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## Lincoln County Destination Development Survey

### Introduction

Thank you for participating in the Lincoln County Tourism Destination Development Survey. It's time to think longer-term and consider the decisions that need to be made today that will ensure a healthy visitor economy for years to come. The following survey will inform the planning process and help to highlight the key decisions that must be made—we appreciate both your time and your valuable insights.

Please keep in mind:

- **All responses are confidential.**
- The survey will take approximately 10 minutes to complete.
- The survey **must be completed in one session**. If you exit the survey or leave the survey window open for an extended period, your partial response will be submitted, and you will be unable to retake the survey.
- Once you press "Done", your input will be sent directly to Coraggio. We will use this information to generate a report that will be shared with Lincoln County Tourism.
- Please **submit** your candid and confidential **responses by end of day on November 13, 2020.**

If you have any questions about this survey or the process in general, please contact Colin Stoetzel at [Colin@coraggiogroup.com](mailto:Colin@coraggiogroup.com) or xx at xx.

Thank you once again for your participation.

~ Coraggio Group



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## Lincoln County Destination Development Survey Demographics

1. Please choose the category that BEST describes your organization, business or affiliation with Lincoln County tourism.

- |  |  |
|--|--|
| <input type="radio"/> Lincoln County Tourism Staff       | <input type="radio"/> Outdoor Recreation                           |
| <input type="radio"/> Lincoln County Tourism Board       | <input type="radio"/> Arts and Culture                             |
| <input type="radio"/> Chamber of Commerce                | <input type="radio"/> Event  |
| <input type="radio"/> DMO/Convention and Visitors Bureau | <input type="radio"/> Media  |
| <input type="radio"/> Lodging                            | <input type="radio"/> Travel Services                              |
| <input type="radio"/> Attraction                         | <input type="radio"/> Government Agency, Elected Official or Staff |
| <input type="radio"/> Retail                             | <input type="radio"/> Resident                                     |
| <input type="radio"/> Food & Beverage                    | <input type="radio"/> Non-resident/Visitor                         |

2. Please choose the location that most closely aligns with the majority of your participation in travel & tourism.

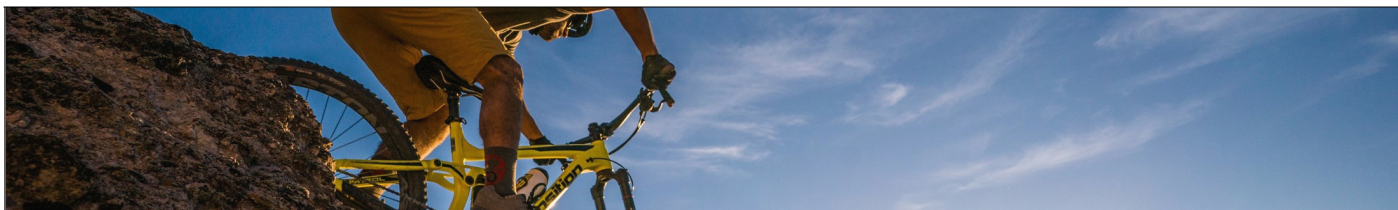
☐ Alamo

☐ Pioche

☐ Caliente

☐ Rachel

☐ Panaca



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## Lincoln County Destination Development Survey Strategic Guidance

3. Considering the spirit of tourism and hospitality in the county, what three words do we want our visitors to use to describe how they feel when they experience Lincoln County?

Word 1

Word 2

Word 3

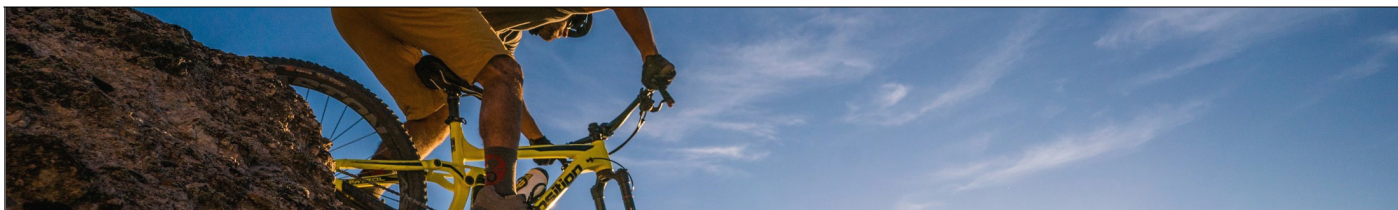
4. Please select the top FIVE tourism assets or activities that you believe attracts or has the opportunity to attract tourism to Lincoln County?

- |  |   |
|--|---|
| <input type="checkbox"/> State Parks                                   | <input type="checkbox"/> Rock Hunting         |
| <input type="checkbox"/> Off-highway Vehicles (ATV, Off-roading, etc.) | <input type="checkbox"/> Historical Rock Art  |
| <input type="checkbox"/> Hiking  | <input type="checkbox"/> Hunting and Shooting |
| <input type="checkbox"/> Climbing and Bouldering                       | <input type="checkbox"/> Geological Features  |
| <input type="checkbox"/> Geocaching                                    | <input type="checkbox"/> Ghost Towns          |
| <input type="checkbox"/> Biking/Mountain Biking                        | <input type="checkbox"/> UFOs                 |
| <input type="checkbox"/> Camping                                       | <input type="checkbox"/> Food and Beverage    |
| <input type="checkbox"/> Fishing                                       | <input type="checkbox"/> Shopping             |
| <input type="checkbox"/> Other (please specify)                        |   |

5. What is Lincoln County's best tourism asset? If you could recommend only one option to a visitor, what specific asset would you have them visit? Please list a specific place.

6. Please indicate where you believe that Lincoln County should focus its visitor efforts.

- ☐ Quality of Visit: Manageable number of diverse visitors, longer stays, higher spend per visit
- ☐ Quantity of Visitors: High numbers, higher total spend, shorter stays



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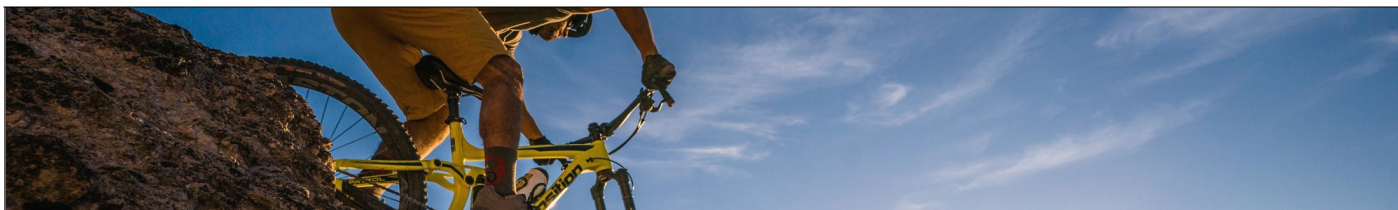
## Lincoln County Destination Development Survey

### Tourism Drivers, Assets and Experiences

7. Using the scale below, please rate your perception of the quality of each area of Lincoln County tourism offerings.

	1 - Very Poor	2	3	4	5 - Excellent
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture & Heritage Experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination Information (websites, print collateral, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lodging & Accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightlife & Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor & Recreational Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail & Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate where necessary:



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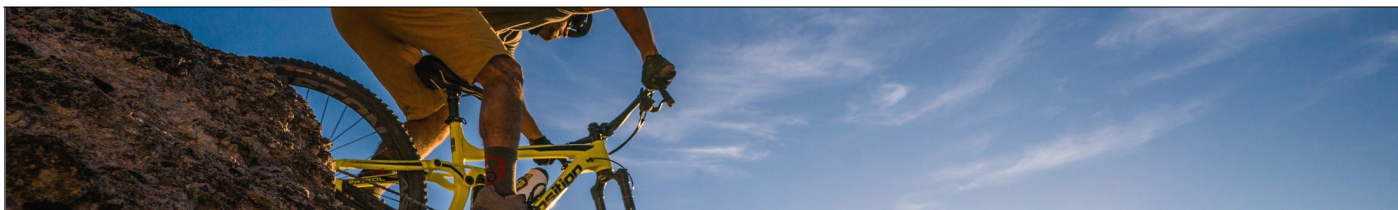
### Tourism Support and Enablers

8. Using the scale below, please rate your perception of the quality of each area of Lincoln County's tourism support structure.

	1 - Very Poor	2	3	4	5 - Excellent
Government/Elected Official Support of Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International Tourism Readiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Infrastructure (roads, bathrooms, parking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resident Support of Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism Stakeholder Support and Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation Options (flights, trains, regional buses, ride share, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wayfinding (road/attraction signs, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate where necessary:





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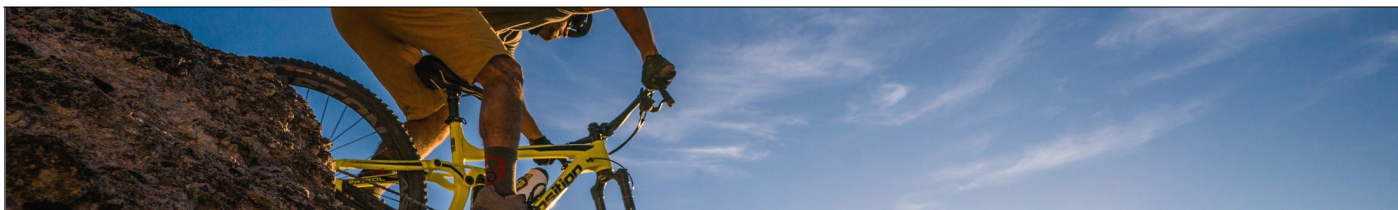
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### Tourism Opinions

9. Using the scale below, please select your level of agreement with the following statements.

	1 - Strongly Disagree	2	3	4	5 - Strongly Agree
I believe the tourism industry has a bigger role to play in Lincoln County's economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe more tourism in Lincoln County would benefit its residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the impact tourism will have on our community culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the impact tourism will have on Lincoln County's environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am excited about the possibility that increased visitor spending could result in more funding for Lincoln County government services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe Lincoln County is ready for more tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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## Lincoln County Destination Development Survey

### Additional Thoughts

10. Is there any additional feedback that may be helpful as Lincoln County Tourism begins to think about the long-term health of the destination and your region?