



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Fort Churchill State Historic Park Visitor Demographics



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

## Park Visitation

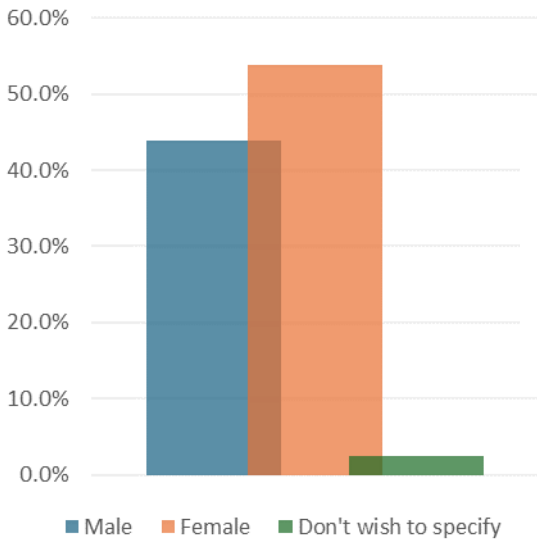
Year	2019	2020	2021	2022	2023
Visitors	75,379	84,101	79,433	82,197	123,932
Visitor-Days	70,554	78,718	74,349	76,936	116,000

43% of the single day visitors stayed at the park for 2 hours.

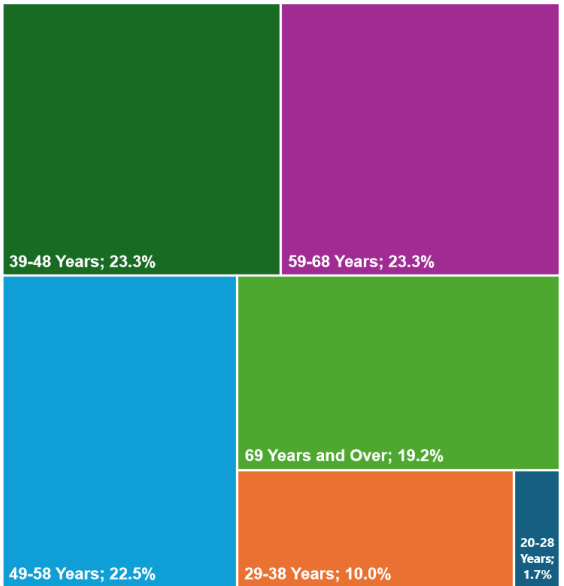
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“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)



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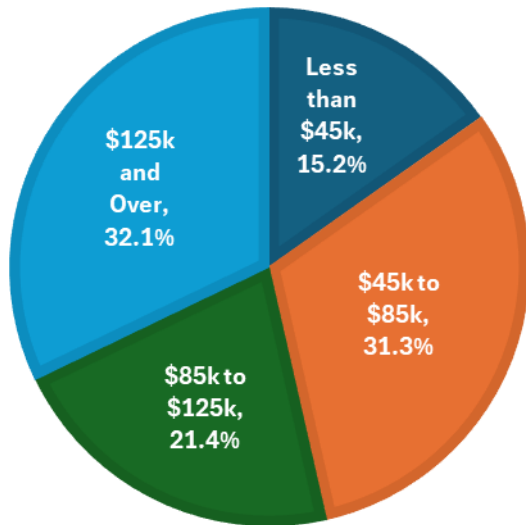
# Fort Churchill State Historic Park

## Educational Attainment

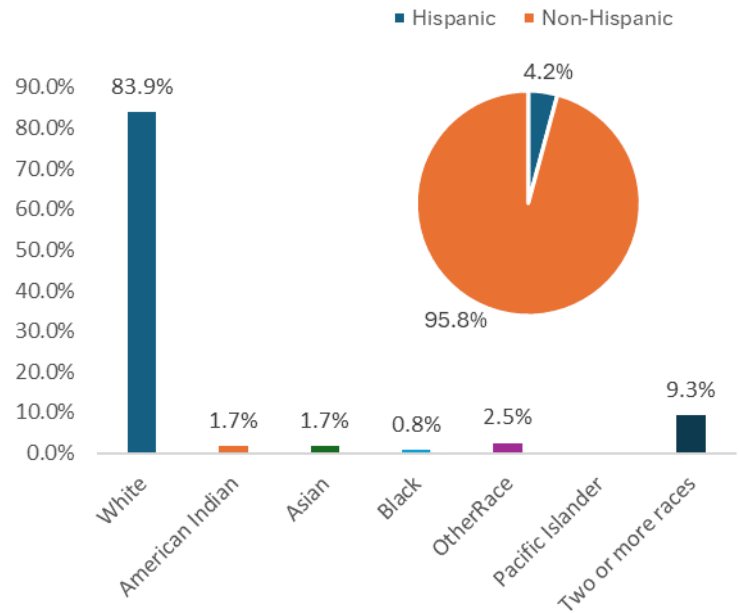
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	0.8%	10.9%	28.6%	18.5%	25.2%	16.0%



## Household Income



## Race and Ethnicity



Situated along the Carson River in Lyon County, the park is an idyllic place for camping, hiking, bird watching and canoeing.

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Phone: 775-577-2345



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# Fort Churchill State Historic Park Trip and Visit Characteristics



University of Nevada, Reno Extension  
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## Nevada Residence

Are you a Nevada Resident?

Yes  
91.7%

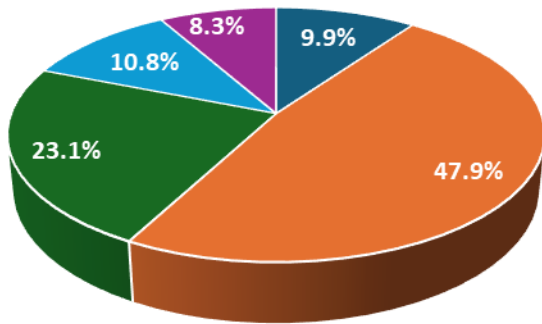
No  
8.3%



## Distance from Park

Do you live within 50 miles (approximately one hour) of the park?  
Yes: 84.3%  
No: 15.7%

## 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	14.7%
Family	59.6%
Friends & Family	12.8%
Other	12.8%



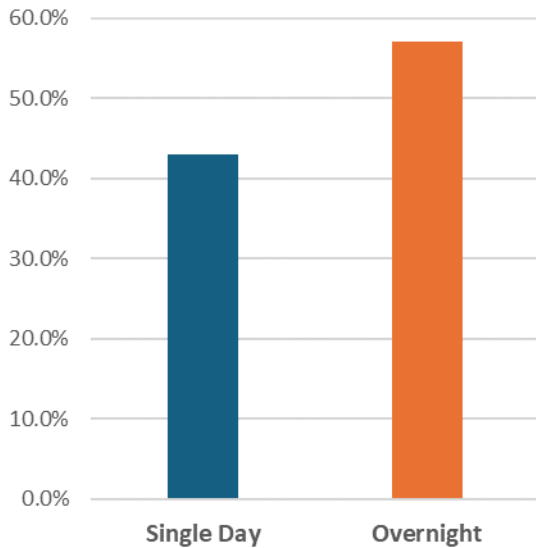
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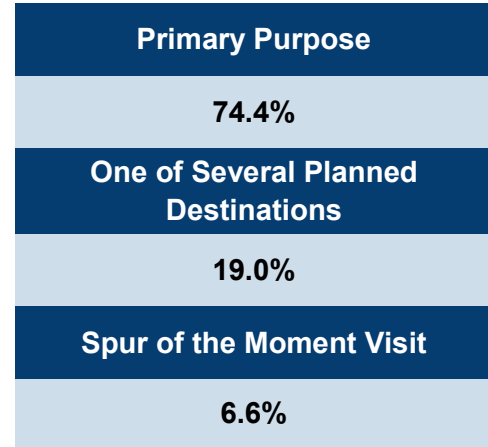
# Fort Churchill State Historic Park

## 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>	39.1%	29.0%	26.1%	1.5%	4.4%

Situated along the Carson River in Lyon County, the park is an idyllic place for camping, hiking, bird watching and canoeing.

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# Fort Churchill State Historic Park Park Performance



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**Completed Surveys, n = 121**

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>84.2%</b>
Disagree or Strongly Disagree	3.3%



Interactions with park staff were positive.	
<b>Agree or Strongly Agree</b>	<b>96.7%</b>
Disagree or Strongly Disagree	2.5%

## Interactions with Park Staff

How would you rate your experience at this park?	
<b>Good or Excellent</b>	<b>95.1%</b>
Terrible or Poor	1.7%



## Trip Experience



How likely are you to return to this park?	
<b>Somewhat or Extremely Likely</b>	<b>93.3%</b>
Somewhat or Extremely Unlikely	3.4%

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# Fort Churchill State Historic Park

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

Historical and cultural features were well maintained and preserved.  
**Agree/Strongly Agree: 86.7%**



Did you use the picnic areas at the park?

**Yes: 33.6%**

**Picnic Areas**

Were the picnic areas clean?

**Agree/Strongly Agree: 97.2%**

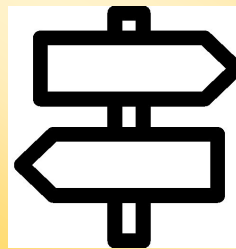
Did you use the walkways or trails at the park?

**Yes: 83.9%**

**Walkways / Trails**

Were the walkways and trails clean?

**Agree/Strongly Agree: 91.9%**



Signs and markers were clear and plentiful.  
**Agree/Strongly Agree: 92.5%**

Garbage and litter were not a problem.  
**Agree/Strongly Agree: 97.5%**



Did you use the educational content at the park?

**Yes: 78.3%**

**Educational Content**

Were the educational areas clean?

**Agree/Strongly Agree: 94.4%**

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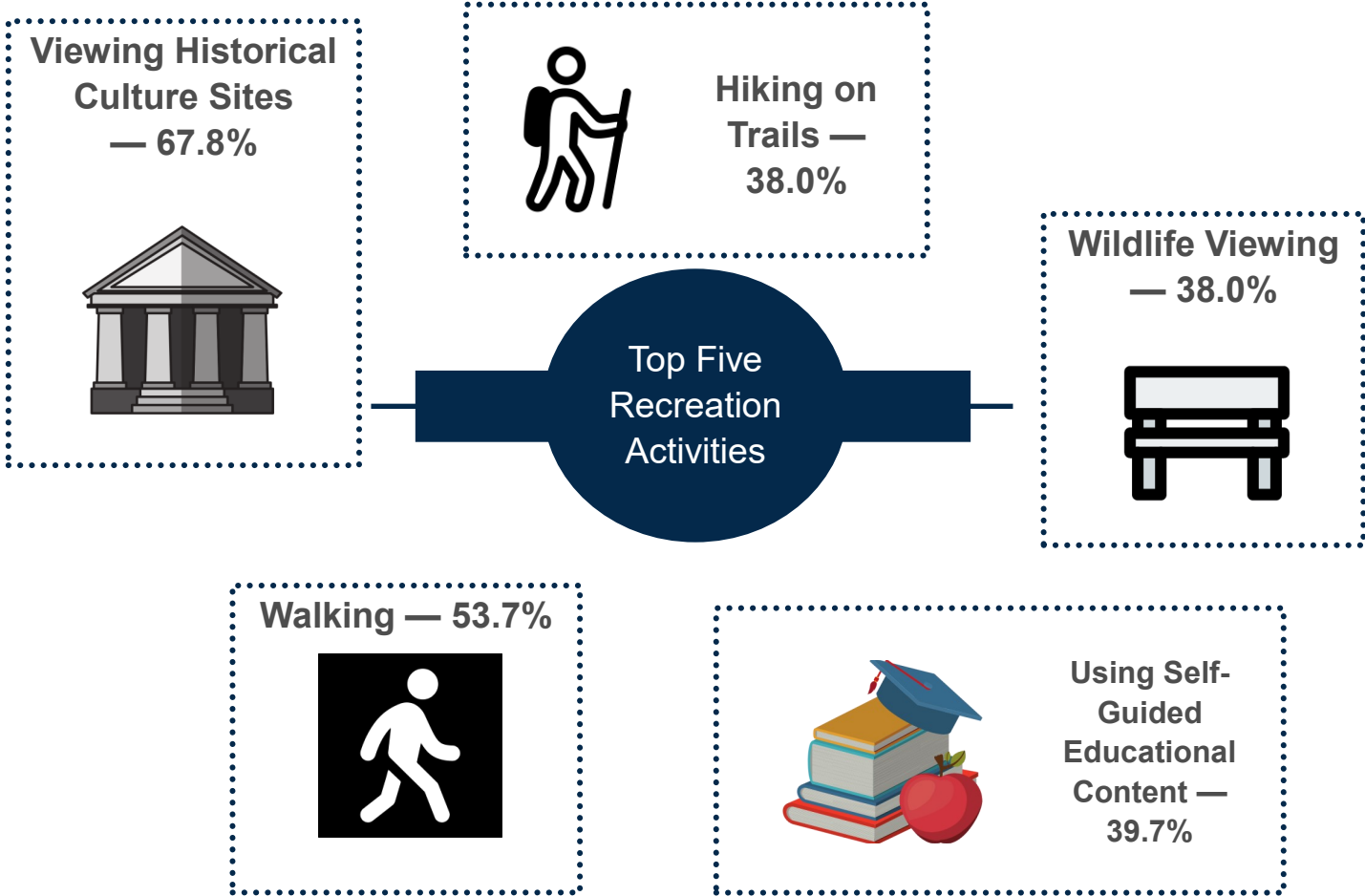
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# Fort Churchill State Historic Park Recreation Activities



University of Nevada, Reno Extension  
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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.



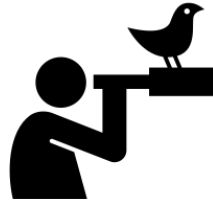
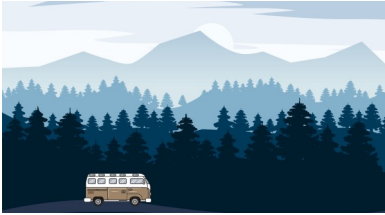
<u>Top 5 Recreation Activities</u>	Viewing Historical Culture Sites	Walking	Self Guided Educational Content	Hiking	Wildlife Viewing
<u>Share of Respondents</u>	67.8%	53.7%	39.7%	38.0%	38.0%

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Driving for Pleasure —  
12.4 %



Bird Watching—  
13.2%

RV Camping (with  
hookups) — 1.7%



RV Camping (without  
hookups) — 31.4%



Guided  
Educational  
Content —12.4 %

Recreation  
Activities —  
Additional  
Responses

Using the Visitor  
Center — 30.6%



Picnicking —  
22.3%

Tent Camping —  
22.3%



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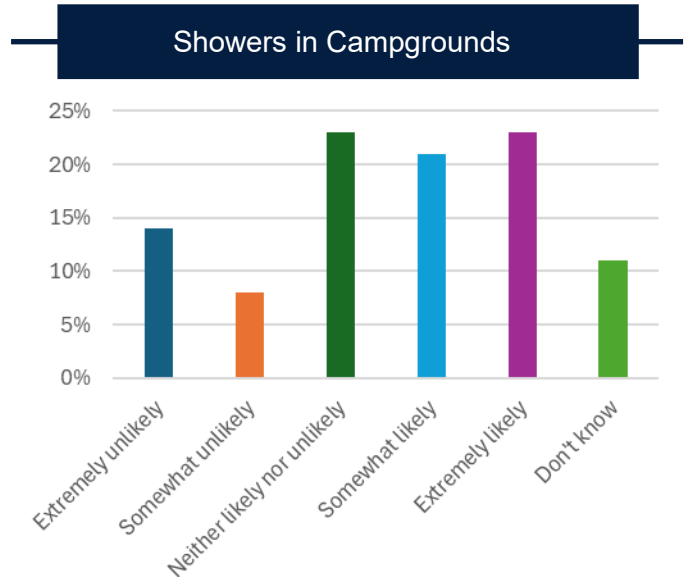
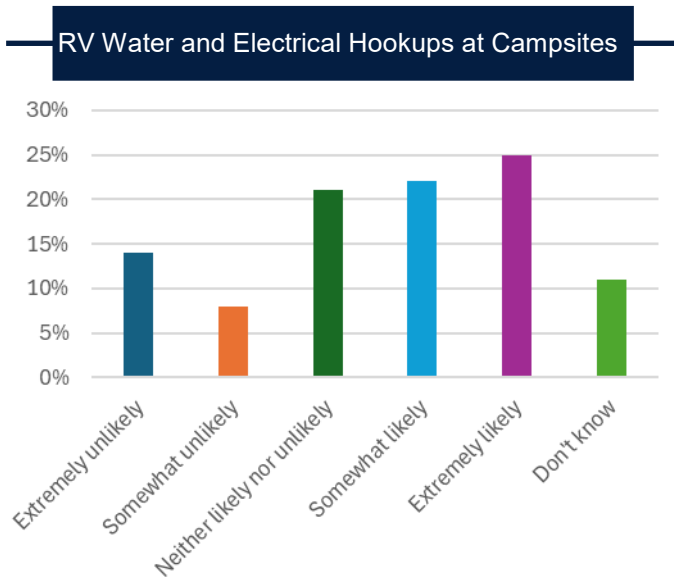
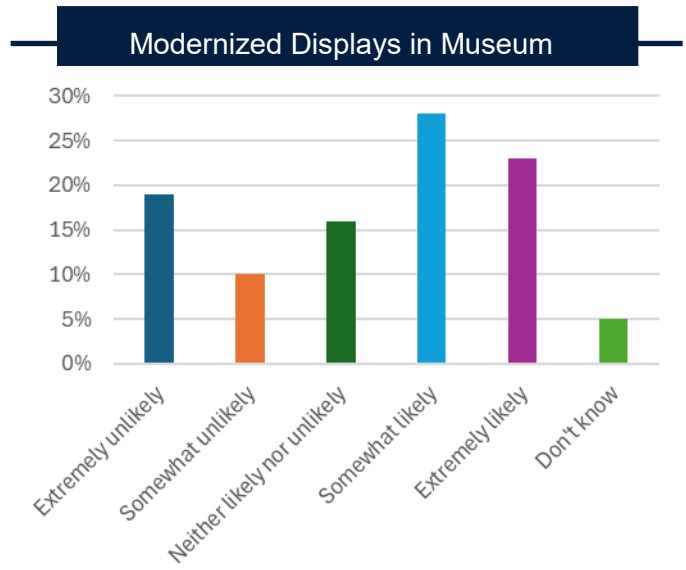
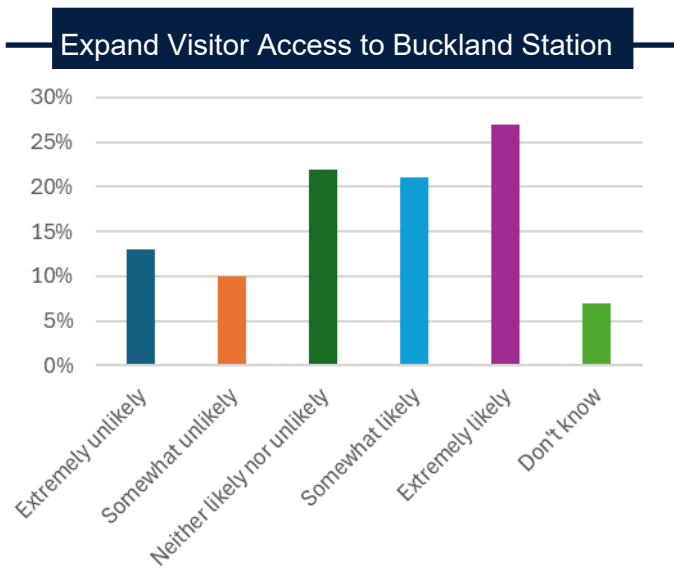
# Fort Churchill State Historic Park Planning Priorities



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**Completed Surveys, n = 121**  
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?**



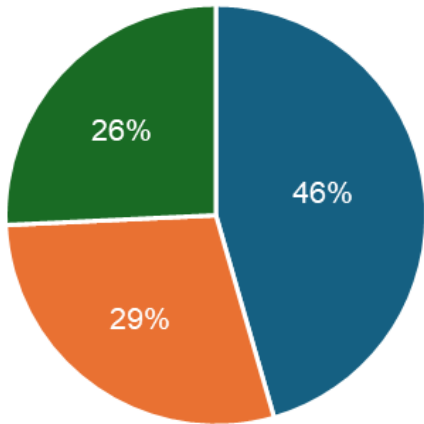
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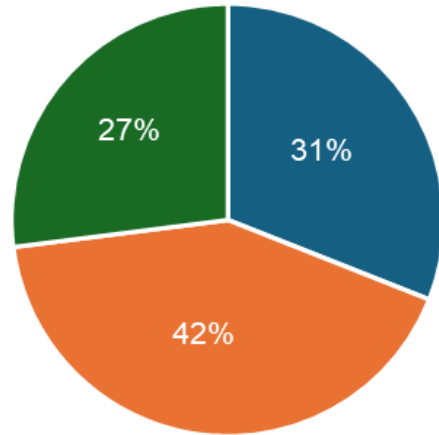
If these amenities become available would you visit the park more often?

Expand Visitor Access to Buckland Station



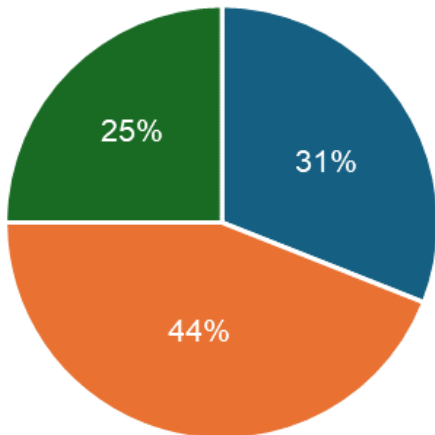
■ Yes ■ No ■ Don't Know

Modernized Displays in Museum



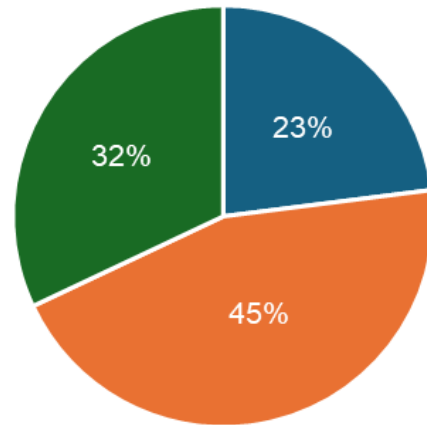
■ Yes ■ No ■ Don't Know

RV Water and Electrical Hookups at Campsites



■ Yes ■ No ■ Don't Know

Showers in Campgrounds



■ Yes ■ No ■ Don't Know

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