

Nevada Territory Visitor Facts Cowboy Country 2016-2012



Question	2016	2015	2014	2013	2012
1 What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?	\$554	\$314	\$282	\$366	\$325
2 What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$165	\$127	\$118	\$138	\$127
3 What is the average travel party size?	3.1	2.7	2.4	2.3	2.4
4 What is the average length (nights) per overnight trip?	5.0	2.9	3.8	2.8	3.0
5 What percentage of visits were day trips?	29%	30%	15%	15%	12%
6 What is the average rating of trip to Nevada - scale of 1 to 5?	4.15	4.22	4.10	4.06	3.69
7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
Same day	4.8%	12.2%	3.8%	3.6%	1.9%
2-6 days	10.5%	19.1%	17.5%	16.7%	14.4%
1-3 weeks	31.4%	21.4%	27.5%	22.6%	31.7%
1-3 months	32.4%	29.0%	33.8%	35.7%	33.7%
4-6 months	6.7%	9.2%	5.0%	9.5%	8.7%
More than 6 months	14.3%	9.2%	12.5%	11.9%	9.6%
8 What was the primary source of information used by visitors (top five)?					
Own Experience in Nevada	21.9%	23.7%	41.3%	45.2%	47.1%
Friends/Relatives/Other Word of Mouth	15.2%	13.7%	10.0%	8.3%	7.7%
Other	10.5%	13.0%	22.5%	16.7%	23.1%
Other Websites	9.5%	7.6%	16.3%	13.1%	9.6%
Travel App	5.7%	4.6%	0.0%	0.0%	0.0%
9 What are the top Nevada activities and attractions experienced (entire trip)?					
Casino-Resorts	38.1%	38.2%	46.3%	40.5%	43.3%
Dining and Restaurants	33.3%	19.9%	31.3%	26.2%	28.9%
Gaming, General	30.5%	21.4%	27.5%	29.8%	28.9%
Live Performance	23.8%	13.7%	15.0%	14.3%	9.6%
Scenic Drive	19.1%	12.2%	20.0%	11.9%	8.7%
Mountains	19.1%	14.5%	16.3%	9.5%	7.7%
Amusement/Theme Parks	18.1%	12.2%	1.3%	0.0%	1.9%
Deserts	16.2%	10.7%	6.3%	4.8%	6.7%
Shopping-Malls	14.3%	9.2%	7.5%	6.0%	6.7%
Visit Friends/Relatives	13.3%	13.7%	15.0%	14.3%	12.5%
10 What are the top five primary purposes for the trip to Nevada?					
Visit Friends or Relatives	26.7%	22.1%	26.3%	15.5%	18.3%
Vacation	21.9%	23.7%	15.0%	23.8%	20.2%
Gaming	21.0%	22.1%	25.0%	26.2%	27.9%
Entertainment	10.5%	6.1%	8.8%	6.0%	5.8%
Special Event/Festival	6.7%	1.5%	1.3%	4.8%	1.9%
11 What are the top five metropolitan areas of origin?					
Boise	8.6%	7.6%	7.5%	7.1%	N/A
Salt Lake City	7.6%	14.5%	20.0%	21.4%	N/A
New York	7.6%	4.6%	1.3%	1.2%	N/A
Phoenix (Prescott)	7.6%	2.3%	0.0%	2.4%	N/A
Los Angeles	6.7%	8.4%	3.8%	1.2%	N/A
12 Where are the top five places visitors are staying (entire trip)?					
Casino Hotel/Motel	43.2%	52.3%	36.5%	50.0%	46.4%
Non Casino Hotel/Motel	14.2%	17.7%	13.1%	18.9%	16.9%
Friends or Relatives Residence	13.1%	18.5%	22.5%	11.2%	8.2%

N/A = Data not available for calendar year
 Compiled by the Nevada Division of Tourism, Research Department
 Source: TNS Nevada Visitor Study
 TravelNevada.biz

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Undeveloped Campgrounds/Parks or Boon Docking	6.6%	1.5%	0.4%	0.0%	5.6%
Vacation Home or Rental Unit	5.7%	3.9%	1.6%	1.5%	2.6%
13 What are the top five primary motivations to visit for return visitors (at least one pleasure motivated trip in last three years)					
Casino-Resorts	13.5%	13.5%	16.7%	17.1%	15.6%
Other	9.6%	6.4%	14.1%	12.2%	17.7%
Las Vegas	7.7%	2.4%	1.3%	2.4%	1.0%
Amusement/Theme Parks	4.8%	6.4%	0.0%	0.0%	1.0%
Gaming, General	3.9%	7.1%	9.0%	7.3%	11.5%
14 What percentage of other territories were visited on trip?					
Las Vegas Territory	56.2%	51.2%	28.8%	25.0%	21.2%
Nevada Silver Trails	46.7%	36.6%	18.8%	16.7%	12.5%
Reno-Tahoe Territory	45.7%	48.9%	30.0%	34.5%	33.7%
Pony Express Territory	42.9%	38.2%	31.3%	22.6%	26.0%
15 What are the top five modes of travel to, through, or within Nevada?					
Personal Auto	49.5%	58.0%	67.5%	69.1%	70.2%
Rental Auto	29.5%	14.5%	6.3%	14.3%	9.6%
Walk	24.8%	16.0%	12.5%	15.5%	5.8%
Plane	23.8%	16.8%	10.0%	14.3%	12.5%
Hotel/Motel Shuttle	22.9%	12.2%	2.5%	8.3%	1.9%
16 What is the ethnicity breakdown of visitors?					
Caucasian	85.7%	81.7%	93.8%	90.5%	80.8%
Hispanic	14.3%	13.0%	1.3%	3.6%	5.8%
Asian/Pacific Islander	6.7%	7.6%	1.3%	2.4%	6.7%
African-American	3.8%	6.1%	1.3%	0.0%	3.9%
Other	1.9%	3.8%	2.5%	3.6%	5.8%
American Indian, Aleut Eskimo	1.0%	0.0%	1.3%	2.4%	0.0%
No Answer	1.0%	0.8%	0.0%	1.2%	2.9%
17 What is the age breakdown of visitors?					
18-24	5.7%	13.7%	2.5%	3.6%	1.0%
25-34	31.4%	32.8%	5.0%	9.5%	12.5%
35-44	21.9%	9.9%	10.0%	7.1%	7.7%
45-54	12.4%	13.7%	21.3%	17.9%	16.4%
55-64	18.1%	13.7%	26.3%	33.3%	26.9%
65-74	7.6%	14.5%	28.8%	21.4%	32.7%
75+	2.9%	1.5%	6.3%	7.1%	2.9%
<i>Initial Sample Sizes:</i>	105	131	80	84	104