

# Visitation Analysis

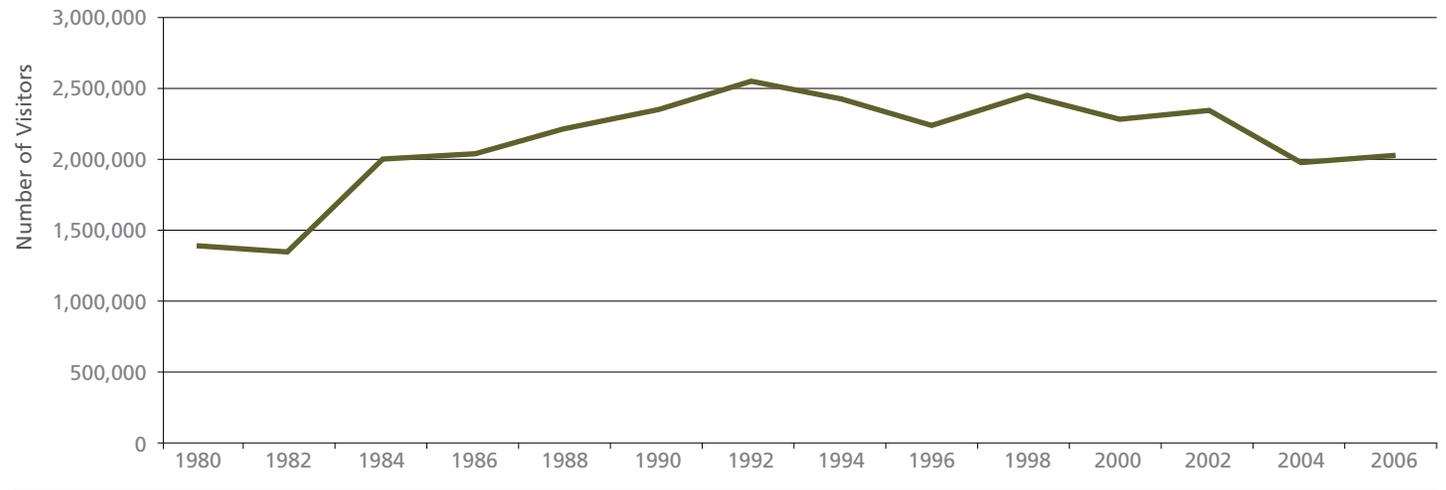
Beginning in 1980, Point Reyes National Seashore's visitation increased from 1.4 million annual visitors to about 2.6 million annual visitors in 1992. Visitation declined to 2.2 million in 1995 because of the Vision Fire, which burned over 12,000 acres of national seashore lands, equivalent to more than 9,000 football fields. Present visitation is about 2.23 million annually. Point Reyes National Seashore visitation trends are consistent with National Park Service trends in general.

People visit the national seashore for a variety of reasons. The Point Reyes Lighthouse is a convenient spot for visitors to view whale migration and to experience other natural resources such as the national seashore's windswept beaches and elephant seals. Other people come to Point Reyes to experience the area's cultural resources such as Kule Loklo, a replicated village of the Coast Miwok people. Point Reyes National Seashore received an overall 100 percent visitor satisfaction rating for the past four years, and a 91 percent rating in 2006 for visitor knowledge of the national seashore's significance.

Four walk-in campgrounds and one hostel offer overnight lodging within Point Reyes National Seashore boundaries. There are also numerous lodging establishments and other businesses in the surrounding areas. Some of the business services related to the seashore include horse rentals and kayaking trips. The most recent economic impact report (*see following page*) shows the dollars Point Reyes National Seashore tourism generated in 2005.

According to a Sonoma State University survey, 70 percent of Point Reyes National Seashore visitors are from the San Francisco Bay Area. The remaining 30 percent are from out of the state or another country. Most visitors view the national seashore as a destination point, and spend between two to six hours on seashore lands, primarily during the summer months. This survey was conducted over an 18-month period during all four seasons to gather data and perform statistical analyses on visitation. Visitation is measured using seven pneumatic tube traffic counters located throughout the national seashore. Visits by kayak or other marine vessels are not included in visitation statistics.

**Point Reyes National Seashore Annual Visitation**



■ Recreational Visits



## HEALTH AND RECREATION INITIATIVE

Point Reyes National Seashore is partnering with Dominican University of California to address the role of national parks in promoting healthy recreational activities. This study is part of the National Park Service Health and Recreation Initiative, which seeks to identify how the NPS might increase public awareness of healthy recreational opportunities and to strengthen the National Park Service's commitment to outdoor recreational opportunities that are consistent with the agency's mission. The national seashore is an ideal location for hiking, bicycling, horseback riding, running, and other activities that promote a healthy lifestyle.

## ECONOMIC IMPACT OF VISITOR SPENDING IN 2005

In 2005 Point Reyes National Seashore generated a total of \$71.8 million in direct, indirect, and induced economic impacts in Marin and Sonoma Counties and accounted for approximately 850 jobs.

*Source: Bay Area Economics (See "Economic Impacts of Point Reyes National Seashore" section in this business plan.)*

**Sky Trail offers visitors the opportunity to enjoy broad vistas at the 1,000-foot elevation before terminating at remote Kelham Beach.**  
PHOTO BY KRISTIN GILLISS