

Domestic Travel and Tourism Report

Elko, NV (County) ^(m) [show market](#)

Time Period: Last 12 Months · Home Distance: 50+ Miles

Total Trips

YoY +3.0%

2.0M

vs. 2.0M prev. year (Jun '24 - May '25)

Avg. Monthly Visitors

YoY +6.7%

145.9K

vs. 136.8K prev. year (Jun '24 - May '25)

Visit Nights

YoY +3.0%

2.5M

vs. 2.4M prev. year (Jun '24 - May '25)

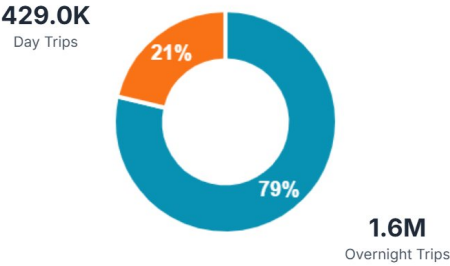
Total Visitor Spend

YoY +6.6%

\$284.8M

vs. \$267.1M up from (Jun '24 - May '25)

Day vs Overnight Trips



Top 3 Categories Spend

Unlock Visitor Spend Insights

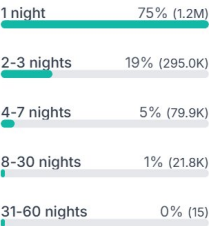
View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

Learn More

Top Origins

DMA	All Trips
1st Salt Lake City, UT	731.4K Trips YoY +5.2%
2nd Reno, NV	209.9K Trips YoY -0.6%
3rd Sacramento-Stockton-Modesto, CA	162.4K Trips YoY +7.1%

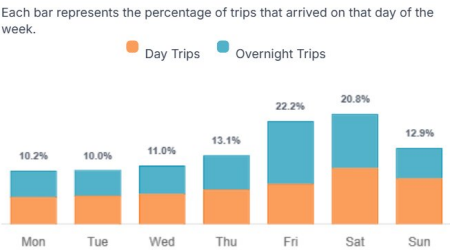
Overnight Trips



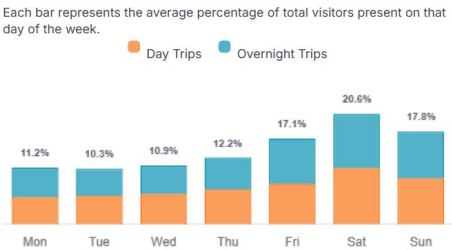
AVG. NIGHTS/TRIP

1.6
nights (1.6M trips)
YoY +0.7%

Day of Arrival



Visitors Count



Overnight Leakage

Estimates lost overnight visitor traffic from day trips preceded or followed by overnight stays in other markets.

325.9K
NIGHTS LOST
YoY +2.2%

11.6%
LEAKAGE RATE
YoY -12.3%

Unlock Visitor Spend to see Estimated Revenue Impact

Spend Metrics

Unlock Visitor Spend Insights

View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

Learn More

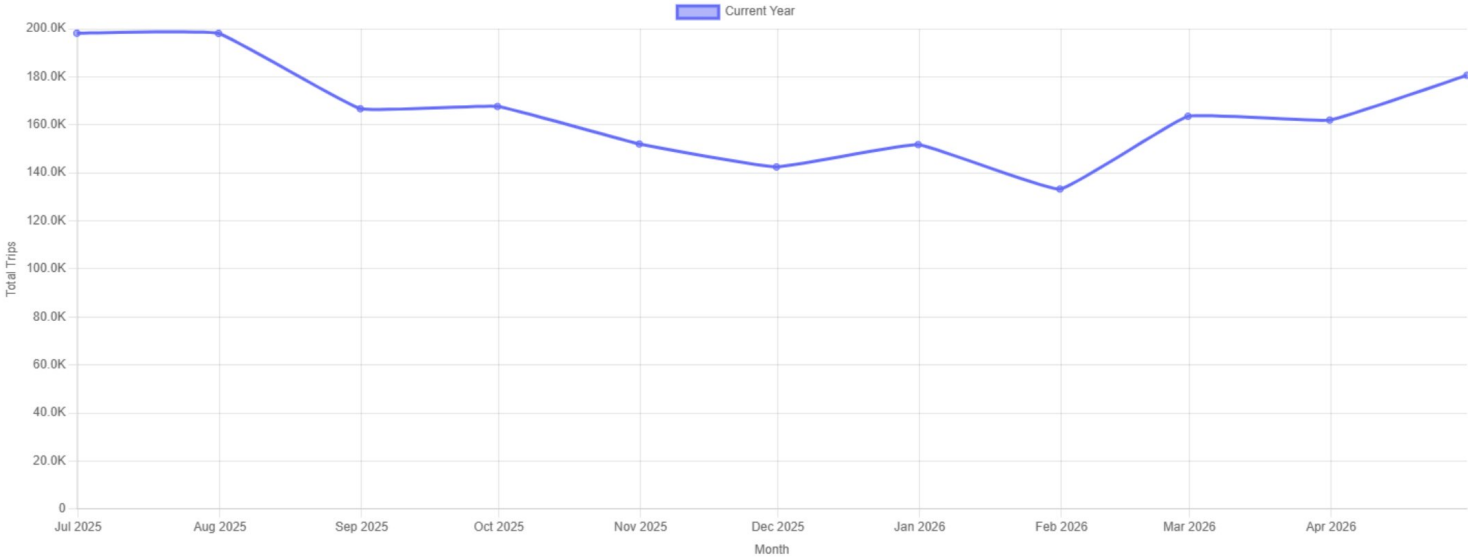
Top State Markets

County	All Trips
1st Clark	40.8M Trips YoY -3.0%
2nd Washoe	6.8M Trips YoY -1.1%
3rd Elko	2.0M Trips YoY +3.0%

Trend Analysis

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2025-06 – 2026-05



Visitor Origins ¹

Your top feeder markets by geography

DMA · Period: Last 12 Months · 50+ Miles · All

Table

Map

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP	TREND
Salt Lake City, UT	682,731	46,490	766,365	1.4 nights	Locked	Locked	View
Reno, NV	218,080	13,558	289,111	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	152,429	11,062	137,472	1.2 nights	Locked	Locked	View
Boise, ID	117,356	8,303	155,036	1.6 nights	Locked	Locked	View
Twin Falls, ID	61,495	4,022	70,543	1.6 nights	Locked	Locked	View
Las Vegas, NV	55,744	3,864	104,073	2.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	54,692	5,349	55,221	1.2 nights	Locked	Locked	View
Idaho Falls-Pocatello, ID	39,702	2,886	64,775	1.8 nights	Locked	Locked	View
Phoenix, AZ	38,864	2,954	64,356	2.0 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

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1

2

3

4

5

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12

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Top Origin Trend Matrix ¹

Monthly rankings by trips showing market shifts and patterns

CBSA

DMA

Zip Code

All

Day

Overnight

50+ Miles

150+ Miles

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RANK	DEC 25	JAN 26	FEB 26	MAR 26	APR 26	MAY 26
#1	Salt Lake City, UT 61.6K	Salt Lake City, UT 64.8K	Salt Lake City, UT 59.7K	Salt Lake City, UT 66.8K	Salt Lake City, UT 60.6K	Salt Lake City, UT 66.8K
#2	Reno, NV 14.7K	Reno, NV 14.6K	Reno, NV 11.9K	Reno, NV 14.7K	Reno, NV 16.1K	Reno, NV 18.1K
#3	Sacramento-Stockton-Modesto, CA 9.3K	Sacramento-Stockton-Modesto, CA 10.9K	Boise, ID 10.1K	Sacramento-Stockton-Modesto, CA 12.4K	Sacramento-Stockton-Modesto, CA 12.0K	Sacramento-Stockton-Modesto, CA 13.9K
#4	Boise, ID 8.9K	Boise, ID 10.0K	Sacramento-Stockton-Modesto, CA 8.8K	Boise, ID 11.4K	Boise, ID 10.3K	Boise, ID 12.6K
#5	Twin Falls, ID 5.2K	Twin Falls, ID 5.9K	Twin Falls, ID 4.9K	Twin Falls, ID 5.2K	Twin Falls, ID 5.2K	Twin Falls, ID 6.8K

Legend: 📈 Rank improved • 📉 Rank declined • 📊 Upward trend (10%+ increase, same rank) • 📉 Downward trend (10%+ decrease, same rank) • NEW First time in top 5

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Category Analysis ⁱ

View trips, visits, or spend breakdown by category with year-over-year comparison

 Table

 Chart

Trips · Trip Type: All · Distance: 50+ miles · Last 12 Months (Jun '25 - May '26)

CATEGORY ^{↑↓}	TRIPS ^{↑↓}	% OF TOTAL ^{↑↓}	YOY CHANGE ^{↑↓}	TREND
Hotels ⁱ	923,629	45.4%	+1.7% ↑	View
Retail ⁱ	321,871	15.8%	+3.5% ↑	View
Groceries and Food Stores ⁱ	310,768	15.3%	-0.7% ↓	View
Restaurants ⁱ	254,649	12.5%	+0.6% ↑	View
Health, Beauty and Wellness ⁱ	129,757	6.4%	+5.2% ↑	View
Automotive Sales, Rentals and Services ⁱ	92,615	4.6%	+6.0% ↑	View
Recreation & Entertainment ⁱ	0	0.0%	N/A	View
Others ⁱ	0	0.0%	N/A	View

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Time Period: Last 12 Months · Home Distance: 50+ Miles

Visitor Distribution

Breakdown of monthly visitors by type

Total Avg. Monthly Visitors
Average monthly visitors (day + overnight) to your market.



145.9K

Overnight visitors who stayed in your market.



117.1K (80.2%)

Day visitors who stayed overnight in other markets.

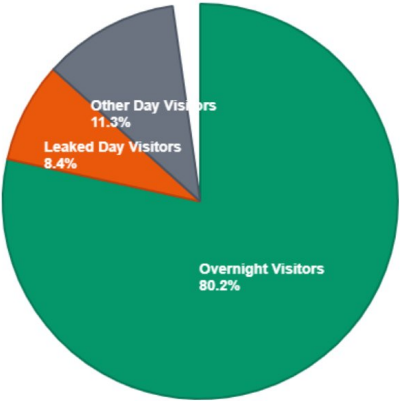


12.3K (8.4%)

Day visitors who didn't stay overnight anywhere.



16.6K (11.3%)



Monthly Visitors

Visit Nights



Min. Estimated Revenue Impact

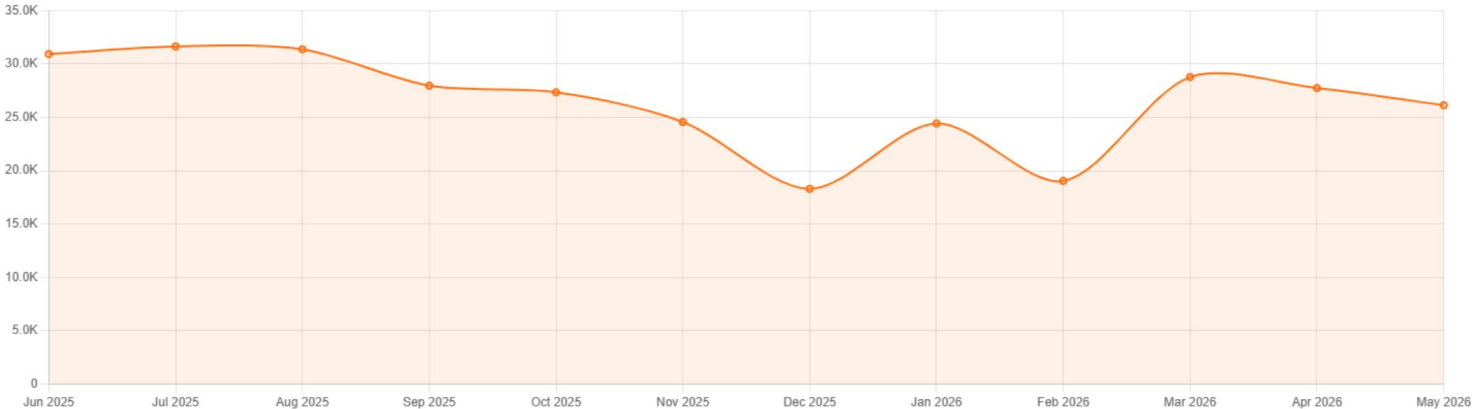
Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost

Leakage Rate



Top Leakage Destinations ¹

Table

Where are your leaked visitors staying?

Last 12 Months · 50+ Miles · Leakage Nights · Max Distance: 200 Miles

RANK	DESTINATION COUNTY	STATE	LEAKAGE NIGHTS	YOY ¹	% OF TOTAL
1	Eureka	NV	34.3K	↓ 33.0%	36.1%
2	Tooele	UT	14.9K	↓ 21.5%	15.6%
3	Lander	NV	11.5K	↓ 18.9%	12.1%
4	Salt Lake	UT	9.3K	↑ 11.9%	9.7%
5	Humboldt	NV	8.3K	↑ 71.0%	8.8%
6	White Pine	NV	5.2K	↑ 67.9%	5.4%
7	Twin Falls	ID	2.8K	↑ 5.2%	2.9%
8	Ada	ID	1.9K	↑ 2.7%	2.0%
9	Davis	UT	1.5K	↑ 1.4%	1.5%
10	Pershing	NV	1.3K	↓ 10.2%	1.4%

Showing 1 to 10 of 14 destinations

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Last 12 Months · Trip Type: All · Market Type: Counties · Sort By: Trips

Top 10 Counties in Nevada

Last 12 Months rankings by selected metric

Time Period

Last 12 Months

Sort By

Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
1	Clark	40.8M YoY -3.0%	3.5M YoY +5.4%	102.8M YoY -3.2%	2.7 YoY -0.4%
2	Washoe	6.8M YoY -1.1%	534.2K YoY +6.8%	12.4M YoY +1.8%	2.3 YoY +3.3%
3	Elko	2.0M YoY +3.0%	152.0K YoY +11.9%	2.5M YoY +3.1%	1.6 YoY +0.7%
#4	Douglas	1.6M YoY -3.3%	129.9K YoY +4.2%	2.8M YoY -2.3%	2.1 YoY +0.3%
#5	Nye	968.8K YoY +3.4%	57.9K YoY +8.5%	1.2M YoY +1.4%	2.1 YoY +2.6%
#6	Lyon	714.9K YoY +3.1%	52.3K YoY +8.6%	1.0M YoY +5.6%	2.0 YoY +6.0%
#7	Humboldt	714.4K YoY +2.6%	52.0K YoY +8.0%	937.6K YoY +10.1%	1.8 YoY +12.9%
#8	Storey	610.1K YoY +73.7%	23.8K YoY +30.0%	299.4K YoY +24.3%	1.7 YoY +12.6%
#9	Churchill	466.3K YoY +1.7%	28.8K YoY +7.5%	683.6K YoY -2.2%	2.5 YoY -1.7%
#10	Carson City	451.9K YoY -2.7%	33.4K YoY +4.0%	661.0K YoY -1.7%	2.1 YoY +1.4%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Trips

Display

Value

