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San Francisco
Las Vegas

LAS VEGAS VISITOR PROFILE

Calendar Year 2006

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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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 <u>fiscal</u> 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 <u>calendar</u> year timeframe. With data now reported on a <u>calendar</u> 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 in-person interviews GLS Research collected as follows: 3,345* from January 1, 2003 to December 31, 2003, 3,300 from January 1, 2004 to December 31, 2004, and 3,600 from January 1, 2005 to December 31, 2005, and from January 1, 2006 to December 31, 2006. 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 and 2006.

This report presents the results of calendar year 2006, as well as the previous years (2003, 2004, and 2005). 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 four years, it is because the question was not asked for all four 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.

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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. The yearly total for 2003 (3,345) is the sum of the monthly interviews completed in calendar year 2003. Starting in July 2004, monthly quotas were adjusted to achieve the yearly quota of 3,300 in 2004 and 3,600 in 2005 and 2006.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2006. These questions will be rotated back into the questionnaire in Calendar Year 2007 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2006. 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 14.

REASONS FOR VISITING — EXECUTIVE SUMMARY

Nineteen percent (19%) of 2006 visitors indicated they were first-time visitors to Las Vegas. Just under one-half (49%) of all visitors said their primary reason for visiting Las Vegas this trip was vacation or pleasure, down from previous years – a drop accounted for partly by an increase from previous years in those who said they came to gamble (11%) or to visit friends and relatives (11%). A similar pattern can be seen among repeat visitors, 46% of whom came for vacation or pleasure (down from prior years), 13% who came to gamble, and 12% who came to visit friends and relatives (both up from past years). The majority of first-time visitors continue to come primarily for vacation or pleasure (67%), with almost none (1%) saying they came to gamble, and few (5%) having come to visit friends and relatives. The average number of visits over the past five years was 6.2. The average number of visits in the past year was 1.7.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2003	2004	2005	2006
Proportion of respondents who were first-time visitors	17%	19%	18%	19%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure	63%	63%	61%	49%
Proportion of respondents whose primary purpose for current trip was to gamble	4%	4%	5%	11%
Proportion of respondents whose primary purpose for current trip was to visit friends and relatives	6%	7%	7%	11%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	62%	62%	59%	46%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	4%	5%	6%	13%
Proportion of repeat visitors whose primary purpose for current trip was to visit friends and relatives	6%	7%	8%	12%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	68%	68%	69%	67%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	1%	1%	1%	1%
Proportion of first-time visitors whose primary purpose for current trip was to visit friends and relatives	2%	5%	5%	5%
Average number of visits in past five years	6.5	6.5	6.3	6.2
Average number of visits in past year	1.7	1.8	1.7	1.7

TRAVEL PLANNING — EXECUTIVE SUMMARY

Fifty-four percent of visitors (54%) arrived via ground transportation, and 46% arrived by air. Forty-eight percent (48%) 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 29%, while 39% of visitors volunteered that they walked while in Las Vegas.

The proportion of visitors who reported using a travel agent to plan their current trip to Las Vegas declined to 16% in 2006 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 43% said they had done so, up steadily from 32% in 2003. Of these visitors, 62% said they booked their accommodations online (down significantly from past years), while 57% 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 was 37%, down from 56% in 2003.

The proportion of visitors who said they had visited Downtown Las Vegas was 48%, down significantly from 57% in 2004 but similar to other past measures.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004	2005	2006
Proportion of respondents who traveled to Las Vegas by ground transportation (automobile/bus/RV)	55%	53%	53%	54%
Proportion of respondents who traveled to Las Vegas by air	45%	47%	47%	46%
Proportion of respondents who used their own vehicle when traveling around Las Vegas	43%	41%	47%	48%
Proportion of respondents who reported walking when traveling around Las Vegas	56%	40%	24%	39%
Proportion of respondents who used taxis when traveling around Las Vegas	26%	27%	26%	29%
Proportion of respondents who used the assistance of a travel agent in planning their trip to Las Vegas	22%	20%	17%	16%
Proportion who used the Internet to plan trip	32%	39%	40%	43%
Proportion of those who used the Internet who said they did so to book accommodations	75%	79%	75%	62%
Proportion of those who used the Internet who said they did so to book transportation	47%	56%	55%	57%
Proportion of those who used the Internet who said it influenced their choice in accommodations	56%	42%	32%	37%
Proportion of respondents who visited Downtown Las Vegas on their current trip	51%	57%	46%	48%
Proportion of respondents who toured nearby places*	NA	21%	NA	18%

TRIP CHARACTERISTICS AND EXPENDITURES — EXECUTIVE SUMMARY

The average party size in 2006 was 2.6 persons, up from 2.4 in 2003. Ten percent of visitors (10%) had children under the age of 21 in their immediate party. Virtually all (99.7%) visitors stayed overnight.

Visitors in the 2006 study stayed an average of 3.6 nights and 4.6 days in Las Vegas. Among overnighters, 94% stayed in a hotel or motel with an average of 2.2 room occupants. Visitors spent an average of $107.12 per night on lodging this year, up significantly from $81.43 in 2003, $86.22 in 2004, and $99.51 in 2005. Nearly four in ten visitors (38%) staying in a hotel or motel paid a regular room rate, up from 24% in 2003. Fifteen percent (15%) purchased a package trip, down significantly from 19% in 2003. The average cost of such a package in 2006 was $662.78, up significantly from $484.13 in 2003, $561.49 in 2004, and $571.43 in 2005.

Over the course of their entire stay in Las Vegas, visitors spent an average of $260.68 for food and drink (up from $208.81 in 2003, $238.32 in 2004, and $248.40 in 2005), and $68.70 for local transportation (up from $48.93 in 2003 and $60.46 in 2005). Visitors spent an average of $140.86 for shopping (up from $97.25 in 2003), $50.81 on shows (up from $42.26 in 2003), and $8.49 on sightseeing (up from $5.05 in 2003).

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2003	2004	2005	2006
Average number of adults in immediate party	2.4	2.6	2.5	2.6
Proportion of respondents with persons under 21 in their immediate party	10%	10%	9%	10%
Proportion of respondents who stayed overnight	99%	99%	99%	99%
Days stayed (average)	4.6	4.6	4.5	4.6
Nights stayed (average)	3.6	3.6	3.5	3.6
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	94%	94%
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.1	2.2
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	$81.43	$86.22	$99.51	$107.12
Proportion of respondents who paid a regular room rate (among those who stayed overnight in a hotel or motel)	24%	41%	43%	38%
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%	15%
Average cost of package per person (among package/tour group visitors)	$484.13	$561.49	$571.43	$662.78
Average trip expenditures for food and drink (all respondents)	$208.81	$238.32	$248.40	$260.68
Average trip expenditures for local transport (all respondents)	$48.93	$64.62	$60.46	$68.70
Average trip expenditures for shopping (all respondents)	$97.25	$124.39	$136.60	$140.86
Average trip expenditures for shows (all respondents)	$42.26	$47.21	$49.43	$50.81
Average trip expenditures for sightseeing (all respondents)	$5.05	$8.01	$8.21	$8.49

GAMING BEHAVIOR AND BUDGETS — EXECUTIVE SUMMARY

Seven in eight 2006 visitors (87%) said they gambled while in Las Vegas. Gamblers spent an average of 3.3 hours per day gambling, down from 3.6 in 2003 and 2005. The average gaming budget in 2006 was $651.94, up significantly from $490.87 in 2003 and $544.93 in 2004. Thirty-six percent of visitors (36%) said they would be *more* likely to visit Las Vegas even with the wider gambling choices available to them.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2003	2004	2005	2006
Proportion who gambled while visiting Las Vegas	88%	87%	86%	87%
Average number of hours per day spent gambling (among those who gambled)	3.6	3.3	3.6	3.3
Average trip gambling budget (among those who gambled)	$490.87	$544.93	$626.50	$651.94
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%	36%

ENTERTAINMENT — EXECUTIVE SUMMARY

Three in four visitors (76%) attended shows during their current stay. Among those who saw a show in Las Vegas, 75% went to a lounge act, down significantly from 86% in 2003, 89% in 2004, and 85% in 2005. Attendance for comedy shows (14%) was about the same as in past years, while it was up significantly for big-name headliners (8%) compared to 2003 (3%), 2004 (4%), and 2005 (5%). Twenty-eight percent (28%) of all visitors said they had been to other paid attractions in Las Vegas, up from 13% in 2003, 21% in 2004, and 23% in 2005.

SUMMARY TABLE OF ENTERTAINMENT ACTIVITIES

	2003	2004	2005	2006
Proportion who attended any shows during their current stay in Las Vegas	75%	82%	71%	76%
Proportion who attended lounge acts (among those who attended shows)	86%	89%	85%	75%
Proportion who attended big-name headliner performances (among those who attended shows)	3%	4%	5%	8%
Proportion who attended comedy shows (among those who attended shows)	13%	14%	14%	14%
Proportion who went to other paid attractions in Las Vegas	13%	21%	23%	28%

ATTITUDINAL INFORMATION — EXECUTIVE SUMMARY

As in previous years, the vast majority of visitors (96%) reported being “very satisfied” with their trip to Las Vegas.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2003	2004	2005	2006
Proportion who were “very satisfied” with their current trip to Las Vegas	95%	93%	94%	96%

VISITOR DEMOGRAPHICS — EXECUTIVE SUMMARY

Respondents to the 2006 Las Vegas Visitor Profile were likely to be married (79%, up from all past years), earning $40,000 or more (78%, up from 2003 and 2004), and employed (70%, up from 2003 and 2004.) One-quarter were retired (24%, down from 30% in 2003). The proportion of respondents who were 40 years old or older has declined from 75% in 2003 to 69% currently, and the average age has dropped from 50.2 to 48.0 over that same time span. More than one-half of visitors were from the Western United States (52%), with the bulk of them coming from California (32%). Thirteen percent (13%) of visitors were foreign.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2003	2004	2005	2006
Proportion of respondents who were married	73%	73%	74%	79%
Proportion of respondents with a household income of $40,000 or more	66%	70%	79%	78%
Proportion of respondents who were employed	64%	67%	67%	70%
Proportion of respondents who were retired	30%	26%	24%	24%
Proportion of respondents who were 40 years old or older	75%	72%	68%	69%
Average age	50.2	49.0	47.7	48.0
Proportion of respondents with a college diploma	41%	42%	44%	48%
Proportion of respondents from the West	52%	48%	52%	52%
Proportion of respondents from California	34%	31%	33%	32%
Proportion of respondents from a foreign country	12%	13%	12%	13%

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	2006
Days stayed (average)	4.6	4.6	4.5	4.6
Nights stayed (average)	3.6	3.6	3.5	3.6
Proportion of respondents who stayed overnight	99%	99%	99%	99%
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	95%	95%	94%	94%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	$81.43	$86.22	$99.51	$107.12
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%	15%
Average cost of package per person (among package/tour group visitors)	$484.13	$561.49	$571.43	$662.78
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.1	2.2
Average trip expenditures for food and drink (all respondents)	$208.81	$238.32	$248.40	$260.68
Average trip expenditures for local transport (all respondents)	$48.93	$64.62	$60.46	$68.70
Average trip expenditures for shopping (all respondents)	$97.25	$124.39	$136.60	$140.86
Average trip expenditures for shows (all respondents)	$42.26	$47.21	$49.43	$50.81
Average trip expenditures for sightseeing (all respondents)	$5.05	$8.01	$8.21	$8.49
Proportion who gambled while visiting Las Vegas	88%	87%	86%	87%
Average trip gambling budget (among those who gambled)	$490.87	$544.93	$626.50	$651.94

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 2006. These questions will be rotated back into the questionnaire in Calendar Year 2007 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2006. 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 2006 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 2006 study, as well as for the previous calendar years (2003, 2004, and 2005). 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 2006. These questions will be rotated back into the questionnaire in Calendar Year 2007 and subsequently asked every other year. In addition, several new questions were added to the Las Vegas Visitor Profile Study in Calendar Year 2006. These questions are noted in the text accompanying the figures in the body of this report.

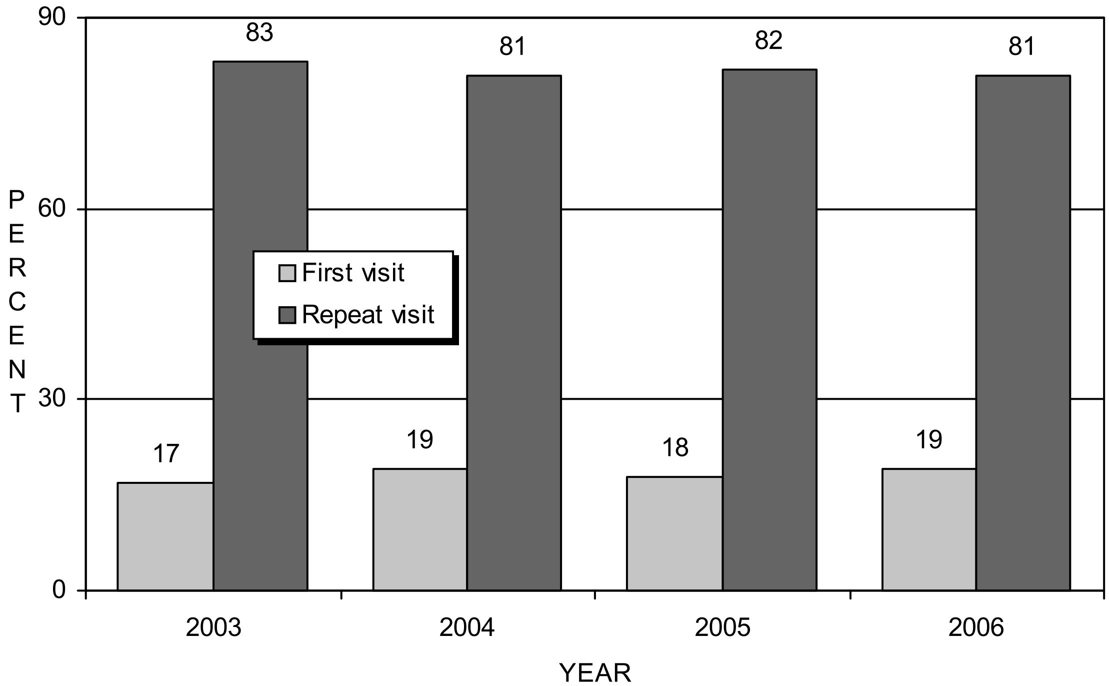
Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

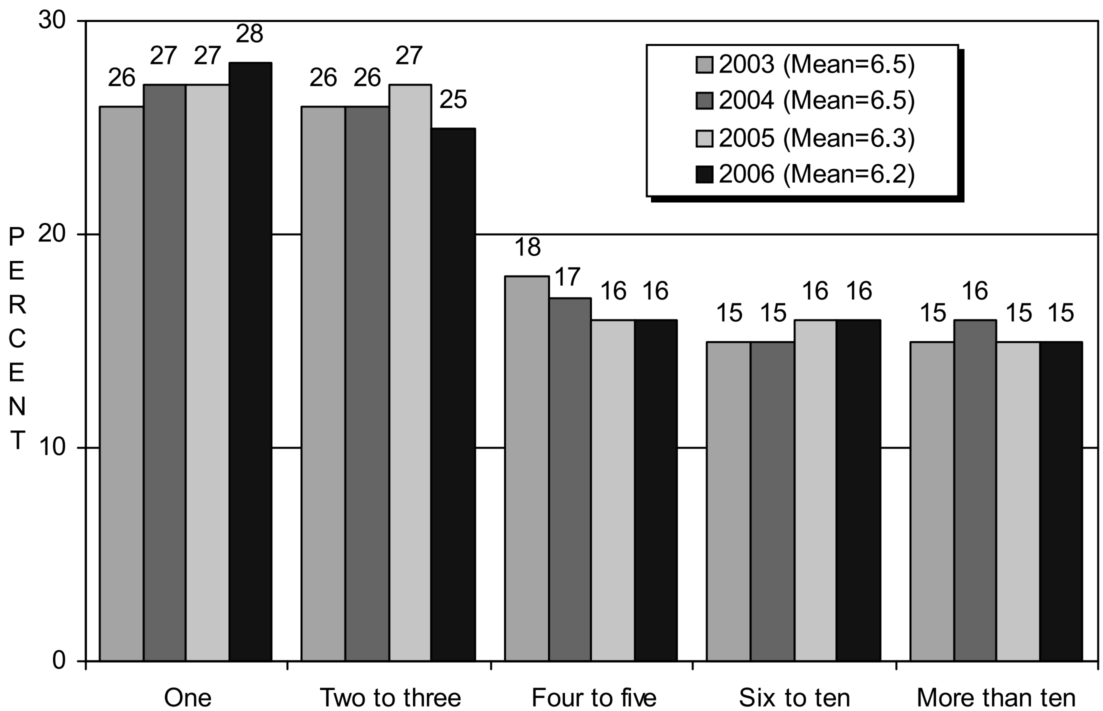
Nineteen percent (19%) of 2006 visitors indicated they were first-time visitors to Las Vegas — consistent with the past three years (Figure 1).

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.

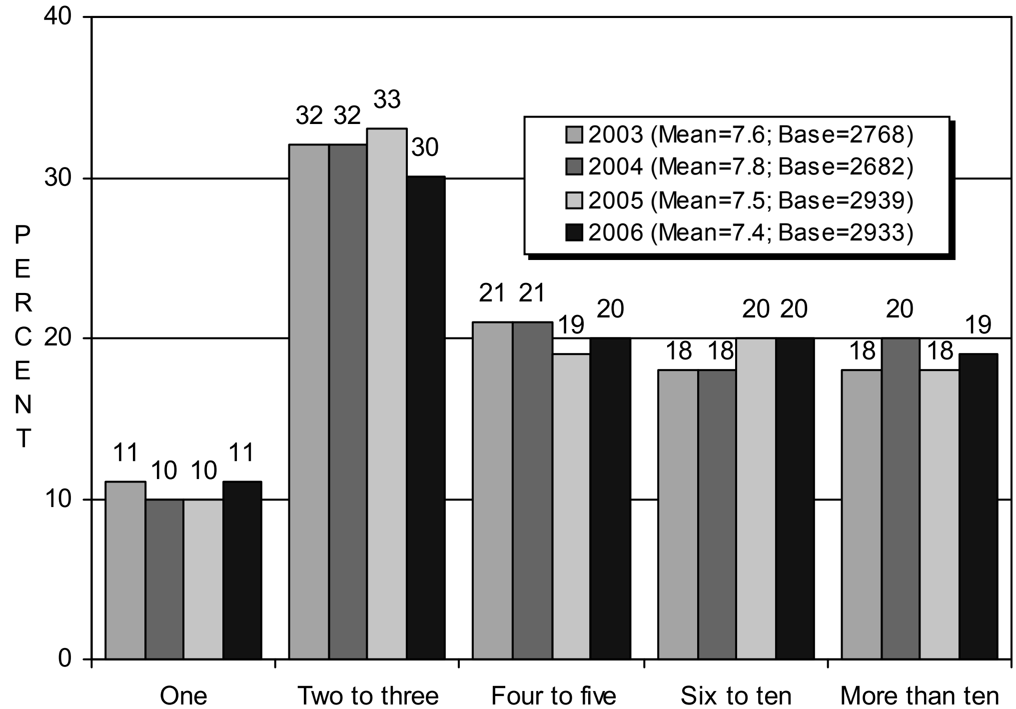
FIGURE 2
Frequency Of Visits In Past Five Years*
(Among All Visitors)



Among all visitors, the average number of visits to Las Vegas over the past five years was 6.2, not significantly different from the past three 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 2006, *repeat visitors* reported making an average of 7.4 visits to Las Vegas over the past five years, about the same as in prior years (Figure 3).

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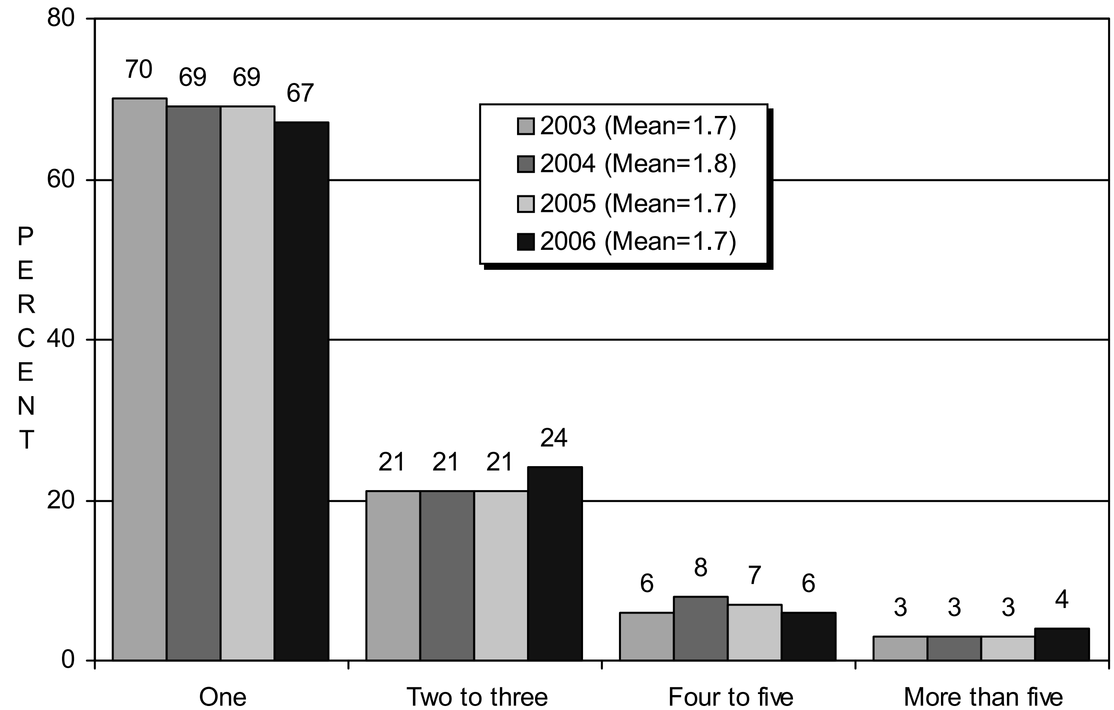
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

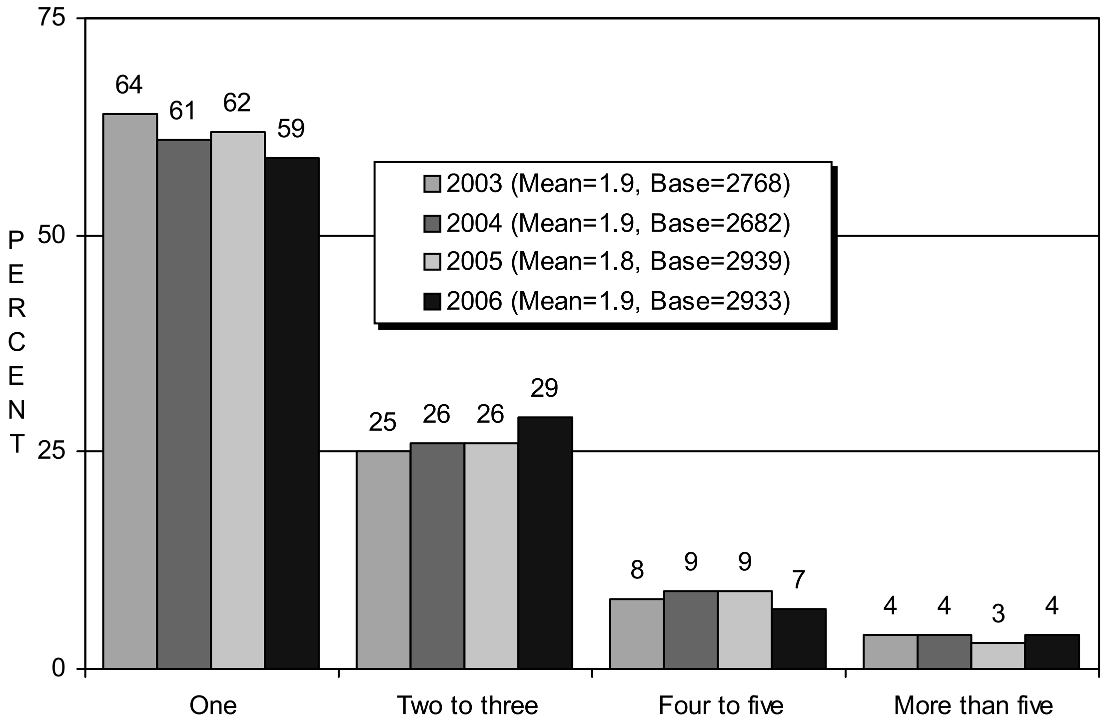
FIGURE 4
Frequency Of Visits In Past Year*
(Among All Visitors)



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 three years (Figure 4). However, there has been an upward trend among those visiting two to three times in the past year, from 21% in 2003 to 2005 to 24% currently, while the proportion of those visiting only once has dropped from 70% in 2003 to 67% currently.

* 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.

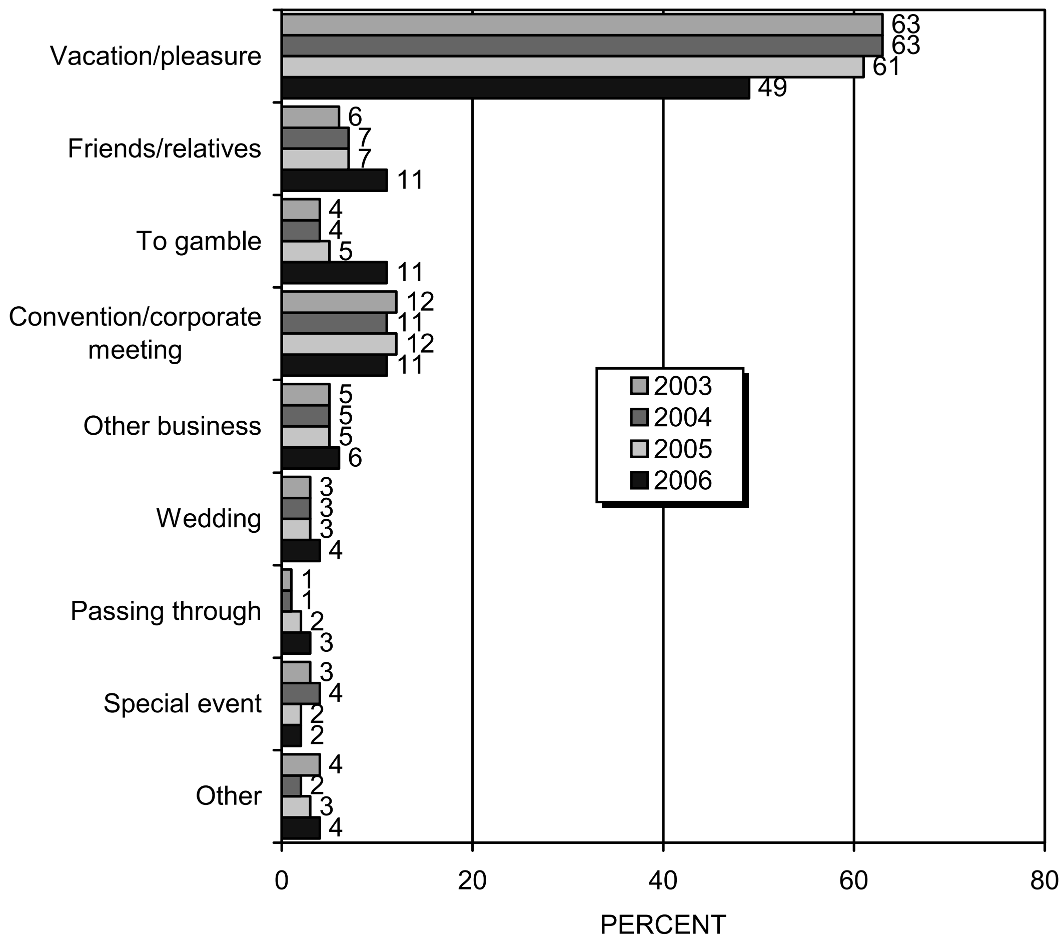
FIGURE 5
Frequency Of Visits In Past Year*
(Among Repeat Visitors)



Among *repeat* visitors, the average number of visits to Las Vegas during the past year was 1.9, similar to past years (Figure 5). As with all visitors, there has been an upward trend among repeat visitors who visited two to three times in the past year, from 25% in 2003 to 29% currently, while the proportion of those visiting only once has dropped from 64% in 2003 to 59% currently.

* 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, 49% of all visitors mentioned vacation or pleasure, down significantly from 63% in 2003 and 2004 and 61% in 2005. Increases in two categories account for most of this drop: 11% said they were visiting friends or relatives (up significantly from prior years), 11% were in Las Vegas to gamble (also up significantly from prior years). Another eleven percent (11%) mentioned a convention, trade show, or corporate meeting, while 6% were in town on other business – similar to past years. Four percent (4%) came for a wedding, 3% were just passing through (up from 1% in 2003 and 2004), and 2% came for a special event (down from 4% in 2004) (Figure 6).

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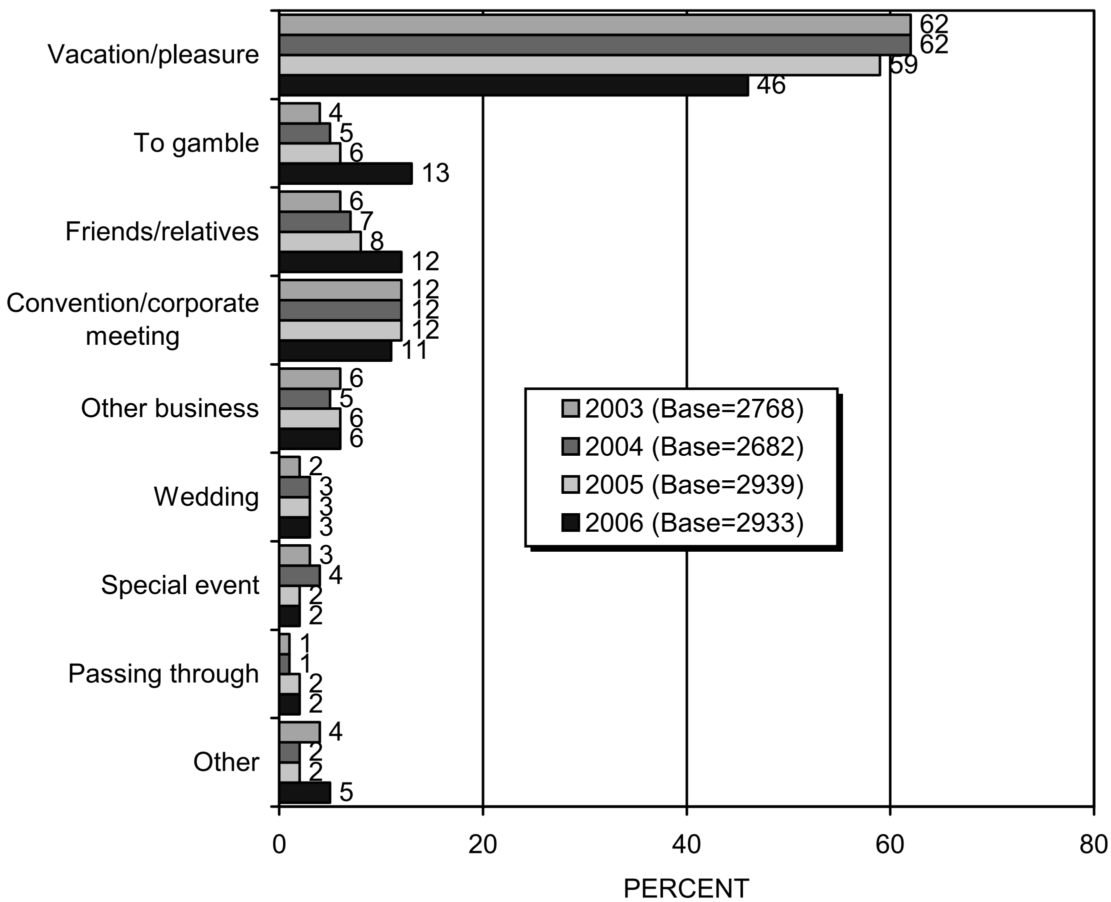
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

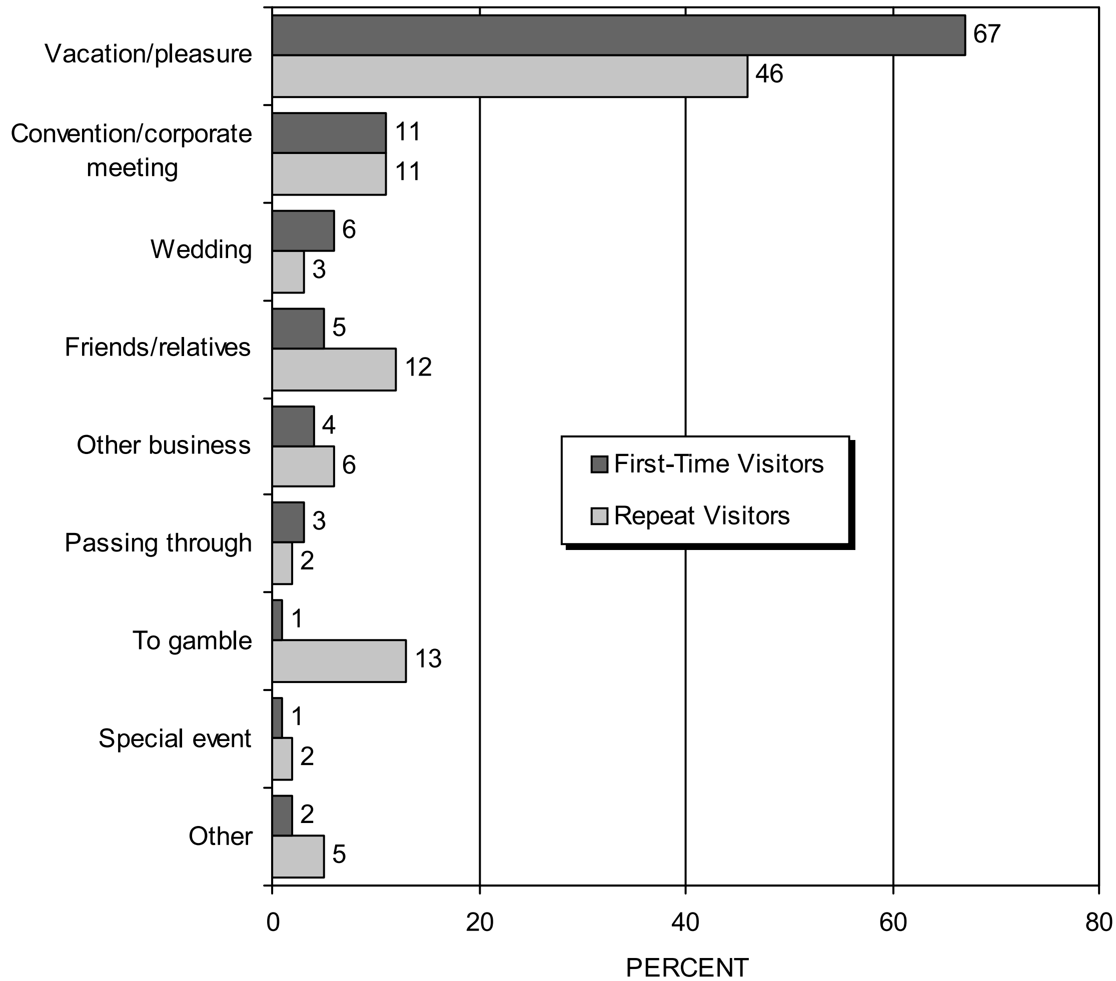
FIGURE 7
Primary Purpose Of Current Visit*
(Among Repeat Visitors)



The proportion of *repeat visitors* who said the primary purpose of their current visit to Las Vegas was vacation or pleasure was 46%, down significantly from past years. As with all visitors, increases in two categories account for most of this drop: 12% said they were visiting friends or relatives (up significantly from prior years), 13% were in Las Vegas to gamble (also up significantly from prior years). Another eleven percent (11%) mentioned a convention, trade show, or corporate meeting, while 6% were in town on other business – similar to past years. Three percent (3%) came for a wedding, 2% were just passing through (up from 1% in 2003 and 2004), and 2% came for a special event (down from 4% in 2004) (Figure 7).

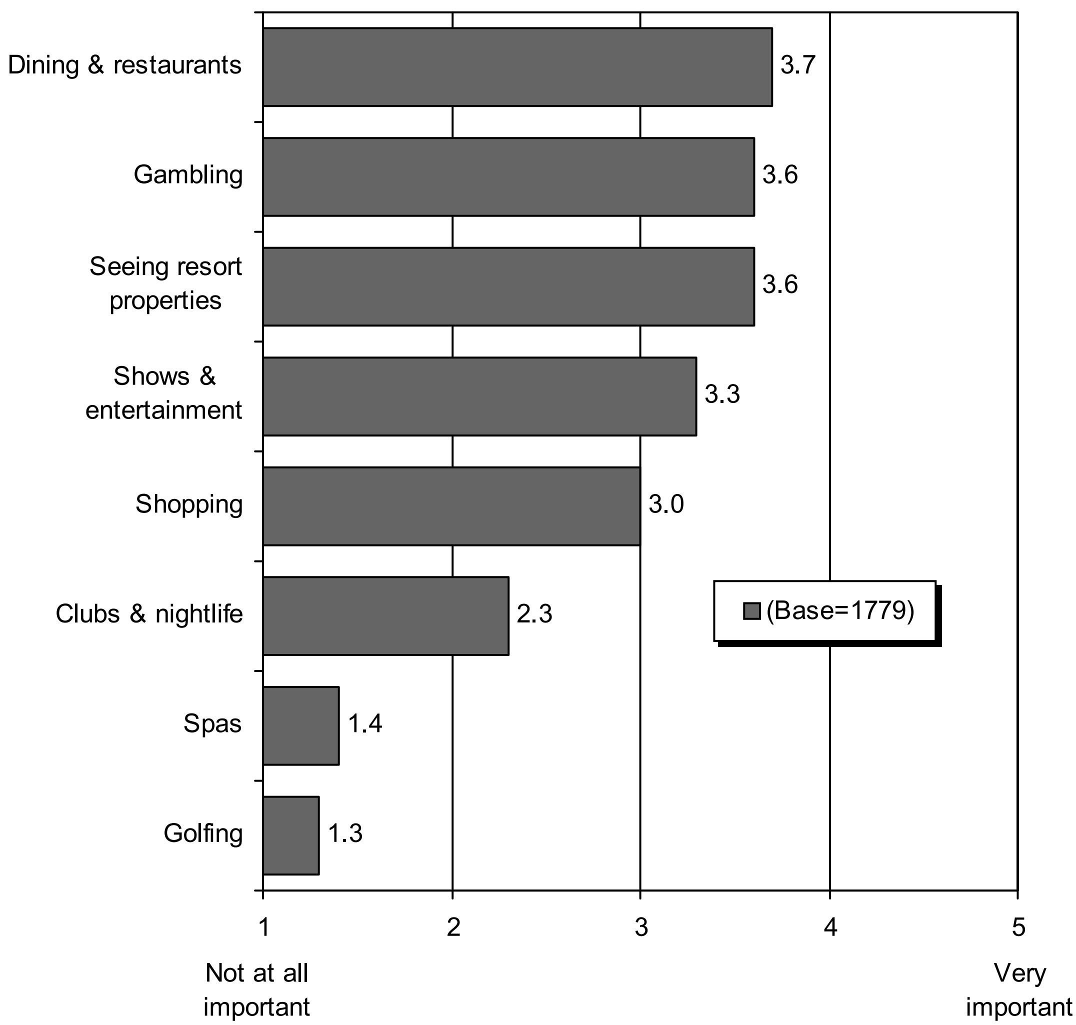
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 8
Primary Purpose Of Current Visit
(First-Time Versus Repeat Visitors — 2006)



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 (67% vs. 46%). First-time visitors were also more likely than repeat visitors to say the main reason they were in Las Vegas was for a wedding (6% vs. 3%). Repeat visitors were more likely than first-time visitors to say that their current trip to Las Vegas was to visit friends or relatives (12% vs. 5%) or to gamble (13% vs. 1%).

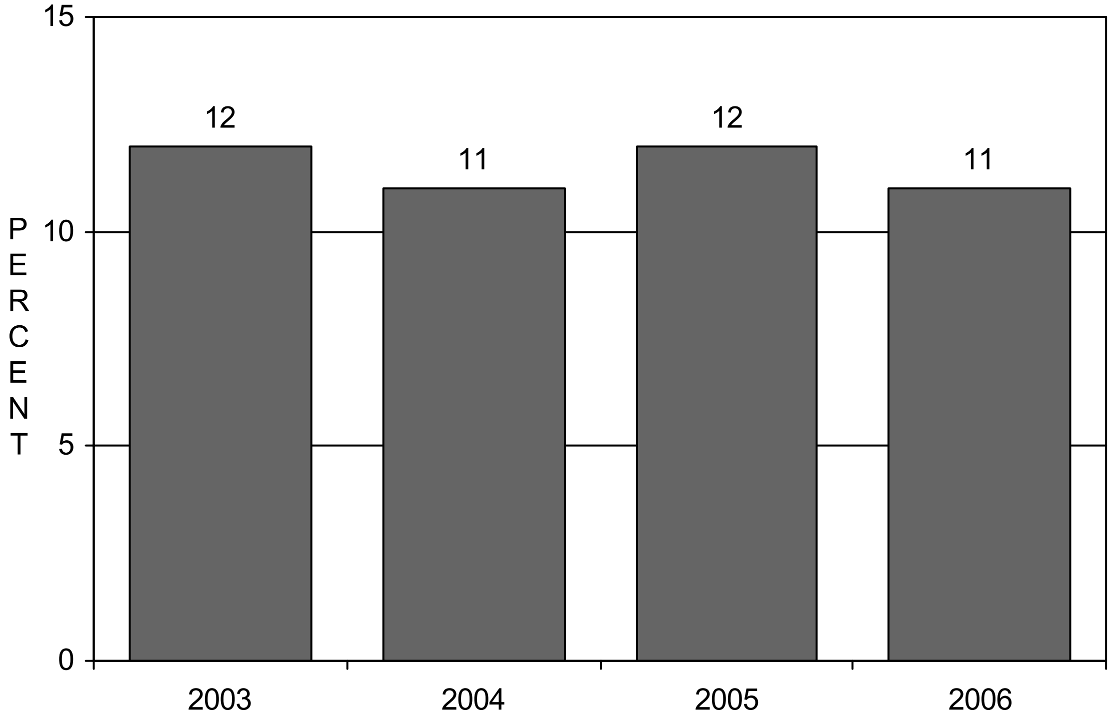
FIGURE 9
Importance of Factors in Deciding to Visit Las Vegas
(Among Vacation/Pleasure Visitors)



For the first time in 2006, vacation & pleasure visitors were asked to rate the importance of several factors in helping them decide to visit Las Vegas (Figure 9). Ratings were done using a five-point scale where one meant “not at all important” and five meant “very important.”

The most important factors were dining and restaurants (mean score of 3.7), gambling (3.6), and seeing the resorts (3.6) – followed by shows and entertainment (3.3) and shopping (3.0). Of relatively less importance were clubs and nightlife (2.3), spas (1.4), and golfing (1.3).

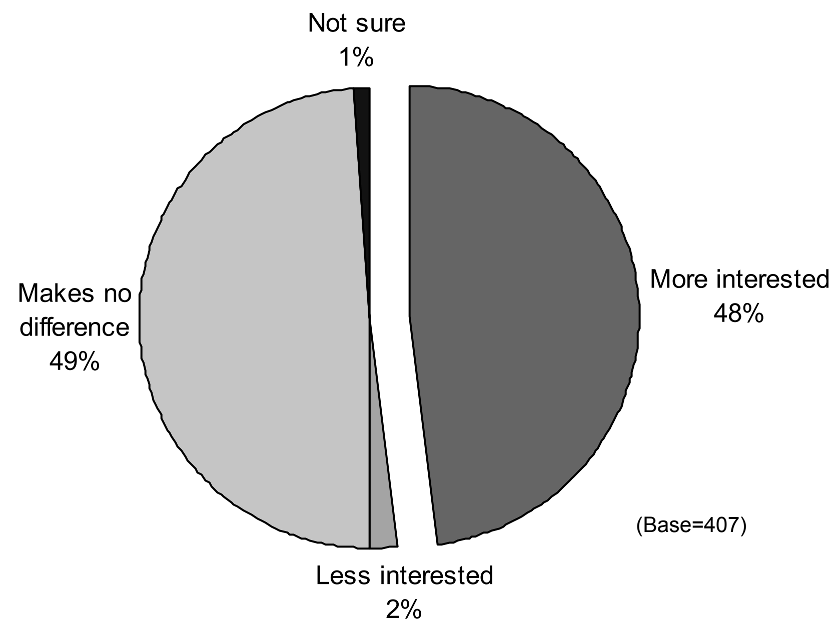
FIGURE 10
Conventions/Trade Shows/Corporate Meetings*



Respondents were asked if they had attended a convention, trade show, or corporate meeting while in Las Vegas (Figure 10). Eleven percent (11%) said they had, similar to all past 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 11
Interest in Attending Conventions, Trade Shows, or Corporate Meetings in Las Vegas
(Among Visitors Who Attended a Convention, Trade Show, or Corporate Meeting)

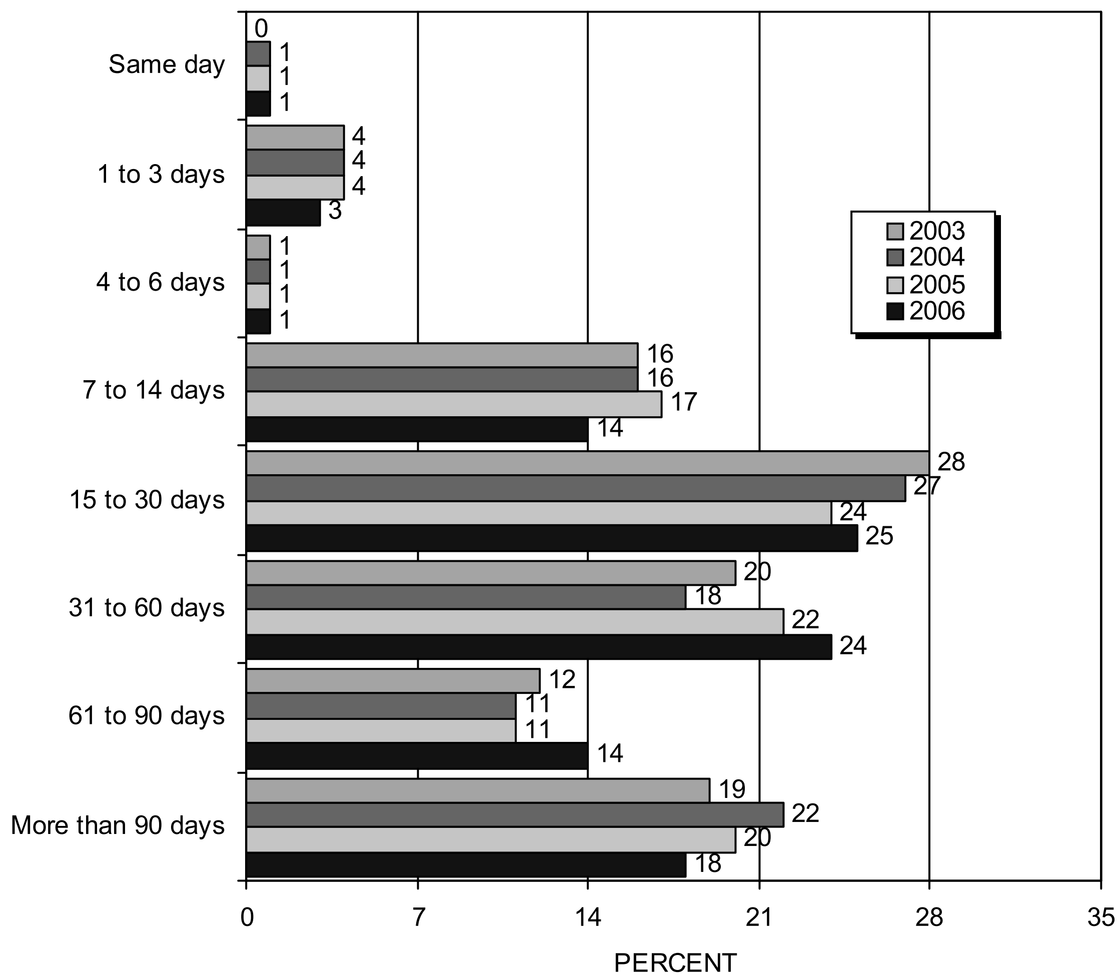


Convention visitors were asked for the first time in 2006 if holding a convention in Las Vegas made them more or less interested in attending the convention — or if it made no difference (Figure 11). While 49% said it made no difference, 48% said having the convention in Las Vegas made them more interested in attending.

TRAVEL PLANNING

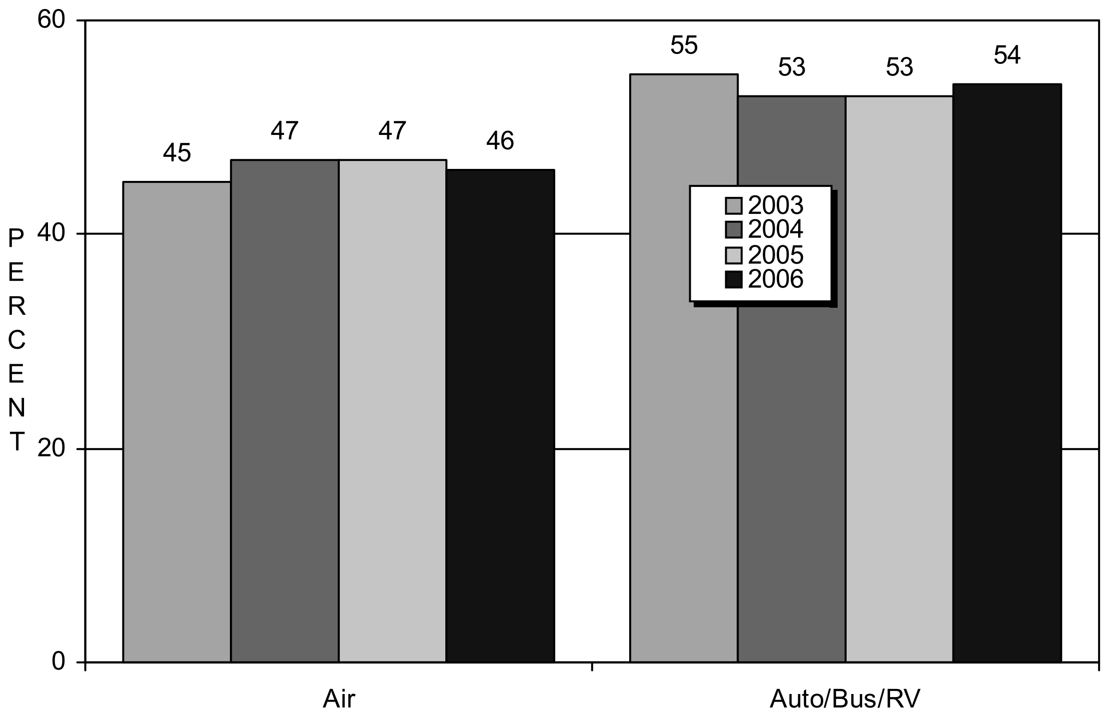
Travel planning varied broadly — from same-day planning to planning more than 90 days in advance. Fifty-six percent (56%) of visitors in 2006 planned their trip to Las Vegas more than one month in advance (Figure 12), an increase from 51% in 2003, 51% in 2004, and 53% last year.

FIGURE 12
Advance Travel Planning*



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

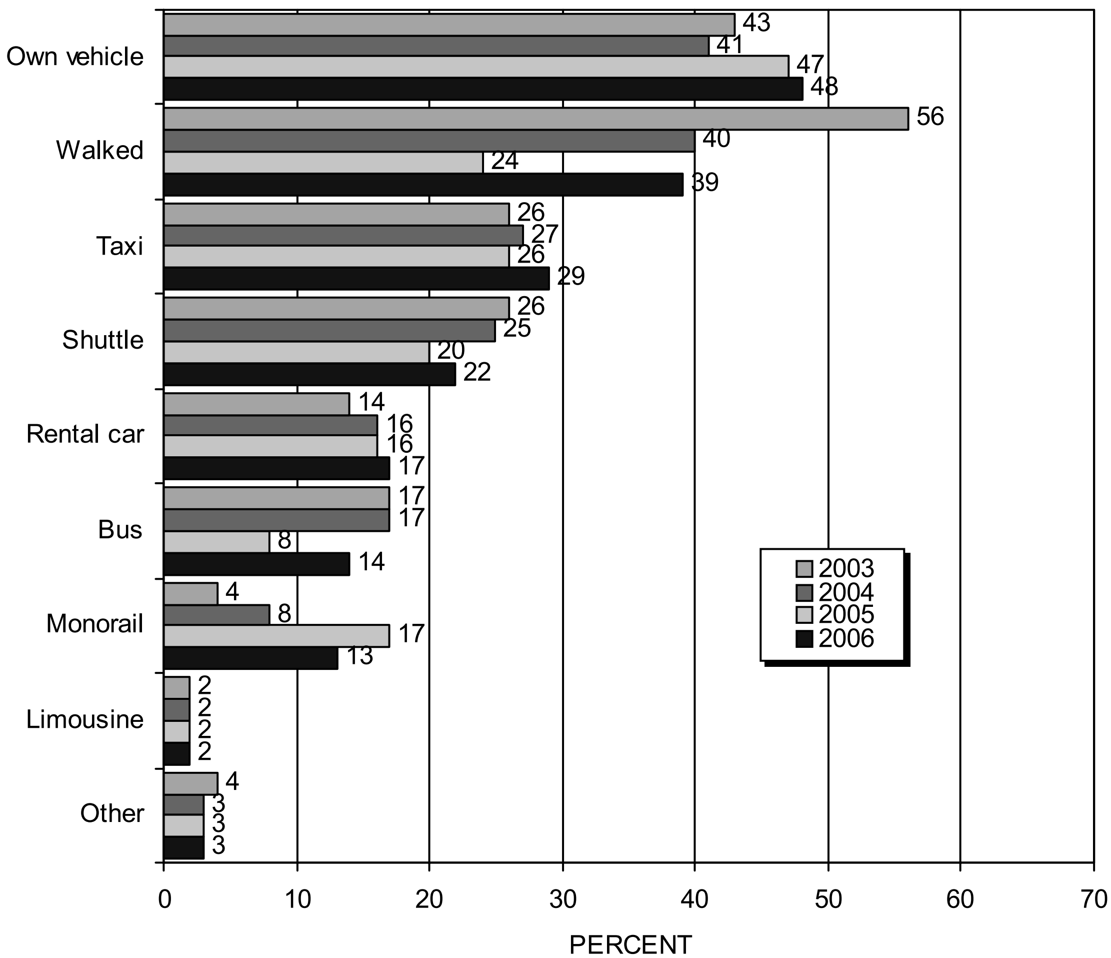
FIGURE 13
Transportation To Las Vegas*



Forty-six percent (46%) of visitors to Las Vegas in 2006 arrived by air, consistent with past years, and 54% arrived by ground transportation (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.

FIGURE 14
Local Transportation*

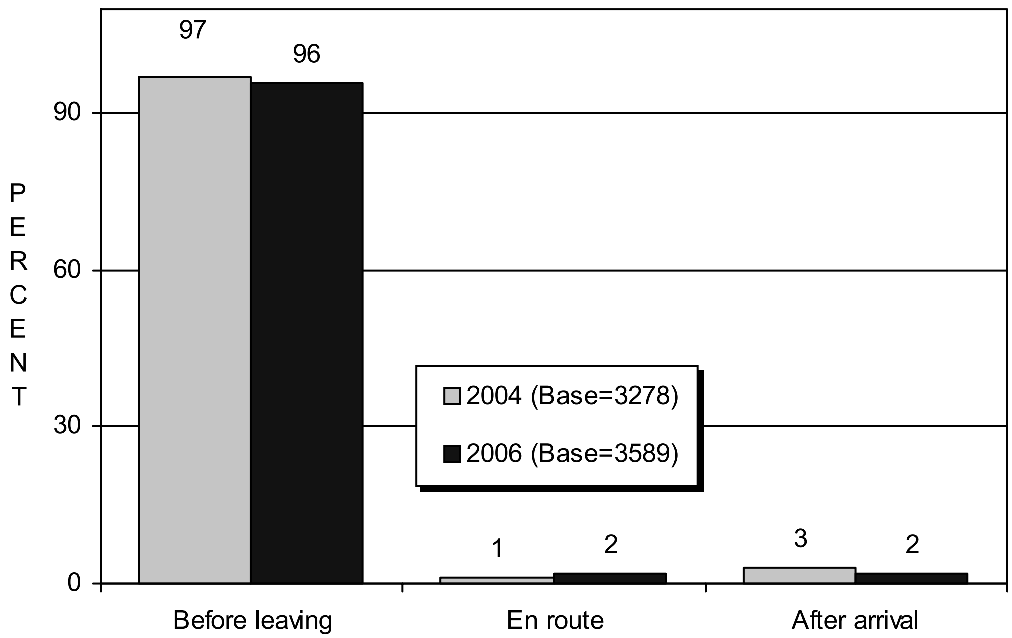


Forty-eight percent (48%) of visitors said that they used their own vehicle when traveling around Las Vegas, similar to last year, but a significant increase over 43% in 2003 and 41% in 2004 (Figure 14). Thirty-nine percent (39%) of visitors volunteered that they walked while in Las Vegas, up from 24% last year. Twenty-nine percent (29%) reported taking a taxi, up from past readings, while 22% reported using a hotel shuttle, and 17% a rental car. Fourteen percent (14%) of visitors reported taking a bus (up from 8% in 2005, but down from 17% in both 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.

Multiple responses to this question were permitted.

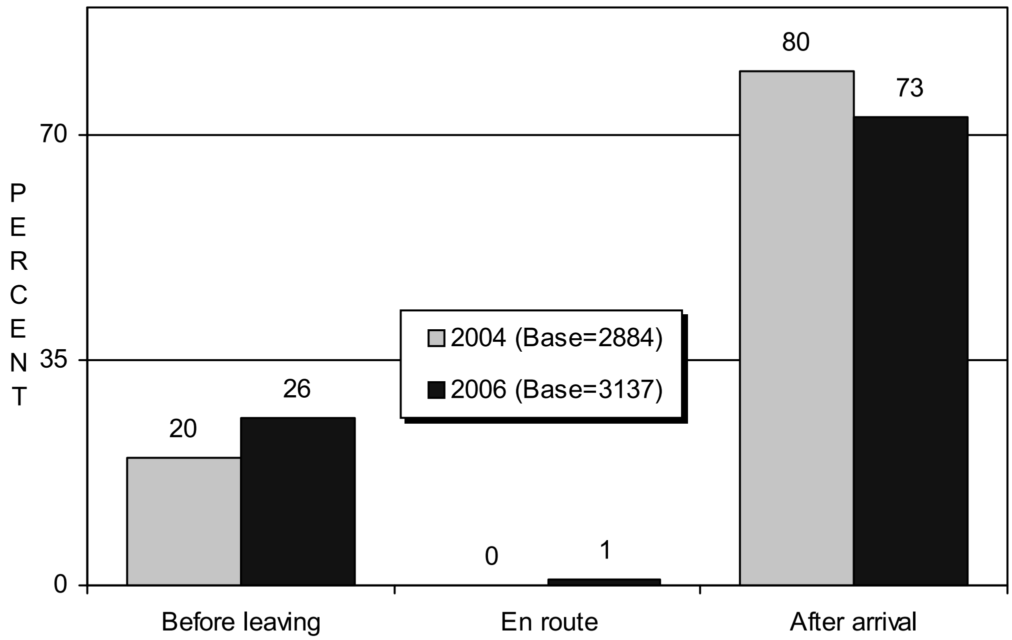
FIGURE 15
When Decided Where To Stay*
(Among Those Who Stayed Overnight – Asked Every Other Year)



Most visitors (96%) decided where to stay before leaving home, consistent with the 2004 reading of 97% (Figure 15).

* This question is asked every other year and was not asked in 2003 or 2005.

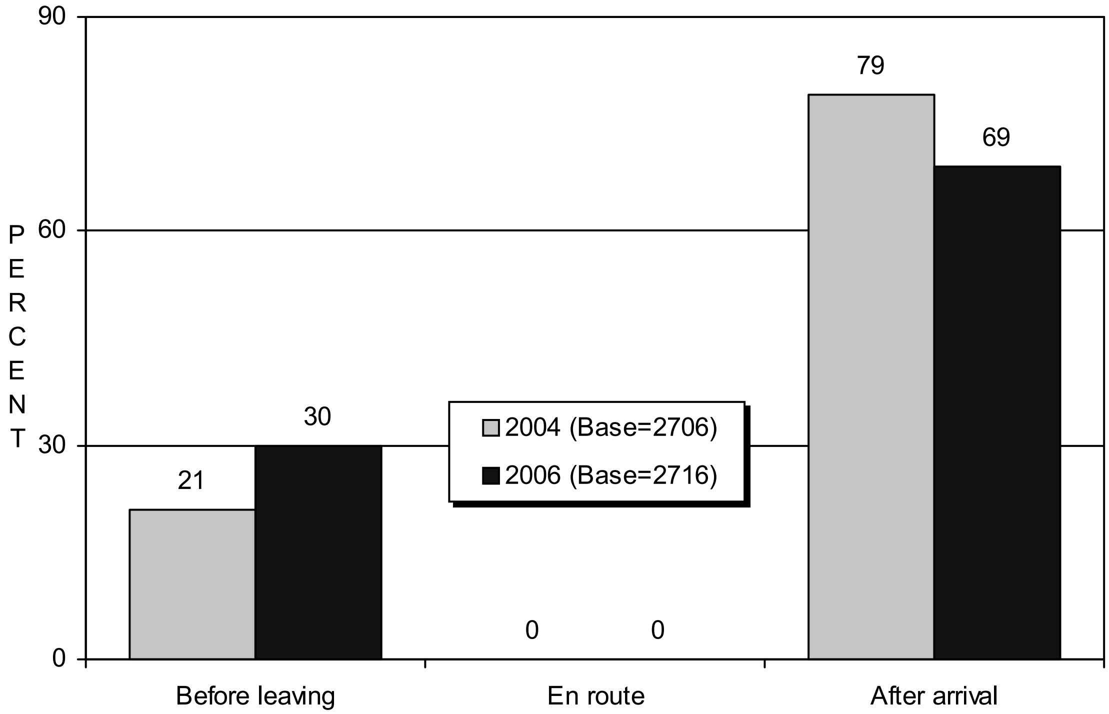
FIGURE 16
When Decided Where To Gamble*
(Among Those Who Gambled – Asked Every Other Year)



Most visitors (73%) decided where to gamble after arriving in Las Vegas, down significantly from 80% in 2004 (Figure 16). By contrast, 26% of visitors decided where to gamble before leaving home, up from 20% in 2004.

* This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 17
When Decided Which Shows To See*
(Among Those Who Saw Shows – Asked Every Other Year)



While most visitors (69%) decided which shows to see after arrival (down from 79% in 2004), three in ten (30%) decided before leaving home (up significantly from 21% in 2004) (Figure 17).

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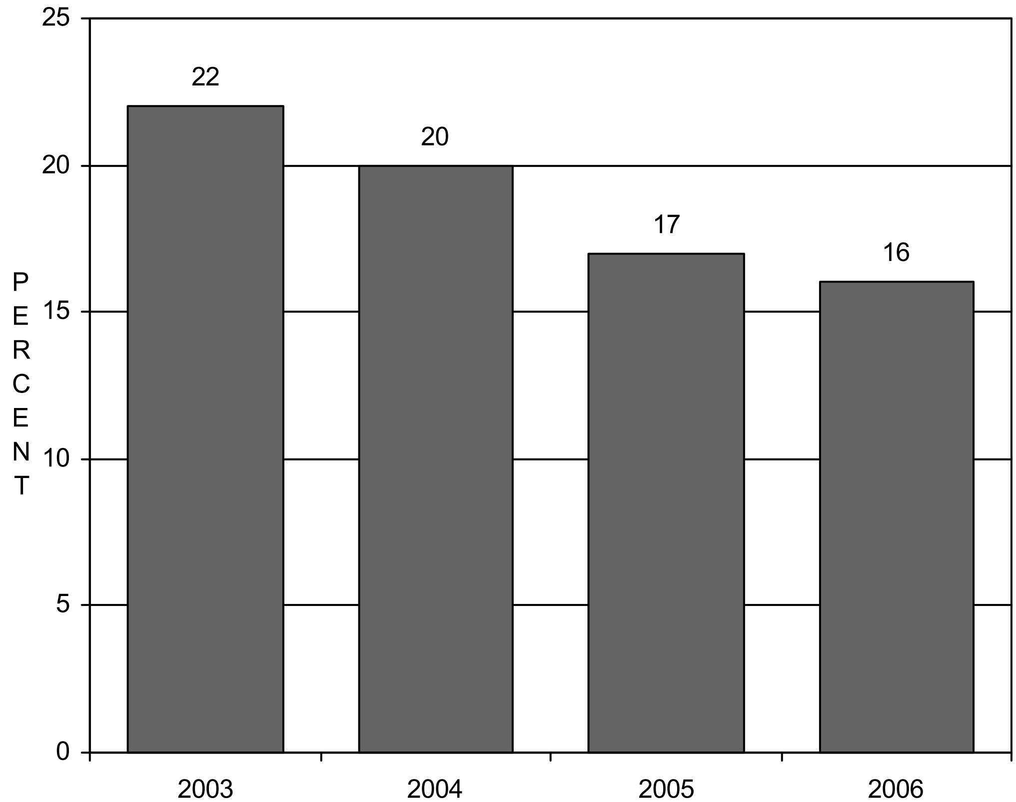
* This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 18
Travel Agent Assistance*



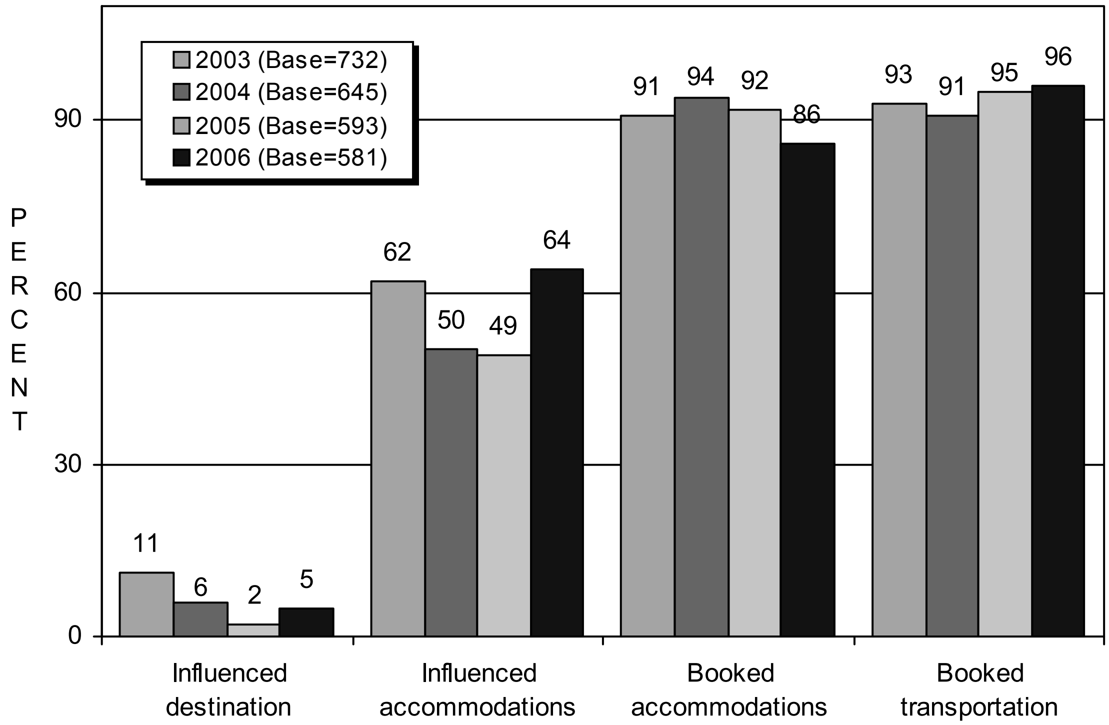
The proportion of visitors who reported using a travel agent to plan their trip to Las Vegas (16%) was similar to 2005 (17%), but down significantly from 22% in 2003 and 20% in 2004 (Figure 18).

---

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

Only “yes” responses are reported in this chart.

FIGURE 19
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, 86% said the travel agent booked their accommodations (down from 91% in 2003, 94% in 2004, and 92% in 2005), and 96% said the travel agent booked their transportation (Figure 19).

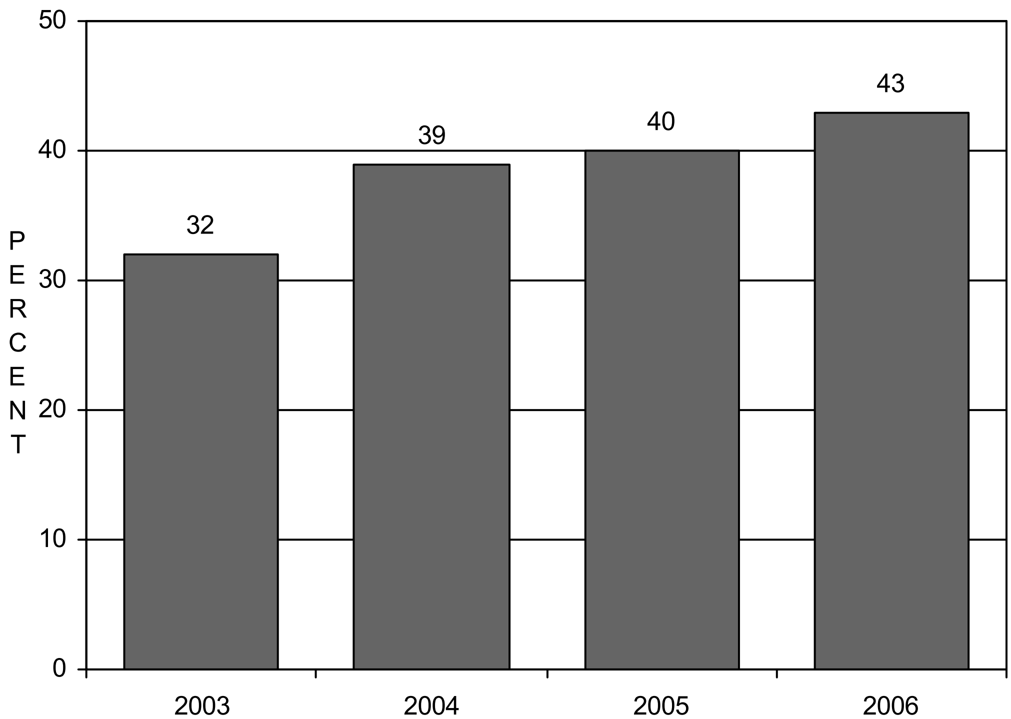
Sixty-four percent (64%) said their travel agent influenced their choice of accommodations, up from 50% in 2004 and 49% in 2005.

---

* 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
Whether Used The Internet To Plan Trip*

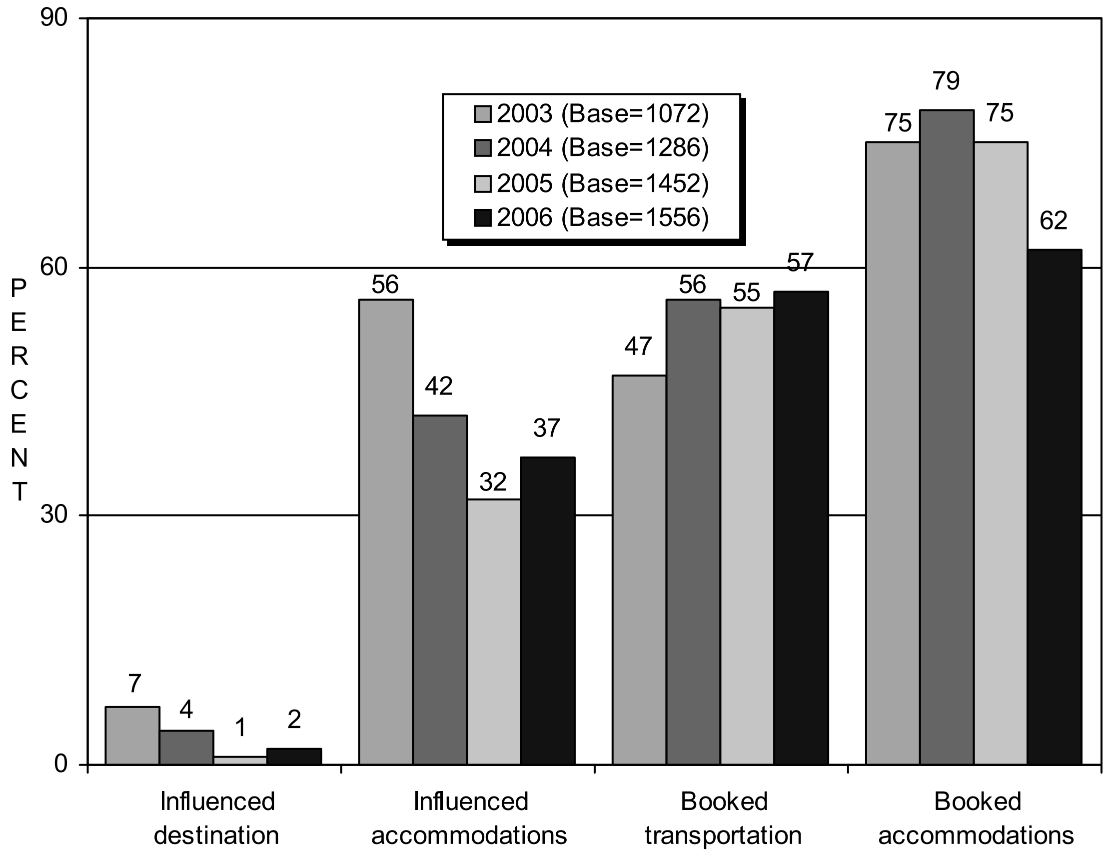


Visitors were asked if they used the Internet to plan their trip, and 43% said yes, up slightly from 2004 and 2005, but up significantly from 32% in 2003 (Figure 20).

* 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 21
Internet Influence And Use*
(Among Those Who Used The Internet To Plan Trip)

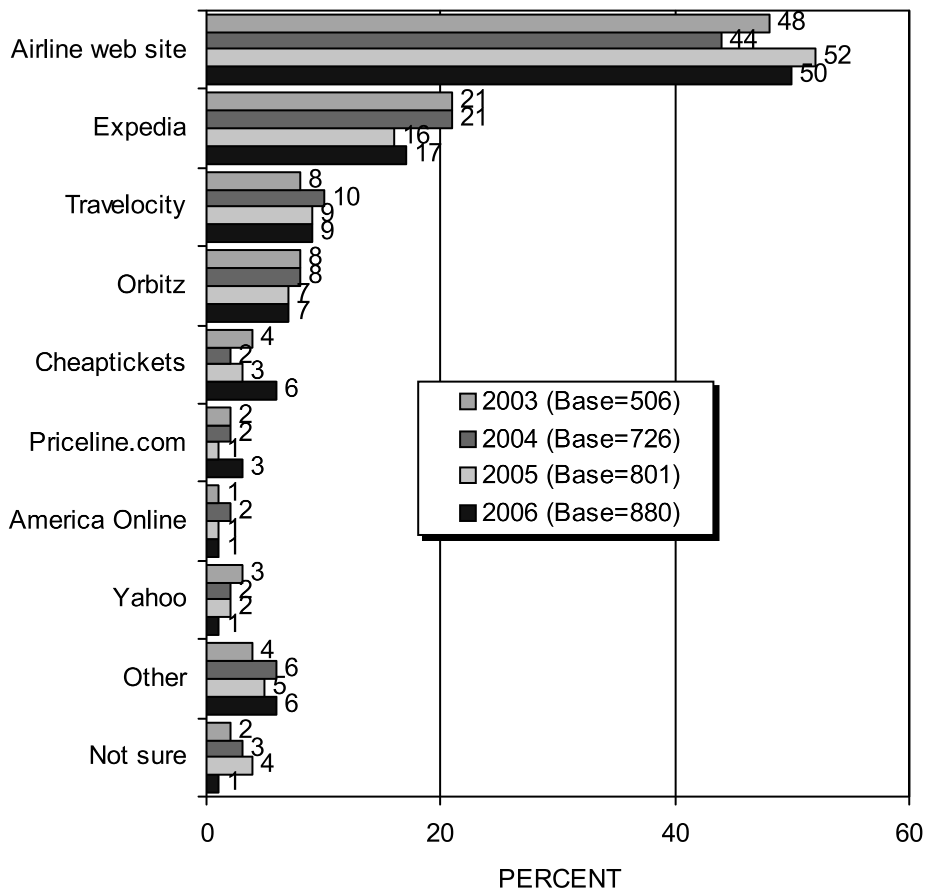


More than one-half of visitors (57%) who used the Internet to plan their trip to Las Vegas said they booked their transportation online, similar to 2004 and 2005 but up significantly from 47% in 2003 (Figure 21). Sixty-two percent (62%) said they booked their accommodations online, down significantly from 75% in 2003, 79% in 2004, and 75% last year. The proportion of visitors who said the Internet influenced their choice of accommodations increased from 32% in 2005.

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

Only "yes" responses are reported in this chart.

FIGURE 22
Web Site Used To Book Transportation*
(Among Those Who Booked Their
Transportation To Las Vegas Online)

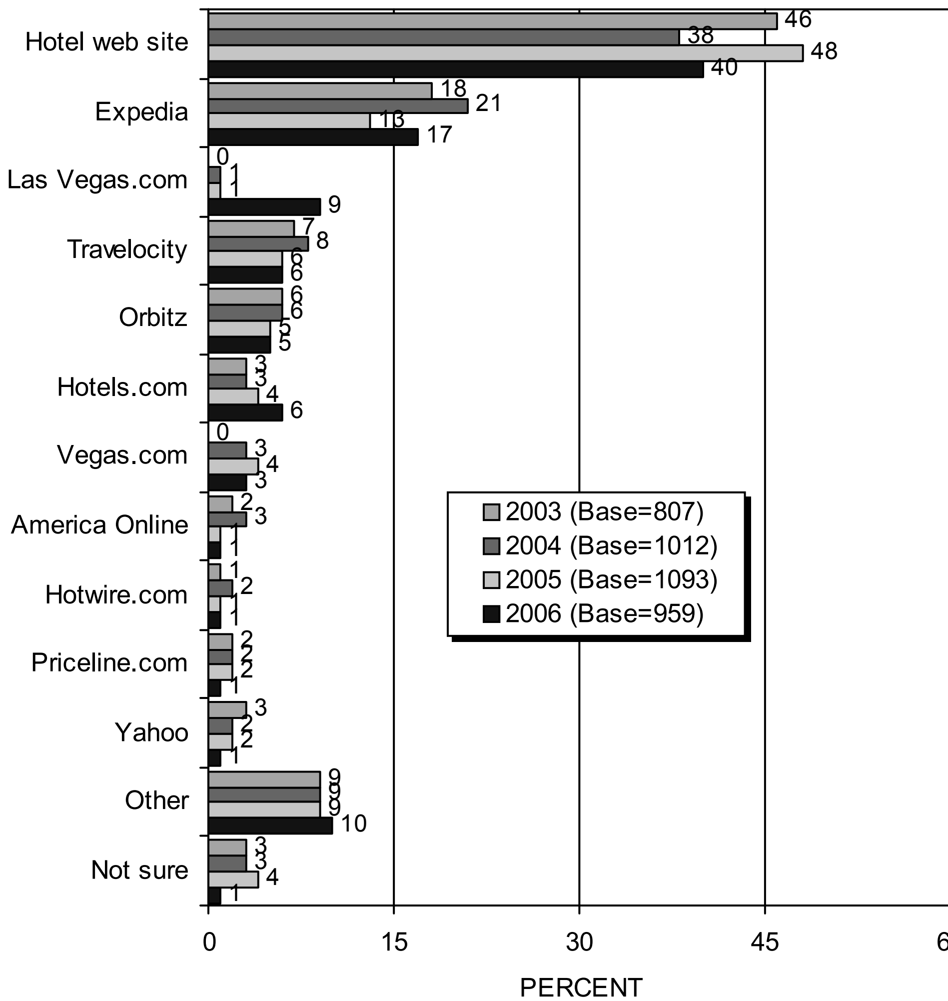


Among those who booked their transportation online for their current trip to Las Vegas, one-half (50%) said they used an airline web site, up significantly from 48% in 2003 and 44% in 2004 (Figure 22). Seventeen percent (17%) said they used Expedia, down significantly from 21% each in 2003 and 2004. Nine percent (9%) used Travelocity, 7% said Orbitz, 6% said Cheaptickets (up from prior years), and 3% said Priceline. 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 23
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, four in ten (40%) said they used a hotel web site, down from 48% last year (Figure 23). Seventeen percent (17%) said they used Expedia, up from 13% in 2005. Six percent (6%) used Travelocity, 5% used Orbitz, while the remaining visitors used a variety of other web sites.

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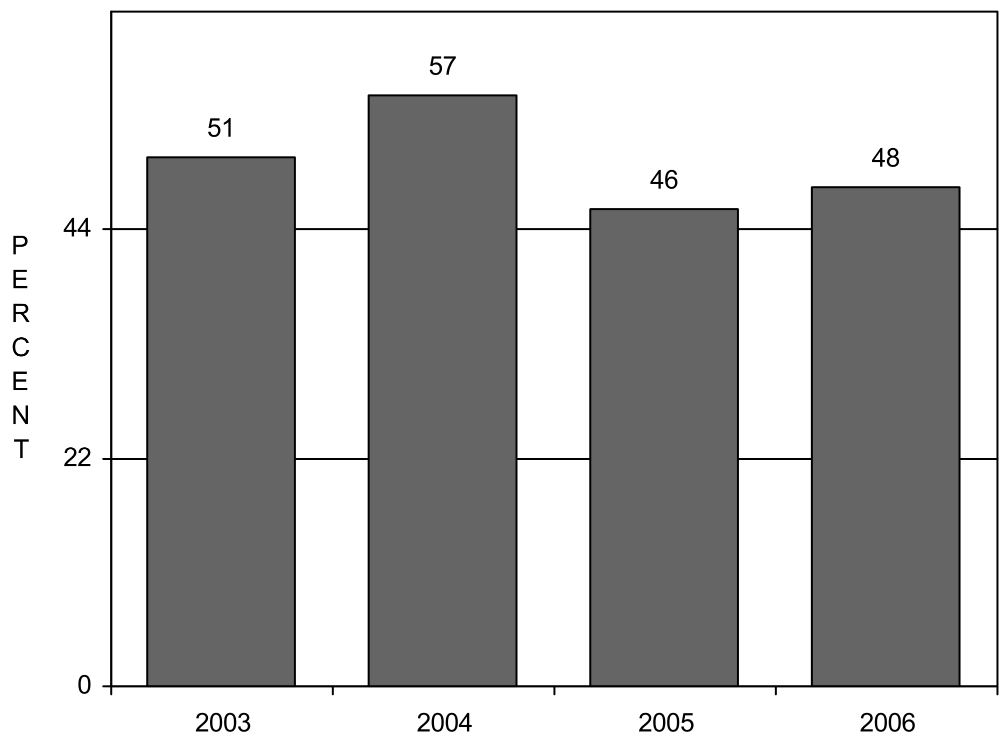
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 24
Whether Visited Downtown Las Vegas*



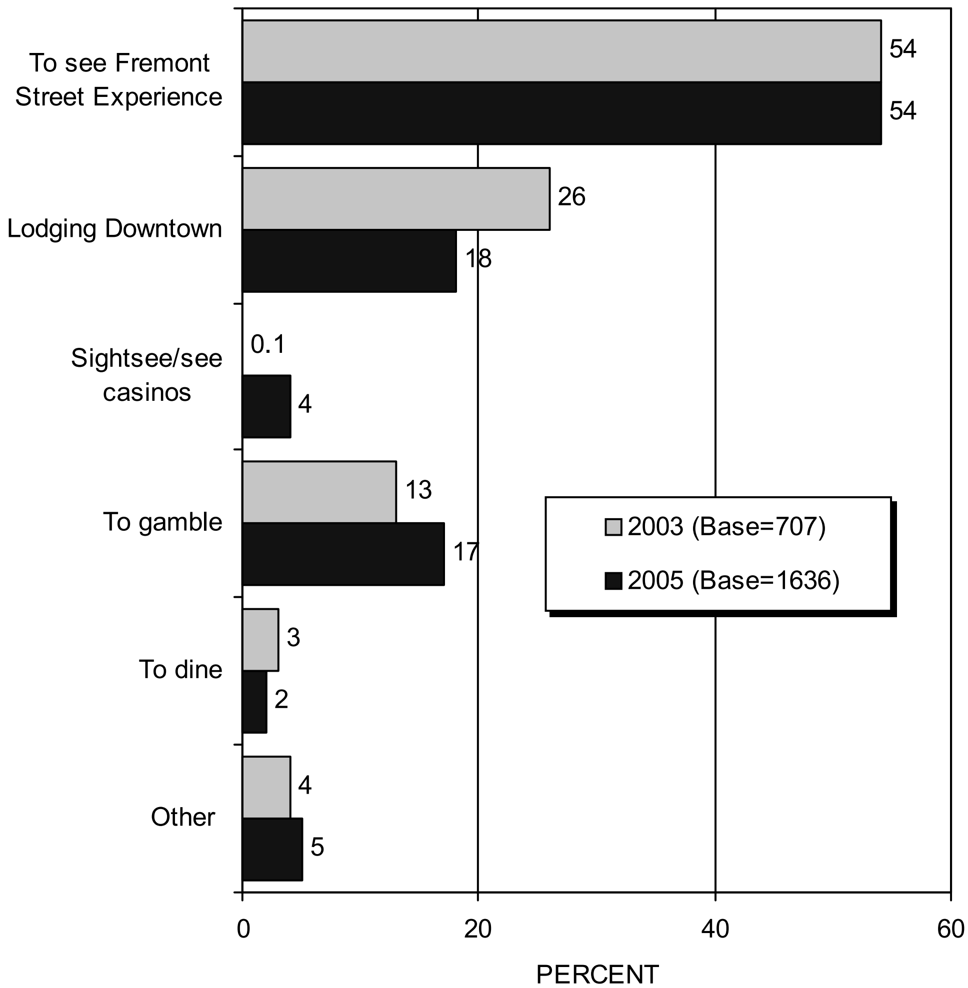
Less than one-half (48%) of all visitors said they had visited Downtown Las Vegas on their current trip, up slightly from 46% last year, but down significantly from 57% in 2004 (Figure 24).

---

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

Only “yes” responses are reported in this chart.

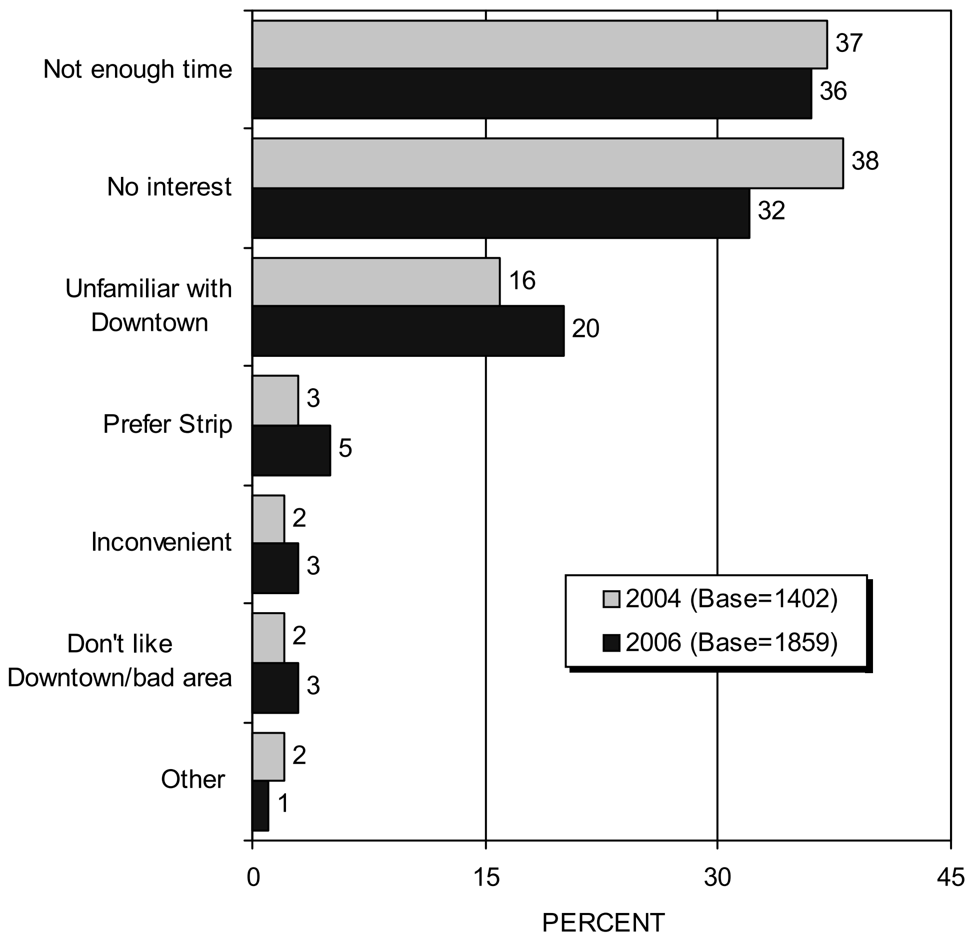
FIGURE 25
Main Reason For Visiting Downtown Las Vegas*
(Among Those Who Visited Downtown — Asked Every Other Year)



Respondents who visited Downtown Las Vegas on their current trip were asked the primary reason why they had done so (Figure 25). 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 2004 or 2006. In this calendar year report, the data reported for 2003 is from January through June of that year.

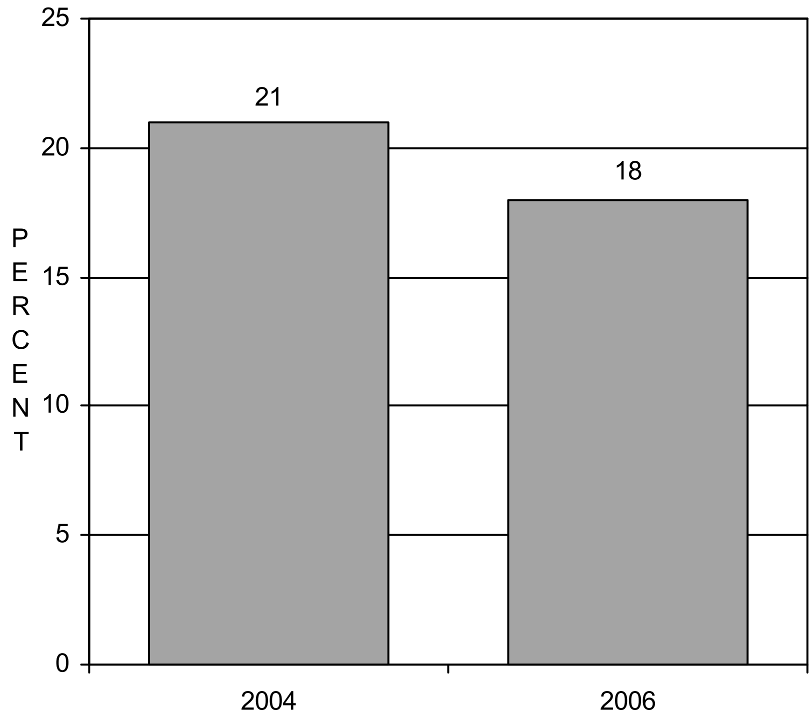
FIGURE 26
Main Reason For Not Visiting Downtown Las Vegas*
(Among Those Who Did Not Visit Downtown —
Asked Every Other Year)



Respondents who had not visited Downtown Las Vegas on their current trip were asked the primary reason why they had not done so (Figure 26). More than one in three (36%) said it was because they did not have enough time, while 32% said they were not interested in Downtown (a decrease from 38% in 2004). One in five (20%) said they were unfamiliar with Downtown, an increase from 16% in 2004. Five percent (5%) of visitors said they prefer the Strip area, an increase from 3% in 2004. Three percent (3%) each said they did not go Downtown because it was inconvenient or because they did not like the Downtown area.

* This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 27
Visits To Nearby Places*
(Asked Every Other Year)



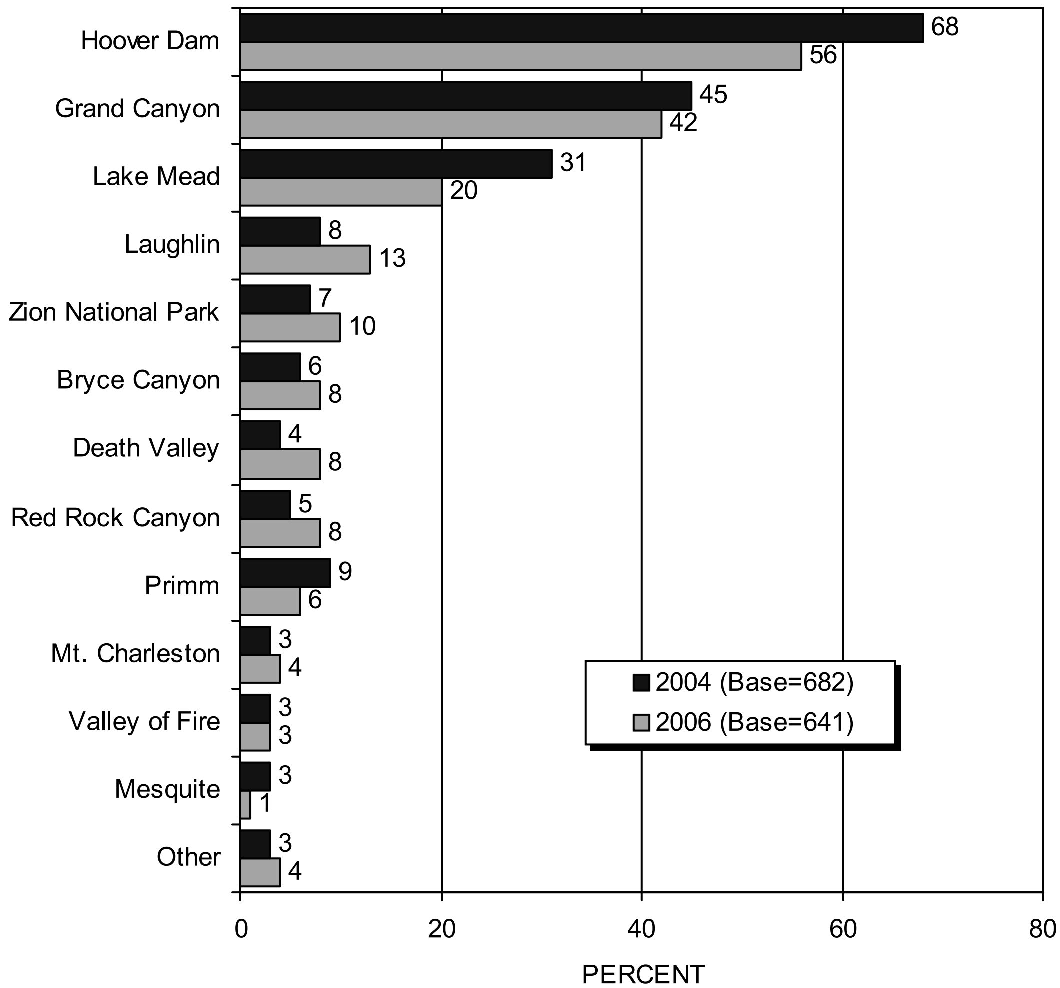
Visitors were asked if they visited any nearby places before or after their trip to Las Vegas (Figure 27). Eighteen percent (18%) of visitors said they had, down from 21% in 2004.

---

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

This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 28
Other Nearby Places Visited*
(Among Those Who Planned to Visit Other Places – Asked Every Other Year)



Visitors were asked what other nearby destination they had visited, or planned to visit (Figure 28). In 2006 visitors were more likely to say they visited Laughlin (13% vs. 8%) and Death Valley (8% vs. 4%) – but they were less likely to say they visited Hoover Dam (56% vs. 69%) and Lake Mead (20% vs. 31%).

---

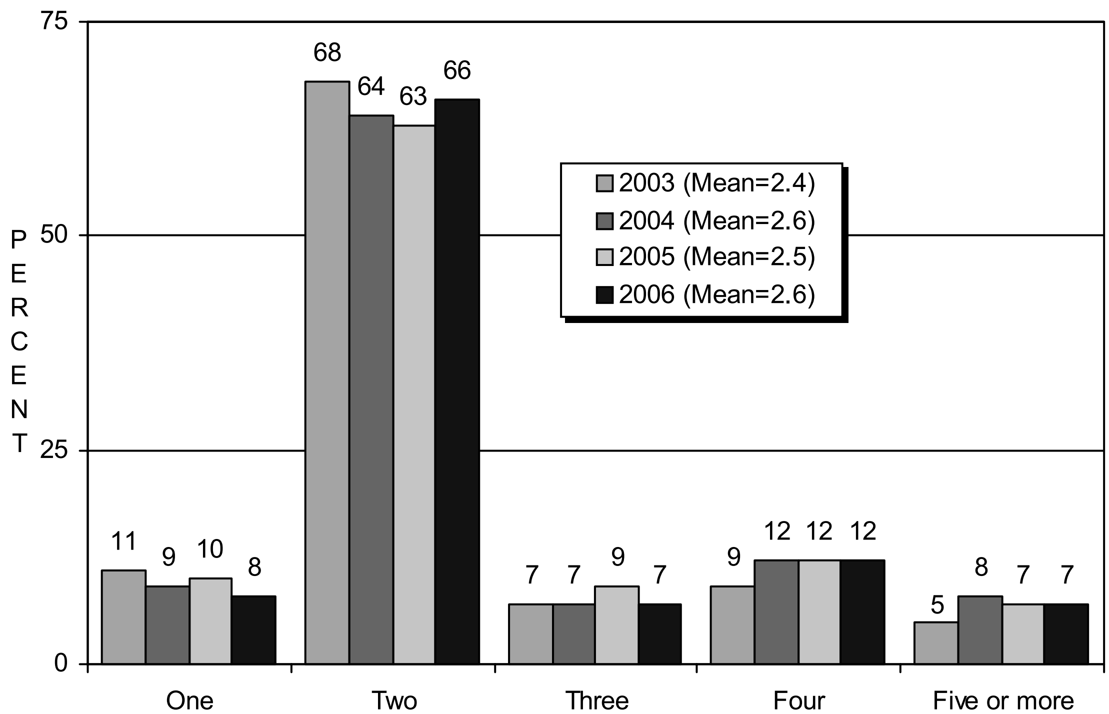
* Multiple responses were permitted.

This question is asked every other year and was not asked in 2003 or 2005.

TRIP CHARACTERISTICS AND EXPENDITURES

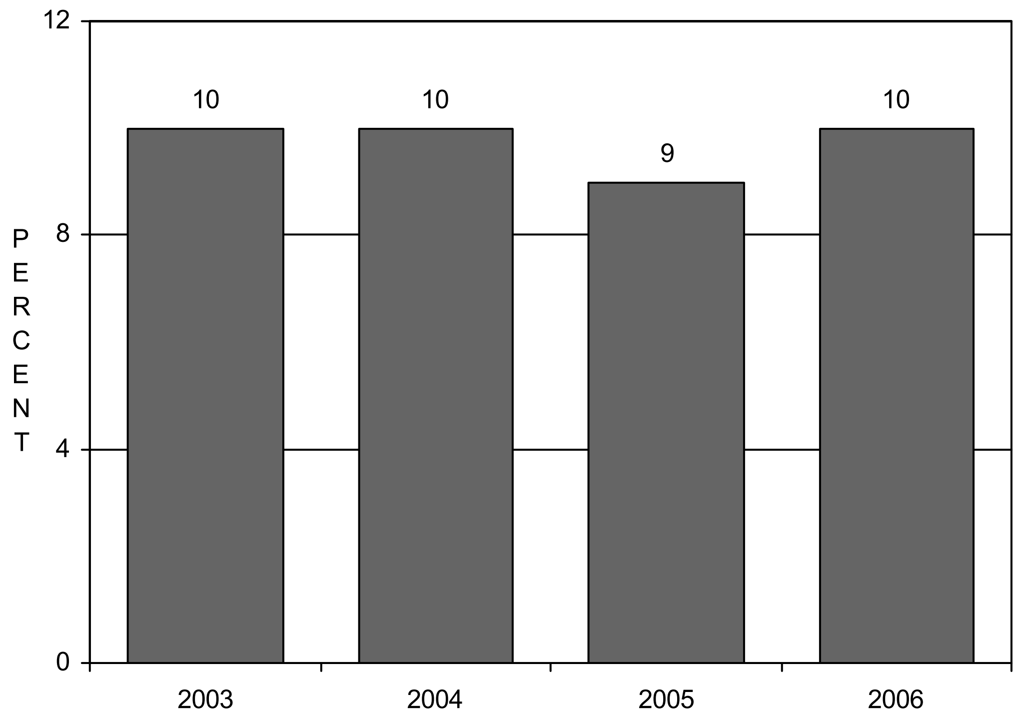
As in past years, the majority of visitors (66%) traveled in parties of two adults (Figure 29). Seven percent (7%) said they were in a party of three, while 12% were in a party of four, and 7% were in a party of five or more. Eight percent of visitors traveled alone, down from 10% last year. The average party size in 2006 was 2.6 persons, similar to 2004 and 2005, but up significantly from 2.4 in 2003.

FIGURE 29
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 30
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 30). One in ten (10%) said they did, consistent with past 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 31
Nights Stayed*

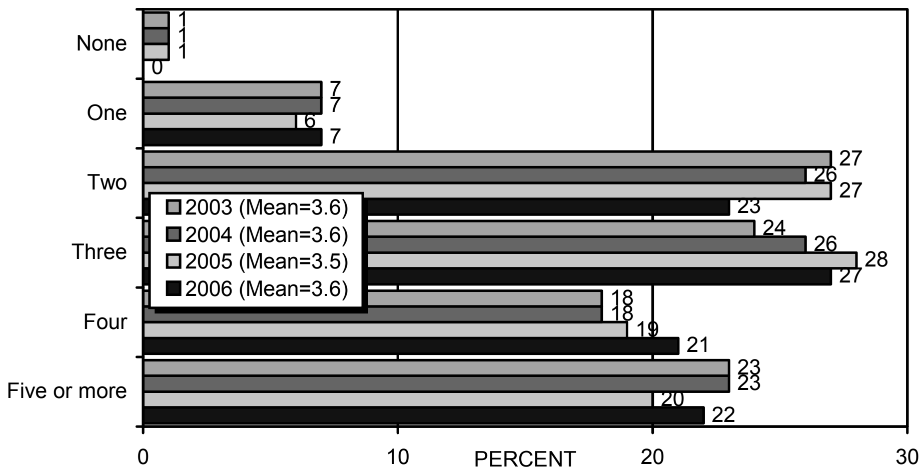
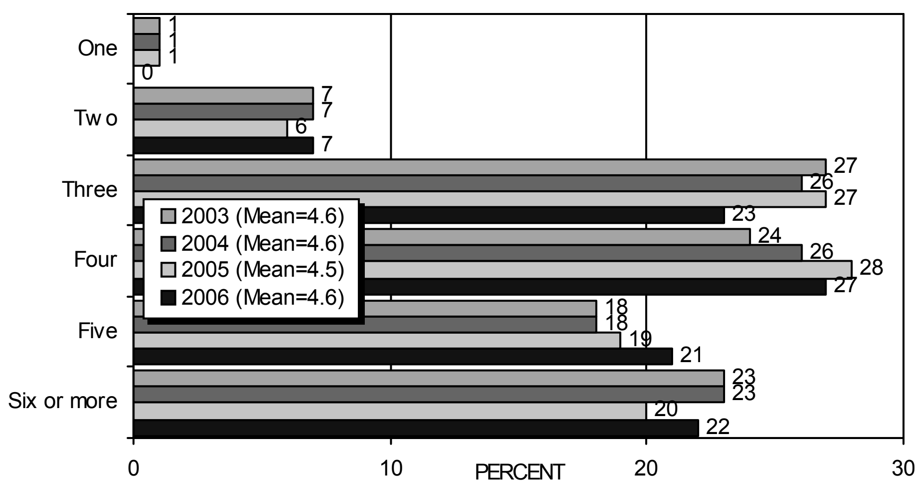


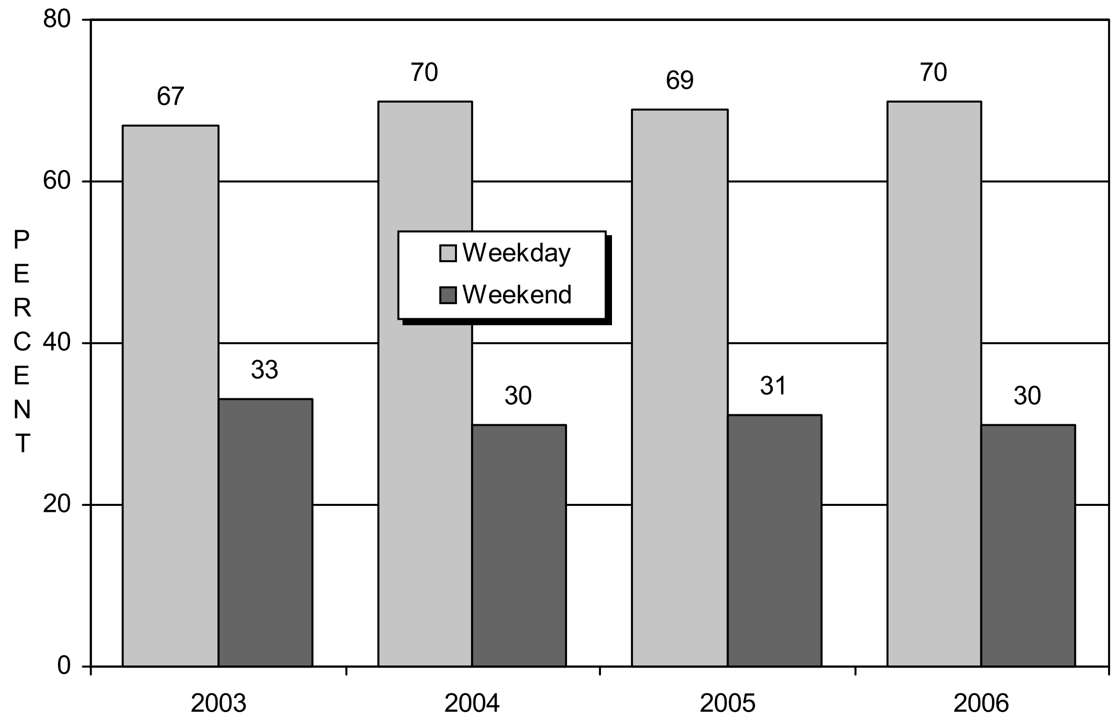
FIGURE 32
Days Stayed*



In 2006, visitors stayed an average of 3.6 nights and 4.6 days in Las Vegas -— consistent with past averages (Figures 31 and 32).

* 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
Weekend Versus Weekday Arrival*



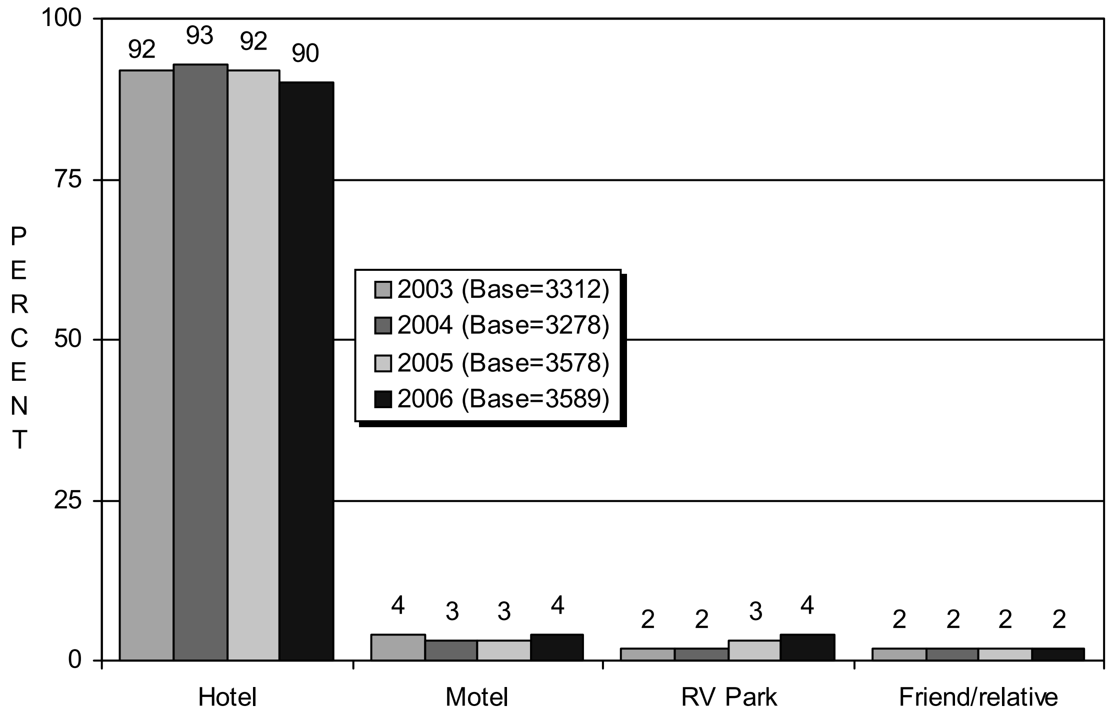
As in the past, about three in ten (30%) visitors arrived in Las Vegas on a weekend, while about seven in ten (70%) arrived on a weekday (Figure 33).

---

* 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.

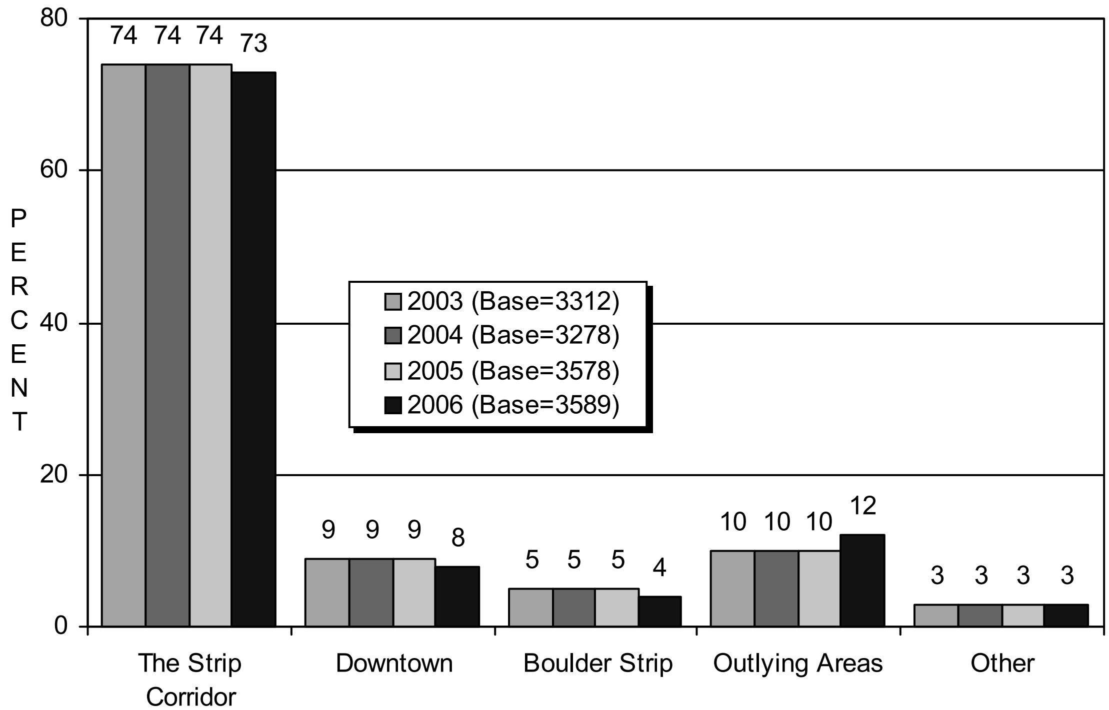
FIGURE 34
Type Of Lodging*
(Among Those Who Stayed Overnight)



Among visitors who stayed in Las Vegas overnight, 90% stayed in a hotel, 4% in a motel, 4% in an RV park, and 2% with friends or relatives (Figure 34).

* 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 35
Location Of Lodging*
(Among Those Who Stayed Overnight)



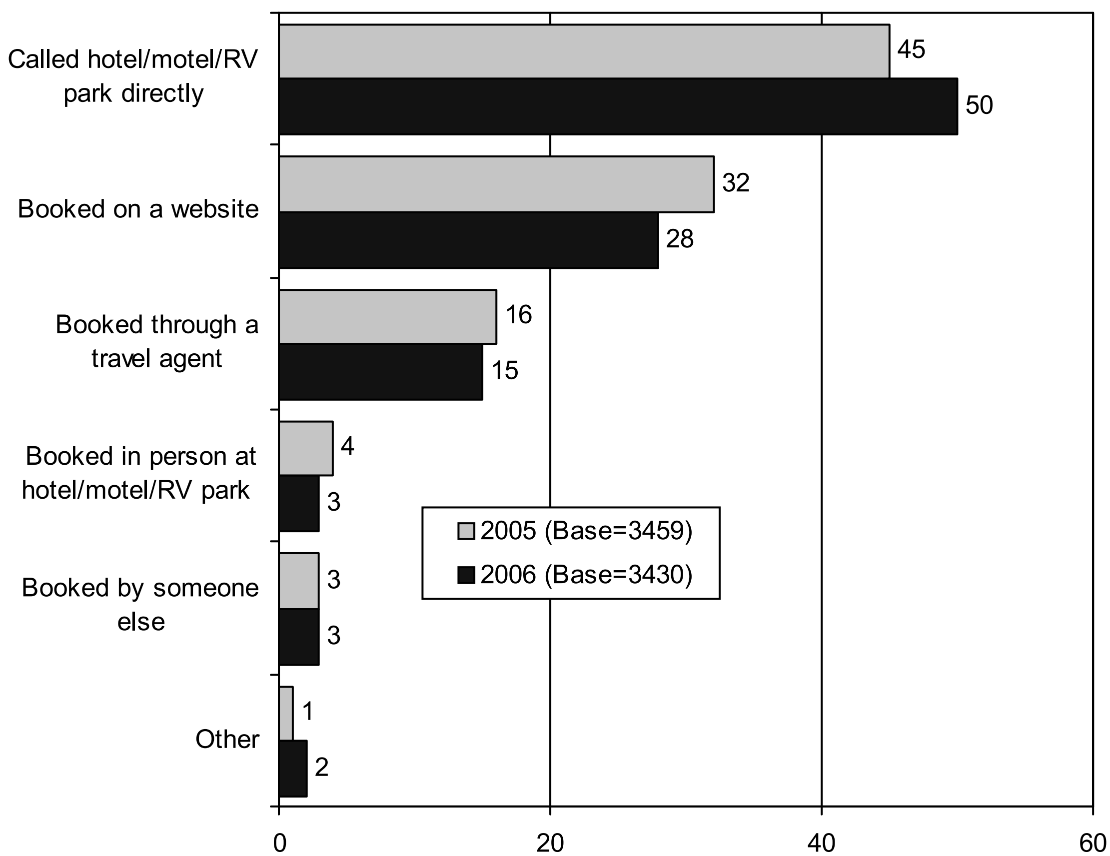
In terms of lodging location (among those who stayed overnight), 73% stayed in a property on the Strip Corridor†, 8% stayed Downtown, 4% stayed on the Boulder Strip. Twelve percent (12%) stayed in outlying parts of Las Vegas (an increase from 10% each in past years), and 3% stayed in other areas (Figure 35).

---

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

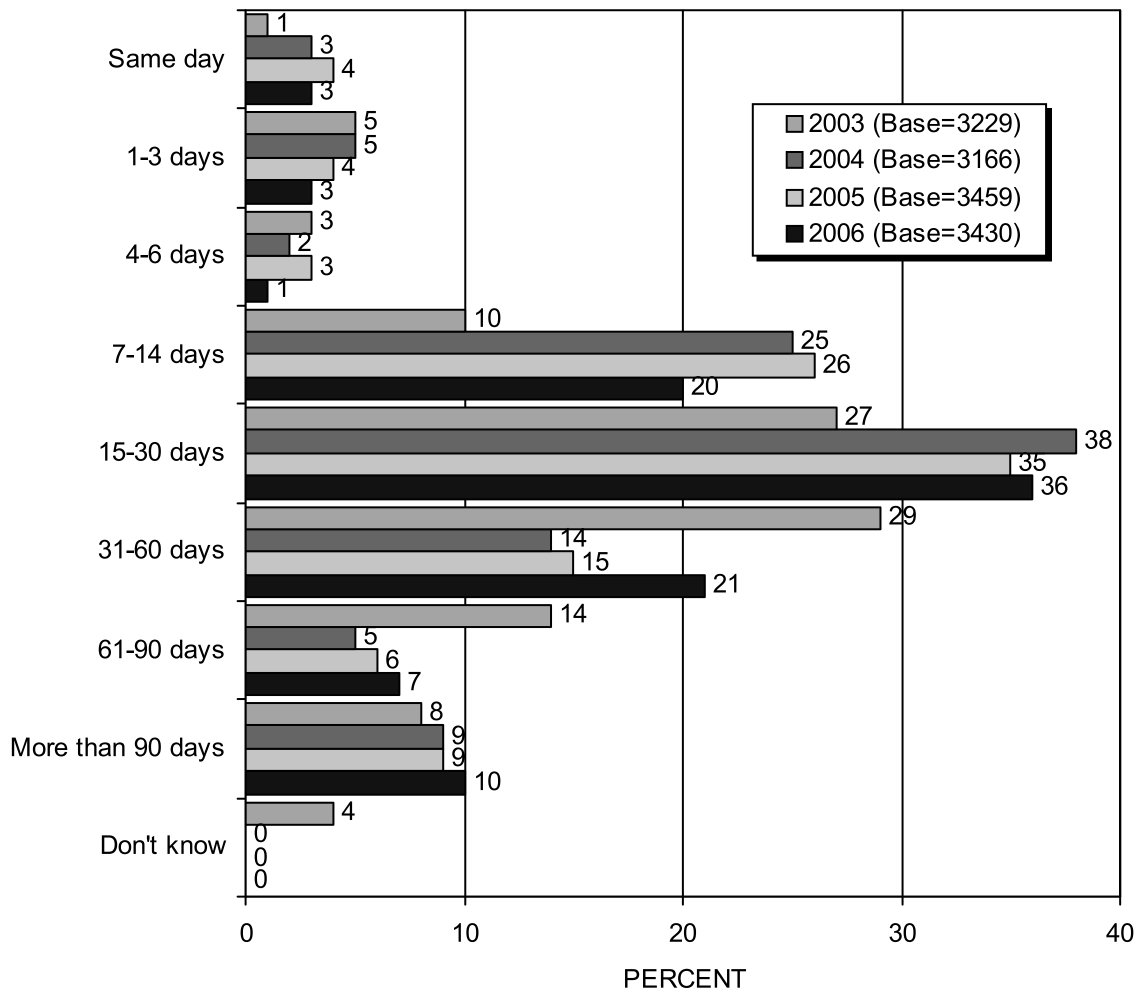
† The Strip Corridor includes properties located directly on Las Vegas Boulevard South, as well as properties near the Strip, between Valley View Road and Paradise Road.

FIGURE 36
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 (Figure 36). In 2006 one-half (50%) said they called the hotel, motel, or RV park directly (up significantly from 45% in 2005), 28% said they used a website (down significantly from 32% last year), while 15% said they booked through a travel agent. Three percent (3%) said they booked in person at the hotel, motel, or RV park they stayed at, and another 3% said they did not know how their accommodations were booked because someone else booked them.

FIGURE 37
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 37). Thirty-eight (38%) of visitors in 2006 booked more than a month in advance, an increase from 28% in 2004 and 30% in 2005, but still lower than the 51% who did so in 2003. By comparison, 56% of 2006 visitors booked one week to one month in advance, down from 63% in 2004 and 61% in 2005, but significantly greater than the 37% who did so in 2003. Only 7% of visitors reported making their reservations less than one week before arrival, down from all previous years.

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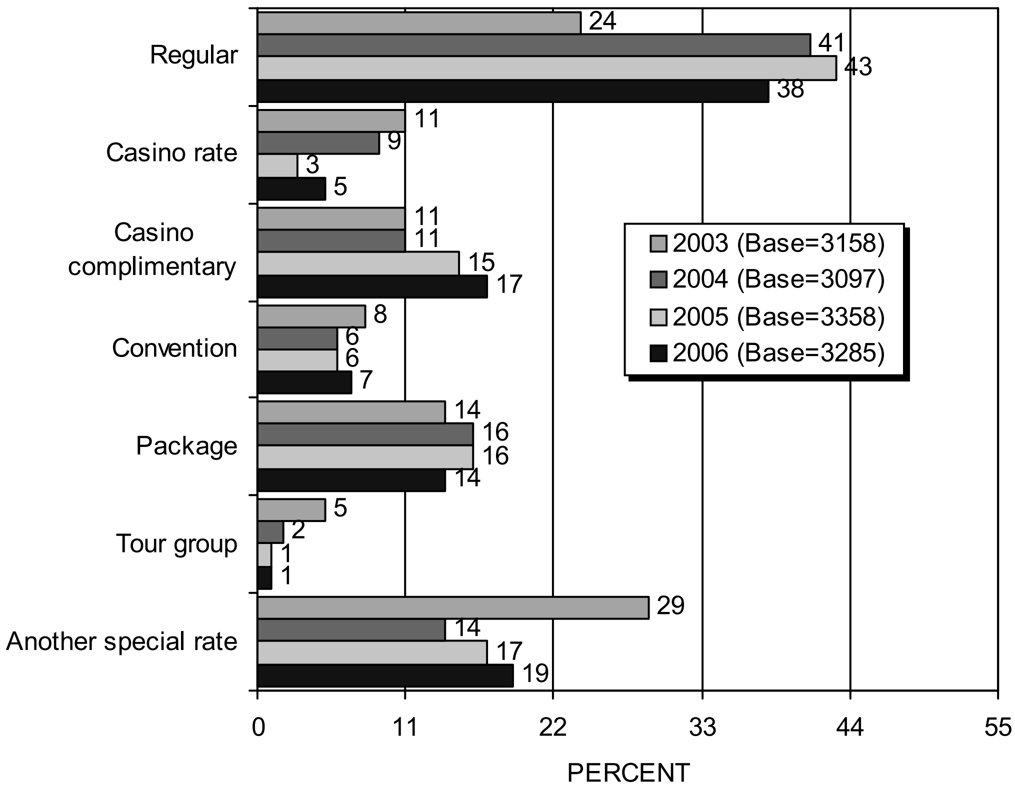
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 38
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 38). Nearly four in ten visitors (38%) paid a regular room rate, down from 41% in 2004 and 43% in 2005, but up significantly from 24% in 2003. Seventeen percent (17%) received a casino complimentary rate, similar to last year, but up significantly from 11% each in 2003 and 2004, while 5% paid a casino rate (up from 3% last year, but down from 11% in 2003, and 9% in 2004). Fourteen percent (14%) of visitors paid a package rate, while the proportion receiving a tour group rate (1%) was the same as last year, but down from both 2003 (5%) and 2004 (2%). Seven percent (7%) paid a convention rate, and the remaining 19% paid some other kind of rate, up from 14% in 2004, but still lower than 29% in 2003.

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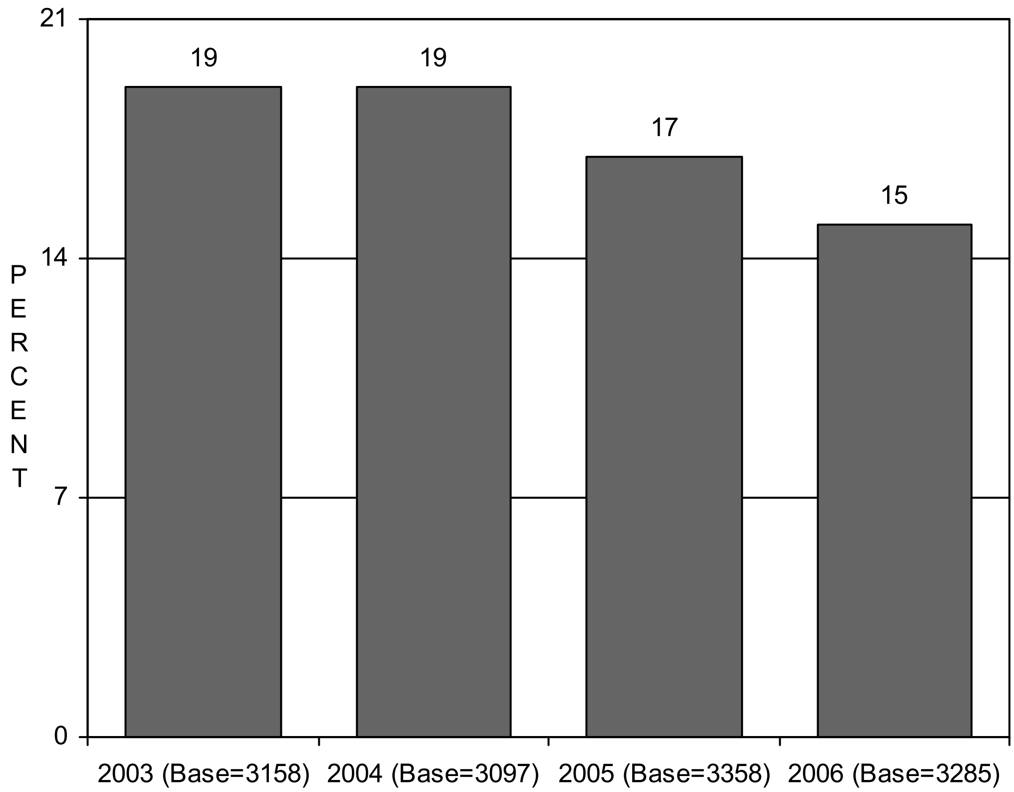
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

† 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.

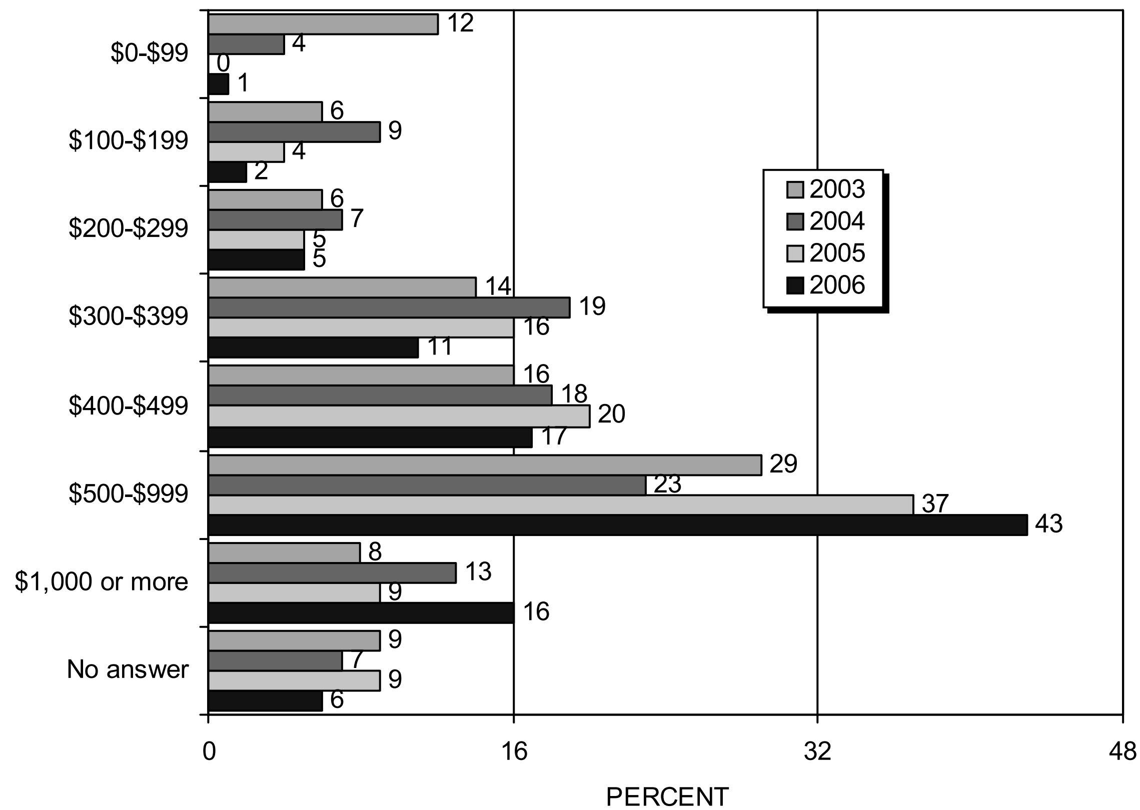
FIGURE 39
Package Purchasers*
(Among Those Staying In A Hotel Or Motel)



Fifteen percent (15%) of visitors purchased a package deal or were part of a tour group, down significantly from 19% in both 2003 and 2004 (Figure 39).

* 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 40
Cost Of Package Per Person*
(Among Those Who Bought A Package)

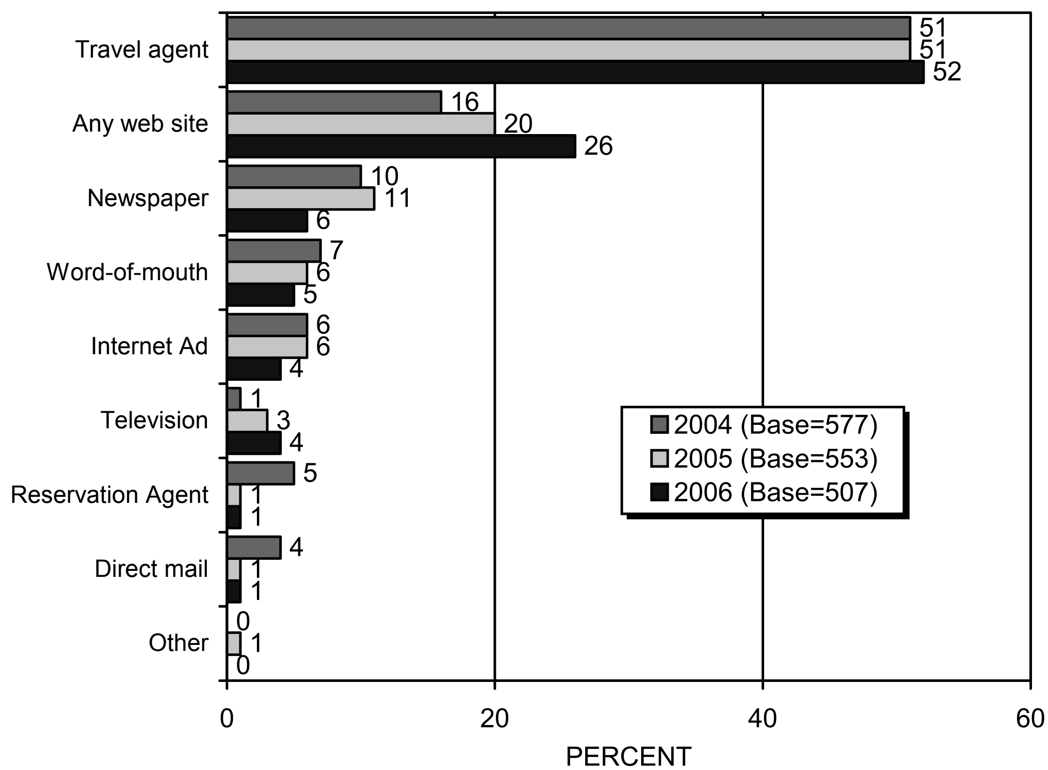


Means: 2003=$484.13, 2004=$561.49, 2005=$571.43, 2006=$662.78
Base Sizes: 2003=595, 2004=577, 2005=553, 2006=507

We asked those who had purchased a hotel, airline, or a tour/travel group package how much their packages cost per person (Figure 40). The average cost of such a package in 2006 was $662.78, up significantly from $484.13 in 2003, $561.49 in 2004, and $571.43 in 2005.

* 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
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 41). More than one-half (52%) said from a travel agent. One in four (26%) mentioned a website (an increase from 16% in 2004 and 20% last year), while in 6% said a newspaper, 5% said through word of mouth, and 4% each mentioned an Internet or television advertisement.

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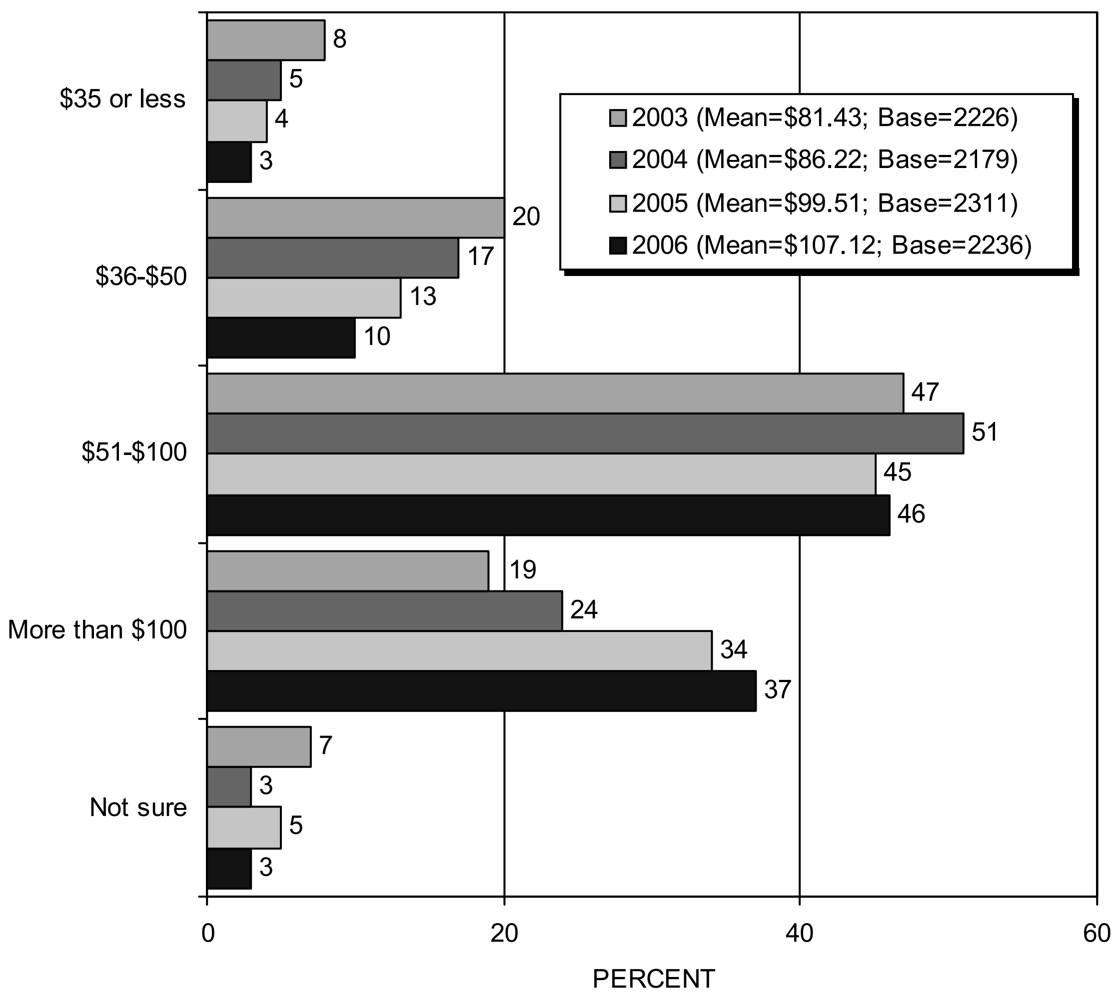
* NOTE: This question was first asked in 2004.

FIGURE 42
Lodging Expenditures — Average Per Night*
(Among Those Staying In A Hotel Or Motel/Non-Package)

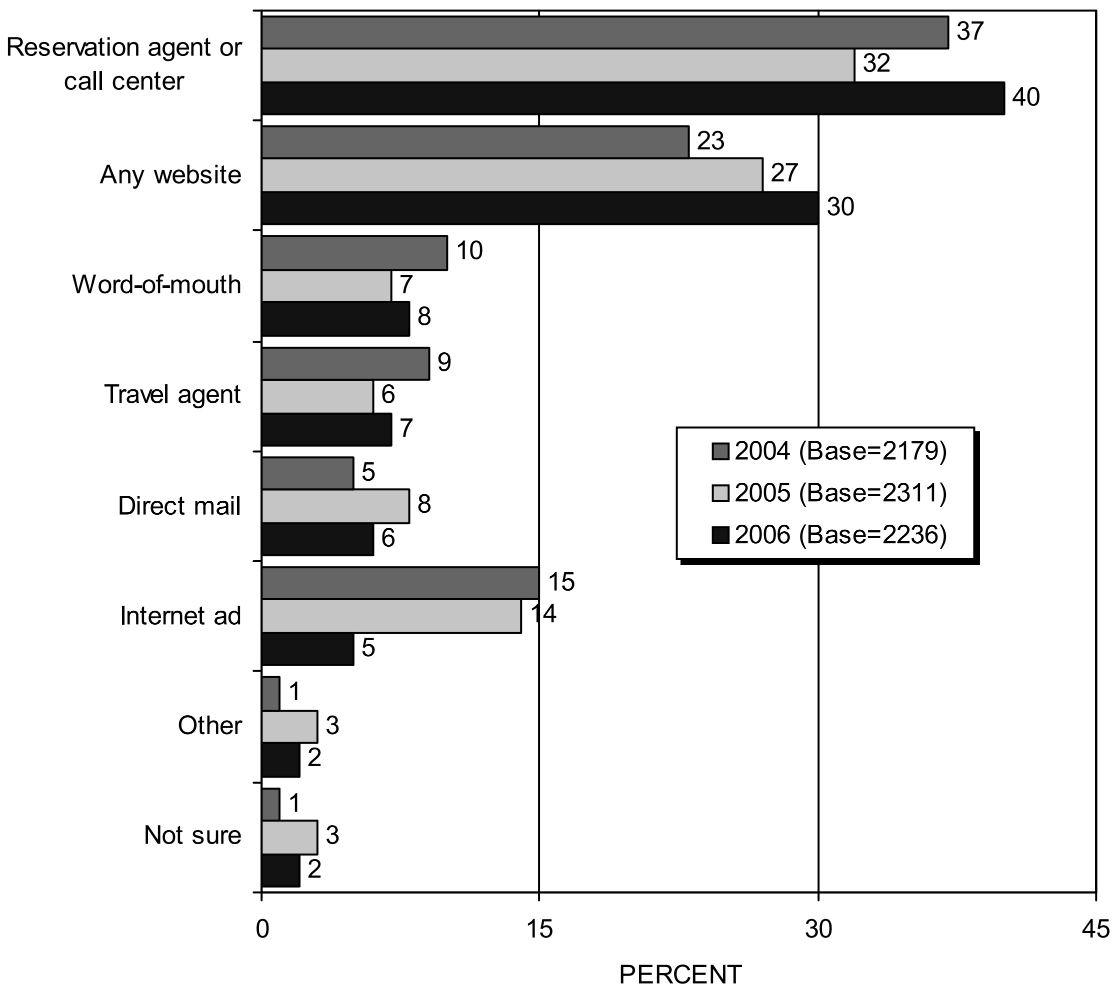


We looked at lodging expenditures among those who did *not* purchase travel packages (Figure 42). More than one-third (37%) of these non-package visitors paid over $100 per night for their room, a significant increase from 19% in 2003 and 24% in 2004.

The average daily room rate for non-package visitors was $107.12 in 2006, up significantly from $81.43 in 2003, $86.22 in 2004, and $99.51 in 2005.

* 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
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 43). Four in ten (40%) said it was through a reservation agent or call center, up from 37% in 2004 and 32% in 2005. Three in ten (30%) mentioned a website, up slightly from 27% last year, and up significantly from 23% in 2004. Eight percent (8%) said it was through word of mouth, 7% said a travel agent, 6% mentioned direct mail, and 5% said an Internet ad (pop-up or banner), down from previous years.

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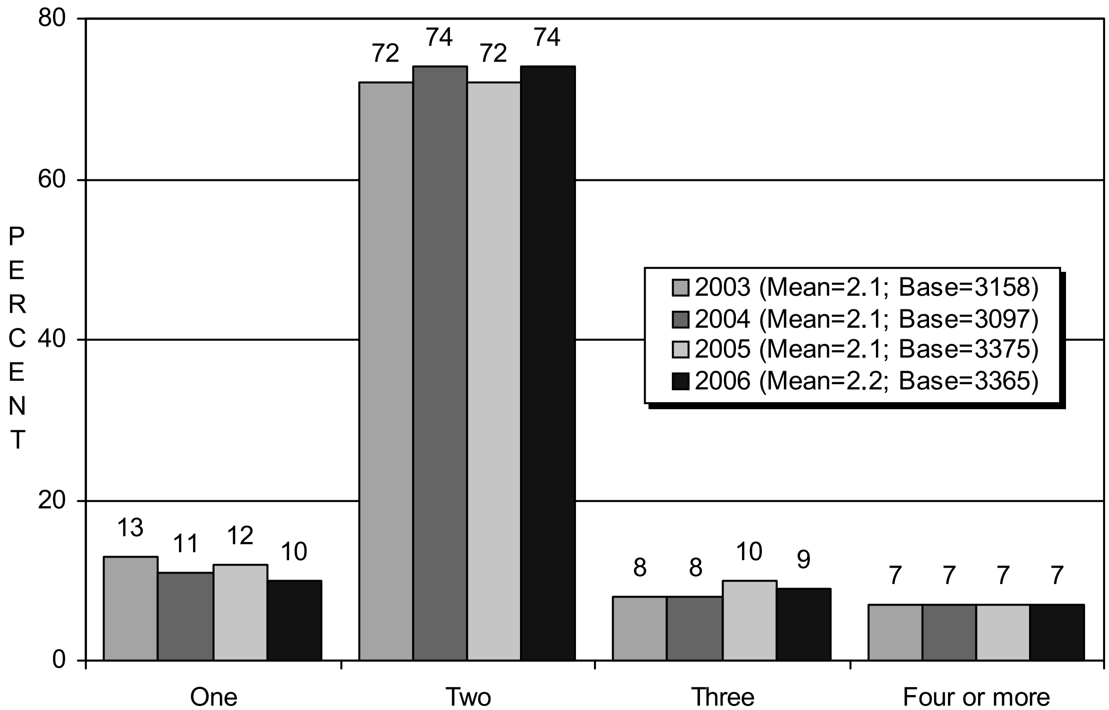
* This question was first asked in 2004.

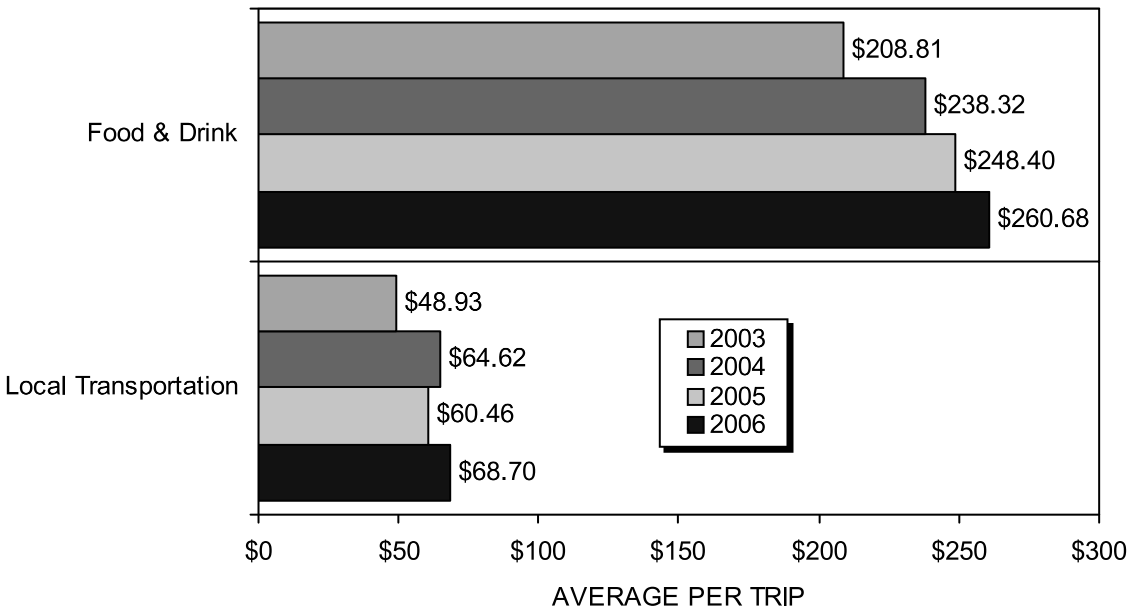
FIGURE 44
Number Of Room Occupants*
(Among Those Staying In A Hotel Or Motel)



As in past years, the majority (74%) of visitors who stayed in a hotel or motel said two people stayed in their room (Figure 44). The mean (average) number of room occupants in 2006 was 2.2.

* 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 45
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 45 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 2006 was $260.68, up significantly from $208.81 in 2003, $238.32 in 2004, and $248.40 in 2005.

The average transportation expenditure for 2006 was $68.70, up from $48.93 in 2003 and $60.46 last year.

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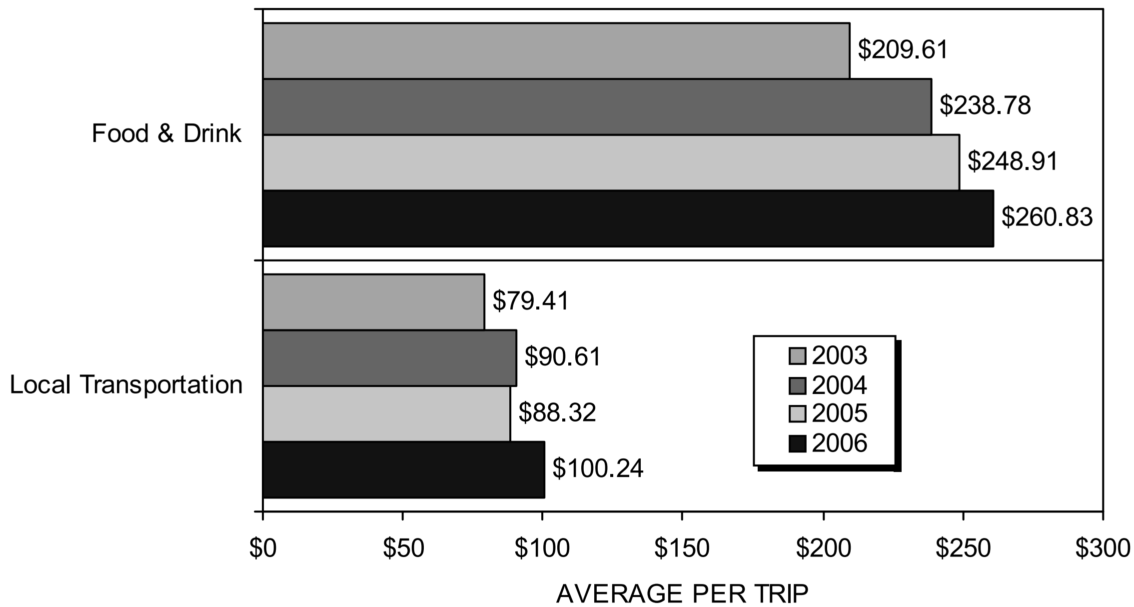
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

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 46
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 2006 was $260.83, up significantly from $209.61 in 2003, $238.78 in 2004, and $248.91 in 2005 (Figure 46).

The average trip expenditure on local transportation for 2006 was $100.24, up from $79.41 in 2003, $90.61 in 2004, and $88.32 last year.

---

* 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	2006
Food and Drink				
Base size	(3317)	(3294)	(3592)	(3592)
Proportion of total	99%	99.8%	99.8%	99.8%
Local Transportation				
Base size	(2021)	(2350)	(2456)	(2465)
Proportion of total	60%	71%	68%	68%

FIGURE 47
Average Trip Expenditures On
Shopping, Shows, And Sightseeing*
(Including Visitors Who Spent Nothing In That Category)

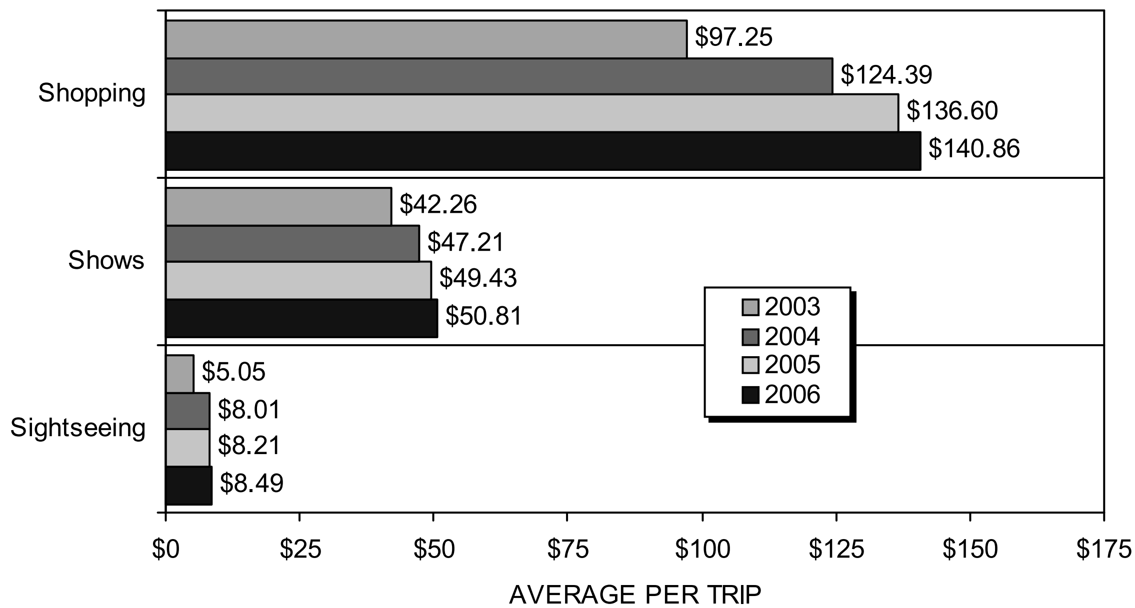
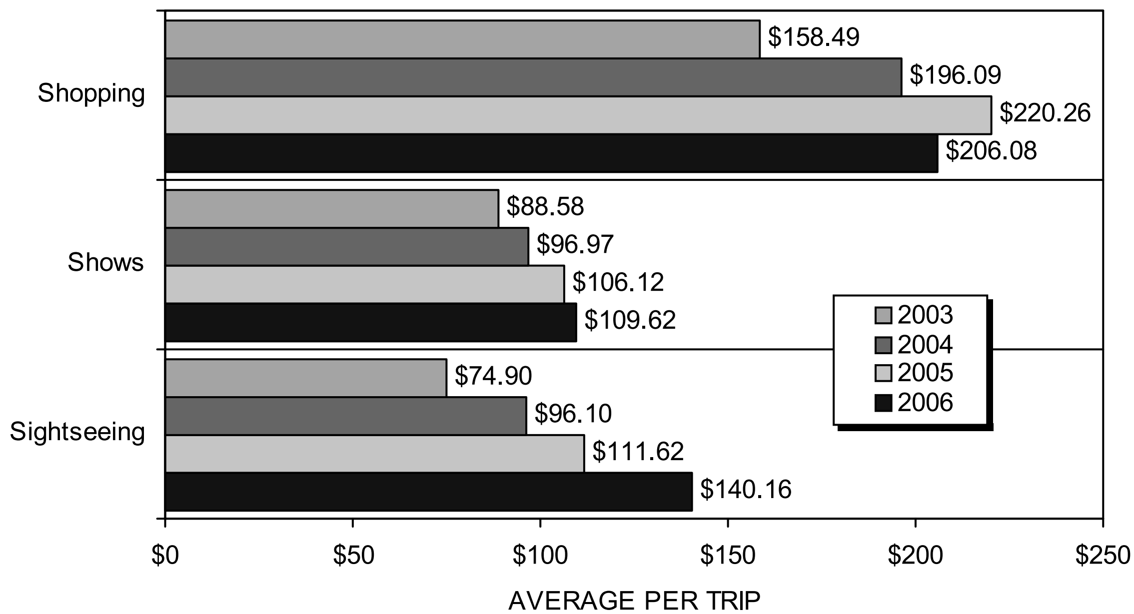


Figure 47 shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas — *including visitors who said they spent nothing* in these categories. The average trip expenditure on shopping was $140.86, up significantly from $97.25 in 2003. The average expenditure on shows was $50.81, also up significantly from $42.26 in 2003. The average expenditure on sightseeing was $8.49, 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 48
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 $206.08, up significantly from $158.49 in 2003 (Figure 48). The average trip total spent on shows was $109.62, up from $88.58 in 2003 and $96.97 in 2004. The sightseeing total was $140.16, up significantly from $74.90 in 2003, $96.10 in 2004, and $111.62 in 2005.

---

* 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.

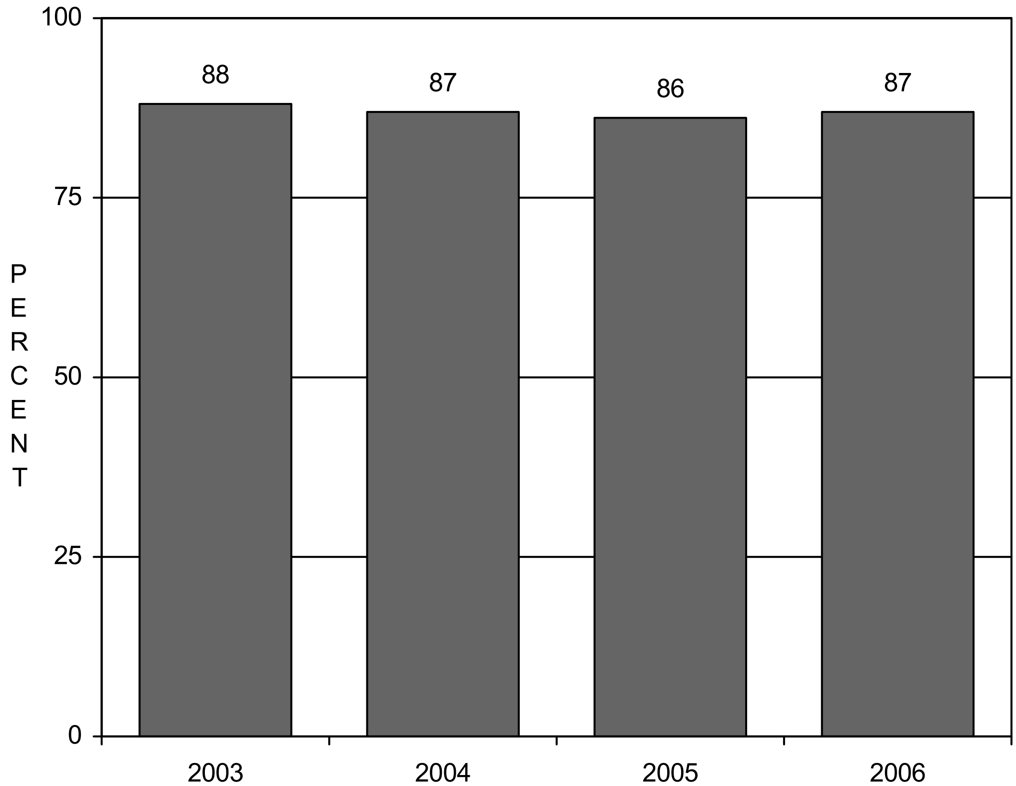
† Percentages of respondents who spent money in each category are shown in the following table:

	2003	2004	2005	2006
Shopping				
Base size	(1969)	(2093)	(2232)	(2459)
Proportion of total	59%	63%	62%	68%
Shows				
Base size	(1592)	(1606)	(1677)	(1667)
Proportion of total	48%	49%	47%	46%
Sightseeing				
Base size	(222)	(274)	(265)	(218)
Proportion of total	7%	8%	7%	6%

GAMING BEHAVIOR AND BUDGETS

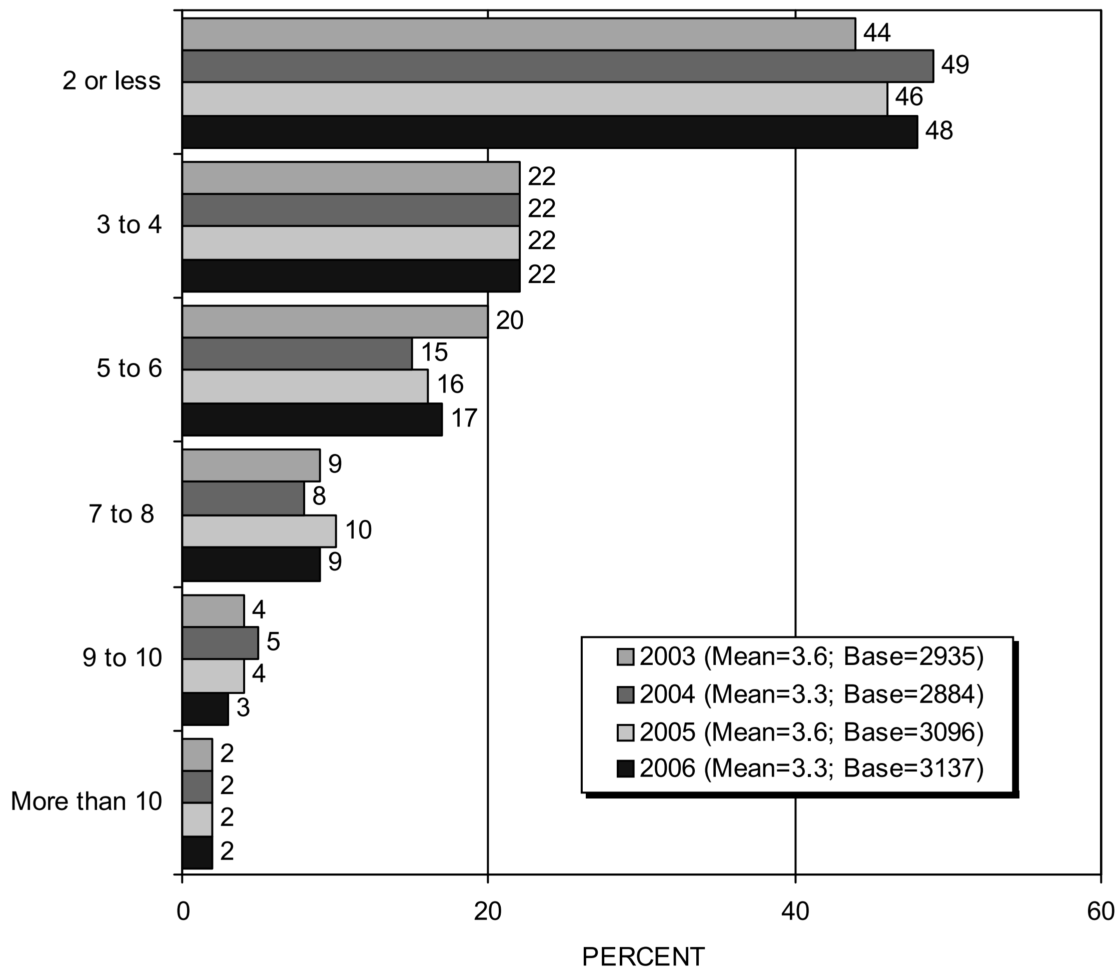
Eighty-seven percent (87%) of all visitors said they gambled while in Las Vegas, similar to past years (Figure 49).

FIGURE 49
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.

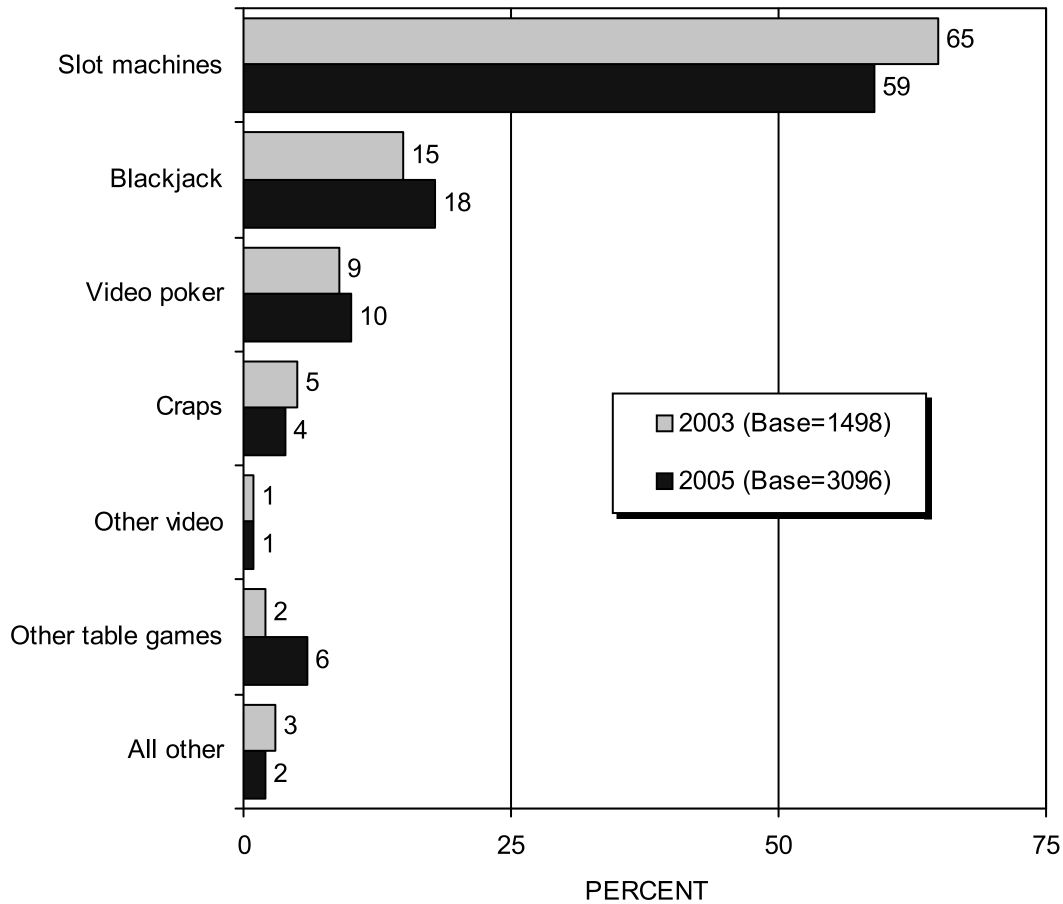
FIGURE 50
Hours Of Gambling — Average Per Day*
(Among Those Who Gambled)



Among those who gambled while in Las Vegas, the average amount of time spent gambling per day was 3.3 hours, the same as 2004, but down from 3.6 hours each in 2003 and 2005 (Figure 50).

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

FIGURE 51
Casino Game Played Most Often*
(Among Those Who Gambled — Asked Every Other Year)



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 51).

* This question is asked every other year and was not asked in 2004 or 2006. In this calendar year report, the data reported for 2003 is from January through June of that year.

FIGURE 52
Number of Casinos Visited*

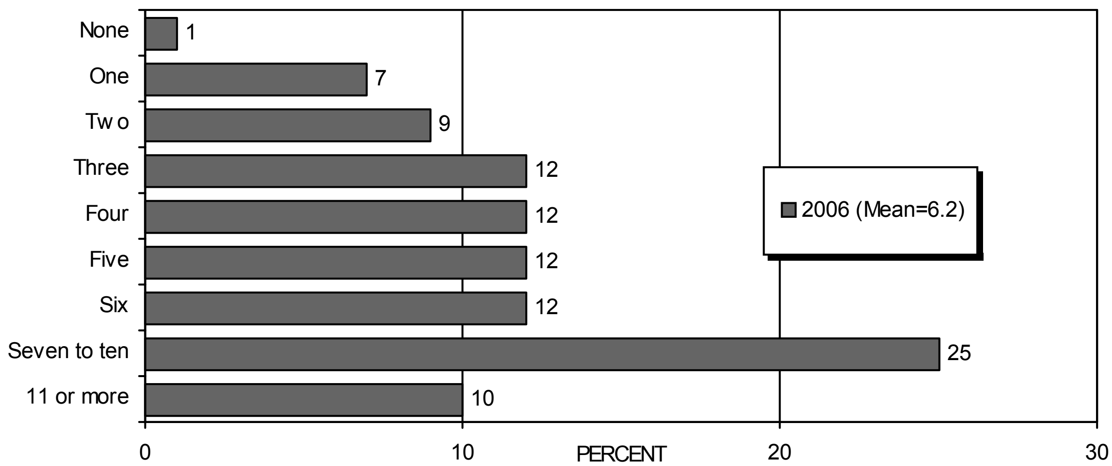
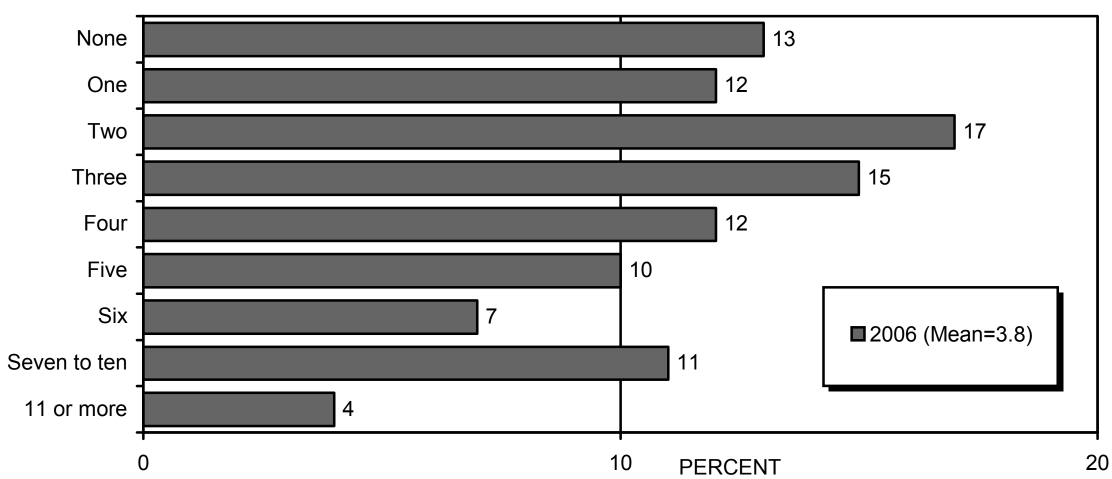


FIGURE 53
Number of Casinos Where Gambled*



All visitors to Las Vegas were asked how many casinos they had visited, and in how many of those casinos they had gambled. The average number of casinos visited in 2006 was 6.2, and the number of casinos at which visitors gambled was 3.8 (Figures 52 and 53).

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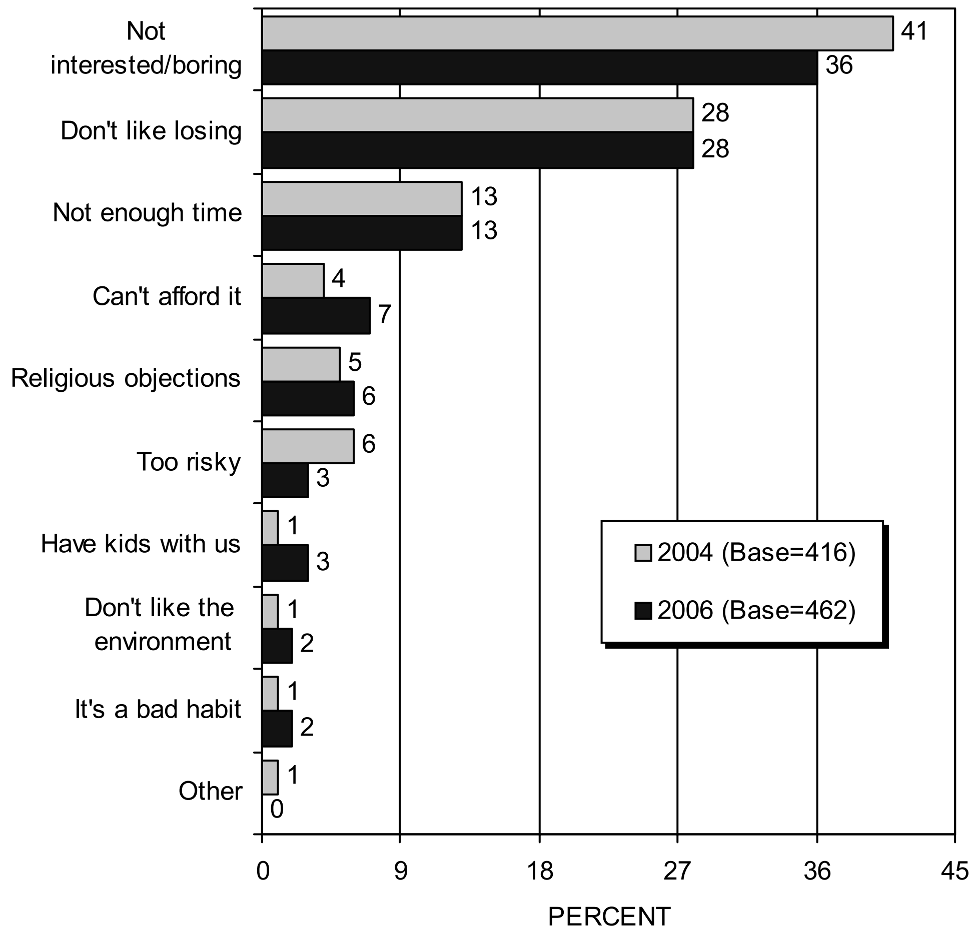
* These questions were added in 2006.

FIGURE 54
Main Reason For Not Gambling*
(Among Those Who Did Not Gamble – Asked Every Other Year)



Visitors who did not gamble were asked why (Figure 54). The largest numbers of these visitors said they were not interested in gambling or found it boring (36%). Another 28% said they didn't like losing, while 13% said they didn't have enough time for gambling, 7% said they can't afford it, 6% voiced religious objections, 3% each said it's too risky or that they have children with them, and 2% each said they don't like the environment or that it's a bad habit.

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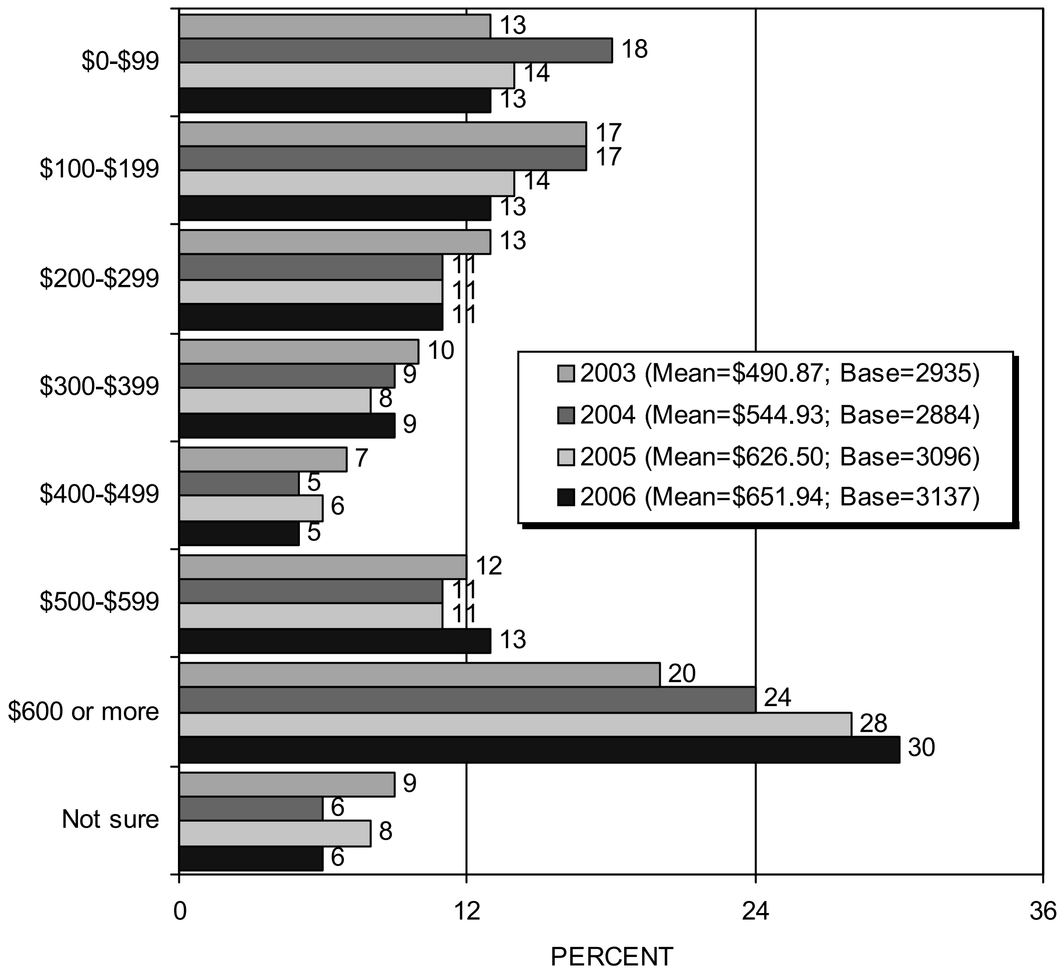
* This question is asked every other year and was not asked in 2003 or 2005.

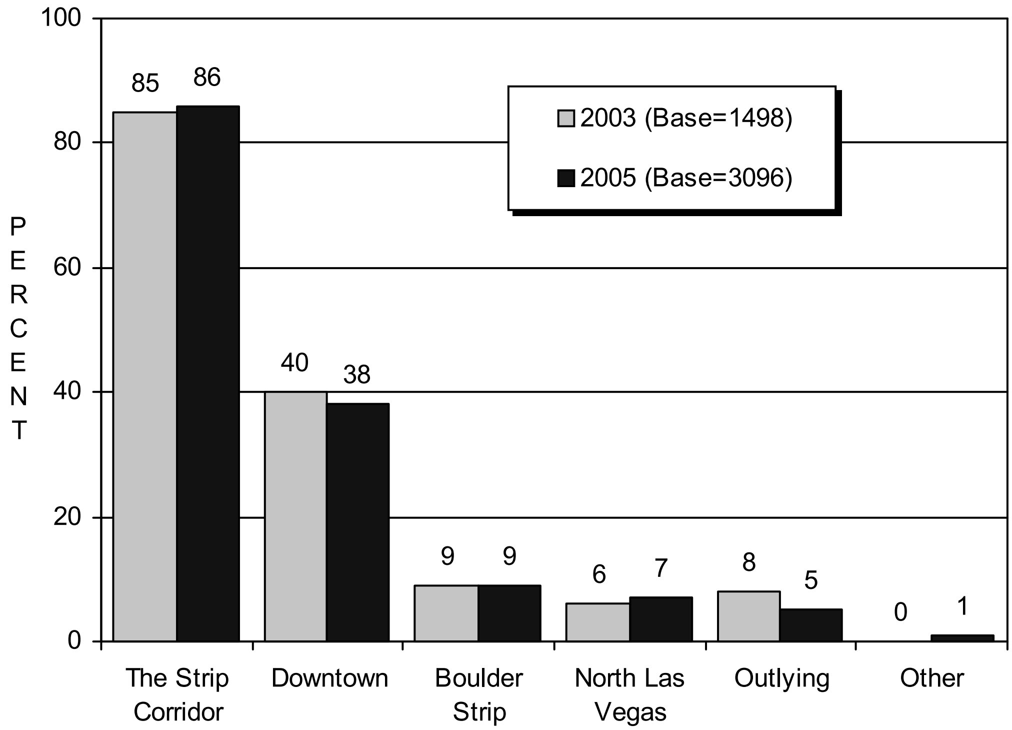
FIGURE 55
Trip Gambling Budget*
(Among Those Who Gambled)



As Figure 55 shows, the average gambling budget among those who gambled was $651.94, similar to last year, but up significantly from $490.87 in 2003 and $544.93 in 2004. Thirty percent (30%) of gamblers said they budgeted $600 or more for gambling, up slightly from 28% last year and up significantly from 20% in 2003 and 24% 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 56
Where Visitors Gambled*
(Among Those Who Gambled – Asked Every Other Year)



Most visitors (86%) gambled on the Strip Corridor† (Figure 56). 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.

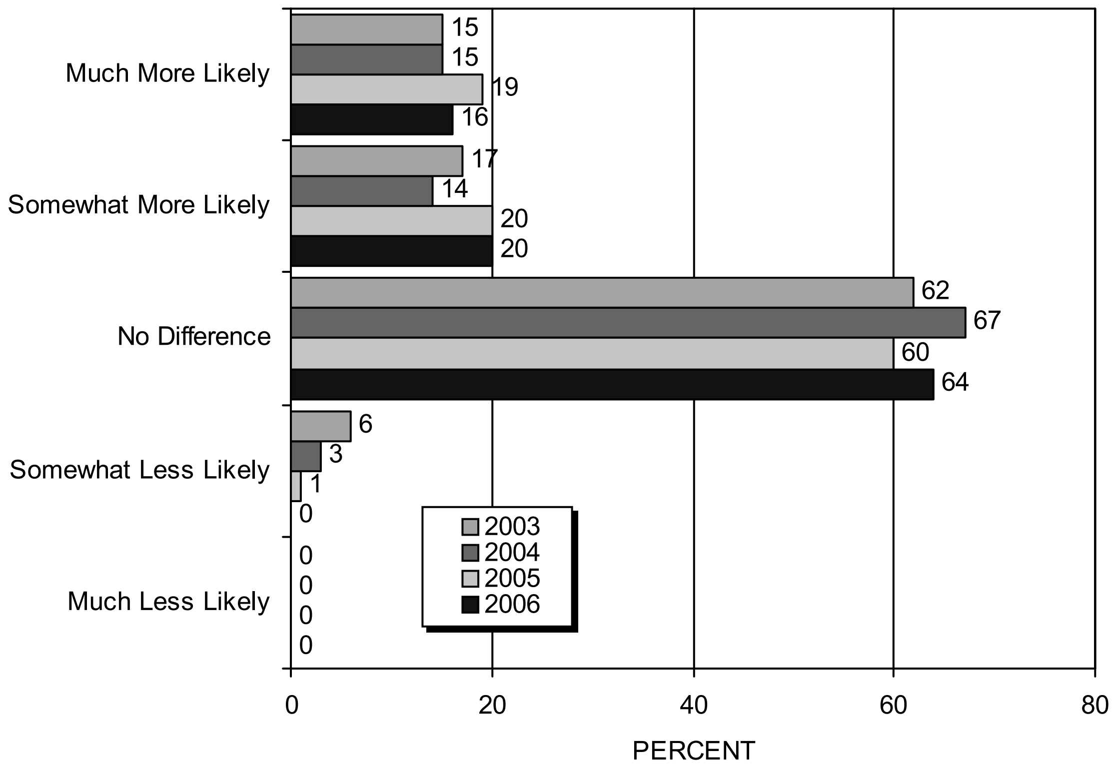
---

* This question is asked every other year and was not asked in 2004 or 2006. 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 57
Likelihood Of Visiting Las Vegas With
More Places To Gamble Outside Las Vegas*



Visitors to Las Vegas were asked the following:

> "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?"

Sixty-four percent (64%) of visitors said that having other places to gamble made no difference in their decision to visit Las Vegas, up from 60% last year, but down significantly from 67% in 2004 (Figure 57). At the same time, 36% of visitors said they were either somewhat or much *more* likely to visit Las Vegas, down from 39% last year, but up from 32% in 2003 and 29% in 2004. Less than 1% said they were *less* likely to visit Las Vegas, down from 6% in 2003 and 3% in 2004.

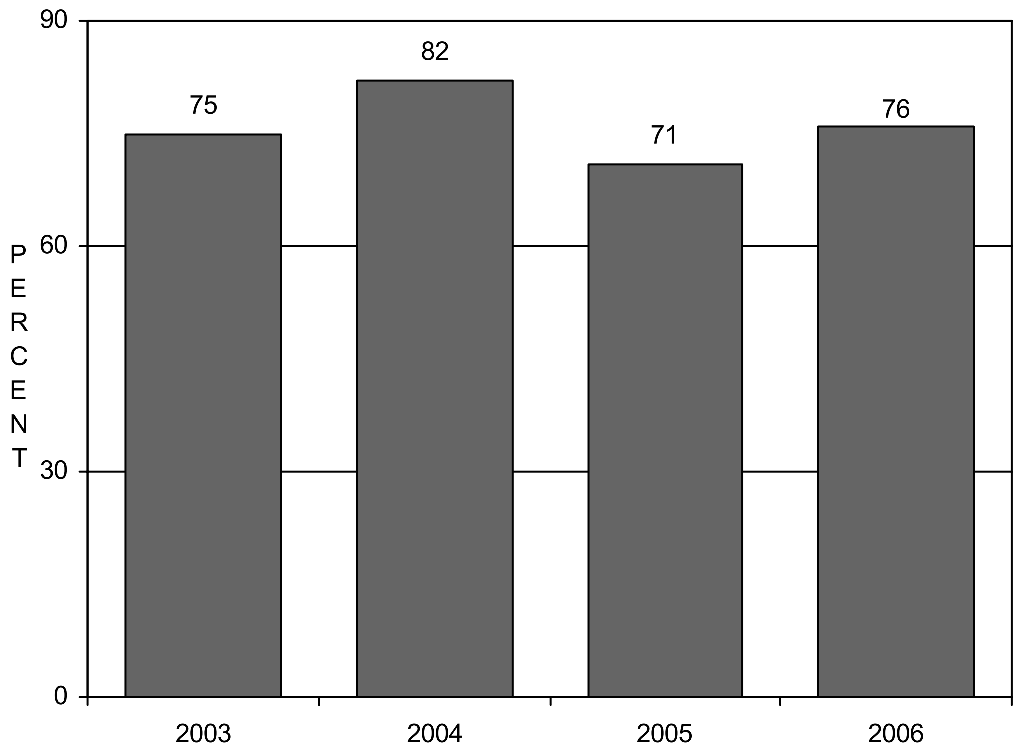
---

* 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-six percent (76%) of visitors attended shows during their stay, down significantly from 82% in 2004, but up from 71% last year (Figure 58).

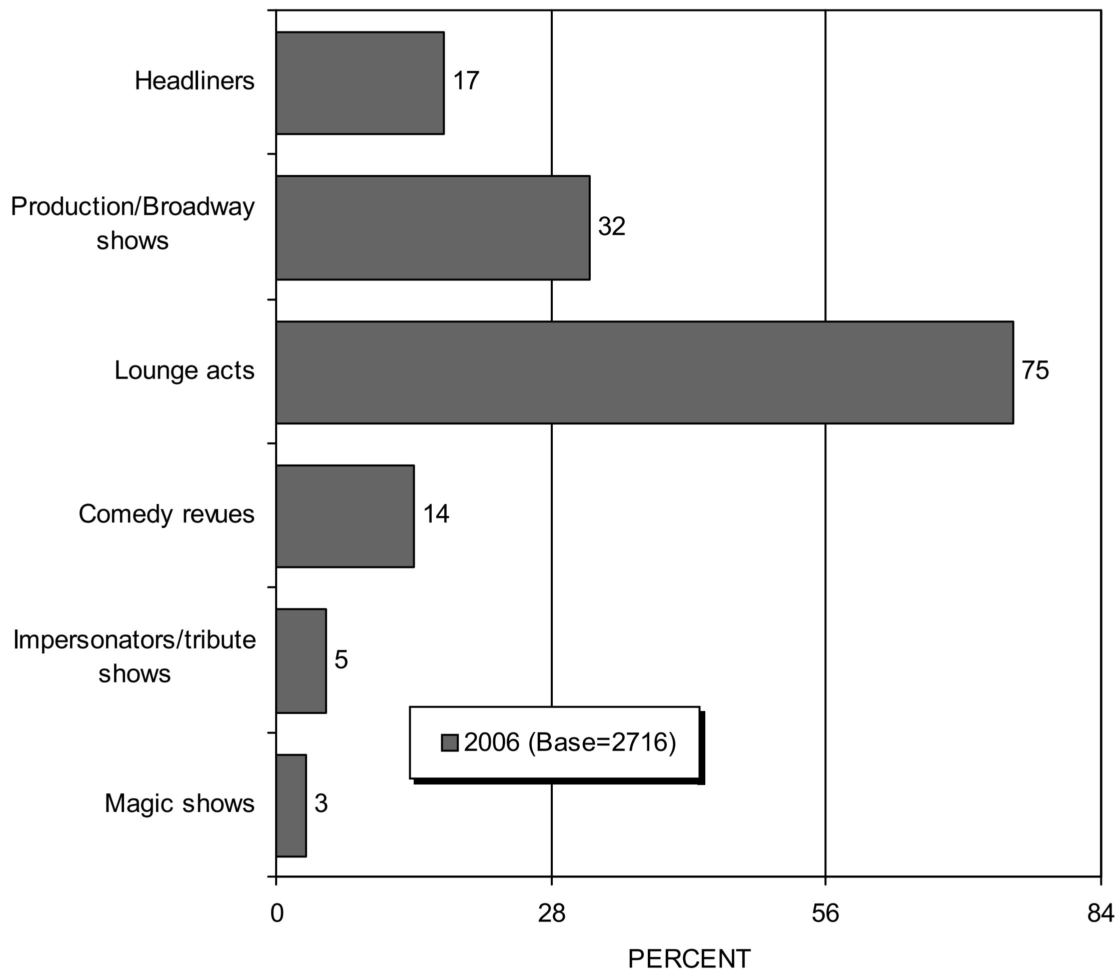
FIGURE 58
Entertainment Attendance*



* 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 59
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)

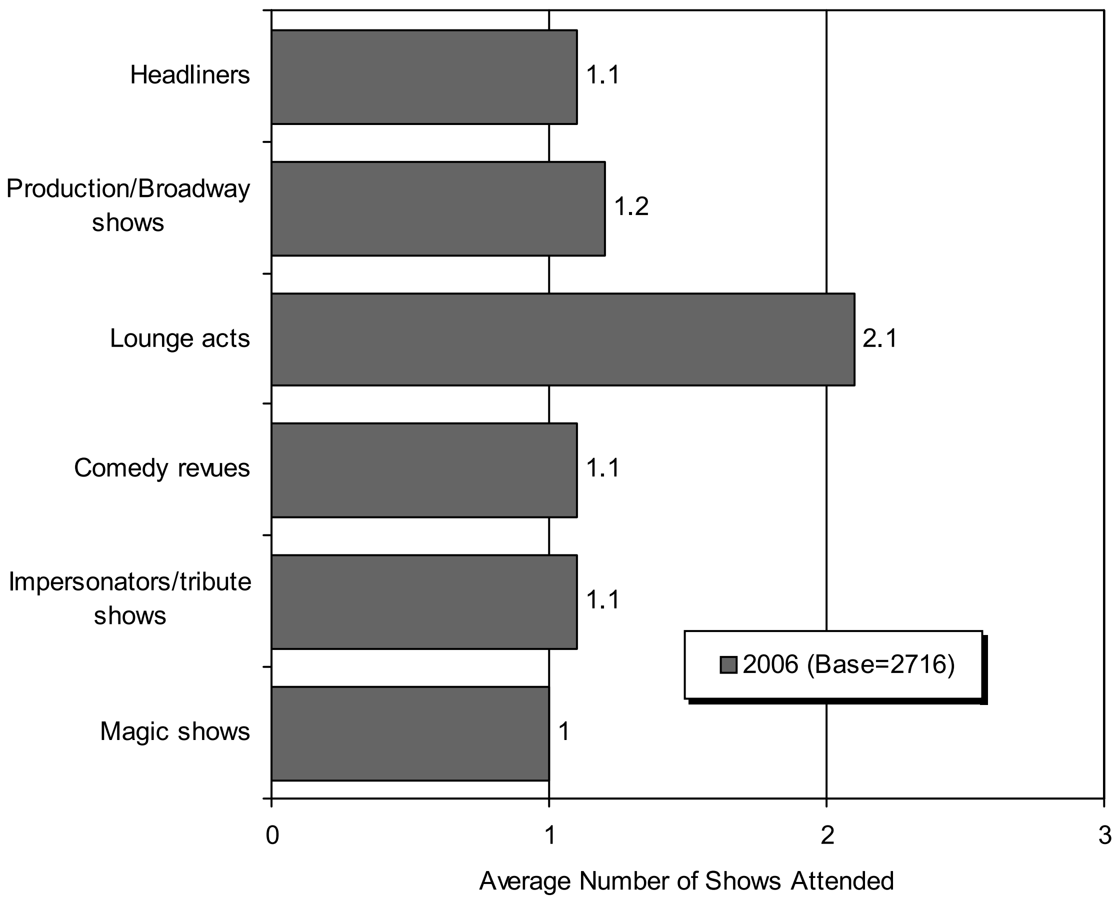


In 2006, 75% of visitors who saw a show in Las Vegas went to a lounge act, 32% went to a Production or Broadway show, 17% saw a headliner, 14% saw a comedy show, 5% saw an impersonator/tribute show, and 3% saw a magic show (Figure 59).

* NOTE: In 2006 the method of asking visitors about shows was changed in order to obtain more detailed information about the types of shows attended. As a result of this change, comparisons to past years are not possible.

Multiple responses were permitted.

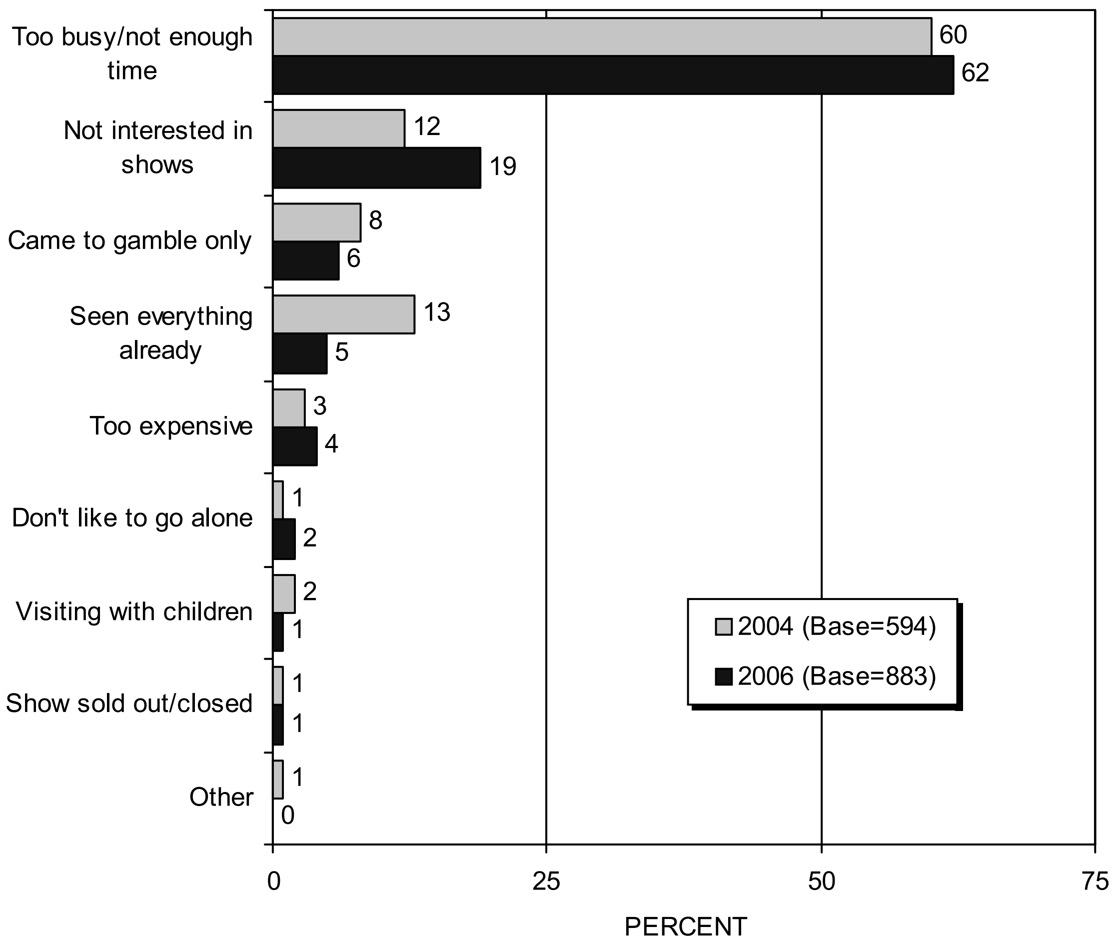
FIGURE 60
Average Number Of Shows Attended*
(Among Those Who Attended Some Form Of Entertainment)



Visitors who saw shows were asked how many shows they saw of each type (Figure 60). The average number of shows attended was highest for visitors who saw lounge acts (2.1). Visitors also saw an average of 1.2 production and Broadway shows, 1.1 headliners, 1.1 comedy revues, 1.1 impersonators/tribute shows, and 1.0 magic shows.

* NOTE: In 2006 the method of asking visitors about shows was changed in order to obtain more detailed information about the types of shows attended. As a result of this change, comparisons to past years are not possible.

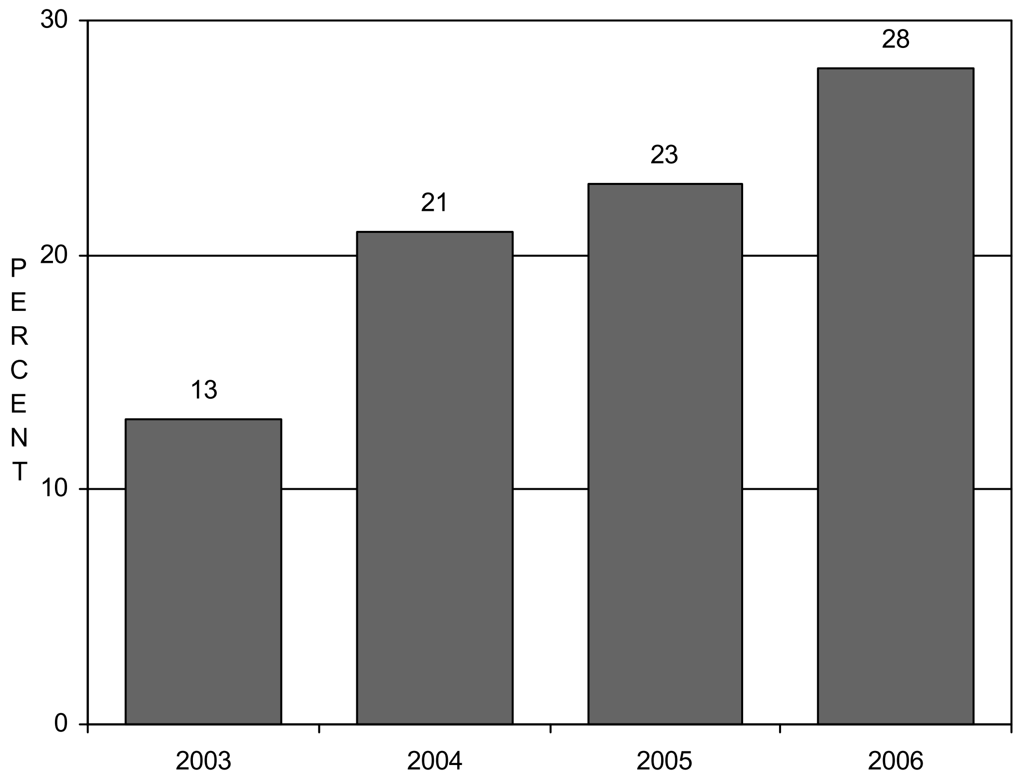
FIGURE 61
Main Reason For Not Attending Any Shows*
(Among Those Who Attended No Shows – Asked Every Other Year)



Visitors who did not attend any shows while in Las Vegas were asked why (Figure 61). Most (62%) said they were too busy. Nineteen percent (19%) said they were not interested in shows (up from 12% in 2004), 6% said they came only to gamble, 5% said they had already seen all the shows (down from 13% in 2004), and 4% said the shows are too expensive.

* This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 62
Whether Has Been To Other Paid Attractions*

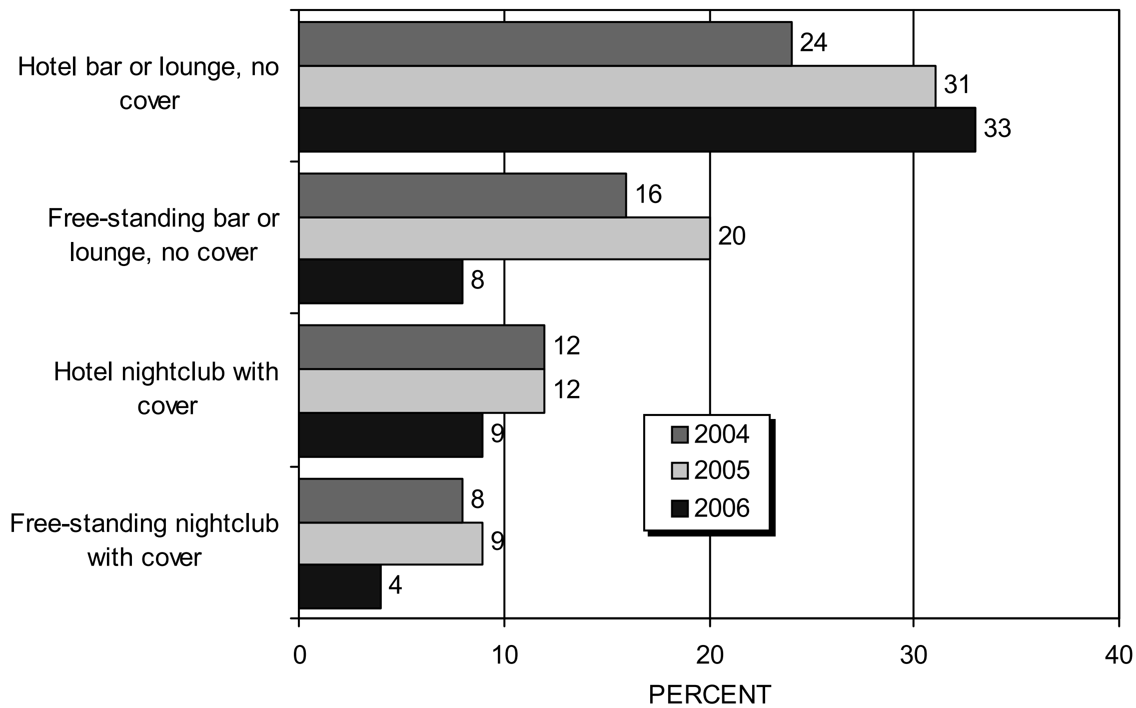


We asked visitors if they had been to other Las Vegas attractions for which they had to pay, such as the theme parks, water parks, or virtual reality rides (Figure 62). Twenty-eight percent (28%) said yes, up significantly from 13% in 2003, 21% in 2004, and 23% last year.

* 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 63
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 63). One in three (33%) said they had been to a no-cover hotel bar or lounge, up significantly from 24% in 2004. Eight percent (8%) had been to a no-cover free-standing bar or lounge, down from 16% in 2004 and 20% last year. Nine percent (9%) had been to a hotel nightclub that charged a cover fee (down from 12% each in 2004 and 2005), and 4% had been to a free-standing nightclub that charged a cover fee, again a decrease from 8% in 2004 and 9% in 2005.

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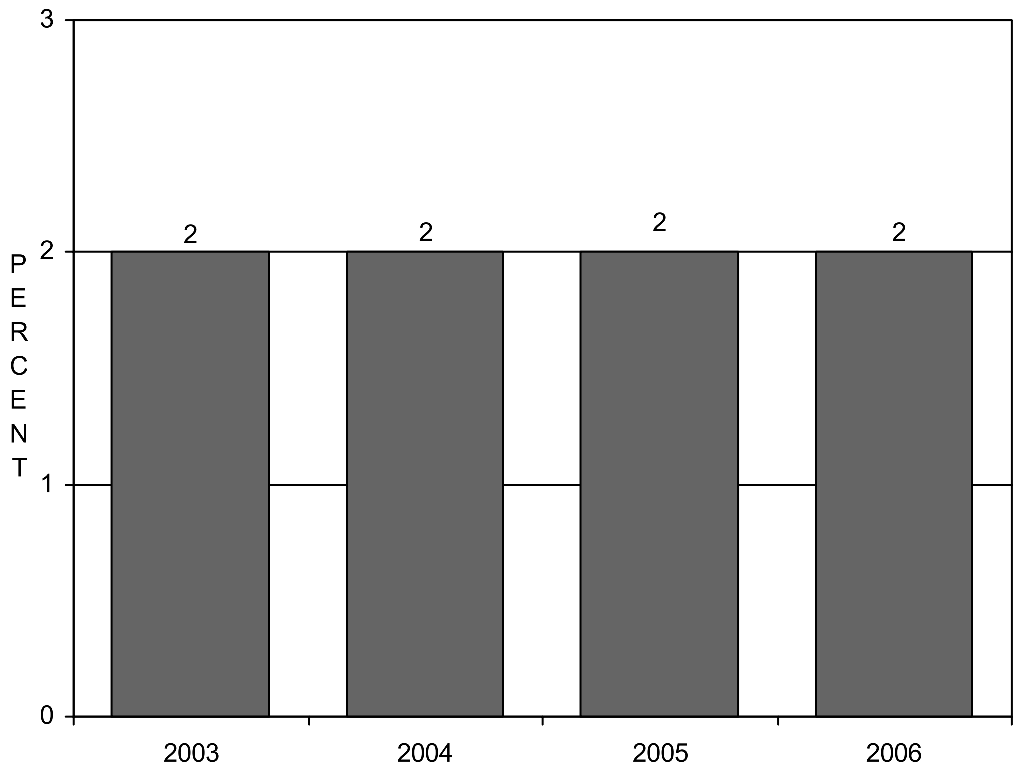
* This question was first asked in 2004.

Only "yes" responses are reported in this chart.

FIGURE 64
Whether Played Golf*



The proportion who said they had played golf during their current visit to Las Vegas was 2%, the same as in past years (Figure 64).

---

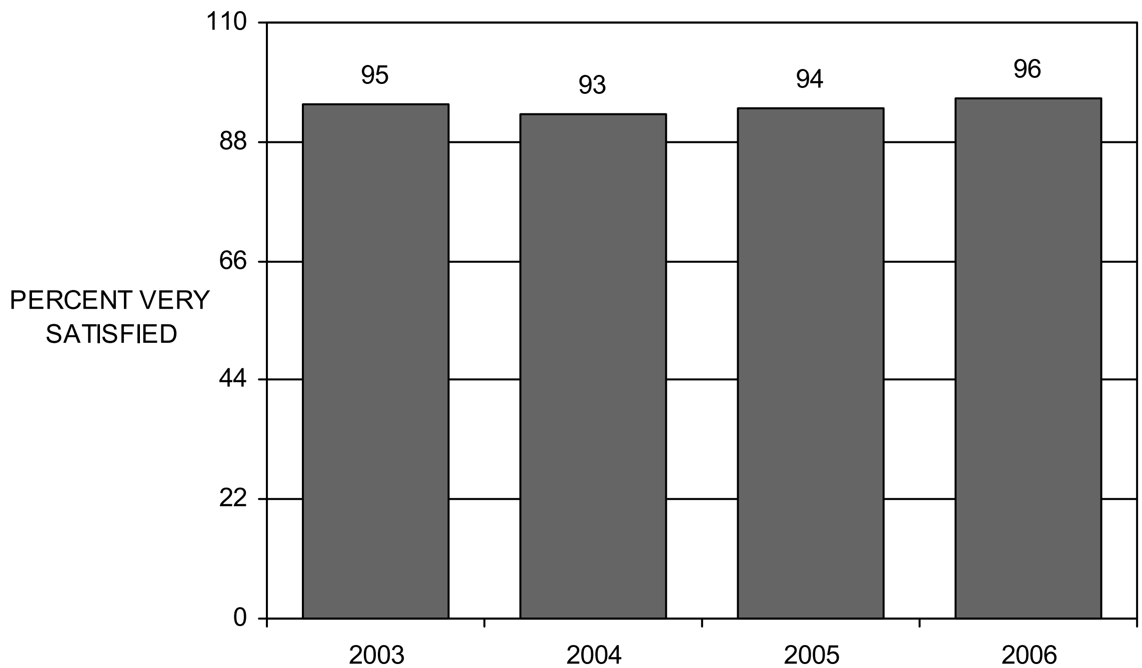
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

ATTITUDINAL INFORMATION

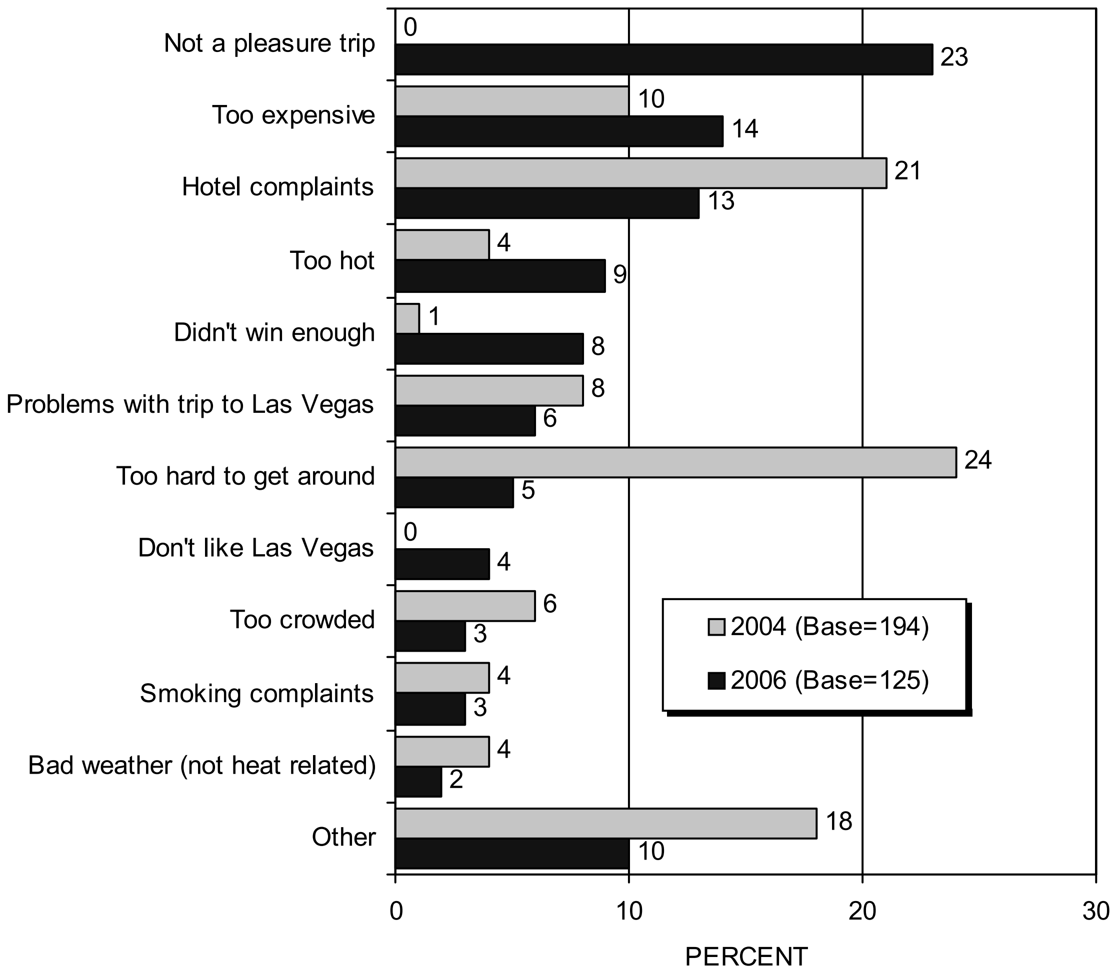
Visitors continued to give Las Vegas high satisfaction ratings. Ninety-six percent (96%) were "very" satisfied with their visit to Las Vegas in 2006 (up from 93% in 2004 and 94% last year), 4% were "somewhat" satisfied, and less than 1% were either "somewhat" or "very" dissatisfied (Figure 65).

FIGURE 65
Satisfaction With Visit*



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

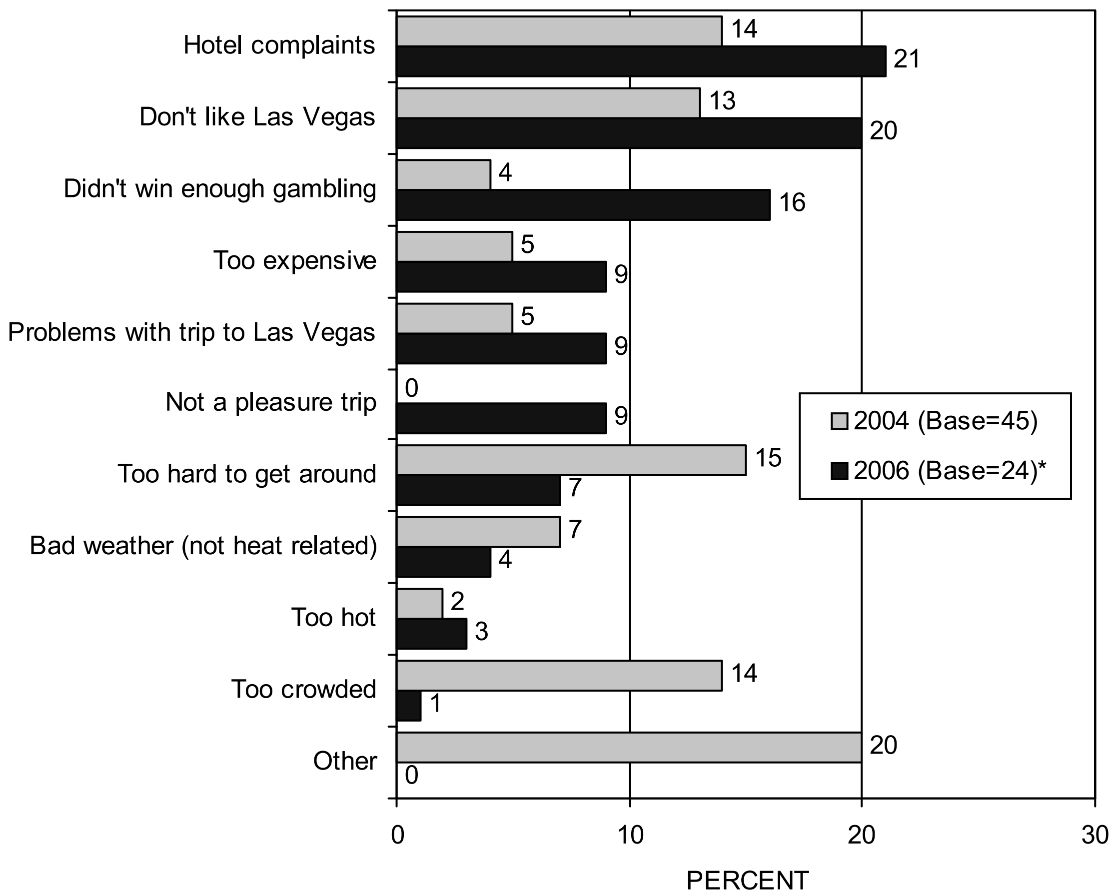
FIGURE 66
Why Not Completely Satisfied With Visit*
(Among Those Who Were "Somewhat" Satisfied – Asked Every Other Year)



Visitors who were not completely satisfied with their visit were asked to volunteer why (Figure 66). Nearly one-quarter (23%) said that it was not a pleasure trip – that is, they would have been more satisfied had it been a pleasure trip. Among the other reasons given were Las Vegas is "too expensive" (14%), hotel complaints (13%, down from 21% in 2004), the weather is too hot (9%), not winning enough gambling (8%, up from 1% in 2004), and "too hard to get around Las Vegas" (5%, down from 24% in 2004).

* This question is asked every other year and was not asked in 2003 or 2005.

FIGURE 67
Why Dissatisfied With Visit*
(Among Those Who Were Dissatisfied – Asked Every Other Year)



The few visitors who said they were dissatisfied with their visit to Las Vegas were asked to volunteer why (Figure 67). The most frequently mentioned reasons for being dissatisfied were hotel complaints (21%), “don’t like Las Vegas” (20%), not winning enough gambling (16%), Las Vegas is too expensive (9%), problems with trip to Las Vegas (9%), and that trip was not a pleasure trip (9%).

---

* This question is asked every other year and was not asked in 2003 or 2005.

Note very small base size for 2006.

VISITOR DEMOGRAPHICS

Respondents to the 2006 Las Vegas Visitor Profile were likely to be married (79%, up from all past years), earning $40,000 or more (78%, up from 2003 and 2004), and employed (70%, up from 2003 and 2004.) One-quarter were retired (24%, down from 30% in 2003). The proportion of respondents who were 40 years old or older has declined form 75% in 2003 to 69% currently, and the average age has dropped from 50.2 to 48.0 over that same time span. More than one-half of visitors were from the Western United States (52%), with the bulk of them coming from California (32%). Thirteen percent (13%) of visitors were foreign.

FIGURE 68

VISITOR DEMOGRAPHICS*

	2003	2004	2005	2006
GENDER				
Male	50%	52%	51%	52%
Female	50	48	49	48
MARITAL STATUS				
Married	73	73	74	79
Single	16	17	16	14
Separated/Divorced	7	6	7	5
Widowed	4	4	3	2
EMPLOYMENT				
Employed	64	67	67	70
Unemployed	2	1	1	1
Student	2	3	3	2
Retired	30	26	24	24
Homemaker	3	3	5	4
EDUCATION				
High school or less	30	27	23	20
Some college	27	28	29	26
College graduate	41	42	44	48
Trade/vocational school	2	4	4	6
AGE				
21 to 29	11	13	13	12
30 to 39	15	16	20	19
40 to 49	21	21	21	22
50 to 59	21	21	20	21
60 to 64	14	12	11	9
65 or older	19	18	16	17
MEAN	50.2	49.0	47.7	48.0
BASE	(3345)	(3300)	(3600)	(3599)

* 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 69

VISITOR DEMOGRAPHICS*

	2003	2004	2005	2006
<u>ETHNICITY</u>				
White	83%	80%	83%	85%
African American/Black	6	6	4	4
Asian/Asian American	4	7	5	4
Hispanic/Latino	7	7	7	6
Other	1	0	1	1
<u>HOUSEHOLD INCOME</u>				
Less than $20,000	4	3	1	1
$20,000 to $39,999	19	13	6	6
$40,000 to $59,999	27	23	18	18
$60,000 to $79,999	17	21	24	21
$80,000 to $99,999	12	13	15	15
$100,000 or more	10	13	22	24
Not sure/no answer	12	15	14	15
<u>VISITOR ORIGIN</u>				
<u>U.S.A.</u>	<u>88</u>	<u>87</u>	<u>88</u>	<u>87</u>
Eastern states†	8	10	9	8
Southern states‡	12	13	13	13
Midwestern states§	16	17	14	14
<u>Western states</u>**	<u>52</u>	<u>48</u>	<u>52</u>	<u>52</u>
<u>California</u>	<u>34</u>	<u>31</u>	<u>33</u>	<u>32</u>
Southern California	29	27	29	27
Northern California	5	4	4	6
Arizona	5	6	6	7
Other Western states	13	11	13	12
No ZIP code given	0	0	0	0
<u>Foreign</u>	<u>12</u>	<u>13</u>	<u>12</u>	<u>13</u>
BASE	(3345)	(3300)	(3600)	(3599)

* 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.

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

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

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

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

APPENDIX:

Aggregate Results for Calendar Year 2006

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 52%
FEMALE 48

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 19%	**SKIP TO Q7 ON PAGE 2**
VISITED BEFORE............81	**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 ....28%
2-3...25
4-5...16
6-10...16
OVER 10...15
6.21 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 ....67%
2-3..24
4-5..6
6 OR MORE...................................4
1.74 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 10%
TO ATTEND A CORPORATE MEETING 1
TO GAMBLE... 11
INCENTIVE TRAVEL PROGRAM 0
VACATION/PLEASURE................................. 49
VISIT FRIENDS/RELATIVES.......................... 11
TO ATTEND A SPECIAL EVENT 2
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 0%
OTHER BUSINESS PURPOSES 6
JUST PASSING THROUGH 3
WEDDING/TO GET MARRIED.......................... 4
SOME OTHER REASON 4
NOT SURE/DK... 0
REFUSED/NA 0

8. How important were each of the following in helping you decide to visit Las Vegas this time? Please use a 5-point scale where 1 means "not at all important" and 5 means "very important." (N=1779)

[RANDOMIZE ORDER]	NOT AT ALL IMPORTANT				VERY IMPORTANT	MEAN
a. The shopping	22%	16%	23%	20%	20%	3.01
b. The gambling	10	11	23	20	36	3.61
c. The shows and entertainment	8	14	33	23	21	3.34
d. The clubs and nightlife	41	21	17	11	10	2.28
e. The dining and restaurants	2	14	22	34	28	3.71
f. The golfing	85	6	5	2	2	1.29
g. The spas	78	12	6	3	1	1.38
h. Seeing the resorts	19	7	13	18	43	3.59

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

YES 11%
NO 89
NOT SURE/DK................ 0
REFUSED/NA 0

10. Were you MORE or LESS interested in attending this convention, trade show, 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=407)

MORE INTERESTED..... 48%
LESS INTERESTED 2
NO DIFFERENCE 49
NOT SURE/DK................. 0
REFUSED/NA 1

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

Air... 46%
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 48
Truck 1
Motorcycle...................................... 0
Recreational Vehicle (RV)............... 4

12. 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	17
C. Limousine	2
D. Bus	14
E. Hotel/motel shuttle	22
H Monorail	13
G. Taxi	29
DO NOT READ	
F. WALKED	39
X. OTHER	3

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

SAME DAY	1%
1-3 DAYS BEFORE	3
4-6 DAYS BEFORE	1
7-14 DAYS BEFORE	14
15-30 DAYS BEFORE	25
31-60 DAYS BEFORE	24
61-90 DAYS BEFORE	14
MORE THAN 90 DAYS BEFORE	18
NOT SURE/DK	0
REFUSED/NA	0

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

YES	16%	**ASK Q15**
NO	83	**SKIP TO Q16**
NOT SURE/DK	1	
REFUSED/NA	0	

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

15. Did the travel agent... **(READ LIST)** (N=581)

Influence your decision to visit Las Vegas?	5%
Influence your choice of accommodations?	64
"Book" your accommodations?	86
"Book" your transportation?	96

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

YES	43%	**ASK Q17**
NO	56	**SKIP TO Q20**
NOT SURE/DK	1	
REFUSED/NA	0	

17. Did you use the Internet to book your transportation?

YES	57%	**ASK Q18**
NO	41	(N=1556) **SKIP TO Q19**
NOT SURE/DK	2	
REFUSED/NA	0	

18. Which Web site did you use to book your transportation? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=880)

a. AOL (AMERICA ONLINE)	1%
b. CHEAPTICKETS.	6
c. EXPEDIA.COM	17
d. HOTWIRE.COM	1
e. MAPQUEST.COM	0
f. ORBITZ	7
g. PRICELINE.COM	3
h. TRAVEL.COM	1
i. TRAVELOCITY	9
j. YAHOO	1
k. AIRLINE WEB SITE (ANY)	50
l. OTHER	4
m. NOT SURE/DK	1

(ASK ONLY OF THOSE WHO SAID "YES" IN Q16.)

19. Did you find information on the Internet that... **(READ LIST)** (N=1556)

a. Influenced your decision to visit Las Vegas?	2%
b. Influenced your choice of accommodations?	37

INTERVIEWER!

IF YOU ARE CONDUCTING THE INTERVIEW AT A *DOWNTOWN* LOCATION, CIRCLE "YES" (1) IN Q20 AND ASK Q23. IF YOU ARE *NOT* DOWNTOWN, READ THE FOLLOWING TO RESPONDENT *BEFORE Q20*:

"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.

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

YES 48%	**SKIP TO Q22**
NO 52	**ASK Q21**
NOT SURE/DK..................0 REFUSED/NA...................0	**SKIP TO Q22**

21. **(ASK ONLY IF "NO" IN Q20.)** Is there any particular reason why you did not visit Downtown Las Vegas? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

(N=1859)

NOT ENOUGH TIME 36%
UNFAMILIAR WITH DOWNTOWN 20
DON'T LIKE DOWNTOWN/ BAD AREA 3
ONLY INTERESTED IN STRIP.........5
NOT INTERESTED/ NO REASON TO.............................32
INCONVENIENT/ OUT OF THE WAY 3
OTHER...1
NOT SURE/DON'T KNOW................0
REFUSED/NO ANSWER..................0

22. On this trip to Las Vegas, where did you lodge? **(ASK AS OPEN END. ACCEPT ONLY *ONE* RESPONSE. CIRCLE CODE NUMBER. <u>INTERVIEWER</u>: 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 90%
MOTEL...4
RV PARK 4
FRIENDS/RELATIVES 2
DAYTRIP/NO LODGING 0
OTHER..0

TYPE OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT)

(N=3589)

HOTEL 90%
MOTEL...4
RV PARK 4
FRIENDS/RELATIVES 2
OTHER..0

LOCATION OF LODGING (ALL RESPONDENTS)

STRIP CORRIDOR................................ 73%
- ON THE STRIP................................ 56
- JUST OFF THE STRIP 16

DOWNTOWN.. 8
BOULDER STRIP 4
OUTLYING AREAS 12
OTHER.. 3

LOCATION OF LODGING (AMONG THOSE WHO STAYED OVERNIGHT) (N=3589)

STRIP CORRIDOR................................ 73%
- ON THE STRIP................................ 57
- JUST OFF THE STRIP 16

DOWNTOWN.. 8
BOULDER STRIP 4
OUTLYING AREAS 12
OTHER.. 3

IF RESPONSE TO Q22 IS FRIENDS & RELATIVES OR DAY TRIP, SKIP TO Q33. ALL OTHERS ANSWER Q23.

23. At what point in your planning did you decide where you would stay? (N=3589)

BEFORE LEAVING HOME 96%
WHILE EN ROUTE TO LAS VEGAS 2
AFTER ARRIVAL 2
NOT SURE/DK 0
REFUSED/NA 0

IF RESPONSE TO Q22 IS RV, SKIP TO Q33. ALL OTHERS ANSWER Q24.

24. 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.)**

Booked by phone, calling the hotel, motel, or RV park directly ....50% Booked through a travel agent (either in person or by phone) ......15 Booked by phone but not by calling the hotel directly and not through a travel agent 2	**SKIP TO Q26**
Booked at a website on the Internet 28	**ASK Q25**
Booked in person at the hotel, motel, or RV park ....3 The trip was a gift, prize, or incentive, so the accommodations were booked for you ....0 Not sure because someone else in your party booked the hotel and you don't know how they did it ....2 OTHER (SPECIFY:) ....0 REFUSED/NA 0	(N=3430) **SKIP TO Q26**

25. Which Web site did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=959)

a. AOL (AMERICA ONLINE) 1%
b. CHEAPTICKETS. 1
c. EXPEDIA.COM 17
d. HOTWIRE.COM 1
e. MAPQUEST.COM 0
f. ORBITZ 5
g. PRICELINE.COM 1
h. TRAVEL.COM 0
i. TRAVELOCITY 6
j. YAHOO 1
k. HOTEL WEB SITE (ANY) 40
l. HOTELS.COM 6
m. AIRLINE WEBSITE 3
n. OTHER 18
o. NOT SURE/DK 1
p. REFUSED/NA 0

26. 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=3430)

SAME DAY 3%
1-3 DAYS BEFORE 3
4-6 DAYS BEFORE 1
7-14 DAYS BEFORE 20
15-30 DAYS BEFORE 36
31-60 DAYS BEFORE 21
61-90 DAYS BEFORE 7
MORE THAN 90 DAYS BEFORE 10
NOT SURE/DK 0
REFUSED/NA 0

27. Including yourself, how many people stayed in your room? (N=3365)

ONE 10%
TWO 74
THREE 9
FOUR 6
FIVE 1
SIX OR MORE 0
REFUSED/NA 0
2.15 MEAN
2.00 MEDIAN

28. Which of the following rate categories best describes your room rate? **(SHOW CARD. ACCEPT ONLY ONE RESPONSE.)** (N=3285)

HOTEL/TRANSPORTATION PACKAGE DEAL .... 14% HOTEL/AMENITIES PACKAGE DEAL .... 0 TOUR/ TRAVEL GROUP 1	**ASK Q29**
CONVENTION GROUP/ COMPANY MEETING ...... 7 CASINO RATE .... 5 REGULAR FULL-PRICE ROOM RATE 38	**SKIP TO Q31**
CASINO COMPLIMENTARY 17	**SKIP TO Q33**
ANOTHER RATE 19	**SKIP TO Q31**

29. What was the total PER PERSON cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS.)** (N=507)

$0-$99 .... 1%
$100-$199 2
$200-$299 5
$300-$399 11
$400-$499 17
$500-$999 43
$1000 OR MORE 16
NOT SURE/REFUSED 6
$662.78 MEAN
$550.00 MEDIAN

30. Where did you first hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=507)

NEWSPAPER 6%
TELEVISION 4
TRAVEL AGENT 52
WORD OF MOUTH 5
OFFER RECEIVED IN THE MAIL 1
BROCHURE 0
E-MAIL OFFER 0
INTERNET AD 4
ANY WEB SITE 26
RESERVATION AGENT/ CALL CENTER 1
OTHER 0
NOT SURE/NO ANSWER 1

PACKAGE VISITORS SKIP TO Q33

31. **(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=2236)

$0-$25 .... 1%
$26-$35 3
$36-$50 10
$51-$100 46
$101 OR MORE 37
NOT SURE/REFUSED 3
$107.12 MEAN
$95.00 MEDIAN

32. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=2236)

NEWSPAPER	0%
TELEVISION	0
RADIO	0
TRAVEL AGENT	7
WORD-OF-MOUTH	8
OFFER RECEIVED IN THE MAIL	6
BROCHURE	1
E-MAIL OFFER	1
INTERNET AD (POP-UP OR BANNER AD)	5
ANY WEB SITE	30
OUTDOOR BILLBOARD	0
RESERVATION AGENT/ CALL CENTER	40
OTHER	0
NOT SURE/DK	2

33. **(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	8%
2	66
3	7
4	12
5 OR MORE	7

2.55 MEAN
2.00 MEDIAN

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

YES	10%
NO	91

35. 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	7
2	23
3	27
4	21
5 OR MORE	22

3.57 MEAN
3.00 MEDIAN

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

1	0%
2	7
3	23
4	27
5	21
6 OR MORE	22

4.57 MEAN
4.00 MEDIAN

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

SUNDAY	16%
MONDAY	15
TUESDAY	13
WEDNESDAY	13
THURSDAY	13
FRIDAY	19
SATURDAY	11

38. During your stay in Las Vegas, how many casinos or casino-hotel properties did you visit? If you are staying at a casino-hotel, please include it in your count.

0-1	7%
2	9
3	12
4	12
5	12
6	12
7 TO 10	25
MORE THAN 10	10

6.16 MEAN
5.00 MEDIAN

39. At how many of these casinos or casino-hotel properties did you gamble? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

0 .... 13%
1 12
2 17
3 15
4 12
5 10
6 7
7 TO 10 11
MORE THAN 10 4
3.82 MEAN
3.00 MEDIAN

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

YES 87%	**ASK Q41**
NO 13	**SKIP TO Q44**

41. At what point in your planning did you decide where you would gamble? (N=3137)

BEFORE LEAVING HOME 26%
WHILE EN ROUTE TO LAS VEGAS 1
AFTER ARRIVAL 73
NOT SURE/DK 1
REFUSED/NA 0

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=3137)

2 OR LESS 48%
  LESS THAN 1 HOUR 17
  ONE HOUR 11
  TWO HOURS 19
3 TO 4 22
5 TO 6 17
7 TO 8 9
9 TO 10 3
MORE THAN 10 2
3.34 MEAN
3.00 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=3137)

$0-$99 .... 13%
$100-$199 13
$200-$299 11
$300-$399 9
$400-$499 5
$500-$599 13
$600 OR MORE 30
NOT SURE/REFUSED 6
$651.94 MEAN
$400.00 MEDIAN

44. **(ASKED ONLY OF THOSE WHO DID NOT GAMBLE:)** People have many different reasons for choosing not to gamble. What is the *MAIN* reason you did not to gamble during this visit to Las Vegas? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE.)** (N=462)

NOT INTERESTED/ IT'S BORING/NO FUN 36%
DON'T LIKE LOSING/ WASTING MONEY 28
CAN'T AFFORD IT 7
RELIGIOUS OBJECTIONS 6
TOO RISKY/ ODDS ARE AGAINST YOU 3
DON'T LIKE THE GAMBLING ENVIRONMENT 2
IT'S A BAD HABIT 2
NOT ENOUGH TIME/NO TIME...... 13
HAVE CHILDREN WITH US 3
OTHER 0
NOT SURE/NO ANSWER 0

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.................16%
4 -SOMEWHAT MORE LIKELY 20
3 -NO DIFFERENCE 64
2 -SOMEWHAT LESS LIKELY..........0
1 -MUCH LESS LIKELY 0
NOT SURE/DK 0
REFUSED/NA....................................0
3.51 MEAN
3.00 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 Q44.)** And how many **(INSERT EACH TYPE MENTIONED IN Q43)** 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, Jerry Seinfeld, Barry Manilow, Tim McGraw, Faith Hill, etc.)	6%	94%	0%	0%	1.07	(N=210)
B. Comedy shows or revues (for example, Improv, Comedy Stop, etc.)...............................	11	89	0	0	1.11	(N=392)
C. Lounge acts or other kinds of free entertainment provided at a location other than the "main" show room	57	43	0	0	2.09	(N=2048)

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

YES	NO
25%	76%

49. At what point in your planning did you decide which shows you would see? (N=2716)

BEFORE LEAVING HOME....... 30%
WHILE EN ROUTE TO LAS VEGAS................................ 0
AFTER ARRIVAL...................... 69
NOT SURE/DK 0
REFUSED/NA............................ 0

50. **(ASK THOSE WHO DID NOT GO TO SHOWS:)** What was the *main* reason you didn't go to *any* shows, revues, or acts during your stay in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)** (N=883)

TOO BUSY/NO TIME.........................62%
NOT INTERESTED............................19
CAME TO GAMBLE.............................6
ALREADY SAW SHOWS.....................5
TOO EXPENSIVE...............................4
DON'T LIKE TO GO ALONE................2
HAVE CHILDREN WITH US................1
COULDN'T GET TICKETS...................1
OTHER MENTIONS.............................0

---

51. 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, Star Trek: The Experience, New York New York "Manhattan Express" rollercoaster, etc.?

YES...............................28%
NO................................72
NOT SURE/DK................0
REFUSED/NA..................0

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

A. A nightclub in a hotel with a cover charge? 9%
B. A free-standing nightclub with a cover charge?......... 4
C. A bar or lounge in a hotel without a cover charge?.... 33
D. Any free-standing bar or lounge without a cover charge? 8

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

YES 18%
NO 82

54. **(ASK THOSE WHO VISITED NEARBY PLACES:)** On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=641)

Hoover Dam................................. 56%
Grand Canyon.............................. 42
Lake Mead.................................. 20
Laughlin...................................... 13
Zion National Park 10
Death Valley.................................. 8
Bryce Canyon................................ 8
Red Rock Canyon.......................... 8
Primm. NV...................................... 6
Mt. Charleston/Lee Canyon 4
Valley of Fire 3
Mesquite, NV.................................. 1
All other responses 4

55. Did you play golf while visiting Las Vegas?

YES 2%
NO.. 98

56. 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.)**

$260.68 MEAN (INCLUDING $0)
$260.83 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.)**

$68.70 MEAN (INCLUDING $0)
$100.24 MEAN (EXCLUDING $0)

57. 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)	$140.86	MEAN (INCLUDING $0)
	$206.08	MEAN (EXCLUDING $0)
B. Shows/entertainment (not including gambling)	$50.81	MEAN (INCLUDING $0)
	$109.62	MEAN (EXCLUDING $0)
C. Sightseeing	$8.49	MEAN (INCLUDING $0)
	$140.16	MEAN (EXCLUDING $0)
X. Other	$7.91	MEAN (INCLUDING $0)
	$300.06	MEAN (EXCLUDING $0)

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

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

Very satisfied	96%
Somewhat satisfied	4
Somewhat dissatisfied	1
Very dissatisfied	0
DO NOT READ	
NOT SURE/DK	0
REFUSED/NA	0

59. **(AS OF THOSE WHO WERE "SOMEWHAT" SATISFIED:)**
You just said you were *somewhat* satisfied with your overall experience in Las Vegas. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? (N=125)

Here for business, not pleasure/ not enough free time	23%
Too expensive	14
Hotel complaints	13
Too hot	9
Gambling complaints	8
Problems with trip to Las Vegas	6
Don't like Las Vegas	4
Too hard to get around	5
Smoking complaints	3
Too crowded	3
Bad weather (other than heat)	2
Other	10

60. **(AS OF THOSE WHO WERE DISSATISFIED:)** What is the *MAIN* reason you were dissatisfied with your overall experience in Las Vegas? **(ACCEPT ONLY ONE RESPONSE.)**

	(N=24)
Hotel complaints	21%
Don't like Las Vegas	20
Gambling complaints	16
Problems with trip to Las Vegas	9
Too expensive	9
In town on business-not pleasure	9
Too hard to get around	7
Bad weather (Not heat related)	4
Too hot	3
Too crowded	1

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

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

Employed	70%	**ASK Q62**
Unemployed	1	**SKIP TO Q63**
Student	2	
Retired	24	
Homemaker	4	
DO NOT READ REFUSED/NA	0	**SKIP TO Q63**

62. 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.)**

Professional/technical	28%
Managers/proprietors	20
Sales/clerical	28
Craft workers	9
Service workers	13
Laborers (non-agricultural)	1
Agricultural	0

63. 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)	20
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE)	26
GRADUATED COLLEGE	35
GRADUATE SCHOOL (MASTER'S OR PH.D.)	13
TECHNICAL, VOCATIONAL, OR TRADE SCHOOL	6
REFUSED/NA	0

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

Married	79%
Single	14
Separated or divorced	5
Widowed	2
REFUSED/NA	0

65. What country do you live in?

USA 87%	**ASK Q66**
FOREIGN 13	**SKIP TO Q67**

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

EAST 8%
SOUTH 13
MIDWEST 14
WEST 52
CALIFORNIA....................................32
NORTHERN CA. 6
SOUTHERN CA. 27
ARIZONA 7
OTHER WEST 12
FOREIGN VISITORS 13

67. **(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.............................. 6
NATIVE AMERICAN,
MIXED RACE, OTHER........................ 1

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

47.95 MEAN
48.00 MEDIAN

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

21 to 29 .... 12%
30 to 39 19
40 to 49 22
50 to 59 21
60 to 64 9
65 and older 17
REFUSED/NA 0

69. 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......................... 8
E. $50,000 to $59,999....................... 10
F. $60,000 to $69,999....................... 11
G. $70,000 to $79,999....................... 11
H. $80,000 to $89,999....................... 11
I. $90,000 to $99,999......................... 5
J. $100,000 to $149,999................... 20
K. $150,000 or more 4
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 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