

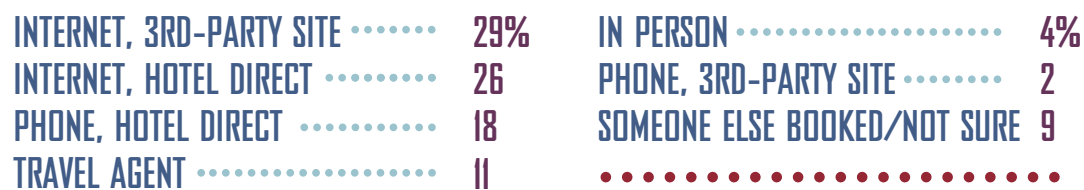
# Vegas Visitors



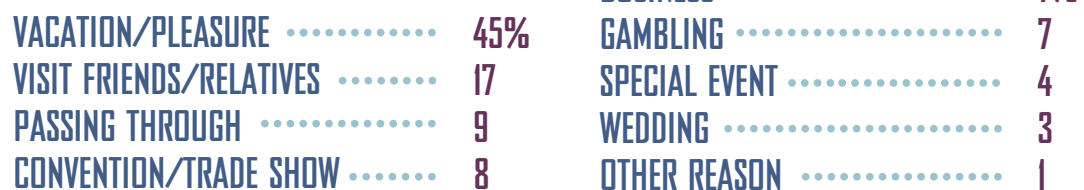
## AT A GLANCE



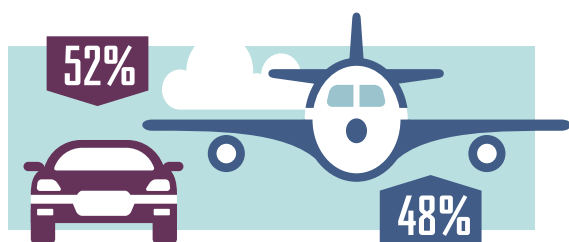
## Method of Booking



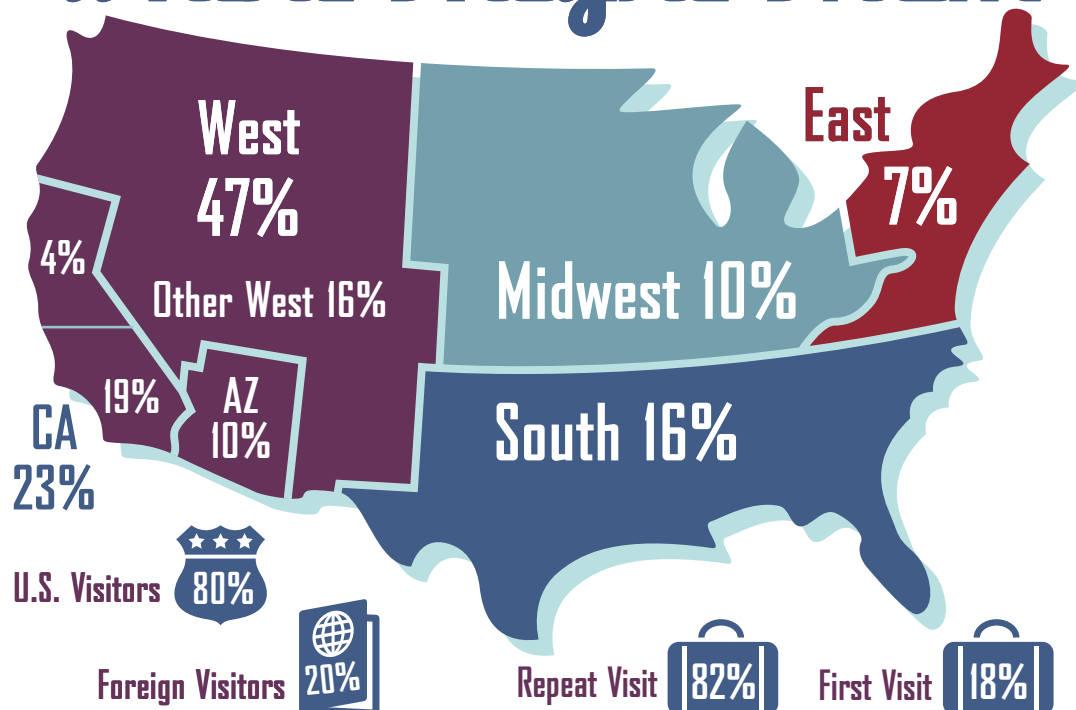
## Purpose of Visit



## Transportation to Las Vegas

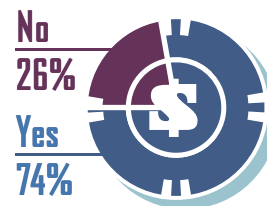


## Where They're From



## Gaming

### Gambler?



### Budget



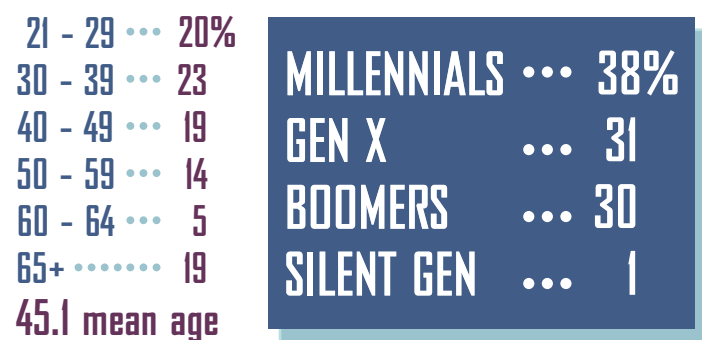
AMONG THOSE WHO GAMBLE



Average Hours Per Day Spent Gambling

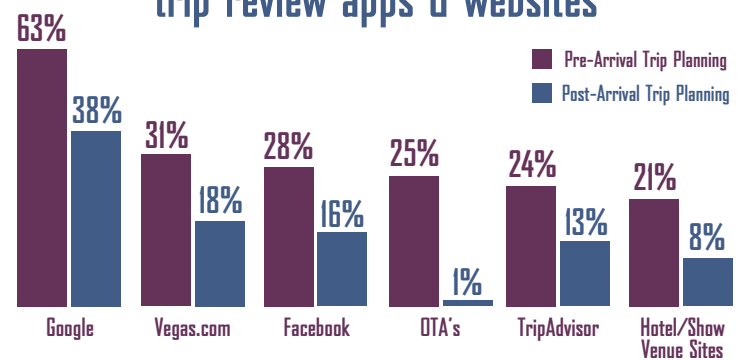
## Demographics

### Visitor by Generation



### Used Social Media

trip review apps & websites



### Avg. Expenditures per Trip



- FOOD & DRINK: \$ 315
- LOCAL TRANSPORTATION: \$ 74
- SHOPPING: \$ 155
- SHOWS & ENTERTAINMENT: \$ 50
- SIGHTSEEING: \$ 30

## Room Taxes

### Southern Nevada Room Tax Allocation FY18

