

**Visitor Services Project**  
**Gateway**  
**National Recreation Area**  
**Report Summary**

- This report describes the results of a study of visitors to Gateway National Recreation Area during July 8-14, 1990. Seven hundred sixty-seven questionnaires were distributed and 505 returned, a 66% response rate.
- The data reflect the use patterns of visitors to selected sites during the designated study period. The results do not necessarily apply to visitors using other sites, or using Gateway during other times of the year.
- The report profiles Gateway visitors. The separate appendix has visitors' comments about the park and their visit. A summary of these comments is included in both the report and the appendix.
- Thirty-nine percent of visitors were in family groups. Thirty-five percent of visitors were 26 to 45 years old. Thirty-six percent of visitors had visited Gateway National Recreation Area ten or more times.
- Visitors from foreign countries comprised 2% of the visitation to Gateway National Recreation Area. Eighty-seven percent of American visitors came from New Jersey and New York.
- Fifty-nine percent of visitors stayed between two to five hours in the park. Swimming (45%), "other" activities identified as walking, sun bathing and bicycling (37%), picnicking (28%) and fishing (24%) were the most common activities of visitors on the day they received the survey.
- Swimming (43%), fishing (32%), picnicking (31%), and "other" activities identified as walking, sun bathing and bicycling (25%), were the most common activities visitors had done in past visits to the park.
- Visitors identified restroom facilities (84%) and parking facilities (79%) as extremely to very important in the planning for the future of Gateway National Recreation Area. Boat launch access was identified as least important by the visitors surveyed.
- Sixty-seven percent of visitors obtained information about the park from previous visits, 43% from friends and/or relatives and 17% from maps.
- Forty-eight percent of visitors used the road signs and 47% contacted the park staff for interpretive/information services. The road signs, the park folder/map, and contact with park staff received high usefulness ratings. Sales publications received the lowest usefulness ratings.
- Visitors were asked if they would like to be involved in the park's planning and programs. Twenty-five percent said yes and mentioned involvement in interpretive programs and helping to pick up litter as the areas where they would be interested.
- Visitors made many more general comments about their visits to the park.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.