

Make Reno Tahoe the preferred destination for:



Gaming



Outdoors



Special Events

Key Findings from the 2023 Visitor Profile Study

WHO: MILLENNIALS, FAMILIES AND DIVERSE TRAVELERS



AGE OF AVERAGE VISITOR MATCHES TARGET AUDIENCE

Data Point: The average age of the Reno Tahoe visitor was 45 in 2023 and Millennials comprise the largest share of visitors.

Action: Continue to build momentum with primary target audience (25-54) while leveraging unique audience personas that align with both the brand and cultural trends.



SOLIDIFY AS A FAMILY DESTINATION

Data Point: 1 in 3 visitors traveled with children under 18. Family-friendly activities are an important destination driver and are strongly associated with Reno Tahoe (76%).

Action: Engage new and past family audiences through paid media channels, leveraging relevant content and messaging.



A HUB FOR DIVERSITY AND INCLUSION

Data Point: 27% of our visitors identify as BIPOC, and nearly 1 in 10 of visitors identify as LGBTQ. In destination, 56% of recent visitors say they make an effort to support small businesses.

Action: Prioritize stories that demonstrate the diverse perspectives and experiences found in Reno Tahoe, attracting a diverse set of travelers.

WHAT: GAMING, ARTS, OUTDOORS, EVENTS AND FESTIVALS, AND VALUABLE EXPERIENCES



GAMING AS A TOP TRAVEL DRIVER

Data Point: 1 in 3 visitors say gaming/casinos was their primary driver and 9 in 10 feel Reno Tahoe delivers on this important attribute.

Action: Increase the integration of gaming in content and photography in a way that is uniquely Reno Tahoe.



INCREASE PERCEPTIONS OF VALUE

Data Point: While value is a top decision driver, just 6 in 10 2023 visitors felt they received good value for their money.

Action: Showcase the new and exclusively-in-Reno Tahoe experiences, destination vibrancy and variety of things to see and do to offset concerns around value.



ENHANCE ASSOCIATION WITH ARTS

Data Point: Performing arts (35%) and museums and art galleries (31%) are low ranking attributes associated with Reno Tahoe among recent visitors.

Action: Increase arts and cultural experiences in creative brand partnerships and earned media opportunities.



CONTINUE TO OWN AND EXPAND ON OUTDOOR REPUTATION

Data Point: The majority of recent visitors rate Reno Tahoe high on outdoor recreation (81%), as well as winter sports (74%) and water activities (70%).

Action: Expand credibility and build awareness through strategic brand partnerships and earned media in addition to featuring diverse offerings in paid media.



BECOME PREFERRED DESTINATION FOR EVENTS AND FESTIVALS

Data Point: Events and festivals (61%) and sporting events (36%) are not yet core equities of the destination. Notably, only 11% of recent visitors attended an event or festival, and 6% attended a live sporting event.

Action: Position Reno Tahoe as the ideal destination for events through influencer partnerships and media efforts to increase awareness

HOW: LONGER STAYS, HIGHER SPEND, MORE DISPERSION, HIGH SATISFACTION, DRIVE TO WEBSITE



STIMULATE VISITOR DISPERSION

Data Point: While 6 in 10 recent visitors explored downtown Reno and 4 in 10 visited the Incline Village area of Lake Tahoe, fewer visited the Midtown District and the Riverwalk District.

Action: We should leverage the lesser-known areas to show visitors the breadth and scope of the destination, increasing visitor dispersion and length of stay.



SUPPORT AIR TRAVEL

Data Point: With many visitors driving from nearby, there is an opportunity to prioritize air service markets to entice visitors from further away who will stay longer and spend more.

Action: Increase advertising in fly markets. Additionally, entice Bleisure travelers to lengthen their stay after business is done.



SPEND REMAINS STEADY

Data Point: The average daily spend per person remains consistent at \$224 in 2023.

Action: Consider heavy-up of paid media in markets that drive a higher daily spend per person.



IMPROVE VISITOR SATISFACTION AND EXPERIENCE

Data Point: While the majority of visitors report being satisfied with their trip to Reno Tahoe overall (77%), less satisfied with interactions with locals (63%). Nearly half (47%) mention experiencing an in-destination issue, like traffic or panhandling.

Action: Prioritize community engagement opportunities to improve locals perceptions for economic impact of tourism, and economic development to improve value of the destination.



WEBSITE USED AS KEY INFORMATION SOURCE

Data Point: One in five target travelers visited Reno Tahoe's website in the past year, making it the most commonly frequented owned channel.

Action: Continue investing in website infrastructure, content and both organic and paid search.