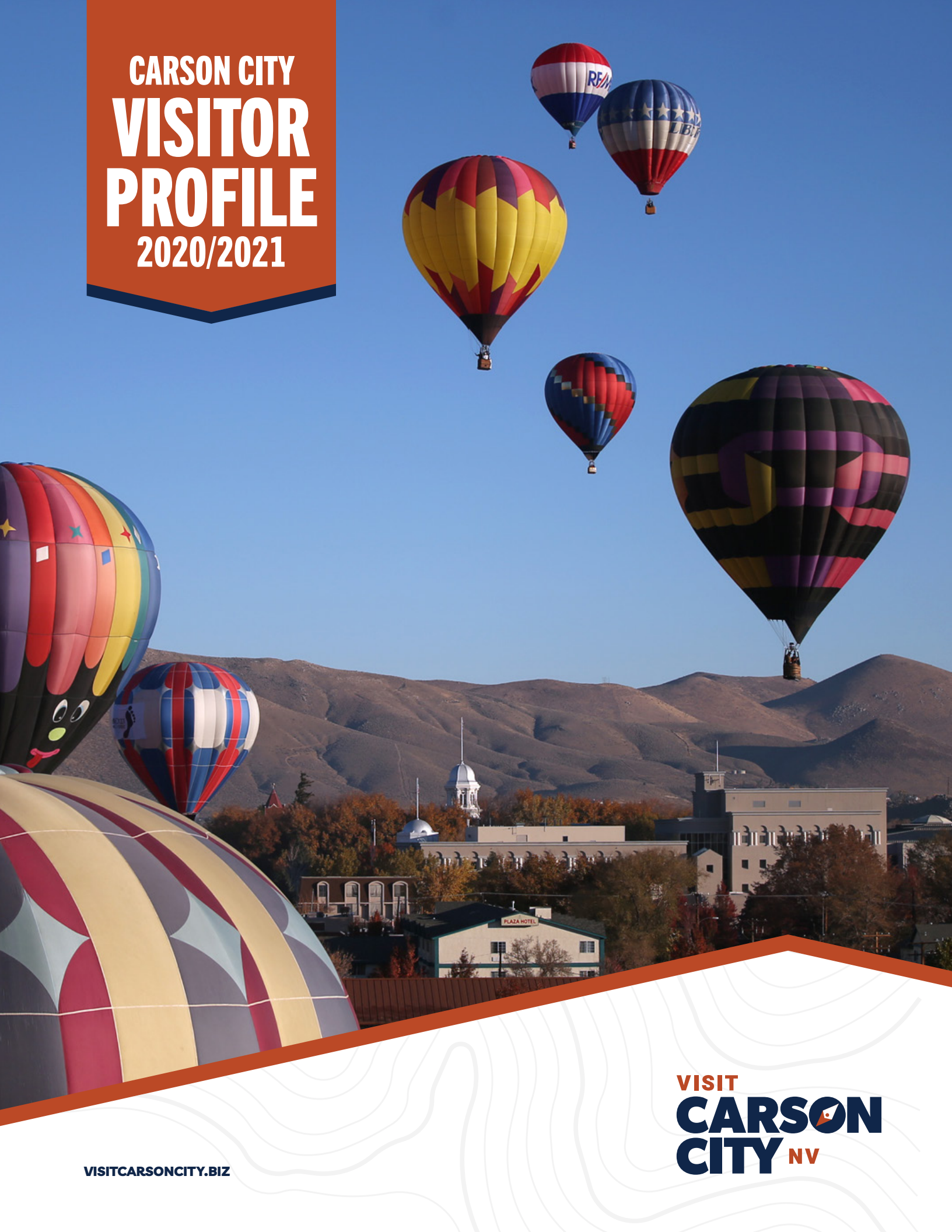


**CARSON CITY
VISITOR
PROFILE
2020/2021**



VISITCARSONCITY.BIZ

**VISIT
CARSON
CITY NV**

CARSON CITY VISITOR PROFILE 2020/2021

1	What is the average non-gaming & gaming trip expenditure per travel party per trip?*	\$1,185
2	What is the average travel party size?	3.4
3	What is the average length (nights) per overnight trip?***	2.2
4	What percentage of visits were day trips to Nevada on a trip including Carson City?*	31.3%
5	What is the breakdown of advanced planning to make the decision to take a trip to the destination?	
	Same day	14.9%
	2-6 days	18.1%
	1-3 weeks	26.3%
	1-3 months	21.6%
	4-6 months	12.9%
	More than 6 months	6.3%
6	What are the sources used to inspire travel to the destination?	
	Own Experience in Nevada	33.9%
	Friends/Relatives/Other Word of Mouth	31.1%
	Search Engine	25.8%
	Other Source	23.7%
	Travel Review Site (TripAdvisor, Yelp, etc.)	21.0%
7	What are the sources used to plan travel to the destination?	
	Own Experience in Nevada	30.7%
	Other Source	26.5%
	Friends/Relatives/Other Word of Mouth	23.3%
	Search Engine	20.0%
	Instagram	17.0%

8

What are the sources used to book travel to the destination?

Own Experience in Nevada	25.1%
Other Source	24.8%
Hotel Website	18.1%
Friends/Relatives/Other Word of Mouth	14.4%
Search Engine	13.2%

9

What are the top Nevada activities and attractions experienced (entire trip)?*

Dining and Restaurants	51.4%
Casino-Resorts	44.3%
Historic Sites	35.0%
Lakes/Reservoirs/Rivers	30.1%
Family/Friends Event/Reunion	28.3%
Road Trip/Scenic Drive	28.3%
Gaming	27.3%
Shopping-Malls & Outlets	25.4%
Parks/Recreation Areas: National or State	23.9%
Museums	23.2%

10

What are the top five primary purposes for the trip to Nevada?*

Vacation	30.7%
Visit Friends or Relatives	24.6%
Entertainment	7.7%
Outdoor Recreation	6.4%
Other Personal (funeral, medical, etc.)	6.2%

11

What are the top five metropolitan areas of origin?

Los Angeles	15.0%
San Francisco-Oakland-San Jose	12.9%
Reno	12.1%
Sacramento-Stockton-Modesto	9.7%
Salt Lake City	4.4%

CARSON CITY VISITOR PROFILE 2020/2021

12 Where are the top five places visitors are staying (entire trip)?*

Casino Hotel/Motel	55.0%
Non-Casino Hotel/Motel	19.5%
Friends or Relatives Residence	17.4%
Condo/Time Share	8.2%
Developed Campgrounds/Parks or RV Parks	7.6%

13 What is the annual household income breakdown of visitors?

Under \$50,000	23.0%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	20.9%
\$100,000 - \$149,999	20.6%
\$150,000 or more	10.8%

14 What are the top five modes of travel to Nevada?*

Personal Auto	68.6%
Plane	26.1%
Rental Auto	8.4%
Train	7.9%
Bus	7.5%

15 What are the top five modes of travel within Nevada?*

Personal Auto	79.6%
Rental Auto	17.0%
Bus	9.2%
Hotel/Motel Shuttle	7.6%
Taxi	6.2%

16 What is the ethnicity breakdown of visitors?

Caucasian	78.1%
Hispanic	18.9%
Other	9.1%
Asian/Pacific Islander	8.8%
African-American	3.6%
American Indian, Aleut Eskimo	0.5%
No Answer	0.0%

17 What percentage of visitors are LGBTQ+?

6.1%

18 What is the age breakdown of visitors?

18-24	3.5%
25-34	29.9%
35-44	24.7%
45-54	11.4%
55-64	15.2%
65+	15.3%

Initial Sample Sizes:

135

*Though each response is filtered includes only those that indicated that they visited Carson City, figures marked with an asterisk represent answers that correspond to a respondent's entire trip and may not be specific to Carson City. For example, the "average non-gaming & gaming trip expenditure per travel party per trip" figure in question 1 represents all spending reported by a respondent (which could include spending that may have occurred in Reno, Lake Tahoe, etc.) rather than just what was spent in Carson City.

**Figure represents question that was added in the 2021 survey, and therefore the sample is smaller for these questions and should be used with caution