

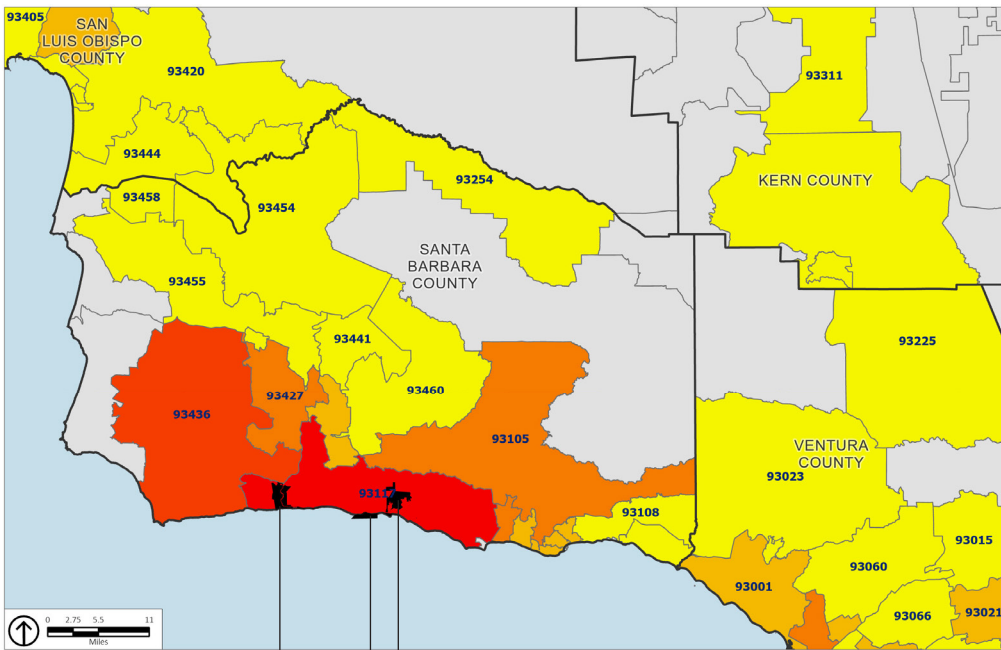
VISITOR EXPERIENCE SURVEY

Results Summary



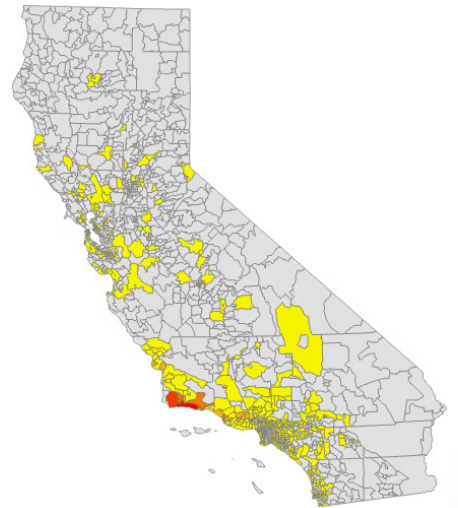
Survey Overview:

The Visitor Experience Survey was available from May through December 2024. It asked questions about what people value, envision, and have concerns about at El Capitán State Beach, Refugio State Beach, and Gaviota State Park.



Zip code 93117 had the most responses!

People from across the State of California participated in the survey. Their input will be factored into the recommendations and concepts included in the General Plan update.



Statewide survey response distribution

Gaviota State Park

338
responses

Refugio State Beach

798
responses

El Capitán State Beach

1071
responses

- | | |
|------------------------|---------------------------|
| Less than 15 responses | 45 - 60 responses |
| 15 - 30 responses | Greater than 60 responses |
| 30 - 45 responses | No responses |



What do visitors value? What activities do they enjoy?

Visitors most greatly value the **beauty, activities, opportunities for social interaction, and physical and mental health benefits** at El Capitán SB, Refugio, SB, and Gaviota SP. At all three parks, the activities most popular with survey respondents were **camping, beach recreation (sunbathing, sand games, etc.), and water recreation (swimming, surfing, etc.)**.

Facilities, Amenities, and Areas

Visitors make the most use of the **beach and ocean, restrooms, and family campgrounds** at El Capitán SB and Gaviota SP. The beach and ocean and restrooms/showers are also heavily utilized at Refugio SB. Its **RV Campground** was the overnight facility most popular with survey respondents. On all three surveys, **participants expressed a desire for using the same facilities when visiting the parks in the future.**



Activities and Recreation

If visitors were to visit the parks **in the future, they would most like to engage in...**



Camping

Beach Recreation



Water Recreation

The **existing recreational offerings consistently draw visitors** to the parks and will continue to do so.

Concerns

Survey participants' **major concerns were the same across the three parks. Condition of park facilities, infrastructure, and utilities** was the top selection, followed by **beach erosion, flooding, sea level rise** and **overcrowding and park overuse.**



Demographics

El Capitán State Beach: 68% of survey respondents identified as White or Caucasian. 12% chose not to answer. 8% identified as Hispanic or Latino. 68% of respondents were between the ages of 41 and 70.

Refugio State Beach: 70% of survey respondents identified as White or Caucasian. 14% chose not to answer. 8% identified as Hispanic or Latino. 69% of respondents were between the ages of 41 and 70.

Gaviota State Park: 58% of survey respondents identified as White or Caucasian. 17% chose not to answer. 11% identify as Hispanic or Latino. 66% of respondents were between the ages of 41 and 70.

