

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

Total Trips

↑ YoY +1.9%

600.8K

vs. 589.4K prev. year (Jul '24 - Jun '25)

Avg. Monthly Visitors

↑ YoY +6.0%

40.1K

vs. 37.8K prev. year (Jul '24 - Jun '25)

Visit Nights

↑ YoY +1.7%

839.7K

vs. 825.4K prev. year (Jul '24 - Jun '25)

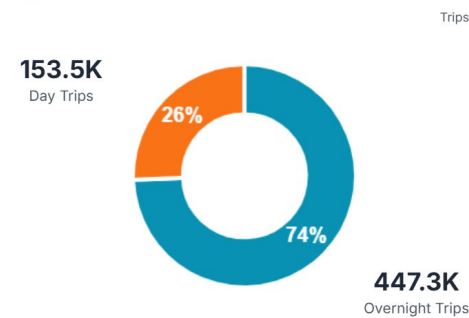
Total Visitor Spend ¹

↑ YoY +9.3%

\$54.9M

vs. \$50.2M up from (Jul '24 - Jun '25)

Day vs Overnight Trips ¹



Top 3 Categories Spend ¹

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 ¹

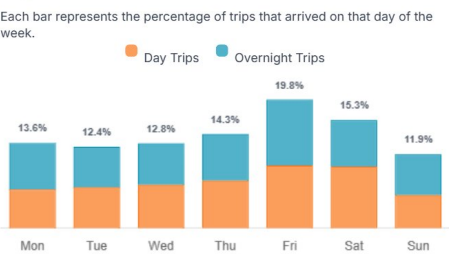
DMA All Trips

1st	Salt Lake City, UT	143.5K Trips	↑ YoY +6.0%
2nd	Reno, NV	142.5K Trips	↑ YoY +5.5%
3rd	Sacramento-Stockton-Modesto, CA	42.4K Trips	↓ YoY -1.3%

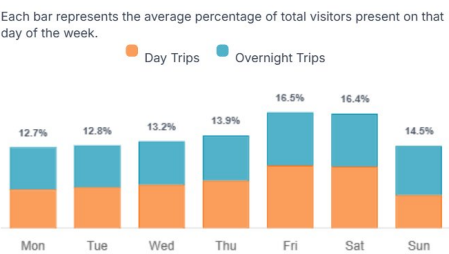
Overnight Trips ¹



Day of Arrival ¹



Visitors Count ¹



Overnight Leakage ¹

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

26.8K

NIGHTS LOST

↑ YoY +15.4%

3.1%

LEAKAGE RATE

↑ YoY +9.9%

[Unlock Visitor Spend to see Estimated Revenue Impact](#)

Spend Metrics ¹

Unlock Visitor Spend Insights

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[Learn More](#)

Top State Markets ¹

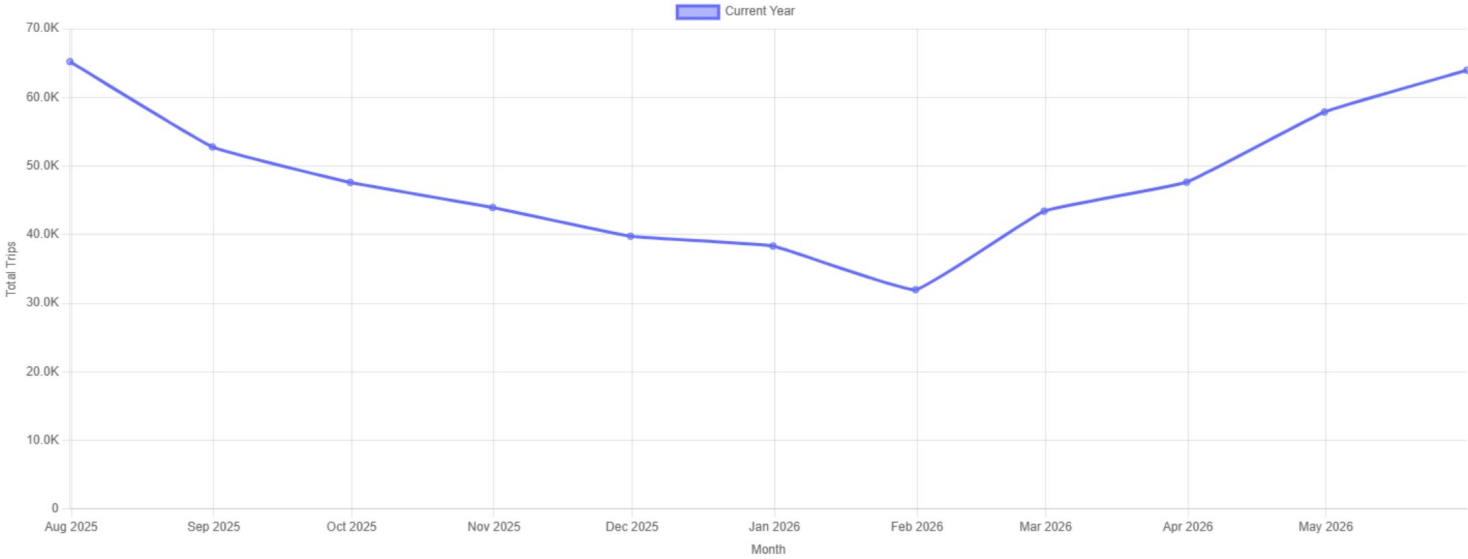
County All Trips

1st	Clark	40.6M Trips	↓ YoY -2.6%
2nd	Washoe	6.8M Trips	↓ YoY -0.3%
3rd	Elko	2.0M Trips	↑ YoY +3.3%

Trend Analysis ¹

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2025-07 – 2026-06



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	141,221	8,580	166,472	1.8 nights	Locked	Locked	View
Salt Lake City, UT	134,668	7,735	174,533	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	44,829	3,883	48,803	1.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	28,130	3,205	28,588	1.1 nights	Locked	Locked	View
Las Vegas, NV	26,169	1,746	45,604	2.3 nights	Locked	Locked	View
Boise, ID	23,428	1,314	36,479	2.3 nights	Locked	Locked	View
Twin Falls, ID	18,854	1,136	26,130	2.0 nights	Locked	Locked	View
Phoenix, AZ	13,242	863	27,036	2.9 nights	Locked	Locked	View
Denver, CO	13,024	1,096	20,557	1.7 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

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1

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3

4

5

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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	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUN 26
#1	Salt Lake City, UT 10.9K	Salt Lake City, UT 9.7K	Salt Lake City, UT 12.0K	Salt Lake City, UT 12.6K	Salt Lake City, UT 13.7K	Reno, NV 14.9K
#2	Reno, NV 10.5K	Reno, NV 8.6K	Reno, NV 10.8K	Reno, NV 11.0K	Reno, NV 13.0K	Salt Lake City, UT 13.6K
#3	Boise, ID 1.9K	Sacramento-Stockton-Modesto, CA 1.6K	Sacramento-Stockton-Modesto, CA 2.3K	Sacramento-Stockton-Modesto, CA 2.9K	Sacramento-Stockton-Modesto, CA 3.7K	Sacramento-Stockton-Modesto, CA 5.4K
#4	Las Vegas, NV 1.7K	Boise, ID 1.5K	Boise, ID 2.1K	Las Vegas, NV 2.2K	Boise, ID 2.7K	San Francisco-Oakland-San Jose, CA 3.7K
#5	Twin Falls, ID 1.7K	Las Vegas, NV 1.3K	Twin Falls, ID 1.7K	Boise, ID 1.7K	Las Vegas, NV 2.3K	Boise, ID 2.7K

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

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 (Jul '25 - Jun '26)

CATEGORY 	TRIPS 	% OF TOTAL 	YOY CHANGE 	TREND
Hotels 	301,821	29.6%	+3.9% 	View
Retail 	234,306	22.9%	+3.9% 	View
Restaurants 	189,348	18.5%	+2.7% 	View
Groceries and Food Stores 	104,411	10.2%	-1.2% 	View
Recreation & Entertainment 	96,725	9.5%	-2.5% 	View
Automotive Sales, Rentals and Services 	61,895	6.1%	+4.2% 	View
Health, Beauty and Wellness 	32,527	3.2%	+5.2% 	View
Others 	0	0.0%	N/A	View

Domestic Travel and Tourism Report

Elko (City) [show market](#)

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.



40.1K

Overnight visitors who stayed in your market.



31.8K (79.3%)

Day visitors who stayed overnight in other markets.

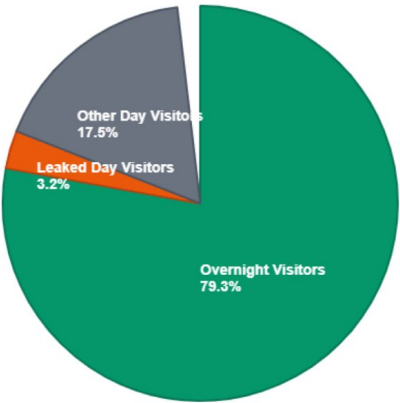


1.3K (3.2%)

Day visitors who didn't stay overnight anywhere.



7.0K (17.5%)



Monthly Visitors

Visit Nights



Min. Estimated Revenue Impact

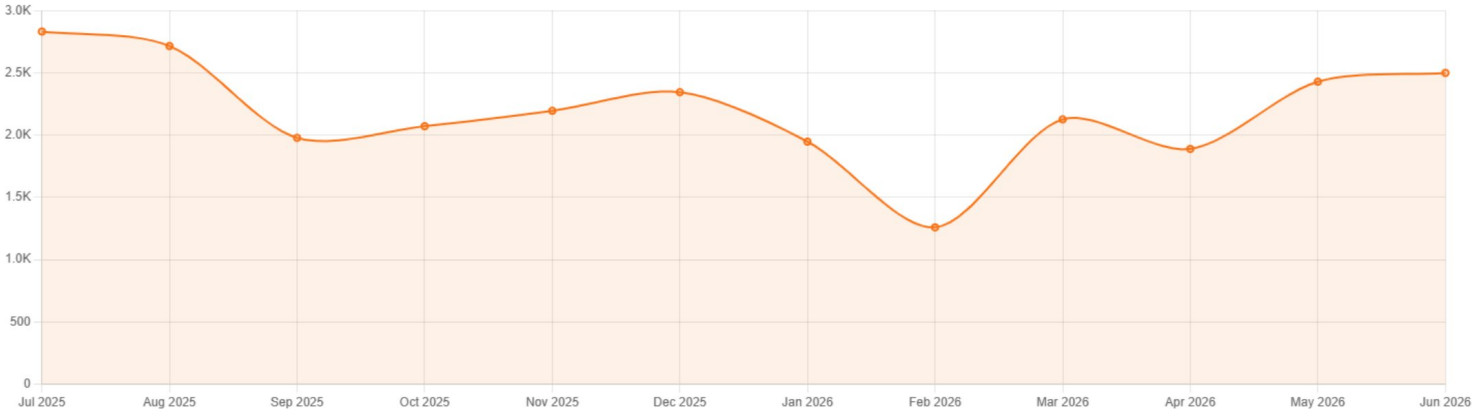
Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost

Leakage Rate



Top Leakage Destinations ⁱ

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 ^o	% OF TOTAL
1	Spring Creek	NV	10.0K	↑ 45.3%	52.4%
2	Carlin	NV	4.3K	↑ 21.1%	22.4%
3	Wells	NV	2.4K	↑ 5.2%	12.8%
4	West Wendover	NV	546	↑ 0.9%	2.9%
5	Winnemucca	NV	473	↑ 37.3%	2.5%
6	Ely	NV	357	↑ 9.1%	1.9%
7	Twin Falls	ID	217	↑ 157.1%	1.1%
8	Fernley	NV	209	↓ 55.2%	1.1%
9	Wendover	UT	159	↑ 101.5%	0.8%
10	Fallon	NV	107	-	0.6%

Showing 1 to 10 of 15 destinations

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

Sort By

Last 12 Months

Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
1	Paradise	31.8M YoY -2.4%	2.5M YoY +5.7%	54.6M YoY -3.5%	2.2 YoY -1.0%
2	Las Vegas	8.3M YoY -2.8%	619.2K YoY +4.8%	10.5M YoY -3.3%	2.0 YoY -0.1%
3	Winchester	7.4M YoY -3.1%	540.6K YoY +4.1%	71M YoY -4.2%	1.6 YoY +0.6%
#4	Enterprise	6.4M YoY +1.8%	457.0K YoY +10.9%	7.6M YoY +1.5%	1.9 YoY -1.5%
#5	Reno	5.1M YoY +0.6%	402.6K YoY +9.2%	8.7M YoY +4.5%	2.1 YoY +4.1%
#6	Henderson	3.6M YoY -2.7%	259.4K YoY +4.8%	5.6M YoY -2.7%	2.3 YoY +1.1%
#7	Spring Valley	3.3M YoY +0.8%	240.5K YoY +9.2%	3.5M YoY -0.2%	1.9 YoY -1.8%
#8	North Las Vegas	2.9M YoY +0.6%	202.9K YoY +8.3%	3.7M YoY +1.3%	2.1 YoY +1.5%
#9	Sparks	1.5M YoY -1.7%	109.4K YoY +5.2%	2.0M YoY +3.3%	1.9 YoY +4.7%
#10	Laughlin	1.4M YoY -0.9%	118.4K YoY +7.4%	2.2M YoY -0.7%	1.7 YoY +0.2%
Not in Top 10	Elko	600.8K YoY +2.6%	40.1K YoY +7.2%	839.7K YoY +2.2%	1.9 YoY -1.9%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Display

Trips

Value

