

Rural Nevada Visitor Facts

Calendar Year 2015, 2014, 2013, 2012, 2011



Question	2015	2014	2013	2012	2011
1. What is the average non-gaming & gaming trip expenditure per overnight visitor?	\$357	\$367	\$378	\$302	\$333
2. What is the average non-gaming & gaming daily expenditure per overnight visitor?	\$119	\$126	\$122	\$104	\$117
3. What is the average travel party size?	2.7	2.4	2.4	2.4	2.6
4. What is the average age of a visitor?	46.1	55.2	54.7	54.4	49.2
5. What is the average length (nights) per overnight trip?	3.6	3.9	3.5	3.4	3.5
6. What percentage of visits were day trips?	20%	14%	16%	13%	19%
7. What is the average trip rating - scale of 1 to 5, where 1 equals "poor" and 5 equals "excellent"?	4.16	4.05	4.15	3.93	4.05
8. What percentage of trip planning occurred within three weeks of travel?	50%	44%	44%	44%	46%
9. What are the top five sources of information used while planning the trip?					
<i>Own experience in Nevada</i>	26%	39%	38%	33%	34%
<i>Friends/relatives/other word of mouth</i>	15%	16%	13%	13%	16%
<i>Other websites</i>	12%	12%	11%	10%	9%
<i>AAA guide and map</i>	3%	2%	3%	3%	2%
<i>Brochure</i>		1%		1%	
10. What are the top activities and attractions?					
<i>Casino-Resorts</i>	32%	35%	37%	34%	33%
<i>Dining and Restaurants</i>	25%	29%	29%	27%	30%
<i>Gaming, General</i>	20%	28%	29%	24%	24%
<i>Live Performance</i>	14%	14%	14%	10%	12%
<i>Scenic Drive</i>	13%	14%	14%	13%	10%
<i>Visit Friends/Relatives</i>	12%	15%	15%	11%	13%
<i>Shopping-Malls</i>	12%	10%	9%	8%	11%
<i>Mountains</i>	11%	7%	7%	7%	8%
<i>Shopping-Outlets</i>	10%	9%	9%	8%	7%
<i>Parks/Recreation Areas: National or State</i>	9%	9%	7%	6%	6%
11. What are the top five primary purposes for the trip?					
<i>Visit friends or relatives</i>	25%	28%	22%	23%	21%
<i>Vacation</i>	24%	18%	24%	20%	22%
<i>Gaming</i>	13%	15%	14%	16%	11%
<i>Entertainment</i>	9%	7%	8%	8%	7%
<i>Other personal (funeral, medical, etc.)</i>	7%	7%	8%	7%	7%
12. What are the top five modes of travel?					
<i>Personal auto</i>	55%	62%	65%	65%	60%
<i>Rental auto</i>	18%	13%	14%	15%	13%
<i>Plane</i>	17%	19%	18%	17%	17%
<i>Walk</i>	16%	17%	17%	13%	13%
<i>Taxi</i>	8%	7%	7%	6%	9%
13. What are the top five states of origin?					
<i>California</i>	39%	39%	41%	43%	39%
<i>Nevada</i>	12%	12%	13%	13%	13%
<i>Utah</i>	6%	6%	4%	7%	9%
<i>Arizona</i>	4%	4%	5%	5%	3%
<i>Texas</i>	4%	3%	2%	2%	3%

Last Updated: 4/19/2016

Definition of Domestic Rural Visitor: Excludes those people whose trip was only coded to Clark County or only Reno/Sparks.
The information in this report reflects revised city/county/territory categorization of visitation for all years.