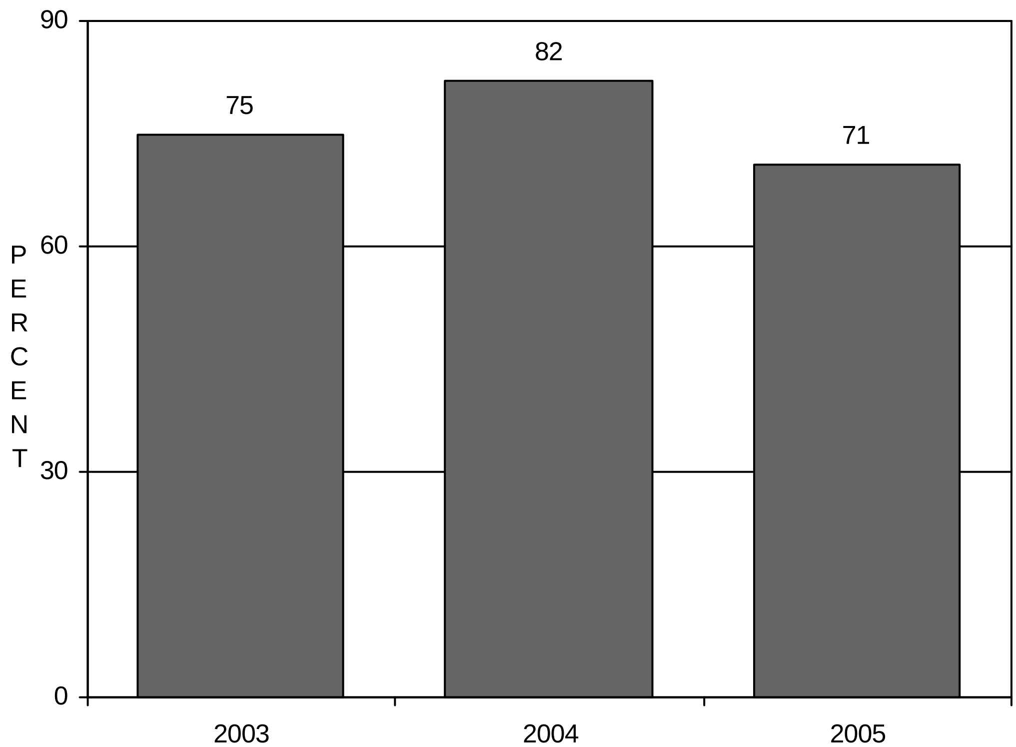
---

* 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.

ENTERTAINMENT

Seventy-one percent (71%) of visitors attended shows during their stay, down significantly from 75% in 2003 and 82% in 2004 (Figure 48).

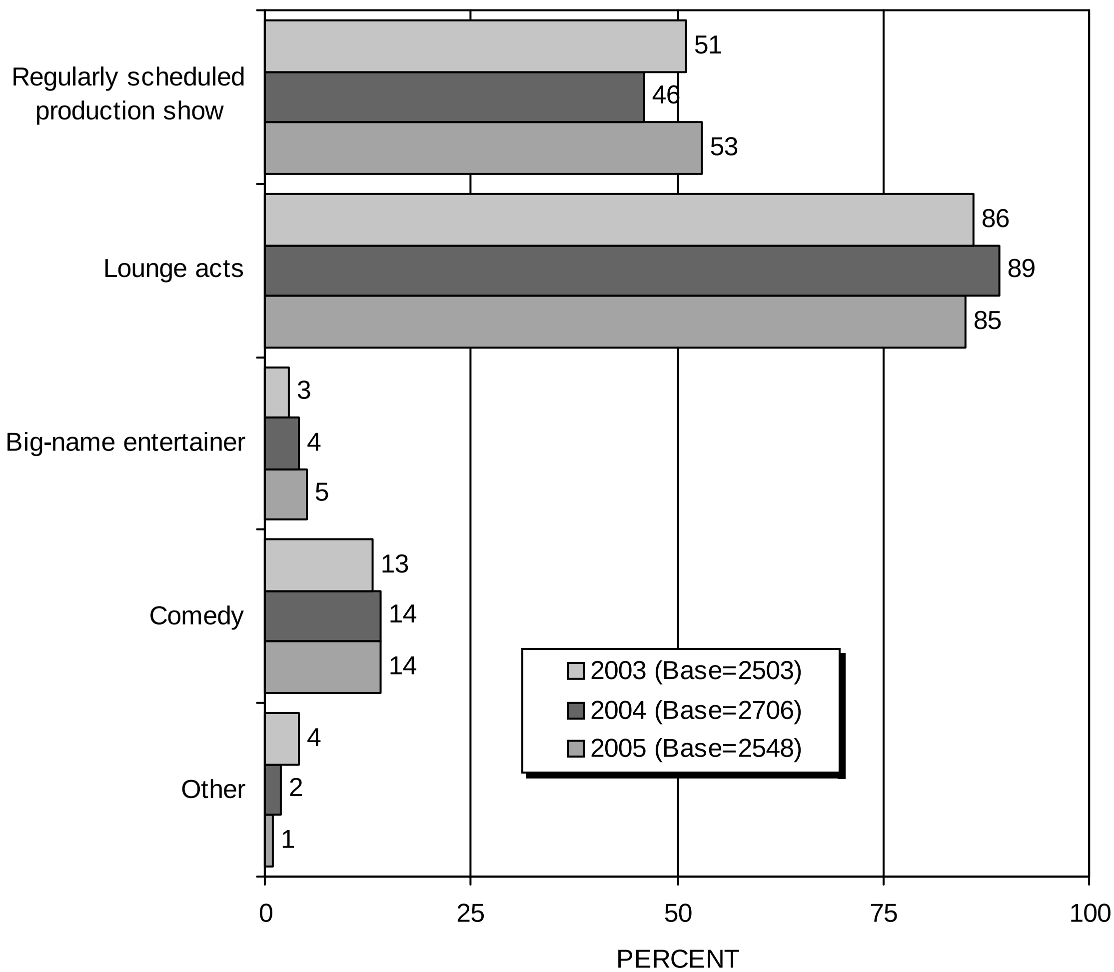
FIGURE 48
Entertainment Attendance*



* 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 49
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)



In 2005, 85% of visitors who saw a show in Las Vegas went to a lounge act, down significantly from 89% in 2004 (Figure 49). Conversely, the proportion of visitors who attended a Las Vegas production show (53%) increased significantly from 2004 (46%). Attendance for comedy shows (14%) was about the same as in years past, while it was up significantly for big-name entertainers (5%) compared to 2003 (3%).

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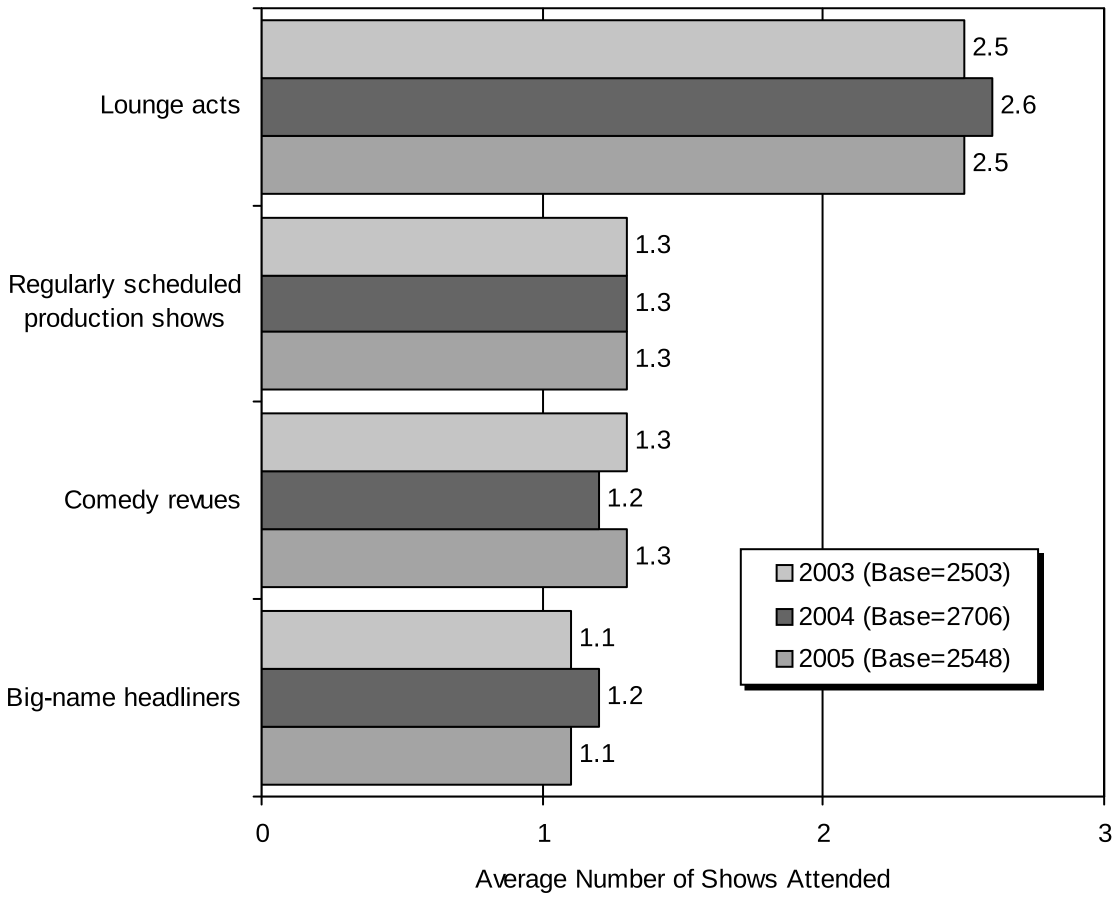
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Multiple responses were permitted.

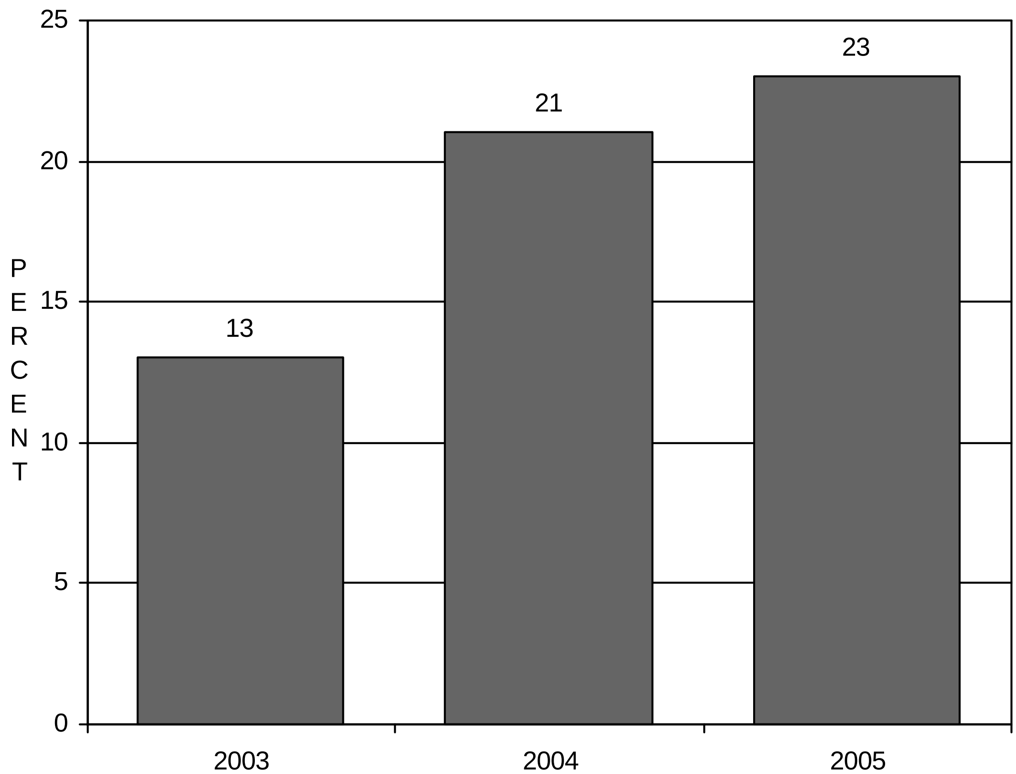
FIGURE 50
Average Number Of Shows Attended*
(Among Those Who Attended Some Form Of Entertainment)



Visitors who saw lounge acts in 2005 attended an average of 2.5 shows of that type (Figure 50). Visitors also saw an average of 1.3 regularly scheduled production shows, 1.3 comedy revues, and 1.1 big-name headliners.

* 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
Whether Has Been To Other Paid Attractions*

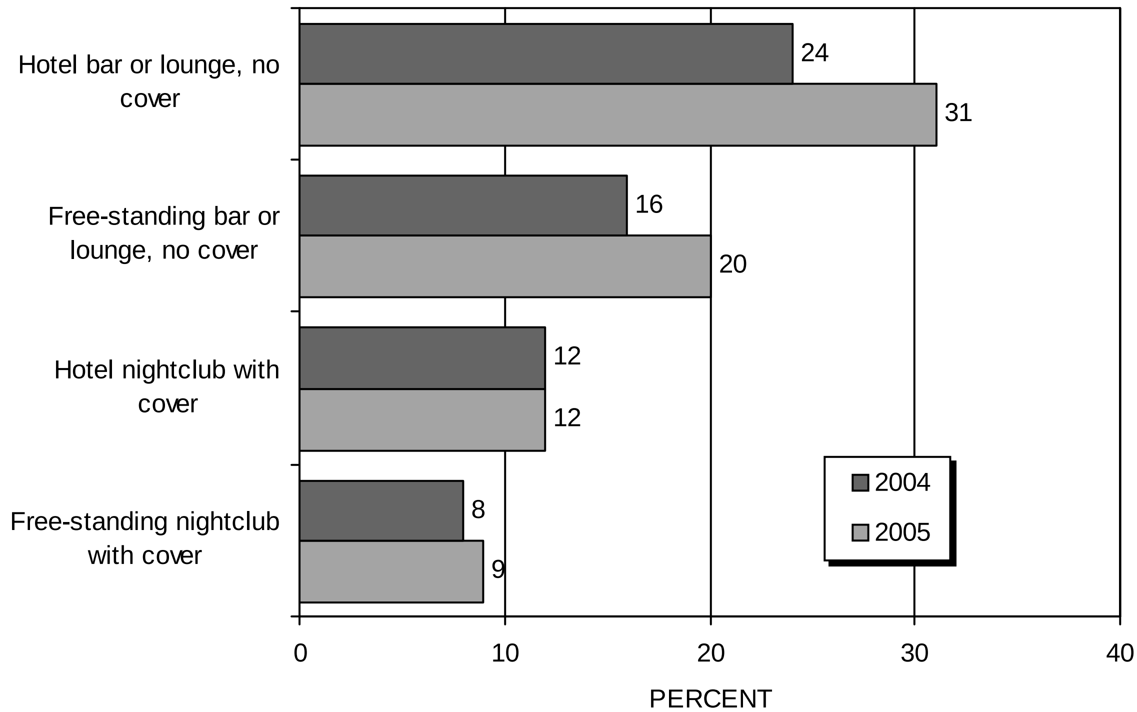


We asked visitors if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay, such as the theme parks, water parks, or virtual reality rides (Figure 51). Twenty-three percent (23%) said yes, about the same as last year, but up significantly from 13% 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 52
Whether Has Been To Nightclubs, Bars, and Lounges*

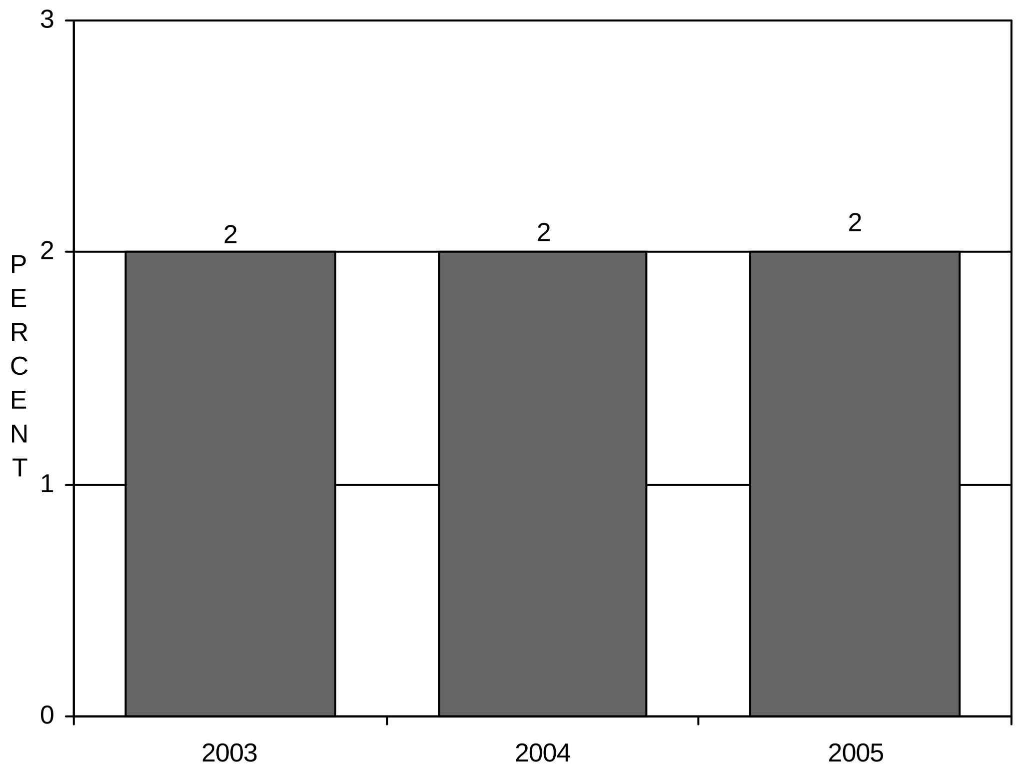


Beginning in 2004, we asked visitors if they visited nightclubs, bars, or lounges while in Las Vegas (Figure 52). Three in ten (31%) said they had been to a no-cover hotel bar or lounge, up significantly from 24% last year. Two in ten (20%) had been to a no-cover free-standing bar or lounge, up from 16%. Twelve percent (12%) had been to a hotel nightclub that charged a cover fee, and 9% had been to a free-standing nightclub that charged a cover fee, with both proportions the same or similar to last year.

* This question was not asked in calendar year 2003.

Only “yes” responses are reported in this chart.

FIGURE 53
Whether Played Golf*



The proportion who said they had played golf during their current visit to Las Vegas was 2%, the same as in the past two years (Figure 53).

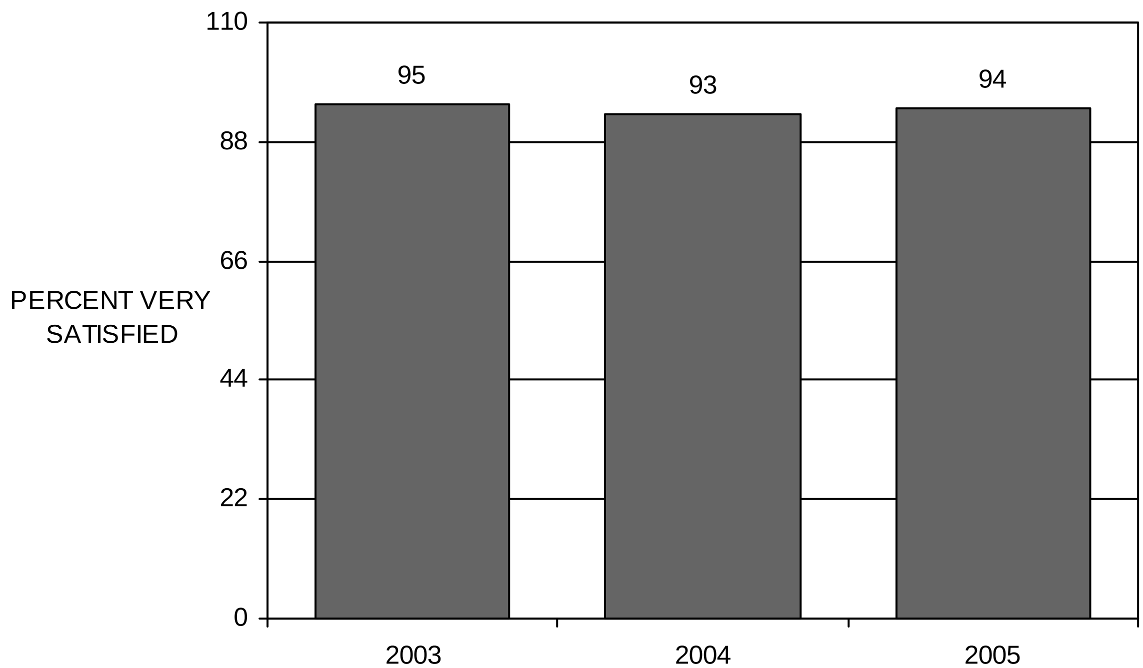
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only “yes” responses are reported in this chart.

ATTITUDINAL INFORMATION

Visitors continued to give Las Vegas high satisfaction ratings. Ninety-four percent (94%) were "very" satisfied with their visit to Las Vegas in 2005 (about the same as in the past two years), 5% were "somewhat" satisfied (up from 4% in 2003), and 1% were either "somewhat" or "very" dissatisfied (Figure 54).

FIGURE 54
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.

VISITOR DEMOGRAPHICS

Respondents to the 2005 Las Vegas Visitor Profile were most likely to be married (74%), employed (67%, up from 64% in 2003) or retired (24%, down from 30% in 2003), white (83%, up from 80% in 2004), 40 years old or older (68%, down from 75% in 2003 and 72% in 2004), and from the Western United States (52%, up from 48% in 2004), while 12% are foreign visitors. Nearly eight in ten visitors (79%, up from 66% in 2003 and 70% in 2004) have a household income of $40,000 or more.

FIGURE 55

VISITOR DEMOGRAPHICS*

	2003	2004	2005
GENDER			
Male	50%	52%	51%
Female	50	48	49
MARITAL STATUS			
Married	73	73	74
Single	16	17	16
Separated/Divorced	7	6	7
Widowed	4	4	3
EMPLOYMENT			
Employed	64	67	67
Unemployed	2	1	1
Student	2	3	3
Retired	30	26	24
Homemaker	3	3	5
EDUCATION			
High school or less	30	27	23
Some college	27	28	29
College graduate	41	42	44
Trade/vocational school	2	4	4
AGE			
21 to 29	11	13	13
30 to 39	15	16	20
40 to 49	21	21	21
50 to 59	21	21	20
60 to 64	14	12	11
65 or older	19	18	16
MEAN	50.2	49.0	47.7
BASE	(3345)	(3300)	(3600)

* 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

VISITOR DEMOGRAPHICS*

	2003	2004	2005
ETHNICITY			
White	83%	80%	83%
African American/Black	6	6	4
Asian/Asian American	4	7	5
Hispanic/Latino	7	7	7
Other	1	0	1
HOUSEHOLD INCOME			
Less than $20,000	4	3	1
$20,000 to $39,999	19	13	6
$40,000 to $59,999	27	23	18
$60,000 to $79,999	17	21	24
$80,000 to $99,999	12	13	15
$100,000 or more	10	13	22
Not sure/no answer	12	15	14
VISITOR ORIGIN			
U.S.A.	88	87	88
Eastern states†	8	10	9
Southern states‡	12	13	13
Midwestern states§	16	17	14
Western states**	52	48	52
California	34	31	33
Southern California	29	27	29
Northern California	5	4	4
Arizona	5	6	6
Other Western states	13	11	13
No ZIP code given	0	0	0
Foreign	12	13	12
BASE	(3345)	(3300)	(3600)

* 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.

† 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 (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.

APPENDIX:

Aggregate Results for Calendar Year 2005

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 51%
FEMALE 49

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

FIRST VISIT 18%	**SKIP TO Q7 ON PAGE 2**
VISITED BEFORE............82	**ASK Q5**

5. Including this trip, how many times have you visited Las Vegas 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.)**

1 ....27%
2-3..27
4-5..16
6-10..16
OVER 10..15
6.30 MEAN
3.00 MEDIAN

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

1 ....69%
2-3...21
4-5..7
6 OR MORE...................................3
1.69 MEAN
1.00 MEDIAN

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

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 11%

TO ATTEND A CORPORATE MEETING 1

TO GAMBLE 5

VACATION/PLEASURE................. 61

VISIT FRIENDS/RELATIVES............7

TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, OR A FIGHT).....................................2

OTHER BUSINESS PURPOSES 5

JUST PASSING THROUGH 2

WEDDING/TO GET MARRIED..........3

SOME OTHER REASON 3

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

REFUSED/NA 0

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

YES 12%

NO 88

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

REFUSED/NA 0

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

Air 47%

Automobile/bus//RV........ 53

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

A. Your own vehicle 47%
B. Rental car 16
C. Limousine 2
D. Bus................................ 8
E. Hotel/motel shuttle.......... 20
H. Monorail 17
G. Taxi 26

DO NOT READ

I. WALKED........................ 24
X. OTHER 3

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

SAME DAY 1%

1-3 DAYS BEFORE 4

4-6 DAYS BEFORE 1

7-14 DAYS BEFORE 17

15-30 DAYS BEFORE 24

31-60 DAYS BEFORE 22

61-90 DAYS BEFORE 11

MORE THAN 90 DAYS BEFORE.......20

NOT SURE/DK 0

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

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

YES 17%	**ASK Q13**
NO .... 83 NOT SURE/DK.................. 1 REFUSED/NA 0	**SKIP TO Q14**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

(ASK ONLY OF THOSE WHO SAID "YES" IN Q12.)

13. Did the travel agent... **(READ LIST)** (N=593)

Influence your decision to visit Las Vegas? 2%

Influence your choice of accommodations? 49

"Book" your accommodations?.................................92

"Book" your transportation?.......................................95

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

YES 40%	**ASK Q15**
NO....................................59	**SKIP TO Q18**
NOT SURE/DK....................1	
REFUSED/NA.....................0	

15. Did you use the Internet to book your transportation? (N=1452)

YES 55%	**ASK Q16**
NO....................................44	**SKIP TO Q17**
NOT SURE/DK....................1	
REFUSED/NA.....................1	

16. Which Web site did you use to book your transportation? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=801)

a. AOL (AMERICA ONLINE) 1%
b. CHEAPTICKETS. 3
c. EXPEDIA.COM...........16
d. ORBITZ........................7
e. PRICELINE.COM 1
f. TRAVELOCITY.............9
g. YAHOO.........................2
h. AIRLINE WEB SITE (ANY)..........................52
i. OTHER 5
j. NOT SURE/DK 4

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

(ASK ONLY OF THOSE WHO SAID "YES" IN Q14.)

17. Did you find information on the Internet that... **(READ LIST)** (N=1452)

a. Influenced your decision to visit Las Vegas?..........1%
b. Influenced your choice of accommodations? 32

<u>INTERVIEWER!</u>

IF YOU ARE CONDUCTING THE INTERVIEW AT A *DOWNTOWN* LOCATION, CIRCLE "YES" (1) IN Q18 AND ASK Q19. IF YOU ARE *NOT* DOWNTOWN, READ THE FOLLOWING TO RESPONDENT *BEFORE Q18*:

"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.

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

YES 46%	**ASK Q19**
NO 54	**SKIP TO Q20**
NOT SURE/DK..................0	
REFUSED/NA 0	

19. **(ASK ONLY IF "YES" IN Q18.)** What is the <u>MAIN REASON</u> you [visited/are visiting] the Downtown area? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)** (N=1636)

TO SEE FREMONT STREET EXPERIENCE................................ 54%
LODGING DOWNTOWN................ 18
TO GAMBLE.................................. 17
TO DINE 2
TO SIGHTSEE (OTHER THAN FREMONT ST. EXPERIENCE)........ 4
OTHER 5
NOT SURE/DON'T KNOW 0
REFUSED/NO ANSWER 0

20. 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	91%
MOTEL	3
RV PARK	3
FRIENDS/RELATIVES	2
DAYTRIP/NO LODGING	1
OTHER	0

TYPE OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT) (N=3578)

HOTEL	92%
MOTEL	3
RV PARK	3
FRIENDS/RELATIVES	2
OTHER	0

LOCATION OF LODGING (ALL RESPONDENTS)

STRIP CORRIDOR	73%
ON THE STRIP	56
JUST OFF THE STRIP	17
DOWNTOWN	8
BOULDER STRIP	5
OUTLYING AREAS	10
OTHER	4

LOCATION OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT) (N=3578)

STRIP CORRIDOR	73%
ON THE STRIP	56
JUST OFF THE STRIP	17
DOWNTOWN	9
BOULDER STRIP	5
OUTLYING AREAS	10
OTHER	3

IF RESPONSE TO Q20 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q22 THROUGH Q30.

IF RESPONSE TO Q20 IS AN RV PARK (CODES 3000-3999), ASK Q22 THROUGH Q24, THEN SKIP TO Q31.

IF RESPONSE TO Q20 IS FRIENDS/RELATIVES (CODE 4000), DAY TRIP (CODE 5000), OR OTHER (CODE 9997), SKIP TO Q31

22. **[DO NOT ASK OF TIME SHARE OWNERS, BORROWERS, OR EXCHANGERS — SEE Q21.]**
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=3459)

Booked by phone, calling the hotel, motel, or RV park directly 45%	**SKIP TO Q24**
Booked through a travel agent (either in person or by phone) 16	
Booked by phone but not by calling the hotel directly and not through a travel agent 1	
Booked at a website on the Internet 32	**ASK Q23**
Booked in person at the hotel, motel, or RV park 4	**SKIP TO Q24**
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 2	
OTHER (SPECIFY:) 0	
REFUSED/NA 0	

23. Which Web site did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=1093)

a. AOL (AMERICA ONLINE) 1%
b. CHEAPTICKETS. 1
c. EXPEDIA.COM 13
d. HOTWIRE.COM 1
e. ORBITZ 5
f. PRICELINE.COM 2
g. TRAVELOCITY 6
h. YAHOO 2
i. HOTEL WEB SITE (ANY) 48
j. OTHER 17
k. NOT SURE/DK 4
l. REFUSED/NA 0

24. 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=3459)

SAME DAY 4%
1-3 DAYS BEFORE 4
4-6 DAYS BEFORE 3
7-14 DAYS BEFORE 26
15-30 DAYS BEFORE 35
31-60 DAYS BEFORE 15
61-90 DAYS BEFORE 6
MORE THAN 90 DAYS BEFORE 9
NOT SURE/DK 0
REFUSED/NA 0

PEOPLE STAYING IN AN RV PARK SHOULD SKIP TO Q31 *AFTER BEING ASKED Q24.*

25. Including yourself, how many people stayed in your room? (N=3375)

ONE....................................12%
TWO....................................72
THREE..................................10
FOUR...................................6
FIVE...................................1
SIX OR MORE............................0
REFUSED/NA.............................0
2.13 MEAN
2.00 MEDIAN

26. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=3358)

HOTEL/TRANSPORTATION PACKAGE DEAL .... 15% HOTEL/AMENITIES PACKAGE DEAL .... 1 TOUR/ TRAVEL GROUP 1	**ASK Q27**
CONVENTION GROUP/ COMPANY MEETING .... 6 CASINO RATE..................... 3 REGULAR FULL-PRICE ROOM RATE 43	**SKIP TO Q29**
CASINO COMPLIMENTARY............ 15	**SKIP TO Q31**
ANOTHER RATE............... 17	**SKIP TO Q29**

27. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS.)** (N=553)

$0-$99 .... 0%
$100-$199 4
$200-$299 5
$300-$399 16
$400-$499 20
$500-$999 37
$1000 OR MORE 9
NOT SURE/REFUSED............................. 9
$571.43 MEAN
$500.00 MEDIAN

28. Where did you first hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=553)

NEWSPAPER................................ 11%
TELEVISION............................... 3
TRAVEL AGENT 51
WORD OF MOUTH 6
OFFER RECEIVED IN THE MAIL.... 1
INTERNET AD.............................. 6
ANY WEB SITE 20
RESERVATION AGENT/ CALL CENTER 1
NOT SURE/NO ANSWER....................... 0

PACKAGE VISITORS SKIP TO Q31

29. **(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=2311)

$0-$25...................................... 1%
$26-$35..................................... 3
$36-$50..................................... 13
$51-$100.................................... 45
$101 OR MORE................................ 34
NOT SURE/REFUSED............................ 5
$99.51 MEAN
$89.00 MEDIAN

30. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=2311)

NEWSPAPER 1%
TRAVEL AGENT..............................6
WORD-OF-MOUTH 7
OFFER RECEIVED IN THE MAIL 8
BROCHURE..................................1
INTERNET AD (POP-UP OR BANNER AD) 14
ANY WEB SITE..............................27
RESERVATION AGENT/ CALL CENTER 32
OTHER.....................................1
NOT SURE/DK...............................3

31. **(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..10%
2..63
3..9
4..12
5 OR MORE 7
<u>2.52</u> MEAN
<u>2.00</u> MEDIAN

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

YES 9%	**ASK Q33**
NO 91	**SKIP TO Q34**

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

0..1%
1..6
2..27
3..28
4..19
5 OR MORE 20
<u>3.47</u> MEAN
<u>3.00</u> MEDIAN

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

1..1%
2..6
3..27
4..28
5..19
6 OR MORE 20
<u>4.47</u> MEAN
<u>4.00</u> MEDIAN

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

SUNDAY................................ 15%
MONDAY 13
TUESDAY 13
WEDNESDAY........................... 14
THURSDAY 13
FRIDAY................................... 18
SATURDAY 13

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

YES 86%	**ASK Q37**
NO 14	**SKIP TO Q41**

37. 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=3096)

2 OR LESS 46%
LESS THAN 1 HOUR 15
ONE HOUR 13
TWO HOURS 18
3 TO 4.................................22
5 TO 6.................................16
7 TO 8.................................10
9 TO 10.................................4
MORE THAN 10 2
<u>3.57</u> MEAN
<u>3.00</u> MEDIAN

38. Which type of casino game do you play MOST OFTEN. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=3096)

SLOT MACHINES 59%
VIDEO POKER 10
OTHER VIDEO MACHINES
(21, KENO, ETC.) 1
BACCARAT 0
BIG 6... 0
BINGO 0
BLACKJACK....................................... 18
CARIBBEAN STUD POKER 0
CRAPS 4
KENO... 0
POKER 3
RACE/SPORTS-BOOK 1
ROULETTE... 3
OTHER 1
NOT SURE/DK 0
REFUSED/NA.. 0

39. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (N=3096)

$0-$99	14%
$100-$199	14
$200-$299	11
$300-$399	8
$400-$499	6
$500-$599	11
$600 OR MORE	28
NOT SURE/REFUSED	8

$626.50 MEAN
$300.00 MEDIAN

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

Downtown Las Vegas (that is, on or near Fremont Street)	38%
On the Strip (that is, on Las Vegas Boulevard)	83
Just off the Strip (for example, The Rio, LV Hilton, Hard Rock)	19
Boulder Hwy & Henderson (Sam's Town, Boulder Station, Nevada Palace, etc.)	9
North Las Vegas (Texas Station, Fiesta, etc.)	7
Outlying areas (Jean, Mesquite, Searchlight, etc.)	5
OTHER (SPECIFY:)	1

41. **(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	19%
4 -SOMEWHAT MORE LIKELY	20
3 -NO DIFFERENCE	60
2 -SOMEWHAT LESS LIKELY	1
1 -MUCH LESS LIKELY	0
NOT SURE/DK	0
REFUSED/NA	0

3.58 MEAN
3.00 MEDIAN

42. 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.)**

43. **(ASK FOR EVERY "YES" IN Q42.)** And how many **(INSERT EACH TYPE MENTIONED IN Q43)** have you seen during this trip? **(RECORD TWO-DIGIT NUMBER IN APPROPRIATE BLANKS.)**

	Q42				Q43	
	YES	NO	DK	NA	MEAN	
A. Big-name headliner performers in Las Vegas for a special concert (for example, Barbra Streisand, Janet Jackson, Michael Bolton, etc.)	4%	96%	0%	0%	1.11	(N=130)
B. Regularly scheduled Las Vegas style shows (for example, Jubilee, Folies Bergère, Cirque du Soleil, etc.)	38	62	0	0	1.29	(N=1349)
C. Comedy shows or revues (for example, Improv, Comedy Stop, etc.)	10	90	0	0	1.28	(N=345)
D. Lounge acts or other kinds of free entertainment provided at a location other than the "main" show room	60	40	0	0	2.51	(N=2165)
(ASK LAST)						
X. Other	1	99	0	0	1.38	(N=31)

44. **(INTERVIEWER: IF Q43A-X ARE ALL 2, CIRCLE 1 HERE.)**

NONE/DIDN'T GO TO ANY SHOWS/ REVUES/ACTS.............	29%	71%

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

45. On this trip to Las Vegas, have you been to other Las Vegas attractions for which you have to pay — for example, the Stratosphere Observation Tower and Rides, Star Trek: The Experience, or Grand Slam Canyon?

YES...............................23%
NO 77
NOT SURE/DK 0
REFUSED/NA..................0

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

A. A nightclub in a hotel with a cover charge? 12%
B. A free-standing nightclub with a cover charge?......... 9
C. A bar or lounge in a hotel without a cover charge?.... 31
D. Any free-standing bar or lounge without a cover charge? 20

47. Did you play golf while visiting Las Vegas?

YES...2%
NO..99

48. 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.)**

$248.40 MEAN (INCLUDING $0)
$248.91 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.)**

$60.46 MEAN (INCLUDING $0)
$88.32 MEAN (EXCLUDING $0)

49. 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).....	$136.60	MEAN (INCLUDING $0)
	$220.26	MEAN (EXCLUDING $0)
B. Shows/entertainment (not including gambling)	$49.43	MEAN (INCLUDING $0)
	$106.12	MEAN (EXCLUDING $0)
C. Sightseeing	$8.21	MEAN (INCLUDING $0)
	$111.62	MEAN (EXCLUDING $0)
X. Other	$3.84	MEAN (INCLUDING $0)
	$188.15	MEAN (EXCLUDING $0)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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

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

Very satisfied................................94%
Somewhat satisfied 5
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.

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

Employed 67%	**ASK Q59**
Unemployed.................... 1 Student........................... 3 Retired........................... 24 Homemaker.................... 5	**SKIP TO Q60**
DO NOT READ REFUSED/NA................. 0	**SKIP TO Q60**

52. 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=2419)

SALES/CLERICAL WORKERS.................. 29%
PROFESSIONAL/TECHNICAL 28
MANAGERS/OFFICIALS/ PROPRIETORS... 17
SERVICE WORKERS 15
CRAFT WORKERS/FOREMEN................... 9
AGRICULTURAL... 1
LABORERS 1
NO ANSWER/REFUSED 0

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

GRADE SCHOOL OR SOME HIGH SCHOOL........................1%
HIGH SCHOOL DIPLOMA (FINISHED GRADE 12)......................22
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 29
GRADUATED COLLEGE 32
GRADUATE SCHOOL (MASTER'S OR PH.D.) 11
TECHNICAL, VOCATIONAL, OR TRADE SCHOOL...........................4
REFUSED/NA......................................0

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

Married... 74%
Single... 16
Separated or divorced 7
Widowed 3
REFUSED/NA...................................... 0

55. What country do you live in?

USA 88%	**ASK Q56**
AUSTRALIA..................... 1 CANADA.......................... 5 ENGLAND (GREAT BRITAIN) .... 4 GERMANY...................... 1 OTHER EUROPE .... 1 OTHER 0	**SKIP TO Q57**
REFUSED/NA.................. 0	**SKIP TO Q57**

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

EAST 9%
SOUTH 13
MIDWEST... 14
WEST 52
  CALIFORNIA 33
    NORTHERN CA. 4
    SOUTHERN CA............................ 29
  ARIZONA.. 6
  OTHER WEST................................ 13
FOREIGN VISITORS......................... 12

57. **(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...83%
BLACK OR AFRICAN AMERICAN.......4
ASIAN OR ASIAN AMERICAN.............5
HISPANIC/LATINO 7
NATIVE AMERICAN, MIXED RACE, OTHER 1

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

47.72 MEAN
47.00 MEDIAN

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

21 to 29 ....13%
30 to 39 20
40 to 49 21
50 to 59 20
60 to 64 11
65 and older 16
REFUSED/NA.......................................0

59. 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.......................... 1%

B. $20,000 to $29,999 2

C. $30,000 to $39,999 4

D. $40,000 to $49,999 6

E. $50,000 to $59,999 12

F. $60,000 to $69,999 13

G. $70,000 to $79,999 11

H. $80,000 to $89,999 11

I. $90,000 to $99,999 4

J. $100,000 to $149,999 15

K. $150,000 or more........................... 7

NOT SURE/NO ANSWER.................. 14

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.

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* This option was added in fiscal year 2004.

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