Vegas Visitors 2015

AT A GLANCE

Lodging Type

92% HOTEL · 4% MOTEL · 4% FRIEND

Method of Booking

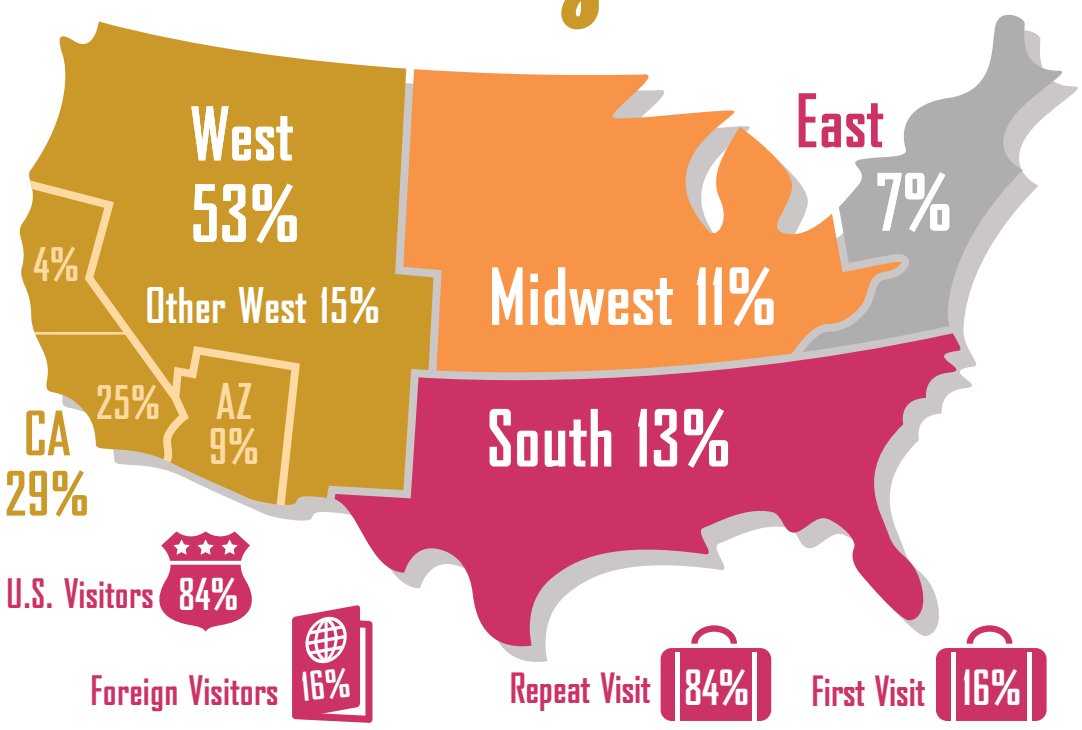
INTERNET, 3RD-PARTY SITE	35%
PHONE, HOTEL DIRECT	26
INTERNET, HOTEL DIRECT	14
TRAVEL AGENT	14
SOMEONE ELSE BOOKED / NOT SURE	6%
PHONE, 3RD-PARTY SITE	3
IN PERSON	2

Purpose of Visit

VACATION/PLEASURE	47%
VISIT FRIEND/RELATIVE	11
GAMBLING	10
CONVENTION/TRADE SHOW	9
BUSINESS	7%
SPECIAL EVENT	6
PASSING THROUGH	6
WEDDING	3
OTHER REASON	1

Transportation to Las Vegas

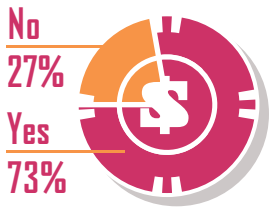
Where They're From



Source: 2015 Las Vegas Visitor Profile

Gaming

Gambler?



Budget

$579

AMONG THOSE WHO GAMBLE

Average Hours Per Day Spent Gambling

Demographics

Visitor by Generation

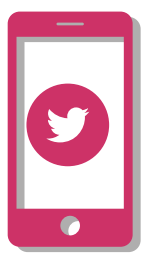
21 - 29	12%
30 - 39	22
40 - 49	23
50 - 59	15
60 - 64	9
65+	19

47.7 mean age

GEN X	37%
BOOMERS	35
MILLENNIALS	22
SILENT GEN	6

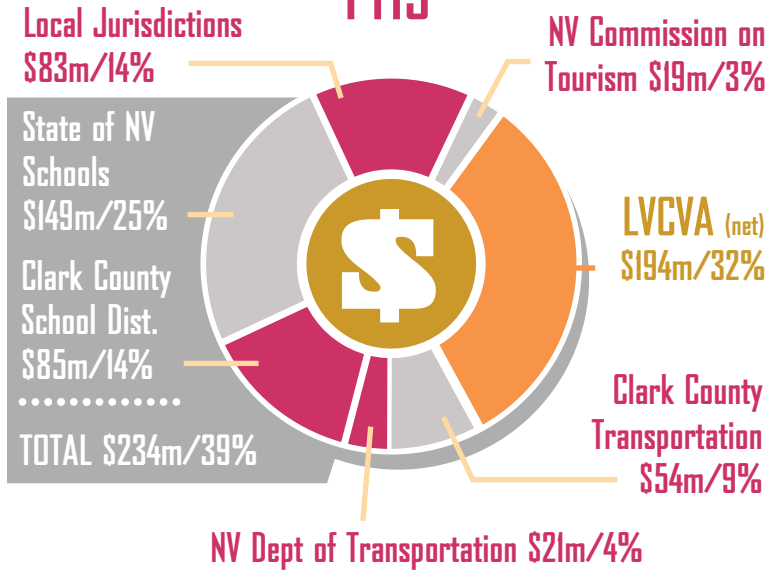
Social Media

25% used social media apps or websites to plan trip



Internet

63% used the Internet to plan trip

Room Taxes

Where the Dollars Go FY15