

Domestic Travel and Tourism Report

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

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

Total Trips

YoY +3.3%

2.0M

vs. 1.9M prev. year (Jul '24 - Jun '25)

Avg. Monthly Visitors

YoY +6.8%

145.7K

vs. 136.4K prev. year (Jul '24 - Jun '25)

Visit Nights

YoY +3.3%

2.5M

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

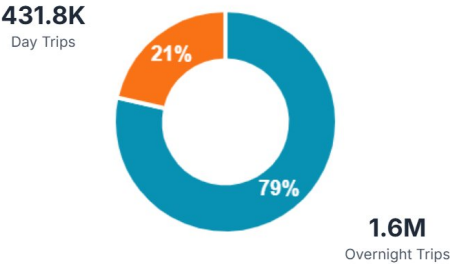
Total Visitor Spend ⁱ

YoY +17.5%

\$292.1M

vs. \$248.6M up from (Jul '24 - Jun '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.

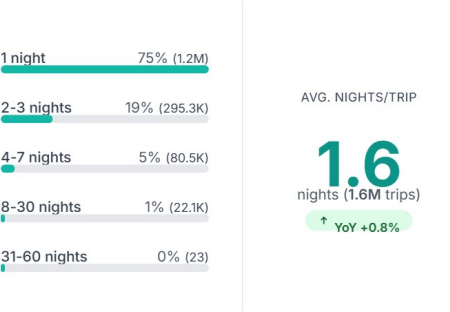
Learn More

Top Origins ⁱ

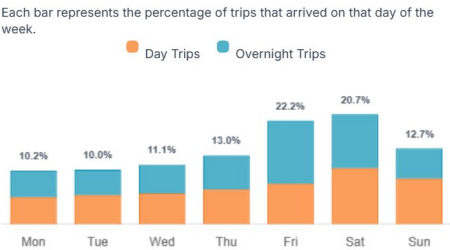
DMA All Trips

1st	Salt Lake City, UT	731.7K Trips	YoY +5.2%
2nd	Reno, NV	210.8K Trips	YoY +0.6%
3rd	Sacramento-Stockton-Modesto, CA	162.6K Trips	YoY +7.0%

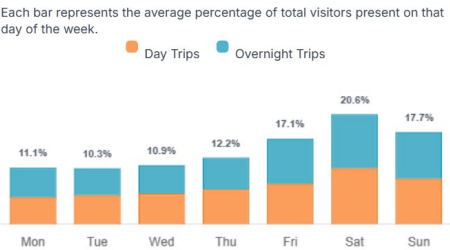
Overnight Trips ⁱ



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.

247.0K

NIGHTS LOST

YoY +3.5%

9.0%

LEAKAGE RATE

YoY -8.9%

Unlock Visitor Spend to see Estimated Revenue Impact

Spend Metrics 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 State Markets ⁱ

County All Trips

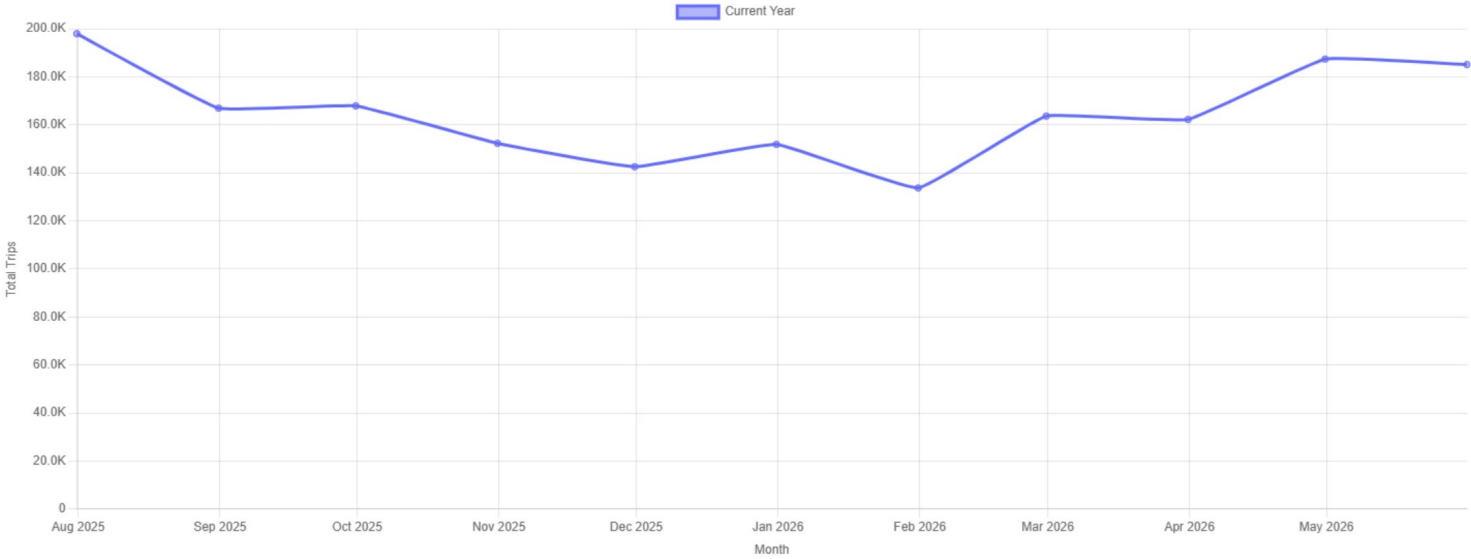
1st	Clark	40.6M Trips	YoY -2.6%
2nd	Washoe	6.8M Trips	YoY -0.3%
3rd	Elko	2.0M Trips	YoY +3.3%

Your Market

Trend Analysis

Visualize metrics over time with flexible intervals

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



Visitor Origins ⁱ

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	682,483	46,398	766,068	1.4 nights	Locked	Locked	View
Reno, NV	217,638	13,510	288,204	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	152,586	11,073	137,795	1.2 nights	Locked	Locked	View
Boise, ID	117,599	8,302	155,861	1.6 nights	Locked	Locked	View
Twin Falls, ID	61,435	4,017	70,374	1.6 nights	Locked	Locked	View
Las Vegas, NV	55,971	3,892	104,615	2.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	54,373	5,287	55,155	1.2 nights	Locked	Locked	View
Idaho Falls-Pocatello, ID	39,737	2,877	64,608	1.8 nights	Locked	Locked	View
Phoenix, AZ	39,025	2,964	65,105	2.0 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

<

1

2

3

4

5

...

12

>

Top Origin Trend Matrix ⁱ

Monthly rankings by trips showing market shifts and patterns

CBSA

DMA

Zip Code

All

Day

Overnight

50+ Miles

150+ Miles

<

>

RANK	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUN 26
#1	Salt Lake City, UT 64.8K	Salt Lake City, UT 59.8K	Salt Lake City, UT 66.9K	Salt Lake City, UT 60.7K	Salt Lake City, UT 67.4K	Salt Lake City, UT 57.6K
#2	Reno, NV 14.6K	Reno, NV 11.9K	Reno, NV 14.6K	Reno, NV 16.0K	Reno, NV 18.5K	Reno, NV 20.7K
#3	Sacramento-Stockton-Modesto, CA 10.8K	Boise, ID 10.0K	Sacramento-Stockton-Modesto, CA 12.3K	Sacramento-Stockton-Modesto, CA 12.1K	Sacramento-Stockton-Modesto, CA 14.5K	Sacramento-Stockton-Modesto, CA 18.0K
#4	Boise, ID 9.9K	Sacramento-Stockton-Modesto, CA 8.9K	Boise, ID 11.5K	Boise, ID 10.3K	Boise, ID 12.5K	Boise, ID 10.7K
#5	Twin Falls, ID 6.0K	Twin Falls, ID 4.9K	Twin Falls, ID 5.2K	Twin Falls, ID 5.3K	Twin Falls, ID 6.8K	San Francisco-Oakland-San Jose, CA 6.6K

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 	922,201	37.6%	+2.3% 	View
Recreation & Entertainment 	420,904	17.2%	+3.0% 	View
Retail 	324,329	13.2%	+4.7% 	View
Groceries and Food Stores 	309,947	12.6%	-0.3% 	View
Restaurants 	255,086	10.4%	+1.5% 	View
Health, Beauty and Wellness 	129,252	5.3%	+4.7% 	View
Automotive Sales, Rentals and Services 	92,244	3.8%	+5.6% 	View
Others 	0	0.0%	N/A	View

Domestic Travel and Tourism Report

Elko (County) [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.

145.7K

Overnight visitors who stayed in your market.

116.8K (80.2%)

Day visitors who stayed overnight in other markets.

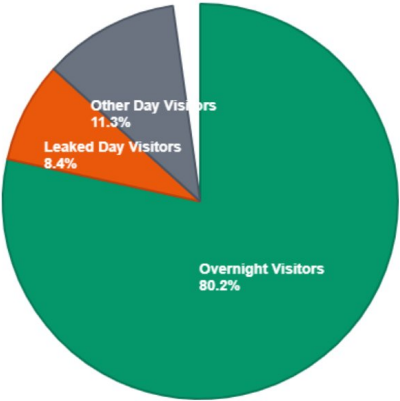
12.3K (8.4%)

Day visitors who didn't stay overnight anywhere.

16.5K (11.3%)

Monthly Visitors

Visit Nights



Min. Estimated Revenue Impact

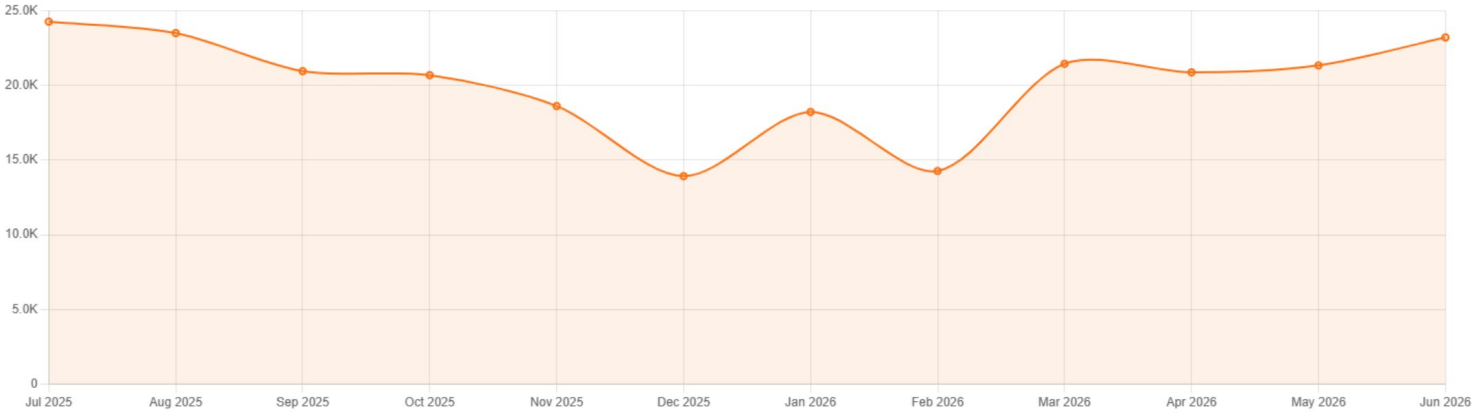
Unlock Visitor Spend to see Estimated Revenue Impact

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	36.7K	↓ 23.3%	37.2%
2	Tooele	UT	14.7K	↓ 10.5%	14.8%
3	Lander	NV	11.9K	↓ 14.9%	12.1%
4	Salt Lake	UT	9.1K	↑ 8.7%	9.2%
5	Humboldt	NV	8.9K	↑ 63.8%	9.0%
6	White Pine	NV	5.8K	↑ 96.7%	5.9%
7	Twin Falls	ID	2.6K	↑ 9.6%	2.6%
8	Ada	ID	1.8K	↑ 7.8%	1.8%
9	Davis	UT	1.4K	↓ 9.6%	1.4%
10	Pershing	NV	1.3K	↓ 7.9%	1.3%

Showing 1 to 10 of 14 destinations

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
	Clark	40.6M YoY -2.6%	3.5M YoY +5.9%	102.3M YoY -2.9%	2.7 YoY -0.5%
	Washoe	6.8M YoY -0.3%	537.2K YoY +7.9%	12.5M YoY +2.9%	2.3 YoY +3.5%
	Elko	2.0M YoY +3.3%	152.1K YoY +11.9%	2.5M YoY +3.4%	1.6 YoY +0.9%
#4	Douglas	1.7M YoY -1.7%	130.9K YoY +5.8%	2.8M YoY -1.4%	2.1 YoY -0.2%
#5	Nye	967.4K YoY +2.8%	57.6K YoY +7.6%	1.2M YoY +0.2%	2.1 YoY +2.5%
#6	Lyon	718.1K YoY +3.2%	52.6K YoY +8.9%	1.1M YoY +5.9%	2.0 YoY +6.7%
#7	Humboldt	716.2K YoY +2.7%	51.9K YoY +7.4%	947.8K YoY +10.4%	1.8 YoY +13.5%
#8	Storey	637.1K YoY +74.5%	24.0K YoY +28.8%	301.9K YoY +23.3%	1.7 YoY +13.3%
#9	Churchill	469.4K YoY +1.9%	28.9K YoY +8.2%	688.2K YoY +0.3%	2.5 YoY +0.2%
#10	Carson City	451.9K YoY -2.3%	33.6K YoY +5.3%	660.9K YoY -1.3%	2.1 YoY +1.2%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric
Trips

Display
Value

