



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Big Bend of the Colorado State Recreation Area Visitor Demographics



University of Nevada, Reno Extension  
Publication Date: July 2024  
*For Informational Purposes*

## Park Visitation

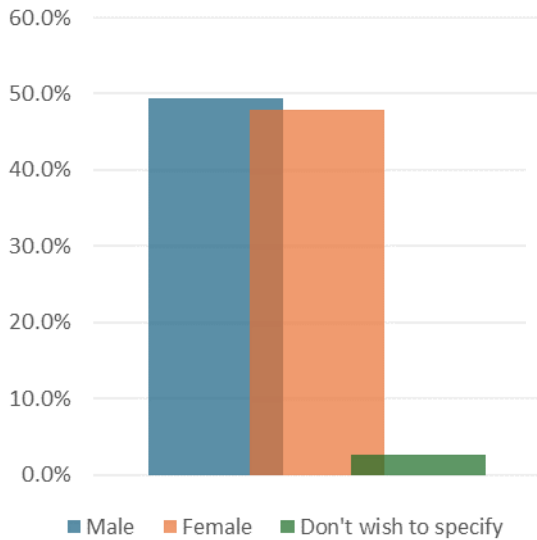
Year	2019	2020	2021	2022	2023
Visitors	105,603	94,777	113,752	98,398	101,227
Visitor-Days	90,524	81,244	97,510	84,348	86,773

Over 38% of same day visitors spent between two to four hours at the park.

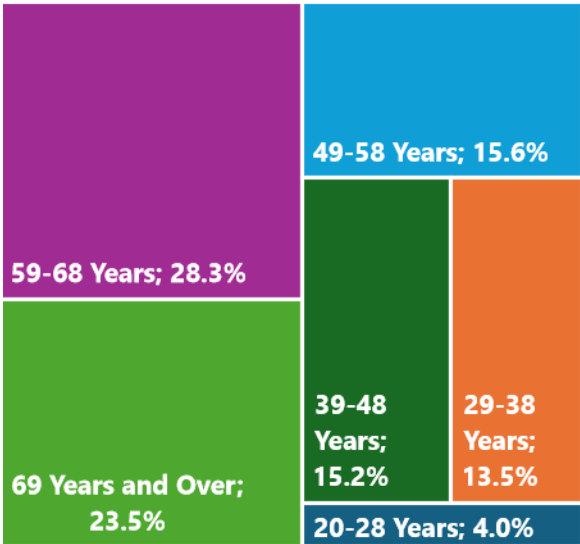
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“Visitor-Days” is the weighted duration of the visitor number by the amount of time visitors were at the park. Someone visiting for a couple hours is weighted less than someone who spent the entire day at the park, who is, in turn, weighted less than someone who camped at the park for multiple nights.

## Gender



## Age (Adults)



Additional infographics for this and other State Parks are available.  
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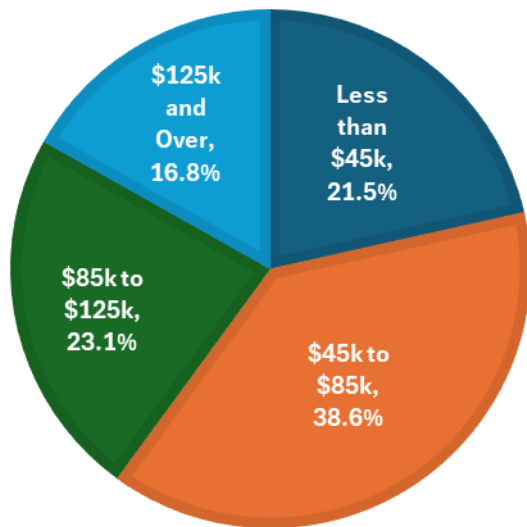
# Big Bend of the Colorado State Recreation Area

## Educational Attainment

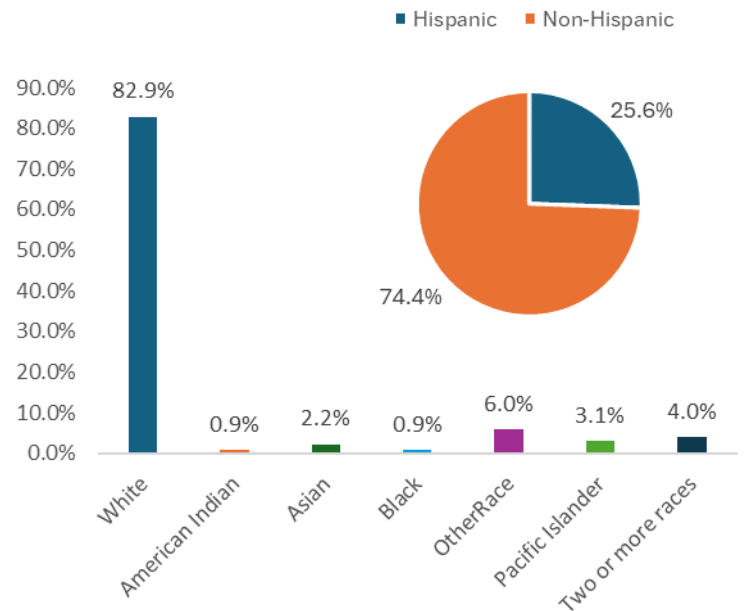
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	3.9%	19.4%	30.8%	17.0%	18.3%	10.8%



## Household Income



## Race and Ethnicity



Situated on the shores of the Colorado River in southern Clark County, Big Bend of the Colorado River includes about two miles of sandy shoreline.

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# Big Bend of the Colorado State Recreation Area Trip and Visit Characteristics



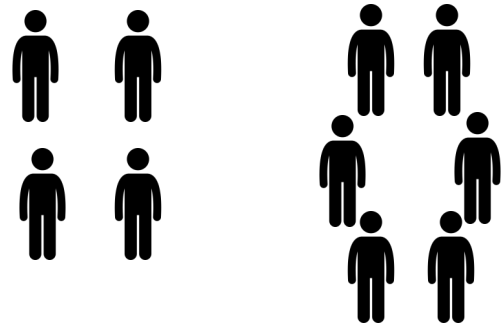
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## Nevada Residence

Are you a Nevada Resident?

**Yes**  
40.1%

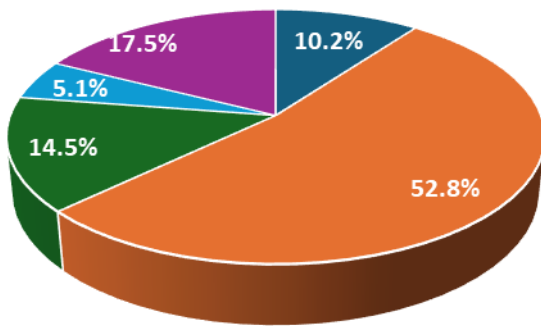
**No**  
59.9%



## Distance from Park

Do you live within 50 miles (approximately one hour) of the park?  
**Yes: 19.4%**  
**No: 80.7%**

## Group Size



- Solo
- 2 to 3 People
- 4 to 5 People
- 6 to 7 People
- 8 or More People



## Group Type

Visitors were asked: For groups of two or more people, how would you best describe the composition of the group?

Friends	8.6%
Family	66.8%
Friends & Family	22.5%
Other	2.1%

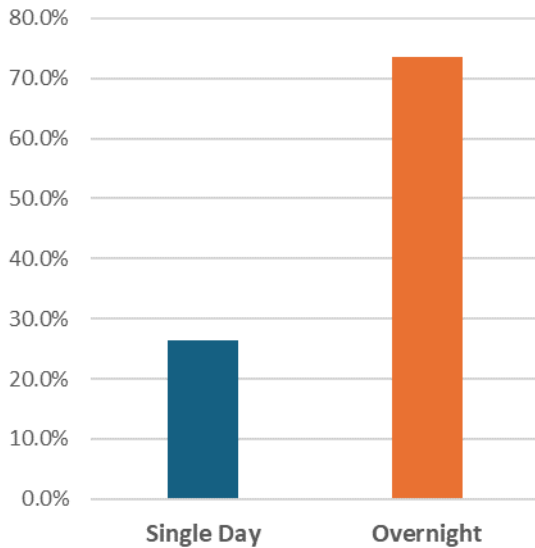
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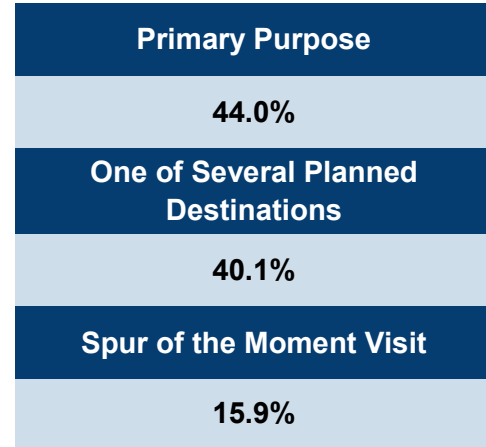
# Big Bend of the Colorado State Recreation Area

## Trip Length

Visitors were asked: Was your trip to visit this park a single day trip or an overnight trip away from home?



## Purpose of Visit



Visitors were asked: Was visiting the park the primary reason for your travel away from home, one of several destinations, or was this a spur of the moment decision?

## Multi-Day Trip Length

Visitors were asked: For those Overnight Trips, how many days away from home were you?

<u>Trip Days Away From Home</u>	2 Days	3 Days	4 to 7 Days	8 to 14 Days	15 or More Days
<u>% of Respondents</u>	9.5%	17.8%	24.2%	8.4%	40.1%

Situated on the shores of the Colorado River in southern Clark County, Big Bend of the Colorado River includes about two miles of sandy shoreline.

For more information on Big Bend of the Colorado:

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# Big Bend of the Colorado State Recreation Area Park Performance

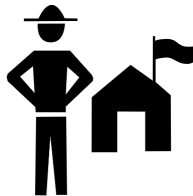


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**Completed Surveys, n=491**

Visitors were asked to rate their trip to the park on a variety of prompts including park staff interactions, overall trip experience, and for certain amenities available.

Park staff were available when needed or requested.	
<b>Agree or Strongly Agree</b>	<b>82.4%</b>
Disagree or Strongly Disagree	6.2%



Interactions with park staff were positive.	
<b>Agree or Strongly Agree</b>	<b>94.0%</b>
Disagree or Strongly Disagree	3.1%

## Interactions with Park Staff

How would you rate your experience at this park?	
<b>Good or Excellent</b>	<b>96.8%</b>
Terrible or Poor	0.8%



## Trip Experience



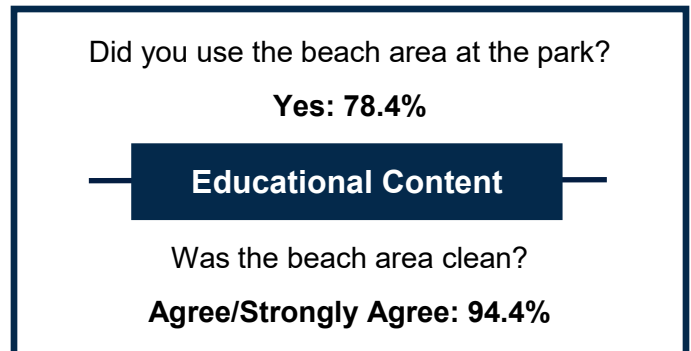
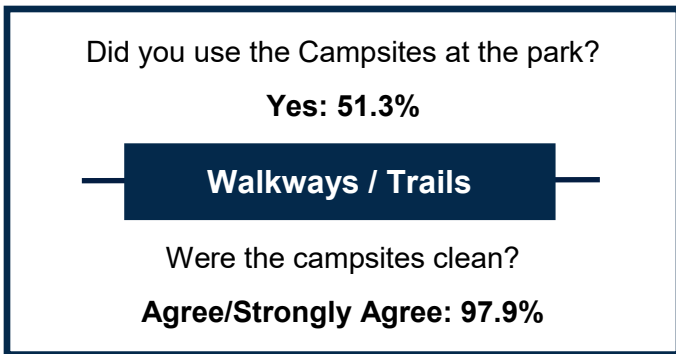
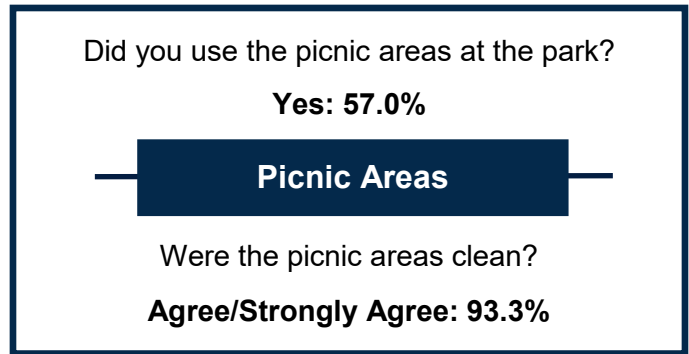
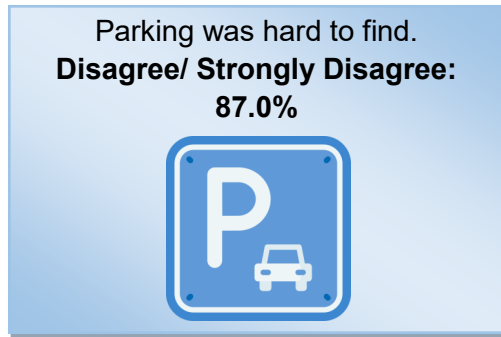
How likely are you to return to this park?	
<b>Somewhat or Extremely Likely</b>	<b>95.5%</b>
Somewhat or Extremely Unlikely	2.4%

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# Big Bend of the Colorado State Recreation Area

## Additional Visitor Experience Ratings on Amenities at the Park.



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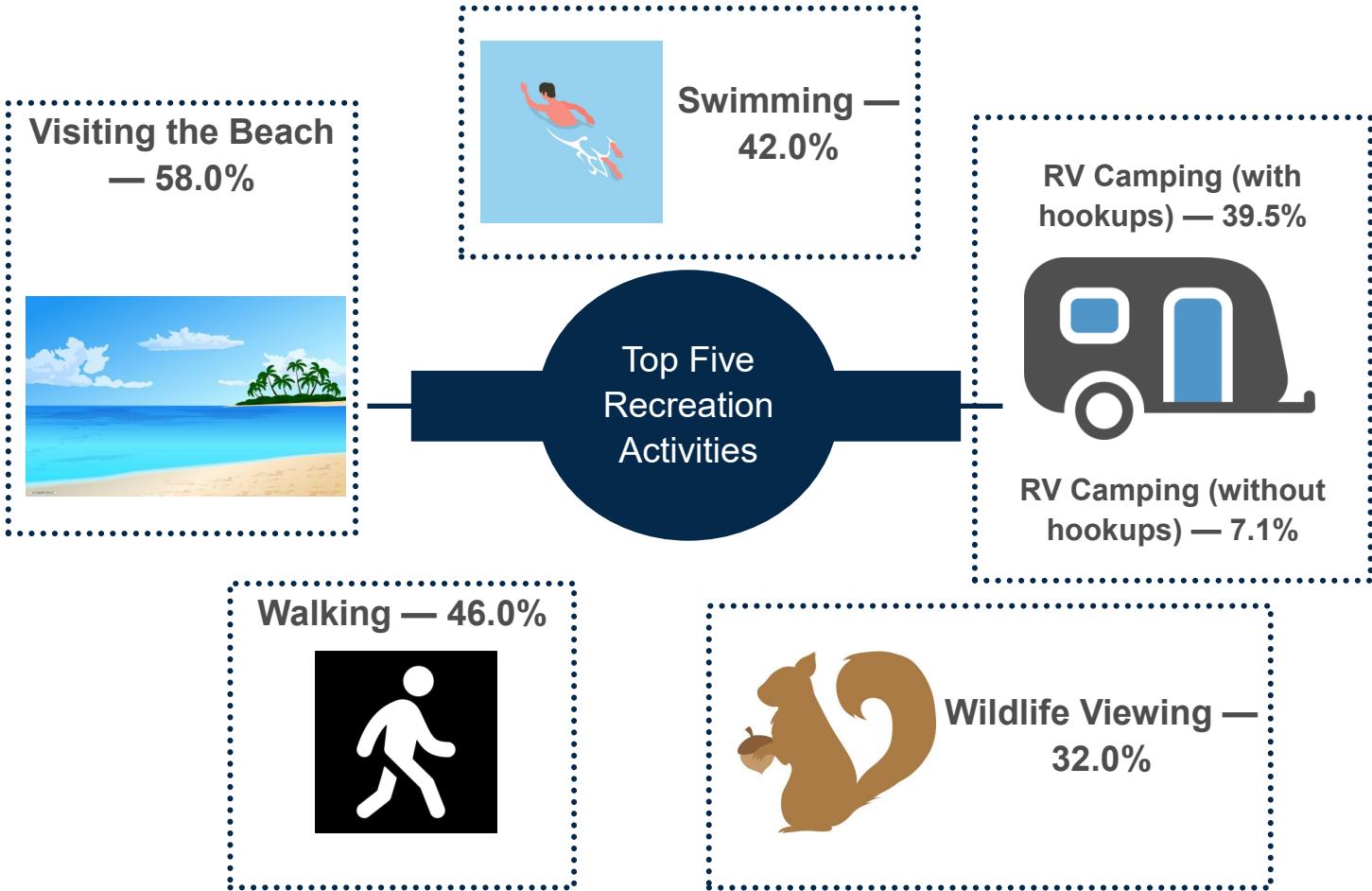
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# Big Bend of the Colorado State Recreation Area Recreation Activities



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Publication Date: May 2024  
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Visitors were asked: What recreational activities did you take part in while at the Park?  
Visitors could choose more than one answer.



<u>Top 5 Recreation Activities</u>	Visiting the Beach	Walking	Swimming	RV Camping (w/ hookups)	Wildlife Viewing
<u>Share of Respondents</u>	58.0%	46.0%	42.0%	39.5%	32.0%

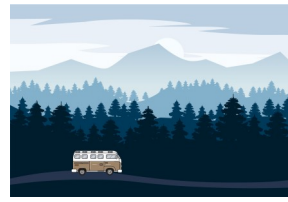
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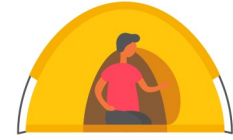


# Big Bend of the Colorado State Recreation Area

Bird Watching — 19.8%



Driving for Leisure  
— 15.9%



Tent Camping  
— 3.9%

Recreation  
Activities —  
Additional  
Responses



Motorized Boat  
— 14.7%



Picnicking —  
29.3%

Canoe or Kayak —  
5.9%



Cycling — 7.5%



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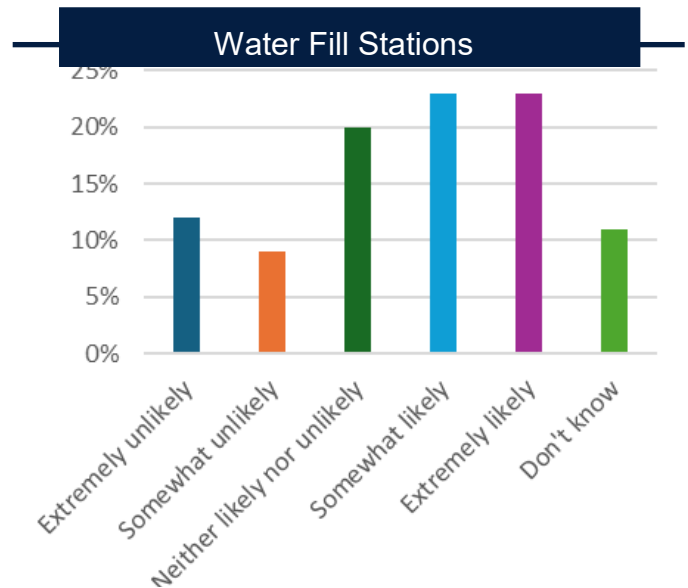
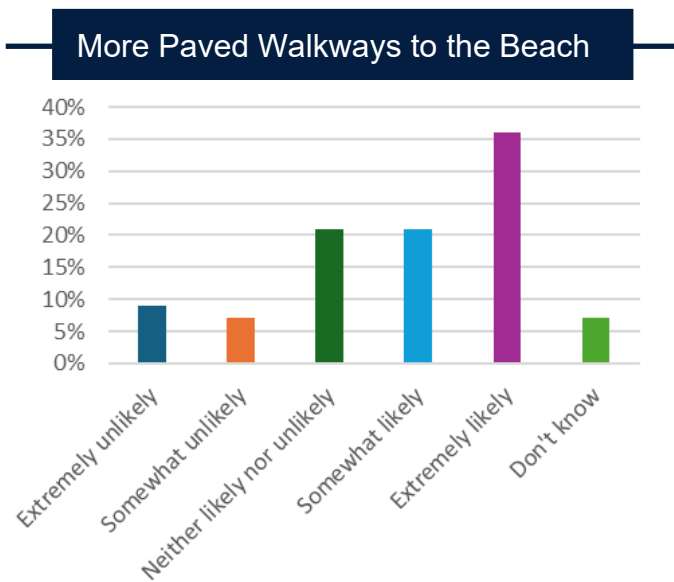
# Big Bend of the Colorado State Recreation Area Planning Priorities



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**Completed Surveys, n = 491**  
Visitors were prompted: Given that Nevada State Parks has to work with a limited budget for improvements, we're eager to know which projects you think should be our top priority.

If these amenities had been available during your last visit, how likely would you have been to use them?



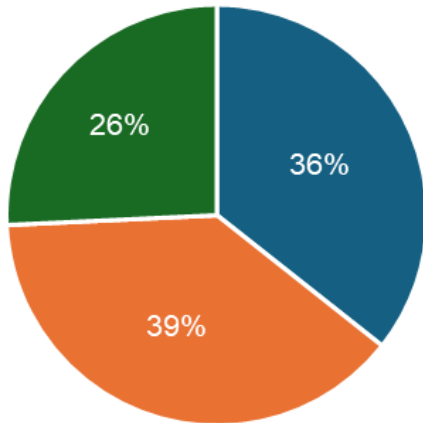
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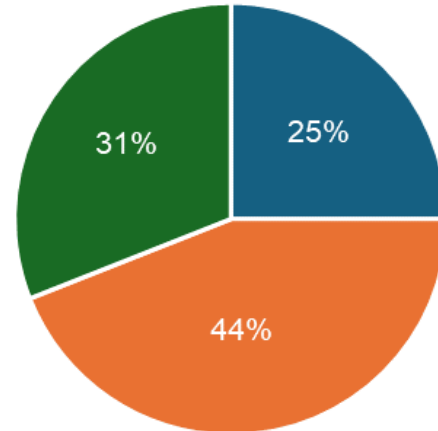
If these amenities become available would you visit the park more often?

More Paved Walkways to the Beach



■ Yes ■ No ■ Don't Know

Water Fill Stations



■ Yes ■ No ■ Don't Know

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