

THE OFFICIAL



SURVIVAL GUIDE

The Loneliest Road in America

#LONELIESTROADINAMERICA



EMBARKING ON THE “Loneliest Road in America”

In July of 1986, *LIFE* magazine dubbed Nevada’s Highway 50 the “Loneliest Road in America.” The article claimed there were “no points of interest” along the (at the time) 287-mile route and “warned” readers not to risk traveling — unless they had “survival skills.”

However, Nevadans knew better then and know better now. And sure, a road doesn’t get much more wide-open than Highway 50. But that’s exactly why we dig it. As it happens, the route is also one of the state’s most scenic and historic corridors. As you travel this famed road, you can almost hear the gallop of the horses along the Pony Express, see the wagon trains on the Overland Stagecoach trails, and feel the quest for riches while passing through some of the best-preserved 19th-century mining towns in the state.

Highway 50 epitomizes Nevada’s spirit of discovery — with rugged character, born of an authenticity you can still see, hear, and feel. One bound to draw you off the beaten path to the hidden treasures found in the small towns, valleys, and mountain passes. You’ll find that much of the surprising natural beauty and scenic splendor of Nevada remains unspoiled by crowds, yearning to be experienced and enjoyed — maybe even all to yourself.



Good Luck!



“We don’t recommend it.”

The warning — and challenge! — was laid out in the July 1986 edition of *LIFE* magazine: U.S. 50 from Ely to Fernley is the LONELIEST ROAD IN AMERICA.



“It’s totally empty,” says a AAA counselor. “There are no points of interest. **We don’t recommend it.**” The 287-mile stretch of U.S. 50 running from Ely to Fernley, Nev., passes nine towns, two abandoned mining camps, a few gas pumps and the occasional coyote. “We warn all motorists not to drive there,” says the AAA rep, **‘unless they’re confident of their survival skills.’** ”


Game on.

Survival of the Adventurous

A trip across Highway 50 is for people who want a little real-deal adventure in their travels. **Those who hear folks say, “The journey is just as important as the destination,” and actually take it to heart.** Those who know that the truly worthwhile experiences and memories always come with a bit of risk, and that the experience of a lifetime might be a few more miles down the road or just over the next summit.



Keep your eyes peeled for “Selfie Signs” in towns along the route to get your bearings and learn more about each Loneliest Road location!



This storied road is your link to ghost towns, stunning state parks, and unsurpassed recreational opportunities, including hiking, biking, camping, RV-ing, off-roading, sandboarding, stargazing, Sagebrush Saloon-hopping, and even hot springing. No matter your pleasure, while you're out here chasing it, you're bound to enjoy exploring the road's scenic, endless vistas; friendly full-service communities; and wonderfully historic towns filled with stories and characters who can spin a yarn that'll keep you mesmerized and yearning to learn more.

Highway 50 is rich in diverse experiences and unexpected **adventures that are waiting to be discovered by travelers like you** — those who consider themselves participants, not just tourists; the kind of folks who want to fully experience a place, not simply snap a pic and cruise on.

Are you a survivor?

HOW TO BECOME A LONELIEST ROAD *Survivor*

We believe anyone who's ventured across Highway 50 deserves some recognition—not just bragging rights. So, let's make it official.

Here's how:

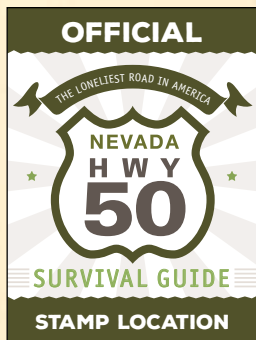
1. LOOK FOR SIGNS

Take your Highway 50 Survival Guide to any participating business, museum, visitor center, or chamber of commerce in Carson City, Dayton, Fernley, Fallon, Austin, Eureka, Ely, or Baker. When in doubt, look for that “**Official Stamp Location**” sign.

A partial list of participating locations can be found in the back of this booklet.

2. GET STAMPED

At each stop, have the back flap in your guide validated with that community's official stamp.



Feeling social?

#LoneliestRoadInAmerica

Whether you're blowing up feeds with a FOMO-inducing selfie or some seriously #nofilter-worthy slice of scenery, be sure to tag it #LoneliestRoadInAmerica. And feel free to grab our attention — we're @TravelNevada on all the things. If we love your shot, we may ask to re-share it and make you all sorts of Insta-famous.

Be aware, many points along the route are well beyond cell service. Before you head off the grid, visit travelnevada.com/loneliest-road for tips on attractions, museums, cafes, bars, motels, shops, and more — as well as videos, podcasts, a downloadable guide, and even a hot playlist to get you moving.



3. GOT FIVE ON IT? SEND IT IN!

Once you have your book stamped in **AT LEAST FIVE** of the eight communities, fill in your name and address, tear off the back flap that doubles as a postage-paid postcard, and drop it in the mail to the Nevada Division of Tourism. In return, you'll receive an **official Highway 50 Survivor souvenir and certificate** to commemorate your successful journey across the Loneliest Road in America.

Ready for a real Nevada road trip?

Then crack the windows, crank up the tunes, get out there and enjoy your journey.

CARSON CITY

At the start or the end of your journey, Carson City provides the ideal base camp for your adventure. Abundant lodging facilities, shopping, dining, and sightseeing activities are all tucked alongside the spectacular eastern Sierra Nevada. Nestled in the northwestern part of the state, just a short jaunt from both Lake Tahoe and Reno, Nevada's capital was built on the cornerstones of mining, logging, and the mighty railroad. And while the city has all the modern amenities a state capital could hope for, its roots are evident nearly everywhere you look — especially in its picturesque downtown corridor.

Some highlights in Carson City include:

- ✓ The heart of Downtown beats with walkable streets lined with art, shops, bars, bistros, taphouses, and coffee shops.
- ✓ The Nevada State Railroad Museum—Carson City hosts an extraordinary collection of railroad equipment, artifacts, and related exhibits.
- ✓ Housed in the historic Carson City Mint, the Nevada State Museum—Carson City celebrates the state's natural and cultural heritage through diverse exhibits.
- ✓ Travel back in time on a scenic ride aboard the V&T Railroad starting just above the Carson River Canyon.

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Visit Carson City
775.687.7410
visitcarsoncity.com



DAYTON

Just east of Carson City is Dayton, a place history buffs and Wild West aficionados equally enjoy. Prospectors and settlers were drawn to the fertile valley because of both the Carson River and the promise of gold. In fact, the first discovery of gold in Nevada was found in what is now Historic Downtown Dayton. Today, visitors to the area are charmed by its nostalgic boardwalks, as well as the shops, dining establishments, and homes located in original buildings from Dayton's storied past.

Some places of interest in Dayton include:

- ✓ The Dayton Museum tells the story of Dayton through displays in Nevada's second oldest schoolhouse, a structure that was built in 1865 during the town's booming heyday. The museum is open by appointment and during limited hours on weekends seasonally.
- ✓ Dayton State Park provides a perfect spot for visitors to enjoy a picnic along the Carson River and also offers fishing and bird watching opportunities. The Rock Point Mill, built in 1861, once was used to process rich silver ore from nearby Virginia City. Remnants of the mill are still visible within the park.

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**Dayton Area Chamber of Commerce
& Visitors Center • 775.246.7909
daytonnvchamber.com**



FERNLEY

Born first as a railroad camp, the city of Fernley was established in 1904 and later developed into an agricultural and ranching community. Today, its proximity to Reno and the tech boom happening in the Truckee River Canyon have helped the city continue to flourish. Located on Alternate Highway 50, where the Loneliest Road in America intersects with Interstate 80, Fernley offers plenty of roadside motels, casinos, restaurants, grocery stores, and gas stations. Here, eastbound travelers can stock up on supplies before heading out on their adventure.

Other nearby attractions worth exploring include:

- ✓ Lahontan State Recreation Area, with its 69 miles of shoreline, covers 12,000 surface acres when full and features boating, fishing, and water skiing as well as camping, picnicking, horseback riding, and wildlife viewing. Canoeing to Fort Churchill from the lake makes for a great day trip when conditions allow.
- ✓ Nearby Pyramid Lake is located within the reservation boundaries of the Pyramid Lake Paiute Tribe. Encompassing 125,000 acres, it is a remnant of ancient Lake Lahontan, the colossal inland sea that once covered most of Nevada. The sight alone is staggering — a gigantic expanse of blue or gray, depending on the skies above, surrounded by unusual Tufa rock formations.

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Fernley Chamber of Commerce
775.575.4459 • fernleychamber.org



FALLON

Farm-fresh Fallon is known as the breadbasket of Nevada, famous for its delicious Hearts of Gold cantaloupes. Thirsty visitors can sample some of the nation's only estate-grown whiskeys at Frey Ranch Estate Distillery. The region is also one of the state's premier bird-watching areas, particularly at Stillwater National Wildlife Refuge, 15 miles north of Fallon.

Visitors will find a number of historic attractions and recreational opportunities in the Fallon area:

- ✓ Fort Churchill State Historic Park, 10 miles south of the intersection of Highway 50 and U.S. 95, was built in 1860 by the U.S. Army to provide protection for western Nevada settlers. Now a state park, it offers a visitor center, campground, and a beautifully groomed trail system.
- ✓ Hidden Cave & Grimes Point Archaeological Site, 10 miles east of Fallon, is an archaeological site containing prehistoric American Indian petroglyphs.
- ✓ Sand Mountain, 27 miles east of Fallon, is a two-mile-long ridge of sand rising several hundred feet that is popular with off-roaders.

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**Fallon Convention & Tourism
Authority**
775.423.5104 • visitfallonnevada.com



AUSTIN

Once one of Nevada's most prosperous mining camps, Austin has managed to retain its 19th-century character. Today, Austin is one of central Nevada's most popular mountain-biking areas and a gateway to the towering Toiyabe Mountains, which offer pristine hiking, fishing, and camping.

Among the reminders of the town's glorious past:

- ✓ Austin's churches include St. George's Episcopal Church, consecrated in 1878 and still in use; as well as the former St. Augustine's Catholic Church and the former Methodist Church, both built in 1866.
- ✓ Perched over endless valley vistas at Austin's western rim, Stokes Castle was modeled after a real tower in Rome for a well-heeled mining magnate in 1897 to make Wild Western life a little more livable for his luxury-accustomed wife. Today it stands as a solid monument to the town's mining-era grandeur.
- ✓ A walk around downtown Austin reveals saloons, gem and turquoise shops, and an interpretive park with some spiffy restroom facilities.
- ✓ Historic Pony Express and Overland Stagecoach sites are located along Highway 50 between Austin and Fallon. Sites can be found at Cold Springs, Middlegate, and Sand Springs.

**Greater Austin Area Chamber
of Commerce**
775.964.2200 • austinnevada.com



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EUREKA

Few Nevada mining towns have survived the ravages of time as well as Eureka, a mid-19th century silver mining center. While success in many boomtowns was often short-lived, Eureka continued to prosper, eventually boasting a whopping fifty mines yielding lead, silver, gold and zinc. Today, most of the ore action has dwindled, but the town's spirit hasn't. In what locals call "The Friendliest Town on the Loneliest Road," you'll find excellent places to stock up on supplies, enjoy a tasty meal, geek out on some real-deal history, or take a load off and stay the night.

Visitors will find some of Nevada's best-preserved and most faithfully restored historic sites, including:

- ✓ Eureka Opera House, built in 1879, is a picturesque brick structure that has been fully restored and now serves as a convention center and gallery.
- ✓ Eureka Courthouse, which opened in 1879, has been restored and still does its duty as the county courthouse
- ✓ Eureka Sentinel Museum houses a collection of local and regional historic displays and artifacts in the former Eureka Sentinel newspaper offices, built in 1879.
- ✓ Eureka's cemeteries, located southeast of the town, include more than a half-dozen burial grounds representing various social organizations, religious, and ethnic groups.

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Eureka Tourism and Recreation
775.230.2232 • visiteurekanevada.net



ELY

This historic mining and railroad community has evolved into one of eastern Nevada's recreational hubs. Within miles of this full-service community, you'll find dozens of mountain bike trails; Cave Lake State Park, a popular spot for fishing, hiking, and camping; and the time-defying ghost towns of Hamilton, Treasure City, and Cherry Creek.

Other Ely area attractions:

- ✓ The East Ely Railroad Depot Museum offers a glimpse of railroad history, frozen in time. The adjacent Nevada Northern Railway is an early 20th-century shortline railroad that once served local copper mines. Today, visitors can explore the grounds and ride the train on selected dates.
- ✓ White Pine County Public Museum is a repository of historic displays tracing the area's history and development. Several local historic buildings have been relocated to the museum grounds.
- ✓ Ward Charcoal Ovens State Historic Park is home to six 30-foot high, beehive-shaped stone ovens built in 1876 to provide charcoal for local mines. The park offers picnicking and rustic hiking and biking trails.

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**White Pine County Tourism
& Recreation**
775.289.3720 • elynevada.net



BAKER AND GREAT BASIN NATIONAL PARK

At the eastern end of Highway 50 in Nevada is the small, artsy community of Baker. Fresh gourmet cuisine, artisan cocktails, fine beer and wine, and cozy accommodations make the town a perfect basecamp for exploring Great Basin National Park.

The park's attractions also include Wheeler Peak, Nevada's sole remaining glacier, and several groves of bristlecone pine trees — the oldest trees on Earth — and Lehman Caves, which contain rare and fascinating limestone formations. Visitors will find numerous developed hiking trails, campgrounds, and an interpretive center as well.

Don't go to bed early! As they say out here, "Half the park is after dark." With some of the darkest skies in the Lower 48, all you need is your naked eye to spot the Milky Way, complete constellations, and even entire galaxies — a prime reason why astro-philes flock here for September's annual astronomy festival.

Great Basin National Park
775.234.7331 • greatbasinpark.com



STAMP



Stamps are available at businesses that proudly display the sign: **“Official Stamp Location”**

AUSTIN

Greater Austin Area Chamber of Commerce
122 Main St., Austin, NV 89310
775.964.2200 • austinnevada.com

Champs

30 Main St., Austin, NV 89310
775.964.2579 • champsgas.com

BAKER

Border Inn Casino
Utah/Nevada border, Highways 6 & 50
Baker, NV 89311
775.234.7300 • borderinncasino.com

CARSON CITY

Visit Carson City
716 N. Carson St., Carson City, NV 89701
775.687.7410 • visitcarsoncity.com

DAYTON

Dayton Area Chamber of Commerce
555 Hwy. 50 East, Dayton, NV 89403
775.246.7909
daytonnvchamber.com

ELY

Bristlecone Convention Center
150 Sixth St., Ely, NV 89301
775.289.3720 • elynevada.net

Nevada Northern Railway Museum
1100 Avenue A, East Ely, NV 89301
775.289.2085 • nnry.com

White Pine Chamber of Commerce
636 Aultman St., Ely, NV 89301
775.289.8877 • whitepinechamber.com

White Pine County Public Museum
2000 Aultman St., Ely, NV 89301
775.289.4710 • wpmuseum.org

EUREKA

Eureka Opera House
31 S. Main St., Eureka, NV 89316
775.237.6006 • visiteurekanevada.net

Eureka Sentinel Museum

10 N. Monroe St., Eureka, NV 89316
775.237.5010 • visiteurekanevada.net

FALLON

Churchill County Museum & Archives
1050 S. Maine St., Fallon, NV 89406
775.423.3677 • ccmuseum.org

Fallon Convention & Tourism Authority
55 W. Williams Ave., Fallon, NV 89406
775.423.5104 • visitfallonnevada.com

Greater Fallon Chamber of Commerce
448 W. Williams Ave. #103, Fallon,
NV 89406
775.423.2544 • fallonchamber.com

FERNLEY

Fernley Chamber of Commerce
70 N. West St., Fernley, NV 89408
775.575.4459 • fernleychamber.org

**FOR A COMPLETE LIST OF STAMP
LOCATIONS, VISIT:**

LONELIESTROAD.US

Thank you for visiting!



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TRAVEL NEVADA

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