

A dramatic landscape photograph of a valley with mountains and a lake under a cloudy sky. The foreground is a dry, brownish field with some water puddles. In the middle ground, there's a wide, shallow lake or wetland area. The background features a range of mountains, some with patches of snow or light-colored rock. The sky is filled with large, dark, heavy clouds, but a bright light source (the sun) is breaking through on the right side, creating a golden glow and rays of light that illuminate the clouds and the landscape.

Reno-Sparks Convention & Visitors Authority Reno Tahoe 2024 Visitor Profile

Table of Contents

Research Overview & Objectives 3

Research Methodology 4

Executive Summary 5

Visitor Demographics & Origin Markets 11

Detailed Findings

- Trip Details** 15
- Visitor Experience** 30
- Travel Planning** 36
- Reno Tahoe Perceptions** 39

Appendix: Historical Comparison 43



Research Overview & Objectives

This report presents the findings of the Visit Reno Tahoe 2024 Visitor Profile Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority and its agency, BVK, by the independent tourism market research firm Future Partners.

The primary objective of this research is to track visitor behavior to the region, and ultimately, further the positive impact of tourism to the Reno Tahoe community. Thus, Future Partners designed this study to understand:

- Trip characteristics, including reasons for visiting Reno Tahoe, length of stay, and lodging type
- Activities & attractions visited in Reno Tahoe
- Evaluation of Reno Tahoe's destination attributes
- Reno Tahoe visitor spending estimates
- Trip planning windows
- Visitor satisfaction
- Visitor demographics



Research Methodology

To address the research objectives, Future Partners conducted an online survey of N=600 Reno Tahoe visitors, aged 18 and older who traveled to the region in calendar year 2024.

The survey was fielded through Future Partners' trusted panel provider, Prodege, with data collection ongoing from July – December 2024.

All data presented within this report is weighted to be representative of the population of Reno Tahoe visitors using lodging type, geographic location, and generation.



Executive Summary

Reno Tahoe visitors predominately originated from California, with a diverse demographic profile.

- The top origin state was California (53%), with the largest share of visitors coming from the San Francisco-Oakland (13%) and Sacramento (11%) metropolitan areas. Other feeder states included Nevada (12%), Texas (4%), Oregon (4%), Utah (3%), Idaho (3%), and Washington (3%).
- Visitors leaned slightly male (50%) and older, with an average age of 46.8 years. While visitor ethnicity was predominately White (79%), there were sizable portions who identified as either Asian (12%) and/or Hispanic (11%). Most were married/partnered (58%) and one third of visitors had children under the age of 18 currently living in their household (33%). More than half had a four-year college degree or higher (55%). Visitors' average annual household income was around \$103,000. A smaller yet critical share identified themselves as part of the LGBTQ+ community (13%) and as having travel-limiting disabilities (8%).

Visitors typically traveled to Reno Tahoe for leisure to enjoy the lake and to gamble.

- Visitors mainly traveled to Reno Tahoe for vacation (64%) and were motivated to visit the area to gamble (35%) and see Lake Tahoe (35%).
- Most visitors arrived in the destination using their own car (67%), while one-in-five arrived by airplane (22%).
- Visitors averaged 2.3 nights in market, though length of stay increased to 3.2 nights for those who stayed overnight. Among overnight visitors, most stayed in a casino hotel (49%). One-in-five overnight visitors stayed either at a non-gaming hotel (22%) or the home of family and/or friends (20%).
- The average travel party size was 2.6 persons, with visitors traveling most often with their spouse or partner (68%), followed by children under the age of 18 (23%), and/or other friends (20%).
- While in Reno Tahoe, the top areas visited were Downtown Reno (47%), followed by Incline Village (40%) and Sand Harbor (35%). Visitors' top activities in market included gambling (57%), visiting Lake Tahoe (57%), and engaging in outdoor activities (49%), which aligns with their primary motivations to visit the region.
- Overnight visitors spent, on average, \$655 per party per day. That amount translates to \$2,097 per party per trip when considering the average length of stay was 3.2 nights.

Visitors had a positive Reno Tahoe experience and are likely to return.

- Visitors reported high satisfaction with their overall trip experience (78%).
- When looking at specific satisfaction factors, visitors rated quality of accommodations (76%) higher than value for the money spent (66%) or interactions with locals (60%).
- Most visitors reported they were likely to recommend Reno Tahoe as a place to visit to others (74%). A slightly larger proportion said they were likely to return to Reno Tahoe for vacation (81%).

Visitors typically planned and booked their trip shortly before their intended arrival.

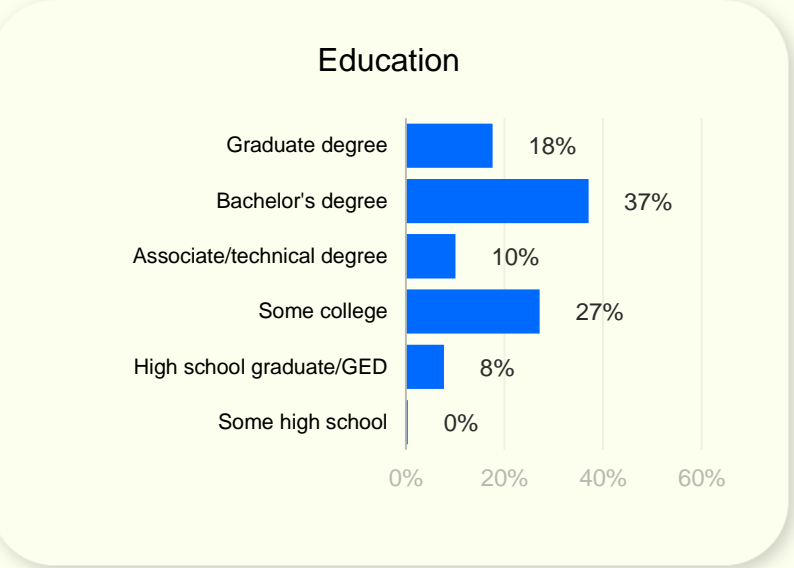
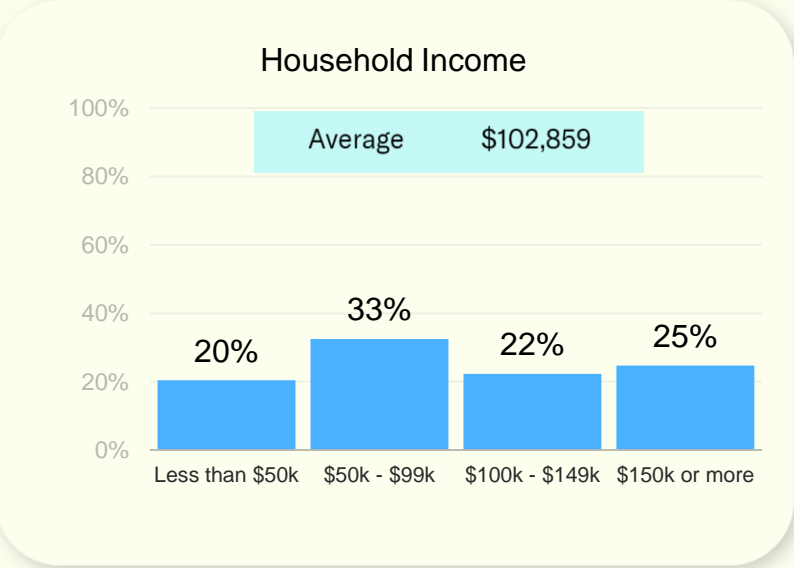
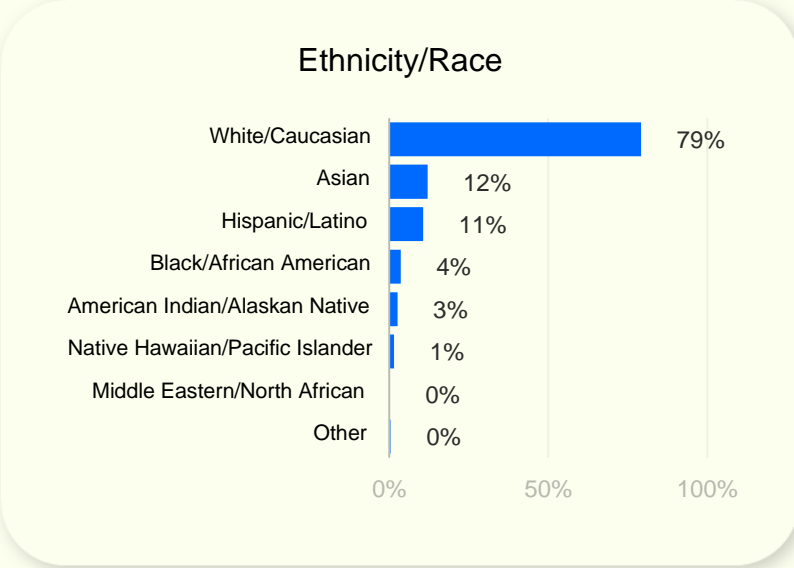
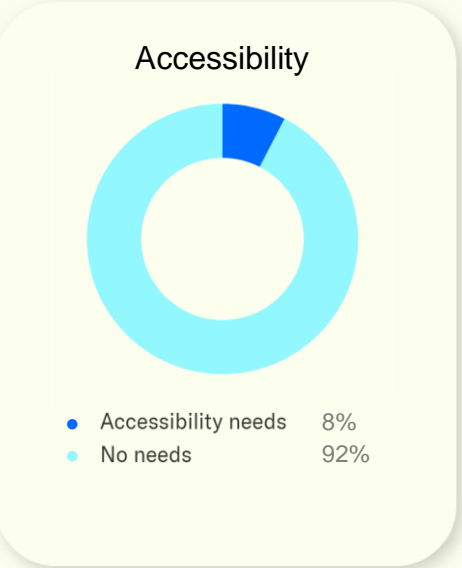
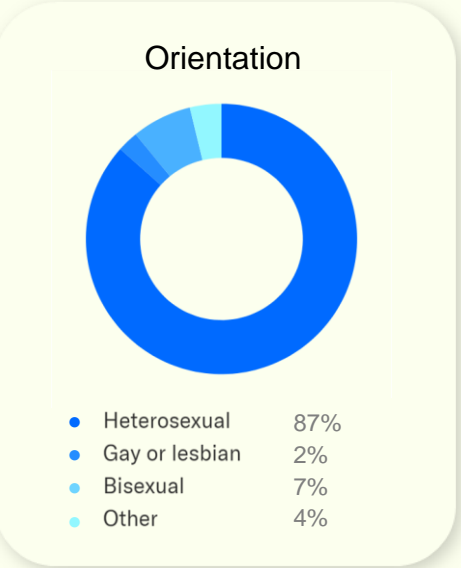
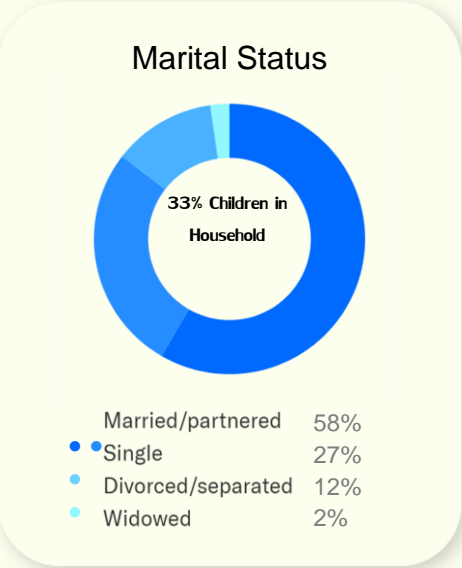
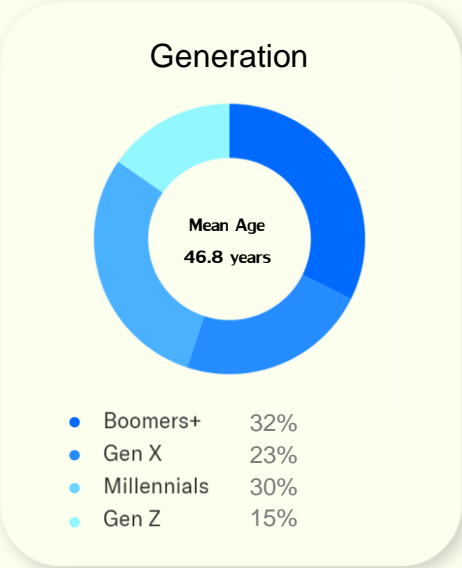
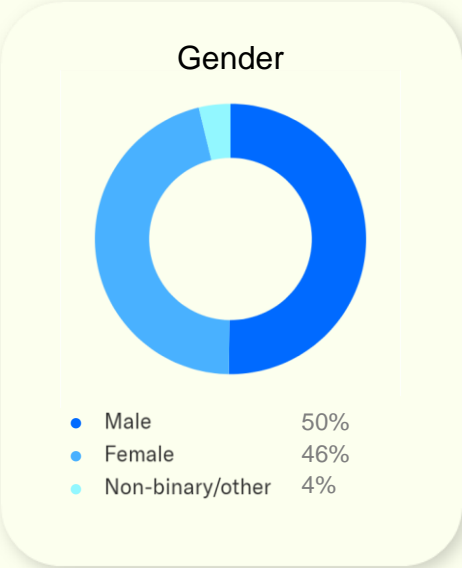
- Visitors planned and booked their trip to Reno Tahoe close to when they would be in market. Most visitors planned less than two months in advance (86%), with an average planning window of 1.2 months. The most frequently-cited planning window was less than two weeks in advance of their arrival date (29%).
- Visitors typically booked their trip a few weeks after they started planning the trip, with an average booking window of 0.9 months. However, the most frequently-cited booking window was no advanced booking (38%).

Visitors perceive Reno Tahoe as a vibrant, spirited, and outdoorsy destination.

- Visitors were asked to rate how well Reno Tahoe exemplifies a set of statements. Most visitors agreed that Reno Tahoe has a vibrant and fun atmosphere (80%), is a place to live life to its fullest (74%), and has a spirit of independence (71%).
- Visitors were also asked to rate a set of attributes on their importance when selecting a vacation destination and later asked to evaluate Reno Tahoe on those same attributes. Visitors rated Reno Tahoe highly on the outdoor attributes, including winter sports (79%), convenient access to the outdoors (79%), outdoor recreation (75%), water access (72%), and water activities (70%). Gambling/casinos (74%) and family-friendly activities (73%) also received high marks.
- When comparing the percent of visitors who rated each attribute as important when selecting a vacation destination against the percent who rated Reno Tahoe as delivering on each attribute, Reno Tahoe overperforms on most attributes tested. The attributes considered most important when selecting a vacation destination and where Reno Tahoe performs well includes convenient outdoors access (+15 pp), water access (+18 pp), family-friendly activities (+20 pp), outdoor recreation (+27 pp), and a blend of urban energy and outdoor adventure (+10 pp). Reno Tahoe underperforms on just two attributes: value for the money spent (-11 pp) and variety of museums and art galleries (-9 pp).

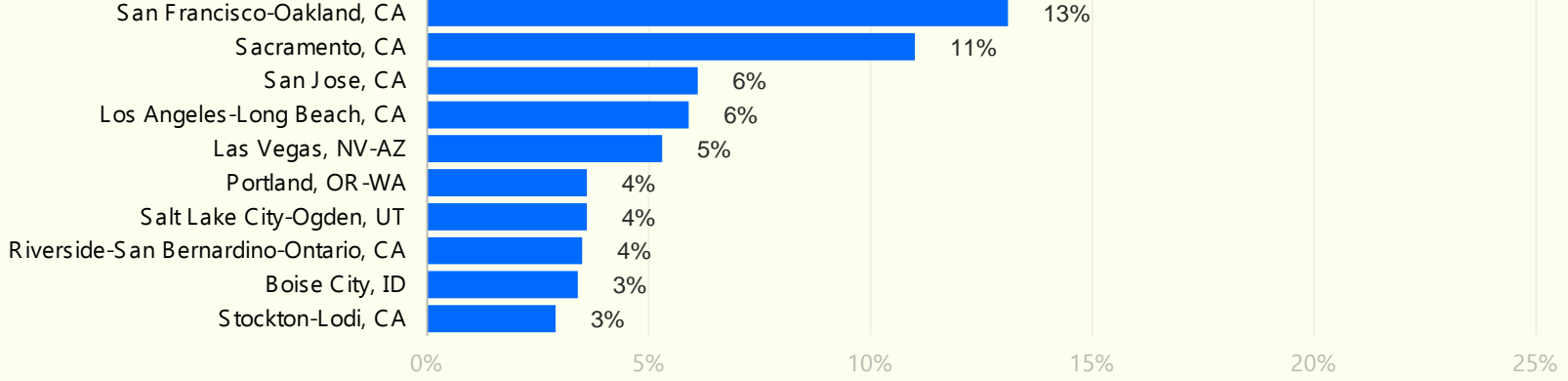
Visitor Demographics & Origin Markets

Demographics

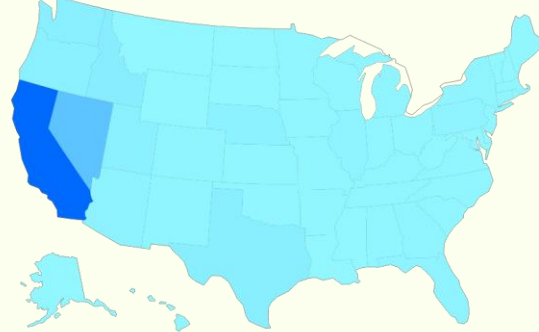


Origin Markets

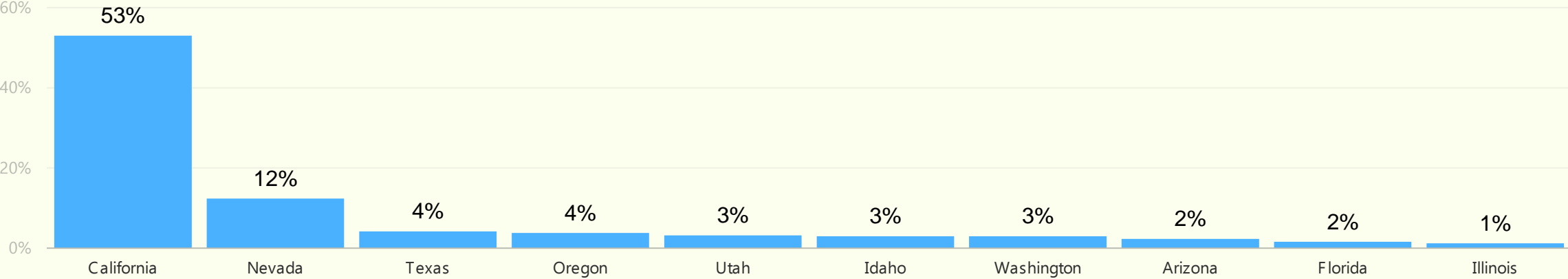
Top Origin Metros



Origin Map



Top Origin States



Snapshot of Visitor Demographics and Origin Markets

- Visitors leaned slightly male (50%) and older, with an average age of 46.8 years.
- While visitor ethnicity was predominately White (79%), there were sizable portions who identified as either Asian (12%) and/or Hispanic (11%).
- Most were married/partnered (58%) and one third of visitors had children under the age of 18 currently living in their household (33%).
- More than half had a four-year college degree or higher (55%).
- Visitors' average annual household income was around \$103,000.
- A smaller yet critical share identified themselves as part of the LGBTQ+ community (13%) and as having travel-limiting disabilities (8%).
- The top origin state was California (53%), with the largest share of visitors coming from the San Francisco-Oakland (13%) and Sacramento (11%) metropolitan areas.
- Other feeder states included Nevada (12%), Texas (4%), Oregon (4%), Utah (3%), Idaho (3%), and Washington (3%).

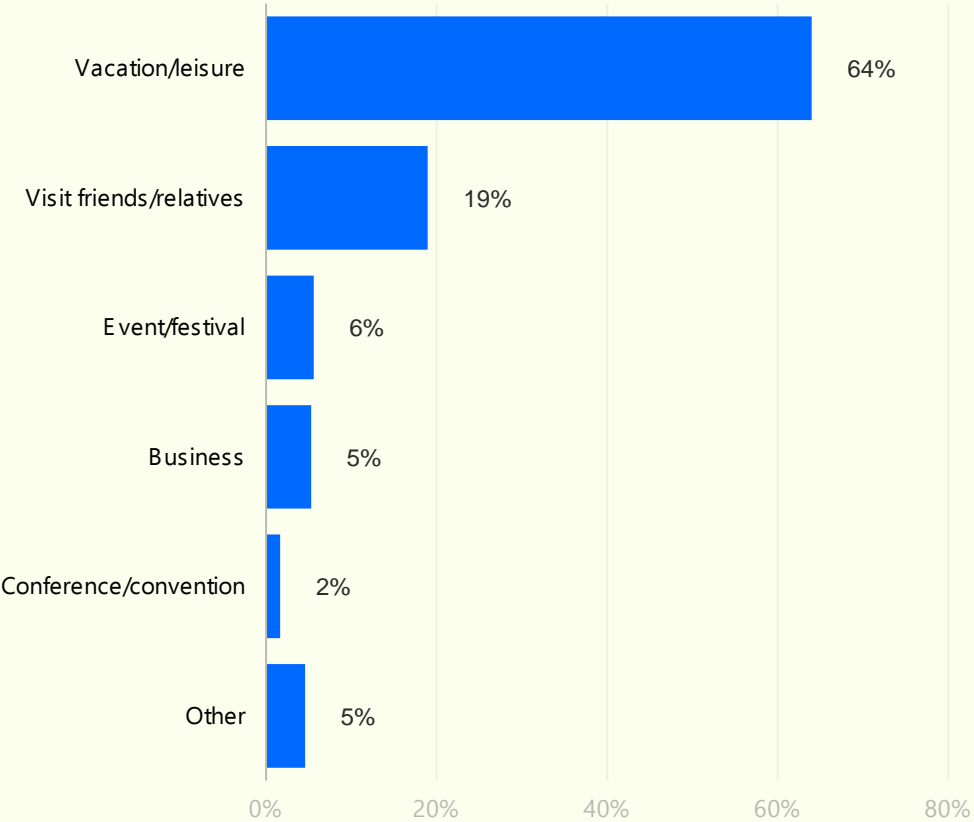


Detailed Findings: Trip Details

Most visitors traveled to Reno Tahoe for vacation (64%), followed distantly by those visiting family and/or friends (19%).

Visitors staying in paid lodging primarily visited the region for vacation (79% vacation rental, 77% casino hotel, 76% non-gaming hotel). Visitors staying in a private home primarily traveled to the area to see their family and/or friends (63%) rather than for vacation (30%).

Primary Purpose of Trip



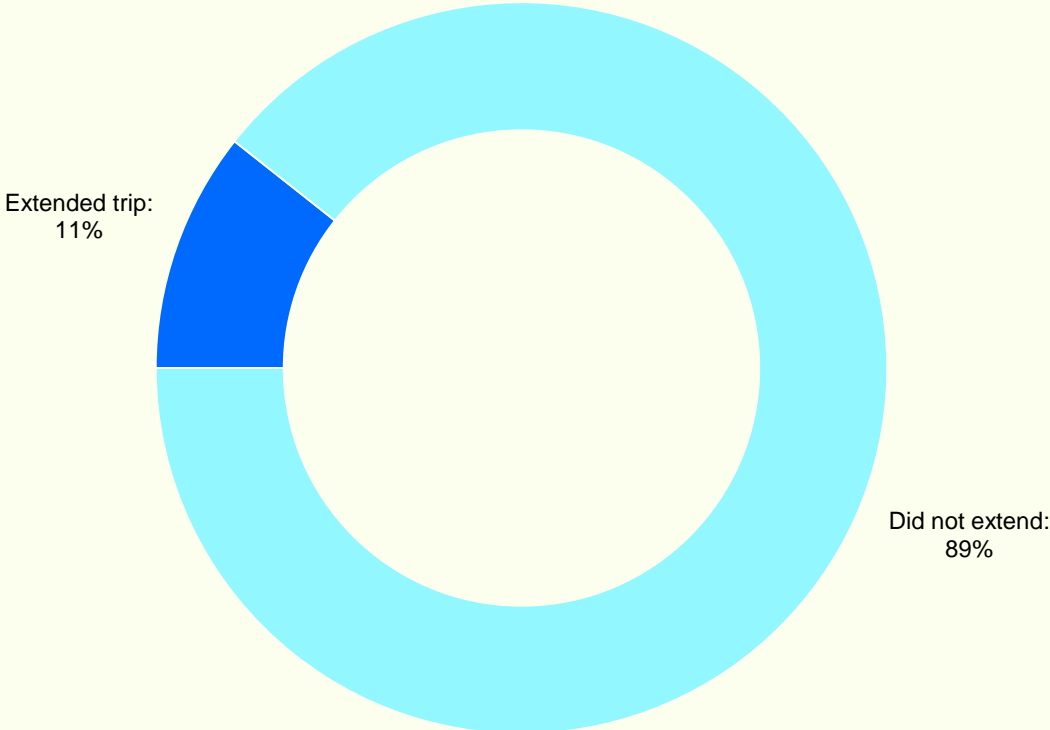
Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Vacation/leisure	64%	77%	76%	79%	30%
Visit friends/relatives	19%	12%	14%	11%	63%
Event/festival	6%	2%	1%	7%	3%
Business	5%	4%	9%	2%	0%
Conference/convention	2%	1%	0%	1%	0%
Other	5%	3%	0%	1%	4%
Base	600	242	218	166	50

Question: What was the primary purpose of your last visit to Reno Tahoe?
 Base: 2024 visitors. 600 completed surveys.

Only a few business visitors extended their trip to include some leisure time in the area (11%).

Business Trip Extension



Detail by Lodging Type

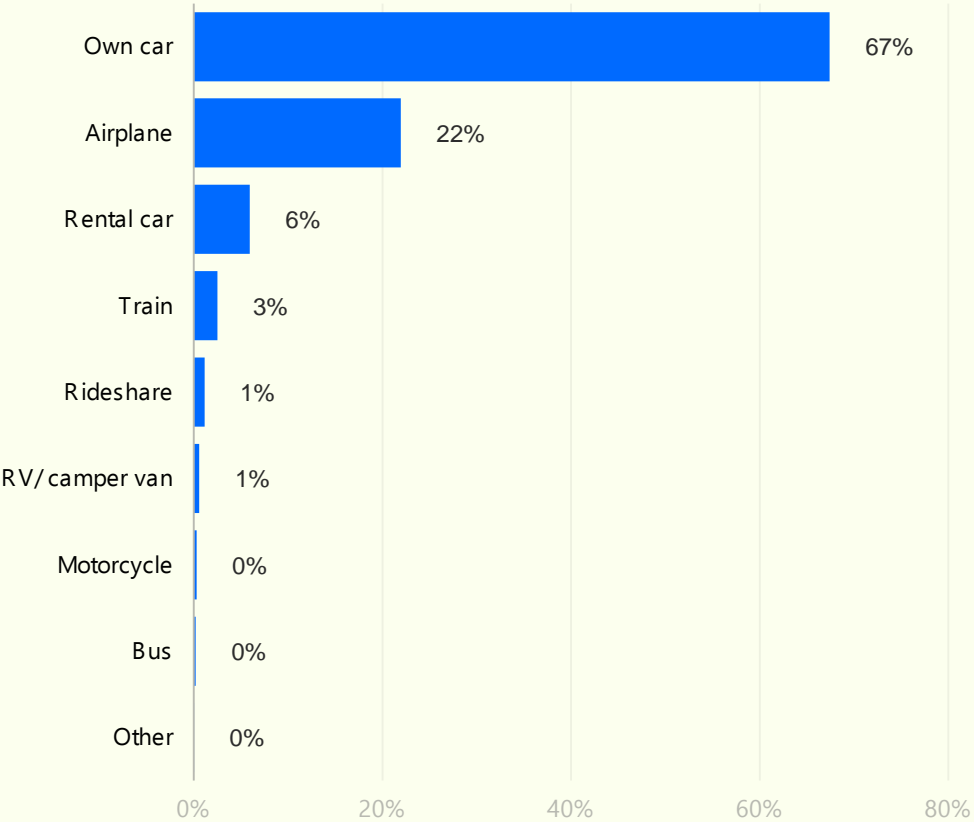
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Extended business trip	11%	21%	19%	94%	100%
Did not extend business trip	89%	79%	81%	6%	0%
Base	48	16	31	14	2

Question: Did you extend your trip to Reno Tahoe for leisure purposes?
 Base: 2024 business visitors. 48 completed surveys. **Due to the small base size (n < 100), this data should be considered informational rather than directional.**

Most visitors arrived in the destination using their own car (67%), though one-in-five arrived by airplane (22%).

Visitors staying in a private home (82%), casino hotel (59%), or non-gaming hotel (47%) were more inclined to drive their own car, while those opting for a vacation rental were more likely to fly into the area (43%).

Arrival Transportation



Detail by Lodging Type

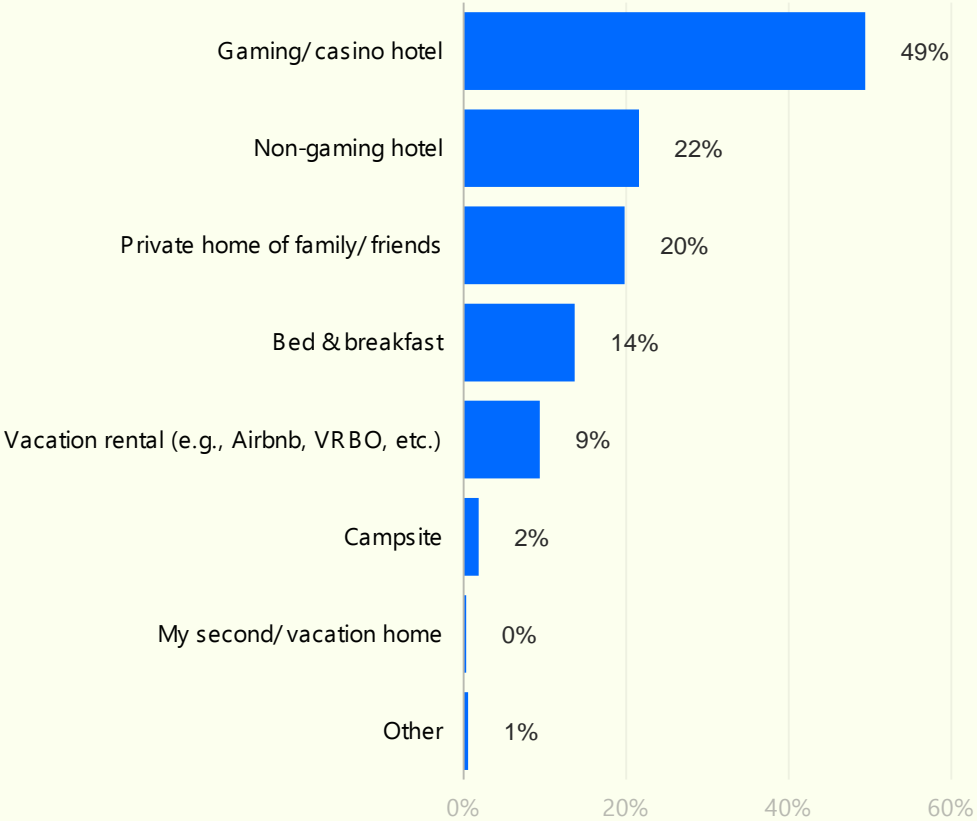
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Own car	67%	59%	47%	38%	82%
Airplane	22%	28%	37%	43%	15%
Rental car	6%	8%	7%	10%	2%
Train	3%	3%	6%	6%	0%
Rideshare	1%	0%	0%	0%	0%
RV/ camper van	1%	0%	1%	3%	1%
Motorcycle	0%	1%	1%	0%	0%
Bus	0%	0%	1%	0%	0%
Other	0%	0%	0%	0%	0%
Base	524	208	197	157	39

Question: On your last trip, what type of transportation did you use to arrive to the Reno Tahoe region?
 Base: 2024 visitors. 524 completed surveys.

Most visitors stayed in a casino hotel (49%), and more so among Baby Boomers.

One-in-five visitors stayed either in a non-gaming hotel (22%) or private home (20%). Boomers were less inclined to stay in a non-gaming casino (15%) compared to other generational groups (31% Gen Z, 22% Millennials, 24% Gen X).

Accommodation Type



Detail by Generation

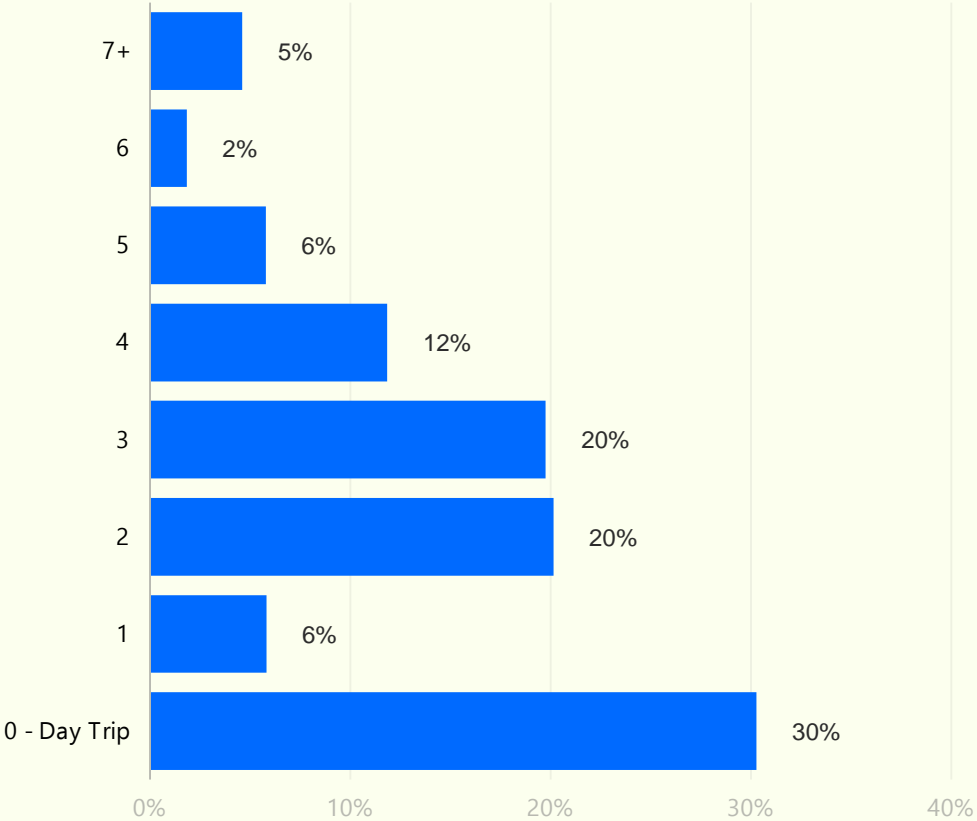
	Total	Gen Z	Millennials	Gen X	Boomers+
Gaming/ casino hotel	49%	42%	42%	51%	60%
Non-gaming hotel	22%	31%	22%	24%	15%
Private home of family/ friends	20%	9%	19%	22%	24%
Bed & breakfast	14%	22%	21%	13%	3%
Vacation rental (e.g., Airbnb, VRBO, etc.)	9%	16%	14%	8%	2%
Campsite	2%	4%	3%	1%	1%
My second/ vacation home	0%	0%	0%	0%	0%
Other	1%	1%	0%	0%	1%
Base	578	43	231	176	128

Question: What type of lodging did you use on your last trip to Reno Tahoe? Select all that apply.
 Base: 2024 visitors. 578 completed surveys.

Overnight visitors stayed, on average, 3.2 nights in market.

Among visitors who stayed overnight, vacation rentals guests tended to stay the longest, averaging 3.7 nights in the area.

Trip Length in Nights



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
7+	5%	8%	6%	9%	10%
6	2%	3%	1%	5%	1%
5	6%	10%	8%	9%	5%
4	12%	19%	19%	19%	26%
3	20%	25%	31%	35%	25%
2	20%	25%	29%	21%	30%
1	6%	10%	6%	0%	4%
0 - Day Trip	30%	0%	0%	0%	0%
Mean (Nights)	2.3	3.3	3.2	3.7	3.4
Base	567	232	199	157	43

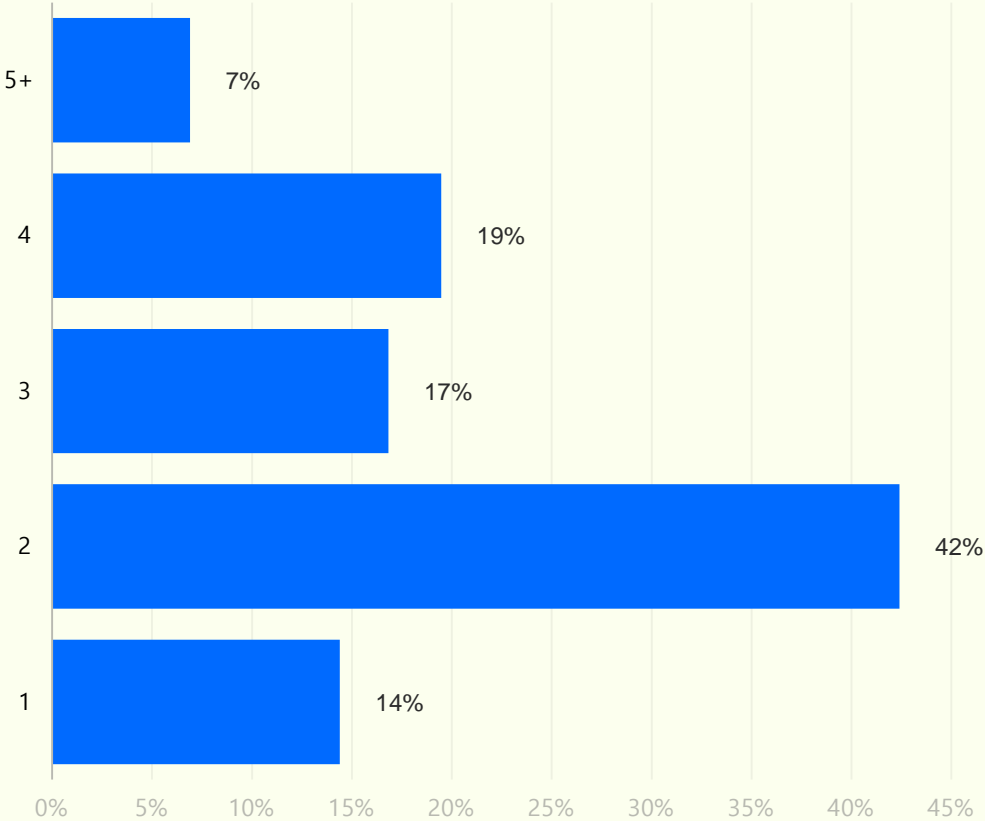
Question: How many nights did you stay in Reno Tahoe on your last trip?

Base: 2024 visitors. 567 completed surveys.

Visitors most commonly traveled with a companion (42%), with an average travel party size of 2.6 persons.

Visitors who stayed in a vacation rental typically traveled with larger parties, averaging 3.3 persons per party.

Travel Party Size



Detail by Lodging Type

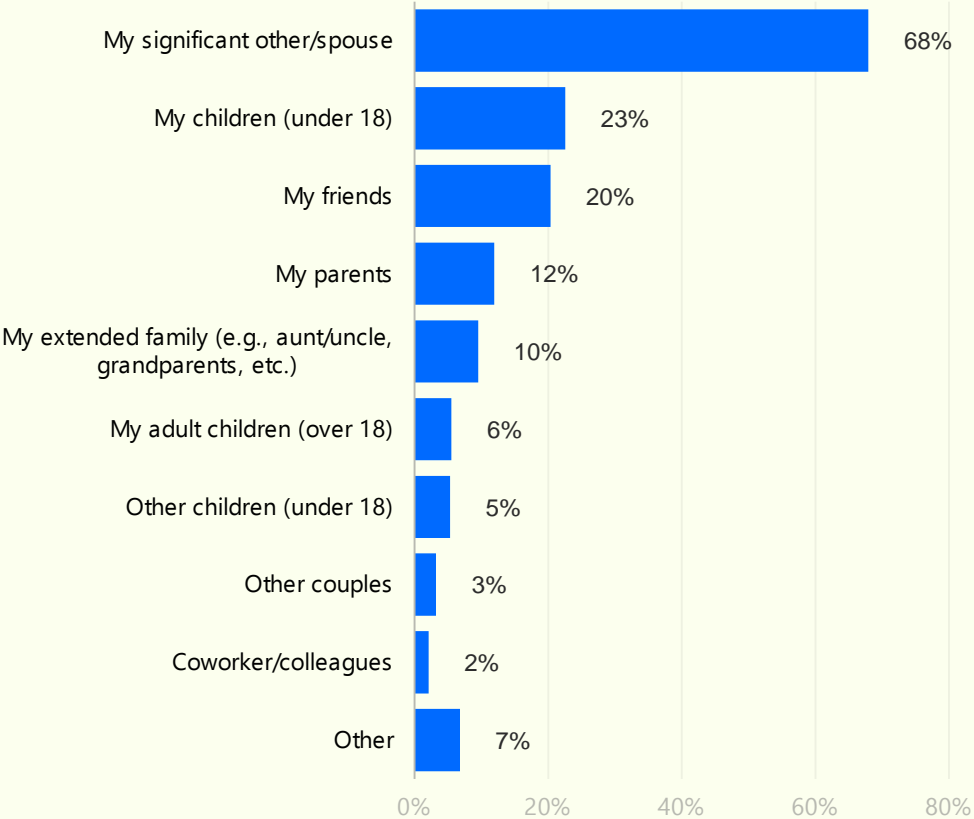
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
5+	7%	6%	8%	16%	3%
4	19%	21%	16%	26%	23%
3	17%	14%	27%	27%	14%
2	42%	47%	38%	27%	40%
1	14%	11%	11%	4%	20%
Mean	2.6	2.7	2.8	3.3	2.5
Base	560	227	198	154	48

Question: Including yourself, how many people were in your immediate travel party on your last trip to Reno Tahoe?
 Base: 2024 visitors. 560 completed surveys.

A quarter of visitors traveled to the area with children under the age of 18 (23%).

Visitors staying in a private home (35%) or vacation rental (34%) were more inclined to travel with their children compared to those staying in a non-gaming hotel (29%) or casino hotel (24%).

Travel Party Composition



Detail by Lodging Type

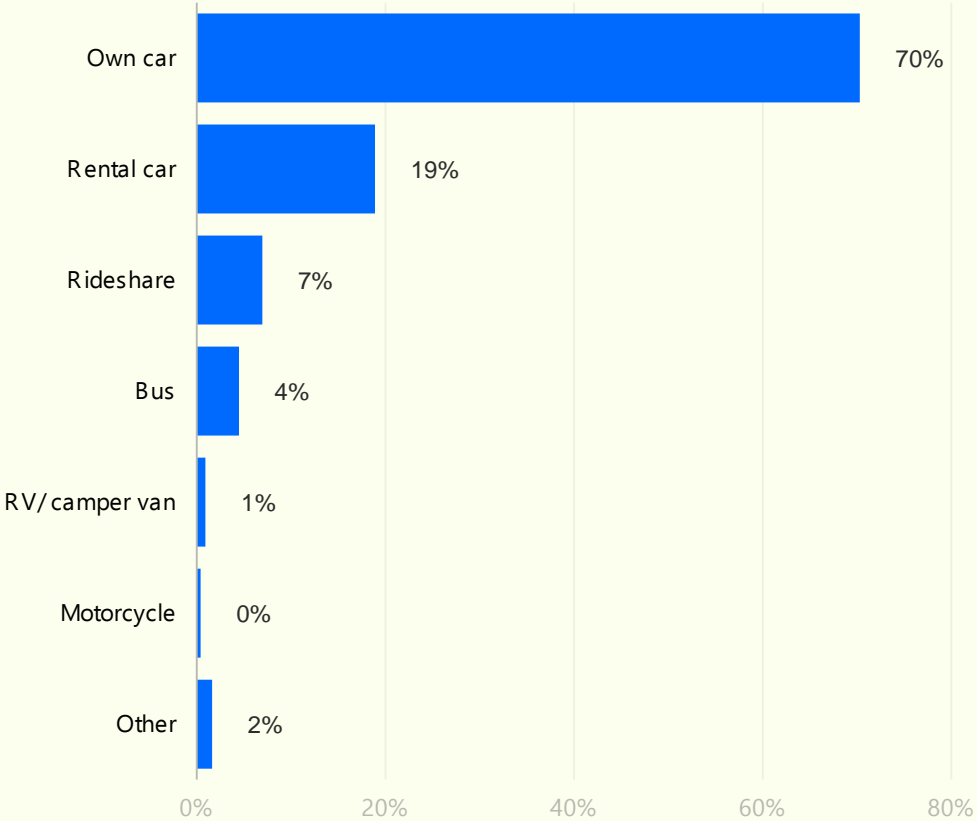
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
My significant other/spouse	68%	67%	68%	70%	80%
My children (under 18)	23%	24%	29%	34%	35%
My friends	20%	22%	27%	29%	16%
My parents	12%	9%	9%	18%	7%
My extended family (e.g., aunt/uncle, grandparents, etc.)	10%	9%	4%	2%	8%
My adult children (over 18)	6%	5%	5%	5%	5%
Other children (under 18)	5%	3%	1%	2%	4%
Other couples	3%	4%	1%	4%	0%
Coworker/colleagues	2%	3%	6%	2%	0%
Other	7%	1%	2%	3%	1%
Base	524	208	197	157	39

Question: Who did you travel with on your last visit to the Reno Tahoe region? Select all that apply.
 Base: 2024 visitors. 524 completed surveys.

While traveling in the region, most drove their own car (70%), especially those visiting family and/or friends (90%)

While visitors most commonly drove their own car, a sizable share of visitors staying in a vacation rental (35%), casino hotel (30%), or non-gaming hotel (28%) drove a rental car to explore the area.

In-Destination Transportation



Detail by Lodging Type

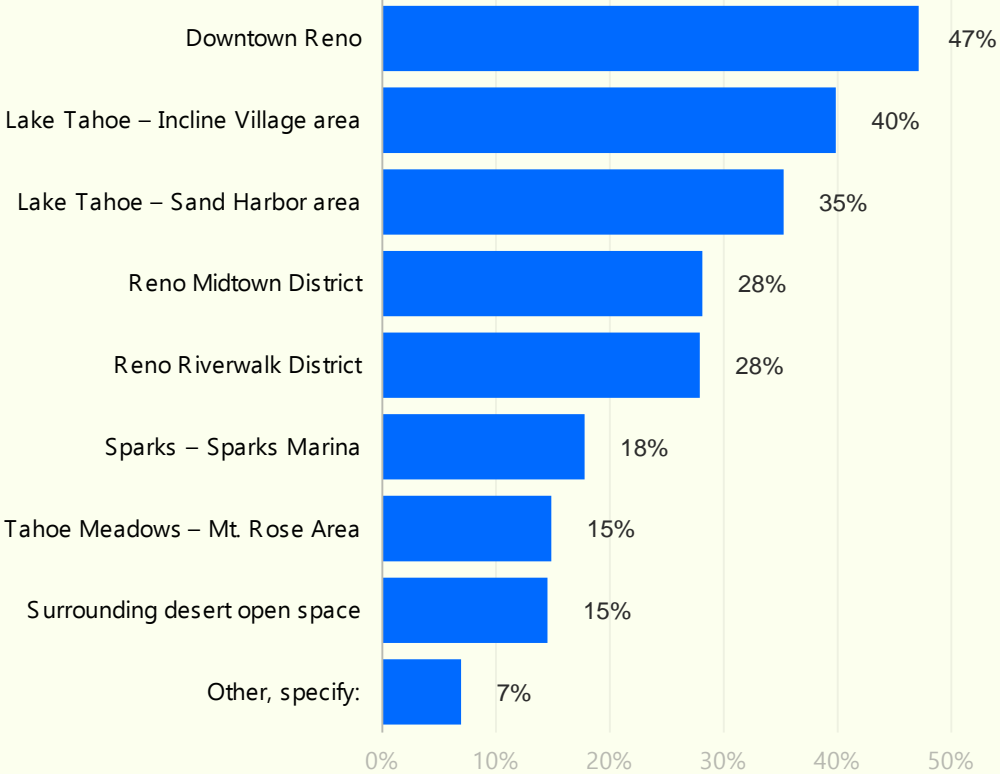
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Own car	70%	60%	50%	45%	90%
Rental car	19%	30%	28%	35%	5%
Rideshare	7%	8%	9%	11%	5%
Bus	4%	5%	10%	17%	0%
RV/ camper van	1%	1%	3%	6%	2%
Motorcycle	0%	0%	1%	4%	0%
Other	2%	2%	2%	1%	4%
Base	600	242	218	166	50

Question: On your last trip, what types of transportation did you use to travel within the Reno Tahoe region?
 Base: 2024 visitors. 600 completed surveys.

Most visitors went to Downtown Reno (47%), followed by Incline Village (40%) and Sand Harbor (35%).

Casino hotel guests primarily visited Downtown Reno (64%) and more so than visitors staying in other lodging types (48% non-gaming casino, 42% vacation rental, 38% private home). Visitors staying in a vacation rental (58%), private home (51%), and non-gaming hotel (50%) mostly visited Incline Village – though non-gaming hotel and vacation rental guests also tended to visit Downtown Reno and Sand Harbor areas.

Reno Tahoe Areas Visited



Detail by Lodging Type

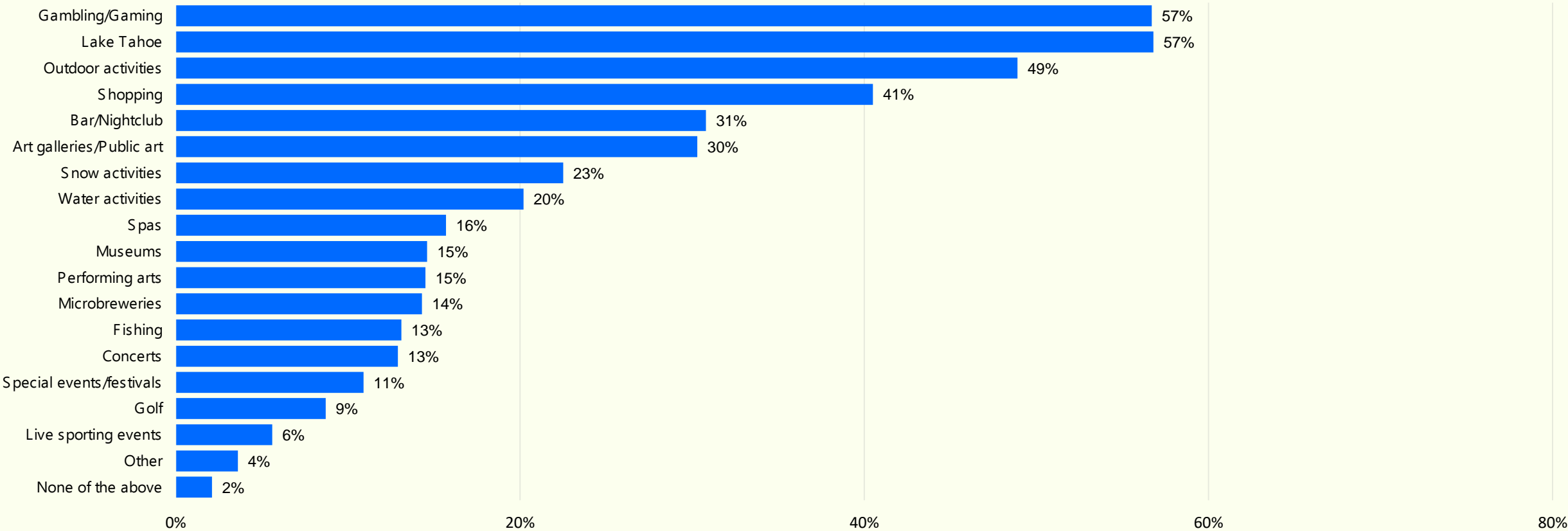
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Downtown Reno	47%	64%	48%	42%	38%
Lake Tahoe – Incline Village area	40%	39%	50%	58%	51%
Lake Tahoe – Sand Harbor area	35%	34%	43%	43%	39%
Reno Midtown District	28%	42%	37%	30%	28%
Reno Riverwalk District	28%	36%	31%	33%	38%
Sparks – Sparks Marina	18%	20%	19%	20%	14%
Tahoe Meadows – Mt. Rose Area	15%	13%	23%	24%	28%
Surrounding desert open space	15%	11%	20%	17%	15%
Other, specify:	7%	3%	3%	2%	12%
Base	600	242	218	166	50

Question: Did you visit any of the following areas on your last trip to the Reno Tahoe region? Select all that apply.
 Base: 2024 visitors. 600 completed surveys.

The top activities in market were gambling (57%), visiting Lake Tahoe (57%), and engaging in outdoor activities (49%), which align with primary motivations to visit.

Two-in-five overnight visitors went shopping (41%). Few overnight visitors golfed (9%) or attended a live sporting event (6%).

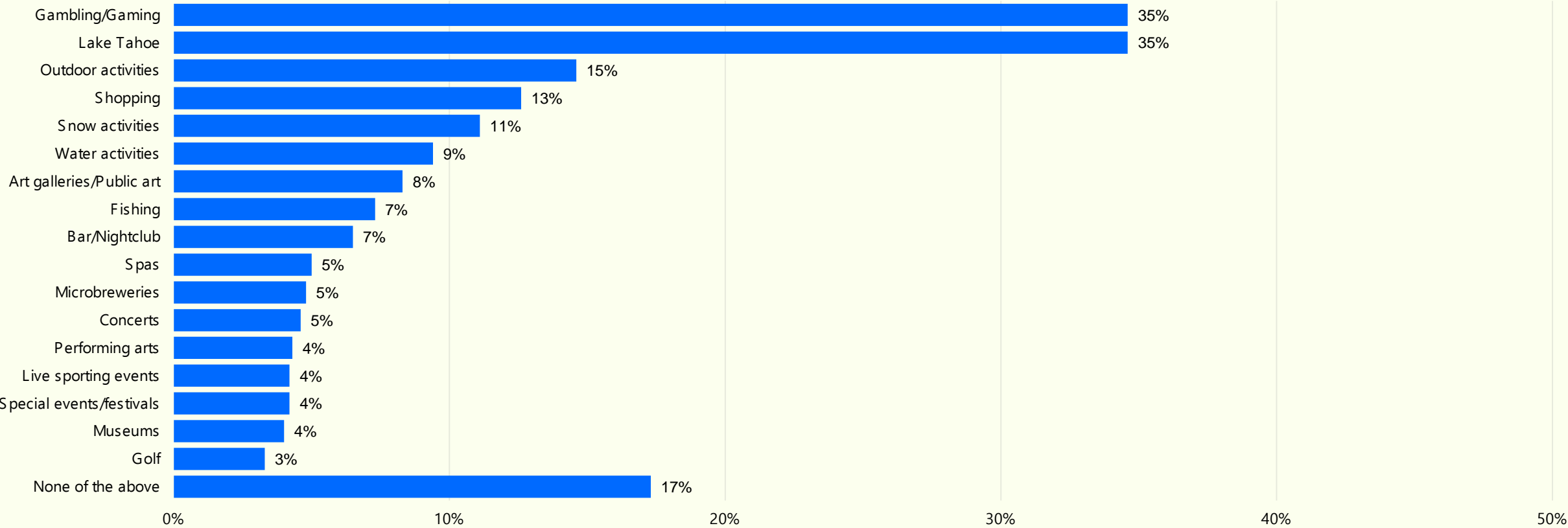
In-Destination Activities



Overnight visitors were motivated to travel to Reno Tahoe to gamble (35%) and see Lake Tahoe (35%).

Outdoor activities (15%), shopping (13%), and snow activities (11%) were also motivating factors.

Primary Activity That Motivated Trip

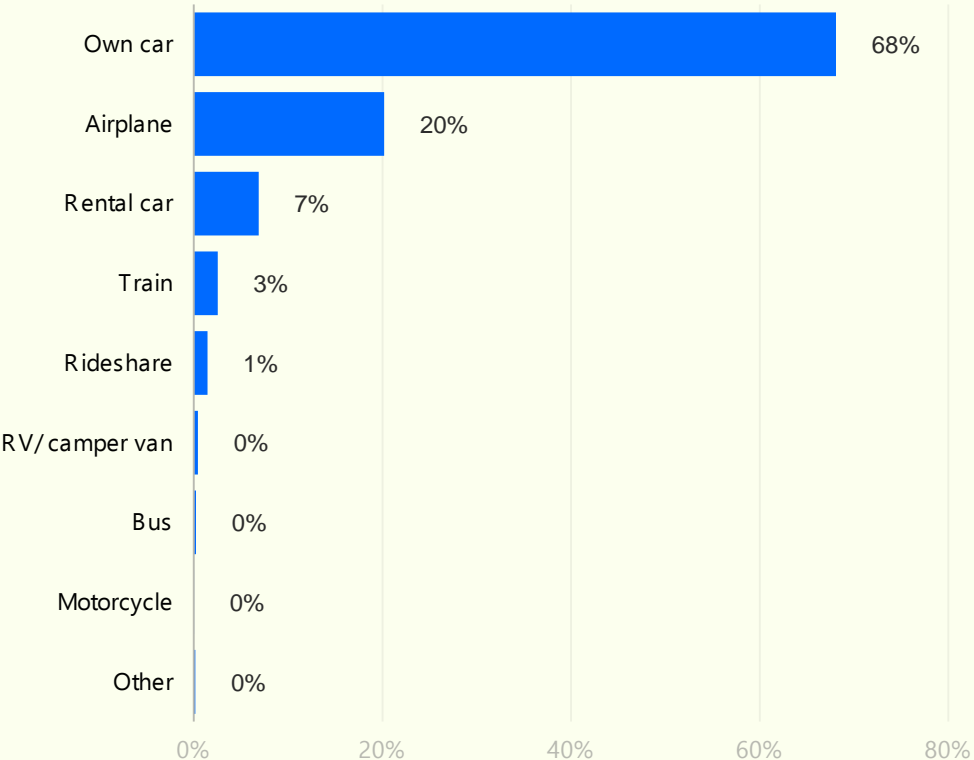


Question: Of the activities you participated in on your last trip, were any your primary motivation for visiting the Reno Tahoe region?

Departure transportation closely aligns with arrival transportation as most visitors drove home using their own car (68%) while one-in-five returned home by air (20%)

Visitors staying in a private home (82%), casino hotel (60%), or non-gaming hotel (50%) were more likely to drive their own car home, while those staying in a vacation rental were more likely to fly home (40%).

Departure Transportation



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Own car	68%	60%	50%	38%	82%
Airplane	20%	27%	33%	40%	15%
Rental car	7%	8%	9%	10%	0%
Train	3%	3%	6%	7%	0%
Rideshare	1%	1%	1%	3%	1%
RV/ camper van	0%	0%	1%	2%	1%
Bus	0%	0%	1%	0%	0%
Motorcycle	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	1%
Base	600	242	218	166	50

Question: On your last trip, what type of transportation did you use to depart from the Reno Tahoe region?
 Base: 2024 visitors. 600 completed surveys.

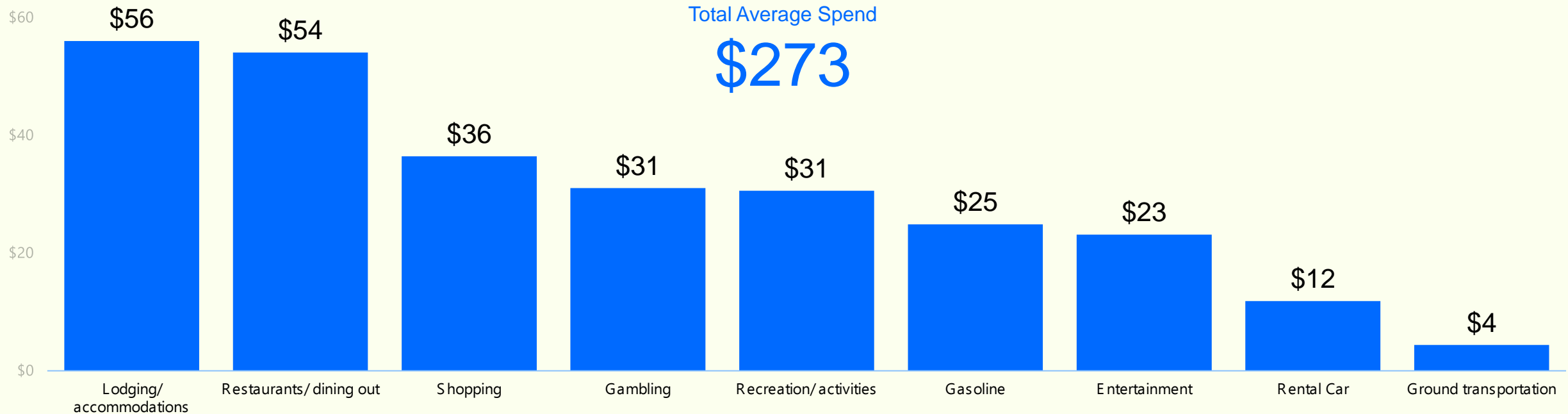
Among overnight visitors, the average daily spend per person was \$273. That amount converts to \$655 per party per day, accounting for 2.4 persons covered.

Lodging was the largest share of in-market spending (\$56), followed closely by dining (\$54).

Daily Spend Per Person Per Category

Average People Covered by Spend = 2.4 persons

Average Length of Stay = 3.2 nights



Question: On your last trip, approximately how much did you spend PER DAY in each of the following categories:

Base: 2024 overnight visitors. 397 completed surveys. 28



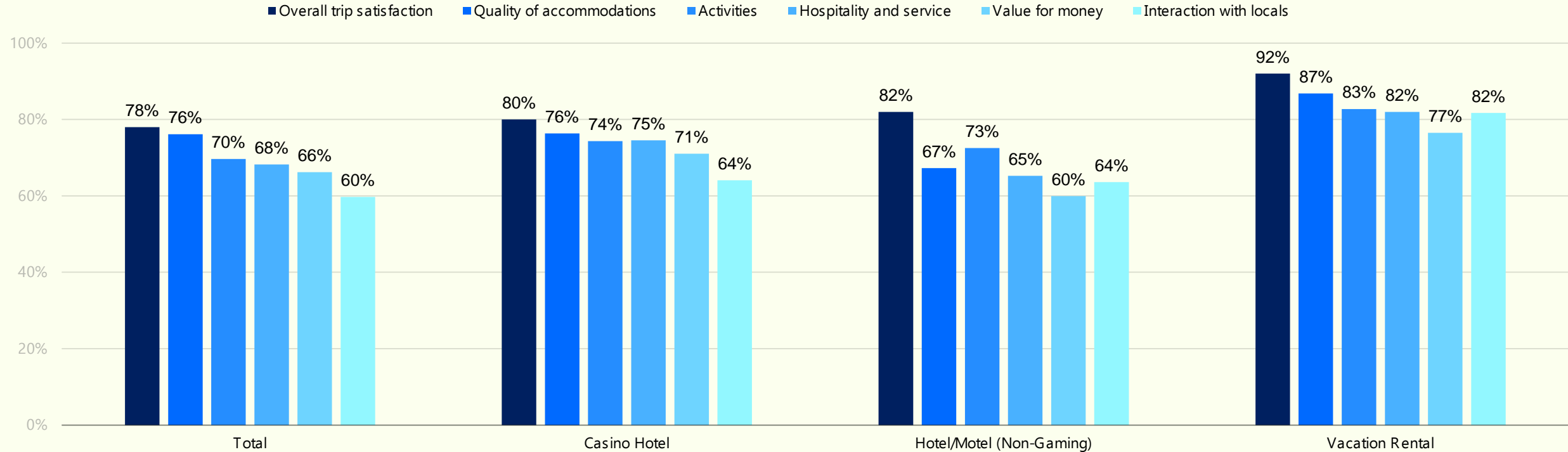
Detailed Findings: Visitor Experience

Most visitors reported high satisfaction with their trip experience (78%), especially those staying in a vacation rental (92%).

Visitors staying in a vacation rental typically showed the highest satisfaction levels across categories, while those staying in a non-gaming hotel reported the lowest levels.

Trip Satisfaction by Category

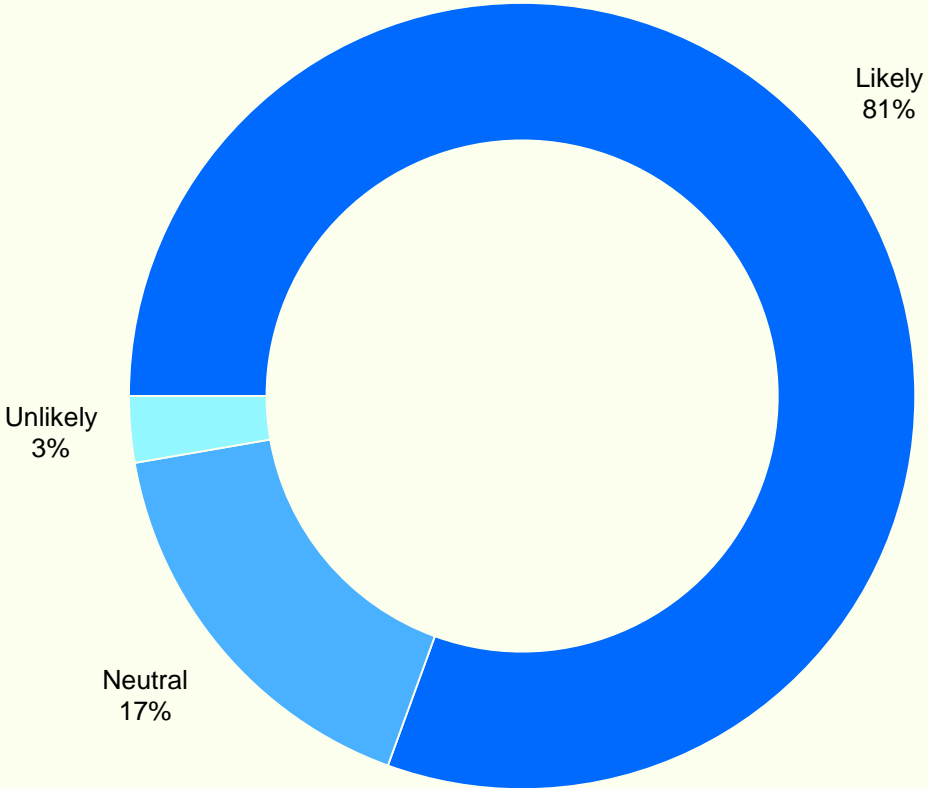
(Top 3 Box Satisfaction - % rating "8" + "9" + "10 - Extremely satisfied")



Four-in-five visitors said they would likely return to Reno Tahoe in the future (81%).

VFR (87%) and leisure (82%) visitors were more inclined to return to the region compared to those visiting for business (76%) or a special event (59%).

Likelihood to Return



Detail by Trip Purpose

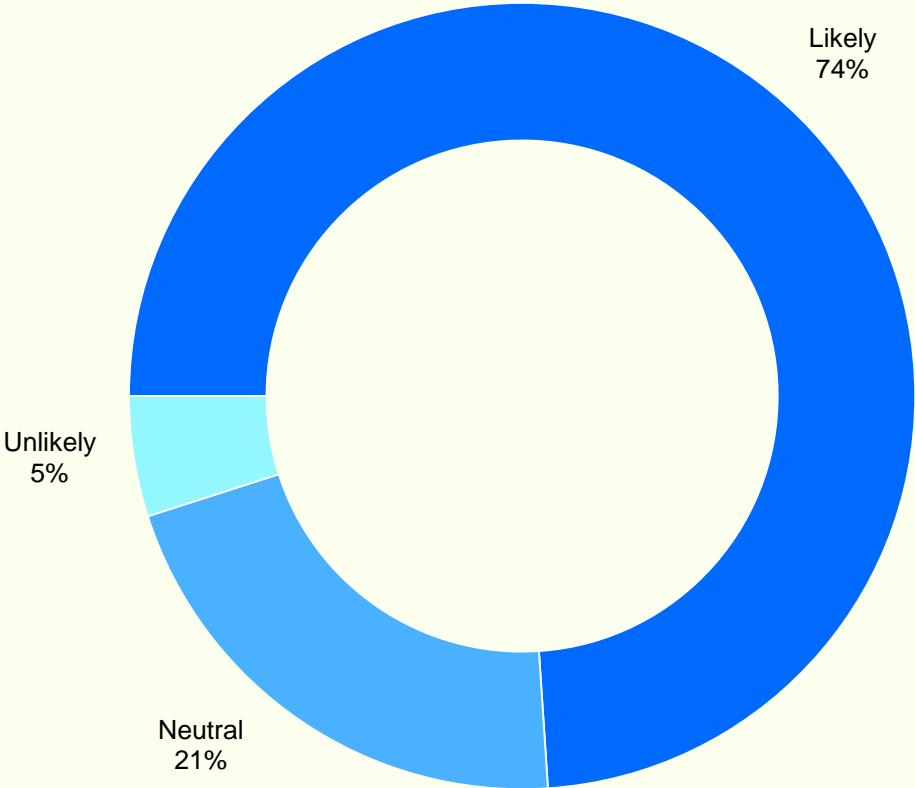
	Total	Leisure	VFR	Business	Event/Festival
Likely	81%	82%	87%	76%	59%
Neutral	17%	14%	13%	22%	41%
Unlikely	3%	4%	1%	2%	0%
Base	600	442	74	48	16

Question: How likely are you to return to the Reno Tahoe region in the future?
 Base: 2024 visitors. 600 completed surveys.

Most visitors would be likely to recommend Reno Tahoe to others as a place to visit (74%).

Leisure (78%) and VFR (78%) visitors were more likely to recommend the region as a place to visit compared to those visiting for a special event (56%) or business (51%).

Likelihood to Recommend



Detail by Trip Purpose

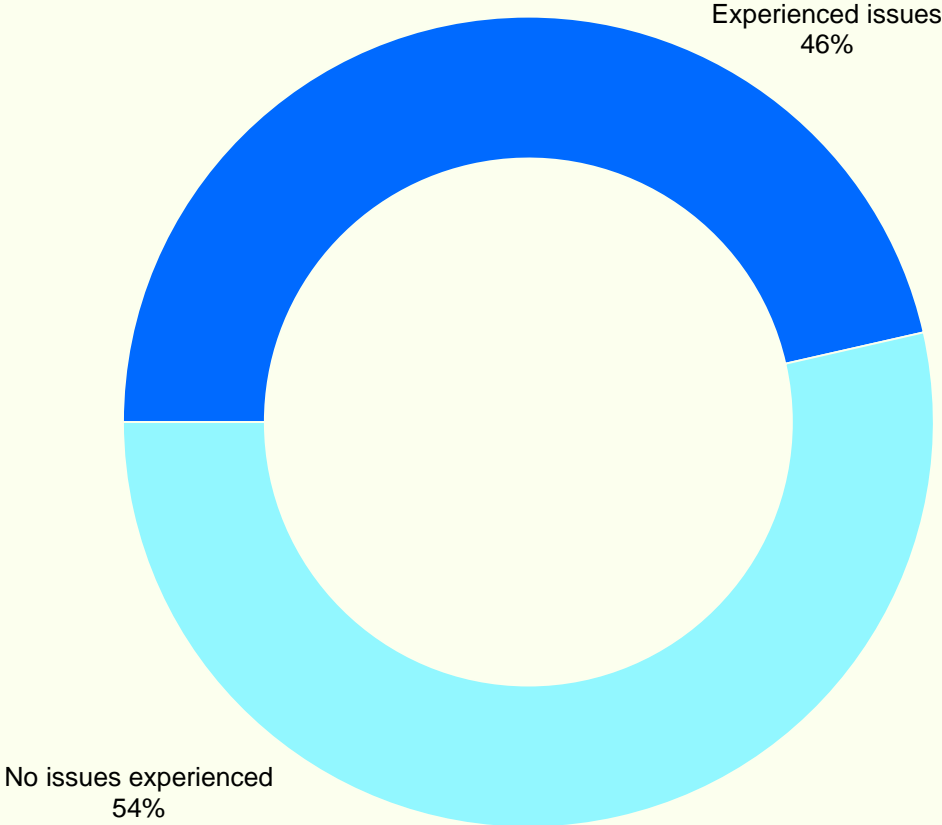
	Total	Leisure	VFR	Business	Event/Festival
Likely	74%	78%	78%	51%	56%
Neutral	21%	18%	18%	46%	43%
Unlikely	5%	3%	5%	3%	1%
Base	600	442	74	48	16

Question: How likely are you to recommend the Reno Tahoe region as a place to visit to friends/family?
Base: 2024 visitors. 600 completed surveys.

Nearly half of visitors reported experiencing an in-destination issue on their trip (46%).

Visitors staying in a private home were more likely to report experiencing an in-destination issue (56%) compared to those in other lodging types (47% vacation rental, 47% non-gaming hotel, 46% casino hotel).

Experienced In-Destination Issues



Detail by Lodging Type

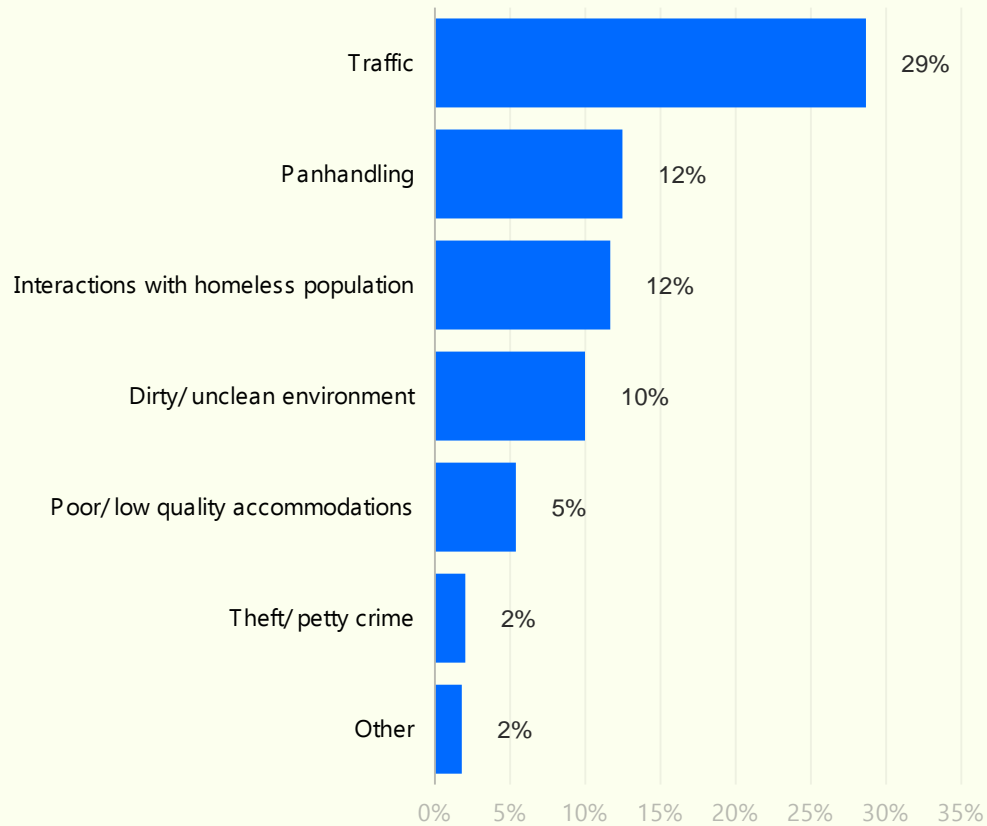
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Experienced in-destination issues	46%	46%	47%	47%	56%
Did not experience in-destination issues	54%	54%	53%	53%	44%
Base	600	242	218	166	50

Question: Did you experience any of the following on your most recent trip to the Reno Tahoe region? Select all that apply.
 Base: 2024 visitors. 600 completed surveys.

The top issue experienced by visitors on their trip was traffic in the region (29%).

One-in-ten visitors complained about panhandling (12%), homeless (12%), and lack of cleanliness (10%).

In-Destination Issues Experienced by Visitors



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Traffic	29%	28%	27%	32%	38%
Panhandling	12%	17%	15%	8%	13%
Interactions with homeless population	12%	15%	12%	9%	19%
Dirty/ unclean environment	10%	11%	8%	9%	21%
Poor/ low quality accommodations	5%	6%	12%	13%	16%
Theft/ petty crime	2%	3%	3%	7%	4%
Other	2%	0%	1%	0%	0%
Base	600	242	218	166	50

Question: Did you experience any of the following on your most recent trip to the Reno Tahoe region? Select all that apply.

Base: 2024 visitors. 600 completed surveys.

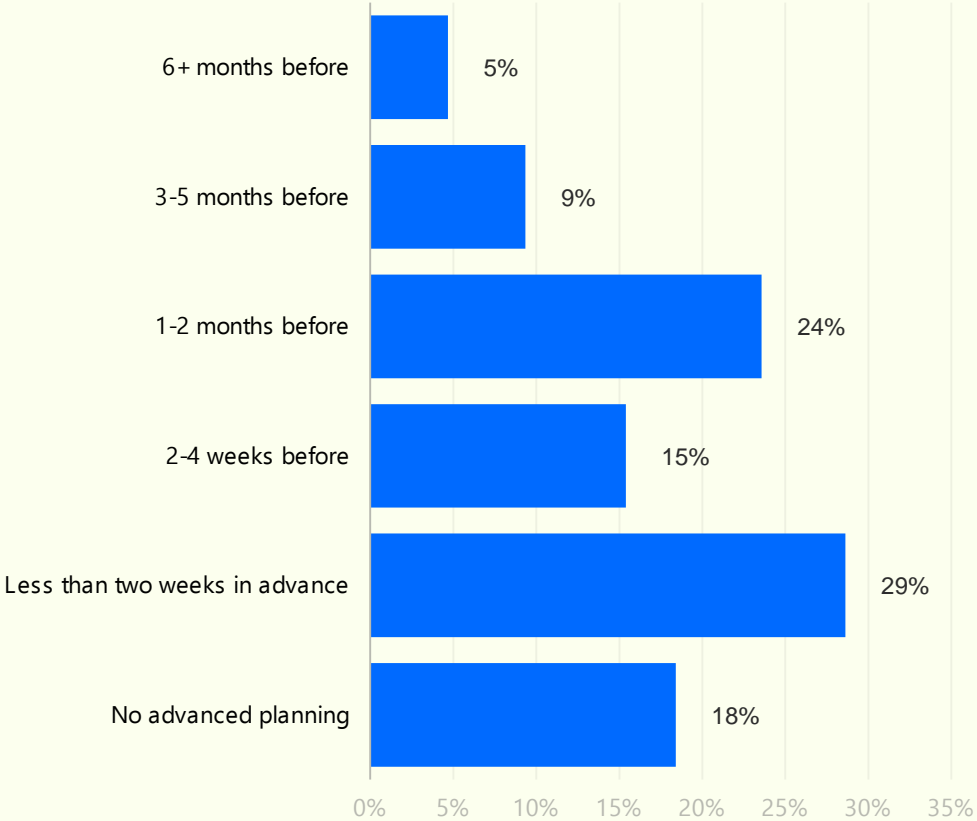


Detailed Findings: Travel Planning

Most visitors started to plan less than two months before the trip (86%), with an average planning window of 1.2 months.

The most frequently-cited planning window was less than two weeks in advance of their arrival date (29%).

Planning Window



Detail by Trip Purpose

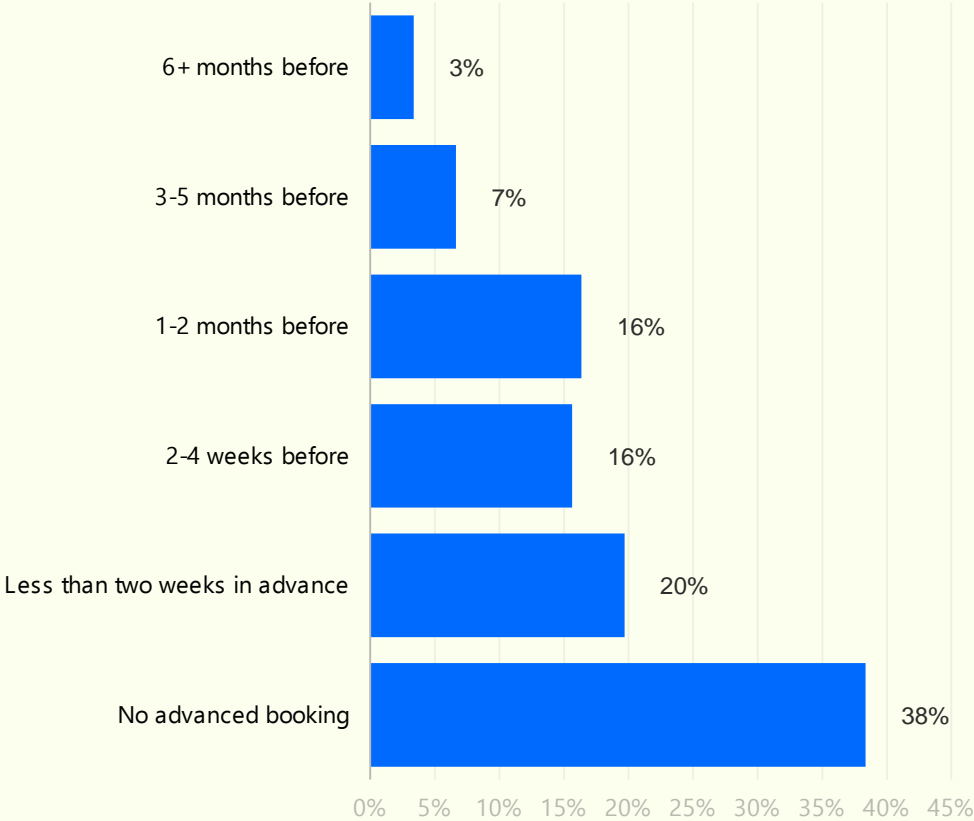
	Total	Leisure	VFR	Business	Event/Festival
6+ months before	5%	4%	7%	1%	9%
3-5 months before	9%	12%	6%	3%	6%
1-2 months before	24%	24%	22%	38%	0%
2-4 weeks before	15%	20%	11%	10%	2%
Less than two weeks in advance	29%	26%	34%	34%	45%
No advanced planning	18%	15%	20%	15%	39%
Mean (Months)	1.2	1.3	1.2	0.9	0.9
Base	600	442	74	48	16

Question: How far in advance did you begin planning and booking your last trip to Reno Tahoe?
 Base: 2024 visitors. 600 completed surveys.

Visitors booked travel arrangements, on average, 0.9 months ahead of their trip.

The most frequently-cited booking window was no advanced booking (38%).

Booking Window



Detail by Trip Purpose

	Total	Leisure	VFR	Business	Event/Festival
6+ months before	3%	2%	6%	4%	8%
3-5 months before	7%	8%	6%	4%	6%
1-2 months before	16%	17%	19%	21%	0%
2-4 weeks before	16%	19%	12%	10%	2%
Less than two weeks in advance	20%	23%	11%	12%	3%
No advanced booking	38%	30%	46%	50%	80%
Mean (Months)	0.9	0.9	1.0	0.8	0.7
Base	600	442	74	48	16

Question: How far in advance did you begin planning and booking your last trip to Reno Tahoe?
 Base: 2024 visitors. 600 completed surveys.



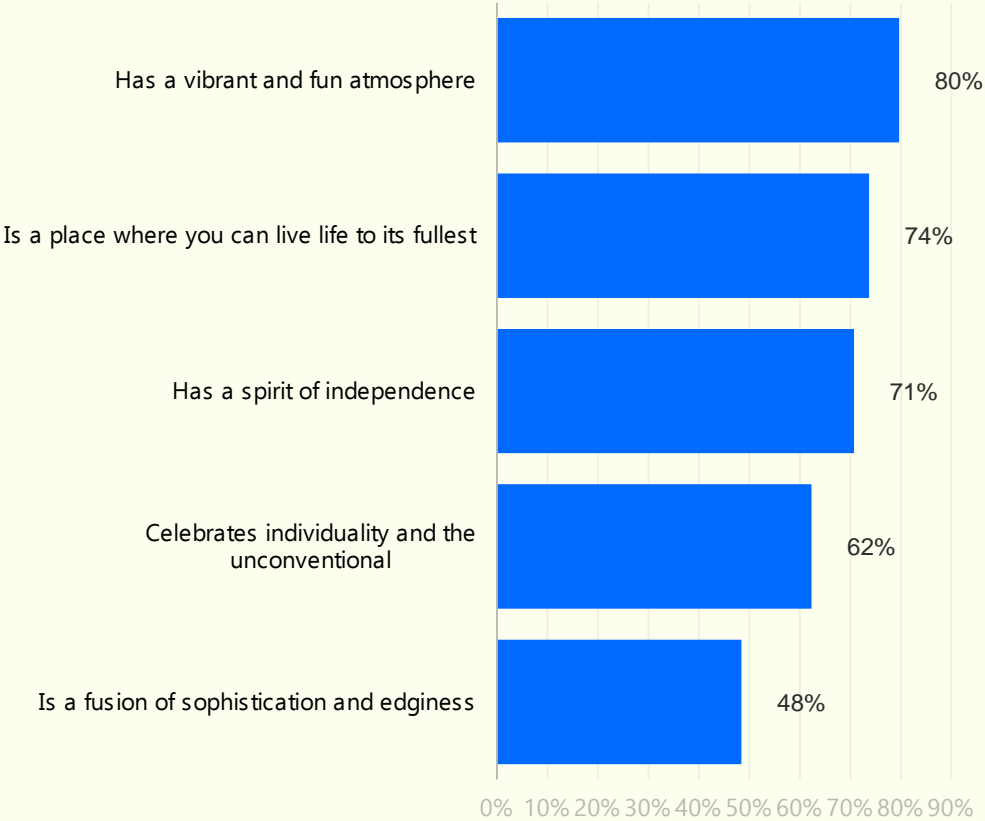
Detailed Findings: Reno Tahoe Perceptions

Most visitors agreed that Reno Tahoe has a vibrant atmosphere (80%), is a place to live life to its fullest (74%), and has a spirit of independence (71%).

Visitors staying in a vacation rental rated Reno Tahoe more positively compared to guests in other accommodations.

Brand Descriptor Ratings

(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Detail by Advertising Awareness

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Has a vibrant and fun atmosphere	80%	78%	69%	85%	76%
Is a place where you can live life to its fullest	74%	72%	69%	88%	76%
Has a spirit of independence	71%	72%	68%	87%	73%
Celebrates individuality and the unconventional	62%	68%	66%	77%	60%
Is a fusion of sophistication and edginess	48%	56%	61%	70%	35%
Base	600	242	218	166	50

Question: For each option below, please select how much you agree or disagree that it describes Reno Tahoe, whether you have been before or not.

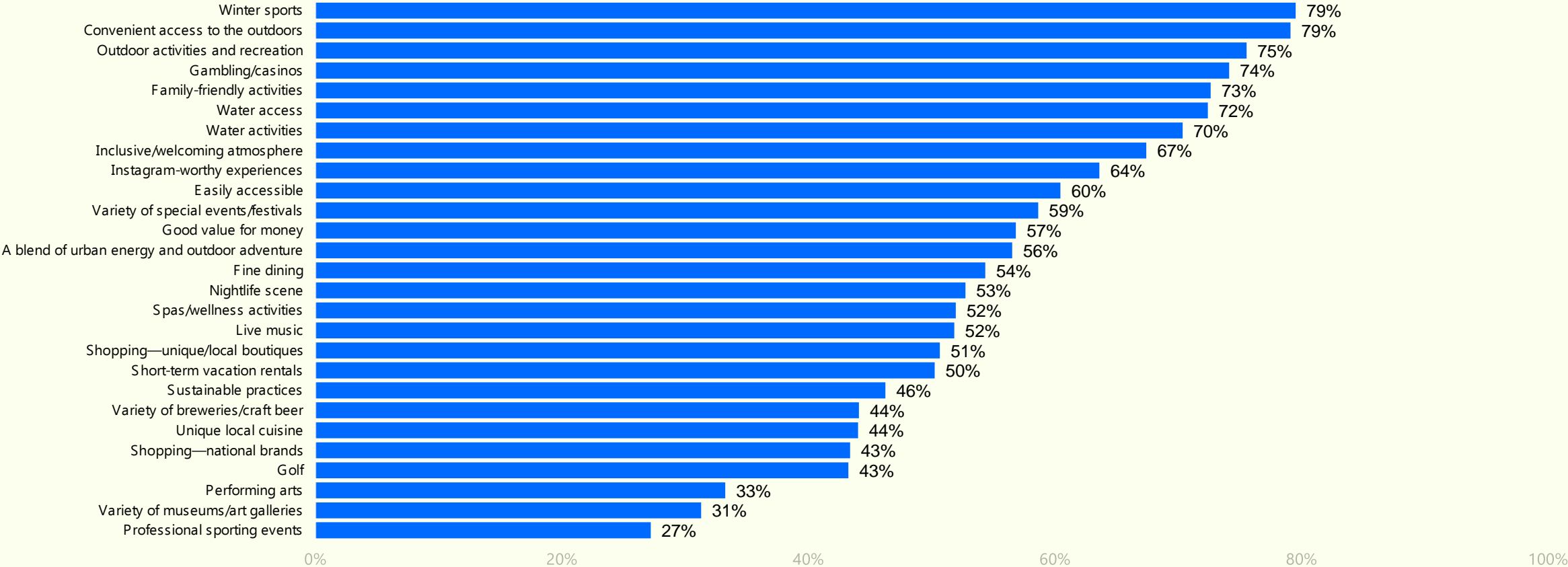
Base: 2024 respondents. 600 completed surveys.

Four-in-five visitors rated the area highly for winter sports (79%) and convenient outdoor access (79%).

Visitors reported that Reno Tahoe underperforms on performing arts (33%), variety of museums/art galleries (31%), and professional sporting events (27%).

Reno Tahoe Destination Attribute Rating

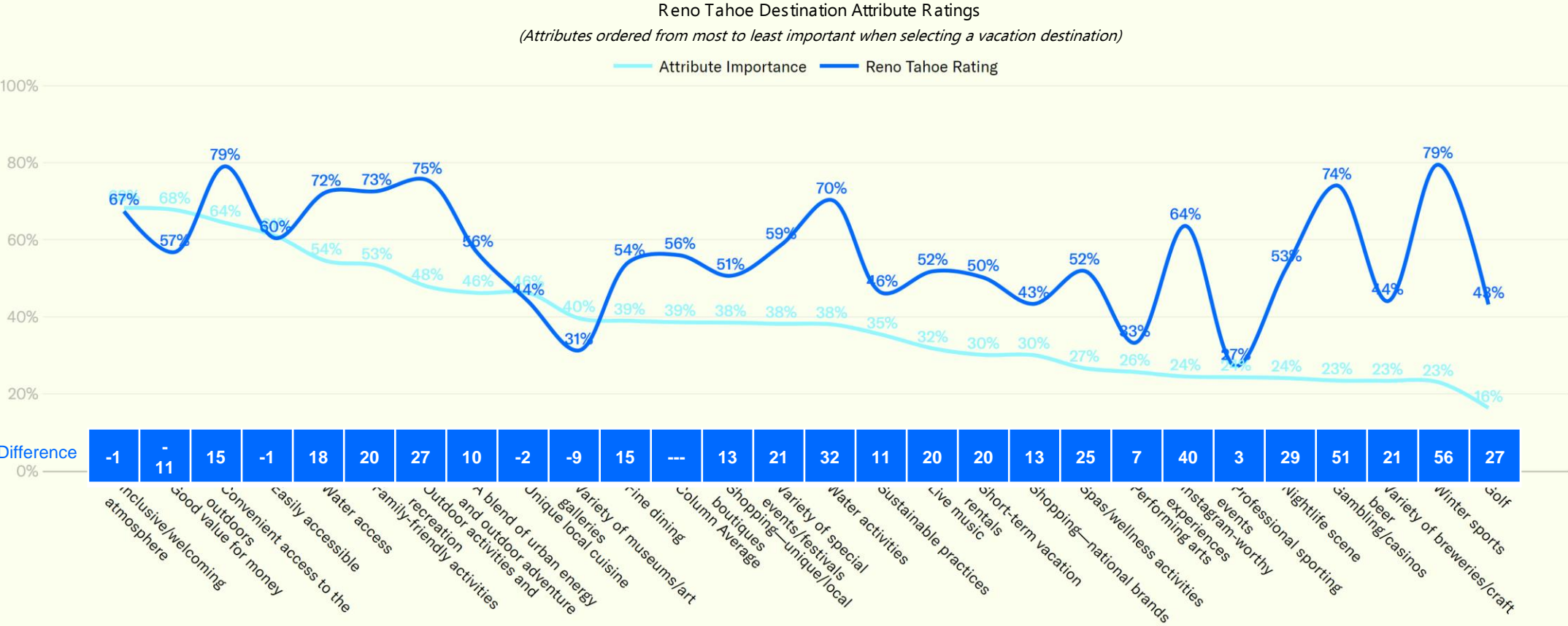
(Top 2 Box Agreement - % selecting "Agree" or "Strongly agree")



Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.

Visitors reported that Reno Tahoe overperforms on most attributes, though these tend to be less important to their destination decision.

The attributes considered most important when selecting a vacation destination and where Reno Tahoe performs well includes convenient outdoors access (+15 pp), water access (+18 pp), family-friendly activities (+20 pp), outdoor recreation (+27 pp), and a blend of urban energy and outdoor adventure (+10 pp). Reno Tahoe underperforms on just two attributes: value for the money spent (-11 pp) and variety of museums and art galleries (-9 pp).



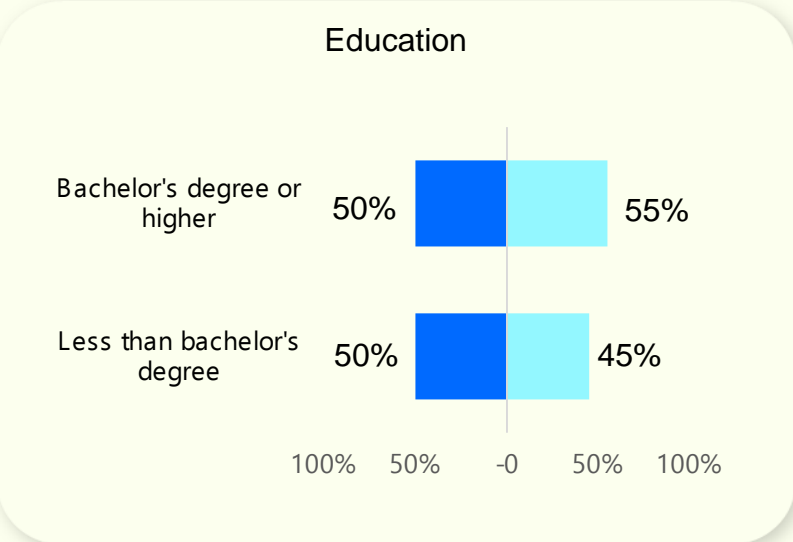
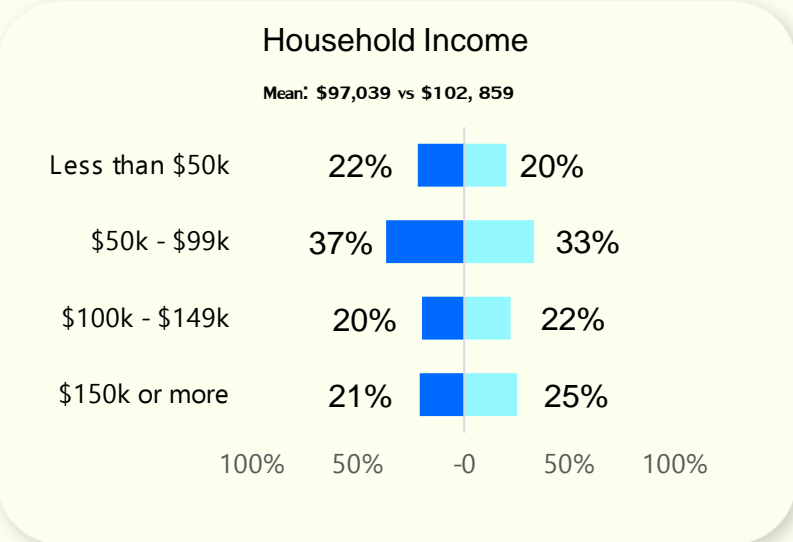
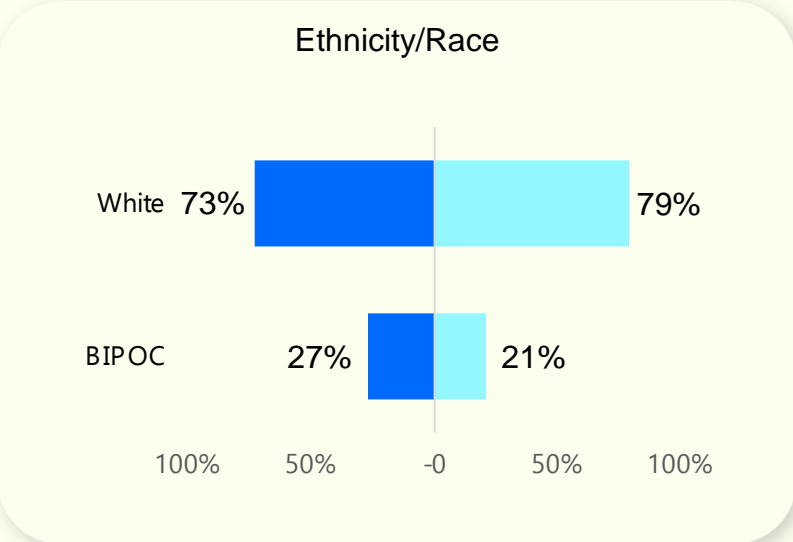
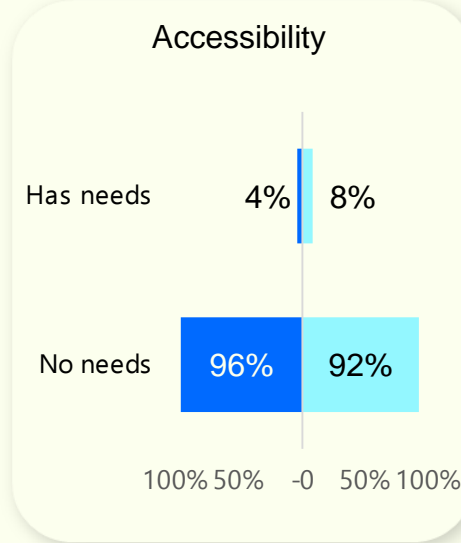
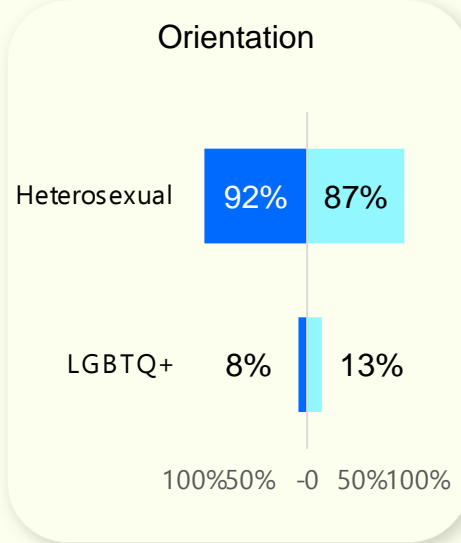
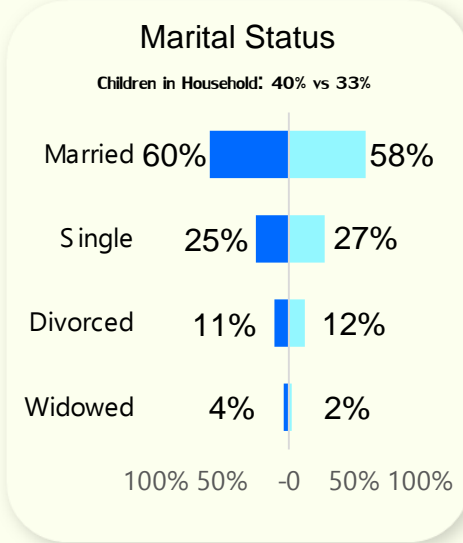
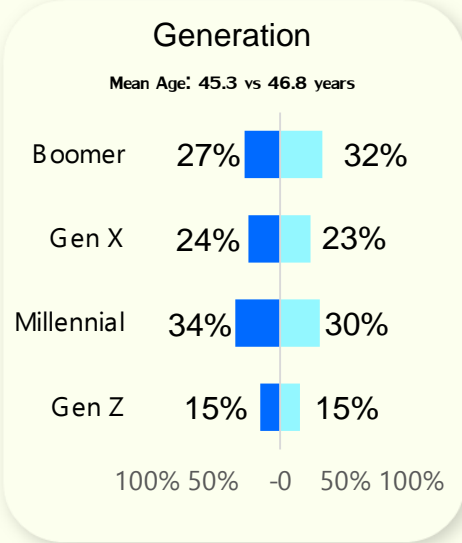
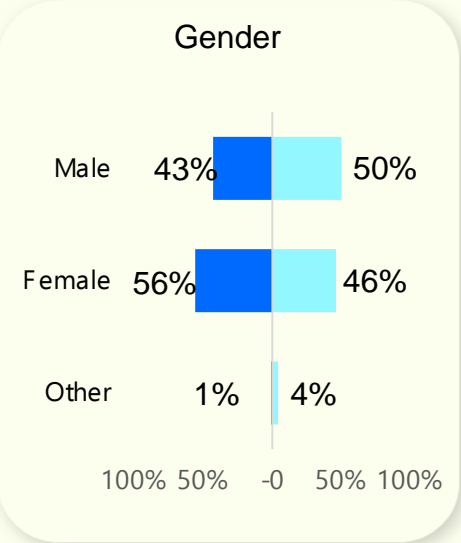
The chart maps the percent of visitors who rated each attribute as "Important" or "Very important" when selecting a vacation destination (turquoise line) against the percent who rated each attribute as "Good" or "Excellent" for Reno Tahoe (royal blue).



Appendix: Historical Comparison

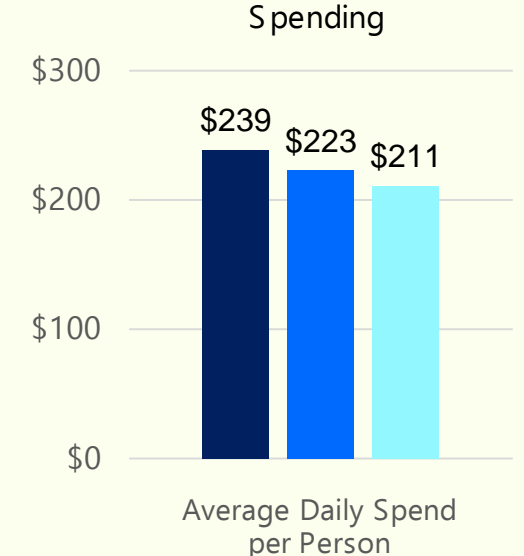
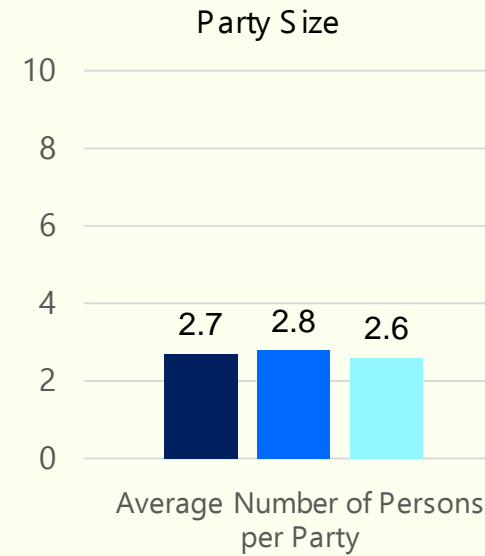
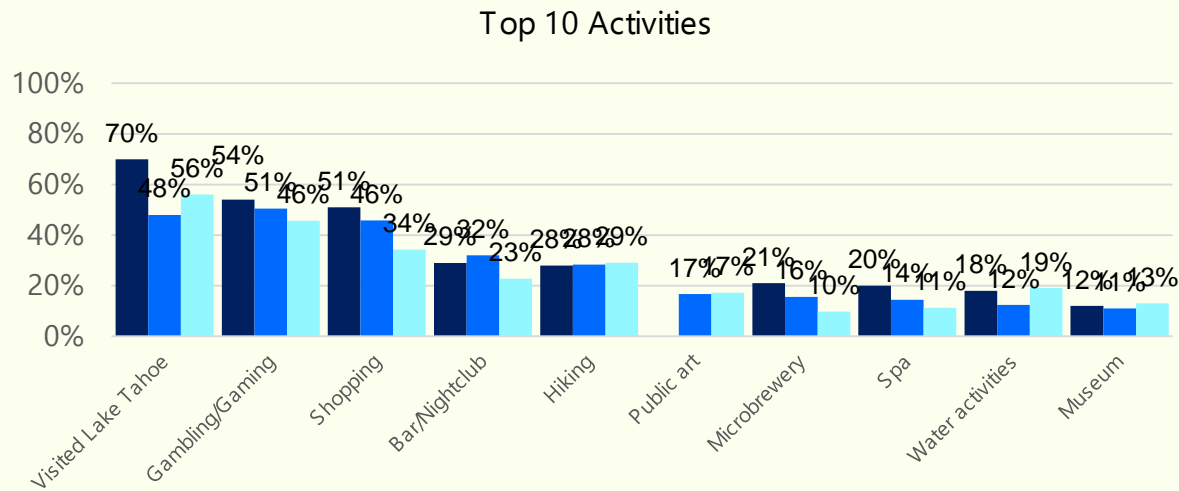
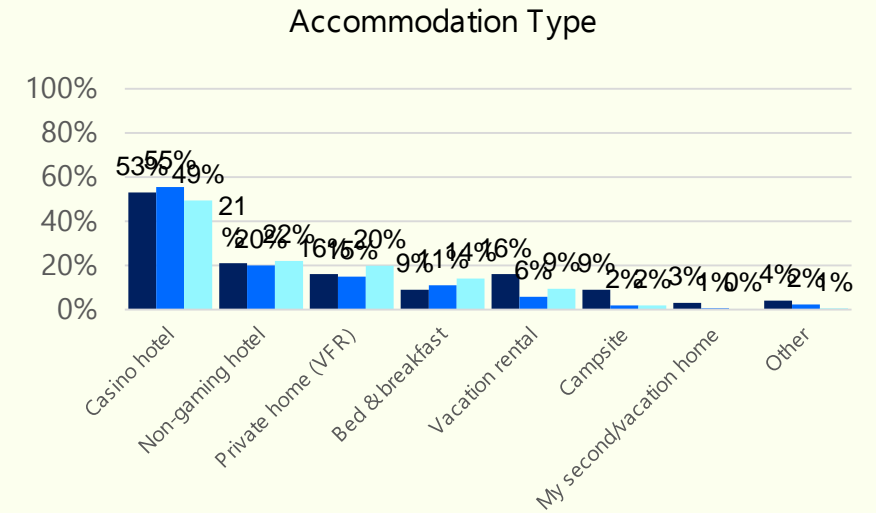
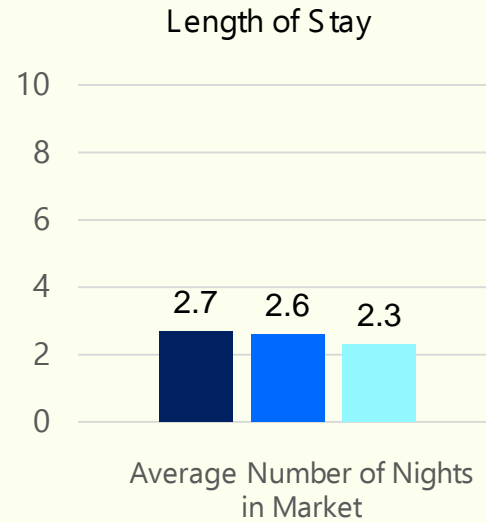
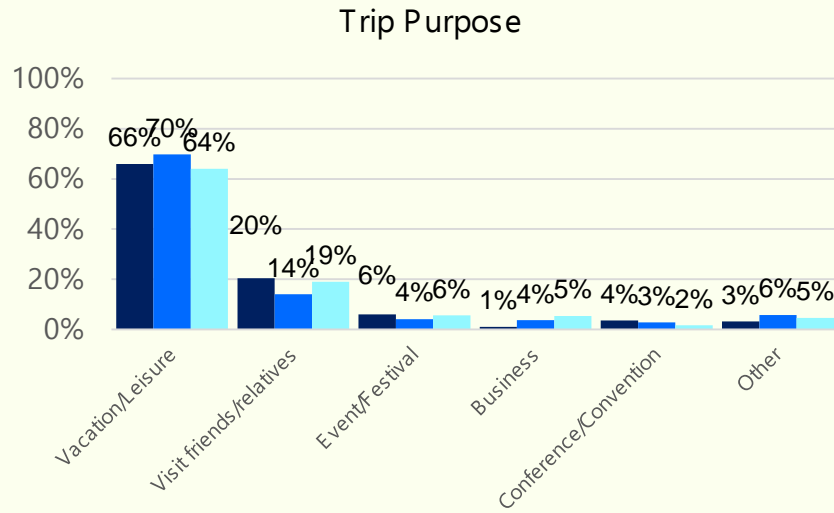
Demographics: CY 2023 vs CY 2024

These data points should be considered informational and not directional given methodological differences in survey design and data collection.



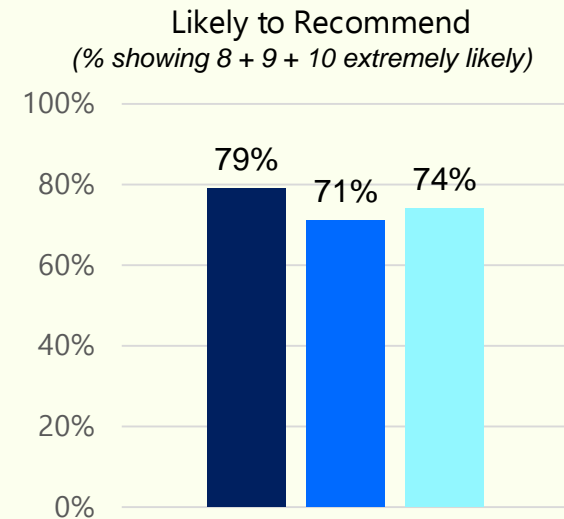
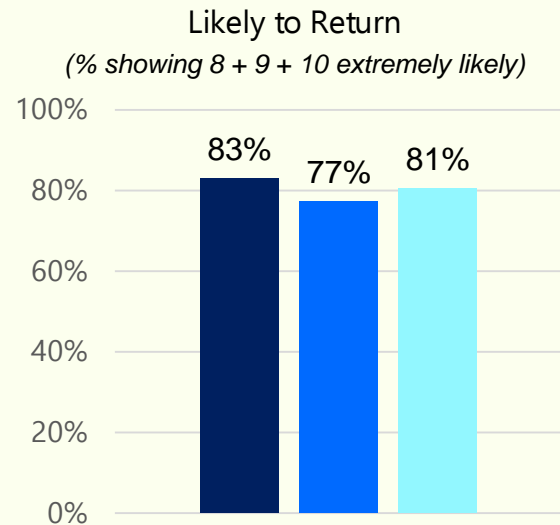
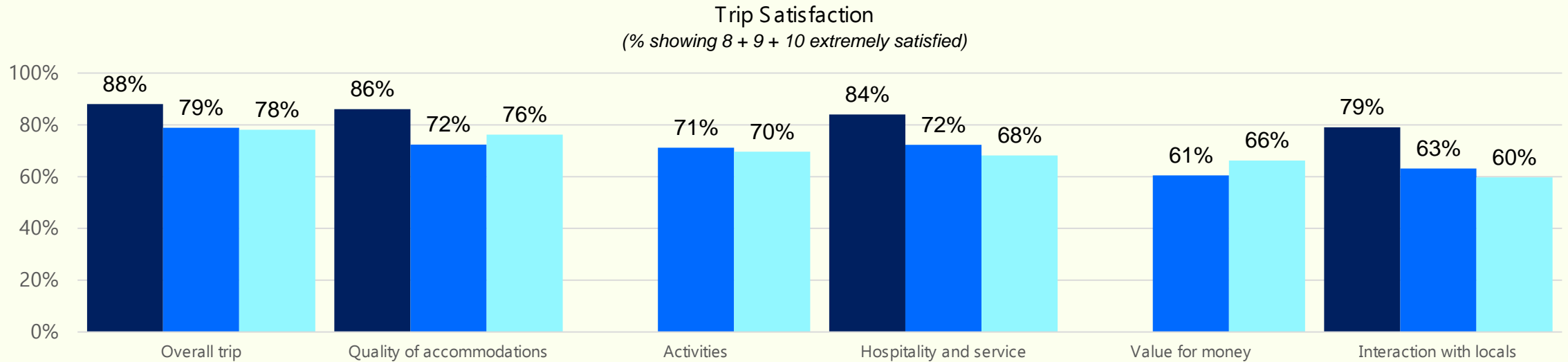
Trip Details: 2022 vs CY 2023 vs CY 2024

These data points should be considered informational and not directional given methodological differences in survey design and data collection.



Visitor Experience: 2022 vs CY 2023 vs CY 2024

These data points should be considered informational and not directional given methodological differences in survey design and data collection.



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Thank You!