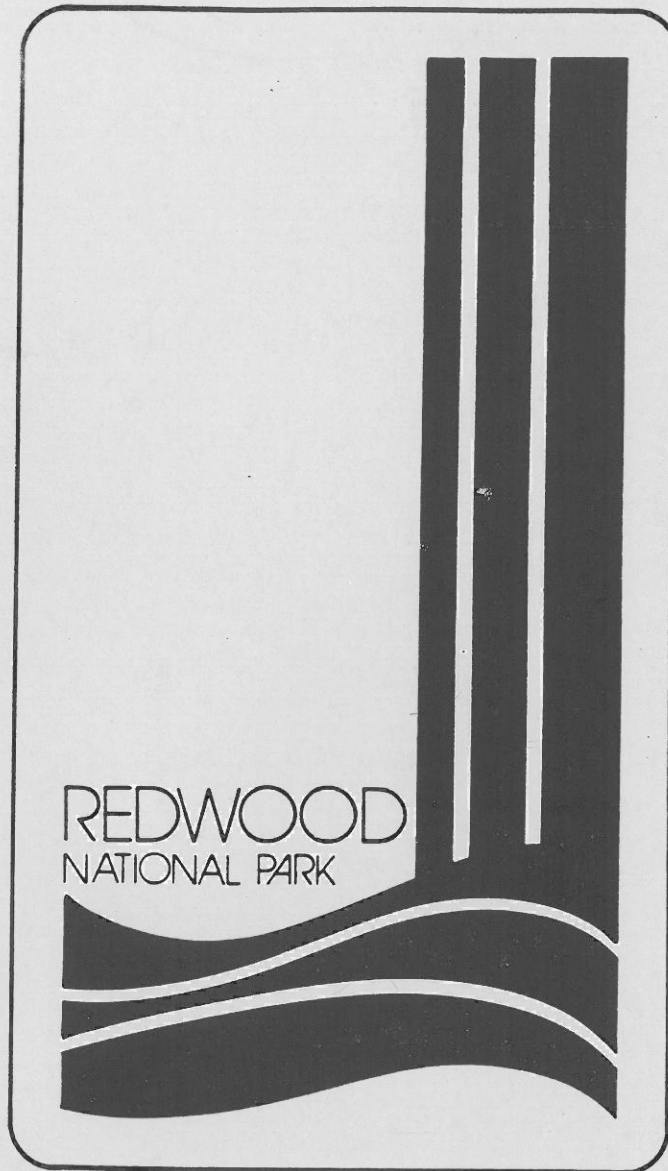

Visitor Services Project
Redwood National Park



Visitor Services Project Report 59
Cooperative Park Studies Unit



Visitor Services Project

Redwood National Park

Margaret Littlejohn

Report 59

April 1994

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Professor Jot Carpenter, his landscape architecture students from Ohio State University and the staff at Redwood National Park for their assistance with this study. Redwood Natural History Association donated the scenic postcards used in the survey follow-up. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Redwood National Park

Report Summary

- This report describes the results of a visitor study at Redwood National Park during July 25-31, 1993. A total of 798 questionnaires were distributed and 632 returned, a 79% response rate.
- This report profiles Redwood visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often with families (71%). Groups often consisted of two people (48%) or four people (20%). Thirty percent of visitors were 36-50 years old; 21% were 15 years or younger. Most (65%) were first-time visitors to the park. Visitors from foreign countries comprised 15% of all visitors. Forty-two percent came from Germany and 19% from Canada. United States visitors came from California (40%) and Oregon (10%) and many other states.
- Most visitors (59%) spent less than one day in the park; 25% spent two or three days. They participated in sightseeing (91%), walking/hiking two hours or less (64%), wildlife/bird viewing (39%), picnicking (36%), and beachcombing (34%).
- The most visited sites were Crescent Beach (56%), Elk Prairie Parkway (54%), Lady Bird Johnson Grove (40%), Klamath Overlook (38%), the Coastal Drive (33%), and Tall Trees Grove (32%).
- Prior to visiting, the most often used sources of information about the park were maps (46%) and travel guide/tour books (42%), although many other sources were identified. Redwood National Park was not the primary destination for most visitors (70%).
- Viewing the scenery was the most often identified reason for visiting the park (93%). Most visitors (94%) did not have difficulty locating the park.
- More than two-thirds of the visitors (68%) had not seen or received a copy of the ranger-guided activity schedule. Of those who had not received a schedule, 50% said they would like to receive one in the future.
- The most used services were the park map/brochure (71%), highway directional signs (67%), restrooms (63%), and the Redwood Information Center (60%). The least used service was walk-in campgrounds (6%). The most important services were the Crescent City Information Center (88%), highway directional signs (88%) and trails (87%). The best quality services were trails (86%), the Hiouchi Information Center (85%), and volunteer/ranger assistance (84%). The poorest quality services were restrooms (other than those at Freshwater Spit) and trail signs (both 18%).
- For total expenditures (lodging, travel, food and "other" items) during their visit to the Redwood NP area, visitors spent up to \$100 (45%). The greatest proportion of their expenditures was spent for lodging (37%), followed by food (33%). The average visitor group expenditure was \$135. The average per capita expenditure was \$45.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>

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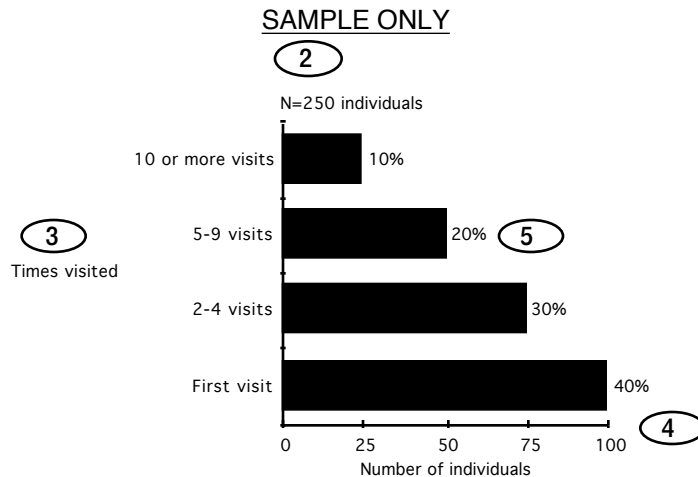
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INTRODUCTION

This report describes the results of a study of visitors to Redwood National Park (referred to as "Redwood NP"). This visitor study was conducted July 25-31, 1993. The study was conducted by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, which includes a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Redwood National Park during July 25-31, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they entered selected sites of the national park: Crescent City Information Center, Crescent Beach Overlook and Picnic Area, Hiouchi Information Center, Lady Bird Johnson Grove, Lagoon Creek, and Redwood Information Center.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. A second mailing of replacement questionnaires was done eight weeks after the survey to a random sample of non-respondents.

Data analysis

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 628 groups, Figure 4 presents data for 1900 individuals. A note above each figure's graph specifies the information illustrated. Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 629 questionnaires were returned, Figure 1 shows data for only 628 respondents.

**Sample size,
missing data
and reporting
errors**

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 25-31, 1993. The results do not necessarily apply to visitors using other sites in the park or to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

RESULTS

Visitors contacted

A total of 858 visitor groups were contacted; 93% accepted questionnaires. Six hundred thirty-two visitor groups completed and returned their questionnaires, a 79% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	796	44.3	634	45.2
Group size	798	3.5	635	3.4

Demographics

Figure 1 shows group sizes, which varied from one person to 44 people. Forty-eight percent of visitors came in groups of two people, 32% came in groups of three or four. Seventy-one percent of visitors came in family groups, as shown in Figure 2. "Other" groups included church and tour groups. Most visitors (99%) were not in guided tour groups (see Figure 3).

Figure 4 shows varied age groups; the most common were visitors aged 36-50 (30%) and 15 years or younger (21%). Most visitors (65%) were first-time visitors (see Figure 5).

Visitors from foreign countries comprised 15% of all visitation. Map 1 and Table 2 show that most international visitors came from Germany (42%) and Canada (19%). Most United States visitors came from California (40%) and Oregon (10%), with smaller proportions from 41 other states (see Map 2 and Table 3).

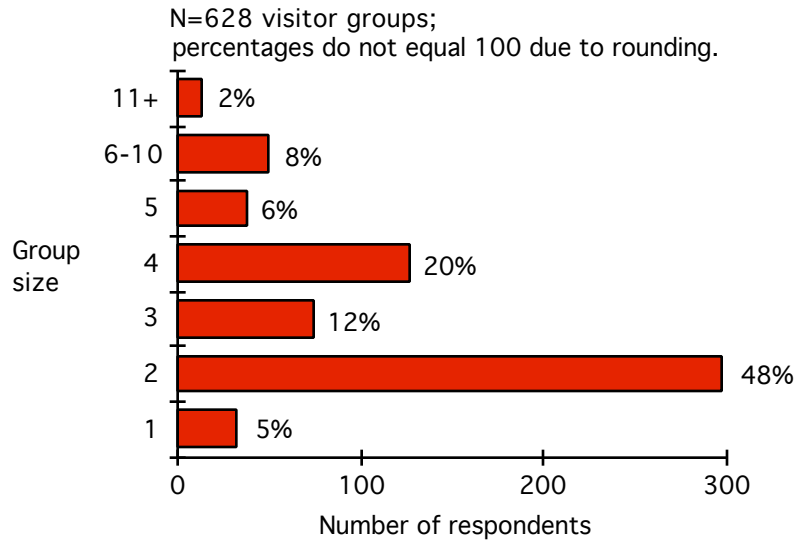


Figure 1: Visitor group sizes

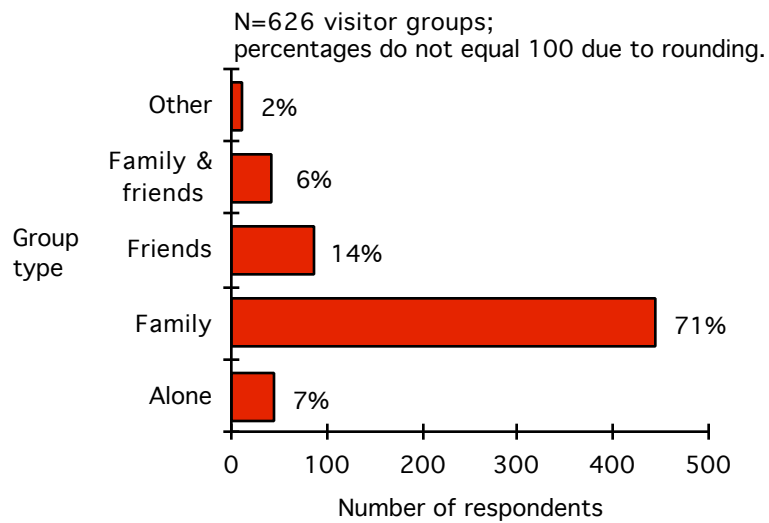


Figure 2: Visitor group types

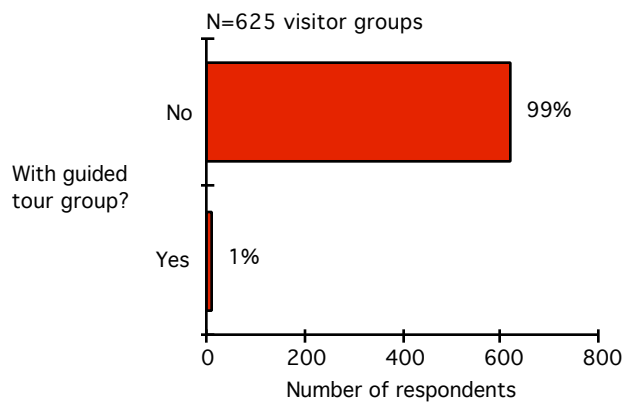


Figure 3: Visitors with guided tour groups

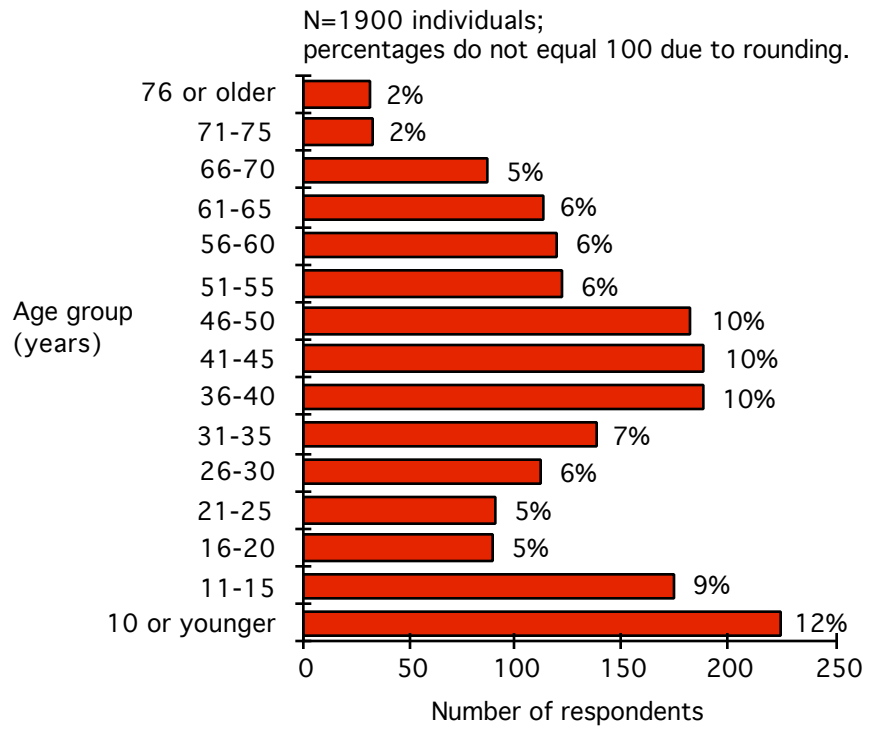


Figure 4: Visitor ages

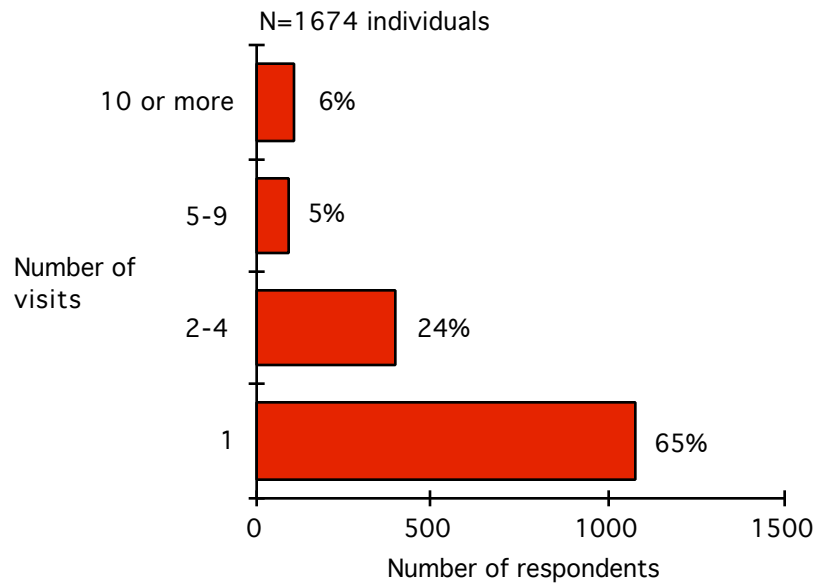


Figure 5: Number of visits

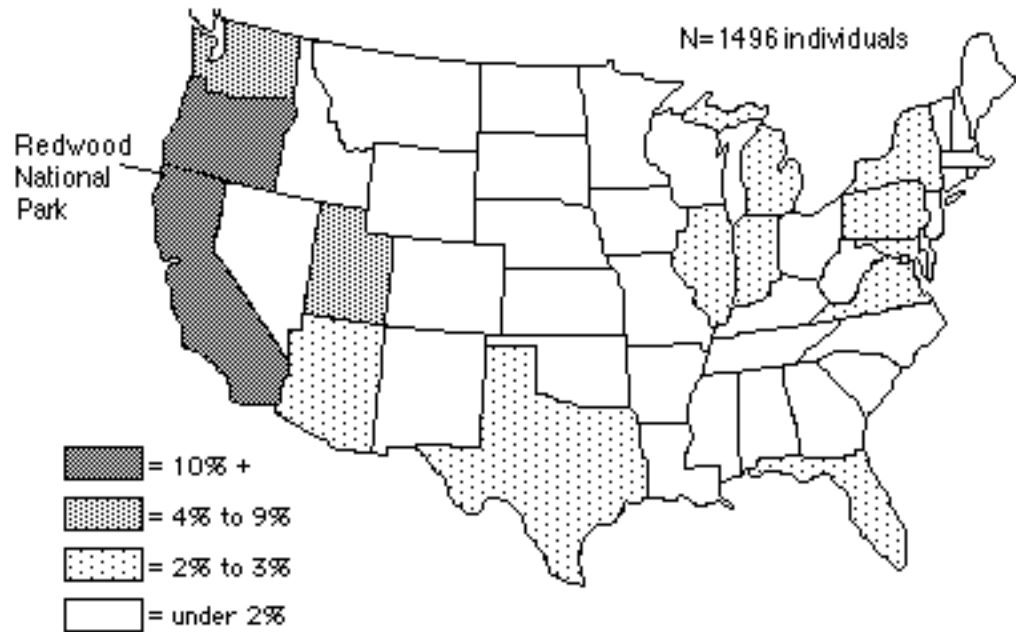


Map 1: Proportion of international visitors by country

Table 2: Visitors by country of residence

N=265 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
Germany	110	42
Canada	50	19
Austria	21	8
Switzerland	18	7
Great Britain	9	3
Holland	9	3
Australia	7	3
Taiwan	6	2
Saudi Arabia	5	2
Sweden	5	2
Israel	4	2
Italy	4	2
Japan	4	2
Denmark	3	1
Norway	3	1
Ireland	2	1
Other countries	5	2



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1496 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors
California	594	40
Oregon	155	10
Washington	84	6
Utah	61	4
Arizona	44	3
Texas	39	3
New York	38	3
Illinois	37	3
Florida	31	2
Maryland	29	2
Michigan	23	2
Pennsylvania	23	2
Indiana	22	2
Virginia	22	2
Missouri	20	1
Nevada	19	1
Ohio	18	1
Idaho	17	1
Colorado	16	1
Oklahoma	16	1
Wisconsin	16	1
Other states (22) + Puerto Rico	172	11

Visitors were asked how long they stayed at Redwood NP on this visit. Many visitors (59%) stayed less than one day (see Figure 6). Of those staying at least one day, 25% stayed two or three days. Of those staying less than one day, 47% stayed two to four hours; 38% stayed six or more hours (see Figure 7).

Length of stay

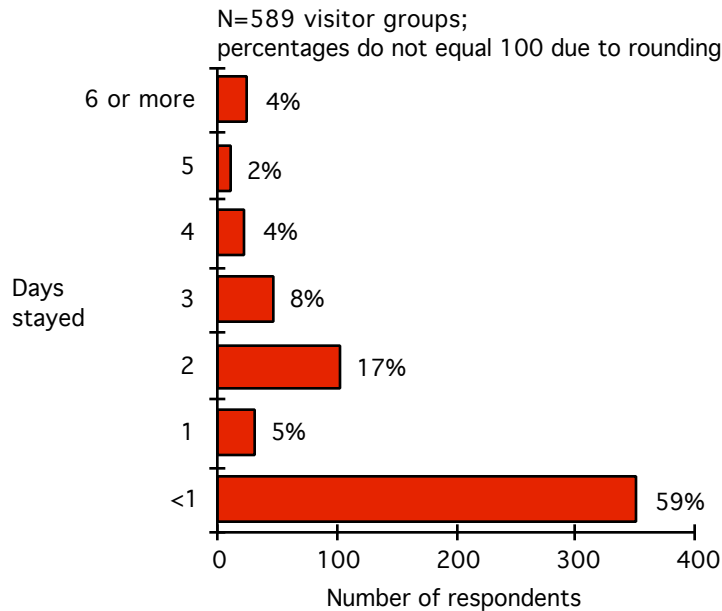


Figure 6: Length of stay (days)

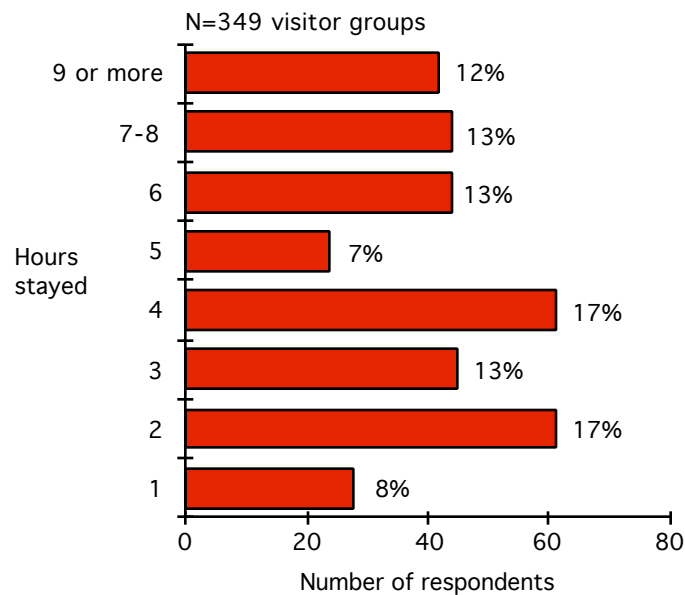


Figure 7: Length of stay (less than one day)

Activities

Figure 8 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were sightseeing (91%) walking/hiking less than two hours (64%), wildlife/bird viewing (39%), picnicking (36%) and beachcombing (34%). Eleven percent of the visitors described "other" activities they pursued, such as taking photos/videos, relaxing, using restrooms, looking at redwoods and driving through.

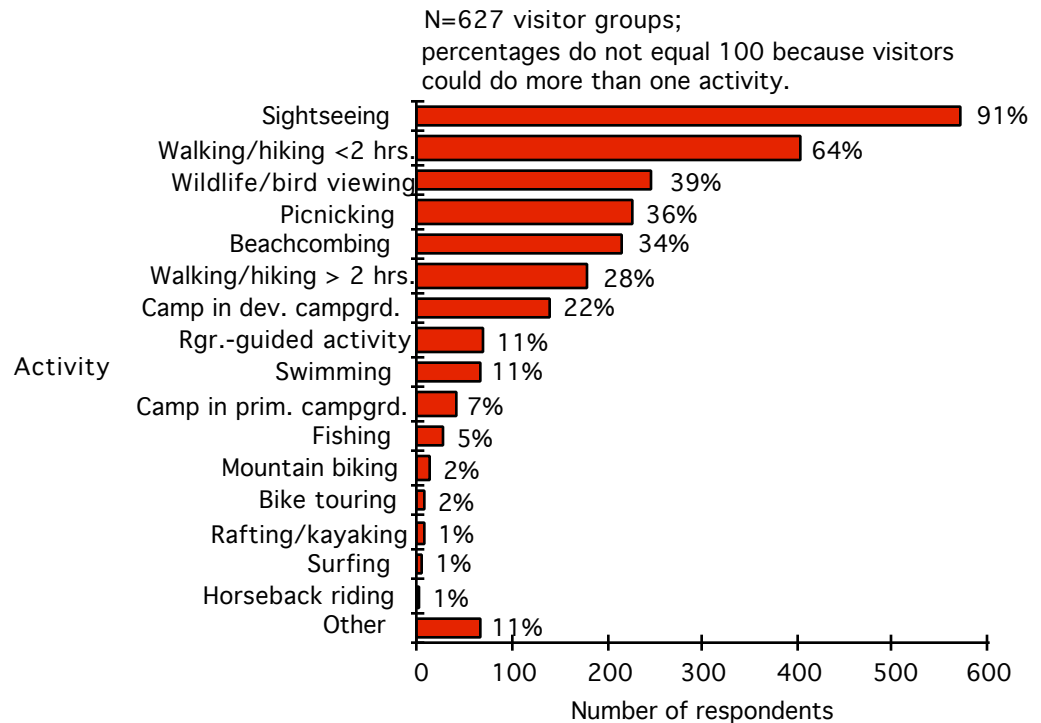


Figure 8: Visitor activities

Visitors were asked to identify the sites they visited at Redwood NP **Sites visited** during this visit. Most (56%) visited Crescent Beach, followed by the Elk Prairie Parkway (54%), Lady Bird Johnson Grove (40%), and Klamath Overlook (38%), as shown in Figure 9. The least visited site (5%) was the southern portion of Bald Hills Road (Schoolhouse Peak, Lyons Ranch Trailhead, and Dolason areas).

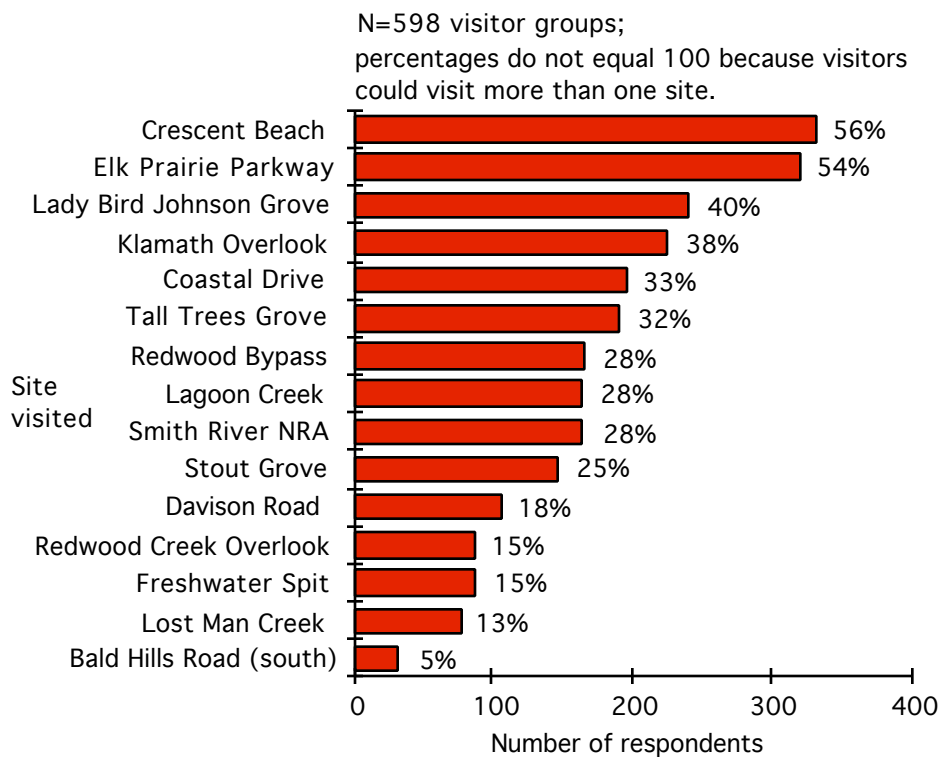


Figure 9: Sites visited at Redwood NP

Sources of park information

Prior to visiting, the most often used sources of information about the park were maps (46%), travel guides/tour books (42%), friends/relatives (36%) and previous visits (34%), as shown in Figure 10. "Other" sources included living/lived in area, AAA, highway signs, television, library, and books on national parks.

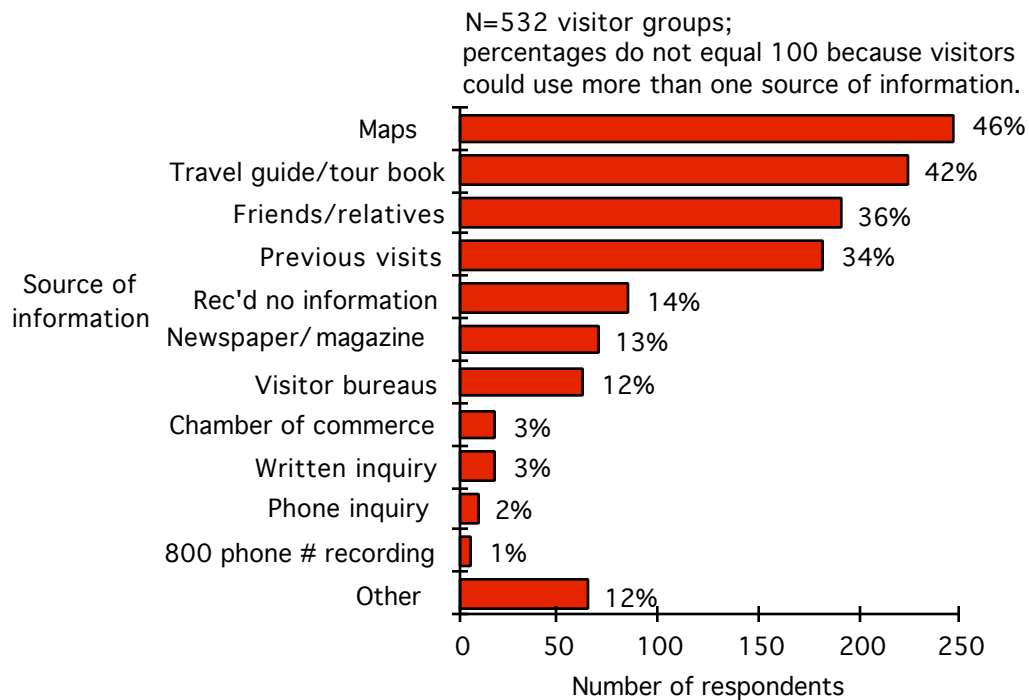


Figure 10: Sources of park information

Visitors were asked if Redwood NP was their primary destination on this visit. Most visitors said Redwood was not their primary destination (70%), as shown in Figure 11. Visitors listed primary destinations including multiple destinations, the west coast, Oregon coast, Oregon, friends/relatives, and California, (see Table 4).

Primary destination

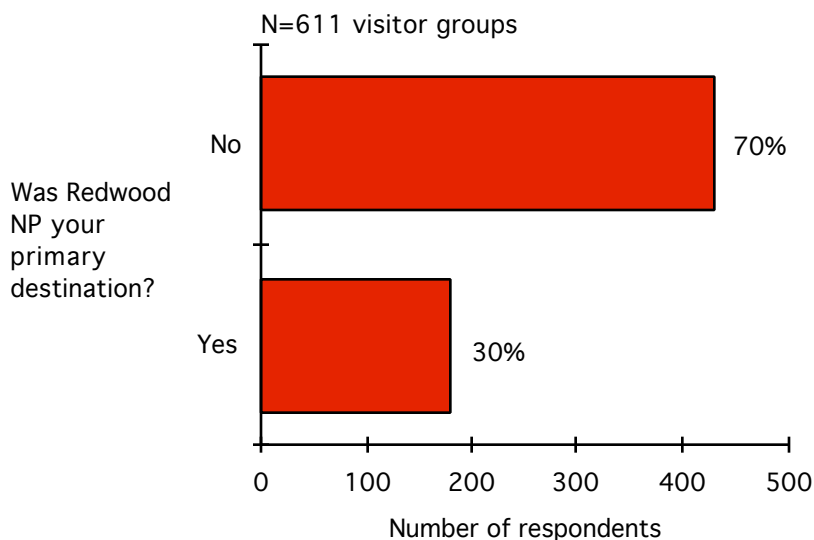


Figure 11: Redwood as primary destination

Table 4: Primary destination on this trip
427 comments

<u>Primary destination</u>	<u>Number of times mentioned</u>
Multiple destinations	95
West coast	32
Oregon coast	27
Oregon	25
Friends/relatives	20
California	19
Western United States	16
San Francisco, CA	15
Crescent City, CA	11
Alaska	10
National parks	10
United States	9
No destination	8
Northwest	8
Washington	8
Yellowstone NP, WY	8

<u>Primary destination</u>	<u>Number of times mentioned</u>
CA redwood state parks	7
Crater Lake, OR	7
Seattle, WA	7
Brookings, OR	6
Los Angeles, CA	5
Portland, OR	5
Eugene, OR	4
Eureka, CA	4
Other locations in the redwoods	4
Arcata, CA	3
Disneyland, CA	3
Gold Beach, OR	3
Idaho	3
Klamath River area	3
Vancouver, WA	3
Other states	3
Bend, OR	2
Canada	2
Canadian Rockies	2
Glacier NP, MT	2
Grand Canyon NP, AZ	2
Grant's Pass, OR	2
Santa Rosa, CA	2
Lake Tahoe, CA	2
Lassen Volcanic NP, CA	2
Medford, OR	2
Mendocino, CA	2
Newport, OR	2
Olympic NP, WA	2
Oregon Caves, OR	2
Santa Rosa, CA	2
Vancouver, B.C.	2
Wyoming	2
Yosemite NP, CA	2

Visitors were asked their reasons for visiting Redwood NP on this visit. Many visitors came to view the scenery/natural setting (93%), view wildlife (47%), and recreation (camp, hike, swim, fish, etc.)(41%), as shown in Figure 12. Visitors listed "other" reasons for visiting, including passing through, for a rest stop, seeing tallest redwood trees, picnicking, taking photos, seeing the Pacific Ocean, and visiting family.

Reasons for visit

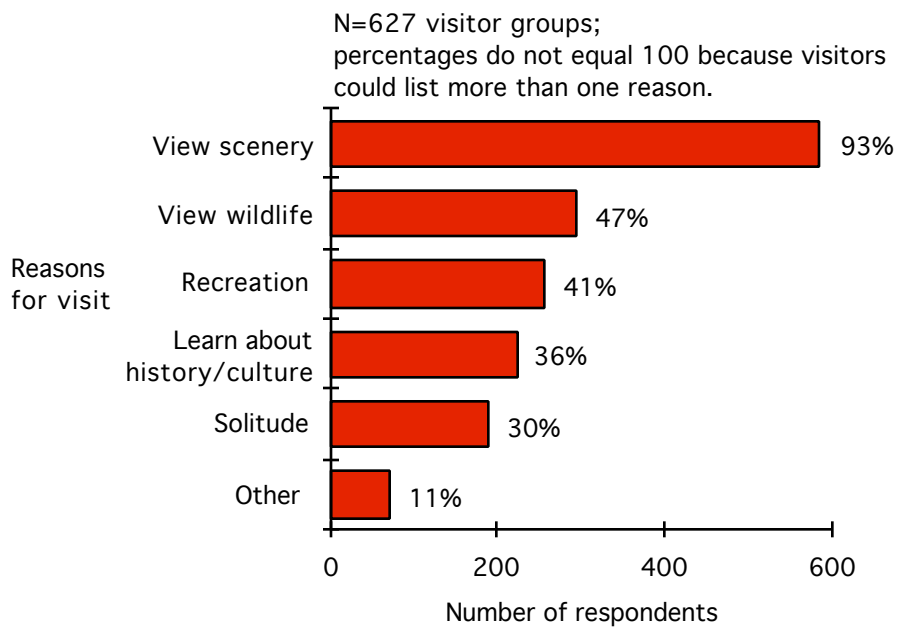


Figure 12: Reasons for visit

Locating the park

Visitors were asked if they had difficulty locating Redwood NP. Most visitors (94%) said they did not have difficulty locating Redwood, as shown in Figure 13. Visitors that had difficulty listed the reasons: highway signs and park signs were confusing or inadequate, and confusion about the difference between the state and national parks (see Table 5).

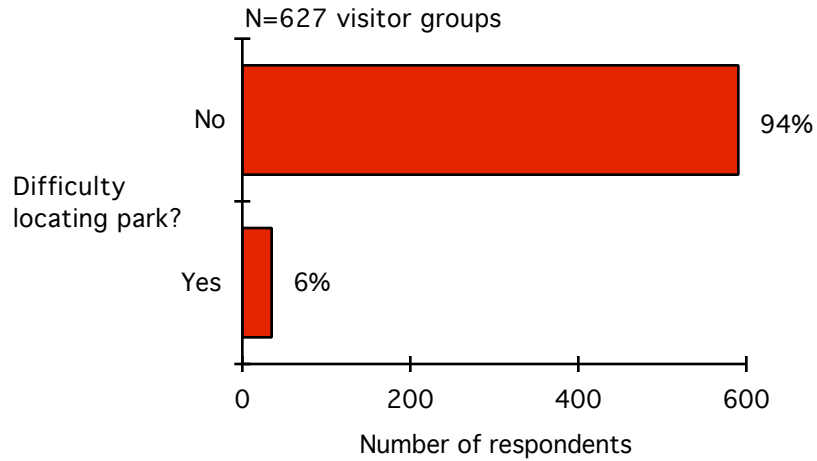


Figure 13: Difficulty locating park?

Table 5: Reasons for difficulty in locating the park

35 comments

Comment	Number of times mentioned
Confusing/inadequate highway signs	13
Confusing/inadequate park signs	11
Don't understand difference between state & national parks	6
Inadequate park map	2
Confusing park boundaries	2
New section of Highway 101 confusing	1

Visitors were asked if they received or saw a schedule of ranger-guided activities. Most (68%) said they had not received or seen an activities schedule, as shown in Figure 14. If they answered "no," they were asked if they would like to receive a schedule of ranger-guided activities on their next visit. Half of the visitors (50%) said they would like to receive a schedule (see Figure 15).

Ranger-guided activities schedule

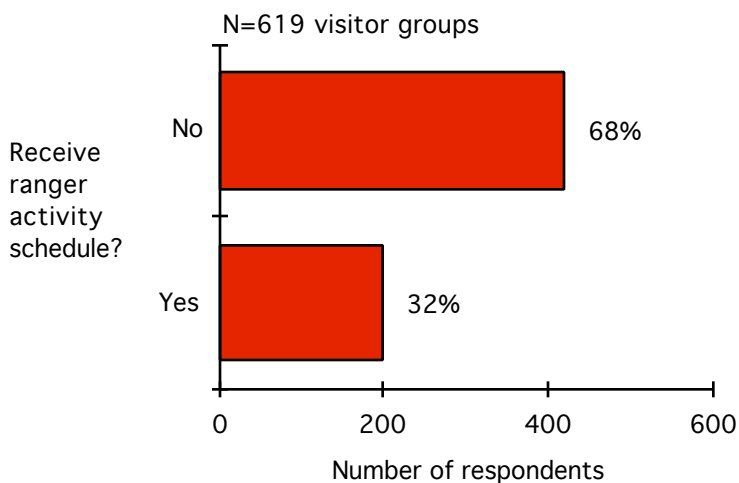


Figure 14: Receive schedule of ranger-guided activities?

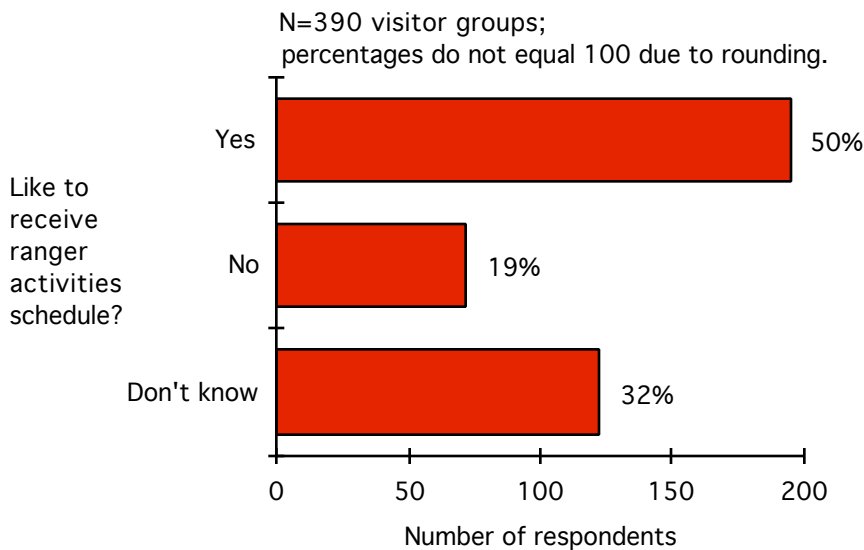


Figure 15: Like to receive schedule of activities on next trip?

Visitor services: use, importance and quality

The visitor services and facilities most used by visitors were park brochure/map (71%), highway directional signs (67%), restrooms (63%), Redwood Information Center (60%), trail signs (55%) and trails (55%), as shown in Figure 16. The least used service was walk-in campgrounds (6%).

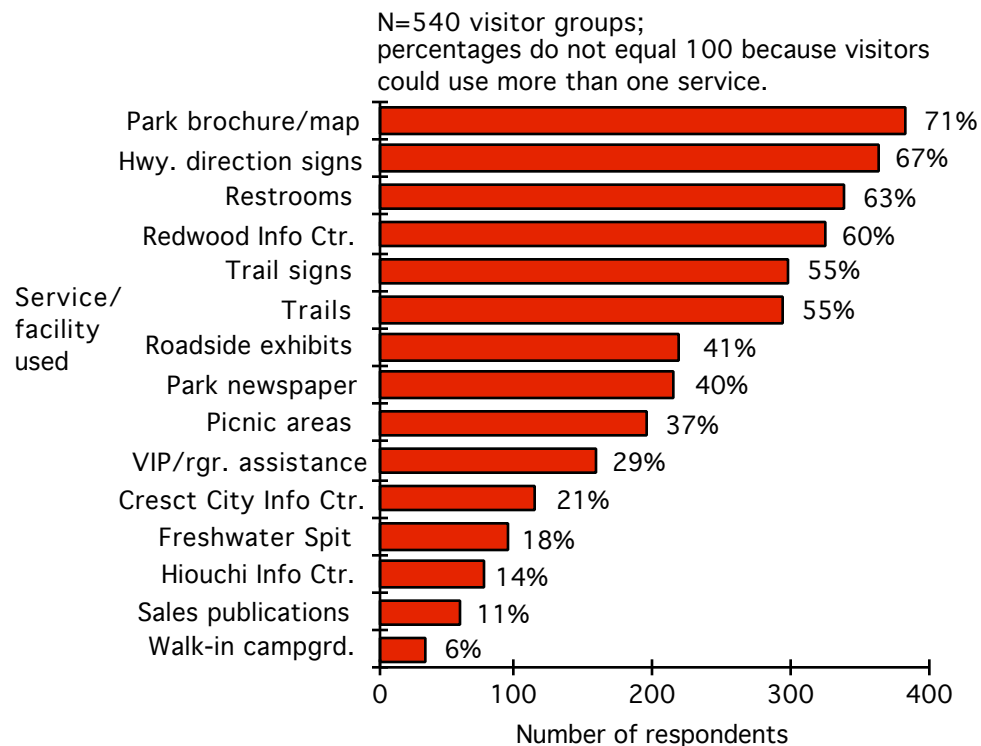


Figure 16: Use of visitor services

Visitors rated the importance and quality of visitor services they used. They used a five point scale (see boxes below).

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 17 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 17. Services were all rated above average in importance and quality.

Figures 18-32 show that several services received the highest "very important" to "extremely important" ratings: Crescent City Information Center (88%), highway directional signs (88%), trails (87%), Hiouchi Information Center (86%), park brochure map (85%), trail signs (84%), Redwood Information Center and volunteer/ranger assistance (each 82%). The highest "somewhat important" to "not important" rating was for the park newspaper (13%).

Figures 33-47 show that several services were given high "good" to "very good" quality ratings: trails (86%), Hiouchi Information Center (85%), volunteer/ranger assistance (84%), and Redwood Information Center (81%). The services receiving the highest "poor" to "very poor" quality ratings were restrooms (other than at Freshwater Spit) (18%) and trail signs (18%).

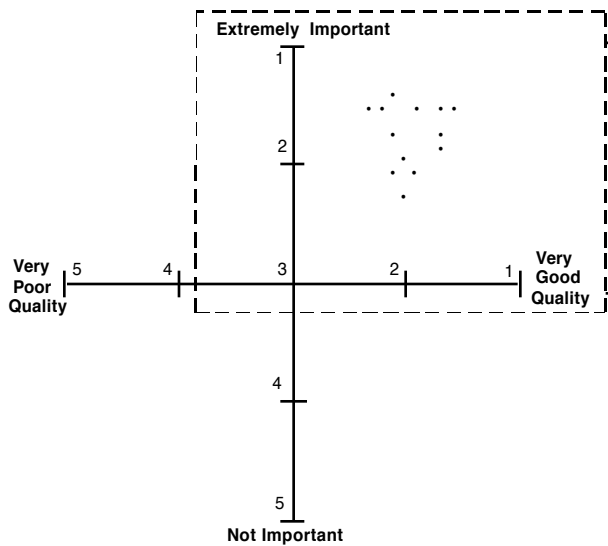


Figure 17: Average ratings of visitor service importance and quality

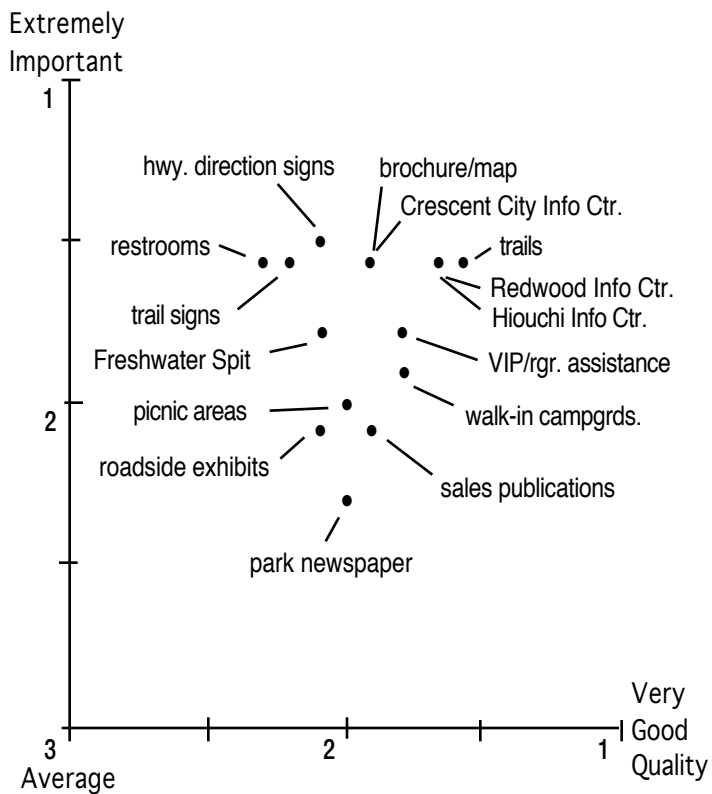


Figure 17: Detail

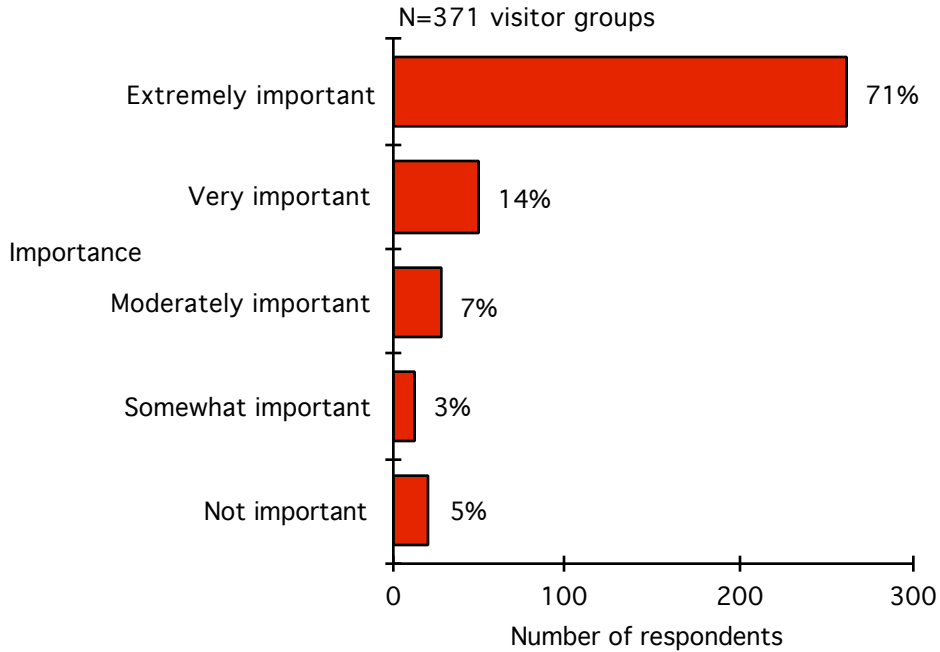


Figure 18: Importance of park brochure/map

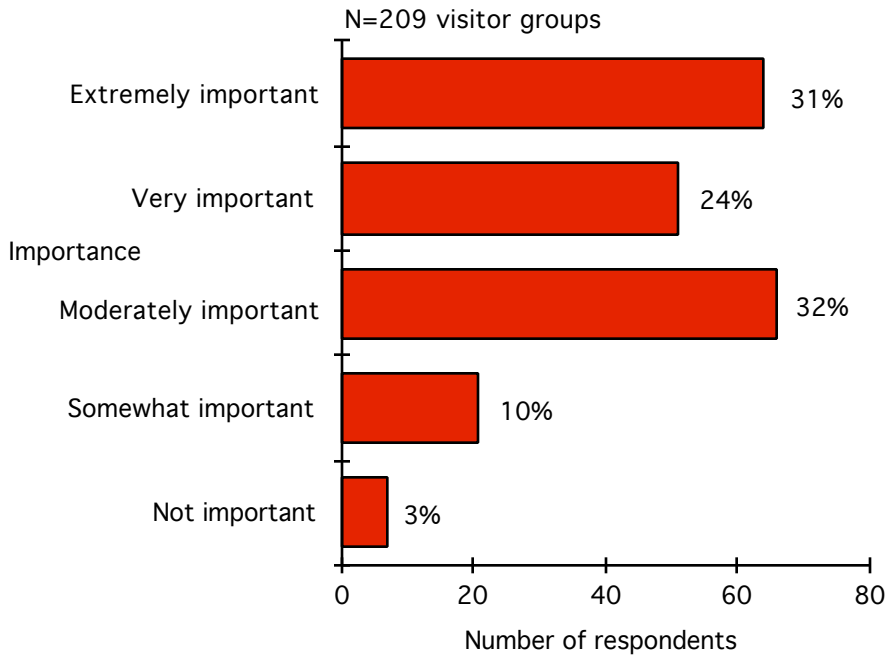


Figure 19: Importance of park newspaper (*Visitor Guide*)

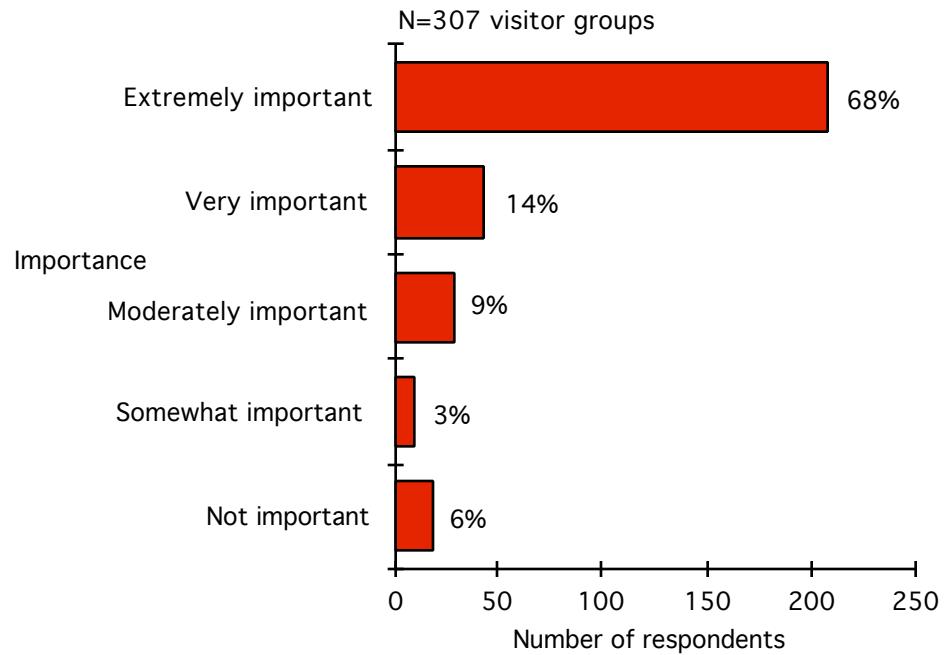


Figure 20: Importance of Redwood Information Center

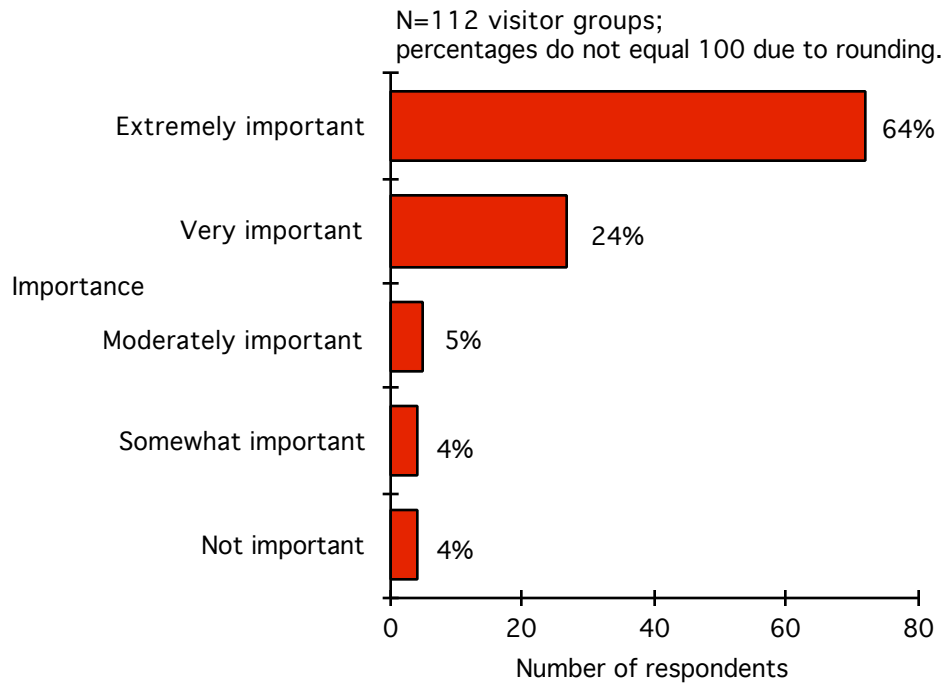


Figure 21: Importance of Crescent City Information Center

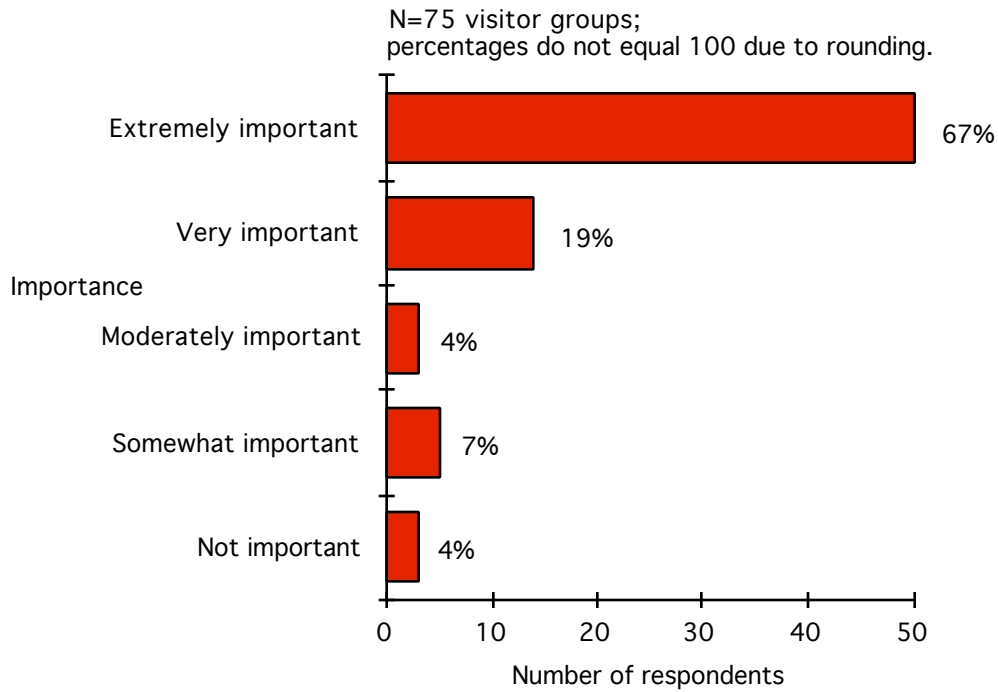


Figure 22: Importance of Hiouchi Information Center

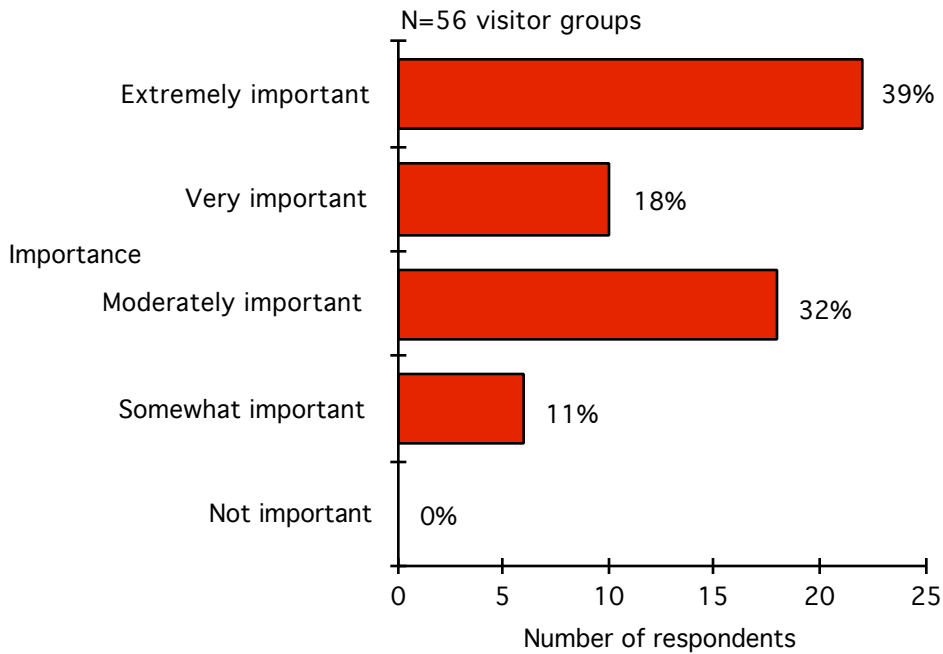


Figure 23: Importance of information center sales publications

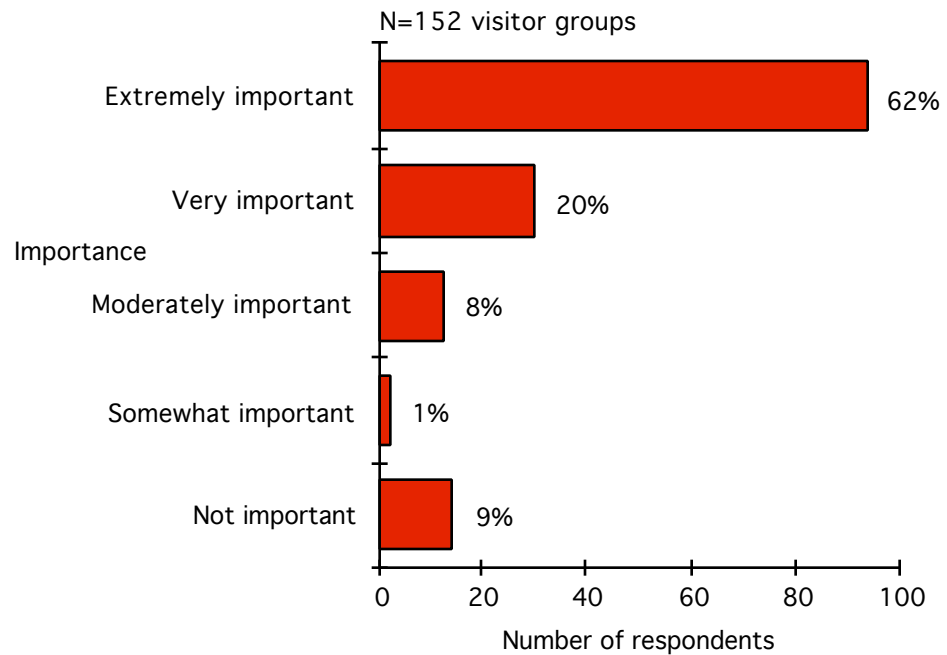


Figure 24: Importance of volunteer/ranger assistance

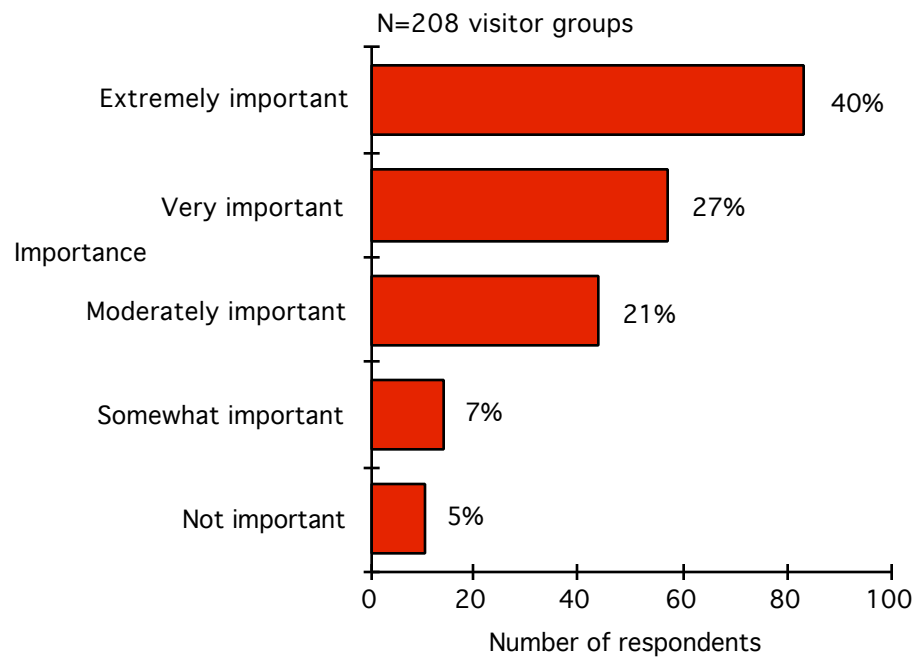


Figure 25: Importance of roadside exhibits

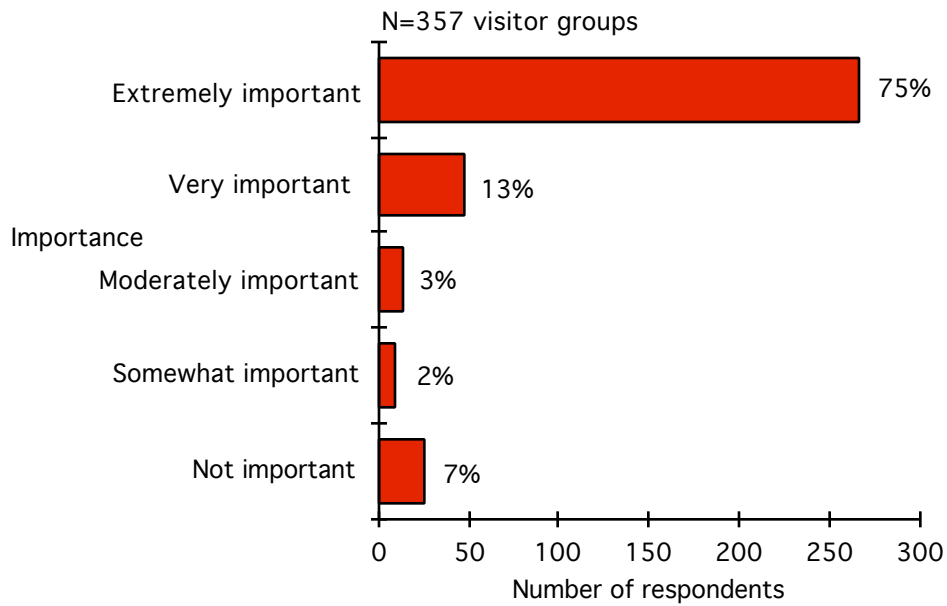


Figure 26: Importance of highway directional signs

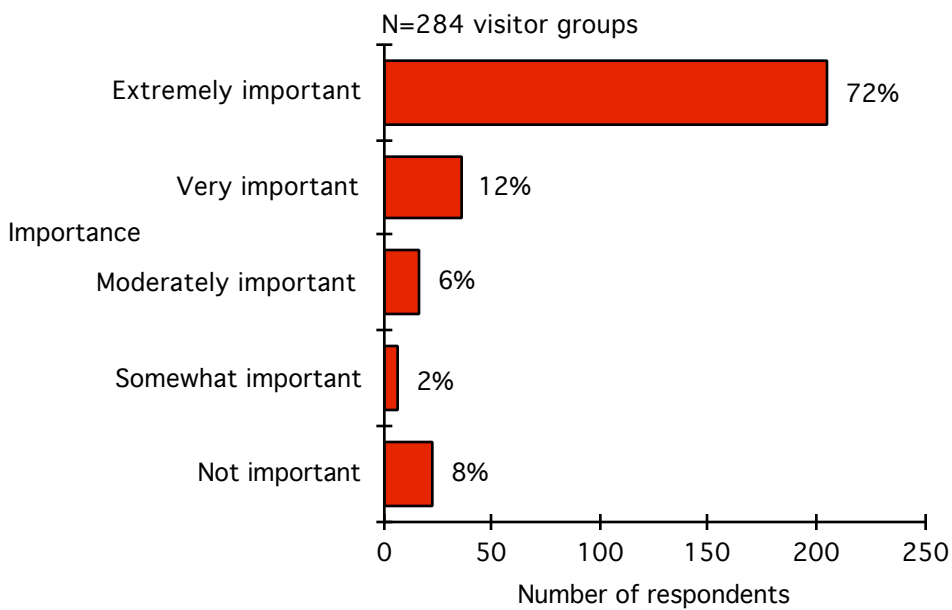


Figure 27: Importance of trail signs

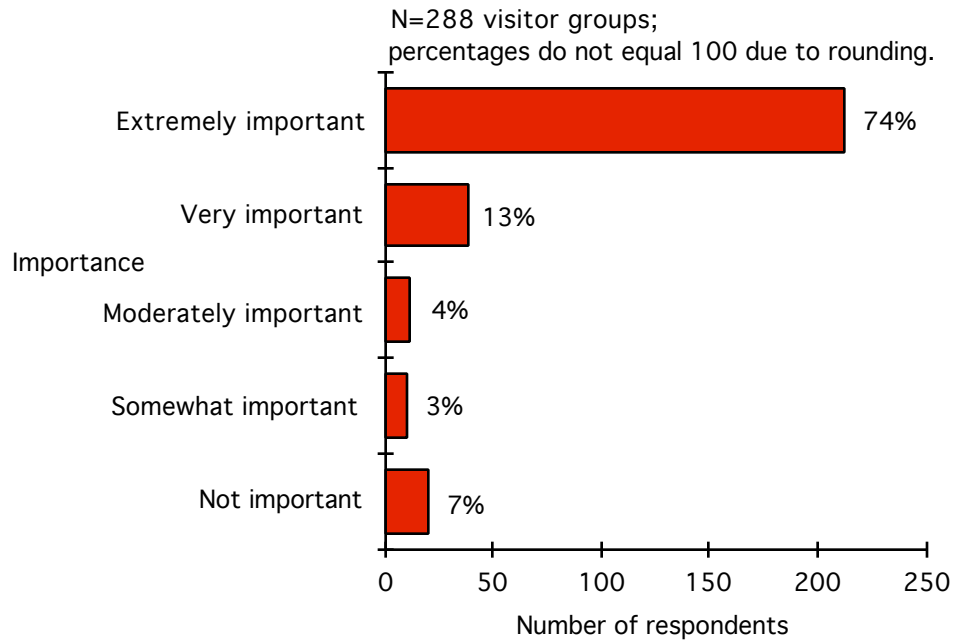


Figure 28: Importance of trails

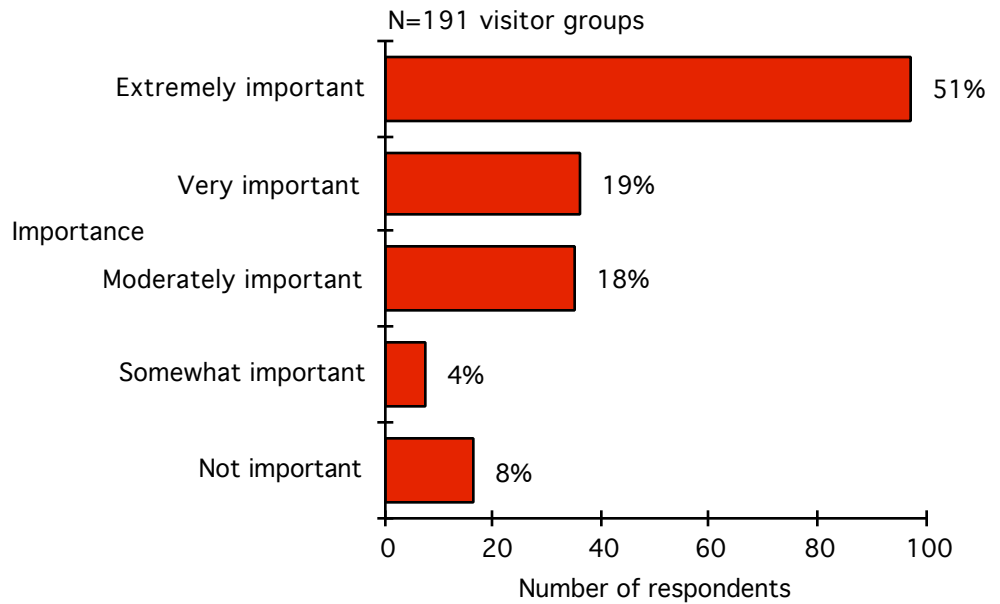


Figure 29: Importance of picnic areas

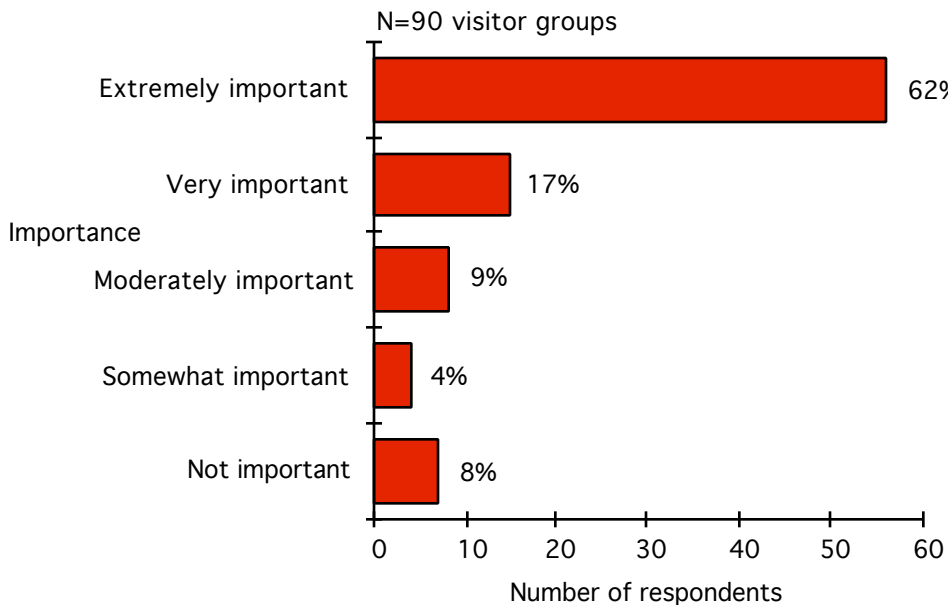


Figure 30: Importance of Freshwater Spit services(camping, restrooms, bulletin boards, garbage disposal)

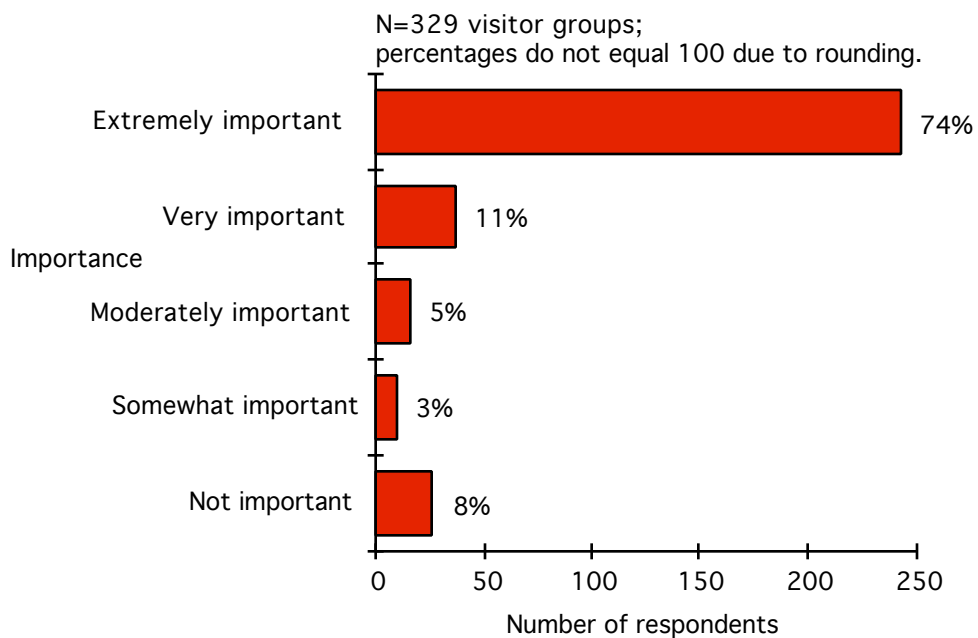


Figure 31: Importance of restrooms (other than at Freshwater Spit)

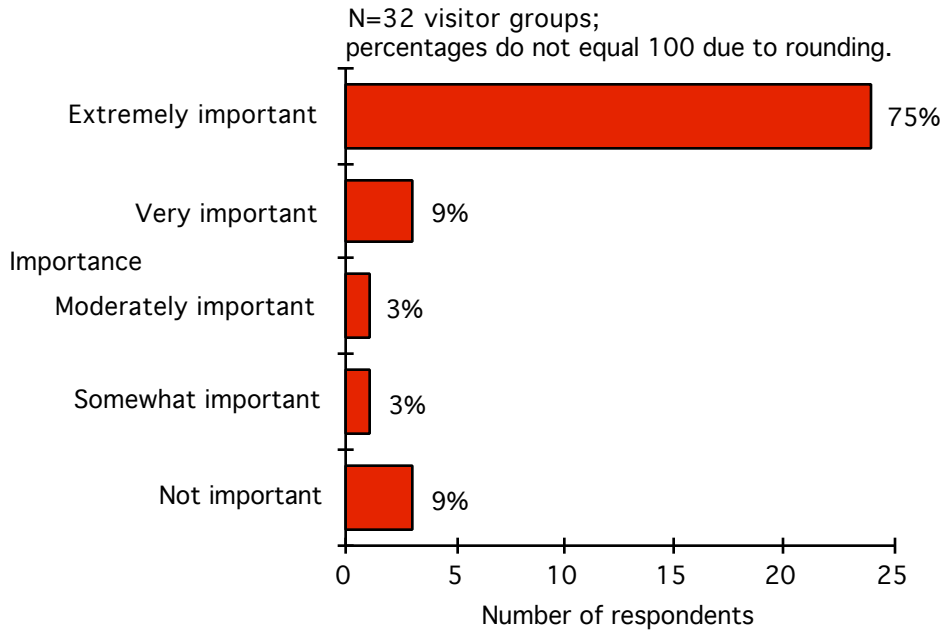


Figure 32: Importance of walk-in campgrounds

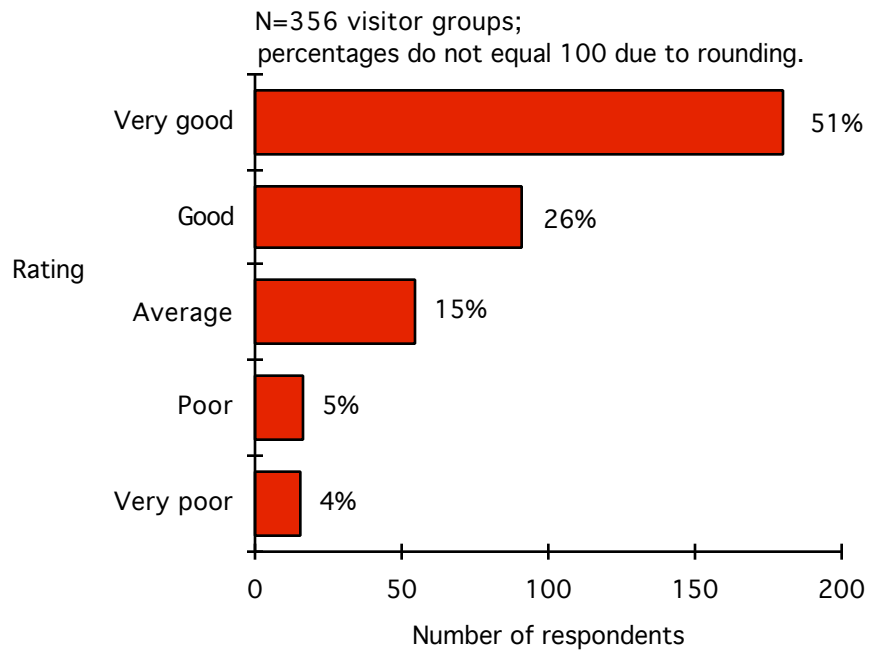


Figure 33: Quality of park brochure/map

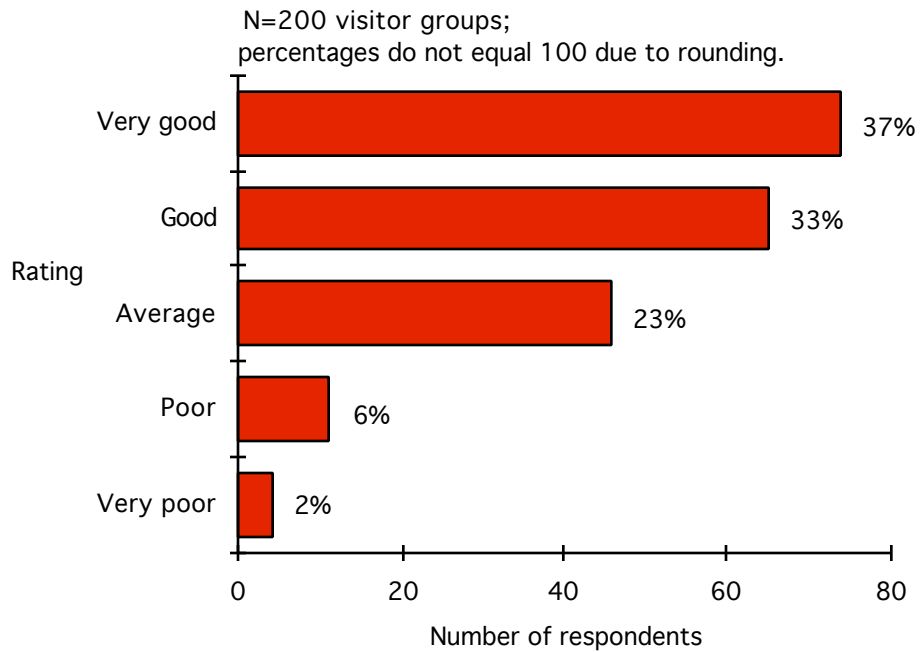


Figure 34: Quality of park newspaper (*Visitor Guide*)

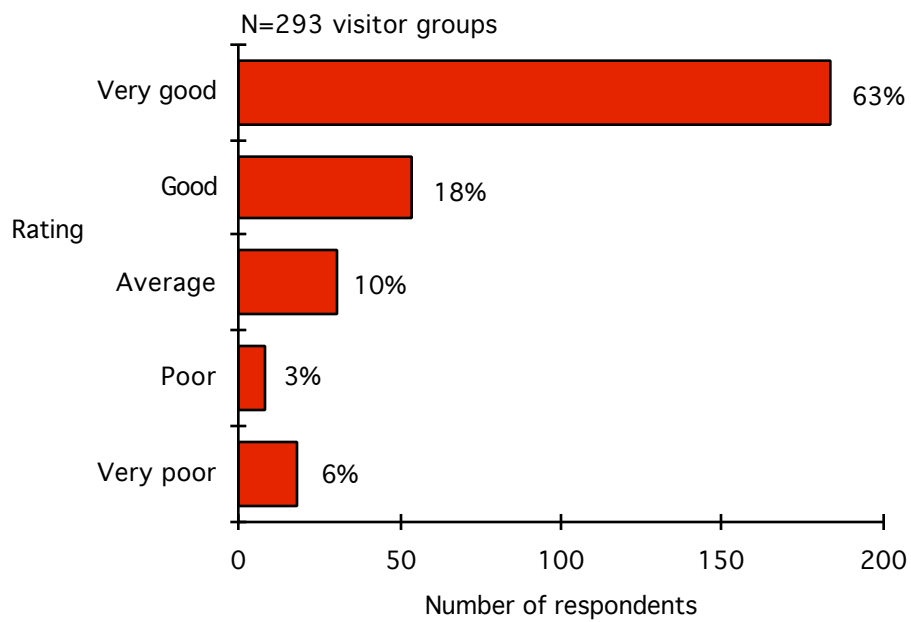


Figure 35: Quality of Redwood Information Center

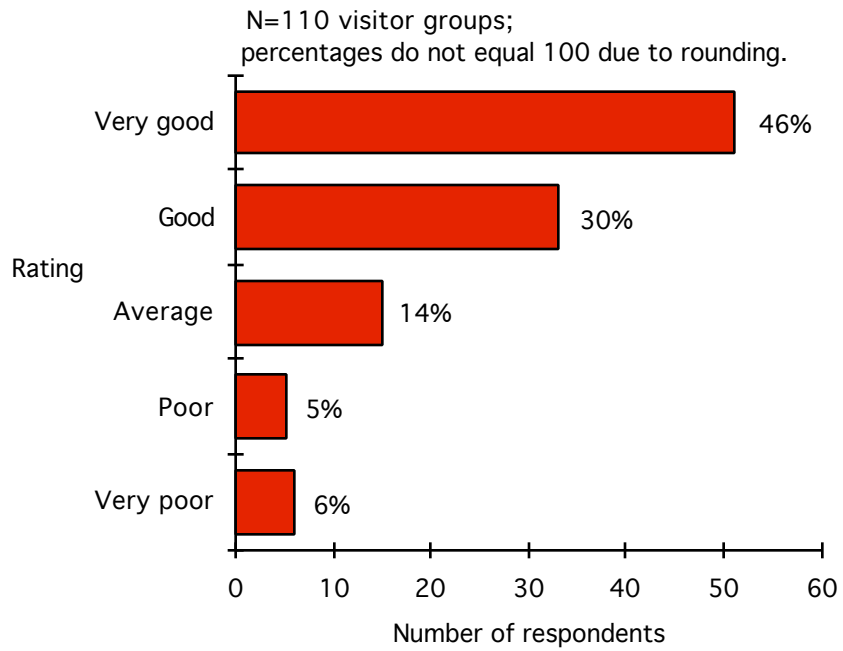


Figure 36: Quality of Crescent City Information Center

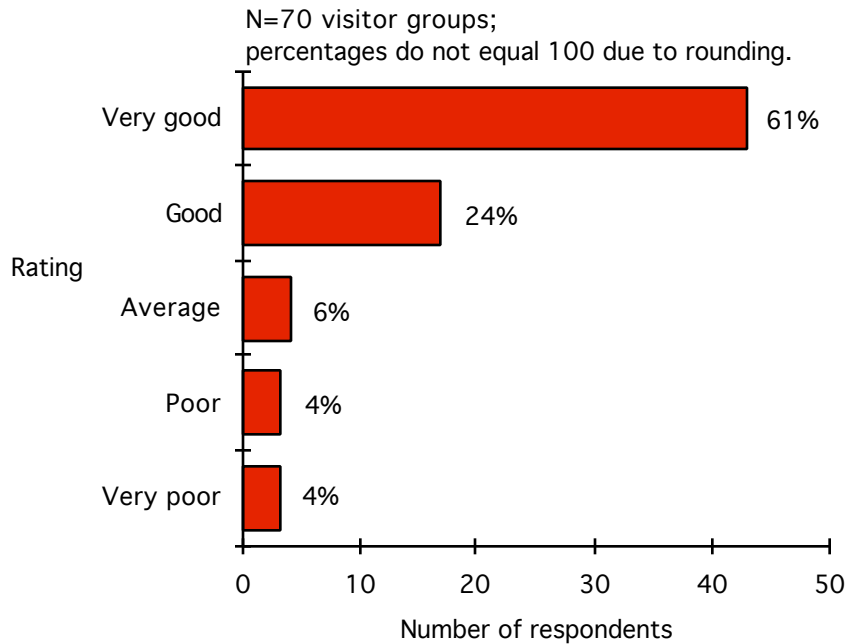


Figure 37: Quality of Hiouchi Information Center

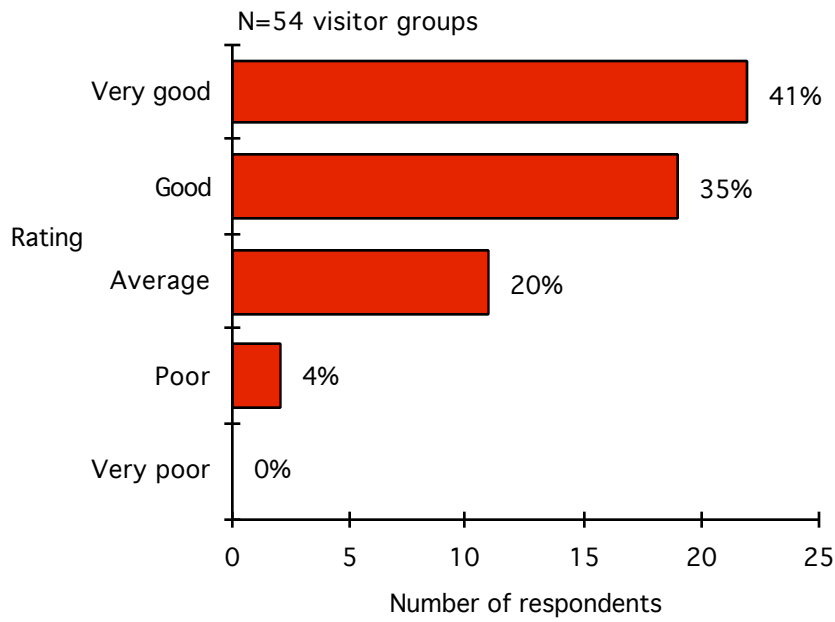


Figure 38: Quality of information center sales publications

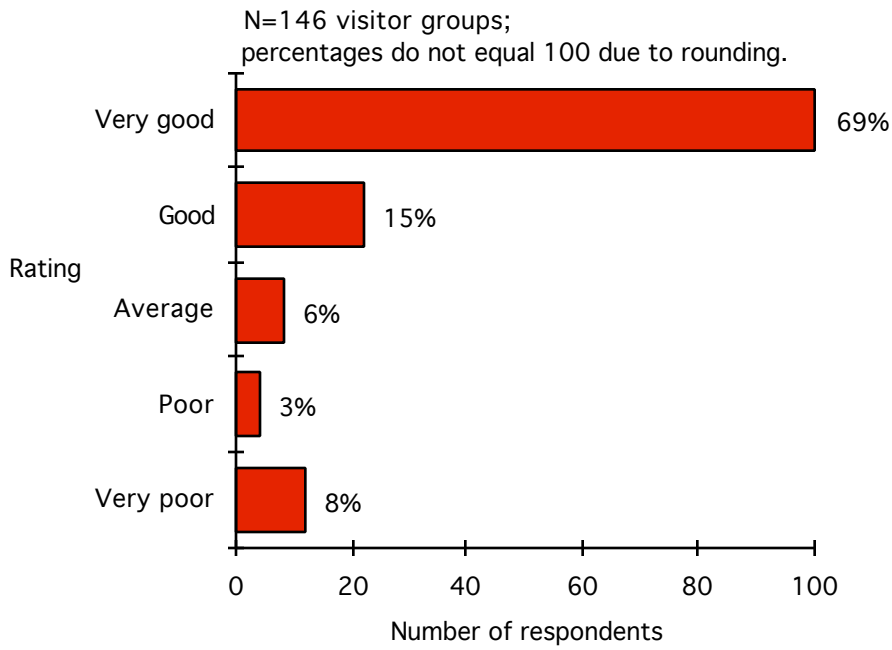


Figure 39: Quality of volunteer/ranger assistance

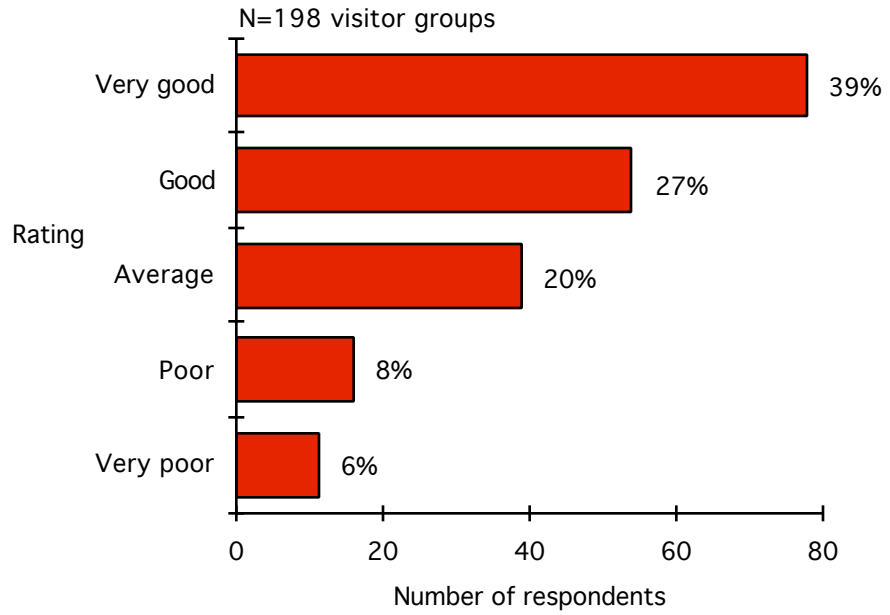


Figure 40: Quality of roadside exhibits

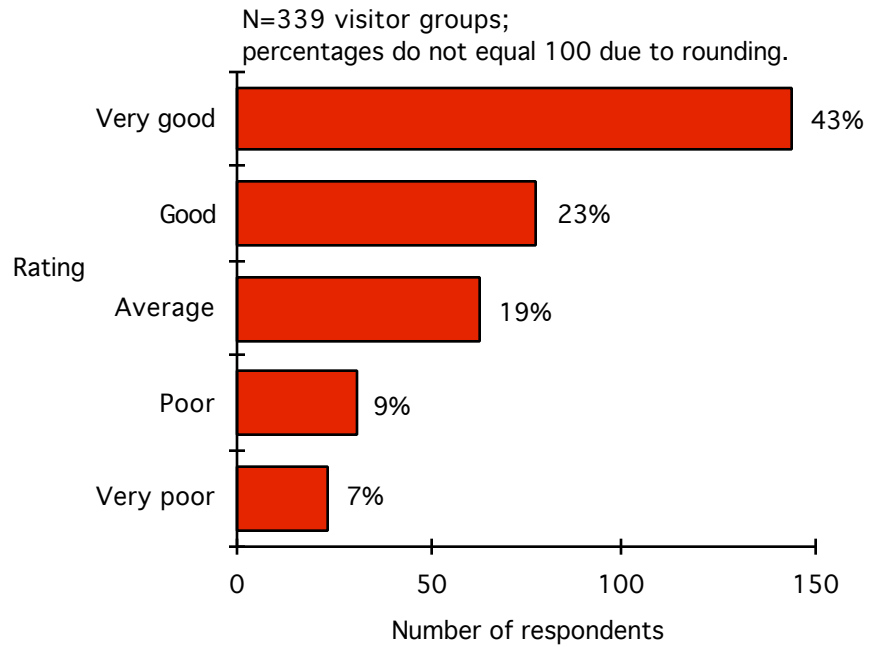


Figure 41: Quality of highway directional signs

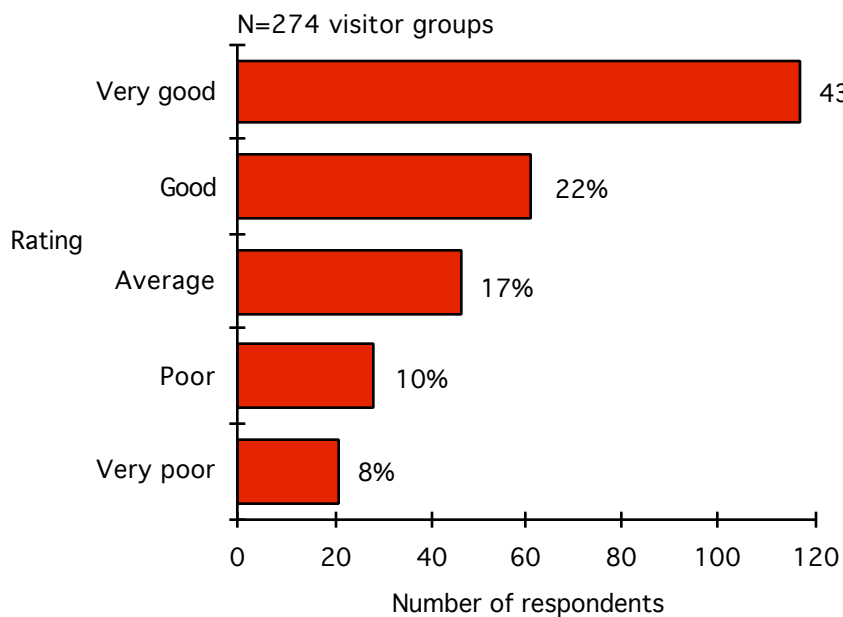


Figure 42: Quality of trail signs

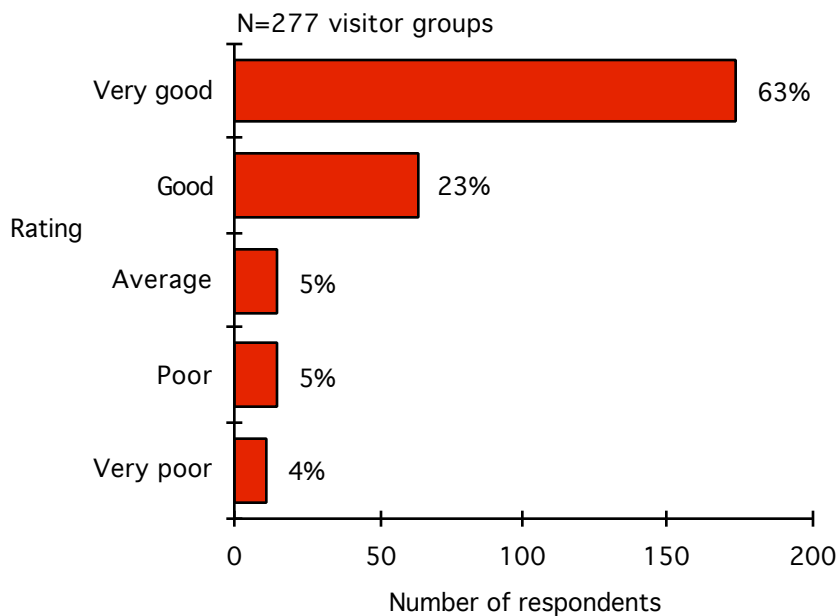


Figure 43: Quality of trails

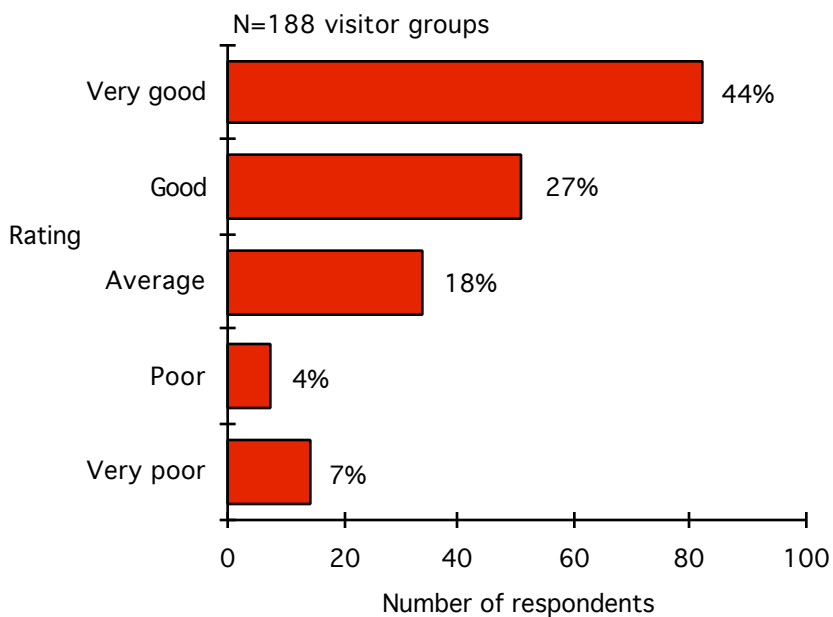


Figure 44: Quality of picnic areas

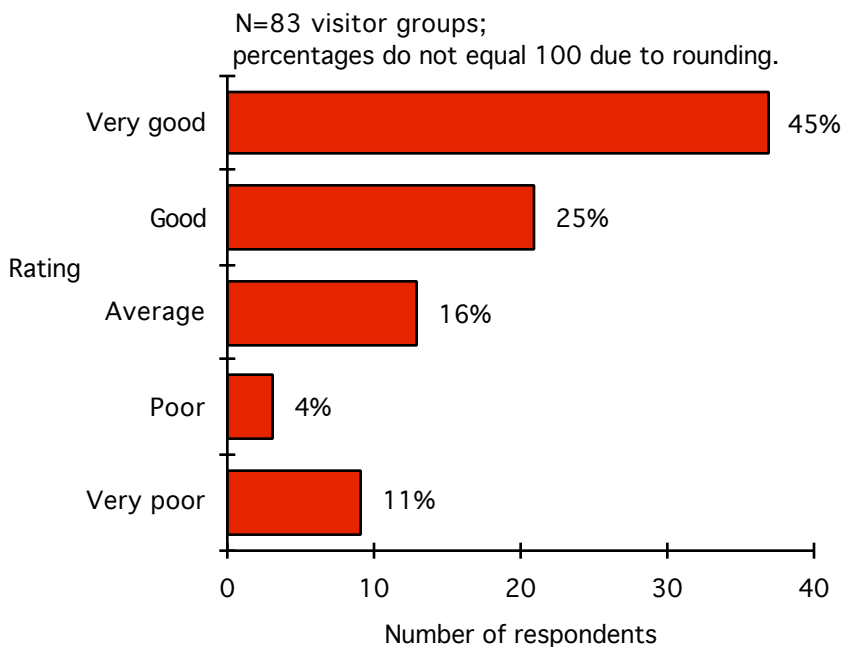


Figure 45: Quality of Freshwater Spit services (camping, restrooms, bulletin boards, garbage disposal)

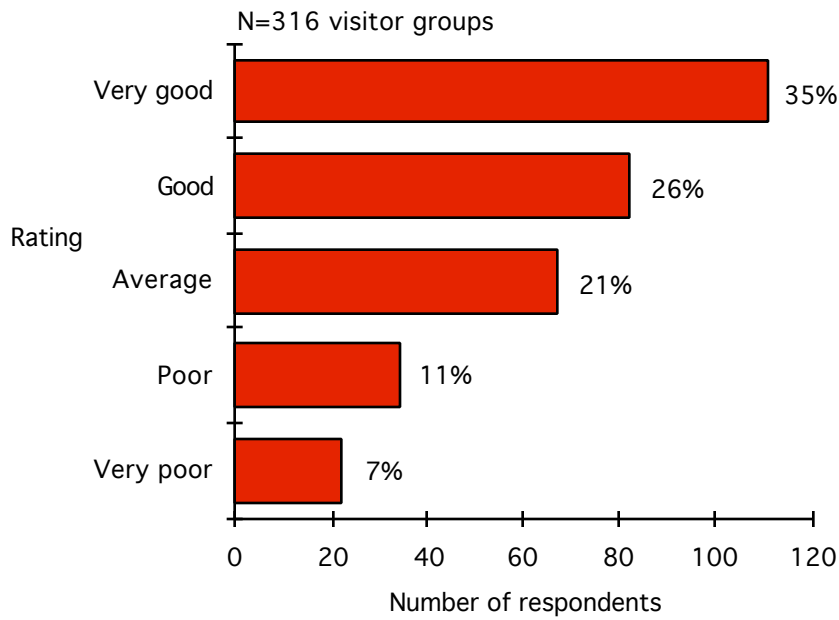


Figure 46: Quality of restrooms (other than at Freshwater Spit)

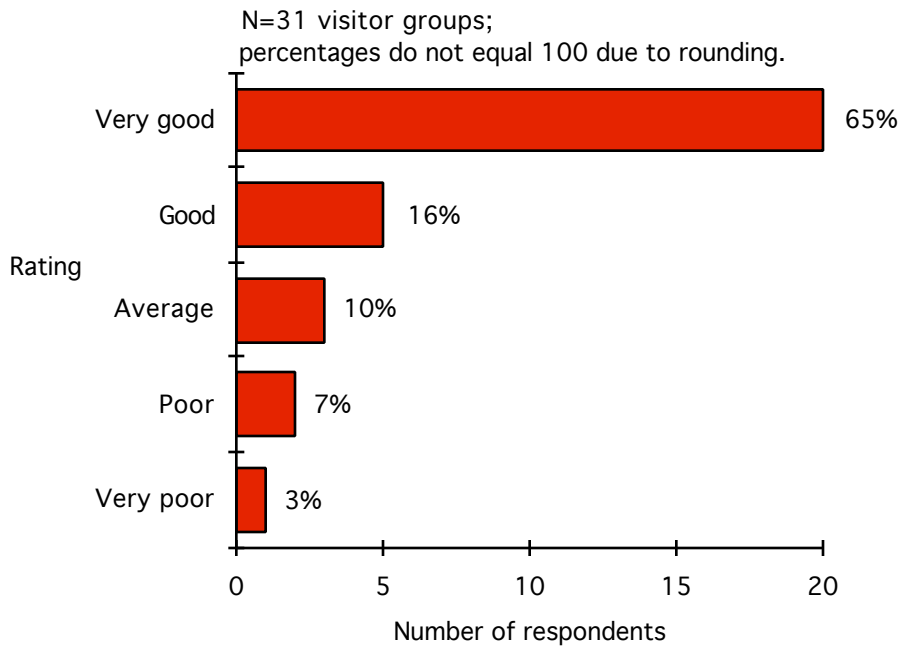


Figure 47: Quality of walk-in campgrounds

Expenditures

Visitors were asked to estimate their expenditures during this visit to the Redwood NP area (within approximately a one hour drive of the park). They were asked to estimate the amount they spent for lodging (motel, camping, etc.), travel (gas, bus fare, etc.); food (restaurant, groceries, etc.) and "other" items (recreation, film, gifts, etc.).

Forty-five percent of the visitors spent \$100 or less for lodging, travel, food and "other" items during their visit (see Figure 48). The largest proportion of their money was spent on lodging (37%), followed by food (33%), as shown in Figure 49.

Thirty-six percent of the visitors spent up to \$50 for lodging (see Figure 50). Thirty-one percent of the visitors did not spend any money for lodging. For travel, food, and "other" items, the largest proportion of visitors reported expenditures of \$25 or less (see Figures 51-53).

The average visitor group expenditure during the visit was \$135. The average per capita expenditure during the visit was \$45.

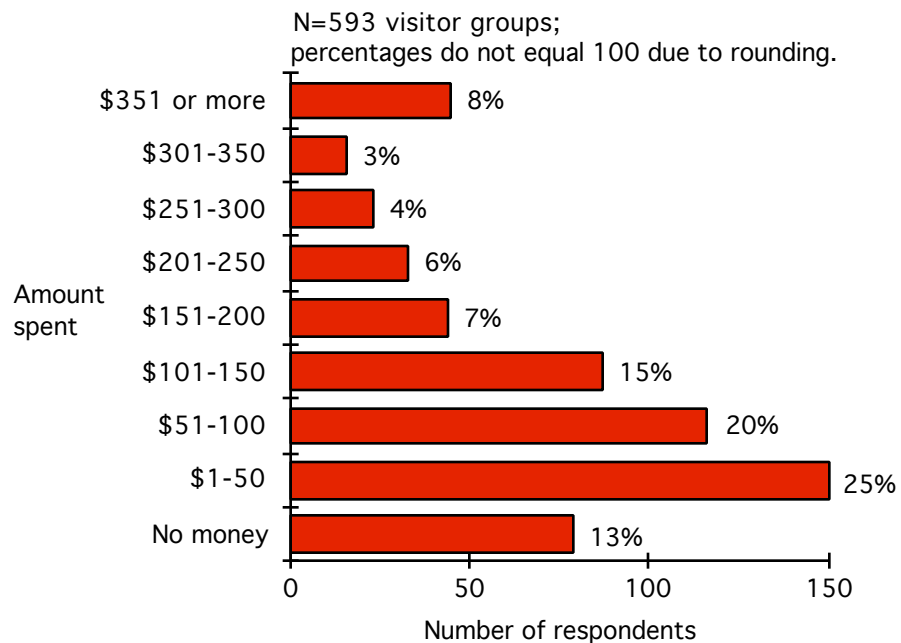


Figure 48: Total visitor expenditures

N=593 visitor groups;
percentages do not equal 100 due to rounding.

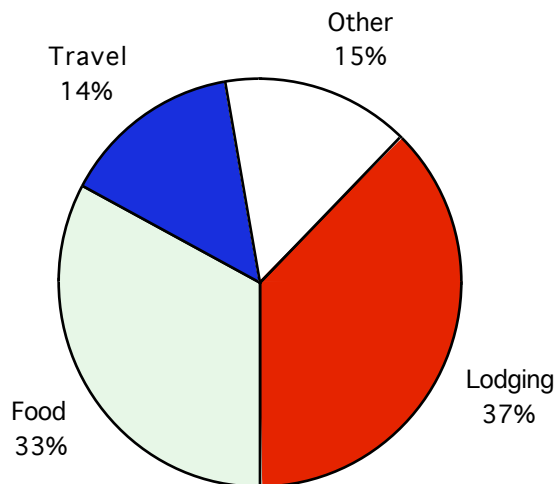


Figure 49: Proportion of visitor group expenditures by category

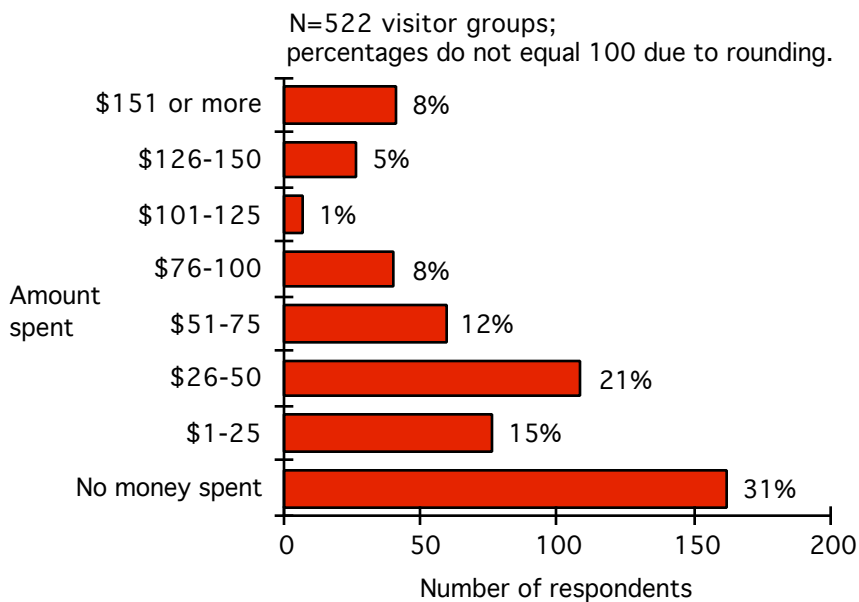


Figure 50: Visitor expenditures for lodging

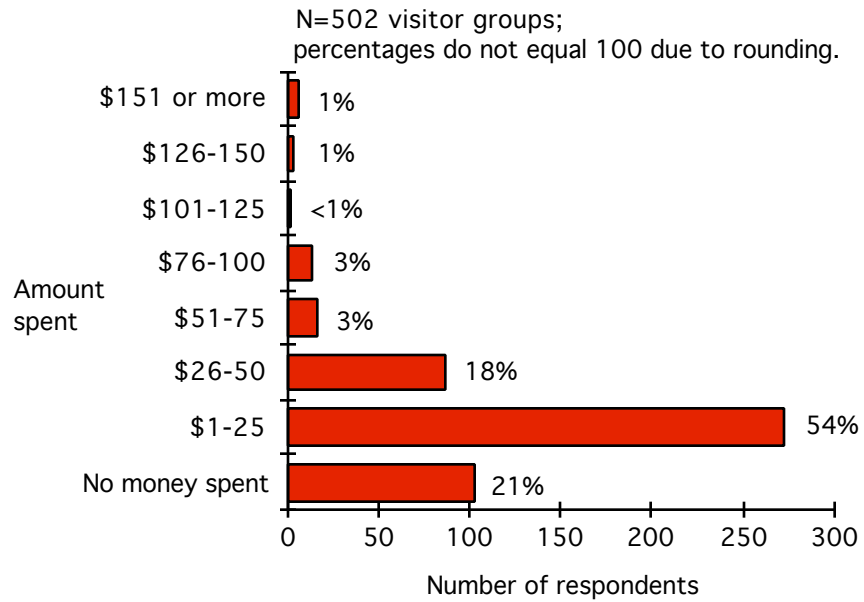


Figure 51: Visitor expenditures for travel

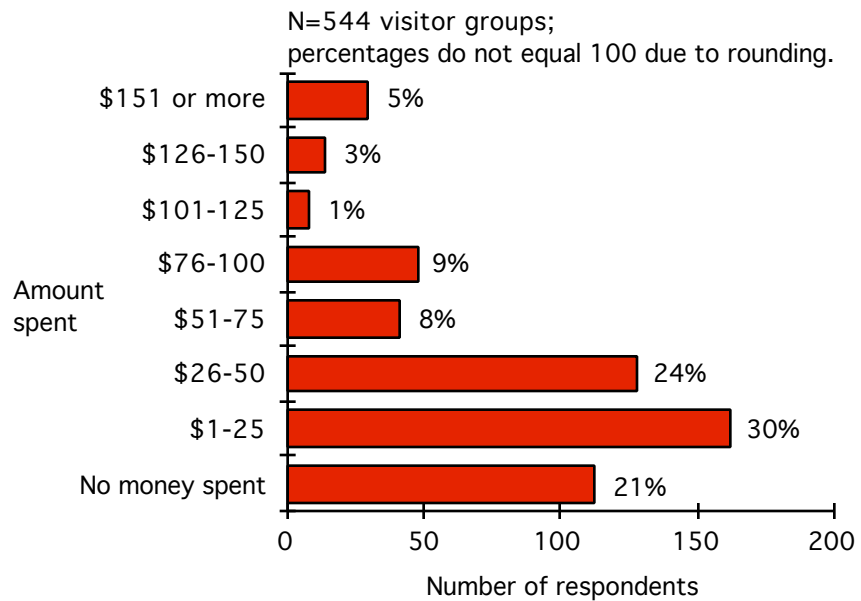


Figure 52: Visitor expenditures for food

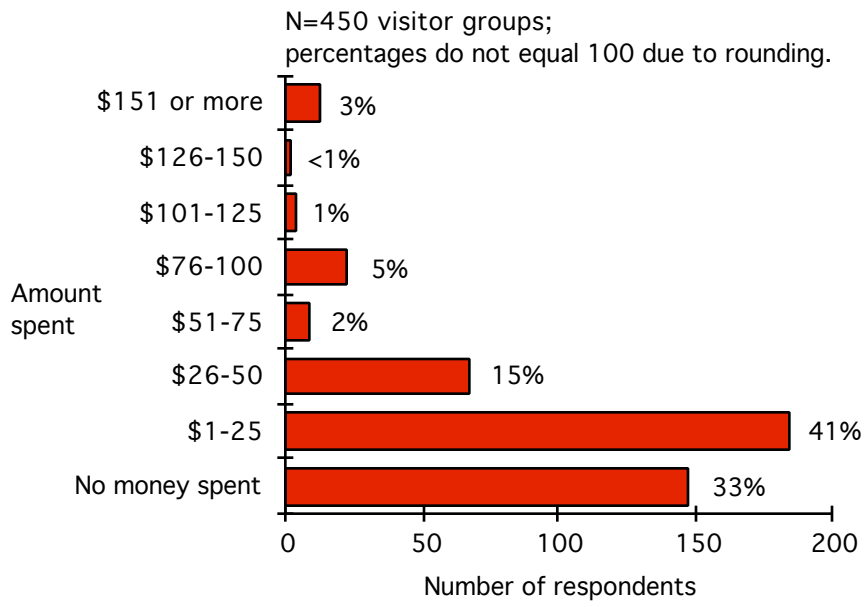


Figure 53: Visitor expenditures for "other" items

What visitors liked most Visitors were asked what they like most about their visit to Redwood. A summary of their comments is listed below and in the appendix.

Visitors' likes

N=1018 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Personnel	18
INTERPRETIVE SERVICES	
Nonpersonal	
Visitor center	7
Trails guides	3
Redwood history	2
Other comment	1
FACILITIES AND MAINTENANCE	
General	
Trails	43
Clean facilities	25
Easy access	5
Restrooms	4
Other comments	5
POLICIES	
Well managed	3
Felt safe	3
RESOURCE MANAGEMENT	
Uncrowded	17
GENERAL IMPRESSIONS	
Redwood trees	266
Scenery	211
Solitude	54
Wildlife	49
Ocean/ocean views	39
Beach	37

Hiking	35
Nature	30
Lady Bird Johnson Grove	27
Camping	27
Stout Grove	15
The park	13
Good weather	12
The drive	10
Smith River	6
Fern Canyon	6
Swimming	5
Old growth redwood trees	4
Inspirational	4
Tall Trees Grove	3
History of redwoods	3
Peacefulness	3
Family time	2
Picnicking	2
Schoolhouse Peak fire lookout	2
Driving through trees	2
Avenue of Giants	2
Other comments	13

What visitors liked least Visitors were asked what they liked least about the visit to Redwood. A summary of their comments is listed below and in the appendix.

Visitors' dislikes

N=441 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Camp host	5
INTERPRETIVE SERVICES	
Nonpersonal	
Maps need improvement	13
Lack of printed information about park	6
Lack of information about plants/animals	2
Other comments	3
Personal	
Guided walk cancelled	2
FACILITIES AND MAINTENANCE	
General	
Park/highway signs need improvement	39
Park roads in bad condition	18
Restrooms not clean	15
Need more restrooms	12
Trail signing needs improved	10
Litter	5
Roads on coast in bad condition	4
Trails difficult	4
No drinking water	3
Lack of primitive campsites	3
Lack of large campsites for RV's	3
Roads too narrow	3
Not very accessible for handicapped	2
Deterioration of facilities	2
Lack of picnic areas	2
Trail maintenance	2
LBJ Grove parking area too small	2
No bicycle routes/rentals	2
Campsites need improvement	2
Other comments	7

POLICIES

Day use fee	7
Trucks speeding on highways	6
Camping fees too high	4
Semi trucks should not be allowed on parkway	4
No dogs allowed	4
Dog messes	4
Separate state and national parks	3
Didn't feel safe	2
Confusing park boundaries	2
Other comments	4

RESOURCE MANAGEMENT

Too crowded	19
Commercialization of park	7
Lack of wildlife	4
Fragmented ecosystem of park	2

GENERAL IMPRESSIONS

Not enough time to spend	36
Weather	23
Nothing	18
Campsites full	17
Other visitors	13
Logging	13
Unable to see biggest tree	12
Traffic	10
Insects	9
Stores expensive	8
Motel quality poor	6
Crazy drivers on park roads	5
More of park should be accessible to public	4
Too many RV's	4
Restaurants poor quality	3
Mountain driving	2
No drive-through trees	2
Lodging too expensive	2
Poison oak	2
Other comments	9

Planning for the future Visitors were asked "If you were a manager planning for the future of Redwood National Park, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

N=586 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers available	3
Other comment	1
INTERPRETIVE SERVICES	
Nonpersonal	
Provide more information for day users	13
Label/explain plant life	10
Advertise park more	8
Improve park map	8
Educate visitors about conservation	4
Provide more information on trees	3
Need film at visitor center	3
State & national park visitor centers' information should not vary	3
Educate visitors about recycling	2
Provide more information on access to park	2
Encourage winter use	2
Other comments	8
Personal	
Offer ranger-guided tours	7
Provide tours/more tours of Tall Tree area	6
FACILITIES AND MAINTENANCE	
General	
Add more campsites	31
Improve highway signing in park	30
Maintain clean facilities	16
Provide more trails	10
Provide more trash cans	9
Make park more handicapped accessible	8
Improve parking	8
Provide more mountain bike trails	8
Build lodge/cabins in park	8
Improve roads within park	8
Improve restrooms	8
Provide more picnic areas	6

Improve Highway 101	5
Make Highway 101 a scenic byway	5
Improve litter cleanup	4
Provide more recycling bins	4
Improve access to park areas	4
Improve trail maintenance	3
Provide more RV campsites	3
Make one way roads in park areas	2
Provide more drinking fountains	2
Provide bike route along roads	2
Provide more showers in restrooms	2
Provide more highway turnouts	2
Provide shorter trails	2
Other comments	6

POLICIES

Park currently well managed	26
Establish shuttle bus system	7
Limit number of RV's	6
Slower speed limit on highways	6
Ban semi trucks from Highway 101	5
Combine state and national parks	5
No fees	4
Control people	4
Control dogs	3
Keep limited access to Tall Tree area	3
Prohibit logging trucks on park roads	3
Add concessions to park	3
Charge higher fees	3
Prohibit mountain bikes	2
Prohibit camping	2
Open more of the park to public	2
Limit number of cars in park	2
Prohibit smoking everywhere	2
Improve security	2
Allow dogs in park	2
Other comments	8

RESOURCE MANAGEMENT

Keep area natural/preserved	74
Stop development	41
Enlarge the park	25
Limit number of visitors	18
Prohibit logging	16
Save wildlife	3
Maintain old growth forest	2
Other comment	1

GENERAL IMPRESSIONS

Improve highway signing outside park	22
Need better restaurants in area	2
Other comments	3

Comment Summary Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=500 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

Staff/rangers helpful, friendly	29
Other comments	4

INTERPRETIVE SERVICES

Nonpersonal

Keep trail guides stocked	3
Need improved maps	2
Provide more information about trails	2
Other comments	6

Personal

Enjoyed ranger campfire talks	2
Other comment	1

FACILITIES AND MAINTENANCE

General

Well maintained	14
Need better signing in park	11
Appreciated hiking/biking facilities	3
Add more campgrounds	3
Enjoyed campgrounds	3
Good highways	3
Improve restrooms	2
Improve trail maintenance	2
Trails well maintained	2
Improve trail signing	2
Park road design poor	2
Other comments	7

POLICIES

Well managed	4
Don't charge day use fee	4
Enforce "pack it in, pack it out" policy	3
Keep park safe	2
Thanks for no fee	2
Use donation boxes	2
Other comments	7

RESOURCE MANAGEMENT

Preserve area	22
Glad it was uncrowded	3
Limit number of visitors	3
Minimize logging	3
Too many cars in park	2
Other comments	4

GENERAL IMPRESSIONS

Enjoyed visit	190
Beautiful	62
Good job/thanks	27
Visit too short	22
Improve signing outside of park	4
Encourage family use	4
Enjoyed seeing wildlife	4
Provide shuttle buses	3
Other comments	20

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the sites visited by swimmers, request a comparison of sites visited by swimmers (activity); to learn about the visitor ages of visitors who would like a ranger-guided activities schedule in the future, request a comparison of visitor ages by receive act. schedule in future.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors' reasons for visiting and the sites they visited, request a comparison of (reasons for visiting by first time visitors) by sites visited; to learn about ages of visitors who attended a ranger guided activity and stayed in a developed campground, request a comparison of (age group by ranger guided activity users) by developed campground users.

Consult the list of characteristics for Redwood visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form
 Redwood National Park
 Report 59

Date of request: _____/_____/_____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all those listed in the questionnaire.

<ul style="list-style-type: none"> • Information sources • Primary destination • Length of stay • Activities • Sites visited • Group size • Group type • Guided tour 	<ul style="list-style-type: none"> • Age • State residence • Country residence • Number times visited • Receive rgr activity schedule • Receive act. schedule in future • Visitor service use • Visitor service importance 	<ul style="list-style-type: none"> • Visitor service quality • Difficulty locating park • Reasons for visit • Lodging expenditures • Travel expenditures • Food expenditures • Other expenditures
--	--	--

Two-way comparisons (write in the appropriate variables from the above list) _____

sites visited by wildlife/bird viewers

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list) _____

reason for visit by 1st time visitor by sites visited

_____ by _____ by _____

_____ by _____ by _____

Special instructions Tell us why you need the information, what you're trying to find out, etc.

Mail to: Visitor Services Project, CPSU
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Redwood National Park
Report 59

Date of request: _____/_____/_____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | | |
|-----------------------|-----------------------------------|----------------------------|
| • Information sources | • Age | • Visitor service quality |
| • Primary destination | • State residence | • Difficulty locating park |
| • Length of stay | • Country residence | • Reasons for visit |
| • Activities | • Number times visited | • Lodging expenditures |
| • Sites visited | • Receive rgr activity schedule | • Travel expenditures |
| • Group size | • Receive act. schedule in future | • Food expenditures |
| • Group type | • Visitor service use | • Other expenditures |
| • Guided tour | • Visitor service importance | |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

QUESTIONNAIRE



NPS D-136

April 1994



Printed on recycled paper



Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park

1990 (continued)

32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences,

Moscow, Idaho 83844-1133 or call (208) 885-7129.

Visitor Services Project Redwood National Park

Appendix

Visitor Services Project Report 59
Cooperative Park Studies Unit



Visitor Services Project

Redwood National Park

Appendix

Margaret Littlejohn

Report 59

April 1994

This volume contains a summary of visitors' comments for Questions 15, 16, 17 and 18. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Professor Jot Carpenter, his landscape architecture students from Ohio State University and the staff at Redwood National Park for their assistance with this study. Redwood Natural History Association donated the scenic postcards used in the survey follow-up. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitors' likes

N=1018 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Personnel	18
INTERPRETIVE SERVICES	
Nonpersonal	
Visitor center	7
Trails guides	3
Redwood history	2
Other comment	1
FACILITIES AND MAINTENANCE	
General	
Trails	43
Clean facilities	25
Easy access	5
Restrooms	4
Other comments	5
POLICIES	
Well managed	3
Felt safe	3
RESOURCE MANAGEMENT	
Uncrowded	17
GENERAL IMPRESSIONS	
Redwood trees	266
Scenery	211
Solitude	54
Wildlife	49
Ocean/ocean views	39
Beach	37
Hiking	35
Nature	30
Lady Bird Johnson Grove	27
Camping	27
Stout Grove	15
The park	13
Good weather	12

The drive	10
Smith River	6
Fern Canyon	6
Swimming	5
Old growth redwood trees	4
Inspirational	4
Tall Trees Grove	3
History of redwoods	3
Peacefulness	3
Family time	2
Picnicking	2
Schoolhouse Peak fire lookout	2
Driving through trees	2
Avenue of Giants	2
Other comments	13

Visitors' dislikes

N=441 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Camp host	5
INTERPRETIVE SERVICES	
Nonpersonal	
Maps need improvement	13
Lack of printed information about park	6
Lack of information about plants/animals	2
Other comments	3
Personal	
Guided walk cancelled	2
FACILITIES AND MAINTENANCE	
General	
Park/highway signs need improvement	39
Park roads in bad condition	18
Restrooms not clean	15
Need more restrooms	12
Trail signing needs improved	10
Litter	5
Roads on coast in bad condition	4
Trails difficult	4
No drinking water	3
Lack of primitive campsites	3
Lack of large campsites for RV's	3
Roads too narrow	3
Not very accessible for handicapped	2
Deterioration of facilities	2
Lack of picnic areas	2
Trail maintenance	2
LBJ Grove parking area too small	2
No bicycle routes/rentals	2
Campsites need improvement	2
Other comments	7
POLICIES	
Day use fee	7
Trucks speeding on highways	6
Camping fees too high	4

Semi trucks should not be allowed on parkway	4
No dogs allowed	4
Dog messes	4
Separate state and national parks	3
Didn't feel safe	2
Confusing park boundaries	2
Other comments	4

RESOURCE MANAGEMENT

Too crowded	19
Commercialization of park	7
Lack of wildlife	4
Fragmented ecosystem of park	2

GENERAL IMPRESSIONS

Not enough time to spend	36
Weather	23
Nothing	18
Campsites full	17
Other visitors	13
Logging	13
Unable to see biggest tree	12
Traffic	10
Insects	9
Stores expensive	8
Motel quality poor	6
Crazy drivers on park roads	5
More of park should be accessible to public	4
Too many RV's	4
Restaurants poor quality	3
Mountain driving	2
No drive-through trees	2
Lodging too expensive	2
Poison oak	2
Other comments	9

Planning for the future

N=586 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers available	3
Other comment	1
INTERPRETIVE SERVICES	
Nonpersonal	
Provide more information for day users	13
Label/explain plant life	10
Advertise park more	8
Improve park map	8
Educate visitors about conservation	4
Provide more information on trees	3
Need film at visitor center	3
State & national park visitor centers' information should not vary	3
Educate visitors about recycling	2
Provide more information on access to park	2
Encourage winter use	2
Other comments	8
Personal	
Offer ranger-guided tours	7
Provide tours/more tours of Tall Tree area	6
FACILITIES AND MAINTENANCE	
General	
Add more campsites	31
Improve highway signing in park	30
Maintain clean facilities	16
Provide more trails	10
Provide more trash cans	9
Make park more handicapped accessible	8
Improve parking	8
Provide more mountain bike trails	8
Build lodge/cabins in park	8
Improve roads within park	8
Improve restrooms	8
Provide more picnic areas	6
Improve Highway 101	5
Make Highway 101 a scenic byway	5
Improve litter cleanup	4
Provide more recycling bins	4
Improve access to park areas	4

Improve trail maintenance	3
Provide more RV campsites	3
Make one way roads in park areas	2
Provide more drinking fountains	2
Provide bike route along roads	2
Provide more showers in restrooms	2
Provide more highway turnouts	2
Provide shorter trails	2
Other comments	6

POLICIES

Park currently well managed	26
Establish shuttle bus system	7
Limit number of RV's	6
Slower speed limit on highways	6
Ban semi trucks from Highway 101	5
Combine state and national parks	5
No fees	4
Control people	4
Control dogs	3
Keep limited access to Tall Tree area	3
Prohibit logging trucks on park roads	3
Add concessions to park	3
Charge higher fees	3
Prohibit mountain bikes	2
Prohibit camping	2
Open more of the park to public	2
Limit number of cars in park	2
Prohibit smoking everywhere	2
Improve security	2
Allow dogs in park	2
Other comments	8

RESOURCE MANAGEMENT

Keep area natural/preserved	74
Stop development	41
Enlarge the park	25
Limit number of visitors	18
Prohibit logging	16
Save wildlife	3
Maintain old growth forest	2
Other comment	1

GENERAL IMPRESSION

Improve highway signing outside park	22
Need better restaurants in area	2
Other comments	3

Visitor Comment Summary

N=500 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	29
Other comments	4
INTERPRETIVE SERVICES	
Nonpersonal	
Keep trail guides stocked	3
Need improved maps	2
Provide more information about trails	2
Other comments	6
Personal	
Enjoyed ranger campfire talks	2
Other comment	1
FACILITIES AND MAINTENANCE	
General	
Well maintained	14
Need better signing in park	11
Appreciated hiking/biking facilities	3
Add more campgrounds	3
Enjoyed campgrounds	3
Good highways	3
Improve restrooms	2
Improve trail maintenance	2
Trails well maintained	2
Improve trail signing	2
Park road design poor	2
Other comments	7
POLICIES	
Well managed	4
Don't charge day use fee	4
Enforce "pack it in, pack it out" policy	3
Keep park safe	2
Thanks for no fee	2
Use donation boxes	2
Other comments	7

RESOURCE MANAGEMENT

Preserve area	22
Glad it was uncrowded	3
Limit number of visitors	3
Minimize logging	3
Too many cars in park	2
Other comments	4

GENERAL IMPRESSIONS

Enjoyed visit	190
Beautiful	62
Good job/thanks	27
Visit too short	22
Improve signing outside of park	4
Encourage family use	4
Enjoyed seeing wildlife	4
Provide shuttle buses	3
Other comments	20