

# Nevada Territory Visitor Facts Las Vegas Territory 2016-2012



Question	2016	2015	2014	2013	2012
<b>1 What is the average non-gaming &amp; gaming <u>trip</u> expenditure per overnight visitor?</b>	\$605	\$614	\$566	\$608	\$607
<b>2 What is the average non-gaming &amp; gaming <u>daily</u> expenditure per overnight visitor?</b>	\$171	\$178	\$157	\$173	\$165
<b>3 What is the average travel party size?</b>	2.7	2.6	2.5	2.5	2.5
<b>4 What is the average length (nights) per overnight trip?</b>	4.0	3.9	4.0	3.9	3.8
<b>5 What percentage of visits were day trips?</b>	11%	9%	7%	7%	7%
<b>6 What is the average rating of trip to Nevada - scale of 1 to 5?</b>	4.29	4.22	4.21	4.24	4.17
<b>7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?</b>					
Same day	2.5%	3.5%	1.5%	1.7%	2.3%
2-6 days	8.9%	9.5%	8.6%	8.6%	8.5%
1-3 weeks	21.1%	20.6%	17.4%	18.9%	15.9%
1-3 months	40.9%	39.8%	41.2%	41.5%	42.9%
4-6 months	14.3%	16.2%	17.1%	16.5%	17.6%
More than 6 months	12.2%	10.5%	14.2%	12.8%	12.8%
<b>8 What was the primary source of information used by visitors (top five)?</b>					
Own Experience in Nevada	35.0%	37.3%	43.1%	43.7%	40.6%
Other	14.8%	15.4%	18.0%	17.5%	22.0%
Friends/Relatives/Other Word of Mouth	14.4%	13.9%	14.8%	13.1%	12.5%
Other Websites	14.1%	14.0%	12.5%	14.5%	13.7%
Travel App	4.1%	2.8%	1.4%	1.0%	0.0%
<b>9 What are the top Nevada activities and attractions experienced (entire trip)?</b>					
Casino-Resorts	50.5%	50.1%	56.8%	56.3%	56.0%
Dining and Restaurants	40.9%	42.5%	46.3%	44.7%	46.4%
Gaming, General	34.7%	36.6%	43.0%	45.3%	43.6%
Live Performance	28.1%	26.0%	29.5%	28.1%	27.2%
Shopping-Malls	19.1%	21.7%	20.7%	19.3%	20.5%
Shopping-Outlets	14.3%	15.4%	15.2%	14.1%	13.7%
Visit Friends/Relatives	11.2%	13.2%	15.7%	15.1%	12.0%
Family/Friends Event/Reunion	9.5%	8.6%	12.0%	9.5%	8.1%
Scenic Drive	9.3%	8.2%	8.7%	7.7%	8.8%
Parks/Recreation Areas: National or State	7.8%	7.4%	8.2%	5.5%	6.2%
<b>10 What are the top five primary purposes for the trip to Nevada?</b>					
Vacation	28.2%	26.2%	25.1%	27.0%	26.7%
Visit Friends or Relatives	20.5%	21.0%	20.0%	18.5%	15.4%
Gaming	16.8%	18.4%	22.0%	22.5%	20.3%
Entertainment	11.0%	11.1%	8.5%	9.8%	10.8%
Special Event/Festival	4.3%	3.6%	3.9%	3.5%	4.7%
<b>11 What are the top five metropolitan areas of origin?</b>					
Los Angeles	23.8%	20.7%	21.3%	22.3%	N/A
Phoenix (Prescott)	7.4%	8.1%	9.4%	10.1%	N/A
Las Vegas	5.0%	5.2%	5.3%	5.8%	N/A
San Francisco-Oakland-San Jose	3.6%	4.0%	3.3%	3.8%	N/A
Salt Lake City	3.2%	4.3%	3.9%	4.2%	N/A
<b>12 Where are the top five places visitors are staying (entire trip)?</b>					
Casino Hotel/Motel	61.4%	62.3%	63.4%	67.5%	70.8%
Friends or Relatives Residence	14.9%	16.7%	13.9%	10.5%	10.9%
Condo/Time Share	8.4%	6.5%	9.2%	7.6%	8.7%

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	Non Casino Hotel/Motel	8.0%	8.2%	6.1%	5.7%	4.8%
	Vacation Home or Rental Unit	2.1%	1.0%	3.7%	2.7%	1.6%
<b>13</b>	<b>What are the top five primary motivations to visit for return visitors (at least one pleasure motivated trip in last three years)</b>					
	Las Vegas	17.9%	15.6%	14.7%	14.6%	13.5%
	Casino-Resorts	16.6%	16.4%	17.6%	17.4%	19.8%
	Las Vegas Strip	11.0%	11.9%	8.2%	9.6%	11.0%
	Gaming, General	7.9%	9.1%	10.8%	12.6%	10.2%
	Live Performance	6.0%	3.9%	4.9%	5.2%	5.6%
<b>14</b>	<b>What percentage of other territories were visited on trip?</b>					
	Reno-Tahoe Territory	11.4%	11.4%	5.8%	6.1%	5.0%
	Nevada Silver Trails	9.0%	9.1%	4.2%	5.3%	4.8%
	Pony Express Territory	6.4%	7.2%	3.6%	3.1%	3.3%
	Cowboy Country	5.7%	6.2%	2.1%	1.8%	1.8%
<b>15</b>	<b>What are the top five modes of travel to, through, or within Nevada?</b>					
	Personal Auto	41.5%	44.5%	49.9%	49.8%	46.5%
	Plane	30.3%	32.9%	32.8%	35.4%	33.0%
	Walk	28.0%	26.8%	23.8%	23.4%	24.5%
	Rental Auto	21.4%	19.8%	19.2%	18.8%	18.9%
	Taxi	20.8%	21.0%	19.6%	18.5%	20.2%
<b>16</b>	<b>What is the ethnicity breakdown of visitors?</b>					
	Caucasian	77.8%	78.8%	84.0%	85.0%	84.5%
	Hispanic	11.6%	9.1%	6.0%	6.7%	6.1%
	Asian/Pacific Islander	10.7%	10.6%	5.2%	5.3%	6.0%
	African-American	6.1%	6.4%	4.7%	4.2%	4.1%
	Other	4.0%	2.6%	3.7%	3.6%	2.8%
	American Indian, Aleut Eskimo	1.0%	0.7%	0.5%	0.6%	0.6%
	No Answer	0.5%	0.8%	1.9%	1.3%	2.0%
<b>17</b>	<b>What is the age breakdown of visitors?</b>					
	18-24	7.4%	7.2%	2.4%	2.8%	2.7%
	25-34	23.7%	21.1%	10.2%	12.7%	11.8%
	35-44	18.3%	16.7%	11.5%	12.3%	13.0%
	45-54	16.6%	16.7%	17.7%	18.4%	19.6%
	55-64	17.1%	20.3%	26.0%	26.0%	28.3%
	65-74	14.1%	15.7%	26.4%	22.5%	19.5%
	75+	2.8%	2.4%	5.8%	5.3%	5.1%
	<i>Initial Sample Sizes:</i>	<i>1041</i>	<i>1090</i>	<i>1078</i>	<i>1149</i>	<i>1208</i>