

DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

# Carson City Economic Impacts and Visitor Profile



# Economic Impacts of Tourism in Carson City

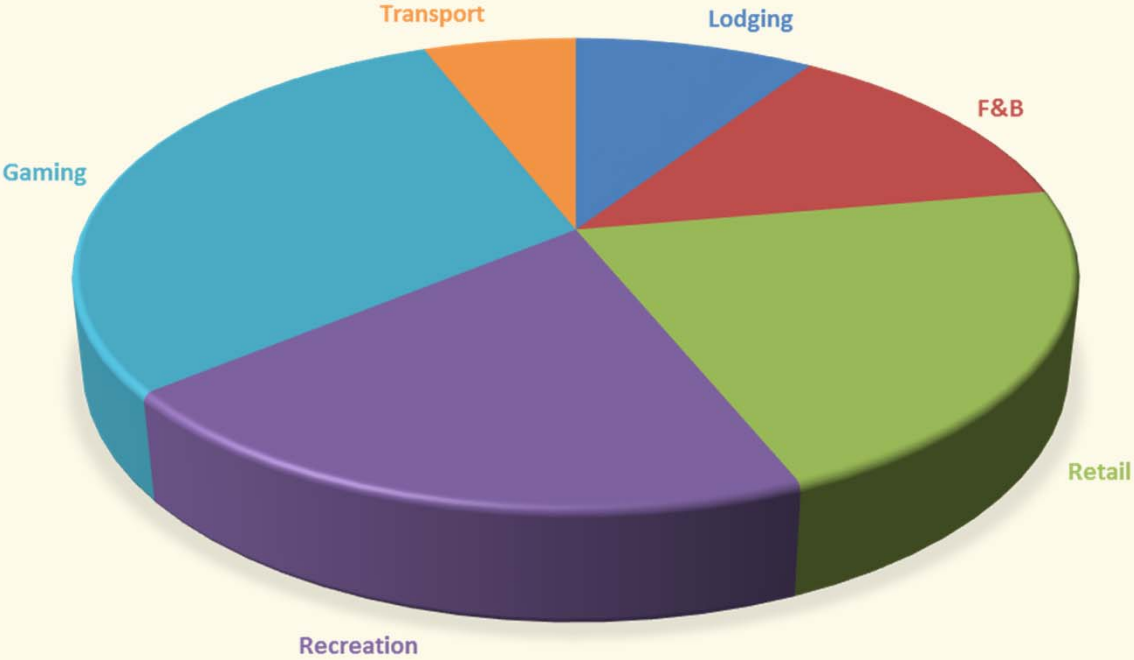
Source: Tourism Economics

# Carson City Visitor Spending

Visitor Spending by Calendar Year (millions)



# Spending Share - Calendar Year 2017



Growth 2013-2017	Lodging	F&B	Retail	Recreation	Gaming	Transport
Carson City	25.5%	27.0%	5.6%	16.2%	6.5%	31.4%
State	24.6%	26.9%	7.9%	14.4%	3.7%	18.5%

# Economic Impacts 2017

	Direct Impacts	Total Impacts
Spend (millions)	\$191.8	\$328.6
Employment (units)	2,478	4,035
Employment Share of County Total	6.4%	10.5%
Labor Income (millions)	\$68.2	\$124.6
State and Local Taxes (millions)		\$23.6
GDP (millions – statewide)	\$23,023 (14.7%)	\$37,324 (23.9%)

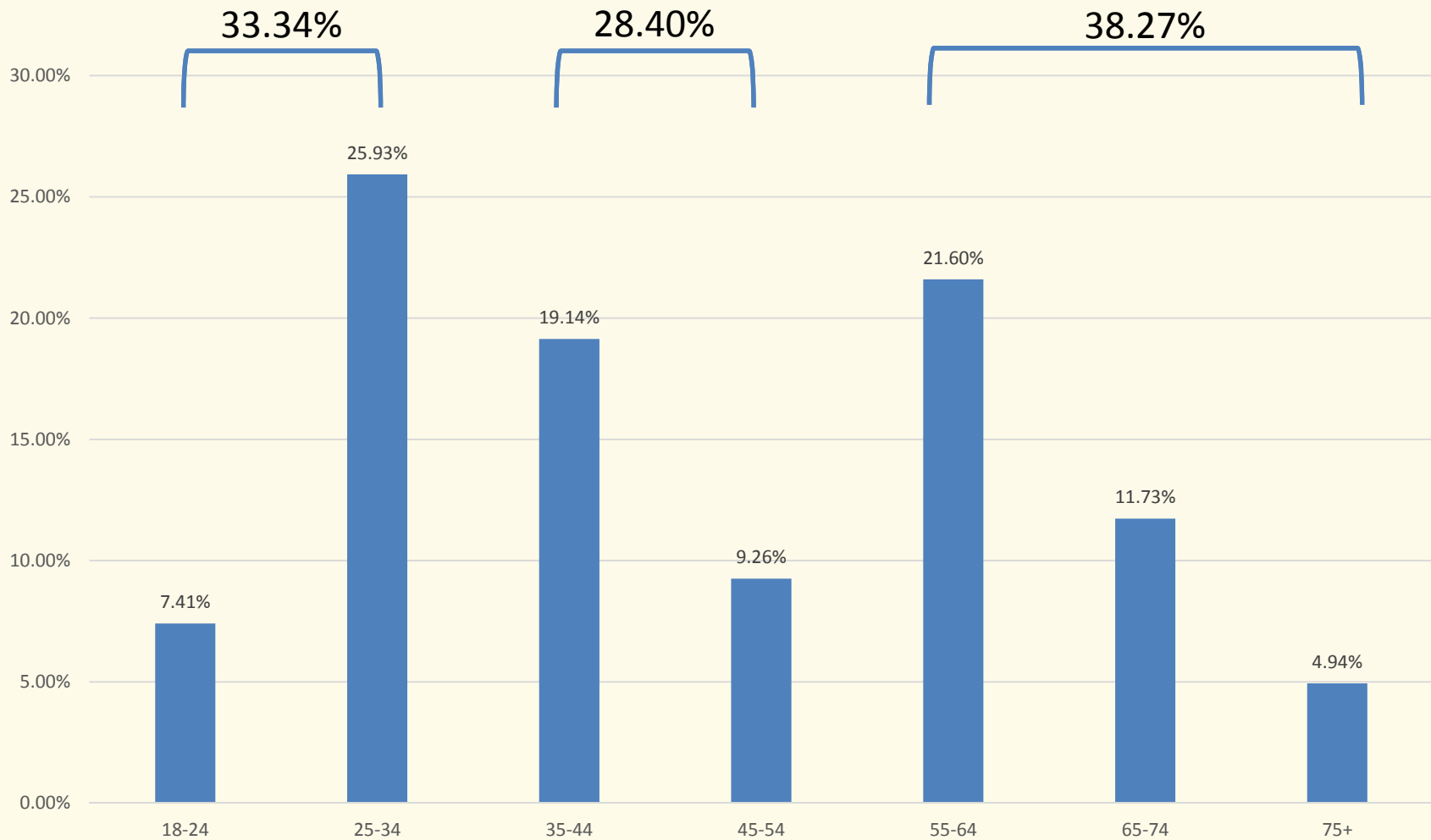
# Carson City Domestic Visitor Profile (CY16-17)

Source: The OmniTrak Group

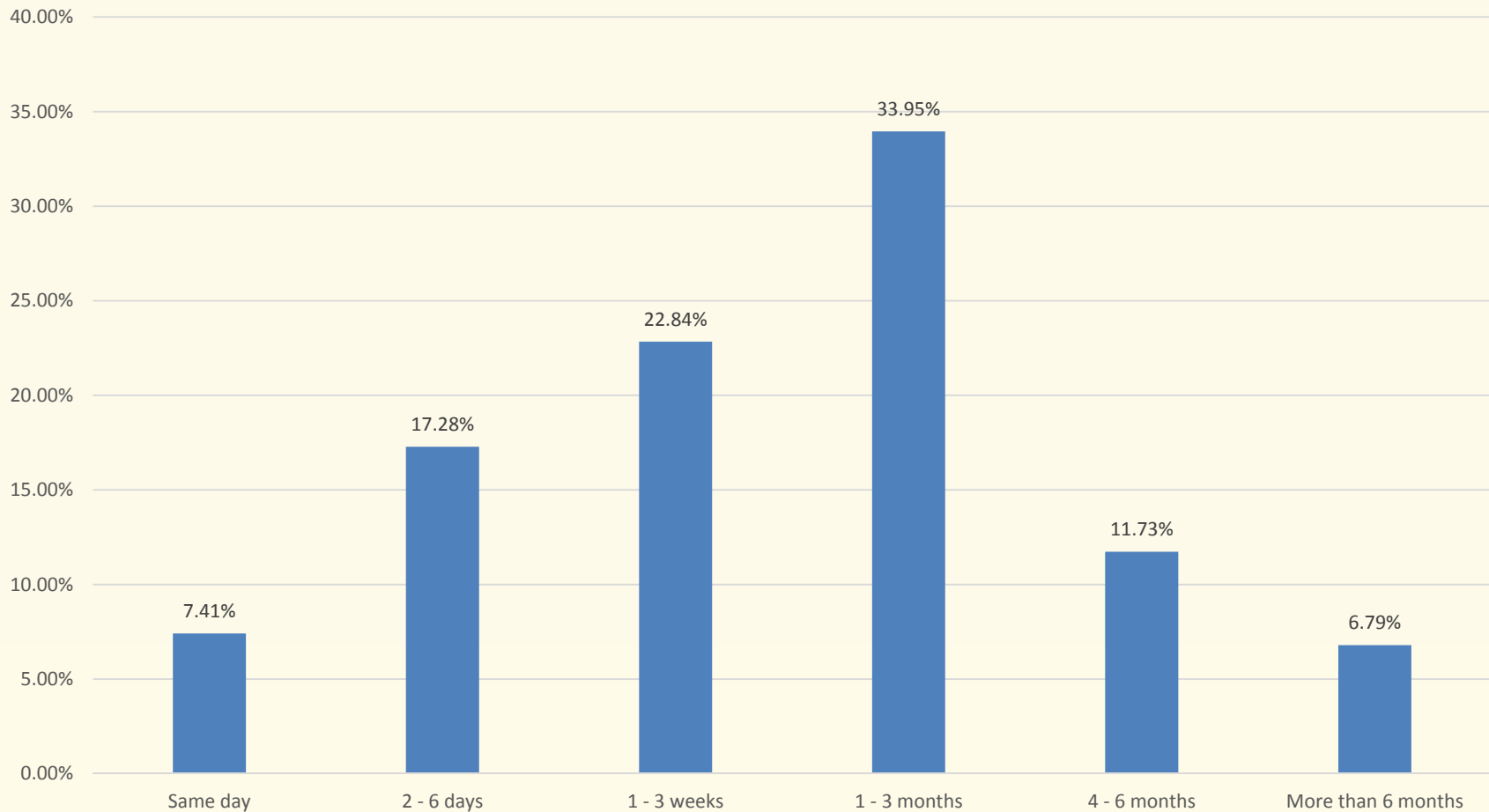
# Primary Purpose of Trip

Rank	Purpose	Share
1.	Vacation	28.4%
2.	Visit Friends/Relatives	24.7%
3.	Gaming	11.1%
4.	Entertainment	9.9%
5.	Other Personal (Funeral, Medical, Etc.)	6.2%

# Age Distribution



# Advance Trip Decision



# Geographic Origins - DMA

Rank	DMA	Share
1.	Los Angeles	16.7%
2.	Reno	11.7%
3.	San Francisco-Oakland-San Jose	10.5%
4.	Sacramento-Stockton-Modesto	9.3%
5.	Las Vegas	6.8%
6.	Phoenix (Prescott)	3.1%
7.	Seattle-Tacoma	2.5%
8.	Denver	2.5%
9.	New York City	1.9%
10.	Portland (Oregon)	1.9%

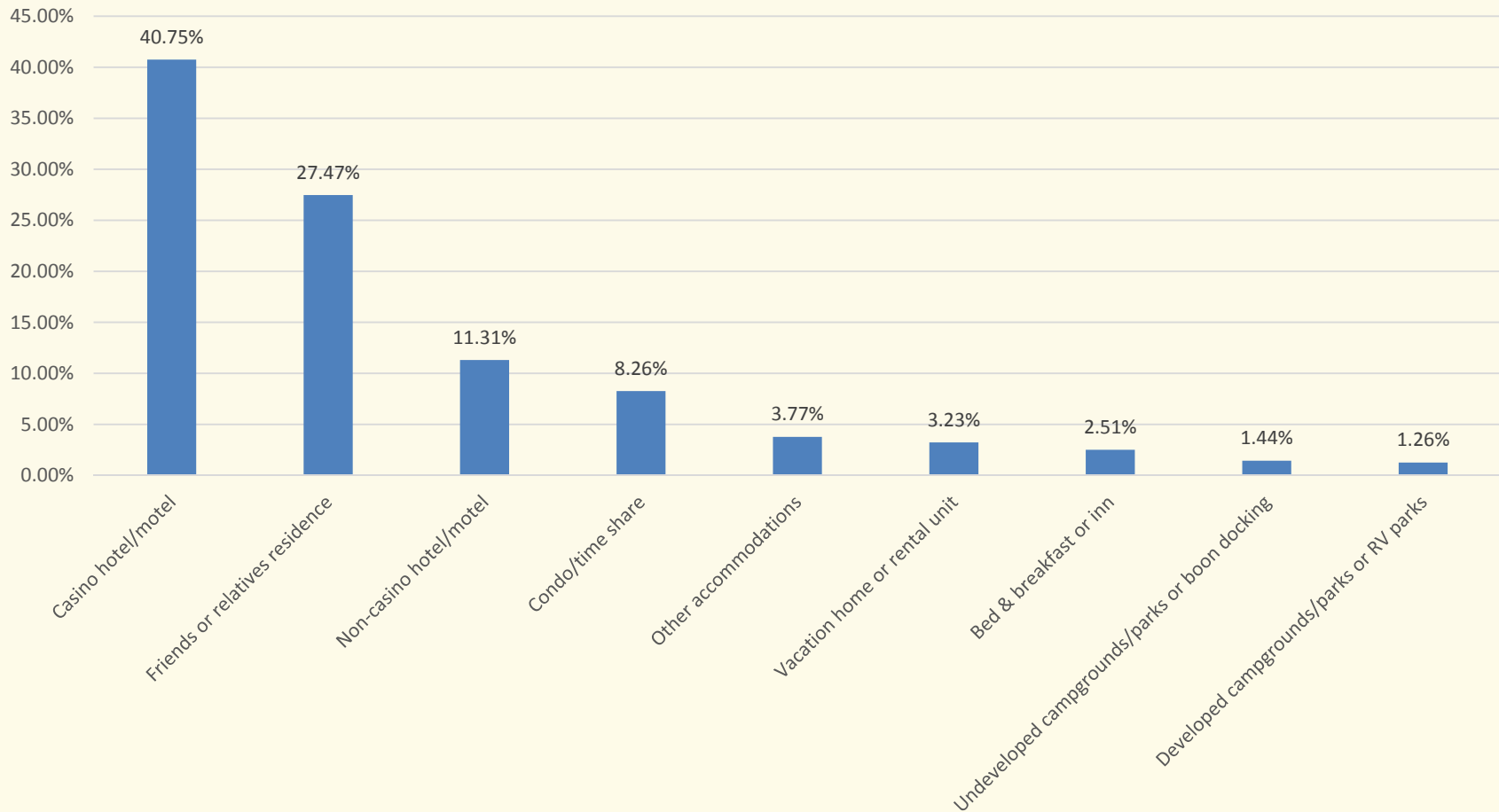
# Activities Experienced

Rank	Activity	Share
1.	Casino-Resorts	41.4%
2.	Dining and Restaurants	37.7%
3.	Gaming, General	27.8%
4.	Mountains	24.7%
5.	Live Performance	22.2%

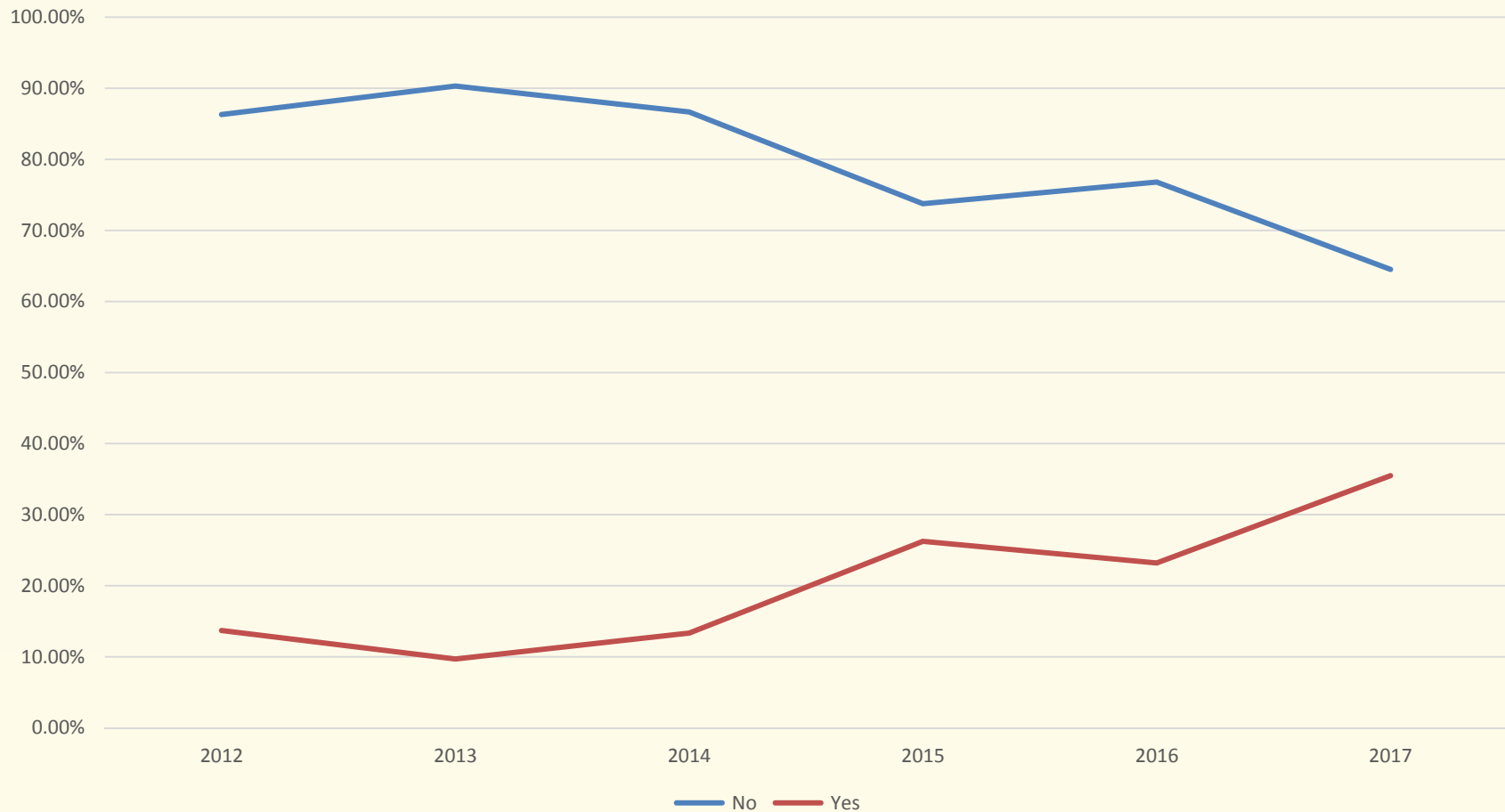
# Primary Source of Information

Rank	Source	Share
1.	Own Experience	25.3%
2.	Friends/Relatives/Other Word of Mouth	13.0%
3.	Other	9.9%
4.	Other Websites	7.4%
5.	Travel App	6.8%
6.	Social Media	6.8%

# Proportion of Nights Spent



# Was This a Day Trip



# Trip Expenditures

Category	Per Day Tripper	Per Overnight Visitor	Difference
Lodging	\$0	\$188	+\$188
Food/Beverage/Dining	\$112	\$270	+\$158
Entertainment (Excl Gaming)	\$14	\$96	+\$82
Gaming	\$37	\$204	+\$167
Shopping	\$8	\$76	+\$68
Amenities (Golf, Spa, Etc.)	\$4	\$41	+\$37
Transportation (within State)	\$69	\$182	+\$113
Other	\$3	\$27	+\$24
<b>Total</b>	<b>\$247</b>	<b>\$1,084</b>	<b>+\$837</b>

# Conclusions

- Tourism is an economic driver
  - Visitor spending increasing Year-Over-Year
- Travel experience and tech are key sources
- Converting can have large local economic benefits
  - Day trippers into overnighters
  - Staying w/ friends + relatives into hotel nights

Thank You!