RURAL NEVADA

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.
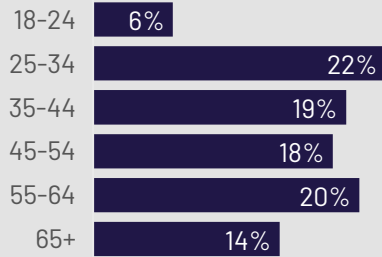
METHODOLOGICAL NOTE

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

- 18-24: 6%
- 25-34: 22%
- 35-44: 19%
- 45-54: 18%
- 55-64: 20%
- 65+: 14%

Annual Household Income

- Less than $50,000: 24%
- $50,000-$74,999: 21%
- $75,000-$99,999: 7%
- $100,000-$149,999: 29%
- $150,000 or more: 19%

Ethnicity
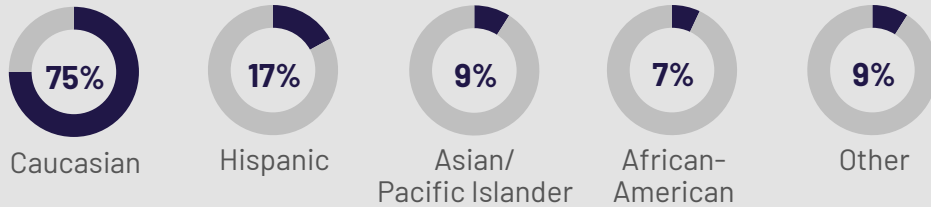
- **75%** Caucasian
- **17%** Hispanic
- **9%** Asian/Pacific Islander
- **7%** African-American
- **9%** Other

Day Trips

11%
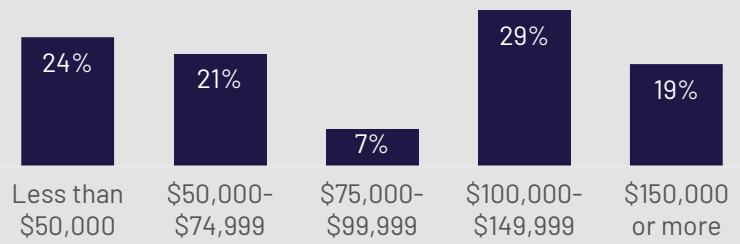
VISITOR SNAPSHOT

Top Origin Markets

Los Angeles	15%
Sacramento/Stockton/Modesto	14%
San Francisco/Oakland/San Jose	10%
Salt Lake City	8%
Las Vegas	5%
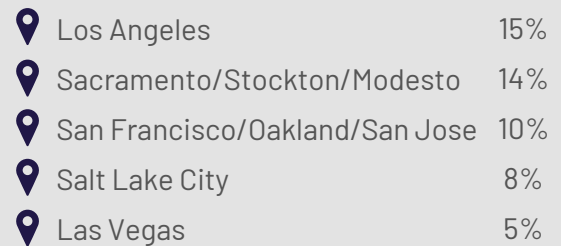
Top Primary Purposes of Nevada Trip

1. Vacation – 25%
2. Visit friends and/or relatives – 23%
3. Gaming – 7%
4. Entertainment – 7%
5. Wedding – 5%

Top Travel Modes to Nevada

- **63%** Personal auto
- **12%** Rental car
- **28%** Plane
- **5%** Bus
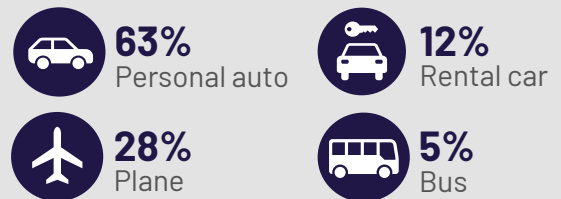
Advance Decision for Nevada Trip

- <1 Wk.: 28%
- 1-3 Wks.: 22%
- 1-3 Mos.: 26%
- 4-6 Mos.: 11%
- 6+ Mos.: 14%
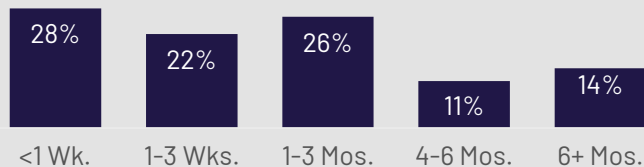
Average Nevada Trip Rating

★★★★⯨ 4.4

Average Likelihood to Return

★★★★☆ 4.2

Average Trip Length

4.2 nights on overnight trip

Average Party Size

3.1 persons in travel party

Average Nevada Trip Spend

$650 per overnight visitor

Notes: Percentages have been rounded; for detailed figures, see tables in territory profile below
Sample size (n=215)

CALENDAR YEAR 2024
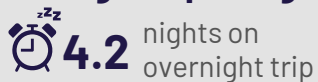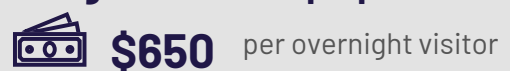
Question	2024	2023	2022	2021	2020
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	$650	$550	$630	$498	$491
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor	$143	$150	$152	$119	$163
3) Average Travel Party Size	3.13	2.8	2.92	2.84	3
4) Average Length (Nights) per Overnight Trip	4.23	3.27	3.47	3.6	3.59
5) Percentage of Visits That Were Day Trips	11.1%	16.5%	19.5%	21.9%	33%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.41	4.22	4.23	4.2	4.27
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.19	4.11	4.19	4.2	4.39
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
same day	7.8%	5.8%	3.4%	8.4%	15.6%
2 - 6 days	19.9%	14.4%	17.9%	18.0%	27.1%
1 - 3 weeks	21.6%	20.9%	24.2%	33.3%	22.7%
1 - 3 months	25.7%	38.7%	33.8%	23.8%	20.7%
4 - 6 months	11.3%	12.2%	11.0%	10.3%	7.7%
more than 6 months	13.7%	8.0%	9.8%	6.1%	6.2%
9) Primary Source Used to Inspire Travel to the Destination					
own experience in nevada	25.1%	24.5%	20.5%	26.2%	21.0%
friends/relatives/other word of mouth	16.0%	12.3%	18.6%	14.5%	14.9%
other source	13.8%	17.6%	16.8%	18.7%	10.2%
hotel website	9.3%	6.2%	8.5%	5.8%	3.4%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	9.2%	4.2%	3.8%	4.2%	3.9%
10) Primary Source Used to Plan Travel to the Destination					
own experience in nevada	20.6%	21.1%	18.9%	23.2%	24.8%
other source	14.7%	16.0%	18.3%	18.9%	11.0%
friends/relatives/other word of mouth	13.4%	11.7%	15.0%	14.5%	11.7%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	11.6%	8.5%	4.7%	5.4%	5.3%
search engine	9.5%	3.4%	10.9%	4.7%	6.6%
11) Primary Source Used to Book Travel to the Destination					
hotel website	19.1%	15.3%	14.8%	15.9%	12.3%
own experience in nevada	15.3%	17.7%	19.8%	20.3%	15.7%
online travel agent (e.g., expedia, trivago, booking.com, etc.)	14.1%	12.6%	9.9%	7.8%	7.8%

Question	2024	2023	2022	2021	2020
other source	13.3%	18.7%	15.9%	22.4%	17.5%
friends/relatives/other word of mouth	8.5%	7.6%	10.4%	9.2%	9.5%
12) Top Nevada Activities and Attractions Experienced (Entire Trip)					
dining and restaurants	52.1%	50.5%	52.3%	50.4%	34.8%
casino-resorts	51.6%	50.7%	45.1%	49.5%	32.3%
family/friends event/reunion	28.0%	27.3%	20.4%	19.5%	24.7%
gaming	27.4%	29.3%	25.9%	23.6%	26.7%
road trip/scenic drive	24.0%	21.0%	26.1%	24.0%	17.9%
hiking	19.3%	17.7%	18.3%	15.0%	14.4%
visit friends/relatives	18.0%	16.9%	20.8%	16.6%	12.9%
historic sites	17.5%	17.1%	19.4%	20.3%	18.0%
shopping-malls & outlets	15.8%	17.3%	18.5%	17.9%	19.6%
museums	13.8%	12.6%	13.7%	8.2%	10.8%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family					
not at all likely	2.8%	1.6%	3.1%	2.3%	1.0%
not very likely	4.3%	5.3%	4.4%	4.5%	6.4%
somewhat likely	17.6%	24.5%	21.2%	20.0%	19.3%
very likely	28.4%	26.7%	25.3%	31.0%	23.1%
extremely likely	46.9%	41.9%	46.0%	42.2%	50.3%
14) Top Five Primary Purposes for the Trip to Nevada					
vacation	25.3%	20.3%	23.5%	19.8%	29.7%
visit friends or relatives	23.1%	25.6%	19.3%	24.1%	22.0%
gaming	7.4%	11.5%	9.7%	12.1%	10.9%
entertainment	6.8%	11.7%	12.1%	7.5%	7.5%
wedding (personal/family/friend)	5.5%	-	3.2%	2.8%	1.8%
15) Top Five Metropolitan Areas of Origin					
los angeles	15.3%	19.5%	15.2%	22.7%	19.8%
sacramento-stockton-modesto	14.3%	8.9%	10.7%	9.0%	12.5%
san francisco-oakland-san jose	9.9%	13.6%	12.0%	8.1%	6.0%
salt lake city	7.8%	10.6%	5.8%	9.9%	6.6%

Question	2024	2023	2022	2021	2020
las vegas	5.1%	2.2%	5.1%	4.4%	7.9%
16) Top Five Places Visitors Are Staying (Entire Trip)					
casino hotel/motel	35.7%	57.1%	40.3%	51.5%	46.2%
friends or relatives residence	24.0%	15.5%	25.1%	10.1%	10.5%
non-casino hotel/motel	20.2%	10.3%	8.6%	13.9%	11.5%
condo/time share	8.9%	5.2%	7.9%	3.1%	9.3%
bed & breakfast or inn	3.3%	1.8%	1.1%	0.5%	3.9%
17) Annual Household Income Breakdown of Visitors					
under $50,000	23.8%	19.8%	23.6%	24.9%	18.8%
$50,000 - $74,999	21.4%	15.1%	19.2%	22.6%	21.4%
$75,000 - $99,999	7.3%	12.8%	17.7%	18.7%	18.1%
$100,000 - $124,999	18.1%	17.2%	15.6%	13.9%	16.0%
$125,000 - $149,999	10.5%	15.8%	11.2%	10.0%	10.0%
$150,000 or more	19.0%	19.2%	12.7%	9.9%	15.6%
18) Top Five Modes of Travel to Nevada					
personal auto	63.0%	65.8%	63.8%	73.5%	62.7%
plane	27.6%	26.3%	27.2%	19.3%	23.3%
rental car	11.6%	9.7%	13.9%	11.2%	14.6%
bus	4.8%	3.9%	4.2%	3.0%	7.7%
train	3.6%	2.7%	4.4%	3.4%	7.0%
19) Top Five Modes of Travel Within Nevada					
personal auto	59.9%	66.9%	63.9%	73.6%	68.3%
rental car	26.8%	21.8%	24.0%	19.3%	23.2%
ride share (e.g., uber, lyft, etc.)	12.4%	10.4%	10.2%	8.2%	5.3%
hotel/motel shuttle	5.4%	3.5%	4.4%	3.9%	5.6%
taxi	4.7%	3.8%	6.6%	5.1%	8.0%
20) Ethnicity Breakdown of Visitors					
white	74.5%	70.2%	72.3%	76.0%	79.4%
hispanic	16.5%	16.0%	20.1%	15.4%	12.9%
asian or pacific islander	9.2%	14.9%	12.4%	9.4%	10.5%

Question	2024	2023	2022	2021	2020
black/african american	7.1%	10.5%	5.5%	4.0%	1.8%
other	7.0%	4.4%	7.4%	8.2%	6.8%
american indian, aleut eskimo	2.2%	–	1.0%	1.0%	1.1%
prefer not to answer	–	–	1.3%	1.5%	0.4%
21) Age Breakdown of Visitors					
18-24	5.7%	8.6%	5.9%	7.5%	4.1%
25-34	22.4%	21.7%	25.4%	24.8%	32.1%
35-44	19.4%	16.6%	19.2%	17.7%	26.9%
45-54	18.4%	15.9%	16.5%	15.3%	11.9%
55-64	19.8%	14.7%	17.0%	19.2%	15.2%
65-74	9.8%	16.2%	15.4%	13.2%	9.3%
75+	4.4%	6.3%	0.6%	2.4%	0.5%
Sample Size	**215**	**207**	**291**	**318**	**238**

O R E G O N   I D A H O

To Boise

To Salt Lake City

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

To Sacramento
To Death Valley
To Los Angeles
To St. George

C A L I F O R N I A
U T A H
A R I Z O N A

N
0   25   50
MILES

Nevada's Territories