DATA

CITY
DATA CITY

IF YOU ENJOY LIGHTS, IT'S HARD TO TOP THIS TOWN.

LADIES AND GENTLEMEN, WE HAVE BEGUN OUR FINAL DESCENT TO MCCARRAN INTERNATIONAL AIRPORT.

© 2015 RJ ANDREWS. ALL RIGHTS RESERVED. SEE MORE AT INFOWETRUST.COM
Welcome to Las Vegas

Sure is a hot glitzy mirage.

But I'm no fool.

I know it is information that runs the show.

From the hotel you sleep in to the games you play and the shows you watch - data fuels the entire design and experience of the Las Vegas Strip.
This city is built on numbers. Most don’t realize only three companies own most of it.
The Strip serves an incessant demand for novelty.

The Rat Pack’s Sands was destroyed in 1996 to pave way for the Venetian.

Tearing down casinos became an event like a big prize fight night. Each was a pyrotechnic ritual of rebirth as the city imagined a more dazzling way to lure you to the desert.

No one saw the housing crisis coming.

The bank walked out on Fountainebleau, and now the second tallest building in the valley sits vacant.

Gives new meaning to bringing down the house, huh?
SEEKING A SOCIAL HIGH IN A FOREST OF ELECTRONIC TERMINALS. NEW REGULATIONS THAT LET SKILL-BASED PLAY INTO SLOTS IS GOING TO TRANSFORM ALL OF THIS INTO A GIANT ARCADE FOR MILLENNIALS.
Traditional business practices have helped the sex industry go mainstream.

There’s over a dozen adult shows at casino resorts.

4,000 dancers work strip clubs on big weekends. About half commute from other cities.

Many forms of low-visibility illegal (no data) prostitution exist...

Hot Babes call 24 hours direct to you...

...each with its own pricing, profit sharing, and risk of violent victimization.
It’s no longer just about security, tiered rewards systems, or even just-in-time human intervention. **Machines** that run off of cloud servers **personalize** your entire gaming experience with algorithms that detect your preferences, including **pain point events** that typically make you stop a session - and shapes game results **accordingly**.

**Whatever you do, the eye in the sky watches all.**
But hey, today gambling is only one part of the story anyway.

GAMING
% of revenue
Las Vegas Strip Casinos

1990
1995
2000
2005
2010
50%

NON-GAMING
% of revenue
Las Vegas Strip Casinos

EXIT
ONE BIG VEGAS NIGHT CAN BE EXHAUSTING. YOU MAY WANT TO RECUPERATE WITH A DAY AT THE POOL.

UNTIL NEXT TIME - ROLL CREDITS!

END

DATA PROVENANCE
SEE DETAILS AND LINKS AT INFO WE TRUST

DOMESTIC DIRECT FLIGHTS
VIA WIKIPEDIA

DEPLANED PASSENGERS
MCCARRAN DOING BUSINESS

AVERAGE TEMPERATURES
US CLIMATE DATA

IMPLOSIONS
VEGAS.COM

S&P CASE-SHILLER
HOME PRICE INDEX
VIA ST LOUIS FED

WIN RATES AND TOTALS
NEVADA GAMING CONTROL BOARD

SEX INDUSTRY
BASED ON READING WORK OF
UNLV CENTER FOR DEMOCRATIC CULTURE

SURVEILLANCE COMMENTARY
BASED ON WORK OF
PROF. NATASHA DOW SCHILL, MIT

CASINO REVENUE
BOFA MERRILL LYNCH GLOBAL RESEARCH AND NEVADA GAMING CONTROL BOARD

SPECIAL THANKS
BLAMBOT.COM FOR COMIC FONTS AND EXPERT DISCUSSION OF THEIR USE
UNLV GAMING INSTITUTE FOR EXPLAINING THE MATH BEHIND GAMBLING
MIKE, MATT, AND KELLY FOR CONSTRUCTIVE CRITICISM

INFO WE TRUST
© 2015 RJ ANDREWS. ALL RIGHTS RESERVED. SEE MORE AT INFOWETRUST.COM