

Nevada Territory Visitor Facts

RENO TAHOE

2017-2021



NEVADA COMMISSION ON TOURISM

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QUESTION		2021	2020	2019	2018	2017
1)	What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?	\$561	\$449	\$544	\$522	\$499
2)	What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$143*	\$130*	\$155*	\$158	\$165
3)	What is the average travel party size?	2.7	2.9	2.9	2.6	2.9
4)	What is the average length (nights) per overnight trip?	3.5	3.5	3.4	4.2	3.5
5)	What percentage of visits were day trips?	20.8%	29.8%	24.8%	19.5%	22.1%
6)	What is the average rating of trip to Nevada - scale of 1 to 5?	4.2	4.2	4.3	4.2	4.3
7)	What is the likelihood of returning to Nevada within the next two years - scale of 1 to 5?	4.2	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	9.1%	13.2%	3.8%	5.4%	5.4%
	2-6 days	20.5%	28.9%	16.6%	20.5%	19.6%
	1-3 weeks	29.5%	21.0%	28.0%	23.6%	23.7%
	1-3 months	24.1%	21.5%	31.6%	29.1%	31.9%
	4-6 months	8.0%	8.4%	11.5%	10.5%	11.0%
	More than 6 months	8.7%	7.1%	8.5%	10.9%	8.5%
9)	What was the primary source used to <u>inspire</u> travel to the destination?					
	Own Experience in Nevada	24.2%	20.2%	N/A	N/A	N/A
	Other Source	21.5%	14.0%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	14.2%	15.6%	N/A	N/A	N/A
	Search Engine	7.6%	6.4%	N/A	N/A	N/A
	Hotel Website	6.5%	7.4%	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	21.4%	21.4%	N/A	N/A	N/A
	Other Source	21.1%	16.6%	N/A	N/A	N/A
	Friends/Relatives/Other Word of Mouth	14.7%	11.3%	N/A	N/A	N/A
	Hotel Website	11.4%	7.6%	N/A	N/A	N/A
	Online Travel Agent (i.e. Expedia, Orbitz, etc.)	6.7%	4.9%	N/A	N/A	N/A

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

Other Source	23.1%	20.8%	N/A	N/A	N/A
Hotel Website	19.3%	12.2%	N/A	N/A	N/A
Own Experience in Nevada	17.4%	13.4%	N/A	N/A	N/A
Online Travel Agent (i.e. Expedia, Orbitz, etc.)	9.9%	7.5%	N/A	N/A	N/A
Friends/Relatives/Other Word of Mouth	8.9%	10.0%	N/A	N/A	N/A

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

Casino-Resorts	51.3%	34.6%	50.6%	41.5%	44.2%
Dining and Restaurants	48.1%	36.3%	34.3%	32.9%	30.9%
Gaming, General	26.7%	28.2%	20.6%	19.2%	24.0%
Road Trip/Scenic Drive	20.6%	18.2%	N/A	N/A	N/A
Family/Friends Event/Reunion	20.3%	25.9%	12.1%	9.6%	7.3%
Historic Sites	18.0%	19.7%	N/A	N/A	N/A
Shopping-Malls & Outlets	18.0%	24.1%	N/A	N/A	N/A
Lakes/Reservoirs	16.5%	22.1%	9.5%	13.4%	10.7%
Parks/Recreation Areas: National or State	14.4%	13.9%	11.0%	12.5%	11.0%
Visit Friends/Relatives	14.1%	14.3%	12.6%	12.5%	11.4%

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

Not At All Likely	2.4%	0.7%	0.7%	N/A	N/A
Not Very Likely	3.1%	7.2%	4.9%	N/A	N/A
Somewhat Likely	25.1%	17.4%	16.6%	N/A	N/A
Very Likely	31.2%	26.1%	29.8%	N/A	N/A
Extremely Likely	38.2%	48.5%	48.0%	N/A	N/A

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

Visit Friends or Relatives	22.7%	27.8%	32.5%	27.2%	22.1%
Vacation	20.7%	30.7%	19.0%	23.6%	27.4%
Gaming	11.8%	11.6%	14.4%	12.8%	16.1%
Outdoor Recreation	7.6%	4.1%	8.7%	6.7%	6.0%
Entertainment	7.2%	5.6%	8.2%	7.0%	10.4%

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

Los Angeles	18.5%	16.9%	15.3%	13.4%	15.5%
Sacramento-Stockton-Modesto	16.0%	17.7%	16.1%	15.3%	17.0%
San Francisco-Oakland-San Jose	14.1%	13.2%	17.0%	11.8%	13.3%
Reno	8.9%	4.3%	8.4%	8.6%	7.6%
Fresno-Visalia	3.7%	0.0%	2.2%	0.3%	1.9%

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

Casino Hotel/Motel	56.8%	40.9%	50.5%	53.0%	52.5%
Non-Casino Hotel/Motel	12.4%	10.0%	13.3%	17.3%	12.2%
Other Accommodations	11.8%	2.6%	0.9%	2.3%	3.0%
Friends or Relatives Residence	9.5%	20.1%	20.3%	14.8%	17.0%
Condo/Time Share	3.2%	7.0%	5.3%	9.5%	7.4%

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

Under \$50,000	20.1%	20.1%	19.6%	N/A	N/A
\$50,000 - \$74,999	27.7%	15.2%	25.0%	N/A	N/A
\$75,000 - \$99,999	15.9%	20.9%	16.1%	N/A	N/A
\$100,000 - \$124,999	12.9%	14.4%	14.6%	N/A	N/A
\$125,000 - \$149,000	11.6%	9.1%	9.3%	N/A	N/A
\$150,000 or more	11.9%	20.2%	15.5%	N/A	N/A

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

Personal Auto	75.8%	62.8%	N/A	N/A	N/A
Plane	18.7%	21.0%	N/A	N/A	N/A
Rental Auto	8.9%	14.9%	N/A	N/A	N/A
Train	4.1%	6.6%	N/A	N/A	N/A
Bus	3.6%	7.4%	N/A	N/A	N/A

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

Personal Auto	74.1%	69.8%	N/A	N/A	N/A
Rental Auto	15.9%	21.1%	N/A	N/A	N/A
Bus	10.9%	3.3%	N/A	N/A	N/A
RV	5.7%	7.5%	N/A	N/A	N/A
Motorcycle	4.3%	5.9%	N/A	N/A	N/A

20) What is the ethnicity breakdown of visitors?

Caucasian	72.7%	76.3%	74.7%	81.2%	77.3%
Hispanic	19.3%	11.6%	12.2%	11.5%	11.4%
Asian/Pacific Islander	11.5%	14.4%	13.7%	9.9%	13.3%
Other	8.0%	4.7%	3.3%	3.5%	2.8%
African-American	5.0%	2.3%	5.2%	3.8%	4.1%
American Indian, Aleut Eskimo	1.5%	1.5%	2.3%	1.3%	2.5%
No Answer	1.3%	0.0%	2.3%	0.3%	0.0%

21) What is the age breakdown of visitors?

18-24	9.2%	4.1%	7.8%	7.4%	5.4%
25-34	23.5%	25.5%	27.4%	22.0%	25.6%
35-44	14.8%	28.8%	21.1%	14.4%	17.7%
45-54	14.3%	11.2%	14.2%	16.3%	13.9%
55-64	19.9%	17.7%	12.6%	20.5%	20.2%
65-74	16.5%	10.4%	13.6%	17.3%	12.9%
75+	1.9%	2.2%	3.3%	2.2%	4.4%

Initial Sample Sizes:**309****175****355****313****317**

**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.*

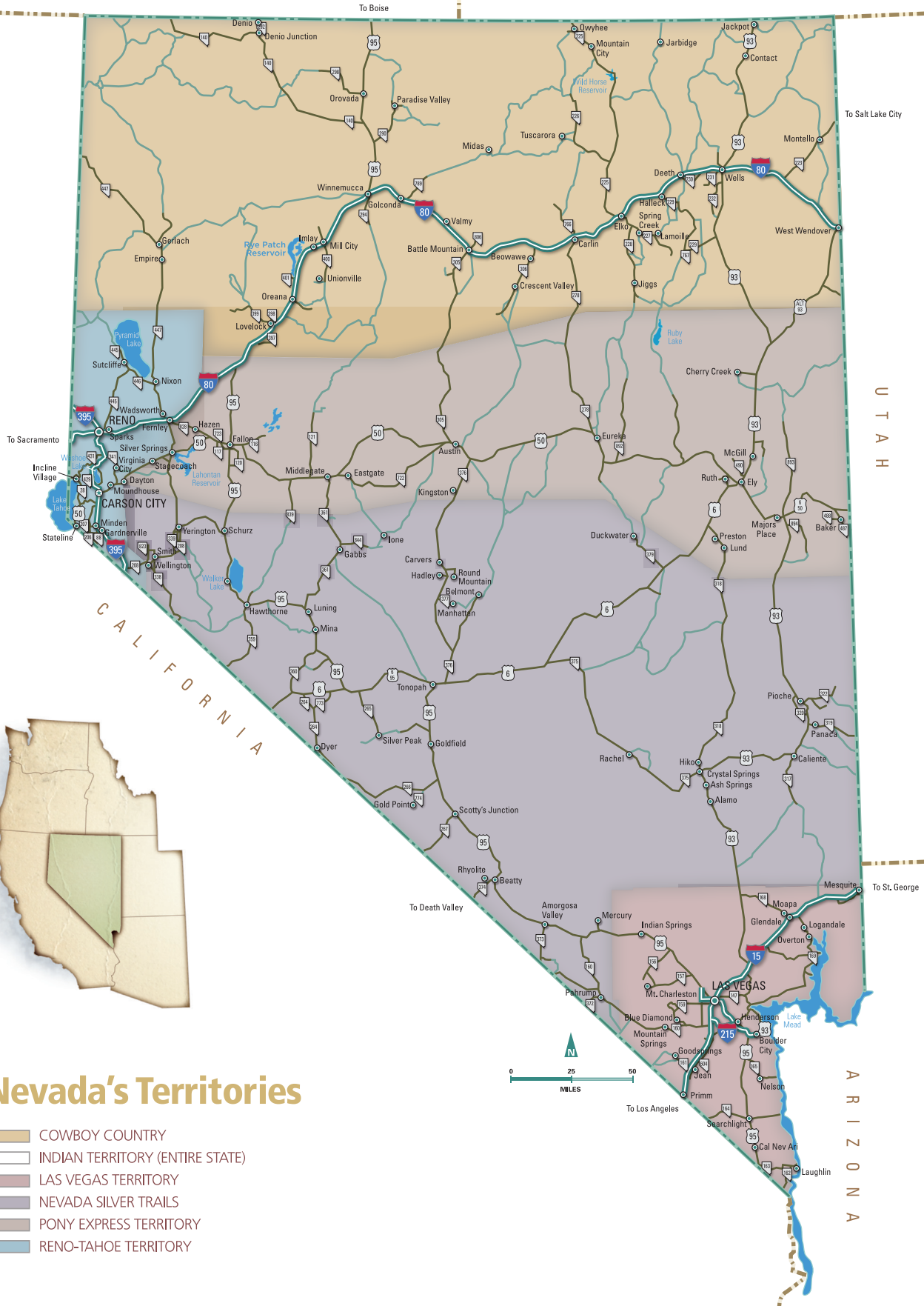
O R E G O N

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