

**V&T Survey Tabulations**

**V&T Riders**

	Residents	Visitors	Hospitality	Retail	Total
<b>Ridden Train?</b>					
Yes	371	121	21	3	516
No	79	21	8	13	121
No Response	7	2			9
	457	144	29	16	646

**Resides in:**

Washoe	140				
Carson City	136				
Douglas	66				
Other	57				
Storey	25				
Outside of the Region	16				
Eastern California	9				
Unansweed	8				
California		93			
Northern / Central Nevada		4			
Southern Nevada		9			
Idaho		3			
Oregon		5			
Utah		3			
Washington		3			
Canada		3			
Texas		4			
Eastern US		4			
Spouthern US		3			
Midwest US		5			
Arizona		3			
United Kingdom		1			
Not listed		3			
	457	146 n/a	n/a		603

**Events participated in:**

Excursion to Virginia City	170	88	13	7	278
Polar Express	163	22	22	5	212
Other	59	17	6	1	83
Wine Train	61	8	3	2	74
Rail Bikes	33	5	5		43
Mothers Day Train	24	4	2	1	31
	510	144	51	16	721

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**Do you plan to ride the V&T Railway in the future?**

Yes	268	108	19	12	407
No	8	4	2		14
	276	112	21	12	421

**When you visited the V&T Railway, how satisfied were you with the reservation and ticketing experience?**

Very satisfied	188	88	13	3	292
Satisfied	73	18	6	7	104
Neither satisfied nor dissatisfied	17	2	1		20
Dissatisfied	1	1			2
Very dissatisfied	0	1			1
	279	110	20	10	419

**How could we improve your reservation / ticketing experience?**

Good as is	32	27	2	2	63
Show schedules along with availabilities	6	3			9
More on-line options	8				8
Assigned Seating / Boarding in Groups	7				7
Better logistics at the train station	6				6
Easier navigation on the website	3				3
Earlier advertising of events	2				2
	64	30	2	2	98

**What did you like the most about your experience on the V&T Railway?**

History	73	17	6	2	98
Scenery	59	23	3	2	87
Staff and volunteers	55	22	2	3	82
The trains	45	24	2		71
The ride itself	45	17		1	63
Story telling	43	11	2		56
Environment (atmosphere, facilities, etc.)	29	9			38
Family experience	27	5	3	1	36
Polar	18	5	2	1	26
Authentic / Unique experience	15	6	2		23
Virginia City	10	8			18
Rail bikes	3	1	1		5
A place to bring visitors	4				4

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Wine train	2	2			4
Murder Mystery	2				2
	430	150	23	10	613

**What did you like the least about your experience on the V&T Railway?**

Programming / timing	34	13	1		48
Crowded / logistics	31	9	1		41
Cost	21	2	1		24
Doesn't go far enough into the canyon	13	3			16
Location / Signage / Information	9	5			14
Weather	7	5	1		13
Facility / Parking	11	1			12
Trains / Equipment	6	4	1		11
Scenery surrounding Eastgate	5				5
Food / Beverage	4				4
	141	42	5	0	188

**How could we improve your experience on the V&T Railway?**

Extend tracks into the Canyon	17	7			24
More events / themed events	11	3			14
Add food / beverage	8	3			11
More historical information - written and oral	7	4			11
Lower prices	6	2			8
Improved audio	7	1			8
Expanded train schedule	6	2			8
Improved - On-line ticketing	5	1			6
Larger train station	4	1			5
Longer season	3	1			4
Add historic replicas to Eastgate site	3				3
Improved seating	3				3
Restrooms	3				3
Steam train	3				3
More time in VC		3			3
Less narration		3			3
Keepsake / souvenir		3			3
Add restaurants	2				2
Heat / shade outside for weather extremes	2				2
Better photo spots		2			2
Open observation cars		2			2
	90	38	0	0	128

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<b>We offer visitors experiences that reflect the authentic history of the Comstock. What things can we do make those experiences even better?</b>					
Historic narration (personal audio device?)	12	6			18
Coordinate with other tour operators for combined	4	10	1		15
Interpretative displays	10				10
More costumers	8		2		10
Live action stories	6	3	1		10
Historic characters	6		1	1	8
Pamphlets	3	4			7
Souveniers to buy		5			5
Mining history	4				4
Steam engines / Train cars	3	1			4
Stops at historic sites along the way	2				2
Classes on train history	2				2
Skilled actors			2		2
	60	29	7	1	97

**What other type of themed events would you be interested in?**

Food / Drink	12	7	2	2	23
Mystery	17	0	1	2	20
Haunted / Ghost Train	15	3		1	19
Kids themes	12	4	1	1	18
Old West - Cowboys and Miners	9	7	1	1	18
4th of July	13	3	1		17
Chataqua / Historic characters	11	2	1		14
Fathers Day	9	1	1		11
Train robbery	7	2	1		10
Historic themed	7	2			9
Nevada Day	6	0			6
Music	5	0			5
Astronomical / star gazing / moon	4	1			5
Photogrphay	3	2			5
Private parties	4	0			4
Overnight trips to Virginia City	2	1			3
	136	35	9	7	187

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We want to utilize all of the assets of the V&T Railway to provide recreation and activities for visitors and residents. The V&T Railway project includes property and rights-of-way in the Carson River Canyon, a large depot building, a large parking lot and additional bare ground adjacent to the Depot. With the introduction of the Rail Bikes in 2020, we found a unique recreational opportunity using the assets we have. Do you have any suggestions for other activities we could pursue?

Hike / Bike trails	13	3	2		18
BBQ / Picnic Area	7	2	3		12
Small convention/music/party space	5	4	1		10
Interpretative displays	3		1		4
Stagecoach rides	2	2			4
Restaurant	2			1	3
Train shop with tours	2	1			3
	34	12	7	1	54

Please list any opportunities you are aware of that could be taken advantage of in order to improve the visitor experience of the V&T Railway.

**Residents**

Expand on Christmas theme beyond Polar Express  
 Work with local businesses to offer packages, ie., photography, dinner trips,  
 Look for corporate sponsors for improvements to the property, equipment, programming or extension of the tracks  
 Look for cooperative event opportunities with tour operators in the region.  
 Offer day time or overnight packages to Virginia City in coordination with their events.  
 Offer "stay and ride" packages with local lodging properties.

**Prior visitors**

Photos while the train is parked  
 Coordinate with other tour operators  
 Create packages with lodging properties and restaurants  
 Create packages with other cultural organizations  
 Extend the line through the canyon

**Retail representatives**

More shade for the cars and around the depot  
 Iced water

Looking towards the future and the sustainability of the V&T Railway, please list future possible threats to the visitor experience.

**Residents**

Continued development along the right-of-way.  
 Ticket prices making participation prohibitive - limit consumer reach.  
 Increased difficulty finding, restoring and maintaining stock  
 Degradation of the Brunswick Canyon area from vandals and high impact OHV use.

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Ability to continue to interest riders in the region. "Been there, done that"				

**Prior Visitors**

Inability to secure and/or maintain rolling stock  
Development along the track  
Increased costs > increased tickets prices > decreased customers  
Conflicts on the Railway ROW

**Hospitality Representatives**

If ticket prices get too expensive  
Removal of wild horses from public lands  
High prices  
Not adding and improving events

**Retail Representatives**

High prices  
Economic downturn