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Vegas Strip Prime Advertising Spot Study Says 40K People Per Hour Walk On Strip

POSTED: 9:32 pm PDT June 8, 2009

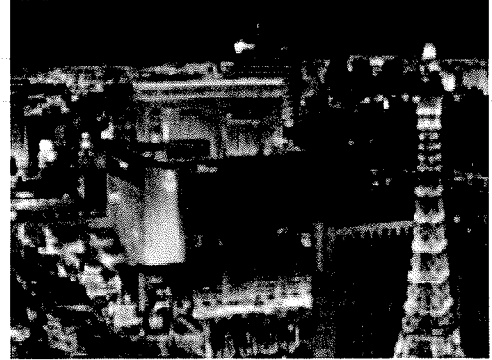
UPDATED: 10:54 pm PDT June 8, 2009

LAS VEGAS -- A new study says Las Vegas may need to take more advantage of traffic along the Strip for advertising.

Local research group Applied Analysis found the average visitor spends a little over four hours walking on the Strip during a trip to Las Vegas. That means there are about 40,000 people an hour on the Strip during peak times.

The study concluded the value of the Strip to advertisers can be enormous.

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