



**EXTENSION**  
College of Agriculture,  
Biotechnology & Natural Resources

# Sand Harbor State Park Visitor Demographics



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

## Park Visitation

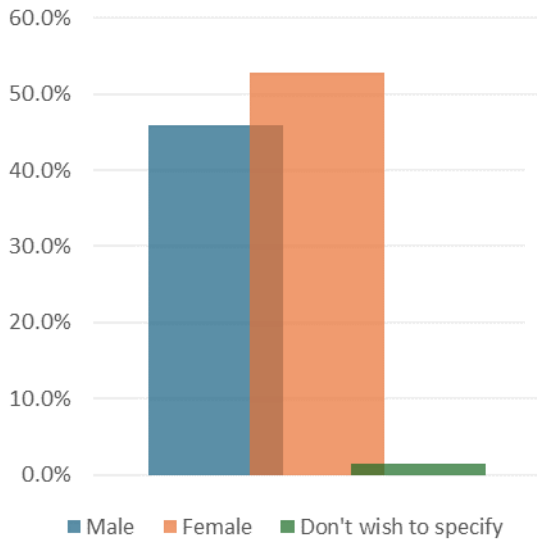
Year	2019	2020	2021	2022	2023
<b>Visitors</b>	959,740	1,025,681	1,034,458	1,004,398	1,276,608
<b>Visitor-Days</b>	899,442	961,240	969,465	941,294	1,196,401

*Over 66% of single day visitors stayed at the park from one to three hours.*

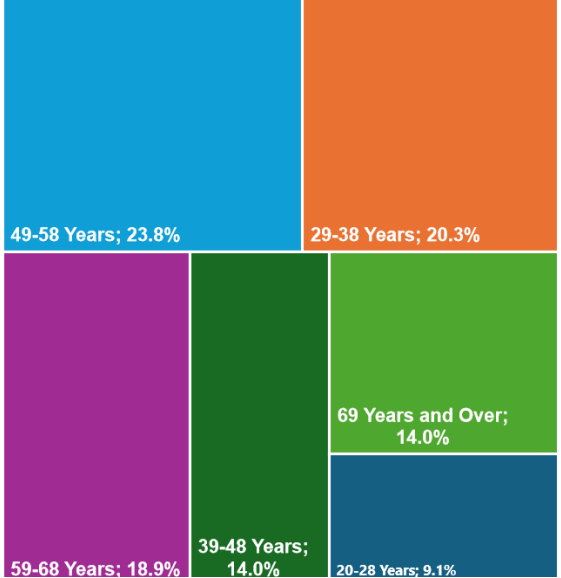
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“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)



Additional infographics for this and other State Parks are available.  
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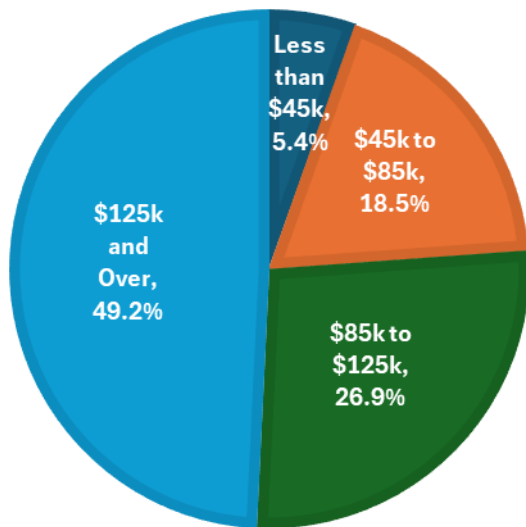
# Sand Harbor State Park

## Educational Attainment

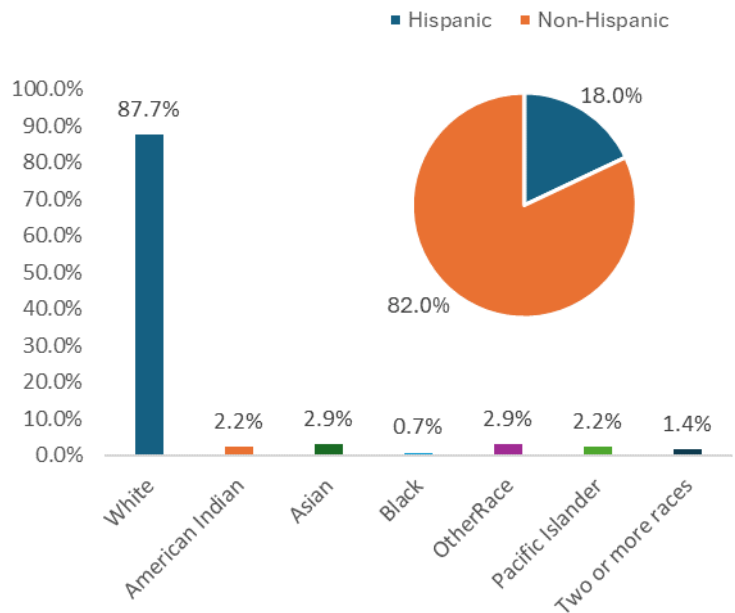
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	0.7%	2.2%	15.1%	12.2%	32.4%	37.4%



## Household Income



## Race and Ethnicity



In Douglas County, Sand Harbor offers beaches, swimming, and kayaking in the largest alpine lake in North America, Lake Tahoe.

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Email: [shsp@parks.nv.gov](mailto:shsp@parks.nv.gov)

Phone: 775-831-0494



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# Sand Harbor State Park Trip and Visit Characteristics



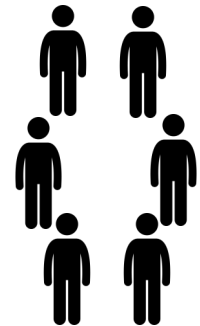
University of Nevada, Reno Extension  
Publication Date: May 2024  
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## Nevada Residence

Are you a Nevada Resident?

Yes  
42.5%

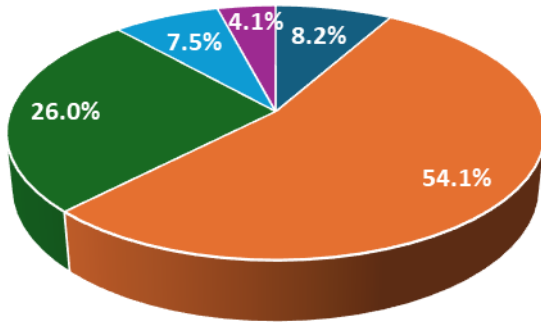
No  
57.5%



## Distance from Park

Do you live within 50 miles (approximately one hour) of the park?  
Yes: 44.5%  
No: 55.5%

## 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	22.4%
Family	67.2%
Friends & Family	9.0%
Other	1.5%

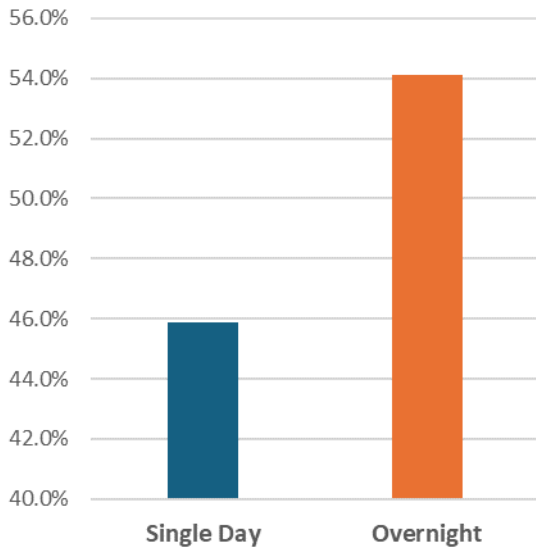
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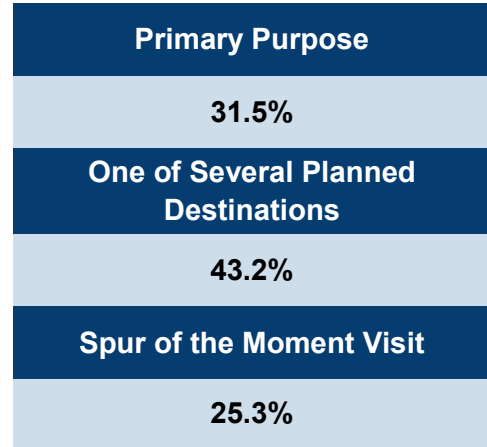
# Sand Harbor State Park

## 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>	5.1%	17.7%	48.1%	21.5%	7.6%

In Washoe County, Sand Harbor offers beaches, swimming, and kayaking in the largest alpine lake in North America, Lake Tahoe.

For more information on Sand Harbor State Park:

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# Sand Harbor State Park Park Performance



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**Completed Surveys, n = 146**

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>56.7%</b>
Disagree or Strongly Disagree	9.1%



Interactions with park staff were positive.	
<b>Agree or Strongly Agree</b>	<b>83.3%</b>
Disagree or Strongly Disagree	3.5%

## Interactions with Park Staff

How would you rate your experience at this park?	
<b>Good or Excellent</b>	<b>98.7%</b>
Terrible or Poor	0.0%



## Trip Experience



How likely are you to return to this park?	
<b>Somewhat or Extremely Likely</b>	<b>95.1%</b>
Somewhat or Extremely Unlikely	2.1%

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# Sand Harbor State Park

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

Historical and cultural features were well maintained and preserved.  
**Agree/Strongly Agree: 66.7%**



Did you use the picnic areas at the park?

**Yes: 17.1%**

**Picnic Areas**

Were the picnic areas clean?

**Agree/Strongly Agree: 86.4%**

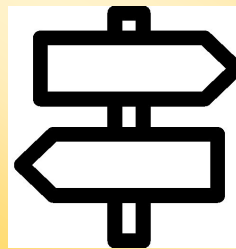
Did you use the walkways or trails at the park?

**Yes: 95.0%**

**Walkways / Trails**

Were the walkways and trails clean?

**Agree/Strongly Agree: 91.0%**



Signs and markers were clear and plentiful.  
**Agree/Strongly Agree: 87.5%**

Garbage and litter were not a problem.  
**Agree/Strongly Agree: 85.4%**



Did you use the educational content at the park?

**Yes: 40.9%**

**Educational Content**

Were the educational areas clean?

**Agree/Strongly Agree: 85.2%**

In Douglas County, Sand Harbor offers beaches, swimming, and kayaking in the largest alpine lake in North America, Lake Tahoe.

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# Sand Harbor State Park Recreation Activities



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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.

**Visiting the Beach**  
— 39.0%


**Hiking on Trails** —  
37.7%

**Visitor Center** —  
30.8%



Top Five  
Recreation  
Activities

**Walking** — 69.9%




**Wildlife Viewing** —  
28.8%

<u>Top 5 Recreation Activities</u>	Walking	Visiting the Beach	Hiking	Visitor Center	Wildlife Viewing
<u>Share of Respondents</u>	69.9%	39.0%	37.7%	30.8%	28.8%

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# Sand Harbor State Park



Cycling  
— 6.2%



Canoeing or  
Kayaking — 10.3%

Visiting Historical Culture  
Sites — 13.7%



Swimming —  
15.1%

Recreation  
Activities —  
Additional  
Responses

Using the Rest Stop  
— 20.5%



Picnicking —  
12.3%

Using Self-  
Guided  
Educational  
Content —  
17.8%



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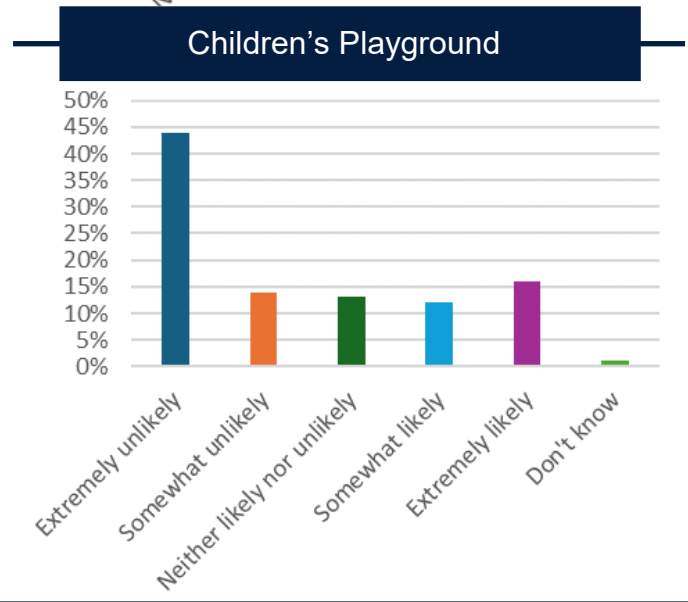
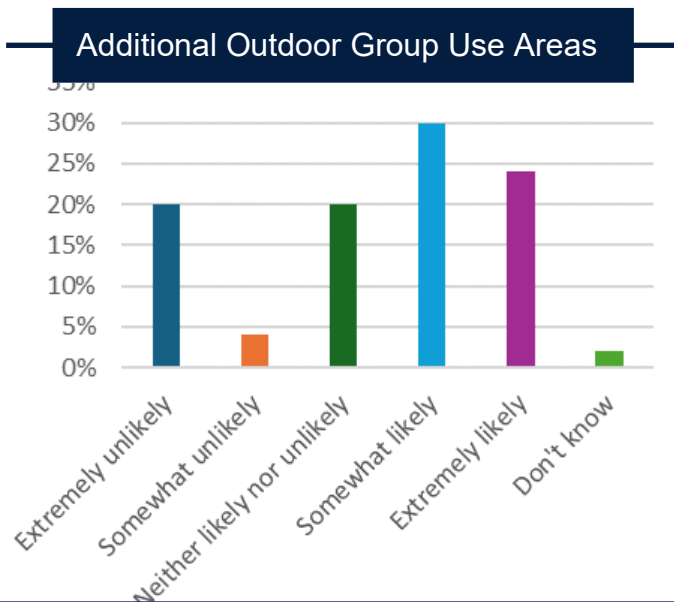
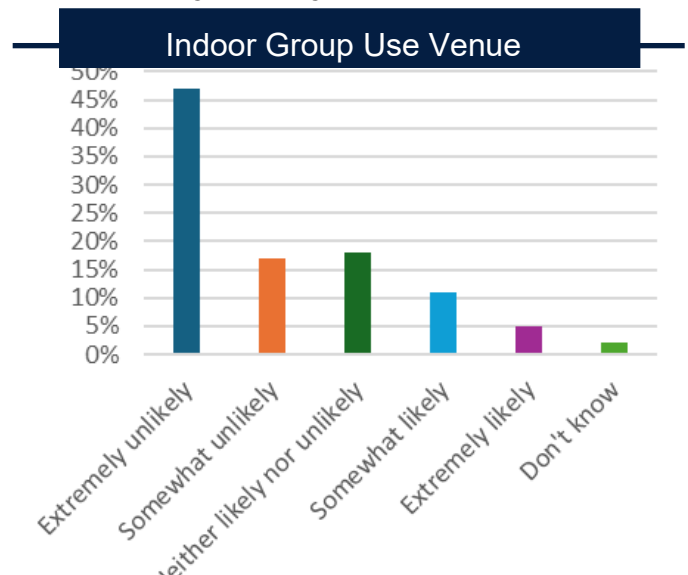
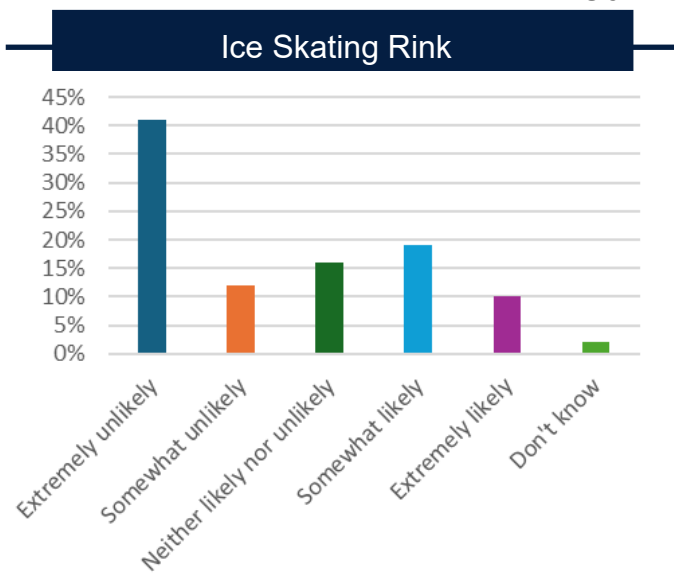
# Sand Harbor State Park Planning Priorities



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**Completed Surveys, n = 146**  
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?**



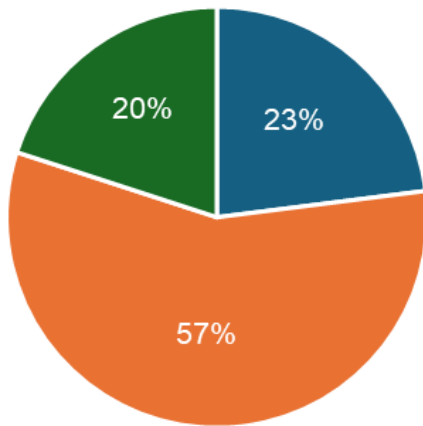
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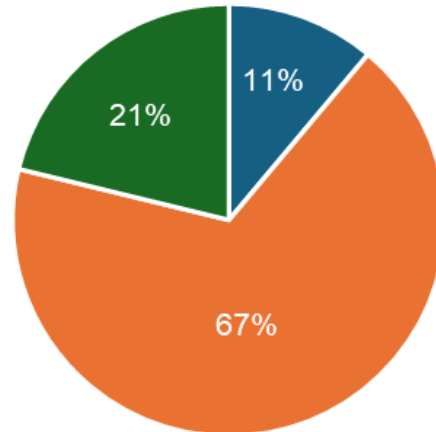
If these amenities become available would you visit the park more often?

### Ice Skating Rink



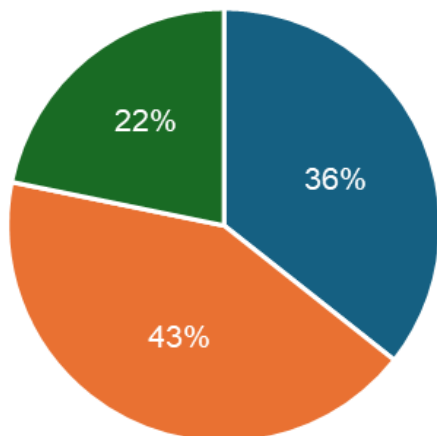
■ Yes ■ No ■ Don't Know

### Indoor Group Use Venue



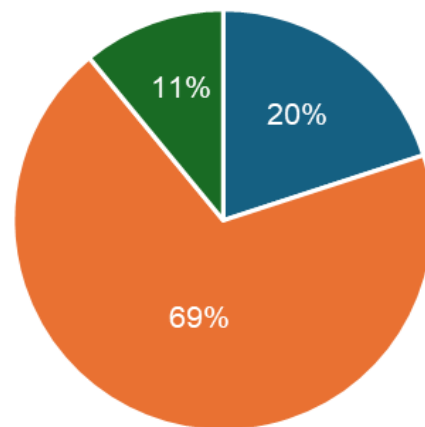
■ Yes ■ No ■ Don't Know

### Additional Outdoor Group Use Areas



■ Yes ■ No ■ Don't Know

### Children's Playground



■ Yes ■ No ■ Don't Know

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