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1.0 Introduction

The Regional Transportation Commission of Southern Nevada (RTC) hired Cambridge Systematics (CS) to conduct surveys of hotel visitors to the area. The purpose was to develop data that quantify the impact of tourists, convention attendees, business visitors and others to better understand their travel patterns. Results will serve as inputs into the RTC's travel demand model and to support enhanced transit operations and route planning.

The RTC is the Metropolitan Planning Organization of the Las Vegas metropolitan area, and is responsible for the operation of Citizens Area Transit (CAT), the primary public transit provider in the Las Vegas region. The RTC's stated vision is to create a "safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors". The survey research is aligned with this mission as it investigates how visitors staying in Las Vegas hotels use the area's transportation options.

The surveys were conducted by GLS Research, Inc. located in San Francisco, under subcontract to CS. CS selected GLS in consultation with the RTC. One goal was to leverage related survey work that GLS has been conducting for the Las Vegas Convention and Visitors Authority (LVCVA) for many years, which include surveys at many of the some hotels that would be included in this study.

The completed data collection effort resulted in 1,500 completed surveys conducted at 37 hotels on the strip, downtown and in outlying areas; including 31 gaming hotels and 6 non-gaming hotels. The distribution of hotels is based on a sample design and data collection plan designed by CS, with valuable input from both RTC and GLS, and background information from the LVCVA.

This survey follows up on the previous 1996 Hotel Visitor Intercept Survey conducted by Applied Management & Planning Group. There have been significant demographic changes over the past decade, including a hotel construction boom and huge surge in visitors; today there are nearly 300 hotels in the area, with thousands of hotel rooms.

2.0 Survey Methodology

The survey work consisted of four overall tasks described in this section.

1. Survey design, which included sampling, survey data elements, data collection procedures, and operational planning (section 2.1);
2. Survey implementation, which included a pretest and field implementation (section 2.2);
3. Data preparation, which included data cleaning, checking and editing, geocoding, and survey weighting (section 3); and
4. Data summary (section 4).

The first two of these tasks are described in this section. The data processing and summary are described in subsequent sections of this report.

■ 2.1 Survey Design

A careful survey design was created to ensure that the data collected would be of sufficient quality to support the RTC's transportation modeling and planning needs. Intercept surveys were conducted in the lobbies of selected hotels near the reception desk in order to be near visitors checking out of their hotel rooms. The purpose was to interview people after they had been in Las Vegas to learn about travel patterns over the course of their stay. This section describes sampling, survey data elements, data collection procedures and operational planning.

Sampling

The survey sample was designed by CS, with input from RTC, GLS and the LVCVA. The sampling unit in the study was the hotel guest at the time of check out. Each guest approached by the surveyors was asked to provide information on himself or herself and any relevant trips taken during this visit. No proxy interviews were conducted; in other words, respondents described their own trips but not those of other members of their traveling party. This decision was made by the RTC and CS based on GLS experience that proxy interview data was not reliable.

There were 294 hotels and motels in Las Vegas, with a total of 133,186 rooms, at the time this sample was designed (information from LVCVA). Hotels were classified according to

their locations and whether they are gaming or non-gaming properties. The three geographic areas considered were strip hotels (represented by the area on and near Las Vegas Boulevard roughly bounded by Windmill Lane, Valley View Boulevard, Washington Avenue, and Eastern Avenue/Maryland Parkway), downtown hotels (roughly bounded by Carson Avenue, Interstate 515, Main Street and Las Vegas Boulevard), and outlying properties. The hotels were further classified by whether they have casinos or other resort amenities, because the presence of these facilities affects guest travel patterns.

The surveys were conducted over the course of several weeks to capture a variety of visitor travel patterns, with consideration given to days when occupancy and the number of hotel check-outs were high. CS and GLS consulted with LVCVA and the hotels to determine the best hours for surveyors to work. The sampling plan ensured that the surveys were conducted during times when the greatest number of hotel guests are checking out, normally between 8 a.m. and 1 p.m., to make efficient use of survey resources.

The survey sample design and actual completed surveys are summarized in Table 2.1 below. GLS was successful in achieving the precise goals laid out in the CS sampling plan.

Table 2.1 Hotels Surveyed versus Survey Design Goals

PROPERTIES	Completed Surveys	Survey Design Goal
North Strip	7 gaming hotels	4 gaming hotels
1. Circus Circus	42	
2. Harrah's	41	
3. Las Vegas Hilton	41	
4. Riviera	42	
5. Sahara	42	
6. Stratosphere	84	
7. Venetian	41	
TOTAL SURVEYS	333	333

Table 2.1 Hotels Surveyed versus Survey Design Goals (continued)

PROPERTIES	Completed Surveys	Survey Design Goal
South Strip	12 gaming hotels 3 non-gaming (*)	7 gaming hotels 2 non-gaming
1. Alexis Park*	25	
2. Bally's**	108	
3. Barbary Coast	41	
4. BW McCarran*	25	
5. Caesar's Palace	42	
6. Casino Royale	42	
7. Excalibur	39	
8. Flamingo	41	
9. Imperial Palace	41	
10. Luxor**	69	
11. Paris	42	
12. Rio Hotel	38	
13. Tropicana	77	
14. Unnamed*	37	
TOTAL SURVEYS	667	667
DOWNTOWN	7 gaming hotels	3 gaming hotels
1. Binion's	25	
2. California Hotel	21	
3. Fitzgerald's	25	
4. Four Queens	34	
5. Fremont	75	
6. Golden Nugget	50	
7. Vegas Club	20	
TOTAL SURVEYS	250	250

Table 2.1 Hotels Surveyed versus Survey Design Goals (continued)

OUTLYING	5 gaming hotels 3 non-gaming (*)	2 gaming hotels 2 non-gaming
1. Arizona Charlie's	25	
2. Doubletree Club*	25	
3. Hyatt Regency	38	
4. Holiday Inn Nellis*	13	
5. La Quinta / Tropicana*	25	
6. Orleans	31	
7. Sam's Town	25	
8. Suncoast	68	
TOTAL SURVEYS	250	250
TOTAL SURVEYS	37 hotels	1,500

* Non-gaming hotel

** Includes 25 interviews at the Luxor and 25 interviews at Bally's during the pre-test.

Survey Data Elements and Data Collection Procedures

The survey was intended to collect data that would serve as inputs into the RTC's demand model (trip data, including detailed geography information and transportation mode), its planning analyses and certain attitudinal data that would support future RTC planning. CS worked closely with the RTC to determine precisely what should be collected. Appendix A shows the survey questionnaire. The main deliverable to the RTC is a dataset with detailed trip information; this report summarizes some of the more general information about hotel visitors.

A decision was made at the outset in consultation with RTC and GLS to conduct only intercept surveys in hotel lobbies. GLS did not distribute any self-administered survey forms to visitors who declined to be interviewed in person. Previous experience in Las Vegas hotels had demonstrated that the completion rate for this kind of survey is extremely low. The 2006 transit onboard survey conducted by CS found that no bus passengers returned the mail back forms that were distributed, and the practice was consequently stopped during the data collection process, in consultation with RTC and the survey subcontractor.

Operational Planning

Representatives from Cambridge Systematics, RTC, and the Las Vegas Convention and Visitors Authority (LVCVA) met on June 27 at RTC's offices to discuss this project. GLS was subsequently selected based on the recommendation of the LVCVA and its history conducting surveys in this sector. Many of the survey fieldworkers in this project have worked on previous hotel surveys for GLS and its longstanding client the LVCVA. Nonetheless, surveyors needed to be trained on the goals, protocols and specifics of this project. Interviews were conducted in hotel lobbies near the reception desk to capture guests as they were checking out after their visit. CS worked closely with both the RTC and GLS to develop the interviewer scripts.

■ 2.2 Survey Implementation

Pretest

On Saturday, January 27 and Sunday, January 28 GLS conducted a pilot test of the survey instrument and the procedures designed for collecting hotel visitor data. A total of 50 interviews were conducted at two properties – Luxor (west side of strip) and Bally's (east side of strip). The interviewing went well and the interviewers did not encounter any difficulties with the survey instrument or coding. The effectiveness of the surveys and the overall data collection operation appeared to be good, with no difficulty either intercepting hotel visitors or administering the surveys in hotel lobbies.

Field Implementation

Surveyors arrived at designated hotels at the scheduled times to conduct the interviews. Appendix B shows the dates on which surveys were conducted at each of the hotels. (Note that the total number of surveys shown in Appendix B is 1,450; an additional 50 usable surveys from the pre-test brought the total sample up to 1,500.)

Prior to interviewing at any site, the GLS ensured that interviewers were properly attired with identification badge, that they arrived at the correct hotels, that they had the necessary information and equipment with them and that are fully prepared to begin work. Other project logistics were put in place beforehand, including notifying local police about scheduled surveys, coordination with hotels, and issuance of identification badges for field workers.

GLS managed the day-to-day activities of the surveying. Each surveyor worked on an assigned shift to gather the required data using the methods approved. Each day that data collection was conducted, field supervisors coordinated with hotel managers to ensure that hotel employees are aware of the data collection activities.

3.0 Data Preparation

The outputs of the survey data collection effort were electronic files with coded survey results from the completed surveys provided by CS. These data cleaning and processing steps included cleaning and verification, geocoding, and survey record weighting, are described below. GLS provided CS with a basic summary reporting presenting both unweighted and weighted results of the surveys and a detailed description of the survey procedures and weighting methods.

■ 3.1 Data Cleaning, Checking, and Editing

Once the database was assembled by GLS, the data were checked for omissions, out-of-range entries, and internal logical inconsistencies. Both GLS and CS conducted data checking exercises. GLS developed a codebook and the database format. The resulting files were sent to CS and reviewed by CS analysis for thoroughness, consistency and accuracy. The data from GLS was found to be of high quality.

■ 3.2 Geocoding

GLS already had an extensive property code list from work conducted for the LVCVA., as well as locations of other destinations in Las Vegas and the surrounding areas. This information was augmented with additional data provided by the RTC. All of the locations were coded to facilitate reporting of trips made by hotel visitors. This data was subsequently geocoded by CS to create a longitude and latitude for every destination or reported address or intersection. This was accomplished using a combination of CS automatic geocoding methods and in rare instances manual geocoding to investigate specific cases. CS has developed and maintains its own proprietary software that converts street addresses into coordinates.

■ 3.3 Survey Weighting

In order to make inferences from the survey sample about the population of transit riders as a whole, weights were applied to sample records for aggregated property locations and two aggregated modes of transportation. The locations are the strip, off-strip, downtown,

boulder strip & outlying properties combined. Boulder and outlying are combined because there are not enough observations from Boulder strip properties to warrant a separate weight for them.

The mode of transportation is divided into air versus ground (all modes other than air are classified as ground). The desired proportions were determined by information the LVCVA provided to GLS. LVCVA has a long history working closely with local hotels and conducting regular audits. At year end, the LVCVA has solid information about how many properties are in each location, their occupancy rates and other information. GLS used this information to determine the proportion of all visitors who lodge in hotels or motels are lodging in each area.

As for the transportation variable, the LVCVA provides GLS with these proportions using data from McCarran International Airport (deplaning statistics) and the Nevada Department of Transportation (counts of vehicles coming into Las Vegas on various highways). The LVCVA performs bus arrival estimates as well, and all of this data goes into deriving the air versus ground proportions.

4.0 Results

This section summarizes the results of the 2007 hotel visitor survey. It should be kept in mind that one of the main purposes of the surveys is to collect data that will serve as model inputs to the RTC's transportation model. Some of the data collected in the surveys, particularly that pertaining to specific trips taken over the course of the visit, is not easily characterized. This report describes the purpose of visits to Las Vegas, number of visits over the past year, modes of transit, use of CAT buses, visitor trips beyond their hotels, and demographic data.

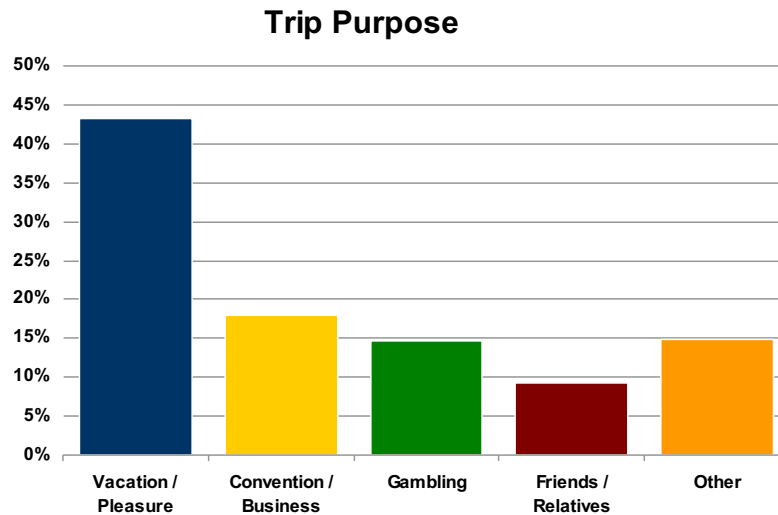
■ 4.1 Purpose of Visit

The majority of visitors surveyed, 43%, are in Las Vegas for recreation/pleasure purposes, as shown in Figure 4.1. An additional 15% of visitors are town for the purpose of gambling (this category was separated from recreation/pleasure). The surveys found that 18% of visitors are in Las Vegas to attend a convention or for business reasons. An additional 9% are visiting friends or relatives. The remaining visitors are in the area for a variety of other miscellaneous reasons.

Visitors who are in town for a convention or for business reasons are far more likely to have flown into Las Vegas (72%), rather than to have arrived by ground (28%). Conversely, visitors in town to visit friends/relatives or for the specific purpose of gambling were much more likely to have arrived by ground (74%). Visitors arriving in Las Vegas to gamble were much more likely to have a vehicle available (83%) than those in town for a convention or business (47%). Visitors in town for vacation/pleasure were more likely to have taken a public bus during their visits (13% took the CAT) than those in town for a convention for business (3% took the CAT).

None of the surveyed visitors who are in Las Vegas with the main purpose of gambling were from outside the U.S., whereas 13% of the visitors in the area for vacation/pleasure are international travelers. Visitors who are in town for a convention or for work tend to have higher income than other visitors (43% have income in excess of \$80K). Those in town with the express purpose of gambling represent the lowest income group (14% income above \$80K).

Figure 4.1 Purpose of Visit

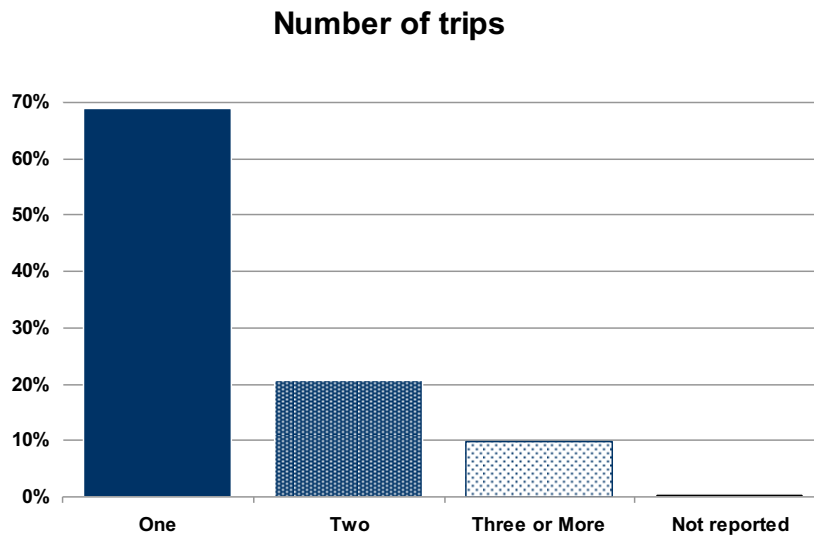


■ 4.2 Number of Trips to Las Vegas

For the majority of visitors surveyed, this was their only visit to Las Vegas in the past year. As shown in Figure 4.2 below, 69% had made just one trip (this trip) in the past year, 21% had made two trips (this trip, plus another) and 10% had made three or more trips. There are no instances of zero trips reported because everyone who was surveyed was a visitor and their presence in Las Vegas represents a trip.

Some observations can be made regarding the number of trips and its relationship to other variables. Visitors who made just one trip to Las Vegas were found to be slightly less likely to have an automobile available during their stay and are slightly more likely to have taken a public CAT bus. Visitors who made only one trip were found to have slightly lower income than more frequent visitors to Las Vegas.

More frequent visitors to Las Vegas were somewhat less likely to have taken a public bus during this stay, and they are less likely to say that they might take a public CAT bus to the airport in the future. In addition, frequent visitors were more likely to have arrived in their own vehicles and, interestingly, to not leave their hotels during their visit (22%).

Figure 4.2 Number of Trips to Las Vegas in Past Year

■ 4.3 Modes of Transit

This section describes the modes of transit used by visitors surveyed. This includes the mode of travel to Las Vegas, mode of travel to the hotel, availability of an automobile while in town, use of CAT buses and the visitor's likelihood of using a CAT bus between the hotel and the airport (for those who arrived by air).

Mode of Transit to Las Vegas

Travel to Las Vegas is split between those who arrived by some form of ground transport and those who arrived by air. As shown in Figure 4.3 below, 46% of the passengers surveyed flew into Las Vegas, and the remaining 54% arrived by ground transportation. Figure 4.4 show the modes of ground transportation to Las Vegas using all means of transportation. While arrival by air is the most common, it is closely followed by visitors who arrived in their own vehicles.

Figure 4.3 Mode of Transit to Las Vegas – Air versus Ground

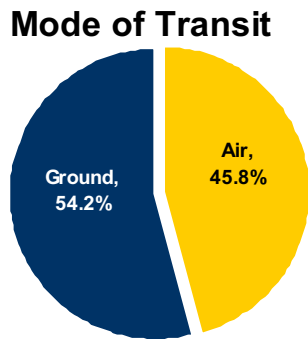
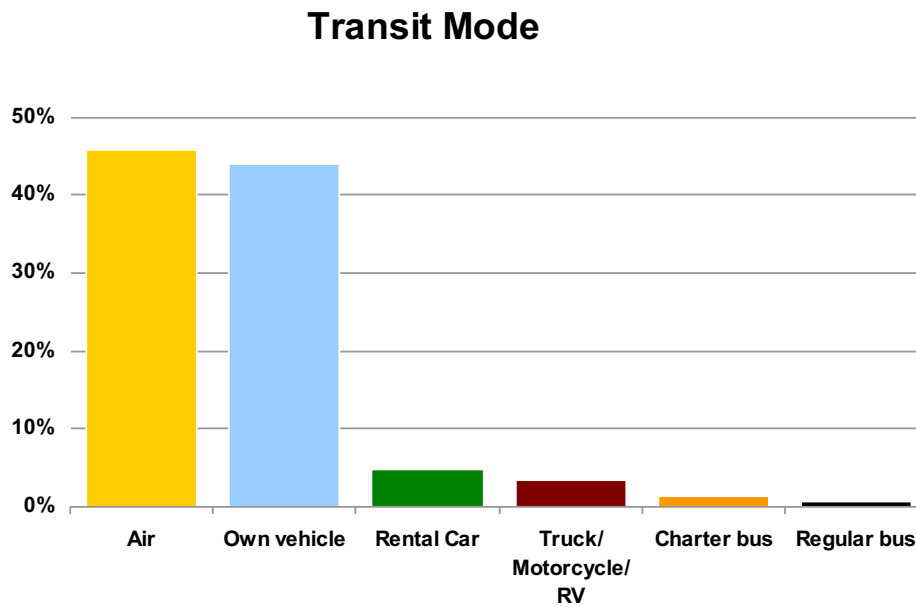


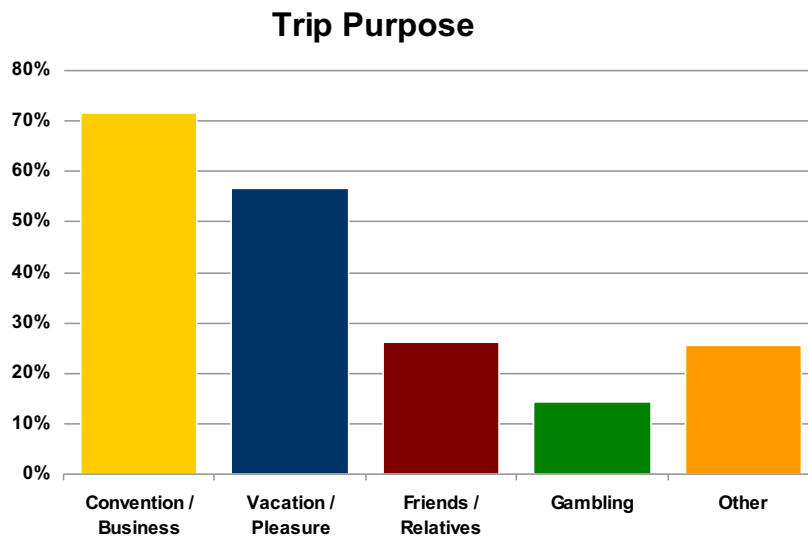
Figure 4.4 Mode of Transit to Las Vegas – All Modes



Visitors Who Arrived by Airplane

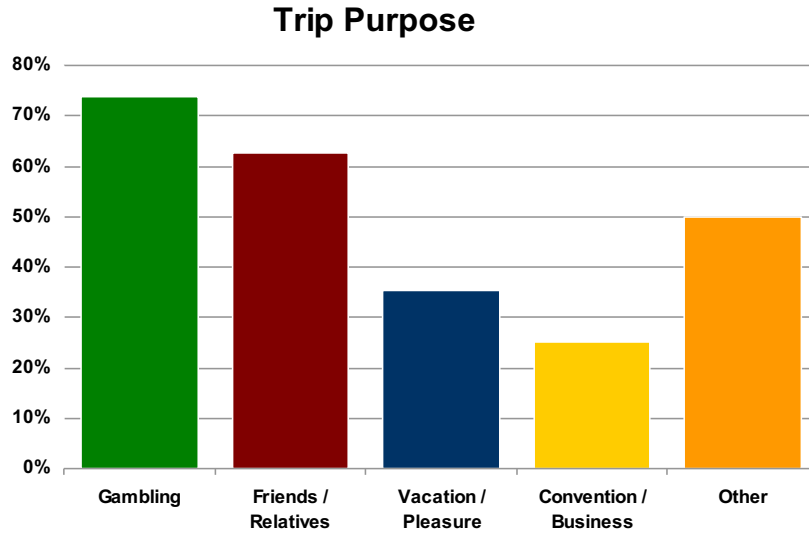
Visitors who are in Las Vegas to attend a convention or for business purposes normally flew into town. As shown in Figure 4.5, 72% of the respondents who are here for this purpose arrived in Las Vegas by airplane. A somewhat lower share, 57%, of those whose trip purpose was vacation or pleasure arrived by airplane. Visitors whose trip purpose was visiting family/friends or for gambling were far less likely to arrived by air.

Figure 4.5 Percentage of Visitors Who Arrived by Airplane, by Trip Purpose



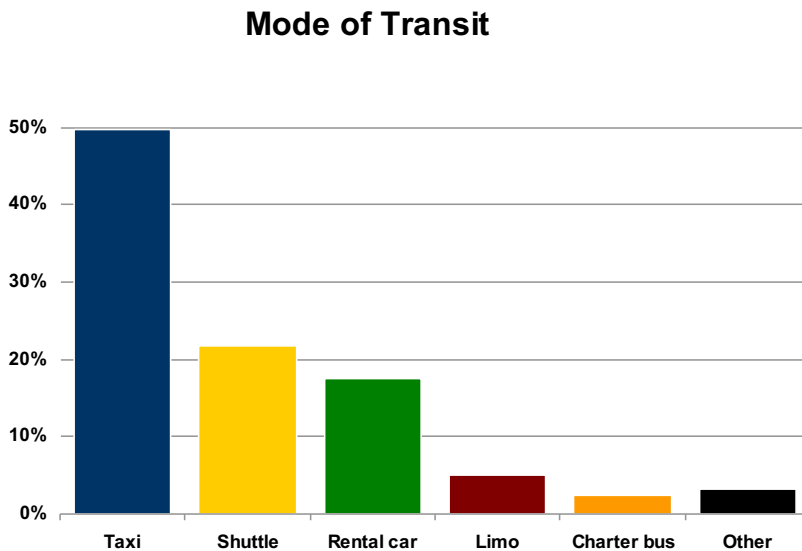
Hotel visitors who were in town for the main purpose of gambling were more likely to arrived in Las Vegas in their own vehicle, as shown in Figure 4.6. Visitors whose purpose was to visit friends were also more likely to have arrived in their own vehicle. Among visitors in town for vacation/pleasure purposes or for a convention or business reasons were much less likely to have arrived in their own car.

Figure 4.6 Percentage of Visitors Who Arrived by Own Vehicle, by Trip Purpose



Mode of Transit to Hotel

The visitors who did not arrive in town with their own vehicles were asked about the mode of transit to their hotel. Figure 4.7 shows that 50% of respondents arrived in a taxi, followed by 22% by shuttle, 18% in a rental car, 5% in a limousine, 2% in a chartered bus and less than 1% in a CAT public bus. The majority of rental cars, taxis and shuttles were used by people who flew into Las Vegas.

Figure 4.7 Mode of Transit to Hotel

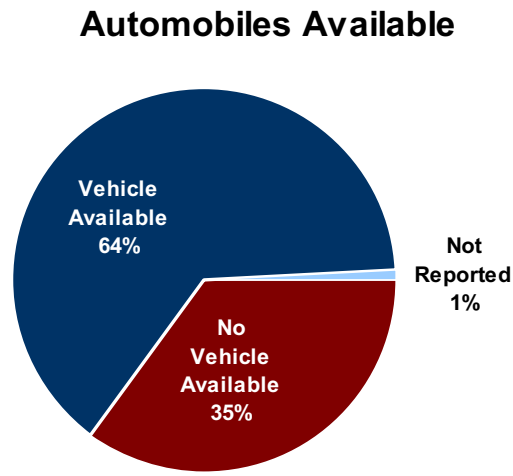
Automobiles Available in Las Vegas

A total of 64% of the visitors surveyed had a vehicle available to them in Las Vegas, as shown in Figure 4.8. These include visitors who arrived in Las Vegas by some form of ground transportation (the majority in their own vehicle, refer to Figure 4.4) and visitors who arrived in Las Vegas by airplane who rented a vehicle when they arrived (refer to Figure 4.7).

Visitors who said that the main purpose of their trip was to gamble were more likely to have an auto available during their stay than visitors in town for a convention or business—83% versus 47%. In addition, people who have a vehicle available, tend to have a lower income than visitors overall. Part of this is due to the nature of their trip—visitors in town on business were found to have higher income, to have arrived by air and not have a vehicle available. Among visitors who arrived by air, 27% have a vehicle available, versus 96% of those who arrived by some form of ground transportation.

Visitors from the U.S. are twice as likely as visitors from other countries to have had an automobile available for their use in Las Vegas. In addition, the more trips a particular visitor has made to Las Vegas in the past year, the more likely the person is to have had a vehicle available. It is mainly visitors who do not have a vehicle available who have taken CAT buses while in town; 87% of the visitors who rode a public transit bus did not have a vehicle available to them.

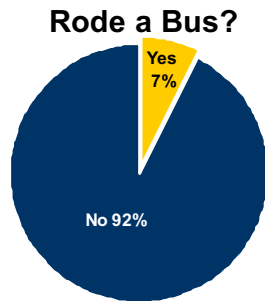
Figure 4.8 Availability of an Automobile While in Las Vegas



Use of CAT Buses

The majority of visitors, 92%, said that they did not take a public CAT bus during their stay in Las Vegas, as shown in Figure 4.9. Among the 7% who did take a bus, these visitors were slightly more likely to have arrived in town by air and to have taken a taxi or a shuttle. In addition, visitors who rode a CAT bus are typically less frequent visitors to Las Vegas.

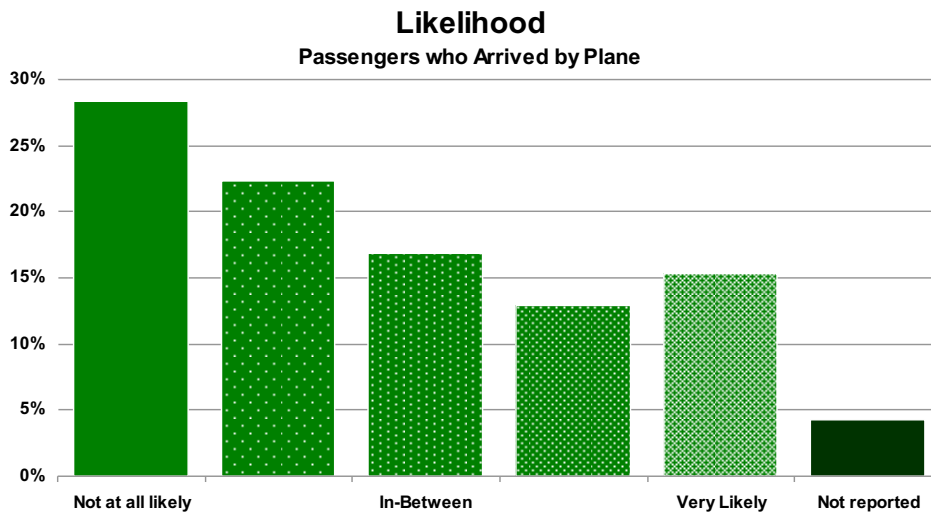
Among people who did not have a vehicle available, 18% took a public bus, compared to 1% of people who did have a automobile available. Visitors from other countries are three times as likely as those from the U.S. to have taken a public bus. Part of this is explained by the fact that fewer of these international visitors had a vehicle available. The likelihood of having taken a bus was not found to be correlated with a person's income.

Figure 4.9 Visitor Use of CAT Buses During Stay in Las Vegas

Likelihood of Riding CAT Bus Between Hotel and Airport

Visitors who arrived in Las Vegas by airplane were asked about the likelihood that they would consider taking a public CAT bus between the airport and their hotel. Respondents were divided in their responses, but with a majority saying that they would not take a CAT bus for this purpose, as shown in Figure 4.10.

Figure 4.10 Likelihood of Riding CAT Bus between Hotel and Airport



■ 4.4 Visitor Trips

As shown in Figure 4.11, while three quarters of the visitors surveyed said that they left the hotel where they are staying during their visit to Las Vegas, this leaves another quarter who did not leave. This is not so odd when one considers the multitude of amenities, conference spaces, restaurants and recreational possibilities in these hotels. Frequent visitors to Las Vegas were the most likely group to have not left their hotel during their stay; 41% of the visitors who have been to Las Vegas three or more times in the past year say that they did not leave. Visitors who were in town for the explicit purpose of gambling were somewhat more likely to have not left their hotel (34%), as well as visitors in town for business purposes (32%). Visitors in town to see family or friends, or those for vacation or pleasure were more likely to say that they left their hotel during their stay.

Figure 4.11 Visitor Trips Outside Hotel

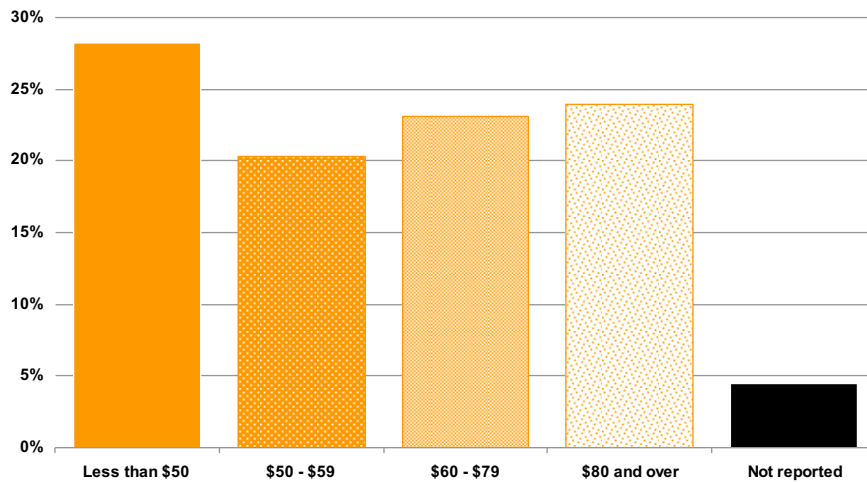


■ 4.5 Demographic Characteristics

Income

Household income for visitors surveyed is shown in Figure 4.12. Nearly half of all respondents have income over \$60K, and 24% have income over \$80K. International visitors were found to have a slightly higher income than residents of the U.S., although a fairly high percentage of these visitors did not answer the income question.

Figure 4.12 Total Family Income of Respondents



Respondent Age

The majority of respondents (76%) are between 35 and 64 years of age, as shown in Table 4.13. The interviewers screened for people were at least 18 years of age which explains why there are so few at the low end of the age range.

Table 4.13 Respondent Age Ranges

Age	Frequency	Percent
18-24	35	2.3
25-34	122	8.1
35-44	347	23.1
45-54	441	29.4
55-64	347	23.1
65-84	205	13.6
85 or older	1	0.1
No response	2	0.1
Total	1,500	100.0

Respondent Gender

A roughly equal number of survey respondents were male and female, as shown in Table 4.14.

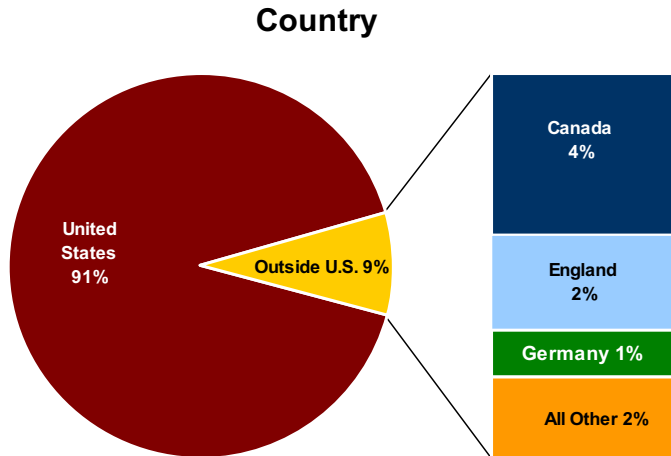
Table 4.14 Respondent Gender

Gender	Frequency	Percent
Male	754	50.2
Female	746	49.7
Not reported	1	0.1
Total	1,500	100.0

Visitor Home Country

Fully 92% of the visitors surveyed are from the U.S., as shown in Figure 4.15. Among the remaining 8%, the largest share are from Canada (4%), England (2%) and Germany (1%). There are also a small number of visitors from countries that include Australia, France, Japan, Mexico, the Netherlands, and South Korea.

Figure 4.15 Home Countries of Visitors Surveyed





Appendix A: Survey Instrument

Interviewer Name	Name of Hotel	Month/Day	Time of Day
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Hello, my name is _____. This hotel has given the Regional Transportation Commission of Southern Nevada permission to conduct a visitor travel survey to help us improve transportation in Las Vegas. May I ask you a few questions about the locations you and your party visited in the past 24 hours? This survey usually takes under ten minutes.

- Are you a visitor to Las Vegas, or are you a local resident?
 Visitor Local (**TERMINATE SURVEY**)
- Have you been in Las Vegas for more than 24 hours?
 Yes No (**TERMINATE SURVEY**)
- Are you lodging at this hotel?
 Yes No (**TERMINATE SURVEY**)
- Are you 18 years of age or older? (**ASK ONLY IF IN DOUBT**)
 Yes No (**TERMINATE SURVEY**)
- What is the main reason that you came to Las Vegas?

<input type="checkbox"/> Vacation/pleasure	<input type="checkbox"/> To attend a special event (golf, rodeo, or a fight)
<input type="checkbox"/> To attend or work at a convention/trade show	<input type="checkbox"/> Wedding/to get married
<input type="checkbox"/> To attend a corporate meeting	<input type="checkbox"/> Incentive travel program (won a trip, work bonus)
<input type="checkbox"/> Other business purposes	<input type="checkbox"/> Just passing through
<input type="checkbox"/> Visit friends/relatives	<input type="checkbox"/> Some other reason
<input type="checkbox"/> To gamble	<input type="checkbox"/> Not sure/Don't know
<input type="checkbox"/> To attend/participate in a casino tournament	<input type="checkbox"/> Refused
- How many trips (including this one) have you made to Las Vegas in the past year?



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

- Air **(ASK Q8)**
- Bus **(If "YES" ask)** Do you mean...
 - Regularly scheduled bus service like Greyhound **(ASK Q8)**
 - Chartered or escorted bus service or tour bus **(ASK Q8)**
- Your own vehicle **(GO TO Q10)**
- Rental car **(GO TO Q10)**
- Truck **(GO TO Q10)**
- Motorcycle **(GO TO Q10)**
- Recreational Vehicle (RV) **(GO TO Q9)**

8. What form of transportation did you use to arrive at this hotel when you first arrived? **(READ LIST, ACCEPT ONLY ONE RESPONSE.)**

- Rental car **(GO TO Q10)**
- Taxi
- Hotel or airport shuttle van
- Tour or charter bus
- Public bus
- Limousine
- Other

9. Have you had an automobile available for your use in Las Vegas?

- Yes
- No

10. **(ASK EVERYONE:)** Have you taken a public bus during your stay in Las Vegas?

- Yes
- No

11. **(ASK ONLY HOTEL GUESTS AT STRIP PROPERTIES WHO ARRIVED BY AIRPLANE; IF Q7 = AIR.)**

The Regional Transportation Commission is considering providing double Decker bus service that could take visitors from the airport to their hotels. This bus would let people off a bus stop on the Strip near their hotel, and cost \$2.50 per person one way. If this service were available how likely would you be to take it if you were to return to Las Vegas? Please use a five point scale in which 5 means *very likely* and 1 means *not likely at all*.

<u>Very Likely</u>						<u>Not At All Likely</u>
5	4	3	2	1		

12. Did you leave this hotel for any reason in the past 24 hours?

- Yes
- No **(SKIP TO Q16)**

13. Were you at this hotel at this time yesterday?

- Yes **(RECORD PROPERTY NAME IN Q14, THEN GO TO Q15)**
- No **(ASK Q14)**



14. Where were you at this time yesterday?



Property or place name _____

Street address or intersection
(IF NOT A RECOGNIZED PROPERTY NAME) _____



(IF OUTSIDE LAS VEGAS...) City/State _____



I would like to ask about trips you made in the past 24 hours and get some information about these trips. We will start with where you were at this time yesterday. Where did you go first from that location? **(ASK FOR UP TO 10 TRIPS. STOP BEFORE YOU REACH 10 IF THE LAST LOCATION THEY TRAVELED TO IS THE LOCATION WHERE YOU ARE CURRENTLY INTERVIEWING THEM.)**

15. Trips made since this time yesterday	Locations Visited in Last 24 Hrs		What was the primary purpose of your trip? (check one)	What was your primary mode of travel? (check one)	Including yourself how many members of your travel party made this trip?	At about what time did you leave for this destination?
	Property or Place Name	If not a recognizable property name, also get street address or intersection (city/state if outside Las Vegas)				
...Where did you go first from that location?  TRIP #1			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> _____
Where did you go from there?  TRIP #2			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> _____



15. Trips made since this time yesterday	Locations Visited in Last 24 Hrs.		What was the primary purpose of your trip? (check one)	What was your primary mode of travel? (check one)	Including yourself how many members of your travel party made this trip?	At about what time did you leave for this destination?
	Property or Place Name	If not a recognizable property name, also get street address or intersection (city/state if outside Las Vegas)				
Where did you go from there?  TRIP #3			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="text"/> <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> _____
Where did you go from there?  TRIP #4			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="text"/> <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> _____

	Locations Visited in Last 24 Hrs.			
--	--	--	--	--

15. Trips made since this time yesterday	Property or place name	If not a recognizable property name, also get street address or intersection (city/state if outside Las Vegas)	What was the primary purpose of your trip? (check one)	What was your primary mode of travel? (check one)	Including yourself how many members of your travel party made this trip?	At about what time did you leave for this destination?
Where did you go from there?  TRIP #5			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<div style="border: 1px solid black; width: 40px; height: 30px; margin: 0 auto;"></div> Number	<div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto; text-align: center;">:</div> <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto;"></div>
Where did you go from there?  TRIP #6			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<div style="border: 1px solid black; width: 40px; height: 30px; margin: 0 auto;"></div> Number	<div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto; text-align: center;">:</div> <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto;"></div>
15. Trips made	Locations Visited in Last 24 Hrs.		What was the primary purpose of your trip?	What was your primary mode of travel?	Including yourself how	At about what time did you leave for
Property or place	If not a recognizable property name, also					

since this time yesterday	name	get street address or intersection (city/state if outside Las Vegas)	(check one)	(check one)	many members of your travel party made this trip?	this destination?
Where did you go from there?  TRIP #7			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> ____
Where did you go from there?  TRIP #8			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/> ____

15. Trips made	Locations Visited in Last 24 Hrs.		What was the primary purpose of your trip?	What was your primary mode of travel? (check	Including yourself	At about what time did you leave for
	Property or place name	If not a recognizable property name, also				

since this time yesterday		get street address or intersection (city/state if outside Las Vegas)	(check one)	one)	how many members of your travel party made this trip?	this destination?
Where did you go from there?  TRIP #9			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/>
Where did you go from there?  TRIP #10			<input type="checkbox"/> Return to hotel <input type="checkbox"/> Eat Meal <input type="checkbox"/> Gaming <input type="checkbox"/> Show <input type="checkbox"/> Shopping <input type="checkbox"/> Sightseeing <input type="checkbox"/> Other Social/Recreational <input type="checkbox"/> Convention/Conference <input type="checkbox"/> Business Related <input type="checkbox"/> Other _____	<input type="checkbox"/> Auto / Van / Truck / Motorcycle <input type="checkbox"/> Charter / Tour Bus <input type="checkbox"/> Hotel Shuttle <input type="checkbox"/> Monorail (includes time spent walking) <input type="checkbox"/> Public Bus <input type="checkbox"/> Taxi / Limousine <input type="checkbox"/> Walk / Wheelchair / Scooter <input type="checkbox"/> Other _____	<input type="text"/> Number	<input type="text"/> : <input type="checkbox"/> AM <input type="checkbox"/> PM How long did it take to get to this location? <input type="text"/>



16. Including yourself, how many people stayed overnight in your hotel room?

17. (Ask for first four people in hotel room...)				
	Respondent	Person 2	Person 3	Person 4
What is (your/their) age, please?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(If refuses to give exact age above:) Into which of the following categories does your age fall?	<input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-84 <input type="checkbox"/> 85 or older	<input type="checkbox"/> Less than 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-84 <input type="checkbox"/> 85 or older	<input type="checkbox"/> Less than 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-84 <input type="checkbox"/> 85 or older	<input type="checkbox"/> Less than 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-84 <input type="checkbox"/> 85 or older
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Male <input type="checkbox"/> Female
	What is this person's relationship to you?	<input type="checkbox"/> Spouse or domestic partner <input type="checkbox"/> Child <input type="checkbox"/> Grandchild <input type="checkbox"/> Parent <input type="checkbox"/> Sibling <input type="checkbox"/> Other relative <input type="checkbox"/> Friend or colleague <input type="checkbox"/> Other <input type="checkbox"/> Refused	<input type="checkbox"/> Spouse or domestic partner <input type="checkbox"/> Child <input type="checkbox"/> Grandchild <input type="checkbox"/> Parent <input type="checkbox"/> Sibling <input type="checkbox"/> Other relative <input type="checkbox"/> Friend or colleague <input type="checkbox"/> Other <input type="checkbox"/> Refused	<input type="checkbox"/> Spouse or domestic partner <input type="checkbox"/> Child <input type="checkbox"/> Grandchild <input type="checkbox"/> Parent <input type="checkbox"/> Sibling <input type="checkbox"/> Other relative <input type="checkbox"/> Friend or colleague <input type="checkbox"/> Other <input type="checkbox"/> Refused

18. a) What country are you from?

- USA (**GO TO 18b**)
- Other (Specify _____) **GO TO END**

b) What is your home zip code? _____

19. What category best describes the combined total income (before taxes) in 2006 for everyone who lives in your household?

- a. Less than \$20,000
- b. \$20,000 - \$29,999
- c. \$30,000 - \$39,999
- d. \$40,000 - \$49,999
- e. \$50,000 - \$59,999
- f. \$60,000 - \$69,999
- g. \$70,000 - \$79,999
- h. \$80,000 - \$89,999
- i. \$90,000 - \$99,999
- j. \$100,000 - \$149,999
- k. \$150,000 or more

Appendix B: Survey Completions

RTC Hotel Survey Completions — March 2007						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12 Center Strip Hotel — 42 (Bally's)	13	14 North Strip Hotel — 42 (Stratosphere)	15	16 Boulder Strip — (AZ Charlies Boulder) - - 25	17
18 South Strip Hotel — 43 (Tropicana)	19 Downtown — 21 (California Hotel)	20 Downtown (Vegas Club) — 20	21 Downtown — 21 (Four Queens)	22 Non- Gaming Outlying — 5 (Hol. Inn Nellis)	23 Non- Gaming Outlying — 8 (Hol. Inn Nellis)	24 Boulder Strip — 25 (Sam's Town)
25	26 North Strip Hotel — 41 (Venetian)	27	28 Non-Gaming Off-Strip/South Strip (Alexis Park) — 25	29	30 South Strip Hotel — 44 (Luxor)	31

QUOTAS

NORTH STRIP	= 83	NON-GAMING = 38
CENTER STRIP	= 42	
SOUTH STRIP	= 112	
DOWNTOWN	= 62	
BOULDER-OUTLYING	= 63	
TOTAL	= 362	

RTC Hotel Survey Completions — April 2007						
<i>SUN</i>	<i>MON</i>	<i>TUE</i>	<i>WED</i>	<i>THU</i>	<i>FRI</i>	<i>SAT</i>
1 Off-Strip Hotel (North Strip) — 41 (LV Hilton)	2	3 Center Strip Hotel — 41 (Barbary Coast)	4	5 Center Strip Hotel — 42 (Caesar's)	6	7 North Strip Hotel— 42 (Circus Circus)
8	9 Center Strip Hotel — 42 (Casino Royale)	10	11 Non-Gaming South/Off- Strip <u>Motel</u> — (BW McCarran) -- 6	12 Non-Gam. South/Off- Strip <u>Motel</u> — (BW McCarran)- - 19	13 North Strip Hotel — 41 (Harrah's)	14 Outlying – 38 (Hyatt Regency)
15 South Strip Hotel — 39 (Excalibur)	16	17 Non-Gaming Outlying — 5 (Doubletree)	18 Non-Gaming Outlying — 20 (Doubletree)	19 Off-Strip Hotel (South Strip) — 38 (Rio)	20 Downtown — 50 (Fremont &)	21 Downtown — 25 (Binion's)
22 Downtown — 50 (Golden Nugget & Vegas Club)	23 Center Strip Hotel — 41 (Flamingo)	24	25 Center Strip Hotel — 41 (Imperial Palace)	26 Non- Gaming Outlying — 20 (La Quinta)	27 Non- Gaming Outlying — 5 (La Quinta)	28 Outlying – 37 (Suncoast)
29 North Strip Hotel — 42 (Riviera)	30					

QUOTAS

NORTH STRIP	=	166	NON-GAMING = 75
CENTER STRIP	=	207	
SOUTH STRIP	=	102	
DOWNTOWN	=	125	
BOULDER-OUTLYING	=	125	
TOTAL	=	725	

RTC Hotel Survey Completions — May 2007

SUN	MON	TUE	WED	THU	FRI	SAT
		1 North Strip Hotel — 42 (Sahara)	2 Downtown — 25 (Fitzgerald's)	3 Downtown — 13 (Four Queens)	4 Downtown — 25 (Fremont)	5 Outlying — 31 (Orleans & Doubletree)
6 Center Strip Hotel — 42 (Paris)	7 Center Strip Hotel — 41 (Bally's)	8	9 Boulder/Outlying — 31 (AZ Charlie's & Suncoast)	10	11 South Strip Hotel — 34 (Tropicana)	12
13 North Strip Hotel — 42 (Stratosphere)	14	15 Non-Gaming South Off-Strip Hotel — 37	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

QUOTAS

NORTH STRIP = 84	NON-GAMING = 37
CENTER STRIP = 83	
SOUTH STRIP = 71	
DOWNTOWN = 63	
BOULDER-OUTLYING = 62	
TOTAL = 363	

Appendix C: Data Dictionary

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Output Created	13-Jun-2007 09:33:39
Input Data	F:\2006\206329 RTC Visitor Survey\Data\206329.wgt.sav
Weight	WGT Weight (by location and transportation)
N of Rows in Working Data File	1,500

List of variables on the working file

Name (Position) Label

ID (1) ID

Measurement Level: Scale
 Column Width: 4 Alignment: Right
 Print Format: N4
 Write Format: N4

PROPERTY (2) INTERVIEW LOCATION (INDIVIDUAL)

Measurement Level: Scale
 Column Width: 9 Alignment: Right
 Print Format: F4
 Write Format: F4

LOCATION (3) Interview location (for weighting)

Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F1
 Write Format: F1

Value	Label
1	Strip
2	Off-Strip
3	Downtown
4	Boulder/Outlying

MONTH (4) MONTH OF INTERVIEW

Measurement Level: Scale
 Column Width: 7 Alignment: Right
 Print Format: F2
 Write Format: F2

Las Vegas Hotel Visitor Survey Data Dictionary 2007

DATE (5) DATE OF INTERVIEW

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

YEAR (6) YEAR OF INTERVIEW

Measurement Level: Scale
Column Width: 6 Alignment: Right
Print Format: F4
Write Format: F4

Q5 (7) Q.5 PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Q6 (8) Q.6 TRIPS TO LAS VEGAS IN PAST YEAR

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F3
Write Format: F3

Q7 (9) Q.7 MODE OF TRANSPORT TO LAS VEGAS

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F1
Write Format: F1

TRANSPORT (10) Transportation (for weighting)

Measurement Level: Scale
Column Width: 9 Alignment: Right
Print Format: F1
Write Format: F1

Value	Label
1	Air
2	Ground

Q8 (11) Q.8 HOW DID YOU GET TO HOTEL

Measurement Level: Scale
Column Width: 6 Alignment: Right
Print Format: F1
Write Format: F1

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Q9 (12) Q.9 HAVE AUTO AVAILABLE

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F1

Write Format: F1

Q10 (13) Q.10 HAVE YOU TAKEN A PUBLIC BUS DURING YOUR STAY

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F1

Write Format: F1

Q11 (14) Q.11 HOW LIKELY TO USE RTC BUS SERVICE FROM AIRPORT

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F1

Write Format: F1

Q12 (15) Q.12 DID YOU LEAVE HOTEL IN PAST 24 HOURS

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F1

Write Format: F1

Q13 (16) Q.13 WERE YOU AT HOTEL THIS TIME YESTERDAY

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F1

Write Format: F1

Q14 (17) Q.14 WHERE WERE YOU THIS TIME YESTERDAY

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

Q14OTHER (18)

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A100

Write Format: A100

Q15.1A (19) Q.15.1A LOCATION

Measurement Level: Scale

Column Width: 6 Alignment: Right

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Print Format: F4

Write Format: F4

Q15.1OTHER (20)

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A100

Write Format: A100

Q15.1B (21) Q.15.1B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Q15.1C (22) Q.15.1C MODE OF TRAVEL

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F1

Write Format: F1

Q15.1D (23) Q.15.1D HOW MANY MADE TRIP

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Q15.1E (24) Q.15.1E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F4

Write Format: F4

Q15.1F (25) Q15.1F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F3

Write Format: F3

Q15.2A (26) Q.15.2A LOCATION

Measurement Level: Scale

Column Width: 11 Alignment: Right

Print Format: F4

Write Format: F4

Q15.2OTHER (27)

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100

Q15.2B (28) Q.15.2B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 7 Alignment: Right
Print Format: F2
Write Format: F2

Q15.2C (29) Q.15.2C MODE OF TRAVEL

Measurement Level: Scale
Column Width: 7 Alignment: Right
Print Format: F1
Write Format: F1

Q15.2D (30) Q.15.2D HOW MANY MADE TRIP

Measurement Level: Scale
Column Width: 6 Alignment: Right
Print Format: F2
Write Format: F2

Q15.2E (31) Q.15.2E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale
Column Width: 9 Alignment: Right
Print Format: F4
Write Format: F4

Q15.2F (32) Q.15.2F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 11 Alignment: Right
Print Format: F3
Write Format: F3

Q15.3A (33) Q.15.3A LOCATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.3OTHER (34)

Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Q15.3B (35) Q.15.3B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.3C (36) Q.15.3C MODE OF TRAVEL

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1

Q15.3D (37) Q.15.3D HOW MANY MADE TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.3E (38) Q.15.3E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.3F (39) Q15.3F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 3 Alignment: Right
Print Format: F3
Write Format: F3

Q15.4A (40) Q.15.4A LOCATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.4OTHER (41)

Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100

Q15.4B (42) Q.15.4B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Print Format: F2

Write Format: F2

Q15.4C (43) Q.15.4C MODE OF TRAVEL

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F1

Write Format: F1

Q15.4D (44) Q.15.4D HOW MANY MADE TRIP

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Q15.4E (45) Q.15.4E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

Q15.4F (46) Q.15.4F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F3

Write Format: F3

Q15.5A (47) Q.15.5A LOCATION

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

Q15.5OTHER (48)

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A100

Write Format: A100

Q15.5B (49) Q.15.5B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Q15.5C (50) Q.15.5C MODE OF TRAVEL

Las Vegas Hotel Visitor Survey Data Dictionary 2007

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1

Q15.5D (51) Q.15.5D HOW MANY MADE TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.5E (52) Q.15.5E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.5F (53) Q15.5F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 3 Alignment: Right
Print Format: F3
Write Format: F3

Q15.6A (54) Q.15.6A LOCATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.6OTHER (55)

Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100

Q15.6B (56) Q.15.6B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.6C (57) Q.15.6C MODE OF TRAVEL

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1

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- Q15.6D (58) Q.15.6D HOW MANY MADE TRIP
Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2
- Q15.6E (59) Q.15.6E WHAT TIME LEFT FOR DESTINATION
Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4
- Q15.6F (60) Q15.6F HOW LONG TO GET TO DESTINATION
Measurement Level: Scale
Column Width: 3 Alignment: Right
Print Format: F3
Write Format: F3
- Q15.7A (61) Q.15.7A LOCATION
Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4
- Q15.7OTHER (62)
Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100
- Q15.7B (63) Q.15.7B PRIMARY PURPOSE OF TRIP
Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2
- Q15.7C (64) Q.15.7C MODE OF TRAVEL
Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1
- Q15.7D (65) Q.15.7D HOW MANY MADE TRIP
Measurement Level: Scale
Column Width: 2 Alignment: Right

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Print Format: F2

Write Format: F2

Q15.7E (66) Q.15.7E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

Q15.7F (67) Q15.7F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F3

Write Format: F3

Q15.8A (68) Q.15.8A LOCATION

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

Q15.8OTHER (69)

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A100

Write Format: A100

Q15.8B (70) Q.15.8B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Q15.8C (71) Q.15.8C MODE OF TRAVEL

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F1

Write Format: F1

Q15.8D (72) Q.15.8D HOW MANY MADE TRIP

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Q15.8E (73) Q.15.8E WHAT TIME LEFT FOR DESTINATION

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Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.8F (74) Q15.8F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 3 Alignment: Right
Print Format: F3
Write Format: F3

Q15.9A (75) Q.15.9A LOCATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.9OTHER (76)

Measurement Level: Nominal
Column Width: 8 Alignment: Left
Print Format: A100
Write Format: A100

Q15.9B (77) Q.15.9B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.9C (78) Q.15.9C MODE OF TRAVEL

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1

Q15.9D (79) Q.15.9D HOW MANY MADE TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.9E (80) Q.15.9E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

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Q15.9F (81) Q15.9F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 3 Alignment: Right
Print Format: F3
Write Format: F3

Q15.10A (82) Q.15.10A LOCATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.10OTHER (83)

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Q15.10B (84) Q.15.10B PRIMARY PURPOSE OF TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.10C (85) Q.15.10C MODE OF TRAVEL

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F1
Write Format: F1

Q15.10D (86) Q.15.10D HOW MANY MADE TRIP

Measurement Level: Scale
Column Width: 2 Alignment: Right
Print Format: F2
Write Format: F2

Q15.10E (87) Q.15.10E WHAT TIME LEFT FOR DESTINATION

Measurement Level: Scale
Column Width: 4 Alignment: Right
Print Format: F4
Write Format: F4

Q15.10F (88) Q15.10F HOW LONG TO GET TO DESTINATION

Measurement Level: Scale
Column Width: 8 Alignment: Right

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Print Format: F3

Write Format: F3

Q16 (89) Q.16 NUMBER OF ROOM OCCUPANTS

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Q17.1AGE (90) Q.17.1 RESPONDENT'S AGE

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Q17.1CAT (91) Q17.1 AGE CAT

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F1

Write Format: F1

Q17.1GENDER (92) Q17.1 RESPONDENT'S GENDER

Measurement Level: Scale

Column Width: 12 Alignment: Right

Print Format: F1

Write Format: F1

Q17.2AGE (93) Q17.2 AGE

Measurement Level: Scale

Column Width: 12 Alignment: Right

Print Format: F2

Write Format: F2

Q17.2CAT (94) Q17.2 AGE CAT

Measurement Level: Scale

Column Width: 15 Alignment: Right

Print Format: F1

Write Format: F1

Q17.2GENDER (95) Q17.2 GENDER

Measurement Level: Scale

Column Width: 11 Alignment: Right

Print Format: F1

Write Format: F1

Q17.2REL (96) Q17.2 RELATIONSHIP TO RESPONDENT

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Measurement Level: Scale
Column Width: 9 Alignment: Right
Print Format: F1
Write Format: F1

Q17.3AGE (97) Q17.3 AGE
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Q17.3CAT (98) Q17.3 AGECAT
Measurement Level: Scale
Column Width: 11 Alignment: Right
Print Format: F1
Write Format: F1

Q17.3GENDER (99) Q17.3 GENDER
Measurement Level: Scale
Column Width: 11 Alignment: Right
Print Format: F1
Write Format: F1

Q17.3REL (100) Q17.3 RELATIONSHIP TO RESPONDENT
Measurement Level: Scale
Column Width: 10 Alignment: Right
Print Format: F1
Write Format: F1

Q17.4AGE (101) Q17.4 AGE
Measurement Level: Scale
Column Width: 9 Alignment: Right
Print Format: F2
Write Format: F2

Q17.4CAT (102) Q17.4 AGECAT
Measurement Level: Scale
Column Width: 11 Alignment: Right
Print Format: F1
Write Format: F1

Q17.4GENDER (103) Q17.4 GENDER
Measurement Level: Scale
Column Width: 11 Alignment: Right
Print Format: F1
Write Format: F1

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Q17.4REL (104) Q17.4 RELATIONSHIP TO RESPONDENT

Measurement Level: Scale
Column Width: 7 Alignment: Right
Print Format: F1
Write Format: F1

Q18A (105) Q.18A COUNTRY

Measurement Level: Scale
Column Width: 6 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	USA
2	Australia
3	Canada
4	England (Great Britain)
5	France
6	Germany
7	Italy
8	Japan
9	Mexico
10	The Netherlands (Holland)
11	South Korea
12	Sweden
13	Other European (Norway, Denmark, Spain, Portugal, etc.)
14	Other (non-European)
98	NOT SURE/DK
99	REFUSED/NA

ZIP (106) ZIP CODE

Measurement Level: Nominal
Column Width: 5 Alignment: Left
Print Format: A5
Write Format: A5

Q19 (107) Q.19 INCOME

Measurement Level: Scale
Column Width: 7 Alignment: Right
Print Format: F2
Write Format: F2

WGT (108) Weight (by location and transportation)

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Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8.6
Write Format: F8.6