

Domestic Travel and Tourism Report

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

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

Total Trips

↑ YoY +2.5%

601.4K

vs. 586.5K prev. year (Jun '24 - May '25)

Avg. Monthly Visitors

↑ YoY +5.8%

41.1K

vs. 38.9K prev. year (Jun '24 - May '25)

Visit Nights

↑ YoY +0.8%

910.9K

vs. 903.5K prev. year (Jun '24 - May '25)

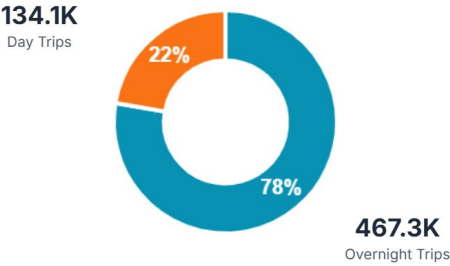
Total Visitor Spend ⁱ

↑ YoY +3.3%

\$111.5M

vs. \$107.9M up from (Jun '24 - May '25)

Day vs Overnight Trips ⁱ



Top 3 Categories Spend ⁱ

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.

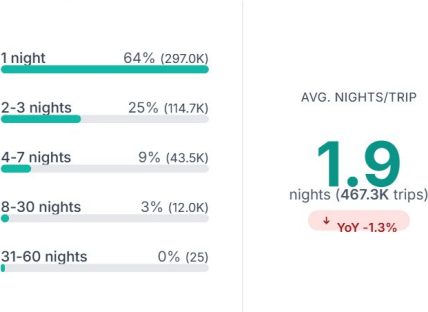
Learn More

Top Origins ⁱ

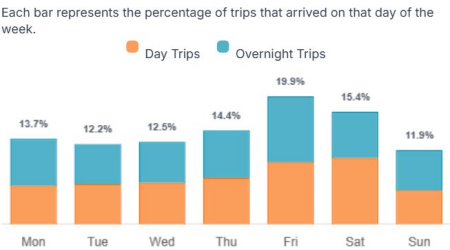
DMA All Trips

1st	Reno, NV	142.2K Trips	↑ YoY +3.0%
2nd	Salt Lake City, UT	142.0K Trips	↑ YoY +6.7%
3rd	Sacramento-Stockton-Modesto, CA	42.8K Trips	↓ YoY -3.1%

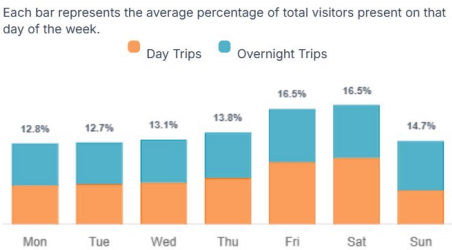
Overnight Trips ⁱ



Day of Arrival ⁱ



Visitors Count ⁱ



Overnight Leakage ⁱ

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

69.0K ⁱ

NIGHTS LOST

↑ YoY +6.5% ⁱ

7.0% ⁱ

LEAKAGE RATE

↓ YoY -1.8% ⁱ

Unlock Visitor Spend to see Estimated Revenue Impact

Spend Metrics ⁱ

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Learn More

Top State Markets ⁱ

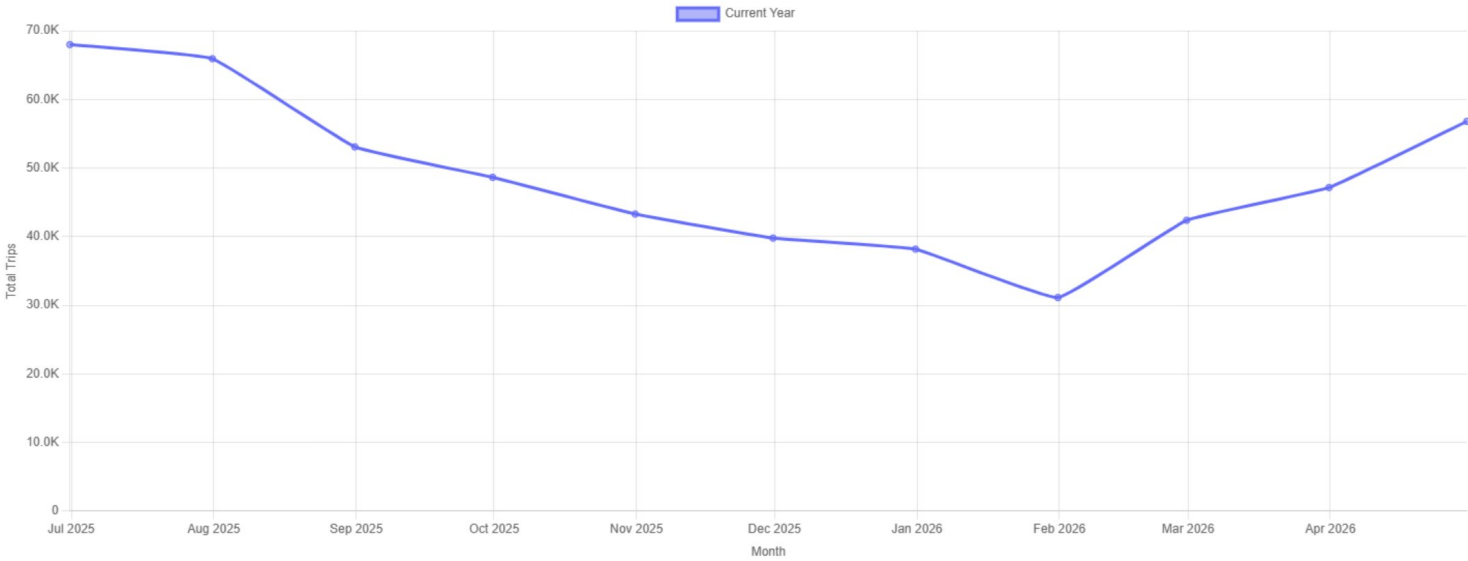
County All Trips

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
Reno, NV	143,315	8,999	186,438	1.9 nights	Locked	Locked	View
Salt Lake City, UT	134,479	7,883	183,227	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	45,254	3,913	50,529	1.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	28,698	3,268	29,852	1.1 nights	Locked	Locked	View
Las Vegas, NV	26,109	1,829	48,548	2.4 nights	Locked	Locked	View
Boise, ID	21,243	1,363	44,255	2.6 nights	Locked	Locked	View
Twin Falls, ID	17,891	1,162	31,731	2.1 nights	Locked	Locked	View
Denver, CO	12,891	1,111	20,911	1.8 nights	Locked	Locked	View
Phoenix, AZ	12,088	893	30,751	3.1 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

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 10.7K	Salt Lake City, UT 10.7K	Salt Lake City, UT 9.5K	Salt Lake City, UT 11.7K	Salt Lake City, UT 12.3K	Salt Lake City, UT 13.6K
#2	Reno, NV 10.1K	Reno, NV 10.4K	Reno, NV 8.5K	Reno, NV 10.6K	Reno, NV 11.3K	Reno, NV 13.0K
#3	Las Vegas, NV 2.3K	Boise, ID 2.0K	Sacramento-Stockton-Modesto, CA 1.6K	Sacramento-Stockton-Modesto, CA 2.4K	Sacramento-Stockton-Modesto, CA 2.9K	Sacramento-Stockton-Modesto, CA 3.6K
#4	Sacramento-Stockton-Modesto, CA 2.1K	Twin Falls, ID 1.8K	Las Vegas, NV 1.3K	Boise, ID 2.0K	Las Vegas, NV 2.2K	Boise, ID 2.8K
#5	Boise, ID 1.7K	Las Vegas, NV 1.7K	Boise, ID 1.2K	Twin Falls, ID 1.7K	San Francisco-Oakland-San Jose, CA 1.9K	Las Vegas, NV 2.5K

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	302,608	32.7%	+3.0% ↑	View
Retail ⁱ	234,500	25.4%	+3.4% ↑	View
Restaurants ⁱ	188,805	20.4%	+0.9% ↑	View
Groceries and Food Stores ⁱ	103,979	11.2%	-2.4% ↓	View
Automotive Sales, Rentals and Services ⁱ	62,392	6.7%	+4.4% ↑	View
Health, Beauty and Wellness ⁱ	32,446	3.5%	+5.4% ↑	View
Recreation & Entertainment ⁱ	0	0.0%	N/A	View
Others ⁱ	0	0.0%	N/A	View

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Visitor Distribution

Breakdown of monthly visitors by type

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

41.1K

Overnight visitors who stayed in your market.

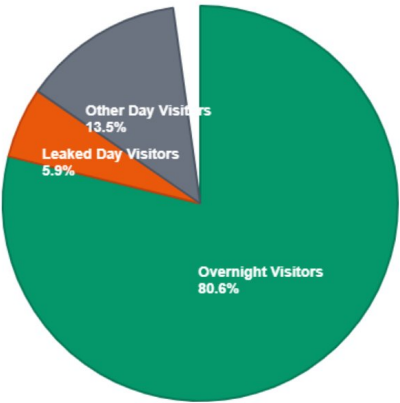
33.2K (80.6%)

Day visitors who stayed overnight in other markets.

2.4K (5.9%)

Day visitors who didn't stay overnight anywhere.

5.5K (13.5%)

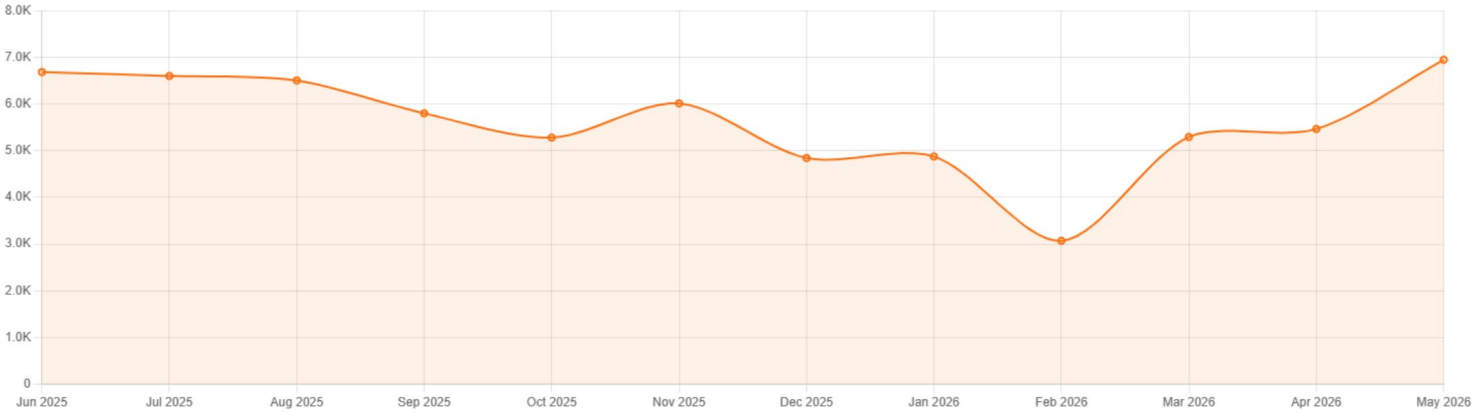


Min. Estimated Revenue Impact

Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time

Track seasonal patterns and conversion impact



Top Leakage Destinations ¹

Table

Where are your leaked visitors staying?

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

RANK	DESTINATION CITY	STATE	LEAKAGE NIGHTS	YOY ¹	% OF TOTAL
1	Spring Creek	NV	23.5K	↑ 8.6%	60.0%
2	Carlin	NV	7.3K	↑ 14.0%	18.8%
3	Wells	NV	3.3K	↑ 2.6%	8.4%
4	Winnemucca	NV	1.6K	↑ 41.3%	4.1%
5	Salt Lake City	UT	748	↓ 5.5%	1.9%
6	West Wendover	NV	508	↓ 8.4%	1.3%
7	Ely	NV	464	↑ 32.0%	1.2%
8	Wendover	UT	352	↑ 26.3%	0.9%
9	Boise City	ID	292	-	0.7%
10	Fernley	NV	283	↓ 32.3%	0.7%

Showing 1 to 10 of 15 destinations

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

Top 10 Cities 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	Paradise	29.3M YoY -2.7%	2.3M YoY +5.6%	46.1M YoY -3.7%	2.0 YoY -1.2%
2	Las Vegas	8.1M YoY -3.1%	610.3K YoY +5.0%	10.4M YoY -3.0%	2.1 YoY +0.2%
3	Winchester	7.2M YoY -4.8%	525.9K YoY +2.5%	7.0M YoY -4.1%	1.6 YoY +1.0%
#4	Reno	5.2M YoY -0.1%	411.2K YoY +8.1%	9.1M YoY +3.0%	2.1 YoY +3.5%
#5	Enterprise	4.6M YoY +1.2%	319.4K YoY +10.2%	6.0M YoY +0.0%	1.9 YoY -1.1%
#6	Henderson	3.3M YoY -3.4%	238.8K YoY +4.2%	5.1M YoY -3.1%	2.3 YoY +1.4%
#7	North Las Vegas	3.0M YoY -0.1%	215.9K YoY +8.0%	3.9M YoY +1.0%	2.1 YoY +1.3%
#8	Spring Valley	2.2M YoY -2.3%	145.8K YoY +5.3%	2.7M YoY -2.9%	2.1 YoY +0.3%
#9	Laughlin	1.4M YoY -2.8%	117.6K YoY +5.5%	2.2M YoY -1.6%	1.8 YoY +0.7%
#10	Sparks	1.4M YoY -0.1%	102.2K YoY +6.3%	1.9M YoY +3.6%	1.9 YoY +4.7%
Not in Top 10	Elko	601.4K YoY +2.2%	41.1K YoY +5.4%	910.9K YoY +0.0%	2.0 YoY -2.6%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Trips

Display

Value

