Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

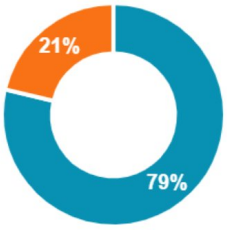
Time Period: Last 12 Months · Home Distance: 50+ Miles

Total Trips	Avg. Monthly Visitors	Visit Nights	Total Visitor Spend
YoY +3.0%	YoY +6.7%	YoY +3.0%	YoY +6.6%
2.0M	**145.9K**	**2.5M**	**$284.8M**
vs. 2.0M prev. year (Jun '24 - May '25)	vs. 136.8K prev. year (Jun '24 - May '25)	vs. 2.4M prev. year (Jun '24 - May '25)	vs. $267.1M up from (Jun '24 - May '25)

Day vs Overnight Trips

Trips

429.0K
Day Trips



1.6M
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

1 night	75% (1.2M)	
2-3 nights	19% (295.0K)	
4-7 nights	5% (79.9K)	
8-30 nights	1% (21.8K)	
31-60 nights	0% (15)	

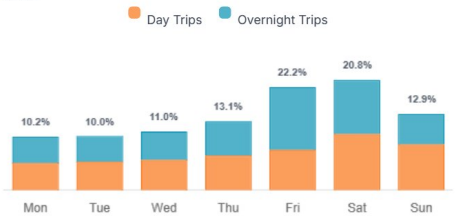
AVG. NIGHTS/TRIP

1.6
nights (1.6M trips)
YoY +0.7%

Day of Arrival

All Trips

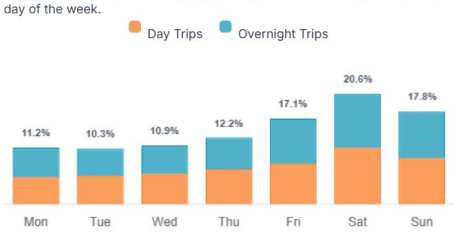
Each bar represents the percentage of trips that arrived on that day of the week.



Visitors Count

All Trips

Each bar represents the average percentage of total visitors present on that day of the week.



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 (Your Market)	2.0M Trips, YoY +3.0%

Domestic Travel and Tourism Report

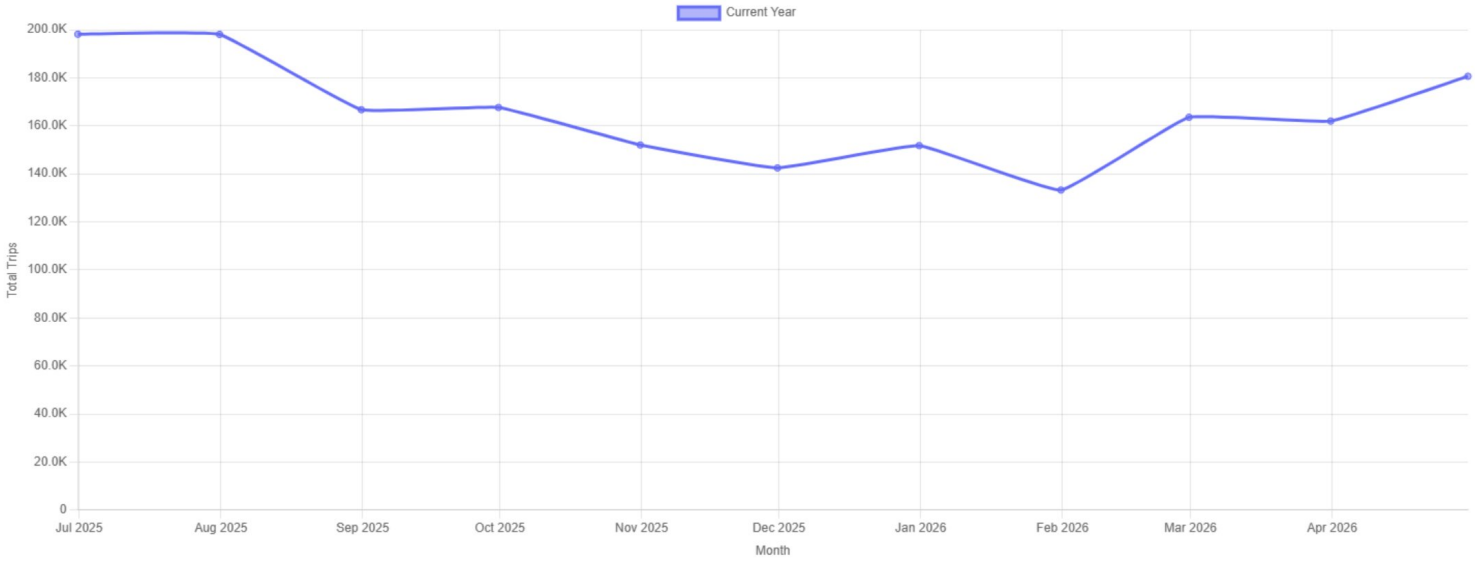
Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

Trend Analysis

Visualize metrics over time with flexible intervals

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



Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

Visitor Origins

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

< 1 2 3 4 5 ... 12 >

Top Origin Trend Matrix

Monthly rankings by trips showing market shifts and patterns

CBSA | DMA | Zip Code

All | Day | Overnight

50+ Miles | 150+ Miles

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 ↑1	Sacramento-Stockton-Modesto, CA 12.4K ↑1	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 ↓1	Boise, ID 11.4K ↓1	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

Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

Category Analysis

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

Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

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

Visitor Distribution

Breakdown of monthly visitors by type

Monthly Visitors | Visit Nights

Total Avg. Monthly Visitors

Average monthly visitors (day + overnight) to your market.

145.9K

Overnight visitors who stayed in your market.

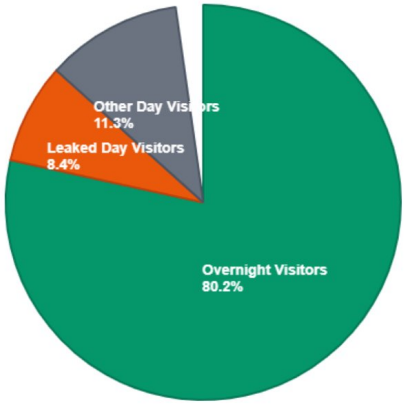
117.1K (80.2%)

Day visitors who stayed overnight in other markets.

12.3K (8.4%)

Day visitors who didn't stay overnight anywhere.

16.6K (11.3%)



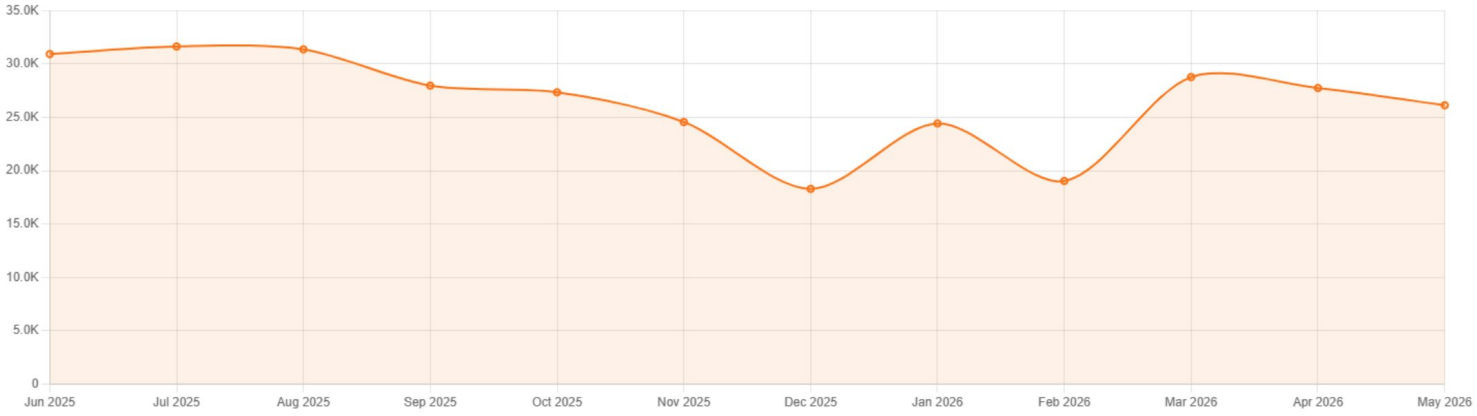
Min. Estimated Revenue Impact

Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost | Leakage Rate



Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

Top Leakage Destinations

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	% 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

‹ Page 1 of 2 ›

Domestic Travel and Tourism Report

Elko, NV (County) (show market)

Watch Tutorial Provided by Placer.ai

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

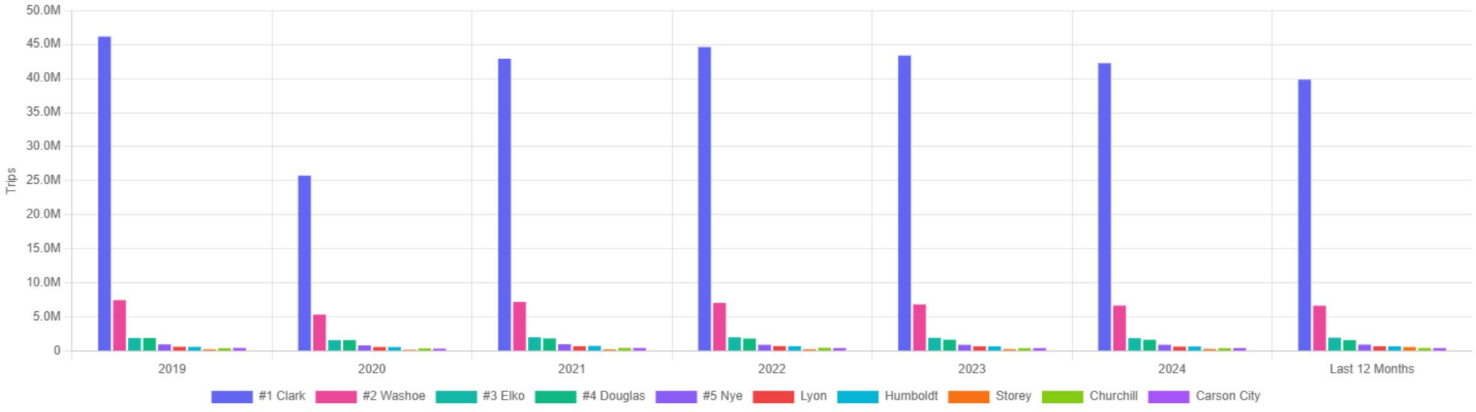
Top 10 Counties in Nevada

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