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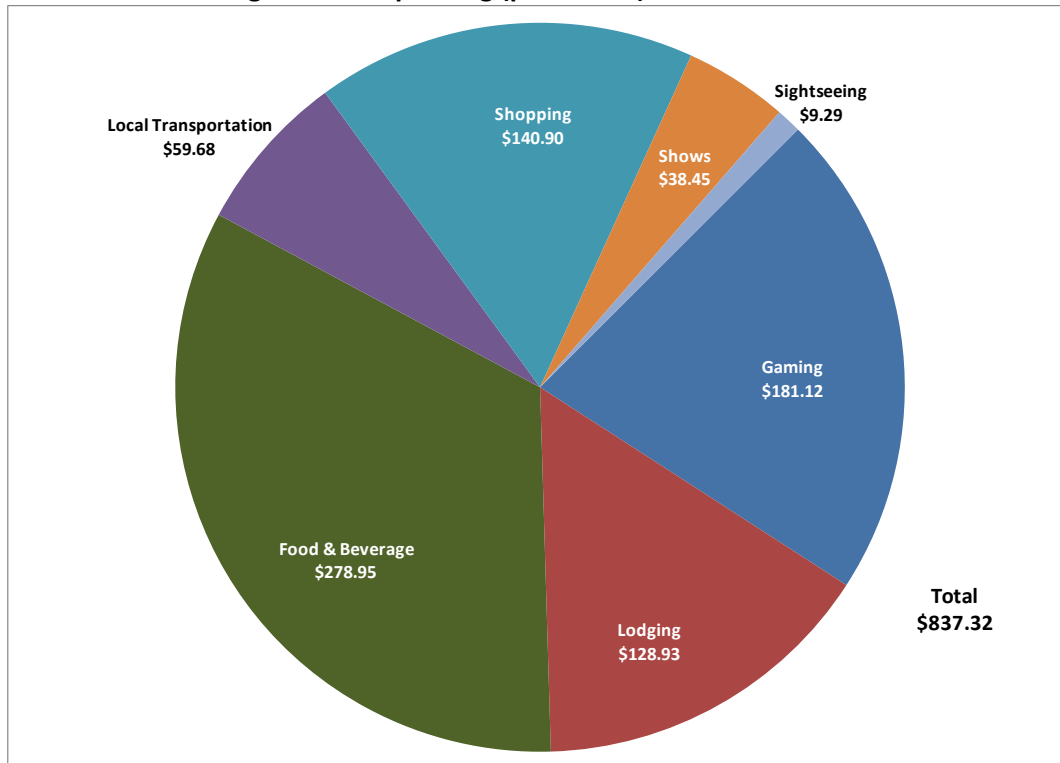
Las Vegas Visitors Increasingly Pursue Non-Gaming Activities

Stephen P. A. Brown

Las Vegas is known as a Mecca for gaming, but visitors to Las Vegas also pursue a variety of other activities. In 2013, visitors to Las Vegas spent nearly four times as much on non-gaming activities as they did on gaming. Moreover, non-gaming spending has recovered more quickly from the Great Recession than gaming revenue.

The average visitor to Las Vegas spent \$837.32 per visit in 2013 (Chart 1). At an estimated \$181.12 per visitor, gross gaming revenue accounted for 21.6 percent of the average visitor’s spending in Las Vegas during 2013. At \$656.20 per visitor, non-gaming spending accounted for the other 78.4 percent. Together, lodging and food & beverage accounted for \$407.88 (48.7 percent) of the average visitor’s spending. At \$140.90, shopping accounted for 16.8 percent of the average visitor’s spending. At \$59.68, local transportation accounted for 7.1 percent of the average visitor’s spending. Combined, shows and sightseeing accounted for \$47.74 (5.7 percent) of the average visitor’s spending.

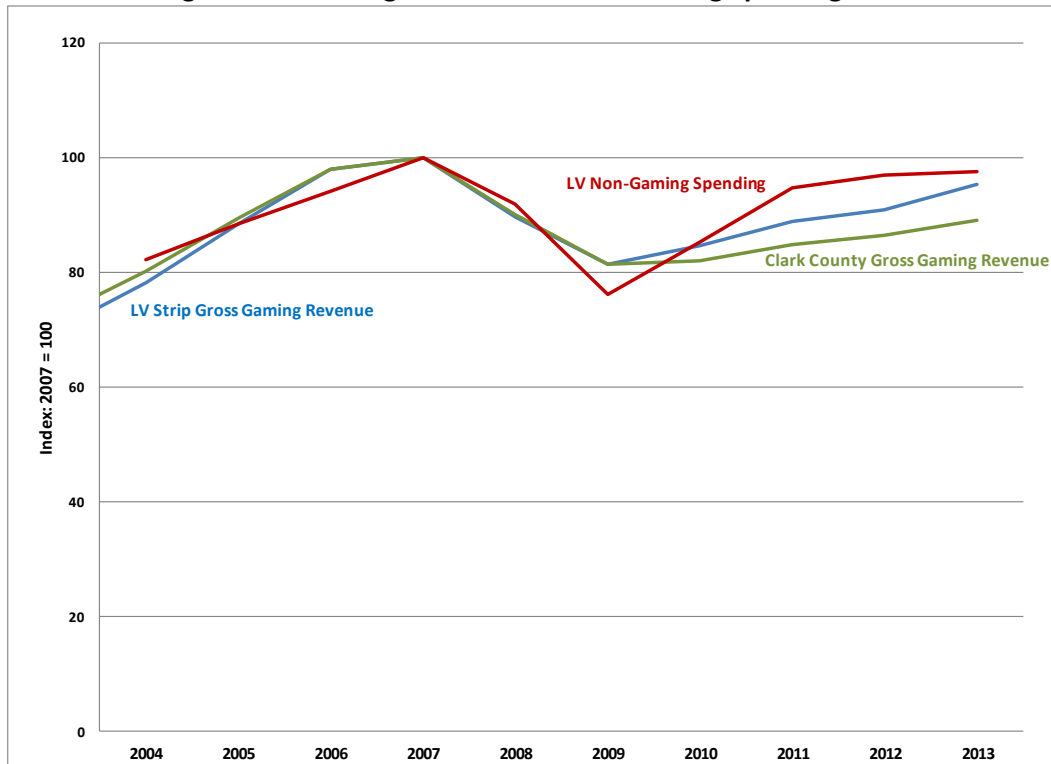
Chart 1: 2013 Las Vegas Visitor Spending (per Visitor)



Sources: Las Vegas Visitor and Convention Authority; Center for Business and Economic Research, UNLV

Las Vegas visitor spending on non-gaming activities has recovered somewhat faster from the Great Recession than gross gaming revenue (Chart 2). In 2013, Las Vegas visitors spent an estimated \$26.030 billion on non-gaming activities, which is 2.5 percent below the 2007 peak of \$26.704 billion. In 2013, gross gaming revenue on the Las Vegas Strip was \$6.508 billion (4.9 percent below the 2007 peak of \$6.845 billion). In that same year, gross gaming revenue in Clark County was \$9.626 billion (11.4 percent below the 2007 peak of \$10.868 billion).

Chart 2: Las Vegas Gross Gaming Revenue and Non-Gaming Spending



Sources: Nevada Gaming Commission; Center for Business and Economic Research, UNLV

The amount of non-gaming spending and its stronger recovery than gross gaming revenue underscore a little-known fact about Las Vegas visitor activity. Visitors to Las Vegas have been spending more on non-gaming activities than gaming for some time, and their spending has increasingly shifted in that direction. The more successful Las Vegas businesses will capitalize on those trends.

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