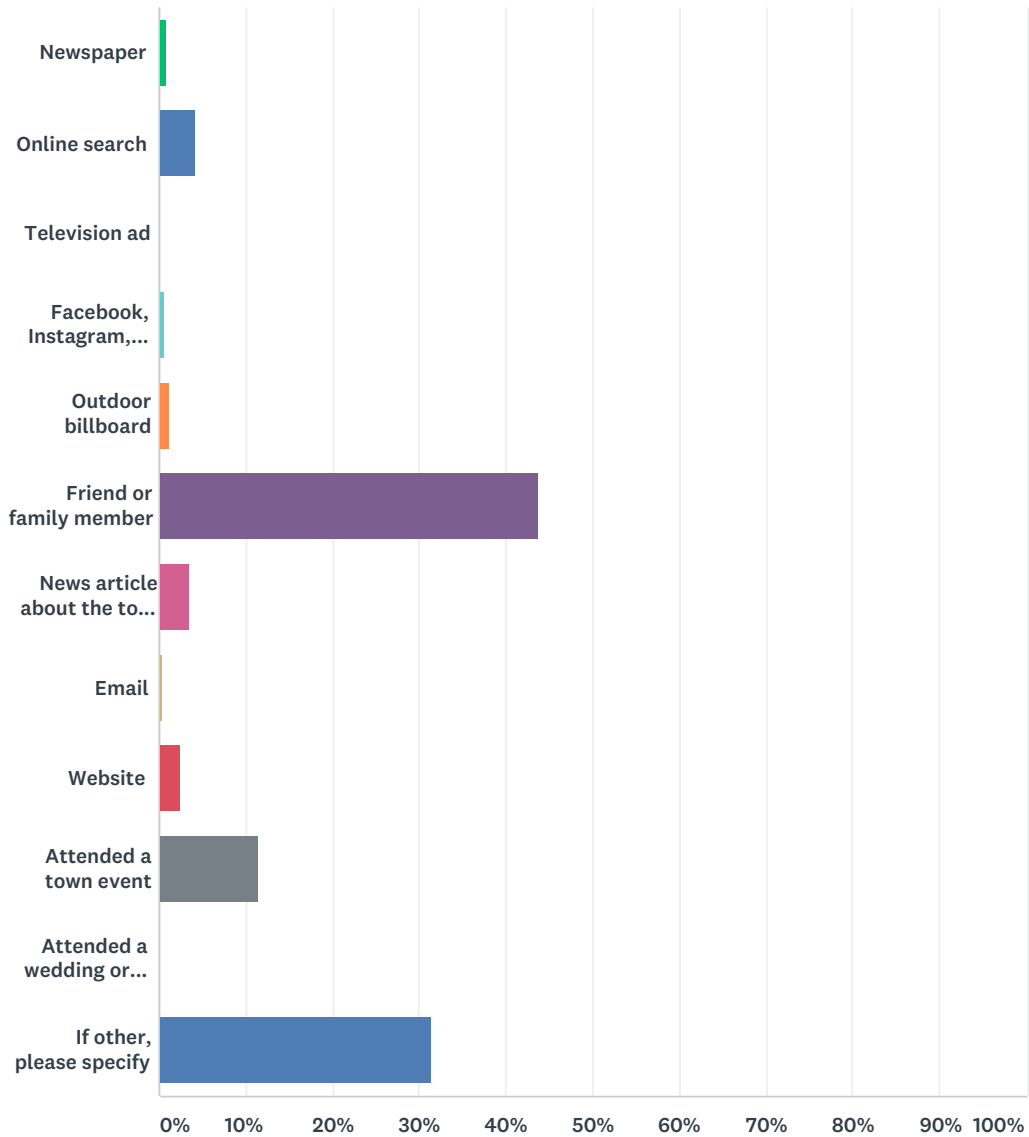


Q1 How did you first learn about Virginia City?

Answered: 575 Skipped: 3



ANSWER CHOICES	RESPONSES	
Newspaper	0.87%	5
Online search	4.17%	24
Television ad	0.17%	1
Facebook, Instagram, Twitter, Pinterest, etc.	0.70%	4
Outdoor billboard	1.22%	7
Friend or family member	43.65%	251
News article about the town in a magazine or online	3.65%	21
Email	0.35%	2

Virginia City Marketing and Special Event Survey - Visitors

Website	2.43%	14
Attended a town event	11.48%	66
Attended a wedding or group tour	0.00%	0
If other, please specify	31.30%	180
TOTAL		575

#	IF OTHER, PLEASE SPECIFY	DATE
1	From Reno - Have Been from being in reno in 1980	10/7/2018 11:34 AM
2	From Reno - Have Been Have been going since childhood	10/1/2018 3:13 PM
3	Research Was doing research on ghost towns in Nevada	9/30/2018 11:27 PM
4	TV show Paranormal TV shows	9/30/2018 10:56 PM
5	TV show Ghost Adventures episode	9/30/2018 9:53 PM
6	Visiting Reno By visiting Reno	9/30/2018 9:25 PM
7	From Reno - Have Been Family trip when I was 10.	9/30/2018 9:12 PM
8	Advertising Magazine advertisement or flyer from Truckee's visitor center	9/30/2018 8:25 PM
9	Word of Mouth Word of mouth when I moved to Reno 14 years ago	9/30/2018 8:24 PM
10	Research History books	9/30/2018 8:04 PM
11	From Reno - Have Been Parents took us there as kids	9/30/2018 7:03 PM
12	From Reno - Have Been I live in Reno.	9/30/2018 11:54 AM
13	Research reading the history of the Comstock	9/30/2018 9:38 AM
14	From Reno - Have Been I am a Carson City resident	9/26/2018 5:32 PM
15	Word of Mouth Word of mouth from other locals	9/25/2018 10:57 PM
16	From Reno - Have Been Been going since 1965	9/25/2018 7:58 PM
17	From Reno - Have Been We live in Gardnerville, NV	9/25/2018 10:07 AM
18	From Reno - Have Been I was born and raised in Reno, so I've been going up there for a long time on class field trips and just random day trips all my life.	9/24/2018 8:58 PM
19	TV show BONANZA	9/24/2018 2:30 PM
20	From Reno - Have Been Have lived in the area a long time	9/24/2018 11:00 AM
21	Visiting Passed through	9/24/2018 10:10 AM
22	TV show TV shows as a little kid	9/24/2018 9:46 AM
23	TV show Bonanza TV show	9/24/2018 9:43 AM
24	Visiting Reno exploring out of reno	9/23/2018 9:13 PM
25	From Reno - Have Been I've lived in Nevada 61 years. I know about VC.	9/23/2018 12:25 PM
26	Visiting Just showed up.	9/23/2018 8:53 AM
27	From Reno - Have Been I went when I was a kid	9/23/2018 7:52 AM
28	TV show Ghost Adventures	9/23/2018 7:29 AM
29	From Reno - Have Been I live in Carson	9/23/2018 12:39 AM
30	From Reno - Have Been Live in Reno	9/22/2018 11:57 PM
31	From Reno - Have Been Grew up in Reno	9/22/2018 5:02 PM
32	From Reno - Have Been Oh, my, it seems like I've known about V/C forever!	9/22/2018 3:22 PM
33	From Reno - Have Been I am local.	9/22/2018 12:26 PM

Virginia City Marketing and Special Event Survey - Visitors

34	From Reno - Have Been	Grew up in Carson City	9/22/2018 7:51 AM
35	From Reno - Have Been	Worked there when I was 18 at the Tahoe House	9/22/2018 7:34 AM
36	Advertising	The little flyer in the hotel lobby.	9/21/2018 11:47 PM
37	From Reno - Have Been	Moved to Reno	9/21/2018 8:44 PM
38	Events	Virginia City Grand Prix back in the early 70's! Loved it every since!	9/21/2018 8:42 PM
39	Research	Books about the west.	9/21/2018 8:17 PM
40	Research	History class	9/21/2018 5:05 PM
41	From Reno - Have Been	Born in reno	9/21/2018 2:57 PM
42	From Reno - Have Been	Always knew it was there....	9/21/2018 2:43 PM
43	Research	History class	9/21/2018 2:21 PM
44	From Reno - Have Been	Not sure going for decades	9/21/2018 2:06 PM
45	From Reno - Have Been	Live in area	9/21/2018 1:40 PM
46	From Reno - Have Been	Local place to visit since little kid	9/21/2018 1:40 PM
47	From Reno - Have Been	Been coming there since I was 16 I'm a Nevada Native	9/21/2018 1:34 PM
48	Visiting	on vacation in Reno	9/21/2018 12:50 PM
49	From Reno - Have Been	Live here	9/21/2018 12:46 PM
50	From Reno - Have Been	Been going there since I was kid.	9/21/2018 12:02 PM
51	Events	VCGP of course!	9/21/2018 11:09 AM
52	TV show	I watch a lot of Bonanza, and the main city was Virginia City. It was that show that first got me interested.	9/21/2018 10:49 AM
53	From Reno - Have Been	Been going there my whole life. Dad was a miner	9/21/2018 10:05 AM
54	From Reno - Have Been	live in Reno	9/21/2018 9:24 AM
55	From Reno - Have Been	I grew up in the Reno/Sparks area and love coming back to visit	9/21/2018 8:26 AM
56	Not applicable	Didn't make it to Virginia City this year	9/21/2018 8:22 AM
57	From Reno - Have Been	Have visited since a child.	9/21/2018 8:09 AM
58	Research	Exploring the great state of Nevada!	9/21/2018 8:02 AM
59	From Reno - Have Been	I live nearby	9/21/2018 7:46 AM
60	TV show	Ghost Adventures tv show	9/21/2018 7:32 AM
61	Events	Virginia city grand prix	9/21/2018 7:06 AM
62	From Reno - Have Been	I started going there as a kid in the 1960s with my parents	9/21/2018 6:55 AM
63	From Reno - Have Been	I have been coming to VC since I was very young	9/21/2018 6:47 AM
64	From Reno - Have Been	Live in Reno	9/21/2018 6:36 AM
65	Events	VCGP race flyer	9/21/2018 6:28 AM
66	From Reno - Have Been	My ancestors lived there in the 1870's	9/21/2018 6:04 AM
67	Events	I was raised in Virginia City---1965 to1971	9/21/2018 5:56 AM
68	From Reno - Have Been	Lived in reno	9/21/2018 5:20 AM
69	TV show	Television show Bonanza	9/21/2018 5:02 AM
70	Visiting	fam trip	9/21/2018 4:41 AM
71	Word of Mouth	Friend	9/21/2018 3:51 AM
72	From Reno - Have Been	I'm from the area.	9/21/2018 2:42 AM
73	Research	Exploring Nevada, saw it on Google Maps, searched it, and headed to...!	9/21/2018 1:09 AM

Virginia City Marketing and Special Event Survey - Visitors

74	Research	UNR Archaeology Field School Project	9/21/2018 12:59 AM
75	From Reno - Have Been	My family started coming there in the 1930s . My uncle went to school with uncle patrick .	9/20/2018 11:38 PM
76	From Reno - Have Been	Parents took me when i was young	9/20/2018 10:11 PM
77	From Reno - Have Been	My father bought a house there	9/20/2018 9:21 PM
78	From Reno - Have Been	went there as little kid with family	9/20/2018 9:17 PM
79	From Reno - Have Been	I live in Reno	9/20/2018 8:45 PM
80	From Reno - Have Been	Used to live down the hill	9/20/2018 8:18 PM
81	TV show	The old TV series, "Bonanza"!!	9/20/2018 8:03 PM
82	From Reno - Have Been	Family born & raised in VC	9/20/2018 7:40 PM
83	Research	I learned about Virginia City in elementary school history	9/20/2018 7:34 PM
84	From Reno - Have Been	I am really not sure, I am a regular visitor for over 20 years.	9/20/2018 6:51 PM
85	From Reno - Have Been	I went there	9/20/2018 6:46 PM
86	Visiting	drove thru	9/20/2018 6:38 PM
87	Visiting	Many visits over time.	9/20/2018 6:00 PM
88	TV show	tv	9/20/2018 5:59 PM
89	From Reno - Have Been	Used to live in Reno	9/20/2018 5:49 PM
90	Advertising	stayed there 35 years ago saw a sign in reno	9/20/2018 5:38 PM
91	Research	TV show	Historical info including Lake Tahoe and Bonanza t.v. program
92	Visiting	Many things, been going there for forever. We had our wedding in the cemetery 6 years ago!!!	9/20/2018 5:17 PM
93	TV show	TV show	9/20/2018 5:16 PM
94	From Reno - Have Been	40 yr Reno resident. Love going there for events and show visitors.	9/20/2018 5:12 PM
95	Visiting	took trip to reno an found out about VC, an went up to see it.	9/20/2018 5:11 PM
96	From Reno - Have Been	I am a human who lives in the area. It's normal that I should know VC exists without advertising.	9/20/2018 5:04 PM
97	From Reno - Have Been	visited with parents 25 years ago	9/20/2018 5:03 PM
98	Visiting	Visited Virgina City	9/20/2018 4:53 PM
99	From Reno - Have Been	I lived in Reno	9/20/2018 4:50 PM
100	Research	Field trip as a teacher	9/20/2018 4:46 PM
101	Research	Books	9/20/2018 4:39 PM
102	Research	Google Maps	9/20/2018 4:34 PM
103	From Reno - Have Been	I grew up in Fallon, NV	9/20/2018 4:30 PM
104	Visiting	Driving to lake Tahoe and stumbled on it	9/20/2018 4:11 PM
105	From Reno - Have Been	In 1964	9/20/2018 4:10 PM
106	Visiting	we were visiting Lake Tahoe	9/20/2018 4:06 PM
107	TV show	Bonanza TV show	9/20/2018 3:54 PM
108	From Reno - Have Been	Been coming here since I was born	9/20/2018 3:45 PM
109	Research	From studying Western histoy	9/20/2018 3:42 PM
110	From Reno - Have Been	My first visit was around 1963 with family.	9/20/2018 3:41 PM
111	From Reno - Have Been	Visited with parents as a child	9/20/2018 3:33 PM
112	Research	In the 50's, book about the V&T RR	9/20/2018 3:28 PM

Virginia City Marketing and Special Event Survey - Visitors

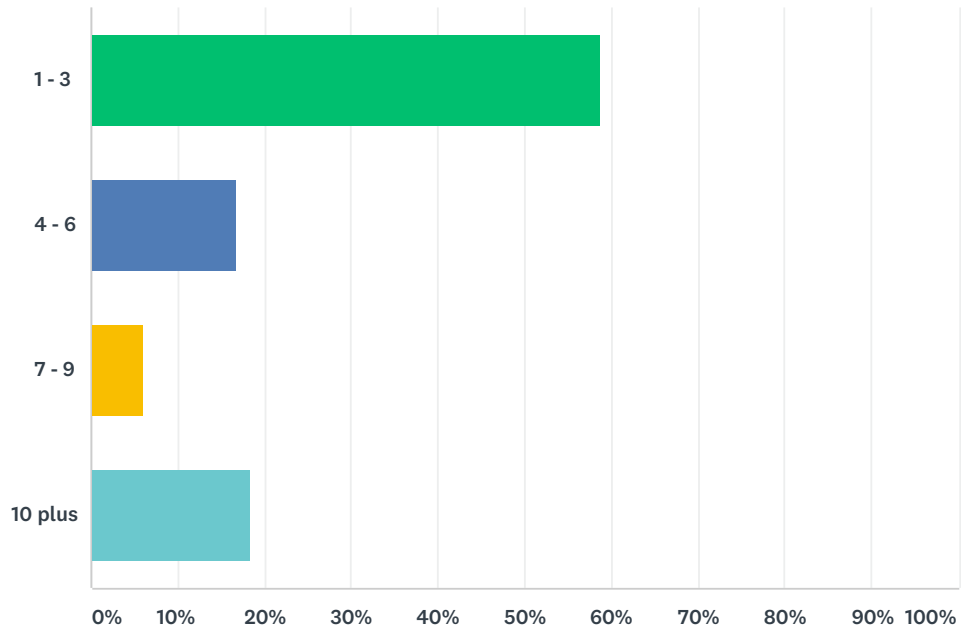
113	Research	AAA map and travel book	9/20/2018 3:27 PM
114	From Reno - Have Been	local resident VC Highlands	9/20/2018 3:25 PM
115	From Reno - Have Been	I live here	9/20/2018 3:25 PM
116		Don't remember, I just knew it was there.	9/20/2018 3:25 PM
117	From Reno - Have Been	Frist learned about VC in a history class - the silver boom, the Civil War, US Govt. needing money, NV becomes a state, etc. etc.. Next, I moved here and live about 15 miles +/- away in Dayton.	9/20/2018 3:21 PM
118	From Reno - Have Been	It's just there	9/20/2018 3:11 PM
119	From Reno - Have Been	I live in Virginia City	9/20/2018 3:09 PM
120	From Reno - Have Been	live near	9/20/2018 3:08 PM
121	From Reno - Have Been	I live in dayton	9/20/2018 3:08 PM
122	TV show	Bonanza TV show	9/20/2018 2:54 PM
123	From Reno - Have Been	Been going for years since I was a child	9/20/2018 2:51 PM
124	From Reno - Have Been	Visited years ago	9/20/2018 2:50 PM
125	From Reno - Have Been	Don't remember - have been going there for decades	9/20/2018 2:48 PM
126	From Reno - Have Been	touring reno tahoe area years ago	9/20/2018 2:47 PM
127	From Reno - Have Been	Born in Reno, Virginia City has always been a great place to visit or take out of town guests.	9/20/2018 2:46 PM
128	From Reno - Have Been	Read about it in a magazine and been visiting 45 years.	9/20/2018 2:46 PM
129	From Reno - Have Been	Taking trips to area on a continuous basis for several years.	9/20/2018 2:44 PM
130	From Reno - Have Been	I had family whom lived there many years ago. Also, our friend's family owns the Silver Queen, and The Bucket of Blood.	9/20/2018 2:42 PM
131	From Reno - Have Been	Came here when my children were young, live in the Highlands now	9/20/2018 2:36 PM
132	From Reno - Have Been	I live in Sparks NV and visit frequently.	9/20/2018 2:36 PM
133	From Reno - Have Been	Passed through from Vegas to Sacramento more than 20 years ago.	9/20/2018 2:35 PM
134	From Reno - Have Been	Lived in Carson and Reno 45 years	9/20/2018 2:35 PM
135	From Reno - Have Been	We live in Reno and visit often.	9/20/2018 2:34 PM
136	From Reno - Have Been	have visitedfor many many years. absoluty love VC	9/20/2018 2:34 PM
137	From Reno - Have Been	grew up in reno	9/20/2018 2:32 PM
138	From Reno - Have Been	grew up going there with family	9/20/2018 2:31 PM
139	Research	reading Mark Twain	9/20/2018 2:31 PM
140	Visiting	Went to check it out	9/20/2018 2:30 PM
141	From Reno - Have Been	My parents got married there over 60 years ago, so we always visited VC every year as children.	9/20/2018 2:27 PM
142	From Reno - Have Been	Parents first took me there when I was just 5 yrs old (in 1953).	9/20/2018 2:25 PM
143	From Reno - Have Been	Been before	9/20/2018 2:23 PM
144	TV show	Bonanza TV series 50 years ago.	9/20/2018 2:19 PM
145	From Reno - Have Been	live close by	9/20/2018 2:13 PM
146	From Reno - Have Been	Came to VC many years ago while visiting Reno	9/20/2018 2:12 PM
147	From Reno - Have Been	I live in Wahoe Valley Have been going to V.C. for years	9/20/2018 2:09 PM
148	From Reno - Have Been	came to VC as a kid, early 50s	9/20/2018 2:07 PM
149	From Reno - Have Been	I've lived in Reno my entire life and so I just knew about Virginia City.	9/20/2018 2:02 PM

Virginia City Marketing and Special Event Survey - Visitors

150	Word of Mouth	Recommendation from locals	9/20/2018 2:01 PM
151	From Reno - Have Been	I grew up in Reno and my family started bringing me when I was young	9/20/2018 2:01 PM
152	From Reno - Have Been	First visit was in 1968...	9/20/2018 2:00 PM
153	From Reno - Have Been	Local Northern Nevada resident	9/20/2018 1:58 PM
154	From Reno - Have Been	I have always known Virginia City existed, since I was little	9/20/2018 1:57 PM
155	From Reno - Have Been	Worked there.	9/20/2018 1:56 PM
156	From Reno - Have Been	Have been coming to VC since the 70's	9/20/2018 1:56 PM
157	TV show	TV show Bonanza	9/20/2018 1:56 PM
158	From Reno - Have Been	Have been visiting since 1968	9/20/2018 1:54 PM
159	Visiting	traveled through	9/20/2018 1:54 PM
160	From Reno - Have Been	Resident - My grandparents	9/20/2018 1:54 PM
161	From Reno - Have Been	Lived in carson city	9/20/2018 1:51 PM
162	From Reno - Have Been	My parents honeymooned at Lundy Lake, CA, and visited VC during their honeymoon. For almost 50 years a trip to Lundy with a day trip to VC has been a family tradition ever since. I've literally been visiting VC since before I was born as my mom visited while pregnant with me.	9/20/2018 1:50 PM
163	TV show	Watching Bonanza when I was a little girl	9/20/2018 1:49 PM
164	From Reno - Have Been	Local resident in washoe county	9/20/2018 1:47 PM
165	From Reno - Have Been	Grandma lived there 1906	9/20/2018 1:46 PM
166	From Reno - Have Been	Knew of the city	9/20/2018 1:41 PM
167	From Reno - Have Been	I have lived in the area for 64 years.	9/20/2018 1:41 PM
168	Visiting	We stumbled on it as we were driving around Carson City and Reno, NV.	9/20/2018 1:39 PM
169	From Reno - Have Been	Been going there since the 1960s	9/20/2018 1:39 PM
170	From Reno - Have Been	Native Nevadan	9/20/2018 1:38 PM
171	From Reno - Have Been	I've lived in the area for over 20 years - but think I knew about it long before that, during family trips to the Reno/Tahoe area	9/20/2018 1:38 PM
172	Visiting	Wanted to see the city	9/20/2018 1:37 PM
173	From Reno - Have Been	Live close by	9/20/2018 1:35 PM
174	From Reno - Have Been	Am a Native. Have always known about Virginia City	9/20/2018 1:35 PM
175	From Reno - Have Been	Reno native- visited VC often, all my life. Grandpa born in Gold Hill.	9/20/2018 1:35 PM
176	TV show	The television show Bonanza is where I first heard of Virginia City.	9/20/2018 1:34 PM
177	From Reno - Have Been	Area Resident	9/20/2018 1:34 PM
178	From Reno - Have Been	Grew up in the area	9/20/2018 1:33 PM
179	From Reno - Have Been	Was rhere years ago	9/20/2018 1:33 PM
180	From Reno - Have Been	Local	9/20/2018 1:32 PM

Q2 How many times have you visited Virginia City in the last year?

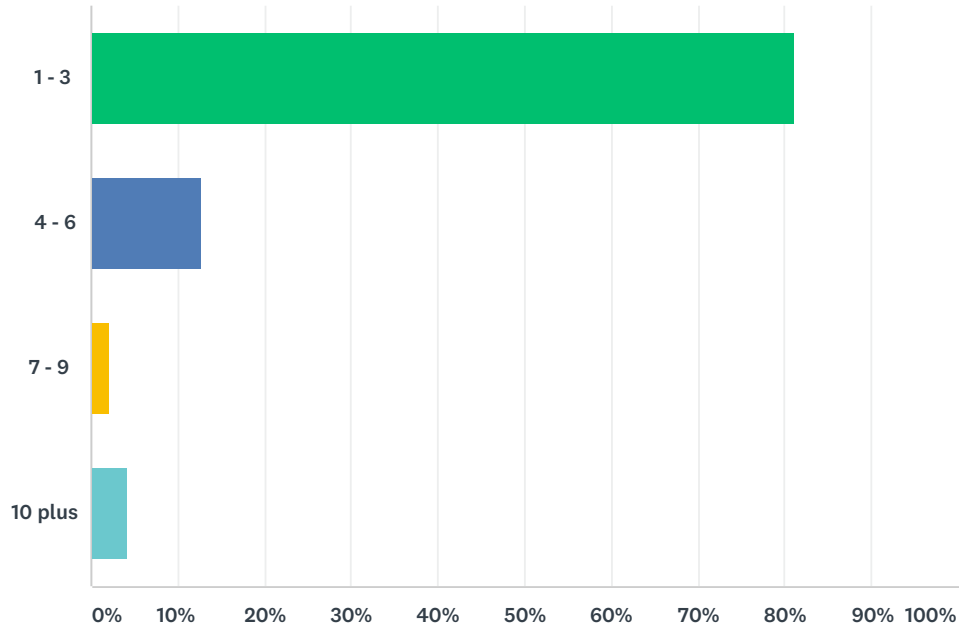
Answered: 557 Skipped: 21



ANSWER CHOICES	RESPONSES	
1 - 3	58.89%	328
4 - 6	16.70%	93
7 - 9	6.10%	34
10 plus	18.31%	102
TOTAL		557

Q3 Out of those visits, how many were to attend an event? Such as the Camel Races, Grand Prix, Hot August Nights, Oyster Fry, Fourth of July, parades, saloon crawls, etc?

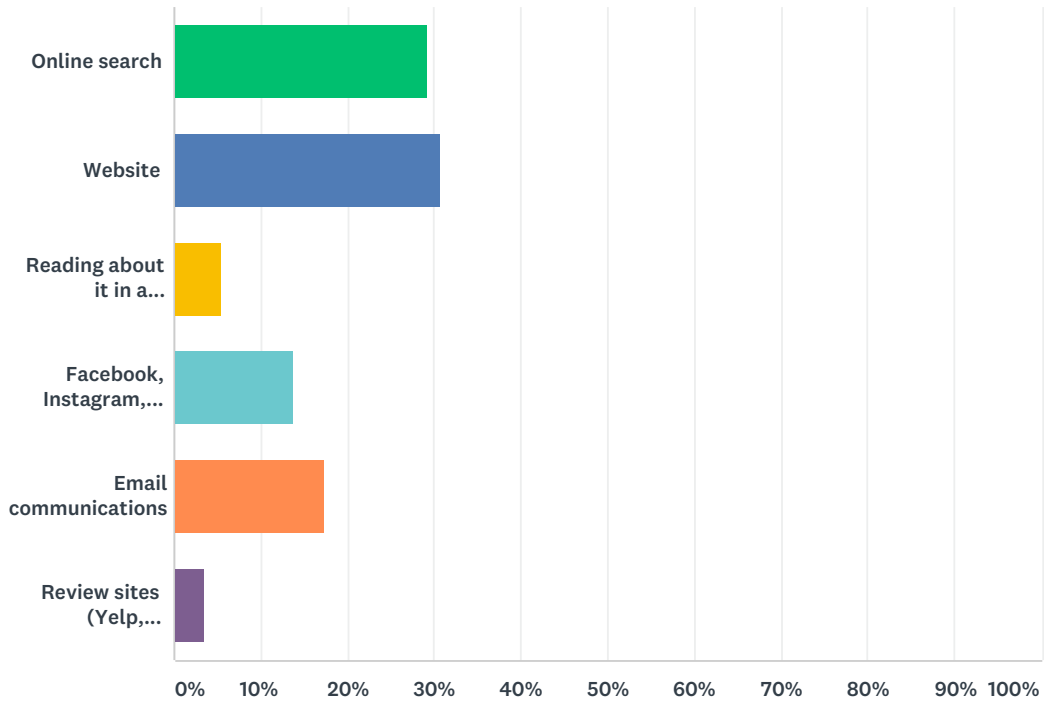
Answered: 503 Skipped: 75



ANSWER CHOICES	RESPONSES	
1 - 3	81.11%	408
4 - 6	12.72%	64
7 - 9	1.99%	10
10 plus	4.17%	21
TOTAL		503

Q4 What is your preferred resource for getting more information about a place you are going to visit?

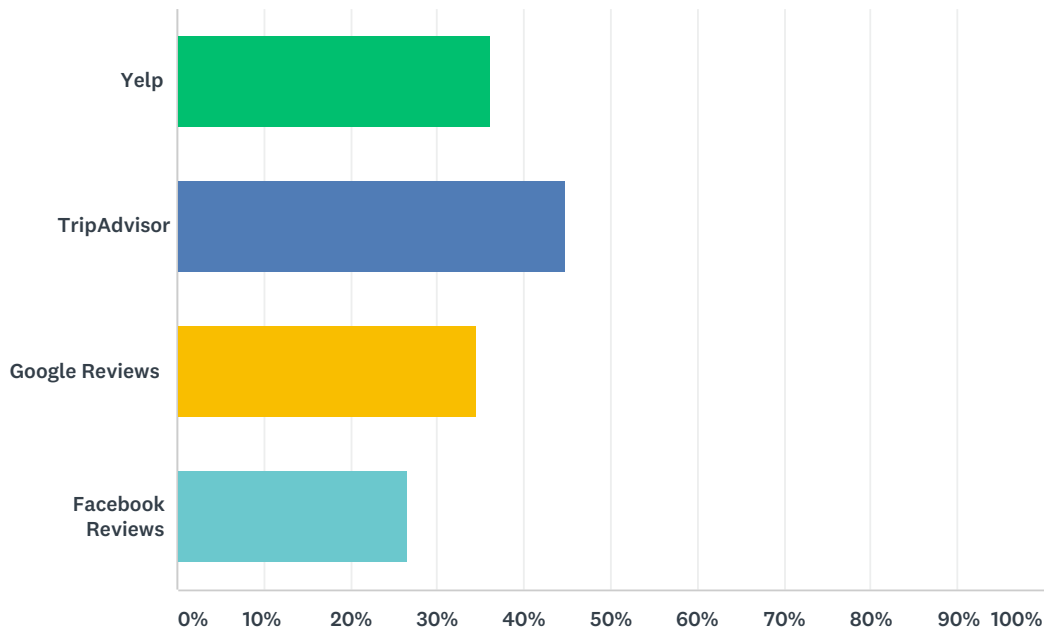
Answered: 572 Skipped: 6



ANSWER CHOICES	RESPONSES	
Online search	29.20%	167
Website	30.77%	176
Reading about it in a magazine or online	5.42%	31
Facebook, Instagram, Twitter, Pinterest, etc.	13.81%	79
Email communications	17.31%	99
Review sites (Yelp, TripAdvisor, etc.)	3.50%	20
TOTAL		572

Q5 Which customer review sites do you use to learn more about visitors experiences at a destination you are traveling to?

Answered: 468 Skipped: 110



ANSWER CHOICES	RESPONSES	
Yelp	36.11%	169
TripAdvisor	44.87%	210
Google Reviews	34.62%	162
Facebook Reviews	26.50%	124
Total Respondents: 468		

#	OTHER	DATE
1	None	10/1/2018 10:53 AM
2	None Yet	9/30/2018 6:34 PM
3	Reading in the newspaper	9/30/2018 9:38 AM
4	aaa	9/29/2018 9:10 PM
5	Don't care about other people's reviews	9/27/2018 7:52 AM
6	Local word of mouth	9/26/2018 5:32 PM
7	Friends	9/25/2018 10:54 AM
8	none	9/24/2018 3:45 PM
9	TV WORD OF MOUTH, HATE FACEBOOK	9/24/2018 2:30 PM
10	I use the website for the town/city as a start	9/24/2018 9:46 AM
11	Friends who go there	9/24/2018 9:43 AM
12	none	9/22/2018 9:54 PM

Virginia City Marketing and Special Event Survey - Visitors

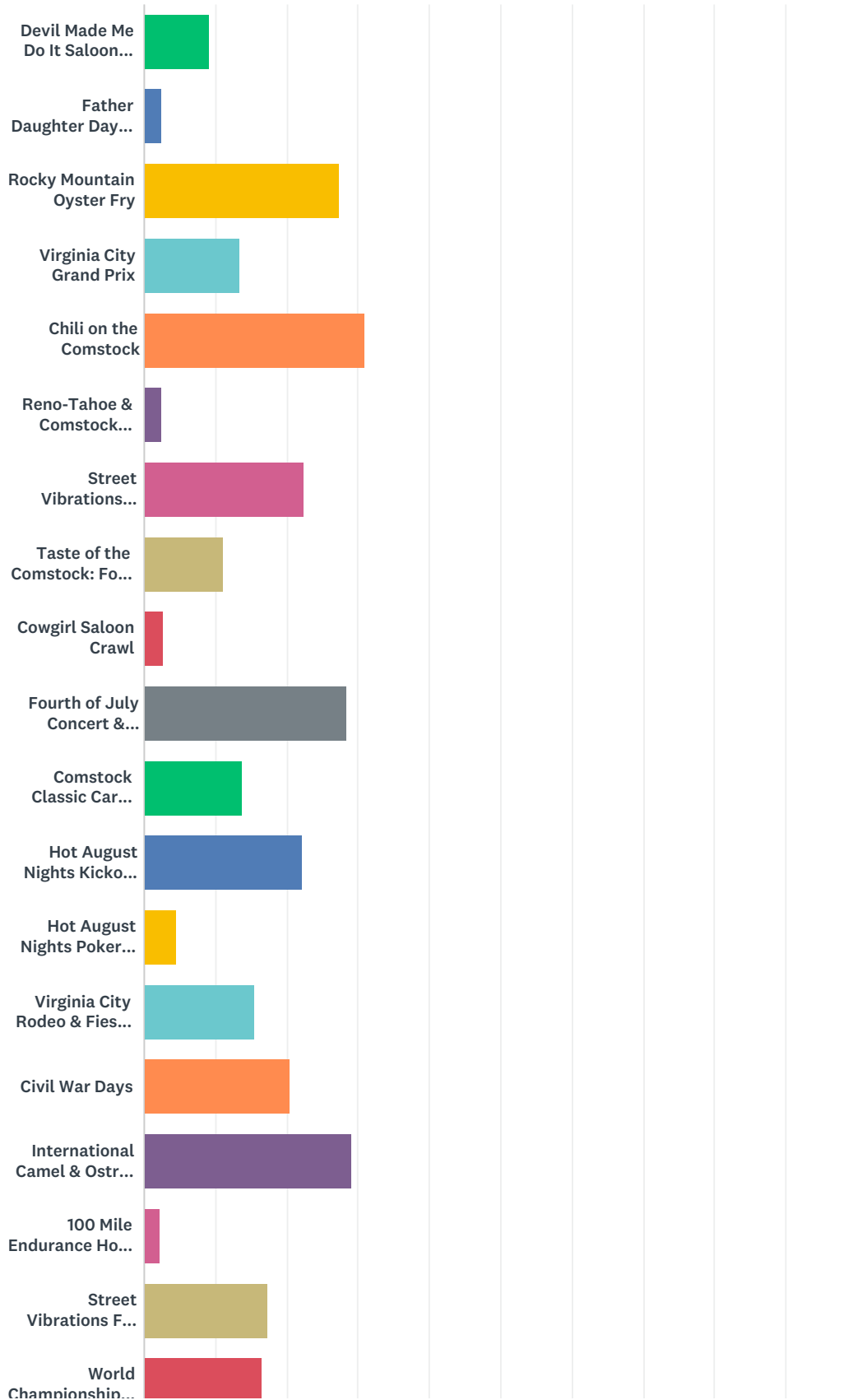
13	None	9/22/2018 9:49 PM
14	None	9/22/2018 6:06 PM
15	None	9/21/2018 5:21 PM
16	None of the above	9/21/2018 4:22 PM
17	whatever	9/21/2018 2:21 PM
18	Don't use review sites	9/21/2018 12:15 PM
19	None	9/21/2018 11:09 AM
20	Go visit and make up my own mind.	9/21/2018 10:50 AM
21	I don't	9/21/2018 10:41 AM
22	None	9/21/2018 10:05 AM
23	Family	9/21/2018 9:07 AM
24	Prefer direct email.	9/21/2018 9:05 AM
25	I usually do my own research	9/21/2018 8:22 AM
26	Online reviews	9/21/2018 7:06 AM
27	Personal references	9/21/2018 6:14 AM
28	I don't look at customer review sites...	9/21/2018 1:09 AM
29	none	9/20/2018 10:31 PM
30	None	9/20/2018 9:21 PM
31	Emails when I get them	9/20/2018 7:21 PM
32	None of the above. Are you guys really this stupid?	9/20/2018 6:46 PM
33	Wpor of mouth	9/20/2018 6:24 PM
34	None	9/20/2018 6:00 PM
35	Blogs	9/20/2018 5:50 PM
36	town website	9/20/2018 5:46 PM
37	None	9/20/2018 5:22 PM
38	None really, we show when we show up, talk to the store employees/owners, etc. I receive the email every week/month with the calendar attached so we know what is going and when.	9/20/2018 5:17 PM
39	our own judgement	9/20/2018 5:05 PM
40	via magazine	9/20/2018 4:45 PM
41	I dont know	9/20/2018 4:30 PM
42	N/A	9/20/2018 4:17 PM
43	My own studies	9/20/2018 3:42 PM
44	none	9/20/2018 3:40 PM
45	Newspaper	9/20/2018 3:34 PM
46	None of the above	9/20/2018 3:33 PM
47	I don't trust any of those. I usually seek out people who have been there and get first hand review.	9/20/2018 3:33 PM
48	Website and e-mails	9/20/2018 3:25 PM
49	Word of mouth	9/20/2018 3:21 PM
50	all of the above	9/20/2018 3:11 PM
51	Comstock Cowboys Fan Club website	9/20/2018 3:08 PM
52	none	9/20/2018 2:51 PM

Virginia City Marketing and Special Event Survey - Visitors

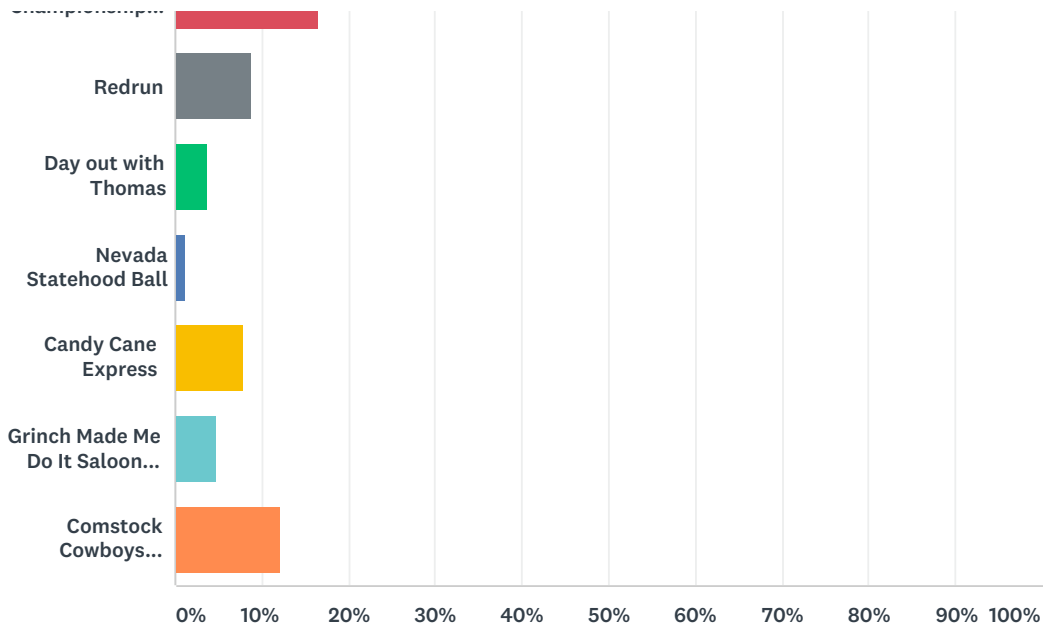
53	Don't care about other people's experience.	9/20/2018 2:46 PM
54	I'm close enough that I go by my own experience	9/20/2018 2:36 PM
55	I rarely rely on reviews for travel	9/20/2018 2:36 PM
56	Word of mouth...friends etc.	9/20/2018 2:35 PM
57	none of the above	9/20/2018 2:27 PM
58	Their Website or Google	9/20/2018 2:19 PM
59	All of them	9/20/2018 2:11 PM
60	None	9/20/2018 2:09 PM
61	none	9/20/2018 2:07 PM
62	Virginia.com and go from there.	9/20/2018 2:01 PM
63	none	9/20/2018 2:01 PM
64	No need any...my own search from Las vegas	9/20/2018 2:00 PM
65	None	9/20/2018 1:58 PM
66	Word of mouth	9/20/2018 1:56 PM
67	Word of mouth	9/20/2018 1:54 PM
68	I usually ask locals on Facebook, but since I have many childhood memories of VC I mostly am led by nostalgia.	9/20/2018 1:50 PM
69	None	9/20/2018 1:41 PM
70	None	9/20/2018 1:41 PM
71	I don't visit reviews	9/20/2018 1:35 PM
72	Word of mouth	9/20/2018 1:34 PM
73	None	9/20/2018 1:32 PM

Q6 Have you attended any of these events in the last year?

Answered: 398 Skipped: 180



Virginia City Marketing and Special Event Survey - Visitors



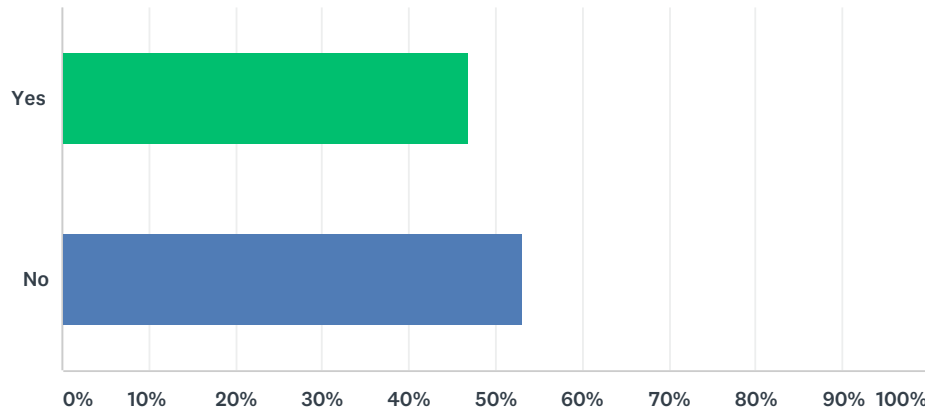
ANSWER CHOICES	RESPONSES	
Devil Made Me Do It Saloon Crawl	9.30%	37
Father Daughter Day and Dance	2.51%	10
Rocky Mountain Oyster Fry	27.39%	109
Virginia City Grand Prix	13.32%	53
Chili on the Comstock	30.90%	123
Reno-Tahoe & Comstock Odyssey Relay	2.51%	10
Street Vibrations Spring Rally	22.36%	89
Taste of the Comstock: Food, Whiskey & Single Jack Competition	11.06%	44
Cowgirl Saloon Crawl	2.76%	11
Fourth of July Concert & Fireworks Spectacular	28.39%	113
Comstock Classic Car Show	13.82%	55
Hot August Nights Kickoff & Cruise	22.11%	88
Hot August Nights Poker Run	4.52%	18
Virginia City Rodeo & Fiesta del Charro	15.58%	62
Civil War Days	20.60%	82
International Camel & Ostrich Races	29.15%	116
100 Mile Endurance Horse Race	2.26%	9
Street Vibrations Fall Rally	17.34%	69
World Championship Outhouse Races	16.58%	66
Redrun	8.79%	35
Day out with Thomas	3.77%	15

Virginia City Marketing and Special Event Survey - Visitors

Nevada Statehood Ball	1.26%	5
Candy Cane Express	8.04%	32
Grinch Made Me Do It Saloon Crawl	4.77%	19
Comstock Cowboys Christmas in the Sierra's Concert	12.06%	48
Total Respondents: 398		

Q7 Have you stayed overnight in Virginia City before?

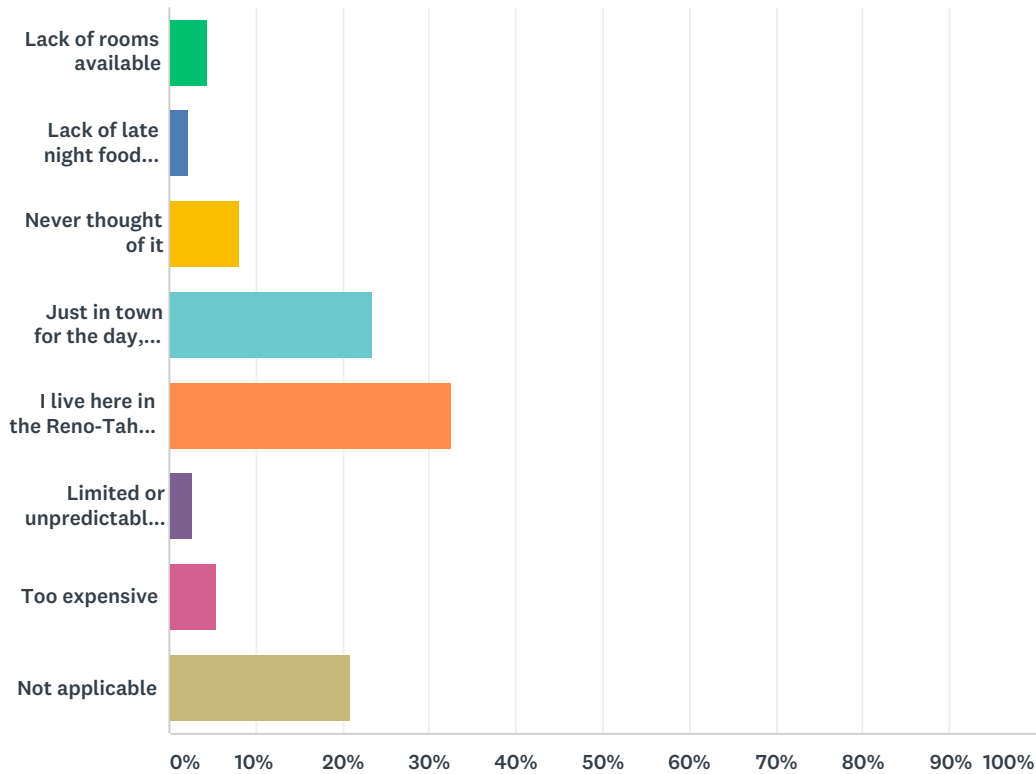
Answered: 574 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	46.86%	269
No	53.14%	305
TOTAL		574

Q8 If no, why haven't you stayed in town?

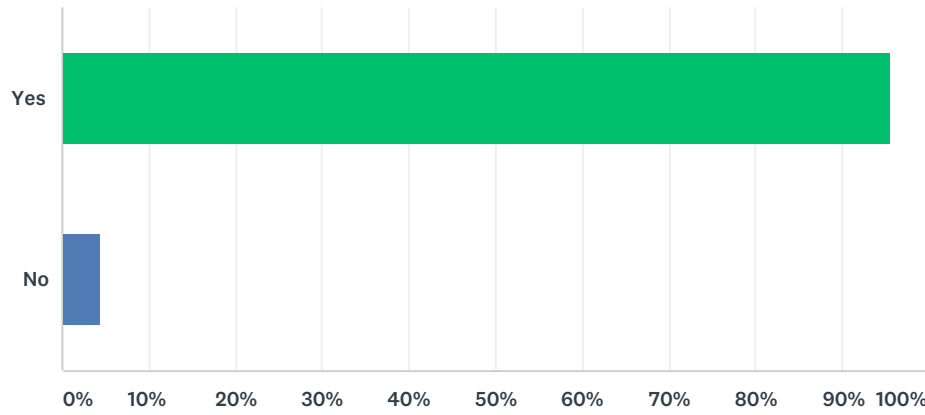
Answered: 392 Skipped: 186



ANSWER CHOICES	RESPONSES	
Lack of rooms available	4.34%	17
Lack of late night food options	2.30%	9
Never thought of it	8.16%	32
Just in town for the day, but staying somewhere else in the area	23.47%	92
I live here in the Reno-Tahoe area	32.65%	128
Limited or unpredictable business hours	2.81%	11
Too expensive	5.36%	21
Not applicable	20.92%	82
TOTAL		392

Q9 Did you make a purchase from one of our merchants?

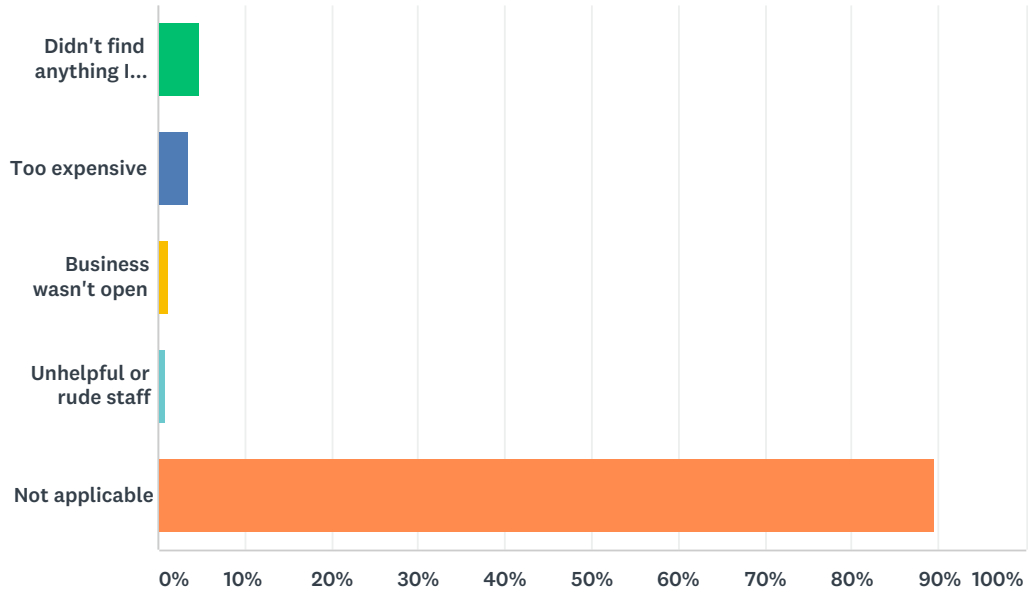
Answered: 567 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	95.59%	542
No	4.41%	25
TOTAL		567

Q10 If you didn't make a purchase from one of our merchants, why not?

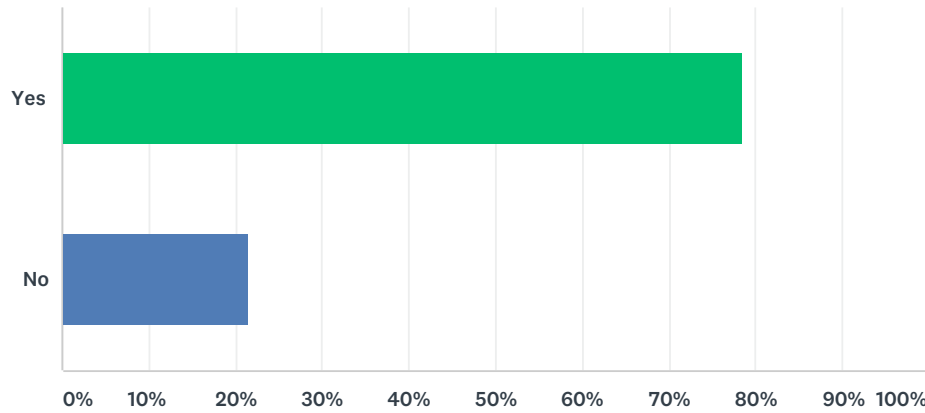
Answered: 248 Skipped: 330



ANSWER CHOICES	RESPONSES	
Didn't find anything I liked	4.84%	12
Too expensive	3.63%	9
Business wasn't open	1.21%	3
Unhelpful or rude staff	0.81%	2
Not applicable	89.52%	222
TOTAL		248

Q11 Are you planning a return trip to Virginia City this year?

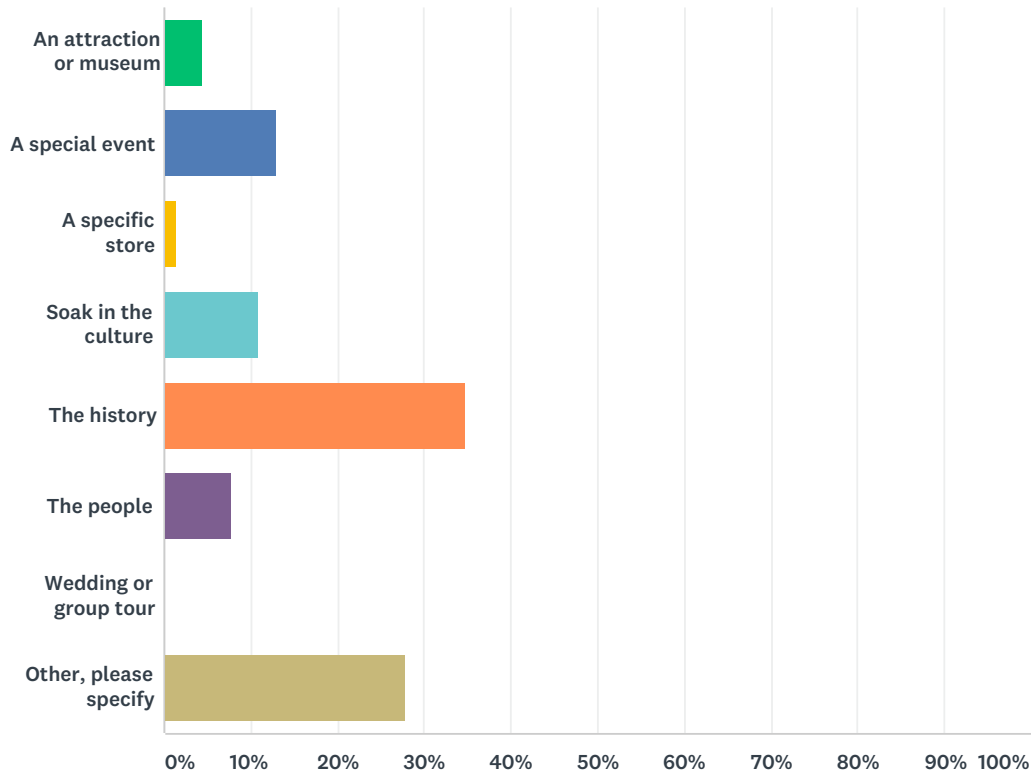
Answered: 565 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	78.41%	443
No	21.59%	122
TOTAL		565

Q12 What brings you to Virginia City?

Answered: 571 Skipped: 7



ANSWER CHOICES	RESPONSES	
An attraction or museum	4.38%	25
A special event	12.96%	74
A specific store	1.40%	8
Soak in the culture	10.86%	62
The history	34.68%	198
The people	7.71%	44
Wedding or group tour	0.18%	1
Other, please specify	27.85%	159
TOTAL		571

#	OTHER, PLEASE SPECIFY	DATE
1	Events We absolutely love it when the street is closed for events. It creates a safe and friendly family atmosphere. I wish it was closed every day...with music playing in the background	10/7/2018 7:46 AM
2	Connection Because I lived there in another life.....lol	10/1/2018 3:13 PM
3	all the above All the above	10/1/2018 10:53 AM
4	Culture My husband and I come here every year on our wedding anniversary. We came here when we first started dating and fell in love with the town. We miss the old coin slot machines though!!! We were sad to see them go	9/30/2018 11:27 PM

Virginia City Marketing and Special Event Survey - Visitors

5	Attraction	Washoe Club, Mackay Mansion, Chollar Mine	9/30/2018 9:53 PM
6	all the above	All of the above,plus its, JUST A GREAT PLACE TO BE	9/30/2018 9:25 PM
7	Specific Store	I like the bars	9/30/2018 8:35 PM
8	Connection	Just like the place, old memories	9/30/2018 7:03 PM
9	all the above	Everything!	9/30/2018 6:36 PM
10	Getaway	It's just a great get away!	9/30/2018 11:54 AM
11	Attraction	Church	9/30/2018 9:38 AM
12	Events	You really need to allow space for comment - the Ostrich races last year DESPERATELY needed a new emcee, as that old guy was terrible and we were constantly in fear for his health because he was so out of breath all the time. We didn't come back this year because it was so bad - no mic/mike for him!	9/25/2018 1:12 PM
13	Specific Store	Bucket of Blood Saloon	9/25/2018 10:54 AM
14	Getaway	Random day trips	9/24/2018 8:58 PM
15	Events	RedRun we travel from South Carolina for this event.	9/24/2018 3:45 PM
16	Attraction	LOVE COUNTRY WESTERN LIFESTYLE AND MUSIC WHICH UNFORTUNATELY BUCKET A BLOOD WAS THE ONLY VENUE WITH A COUNTRY BAND AND WE ARRIVED SAT NIGHT FOR DINNER AND YOU ONLY HAD ROCK BANDS AT OTHER VENUES AS BUCKET IS NOT A NIGHTTIME LOCAL	9/24/2018 2:30 PM
17	all the above	all above...fun!!	9/24/2018 9:46 AM
18	History	I love all the old buildings. It has so much history.	9/23/2018 12:25 PM
19	all the above	all of the above	9/23/2018 10:31 AM
20	Specific Store	Saloons	9/22/2018 11:57 PM
21	Live here - area	I live in the Virginia City Highlands	9/22/2018 5:04 PM
22	Connection	Love it	9/22/2018 5:02 PM
23	Getaway	Friends and alcohol	9/22/2018 4:34 PM
24	Specific Store	We love "The Palace" restaurant, and we live in Dayton, so we're very close by.	9/22/2018 3:22 PM
25	Specific Store	I like some of the area's food choices.	9/22/2018 12:26 PM
26	Getaway	We got married April at Silver Queen Saloon... Been there six times in the past year-and-a-half going back in 2 weeks	9/21/2018 9:04 PM
27	Events	David John & the Comstock Cowboys	9/21/2018 8:56 PM
28	Connection	Getting married at the courthouse	9/21/2018 8:44 PM
29	all the above	Everything!	9/21/2018 8:42 PM
30	Connection	Like the place	9/21/2018 6:46 PM
31	Events	ferrari hill climb.. not coming back till YOU reinstate	9/21/2018 4:14 PM
32	Live here - area	Just always fun. Live close	9/21/2018 1:40 PM
33	Getaway	I'd like to move there	9/21/2018 1:10 PM
34	Specific Store	Veterans, Bucket of Blood, resident friends, Lady an the Tramps, Comstock Cowboys	9/21/2018 12:49 PM
35	Live here - area	Family, we lived in VC for 10 years	9/21/2018 12:47 PM
36	all the above	All the above, we dress up as Cowboys and roam the streets, eat drink and be merry	9/21/2018 12:15 PM
37	Events	Paranormal events	9/21/2018 12:02 PM
38	all the above	All of the above.	9/21/2018 10:50 AM
39	all the above	All of the above (But wedding)	9/21/2018 10:13 AM

Virginia City Marketing and Special Event Survey - Visitors

40	Specific Store lunch at Cafe delRio	9/21/2018 9:47 AM
41	Specific Store Cafe Del Rio restaurant for all our special family events then the Antique Stores, Train followed with Deserts and coffee.	9/21/2018 9:24 AM
42	Connection I like the town. Live in Baltimore, MD	9/21/2018 9:07 AM
43	Live here - area It's a fun place to take visiting guests. Walk the streets, check out the shops, eat & drink	9/21/2018 8:40 AM
44	Culture I enjoy the history and the camel races	9/21/2018 8:22 AM
45	Events Parades	9/21/2018 8:13 AM
46	Getaway On our travel route	9/21/2018 8:09 AM
47	all the above Comstock Cowboys & all of the above except tour	9/21/2018 7:59 AM
48	Events Haunted house tours	9/21/2018 7:06 AM
49	Live here - area Work	9/21/2018 6:14 AM
50	Getaway just to see it	9/21/2018 6:06 AM
51	N/A	9/21/2018 5:56 AM
52	Getaway Its a fun town.	9/21/2018 5:15 AM
53	Getaway Fun place visit. Love the rustiness.	9/21/2018 3:51 AM
54	all the above All of the above!	9/21/2018 2:21 AM
55	Getaway I love the people there, but I just love the place. It very much feels like "home" to me, and when I want to get away from the weight of the world -- Virginia City!	9/21/2018 1:09 AM
56	Getaway Friends & a awesome small home town	9/20/2018 11:38 PM
57	Events Specific Store Parades and Red Dogs	9/20/2018 11:20 PM
58	Specific Store Shopping: coins, Red's sandwiches, cashew brittle	9/20/2018 11:10 PM
59	Specific Store Bar hopping	9/20/2018 9:52 PM
60	Live here - area Closest town to my house	9/20/2018 9:47 PM
61	Live here - area Live nearby	9/20/2018 9:45 PM
62	Live here - area Our friends, our house here and my memories of my father living here	9/20/2018 9:21 PM
63	Specific Store Bucket of Blood and David John and Constock Cowboys	9/20/2018 8:33 PM
64	History Just love the town and history behind it:)	9/20/2018 8:20 PM
65	Connection It's Virginia City. What isn't there to like about it?	9/20/2018 8:18 PM
66	Getaway Friends who live there	9/20/2018 7:51 PM
67	Connection I love visiting VC	9/20/2018 6:51 PM
68	Connection You gotta be kidding me	9/20/2018 6:46 PM
69	Connection History We got married there and it's always been special. Plus the history!!	9/20/2018 6:39 PM
70	Getaway Convention Lake Tahoe	9/20/2018 6:13 PM
71	Events Specific Store Like to eat, drink and shop along with the events	9/20/2018 6:05 PM
72	Getaway Family vacation	9/20/2018 6:00 PM
73	Live here - area My brother lives in the VC Highlands.	9/20/2018 5:52 PM
74	Specific Store I just love the history and the people and the different stores etc.	9/20/2018 5:49 PM
75	Live here - area reside nearby	9/20/2018 5:46 PM
76	all the above Specific stores, the people, special events, the history, LOVE the culture. We don't spend the night as we are local - less than 10 miles away!!	9/20/2018 5:17 PM
77	Live here - area Work for Chevaliers custom car restoration in VC	9/20/2018 5:09 PM

Virginia City Marketing and Special Event Survey - Visitors

78	Attraction	Fun train ride - Fun place to hang out and/or visit	9/20/2018 5:05 PM
79	Live here - area	I go when I feel like going.	9/20/2018 5:04 PM
80	Live here - area	to bring someone who has never been	9/20/2018 4:50 PM
81	all the above	All the above.	9/20/2018 4:31 PM
82	Connection	fun	9/20/2018 4:26 PM
83	Attraction	Cemetery tour	9/20/2018 4:25 PM
84	Live here - area	live close by and like the vibe	9/20/2018 4:13 PM
85	Getaway	Visiting family in Nevada & seeing the sites	9/20/2018 4:08 PM
86	Connection	fun	9/20/2018 4:06 PM
87	Culture	Location, Old West Theme & THE PEOPLE	9/20/2018 4:05 PM
88	Getaway	Yearly tradition of a quaint town. Saddened by no gambling though.	9/20/2018 3:45 PM
89	Culture	soak in the culture and the Bloody Mary's. my husband and I love just chilling in the bars. we eloped 4 years ago and got married in Virginia City.	9/20/2018 3:43 PM
90	Getaway	I will return in the future often.	9/20/2018 3:42 PM
91	all the above	All of the above!	9/20/2018 3:41 PM
92	Attraction	The Palace For a burger & Grandma's Fudge for ice cream	9/20/2018 3:40 PM
93	Live here - area	Live in Dayton go up all the time	9/20/2018 3:33 PM
94	Getaway	Meet with other family members	9/20/2018 3:27 PM
95	Events	Redrun in October	9/20/2018 3:23 PM
96	Events	Music by the Comstock Cowboys and Lady & the Tramps	9/20/2018 3:13 PM
97	Live here - area	Great-great grandparents lived there in 1870s	9/20/2018 3:10 PM
98	Live here - area	My home	9/20/2018 3:09 PM
99	Culture	I like the town atmosphere	9/20/2018 3:09 PM
100	Events	Comstock Cowboys	9/20/2018 3:08 PM
101	all the above	History, Special Events, Culture, Attractions / Museum.	9/20/2018 2:56 PM
102	Events	Football game	9/20/2018 2:54 PM
103	Connection	We love everything about Virginia City! Can't wait to go back!	9/20/2018 2:53 PM
104	Getaway	My wife and I have been doing did ghost investigation's of the town for over 10 years but we love just coming back.	9/20/2018 2:52 PM
105	Culture	I also love the people!	9/20/2018 2:51 PM
106	Live here - area	Visiting for the day with my family who have never been.	9/20/2018 2:50 PM
107	History	Specific Store Enjoy the historic buildings and looking at the shops	9/20/2018 2:48 PM
108	Getaway	It's just a fun place to visit. Some great bars and entertainment.	9/20/2018 2:46 PM
109	Getaway	It's my get away town	9/20/2018 2:45 PM
110	all the above	All of the above	9/20/2018 2:36 PM
111	Connection	I simply enjoy visiting.	9/20/2018 2:36 PM
112	Attraction	steam train excursion	9/20/2018 2:35 PM
113	Attraction	Ride V&T	9/20/2018 2:35 PM
114	History	I love the history, and the Old West town feel, I also love the mining history...there is no place like VC! I am glad to see you guys doing more kid friendly events, not so much booze and tatoos...I think VC should promote kids in the area and families....these are the people who will come back and spend money....	9/20/2018 2:33 PM

Virginia City Marketing and Special Event Survey - Visitors

115	Events COMSTOCK COWBOYS	9/20/2018 2:33 PM
116	all the above everything i love this place	9/20/2018 2:32 PM
117	Connection Serenity	9/20/2018 2:30 PM
118	Getaway Son and daughter in law live in stagecoach.	9/20/2018 2:27 PM
119	Connection childhood memories with my family.	9/20/2018 2:27 PM
120	all the above All the above	9/20/2018 2:25 PM
121	Specific Store CANVAS CAFE	9/20/2018 2:25 PM
122	Getaway Vacation	9/20/2018 2:23 PM
123	Attraction Culture History The history, Attraction and Museums, and the culture.	9/20/2018 2:19 PM
124	all the above many of the above - we always bring visitors up there	9/20/2018 2:17 PM
125	Getaway Fun day trip, lunch and have a beer!	9/20/2018 2:15 PM
126	Events History and bats in the belfry tour	9/20/2018 2:15 PM
127	Events Comstock Cowboys	9/20/2018 2:13 PM
128	Events David John and the Comstock Cowboys	9/20/2018 2:12 PM
129	all the above All of it! Well, except for a wedding. We love Virginia City!!	9/20/2018 2:12 PM
130	all the above All of the above	9/20/2018 2:11 PM
131	Events Specific Store We go to wonder thru the stores and eat lunch then go to Bucket of Blood to listen to Comstock Cowboys, also go to a few of the events	9/20/2018 2:09 PM
132	Connection we were married in Mackey Mansion 1988	9/20/2018 2:07 PM
133	Connection A bucket list choice	9/20/2018 2:07 PM
134	Events Specific Store David John and the Comstock Cowboys at the Bucket of Blood Saloon.	9/20/2018 2:03 PM
135	Connection I feel I belong there.	9/20/2018 2:01 PM
136	History History of the Old West...Southwest in general attracts me...	9/20/2018 2:00 PM
137	Getaway It used to be about the old days and now you are catering to a group who knows absolutely nothing about history and your new stratagies are taking all that history away. I will not be visiting again as I do not like the changes or the type visitors you are attracting.	9/20/2018 1:56 PM
138	History Friends live in VC, and I write History books on VC so have book signings at particular places: shops, Cemetery, etc.	9/20/2018 1:54 PM
139	Connection I like the area	9/20/2018 1:54 PM
140	Attraction Connection Events Other than family, I love the theme of "Step back in time" - I love the hospitality, residents are friendly and events are unique to the area. Escape the hustle of the city and relax in the mountain air. Good friends, family, food and more! Plus, the train :) Its tradition for my family and John does an amazing job!	9/20/2018 1:54 PM
141	Events My friends Bands playing at Venues up there.	9/20/2018 1:53 PM
142	Events History Specific Store the people,special events , stores, history	9/20/2018 1:50 PM
143	Connection You're a formative part of my childhood. I'll probably be visiting you even when I'm at death's door.	9/20/2018 1:50 PM
144	Attraction Want to ride the steam locomotive from Virginia City to Carson City... visited a year ago in late April & train wasn't open.	9/20/2018 1:47 PM
145	Events Rodeo if you bring back vip tent	9/20/2018 1:46 PM
146	Specific Store We like to stroll, talk to people, visit favorite shops,bars and museums	9/20/2018 1:43 PM
147	History I love the old western town feel.	9/20/2018 1:42 PM
148	Getaway Fun getaway	9/20/2018 1:42 PM
149	all the above All of the above except Wedding or group tour	9/20/2018 1:41 PM

Virginia City Marketing and Special Event Survey - Visitors

150	Specific Store	Cafe Del Rio, best restaurant in VC I go there at least weekly	9/20/2018 1:41 PM
151	Specific Store	Washoe club	9/20/2018 1:39 PM
152	Getaway	Vacancy	9/20/2018 1:39 PM
153	Live here - area	We bring out of town guests there to tour around the town. Sometimes we just decide to head up there for a spontaneous, quick out-of-town getaway	9/20/2018 1:38 PM
154	Specific Store	Love Cafe Del Rio and The Shaft.	9/20/2018 1:38 PM
155	Connection	Love that little town!	9/20/2018 1:37 PM
156	all the above	All of the above	9/20/2018 1:35 PM
157	all the above	You should allow more than one choice - people, history, culture, weddings, and events all bring us to the hill.	9/20/2018 1:35 PM
158	Attraction Specific Store	Walking around visiting the saloons and church	9/20/2018 1:33 PM
159	Specific Store	Bucket of Blood	9/20/2018 1:32 PM