SILVER TRAILS

VISITOR PROFILE

2021 – 2024

NEVADA COMMISSION ON TOURISM

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METHODOLOGY OVERVIEW

The 2024 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. It should be noted that respondents can be marked as visitors to multiple territories. For example, a respondent who noted travel to Las Vegas and Tonopah would be marked as a visitor to both the Las Vegas and Nevada Silver Trails territories.

It should also be noted that, to enhance sample sizes, profiles for Nevada's three rural territories are based on two-year aggregated data. For example, columns labeled "2024/2023" reflect combined responses from calendar years 2023 and 2024, representing a two-year aggregate for these territories.
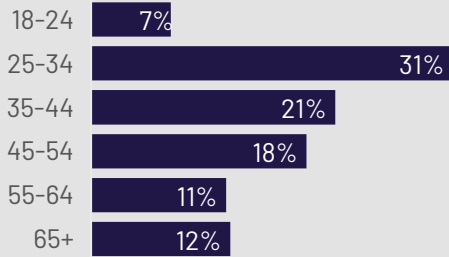
METHODOLOGICAL NOTE

Q16 in each territory profile outlines the proportion of visitor nights spent in various property types. Across territories, the percentage of nights attributed to "casino hotel/motel" accommodations declined by seemingly wide margins from the previous year.

This proportion is derived by dividing the average number of nights spent in a specific accommodation type by the average length of stay among overnight visitors. Because the output is calculation-based, even small changes in the input metrics can lead to seemingly significant shifts in the resulting percentage.

For example, statewide data shows that in 2023, the average length of stay among overnight visitors was 3.46 nights, with 2.31 nights attributed to casino hotel/motel stays—yielding a proportion of 66.8%. In 2024, although the average length of stay increased to 3.84 nights, the average attributed to casino hotel/motel stays declined slightly to 2.17 nights, resulting in a lower proportion of 56.5%.

It's worth noting that territories with smaller sample sizes are more susceptible to year-to-year fluctuations. Additionally, while not explicitly stated in the profiles, the overall percentage of travelers who reported staying at a casino hotel/motel at any point during their trip remained relatively stable in 2024.

Age

Age	%
18-24	7%
25-34	31%
35-44	21%
45-54	18%
55-64	11%
65+	12%

Annual Household Income

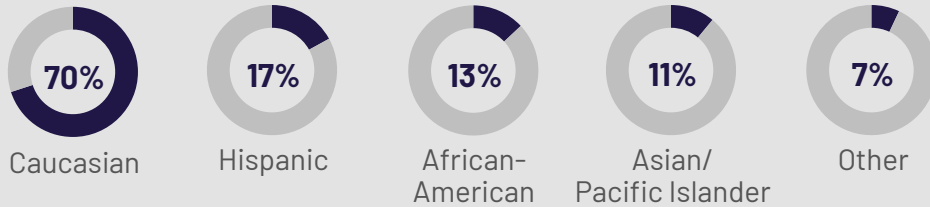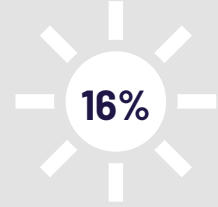| Income	%
Less than $50,000	19%
$50,000-$74,999	20%
$75,000-$99,999	13%
$100,000-$149,999	31%
$150,000 or more	17%

Ethnicity

- **70%** Caucasian
- **17%** Hispanic
- **13%** African-American
- **11%** Asian/Pacific Islander
- **7%** Other

Day Trips

16%
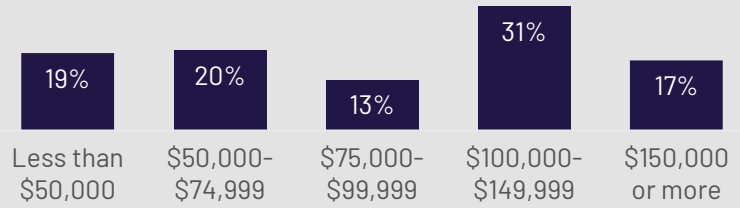
VISITOR SNAPSHOT

Top Origin Markets

Market	%
Los Angeles	17%
San Francisco/Oakland/San Jose	6%
Sacramento/Stockton/Modesto	6%
Las Vegas	5%
Reno	4%
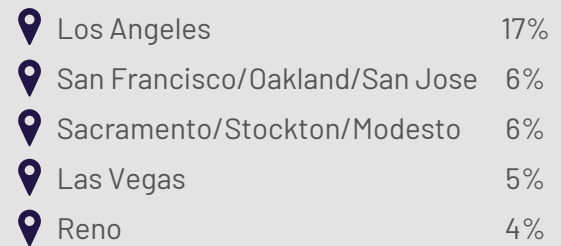
Top Primary Purposes of Nevada Trip

1. Vacation – 26%
2. Visit friends and/or relatives – 25%
3. Road Trip – 11%
4. Entertainment – 11%
5. Outdoor recreation – 6%

Top Travel Modes to Nevada

- **57%** Personal auto
- **19%** Rental car
- **32%** Plane
- **7%** Train
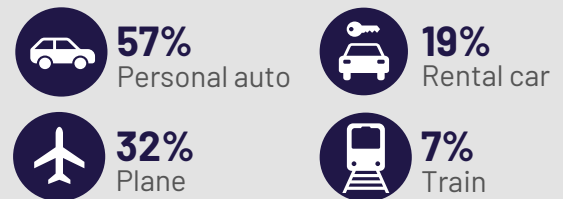
Advance Decision for Nevada Trip

Period	%
<1 Wk.	27%
1-3 Wks.	22%
1-3 Mos.	28%
4-6 Mos.	14%
6+ Mos.	9%
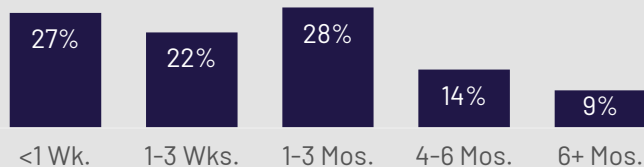
Average Nevada Trip Rating

★★★★½ 4.3

Average Likelihood to Return

★★★★☆ 4.0

Average Trip Length
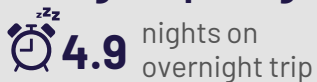
4.9 nights on overnight trip

Average Party Size

3.5 persons in travel party

Average Nevada Trip Spend

$634 per overnight visitor

Notes: Percentages have been rounded; for detailed figures, see tables in territory profile below
Sample size (n=121)

CALENDAR YEAR 2023/24
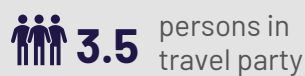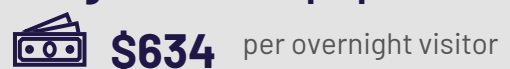
Nevada Silver Trails Territory	2024/23	2023/22	2022/21	2021/20
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	$634	$643	$605	$577
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor	$156	$186	$157	$165
3) Average Travel Party Size	3.47	3.17	3.06	3.22
4) Average Length (Nights) per Overnight Trip	4.87	3.62	4.49	4.59
5) Percentage of Visits That Were Day Trips	16.4%	26.3%	29.9%	37.5%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.34	4.34	4.37	4.33
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.05	4.08	4.24	4.37
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?				
same day	8.0%	5.9%	8.1%	15.4%
2 - 6 days	18.9%	18.9%	21.0%	27.2%
1 - 3 weeks	22.4%	31.8%	29.5%	20.4%
1 - 3 months	28.2%	17.8%	18.5%	20.6%
4 - 6 months	13.7%	15.4%	12.8%	10.0%
more than 6 months	8.8%	10.3%	10.1%	6.4%
9) Primary Source Used to Inspire Travel to the Destination				
own experience in nevada	23.8%	18.5%	13.6%	13.5%
friends/relatives/other word of mouth	9.5%	13.3%	15.5%	12.0%
hotel website	8.3%	6.7%	7.0%	4.7%
other source	8.0%	7.8%	9.6%	7.5%
search engine	6.6%	8.2%	9.5%	9.3%
10) Primary Source Used to Plan Travel to the Destination				
own experience in nevada	23.1%	20.1%	14.2%	14.4%
friends/relatives/other word of mouth	12.2%	11.1%	11.3%	10.5%
other source	10.0%	8.5%	12.2%	9.7%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	8.0%	4.5%	5.0%	7.0%
search engine	6.6%	11.9%	15.2%	10.4%
11) Primary Source Used to Book Travel to the Destination				
own experience in nevada	20.5%	21.6%	12.2%	7.8%
hotel website	14.7%	12.1%	13.1%	13.6%

Nevada Silver Trails Territory	2024/23	2023/22	2022/21	2021/20
other source	12.0%	11.6%	14.0%	14.3%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	8.8%	7.9%	8.1%	8.9%
travel review site (e.g., yelp, etc.)	6.5%	6.2%	2.4%	4.0%
12) Top Nevada Activities and Attractions Experienced (Entire Trip)				
casino-resorts	50.3%	45.3%	43.0%	38.8%
dining and restaurants	49.4%	49.3%	46.4%	37.8%
road trip/scenic drive	32.9%	36.1%	35.2%	24.0%
parks/recreation areas	32.4%	34.6%	27.6%	18.7%
family/friends event/reunion	31.3%	28.6%	19.7%	19.8%
gaming	28.9%	27.9%	24.9%	23.9%
ghost towns	25.7%	17.1%	16.9%	18.4%
shopping-malls & outlets	24.5%	18.7%	19.9%	23.4%
historic sites	23.2%	26.0%	28.4%	28.9%
hiking	20.8%	22.1%	22.3%	15.8%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family				
not at all likely	3.9%	1.8%	1.3%	1.8%
not very likely	1.9%	1.6%	3.1%	5.2%
somewhat likely	16.8%	23.1%	17.2%	13.4%
very likely	23.9%	23.7%	27.2%	29.2%
extremely likely	53.5%	49.9%	51.2%	50.4%
14) Top Five Primary Purposes for the Trip to Nevada				
vacation	25.5%	23.5%	21.6%	22.5%
visit friends or relatives	24.6%	21.6%	22.9%	27.1%
road trip	10.7%	12.7%	9.4%	8.4%
entertainment	10.6%	12.4%	12.2%	12.7%
outdoor recreation	5.9%	6.1%	8.5%	7.0%
15) Top Five Metropolitan Areas of Origin				
los angeles	17.1%	17.0%	22.3%	22.3%
san francisco-oakland-san jose	6.0%	6.4%	6.2%	5.7%
sacramento-stockton-modesto	5.6%	1.5%	0.4%	2.3%

Nevada Silver Trails Territory	2024/23	2023/22	2022/21	2021/20
las vegas	4.7%	6.4%	10.0%	12.4%
reno	4.2%	1.4%	2.2%	2.3%
16) Top Five Places Visitors Are Staying (Entire Trip)				
casino hotel/motel	37.3%	44.8%	42.1%	45.6%
friends or relatives residence	30.5%	21.7%	12.1%	7.6%
non-casino hotel/motel	10.1%	8.9%	13.8%	11.2%
condo/time share	7.7%	12.7%	7.3%	2.5%
bed & breakfast or inn	4.8%	2.2%	0.6%	2.2%
17) Annual Household Income Breakdown of Visitors				
under $50,000	19.1%	22.4%	26.4%	19.9%
$50,000 - $74,999	20.0%	14.3%	11.5%	18.9%
$75,000 - $99,999	12.6%	19.4%	22.8%	22.6%
$100,000 - $124,999	18.8%	14.7%	14.9%	15.0%
$125,000 - $149,999	12.1%	14.9%	13.9%	10.9%
$150,000 or more	17.4%	14.2%	10.5%	12.7%
18) Top Five Modes of Travel to Nevada				
personal auto	56.8%	62.1%	61.0%	56.8%
plane	31.7%	33.1%	34.4%	34.2%
rental car	19.2%	23.4%	21.5%	20.9%
train	7.0%	12.9%	12.2%	11.1%
bus	6.5%	7.8%	6.7%	10.4%
19) Top Five Modes of Travel Within Nevada				
personal auto	56.8%	60.9%	61.4%	62.1%
rental car	39.9%	36.3%	33.9%	33.6%
ride share (e.g., uber, lyft, etc.)	10.6%	12.1%	9.6%	8.3%
taxi	7.5%	11.8%	14.6%	11.7%
hotel/motel shuttle	6.2%	7.0%	9.6%	11.0%
20) Ethnicity Breakdown of Visitors				
white	69.9%	71.4%	77.1%	82.5%
hispanic	17.0%	23.1%	20.3%	13.7%

Nevada Silver Trails Territory	2024/23	2023/22	2022/21	2021/20
black/african american	13.0%	12.6%	6.3%	3.3%
asian or pacific islander	10.6%	8.9%	5.9%	5.5%
other	6.6%	6.7%	9.0%	7.5%
american indian, aleut eskimo	-	0.4%	1.3%	0.8%
prefer not to answer	-	-	0.4%	0.6%
21) Age Breakdown of Visitors				
18-24	6.8%	6.0%	8.6%	8.2%
25-34	30.8%	35.4%	34.3%	31.3%
35-44	20.8%	17.5%	20.4%	30.9%
45-54	18.3%	19.2%	14.9%	8.9%
55-64	11.5%	10.8%	13.6%	14.1%
65-74	6.3%	7.2%	5.8%	4.6%
75+	5.6%	3.8%	2.2%	2.0%
Sample Size	**121***	**128***	**159**	**190**

* Small smaple size, exercise caution when using data.

Nevada's Territories

Legend

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

OREGON

IDAHO

UTAH

CALIFORNIA

ARIZONA

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

N

0   25   50
MILES

Denio
Denio Junction
Owyhee
Mountain City
Jarbidge
Jackpot
Contact
Orovada
Paradise Valley
Wild Horse Reservoir
Montello
Midas
Tuscarora
Winnemucca
Deeth
Wells
Golconda
Valmy
Halleck
Spring Creek
West Wendover
Gerlach
Imlay
Mill City
Battle Mountain
Beowawe
Carlin
Elko
Lamoille
Empire
Rye Patch Reservoir
Unionville
Crescent Valley
Jiggs
Oreana
Ruby Lake
Lovelock
Pyramid Lake
Sutcliffe
Nixon
Cherry Creek
Wadsworth
Reno
Hazen
Fallon
Eureka
McGill
Sparks
Fernley
Silver Springs
Austin
Ruth
Ely
Incline Village
Virginia City
Stagecoach
Middlegate
Eastgate
Washoe Lake
Dayton
Moundhouse
Lahontan Reservoir
Kingston
Lake Tahoe
Carson City
Minden
Gardnerville
Yerington
Schurz
Duckwater
Preston
Lund
Majors Place
Baker
Stateline
Smith
Gabbs
Ione
Wellington
Walker Lake
Carvers
Hadley
Round Mountain
Belmont
Manhattan
Hawthorne
Luning
Mina
Pioche
Tonopah
Dyer
Silver Peak
Goldfield
Rachel
Hiko
Crystal Springs
Ash Springs
Panaca
Caliente
Gold Point
Scotty's Junction
Alamo
Rhyolite
Beatty
Mesquite
Amargosa Valley
Mercury
Indian Springs
Moapa
Glendale
Logandale
Overton
Pahrump
Mt. Charleston
Las Vegas
Lake Mead
Blue Diamond
Mountain Springs
Henderson
Goodsprings
Boulder City
Jean
Nelson
Primm
Searchlight
Cal Nev Ari
Laughlin