Rural Nevada

VISITOR PROFILE

2019 – 2023

NEVADA COMMISSION ON TOURISM

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Data Source: TNS Travels America / TravelTrak America

METHODOLOGY OVERVIEW

The 2023 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.
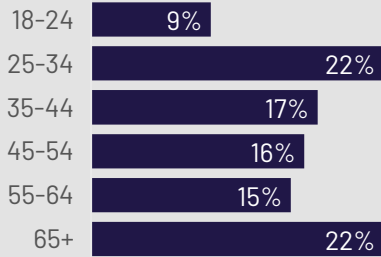
WEIGHTING

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.

Age

- 18-24: 9%
- 25-34: 22%
- 35-44: 17%
- 45-54: 16%
- 55-64: 15%
- 65+: 22%

Annual Household Income

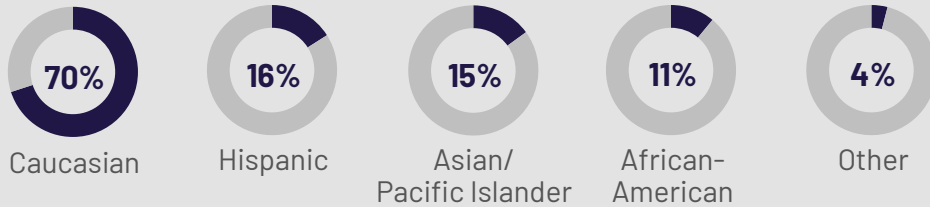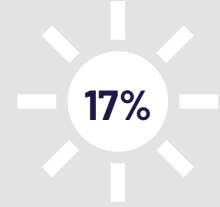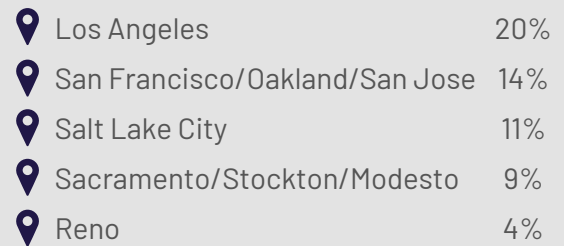- Less than $50,000: 20%
- $50,000-$74,999: 15%
- $75,000-$99,999: 13%
- $100,000-$149,999: 33%
- $150,000 or more: 19%

Ethnicity

- **70%** Caucasian
- **16%** Hispanic
- **15%** Asian/Pacific Islander
- **11%** African-American
- **4%** Other

Day Trips

17%
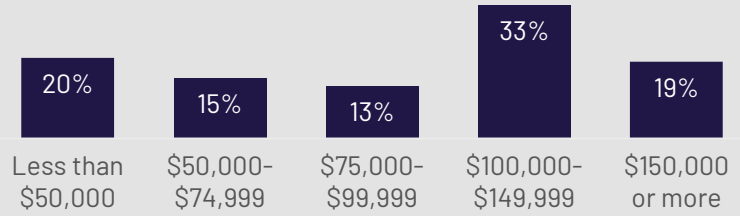
VISITOR SNAPSHOT

Top Origin Markets

Los Angeles	20%
San Francisco/Oakland/San Jose	14%
Salt Lake City	11%
Sacramento/Stockton/Modesto	9%
Reno	4%

Top Primary Purposes of Nevada Trip

1. Visit friends and/or relatives – 26%
2. Vacation – 20%
3. Entertainment – 12%
4. Gaming – 12%
5. Road Trip – 10%

Top Travel Modes to Nevada

- **66%** Personal auto
- **10%** Rental car
- **26%** Plane
- **4%** Bus
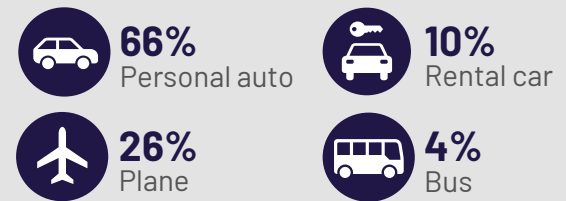
Advance Decision for Nevada Trip

- <1 Wk.: 20%
- 1-3 Wks.: 21%
- 1-3 Mos.: 39%
- 4-6 Mos.: 12%
- 6+ Mos.: 8%
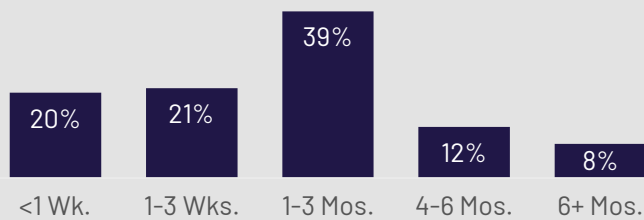
Average Nevada Trip Rating

★★★★½ 4.2

Average Likelihood to Return

★★★★½ 4.1

Average Trip Length

3.3 nights on overnight trip

Average Party Size

2.8 persons in travel party

Average Nevada Trip Spend

$550 per overnight visitor

Notes: Percentages have been rounded; for detailed figures, see tables in territory profile below
Sample size (n=207)

CALENDAR YEAR 2023
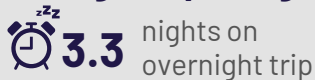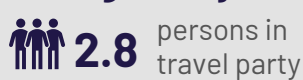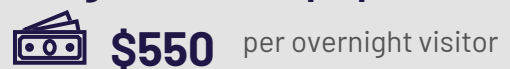
Rural NV	2023	2022	2021	2020	2019
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	$550	$630	$497	$491	$528
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor	$145	$159	$125	$145	$136
3) Average Travel Party Size	2.8	2.92	2.84	3	2.92
4) Average Length (Nights) per Overnight Trip	3.27	3.47	3.6	3.59	3.54
5) Percentage of Visits That Were Day Trips	16.5%	19.5%	21.9%	33%	23.9%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.22	4.23	4.2	4.27	4.28
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.11	4.19	4.2	4.39	4.26
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
same day	5.8%	3.4%	8.4%	15.6%	7.8%
2 - 6 days	14.4%	17.9%	18.0%	27.1%	18.8%
1 - 3 weeks	20.9%	24.2%	33.3%	22.7%	22.4%
1 - 3 months	38.7%	33.8%	23.8%	20.7%	30.5%
4 - 6 months	12.2%	11.0%	10.3%	7.7%	11.8%
more than 6 months	8.0%	9.8%	6.1%	6.2%	8.7%
9) Primary Source Used to Inspire Travel to the Destination					
own experience in nevada	24.5%	20.5%	26.2%	21.0%	–
other source	17.6%	16.8%	18.7%	10.2%	–
friends/relatives/other word of mouth	12.3%	18.6%	14.5%	14.9%	–
travel review site (tripadvisor, yelp, etc.)	6.3%	3.6%	5.6%	4.1%	–
hotel website	6.2%	8.5%	5.8%	3.4%	–
10) Primary Source Used to Plan Travel to the Destination					
own experience in nevada	21.1%	18.9%	23.2%	24.8%	–
other source	16.0%	18.3%	18.9%	11.0%	–
friends/relatives/other word of mouth	11.7%	15.0%	14.5%	11.7%	–
online travel agent (i.e. expedia, orbitz, etc.)	8.5%	4.7%	5.4%	5.3%	–
hotel website	8.2%	10.1%	10.1%	4.3%	–
11) Primary Source Used to Book Travel to the Destination					
other source	18.7%	15.9%	22.4%	17.5%	–
own experience in nevada	17.7%	19.8%	20.3%	15.7%	–
hotel website	15.3%	14.8%	15.9%	12.3%	–

Rural NV	2023	2022	2021	2020	2019
online travel agent (i.e. expedia, orbitz, etc.)	12.6%	9.9%	7.8%	7.8%	–
other websites	9.2%	7.8%	2.6%	4.9%	–
12) Top Nevada Activities and Attractions Experienced (Entire Trip)					
casino-resorts	50.7%	45.1%	49.5%	32.3%	48.8%
dining and restaurants	50.5%	52.3%	50.4%	34.8%	40.7%
gaming	29.3%	25.9%	23.6%	26.7%	19.2%
family/friends event/reunion	27.3%	20.4%	19.5%	24.7%	12.6%
road trip/scenic drive	21.0%	26.1%	24.0%	17.9%	–
parks/recreation areas	18.2%	18.8%	17.0%	13.5%	12.6%
hiking	17.7%	18.3%	15.0%	14.4%	10.3%
shopping-malls & outlets	17.3%	18.5%	17.9%	19.6%	–
historic sites	17.1%	19.4%	20.3%	18.0%	–
visit friends/relatives	16.9%	20.8%	16.6%	12.9%	10.9%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family					
not at all likely	1.6%	3.1%	2.4%	1.0%	0.6%
not very likely	5.3%	4.4%	4.5%	6.4%	5.1%
somewhat likely	24.5%	21.2%	20.0%	19.3%	16.4%
very likely	26.7%	25.3%	31.0%	23.1%	30.1%
extremely likely	41.9%	46.0%	42.2%	50.3%	47.8%
14) Top Five Primary Purposes for the Trip to Nevada					
visit friends or relatives	25.6%	19.3%	24.1%	22.0%	32.5%
vacation	20.3%	23.5%	19.8%	29.7%	22.6%
entertainment	11.7%	12.1%	7.5%	7.5%	8.0%
gaming	11.5%	9.7%	12.1%	10.9%	12.3%
road trip	10.0%	6.2%	6.3%	8.3%	–
15) Top Five Metropolitan Areas of Origin					
los angeles	19.5%	15.2%	22.7%	19.8%	22.3%
san francisco-oakland-san jose	13.6%	12.0%	8.1%	6.0%	11.0%
salt lake city	10.6%	5.8%	9.9%	6.6%	6.1%
sacramento-stockton-modesto	8.9%	10.7%	9.0%	12.5%	7.9%

Rural NV	2023	2022	2021	2020	2019
reno	3.6%	6.1%	6.3%	3.8%	5.5%
16) Top Five Places Visitors Are Staying (Entire Trip)					
casino hotel/motel	57.1%	40.7%	51.1%	46.2%	45.7%
friends or relatives residence	15.5%	25.4%	10.2%	10.5%	22.4%
non-casino hotel/motel	10.3%	8.3%	14.1%	11.5%	14.8%
condo/time share	5.2%	8.0%	3.1%	9.3%	6.0%
sharing economy (airbnb, homeaway, etc.)	4.3%	8.0%	1.6%	0.9%	2.7%
17) Annual Household Income Breakdown of Visitors					
under $50,000	19.8%	23.6%	24.9%	18.8%	18.8%
$50,000 - $74,999	15.1%	19.2%	22.6%	21.4%	24.6%
$75,000 - $99,999	12.8%	17.7%	18.7%	18.1%	17.2%
$100,000 - $124,999	17.2%	15.6%	13.9%	16.0%	16.5%
$125,000 - $149,999	15.8%	11.2%	10.0%	10.0%	9.9%
$150,000 or more	19.2%	12.7%	9.9%	15.6%	13.0%
18) Top Five Modes of Travel to Nevada					
personal auto	65.8%	63.8%	73.5%	62.7%	-
plane	26.3%	27.2%	19.3%	23.3%	-
rental car	9.7%	13.9%	11.2%	14.6%	-
bus	3.9%	4.2%	3.0%	7.7%	-
train	2.7%	4.4%	3.4%	7.0%	-
19) Top Five Modes of Travel Within Nevada					
personal auto	66.9%	63.9%	73.6%	68.3%	-
rental car	21.8%	24.0%	19.3%	23.2%	-
shared economy (uber, lyft, etc.)	10.4%	10.2%	8.2%	5.3%	-
bus	5.4%	6.7%	5.2%	8.0%	-
taxi	3.8%	6.6%	5.1%	8.0%	-
20) Ethnicity Breakdown of Visitors					
white	70.2%	72.3%	76.0%	79.4%	71.9%
hispanic	16.0%	20.1%	15.4%	12.9%	15.0%
asian or pacific islander	14.9%	12.4%	9.4%	10.5%	12.1%

Rural NV	2023	2022	2021	2020	2019
black/african american	10.5%	5.5%	4.0%	1.8%	8.9%
other	4.4%	7.4%	8.2%	6.8%	3.5%
american indian, aleut eskimo	0.0%	1.0%	1.0%	1.1%	1.1%
prefer not to answer	0.0%	0.0%	1.5%	0.0%	2.6%
21) Age Breakdown of Visitors					
18-24	8.6%	5.9%	7.5%	4.1%	8.3%
25-34	21.7%	25.4%	24.8%	32.1%	29.9%
35-44	16.6%	19.2%	17.7%	26.9%	20.8%
45-54	15.9%	16.5%	15.3%	11.9%	14.1%
55-64	14.7%	17.0%	19.2%	15.2%	14.3%
65-74	16.2%	15.4%	13.2%	9.3%	10.7%
75+	6.3%	0.6%	2.4%	0.5%	2.0%
Sample Size	**207**	**291**	**318**	**238**	**466**

OREGON

IDAHO

UTAH

CALIFORNIA

ARIZONA

To Boise
To Salt Lake City
To Sacramento
To Death Valley
To St. George
To Los Angeles
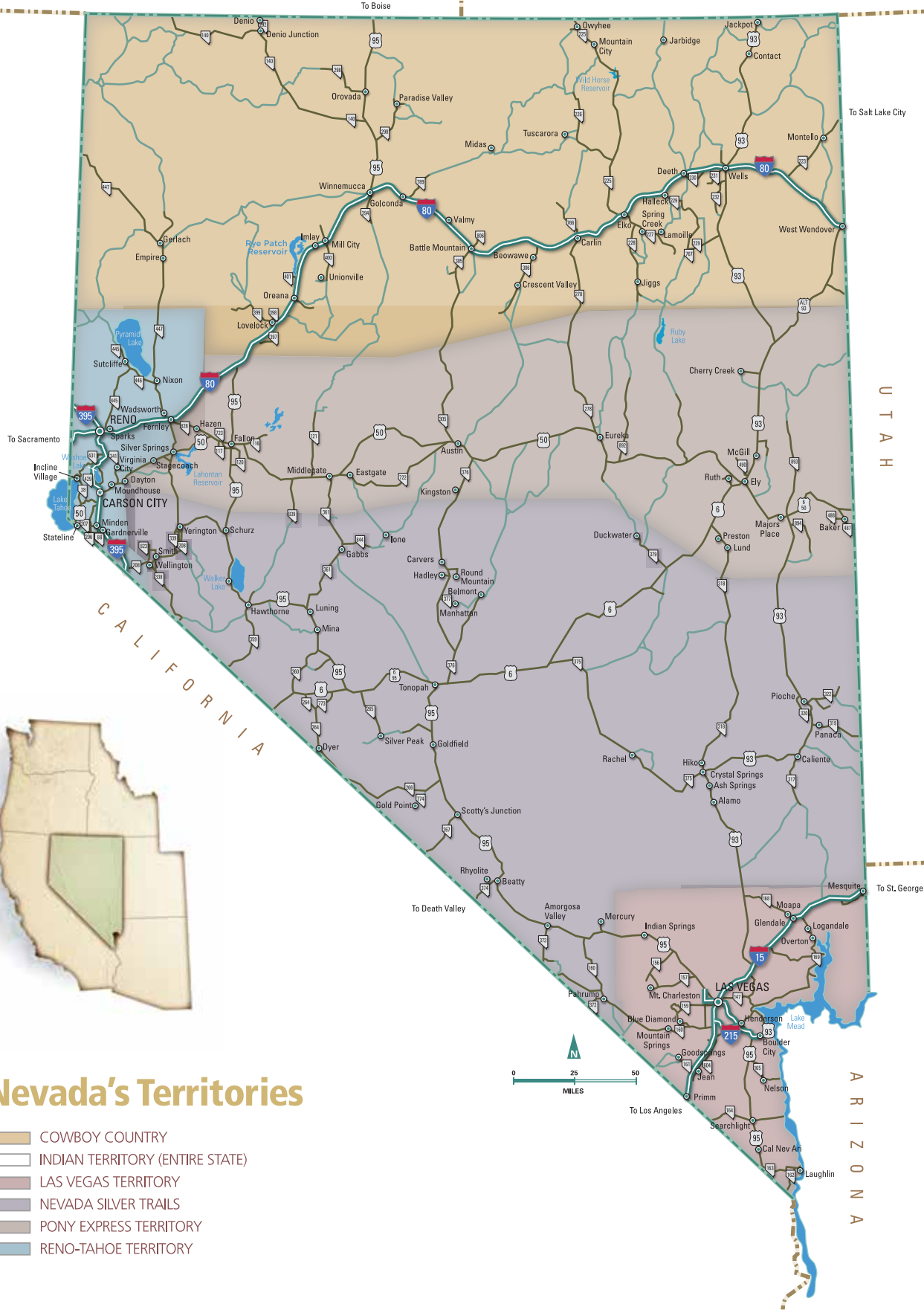
Nevada's Territories

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

MILES
0   25   50

N

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

Wild Horse Reservoir
Washoe Lake