



# RENO-TAHOE

VISITOR PROFILE

2021 - 2024



# NEVADA COMMISSION ON TOURISM

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*Data Source: TNS Travels America / TravelTrak America*



## 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

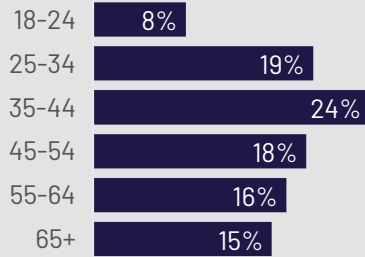
Q16 in each territory profile outlines the proportion of visitor nights spent in various property types. Across territories, the percentage of nights attributed to “casino hotel/motel” accommodations declined by seemingly wide margins from the previous year.

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.

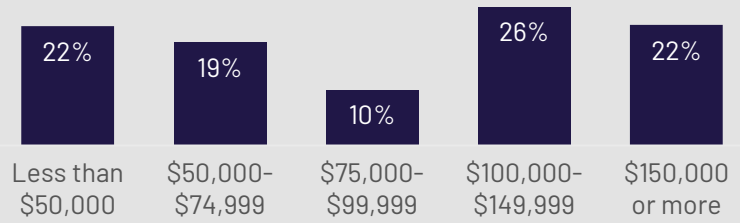
For example, statewide data shows that in 2023, the average length of stay among overnight visitors was 3.46 nights, with 2.31 nights attributed to casino hotel/motel stays—yielding a proportion of 66.8%. In 2024, although the average length of stay increased to 3.84 nights, the average attributed to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

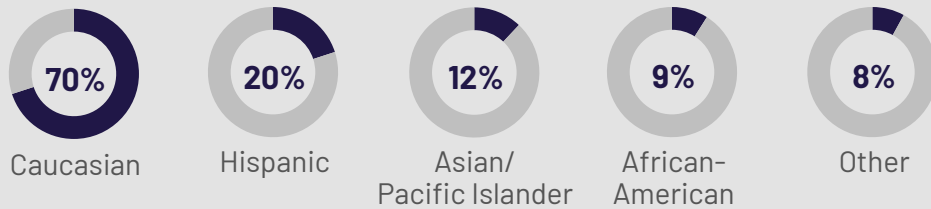
## Age



## Annual Household Income



## Ethnicity

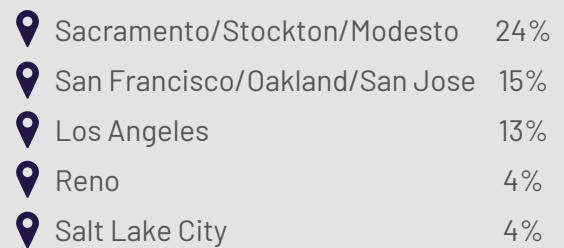


## Day Trips



# VISITOR SNAPSHOT

## Top Origin Markets



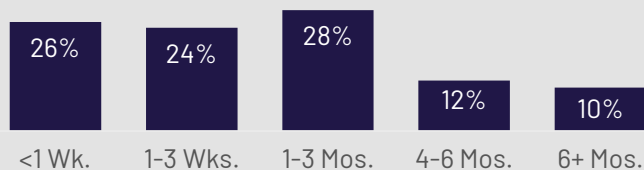
## Top Primary Purposes of Nevada Trip

- 1 Visit friends and/or relatives - 29%
- 2 Vacation - 16%
- 3 Entertainment - 9%
- 4 Gaming - 8%
- 5 Wedding - 7%

## Top Travel Modes to Nevada



## Advance Decision for Nevada Trip



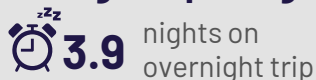
## Average Nevada Trip Rating



## Average Likelihood to Return



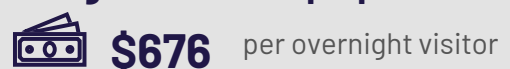
## Average Trip Length



## Average Party Size



## Average Nevada Trip Spend



Reno-Tahoe Territory	2024	2023	2022	2021	2020
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	\$676	\$524	\$661	\$565	\$449
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor	\$142	\$141	\$142	\$124	\$138
3) Average Travel Party Size	2.95	2.66	2.79	2.71	2.95
4) Average Length (Nights) per Overnight Trip	3.86	3.13	3.64	3.55	3.54
5) Percentage of Visits That Were Day Trips	15%	19.2%	20.7%	20.8%	29.8%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.4	4.24	4.18	4.18	4.24
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.2	4.19	4.23	4.24	4.36
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
same day	9.5%	5.9%	5.2%	9.1%	13.2%
2 - 6 days	16.0%	16.2%	16.5%	20.5%	28.9%
1 - 3 weeks	24.1%	22.7%	25.7%	29.5%	21.0%
1 - 3 months	28.3%	36.3%	34.0%	24.1%	21.5%
4 - 6 months	11.8%	7.8%	10.8%	8.0%	8.4%
more than 6 months	10.2%	11.1%	7.8%	8.7%	7.1%
9) Primary Source Used to Inspire Travel to the Destination					
own experience in nevada	21.8%	25.9%	19.8%	24.2%	20.2%
other source	20.2%	21.8%	20.3%	21.5%	14.0%
friends/relatives/other word of mouth	16.4%	14.4%	19.1%	14.2%	15.6%
hotel website	10.8%	8.5%	12.6%	6.5%	7.4%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	7.1%	4.3%	2.5%	4.0%	4.1%
10) Primary Source Used to Plan Travel to the Destination					
other source	21.3%	19.6%	22.3%	21.1%	16.6%
own experience in nevada	18.5%	22.1%	15.6%	21.4%	21.4%
friends/relatives/other word of mouth	15.7%	14.2%	15.8%	14.7%	11.3%
hotel website	10.4%	9.3%	14.3%	11.4%	7.6%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	8.8%	7.6%	3.6%	6.7%	4.9%
11) Primary Source Used to Book Travel to the Destination					
other source	20.1%	22.6%	20.3%	23.1%	20.8%
hotel website	18.5%	19.5%	16.3%	19.3%	12.2%
own experience in nevada	15.5%	15.8%	17.1%	17.4%	13.4%

Reno-Tahoe Territory	2024	2023	2022	2021	2020
online travel agent (e.g., expedia, trivago, booking.com, etc.)	10.6%	12.3%	9.0%	9.9%	7.5%
friends/relatives/other word of mouth	9.5%	7.3%	11.6%	8.9%	10.0%
12) Top Nevada Activities and Attractions Experienced (Entire Trip)					
casino-resorts	45.9%	48.7%	47.5%	51.3%	34.6%
dining and restaurants	44.9%	50.7%	54.1%	48.1%	36.3%
family/friends event/reunion	28.6%	22.7%	21.9%	20.3%	25.9%
gaming	23.0%	27.1%	26.1%	26.7%	28.2%
shopping-malls & outlets	16.8%	17.7%	21.5%	18.0%	24.1%
visit friends/relatives	16.0%	17.0%	22.5%	14.1%	14.3%
road trip/scenic drive	15.2%	17.9%	25.0%	20.6%	18.2%
hiking	13.5%	16.5%	16.2%	11.1%	12.1%
museums	12.5%	10.4%	13.1%	7.7%	12.0%
lakes/reservoirs/rivers	12.1%	12.1%	21.7%	16.5%	22.1%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family					
not at all likely	4.3%	2.5%	3.0%	2.4%	0.7%
not very likely	4.8%	4.3%	5.3%	3.1%	7.2%
somewhat likely	18.0%	24.3%	19.2%	25.1%	17.4%
very likely	29.0%	30.8%	28.1%	31.2%	26.1%
extremely likely	43.9%	38.0%	44.3%	38.2%	48.5%
14) Top Five Primary Purposes for the Trip to Nevada					
visit friends or relatives	29.2%	23.8%	23.4%	22.7%	27.8%
vacation	15.9%	17.3%	20.3%	20.7%	30.7%
entertainment	8.7%	12.1%	10.1%	7.2%	5.6%
gaming	7.8%	12.7%	10.5%	11.8%	11.6%
wedding (personal/family/friend)	7.2%	0.6%	3.1%	3.5%	1.4%
15) Top Five Metropolitan Areas of Origin					
sacramento-stockton-modesto	24.2%	18.5%	17.0%	16.0%	17.7%
san francisco-oakland-san jose	14.9%	16.6%	18.1%	14.1%	13.2%
los angeles	12.5%	14.9%	12.8%	18.5%	16.9%
reno	4.5%	4.2%	6.8%	8.9%	4.3%

Reno-Tahoe Territory	2024	2023	2022	2021	2020
salt lake city	4.0%	4.3%	0.7%	2.8%	-
16) Top Five Places Visitors Are Staying (Entire Trip)					
casino hotel/motel	41.6%	58.3%	43.6%	56.4%	40.9%
friends or relatives residence	29.3%	16.1%	26.0%	10.2%	20.1%
non-casino hotel/motel	13.2%	12.2%	9.0%	12.1%	10.0%
condo/time share	4.3%	1.6%	7.2%	3.3%	7.0%
sharing economy (airbnb, homeaway, etc.)	3.9%	4.6%	6.9%	1.7%	4.6%
17) Annual Household Income Breakdown of Visitors					
under \$50,000	22.2%	21.6%	23.6%	20.0%	20.1%
\$50,000 - \$74,999	19.2%	15.6%	21.7%	27.7%	15.2%
\$75,000 - \$99,999	10.4%	11.4%	16.9%	15.9%	20.9%
\$100,000 - \$124,999	16.0%	16.7%	14.0%	12.8%	14.4%
\$125,000 - \$149,999	9.8%	15.0%	11.5%	11.6%	9.1%
\$150,000 or more	22.4%	19.7%	12.4%	11.9%	20.2%
18) Top Five Modes of Travel to Nevada					
personal auto	67.5%	65.2%	67.1%	75.8%	62.8%
plane	25.2%	22.3%	24.6%	18.7%	21.0%
rental car	10.0%	9.8%	14.1%	8.9%	14.9%
bus	5.3%	4.0%	4.0%	3.6%	7.4%
train	4.1%	3.7%	4.1%	4.1%	6.6%
19) Top Five Modes of Travel Within Nevada					
personal auto	65.9%	68.9%	66.8%	74.1%	69.8%
rental car	21.0%	18.3%	21.4%	15.9%	21.1%
ride share (e.g., uber, lyft, etc.)	10.5%	7.7%	8.6%	10.9%	3.3%
hotel/motel shuttle	5.1%	3.7%	5.3%	4.3%	5.9%
taxi	4.3%	4.1%	5.3%	4.2%	5.8%
20) Ethnicity Breakdown of Visitors					
white	70.4%	69.7%	71.8%	72.7%	76.3%
hispanic	19.6%	14.9%	16.8%	19.3%	11.6%
asian or pacific islander	12.3%	17.8%	14.6%	11.5%	14.4%



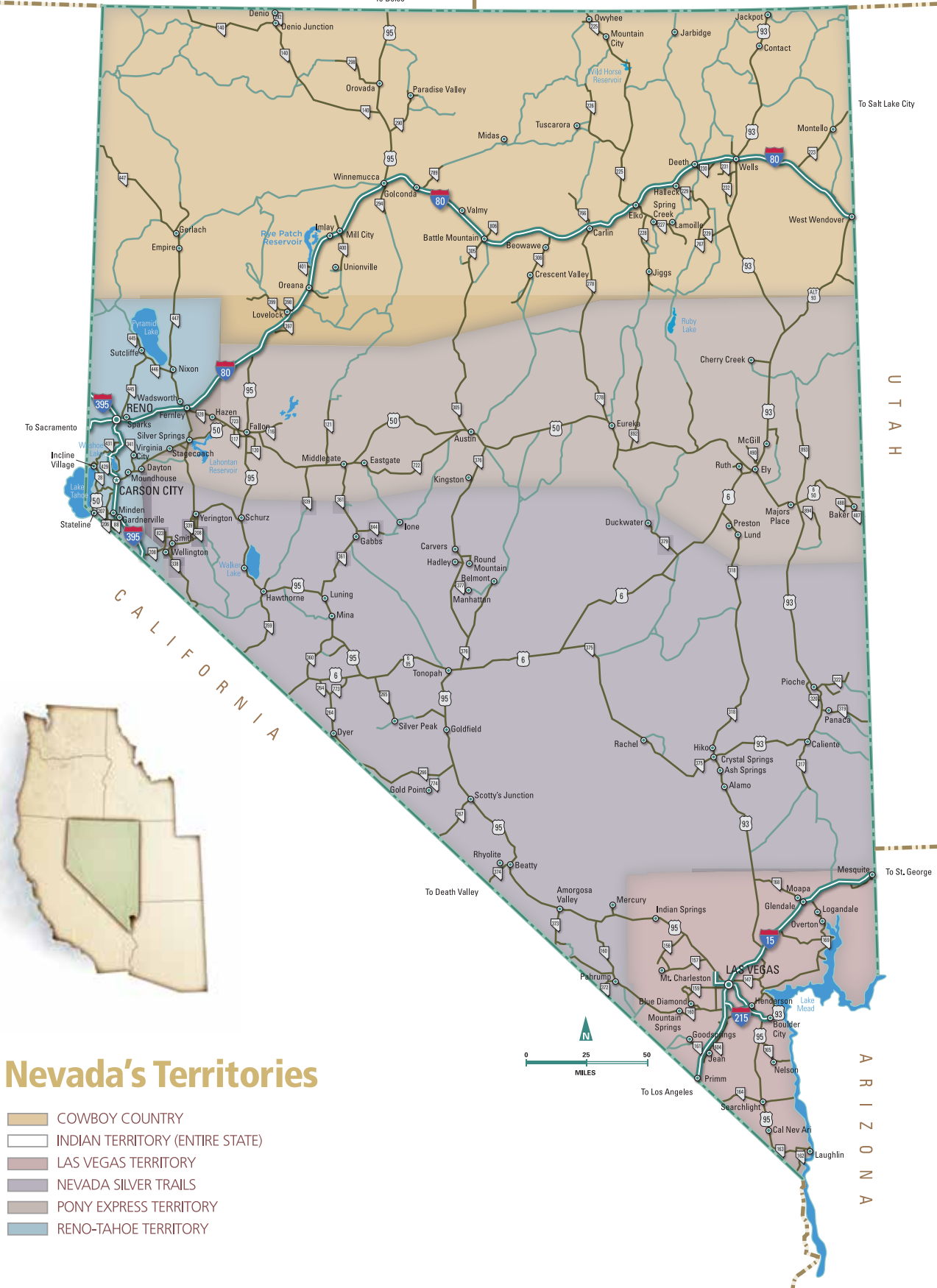
Reno-Tahoe Territory	2024	2023	2022	2021	2020
black/african american	9.2%	6.2%	6.0%	5.0%	2.3%
other	7.3%	5.6%	4.6%	8.0%	4.7%
american indian, aleut eskimo	0.8%	-	1.1%	1.5%	1.5%
prefer not to answer	-	0.6%	1.8%	1.3%	0.9%
21) Age Breakdown of Visitors					
18-24	7.9%	3.5%	4.1%	9.2%	4.1%
25-34	18.7%	19.1%	20.8%	23.5%	25.5%
35-44	23.6%	23.8%	17.1%	14.8%	28.8%
45-54	18.1%	16.7%	14.1%	14.3%	11.2%
55-64	16.4%	16.0%	22.7%	19.9%	17.7%
65-74	10.8%	18.0%	19.9%	16.5%	10.4%
75+	4.4%	2.9%	1.4%	1.9%	2.2%
Sample Size	207	217	271	309	175

O R E G O N

I D A H O

U T A H

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