

## MEETING PLANNERS RANK VEGAS #1

METROPOLL XII, published in late 2007, is the twelfth in a continuing series of brand image/marketing studies conducted among a national sample of major meeting and convention decision makers. METROPOLL covers 40 major destinations in North America and is conducted every two years. Volume I covers the "Meeting Patterns and the Selection Process" while Volume II covers the "Attitudinal, Image, Meeting Patterns and Market Impact Findings."

### **Key Findings for Las Vegas from METROPOLL XII are:**

Of the sixty-six measurements covered in Volume II, Las Vegas ranks #1 on thirty and ranks #2 through 5 on an additional fourteen.

Of the twenty-one Image Attributes covered for Convention Centers, the Las Vegas Convention Center ranks #1 on seventeen and #2 on the remaining four.

With respect to reputation, Las Vegas ranks #1 for being "Good for large trade shows", "Good for international conventions which draw worldwide" and for having a "New/expanded convention center" and ranks #3 overall for having "Excellent hotel meeting facilities," however among the corporate market Las Vegas ranks #1.

In two of the most important measures in the study, Las Vegas ranks #4 for "Major meetings (300 or more delegates) in the past three years" and #3 for "Intended major meetings in the next three years," however among the corporate market Las Vegas ranks #1 for both.

Of the twenty-three Travel Destination Image Attributes covered, Las Vegas ranks #1 on six attributes and #6 or better on an additional six:

- #1 - Inexpensive to get to
- #1 - Easy for delegates to get to
- #1 - Convenient airline service
- #2 - Good value for the money
- #1 - Good hotels
- #5 - Good local transportation
- #1 - Good nightlife
- #2 - Good shopping
- #6 - Variety of things to do
- #3 - Good restaurants
- #1 - Popular place
- #3 - Different/unique

Las Vegas ranks in the top 2 for exposure to Marketing Activities:

- #1 - Saw Advertisements in Trade Magazines
- #2 - Received Direct Mail
- #2 - Visited Website
- #1 - Saw Internet Ads
- #2 - Visited Trade Show Booths
- #2 - Called on by Bureau Staff