



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Valley of Fire State Park Visitor Demographics



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

Completed Surveys, n = 634

## Park Visitation

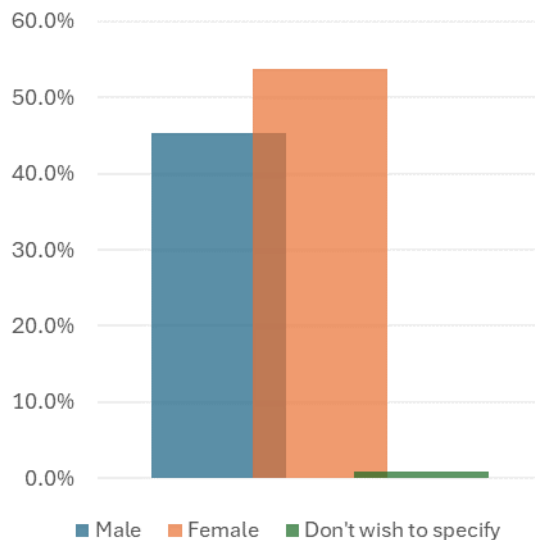
Year	2019	2020	2021	2022	2023
Visitors	843,182	528,477	766,436	618,950	810,340
Visitor-Days	831,112	520,912	755,465	610,090	798,740

*\*Over 55% of single-day visitors spent 3 to 4 hours at the park.*

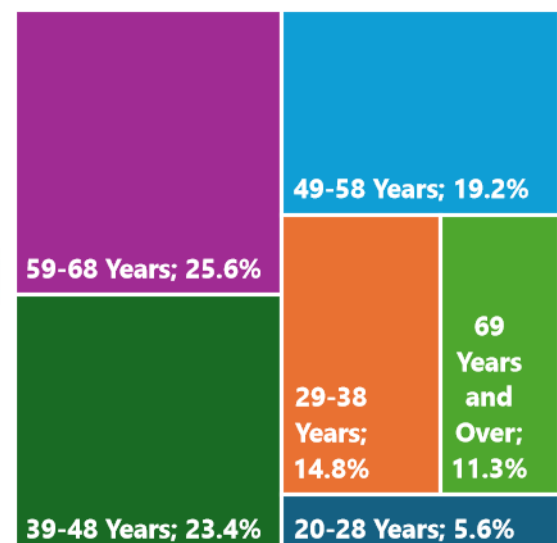
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“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.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit  
our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



Copyright © 2024, University of Nevada, Reno Extension  
A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture

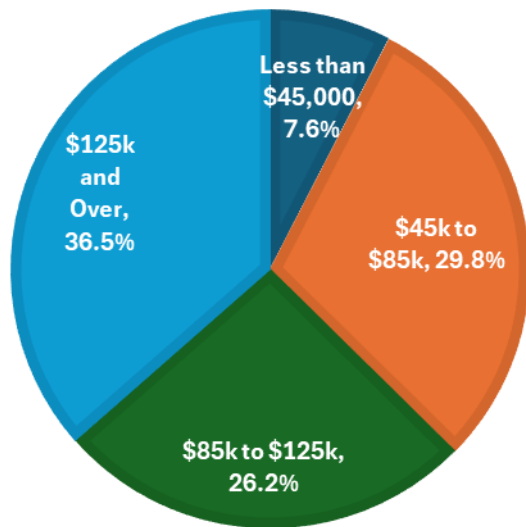
# Valley of Fire State Park

## Educational Attainment

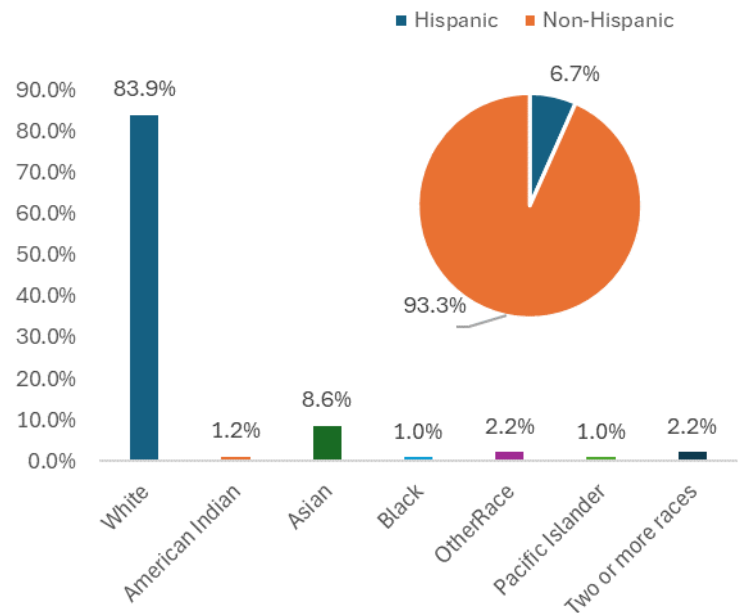
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	0.3%	8.0%	14.4%	10.1%	31.8%	35.3%



## Household Income



## Race and Ethnicity



Valley of Fire State Park is located in Clark County, Nevada, approximately 55 miles northeast of Las Vegas.

For more information on Valley of Fire State Park:

[parks.nv.gov/parks/valley-of-fire](https://parks.nv.gov/parks/valley-of-fire)

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

Phone: 702-397-2088



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Valley of Fire State Park Trip and Visit Characteristics



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

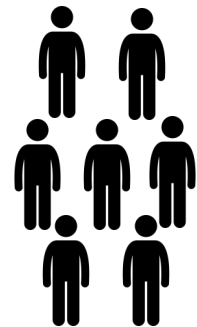
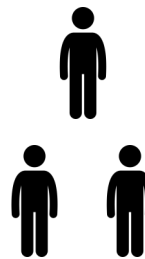
Completed Surveys, n = 634

## Nevada Residence

Are you a Nevada Resident?

Yes  
26.5%

No  
73.5%



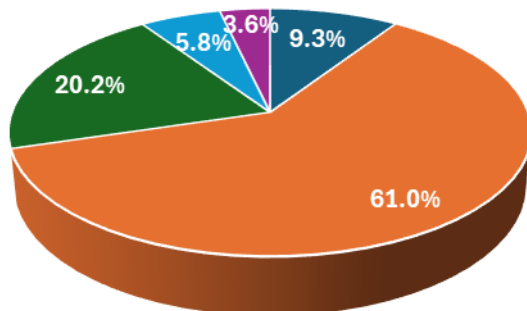
## Distance from Park



Do you live within 50 miles (approximately one hour) of the park?

Yes: 23.0%
No: 77.0%

## 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	20.4%
Family	68.5%
Friends & Family	7.5%
Other	3.7%

Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)

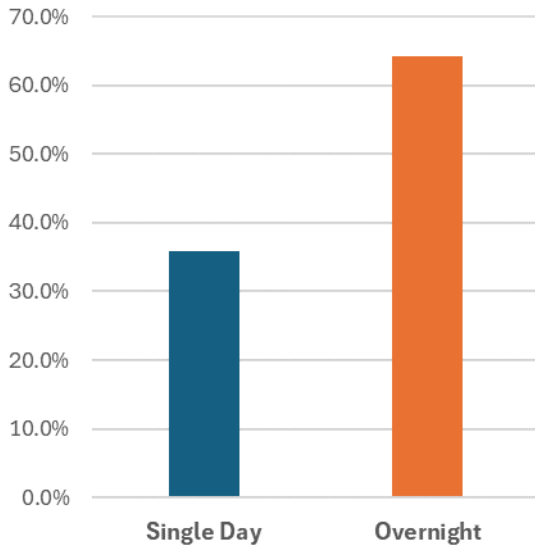
Copyright © 2024, University of Nevada, Reno Extension  
A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture



# Valley of Fire 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

### Primary Purpose

31.5%

### One of Several Planned Destinations

54.3%

### Spur of the Moment Visit

14.2%

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>	3.7%	7.9%	46.6%	22.7%	19.2%

Valley of Fire State Park is located in Clark County, Nevada, approximately 55 miles northeast of Las Vegas.

For more information on Valley of Fire State Park:

[parks.nv.gov/parks/valley-of-fire](https://parks.nv.gov/parks/valley-of-fire)

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

Phone: 702-397-2088



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Valley of Fire State Park

## Park Performance



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

**Completed Surveys, n = 634**

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>65.7%</b>
Disagree or Strongly Disagree	4.5%



Interactions with park staff were positive.

<b>Agree or Strongly Agree</b>	<b>90.0%</b>
Disagree or Strongly Disagree	1.8%

### Interactions with Park Staff

How would you rate your experience at this park?

<b>Good or Excellent</b>	<b>97.5%</b>
Terrible or Poor	0.0%



### Trip Experience



How likely are you to return to this park?

<b>Somewhat or Extremely Likely</b>	<b>81.9%</b>
Somewhat or Extremely Unlikely	10.0%

Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)

Copyright © 2024, University of Nevada, Reno Extension  
A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture



# Valley of Fire State Park

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

Historical and cultural features were well maintained and preserved.  
**Agree/Strongly Agree: 81.4%**



Did you use the picnic areas at the park?

**Yes: 30.3%**

### Picnic Areas

Were the picnic areas clean?

**Agree/Strongly Agree: 93.0%**

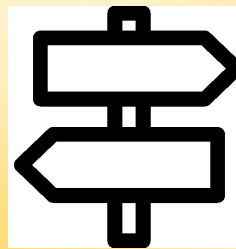
Did you use the walkways or trails at the park?

**Yes: 92.2%**

### Walkways / Trails

Were the walkways and trails clean?

**Agree/Strongly Agree: 96.7%**



Signs and markers were clear and plentiful.  
**Agree/Strongly Agree: 81.4%**

Garbage and litter were not a problem.  
**Agree/Strongly Agree: 94.1%**



Did you use the educational content at the park?

**Yes: 72.7%**

### Educational Content

Were the educational areas clean?

**Agree/Strongly Agree: 92.4%**

Valley of Fire State Park is located in Clark County, Nevada, approximately 55 miles northeast of Las Vegas.

For more information on Valley of Fire State Park:

[parks.nv.gov/parks/valley-of-fire](https://parks.nv.gov/parks/valley-of-fire)

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

Phone: 702-397-2088



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

## Valley of Fire State Park Recreation Activities



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

### Completed Surveys, n = 634

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

Wildlife Viewing  
— 42.1%



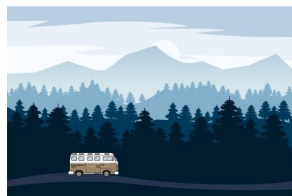
Hiking on  
Trails —  
73.6%

Visitor Center —  
65.3%



Top Five  
Recreation  
Activities

Driving for Pleasure — 49.8%



Walking —  
63.6%

<u>Top 5 Recreation Activities</u>	Hiking	Using the Visitor Center	Walking	Driving	Wildlife Viewing
<u>Share of Respondents</u>	73.6%	65.3%	63.6%	49.8%	42.1%

Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



# Valley of Fire State Park



**Bird  
Watching**  
— 10.0%



**Archaeological  
and Paleo Sites** —  
35.8%



**RV Camping (with  
hookups)** — 4.4%

**RV Camping (without  
hookups)** — 6.0%



**Viewing  
Historical and  
Cultural Sites** —  
32.8%

**Recreation  
Activities —  
Additional  
Responses**



**Picnicking** —  
19.9%

**Rest Stop Use** —  
22.5%



**Using Self-  
Guided  
Educational  
Content** —  
26.7%



Valley of Fire State Park is located in Clark County, Nevada, approximately 55 miles northeast of Las Vegas.

For more information on Valley of Fire State Park:

[parks.nv.gov/parks/valley-of-fire](https://parks.nv.gov/parks/valley-of-fire)

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

Phone: 702-397-2088



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Valley of Fire State Park Planning Priorities



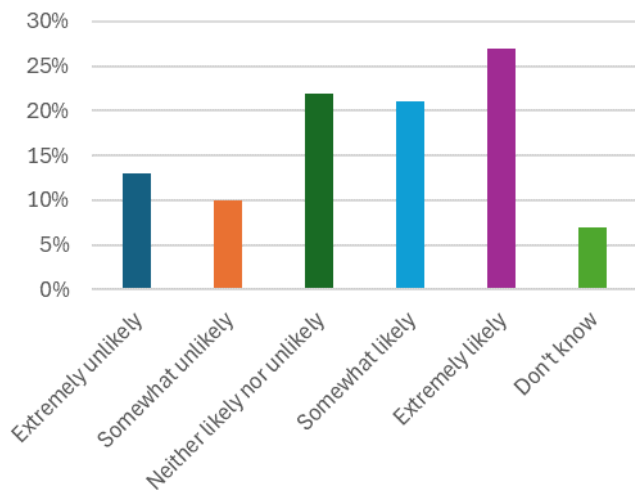
University of Nevada, Reno Extension  
Publication Date: May 2024  
*For Informational Use*

## Completed Surveys, n = 634

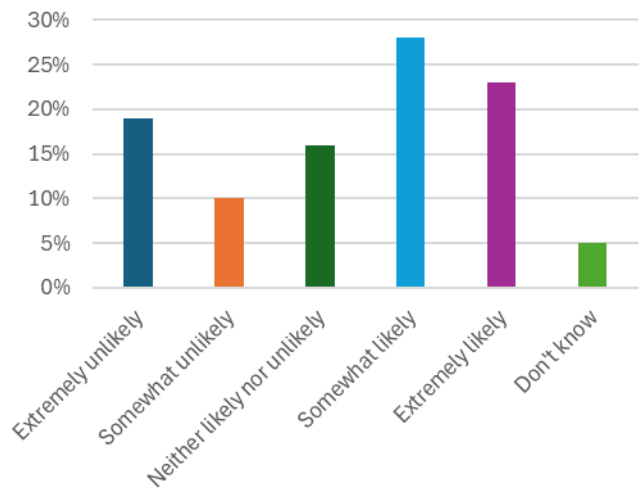
Visitors were prompted: Given that Nevada State Parks has to work with a limited budget for improvements, we're eager to know which projects you think should be our top priority.

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

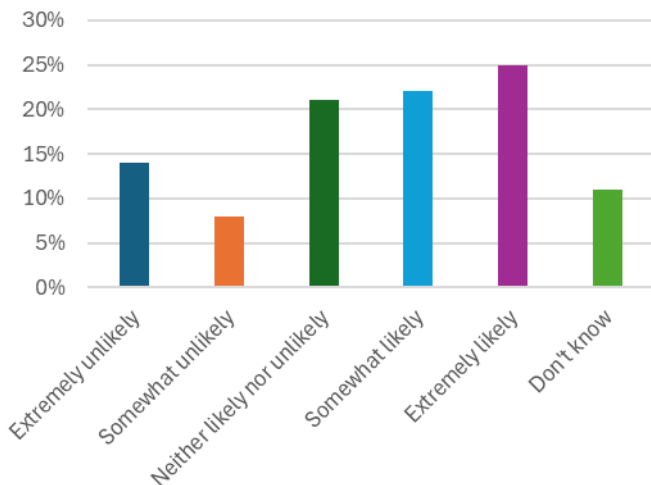
### Made-to-Order Grab & Go Restaurant



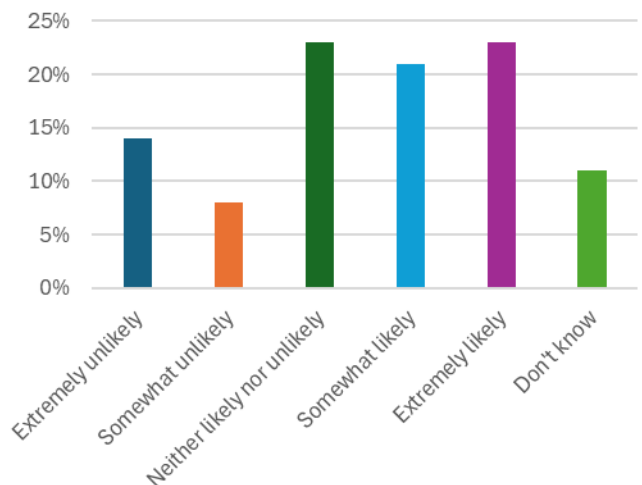
### Pave the Dirt Parking Lots



### Paved Trails to the Atlatl Petroglyphs



### Paved Trail to Balancing Rock



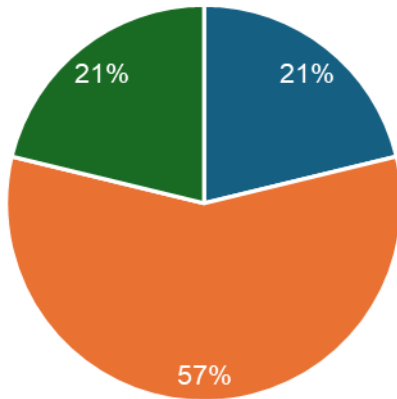
Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit  
our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



# Valley of Fire State Park

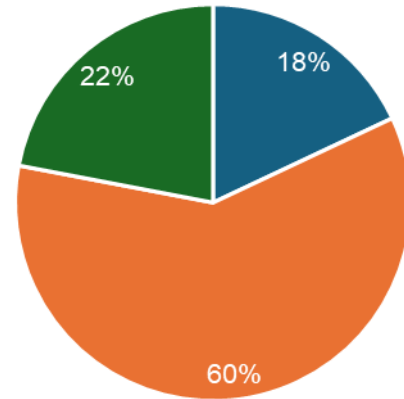
If these amenities become available would you visit the park more often?

Made-to-Order Grab & Go Restaurant



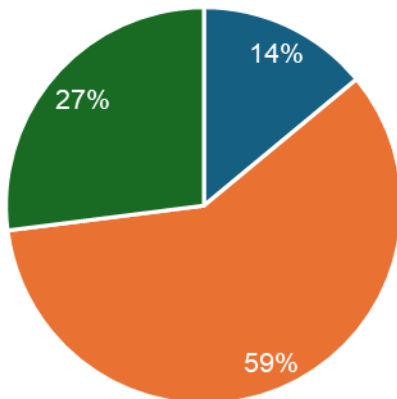
■ Yes ■ No ■ Don't Know

Pave the Dirt Parking Lots



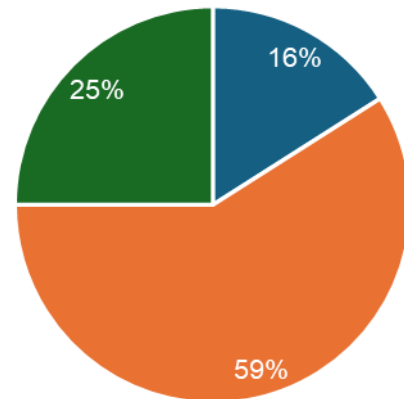
■ Yes ■ No ■ Don't Know

Paved Trails to the Atlatl Petroglyphs



■ Yes ■ No ■ Don't Know

Paved Trail to Balancing Rock



■ Yes ■ No ■ Don't Know

Valley of Fire State Park is located in Clark County, Nevada, approximately 55 miles northeast of Las Vegas.

For more information on Valley of Fire State Park:

[parks.nv.gov/parks/valley-of-fire](https://parks.nv.gov/parks/valley-of-fire)

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

Phone: 702-397-2088



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.