A comparison of the preferred visual characteristics of selected resort hotels and casinos along the Las Vegas Strip

Honoree Marlo Wilson
University of Nevada, Las Vegas

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A COMPARISON OF THE PREFERRED VISUAL CHARACTERISTICS OF SELECTED RESORT HOTELS AND CASINOS ALONG THE LAS VEGAS STRIP

by

Honoreé Marlo Wilson

Bachelor of Science
University of Nevada, Las Vegas
1992

A thesis submitted in partial fulfillment of the requirements for the degree of

Master of Architecture

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ABSTRACT

A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

by

Honoreé M. Wilson

Michael Alcorn, Examination Committee Chair
Director, School of Architecture
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This study examined preferences among visual characteristics of selected Strip resort hotels and casinos in Las Vegas, Nevada. Objectives included identification and description of common factors in preference decisions based on psychographics and photographic images used.

Preference assessments were collected from Las Vegas tourists and from local Professionals including Resort Hotel Management and Architects through an interview and a survey using a four point rating scale. Preferences were determined from photographs depicting various Las Vegas resort hotel and casino imagery. Preferential judgements and comparative appraisals were used to identify visual characteristics in the photos. Both qualitative and quantitative techniques were used in analyzing the data.
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GLOSSARY

Advertising. The usual method when ‘selling’ the hotel or service and often taken to be the main function of marketing.
(Marketing for Independent Hoteliers, 1970, 21)

Attraction. A natural or man made facility, location, or activity which offers items of specific interest.
(The World is Your Market, 1981, 37)

Billboard. A large panel designed to carry outdoor advertising.
(Webster’s Ninth New Collegiate Dictionary)

Casino. A building or room used for social amusements; SPECIFIC: one used for gambling.
(Webster’s Ninth New Collegiate Dictionary)

Coherence. The ease with which a scene can be visually organized or structured.

Complexity. The variety and diversity of visual elements or the scenes ability to offer a sufficient number of representations to stimulate one’s interest.

Demographics. Description of person by age, social grade, geographical location, etc., which assists in segmentation of markets.
(Marketing for Independent Hoteliers, 1970, 47)

Image. in marketing and resort management: The impression the customer has of a hotel or its service.
(Marketing for Independent Hoteliers, 1970, 47)
in architecture: The impression one has of an object or form.

Legibility. An indication that the informational environment yet to come will not be confusing and that one might be able to explore the scene without getting lost.
Logo. A symbol representing the name or initials of an organization or a device to indicate the business of the organization. Assists in easy identification and communications.  
(Marketing for Independent Hoteliers, 1970, 48)

Mystery. The suggestion that more information useful to the extension of one’s knowledge of the environment could be gained if one could explore the scene in more depth.  

Psychographics. The branch of psychology that deals with mental and behavioral characteristics of personality, attitude, and lifestyle.

Qualitative Research. The method of studying ‘why’ people behave or think in certain ways relevant to the subject.

Quantitative Research. The method of studying ‘how many’ people believe in, or do certain things. Usually involves surveys with ‘samples’ of people representing particular markets.

Resort Hotel. A public place of rented recreation where the guest can relax, eat, sleep, be entertained, and shop under one roof.

Theme. The visual image projected on the exterior and carried throughout the interior of a building or space.

Visual Simulations. Photographs representing the resort hotels and casinos environment in perspective views.
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Tabulating the results:
Once again, Chris for inputting survey data into the computer. Bob Potts, Sr. Research Associate - UNLV Center for Business and Economic Research for answering my nagging questions about the SPSS software.
CHAPTER 1

INTRODUCTION

A collage of vivid colors light an outcrop of buildings seemingly sandwiched along a narrow road. After dark, the Las Vegas strip appears vibrant, exciting, and beautiful. A string of endless casinos wait to provide riches and fantasy with entertainment and relaxation. This may be the likely image of Las Vegas to a first-time visitor. A tourist, in general, has a check-in destination at one hotel. Reservations are made in advance at the resort that most appealed to that visitor. Competitive room rates and amenities among the resorts emphasize the important tasks of the resort hotel and casino marketer, manager, and designer.

The resort's design should strengthen the work performed by the marketer and the manager. That is to say, the resort designer must achieve a design that provides the image needed for advertisers with the facilities necessary for hotel employees to provide an efficient, high level of service to the guest. The goal should be a design that fulfills and even surpasses the guest's expectation upon arrival. "Las Vegas is a mass medium reflecting the dreams, fantasies, and desires of the American mass culture. In Las Vegas, form follows fantasy" (Hess 1993). Future designs could be guided if there was a clear understanding of what elements, or characteristics, in the resort hotels and casinos image are commonly preferred by tourists.
The Need for Preference Studies

An awareness of the built environment's significant impact on human response is becoming increasingly evident. The designer controls both the perceptual and physical aspects of an environment and that affects people's preference of one built environment over another. The resort hotel and casino designer can significantly the resort's marketers and managers.

The resort marketer works with the perceptual aspects of the environment created by the designer. The marketer aims to lure the tourist to the resort property through advertisement. This means they must sell a desirable image of the resort hotel and casino to the potential first-time visitor. Also, they provide former guests with enticing offers such as a direct mailing with attractive discounts.

The resort manager works with the physical aspects of the environment created by the designer. The manager must strive to provide the highest level of service possible from guest reservations to after the guest has arrived and then through the guest's departure. This is crucial to ensure the guest's positive experience during their stay. Ultimately, this may affect the guest's likelihood to return and to tell others about the resort.

The role of the designer in the perceptual experience of an environment is crucial because a visually satisfying environment will foster positive responses to that environment. Therefore, designers must rely on their experience, own visual preferences, and information from users to make decisions about the visual impact of their designs.
Approaches to understanding human response to the aesthetic qualities of an environment vary. However, there is no clear agreement as to what qualities make-up an aesthetically pleasing environment. A theoretical framework for designers is needed to provide a common basis of human visual preference with respect to the built environment, or in this case, the resort hotel and casino. This would guide designers who must try to anticipate and even influence the user's visual response to the physical characteristics of an environment while they design.

A fundamental concern to this study was whether or not tourists and potential users of Las Vegas resort hotels and casinos have consistent visual preferences exterior elements, or characteristics, such as landscape, tower setbacks, colors, evident themes, water and other features. This study could then make a contribution to explain the trends in designs of specific building types, which for the purpose of this paper will focus on resort hotel and casinos in Las Vegas, Nevada.

Architectural imagery is always a concern when expressing the image of a resort hotel and casino in advertising. Advertising is the usual method when ‘selling’ the hotel and often taken to be the main function of marketing (Wembly 1970) yet there is little evidence of study into the importance of architectural imagery in marketing.

Las Vegas resort hotels and casinos have taken bold steps to ensure specific identities from their competitors, especially in architectural design. Unlike the hotels and casinos in Las Vegas early history, today’s hotels and casinos include attractions such as free live entertainment, theme parks with thrill rides, and elaborate shopping malls. These attractions are generally the focus when advertising the resort “image”.

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The resort hotels and casinos attract tourists internationally with photographic advertisements depicting their image. Of course, this will attract those interested in associating with that image. It is important that photos of the resort's architecture be portrayed to correspond with the perceived image to ensure the guests satisfaction upon arrival.

There is an obvious need for research and analysis of preferred visual characteristics of resort hotels and casinos in Las Vegas, Nevada. The early history of Las Vegas was that of few gaming halls and fewer hotels. The town was created for adult activity only. As time progressed, the hotel and casino became integrated and the first resort hotel and casino was built. As more resort hotels and casinos emerged the greater the need for a different identity for each was necessary. The resorts began to focus on themes aimed at adults. Later, the more family oriented theme resort hotel and casino was developed with activities for adults and children. Finally, the theme park resort hotel and casino emerged and record numbers of tourists visited Las Vegas.

It would be incorrect to say that all tourists visit Las Vegas because of the visual characteristics of the hotel they choose to stay in. It is for the Las Vegas experience as a whole with the hotel and casino image as a part of that.

Objectives and Questions

The initial objective of this study was to understand the role of the visual environment as a two-dimensional source of visual stimulation. One approach assumes
that the visual environment provides information necessary to people's activities. It assumes people will prefer those visual environments that best satisfy their informational needs. Information needs, in this case, are legibility and mystery. Legibility includes a visual environment which one can quickly understand where one is and can find one's way without getting lost. Mystery is the stimulation of one's interest that more knowledge of the environment could be gained if one could explore the scene in more depth (Scott 1989). Therefore, a photograph used to represent a three-dimensional environment should provide legibility and mystery to maximize visual stimulation.

A similar approach assumes people need coherence with complexity. In this theory, coherence is the ease with which a scene can be visually organized or structured. This is close to the previous approach called 'legibility'. And complexity is the variety and diversity of visual elements or the scene's ability to offer a sufficient number of representations to stimulate one's interest. This resembles the previous approach known as 'mystery'.

In addition to the initial objective there were three other primary objectives of this study. The second objective was to identify the environmental variables, or visual characteristics, associated with preference judgements of selected resort hotels and casinos along the Las Vegas strip. The study would examine characteristics for both theme and non-theme resort hotel and casino images. Then, determine the influence each visual characteristic would have on tourist's preference.

The next objective of this study was to understand local marketing, resort managing, and design professional's views about visual characteristics. This included
learning the professional's thoughts about what they believe tourists prefer as well as their own preferences regarding visual characteristics.

The final objective and primary goal of this study was to test the applicability of the study for prediction of preference of Las Vegas resort hotels and casinos visual characteristics. This required an understanding of Las Vegas tourist's most preferred visual characteristics which could also determine the accuracy of the professional's previous thoughts of tourist preferences.

The hypothesis was that survey results would show a higher number of people preferred the visual simulations, or photographs, of the resort hotels and casinos with visual characteristics equaling higher total values in the visual simulation analysis. The information could then be used in the future development of advertising and hotel imagery to influence the tourist's preference of one resort hotel and casino over another, and, ultimately influence the designer's process of anticipating user preference when designing the built environment.

Limitations and Assumptions

The first limitation of the study is that prior research on the study of the perceived and preferred imagery through visual characteristics of Las Vegas resort hotels and casinos has not been developed. Therefore, conclusions based on literature research alone would be inadequate.
Second, visual simulations, or photographs, are limited by characteristics not considered to be a part of the resort image. These may include characteristics such as streets, telephone poles, and pedestrian bridges. This is primarily caused by limited vantage points due to vehicular traffic and adjacent buildings not to be included as part of the visual simulations. Also, the focus of this study is the comparison of selected resort hotels and casinos along the Las Vegas strip. Therefore, visual simulations should be created from existing resorts along Las Vegas Boulevard. However, this may limit the number of visual characteristics possible if photographs of resorts from other regions were used.

Next, locations to survey tourists are limited for various reasons. A highly concentrated tourist location should not allow sight to any of the actual resorts used in the visual simulations. If sight is allowed, the hotel and not the photograph could influence the participant. Also, local ordinances and extremely hot weather make public sidewalks unavailable. Currently, the local International airport and the indoor shopping malls will not approve surveys at their facilities. This may limit the demographics of the survey sample.

Finally, due to cost, the survey sample is limited to people already visiting Las Vegas. These people have made the conscious decision to visit Las Vegas. It is likely that some tourists surveyed visit Las Vegas frequently. Therefore, the participants might have pre-formed opinions about resorts used in the study. This could result in biased responses.
One assumption to the study is that preferences based upon photographic images are not significantly different than preferences based on real exposure to the environment. Another assumption is that Las Vegas locals should participate in the tourist survey to compare with tourist's preferences. However, participation should stop if locals prove to be consistently biased. Finally, local professionals must be given the option to keep their interview private. The assumption is that remaining anonymous will limit biased responses.
CHAPTER 2

LITERATURE REVIEW

A review of literature pertaining to visual preference shows there has been little theoretical study to understanding preference of built environments; especially resort hotels and casinos. Understanding the way people tend to visually perceive can influence the design and marketing strategies for a resort hotel and casino. The practice of psychology began because a difference between the physical and the mental was established. Therefore, a basic understanding of psychology as it pertains to visual perception, is important to this study. Equally important is information provided from studies conducted to date regarding visual perception.

Historical Studies

Early works of Rudolph Arnheim, author of Visual Thinking, taught him that artistic activity is a form of reasoning, in which perceiving and thinking are indivisibly intertwined. The problem he researched was the split between sense and thought, which causes various deficiency diseases in modern man. He approached the problem with the need for an overview in psychology, philosophy, and the arts and sciences ways of perceptions. Arnheim’s book was limited to the sense of sight. He felt the Arts were
disdained because it was assumed not to involve thought. Yet the arts are a powerful means of strengthening the perceptual component without which productive thinking is impossible in any field of endeavor. Parmenides, the Eleatic philosopher, helped to prove that perhaps what the eye reports is not always true. For instance, he had insisted that there was no change or movement in the world although everybody saw the opposite. Parmenides called for a distinction between perceiving and reasoning - to look for the correction of the senses and the establishment of truth. Examples were easily found to show that perception could be misleading. A stick dipped into water looked broken, and a distant object looked small.

Present Studies

A review of pertinent literature reveals that no such visual investigation related to Las Vegas resort hotels and casinos has been undertaken. Although some studies have been conducted to investigate natural landscape features (Kaplan and Kaplan 1989; Sanoff 1991) they do not use Las Vegas in their research. However, other studies investigated factors underlying perception in predicting preferred appearances or building styles of various types of accommodations (Burgess 1992) and of their interiors (Burgess, Lawrence and Rolin 1993).

Las Vegas resort hotels and casinos have been continually striving for new and creative ideas for their hotels image. Bold changes in hotel designs have led to changes in competitor's marketing strategies. This is well evidenced when reviewing resort hotels
and casinos' brochures that reinforce their image through photos of their building. However, this is not the only city of change, the history of all hotels and the competition for business has forced new approaches to design which enhanced popular appeal, thereby increasing business (The Architecture of Convention Hotels in the United States 1976, vol. II). This competition for business has allured a wide demographic range to Las Vegas. Still, the importance of the individual resort hotel and casinos ability to maximize business by appealing to their guests through visual perception is significant.

The research of historical studies by Arnheim emphasizes the importance of understanding visual perception especially as it relates to art. This understanding is critical to this study because architecture is often thought of as art.

Las Vegas tourism is continually studied from various points of view. For example, the Las Vegas Convention and Visitors Authority completes an in-depth Visitor Profile Study each year. Additional studies have been completed by resort owners, the transportation industry, and the Nevada Gaming Commission. Yet, there is a lack of present studies into Las Vegas resort's visual characteristics, or images, as they relate to visitor's preferences.

Visual Imagery and Perception

Traditionally, environmental research has relied on verbal descriptions and perceptions of the physical environment, virtually ignoring the important visual
component. Visual imagery has been given very little attention in environment-behavior research (Sanoff 1991).

This is interesting, as visual perception of an environment will dictate whether a person will opt to involve themselves physically with the images they see. For instance, a negative visual perception of an image will invoke a negative response. An image of a shadow cast on a wall may be visually perceived as a monster with long, pointed fingernails when in reality the shadow is merely cast by a leafless tree in the wintertime. The negative perception caused the person to head in the opposite direction of the tree, although the tree was in a very popular plaza. Unfortunately, a similar negative perception of one resort hotel and casinos environment can result in fewer guests gambling in that casino.

Visual imagery of a resort is important when influencing visual perception. Image in architecture is the impression one has of an object or form. Image in marketing is the impression the customer has of a hotel or its service (Scott 1989). Therefore, understanding the characteristics of positive visual imagery to potential resort guests is important to providing information valuable to the resort design and marketing strategies.

Characteristics like shape, color, or arrangement enable the making of vividly identified mental images of the environment. In a way similar to the way our clothes, hair style and length, cars and houses differentiate us from our neighbors, buildings can symbolically represent an attitude about what is taking place inside (Sanoff 1991). The tourist will then create expectations to be fulfilled once inside the resort. These expectations may become higher for the resort with an obvious theme whether it is subtle
elegance or a Disney-like fantasy. In this study, a theme is an image projected from the exterior of a resort hotel and is it presumed to be continued throughout the interior.

Preference and Perception

Observer-based assessments of environmental quality consist of preferential judgements and comparative appraisals (Sanoff 1991, 2; refers to Craik & Zube, 1976). Preferential judgements represent subjective reactions to a specific environment, while comparative appraisals judge the quality of specific environments against a standard of comparison (Sanoff 1991, 3; refers to Craik & McKechnie 1974). This study will attempt to create a guideline for anticipating the tourist preferred characteristics in resort imagery through the comparative appraisals of photographs and understanding tourists preferential judgements.

Perception and preference are closely related. Perception is a key element in preference, and the measurement of preference permits an examination of the perceptual process. Perception is also strongly influenced by experience. There are also other sources of variation in preference based on people’s experiences. For example, individuals whose experience includes professional training in design-related fields may show distinctly different preference patterns (Kaplan 1989).
Architectural Imagery and Perceived Preference

The architectural imagery of buildings whose form expresses no particular function, or is misleading, can cause visual perception to deceive preference. That is, a building may be seen as unappealing, or ugly, resulting in a negative response to the business, or function, inside. Similarly, an appealing perception could lead to a positive response. This type of building might include banks that look like colonial homes, restaurants that look like gas stations, and apartment buildings that look like insurance buildings (Sanoff 1991). In one brochure by MGM Grand, the resort's building is referred to as "a replica of the Emerald City" from the Wizard of Oz. Here, tourists may view the building as just a large, green, glass, office building. If the tourist does not like glass office buildings, then the response might be negative.

Often, the resort hotels and casinos form expresses their function as the tower of rooms makes it obvious. However, resorts will allow their theme to express contradictory functions, such as the appearance that royal kings and queens, Romans, or pirates live in these grand buildings. Interestingly, while expressing one function and providing another the hotel image can evoke a compatible function; for example, a resort hotel designed to look like a city. Obviously, it is not a real city, however, it functions similar to one. Both comprise of places to eat, sleep, work, shop, recreate, etc. While these activities may occur at one resort it is important that the guest's perceived image of the hotel is compatible with their preference. The goal is to first attract guests and then keep them at the resort, preferably spending money, for as long as possible. Although
service plays a strong part in the second half of the goal, this study focuses on the first half, attracting the guest through images.

Perceptual Simulation

Perceptual simulation aims at conveying specific physical environments or places. Static perceptual simulation includes photographs and sketches (Bechtel 1987). Visual simulations are visual representations of something else and take many forms, such as photographs, maps, and models. In this study, visual simulations are photographs representing the resort hotels and casinos environment in perspective views. While it is apparent that visual images are not duplications of the environment but merely representations, there are numerous explanations concerning how images can represent the environment (Sanoff 1991, 11; refers to Palmer 1986). Recent theories suggest (Sanoff 1991, 11; refers to Gibson 1971) that, while the same visual information may be contained in the real environment and in a picture, they do not provide the same stimulation. Pictures record information, not sensory data (Sanoff 1991, 11; refers to Gibson 1979).

Some may wonder then, if it would be better, or more accurate, to take people to particular settings and have them rate these for preference. After all, photography can be deceiving. One can take pictures so as to make a setting more pleasant than it actually is. The "noise" in the real setting brings in other sense modalities - sound, smell, and touch.
However, people's responses to the two-dimensional representation are surprisingly similar to what they are in the setting itself (Kaplan 1989).

Simulation research has dealt primarily with existing environments, where preferences or reactions were sought to different types of environments or scenes (Sanoff 1991). However, photos can be taken that alter the actual setting to test "what if" scenarios. This is accomplished through methods like cropping the photo, or taking a photo out of context. That is, adding elements to the setting that would not normally be there before taking the photo. Thus, creating the "what if" scenario.

One study by Jack L. Nasar evaluated residential street scene photographs. Here, nine different conditions of complexity and contrast were produced. Participants in the study were asked to rank order the nine scenes for coherence, from the most to the least coherent. The results indicated that the most coherent signscape was the least contrasting. The findings also suggested that signscape complexity reduced coherence, but at high levels of complexity there was no perceived difference in levels of contrast. Having demonstrated that emotional judgements can be altered by varying physical conditions, Nasar pointed to the possibility of meeting goals other than perceived pleasantness; for example, achieving high excitement in a major entertainment area (Sanoff 1991).

Kevin Lynch's Image of the City, written in 1960, is one of the key works on environmental perception. His primary focus was the visual quality of cities and finding ways to delight in the urban landscape. He was concerned with the legibility of the
cityscape, or the ease with which the parts, such as districts, landmarks, nodes, and pathways, can be organized into a coherent pattern (Sanoff 1991).

Questionnaires and interviews can draw on a wide range of visual media. Photographs contain a vast resource of information and are often less ambiguous than words. There are always questions of reliability, such as the relationship between a visual image and the phenomenon it was intended to record, or people's abilities to read the images (Sanoff 1991). Photography can also be used to record, analyze, and communicate visual features that contribute to the image of a particular environment (Sanoff 1991).

Photo Quality

Specific measures should be taken to ensure unbiased representation using indirect methods. Since the observers' judgements will be based on their interpretations of the represented environment, the quality of the representation is critical. The represented environment should reflect the properties and characteristics of the actual environment to be assessed. Comparative appraisals of visual displays are particularly sensitive to the slightest variation in the characteristics they represent (Sanoff 1991).
Identifiable Images of the Environment

The ability to identify features in our environment is to recognize visual elements that stand out in the landscape by their size, height, color, or any other aspect that contrasts with the surroundings. The ability to identify parts of the environment allows us to recognize the familiar as well as to appreciate the new (Sanoff 1991). In this study, the parts of the environment are characteristics related to the Las Vegas resorts.

One study described natural landscape configurations with a total of forty-six variables, which included combinations of zones (such as sky, vegetation, lake, and so on) in order to obtain groupings of physical factors to predict preference judgements (Sanoff 1991, 4, 5; refers to Shafer 1969). Although these factors may provide information about an environment it might not be the right information to the visitor. This may evoke a negative response. For instance, signage, the use of signs, exists for the purpose of conveying information to people passing by, whether pedestrians or motorists. The signscape is an aggregation of symbols and letters as they appear on signs, billboards, storefronts, marquees, canopies, and all other visual media located on buildings (Sanoff 1991). To some, too much signage is perceived as clutter.

On the other hand, signscape provides more than written information about the resort's activities and events. It tells a story about the resort's image through its location, recurrence, and design. It is the unique combination of shape, colors, or arrangements that enables identifiable mental images of the environment (Sanoff 1991).
The presence of water is highly likely in a made-to-order preferred landscape. It can be an ocean, a big lake, a small lake, river, stream, or pond; it might be placid or fast moving, tranquil or falling, with trees reflected or with rapids. Water is a highly prized element in the landscape. Though water seems to be an attractive element, it is also the relationship of the water to its surroundings that is important in the preference (Kaplan, 1989). Therefore, the size of a water feature might correspond with the positive or negative response of its use in the desert.

Las Vegas Perceived Icons

Icons were important even in Las Vegas' early history. Built on U.S. 91 atop the casino known as the Administration Building was the Landmark Windmill, where its neon-lighted blades served as a beacon to night travelers (Knepp 1987). This is also seen in the sign of Club Bingo, which opened in 1947 across from the El Rancho Vegas. It featured a 300-seat parlor for bingo (Knepp 1987). In 1953, the Flamingo changed its profile to show the tallest freestanding beacon on the Strip. It was called the "Champagne Tower".

In 1998, the importance of icons remains obvious along the Las Vegas Strip. These icons take on varying sizes and uses yet each creates a perceived image of the resort it belongs to. For example, icons such as the waterfall and volcano at The Mirage, the pirate battle at Treasure Island, and the giant pink glass adventure dome at Circus Circus evoke the images of those resorts. Finally, visible in the sky from miles
out of town is the Luxor's massive beam of light, acting as the new beacon to night travelers.

Perhaps the most common Las Vegas resort icon is the towering marquee sign. This is one icon that gets larger and more elaborate with each new one constructed. Often, these free-standing signs are the size of small buildings and even incorporate people movers into their design.

Often, the most recognizable icon is the resort building itself. Building forms such as the Luxor pyramid, the New York New York skyline, the Stratosphere Tower, and even the former MGM entrance lion are recognized by people who have never been to Las Vegas. Together, all of the resort hotels and casinos along Las Vegas Boulevard make-up the most famous Las Vegas icon - "the Strip".

Brief Las Vegas History and Image Trend

Although Las Vegas is considered one of the West’s newest cities, activity in the Las Vegas Valley has been noted as far back as 1829 when a caravan of traders on the Spanish Trail camped in a spring-fed meadow there. Later, in 1844, explorer John C. Fremont camped near the springs and some believe he recorded the name Las Vegas, which is Spanish for “fertile plains” or “meadows” (Knepp 1987). In 1855, Mormon settlers, from Utah, established a religious mission and outpost there; however, abandonment of the settlement occurred in 1858 (Paher 1982).
The city of Las Vegas was founded on May 15, 1905 with the arrival of the new railroad. Las Vegas remained distinctly a railroad town until about 1930, when Hoover Dam construction brought the first major boom to the area (Paher 1982). Before that the railroad industry heavily influenced the town's economic, political and social life.

Gaming in Nevada was legalized in 1931, but did not take root in Las Vegas until the 1940's. This was when Thomas Hull, a noted Los Angeles hotelman, opened the 'plush' El Rancho Vegas south of town (Paher 1982). The El Rancho was looked on as the Las Vegas resort prototype (see photo 1).

![Photo 1 Las Vegas Resort Prototype - The El Rancho](image)

*El Rancho Vegas, c. 1943, Wayne McAllister. (Hess 1993, 30)*
By the end of the decade, it had been joined by three more hotels: The Last Frontier, The Flamingo, and the Thunderbird (see photos 2 - 4).

Photo 2 The Last Frontier Hotel
(Knepp 1987, 38)

Photo 3 The Flamingo
(Knepp 1987, 45)
Image building began with the Old West heritage of traditional hospitality, and was coupled with modern amenities and conveniences. The lush layout of the Flamingo was in striking contrast to the desolate desert of the 1940’s. The Strip, a 3-mile stretch of highway, became the “Gateway to the Stars” as a growing competition for the tourist dollar lead to the showcasing of big-name entertainers (Knepp 1987).

In 1954, the Showboat hotel opened along the Boulder Highway toward Hoover Dam. Although it was not along the Las Vegas Strip, it's Mississippi riverboat design was arguably Las Vegas' most obvious theme hotel building of the time (see photo 5).
In the late 1950’s the Las Vegas strip was added to with the building of the expensive first-class hotels: Desert Inn, Sahara, Sands, Riviera, Dunes, Hacienda, Tropicana, and Stardust respectively. As a result, the Las Vegas population surged to 64,406 in 1960 while the area population was approximately 119,200 (Paher, 1982, 121). Trouble filling all of the hotel rooms lead to the “Star-Spangled Image” of the showroom, enhanced by the new medium of TV, was reflected on the court and course as Las Vegas reached for
the stars of the sporting life (Knepp 1987). The Desert Inn was the fifth major resort along the Strip and first to offer tennis facilities; set up accommodations for children within a hotel; have its own 18-hole championship golf course; and most importantly, to recognize the far-reaching benefits derived from hosting a major sporting event – The Tournament of Champions in 1953 (Knepp 1987).

Hotel construction continued both downtown and on the Strip during the 1960's. In 1964 Caesars Palace opened on the Strip. One year later the Frontier Hotel opened. Both brought growth in gaming and resort industries to the urbane atmosphere and sophisticated skyline (Paher 1982). Large corporations made Las Vegas more affordable to the tourist and the city hosted it's first title fight, becoming a contender for the title of World Boxing Capital (Knepp 1987).

During the 1970's Las Vegas gained nationwide exposure by taping talk shows from various resorts. Lavish production shows, specialty acts, circus attractions, Broadway-style musicals, and the major sporting events made the city the “Ultimate Showplace” (Knepp 1987).

In the 1980's tourists took advantage of the dazzling daytime, as well as neon nightlife. Sightseeing became a part of the Las Vegas experience. Also, family attractions or events, such as rodeos and conventions appealed to a wider audience as Las Vegas became “the Playground of America” (Knepp 1987).

The 1990's have built on the successful ideas of the past and brought the attractions to the people. Frequently, building as close to the strip as possible, maximizing their land or building people movers to the street to entice visitors. The idea
of luring tourists into the resort from their walk along the strip to capture guests of competing resorts accomplished more than just that. It created the wandering tourist. Visitors who walk along the strip from attraction to attraction for the “Las Vegas Experience” instead of stopping to gamble at the first resort they pull into. Yet, gaming revenues continue to rise making the lure a success. In 1994, record numbers of families were visiting the city. The 1997 Las Vegas Convention and Visitors Authority Profile Study showed the number of visiting families held steady as 10% of visitors surveyed brought their children to Las Vegas.

The importance of the resort's ability to visually appeal to the tourist has become clear. Therefore, resorts have undergone multiple changes over the years to maintain and even increase their appeal. "Las Vegas is the ultimate disposable city, shedding its old skins regularly as it fulfills its role as mirror of popular culture." (Hess 1993) Now theme designs, or images, seem to be commonplace along the Las Vegas strip. However, if the economy permits and history repeats, new and successful resort design trends will emerge and the Las Vegas image will continue to evolve. The picture of Las Vegas was well summed up when the Governor of Nevada, Richard H. Bryan, wrote the following in an introduction letter in Knepp's book Las Vegas: The Entertainment Capital.

*Las Vegas is where images have been made an art form. The Glitter, the lights, the name entertainment, the gaming, and the larger-than-life quality found in Las Vegas are all aspects of that image.*

*This combination of glamorous resorts and outdoor recreational areas has helped southern Nevada and Las Vegas become the hub of vacation opportunities in the southwestern United States.*
Resort Imagery has a history of importance in Las Vegas. Each decade brings forth new ideas to attract visitors to the resorts. This competition forces resort management to focus strongly on providing services that meet guests preferences. Also, resort designers are forced to learn what attracts the visitors and design images with this information. It is possible that what images attract a visitor may vary by regional and international demographics. Advertising and marketing focus on the image of a resort because appealing to the potential visitor is critical. Therefore, understanding how images used in marketing are perceived can be a useful tool to the resort designer.
CHAPTER 3

METHODOLOGY

The purpose of this chapter is to provide an overview of the study along with the plan for systematic collection and analysis of the study. The problems of representing environments and images are addressed along with discussions of the selection of subjects and the development of the survey.

Survey Design Type

The process of this research consists of identification of visual simulation characteristics, prediction of characteristic values in perception, generation of visual simulations, selection of visual simulations, and measurement of performance. This process attempts to follow the path of scientific inquiry. A quantitative recording of preferred visual characteristics and comparison between cases is also necessary. Quantitative recordings, in this study are countable design elements such as color, shape, size, etc. Aesthetics are important in quantitative recordings. The research methodology selected for this study involves the use of photographs to simulate Las Vegas strip resort hotels and casinos imagery to record potential user preferences. A detailed description of
the data analysis techniques used to obtain the survey data will be described along with
the analysis result.

There are four defining areas of survey research. The first is a systematic
collection of information from a population using standardized questionnaires. The
second is that the information is about the population and the environment it occupies.
The third is that the information is collected from every person in the population, or from
a sample of the population. The fourth defining area is that most of the information is
obtained by either face-to-face personal interviews, or through self-administered
questionnaires (Bechtel 1987).

Surveys are relatively objective because they offer a formal way of obtaining
information that is more or less free from biases, values, and predisposition's of the
designer or researcher. At the same time, surveys are quantitative in that numerical
values are assigned to people's attitudes, behaviors, and environmental conditions in ways
that enable the researcher to uniformly analyze, interpret, and report the information.
Another characteristic of surveys is that they can be replicated. Other researchers using
identical procedures and methods for studying a population occupying the same
environment should obtain essentially the same results supporting the validity of the
initial study findings. It is possible to make generalizations about a large number of
people and their surroundings by selecting and studying a subset of the group. Finally,
surveys can overcome problems associated with using secondary sources of information.
Instead of relying on data that are often out of date, surveys produce information about people and their environments that is contemporary (Bechtel 1987).

Clearly, surveys can be used to study populations associated with areas of any size. For the designer-researcher the challenge in planning a survey is simultaneously to define the population to be studied and its geographic scope. It is less clear that surveys can be designed to examine populations distinguished by a common characteristic, experience or behavior (Bechtel 1987).

Ideally, the best way to make sure a sample is representative is to choose it randomly (Suskie 1992). In a random sample, every single person to be surveyed has the same chance of being selected.

Cross Sectional Survey

The cross-sectional survey design is used most often because it is relatively simple to plan and inexpensive to execute. Cross-sectional surveys are designed to collect data at a single point in time from a population or a sample of that population. That is, the data are intended to describe or explain something about the population at the time the survey is conducted. Much of this data is presented as percentage distribution (Bechtel 1987).
Data from cross-sectional surveys can be used to examine possible differences in the attitudes and behaviors among subgroups of a population (Bechtel 1987). Remember past or future attitudes may change within those subgroups.

It is becoming obvious that any time measure of less than a year incurs the danger of missing crucial information. However, it must be recognized that very few studies will collect annual data. The surveys in this study were conducted at various times in the summer and again in the fall.

Research Involving Humans

At the University of Nevada, Las Vegas approval is required before research that involves interaction with humans may be conducted. A protocol is submitted for committee review. This includes a detailed summary about the study. It is divided into eight categories containing the following information:

1. SUBJECTS: The effort to assure equitable selection for the tourist survey is to pre-circle male on half and female on the other half of the Demographics Record Sheets. This will indicate which gender to survey.

2. PURPOSE, METHODS, PROCEDURES: The purpose of the study is to identify common factors in visual preference of hotels
and casinos along the Las Vegas Strip. The method is to collect preference assessments from:

a. local Professionals including Resort Hotel Management, Public Relations Executives, and Architects through twelve interview questions, a one-page questionnaire, and a visual 8-point survey, and

b. tourists through a visual 8-point survey

The procedure is to record the responses onto response sheets.

3. RISKS: There are no risks to professionals as confidentiality standards are on attached Informed Consent Form. There are no risks to tourists as their identity is not known or recorded.

4. BENEFITS: The benefits are directed at the professionals who work with resort hotels and casinos along the Las Vegas Strip. Resort Hotel Management will be able to use the information when making decisions as to where to design or redesign the exterior of the hotel casino. Public Relations Executives will use the information to market the hotel casino. Architects will use the information to design the hotel casino. This will allow the professionals the knowledge to give the Las Vegas tourists even more of what they prefer.
5. **RISK-BENEFIT RATIO**: No risks - benefits to at least three professions and Las Vegas tourists.

6. **COSTS TO SUBJECTS**: The cost to subjects is time. The amount of time will vary based on the speed of the answers given by the participants. The estimated maximum time to be spent by a participant: 45 minutes per professional and 5 minutes per tourist.

7. **INFORMED CONSENT**: Methods of obtaining informed consent:
   a. verbal for the tourist with take home information,
   b. a written form for the professional.

   Forms will be obtained and stored by Honoree Wilson. See attached Informed Consent Form and Survey samples.

8. **INFORMED CONSENT**: No children will be surveyed.

The Office of Sponsored Programs at UNLV granted approval for this study on June 26, 1998, before the research was conducted.

**Visual Simulation (photographs)**

In this study, visual simulations, or photographs, are taken to represent the environments of specific resort hotels and casinos. Some photos are taken so as to alter the resort's original environment. These photos often borrow elements, or visual
characteristics, from nearby properties. Other photos are cropped to limit the visual simulation. This is done to test the idea that there are positive and negative perceptions linked with different characteristics, such as the appearance of building setback.

Visual Simulation Analysis

The visual simulation analysis consists of a list of elements that are likely to influence the preference responses to the photos. A value ranging from zero to two points is assigned to each element, or visual characteristic, on the list by means of simple statistical measures. Next, the visual simulations, or photographs, are evaluated and points are assigned to each characteristic on the list. Then, the points are added to determine the total value, and predicted preferred rank, of each resort's visual simulation (see table 1). The higher scoring photos should then reflect a higher number of positive visual elements. This analysis is to show that the preferred photograph(s) in the survey will have higher total values in the previous visual simulation analysis (see Appendix 1 for complete analysis).
Table 1
Visual Simulations Analysis (Example)

<table>
<thead>
<tr>
<th>* Characteristics</th>
<th>Value</th>
<th>Item Use/Visibility</th>
<th>Hotel 777</th>
<th>Hotel W</th>
<th>Hotel X</th>
<th>Hotel Y</th>
<th>Hotel Z</th>
<th>ZA</th>
<th>RB</th>
<th>XZ</th>
<th>RC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>0</td>
<td>N/A</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Some use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Extensive use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setback (Tower)</td>
<td>0</td>
<td>Sidewalk setback only</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>&gt; sidewalk and &lt; 100’</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>100’ or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Night Presence</td>
<td>0</td>
<td>N/A or Weak</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Strong</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day Presence</td>
<td>0</td>
<td>N/A or Weak</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
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<tr>
<td></td>
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<td>Average</td>
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<tr>
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<td>2</td>
<td>Strong</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Total Value</strong></td>
<td>2</td>
<td>7</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

* List of Characteristics shortened for example. (see Appendix 1 for complete analysis).

Survey Kits

The survey kits are made of white foamcore and designed to fold in half (see Appendix 1). The day photographs are displayed in random order on one side while the night photos are on the other side (see figure 1).
Each photo is held in place with Velcro and the spaces are labeled "1", "2", "3", and "4" to represent first place, second place, etc. This is to allow the participant to easily remove and relocate each photo into the place representing their preference rating.

There are a total of six survey kits with eight photographs each. The same survey kits are used for the professional and the tourist surveys.

Professional Opinions

Nine professionals are interviewed for their opinions and surveyed for their preference. A lack of marketing participants will result in interviews from two of the three groups of professionals originally intended. The two participating groups are hotel managers, and architects. However, some of the hotel managers do have knowledge or experience relating to resort hotel and casino marketing due to their position in the industry. Each professional is given a letter of Informed Consent to read and sign (see Appendix 2). On this sheet, the professional is given options for confidentiality after a brief description of the study. However, the decision does not have to be made until after the interview is conducted. This gives the professional the chance to feel comfortable with their responses.

Next, the professional is given a questionnaire and is asked to rate 25 comments about characteristics used in the visual simulation analysis. The questionnaire begins, "Please rate the following questions using the point scale below when thinking about
what is important to the visitor's visual perception of a resort hotel and casinos exterior image." The options are as follows:

1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

The questionnaire focuses on the professional's opinion to compare their perception of tourist preference against the tourist survey results.

Next, the professional is interviewed. A generic set of questions is used to help guide the interview (see Appendix 2); however, interview discussions will vary to explore the relation of each profession to this study.

Last, each professional is asked to evaluate and arrange the photos using the knowledge of their profession. They are instructed to evaluate each photograph objectively by the image it presents and not allow any other knowledge of the resort to interfere. Each participant is asked to list all past and present association with any Las Vegas Strip resorts. These resorts are then excluded from their survey to avoid bias results. The participants are also assured that their identities will remain unpublished in survey results, if their consent form requests, so as to encourage accurate preference response. Then they are asked to explain the reasons for their final choices.

If time permits, some professionals are asked to evaluate and rate photos from their survey kit. That means assigning values to specific visual characteristics in each photograph. Responses are recorded on a Survey Photo Ratings sheet (see Appendix 2)
and compared against their earlier photo arrangement. The assigned values are also compared with the existing values used to rate the photos. Consistent differences between the values assigned by the professional and those assigned to each photo in the initial visual simulation analysis (see Appendix 1) will require further dissection and possible modification.

Tourist Opinions

Tourists are approached and asked if they would be willing to take a survey for a UNLV graduate student's thesis research. Consent is verbal and if willing, the tourist is then surveyed. The survey is grouped into two parts: written and visual. Responses are recorded onto a Tourist Survey and Response Record Sheet (see Appendix 3). The top of the record sheet is left for the surveyor to record the survey code, surveyor, time, date, and location the survey takes place. Each survey kit has equal numbers of response sheets pre-designated for male and female participants. This is to ensure a balanced gender sample. The tourist's responses remain anonymous, as their name is not asked.

First, the tourist is asked to answer questions about themselves. This includes their demographics, for example: where they are from, if they have and/or have brought children, and the age groups of those visiting. Other questions are related to their reasons for visiting Las Vegas, length of stay, and what Las Vegas advertising they have noted in their hometown. There are also questions about previous visits and a list of the Las Vegas
Hotels in the visual survey. Tourists are instructed to check all of the hotels they have stayed at in the last five years (see figure 2). This is to identify possible biased ordering of the tourist's photo arrangements.

What Las Vegas Hotels have you stayed overnight in during the last 5 years? (✓ all that apply)

- N/A
- off Strip location
- Bally's
- Caesars Palace
- Circus Circus
- Desert Inn
- Excalibur
- Flamingo Hilton
- Luxor
- MGM Grand
- Mirage
- Monte Carlo
- New York New York
- Treasure Island
- Tropicana

Figure 2 Hotel Checklist

The visual portion of the survey consists of photographic images of resort hotels and casinos. Both theme and non-theme resorts are rated from favorite to least favorite. The participant is instructed to proceed with the following statement when completed with the written portion of the survey:

"After you read this paragraph, you will be shown photographs of hotels. Please look at the pictures carefully and think about what you like in each photo. Don’t let any experience you’ve had with a hotel influence your decision about what you like or dislike in the
photos. Then, arrange each photograph. Place your favorite photo into the space labeled 1 down to your least favorite photo into the space labeled 4."

The photo sequence is recorded onto the response sheet (see figure 3).

```
Photo Sequence: Day 1:_____ Day 2:____ Day 3:____ Day 4:____
```

*Figure 3 Day Photo Sequence*

The surveyor asks the tourist to give reasons why photo 1 is the favorite and similarly why photo 4 is the least favorite. The responses are recorded in a blank space on the survey response sheet. After the first set of surveys was analyzed, four lists of response categories were created for future surveys (see figures 4 and 5). These lists allow the surveyor to check the boxes that correspond most with the tourist's responses. It also makes the survey quicker for the tourist as the surveyor is not writing lengthy responses.
Why is this your favorite day picture? (✔ all that apply)

- building form (Architecture)
- lighting/light quality
- theme
- building stands out
- logo: (other than hotel name)
- theme feature/icon: (write in)
- clean/elegant/pretty
- photo quality
- color(s)
- setback of building
- water feature
- hotel name - visible
- signage
- landscaping
- size/scale of building

Figure 4 Response Categories List - Favorite Day

Why is this your least favorite day picture? (✔ all that apply)

- building form (Architecture)
- lighting/light quality
- theme
- building stands out
- logo: (other than hotel name)
- theme feature/icon: (write in)
- cheap/cluttered/ugly
- photo quality
- color(s)
- setback of building
- water feature
- hotel name - visible
- signage
- landscaping
- size/scale of building

Figure 5 Response Categories List - Least Favorite Day

Next, the same process is used to arrange the night photos. The surveyor is instructed to say,

“Now, arrange these photos using the same method. Don’t let the previous day photos influence your preferences.”
The photo sequence is recorded similar to the day photos (see figures 6 and 7).

Why is this your favorite night picture? (✔ all that apply)

- building form (Architecture)
- building stands out
- clean/elegant/prettty
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- theme feature/icon: (write in)
- water feature
- other: _________________

Figure 6 Response Categories List - Favorite Night

Why is this your least favorite night picture? (✔ all that apply)

- building form (Architecture)
- building stands out
- cheap/cluttered/ugly
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- water feature
- other: _________________

Figure 7 Response Categories List - Least Favorite Night

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The tourist is then asked,

"If you could stay at any one of these hotels for free, which photo most entices you to stay there?"

The tourist is asked to explain why they chose the photo. Then, the chosen photo and the response are recorded (see figure 8).

<table>
<thead>
<tr>
<th>Hotel:</th>
<th>Day/Night</th>
<th>Why:</th>
</tr>
</thead>
</table>

Figure 8 Free Hotel Stay Response

Lastly, the surveyor is instructed to say,

"That's all! You've completed the survey. Thank you very much for your time. Here's information about this study with phone numbers if you have any questions later."

The tourist is handed a letter briefly explaining the survey and their rights as a participant (see Appendix 3).

Overview of the Study Design

The survey data will be analyzed to compare tourist and local professional preferences. A sample error of 6% is deemed acceptable for the tourist survey so a random sample size of 264 tourists is necessary (Suskie, 1992). The results will be used to study people's response. The questionnaire data will be analyzed to present findings related to the interview and the survey data.
**VISUAL SURVEY:**
(6 survey kits)

**SURVEY KIT:**
8 visual simulations representing existing resort hotels and casinos

**REPRESENTATION MODE:**
Color Photographs
Random Order

**ASSESSMENT OF PREFERENCE**

**OBJECTIVE**

- Subjects: 9 professionals from 2 professions trained to have an understanding of the subject in the context of their field.
- Questionnaire: rated as strongly agree to strongly disagree
- Interview: questions related to questionnaire and survey

**SUBJECTIVE**

- Subjects: 264 people from select tourist areas in Las Vegas, Nevada
- Visual Simulation Analysis
Survey Scenes: rated as high-low preference

**Figure 9 Study Design Flow Chart**
Survey Coding

Once surveys are completed responses are converted to numerical values to be tabulated and analyzed. This process, called coding, begins with the assignment of numbers to all possible answers to each survey question. The numerical values are recorded directly into the computer using SPSS computer software. Responses about where the visitor lives will be translated into regions (see figure 10).

<table>
<thead>
<tr>
<th>North Atlantic State</th>
<th>Plain State</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ME, MA, NH, VT, CT, RI)</td>
<td>(TX, OK, KY, ND, SD, NE, KS, IA)</td>
</tr>
<tr>
<td>Mid-Atlantic State</td>
<td>Southern State</td>
</tr>
<tr>
<td>(DC, DE, MD, VA, WVA, NJ, PA, NY)</td>
<td>(TN, MO, AL, LA, AR, MS)</td>
</tr>
<tr>
<td>South Atlantic State</td>
<td>Pacific State</td>
</tr>
<tr>
<td>(SC, GA, FL, NC)</td>
<td>(WA, OR, CA, HI, AK)</td>
</tr>
<tr>
<td>Great Lake State</td>
<td>Other:</td>
</tr>
<tr>
<td>(OH, MI, MN, IL, WI, IN)</td>
<td>(International location)</td>
</tr>
<tr>
<td>Mountain State</td>
<td></td>
</tr>
<tr>
<td>(MT, WY, ID, CO, UT, AZ, NM, NV)</td>
<td></td>
</tr>
</tbody>
</table>

Figure 10 - States Divided by Region
CHAPTER 4

FINDINGS OF THE STUDY

The purpose of this chapter is to provide an overview of the data analysis procedure and the study results.

Overview of Data Analysis Procedures

The first step in the analysis process is tabulating data which involves counting the number of times particular answers to each question are given by survey respondents. This gives counts and percentages. Analyzing survey data is an interactive process in which, initially, data covering survey questions are reviewed. Subsequently, hypothesized relationships between study variables are examined (Bechtel 1987). Converting survey and questionnaire responses into quantitative data and then analyzing them so as to satisfy survey objectives are major activities in the survey process. The analysis of survey data also means interpreting the findings, knowing the limitation of the data and being able to specify additional research questions not considered in the original survey design (Bechtel 1987).
Professional Response

The professional response is the combination of the questionnaire, the interview, and the survey. In some cases it also includes survey photo ratings. The questionnaire, interview guideline, and survey are included in Appendix 2. Each of the professionals agreed to be tape-recorded and although their opinions vary, the responses are insightful.

Professional Questionnaire Results

The questionnaire includes a total of twenty-five questions and focuses on ten of the characteristics used in the visual simulation analysis. The professional was asked to rate the questions using a five point scale when thinking about what is important to the visitor's visual perception of a resort hotel and casino's exterior image. This section discusses the results of the questionnaire for each profession as well as the combined results.

The first three questions focus on the importance of landscape to the tourist's visual perception of a resort. The majority of the professionals "strongly disagree" to the comment, "the use of landscaping is not necessary"; however, one hotel manager answered "strongly agree" to the comment. The majority of the professionals "agree" that some use of landscaping is necessary; however, one hotel manager answered "strongly disagree" to the comment. Most architects "strongly agree" that extensive use of landscaping is necessary while the hotel managers are split on their opinion. Overall,
the professionals feel that landscaping is necessary. Interestingly, the hotel managers feel that "some use" of landscaping is necessary while the architects feel that "extensive use" of landscaping is necessary.

Questions four through six focus on the tourist's visual perception of building setbacks for resort hotels and casinos. The architects responses vary greatly when asked if a building setback of sidewalk width is appealing; however, most hotel managers "disagree" that a sidewalk setback is appealing. When they respond to the comment, "a building setback greater than sidewalk width and less than 100 feet is appealing" the architects opinions still vary and the hotel managers become split between "strongly disagree" and "neither agree nor disagree." Interestingly, the hotel managers "agree" that a building setback of 100 feet or more is appealing yet the architects "neither agree nor disagree." Overall, the professionals feel a sidewalk setback is not appealing and therefore the other setback options are more appealing.

Questions seven through nine focus on the professionals understanding of tourist's perception of a resort's night presence, or appearance. Each professional answers with "disagree" or "strongly disagree" that weak night presence is acceptable. When responding to the comment, "strong night presence is helpful but not necessary" the architects opinions vary and the hotel managers opinions "disagree" with the comment. However, one hotel manager did answer "strongly agree"; therefore, saying that it was helpful but not necessary. When asked if night presence is more important than day presence the architects answer "disagree" yet the hotel managers are split between
"neither agree nor disagree" and "agree". Overall, the professionals feel weak night presence, or appearance, is not acceptable and that strong night presence is necessary.

Questions ten through twelve are directed at day presence, or appearance, using the same questions for night preference. Again, each professional does "disagree" or "strongly disagree" to the comment, "weak day presence is acceptable." Also, similar to the night responses, architects vary and the hotel managers "disagree" with the comment, "strong day presence is helpful but not necessary." Finally, when asked if day presence is more important than night presence the architects answer with "disagree" and the hotel managers respond most with "neither agree nor disagree." Overall, the professionals feel that weak day presence, or appearance, is not acceptable. They feel strong day presence is necessary and a few feel that night presence is more important than day presence; however, most feel that day and night presence are equally important.

Questions thirteen and fourteen focus on resort themes. Most architects "agree" that an obvious theme is helpful and all of the hotel managers responses are "agree" or "strongly agree". When asked if an obvious theme is necessary the architects are split with opposing opinions. One half "strongly agree" while the other half "disagree." The hotel managers responses vary. Overall, the professionals feel that an obvious theme is helpful yet only slightly more than half feel it is necessary.

Questions fifteen and sixteen focus specifically on the use of water features. When asked if a water feature is helpful in visually attracting tourists the architects are split between "agree" and "neither agree nor disagree" yet most hotel managers "agree" it is helpful. When asked if a water feature is necessary most architects answer "disagree"
and the hotel managers are split between "disagree" and "neither agree nor disagree". Overall, the professionals feel a water feature is helpful but not necessary.

Questions seventeen and eighteen focus on the importance of having any obvious feature or attraction at the resort. When asked if any obvious feature or attraction is helpful most professionals answer "agree". When asked if any obvious feature or attraction is necessary the architects answer "disagree" yet most hotel managers answer "agree." Overall, the professionals feel that any obvious feature or attraction is helpful but only slightly more than half feel it is necessary.

Questions nineteen through twenty-one focus on the importance of tourist's ability to see the hotel name on the building. The architects and hotel managers answer with "disagree" or "strongly disagree" when responding to the comment, "it is not necessary to see the resort name from the building's exterior." Similarly, they "agree" or "strongly agree" when responding to both the comment stating it is "helpful" and the comment it is "necessary" to see the resort name from the building's exterior. Overall, the professionals feel it is helpful and necessary to see the resort name from the building's exterior.

Questions twenty-two and twenty-three focus on the importance of the use of a symbol or an icon with the hotel name. When asked if a symbol or icon is helpful the architects respond with "agree" and hotel managers are split between "agree" and "strongly agree." However, when asked if it is necessary, the architects respond "disagree" while most hotel managers responded "neither agree nor disagree" or "agree." Overall, the architects feel a symbol or icon is helpful but not necessary and the hotel managers feel it is helpful and necessary.
The last two questions focus on the importance of exterior photo opportunities. When responding to, "exterior photo opportunities are helpful in attracting visitors to the resort" the architects answer "agree" and the hotel managers are split between "agree" and "strongly agree." When asked if the photo opportunities are necessary, the architects answer "disagree"; however, one architect did respond with "strongly agree." Half of the hotel managers answer "agree" and half answer "disagree." Overall, the professionals feel that exterior photo opportunities are helpful in attracting tourists to the resort. However, the professionals opinions are divided as to whether or not the photo opportunities are necessary.

Professional Interviews

The professional interviews result in a better understanding of how the professional rates the importance of resort imagery. Through a series of questions and answers each professional reveals their preferences on the visual characteristics used in this study along with their understanding of what is important to the typical Las Vegas tourist. Often, the professionals views contrast, especially when responding to, "what do you think mainly attracts visitors to Las Vegas?"

Gary Congdon, Architect, has 25 years of experience in the architecture industry and is a long-time Las Vegas resident. He thinks the attraction to Las Vegas can be summed up as "adult fantasy" and that an obvious theme to a resort's exterior architecture is not important for Las Vegas resort hotels and casinos to attract visitors. Mr. Congdon
believes, "just a modern hotel and a good name" attracts visitors. However, he also thinks that if a resort has a theme, then that theme should carry throughout the resort's exterior and interior, "everywhere—even the restrooms." He thinks the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino over another are: cost, amenities, name recognition, entertainment possibilities, and location or nearness to other activities. When asked, Mr. Congdon placed the importance of exterior building image with amenities in his list and service as the most important factor for a return guest. He also notes, when designing a resort, "a decision of what scale should be used must be made. Large, small, vehicular, pedestrian are all acceptable." Also, Mr. Congdon strongly agrees that extensive use of landscaping is necessary to the visitor's perception of a resort hotel and casino's exterior image.

Mary Giuliano, Executive Assistant Hotel Manager at Treasure Island Hotel and Casino, has thirteen years of experience in the hotel industry. She believes that gambling and room rates go "hand in hand" as what mainly attracts visitors to Las Vegas because, "room rates are lower in Nevada because of gambling." Mrs. Giuliano listed what she thinks the top five factors in order of importance are to a guest when deciding to stay at one resort hotel and casino over another as: reputable name, value, location, convenience at the facility, and services offered at the facility. When asked, she associated the importance of exterior building image with hotel name. She believes that the hotel name and building image are associated and that expectations for both exist with the resort's reputation. Her response to the most important factor for a return guest is, "service when the guest is here." Mrs. Giuliano also believes that one of the most important factors in
the last five to seven years to the building's exterior architecture is an obvious theme. She thinks that it is important to continue the theme throughout the resort, "people expect it or they will be disappointed." As for building scale she says, "I like intimacy—so do guests." Mrs. Giuliano thinks an entry with a large-scale sign or marquee (80' or more in size) is the feature to visually lure a visitor to a resort from an automobile on the Strip. However, to lure a visitor from the sidewalk she says, "a peak at the entrance, easy access, and distance" are important. In this case, she recommends an entry with medium scale signs and building features (30' to 80' in size). Also, Mrs. Giuliano strongly agrees that extensive use of landscaping, a symbol or icon used with the hotel name, and exterior photo opportunities are necessary to the visitor's perception of a resort hotel and casino's exterior image.

Franz Kallao, Director of Hotel Operations at Golden Nugget Hotel and Casino, has eleven years of experience in the hotel industry. He has resort experience in hotels on and off of the Las Vegas Strip. He thinks value is near the top followed by weather and entertainment as what mainly attracts visitors to Las Vegas and that service is the most important factor to a return guest. He believes the Las Vegas tourist's top five factors in order of importance when deciding to stay at one resort hotel and casino property vary depending on why the tourist is visiting. For instance he says, "if you're traveling by yourself and you're a businessman, it's cost. If you're traveling with your girlfriend, you want to impress her, then it's reputation. If it's a bunch of guys, it's probably cost and location." He believes the return guests at the resort where he works is as high as 30 or 40 percent. Mr. Kallao thinks the top factors in order of importance to
the guests at his resort are reputation or resort name, prior experience, and value. He describes the value at his resort as lower cost due to location. The resort he works at is a four star, four-diamond resort located downtown and not on the Strip. He believes that location is not a top five factor to their guests. When referring to the top five factors to a guest when deciding to stay at a resort along the Las Vegas Strip Mr. Kallao listed: cost, prior experience, location, facilities such as restaurants or entertainment, and reputation. When asked, he put the importance of exterior building image to the guest at the end of the list. However he does think if a guest sees a nice building exterior, it should be nice on the inside. "If the outside is real nice...ornate... clean...new, and fresh and [the tourist] goes inside and it's a dump, they feel had." When referring to the Strip, Mr. Kallao thinks an obvious theme to the building's exterior architecture is important to attract visitors because of the competition for foot traffic. If you loose the foot traffic, "you will see revenue be affected adversely because of that. If it's just a hotel and casino, it might not come. [The hotel] needs those additional things. It needs those different opportunities." When it comes to building scale, or size, his company likes to create what's known as "intimate spaces" not just a "big barn". "We like to create intimate settings and spots throughout the property." This means the casino can have lower ceilings in areas and gathering type spots. "That's really the goal when you're working with that much space---to create it so it doesn't seem like that much space. That's what we try to do." Mr. Kallao strongly agrees that the use of landscaping is not necessary to the visitor's perception of a resort hotel and casino's exterior image.
Suzana Rutar, Architect, has 13 years of experience in the architecture industry. She thinks that gambling mainly attracts visitors to Las Vegas and that the most important factor for a return guest is, "how you are treated at the hotel and how you liked the whole experience of being at that hotel." She believes the top factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another are: proximity to attractions, comfort and amenities provided, architectural appeal inside and out, and price. Mrs. Rutar thinks an obvious theme to the building's exterior architecture is important for Las Vegas resort hotels and casinos to attract visitors because she says its, "Disneyland for adults." She explains continuity is the reason it is important to continue the theme throughout the resort property. Although she goes on to say, "I don't think a lot of people can actually pinpoint why they don't like it. If it was the landscaping or if it was the architecture." She also believes building scale is important to consider when designing a resort. When asked what she thinks property owners could do to lure tourists from the sidewalk into their resort she said, "it will depend on each person as to what their interest might be" because "each one of the hotel themes are so varied." She thinks tourists might say what she has thought before, "wow, if it looks like this on the outside, I wonder what it looks like on the inside." Then they will want to experience it. On the other hand, when referring to walking by a resort she is not interested in Mrs. Rutar says, "I would probably speed up next to it." She believes large entrances are most appealing for both pedestrian and automobile. "If it looks like there's a line getting into a hotel", she laughs, "forget that--I think I'll just go to the next one. It's not like this is the only [hotel] around." She believes signs will direct people but the flow of traffic is what
will lure the tourist in an automobile. Mrs. Rutar strongly agrees that extensive use of landscaping, an obvious theme, and seeing the resort name from the building's exterior are necessary to the visitor's perception of a resort hotel and casino's exterior image.

Felix Rappaport, Vice President and General Manager of Boulder Station Hotel and Casino, has 20 years of experience in the hotel industry. He thinks excitement mainly attracts visitors to Las Vegas. To him excitement encompasses the gaming and the entertainment. "I think most people have fairly hum-drum lives and I think Las Vegas provides all the glamour and excitement that most people lack in their lives." He believes the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another are: a sense of wow (something that captures their imagination), total resort amenities package, strong marketing and advertisement, price, and location. When asked, he associates the importance of building image with the top factor in his list. The most important factor for a return guest is two things to Mr. Rappaport, "I think it's service and I think delivering on the promise of what they expected." He also thinks having an obvious theme to the building's exterior architecture is important for Las Vegas resort hotels and casinos to attract visitors. "Having [a theme] allows you to compete in today's market, and also it allows you to differentiate your product. It leads to a whole bunch of obvious choices as far as attractions and entertainment." Mr. Rappaport believes it is important to carry the theme throughout the resort property because people expect it. He thinks, "big sells in Las Vegas" for entrance features to draw people from both the automobile and the sidewalk. "Typically at these entrances you don't see people queuing into line. There's a big
entrance statement but yet there's enough doors that you never really have it backed up."

Mr. Rappaport strongly agrees that a building setback of 100 feet or more is appealing and that extensive use of landscaping and seeing the resort name from the building's exterior are necessary to the visitor's perception of a resort hotel and casino's exterior image. He also strongly agreed that an obvious theme, a water feature, a symbol or icon with the hotel name, and exterior photo opportunities are helpful.

Dennis Rusk, Architect, has 30 years of experience in the architecture industry and is a long-time Las Vegas resident. He thinks "individual identity" which he clarifies as, "to be a winner here, to be something special" is what mainly attracts visitors to Las Vegas and that amenities are important to the return guest. He believes that the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino over another are: price, food, entertainment, amenities, and convenience to other attractions. When asked, he places the importance of exterior building image (to the tourist) with the fourth factor in his list calling amenities "all encompassing." Mr. Rusk states about tourists, "They are coming here to be entertained and a part of that entertainment is the visual arts. The same reason they go to the Grand Canyon—for that visual stimulation." He also believes that it is important to carry the resort's theme throughout the property making the building "of the hill...not on the hill" that is to say, the design should not "separate the building from landscaping or any other visual environs that has an impact on the building." He mentions that resorts using theme designs should be historically correct noting, "there's a responsibility that Las Vegas ignores." Mr. Rusk believes there needs to be a "sense of scale" which he defines as, "the
proximity of the building to the sidewalk." Also, he believes signage is important but, "like everything else in Las Vegas it is overdone." He continues to talk about signage saying, "the baccarat crowd ignores it and the nickel slot people need it." As for tourists in automobiles, he feels that by the time the tourist is driving down the Strip they've already made up their mind where they're going to stay; therefore, signs are acting as reminders. Mr. Rusk describes what would visually lure him into a resort is, "a sense of awe, something that elevates me to the level of royalty." He strongly agrees that extensive use of landscaping, an obvious theme, a water feature, any obvious feature or attraction, seeing the resort name from the building's exterior, a symbol or icon used with the hotel name, and exterior photo opportunities are all necessary to the visitor's perception of a resort hotel and casino's exterior image. He also strongly agrees that a building setback between sidewalk width and 100 feet is appealing and that night presence, or appearance, is more important than day presence.

Joe Laliberte, Director of Hotel Operations at Treasure Island Hotel and Casino, has 15 years of experience in the hotel industry. He thinks that value mainly attracts visitors to Las Vegas and that service is the most important factor for a return guest. Mr. Laliberte believes the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another are: cost, amenities, property I.D. or brand recognition, theme, and easy access to the property. He does think an obvious theme to the building's exterior architecture is important for Las Vegas resort hotel and casinos to attract visitors. He also thinks the theme should be carried throughout the resort property. To Mr. Laliberte, night and day presence is equally
important. He strongly disagrees to the comments, "the use of landscaping is not necessary" and "a building setback of less than 100 feet is appealing." Also, Mr. Laliberte strongly agrees that an obvious theme is helpful and necessary, and that seeing the resort name from the building's exterior is helpful and necessary to the visitor's perception of a resort hotel and casino's exterior image.

William Hornbuckle, Executive Vice President at MGM Grand Hotel and Casino, has twenty-one years of experience in the hotel industry. He believes that the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another are: location, ancillary amenities (besides the casino), service, general comfort and ambiance, and the fun factor which he defines as, "an exciting place...that creates fun." He does not place cost into the top five factors for the majority of Las Vegas visitors. He thinks that exterior building image is important in deciding where to gamble and visit but not deciding for where to stay and that service is the most important factor for a return guest. Mr. Hornbuckle feels it is important to "design an experience." He explains, "In the old days, hotel and casino architecture was to create a box. It's called a casino. It has to be in the middle and then everything else has to be off of it, and oh by the way, you need to service it from the back--so you had one-dimensional restaurants." Now, an elevator from an adjoining floor can service the restaurant. This allows for a "three-dimensional" restaurant design. Where there is no "back side" to the restaurant. Mr. Hornbuckle thinks a good design will enable the resort to, "deliver the experience." He continues, "that, more than anything else, if they recognize it or not, I think is the single biggest difference between what makes good hotel
architecture and bad hotel architecture." He believes, "In Las Vegas in 1998, it isn't about the product it's about the whole experience." He describes, "There's two kinds of properties: street front, looking for walk-in traffic with whatever landscape is necessary...and properties with setbacks." As he describes Las Vegas resort imagery, Mr. Hornbuckle explains that street appeal is what lures tourists in automobiles into the resort and refers to building scale by noting, "It's O.K. to be a 5,000 room hotel, but you can't feel like a 5,000 room hotel." When asked if seeing the name on the building is very important he replied, "that's probably the best money we ever spent." Mr. Hornbuckle strongly agrees that a building setback of 100 feet or more is appealing and that strong night presence, or appearance, is helpful but not necessary to the visitor's visual perception of a resort hotel and casino's exterior image.

Homer Rissman, Architect and Owner of Rissman and Rissman Associates, Ltd., has experience working on large resort hotels and casinos and has presided over the evolution and construction of Las Vegas since 1954. He began by explaining that he feels it is an evolving market, "the character and the nature of the clientele for Las Vegas has altered considerably and along with it periodically the concept of what is desirable or desirable features to incorporate in the construction." Mr. Rissman has always stressed and emphasized with his associates, the people he works with, and his clients that, "the nature of architecture in relation to a resort community like Las Vegas is a very changeable thing." He continues with the example, "women's fashions in dresses--one year the hemlines are down, the next year they're up." He describes the Strip as, "a potpourri of many different expressions all appealing to different segments of the
market." This makes it difficult for Mr. Rissman to say one visual characteristic is better than another is simply because it is different and may appeal to different visitors. He believes that 20 percent visit Las Vegas for conventions and about 80 percent is the leisure traveler who is mainly attracted to Las Vegas for its perceived value, which he defines as, "a combination of good food, good liquor, and good entertainment conveniently priced and attractively presented." He feels that the most important factor for a return guest is a hospitable environment where they can feel recognized and relates again to the perceived value. The environmental surroundings are secondary. He believes that the top five factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another are: perceived value, a user friendly environment (those amenities typical of a resort hotel), entertainment and theming together, convenience in location (proximity to other places), and with a forward look--the exploratory aspect which he explains is, "things are not always going to stay as they are and people recognize the novel and the unusual." He gives examples of the Lakes of Las Vegas and Pecole Ranch as developing new environments for the Las Vegas industry that are common in other resort communities like Palm Springs, Phoenix, and Tempe. He thinks that this type of market will become more important as Las Vegas continues to "evolve and regenerate itself." Mr. Rissman notes the influence on Las Vegas from competition with other jurisdictions with the following example: "In 1978, we were the only gaming jurisdiction in the country and since then it's proliferated all over the United States and people today have a wide range of choices. That's why it's evident that most of our emphasis fifteen years ago was purely on the gambling aspect, and shops and
amenities and entertainment was of much lesser importance." He feels that the building image does play a part in the visitors' decisions about resorts and notes Caesars Palace and Circus Circus as the first theme environments where it was important that the exterior and interior themes work together in concert. Otherwise, he says, "it doesn't fulfill the promise." When asked about building scale for Las Vegas resorts Mr. Rissman stated, "Obviously Las Vegas and all of its buildings today are grotesque their completely off the charts. In Conrad Hilton's biography he stated that the upward limit of hotels would be 1,500 rooms." He believed no one would ever be able to own and operate successfully a hotel that contained more than 1,500 rooms. Mr. Rissman continued, "which in retrospect today, would be like saying we would never be able to put a man on the moon. Because, quite obviously, we've got hotels here with three, four and five thousand rooms one right after another." User friendly means different things to different people. He explained that people love railroad stations and airports as we are all impressed by the immensity of our surroundings sometimes but we wouldn't necessarily want to live in those places. He notes there are times compromise although we crave more intimate surroundings. His example is that which comes with some Las Vegas buffets, which he called little more than prison cafeterias, that can accommodate from 500 up to 1,000 people noting that some visitors like the value but would also like more luxurious surroundings. Mr. Rissman expressed his view that, "there never has been a property which can be all things to all people for a prolonged period of time." The character of the building is a product of the function of the building. As far as signage goes, he says, "the large signs are obviously a part of the lure and ambiance of Las Vegas...the signs
received their initial spurt, or growth, when all we had were low two or three story buildings like the Frontier, the Dunes before it was demolished, and the Stardust." As the casino hotels evolved, Mr. Rissman goes on to say, "most of the signs today are dwarfed by the hotel towers themselves. So the hotel tower becomes the sign and the sign to a degree is redundant if the tower is well illuminated." He thinks that the people who visit Las Vegas know where they are going to stay before they arrive. When asked about what entrance scale lures people into the resorts he related to "style and the metamorphosis in the thinking of the hotel industry." He continues with the example, "from the 1920's all of the magnificent buildings that were built before the crash" such as the Waldorf Historia and the Palmer House that had, "colossal entrances and colossal lobbies that just dazzled the daylights out of people." Then, "when you proceeded past these lobbies and these immense public areas and finally you got to your hotel room...the guest rooms were nine by twelve feet, there were no closets, the bathrooms you couldn't turn around in."

After the second World War automobile travel took people to outlying suburban areas and the motels he said, "were the first places that concentrated on provided large guest accommodations: big rooms, big bathrooms, and the lobbies and the entrances were very unspectacular, they were purely service things." Essentially, he explained that budget and market research affect today's entrance scale and design. Mr. Rissman strongly disagrees that weak night or day presence, or appearance, is acceptable and that night and day presence are equally important.
Professional Survey Results

The surveys produced visual preference ratings and detailed responses from each professional. The architects and hotel managers had different explanations for their photograph rankings and their responses were used to modify the visual simulations analysis. The preference ratings for each survey kit were recorded so they could be compared to the tourist surveys.

Survey Kit 1 (Yellow) was used as the preliminary kit for the professional interviews and was later modified so a comparison between the preferences of the tourists and the professionals is not possible.

Survey Kit 2 (Green) was not used in the architect interview so the comparison is between the preferences of the tourists and the hotel manager as follows: the hotel manager's preferences matched the tourists response 25% of the time (see table 2).

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Night 1</th>
<th>Night 2</th>
<th>Night 3</th>
<th>Night 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists</td>
<td>M</td>
<td>CP</td>
<td>FH</td>
<td>CC</td>
<td>NY</td>
<td>CC</td>
<td>TI</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>93</td>
<td>22</td>
<td>61</td>
<td>31</td>
<td>KD</td>
<td>CA</td>
<td>LA</td>
<td>EC</td>
</tr>
<tr>
<td>Hotel Mgr.</td>
<td>CP</td>
<td>M</td>
<td>CC</td>
<td>FH</td>
<td>NY</td>
<td>E</td>
<td>TI</td>
<td>CC</td>
</tr>
<tr>
<td>(match)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2
Survey Kit 2 (Green) Comparison
Survey Kit 3 (Blue) was not used in the professional interviews so a comparison between the preferences of the tourists and the professionals is not possible.

The comparison between the preferences of the tourists and the professionals for Survey Kit 4 (Red) are as follows: the architect's preferences matched the tourists response 25% of the time and the hotel manager's preferences matched the tourists response 75% of the time (see table 3)

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Night 1</th>
<th>Night 2</th>
<th>Night 3</th>
<th>Night 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>M</td>
<td>NY</td>
<td>DI</td>
<td>B</td>
<td>CP</td>
<td>E</td>
<td>T</td>
<td>FH</td>
</tr>
<tr>
<td></td>
<td>92</td>
<td>115</td>
<td>41</td>
<td>11</td>
<td>BB</td>
<td>EB</td>
<td>MA</td>
<td>FA</td>
</tr>
<tr>
<td>Architect (match)</td>
<td>M</td>
<td>B</td>
<td>NY</td>
<td>DI</td>
<td>FH</td>
<td>E</td>
<td>CP</td>
<td>T</td>
</tr>
<tr>
<td>Hotel Mgr. (match)</td>
<td>M</td>
<td>NY</td>
<td>DI</td>
<td>B</td>
<td>CP</td>
<td>E</td>
<td>FH</td>
<td>T</td>
</tr>
</tbody>
</table>

The comparison between the preferences of the tourists and the professionals for Survey Kit 5 (Red/Blue) are as follows: the architect's preferences matched the tourists response 71% of the time due to one photo that was switched leaving only seven possible matches. Similarly, the hotel manager's preferences matched the tourists response 43% of the time (see table 4).
Table 4
Survey Kit 5 (Red/Blue) Comparison

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Night 1</th>
<th>Night 2</th>
<th>Night 3</th>
<th>Night 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>L</td>
<td>CP</td>
<td>T</td>
<td>TI</td>
<td>CP</td>
<td>L</td>
<td>NY</td>
<td>DI</td>
</tr>
<tr>
<td></td>
<td>71</td>
<td>21</td>
<td>131</td>
<td>122</td>
<td>BA</td>
<td>GA</td>
<td>KC</td>
<td>DA</td>
</tr>
<tr>
<td>Architect (match)</td>
<td>L</td>
<td>T</td>
<td>CP</td>
<td>MGM</td>
<td>CP</td>
<td>L</td>
<td>NY</td>
<td>DI</td>
</tr>
<tr>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td>N/A</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Hotel Mgr. (match)</td>
<td>L</td>
<td>MGM</td>
<td>T</td>
<td>CP</td>
<td>CP</td>
<td>DI</td>
<td>L</td>
<td>NY</td>
</tr>
<tr>
<td></td>
<td>*</td>
<td>N/A</td>
<td>*</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The comparison between the preferences of the tourists and the professionals for Survey Kit 6 (Yellow/Blue) are as follows: the architect's preferences matched the tourists response 29% of the time due to one photo that was switched leaving only seven possible matches. However, the hotel manager's preferences matched the tourists response 50% of the time with eight possible matches (see table 5).

Table 5
Survey Kit 6 (Yellow/Blue) Comparison

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Night 1</th>
<th>Night 2</th>
<th>Night 3</th>
<th>Night 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>M</td>
<td>E</td>
<td>FH</td>
<td>CC</td>
<td>L</td>
<td>MC</td>
<td>E</td>
<td>CP</td>
</tr>
<tr>
<td></td>
<td>91</td>
<td>52</td>
<td>62</td>
<td>32</td>
<td>GC</td>
<td>JB</td>
<td>ED</td>
<td>BC</td>
</tr>
<tr>
<td>Architect (match)</td>
<td>M</td>
<td>FH</td>
<td>CC</td>
<td>E</td>
<td>DI</td>
<td>MC</td>
<td>L</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Mgr. (match)</td>
<td>MGM</td>
<td>FH</td>
<td>E</td>
<td>CC</td>
<td>MC</td>
<td>L</td>
<td>E</td>
<td>CP</td>
</tr>
<tr>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Tourist Survey Results

This section provides the results of the tourist survey. Some of the information about the respondents demographics can be compared to the sample in the 1997 Las Vegas Visitor Profile Study. This will help determine the likelihood of an accurate representative sample for the tourist survey. Additional information tells us more about the tourists surveyed.

The first question reveals the majority of the tourists surveyed are from the Pacific States, Great Lake States, Mountain States, and then international location (see table 6). Eighty-three percent of those surveyed are from the United States (see table 7).

Table 6
Visitor Region

<table>
<thead>
<tr>
<th>Visitor Region</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific State</td>
<td>29.2</td>
</tr>
<tr>
<td>Great Lake State</td>
<td>16.7</td>
</tr>
<tr>
<td>Mountain State</td>
<td>16.3</td>
</tr>
<tr>
<td>International location</td>
<td>12.5</td>
</tr>
<tr>
<td>Plain State</td>
<td>11.7</td>
</tr>
<tr>
<td>Region not available</td>
<td>4.9</td>
</tr>
<tr>
<td>Mid-Atlantic State</td>
<td>3.4</td>
</tr>
<tr>
<td>South Atlantic State</td>
<td>3.4</td>
</tr>
<tr>
<td>Southern State</td>
<td>1.9</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 7
What country do you live in?

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>83.3</td>
</tr>
<tr>
<td>unspecified</td>
<td>4.2</td>
</tr>
<tr>
<td>canada</td>
<td>3.4</td>
</tr>
<tr>
<td>england</td>
<td>3.0</td>
</tr>
<tr>
<td>germany</td>
<td>1.5</td>
</tr>
<tr>
<td>holland</td>
<td>.8</td>
</tr>
<tr>
<td>puerto rico</td>
<td>.8</td>
</tr>
<tr>
<td>austria</td>
<td>.4</td>
</tr>
<tr>
<td>estonia</td>
<td>.4</td>
</tr>
<tr>
<td>netherlands</td>
<td>.4</td>
</tr>
<tr>
<td>new zealand</td>
<td>.4</td>
</tr>
<tr>
<td>rotterdam</td>
<td>.4</td>
</tr>
<tr>
<td>romania</td>
<td>.4</td>
</tr>
<tr>
<td>scotland</td>
<td>.4</td>
</tr>
<tr>
<td>ukraine</td>
<td>.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

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The next two questions were about children (see tables 8 and 9). Nearly 57% of those surveyed have children and 12% among all visitors brought their child or children to Las Vegas. This study was conducted between June and October. Research shows the percent of visitors with children has not changed in comparison to the previous year when analyzing the data shown for those months (Las Vegas Visitor Profile Study 1997).

Table 8

<table>
<thead>
<tr>
<th>Do you have children?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>56.8</td>
</tr>
<tr>
<td>no</td>
<td>42.4</td>
</tr>
<tr>
<td>Total</td>
<td>99.2</td>
</tr>
</tbody>
</table>

Table 9

<table>
<thead>
<tr>
<th>Did you bring your children?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>45.8</td>
</tr>
<tr>
<td>no</td>
<td>41.3</td>
</tr>
<tr>
<td>yes</td>
<td>12.1</td>
</tr>
<tr>
<td>Total</td>
<td>99.2</td>
</tr>
</tbody>
</table>

Next, the tourist checked the age groups of those visiting. Interestingly, six percent of the visitors had children twelve or under with them and six percent brought children ages thirteen to twenty. Nearly six percent of the visitors were either twenty-one or they had one or more twenty-one year old in their group. By far the largest number of visitors fit in the twenty-two to fifty-four age group because it was checked on 75% of the surveys. The second most common age group shows 20% are in the fifty-five and up category. It is important to note that the age group percentages do not add up to 100% because each respondent could check more than one age group to represent all of those they were traveling with. Although, this study continued less than a year, the number of days for their visit (see table 10) match close to last years where 26% of visitors stayed
three days, 23% stayed four days, and 11% stayed two days (Las Vegas Visitor Profile Study 1997). Other responses for number of days received less than five percent each.

Table 10
How many days is this visit?

<table>
<thead>
<tr>
<th>Number of Days</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.00</td>
<td>11.4</td>
</tr>
<tr>
<td>3.00</td>
<td>29.9</td>
</tr>
<tr>
<td>4.00</td>
<td>23.9</td>
</tr>
<tr>
<td>5.00</td>
<td>9.5</td>
</tr>
<tr>
<td>7.00</td>
<td>7.6</td>
</tr>
</tbody>
</table>

In the last five years, the respondents have visited Las Vegas as follows: 31% said one time, 19% said two times, 12% said three times, and less than five percent each for all other responses. Those who have visited in the last five years listed the number of times they stayed in a hotel along the Las Vegas Strip. Thirty-one percent answered that they did not stay along the Strip. Twenty-seven percent stayed along the Strip one time, fifteen-percent stayed two times in the past, and nine percent had stayed three times.

Forty-two percent of the tourists surveyed listed gambling as their reason for the visit. That was followed with: 35% on vacation, 29% for hotel attractions, and 29% to see the Strip. Other reasons listed were: see shows, area attractions, and visit friends or family. Each was selected by 17-22% of the tourists. Only 5% were passing through and 17% answered "other" -- the most common reason was wedding.

When asked about the advertising they had noted in their hometown in the last year the most common response was television. This was followed closely by the answers "no advertising" and newspaper.
After arranging the photos, the tourist was asked to specify reasons for each first and last place visual simulation choice. The information contained in this section is a sample of the results for survey kit 1 (yellow) and acts as a model for the other kits. This data was produced using SPSS software. The "building form or architecture" represented in the visual simulations is specified as a reason for the tourists favorite choice 64% of the time yet "building stands out" is only selected as a reason 10% of the time (see tables 11 and 12). The professionals feel that day presence is extremely important.

Table 11
Favorite Day - Building Form

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - building form (Architecture)</td>
<td>no</td>
<td>18.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>36.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
</tr>
</tbody>
</table>

Table 12
Favorite Day - Building Stands Out

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - building stands out</td>
<td>no</td>
<td>48.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>6.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
</tr>
</tbody>
</table>
The use of words like clean, elegant, and pretty were used so often in the preliminary surveys that they were added to the list of characteristics. In this case, 38% of the respondents for survey kit 1 (yellow) specify that this is a preferred characteristic of their first place photo (see table 13). Of the respondents that specify, the word clean is used equally by men and women and is most common in this category (see table 14).

Table 13
Favorite Day - Clean/Elegant/Pretty

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Favorite day - clean/elegant/pretty</td>
<td>no</td>
<td>34.0%</td>
<td>28.0%</td>
<td>62.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>20.0%</td>
<td>18.0%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Table 14
Favorite Day - Clean/Elegant/Pretty Specified

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>favorite day - c/e/p enter if specified on form.</td>
<td>pretty</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>elegant</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>clean</td>
<td>4.0%</td>
<td>4.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td></td>
<td>not specified</td>
<td>14.0%</td>
<td>12.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td></td>
<td>n/a</td>
<td>34.0%</td>
<td>28.0%</td>
<td>62.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>
Color is selected as a reason for 30% of the tourists favorite day photo. Men use color as a preferred characteristic more often than women (see table 15). Although it is well represented, not one respondent for survey kit 1 (yellow) specifies a visible hotel name as a reason for their favorite day photo (see table 16). This characteristic is considered to be one of the most important by the professionals interviewed.

Table 15
Favorite Day - Color(s)

<table>
<thead>
<tr>
<th>Favorite day - color(s)</th>
<th>male</th>
<th>female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td>36.0%</td>
<td>34.0%</td>
<td>70.0%</td>
</tr>
<tr>
<td>yes</td>
<td>18.0%</td>
<td>12.0%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 16
Favorite Day - Hotel Name Visible

<table>
<thead>
<tr>
<th>Favorite day - hotel name - visible</th>
<th>male</th>
<th>female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Landscaping is well represented and is specified 40% of the time as a preferred characteristic of the tourists favorite day photo in this kit (see table 17). The professional interviews show that landscaping is believed to be an important characteristic. On the other hand, light quality is specified as a characteristic only 4% of the time and solely by women (see table 18).

Table 17
Favorite Day - Landscaping

<table>
<thead>
<tr>
<th>Favorite day - landscaping</th>
<th>male</th>
<th>female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td>32.0%</td>
<td>28.0%</td>
<td>60.0%</td>
</tr>
<tr>
<td>yes</td>
<td>22.0%</td>
<td>18.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 18
Favorite Day - Lighting/Light Quality

<table>
<thead>
<tr>
<th>Favorite day - lighting/light quality</th>
<th>male</th>
<th>female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td>54.0%</td>
<td>42.0%</td>
<td>96.0%</td>
</tr>
<tr>
<td>yes</td>
<td>4.0%</td>
<td>4.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Although it is represented in this kit, not one tourist specifies the resort logo for as a first place photo preferred characteristic their (see table 19). Yet it is a characteristic that the professionals feel is helpful to visitors preferences. Also, the literature review indicates that the use of visual simulations is essentially as accurate as conducting a survey at the physical location. This survey kit shows only 8% of the respondents specify photo quality as a preferred characteristic of their first place choice (see table 20).

Table 19
Favorite Day - Logo (Other than Hotel Name)

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Favorite day - logo</td>
<td>no</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>(other than hotel name)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 20
Favorite Day - Photo Quality

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Favorite day - photo</td>
<td>no</td>
<td>48.0%</td>
<td>44.0%</td>
<td>92.0%</td>
</tr>
<tr>
<td>quality</td>
<td>yes</td>
<td>6.0%</td>
<td>2.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Building setback was rarely selected in this kit as a preferred characteristic of their favorite photo as it was only specified by 8% of the tourists (see table 21). Not one tourist selected signage as a preferred characteristic in this survey kit (see table 22). However, this characteristic was easily identified in only one photo. Signage was specified in other kits as a preferred characteristic; however, it was by an extremely low percentage of respondents.

Table 21
Favorite Day - Setback of Building

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - setback of building</td>
<td>no</td>
<td>50.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>4.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
</tr>
</tbody>
</table>

Table 22
Favorite Day - Signage

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - signage</td>
<td>no</td>
<td>54.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
</tr>
</tbody>
</table>
Also, size or scale of the building was specified only 10% of the time as a preferred characteristic (see table 23). Interestingly, in this kit "theme" was only specified 12% of the time (see table 24); however, only one day photo represented what is considered an obvious theme. Also, it was specified more often in other kits making the characteristic more preferred than represented in this example.

Table 23
Favorite Day - Size/Scale of Building

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - size/scale of building</td>
<td>no</td>
<td>46.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>8.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
</tr>
</tbody>
</table>

Table 24
Favorite Day - Theme

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>Favorite day - theme</td>
<td>no</td>
<td>46.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>8.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54.0%</td>
</tr>
</tbody>
</table>
Here 18% of the respondents specified a theme feature or icon as a preferred characteristic of their favorite day photo (see table 25). In this survey kit, the preference for a theme feature or icon is higher than that of the theme itself. Not one person selected "water feature" as a favorite day photo preferred characteristic because the photographs did not represent this feature.

Table 25
Favorite Day - Theme Feature/Icon

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Favorite day - theme feature/icon</td>
<td>no</td>
<td>50.0%</td>
<td>32.0%</td>
<td>82.0%</td>
</tr>
<tr>
<td></td>
<td>yes</td>
<td>4.0%</td>
<td>14.0%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Table 26
Favorite Day - Water Feature

<table>
<thead>
<tr>
<th></th>
<th>tourists gender (by observation)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Favorite day - water feature</td>
<td>no</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>54.0%</td>
<td>46.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>
Summary

This process was completed for the day and night visual simulations, or photographs, in each survey kit. Results varied depending on the number of visual characteristics represented in each kit. For example, the data from survey kit 1 (yellow) used as the example in this chapter shows a low preference for themes and water features because these visual characteristics were not represented often. However, survey kits with more obvious themes and water features show those characteristics were selected more often. Also, the example here shows a low preference for visible hotel names, logos, and signage although these characteristics are well represented in the visual simulations. The preferences are higher for some survey kits; however, overall the preference remains low for these visual characteristics.
CHAPTER 5

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The analysis of survey data can help in identifying factors that explain why people respond as they do (Bechtel 1987). In this study, the survey data verified the reliability of the survey sample by comparing the demographics of tourists in this survey with those of a larger, annual survey of Las Vegas tourists. Surveys can also be helpful to the environmental designer or researcher in substantiating hypotheses about a problem, including its severity, causes, and geographic distribution. When the designer-researcher thinks about a particular problem, why it exists, or where within the environment it is focused, the survey can yield appropriate data that will enable a test of these assumptions (Bechtel 1987). Here, the problem is anticipating what tourists prefer visually. This study shows the professionals do have some understanding of the tourists preferences. However, it also shows there are great misunderstandings. Unfortunately, it seems that visual characteristics such as signage, logos, and resort names on buildings do not have the affect on tourist preference that the resort professionals seem to believe in. Perhaps this is only true in Las Vegas.
Conclusions Regarding Objectives

The initial objective of this study was met. That was to understand the role of the visual environment as a two-dimensional source of visual stimulation. This was mainly accomplished through the literature review of previous studies. Additionally, the concepts learned were employed in the visual simulation analysis.

The second objective was also met. This was to identify the environmental variables, or visual characteristics, associated with preference judgements of selected resort hotels and casinos along the Las Vegas Strip. A list of characteristics was created and then modified after interviewing architects and resort hotel and casino managers. The influence that each visual characteristic would have on tourist's preference was predicted in the visual simulation analysis and then tested in the survey.

The next objective of this study was met in part. That was to understand local marketing, resort managers, and design professional's views about visual characteristics. This was to be accomplished by learning the professional's thoughts about what they believe tourists prefer as well as their own preferences regarding visual characteristics. Unfortunately, the marketing professionals did not end up participating in the study as originally hoped for. The professional questionnaire was directed at the professionals understanding of what tourists prefer which seemed to show the professional's views are hit and miss. Some of the architects and resort managers strongest viewpoints seemed least important to the tourist. The interviews were most insightful. That is where the
professional training and influence was most obvious and the professionals were able to clearly express their ideas. The professional survey revealed the professionals preferences. Literature review indicated that professionals differ from the public in their environmental preferences (Sanoff 1991, xi; refers to Canter 1969; Groat 1982; Hershberger and Cass 1974). Differing preferences remain true after this study.

The final objective and primary goal of this study was met. This was to test the applicability of the study for prediction of preference of Las Vegas resort hotels and casinos visual characteristics. This was accomplished through the tourist survey.

Conclusions Regarding the Hypothesis

The hypothesis of this study was proven to be correct in most cases. The hypothesis was that survey results would show a higher number of people preferred the visual simulations, or photographs, of the resort hotels and casinos with visual characteristics equaling higher total values in the visual simulation analysis. The hypothesis was proven to work for eleven of the twelve first place photos in the tourist survey. This information can be used in the future development of advertising and hotel imagery to influence the tourist's preference of one resort hotel and casino over another, and, ultimately influence the designer's process of anticipating the user preference when designing the built environment.
Recommendations for Further Research

There are three main recommendations for continuing this study. First, an effort should be made toward refining the visual characteristic checklist that has already been started. An emphasis must be placed on the characteristics that conflicted most between the tourists preferences and what the professionals believe tourists prefer. This is critical to further understand tourist preference of visual characteristics. Second, preliminary tourist surveys should be kept separate from final surveys and the photos should not change once final survey kits are used. This will allow for direct analysis without complications. Third, tourist surveys including the checklist should be filled out solely by the respondent. This allows the tourist to analyze each characteristic.

This study provides a base for further studies of preferred visual characteristics, especially those along the Las Vegas Strip. One direction of study could focus on developing the accuracy of the prediction of all visual simulations from first to fourth place preferences. Although, this study focuses on prediction based on the highest visual simulation scores, or first place photos, the results show a correct prediction for seven of the twelve second place photos, seven of the twelve third place photos, and eight of the twelve fourth place photos.

A final note: this study was almost distributed over the Internet. A web page was created but not used. It might have acquired respondents who have never been to Las Vegas and are therefore unbiased. Studies into the validity of web survey responses should be furthered so this type of survey can reach more people.
APPENDIX 1

SURVEY KIT INFORMATION

This section consists of the design plan used to build the survey kits that hold the photographs (see figure 11), the visual simulation analysis for each survey kit, and the final scores as ranked by the tourists. The original visual analysis was modified after interviewing professionals. This resulted in Night and Day Presence being specified as light quality or brightness. Photo Quality was added as a characteristic because according to the literature review it affects people's preference. Coherence or Legibility and Complexity or Mystery were also added after the original analysis and before the tourist surveys.

The Tourist's Survey Ranking's, first through fourth place, have been added to the bottom of the analysis for comparison. The original hotel photos Total Value, or theory rankings, have been rearranged in the order of the Tourist's Survey Ranking's to easily see their first through fourth preference. The Tourist's Survey Ranking's Total Score was derived at by assigning four points to a photo each time it was selected as first place, three points to photos in second place, two point to photos in third place, and one point to photos ranking last. Then, the points were added and a total was assigned to each photo. An * is shown at the bottom of the Analysis to point out a match between the tourists choice and the analysis prediction.
Figure 11 - Survey Kit Design
### Visual Simulation Analysis

**Kit 1 (Yellow)**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Pts</th>
<th>Use/Visibility</th>
<th>ID</th>
<th>Monte Carlo</th>
<th>Excalibur</th>
<th>Desert Inn</th>
<th>MGM Grand</th>
<th>Luxor</th>
<th>Monte Carlo</th>
<th>Treasure Island</th>
<th>Bally's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>1</td>
<td>Some use</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Extensive use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distance to Building</td>
<td>1</td>
<td>Close (sidewalk to 50')</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Far away (100'+)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Night Presence (light quality)</td>
<td>1</td>
<td>Average</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Strong</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day Presence (light quality)</td>
<td>1</td>
<td>Average</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Strong</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme Evident</td>
<td>1</td>
<td>Evident but questionable</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Obvious</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Feature</td>
<td>1</td>
<td>Small water feature</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Large water feature</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Feature or Attraction</td>
<td>1</td>
<td>One additional (obvious)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>More than one additional</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visible Hotel Name</td>
<td>1</td>
<td>There yet difficult to read</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Easily identified</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Signage (Not Hotel Name)</td>
<td>1</td>
<td>There yet difficult to read</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Easily identified</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symbol/Logo (Not Hotel Name)</td>
<td>1</td>
<td>At Least One</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Building Form is Symbol</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo Quality</td>
<td>-1</td>
<td>Blurred/Unclear</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>-1</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>High Quality/Clear</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complexity or Mystery</td>
<td>-1</td>
<td>Confusing</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>-1</td>
<td>-1</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>Somewhat Organized</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Easily Organized</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Total Value (Theory Ranking)

<table>
<thead>
<tr>
<th></th>
<th>Monte Carlo</th>
<th>Excalibur</th>
<th>Desert Inn</th>
<th>MGM Grand</th>
<th>Luxor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13</td>
<td>13</td>
<td>5</td>
<td>6</td>
<td>13</td>
</tr>
</tbody>
</table>

### Tourist's Survey Ranking's 1st - 4th (based on Total Score)

<table>
<thead>
<tr>
<th></th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>150</td>
<td>149</td>
<td>119</td>
<td>116</td>
</tr>
</tbody>
</table>

### Total Value Matching Tourist's Ranking's

|                  | *   | *   | *   | *   |

*Note: 0 points = N/A or Weak unless noted otherwise*
Visual Simulation Analysis
Kit 2 (Green)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Pts</th>
<th>Use/Visibility ID</th>
<th>Day</th>
<th>Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>1</td>
<td>Some use</td>
<td>93</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Extensive use</td>
<td>22</td>
<td>2</td>
</tr>
<tr>
<td>Distance to Building</td>
<td>1</td>
<td>Close (sidewalk to 50')</td>
<td>61</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Far away (100'+)</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td>Night Presence (light quality)</td>
<td>1</td>
<td>Average</td>
<td>KD</td>
<td>x</td>
</tr>
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Total Value (Theory Ranking) | 10  | 9  | 9  | 7  | 15 | 7  | 10 | 9  |

Tourist's Survey Ranking's Total Score
1st 142 141 119 92 151 117 116 110
2nd
3rd
4th

Total Value Matching Tourist's Ranking's
* * * * *

*Note: 0 points = N/A or Weak unless noted otherwise
### Visual Simulation Analysis

**Kit 3 (Blue)**

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#### Total Value (Theory Ranking)

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*Note: 0 points = N/A or Weak unless noted otherwise*
### Visual Simulation Analysis

**Kit 4 (Red)**

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<td>Close (sidewalk to 50')</td>
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<td>x</td>
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<tr>
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<tr>
<td>Symbol/Logo (Not Hotel Name)</td>
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**Total Value (Theory Ranking)**

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*Note: 0 points = N/A or Weak unless noted otherwise*
### Visual Simulation Analysis

**Kit 5 (Red/Blue)**

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<td>Distance to Building</td>
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<td>Close (sidewalk to 50')</td>
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<td>0 0 1 1 1</td>
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<td>0 0 2 1</td>
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<td>0 0 2 1</td>
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<td>2</td>
<td>0 0 2 1</td>
<td>1 1 0 -1</td>
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<td>1 1 0 -1</td>
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<td>High Quality/Clear</td>
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<td>1 1 0 -1</td>
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<td>Coherence/ Legibility</td>
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<td>1 1 -1 -1</td>
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<td>1 1 -1 -1</td>
<td>1 0 -1 0</td>
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<td>1 1 -1 -1</td>
<td>1 0 -1 0</td>
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<td>Stimulating Elements</td>
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**Total Value (Theory Ranking)**

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<td><strong>2nd</strong></td>
<td><strong>3rd</strong></td>
<td><strong>4th</strong></td>
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<td><strong>2nd</strong></td>
<td><strong>3rd</strong></td>
<td><strong>4th</strong></td>
</tr>
</tbody>
</table>

**Tourist's Survey Ranking's Total Score**

|              | 159 | 143 | 82  | 69  | 151 | 130 | 114 | 76  |

**Total Value Matching Tourist's Ranking's**

*Note: 0 points = N/A or Weak unless noted otherwise*
### Visual Simulation Analysis
#### Kit 6 (Yellow/Blue)

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<th>ID</th>
<th>Day</th>
<th>Night</th>
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<td>Extensive use</td>
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<td>Far away (100'+)</td>
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<td>2</td>
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<tr>
<td>Night Presence (light quality)</td>
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<td>x</td>
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<td>Day Presence (light quality)</td>
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<td>Average</td>
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<td>4th</td>
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<td>87</td>
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<td>Total Value Matching Tourist's Ranking's</td>
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<td>*</td>
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*Note: 0 points = N/A or Weak unless noted otherwise*
### Final Visual Simulation Scores

#### Day Photos

*in descending order of Tourist's Survey Ranking's Total Score*

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<thead>
<tr>
<th>Score</th>
<th>Visual Simulation</th>
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<tr>
<td>159</td>
<td>Luxor (71) - Red/Blue Kit</td>
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<tr>
<td>150</td>
<td>Monte Carlo (101) - Yellow Kit</td>
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<tr>
<td>149</td>
<td>Excalibur (51) - Yellow Kit</td>
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<tr>
<td>143</td>
<td>New York New York (112) - Blue Kit</td>
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<tr>
<td>143</td>
<td>Caesars Palace (21) - Red/Blue Kit</td>
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<tr>
<td>142</td>
<td>Mirage (93) - Green Kit</td>
</tr>
<tr>
<td>141</td>
<td>Caesars Palace (22) - Green Kit</td>
</tr>
<tr>
<td>139</td>
<td>Mirage (91) - Yellow/Blue Kit</td>
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<tr>
<td>119</td>
<td>Flamingo Hilton (61) - Green Kit</td>
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<td>119</td>
<td>Desert Inn (42) - Yellow Kit</td>
</tr>
<tr>
<td>116</td>
<td>MGM Grand (83) - Yellow Kit</td>
</tr>
<tr>
<td>104</td>
<td>Luxor (72) - Blue Kit</td>
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<tr>
<td>103</td>
<td>Excalibur (52) - Yellow/Blue Kit</td>
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<tr>
<td>92</td>
<td>Circus Circus (31) - Green Kit</td>
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<tr>
<td>91</td>
<td>Flamingo Hilton (62) - Yellow/Blue Kit</td>
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<tr>
<td>88</td>
<td>Mirage (92) - Red Kit (only half of surveys given out)</td>
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<tr>
<td>82</td>
<td>Tropicana (131) - Red/Blue Kit</td>
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<td>80</td>
<td>New York New York (115) - Red Kit (only half of surveys given out)</td>
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<td>73</td>
<td>Tropicana (132) - Blue Kit</td>
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<td>69</td>
<td>Treasure Island (122) - Red/Blue Kit</td>
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<td>67</td>
<td>Bally's (12) - Blue Kit</td>
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<td>Circus Circus (32) - Yellow/Blue Kit</td>
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<td>Desert Inn (41) - Red Kit (only half of surveys given out)</td>
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<td>43</td>
<td>Bally's (11) - Red Kit (only half of surveys given out)</td>
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</table>
Final Visual Simulation Scores (cont.)

Night Photos
(in descending order of Tourist's Survey Ranking's Total Score)

<table>
<thead>
<tr>
<th>Score</th>
<th>Visual Simulation</th>
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<tbody>
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<td>170</td>
<td>Caesars Palace (BB) - Red and Yellow Kits (combined)</td>
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<td>151</td>
<td>New York New York (KD) - Green Kit</td>
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<tr>
<td>151</td>
<td>Caesars Palace (BA) - Red/Blue Kit</td>
</tr>
<tr>
<td>146</td>
<td>New York New York (KB) - Blue Kit</td>
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<td>143</td>
<td>Luxor (GB) - Yellow Kit</td>
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<td>130</td>
<td>Luxor (GA) - Red/Blue Kit</td>
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<td>Mirage (TA) - Blue Kit</td>
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<tr>
<td>118</td>
<td>Luxor (GC) - Yellow/Blue Kit</td>
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<tr>
<td>118</td>
<td>Bally's (AA) - Blue Kit</td>
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<tr>
<td>117</td>
<td>Monte Carlo (JA) - Yellow Kit</td>
</tr>
<tr>
<td>117</td>
<td>Circus Circus (CA) - Green Kit</td>
</tr>
<tr>
<td>116</td>
<td>Treasure Island (LA) - Green Kit</td>
</tr>
<tr>
<td>114</td>
<td>New York New York (KC) - Red/Blue Kit</td>
</tr>
<tr>
<td>110</td>
<td>Excalibur (EC) - Green Kit</td>
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<tr>
<td>105</td>
<td>Treasure Island (LB) - Yellow Kit</td>
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<tr>
<td>102</td>
<td>Monte Carlo (JB) - Yellow/Blue Kit</td>
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<tr>
<td>097</td>
<td>MGM Grand (HA) - Blue Kit</td>
</tr>
<tr>
<td>087</td>
<td>Excalibur (ED) - Yellow/Blue Kit</td>
</tr>
<tr>
<td>076</td>
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</tr>
<tr>
<td>066</td>
<td>Caesars Palace (BC) - Yellow/Blue Kit</td>
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<tr>
<td>061</td>
<td>Excalibur (EB) - Red Kit (only half of surveys given out)</td>
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<tr>
<td>057</td>
<td>Tropicana (MA) - Red Kit (only half of surveys given out)</td>
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<tr>
<td>040</td>
<td>Bally's (AB) - Yellow Kit</td>
</tr>
<tr>
<td>036</td>
<td>Flamingo Hilton (FA) - Red Kit (only half of surveys given out)</td>
</tr>
</tbody>
</table>
APPENDIX 2

PROFESSIONAL INTERVIEW FORMAT

The following pages make up the professional interview. This consists of a consent form, questionnaire, interview questions as a guide for discussion, survey response and record sheet, and the optional photo survey ratings. The original forms have been modified to fit within the required margins for this paper.
Professional Interview - Informed Consent:

Professional: _________________________
Date: _________________________

My name is Honoreé M. Wilson. I am a graduate student at the University of Nevada, Las Vegas and I would like you to participate in a study I am conducting as part of my thesis research.

The title of my thesis is “A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip”. I hope to identify common factors in visual preference by collecting information from tourists and local Professionals including: Resort Hotel Management, Public Relations Executives, and Architects. The interview time varies among participants; however, it should not take more than 45 minutes. It includes a one-page questionnaire, twelve interview questions, and a visual 8-point survey. Tourists will take the visual 8-point survey only.

There is no compensation for participation. The cost is your time. This is voluntary and you may withdraw from participation at any time. You may remain anonymous and your responses will be kept confidential if you feel it is necessary. Otherwise, I would like to use your name and responses to add credibility to my thesis.

It is my hope that this survey will benefit professionals who work with resort hotels and casinos along the Las Vegas Strip as well as the tourists. Resort Hotel Management will be able to use the information when making decisions as to where to design or redesign the exterior of the hotel casino. Public Relations Executives will use the information to market the hotel casino. Architects will use the information to design the hotel casino. This will allow professionals the knowledge to give Las Vegas tourists even more of what they prefer.

If you have any questions about this research after the interview, please contact Mr. Michael Alcorn at the UNLV School of Architecture at 895-3031. Also, for information regarding the rights of research subjects, please contact the UNLV Office of Sponsored Programs at 895-1357.

Please answer the following questions, sign and date. You may wait to answer questions 2 through 5 until after the interview if you are not sure now. This Informed Consent Form will be kept in my records for at least three years per University of Nevada, Las Vegas policy.

1. Will you allow this interview to be tape-recorded? It will shorten the interview time.
   Yes No

2. Will you allow your name to be used in the Acknowledgements area of my thesis? Your responses will not be associated with your name.
   Yes No

3. Do you want to keep your name confidential and separate from your questionnaire responses?
   Yes No

4. Do you want to keep your name confidential and separate from your interview responses?
   Yes No

5. Do you want to keep your name confidential and separate from your 8-point survey responses?
   Yes No

__________________________________________  _________________________
Signature Date

School of Architecture
College of Fine Arts
4505 Maryland Parkway • Box 454018 • Las Vegas, Nevada 89154-4018
(702) 895-3031 • FAX (702) 895-1119

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A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

Professional Questionnaire:
Professional: 
Title: 
Affiliation: 
# of years in industry: 
Date: 

Please rate the following questions using the point scale below when thinking about what is important to the visitor’s visual perception of a resort hotel and casinos exterior image:

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<th>Question</th>
<th>Points</th>
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<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
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<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. Some use of landscaping is necessary</td>
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<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>3. Extensive use of landscaping is necessary</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. A building setback of sidewalk width is appealing</td>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>5. A building setback greater than sidewalk width and less than 100’ is appealing</td>
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<td>5</td>
<td>4</td>
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<td>6. A building setback of 100’ or more is appealing</td>
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<td>7. Weak night presence, or appearance, is acceptable</td>
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<td>8. Strong night presence, or appearance, is helpful but not necessary</td>
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<td>12. Day presence, or appearance, is more important than night presence</td>
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<td>13. An obvious theme is helpful</td>
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</tr>
<tr>
<td>17. Any obvious feature or attraction is helpful</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>18. Any obvious feature or attraction is necessary</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>19. It is not necessary to see the resort name from the building’s exterior</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>20. It is helpful to see the resort name from the building’s exterior</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>21. It is necessary to see the resort name from the building’s exterior</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>22. A symbol or icon used with the hotel name is helpful</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>23. A symbol or icon used with the hotel name is necessary</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>24. Exterior photo opportunities are helpful in attracting visitors to the resort</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>25. Exterior photo opportunities are necessary to attract visitors to the resort</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

Professional Interview:
Professional: ________________________________
Title: ________________________________
Affiliation: ________________________________
# of years in industry: __________
Date: ________________

1. What do you think are the top 5 factors in order of importance to a guest when deciding to stay at one resort hotel and casino property over another?
1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
4. ____________________________________________________________
5. ____________________________________________________________

1a. Where does exterior building image fit in with your list? _____________________________
1b. Answer question 1a assuming room rates are equal. _____________________________

2. What do you think is the most important factor for a return guest? ______________

3. What do you think mainly attracts visitors to Las Vegas?
   a. gambling
   b. business trip
   c. hotel attractions (theme park, pirate battle, shopping, etc.)
   d. see the Las Vegas Strip
   e. go to shows
   f. say they've been to Las Vegas
   g. vacation destination
   h. visit area attractions (Hoover Dam, Lake Mead, Red Rock Canyon, etc.)
   i. visit friends or family
   j. other: _______________________________________________________

4. Do you think an obvious theme to the building's exterior architecture is important for Las Vegas resort hotel and casinos to attract visitors? Yes No
4a. Why or Why not? ____________________________________________________________
4b. Is it important to continue the theme throughout the resort interior? Yes No
4c. Why or Why not? ____________________________________________________________
4d. Is it important to continue the theme throughout the resort landscaping? Yes No
4e. Why or Why not? ____________________________________________________________

5. Do you think building scale, or size, is important to consider when designing a resort? Yes No
5a. Why or Why not? ____________________________________________________________

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6. What features of an entrance do you think will visually lure a visitor to a resort hotel and casino from an automobile on the Las Vegas strip: ____________________________________________
   a. public entry (100+ people can gather)
   b. semi-public entry (50-100 people can gather)
   c. semi-private entry (<50 people can gather)

7. Which entrance scale do you think will best visually lure a visitor to a resort hotel and casino from an automobile on the Las Vegas strip: ___________________________________________________
   a. an entry with large scale signs, attractions and/or building features (80'+ in size)
   b. an entry with medium scale signs and building features (30'-80' in size)
   c. an entry with small scale signs and building features (0'-30' in size)

8. What features of an entrance do you think will visually lure a visitor into a resort hotel and casino from the sidewalk along the Las Vegas strip: ____________________________________________
   a. public entry (100+ people can gather)
   b. semi-public entry (50-100 people can gather)
   c. semi-private entry (<50 people can gather)

9. Which building entrance scale do you think is most likely to visually lure a visitor into a resort hotel and casino from the sidewalk along the Las Vegas strip? ___________________________
   a. an entry with large scale signs, attractions and/or building features (80'+ in size)
   b. an entry with medium scale signs and building features (30'-80' in size)
   c. an entry with small scale signs and building features (0'-30' in size)

10. What other important topic(s) do you think I should explore relating to visitor's visual preferences of Las Vegas resort hotel and casinos? ____________________________________________

11. Has your company conducted any studies relating to visitor's visual preferences of resorts? 
   Yes  No
   11a. If yes, may I obtain a copy of the results for reference in my thesis? Yes  No

12. If necessary, will you be available for a follow up conversation or interview? Yes  No

Additional interview notes: ____________________________________________________________

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A Comparison of the Preferred Visual Characteristics of
Selected Resort Hotels and Casinos Along the Las Vegas Strip

PROFESSIONAL SURVEY & RESPONSE RECORD SHEET

Professional: __________________________
Survey Code: __________________________
Surveyor: __________________________
Date: __________________________
Time: __________________________ a.m. / p.m.
Location: __________________________

Please look at these pictures carefully and think about what you like in each picture. Try not to let
any experiences you have with any hotel influence your decision about what you like or dislike in
the picture. Now, arrange the 4 day photos along the top by placing your favorite looking resort
hotel into the space labeled 1 to your least favorite looking resort hotel into the space labeled 4.
Then, arrange the 4 night photos along the bottom using the same method. Don’t let the day
photos influence your night photo preferences or vice versa. __________________________________

Why did you pick this as your favorite day picture?
________________________________________________________

Why did you pick this as your least favorite day picture?
________________________________________________________

Why did you pick this as your favorite night picture?
________________________________________________________

Why did you pick this as your least favorite night picture?
________________________________________________________

Are there any other Comments you would like to make about this survey?
________________________________________________________

[That's all! You've completed the survey. Thank you for your time and responses.]

Did you answer all of the questions on the Informed Consent Form you signed? Yes No
Would you like a copy of the Informed Consent Form for your records? Yes No

Photo Sequence (using codes):
D1._________ D2._________ D3._________ D4._________
N1._________ N2._________ N3._________ N4._________
A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

SURVEY PHOTO RATINGS

Please rate the photos using the following point system.

<table>
<thead>
<tr>
<th>Item to be Rated</th>
<th>Value</th>
<th>Item Use/Visibility</th>
<th>Hotel Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Some use</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Extensive use</td>
<td></td>
</tr>
<tr>
<td>Setback (Tower)</td>
<td>0</td>
<td>Sidewalk setback only</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>&gt; sidewalk and &lt; 100’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>100’ or more</td>
<td></td>
</tr>
<tr>
<td>Night Presence</td>
<td>0</td>
<td>N/A or Weak</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Average</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>Day Presence</td>
<td>0</td>
<td>N/A or Weak</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Average</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>Theme Evident</td>
<td>0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Evident but questionable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Obvious</td>
<td></td>
</tr>
<tr>
<td>Water Feature</td>
<td>0</td>
<td>N/A or difficult to see</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Small water feature</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Large water feature</td>
<td></td>
</tr>
<tr>
<td>Other Feature or Attraction</td>
<td>0</td>
<td>N/A or unsure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>One additional (obvious)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>More than one additional</td>
<td></td>
</tr>
<tr>
<td>Visible Hotel Name</td>
<td>0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Difficult to see/determine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Easily identified</td>
<td></td>
</tr>
<tr>
<td>Hotel Signage</td>
<td>0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Difficult to see/determine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Easily identified</td>
<td></td>
</tr>
<tr>
<td>Symbol/Logo (Other than Hotel Name)</td>
<td>0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>At Least One</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Building Form is Symbol</td>
<td></td>
</tr>
</tbody>
</table>

Total Points (Theory Ranking)

Participant’s Original Survey Ranking
APPENDIX 3

TOURIST SURVEY FORMAT

The following pages show the evolution of the tourist response format and make-up the tourist survey. The survey consisted of a brief letter explaining the study following UNLV guidelines. After the letter is the first Tourist Survey & Response Record Sheet that was used for the tourist surveys. Tourists were asked why they liked or disliked photos and their responses were recorded on the blank lines provided. It has been labeled "First" for clarification in this paper as the survey used to generate the list of characteristics for the surveys to follow. The second response record sheet is the final format with the list of characteristics as shown to the tourists. The original forms have been modified to fit within the required margins for this paper.
My name is Honoreé. I am a graduate student at the University of Nevada, Las Vegas conducting a study for my thesis titled "A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip".

I would like to you to participate in my survey of resort imagery along the Las Vegas Strip. The average time to complete this survey is 5 minutes.

There are no foreseen risks involved in this research. In participating, you will help benefit future Las Vegas tourists by letting hotel, marketing, and design professionals know what exterior resort features you prefer.

This survey is anonymous. Your answers will be kept completely confidential. Results will be compiled in a statistical format in aggregate form. You will not be compensated in any way for your participation.

If you have any questions regarding this research, please contact Mr. Michael Alcorn at the UNLV School of Architecture at 895-3031. For questions regarding the rights of research subjects, please contact the UNLV Office of Sponsored Programs at 895-1357.

Participation is strictly voluntary and you may withdraw from participation at any time.

Thank you for your time and responses.

Sincerely,

Honoreé M. Wilson
A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

TOURIST SURVEY & RESPONSE RECORD SHEET (Preliminary)

Survey Code: ______________________________ Time: ____________________ a.m./p.m.
Surveyor: ______________________________ Location: ______________________________
Date: ______________________________

Tourist is: Male Female

What city and state (or country if foreign) do you live in? ______________________________

Do you have children? Yes No

Did you bring them to Las Vegas? Yes No

What are the age groups of those visiting? (check all that apply)

- 12 years and under
- 22-54 years
- 13-20 years
- 55+ years
- 21 years

How many days is this visit to Las Vegas? __________

Why did you choose Las Vegas for your vacation? (check all that apply)

- area attractions
- see the Las Vegas Strip
  (Hoover Dam, Lake Mead, Red Rock Canyon, etc.)
- business
- see shows
- gamble
- vacation - family or personal
- hotel attractions
- visit friends or family
- (theme park, pirate battle, shopping, etc.)
- live in Las Vegas area
- other: ______________________________
- passing through to another destination
- other: ______________________________

What forms of advertising for Las Vegas have you noted in your hometown in the past year? (all that apply)

- billboard
- radio
- hotel direct mailing
- television
- magazine
- travel agent
- newspaper
- other: ______________________________

How many times have you visited Las Vegas in the last 5 years? __________

How many of those times did you stay in a hotel? _________

How many of those hotels stays were along the Las Vegas Strip? _________

What Las Vegas Hotels have you stayed overnight in during the last 5 years? (check all that apply)

- Bally’s
- Flamingo Hilton
- New York New York
- Caesars Palace
- Luxor
- Treasure Island
- Circus Circus
- MGM Grand
- Tropicana
- Desert Inn
- Mirage
- N/A
- Excalibur
- Monte Carlo
- off Strip location

"Please look at these pictures carefully and think about what you like in each picture. Try not to let any experiences you have with any hotel influence your decision about what you like or dislike in the picture. Now, arrange the 4 photos grouped on one side of the panel by placing your favorite looking resort hotel into the space labeled 1 to your least favorite looking resort hotel into the space labeled 4. Then, arrange the 4 photos grouped on the back panel using the same method. Don’t let the day photos influence your night photo preferences or vice versa."
(Preliminary Cont.)

Why is this as your favorite day picture? __________________________________________

Why is this as your least favorite day picture? _____________________________________

Why is this as your favorite night picture? _________________________________________

Why is this as your least favorite night picture? _____________________________________

If all hotel room costs were equal, which photo most entices you to stay at that hotel?

Why: ____________________________________________________________________________

Photograph code: ______________

Hotel name: ______________

That’s all! You’ve completed the survey. Thank you very much for your time. Here’s a copy of
the information about this study with phone numbers you can call if you have any questions later.

SURVEY IS NOT VALID WITHOUT INFORMATION BELOW!

Photo Sequence (using codes):

D1. __________  D2. __________  D3. __________  D4. __________

N1. __________  N2. __________  N3. __________  N4. __________
A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels and Casinos Along the Las Vegas Strip

TOURIST SURVEY & RESPONSE RECORD SHEET

Survey Code: ____________ Time: _________ a.m./p.m
Surveyor: ____________ Date: _________________
Tourist is: Male Female Location: _______________

What city and state (country if foreign) do you live in? ______________________________________

Do you have children? Yes No
Did you bring them to Las Vegas? Yes No N/A

What are the age groups of those visiting? (✓ all that apply)
- 0 – 12 years
- 13 – 20 years
- 21 years
- 22 – 42 years
- 43 – 54 years
- 55 – 65 years
- 66 – 75 years
- 76 + years

How many days is this visit to Las Vegas? ___________

Why did you choose Las Vegas for your vacation? (✓ all that apply)
- area attractions (Hoover Dam, Lake Mead, Red Rock Canyon, etc.)
- business
- gamble
- hotel attractions (theme park, pirate battle, shopping, etc.)
- see fee Las Vegas Strip
- see shows
- see the Las Vegas Strip
- vacation
- visit friends or family
- other: ____________________________

What advertising for Las Vegas have you noted in your hometown in the past year? (✓ all that apply)
- N/A (no advertising)
- billboard
- hotel direct mailing
- magazine
- newspaper
- radio
- television
- travel agent

How many times have you visited Las Vegas in the last 5 years (counting this trip)? ___________
How many of those times did you stay in a hotel? ___________
How many of those hotels stays were along the Las Vegas Strip? ___________

What Las Vegas Hotels have you stayed overnight in during the last 5 years? (✓ all that apply)
- N/A
- off Strip location
- Bally's
- Caesars Palace
- Circus Circus
- Desert Inn
- Excalibur
- Flamingo Hilton
- MGM Grand
- Mirage
- Monte Carlo
- New York New York
- Luxor
- Treasure Island
- Tropicana

"After you read this paragraph, you will be shown photographs of hotels. Please look at the pictures carefully and think about what you like in each photo. Don’t let any experience you’ve had with a hotel influence your decision about what you like or dislike in the photos. Then, arrange each photograph. Place your favorite photo into the space labeled 1 down to your least favorite photo into the space labeled 4."
Photo Sequence: Day 1: ______ Day 2: ______ Day 3: ______ Day 4: ______

Why is this your favorite day picture? (✓ all that apply)
- building form (Architecture)
- building stands out
- clean/elegant/pretty
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- theme feature/icon:(write in)
- water feature
- other:

Why is this your least favorite day picture? (✓ all that apply)
- building form (Architecture)
- building stands out
- cheap/cluttered/ugly
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- theme feature/icon:(write in)
- water feature
- other:

“Now, arrange these photos using the same method. Don’t let the previous day photos influence your preferences.”

Photo Sequence: Night 1: ______ Night 2: ______ Night 3: ______ Night 4: ______

Why is this your favorite night picture? (✓ all that apply)
- building form (Architecture)
- building stands out
- clean/elegant/pretty
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- theme feature/icon:(write in)
- water feature
- other:

Why is this your least favorite night picture? (✓ all that apply)
- building form (Architecture)
- building stands out
- cheap/cluttered/ugly
- color(s)
- hotel name - visible
- landscaping
- lighting/light quality
- logo: (other than hotel name)
- photo quality
- setback of building
- signage
- size/scale of building
- theme
- theme feature/icon:(write in)
- water feature
- other:

If you could stay at any one of these hotels for free, which photo most entices you to stay there?

Hotel: ______ Day / Night
Why: _______________________________ _______________________________ _______________________________ _______________________________

“That’s all! You’ve completed the survey. Thank you very much for your time. Here’s information about this study with phone numbers if you have any questions later.”
APPENDIX 4

SURVEY KIT VISUAL SIMULATIONS - FREE STAY

The survey kit visual simulations were presented as 4" x 6" color photographs to all survey participants. The following photos are arranged by kit in the order of the tourist's ranking based on the last survey question, "If you could stay at any one of these hotels for free, which photo most entices you to stay there?" Photographs that were never selected as the answer are then listed in order of their overall ranking in the survey for preference based on third or fourth place.
Survey Kit 1 (Yellow) - Day Photographs

Photo: Monte Carlo (101)
Tourists First Choice for a Free Stay

Photo: Desert Inn (42)
Tourists Second Choice (Tie) for a Free Stay
Tourists Second Choice (Tie) for a Free Stay

Tourists Third Choice for a Free Stay
Survey Kit 1 (Yellow) - Night Photographs

Photo: Luxor (GB)
Tourists First Choice for a Free Stay

Photo: Monte Carlo (JA)
Tourists second Choice for a Free Stay
Tourists Third Choice (Tie) for a Free Stay

Photo: Treasure Island (LB)
Tourists Third Choice (Tie) for a Free Stay
Survey Kit 2 (Green) - Day Photographs

Photo: Caesars Palace (22)
Tourists First Choice for a Free Stay

Photo: The Mirage (93)
Tourists Second Choice for a Free Stay
Survey Kit 2 (Green) - Day Photographs (cont.)

Photo: Circus Circus (31)
Tourists Third Choice (Tie) for a Free Stay

Photo: Flamingo Hilton (61)
Tourists Third Choice (Tie) for a Free Stay
Survey Kit 2 (Green) - Night Photographs

Photo: New York New York (KD)
Tourists First Choice for a Free Stay

Photo: Circus Circus (CA)
Tourists Second Choice for a Free Stay
Survey Kit 2 (Green) - Night Photographs (cont.)

Photo: Treasure Island (LA)
Tourists Third Choice for a Free Stay

Photo: Excalibur (EC)
Tourists Fourth Choice for a Free Stay

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Survey Kit 3 (Blue) - Day Photographs

Photo: New York New York (112)
Tourists First Choice for a Free Stay (photo later removed from kit)

Photo: Luxor (72)
Tourists Second Choice for a Free Stay
Survey Kit 3 (Blue) - Day Photographs (cont.)

Photo: Bally's (12)
Tourists Ranked Third in Preference (never selected as a free stay choice)

Photo: Tropicana (132)
Tourists Ranked Fourth in Preference (never selected as a free stay choice)
Survey Kit 3 (Blue) - Night Photographs

Photo: New York New York (KB)
Tourists First Choice for a Free Stay

Photo: The Mirage (IA)
Tourists Second Choice for a Free Stay
Survey Kit 3 (Blue) - Night Photographs (cont.)

Photo: Bally's (AA)
Tourists Third Choice (Tie) for a Free Stay

Photo: MGM (HA)
Tourists Third Choice (Tie) for a Free Stay
Survey Kit 4 (Red) - Day Photographs

Photo: The Mirage (92)
Tourists First Choice for a Free Stay

Photo: New York New York (115)
Tourists Second Choice for a Free Stay
Survey Kit 4 (Red) - Day Photographs (cont.)

Photo: Desert Inn (41)
Tourists Ranked Third in Preference (never selected as a free stay choice)

Photo: Bally's (11)
Tourists Ranked Fourth in Preference (never selected as a free stay choice)
Survey Kit 4 (Red) - Night Photographs

Photo: Caesars Palace (BB)
Tourists First Choice for a Free Stay

Photo: Excalibur (EB)
Tourists Second Choice for a Free Stay

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Survey Kit 4 (Red) - Night Photographs (cont.)

Photo: Tropicana (MA)
Tourists Ranked Third in Preference (never selected as a free stay choice)

Photo: Flamingo Hilton (FA)
Tourists Ranked Fourth in Preference (never selected as a free stay choice)
Survey Kit 5 (Red/Blue) - Day Photographs

Photo: Luxor (71)
Tourists First Choice for a Free Stay

Photo: Caesars Palace (21)
Tourists Second Choice for a Free Stay

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Survey Kit 5 (Red/Blue) - Day Photographs (cont.)

Photo: Treasure Island (122)
Tourists Third Choice (Tie) for a Free Stay

Photo: Tropicana (131)
Tourists Third Choice (Tie) for a Free Stay
Survey Kit 5 (Red/Blue) - Night Photographs

Photo: Caesars Palace (BA)
Tourists First Choice for a Free Stay

Photo: Luxor (GA)
Tourists Second Choice for a Free Stay
Survey Kit 5 (Red/Blue) - Night Photographs (cont.)

Photo: New York New York (KC)
Tourists Third Choice for a Free Stay

Photo: Desert Inn (DA)
Tourists Fourth Choice for a Free Stay
Survey Kit 6 (Yellow/Blue) - Day Photographs

Photo: The Mirage (91)
Tourists First Choice for a Free Stay

Photo: Flamingo Hilton (62)
Tourists Second Choice for a Free Stay

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Excalibur (52)
Tourists Third Choice for a Free Stay

Circus Circus (32)
Tourists Ranked Fourth in Preference (never selected as a free stay choice)
Survey Kit 6 (Yellow/Blue) - Night Photographs

Photo: Luxor (GC)
Tourists First Choice for a Free Stay

Photo: Monte Carlo (JB)
Tourists Second Choice for a Free Stay
Tourists Third Choice for a Free Stay

Tourists Fourth Choice for a Free Stay
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VITA

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Thesis Title:
A Comparison of the Preferred Visual Characteristics of Selected Resort Hotels
and Casinos Along the Las Vegas Strip

Thesis Examination Committee:
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