

Nevada Territory Visitor Facts

COWBOY COUNTRY

2017-2021

NEVADA COMMISSION ON TOURISM

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TRAVELNEVADA.BIZ



QUESTION	2021	2020	2019	2018	2017
1) What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?	\$482	\$422	\$447	\$759	\$372
2) What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$187*	\$181*	\$214*	\$223	\$140
3) What is the average travel party size?	3.0	3.3	3.0	2.6	3.0
4) What is the average length (nights) per overnight trip?	3.4	2.7	3.5	4.3	3.0
5) What percentage of visits were day trips?	32.3%	47.1%	24.3%	23.9%	26.8%
6) What is the average rating of trip to Nevada - scale of 1 to 5?	4.2	4.4	4.4	4.2	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	4.3	N/A	N/A
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
Same day	15.5%	20.1%	6.1%	3.3%	7.9%
2-6 days	24.4%	21.8%	24.5%	20.7%	19.7%
1-3 weeks	32.9%	26.0%	15.5%	23.9%	19.7%
1-3 months	14.6%	20.8%	35.0%	28.3%	29.9%
4-6 months	10.1%	5.3%	13.2%	17.4%	16.5%
More than 6 months	2.4%	6.0%	5.6%	6.5%	6.3%
9) What was the primary source used to <u>inspire</u> travel to the destination?					
Own Experience in Nevada	27.0%	16.9%	N/A	N/A	N/A
Other Source	13.4%	7.6%	N/A	N/A	N/A
Friends/Relatives/Other Word of Mouth	10.3%	13.6%	N/A	N/A	N/A
Hotel Website	9.2%	2.5%	N/A	N/A	N/A
Travel Guide	5.4%	10.5%	N/A	N/A	N/A
10) What was the primary source used to <u>plan</u> travel to the destination?					
Own Experience in Nevada	26.3%	18.1%	N/A	N/A	N/A
Other Source	14.7%	10.3%	N/A	N/A	N/A
Friends/Relatives/Other Word of Mouth	11.4%	13.5%	N/A	N/A	N/A
Search Engine	10.0%	2.8%	N/A	N/A	N/A
Hotel Website	8.7%	6.3%	N/A	N/A	N/A

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

Own Experience in Nevada	22.2%	14.9%	N/A	N/A	N/A
Other Source	15.8%	10.5%	N/A	N/A	N/A
Hotel Website	11.8%	15.6%	N/A	N/A	N/A
Friends/Relatives/Other Word of Mouth	7.2%	9.6%	N/A	N/A	N/A
Travel Agent	6.2%	1.3%	N/A	N/A	N/A

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

Caino-Resorts	46.7%	32.4%	42.8%	51.1%	28.4%
Dining and Restaurants	39.1%	34.3%	33.1%	37.0%	20.5%
Historic Sites	29.6%	6.4%	N/A	N/A	N/A
Gaming, General	28.5%	18.1%	17.1%	22.8%	15.0%
Road Trip/Scenic Drive	26.6%	10.7%	N/A	N/A	N/A
Shopping-Malls & Outlets	24.1%	9.1%	N/A	N/A	N/A
Family/Friends Event/Reunion	23.7%	29.7%	9.5%	14.1%	3.9%
Landscape/Open Spaces	20.4%	4.1%	N/A	N/A	N/A
Visit Friends/Relatives	20.0%	20.3%	6.5%	20.7%	9.5%
Water Activities (boating, kayaking, canoeing, etc.)	19.0%	N/A	N/A	N/A	N/A

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

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

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

Visit Friends or Relatives	28.4%	19.9%	28.1%	26.1%	24.4%
Gaming	18.9%	10.9%	17.5%	14.1%	9.5%
Vacation	12.1%	27.1%	21.8%	20.7%	32.3%
Outdoor Recreation	7.6%	4.8%	8.0%	6.5%	4.7%
Other Pleasure Related	7.1%	6.8%	0.0%	2.2%	4.7%

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

Salt Lake City	32.0%	16.2%	15.0%	10.9%	11.8%
Los Angeles	9.4%	17.7%	16.5%	16.3%	18.1%
San Francisco-Oakland-San Jose	8.3%	0.0%	5.9%	9.8%	7.1%
Sacramento-Stockton-Modesto	8.3%	7.3%	10.5%	3.3%	3.9%
Reno	4.2%	3.3%	2.5%	2.2%	3.2%

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

Casino Hotel/Motel	72.6%	35.7%	39.9%	41.2%	54.6%
Non-Casino Hotel/Motel	15.5%	21.8%	16.9%	32.5%	14.0%
Vacation Home or Rental Unit	4.6%	4.5%	2.0%	1.0%	2.2%
Friends or Relatives Residence	3.4%	16.3%	27.3%	11.4%	16.6%
Developed Campgrounds/Parks or RV Parks	2.1%	12.4%	3.1%	3.8%	0.7%

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

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

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

Personal Auto	74.0%	56.3%	N/A	N/A	N/A
Plane	23.6%	25.4%	N/A	N/A	N/A
Rental Auto	14.5%	19.9%	N/A	N/A	N/A
Motorcycle	8.6%	6.5%	N/A	N/A	N/A
Train	8.5%	14.1%	N/A	N/A	N/A

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

Personal Auto	74.6%	60.7%	N/A	N/A	N/A
Rental Auto	18.6%	26.5%	N/A	N/A	N/A
Taxi	12.7%	13.1%	N/A	N/A	N/A
Bus	10.7%	13.6%	N/A	N/A	N/A
Hotel/Motel Shuttle	9.9%	11.4%	N/A	N/A	N/A

20) What is the ethnicity breakdown of visitors?

Caucasian	85.6%	88.3%	76.8%	72.8%	78.7%
Hispanic	12.8%	11.2%	9.1%	13.0%	13.4%
Asian/Pacific Islander	4.1%	4.6%	6.0%	15.2%	8.7%
American Indian, Aleut Eskimo	3.6%	0.8%	1.5%	1.1%	2.4%
African American	3.0%	2.1%	10.6%	4.4%	6.3%
Other	2.7%	4.3%	2.3%	5.4%	3.9%
No Answer	1.1%	0.0%	2.8%	1.1%	0.0%

21) What is the age breakdown of visitors?

18-24	10.5%	4.4%	6.3%	15.2%	8.7%
25-34	33.3%	25.3%	40.0%	30.4%	32.3%
35-44	27.8%	39.7%	21.2%	16.3%	20.5%
45-54	11.5%	13.4%	8.8%	10.9%	11.8%
55-64	10.2%	7.6%	13.1%	12.0%	20.5%
65-74	6.6%	9.6%	10.2%	13.0%	4.7%
75+	0.0%	0.0%	0.4%	2.2%	1.6%

Initial Sample Sizes:**80****90****143****92****127**

**Figures for 2019, 2020 and 2021 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.*

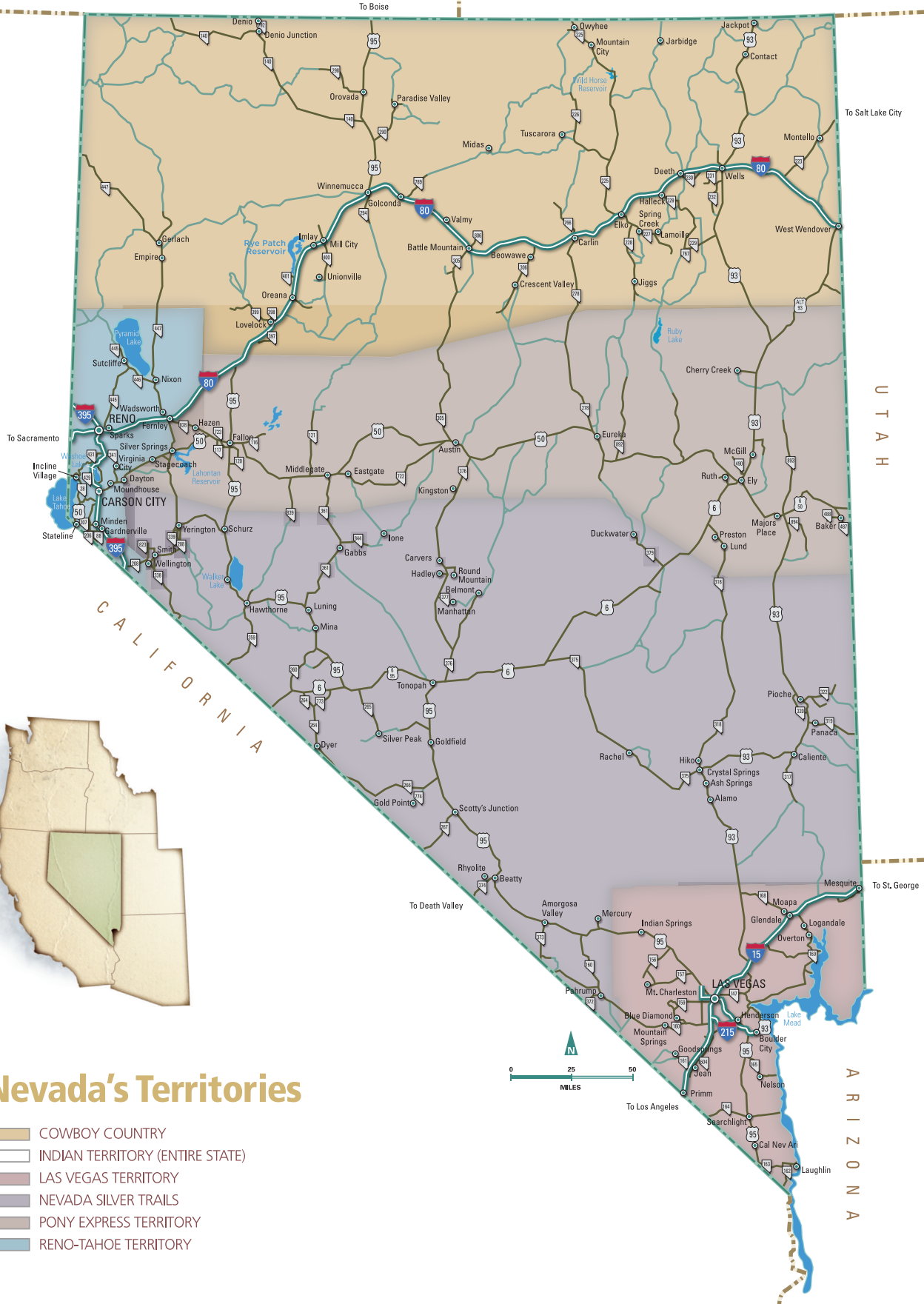
O R E G O N

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