

## MEETING PLANNERS RANK VEGAS No. 1

*METROPOLL XIV, published in late 2011, is the latest 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 XIV are:**

Of the 57 measurements covered in Volume II, Las Vegas ranks No. 1 on 18 and ranks No. 2 – 5 on an additional 16.

Of the 21 image attributes covered for convention centers, the Las Vegas Convention Center ranks No. 5 or higher on 12 and No. 10 or higher on 18.

With respect to reputation, Las Vegas ranks No. 1 for being "good for large trade shows," "good for international conventions, which draw worldwide" and "excellent hotel meeting facilities."

In two of the most important measures in the study, Las Vegas ranks No. 4 for "major meetings (300 or more delegates) in the past three years" and No. 5 for "intended major meetings in the next three years." Among the corporate market, Las Vegas ranks No. 1.

Of the 27 travel destination image attributes covered, Las Vegas ranks No. 1 on seven attributes and No. 5 or better on an additional five:

- No. 1 – Inexpensive to get to
- No. 1 – Good value for the money
- No. 1 – Good hotels
- No. 1 – Adequate number of hotel rooms
- No. 1 – Good nightlife
- No. 1 – Popular place
- No. 1 – Good weekend getaway
- No. 2 – Easy for delegates to get to
- No. 3 – Moderate food and lodging costs
- No. 3 – Good restaurants
- No. 4 – Convenient airline service
- No. 4 – Good shopping