



Las Vegas Travel and Economic Poll
Summary of Research Conducted Among Leisure Travelers
March 2008

The following paper presents an executive summary of research recently completed among leisure travelers nationwide on behalf of the Las Vegas Convention and Visitors Authority. The interviewing took place February 22-25, 2008 and the results have an overall margin of sampling error of ... Respondents were screened to include ... and older and those who have taken at least one trip in the ... \$ where they stayed overnight at least one night.

Key Finding

[Redacted text block]

This paper highlights findings in four areas: 1) ... 2) ... 3) ... and 4) ...

[Redacted text block]

[Redacted text block]

[Redacted text block]

[REDACTED]

[REDACTED] out  
[REDACTED] S

(Open ended question with no responses suggested.)

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Note: Only the top choices are shown in this chart.

[REDACTED] S  
[REDACTED] is

[REDACTED] 6.

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED] OF  
[REDACTED] 1.  
[REDACTED] 6.

[REDACTED]

[REDACTED] destinations they are considering traveling to, [REDACTED] AS

[REDACTED] e

[REDACTED]

[REDACTED] the Vegas offering and [REDACTED]

[REDACTED] ble

[REDACTED] clear and explicit:

1. [REDACTED] s.

2. [REDACTED]

[REDACTED]

## Unknown

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**From:** Todd Gillins  
**Sent:** Friday, March 07, 2008 10:12 AM  
**To:** Kevin Bagger; Vince Alberta  
**Cc:** Terry Jicinsky; Rob O'Keefe  
**Subject:** PSB White Paper Draft  
**Attachments:** rr\_color\_tag.gif; LVCVA Summary.draft.pdf

Attached is a draft copy of the PSB research study recently conducted. Please review and then we should discuss changes (if any) by Monday.

Let me know if you have any questions.



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