



# Reno-Tahoe

VISITOR PROFILE

2019 - 2023



# NEVADA COMMISSION ON TOURISM

## GOVERNOR

Joe Lombardo

## LT. GOVERNOR • CHAIR

Stavros Anthony

## DIRECTOR

Brenda Scolari

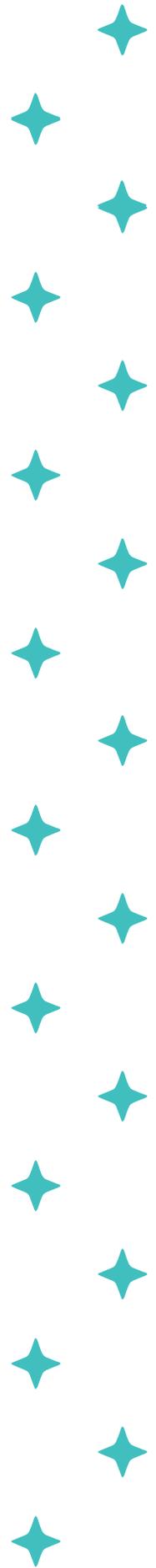
## CEO

Rafael Villanueva

## RESEARCH & ANALYSIS

Kyle Shulz, Gabriel Mortensen

*Data Source: TNS Travels America / TravelTrak America*



## 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

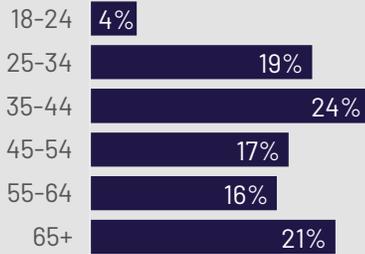
Respondents are assigned a weight based on their demographic representation among the U.S. population. The demographic weight is based on all panelists responding to the qualification questions (i.e., travelers and non-travelers).

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.

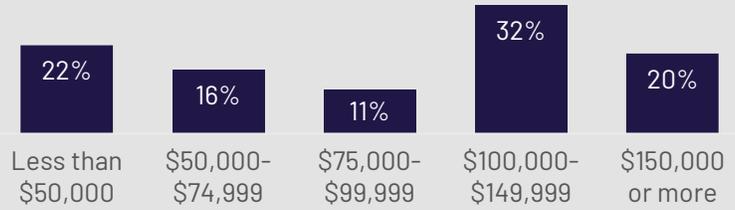
## NEVADA TERRITORY QUALIFICATIONS

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



## Annual Household Income



## Ethnicity

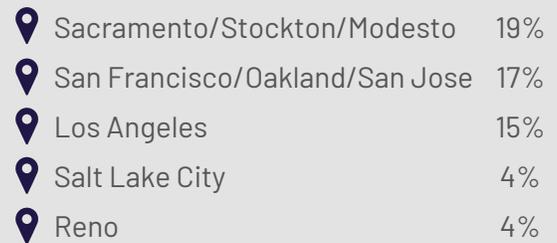


## Day Trips



# VISITOR SNAPSHOT

## Top Origin Markets



## Top Primary Purposes of Nevada Trip

- 1 Visit friends and/or relatives - 24%
- 2 Vacation - 17%
- 3 Gaming - 13%
- 4 Entertainment - 12%
- 5 Road Trip - 8%

## Top Travel Modes to Nevada



## Advance Decision for Nevada Trip



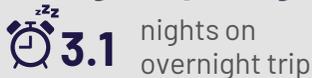
## Average Nevada Trip Rating



## Average Likelihood to Return



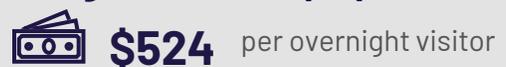
## Average Trip Length



## Average Party Size



## Average Nevada Trip Spend



<b>Reno-Tahoe Territory</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
<b>1) Average Non-Gaming &amp; Gaming Trip Expenditure per Overnight Visitor</b>	\$524	\$661	\$561	\$449	\$544
<b>2) Average Non-Gaming &amp; Gaming Daily Expenditure per Overnight Visitor</b>	\$145	\$164	\$143	\$130	\$155
<b>3) Average Travel Party Size</b>	2.66	2.79	2.71	2.95	2.94
<b>4) Average Length (Nights) per Overnight Trip</b>	3.13	3.64	3.55	3.54	3.4
<b>5) Percentage of Visits That Were Day Trips</b>	19.2%	20.7%	20.8%	29.8%	24.8%
<b>6) Average Rating of Trip to Nevada (Scale of 1 to 5)</b>	4.24	4.18	4.18	4.24	4.28
<b>7) Likelihood of Returning to Nevada Within the Next Two Years (Scale of 1 to 5)</b>	4.19	4.23	4.24	4.36	4.31
<b>8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?</b>					
same day	5.9%	5.2%	9.1%	13.2%	3.8%
2 - 6 days	16.2%	16.5%	20.5%	28.9%	16.6%
1 - 3 weeks	22.7%	25.7%	29.5%	21.0%	28.0%
1 - 3 months	36.3%	34.0%	24.1%	21.5%	31.6%
4 - 6 months	7.8%	10.8%	8.0%	8.4%	11.5%
more than 6 months	11.1%	7.8%	8.7%	7.1%	8.5%
<b>9) Primary Source Used to Inspire Travel to the Destination</b>					
own experience in nevada	25.9%	19.8%	24.2%	20.2%	-
other source	21.8%	20.3%	21.5%	14.0%	-
friends/relatives/other word of mouth	14.4%	19.1%	14.2%	15.6%	-
hotel website	8.5%	12.6%	6.5%	7.4%	-
travel review site (tripadvisor, yelp, etc.)	6.0%	2.4%	3.7%	2.9%	-
<b>10) Primary Source Used to Plan Travel to the Destination</b>					
own experience in nevada	22.1%	15.6%	21.4%	21.4%	-
other source	19.6%	22.3%	21.1%	16.6%	-
friends/relatives/other word of mouth	14.2%	15.8%	14.7%	11.3%	-
hotel website	9.3%	14.3%	11.4%	7.6%	-
online travel agent (i.e. expedia, orbitz, etc.)	7.6%	3.6%	6.7%	4.9%	-
<b>11) Primary Source Used to Book Travel to the Destination</b>					
other source	22.6%	20.3%	23.1%	20.8%	-
hotel website	19.5%	16.3%	19.3%	12.2%	-
own experience in nevada	15.8%	17.1%	17.4%	13.4%	-

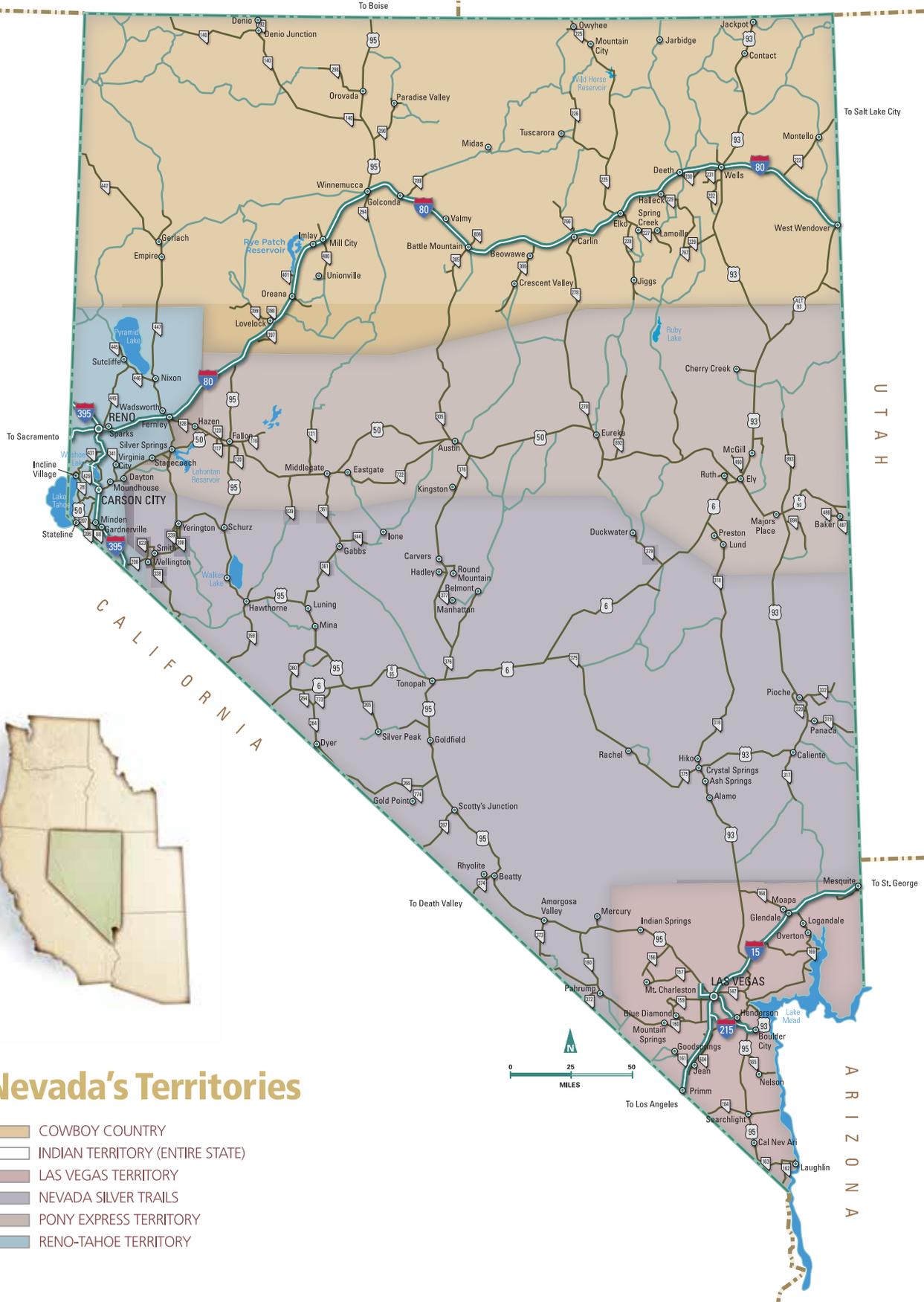
<b>Reno-Tahoe Territory</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
<i>online travel agent (i.e. expedia, orbitz, etc.)</i>	12.3%	9.0%	9.9%	7.5%	-
<i>other websites</i>	10.3%	6.6%	2.5%	5.8%	-
<b>12) Top Nevada Activities and Attractions Experienced (Entire Trip)</b>					
<i>dining and restaurants</i>	50.7%	54.1%	48.1%	36.3%	34.3%
<i>casino-resorts</i>	48.7%	47.5%	51.3%	34.6%	50.6%
<i>gaming</i>	27.1%	26.1%	26.7%	28.2%	20.6%
<i>family/friends event/reunion</i>	22.7%	21.9%	20.3%	25.9%	12.1%
<i>road trip/scenic drive</i>	17.9%	25.0%	20.6%	18.2%	-
<i>shopping-malls &amp; outlets</i>	17.7%	21.5%	18.0%	24.1%	-
<i>visit friends/relatives</i>	17.0%	22.5%	14.1%	14.3%	12.6%
<i>hiking</i>	16.5%	16.2%	11.1%	12.1%	10.6%
<i>historic sites</i>	14.1%	16.8%	18.0%	19.7%	-
<i>photography</i>	12.6%	11.2%	8.3%	13.5%	9.3%
<b>13) Likelihood of Recommending Nevada as a Vacation Destination to Friends/Family</b>					
<i>not at all likely</i>	2.5%	3.0%	2.4%	0.7%	0.7%
<i>not very likely</i>	4.3%	5.3%	3.1%	7.2%	4.9%
<i>somewhat likely</i>	24.3%	19.2%	25.1%	17.4%	16.6%
<i>very likely</i>	30.8%	28.1%	31.2%	26.1%	29.8%
<i>extremely likely</i>	38.0%	44.3%	38.2%	48.5%	48.0%
<b>14) Top Five Primary Purposes for the Trip to Nevada</b>					
<i>visit friends or relatives</i>	23.8%	23.4%	22.7%	27.8%	32.5%
<i>vacation</i>	17.3%	20.3%	20.7%	30.7%	19.0%
<i>gaming</i>	12.7%	10.5%	11.8%	11.6%	14.4%
<i>entertainment</i>	12.1%	10.1%	7.2%	5.6%	8.2%
<i>road trip</i>	7.8%	5.3%	4.7%	9.0%	-
<b>15) Top Five Metropolitan Areas of Origin</b>					
<i>sacramento-stockton-modesto</i>	18.5%	17.0%	16.0%	17.7%	16.1%
<i>san francisco-oakland-san jose</i>	16.6%	18.1%	14.1%	13.2%	17.0%
<i>los angeles</i>	14.9%	12.8%	18.5%	16.9%	15.3%
<i>salt lake city</i>	4.3%	0.7%	2.8%	0.0%	3.0%

<b>Reno-Tahoe Territory</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
<i>reno</i>	4.2%	6.8%	8.9%	4.3%	8.4%
<b>16) Top Five Places Visitors Are Staying (Entire Trip)</b>					
<i>casino hotel/motel</i>	58.3%	43.7%	56.8%	40.9%	50.5%
<i>friends or relatives residence</i>	16.1%	26.5%	9.5%	20.1%	20.3%
<i>non-casino hotel/motel</i>	12.2%	8.7%	12.4%	10.0%	13.3%
<i>sharing economy (airbnb, homeaway, etc.)</i>	4.6%	7.0%	1.5%	4.6%	3.8%
<i>vacation home or rental unit</i>	1.7%	2.7%	1.4%	6.7%	0.6%
<b>17) Annual Household Income Breakdown of Visitors</b>					
<i>under \$50,000</i>	21.6%	23.6%	20.0%	20.1%	19.6%
<i>\$50,000 - \$74,999</i>	15.6%	21.7%	27.7%	15.2%	25.0%
<i>\$75,000 - \$99,999</i>	11.4%	16.9%	15.9%	20.9%	16.1%
<i>\$100,000 - \$124,999</i>	16.7%	14.0%	12.8%	14.4%	14.6%
<i>\$125,000 - \$149,999</i>	15.0%	11.5%	11.6%	9.1%	9.3%
<i>\$150,000 or more</i>	19.7%	12.4%	11.9%	20.2%	15.5%
<b>18) Top Five Modes of Travel to Nevada</b>					
<i>personal auto</i>	65.2%	67.1%	75.8%	62.8%	-
<i>plane</i>	22.3%	24.6%	18.7%	21.0%	-
<i>rental car</i>	9.8%	14.1%	8.9%	14.9%	-
<i>bus</i>	4.0%	4.0%	3.6%	7.4%	-
<i>train</i>	3.7%	4.1%	4.1%	6.6%	-
<b>19) Top Five Modes of Travel Within Nevada</b>					
<i>personal auto</i>	68.9%	66.8%	74.1%	69.8%	-
<i>rental car</i>	18.3%	21.4%	15.9%	21.1%	-
<i>shared economy (uber, lyft, etc.)</i>	7.7%	8.6%	10.9%	3.3%	-
<i>taxi</i>	4.1%	5.3%	4.2%	5.8%	-
<i>hotel/motel shuttle</i>	3.7%	5.3%	4.3%	5.9%	-
<b>20) Ethnicity Breakdown of Visitors</b>					
<i>white</i>	69.7%	71.8%	72.7%	76.3%	74.7%
<i>asian or pacific islander</i>	17.8%	14.6%	11.5%	14.4%	13.7%
<i>hispanic</i>	14.9%	16.8%	19.3%	11.6%	12.2%

<b>Reno-Tahoe Territory</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
<i>black/african american</i>	6.2%	6.0%	5.0%	2.3%	5.2%
<i>other</i>	5.6%	4.6%	8.0%	4.7%	3.3%
<i>prefer not to answer</i>	0.6%	0.0%	1.3%	0.0%	2.3%
<i>american indian, aleut eskimo</i>	0.0%	1.1%	1.5%	1.5%	2.3%
<b>21) Age Breakdown of Visitors</b>					
18-24	3.5%	4.1%	9.2%	4.1%	7.8%
25-34	19.1%	20.8%	23.5%	25.5%	27.4%
35-44	23.8%	17.1%	14.8%	28.8%	21.1%
45-54	16.7%	14.1%	14.3%	11.2%	14.2%
55-64	16.0%	22.7%	19.9%	17.7%	12.6%
65-74	18.0%	19.9%	16.5%	10.4%	13.6%
75+	2.9%	1.4%	1.9%	2.2%	3.3%
<b>Sample Size</b>	<b>217</b>	<b>271</b>	<b>309</b>	<b>175</b>	<b>355</b>

OREGON

IDAHO



# Nevada's Territories

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