

Visitor Services Project
Channel Islands National Park

Report Summary

- This report describes the results of a visitor study at Channel Islands National Park during August 8-14, 1993. A total of 404 questionnaires were distributed and 290 returned, a 72% response rate.
- This report profiles Channel Islands National Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (56%). Forty-six percent of visitors were between the ages of 26-50; 25% were 15 years old or younger. Most (54%) had previously visited Channel Islands National Park.
- Visitors from foreign countries comprised 5% of the visitation. Seventy-five percent of the U.S. visitors came from California, with smaller numbers from many other states.
- Fifty-two percent of visitors reported staying two hours or less at Channel Islands National Park. Thirty-six percent of visitors spent two days at Channel Islands National Park, while another 36% of the visitors spent five days or more.
- Sixty-six percent of visitors visited the visitor center in Ventura and 29% reported they had visited Anacapa Island while visiting the park.
- The visitors most often used previous visits (50%), advice from friends and relatives (40%) and a travel guide/tour book as sources (30%) of information about the park prior to their visit.
- The most common activities were marine mammal watching (45%), bird watching (34%) and photography (33%). The most common activities during past visits were marine watching (61%), photography (45%) and recreational fishing (44%).
- The most used service at Channel Islands National Park was the restrooms (80%). Island Packers Corporation boat tours received the highest quality ratings.
- The most commonly used interpretive services at Channel Islands National Park were the visitor center exhibits (83%), contact with park staff (56%) and the visitor center movies (46%). The bulletin boards received the highest quality ratings.
- Visitors made many additional comments.

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