

LAS VEGAS
VISITOR PROFILE STUDY
2010



LAS VEGAS CONVENTION
AND **VISITORS AUTHORITY**

LAS VEGAS VISITOR PROFILE

Calendar Year 2010

Annual Report

Research that works.

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FIGURE 32
 Nights Stayed

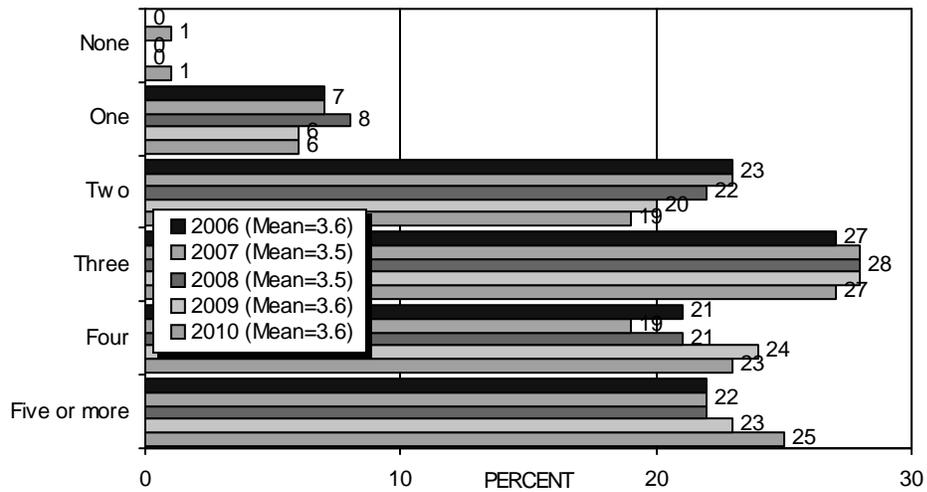
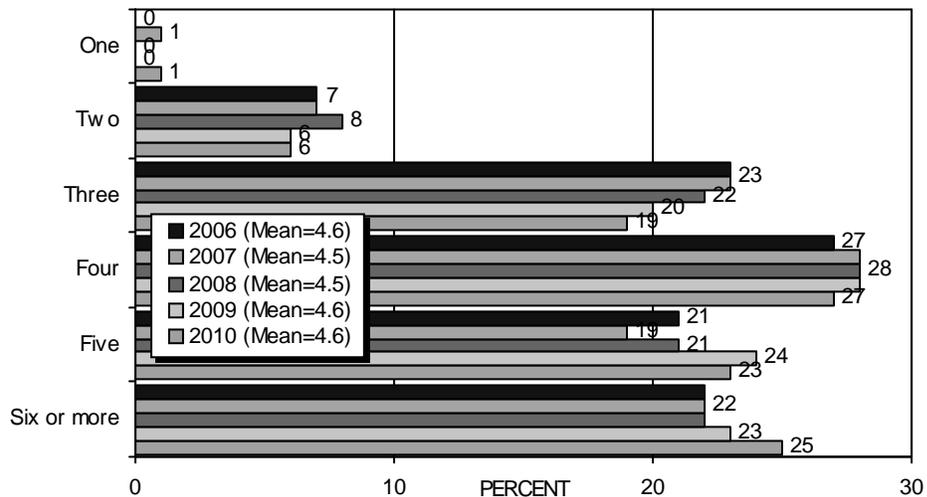


FIGURE 33
 Days Stayed



In 2010, visitors stayed an average of 3.6 nights and 4.6 days in Las Vegas — up from the average of 3.5 nights and 4.5 days in 2007 and 2008 (Figures 32 and 33).