

# Nevada Visitor Facts

## Rural Nevada

### 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>	\$448	\$357	\$367	\$378	\$302
<b>2 What is the average non-gaming &amp; gaming <u>daily</u> expenditure per overnight visitor?</b>	\$144	\$119	\$126	\$122	\$104
<b>3 What is the average travel party size?</b>	2.8	2.7	2.4	2.4	2.4
<b>4 What is the average length (nights) per overnight trip?</b>	4.1	3.6	3.9	3.5	3.4
<b>5 What percentage of visits were day trips?</b>	18%	20%	14%	16%	13%
<b>6 What is the average rating of trip to Nevada - scale of 1 to 5?</b>	4.19	4.16	4.05	4.15	3.93
<b>7 What is the breakdown of advanced planning to make the decision to take a trip to this destination?</b>					
Same day	6.3%	8.2%	4.9%	6.3%	4.8%
2-6 days	12.7%	18.7%	14.3%	15.0%	16.5%
1-3 weeks	25.6%	23.1%	24.4%	22.2%	22.6%
1-3 months	30.2%	28.3%	31.0%	33.4%	32.7%
4-6 months	10.2%	12.8%	12.6%	9.6%	11.1%
More than 6 months	15.0%	8.8%	12.8%	13.5%	12.4%
<b>8 What was the primary source of information used by visitors (top five)?</b>					
Own Experience in Nevada	27.9%	26.0%	38.7%	38.3%	33.3%
Other	18.4%	20.7%	21.7%	21.8%	32.0%
Friends/Relatives/Other Word of Mouth	17.1%	14.5%	15.5%	13.2%	12.6%
Other Websites	8.0%	11.7%	12.3%	11.0%	9.8%
Social Media (Facebook, Twitter, etc.)	4.0%	2.5%	0.3%	0.9%	0.2%
<b>9 What are the top Nevada activities and attractions experienced (entire trip)?</b>					
Casino-Resorts	33.6%	31.6%	35.2%	37.0%	34.2%
Dining and Restaurants	30.7%	25.1%	28.6%	29.2%	27.4%
Gaming, General	25.8%	20.5%	28.3%	28.9%	24.0%
Live Performance	17.3%	13.8%	13.8%	13.9%	10.0%
Scenic Drive	14.0%	12.8%	14.0%	13.7%	12.9%
Shopping-Malls	12.1%	11.9%	9.6%	8.5%	8.1%
Mountains	10.4%	10.5%	7.1%	6.7%	7.0%
Deserts	10.4%	6.1%	4.7%	6.3%	5.7%
Parks/Recreation Areas: National or State	9.7%	9.0%	9.1%	7.2%	5.6%
Visit Friends/Relatives	9.1%	11.9%	15.3%	14.8%	10.7%
<b>10 What are the top five primary purposes for the trip to Nevada?</b>					
Visit Friends or Relatives	25.8%	25.4%	28.1%	21.5%	23.1%
Vacation	23.5%	24.3%	18.0%	24.0%	20.3%
Gaming	14.4%	13.0%	14.5%	14.1%	15.7%
Entertainment	9.3%	9.4%	7.4%	8.1%	7.8%
Outdoor Recreation	5.7%	4.4%	3.5%	4.0%	4.6%
<b>11 What are the top five metropolitan areas of origin?</b>					
Los Angeles	18.0%	17.4%	14.3%	14.1%	N/A
Sacramento-Stockton-Modesto	7.8%	8.4%	8.9%	8.1%	N/A
San Francisco-Oakland-San Jose	7.4%	9.0%	8.9%	9.6%	N/A
Las Vegas	5.7%	5.0%	5.9%	6.3%	N/A
Phoenix (Prescott)	4.9%	3.4%	3.2%	4.3%	N/A
<b>12 Where are the top five places visitors are staying (entire trip)?</b>					
Casino Hotel/Motel	49.4%	51.6%	42.0%	53.3%	47.8%
Friends or Relatives Residence	19.7%	17.3%	28.5%	17.2%	17.3%
Non-Casino Hotel/Motel	9.7%	11.5%	8.8%	7.7%	11.2%

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	Condo/Time Share	7.7%	5.1%	9.7%	7.4%	9.5%
	Vacation Home or Rental Unit	5.6%	3.8%	2.3%	2.1%	6.0%
<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>					
	Casino-Resorts	15.6%	11.7%	14.1%	15.3%	15.8%
	Other	7.2%	7.7%	9.3%	8.5%	15.8%
	Las Vegas	6.9%	4.1%	3.0%	3.0%	2.5%
	Gaming, General	6.4%	6.6%	9.3%	10.1%	10.0%
	Live Performance	5.6%	3.2%	2.4%	3.0%	2.8%
<b>14</b>	<b>What is the breakdown of territories that were visited on trip?</b>					
	Reno-Tahoe Territory	44.8%	46.5%	38.4%	42.2%	32.9%
	Las Vegas Territory	37.2%	33.7%	24.9%	26.2%	20.2%
	Nevada Silver Trails	27.5%	25.8%	16.8%	18.8%	14.4%
	Cowboy Country	22.2%	25.1%	19.7%	18.8%	19.2%
	Pony Express Territory	20.9%	21.8%	16.8%	14.6%	14.6%
<b>15</b>	<b>What are the top five modes of travel to, through, or within Nevada?</b>					
	Personal Auto	51.0%	54.9%	61.8%	64.6%	64.5%
	Rental Auto	24.7%	18.0%	12.8%	13.7%	15.0%
	Plane	20.3%	17.4%	19.5%	18.4%	17.4%
	Walk	17.6%	16.1%	16.8%	17.0%	12.9%
	Hotel/Motel Shuttle	12.3%	7.3%	6.4%	5.8%	6.8%
<b>16</b>	<b>What is the ethnicity breakdown of visitors?</b>					
	Caucasian	78.9%	79.2%	85.0%	83.9%	82.6%
	Hispanic	14.6%	14.0%	3.7%	5.4%	5.0%
	Asian/Pacific Islander	9.3%	9.6%	6.9%	4.5%	6.8%
	African-American	5.7%	5.4%	4.7%	3.6%	3.9%
	Other	3.4%	4.2%	2.0%	4.7%	4.1%
	American Indian, Aleut Eskimo	1.7%	0.8%	0.7%	1.4%	0.2%
	No Answer	1.1%	1.0%	0.7%	2.0%	2.4%
<b>17</b>	<b>What is the age breakdown of visitors?</b>					
	18-24	6.1%	9.2%	3.2%	3.4%	1.9%
	25-34	25.6%	23.7%	8.1%	7.9%	11.7%
	35-44	14.2%	14.7%	12.1%	15.0%	12.4%
	45-54	16.1%	16.3%	19.5%	16.8%	16.6%
	55-64	21.4%	20.3%	27.3%	30.9%	29.9%
	65-74	14.6%	12.8%	24.6%	20.2%	22.4%
	75+	2.1%	3.1%	5.2%	5.8%	5.2%
	<i>Initial Sample Sizes:</i>	473	523	406	446	541