

Make Reno Tahoe the preferred destination for

 **Gaming**

 **Outdoors**

 **Special Events**

Key Findings from the 2022 Past and Potential Visitor Profile Study



AGE OF AVERAGE VISITOR

Learning: Average age of visitors in 2022 was 53.

Action: While recent visitors skew older, we plan to target travel intenders. Millennials make up a significant portion of this audience and they look to splurge on experiences that allow them to live life to the fullest.



GAMING DESTINATION

Learning: Recent and potential visitors view gaming as a strength.

Action: We will find engaging ways to feature gaming within content and imagery.



EVENTS & FESTIVALS

Learning: Recent visitors consider events to be a slight strength, potential visitors do not.

Action: We will build awareness of existing festivals and attract new special events, including high profile sports competitions.



PERCEPTION OF EXPERIENCES

Learning: Potential visitors do not feel strongly that Reno Tahoe offers good value for the money.

Action: Showcase value by focusing on the abundance, quality and uniqueness of experiences available.



WELCOMING ATMOSPHERE

Learning: A welcoming atmosphere has long been a strength of Reno Tahoe, but potential visitors associate inclusivity more closely with competitors.

Action: Amplify efforts to bring the destination's vibrant, inclusive environment to life.



AWARENESS OF MIDTOWN & RIVERWALK

Learning: Visitors are not taking advantage of the area's vibrant entertainment districts for after-adventure dining and nightlife.

Action: To increase dispersion, we will focus attention on the eclectic offerings and distinctive vibes of the Midtown and Riverwalk districts to better establish Reno Tahoe as a buzzworthy urban basecamp.



FAMILY VACATIONS

Learning: 37% of travel intenders plan to visit Reno Tahoe with children.

Action: We will drive awareness of family-friendly offerings across the destination.



CULTURAL EXPERIENCES

Learning: Potential visitors don't see Reno Tahoe as a destination that offers a unique sense of place or a rich cultural scene.

Action: Increase awareness of nightlife, street art, museums and festivals to portray Reno Tahoe as a distinctive destination that opens minds to new experiences.



OUTDOOR RECREATION

Learning: Recent visitors rank Reno Tahoe highest on winter sports and outdoor recreation but competing destinations are gaining traction among potential visitors.

Action: Through partnerships and content creation, we can leverage only-here outdoor experiences across the destination, including water sport and seasonal activities.



REACHING OUR TARGET

Learning: Our visitors' top sources for travel inspiration include online search [55%], word of mouth via friends/family [50%], and/or travel review websites [44%].

Action: Marketing and PR efforts to enhance visibility in news articles and online search (SEO) will be prioritized.



SOCIAL MEDIA CONSUMPTION

Learning: The top platforms used by recent visitors include Facebook [90%], YouTube [73%], and Instagram [57%].

Action: To encourage both new and repeat visitation, we can explore content creation and more spending on YouTube and video.



EASE OF VISITING

Learning: Visitors don't rate accessibility as a strength of Reno Tahoe.

Action: We will build awareness around the ease of flying into RNO and promote proximity to drive markets.



PET-FRIENDLY

Learning: Among past visitors, one in ten traveled with a pet.

Action: We will capture the growing pet traveler segment by highlighting pet-friendly businesses and experiences.