

A night sky with the Milky Way galaxy and a large rock formation in the foreground. The rock formation is illuminated from below, creating a warm glow. The sky is dark with many stars and the Milky Way visible. The text is overlaid on the center of the image.

# Syndicated TravelTrak America Visitor Profiles

Travel Nevada Rural Marketing Grant Program

Presented by Omnitrak Group, Inc. | February 6, 2025

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Understand the who,  
what, where, when, why  
and how of your  
visitors



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## About TravelTrak America

TravelTrak America is an ongoing comprehensive national travel study of U.S. households focusing on domestic travel.

Each month, the study surveys 12,000+ U.S. households to collect detailed destination-specific information about their trips taken in the prior month.

With a one-month lag time, the research reaches respondents while travel specifics (e.g., trip spending, activities, satisfaction) are still “fresh” in the minds of recent visitors.

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Having a comprehensive understanding of visitors from 'start-to-visit' leads to increased tourism revenue and sustainable growth



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## Insights from Start to Visit

### Before

Understand your visitors travel motivations, when they made their decision to visit, and how they made travel plans for visiting your area

### During

Discover what activities, accommodations, transportation options visitors are using, and how much they are spending

### After

Satisfaction with visit, perceived value for the money, and likelihood of recommending your destination



# Report Options

Omnitrak's Syndicated TravelTrak America Basic Visitor Profile reports are offered in PDF format to local/city/county destinations as follows:

## Basic Visitor Profile Report: \$15,000

Provides DMOs with information about who their visitors are, what they do while visiting, when they visit, and why they visit. It also provides valuable insights into the destination selection process to help clients build a solid foundation for making truly informed marketing and business decisions.

## Key Visitor Profile Indicators: \$4,500

Provides DMOs with a PDF report containing demographic information about their visitors and key visitor indicators, including the % leisure/business, % air/drive, average party size, average nights, and average spend per party.



# Project Details

## Deliverables and Timing



When you purchase Omnitrak's Syndicated Visitor Profile Insights, you will receive actionable insights into your destinations' visitors from "Start to Visit" - beginning with trip planning through visit satisfaction.



A quick kickoff call with your team to ensure a common launching point.



Production and delivery of your selected Visitor Profile Report in PDF format.



Depending on meeting schedules, the entire Visitor Profile journey can be travelled within a 4-week period.



Insights without action don't move the needle, so each of our Visitor Profile journeys include a complimentary hour of consulting time with our Omnitrak travel research team.



# [Destination] Visitor Profile Report

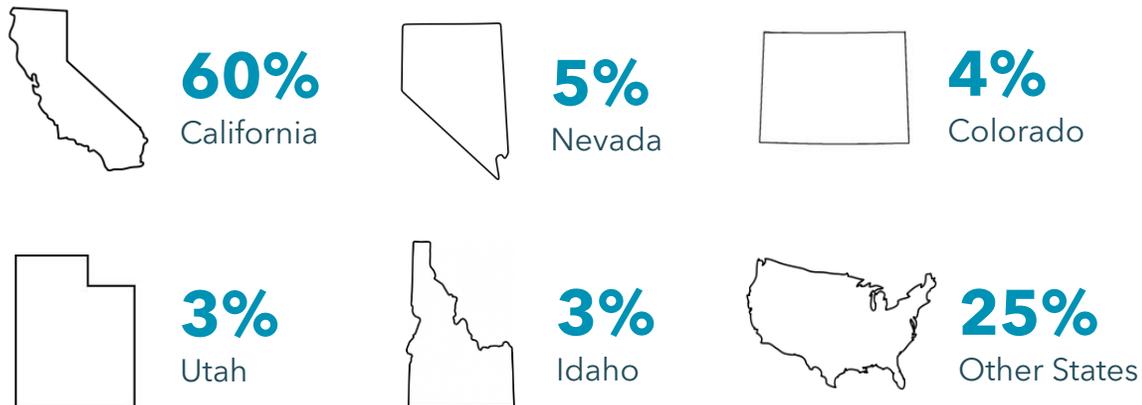
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Prepared for [DMO] | November 2024

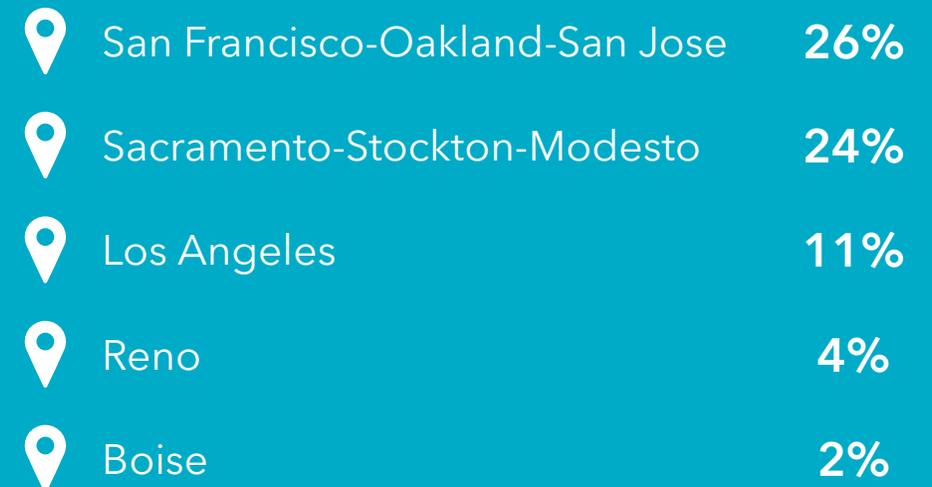
# Where [Destination] visitors come from



## Top Origin States for [Destination] Visitors



## Top Origin DMA Markets for [Destination] Visitors



# When travelers visit [Destination]



Spring  
**16%**



Winter  
**21%**



Summer  
**39%**

Fall  
**24%**





# Travel decision triggers

1

Outdoor activities

48%

2

Visiting friends/family

30%

3

Iconic destination/attraction

20%

4

Entertainment scene

18%

5

Explore new place

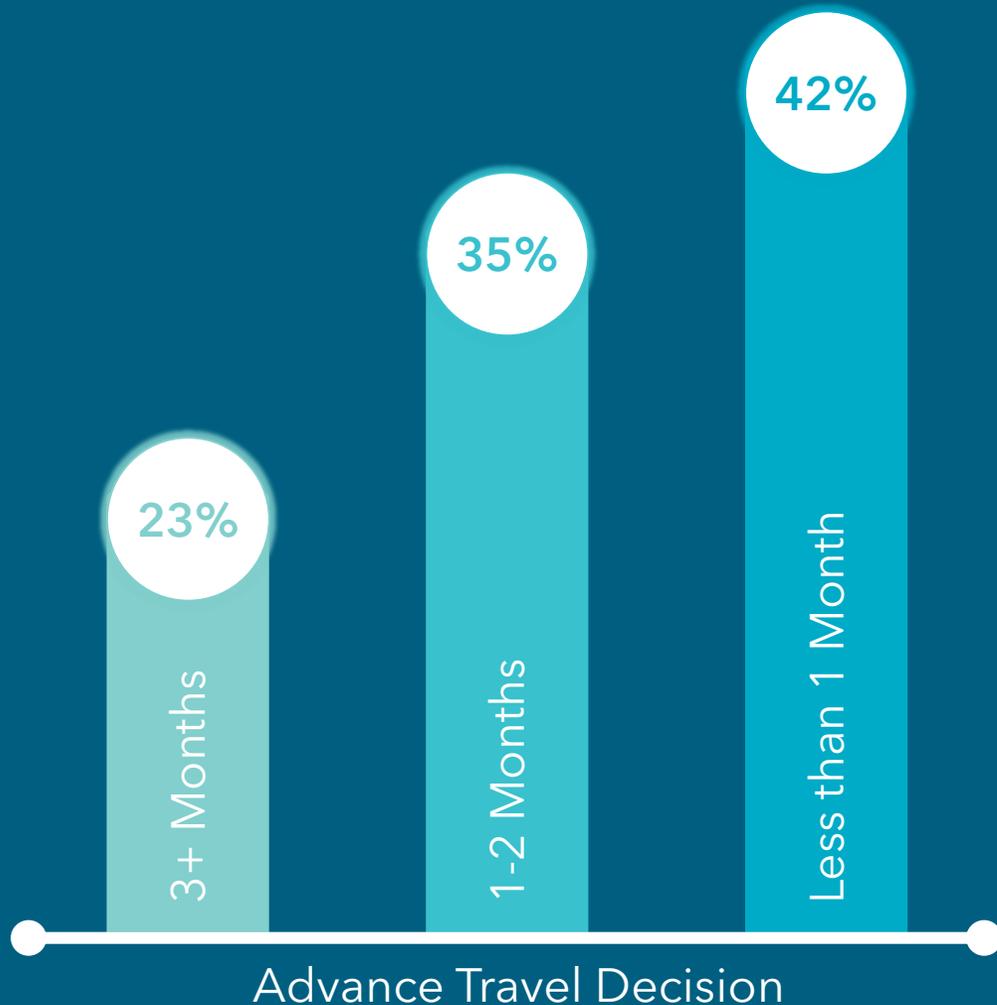
17%

6

Family tradition

16%

# When to be in the market

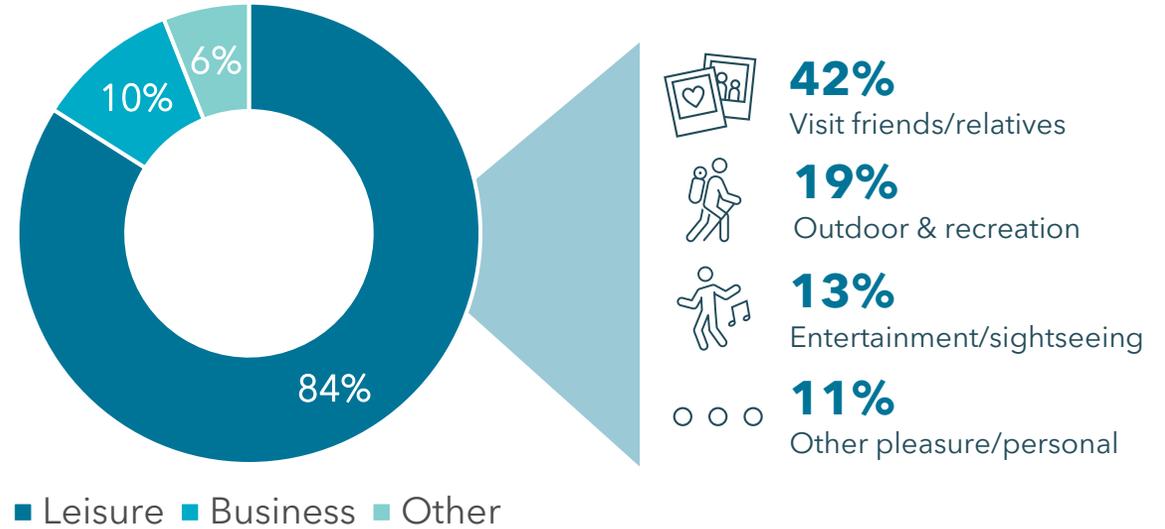


# Where to be in the market



# Why travelers visit and how they come

## Primary Purposes for Trip



## Top Transportation Modes



**77%**  
Own Vehicle



**22%**  
Airplane



**10%**  
Rental Vehicle



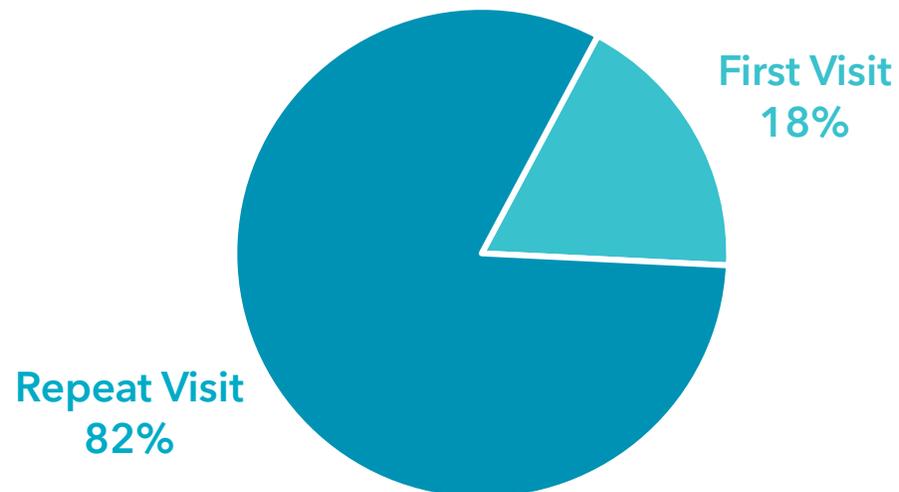
**7%**  
Taxi/Shared Eco.



# Who they travel with and have they come before



## First-time vs. Repeat Visit

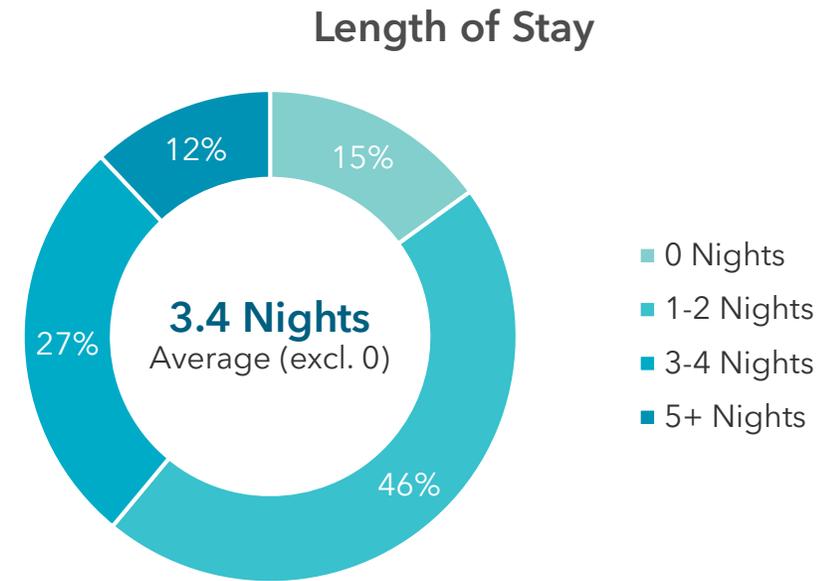


## Travel Party Composition

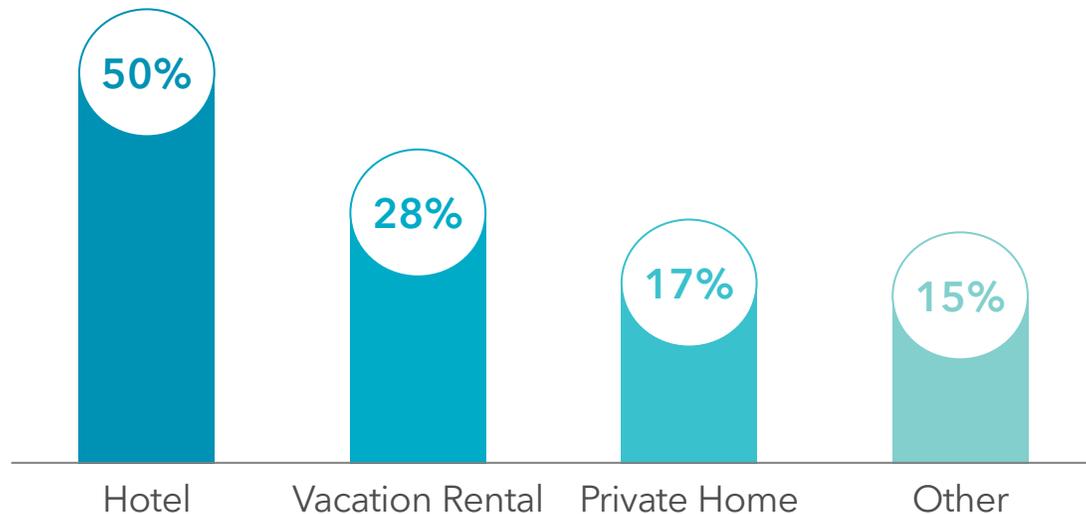


Note: Travel party composition is not mutually exclusive

# How long visitors stay and where they stay

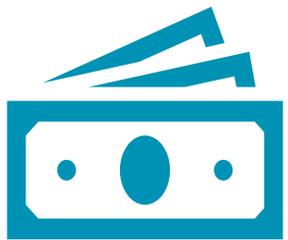


### Overnight Accommodation Types





### Average Trip Expenditure



**\$1,253**

Per Travel Party Per Trip

# How visitors spend money



Transportation

27%



Lodging

22%



Food and Beverage

16%



Entertainment/Recreation

12%



Shopping

11%



Other

12%



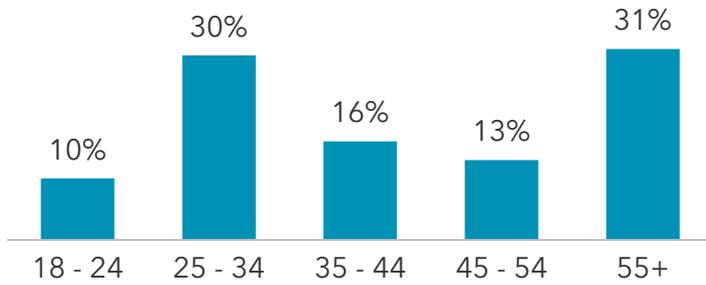
# What visitors do

- 1 Beach 29%
- 2 Casino/Gaming 28%
- 3 Shopping 27%
- 4 Hiking/Backpacking 27%
- 5 Historic Sights 24%
- 6 Fine Dining 22%
- 7 Rural Sightseeing 20%
- 8 State park/Monument/Rec area 19%
- 9 Camping 15%
- 10 Visiting friends/relatives 13%

# Who visitors are

## Age Groups

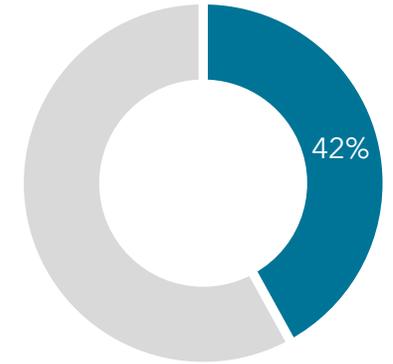
Average: 44.1



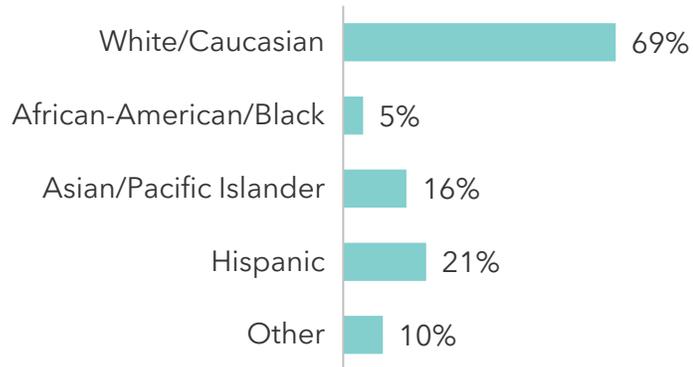
## Annual Household Income



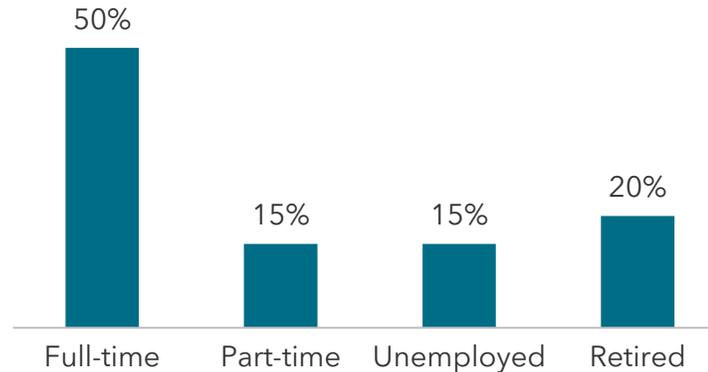
## Children in Household



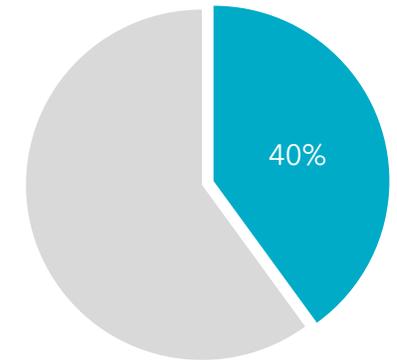
## Race/Ethnicity



## Employment



## Bachelor's Degree or Higher



# Destination Performance Ratings

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Satisfaction with Visit



8.78

Likelihood to Recommend



8.91

Value for the Money



7.65



# The TravelTrak America Team



**Chris Kam**  
**President & COO**

Chris's expertise in marketing research spans more than 30 years in both the public and private sectors. Prior to Omnitrak, Chris served as the Hawai'i Visitors and Convention Bureau's Senior Director of Market Insights from 1996 to 2016.

He currently serves on the boards of the Hawaii chapters of the Pacific Asia Travel Association and the Travel and Tourism Research Association.



**Lydia Poole**  
**Research Director**

Lydia has been involved in travel research for over a decade, in both the public and private sector. Prior to joining Omnitrak, Lydia served as VISIT FLORIDA's Senior Consumer Insights Analyst, overseeing both qualitative and quantitative research projects.



**Levi Tamosaitis**  
**Data Analyst & Statistician**

Levi has worked in the travel research industry for the past four years. Levi's statistical background is the driving force behind Omnitak's syndicated products. Prior to joining Omnitrak, Levi worked for the South Carolina Department of Parks, Recreation & Tourism.