LAS VEGAS

NEVADA TERRITORY VISITOR FACTS
2018 –2022

TRAVEL
NEVADA
INDUSTRY PARTNERS

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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.
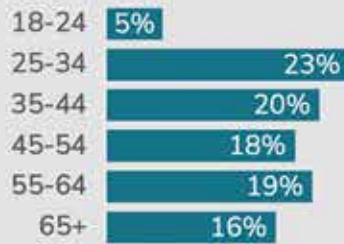
WEIGHTING

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.

VISITOR SNAPSHOT

Age
- 18-24: 5%
- 25-34: 23%
- 35-44: 20%
- 45-54: 18%
- 55-64: 19%
- 65+: 16%

Annual Household Income
- Less than $50,000: 20%
- $50,000-$74,999: 17%
- $75,000-$99,999: 19%
- $100,000-$149,999: 22%
- $150,000 or more: 22%

Ethnicity
- Caucasian: 71%
- Asian/Pacific Islander: 15%
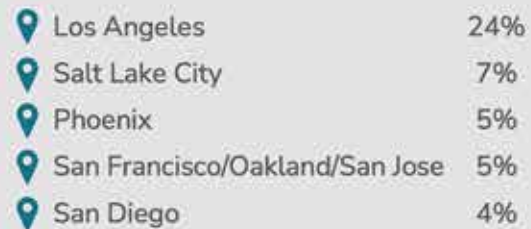- Hispanic: 15%
- African-American: 7%
- Other: 6%

Day Trips
- 8%

Top Origin Markets
Los Angeles	24%
Salt Lake City	7%
Phoenix	5%
San Francisco/Oakland/San Jose	5%
San Diego	4%
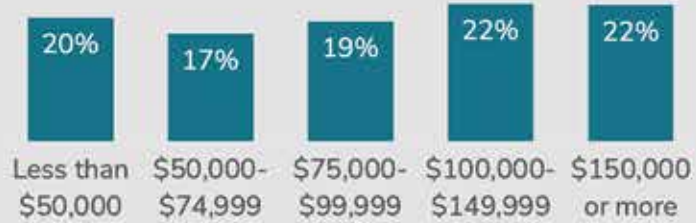
Top Primary Purposes of Nevada Trip
1. Vacation – 27%
2. Visit friends and/or relatives – 19%
3. Entertainment – 13%
4. Gaming – 13%
5. Special event/festival – 5%

Top Travel Modes to Nevada
- 52% Plane
- 7% Rental car
- 43% Personal auto
- 2% Bus

Average Nevada Trip Rating
★★★★☆ 4.2

Average Likelihood to Return
★★★★☆ 4.1

Advance Decision for Nevada Trip
- <1 Wk.: 10%
- 1-3 Wks.: 19%
- 1-3 Mos.: 42%
- 4-6 Mos.: 17%
- 6+ Mos.: 12%

Average Trip Length
3.7 nights on overnight trip

Average Party Size
2.7 persons in travel party

Average Nevada Trip Spend
$816 per overnight visitor

Notes: percentages have been rounded; for detailed figures, see tables in following pages.
Sample size (n=858)

QUESTION		2022	2021	2020	2019	2018
1)	**What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?**	$816	$694	$613	$693	$666
2)	**What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?**	$195*	$163*	$145*	$166*	$198
3)	**What is the average travel party size?**	2.7	2.8	2.9	2.8	2.6
4)	**What is the average length (nights) per overnight trip?**	3.7	3.6	3.9	3.7	3.9
5)	**What percentage of visits were day trips?**	8.3%	8.5%	17.4%	12.5%	9.8%
6)	**What is the average rating of trip to Nevada - scale of 1 to 5?**	4.2	4.2	4.1	4.2	4.2
7)	**What is the likelihood of returning to Nevada within the next two years - scale of 1 to 5?**	4.1	4.2	4.2	4.2	N/A
8)	**What is the breakdown of advanced planning to make the decision to take a trip to this destination?**					
	Same day	2.3%	3.7%	4.8%	4.1%	2.9%
	2-6 days	8.1%	9.5%	15.9%	12.0%	9.6%
	1-3 weeks	18.7%	24.8%	26.5%	19.3%	18.3%
	1-3 months	41.7%	40.6%	35.4%	38.0%	42.4%
	4-6 months	17.1%	12.0%	11.0%	15.3%	16.2%
	More than 6 months	12.1%	9.5%	6.4%	11.3%	10.7%
9)	**What was the primary source used to <u>inspire</u> travel to the destination?**					
	Own Experience in Nevada	21.2%	25.4%	28.3%	N/A	N/A
	Other Source	18.3%	17.8%	15.9%	N/A	N/A
	Friends/Relatives/Other Word of Mouth	16.6%	15.8%	16.4%	N/A	N/A
	Hotel Website	10.1%	9.6%	7.2%	N/A	N/A
	Search Engine	6.2%	6.4%	5.5%	N/A	N/A
10)	**What was the primary source used to <u>plan</u> travel to the destination?**					
	Own Experience in Nevada	20.6%	20.8%	22.1%	N/A	N/A
	Other Source	16.4%	16.9%	12.8%	N/A	N/A
	Hotel Website	14.8%	13.0%	11.1%	N/A	N/A
	Friends/Relatives/Other Word of Mouth	13.0%	11.6%	11.3%	N/A	N/A
	Online Travel Agent (i.e. Expedia, Orbitz, etc.)	8.5%	8.8%	7.5%	N/A	N/A

11) What was the primary source used to <u>book</u> travel to the destination?

Hotel Website	24.2%	23.1%	19.4%	N/A	N/A
Other Source	16.0%	19.1%	16.4%	N/A	N/A
Online Travel Agent (i.e. Expedia, Orbitz, etc.)	12.7%	13.3%	13.8%	N/A	N/A
Own Experience in Nevada	12.6%	14.2%	15.1%	N/A	N/A
Other Websites	10.9%	7.3%	3.9%	N/A	N/A

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

Dining and Restaurants	67.6%	62.2%	52.8%	49.1%	43.3%
Casino-Resorts	65.2%	64.8%	53.7%	59.2%	52.2%
Gaming, General	38.0%	33.3%	30.3%	29.6%	33.1%
Shopping Malls & Outlets	24.7%	27.1%	25.9%	N/A	N/A
Live Performance	21.0%	10.6%	8.8%	15.4%	26.2%
Family/Friends Event/Reunion	17.4%	19.2%	16.8%	11.0%	8.4%
Visit Friends/Relatives	14.4%	12.4%	11.3%	10.7%	10.7%
Road Trip/Scenic Drive	12.8%	10.4%	13.0%	N/A	N/A
Museums	10.8%	6.4%	9.8%	5.3%	6.9%
Historic Sites	9.7%	8.8%	9.7%	N/A	N/A

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

Not At All Likely	1.5%	3.0%	2.0%	2.8%	N/A
Not Very Likely	6.8%	5.6%	4.9%	5.6%	N/A
Somewhat Likely	22.9%	18.6%	24.0%	18.0%	N/A
Very Likely	28.5%	31.0%	28.8%	32.4%	N/A
Extremely Likely	40.2%	41.8%	40.4%	41.1%	N/A

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

Vacation	27.2%	30.0%	31.7%	29.1%	27.9%
Visit Friends/Relatives	19.1%	22.8%	22.1%	22.3%	19.1%
Entertainment	13.4%	9.9%	6.6%	12.9%	11.8%
Gaming	13.4%	12.5%	14.5%	14.9%	16.4%
Special Event/Festival	4.7%	2.2%	0.7%	3.9%	3.2%

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

Los Angeles	24.3%	27.8%	24.1%	24.8%	20.3%
Salt Lake City	6.7%	4.2%	6.5%	6.7%	5.3%
Phoenix (Prescott)	5.2%	6.2%	9.1%	6.2%	6.3%
San Francisco–Oakland–San Jose	5.2%	5.1%	4.2%	3.9%	3.9%
San Diego	4.5%	3.0%	3.1%	4.4%	2.5%

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

Casino Hotel/Motel	64.0%	68.1%	57.8%	66.3%	66.3%
Friends or Relatives Residence	13.5%	13.3%	13.7%	13.3%	10.9%
Condo/Time Share	9.7%	6.5%	7.7%	4.1%	5.6%
Non-Casino Hotel/Motel	5.4%	7.4%	10.2%	10.7%	9.8%
Sharing Economy	3.5%	1.0%	1.6%	0.8%	N/A

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

Under $50,000	19.8%	18.8%	19.8%	18.4%	N/A
$50,000 - $74,999	17.3%	22.5%	20.5%	23.9%	N/A
$75,000 - $99,999	19.2%	20.9%	24.1%	18.3%	N/A
$100,000 - $124,999	13.3%	14.7%	12.6%	17.1%	N/A
$125,000 - $149,000	8.7%	7.4%	9.4%	9.5%	N/A
$150,000 or more	21.8%	15.7%	13.5%	12.8%	N/A

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

Plane	52.3%	44.9%	37.5%	N/A	N/A
Personal Auto	43.3%	50.2%	56.7%	N/A	N/A
Rental Auto	7.3%	8.5%	9.1%	N/A	N/A
Bus	2.3%	2.3%	3.9%	N/A	N/A
Other	1.7%	1.7%	1.2%	N/A	N/A

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

Personal Auto	42.8%	50.4%	57.0%	N/A	N/A
Shared Economy (Uber, Lyft, etc.)	30.4%	24.3%	17.9%	N/A	N/A
Rental Auto	19.4%	19.0%	22.2%	N/A	N/A

Taxi	16.3%	10.9%	8.6%	N/A	N/A
Bus	7.2%	4.7%	5.5%	N/A	N/A

20) What is the ethnicity breakdown of visitors?

Caucasian	70.7%	67.0%	74.7%	71.6%	76.7%
Asian/Pacific Islander	15.4%	16.6%	11.7%	11.9%	12.5%
Hispanic	14.5%	15.6%	13.2%	14.0%	9.5%
African American	7.2%	7.3%	6.9%	9.3%	5.1%
Other	4.9%	7.1%	5.3%	4.5%	4.5%
American Indian, Aleut Eskimo	1.3%	1.3%	1.4%	1.9%	1.0%
No Answer	0.0%	0.8%	0.0%	0.8%	0.2%

21) What is the age breakdown of visitors?

18-24	5.3%	7.2%	6.8%	7.0%	7.0%
25-34	22.5%	27.2%	22.5%	23.5%	21.2%
35-44	19.8%	22.6%	21.3%	20.2%	17.6%
45-54	17.5%	13.5%	13.9%	17.2%	16.0%
55-64	19.1%	16.1%	24.5%	16.2%	18.5%
65-74	13.3%	11.0%	10.2%	13.5%	15.2%
75+	2.5%	2.4%	0.8%	2.4%	4.5%
Sample Size:	*858*	*975*	*504*	*1065*	*995*

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.

OREGON   IDAHO

UTAH

CALIFORNIA

ARIZONA

To Boise
To Salt Lake City
To Sacramento
To Death Valley
To St. George
To Los Angeles

Nevada's Territories

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

0   25   50
MILES

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