

Make Reno Tahoe the preferred destination for:



Gaming



Outdoors



Special Events

Key Findings from the 2024 Visitor Profile Study

WHO: We're Attracting a Higher-Quality Visitor



BOOMER AND MILLENNIAL AUDIENCES CONTINUE TO SHOW STRONG ENGAGEMENT

Data Point: The average age of the Reno Tahoe visitor is 46.8, which remains consistent to 2023.

Action: Our messaging continues to resonate with Millennials and Boomers alike – two audiences with both disposable income and strong travel intent. Continue targeted messaging to Millennials to further capture market share in this key growth demographic.



NOTABLE INCREASE IN HOUSEHOLD INCOME

Data Point: The average household income for the Reno Tahoe visitor increased to \$102,859 in 2024, compared to \$97,039 in 2023.

Action: Campaigns are successfully attracting a higher-earning visitor who is more likely to stay longer and spend more. Continue to target travelers with a household income above \$100K.



A MORE INCLUSIVE VISITOR BASE

Data Point: 21% of our visitors identify as BIPOC, and 1 in 10 of visitors identify as LGBTQ+.

Action: Prioritize showcasing diverse voices to foster a destination brand that reflects a wide range of perspectives.



A SHIFT IN FAMILY TRAVEL

Data Point: One in four traveled to Reno Tahoe with their children in 2024 compared to one in three in 2023.

Action: Maintain strategic balance, support family offerings while investing in emerging high-value segments.

WHAT: Gaming, Arts, Outdoors, Events and Festivals, and Valuable Experiences



OUTDOORS GAINING SHARE AS A PRIMARY DRIVER

Data Point: Visitors were motivated to travel to Reno Tahoe primarily by gaming and outdoors activities, including Lake Tahoe.

Action: Visitors increasingly associate Reno Tahoe with outdoor adventure. Continue reinforcing outdoor narratives, while maintaining visibility for gaming to retain this legacy draw.



PERCEPTIONS OF VALUE HOLD STEADY

Data Point: While value is a top decision driver, just two-thirds of 2024 visitors felt they received good value for their money in Reno Tahoe, similar to the level witnessed in 2023.

Action: Value perception remains positive but has room to grow. Elevate the destination's uniqueness by showcasing authentic, only-in-Reno Tahoe experiences and diversity of the destination.



EVENT AND FESTIVALS PRESENT A GROWTH OPPORTUNITY

Data Point: Events, festivals and professional sporting events are valued by visitors but have significant room for growth as core destination attributes, with 59% and 27% of recent visitors rating Reno Tahoe highly on these attributes, respectively. Only 9% of 2024 visitors attended an event or festival, and 6% attended a live sporting event.

Action: Expand promotional efforts around iconic events and festivals to build equity and awareness to increase visitor participation.

HOW: Spontaneous Planning, Higher Spend, and Elevated Satisfaction



VISITORS ARE SPENDING MORE

Data Point: Daily spend was \$224 in 2023 and \$273 among overnight visitors in 2024.

Action: Target marketing towards travelers with greater discretionary income and longer potential length of stay.



SHORT PLANNING WINDOW

Data Point: 86% of Reno Tahoe visitors plan their trip less than two months before they arrive.

Action: Spontaneity is a key behavior among our target audiences. Capitalize on this short booking window with conversion-focused messaging and short-lead campaigns.



BRAND MESSAGING IS RESONATING

Data Point: 80% describe Reno Tahoe as vibrant and fun (up from 74% in 2023); 74% say it's a place to "live life to the fullest".

Action: The No Limits platform continues to shape strong, aspirational brand perceptions. Maintain and evolve the current brand voice to build on this momentum.



HIGH TRIP SATISFACTION AND RETURN INTENT

Data Point: 8 in 10 report satisfaction and likelihood to return.

Action: Destination development efforts, loyalty and positive word-of-mouth have had a positive effect on the visitor experience. Consider increased emphasis on repeat visitors using a CRM messaging strategy given their propensity to return



INCREASE AIR LIFT

Data Point: 73% of visitors in 2024 arrived via car, compared to 22% by plane.

Action: Air travelers remain a high-value audience. Prioritize air service markets development and campaigns that entice visitors from further away who will stay longer and spend more.



RenoTahoe®