

TOURISM AS A MEANS OF REJUVENATING A SMALL DECLINING URBAN CENTER:
CASCADE LOCKS, OREGON

by

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A RESEARCH PAPER

submitted to

THE DEPARTMENT OF GEOGRAPHY

OREGON STATE UNIVERSITY

in partial fulfillment of
the requirements for the
degree of

MASTER OF SCIENCE

March 1974

ABSTRACT. Cascade Locks, Oregon, has chosen tourism as a means of revitalizing its economy with its 1) accessibility to Interstate 80N, 2) attractive location in the Columbia River Gorge, and 3) availability as a source of needed services (food and fuel). The Port of Cascade Locks has financed the Marine Park, Port information complex, urban renewal, and the proposed aerial tramway and sternwheeler-riverboat for the estimated 3.7 million Gorge visitors. Relatively few tourist attractions in the Gorge have been heavily patronized, other than Bonneville Dam and Multnomah Falls. Two conducted surveys indicated that tourists 1) favored the proposed sternwheeler, and 2) would patronize Cascade Locks if attractions were available. The present energy crisis will reduce out-of-state visitation; thus, Cascade Locks should depend on patronage from residents in the Portland metropolitan area. Tourism should prove beneficial to the town's prosperity.

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CASCADE LOCKS, OREGON

INTRODUCTION

Statement of Problem

Numerous small communities (less than 2,500 people) have experienced an out-migration of people leading to a population loss, and consequently, a decline in economy. Leaders and citizens of declining places often search for solutions for community revitalization. Without proper leadership, many communities may indeed decline. Professional assistance (e.g., city planner, consultant) is in limited quantity and often times too costly for a community's budget.

Some of these centers have chosen to attract small light industry; however, without success. This may stem from 1) keen competition among communities, 2) limited labor supply of the community, or 3) high transport costs. Other centers have relied on one available resource for their economy, but when that resource becomes depleted, their employment and economy also falters.

Relatively few communities are fortunate in having both an appealing natural environment and an accessible location to large central cities and major highway routes. Some communities have succeeded in tourism; however, others have experienced difficulty in attracting visitors. The latter may result from leaders' unrealistic expectations and the lack of adequate research of similar tourist-oriented communities. Before encouraging investment in tourism, community leaders should thoroughly examine their center's economic needs, limitations, recreational facilities, accessibility, and overall appeal to the visiting tourist.

Purpose of Study

The purpose of this study is to examine the attempt of Cascade Locks to develop a tourist industry for the rejuvenation of its prosperity.

This study examines in detail 1) the general setting, accessibility, population dynamics, and economy of Cascade Locks, 2) the history, sources of revenue, and collateral development projects of the Port of Cascade Locks planned to aid the tourist industry of Cascade Locks (i.e., Marine Park, Port Complex, aerial tramway, sternwheeler-riverboat, and urban renewal), 3) tourism potential of the Columbia River Gorge (i.e., Gorge attractions, traffic flow in the Gorge, total traffic estimates to the year 1980, projected visitor flow on Interstate 80N through the Gorge to the year 1980, and tourism in Cascade Locks), 4) attitudes of visitors toward proposed development projects, through two conducted surveys (i.e., Columbia River Gorge Visitor Survey and Public and Private Group Survey), 5) contributing factors that influence a center's population and economic decline, with each applied to Cascade Locks, Oregon, 6) criteria that might influence the success or failure of a community's tourist industry, with each applied to the tourism development of Cascade Locks, and 7) tourism potential of Cascade Locks based on information presented.

METHODOLOGY AND PROCEDURE

In researching the tourism potential of Cascade Locks (particularly the sternwheeler-riverboat), two questionnaires were designed 1) Columbia River Gorge Visitor Survey, and 2) Public and Private Group Survey.

Columbia River Gorge Visitor Survey

Survey Construction and Design

The visitor survey was designed to include diversified recreational questions to keep bias at a minimum. By estimating available research funds, it was determined that a total of 4,000 questionnaires would be printed. 1,170 completed surveys were returned by the respondents. The title, "1973 Columbia River Gorge Visitor Survey" appeared to the tourist as an official thorough survey pertaining to the Columbia River Gorge, sponsored by the Columbia River Gorge Commission and the Port of Cascade Locks.

Distribution Procedure

These questionnaires were allocated to twenty-five sites throughout the Columbia River Gorge (i.e., motels, museums, campgrounds, toll bridges, information centers, day visitor centers, Bonneville Dam, and Multnomah Falls). Instructions were given to working personnel of each site to eliminate misunderstanding and enable uniformity in distribution procedure. Each site was visited twice weekly to supply questionnaires, collect completed surveys, and review distribution procedure (Appendix III).

Two part-time employees, Mrs. Carol Irving and Mrs. Patricia Stevens, were employed to interview tourists at Multnomah Falls, Benson

and Mayer Visitor Day Parks from July six through July twenty-seven. Two-thirds of their time was spent during weekends of great tourist activity, and one-third during weekdays of typically out-of-state vacationers. Mr. Gaskil, director of Oregon State Parks in Salem, Oregon, approved the distribution of questionnaires to campers of Lewis and Clark, Ainsworth, and Viento Overnight State Parks.

For each distribution site, the average daily tourist patronage was estimated; which in turn received their portion of the 4,000 questionnaires. It was emphasized to participants at each site that each survey should be completed at that site, for if a tourist did not complete the form immediately, he might have disregarded the survey. Each respondent had the option of 1) mailing the survey to the Port of Cascade Locks, or 2) returning the survey to one of the distribution sites. Postage was pre-paid by the Port at a cost of ten cents per survey.

Question Methodology

The following explains the design of the questionnaire (Appendix I).

The first question was designed to discover the nature of the visitor's trip through the Gorge; the second determined the number of days a tourist would normally stay in the Gorge. Question three asked for the percentage of tourist who had visited the Gorge for their first time. Of those respondents who had previously visited the Gorge, the next question determined how many return visits a tourist made during 1972.

Both the Columbia River Gorge Commission and the Port of Cascade Locks could benefit from the findings of questions five and six. These revealed visitors' specific recreation activities and their preferences among the proposed recreational developments in the Gorge (specifically, the aerial tramway and the riverboat-sightseeing tours).

Question seven briefly explained the envisioned sternwheeler to acquaint the reader with the possible non-sightseeing facilities the riverboat could provide. This question was divided into two parts: 1) "Is a sternwheeler a good idea?", and 2) "If so, would you ride it?". A visitor who might approve of the sternwheeler concept, possibly may not ride the riverboat.

Questions eight, nine, and ten were designed to indicate 1) the tourists' opinions of the sternwheeler, 2) the desired length of excursion, 3) preferred non-sightseeing facilities; and 4) desired fare for an hour excursion tour. The findings will be utilized by the Port of Cascade Locks, and will not be analyzed in this study.

The survey concluded with a request for visitors' suggestions in improving the Columbia River Gorge. Answers to this question were tallied on a separate page, and submitted to the Columbia River Gorge Commission.

The first question of the statistical research data section determined if the visitor was single, married, a member of a family unit (three to six members), or with a group (seven persons or more). The second question established the visitors' residence (i.e., Portland, the state of Oregon, or out-of-state). The family's approximate gross income in 1972 was broken down into six categories. Each questionnaire was sorted according to one of these six categories, and its answers were tabulated on appropriate income tally sheets.

Public and Private Group Survey

Distribution

A separate mailing questionnaire was distributed to 300 service clubs, fraternal and civic organizations, school boards, political and professional groups, and travel agencies in Portland and communities of the Columbia River Gorge. The contacted groups were selected from lists obtained by Portland and Hood River Chambers of Commerce, Volunteers Bureau in Portland, and the Yellow Pages-Pacific Northwest Bell Directory. Initially, the analyst had intended to contact principals from Portland schools; however, the schools were closed due to summer vacation. Eighty organizations responded. Postage was pre-paid by the Port of Cascade Locks.

Question Methodology

The first question indicated the type of organization that responded; the second inquired about the number of employees and its membership (Appendix IV). Question three asked if these groups conducted field trips in the Pacific Northwest; and if so, how many trips, number of participants, and how frequent. The next question inquired whether these organizations conduct field trips at major recreation attractions offered in Oregon; thus, indicating if Cascade Locks would be accessible to these patrons.

Question five asked what months the groups typically conduct their excursions, so that leaders of Cascade Locks might know when to expect the trade of these groups. The type of transportation that groups most generally utilize when conducting field trips (question six) will indicate if the Port should provide the transportation. Question seven and eight are interrelated: 1) do organizations receive group rates at other attractions, and if so, what percent of discount; and 2) do groups make advance arrangements with Oregon attractions.

Question nine requested the opinion of the groups about the sternwheeler facility; question ten asked how many members might utilize this riverboat. Questions eleven, thirteen, and fourteen include similar criteria and considerations of the sternwheeler explained in the Visitor Survey Methodology. These findings will not be analyzed. Question twelve inquired which points of interest along the Columbia River should be included in the sternwheeler itinerary to enhance the visitor's ride. The last question intended to see if these organizations would patronize both the anticipated tramway and sternwheeler, when available.

AREA AND COMMUNITY ENVIRONMENT

General Setting

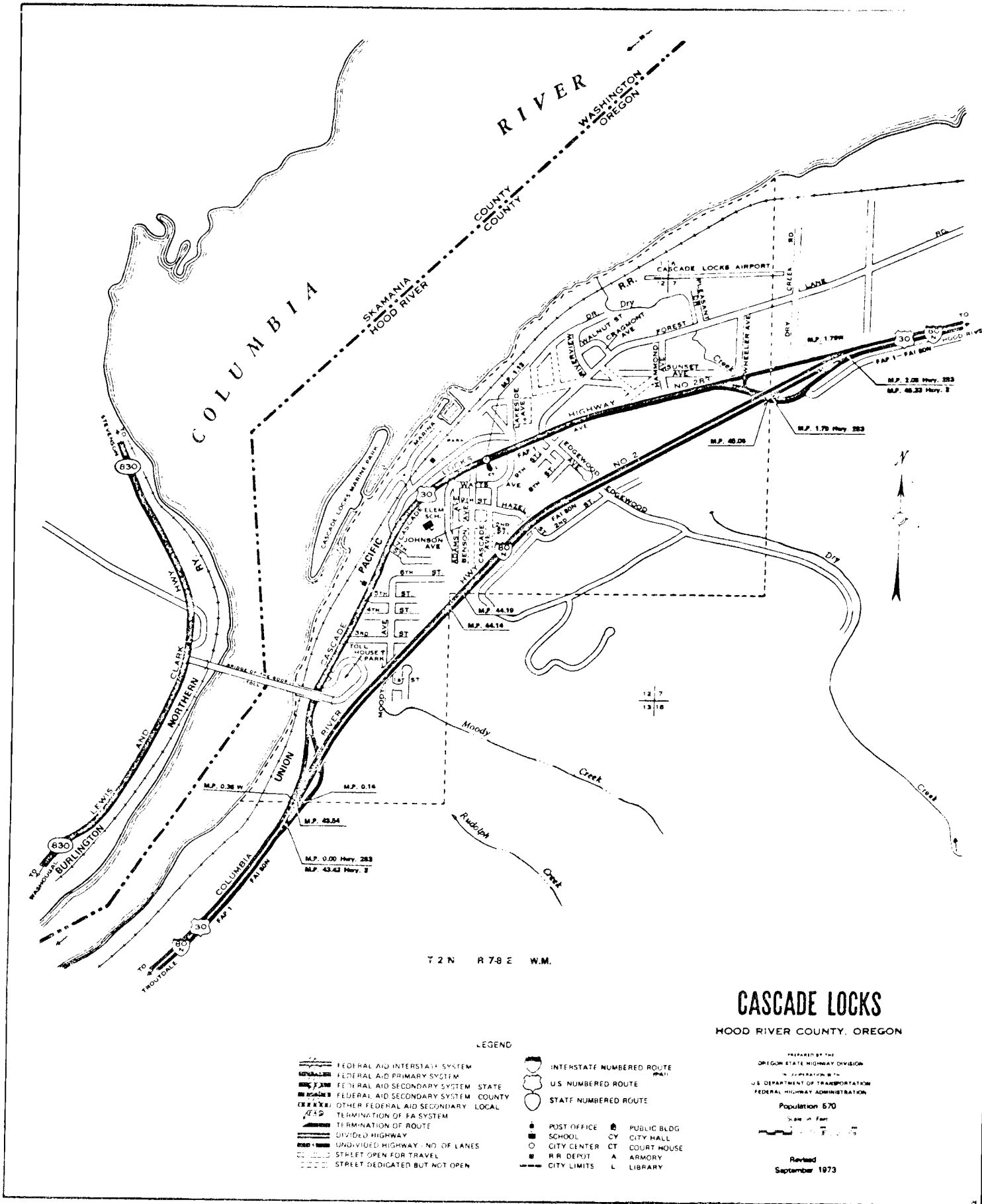
Cascade Locks, Oregon, is situated in the Columbia River Gorge forty-two miles east of the Portland metropolitan area, and four miles upstream of Bonneville Dam (Map 1). The nearest sources of population and economic activity are Stevenson, Washington (opposite bank of the Columbia River), Hood River, Oregon (fifteen miles to the east), and Portland, Oregon.

This community extends east-west along the banks of the Columbia River, nestled between the river and Interstate 80N. The Columbia River, Stevenson, Washington, and the Cascade Mountain Range lie north of Cascade Locks. To the south, across Interstate 80N the topography begins to change dramatically rising from an altitude of 100 feet to an elevation of over 4,000 feet. Regional expansion would be limited at any rate, as much of the rugged terrain is owned by the U.S. Forest Service.¹ Cascade Locks experiences a moist, Marine climate with 85.8 percent of the total precipitation occurring from October through April.²

Accessibility

Cascade Locks, within forty-five minutes of Portland, is accessible by Interstate 80N, Washington State 14 (via the Bridge of the Gods Toll Bridge), and the "Mount Hood Loop" (Oregon State Highway 35, U.S. 26, and Interstate 80N).

Distances from Cascade Locks to other urban centers are provided in Table 1.



CASCADE LOCKS

HOOD RIVER COUNTY, OREGON

PREPARED BY THE
 OREGON STATE HIGHWAY DIVISION
 IN COOPERATION WITH
 U.S. DEPARTMENT OF TRANSPORTATION
 FEDERAL HIGHWAY ADMINISTRATION

Population 570
 Scale in Feet
 1" = 100'

Revised
 September 1973

LEGEND

- | | | | |
|--|-------------------------------------|--|---------------------------|
| | FEDERAL AID INTERSTATE SYSTEM | | INTERSTATE NUMBERED ROUTE |
| | FEDERAL AID PRIMARY SYSTEM | | U.S. NUMBERED ROUTE |
| | FEDERAL AID SECONDARY SYSTEM STATE | | STATE NUMBERED ROUTE |
| | FEDERAL AID SECONDARY SYSTEM COUNTY | | POST OFFICE |
| | OTHER FEDERAL AID SECONDARY LOCAL | | SCHOOL |
| | TERMINATION OF FEDERAL AID SYSTEM | | CITY CENTER |
| | TERMINATION OF ROUTE | | R.R. DEPOT |
| | DIVIDED HIGHWAY | | CITY LIMITS |
| | UNDIVIDED HIGHWAY - NO. OF LANES | | PUBLIC BLDG |
| | STREET OPEN FOR TRAVEL | | CITY HALL |
| | STREET DEDICATED BUT NOT OPEN | | COURT HOUSE |
| | | | ARMORY |
| | | | LIBRARY |

Map 1.

TABLE 1.--DISTANCES FROM CASCADE LOCKS, OREGON

<u>Location</u>	<u>Miles</u>	<u>Location</u>	<u>Miles</u>
Astoria, Oregon	157	Portland, Oregon	42
Bend, Oregon	172	Salem, Oregon	89
Boise, Idaho	405	Salt Lake City, Utah	759
Chicago, Illinois	2,110	San Francisco, California	610
Denver, Colorado	1,268	Seattle, Washington	235
Eugene, Oregon	152	Spokane, Washington	335
Mount Hood	33	The Dalles, Oregon	41
New York, New York	2,964	Vancouver, B.C., Canada	809

Source: Hood River Chamber of Commerce, Hood River, Oregon, July, 1973.

Population Dynamics

The community of Cascade Locks was formed in 1896 during the construction of the Cascade Navigational Locks to enable navigation of sternwheelers through the shallow Columbia River rapids. The town grew to 1,000 people, but decreased in size after completion of the locks.³ During the early 1930's, the construction of Bonneville Dam provided employment for thousands, enlarging Cascade Locks to a population of over 2,000. After the project was completed, the population once again sharply declined; and presently, the town consists of 580 people (Table 2).⁴

TABLE 2.--POPULATION STATISTICS: HOOD RIVER COUNTY, CASCADE LOCKS, AND HOOD RIVER

<u>Area</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1972</u>	<u>Number</u>	<u>Percent</u>
Hood River County	12,740	13,395	13,187	13,540	+800	+ 6.0%
Cascade Locks	733	660	574	580	-153	-20.0%
Hood River	3,701	3,657	3,991	4,025	+324	+ 8.0%

Source: Oregon Blue Book 1973-1974, Clay Meyers, Secretary of State, pp. 208-10.

Economy

The economy of Cascade Locks is largely dependent on lumbering. In 1970, with help from the Port, the leaders of Cascade Locks had attracted to the city the Cascade Wood Components and the Gorge Lumber Company, and in 1966, nearly created the Cascade Steel Rolling Mill.⁵ Because of much opposition to the latter from local citizens, state and federal agencies, and environmental groups, the community has shifted its efforts to the establishment of a cleaner industry; however, it has been unsuccessful. Presently, Cascade Locks provides only limited housing for both part-time and permanent workers, and few young people stay in the community, since better employment opportunities exist elsewhere. Therefore, the residents must pay higher taxes than the state's average to compensate for the lack of economic activity (\$35.48 per \$1,000 assessed land value in 1972, compared to the state's average of \$26.35).⁶

Presently, the community is concerned with rejuvenation. A \$1.5 million Urban Renewal Project has been constructed, and the town provides its own primary and secondary sewage treatment facilities, cable television operation, and water and electric utilities.

PORT OF CASCADE LOCKS

History

The community of Cascade Locks is fortunate in that it is affiliated with one of thirty-six Oregon Port Districts that operate along the Oregon waterways (i.e., Pacific coast and Columbia River).⁷ In June, 1937, the Port of Cascade Locks was formed to support navigation commerce and assist aligning communities with opportunities for economic growth. Cascade Locks, Oregon, the only town within the Port of Cascade Locks perimeter, has its existing and proposed tourist attractions financed by the Port.⁸

The major source of revenue for the Port is from toll fees obtained from the Bridge of the Gods Toll Bridge, which recorded over \$195,000 in 1972, and an anticipated \$200,000 in 1973.⁹ The Port of Cascade Locks has been able to finance various development projects through loans from the Small Business Administration and grants from the Economic Development Administration.

Collateral DevelopmentMarine Park

In 1954, the Port purchased from the Corps of Engineers the Cascade Locks Marine Park, known for its original navigational locks on the Columbia River. Developed for the recreationist, the Port, state, and federal governments have invested \$250,000 into this park which includes 1) an historical museum specializing in history of the Columbia River Gorge, 2) boat moorage facilities for sixty boats with fuel supply and trailer ramp, 3) a footbridge providing access to "Thunder Island" noted for its view of the Gorge, and 4) picnic, camping, and fishing facilities.¹⁰ The

Port plans to 1) provide protection for boats moored at the marina, 2) purchase playground equipment, and 3) relocate Bonneville Dam Information Center Building from Bradford Island to the Marine Park.

Port Complex

The Port expects to build a complex to service the recreationist and visitor, providing 1) a Columbia River Gorge tourist information center, 2) food, supplies, and showers for backpackers on the Pacific Crest Trail, and 3) the Port of Cascade Locks offices.

Aerial Tramway

In 1969-1970, the Port began discussions concerning the construction of an aerial tramway in Cascade Locks, which would rise from a base elevation of 100 feet to an elevation of over 3,000 feet. In December, 1973, the Economic Development Administration granted the Port commissioners \$1.5 million for construction; and in November, 1973, the Forest Service approved the use permit for the development of the upper terminal.

Sternwheeler-Riverboat

Initial feasibility studies are presently being conducted to determine the sternwheeler's popularity among the estimated annual 3.7 million visitors. The Port officials envision an authentic replica of sternwheelers built in the early 1900's depicting the Gorge's history, culture, and uniqueness, navigating the Columbia River daily between Bonneville Dam and Cascade Locks (i.e., an eight mile round trip).

Urban Renewal

The Port commissioners assisted the leaders of Cascade Locks in the construction of a barber shop, restaurant, grocery store, motel, and

laundermat. The leaders anticipate that this complex will provide services for residents and tourists, and also help to stabilize the economy for the community.

TOURISM IN THE COLUMBIA RIVER GORGE

Gorge Attractions

There are a number of major tourist attractions in the Gorge.

Multnomah Falls

Tourism has increased yearly by an average 119,000 people (7.8 percent). Over 1,886,900 vacationers and visitors had stopped to view this second highest waterfall in the United States; however, only 110,000 hiked to the top of the falls.¹¹

Columbia River Scenic Highway

Sections of the original highway, built along the cliffs of the Gorge before Interstate 80N was constructed, have been preserved providing panoramic views of the Gorge.

Crown Point

This state park thirteen miles from Troutdale on the Columbia River Scenic Highway, provided an observation point of the Gorge for the 994,247 visitors in 1972-73.¹²

Bonneville Dam

This attraction has recorded an average visitation increase of 8.4 percent each year from 816,026 in 1969, to 1,021,832 in 1973. During 1975, the Corps of Engineers will begin construction of an information center, enclosed observation decks, and glass windows for observation of migratory anadromous fish.¹³

State Fish Hatchery

Located near the Bonneville Dam Information Center, this attraction

provides 1) self guided tours with all facets of the fish hatchery operation, and 2) popular sturgeon and trout ponds.

Oregon State Campgrounds

These facilities in the Gorge have increased in patronage from 33,376 campers in 1969, to 56,107 in 1973; an annual 22.7 percent increase.¹⁴

Oregon State Day Visitor Parks

These parks have increased from 1,456,232 recreationists in 1969, to 2,479,849 in 1973; an annual 23.4 percent increase.¹⁵

Maryhill Museum

This museum, known for its unusual and diverse works of art and history from the Gorge and many countries, is located eighteen miles east from The Dalles, and widely patronized by history oriented visitors.

Stonehenge War Memorial

This attraction, four miles from Maryhill Museum, is a replica of the original Stonehenge Monument near Salisbury, England. Both the Maryhill Museum and the Stonehenge War Memorial have not been adequately advertised to the visiting public.

Cascade Locks Marine Park and Historical Museum

Visitation from 1969-1972, has increased sharply each year; Marine Park, 20.1 percent; and the Museum, 105.6 percent. Fishing, boating, camping, picnicking, and sightseeing occur in this park.¹⁶

Traffic Flow in the Gorge

The mean annual growth rates of traffic flow for the Columbia River Gorge (6.6 percent) and the intersection of Cascade Locks (6.4 percent) are higher than the average linear regression rate of growth in the Gorge (5.97 percent). From the periods of 1968-1972, vehicle traffic at Cascade Locks had increased 25.6 percent (Table 3). During 1973, the vehicle traffic, compared to the total flow of 1972, had numerically increased by 3.4 percent; however, this volume was nine percent below the traffic projections, caused by the recent national energy crisis.¹⁷

TABLE 3.--AVERAGE DAILY TRAFFIC: COLUMBIA RIVER GORGE 1968-1972
(Selected Locations)

<u>Year</u>	<u>Troutdale</u>	<u>Multnomah Falls</u>	<u>Bonneville Dam</u>	<u>Cascade Locks</u>	<u>Hood River</u>
1968	9,400	7,900	7,900	7,800	8,600
1969	9,600	7,850	7,950	7,950	8,900
1970	10,600	8,900	9,100	8,900	9,800
1971	11,300	9,000	9,100	9,000	10,300
1972	12,000	9,800	9,900	9,800	11,000
Increase					
Number	2,600	1,900	2,000	2,000	2,400
Percent	27.7%	24.1%	25.3%	25.6%	27.9%

Source: Traffic Volume Tables, Traffic Section, Oregon State Highway Division, Official Publication no. 69-1, 70-1, 72-1, 73-1. Charles L. Stevens, Jr., Sternwheeler Market Analysis, WICHE Intern, August, 1973.

By using the average daily traffic statistics, the total traffic projections at Cascade Locks intersection was estimated to 1980 (Table 4). The projected vehicle flow is estimated to be 4,236,000 in 1975 compared to 3,586,000 vehicles in 1972. These vehicles include 1) tourist-visitor-vacationer, 2) daily commuting worker, 3) truck and bus traffic, and

4) duplication in vehicle flow via Interstate 80N. This study's emphasis is placed on the tourist-vacationer who drives through the Gorge.

TABLE 4.--PROJECTED TOTAL TRAFFIC VOLUME INTERSTATE 80N AT CASCADE LOCKS 1972-1975-1980 (In Thousands)

Month	1968-72 Growth Rate	1972		1975		1980	
		No.	%	No.	%	No.	%
January	9.1	205	5.7	251	5.9	388	6.8
February	7.6	200	5.5	254	6.0	367	6.5
March	6.0	278	7.8	316	7.4	422	7.4
April	5.1	281	7.8	319	7.5	409	7.2
May	8.3	328	9.1	411	9.7	611	10.7
June	5.9	350	9.8	415	9.8	552	9.7
July	5.1	383	10.7	439	10.4	563	9.9
August	5.1	392	10.9	454	10.7	583	10.2
September	6.0	337	9.4	392	9.3	526	9.2
October	5.9	328	9.2	397	9.4	528	9.3
November	4.6	279	7.8	314	7.4	394	6.9
December	5.2	225	6.3	274	6.5	353	6.2
Total	5.9698%	3,586	100.0%	4,236	100.0%	5,696	100.0%

Source: Traffic Volume Tables, 1968 - 1972, op.cit., footnote Table 3.

Projections based on linear regression annual growth rate 5.9698%
Based on traffic distribution averaged monthly between Troutdale and
The Dalles Recorder.

Interstate 80N Projected Visitor Flow

By using the total traffic vehicle flow at Cascade Locks, the estimated tourist-visitor volume was compiled (Table 5). These projections were based on the following 1) total employment in Sherman, Wasco, and Hood River counties, 2) monthly estimates of visitors through the Gorge, 3) duplication in tourist-visitor trips through the Gorge, 4) average 2.83 persons per vehicle.¹⁸ Of the total projected traffic flow of 11,987,880 people passing Cascade Locks in 1975 (4,236,000 vehicles), an estimated 3,698,100 are potential Cascade Locks patrons.

TABLE 5.--ESTIMATED TOURIST VISITOR VOLUME TRAVELING ON INTERSTATE 80N CASCADE LOCKS VICINITY - 1972, 1975, 1980 (In Thousands of Persons)

Month	Estimated 1972						1975		1980	
	Weekday		Weekend		Total		No.	%	No.	%
	No.	%	No.	%	No.	%				
January	15.4	1.1	109.1	6.2	124.5	4.0	152.4	4.1	235.6	4.8
February	35.5	2.6	91.6	5.2	127.1	4.0	161.4	4.4	233.2	4.7
March	111.2	8.0	122.8	7.0	234.0	7.4	266.0	7.2	355.2	7.2
April	78.1	5.7	164.8	9.4	242.9	7.7	275.7	7.5	353.5	7.1
May	181.1	13.1	145.2	8.3	326.3	10.4	408.9	11.0	607.8	12.2
June	157.1	11.4	155.7	8.9	312.8	10.0	370.9	10.0	493.3	10.0
July	167.3	12.1	215.4	12.3	382.7	12.2	438.7	11.9	562.6	11.4
August	254.9	18.4	176.4	10.0	431.3	13.8	499.5	13.5	641.4	12.9
September	106.4	7.7	169.7	9.7	276.1	8.8	321.2	8.7	430.9	8.7
October	118.1	8.6	161.0	9.2	279.1	9.0	337.8	9.1	449.3	9.1
November	104.0	7.5	125.0	7.1	229.0	7.3	257.7	7.0	323.4	6.5
December	52.7	3.8	118.0	6.7	170.7	5.4	207.9	5.6	267.8	5.4
Total	1381.8	100.0%	1754.7	100.0%	3136.5	100.0%	3698.1	100.0%	4954.0	100.0%

Source: Charles L. Stevens, Jr., Sternwheeler Market Analysis, (August, 1973), p. 21.

Larry Smith & Co., Inc., op. cit., footnote 18.

Based upon traffic distribution seasonally averaged between Troutdale and The Dalles Recorders.
Volume Average at Cascade Locks Intersection (approximate).

Estimate (2.83 persons per vehicle)

Growth Rate based on linear regression increase 5.9698%.

Tourism in Cascade Locks

The average daily tourist expenditure in the state of Oregon is \$9.87; the expenditure in the Gorge is \$7.43; whereas the average expenditure in Cascade Locks is \$4.00. Only one person in ten traveling through the Gorge has visited Cascade Locks.¹⁹ With the addition of Cascade Locks Marine Park, Historical Museum, and the proposed sternwheeler and tramway, these conditions may improve.

ANALYSIS OF DATA

Columbia River Gorge Visitor Survey*Visitor Profile

Of the total respondents, 72.4 percent lived out-of-state, while 27.6 percent resided in Oregon. Over half of the Oregon residents were from Portland. It should be noted that 41.2 percent of Oregon residents who visited the Gorge had an annual income of less than \$9,999. The survey indicated that over 81.5 percent of the respondents were enjoying either a brief pleasure trip or vacation; 10.8 percent were businessmen. Approximately sixty-one percent of these visitors would spend a day or less observing the major attractions in the Gorge; 34.1 percent would visit two through seven days; and only 4.7 percent stayed longer than a week. Nearly half, 47.4 percent, had never before visited the Gorge. Of those tourists who had visited, 45.4 percent had made two or more visits during 1972; while thirty-two percent only one, and 22.6 none.

Recreational Interests

Several inferences were made from the findings: 1) often, visitors traveling through the Gorge via Interstate 80N have specific destinations other than the Gorge, and are unaware of the various attractions and tourist-oriented services; 2) the majority of the businessmen traveling through the Gorge were also enjoying brief pleasure trips; 3) many visitors would rather spend time at attractions requiring little physical activity (e.g., few tourists hike to the top of Multnomah Falls); 4) other than Multnomah Falls, Bonneville Dam, Oregon State Parks, and numerous trails, the Gorge does not provide services and attractions for the recreationist's interests; 5) 43.3 percent of the visitors with an income of \$10,000 and

* See Appendix II for complete findings of survey.

more indicated a willingness to spend two days or longer in a given area, compared with 35.5 percent of the visitors earning less than \$10,000, and 6) many visitors have limited spending budgets; therefore, the Port commissioners should provide reasonable fares for the Port's attractions, if they expect sufficient patronage.

Recreational activities most frequently utilized in the Gorge are sightseeing, hiking, picnicking, and camping, with sightseeing being favored more than twice than that of picnicking or hiking. Little interest was shown for boating, swimming, fishing, bicycling, and golfing (Appendix II). The respondents favored the hiking and riding tours, aerial tramway rides, riverboat-sightseeing tours, comprehensive Gorge Historical Museum, and additional river access sites, but did not favor the boat and marina facilities.

Sternwheeler Preference

An overwhelming number of respondents favored the proposed sternwheeler, 83.1 percent; while only 3.2 percent did not, and 13.7 percent were either undecided or stated that they might ride the facility. Of these visitors favoring the proposed sternwheeler, 74.7 percent would actually ride the riverboat facility if available, while 4.2 percent would not. It should be noted that the sternwheeler was more appealing to individuals with higher income (e.g., 81.1 percent favored the riverboat with income of \$20,000 and over, compared to sixty-nine percent with less than \$9,999 income).

Public and Private Group Survey*

Group Profile

Of the responding groups, 31.1 percent had a membership of less than 100 members, 39.2 percent had between 100-600 members, 12.1 percent consisted of 600-2,000 persons, and 17.6 percent more than 2,000 people. Over half, 52.7 percent, do not typically conduct field trips in the Northwest, while 18.9 percent conducted less than five trips annually, and 28.4 percent originated more than six excursions. These organizations attend attractions which particularly interest them, often without distance or undesirable economic conditions (lack of fuel, time) being determining factors. For example, 58.5 percent visited Multnomah Falls, 53.7 percent visited Mount Hood-Timberline Lodge, 43.9 percent favored the Oregon State Capitol. Groups most frequently conduct their field trips five months of the year: May (44.9 percent), June (61.2 percent), July (55.1 percent), August (59.2 percent), and Septempbr (forty-one percent). A few organizations attend attractions during April (28.6 percent) and October (20.4 percent). When these groups attend various Oregon attractions, 73.5 percent acquired a group rate discount. When transportation is planned, 85.0 percent utilized either the members or groups vehicles, over half chartered buses, and 7.5 percent expected transportation to be provided by the attraction.

Cascade Locks' Proposed Facilities Preference

The riverboat tour was favored by 60.6 percent of responding groups, while thirty-eight percent had casual interest. All of the groups indicated that they would visit at least one of the proposed tourist facilities (i.e., aerial tramway and sternwheeler), while 56.1 percent

* See Appendix V for complete findings of survey.

would utilize both. A total of 25.8 percent would visit only the sternwheeler; while only three percent would visit Cascade Locks specifically to ride the aerial tramway.

FACTORS INFLUENCING DECLINING COMMUNITIES

Out of a total of 16,761 communities in the United States (1940), 6,034 have experienced an economic and population decline (1940-1960).²⁰ A large percentage of the population in the Midwest and the Northeast resides in declining urban centers; a lower percentage of decline exists in the Western states.²¹ Cascade Locks, with a population of 580, has also experienced an economic and population loss.

Population Size and Distance from Central City

Population size and distance from a central city (50,000 people or more) influence the rate of absolute decline or growth in a small community.²² Closeness to large urban centers provides habitation for commuting workers, and a population above 1,000 persons provides sufficient diversification of services.²³

Since Portland is forty-two miles distant, Cascade Locks is unable 1) to supply suburban living quarters for commuters to Portland, 2) to benefit economically from interaction among habitants, merchants, and industries of Portland, and 3) to provide sufficient diversified services to its residents. Therefore, the citizens of Cascade Locks must depend on lumbering for employment and economy.

Changing Economy

A small, declining community has little opportunity to encourage employment, because larger cities, such as Portland, have diversified employment opportunities. Portland attracts employees from Cascade Locks, for it offers abundant employment and high wages.

More efficient, faster transportation has also contributed to the decline of Cascade Locks, whose economy and population faltered immediately following the completion of Interstate 80N. The original route of travel was Scenic Highway No. 30, on which transportation speed was slower and time and linear distances were increased; hence, people's dependency on services in Cascade Locks was greater. Now, workers and consumers of the Gorge communities are able to commute longer distances, contributing to the decrease in patronage and sales of local merchants in Cascade Locks.

Cultural Factors

Many citizens take pride in their local church, school, community center, or theatre. If these functions decline in importance, residents may travel to other communities for entertainment and social activities.

After the completion of Bonneville Dam in the 1930's, Cascade Locks' economy suffered from the departure of workers, leading to the decline in importance of socio-cultural activities. Presently, the town consists of three restaurants, two taverns, a Marine Park for recreation, and several community organizations. Unfortunately, the town provides no theatre, bowling alley, or organized sports for the young people. The membership and cultural influence of the local church is small; however, the community school is the focus of pride, interest, and entertainment.

Leadership and Initiative in the Community

Often a community experiences revitalization through the concerted effort of citizens and their elected leaders. An educated and

enthusiastic leader can alert the citizens to the problems and needs of the community and influence them to make constructive changes.

In the past, there was poor leadership in Cascade Locks. Although the residents knew that their town was dying, they had taken no steps to rejuvenate it. But, presently, through organized leadership by representatives of the Port district and community, the town has 1) completed a \$1.5 million urban renewal project, 2) increased the fire protection program, 3) provided sewage, water, and cable television services, and 4) designed a comprehensive city plan.

Resource Depletion

Often communities that depend solely on an available resource for their economic base suffer greatly when that resource becomes depleted. Since construction of Bonneville Dam, the prosperity of Cascade Locks has risen or fallen in relation to the fluctuating production of three lumber mills. Therefore, tourism is planned to provide alternative employment opportunities.

FACTORS INFLUENCING TOURISM

Communities such as Wisconsin Dells, Wisconsin, Ashland, Oregon, and Estes Park, Colorado---located near tourist-oriented attractions and accessible to heavily traveled highway routes---have benefited through tourism. By servicing the tourists' needs (food, fuel, recreation), a center often creates additional employment and increased revenue. Before community leaders make decisions to reorganize the economy around tourism, however, all advantages and disadvantages should be carefully examined, researching past experiences of similar communities and analyzing the real potential of their tourist industry.

Therefore, before the proposed recreational facilities of Cascade Locks were approved and financed, several feasibility studies were conducted by Cornell, Hayes, and Merryfield; Jack Jarvis and Company; Patterson, Langford, and Stewart as consultants, with Condon, Hannigan, Merril, Michelson, and Stevens as graduate student interns.

Accessibility to a Major Highway Route

If a community is located close to a major highway route, visitors are more apt to take advantage of its essential services (food and fuel). They may spend more time in the community to relax, shop, or patronize local tourist attractions, supplying additional sources of revenue for the community.

Cascade Locks is fortunate to be accessible by an entrance in both directions on Interstate 80N, several stretches of highway exposing the natural setting of the town. With an estimated 3.7 million tourists traveling through the Gorge, such close proximity to the freeway will attract many, if facilities in addition to its advertised food and fuel

services are developed. Service stations and restaurants have prospered and anticipate yearly increases in business.

Distance from a Major Central City

Tourism, a fluctuating industry, is influenced by various economic and geographical factors (e.g., climate, seasonality, gasoline shortage, or economic recession). If a community dependent on tourism is distant from centers of population and isolated in a sparsely populated region, its economy could well be threatened if patronage decreases.

The Port commissioners anticipate a large percentage of Cascade Locks patronage from residents of the Portland metropolitan area. Public and private organizations are numerous in Portland and could be an integral part of the tourist trade in Cascade Locks. The energy crisis has influenced the reduction in vacation frequency and out-of-state visitation, the decrease in distance traveled, and the increased length of stay in one place. This trend will likely continue in the future. The proposed sternwheeler and tramway, within an hour's drive, would provide an incentive for visitors from Portland and surrounding areas to visit these facilities.

Pleasant Environment

Most successful tourist communities are located in attractive natural settings, providing services to vacationers who search for recreation and relaxation. The location of Cascade Locks could offer large numbers of tourists opportunities for recreation (i.e., fishing, hunting, hiking, and sightseeing). Even though most visitors are unaware of available attractions in the Gorge and too often bypass Cascade Locks, the addition of the sternwheeler and the aerial tramway designed to complement the

historical Columbia River Gorge will entice tourists.

Related Services

Related services in a community may facilitate complementary patronage. A visitor may wish, after obtaining essential food and fuel requirements, to visit local attractions before resuming his trip. The longer the tourist remains in Cascade Locks, the greater his expected expenditure, increasing the source of revenue for Cascade Locks.

Other Gorge communities (i.e., Hood River, The Dalles, Stevenson, Bingen-White Salmon), organized groups (Columbia River Gorge Commission, Mid-Columbia Economic Development District), and government agencies (Corps of Engineers-Bonneville Dam, Forest Service) recognize the potential tourist industry in Cascade Locks, have planned to provide and advertise amenities in the Gorge (e.g., riverfront restaurant and information centers).

If the sternwheeler dockage facilities are installed at Bradford Island-Bonneville Dam, the sternwheeler should receive sufficient trade. Bonneville Dam provides convenient parking facilities, and while visiting, tourists could ride the sternwheeler.

Subsidization

Financing large investments for tourism is a difficult task for many small towns. Grants from state and federal government agencies, corporation or local citizen donations aid in tourism development for a community. However, such assistance is not a frequent occurrence. Cascade Locks is fortunate to have a public government agency, the Port district, financing the proposed development projects of Cascade Locks

through grants from the Economic Development Administration, and loans through the Small Business Administration.

Leadership and Support

Cooperation and confidence among citizens and leaders is imperative when developing a successful tourist community. The Port commissioners, exhibiting this confidence, have initiated and managed the various costly development projects in Cascade Locks. However, a minority of the local residents are becoming fearful that their town might become a "tourist trap". The Port commissioners believe that the residents are misinformed about why and how tourism is being introduced, thus plans have been made to openly communicate the ramifications of the tourist industry to the local residents.

SUMMARY AND CONCLUSION

This chapter is divided into two parts. The first section reviews the purpose, problems, procedure, and findings of this study. The second section offers conclusions based on the presented data.

Summary

Many small communities (fewer than 2,500 persons) experience an out-migration of people; and their leaders do not understand why it is taking place or how to reverse the trend. Tourism is a means of rejuvenating employment and economy in some communities. This study analyzed Cascade Locks, Oregon, and its attempt to formulate a tourist industry for the visitor-vacationer.

Cascade Locks, Oregon, has several identifiable problems as well as distinct potentials. The restriction of employment to the processing of forest products, provided little incentive for added growth, necessitating increased taxes and an alarming departure of young and middle-age residents. However, the location of Cascade Locks in an attractive natural environment accessible by major highway routes gives rise to the hope that the city can be revitalized. With the assistance of the Port of Cascade Locks in financing the Marine Park, Gorge information complex, aerial tramway, sternwheeler, and a \$1.5 million urban renewal project, the town may indeed achieve its economic rejuvenation.

Certainly the tourists that travel through the Gorge are a potential source of income (3,586,000 vehicles passed by Cascade Locks in 1972). Moreover, between 1968-1972, the annual traffic growth rate had increased by 5.98 percent. However, this volume will be reduced

considerably during the present energy crisis. Tourist patronage of a select few of the Gorge attractions has been plentiful. In 1973, the patronage at Multnomah Falls was 1,886,900 and at Bonneville Dam-Bradford Island, 816,026.

The findings from the conducted Visitor Survey indicated the tourists' traveling patterns, recreational interests, and attitudes about proposed attractions in Cascade Locks. Visitors travel through the Gorge to reach destinations other than the Gorge, and do not typically stop at points of interest in the Gorge (e.g., 61.2 percent of respondents spend less than a day in the Gorge). The respondents favored hiking and riding tours, riverboat-sightseeing tours, a comprehensive Gorge Historical Museum, and additional river access sites; but they were not interested in boat and marina facilities. Of the respondents, over eighty-three percent favored the sternwheeler-riverboat tours.

Public and private groups in Portland and Gorge communities were questioned about their experience in the conducting of field trips. Over half of the groups sampled conduct annual or frequent field trips, based on their interests. The cost of the excursion was not usually a determining consideration. If the sternwheeler and aerial tramway had been available to these groups, all would have patronized at least one facility; 56.1 percent would have utilized both.

Many communities similar to Cascade Locks, Oregon, have experienced a decline in economic health based on several factors: 1) a population with fewer than 1,000 persons; 2) a location distant from a central city (50,000 people or more); 3) location unable to encourage employment (central cities have diversified opportunities and attract employees); 4) community with limited cultural and social functions; and 5) the concerted effort and leadership among citizens is limited.

The potential of Cascade Locks as a tourist attraction is based on several criteria: 1) an estimated 3.7 million tourists who travel through the Gorge annually; 2) location in an attractive setting; 3) facilities appealing to the visitor (e.g., sternwheeler, aerial tramway), resulting in complementary patronage; 4) accessibility to Interstate 80N with expected patronage to come from Portland residents; 5) availability as a source of needed services (food and fuel); and 6) proposed financial support by the Port of Cascade Locks.

Conclusion

Tourism, as a means of creating employment and increased revenue, should prove beneficial to Cascade Locks. By 1975, an estimated 11,987,880 people will travel through the Gorge, and of these people, a projected 3,698,100 will be visitor-vacationers (potential Cascade Locks patrons).

The current energy crisis will likely 1) decrease out-of-state visitation and traveling distance, 2) reduce vacation frequency, and 3) lengthen stays in one place. Leaders of Cascade Locks should orient their industry toward residents of the Pacific Northwest, specifically Portland, and not depend on the out-of-state tourist-vacationer.

If sternwheeler dockage facilities are installed at Bonneville Dam-Bradford Island, the sternwheeler should receive sufficient trade, because many tourists, while visiting and utilizing the parking accommodations, could ride the sternwheeler without driving an additional four miles to Cascade Locks.

Cascade Locks will benefit from the advertising of other Gorge communities (Stevenson, Washington, Hood River, The Dalles, Oregon), organized groups (Columbia River Gorge Commission, Mid-Columbia Economic Development District), and government agencies (Corps of Engineers-Bonneville Dam, Forest Service). All of these have planned to advertise the Columbia River Gorge as a recreational haven with multiple activities and facilities within close proximity to the Portland metropolitan area.

The findings from the two conducted surveys indicate that the proposed development projects would be well received and would be well utilized by tourists in the Gorge. Although the visitors do not typically stay in the Gorge for a long period of time, many visitors would enjoy riding a sternwheeler and an aerial tramway. The Port should maintain close communication with public and private organizations in Oregon in order to keep them informed of Gorge activities.

Cascade Locks, Oregon, has declined in population for the past three decades. Tourism was chosen as a means to reverse the decline. At present, no other alternative exists. Since Cascade Locks is located in an aesthetically pleasing environment with numerous recreational and related services, and is easily accessible to Interstate 80N and close to the Portland metropolitan area, tourism should reverse its deteriorating economic condition.

FOOTNOTES

- ¹ Ronald Rombalski, Port Manager, Port of Cascade Locks, Cascade Locks, interviewed August 2, 1973.
- ² Climatological Data, United States Department of Commerce, Portland, Oregon, June 23, 1971.
- ³ Patterson, Langford, and Stewart, Comprehensive Plan: City and Port of Cascade Locks, January, 1971, p. 4.
- ⁴ Ibid.
- ⁵ Ronald Rombalski, op. cit., footnote 1.
- ⁶ Internal-Revenue Department, Property Tax Division, Salem, Oregon, interviewed July, 1973.
- ⁷ Ronald Rombalski, op. cit., footnote 1.
- ⁸ Port of Cascade Locks 1962-1972, Port of Cascade Locks, (May, 1973), p. 4.
- ⁹ Ibid., p. 3.
- ¹⁰ Ibid., p. 10.
- ¹¹ Forest Service, Springdale, Oregon, interviewed August 5, 1973.
- ¹² Oregon State Highway Division, Parks and Recreation Branch, Salem, Oregon, interviewed July, 1973.
- ¹³ Colonel Ashley, Chief Engineer, Corps of Engineers, Bonneville Dam, Oregon, interviewed July, 1973.
- ¹⁴ Oregon State Highway Division, op. cit., footnote 12.
- ¹⁵ Ibid.
- ¹⁶ Barbara Irving, Port of Cascade Locks, Cascade Locks, Oregon, interviewed June, 1973.
- ¹⁷ Jack Solterbeck, Oregon State Highway Division, Traffic Surveys, Salem, Oregon, interviewed January, 1974.

- 18 Larry Smith and Company, Inc., Aerial Tramway Economic Feasibility Analysis, Cascade Locks, Oregon, (March 10, 1970), p. 4.
- 19 Scott Hannigan, Tourism: Its Role in the Economy of Cascade Locks, (August, 1970), p. 13.
- 20 Ray M. Northam, "Population Size, Relative Location, and Declining Urban Centers: Conterminous United States, 1940-1960," Land Economics, Vol. XLV no. 3 (August, 1969), p. 315.
- 21 Ray M. Northam, "Declining Urban Centers in the United States: 1940-1960," Annals, Association of American Geographers, Vol. 53 (January, 1963), p. 55.
- 22 Northam, op. cit., footnote 20, pp. 321-322.
- 23 Chittick Douglas, Growth and Decline of South Dakota Trade Centers, 1901-1951, (Brookings, South Dakota; South Dakota State College, Agricultural Experiment Station), May, 1955.

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APPENDIX I

COLUMBIA RIVER GORGE VISITORS

We need your assistance!

Welcome to Columbia River Gorge:

We hope you are enjoying your visit to the Columbia River Gorge one of America's most scenic natural assets. To make future visits even more enjoyable, we have undertaken a research survey to learn how we might better serve your needs.

Please help us by completing this questionnaire.

When you have answered the questions, simply drop the questionnaire in the nearest U.S. mail box. The postage is prepaid. If you have previously completed this questionnaire, please disregard this survey.

Thank you.

Columbia River Gorge Commission
Port of Cascade Locks

1973 Columbia River Gorge Visitor Survey

1. First of all, what was the nature of your trip to the Columbia River Gorge?
- | | |
|---|---|
| <input type="checkbox"/> Brief Pleasure Trip (less than one week) | <input type="checkbox"/> Business Elsewhere |
| <input type="checkbox"/> Vacation (one week or more) | <input type="checkbox"/> Personal or Family Matters |
| <input type="checkbox"/> Business in Columbia River Gorge | <input type="checkbox"/> Other: _____ |
2. During your present visit, how long did you stay in the Columbia River Gorge?
- _____ Number of Days

3. Is this your first visit to Columbia River Gorge?

- Yes No

4. If not, how many visits have you made this year (1973)?

_____ Visits

5. Please check those recreational activities which you have done, or plan to do, in the Columbia River Gorge:

- | | | |
|-----------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Golfing | <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Bicycling |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Boating | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Hiking, Walking | <input type="checkbox"/> Picnicking |

Other: _____

6. There are several developments and programs being considered for improving Gorge recreational enjoyment . . . Tell us, would you use the following:

	Would Use	Would Not Use	Uncertain
Bicycling, Hiking and Riding Tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat and Marina Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riverboat-Sightseeing Tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerial Tramway Rides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprehensive Gorge Historical Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional River Access Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. At Cascade Locks, consideration is being given to a riverboat scenic tour using an old-fashioned sternwheeler boat similar to those on the Columbia River in the early 1900's . . . This excursion vessel might have live entertainment, a restaurant (dining lounge) and a historic museum room. Do you think this is a good idea?

- Yes Maybe No Undecided

. . . . If so, would you ride it? Yes Maybe No Undecided

8. What should be the desired length of the riverboat excursion trip?

- Less than 1 Hour
- 1 to 2 Hours
- More than 2 Hours
- Undecided

9. What facilities, if any, would you like onboard the Scenic Riverboat?

	Would Like	Would Not Like	Uncertain
Food Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beverage Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference-Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum Display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. What do you feel would be a reasonable fare for a one hour scenic trip on the riverboat?

- Under \$2.00 per Adult
- \$2.00-\$2.99 per Adult
- \$3.00 or More per Adult
- Undecided

11. What other facilities or programs should the Commission consider that will improve Gorge recreational opportunities . . . Please comment: _____

For statistical research purposes, please tell us . . .

- How many persons are traveling with you (in your party)
- Where is your permanent residence: _____
- The age of the head of your household: _____
- Your family's approximate gross income last year (1972):

- Under \$7,500
- \$7,500-\$9,999
- \$10,000-\$12,499
- \$12,500-\$14,999
- \$15,000-\$19,999
- \$20,000 or Over

Again, thank you for your cooperation . . . Please return this questionnaire today.

APPENDIX II

COLUMBIA GORGE VISITORS SURVEY
Classified by Annual Household Income
1973

	Total Response		Under \$9,999		\$10,000-\$14,999		\$15,000-\$19,999		\$20,000 & over	
	No.	%	No.	%	No.	%	No.	%	No.	%
PERMANENT RESIDENCE										
Portland, Oregon	149	13.3	44	19.3	45	13.0	21	10.4	27	11.0
State of Oregon	159	14.2	50	21.9	49	14.1	28	12.9	18	7.4
Out of State	815	72.5	134	58.8	253	72.9	152	76.7	200	81.6
Total	<u>1123</u>	<u>100.0%</u>	<u>228</u>	<u>100.0%</u>	<u>347</u>	<u>100.0%</u>	<u>201</u>	<u>100.0%</u>	<u>245</u>	<u>100.0%</u>
No Response	(47)		(6)		(11)		(4)		(5)	
NO. OF PEOPLE IN PARTY										
One Person	122	10.8	28	12.4	41	11.7	23	11.4	24	9.7
Two persons	339	30.0	76	33.8	89	25.4	57	28.4	54	20.9
Three-six persons	552	48.8	95	42.2	183	52.3	98	48.8	127	51.2
Seven or more persons	118	10.4	26	11.6	37	10.6	23	11.4	13	5.2
Total	<u>1131</u>	<u>100.0%</u>	<u>225</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>201</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(39)		(9)		(8)		(4)		(2)	
NATURE OF TRIP TO GORGE										
Brief Pleasure Trip	531	49.3	118	54.6	154	46.8	83	43.0	109	46.8
Vacation	347	32.2	49	22.7	114	34.7	74	38.3	83	35.6
Business in Gorge	66	6.1	6	2.8	21	6.4	18	9.3	17	7.3
Business Elsewhere	51	4.7	10	4.6	12	3.6	13	6.7	13	5.6
Personal, Family Matter	40	3.7	8	3.7	15	4.6	2	1.0	8	3.4
Other	79	7.3	17	7.9	23	7.0	11	5.7	15	6.4
Total	<u>1076</u>	<u>100.0%</u>	<u>216</u>	<u>100.0%</u>	<u>329</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>233</u>	<u>100.0%</u>
No Response	(94)		(18)		(29)		(12)		(17)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
LENGTH OF STAY IN GORGE										
0 - 1 Day	634	61.2	127	64.5	188	58.6	109	58.0	138	61.1
2 - 4 Days	296	28.5	47	23.9	101	31.5	58	30.9	58	25.7
5 - 7 Days	58	5.6	15	7.6	17	5.3	11	5.9	14	6.2
8 Or More Days	49	4.7	8	4.0	15	4.6	10	5.2	16	7.0
Total	<u>1037</u>	<u>100.0%</u>	<u>197</u>	<u>100.0%</u>	<u>321</u>	<u>100.0%</u>	<u>188</u>	<u>100.0%</u>	<u>226</u>	<u>100.0%</u>
No Response	(133)		(37)		(37)		(17)		(24)	
FIRST VISIT TO GORGE?										
Yes	554	47.4	96	41.0	159	44.5	103	50.2	137	54.8
No	615	52.6	138	59.0	198	55.5	102	49.8	113	45.2
Total	<u>1169</u>	<u>100.0%</u>	<u>234</u>	<u>100.0%</u>	<u>357</u>	<u>100.0%</u>	<u>205</u>	<u>100.0%</u>	<u>250</u>	<u>100.0%</u>
No Response	(1)		(0)		(1)		(0)		(0)	
VISITS TO GORGE IN 1972										
None	693	59.3	122	52.1	202	56.6	126	61.5	171	68.4
1 Visit	197	16.8	45	19.2	59	16.5	39	19.0	29	11.6
2 - 5 Visits	186	15.9	42	17.9	68	19.0	26	12.7	34	13.6
6 or More Visits	93	8.0	25	10.8	28	7.9	14	6.8	16	6.4
Total	<u>1169</u>	<u>100.0%</u>	<u>234</u>	<u>100.0%</u>	<u>357</u>	<u>100.0%</u>	<u>205</u>	<u>100.0%</u>	<u>250</u>	<u>100.0%</u>
No Response	(1)		(0)		(1)		(0)		(0)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
RECREATIONAL ACTIVITIES										
Golfing	50	4.4	3	1.3	16	4.5	9	4.5	20	8.2
Fishing	218	19.0	41	17.8	84	23.9	43	21.6	37	15.2
Swimming	285	24.9	53	22.9	106	30.1	46	23.1	56	23.0
Sightseeing	977	85.2	201	87.0	302	85.8	170	85.4	215	88.5
Boating	114	10.0	20	8.7	40	11.4	20	10.1	19	7.8
Hiking	549	47.9	116	50.2	191	54.3	89	44.7	111	45.7
Bicycling	72	6.3	14	6.1	26	7.4	13	6.5	12	4.9
Camping	365	31.9	81	35.1	131	37.2	57	28.6	61	25.2
Picnicking	447	39.0	105	45.5	143	40.6	81	40.7	77	31.7
Other	72	6.5	16	6.9	16	4.5	10	5.1	19	7.8
Total	<u>1145</u>	<u>100.0%</u>	<u>231</u>	<u>100.0%</u>	<u>352</u>	<u>100.0%</u>	<u>199</u>	<u>100.0%</u>	<u>243</u>	<u>100.0%</u>
No Response	(25)		(3)		(6)		(6)		(7)	
PREFERRED RECREATIONAL PROGRAMS										
Bicycling Hiking Riding Tours	581	53.0	110	50.2	190	56.5	101	52.3	133	50.1
Would Not Use	381	34.8	89	40.6	102	30.4	61	31.6	80	33.8
Uncertain	134	12.2	20	9.2	44	13.1	31	16.1	24	10.1
Total	<u>1096</u>	<u>100.0%</u>	<u>219</u>	<u>100.0%</u>	<u>336</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>237</u>	<u>100.0%</u>
No Response	(74)		(15)		(22)		(12)		(15)	
Boat & Marina Facilities										
Would Use	275	25.1	49	22.4	93	27.7	45	23.3	58	24.5
Would Not Use	672	61.3	145	66.2	188	56.0	127	65.8	145	61.2
Uncertain	149	13.6	25	11.4	55	16.3	21	10.9	34	14.3
Total	<u>1096</u>	<u>100.0%</u>	<u>219</u>	<u>100.0%</u>	<u>336</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>237</u>	<u>100.0%</u>
No Response	(74)		(15)		(22)		(12)		(13)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Riverboat Sightseeing Tours</u>										
Would Use	780	71.1	141	64.4	243	72.3	161	83.4	168	70.9
Would Not Use	193	17.7	47	21.5	55	16.4	11	5.7	50	21.1
Uncertain	123	11.2	31	14.1	38	11.3	21	10.9	19	8.0
Total	<u>1096</u>	<u>100.0%</u>	<u>219</u>	<u>100.0%</u>	<u>336</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>237</u>	<u>100.0%</u>
No response	(74)		(15)		(22)		(12)		(13)	
<u>Aerial Tramway</u>										
Would Use	500	45.6	84	38.4	157	46.7	90	46.7	120	50.6
Would Not Use	410	37.4	93	42.5	115	34.2	67	34.7	80	33.8
Uncertain	186	17.0	42	19.1	64	19.1	36	18.6	37	15.6
Total	<u>1096</u>	<u>100.0%</u>	<u>219</u>	<u>100.0%</u>	<u>336</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>237</u>	<u>100.0%</u>
No Response	(74)		(15)		(22)		(12)		(13)	
<u>Comprehensive Gorge Museum</u>										
Would Use	692	63.1	144	65.8	220	65.5	123	63.7	150	63.3
Would Not Use	272	24.8	54	24.7	76	22.6	47	24.4	54	22.8
Uncertain	132	12.1	21	9.5	40	11.9	23	11.9	33	13.9
Total	<u>1096</u>	<u>100.0%</u>	<u>219</u>	<u>100.0%</u>	<u>336</u>	<u>100.0%</u>	<u>193</u>	<u>100.0%</u>	<u>237</u>	<u>100.0%</u>
No Response	(74)		(15)		(22)		(12)		(13)	
<u>IS STERNWHEELER A GOOD IDEA?</u>										
Yes	961	83.1	185	79.7	309	87.5	166	81.0	216	87.1
No	37	3.2	9	3.9	6	1.7	6	2.9	6	2.4
Maybe	130	11.3	31	13.4	31	8.8	25	12.2	23	9.3
Undecided	28	2.4	7	3.0	7	2.0	8	3.9	3	1.2
Total	<u>1156</u>	<u>100.0%</u>	<u>232</u>	<u>100.0%</u>	<u>353</u>	<u>100.0%</u>	<u>205</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(14)		(2)		(5)		(0)		(2)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
WOULD YOU RIDE A STERNWHEELER?										
Yes	864	74.7	160	69.0	274	77.6	156	76.1	201	81.1
No	48	4.2	13	5.6	10	2.8	7	3.4	8	3.2
Maybe	183	15.8	41	17.7	53	15.0	32	15.6	30	12.1
Undecided	61	5.3	18	7.7	16	4.6	10	4.9	9	3.6
Total	<u>1156</u>	<u>100.0%</u>	<u>232</u>	<u>100.0%</u>	<u>353</u>	<u>100.0%</u>	<u>205</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(14)		(2)		(5)		(0)		(2)	
DESIRED LENGTH OF TRIP										
Less than 1 hour	74	6.5	19	8.3	17	4.9	13	6.6	17	7.0
1 - 2 hours	716	63.0	129	56.6	231	66.2	124	62.6	161	66.0
More than 2 hours	251	22.1	56	24.6	82	23.5	48	24.2	46	18.8
Undecided	95	8.4	24	10.5	19	5.4	13	6.6	20	8.2
Total	<u>1136</u>	<u>100.0%</u>	<u>228</u>	<u>100.0%</u>	<u>349</u>	<u>100.0%</u>	<u>198</u>	<u>100.0%</u>	<u>244</u>	<u>100.0%</u>
No Response	(34)		(6)		(9)		(7)		(6)	
REASONABLE FARE										
(1 Hour Trip)										
Under \$2.00 per adult	437	38.7	94	40.9	132	37.7	77	39.1	91	37.8
\$2.00 - \$2.99	532	47.1	102	44.3	174	49.7	94	47.7	110	45.6
\$3.00 or More	94	8.3	18	7.8	28	8.0	12	6.1	28	11.6
Undecided	67	5.9	16	7.0	16	4.6	14	7.1	12	5.0
Total	<u>1130</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>197</u>	<u>100.0%</u>	<u>241</u>	<u>100.0%</u>
No Response	(40)		(4)		(8)		(8)		(9)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
STERNWHEELER FACILITIES PREFERENCE										
<u>Food Service</u>										
Would Like	974	85.6	186	80.8	314	89.7	170	84.2	215	86.7
Would Not Like	111	9.7	22	9.6	21	6.0	24	11.9	28	1.3
Uncertain	54	4.7	22	9.6	15	4.3	3	3.9	5	2.0
Total	<u>1139</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>202</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(31)		(4)		(8)		(3)		(2)	
<u>Beverage Service</u>										
Would Like	859	75.4	157	68.3	260	74.3	164	81.2	204	82.3
Would Not Like	218	19.1	56	24.3	72	20.6	29	14.4	33	13.3
Uncertain	62	5.5	17	7.4	18	5.1	9	4.4	11	4.4
Total	<u>1139</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>202</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(31)		(4)		(8)		(3)		(2)	
<u>Conference Room</u>										
Would Like	75	6.6	18	7.8	23	6.6	12	5.9	20	8.1
Would Not Like	837	73.5	165	71.7	255	72.8	153	75.8	179	72.2
Uncertain	227	19.9	47	20.5	72	20.6	37	18.3	49	19.7
Total	<u>1139</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>202</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(31)		(4)		(8)		(3)		(2)	
<u>Live Entertainment</u>										
Would Like	391	34.3	79	34.3	135	38.6	65	32.2	76	30.6
Would Not Like	538	47.2	105	45.7	158	45.1	101	50.0	123	49.6
Uncertain	210	18.5	46	20.0	57	16.3	36	17.8	49	19.8
Total	<u>1139</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>202</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(31)		(4)		(8)		(3)		(2)	

	<u>Total Response</u>		<u>Under \$9,999</u>		<u>\$10,000-\$14,999</u>		<u>\$15,000-\$19,999</u>		<u>\$20,000 & over</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Museum Display</u>										
Would Like	701	61.6	148	64.3	225	64.3	130	64.4	139	56.1
Would Not Like	293	25.7	61	26.5	73	20.9	48	23.8	75	30.2
Uncertain	145	12.7	21	9.2	52	14.8	24	11.8	34	13.7
Total	<u>1139</u>	<u>100.0%</u>	<u>230</u>	<u>100.0%</u>	<u>350</u>	<u>100.0%</u>	<u>202</u>	<u>100.0%</u>	<u>248</u>	<u>100.0%</u>
No Response	(31)		(4)		(8)		(3)		(2)	

Source: Charles L. Stevens, Jr., W.I.C.H.E. Intern, July, 1973

- 1) Total Response includes those respondents not indicating their income
- 2) Multiple answering of question by respondent.

APPENDIX III

INSTRUCTIONS FOR DISTRIBUTING THE "1973 COLUMBIA RIVER VISITOR'S SURVEY"

1. This "1973 Columbia River Visitor's Survey" will be conducted for a period of three weeks (i.e., July six through July twenty-seven).
2. Each week, I will stop by to:
 - a. Collect completed questionnaires.
 - b. Give to you a new supply of surveys.
 - c. Get an idea of the visitors' response.
 - d. Solve any problems that might arise.
 - e. Review distribution procedure.
3. At the end of the third week, I will gather all completed questionnaires and any extra forms.
4. This questionnaire is oriented solely for the visitors of the Columbia River Gorge. We have completed another questionnaire for businesses, schools, civic organizations, and other professional groups. Please give this survey to a touring family or visitor. This way, both the Port of Cascade Locks and the Columbia River Gorge Commission may benefit from the visitors responses and preferences in the Gorge.
5. Please ask the visitors, "Would you fill out this Visitor Survey? Your assistance would be appreciated."
6. Have the visitor fill out the questionnaire at your establishment, so that I may collect them each week.
7. If the visitor desires not to complete the survey immediately, please ask him to mail the form in the nearest mail box at his earliest convenience.
8. Thank you for your cooperation in assisting the Port of Cascade Locks and the Columbia River Gorge Commission in their research.



THE PORT OF Cascade Locks

P. O. BOX 416 • CASCADE LOCKS, OREGON 97014

APPENDIX IV

The Port of Cascade Locks is studying the feasibility of developing and operating a sightseeing riverboat excursion tour to enhance the opportunities for visitor and recreational enjoyment in the Columbia River Gorge.

The tour would be on a "sternwheeler" replica of the famous and historic riverboats which navigated the Columbia River in the early 1900's.

Besides sightseeing, the sternwheeler might provide a restaurant, historic museum, live entertainment, meeting room facilities and other conveniences.

We are interested in learning your organization's reaction and probable use of the envisioned sternwheeler.

Therefore, we would sincerely appreciate your completing and returning the enclosed research questionnaire at your earliest convenience.

Sincerely,

THE PORT OF CASCADE LOCKS

Charles Stevens, Jr.
Research Intern

July 16, 1973

"STERNWHEELER" SURVEY QUESTIONNAIRE

Columbia River Gorge
Port of Cascade Locks

The Port of Cascade Locks is presently studying the feasibility of building and operating a Columbia River Gorge "sternwheeler" riverboat sightseeing tour. Please complete this questionnaire and return it to the Port of Cascade Locks at your earliest convenience.

1. First of all, please identify your organization.
- Service Club (Rotary, Sertoma)
 Fraternal (Elks, Mason, etc.)
 Civic Organization
 Political Organization
 School Board
 Professional Group
- | | | |
|------|----------|--|
| Name | Location | |
|------|----------|--|
2. Size of organization: Employees and Staff: Persons
- Members: _____
- Other: _____
3. Has your organization made it a practice to conduct field trips to Northwest attractions?
- Yes No If so, how many field trips did your organization conduct last year (1972)? _____
- On the average, how many persons participate in these field trips? _____
4. During 1972, did your organization sponsor or conduct visits to any of the following Oregon attractions: (Please check)
- | | |
|---|--|
| <input type="checkbox"/> Sea Lion Caves (near Florence) | <input type="checkbox"/> Oregon Museum of Science & Industry |
| <input type="checkbox"/> Multnomah Falls (Columbia River Gorge) | <input type="checkbox"/> Undersea Gardens (Newport) |
| <input type="checkbox"/> Portland Zoo | <input type="checkbox"/> Oregon Caves |
| <input type="checkbox"/> Charter Deep Sea Fishing | <input type="checkbox"/> Mount Hood - Timberline Lodge |
| <input type="checkbox"/> Crater Lake | <input type="checkbox"/> OSU Marine Science Center (Newport) |
| <input type="checkbox"/> Portland Art Museum | <input type="checkbox"/> Silver Falls State Park (Silverton) |
| <input type="checkbox"/> Oregon State Capitol (Salem) | |
5. Please check the months that your group most frequently takes field trips.
- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

6. On these trips, what transportation mode do you use?

- Charter a Bus
- Use Your Own Vehicle
- Use Members Vehicles
- Transportation Provided by Attraction
- Other

7. Do you usually receive a "group rate" when attending a commercial attraction?

- No
- Yes . . . If so, about what percent is your rate below normal rates? _____%

8. Do you typically make advance arrangements for your field trips?

- Yes - Advance Reservations
- No
- Varies

9. Now, considering your group's interests and activities, do you feel that a Columbia Gorge riverboat tour would be worthwhile?

- Yes
- Maybe
- No
- Undecided

Why? _____

10. If so, about how many persons would your group include on the riverboat tour?

_____ Persons

11. In your opinion, how long should a riverboat excursion tour be to be suitable for your organization?

- Less than 1 hour
- 1 to 2 hours
- More than 2 hours
- Undecided

12. In helping us formulate a Columbia River riverboat itinerary, which of the following items do you believe should be included in the riverboat scenic tour?

- Multnomah Falls
- Bonneville Dam
- Cascade Locks
- Hood River
- The Dalles
- Astoria
- Portland
- Other (Please Indicate): _____

13. What non-sightseeing facilities, if any, should be on board the riverboat?

	Would Like	Would Not Like	Uncertain
Beverage Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic Museum Display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please Indicate) _____			

14. Approximately, what would your members be willing to pay (per person) for a riverboat tour?

- Under \$2.00
- \$2.00-\$2.99
- \$3.00 or More
- Undecided

15. The Columbia Gorge riverboat tour would begin at Cascade Locks . . . however, passengers might prefer boarding at other locations . . . which boarding places would you desire?

- Portland
- Hood River
- Cascade Locks
- The Dalles
- Other: _____

16. As you may know, the Port of Cascade Locks anticipates construction of an aerial tramway extending from the community to one of the highest peaks in the Columbia River Gorge . . . Consider, would your group rather:

- Take a Riverboat Scenic Tour
- Take an Aerial Tramway Ride
- Both
- None
- Undecided

APPENDIX V

ORGANIZATION INTEREST SURVEY
Classified By Type of Group
August, 1973

	Type of Group							
	Total Response		Civic, Political, School		Professional		Service, Fraternal, Other	
	No.	%	No.	%	No.	%	No.	%
<u>SIZE OF ORGANIZATION</u>								
0 - 49 Persons	14	18.9	2	7.7	3	12.5	9	37.5
50 - 99 Persons	9	12.2	5	15.4	2	8.3	2	12.5
100 - 299 Persons	17	23.0	8	30.7	6	25.0	3	12.5
300 - 599 Persons	12	16.2	4	15.5	3	12.5	5	20.8
600 or More	22	29.7	8	30.7	10	41.7	4	16.7
Total	<u>74</u>	<u>100.0%</u>	<u>27</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>23</u>	<u>100.0%</u>
No Response	(7)		(2)		(2)		(3)	
<u>FIELD TRIPS CONDUCTED</u>								
Yes	35	47.3	17	61.5	6	25.0	12	50.0
No	39	52.7	10	38.5	18	75.0	11	50.0
Total	<u>74</u>	<u>100.0%</u>	<u>27</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>23</u>	<u>100.0%</u>
No Response	(7)		(1)		(2)		(4)	
<u>CONDUCTED FIELD TRIPS IN 1972</u>								
None	39	52.7	10	29.6	18	79.1	11	43.5
1 - 5 Trips	14	18.9	3	11.2	4	16.7	7	30.4
6 -20 Trips	10	13.5	8	29.6	1	4.2	1	4.3
21 or More	11	14.9	6	29.6	1	0.0	4	21.8
Total	<u>74</u>	<u>100.0%</u>	<u>27</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>23</u>	<u>100.0%</u>
No Response	(7)		(1)		(2)		(4)	

	Total Response		Type of Group					
	No.	%	Civic, Political, School		Professional		Service, Fraternal, Other	
			No.	%	No.	%	No.	%
PERSONS WHO PARTICIPATE IN FIELD TRIPS								
1 - 19 Persons	12	32.4	3	18.8	5	83.3	4	26.7
20 - 49 Persons	19	51.4	11	68.7	1	16.7	7	46.6
50 -149 Persons	6	16.2	2	12.5	0	00.0	4	26.7
150 -300 Persons	0	00.0	0	00.0	0	00.0	0	00.0
Total	<u>37</u>	<u>100.0%</u>	<u>16</u>	<u>100.0%</u>	<u>6</u>	<u>100.0%</u>	<u>15</u>	<u>100.0%</u>
No Response		(44)		(12)		(20)		(12)
OREGON ATTRACTIONS ATTENDED								
Sea Lion Caves	6	14.6	1	7.1	0	0.0	5	33.3
Multnomah Falls	24	58.5	11	64.7	1	11.1	12	80.0
Portland Zoo	23	56.1	13	76.5	4	44.4	6	40.0
Charter Deep Sea Fishing	12	29.3	3	17.6	4	44.4	5	33.3
Crater Lake	9	22.0	3	17.6	0	0.0	6	40.0
Portland Art Museum	16	39.0	9	52.9	0	0.0	7	46.6
Oregon State Capital	18	43.9	11	64.7	1	11.1	6	40.0
OMSI	25	61.0	12	70.6	5	55.5	8	53.3
Undersea Gardens	8	19.5	3	17.6	0	0.0	5	33.3
Oregon Caves	6	14.6	2	11.8	0	0.0	4	26.7
Mount Hood Timberline	22	53.7	9	52.9	4	44.4	9	60.0
OSU Marine Science	7	17.1	2	11.8	1	11.1	4	26.7
Silver Falls State Park	14	34.1	7	41.2	1	11.1	6	40.0
Other	3	7.3	0	0.0	3	33.2	0	0.0
Total	<u>41</u>	<u>100.0%</u>	<u>17</u>	<u>100.0%</u>	<u>9</u>	<u>100.0%</u>	<u>15</u>	<u>100.0%</u>
No Response		(40)		(11)		(17)		(12)

	<u>Total Response</u>		<u>TYPE OF GROUP</u>							
			<u>Civic, Political, School</u>		<u>Professional</u>		<u>Service, Fraternal, Other</u>			
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>GROUP RATES RECEIVED</u>										
No	13	26.5	5	27.8	5	31.3	3	20.0		
Yes	36	73.5	13	72.2	11	68.7	12	80.0		
Total	<u>49</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>	<u>16</u>	<u>100.0%</u>	<u>15</u>	<u>100.0%</u>		
No response	(32)		(10)		(10)		(12)			
<u>GROUP RATE DISCOUNT</u>										
1 - 4%	2	4.1	0	0.0	2	12.5	0	0.0		
5 - 9%	0	0.0	0	0.0	0	0.0	0	0.0		
10 - 19%	7	14.3	3	16.7	0	0.0	4	26.7		
20 - 29%	12	24.5	3	16.7	5	31.2	4	26.7		
30% or More	3	6.1	1	5.5	1	6.2	1	6.6		
Uncertain	12	24.5	6	33.3	3	18.8	3	20.0		
None	13	26.5	5	27.8	5	31.3	3	20.0		
Total	<u>49</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>	<u>16</u>	<u>100.0%</u>	<u>15</u>	<u>100.0%</u>		
No Response	(32)		(10)		(10)		(12)			
<u>ADVANCE ARRANGEMENTS MADE</u>										
Yes	46	83.6	18	85.7	12	92.3	16	76.2		
No	1	1.8	0	0.0	1	7.7	0	0.0		
Other	8	14.6	3	14.3	0	0.0	5	23.8		
Total	<u>55</u>	<u>100.0%</u>	<u>21</u>	<u>100.0%</u>	<u>13</u>	<u>100.0%</u>	<u>21</u>	<u>100.0%</u>		
No Response	(26)		(7)		(13)		(6)			

	<u>Total Response</u>		<u>Type of Group</u>					
	<u>No.</u>	<u>%</u>	<u>Civic, Political and School</u>		<u>Professional</u>		<u>Service, Fraternal, Other</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>MONTHS OF FIELD TRIP OCCURENCE</u>								
January	1	2.0	0	0.0	1	9.1	0	0.0
February	3	6.1	2	9.1	1	9.1	0	0.0
March	6	12.2	5	22.7	0	0.0	1	6.3
April	14	28.6	10	45.5	2	18.2	2	12.5
May	22	44.9	13	59.1	3	27.3	6	37.5
June	30	61.2	15	68.2	6	54.5	9	56.3
July	27	55.1	13	59.1	4	36.4	10	62.5
August	29	59.2	14	63.6	4	36.4	11	68.8
September	20	41.0	6	27.3	7	63.6	7	43.8
October	10	20.4	7	31.8	2	18.2	1	6.3
November	5	10.2	3	13.6	1	9.1	1	6.3
December	1	2.0	1	4.5	0	0.0	0	0.0
Total	<u>49</u>	<u>100.0%</u>	<u>22</u>	<u>100.0%</u>	<u>11</u>	<u>100.0%</u>	<u>16</u>	<u>100.0%</u>
No Response		(32)		(6)		(15)		(11)
<u>FIELD TRIP TRANSPORTATION MODE</u>								
Charter Bus	30	56.6	9	40.9	9	69.2	12	66.7
Use Own Vehicle	18	34.0	13	59.1	2	15.4	3	16.7
Use Members Vehicle	58	51.0	13	59.1	7	53.8	8	44.4
Provided by Attraction	4	7.5	2	9.1	1	7.7	1	5.6
Other	3	5.7	2	9.1	0	0.0	1	5.6
Total	<u>53</u>	<u>100.0%</u>	<u>22</u>	<u>100.0%</u>	<u>13</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>
No Response		(28)		(6)		(13)		(9)

	<u>Total Response</u>		<u>Type of Group</u>					
	<u>No.</u>	<u>%</u>	<u>Civic, Political and School</u>		<u>Professional</u>		<u>Service, Fraternal, Other</u>	
			<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>POTENTIAL RIVERBOAT ITINERARY</u>								
Multnomah Falls	49	67.1	18	66.7	12	52.1	19	82.6
Bonneville Dam	52	71.2	21	77.8	13	56.5	18	78.3
Cascade Locks	48	65.7	22	81.5	10	43.5	16	69.6
Hood River	31	42.5	9	33.3	8	34.8	14	60.9
The Dalles	20	27.4	7	25.9	4	17.4	9	39.1
Astoria	23	31.5	8	29.6	7	30.4	8	34.8
Portland	25	34.2	11	40.7	5	21.7	9	39.1
Other	4	5.5	2	7.4	2	8.7	0	0.0
Total	73	100.0%	27	100.0%	23	100.0%	23	100.0%
No Response	(8)		(1)		(3)		(4)	
<u>NON-SIGHTSEEING FACILITIES</u>								
<u>Beverage Service</u>								
Would Like	57	90.6	19	86.4	19	95.0	19	90.4
Would Not Like	3	4.7	2	9.1	0	0.0	1	4.8
Uncertain	3	4.7	1	4.5	1	5.0	1	4.8
Total	63	100.0%	22	100.0%	20	100.0%	21	100.0%
No Response	(18)		(6)		(6)		(6)	
<u>Conference Room</u>								
Would Like	34	54.0	12	52.2	11	57.9	11	52.4
Would Not Like	15	23.8	7	30.4	2	10.5	6	28.6
Uncertain	14	22.2	4	17.4	6	31.6	4	19.0
Total	63	100.0%	23	100.0%	19	100.0%	21	100.0%
No Response	(18)		(5)		(7)		(6)	

	Total Response		Type of Group							
			Civic, Political, School		Professional		Service, Fraternal, Other			
	No.	%	No.	%	No.	%	No.	%		
<u>RIVERBOAT INTEREST</u>										
Yes	43	60.6	21	80.7	12	50.0	10	47.6		
No	4	5.6	1	3.8	2	8.3	1	4.8		
Maybe	23	32.4	3	11.5	10	41.7	10	47.6		
Undecided	1	1.4	1	3.8	0	0.0	0	0.0		
Total	<u>71</u>	<u>100.0%</u>	<u>26</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>21</u>	<u>100.0%</u>		
No Response		(10)		(2)		(2)		(6)		
<u>FIELD TRIP ATTENDANCE</u>										
1 - 19 Persons	4	8.2	1	5.6	3	18.8	0	0.0		
20 - 49 Persons	17	34.6	7	38.8	2	12.4	8	53.3		
50 - 99 Persons	20	40.8	9	50.0	4	25.0	7	46.7		
100 - 199 Persons	4	8.2	0	0.0	4	25.0	0	0.0		
200 or More Persons	4	8.2	1	5.6	3	18.8	0	0.0		
Total	<u>49</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>	<u>16</u>	<u>100.0%</u>	<u>15</u>	<u>100.0%</u>		
No Response		(32)		(10)		(10)		(12)		
<u>EXCURSION DESIRE LENGTH</u>										
Less than 1 hour	2	3.3	1	4.2	0	0.0	1	5.0		
1 to 2 hours	17	27.9	8	33.3	5	29.4	4	20.0		
More than 2 hours	30	49.1	13	54.2	7	41.2	10	50.0		
Undecided	12	19.7	2	8.3	5	29.4	5	25.0		
Total	<u>61</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>17</u>	<u>100.0%</u>	<u>20</u>	<u>100.0%</u>		
No Response		(20)		(4)		(9)		(7)		

	Total Response		Type of Group					
	No.	%	Civic, Political and School	Professional		Service, Fra- ternal, Other		
			No.	%	No.	%	No.	%
Historic Museum Display								
Would Like	50	78.1	22	88.0	13	76.4	15	68.2
Would Not Like	10	15.6	3	12.0	2	11.6	5	22.7
Uncertain	4	6.3	0	0.0	2	11.6	2	9.1
Total	<u>64</u>	<u>100.0%</u>	<u>25</u>	<u>100.0%</u>	<u>17</u>	<u>100.0%</u>	<u>22</u>	<u>100.0%</u>
No Response	(17)		(3)		(9)		(5)	
Food Service								
Would Like	54	90.0	19	86.4	16	94.1	19	90.4
Would Not Like	2	3.3	1	4.5	0	0.0	1	4.8
Uncertain	4	6.7	2	9.1	1	5.9	1	4.8
Total	<u>60</u>	<u>100.0%</u>	<u>22</u>	<u>100.0%</u>	<u>17</u>	<u>100.0%</u>	<u>21</u>	<u>100.0%</u>
No Response	(21)		(6)		(9)		(6)	
Fare Preference								
Under \$2.00	11	16.9	8	33.4	0	0.0	3	13.6
\$2.00 - \$2.99	9	13.8	5	20.8	2	10.5	2	9.1
\$3.00 or More	28	43.1	5	20.8	11	57.9	12	54.6
Undecided	17	26.2	6	25.0	6	31.6	5	22.7
Total	<u>65</u>	<u>100.0%</u>	<u>24</u>	<u>100.0%</u>	<u>19</u>	<u>100.0%</u>	<u>22</u>	<u>100.0%</u>
No Response	(16)		(4)		(7)		(5)	

	Total Response		Type of Group					
	No.	%	Civic, Political and School		Professional		Service, Fraternal, Other	
			No.	%	No.	%	No.	%
<u>RIVERBOAT BOARDING LOCATION</u>								
Portland	48	78.7	17	68.0	18	100.0%	13	72.2
Hood River	12	19.7	5	20.0	1	5.6	6	33.3
Cascade Locks	11	18.0	4	16.0	1	5.6	6	33.3
The Dalles	6	9.8	2	8.0	0	0.0	4	22.2
Other	2	3.3	2	8.0	0	0.0	0	0.0
Total	<u>61</u>	<u>100.0%</u>	<u>25</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>	<u>18</u>	<u>100.0%</u>
No Response	(20)		(3)		(8)		(9)	
<u>RECREATION FACILITIES PREFERENCE</u>								
Take a Riverboat Scenic Tour	17	25.8	5	19.2	8	40.0	4	20.0
Take an Aerial Tramway Ride	2	3.0	2	7.7	0	0.0	0	0.0
Both	37	56.1	15	57.7	9	45.0	13	65.0
None	0	0.0	0	0.0	0	0.0	0	0.0
Undecided	10	15.2	4	15.4	3	15.0	3	15.0
Total	<u>66</u>	<u>100.0%</u>	<u>26</u>	<u>100.0%</u>	<u>20</u>	<u>100.0%</u>	<u>20</u>	<u>100.0%</u>
No Response	(15)		(2)		(6)		(7)	

Source: Charles L Stevens, Jr. W.I.C.H.E. intern, July , 1973.

1) Multiple answering of question by respondent.