Destination Advertising Awareness

January 2005

I. Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings* (this report includes data from May 2004 through January 2005).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

II. Las Vegas Advertising Awareness

III. Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th>Las Vegas</th>
<th>Jul 04</th>
<th>Aug 04</th>
<th>Sept 04</th>
<th>Oct 04</th>
<th>Nov 04</th>
<th>Dec 04</th>
<th>Jan 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orlando</td>
<td>68%</td>
<td>63%</td>
<td>60%</td>
<td>61%</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Mexico</td>
<td>45%</td>
<td>43%</td>
<td>42%</td>
<td>45%</td>
<td>49%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>48%</td>
<td>45%</td>
<td>43%</td>
<td>45%</td>
<td>49%</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>New York City</td>
<td>49%</td>
<td>51%</td>
<td>50%</td>
<td>48%</td>
<td>47%</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>San Diego</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
<td>30%</td>
<td>27%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>39%</td>
<td>39%</td>
<td>36%</td>
<td>35%</td>
<td>33%</td>
<td>33%</td>
<td>32%</td>
</tr>
</tbody>
</table>

* Beginning in January 2005, the weighted totals for all respondents were adjusted to include New York City in all rolling three month averages in Sections II, III, and IV.

Note: Awareness of Las Vegas, as well as Atlantic City, San Diego, and Orlando, are down significantly from last summer.

Awareness of Mexico and Hawaii has risen since this past fall.

R&R Partners | Research
900 South Pavilion Center Drive, Las Vegas, Nevada 89144
702.228.0222 | 702.507.2821 fax | rpartners.com
Overall advertising awareness for Las Vegas has trended downward over the past several months and currently stands at 71%, down significantly from this past summer. Most of the decline can be attributed to New York City, which is the largest market in terms of population but where awareness has declined precipitously from readings well over 70% last summer to 58% currently. Awareness in Phoenix has also declined for the past several months, returning to more typical levels after readings of 90% and higher last year. Awareness in Los Angeles remains steady. Awareness in Chicago, Seattle, and Philadelphia has also been steady for the past several months, although Chicago and Philadelphia are somewhat lower than earlier in the year, and Seattle somewhat higher.

Overall weighted image favorability is 22%, down significantly from a high of 27%, with the proportion saying the ads have “no effect” increasing to 74%. Favorability has declined the most in Philadelphia, to 18%, the lowest recorded level for this market, and down significantly from a high of 37% last summer, with the proportion saying the ads have “no effect” increasing to 79%. Favorability in the Los Angeles, Phoenix, Seattle, and New York City markets have moved downward, with more saying the ads have “no effect.” Only in Chicago has favorability shifted upward, with fewer saying the ads have “no effect.”

These results suggest that newer and more widespread advertising is needed both for raising overall awareness of Las Vegas and boosting favorability levels. Efforts should be concentrated especially on the East Coast, and New York City in particular, where expanded advertising may help reverse declining awareness levels. Newer or freshened advertising in Philadelphia may increase favorability ratings in that market.
### Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings* (this report includes data from August 2004 through June 2005).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

### Las Vegas Advertising Awareness

![Graph showing advertising awareness from October 2004 to June 2005.]

### Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th>Jan 05</th>
<th>Feb 05</th>
<th>Mar 05</th>
<th>Apr 05</th>
<th>May 05</th>
<th>Jun 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>71%</td>
<td>74%</td>
<td>75%</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td>Orlando</td>
<td>60%</td>
<td>64%</td>
<td>68%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Mexico</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>49%</td>
<td>50%</td>
<td>52%</td>
<td>52%</td>
<td>51%</td>
</tr>
<tr>
<td>New York City</td>
<td>48%</td>
<td>50%</td>
<td>51%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>San Diego</td>
<td>27%</td>
<td>28%</td>
<td>28%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>32%</td>
<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

* Beginning in January 2005, the weighted totals for all respondents were adjusted to include New York City in all rolling three month averages in Sections II, III, and IV.

Note:
Awareness of Las Vegas continues to climb.
Awareness of Orlando and Mexico is stable.
Awareness of San Diego is increasing, and awareness of Hawaii and New York City is declining.
IV. Las Vegas Destination Advertising Awareness/Impact

<table>
<thead>
<tr>
<th></th>
<th>Jan 05</th>
<th>Feb 05</th>
<th>Mar 05</th>
<th>Apr 05</th>
<th>May 05</th>
<th>Jun 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>22%</td>
<td>18%</td>
<td>19%</td>
<td>20%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>No effect</td>
<td>74%</td>
<td>77%</td>
<td>77%</td>
<td>75%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

V. Las Vegas Destination Advertising Awareness/Impact by Market

- **LOS ANGELES**
  - Jan 05: 86%
  - Feb 05: 88%
  - Mar 05: 87%
  - Apr 05: 88%
  - May 05: 89%
  - Jun 05: 93%

- **PHOENIX**
  - Jan 05: 82%
  - Feb 05: 84%
  - Mar 05: 89%
  - Apr 05: 91%
  - May 05: 91%
  - Jun 05: 92%

- **CHICAGO**
  - Jan 05: 78%
  - Feb 05: 76%
  - Mar 05: 81%
  - Apr 05: 78%
  - May 05: 78%
  - Jun 05: 78%

- **SEATTLE**
  - Jan 05: 71%
  - Feb 05: 71%
  - Mar 05: 74%
  - Apr 05: 78%
  - May 05: 82%
  - Jun 05: 85%

- **PHILADELPHIA**
  - Jan 05: 61%
  - Feb 05: 62%
  - Mar 05: 68%
  - Apr 05: 71%
  - May 05: 72%
  - Jun 05: 69%

- **NEW YORK CITY**
  - Jan 05: 57%
  - Feb 05: 65%
  - Mar 05: 64%
  - Apr 05: 70%
  - May 05: 69%
  - Jun 05: 73%

**KEY:**
- Awareness
- Favorability
VI. Analysis

Overall advertising awareness for Las Vegas (80%) continues to climb, and is at its highest level in a year. Awareness has reached a record high of 93% in Los Angeles (up from 89%), while awareness in Phoenix (92%) has returned to the very high levels of a year ago. Awareness in Seattle has expanded for the fourth consecutive month (85%, up from 82%), and has also increased in New York City (73%, up from 69%). In Chicago awareness has remained steady at 78% for the past several months. Only in Philadelphia has awareness declined slightly (69%, down from 72%) but is still higher than at the beginning of the year.

Overall weighted image favorability remains at 23%, up significantly from favorability readings below 20% earlier in the year. Favorability is highest in New York City (31%), where it has increased for the fourth consecutive month, while the proportion saying the ads have “no effect” has declined to 66%, down from 72% earlier in the year. Favorability in Chicago (24%) has rebounded quickly, after declining to an historic low of 13% two months ago, with the proportion saying the ads have “no effect” (72%) down from 81% in the past two months. However, favorability appears to be on a slow decline in Philadelphia (22%) after climbing earlier in the year, and is still significantly lower than readings over 35% a year ago. Favorability remains steady at 20% for the second month in Los Angeles, recovering from lower readings earlier in the year, but still down from more typical readings around 25% a year ago. In Seattle favorability (18%) has improved only slightly since the beginning of the year. Favorability has declined to a record low of 12% in Phoenix, with 7% saying the ads give them a “less favorable” impression.

These results suggest that recent advertising for Las Vegas is generating strong awareness levels across most markets and particularly in the two largest markets of Los Angeles and New York City, where favorability ratings are also higher than earlier in the year. However, attention should be paid to the individual markets where favorability ratings are stagnant or declining. The Phoenix market is particularly troublesome, where increasing and near-record high awareness of Las Vegas advertising has not resulted in increased favorability ratings and may be garnering more negative reactions instead. Advertising in the Seattle market does not appear to be having as robust an effect on increasing favorability ratings as awareness levels, suggesting some review may be in order for this market as well. Freshened advertising may also boost softening awareness and favorability ratings in the Philadelphia market.
I. Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings (this report includes data from March 2005 through January 2006).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

II. Las Vegas Advertising Awareness (Unaided)

III. Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th></th>
<th>Aug 05</th>
<th>Sept 05</th>
<th>Oct 05</th>
<th>Nov 05</th>
<th>Dec 05</th>
<th>Jan 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>79%</td>
<td>79%</td>
<td>75%</td>
<td>75%</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>Orlando</td>
<td>65%</td>
<td>63%</td>
<td>58%</td>
<td>56%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Mexico</td>
<td>53%</td>
<td>53%</td>
<td>49%</td>
<td>49%</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>50%</td>
<td>48%</td>
<td>46%</td>
<td>44%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>New York City</td>
<td>47%</td>
<td>47%</td>
<td>43%</td>
<td>44%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>San Diego</td>
<td>32%</td>
<td>30%</td>
<td>29%</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>37%</td>
<td>37%</td>
<td>33%</td>
<td>31%</td>
<td>29%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Note: Awareness of Las Vegas has risen, as has awareness of Orlando, Mexico, and New York City, while awareness of other destinations is generally flat.
IV. Las Vegas Destination Advertising Awareness/Impact

<table>
<thead>
<tr>
<th></th>
<th>Aug 05</th>
<th>Sept 05</th>
<th>Oct 05</th>
<th>Nov 05</th>
<th>Dec 05</th>
<th>Jan 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>No effect</td>
<td>77%</td>
<td>77%</td>
<td>76%</td>
<td>75%</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

V. Las Vegas Destination Advertising Awareness/Impact by Market

- **LOS ANGELES**
  - Aug 05: 91%
  - Sept 05: 89%
  - Oct 05: 86%
  - Nov 05: 85%
  - Dec 05: 79%
  - Jan 06: 83%
  - Aug 05 to Jan 06: 83%

- **PHOENIX**
  - Aug 05: 85%
  - Sept 05: 83%
  - Oct 05: 85%
  - Nov 05: 86%
  - Dec 05: 83%
  - Jan 06: 84%
  - Aug 05 to Jan 06: 84%

- **CHICAGO**
  - Aug 05: 81%
  - Sept 05: 79%
  - Oct 05: 80%
  - Nov 05: 81%
  - Dec 05: 79%
  - Jan 06: 82%
  - Aug 05 to Jan 06: 82%

- **SEATTLE**
  - Aug 05: 83%
  - Sept 05: 79%
  - Oct 05: 77%
  - Nov 05: 76%
  - Dec 05: 78%
  - Jan 06: 74%
  - Aug 05 to Jan 06: 74%

- **PHILADELPHIA**
  - Aug 05: 70%
  - Sept 05: 72%
  - Oct 05: 68%
  - Nov 05: 64%
  - Dec 05: 62%
  - Jan 06: 67%
  - Aug 05 to Jan 06: 67%

- **NEW YORK CITY**
  - Aug 05: 70%
  - Sept 05: 71%
  - Oct 05: 66%
  - Nov 05: 66%
  - Dec 05: 62%
  - Jan 06: 66%
  - Aug 05 to Jan 06: 66%

**KEY:**
- Awareness
- Favorability
VI. Las Vegas Advertising Awareness – “What Happens Here, Stays Here”

![Graph showing advertising awareness from December 2005 to January 2006]

VII. Las Vegas Destination Advertising Impact – “What Happens Here, Stays Here”

<table>
<thead>
<tr>
<th></th>
<th>Dec 05</th>
<th>Jan 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>No effect</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>15%</td>
<td>16%</td>
</tr>
</tbody>
</table>

VIII. Analysis

Overall advertising awareness for Las Vegas has rebounded somewhat (75%, up from 72%) but is still significantly lower than last summer. Awareness has shifted higher across nearly all markets, including the two largest markets of Los Angeles (83%, up from 79%) and New York City (66%, up from 62%). Philadelphia (67%, up from 62%) and Chicago (82%, up from 79%) also showed increased awareness. Awareness in Phoenix had the smallest increase, and appears to have settled into a very limited range of 83% to 85%. Only Seattle showed a decline in awareness (74%, down from 78%) to its lowest level in a year.

Overall weighted image favorability (21%) remains flat. Approximately three-quarters (73%) continue to say the ads have “no effect” on their opinion of Las Vegas. However, the proportion of those who say the ads give them a less favorable impression of Las Vegas (6%) has reached its highest recorded level. In Los Angeles in particular, while favorability has increased (from 16% to 20%), the proportion saying the ads gave them a less favorable impression has also nearly doubled (from 5% to 9%). Favorability remains highest in Chicago, where it has remained at the same level (25%) for the past several months. The East coast markets of New York City (24%) and Philadelphia (22%) also remain quite steady. Favorability remains low in Phoenix and staying within a very narrow range of 13% to 15%. After inching upward for several consecutive months, favorability remains at a very low 12% in Seattle for the second consecutive month.

Overall awareness of the Las Vegas advertising tag line “What Happens Here, Stays Here” is relatively high, and has increased from 67% to 70%, although is still somewhat lower than general awareness for all Las Vegas advertising. Awareness of the tag line is lower in the East Coast markets of New York City (65%) and Philadelphia (69%) than in Seattle (71%), and Chicago, Los Angeles, and Phoenix (74% each). Overall favorability for Las Vegas...
among those who have heard or seen ads with the tag line is 13% (lower than the perceived favorability for all Las Vegas advertising), while 16% say ads with the tag line give them a less favorable impression. Seventy-one percent (71%) say the ads with the tag line have no effect on their impression of Las Vegas. Favorability is lowest in Chicago (10%), where more than one in five (21%) say the ads give them a less favorable impression of Las Vegas, the highest level among all six markets. Favorability is highest in Phoenix (16%, with 15% having a less favorable impression), while New York City had the highest proportion of respondents who said the ads have no effect (76%, with favorability split at 12% each more favorable and less favorable).

These results suggest that as the new year begins, Las Vegas appears to be increasing its profile across most markets, although with little result in terms of overall increased favorability. Special attention may need to be brought to the Los Angeles market, where both awareness and favorability have increased, but where new or increased advertising also appears to be eliciting a less favorable reaction among some residents. Across all markets, Las Vegas may wish to try experimenting with a variety of different ads, in addition to those with the "What Happens Here, Stays Here" tag line, in order to see which ads are best able to raise favorability ratings. Particular attention should be paid to the Seattle and Phoenix markets, where favorability remains persistently low.
Destination Advertising Awareness
June 2006

I. Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings (this report includes data from August 2005 through June 2006).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

II. Las Vegas Advertising Awareness (Unaided)

III. Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th></th>
<th>Jan 06</th>
<th>Feb 06</th>
<th>Mar 06</th>
<th>Apr 06</th>
<th>May 06</th>
<th>June 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>75%</td>
<td>77%</td>
<td>80%</td>
<td>79%</td>
<td>79%</td>
<td>81%</td>
</tr>
<tr>
<td>Orlando</td>
<td>58%</td>
<td>61%</td>
<td>64%</td>
<td>65%</td>
<td>65%</td>
<td>66%</td>
</tr>
<tr>
<td>Mexico</td>
<td>51%</td>
<td>52%</td>
<td>53%</td>
<td>51%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>43%</td>
<td>46%</td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>New York City</td>
<td>47%</td>
<td>45%</td>
<td>44%</td>
<td>42%</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>San Diego</td>
<td>27%</td>
<td>27%</td>
<td>26%</td>
<td>27%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>28%</td>
<td>31%</td>
<td>31%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Note: Awareness of Las Vegas rose slightly from last month. Las Vegas, Orlando, and Hawaii have gained the largest increases in awareness since the beginning of the year.
IV. Las Vegas Destination Advertising Awareness/Impact

<table>
<thead>
<tr>
<th></th>
<th>Jan 06</th>
<th>Feb 06</th>
<th>Mar 06</th>
<th>Apr 06</th>
<th>May 06</th>
<th>Jun 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>21%</td>
<td>24%</td>
<td>28%</td>
<td>26%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>No effect</td>
<td>73%</td>
<td>70%</td>
<td>66%</td>
<td>68%</td>
<td>69%</td>
<td>74%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

V. Las Vegas Destination Advertising Awareness/Impact by Market

**Los Angeles**

- Jan 06: 83%
- Feb 06: 84%
- Mar 06: 89%
- Apr 06: 86%
- May 06: 87%
- Jun 06: 88%

- More favorable: 20%
- No effect: 22%
- Less favorable: 28%
- More favorable: 24%
- No effect: 21%
- Less favorable: 13%

**Phoenix**

- Jan 06: 84%
- Feb 06: 86%
- Mar 06: 86%
- Apr 06: 88%
- May 06: 86%
- Jun 06: 90%

- More favorable: 15%
- No effect: 15%
- Less favorable: 19%
- More favorable: 18%
- No effect: 21%
- Less favorable: 20%

**Chicago**

- Jan 06: 82%
- Feb 06: 84%
- Mar 06: 87%
- Apr 06: 86%
- May 06: 83%
- Jun 06: 84%

- More favorable: 25%
- No effect: 23%
- Less favorable: 23%
- More favorable: 26%
- No effect: 23%
- Less favorable: 23%

**Seattle**

- Jan 06: 74%
- Feb 06: 76%
- Mar 06: 76%
- Apr 06: 81%
- May 06: 81%
- Jun 06: 81%

- More favorable: 12%
- No effect: 15%
- Less favorable: 17%
- More favorable: 18%
- No effect: 16%
- Less favorable: 15%

**Philadelphia**

- Jan 06: 67%
- Feb 06: 69%
- Mar 06: 71%
- Apr 06: 66%
- May 06: 62%
- Jun 06: 63%

- More favorable: 22%
- No effect: 22%
- Less favorable: 24%
- More favorable: 21%
- No effect: 21%
- Less favorable: 21%

**New York City**

- Jan 06: 66%
- Feb 06: 68%
- Mar 06: 72%
- Apr 06: 74%
- May 06: 75%
- Jun 06: 78%

- More favorable: 24%
- No effect: 31%
- Less favorable: 36%
- More favorable: 34%
- No effect: 31%
- Less favorable: 28%

**KEY:**
- Solid line: Awareness
- Dashed line: Favorability
VIII. Analysis

Overall advertising awareness for Las Vegas moved up slightly, to 81%, its highest level in nearly a year. Awareness was highest in Phoenix, where it increased from 86% to 90%, followed by Los Angeles (88%, up from 87%). In New York City, awareness continues to expand and currently stands at a record-high 78%. Awareness in Chicago (84%) and Seattle (81%) appears stable. Awareness in Philadelphia (63%) is the lowest among the six markets, and remains lower than awareness levels posted earlier in the year.

Overall weighted image favorability declined for the third consecutive month, from 24% to 21% — returning to the same level at the beginning of the year. Meanwhile, the proportion saying the ads have “no effect” on their opinion of Las Vegas increased from 69% to 74% (also the same as at the beginning of the year), while the proportion saying the ads give them a less favorable impression of Las Vegas was unchanged (5%). Favorability declined dramatically in Los Angeles, dropping from 21% to 13%, the lowest recorded level for this market, while the proportion saying the ads have no effect increased from 72% to 79%. Similarly, favorability continued to decline in New York City (from 31% to 28%) with the proportion saying the ads have no effect continuing to increase (from 64% to 70%). In Chicago, favorability decreased to a more typical 23% (down from 26% last month), while the proportion saying the ads have no effect increased (from 67% to 71%). Favorability decreased only slightly in Phoenix (from 21% to 20%) and remains higher than earlier in the year. In Seattle (15%), awareness appears to be trending downward after steadily rising earlier in the year, with an increase in the proportion saying the ads give them a less favorable impression (8%, compared to 5%-6% earlier in the year). Awareness remains essentially flat in Philadelphia at 21% for the third consecutive month, although the proportion saying the ads have no effect is steadily increasing.
Overall awareness of the Las Vegas advertising tag line “What Happens Here, Stays Here” is basically unchanged, with seven in ten (70%) continuing to say they have heard of it. Awareness of the ads remains highest in Phoenix (78%) and Los Angeles (77%), with little change from recent months. However, awareness has declined in Seattle (73%, down from 76%), Chicago (71%, down from 76%), and Philadelphia (66%, down from 70%). Awareness remains lowest in New York City (63%) with little change from recent months.

Overall favorability for Las Vegas among those who have heard or seen ads with the tag line was 15% (down slightly from 16%), the same proportion as those who said the ads gave them a less favorable impression. However, the proportion saying the ads had no effect on their impression of Las Vegas increased from 66% to 70%. Favorability towards the ads remains highest in New York City at 19% (returning to more typical levels after briefly spiking to 24% last month) but the proportion saying the ads had no effect on their impression of Las Vegas increased from 61% to 68%. Favorability was second-highest in Philadelphia (17%), up slightly from last month (15%). Favorability also rose in Phoenix (from 8% to 11%), while the proportion saying the ads gave them a less favorable impression declined (from 21% to 16%). In Chicago, favorability remained virtually flat at 12%. Favorability was also basically unchanged at 12% each in Los Angeles and Seattle, but both markets saw an increase in the proportion saying the ads have no effect (up from 68% to 75% in Los Angeles, and up from 62% to 66% in Seattle).

These results suggest that while overall awareness of Las Vegas advertising is as high as ever, the effectiveness of the ads may be wearing off, including those carrying the tagline “What Happens Here, Stays Here,” particularly in the Los Angeles market. Las Vegas may wish to consider introducing new advertising, or a greater variety of existing advertising, across all markets, in order to increase favorability ratings and maintain very high awareness levels.
I. Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings (this report includes data from March 2006 through January 2007).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

II. Las Vegas Advertising Awareness (Unaided)

III. Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th>Month</th>
<th>Las Vegas</th>
<th>Orlando</th>
<th>Mexico</th>
<th>Hawaii</th>
<th>New York City</th>
<th>San Diego</th>
<th>Atlantic City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 06</td>
<td>80%</td>
<td>62%</td>
<td>47%</td>
<td>48%</td>
<td>45%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Sep 06</td>
<td>77%</td>
<td>57%</td>
<td>45%</td>
<td>46%</td>
<td>45%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Oct 06</td>
<td>77%</td>
<td>55%</td>
<td>46%</td>
<td>48%</td>
<td>46%</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td>Nov 06</td>
<td>77%</td>
<td>53%</td>
<td>47%</td>
<td>50%</td>
<td>46%</td>
<td>28%</td>
<td>35%</td>
</tr>
<tr>
<td>Dec 06</td>
<td>79%</td>
<td>55%</td>
<td>48%</td>
<td>51%</td>
<td>46%</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>Jan 07</td>
<td>79%</td>
<td>58%</td>
<td>50%</td>
<td>50%</td>
<td>47%</td>
<td>26%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Note: Awareness of Las Vegas is unchanged. Awareness of Orlando and Mexico is increasing, while awareness of Atlantic City continues to decline.
IV. Las Vegas Destination Advertising Awareness/Impact

<table>
<thead>
<tr>
<th></th>
<th>Aug 06</th>
<th>Sep 06</th>
<th>Oct 06</th>
<th>Nov 06</th>
<th>Dec 06</th>
<th>Jan 07</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>21%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>No effect</td>
<td>74%</td>
<td>74%</td>
<td>72%</td>
<td>73%</td>
<td>73%</td>
<td>76%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

V. Las Vegas Destination Advertising Awareness/Impact by Market

**LOS ANGELES**

- **Awareness**
  - Aug 06: 87%
  - Sep 06: 84%
  - Oct 06: 82%
  - Nov 06: 84%
  - Dec 06: 87%
  - Jan 07: 89%

- **Favorability**
  - Aug 06: 15%
  - Sep 06: 17%
  - Oct 06: 19%
  - Nov 06: 19%
  - Dec 06: 19%
  - Jan 07: 20%

**PHOENIX**

- **Awareness**
  - Aug 06: 91%
  - Sep 06: 89%
  - Oct 06: 87%
  - Nov 06: 86%
  - Dec 06: 86%
  - Jan 07: 87%

- **Favorability**
  - Aug 06: 17%
  - Sep 06: 14%
  - Oct 06: 15%
  - Nov 06: 14%
  - Dec 06: 16%
  - Jan 07: 15%

**CHICAGO**

- **Awareness**
  - Aug 06: 87%
  - Sep 06: 81%
  - Oct 06: 76%
  - Nov 06: 77%
  - Dec 06: 79%
  - Jan 07: 80%

- **Favorability**
  - Aug 06: 21%
  - Sep 06: 22%
  - Oct 06: 20%
  - Nov 06: 23%
  - Dec 06: 24%
  - Jan 07: 22%

**SEATTLE**

- **Awareness**
  - Aug 06: 80%
  - Sep 06: 79%
  - Oct 06: 79%
  - Nov 06: 73%
  - Dec 06: 72%
  - Jan 07: 74%

- **Favorability**
  - Aug 06: 15%
  - Sep 06: 17%
  - Oct 06: 21%
  - Nov 06: 23%
  - Dec 06: 22%
  - Jan 07: 15%

**PHILADELPHIA**

- **Awareness**
  - Aug 06: 69%
  - Sep 06: 68%
  - Oct 06: 72%
  - Nov 06: 72%
  - Dec 06: 74%
  - Jan 07: 74%

- **Favorability**
  - Aug 06: 22%
  - Sep 06: 20%
  - Oct 06: 19%
  - Nov 06: 21%
  - Dec 06: 21%
  - Jan 07: 22%

**NEW YORK CITY**

- **Awareness**
  - Aug 06: 74%
  - Sep 06: 70%
  - Oct 06: 72%
  - Nov 06: 71%
  - Dec 06: 73%
  - Jan 07: 71%

- **Favorability**
  - Aug 06: 27%
  - Sep 06: 29%
  - Oct 06: 30%
  - Nov 06: 28%
  - Dec 06: 24%
  - Jan 07: 20%

**KEY:**
- Awareness
- Favorability

R&R Partners | Research
900 South Pavilion Center Drive, Las Vegas, Nevada 89144
702.228.0222 | 702.587.2821 fax | rrpartners.com
VI. Las Vegas Advertising Awareness – “What Happens Here, Stays Here”

Las Vegas Destination Advertising Impact – “What Happens Here, Stays Here”

<table>
<thead>
<tr>
<th>More favorable</th>
<th>Aug 06</th>
<th>Sep 06</th>
<th>Oct 06</th>
<th>Nov 06</th>
<th>Dec 06</th>
<th>Jan 07</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>15%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No effect</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>71%</td>
<td>72%</td>
<td>71%</td>
<td>69%</td>
<td>70%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Less favorable</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
<td>16%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

Analysis

Overall advertising awareness for Las Vegas was unchanged at 79%. Awareness continued to expand for the third consecutive month in both Los Angeles (89%, up from 82% three months ago) and Chicago (80%, up from 76% three months ago). After declining for several months, awareness in Seattle reversed course and rose modestly (from 72% last month to 74% currently). Awareness remained at an all-time high of 74% for the second consecutive month in Philadelphia, while awareness appears steady in Phoenix (87%) and New York City (71%).

Overall weighted image favorability was 20%, down from 22% for the past several months and down significantly from 27% in early 2006. The proportion of respondents who said the ads have “no effect” on their opinion of Las Vegas increased from 73% to 76%. Four percent (4%) said the ads give them a less favorable impression of Las Vegas. Most of the decline can be attributed to the New York City market, where favorability declined from 24% to 20% — the lowest recorded reading in this market — while the proportion saying the ads have no effect on their opinion increased from 69% to 76%. In fact, favorability has dropped by a full 10 percentage points in the New York City market since October 2006 (when it was 30%), blunting the effect of the gradual rise in favorability in the other large market of Los Angeles over the past several months (20%, up from 19% last month and a low of 13% last spring). Favorability also dropped sharply in Seattle, from 22% last month to 15% currently, with the proportion saying the ads have no effect on their opinion increasing from 72% to 79%. Seattle is now tied with Phoenix (15%) for having the lowest favorability readings. Chicago and Philadelphia currently have the highest favorability readings at 22% each, both within range of typical favorability readings for the past several months. However, even in Chicago there was a noticeable uptick in the proportion of
respondents saying the ads have no effect on their opinion of Las Vegas (77%, up from 73%).

Overall awareness of Las Vegas advertising with the tag line "What Happens Here, Stays Here" is 74%, similar to recent months (which has ranged from 73-75% over the past six months). Awareness was highest in Los Angeles, where it dropped to 79%, after spiking to 85% last month. Awareness was also higher than average but steady in Chicago (78%) and Phoenix (77%). After declining for several months, awareness increased slightly in Seattle from 72% to 74%. Awareness increased slightly in Philadelphia (from 73% to 74%), while New York City continues to have the lowest awareness level (67%).

Overall favorability for Las Vegas among those who have heard or seen ads with the tag line remained little changed at 14%. The proportion saying the ads gave them a less favorable impression of Las Vegas remained at 16%, while the proportion saying the ads have no effect on their impression of Las Vegas was 70%. Favorability remains highest in New York City (18%). In Chicago, favorability has gradually increased over the past several months and is now 16%, up from 13% last fall. However, favorability has been declining gradually in Philadelphia, from 17% two months ago to 16% last month to 14% currently. At the same time, the proportion of respondents in Philadelphia saying the ads give them a less favorable impression of Las Vegas has increased from 6% last fall to 11% currently. In Seattle, favorability remains well below average at 9% for the third consecutive month, while more than one in five (22%) say the ads give them a less favorable impression, the highest of the six markets. Favorability continues to decline in Phoenix and currently stands at 7%, the lowest of all the markets, and down significantly from a high of 15% last summer.

These results suggest that an infusion of new advertising executions early in the new year across all markets may be beneficial. While overall awareness for Las Vegas advertising is holding steady at levels close to historic highs, overall favorability remains persistently low and continues to decline, with increasing numbers saying the ads have "no effect" on their opinion of Las Vegas. Particular attention may be required in the New York market, where overall favorability has fallen precipitously over the past several months, although favorability ratings for ads with the "What Happens Here..." tag line remain steady and the highest among the six markets. The Phoenix market continues to struggle with persistently low favorability ratings, even as awareness remains very high, suggesting a new mix of advertising may be appropriate. Slow gains in favorability continue to be made in the Los Angeles market and should be continued.
I. Methodology

Monthly survey of 360 total respondents in six markets: Los Angeles, Phoenix, Chicago, Seattle, Philadelphia, and New York City. Results are reported in rolling three-month groupings (this report includes data from August 2006 through June 2007).

Advertising awareness is based on a respondent seeing/hearing any advertising for a specific destination in the past 30 days.

II. Las Vegas Advertising Awareness (Unaided)

III. Las Vegas Compared to Other Destination Advertising Awareness

<table>
<thead>
<tr>
<th></th>
<th>Jan 07</th>
<th>Feb 07</th>
<th>Mar 07</th>
<th>Apr 07</th>
<th>May 07</th>
<th>Jun 07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>79%</td>
<td>77%</td>
<td>79%</td>
<td>78%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Orlando</td>
<td>58%</td>
<td>63%</td>
<td>68%</td>
<td>69%</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>Mexico</td>
<td>50%</td>
<td>52%</td>
<td>53%</td>
<td>53%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>50%</td>
<td>51%</td>
<td>52%</td>
<td>52%</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>New York City</td>
<td>47%</td>
<td>46%</td>
<td>46%</td>
<td>43%</td>
<td>42%</td>
<td>43%</td>
</tr>
<tr>
<td>San Diego</td>
<td>26%</td>
<td>26%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>31%</td>
<td>30%</td>
<td>31%</td>
<td>33%</td>
<td>33%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Note: Awareness of Las Vegas is little changed. Awareness of Orlando continues to decline but still is significantly higher than at the beginning of the year.
IV. Las Vegas Destination Advertising Awareness/Impact

<table>
<thead>
<tr>
<th></th>
<th>Jan 07</th>
<th>Feb 07</th>
<th>Mar 07</th>
<th>Apr 07</th>
<th>May 07</th>
<th>Jun 07</th>
</tr>
</thead>
<tbody>
<tr>
<td>More favorable</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>No effect</td>
<td>76%</td>
<td>76%</td>
<td>77%</td>
<td>74%</td>
<td>74%</td>
<td>72%</td>
</tr>
<tr>
<td>Less favorable</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

V. Las Vegas Destination Advertising Awareness/Impact by Market

**LOS ANGELES**

- More favorable:
  - Jan 07: 89%
  - Feb 07: 87%
  - Mar 07: 88%
  - Apr 07: 86%
  - May 07: 86%
  - Jun 07: 87%

- No effect:
  - Jan 07: 20%
  - Feb 07: 20%
  - Mar 07: 18%
  - Apr 07: 16%
  - May 07: 18%
  - Jun 07: 21%

**PHOENIX**

- More favorable:
  - Jan 07: 87%
  - Feb 07: 86%
  - Mar 07: 86%
  - Apr 07: 87%
  - May 07: 88%
  - Jun 07: 90%

- No effect:
  - Jan 07: 15%
  - Feb 07: 16%
  - Mar 07: 19%
  - Apr 07: 19%
  - May 07: 20%
  - Jun 07: 15%

**CHICAGO**

- More favorable:
  - Jan 07: 80%
  - Feb 07: 76%
  - Mar 07: 78%
  - Apr 07: 81%
  - May 07: 83%
  - Jun 07: 81%

- No effect:
  - Jan 07: 22%
  - Feb 07: 20%
  - Mar 07: 19%
  - Apr 07: 21%
  - May 07: 22%
  - Jun 07: 21%

**SEATTLE**

- More favorable:
  - Jan 07: 74%
  - Feb 07: 80%
  - Mar 07: 79%
  - Apr 07: 76%
  - May 07: 73%
  - Jun 07: 76%

- No effect:
  - Jan 07: 15%
  - Feb 07: 12%
  - Mar 07: 13%
  - Apr 07: 15%
  - May 07: 20%
  - Jun 07: 24%

**PHILADELPHIA**

- More favorable:
  - Jan 07: 74%
  - Feb 07: 72%
  - Mar 07: 69%
  - Apr 07: 66%
  - May 07: 66%
  - Jun 07: 68%

- No effect:
  - Jan 07: 22%
  - Feb 07: 19%
  - Mar 07: 19%
  - Apr 07: 21%
  - May 07: 21%
  - Jun 07: 25%

**NEW YORK CITY**

- More favorable:
  - Jan 07: 71%
  - Feb 07: 72%
  - Mar 07: 69%
  - Apr 07: 72%
  - May 07: 72%
  - Jun 07: 72%

- No effect:
  - Jan 07: 20%
  - Feb 07: 24%
  - Mar 07: 26%
  - Apr 07: 29%
  - May 07: 23%
  - Jun 07: 20%
VI. Las Vegas Advertising Awareness - “What Happens Here, Stays Here”

VII. Las Vegas Destination Advertising Impact - “What Happens Here, Stays Here”

VIII. Analysis

Overall advertising awareness was 78%, unchanged from last month. Awareness levels and trends vary across the individual markets. Awareness continued to climb in Phoenix to 90% (up from 88% last month), the highest of the six markets, followed by Los Angeles at 87% (little changed over the past several months). After increasing for the past several months, awareness dipped slightly in Chicago (81%, down from 83%), while awareness increased in Seattle (76%, up from 73%), after steadily declining for several months. Declining awareness levels also reversed course in Philadelphia (68%, up from 66%), while awareness remained flat in New York City at 72% for the third consecutive month.

Overall weighted image favorability was unchanged at 21%. Approximately seven in ten (72%) respondents continue to say the ads have “no effect” on their opinion of Las Vegas, while 5% say the ads give them a less favorable impression of Las Vegas. In the Los Angeles market, favorability continues to trend upwards (from 18% last month to 21% currently) while the proportion saying the ads have “no effect” is declining. Favorability in the Seattle market continues to increase and currently stands at 24%, up from 20% last month. At the same time, the proportion of respondents in the Seattle market who said the ads give them a “less favorable” impression also continues to increase and is currently 13%, up from 5% three months ago. A similar pattern was noted in the Philadelphia market, where favorability increased (from 21% to 25%), while the proportion saying the ads give them a less favorable impression also continues to climb (8%, up from 2% earlier in the year). After increasing steadily for several months, favorability decreased in Phoenix, from 20% to 15%, while the proportion saying the ads give them a less favorable impression increased sharply from 2% to 7%. Favorability continues to decline in New York City (20%, down from 23% last month and 29% two months ago), while the proportion of those who...
say the ads have "no effect" has been increasing (72%, up from 66% two months ago). Favorability in the Chicago market is flat (21%).

Overall awareness of the Las Vegas advertising tag line “What Happens Here, Stays Here” was little changed at 73%. Awareness was fairly uniform across the six market areas, at around three-quarters of respondents, except in New York City, where awareness was 68%. In Chicago, awareness of the ad appears to be declining, from 82% earlier in the spring to 76% currently.

Overall favorability for Las Vegas among those who have heard or seen ads with the tag line was also little changed at 15%. The proportion saying the ads gave them a less favorable impression of Las Vegas was 16%, while the proportion saying the ads have no effect on their impression of Las Vegas was 69%. Favorability remains highest in New York City at 20%, little changed from previous months. In Philadelphia, favorability was 13%, unchanged from last month, while the proportion of those who said the ad gave them a “less favorable” impression declined slightly from 19% to 16%. Favorability towards ads with the tag line continues to rise steadily in Chicago and currently stands at 14%, up from 10% three months ago. In Seattle, favorability is also rising (15%, up from 9% two months ago), although Seattle posts the greatest proportion of respondents who say ads with the tag line give them a less favorable impression (21%). Although favorability had been steadily increasing in Los Angeles and Phoenix over the past several months, it declined in both markets this month (from 15% to 12% in Los Angeles and from 13% to 10% in Phoenix).

These results suggest that current advertising may be eliciting more unfavorable responses across several markets. In particular, responses in the Seattle and Philadelphia markets are becoming increasingly polarized, with increases in the numbers of people in both markets who say the ads give them a more favorable impression of Las Vegas, and those who say the ads give them a less favorable impression. While awareness has expanded in the Phoenix market, this has been accompanied by an increase in the number of people with a less favorable response to the ads and a decline in the number with a more favorable response. Greater attention might also be usefully directed towards the New York market, where awareness remains flat, favorability is declining, and more people say the ads have no effect. However, existing efforts should be maintained in the Los Angeles market, where awareness levels remain high and favorability is gradually increasing.