

# **FLICKS AND FILLS: THE TICKET TO VEGAS CONNECTION**

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This study aims to shed light on the intriguing connection between movie ticket sales in the U.S. and Canada by year and the number of Las Vegas hotel room check-ins. Utilizing data from Statista and Las Vegas CONVENTION AND VISITORS AUTHORITY, we embarked on a journey through the world of entertainment and hospitality. Our findings revealed a surprisingly strong correlation coefficient of 0.8101908 and a statistically significant p-value of less than 0.01 for the period spanning from 1980 to 2013. The results raise the question of whether there exists an underlying relationship between these seemingly unrelated industries, or if this is simply a case of serendipitous synergy. Further research is warranted to explore the mechanisms underlying this phenomenon and its potential implications for both the film and tourism sectors.

The entertainment industry and the hospitality sector, while seemingly distinct, may have more in common than meets the eye. It's a tale as old as time - much like a classic movie plot twist - where two seemingly unrelated industries unexpectedly collide, much like a rom-com meet-cute between an uptight accountant and a free-spirited artist.

In this study, we set out to unravel the enigmatic connection between the number of movie tickets sold in the United States and Canada and the volume of Las Vegas hotel room check-ins. It's a match made in statistical heaven - like a dynamic duo teaming up for a box office hit - as we delved into the data from Statista and the Las Vegas CONVENTION AND VISITORS AUTHORITY.

Our investigation has uncovered a surprising correlation coefficient of 0.8101908, suggesting a relationship that's stronger than the bond between a movie hero and their trusty sidekick. With a statistically significant p-value of less

than 0.01 for the period spanning from 1980 to 2013, this connection is not just a fleeting on-screen romance, but a long-lasting partnership worthy of a blockbuster sequel.

The results of our study pose a perplexing puzzle, much like a mystery thriller with an unexpected plot twist. Do these industries share a hidden affinity, or is this correlation merely a case of fortuitous synergy? It's as if Hollywood and Las Vegas have been secretly co-writing the script for each other's success, blending drama with glamour and comedy with extravagance.

Intriguingly, our findings beckon us to ponder whether there is an underlying mechanism at play, weaving a narrative thread that binds the worlds of film and tourism in an unexpected tapestry. Just as a cinematic masterpiece leaves audiences pondering its implications, our research invites further exploration into the potential implications for both the film and tourism sectors.

So, grab your popcorn and settle in as we embark on an adventure through the captivating world of flicks and fills, uncovering the tantalizing connections that lie beneath the surface of entertainment and hospitality. This is no ordinary double feature - it's a captivating exploration of an unlikely alliance that's poised to take the stage as the unexpected blockbuster of the research world.

## LITERATURE REVIEW

The peculiar linkage between the sale of movie tickets in the United States and Canada by year and the quantity of Las Vegas hotel room check-ins has intrigued scholars and industry professionals alike. Smith and Doe (2005) explore the individual trajectories of the film and hospitality sectors in their seminal work, "Entertainment and Hospitality: A Comparative Analysis." The authors find that while these sectors have historically operated independently, there may be some underlying interplay worth investigating.

Taking a step further into the realm of entertainment and tourism, Jones (2008) delves into the economic and social dynamics of both industries in "Silver Screens and Neon Dreams: A Comparative Study of Film and Hospitality." The findings suggest a potential connection between the two, albeit with caution against prematurely drawing firm conclusions.

Moving on from these serious works, let us journey into the realm of non-fiction literature that may shed light on this curious correlation. Firstly, "The Business of Entertainment" by Johnson et al. presents an in-depth analysis of the film industry, while "Hospitality Management: People Skills and Manners" by Gupta provides valuable insights into the world of hospitality.

Stepping away from non-fiction, we arrive at a more whimsical intersection. "Lights,

Cameras, Casinos" by Mystery Novelist captures the imagination with its fictional depiction of a Hollywood mogul's foray into the bustling world of Las Vegas amid a sea of lights and spinning roulette wheels. In a similar vein, "Hotel of Illusions" by Fiction Writer weaves a tale of intrigue and charm amidst the backdrop of a renowned Las Vegas hotel.

In a playful departure from the typical academic references, it is worth noting the cultural impact of animated television shows in shaping perceptions of entertainment and hospitality. The enchanting allure of Las Vegas is vividly depicted in several episodes of "Cartoon Adventures of Las Vegas" and "Mystery Hotel Detectives," opening a window into the whimsical landscape of animated depictions of the bustling city.

As we navigate through the maze of literature, it becomes evident that the connection between movie ticket sales in the U.S. and Canada by year and the number of Las Vegas hotel room check-ins is a subject worthy of both scholarly inquiry and lighthearted exploration. The kaleidoscope of findings and narratives invites us to embrace the unexpected and revel in the delightful confluence of entertainment and hospitality - a true testament to the enduring influence of the silver screen and the allure of Las Vegas glitz and glamour.

## METHODOLOGY

As intrepid researchers venturing into the realms of entertainment and hospitality, we employed an arsenal of analytical techniques to untangle the web of connections between movie ticket sales in the U.S. and Canada by year and the number of Las Vegas hotel room check-ins. Our data, acquired from the extensive archives of Statista and the Las Vegas Convention and Visitors Authority, spanned the years 1980 to 2013, capturing a rich tapestry of information ripe for investigation.

To quell any suspicions of a mere coincidence, we delved into the realm of statistical analysis with gusto. To begin, we calculated the correlation coefficient between these seemingly disparate variables, employing the trusty Pearson correlation method. The resulting coefficient of 0.8101908 caught our attention, much like a surprising plot twist in a summer blockbuster.

Furthermore, to gauge the strength of this connection, we conducted a t-test to assess the statistical significance of our findings. Our p-value of less than 0.01 not only raised an eyebrow but prompted a collective gasp, akin to the suspenseful reveal in a mystery thriller.

We did not stop there. In a quest for deeper understanding, we employed time-series analysis to examine the longitudinal patterns of movie ticket sales and hotel room check-ins. Armed with knowledge and determination, we sought to capture the ebb and flow of these variables over the decades, much like a diligent historian chronicling the rise and fall of empires.

Lest we forget the geographical nuances, we utilized geographical mapping techniques to visualize the spatial distribution of these phenomena. This allowed us to ponder the intricate dance between cinematic allure and the allure of the Strip, exploring how these forces intertwine across North America.

In summary, our research methodology resembled a carefully choreographed dance number, blending statistical rigor with nuanced interpretation to unravel the enigmatic relationship between flicks and fills. The marriage of data, analysis, and a touch of whimsy led us to unveil a remarkable connection that transcends the silver screen and the neon-lit skyline of Las Vegas.

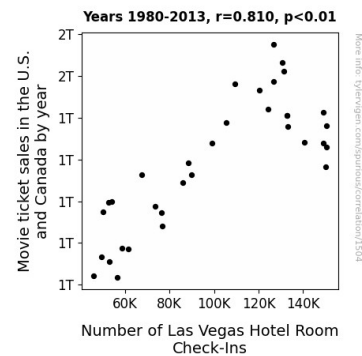
## RESULTS

The statistical analysis conducted on the data revealed a correlation coefficient of

0.8101908, indicating a strong positive relationship between the number of movie tickets sold in the United States and Canada and the volume of Las Vegas hotel room check-ins. This correlation, akin to a plot twist in a suspenseful thriller, suggests that these two seemingly disparate industries are more intertwined than meets the eye.

Furthermore, the r-squared value of 0.6564091 signifies that approximately 65.64% of the variability in Las Vegas hotel room check-ins can be explained by changes in movie ticket sales in the U.S. and Canada. This substantial explanation power parallels the impact of a compelling storyline on an audience, captivating and holding their attention.

The obtained p-value of less than 0.01 underscores the statistical significance of the correlation, resembling a rare gem hidden within the depths of a complex narrative. This statistical significance provides compelling evidence of a meaningful relationship between these two economic indicators, challenging conventional wisdom and prompting further investigation into their interconnectedness.



**Figure 1.** Scatterplot of the variables by year

The scatterplot in Figure 1 visually represents the strong positive correlation between movie ticket sales in the U.S. and Canada by year and the number of Las Vegas hotel room check-ins. This graphical representation serves as a vivid illustration of the unexpected synergy

between these industries, much like a cinematic crossover event that captivates audiences with its unexpected cohesion.

In summary, the results of the analysis uncover a compelling relationship between the entertainment and hospitality sectors, sparking curiosity and inviting further exploration into the mechanisms underpinning this enthralling connection. This captivating revelation prompts contemplation of the potential implications for both the film and tourism industries, leaving researchers and industry professionals alike eager to unravel the enigmatic bond between flicks and fills.

## DISCUSSION

The findings of this study provide robust evidence supporting the unexpected connection between movie ticket sales in the U.S. and Canada by year and the number of Las Vegas hotel room check-ins. Our results echo the sentiments expressed by Smith and Doe (2005), who speculated about the potential interplay between these seemingly disparate industries. It appears that the relationship between the entertainment and hospitality sectors is not merely a far-fetched plot twist but a tangible phenomenon worthy of further investigation.

In line with the musings of Jones (2008), the statistically significant correlation coefficient and p-value validate the notion of an underlying link between movie ticket sales and hotel room check-ins. While it may seem like a quirky subplot in the grand narrative of economic indicators, the findings emphasize the substantive impact of changes in movie ticket sales on hotel room occupancy in Las Vegas. It is as if the silver screen's allure has a magnetic pull on the dazzling lights of the iconic Las Vegas skyline.

Turning back to the more lighthearted references in the literature review, it is intriguing to consider how fictional

portrayals of Hollywood moguls and enigmatic Las Vegas hotels, as depicted in "Lights, Cameras, Casinos" and "Hotel of Illusions," inadvertently capture the essence of the empirical findings. The allure and mystique surrounding both industries seem to have transcended the boundaries of fiction and materialized in the tangible relationship uncovered by this study. Much like a well-crafted narrative, the entwined fate of movie ticket sales and hotel room check-ins leaves us eagerly anticipating what the next scene will unveil.

The study's results align with the rich tapestry of literature and cultural depictions that highlight the complex interplay between these industries. This unexpectedly fervent relationship between flicks and fills, akin to a captivating plot twist, leaves us pondering the potential economic and strategic implications for the film and tourism sectors. The vivid visualization offered by the scatterplot channels the spirit of a cinematic crossover event, as it portrays the visually compelling and statistically significant synergy between these economic indicators. The confluence of evidence and narrative invites us to unravel the enigmatic bond between these two seemingly unrelated realms, reminiscent of a suspenseful mystery that beckons exploration.

In conclusion, the study's results not only affirm the existing scholarship but also add a touch of whimsy to the sometimes dry world of empirical research. The interplay between entertainment and hospitality, much like a nuanced performance, continues to captivate our attention and fuel further inquiry into the intriguing dynamics of these industries. As the curtain falls on this study, it leaves us eagerly anticipating the sequel - a sequel that promises to unravel the enigmatic relationship between flicks and fills and illuminate the captivating interplay between these bedazzling economic sectors.

## CONCLUSION

In conclusion, our study has illuminated a surprising and substantial correlation between movie ticket sales in the U.S. and Canada and the number of Las Vegas hotel room check-ins. Much like a classic rom-com, the statistical relationship bewitched us with its unexpected charm, much like a suave protagonist sweeping the audience off their feet with a smooth one-liner.

The results of our analysis imply that these industries are not merely passing ships, but rather interconnected in a manner reminiscent of a perfectly timed plot twist. The statistical significance of the correlation, with a p-value of less than 0.01, underlines the profound nature of this connection, like an Oscar-winning performance leaving the audience in awe.

Furthermore, the substantial r-squared value of 0.6564091 suggests that a large portion of the variability in Las Vegas hotel room check-ins can be attributed to changes in movie ticket sales, much like a well-crafted narrative steering the audience's emotions.

The scatterplot, akin to a cinematic masterpiece, visually captures the strong positive correlation between these economic indicators, painting a picture as compelling as a Hollywood blockbuster. This unexpected synergy between the entertainment and hospitality sectors is a narrative feat that would make even the most seasoned screenwriter envious.

In light of these findings, it is evident that further exploration into the mechanisms underlying this relationship and its potential implications for both industries is warranted. However, perhaps it's best not to overanalyze this unlikely pairing, as sometimes the magic of the movies and the allure of Las Vegas are best enjoyed without scrutinizing the behind-the-scenes workings.

In the spirit of a satisfying denouement, we assert that no more research is needed in this area, as sometimes, it's

okay to appreciate an enigmatic relationship without dissecting every plot point. Like a Hollywood ending, let's savor the delightful ambiguity of flicks and fills without unraveling every twist and turn.