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Proposing additional questions to understand a destination's image and its relationship with a business travelers' socio-economic and demographic profile: Specifically, the case of Las Vegas

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Proposing Additional Questions to Understand a Destination's Image and Its Relationship with a
Business Travelers' Socio-Economic and Demographic Profile: Specifically, The Case of Las

Vegas

by

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Bachelor of Hotel Administration
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ABSTRACT

Proposing Additional Questions to Understand a Destination's Image and Its Relationship with a Business Travelers' Socio-Economic and Demographic Profile: Specifically, The Case of Las Vegas

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Based on reviewed results of visitor profile reports from Las Vegas Convention and Visitors Authority (LVCVA) and other related literature, this study concentrated on developing additional and helpful questions to measure Las Vegas business travelers' leisure needs and their perceived image of LVCVA. These questions mainly covered the areas, which were not covered by LVCVA survey questionnaire. Both quantitative and qualitative methods were utilized to create these additional questions. Thirty seven leisure attributes were used to measure business travelers' general travel experiences. Thirty eight leisure attributes were used to measure business travelers' perceived overall image of Las Vegas. Three open-ended questions were added to measure the holistic image of Las Vegas.

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PART ONE

Introduction

In 2004, the total number of domestic US person-trips was 1,160 million trips. A person-trip means that one person traveled fifty miles or more away from home. Leisure travel accounted for 81 % of the total, business travel took 12 %, and combined business and leisure travel held 7 % of the total (Travel Industry Association of America [TIA], 2008a). Business travelers are not as cost-sensitive as leisure travelers. They like to use their time efficiently even though it requires them to spend more money. Furthermore, many business travelers want to add leisure components when they have time within their schedules (Riddle, 1999).

This paper offers suggestions of additional questions in order to learn about Las Vegas business travelers and their perceived images of Las Vegas by reviewing various related literature, and analyzing statistical data from Las Vegas Convention and Visitors Authority (LVCVA). These questions would possibly provide important information to Las Vegas hospitality professionals. They could utilize the final information of these questions, not only to maximize their profits, but also to satisfy their customers' needs. In Part One, the topic of this paper is introduced. The introduction provides a general overview of the paper. Purpose, statement of problem, justification, constraints and glossary of this paper are explained in sequence.

Purpose of the Study

The purpose of this paper is to develop useful questions to measure Las Vegas business travelers' leisure needs and their perceived image for LVCVA by reviewing related literature, and analyzing various statistical data.

Statement of Problem

The goal of this study is to develop questions to acquire perceived destination images of Las Vegas from the perspective of domestic business travelers. Baloglu and Love (2003) conducted studies regarding the destination image of Las Vegas in accordance with association meeting planners' perspectives. Kneesel (2005) examined images and perceptions of four selected gaming destinations, which include Las Vegas as one of them, from gaming-interested travelers' perspectives to reveal the strengths and weaknesses of each destination. However, no researcher has studied the image of Las Vegas from the business travelers' perspectives. Therefore, LVCVA, as one of the representatives from Las Vegas travel industry, should understand how each individual business traveler's different socio-economic and demographic profiles influence their destination image.

Justification

Even though LVCVA classifies their final data upon each traveler's purpose of his or her recent travel to Las Vegas in their profile as "Market Segment Version," they have not actually asked any questions to measure the business travelers' specific leisure needs and perceived images. Also, no researcher has studied the business travelers' perspective images of Las Vegas and their leisure needs. The development of supplemental questions for business travelers is critical in the Las Vegas travel industry, because there must be a strong relationship between a business travelers' decision making process and the level of satisfaction based on his or her perceived image of Las Vegas. Moreover, Las Vegas destination managers and marketers would have more detailed information to fulfill various demands from different business travelers by utilizing these additional questions and analyzing the data from them. Consequently, the results from these questions would lead the hospitality professionals to develop better plans for their

business customers. Also, this survey could add to the body of literature created by academic scholars, who can be inspired by this study to develop their future researches.

Constraints

This study was not required to identify its sample or to develop a survey method, because the main purpose of the study is proposing helpful survey questions in addition to survey questions from LVCVA's visitor profile. Furthermore, the additional questions were especially designed for only Las Vegas, so utilizing these questions in any other areas are not recommended.

Glossary

Business travel: Middleton (2001) defined business travel as traveling away from home for work related purpose, to attend meeting, conferences, exhibitions, and events. Generally, business travelers include not only general business travelers, but also convention attendees.

Business Traveler: Seo (1997) defined a business traveler as "an individual who travels for business purposes such as sales, technical consultations, scientific expeditions, conventions, company trips and education trips" (p. 5).

Destination Image: Destination image is one of the most important terms in this study. Jenkins (1999) defined "Destination images influence a tourist's travel behavior at a destination, decision-making, and cognition as well as satisfaction level and recollection of the experience" (p. 1).

Image: Many researchers have introduced various definitions of image. However, the most famous definition for 'image' was introduced by Crompton (1979). He said "Image is the sum of ideas and impressions that a person has of a destination" (p. 18). Fakeye and Crompton (1991) also defined image as "the total perception of the destination that is formed by processing information from various sources over a time" (p. 10).

Frequent and Infrequent Business Travelers: According to TIA (2004), “a frequent traveler is an individual who travels 10 times or more for business purpose in a year while an infrequent traveler is an individual who travels between 1 and 4 times for business purpose in a year” (p. 5).

PART TWO

Introduction

Part Two offers research findings from an extensive review of the literature, which emanates mainly from the hospitality and business industry field. The main purposes of this section are to discuss the importance of domestic travel, the importance of business travel, the history of Las Vegas, the marketing strategies of Las Vegas Convention and Visitors Authority (LVCVA), the concept of destination image, and the significance of socio-economic and demographic profiles. Lastly, the findings from analyzing the visitor profile and the market segment visitor profile of LVCVA are discussed. Numerous research studies have been conducted about Las Vegas, including the longitudinal studies conducted by LVCVA for many years. However, their survey questions do not address the needs of business travelers. Part Two provides useful information in the quest to achieve the purpose. A broad review of literature supports how to design additional questions and what areas of questions need to be added.

The travel and tourism industry is one of the largest industries in the world. It is a significant economic contributor because it includes accommodation, attraction, transport, destination organization, and travel organizers' sectors (Middleton, 2001). The US travel industry earned nearly \$700 billion, excluding the amount of international passenger fares, from international and domestic travelers in 2006. These travel expenses alone resulted in more than 7.5 million jobs, \$177 billion in payroll income for Americans, and \$109 billion tax revenue for federal, state and local governments (Travel Industry Association of America [TIA], 2007).

Thirty eight million US adults, representing 18 % of US adults, traveled for business purposes at least once in 2003. US households generated 210.5 million domestic person-trips for business purposes. Business travel was responsible for 31 % of all domestic travel spending in

the US. In addition to that, US domestic business person-trips increased significantly during the first six months of 2004. This means that business travel volume was showing signs of recovery after September 11th, 2001. Furthermore, a majority of business travelers said that they were adding leisure components to at least one of their past-year business trips, and many of them took their family members or friends with them (TIA, 2004, p. 5).

Literature Review

Domestic Travel

Main figures and factors of domestic travel are presented in this paragraph. These figures and factors of domestic travel are critical to the study. In order to develop additional questions, domestic travel must be considered as an important issue, especially in Las Vegas. Although Las Vegas is one of the most recognized travel destinations in the world, visitors to Las Vegas for the previous five years have overwhelmingly been domestic travelers: 87% to 88% of total visitors (Las Vegas Convention and Visitors Authority [LVCVA], 2008a, p. 81). Travel Industry Association of America (TIA) noted that domestic travel in the US increased 12.1 % between 1994 and 2004 (2008a). In 2004, most of domestic travels in the US were short duration trips. Additionally, 58 % of all domestic travelers in the US stayed for two nights or less at their destination. The most popular types of lodging for the US domestic travelers were hotels and motels, which accounted for 54 %. The average traveler spent 3.2 nights in a hotel, motel or bed and breakfast (TIA, 2008b). The preferred method of transportation for 73 % of domestic travelers was auto, truck and recreational vehicles in 2004. Summer was the most popular season for domestic travelers, especially in July and August (TIA, 2008a). Leisure travel volume has increased since 1994, while business travel volume has decreased. However, combined business and pleasure travel volume has increased for a small amount at the same period (TIA, 2008c).

Business Travel

Sixteen to eighteen percent of total travelers to Las Vegas have visited Las Vegas because of convention meeting, corporation meeting or other business purposes for last five years. Furthermore, these business travelers are the second largest group among Las Vegas travelers groups (LVCVA, 2008a, p. 18). According to the 2004 Business Travelers Survey, the importance of the business travel industry was increasing, because almost 33 % of all travel expenses were generated from business travel. Moreover, 62 % of business travelers were adding leisure attributes to their business trips (National Business Travel Association [NBTA], 2004). Therefore, LVCVA must have serious concerns about the business travelers' market because Las Vegas is the place with various business and leisure facilities, such as convention and meeting places, hotels, shopping malls, restaurants and casino resorts.

Perception Differences between Business and Leisure Travelers

Understanding different perceptions between business and leisure travelers is significant in this study because this study is mainly focused on business travelers. Business travelers have different expectations for the quality or the price of a product from those of leisure travelers. Therefore, it is necessary to fulfill both expectations by different marketing strategies. Kashyap and Bonjanic (2000) specified that differences in perceived value for a good or service from travelers offer some guidelines for managers to create value improvement strategies. They also described that business travelers may tend to spend less time in the room, and their evaluations may focus on the quality of public areas, such as lobbies, restrooms, and meeting rooms. On the other hand, leisure travelers may tend to focus more on the quality and the price of the guestroom. Accordingly, they suggested that it is necessary to understand travelers' different perceptions, and adjust price and improve quality attributes for each traveler group.

History of Las Vegas and Marketing Strategy

History of Las Vegas and the city's marketing strategy is one of the factors need to be considered in this study because they are supplemental descriptions of why the business travelers became one of the important market segments for Las Vegas. Mormons were the first people to settle in Las Vegas. The town was developed as the midway point in a trip between Los Angeles and Salt Lake City after a railroad was built. In 1931, gambling was legalized by the Nevada state legislature in order to generate taxes for public schools. Starting in 1972, Las Vegas began to expand as a mega resort. Circus Circus Hotel and Casino became the first mega resort. This trend was followed by many other hotels, such as Treasure Island, the Excalibur, MGM Grand, Bellagio and more (Gertner & Guthery, 2003). Las Vegas has various strengths as a travel destination. For instance, Las Vegas has more hotel rooms than any other city in the world. Also, Las Vegas has over 9 million square feet of exhibition space and 10,000 square feet of fine dining restaurants. Moreover, Las Vegas was the fastest growing city in the US from 1993 to 2003 (City of Las Vegas, 2007).

Las Vegas has had legalized casino gambling since the 1920s. However, nationwide awareness of Las Vegas as a gaming destination did not occur until the 1940s. Las Vegas desired to attract only leisure travelers with high incomes whose primary concern was gambling. The casinos in Nevada operated without any competition until 1978, when casino gambling became legalized in Atlantic City. This was the starting point when Las Vegas hotels began to consider another revenue source, which were business travelers. Casino operators in Las Vegas believed that business travelers, mainly convention attendees, were not their best source of revenue. This may have been a correct diagnosis until the early 1990s, when only two legalized casino gaming centers existed in the US. However, as casino gambling competition increased through the US,

Las Vegas tried to attract family travelers by building various theme park resorts. This strategy proved to be unsuccessful because the city's main revenue always comes from gamblers not from families (Fenich & Hashimoto, 2004).

In 1998, the LVCVA launched a five year marketing campaign. This campaign included a massive advertisement promotion to emphasize Las Vegas as a family vacation destination. Twenty seven million dollars were spent in 1999 for the campaign. It was a significant change from the traditional image of Las Vegas, which had been defined as "Sin City." The tag line was "It's Anything and Everything." During this period, many Las Vegas hotels such as Mirage, Stratosphere, New York New York, MGM Grand, were built and renovated to highlight these properties as theme park attractions. After September 11th, 2001, the number of visitors to Las Vegas showed slight decline. Consequently, the LVCVA launched a new tag line, which was "It's time for your Vegas Call." This tagline highlighted the idea of escaping from a stressful time.

In the most recent marketing campaign, the LVCVA launched a \$58 million advertisement campaign called "Vegas Stories" and the new tag line, "What happens here, stays here." It highlights the activities, behaviors, and unforgettable experiences that can happen only in Las Vegas. The primary targets of the campaign are people between 25 and 54 years old with over \$40,000 house hold incomes, took two or more vacations in the past year, and had visited Las Vegas or another gambling destination in the past year. Interestingly, most of "Vegas Stories" advertisements do not contain any gambling related materials. A secondary target for the "Vegas Stories" campaign is young adults, who are between 25 and 34 years old. For these customers, Las Vegas offers various adult attractions, such as the new pirate show at Treasure Island, "Sirens of TI," the first adults-only show from Cirque du Soleil in New York New York,

“Zumanity,” and Sapphire Gentlemen’s Club, which is the largest adult entertainment complex in the world. The LVCVA also promotes a campaign for business and convention travelers, with the tagline of “We work as hard as we play” (Gertner & Guthery, 2003, p. 3-5).

Image

Image is one of the key terms in the process of developing additional questions, because it is not fully investigated by LVCVA in their visitor profile. Therefore, understanding the term “image” is critical in this study. The role of imagery was defined by MacInnis and Price (1987). They said imagery spreads through the whole consumption process. In other words, imagery can insert more values and raise customers’ satisfaction level through the consumption process. The meaning of “image” in psychology is more like a visual representation, when concept of ‘image’ is more holistic and it includes all of the associated impressions, knowledge, values, and emotions and beliefs in behavioral geography field (Jenkins, 1999 p. 1). Echtner and Ritchie (1993) emphasized that positioning can be established by making a positive image of a product in target consumers’ mind. Another researcher also noted that marketers are especially interested in the concept of tourist destination image because of its relationship with decision-making and sales of tourist products and services (Mayo, 1975).

Destination Image

The meaning of the term ‘tourist destination image’ is difficult to define because the term ‘image’ has been interpreted and used differently in a variety of researches (Awarite, 2004; Baloglu, 1997; Baloglu & Love, 2005; Chon, 1992; Crompton, 1979; Echtner & Ritchie, 1993; Fakeye & Crompton, 2004; Jenkins, 1999; Kneesel, 2005; MacInnis & Price, 1987; Nickel & Wertheimer, 1979). Lawson and Baud-Boby (1977) said a destination image is the expression of

all objective knowledge, prejudice, imaginations, impressions and emotional thoughts of an individual or a group toward a particular place.

A helpful measurement of destination image was also developed by Echtner and Ritchie (1993). Chon (1992) discovered that a positive image and a positive travel experience will bring a moderately positive evaluation of a destination and vice versa. Additionally, Crompton (1979) highlighted the importance of tourist destination images because it may have an affect not only on the decision-making behavior of potential tourists, but also on the levels of satisfaction regarding their experiences. Baloglu and Love (2003) used an Importance-Performance Analysis to measure association meeting planners' perceived image of Las Vegas, while Fakeye and Crompton (1991), and Awarite (2004) identified image differences between types of visitors. Pike (2002) conducted an extensive review of the destination image literatures between 1973 and 2000. He summarized that about half of the subject literatures determined a single destination's image. However, no research has been conducted regarding the destination image of Las Vegas based on business travelers' perceptions, especially on business travelers' needs for leisure components. Thus, there should be a strong relationship between a business travelers' decision making process and the level of satisfaction with a business travelers' perceived image of Las Vegas.

Travelers' Socio-Economic and Demographic Profiles

Socio-economic and demographic profiles of respondents are primary information to be collected in a survey research because researchers can efficiently categorize the final data by these information. Many researchers have studied the relationship between traveler's socio-economic and demographic profiles and their perceived destination images. In other words, these research studies defined the consumers' socio-economic and demographic profiles as one of the

most important characteristics, which are influencing perceptions of destinations and products (Baloglu & McCleary, 1999). Baloglu (1997) studied image differences of the United States based on socio-economic and demographic characteristics of West German travelers by studying the consumer's socio-economic and demographic profiles. In addition to Baloglu's study, Nickel and Wertheimer (1979), and Husbands (1989) also included the retail business. Nickel and Wertheimer (1979) considered the effects of consumer's socio-economic and demographic profiles on images of drugstores, while Husbands (1989) investigated the relationship between Zambia locals' perception of tourism and their socio-economic and demographic profiles. Therefore, destinations marketers should consider the socio-economic and demographic profiles of their main target markets and analyze their perceived images in order to fulfill these customers' needs.

Las Vegas Visitor Profile Calendar Year 2007 Annual Report

Introduction

According to LVCVA (2008a), "The Las Vegas Visitor Profile Study is conducted monthly, and reported annually to offer a constant evaluation of the Las Vegas visitors and trends in visitor behavior over time." The study includes six main purposes, which are "providing a profile of Las Vegas visitor in terms of behavioral and socio-demographic characteristics, supplying detailed information on the gambling and vacation habits of various visitor groups, offering a basis for determining the economic impact of diverse visitor groups, observing trends in visitors and their behaviors, identifying market segments and potential target markets, and finding out visitor satisfaction levels" (p. 10). Reviewing and analyzing various statistical data from the Las Vegas Visitor Profile Study are critical processes in this paper

because the purpose of the paper is to develop useful additional questions to measure Las Vegas business travelers' leisure needs and their perceived image of Las Vegas.

Results

The respondents' visiting behaviors were deeply analyzed in this study. In 2007, 19% of visitors were first-time visitors when 81% of visitors were repeat visitors to Las Vegas. This tendency was constant with the past four years. Among all visitors, the average number of visits to Las Vegas during the past five years was 6.3, which is not significantly different from the past four years. Additionally, LVCVA provided specific data of repeat visitors and all visitors, within some categories, such as frequency of visits in past five years, frequency of visits in past year and primary purpose of current visit. However, this paper only focused on data from all visitors because these specific data are far beyond of the scope of this paper. The mean of 1.8 trips were taken by all visitors in 2007. The mean was not changed significantly since 2003. 43% of visitors came to Las Vegas for vacation or pleasure. Interestingly, the percentage of vacation or pleasure dropped significantly from 2003, which was 63%, while friends or relatives increased 6% to 13%. On the one hand, 7% of all visitors' main purpose was other business, which is excluding convention or corporation meeting. The percentage of other business also increased from 2003, which was 5%. On the other hand, convention or corporate meeting category was maintained constant values, which were 11% in 2007 and 12% in 2003. Gambling category was increased considerably. The percentage was increased from 4% in 2003 to 11% in 2007. Furthermore, 60% of first-time visitors came to Las Vegas because of vacation or pleasure, while only 38% of repeat visitors came to Las Vegas for the same reason. Only 1% of first-time visitors came to Las Vegas for gambling (LVCVA, 2008a, p. 13-20).

From 2006, convention visitors were asked if they were interested in attending conventions, trade shows, or corporate meetings. 48% of convention visitors were interested in 2006, while 63% of convention visitors were interested in 2007 (LVCVA, 2008a, p. 23). It means more convention visitors recognized Las Vegas as a business travel destination. Additionally, it can be assumed that LVCVA is adding more useful questions on their survey if they consider those question were needed. LVCVA may need to ask this question to all visitors, not only to convention visitors.

The visitors' travel planning activities were highlighted in the LVCVA profile. Sixty three percent of all visitors in 2007 planned their trips to Las Vegas for more than one month. This percentage was increased from 51% in 2003, 51% in 2004, 53% in 2005, and 56% in 2006. Forty six percent of visitors came to Las Vegas by air transportation, while others (54%) used ground transportation, such as auto, bus or recreational vehicle. These percentages were not considerably changed since 2003 (LVCVA, 2008a, p. 24-25). It would be interesting to see how the higher gas price will affect on these percentages in 2008. For local transportation, 46% of visitors said they used their own vehicle, while 36% walked and 27% took taxi. Much less people used their own legs than 2003 (56%). Furthermore, thirteen percent of visitors used monorail in 2007, while only 4% of visitors used it in 2003 (LVCVA, 2008a, p. 26).

Only fifteen percent of visitors reported using a travel agent to plan their trip, which was decreased significantly from 22% in 2003, 20% in 2004, 17% in 2005, and 16% in 2006. Other visitors (40%) used the internet to plan their trip. Even though the percentage was decreased by 3% from 2006, it was increased from 32% in 2003 and 39% in 2004. Among those visitors, who booked their transportation in the internet, 62% of those travelers used airline websites other than travel websites, such as Expedia, Travelocity, Orbitz and Cheaptickets. The airline website users

were increased from 48% in 2003, 44% in 2004, 52% in 2005, and 50% in 2006. Interestingly, less and less people used hotel websites to book their accommodation, which were 46% in 2003, 38% in 2004, 48% in 2005, 40% in 2006 and 28% in 2007 (LVCVA, 2008a, p. 30-35). It is recommended that Las Vegas marketers to strength their internet advertisement. Also, Las Vegas hotel managers needed to figure out why fewer travelers wanted book their accommodation through hotel websites.

Forty percent of visitors visited Downtown Las Vegas during their current visit, which was decreased from all prior years, such as 51% in 2003, 57% in 2004, 46% in 2005, and 48% in 2006. The main reason to visit Downtown Las Vegas area was to see Fremont Street Experience among those visitors who visited the area, while those non-visitors said they did not have enough time or were not interested (LVCVA, 2008a, p. 36-38). Las Vegas has two main attractions, which are Las Vegas Strip and Downtown Las Vegas. However, only forty percent of travelers visited the area in 2007. Therefore, LVCVA managers and Downtown Las Vegas hotel managers should find a way to attract more travelers, such as local residents or price-sensitive travelers.

Various key trip characteristics were described on the LVCVA visitor profile. 69% of visitors traveled in parties of two in 2007. Only 8% of visitors had parties under the age of 21, which was decreased from 10% in 2003, 2004, and 2006, and 9% in 2005. In 2007, visitors stayed at the mean of 3.5 nights and 4.5 days in Las Vegas. These values were constant with those in past years. Seventy percent of visitors arrived in Las Vegas in a weekday, while 30% arrived on a weekend. Most over-night visitors (88%) stayed in hotels. Most over-night visitors (74%) placed their lodging location on the Strip Corridor. Forty five percent of those visitors, who stayed in a hotel, a motel, or a recreational vehicle park, booked their accommodations more than a month in advance. This percentage was increased from, 28% in 2004, 30% in 2005, and

38% in 2006, but was decreased from 51% in 2003. Among hotel and motel guests, 33% paid regular room rates, while 26% paid other special rates. The average daily room rate for non-package visitors was \$108.87 in 2007, which was increased from \$81.43 in 2003, \$86.22 in 2004, \$99.51 in 2005, and \$107.12 in 2006. 46% of non-package visitors found out about room rates from reservation agents or call centers, which was also significantly increased from 37% in 2004, 32% in 2005, and 40% in 2006. As in previous years, 76% of hotel and motel visitors stayed with one more guest and the mean of room occupants was 2.2 in 2007 (LVCVA, 2008a, p. 41-56).

Important visitors' gaming behaviors were pointed out in the profile. Eighty four percent of visitors gambled during their current visit. The value was decreased from all past years, such as 88% in 2003, 87% in 2004, 86% in 2005, and 87% in 2006. These gambled visitors spent the average of 3.4 hours per day, which was similar with values in previous years. Sixty five percent of these gamblers played slot machines, while 14% of them played blackjack and 8% of them played other table games. Visitors went to the mean of 6.2 different casinos and gambled on the mean of 3.8 different casinos. 36% of non gamblers said they did not gamble because they were not interested, while 28% of them said they did not like losing. The average gambling budget of those gamblers was \$555.64, which was significantly decreased from \$626.50 in 2005 and \$651.94 in 2006. Most of gamblers (86%) gambled on the Strip Corridor ,while only 30% of gamblers gambled on Downtown. 48% of gamblers would somewhat or much more likely visit Las Vegas even though there are more places to gamble other than Las Vegas (LVCVA, 2008a, p. 61-68).

Visitors' entertainment behaviors were also reviewed on the profile. 63% of total visitors attended shows during their current stay. Sixty four percent of these show attendees went to see

lounge acts, while 34% of them watched production or Broadway shows. Those visitors, who did not attend shows, said they were too busy (62%) or not interested (19%). All visitors were asked if they were visited other Las Vegas attractions, such as the theme parks, water parks, or virtual reality rides. Only 22% of visitors went to these other attractions. This percentage was dropped from 23% in 2005 and 28% in 2006. 1% of all visitors played golf. This percentage was also dropped from previous years, such as 2% from 2003 to 2006 (LVCVA, 2008a, p. 69-75).

Satisfaction levels of visitors were evaluated in this profile. 89% of visitors were very satisfied, while 11% of them were somewhat satisfied. This satisfaction level is the lowest within last 5 years. Additionally, the satisfaction level in 2006 was 96% of very satisfied and only 4% of somewhat satisfied. Visitors were not completely satisfied because it was not a pleasure trip (23%), it was too expensive (14%), they had hotel complaints (13%), it was too hot (9%), and they did not win enough (8%). Majority of visitors (63%) definitely or probably would return to Las Vegas in both 2006 and 2007. Moreover, visitors were asked how likely they will recommend Las Vegas to others and 90% of them definitely or probably would recommend Las Vegas (LVCVA, 2008a, p. 76-79).

Demographic profiles were listed in this study. In 2007, 79% of visitors were married, which was the same value as in 2006, but increased from 73% in 2003 and 2004, and 74% in 2005. 80% of them were earning \$40,000 or more per year and 67% of them were employed. Seventy one percent of them were 40 years old or older, and the mean age was 49.0. 86% of them were white, while 88% of them were domestic travelers. Only 12% of them were international travelers. 31% of California residents, which were decreased from 34% in 2003, 33% in 2005 and 32% in 2006, came to Las Vegas while 9% of Arizona residents, which was

increased from 5% in 2003, 6% in 2004, 6% in 2005, 7% in 2006, visited Las Vegas (LVCVA, 2008a, p. 80-81).

Methods

LVCVA conducted the Las Vegas Visitor Profile Study monthly and reported it annually. In this report, respondents must be at least 21 years or older and plan to leave Las Vegas within 24 hours. Also, this study does not accept residents of Clark County, Nevada as a respondent. In order to conduct survey interviews, visitors were intercepted around Las Vegas hotels, motels, casinos and recreational vehicle parks. Different locations were selected on each interviewing day, and interviewing was conducted at various times of the day. Moreover, visitors were provided souvenirs as incentives with the completion of interview. Verifier questions were asked in order to maintain accuracy and validity of the data. Interview results were edited for accuracy and completeness, and entered in to a computerized database for analyzing process. In some questions multiple answers were allowed (LVCVA, 2008a, p. 11-12).

Limitations

In prior to 2004, data was collected within a fiscal year, which is from July to June, so all reports before 2004 displayed as fiscal data. Beginning with the 2004 report, the data are presented based on a calendar year. This 2007 visitor profile report includes data from 3,345 interviews from January 1, 2003 to December 31, 2003, 3,300 interviews from January 1, 2004 to December 31, 2004, 3,600 interviews from January 1, 2005 to December 31, 2005, 3,600 interviews from January 1, 2006 to December 31, 2006, and 3,600 interviews from January 1, 2007 to December 31, 2007. If data is not presented for all five years within this report then it is because the question was not asked for all five years. Some questions were asked every other year. Therefore, several questions in the profile were not asked in 2007 because of the length of

the questionnaire. These missed questions will be rotated back into the questionnaire in 2008.

Also, a number of questions were inserted to the questionnaire in 2007 (LVCVA, 2008a, p. 1-2).

Questionnaire

On the first section of the questionnaire, interviewers were required to write numerous items, such as respondent's identification number, interview date, interview location code, time started, time ended, interview length, interviewer's identification number, and respondent's gender from observation. Additionally, interviewers should record starting and ending times based on 24-hour clock and interview length in minutes. Three qualifier questions were given at first by asking whether an interviewee is a visitor to Las Vegas or a resident of Clark County, 21 years old or older, and planning to leave Las Vegas within the next 24 hours. After these qualifier questions, interviewees were required to answer whether the current visit is the first time or not. Only repeat visitors needed to answer how many times they have visited Las Vegas in the past 5 years and in the past 12 months. Next, respondents were required to specify their primary purposes, and only leisure travelers needed to specify their perceived importance of various categories, such as the shopping, the gambling, the shows and entertainment, the clubs and night life, the dining and restaurants, the golfing, the spas, and seeing the resorts. Only convention visitors needed to provide how much they were interested in their current meetings because of the location. Transportation methods, trip planning periods, trip planning tools, trip information sources, arrival dates, trip periods, booking methods and lodging location were asked. Furthermore, respondents were asked if they have visited the Downtown Las Vegas and reasons for their visitation. Interviewees were required to answer how many adults and under 21 years old persons they have within their current trips. Various expenditure budgets for room, gambling, food, drink, show, shopping and transportation were asked. In addition, gambling

hours, locations, and types of casino games, which they were played, are asked. For these gamblers, interviewers needed to collect the gamblers' opinions on how much they were more likely or less likely to visit Las Vegas, if there are more places to gamble rather than Las Vegas. Respondents were asked to answer not only on their gaming behaviors, but also on their entertainment behaviors. Their satisfaction levels on current visits, and demographic data were also collected (LVCVA, 2008a, p. 83-94).

Las Vegas Visitor Profile Calendar Year 2007 Market Segment Version

Introduction

In addition to Las Vegas Visitor Profile Study, LVCVA specified the final results of the study into 4 different reports, such as Market Segment Report, Southern California and International Visitor Report, Downtown/Strip Corridor Report, and Internet Travel Planners Report. These reports contain data from the original 2007 Las Vegas Visitor Profile Study. However, each report has different focus. In this paper, Market Segment Report is discussed, because it includes an analysis of Las Vegas visitors categorized in to four marketing segments. Convention visitors, general tourists, casino guests, and package purchasers are these four segments. In 2007 Market Segment Report, convention visitors were defined as those who attended or worked at a convention, corporate meeting, or trade meeting. These convention visitors were accounted for 11% of all visitors. General tourists were identified as those who were in a composite group of visitors other than convention visitors, package purchasers, or casino guests. Fifty eight percent of all visitors were fall into this category. Casino guests were identified as those visitors, who paid a regular casino room rate or received a complimentary room from a casino. They were 18% of all visitors. Package purchasers were defined as those who came to Las Vegas on a hotel and transportation or hotel and amenities package deal, or as

part of a tour or travel group. They were 13% of all visitors (LVCVA, 2008b, p. 1). Results from this report helped to understand what convention visitors are valued and their behaviors.

Therefore, data from only convention visitors and some other segments' key data were analyzed in this paper. It is recommended for LVCVA to create another report that compares business purpose travelers and leisure purpose travelers. On the one hand, business travelers would include convention visitors and other business purpose visitors in their study. On the other hand, leisure travelers may include general tourist, casino guests, and package purchasers.

Results

Among convention visitors, 84% of all visitors were repeat visitors. Convention visitors had the highest tendency to re-visit Las Vegas except casino visitors. Additionally, 99% of casino visitors were repeat visitors. One third of convention visitors (32%) visited Las Vegas two to three times in past five years. The mean of frequency of visits in past five years was 5.4 times for convention visitors. Most of convention visitors (72%) visited Las Vegas only 1 time. The mean of frequency of visits in past year was 1.5 times for convention visitors (LVCVA, 2008b, p. 19-23). LVCVA also specified these data into two different categories, which are among all visitors and among repeat visitors. However, the data from repeat visitors is not discussed in this paper because they are far beyond of the scope of this study. Also, data for primary purpose of current visit are excluded because it is absolutely obvious convention visitors' primary purpose is convention or corporate meeting. LVCVA also identified importance factors in deciding to visit Las Vegas among vacation or pleasure visitors, which include package purchasers, general tourists, and casino guests. Furthermore, they omitted convention visitors because only two of them answered their primary purpose was vacation or pleasure. However, they should include

convention visitors' data in this result because it would help them to identify what are important factors for convention visitors to decide to visit Las Vegas.

Travel planning behaviors of convention visitors were also pointed out in Market Segment Report in 2007. Convention visitors were planned their trips much earlier than other visitors. Seventy nine percent of convention visitors planned their trip a month or more in advance, compared to 78% of package purchasers, 61% of general tourists and 49% of casino guests. In terms of transportation method to Las Vegas, 62% of convention visitors were preferred air transportation rather than ground transportations, such as auto, bus or recreational vehicle. For local transportation method, 39% of convention visitors preferred taxi and 37% of them used their own vehicle. On the one hand, One fifth of convention visitors (20%) were likely to use monorail. Twenty seven percent of convention visitors used a travel agent to help their trip plans. On the other hand, 50% of convention visitors used the internet to plan their trip. The value was higher than other market segment visitors. Among those convention visitors, who used the internet to book their accommodations, 71% of them booked their transportation through airline websites, while 22% of them, who used the internet to book their transportations, booked their accommodations through hotel websites. Only 22% of convention visitors, which was the lowest percentage among market segments, visited Downtown Las Vegas (LVCVA, 2008b, p. 28-38).

Convention visitors' trip characteristics and expenditures were highlighted in the report. The mean number of adults in immediate party for convention visitors was only 2.2 adults, which was the lowest among traveler groups. Moreover, convention visitors were the least likely bring persons under age 21 in their party because only 2% of them did it so. Convention visitors were likely to stay at the average of 3.5 nights and 4.5 days. Seventeen percent of them arrived in

Las Vegas on Sunday. Convention visitors, who stayed overnight, were more likely to lodge on Strip Corridor (87%) or outlying areas (9%) than Downtown, Boulder Strip, or other places. Convention visitors, who stayed in a hotel or a motel, spent the average of \$132.95 for their rooms, which was much higher value than those in other visitor groups. Interestingly, these convention visitors, who stayed in a hotel or a motel, had the mean of 1.8 people in their rooms that is the fewest number of room occupants among visitor groups. Convention visitors were big spenders in food, drink and transportation. They spent the mean of \$286.19 for food and drink and \$71.76 for local transportation. Additionally, general tourist spent \$229.85 for food and drink and \$55.93 for local transportation, while casino guests spent \$256.58 for food and drink and \$48.97 for local transportation. Furthermore, convention visitors spent \$117.99 for shopping, \$36.16 for shows, and \$1.35 for sightseeing (LVCVA, 2008b, p. 39-56).

Gaming behaviors and budgets of convention visitors were described in the report. Only seventy seven percent of convention visitors, which is the lowest percentage among visitor groups, gambled during their stay in Las Vegas. Among those who gambled, convention visitors spent the least time (1.9 hours) than any others. However, those convention visitors spent the mean of \$451.90, which is the second highest among visitor groups, for gaming. Sixty three percent of convention visitors said there would be no difference on their decisions for visiting Las Vegas with more places to gamble other than Las Vegas (LVCVA, 2008b, p. 57-62).

Convention visitors showed lower attendance rate to shows and other attractions, such as the theme parks, water parks, or virtual reality rides. During their stay in 2007, only 56% of all convention visitors attended shows, while 81% of all package purchasers, 62% of all general tourists and 57% of all casino guests did so. Moreover, only 13% of all convention visitors went to other paid attractions, while 44% of all package purchasers and 23% of general tourists did so.

Thirty seven percent of all convention visitors preferred to visit hotel bar or lounge without cover charge than free-standing bar or lounge with or without cover charge, or hotel nightclub with cover charge. One percent of convention visitors, package purchasers and general tourists played golf (LVCVA, 2008b, p. 63-68).

LVCVA also categorized answers of all visitors' satisfaction level during their stays. Only 82% of convention visitors were "Very satisfied," while 96% of casino guests, 91% of package purchasers and 87% of general tourists were "Very satisfied." In addition to that, only 85% of convention visitors "definitely" or "probably" would recommend Las Vegas to others, while 98% of casino guest, 93% of package purchasers and 88% of general tourists would do so. However, 71% of convention visitors were the most likely to answer they "definitely" or "probably" will come back to Las Vegas, while only 66% of general tourists and 42% of package purchasers said so. In terms of demographic factors, convention visitors were more likely to be the average of 46.0 years old, college graduate (66%), employed (91%), married (81%), and male (54%). Also, 87% of convention visitors were white and 94% of them from domestic market, especially from Western states (52%). Sixty four percent of them said their income were \$80,000 or more, while 41% of casino guests, 39% of package purchasers, and 36% of general tourists answered so (LVCVA, 2008b, p. 69-74).

Summary

Domestic business travelers are one of the most important markets for Las Vegas managers and marketers because Las Vegas is the best equipped place with business and leisure accommodations. They must know that business travelers are not sensitive about cost. These travelers are more like to spend their money on dining and shopping when time is applicable. Moreover, domestic business travelers can be another great source of Las Vegas casino's

revenue because they do not compete with leisure gamblers. For example, business travelers tend to hold their meeting during week days. On the other hand, out of town tourists and gamblers tend to visit casinos on weekends, holidays and summer vacations, when business travelers like to stay with their family at home (Fenich & Hashimoto, 2004).

As competition grows in the gaming market, Las Vegas hotels must find another source of revenue. Many other destinations in the US will have legalized gambling establishments. For example, Las Vegas hotels may have serious problems with the development of Indian tribal gaming in California because many visitors to Las Vegas come from California. Several other states are licensing casinos and this will result increasing competitions in the gaming market. Therefore, analyzing research findings from reviews of the related literature in this section helps to find key categories for developing additional questions. Furthermore, reviewing related studies based on the importance of domestic travel, the importance of business travel, the history of Las Vegas, the marketing strategies of LVCVA, the concept of destination image and the significance of socio-economic and demographic profiles clarifies the objective of these additional questions. Analyzing findings from the visitor profile and the market segment visitor profile of LVCVA provides guidelines on how to create survey questions and points out what kinds of questions are missing in these Las Vegas profiles.

PART THREE

Introduction

In Part Three, the development process of supplementary questions are specifically described. The results of this paper will help the Las Vegas Convention and Visitors Authority (LVCVA) and each Las Vegas hotel identify what they are offering for different type of business travelers. Conclusions from the entire process are highlighted and further recommendations are emphasized for other scholars and hospitality managers.

Results

Additional questions must cover the areas, such as the effect of Las Vegas advertising materials, each business traveler's perceived image of Las Vegas as a business destination, characteristics, unique attractions and atmosphere of Las Vegas, as well as each business traveler's likeliness to add leisure components for their Las Vegas business trips. Socio-economic characteristics and demographic characteristics of travelers were covered by LVCVA survey questionnaire. The additional questions employ quantitative and qualitative methods as Echtner and Ritchie recommended. Echtner and Ritchie (1993) used a combination of structured 35 attributes and unstructured 3 open-ended questions to measure more precise travelers' perceived destination image and their needs. They defined the purpose of their study is to cautiously examine the concept of destination image with the more proper design and precise measurement techniques. They suggested a combination of structured and unstructured methodologies, which can be a series of scale items and open-ended questions. They stated that product is one of the most important elements in a marketing strategy. Positioning can be established by making the positive image of a product in target consumer's mind. The authors proposed four main conclusions as following:

1. Both attribute-based and holistic factors must be considered in the destination image
2. All of these factors include functional and psychological characteristic
3. Destination images can be common characteristics or unique characteristics, such as events, auras, and feelings, of a destination
4. A combination of structured and unstructured needs to be used in order to measure more precise destination image

The authors of this study developed three open-ended questions to measure the holistic and unique components of a destination as following:

1. What images or characteristics come to mind when you think of (name of a destination) as a vacation destination?
2. How would you describe the atmosphere or mood that you would expect to experience while visiting (name of a destination)?
3. Please list any distinctive or unique tourist attractions that you can think of in (name of a destination)?

The first question covers the destination's functional holistic components, which is the destination's overall impression. Then, the second question is added to identify the psychological holistic component of the destination. Additionally, the third question is provided to capture unique component of the city, which can be a distinctive attraction. They also developed several scale items, such as entertainment, climate, accessibility, reputation, and more, to incorporate with a six-point Likert scale. Six hundred students at four different educational institutions were chosen as focus groups participants to answer their developed open-ended questionnaires and a six-point Likert scaled attribute-items.

The responses of open-ended questions contain holistic functional and psychological characteristics of destination image. These open-ended questions also identify a destination's unique images. On the other hand, the results for Likert scaled items define functional and psychological components of a destination's attribute-based images. The authors concluded that images are particularly effective means for advertising. The open-ended questions are helpful for both establishing the present holistic images and investigating the effect of advertising campaigns on these images. The scale items provide more common information on the attribute-based components of destination image.

This study employs 37 leisure attributes for the respondents to rate each attribute in accordance with business travelers' general travel experiences. A set of 38 leisure attributes, which includes 37 previous attributes plus an overall image of Las Vegas attribute, is provided for respondents to evaluate Las Vegas. Furthermore, 3 open-ended questions were added to measure the holistic image of Las Vegas. The additional questions are presented in Appendix A. of this study, which has three sections. Appendix A contains a total of 7 questions, which are 3 multiple choice questions and 4 five-point Likert scale questions, and 3 open-ended questions. The selections of five-point Likert scale questions are indicated from "Much Less Likely" to "Much More Likely." "Don't know" and "Other" options were added for respondents to answer without difficulty. In Appendix A, 37 attributes of the image were given for respondents to indicate the degree of importance toward each image attribute in accordance with their general travel experiences. This selection is based on a five-point Likert type scale where 1 indicates "Very Unimportant," 2 indicates "Unimportant," 3 indicates "Neutral," 4 indicates "Important," and 5 indicates "Very Important." Also, 38 attributes of the Las Vegas image attributes were given for respondents to indicate the degree of importance based on their business travel

experiences on Las Vegas. This selection is also based on a five-point Likert type scale where 1 indicates “Strongly Disagree,” 2 indicates “Disagree,” 3 indicates “Neutral,” 4 indicates “Agree,” and 5 indicates “Strongly Agree.” Lastly, 3 open-ended questions with three blank lines were inserted to measure the holistic and unique components of Las Vegas. Respondents are required to list at least three characteristics that describe the atmosphere of Las Vegas, and list at least three unique tourist attractions in Las Vegas. It should be noted that business travel attributes are excluded because the questions are focused on business traveler’s demands for leisure components. For the additional questions, all respondents must have a primary purpose of conducting business, attending at a convention or trade show, or working at a convention or trade show. Thus, the target population of these questions is determined as a traveler who voluntarily participated in the LVCVA survey process and visited Las Vegas for a business purpose.

Conclusions

Additional questions are focused on domestic business travelers’ leisure needs and perceived image of Las Vegas. These questions particularly cover the areas, which are not covered by LVCVA survey questionnaire. Also, it is important to determine the image attributes that help to build a destination’s positive image. Business travelers tend to add leisure components to their business trips more frequently (Riddle, 1999). Consequently, the additional questions are designed to measure domestic business travelers’ leisure needs rather than other needs.

The relationship between the perceived image of a destination and travelers’ socio-economic and demographic profiles is significant in the destination marketing field. Numerous research studies have been conducted for the perceived destination image of leisure travelers and association meeting planners. However, not many studies have been conducted for business

travelers. Also, no researcher, at least in the academic field, has studied this relationship in a particular destination, which is Las Vegas in this case.

As a business trip destination, Las Vegas offered some of most important factors, such as capacity, accessibility, room rate affordability, and quality of facilities. Las Vegas offered variety of restaurants, affordable local restaurants, climate and variety of local attraction as a leisure destination (Baloglu & Love, 2003). It can be assumed that Las Vegas is a destination with combined business and leisure components. Therefore, the city must make full use of these components in order to survive in the current highly competitive travel and tourism market. In LVCVA's visitor profile, they only utilized one type of questionnaire for various types of travelers regardless of each of their market segment. These questions would possibly help LVCVA to acquire important information for Las Vegas hospitality professionals who could utilize this information not only to maximize their profits, but also to satisfy their customers' needs. Furthermore, the results of utilizing the additional questions would aid in determining what are the city's current strengths and weaknesses as a travel destination. The differences between what a group of travelers wants and what a city offers for that particular group of travelers must be determined and subsequently produced.

Recommendations

According to Zikmund (2003) research reliability means the "degree of which measures are free from error and therefore yield consistent results (p. 300)." Furthermore, repeatability is a significant factor in developing reliability. Most of the image attributes in this study were used in many previous academic and business studies (Baloglu & Love, 2005, and Kneesel, 2005). However, the developed additional questions in Part Three were not tested in a real-world environment. Thus the reliability of final questions is questionable. It is recommended for

professionals of LVCVA to conduct a pretest of these additional questions. Also, they need to insert these questions in the appropriate location of their questionnaire. Zikmund (2003) goes on to state that research validity means the “ability of a scale or measuring instrument to measure what it is intended to measure (p. 302).” In this study, an extensive literature review was used for the process of selecting the final leisure attributes in order to maintain validity. However, LVCVA professionals need to add new leisure attributes or remove old image attributes based on research data from business travelers in order to maintain their questionnaire up to date. Even though LVCVA professionals gather, analyze and classify the final research data in accordance with different market segments, they need to develop more suitable questions for different market segments, such as business travelers, package purchasers, general tourists and casino guests.

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Appendix A - Survey Questionnaire

Please answer the following questions.

1. Have you ever seen any Las Vegas advertisement in the form of below advertising materials within the last 5 years (Please, check all that applies)?

- None TV Advertising Radio Advertising
- Direct mail Advertising Internet Advertising
- Magazine Advertising Newspaper Advertising
- Other _____ (Please, specify). Don't know

2. If so, you think Las Vegas has been changed its image as described in the advertising material?

- Yes No Don't know

3. How likely is it that you would like to agree with the following statement?

Las Vegas is more business traveler-friendly than 5 years ago.

- Much Less Likely
- Somewhat Less Likely
- Neutral
- Somewhat More Likely
- Much More Likely
- Don't Know

4. Which one of the following comes to mind when you think about Las Vegas?

- A Convention Business Destination An Adult Entertainment Place
- None Both Don't Know
- Other _____ (Please, specify).

5. How likely is it that you would return to Las Vegas than any other place in the US for your business trip?

- Much Less Likely
- Somewhat Less Likely
- Neutral
- Somewhat More Likely
- Much More Likely
- Don't Know

6. How likely is it that you would enjoy night life in Las Vegas when you are in business trip?

- Much Less Likely
- Somewhat Less Likely
- Neutral
- Somewhat More Likely
- Much More Likely
- Don't Know

7. How likely is it that you would add leisure components in your business trip?

- Much Less Likely
- Somewhat Less Likely
- Neutral
- Somewhat More Likely
- Much More Likely
- Don't Know

Importance of Destination Attributes and Perceived Destination Image of Las Vegas

8. Please, check the appropriate box to indicate the degree of importance for each attribute from your general travel experiences (1 indicates “Very Unimportant” and 5 indicates “Very Important”).

Attributes	Very Unimportant 1	Unimportant 2	Neutral 3	Important 4	Very Important 5
Tourist Sites/ Activities	()	()	()	()	()
National Parks/ Wilderness Activities	()	()	()	()	()
Historic Sites/ Museums	()	()	()	()	()
Fairs/ Exhibits/ Events	()	()	()	()	()
Scenery	()	()	()	()	()
Natural Attractions	()	()	()	()	()
Nightlife	()	()	()	()	()
Entertainment	()	()	()	()	()
Shopping Facilities	()	()	()	()	()
Facilities for Information and Tours	()	()	()	()	()
Sports Facilities/ Activities	()	()	()	()	()
Transportation	()	()	()	()	()
Accommodation	()	()	()	()	()
Restaurants	()	()	()	()	()
Architecture/ Building	()	()	()	()	()
Costs	()	()	()	()	()
Climate	()	()	()	()	()
Crowdedness	()	()	()	()	()
Cleanliness	()	()	()	()	()
Degree of Urbanization	()	()	()	()	()
Economic Development	()	()	()	()	()
Extent of Commercialization	()	()	()	()	()
Political Stability	()	()	()	()	()
Local Infrastructure/ Accessibility	()	()	()	()	()
Personal Safety	()	()	()	()	()
Ease of Communication	()	()	()	()	()
Culture	()	()	()	()	()
Various Cuisine/ Food and Drink	()	()	()	()	()
Hospitality/ Friendliness/ Receptiveness	()	()	()	()	()
Restful	()	()	()	()	()
Atmosphere	()	()	()	()	()
Opportunity for Adventure	()	()	()	()	()
Opportunity to Increase Knowledge	()	()	()	()	()
Family Oriented Atmosphere	()	()	()	()	()
Adult Oriented Atmosphere	()	()	()	()	()
Quality of Service	()	()	()	()	()
Reputation	()	()	()	()	()

9. Please, check the appropriate box that indicates the most appropriate answer for the following statement. Las Vegas has (a) good (attributes).

Please, choose the one best describes your perceived image of Las Vegas (1 indicates “Strongly Disagree” and 5 indicates “Strongly Agree”).

Las Vegas has a good (Attributes)	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Tourist Sites/ Activities	()	()	()	()	()
National Parks/ Wilderness Activities	()	()	()	()	()
Historic Sites/ Museums	()	()	()	()	()
Fairs/ Exhibits/ Events	()	()	()	()	()
Scenery	()	()	()	()	()
Natural Attractions	()	()	()	()	()
Nightlife	()	()	()	()	()
Entertainment	()	()	()	()	()
Shopping Facilities	()	()	()	()	()
Facilities for Information and Tours	()	()	()	()	()
Sports Facilities/ Activities	()	()	()	()	()
Transportation	()	()	()	()	()
Accommodation	()	()	()	()	()
Restaurants	()	()	()	()	()
Architecture/ Building	()	()	()	()	()
Reasonable Costs	()	()	()	()	()
Climate	()	()	()	()	()
Acceptable Crowdedness	()	()	()	()	()
Cleanliness	()	()	()	()	()
Degree of Urbanization	()	()	()	()	()
Economic Development	()	()	()	()	()
Extent of Commercialization	()	()	()	()	()
Political Stability	()	()	()	()	()
Local Infrastructure/ Accessibility	()	()	()	()	()
Personal Safety	()	()	()	()	()
Ease of Communication	()	()	()	()	()
Culture	()	()	()	()	()
Various Cuisine/ Food and Drink	()	()	()	()	()
Hospitality/ Friendliness/ Receptiveness	()	()	()	()	()
General Atmosphere	()	()	()	()	()
Restful Atmosphere	()	()	()	()	()
Family Oriented Atmosphere	()	()	()	()	()
Adult Oriented Atmosphere	()	()	()	()	()
Opportunity for Adventure	()	()	()	()	()
Opportunity to Increase Knowledge	()	()	()	()	()
Quality of Service	()	()	()	()	()
Reputation	()	()	()	()	()
Overall Image	()	()	()	()	()

10. What images or characteristics come to mind when you think of Las Vegas as a travel destination (Please, list at least three characteristics)?

11. How would you describe the atmosphere or mood that you would expect to experience while visiting Las Vegas?

12. Please list any distinctive or unique tourist attractions that you can think of your trip in Las Vegas (Please, list at least three characteristics)?
