

The image is a cover for a report titled "2024 LAS VEGAS VISITOR PROFILE STUDY". The background is a night-time photograph of the Las Vegas Strip. On the right side, the Wynn Tower is prominent, illuminated with orange lights and featuring the "Wynn" logo at the top. In the center, the New York-New York Big Apple is visible, with its iconic red and white facade. The city lights of Las Vegas are visible in the distance under a dark, cloudy sky. The text is overlaid on the top left and center of the image.

LAS Vegas

2024

LAS VEGAS

VISITOR PROFILE STUDY

SPOTLIGHT: GEN Z vs. MILLENNIALS

	Gen Z (373)	Millennial (2,484)
BASE		
DEMOGRAPHICS		
Female	58%	57%
Employed	68%	93%
College Graduate/Graduate School (NET)	36%	47%
Married	20%	44%
Ethnicity - White	44%	54%
Ethnicity - Hispanic/Latino	31%	18%
Ethnicity - Asian	12%	6%
\$100k+ HHI	17%	61%
GEOGRAPHY		
Live in the West	67%	60%
International	6%	12%
TRIP PLANNING		
Booked Accommodations < 2 wks in advance	45%	24%
Number of People per Room (MEAN)	2.8	2.3
Package/Tour Group Rate	24%	13%
TRIP CHARACTERISTICS		
First-Time Visitor	34%	16%
Arrived by Ground Transportation	67%	58%
Visiting for Special Personal Occasion	38%	26%
Attended Shows/Entertainment	32%	20%
Attended Sporting Event	9%	4%
Went to a Paid Attraction	36%	27%
Went to a Nightclub	30%	18%
Went to a Museum/Aquarium	19%	9%
Went to an Immersive Experience	19%	9%
Visited Downtown	70%	54%
Visited other areas of Nevada	28%	10%
Number of Adults in Party (MEAN)	3.1	2.5
Nights Stayed (MEAN)	3.3	3.4
Gambled During Stay	64%	79%

	Gen Z (373)	Millennial (2,484)
BASE		
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	\$575.01	\$767.91
Accommodations (per night)	\$170.96	\$191.88
Food and Drink	\$541.04	\$636.80
Local Transportation	\$226.38	\$165.36
Shopping	\$444.72	\$263.78
Shows/Entertainment	\$93.54	\$62.76
Sightseeing	\$61.71	\$47.28
Sporting Events	\$20.62	\$8.25
TRIP PERCEPTIONS		
Very Satisfied with Visit	73%	87%
Visit Exceeded Expectations	49%	66%
Highly Likely to Recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	80%	90%
Expect to Return Within 12 Months	50%	41%
SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Facebook	52%	66%
Instagram	80%	67%
TikTok	72%	39%
X (fka Twitter)	34%	17%
YouTube	67%	31%

SPOTLIGHT: GEN X

	Gen X (44-59) (2,085)	All Other Visitors (3,332)
BASE		
DEMOGRAPHICS		
Male	56%	44%
Employed	93%	81%
Ethnicity: White	68%	57%
\$100k+ HHI	81%	53%
GEOGRAPHY		
Live in So. CA	23%	34%
International	14%	11%
TRIP PLANNING		
Booked Accommodations by Calling Property Directly	17%	10%
If Online - Booked Directly Through Provider	47%	58%
If Online - Booked by Third Party Website	53%	41%
Number of People Per Room (MEAN)	2.1	2.3
Casino Comp Room Rate	14%	11%
TRIP CHARACTERISTICS		
First-Time Visitor	9%	17%
Arrived by Ground Transportation	46%	59%
Purpose of Visit: Business	14%	5%
Attended/Worked at Convention/Meeting	10%	7%
Visited Downtown	47%	55%
Number of Adults in Party (MEAN)	2.1	2.5
People Under 21 in Party	11%	14%
Nights Stayed (MEAN)	3.5	3.3
Gambled During Stay	78%	78%
Attended a Sporting Event	4%	5%
Went to a Paid Attraction	22%	27%
Went to a Nightclub	4%	18%
Went to a Museum/Aquarium	6%	10%

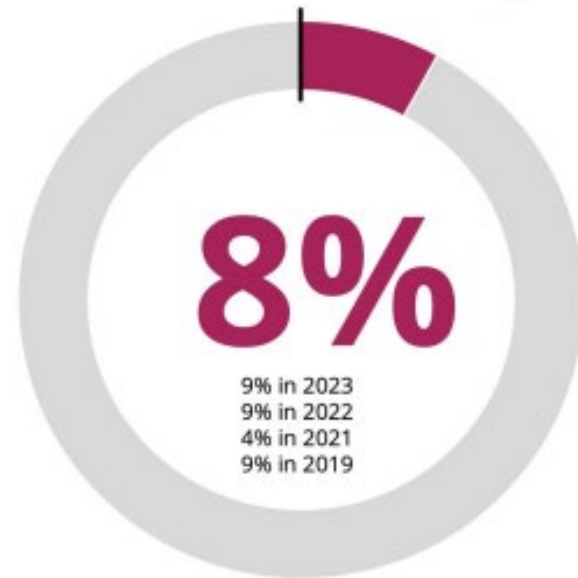
	Gen X (44-59) (2,085)	All Other Visitors (3,332)
BASE		
AVERAGE SPENDING		
Gaming Budget (among those who gambled)	\$873.35	\$786.93
Accommodations (per night)	\$166.94	\$186.98
Food and Drink	\$616.58	\$614.12
Local Transportation	\$146.40	\$168.21
Shopping	\$271.78	\$287.03
Shows/Entertainment	\$55.53	\$67.91
Sightseeing	\$35.03	\$48.50
Sporting Events	\$14.22	\$11.05
TRIP PERCEPTIONS		
Very Satisfied With Visit	90%	85%
Visit Exceeded Expectations	47%	58%
Visit Met Expectations	49%	36%
Extremely Likely to Return for Vacation/Leisure	60%	49%
Highly Likely to Recommend Las Vegas <i>(rated top 3 on 10-pt scale)</i>	93%	88%
Expect to Return Within 12 Months	46%	43%
SOCIAL MEDIA USAGE (AT LEAST ONCE/WEEK)		
Facebook	68%	64%
Instagram	41%	62%
TikTok	21%	39%

WHY VEGAS

Convention related visits holding steady.

Nearly one in ten (8%) visitors said they had attended or worked at a convention, trade show, association or corporate meeting during their trip, in line with 2023 (9%).

FIGURE 8: **Attended Convention/Meeting in Las Vegas**



DID YOU KNOW?

Convention visitors were more likely than other visitors to be male (68%), to have arrived in Las Vegas by air (67%), to be visiting from the Eastern United States (17%), and to use LinkedIn (16%).



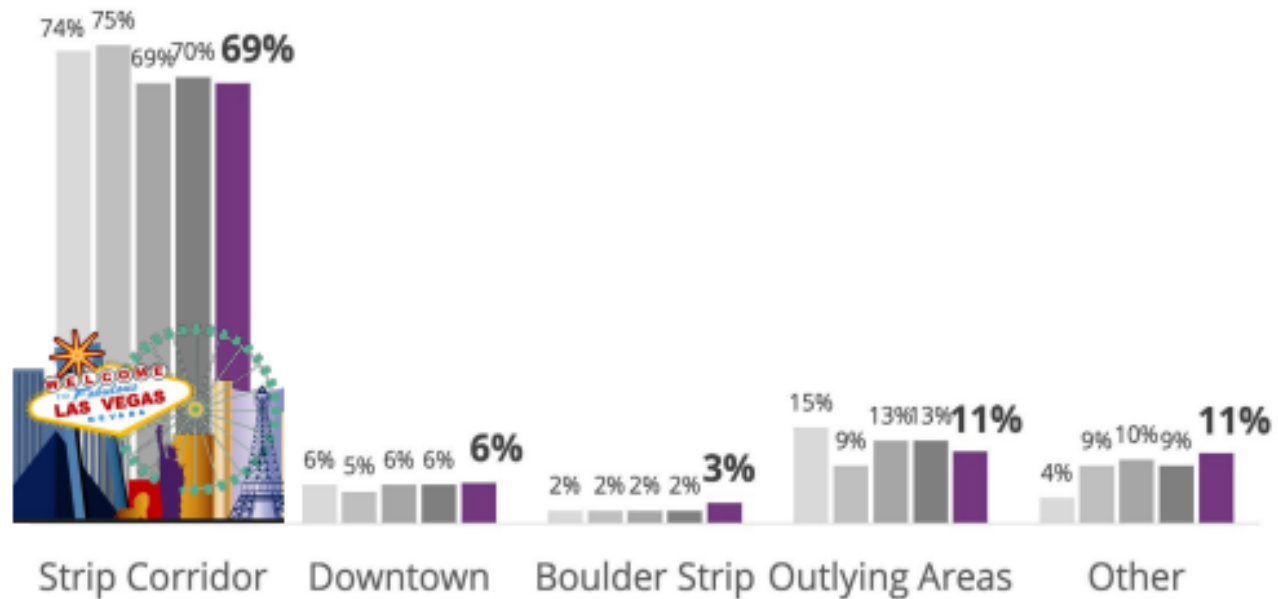
TRIP PLANNING

The Strip remains the most popular place to stay.

Nearly seven in ten (69%) visitors stayed on the Strip, similar results to the past couple of years.

FIGURE 22: **Location of Lodging**
(Among Overnight Visitors)

■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024

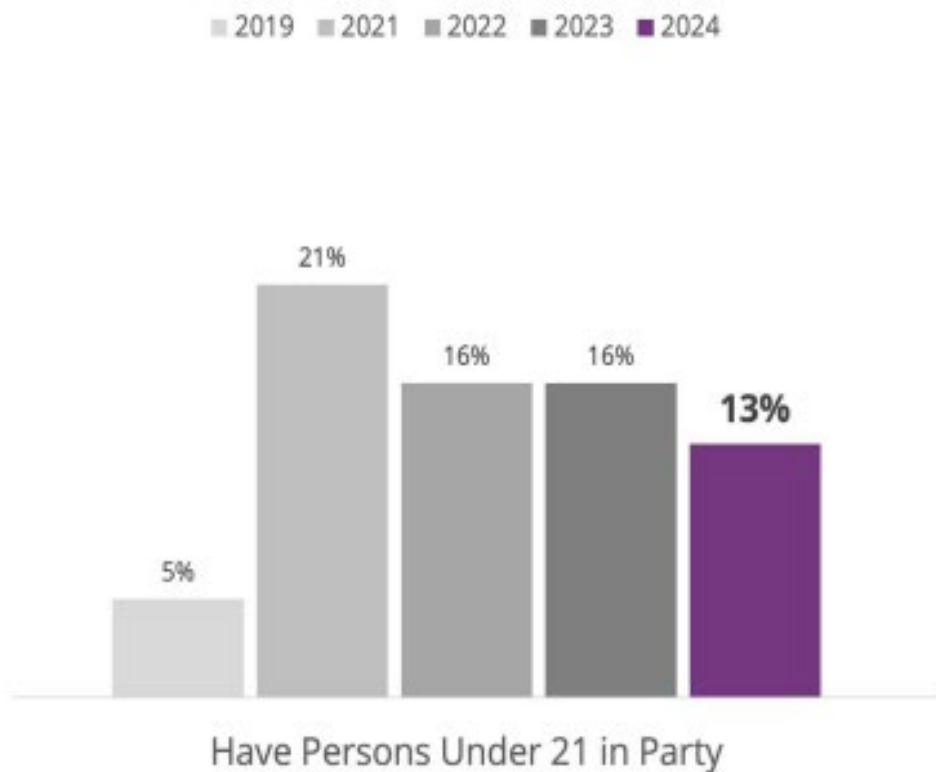


TRIP PLANNING

Fewer groups with children visiting Las Vegas than in previous years.

Parties with someone under 21 years old in 2024 decreased from last year (13% vs. 16%).

FIGURE 31: **Have Persons Under Age 21 in Party**



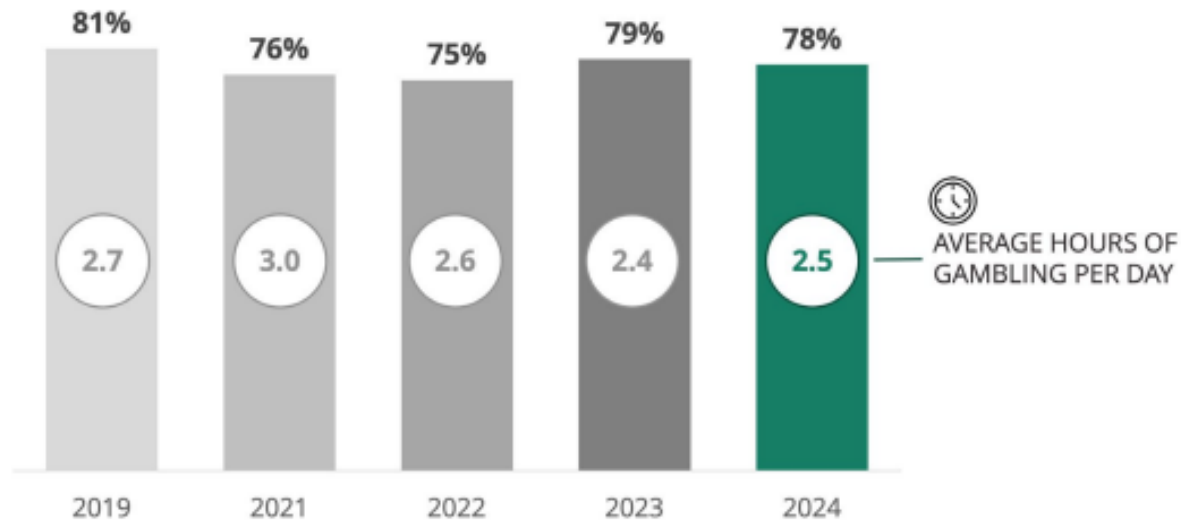
GAMING

GAMING: BEHAVIOR AND BUDGETS

Strong gaming budgets continue.

About four out of five (78%) visitors gambled during their stay, similar to last year (79%). Among those visitors, the average amount of time spent gambling was 2.5 hours. The overall gaming budget among gamblers was \$820.15, up significantly from 2019 – 2022 results.

FIGURE 33: **Gambled While in Las Vegas/Hours of Gambling**



ACTIVITIES

Decrease in those attending shows or paid attractions.

About one in five of visitors (21%) in 2024 attended shows or entertainment during their visit, down from 26% in 2023. One in four visitors went to paid attractions (25%) during their trip, down from 31% in 2023.

FIGURE 38: **Attended a Show**

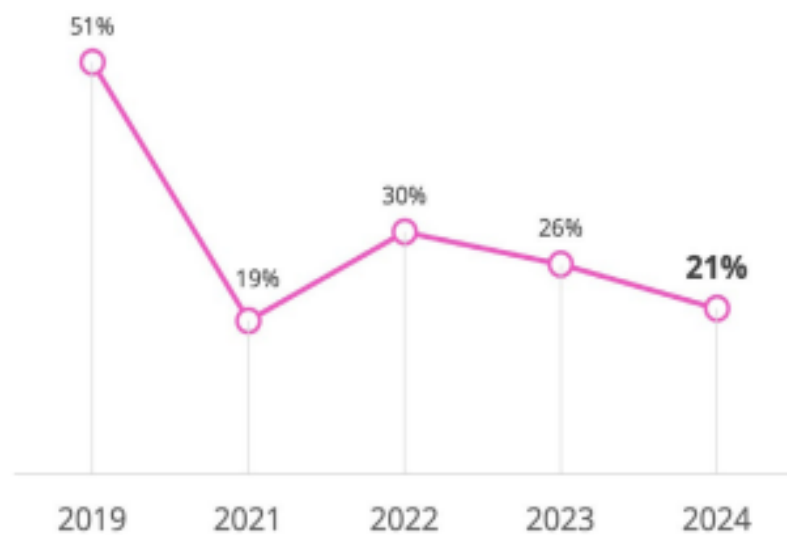
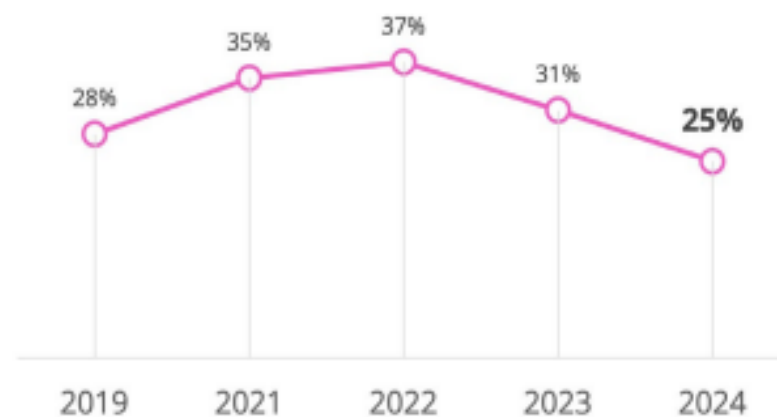


FIGURE 39: **Attended Other Paid Attraction**



ACTIVITIES

Fewer visitors viewing sports during their stay.

Although within the study's margin of error, the percentage of visitors attending sporting events declined from last year (4% vs. 6%). One in ten (10%) visitors viewed sporting events while visiting Las Vegas, down slightly from 12% in 2023.

FIGURE 42: **Attended Sporting Event**

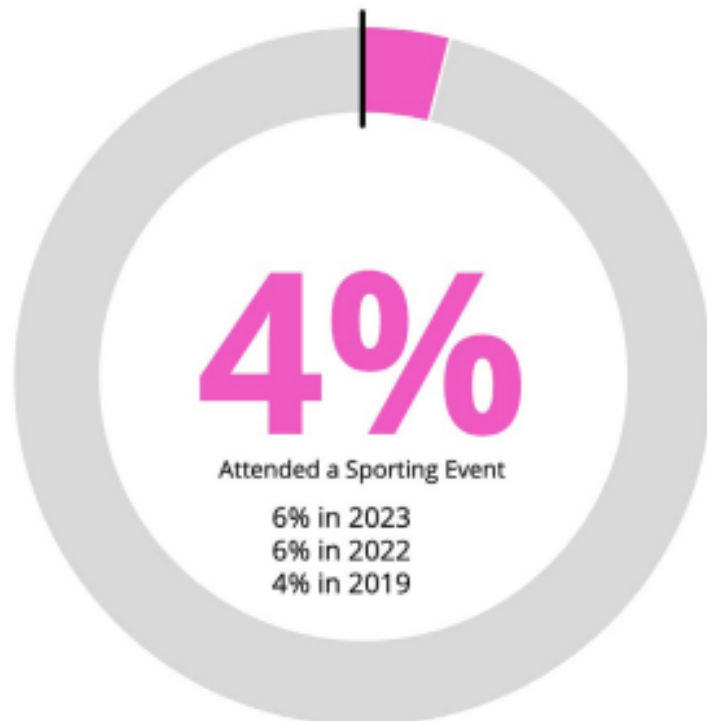
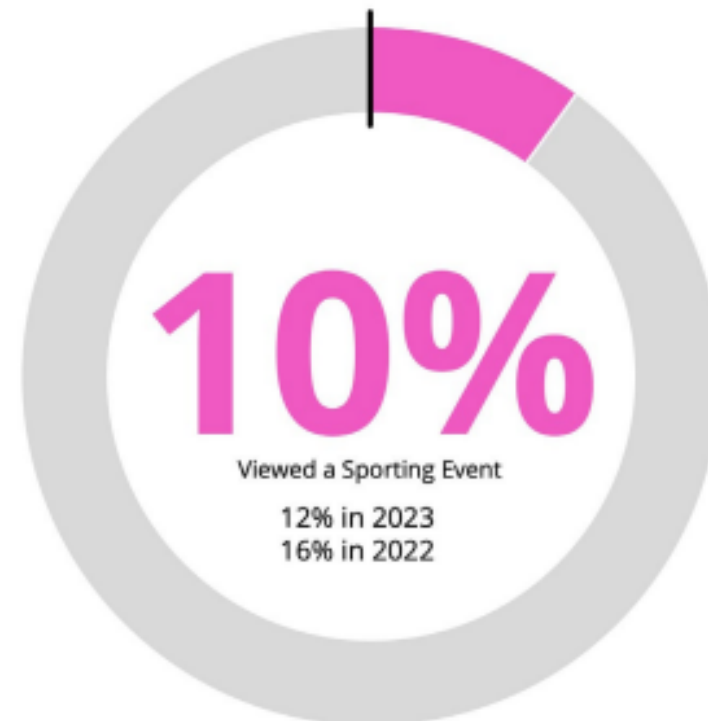


FIGURE 43: **Viewed Sporting Event**



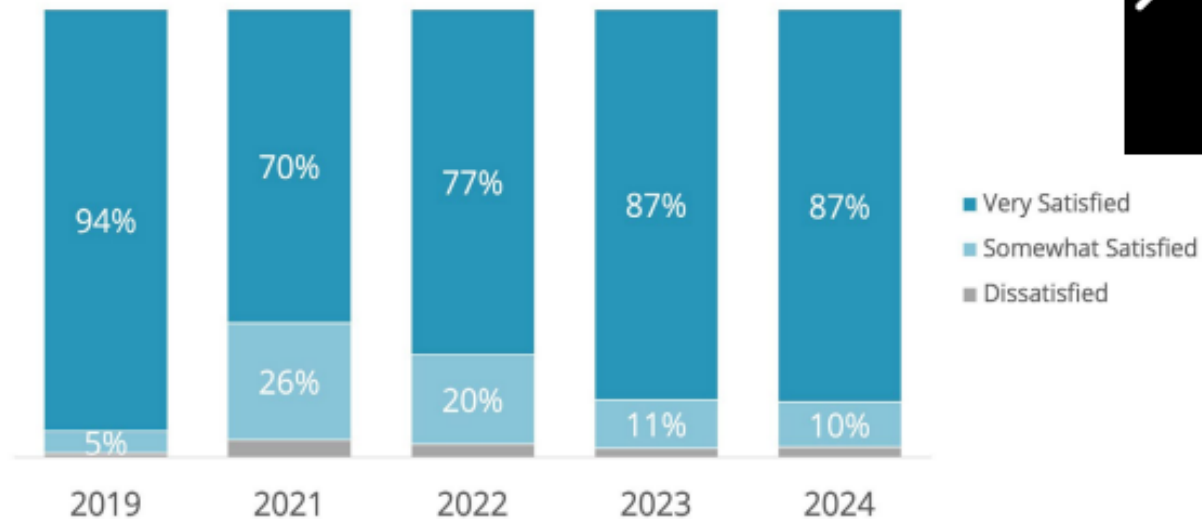
EXPERIENCE

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Visitor satisfaction remains strong.

About nine in ten visitors (87%) were very satisfied with their visit to Las Vegas in 2024, same as last year. Overall satisfaction is still closing in to recover to pre-pandemic levels.

FIGURE 44: Satisfaction with Visit



DID YOU KNOW?

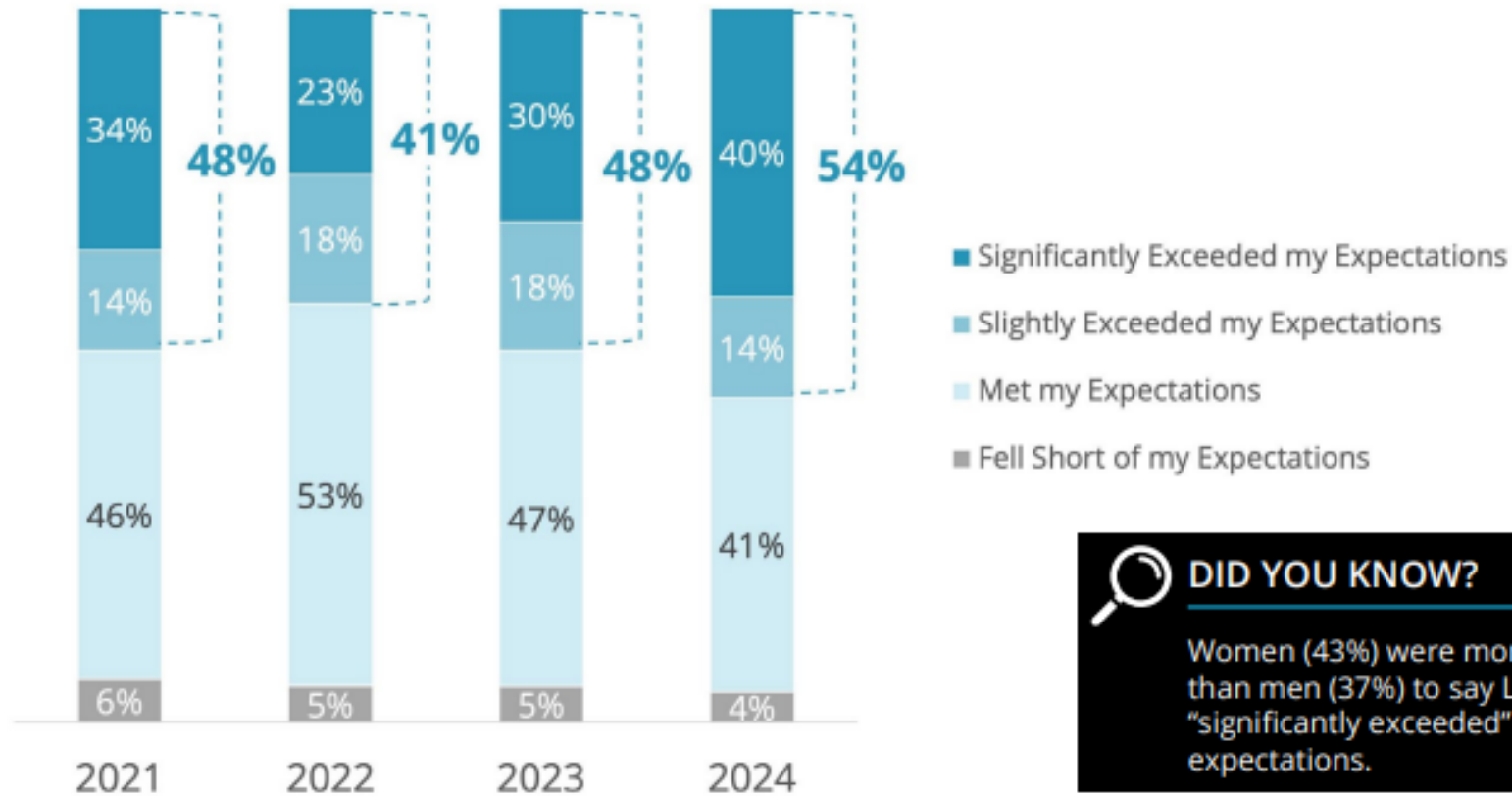
Virtually all (98%) International visitors said they were "Very Satisfied" with their trip.

EXPERIENCE

Las Vegas met or exceeded expectations among majority of visitors.

Las Vegas exceeded expectations among about one-half (54%) of visitors, up from 48% in 2023. Two in five visitors said Las Vegas “Significantly” exceeded their expectations, up from 30% last year.

FIGURE 46: Las Vegas Compared to Expectations



DID YOU KNOW?

Women (43%) were more likely than men (37%) to say Las Vegas “significantly exceeded” their expectations.