



COOPERATIVE EXTENSION

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SP 00-09

Results of the July to December 1999 Tourism Survey for Lincoln County, Nevada

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Executive Summary

University of Nevada Cooperative Extension, in cooperation with the Lincoln County Room Tax Board and the Caliente Room Tax Board, conducted a survey of the hotels and motels in Lincoln County to determine tourism potential. The six-month survey began on July 1, 1999, and concluded December 31, 1999. Seven of the ten hotels and motels in the county chose to participate at different levels of involvement. Surveys were handed out at the time of registration, but not all visitors wished to participate. Although each respondent did not answer every question, there is enough information to direct future county advertising.

The demographics of those responding to the survey include:

1. 61% were male
2. 73% were between the ages of 25 and 65, with 41% between the ages of 25 and 45
3. 73% came from the Western Region of the United States (includes all thirteen western states)
4. 75% were fully employed

Of the many different reasons for staying in Lincoln County, 48% of the respondents indicated they came to visit various sites in the county or were just passing through, while 25% came for business purposes.

Sixty-five percent of the respondents planned to spend only one night in Lincoln County and each party had an average of two individuals.

A full and complete report of the survey questions and responses follows. This report will be given to both room tax boards, to each hotel/motel owner, and to the Chambers of Commerce in Alamo, Caliente and Pioche to guide advertising development.

Lincoln County Hotel/Motel Survey

During June 1999, a ten-question survey was drawn up and approved by the Lincoln County Room Tax Board to determine tourism demographics and interest in Lincoln County. This information will provide a basis for marketing and advertising strategies for the next few years through the Chambers of Commerce. The survey was color coded to facilitate a quick reference to the city or town where the respondents were staying. Some

respondents did not answer every question and some marked more than one response to some questions. A total of 219 surveys were returned, with 5 from Alamo, 157 from Caliente, 27 from Pioche, and 30 from Rachel.

Specific questions and responses follow, with response percents ranked in descending order. (See University of Nevada Cooperative Extension Fact Sheet 00-18 for a complete listing of percent of responses by community.)

#1 *I'm staying at a hotel/motel for the following reason.* (223 responses)

- | | |
|--|-----|
| a) I'm here on business. (54) | 25% |
| b) I plan to visit some of the sites in the county. (47) | 21% |
| c) I'm visiting a friend or family member. (34) | 15% |
| d) Other reasons. (31) <i>See "Other Comments."</i> | 14% |
| e) Passing through. (30) | 13% |
| f) I'm here to take in the fishing and/or hunting in the area. (10) | 4% |
| g) I'm here because my vehicle broke down. (8) | 4% |
| h) I'm here for a motorcycle/auto race. (7) | 3% |
| i) I'm here because of a horse program. (barrel racing, team roping, etc.) (2) | 1% |

#2 *I plan to stay in Lincoln County:* (256 responses)

- | | |
|------------------------------|-----|
| a) One night (167) | 65% |
| b) Two nights (44) | 17% |
| c) More than one week (35) | 14% |
| d) Four to seven nights (10) | 4% |

#3 *While in Lincoln County, I plan to:* (238 responses)

- | | |
|---|-----|
| a) Other (67) <i>See "Other Comments"</i> | 28% |
| b) Visit one or more of the five state parks. (54) | 23% |
| c) Take a self-motor tour of the county. (49) | 21% |
| d) Visit historic sites. (36) | 15% |
| e) Take a self-walking tour of one of the towns. (32) | 13% |

#4 *I'm from the following region of the country:* (209 responses)

- | | |
|-----------------------------------|-----|
| a) Western Region (152) | 73% |
| b) Southwest Region (15) | 7% |
| c) Outside the United States (12) | 6% |
| d) Central Region (11) | 5% |
| e) Northeast Region (10) | 5% |
| f) Southeast Region (9) | 4% |

#5 *I heard about Lincoln County through:* (171 responses)

- | | |
|---|-----|
| a) Other (59) <i>See "Other Comments"</i> | 34% |
| b) Friends and/or relatives (49) | 29% |
| c) Accidentally stumbled on the county (45) | 26% |
| d) Radio/TV advertising (10) | 6% |
| e) Read about it in travel magazine/paper (8) | 5% |

#6 *There are (number) in my party.* (206 responses)

There was an average of 2 per party, with a high of 10 individuals in two groups.

#7 *The age group range of my party is:* (471 responses)

a) 25-45 years (193)	41%
b) 46-65 years (152)	32%
c) 66-85 years (53)	11%
d) 0-18 years (45)	10%
e) 19-24 years (26)	5.5%
f) 86 years and over (2)	.5%

#8 *My group is made up of the following genders:* (454 responses)

a) Male (277)	61%
b) Female (177)	39%

#9 *The following is my employment status:* (196 responses)

a) Fully employed (146)	75%
b) Fully retired (28)	14%
c) Semi-retired (13)	7%
d) Other (9) See "Other Comments"	4%

#10 *We would appreciate your comments about Lincoln County.*

- a beautiful way to traverse Nevada on our way to California (we enjoy the byways; also to check out off-highway motorcycle riding opportunities)

- always enjoy it

- beautiful country

- beautiful country friendly people

- beautiful had a great time

- best kept dirt roads in the country keep up the good work

- Caliente is beautiful

- came from Tonopah to 395, pretty desolate

- came to the A'Le'Inn don't miss it great place

- deserty and dusty

- employee went out of her way to accommodate us and make us comfortable

- great area

- great place to visit

- great place, clean air, good people, good roads

- has been a great time so far

- I appreciate the development of decent motels, restaurants and fuel stops at decent prices there is a need for such accommodations in Central Nevada. I don't care much for Las Vegas any more I prefer the peace and quiet of places like Lincoln County I deliver cars around the country for a Chrysler dealer in Southern Idaho

- I blinked and it was gone

- I just arrived, but a pool would be nice

- I like it here it is very friendly|

- I like the rocks sorry about the bunny

- I think Lincoln County is the prettiest county in Southern Nevada

- it has a good motel, priced right and I'll stop again and maybe fish

- it is a beautiful place we love hot springs and the desert

- it would be really great if Lincoln County would take the initiative to ensure that all U.S. and State highways had restrooms at a maximum of one hour's driving time apart

- it's almost like coming home
- it's living up to its name, HOT
- just passing through again|
- Lincoln County is full of history especially mining, which is of interest to me
- looks like a nice place
- lots and lots to see
- love this town
- lovely stars but no UFO's
- my husband grew up here we like returning often
- nice people nice place
- nice quiet place historical markers and sights are excellent how about opening one of the mines to tours?
- people are friendly
- people are very nice
- pleasant stay
- quite scenic, like most of Nevada a good secondary road system
- saw wild horses new experience
- scenically beautiful and unusual this is our third visit and no doubt not our last
- services are far apart
- so far, we have enjoyed the scenic road, the many small towns along the way have had a very friendly and warm feel, additionally, the people have been terrific
- stark but varied in its beauty
- the people running the Little A'Le'Inn were very nice, friendly and helpful
- the rooms are always clean and available at reasonable rates

- there's nothing in it
- this is our second visit and we really love the tranquil beauty and the sunsets and sky
- very comfortable and hospitable
- very nice
- very nice and quiet
- very pretty, very peaceful
- we always come here the motel is always clean and convenient and plan to be back -we had our friends and relatives come here many times and always return Hutchings Motel is terrific as is Sue Hutchings
- we enjoy touring all of Nevada have been in area before on our way north for hunting and fishing
- we had no idea of the beauty that is here
- we love it, WE LOVE IT, we love it and will return
- we loved the friendliness and will be back soon
- we really enjoyed the scenery and how clean and neat it was
- we wish owners would send us some information when anything is going on at the Little A'Le'Inn
- wonderful place to live I have personal knowledge, in as much as I am a native of Lincoln County (Caliente) and therefore a native Nevadan it's the best state in the Union
- would like to come back again
- would like to see more choices when it comes to restaurants
-

Other Comments:

#1 I'm staying at a hotel/motel for the following reason:

- because we're crazy
- bicycle trip from Sacramento to Denver
- family reunion in Barclay
- firefighter
- found new road
- friends getting married at Little A'Le'Inn
- I want to see an alien
- I'm here to have an alien encounter
- I'm oddly drawn to the bizarre
- motorcycle touring through scenic areas of interest
- photographing Rachel
- riding quads for pleasure
- staying in RV
- to see the Little A'Le'Inn
- UFO hunting
- vacationing
- want to visit Area 51
- we're for close encounters
- wedding in Pioche
-

#3 While in Lincoln County, I plan to:

- be abducted
- conduct business
- do some fishing and hunting
- gamble
- get some rest
- infiltrate Area 51 and hang out with all the awesome locals
- observe and confirm alien life forms
- ride in a spaceship
- sleep
- stay at a local motel and eat at restaurants
- visit a casino
- visit Condor Canyon
- visit family
- visit friends and go to Ash Springs
- visit Groom Lake/Area 51
- visit the Little A'Le'Inn.
- visit the movie theater I've heard great things about it
- visit the outpost Rachel
- work – conduct a seminar
-

#5 I heard about Lincoln County through:

- AAA Tour Book
- article on National Public Radio
- been through here before
- business
- came to fight a fire
- convenience store recommended
- friend knew about Rachel and the Little A'Le'Inn
- heard about this motel by asking in Ely
- I grew up in the county
- I used to travel through here on Amtrak. I understand that Nevada does not wish Amtrak in their state
- internet
- know area personally
- looked on the map for an interesting way to Utah
- map
- motorcycle racing
- Nevada Magazine
- saw Area 51 on TLC, on Fox 5
- saw it on the road sign
- space continuum warp
- work with BLM
- working here
-

#9 The following is my employment status:

- Work part time
- Self-employed
- Unemployed
- Student

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