



RURAL NEVADA

VISITOR PROFILE

2021 - 2025



NEVADA COMMISSION ON TOURISM

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Data Source: TNS Travels America / TravelTrak America



METHODOLOGY OVERVIEW

The 2025 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 “2025/2024” reflect combined responses from calendar years 2024 and 2025, representing a two-year aggregate for these territories.

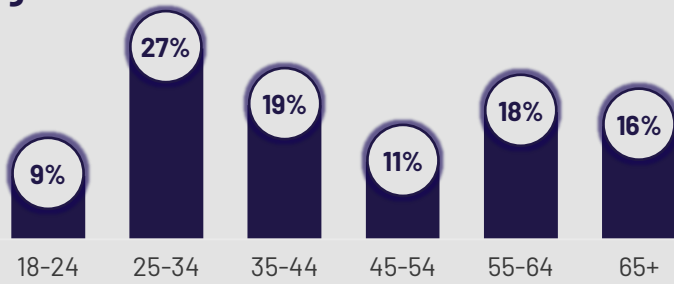
METHODOLOGICAL NOTE

Q2 in each territory profile notes that the average daily expenditure per overnight visitor is revised. This reflects a change from reporting in previous years where the expenditure figure was based on the number of nights spent in the state during the reported trip while the current figure is based on the number of days.

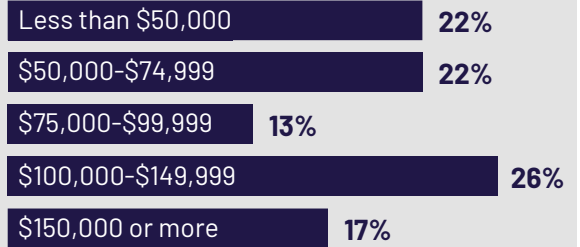
Additionally, Q16 in each territory profile outlines the proportion of visitor nights spent in various property types. Across some rural territories, the percentage of nights attributed to “casino hotel/motel” accommodations declined by seemingly wide margins from the previous year.

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. It’s worth noting that territories with smaller sample sizes are more susceptible to year-to-year fluctuations.

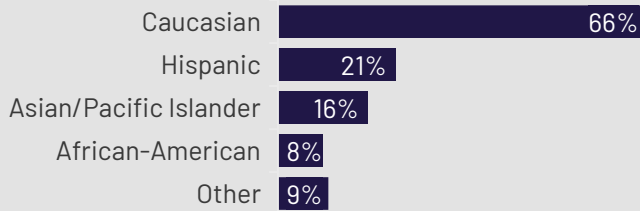
Age



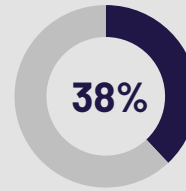
Annual Household Income



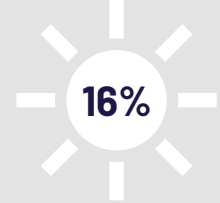
Ethnicity



Children in HH

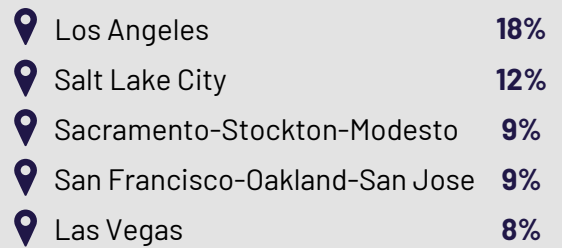


Day Trips



VISITOR SNAPSHOT

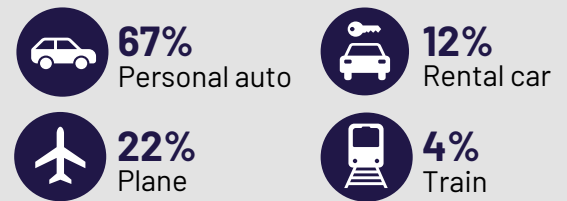
Top Origin Markets



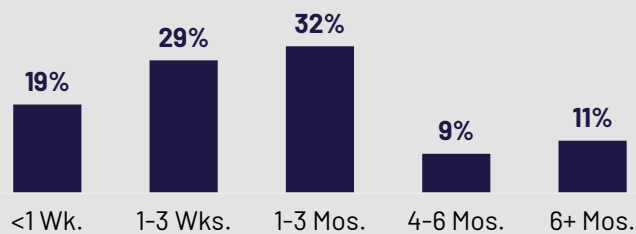
Top Primary Purposes of Nevada Trip

- 1 Visit friends and/or relatives - 27%
- 2 Vacation - 24%
- 3 Entertainment - 12%
- 4 Gaming - 10%
- 5 Outdoor recreation - 7%

Top Travel Modes to Nevada



Advance Decision for Nevada Trip



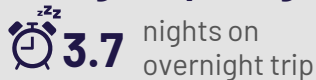
Average Nevada Trip Rating



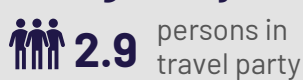
Average Likelihood to Return



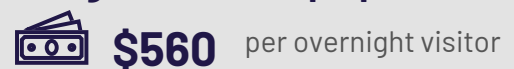
Average Trip Length



Average Party Size



Average Nevada Trip Spend



Question	2025	2024	2023	2022	2021
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	\$560	\$650	\$550	\$630	\$498
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor (revised)	\$150	\$156	\$145	\$159	\$125
3) Average Travel Party Size	2.86	3.13	2.8	2.92	2.84
4) Average Length (Nights) per Overnight Trip	3.73	4.23	3.27	3.47	3.6
5) Percentage of Visits That Were Day Trips	16%	11.1%	16.5%	19.5%	21.9%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.3	4.41	4.22	4.23	4.2
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.18	4.19	4.11	4.19	4.2
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
same day	6.7%	7.8%	5.8%	3.4%	8.4%
2 - 6 days	12.6%	19.9%	14.4%	17.9%	18.0%
1 - 3 weeks	28.8%	21.6%	20.9%	24.2%	33.3%
1 - 3 months	31.9%	25.7%	38.7%	33.8%	23.8%
4 - 6 months	8.6%	11.3%	12.2%	11.0%	10.3%
more than 6 months	11.4%	13.7%	8.0%	9.8%	6.1%
9) Primary Source Used to Inspire Travel to the Destination					
own experience in nevada	25.0%	25.1%	24.5%	20.5%	26.2%
other source	15.0%	13.8%	17.6%	16.8%	18.7%
friends/relatives/other word of mouth	11.5%	16.0%	12.3%	18.6%	14.5%
search engine	10.5%	6.2%	4.1%	5.8%	7.1%
hotel website	10.5%	9.3%	6.2%	8.5%	5.8%
10) Primary Source Used to Plan Travel to the Destination					
own experience in nevada	27.8%	20.6%	21.1%	18.9%	23.2%
other source	15.7%	14.7%	16.0%	18.3%	18.9%
search engine	11.6%	9.5%	3.4%	10.9%	4.7%
hotel website	9.0%	8.4%	8.2%	10.1%	10.1%
friends/relatives/other word of mouth	8.6%	13.4%	11.7%	15.0%	14.5%
11) Primary Source Used to Book Travel to the Destination					
own experience in nevada	21.8%	15.3%	17.7%	19.8%	20.3%
other source	16.4%	13.3%	18.7%	15.9%	22.4%
online travel agency (i.e. expedia, trivago, booking.com, etc.)	12.5%	14.1%	12.6%	9.9%	7.8%

Question	2025	2024	2023	2022	2021
hotel website	12.2%	19.1%	15.3%	14.8%	15.9%
friends/relatives/other word of mouth	8.0%	8.5%	7.6%	10.4%	9.2%
12) Top Nevada Activities and Attractions Experienced (Entire Trip)					
casino-resorts	46.2%	51.6%	50.7%	45.1%	49.5%
dining and restaurants	45.0%	52.1%	50.5%	52.3%	50.4%
gaming	24.6%	27.4%	29.3%	25.9%	23.6%
road trip/scenic drive	22.6%	24.0%	21.0%	26.1%	24.0%
family/friends event/reunion	21.4%	28.0%	27.3%	20.4%	19.5%
shopping-malls & outlets	15.8%	15.8%	17.3%	18.5%	17.9%
visit friends/relatives	15.6%	18.0%	16.9%	20.8%	16.6%
historic sites	15.1%	17.5%	17.1%	19.4%	20.3%
lakes/reservoirs/rivers	14.8%	13.2%	14.9%	20.7%	18.1%
photography	14.2%	9.5%	12.3%	12.1%	10.3%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family					
not at all likely	2.0%	2.8%	1.6%	3.1%	2.3%
not very likely	6.1%	4.3%	5.3%	4.4%	4.5%
somewhat likely	18.8%	17.6%	24.5%	21.2%	20.0%
very likely	28.4%	28.4%	26.7%	25.3%	31.0%
extremely likely	44.8%	46.9%	41.9%	46.0%	42.2%
14) Top Five Primary Purposes for the Trip to Nevada					
visit friends or relatives	27.2%	23.1%	25.6%	19.3%	24.1%
vacation	24.1%	25.3%	20.3%	23.5%	19.8%
entertainment	12.5%	6.8%	11.7%	12.1%	7.5%
gaming	10.4%	7.4%	11.5%	9.7%	12.1%
outdoor recreation	6.9%	5.3%	6.2%	5.5%	8.1%
15) Top Five Metropolitan Areas of Origin					
los angeles	18.3%	15.3%	19.5%	15.2%	22.7%
salt lake city	11.9%	7.8%	10.6%	5.8%	9.9%
sacramento-stockton-modesto	9.5%	14.3%	8.9%	10.7%	9.0%
san francisco-oakland-san jose	9.1%	9.9%	13.6%	12.0%	8.1%

Question	2025	2024	2023	2022	2021
las vegas	7.7%	5.1%	2.2%	5.1%	4.4%
16) Top Five Places Visitors Are Staying (Entire Trip)					
casino hotel/motel	41.8%	35.7%	57.1%	40.3%	51.5%
friends or relatives residence	18.2%	24.0%	15.5%	25.1%	10.1%
non-casino hotel/motel	13.0%	20.2%	10.3%	8.6%	13.9%
undeveloped campgrounds/parks	9.3%	1.4%	0.8%	1.8%	1.2%
sharing economy (airbnb, homeaway, etc.)	7.0%	2.9%	4.3%	7.9%	1.5%
17) Annual Household Income Breakdown of Visitors					
under \$50,000	22.0%	23.8%	19.8%	23.6%	24.9%
\$50,000 - \$74,999	22.4%	21.4%	15.1%	19.2%	22.6%
\$75,000 - \$99,999	13.1%	7.3%	12.8%	17.7%	18.7%
\$100,000 - \$124,999	14.5%	18.1%	17.2%	15.6%	13.9%
\$125,000 - \$149,999	11.4%	10.5%	15.8%	11.2%	10.0%
\$150,000 or more	16.6%	19.0%	19.2%	12.7%	9.9%
18) Top Five Modes of Travel to Nevada					
personal auto	66.8%	63.0%	65.8%	63.8%	73.5%
plane	21.8%	27.6%	26.3%	27.2%	19.3%
rental car	12.5%	11.6%	9.7%	13.9%	11.2%
train	4.1%	3.6%	2.7%	4.4%	3.4%
bus	3.4%	4.8%	3.9%	4.2%	3.0%
19) Top Five Modes of Travel Within Nevada					
personal auto	68.4%	59.9%	66.9%	63.9%	73.6%
rental car	21.3%	26.8%	21.8%	24.0%	19.3%
ride share (e.g., uber, lyft, etc.)	9.5%	12.4%	10.4%	10.2%	8.2%
taxi	4.2%	4.7%	3.8%	6.6%	5.1%
hotel/motel shuttle	3.6%	5.4%	3.5%	4.4%	3.9%
20) Ethnicity Breakdown of Visitors					
white	66.1%	74.5%	70.2%	72.3%	76.0%
hispanic	20.8%	16.5%	16.0%	20.1%	15.4%
asian or pacific islander	15.8%	9.2%	14.9%	12.4%	9.4%

Question	2025	2024	2023	2022	2021
<i>other</i>	8.4%	7.0%	4.4%	7.4%	8.2%
<i>black/african american</i>	8.2%	7.1%	10.5%	5.5%	4.0%
<i>prefer not to answer</i>	0.9%	-	-	1.3%	1.5%
<i>american indian, aleut eskimo</i>	0.7%	2.2%	-	1.0%	1.0%
21) Age Breakdown of Visitors					
18-24	9.2%	5.7%	8.6%	5.9%	7.5%
25-34	26.6%	22.4%	21.7%	25.4%	24.8%
35-44	19.0%	19.4%	16.6%	19.2%	17.7%
45-54	10.6%	18.4%	15.9%	16.5%	15.3%
55-64	18.5%	19.8%	14.7%	17.0%	19.2%
65-74	14.2%	9.8%	16.2%	15.4%	13.2%
75+	1.9%	4.4%	6.3%	0.6%	2.4%
Sample Size	241	215	207	291	318