

# State of the State

## Monthly Report Data Rolling 12 Months

METRIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT (p)	NOV (p)	DEC (p)
Room Tax Collections	\$0.61M	\$0.72M	\$1.12M	\$1.37M	\$1.69M	\$1.84M	\$2.33M	\$2.09M	\$2.07M	\$2.48M	\$2.15M	\$1.84M
Visitor Volume	2.14M	2.30M	3.10M	3.49M	3.78M	4.07M	4.46M	4.05M	3.88M	4.25M	3.88M	3.72M
Room Nights Occupied	1.93M	2.24M	3.16M	3.61M	3.96M	4.16M	4.52M	4.17M	4.04M	4.49M	4.12M	3.96M

### NV COVID Hospitalizations

(Daily Average)  
Source: Nevada DHHS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	1,636	778	329	338	296	275	834	1,238	1,036	720	698	711

### Vaccinations

Source: CDC (as of the last day of the month)

METRIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Total Vaccines in NV Administered per 100k	7,827	22,262	43,781	66,591	81,497	90,128	96,264	104,099	110,306	118,459	128,670	140,524
% of Population with at least 1 Doses	N/A	14.5%	27.7%	39.6%	45.6%	49.7%	53.6%	58.0%	60.8%	63.4%	66.4%	69.6%

# State of the Industry

Source: Destination Analysis

## 2021 Data

### Travel Sentiment

**Personal concern about contracting virus** (0 = Not at all concerned; 10 = Extremely concerned)

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
	6.5	6.4	5.8	4.9	5.3	5.8	6.5	6.2	6.0	5.8	6.2	6.1

**Excitement to take a weekend getaway in next month** (0 = Not at all excited; 10 = Extremely excited)

	5.8	6.2	6.4	7.1	7.1	6.8	6.7	6.8	7.0	6.9	6.7	6.9
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### Travel Confidence

In the next month, how if at all do you expect the severity of the coronavirus situation in the United States to change (% get better or get much better)

	44.2	53.3	44.3	63.4	51.9	32.0	26.3	30.2	39.1	26.9	23.0	41.9
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**How confident are you that you can travel safely in the current environment** (% confident or very confident)

	31.5	35.7	40.4	48.5	47.8	49.3	42.8	42.8	47.5	47.4	41.3	46.4
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### Travel Activities

At this moment, how safe would you feel doing each type of travel activity (% somewhat unsafe or very unsafe)

Going to a casino	56.8	54.1	45.3	33.5	34.1	41.0	43.7	44.2	36.4	38.4	44	40.8
Non-team outdoor activity (biking, hiking, etc.)	18.7	15.6	16.2	11.5	9.5	9.5	13.0	12.7	9.5	11.8	12.7	9.8
Taking a road trip	17.8	14.6	13.7	9.2	8.0	8.8	12.3	12.1	8.2	9.8	9.9	6.9
Traveling on a commercial airline	47.8	42.5	38.3	28.3	30.7	30.2	34.3	37.6	32.1	34.6	37.1	32.0

# State of the Travel Nevada

FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
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**Website Traffic**

166,136	232,476	310,080	427,750	407,742	369,749	275,881	275,906	272,261	204,527	180,021	221,768
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**Newsletter Subscribers**

58,879	58,979	60,596	46,150	48,420	49,993	51,059	52,100	57,484	58,725	59,594	61,676
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**Social Followers**

282,671	283,730	285,649	288,902	290,866	292,531	293,263	293,548	293,654	294,200	294,537	295,267
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JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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**Avg Session Duration Direct/Organic (in minutes)**

2020

1.53	1.37	1.37	1.33	1.40	1.42	1.32	1.45	2.12	2.33	2.30	2.28
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2021

2.20	2.20	2.10	2.13	2.05	2.02	1.95	1.82	1.83	2.00	1.87	1.78
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**Avg Session Duration Overall (in minutes)**

2020

1.12	1.12	1.18	1.38	1.45	1.47	1.38	1.50	2.08	2.22	1.88	1.80
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2021

2.15	2.03	2.00	1.55	1.38	1.42	1.58	1.70	1.72	1.82	1.78	1.70
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**Email Click Rate**

2020

1.5%	1.4%	1.2%	1.9%	2.1%	1.5%	3.2%	1.3%	2.9%	2.3%	4.2%	3.2%
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2021

3.3%	3.6%	3.1%	3.5%	3.6%	4.3%	4.6%	4.0%	4.2%	2.6%	2.3%	3.5%
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**Social Engagement**

2019

78,414	119,596	112,236	109,861	137,637	141,502	67,286	92,198	64,738	99,516	46,932	52,226
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2020

94,877	76,043	45,241	47,975	27,106	19,632	27,812	30,446	36,448	33,045	101,011	174,791
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2021

33,757	55,942	38,306	138,885	240,071	170,369	214,961	69,522	40,127	30,491	27,268	23,923
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# State of Awareness

Source: OmniTrak Group

**Interest in future travel FY22 Q1**

**Out-of-state Residents**

METRIC	UNAWARE	AWARE
Interested in visiting Nevada in next 24 months	37%	59%
Planning on visiting Nevada in next 12 months	22%	44%

**Nevada Residents**

METRIC	UNAWARE	AWARE
Interested in visiting Nevada in next 24 months	35%	48%
Planning on visiting Nevada in next 12 months	30%	34%