

Visitor Services Project  
**Chattahoochee River National Recreation Area**  
Report Summary

- This report describes the results of a visitor study at Chattahoochee River National Recreation Area during April 11-19, 1998. A total of 989 questionnaires were distributed. Visitors returned 704 questionnaires for a 71% response rate.
- This report profiles Chattahoochee River NRA visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Forty-six percent of the visitors were alone and 29% were in family groups. Forty-six percent of Chattahoochee River NRA visitors were in groups of one; 44% were in groups of two or three. One percent of visitors were in organized tour groups; one percent were on a school field trip. Many visitors (68%) were aged 26-55 and 13% were aged 15 years or younger.
- Among Chattahoochee River NRA visitors, the number of international visitors was so small that it is unreliable. United States visitors were from Georgia (91%), Florida (1%), New York (1%), and California (1%), 24 other states and Washington, D.C.
- During the past twelve months, most of the visitors (84%) to Chattahoochee River NRA were repeat visitors. During the past five years, 88% were repeat visitors. Almost half of the visitors (49%) stayed one hour in the park; 45% stayed two to three hours. About two-thirds of the visitors (66%) visit the park on both weekends and weekdays. Common activities on this visit to Chattahoochee River NRA were walking/ hiking (55%), exercising (49%), sightseeing (37%) and viewing wildlife (36%). On past visits, common activities included walking/ hiking (64%), exercising (56%), viewing wildlife (46%), sightseeing (45%) and picnicking (31%).
- Prior to visiting, many visitors relied on previous visits (57%), friends/ relatives (41%) and area signs (27%) to obtain information about the park. Most visitors (83%) were able to find the park because they knew the location from previous visits. The most often listed reasons for visiting were walking/ hiking (53%), exercising (52%) and viewing scenery (39%).
- Visitors identified the most useful information they need as they arrive at any unit of the Chattahoochee River NRA: a map of the unit (66%), restroom locations (36%) and rules and regulations (28%). They prefer to get this information via signs (61%), bulletin boards (53%) and brochures (41%).
- On this visit, the most visited places were Cochran Shoals Unit North (31%) and Cochran Shoals Unit South (30%). In the past, Cochran Shoals Unit South (36%), Cochran Shoals Unit North (30%), Johnson Ferry Unit (30%) and Sope Creek Unit (27%) were the most visited units in the park.
- For the use, importance and quality of visitor services and facilities, it is important to note the number of visitor groups who responded to each question. The most used services and facilities by 639 respondents were the trails (78%), parking areas (72%) and restrooms (54%). According to visitors, trails (94% of 468 respondents), parking areas (88% of 442 respondents) and restrooms (88% of 328 respondents) were the most important services. The best quality services were trails (77% of 450 respondents), parking areas (68% of 428 respondents) and garbage cans/ recycling (62% of 164 respondents).
- Most visitors (79%), when asked their opinion about the parking fees (\$2/day or \$20/year) said the fee is "about right." Twenty percent felt the fee was too high and 2% felt the fee was too low. The visitors suggested many ways the fees should be used to improve services.
- Most visitors (81%) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the  
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