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Study: Tourists Spend 4 Hours Walking Las Vegas Strip

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A new study shows tourists spend an average of 4.1 hours walking on the Las Vegas Strip. The firm who preformed the study, Applied Analysis, says during peak times 40,000 people are on the Strip.

Researchers say the amount of people and the length of time they are out and about can create a unique opportunity for points of contact between customers and businesses.

Applied Analysis says pedestrian traffic is significant for businesses looking to advertise their services and products on the Strip.



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