

Executive Summary

- This report describes the results of a visitor study at Chattahoochee River National Recreation Area (NRA) during June 15-24, 2010. A total of 1,083 questionnaires were distributed to visitor groups. Of those, 622 questionnaires were returned resulting in a 57.4% response rate.
- This report profiles a systematic random sample of Chattahoochee River NRA visitors. Most results are presented in graphs and frequency tables.
- Thirty-five percent of visitor groups were alone and 34% were in groups of two. Thirty-seven percent of visitor groups were made up of family members.
- United States visitors comprised 99.8% of total visitation during the survey period, with 94% from Georgia and smaller proportions from 22 other states. International visitors were from two countries.
- Thirty-six percent of visitors were ages 36-55 years, 14% were ages 15 years or younger, and 5% were ages 66 or older.
- Most visitor groups (74%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through previous visits (56%), and most (91%) received the information they needed. Forty percent of visitor groups would like to use the park website to obtain information for a future visit.
- Thirty-one percent of visitors visit the park occasionally during the year and 28% visit every week. Thirty-nine percent of visitor groups spent up to one hour visiting the park, and the average length of visit was 2.1 hours.
- The most common activities among visitor groups were walking/hiking (54%), exercising/running/ jogging (41%), and enjoying solitude/quiet (33%).
- Visitor groups' most common primary reasons for visiting Chattahoochee NRA were walking/hiking (33%) and exercising/running/jogging (29%).
- The most common units visited/used on this visit were Columns Drive (27%) and Interstate North Parkway (21%).
- The information service most commonly used by visitor groups was the directional signs (58%). The information service that received the highest combined proportion of "extremely important" and "very important" ratings was ranger-led programs (78%, N=37). The information service that received the highest combined proportion of "very good" and "good" quality ratings was assistance from park staff (96%, N=31).
- The visitor services and facilities most commonly used by visitor groups were the trails (75%) and restrooms (53%). The visitor service/facility that received the highest combined proportion of "extremely important" and "very important" ratings was the trails (97%, N=383). The service/facility that received the highest combined proportion of "very good" and "good" quality ratings was also the trails (86%, N=362).
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Chattahoochee River NRA as "very good" or "good." One 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>.