



Results of the Hotel/Motel Survey Conducted in Lincoln County between July 1999 and December 1999

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A county-wide hotel/motel survey was conducted among the patrons of seven of the ten businesses in Lincoln County to assess tourism potential. The survey was color-coded for each community that had a hotel or motel in order to determine who came to what part of the county and why. Actual questions and percentages of responses are listed in the following charts according to community. Comments and answers under "Other" in each category can be found in the University of Nevada Cooperative Extension Special Publication, "Results of the July-December 1999 Tourism Survey for Lincoln County, Nevada," ([SP-00-09](#)).

Chart #1: Why People Come to Lincoln County

<i>I'm staying at a motel for the following reason:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
I'm visiting a friend or family member.	60	16	14	5
I plan to visit some of the sites in the county.	0	16	34	33
I'm here for a motorcycle/auto race.	0	4	0	0
I'm here because of a horse program (barrel, racing, roping, etc.)	0	1	0	0
I'm here because my vehicle broke down.	0	3	7	0
I'm here to take in the fishing and/or hunting in the area.	0	2	21	0
I'm here on business.	40	30	7	5
Other	0	28	17	57

Chart #2: Length of Stay in Lincoln County

<i>I plan to stay in Lincoln County:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
One night	100	73	81	69
2 to 3 nights	0	22	11	24
4 to 7 nights	0	5	4	0
More	0	0	4	7

Chart #3: Things People Plan to Do in Lincoln County

<i>While in Lincoln County, I plan to:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
Visit one or more of the five State Parks	0	22	30	16
Visit historic sites	0	15	23	8
Take a self-motor tour of the county	0	17	24	30
Take a self-walking tour of one of the towns	0	15	18	6
Other	100	31	5	40

Chart #4: Where Visitors Came From

<i>I'm from the following region of the country</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
Western Region	60	74	57	53
Central Region	0	4	10	6
Southwest Region	40	12	3	3
Northeast Region	0	4	3	16
Southeast Region	0	2	17	6
Out of the United States	0	4	10	16
Other	0	0	0	0

Chart #5: How People Learned About Lincoln County

<i>I heard about Lincoln County through:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
Friends and/or relatives	0	31	40	17
Radio/TV advertising	0	2	0	27
Read about in travel magazine/paper	0	2	5	10
Accidentally stumbled on the county	50	28	40	8
Other	50	37	15	38

Chart #6: Age of Visitors

<i>The age group range of my party is:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
0 – 18 years	0	11	9	6
19 – 24 years	0	5	15	4
25 – 45 years	20	41	40	43
46 – 65 years	60	35	32	17
66 – 85 years	20	8	4	30
86 and older	0	0	0	0

Chart #7: Gender of Visitors

<i>My group is made up of the following gender(s):</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
Female	50	37	45	44.5
Male	50	63	55	55.5

Chart #8: Employment Status of Visitors

<i>The following is my employment status:</i>	Percent of Responses Per Community			
	Alamo	Caliente	Pioche	Rachel
Fully employed	20	77	95	56
Semi-retired	40	5	0	17
Fully retired	20	16	5	12
Other	20	2	0	15

This information was gathered to assist the Lincoln County Tourism committees better market Lincoln County. Each Chamber of Commerce can design their own material to help draw in identified market segment.

SUMMARY:

The majority of the motel guests in Lincoln County are businessmen who stay one night, come from the Western United States, are between the ages of 25 and 45, and have an interest in the local State Parks.

This data will be used by various county Chambers of Commerce and other businesses to bolster county-wide economics. Specifically, it will be used to:

- 1) Develop advertising, promoting area State parks, recreational facilities, and other unique points of interest that will entice visitors to extend stays or return with their families through:

- a. articles in Chamber newsletters

b. articles in *Nevada Magazine*

c. Pioneer Territory radio advertisement

d. brochures on specific points of interest that can be distributed via motels, restaurants, businesses and parks

2) Assist local businesses to develop sales products and approaches that meet the needs of the target audience, such as offering easy computer hook-ups in motel rooms for the businessman.

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