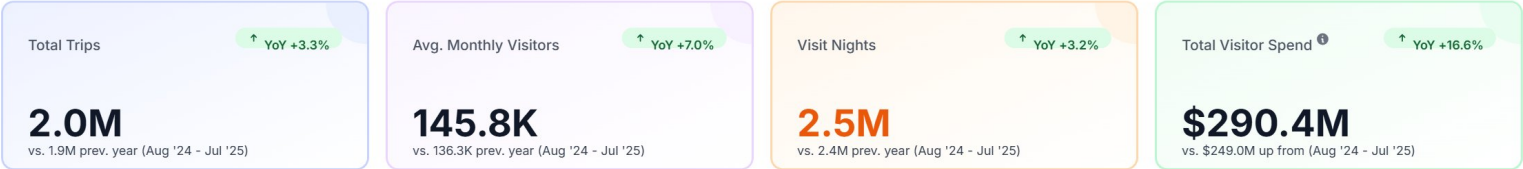


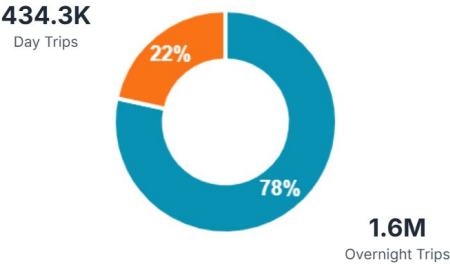
Domestic Travel and Tourism Report

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

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



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.

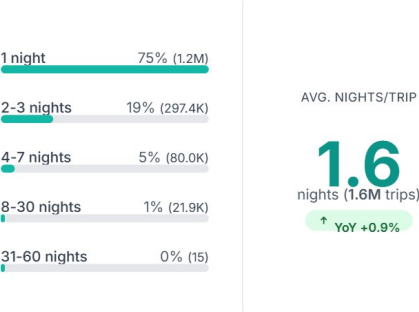
Learn More

Top Origins ⁽ⁱ⁾

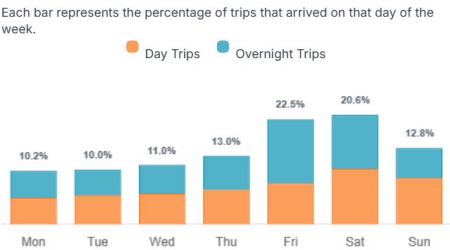
DMA All Trips

1st	Salt Lake City, UT	736.0K Trips	↑ YoY +6.2%
2nd	Reno, NV	209.9K Trips	↑ YoY +0.3%
3rd	Sacramento-Stockton-Modesto, CA	161.2K Trips	↑ YoY +5.0%

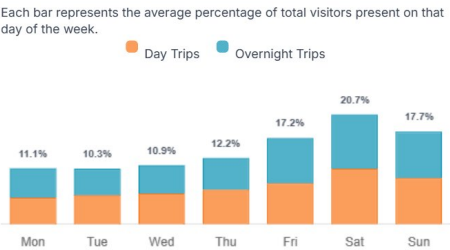
Overnight Trips ⁽ⁱ⁾



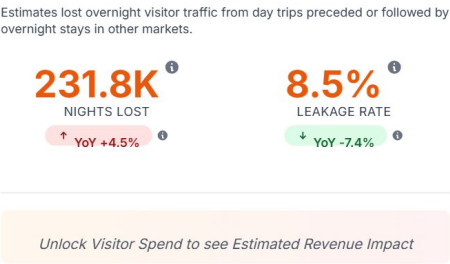
Day of Arrival ⁽ⁱ⁾



Visitors Count ⁽ⁱ⁾



Overnight Leakage ⁽ⁱ⁾



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⁾

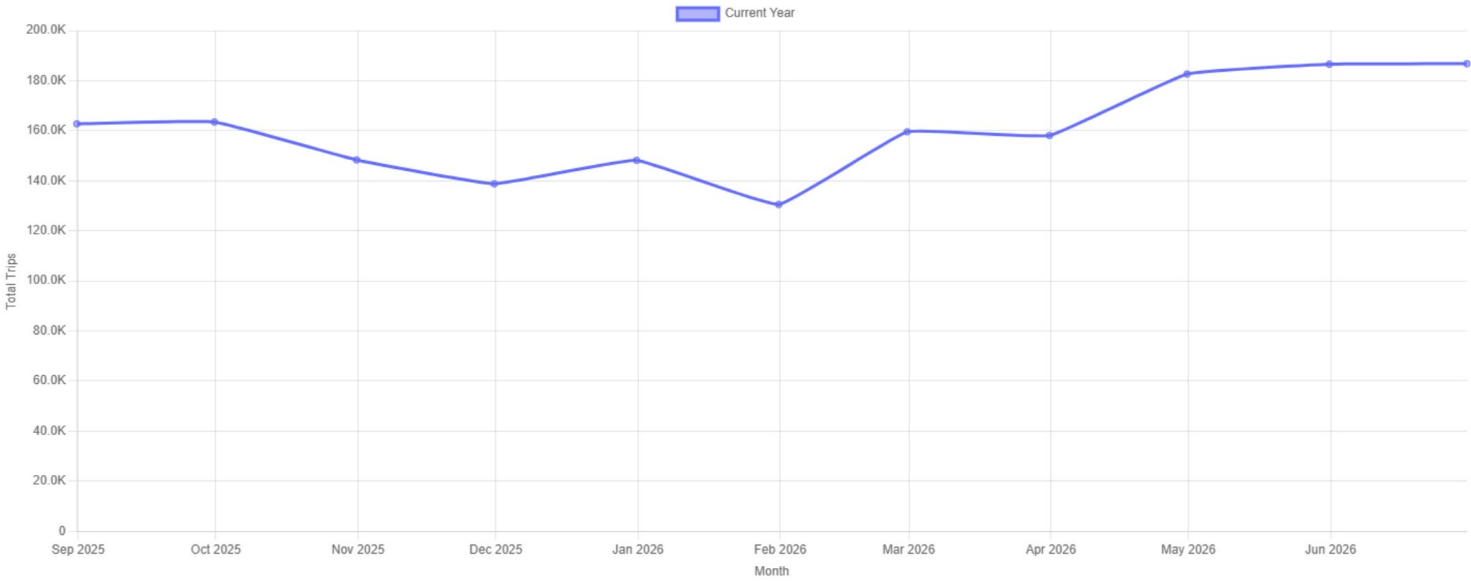
County All Trips

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

Trend Analysis

Visualize metrics over time with flexible intervals

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



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	682,193	46,353	767,351	1.4 nights	Locked	Locked	View
Reno, NV	218,099	13,531	289,666	2.0 nights	Locked	Locked	View
Sacramento-Stockton-Modesto, CA	152,641	11,054	137,793	1.2 nights	Locked	Locked	View
Boise, ID	117,546	8,297	155,243	1.6 nights	Locked	Locked	View
Twin Falls, ID	61,457	4,011	70,418	1.6 nights	Locked	Locked	View
Las Vegas, NV	56,130	3,888	104,233	2.3 nights	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	54,249	5,314	54,560	1.2 nights	Locked	Locked	View
Idaho Falls-Pocatello, ID	39,750	2,877	64,588	1.8 nights	Locked	Locked	View
Phoenix, AZ	39,073	2,964	64,757	2.0 nights	Locked	Locked	View

Showing 1 to 9 of 100 results

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	FEB 26	MAR 26	APR 26	MAY 26	JUN 26	JUL 26
#1	Salt Lake City, UT 60.1K	Salt Lake City, UT 66.9K	Salt Lake City, UT 60.6K	Salt Lake City, UT 67.5K	Salt Lake City, UT 58.0K	Salt Lake City, UT 62.4K
#2	Reno, NV 11.9K	Reno, NV 14.6K	Reno, NV 16.0K	Reno, NV 18.4K	Reno, NV 21.0K	Reno, NV 19.7K
#3	Boise, ID 10.1K	Sacramento-Stockton-Modesto, CA 12.3K	Sacramento-Stockton-Modesto, CA 12.1K	Sacramento-Stockton-Modesto, CA 14.4K	Sacramento-Stockton-Modesto, CA 18.4K	Sacramento-Stockton-Modesto, CA 17.6K
#4	Sacramento-Stockton-Modesto, CA 8.8K	Boise, ID 11.5K	Boise, ID 10.3K	Boise, ID 12.5K	Boise, ID 10.7K	Boise, ID 10.7K
#5	Twin Falls, ID 4.9K	Twin Falls, ID 5.3K	Twin Falls, ID 5.2K	Twin Falls, ID 6.7K	San Francisco-Oakland-San Jose, CA 7.1K	San Francisco-Oakland-San Jose, CA 8.7K

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 (Aug '25 - Jul '26)

CATEGORY 	TRIPS 	% OF TOTAL 	YOY CHANGE 	TREND
Hotels 	922,176	37.5%	+2.2% 	View
Recreation & Entertainment 	421,624	17.1%	+3.7% 	View
Retail 	324,798	13.2%	+4.7% 	View
Groceries and Food Stores 	309,671	12.6%	+0.0% 	View
Restaurants 	258,994	10.5%	+3.6% 	View
Health, Beauty and Wellness 	130,391	5.3%	+5.6% 	View
Automotive Sales, Rentals and Services 	91,711	3.7%	+5.0% 	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.

145.8K

Overnight visitors who stayed in your market.

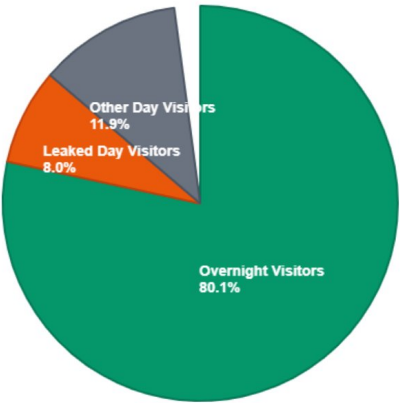
116.8K (80.1%)

Day visitors who stayed overnight in other markets.

11.7K (8.0%)

Day visitors who didn't stay overnight anywhere.

17.3K (11.9%)

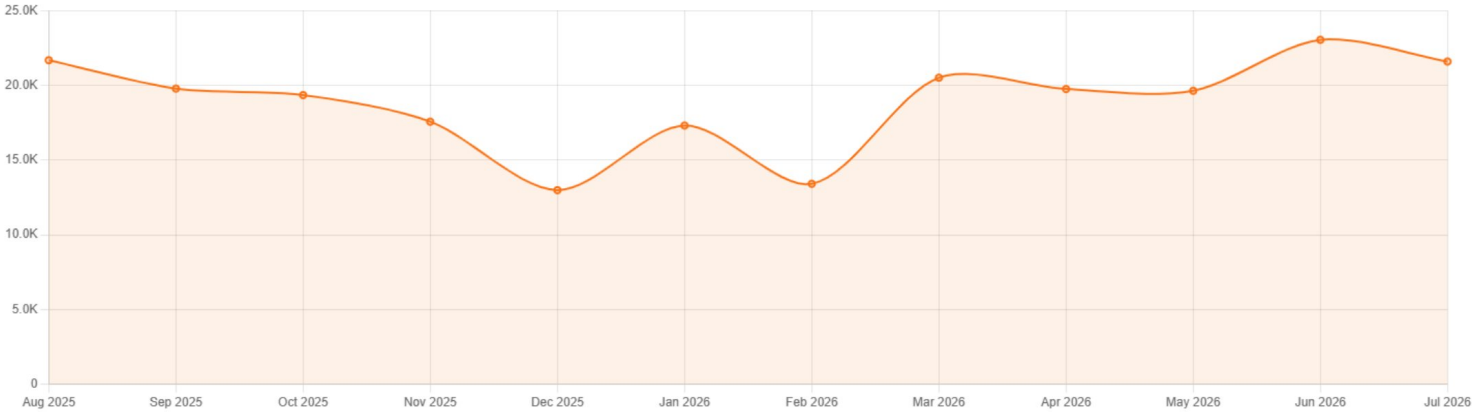


Min. Estimated Revenue Impact

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 COUNTY	STATE	LEAKAGE NIGHTS	YOY ¹	% OF TOTAL
1	Eureka	NV	37.1K	↓ 16.6%	20.9%
2	Tooele	UT	14.2K	↓ 12.6%	8.0%
3	Lander	NV	11.4K	↓ 20.0%	6.4%
4	Humboldt	NV	9.5K	↑ 60.4%	5.4%
5	Salt Lake	UT	8.9K	↑ 9.3%	5.0%
6	San Joaquin	CA	7.1K	↑ 8.3%	4.0%
7	White Pine	NV	5.9K	↑ 74.6%	3.3%
8	Maricopa	AZ	5.2K	↑ 22.9%	2.9%
9	Laramie	WY	4.3K	↑ 19.7%	2.4%
10	Sacramento	CA	4.2K	↓ 6.0%	2.4%

Showing 1 to 10 of 50 destinations

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

Top 10 Counties in Nevada

Time Period

Sort By

Last 12 Months rankings by selected metric

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
1	Clark	40.7M YoY -1.4%	3.4M YoY +7.1%	102.8M YoY -1.2%	2.7 YoY -0.1%
2	Washoe	6.9M YoY +1.0%	532.3K YoY +9.4%	12.5M YoY +4.0%	2.3 YoY +3.4%
3	Elko	2.0M YoY +3.3%	150.5K YoY +12.4%	2.5M YoY +3.2%	1.6 YoY +0.9%
#4	Douglas	1.7M YoY +0.5%	128.6K YoY +8.9%	2.8M YoY -0.3%	2.1 YoY -0.1%
#5	Nye	965.8K YoY +2.7%	54.9K YoY +7.4%	1.2M YoY +0.3%	2.1 YoY +2.6%
#6	Lyon	720.6K YoY +3.5%	51.2K YoY +9.2%	1.1M YoY +6.4%	2.0 YoY +7.3%
#7	Humboldt	718.6K YoY +3.8%	51.4K YoY +9.2%	955.1K YoY +11.4%	1.8 YoY +13.2%
#8	Storey	662.9K YoY +75.0%	23.1K YoY +27.3%	303.1K YoY +20.6%	1.7 YoY +12.5%
#9	Churchill	469.3K YoY +0.3%	28.4K YoY +8.3%	698.3K YoY +0.8%	2.6 YoY +0.8%
#10	Carson City	458.8K YoY +0.9%	32.9K YoY +9.2%	667.7K YoY +1.2%	2.1 YoY +1.1%

Historical Trend Comparison

Show Metric

Display Value

Multi-year trends for top 10 destinations

