Reno Tahoe 2019 Visitor Profile Survey
Executive Summary Report
January – December 2019

Reno-Sparks Convention and Visitors Authority
Methodology

- Monthly surveys of prior-month Washoe County visitors age 21 and older
- Survey respondents selected at random from a national web panel of adult residents
- 3,600 respondents screened nationally to participate each month:
  - 1,600 screened monthly across all of US and Western Canada
  - Additional 2,000 screened monthly in Western region: Alaska, Arizona, California, Colorado Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, and Alberta and British Columbia, Canada
- Respondents to screeners weighted to reflect actual population distribution for geography, age, and gender
- Total of 43,354 respondents screened for 2019 survey; 2,139 visited Washoe County and responded to full survey
- When applicable, 2019 results are compared to the 2011, 2013, and 2015 RSCVA Visitor Profile Surveys of identical methodology
Summary of Findings

- Three quarters of Reno area visitors have visited before. For visitors, Reno is fun, a good value, and convenient, as well as a place where they can indulge in nature, arts, and entertainment.

- Reno’s visitors are increasingly younger and bringing their families, and most are gaming while they visit, at least casually.

- California continues to figure prominently in Reno visitation, with Los Angeles area residents making up an increasing share of visitors.

- Most visitors to the area stay overnight, with increasing numbers staying in commercial non-gaming properties. Bookings are increasingly made through online aggregators, and less often directly with a property.

- Three quarters of visitors said they attended an event or sporting event while visiting, with the wine walk, pub crawl, and Aces and 1868 FC games among the most mentioned.

- Most visitors report satisfaction with their visit, and more than half said they would definitely return for another visit.
Awareness and Media:
How and what do visitors hear about Reno?
Past Visitation

*Three quarters of visitors are repeat visitors to the Reno area.*

Q2. Before this visit, approximately how many times had you been to the Reno area in 2019, prior to (INSERT MONTH OF VISIT)?*

- 31% First-Time Visitors
- 69% Repeat Visitors

Graph showing the percentage of first-time and repeat visitors from 2011 to 2019:
- 31% in 2011
- 26% in 2013
- 25% in 2015
- 75% in 2019

Repeat Visitors, 73%
First-Time Visitors, 27%
### Key Motivators for Visiting

Visiting a “fun destination” and a “place that is a good value” are top drivers for visiting Reno.

<table>
<thead>
<tr>
<th>Motivator</th>
<th>5 - Extremely important</th>
<th>4</th>
<th>Total Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a trip to a fun destination</td>
<td>47%</td>
<td>30%</td>
<td>76%</td>
</tr>
<tr>
<td>Visit a place that is a good value</td>
<td>41%</td>
<td>35%</td>
<td>76%</td>
</tr>
<tr>
<td>Experience/Experiment with new places and things</td>
<td>38%</td>
<td>34%</td>
<td>72%</td>
</tr>
<tr>
<td>Take in the majestic beauty of the Sierra Nevada Mountains</td>
<td>38%</td>
<td>34%</td>
<td>71%</td>
</tr>
<tr>
<td>Go somewhere I can get to conveniently</td>
<td>37%</td>
<td>34%</td>
<td>71%</td>
</tr>
<tr>
<td>Enjoy gambling and casinos</td>
<td>36%</td>
<td>28%</td>
<td>63%</td>
</tr>
<tr>
<td>Go to a place where I can fully express myself</td>
<td>33%</td>
<td>29%</td>
<td>63%</td>
</tr>
<tr>
<td>Appreciate a high concentration of things to do that I don’t normally experience side by side</td>
<td>33%</td>
<td>33%</td>
<td>66%</td>
</tr>
<tr>
<td>Attend or participate in special events</td>
<td>29%</td>
<td>32%</td>
<td>61%</td>
</tr>
<tr>
<td>Experience a vibrant arts community</td>
<td>28%</td>
<td>28%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Reno Media Awareness Sources

While fewer say they are hearing about Reno from family and friends or through traditional print media, a consistent two in five visitors recall other paid campaign channels.

Responses are out of 71% of visitors who heard something about Reno before their trip.

Q55. Where did you hear/see something about Reno Tahoe?
*Radio, TV, and Billboard combined for tracking.
Of those who had heard or seen something about Reno, most make positive comments about the area generally, or the outdoor activities and natural scenery.

Q54. What did you see or hear about Reno Tahoe recently?

- Fun/Great Place: 13%
- Good/Nice: 10%
- Beautiful Area/Scenery: 9%
- Outdoor Activities/Nature: 6%
- Misc. Ads: 6%
- Online/Phone Ads: 5%
- Night Life/Events/Shows: 5%
- Destination/Attractions/Sightseeing: 4%
- Casinos, Gambling/Airport: 3%
- Family/Friends: 3%
- Variety of Activities: 3%
- Weather: 3%
- TV Ads: 3%
- Get away/Relax/Good vacation spot: 2%
- Other: 10%
- Don't know/None: 14%

VisitRenoTahoe Website Visitation

Visitation to the VisitRenoTahoe website continues to grow.

- 26% in 2011
- 34% in 2013
- 38% in 2015
- 40% in 2019
Visitor Demographics and Trip Details: Who visits Reno?
2019 Visitor Demographics

Gender
- Male: 39%
- Female: 61%

Age
- 21-34: 43%
- 35-49: 31%
- 50-64: 18%
- 65+: 8%

Ethnicity
- White: 63%
- African American: 9%
- Asian: 4%
- Latino: 13%
- Other/Prefer not to respond: 11%
- Not to respond: 4%

Traveling
- 42% Traveling with kids
- 58% Traveling without kids

Gender
- Male: 39%
- Female: 61%

Region
- West: 44%
- Midwest: 15%
- NE: 12%
- South: 29%

Other
- 6% LGBTQIA
- 91% Straight
- 3% Prefer not to respond
Visitor Age

The average age continues to decrease, with an increase in Millennial visitors.

QA. What year were you born?

<table>
<thead>
<tr>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2013</td>
</tr>
<tr>
<td>2011</td>
</tr>
</tbody>
</table>

The average age continues to decrease, with an increase in Millennial visitors.
Visitors Traveling with Children

The definition of “Traveling with children” is those who had someone in their party under 21, and they are either over 30 or report having children.

More Reno visitors are traveling with children than in previous years.
There are more casual gamers and fewer non-gamers overall, though the amount of core and middle gamers remains relatively similar over the years.

Core Gamer: Gamer + either rated gaming as extremely important and spent more than $200 on gaming, stayed overnight in a gaming hotel and spent more than $250 on gaming, or spent more than $1,000 on gaming.

Middle Gamer: Gamer + not a core gamer and either spent more than $150 on gaming or stayed in a gaming hotel and spent more than $100 on gaming.

Casual Gamer: Gamer + not a core or middle gamer and either spent money on gaming or reported participating in gaming.

Non-gamer, 30%
Core gamer, 15%
Middle gamer, 13%
Casual gamer, 42%

Core Gamer: 34% (2011), 37% (2013), 42% (2015), 30% (2019)
Middle Gamer: 18% (2011), 17% (2013), 19% (2015), 12% (2019)
Visitors by Home State

A plurality of visitors to Washoe County are from California.

Visitors by Region
- West 44%
- South 29%
- Midwest 15%
- Northeast 12%

Top States by % of Visitors
- California 27%
- Texas 7%
- New York 6%
- Florida 5%
- Illinois 5%
- Nevada 4%

Note: Western Region also includes Alberta and British Columbia, Canada
A plurality of visitors continue to be from the Western region of the United States, though that proportion has dropped since 2011 with an increase of visitors from other regions.
A plurality of California visitors come from the Los Angeles area, followed by the Bay and Sacramento Areas.

Percentages in this chart represent the total share of visitors from California to Reno, NV.
Q8. Where were your accommodations during this trip to the Reno area?

“Commercial non-gaming” includes non-gaming hotels, motels, and rentals/timeshares

“Other commercial gaming” includes Reno suburban, Sparks, and Lake Tahoe gaming hotels

“Non-commercial” includes friends/family and other

More visitors continue to stay at non-gaming commercial hotels in Reno compared to other lodging options.
## Visitor Origin by Lodging Type

Day trippers are most likely to come from the Sacramento area, while Los Angeles Area residents are most likely to stay in non-gaming commercial properties.

<table>
<thead>
<tr>
<th>Group</th>
<th>2019 Overall</th>
<th>Commercial non-gaming (44%)</th>
<th>Commercial Reno downtown gaming (15%)</th>
<th>Other commercial gaming (12%)</th>
<th>Non-commercial (family/friends) (13%)</th>
<th>Day tripper (15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>12%</td>
<td>14%</td>
<td>6%</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Midwest</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
<td>8%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>South</td>
<td>29%</td>
<td>34%</td>
<td>18%</td>
<td>26%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>West</td>
<td>44%</td>
<td>35%</td>
<td>59%</td>
<td>56%</td>
<td>43%</td>
<td>45%</td>
</tr>
</tbody>
</table>

### California Visitors

<table>
<thead>
<tr>
<th></th>
<th>2019 Overall</th>
<th>Commercial non-gaming (44%)</th>
<th>Commercial Reno downtown gaming (15%)</th>
<th>Other commercial gaming (12%)</th>
<th>Non-commercial (family/friends) (13%)</th>
<th>Day tripper (15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Los Angeles</em></td>
<td>39%</td>
<td>53%</td>
<td>32%</td>
<td>26%</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td><em>SF Bay Area</em></td>
<td>25%</td>
<td>22%</td>
<td>32%</td>
<td>32%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td><em>San Diego</em></td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td><em>Central Coast</em></td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><em>Central Valley</em></td>
<td>8%</td>
<td>7%</td>
<td>12%</td>
<td>9%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td><em>Northern CA</em></td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td><em>Sacramento</em></td>
<td>17%</td>
<td>7%</td>
<td>17%</td>
<td>21%</td>
<td>19%</td>
<td>35%</td>
</tr>
</tbody>
</table>

California regions are shown out of total California visitors, not total Reno visitors.
Lodging Reservation

Over time, more and more reservations are made through online travel sites, and fewer directly with the property.

Q14. How did you make your lodging or hotel reservations?

- **Online travel site**: 2011 - 28%, 2013 - 36%, 2015 - 42%, 2019 - 50%
- **Directly with hotel/motel**: 2011 - 45%, 2013 - 36%, 2015 - 33%, 2019 - 27%
- **Casino host/employee**: 2011 - 9%, 2013 - 9%, 2015 - 13%, 2019 - 11%
- **My company**: 2011 - 5%, 2013 - 4%, 2015 - 3%, 2019 - 3%
- **Other**: 2011 - 13%, 2013 - 16%, 2015 - 10%, 2019 - 9%
Spend and Activities: What do visitors do in Reno?
Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?

- **Overall, $761**
  - **Non-gaming, non-lodging, $425**
  - **Gaming, $195**
  - **Lodging, $140**

Self-reported spending has risen since 2015, both in the gaming and non-gaming categories.
Spending by Lodging Type

Those staying at gaming hotels report an overall higher spend.

Q44. Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?

- Overall average spend
- Average gaming spend
- Average lodging spend
- Average other spend

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall Average Spend</th>
<th>Average Gaming Spend</th>
<th>Average Lodging Spend</th>
<th>Average Other Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>All property types</td>
<td>$761</td>
<td>$195</td>
<td>$140</td>
<td>$425</td>
</tr>
<tr>
<td>Commercial non-gaming (44%)</td>
<td>$756</td>
<td>$134</td>
<td>$152</td>
<td>$469</td>
</tr>
<tr>
<td>Reno downtown gaming (15%)</td>
<td>$881</td>
<td>$355</td>
<td>$107</td>
<td>$419</td>
</tr>
<tr>
<td>Other commercial gaming (12%)</td>
<td>$1,039</td>
<td>$423</td>
<td>$144</td>
<td>$472</td>
</tr>
<tr>
<td>Non-commercial (family/friends) (13%)</td>
<td>$684</td>
<td>$120</td>
<td>$107</td>
<td>$456</td>
</tr>
<tr>
<td>Day tripper (15%)</td>
<td>$326</td>
<td>$89</td>
<td>$469</td>
<td>$237</td>
</tr>
</tbody>
</table>
Q44. Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?

On average, millennials spend more on lodging, shopping, and entertainment, and less on gaming.
Q44. Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?

### Breakout: Family Spend

Families spend more on lodging and recreation, and less on gaming.

<table>
<thead>
<tr>
<th>Category</th>
<th>All Visitors</th>
<th>Traveling with Children (42%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$140</td>
<td>$161</td>
</tr>
<tr>
<td>Gaming</td>
<td>$195</td>
<td>$151</td>
</tr>
<tr>
<td>Food/ drink</td>
<td>$89</td>
<td>$96</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$73</td>
<td>$83</td>
</tr>
<tr>
<td>Shopping</td>
<td>$120</td>
<td>$133</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>$47</td>
<td>$61</td>
</tr>
<tr>
<td>Recreation</td>
<td>$54</td>
<td>$70</td>
</tr>
<tr>
<td>Other</td>
<td>$41</td>
<td>$45</td>
</tr>
</tbody>
</table>

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Q44. Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?
Breakout: Gamer Spend

Core and middle gamers spend more in nearly all categories, while casual gamers tend to spend the least.

Q44. Thinking about your typical 24-hour day in the Reno area, on average, about how much money did you spend per person, per day for each of the categories below?

- Lodging: $140
- Gaming: $195
- Food/drink: $146
- Entertainment: $131
- Shopping: $182
- Sightseeing: $80
- Recreation: $109
- Other: $87

All Visitors: $630
Core + Middle Gamers (28%): $146
Casual Gamers (42%): $41
More report attending events, entertainment, and live sports in 2019, as well as shopping and recreation. Self-reported participation in gaming activities continues to decline.
### Top 2019 Special Events by Quarter

**The Aces, 1868FC, Wine Walks, and Pub Crawls are consistent attractions for visitors.**

<table>
<thead>
<tr>
<th>Special Event</th>
<th>Q1 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reno Wine Walk</td>
<td>10%</td>
</tr>
<tr>
<td>Reno Pub Crawl</td>
<td>6%</td>
</tr>
<tr>
<td>Reno 1868 FC Soccer Game</td>
<td>5%</td>
</tr>
<tr>
<td>Safari Club International (Jan Only)</td>
<td>3%</td>
</tr>
<tr>
<td>The Sheep Show (Feb Only)</td>
<td>3%</td>
</tr>
<tr>
<td>Rocky Mountain Oyster Fry (Mar Only)</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Event</th>
<th>Q2 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reno Aces Baseball Game</td>
<td>11%</td>
</tr>
<tr>
<td>Reno Wine Walk</td>
<td>10%</td>
</tr>
<tr>
<td>Reno Pub Crawl</td>
<td>6%</td>
</tr>
<tr>
<td>Reno Rodeo/PRCA Xtreme Bull (June Only)</td>
<td>6%</td>
</tr>
<tr>
<td>Reno 1868 FC Soccer Game</td>
<td>5%</td>
</tr>
<tr>
<td>The Great Eldorado BBQ, Brews and Blues (June Only)</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Event</th>
<th>Q3 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reno Aces Baseball Game</td>
<td>13%</td>
</tr>
<tr>
<td>Reno Wine Walk</td>
<td>7%</td>
</tr>
<tr>
<td>Reno 1868 FC Soccer Game</td>
<td>6%</td>
</tr>
<tr>
<td>Reno Pub Crawl</td>
<td>5%</td>
</tr>
<tr>
<td>Hot August Nights (Aug Only)</td>
<td>3%</td>
</tr>
<tr>
<td>Lake Tahoe Shakespeare Festival (Aug Only)</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Event</th>
<th>Q4 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reno Wine Walk</td>
<td>11%</td>
</tr>
<tr>
<td>Reno Pub Crawl</td>
<td>7%</td>
</tr>
<tr>
<td>Reno Aces Baseball Game</td>
<td>7%</td>
</tr>
<tr>
<td>Reno 1868 FC Soccer Game</td>
<td>5%</td>
</tr>
<tr>
<td>Reno Pop Culture Con (Nov Only)</td>
<td>3%</td>
</tr>
<tr>
<td>Zombie Crawl (Oct Only)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q23. Did you attend or participate in any of the following activities during your most recent trip to the Reno area?
Breakout: Millennial Activities

*Events/Ent/Live Sports questioning changed from 2013 to 2015

Millennials are more likely to engage in recreation and live entertainment and events.

<table>
<thead>
<tr>
<th>Activity</th>
<th>All Visitors</th>
<th>Millennials (43%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>89%</td>
<td>92%</td>
</tr>
<tr>
<td>Shopping</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>Recreation</td>
<td>69%</td>
<td>80%</td>
</tr>
<tr>
<td>Gaming</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>*Events/Ent/Live Sports</td>
<td>75%</td>
<td>84%</td>
</tr>
<tr>
<td>Family and Friends</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>Business/Convention</td>
<td>92%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Top special events:
- UNR live sporting event
- Reno Wine Walk
- Amateur/youth sports tournament
- Reno Pub Crawl

Q22-26. Did you attend/participate in any of the following activities during your most recent trip to the Reno area?
*Events/Ent/Live Sports questioning changed from 2013 to 2015
Breakout: Family Activities

Families visiting Reno tend to participate in more recreation activities.

Q22-26. Did you attend/participate in any of the following activities during your most recent trip to the Reno area?
*Events/Ent/Live Sports questioning changed from 2013 to 2015

- Vacation
  - All Visitors: 89%
  - Traveling with Children (42%): 92%

- Shopping
  - All Visitors: 64%
  - Traveling with Children (42%): 67%

- Recreation
  - All Visitors: 69%
  - Traveling with Children (42%): 80%

- Gaming
  - All Visitors: 37%
  - Traveling with Children (42%): 30%

- *Events/Ent/Live Sports
  - All Visitors: 75%
  - Traveling with Children (42%): 79%

- Family and Friends
  - All Visitors: 27%
  - Traveling with Children (42%): 33%

- Business/Convention
  - All Visitors: 14%
  - Traveling with Children (42%): 17%

Top special events:
- UNR live sporting event
- Reno Wine Walk
- Amateur/youth sports tournament
- Other live sporting event
- Reno Aces baseball game
Participation in Activities Among Gamers

Core gamers participate in activities other than gaming at a similar rate as visitors overall.

Q22. Did you attend/participate in any of the following activities during your most recent trip to the Reno area?

*Questions about attendance at specific events were added starting in 2015

**Events/Ent/Live Sports

All Visitors | Core + Middle Gamers (28%) | Casual Gamers (42%)

- Vacation: 89% | 92% | 93%
- Shopping: 64% | 70% | 68%
- Recreation: 69% | 67% | 79%
- Gaming: 37% | 43% | 67%
- **Events/Ent/Live Sports: 75% | 82% | 82%
- Family and Friends: 27% | 24% | 14%
- Business/Convention: 12% | 17%
- **Events/Ent/Live Sports: 14% | 24% | 17%
Visitor Satisfaction and Intent to Return: Do visitors enjoy Reno and will they come back?
Returning to Reno and Experience Rating

Nearly all Reno visitors continue to be satisfied with their visit, and more than half say they will definitely return. The proportion of visitors who rate their experience as excellent has increased significantly.

Q45. On the following scale, how would you rate your overall experience on your most recent trip to the Reno area?

Q48. What is the likelihood that you will return to the Reno area in the next two years?
Positive Experiences in Reno

Those who had a positive experience comment that it is a fun location, and about the city, sightseeing and activities offered.

Q47. What did you especially like about your experience?

- Fun/Good/Great: 16%
- City/Sightseeing/Activities: 15%
- Nature/Outdoors/Scenery: 13%
- Casinos/Gambling/Hotel: 8%
- Family/Friends: 8%
- Everything: 6%
- Relaxing/Get away: 5%
- Experience/Something new: 3%
- Weather: 3%
- Food/Restaurant/Shops: 3%
- People/Locals: 3%
- Convenient/Close/Cheap: 2%
- Other: 8%
- Don't know/Nothing: 6%
Of those who had a negative experience, the comments are less specific; some indicate that they did not like the area, traffic, or casinos.

Q46. What did you dislike about your experience?

- Dislike the area/Nothing to do/Passing Through: 13%
- Too crowded/Traffic: 9%
- Casinos/Hotel/Shops: 7%
- People/Homeless/Dirty/Run down: 6%
- Long drive/Far away/inconvenient: 4%
- Weather: 3%
- Cost: 3%
- Other: 14%
- Don't know/Nothing: 41%
Breakout: Millennial Visit Ratings

Millennials have similar ratings and intent to return to Reno as visitors overall.

Q45. On the following scale, how would you rate your overall experience on your most recent trip to the Reno area?
Q48. What is the likelihood that you will return to the Reno area in the next two years?

- **Rate visit positively**: 89% (All Visitors) vs. 91% (Millennials)
- **Likely to return**: 81% (All Visitors) vs. 84% (Millennials)
Breakout: Family Visit Ratings

Families also give Reno strong ratings, and nearly all say they are likely to return.

Q45. On the following scale, how would you rate your overall experience on your most recent trip to the Reno area?  
Q48. What is the likelihood that you will return to the Reno area in the next two years?

Rate visit positively  
- All Visitors: 89%  
- Traveling with Children (42%): 91%  

Likely to return  
- All Visitors: 81%  
- Traveling with Children (42%): 87%
**Breakout: Gamer Visit Ratings**

Gamers tend to have a more positive experience and are more likely to return to Reno than non-gamers.

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Core + Middle Gamers (28%)</th>
<th>Casual Gamers (42%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate visit positively</td>
<td>89%</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td>Likely to return</td>
<td>81%</td>
<td>85%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Q45. On the following scale, how would you rate your overall experience on your most recent trip to the Reno area?
Q48. What is the likelihood that you will return to the Reno area in the next two years?
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