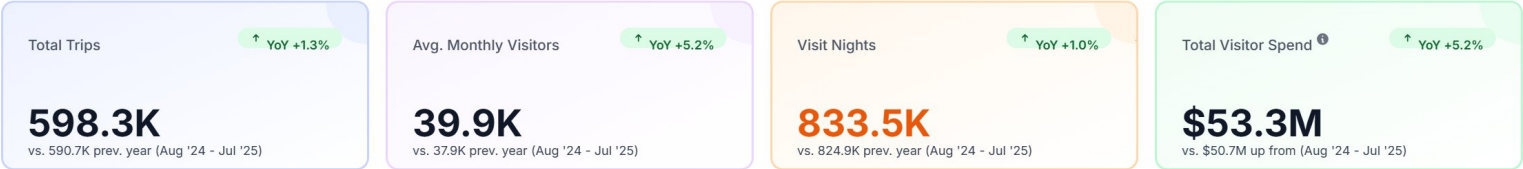
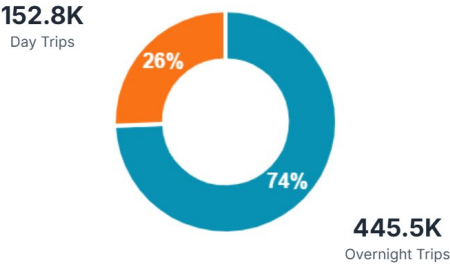


Time Period: Last 12 Months · Home Distance: 50+ Miles



Day vs Overnight Trips



Top 3 Categories Spend

Unlock Visitor Spend Insights

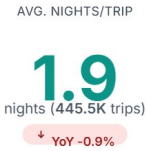
View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

[Learn More](#)

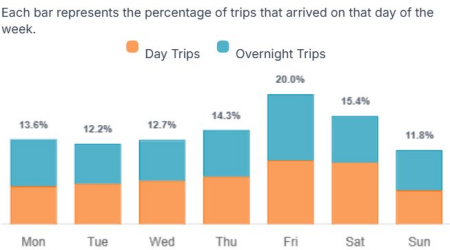
Top Origins

DMA	All Trips
1st	Salt Lake City, UT 144.2K Trips ↑ YoY +6.8%
2nd	Reno, NV 141.1K Trips ↑ YoY +4.4%
3rd	Sacramento-Stockton-Modesto, CA 41.0K Trips ↓ YoY -6.9%

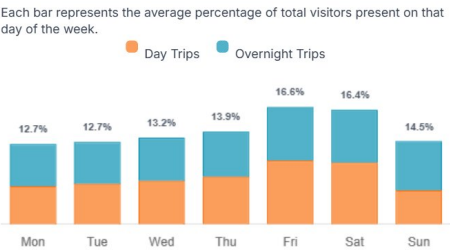
Overnight Trips



Day of Arrival



Visitors Count



Overnight Leakage

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



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

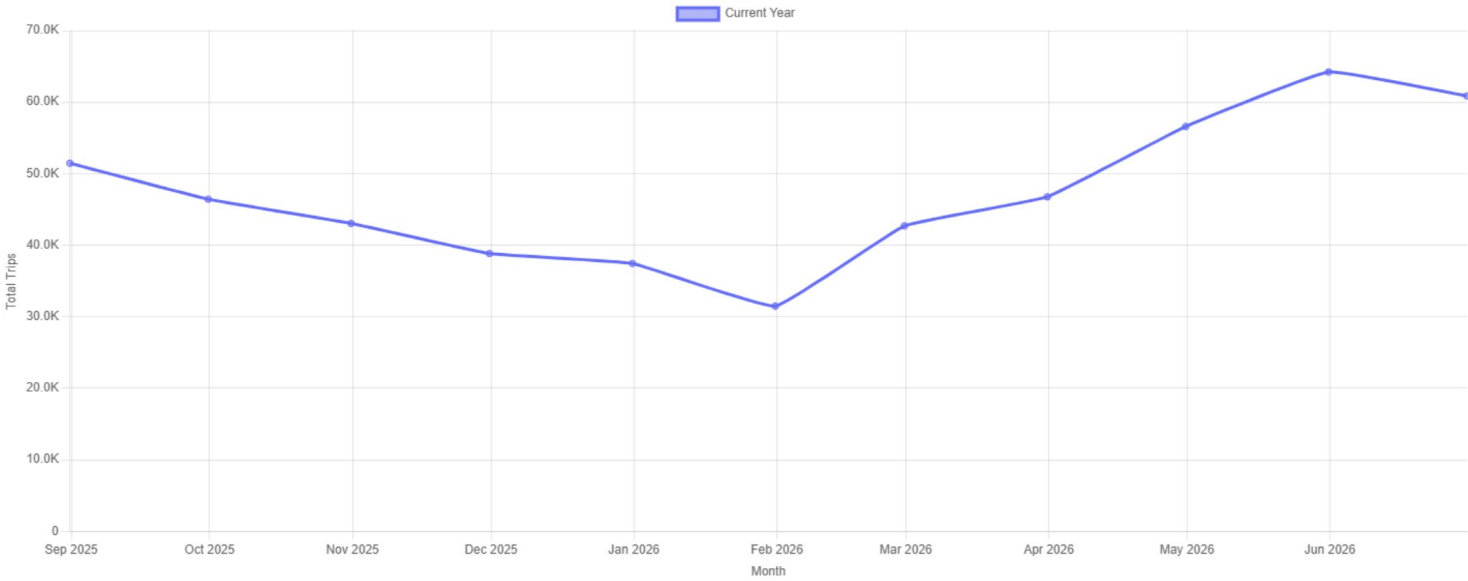
County	All Trips
1st	Clark 40.7M Trips ↓ YoY -1.4%
2nd	Washoe 6.9M Trips ↑ YoY +1.0%
3rd	Elko 2.0M Trips ↑ YoY +3.3%

Unlock Visitor Spend to see Estimated Revenue Impact

Trend Analysis ⓘ

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2025-08 – 2026-07



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	141,324	8,586	167,075	1.8 nights	Locked	Locked	View
Salt Lake City, UT	134,763	7,741	174,911	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	44,689	3,854	48,756	1.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	28,346	3,219	28,638	1.1 nights	Locked	Locked	View
Las Vegas, NV	26,276	1,756	45,619	2.3 nights	Locked	Locked	View
Boise, ID	23,467	1,314	36,459	2.3 nights	Locked	Locked	View
Twin Falls, ID	18,897	1,140	26,156	2.0 nights	Locked	Locked	View
Phoenix, AZ	13,059	847	26,537	2.9 nights	Locked	Locked	View
Denver, CO	12,893	1,098	20,489	1.7 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

<

1

2

3

4

5

...

12

>

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

<

>

RANK	FEB 26	MAR 26	APR 26	MAY 26	JUN 26	JUL 26
#1	Salt Lake City, UT 9.9K	Salt Lake City, UT 12.0K	Salt Lake City, UT 12.7K	Salt Lake City, UT 13.8K	Reno, NV 15.0K	Salt Lake City, UT 12.9K
#2	Reno, NV 8.6K	Reno, NV 10.8K	Reno, NV 11.0K	Reno, NV 12.9K	Salt Lake City, UT 13.4K	Reno, NV 11.5K
#3	Sacramento-Stockton-Modesto, CA 1.6K	Sacramento-Stockton-Modesto, CA 2.3K	Sacramento-Stockton-Modesto, CA 2.9K	Sacramento-Stockton-Modesto, CA 3.6K	Sacramento-Stockton-Modesto, CA 5.6K	Sacramento-Stockton-Modesto, CA 5.2K
#4	Boise, ID 1.5K	Boise, ID 2.1K	Las Vegas, NV 2.2K	Boise, ID 2.7K	San Francisco-Oakland-San Jose, CA 4.0K	San Francisco-Oakland-San Jose, CA 5.0K
#5	Las Vegas, NV 1.4K	Twin Falls, ID 1.7K	Boise, ID 1.8K	Las Vegas, NV 2.3K	Boise, ID 2.6K	Las Vegas, NV 2.6K

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 (Aug '25 - Jul '26)

CATEGORY 	TRIPS 	% OF TOTAL 	YOY CHANGE 	TREND
Hotels 	301,733	29.6%	+3.3% 	View
Retail 	234,350	23.0%	+3.1% 	View
Restaurants 	188,812	18.5%	+2.7% 	View
Groceries and Food Stores 	103,279	10.1%	-2.6% 	View
Recreation & Entertainment 	96,482	9.5%	-2.4% 	View
Automotive Sales, Rentals and Services 	61,217	6.0%	+3.1% 	View
Health, Beauty and Wellness 	32,489	3.2%	+3.6% 	View
Others 	0	0.0%	N/A	View

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

Visitor Distribution ⁱ

Breakdown of monthly visitors by type

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



39.9K

Overnight visitors who stayed in your market.



31.7K (79.4%)

Day visitors who stayed overnight in other markets.

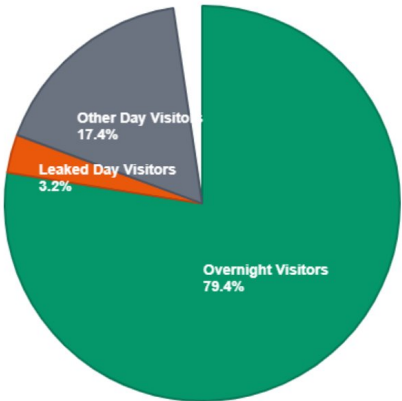


1.3K (3.2%)

Day visitors who didn't stay overnight anywhere.



7.0K (17.4%)



Monthly Visitors

Visit Nights

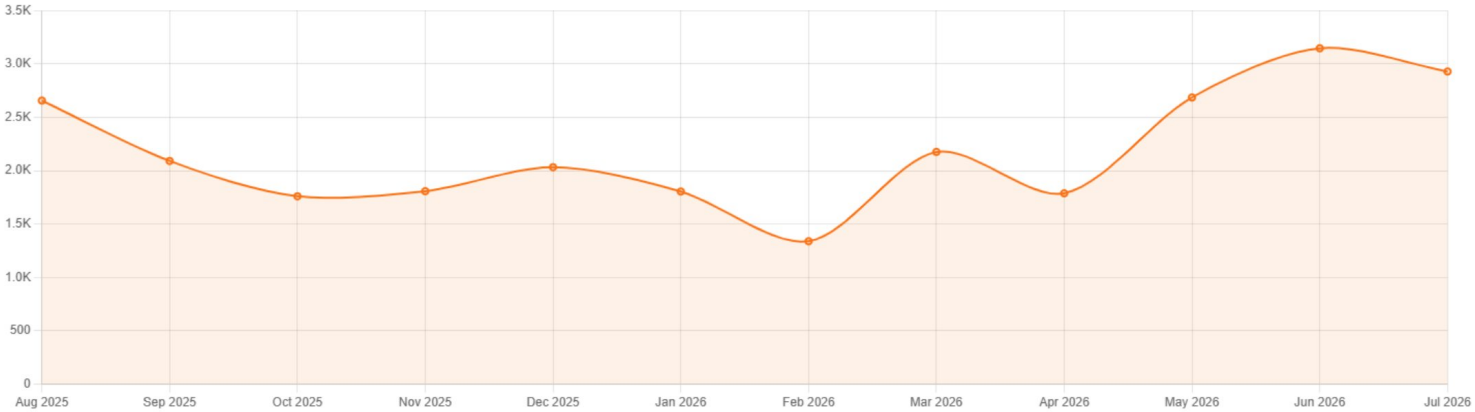


Min. Estimated Revenue Impact ⁱ

Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time ⁱ

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 CITY	STATE	LEAKAGE NIGHTS	YOY ²	% OF TOTAL
1	Spring Creek	NV	9.7K	↑ 33.7%	43.1%
2	Carlin	NV	4.1K	↑ 2.7%	18.4%
3	Wells	NV	2.5K	↑ 5.2%	11.3%
4	Winnemucca	NV	750	↑ 152.7%	3.3%
5	West Wendover	NV	648	↑ 26.8%	2.9%
6	Twin Falls	ID	310	↑ 226.7%	1.4%
7	Ely	NV	304	↓ 25.9%	1.4%
8	Fernley	NV	257	↓ 39.8%	1.1%
9	Reno	NV	247	↑ 141.8%	1.1%
10	Cheyenne	WY	226	↓ 38.1%	1.0%

Showing 1 to 10 of 50 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	29.0M YoY -1.0%	1.9M YoY +7.6%	50.4M YoY -1.2%	2.2 YoY -0.1%
2	University - Las Vegas	27.9M YoY -0.6%	1.8M YoY +7.9%	48.9M YoY -0.6%	2.2 YoY +0.0%
3	Downtown Las Vegas	8.7M YoY -3.1%	481.9K YoY +4.1%	8.8M YoY -4.7%	1.6 YoY -0.5%
#4	Las Vegas	8.3M YoY -2.8%	471.0K YoY +4.9%	10.5M YoY -3.1%	2.0 YoY -0.0%
#5	North Central - Las Vegas	5.2M YoY -3.3%	359.5K YoY +3.8%	5.5M YoY -3.8%	1.7 YoY -0.5%
#6	Henderson - Las Vegas	5.2M YoY -2.1%	306.6K YoY +6.9%	7.6M YoY -2.5%	2.2 YoY +0.1%
#7	Reno	5.2M YoY +1.4%	308.1K YoY +10.3%	8.8M YoY +5.4%	2.1 YoY +4.0%
#8	Winchester	5.1M YoY -2.3%	383.9K YoY +5.3%	4.9M YoY -2.5%	1.6 YoY +0.4%
#9	Enterprise	4.1M YoY +0.5%	338.9K YoY +9.5%	5.6M YoY +0.1%	2.0 YoY -1.2%
#10	Spring Valley - Las Vegas	3.6M YoY -5.0%	260.6K YoY +3.1%	3.9M YoY -6.0%	1.8 YoY -0.4%
Not in Top 10	Elko	598.3K YoY +2.6%	39.9K YoY +6.5%	833.5K YoY +2.4%	1.9 YoY -0.8%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Display

Trips

Value

