



nevada commission on tourism

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Rural Nevada Visitor Facts | Calendar Year 2006

1. What is the average rural Nevada overnight visitor trip expenditure?	\$415
2. What is the average rural Nevada daily visitor expenditure?	\$135
3. What is the average travel party size?	2.59
4. What is the average age of a visitor?	47
5. What is the average length (nights) per overnight trip?	3.56
6. What percentage of visits were day trips?	18%
7. What is the average trip rating - scale of 1 to 5, where 1 equals "poor" and 5 equals "excellent"?	4
8. What percentage of trip planning occurred within three weeks of travel?	45%
9. What are the top five sources of information used while planning the trip?	
<i>Own experience in Nevada</i>	34%
<i>Friends/relatives/other word of mouth</i>	13%
<i>Internet</i>	14%
<i>Travel Agent</i>	4%
<i>AAA guide and map</i>	3%
10. What are the top five primary purposes for the trip?	
<i>Vacation</i>	23%
<i>Visit friends or relatives</i>	21%
<i>Gaming</i>	13%
<i>Other personal (funeral, medical, etc.)</i>	8%
<i>Entertainment</i>	7%
11. What are the top 10 activities and attractions during the stay?	
<i>Casino-resorts</i>	46%
<i>Gaming in general</i>	30%
<i>Scenic drives</i>	16%
<i>Shopping - malls</i>	15%
<i>Visiting friends and relatives</i>	15%
<i>Live performances</i>	13%
<i>Lakes/reservoirs</i>	11%
<i>Mountains</i>	11%
<i>Shopping - outlets</i>	10%
<i>Family/friends event/reunion</i>	10%
12. What are the top five modes of travel to, through or within Nevada?	
<i>Personal auto</i>	58%
<i>Airplane</i>	20%
<i>Rental auto</i>	17%
<i>Walk</i>	14%
<i>Taxi</i>	9%
13. What are the top five states of origin?	
<i>California</i>	40%
<i>Nevada</i>	12%
<i>Utah</i>	5%
<i>Arizona</i>	5%
<i>Florida and New York (tie)</i>	3%

Definition of Domestic Rural Visitor: Excludes those people whose trip was only coded to Clark County (Las Vegas) or only Reno/Sparks. | Last Updated: May-07

Compiled by the Nevada Commission on Tourism, Research Department | Phone: (775) 687-4322 | Source: TNS Nevada Visitor Survey