



Nevada Territory Visitor Facts

NEVADA SILVER TRAILS

2017-2021

NEVADA 
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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?	\$608	\$541	\$575	\$655	\$427
2)	What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	128*	\$161*	\$133*	\$166	\$143
3)	What is the average travel party size?	3.1	3.3	3.1	2.7	3.1
4)	What is the average length (nights) per overnight trip?	5.2	3.9	3.7	3.9	4.2
5)	What percentage of visits were day trips?	31.8%	42.7%	33.6%	27.8%	30.2%
6)	What is the average rating of trip to Nevada - scale of 1 to 5?	4.3	4.4	4.4	4.2	4.4
7)	What is the likelihood of returning to Nevada within the next two years - scale of 1 to 5?	4.3	4.4	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	13.4%	17.2%	15.0%	7.0%	6.6%
	2-6 days	22.4%	31.5%	27.1%	18.3%	23.5%
	1-3 weeks	24.3%	17.0%	16.0%	26.1%	16.9%
	1-3 months	21.6%	19.7%	20.7%	31.3%	30.2%
	4-6 months	10.6%	9.4%	14.3%	11.3%	13.2%
	More than 6 months	7.8%	5.2%	6.9%	6.1%	9.6%
9)	What was the primary source used to <u>inspire</u> travel to the destination?					
	Own Experience in Nevada	16.4%	10.8%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	14.5%	9.7%	N/A	N/A	N/A
	Other Source	10.1%	5.2%	N/A	N/A	N/A
	Search Engine	9.5%	9.0%	N/A	N/A	N/A
	Hotel Website	6.9%	2.7%	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	15.6%	13.3%	N/A	N/A	N/A
	Other Source	14.8%	5.1%	N/A	N/A	N/A
	Search Engine	12.1%	8.8%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	11.6%	9.5%	N/A	N/A	N/A
	Instagram	5.9%	3.3%	N/A	N/A	N/A

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

Other Source	16.1%	12.7%	N/A	N/A	N/A
Hotel Website	14.3%	13.0%	N/A	N/A	N/A
Own Experience in Nevada	9.3%	6.5%	N/A	N/A	N/A
Facebook	6.5%	2.0%	N/A	N/A	N/A
Online Travel Agent (Expedia, Orbitz, etc.)	6.5%	11.2%	N/A	N/A	N/A

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

Casinos-Resorts	44.7%	33.5%	43.3%	39.1%	27.2%
Dining and Restaurants	42.6%	33.5%	39.1%	32.2%	34.6%
Road Trip/Scenic Drive	32.7%	16.3%	N/A	N/A	N/A
Historic Sites	25.8%	31.6%	N/A	N/A	N/A
Gaming, General	25.1%	22.9%	13.8%	20.0%	19.1%
Parks/Recreation Areas: National or State	24.5%	13.6%	17.5%	14.8%	15.4%
Shopping-Malls & Outlets	22.9%	23.9%	N/A	N/A	N/A
Lakes/Reservoirs	21.9%	24.0%	11.8%	17.4%	6.6%
Hiking	20.9%	11.2%	12.0%	13.9%	11.8%
Photography	19.9%	21.2%	13.7%	13.9%	8.8%

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

Not At All Likely	1.7%	1.3%	0.0%	N/A	N/A
Not Very Likely	4.6%	5.7%	1.8%	N/A	N/A
Somewhat Likely	20.3%	13.8%	15.6%	N/A	N/A
Very Likely	29.9%	30.7%	29.3%	N/A	N/A
Extremely Likely	43.5%	48.5%	53.4%	N/A	N/A

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

Visit Friends or Relatives	27.0%	27.2%	41.2%	26.1%	29.4%
Vacation	19.3%	25.5%	25.4%	29.6%	32.4%
Entertainment	11.6%	13.6%	6.9%	10.4%	11.8%
Outdoor Recreation	10.4%	4.1%	8.3%	5.2%	6.6%
Road Trip	7.8%	9.0%	N/A	N/A	N/A

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

Los Angeles	26.6%	18.4%	20.8%	17.4%	20.6%
Las Vegas	10.2%	14.4%	11.1%	13.0%	17.7%
New York	7.2%	6.1%	4.5%	6.1%	2.2%
San Francisco-Oakland-San Jose	6.0%	5.4%	3.1%	4.4%	2.9%
Monterey-Salinas	4.2%	0.0%	0.8%	0.9%	0.7%

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

Casino Hotel/Motel	44.1%	46.3%	44.0%	48.4%	38.4%
Other Accommodations	26.4%	14.8%	0.9%	1.9%	1.6%
Non-Casino Hotel/Motel	14.4%	7.1%	15.4%	16.0%	12.8%
Friends or Relatives Residence	4.0%	12.5%	28.3%	20.2%	25.3%
Vacation Home or Rental Unit	3.7%	5.1%	0.6%	2.9%	1.0%

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

Under \$50,000	26.6%	13.9%	15.2%	N/A	N/A
\$50,000 - \$74,999	10.8%	26.1%	33.5%	N/A	N/A
\$75,000 - \$99,999	22.8%	22.5%	19.9%	N/A	N/A
\$100,000 - \$124,999	15.4%	14.6%	10.4%	N/A	N/A
\$125,000 - \$149,000	12.9%	9.2%	11.5%	N/A	N/A
\$150,000 or more	11.6%	13.7%	9.6%	N/A	N/A

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

Personal Auto	61.9%	52.2%	N/A	N/A	N/A
Plane	32.6%	35.5%	N/A	N/A	N/A
Rental Auto	15.4%	25.8%	N/A	N/A	N/A
Train	8.4%	13.6%	N/A	N/A	N/A
Motorcycle	7.4%	9.8%	N/A	N/A	N/A

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

Personal Auto	63.8%	60.5%	N/A	N/A	N/A
Rental Auto	29.5%	37.2%	N/A	N/A	N/A
Taxi	13.5%	10.2%	N/A	N/A	N/A
Bus	13.1%	12.8%	N/A	N/A	N/A
Hotel/Motel Shuttle	9.5%	12.4%	N/A	N/A	N/A

20) What is the ethnicity breakdown of visitors?

Caucasian	77.0%	87.3%	72.7%	67.8%	77.9%
Hispanic	15.3%	12.3%	19.7%	16.5%	15.4%
Other	10.7%	4.6%	7.5%	13.9%	7.4%
Asian/Pacific Islander	5.6%	5.4%	11.4%	8.7%	5.9%
African-American	4.3%	2.4%	4.7%	8.7%	5.2%
American Indian, Aleut Eskimo	1.7%	0.0%	1.4%	0.9%	2.9%
No Answer	0.8%	0.0%	2.3%	0.0%	0.7%

21) What is the age breakdown of visitors?

18-24	8.9%	7.6%	9.7%	10.4%	7.4%
25-34	32.9%	30.0%	33.2%	27.8%	30.9%
35-44	21.4%	39.4%	22.9%	17.4%	21.3%
45-54	11.6%	6.5%	16.1%	11.3%	14.0%
55-64	17.1%	11.4%	9.3%	19.1%	14.0%
65-74	5.3%	3.9%	7.0%	12.2%	8.1%
75+	2.9%	1.2%	1.8%	1.7%	4.4%

Initial Sample Sizes:**90****101****186****115****136**

**Figures for 2019 and 2020 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.*

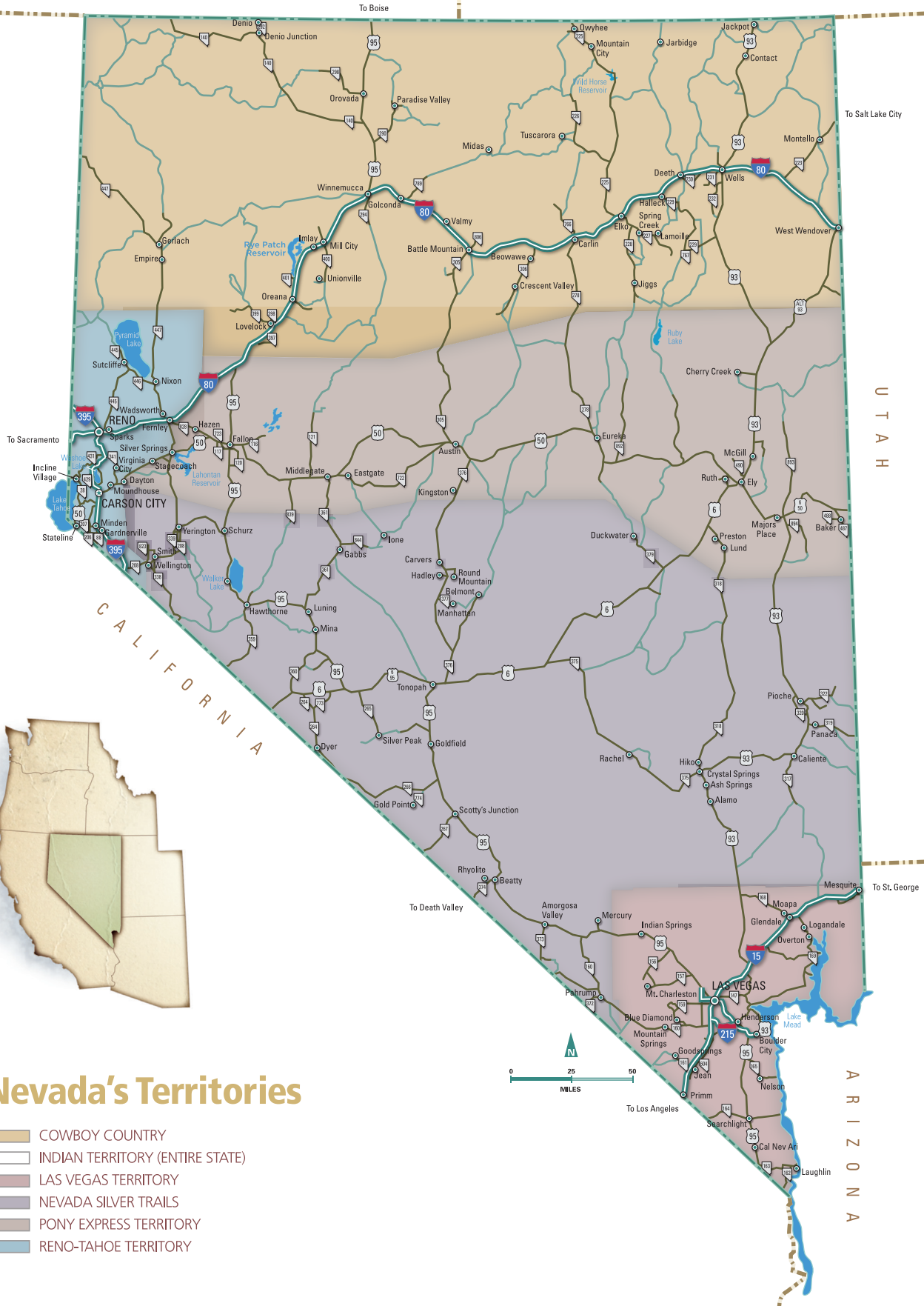
O R E G O N

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