

Louisiana State Parks

North Toledo Bend

Prepared for:

Louisiana Department of Culture,
Recreation and Tourism



The Louisiana Research Team



ECONOMIC ANALYSIS

NORTH TOLEDO BEND STATE PARK (2004-05)

Number of overnight visitors	58,651
Number of day use visitors	17,484
Number of employees - regular	12
Number of employees - peak	15

ECONOMIC IMPACT OF NORTH TOLEDO BEND STATE PARK

Park visit related spending by out of state visitors in Louisiana businesses	\$312,540
Spending by out of state visitors in park	\$71,850
Total primary spending by out of state visitors in LA	\$384,390
Secondary economic impact of out of state visitor spending	\$403,609
Total Economic Impact	\$787,999

Earnings for local workers generated by out of state visitors	\$255,235
Jobs generated by out of state visitors	12

LOUISIANA RESIDENT SPENDING

Park visit related spending by Louisiana residents in Louisiana businesses	\$1,471,495
Spending by Louisiana residents in state park	\$174,211
Total Spending by Louisiana Residents	\$1,645,706

RETURN ON INVESTMENT

Direct spending by park visitors (A)	\$2,030,096
Direct operating expenses (B)	\$640,211
Return on Operating Expenses (A/B)	\$3.17

The following tables show the overall results of the survey of visitors who stayed overnight at North Toledo Bend State Park.

Are you a Louisiana resident?

Table 1

Response	Percentage
Yes	70.8%
No	29.2%
Total	100.0%

Was this your first visit to this park?

Table 2

Response	Percentage
Yes	23.3%
No	76.7%
Total	100.0%

How many nights did you and your party spend at this Louisiana state park?

Table 3

Response	Percentage
0 nights	1.7%
1-3 nights	69.9%
4-9 nights	25.1%
10+ nights	3.4%
Total	100.0%

What did you like best about this state park?

Table 4

Response	Percentage
Clean/Good Facilities	25.8%
Relaxing Atmosphere	28.8%
Nature/Outdoor environment	37.9%
Accessibility	6.1%
Other	1.5%
Total	100.0%

What did you like least about this state park?

Table 5

Response	Percentage
Nothing to dislike	45.3%
Mosquitoes, flies, ants, bees etc.	25.0%
Other	21.9%
Dirty water/trash in water	4.7%
Dump stations/sewage hook-up	3.1%
Restroom	0.0%
Total	100.0%

What activities did you and your party participate in while at this park?**Table 6**

Response	Percentage
Bicycling on pavement	28.8%
Boating (pleasure)	27.3%
Cabin Rental	40.9%
Camping (RV, trailer)	51.5%
Camping (tent, other)	9.1%
Canoeing/Kayaking	16.7%
Educational programs/exhibits	6.1%
Fishing (boat)	33.3%
Fishing (pier/bank)	22.7%
Group camp rental	9.1%
Hiking	28.8%
Mountain biking	4.5%
Nature study	7.6%
Other	12.1%
Picnicking/cooking out	63.6%
Sailing (sailboat)	1.5%
Sailing (wind surfing)	1.5%
Sight-seeing	27.3%
Swimming	16.7%
Water-skiing	6.1%

* The percentage equal greater than 100 due to multiple responses

Would you say your most recent visit to a Louisiana state park?

Table 7

Response	Percentage
Exceed your expectations	21.5%
Met your expectations	70.8%
Almost met your expectations	1.5%
Failed to met your expectations	6.2%
Don't know	0.0%
Total	100.0%

What facilities or activities would you like to see added or expanded to help make this park more enjoyable, comfortable and inviting?

Table 8

Response	Percentage
Everything is fine/no change	50.8%
Other	26.2%
More recreational facilities	11.5%
Better playgrounds/ more equipment	8.2%
Add/improve hiking, nature trails	11.5%
Total	108.2%

* The percentage equal greater than 100 due to multiple responses

Have you visited other Louisiana State Parks within the past 12 months?**Table 9**

Response	Percentage
Bayou Segnette SP	5.3%
Caney Creek Lake/Jimmie Davis SP	5.3%
Chemin-A-Haut SP	2.6%
Chicot SP	13.2%
Cypremort Point SP	2.6%
Faiview-Riverside SP	10.5%
Fontainebleau SP	13.2%
Grand Isle SP	13.2%
Lake Bistineau SP	31.6%
Lake Bruin SP	5.3%
Lake Claiborne SP	39.5%
Lake D'Arbonne SP	13.2%
Lake Fausse Pointe SP	5.3%
North Toledo Bend SP	23.7%
Poverty Point Reservoir SP	5.3%
Sam Houston Jones SP	7.9%
South Toledo Bend SP	10.5%
St. Bernard SP	2.6%
Tickfaw SP	5.3%
Total	215.8%

* The percentage equal greater than 100 due to multiple responses

Have you visited outdoor recreation parks in other states within the past 12 months?

Table 10

Response	Percentage
Yes	55.0%
No	45.0%
Total	100.0%

If yes, in which state are those other parks?

Table 10a

Response	Percentage
Alabama	22.2%
Alaska	2.8%
Arizona	2.8%
Arkansas	41.7%
California	0.0%
Colorado	8.3%
Connecticut	2.8%
Delaware	0.0%
Florida	13.9%
Georgia	19.4%
Hawaii	0.0%
Idaho	2.8%
Illinois	5.6%
Indiana	5.6%
Iowa	5.6%
Kansas	13.9%
Kentucky	5.6%
Louisiana	11.1%
Maine	0.0%
Maryland	2.8%
Massachusetts	0.0%
Michigan	2.8%

Response	Percentage
Minnesota	8.3%
Mississippi	33.3%
Missouri	11.1%
Montana	8.3%
Nebraska	8.3%
Nevada	0.0%
New Hampshire	0.0%
New Jersey	2.8%
New Mexico	11.1%
New York	5.6%
North Carolina	8.3%
North Dakota	2.8%
Ohio	2.8%
Oklahoma	19.4%
Oregon	0.0%
Pennsylvania	2.8%
Rhode Island	0.0%
South Carolina	5.6%
South Dakota	5.6%
Tennessee	19.4%
Texas	52.8%
Utah	5.6%
Vermont	0.0%
Virginia	2.8%
Washington	0.0%
West Virginia	2.8%
Wisconsin	5.6%
Wyoming	8.3%

* The percentage equal greater than 100 due to multiple responses

Visiting a state park is an educational experience.

Table 11

Response	Percentage
Strongly Agree	22.2%
Agree	55.6%
Neutral	22.2%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

Visiting a state park is a good way to experience nature.

Table 12

Response	Percentage
Strongly Agree	46.8%
Agree	50.0%
Neutral	3.2%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

Visiting a state park is a good way to spend time with family.

Table 13

Response	Percentage
Strongly Agree	74.6%
Agree	23.8%
Neutral	1.6%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

A trip including a visit to a state park is a good value for the money.

Table 14

Response	Percentage
Strongly Agree	56.3%
Agree	39.1%
Neutral	4.7%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

Visiting a state park is a good way to get away from the stress and demands of daily life.

Table 15

Response	Percentage
Strongly Agree	75.0%
Agree	23.4%
Neutral	1.6%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

A trip including state parks is a good way to experience a state's culture and history.

Table 16

Response	Percentage
Strongly Agree	23.8%
Agree	50.8%
Neutral	23.8%
Disagree	1.6%
Strongly Disagree	0.0%
Total	100.0%

How many people were in your party on this trip to a Louisiana state park?

Table 17

Response	Percentage
1-2 people	29.5%
3-5 people	31.2%
6-9 people	23.0%
10+people	16.3%
Total	100.0%

Did any children under the age of 18 accompany you on your most recent visit to a Louisiana state park?

Table 18

Response	Percentage
Yes	58.1%
No	41.9%
Total	100.0%

How did you find out about this park?**Table 19**

Response	Percentage
Personal knowledge/previous visit	35.9%
Friends, family ,co-worker	31.3%
Newspaper	0.0%
Internet/Website	12.5%
State Parks brochure	7.8%
Other	1.6%
Travel guides, books, magazines	3.1%
Called or visited tourism office	0.0%
Wrote/phoned the park	1.6%
Television	0.0%
Radio	0.0%
Welcome Center	0.0%
Automobile/Travel Club	0.0%
Maps	4.7%
Convention and Visitor's Bureau	1.6%
Called or visited travel company	0.0%
Called or visited travel agent	0.0%
Total	100.0%

Which of the following, if, any, Louisiana State Historic Sites have you visited in the last 12 months?

Table 20

Response	Percentage
Audubon SHS	16.7%
Centenary SHS	8.3%
Fort Jesup SHS	25.0%
Fort Pike SHS	0.0%
Fort St. Jean Baptiste SHS	0.0%
Longfellow-Evangeline SHS	25.0%
Los Adaes SHS	8.3%
Mansfield SHS	16.7%
Marksville SHS	0.0%
Plaquemine Lock SHS	16.7%
Port Hudson SHS	16.7%
Poverty Point SHS	41.7%
Rosedown Plantation SHS	41.7%
Winter Quarters SHS	0.0%
Total	158.0%

* The percentage equal greater than 100 due to multiple responses

Are you retired?

Table 21

Response	Percentage
Yes	55.0%
No	45.0%
Total	100.0%

What is the approximate annual income of your household?

Table 22

Response	Percentage
\$7,500-\$24,999	8.6%
\$25,000-\$47,499	32.8%
\$47,500-\$74,999	27.6%
\$75,000-\$99,999	17.2%
\$100,000-\$149,000	6.9%
\$150,000+	6.9%
Total	100.0%