

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.

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