

**Visitor Services Project  
Big Cypress National Preserve  
ORV Permit Holder/Camp Owner  
Report Summary**

- This report describes the results of a visitor study of Big Cypress National Preserve Off Road Vehicles (ORV) Permit Holders/Camp Owners mailed on May 2, 2007, with a pre-notification sent on April 25, 2007. A total of 549 questionnaires were sent to a random sample of visitors who registered with Big Cypress National Preserve as ORV Permit Holders or Camp Owners. Of those, 29 were not deliverable, reducing the usable sample size to 520. A total of 240 questionnaires were returned resulting in a 46.2% response rate.
- This report profiles a systematic random sample of ORV Permit Holders and Camp Owners registered with Big Cypress National Preserve. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Twenty-nine percent of visitor groups were in groups of five or more and 42% were groups of two or three. Forty-one percent of visitor groups were in family and friends groups.
- Fifty-four percent of visitors were ages 31-55 years and 11% were ages 15 years or younger.
- United States visitors were from Florida (96%), Ohio (1%), and 11 other states. International visitors were too few in number to provide reliable data.
- Fifty-seven percent of visitor groups visited the preserve five or more times in the 12 months prior to the survey. Eighty-one percent of visitors visited the preserve five or more times in their lifetime. Big Cypress National Preserve was the primary destination for 92% of visitor groups.
- Among visitor groups who stayed less than 24 hours, 54% stayed seven or more hours. Most visitor groups who stayed 24 hours or more stayed two to three days (60%). The average length of stay by all respondents was 2.5 days. Sixty-six percent of visitor groups enter the preserve once on this visit.
- The most common activities included off road driving (72%), camping (49%), hunting (45%), and wildlife viewing other than birds (42%). The most common site visited was the backcountry (55%), with most groups entering at Monroe Station North (26%) and Bear Island (22%).
- Regarding use, importance, and quality of visitor facilities, it is important to note the number of visitor groups that responded to each question. The most used facility was trails (92%). The facility that received the highest combined proportions of “extremely important” and “very important” ratings was the scenic drive (80%, N=70). The facility that received the highest combined proportions of “very good” and “good” quality ratings was the scenic drive (76%, N=68).
- The most used information services included the preserve brochure/map (75%), NPS preserve website (51%), and outdoor exhibits/bulletin boards (40%). The information services that received the highest combined proportions of “extremely important” and “very important” ratings included the NPS preserve website (82%, N=75), assistance from preserve staff (82%, N=51), and preserve brochure/map (74%, N=113). The information services that received the highest combined proportions of “very good” and “good” quality ratings were assistance from preserve staff (86%, N=48), indoor exhibits (77%, N=34), and NPS preserve website (76% N=74).
- Average group expenditure in and outside the preserve (areas south of Lake Okeechobee) was \$689, with a median (50% spent more and 50% spent less) of \$200. The average total expenditure per person was \$236.
- Most visitor groups (70%) rated the overall quality of services, facilities, and recreational opportunities at Big Cypress National Preserve as “very good” or “good.” Four percent of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.