Pony Express

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.
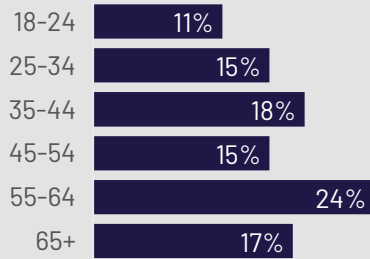
WEIGHTING

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: 11%
- 25-34: 15%
- 35-44: 18%
- 45-54: 15%
- 55-64: 24%
- 65+: 17%

Annual Household Income

- Less than $50,000: 20%
- $50,000-$74,999: 24%
- $75,000-$99,999: 12%
- $100,000-$149,999: 29%
- $150,000 or more: 14%

Ethnicity

- Caucasian: 71%
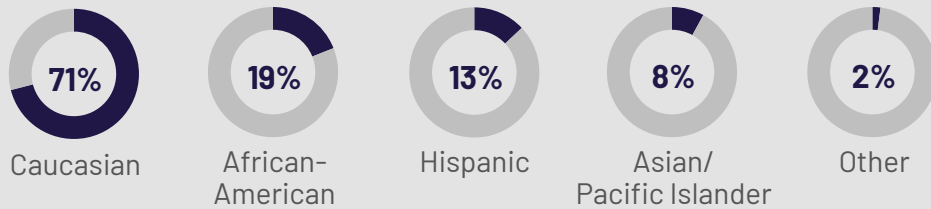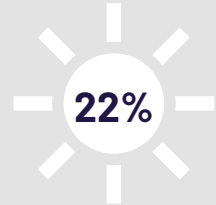- African-American: 19%
- Hispanic: 13%
- Asian/Pacific Islander: 8%
- Other: 2%

Day Trips

22%
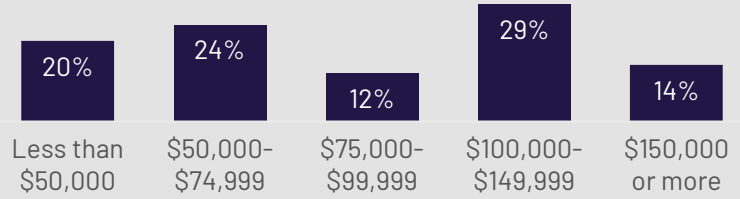
VISITOR SNAPSHOT

Top Origin Markets

- Los Angeles — 25%
- San Francisco/Oakland/San Jose — 10%
- Salt Lake City — 8%
- Sacramento/Stockton/Modesto — 7%
- Reno — 6%
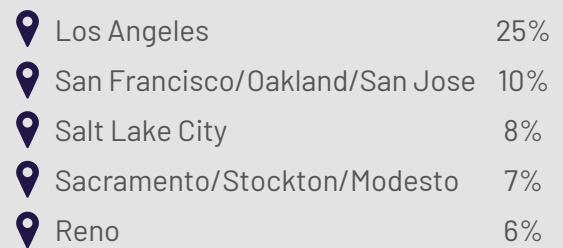
Top Primary Purposes of Nevada Trip

1. Vacation – 23%
2. Visit friends and/or relatives – 21%
3. Entertainment – 20%
4. Road Trip – 15%
5. Gaming – 7%

Top Travel Modes to Nevada

- 70% Personal auto
- 11% Rental car
- 23% Plane
- 8% Bus
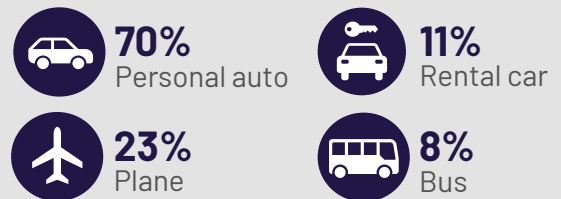
Advance Decision for Nevada Trip

- <1 Wk.: 28%
- 1-3 Wks.: 23%
- 1-3 Mos.: 26%
- 4-6 Mos.: 18%
- 6+ Mos.: 5%
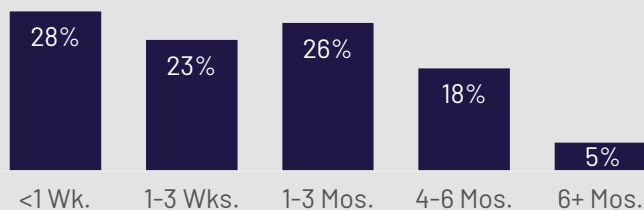
Average Nevada Trip Rating

★★★★⯪ 4.2

Average Likelihood to Return

★★★★⯪ 4.1

Average Trip Length
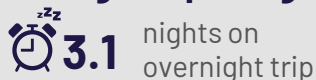
3.1 nights on overnight trip

Average Party Size

2.9 persons in travel party

Average Nevada Trip Spend

$560 per overnight visitor

Notes: Percentages have been rounded; for detailed figures, see tables in territory profile below
**Sample size (n=59); exercise caution when using data

CALENDAR YEAR 2023
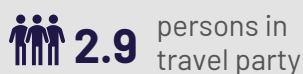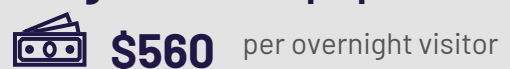
Pony Express Territory	2023	2022	2021	2020	2019
1) Average Non-Gaming & Gaming Trip Expenditure per Overnight Visitor	$560	$591	$473	$500	$675
2) Average Non-Gaming & Gaming Daily Expenditure per Overnight Visitor	$158	$182	$112	$140	$159
3) Average Travel Party Size	2.91	3.53	2.87	3.19	2.93
4) Average Length (Nights) per Overnight Trip	3.1	2.94	3.86	3.65	3.58
5) Percentage of Visits That Were Day Trips	22.2%	34.1%	26.2%	43.4%	32.3%
6) Average Rating of Trip to Nevada (Scale of 1 to 5)	4.16	4.29	4.28	4.2	4.19
7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)	4.14	4.29	4.22	4.17	4.26
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
same day	4.3%	0.6%	6.3%	21.6%	6.6%
2 - 6 days	23.7%	20.8%	21.5%	25.2%	23.2%
1 - 3 weeks	23.5%	30.8%	35.8%	20.2%	24.3%
1 - 3 months	26.2%	32.4%	19.0%	17.8%	28.9%
4 - 6 months	17.7%	5.8%	11.6%	9.3%	11.4%
more than 6 months	4.7%	9.7%	5.7%	5.9%	5.5%
9) Primary Source Used to Inspire Travel to the Destination					
own experience in nevada	27.9%	12.5%	19.2%	11.6%	-
friends/relatives/other word of mouth	10.9%	20.9%	13.8%	6.3%	-
hotel website	8.6%	2.1%	6.0%	6.6%	-
instagram	8.2%	3.8%	1.5%	6.0%	-
tv/streaming ad	8.2%	1.4%	2.1%	3.5%	-
10) Primary Source Used to Plan Travel to the Destination					
own experience in nevada	23.8%	14.0%	18.2%	11.5%	-
friends/relatives/other word of mouth	11.0%	15.9%	10.3%	4.7%	-
travel review site (tripadvisor, yelp, etc.)	10.8%	1.7%	7.2%	2.7%	-
other source	9.9%	17.2%	18.8%	7.9%	-
hotel website	8.9%	4.6%	9.4%	7.7%	-
11) Primary Source Used to Book Travel to the Destination					
own experience in nevada	20.4%	19.0%	14.1%	7.6%	-
hotel website	19.9%	4.7%	11.9%	18.4%	-
other source	11.4%	13.2%	21.3%	10.5%	-

Pony Express Territory	2023	2022	2021	2020	2019
travel review site (tripadvisor, yelp, etc.)	8.9%	1.4%	1.6%	6.1%	–
online travel agent (i.e. expedia, orbitz, etc.)	7.0%	12.1%	8.2%	5.7%	–
12) Top Nevada Activities and Attractions Experienced (Entire Trip)					
dining and restaurants	53.0%	39.0%	41.5%	36.8%	39.9%
casino-resorts	41.5%	44.7%	46.3%	36.2%	51.4%
family/friends event/reunion	32.2%	21.1%	29.7%	38.9%	9.0%
gaming	29.6%	28.0%	23.8%	27.3%	19.5%
parks/recreation areas	29.1%	21.2%	21.2%	11.6%	14.0%
road trip/scenic drive	28.8%	29.1%	29.5%	19.6%	–
hiking	23.3%	20.8%	19.6%	10.9%	6.5%
amusement/theme parks	22.5%	16.9%	10.8%	19.1%	18.4%
water activities (boating, kayaking, canoeing, etc.)	21.1%	16.1%	15.6%	16.7%	–
ghost towns	20.5%	12.6%	16.3%	16.1%	3.7%
13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family					
not at all likely	2.4%	4.0%	2.3%	2.3%	0.7%
not very likely	5.1%	1.5%	4.6%	3.7%	6.1%
somewhat likely	28.6%	12.8%	13.0%	28.3%	15.9%
very likely	24.2%	30.9%	27.5%	22.6%	32.5%
extremely likely	39.7%	50.8%	52.6%	43.1%	44.8%
14) Top Five Primary Purposes for the Trip to Nevada					
vacation	22.8%	29.8%	11.0%	26.2%	25.0%
visit friends or relatives	20.9%	19.4%	34.8%	23.5%	33.0%
entertainment	20.1%	13.3%	8.3%	12.3%	12.8%
road trip	14.8%	5.7%	7.6%	4.5%	–
gaming	6.6%	5.3%	2.6%	10.9%	9.0%
15) Top Five Metropolitan Areas of Origin					
los angeles	24.8%	24.9%	26.2%	18.2%	34.9%
san francisco-oakland-san jose	9.6%	7.9%	6.1%	1.7%	4.9%
salt lake city	7.6%	0.8%	2.1%	2.8%	3.0%
sacramento-stockton-modesto	6.6%	2.6%	6.2%	5.1%	3.0%

Pony Express Territory	2023	2022	2021	2020	2019
reno	5.5%	12.3%	7.1%	3.1%	9.9%
16) Top Five Places Visitors Are Staying (Entire Trip)					
casino hotel/motel	55.0%	37.1%	50.4%	47.1%	50.4%
non-casino hotel/motel	13.4%	7.4%	10.8%	12.2%	15.7%
friends or relatives residence	12.7%	29.3%	12.3%	11.3%	16.2%
developed campgrounds/parks or rv parks	6.4%	6.9%	9.7%	4.7%	1.3%
bed & breakfast or inn	5.3%	2.2%	1.1%	5.7%	2.7%
17) Annual Household Income Breakdown of Visitors					
under $50,000	20.3%	21.7%	31.0%	15.1%	24.5%
$50,000 - $74,999	24.2%	17.5%	11.7%	21.0%	22.9%
$75,000 - $99,999	12.0%	22.0%	21.6%	18.9%	16.1%
$100,000 - $124,999	14.4%	19.2%	15.4%	18.7%	10.6%
$125,000 - $149,999	14.8%	12.4%	12.7%	9.4%	15.2%
$150,000 or more	14.3%	7.2%	7.6%	17.0%	10.8%
18) Top Five Modes of Travel to Nevada					
personal auto	69.9%	72.3%	71.8%	57.9%	-
plane	22.5%	29.0%	20.5%	36.9%	-
rental car	10.9%	23.8%	10.6%	20.3%	-
bus	8.2%	8.5%	8.1%	15.9%	-
train	7.9%	17.5%	8.0%	14.5%	-
19) Top Five Modes of Travel Within Nevada					
personal auto	67.2%	66.6%	71.8%	65.6%	-
rental car	23.0%	25.5%	18.8%	29.4%	-
shared economy (uber, lyft, etc.)	10.1%	17.9%	5.5%	5.7%	-
taxi	9.8%	15.2%	13.1%	17.3%	-
bus	5.2%	16.0%	9.2%	15.6%	-
20) Ethnicity Breakdown of Visitors					
white	70.5%	63.5%	82.5%	88.8%	70.0%
black/african american	19.2%	9.3%	3.9%	0.0%	15.2%
hispanic	12.5%	24.9%	12.5%	11.2%	12.9%

Pony Express Territory	2023	2022	2021	2020	2019
asian or pacific islander	8.5%	12.2%	3.1%	4.8%	10.9%
other	1.8%	15.0%	9.2%	5.7%	1.0%
american indian, aleut eskimo	0.0%	0.0%	1.2%	0.8%	1.6%
prefer not to answer	0.0%	0.0%	0.0%	0.0%	1.2%
21) Age Breakdown of Visitors					
18-24	10.8%	9.7%	5.7%	3.4%	7.2%
25-34	15.1%	32.5%	29.9%	34.8%	30.6%
35-44	17.9%	23.2%	13.9%	36.4%	23.1%
45-54	14.7%	9.0%	16.9%	6.0%	22.3%
55-64	24.0%	10.3%	19.0%	9.4%	10.2%
65-74	12.1%	15.3%	9.8%	8.5%	5.6%
75+	5.4%	0.0%	4.8%	1.5%	1.0%
Sample Size	**59***	**70***	**85***	**79***	**164**

* Small smaple size, exercise caution when using data.
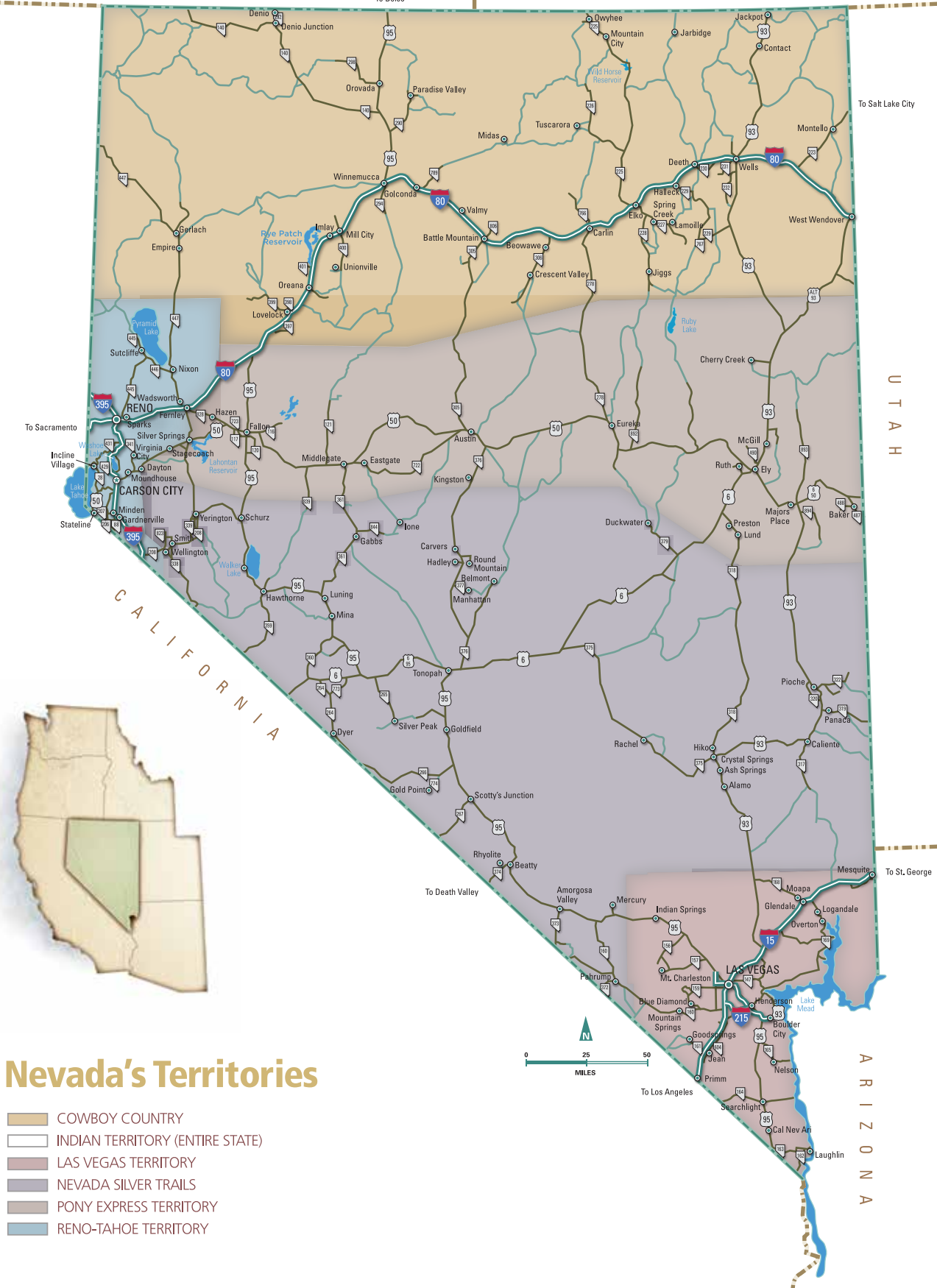
Nevada's Territories

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

State labels: OREGON, IDAHO, UTAH, CALIFORNIA, ARIZONA

Directional references: To Boise, To Salt Lake City, To Sacramento, To St. George, To Death Valley, To Los Angeles

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

Scale: 0 — 25 — 50 MILES