

# RURAL NEVADA VISITOR FACTS

Calendar Year **2008, 2007, 2006**  
Nevada Commission on Tourism

		CALENDAR YEAR		
		2008	2007	2006
1_	<b>What is the average non-gaming &amp; gaming trip expenditure per overnight visitor?</b>	\$431	\$421	\$415
2_	<b>What is the average non-gaming &amp; gaming daily expenditure per overnight visitor?</b>	\$133	\$134	\$135
3_	<b>What is the average travel party size?</b>	2.5	2.7	2.6
4_	<b>What is the average age of a visitor?</b>	48.5	47.9	47.1
5_	<b>What is the average length (nights) per overnight trip?</b>	3.6	3.7	3.6
6_	<b>What percentage of visits were day trips?</b>	18%	17%	18%
7_	<b>What is the average trip rating - scale of 1 to 5, where 1 equals "poor" and 5 equals "excellent"?</b>	3.97	3.98	4
8_	<b>What percentage of trip planning occurred within three weeks of travel?</b>	47%	45%	45%
9_	<b>What are the top five sources of information used while planning the trip?</b>			
	Own experience in Nevada	33%	30%	34%
	Friends/relatives/other word of mouth	15%	16%	13%
	Other Web sites	11%	12%	12%
	AAA guide and map	2%	4%	3%
	Other travel agent	2%	2%	3%
10_	<b>What are the top activities and attractions?</b>			
	Casino-Resorts	35%	39%	46%
	Dining and Restaurants	32%	_*	_*
	Gaming, General	28%	32%	30%
	Visit Friends/Relatives	14%	14%	15%
	Scenic Drive	13%	17%	16%
	Live Performance	13%	13%	13%
	Shopping-Malls	13%	14%	15%
	Mountains	9%	9%	11%
	Family/Friend Event/Reunion	9%	9%	10%
	Lakes/Reservoirs	9%	10%	11%
11_	<b>What are the top five primary purposes for the trip?</b>			
	Visit friends or relatives	21%	18%	21%
	Vacation	19%	22%	23%
	Gaming	13%	15%	13%
	Other personal (funeral, medical, etc.)	7%	6%	8%
	Conference/convention	7%	6%	6%
12_	<b>What are the top five modes of travel?</b>			
	Personal auto	60%	57%	58%
	Plane	18%	19%	20%
	Rental auto	14%	18%	17%
	Walk	14%	17%	14%
	Taxi	8%	11%	9%
13_	<b>What are the top five states of origin?</b>			
	California	47%	38%	39%
	Nevada	10%	10%	12%
	Utah	5%	5%	5%
	Arizona	4%	4%	5%
	New York	3%	1%	3%

Definition of Domestic Rural Visitor: Excludes those people whose trip was only coded to Clark County or only Reno/Sparks.  
\* Dining and Restaurants was not included in questionnaire prior to Calendar Year 2008

Last Updated: Jun 09