

RENO-TAHOE

A Region on the Rise

Data collected by the Reno-Tahoe Airport Authority, EDAWN and RSCVA helps us look at how our region is evolving alongside an increase in population and continued business diversification.

Our Region by the Numbers

 **1.5 MILLION**

Total Residents ⁽²⁰²¹⁾

 **33.3%**

Bachelor's degree or higher ⁽²⁰²¹⁾

 **+8%**

Net Population Growth ^(2021 vs 2019)

- The majority moved from Las Vegas, Sacramento, San Francisco, Los Angeles and San Jose

 **11**

Corporate HQs ⁽²⁰²¹⁾

 **15,200**

New Jobs ⁽²⁰²¹⁾

 **25**

New Companies ⁽²⁰²¹⁾

 **7.3%**

Average Wages Increase ^(2021 vs. 2020)

 **\$77,050**

Median Household Income ⁽²⁰²¹⁾



Reno-Tahoe
International
Airport



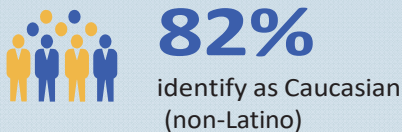
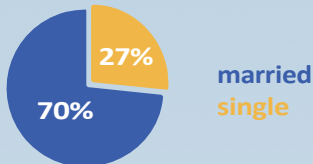
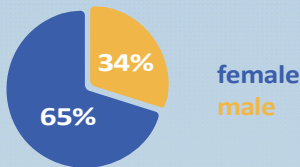
Reno
Sparks
Tahoe



Regional Survey

A multi-phase survey among regional residents was conducted during February and March 2022 to produce data for stakeholders to identify who residents are, and how to best meet their current and future travel needs. The survey received 2,463 usable survey responses.

Demographics of Respondents



Recent Relocation



Most have lived in their current residence for 10+ years (median) **23% have moved to this region within the past four years, mainly from another state and mainly for work.**



A higher share of these recent transplants are working as compared to longer term residents.



Those relocating within the last four years are somewhat younger, with slightly lower income, less likely to be married and have children and are more racially diverse than longer term residents.



They are likely to travel for leisure over the next two years and prefer outdoors and more energetic trip activities.



Newer residents expect to travel more compared to long-term residents, likely related to their higher employment rate.

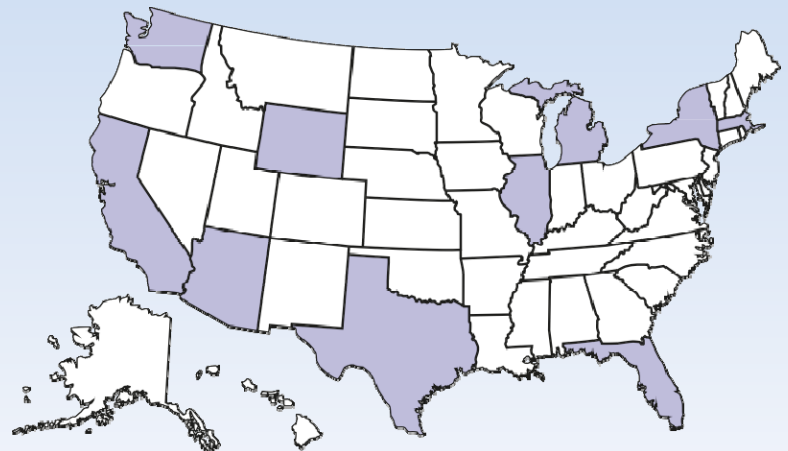


The recent residents are more likely to use shared ride services to and from the Reno airport.

Of those having moved to the greater Reno-Tahoe area in the **past four years**

- 53% came from another state
- 44% moved from within Nevada
- 3% are from another country

Of those that came from another state, 69% moved from one of these 10 states.



The Sky's the Limit

 **12 Airlines***

 **20+ Destinations****

RNO's highest number of airlines

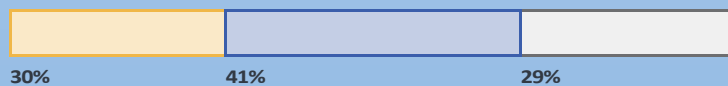
Reno-Tahoe is Ready to Travel




Our primary and secondary "catchment" service area has 1.5 million residents and thousands of bustling businesses. The region has been experiencing robust growth in multiple economic sectors, which is expected into the foreseeable future.

Resident leisure travel plans over the next two years



Resident business travel plans over the next two years



 More trips  Same amount  Fewer trips

Across segments leisure/vacation/visiting was the main purpose by 75% for the most recent flight using RNO.

Of those who last flew for business, 61% expect to take more business trips in the next two years.

Employment

Top Employment Sectors Overall

13% healthcare

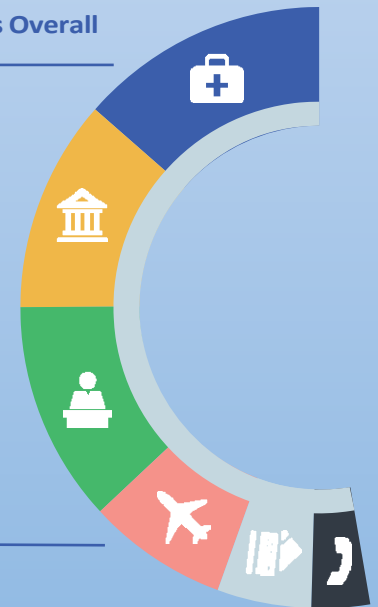
11% government

11% education

7% tourism/hospitality

6% retail

5% business services



Work From Home

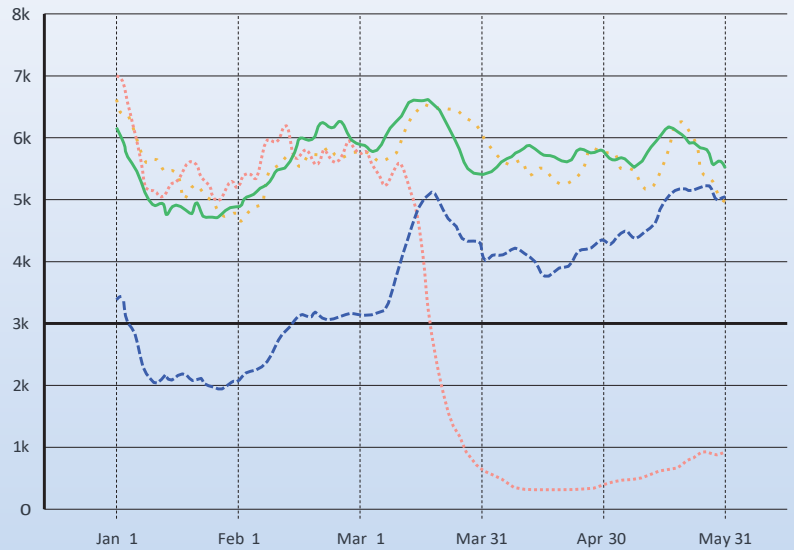
Of the 23% who work from home (don't commute), 15% are remote employees and 8% are self-employed.

Growing with Reno-Tahoe



RNO Enplaned Passengers

Source: TSA Passenger Bookings



Where Do We Go?

Among those not using RNO, 4% said they prefer **more non-stop flights** to additional destinations.

Survey respondents' desired nonstop destinations:

- Washington, D.C.
- Boston
- Atlanta
- Charlotte
- Orlando
- Chicago Midway
- San Antonio
- Nashville
- Hawaii
- Elko
- Vancouver, CA
- Los Cabos, MX
- Puerto Vallarta, MX

During the pandemic, on average, RNO passengers continued to recover faster than the U.S. traffic. According to the TSA bookings data, as of June 1, 2022, RNO passengers are 10% higher than 2019 whereas U.S. traffic is down 10%.



Types of Leisure Trips Preferred





Sources

A multi-phase survey among regional residents was conducted during February and March 2022 to produce fact-based data for stakeholders to identify who residents are, and how to best meet their current and future air service and related needs. The survey received 2,463 usable survey responses.

Applied Analysis Consulting 2022

Additional regional data is from the Economic Development Authority of Western Nevada.

Population growth data from Mead & Hunt Consulting (June 2021 Migration Study).

*Since 2019, 3 new airlines have entered the RNO market: JSX (Sept 2020), Spirit (Aug 2022), and Sun Country (Sept 2022).

**As of August 2022 – RNO offers 20+ nonstop destinations.

Reno-Tahoe International Airport

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