

Nevada Territory Visitor Facts

Nevada Silver Trails

2016-2012



Question	2016	2015	2014	2013	2012
1 What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?	\$508	\$387	\$531	\$392	\$314
2 What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$152	\$122	\$160	\$98	\$85
3 What is the average travel party size?	3.0	3.0	2.4	2.5	2.5
4 What is the average length (nights) per overnight trip?	4.4	4.0	4.8	4.3	4.2
5 What percentage of visits were day trips?	29%	36%	24%	18%	18%
6 What is the average rating of trip to Nevada - scale of 1 to 5?	4.35	4.33	4.24	4.19	4.18
7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
Same day	6.9%	9.6%	2.9%	8.3%	2.6%
2-6 days	18.5%	23.0%	14.7%	17.9%	16.7%
1-3 weeks	29.2%	27.4%	22.1%	17.9%	16.7%
1-3 months	30.0%	22.2%	26.5%	28.6%	29.5%
4-6 months	6.9%	9.6%	14.7%	13.1%	14.1%
More than 6 months	8.5%	8.2%	19.1%	14.3%	20.5%
8 What was the primary source of information used by visitors (top five)?					
Own Experience in Nevada	20.8%	18.5%	32.4%	33.3%	32.1%
Friends/Relatives/Other Word of Mouth	13.1%	8.9%	22.1%	10.7%	18.0%
Other Websites	10.8%	8.9%	11.8%	9.5%	6.4%
AAA Guide and Map	6.9%	5.9%	2.9%	4.8%	3.9%
Social Media (Facebook, Twitter, etc.)	6.9%	4.4%	0.0%	0.0%	0.0%
9 What are the top Nevada activities and attractions experienced (entire trip)?					
Dining and Restaurants	31.5%	23.7%	29.4%	31.0%	43.6%
Casino-Resorts	30.8%	26.7%	38.2%	33.3%	48.7%
Deserts	24.6%	11.1%	13.2%	14.3%	20.5%
Gaming, General	23.1%	17.8%	30.9%	32.1%	33.3%
Live Performance	23.1%	19.3%	22.1%	21.4%	24.4%
Scenic Drive	21.5%	14.8%	26.5%	23.8%	23.1%
Shopping-Malls	19.2%	16.3%	10.3%	16.7%	16.7%
Amusement/Theme Parks	18.5%	21.5%	2.9%	4.8%	3.9%
Parks/Recreation Areas: National or State	17.7%	17.0%	22.1%	13.1%	19.2%
Mountains	17.7%	14.1%	16.2%	8.3%	11.5%
10 What are the top five primary purposes for the trip to Nevada?					
Visit Friends or Relatives	29.2%	29.6%	33.8%	25.0%	25.6%
Vacation	26.9%	26.7%	23.5%	26.2%	26.9%
Entertainment	10.0%	13.3%	5.9%	4.8%	7.7%
Outdoor Recreation	10.0%	2.2%	4.4%	8.3%	3.9%
Gaming	7.7%	8.2%	8.8%	7.1%	6.4%
11 What are the top five metropolitan areas of origin?					
Los Angeles	13.9%	23.7%	5.9%	7.1%	N/A
Las Vegas	12.3%	9.6%	14.7%	17.9%	N/A
Phoenix (Prescott)	6.9%	3.0%	5.9%	3.6%	N/A
Seattle-Tacoma	5.4%	1.5%	1.5%	1.2%	N/A
Reno	4.6%	6.7%	7.4%	8.3%	N/A
12 Where are the top five places visitors are staying (entire trip)?					
Casino Hotel/Motel	50.9%	39.1%	33.7%	43.3%	35.1%
Non Casino Hotel/Motel	15.5%	12.9%	9.9%	7.2%	15.3%
Friends or Relatives Residence	8.4%	15.3%	27.2%	10.7%	14.1%

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	Vacation Home or Rental Unit	6.4%	2.7%	1.7%	0.7%	1.9%
	Bed & Breakfast or Inn	5.4%	2.7%	0.4%	1.7%	0.8%
13	What are the top five primary motivations to visit for return visitors (at least one pleasure motivated trip in last three years)					
	Las Vegas	9.4%	7.5%	6.0%	7.6%	2.7%
	Casino-Resorts	7.0%	6.0%	7.5%	10.1%	6.9%
	Other	7.0%	5.3%	7.5%	7.6%	17.8%
	Live Performance	5.5%	3.8%	0.0%	1.3%	1.4%
	Amusement/Theme Parks	5.5%	9.8%	0.0%	0.0%	2.7%
14	What percentage of other territories were visited on trip?					
	Las Vegas Territory	72.3%	73.3%	66.2%	72.6%	74.4%
	Reno-Tahoe Territory	49.2%	57.8%	32.4%	35.7%	33.3%
	Pony Express Territory	37.7%	48.2%	41.2%	22.6%	29.5%
	Cowboy Country	37.7%	35.6%	22.1%	16.7%	16.7%
15	What are the top five modes of travel to, through, or within Nevada?					
	Personal Auto	46.9%	43.0%	60.3%	69.1%	69.2%
	Rental Auto	38.5%	22.2%	20.6%	16.7%	20.5%
	Plane	26.9%	21.5%	17.7%	20.2%	12.8%
	Walk	23.1%	20.7%	16.2%	21.4%	11.5%
	Hotel/Motel Shuttle	19.2%	9.6%	7.4%	8.3%	7.7%
16	What is the ethnicity breakdown of visitors?					
	Caucasian	76.9%	74.1%	88.2%	85.7%	84.6%
	Hispanic	19.2%	21.5%	2.9%	3.6%	10.3%
	Asian/Pacific Islander	6.9%	12.6%	5.9%	1.2%	5.1%
	African-American	6.2%	5.2%	2.9%	0.0%	2.6%
	Other	4.6%	6.7%	1.5%	6.0%	3.9%
	American Indian, Aleut Eskimo	3.9%	1.5%	1.5%	3.6%	0.0%
	No Answer	1.5%	0.0%	0.0%	3.6%	3.9%
17	What is the age breakdown of visitors?					
	18-24	6.9%	10.4%	2.9%	6.0%	3.9%
	25-34	37.7%	30.4%	11.8%	9.5%	11.5%
	35-44	13.9%	20.7%	14.7%	9.5%	10.3%
	45-54	9.2%	9.6%	20.6%	15.5%	23.1%
	55-64	20.8%	15.6%	20.6%	29.8%	32.1%
	65-74	9.2%	11.1%	26.5%	23.8%	11.5%
	75+	2.3%	2.2%	2.9%	6.0%	7.7%
	<i>Initial Sample Sizes:</i>	130	135	68	84	78