

# COWBOY COUNTRY

NEVADA TERRITORY VISITOR FACTS  
2018 –2022



JULY 2023

# NEVADA COMMISSION ON TOURISM

## GOVERNOR

Joe Lombardo

## LT. GOVERNOR • CHAIR

Stavros Anthony

## DIRECTOR

Brenda Scolari

## RESEARCH AND ANALYSIS

Kyle Shulz

Data Source: TNS Travels America / TravelTrak America

## CONTACT

401 North Carson Street

Carson City, NV 89701

775.687.4322 | Fax 775.687.6779

[TRAVELNEVADA.BIZ](http://TRAVELNEVADA.BIZ)



## METHODOLOGY OVERVIEW

The 2022 Nevada Visitor Profile and Territory Profiles were compiled using data collected from the Travel Nevada Domestic Visitor Profile Survey administered monthly to qualified respondents.

Respondents are deemed qualified based on their responses to Omnitrak's monthly national TravelTrak America survey. Omnitrak has partnered with a single U.S. based managed panel provider to administer the monthly TravelTrakAmerica survey, as well as the follow-up Travel Nevada Visitor Profile Survey.

## SURVEY QUALIFICATIONS

Each month, TravelTrakAmerica survey invitations are sent to a nationally representative sample of U.S. households based on the most recent U.S. census data for region, state, age, and household income.

Respondents are initially asked a series of questions (e.g., demographics, perceptions, past year travel, etc.) to determine whether they are a non-traveler or traveler. "Travelers" are defined as having taken one or more trips more than 50 miles from home (each way, excluding commuters) during the past 12 months.

Each month more than 9,000 respondents qualify as U.S. travelers. A wide variety of information (e.g., travel motivations, travel intent, vacation availability, trip timing, etc.) is collected from these travelers. Additional detailed information about trips taken during the past month is collected from approximately 4,000 travelers who took at least one trip in the prior month.

To qualify for the Travel Nevada monthly survey, respondents must have taken a leisure trip to or within Nevada during the previous month. Qualified respondents who took more than one Nevada leisure trip in the month prior are instructed to provide information about their most recent Nevada leisure trip.

## WEIGHTING

Respondents are assigned a weight based on their demographic representation among the U.S. population. The demographic weight is based on all panelists responding to the qualification questions (i.e., travelers and non-travelers).

When the demo weight is applied, results generated reflect all travel by a demographically representative sample of the U.S. population. Applying the demo weight generates results weighted to ensure the respondent sample is demographically representative of the U.S. population.

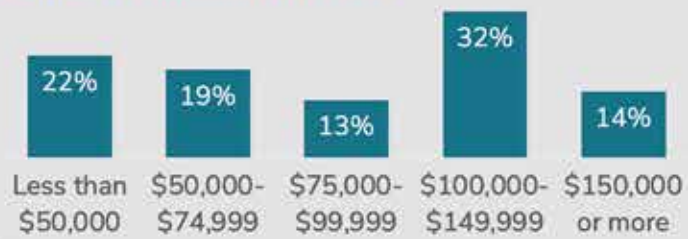
## NEVADA TERRITORY QUALIFICATIONS

To ensure the survey captures all Nevada destinations visited to the best of its ability, respondents are deemed a territory visitor based on their responses to questions asking what city they visited, events attended, and specific locations/attractions visited. If a respondent answers that they have been to a county, city, area, and/or participated in an event within a territory, then they are marked as a visitor to that territory.

## Age



## Annual Household Income



## Ethnicity



## Day Trips



# VISITOR SNAPSHOT

## Top Origin Markets



## Top Primary Purposes of Nevada Trip

- 1 Visit friends and/or relatives – 20%
- 2 Vacation – 19%
- 3 Gaming – 19%
- 4 Road Trip – 13%
- 5 Entertainment – 11%

## Top Travel Modes to Nevada



## Average Nevada Trip Rating



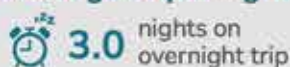
## Advance Decision for Nevada Trip



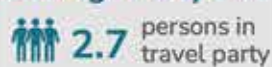
## Average Likelihood to Return



## Average Trip Length



## Average Party Size



## Average Nevada Trip Spend



Notes: percentages have been rounded; for detailed figures, see tables in following pages.  
Small sample size (n=81), exercise caution when using data.

QUESTION		2022	2021	2020	2019	2018
1)	What is the average non-gaming & gaming trip expenditure per overnight visitor?	\$468	\$482	\$422	\$447	\$759
2)	What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$126*	\$132*	\$130*	\$142*	\$223
3)	What is the average travel party size?	2.7	3.0	3.3	3.0	2.6
4)	What is the average length (nights) per overnight trip?	3.0	3.4	2.7	3.5	4.3
5)	What percentage of visits were day trips?	26.6%	32.3%	47.1%	24.3%	23.9%
6)	What is the average rating of trip to Nevada - scale of 1 to 5?	4.3	4.2	4.4	4.4	4.2
7)	What is the likelihood of returning to Nevada within the next two years - scale of 1 to 5?	4.2	4.2	4.2	4.3	N/A
8)	What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
	Same day	2.8%	15.5%	20.1%	6.1%	3.3%
	2-6 days	20.7%	24.4%	21.8%	24.5%	20.7%
	1-3 weeks	24.6%	32.9%	26.0%	15.5%	23.9%
	1-3 months	33.9%	14.6%	20.8%	35.0%	28.3%
	4-6 months	7.5%	10.1%	5.3%	13.2%	17.4%
	More than 6 months	10.5%	2.4%	6.0%	5.6%	6.5%
9)	What was the primary source used to <u>inspire</u> travel to the destination?					
	Own Experience in Nevada	20.5%	27.0%	16.9%	N/A	N/A
	Other Source	19.8%	13.4%	7.6%	N/A	N/A
	Search Engine	6.6%	4.3%	6.6%	N/A	N/A
	Travel Review Site (TripAdvisor, Yelp, etc.)	6.5%	4.9%	2.9%	N/A	N/A
	Friends/Relatives/Other Word of Mouth	6.3%	10.3%	13.6%	N/A	N/A
10)	What was the primary source used to <u>plan</u> travel to the destination?					
	Other Source	18.7%	14.7%	10.3%	N/A	N/A
	Own Experience in Nevada	16.8%	26.3%	18.1%	N/A	N/A
	Search Engine	13.3%	10.0%	2.8%	N/A	N/A
	Online Travel Agent (i.e. Expedia, Orbitz, etc.)	11.7%	4.3%	4.2%	N/A	N/A
	Other Websites	8.2%	0.0%	0.0%	N/A	N/A

**11) What was the primary source used to book travel to the destination?**

Own Experience in Nevada	18.0%	22.2%	14.9%	N/A	N/A
Other Source	17.7%	15.8%	10.5%	N/A	N/A
Hotel Website	13.1%	11.8%	15.6%	N/A	N/A
Online Travel Agent (i.e. Expedia, Orbitz, etc.)	12.5%	5.6%	3.9%	N/A	N/A
Other Websites	8.2%	2.2%	0.9%	N/A	N/A

**12) What are the top Nevada activities and attractions experienced (entire trip)?**

Casino-Resorts	45.0%	46.7%	32.4%	42.8%	51.1%
Dining and Restaurants	36.5%	39.1%	34.3%	33.1%	37.0%
Road Trip/Scenic Drive	28.2%	26.6%	10.7%	N/A	N/A
Gaming, General	26.9%	28.5%	18.1%	17.1%	22.8%
Visit Friends/Relatives	22.1%	20.0%	20.3%	6.5%	20.7%
Museums	20.6%	6.8%	4.2%	10.8%	20.7%
Landscape/Open Spaces	20.0%	20.4%	4.1%	N/A	N/A
Shopping Malls & Outlets	18.9%	24.1%	9.1%	N/A	N/A
Family/Friends Event/Reunion	17.9%	23.7%	29.7%	9.5%	14.1%
Other General Sites and Activities	16.9%	10.0%	1.9%	4.8%	6.5%

**13) What is the likelihood of recommending Nevada as a vacation destination to friends/family?**

Not At All Likely	3.0%	1.4%	2.0%	1.2%	N/A
Not Very Likely	8.2%	7.1%	4.1%	7.1%	N/A
Somewhat Likely	18.7%	13.4%	24.0%	14.2%	N/A
Very Likely	23.6%	31.9%	23.4%	19.1%	N/A
Extremely Likely	46.5%	46.1%	46.5%	58.3%	N/A

**14) What are the top five primary purposes for the trip to Nevada?**

Visit Friends or Relatives	20.0%	28.4%	19.9%	28.1%	26.1%
Vacation	18.7%	12.1%	27.1%	21.8%	20.7%
Gaming	18.6%	18.9%	10.9%	17.5%	14.1%
Road Trip	12.7%	4.3%	3.9%	N/A	N/A
Entertainment	10.5%	5.0%	13.1%	9.7%	12.0%

**15) What are the top five metropolitan areas of origin?**

Salt Lake City	19.3%	32.0%	16.2%	15.0%	10.9%
San Francisco–Oakland–San Jose	13.0%	8.3%	0.0%	5.9%	9.8%
Sacramento–Stockton–Modesto	8.0%	8.3%	7.3%	10.5%	3.3%
Los Angeles	6.2%	9.4%	17.7%	16.5%	16.3%
Dallas–Ft. Worth	4.4%	0.0%	3.7%	1.9%	1.1%

**16) Where are the top five places visitors are staying (entire trip)?**

Casino Hotel/Motel	38.0%	72.6%	35.7%	39.9%	41.2%
Non-Casino Hotel/Motel	17.9%	15.5%	21.8%	16.9%	32.5%
Friends or Relatives Residence	12.3%	3.4%	16.3%	27.3%	11.4%
Vacation Home or Rental Unit	9.9%	4.6%	4.5%	2.0%	1.0%
Undeveloped Campgrounds/Parks	7.8%	0.7%	1.5%	1.6%	0.4%

**17) What is the annual household income breakdown of visitors?**

Under \$50,000	22.2%	26.1%	22.2%	17.4%	N/A
\$50,000 - \$74,999	19.1%	14.0%	14.2%	24.7%	N/A
\$75,000 - \$99,999	12.6%	20.7%	26.5%	17.8%	N/A
\$100,000 - \$124,999	14.1%	19.6%	10.6%	15.6%	N/A
\$125,000 - \$149,000	17.5%	7.2%	9.2%	9.5%	N/A
\$150,000 or more	14.4%	12.5%	17.4%	15.0%	N/A

**18) What are the top five modes of travel to Nevada?**

Personal Auto	64.9%	74.0%	56.3%	N/A	N/A
Plane	25.4%	23.6%	25.4%	N/A	N/A
Rental Auto	21.9%	14.5%	19.9%	N/A	N/A
RV	12.5%	3.5%	17.1%	N/A	N/A
Train	10.6%	8.5%	14.1%	N/A	N/A

**19) What are the top five modes of travel within Nevada?**

Personal Auto	69.8%	74.6%	60.7%	N/A	N/A
Rental Auto	19.6%	18.6%	26.5%	N/A	N/A
RV	12.8%	5.3%	16.0%	N/A	N/A

Taxi	12.5%	12.7%	13.1%	N/A	N/A
Shared Economy (Uber, Lyft, etc.)	12.0%	7.3%	8.4%	N/A	N/A

## 20) What is the ethnicity breakdown of visitors?

Caucasian	75.2%	85.6%	88.3%	76.8%	72.8%
Hispanic	16.4%	12.8%	11.2%	9.1%	13.0%
Asian/Pacific Islander	12.1%	4.1%	4.6%	6.0%	15.2%
Other	6.7%	2.7%	4.3%	2.3%	5.4%
African American	6.0%	3.0%	2.1%	10.6%	4.4%
American Indian, Aleut Eskimo	0.0%	3.6%	0.8%	1.5%	1.1%
No Answer	0.0%	1.1%	0.0%	2.8%	1.1%

## 21) What is the age breakdown of visitors?

18-24	5.8%	10.5%	4.4%	6.3%	15.2%
25-34	23.0%	33.3%	25.3%	40.0%	30.4%
35-44	23.7%	27.8%	39.7%	21.2%	16.3%
45-54	24.7%	11.5%	13.4%	8.8%	10.9%
55-64	13.9%	10.2%	7.6%	13.1%	12.0%
65-74	8.9%	6.6%	9.6%	10.2%	13.0%
75+	0.0%	0.0%	0.0%	0.4%	2.2%

<b>Sample Size:</b>	<b>81**</b>	<b>80**</b>	<b>90**</b>	<b>143</b>	<b>127</b>
---------------------	-------------	-------------	-------------	------------	------------

\*Figures for 2019-2022 reflect overnight visitor spend per person per day, where the number of nights stayed has been converted into days by adding .75 to the number of nights. For instance, a respondent who reported staying 3 nights would be converted into staying 3.75 days. Data from prior years does not use this conversion method resulting in larger daily spending estimates.

\*\*Small sample size, exercise caution when using data.



O R E G O N

I D A H O

U T A H

C A L I F O R N I A

A R I Z O N A

## Nevada's Territories

- COWBOY COUNTRY
- INDIAN TERRITORY (ENTIRE STATE)
- LAS VEGAS TERRITORY
- NEVADA SILVER TRAILS
- PONY EXPRESS TERRITORY
- RENO-TAHOE TERRITORY

