



Nevada Territory Visitor Facts

LAS VEGAS

2017-2021

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INDUSTRY PARTNERS

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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?	\$694	\$613	\$693	\$666	\$662
2	What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$163*	\$145*	\$166*	\$198	\$190
3	What is the average travel party size?	2.8	2.9	2.8	2.6	2.7
4	What is the average length (nights) per overnight trip?	3.6	3.9	3.7	3.9	3.8
5	What percentage of visits were day trips?	8.5%	17.4%	12.5%	9.8%	9.5%
6	What is the average rating of trip to Nevada - scale of 1 to 5?	4.2	4.1	4.2	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	4.2	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	3.7%	4.8%	4.1%	2.9%	1.6%
	2-6 days	9.5%	15.9%	12.0%	9.6%	11.1%
	1-3 weeks	24.8%	26.5%	19.3%	18.3%	19.8%
	1-3 months	40.6%	35.4%	38.0%	42.4%	41.5%
	4-6 months	12.0%	11.0%	15.3%	16.2%	15.3%
	More than 6 months	9.5%	6.4%	11.3%	10.7%	10.8%
9)	What was the primary source used to <u>inspire</u> travel to the destination?					
	Own Experience in Nevada	25.4%	28.3%	N/A	N/A	N/A
	Other Source	17.8%	15.9%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	15.8%	16.4%	N/A	N/A	N/A
	Hotel Website	9.6%	7.2%	N/A	N/A	N/A
	Search Engine	6.4%	5.5%	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	20.8%	22.1%	N/A	N/A	N/A
	Other Source	16.9%	12.8%	N/A	N/A	N/A
	Hotel Website	13.0%	11.1%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	11.6%	11.3%	N/A	N/A	N/A
	Search Engine	10.0%	6.7%	N/A	N/A	N/A

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

Hotel Website	23.1%	19.4%	N/A	N/A	N/A
Other Source	19.1%	16.4%	N/A	N/A	N/A
Own Experience in Nevada	14.2%	15.1%	N/A	N/A	N/A
Online Travel Agent (i.e. Expedia, Orbitz, etc.)	13.3%	13.8%	N/A	N/A	N/A
Other Websites	7.3%	3.9%	N/A	N/A	N/A

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

Casino-Resorts	64.8%	53.7%	59.2%	52.2%	50.0%
Dining and Restaurants	62.2%	52.8%	49.1%	43.3%	41.5%
Gaming, General	33.3%	30.3%	29.6%	33.1%	32.7%
Shopping-Malls & Outlets	27.1%	25.9%	N/A	N/A	N/A
Family/Friends Event/Reunion	19.2%	16.8%	11.0%	8.4%	5.6%
Visit Friends/Relatives	12.4%	11.3%	10.7%	10.7%	10.3%
Live Performance	10.6%	8.8%	15.4%	26.2%	29.3%
Road Trip/Scenic Drive	10.4%	13.0%	N/A	N/A	N/A
Historic Sites	8.8%	9.7%	N/A	N/A	N/A
Parks/Recreation Areas: National or State	8.6%	10.9%	6.8%	8.3%	7.4%

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

Not At All Likely	3.0%	2.3%	3.0%	N/A	N/A
Not Very Likely	5.6%	4.0%	4.9%	N/A	N/A
Somewhat Likely	18.6%	15.6%	15.5%	N/A	N/A
Very Likely	31.0%	24.2%	24.4%	N/A	N/A
Extremely Likely	41.8%	54.0%	52.2%	N/A	N/A

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

Vacation	30.0%	31.7%	29.1%	27.9%	31.3%
Visit Friends/Relatives	22.8%	22.1%	22.3%	19.1%	18.2%
Gaming	12.5%	14.5%	14.9%	16.4%	16.0%
Entertainment	9.9%	6.6%	12.9%	11.8%	13.0%
Road Trip	3.6%	4.4%	N/A	N/A	N/A

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

Los Angeles	27.8%	24.1%	24.8%	20.3%	25.0%
Phoenix (Prescott)	6.2%	9.1%	6.2%	6.3%	5.3%
San Francisco-Oakland-San Jose	5.1%	4.2%	3.9%	3.9%	4.0%
Las Vegas	4.4%	5.3%	3.9%	5.7%	6.6%
Salt Lake City	4.2%	6.5%	6.7%	5.3%	4.6%

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

Casino Hotel/Motel	68.1%	57.8%	66.3%	66.3%	62.8%
Friends or Relatives Residence	13.3%	13.7%	13.3%	10.9%	10.8%
Non-Casino Hotel/Motel	7.4%	10.2%	10.7%	9.8%	9.7%
Condo/Time Share	6.5%	7.7%	4.1%	5.6%	6.4%
Vacation Home or Rental Unit	2.2%	4.6%	2.7%	4.0%	6.8%

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

Under \$50,000	18.8%	19.8%	18.4%	N/A	N/A
\$50,000 - \$74,999	22.5%	20.5%	23.9%	N/A	N/A
\$75,000 - \$99,999	20.9%	24.1%	18.3%	N/A	N/A
\$100,000 - \$124,999	14.7%	12.6%	17.1%	N/A	N/A
\$125,000 - \$149,000	7.4%	9.4%	9.5%	N/A	N/A
\$150,000 or more	15.7%	13.5%	12.8%	N/A	N/A

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

Personal Auto	50.2%	56.7%	N/A	N/A	N/A
Plane	44.9%	37.5%	N/A	N/A	N/A
Rental Auto	8.5%	9.1%	N/A	N/A	N/A
Bus	2.3%	3.9%	N/A	N/A	N/A
Other	1.7%	1.2%	N/A	N/A	N/A

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

Personal Auto	50.4%	57.0%	N/A	N/A	N/A
Shared Economy (Uber, Lyft, etc.)	24.3%	17.9%	N/A	N/A	N/A
Rental Auto	19.0%	22.2%	N/A	N/A	N/A
Taxi	10.9%	8.6%	N/A	N/A	N/A
Bus	4.7%	5.5%	N/A	N/A	N/A

20) What is the ethnicity breakdown of visitors?

Caucasian	67.0%	74.7%	71.6%	76.7%	77.7%
Asian/Pacific Islander	16.6%	11.7%	11.9%	12.5%	12.9%
Hispanic	15.6%	13.2%	14.0%	9.5%	8.7%
African-American	7.3%	6.9%	9.3%	5.1%	4.7%
Other	7.1%	5.3%	4.5%	4.5%	3.6%
American Indian, Aleut Eskimo	1.3%	1.4%	1.9%	1.0%	0.8%
No Answer	0.8%	0.0%	0.8%	0.2%	0.4%

21) What is the age breakdown of visitors?

18-24	7.2%	6.8%	7.0%	7.0%	5.3%
25-34	27.2%	22.5%	23.5%	21.2%	21.6%
35-44	22.6%	21.3%	20.2%	17.6%	19.3%
45-54	13.5%	13.9%	17.2%	16.0%	16.6%
55-64	16.1%	24.5%	16.2%	18.5%	18.8%
65-74	11.0%	10.2%	13.5%	15.2%	14.8%
75+	2.4%	0.8%	2.4%	4.5%	3.6%

Initial Sample Sizes:**975****504****1065****995****1058**

**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.*

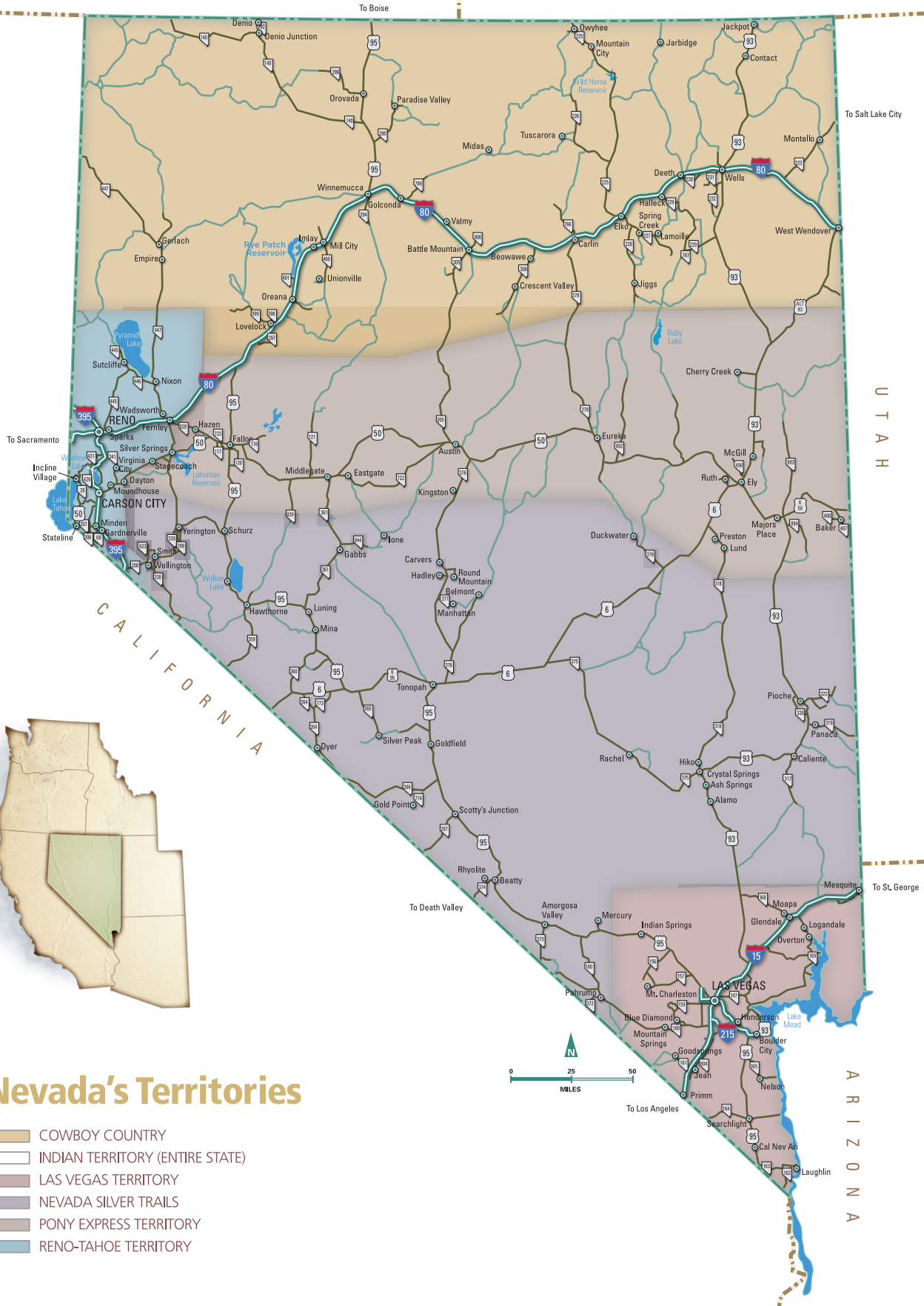
O R E G O N

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