

FS-082

The Economics of Lake Erie Beaches

1998 Lake Erie Beach User Survey Results

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Sea Grant forms a unique partnership with public and private sectors to combine research, education, and technology transfer for service to the public. Sea Grant provides a national network for universities to meet changing environmental and economic needs in our coastal, oceans and Great Lakes regions.

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Lake Erie beaches provide more than a nice setting for recreation; they can aid the local economy by attracting visitors to local communities. The results of a 1998 Ohio Sea Grant survey of 1,587 visitors to 15 different Lake Erie beaches suggest that single day visitors to beaches spend approximately \$20 per trip, with over 50% of this spending occurring in the local economy. Estimates of the economic impact of these visitors in the local economy are as high as \$5 million dollars per year. Visitors on multiple day trips spend more than three times as much, but these visitors engage in a variety of recreational activities on their multiple day trips, not just beach visitation.

The beaches are not only diverse in their attributes, but they also attract a wide range of visitors. This fact sheet presents demographic, expenditure, beach use, and beach perception information combined and averaged for the 15 beaches surveyed in 1998. The beaches included in this survey are: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about beach users are provided below. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.



**TABLE 1:
Demographic, Travel, and Expenditure Information***

Number of respondents	Single Day 1,143	Multiple Day 445
Distance from beach (miles)	53.52	361.70
Hours spent at the beach for the entire trip	3.66	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$14.79 (54%)	\$252.47 (67%)
Annual Trips to This Beach	11.40	3.66
Annual Trips to Other Beaches	4.33	2.49
Annual Household Income	\$49,380.00	\$55,843.00

* Data reported are averages.

Table 1 provides a profile of the average Lake Erie beach visitor. The average income for beach visitors is greater than \$49,000. While this is higher than Ohio's average income, it is consistent with our 1997 survey results (see Ohio Sea Grant Extension Fact Sheet FS-078). Beach users tend to visit frequently, with single day users taking an average of over 15 trips per year; 11 of these trips are to the same beach where they were surveyed and four trips are to other Lake Erie beaches. Multiple day users take approximately six trips to the Lake Erie region, with 60% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of each beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow for local economic impact estimates for single day beach visitors. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Number of respondents	Single Day 1,143	Multiple Day 445
<i>Percent of trip time in different activities:</i>		
Beach	67	28
Fishing	02	09
Hiking	02	05
Picnicking	05	06
Shopping	02	06
Festival	01	04
Visiting Family	10	14
Restaurant	04	09
Other	09	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions***

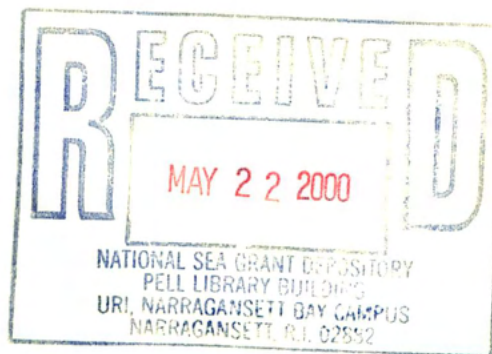
Scale: 1 = strongly disagree to 5 = strongly agree

Number of respondents	Single Day 1,143	Multiple Day 445
This beach is well maintained	3.67	3.57
This beach is safe	3.83	3.83
This beach is too congested or crowded	2.30	2.36
This beach has good facilities (restrooms, parking...)	3.43	3.13
I visit because of near by natural areas	2.75	2.94
This beach's water quality is good enough for swimming	3.57	3.73
Lake Erie water quality is good enough for swimming	3.45	3.63
I would visit more often if maintained better	2.80	2.85
I would visit more often if less congested	2.46	2.45
I would visit more often if this beach had better facilities	2.84	2.90
I would visit more often if a natural area was near by	2.64	2.64
I would visit more often if this beach had more activities	2.88	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach where the respondent received the survey. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.



Camp Perry Beach

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Camp Perry beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Camp Perry beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Camp Perry Beach compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day, while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Camp Perry Beach	Single Day		Multiple Day	
	Camp Perry	All Beaches	Camp Perry	All Beaches
Number of respondents	44	1,143	31	445
Distance from beach (miles)	27.50	53.52	283.65	361.70
Hours spent at the beach for the entire trip	3.70	3.66	9.28	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$9.87 (40%)	\$14.79 (54%)	\$451.14 (81%)	\$252.47 (67%)
Annual Trips to This Beach	8.19	11.40	4.63	3.66
Annual Trips to Other Beaches	5.50	4.33	2.29	2.49
Annual Household Income	\$43,875	\$49,380	\$54,167	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Camp Perry beach visitor. The average income for beach visitors is greater than \$43,000. Beach users tend to visit frequently, with single day users taking an average of over 13 trips per year; eight of these trips are to Camp Perry Beach and five trips are to other Lake Erie beaches. Multiple day users take approximately 4.6 trips to the Lake Erie region, with 66% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 40%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Camp Perry Beach spend \$1.1 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Camp Perry Beach Number of respondents	Single Day		Multiple Day	
	Camp Perry 44	All Beaches 1,143	Camp Perry 31	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	71	67	27	28
Fishing	03	02	10	09
Hiking	01	02	04	05
Picnicking	03	05	05	06
Shopping	02	02	08	06
Festival	00	01	04	04
Visiting Family	11	10	15	14
Restaurant	02	04	10	09
Other	07	09	17	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends are true for Camp Perry Beach visitors. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Camp Perry Beach Number of respondents	Single Day		Multiple Day	
	Camp Perry 44	All Beaches 1,143	Camp Perry 31	All Beaches 445
This beach is well maintained	4.41	3.67	3.61	3.57
This beach is safe	4.28	3.83	4.00	3.83
This beach is too congested or crowded	1.66	2.30	2.07	2.36
This beach has good facilities (restrooms, parking...)	4.05	3.43	3.48	3.13
I visit because of near by natural areas	2.45	2.75	2.74	2.94
This beach's water quality is good enough for swimming	4.21	3.57	3.64	3.73
Lake Erie water quality is good enough for swimming	3.73	3.45	3.58	3.63
I would visit more often if maintained better	2.07	2.80	2.97	2.85
I would visit more often if less congested	1.91	2.46	2.45	2.45
I would visit more often if this beach had better facilities	2.14	2.84	2.70	2.90
I would visit more often if a natural area was near by	2.30	2.64	2.61	2.64
I would visit more often if this beach had more activities	2.45	2.88	3.13	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming.. They do not appear to believe that the beaches are too crowded. Camp Perry scores better than the average for all of the beaches, indicating that Camp Perry Beach visitors are more satisfied with their Lake Erie beach experience than other beach goers.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohnngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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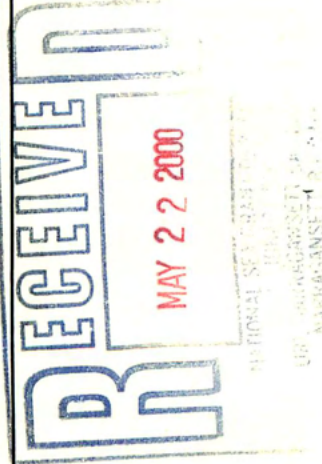
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Conneaut Township Park

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Conneaut Township Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Conneaut Township Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Conneaut Township Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Conneaut Township Park Number of respondents	Single Day		Multiple Day	
	Conneaut 68	All Beaches 1,143	Conneaut 37	All Beaches 445
Distance from beach (miles)	33.80	53.52	181.60	361.70
Hours spent at the beach for the entire trip	3.88	3.66	9.50	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$14.91 (47%)	\$14.79 (54%)	\$128.11 (63%)	\$252.47 (67%)
Annual Trips to This Beach	16.40	11.40	5.14	3.66
Annual Trips to Other Beaches	3.33	4.33	1.68	2.49
Annual Household Income	\$42,833	\$49,380	\$52,879	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Conneaut Township Park beach visitor. The average income for beach visitors is greater than \$42,000. Beach users tend to visit frequently, with single day users taking an average of over 19 trips per year; 16 of these trips are to Conneaut Township Park and three trips are to other Lake Erie beaches. Multiple day users take approximately 6.8 trips to the Lake Erie region, with 75% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 45%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Conneaut Township Park spend \$1.3 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

TABLE 2:
How Visitors Spend Their Time

Conneaut Township Park Number of respondents	Single Day		Multiple Day	
	Conneaut 68	All Beaches 1,143	Conneaut 37	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	82	67	37	28
Fishing	00	02	04	09
Hiking	00	02	06	05
Picnicking	04	05	05	06
Shopping	02	02	04	06
Festival	00	01	01	04
Visiting Family	02	10	24	14
Restaurant	03	04	07	09
Other	07	09	13	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends are also true for Conneaut beach visitors. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

TABLE 3:
Beach Perceptions* Scale: 1 = strongly disagree to 5 = strongly agree

Conneaut Township Park Number of respondents	Single Day		Multiple Day	
	Conneaut 68	All Beaches 1,143	Conneaut 37	All Beaches 445
This beach is well maintained	3.75	3.67	3.51	3.57
This beach is safe	3.88	3.83	3.68	3.83
This beach is too congested or crowded	1.81	2.30	1.95	2.36
This beach has good facilities (restrooms, parking...)	3.85	3.43	3.39	3.13
I visit because of near by natural areas	3.75	2.75	3.51	2.94
This beach's water quality is good enough for swimming	3.88	3.57	3.68	3.73
Lake Erie water quality is good enough for swimming	1.81	3.45	1.95	3.63
I would visit more often if maintained better	3.85	2.80	3.39	2.85
I would visit more often if less congested	2.00	2.46	2.30	2.45
I would visit more often if this beach had better facilities	2.22	2.84	2.70	2.90
I would visit more often if a natural area was near by	2.48	2.64	2.49	2.64
I would visit more often if this beach had more activities	2.69	2.88	3.08	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Although Conneaut beach visitors tend to follow the same trends, they do feel that Lake Erie water could be improved for swimming. Furthermore, respondents would visit more often if Conneaut was maintained better even though they felt it was well maintained.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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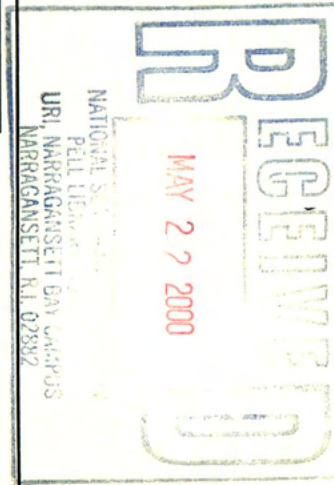
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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Crane Creek State Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Crane Creek State Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Crane Creek State Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

Crane Creek State Park	Single Day		Multiple Day	
	Crane Creek	All Beaches	Crane Creek	All Beaches
Number of respondents	130	1,143	23	445
Distance from beach (miles)	21.18	53.52	203.85	361.70
Hours spent at the beach for the entire trip	3.90	3.66	5.50	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$5.91 (25%)	\$14.79 (54%)	\$276.16 (35%)	\$252.47 (67%)
Annual Trips to This Beach	5.27	11.40	5.60	3.66
Annual Trips to Other Beaches	3.45	4.33	5.09	2.49
Annual Household Income	\$52,156	\$49,380	\$49,762	\$55,843

*Data reported are averages.

Table 1 provides a profile of the average Crane Creek State Park beach visitor. The average income for beach visitors is greater than \$49,000. Beach users tend to visit frequently, with single day users taking an average of over eight trips per year; five of these trips are to Crane Creek State Park and three trips are to other Lake Erie beaches. Multiple day users take approximately 10 trips to the Lake Erie region, with 50% of those trips to the same area and beach. A proportion of total trip expenditure, over 25%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Crane Creek State Park spend \$560 thousand in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Crane Creek State Park Number of respondents	Single Day		Multiple Day	
	Crane Creek 130	All Beaches 1,143	Crane Creek 23	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	74	67	28	28
Fishing	01	02	10	09
Hiking	05	02	10	05
Picnicking	13	05	06	06
Shopping	01	02	07	06
Festival	00	01	03	04
Visiting Family	00	10	09	14
Restaurant	03	04	12	09
Other	03	09	16	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends hold true for Crane Creek visitors. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Crane Creek State Park Number of respondents	Single Day		Multiple Day	
	Crane Creek 130	All Beaches 1,143	Crane Creek 23	All Beaches 445
This beach is well maintained	3.92	3.67	4.17	3.57
This beach is safe	4.17	3.83	4.70	3.83
This beach is too congested or crowded	2.10	2.30	2.09	2.36
This beach has good facilities (restrooms, parking...)	3.03	3.43	3.43	3.13
I visit because of near by natural areas	3.63	2.75	3.91	2.94
This beach's water quality is good enough for swimming	3.63	3.57	4.09	3.73
Lake Erie water quality is good enough for swimming	3.40	3.45	3.83	3.63
I would visit more often if maintained better	2.62	2.80	2.59	2.85
I would visit more often if less congested	2.34	2.46	2.27	2.45
I would visit more often if this beach had better facilities	3.06	2.84	2.59	2.90
I would visit more often if a natural area was near by	2.44	2.64	2.45	2.64
I would visit more often if this beach had more activities	2.44	2.88	2.73	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Crane Creek visitors tend to do better than the average, except that single day beach users indicate they are not as satisfied with the facilities as the other respondents in the survey. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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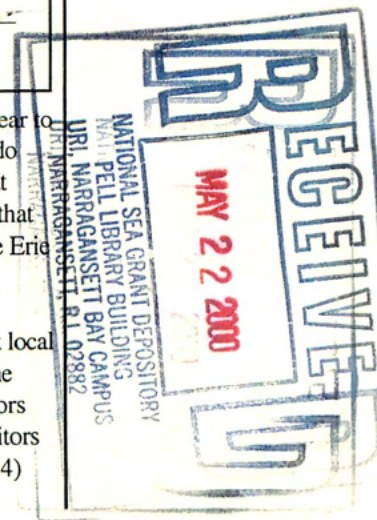
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East Harbor State Park

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of East Harbor State Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about East Harbor State Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how East Harbor State Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

East Harbor State Park Number of respondents	Single Day		Multiple Day	
	East Harbor 90	All Beaches 1,143	East Harbor 96	All Beaches 445
Distance from beach (miles)	48.60	53.52	132.45	361.70
Hours spent at the beach for the entire trip	4.47	3.66	9.29	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$21.16 (52%)	\$14.79 (54%)	\$292.07 (79%)	\$252.47 (67%)
Annual Trips to This Beach	6.08	11.40	2.43	3.66
Annual Trips to Other Beaches	5.32	4.33	2.39	2.49
Annual Household Income	\$50,185	\$49,380	\$56,325	\$55,843

* Data reported are averages

Table 1 provides a profile of the average East Harbor State Park beach visitor. The average income for beach visitors is greater than \$49,000. Beach users tend to visit frequently, with single day users taking an average of over 11 trips per year; six of these trips are to East Harbor State Park and five trips are to other Lake Erie beaches. Multiple day users take approximately two trips to the Lake Erie region, with 50% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to East Harbor State Park spend \$1.3 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

East Harbor State Park Number of respondents	Single Day		Multiple Day	
	East Harbor 90	All Beaches 1,143	East Harbor 96	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	64	67	31	28
Fishing	03	02	07	09
Hiking	03	02	04	05
Picnicking	11	05	09	06
Shopping	02	02	06	06
Festival	02	01	02	04
Visiting Family	03	10	09	14
Restaurant	05	04	07	09
Other	08	09	26	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold true for East Harbor visitors. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

East Harbor State Park Number of respondents	Single Day		Multiple Day	
	East Harbor 90	All Beaches 1,143	East Harbor 96	All Beaches 445
This beach is well maintained	3.85	3.67	3.83	3.57
This beach is safe	3.99	3.83	4.05	3.83
This beach is too congested or crowded	2.88	2.30	2.92	2.36
This beach has good facilities (restrooms, parking...)	3.06	3.43	2.88	3.13
I visit because of near by natural areas	3.07	2.75	3.01	2.94
This beach's water quality is good enough for swimming	3.92	3.57	4.03	3.73
Lake Erie water quality is good enough for swimming	3.72	3.45	3.91	3.63
I would visit more often if maintained better	2.55	2.80	2.48	2.85
I would visit more often if less congested	2.79	2.46	2.59	2.45
I would visit more often if this beach had better facilities	2.80	2.84	2.75	2.90
I would visit more often if a natural area was near by	2.56	2.64	2.32	2.64
I would visit more often if this beach had more activities	2.83	2.88	2.55	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. East Harbor visitors have the same perceptions. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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Edgewater Beach

The Economics of Lake Erie Beaches

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Three tables of information about Edgewater beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Edgewater compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

Edgewater Beach	Single Day		Multiple Day	
	Edgewater	All Beaches	Edgewater	All Beaches
Number of respondents	47	1,143	3	445
Distance from beach (miles)	7.50	53.52	182.50	361.70
Hours spent at the beach for the entire trip	3.84	3.66	6.00	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$7.14 (50%)	\$14.79 (54%)	\$130.67 (70%)	\$252.47 (67%)
Annual Trips to This Beach	19.49	11.40	1.00	3.66
Annual Trips to Other Beaches	3.47	4.33	1.00	2.49
Annual Household Income	\$43,333	\$49,380	\$58,333	\$55,843

*Data reported are averages.

Table 1 provides a profile of the average Edgewater beach visitor. The average income for beach visitors is greater than \$43,000. Beach users tend to visit frequently, with single day users taking an average of over 23 trips per year; 19.5 of these trips are to Edgewater and 3.5 trips are to other Lake Erie beaches. Multiple day users take approximately two trips to the Lake Erie region, with 50% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Edgewater spend \$3 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Edgewater Beach Number of respondents	Single Day		Multiple Day	
	Edgewater 47	All Beaches 1,143	Edgewater 3	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	70	67	08	28
Fishing	06	02	05	09
Hiking	02	02	00	05
Picnicking	06	05	00	06
Shopping	01	02	13	06
Festival	06	01	00	04
Visiting Family	01	10	38	14
Restaurant	01	04	15	09
Other	06	09	03	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold true for Edgewater visitors. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Edgewater Beach Number of respondents	Single Day		Multiple Day	
	Edgewater 47	All Beaches 1,143	Edgewater 3	All Beaches 445
This beach is well maintained	3.02	3.67	3.33	3.57
This beach is safe	3.18	3.83	3.33	3.83
This beach is too congested or crowded	2.64	2.30	2.33	2.36
This beach has good facilities (restrooms, parking...)	3.22	3.43	2.67	3.13
I visit because of near by natural areas	2.62	2.75	2.67	2.94
This beach's water quality is good enough for swimming	3.07	3.57	3.33	3.73
Lake Erie water quality is good enough for swimming	3.13	3.45	3.33	3.63
I would visit more often if maintained better	3.30	2.80	2.67	2.85
I would visit more often if less congested	2.69	2.46	2.67	2.45
I would visit more often if this beach had better facilities	3.04	2.84	3.00	2.90
I would visit more often if a natural area was near by	3.11	2.64	3.00	2.64
I would visit more often if this beach had more activities	3.51	2.88	3.33	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Edgewater visitors have an average score in nearly every category that is slightly worse than the average for all the beaches. This indicates that Edgewater beach users may visit more often if changes were made at the beach.

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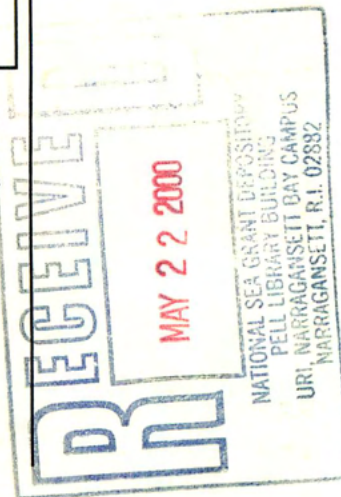
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Euclid Beach

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This publication is produced by the Ohio Sea Grant College Program (projects AVEP-1 and M/P-2 under grant NA86RG0053).



Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Euclid beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Euclid beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Euclid compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Euclid Beach	Single Day		Multiple Day	
	Euclid	All Beaches	Euclid	All Beaches
Number of respondents	9	1,143	7	445
Distance from beach (miles)	6.65	53.52	254.05	361.70
Hours spent at the beach for the entire trip	2.75	3.66	3.20	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$2.83 (24%)	\$14.79 (54%)	\$55.93 (15%)	\$252.47 (67%)
Annual Trips to This Beach	10.9	11.40	7.57	3.66
Annual Trips to Other Beaches	5.11	4.33	4.43	2.49
Annual Household Income	\$35,000	\$49,380	\$27,857	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Euclid beach visitor. The average income for beach visitors is over \$27,000. Beach users tend to visit frequently, with single day users taking an average of over 16 trips per year; 11 of these trips are to Euclid Beach and 5 trips are to other Lake Erie beaches. Multiple day users take approximately 12 trips to the Lake Erie region, with 62% of those trips to the same area and beach. A proportion of total trip expenditure, 15% or more, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Euclid Beach spend \$540 thousand in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Euclid Beach Number of respondents	Single Day		Multiple Day	
	Euclid 9	All Beaches 1,143	Euclid 7	All Beaches 445
^ of trip time in different activities:				
Beach	39	67	49	28
Fishing	00	02	00	09
Hiking	14	02	00	05
Picnicking	29	05	20	06
Shopping	00	02	00	06
Festival	00	01	00	04
Visiting Family	00	10	00	14
Restaurant	00	04	04	09
Other	18	09	27	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. Single day Euclid Beach respondents tend to spend a greater amount of time in other activities besides visiting the beach, namely picnicking (29%). Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Euclid Beach Number of respondents	Single Day		Multiple Day	
	Euclid 9	All Beaches 1,143	Euclid 7	All Beaches 445
This beach is well maintained	3.78	3.67	3.14	3.57
This beach is safe	3.78	3.83	3.71	3.83
This beach is too congested or crowded	2.11	2.30	1.29	2.36
This beach has good facilities (restrooms, parking...)	4.22	3.43	3.71	3.13
I visit because of near by natural areas	3.56	2.75	3.57	2.94
This beach's water quality is good enough for swimming	2.78	3.57	2.43	3.73
Lake Erie water quality is good enough for swimming	2.89	3.45	2.86	3.63
I would visit more often if maintained better	2.44	2.80	2.86	2.85
I would visit more often if less congested	1.89	2.46	2.29	2.45
I would visit more often if this beach had better facilities	1.75	2.84	3.00	2.90
I would visit more often if a natural area was near by	2.33	2.64	3.14	2.64
I would visit more often if this beach had more activities	2.33	2.88	3.14	2.92

*Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Euclid Beach respondents have similar perceptions, although they feel the water quality could be improved for swimming. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohnen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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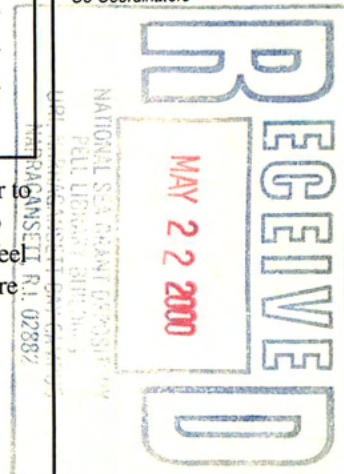
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Fairport Harbor Beach

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Fairport Harbor beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Fairport Harbor beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Fairport Harbor compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

Fairport Harbor	Single Day		Multiple Day	
	F. Harbor	All Beaches	F. Harbor	All Beaches
Number of respondents	62	1,143	2	445
Distance from beach (miles)	10.05	53.52	100.00	361.70
Hours spent at the beach for the entire trip	3.20	3.66	4.00	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$5.95 (59%)	\$14.79 (54%)	\$0.73 (38%)	\$252.47 (67%)
Annual Trips to This Beach	18.58	11.40	1.00	3.66
Annual Trips to Other Beaches	5.03	4.33	1.00	2.49
Annual Household Income	\$53,981	\$49,380	\$35,000	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Fairport Harbor beach visitor. The average income for beach visitors is greater than \$35,000. Beach users tend to visit frequently, with single day users taking an average of over 22 trips per year; 18 of these trips are to Fairport Harbor and 5 trips are to other Lake Erie beaches. Multiple day users take approximately two trips to the Lake Erie region, with 50% of those trips to the same area and beach. A proportion of total trip expenditure, more than 38%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Fairport Harbor spend \$880 thousand in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Fairport Harbor Number of respondents	Single Day		Multiple Day	
	F. Harbor 62	All Beaches 1,143	F. Harbor 2	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	83	67	13	28
Fishing	02	02	00	09
Hiking	00	02	00	05
Picnicking	05	05	00	06
Shopping	00	02	14	06
Festival	00	01	00	04
Visiting Family	01	10	70	14
Restaurant	02	04	03	09
Other	07	09	01	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Fairport Harbor respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Fairport Harbor Number of respondents	Single Day		Multiple Day	
	F. Harbor 62	All Beaches 1,143	F. Harbor 2	All Beaches 445
This beach is well maintained	4.18	3.67	4.50	3.57
This beach is safe	4.23	3.83	4.50	3.83
This beach is too congested or crowded	2.61	2.30	4.00	2.36
This beach has good facilities (restrooms, parking...)	4.23	3.43	4.50	3.13
I visit because of near by natural areas	2.44	2.75	2.50	2.94
This beach's water quality is good enough for swimming	3.38	3.57	4.00	3.73
Lake Erie water quality is good enough for swimming	3.20	3.45	3.50	3.63
I would visit more often if maintained better	2.20	2.80	2.00	2.85
I would visit more often if less congested	2.32	2.46	3.00	2.45
I would visit more often if this beach had better facilities	2.05	2.84	2.00	2.90
I would visit more often if a natural area was near by	2.15	2.64	2.00	2.64
I would visit more often if this beach had more activities	2.38	2.88	2.00	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Fairport Harbor respondents have similar perceptions and score better than the average. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohnngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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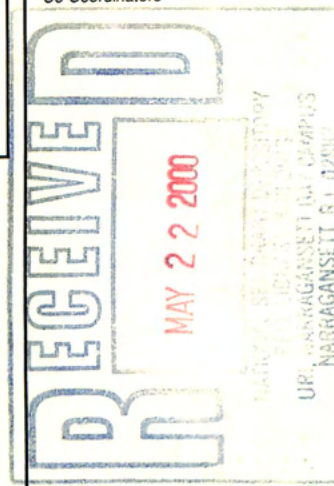
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Geneva State Park

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Geneva State Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Geneva State Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Geneva State Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Geneva State Park	Single Day		Multiple Day	
	Geneva	All Beaches	Geneva	All Beaches
Number of respondents	52	1,143	65	445
Distance from beach (miles)	34.45	53.52	124.65	361.70
Hours spent at the beach for the entire trip	3.79	3.66	9.50	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$25.71 (67%)	\$14.79 (54%)	\$272.92 (80%)	\$252.47 (67%)
Annual Trips to This Beach	9.29	11.40	4.02	3.66
Annual Trips to Other Beaches	2.98	4.33	1.29	2.49
Annual Household Income	\$41,250	\$49,380	\$52,541	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Geneva State Park beach visitor. The average income for beach visitors is greater than \$41,000. Beach users tend to visit frequently, with single day users taking an average of over 12 trips per year; nine of these trips are to Geneva State Park and three trips are to other Lake Erie beaches. Multiple day users take approximately five trips to the Lake Erie region, with 80% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Geneva State Park spend \$1.6 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Geneva State Park Number of respondents	Single Day		Multiple Day	
	Geneva 52	All Beaches 1,143	Geneva 65	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	62	67	31	28
Fishing	02	02	06	09
Hiking	04	02	06	05
Picnicking	06	05	07	06
Shopping	04	02	05	06
Festival	03	01	04	04
Visiting Family	05	10	08	14
Restaurant	09	04	09	09
Other	08	09	24	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Geneva State Park respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Geneva State Park Number of respondents	Single Day		Multiple Day	
	Geneva 52	All Beaches 1,143	Geneva 65	All Beaches 445
This beach is well maintained	3.40	3.67	3.42	3.57
This beach is safe	3.84	3.83	3.66	3.83
This beach is too congested or crowded	2.44	2.30	2.11	2.36
This beach has good facilities (restrooms, parking...)	2.84	3.43	3.00	3.13
I visit because of near by natural areas	2.92	2.75	2.68	2.94
This beach's water quality is good enough for swimming	3.50	3.57	3.16	3.73
Lake Erie water quality is good enough for swimming	3.58	3.45	3.15	3.63
I would visit more often if maintained better	3.10	2.80	3.05	2.85
I would visit more often if less congested	2.45	2.46	2.31	2.45
I would visit more often if this beach had better facilities	3.37	2.84	3.13	2.90
I would visit more often if a natural area was near by	2.84	2.64	2.81	2.64
I would visit more often if this beach had more activities	3.14	2.88	3.24	2.92

* Date reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Geneva State Park respondents have similar perceptions, although their averages for facilities indicate that improvements may encourage visitors to take more trips. Overall, these results suggest that beach visitors are satisfied with their Lake Erie beach experience.

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Headlands State Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Headlands State Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Headlands State Park compares to the average. The first table provides demographic, travel and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Headlands State Park Number of respondents	Single Day		Multiple Day	
	Headlands	All Beaches	Headlands	All Beaches
Distance from beach (miles)	18.25	53.52	105.90	361.70
Hours spent at the beach for the entire trip	3.87	3.66	6.00	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$11.22 (58%)	\$14.79 (54%)	\$6.00 (2%)	\$252.47 (67%)
Annual Trips to This Beach	15.95	11.40	15.50	3.66
Annual Trips to Other Beaches	2.65	4.33	1.00	2.49
Annual Household Income	\$57,754	\$49,380	\$60,000	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Headlands State Park beach visitor. The average income for beach visitors is greater than \$57,000. Beach users tend to visit frequently, with single day users taking an average of over 18 trips per year; 15 of these trips are to Headlands State Park and four trips are to other Lake Erie beaches. Multiple day users take approximately 16 trips to the Lake Erie region, with most of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Headlands State Park spend \$4.4 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Headlands State Park Number of respondents	Single Day		Multiple Day	
	Headlands 123	All Beaches 1,143	Headlands 2	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	84	67	10	28
Fishing	00	02	00	09
Hiking	01	02	00	05
Picnicking	02	05	00	06
Shopping	01	02	00	06
Festival	00	01	00	04
Visiting Family	00	10	30	14
Restaurant	04	04	10	09
Other	07	09	50	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend one-fourth (28%) of their trip time at the beach. Headlands respondents tend to follow the same trend. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Headlands State Park Number of respondents	Single Day		Multiple Day	
	Headlands 123	All Beaches 1,143	Headlands 2	All Beaches 445
This beach is well maintained	3.77	3.67	3.00	3.57
This beach is safe	3.92	3.83	4.00	3.83
This beach is too congested or crowded	2.15	2.30	3.00	2.36
This beach has good facilities (restrooms, parking...)	3.73	3.43	3.50	3.13
I visit because of near by natural areas	2.76	2.75	2.00	2.94
This beach's water quality is good enough for swimming	3.71	3.57	4.50	3.73
Lake Erie water quality is good enough for swimming	3.42	3.45	4.00	3.63
I would visit more often if maintained better	2.66	2.80	4.00	2.85
I would visit more often if less congested	2.40	2.46	2.00	2.45
I would visit more often if this beach had better facilities	2.56	2.84	2.00	2.90
I would visit more often if a natural area was near by	2.47	2.64	2.00	2.64
I would visit more often if this beach had more activities	2.73	2.88	2.00	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. For all of the beaches, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. These trends are also true for Headlands visitors. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/sohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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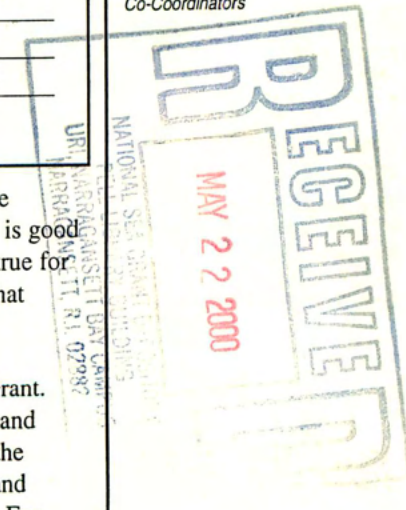
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Huntington Beach

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Huntington beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Huntington beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Huntington compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

Huntington Beach	Single Day		Multiple Day	
	Huntington	All Beaches	Huntington	All Beaches
Number of respondents	68	1,143	5	445
Distance from beach (miles)	23.40	53.52	126.25	361.70
Hours spent at the beach for the entire trip	3.56	3.66	3.75	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$8.73 (54%)	\$14.79 (54%)	\$35.00 (20%)	\$252.47 (67%)
Annual Trips to This Beach	8.67	11.40	1.40	3.66
Annual Trips to Other Beaches	4.55	4.33	1.20	2.49
Annual Household Income	\$53,676	\$49,380	\$60,000	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Huntington Beach visitor. The average income for beach visitors is greater than \$49,000. Beach users tend to visit frequently, with single day users taking an average of over 13 trips per year; 8.5 of these trips are to Huntington Beach and 4.5 trips are to other Lake Erie beaches. Multiple day users take approximately 2 trips to the Lake Erie region, with 50% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Huntington spend \$675 thousand in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Huntington Beach Number of respondents	Single Day		Multiple Day	
	Huntington 68	All Beaches 1,143	Huntington 5	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	79	67	26	28
Fishing	01	02	00	09
Hiking	02	02	00	05
Picnicking	07	05	25	06
Shopping	01	02	11	06
Festival	01	01	10	04
Visiting Family	02	10	20	14
Restaurant	03	04	04	09
Other	06	09	08	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Huntington respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Huntington Beach Number of respondents	Single Day		Multiple Day	
	Huntington 68	All Beaches 1,143	Huntington 5	All Beaches 445
This beach is well maintained	3.77	3.67	4.60	3.57
This beach is safe	3.97	3.83	4.40	3.83
This beach is too congested or crowded	2.82	2.30	3.00	2.36
This beach has good facilities (restrooms, parking...)	3.48	3.43	4.20	3.13
I visit because of near by natural areas	2.71	2.75	3.20	2.94
This beach's water quality is good enough for swimming	3.39	3.57	4.00	3.73
Lake Erie water quality is good enough for swimming	3.26	3.45	3.80	3.63
I would visit more often if maintained better	2.80	2.80	1.60	2.85
I would visit more often if less congested	3.01	2.46	2.80	2.45
I would visit more often if this beach had better facilities	2.91	2.84	2.40	2.90
I would visit more often if a natural area was near by	2.73	2.64	2.00	2.64
I would visit more often if this beach had more activities	2.97	2.88	1.60	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Huntington Beach respondents have similar perceptions. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohnngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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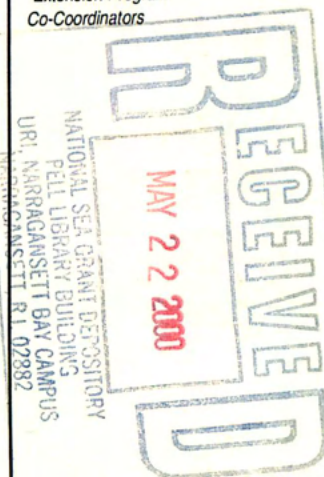
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Lakeshore Beach (Ashtabula)

The Economics of Lake Erie Beaches

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Three tables of information about Lakeshore beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Lakeshore Beach compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Lakeshore Beach	Single Day		Multiple Day	
	Lakeshore	All Beaches	Lakeshore	All Beaches
Number of respondents	79	1,143	14	445
Distance from beach (miles)	31.30	53.52	116.40	361.70
Hours spent at the beach for the entire trip	4.16	3.66	9.93	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$14.76 (62%)	\$14.79 (54%)	\$110.91 (60%)	\$252.47 (67%)
Annual Trips to This Beach	10.64	11.40	7.15	3.66
Annual Trips to Other Beaches	6.30	4.33	5.29	2.49
Annual Household Income	\$42,230	\$49,380	\$43,461	\$55,843

* Date reported are averages.

Table 1 provides a profile of the average Lakeshore beach visitor. The average income for beach visitors is greater than \$42,000. Beach users tend to visit frequently, with single day users taking an average of over 16 trips per year; 10 of these trips are to Lakeshore Beach and six trips are to other Lake Erie beaches. Multiple day users take approximately 12 trips to the Lake Erie region, with 58% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Lakeshore Beach spend \$1.4 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Lakeshore Beach Number of respondents	Single Day		Multiple Day	
	Lakeshore 79	All Beaches 1,143	Lakeshore 14	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	78	67	26	28
Fishing	04	02	15	09
Hiking	00	02	04	05
Picnicking	06	05	06	06
Shopping	02	02	05	06
Festival	01	01	0	04
Visiting Family	03	10	19	14
Restaurant	02	04	00	09
Other	06	09	14	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Lakeshore Beach respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Lakeshore Beach Number of respondents	Single Day		Multiple Day	
	Lakeshore 79	All Beaches 1,143	Lakeshore 14	All Beaches 445
This beach is well maintained	3.75	3.67	3.85	3.57
This beach is safe	3.94	3.83	4.15	3.83
This beach is too congested or crowded	2.17	2.30	2.45	2.36
This beach has good facilities (restrooms, parking...)	3.21	3.43	3.50	3.13
I visit because of near by natural areas	3.81	2.75	3.62	2.94
This beach's water quality is good enough for swimming	3.71	3.57	3.69	3.73
Lake Erie water quality is good enough for swimming	2.33	3.45	2.77	3.63
I would visit more often if maintained better	3.66	2.80	3.77	2.85
I would visit more often if less congested	2.49	2.46	2.62	2.45
I would visit more often if this beach had better facilities	2.71	2.84	3.08	2.90
I would visit more often if a natural area was near by	2.54	2.64	2.92	2.64
I would visit more often if this beach had more activities	2.75	2.88	3.38	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Lakeshore Beach respondents have similar perceptions. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

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Sea Grant forms a unique partnership with public and private sectors to combine research, education, and technology transfer for service to the public. Sea Grant provides a national network for universities to meet changing environmental and economic needs in our coastal, oceans and Great Lakes regions.

Ohio Sea Grant, based at The Ohio State University, is one of 29 state programs in the National Sea Grant College Program of the National Oceanic and Atmospheric Administration (NOAA), Department of Commerce. Ohio Sea Grant is supported by the Ohio Board of Regents, Ohio State University Extension, other universities, industries, and associations.

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Lakeview Park beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Lakeview Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Lakeview Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
Demographic, Travel, and Expenditure Information***

Lakeview Park (Lorain)	Single Day		Multiple Day	
	Lakeview	All Beaches	Lakeview	All Beaches
Number of respondents	129	1,143	20	445
Distance from beach (miles)	20.04	53.52	409.10	361.70
Hours spent at the beach for the entire trip	3.10	3.66	5.53	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$18.96 (62%)	\$14.79 (54%)	\$269.96 (65%)	\$252.47 (67%)
Annual Trips to This Beach	15.15	11.40	5.00	3.66
Annual Trips to Other Beaches	4.98	4.33	2.25	2.49
Annual Household Income	\$44,917	\$49,380	\$49,167	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Lakeview Park beach visitor. The average income for beach visitors is greater than \$44,000. Beach users tend to visit frequently, with single day users taking an average of over 20 trips per year; 15 of these trips are to Lakeview Park and five trips are to other Lake Erie beaches. Multiple day users take approximately seven trips to the Lake Erie region, with 71% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Lakeview Park spend \$1.4 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Lakeview Park (Lorain) Number of respondents	Single Day		Multiple Day	
	Lakeview 129	All Beaches 1,143	Lakeview 20	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	75	67	21	28
Fishing	02	02	03	09
Hiking	00	02	03	05
Picnicking	04	05	03	06
Shopping	03	02	08	06
Festival	00	01	00	04
Visiting Family	05	10	34	14
Restaurant	04	04	11	09
Other	07	09	17	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Lakeview Park respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Lakeview Park (Lorain) Number of respondents	Single Day		Multiple Day	
	Lakeview 129	All Beaches 1,143	Lakeview 20	All Beaches 445
This beach is well maintained	3.75	3.67	3.85	3.57
This beach is safe	3.94	3.83	4.15	3.83
This beach is too congested or crowded	2.17	2.30	2.45	2.36
This beach has good facilities (restrooms, parking...)	3.21	3.43	3.50	3.13
I visit because of near by natural areas	2.48	2.75	4.80	2.94
This beach's water quality is good enough for swimming	3.16	3.57	3.45	3.73
Lake Erie water quality is good enough for swimming	3.27	3.45	3.30	3.63
I would visit more often if maintained better	3.02	2.80	2.70	2.85
I would visit more often if less congested	2.41	2.46	2.40	2.45
I would visit more often if this beach had better facilities	3.09	2.84	3.05	2.90
I would visit more often if a natural area was near by	2.88	2.64	2.60	2.64
I would visit more often if this beach had more activities	3.05	2.88	2.80	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Lakeview Park respondents have similar perceptions. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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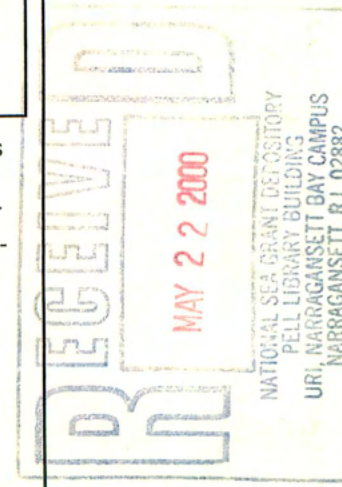
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Lakeview Park (Port Clinton)

The Economics of Lake Erie Beaches

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Three tables of information about Lakeview Park beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Lakeview Park compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
Demographic, Travel, and Expenditure Information***

Lakeview Park (Port Clinton)	Single Day		Multiple Day	
	Lakeview	All Beaches	Lakeview	All Beaches
Number of respondents	80	1,143	92	445
Distance from beach (miles)	46.72	53.52	138.10	361.70
Hours spent at the beach for the entire trip	3.42	3.66	4.63	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$28.63 (55%)	\$14.79 (54%)	\$244.68 (70%)	\$252.47 (67%)
Annual Trips to This Beach	5.90	11.40	3.22	3.66
Annual Trips to Other Beaches	1.13	4.33	3.45	2.49
Annual Household Income	\$50,132	\$49,380	\$63,235	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Lakeview Park beach visitor. The average income for beach visitors is greater than \$49,000. Beach users tend to visit frequently, with single day users taking an average of over seven trips per year; six of these trips are to Lakeview Park and one trip to other Lake Erie beaches. Multiple day users take approximately 6 trips to the Lake Erie region, with 50% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Lakeview Park spend \$1.5 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Lakeview Park (Port Clinton) Number of respondents	Single Day		Multiple Day	
	Lakeview 80	All Beaches 1,143	Lakeview 92	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	58	67	25	28
Fishing	04	02	11	09
Hiking	03	02	07	05
Picnicking	03	05	04	06
Shopping	02	02	07	06
Festival	05	01	07	04
Visiting Family	08	10	10	14
Restaurant	08	04	10	09
Other	10	09	20	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. These trends tend to hold for Lakeview Park respondents. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Lakeview Park (Port Clinton) Number of respondents	Single Day		Multiple Day	
	Lakeview 80	All Beaches 1,143	Lakeview 92	All Beaches 445
This beach is well maintained	3.62	3.67	3.57	3.57
This beach is safe	3.69	3.83	3.77	3.83
This beach is too congested or crowded	2.29	2.30	2.28	2.36
This beach has good facilities (restrooms, parking...)	3.01	3.43	3.13	3.13
I visit because of near by natural areas	2.77	2.75	2.88	2.94
This beach's water quality is good enough for swimming	3.62	3.57	3.72	3.73
Lake Erie water quality is good enough for swimming	3.56	3.45	3.69	3.63
I would visit more often if maintained better	2.78	2.80	2.93	2.85
I would visit more often if less congested	2.44	2.46	2.49	2.45
I would visit more often if this beach had better facilities	2.81	2.84	2.98	2.90
I would visit more often if a natural area was near by	2.71	2.64	2.74	2.64
I would visit more often if this beach had more activities	2.95	2.88	2.92	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Lakeview Park respondents have similar perceptions. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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Main Street Beach (Vermilion)

The Economics of Lake Erie Beaches

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Main Street Beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Main Street Beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Main Street Beach compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

**TABLE 1:
 Demographic, Travel, and Expenditure Information***

Main Street Beach (Vermilion) Number of respondents	Single Day		Multiple Day	
	Main Street	All Beaches	Main Street	All Beaches
Distance from beach (miles)	31.16	53.52	376.40	361.70
Hours spent at the beach for the entire trip	2.44	3.66	6.21	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$33.02 (64%)	\$14.79 (54%)	\$224.79 (49%)	\$252.47 (67%)
Annual Trips to This Beach	10.92	11.40	2.27	3.66
Annual Trips to Other Beaches	7.3	4.33	1.88	2.49
Annual Household Income	\$56,765	\$49,380	\$61,000	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Main Street Beach visitor. The average income for beach visitors is greater than \$49,000. Beach users tend to visit frequently, with single day users taking an average of over 18 trips per year; 11 of these trips are to Main Street Beach and seven trips are to other Lake Erie beaches. Multiple day users take approximately four trips to the Lake Erie region, with 50% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 45%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Main Street Beach spend \$1 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Main Street Beach (Vermilion) Number of respondents	Single Day		Multiple Day	
	Main Street 69	All Beaches 1,143	Main Street 31	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	61	67	45	28
Fishing	01	02	12	09
Hiking	02	02	01	05
Picnicking	03	05	08	06
Shopping	09	02	08	06
Festival	04	01	01	04
Visiting Family	04	10	20	14
Restaurant	11	04	05	09
Other	06	09	05	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. Multiple day Main Street Beach respondents spent more time at the beach than the average for all beaches, 45%. Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Main Street Beach (Vermilion) Number of respondents	Single Day		Multiple Day	
	Main Street 69	All Beaches 1,143	Main Street 31	All Beaches 445
This beach is well maintained	3.10	3.67	3.00	3.57
This beach is safe	3.37	3.83	3.37	3.83
This beach is too congested or crowded	2.32	2.30	2.14	2.36
This beach has good facilities (restrooms, parking...)	2.34	3.43	2.41	3.13
I visit because of near by natural areas	2.35	2.75	2.63	2.94
This beach's water quality is good enough for swimming	3.29	3.57	3.72	3.73
Lake Erie water quality is good enough for swimming	3.19	3.45	3.76	3.63
I would visit more often if maintained better	3.62	2.80	3.03	2.85
I would visit more often if less congested	2.77	2.46	2.34	2.45
I would visit more often if this beach had better facilities	3.51	2.84	3.28	2.90
I would visit more often if a natural area was near by	3.10	2.64	3.14	2.64
I would visit more often if this beach had more activities	3.19	2.88	3.00	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Main Street Beach respondents have worse averages than the aggregate data. The fact that the respondents would visit more often if changes were made suggests that changes could improve Main Street Beach visitation. Overall, however, beach visitors are satisfied with their Lake Erie beach experience.

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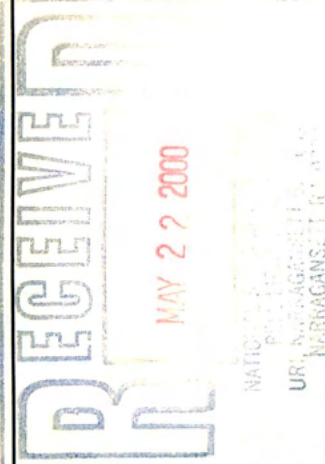
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Walnut Beach

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Lake Erie beaches provide more than a nice setting for recreation; they aid the local economy by attracting diverse visitors to the local community. The results presented here are from a survey of Walnut Beach users in 1998. The survey was part of a more extensive study of 1,587 users at 15 beaches along Ohio's Lake Erie shoreline. The overall results suggest that recreational values and trip expenditures are relatively high for beach recreation, but they also show that there is diversity among the beaches. The survey acquired demographic, beach perception, and beach user expenditure and visitation data along with other information. Separate results have been developed for the 15 beaches surveyed: Camp Perry Beach, Conneaut Township Park, Crane Creek State Park, East Harbor State Park, Edgewater Beach, Euclid Beach, Fairport Harbor Beach, Geneva State Park, Headlands State Park (Mentor), Huntington Beach, Lakeshore Beach (Ashtabula), Lakeview Park (Lorain), Lakeview Park (Port Clinton City Beach), Main Street Beach (Vermilion City Beach), and Walnut Beach.

Three tables of information about Walnut Beach users are provided below. The tables also contain the aggregated results for all 15 beaches to see how Walnut Beach compares to the average. The first table provides demographic, travel, and expenditure information. The second table shows how visitors spent their time during their trip. The final table shows how visitors responded to several questions relating to their perceptions of the beaches and beach quality. The three tables divide the results into single-day and multiple-day user categories. Single-day users visit the beach and return home that day while multiple-day users include an overnight stay on their trip.

TABLE 1:
Demographic, Travel, and Expenditure Information*

Walnut Beach	Single Day		Multiple Day	
	Walnut	All Beaches	Walnut	All Beaches
Number of respondents	66	1,143	17	445
Distance from beach (miles)	36.35	53.52	113.05	361.70
Hours spent at the beach for the entire trip	4.20	3.66	17.30	8.01
Expenditure within 10 miles of beach (dollar amount and percentage of total expenditure)	\$16.01 (60%)	\$14.79 (54%)	\$261.38 (70%)	\$252.47 (67%)
Annual Trips to This Beach	11.35	11.40	6.97	3.66
Annual Trips to Other Beaches	3.89	4.33	4.12	2.49
Annual Household Income	\$47,373	\$49,380	\$58,333	\$55,843

* Data reported are averages.

Table 1 provides a profile of the average Walnut Beach visitor. The average income for beach visitors is greater than \$47,000. Beach users tend to visit frequently, with single day users taking an average of over 15 trips per year; 11 of these trips are to Walnut Beach and four trips are to other Lake Erie beaches. Multiple day users take approximately 11 trips to the Lake Erie region, with 64% of those trips to the same area and beach. A large proportion of total trip expenditure, more than 50%, is spent within 10 miles of the beach. This expenditure data, along with single day visitation and trip estimates for each beach, allow direct economic impact estimates for single day beach visitors. It is estimated that single day visitors to Walnut Beach spend \$1 million in the local area each season. Summing the economic impact estimates for the 14 individual beaches (Euclid excluded because of lack of data) indicates that the total estimated 144,000 annual single day visitors provide \$20 million to the local community, or \$1.4 million per beach.

**TABLE 2:
How Visitors Spend Their Time**

Walnut Beach Number of respondents	Single Day		Multiple Day	
	Walnut 66	All Beaches 1,143	Walnut 17	All Beaches 445
<i>Percent of trip time in different activities:</i>				
Beach	77	67	45	28
Fishing	01	02	12	09
Hiking	00	02	01	05
Picnicking	07	05	08	06
Shopping	01	02	08	06
Festival	00	01	01	04
Visiting Family	02	10	20	14
Restaurant	05	04	05	09
Other	07	09	05	19

Note: Columns do not equal 100% due to rounding.

Table 2 shows that beach visitation is the primary destination for the single-day visitors who spend 67% of their trip time on the beach. Multiple-day visitors spend a much greater proportion of their time in other activities, such as visiting family, and only spend about one-quarter (28%) of their trip time at the beach. Walnut Beach multiple day respondents tend to spend more time at the beach than the average response (45%). Although beaches are not a main attraction for individuals taking longer trips to the region, they clearly play a strong role in the set of recreational activities in which these individuals are engaged.

**TABLE 3:
Beach Perceptions*** Scale: 1 = strongly disagree to 5 = strongly agree

Walnut Beach Number of respondents	Single Day		Multiple Day	
	Walnut 66	All Beaches 1,143	Walnut 17	All Beaches 445
This beach is well maintained	2.80	3.67	2.24	3.57
This beach is safe	3.18	3.83	2.76	3.83
This beach is too congested or crowded	2.12	2.30	2.47	2.36
This beach has good facilities (restrooms, parking...)	3.45	3.43	3.06	3.13
I visit because of near by natural areas	2.79	2.75	2.41	2.94
This beach's water quality is good enough for swimming	3.94	3.57	4.06	3.73
Lake Erie water quality is good enough for swimming	3.86	3.45	3.76	3.63
I would visit more often if maintained better	3.12	2.80	3.94	2.85
I would visit more often if less congested	2.26	2.46	2.53	2.45
I would visit more often if this beach had better facilities	2.95	2.84	3.12	2.90
I would visit more often if a natural area was near by	2.67	2.64	3.00	2.64
I would visit more often if this beach had more activities	2.82	2.88	3.53	2.92

* Data reported are averages.

Table 3 presents the average response to a series of questions about the beach they were visiting. In general, visitors appear to believe that beaches are safe and well maintained, and that Lake Erie water quality is good enough for swimming. They do not appear to believe that the beaches are too crowded. Walnut Beach respondents have similar perceptions, although safety may be a concern for some visitors. The fact that the respondents would not visit more often if changes were made suggests that beach visitors are satisfied with their Lake Erie beach experience.

The entire results for the 1998 beach user survey can be found on the web at www.agecon.ag.ohio-state.edu/Faculty/bsohngen/beach/beachin.htm. This research was made possible by funds from Ohio Sea Grant. Most local visitor bureaus also provided financial and in-kind assistance, including the Ashtabula Convention and Visitors Bureau, the Lake County Visitors Bureau, the Convention and Visitors Bureau of Greater Cleveland, the Lorain Convention and Visitors Bureau, the Erie County Visitors Bureau, the Fremont/Sandusky Convention and Visitors Bureau, the Ottawa County Visitors Bureau, and the Greater Toledo Convention and Visitors Bureau. For more information contact Dr. Brent Sohngen at (614) 688-4640 or sohngen.1@osu.edu.

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