2007 RENO-TAHOE VISITOR PROFILE STUDY

PREPARED FOR

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

Study Conducted and Reported by

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EXECUTIVE SUMMARY

PURPOSE

The objective of the Reno-Tahoe Visitor Profile Study is to determine the origin, methods of travel, visitation patterns, lodging preferences, perceptions, budgets, lifestyle activities, intent to return, and demographics of adult visitors to the Reno-Tahoe area. The surveys are conducted on an ongoing basis and the data is summarized quarterly to identify patterns and trends over time. The annual report documents visitor profile trends over the past six years.

METHODOLOGY

In 2007, InfoSearch International, a Reno-based market research company, conducted 2,407 interviews of individuals who visited the Reno-Tahoe area and lived at least 100 miles away. The interviews were conducted throughout the calendar year.

Historically, potential respondents were intercepted primarily at the major hotel-casinos in the area. Starting in 2007, the RSCVA directed InfoSearch to also intercept potential respondents at other locations including the airport, train station, Reno-Sparks Convention Center, Reno Events Center, Reno-Sparks Livestock Events Center, the National Bowling Stadium, museums, and recreational areas to potentially capture a more diverse group of visitors.

Potential respondents were asked if they would participate in a survey after completion of their visit to the Reno-Tahoe area; visitors who consented were then interviewed after they returned home.

Additionally, prior to 2007, interviews were conducted by telephone only. Starting in 2007, visitors were given a choice of responding by either telephone or online, and 1,376 (57%) responded by telephone and 1,031 (43%) responded online.

SUMMARY OF FINDINGS

Number of Visitors and Size of Traveling Party:

It is estimated that 5,097,591 people visited the Washoe County area in 2007, down 0.2% from 5,180,692 visitors in 2006. The percentage of visitors who traveled alone remained stable at 13% in 2007 and the percentage of visitors in parties with three or more adults remained about 34%. Consistent over the past four years, about 14% of visiting parties traveled with children under the age of 21.

Market Origin and Method of Travel:

In 2007, California continued to be the major feeder market to the Reno-Tahoe area, accounting for 48% of visitors, up from 46% in 2006. Another 14% of visitors resided in Washington and Oregon. Over half of visitors (55%) traveled by personal vehicle to the area, down from 57% last year.

Visitation and Lodging:

In 2007, one out of five (20%) respondents were first-time visitors (historically defined as someone who has not visited the area within 5 years); 80% were repeat visitors. Nearly all visitors (97%) stayed overnight; the percentage of day visitors from 100 or more miles away remained stable at 3%. The mean number of nights that overnight visitors spent in Reno-Tahoe was 3.3. The primary method of making reservations was through either the hotel's or motel's direct reservation service (41%) or via internet (24%); only 5% used a travel agent. Younger visitors were more likely to make reservations via the internet, while older visitors were more likely to make lodging reservations directly through the hotel or motel. The average lead time for reservations was about one month (32 days). Overall, 25% of guests reported receiving complimentary rooms in 2007, up from 22% in 2006.

Visitor Activities:

In 2007, the main reason given for visiting the Reno-Tahoe area was for a getaway/vacation, cited by 24% of visitors. Visitors with higher household incomes were more likely to visit primarily for business or skiing than were those with lower household incomes; conversely, visitors with lower household incomes were more likely to visit primarily for bowling or a getaway/vacation than were those with household incomes of $100,000 or more. Although only 15% visited primarily for gaming, 85% indicated gaming while they were in Reno-Tahoe. Visitors also enjoyed shopping (56%), sightseeing (43%), entertainment (33%), and visiting with family or friends (29%). Overall, 17% of visitors to the Reno-Tahoe area visited Lake Tahoe. Older visitors were more likely to game during their stay in Reno-Tahoe than younger visitors, who conversely, were more likely to visit Lake Tahoe. Repeat visitors were also more likely to game than were first-time visitors.

Visitor Spending:

Trip spending was stable in 2007 compared to 2006. The per capita spending budget for the trip was $1,045 in 2007, similar to the $1,058 in 2006 and up from $1,000 in 2005 and $955 in 2004. In 2007, about 54% (or $562) of the trip budget was for gaming, 13% for food and drinks, 14% for lodging, 11% for gifts/shopping, and 6% for entertainment, sightseeing, recreation, and special events (combined).

Convention Attendance:

In 2007, convention attendance was at 17%, similar to 18% last year, and 10% visited primarily to attend a convention or trade show. On average, conventioneers spent more on lodging and less on gaming than did non-conventioneers. Visitors with high household incomes ($100,000 or higher) were more likely to attend a convention while visiting Reno-Tahoe than were visitors with household incomes less than $100,000.

Gaming Destinations:

In 2007, visitors made an average of 4.0 trips to the Reno-Tahoe area in the prior 12 months. Three out of four respondents (75%) reported visiting at least one other gaming destination other than Reno-Tahoe in the 12 months preceding their visit to Reno-Tahoe. A total of 40% of all gaming trips made by visitors were to the Reno-Tahoe area and another 16% were to Indian casinos (in California and other states); about 5% of gaming trips made by Reno-Tahoe visitors were to Las Vegas. The top three Indian casinos visited most often by Reno-Tahoe visitors were all in the Northern California area: Thunder Valley, Cache Creek, and Jackson Rancheria.

Media Use and Marketing:

Over four out of five visitors (84%) had internet access in 2007. The majority of internet users (93%), 78% of all respondents, had personal email addresses. Also, about 33% of internet users, 28% of all respondents, had visited www.VisitRenoTahoe.com; of whom three out of four (75%) discovered the website through search engines, such as Google, Yahoo, or MSN. About one out of 12 respondents (8%) expressed interest in receiving updates and information from the RSCVA through text messaging on cell phones. Although one out of four (26%) visitors reported that they were familiar with the Reno-Tahoe slogan, only 1% identified the slogan as “America’s Adventure Place.”

Visitor Satisfaction:

On a five-point scale, 50% of visitors rated their overall trip enjoyment as a “5” (excellent) and 37% rated it as a “4” in 2007. Visitors with household incomes of less than $50,000 were more likely to rate their overall level of enjoyment a “5.” Half (52%) of returning visitors said the Reno-Tahoe area had improved, 27% reported it had remained the same, 10% indicated the area had declined, and 9% didn’t know. About 77% of visitors reported that they were either definitely or very likely to return to the area within the next two years. Visitors who rated their enjoyment level a “4” or “5” were more likely to definitely return than were those who rated it a 1, 2, or 3. Among those who were unlikely to return within 12 months, the main reasons given for being unlikely to return were having other plans (14%), no time (11%), financial reasons (10%), the distance (6%) and a variety of places to visit (5%).

Visitor Demographics:

In 2007, the median age of adult visitors to the Reno-Tahoe area was 56 years, which was the median age in 2006 as well. Older visitors who were age 45 or older were more likely to stay longer than were younger visitors. Nearly seven out of 10 visitors (69%) were married. About half the visitors from Oregon (48%) and Canada (53%) were retired. The median family income was $77,200, up from last year’s income of $69,200.

OVERVIEW OF FINDINGS

Highlights of the Visitor Profile Study – 5 Year Comparison

	2002	2003	2004	2005	2006	2007
N=	2,558	2,645	2,405	2,367	2,369	2,407
RETURN TO AREA						
Intend to Return to Reno-Tahoe	83%	76%	73%	80%	77%	76%
(75%-100% Chance Within 2 Years)						
TRIP CHARACTERISTICS						
Day Visitors	4%	4%	3%	3%	3%	3%
Overnight Visitors	96%	96%	97%	97%	97%	97%
Visiting Primarily for Business	6%	9%	9%	9%	12%	9%
Attended a Convention/Meeting	13%	15%	18%	15%	18%	17%
First-Time Visitors	14%	22%	20%	21%	20%	20%
Average Visits per Year (Exclude 1st Time Visitors)	4.8	5.0	4.1	4.8	4.4	4.0
Average Members in Party	3.3	3.0	3.2	2.9	3.1	3.0
Traveling with Persons Under 21	19%	13%	13%	13%	13%	14%
Average Length of Stay (All)	2.4	3.0	3.1	3.1	3.2	3.1
Average Length of Stay (Overnight Visitors Only)	2.5	3.1	3.2	3.2	3.3	3.3
Visit Tahoe	20%	26%	22%	20%	19%	17%
MODE OF TRAVEL						
Private Vehicle	70%	60%	55%	60%	57%	55%
Air	21%	29%	35%	29%	32%	38%
Bus	6%	8%	6%	8%	6%	3%
RV	1%	1%	1%	1%	1%	1%
Train	1%	1%	1%	2%	2%	2%
DAILY BUDGET						
Gaming Budget (Daily)	$212	$210	$212	$227	$215	$223
Non-Gaming Budget (Daily)	$131	$105	$126	$151	$151	$152
Total	$343	$315	$338	$378	$366	$375
GENDER OF RESPONDENTS						
Male	46%	44%	47%	45%	49%	54%
Female	55%	53%	56%	54%	51%	46%
AGE AND INCOME						
Median Age (Years)	54	56	55	57	56	56
Median Family Income (000)	$59.6	$63.6	$63.3	$64.6	$69.2	$77.2
FAMILY/MARITAL STATUS						
Single	13%	11%	13%	13%	15%	18%
Married	75%	75%	73%	75%	72%	69%
Children at Home	39%	37%	36%	34%	36%	30%
Children No Longer at Home	61%	63%	64%	66%	64%	70%
RESIDENCE OF VISITORS						
California	59%	44%	43%	51%	46%	48%
Washington	9%	7%	7%	8%	8%	7%
Oregon	9%	7%	7%	8%	7%	7%
Canada	4%	4%	6%	6%	7%	2%
Nevada	2%	2%	3%	3%	2%	4%
All Other States	19%	36%	34%	25%	30%	33%
CALIFORNIA BREAKDOWN						
San Francisco Bay Area	27%	17%	16%	20%	18%	19%
Central Valley	17%	13%	13%	16%	14%	12%
Other Northern California	10%	9%	9%	9%	9%	8%
Southern California	6%	5%	5%	6%	6%	9%

Highlights of the Visitor Profile Study: Three-Year Comparison by Quarter

	2005				2006				2007			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
N =	565	600	600	602	599	600	598	599	600	600	607	600
RETURN TO AREA												
Intend to Return to Reno-Tahoe (Definitely/Very Likely within 2 Years)	80%	75%	79%	84%	78%	77%	70%	82%	80%	72%	77%	80%
TRIP CHARACTERISTICS												
Day Visitors (100+ Miles Away)	0%	5%	3%	2%	2%	4%	3%	2%	4%	3%	3%	2%
Overnight Visitors (100+ Miles Away)	97%	95%	97%	98%	98%	96%	97%	98%	96%	97%	97%	98%
Visiting Primarily for Business	10%	8%	7%	10%	12%	9%	11%	15%	12%	8%	5%	13%
Attended a Convention/Meeting	9%	7%	6%	5%	17%	18%	14%	22%	25%	16%	29%	22%
First-Time Visitors	20%	23%	22%	19%	20%	22%	21%	17%	20%	18%	22%	18%
Average Visits Per Year*	4.3	4.0	4.2	4.5	5.0	3.8	4.4	4.5	3.9	3.3	3.5	5.1
Average Members in Party	2.9	2.8	2.7	3.1	2.9	3.2	3.0	3.0	3.0	3.4	2.9	2.7
Traveling with Persons Under 21	13%	12%	13%	14%	13%	15%	10%	12%	18%	14%	10%	12%
Avg. Length of Stay (All)	3.1	3.1	3.2	2.9	3.2	3.3	3.1	3.2	3.0	3.0	3.2	3.2
Avg. Length of Stay (Overnight)	3.2	3.3	3.3	3.0	3.2	3.4	3.2	3.3	3.2	3.2	3.5	3.4
Visit Tahoe	14%	21%	25%	19%	16%	23%	22%	14%	10%	17%	23%	21%
MODE OF TRAVEL												
Private Vehicle	50%	62%	67%	62%	59%	63%	55%	53%	58%	50%	57%	54%
Air	36%	28%	24%	26%	29%	29%	33%	35%	34%	43%	38%	39%
Bus	10%	7%	4%	10%	7%	3%	7%	6%	3%	3%	2%	5%
RV	1%	1%	2%	0%	1%	1%	2%	2%	1%	1%	1%	0%
Train	4%	1%	0%	1%	2%	1%	1%	3%	3%	1%	1%	1%
DAILY BUDGET												
Gaming Budget (Daily)	$240	$236	$201	$231	$180	$224	$220	$236	$188	$227	$228	$225
Non-Gaming Budget (Daily)	$90	$104	$115	$111	$154	$170	$140	$139	$148	$146	$160	$155
Total	$330	$339	$316	$342	$334	$364	$360	$375	$336	$373	$388	$405
GENDER OF RESPONDENTS												
Male	48%	44%	42%	46%	54%	51%	42%	49%	54%	54%	50%	58%
Female	52%	56%	58%	54%	46%	49%	58%	51%	46%	46%	50%	42%
AGE AND INCOME												
Median Age (Years)	55	58	57	56	56	57	57	53	51	56	59	58
Median Family Income (000)	$65.3	$62.4	$65.0	$65.6	$71.8	$70.6	$68.2	$67.4	$89.8	$76.3	$73.7	$69.0
FAMILY /MARITAL STATUS												
Single	14%	11%	12%	14%	15%	13%	12%	15%	21%	15%	17%	19%
Married	74%	78%	73%	74%	72%	75%	73%	69%	68%	73%	71%	66%
Children at Home	36%	33%	29%	37%	35%	36%	35%	40%	43%	30%	22%	25%
Children No Longer at Home	64%	67%	71%	63%	65%	64%	65%	60%	57%	70%	78%	70%
RESIDENCE OF VISITORS												
California	49%	50%	51%	53%	47%	50%	40%	48%	49%	40%	52%	50%
Washington	8%	8%	9%	6%	8%	9%	7%	6%	4%	8%	10%	6%
Oregon	7%	8%	8%	7%	7%	6%	7%	8%	6%	7%	7%	7%
Canada	7%	5%	3%	8%	8%	4%	7%	8%	2%	3%	1%	4%
Nevada	3%	2%	2%	4%	4%	3%	1%	2%	5%	5%	1%	5%
All Others	27%	27%	27%	23%	26%	29%	38%	28%	35%	38%	30%	29%
CALIFORNIA BREAKDOWN												
San Francisco Bay Area	22%	18%	19%	19%	18%	20%	17%	19%	21%	14%	21%	19%
Central Valley	13%	17%	17%	17%	13%	16%	13%	13%	12%	9%	16%	13%
Other Northern California	11%	9%	9%	8%	10%	6%	6%	9%	8%	7%	6%	10%
Southern California	6%	6%	7%	6%	7%	7%	5%	7%	8%	11%	9%	7%

DETAILED FINDINGS

FIGURE 1: ESTIMATED NUMBER OF VISITORS

In 2007, it was estimated that about 5.1 million people visited the Washoe County area, including Reno, Sparks, and northeast Lake Tahoe. The number of visitors declined 0.2% from 2006, when approximately 5.2 million people visited the area.

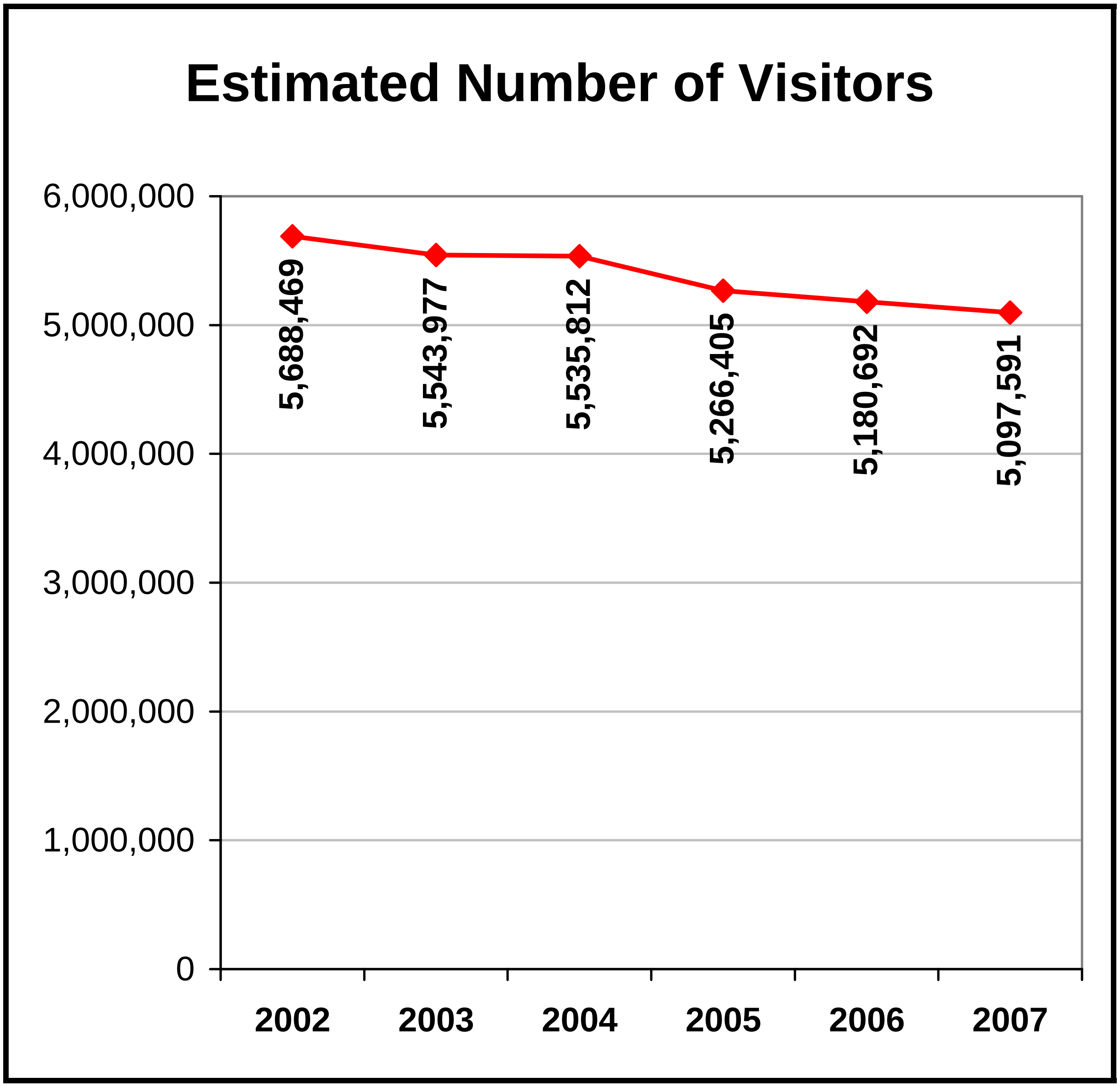
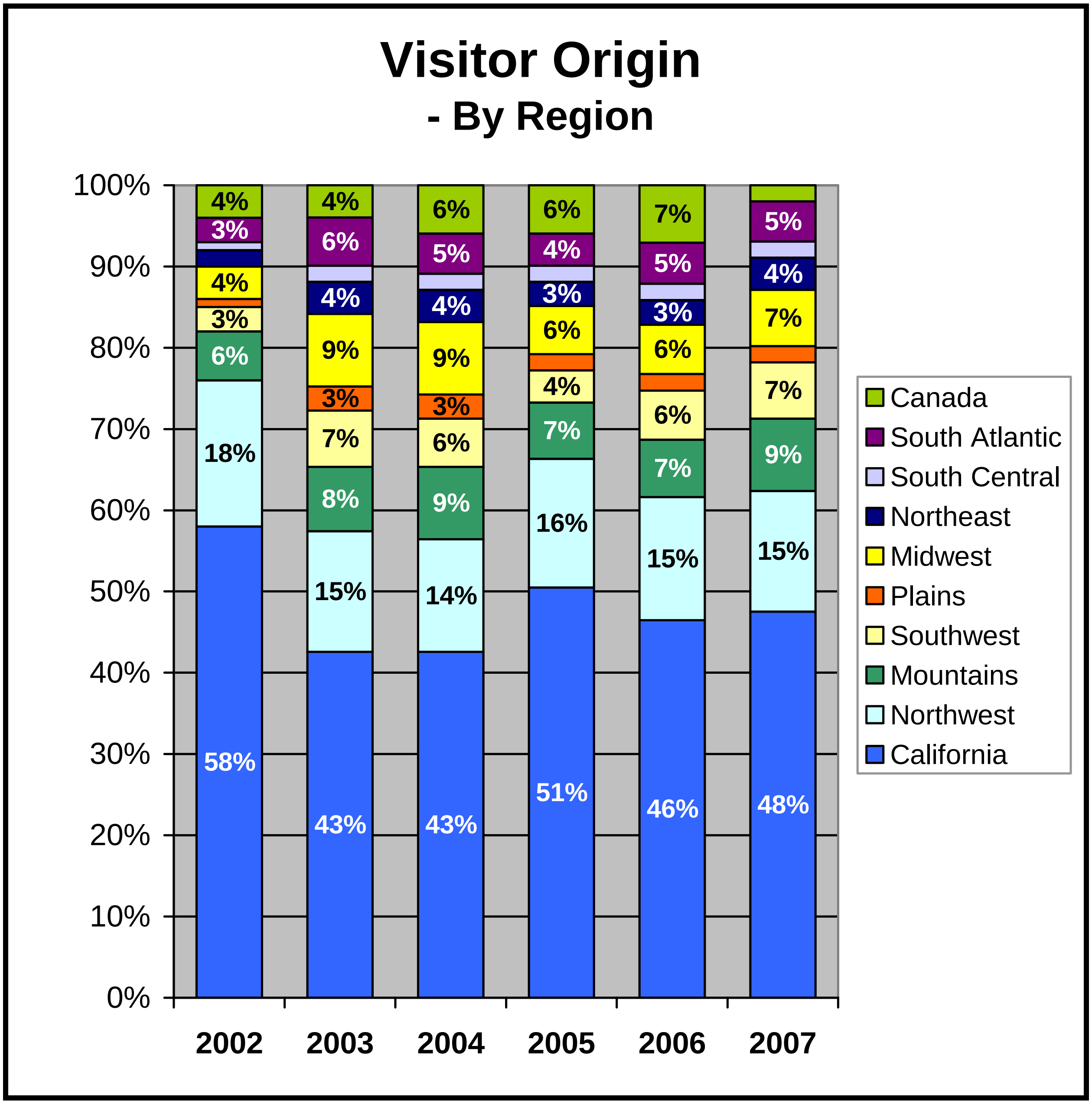


FIGURE 2: VISITOR ORIGIN

In 2007, California (48%) continued to be the major feeder market to the Reno-Tahoe area. Nearly four out of five (79%) Reno-Tahoe visitors came from the West and Mountain regions. Canada declined as a feeder market to the Reno-Tahoe area for the first time in five years, from 7% in 2006 to 2% in 2007. Visitor origin from other key markets – Oregon, Washington, and Nevada – remained stable.



* The values for percentages 2% or less are not shown.

FIGURE 3: VISITOR ORIGIN – California Markets

From the California market, the San Francisco Bay Area and Central Valley continued to be major feeder markets to the Reno-Tahoe area in 2007. Southern California grew as a feeder market in 2007 (9%), up from 6% in 2006.

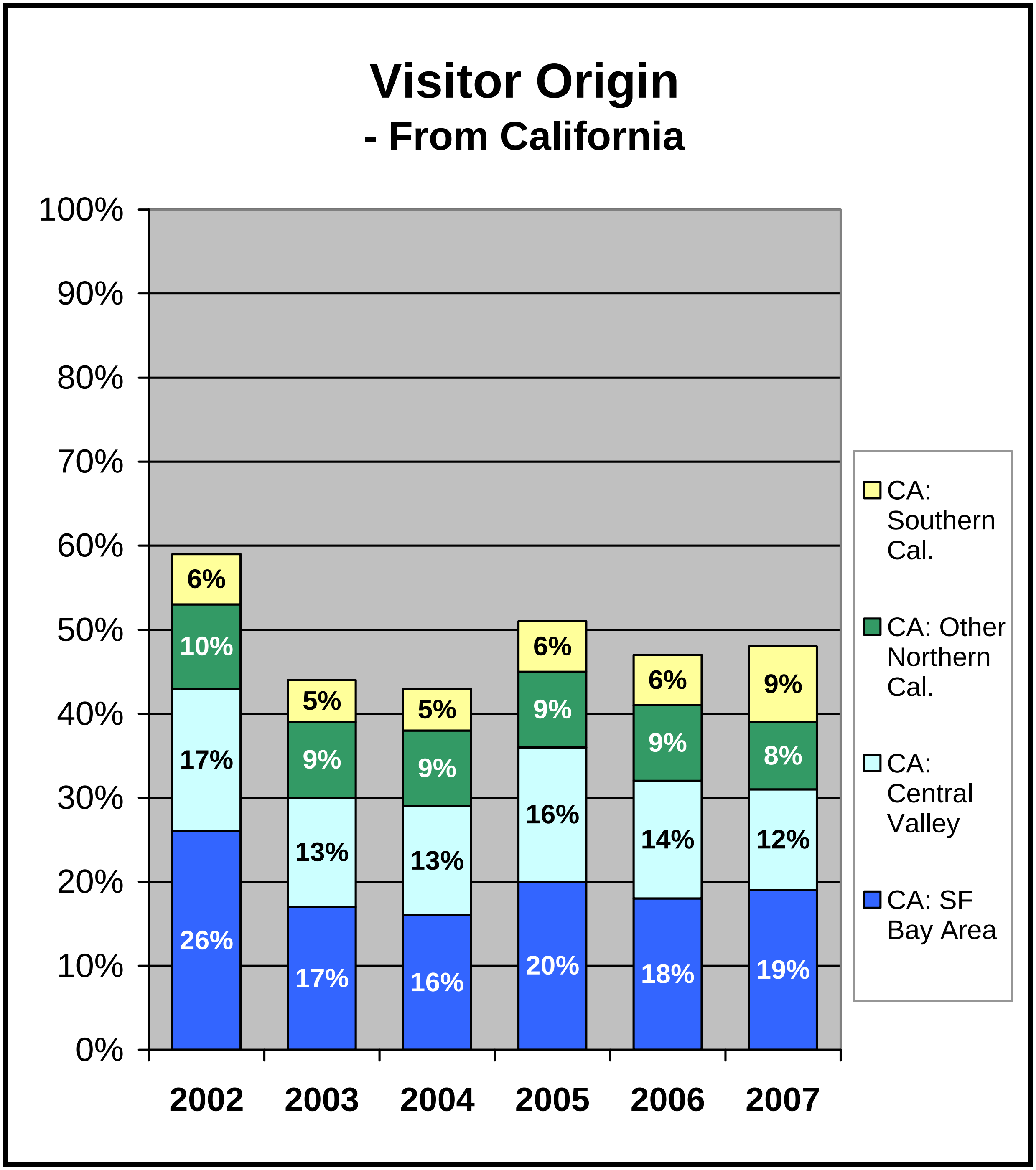
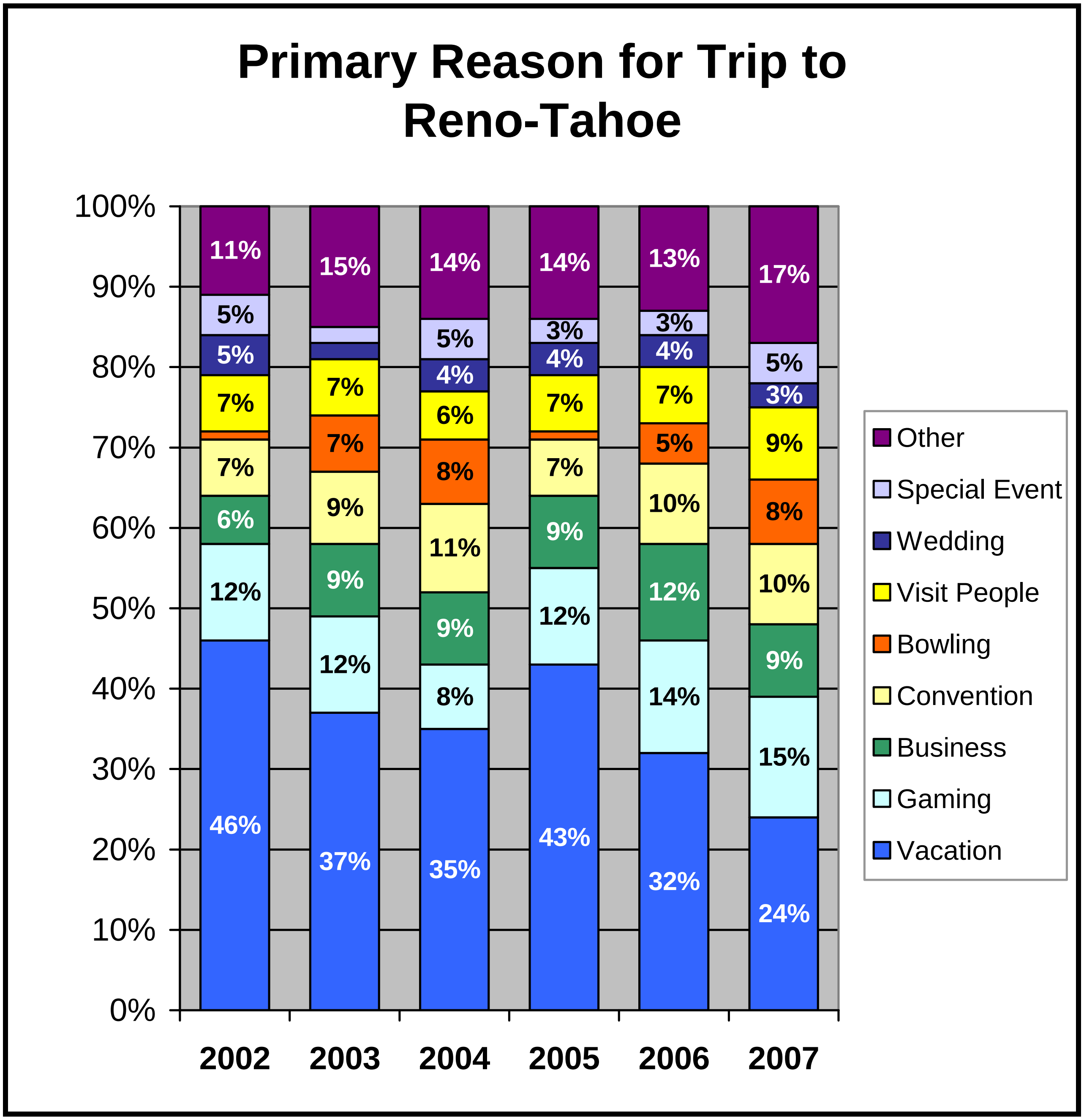


FIGURE 4: PRIMARY REASON FOR VISIT

Vacations/getaways remained the most popular primary reason for visiting Reno-Tahoe in 2007. Compared to 2006, bowling increased and business decreased as principal reasons for visiting in 2007.



* The values for percentages 2% or less are not shown.

FIGURE 5: OVERNIGHT VISITORS IN RENO-TAHOE

In 2007, nearly all visitors (97%) from 100 or more miles away reported staying overnight in the Reno-Tahoe area.

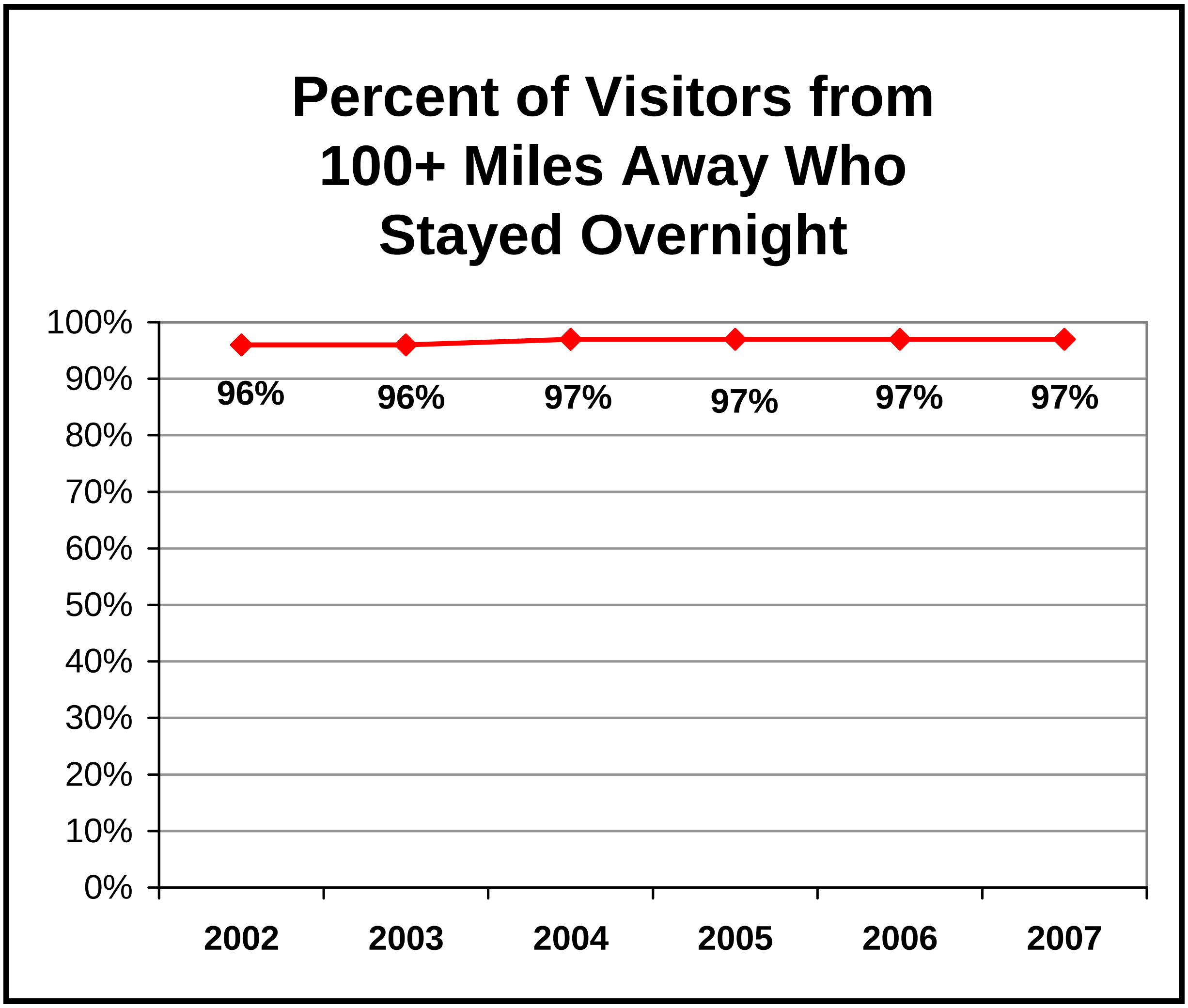
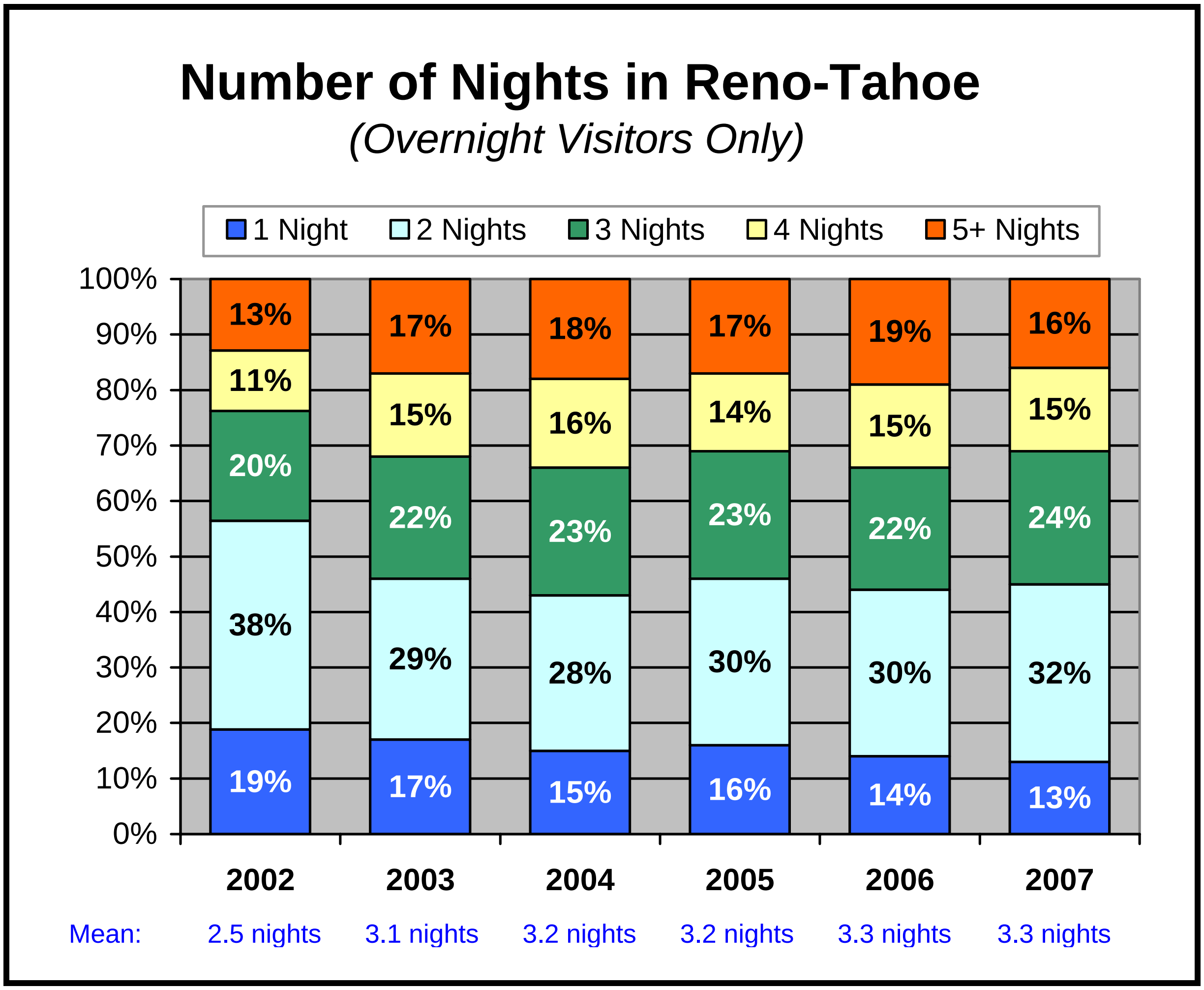


FIGURE 6: NUMBER OF NIGHTS IN RENO-TAHOE

In 2007, visitors who stayed overnight spent an average of 3.3 nights in Reno-Tahoe, stable compared to 2006.



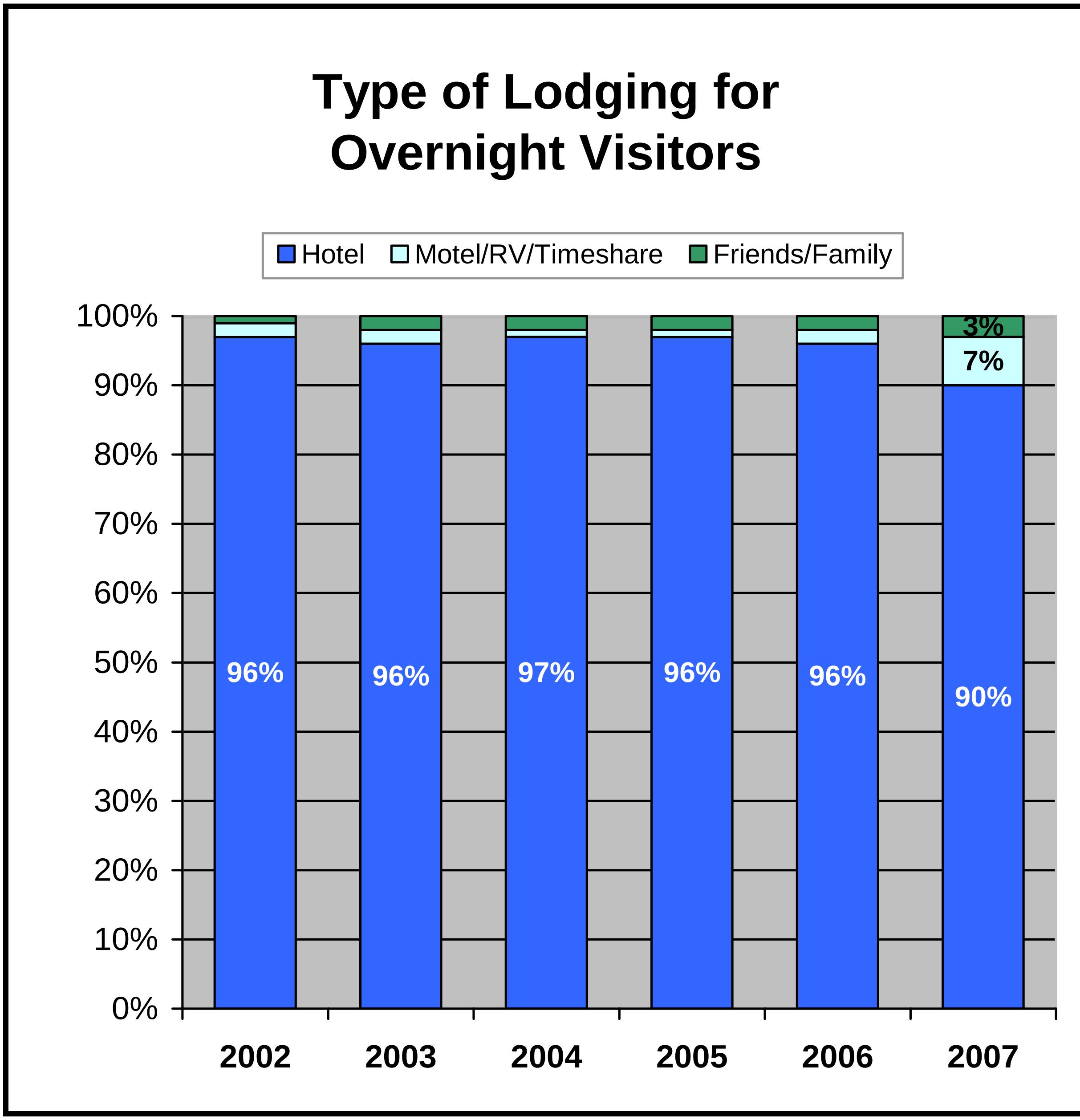
Respondents who had visited primarily for gaming averaged the shortest length of stay (mean = 2.6 nights), while those who visited primarily for a convention averaged the longest length of stay (mean = 3.9 nights).

Primary Reason for Visit	Percent Who Stayed 3+ Nights By Primary Reason – 2007	Mean Number of Nights Stayed – 2007
Gaming	38%	2.6
Other Event/Activity*	41%	2.7
Vacation	52%	3.2
Business	54%	3.1
Visit Family/Friends	55%	3.4
Recreation	71%	3.5
Convention	80%	3.9

*The "Other Event/Activity" category includes those who visited to attend a special event, to go to a wedding, to visit a museum, etc.

FIGURE 7: TYPES OF ACCOMMODATIONS

Consistently, the majority of visitors stayed at a hotel in Reno-Tahoe. Due to the methodological changes made in 2007 (see page 1 for a detailed account of the methodology), more guests who stayed in non-hotel lodging were captured.



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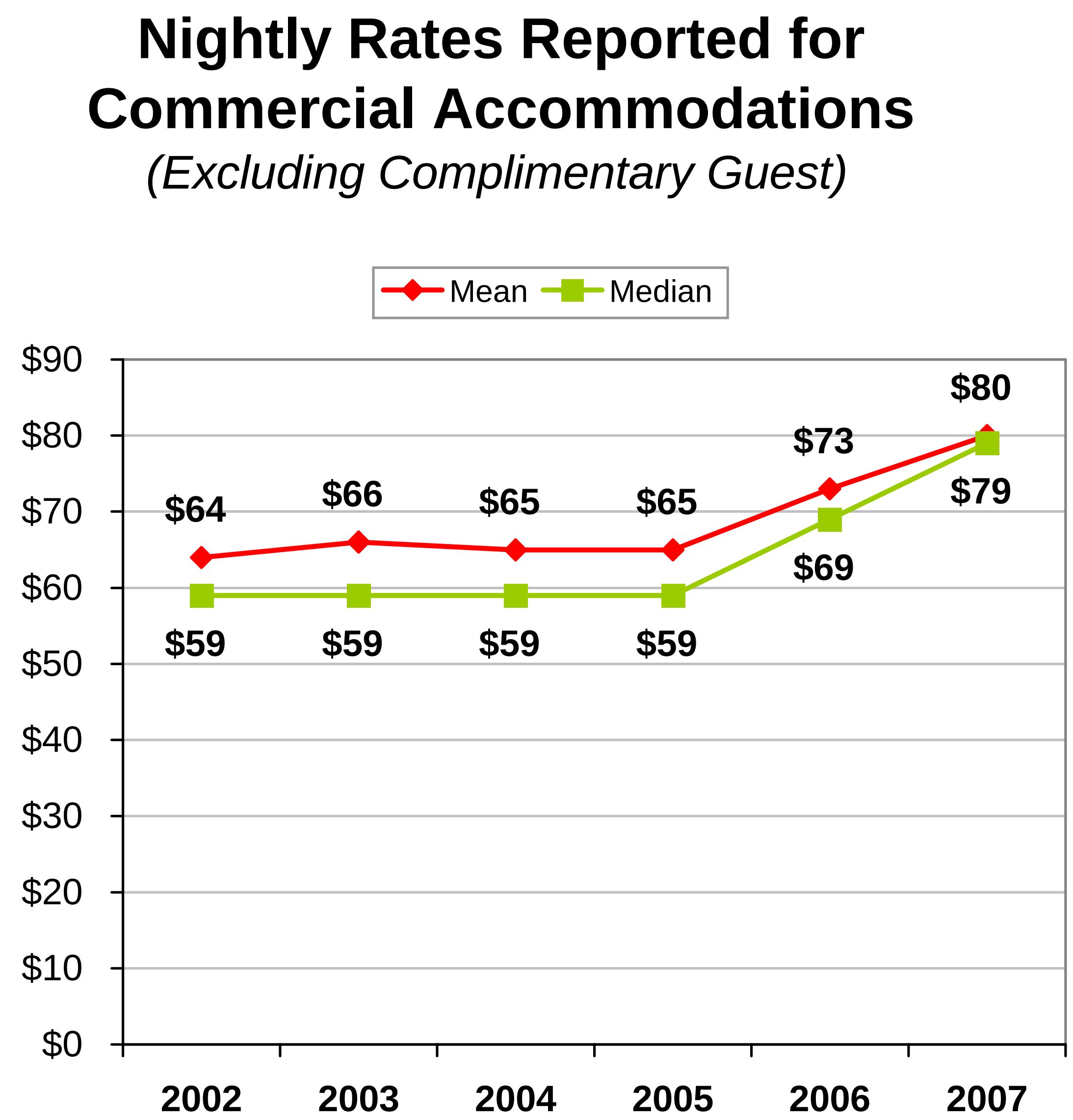
The values for percentages 2% or less are not shown.

FIGURE 8: NIGHTLY ROOM RATES

On average (mean), reported nightly room rates increased from $73 in 2006 to $80 in 2007.

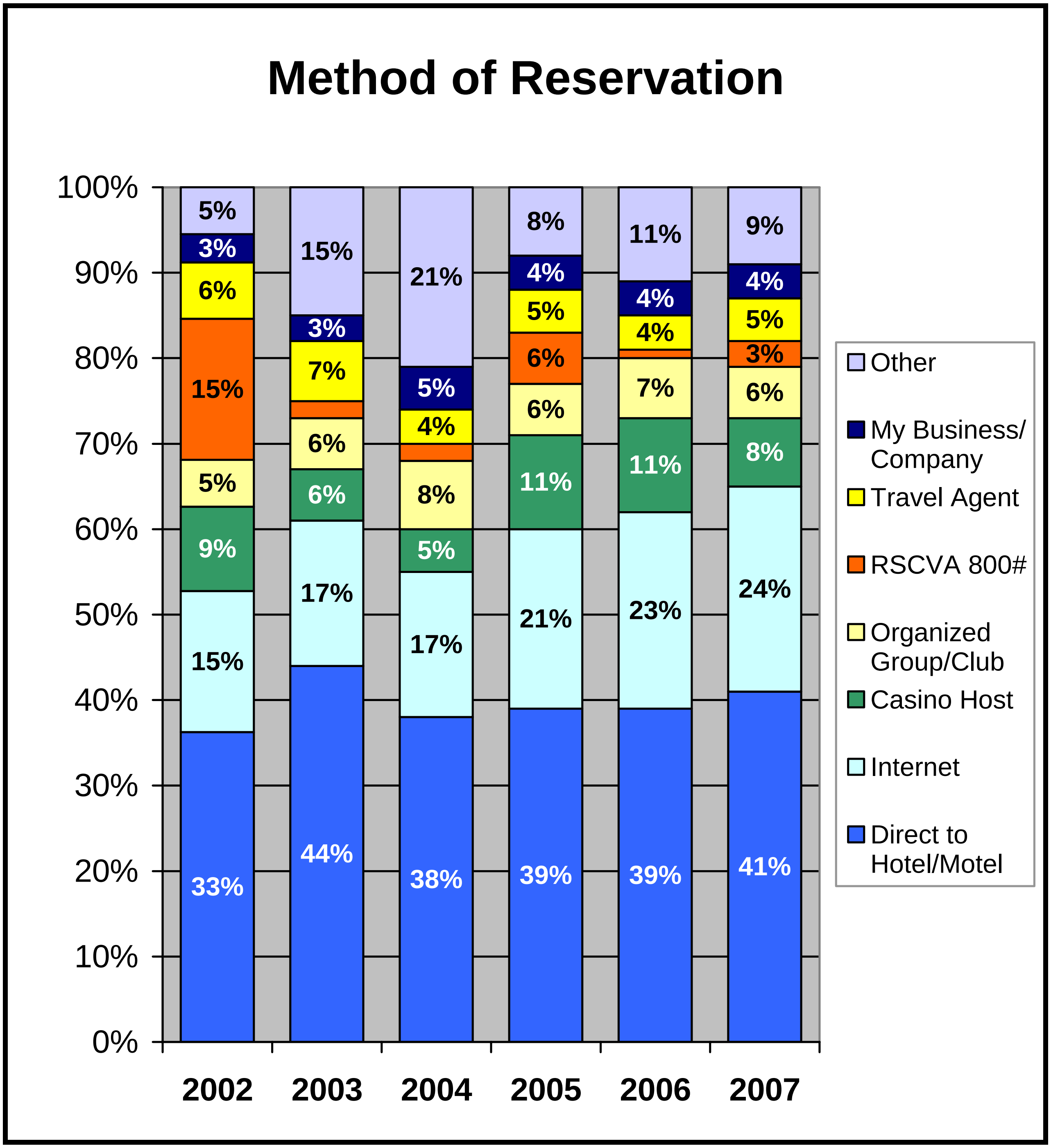


	2002	2003	2004	2005	2006	2007
% of Guests Not Comped:	89%	92%	85%	82%	78%	75%
% of Guests Comped:	11%	8%	15%	18%	22%	25%

***Due to Reno-Tahoe hotel rate increases in 2006, higher reported room rates were included in the averages than were in past years.**

FIGURE 9: METHOD OF MAKING RESERVATION

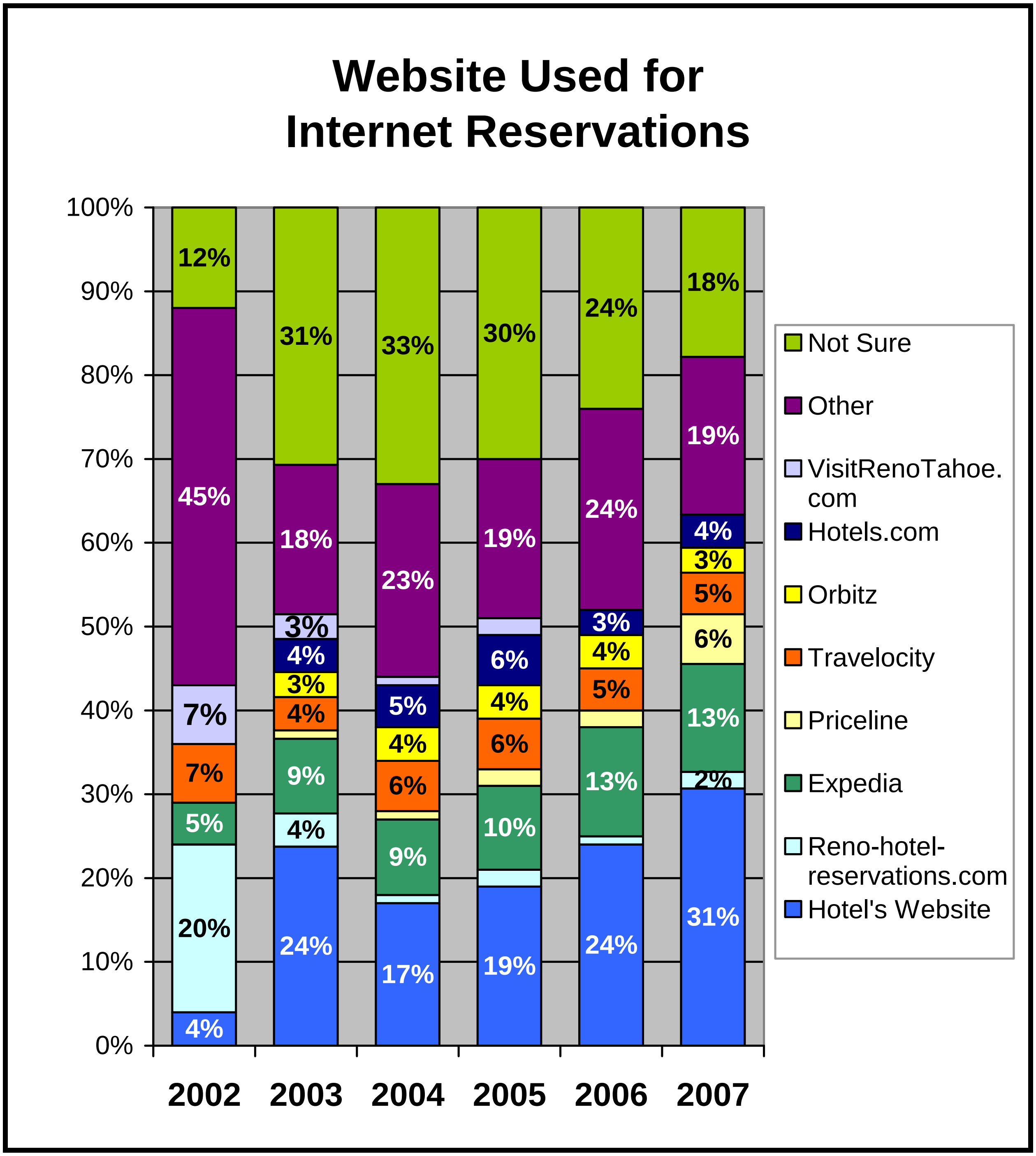
In 2007, making reservations directly through a hotel or motel remained the main method for booking lodging reservations, followed by the internet.



* The values for percentages 2% or less are not shown.

FIGURE 10: INTERNET RESERVATIONS

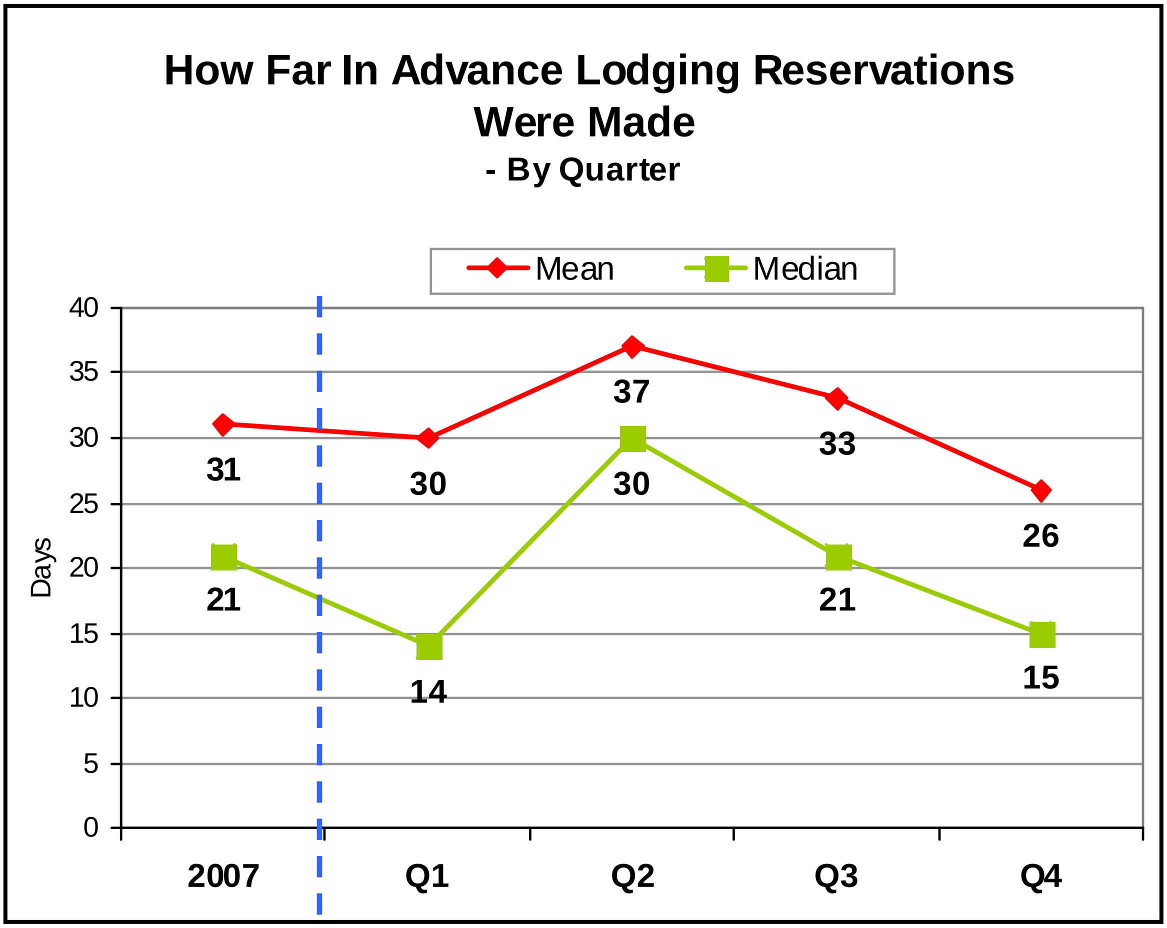
In 2007, hotel websites remained the most popular internet sites used to make reservations, followed by Expedia.com. Nearly one out of five (18%) visitors who booked online were not sure which website they used to book their reservations.



* The values for percentages 2% or less are not shown.

FIGURE 11: RESERVATION LEAD TIME – By Quarter

On average, in 2007, visitors booked their reservations in Reno-Tahoe 3 to 4 weeks in advance. By quarter, visitors who stayed in Reno-Tahoe during the 2nd quarter (April - June) booked further in advance (4 to 5 weeks) than the average for 2007.



Respondents who had visited primarily to see family/friends or for business averaged an 18-day lead time for lodging reservations. Respondents who had visited primarily for recreation or to attend a convention averaged slightly more than 50 days lead time for lodging reservations.

Primary Reason for Visit	Percent Who Made Reservations 6+ Weeks in Advance By Primary Reason - 2007	Mean Reservation Lead Time - 2007
Visit Family/Friends	10%	18 Days
Business	11%	18 Days
Gaming	19%	26 Days
Vacation	20%	26 Days
Other Event/Activity	27%	33 Days
Recreation	49%	51 Days
Convention	53%	52 Days

FIGURE 12: NUMBER OF PEOPLE IN PARTY

On average (mean), the total party size remained approximately 3 people in 2007; adults, 21 years or older, comprised the majority of the party size.

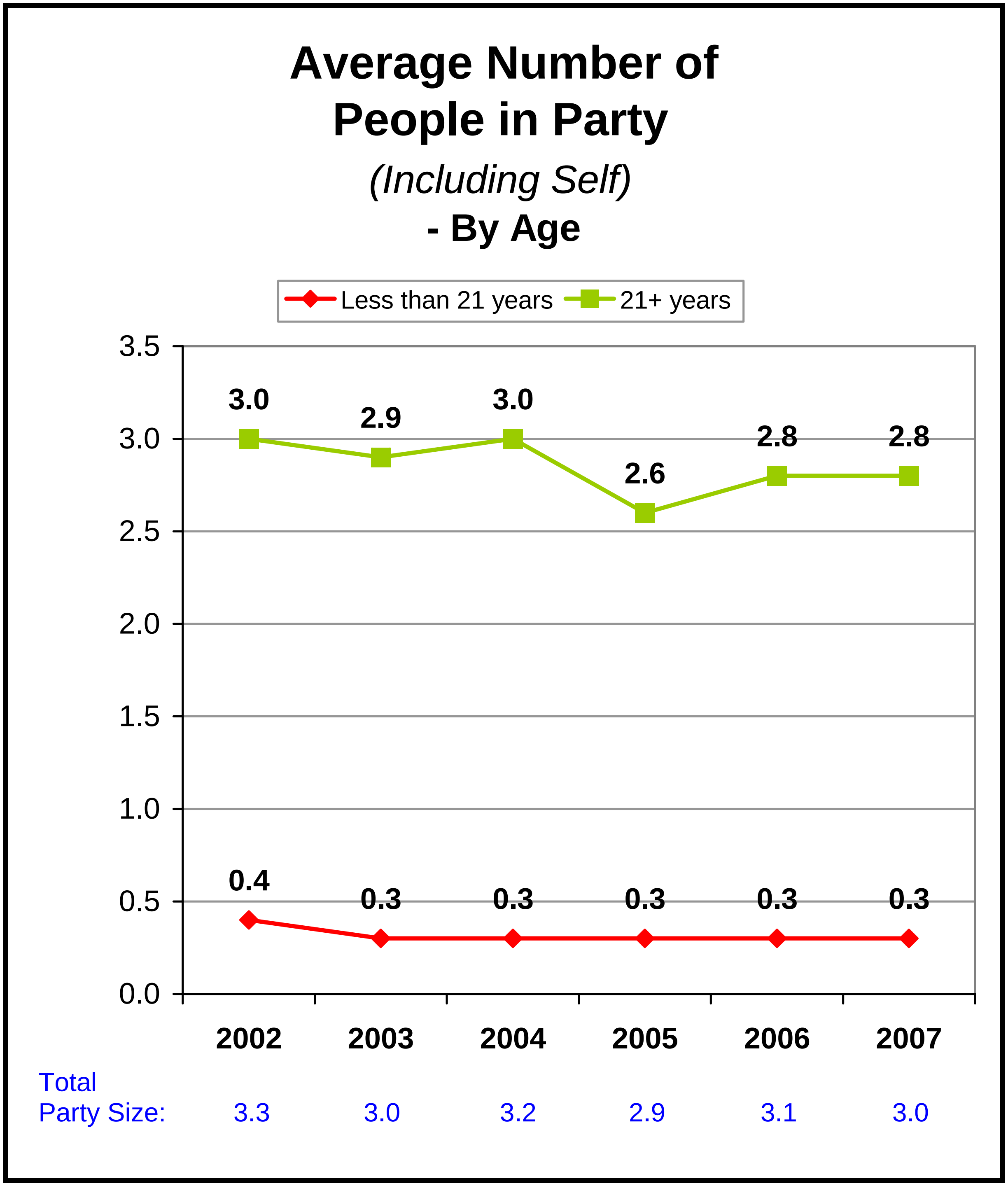
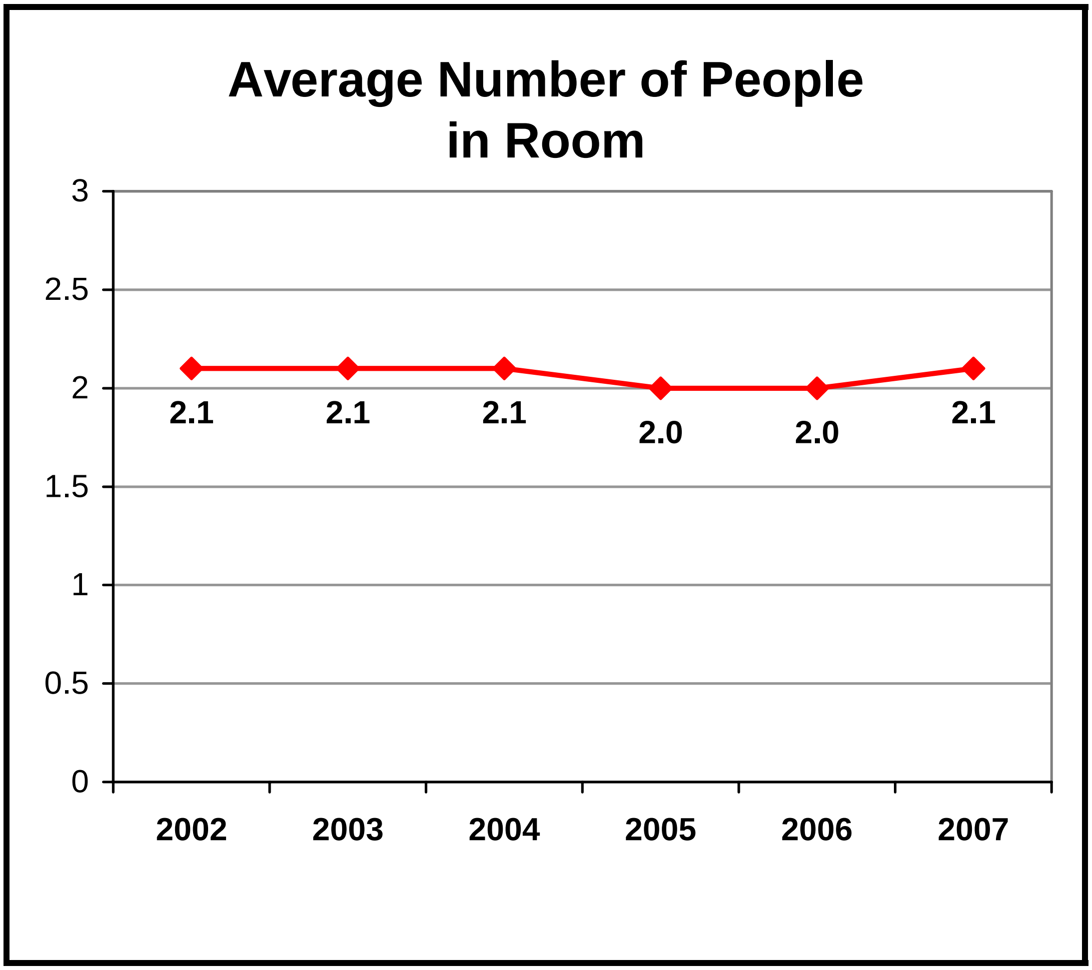


FIGURE 13: NUMBER OF PEOPLE IN ROOM

The average (mean) number of people who stayed in a hotel room remained about 2 people per room in 2007.



While the majority of business travelers (60%) roomed alone; the majority of respondents who visited primarily for other reasons roomed with at least one other person. Recreational visitors were the least likely to room alone.

Primary Reason for Visit	Percent Who Roomed Alone by Primary Reason - 2007	Mean # of People in Room - 2007
Business	60%	1.5
Convention	21%	2.0
Gaming	16%	2.0
Visit Family/Friends	14%	2.0
Vacation	14%	2.1
Other Event/Activity	16%	2.2
Recreation	12%	2.3

FIGURE 14: PRIMARY METHOD OF TRAVEL

In 2007, private vehicle (55%) remained the primary method of travel to Reno-Tahoe; about 38% arrived by air.

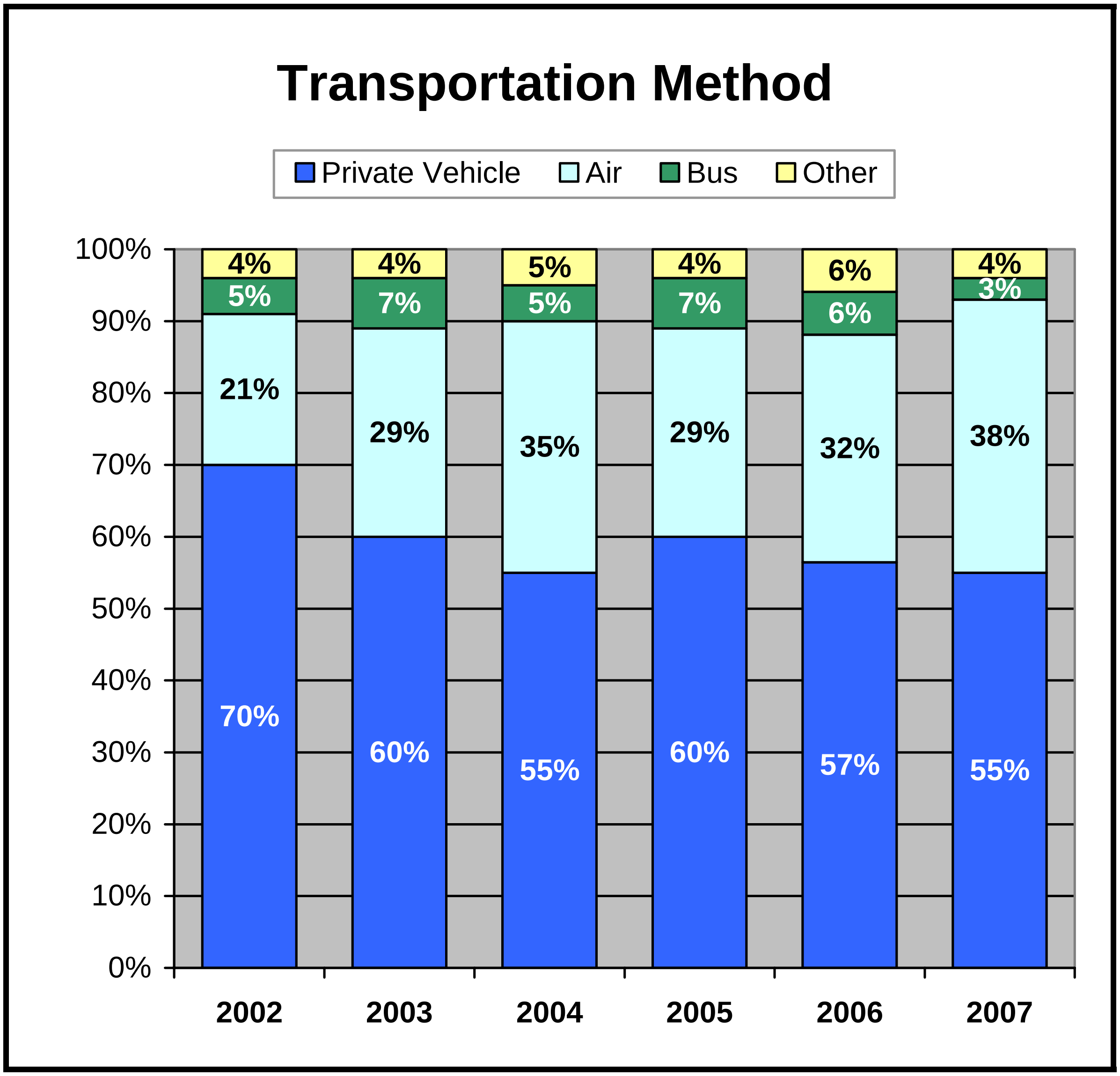
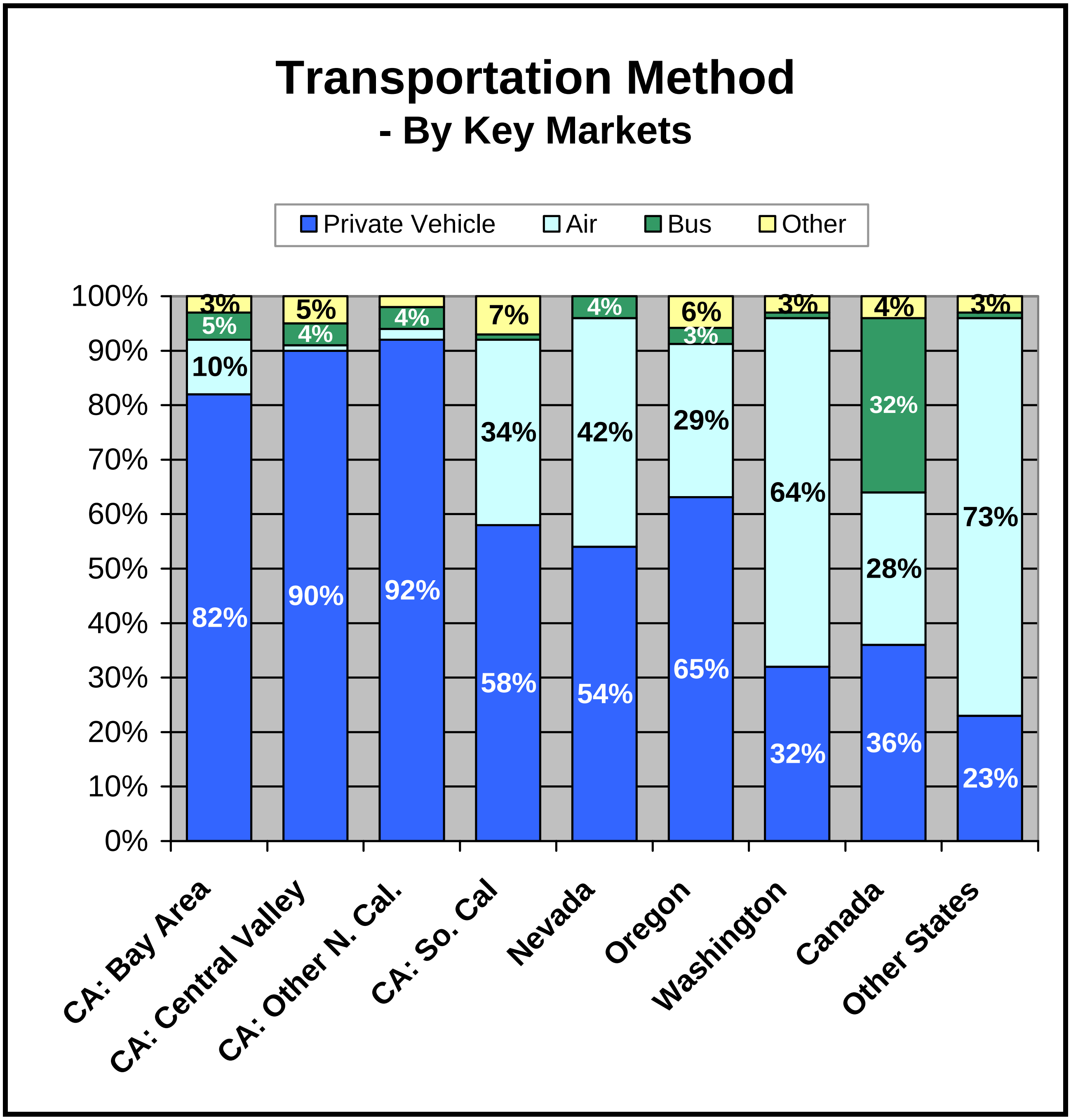


FIGURE 15: PRIMARY METHOD OF TRAVEL – By Key Markets

As would be expected, the primary means of travel varied by visitor origin – private vehicle was the primary method for over 80% of visitors coming from the California Bay Area, the California Central Valley, and other Northern California areas, as well as for over half of those coming from Southern California, Nevada, and Oregon. Airplane was the primary method for over half of visitors from Washington and from other states.



* The values for percentages 2% or less are not shown.

FIGURE 16: NUMBER OF PREVIOUS VISITS

In 2007, four out of five (80%) Reno-Tahoe visitors had been to the area one or more times in the past 5 years, not including the current trip.

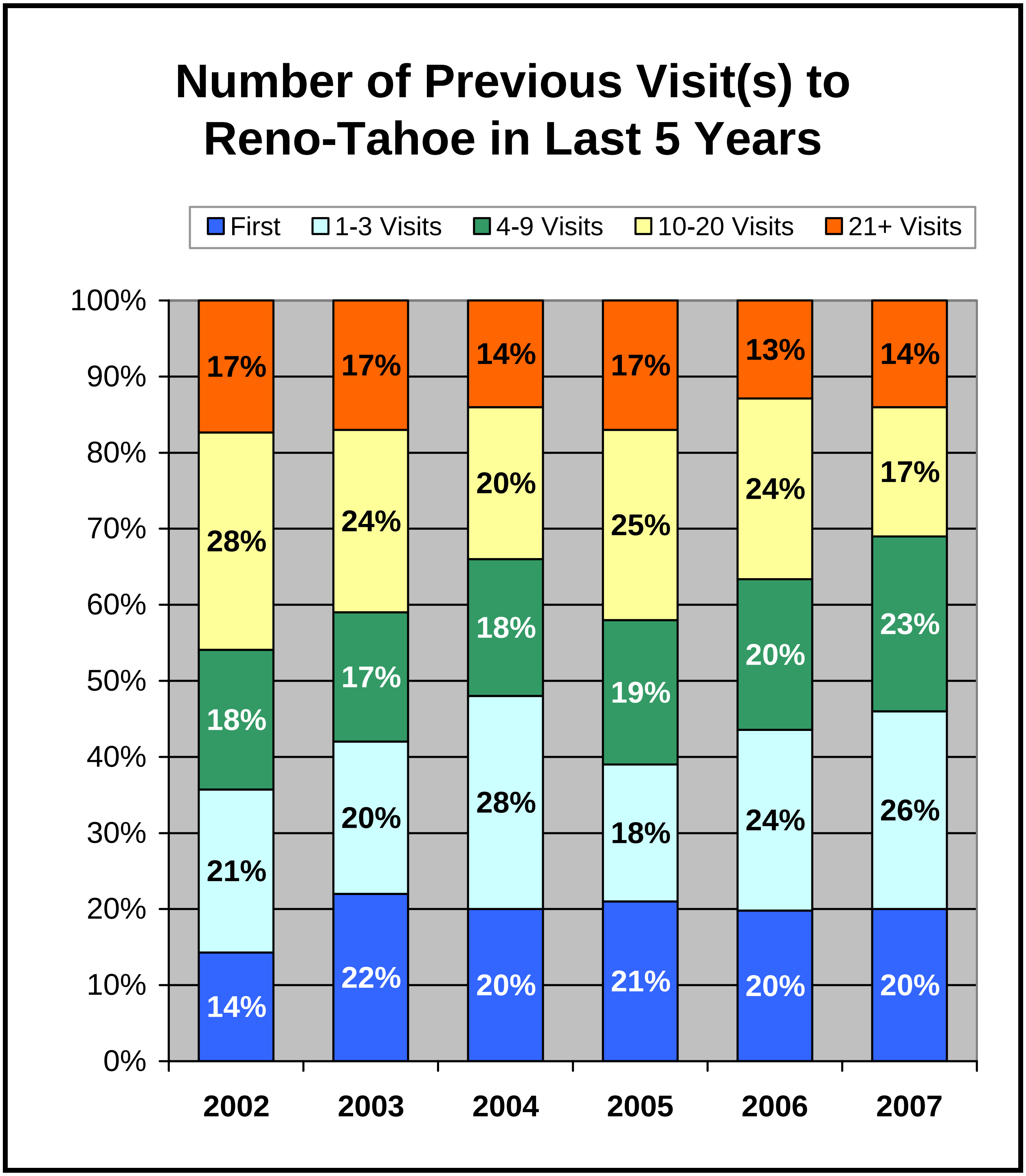
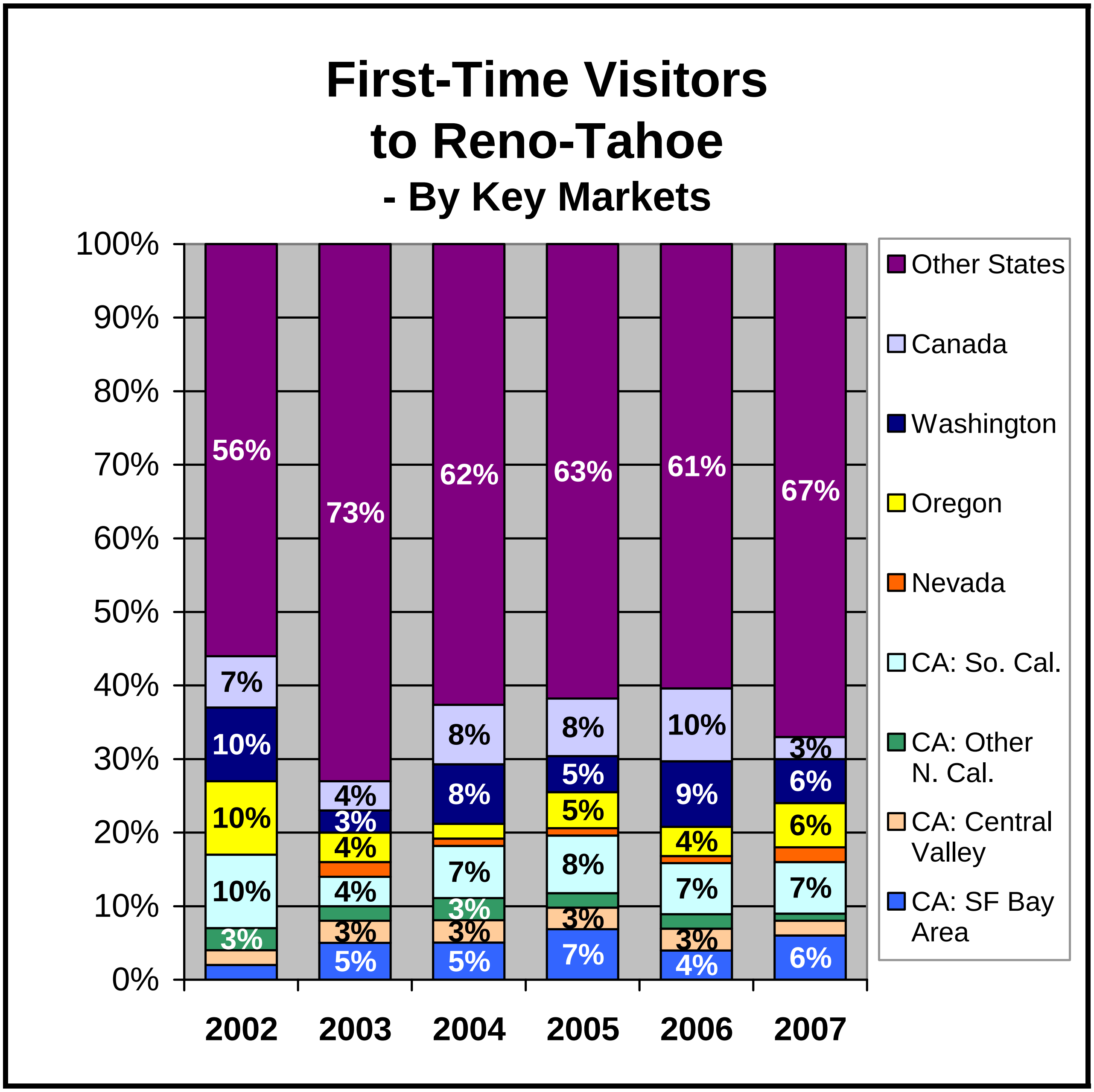


FIGURE 17: FIRST-TIME VISITORS TO RENO-TAHOE – By Key Markets

In general, over half the first-time visitors (historically defined as someone who has not visited Reno-Tahoe within 5 years) came from states other than California, Nevada, Oregon and Washington. The percentage of first-time visitors from Canada decreased from 10% in 2006 to 3% in 2007.



* The values for percentages 2% or less are not shown.

FIGURE 18: VISITATION TO LAKE TAHOE

About one out of six (17%) visitors reported going to Lake Tahoe during their trip to Reno-Tahoe in 2007; this is slightly lower than visitation to Lake Tahoe in previous years.

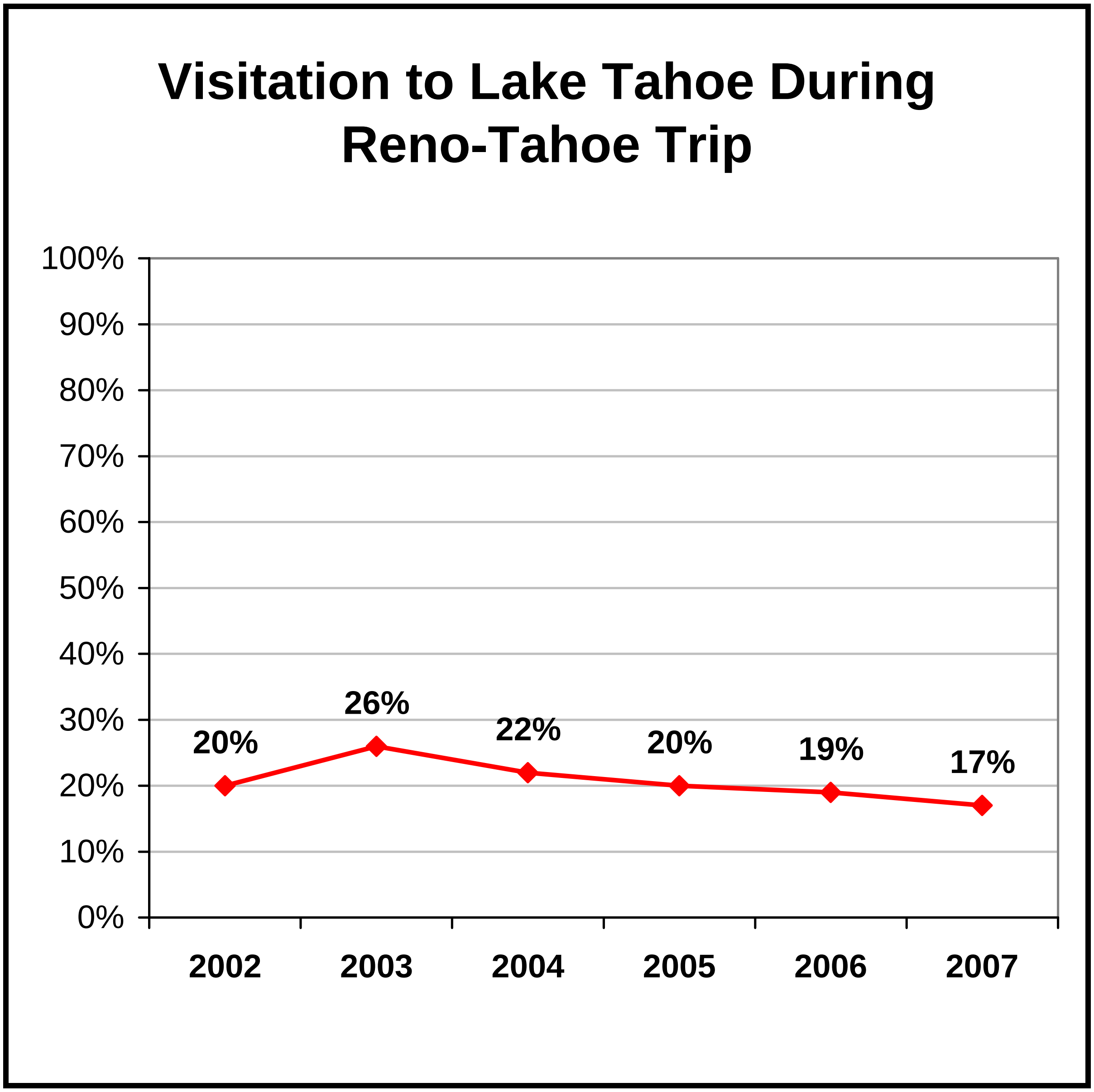


FIGURE 19: VISTATION TO LAKE TAHOE – By Quarter

In 2007, area visitors were more likely to have visited Lake Tahoe during the summer and fall months (Q3 and Q4) than in the winter and spring months (Q1 and Q2).

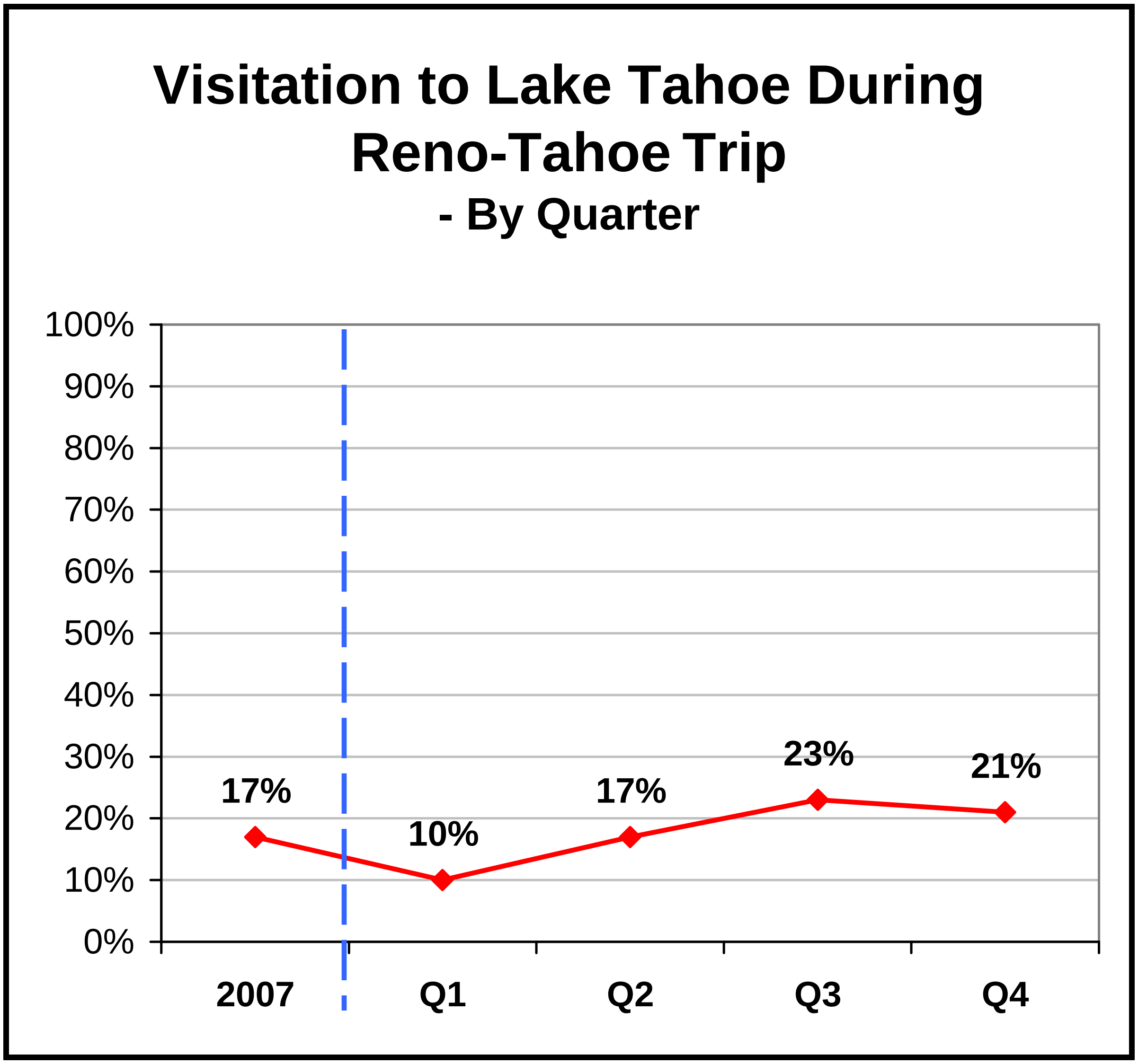


FIGURE 20: VISITATION TO LAKE TAHOE – By Key Markets

In 2007, visitors from Oregon, Canada, and other states were most likely to go to Lake Tahoe during their trip to the area.

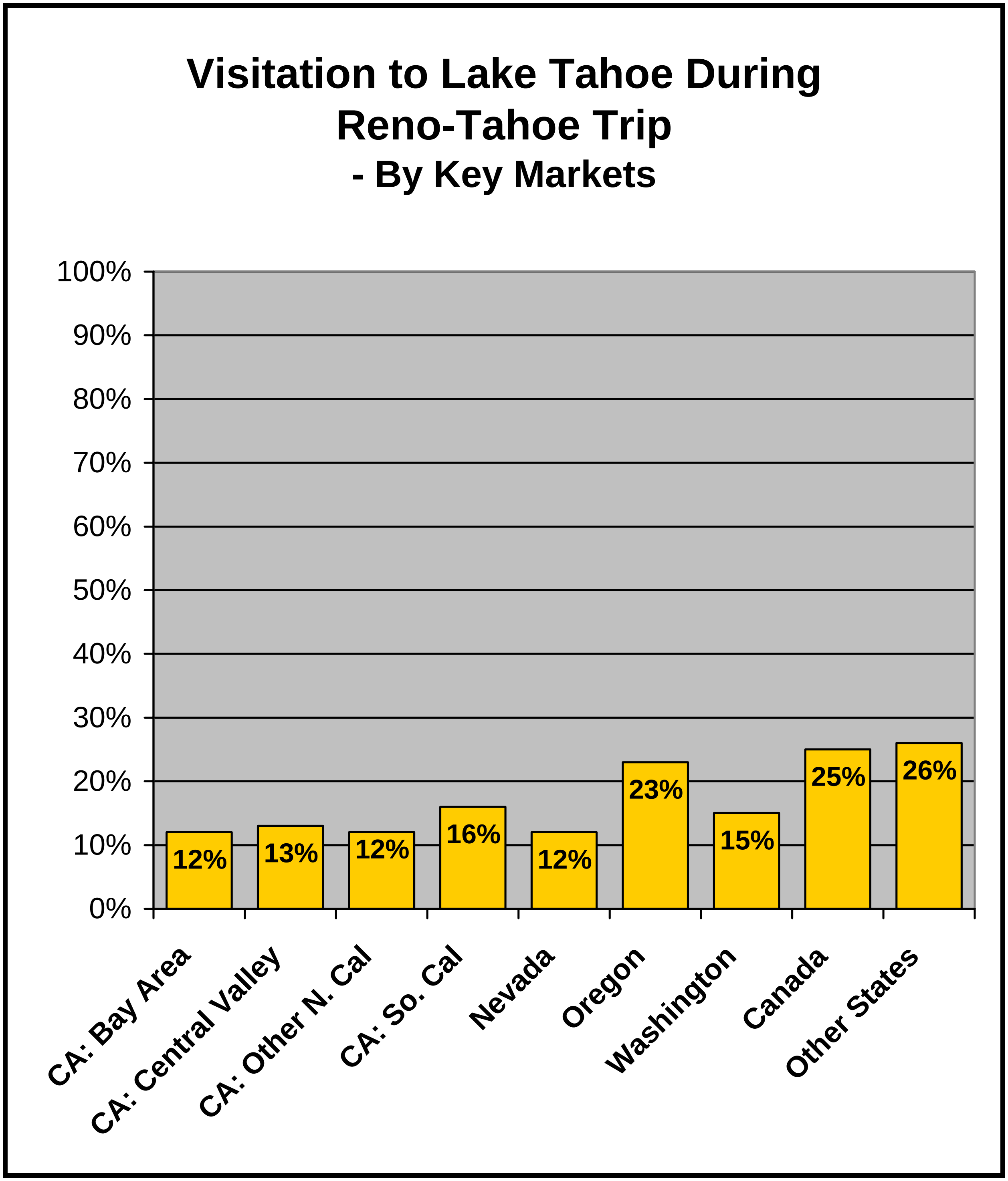


FIGURE 21: ACTIVITY PARTICIPATION WHILE IN RENO-TAHOE

In 2007, gaming (85%), shopping (56%), sightseeing (43%), entertainment (33%), and visiting friends or family (29%) were the top five activities in which visitors participated while visiting the Reno-Tahoe area.

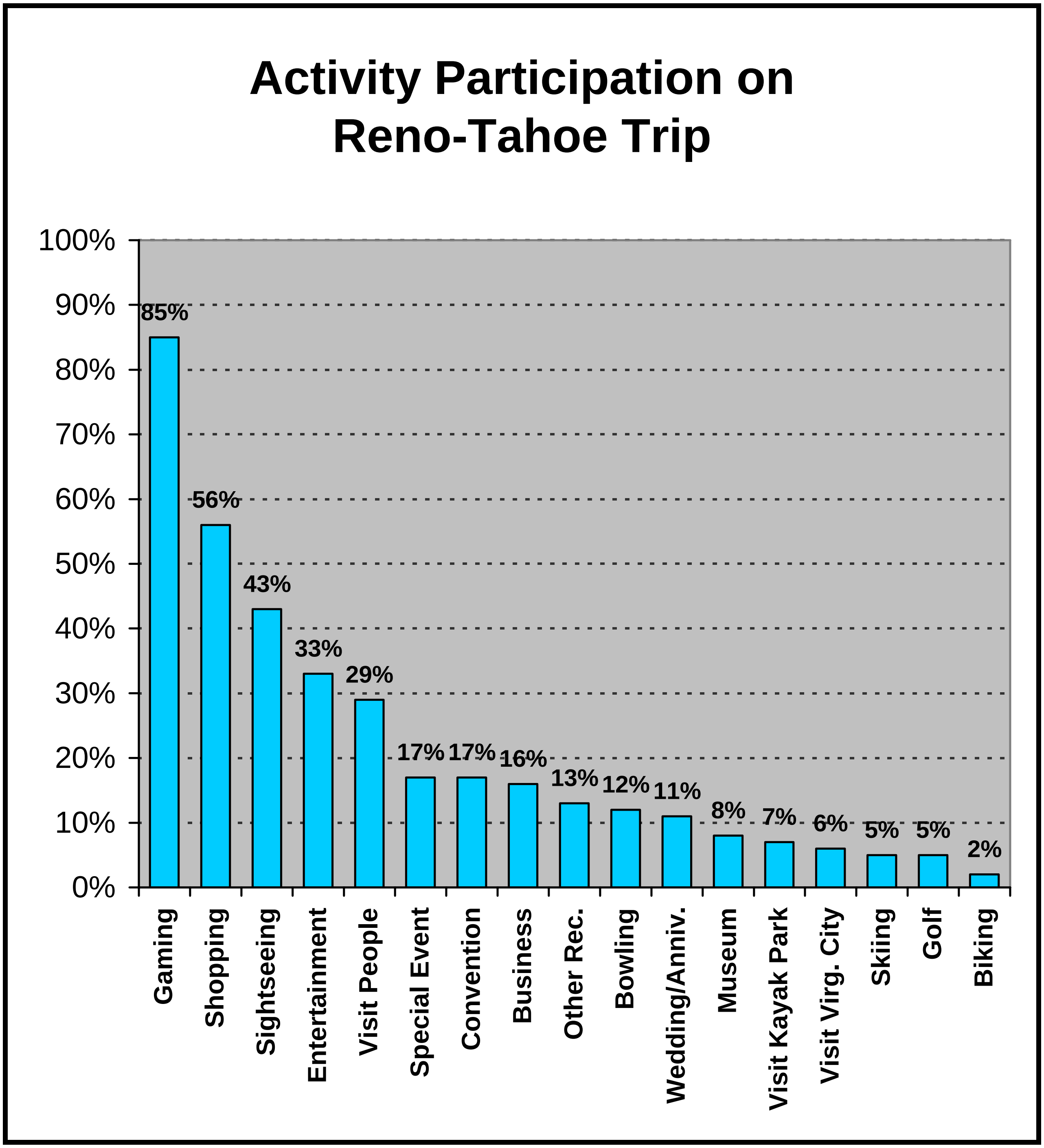


FIGURE 22: CONVENTIONS/ MEETINGS/ TRADE SHOWS

In 2007, about one out of six visitors (17%) reported that they had attended a convention, meeting or trade show, similar to 18% last year.

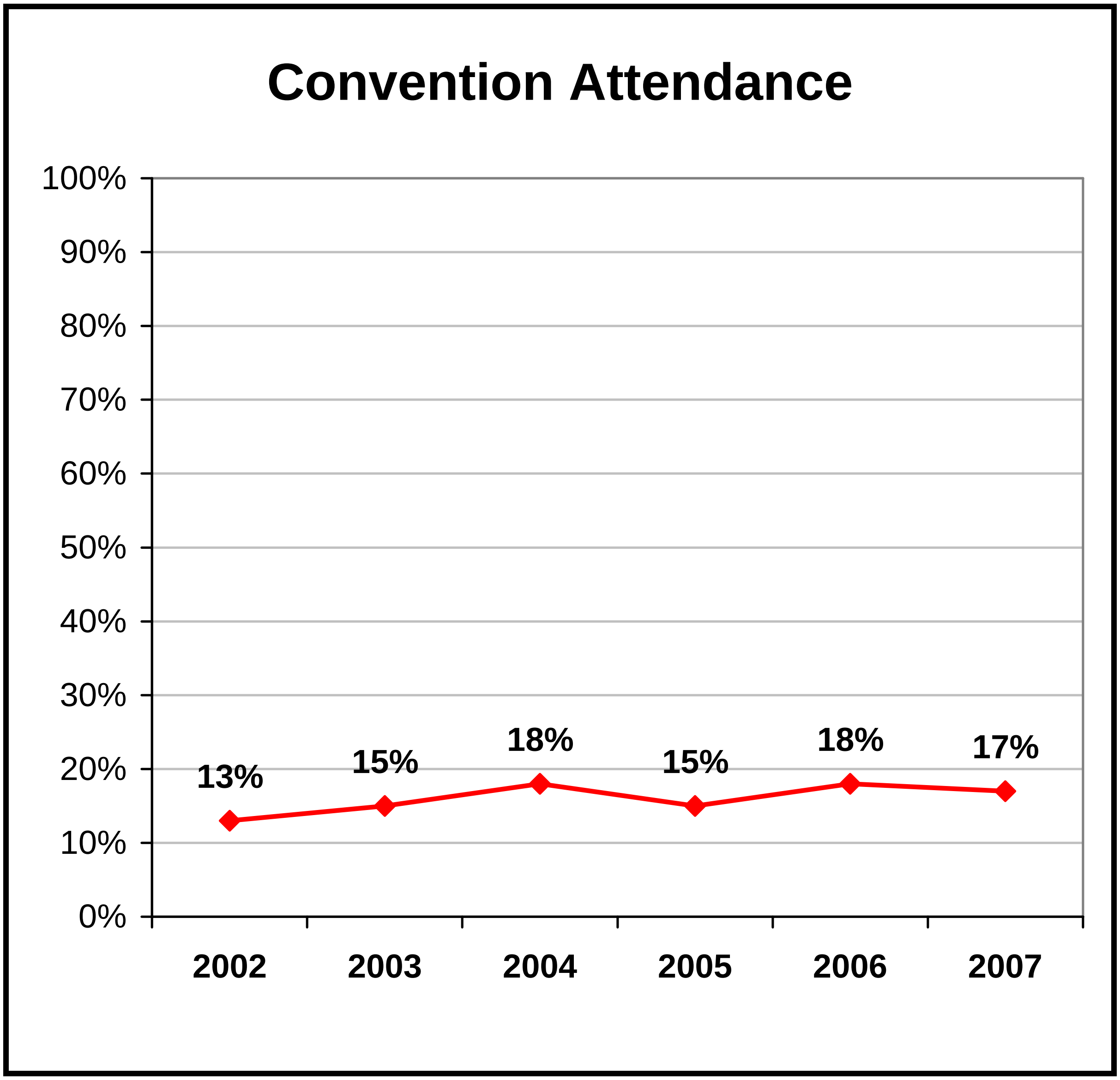
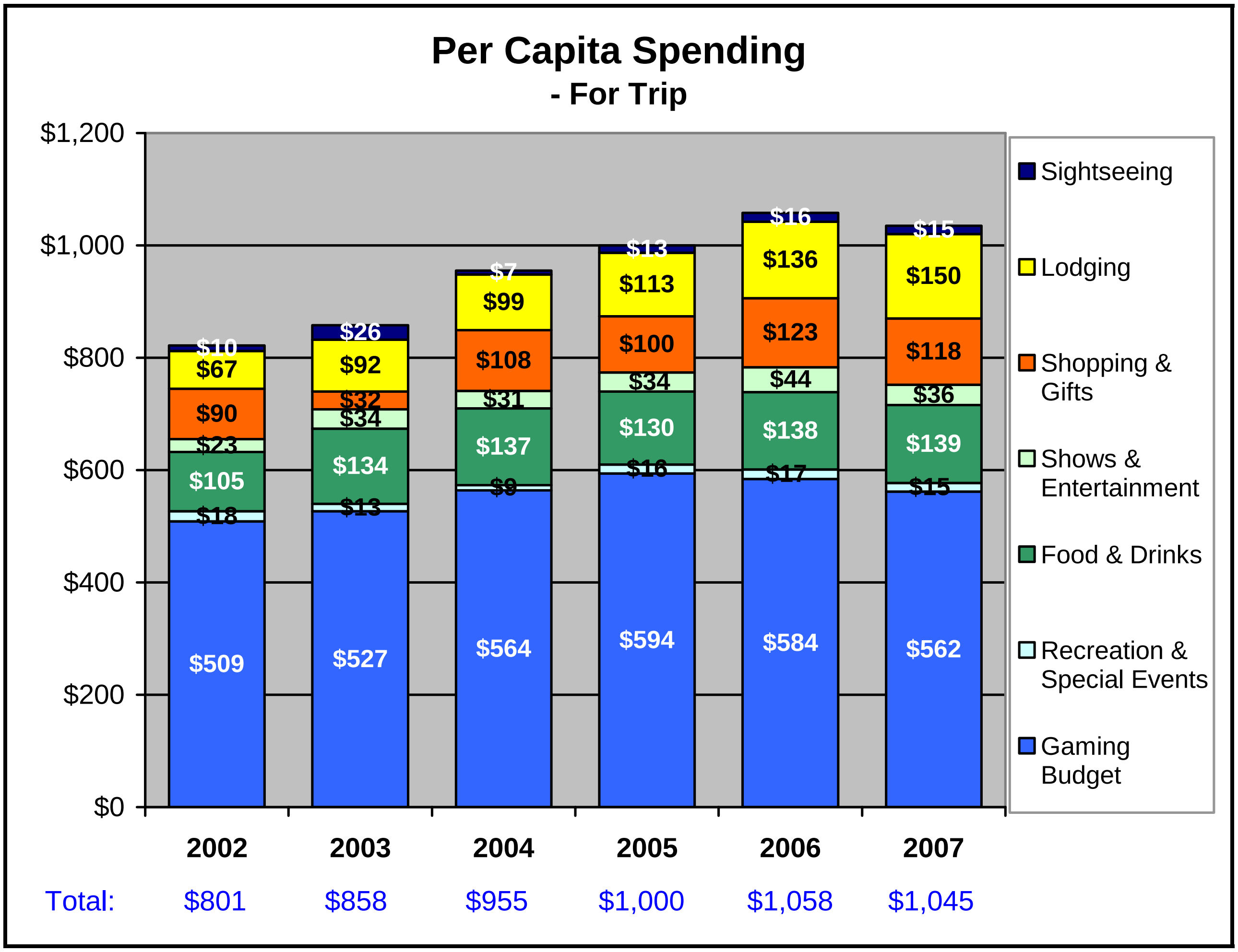


FIGURE 23: PER CAPITA TRIP SPENDING

Per capita spending per trip remained stable in 2007. Lodging increased in 2007, while entertainment and gaming budgets decreased to levels in previous years.

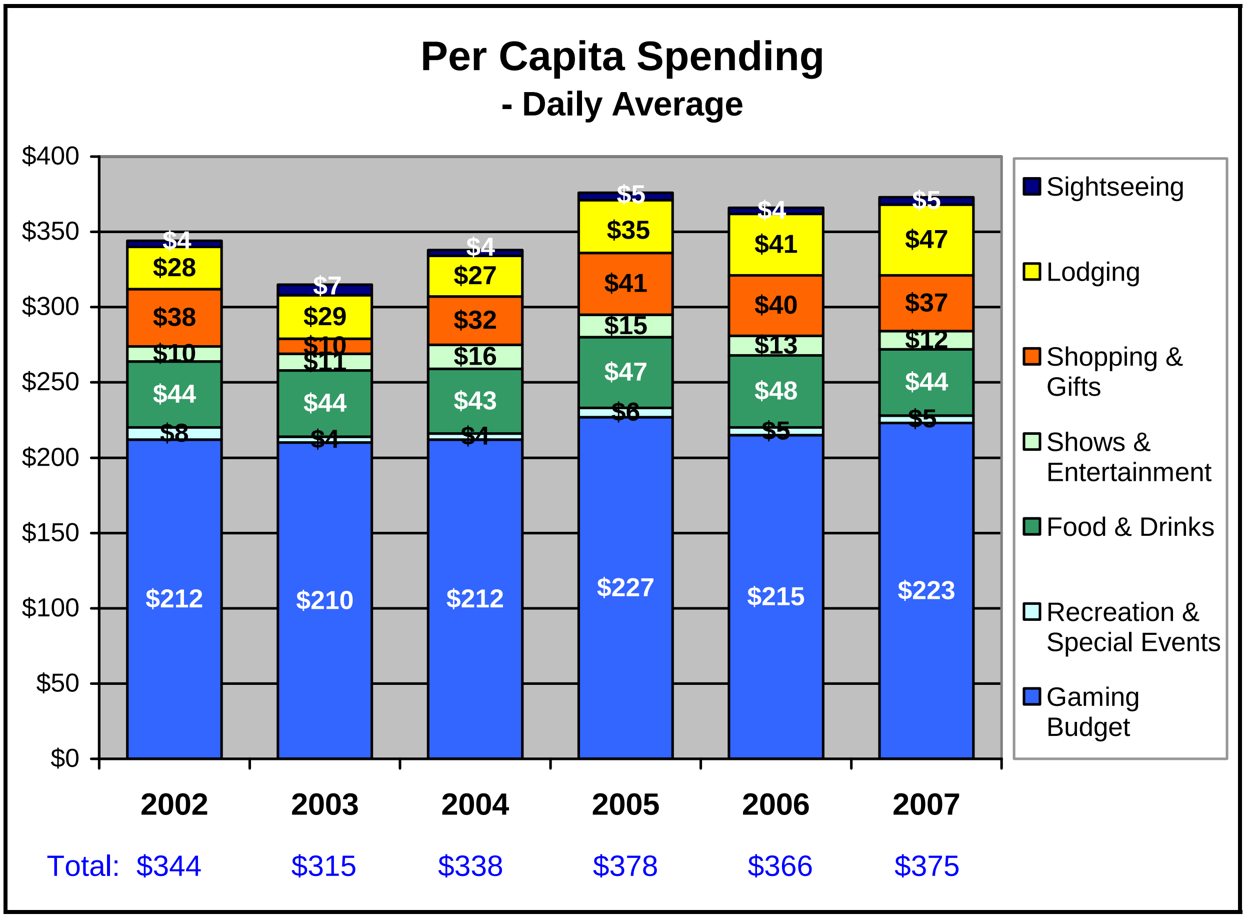


In 2007, respondents who had visited primarily for recreation averaged the lowest per capita spending per trip ($1,056), while those who visited primarily to visit family or friends averaged the highest per capita spending per trip ($1,139).

	Per Capita Spending Per Trip – 2007					
Primary Reason for Visit	**Lodging**	**Gaming**	**Food & Drink**	**Shopping & Gifts**	**Entertainment, Recreation, Special Events & Sightseeing**	**Total**
Recreation	$138	$569	$145	$125	$79	$1,056
Other Event/Activity	$157	$585	$139	$117	$77	$1,075
Convention	$229	$491	$160	$129	$68	$1,077
Gaming	$105	$685	$129	$98	$61	$1,078
Vacation	$121	$620	$139	$120	$79	$1,079
Business	$238	$559	$132	$117	$83	$1,129
Visit Family/Friends	$108	$666	$142	$137	$86	$1,139

FIGURE 24: PER CAPITA DAILY SPENDING

Per capita spending per day increased slightly in 2007 and returned to the spending level in 2005. The increase in spending per day is primarily attributable to an increase in the daily gaming budget and lodging. (Per capita daily spending is calculated on a respondent rather than an aggregate basis and is affected by length of stay.)



In 2007, respondents who had visited primarily to attend a convention averaged the lowest per capita spending per day ($310), while those who visited primarily for gaming averaged the highest per capita spending per day ($437).

	Per Capita Spending Per Day - 2007					
Primary Reason for Visit	**Lodging**	**Gaming**	**Food & Drink**	**Shopping & Gifts**	**Entertainment, Recreation, Special Events & Sightseeing**	**Total**
Convention	$58	$150	$47	$35	$20	**$310**
Recreation	$41	$174	$44	$38	$25	**$322**
Business	$59	$195	$40	$33	$23	**$350**
Visit Family/Friends	$39	$245	$43	$41	$24	**$392**
Other Event/Activity	$51	$230	$48	$38	$26	**$393**
Vacation	$45	$244	$44	$38	$25	**$396**
Gaming	$39	$294	$45	$37	$22	**$437**

FIGURE 25: ENJOYMENT OF TRIP

The average (mean) level of enjoyment of a trip to Reno-Tahoe on a 5-point scale where 5 means “excellent,” increased slightly to a 4.3 rating in 2007, from a 4.2 rating in each of the previous five years.

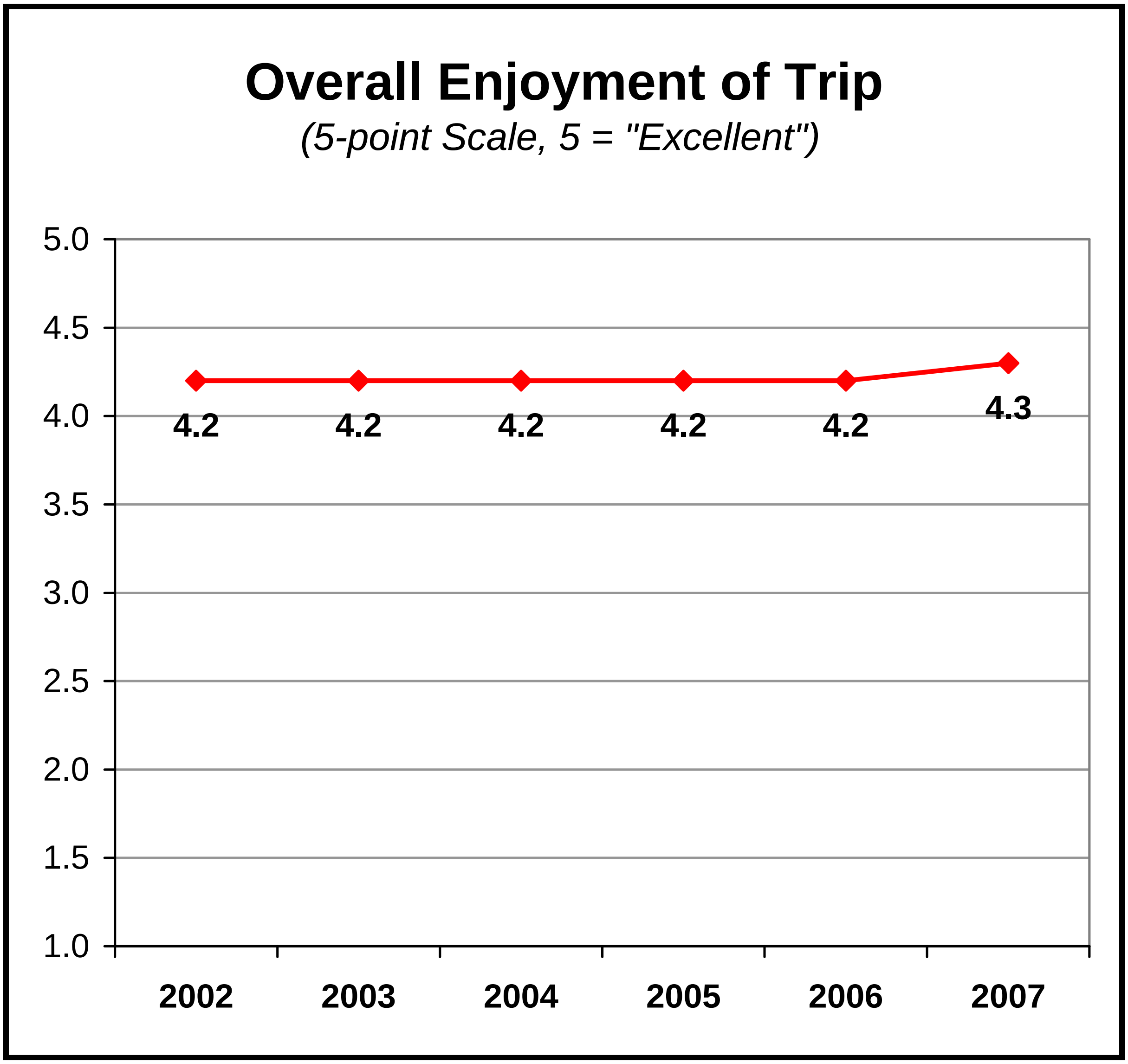


FIGURE 26: ENJOYMENT OF TRIP – By Key Markets

Visitor origin did not differentiate trip enjoyment. In 2007, the enjoyment level ranged between 4.2 and 4.4 for all key markets.

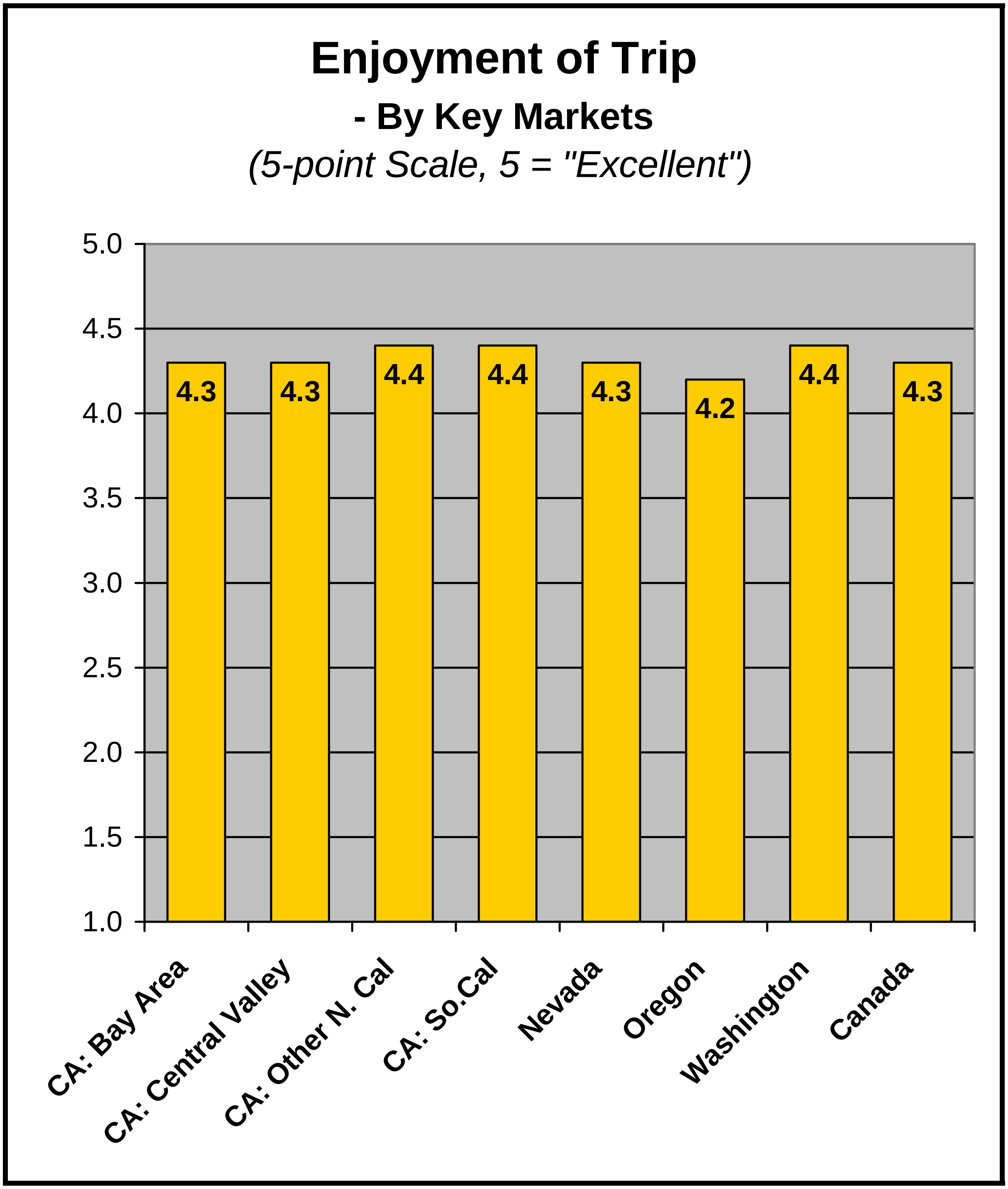
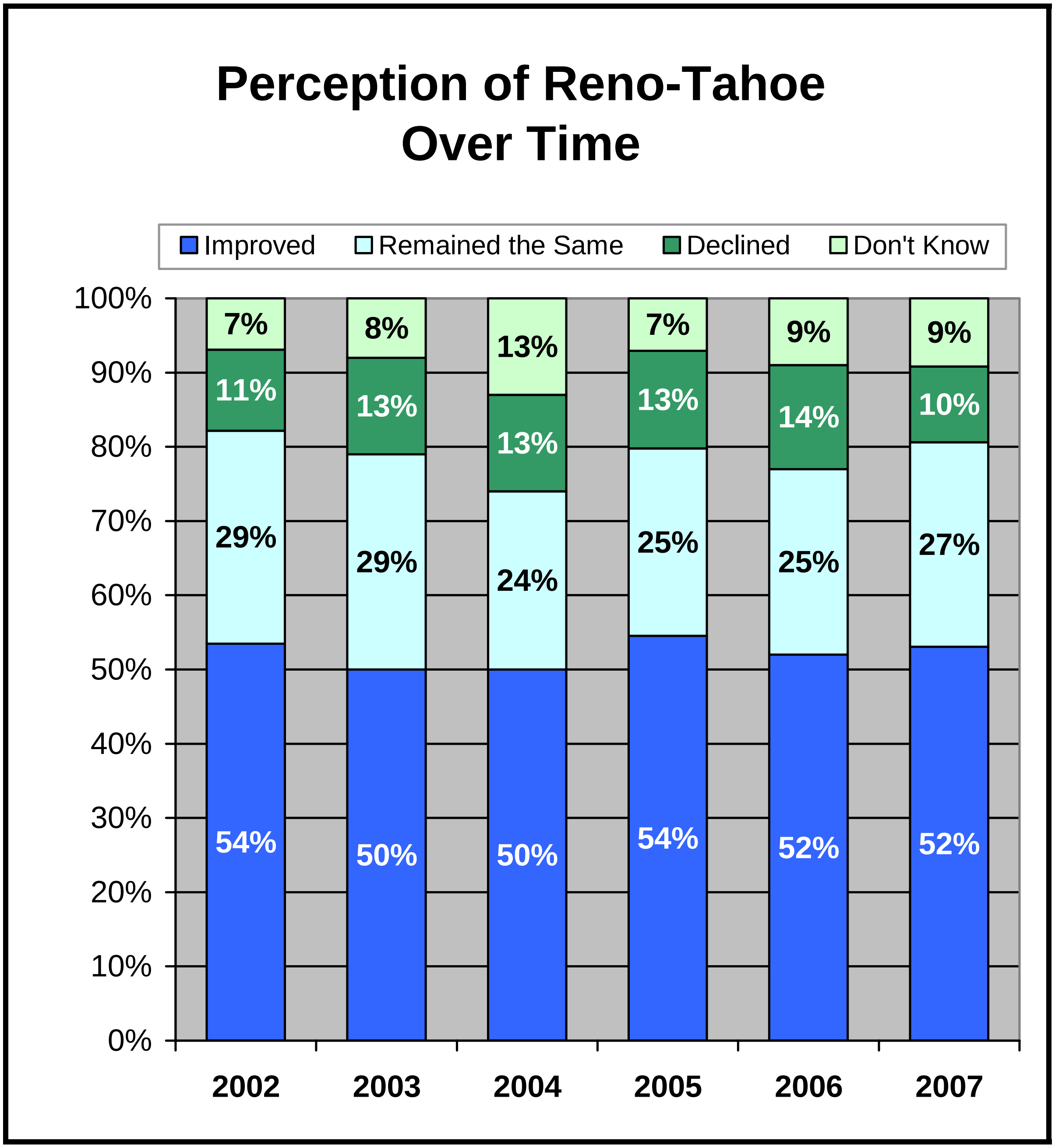


FIGURE 27: PERCEPTION OF RENO-TAHOE

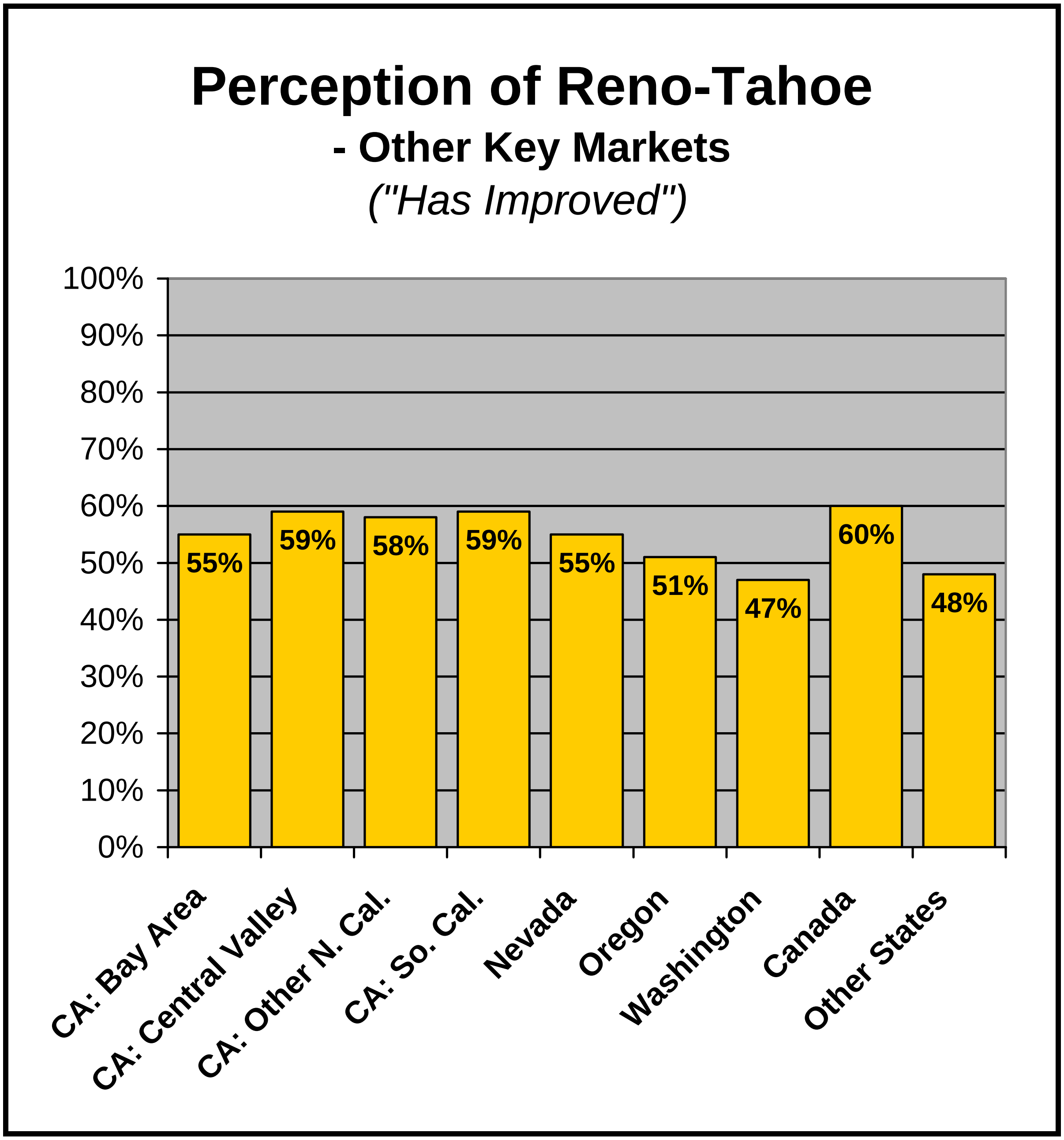
Overall, in 2007, the perception of Reno-Tahoe over time has remained stable with over half (52%) reporting the area has improved since they have been visiting the area.



* Only repeat visitors were asked about their perception of Reno-Tahoe over time.

FIGURE 28: PERCEPTION OF RENO-TAHOE – By Key Markets

In 2007, nearly three out of five Californians indicated the Reno-Tahoe area has improved since they have been visiting; there were no significant differences between California regions. Over half of visitors from Oregon (51%) and Nevada (55%) reported the area had improved and nearly half of visitors from Washington (46%) thought the area has improved.



* Only repeat visitors were asked about their perception of Reno-Tahoe over time.

FIGURE 29: INTENT TO RETURN WITHIN 2 YEARS

As is typical, more repeat visitors (63%) indicated they will definitely return in the next two years than did first-time visitors (16%).

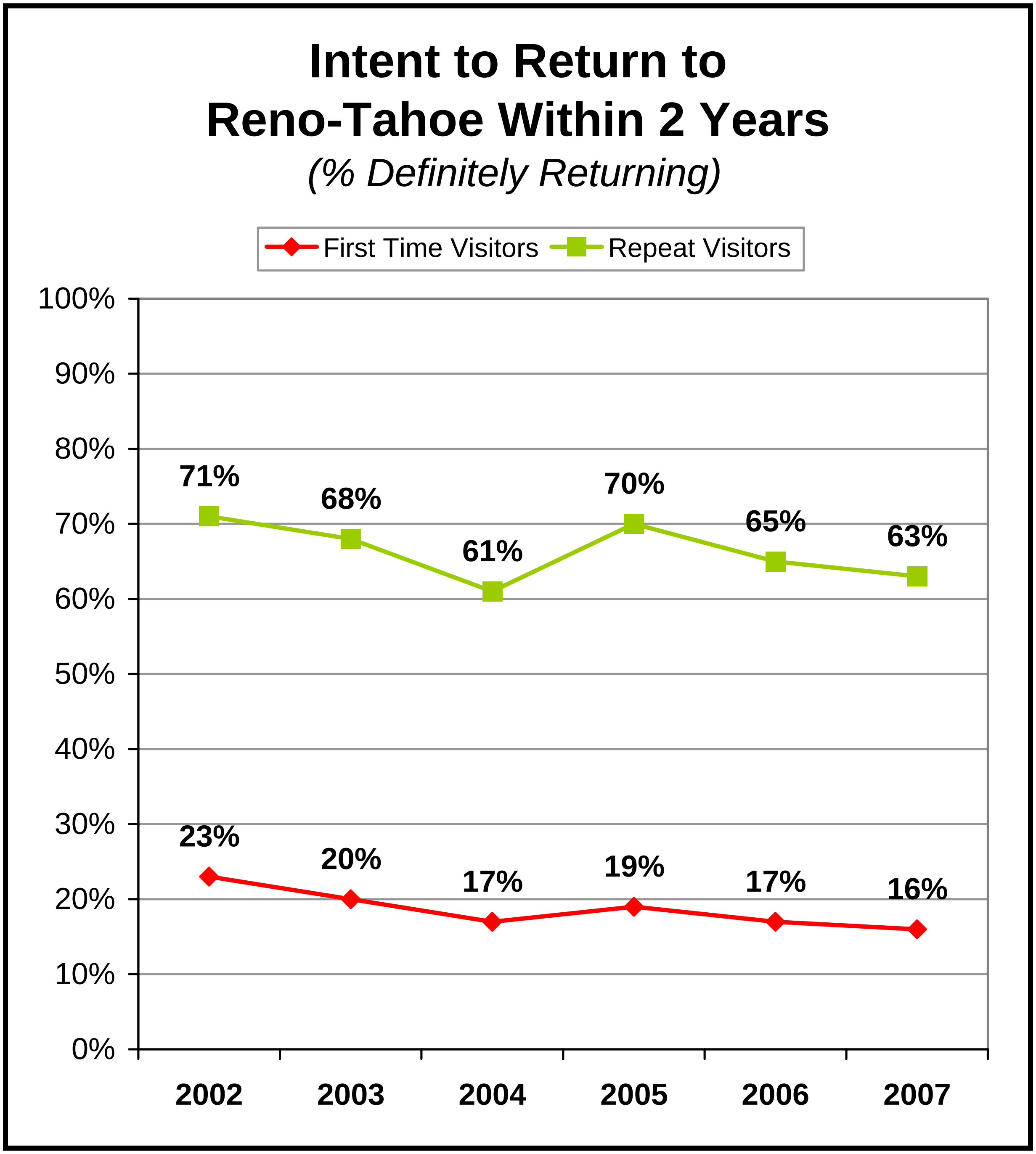


FIGURE 30: INTENT TO RETURN WITHIN 1 YEAR

In 2007, the intent to return to Reno-Tahoe in the next 12 months remained stable, with 58% of repeat visitors indicating they will return. Intent to return in the next 12 months increased for first-time visitors, with 16% indicating they will definitely return, up from 10% in 2006.

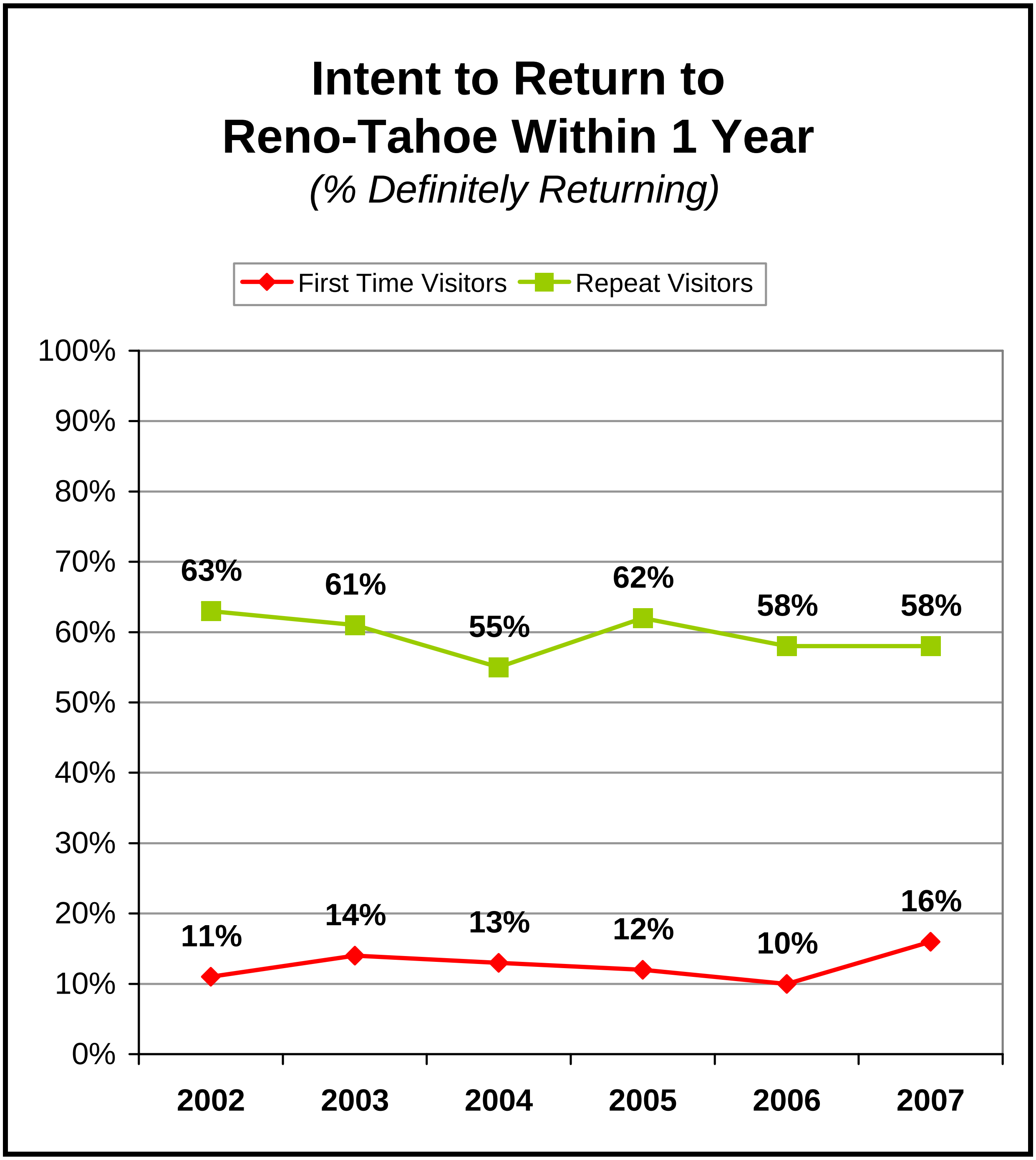


FIGURE 31: INTENT TO RETURN WITHIN 1 YEAR – By Key Markets

Visitors who live closer to Reno-Tahoe (i.e., California Bay Area, Central Valley, Nevada, and other Northern California) were more likely than those from other key markets that were farther away (i.e. Southern California, Washington, Canada) to report that they would definitely return within one year.

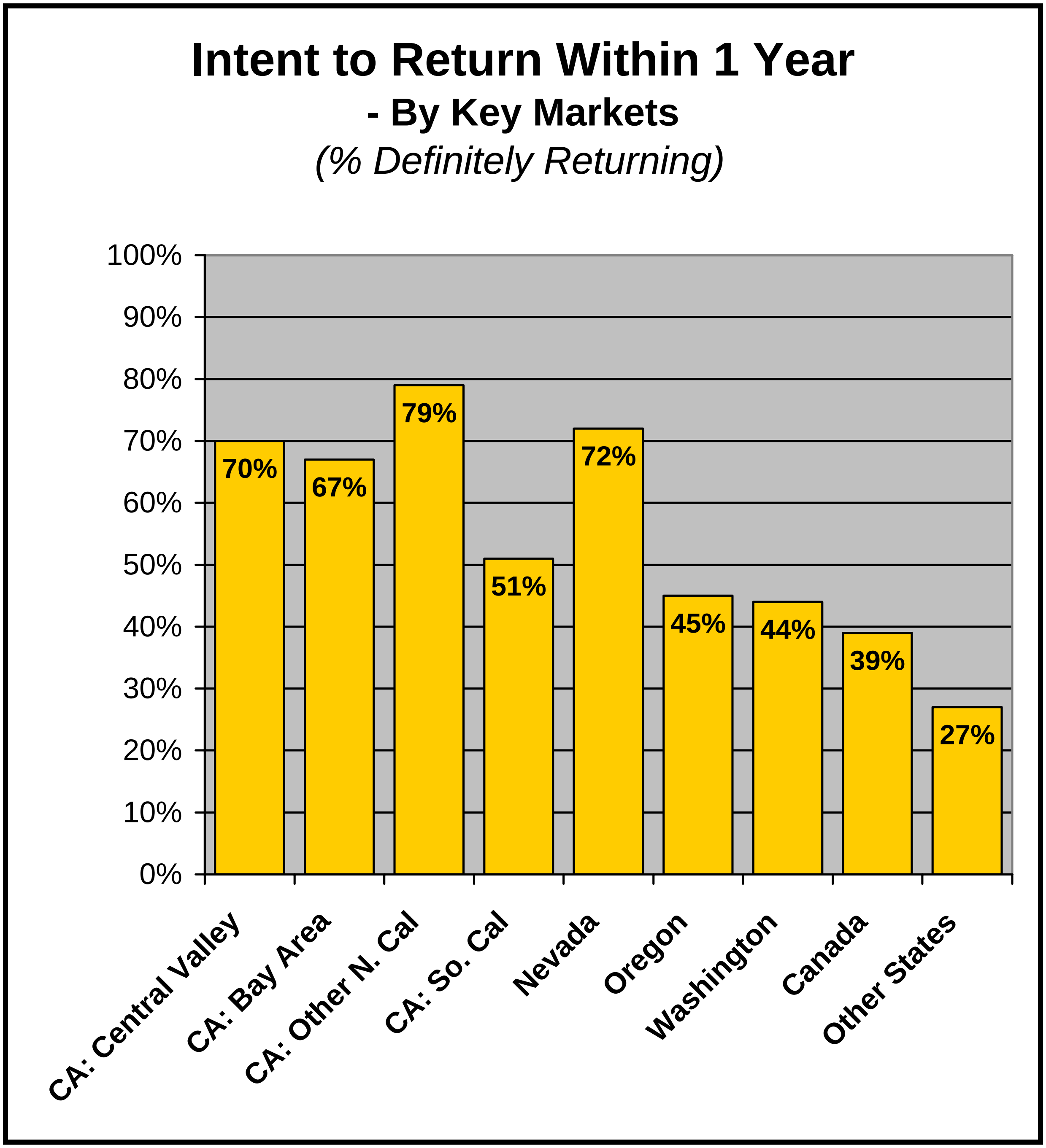


FIGURE 32: PRINCIPAL REASON FOR NOT RETURNING

In 2007, among those who reported they were not likely to return to Reno-Tahoe in the next 12 months, the top three reasons for not returning remained having other plans, no time, and financial reasons.

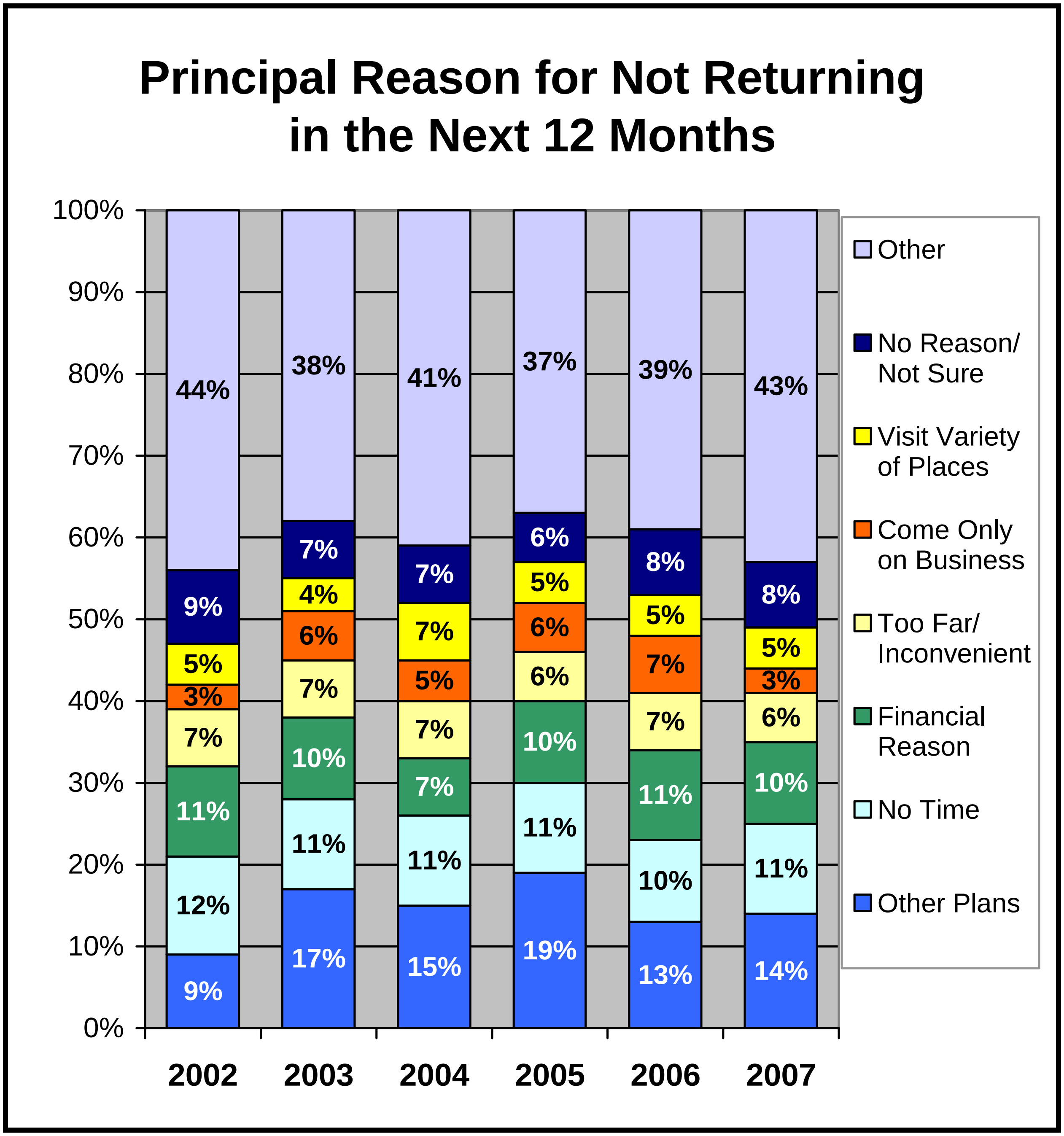
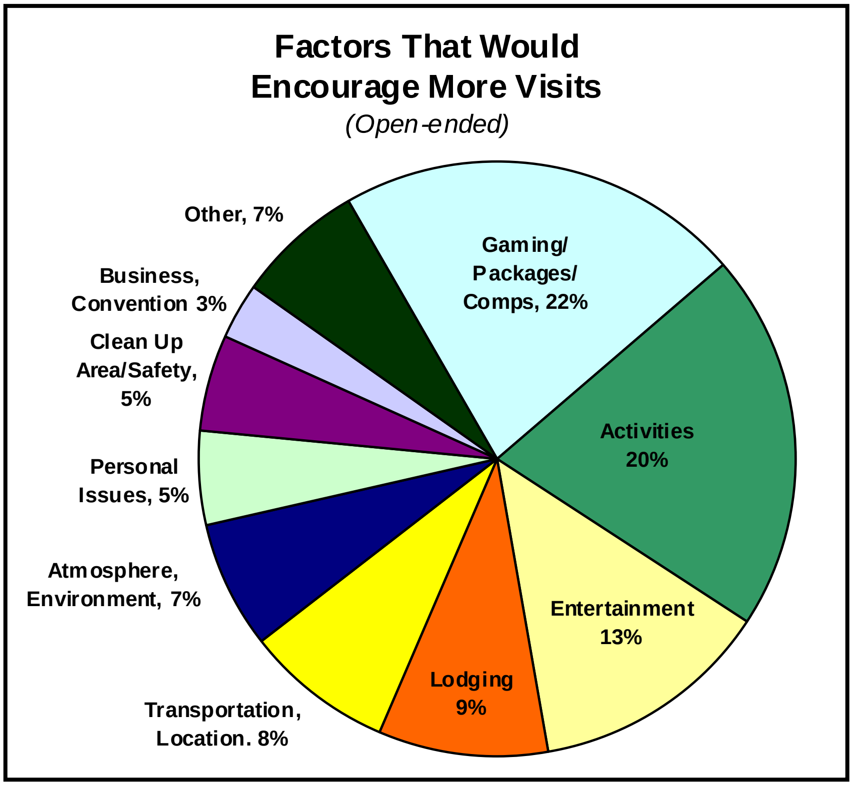


FIGURE 33: ENCOURAGE MORE VISITS

In response to an open-ended question that asked respondents what would encourage them to visit the Reno-Tahoe area more, the top five factors were related to gaming/packages/comps (22%), activities (20%), entertainment (13%), lodging (9%) and transportation/location (8%).



Examples of gaming/packages/comps that would encourage visitation included “more offers from the casinos,” “receiving more comps in the mail,” “more perks from the hotels,” “price packages for visiting,” and “more invitations.”

Interest in activities included “other things to do and see,” “more family-friendly activities,” and “more attractions.” Respondents expressed interest in a wide variety of specific activities including golfing, bowling tournaments, hunting, motorcycling, sightseeing, fishing, festivals, shopping, boating, hiking, skiing, softball, the rodeo, water sports, zoos, botanical gardens, and western-themed events.

Entertainment-related comments included “more headliner entertainment,” “better performers,” and “need to keep up with Vegas shows.” Lodging-related factors included “better-quality rooms,” “lower room rates on the weekends,” and “having one of the nicer casinos allow dogs.” Transportation and location comments included “better airline connections,” “if it were easier to get to,” and “more economical travel options.”

FIGURE 34: TRIPS TO OTHER GAMING DESTINATIONS

In 2007, a total of 40% of all gaming trips made by Reno-Tahoe visitors were to the Reno-Tahoe area; another 18% were to North Lake Tahoe, and 12% were to California Indian Casinos. In 2007, the respondents who went to North Lake Tahoe made many trips to the area over the year, thus accounting for a higher percentage of total gaming trips to North Lake Tahoe than in 2006.

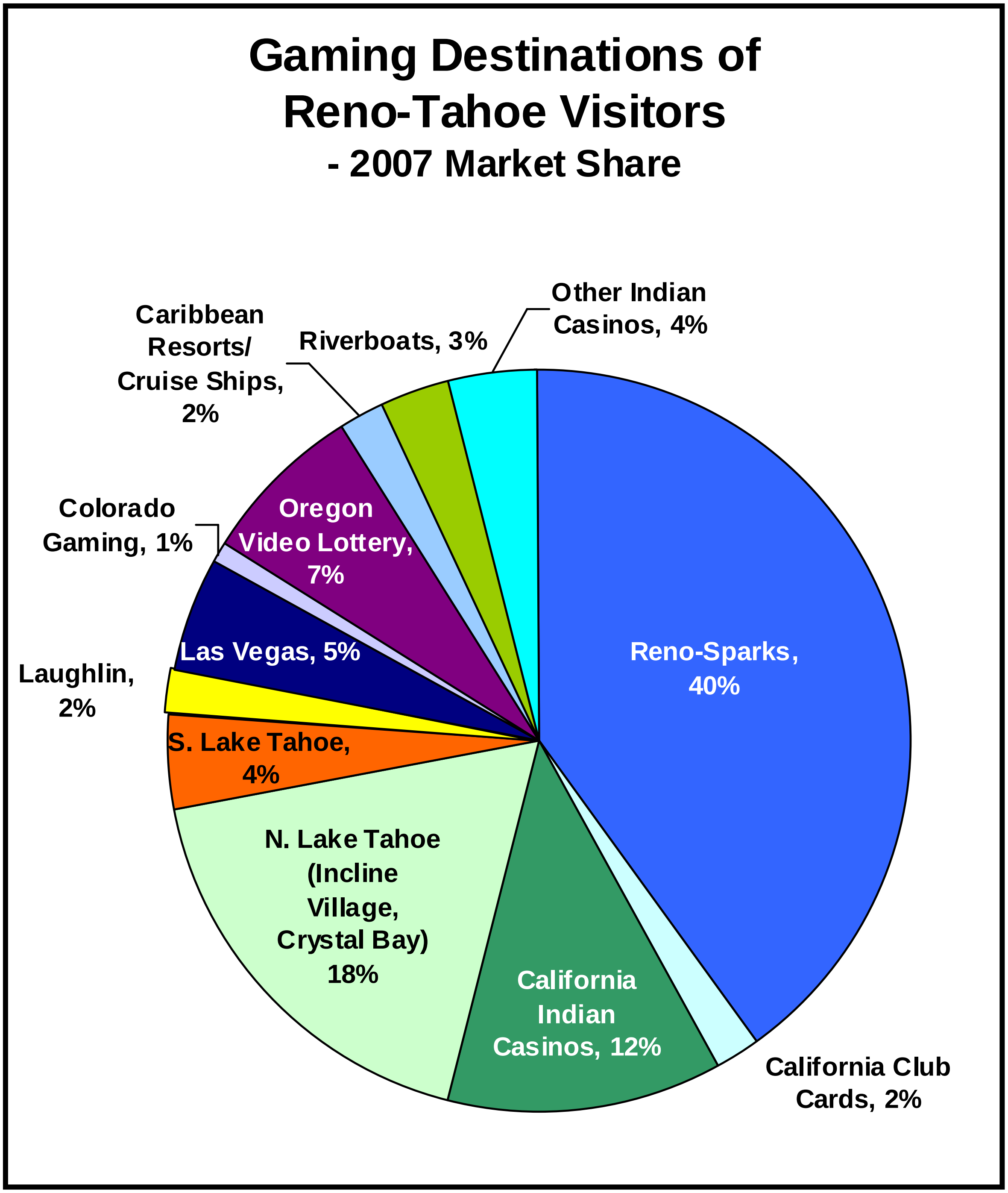
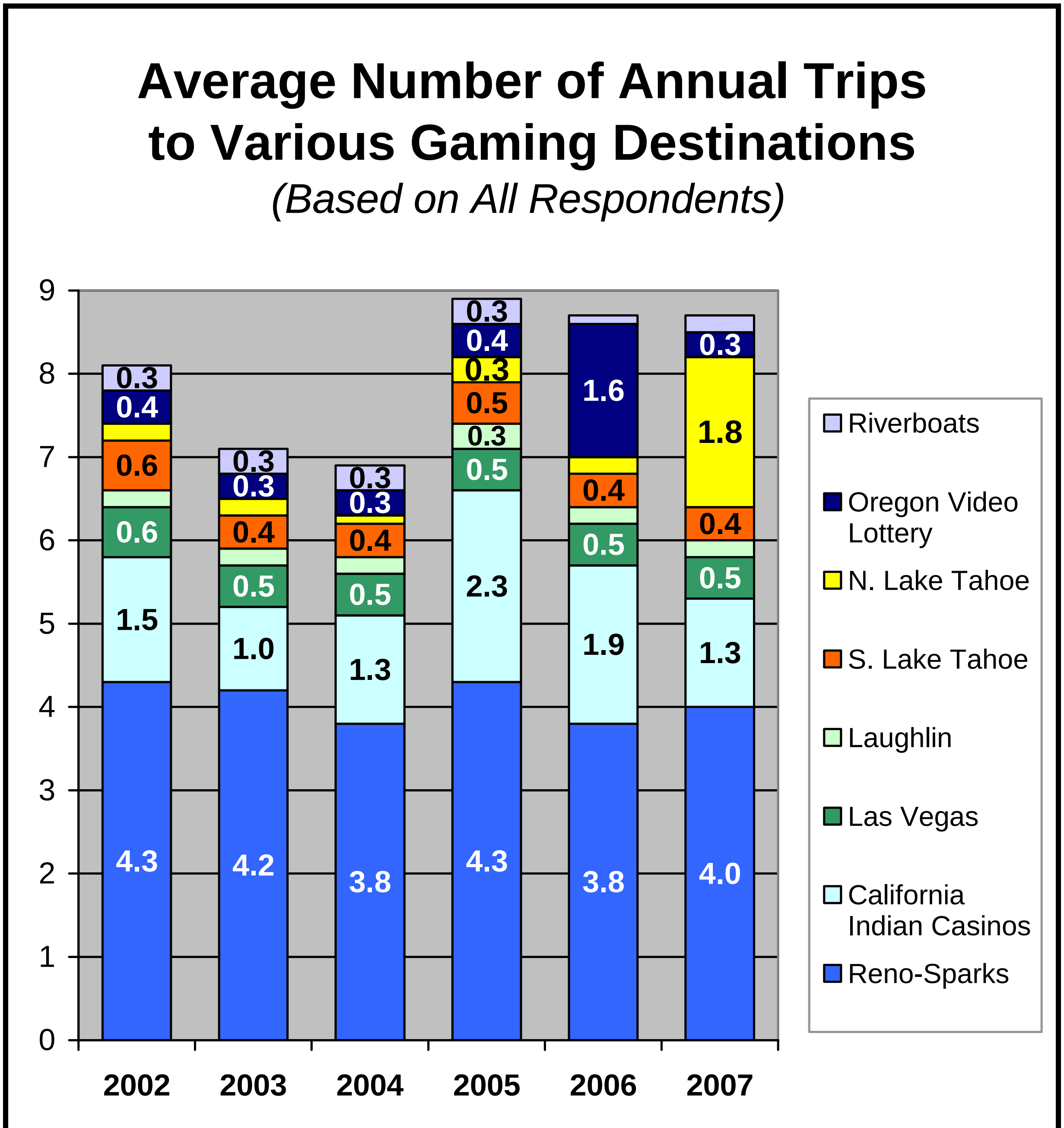


FIGURE 35: TRIPS PER YEAR TO GAMING DESTINATIONS

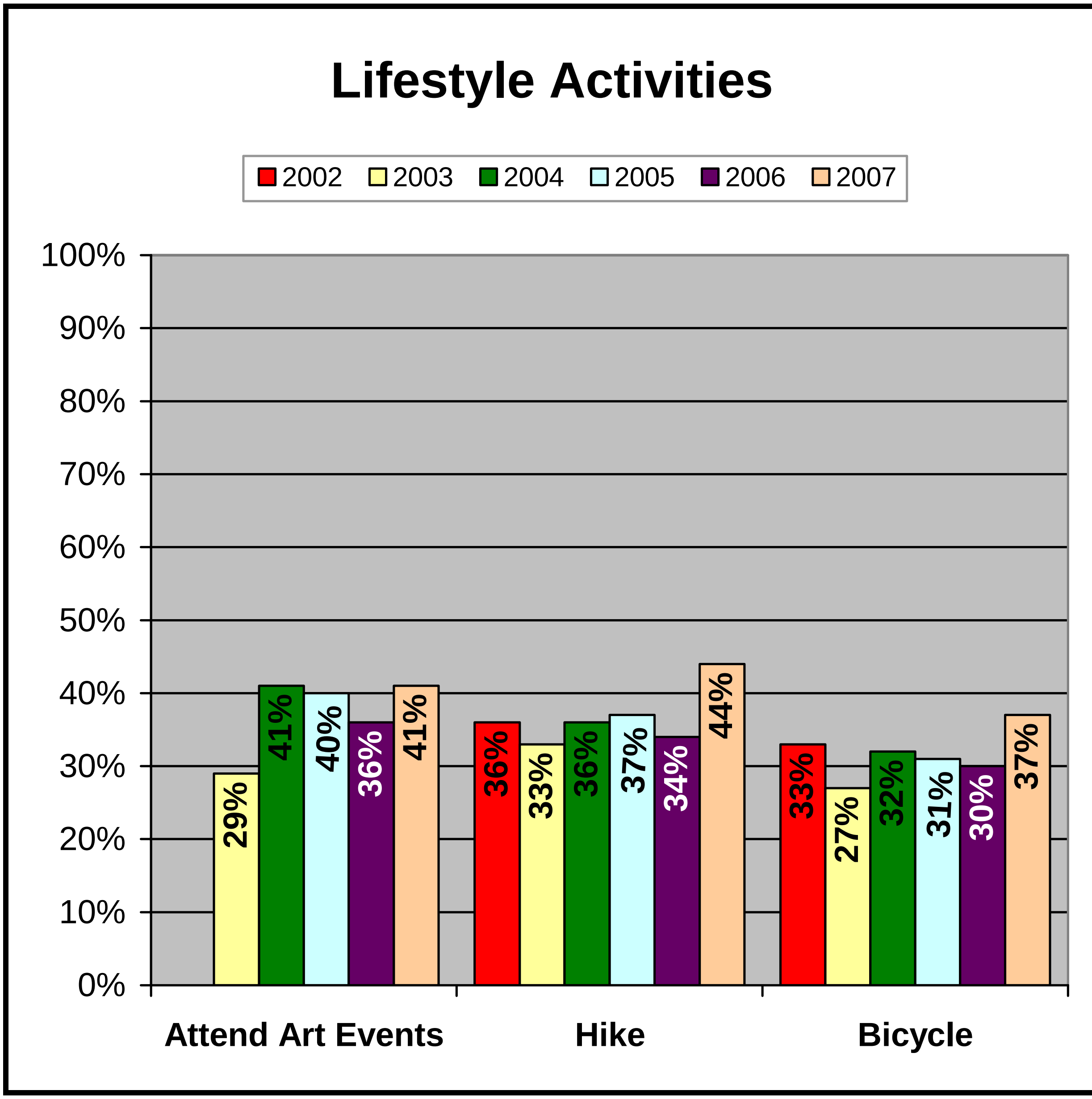
On average, in 2007, Reno-Tahoe visitors took more trips per year to Reno-Tahoe than to other gaming destinations. California Indian casinos remained the second most popular gaming destination on an average annual trip basis. The average times per year that visitors went to North Lake Tahoe increased to 1.8 in 2007, up from 0.2 in 2006; and the average times visitors played the Oregon lottery decreased back to the level in previous years.



*Respondents averaged less than 0.2 gaming trips to Colorado, Caribbean/Cruise Ships, Atlantic City, Other Indian Casinos, and California Club Cards

FIGURE 36: LIFESTYLE ACTIVITIES – Arts, Hike, Bike

In 2007, about two out of five Reno-Tahoe visitors indicated attending art events (41%), hiking (44%), and cycling (37%) as part of their general lifestyle activities.



*The question was not asked for attending art events in 2002.

FIGURE 37: LIFESTYLE ACTIVITIES – Golf and Bowl

Participation in golf and bowling as general lifestyle activities increased to 41% in 2007, compared to the near 30% in previous years; these percentages may have been affected by methodological changes made in 2007 (see page 1 for a detailed account of the methodology).

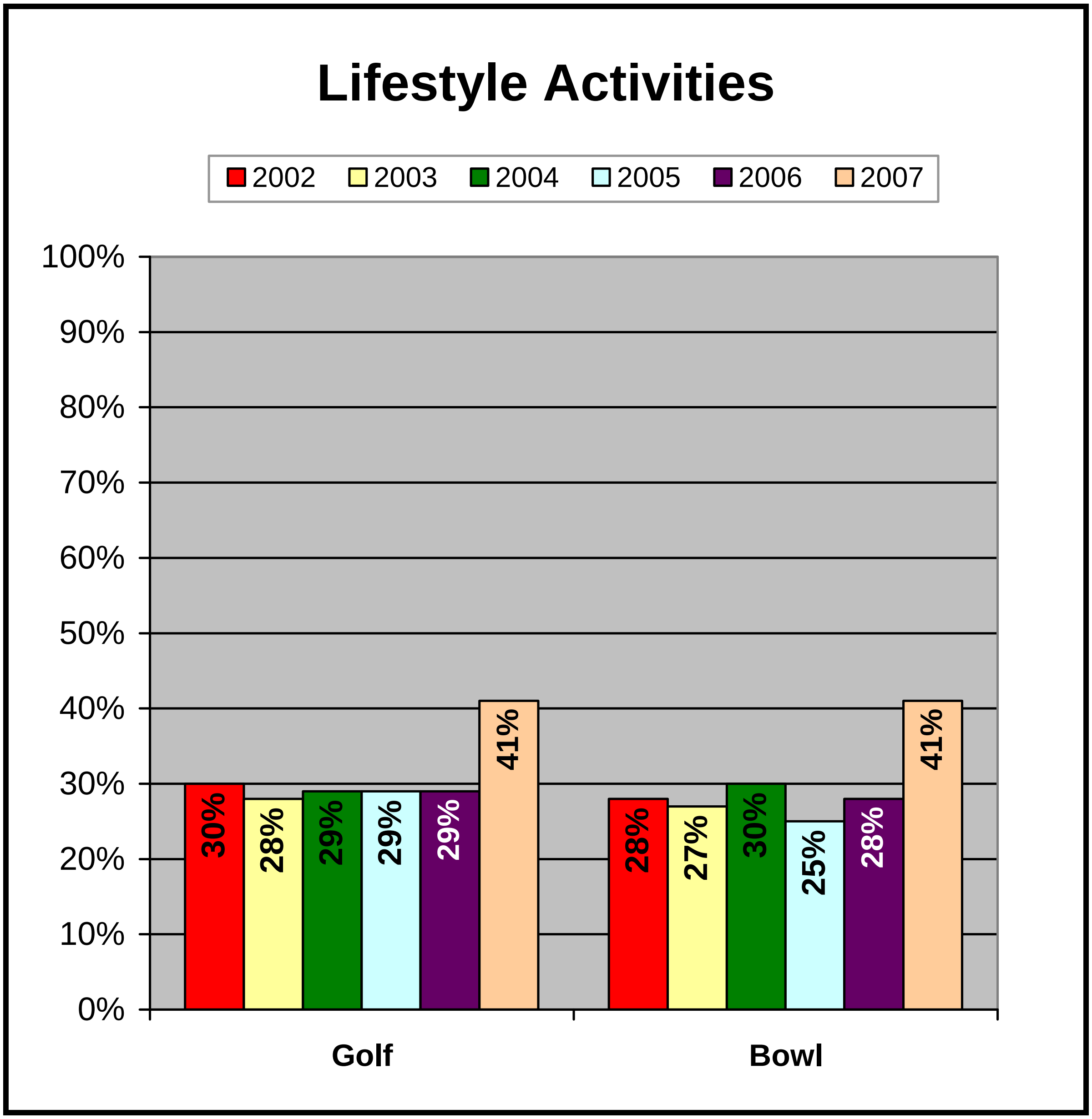


FIGURE 38: INTERNET USAGE

In 2007, over four out of five visitors (84%) had internet access. Additionally, over three out of four visitors (78%), or 93% of internet users -- had personal email addresses. Also, about 28% of all respondents, or 33% of internet users, had visited the www.VisitRenoTahoe.com website, and three out of four respondents (75%) who had visited the website discovered it through a search engine.

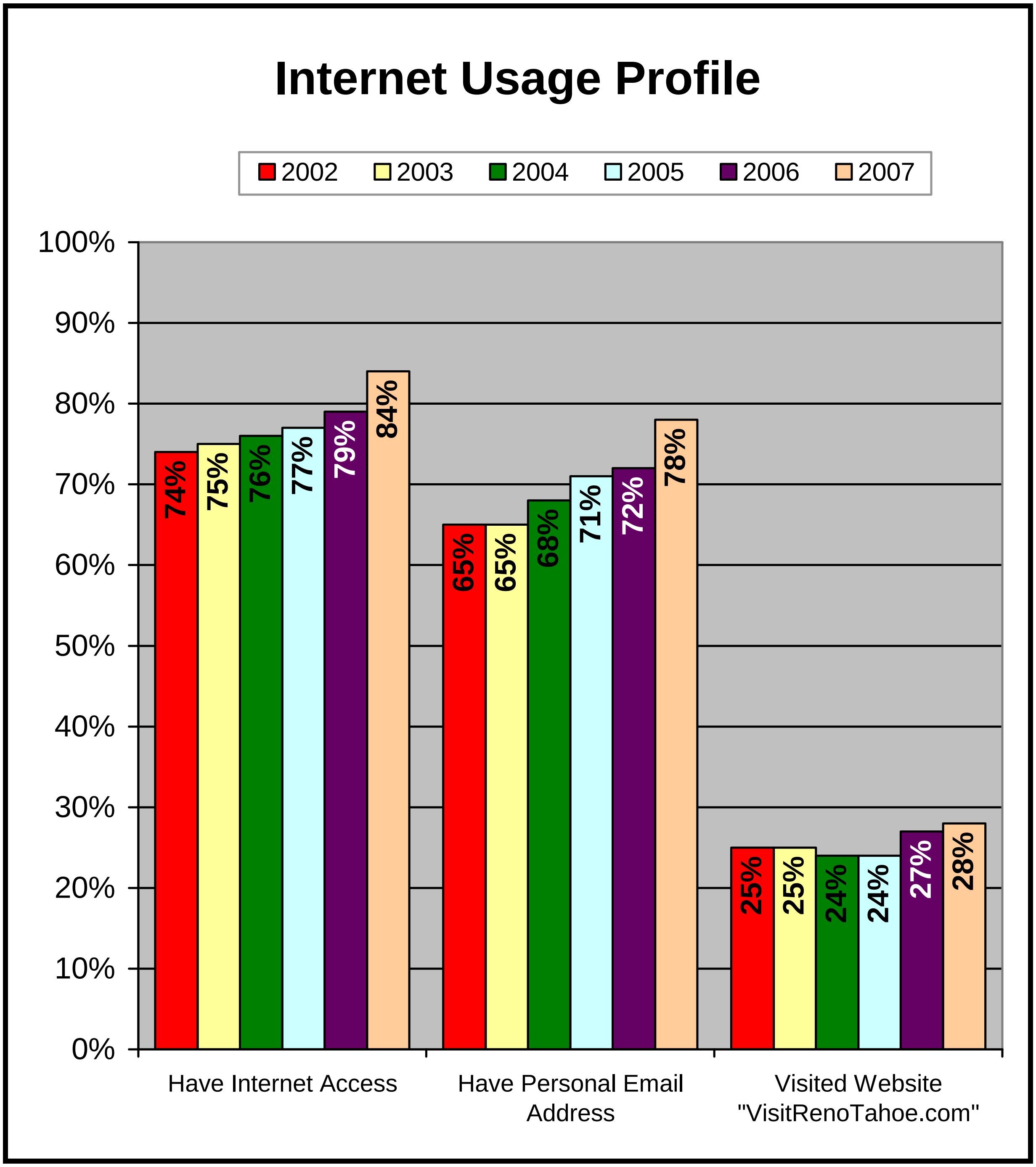


FIGURE 39: TRAVEL INFORMATION SERVICES FROM RSCVA

As expected, receiving travel information or updates through text messaging on cell phones had limited appeal (8%); however there was a slight increase compared to 6% in 2006. The results suggest possibly a growing interest in this text messaging service.

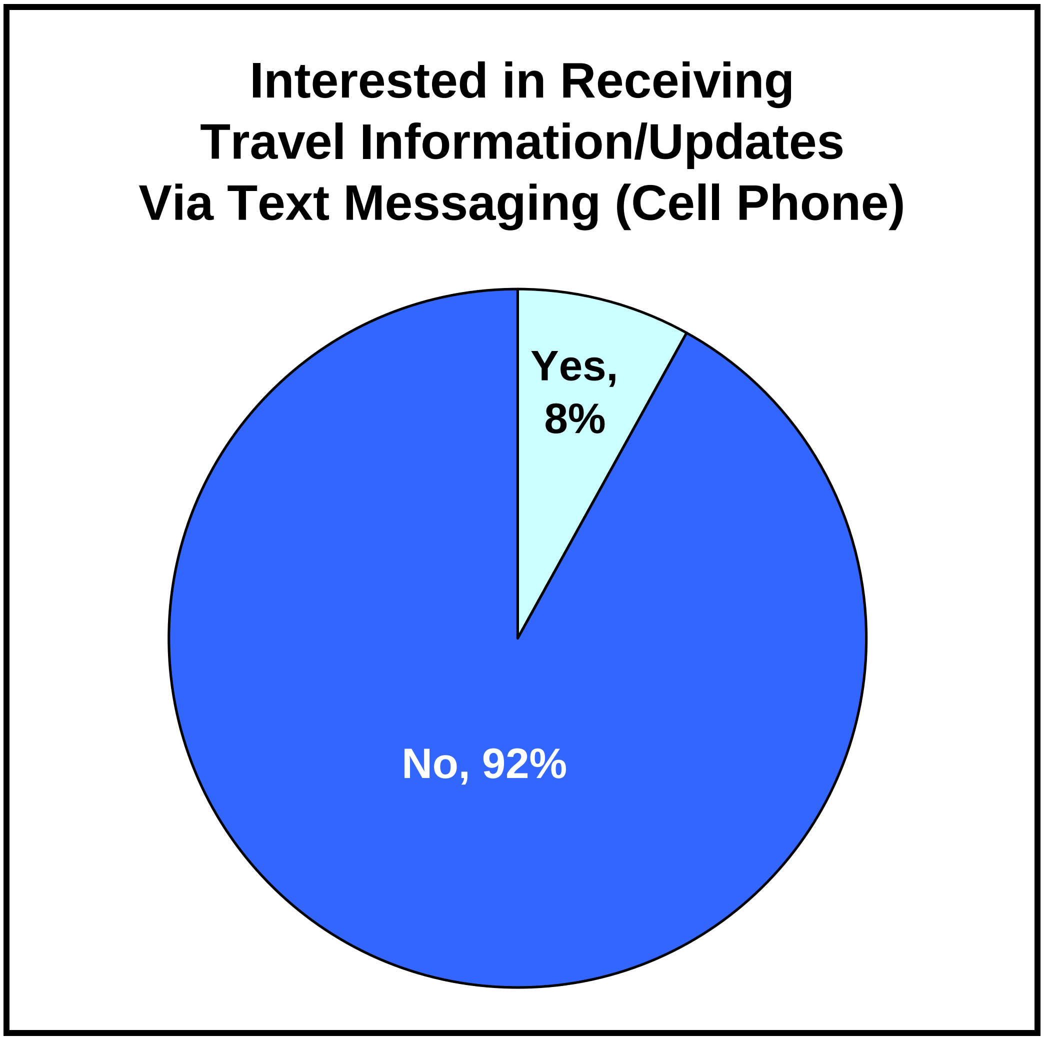
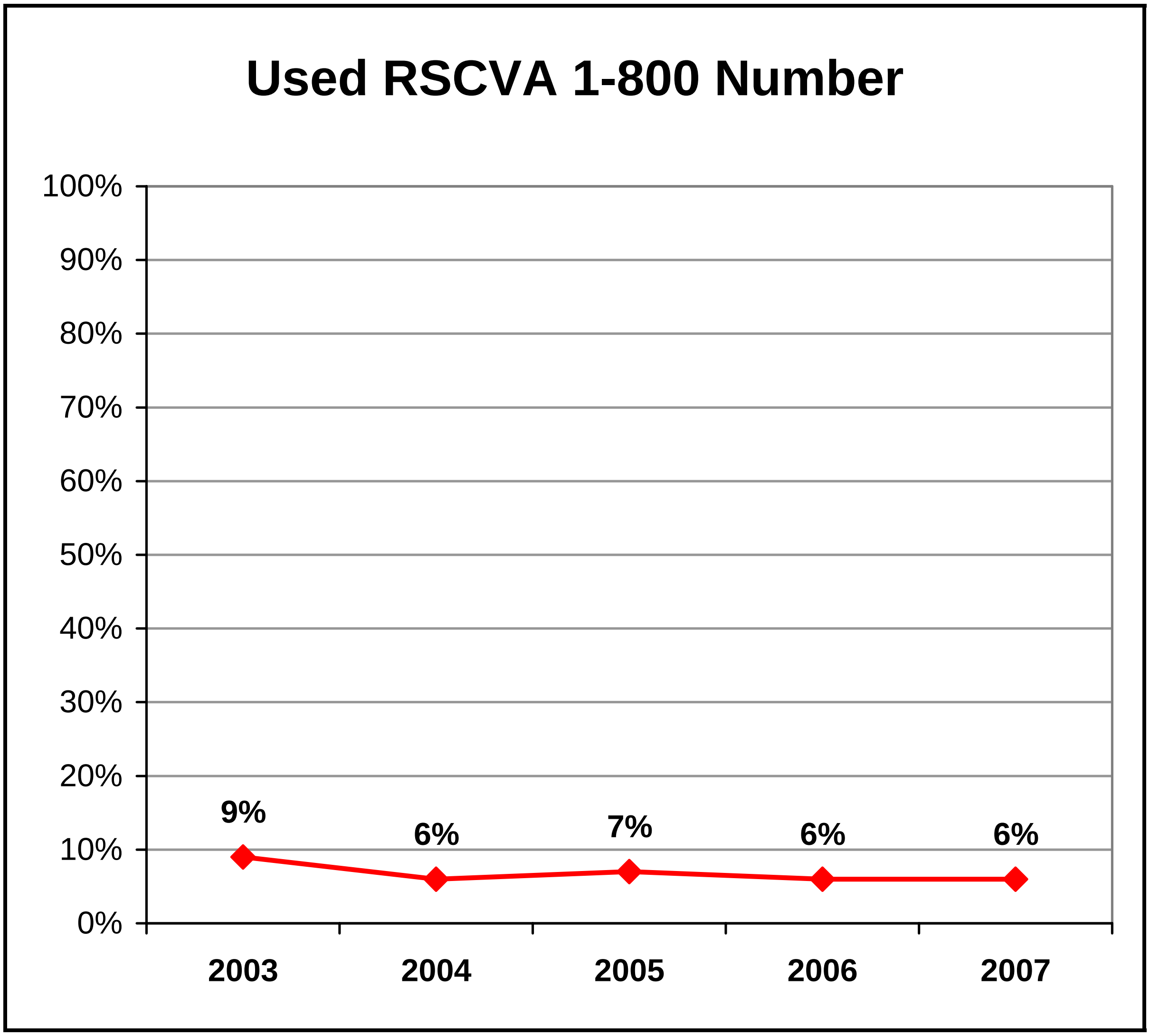


FIGURE 40: AWARENESS OF RSCVA'S TOLL FREE NUMBER

In 2007, nearly one-third (32%) of visitors were aware of the RSCVA 800 Number and 33% of those visitors, or 6% of entire sample, said they had used the RSCVA 800 Number.



*The question was not asked in 2002.

FIGURE 41: SLOGAN FAMILIARITY

In 2007, about one out of four (26%) visitors reported that they were familiar with the Reno-Tahoe slogan. Among those visitors who said they were familiar with the slogan, nearly all indicated the slogan was “The Biggest Little City in the World” (92%) and about 1% indicated it was “America’s Adventure Place.”

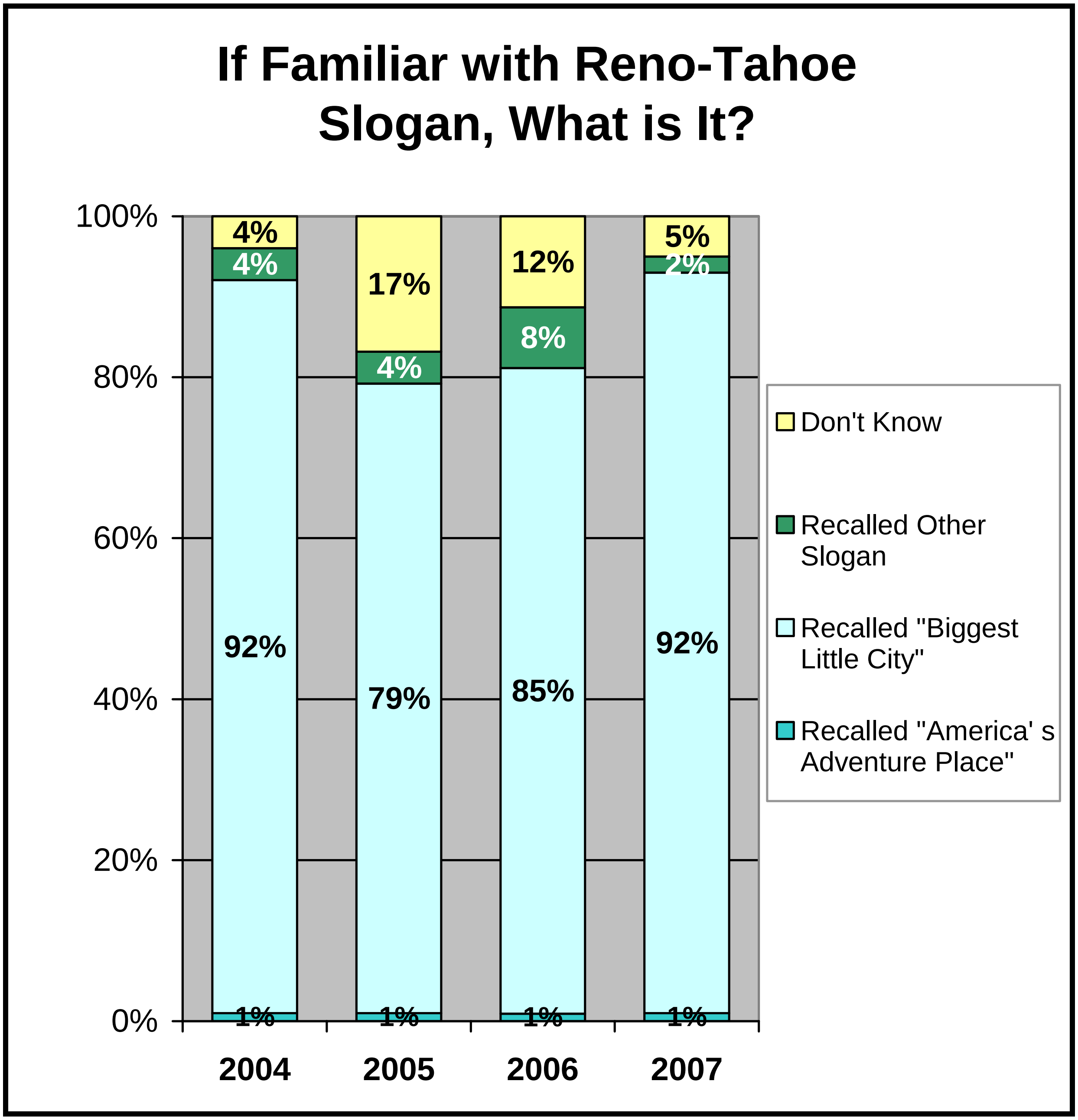
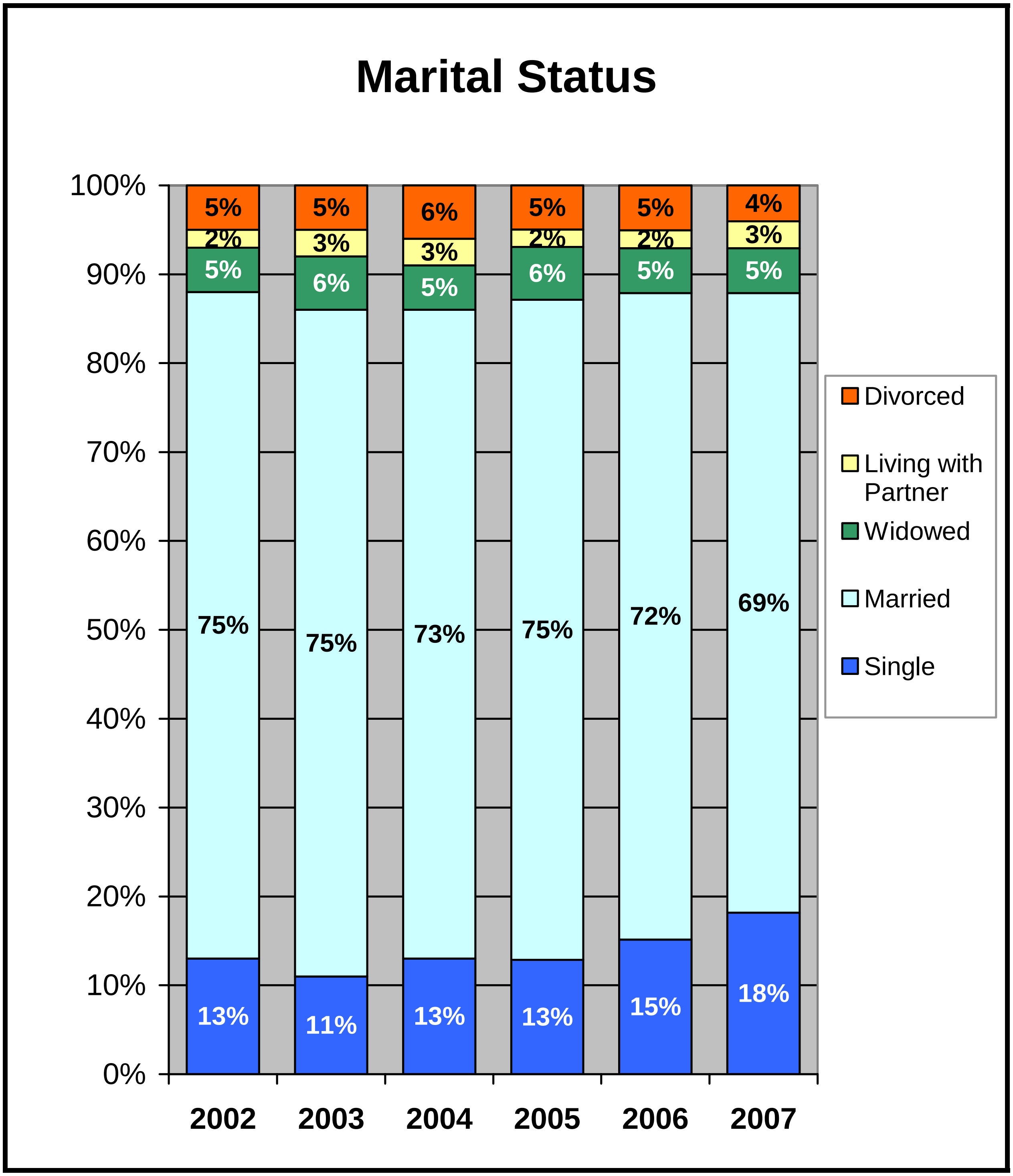


FIGURE 42: DEMOGRAPHICS – Marital Status



* The values for percentages 2% or less are not shown.

FIGURE 43: DEMOGRAPHICS – Children

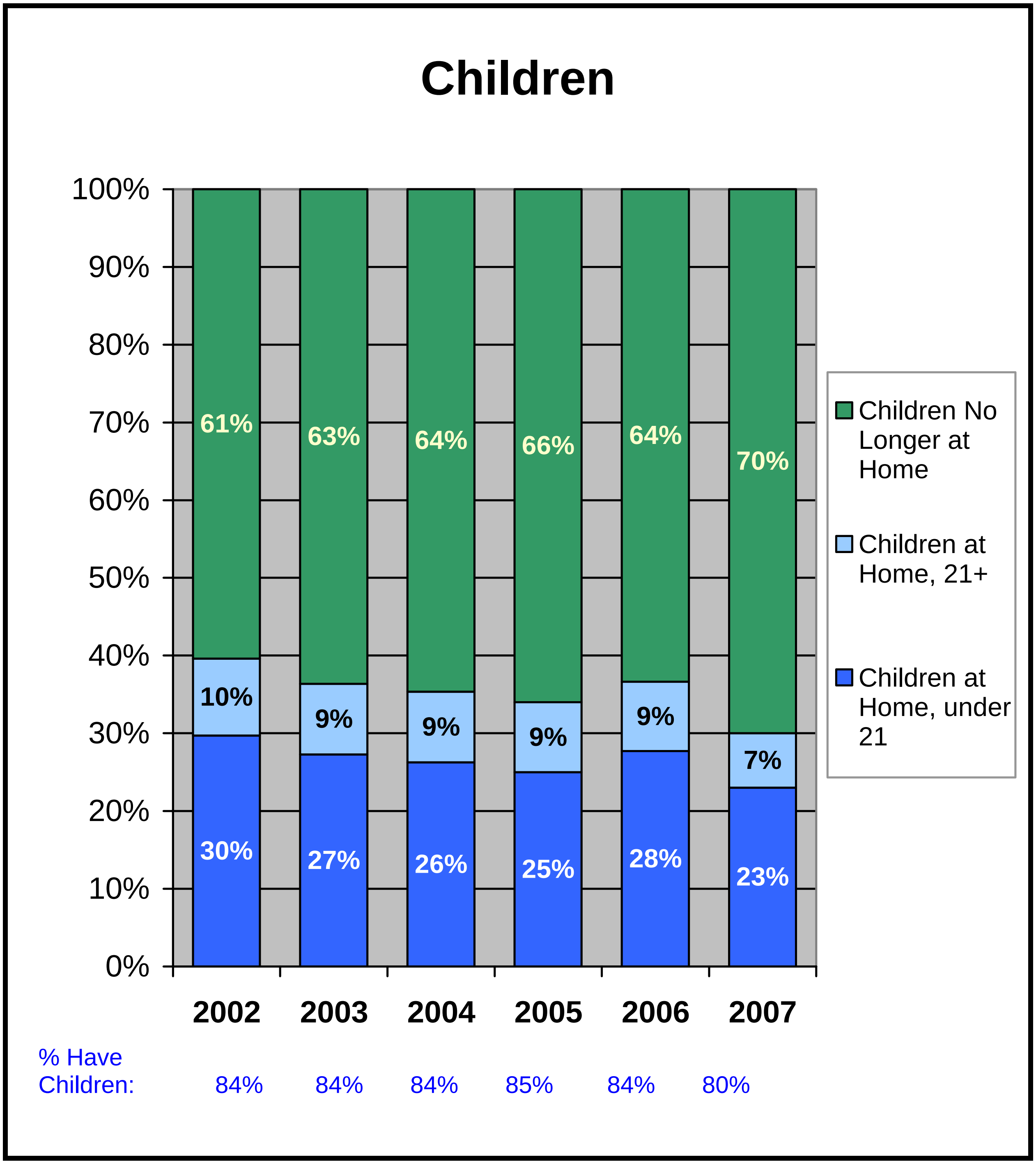


FIGURE 44: DEMOGRAPHICS – Age

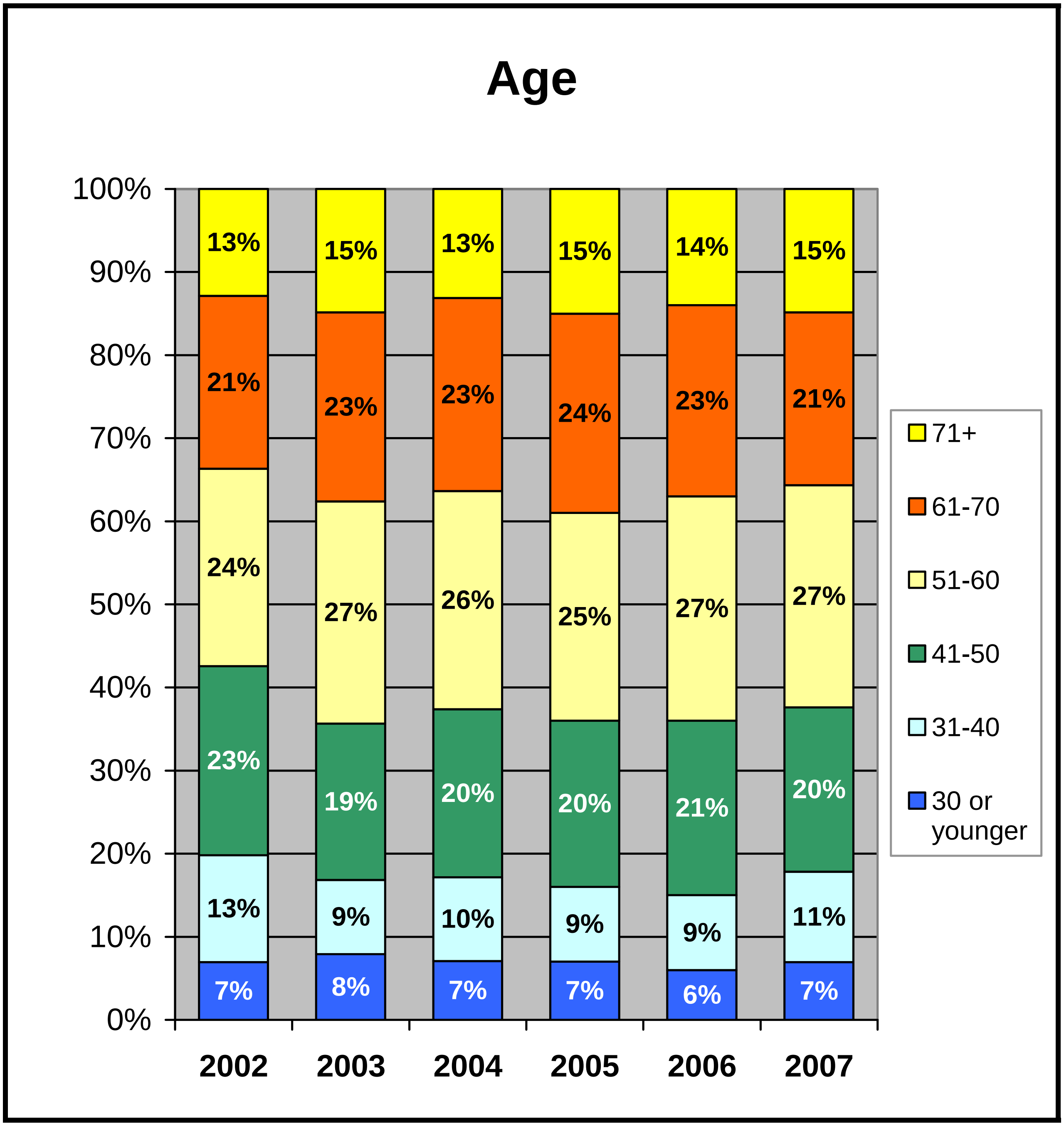


FIGURE 45: DEMOGRAPHICS – Gender of Respondents

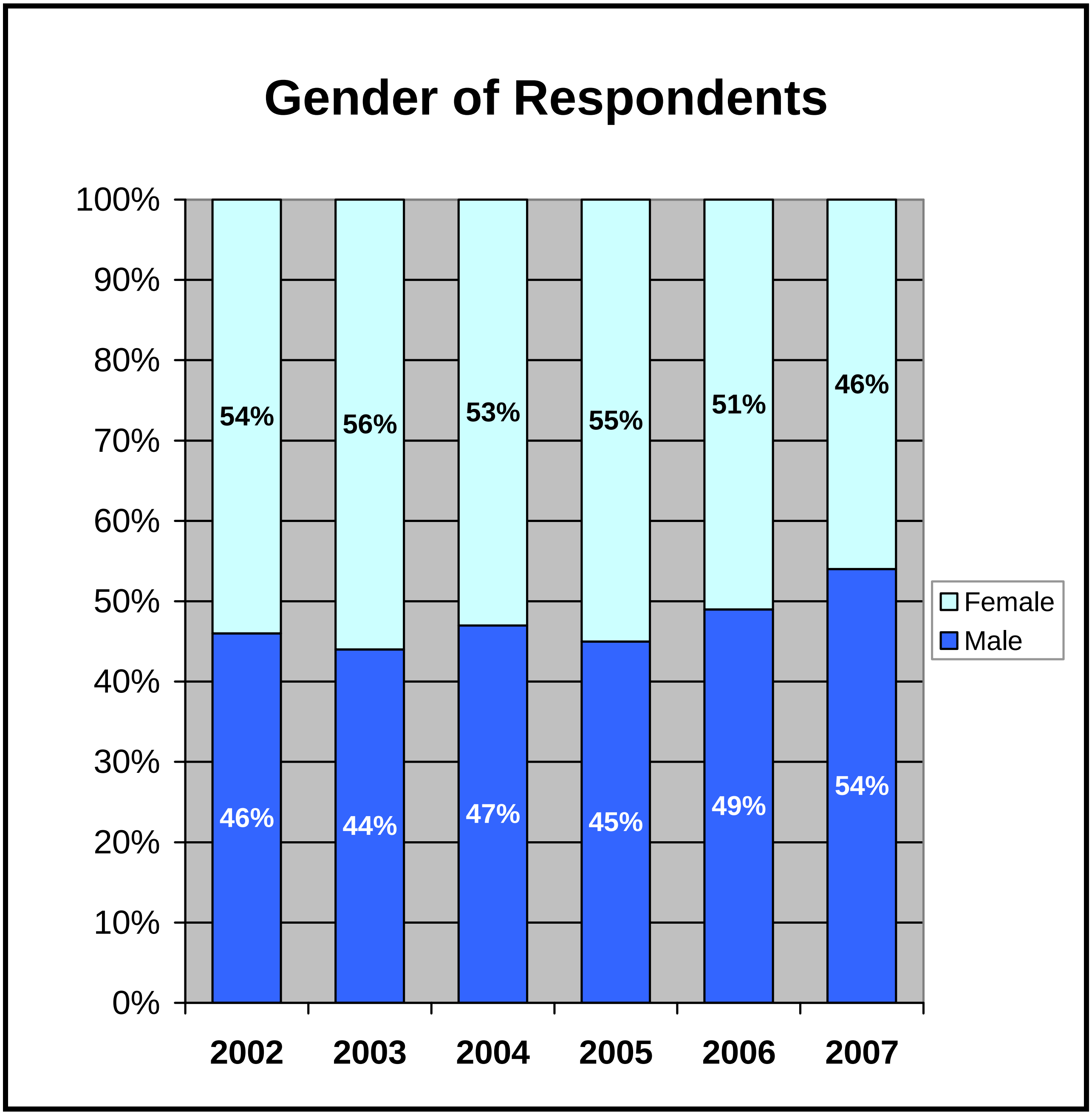
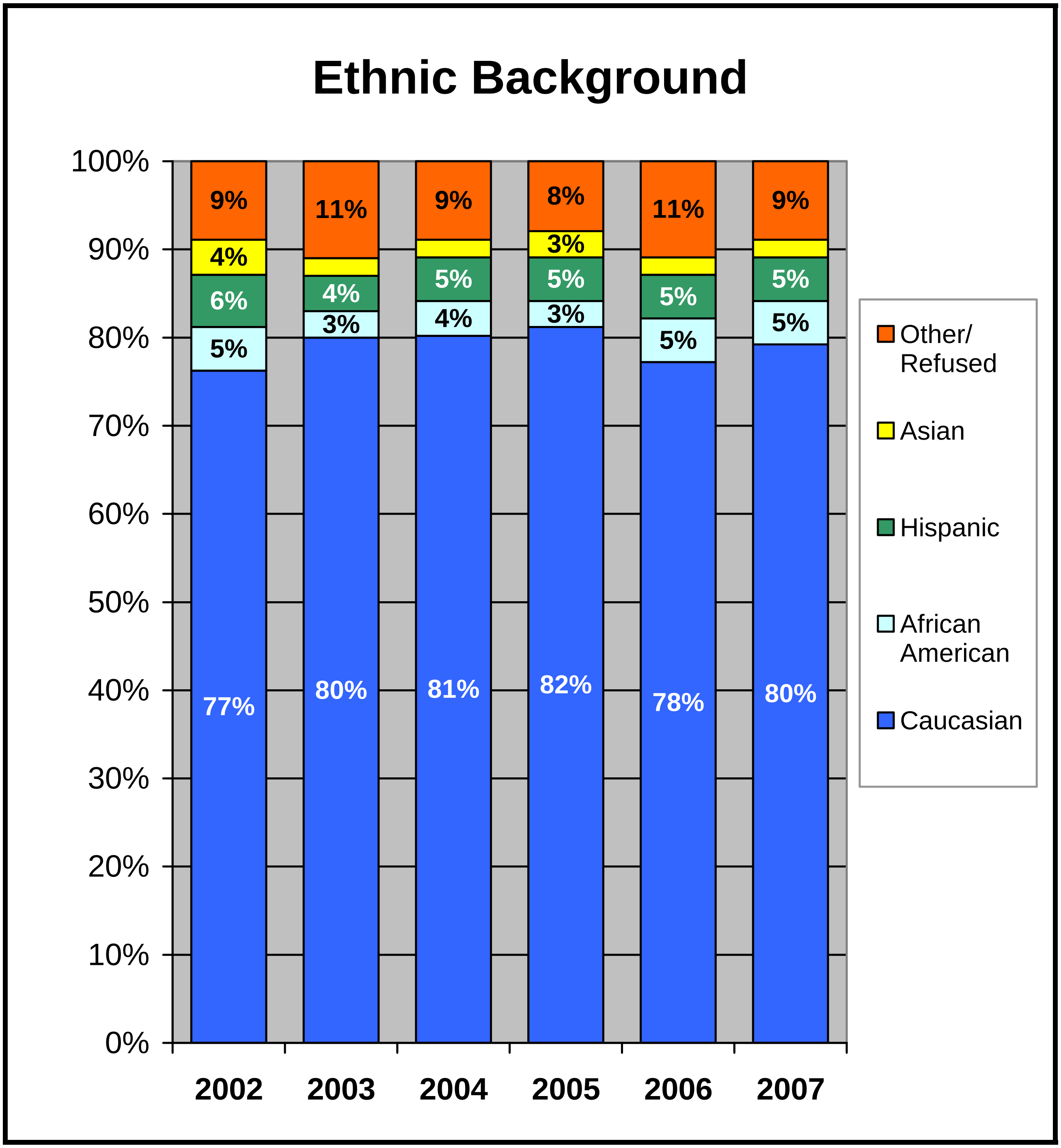


FIGURE 46: DEMOGRAPHICS – Ethnicity



* The values for percentages 2% or less are not shown.

FIGURE 47: DEMOGRAPHICS – Employment Status

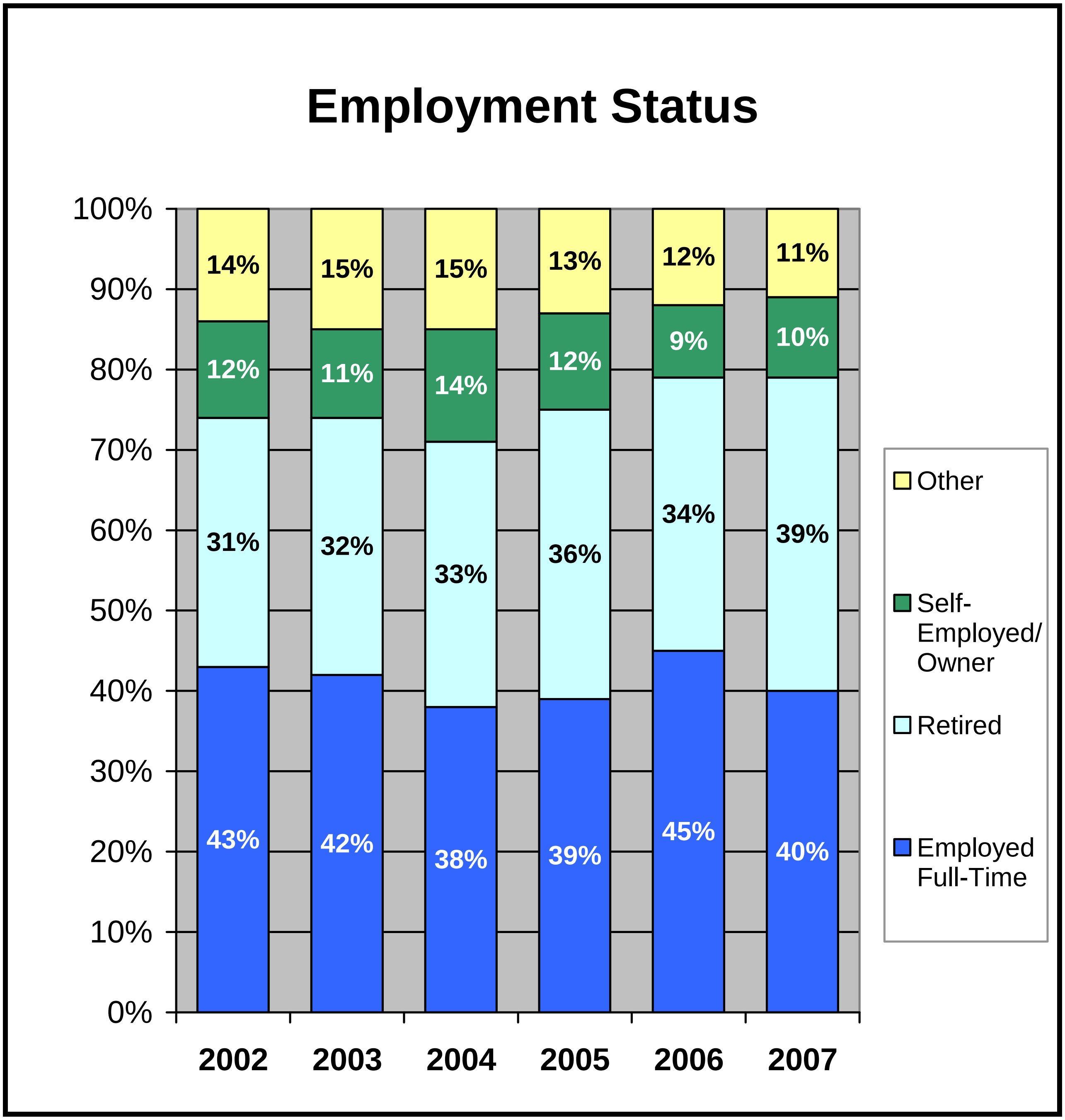
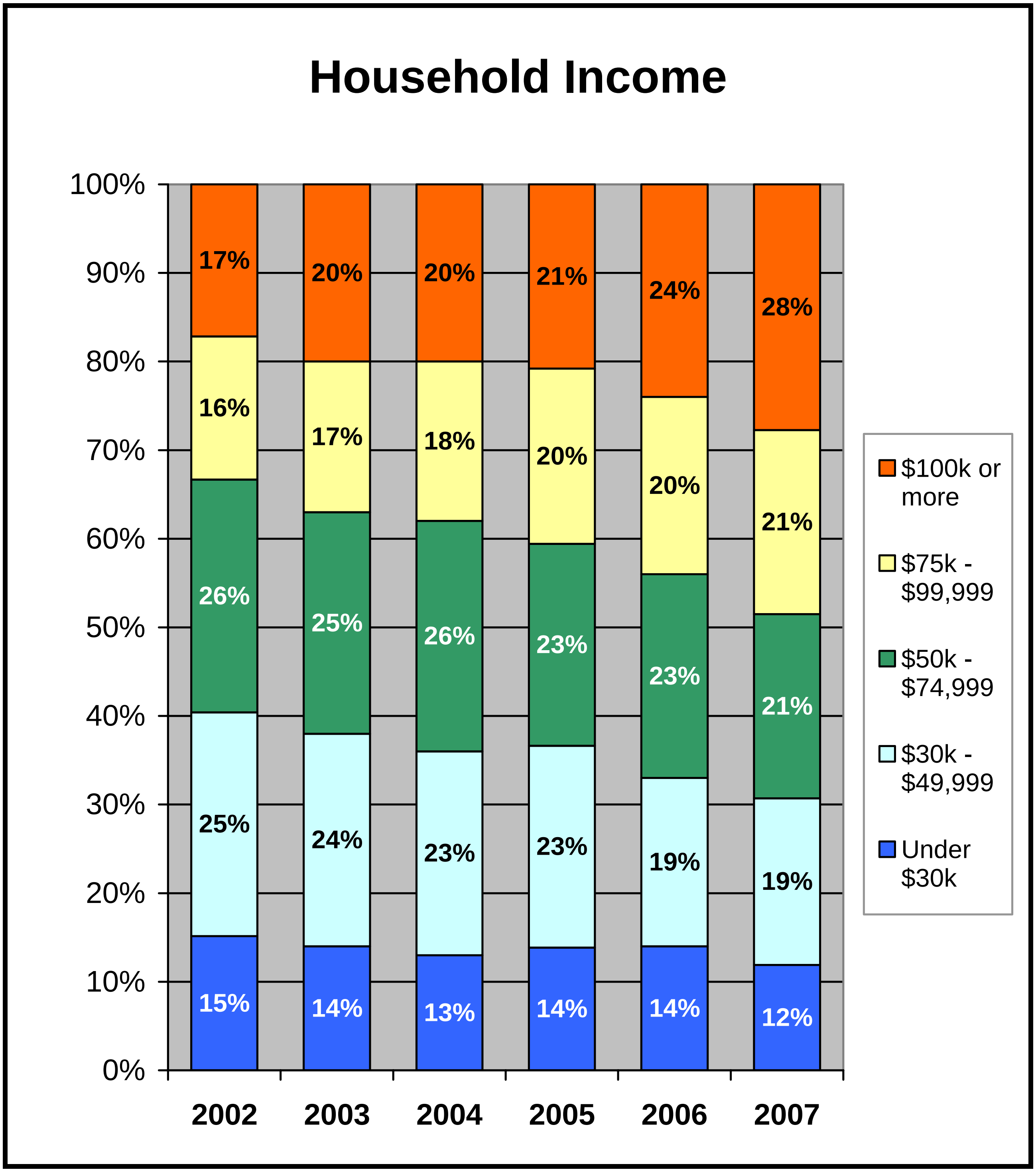


FIGURE 48: DEMOGRAPHICS – Household Income



VISITOR PROFILE STUDY:
FRIENDS AND FAMILY SUPPLEMENT
2007 CALENDAR YEAR

February 2008

Prepared for

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

Study Conducted and Reported by

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

OBJECTIVE

The main purpose of this Visitor Profile Study supplement is to identify more information about out-of-town guests who visit with family or friends who reside in Washoe County.

Although a majority of visitors to the Reno-Tahoe area stay in commercial lodging, a sizeable minority stay with family and friends. Most Convention & Visitors Authorities/Bureaus include these type of visitors in their total visitor count. Therefore, it is worthwhile to gain a more detailed understanding of who these visitors are and what they do while they are in the area.

METHODOLOGY

In 2006 and 2007, InfoSearch International, a Reno-based market research company, conducted over 1,000 telephone interviews each year with local residents to find out if they had hosted any out-of-town guests in the prior 12 months and, if yes, if any of those guests had spent the night at their residence. The surveys were conducted throughout the calendar year.

In 2007, enough interviews were conducted to reach 200 respondents per quarter who had had out-of-town guests in the prior 12 months. Respondents were surveyed about party size, length of stay, visitor demographics, reason for visiting, activities, and spending habits. Respondents were also asked about their perception of the area as a place to host out-of-town guests. The interviews averaged five to six minutes each.

Out of the 1,155 residents of Washoe County who were interviewed in 2007, 55% had out-of-town guests who spent the night at their residence, 14% had out-of-town guests who did not spend the night at their residence, and 31% did not have out-of-town guests in the prior 12 months. In general, a fairly consistent pattern of results was found across all four quarters studied.

KEY 2007 OBSERVATIONS:

- Over half (55%) of locals reported that they had out-of-town guests who spent the night at their residence in the prior 12 months, 14% had out-of-town guests who did not spend the night at their residence, and 31% did not have out-of-town guests.

- Four out of five hosts (80%) who had out-of-town guests stay with them had at least two different sets of overnight guests in the prior 12 months; on average, local hosts had 3 to 4 sets of overnight visitors in that time.

- Among the respondents who had overnight out-of-town guests, nearly half (47%) reported that the most recent visitors stayed two or three nights. Respondents averaged having between two and three guests per visiting party.

- The median age of adult visitors who stayed with friends or family was 47 years old. Nearly half (45%) of the hosts reported that their most recent out-of-town guests were from California. Just over half (54%) traveled to the area by private vehicle, and another 42% flew in by airplane.

- Not surprisingly, about two-thirds of the respondents reported that their most recent out-of-town guests had been to the area primarily to visit family and/or friends.

- About 30% of the hosts estimated that their recent out-of-town guests spent less than $100 per person per trip on food, entertainment, gambling, and shopping combined; 36% estimated that their guests spent between $100 and $299 per person, while 35% estimated that their guests spent $300 or more per person.

- Over four out of five out-of-town guests who stayed with family or friends dined out during their visit, over three-quarters went shopping, two-thirds went downtown, about half gambled and over one out of five saw live entertainment.

- According to local hosts, the special events that the most out-of-town guests attended were the Rib Cook Off, Hot August Nights, Street Vibrations, Artown, and the National Championship Air Races. The recreational activities that out-of-town guests were most likely to participate in were hiking, snow skiing/boarding, and golfing.

- Over half the respondents (65%) indicated that their out-of-town guests had taken a trip to the Lake Tahoe area on their most recent visit; about one out of five sets of guests had stayed overnight in the Lake Tahoe area.

- Over nine out of ten respondents rated the area as a place to host out-of-town guests a 4 or 5 on a 5-point scale with 5 meaning "excellent." Over three out of four indicated that the area had improved as a place to host guests since they had first moved here.

SIGNIFICANT DIFFERENCES BETWEEN 2006 AND 2007:

Percentage Who Reported that Out-of-Town Guests Did the Following:	2006	Significant Change?	2007
Dined Out	81%	↑	88%
Shopped	69%	↑	76%
Went Downtown	57%	↑	66%
Visited Lake Tahoe	56%	↑	65%
Gambled	44%	↑	49%
Attended Rib Cook-Off	38%	↑	44%
Spent $300 or More Per Person on Trip *(Estimated by Host)*	27%	↑	35%
Went Hiking	23%	↑	30%
Attended Artown Event	17%	↑	21%
Attended Great Italian Festival	10%	↑	15%

Percentage of Hosts Who:	2006	Significant Change?	2007
Feel the Area Has Improved as a Place to Host Out-of-Area Guests	73%	↑	77%

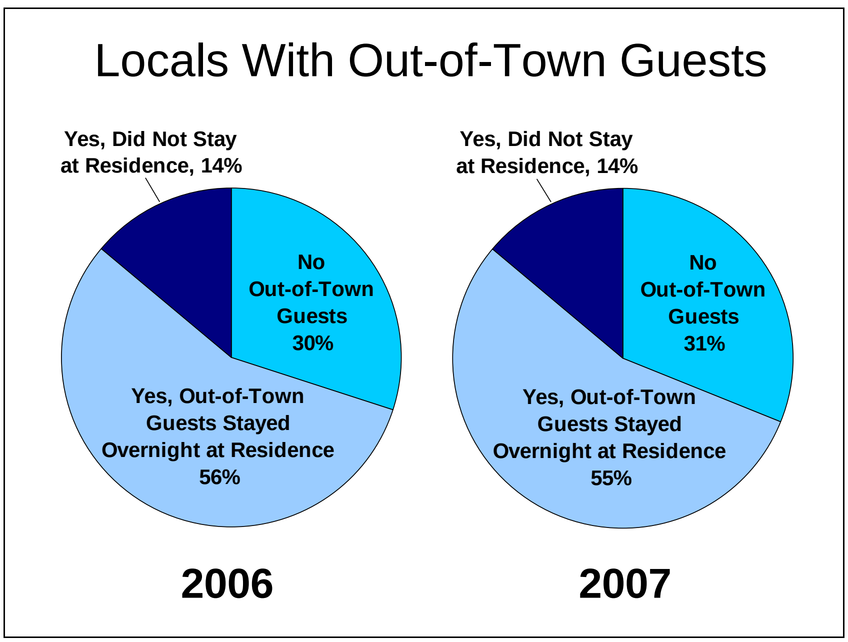
DETAILED FINDINGS

LOCALS WHO HAD OUT-OF-TOWN GUESTS

Question: In the past 12 months, did any out-of-town guests visit you here in the Reno-Tahoe area? [If yes], did any of these out-of-town guests stay overnight at your residence?

Did or Did Not Have Out-of-Town Guests in the Past 12 Months	2006 Total Percent (n=1,088)	2007 Total Percent (n=1,155)	Q1-07 Winter (n=297)	Q2-07 Spring (n=284)	Q3-07 Summer (n=300)	Q4-07 Autumn (n=274)
No – Did Not Have Out-of-Town Guests	**n=326 30%**	**n=355 31%**	n=97 33%	n=84 30%	n=100 33%	n=74 27%
Yes – They Stayed Overnight at Residence	**n=606 56%**	**n=641 55%**	n=161 54%	n=165 58%	n=158 53%	n=157 57%
Yes – Did Not Stay Overnight at Residence	**n=156 14%**	**n=159 14%**	n=39 13%	n=35 12%	n=42 14%	n=43 16%
Yes – Total Guest Sample	**n=762 70%**	**n=800 69%**	n=200 67%	n=200 70%	n=200 67%	n=200 73%

In 2007, as in 2006, about seven out of ten local residents interviewed stated that they had at least one set of out-of-town guests in the past 12 months; three out of ten had not. Just over half stated that their out-of-town guests stayed overnight at their residence. A similar pattern was found in all four quarters studied in 2007.



SETS OF OUT-OF-TOWN GUESTS

Question: **How many different sets of out-of-town guests stayed overnight at your residence in the past 12 months?** *(Excluding Don't Know responses)*

Sets of Out-of-Town, Overnight Guests – Past 12 Months	2006 Total Percent (n=596)	2007 Total Percent (n=629)	Q1-07 Winter (n=159)	Q2-07 Spring (n=164)	Q3-07 Summer (n=154)	Q4-07 Autumn (n=152)
One	**20%**	**20%**	20%	19%	21%	19%
Two	**23%**	**22%**	26%	19%	20%	24%
Three	**19%**	**20%**	21%	17%	18%	23%
Four	**13%**	**14%**	13%	15%	17%	11%
Five	**8%**	**7%**	4%	10%	5%	8%
Six	**8%**	**8%**	7%	8%	11%	5%
Seven or More	**9%**	**9%**	9%	12%	8%	10%
Mean: Sets of Overnight Guests, Past 12 Months	**3.6**	**3.7**	3.5	4.1	3.6	3.6

In both 2006 and 2007, four out of five hosts (80%) who had out-of-town guests had two or more different sets of guests stay with them in the past year. On average (mean), local hosts had 3 to 4 sets of visitors stay with them overnight in the prior 12 months.

Question: **How many different sets of out-of-town guests stayed overnight at your residence in the past <u>3 months</u>?**

Sets of Out-of-Town, Overnight Guests – Past 3 Months	2006 Total Percent (n=603)	2007 Total Percent (n=630)	Q1-07 Winter (n=159)	Q2-07 Spring (n=160)	Q3-07 Summer (n=157)	Q4-07 Autumn (n=154)
Zero	**32%**	**32%**	37%	31%	27%	32%
One	**34%**	**35%**	35%	38%	34%	32%
Two	**22%**	**19%**	15%	19%	22%	21%
Three	**5%**	**6%**	6%	4%	8%	5%
Four	**4%**	**4%**	4%	4%	6%	4%
Five or More	**3%**	**4%**	3%	4%	3%	6%
Mean: Sets of Overnight Guests, Past 3 Months	**1.3**	**1.3**	1.2	1.3	1.5	1.5

In both 2006 and 2007, among the residents who had out-of-town visitors, two-thirds (68%) had hosted guests who stayed overnight in the prior 3 months. On average (mean), hosts had about one set of visitors stay the night at their residence in the prior 3 months.

NIGHTS STAYED: RECENT OUT-OF-TOWN GUESTS

Now, thinking only about the guest or guests who stayed with you most recently:

Question: How many total nights did the out-of-town guest(s) stay at your residence on the most recent trip?

Total Nights Most Recent Guest Party Stayed at Residence	2006 Total Percent (n=594)	2007 Total Percent (n=621)	Q1-07 Winter (n=160)	Q2-07 Spring (n=156)	Q3-07 Summer (n=148)	Q4-07 Autumn (n=157)
One Night	**8%**	**7%**	6%	10%	4%	6%
Two Nights	**27%**	**24%**	27%	24%	24%	22%
Three Nights	**23%**	**23%**	21%	24%	22%	23%
Four Nights	**15%**	**14%**	16%	10%	12%	18%
Five Nights	**8%**	**9%**	8%	5%	14%	8%
Six Nights	**4%**	**4%**	5%	4%	4%	3%
Seven Nights	**7%**	**8%**	8%	6%	12%	7%
Eight Nights or More	**8%**	**11%**	9%	17%	8%	13%
Mean Number of Nights Most Recent Party Stayed	**4.1**	**4.6**	4.5	4.8	4.6	4.5

In 2007, nearly half the respondents (47%) who had guests reported that their most recent visitors stayed two or three nights. On average (mean), guests stayed between four and five nights.

PARTY SIZE: RECENT OUT-OF-TOWN GUESTS

Question: **How many total people were in the most recent out-of-town guest party to stay at your residence**?

Total People in Most Recent Guest Party	2006 Total Percent (n=593)	2007 Total Percent (n=631)	Q1-07 Winter (n=161)	Q2-07 Spring (n=161)	Q3-07 Summer (n=154)	Q4-07 Autumn (n=155)
One Person	**25%**	**26%**	29%	32%	24%	19%
Two	**40%**	**41%**	34%	44%	46%	43%
Three	**16%**	**16%**	18%	12%	16%	19%
Four	**12%**	**10%**	12%	9%	8%	10%
Five People or More	**8%**	**7%**	7%	3%	6%	9%
Mean Number of Guests in Most Recent Party	**2.5**	**2.4**	2.4	2.1	2.3	2.5

In both 2006 and 2007, about one quarter (26%) had one guest stay with them most recently, two out of five (41%) had two guests in the party, about one quarter (26%) had three or four guests in the most recent party. Respondents averaged between two and three guests per party.

AGE: RECENT OUT-OF-TOWN GUESTS

Question: *(If one person in most recent party)* **Which age group best describes this out-of-town guest**? *(Excludes Don't Know Responses)*

Age of Guest *(If Only One in Party)*	**2006 Total Percent (n=144)**	**2007 Total Percent (n=163)**	**Q1-07 Winter (n=45)**	**Q2-07 Spring (n=51)**	**Q3-07 Summer (n=37)**	**Q4-07 Autumn (n=30)**
< 18 Years Old	**5%**	**4%**	4%	2%	5%	3%
18-29	**13%**	**15%**	13%	14%	13%	20%
30-39	**17%**	**8%**	7%	8%	5%	13%
40-49	**19%**	**28%**	27%	26%	30%	30%
50-59	**22%**	**15%**	13%	18%	14%	17%
60-69	**11%**	**19%**	22%	18%	22%	13%
70 Years or Older	**13%**	**12%**	13%	16%	11%	3%

In 2007, among respondents who had only one guest in their most recent out-of-town party, 4% were children (less than 18 years old), half (50%) were age 18 to 49, and 46% were age 50 or older.

Question: *(If two or more guests in most-recent party)* **How many of the out-of-town guests in this party were adults age 18 or older**?

Number of Adults (Age 18+) in Most Recent Party	**2006 Total Percent (n=454)**	**2007 Total Percent (n=471)**	**Q1-07 Winter (n=102)**	**Q2-07 Spring (n=114)**	**Q3-07 Summer (n=120)**	**Q4-07 Autumn (n=118)**
Zero Adults	**1%**	**<1%**	1%	0%	1%	0%
One	**6%**	**4%**	4%	4%	3%	4%
Two	**65%**	**69%**	62%	73%	72%	70%
Three	**13%**	**13%**	17%	6%	14%	15%
Four	**10%**	**8%**	9%	12%	7%	5%
Five Adults or More	**6%**	**6%**	7%	5%	3%	6%
Mean # of Adults	**2.4**	**2.5**	2.6	2.5	2.4	2.5

Among the respondents who had a party of 2 or more guests stay with them most recently, about two-thirds (69%) reported that their out-of-town party consisted of two adults, age 18 or older, in 2007.

Question: *(If two or more guests in most-recent party)* **Which age group best describes the <u>oldest</u> out-of-town guest in the most recent group?**

Age Range of Oldest Guest *(If Two or More in Party)*	2006 Total Percent (n=458)	2007 Total Percent (n=476)	Q1-07 Winter (n=115)	Q2-07 Spring (n=114)	Q3-07 Summer (n=120)	Q4-07 Autumn (n=127)
< 18 Years Old	**1%**	**1%**	0%	0%	2%	1%
18-29	**8%**	**8%**	10%	7%	5%	10%
30-39	**19%**	**14%**	12%	17%	10%	17%
40-49	**22%**	**21%**	18%	19%	24%	24%
50-59	**22%**	**24%**	30%	21%	28%	29%
60-69	**17%**	**19%**	18%	22%	17%	18%
70 Years or Older	**11%**	**13%**	10%	14%	15%	12%

In 2007, nearly half (45%) of the respondents, who had a party of 2 or more guests stay with them most recently, reported that the oldest guest in the party was 40 to 59 years old. Nearly one-third (32%) indicated the oldest guest in their most recent party was 60 years or older, while 23% said the oldest was less than 40 years old.

Question: *(If two or more guests in most-recent party)* **Which age group best describes the <u>youngest</u> out-of-town guest in the most recent group?**

Age Range of Youngest Guest *(If Two or More in Party)*	2006 Total Percent (n=458)	2007 Total Percent (n=474)	Q1-07 Winter (n=115)	Q2-07 Spring (n=114)	Q3-07 Summer (n=119)	Q4-07 Autumn (n=126)
< 18 Years Old	**32%**	**26%**	26%	25%	26%	27%
18-29	**22%**	**23%**	27%	20%	20%	24%
30-39	**12%**	**14%**	17%	12%	9%	17%
40-49	**11%**	**13%**	9%	14%	17%	14%
50-59	**12%**	**14%**	12%	12%	19%	12%
60-69	**7%**	**7%**	6%	9%	7%	6%
70 Years or Older	**4%**	**3%**	4%	7%	3%	1%

In 2007, about one-quarter of respondents (26%) whose most recent guests were a party of 2 or more indicated that the youngest guest in the group was less than 18 years old. Half (50%) reported the youngest guest was between 18 and 49 years old; and another quarter (24%) said their youngest guest was 50 years or older.

Median Age of Adult Visitors Who Stayed with Family/Friends	**2006 Total (n=598)**	**2007 Total (n=634)**	**Q1-07 Winter (n=147)**	**Q2-07 Spring (n=165)**	**Q3-07 Summer (n=157)**	**Q4-07 Autumn (n=148)**
Median Age of Adult Visitors *(Estimate)*	**48 Years**	**47 Years**	47 Years	48 Years	48 Years	45 Years

The median age of adult visitors who stayed in non-commercial accommodations (with friends or family) was estimated to be about 48 years old in 2006 and 47 years old in 2007.

ORIGIN: RECENT OUT-OF-TOWN GUESTS

Question: **In what state – or country if outside the U.S. – does the guest (do the guests) who stayed most recently with you normally reside?** *(If more than one geographic area was mentioned, the first one was coded.)*

Out-of-Town Guests' Residence	2006 Total Percent (n=606)	2007 Total Percent (n=641)	Q1-07 Winter (n=161)	Q2-07 Spring (n=165)	Q3-07 Summer (n=158)	Q4-07 Autumn (n=157)
California	**49%**	**45%**	47%	46%	46%	40%
Oregon	**4%**	**6%**	7%	4%	6%	7%
Washington	**3%**	**6%**	4%	7%	6%	5%
Nevada	**6%**	**5%**	4%	6%	3%	5%
Arizona	**3%**	**4%**	3%	3%	4%	6%
Other States in U.S.	**26%**	**27%**	27%	27%	29%	29%
Outside 50 U.S. States	**9%**	**7%**	8%	7%	6%	8%

In 2007, nearly half the respondents (45%) reported that their most recent out-of-town guests reside in California. In addition, about 6% were from Oregon, 6% were from Washington, and 5% were from elsewhere in Nevada.

PRIMARY METHOD OF TRAVEL: RECENT OUT-OF-TOWN GUESTS

Question: **Did your out-of-town guest(s) travel primarily by airplane, private vehicle, recreational vehicle, train or bus to visit the Reno-Tahoe area?**

Primary Mode of Transportation	2006 Total Percent (n=606)	2007 Total Percent (n=641)	Q1-07 Winter (n=161)	Q2-07 Spring (n=165)	Q3-07 Summer (n=158)	Q4-07 Autumn (n=157)
Private Vehicle (Car/Truck)	**52%**	**54%**	57%	50%	49%	60%
Airplane	**44%**	**42%**	41%	44%	46%	38%
Recreational Vehicle (RV)	**2%**	**1%**	0%	1%	1%	1%
Bus	**1%**	**1%**	0%	1%	1%	2%
Train	**1%**	**1%**	1%	1%	1%	0%
Other	**1%**	**2%**	1%	3%	3%	0%

In both 2006 and 2007, just over half of the most recent out-of-town visitors traveled to the area by private vehicle and about 40% flew in by airplane.

PRIMARY REASON FOR VISIT: RECENT OUT-OF-TOWN GUESTS

Question: **What was the <u>primary</u> reason your most recent out-of-town guest(s) traveled to the area?** *(do not read; select only one)*

Primary Reason for Out-of-Town Guests' Visit to Area	2006 Total Percent (n=606)	2007 Total Percent (n=641)	Q1-07 Winter (n=161)	Q2-07 Spring (n=165)	Q3-07 Summer (n=158)	Q4-07 Autumn (n=157)
To Visit Family or Friends (including the respondent)	**68%**	**66%**	67%	62%	75%	59%
To Take a Vacation / For a Getaway	**6%**	**9%**	7%	9%	6%	15%
To Attend a Special Local Event (e.g., Hot August Nights)	**3%**	**3%**	2%	2%	4%	6%
To Attend a Major Social Event (e.g., wedding)	**2%**	**2%**	1%	1%	1%	5%
To Work / For Business	**2%**	**2%**	1%	6%	1%	1%
To Participate in Recreation/ Sports (e.g., to hike, snowboard)	**1%**	**1%**	3%	1%	0%	1%
To Gamble	**1%**	**1%**	1%	1%	2%	0%
To Attend Convention, Trade Show	**1%**	**1%**	1%	0%	1%	0%
Passing Through to Another Destination	**1%**	**1%**	2%	3%	0%	1%
To Sightsee (e.g., to see Lake Tahoe, scenery)	**1%**	**1%**	2%	1%	0%	1%
To See a Show, For Entertainment	**1%**	**1%**	1%	1%	1%	0%
Other	**14%**	**12%**	12%	14%	9%	12%

In 2006 and 2007, about two-thirds of respondents reported that their most recent out-of-town guests had been to the area to visit family or friends; this is not a surprising result given that this sample, by definition, had to have visited with family and/or friends in the area. Another primary reason for visiting was to take a vacation.

In the 4th quarter of 2007, more guests visited primarily to take a vacation than in other quarters. Additionally, in the 3rd and 4th quarters more guests visited primarily to attend a special event than they did in the 1st and 2nd quarters.

ESTIMATED SPENDING PER TRIP: RECENT OUT-OF-TOWN GUESTS

Question: **In general, how much would you estimate that your out-of-town guest(s) spent overall <u>per person</u> for food, entertainment, gambling, and shopping on their most recent <u>trip</u> to the area?** *(Excludes Don't Know Responses)*

Total Amount Spent Per Person During Trip *(Estimated by Host)*	**2006 Total Percent (n=493)**	**2007 Total Percent (n=516)**	**Q1-07 Winter (n=128)**	**Q2-07 Spring (n=129)**	**Q3-07 Summer (n=128)**	**Q4-07 Autumn (n=131)**
Less than $50	**17%**	**13%**	15%	12%	10%	13%
$50 to less than $100	**24%**	**17%**	16%	19%	14%	17%
$100 to less than $300	**33%**	**36%**	34%	42%	34%	35%
$300 to less than $500	**13%**	**16%**	13%	13%	18%	18%
$500 to less than $1,000	**8%**	**12%**	15%	9%	16%	8%
$1,000 + per	**6%**	**7%**	8%	5%	7%	9%

In 2007, 30% of local hosts estimated that their recent out-of-town guests spent less than $100 per person per trip on food, entertainment, gambling, and shopping combined; over one-third (36%) estimated that their guests spent $100 to less than $300 per person, while 35% estimated that their guests spent $300 or more per person.

The percentage of respondents who estimated that their out-of-town guests spent at least $300 per person on their most recent trip to the area increased significantly from 27% in 2006 to 35% in 2007.

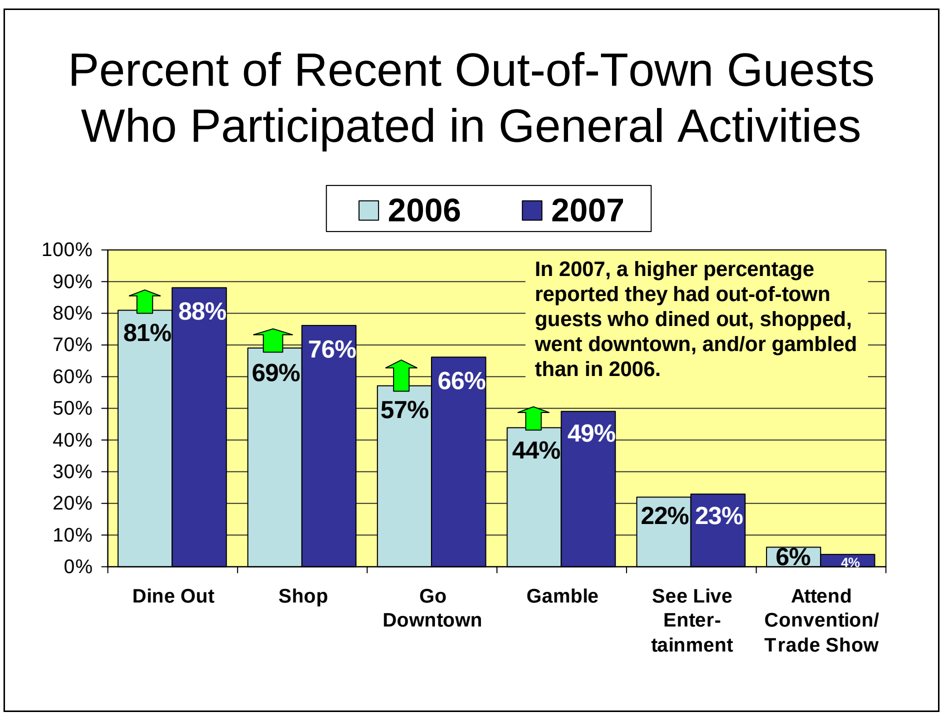
GENERAL ACTIVITIES: RECENT OUT-OF-TOWN GUESTS

Question: **While here in the area, did your most recent out-of-town guest(s) … ?** *(Multiple responses allowed)*

Activities While in the Area *(Percent Yes)*	**2006 Total Percent (n=606)**	**2007 Total Percent (n=641)**	**Q1-07 Winter (n=161)**	**Q2-07 Spring (n=165)**	**Q3-07 Summer (n=158)**	**Q4-07 Autumn (n=157)**
Dine out	**81%**	**88%**	90%	86%	92%	82%
Shop	**69%**	**76%**	76%	72%	79%	76%
Go downtown	**57%**	**66%**	67%	62%	70%	66%
Gamble	**44%**	**49%**	46%	47%	58%	45%
See live entertainment	**22%**	**23%**	30%	19%	22%	19%
Attend convention or trade show	**6%**	**4%**	5%	4%	5%	2%

In 2007, the majority of guests who stayed with family or friends dined out (88%), went shopping (76%), and went downtown (66%) during their visit.

The percentage of respondents who reported that their out-of-town guests dined out, shopped, went downtown and/or gambled increased significantly from 2006 to 2007.



SPECIAL EVENTS & RECREATIONAL ACTIVITIES: ALL OUT-OF-TOWN GUESTS

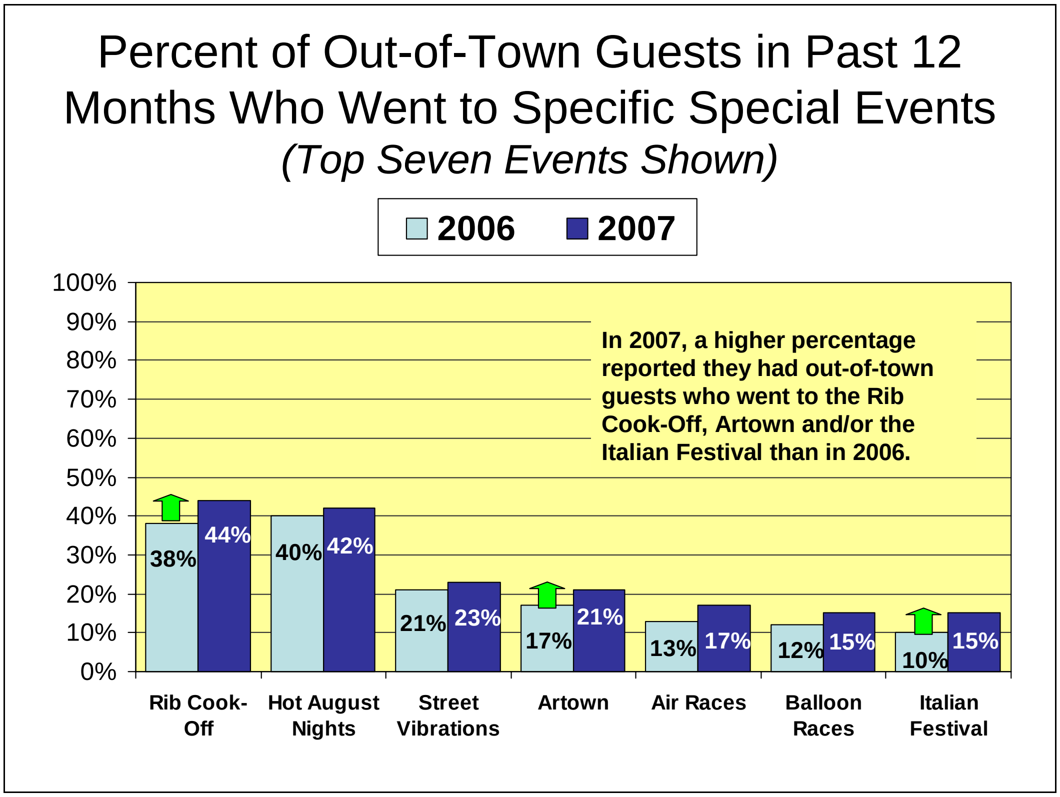
Now, thinking about all the out-of-town guests who visited you in the past 12 months, including those who did not stay overnight:

Question: **In the past 12 months, did any out-of-town guests go to any of the following special events in the Reno-Tahoe area? That is, did any of your out-of-town guests go to the …** *(Percent "Yes"; Multiple responses allowed)*

Local Special Events Attended by Out-of-Town Guests in Past 12 Months	2006 Total Percent (n=761)	2007 Total Percent (n=800)	Q1-07 Winter (n=200)	Q2-07 Spring (n=200)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
Best-in-the-West Rib Cook-Off	**38%**	**44%**	46%	45%	42%	44%
Hot August Nights	**40%**	**42%**	42%	43%	42%	43%
Street Vibrations	**21%**	**23%**	26%	20%	22%	25%
Artown *(Any Event)*	**17%**	**21%**	22%	23%	24%	16%
Nat. Championship Air Races	**13%**	**17%**	18%	15%	17%	18%
Great Reno Balloon Races	**12%**	**15%**	20%	12%	12%	17%
Great Italian Festival	**10%**	**15%**	15%	18%	9%	17%
Reno Rodeo	**12%**	**13%**	14%	14%	14%	9%
Reno River Festival *(Kayaking)*	**9%**	**13%**	15%	12%	12%	15%
Lake Tahoe Shakespeare	**12%**	**11%**	14%	13%	7%	9%
Reno Tahoe Open *(PGA Golf)*	**6%**	**7%**	8%	6%	7%	5%
WAC Basketball Tournament	**6%**	**6%**	4%	9%	6%	5%
Lake Tahoe Jazz Festival	**4%**	**5%**	7%	4%	4%	5%
Volleyball Festival	**4%**	**4%**	2%	6%	8%	1%
Professional Bull Riders *(March)*	**3%**	**3%**	5%	2%	2%	2%
Pro Wakeboard Tour	**3%**	**3%**	3%	3%	4%	4%
Tour de Nez *(Bicycling)*	**2%**	**3%**	4%	4%	1%	4%
Western Police/Fire Games	**1%**	**3%**	3%	4%	2%	3%
X-Treme Bulls Nat. Finals *(Oct.)*	**1%**	**2%**	3%	2%	1%	2%
Reno Tahoe Odyssey *(Relay)*	**1%**	**2%**	2%	2%	1%	2%

According to local hosts in the 2007 survey, the highest percentage of out-of-town guests attended the Best-in-the-West Rib Cook Off (44%), Hot August Nights (42%), Street Vibrations (23%), and Artown (21%) in the prior 12 months.

The percentage of respondents who reported that their out-of-town guests went to the Rib Cook-Off, Artown, and/or the Great Italian Festival increased significantly from 2006 to 2007.

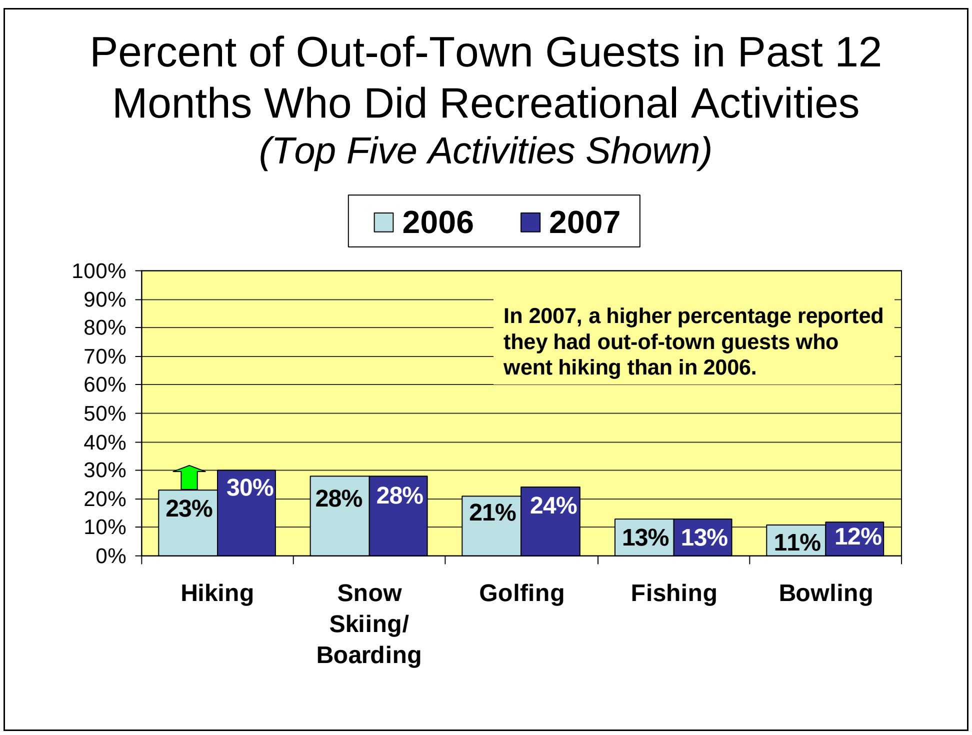


Question: **In the past <u>12 months</u>, did any of your out-of-town guests participate in any of the following recreational activities while here in the area?**

Local Recreation of Out-of-Town Guests in the Past 12 Months	2006 Total Percent (n=757)	2007 Total Percent (n=800)	Q1-07 Winter (n=200)	Q2-07 Spring (n=200)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
Hiking	**23%**	**30%**	33%	28%	30%	30%
Snow Skiing or Boarding	**28%**	**28%**	36%	33%	21%	24%
Golfing	**21%**	**24%**	25%	23%	24%	26%
Fishing	**13%**	**13%**	13%	17%	10%	12%
Bowling	**11%**	**12%**	12%	15%	8%	13%
Bicycling	**10%**	**11%**	13%	11%	12%	10%
Rafting	**3%**	**6%**	6%	5%	10%	6%
Kayaking	**4%**	**5%**	8%	4%	6%	3%

According to local hosts in 2007, of the eight activities listed, the highest percentage of out-of-town guests participated in hiking (30%), snow skiing/boarding (28%), and golfing (24%).

The percentage of respondents who reported that their out-of-town guests went hiking increased significantly from 23% in 2006 to 30% in 2007.



VISITATION TO LAKE TAHOE

Question: *(If zip code is not in the Incline Village area)* **While in the region, did your out-of-town guests take a trip to the Lake Tahoe area on their most recent visit?**

Visit Lake Tahoe Area	2006 Total Percent (n=747)	2007 Total Percent (n=800)	Q1-07 Winter (n=200)	Q2-07 Spring (n=200)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
Yes	**56%**	**65%**	62%	65%	66%	66%
No / Don't Know	**44%**	**35%**	38%	35%	34%	34%

In 2007, two-thirds of local hosts reported that their out-of-town guests went to Lake Tahoe while visiting the Reno area.

The percentage of respondents who reported visitation to Lake Tahoe increased significantly from 56% in 2006 to 65% in 2007.

Question: *(If yes to visiting Lake Tahoe)* **Did they spend the night in the Lake Tahoe area?**

Spend Night in Lake Tahoe (If Visited)	2006 Total Percent (n=420)	2007 Total Percent (n=518)	Q1-07 Winter (n=124)	Q2-07 Spring (n=130)	Q3-07 Summer (n=132)	Q4-07 Autumn (n=132)
Yes	**23%**	**21%**	22%	20%	16%	27%
No / Don't Know	**77%**	**79%**	78%	80%	84%	73%

In 2007, of the hosts who reported their guests went to Lake Tahoe, 21% indicated their out-of-town guests stayed the night in Tahoe.

Question: *(If yes, guests spent the night at Lake Tahoe)* **Did they spend the night in the north or south Lake Tahoe area?**

Spend Night in North or South Lake Tahoe Area *(If Spent Night)*	**2006 Total Percent (n=95)**	**2007 Total Percent (n=109)**	**Q1-07 Winter (n=27)**	**Q2-07 Spring (n=26)**	**Q3-07 Summer (n=21)**	**Q4-07 Autumn (n=35)**
North Lake Tahoe	**35%**	**41%**	33%	50%	38%	43%
South Lake Tahoe	**50%**	**43%**	48%	39%	43%	43%
Both Areas *(volunteered)*	**7%**	**8%**	11%	4%	10%	9%
Other Area *(volunteered)*	**8%**	**7%**	7%	8%	10%	6%

In 2007, about 43% of hosts who reported that their guests stayed overnight in Tahoe specified that their guests stayed in South Lake Tahoe while 41% said they stayed in North Lake Tahoe.

HOSTS' PERCEPTION OF AREA

Question: **On a scale of 1 to 5 – where 1 is "poor" and 5 is "excellent" – how would you rate the area as a place to host out-of-town guests?** *(Excluding Don't Know Responses)*

Hosts' Rating of Area as a Place for Out-of-Town Guests	2006 Total Percent (n=751)	2007 Total Percent (n=796)	Q1-07 Winter (n=199)	Q2-07 Spring (n=198)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=199)
5 (excellent)	**59%**	**60%**	60%	58%	68%	52%
4	**31%**	**32%**	31%	34%	28%	36%
3	**8%**	**6%**	8%	7%	3%	8%
2	**2%**	**1%**	1%	1%	1%	1%
1 (poor)	**1%**	**1%**	1%	1%	1%	3%
Mean Rating	**4.5**	**4.5**	4.5	4.5	4.6	4.4

In both 2006 and 2007, at least 90% of respondents rated the area as a 4 or 5, on a five-point scale, as a place to host guests; over half thought the area was a 5, or "excellent," for hosting guests. On average the mean rating was a 4.5 in both 2006 and 2007.

Question: *(If respondent/host has lived in area two or more years)* **Since you have lived in this area, do you feel that the area has improved, remained about the same, or declined as a place to host out-of-town guests?**

Changes to Area as a Place to Host Out-of-Town Guests	2006 Total Percent (n=715)	2007 Total Percent (n=774)	Q1-07 Winter (n=195)	Q2-07 Spring (n=195)	Q3-07 Summer (n=191)	Q4-07 Autumn (n=193)
Improved	**73%**	**77%**	77%	80%	76%	76%
About the Same	**12%**	**13%**	15%	10%	14%	14%
Declined	**11%**	**6%**	7%	5%	5%	9%
Don't Know/Refused	**4%**	**3%**	2%	6%	4%	1%

In 2007, three out of four respondents (77%) indicated that the area had improved as a place to host out-of-town guests. *The percentage of respondents who reported that the area has improved increased significantly from 73% in 2006 to 77% in 2007; the percentage that reported that the area had declined as a place to host out-of-town guests decreased from 11% to 6%.*

DEMOGRAPHICS OF RESPONDENTS (HOSTS)

Question: *(Gender of Respondent – Coded, not Asked)*

Gender of Respondent	2006 Total Percent (n=762)	2007 Total Percent (n=800)	Q1-07 Winter (n=200)	Q2-07 Spring (n=200)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
Male	**44%**	**50%**	44%	48%	50%	60%
Female	**56%**	**50%**	56%	52%	50%	40%

Question: How long have you personally lived in the Reno-Tahoe area?

Host's Length of Residence	2006 Total Percent (n=761)	2007 Total Percent (n=797)	Q1-07 Winter (n=199)	Q2-07 Spring (n=198)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
Less than 2 years	**6%**	**3%**	3%	3%	5%	4%
2 but < 5 years	**11%**	**10%**	10%	10%	10%	12%
5 but < 10 years	**14%**	**13%**	11%	13%	14%	13%
10 but < 15 years	**11%**	**11%**	13%	11%	11%	10%
15 but < 20 years	**9%**	**9%**	8%	10%	10%	9%
20 or more years	**49%**	**54%**	56%	54%	51%	53%

Question: What zip code do you live in?

Zip Code of Respondent	2006 Total Percent (n=762)	2007 Total Percent (n=800)	Q1-07 Winter (n=200)	Q2-07 Spring (n=200)	Q3-07 Summer (n=200)	Q4-07 Autumn (n=200)
89509	**12%**	**16%**	19%	17%	13%	14%
89436	**11%**	**13%**	15%	11%	15%	13%
89523	**9%**	**10%**	11%	14%	5%	11%
89503	**8%**	**10%**	8%	11%	11%	11%
89434	**7%**	**9%**	9%	9%	11%	9%
89431	**7%**	**9%**	9%	9%	9%	9%
89506	**11%**	**8%**	7%	8%	9%	8%
89511	**7%**	**6%**	9%	5%	7%	3%
89502	**7%**	**6%**	4%	6%	8%	6%
89519	**1%**	**6%**	4%	6%	7%	7%
89512	**6%**	**3%**	4%	3%	3%	3%
Other	**13%**	**3%**	1%	1%	1%	4%
Don’t Know / Refused	**1%**	**1%**	0%	1%	2%	2%