



**CARSON CITY**  
**VISITOR**  
**PROFILE**  
**2023/2024**

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**VISIT**  
**CARSON**  
**CITY** **NV**

# CARSON CITY VISITOR PROFILE 2023/2024

1	<b>What is the average non-gaming &amp; gaming trip expenditure per travel party per trip?</b>	\$1,670
2	<b>What is the average travel party size?</b>	3.51
3	<b>What is the average length (nights) per overnight trip?</b>	2.1
4	<b>What percentage of visits were day trips to Nevada on a trip including Carson City?</b>	16.0%
5	<b>What is the breakdown of advanced planning to make the decision to take a trip to the destination?</b>	
	Same day	8.4%
	2-6 days	19.1%
	1-3 weeks	16.2%
	1-3 months	33.2%
	4-6 months	13.1%
	More than 6 months	10.0%
6	<b>What are the sources used to inspire travel to the destination?</b>	
	Hotel Website	31.0%
	Own Experience in Nevada	27.1%
	Other Source	25.4%
	Search Engine	19.1%
	Friends/Relatives/Other Word of Mouth	17.5%
7	<b>What are the sources used to plan travel to the destination?</b>	
	Own Experience in Nevada	21.6%
	Friends/Relative/Word of Mouth	21.2%
	Other Source	21.2%
	Hotel Website	20.4%
	Online Travel Agent	20.3%

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

Hotel Website	22.8%
Other Source	22.7%
Online Travel Agent (i.e. Expedia, Priceline, etc.)	19.0%
Other Websites	12.8%
Own Experience in Nevada	11.1%

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

Dining and Restaurants	55.5%
Casino-Resorts	53.9%
Family/Friends/Events/Reunion	38.1%
Museums	28.1%
Visit Friends or Relatives	28.0%
Road Trip/Scenic Drive	23.8%
Gaming	21.7%
Ghost Towns	20.8%
Photography	19.0%
Historic Sites	18.9%

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

Visit Friends or Relatives	25.7%
Vacation	19.0%
Entertainment	13.8%
Road Trip	9.4%
Other Pleasure Related	6.4%

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**What are the top five designated market areas of origin?**

Sacramento-Stockton-Modesto	19.1%
Los Angeles	17.7%
San Francisco-Oakland-San Jose	8.6%
Reno	5.0%
Denver	4.1%

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

Casino Hotel/Motel	52.1%
Non-Casino Hotel	22.9%
Friends or Relatives Residence	16.8%
Bed & Breakfast or Inn	6.9%
Undeveloped Campgrounds/Parks	4.9%

**13** **What is the annual household income breakdown of visitors?**

Under \$50,000	23.0%
\$50,000 - \$74,999	27.5%
\$75,000 - \$99,999	7.6%
\$100,000 - \$149,999	30.0%
\$150,000 or more	11.9%

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

Personal Auto	61.8%
Plane	25.2%
Rental Car	14.6%
Bus	9.0%
Train	6.7%

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

Personal Auto	63.5%
Rental Car	26.8%
Ride Share (Uber, Lyft, etc.)	15.0%
Taxi	7.3%
Hotel/Motel Shuttle	7.2%

**16** What is the ethnicity breakdown of visitors?

Caucasian	69.9%
Hispanic	19.7%
Asian/Pacific Islander	11.9%
African-American	9.9%
Other	8.3%

**17** What percentage of visitors are LGBTQ+?

5.6%

**18** What is the age breakdown of visitors?

18-24	6.0%
25-34	19.3%
35-44	28.0%
45-54	11.0%
55-64	14.3%
65+	21.4%

Initial Sample Size: 93

Note: Each response includes only those that indicated that they visited Carson City, however, questions asked in survey correspond to a respondent's entire trip to the state of Nevada 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 on their trip to Nevada (which could include spending that may have occurred in Reno, Lake Tahoe, etc.) rather than just what was spent in Carson City. Sample size below 100, use this data accordingly.