

A photograph of two hikers on a rocky ridge. A woman in a red plaid shirt and black leggings is standing and looking down at a man sitting on the edge of the rock. The man is wearing a brown shirt, green pants, and a beanie, and is looking out over a valley. The valley below is filled with green fields, scattered trees, and a small town. In the background, there are rolling hills and a large mountain range under a clear blue sky.

CARSON CITY VISITOR PROFILE 2021/2022

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CARSON CITY VISITOR PROFILE 2021/2022

1	What is the average non-gaming & gaming trip expenditure per travel party per trip?*	\$1,085
2	What is the average travel party size?	2.8
3	What is the average length (nights) per overnight trip?**	2.1
4	What percentage of visits were day trips to Nevada on a trip including Carson City?*	27.4%
5	What is the breakdown of advanced planning to make the decision to take a trip to the destination?	
	Same day	9.0%
	2-6 days	16.2%
	1-3 weeks	25.8%
	1-3 months	30.8%
	4-6 months	10.3%
	More than 6 months	7.9%
6	What are the sources used to inspire travel to the destination?	
	Own Experience in Nevada	35.1%
	Friends/Relatives/Other Word of Mouth	26.5%
	Other Source	22.5%
	Search Engine	22.4%
	Hotel Website	17.8%
7	What are the sources used to plan travel to the destination?	
	Other Source	27.5%
	Own Experience in Nevada	26.6%
	Friends/relative/word of mouth	23.0%
	Hotel Website	18.0%
	Search Engine	15.8%

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

Own Experience in Nevada	24.5%
Other Source	19.9%
Friends/Relatives/Other Word of Mouth	19.1%
Hotel Website	18.7%
Online Travel Agent (i.e. Expedia, Priceline, etc.)	17.0%

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

Dining and Restaurants	57.0%
Casino-Resorts	46.8%
Historic Sites	35.4%
Road Trip/Scenic Drive	32.6%
Family/Friends/Events/Reunion	27.3%
Lakes/Reservoirs/Rivers	26.1%
Visit Friends or Relatives	23.6%
Parks/Recreation Areas	23.4%
Museums	21.9%
Shopping-Malls & Outlets	21.9%

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

Vacation	24.8%
Visit Friends or Relatives	24.3%
Entertainment	10.1%
Other Personal (funeral, medical, etc.)	8.0%
Other Pleasure Related	6.5%

11 What are the top five metropolitan areas of origin?

Reno	13.8%
Los Angeles	12.7%
Sacramento-Stockton-Modesto	12.5%
San Francisco-Oakland-San Jose	11.5%
Chico-Redding	4.6%

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

Casino Hotel/Motel	55.5%
Non-Casino Hotel/Motel	20.1%
Friends or Relatives Residence	19.4%
Condo/Time Share	8.4%
Developed Campgrounds/Parks or RV Parks	5.0%

13 What is the annual household income breakdown of visitors?

Under \$50,000	28.1%
\$50,000 - \$74,999	29.7%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	16.1%
\$150,000 or more	12.3%

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

Personal Auto	68.3%
Plane	24.4%
Rental Auto	14.6%
Bus	8.4%
Motorcycle	7.2%

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

Personal Auto	71.2%
Rental Auto	25.0%
Bus	9.6%
Taxi	8.2%
Shared Economy (Uber, Lyft, etc.)	7.6%

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16 What is the ethnicity breakdown of visitors?

Caucasian	75.2%
Hispanic	16.9%
Asian/Pacific Islander	10.9%
Other	6.9%
African-American	5.4%
American Indian, Aleut Eskimo	1.7%

17 What percentage of visitors are LGBTQ+?

9.2%

18 What is the age breakdown of visitors?

18-24	5.6%
25-34	26.5%
35-44	17.1%
45-54	11.5%
55-64	21.9%
65+	17.4%

Initial Sample Sizes:

151

*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.