

# Nevada Territory Visitor Facts Pony Express 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>	\$477	\$444	\$442	\$346	\$255
<b>2 What is the average non-gaming &amp; gaming <u>daily</u> expenditure per overnight visitor?</b>	\$164	\$157	\$155	\$100	\$94
<b>3 What is the average travel party size?</b>	3.0	2.9	2.3	2.4	2.4
<b>4 What is the average length (nights) per overnight trip?</b>	4.3	3.7	4.4	4.1	3.6
<b>5 What percentage of visits were day trips?</b>	20%	46%	19%	23%	11%
<b>6 What is the average rating of trip to Nevada - scale of 1 to 5?</b>	4.27	4.31	4.07	4.26	4.05
<b>7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?</b>					
Same day	6.1%	8.8%	4.4%	3.1%	2.5%
2-6 days	12.1%	22.8%	14.7%	26.2%	21.5%
1-3 weeks	24.2%	30.7%	29.4%	21.5%	17.7%
1-3 months	42.4%	25.4%	26.5%	24.6%	32.9%
4-6 months	5.1%	7.0%	13.2%	15.4%	12.7%
More than 6 months	10.1%	5.3%	11.8%	9.2%	12.7%
<b>8 What was the primary source of information used by visitors (top five)?</b>					
Own Experience in Nevada	22.2%	27.2%	41.2%	49.2%	43.0%
Friends/Relatives/Other Word of Mouth	15.2%	13.2%	14.7%	9.2%	10.1%
Other	13.1%	8.8%	13.2%	13.9%	17.7%
Other Websites	8.1%	6.1%	16.2%	4.6%	10.1%
Travel App	6.1%	3.5%	0.0%	0.0%	0.0%
<b>9 What are the top Nevada activities and attractions experienced (entire trip)?</b>					
Casino-Resorts	39.4%	23.7%	45.6%	35.4%	49.4%
Dining and Restaurants	37.4%	21.1%	41.2%	38.5%	40.5%
Gaming, General	23.2%	21.1%	27.9%	30.8%	20.3%
Shopping-Malls	19.2%	14.9%	10.3%	9.2%	13.9%
Deserts	19.2%	9.7%	10.3%	7.7%	20.3%
Live Performance	19.2%	16.7%	19.1%	18.5%	13.9%
Mountains	19.2%	14.9%	17.7%	7.7%	13.9%
Scenic Drive	17.2%	11.4%	22.1%	13.9%	22.8%
Amusement/Theme Parks	16.2%	15.8%	4.4%	3.1%	3.8%
Visit Friends/Relatives	15.2%	13.2%	20.6%	23.1%	20.3%
<b>10 What are the top five primary purposes for the trip to Nevada?</b>					
Vacation	25.3%	29.8%	19.1%	27.7%	31.7%
Visit Friends or Relatives	24.2%	24.6%	29.4%	23.1%	21.5%
Entertainment	11.1%	13.2%	5.9%	6.2%	10.1%
Outdoor Recreation	8.1%	4.4%	5.9%	4.6%	3.8%
Gaming	7.1%	7.0%	7.4%	4.6%	10.1%
<b>11 What are the top five metropolitan areas of origin?</b>					
Los Angeles	18.2%	25.4%	20.6%	13.9%	N/A
Phoenix (Prescott)	9.1%	2.6%	0.0%	3.1%	N/A
Reno	7.1%	13.2%	5.9%	18.5%	N/A
New York	6.1%	6.1%	1.5%	3.1%	N/A
San Francisco-Oakland-San Jose	5.1%	6.1%	5.9%	6.2%	N/A
<b>12 Where are the top five places visitors are staying (entire trip)?</b>					
Casino Hotel/Motel	40.8%	44.7%	36.1%	42.4%	29.3%
Non Casino Hotel/Motel	14.6%	14.2%	4.5%	8.3%	13.4%
Friends or Relatives Residence	13.4%	10.2%	24.2%	11.2%	16.7%

# Nevada Territory Visitor Facts Pony Express Territory 2016-2012



Undeveloped Campgrounds/Parks or Boon Docking	7.3%	3.1%	0.4%	0.0%	7.1%
Vacation Home or Rental Unit	5.8%	5.8%	4.5%	6.8%	8.8%
<b>13 What are the top five primary motivations to visit for return visitors (at least one pleasure motivated trip in last three years)</b>					
Casino-Resorts	11.2%	4.4%	10.5%	6.7%	9.1%
Las Vegas	7.1%	8.0%	6.0%	3.3%	2.6%
Other	7.1%	7.1%	9.0%	3.3%	23.4%
Family/Friends Event/Reunion	4.1%	3.5%	9.0%	5.0%	2.6%
Amusement/Theme Parks	4.1%	6.2%	0.0%	0.0%	2.6%
<b>14 What percentage of other territories were visited on trip?</b>					
Las Vegas Territory	67.7%	68.4%	57.4%	53.9%	50.6%
Nevada Silver Trails	49.5%	57.0%	41.2%	29.2%	29.1%
Reno-Tahoe Territory	48.5%	65.8%	32.4%	52.3%	50.6%
Cowboy Country	45.5%	43.9%	36.8%	29.2%	34.2%
<b>15 What are the top five modes of travel to, through, or within Nevada?</b>					
Personal Auto	56.6%	53.5%	76.5%	78.5%	78.5%
Rental Auto	30.3%	15.8%	8.8%	10.8%	5.1%
Plane	23.2%	17.5%	8.8%	7.7%	11.4%
Walk	21.2%	17.5%	17.7%	13.9%	17.7%
RV	17.2%	6.1%	8.8%	6.2%	6.3%
<b>16 What is the ethnicity breakdown of visitors?</b>					
Caucasian	83.8%	70.2%	85.3%	89.2%	78.5%
Hispanic	17.2%	19.3%	5.9%	6.2%	5.1%
African-American	7.1%	7.9%	4.4%	1.5%	5.1%
Asian/Pacific Islander	4.0%	10.5%	4.4%	3.1%	6.3%
American Indian, Aleut Eskimo	2.0%	0.9%	2.9%	0.0%	0.0%
No Answer	2.0%	1.8%	1.5%	1.5%	5.1%
Other	1.0%	8.8%	1.5%	4.6%	5.1%
<b>17 What is the age breakdown of visitors?</b>					
18-24	5.1%	10.5%	2.9%	1.5%	6.3%
25-34	30.3%	34.2%	5.9%	12.3%	12.7%
35-44	20.2%	14.0%	16.2%	9.2%	5.1%
45-54	14.1%	10.5%	20.6%	13.9%	15.2%
55-64	19.2%	18.4%	25.0%	32.3%	29.1%
65-74	11.1%	9.7%	25.0%	21.5%	31.7%
75+	0.0%	2.6%	4.4%	9.2%	0.0%
<i>Initial Sample Sizes:</i>	99	114	68	65	79