

CAPE PERPETUA  
VISITOR CENTER ANALYSIS

by

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## CAPE PERPETUA VISITOR CENTER ANALYSIS

**ABSTRACT:** A visitor information study was conducted at the USFS Cape Perpetua Visitor Center during August, 1973. The study sought to develop a visitor profile and activity analysis to aid in planning future exhibits and interpretive developments, analyze vacation travel patterns of persons visiting the center, determine how people chose their travel destinations, and evaluate the effects of the gas shortage on vacation travel patterns.

### I. INTRODUCTION

The Oregon Coast is considered by many people to be one of the most beautiful coastline in the world. It is relatively undeveloped and sparsely populated compared to many other coastal areas in the United States and it offers a wide variety of scenic wonders, from massive basalt headlands to high sand dunes and quiet fishing villages. There are varied recreational opportunities and an extensive system of state parks, waysides and camping areas for the vacation traveller to enjoy.

The Oregon State Parks Section of the Highway Department conducts a visitor survey at selected state parks every five years. The last survey was conducted in 1969 and included Beverly Beach, Honeyman and Umpqua Lighthouse State Parks on the central Oregon coast. During the summer of 1972, J. Alan Wagar conducted a study on the effectiveness of cassette tape recorders as an interpretive tool at the Devil's Churn, near Cape Perpetua. Rense (1973) attempted to correlate weather with visits to coastal recreation areas. Anderson (1973) studied people's perceptions of the compatibility or non-compatibility of

various outdoor recreational activities near the Oregon Dunes National Recreation Area.

A. The Purpose of the Study

This study was designed with four primary purposes in mind.

1. to develop a visitor profile and activity analysis to aid in planning future interpretive developments at the Cape Perpetua Visitor Center
2. to analyze vacation travel patterns of the persons visiting the center
3. to determine how people chose their travel destinations
4. to evaluate the effects, if any, of the gas shortage on vacation travel patterns during the summer of 1973

B. The Research Area

The Cape Perpetua Visitor Center on the central Oregon coast was chosen as the research area for this study. The center, opened in 1967, is operated by the United States Forest Service and is under the supervision of a director and two year around employees. During the summer months, the permanent staff is augmented by three seasonal naturalists and a receptionist. Figures 1 and 2 show the location of the center.

Since the center is located in the Cape Perpetua Scenic Area, the center serves as a focal point aiding in the interpretation of the natural phenomena, the "Forces of Nature," that helped to shape the Oregon coast. Activities at the center include guided nature walks to the tidepools, Devil's Churn, and the interior of the Coast Range forests. Various exhibits, displays, and movies are also available for viewing.

The center is popular throughout the year and school groups in particular make use of the facilities during field trips. Attendance has fluctuated slightly through the years, but it has generally shown a steady increase.



June, July, and August are the most popular months, reflecting increased visitation from out of state travellers. Figure 3 shows the monthly attendance since the center opened.

### C. Research Design and Procedures

An information questionnaire was prepared and distributed at the visitor center during the period of August 1 to September 4. Questions were chosen that would supply sufficient socio-economic data for correlations and also to provide feedback on visitor satisfaction with present facilities. Multiple response answers were provided where possible. Since the average length of stay at the center had been estimated at 30 minutes, questions were kept to a minimum to insure a high participation rate.

Twenty-two half-day periods were chosen for the sampling period by a random drawing. However, weekday and weekend dates were selected independently. There were 12 weekday periods, 8 weekend periods and 2 holiday sampling periods. There was an equal number of morning and afternoon sampling periods.

Survey forms were hand distributed to visitors of high school age and older during the sampling periods. Although over 98% of the people cooperated in requests to help, a significant number of people declined to respond to certain questions.

Traffic counter data and pre-survey hand count data were used to base estimates of the number of forms that would be distributed on an "average day." A ratio of 1 questionnaire to every 13th person was determined to provide the final sample goal of 500 completed forms. After 6 survey periods, it became clear that this goal would not be reached, so the ratio was lowered to 1 form to each 10th visitor. There were several possible explanations for this miscalculation: (1) Traffic counter data may have over estimated actual use.

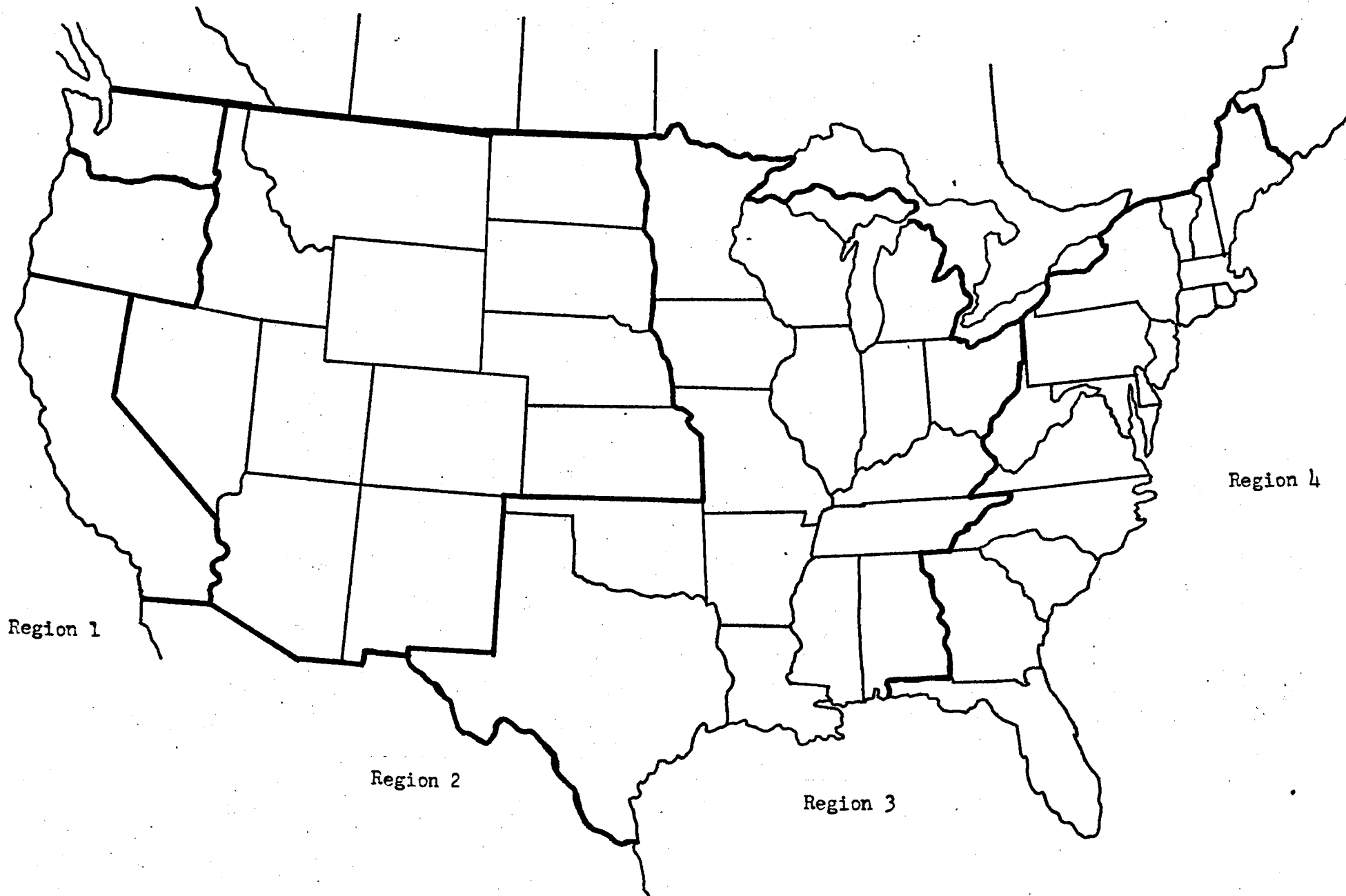


Figure 1. Cape Perpetua and Visitor Travel Regions

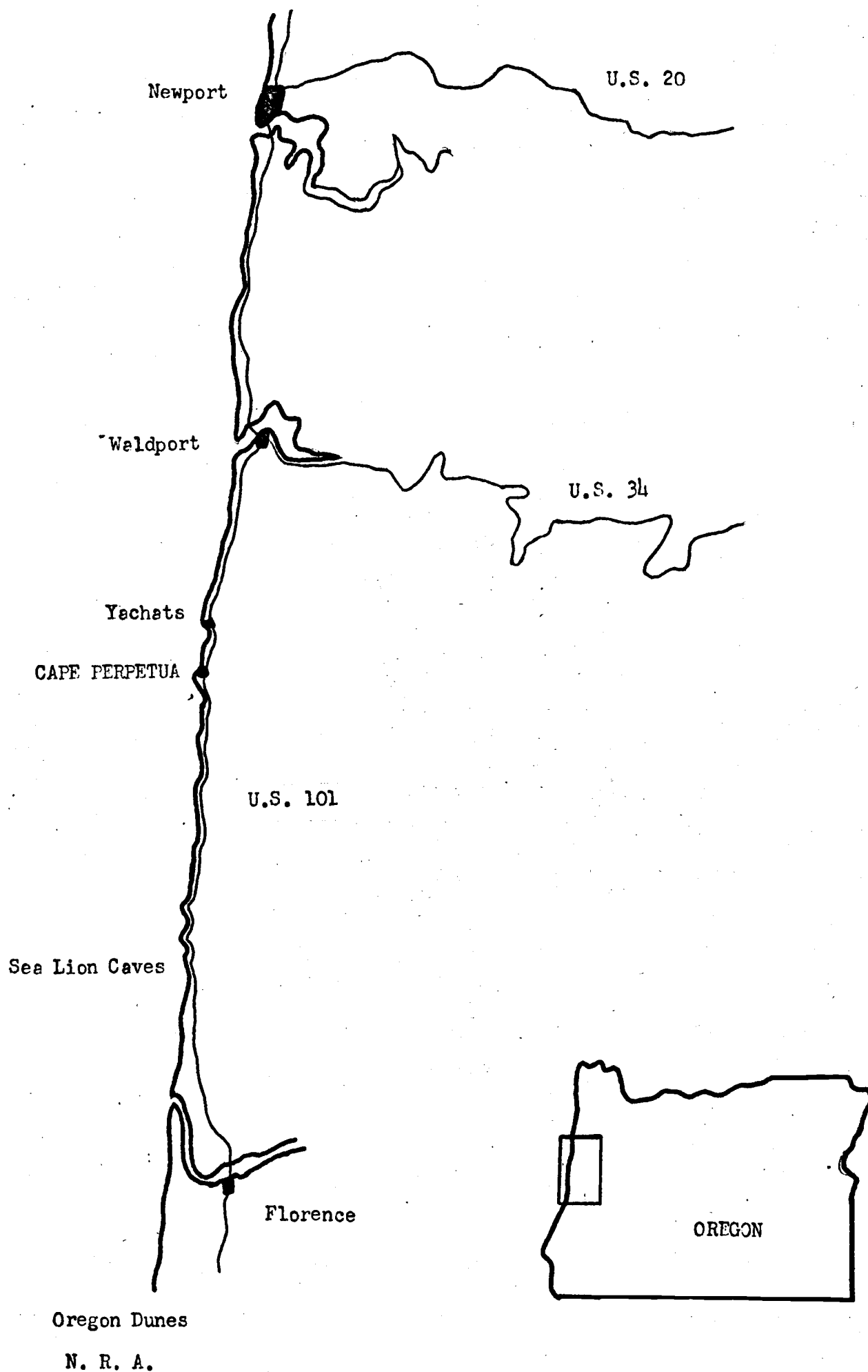


Figure 2. Cape Perpetua and Central Oregon Coast

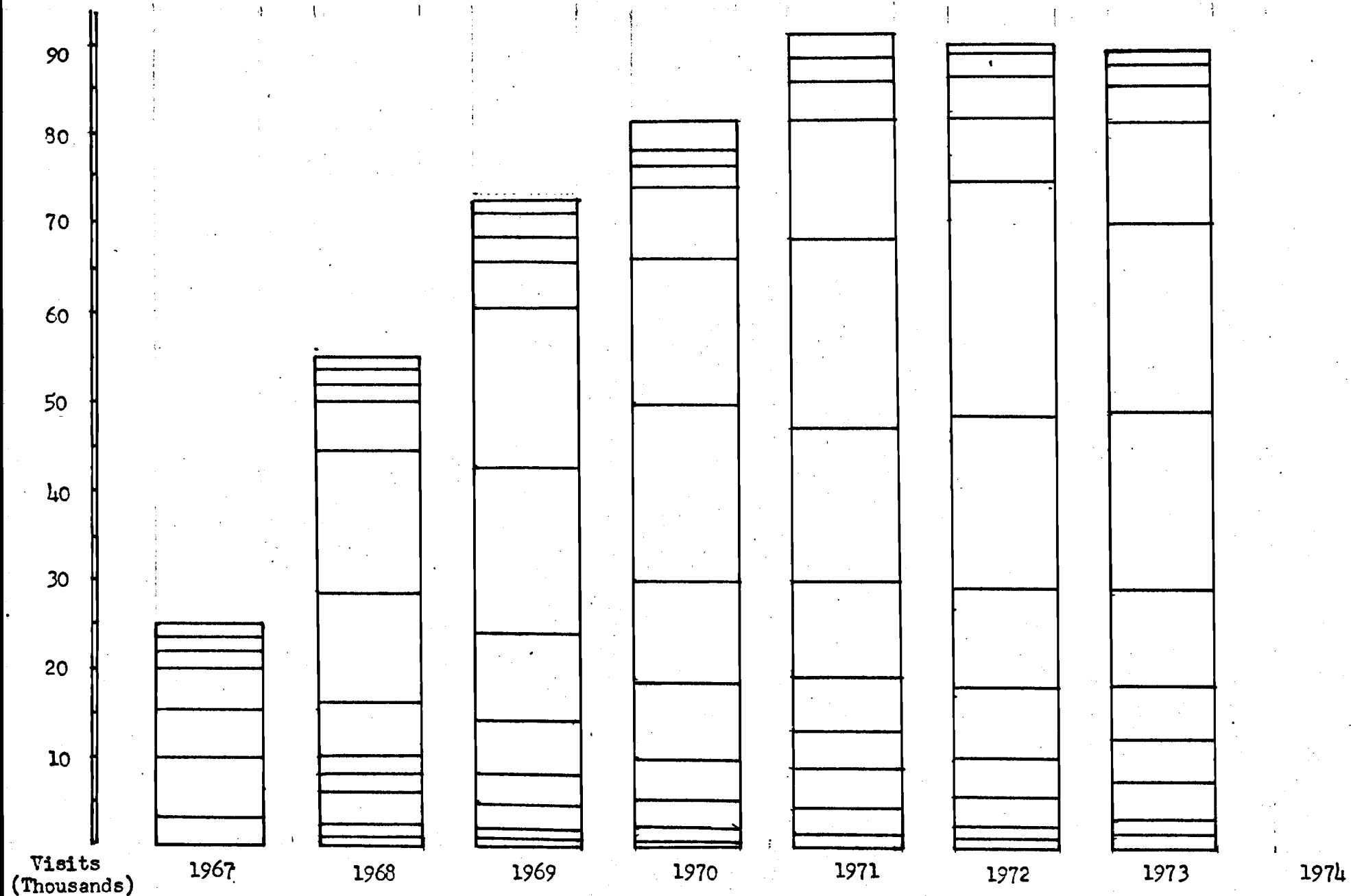


Figure 3. Cape Perpetua Visitor Center Attendance by Months

(2) There was an undetermined number of people who entered the parking lot but who did not enter the center. (3) Due to visitor questions, the hand count data could have been up to a 10% underestimate of the actual number of people who entered the center. In all likelihood, a combination of the above events was responsible.

Children under high school age were not given forms, but they were counted in the survey attendance. Survey data can be found in Appendices 2 and 3. Forms were distributed after the selected visitor had been in the visitor center for a few minutes; visitors were then asked to fill out the form when they were ready to leave and to deposit the form in a collection box at the door on their way out.

Visitors on special bus tours were not sampled, nor were they included in the attendance counts on survey days. However, bus counts are included in the monthly attendance figures.

Attendance data for figure 5 was obtained by analyzing the guest register. The number of visitor groups (ie. number of families or couples) from each state was counted for the months of May to August for 1972 and 1973. School groups and signatures from the same family were not included to avoid "double counting."

There are recognized limitations to the validity of guest register data. Becker (1972) conducted a study of the accuracy of this source of information at the Oregon State University Marine Science Center at Newport, Oregon. He found that using guest registers as a data source had two weaknesses: first time visitors were as much as twice as likely to sign as a repeat visitor and that out of state visitors were twice as likely to sign as Oregonians. In other words, guest register data discriminates in favor of out of state visitors visiting an area for the first time.

However, for this research at the Cape Perpetua Visitor Center, the guest register data was felt to provide a reasonable sample for purposes of analyzing the place of origin of family travel and to serve as a basis for comparing out of state visitation trends over time. It was later found that about 70% of the visitors came to the area for the first time, minimizing the first bias, and that Oregonians accounted for about 45% of the visitors. Data was tabulated and analyzed on the OSU CDC 3300 computer with the Statistical Interactive Programming System.

Results are described in the following chapters. Chapter 2 deals with visitor origins and destinations, chapter 3 summarizes selected visitor characteristics and chapter 4 contains a summary of visitor reactions to the center's services and surrounding area.

## II. VISITOR TRAVEL PATTERNS

This chapter analyzes visitor origin, visitor's travel destinations, influences on people's choice of destination, and the effects of the gasoline shortage at that time.

### A. Origin of Visitors

A substantial number of visitors were Oregonians, accounting for 45% of the total population sample. The Pacific Coast states of Washington, Oregon, and California together accounted for 76% of all surveyed visitors. These data are depicted in figure 4. A detailed breakdown of the "other" category is shown in table 1. The survey results were compared with the guest register for the same period and the results are found in figure 5.

Oregonians were further asked to specify their home county, resulting in the distribution shown in table 2. Twenty-five of Oregon's 36 counties were represented. Lane and Multnomah counties were the most frequently mentioned counties of origin. A table of visitor origin data for Oregon counties is found in table 2.

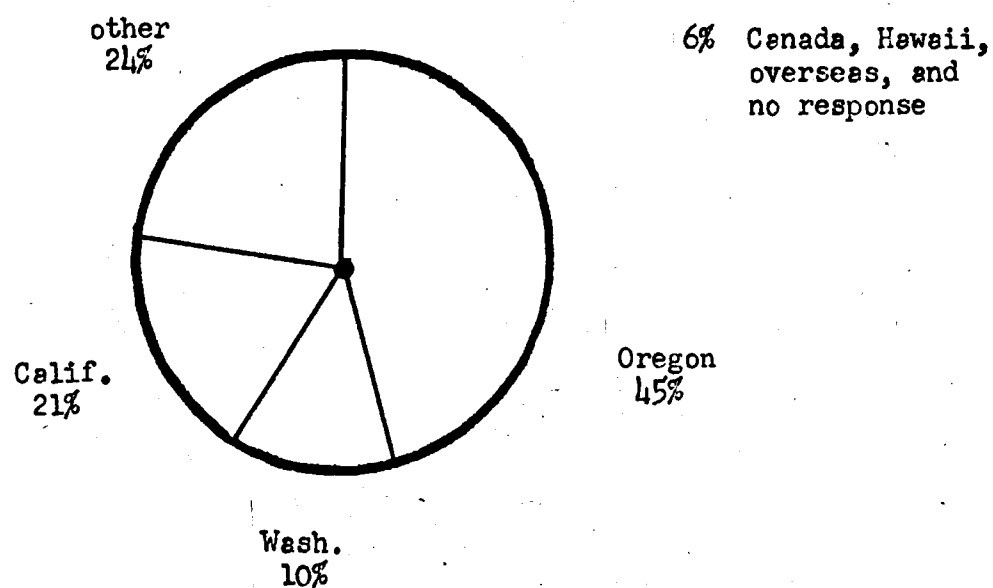


Figure 4. Visitor Origin, Cape Perpetua Visitor Center Survey

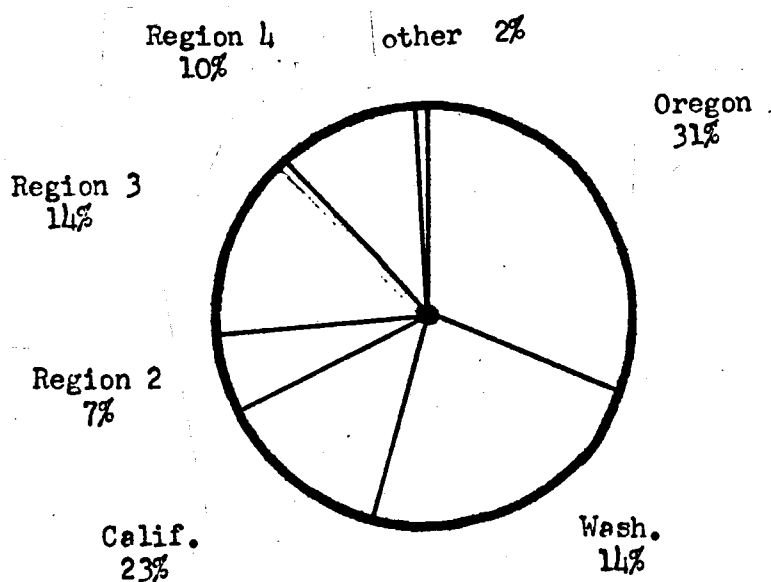


Figure 5. Visitor Origin, Cape Perpetua Visitor Center Guest Register



origin	number observed	percent
Ariz.	4	1.59
Calif.	78	20.63
Color.	2	.53
Conn.	2	.53
Fla.	1	.26
Hawaii	2	.53
Idaho	3	.79
Ill.	2	.53
Ind.	3	.79
Iowa	1	.26
Louis.	1	.26
Mich.	8	2.12
Minn.	2	.53
Neb.	4	1.06
N. H.	2	.53
N. J.	2	.53
N. Y.	7	1.85
Nev.	3	.79
Ohio	8	2.12
Oreg.	169	44.71
Penna.	1	.26
R. I.	1	.26
Texas	4	1.06
Utah	4	1.06
Vt.	2	.53
Va.	2	.53
Wash.	37	9.79
Alta.	1	.26
B. C.	6	1.59
Ont.	1	.26
Canada	6	1.59
Guam	1	.26
Foreign	6	1.59
no response	1	.26

Table 1. Visitor Origin, Cape Perpetua Visitor Survey

LEGEND

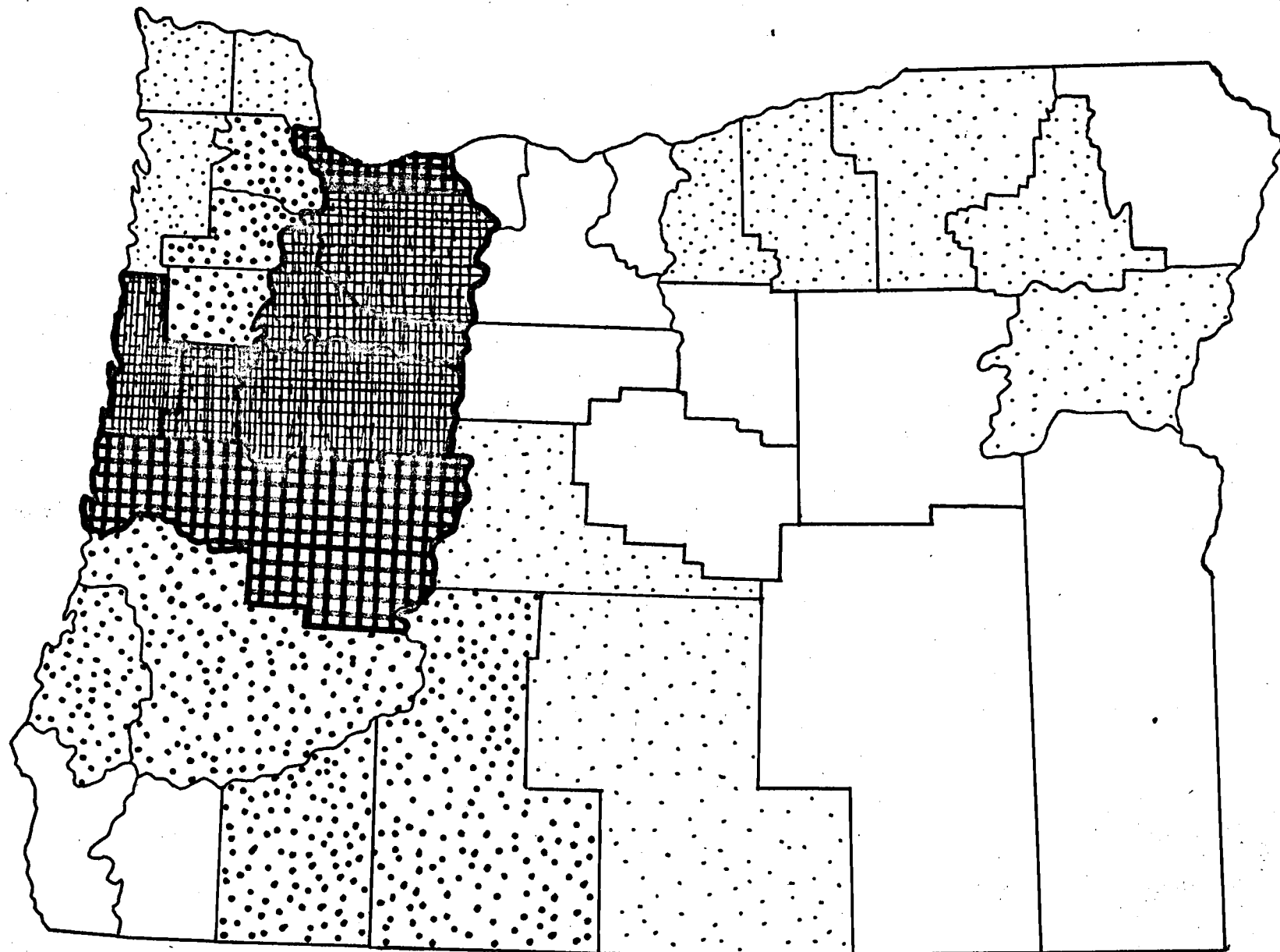
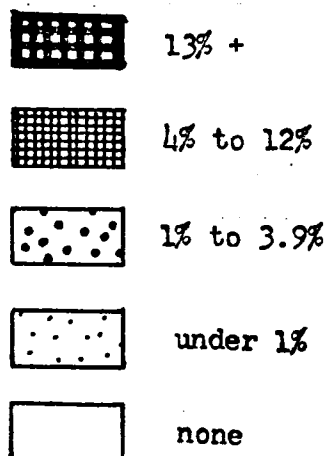


Figure 6. Origin of Oregonians, Cape Perpetua Visitor Survey

origin	number observed	percent
Baker	1	.59
Benton	10	5.92
Clackamas	9	5.33
Clatsop	1	.59
Columbia	1	.59
Coos	5	2.96
Deschutes	1	.59
Douglas	6	3.59
Gilliam	1	.59
Jackson	5	2.96
Klamath	2	1.18
Lake	1	.59
Lane	20	31.36
Lincoln	8	4.73
Linn	10	5.92
Marion	10	5.92
Morrow	1	.59
Multnomah	22	13.02
Polk	2	1.18
Tillamook	1	.59
Umatilla	1	.59
Union	1	.59
Washington	6	3.55
Yamhill	3	1.78
no response	8	4.43

Table 2. Origin of Oregonians,  
Cape Perpetua Visitor Center Survey

## B. Travel Destinations

Visitors were asked to name the highlight or main destination of their trip. Responses analyzed, combined and totalled in ten categories. Percentages for each category are shown in table 3.

37%	Oregon coast
21%	no response
13%	general responses, eg. sightseeing, camping
7%	Oregon, non-coastal places
7%	Cape Perpetua
4%	wrote in the word "none"
4%	miscellaneous and multiple responses
4%	Canada
3%	California
2%	Washington

Table 3. Visitor Destinations by Percentages

The responses confirm that the Oregon coast is a major recreation attraction. Combining all coast related responses reveals that 60% of all visitors came specifically to the coast for recreational activity. Also of note is the high non-response rate. The reasons for this are not clear. The wording of the question may have been confusing or perhaps many people do not have a particular destination in mind when travelling.

Results were also tabulated separately for Oregonians, non-residents, first time visitors, repeat visitors, weekend and weekday travellers; holiday data was combined with weekend data.

	Oreg.	non-resid.	1st vis.	repeat	weekend & holiday	weekday
Oregon Coast	40%	34%	35%	40%	35%	39%
non-response	24%	18%	20%	22%	25%	17%
general responses	15%	11%	12%	16%	12%	13%

Table 4. Visitor Destinations by Percentage, Major Subgroups

There was a remarkable similarity in responses, as shown in table 4. In all cases, the Oregon coast was ranked first with 34% to 40% response rates; non-responses were ranked second and general responses were third.

If one assumes that a high number of out of state visitors on long trips visit the center during the week while a high percentage of the Oregonians visit the center on short weekend trips, one may find a clue to the high non-response rate. It would appear that short, spontaneous trips would be less likely to have a major destination than a 3000 mile, two week safari. This hypothesis seems to be supported by the data in table 4 which indicates that Oregonians had higher non-response rates than non-residents and that weekday visitors had the lowest non-response rates.

As seen in table 5, there were more north bound than south bound visitors.

	total survey	Oreg.	non- resid.
northbound	53%	53%	52%
southbound	43%	42%	44%
non-response	4%	5%	4%

Table 5. Direction of Visitor Travel

### C. Influences on Choice of Destination

Two questions sought to determine what factors influenced travellers in coming to Oregon and to the visitor center. People from outside of Oregon were asked to indicate why they came to Oregon and had the option of checking friend's recommendations, newspaper and magazine articles, travel bureau advertisements, or listing other reasons. Due to the high number of "other" responses, these had to be grouped and included on an equal basis with the suggested responses. Ten categories were identified and percentage responses calculated as shown in table 6.

31%	friend's recommendations
15%	non-response
14%	previous visit
11%	miscellaneous responses, eg. business trip
10%	visiting friends or relatives
7%	newspaper or magazine articles
4%	travel bureau ads
4%	curiosity
3%	on travel route
2%	multiple responses

Table 6. Influences on Non-resident Travel to Oregon

As can be seen, work of mouth and personal experience account for almost one-half of all out of state visits. On the other hand, printed publicity accounted for only 11% of the total out of state visits and apparently had little influence on travel decisions.

All visitors were asked to indicate why they stopped specifically at the visitor center. This was a multiple response question with 10 potential answers. The percentage responses of each possible category are shown in table 7.

Again, results were also correlated with Oregonians, out of state residents, repeat visitors and first time visitors, but there were no significant differences

in the responses. The first, second and third choices remained the same as shown in table 8.

38%	saw road sign by the highway
23%	recommended by friends
9%	other (write in) responses
7%	saw it on maps
7%	recommended by other information centers
6%	saw sign by Devil's Churn Parking Area
4%	Forest Service literature
3%	read about it in newspapers or magazines
2%	read about it in travel ads or brochures
1%	non-response

Table 7. Reason for Stopping at Cape Perpetua Visitor Center

	Oreg.	non-resid.	1st visit	repeat visit
saw road sign	38%	38%	40%	37%
recommended by friends	26%	21%	17%	26%

Table 8. Reason for Stopping at Cape Perpetua Visitor Center, Major Subgroups

These results would appear to have significant implications for recreation managers and those interested in promoting state tourism. Choice number 6, "saw road sign by the highway," was chosen by over one-third of the respondents. These signs are located 1/4 mile both north and south on the highway from the center and simply state "Cape Perpetua Visitor-- 1/4 mile." Therefore, people have to make a quick decision whether or not to stop. Several people specifically stated that they would have preferred a sign several miles sooner to allow them time to think over whether to stop or not. Obviously they decided in favor of stopping, but the question remains, "How many people did NOT stop

who would have were another sign placed farther away?"

It is also of interest to note that printed information sources were the least responsible for visitation to both Oregon in general and to Cape Perpetua.

Data was further analyzed to see which sign was the most effective. Results are shown in table 9.

	northbound	southbound
people who saw road sign	54%	41%

Table 9. Influence of Road Sign on Visitation



#### D. Influences of the Gasoline Shortage

1973 was unusual in that it marked the first time a regional, if not national, shortage of gasoline supplies threatened to reduce vacation travel.

All visitors were asked, "To what extent did references to a 'gas shortage' affect your vacation plans?" In other words, the question sought to determine whether people had changed their time of travel or selected a shorter trip because of a concern for gasoline supplies. However, many respondents interpreted this question to read, "Did you have any trouble buying gas on this trip?" and answered with responses such as "had no trouble" or "gas available everywhere." Although this was an open-ended question, comments were classified into three categories. The categories and percentage responses are shown in table 10.

	total survey	Oreg.	non- Oreg.
no affect on plans	85%	82%	87%
some affect on plans	4%	4%	3%
greatly affected plans	4%	5%	4%
no response	7%	9%	6%

Table 10. Affect of Gasoline Shortage on Travel Plans

These results indicate that the people who visited the center during the survey period had not changed their vacation plans. However, other people may have stayed home or travelled elsewhere. A summary of individual comments on this question is found in Appendix V.

If in fact a significant number of people did change their plans, one would expect either a decrease in the number of visits during July and August

and/or an increase in the number of visits in May and June. To test this hypothesis, the 1972 and 1973 guest registers were compared. In both cases, the number of party signatures (each tally represents a family or couple) for each state was counted and compared as described in the section on research design. The relative change was then compared.

Since the Pacific Coast states represented 76% of the questionnaire sample, they were tabulated individually. However, due to the small number of visits from other states, the relative change method would be misleading. For example, an increase from 3 to 6 visits would be shown as a 100% increase in visits. Therefore, states were combined into travel regions as shown in figure 1. Due to the distances involved, Hawaii and Alaska were excluded from the tabulations. Canadian provinces were also excluded. Individual state totals are listed for reference in Appendix VIII.

The summary results of the analysis are presented in figure 7. The results from California, region and region three tend to support the hypothesis that early rumors of a summer gas problem may have caused people to travel sooner in the year. Washington has the largest drop in August while region four shows an increase in all months with the largest increase coming in August. Due to the operational biases outlined by Becker, the data on visitors from Oregon may not be valid.

Additional comparative data is presented in Appendix IV. with an attendance summary of another interpretive facility, the O. S. U. Marine Science Center at nearby Newport. Unlike the Cape Perpetua data, which showed a slight increase in attendance in the spring followed by a decrease in the summer, the Marine Science Center data showed an increase over the previous year in all the monthly totals. It should be noted however that the base year (1972) was the lowest attendance year of the previous five years at the center.

While the above data is somewhat conflicting, it appears that many Californians may have changed some travel plans, but visitors from most other areas did not make such changes.

	V i s i t o r				U n i t s				Percent Change			
	1972				1973				1972 - 1973			
	May	Jun.	Jul.	Aug.	May	Jun.	Jul.	Aug.	May	Jun.	Jul.	Aug.
Oreg.	266	483	731	617	174	327	442	631	-45%	-32%	-40%	+2%
Calif.	56	239	433	665	74	243	430	472	+32%	+2%	-1%	-39%
Wash.	65	175	290	415	60	168	275	291	-8%	-4%	-5%	-30%
Region 2	21	156	175	210	45	143	178	157	+114%	-8%	+2%	-25%
Region 3	40	205	323	315	44	241	336	279	+10%	+18%	+4%	-11%
Region 4	27	80	198	185	33	103	262	208	+22%	+29%	+33%	+12%

Figure 7. Visitor Origin, 1972 - 1973 Compared

### III. VISITOR PROFILE ANALYSIS

This chapter will further examine the characteristics of the survey participants. It is organized on the basis of repeat visits, party size, vehicle driven, age structure, and activities at the center.

#### A. Repeat Visits

Approximately 70% of the visitors surveyed indicated they were visiting the center for the first time. Over twice as many Oregonians were repeat visitors than the non-resident group. These results appear reasonable when one remembers that about 2/3 of the visitors stopped because of the highway sign or because of friend's recommendations, and, that Oregonians are more likely to return to the coast than non-residents. Comparative data for this question is shown in table 11.

	total survey	Oreg.	non- resid.	week day	week end	holiday
1st visit	69%	56%	80%	70%	68%	73%
repeat visit	28%	42%	17%	26%	31%	23%
no response	2%	2%	3%	3%	1%	3%

Table 11. Previous Visits to Cape Perpetua Visitor Center

#### B. Party Size

Average party size for the entire survey was 3.85 persons. It should be noted here that this number may be somewhat high due to the sampling methods. Since about every 10th person was sampled, many small groups may not have been surveyed, while most large groups would have been contacted.

### C. Vehicle Type

Visitors were asked to indicate in which type of vehicle they were travelling. This was a multiple choice question. Percentage responses are shown in table 12.

68%	car
14%	car with trailer
9%	truck with camper
6%	other (van, bicycle, truck w/trailer)
2%	motor home
1%	motor cycle
1%	no response

Table 12. Vehicle Type

These results were correlated with residence and day of visit; data is shown in table 13. The number of visitors travelling by car dropped substantially among non-residents, with a corresponding increase in the percentage of truck campers rather than in the car with trailer category.

	Oreg.	non- resid.	week day	week end	holiday
car	73%	64%	64%	72%	77%
car w/trailer	14%	14%	15%	13%	10%
truck w/camper	6%	11%	11%	7%	3%

Table 13. Vehicle Type, Selected Subgroups

### D. Age

Age groups of visitors were determined by two methods. The respondents were asked to indicate their age and sex, resulting in the data shown in figure 8. However, there were several problems which became apparent later.

First, there was no control to assure that the person who was given the survey was the one who actually completed the questions. Second, respondents cooperated with other members of the group in answering the questions. And, finally, over 7% of the respondents, most of which were female, did not specify their age or merely wrote in a response such as "over 50."

Respondents were also asked to specify the age and sex of all members of their group. These responses were combined with the previous question resulting in the data shown in figure 9. This is the more reliable of the two age structure results, indicating the age structure of all members of the groups contacted in the survey.

#### E. Activities Participated in at Cape Perpetua

Visitor activities were determined by means of a multiple choice question in which visitors were asked to check all the activities that they had already participated in, either that day or on previous visits to the center. Data is correlated with residence and with first and repeat visits and is presented in bar graph form in figures 10 to 20.

It can be assumed that everyone at least looked at some of the exhibits at the center. Therefore, it is interesting to note that 4 to 5% of the sample did not respond to this question, yet it was an activity that almost could not have been avoided. Since this question and those that follow in this section were of a yes-no nature, a no answer and a non-response were considered identical. Percentages of visitors who looked at exhibits and displays are shown in figure 10.

Surprisingly, 1/5 of the respondents took advantage of the information service available at the center. This number increased to over 1/4 of the non-

Figure 8. Age Structure for Survey Participants

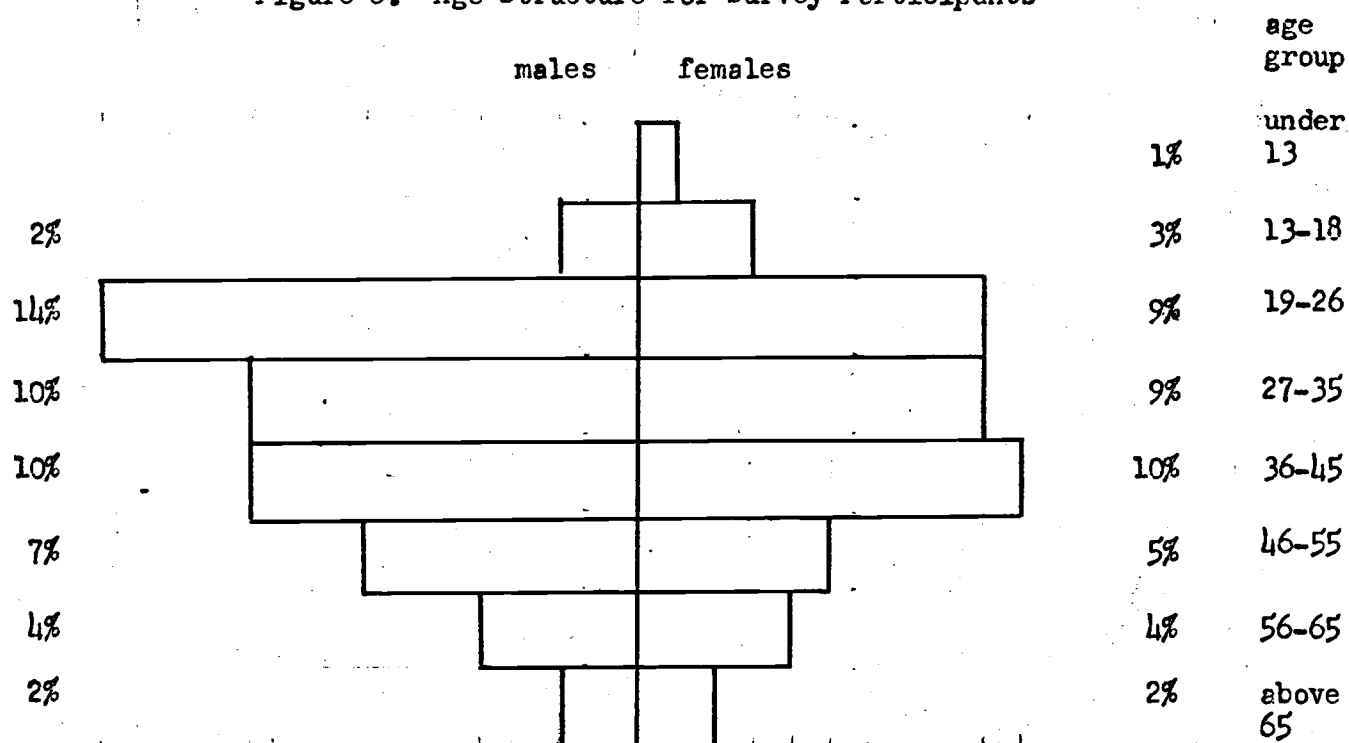
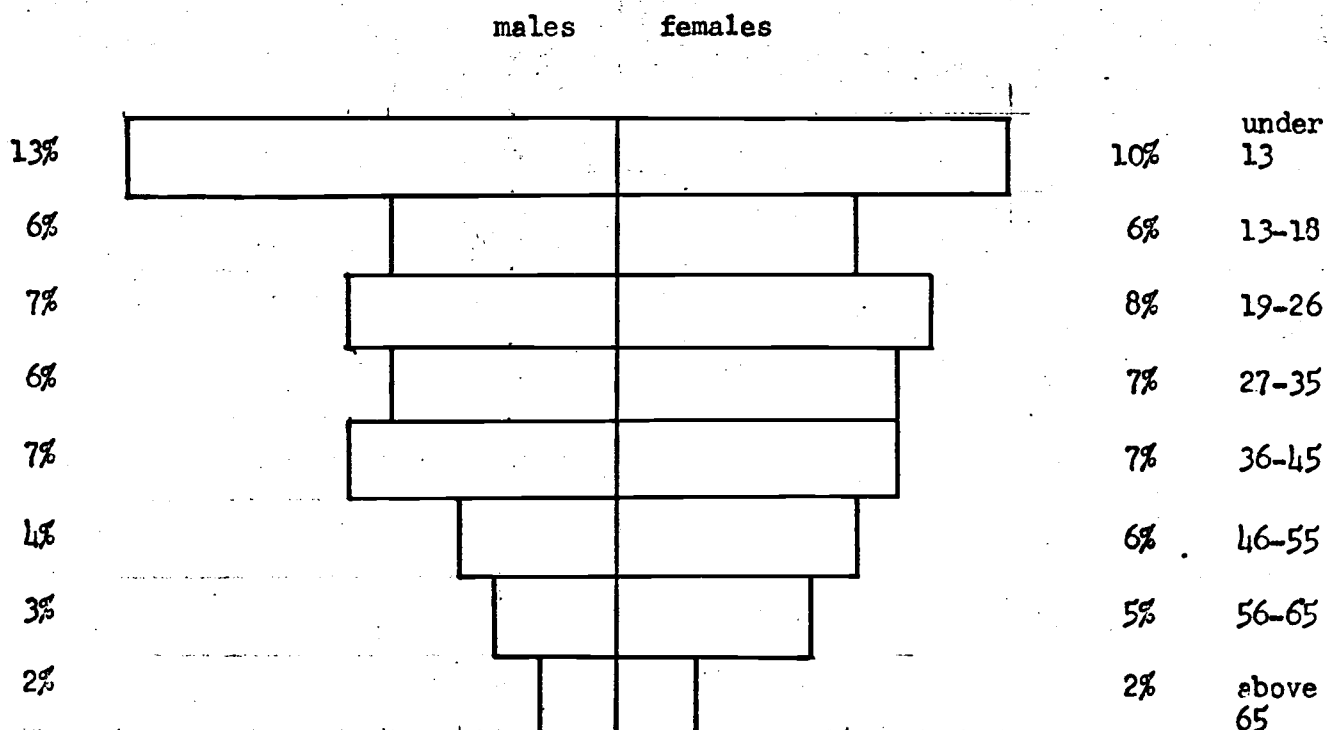


Figure 9. Age Structure for All Visitors



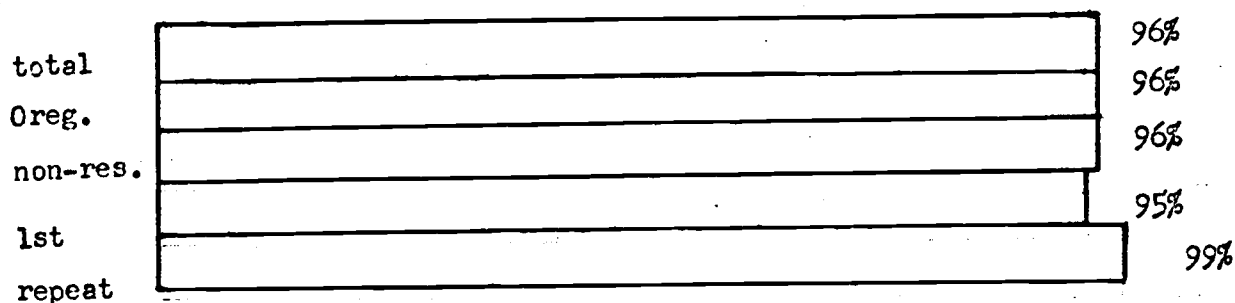


Figure 10. Surveyed Visitors Who Looked at Displays

resident sample and still remained high among repeat visitors. Data for this activity is presented in figure 11.

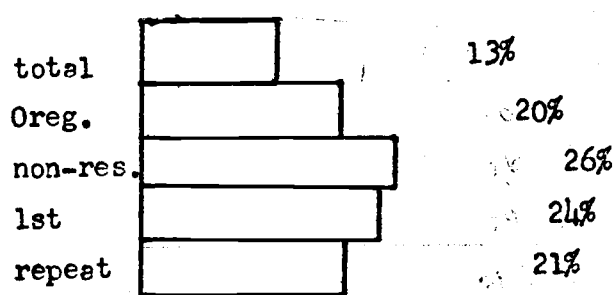


Figure 11. Surveyed Visitors Who Asked for Directions or Travel Information

"Forces of Nature" is a 15 minute color movie filmed in the Cape Perpetua area and is shown only at the visitor center. The film is shown on request or at 20 minute intervals when the center is busy. Approximately 70% of all surveyed visitors saw the movie. Only minor differences were found among the subgroups analyzed. Data is presented in figure 12.

Movie attendance also is hand counted for each showing and recorded. This data can be compared to the survey estimate. The actual count of visitors viewing the movie is presented in figure 13.



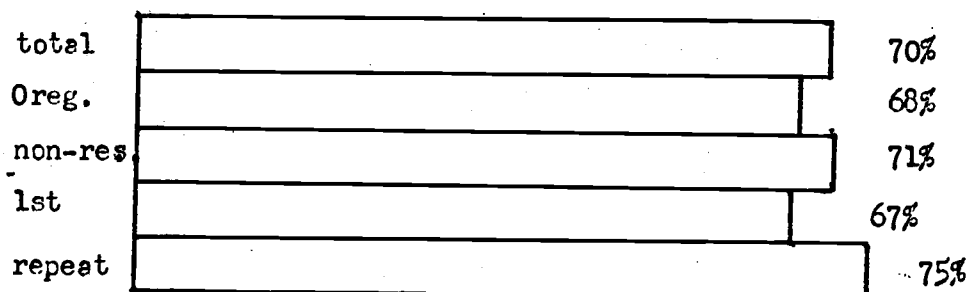


Figure 12. Surveyed Visitors Who Saw Orientation Movie

month	visitor center attendance	movie attendance	percentage of monthly visitors seeing movie	number of movie showings
June	10,578	5251	50%	529
July	19,283	8990	47%	683
August	19,505	9001	46%	663
September (1st to 3rd)	1,837	799	43%	70

Figure 13. Number of Visitors Who Saw Orientation Movie, Raw Count

Nature trails vary from 1/2 mile to 3 miles round trip in length and usually take 45 minutes to 2 hours to hike, depending on the size of the group, age, time of day, etc. Figure 14 shows the percentages of visitors who walked on the trails near the center. Repeat visitors reported a 50% higher participation rate in taking nature trail walks than the 1st time visitors. However, it is significant that 42% of the 1st time visitors did choose to spend extra time at the center to walk the trails.

The fact that the Cape Perpetua campground was closed during the survey period undoubtedly had a negative effect on the activity participation rates. Participation rates for time consuming activities would have been higher had people been in the area for a longer period of time.

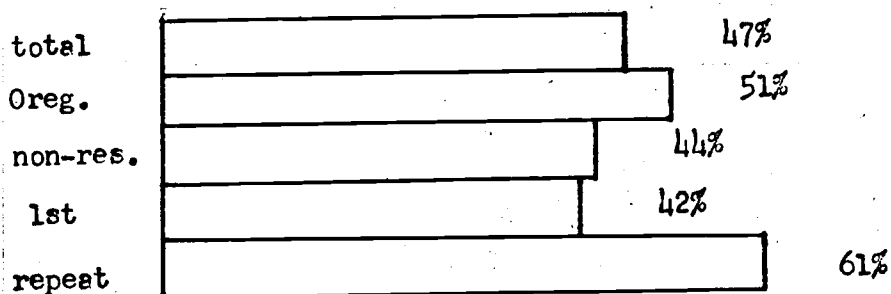


Figure 14. Surveyed Visitors Who Walked the Nature Trails

Guided nature walks were offered daily at 10:30 A. M. and at 2:30 P. M. Hikes lasted 1 1/4 to 2 hours and locations varied from day to day. Tidepool walks were offered whenever the tides were low. Percentages of responses are shown in figure 15. In this instance, hand count data was also available for comparison as shown in table 14. Guided walks started July 1st and ended on Labor Day.

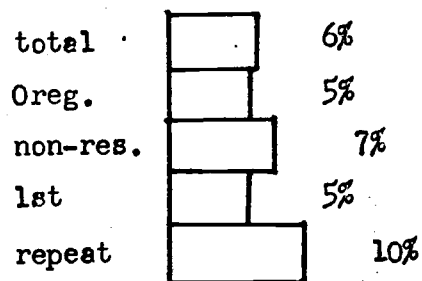


Figure 15. Surveyed Visitors Who Took a Guided Nature Hike

month	visitors on guided walks	total center attendance	percent on walks
July	434	19,283	2.2%
August	302	19,505	1.5%
September (1st to 3rd)	68	1,867	3.6%

Table 14. Visitors on Guided Walks, Actual Count

A visitor must walk on the trails to reach the tidepools, so an estimate of the popularity of this area can be obtained by the additional data in figure 16. and a comparison with figure 14. However, there are undoubtedly some people who did not make a distinction between the two choices and checked "tidepools" but did not check "trails." Some people choose not to walk to the tidepools when the tide is reported too high to observe the intertidal life.

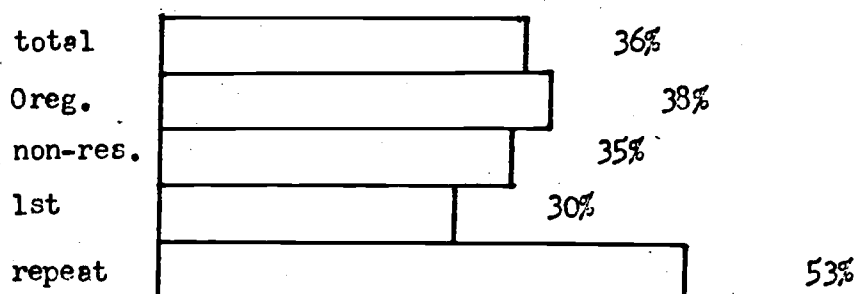


Figure 16. Surveyed Visitors Who Visited the Tidepools

The Devil's Churn can be visited by walking a trail that starts at the visitor center. Therefore, northbound visitors can reach it before they drive past the Devil's Churn parking lot. Conversely, southbound visitors who did not stop on their way south can return via trail if they wish. This question did not distinguish as to whether people hiked or drove to the Churn; results are shown in figure 17.

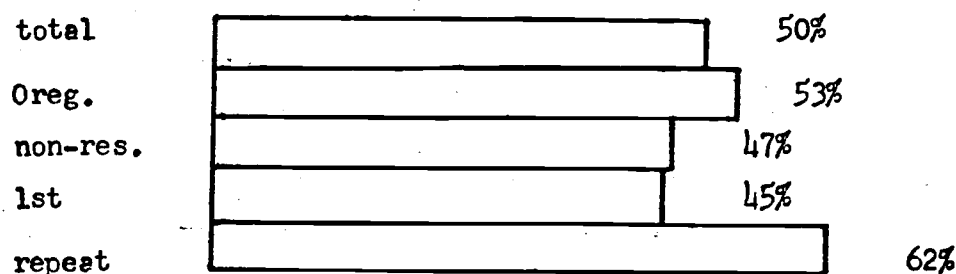


Figure 17. Surveyed Visitors Who Visited Devil's Churn

The top of Cape Perpetua is accessible by a newly paved road. Here a short trail and observation shelter afford a view of 150 miles of coastline on a clear day; Cape Perpetua is the highest point on the Oregon coastline. Pictures of the view are published in national travel magazines and travel guides and many people inquire as to where the pictures were taken. Visitation rated high considering that there is only a small, inconspicuous sign identifying the access road. The percentages of responses for this activity are shown in figure 18.

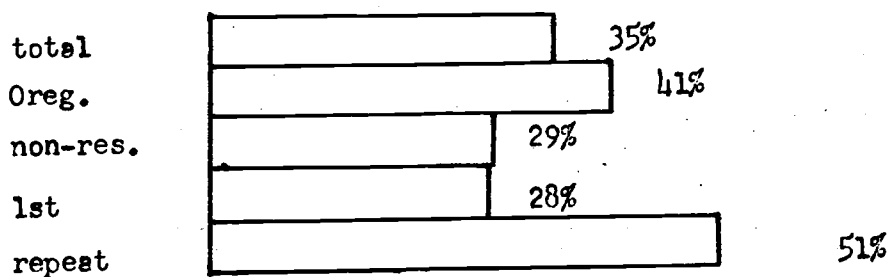


Figure 18. Surveyed Visitors Visiting the Top of Cape Perpetua

A 22 mile road tour of the Coast Range forest connects the town of Yachats, 3 miles north of the visitor center, with the Cape Perpetua access road. Informative and interpretive signs are posted along the route and maps and brochures are available at the visitor center and Forest Service offices. Figure 19 shows the percentages of surveyed visitors who drove the auto tour.

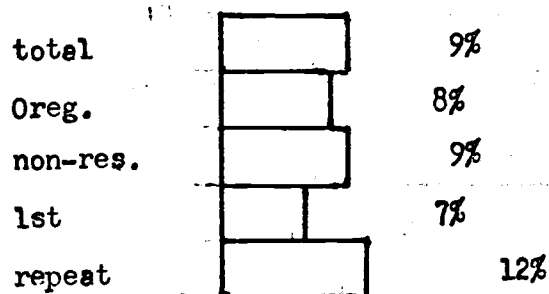


Figure 19. Surveyed Visitors Who Drove the Auto Tour

#### F. Associated Activities at the Devil's Churn

Devil's Churn, previously mentioned, is a large trench formed by a collapsed sea cave, and is located approximately  $\frac{1}{4}$  mile north of the visitor center. Southbound visitors were asked to indicate whether or not they had stopped there on their drive to the center. Data is presented in table 15.

People travelling both north and south will notice signs stating, "Devil's Churn Parking Area--  $\frac{1}{4}$  mile." A large parking lot, toilet facility, and interpretive sign and trail are near the road. Consequently, many people stop here. In fact, previous studies have indicated that this area may receive as much as three times the number of visitors as does the visitor center since it is adjacent to the road and is accessible both day and night. Future plans call for a manned visitor contact station to be constructed at the site. A sign by the comfort station encourages people to visit the Cape Perpetua Visitor Center on their way south and a trail connects the area with the center. Roving naturalists from the center are sent periodically to the area to encourage people to visit the center.

One problem arises with the data in table 15: the question did not specify visits made on previous occasions as opposed to a visit made on this trip. However, this difficulty was overcome by analyzing how many southbound visitors who stopped at the Devil's Churn were visiting the area for the first time. The results are shown in table 16.

Both of the tables are similar and both approximate the responses listed under activities and shown in figure 17.

stopped at Devil's Churn	52%
did not stop	44%
no response	4%

Table 15. Southbound Visitors Stopping at Devil's Churn

stopped at Devil's Churn	53%
did not stop	44%
no response	3%

Table 16. Southbound Travellers Visiting the Visitor Center for the First Time and Also Stopping at Devil's Churn

#### IV. VISITOR COMMENTS ON THE CENTER'S OPERATIONS

This chapter focuses on the visitor perception of the highway crossing hazard and summarizes general comments regarding the services offered at the center.

##### A. Perception of Highway Crossing Hazard

Since the visitor center is located atop a stabilized sand dune on the east side of the coast highway, it is necessary for visitors to cross the highway while walking on the trails to the tidepools and to the Devil's Churn. There are several sharp curves on the highway preceeding the two unmarked pedestrian crossings. The Forest Service is aware of this situation and a number of alternatives are being studied to correct the situation.

Visitors were asked to indicate whether they felt there was, in fact, a crossing hazard, and if so, what they felt was the best solution. One visitor stated that he felt that such questions were best left to "the experts," and, judging from the no opinion and non-response rate, many people indirectly indicated that they agreed with him. Hazard perception was correlated with sex, previous visits to the area, and whether the visitor had actually walked on the trails. Results are presented in table 17.

hazard	total	male	female	1st visit	repeat visit	walked trails	did not walk trails
yes	28%	29%	27%	25%	36%	33%	21%
no	34%	35%	34%	34%	37%	37%	30%
no opinion	32%	31%	32%	36%	23%	26%	40%
no response	6%	4%	6%	6%	5%	3%	9%

Table 17. Perception of Highway Crossing Hazard



It can be seen that, in general, there was a three way split between the yes, no, and no opinion categories. As could be expected, hazard perception was highest (36%) among repeat visitors and among those who walked the trails (33%). Negative hazard perception was lowest among those who did not walk the trails (30%).

Those who indicated that a safety hazard existed were asked to indicate which solution they felt would best remedy the situation. Opinion was roughly divided between a tunnel and an overpass. A tunnel was most preferred by males (44%), repeat visitors (45%), and those who had walked the trails (43%). The overpass was preferred by females (34%), 1st time visitors (43%), and those who had not walked the trails (46%). The data is presented in table 18.

solution	total survey	males	females	1st visit	repeat visit	walked trail	did not walk trail
tunnel	38%	44%	32%	35%	45%	43%	29%
overpass	36%	38%	34%	43%	24%	31%	46%
warning sign and painted crosswalk	9%	7%	13%	4%	16%	12%	3%
multiple response	6%	4%	8%	3%	10%	8%	3%
caution light	5%	2%	6%	4%	5%	4%	6%
no response	3%	4%	2%	4%	-	1%	6%
no opinion	2%	2%	2%	3%	-	-	6%
stoplight	1%	-	2%	1%	-	-	3%

Table 18. Solution to Highway Crossing Hazard

## B. Comments on Visitor Center Facilities

Visitor comments were analyzed for content and length as well as substance. Comments were classified as brief (words or phrases such as "great" or "nice place"), and extensive (those that were several sentences or longer). 90% of the people responded in some manner, but most of these responses were brief comments. Repeat visitors were more likely to comment extensively than any other class of visitor. The results of the length of comments are shown in figure 20.

	survey	Oreg.	non-resid.	1st visit	repeat visit
no comment	10%	11%	9%	11%	7%
brief comment	73%	71%	75%	76%	65%
extensive comment	17%	18%	16%	13%	27%

Figure 20. Length of Visitor Comments

Comments were also analyzed to determine which groups were most likely to offer suggestions for improving visitor services. Again, the repeat visitors were more likely to have suggestions when compared to any other group. Most 1st time visitors are satisfied with the present facilities but repeat visitors are twice as likely to offer suggestions than the 1st time visitors. The summary of these results are shown in figure 21.

The above "objective" summary does not give an indication of the substance of the visitor comments. Percentages and tables cannot indicate the enthusiasm and gratefulness expressed by those who took considerable extra time and thought to comment on the center. As one reads the comments found in Appendix VI., one cannot help but conclude that the Cape Perpetua Visitor Center has been well received by the visitors.

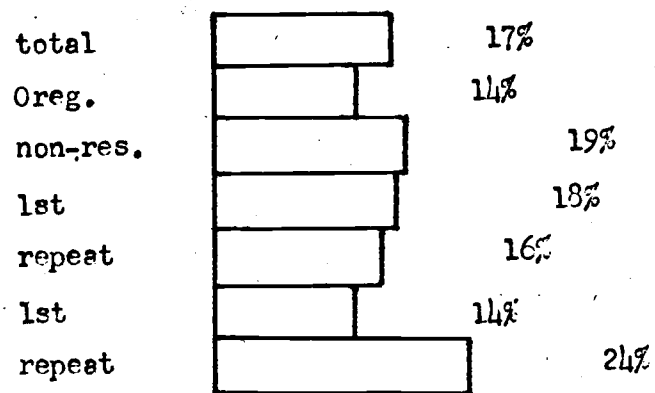


Figure 21. Suggestions Offered in Visitor Comments

## V. SUMMARY AND RECOMMENDATIONS

The Pacific Northwest is somewhat isolated from other regions of the U. S. Therefore, although the Cape Perpetua Visitor Center is located in the center of a scenic area of national significance, it is primarily utilized by visitors from the Pacific Coast states. Oregonians account for 1/3 to 1/2 of all visitors and Lane and Multnomah counties account for approximately 44% of the Oregonians visiting the center.

Most of the visitors come specifically to the area for the purpose of visiting the Oregon coast. Primary influences on the choice of specific destinations are recommendations by friends and previous visits. The major influences for people stopping at the visitor center are the two road signs near the highway and friend's recommendations.

The most popular activities at the center are looking at the exhibits and displays, viewing the movie, visiting the Devil's Churn and walking the trails. The fact that the Cape Perpetua campground was closed may have significantly changed the nature of the visitors and their activities during the survey. More people could have participated in time consuming activities such as hiking or attending the evening programs. Nevertheless, those who did visit the center, even for a brief period of time, were enthusiastic and appreciative of the efforts made in their behalf. Many stated that the center represented tax money well spent and that there should be additional centers like it.

Finally, worries about obtaining gasoline may have caused Californians and people in the Rocky Mountain region and the Midwest to travel elsewhere; but there is no evidence to indicate a significant national shift away from the Oregon coast by vacationers during 1973.

### Recommendations

1. Additional road signs calling attention to the visitor center, placed at least one mile north and south of Cape Perpetua would be an inexpensive method to increase visitation and use of the center's facilities.
2. More frequent changes in interpretive displays and additional displays would be desirable. Approximately 30% of the visitors had visited the center previously and this group was the most critic of the center's operations.
3. Future interpretive displays should be designed to appeal to the young visitors, ages 8 to 15.
4. The Cape Perpetua campground should be reopened immediately. This was mentioned frequently by visitors in the section for comments. The campground closure significantly reduces the effectiveness of the visitor center operations.
5. Future surveys should attempt to supply age group categories rather than to ask for a specific age of the respondents. This will hopefully increase the response rate of participants.



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APPENDIX I.

SURVEY QUESTIONS

Hello! and welcome to the Cape Perpetua Visitor Center.

The Department of Geography at Oregon State University, with the permission of the U. S. Forest Service, is conducting a visitor survey on selected days.

Cape Perpetua is the largest interpretive facility of its kind in the Pacific Northwest. The answers you supply will help us to serve you better in the future.

You are not required to sign your name. This will take only three to four minutes of your time to complete.

Thank you for your help.



1. Have you ever stopped here at the Cape Perpetua Visitor Center before?

\_\_\_\_\_ yes \_\_\_\_\_ no

2. What FIRST prompted you to stop here at the Visitor Center?  
(PLEASE CHECK ONLY ONE RESPONSE)

- \_\_\_\_\_ recommended by friends
- \_\_\_\_\_ Forest Service literature
- \_\_\_\_\_ saw it on maps
- \_\_\_\_\_ read about it in newspapers or magazine articles
- \_\_\_\_\_ read about it in travel ads or brochures
- \_\_\_\_\_ saw the road sign by the highway
- \_\_\_\_\_ saw the sign by the Devil's Churn
- \_\_\_\_\_ recommended by information centers
- \_\_\_\_\_ other (please specify \_\_\_\_\_)

3. What activities did you or will you participate in while here at Cape Perpetua either today or on previous visits? CHECK ALL THAT APPLY.

- \_\_\_\_\_ looked at exhibits and displays
- \_\_\_\_\_ asked for directions or other travel information
- \_\_\_\_\_ saw the 15 minute color movie, "The Forces of Nature"
- \_\_\_\_\_ walked on nature trails
- \_\_\_\_\_ took a nature walk with ranger
- \_\_\_\_\_ walked down to tidepools
- \_\_\_\_\_ visited the Devil's Churn
- \_\_\_\_\_ drove to the top of Cape Perpetua
- \_\_\_\_\_ took the auto tour of the Coast Range Forest
- \_\_\_\_\_ other \_\_\_\_\_

4.

Do you feel that there is a traffic hazard with people crossing the highway while going from the visitor center to the tidepools or Churn ?

\_\_\_\_\_ yes \_\_\_\_\_ no \_\_\_\_\_ no opinion

If you answered yes above, how could this hazard be best reduced?  
(CHECK ONE)

- \_\_\_\_\_ overpass
- \_\_\_\_\_ tunnel
- \_\_\_\_\_ caution light
- \_\_\_\_\_ warning sign and painted pedestrian crosswalk
- \_\_\_\_\_ stoplight
- \_\_\_\_\_ no opinion

5. What is your home state (or country)? \_\_\_\_\_  
 IF YOU ARE FROM OREGON, what is your home COUNTY? \_\_\_\_\_
6. How many are in your party? \_\_\_\_\_
7. What type of vehicle are you travelling in?
- |                       |                   |
|-----------------------|-------------------|
| _____ car             | _____ motor home  |
| _____ car and trailer | _____ motorcycle  |
| _____ camper          | _____ other _____ |
8. What do you consider to be the highlight or main destination for this trip?  
 \_\_\_\_\_
9. In what direction are you travelling on the coast highway?
- |  |
|--|
| _____ going south (towards Florence or California) |
| _____ going north (towards Newport or Washington)  |
10. If you are going south, did you stop at the Devil's Churn?  
 \_\_\_\_\_ yes \_\_\_\_\_ no
11. IF YOU ARE FROM OUT OF STATE, what prompted you to choose your main destination IN OREGON? (CHECK ONLY ONE)
- |   |
|---|
| _____ newspaper and magazine articles           |
| _____ friends' recommendations                  |
| _____ travel bureau advertisements or brochures |
| _____ other (please specify _____)              |
12. What is your age? \_\_\_\_\_ Sex? \_\_\_\_\_ male \_\_\_\_\_ female
13. Please list the ages of the other members of your group.
- males:
- females:

PLEASE TURN THE PAGE

14. To what extent did references to a "gas shortage" affect your vacation plans?

15. Please state your general reaction to the Cape Perpetua Visitor Center and feel free to offer any suggestions for improving our services to you.

Thank you again for your cooperation  
and have a safe trip.

APPENDIX II.  
SURVEY DATA

day code	date	time	hand count	surveys	# of non acceptances	weather	daily car count*
1	1	am	195	16	0	fog, cold	717
1	3	am	164	13	0	overcast	538
2	4	pm	217	17	1	clear	654
2	5	pm	269	21	1	clear	564
1	6	am	201	16	1	overcast	614
1	7	pm	247	22	0	overcast	583
1	9	am	212	13	0	fog, drizzle	636
2	12	am	235	23	0	fog	734
1	17	pm	186	19	1	clear	641
2	18	am	189	21	0	clear	832
2	19	pm	244	28	0	clear	723
1	20	pm	91	12	2	clear	509
1	22	pm	229	25	0	pt. cloudy	677
1	23	pm	192	22	2	rain	745
2	25	am	154	15	0	clear	543
1	27	am	129	13	1	pt. cloudy	514
1	30	pm	168	19	0	fog, rain	443
1	31	am	105	11	0	pt. cloudy	349
2	1	pm	186	18	0	clear	606
2	2	am	147	15	0	clear	747
3	3	am/ pm	336	32	0	clear	514

day code: 1= weekday, 2= weekend, 3= holiday

\* daily car count based on data from automatic car counter, excluding bus tours

APPENDIX III.  
NUMERICAL DATA FOR SELECTED SURVEY CATEGORIES

total number of visitors contacted	387
number of visitors declining to participate in study	9
actual number of visitors surveyed	378
total Oregonians surveyed	169
total non-residents surveyed	209
males surveyed	189
females surveyed	171
number of participants visiting center for the first time	262
number of repeat visitors surveyed	106
total weekday visitors surveyed	193
total weekend visitors surveyed	153
total holiday visitors surveyed	30

## APPENDIX IV.

## ATTENDENCE DATA FOR THE O. S. U. MARINE SCIENCE CENTER, NEWPORT

	1972	1973
May	17, 302	20, 671
June	18, 950	19, 864
July	39, 244	52, 171
August	49, 285	60, 572
September	13, 921	25, 400

1968	173,756
1969	212,746
1970	225,665
1971	206,012
1972	202,620
1973	259,153

## APPENDIX V.

## SELECTED INDIVIDUAL COMMENTS ON THE GAS SHORTAGE

travelled by Greyhound bus

We went by motorcycle instead of by car because the motorcycle is cheaper on gas.

They didn't affect our plans in any way.

Concern

not very much since we are hitchhiking.

We stayed in Oregon instead of going to South Dakota.

none. The AAA said no problem in press releases.

not any affect. The news media distorts facts to make news.  
big hoax.

made us a bit hesitant about leaving, but we still had to go.

I worried a lot.

I was a little worried, so I brought a little extra gas with me.

No. But the citizens, gasoline station owners and politicians should force the gas companies to deliver sufficient gasoline or get out of the state and country. There is not a shortage, they are producing it.

None. We thought it was over. We goofed.

Added some tension to the trip.

We took extra gas, but didn't use it.

Not at all. Motorcycles get 60 miles per gallon.

telephoned the American embassy in London and (they) never heard of it and didn't know what I was talking about.

We had no trouble (getting gas).

had trouble only in Oregon. good luck in Montana, Idaho, Colorado, Utah, Arizona, and California.

was careful to fill up on gas and Excedrin.

no gas on Sunday. Unnecessary gas shortage and high prices.

We decided to cut down on motel expenses. We are camping.

The "gas shortage" was evident to us only in the prime tourist areas of Colorado, and we have been on the road for 3 months and have covered 38 states and 13,000 miles !

only keeping tanks full.

I don't believe that there is a shortage. It's plentiful just across the border in Canada.

We cancelled plans for a summer vacation. may travel to California by car at Christmas. wife took Amtrak to California instead of auto trip to eastern Oregon that we had contemplated.

We had to plan our destinations.

restricted weekend and evening travel.

did not change our plans but did cause some worry in the beginning.  
Have experienced no gas problems.

bought a 2 gal. gas can and was lucky enough not to use it.

took a train to Seattle and rented a car. (visitor from Michigan.)

had planned to visit Olympic National Park; decided to stop in Oregon.  
(visitor from California.)

We decided to travel to Oregon this year as we feel the gas shortage will be worse next year.

only found "gas shortages" in pro-ecology states (Oregon, Colorado) and then only on weekends. mysteriously stop on weekdays.

We decided to travel this year rather than wait till next year when the situation might be worse.

a decision not to travel as far from home but to see a specific area well.

we did decrease our speed to conserve fuel.

In Canada, we feel it's just a hoax to keep tourists away, and possible propaganda to clear the way for tankers up the B.C. coastline.

kept us at home more than usual.



## APPENDIX VI.

## SELECTED INDIVIDUAL COMMENTS ON THE VISITOR FACILITIES

very nice. There should be more centers like this.

beautiful place.

needs a waste paper basket.

very nice people here.

I found it a pleasant surprise-- the people courteous and helpful and the facilities interesting. It is nice to have a facility that explains the flora and fauna of the surrounding area so that it may be more fully appreciated. There should be more like it. My only suggestion for improvement is advertising. I wouldn't have known it was here if I hadn't passed it on the road.

Excellent! Thanks for the wealth of information.

trails interesting and challenging. center itself very informative and interesting.

most complete example of what coastal area is. appreciated all your work and effort.

Guides need to be developed for teachers to use while visiting the area and suggestions for preparation to visit the area. Focus should be on animals, plants, forces of nature, man's impact, history, etc.

label understory plants on Riggin' Slinger Trail.

try letting people know where Cape Perpetua Campground is.

wish Southern California had such a visitor center on their coast.

should sell or give head scarves. not really prepared for wind and ear aches.

There is not enough exhibits on the main floor. Three or four objects on floor is still not (enough) despite the natural area outside the building.

We always enjoy stopping at the Cape. The visitor center and restrooms are always clean.

eliminate music in movie and substitute natural sounds-- animals, falling rain, waterfalls, dashing waves, etc.

I think it's a valuable service that puts enough together in a short time that tourists would not otherwise see, if left to find these things on their own. The exhibits and movie leave one with a feeling of respect for the forest and coastal area. I like the idea of "controlled" areas for people who are out on a "sightseeing" level.

It's unfortunate about the vandalized signs at Devil's Churn. Is there any way to have vandal proof signs?

Please finish campground-- have been looking forward to it for three years.

lacks displays-- should be more of a museum despite sign you've posted over the guest register. Your interpretive information hasn't been upgraded since the day the place opened.

still haven't found the restrooms.

The comments on "clearcutting" in the diorama exhibit are false, misleading, unecological and immoral.

could have more displays of natural forces.

This year is much better-- no music to bug you!

top of Cape Perpetua not advertized enough. We almost missed it-- the top was the best part of the Oregon Coast.

perfect as it is. We've been here 3 years now in arrow. Enjoy the program at Tillicum at night too.

Displays on rocks and fossils would be an interesting addition.

The best use to which tax money can be put. makes one proud instead of ashamed to be an American. Hurray for the Forest Service.

snack bar.

nice clean building, but relatively nothing in it of much interest.

would suggest more displays in which observer could "do something"-- be involved, such as pressing buttons or feeling things.

The Forest Service should have more of these across the country, more than the half dozen or so you now have.

need signs on highway a mile or so out with indications of what can be done at visitor center and immediate area.

recommend driver's training for local drivers. unbelievable!

We have been coming here at different seasons for the past 40 years.

The violence of the ocean. The obvious wind effect on the trees and beauty on the clear days always thrill us and every visit brings new views. I think the center has had substantially added to the totality of the area.

A very good and informative facility although very few people have heard of the visitor center prior to seeing it on the highway. We recommend it to all people who stop at Washburne Park and to all our house guests.

Very pleased to see some of our tax money used for such an interesting project.

one of the best we have come in contact with; very complete.

tidepool exhibit would be good.

would like more literature describing wildlife while hiking through the park.

perhaps more exhibits would be nice.

no literature for numbered sign posts. shameful clearcutting propaganda.

lovely film-- very professional.

distances to different points of interest could be listed on the signs outside.

inadequate camping facilities in area.

It is a shame that Camp Perpetua is not open, with all the work that has been done, to let it revert to the overgrown status it now has. It would cost less to finish it now.

reduce fog.

It is difficult to believe that this beautiful visitor center is 6 years old and still looks like new. The exhibits are excellent.

have been by 50 times before, never stopped.

Movie and sound very interesting and effective even after seeing it for the third time. Would like to see more motion pictures and information on sea life, various seasons on the coasts and different moods of the sea. Would also like more information on places to see and hike along the coast.

We'd prefer slides with names at bottom of picture; idea is great but the two together reinforce better.

don't change it.

This is our 7th time here; every time we have someone with us that hasn't been here before we stop. Everyone is pleased to have visited and remark there should be more along the coast.

unlock the promenade deck so you can come back in.

could show more films.

This visitor center is one of the finest places to visit anywhere on the coast, one of the best investments of Forest Service funds I have seen. There should be more like it, especially to make the public aware of the damage done by carelessness or over-exploitation of natural resources.

enjoyed talking to host.

free coffee.

very nice place! glad to see nature hikes added. will be back.

We stayed because it was a Forest Service operation.

God is alive,  
Magic is afoot.  
God is afoot,  
Magic is alive.

## APPENDIX VII.

## ORIGIN OF VISITORS, 1972 and 1973

(DATA BASED ON GUEST REGISTER DATA AND EXPRESSED IN VISITOR UNITS)

state	1972				1973			
	May	June	July	August	May	June	July	August
Oreg.	266	483	731	617	174	327	442	631
Cal.	56	239	433	665	74	243	430	472
Wash.	65	175	290	415	60	168	275	291
Alab.	0	1	1	3	0	2	6	1
Alaska	1	7	7	4	6	4	5	5
Ariz.	1	18	23	30	5	14	32	22
Ark.	1	4	4	0	0	4	6	2
Col.	6	43	34	54	12	32	29	45
Conn.	3	4	8	17	2	5	22	20
Del.	1	2	4	0	1	2	4	2
D. C.	0	2	5	5	1	1	3	2
Fla.	3	13	25	22	9	18	36	25
Ga.	0	3	2	3	0	6	9	8
Haw.	0	3	3	16	3	6	2	7
Ida.	5	38	52	45	14	31	48	36
Ill.	5	31	40	50	3	39	53	37
Ind.	0	5	19	17	1	15	10	14
Iowa	0	10	26	18	2	13	15	16
Kan.	0	7	6	16	0	15	13	14
Ky.	1	1	4	0	2	3	5	1
La.	2	1	4	3	2	4	7	3
Me.	0	0	1	3	1	0	6	6
Md.	1	0	13	7	1	9	9	10
Mass.	4	8	26	12	1	8	24	17
Mich.	5	20	35	34	7	30	38	28
Minn.	4	23	28	36	5	21	40	34
Miss.	0	1	0	0	0	1	1	2
Mo.	2	10	18	18	1	12	28	21
Mont.	1	15	21	12	6	15	16	13
Neb.	2	11	12	19	3	7	12	13
N. H.	0	1	7	4	1	0	5	3
N. J.	2	11	16	16	2	2	27	22
N. M.	0	14	7	12	2	6	10	6

state	1972				1973			
	May	June	July	August	May	June	July	August
N. Y.	5	10	48	49	4	16	49	42
Nev.	3	9	10	12	2	18	13	12
N. C.	0	4	7	2	1	8	13	5
N. D.	0	8	2	5	1	11	1	3
Ohio	1	24	37	22	2	16	26	24
Okla.	2	6	7	12	1	5	13	8
Penn.	5	12	21	26	5	11	34	24
R. I.	0	0	3	1	0	0	2	4
S. C.	0	3	2	2	0	3	4	1
S. D.	1	5	12	7	0	1	4	7
Tenn.	1	3	9	5	3	5	5	5
Tex.	4	22	26	25	5	22	27	21
Utah	7	17	36	34	8	14	23	33
Vt.	1	1	1	0	0	0	8	2
Vir.	2	6	9	14	4	13	7	8
W. Va.	0	0	0	2	0	1	0	1
Wisc.	5	19	23	22	1	20	20	17
Wyo.	2	0	5	8	0	8	13	0
Alta.	2	15	25	20	4	8	14	16
B. C.	12	11	46	55	9	31	48	43
Manit.	0	0	3	0	0	1	1	1
Nfld.	0	0	1	0	0	0	0	0
N. S.	0	0	0	0	0	0	1	0
Ontario	3	5	6	6	2	3	9	5
Quebec	2	0	3	2	1	1	4	3
Yukon	0	0	1	0	1	1	0	0
Foreign countries	11	23	50	46	17	35	54	62

## APPENDIX VIII.

## OFFICIAL CAPE PERPETUA VISITOR CENTER ATTENDANCE, 1967-1973

month	1967	1968	1969	1970	1971	1972	1973
Jan.		947	592	752	1379	1595	1358
Feb.		1375	1479	2325	3070	2265	2661
Mar.		3936	4827	5410	4880	3985	5045
Apr.		1888	3051	4570	4132	4897	4963
May		2496	5309	7465	7432	5929	6767
June		5585	8770	10761	10868	10322	10578
July	3048*	12999	18226	19311	18931	19464	19283
Aug.	12259	15019	18646	18095	21368	22117	19505
Sept.	5280	6943	5901	7316	9077	8645	9787
Oct.	2147	1393	2086	2930	4476	5078	3802
Nov.	1769	1421	2086	2073	2543	2298	2018
Dec.	1016	1277	1735	4568	1943	1464	1333
total	25511	56033	73015	82576	90099	88061	87118

( \* center opened July 22, 1967 )

# *FORCES* **OF NATURE**



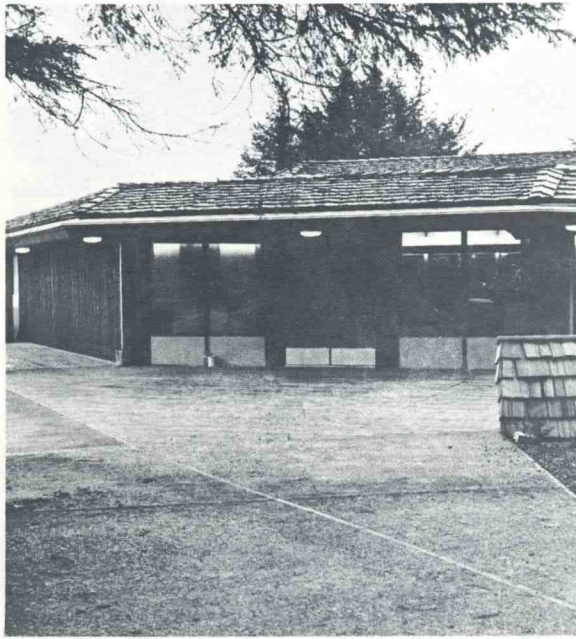
**Often Peaceful - Occasionally Violent**

## *Cape Perpetua* **VISITOR CENTER**

**SIUSLAW National Forest**  
**OREGON**

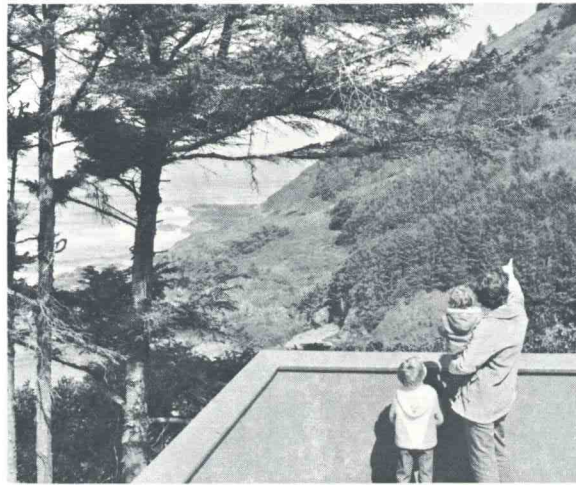


The Forest Service welcomes you to the Cape Perpetua Visitor Center.



The Cape Perpetua Visitor Center is not a museum. Its purpose is to introduce the visitor to a living museum—the Oregon Coast.

The theme “Forces of Nature” tells a story of storm waves smashing rocky headlands, howling winter winds uprooting giant trees, the countless marine creatures competing for a place to live, and the unseen micro-organisms relentlessly turning fallen vegetation into soil.



*Cape Perpetua is dedicated to the visitor who wishes to see for himself the beauties and complexities of nature.*

### VISITOR CENTER FACILITIES

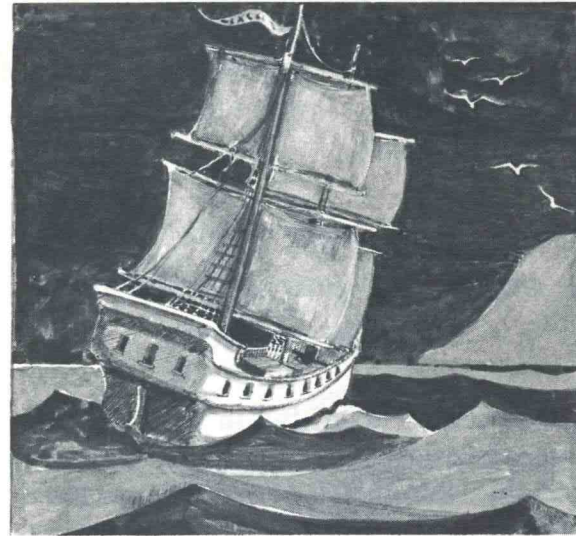
- INFORMATION DESK—Receptionist on duty
- AUDITORIUM—Movie “Forces of Nature” (15 min.)
- DIORAMA—History of man’s influence on the coast
- TRAILS—To beach and forest
- OTHER—Promenade deck...view of coast...rest rooms...drink-fountains



### CAPE PERPETUA’S STORY

Forged in the furnace of the earth, spewed out as molten lava, Cape Perpetua found its beginning. The Eocene basalts have weathered the onslaught of wind, wave and torrent for over 40 million years.

Long before explorers’ sails broke the horizon, coastal Indian villages dotted the foothills near favored shellfish beds. Mounds of shells are all that remain as evidence of this page in Perpetua’s history book.



Cape Perpetua was sighted by English explorer Captain James Cook on March 7, 1778. He named the headland for Saint Perpetua who was martyred for professing her Christian Faith in Carthage on March 7, in the year 203 A.D.

### POINTS OF INTEREST

**CAPE COVE BEACH**—A sheltered sandy cove, driftwood, glass floats, razor clams, picnicking, swimming.

**TIDEPOOLS**—At low tide—starfish, sea urchins, sea anemones, hermit crabs, sea life. It is unlawful to collect specimens here.

**DEVILS CHURN**—Foam covered chasm. Especially spectacular during storms.

**SPOUTING HORNS**—Resemble a whale spout—water forced through small vents in the rocks.

**SHELL MOUNDS**—Evidence of Indian life from ages past.



**WILDLIFE**—Woodland animals include raccoons, squirrels, bear, black-tailed deer, shore birds—grey whales and sea lions at sea.

**SALTWATER FISHING**—Rock fish, perch, and greenling caught from the rocks.



## TRAILS

Nature trails connect points of interest near the visitor center. Many trails have signs pointing out botanical, marine, and geological features. Ask the receptionist for directions.



**CAPE COVE TRAIL**—Visit beach or connect with “Trail of the Restless Waters”—wide variety of ocean panoramas.

**TRAIL OF THE RESTLESS WATERS**—Seascapes and tidepools, Devils Churn.

**TRAIL OF THE WHISPERING SPRUCE**—One of the Oregon Coast’s most spectacular views—nearly 800 feet above the sea.

**CAPTAIN COOK TRAIL**—Spouting horns, rock fishing, and shell mounds.

**SAINT PERPETUA TRAIL**—Through spruce giants to the top of Cape Perpetua.

**CAPE CREEK TRAIL**—Lush coastal forest, fern-lined stream.

## AUTO TOUR

The self-conducted auto tour starts at the Devils Churn and winds 22 miles through forest hills and valleys, returning to Highway 101 at Yachats. This tour shows natural resources on the National Forest. A special tour guide leaflet has been prepared for your use.

## CAMPFIRE PROGRAMS

A variety of slide-illustrated talks are presented at Tillicum Beach, Sutton, and Siltcoos campgrounds during the summer months. Information about these programs can be obtained at the reception desk.

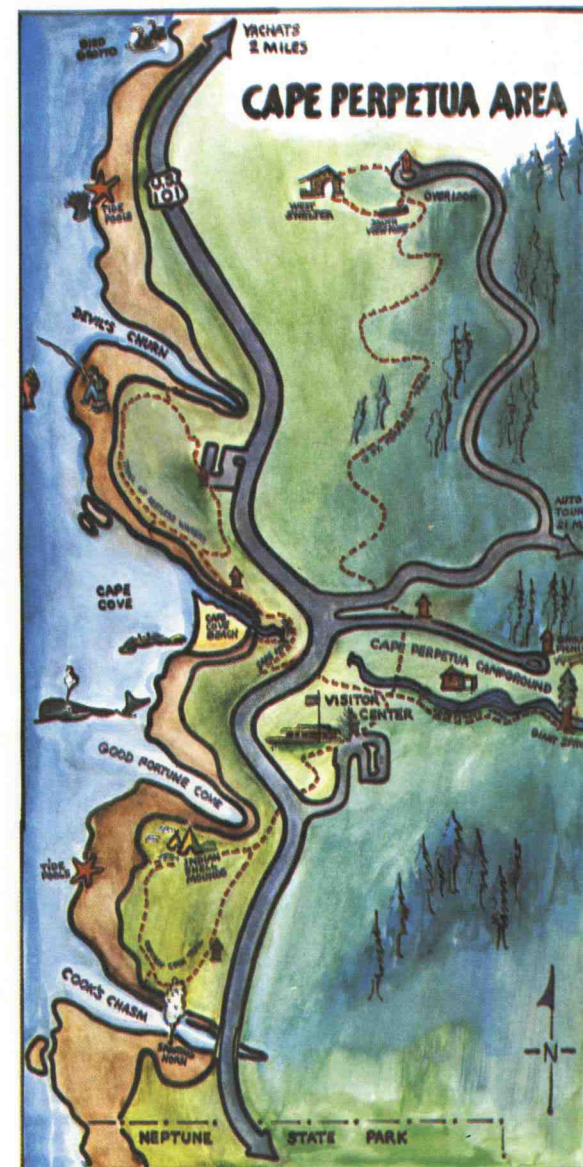
*We hope your visit will be enjoyable and stimulating.*

**COME AGAIN**

This center is located in the 620,000-acre Siuslaw National Forest, a part of the 182 million-acre National Forest system dedicated to conservation and wise use of timber, water, wildlife, forage and recreation.

FOR FURTHER INFORMATION WRITE:

District Ranger  
Waldport Ranger Station  
Waldport, Oregon 97394



Six elements compose the symbolic Forest Service Multiple Use Tree. Five ovals stand for the major resources of the National Forests — wood, water, forage, wildlife, and recreation. The trunk represents the Nation and its people who receive and benefit from these products and services.

