

Nevada Territory Visitor Facts Reno-Tahoe Territory 2016-2012



Question	2016	2015	2014	2013	2012
1 What is the average non-gaming & gaming <u>trip</u> expenditure per overnight visitor?	\$449	\$372	\$324	\$500	\$318
2 What is the average non-gaming & gaming <u>daily</u> expenditure per overnight visitor?	\$133	\$125	\$112	\$148	\$110
3 What is the average travel party size?	2.9	2.8	2.5	2.5	2.5
4 What is the average length (nights) per overnight trip?	4.5	3.8	3.9	3.6	3.5
5 What percentage of visits were day trips?	18%	22%	9%	13%	12%
6 What is the average rating of trip to Nevada - scale of 1 to 5?	4.30	4.25	4.20	4.21	4.10
7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
Same day	3.7%	5.2%	3.9%	3.5%	4.1%
2-6 days	14.5%	20.1%	12.2%	14.0%	13.4%
1-3 weeks	27.4%	25.0%	23.1%	20.4%	23.0%
1-3 months	32.1%	29.9%	31.8%	38.6%	40.9%
4-6 months	7.8%	11.9%	14.5%	11.2%	6.9%
More than 6 months	14.5%	7.9%	14.5%	12.3%	11.7%
8 What was the primary source of information used by visitors (top five)?					
Own Experience in Nevada	33.5%	28.7%	40.8%	43.5%	38.1%
Friends/Relatives/Other Word of Mouth	18.2%	16.2%	14.5%	10.9%	16.2%
Other	12.2%	15.9%	19.2%	16.1%	21.7%
Other Websites	8.8%	9.5%	12.6%	13.3%	8.9%
Social Media (Facebook, Twitter, etc.)	5.1%	3.4%	0.0%	0.4%	0.7%
9 What are the top Nevada activities and attractions experienced (entire trip)?					
Casino-Resorts	37.5%	41.2%	46.3%	47.0%	45.0%
Dining and Restaurants	36.5%	29.0%	41.2%	40.0%	39.2%
Gaming, General	32.1%	23.5%	34.5%	32.3%	29.9%
Live Performance	17.6%	14.0%	13.3%	16.1%	9.6%
Scenic Drive	15.9%	14.0%	14.1%	17.5%	19.6%
Shopping-Malls	13.9%	14.6%	12.6%	10.2%	11.3%
Mountains	13.5%	14.0%	7.5%	9.5%	10.7%
Visit Friends/Relatives	11.8%	13.7%	18.8%	15.1%	16.5%
Family/Friends Event/Reunion	11.8%	7.9%	9.4%	9.5%	8.3%
Parks/Recreation Areas: National or State	11.2%	10.7%	9.0%	7.4%	7.2%
10 What are the top five primary purposes for the trip to Nevada?					
Vacation	26.0%	25.6%	17.3%	24.2%	19.9%
Visit Friends or Relatives	25.3%	25.9%	28.6%	21.8%	22.0%
Gaming	16.2%	12.8%	17.3%	14.0%	17.2%
Entertainment	7.8%	7.0%	5.9%	8.8%	7.6%
Other Pleasure Related	4.1%	5.2%	6.7%	8.8%	7.2%
11 What are the top five metropolitan areas of origin?					
San Francisco-Oakland-San Jose	16.6%	18.0%	19.6%	21.1%	N/A
Sacramento-Stockton-Modesto	14.5%	13.1%	15.7%	15.4%	N/A
Los Angeles	13.5%	13.7%	11.8%	9.1%	N/A
Phoenix (Prescott)	4.7%	1.8%	2.4%	1.1%	N/A
Reno	3.7%	8.8%	7.8%	10.2%	N/A
12 Where are the top five places visitors are staying (entire trip)?					
Casino Hotel/Motel	43.6%	46.0%	45.3%	53.7%	46.7%
Friends or Relatives Residence	23.9%	19.2%	30.3%	17.8%	18.9%
Non Casino Hotel/Motel	11.6%	10.7%	7.5%	7.3%	9.2%

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	Condo/Time Share	9.1%	5.6%	7.9%	7.4%	7.4%
	Vacation Home or Rental Unit	3.8%	4.7%	4.4%	3.1%	6.6%
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	14.9%	12.2%	18.7%	16.3%	13.9%
	Reno	9.3%	10.3%	8.5%	10.5%	8.6%
	Gaming, General	9.0%	3.7%	4.1%	5.4%	8.2%
	Other	6.2%	3.4%	10.2%	5.8%	12.5%
	Las Vegas	4.8%	5.3%	2.9%	2.2%	2.9%
14	What percentage of other territories were visited on trip?					
	Las Vegas Territory	40.2%	37.8%	24.3%	24.6%	20.6%
	Nevada Silver Trails	21.6%	23.8%	8.6%	10.5%	8.9%
	Pony Express Territory	16.2%	22.9%	8.6%	11.9%	13.8%
	Cowboy Country	16.2%	19.5%	9.4%	10.2%	12.0%
15	What are the top five modes of travel to, through, or within Nevada?					
	Personal Auto	56.1%	56.4%	69.0%	70.9%	70.8%
	Rental Auto	24.7%	18.3%	13.7%	15.4%	16.2%
	Walk	20.3%	14.9%	17.3%	15.1%	13.4%
	Plane	18.6%	15.9%	16.9%	15.4%	13.8%
	Hotel/Motel Shuttle	11.5%	8.5%	6.3%	8.1%	5.5%
16	What is the ethnicity breakdown of visitors?					
	Caucasian	77.7%	75.9%	86.3%	81.8%	84.2%
	Hispanic	13.2%	13.7%	3.5%	4.6%	5.8%
	Asian/Pacific Islander	10.8%	10.4%	5.9%	8.4%	6.5%
	African-American	6.4%	5.8%	3.1%	3.5%	3.4%
	Other	3.0%	5.5%	3.1%	3.2%	3.1%
	American Indian, Aleut Eskimo	1.0%	0.9%	0.4%	1.4%	0.7%
	No Answer	1.0%	1.5%	1.2%	1.8%	2.1%
17	What is the age breakdown of visitors?					
	18-24	5.1%	7.0%	0.8%	1.8%	1.0%
	25-34	24.0%	23.2%	5.5%	6.0%	8.6%
	35-44	14.9%	19.8%	11.8%	14.0%	10.7%
	45-54	15.5%	15.2%	17.7%	17.5%	16.2%
	55-64	20.6%	18.6%	30.6%	34.0%	28.9%
	65-74	17.6%	13.1%	27.8%	21.8%	29.6%
	75+	2.4%	3.1%	5.9%	4.9%	5.2%
	<i>Initial Sample Sizes:</i>	296	328	255	285	291