



# CARSON CITY CULTURE & TOURISM AUTHORITY

## TRAVELER OPINION SURVEY

JULY 2019

Report of findings prepared for the  
Carson City Culture & Tourism Authority by:

Destination  Analysts

## Project Overview:

- Survey of persons on Carson City's proprietary email list
- Collected in June-July, 2019
- 51% completion rate
- 415 fully-completed surveys
- Confidence interval: +/- 4.8%

16. Which of these words or phrases accurately describe Carson City? (Select all that apply)

- Diverse
- Unique
- Cultured
- Beautiful
- Exciting
- Family-friendly
- Charming
- Genuine
- Easy to get to
- Fun
- Uncrowded
- Relaxing
- Romantic
- Affordable
- Welcoming
- Quaint
- Safe
- Historic
- NONE OF THESE

17. Which of these words or phrases accurately describe Carson City? (Select all that apply)

- Touristy
- Unpopular
- Congested
- Expensive
- Unfriendly
- Unsafe
- Boring
- Bland
- Overdeveloped
- Backward
- Hard to get to
- Crowded
- NONE OF THESE

18. In the past TWELVE (12) MONTHS did you visit Carson City as part of a vacation or weekend getaway trip? (Select one)

Yes

No

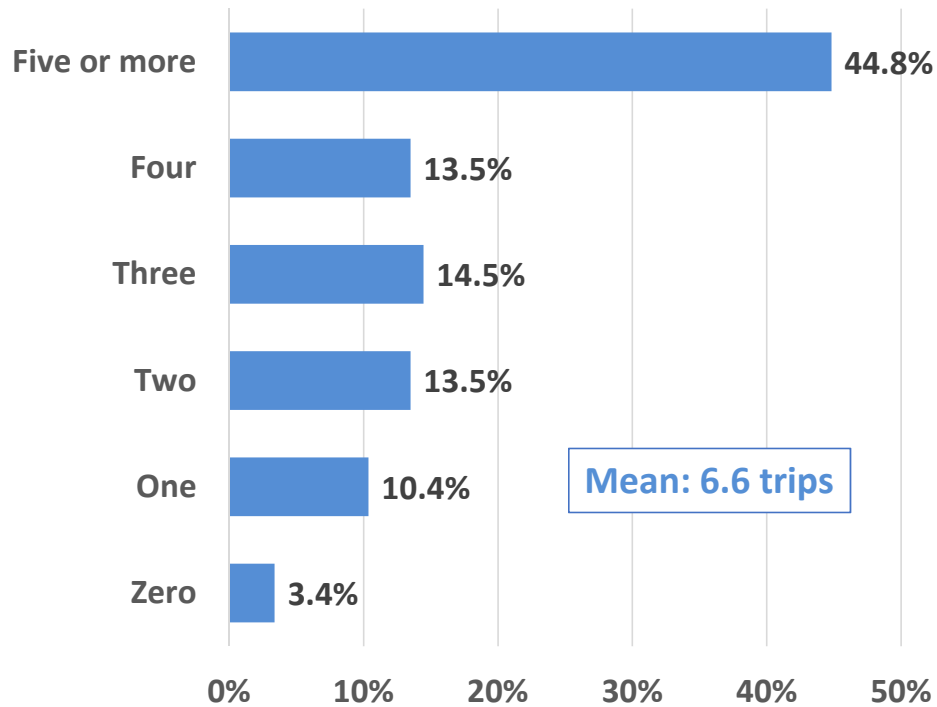


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# KEY FINDINGS

## Trips Taken (Past 12 Months)

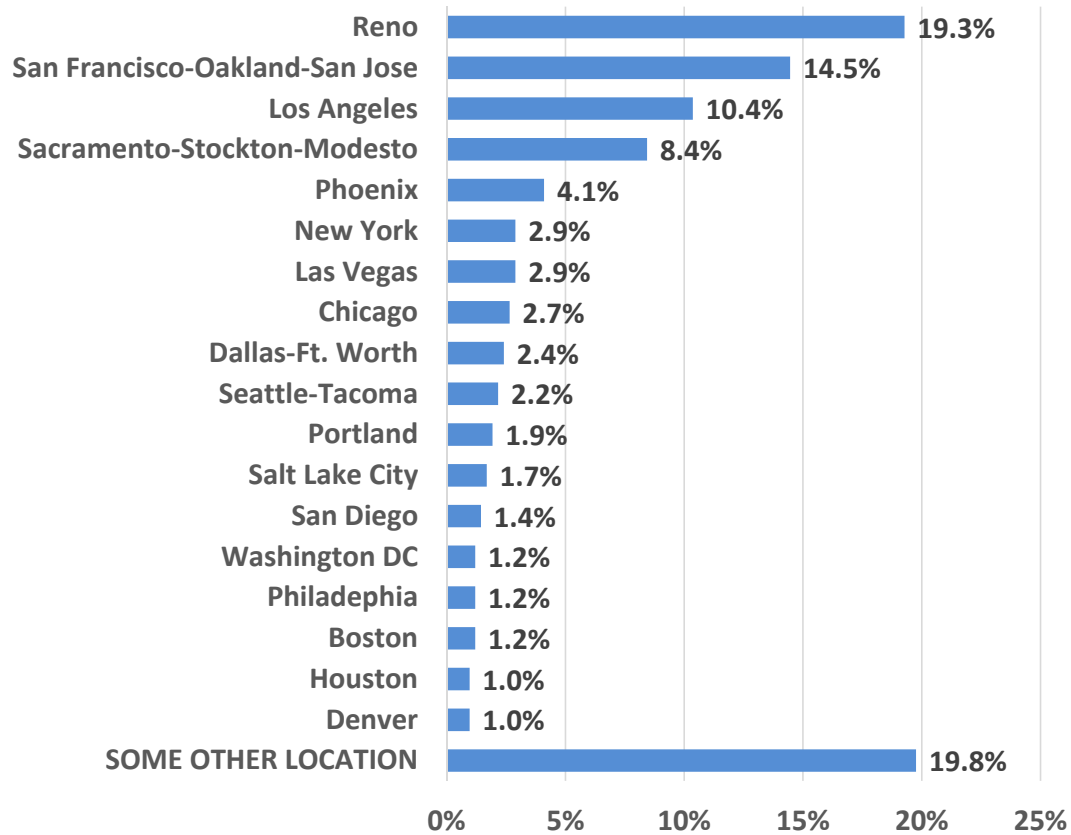
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**Question:** In the past twelve (12) months, how many trips have you taken of more than 50 miles one-way for purely leisure or personal reasons?

## Place of Residence

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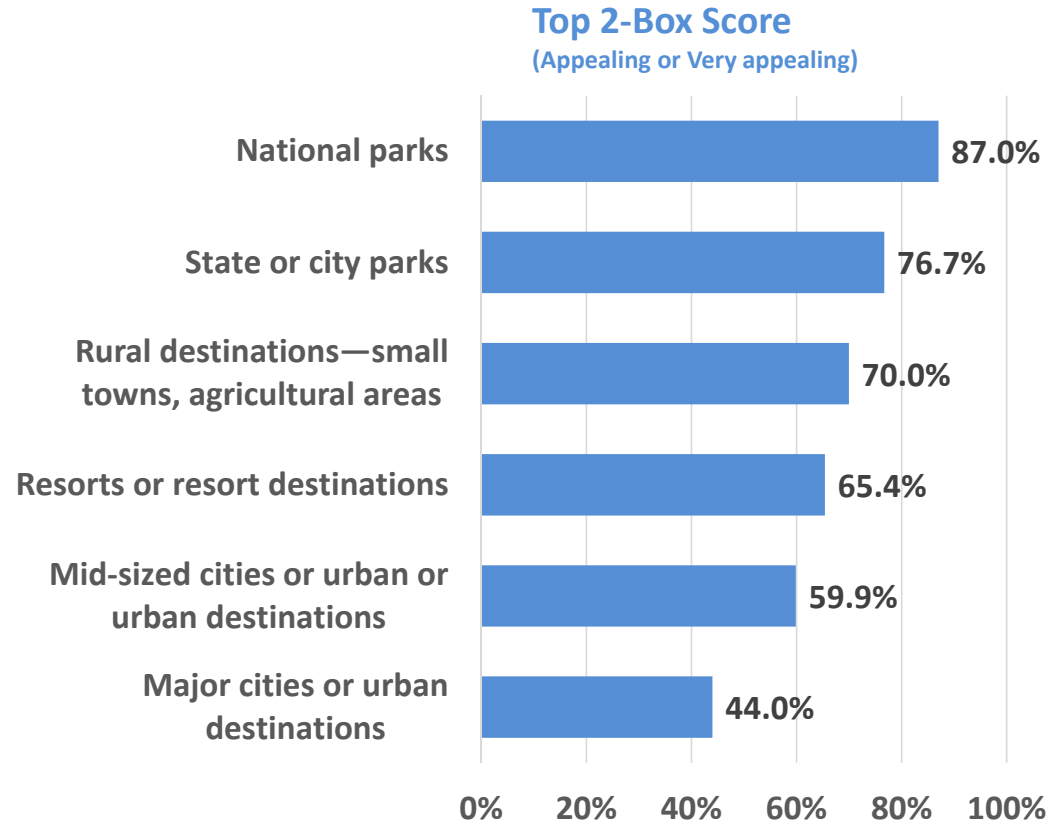


**Question:** Which metropolitan area is closest to your current home residence? (Select one)

## General Destination Appeal

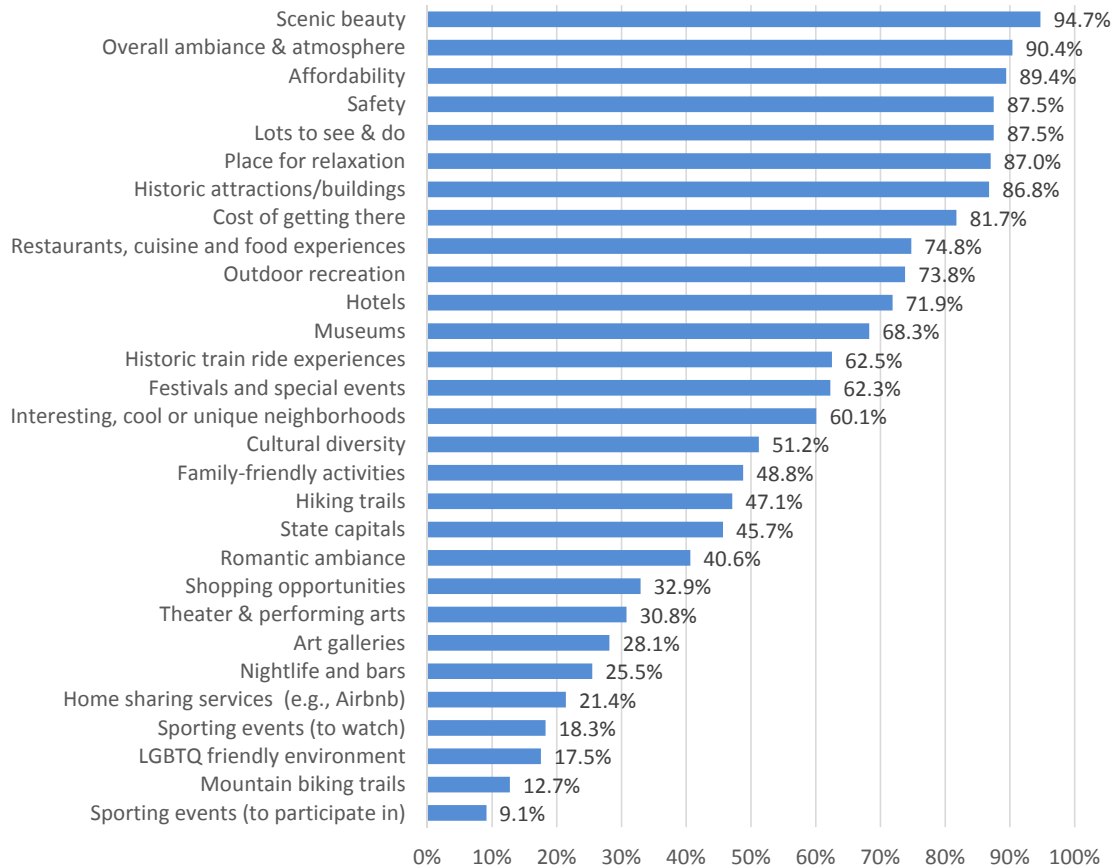
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**Question:** How appealing do you generally find each of the following types of travel destinations for leisure travel?



# Destination Selection

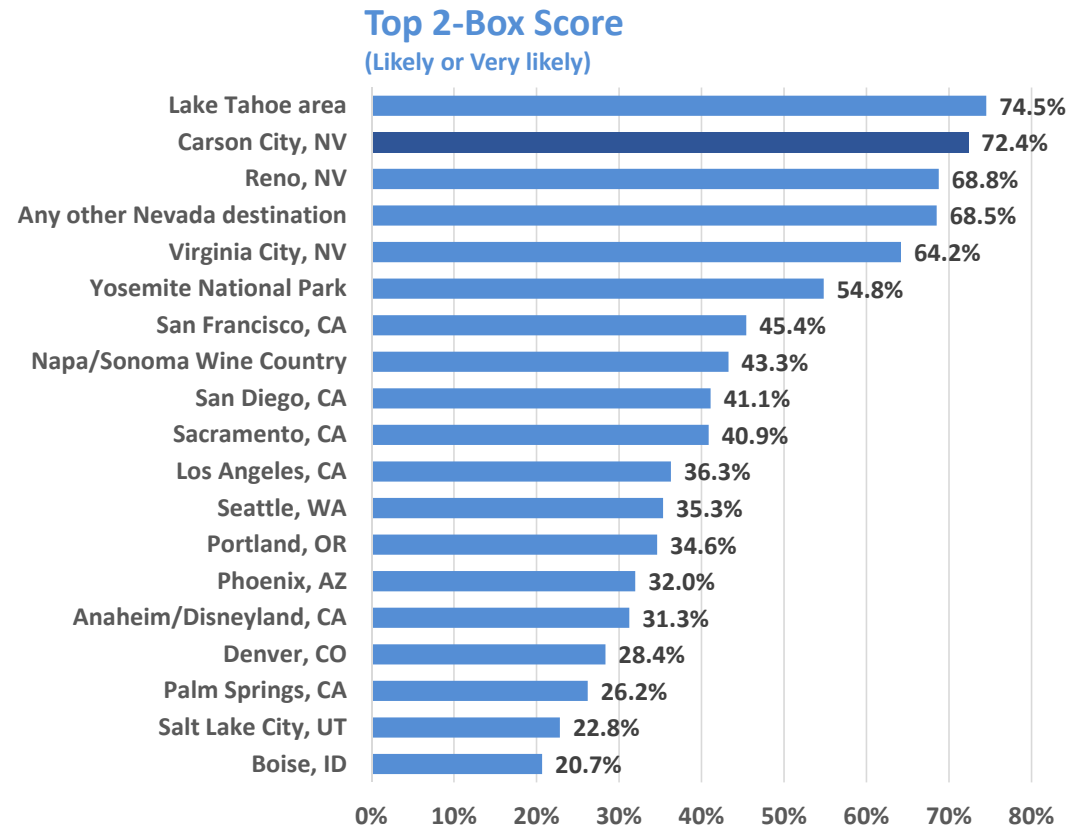
**Top 2-Box Score**  
(Important or Very important)



**Question:** In general, how important are each of the following to SELECTING THE DESTINATIONS YOU VISIT for leisure?

## Likelihood of Visitation

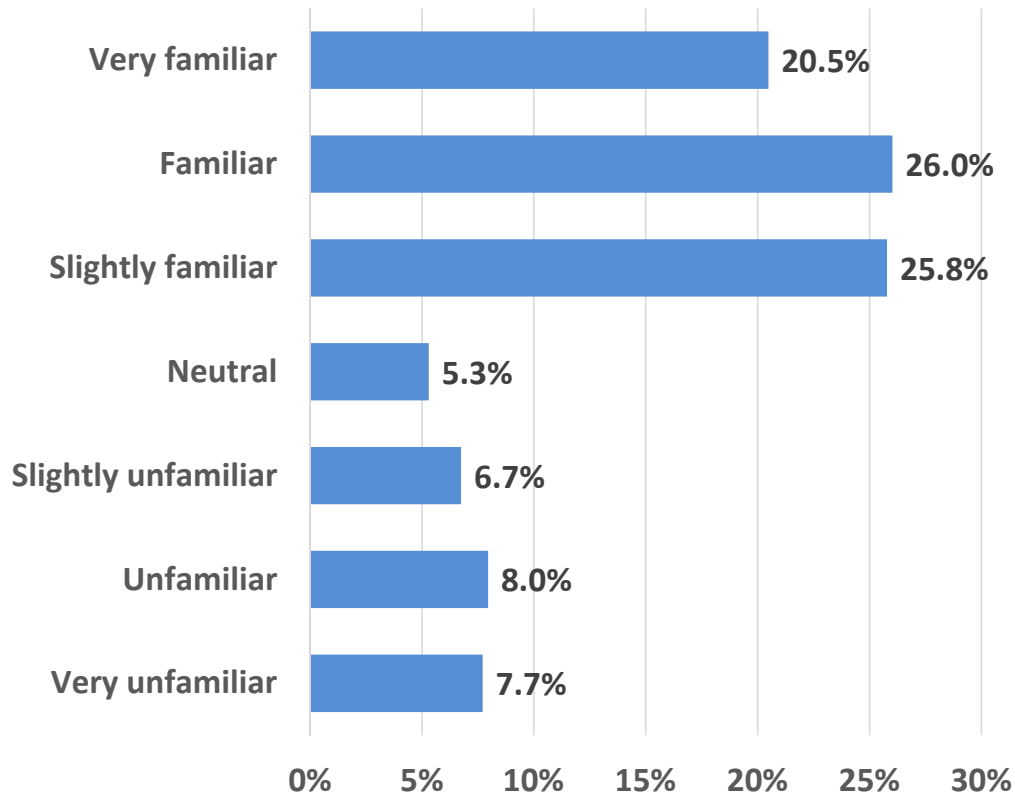
**Question:** How LIKELY are you to visit each of the following destinations for leisure at any point in the next TWO (2) YEARS?





## Familiarity with Carson City

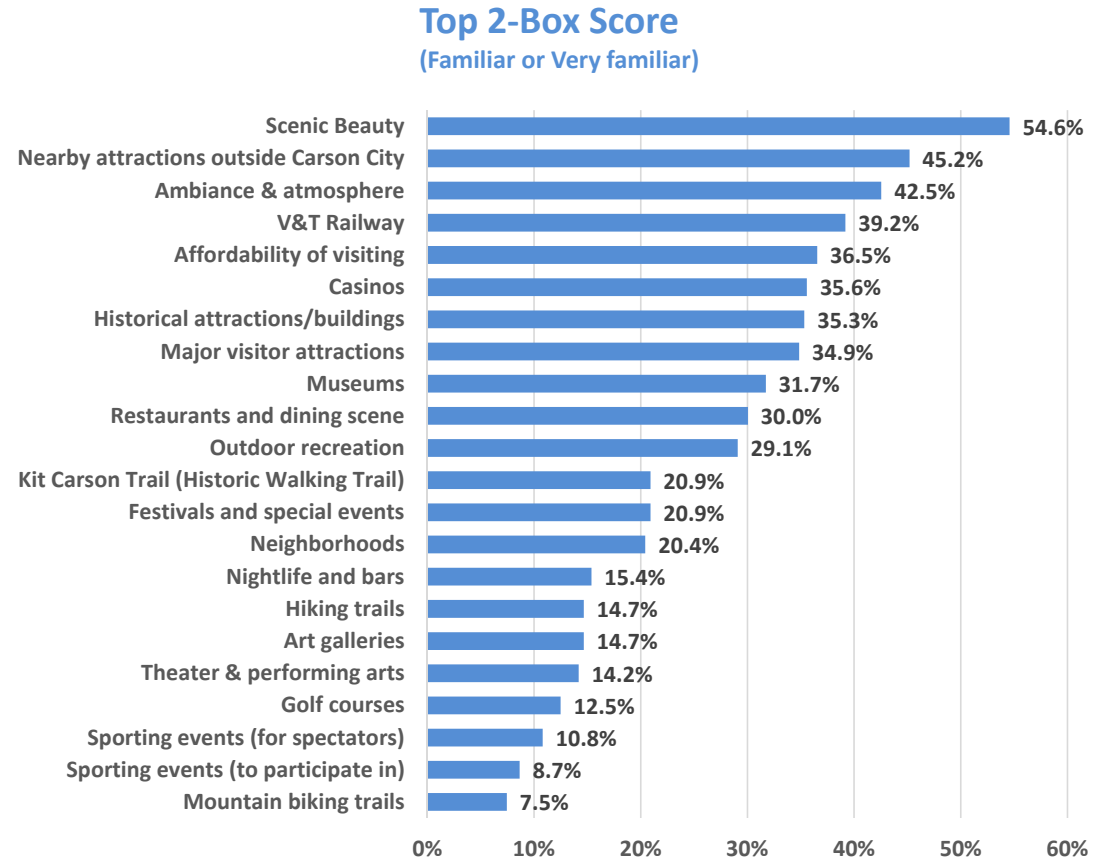
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**Question:** Overall, how familiar are you with the attractions and things to see and do in Carson City, Nevada? (Select one)

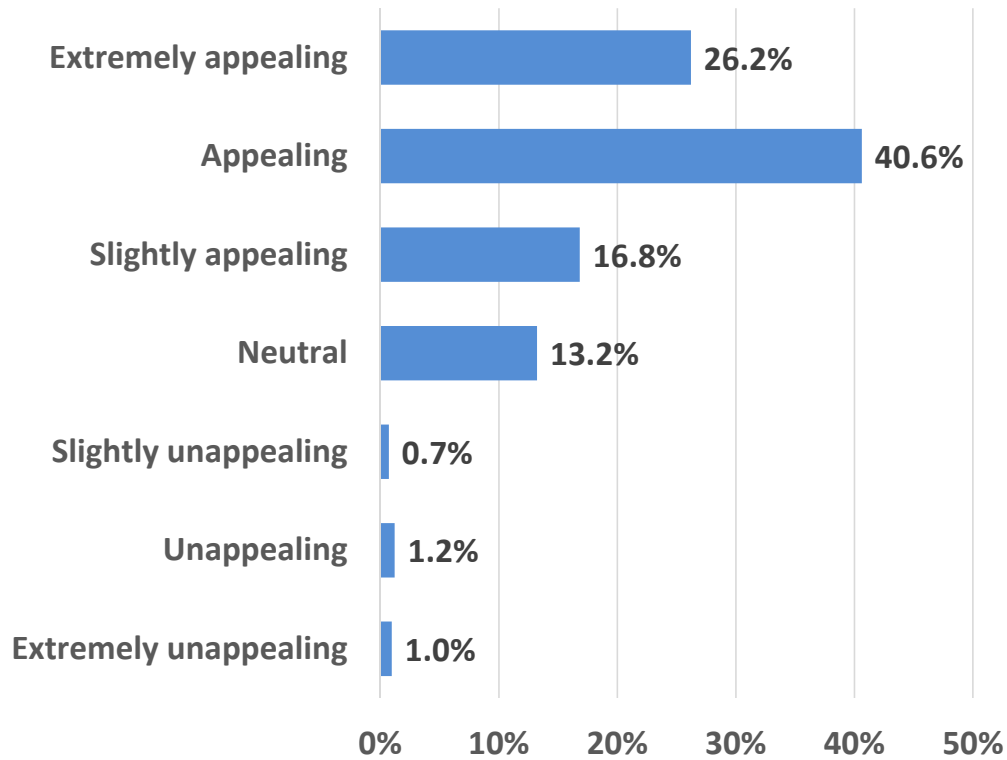
## Familiarity with Carson City Attributes

**Question:** How familiar are you with each of the following aspects of Carson City as a place to visit for leisure travel? (Select one)



## Carson City's Appeal

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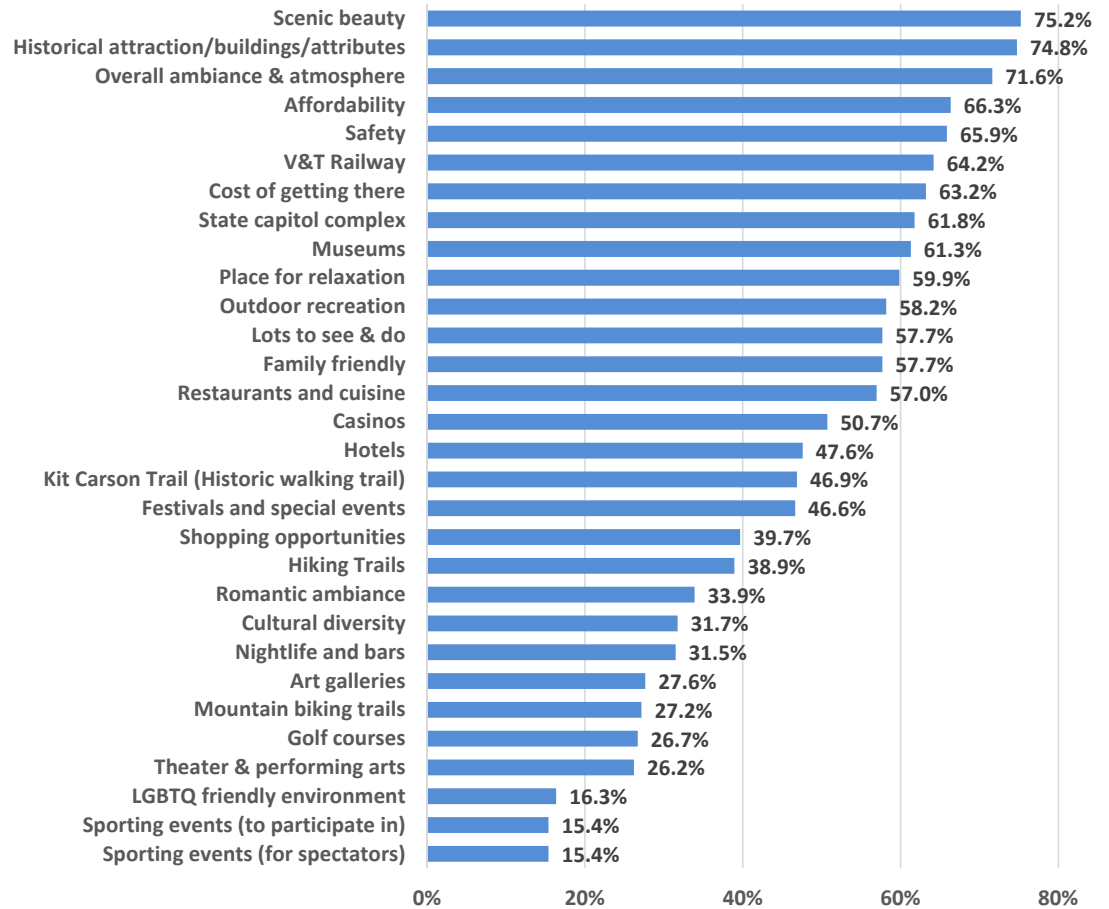


**Question:** Given what you currently know and feel about Carson City, how appealing is it overall as a place to visit on a leisure trip? (Select one)

# Carson City Attributes

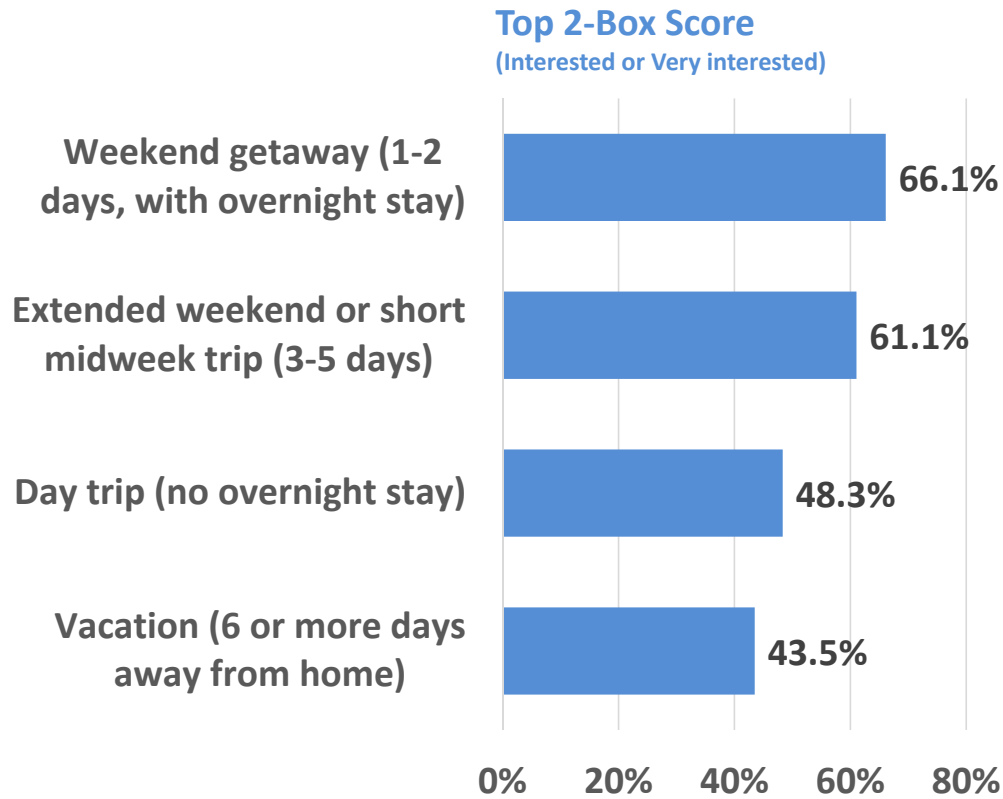
Question: In your opinion, how would you rate Carson City as a place to visit for leisure?

Top 2-Box Score (Good or Very good) →



## Interest in Trip Types

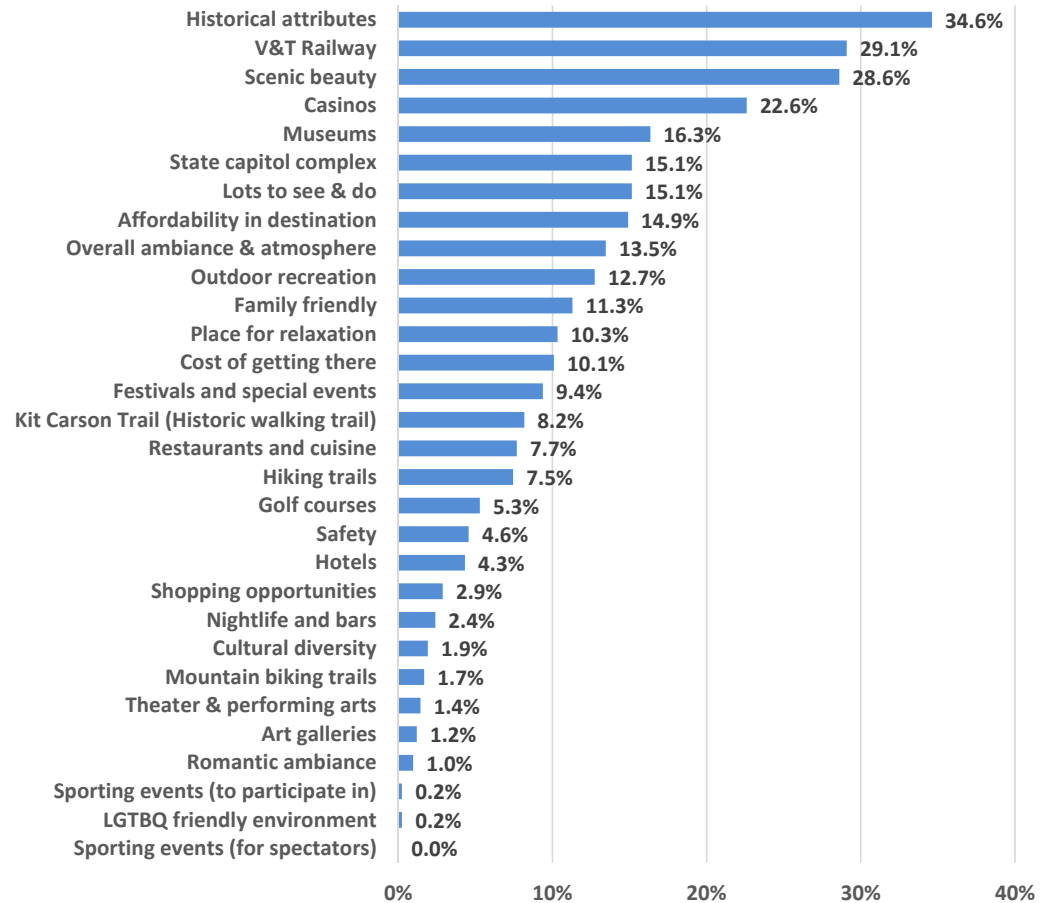
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**Question:** How interested would you be in visiting Carson City, for each of the following types of trips at some point in the next 12 months?

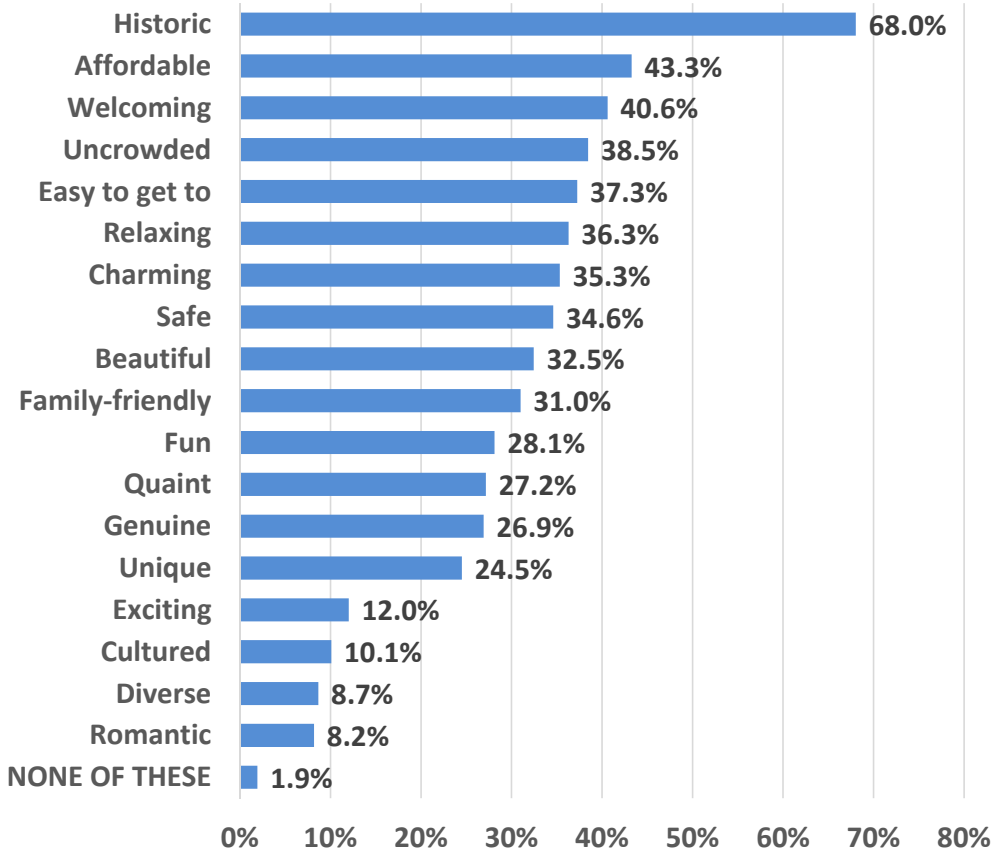
## Carson City' Best Attributes

**Question:** In your opinion, what are Carson City's **THREE BEST ATTRIBUTES** as a place to visit? (Select up to three)



## Words that Describe Carson City

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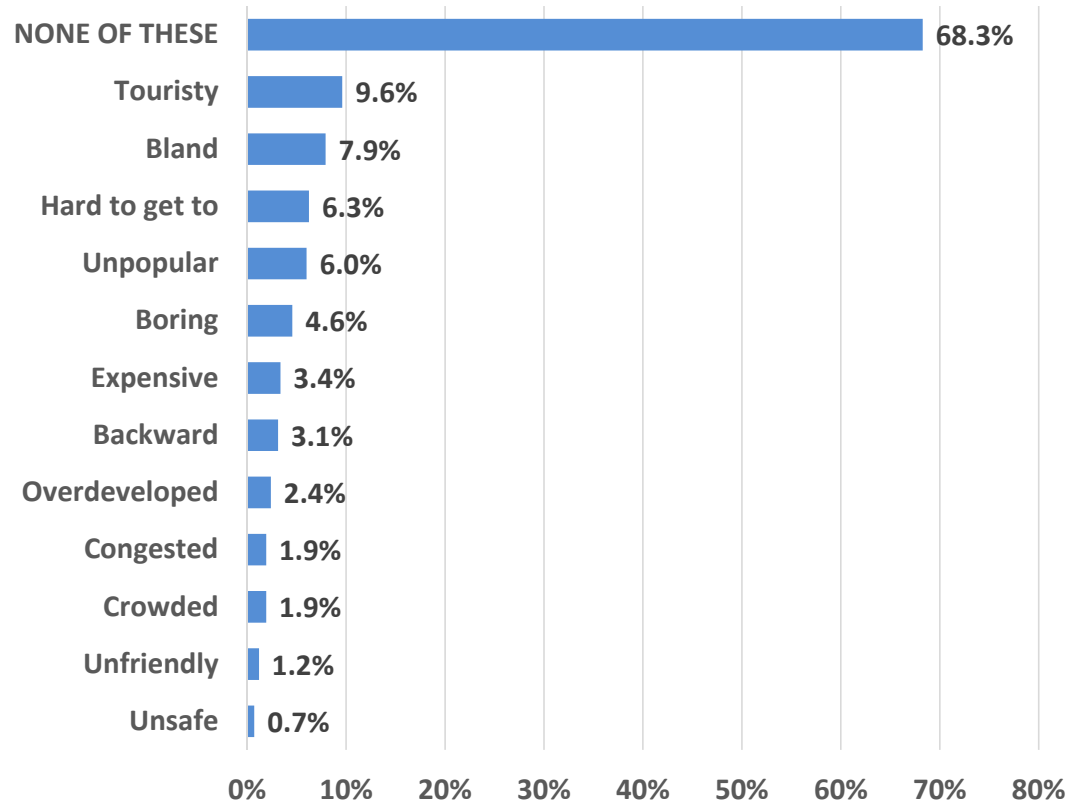


**Question:** Which of these words or phrases accurately describe Carson City? (Select all that apply)

## Words that Describe Carson City

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**Question:** Which of these words or phrases accurately describe Carson City?  
(Select all that apply)

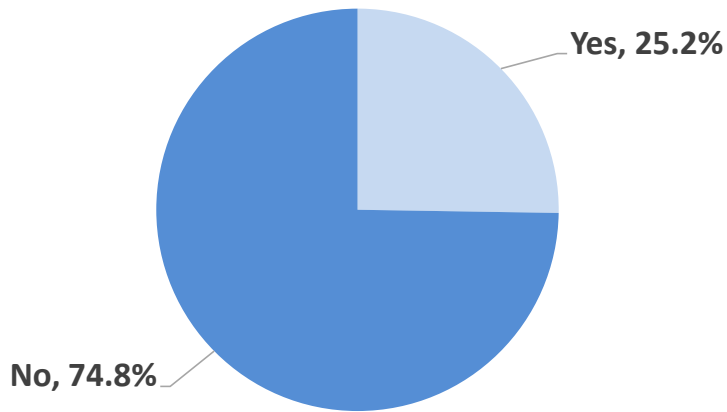




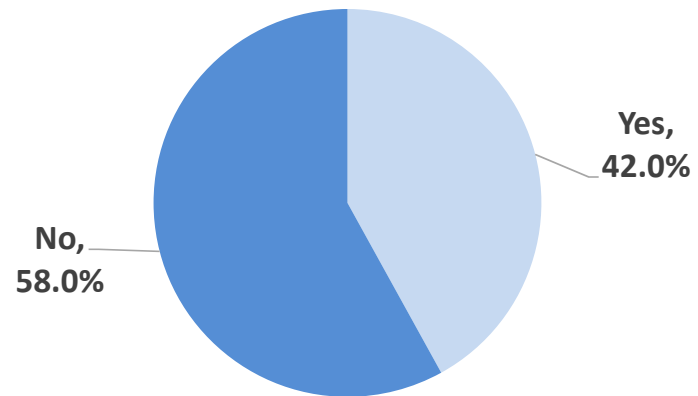
## Carson City' Best Attributes

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**Question:** In the past TWELVE (12) MONTHS did you visit Carson City as part of a vacation or weekend getaway trip? (Select one)



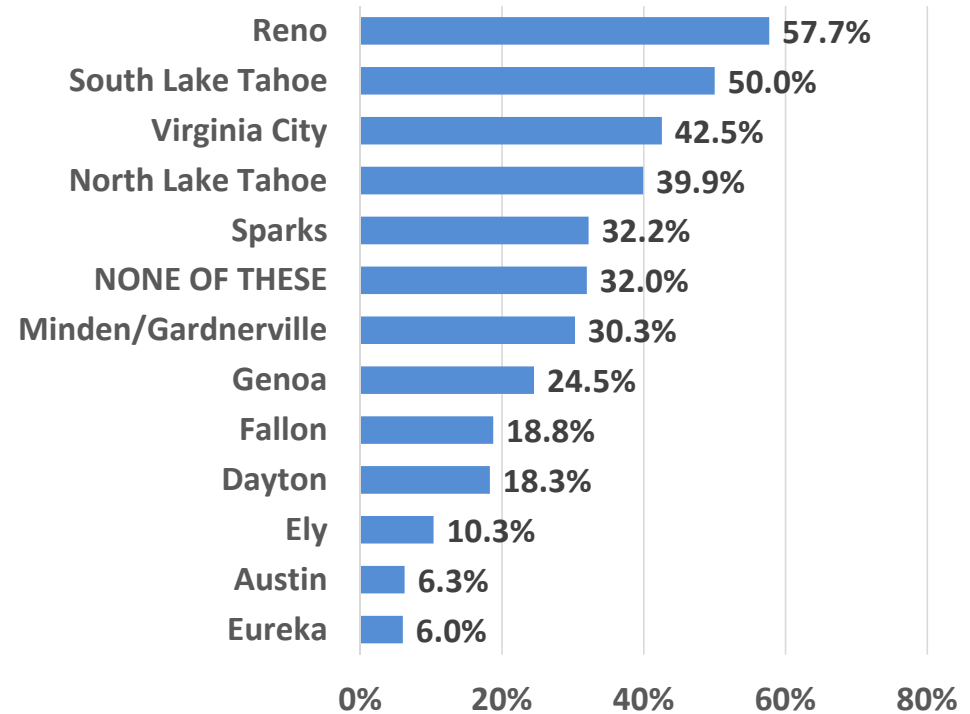
**Question:** In the past FIVE YEARS did you visit Carson City as part of a vacation or weekend getaway trip? (Select one)



## Other Nevada Destinations Visited

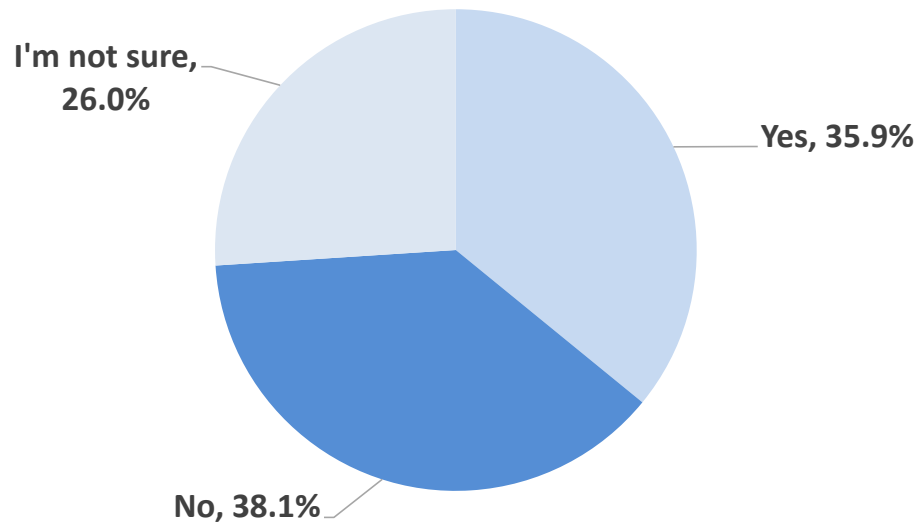
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**Question:** Have you visited any of the following Nevada cities/areas in the past TWO (2) YEARS?  
(Check all that apply)



## Recall of Carson City Promotions

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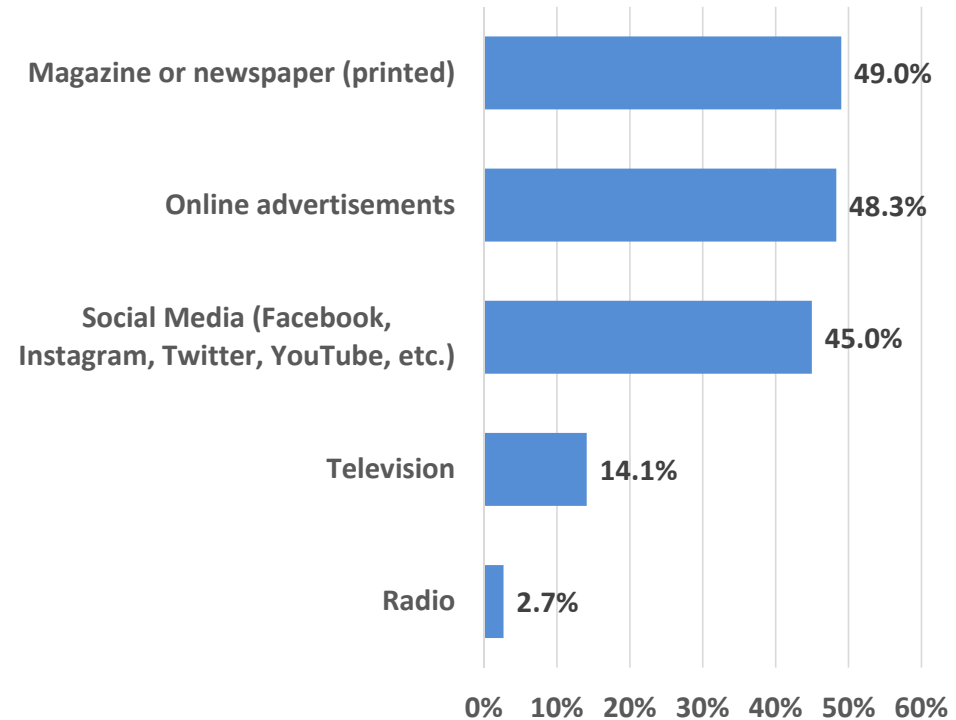


**Question:** In the past TWELVE (12) MONTHS do you recall having seen any promotions or advertisements for Carson City, Nevada as a place to visit?

## Where Promotion was Seen

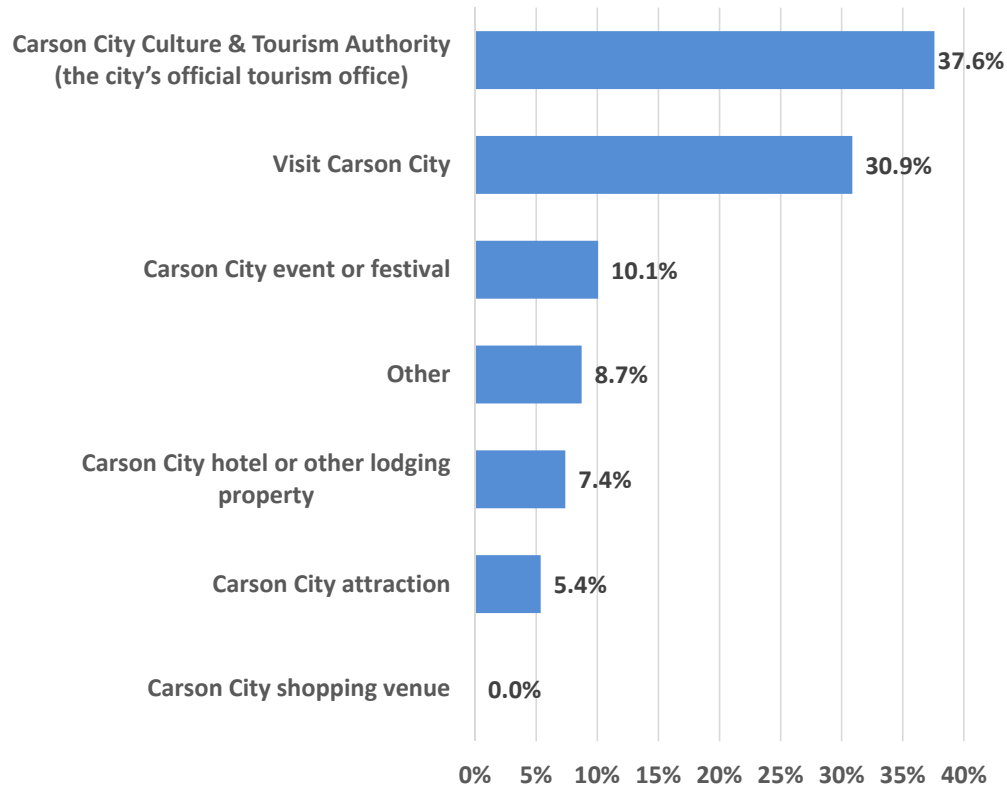
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**Question:** In which of the following did you see advertisements or promotions for Carson City as a place to visit?(Select all that apply)



## Recall of Promotion Sponsor

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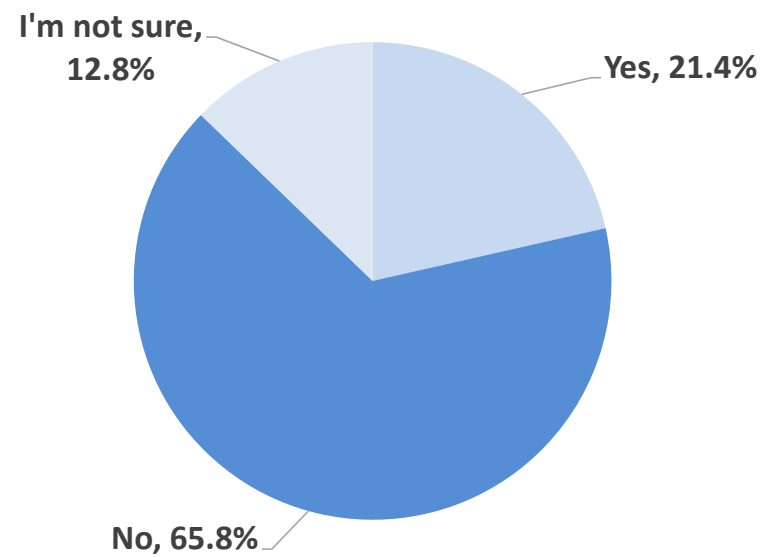


**Question:** To the best of your recollection, what organization(s) sponsored the advertisements or promotions you saw? (Select one)

## Recall of Social Media Promotions

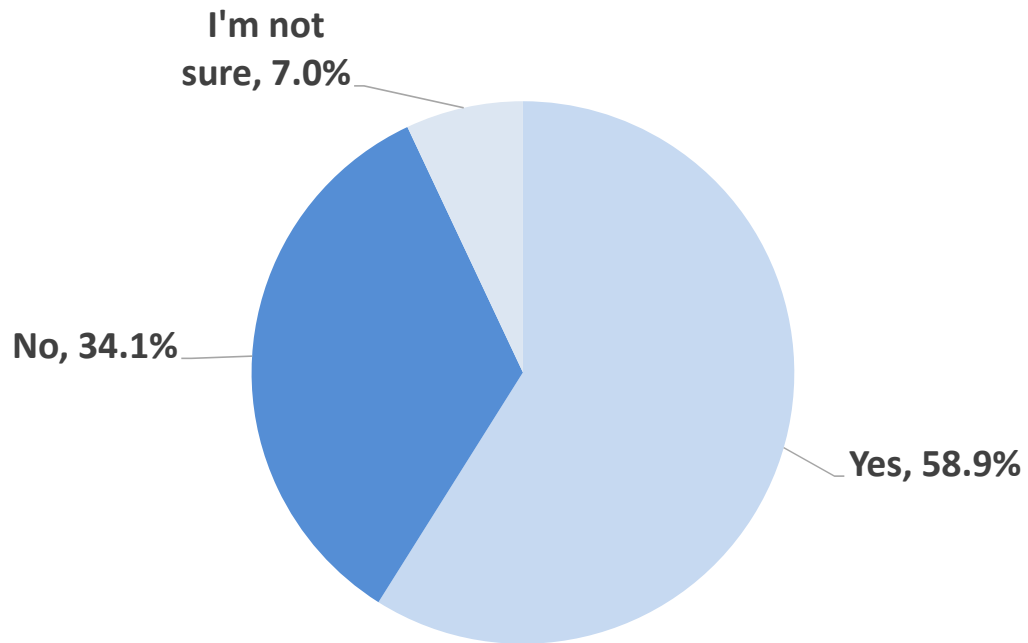
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**Question:** In the past TWELVE (12) MONTHS do you recall any of your friends or family posting pictures, stories or information on social media websites (Facebook, Twitter, Instagram, etc.) about travel to Carson City?



## Connection to Lake Tahoe

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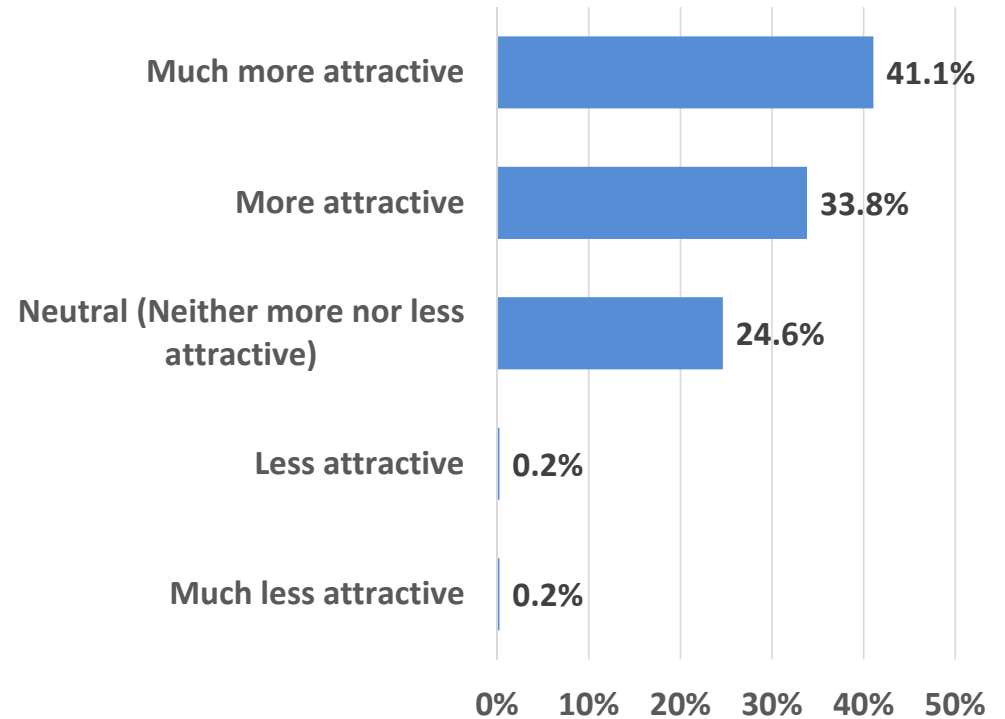
**Question:** Prior to taking this survey, were you aware that part of Lake Tahoe is in Carson City County, Nevada?

## Connection to Lake Tahoe: Attraction

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**Question:** Lake Tahoe is less than 20 miles from downtown Carson City. How does this effect how attractive you find visiting Carson City? (Select one that best completes this sentence)

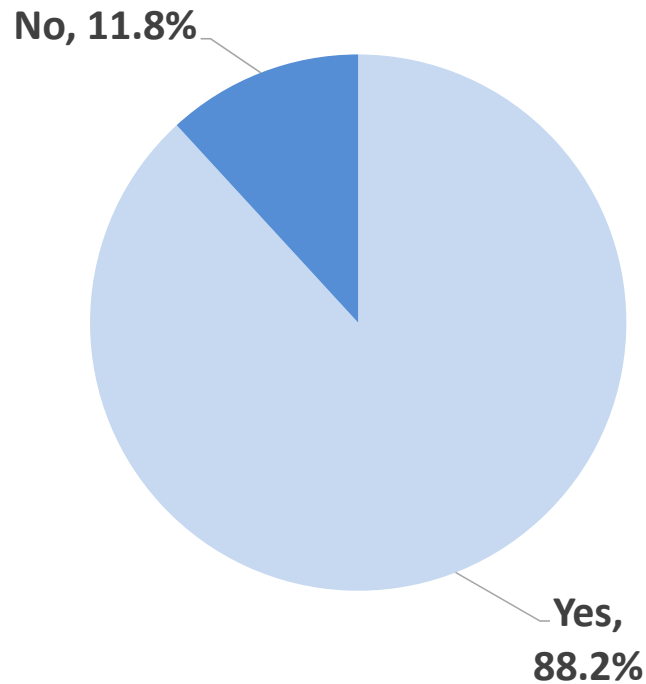
This makes visiting Carson City \_\_\_\_\_.





## Carson City as Capital of Nevada

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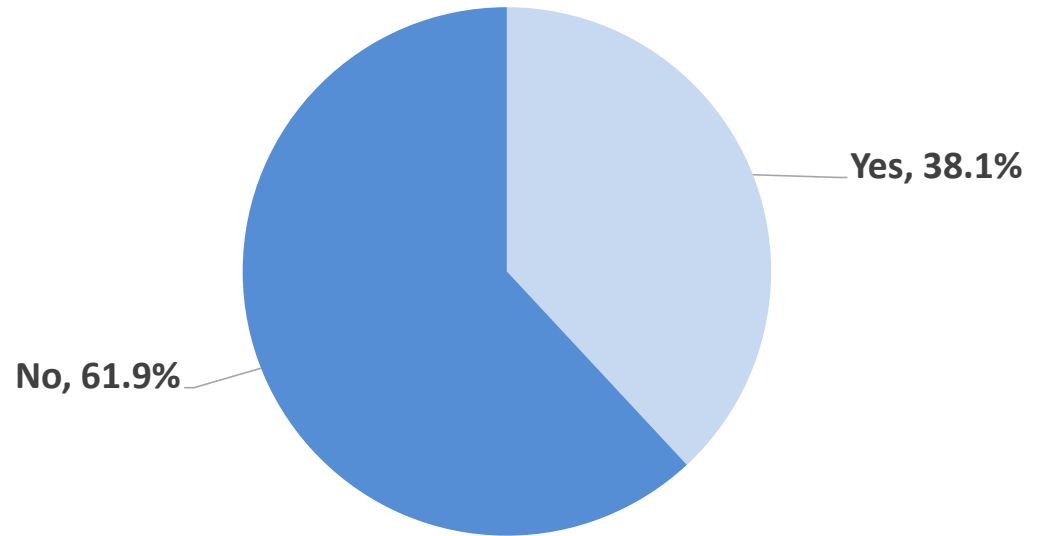


**Question:** Did you know that Carson City is the capital of Nevada?

## Awareness of Carson City's Downtown Renovation

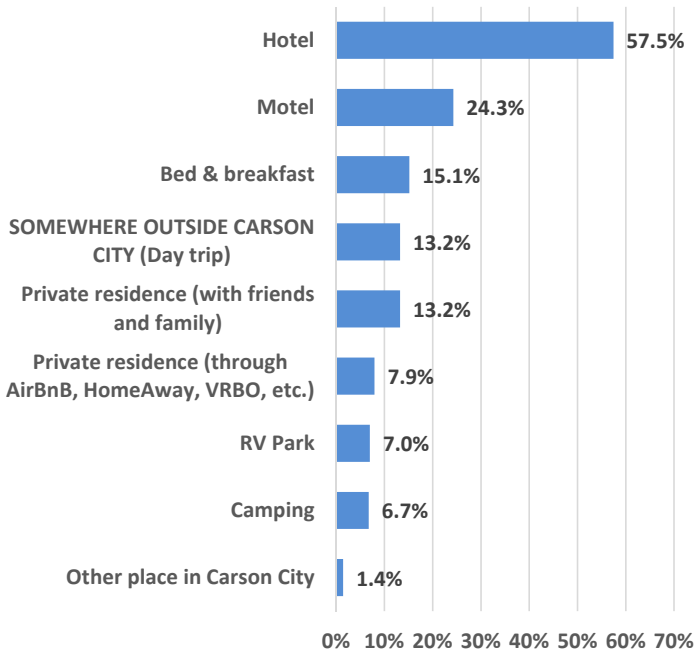
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**Question:** Did you know that Carson City's downtown corridor was recently renovated?

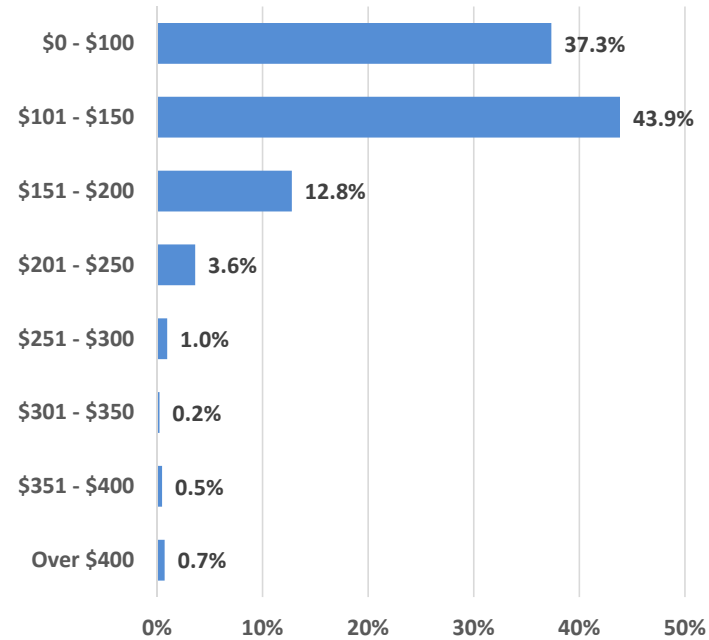


# Hotel Consumption

**Question:** If you were to visit Carson City, where would you most likely stay? (Select all that apply)



**Question:** While in Carson City, how much would you be likely to spend PER NIGHT for your overnight accommodations?





# Thank you

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