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## Visitor Services Project Whiskeytown National Recreation Area Report Summary

- This report describes the results of a visitor study at Whiskeytown National Recreation Area (NRA) during July 20-26, 1998. A total of 784 questionnaires were distributed to visitors. Visitors returned 486 questionnaires for a 62% response rate.
- This report profiles Whiskeytown NRA visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-four percent of the visitor groups were family groups. Twenty-seven percent of visitor groups were groups of two. Forty-four percent of visitors were aged 1-25.
- Twenty-two percent of visitors were making their first visits to Whiskeytown NRA. Eighty-eight percent of the visitor groups spent less than a day at the park and 4% spent two or three days. Of those groups that spent less than a day at the park, 19% spent seven hours or more.
- United States visitors were from California (90%), Oregon (3%), and 27 other states. Among Whiskeytown NRA visitors, 2% were international visitors. They were from Germany (41%), England (24%), and Switzerland (16%), and 3 other countries.
- On this visit, the most common activities were swimming/sunbathing (74%), picnicking (42%) and motorboating (25%). On previous visits, the most common activities were swimming/sunbathing (79%), picnicking (69%) and motorboating (53%).
- On this visit, the most commonly visited places were the visitor center (37%), Brandy Creek Beach (33%) and Brandy Creek Marina (24%). On previous visits, the most commonly visited places were Brandy Creek Beach (71%), Oak Bottom Beach (66%) and the visitor center (64%).
- Eighty-four percent of visitor groups indicated that scenic views were either "extremely important" or "very important" to their visit. Seventy-seven percent of groups rated solitude and quiet as "extremely important" or "very important" to their visit, and 74% indicated that plants and animals were "extremely important" or "very important" to their visit.
- With regard to the use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The services and facilities most used by 457 visitor groups were restrooms (84%) and parking areas (75%). According to visitors, the most important services and facilities were lifeguards (93% of 45 respondents) and boat launches (93% of 139 respondents). The highest quality services and facilities were parking areas (83% of 325 respondents), roads (83% of 250 respondents) and garbage collection (83% of 203 respondents).
- The information services most used by 277 visitor groups were road signs (69%) and information from park staff (46%). According to visitors, the most important information services were road signs (87% of 190 respondents) and other informational brochures (84% of 32 respondents). The highest quality information services were other brochures (95% of 33 respondents) and the park brochure/map (92% of 99 respondents).
- The median visitor group expenditure within fifty miles of Whiskeytown NRA was \$34.50. Of the total expenditures by groups within fifty miles of Whiskeytown NRA, 58% was for food, 29% was for travel, and 13% was for "other" items, such as recreation, film, and gifts.
- Eighty-four percent of visitor groups rated the overall quality of visitor services at Whiskeytown NRA as "very good" or "good." No visitor groups rated services as "very poor." Visitors made many additional comments.

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