



FRONTIER

VISITOR PROFILE

2021 - 2025



NEVADA COMMISSION ON TOURISM

GOVERNOR

Joe Lombardo

LT. GOVERNOR • CHAIR

Stavros Anthony

DIRECTOR

Brenda Scolari

CEO

Rafael Villanueva

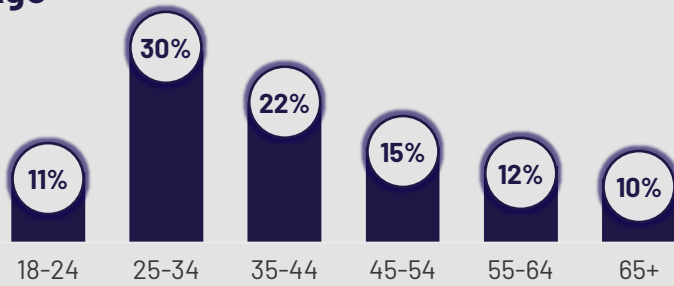
RESEARCH & ANALYSIS

Kyle Shulz, Gabriel Mortensen

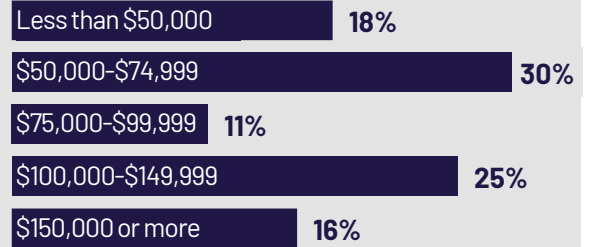
Data Source: TNS Travels America / TravelTrak America



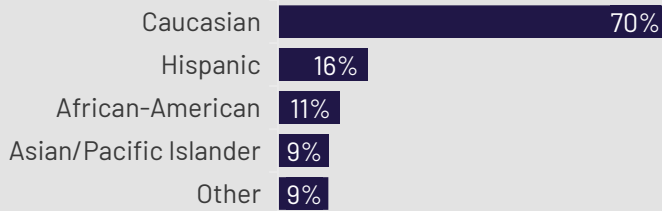
Age



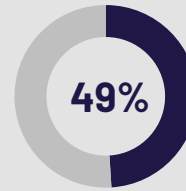
Annual Household Income



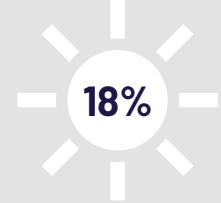
Ethnicity



Children in HH

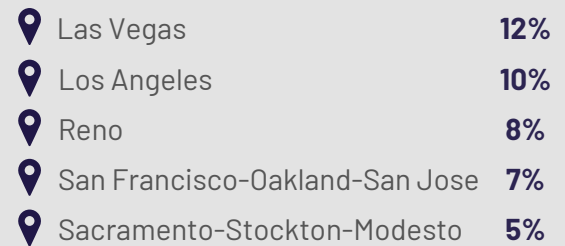


Day Trips



VISITOR SNAPSHOT

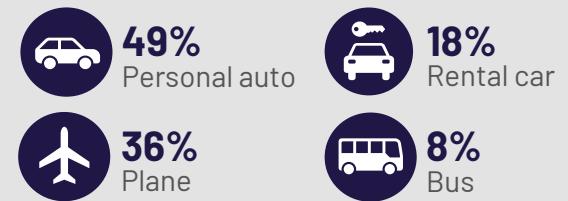
Top Origin Markets



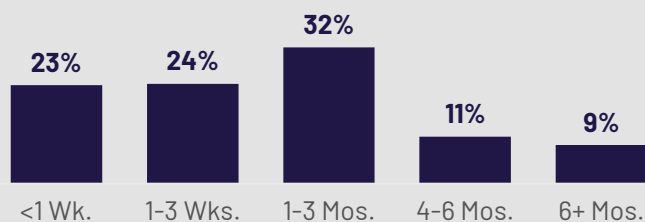
Top Primary Purposes of Nevada Trip

- 1 Vacation - 25%
- 2 Visit friends and/or relatives - 24%
- 3 Entertainment - 8%
- 4 Outdoor recreation - 8%
- 5 Road trip - 7%

Top Travel Modes to Nevada



Advance Decision for Nevada Trip



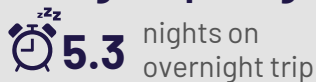
Average Nevada Trip Rating



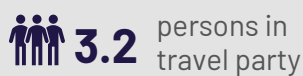
Average Likelihood to Return



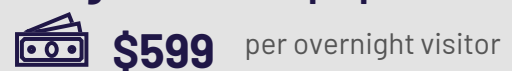
Average Trip Length



Average Party Size



Average Nevada Trip Spend



Frontier Territory	2025/24	2024/23	2023/22	2022/21
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	\$599	\$634	\$643	\$605
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor (revised)	\$132	\$135	\$160	\$145
3) Average Travel Party Size	3.19	3.47	3.17	3.06
4) Average Length (Nights) per Overnight Trip	5.33	4.87	3.62	4.49
5) Percentage of Visits That Were Day Trips	17.7%	16.4%	26.3%	29.9%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.36	4.34	4.34	4.37
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.11	4.05	4.08	4.24
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?				
same day	9.3%	8.0%	5.9%	8.1%
2 - 6 days	14.2%	18.9%	18.9%	21.0%
1 - 3 weeks	23.8%	22.4%	31.8%	29.5%
1 - 3 months	32.4%	28.2%	17.8%	18.5%
4 - 6 months	11.2%	13.7%	15.4%	12.8%
more than 6 months	9.2%	8.8%	10.3%	10.1%
9) Primary Source Used to Inspire Travel to the Destination				
own experience in nevada	19.5%	23.8%	18.5%	13.6%
friends/relatives/other word of mouth	12.7%	9.5%	13.3%	15.5%
other source	11.1%	8.0%	7.8%	9.6%
search engine	8.3%	6.6%	8.2%	9.5%
hotel website	7.2%	8.3%	6.7%	7.0%
10) Primary Source Used to Plan Travel to the Destination				
own experience in nevada	19.4%	23.1%	20.1%	14.2%
other source	13.1%	10.0%	8.5%	12.2%
search engine	11.2%	6.6%	11.9%	15.2%
friends/relatives/other word of mouth	9.1%	12.2%	11.1%	11.3%
online travel agency (i.e. expedia, trivago, booking.com, etc.)	8.4%	8.0%	4.5%	5.0%
11) Primary Source Used to Book Travel to the Destination				
own experience in nevada	14.5%	20.5%	21.6%	12.2%
other source	13.4%	12.0%	11.6%	14.0%

Frontier Territory	2025/24	2024/23	2023/22	2022/21
<i>online travel agency (i.e. expedia, trivago, booking.com, etc.)</i>	11.0%	8.8%	7.9%	8.1%
<i>hotel website</i>	9.3%	14.7%	12.1%	13.1%
<i>friends/relatives/other word of mouth</i>	6.9%	5.1%	6.8%	7.3%
12) Top Nevada Activities and Attractions Experienced (Entire Trip)				
<i>dining and restaurants</i>	42.3%	49.4%	49.3%	46.4%
<i>casino-resorts</i>	40.4%	50.3%	45.3%	43.0%
<i>road trip/scenic drive</i>	30.7%	32.9%	36.1%	35.2%
<i>family/friends event/reunion</i>	24.8%	31.3%	28.6%	19.7%
<i>parks/recreation areas</i>	22.9%	32.4%	34.6%	27.6%
<i>ghost towns</i>	22.8%	25.7%	17.1%	16.9%
<i>historic sites</i>	22.7%	23.2%	26.0%	28.4%
<i>hiking</i>	21.5%	20.8%	22.1%	22.3%
<i>gaming</i>	20.2%	28.9%	27.9%	24.9%
<i>shopping-malls & outlets</i>	19.4%	24.5%	18.7%	19.9%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family				
<i>not at all likely</i>	4.4%	3.9%	1.8%	1.3%
<i>not very likely</i>	3.0%	1.9%	1.6%	3.1%
<i>somewhat likely</i>	13.7%	16.8%	23.1%	17.2%
<i>very likely</i>	25.3%	23.9%	23.7%	27.2%
<i>extremely likely</i>	53.6%	53.5%	49.9%	51.2%
14) Top Five Primary Purposes for the Trip to Nevada				
<i>vacation</i>	25.3%	25.5%	23.5%	21.6%
<i>visit friends or relatives</i>	24.1%	24.6%	21.6%	22.9%
<i>entertainment</i>	8.3%	10.6%	12.4%	12.2%
<i>outdoor recreation</i>	7.8%	5.9%	6.1%	8.5%
<i>road trip</i>	7.4%	10.7%	12.7%	9.4%
15) Top Five Metropolitan Areas of Origin				
<i>las vegas</i>	11.7%	4.7%	6.4%	10.0%
<i>los angeles</i>	9.9%	17.1%	17.0%	22.3%
<i>reno</i>	8.2%	4.2%	1.4%	2.2%

Frontier Territory	2025/24	2024/23	2023/22	2022/21
<i>san francisco-oakland-san jose</i>	7.2%	6.0%	6.4%	6.2%
<i>sacramento-stockton-modesto</i>	5.4%	5.6%	1.5%	0.4%
16) Top Five Places Visitors Are Staying (Entire Trip)				
<i>friends or relatives residence</i>	28.8%	30.5%	21.7%	12.1%
<i>casino hotel/motel</i>	26.6%	37.3%	44.8%	42.1%
<i>non-casino hotel/motel</i>	13.2%	10.1%	8.9%	13.8%
<i>undeveloped campgrounds/parks</i>	11.3%	2.0%	-	0.8%
<i>sharing economy (airbnb, homeaway, etc.)</i>	5.1%	2.5%	2.8%	1.5%
17) Annual Household Income Breakdown of Visitors				
<i>under \$50,000</i>	17.7%	19.1%	22.4%	26.4%
<i>\$50,000 - \$74,999</i>	30.5%	20.0%	14.3%	11.5%
<i>\$75,000 - \$99,999</i>	10.8%	12.6%	19.4%	22.8%
<i>\$100,000 - \$124,999</i>	15.3%	18.8%	14.7%	14.9%
<i>\$125,000 - \$149,999</i>	9.6%	12.1%	14.9%	13.9%
<i>\$150,000 or more</i>	16.1%	17.4%	14.2%	10.5%
18) Top Five Modes of Travel to Nevada				
<i>personal auto</i>	48.9%	56.8%	62.1%	61.0%
<i>plane</i>	35.5%	31.7%	33.1%	34.4%
<i>rental car</i>	17.8%	19.2%	23.4%	21.5%
<i>bus</i>	8.1%	6.5%	7.8%	6.7%
<i>train</i>	7.7%	7.0%	12.9%	12.2%
19) Top Five Modes of Travel Within Nevada				
<i>personal auto</i>	52.3%	56.8%	60.9%	61.4%
<i>rental car</i>	38.8%	39.9%	36.3%	33.9%
<i>taxi</i>	8.5%	7.5%	11.8%	14.6%
<i>ride share (e.g., uber, lyft, etc.)</i>	7.6%	10.6%	12.1%	9.6%
<i>bus</i>	6.5%	3.7%	11.3%	15.1%
20) Ethnicity Breakdown of Visitors				
<i>white</i>	69.8%	69.9%	71.4%	77.1%
<i>hispanic</i>	15.8%	17.0%	23.1%	20.3%

Frontier Territory	2025/24	2024/23	2023/22	2022/21
<i>black/african american</i>	10.8%	13.0%	12.6%	6.3%
<i>asian or pacific islander</i>	8.8%	10.6%	8.9%	5.9%
<i>other</i>	7.8%	6.6%	6.7%	9.0%
<i>prefer not to answer</i>	1.6%	-	-	0.4%
<i>american indian, aleut eskimo</i>	1.2%	-	0.4%	1.3%
21) Age Breakdown of Visitors				
18-24	11.1%	6.8%	6.0%	8.6%
25-34	29.7%	30.8%	35.4%	34.3%
35-44	22.0%	20.8%	17.5%	20.4%
45-54	15.3%	18.3%	19.2%	14.9%
55-64	12.1%	11.5%	10.8%	13.6%
65-74	6.3%	6.3%	7.2%	5.8%
75+	3.5%	5.6%	3.8%	2.2%
Sample Size	134*	121*	128*	159

* Small sample size, exercise caution when using data.