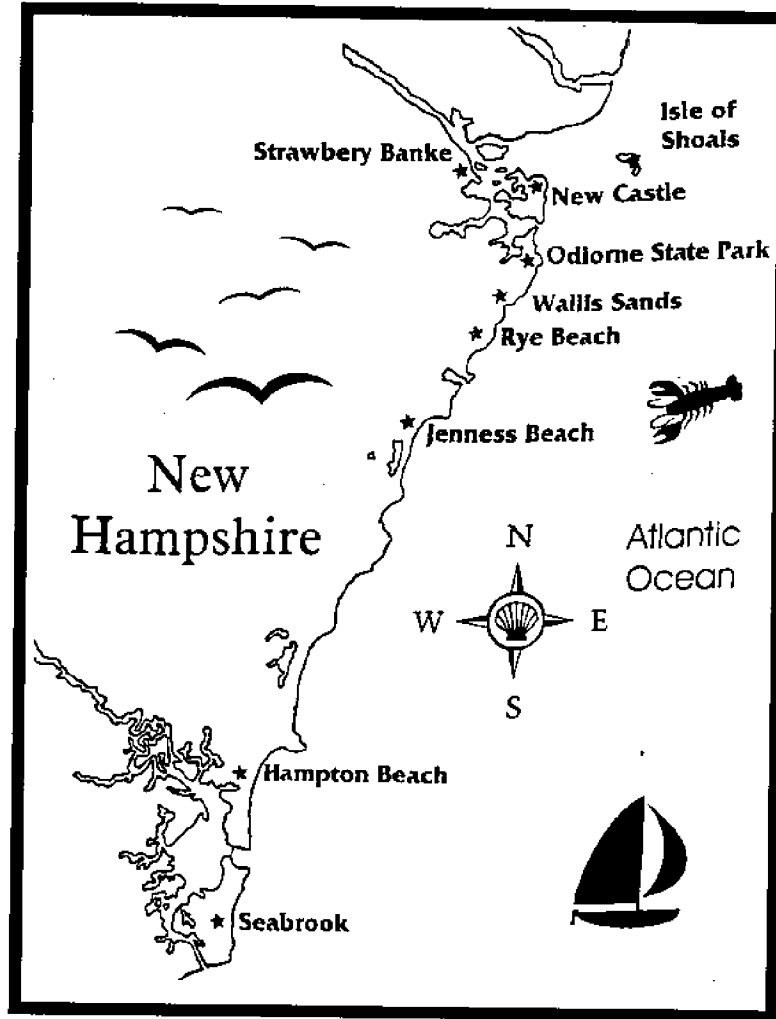


# NH ROUTE 1A/1B SCENIC CORRIDOR

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## TOURISM INVENTORY & VISITOR NEEDS ASSESSMENT

*Dr. Robert Alex Robertson, Coordinator  
Tourism Planning and Development Program  
Department of Resource Economics and Development  
University of New Hampshire  
Durham, NH 03824*

March 1, 1997

## ACKNOWLEDGMENTS

This research was made possible because of the cooperation and support of the NH Route 1A/1B Scenic Corridor Study Steering Committee, who consistently demonstrated their commitment to their communities, coastal resources and the citizens of the State of New Hampshire. I would like to specifically acknowledge the contributions of: Martha Fuller Clark (NH State Representative-Portsmouth); Dick Wollmar (Selectman-North Hampton); Doug DePorter/Mike Burlage (NH DOT); Ruth Griffin (Executive Councilor); Burt Cohen (NH State Senator); Jim Varn (UNH Program on Consensus & Negotiation); Steve Bird (Senior Planner-Rockingham Planning Commission); Maura Carriel (Transportation Planner-Rockingham Planning Commission); and Judy Berry Engalichev (NH Office of State Planning).

From the University of New Hampshire side of this project, this project would not have been possible without the active involvement and support of many people, programs and administrative units. I would like to specifically acknowledge the contributions of the following graduate and undergraduate students: Laura Pfister-Graduate Student (survey design, report and presentation preparation, data collection, and lots of other computer stuff); Mike Provost-Graduate Student (attractions inventory, data collection, report and presentation preparation, attending focus group meetings, public presentations); Wendy Garpow-Graduate Student (report editing); Cindy Dabrowski-Graduate Student (data collection and moral support of other team members); Daniel Gardoqui-Graduate Student (data collection); Melissa Rioux-Undergraduate Student (data collection, data entry, presentation and report preparation, public presentations); Tracey Pelillo-Undergraduate Student (lodging and restaurant inventory, data entry, mailings, survey tracking, data collection, presentation preparation, and anything else that needed to be completed); Sarah Covill-Undergraduate Student (data collection above and beyond the call of duty); Kristen Wirtanen- Undergraduate Student (lodging and restaurant inventory, data entry); Jason Covill-Undergraduate Student (data collection); Jordan Beard-Undergraduate Student (data collection); Kelly Leet-Undergraduate Student (data collection); Kate Foley-Undergraduate Student (data collection); Cortney Robinson-Undergraduate Student (data collection); Cynthia Potts-Undergraduate Student (data collection); and most likely a number of other graduate and undergraduate students who helped out with this project whom I have failed to mention. I would also like to acknowledge the UNH Project Cooperators: Ted Howard (Natural Resources); Edmund Jansen (Community Development); Michael Sciabarrasi (UNH Cooperative Extension); John Halstead (Resource and Environmental Economics); Sally Ward (Sociology); Wenli Yang (Hangzhou University-People Republic of China); and Paula Francese (Hospitality Management).

The administrative and clerical staff at UNH made many important contributions to this project. I would like to specifically acknowledge the contributions of: Pam Piller (word processing, report editing, mailings, coping and generally keeping the principal investigator and the project on track, moral support and guidance of work study students); Marlene Norton (mailings and moral support and guidance of work study students); Terri Cirillo (mailings and moral support and guidance of work study students); Pat Neff (kept the somewhat complicated budgeting process under control); and Pauline Lafleur (made sure all the student were paid on time). I would also like to thank William Mautz (Dean College of Life Science and Agriculture) for his advice and letter of support for this project. Finally, I would like to acknowledge the Undesignated Gifts Award Committee and staff for their support of this project. Specifically, I would like to acknowledge Walter Eggers (Vice President for Academic Affairs); Neil Lubow (Associate VP Academic Affairs); Jack Lawson (Associate VP for Alumni Affairs); Marie Gross (President of UNH Alumni Association); and Laurie Voss (Academic Affairs Administrative Assistant).

This research was possible because over 1,800 visitors to the corridor contributed between 5 and 40 minutes of their time to complete the on-site interview and mail questionnaire components of this study. I would also like to thank the University of Maine/New Hampshire Sea Grant College Program and the Northeast Regional Center for Rural Development for their support of the social science research planning processes that identified many of the research needs that were addressed in this research.

The research on which this report was based was funded in part by grants from the Rockingham Planning Commission (via NH Office of State Planning's Scenic and Cultural Byways Program via USDOT's Federal Highway Administration) and the University of New Hampshire's Vice President for Academic Affairs's Undesignated Gifts Award. Contents of this report do not necessarily reflect the policies of the NH Office of State Planning, the Federal Highway Administration, nor the University of New Hampshire or its Department of Resource Economics and Development.

# EXECUTIVE SUMMARY

## INTRODUCTION

The University of New Hampshire (UNH) is committed to providing undergraduate and graduate students with the opportunity to interact with one another and with faculty members in applied research activities that are relevant to the citizens of the State of New Hampshire and serve to facilitate the appropriate use and management of the state's natural, cultural and human resources. In pursuit of these goals, UNH faculty, staff and students collaborated with the Rockingham Planning Commission, and NH Office of State Planning's Cultural and Scenic Byways Program to complete an applied social science research project entitled "NH Route 1A/1B Scenic Corridor Tourism Inventory and Visitor Needs Assessment".

## REPORT SUMMARY

The NH Route 1A/1B Scenic Corridor Tourism Inventory & Visitor Needs Assessment consists of ten components:

### *Rationale for the Study*

This study was completed to demonstrate the value of the use of an applied social science research project as a tool for integrating the teaching, research and service missions, of the University of New Hampshire. The project provided the opportunity for students and faculty from various programs across the UNH campus to talk and to work with one another in an dynamic professional setting. The project also serves to demonstrate the commitment of UNH to the state's tourism industry, local communities and the citizens of the state of New Hampshire. The data collected in this project will serve to assist planners and policy makers in identifying appropriate approaches to the management and protection of coastal resources, economic development, and community problem solving. It is based upon the notion that the critical issue facing tourism in the NH Route 1A/1B Corridor is not one of achieving growth, but one of achieving quality that is consistent with sustaining physical and social resources.

### *Tourism Inventory*

This section provides a summary of the results from the inventory of tourism resources with the NH Route 1A/1B Corridor. The inventory identified fifty-four lodging facilities adjacent to Rte. 1A/1B. The lodging facilities had a total of 2,062 rooms. A total of 35 restaurants are adjacent to Rte. 1A. 1B. Eighty-five percent of these had smoking and non-smoking sections (the remaining 15 percent were "smoke free"). Sixty-five tourist attractions within a one-mile radius were included in the inventory. A majority (56%) of these attractions are owned/managed by state or local agencies. Fifty-two percent of these offered year-round hours of operation. The results from the inventory suggests that scenic beauty is an important component of most coastal lodging facilities, dining establishment and tourist attractions. The inventory also identified many lodging, dining and tourist attractions that were not handicap accessible. There is a need for a comprehensive guide for the seacoast that include hours and season of operation.

### *Profile of Sample*

This section provides descriptive information on the sample of visitors to the corridor included in the tourist needs assessment. The sample of visitors to the corridor were middle-aged with middle incomes. A majority traveled between 40 and 100 miles. Most had visited the corridor before and most have been visiting the area for 20 years or more. A majority of the sample (over 63 percent) visited the corridor with other family members. Programs and policies should reflect the importance of the corridor as family-oriented tourism destination. "Walking on the beach" and "sunbathing" were identified as the most popular activities for the sample of visitors to the corridor. Only three non-beach tourist attractions (i.e., Prescott Park, Strawberry Bank and Hampton Factory Outlets) were visited by a majority of tourist over the past two years. These results illustrate the need to provide information to the tourists on the diversity of tourist opportunities available in the corridor.

### *Traffic Congestion Impacts*

This section provides a brief description of some of the impacts of traffic congestion on visitor behaviors. The results showed that approximately 25 percent of the sample have changed the amount they visit the corridor in response to problems associated with traffic congestion (about 3 percent said they would never return). A greater proportion of the sample of visitors have changed the way they use the corridor. For example, 50 percent of the sample said they visit the corridor during the week to avoid traffic, 31 percent visit during the morning to avoid traffic, and 27 percent visit during the off-season to avoid traffic. In order to insure the vitality of the tourism industry in the seacoast there is a need to provide viable mass transportation alternatives that will minimize traffic congestion in the seacoast.

- Evaluating the Experience*** This section provides a preliminary understanding of visitors evaluations of the tourism experience within the corridor. Overall the corridor received a “C+” from the visitors to the corridor. The corridor received the highest marks for “safety and security” and “site appearance” and the lowest marks for “traffic congestion” and “youth oriented activities”. There is a need to further define the corridor-wide management objectives for the development of amenity resources and services.
- Reasons for Visiting*** This section describes some of the motivations for visiting the corridor. In general, the sample of visitors come to the corridor to be near the ocean with their family to enjoy a variety of recreational opportunities and to observe the scenic beauty of the region. Managers and policy makers need to be aware of the importance of “scenic beauty” and “a family atmosphere” to the Rte. 1A/1B Corridor tourism experience.
- Sources of Information*** This section provides an understanding of the relative importance of various sources of information in visitor decisions to visit the corridor. The results suggest that “family and friends” represent the most important sources of information about the Corridor. This data points to the importance of personal communication as source of information, and serves to stress the importance of providing visitors with a quality tourism experience (so they tell their friends nice things about NH).
- Priorities for Improvement*** This section provides an overview of visitor opinions towards a variety of potential management and development options. The sample of visitors identified activities and programs that improve or enhance the natural environment as a priority for improving the corridor. Policies and programs for enhancing the corridor should reflect the importance tourists placed upon the environment.
- Funding Issues*** This section describes visitors support for various methods of funding for coastal protection and enhancement initiatives. The data suggest that over 30 percent of the sample of visitors are willing to pay higher parking fees if the money is allocated to the protection of coastal resources. Over 68 percent thought that NH should allocate more funding for the protection of coastal resources.
- Conclusions*** The results contained in this report serve to stress the importance of the environment to the “tourism experience” within the corridor. The visitors expressed considerable support for a wide range of environmental enhancement and corridor protection initiatives. The results also serve to highlight some of the potential impacts that traffic congestion and lack of parking represent to the sample of visitors. Overall, there is a need for a number of education initiatives. First and foremost the public needs to understanding the link between their behaviors and the many threats to the integrity of NH coastal resources (i.e., traffic congestion, inappropriate development, air pollution, etc.).

## **METHODS**

Four major sources of information were relied upon in completing this inventory and assessment. These four sources of information were:

- (1) Focus Group meetings with the Citizen Corridor Advisory Committee (CCAC). The committee included representatives from the NH Office of State Planning, Rockingham Planning Commission, NH Department of Transportation, elected officials representing local and state government, the tourism industry, and chambers of commerce. The focus group meetings allowed the CCAC to have input into the research design process for later components of the project. For example, the CCAC reviewed and commented on the results of the inventory, the selection of sampling locations, the design of the mini-survey and the mail questionnaire. The meetings were attended by a team of UNH students.
- (2) The inventory of tourism resources was accomplished in two steps. The first step was the compilation of available inventory data from existing resources. The second step was the completion of a field check of all tourism resources identified in the other data bases and a windshield survey of the corridor. The inventory of lodging and restaurants included only those sites adjacent to NH Rte. 1A/1B and those tourism attractions with a one-mile radius of the corridor. The inventory was completed by a team of UNH students.
- (3) The on-site interview (mini-survey) was administered by a student interviewer (the interviewer checked the respondents responses on the interview form). The interviews were completed at nine locations adjacent to the Rte. 1A/1B. A total of 1,837 interviews were completed. Ten percent of the interviews were completed in May and June. Eight percent were completed in both July and September, while 82 percent were completed in August.
- (4) The mail questionnaire was administered to the 1, 180 (66%) respondents to the on-site interview who agreed to participate in the mail questionnaire components. The utilization of the total design methods resulted in the collection of 620 mail questionnaires for a final response rate of 55 percent.

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# NH ROUTE 1A/1B SCENIC CORRIDOR TOURISM INVENTORY & VISITOR NEEDS ASSESSMENT

*Dr. Robert Alex Robertson, Coordinator*  
*Tourism Planning and Development Program*  
Department of Resource Economics and Development  
University of New Hampshire

## INTRODUCTION

- *This study was completed by students and faculty at the University of New Hampshire in cooperation with the Rockingham Planning Commission and NH Office of State Planning Scenic and Cultural Byways Program.*
- *This project received financial support from the "UNH's Undesignated Gifts Program" actively engaging students in all facets of the research process.*
- *This study is based upon the premise that the critical issue facing tourism in the Route 1A & 1B Corridor is not one of achieving growth, but one of achieving quality that is consistent with sustaining physical and social resources.*
- *The information contained in this report will assist planners and policy makers to protect and enhance the resources necessary to provide a "quality" tourism experience.*
- *This data reported can also be used to facilitate a more complementary relationship between available resources and the demands and preferences of visitors to the corridor.*

During the summer of 1996, the Rockingham Planning Commission, the New Hampshire Office of State Planning's Scenic and Cultural Byway Program, and the Route 1A/1B Citizen Corridor Advisory Committee sponsored a tourism inventory and needs assessment of visitors to the Route 1A/1B Scenic Corridor. This study was completed by students and faculty of the University of New Hampshire. Funding for the project was primarily from the United States Department of Transportation's Federal Highway Administration (via the Rockingham Planning Commission and the New Hampshire Office of State Planning's Scenic and Cultural Byways Program) and the University of New Hampshire's Undesignated Gifts Grant Program, (with some contributions from UNH's Department of Resource Economics and Development and the College of Life Sciences and Agriculture).

This report was written primarily to provide baseline information necessary for the planning, management and development of the tourism resources associated with the New Hampshire Route 1A/1B Corridor. It is based upon the notion that the critical issue facing tourism in the Route 1A & 1B Corridor is not one of achieving growth, but one of achieving quality that is consistent with sustaining physical and social resources. The data contained in this chapter will assist planners and policy makers in identifying appropriate approaches to: the management and protection of coastal resources, economic development, and community problem solving. From a practical point of view, this data can be helpful for anyone interested in developing or enhancing services or facilities for tourists and residents require a reasonably detailed knowledge of their market and their customers' needs and wants.

This study generates ideas for future tourism attractions and provides important information about the corridor's visitors which can be used by resource managers, planners, and visitor service suppliers that can be incorporated into the scenic byway planning and decision making process. It will allow for a better match between available resources and the demands and/or preferences of actual and potential tourists. This study is built on previous research that has identified and investigated the many and varied factors that influence the relationship (or "fit") between the tourism resources and visitor demand, in order to have a more complete understanding of the concept of a "quality tourism destination".

- *This column of the report highlights important findings, policy implications, practical applications and research recommendations drawn from the information contained in the study.*

### Key

- *Miscellaneous comments*
- *Policy Implications*
- ◆ *Practical Applications*
- *Research Needs*

- *An inventory is the first step of the planning process.*

- *The management of the corridor's resources requires knowledge of who the visitors are and what they do during their visit.*

- *The successful integration of the preservation of coastal resources with economic development requires an understanding of tourists support for environmental protection and preferences for tourism development.*

- *This project facilitated the integration of UNH's teaching, research and service missions.*

This narrative reports the results of the study and is intended to be a concise summary of the findings as well as a more detailed reference. The body of this report contains a summary of the findings. The left column serves to highlight: policy implications (e.g., provides a broader view of the findings relative to current and future local and state policies/programs), practical applications (e.g., examines how and why specific findings are relevant to the development, implementation and evaluation of Route 1A/1B Scenic Byway programs and initiatives), and research recommendations (e.g., identifies the need for additional data analysis and data collection to complement and validate this research), and the miscellaneous comments serve to highlight findings of general interest. Data reported are found in Appendix A and B (the inventory of tourism resources, percentage distribution and mean scores for the mail survey).

The remaining portion of this section describes the objectives of this research project, and the methods used in conducting this study, and profiles of the visitors participating in the on-site interviews and mail survey components of the study.

### *Study Objectives*

The following represents a brief overview of the formal objectives of the NH Route 1A/1B Tourism Inventory and Visitor Needs Assessment:

(1) To complete an inventory and characterization of a wide range of tourism attractions within the NH Route 1A & 1B Corridor. This basic inventory and description of available tourism attractions, resources and support services is critically important to the planning and decision making processes associated with the enhancement and protection of the coastal byway and related resources.

(2) To gain a preliminary understanding of where people come from, what they do, how they learned about the site and how they evaluate various sites within the Route 1A/1B Scenic Corridor.

(3) To complete a more detailed needs assessment for tourists visiting various sites within Route 1A & 1B Corridor. A visitors needs assessment should include tourists evaluations, attitudes, and demand for existing tourism attractions and services; preferences for the future development of the corridor; and potential demand for those attractions and services .

(4) To provide students from various degree programs the opportunity to be involved in a multi-disciplinary research program that serves to enhance the image and quality of the University of New Hampshire through the integration of its teaching and research functions. The project also demonstrates the commitment of the University of New Hampshire's Tourism Planning and Development program to its students, the tourism industry, local communities and the citizens of New Hampshire.



## *Description of the Study Area*

On July 29, 1994 the Route 1A/1B Scenic Byway Corridor was formally designated as a Scenic and Cultural Byway by the Scenic and Cultural Byways Council (so authorized by the Legislature in 1992). Route 1A/1B transverses New Hampshire's 18 miles of coastline from Seabrook to Portsmouth. The Corridor is characterized by spectacular views of the Atlantic Ocean across rocky and sandy shores on one side and lined by turn-of-the-century estates on the other. Highly developed commercial areas serving tourists are interspersed throughout the length of the corridor.

## *Study Methods*

Data collected for this study consisted of three primary components: (1) inventory of tourism resources; (2) mini-survey/on-site interview of visitors to the corridor; and (3) mail questionnaire to the sample of on-site visitors to the corridor.

### *Methods for the inventory of Tourism Resources*

The inventory of NH Route 1A & 1B Corridor was accomplished in three steps. The first step in this inventory process was the compilation of available inventory data from existing sources (e.g., NH Office of Travel and Tourism Development, Seacoast Council for Tourism; Hampton Beach Chamber of Commerce). The second step of the inventory process was to complete a field check of tourism attractions identified in the data bases. The third step was an assessment of all the attractions identified in the listing. For the purposes of this project, tourism attractions will include: panoramas (e.g., sea coast overlooks, etc.); landmarks (e.g., geological, biological, and hydrological); ecological (e.g., state parks, wildlife refuges); leisure and nature (e.g., trails, parks, beaches, resorts); participatory (e.g., golf courses, water activities, other outdoor activities); settlement infrastructure (e.g., historic structures, education & science, ethnicity); tourism infrastructure (e.g., information, basic needs); and leisure superstructure (e.g., performances, sporting events, amusements, museums and monuments, festivals, cuisine). The inventory of tourism attractions attempted to identify all attractions within a one-mile corridor of Route 1A & 1B, with the exception of the restaurants and accommodations (only those restaurants and accommodations adjacent to Route 1A & 1B were included in the inventory).

### *Methods for the On-Site Interview*

A second component of the study was accomplished in two steps and included a mini-survey of visitors to 9 sub-regions within the NH Route 1A & 1B Corridor. The first step of this process included focus group meetings with the Citizen Corridor Advisory Committee (CCAC). The focus group assisted in the mini-survey development process and provided help selecting the nine sampling locations. The mini-survey was a short (one-page) questionnaire that was administered by a student interviewer (the interviewer checked the

- *The NH Route 1A/1B Scenic Corridor contains many important cultural and environmental resources.*

- *This study consists of three mutually dependent components.*

- *The inventory included the compilation of available inventory data, a windshield survey of tourism resources, and a preliminary assessment of the tourism resources included in the inventory.*

- *Representatives from various state, regional and local agencies and organizations participated in the research design process.*

- *Policy Implications. Agencies and organizations involved in the research design process are more likely to utilize the results from this study.*

- *Nearly 2000 onsite interviews were completed during the summer of 1996. A vast majority of the interviews were completed during the month of August (June and July of 1996 were very wet and cool).*

- ◆ *Practical Applications. The results of the survey component of the study over-represented tourists who visit the corridor in August.*

- *Research Needs. Additional onsite interviews should be completed during June and July of 1997.*

- *A majority of the surveys were completed by visitors to NH State Park Beaches.*

- *The response rates to the mail questionnaire were consistent across the interview sites.*

visitors responses to the questions on the form). Interviews were completed at nine locations (e.g., Strawberry Bank, New Castle, Odiorne State Park, Wallis Sands Beach, Rye Harbor State Park, Rye Beach; Hampton Beach State RV Park, Seabrook Beach). A total of 1,807 personal interviews were completed at the various sites within the corridor. Figure 1 presents the number of on-site interviews completed at each of the sampling locations. A vast majority of the on-site interviews were completed during the month of August (82%). Ten percent of the interviews were completed in May and June and eight percent were completed in July, and September. Approximately 54 percent (984) of these interviews were completed on weekdays. Thirty percent of the interviews were completed on weekends (527) and 16 percent (299) were completed on holiday weekends. This was partially a function of the weather and the availability of student interviewers.

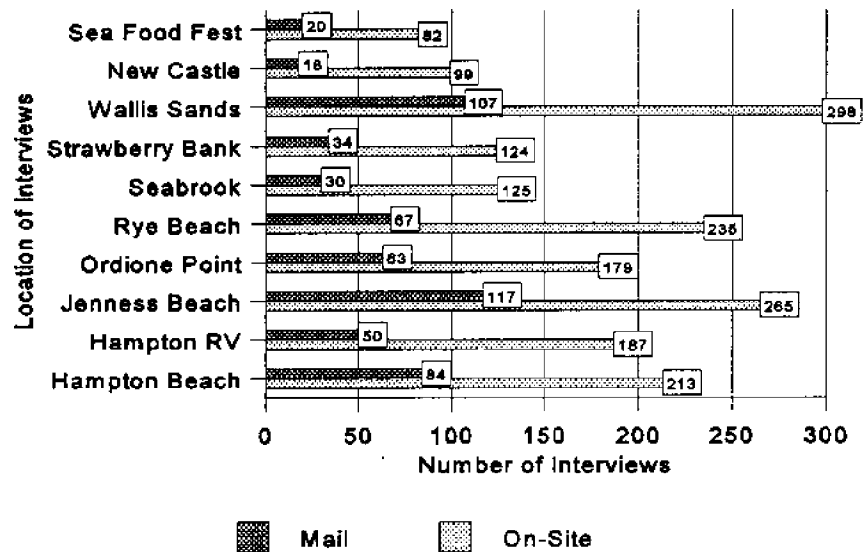


Figure 1. Location of On-site and Mail Surveys.

### Methods for the Mail Questionnaire

The mail questionnaire was the third component of the study and was accomplished in two steps. The first step was the design of an eight page mail questionnaire. This included a focus group meeting with the Citizen Corridor Advisory Committee (CCAC). The focus group meeting with CCAC assisted in the design of the eight-page mail questionnaire. The questionnaire was administered to the 1,180 (66%) respondents to the on-site interview who agreed to participate in the mail survey component. The mail questionnaire was sent out to the potential respondent the week following the on-site interview. The utilization of the Dillman's (1985) total design method (i.e., postage paid return envelope, post card reminder, replacement questionnaire with letter) resulted in the completion of 620 mail questionnaires for a total response rate of fifty-one percent. An additional 45 mail questionnaires were returned as undeliverable for a total adjusted response rate of fifty-five percent. The month and day of week of the completed mail surveys was

- *The Citizens Corridor Advisory Committee reviewed and commented on preliminary drafts of the mail questionnaire.*

- *An eight-page questionnaire was administered to nearly 1200 persons who completed the on-site interview component of the project.*

- *The response rates for the mail questionnaire was over 53 percent.*

essentially a mirror image of the percent total of the on-site interviews. This was completely a function of date and day of the week of the on-site interviews.

### **Potential Limitations of the Study**

A number of considerations should be made when interpreting the results from this study:

- *There are a number of potential limitations to this study and the results should be interpreted within the context of these potential limitations.*

(1) it is very likely that the data reported in this study over-represents the perspective of persons visiting the corridor during the month of August and this could (and probably does) introduce a source of bias into the study;

(2) it is very likely that the data reported in this study over-represents visitors to tourism attractions in the northern portion of the Route 1A/1B Scenic Corridor, thus introducing another source of bias into the study;

(3) it is very likely that the sample over-represents weekday users and under represents weekend and holiday weekend users (although we don't know for sure).

It is difficult to accurately estimate the potential magnitude of these and other sources of bias, in that there are not any known population parameters with which to compare the demographic and use characteristics of our sample of visitors to the corridor. For example, the relative proportion of non-resident to resident visitation to the Route 1A/1B Corridor is not known. So it is very difficult to know whether our sample is representative or not. Completing a study that accurately estimates the population parameters, though very possible (and much needed), was well beyond the cost and time constraints of this preliminary study. In order to minimize these sources of potential response or non-response bias, the sample of respondents (and associated data analysis) will be analyzed from three alternative perspectives:

(1) comparisons will be made across all the data collected in the on-site and mail components of the study between visitors to the tourism attractions in the areas north of Hampton Beach (n=1188 for onsite interviews and n=406 for mail survey) and visitors to the Hampton area and points south to Seabrook (n=612 for onsite interviews and n=191 for mail survey);

(2) comparisons will be made between visitors contacted while visiting the corridor on weekdays (n=990 for onsite interviews and n=342 for mail questionnaire), weekends (n=522 for onsite interviews and n=162) and four-day holiday weekends (n=306 for on site interviews and n=102 for mail surveys) across all of the data collected in this study;

(3) comparisons will be made between those visitors participating in the study who reside in New Hampshire (n=825 for the onsite interview and n=276 for mail survey), those residing in Mass (n= 522 for onsite interview and n=137 for mail survey), and those residing in other New England states

- *Research Needs. There is a need for research that accurately estimates annual visitation to the NH Route 1A/1B Corridor. The first step in this process should be a UNH Undergraduate Research Project that utilizes available data (i.e., traffic counts, hotel records, parking meter receipts) to provide a preliminary estimate of visitation to the NH Route 1A/1B Corridor. This should be followed by a more comprehensive research (and costly) project that estimates population parameters.*

- *The results of this study are best interpreted by breaking the sample into three distinct subsamples:*

(1) *geographic region;*

(2) *day of week; and*

(3) *state of home residence.*

(n=209 for onsite interviews and n=116 for mail survey); persons living outside of New England were not included in these comparison, due to their low relative numbers in the mail survey component.

● *The respondents from outside of New England were from very diverse cultural and geographic regions and it was not appropriate to group these respondents together for statistical comparisons.*

● *These results are very preliminary in nature and provide a baseline for future visitor needs assessment initiatives.*

● *These section presents the results from the inventory of tourism resources adjacent to the NH Route 1A/1B Corridor.*

● *The inventory suggests that only one property has an indoor swimming pool. These type of amenities (e.g., indoor swimming pool, health club, etc.) are necessary to attract the off-season coastal resort tourist.*

■ ***Policy Implications.** The lodging inventory suggests that the many of the lodging properties are not handicap accessible. Local, regional and state agencies should work with property owners to insure that there are adequate handicap accessible facilities within the corridor.*

Taking the above considerations and correction strategies into account, the sample and response rates were determined adequate to provide a rudimentary understanding of visitors to the Route 1A/1B Corridor. These results should be considered very preliminary in nature. They represent a baseline with which to compare future visitor needs assessment initiatives. Future studies should be designed to examine differences between early, mid and late summer visitors. This was not possible in this study due to low interview counts in June and July. An effort could be made to complete additional on-site and mail surveys during the months of June and July of 1997 to partially address this problem.

## INVENTORY OF TOURISM RESOURCES

This section will provide a brief overview of the tourism resources within the NH Route 1A/1B Corridor. It will present information of three types of tourism resources: (1) lodging facilities; (2) restaurant facilities; and (3) tourism attractions.

### *Lodging Facilities*

This section provides a brief summary of the results from the inventory of lodging facilities adjacent to Route 1A/1B. The inventory process identified fifty-four lodging facilities within the corridor. These included hotels (8), motels (32), bed and breakfasts (2), cottages (5), inns (4), and condos (1). The inventory estimated a total of 2,062 rooms in the lodging facilities adjacent to Route 1A/1B. A vast majority (85%) of the lodging properties were in scenic areas providing dramatic views of the ocean, harbor or bay. Only six of the properties had restaurant facilities on site. Twelve properties had outdoor swimming pools. Only one property had an indoor swimming pool. Sixteen of the properties had rooms with kitchenettes. Nine of the properties were identified as being "handicap accessible". Two of the properties were "smoke free". The remaining properties have designated smoking and non-smoking rooms. Five of the properties were identified as belonging to an association such as AAA or other types of auto/discount club.

Three towns along the corridor were reported to have lodging facilities. The three are Portsmouth, Rye and Hampton. Portsmouth has one year-round inn adjacent to NH Route 1A/1B. Rye has seven seasonal lodging facilities and three year round facilities. Hampton has more than the other two communities. Hampton was reported to have fifteen seasonal lodging facilities and 27 year round facilities. Figure 2 displays this data. It is important to remember that the only lodging properties inventoried were those adjacent to Route 1A/1B. All of the information collected in the lodging inventory is included in Appendix A.

- *Fifty-four lodging facilities were included in the inventory.*

- ◆ *Practical Applications. The inventory suggests that there are limited number of lodging facilities in the northern end of the corridor. It also suggests that there are less Bed & Breakfasts and small Inns than in other tourism destinations of this type.*

- *Research Needs. There is a need for an assessment of occupation rates by season of all lodging properties within the corridor.*

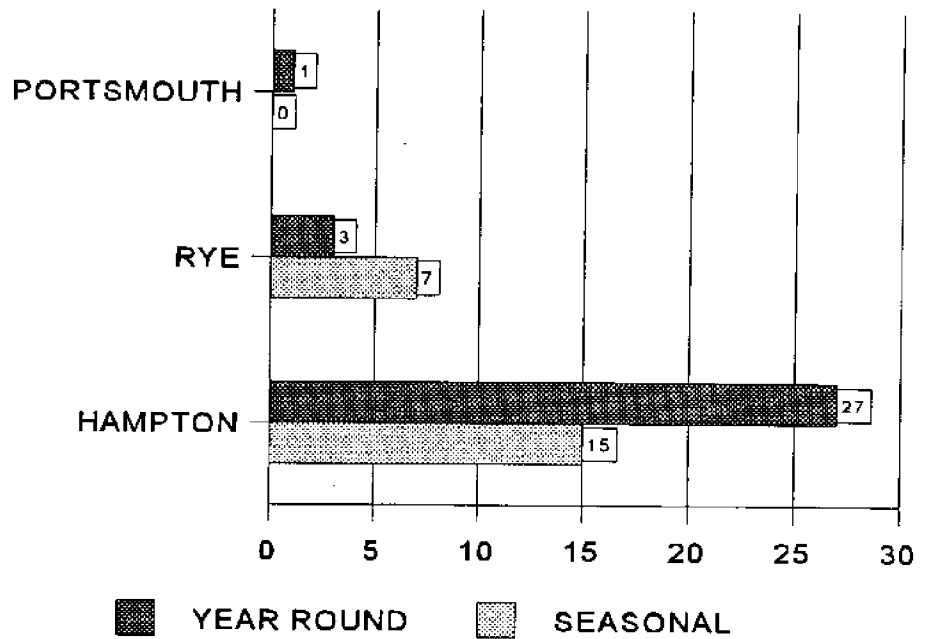


Figure 2. Location of Lodging Facilities Adjacent to NH Route 1A/1B.

### Restaurant Facilities

This section provides a brief summary of the results from the inventory of dining facilities adjacent to the Route 1A/1B corridor. Six different towns were identified as having restaurants. These towns are Portsmouth, Rye, North Hampton, Hampton, New Castle, and Seabrook. There are thirty-five restaurants represented in the inventory. The inventory indicates that 14 percent of the restaurants were “smoke free”. The other 85 percent had smoking and non-smoking sections. The number of smoking versus non-smoking seats varied by establishment. Over 40 percent of the dining establishments offer an outdoor deck and 70 percent have scenic views of coastal resources. Seventy percent of the dining establishments have a liquor license and thirty percent have entertainment. Forty-three percent of the dining establishments were identified as being handicap accessible (53% were not identified as offering either the necessary ramps or bathroom facilities).

The meal prices of these restaurants range from being just under five dollars to over fifteen dollars at restaurants like the Wentworth in New Castle. Fourteen percent offered a children’s menu. These restaurants also represent many different varieties of food. There are Chinese restaurants, seafood restaurants, American cuisine, fast food and ice cream places. Only two of the establishments had banquet facilities. This suggests the corridor has a lack meeting/banquet facilities (considering the appeal of the seacoast). Eighty percent of the dining establishments take various credit cards (20 percent accept only cash). As for the types of meals served, 14 percent of the restaurants have breakfast, lunch and dinner, 71 percent have lunch and dinner, and 6 percent serve only the dinner meal.

- *Thirty-five restaurants were identified in the inventory.*

- ◆ *Practical Applications. Outdoor decks and scenic views offer the opportunity for local conservation commissions and NH Coastal Program to inform and educate tourists with displays or brochures that stress the importance of coastal processes and systems.*

- *Policy Implications. The restaurant inventory, like the lodging inventory, suggests that many of the lodging properties are not handicap accessible. The Regional Planning Commission should work with the NH Restaurant and Lodging Association to correct this deficiency.*

- *A vast majority of the dining establishments cater to the day visitor (i.e., offer only lunch and dinner).*

- *A vast majority of the year round dining facilities adjacent to the NH Route 1A/1B are located in Hampton.*

○ *Research Needs. There is a need for an assessment of the total seating capacity of restaurants adjacent to the byway. This information would be available from the fire departments of each corridor community.*

◆ *Practical Applications. There is a need for a menu guide for restaurants adjacent to the corridor. This guide should also include hours and season of operation and dress code information. This type of guide would serve to promote the individual facilities. It would also provide a valuable service to tourists visiting the region and could provide coupons for off-season discounts.*

- *The inventory of tourist attractions identified 65 sites within a one mile radius of NH Route 1A/1B.*

- *There are more than fifteen historic and cultural attractions with the inventory area. This number is reflective of the number of organizations and agencies responsible for the management of these tourist attractions. For example, Strawberry Banke is responsible for the management of a great number of historic sites, but it is listed in the inventory as a single attraction.*

Figure 3 shows the seasonality of restaurants in the towns where they are found on the corridor. The location with the most amount of restaurants was Hampton. Hampton has ten year-round establishments with five seasonal establishments (adjacent to Route 1A/1B). Portsmouth has two year-round and one seasonal, North Hampton has one year round; Rye has five year-round and one seasonal, New Castle has two year-round and two seasonal; and Seabrook has one year-round and two seasonal.

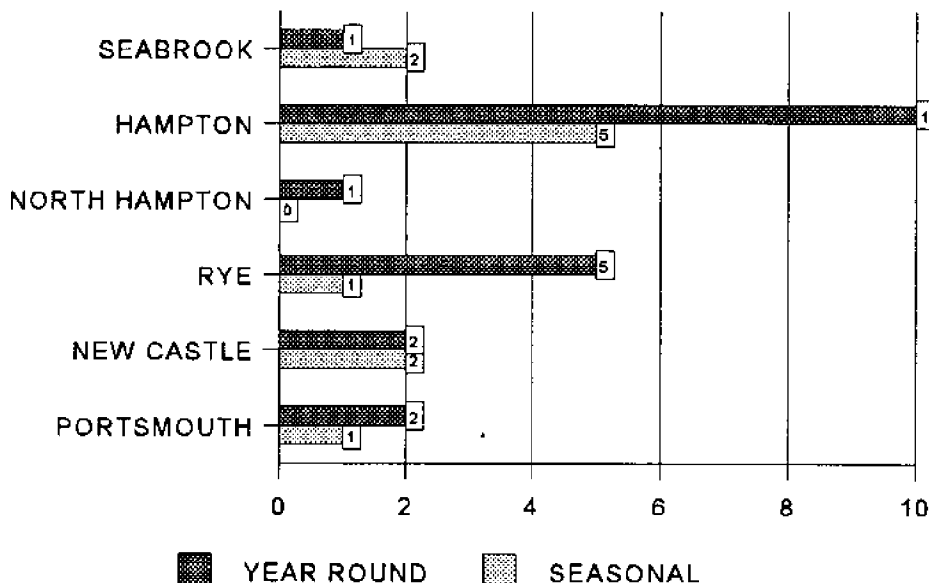


Figure 3. Restaurant Facilities Adjacent to NH Route 1A/1B.

### Tourism Attractions

This section provides a brief summary of the results from the inventory of tourist attractions located within a one mile corridor of the Route 1A/1B Scenic Byway. A trained team of UNH undergraduate students made a visit to each site and classified each site, they also made note of the season of operation, ownership, visitor amenities, signage, parking, number of employees, participation in group tour or conference business, and overall appearance. The inventory resulted in the identification of 65 tourism attractions within a one-mile radius of NH Route 1A/1B.

Figure 4 presents the results from the classification (or grouping) of the tourism attraction. Each attraction was grouped as either scenic, educational, historical, cultural, or recreational; some of which had multiple designations due to either the nature of their offering, or the multiple number of operations at one location. For example, NH State Beaches were classified as both recreational and scenic resources. Forty-six percent of the total sites were identified as including a "scenic" component, whereas 21 percent of sites had only a scenic attribute (i.e., scenic overlooks).

■ **Policy Implications.** Scenic beauty represents an important component of most coastal tourist attractions. All coastal planning, management and economic development initiatives should strive to protect the scenic attributes of the corridor.

◆ **Practical Applications.** A majority of the historic and educational resources are located in the northern portion of the corridor. This suggests the importance of communicating the diverse range of tourist attractions to visitors to recreational attractions.

● Eight annual special events or festivals were identified and included in the attraction inventory.

● Fifty six percent of the tourist attractions within the Corridor are in public ownership.

○ **Research Needs.** There is a need for a detailed count of the number of men and women's restroom facilities at each attraction. This inventory should include a count of stalls and urinals, and baby changing tables. The inventory should also include a listing of hours and season of operation. Once completed, this inventory should be used to estimate the overall satisfaction with restroom facilities at each of the attractions. The overall satisfaction data was collected in the mail survey component of this study.

○ **Research Needs.** There is a need for a more detailed inventory of tourist attractions within a 5 mile radius of Route 1A/1B. This inventory should be coupled with an onsite visitor satisfaction survey at each attraction. Upon completion of such a study, data results would be more accurate in assessing the needs, the quality, the capacity, and the needed improvements of attractions within the Route 1A/1B Scenic Byway.

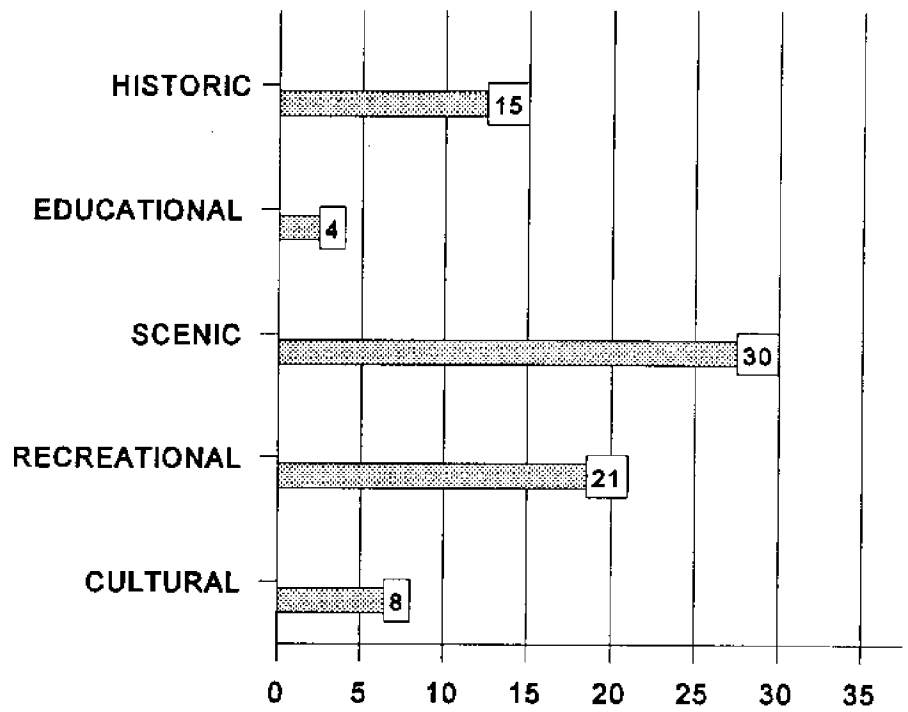


Figure 4. Tourist attractions within the corridor.

The inventory reports that four percent of the attractions are managed in a “public/private cooperative”, forty percent are in private ownership, and fifty-six percent are owned/managed by state or local agencies. Students attempted to ascertain the total number of parking spots at each attraction, but the lack of striping and pavement in some locations made estimation difficult. Attractions in general made an attempt to provide adequate parking facilities or alternatives for their visitors.

Of the total number of applicable attractions, 52% offered year-round hours of operation or public accessibility. The assessment of visitor services offered by attractions looked at the availability of restrooms, trash receptacles, public telephones, first aid, food, gifts, guide service, equipment rental, and availability of area information. Of those attractions offering public restroom facilities (66%), only one was not handicap accessible, and that one was in the planning stages for refurbishment. The inventory determined that 41 percent of the attractions had public telephones. It was found that 37% of applicable attractions were engaged in providing some sort of food service operation, but only 31% of attractions offered visitor information services.

Tourist attractions within a one mile radius of the NH Route 1A/1B Corridor range from “free” to a “moderately-expensive” range. Twenty percent of the attractions were free. Two percent requested a voluntary donation. Fourteen percent had fees that ranged from 25 cents to \$5. Eight percent of the attractions have fees that range from \$5-\$15 and three percent have fees in excess of \$15. A listing of all the identified attractions and additional information is included in Appendix A.

## THE NH ROUTE 1A/1B CORRIDOR TOURISM EXPERIENCE

This section will provide an overview of the tourism experience provided within the NH Route 1A/1B Scenic Corridor. It will begin with a profile of visitors to the corridor. This will be followed by a listing of the recreation activities that they participated in on the day they were contacted and where they visited. Next will be an overview of the reasons why the sample of visitors chose to visit the corridor, how they learned about the corridor region, and how they may have changed their visitation behavior. This section will conclude with a description of the destinations within the corridor that the sample respondents visited most often. Each section reports statistical differences between the three subsamples (i.e., geographic region; day of week visiting; and state of home residence).

- *The descriptive information reported provides an understanding of the respondents to the survey as opposed to all visitors to the seacoast.*

- *Measures of central tendency:*

- *Mean—*an average computed by summing the values of the observation and dividing by the number of observations.

- *Median—*another average, representing the value of the “middle” case in a rank-ordered set of observations (e.g., if the ages of five people are 16, 17, 20, 54 and 88, the median age would be 20).

- *Mode—*still another average, representing the most frequently observed value or attribute (e.g., if a sample contains 1,000, blue-eyed people, 500 brown-eyed people, and 300 green-eyed people, blue-eyed people would be the modal category).

- *The sample of visitors to the corridor can be generally considered middle age and middle income.*

### Profile of Visitors to the Corridor

This section provides descriptive information on the sample of visitors to the corridor included in the study. This information will provide a better understanding of who the sample of visitors to the NH Route 1A/1B Corridor are and where they are from. This information will also assist in the interpretation of the results presented in later sections of this report. Table 1 provides some descriptive information about demographic characteristics of the sample of visitors to the corridor.

Age	48 years (mean) 45 years (median) 39 years (mode)
Total Family Income	\$46,349. (mean) \$55,000. (mode) \$40,000. (median)
Education	28 % High School Diploma 13% Associate Degree 35% Bachelors Degree 13% Masters Degree 11% Post Graduate Degree
Occupation	29% Professional 11% Management/Administration 9% Sales/Clerical 6% Craftsmen/Trade/Transport 15% Service Workers 25% Retired/Not in Labor Force
Gender	38% Males 62% Females

Table 1. Summary of demographic information for sample of visitors to the Route 1A/1B Scenic Corridor.



- *New Hampshire residents represent a substantial proportion of the visitors to the Corridor.*

■ **Policy Implications.** *Corridor initiatives should reflect the needs and wants of New Hampshire citizens.*

- *Nearly 3 percent of the sample were from areas outside the continental United States and over 7 percent were from outside of New England.*

- *Over 30 percent of the sample of visitors to the corridor identified their state of residence as Massachusetts.*

Figure 5 illustrates where the visitors who participated in the on-site interviews call home. Forty-eight percent of the sample were from New Hampshire. Visitors from 26 different states participated in the study. Sixty-eight percent of the persons from outside the United States were from Canada. Other countries represented in the sample included Norway, England, Scotland, Belgium, Italy, and Germany.

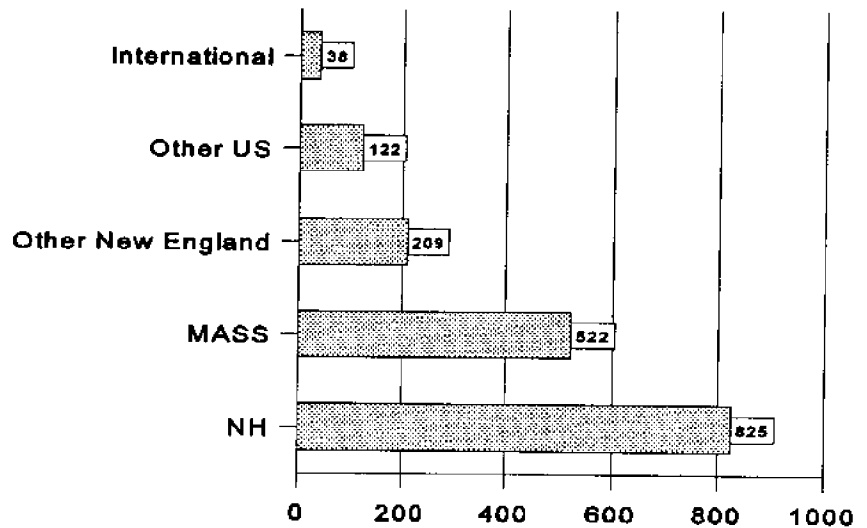


Figure 5. Home resident for sample of on-site visitors to the NH Route 1A/1B Corridor.

### Comparisons between Subsamples

■ **Policy Implications.** *The lack of statistically significant differences between a majority of the demographic variables for the three subsamples suggests that the data may be fairly representative of visitors to the Corridor.*

◆ **Practical Application.** *The data suggests that people from outside of New England have considerably higher incomes than those from other areas. This could be an important factor when considering support for various corridor development and marketing initiatives.*

Further analysis of this data suggests that there are a few differences between the subsamples. For example, visitors in the sample contacted in the northern section of the corridor are slightly older (i.e., 44 years in the north vs. 42 in the south for the on-site interviews) and persons in north had slightly higher average annual incomes. There were no statistically significant demographic variables for the day of week subsample. The only significant differences for the 'state of home residence' variable was income. This data suggests that persons in the sample from "other New England States" had significantly higher incomes than persons in the sample from NH and MA (i.e., \$64,000 per year for "Other New England" vs. \$39,000 for MA and \$43,000 for NH).

### *A Profile of the Typical Tourist Experience in the Corridor*

This subsection provides an overview of the typical tourism experience in the corridor. It includes a description of group size and type as well as the average number of miles traveled to the destination in a personal vehicle and the number of vehicles used by the group, the length of their stay, the type of lodging, the number of years the person has been visiting the corridor, and their knowledge of the corridor.

- *This subsection provides an overview of the characteristics of the "tourist experience" of the sample of visitors to the corridor.*

◆ **Practical Application.** Managers need to communicate the availability of park & ride facilities to resident and nonresident visitors to the corridor.

■ **Policy Implications.** Planning and policy initiatives should reflect importance of encouraging visitors to utilize alternative forms of transportation that will not add to traffic congestion problems.

○ **Research Needs.** There is a need for additional analysis of this data which should examine potential differences between both day & overnight visitors, and male & female visitors to the corridor.

● A majority of the sample of visitors to the corridor were visiting for a single day.

● The typical visitor to the corridor who participated in the study traveled between 50 and 100 miles to reach the site.

● A majority of the sample of tourists' visited the site that they were interviewed at for about 4 hours.

● Most of the sample of visitors have visited the region previously (80%); most have traveled the entire length of the corridor (66%); and many have been visiting the area most of their lives.

■ **Policy Implications.** The sample of visitors have a considerable amount of experience in the corridor. This suggests that they should be both knowledgeable about corridor issues and committed to the long term management and enhancement of the region.

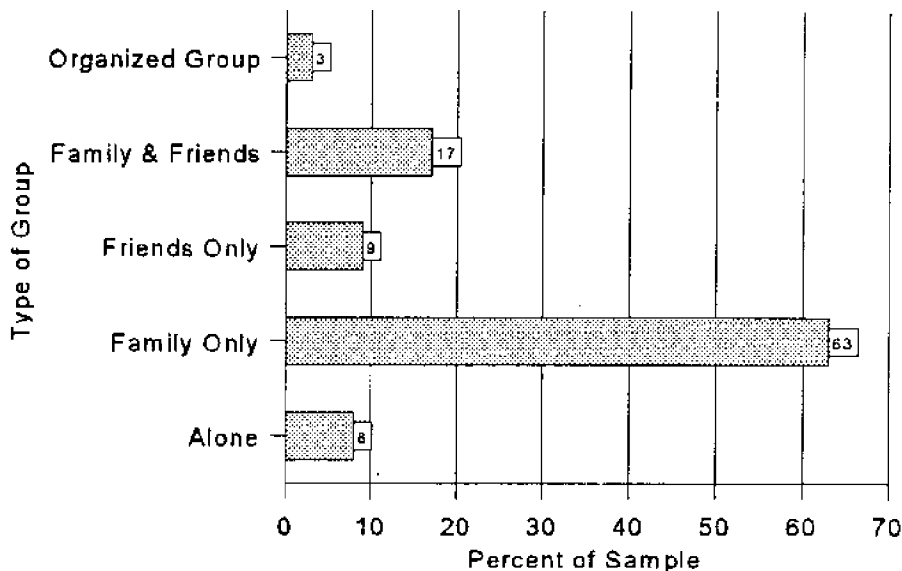
The mean group size was 4 persons, the median was 3 persons and the majority of the visitors to the corridor used a single vehicle to reach the site. However, over 20 percent of the sample took two vehicles to reach the site and over 15 percent took three or more vehicles. In considering the type of transportation utilized to reach the corridor: 87 percent of the sample used a personal car or truck, 10 percent used a bicycle, and 3 percent used other means (i.e., public transportation, a boat, walking, running, etc.).

Fifty percent of the sample visited the site for a single day. Fourteen percent of those indicated that they were staying in Hampton; 5 percent in Portsmouth, and Seabrook; 4 percent in Rye, with remainder staying at various locations in the Maine, New Hampshire, and Massachusetts's coastal region. A substantial majority (77%) indicated that visiting the Route 1A/1B corridor was the primary reason for their visit. Over seventy percent of the sample were aware of the site prior to the visit during which they were contacted. Sixty-six percent of the sample indicated that they had traveled the entire length of the corridor. A majority of the sample indicated that they make a greater proportion of their visits to the corridor on weekends as opposed to weekdays.

How many people are in your group?	4 people (mean) 2 people (mode) 2 people (median)
Did your entire group travel together?	18% no 82% yes
Is this visit part of a longer stay?	66% no 34% yes
How many miles did you travel to reach this site?	92 miles (mean) 50 (mode) 45 miles (median)
When do you usually visit the corridor?	44% weekdays 54% weekends
Hours visiting site?	6 hours (mean) 4 hours (mode)
Is the NH Seacoast your favorite tourism destination in NH?	21% no 79% yes
Have you traveled the entire length of the NH Route 1A/1B Corridor?	34% no 66% yes
Have you visited this site before?	20% no 80% yes
How many years have you been visiting the Route 1A/1B Corridor?	26 years (mean) 20 years (mode) 20 years (median)

Table 2. Summary of information about most recent trip to corridor.

Figure 6 shows that the most common group type is “family only” (60%), suggesting that the corridor is a family destination. The second most common group type was “family & friends” (17%), followed by “friends only” (9%). Eight percent of the sample visited the site by themselves and only 3 percent visited the area as part of an organized group.



**Figure 6.** Group types for sample of visitors to the corridor on the day they were contacted.

### Comparisons between Subsamples

Further analysis of these data suggest that there were a few differences across the “day of week” variable. Not surprisingly the study suggests that the respondents contacted on a “holiday weekend” spent more hours at the site (i.e., 10 hours vs. 7 hours for weekend and 4 hours for week day). Somewhat surprisingly visitors on weekdays traveled more miles than visitors on “weekends” and “holiday weekends”. Looking at the residence variables, the data suggests that respondents from “Other NE” states traveled more miles to reach the site than respondents from “MA” or “NH”.

### Recreation Activities Engaged in During Visit to the Corridor

This subsection presents the results from a asking respondents to look over a list of over thirty recreation activities and to indicate each activity that they participated in during that visit in which they were contacted. This listing of recreation activities is separated into two components: those recreation activities that require active involvement of the participant, and those that require more passive involvement. Table 7 reports the extent that the sample of visitors to the corridor participated in active recreation activities. Walking on the beach was by far the most popular recreation activity for the sample, with over 84% indicating that they walked on the beach on the day that they were contacted.

- *“Walking on the beach” and “sunbathing” was identified as the most popular activities for the sample of visitors to the corridor.*

■ **Policy Implications.** Educational programs should be developed for visitors participating in beach-oriented activities that focus on the environmental attributes of coastal systems.

- **Research Needs.** There is a need for a project that will provide the baseline information necessary to develop a comprehensive environmental education programs for beach visitors.

- *Driving for pleasure and shopping were popular activities for the sample of visitors to the corridor.*

◆ **Practical Applications.** Cassette tape tours or a low-band information radio station should be developed to inform and educate visitors “driving for pleasure” or “car touring” on the environmental, cultural, dining, and shopping opportunities available in the corridor.

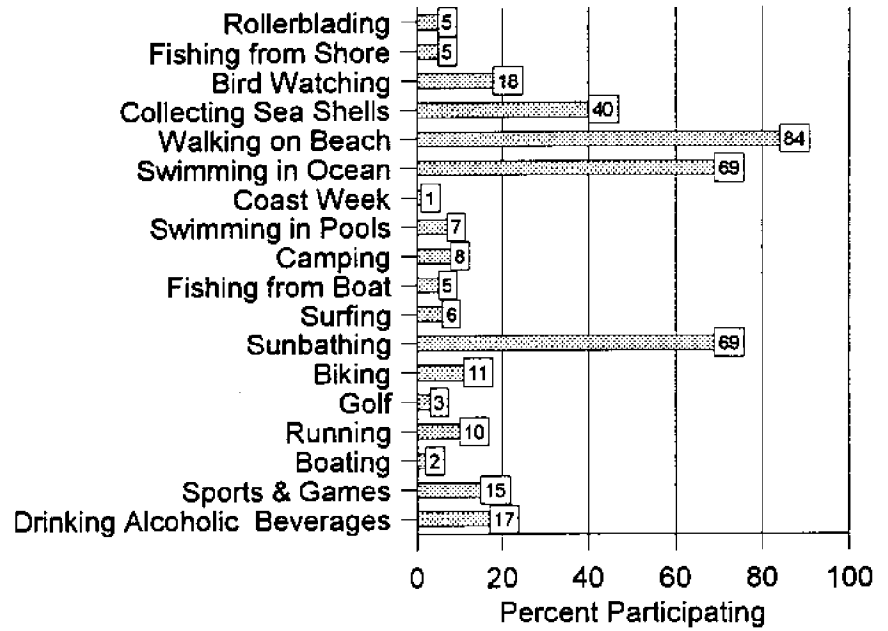


Figure 7. Active recreation activities the sample of visitors participated in during their visit to the corridor.

Figure 8 reports the extent to which the sample of visitors participated in activities that are more oriented towards the amenity resources of the corridor. Eating out in a restaurants, driving for pleasure and shopping had relatively high participation rates for this grouping of activities.

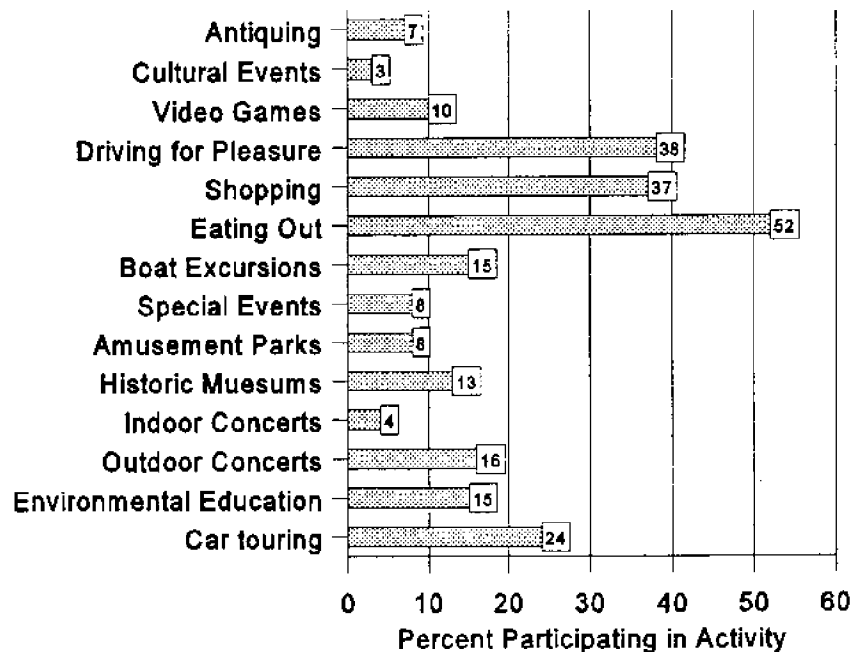


Figure 8. Visitors participation in various active cultural activities.

### Comparisons between Subsamples

- *The sample of visitors to the corridor participated in an average of 6 different activities during their visit.*
- *Visitors from "Other New England States" participated in a larger number of activities than visitors from MA or NH.*
- *Visitors to sites in the Northern end of the corridor participated in a smaller number of activities than visitors to sites in the southern end of the corridor.*
- ***Research Needs.** Further analysis of this data should investigate potential differences between day visitors and persons staying over night in the corridor.*

To accurately summarize this data, it was necessary to create a general measure of the number of recreation activities each respondent participated in while visiting the corridor. The typical respondent to the survey participated in an average (mean) of six different activities on the day that they were contacted. The mode number of activities were four, with a median of five. Further analysis suggests that there are significant differences for two of the three subsamples. There were no significant differences in the number of activities for the subsample that examined the differences between weekday, weekend and holiday weekend visitors. There were, however, significant differences between visitors from NH, MA, and other New England states. Each of these subgroups were significantly different from one another with respect to the average number of activities, with NH participating in a mean of 5.32 activities, MA participating in an average of 6.68, and other NE states participating in an average of 8.03. This finding is most likely a function of the amount of time they spend in the corridor. Likewise visitors to northern sites participated in an average of 5.87 activities and southern sites 7.22 activities. This is also likely to be a function of the fact that visitors to southern sites stay at the site for a longer period of time.

### *Visitation to Tourist Attractions within the Corridor*

- *This section reports the tourist attractions that the sample of visitors to the corridor had visited in the last two years.*

This subsection reports the results from a series of questions on the survey that sought to identify the relative amount of experience that the sample of visitors had with other tourism sites within the corridor. The visitors were provided a list of 27 tourist attractions within the corridor. They were instructed to circle the number of visits that they or members of their party had made to each of the listed sites within the last two years. The options of zero (0), one to five visits (1-5), greater than five (>5) were provided to the respondents. For reporting purposes the listing of tourist attractions were divided into beach or waterfront orientated sites, and historical or cultural orientated tourism attractions.

- *Nearly 15 percent of the sample had visited Hampton beach more than five times in the past two years; whereas slightly over 5 percent had visited Ordiorne Point State park more than 5 times.*

Figure 9 reports the results for the water-oriented tourist attractions. The results suggest that over seventy percent of the sample had visited Hampton Beach at least once of the past two years. Nearly fifteen percent of the sample had visited Hampton Beach more than five times in the last two years. Other beach sites attracting a substantial portion of the visitors in the sample include North Hampton Beach, Rye Beach, and Wallace Sands, while Foss Beach and New Castle had a lower percentage of visits by the sample. Considering the sample visitation to non-beach sites, over 50 percent of the sample had visited Odiorme Point and slightly over 45 percent had visited Rye Harbor. Over 20 percent of the sample of visitors had taken an ocean cruise on at least one of the three cruise companies identified in the listing of tourist attractions. The sample of visitors had the most past experience at beach oriented attractions.

- The greatest proportion of the sample of visitors had visited Hampton Beach in the past two years.

- Touring the NH seacoast by boat is a popular activity for nearly 30 percent of the sample of visitors.

- ◆ Practical Applications This data can be used to determine the level of experience with a range of tourist attractions.

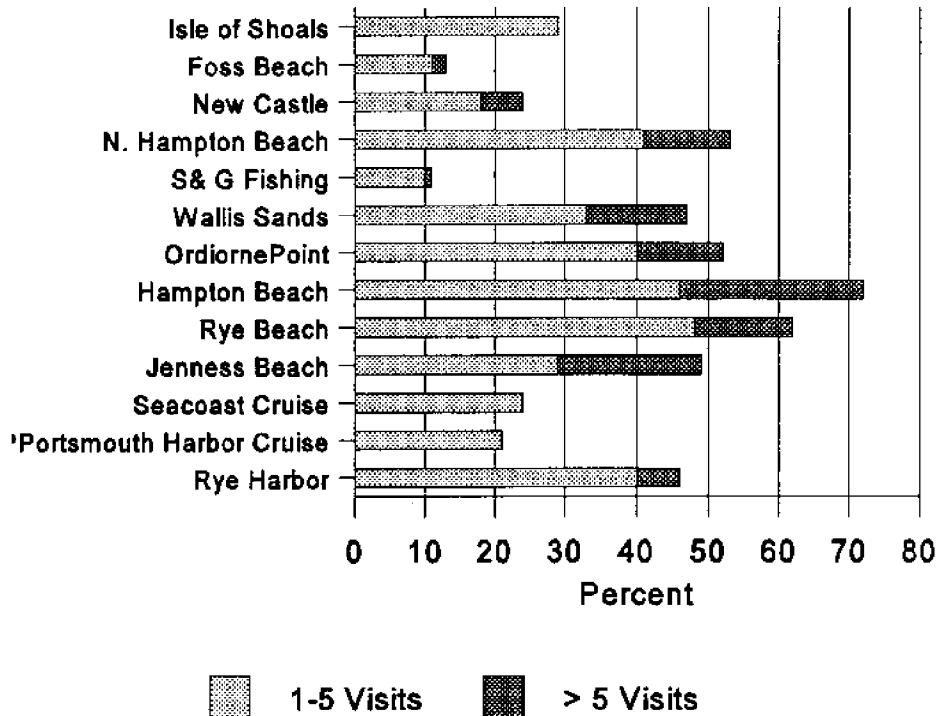


Figure 9. Visitation patterns for water oriented tourism attractions.

Figure 10 shows the relative amount of past experience of the sample of visitors to the corridor with historical, cultural, and/or recreational sites.

- Shopping and visiting historic sites are a common part of a visit to the Route 1A/1B Corridor.

- ◆ Practical Applications Nearly 90 percent of the sample have never visited the Science and Nature Center at Yankee. This points to a need for more collaboration with Seacoast area marketing and promotion programs.

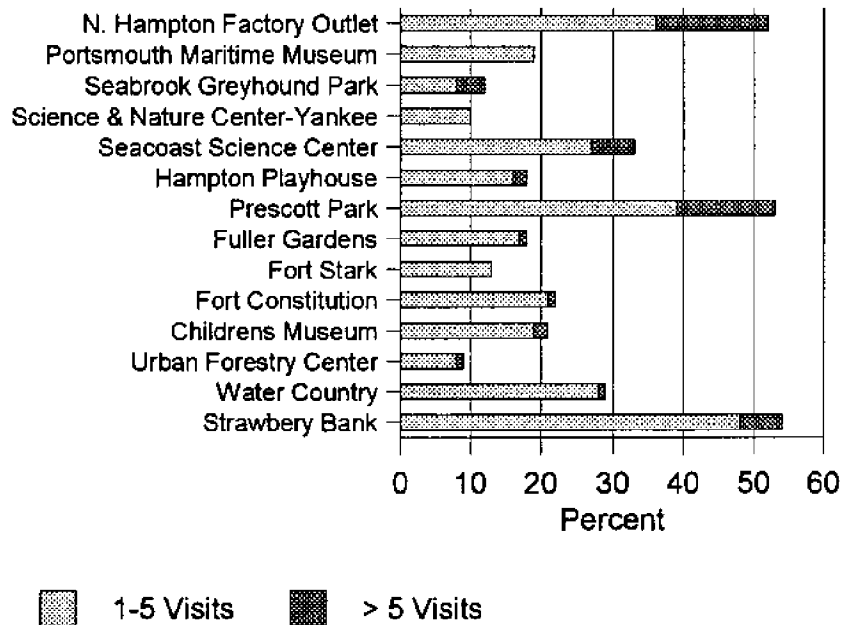


Figure 10. Visits to historical, cultural or recreational tourist attractions within the corridor.

- Policy Implications These results suggest the need for information on the diversity of tourist opportunities within the corridor. Prescott Park, Strawberry Bank and Factory Outlets are the only attractions visited by a majority of the visitors in the past two years.

Over fifty percent of the visitors in the sample had visited Strawberry Bank, Prescott Park and the factory outlet in North Hampton. Slightly over 30 percent of the sample of visitors had visited the Seacoast Science Center, while only 10 percent had visited the Science and Nature Center at Yankee, and less than that had visited the Urban Forestry Center. Nearly, thirty percent of the sample had visited Water Country, while approximately 10 percent had visited Seabrook Greyhound Park.

### Comparisons between Subsamples

- *There were a number of significant differences across the three subsamples of visitors to the corridor.*

- ◆ ***Practical Applications.** The data suggests that persons visiting the seacoast from outside of NH rarely visit some of the less well known and rarely advertized attractions (e.g., Portsmouth Children's Museum).*

- ***Policy Implications.** The finding that visitors to the Hampton Beach area (southern regions) visit the tourist attractions in northern portion of the corridor less than other visitors suggests a need for improved communication about these attractions and possibly the need for improved public transportation within the corridor.*

Further analysis of the data suggest that there are a number of significant differences between each of the subsamples. Respondents visiting the corridor on holiday weekends were more likely to have visited water country in the past two years than the other two groups. They were also more likely to have visited Fuller Gardens and the Hampton Playhouse. There were also a number of statistically significant differences in beach visitation, but they are most likely a function of the date and time the interviews were completed. Considering the "state of residence", NH residents were more likely to have visited the Portsmouth Children's Museum, Fort Constitution, Fort Stark, Jenness State Beach, Odiome State Park, Seacoast Science Center, New Castle, and the Isle of Shoals Steamship Company, than the other two residence groups. Massachusetts residents were more likely to have visited Water Country and Seabrook Greyhound Park than NH and residents of other NE states. Not surprisingly, respondents interviewed at northern corridor sites were more likely to have visited a vast majority of the northern sites than those persons interviewed in southern sites.

### Changes in Visitation Patterns

This section reports the results from a series of questions that sought to understand if the sample of visitors to the corridor have changed their behavior patterns in response to traffic congestion. The questionnaire provided a listing of eight statements that relate to their past, current and future use of the corridor. The questionnaire instructed the respondents to circle "yes" or "no" to each statement concerning their visits to the Route 1A/1B Corridor.

- *This section reports the results to a series of questions intended to measure the impact of traffic congestion on visitation to the corridor.*

Figure 11 shows the percent who responded "yes" to each of the listed statements. The results show that nearly sixty percent of the sample indicated that they have not changed the amount that they visit the corridor. However, there is considerable support for the notion that people change the way that they use the corridor. For example, fifty percent of the sample of visitors said they visit the corridor during the week to avoid traffic, 31 percent visit in the morning, and 27 percent visit during the off season. There is some evidence that traffic congestion is having a minor impact of total visitation with three percent of sample indicating that they will not visit the corridor again in response to problems associated with traffic congestion.

- *Nearly 50 percent of the sample of visitors indicated that they visit more during the week to avoid weekend traffic congestion.*

- The finding that 3 percent of the sample “will not visit again due to traffic congestion” is likely an underestimate (i.e., people who stopped visiting the corridor are difficult to contact on an on-site interview—since they no longer visit the corridor).

- ◆ **Practical Applications.** Nearly 27 percent of the sample visit during the off-season to avoid congestion. The operations of tourism attractions and services should reflect this change in visitor behavior.

- **Policy Implications.** Traffic congestion represents a very serious threat to continued economic vitality of the tourists industry in the Route 1A/1B Corridor. It is in the best interest of the tourism industry to work together with local officials, regional planners, and state and federal transportation agencies to work to provide viable mass transportation alternatives that will minimize the traffic congestion in the corridor.

- Visitors to southern sites are more likely to change their behaviors in response to traffic congestion.

- **Policy Implications.** This data suggest that the sample of visitors behavioral responses to traffic congestion differ by the region of the corridor they were visiting. Visitors to southern sites are more likely to take more drastic actions. Traffic congestion mediation programs should be developed for the southern tier of the corridor.

- **Research Needs.** Further analysis of this data should develop a model that allows for understanding of the factors that determine whether or not a visitor changes their behavior in response to traffic congestion.

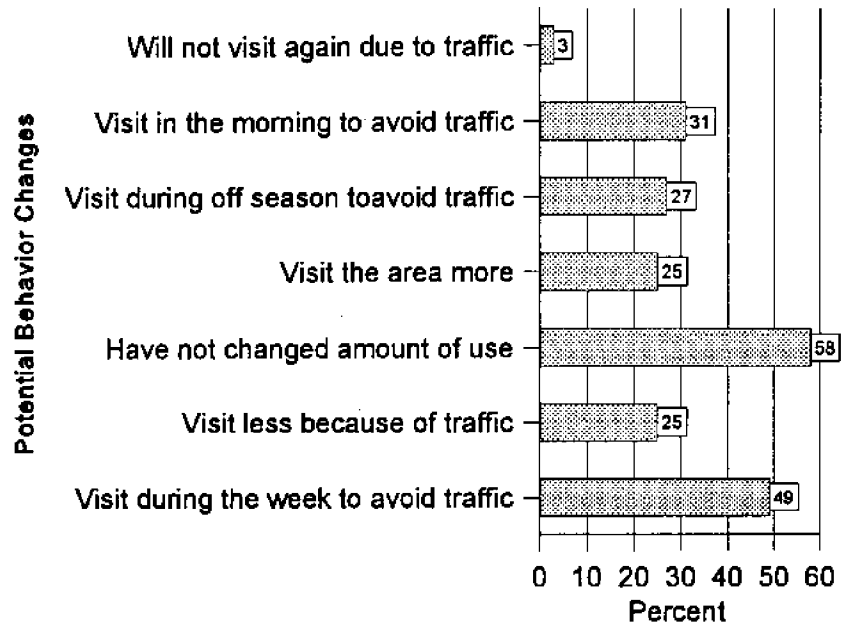


Figure 11. Changes in Visitation in response to Traffic Congestion.

Comparisons between Subsamples

Further analysis suggests that there are some differences across two of the three subsamples. There were not any differences between the “day of visit” subsample. Figure 12 reports the significant differences between visitor to northern sample sites and visitors to southern sites.

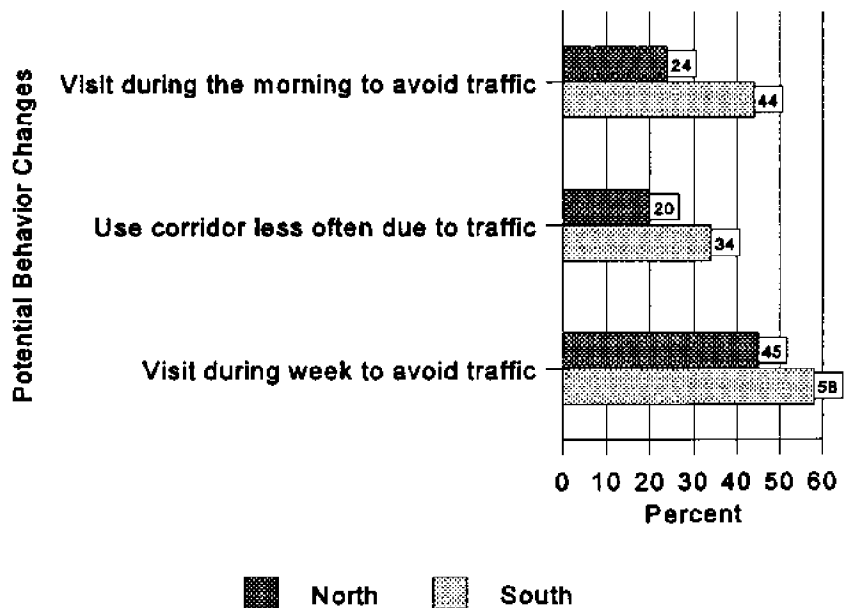


Figure 12. Behavior changes by region of the corridor visiting.



- *Thirty-one percent of the NH residents visit the corridor less than they used to in response to traffic congestion.*

- ◆ ***Practical Applications.*** *Need to provide information to NH residents about the best times to visit the corridor to avoid traffic congestion problems (e.g., A Residents guide to NH's Seacoast: Tips on how, when and where to visit to avoid crowds).*

- ***Policy Implications.*** *Planning and policy initiatives need to reflect the many differences between the ways residents and nonresidents use the corridor as well as, the ways that the visitors respond to traffic congestion.*

The data presented suggests that people who were contacted while visiting southern sites were more likely to change specific behaviors in response to traffic congestion. For example, 34 percent of the sample of visitors to southern sites indicated that they would visit the area less often due to traffic while only 20 percent of those visiting northern sites responded “yes”.

Figure 13 presents the results of the analysis of the “state of residence” subsample. The results suggest a number of interesting differences between the “states”. For example, visitors to the corridor from NH appear to be more likely to visit the region during the “off-season” and to “use the corridor less”. While persons from MA use the “corridor more”. Both MA and NH visit the corridor in the “morning to avoid traffic” more than Other New England.

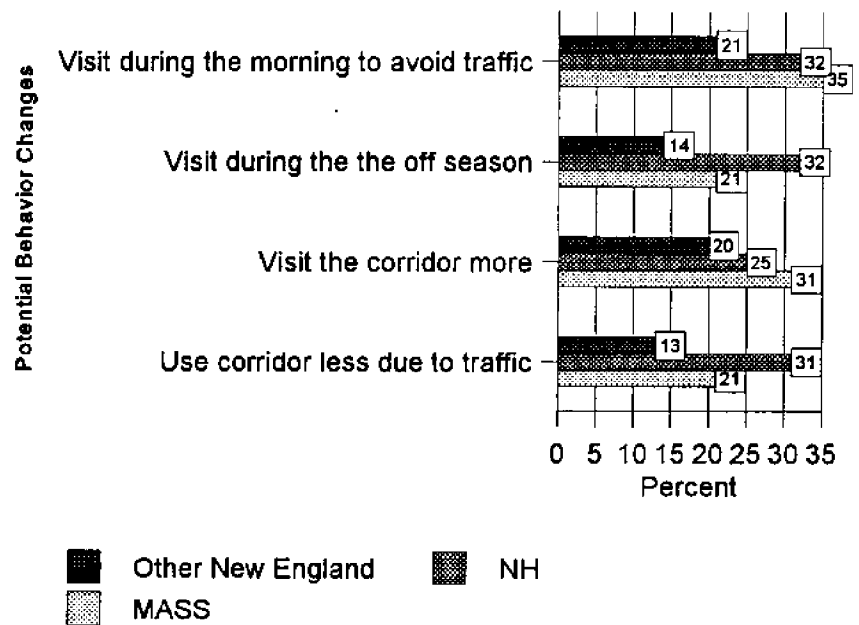


Figure 13. Potential Behavior Change by State

### *Evaluations of Site Conditions*

This subsection presents the results from a series of questions that were intended to gain a preliminary understanding of visitor’s evaluation of specific tourism destinations within the corridor. Each respondent was asked to consider the service and facilities at the site at which they were contacted. They were provided a list of thirteen site attributes, covering a range of social and facility related topics. They were asked to grade each attribute from an “A” for excellent to an “F” for unacceptable. Figure 15 reports the combined the data for the nine different sites to provide a summary grade for the corridor. Overall the combined (across all the sites and attributes) “grade point average” for the corridor is “2.92” or “C+” which is a little bit above average. The corridor received the highest grades for “safety and security” and “site appearance”. The corridor received the lowest grades for “traffic congestion” and “youth oriented activities”.

- *This section provides a preliminary understanding of the of visitors evaluation of various facets of the Route 1A/1B Corridor.*

- *The overall grade point average for the corridor was a 2.92 which is a C+.*

◆ **Practical Applications.** This type of data provides a preliminary understanding of the strengths and weaknesses of the corridor as a tourism destination.

■ **Policy Implications.** There is a need to further define corridor-wide management objectives for the maintenance and development of amenity resources and services.

○ **Research Needs.** Further analysis of this data should develop a model that identify those social and behavioral factors that allow for an understanding of visitors evaluations of site conditions.

◆ **Practical Applications.** Visitors evaluations of each of the nine sample sites is available and will be shared with the manager or administrator of each site, if requested.

● The sample sites in the northern region of the corridor received higher "marks" on all of the site attributes except for "food and beverage services".

● These results suggest that there is a need for more youth orientated activities at southern beach sites.

■ **Policy Implications.** Environmental education programs for "beach" visitors should be developed. These programs should be focused on providing an understanding of coastal processes and systems for a variety of age groups. The programs should be fun and educational. For example, sand castle building contests could be used to illustrate concepts of wave dynamics and shoreline erosion.

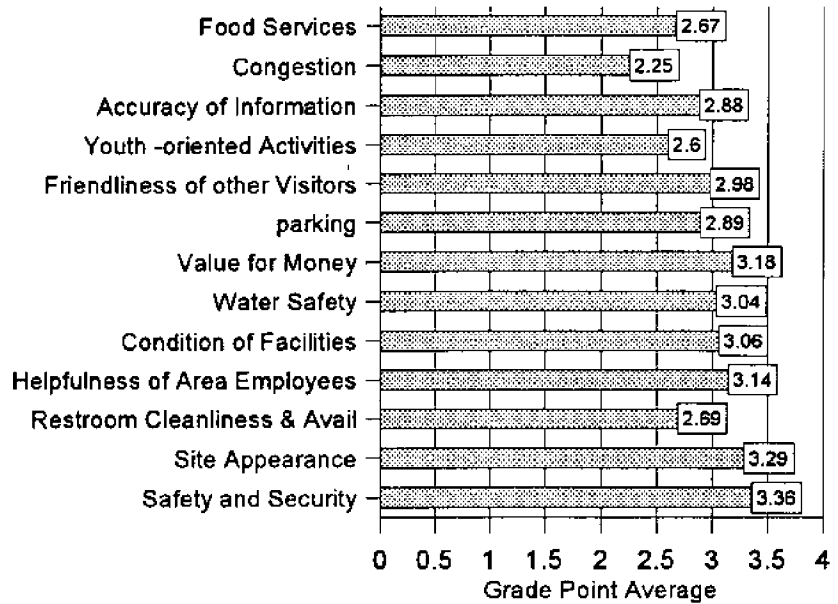


Figure 14. Corridor-wide "grade point averages".

### Comparisons between Subsamples

This set of questions will only be examined across the north-south subsample. The examination of the north-south subsample indicates that there were statistically significant differences across all site characteristics except "friendliness of other visitors". Figure 15 displays this information graphically.

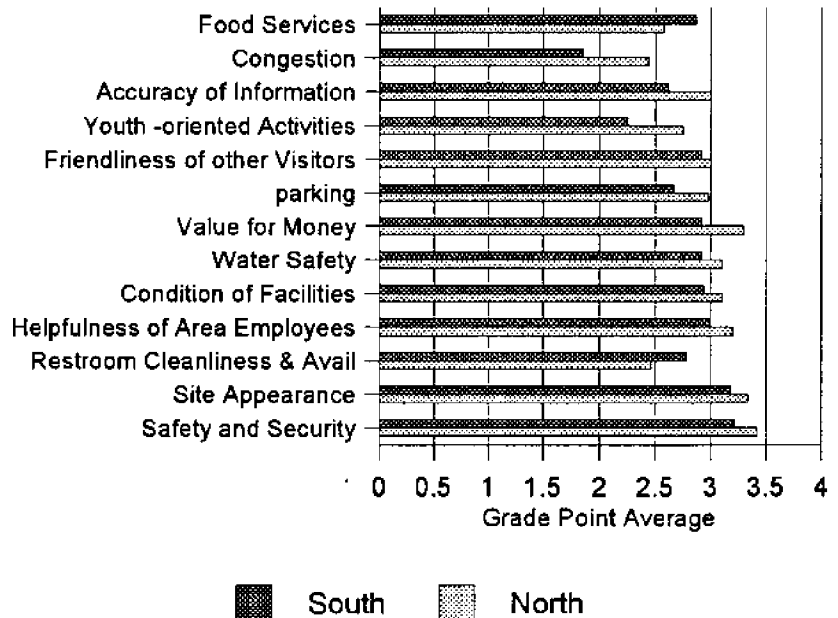


Figure 15. Grade point averages for north/south subsample.

## Reasons for Visiting the Corridor

This subsection presents the results from a series of questions that provide an understanding of why the sample of respondents visit the corridor. The sample of visitors were provided a list of reasons why some people might visit the Route 1A/1B Corridor. Each respondent was instructed to consider each item on the list in terms of whether the listed reason was “not an important reason”, “somewhat important reason”, “important reason”, “very important reason”, or an “extremely important reason”. The results to these questions are interpreted through an examination of those statements which received the greatest proportion of responses in each of the six categories of reasons.

Table 3 reports the results to the series of questions that sought to understand motivations for visiting the corridor. The results suggest that the sample of visitors to the corridor come to be near the ocean with their family and to observe the scenic beauty of the region. The sample of visitors identified exploring new places, cultural/historic attractions, and viewing wildlife as important or somewhat important reasons for visiting the corridor. Getting away from family, meeting new people, and privacy were identified as “not important” reasons for visiting the corridor.

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### REASONS FOR VISITING THE CORRIDOR Percentage

#### Extremely Important Reason

- To be by the beach 47
- Spend time with family 36
- To observe the scenic beauty 31

#### Very Important Reason

- To observe the scenic beauty 34
- Coastal recreational opportunities 32
- Spend time with family 28

#### Important Reason

- To explore new places 41
- Something to do in the summer time 33
- For the cultural/historical attractions 31

#### Somewhat Important Reason

- For the cultural/historical attractions 28
- To see wildlife (i.e., bird watching) 23
- To meet new people 23

#### Not Important Reason

- To get away from family for awhile 79
  - To meet new people 54
  - to get away from people (i.e., solitude) 34
- 

**Table 3.** Reasons for visiting the Corridor.

- *This section provides as preliminary understanding of visitors motivations for visiting the corridor.*

- *In general, the sample of visitors come to the corridor to be near the ocean with their family to enjoy the recreational opportunities and to observe the scenic beauty of the region.*

- *Policy Implications. Managers and policy makers need to be aware of the importance of “scenic beauty” and “a family atmosphere” to the Route 1A/1B Corridor tourism experience.*

- ◆ *Practical Applications. This understanding of the motivations of visiting the corridor can be used to evaluate existing marketing and promotional materials.*

- *Cultural/historic attractions and wildlife viewing are an important part of the corridor tourism experience.*

- *Research Needs: Further analysis of this data should determine if visitors “motivations” vary by sampling site. For example, do visitors to Hampton Beach come to the corridor for different reasons than say, visitors to Ordione Point?*

- *There were a number of significant differences across the various subsamples.*

- *These results suggest that visitors from MA are likely to visit the Seacoast to be near the ocean. They seemed to be less interested in "exploring new places", "visiting cultural attractions" or "seeing wildlife". They were more interested in "meeting friends" and "improving physical health".*

- ◆ *Practical Applications. Marketing the corridor to MA residents should focus on the "beach experience" and the "social attributes" of the setting.*

- *These results suggest that holiday visitors to seacoast come primarily to be near the ocean.*

- *Policy Implications. Managers and policy makers need to be aware of the importance of "scenic beauty" and "viewing wildlife" to visitors to sites in the northern portion of the corridor.*

- *This section provides an understanding of the importance of various "sources" of information in visitor decisions to visit the Route 1A/1B Corridor.*

## *Comparisons between Subsamples*

Additional analysis of the responses to the "motivation" questions identified a number of statistically significant differences between the subsamples. The analysis of the "residence" subsample suggests that persons from "other NE states" are significantly more likely to identify "exploring new places" as a more important reason than persons from both NH and MA. In addition, persons from NH identified this "exploring new places" as more important than MA. Respondents from MA and NH were identified "to be at the beach" as more important than respondents from "other NE". Respondents from "other NE" and NH identified "seeing wildlife" and "visiting cultural attractions" as more important than respondents from MA. While visitors from MA and NH identified "meeting with friends" and "improving physical health" as more important than persons from other NE states.

When considering differences between the "day of visit" subsample, holiday visitor identified "improving physical health" as more important than "week day" respondents and "weekend" respondents. Holiday respondents identified "being at the beach" as more important than both "weekday" and "weekend" respondents, and "weekday" identified weekend as more important than "weekend" visitors.

The analysis of the differences between the reasons for visiting the corridor between respondents visiting northern and southern sites yielded a number of statistically significant differences as well. Respondents from northern sites identified "observing scenic beauty", "cultural and historic attractions", "exploring new places", "being at the beach", "getting away from people" and "seeing wildlife" as more important than respondents visiting southern sites. Respondents visiting southern sites identified "meeting new people" as more important.

## *Sources of Information*

This subsection presents the results from a series of questions that provide a preliminary understanding of the relative importance of various sources of information in determining the respondents travels to the Route 1A/1B Corridor. The sample of visitors were provided a list of potential sources of information. The respondents were instructed to consider each listed item in terms of whether the listed source was "not a source of information", "minor source of information", "primary source of information" or the "only source of information". The results to these questions are interpreted through an examination of those information sources that received the greatest proportion of responses in each of the four categories. Table 4 reports the results to this series of question. The results serve to illustrate the importance of personal communication in the tourism destination choice process and the utility of providing a quality tourism experience. These findings correspond quite closely to those attained in other studies of this sort.

- *These results suggest that “family and friends” represent the most important source of information about the Route 1A/1B Corridor.*

- ◆ ***Practical Application.** The importance of personal communication as a source of information, serves to stress the importance of providing visitors with a quality tourism experience. Other research has shown that people are more likely to communicate the “bad experiences” than they are “good experiences”.*

- ***Policy Implications.** Managers of lodging and dining services are also an important source of information about the corridor. It is important that service personnel are aware of the tourist opportunities available in the region.*

- *At the time of this study the “World Wide Web” was not a source of information about the corridor.*

- *Radio and television are important sources of information for visitors from NH and MA, while newspapers were more important for weekend visitors.*

Friends and family and other conversations were the only source of information for over 11 percent of the sample of visitors to the corridor. They were a primary source for nearly 60 percent of the sample. Newspapers and brochures and information centers are relatively minor sources of information for respondents visiting the corridor. Telemarketing, the Internet and travel shows were not sources of information for a majority of the sample of visitors to the corridor.

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## SOURCES OF INFORMATION ABOUT THE CORRIDOR

<u>Extremely Important Sources</u>	<u>Percentage</u>
• Friends/Family	8
• Conversations with people	3
<u>Primary Sources</u>	
• Conversations with people	59
• Friends/Family	57
• Newspapers (i.e., travel sections)	30
<u>Minor Sources</u>	
• Newspapers (i.e., travel sections)	38
• Brochures/Pamphlets	38
• Information Centers (i.e., chambers, etc.)	34
• Radio	33
<u>Not Sources</u>	
• Telephone calls (i.e., telemarketing)	90
• World Wide Web	85
• Television Travel Shows	79

**Table 4.** Sources of Information about the Corridor

### *Comparisons between Subsamples*

Further analysis of the information sources suggests that there are a number of significant differences between the various categories of the each of the subsamples. Respondents from MA and NH were more likely to identify radio and television advertisements as a source of information than respondents from other NE states. Telemarketing was more important for respondents visiting southern sites than for the respondents visiting northern sites. Newspapers were more important for weekend visitors than weekday and holiday weekend visitors.

## MANAGEMENT ALTERNATIVES AND POTENTIAL ENHANCEMENT INITIATIVES

- *This section provides a preliminary understanding the sample preferences for various management and development options.*

This section provides an overview of visitor's opinions towards potential management and development options. It also examines the projected use of possible Corridor enhancement initiatives. The first subsection describes the relative importance of different development programs or management options that deal with the natural and social environment, tourist amenities and other services. The second subsection provides an overview of what types of activities, and services would be used by visitors within the next year.

### *Management and Development Priorities*

This subsection provides an overview of visitor's opinions on how the NH Route 1A/1B Corridor can be improved. The objectives of this are to understand what facilities or characteristics are important to visitors to provide information on how to develop and manage the Corridor in a manner consistent with visitor needs and preferences. Table 5 provides a breakdown of three most frequent responses for each of five levels of importance. The levels include 'Extremely Important', 'Very Important', 'Moderately Important', 'Somewhat Important' and 'Not Important'.

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### DEVELOPMENT AND MANAGEMENT PRIORITIES

- *The activities and programs that improve or enhance the natural environment are a priority for improving the corridor, according to the sample of visitors.*

- *Policy Implications. Policies and programs for enhancing the corridor should reflect the importance the sample of visitors placed upon the environment.*

- ◆ *Practical Application. The tourism industry should work in cooperation with the NH Office of State Planning's Cultural and Scenic Byway Program to develop interpretive signs/exhibits, as well as to make maps of seacoast tourist attractions more available.*

- *The sample of visitors to the Corridor do not think that removing controls on alcohol or providing more nightlife will improve the Corridor.*

<u>Extremely Important Activities/Programs</u>	<u>Percentage</u>
• Garbage collection at beaches	37
• Reducing shoreline erosion	35
• Wildlife habitat protection programs	33
<u>Very Important Activities/Programs</u>	
• Adequate level of law enforcement	31
• Protection and restoration of cultural landmarks	31
• Well-designed/adequate parking lots	30
<u>Important Activities/Programs</u>	
• Availability of maps of the Seacoast attractions	38
• Interpretive signs and exhibits	38
• Better information on Corridor traffic	37
<u>Somewhat Important Activities/Programs</u>	
• Limiting the number of people visiting the Corridor	30
• Shopping facilities	29
• Opening shellfish beds	29
<u>Not Important Activities/Programs</u>	
• Removing controls on alcohol	66
• More nightlife and entertainment	47
• Limiting the number of people visiting the Corridor	41

Table 5. Development and Management Priorities.

■ **Policy Implications.** *A vast majority of the waste collected at NH beaches is recyclable or compostable. The state should consider contracting with a local waste management firm to provide and maintain recycling bins at the state beach parking lots.*

◆ **Practical Application.** *This data identifies the need for interpretive signs and displays. Possible topics for these displays would include an explanation of the state's carry-out policy and/or the importance of salt marshes to coastal ecology.*

■ **Policy Implications.** *There is little or no support for removing controls on alcohol consumption of the beach.*

● *There are a number of significant differences between the three subsamples across the various management and development options.*

■ **Policy Implications.** *If it is a goal of Corridor improvement to be responsive to the interests and concerns of NH residents, then policy makers should be made aware that residents are far more likely to value a wide range of options for corridor improvement than non-residents.*

● *Holiday visitors placed a higher level of importance on well designed parking lots and removing controls on alcohol than weekday or weekend visitors.*

Table 5 (previous page) reports that the most important (e.g. 'Extremely Important') management options are environmentally related. Visitors believe that garbage collection at beaches, reducing shoreline erosion and wildlife protection programs are all extremely important to improving the Corridor. A number of improvements aimed at making visitation easier are best thought of as being very important or important to visitors. These include well-designed or adequate parking lots, availability of maps of Seacoast attractions, interpretive displays, and better information about Corridor traffic conditions.

Other options that were listed as being very important include protection and restoration of cultural landmarks, and adequate level of law enforcement. Potential improvement or management alternatives that did not score very high among visitors include: the option for more nightlife and entertainment, limiting the number of people visiting the Corridor, opening shellfish beds and shopping facilities. Finally, about two-thirds of all respondents felt that removing controls on the consumption of alcoholic beverages was not important (i.e., people support current laws). This goes hand in hand with the finding that 31% of respondents felt controlling the consumption of alcoholic beverages within the Corridor is extremely important.

### ***Comparison Between Subsamples***

Further analysis of the data suggest that New Hampshire residents show stronger support for a range of improvements in the Route 1A/1B Corridor than do Massachusetts or other New England respondents. New Hampshire residents placed a higher average level of importance on ten different options. These include:

- bike lanes adjacent to Route 1A/1B,
- adequate levels of law enforcement,
- protection and restoration of landmarks,
- beach orientated environmental education programs,
- wildlife habitat protection programs, opening up shellfish beds,
- more public restrooms,
- multiple use trails,
- limiting commercial vehicles, and
- controlling consumption of alcohol.

The second subsample dividing weekday, weekend and holiday visitors found that holiday users place a higher importance on well-designed/adequate parking lots and removing controls on alcohol consumption than did weekday and weekend visitors.

The final subsample divides visitors into those who use the 'northern' Corridor from those who use the 'southern' Corridor. The northern Corridor refers to areas north of Hampton, from Rye to Portsmouth. The southern Corridor refers to Hampton and Seabrook areas.

There are a range of differences between these two groups. Visitors to southern region of the corridor placed a higher average level of importance on 11 management options. These options included:

- well designed/adequate parking lots,
- shopping facilities,
- public transportation linking all sites within the Corridor,
- adequate levels of law enforcement,
- limiting the number of motor vehicles within the Corridor,
- more nightlife and entertainment,
- public fishing piers,
- hospitality/friendliness of people within the Corridor,
- availability of services within the Corridor,
- better information on Corridor traffic conditions, and
- garbage collection at beaches.

◆ ***Practical Application.*** This data suggests that visitors to southern region of the corridor think that quality of tourist experience within the corridor can be elevated by enhancing the tourism infrastructure (i.e., parking, services, law enforcement, etc.).

■ ***Policy Implications.*** This data suggests that visitors to the northern and southern portions of the corridor see corridor enhancement initiatives very differently. Development plans and policies should reflect these different perspectives.

● This subsection provides a preliminary understanding of potential demand for a variety of services and facilities.

● Nearly 20 percent of the sample of visitors indicated that they would use a bike lane adjacent to NH Route 1A/1B more than five times a year.

● There is substantial demand for staffed visitor information centers.

Conversely, the visitors to the sample sites in the northern region felt that 'bike lanes adjacent to Route 1A/1B' and 'self-guided trails into salt marshes' were more important than the visitors to the southern region.

### ***Corridor Enhancement Initiatives***

This subsection summarizes the expected use for a variety of different initiatives. It provides information on the extent to which visitors will use a variety of services and amenities over the course of the next year. A series of questions asked the sample of visitors to evaluate a listing of 32 services or facilities in terms of the likelihood that they will utilize each of them. This information will provide a better understanding of the types of offerings that would make visits to the Corridor more enjoyable. Again, the results to this question are interpreted through an examination of the amenity, service, and program developments which received the greatest proportion of responses across the four categories of intentions to use the identified service. The four categories of intentions were: 'never', '1-2 times', '3-5 times' and 'more than 5 times'.

Table 6 summarizes the top three responses for each of the four categories. Over half of the visitors surveyed indicated that they expected to stop at an ice cream shop at least 3 times per year. Others service with potentially high demand were "bike lanes", "fee parking with shuttles to beaches". "Special events" and "outdoor theater facilities" would also be popular attractions for visitors. "Staffed information centers" and historical tours such as "historic home/site tours" and "guided walking tours" would be visited at least once or twice by over half of visitors to the Corridor. Initiatives not receiving much support include homestays within the Seacoast area, "equipment rentals", "public boat landings", "fitness centers" and a "passenger ferry from Odiorne to Portsmouth". However, it is important to remember that even though a majority of visitors indicated that they would not use these services, a substantial portion of the sample of visitor would at least try the offering.



## EXPECTED USE PER YEAR

<u>More than Five Times</u>	<u>Percentage</u>
• Ice cream shops	24
• Bike lane adjacent to Route 1A/1B	18
• Fee parking areas with shuttles to beach	12
<u>Three to Five Times</u>	
• Ice cream shops	29
• Special events (e.g. festivals)	21
• Outdoor amphitheater	19
<u>One to 1-2 Times</u>	
• Information centers (staffed)	60
• Historic home/site tours	60
• Guided walking tour of historic areas	57
<u>Would Not Use</u>	
• Homestays within seacoast area	83
• Equipment rental (surfboards, beach chairs etc.)	80
• Public boat landings	76

Table 6. Corridor Enhancement Initiatives.

### *Comparisons between Subsamples*

There are a number of differences between subsamples. Visitors from New Hampshire are more likely to participate in competitive events than visitors from Massachusetts and other New England states. Also people from New Hampshire and other New England states are more apt to visit bird and wildlife observation towers than visitors from Massachusetts. Visitors from New England states outside of Massachusetts or New Hampshire are also more likely to use tour services and take day trips around the area such as historic home/site tours, homestays, excursions on working fishing vessels and working day trips on lobster boats, guided driving tours, self guided walking tours and seabird tours. However, people outside of New Hampshire and Massachusetts are less likely to go to outdoor amphitheatres and ice cream shops. Visitors from Massachusetts are most likely to visit ice cream shops but less likely to visit historic home/site tours, bird/wildlife scenic observation towers and go on excursions on lobster boats or working fishing vessels.

Considering the “day of week” subsample, weekend visitors would use public boat landings more often than holiday and weekday users. Holiday users would be less likely to go on working fishing vessels or lobster boats than visitors on weekends or weekdays.

◆ **Practical Application.** *This data can be used by existing businesses in the Corridor to evaluate potential visitor demand for new products or services.*

■ **Policy Implications.** *This data suggests that there is sufficient demand to warrant the establishment of staffed and unstaffed visitors centers.*

○ **Research Needs:** *Further analysis of this data should attempt to develop a profile of the potential users of these services or facilities. This profile could then combined with other marketing data to provide an estimate total potential demand for these services.*

◆ **Practical Application.** *This information can be used in the development of “attribute specific” marketing programs targeting a particular market.*

■ **Policy Implications.** *The many statistically significant differences between the “state of home residence” variable serves to re-enforce the importance of considering who the potential users are when contemplating various corridor enhancement initiatives.*

Visitors to the 'southern' Corridor in Seabrook and Hampton are more apt to visit ice cream shops, ocean view resorts, outdoor amphitheaters, fitness centers, and information centers. Conversely, visitors from Rye to Portsmouth are more likely to go on historic homesite tours and use bird/wildlife observation towers than visitors to Seabrook and Hampton areas.

## ISSUES AND CONCERNS

This section provides a better understanding of the sample of visitor attitudes towards various funding issues and management concerns with the New Hampshire Route 1A/1B Scenic Corridor.

- *This section highlights some the visitor opinions about various funding and management concerns within the corridor.*

- *There was strong support for the allocation of a greater portion of the NH state budget for the protection coastal resources.*

- ◆ *Practical Application. The Division of Park and Recreation Resources should provide the opportunity of visitors to donate money to beach protection. For example, a display on coastal erosion with a donation tube at near the restrooms at state park beaches.*

- *Policy Implications. This data suggest that visitors to would be willing to pay higher parking fees if they were assured that the money is allocated to the protection of coastal resources.*

- *Research Needs: Further analysis of this data should attempt to develop a profile of the visitors who are willing to make support the protection of coastal resources. This information when available could be used to develop a fund raising program for the protection of coastal resources.*

- *Visitors to the corridor are generally very satisfied with their experience.*

### *Funding Issues*

This subsection provides some insights into the sample of visitors preferences regarding a variety of methods for funding coastal protection and improvements. Table 7 provides the results from a component of the questionnaire that asked the sample of visitors the extent that they agreed or disagreed with a set of statements focused on how to fund improvements within the Corridor and the need for State of New Hampshire to fund resource protection within the Corridor. Overall, visitors feel the State of New Hampshire should allot more funding to protect coastal resources. About a one-third of the visitors stated they would be willing to pay higher parking fees to protect resources or to fund the provision of more biking opportunities. Visitors are even more willing to contribute small donations toward beach protection.

Funding Issues	Disagree	Unsure	Agree
I would be willing to give a small donation (\$5) to a beach side cash box for beach protection.	28%	31%	41%
The State of New Hampshire should allot more funding for the protection of coastal resources.	6%	26%	68%
I would be willing to pay higher parking fees if the money was allocated to the protection of coastal resources.	38%	31%	31%
I would pay higher parking fees if I knew that the money was directed to building bike trails along Rte. 1A/1B.	37%	31%	32%

Table 7. Funding Corridor Protection and Enhancements .

Table 8 below provides an overview of visitor attitudes toward a range of characteristics found within the Corridor. Overall, visitors appear satisfied with the natural environment, level of services and courtesy of other people within the Corridor. There is also support for carry in/carry out trash collection at state park beaches and for improving the availability of Corridor maps. These results are consistent with those that were reported in earlier sections.

- *Visitors have mixed opinions regarding both the quantity and quality of restroom facilities within the corridor.*

- ◆ ***Practical Application.*** *There is a need for more maps of the NH Route 1A/1B Corridor.*

- *The sample of visitors were generally very pleased with the scenery within the corridor.*

- ***Policy Implications.*** *Many of the visitors are unsure whether or not there is a problem with air quality within the corridor. This finding, combined with the need to reduce traffic congestion, suggests the importance of educational programs focused on "air quality".*

- ***Policy Implications.*** *The State or regions need to provide both the opportunities for visitors to take public transportation and the incentives for them to leave their car at home.*

- ◆ ***Practical Application.*** *Nearly 30% of the sampled visitors indicated that they were willing to take public transportation. These people need to be made aware of public transportation alternatives.*

- ***Research Needs:*** *There is a need for a research project that considers both the incentives and restrictions necessary to convince people they are better off taking public transportation.*

Characteristics of Route 1A/1B Corridor	Disagree	Unsure	Agree
I encountered discourteous people while visiting the Route 1A/1B Corridor.	75%	17%	8%
Air quality is a problem in the Corridor.	47%	44%	9%
Both the quality and quantity of restroom facilities along the Corridor are adequate.	42%	26%	32%
I was very pleased with the scenery	3%	5%	92%
I wish that there were more food and lodging available along the Corridor.	44%	38%	18%
I support a "carry in / carry out" trash collection policy at state park beaches.	16%	8%	76%
I am pleased with the current level of recreational opportunities along the Corridor.	8%	26%	66%
Overall, there are adequate signs/information along the Corridor.	15%	24%	62%
Complementary Corridor maps would assist me in determining where to travel within the Corridor.	8%	27%	65%
I thought the natural resources within the Corridor were in good condition.	4%	23%	73%

Table 8. Characteristics of Route 1A/1B Corridor.

Table 9 summarizes the attitudes and opinions of Corridor visitors toward transportation related issues. Many of the statements deal specifically with public transportation and traffic congestion. About half of respondents feel that there is too much traffic within the Corridor, and about 60% of respondents would like to see less. A somewhat smaller percentage would be willing to use different forms of public transportation. About 30% of visitors would be willing to take public transportation, and only 25% feel that public transportation would make visiting the Corridor more difficult. Shuttle systems received a little more support, with over a third (35%) of respondents agreeing they would use a system if available.

Transportation Issues	Disagree	Unsure	Agree
Motor vehicles are the primary source of air pollution.	13%	29%	58%
I would be willing to take public transportation instead of traveling by car.	50%	21%	29%
The amount of traffic in the Corridor bothered me.	36%	32%	32%
Using public transportation would make visiting the Corridor more difficult.	23%	32%	35%
Traffic congestion is a problem along the Corridor.	20%	31%	49%
I would use a shuttle system (i.e. park & ride) to the Corridor if this service was available.	40%	25%	35%
I believe more people should use public transportation when traveling within the Corridor.	23%	45%	32%
I wish there was less traffic in the Corridor.	6%	33%	61%

Table 9. Transportation Issues and Concerns.

## *Comparisons between Subsamples*

- *Massachusetts residents are the most likely to agree that traffic is a problem in the corridor and they would enjoy their experience more if there was less traffic. They are also the least likely to think that public transportation is necessary, and the least likely to use public transportation when it is available.*
- *Practical Application There is a need to educate visitors on the importance of reducing the number of passenger vehicles in the Corridor. These education programs should be directed at Massachusetts residents.*
- *Holiday visitors are the most likely to be impacted by the social and environmental conditions of the Corridor.*
- *Policy Implications. Visitors to the attractions located in the northern section of the corridor are the most willing to use public transportation and they are the most supportive of parking fee increases to protect the environment. The Division of Parks and Recreation should consider the differences between visitors to northern and southern portions of the corridor when changing policies or developing new programs.*

Test of statistical significance (one-way analysis of variance) for differences in mean scores on the measures of critical issues and concerns between New Hampshire, Massachusetts, and “Other New England” visitors found that “Other New England” visitors tend to be more willing to support public transportation yet they do not think that traffic congestion is as much of a problem as Massachusetts and New Hampshire visitors. “Other New England” visitors also placed a stronger importance on the need for complementary Corridor maps and believe Corridor signs and information were not as adequate as did Massachusetts and New Hampshire visitors. Massachusetts visitors agreed most strongly that traffic is a problem and that they would like to see less. However, they are least likely to agree that public transportation is necessary and are the least willing to use public transportation.

In testing for differences between weekday, weekend, and holiday users, those visiting the Corridor on a holiday had the most problems with traffic congestion and encounters with discourteous people. Holiday visitors also had lower opinions about the conditions of natural resources within the Corridor than weekday and weekend users. Weekday users had the highest opinion of natural resource conditions and are most likely to support a carry in / carry out trash collection policy.

The final subsample examines potential differences between visitors who go to the ‘southern’ Corridor which includes Hampton and Seabrook, and those who visit the ‘northern’ Corridor from Rye to Portsmouth. Hampton and Seabrook visitors tended to experience more problems with discourteous people, traffic congestion, and air quality. Visitors farther north (e.g. Rye to Portsmouth) scored higher in their willingness to take public transportation, pay higher parking fees to protect coastal resources, and support carry in / carry out trash collection. These visitors were also more pleased with the scenery and felt that the natural resources were in better condition. Finally, ‘northern’ visitors tend to enjoy their visit to the Corridor more than the ‘southern’ visitors (though both groups have high average scores) and are less likely to be disappointed with some aspect of their trip.

## **SUMMARY**

A number of policy implications, practical applications, and research needs have been drawn from the findings and are noted in the left column of the report. In way of review, the specific purpose of this study was to collect the baseline information necessary to facilitate a complimentary relationship between coastal resource capacity and the demands and preferences of visitors to the NH Route 1A/1B Corridor. The data summarized in this report were collected through three primary components. The three components were an inventory of tourism resources, an on-site personal interview (n=1,807), and a mail survey (n=620) of the participants of the on-site personal interview.

The sampling and response rates were determined adequate to provide an understanding of the visitors to the Corridor. The participants in the study were generally middle aged, college educated, had a total family income of slightly over \$45,000 a year, were more likely to be female than male, and were more likely to reside in New Hampshire.

The tourism inventory identified 54 lodging properties adjacent to NH Route 1A/1B. These properties had over 2000 total rooms. Thirty-five restaurants adjacent to NH Route 1A/1B were included in the inventory. A total of 65 tourist attractions were inventoried within a 1 mile radius of the NH Route 1A/1. A preliminary examination of the inventory suggest that there may be a need for additional year-round full-service resorts (e.g., indoor pool, lounge, restaurants). There may also be a need for existing restaurants to expand banquet facilities. Lodging and dining facilities within the corridor also need to expand the extent to which they are handicap accessible. The inventory of tourist attractions suggest that scenic beauty is an important component of most coastal tourist attractions. A need for a more comprehensive inventory of tourist attractions within a five mile radius of the Corridor and a on-site visitor satisfaction survey was identified as a research need.

The results of the visitor survey suggest that nearly 42 percent of the respondents have changed their behavior or the amount they visit the corridor as a result of problems associated with traffic congestion. The most common response to traffic congestion was to visit the corridor during the week instead of on a weekend. The visitors gave the corridor's tourist attractions the highest "grades" for *safety and security* and *site appearance*. The corridor's attractions received the lowest "grades" for *traffic congestion in reaching the site* and the *lack of youth orientated activities*. The survey suggests that the visitors come to the corridor to be near the ocean with their family, to enjoy recreation opportunities and to observe the scenic beauty of the region. Most of the visitors learned about the corridor from their family and/or friends. The visitors identified the activities and programs that protect or enhance coastal resources as some of the highest management priorities. The visitors also expressed a willingness to the support these initiatives through increased parking fees and donations.

In conclusion, this research provides insights into the characteristics, behaviors and management preferences of visitors to the NH Route 1A/1B Corridor. The results contained in this report serve to stress the importance of the environment to the "tourism experience" within the Corridor. The visitors expressed considerable support for a wide range of environmental enhancement and protection initiatives. The results also serve to highlight some of the potential impacts that traffic congestion and lack of parking represent to this sample of visitors to NH Route 1A/1B Corridor. Overall, there is a need for a number of education initiatives. First and foremost the public needs to understand the link between their behaviors and the many threats to the integrity of NH coastal resources (i.e., traffic congestion, inappropriate development, air pollution, etc.).

This report serves to confirm, an introductory statement that the single most critical issue facing the NH Route 1A/1B Corridor is not one of achieving growth, but one of achieving quality that is consistent with sustaining natural, cultural, and social resources. The results from this report will be made available to planners, policy makers and business leaders. UNH graduate and undergraduate students will also present a summary of these results at various locations throughout the Corridor.

**1** Dr. Robert A. Robertson is Coordinator of the Tourism Planning and Development Program in the Department of Resource Economics and Development at the University of New Hampshire, 310 James Hall, Durham, NH 03824 (603)862-1700; FAX (603) 862-0208.

e-mail: [robertr@christa.unh.edu](mailto:robertr@christa.unh.edu)

# Restaurants

## Along the Route 1A/1B Scenic Corridor

NAME	Town	Appearance	# OF SEATS	Smoking Area	Meals Served	Children's Menu	Average Price	Meth. of Payment	Quality of Food	Variety	Liquor License	Entertainment	Parking	Handicapp Access	Dates open	Banquet Halls	Open Air Deck	View
BG's Boat House	NC	***	125	S/NS	L/D	X	\$\$\$\$	MC/V	***	S/LF	X	X	X	X	YR		X	H
Carriage House	Rye	****		S/NS	D		\$\$\$	MC/V/C	***	F	X	X	X	X	YR			B/O
Ceal's Clam Stand	Sbk	*	N/A	S/NS	L/D		\$\$\$	C	N/A	S/B/LF	X		X	X	May-Oct		X	
Golden Bowl Express	H	*	N/A	S/NS	L/D		\$\$\$	MC/V	N/A	Chinese			X		YR			B/O
Guido Murphy's	H	***	N/A	S/NS	L/D		\$\$\$\$	MC/V/C	N/A	B/C/P/LF	X	X	X	X	May-Oct			B/O
Harbor Master	Rye	***	125	S/NS	L/D	X	\$\$\$	MC/V/CH/C	***	S	X	X	X	X	Apr-Oct		X	B/O
Hudson's Resturant	H	***	N/A	S/NS	L/D		N/A	MC/V/C	N/A	S/B/C/P/LF	X		X		May-Oct			
Ice House	NC	**	30	NS	L/D	X	\$\$\$	C	**	S			X		Apr-Oct		X	L
J. J.'s Marshview Rest. & Bakery	Sbk	***	N/A	S/NS	B/L/D		N/A	MC/V/C	N/A	LF	X		X		May-Oct			
Joseph's at Rye Harbor	Rye	****	N/A	N/A	D	N/A	N/A	N/A	N/A	S/B/C/P/LF	X	X	X	X	YR	N/A		H
Little Jack's Seafood Resturant	H	****	N/A	S/NS	L/D	X	N/A	MC/V/C	N/A	S/B/C	X		X	X	YR			
Lorezo's Clam Stand/Bar	N H	***	N/A	S/NS	L/D		N/A	MC/V	N/A	LF			X		May-Oct		X	
Lupo's Resturant Grille	H	***	N/A	S/NS	L/D		N/A	MC/V/C	N/A	S/B	X	X	X		YR		X	B/O
Mama Leone	H	***	N/A	S/NS	L/D	X	\$\$\$\$	MC/V/C	***	B/C/P	X	X	X		May-Oct			B/O
McDonald's	H	***	35	NS	B/L	X	\$\$\$	C	***	B/C/LF			X	X	YR			B/O
Mr. India	P	***	N/A	S/NS	L/D		N/A	MC/V/C	***	India	X		X		YR			
Petey's Summer Time Seafood	P	***	47	NS	L/D		\$\$\$	MC/V/C	***	S/LF			X		May-Oct		X	H
Ponte Vecchio	NC	****	120	NS	L/D	N/A	\$\$\$\$	MC/V	***	S/P/LF	X		Valet		YR		X	B/O
Poore Steve's	Sbk	***	N/A	S/NS	B/L/D		\$\$\$	MC/V/C	N/A	S/B/LF			X	X	May-Oct		X	
Ray's Seafood Resturant	Rye	***	N/A	S/NS	L/D	X	N/A	MC/V/C	***	S	X		X	X	YR		X	Rocky
Ron's Landing	H	****	N/A	S/NS	L/D		N/A	MC/V/C	***	S/B/C/P/LF	X	X	X	X	YR	X		B/O
Round Rock Resturant	Sbk	***	65	S/NS	L/D		\$\$\$\$	MC/V/C	***	S/B/C	X		X		YR			
Saunders at Rye Harbor	Rye	****	N/A	N/A	L/D		\$\$\$\$	MC/V/C	N/A	S/B	X	X	X	X	YR	N/A	N/A	O/H
Sea Ketch	H	***	N/A	S/NS	B/L	N/A	N/A	MC/V/C	N/A	S/B/C	X	X	X		YR		X	B/O
Stanwood	H	***	N/A	S/NS	L/D		N/A	MC/V/C	N/A	S/B/LF/Icc			X		YR			B/O
The Blarney Stone	H	*	N/A	S/NS	B/L/D		N/A	MC/V/C	N/A	S/B/C/P/LF	X	X	X		YR			
The Donut & Deli	H	*	N/A	N/A	B	X	\$\$	C	N/A	Lunch					YR			B/O
The Golden Egg	P	***	50	NS	B/L	N/A	\$\$\$	C/CH	***	S/B/C/P/LF			X	X	YR		no	H
The Old Salt	H	****	N/A	S/NS	L/D	X	\$\$\$	MC/V	****	S/B/C/P/LF	X	X	X	X	YR		X	B/O
The Pirate's Cove	Rye	****	N/A	S/NS	L/D		N/A	MC/V/C	***	S/B/C	X	X	X	X	YR			B/O
The Purple Urchin	H	****	75	S/NS	L/D			MC/V/C	****	N/A	X		X		May-Oct		X	B/O
The Sand Box	Sbk	*	N/A	S/NS	L/D	X	\$\$	C	N/A	Sand/Ice			X		May-Oct		X	
Tom Thumb Dairy Bar	H	****	N/A	S/NS	L/D		N/A	MC/V/C	N/A	S/B/ICE					May-Oct			B/O
Wentworth Resturant	NC	****	50	S/NS	B/L	N/A	\$\$\$\$	MC/V	****	S/B/C/P/LF	X	X	X		Apr-Oct		X	BO/H/L
Whale's Tale	H	*	N/A	S/NS	L/D		N/A	MC/V	N/A	S/B/C/LF	X		X	X	N/A			B/O

### Keys:

<b>Town</b>	<b>Appearance/Quality</b>	<b>Smoking Area</b>	<b>Meals Served</b>	<b>Fees</b>
P : Portsmouth	* : Poor	S : Smoking	B : Breakfast	Free = Free
R : Rye	** : Fair	NS : Non smoking	L : Lunch	\$ = up to \$2
NC : New Castle	*** : Good		D : Dinner	\$\$ = \$2-\$5
Sbk : Seabrook	**** : Excellent			\$\$\$ = \$5-\$10
H : Hampton				\$\$\$\$ = \$10-\$15
N Hm : North Hampton				\$\$\$\$\$ = over \$15
<b>Payment</b>	<b>Variety</b>	<b>View</b>		
C : Cash	S : Seafood	B : Beach		
CH : Check	B : Beef	O : Ocean		
MC : Master Card	C : Chicken	H : Harbour		
V : VISA	P : Pasta	L : Landscape		
	LF : Lighter Fare			
	Ice : Ice Cream			

# Lodging

## Within a one mile radius of Route 1A/1B Scenic Corridor

Name	Type	Town	Appearance	View	# of Rooms	Smoking	Cost	Features	Restaurant	Dates Open	Parking	Handicapp Assessable	Organizations
Aegean Motel	M	H	*	B/O	20	S/NS	N/A	OP, TV, K, A/C		May-Oct	X		
Ashworth	H	H	****	B/O	750	S/NS	\$\$\$	TV, A/C, R	X	YR	X	X	
Atlantic Four Winds	C	Rye	**		13	S/NS	\$	OP, TV, K		Apr-Oct	X		
Atlantic Shores	M	H	****	B/O	17	S/NS	N/A	N/A		YR	X	X	AAA
Bailey's Beach Resort	H	H	****	B/O	20	S/NS	\$\$\$\$	OP, K, A/C		YR	X	X	
Blue Haven Motel	M	H	*	B/O	12	S/NS	N/A	N/A			X		
Breaks by the Sea	M	H	***	B/O	20	S/NS	\$\$\$	TV, K, CB, A/C		YR	X	X	AAA
Coastview Condos	CD	H	****	B/O	N/A	S/NS	N/A	N/A		YR	X	X	
Crown Colony Motel	M	Rye	***	B/O	15	S/NS	N/A	TV		YR	X		
Drift Motel	M	H	*		40	S/NS	\$	OP, RF, K, TV, A/C, CB		YR	X		
Dunes Motel	M	Rye	*	B/O	30	S/NS	N/A	OP		YR	X		
Governors House B & B	BB	P	****	L	5	NS	\$\$\$\$	TC, B		YR	X		CT, F
Grand View	C	H	****	B/O	30	S/NS	N/A	K		May-Oct	X		
Green Briar	M	H	***	B/O	25	S/NS	N/A	N/A		May-Oct	X		
Hampton House	H	H	****	B/O	60	S/NS	N/A	RF, TV, A/C		YR	X		
Harris Sea Ranch Motel	M	H	*	B/O	14	S/NS	\$	N/A		May-Oct	X		
Hillcrest Inn	I	H	***	B/O	40	S/NS	N/A	OP, IP, TV, M, RF		May-Oct	X		
Hollywood Motel	M	H	*	B/O	30	S/NS	N/A	N/A		May-Oct	X		
Hoyt's Lodge	C	Rye	**	B/O	10	S/NS	\$	RF, K		May-Oct	X		
Jonathan's Motel	M	H	***	B/O	50	S/NS	N/A	M, K, TV, A/C, MW		YR	X		AAA
Kentville	H	H	***	B/O	40	S/NS	N/A	RF, R, B, TV, A/C		YR	X		
La Brec Rouge	I	H	****	B/O	20	N/A	N/A	TV	X	YR	X		
Maritime Motel	M	H	*	B/O	22	S/NS	N/A			May-Oct	X		
McQuirle's Ocean View	H	H	****	B/O	10	S/NS	N/A	TV	X	YR	X		
Mirra's Snug Harbor Cabin	C	Rye	***	B/O	16	S/NS	N/A	R		May-Oct	X		
Motel	M	H	****	B/O	50	S/NS	N/A	OP		YR	X	X	
Moulton Motel	M	H	*	B/O	20	S/NS	N/A	K, TV, A/C		YR	X		
Ocean Aire	C	H	*	B/O	6	S/NS	N/A	N/A		May-Oct	X		
Ocean Crest Inn/Motel	M	H	***	B/O	20	S/NS	N/A	N/A		YR	X		
Oceanside Hotel	H	H	***	B/O	20	S/NS	N/A			YR			
Pebble Motel	M	Rye	**	B/O	10	NS	\$\$\$	OP, TV, K		Apr-Oct	X		
Pelham	M	H	***	B/O	42	S/NS	N/A	OP, TV, A/C, K		YR	X		
Puritan	I	H	**	B/O	60	S/NS	N/A	TV, AC		May-Oct	X		
Rivera Motor Inn	M	H	***	B/O	30	S/NS	N/A	TV		YR	X		
Rock Ledge B & B	BB	Rye	***	B/O	20	S/NS	N/A	N/A		YR	X		
Rye Harbor Motel	M	Rye	*	H	20	S/NS	N/A	N/A		May-Oct	X		
Sea Castle Motel	M	H	*	B/O	20	S/NS	N/A	N/A		May-Oct	X		
Sea Sprial Motel Suites	M	H	***	B/O	120	S/NS	N/A	RF, TV, MW		YR	X		
Sea Squire Motor Lodge	M	H	***		8	S/NS	N/A	N/A		YR	X		



# Lodging

Within a one mile radius of Route 1A/1B Scenic Corridor

Name	Type	Town	Appearance	View	# of Rooms	Smoking	Cost	Features	Restaurant	Dates Open	Parking	Handicapp Assessable	Organizations
Seafarer	M	Rye	***		23	S/NS	N/A	N/A		May-Oct	X	X	
Seaside Village	M	H	*	B/O	20	S/NS	N/A	K, TV		May-Oct	X		
Seven Gables	H	H	****	B/O	25	S/NS	N/A	TV		May-Oct	X		
Springfield Motor Lodge	M	H	*	B/O	37	S/NS	N/A	RF, T, A/C, TV, R		May-Oct	X		
Sun and Surf Motel	M	H	**		20	S/NS	\$	OP, K, A/C, TV		YR	X		
Surf Motel	H	H	***	B/O	N/A	S/NS	N/A	RF, K, TV, A/C		May-Oct	X		
Surfview Apartments	A	H	*	B/O	10	S/NS	N/A	N/A		YR	X		
The Beach View	M	H	***	B/O	40	S/NS	N/A	K, TV, A/C		YR	X		
The Inn at the Plaiice Cove	M	H	****	B/O	24	S/NS	\$\$\$	TV		YR	X	X	
The Shirley By the Sea	M	H	**	B/O	10	S/NS	N/A	K		May-Oct	X		
Voyager Motor Lodge	M	H	**		8	S/NS	N/A	TV, M		YR	X		
Wallis Sands Place	C	Rye	***		10	S/NS	N/A	R		May-Oct	X		
Wave Motel	M	H	*		20	S/NS	\$	N/A		YR	X		AAA
Windjammin Motel	M	H	***	B/O	60	S/NS	\$\$	OP, A/C		YR	X	X	
Ye Colonial Inn	I	H	***	B/O	10	S/NS	N/A	TV	X	YR	X		

## KEYS

<b>Type:</b>	<b>Town</b>	<b>Appearance</b>	<b>View</b>
M : Motel	H : Hampton	* : Fair	B : Beach
H : Hotel	N. Hm : North Hampton	** : Poor	O : Ocean
BB: Bed and Breakfast	P: Portsmouth	*** : Good	L : Landscape
C: Cottage	Rye : Rye	**** : Excellent	H : Harbour
I : Inn			
A: Apartment			
CD: Condos			
<b>Features:</b>	<b>Smoking</b>	<b>Organizations:</b>	
M : Movies	S : Smoking	AAA : American Automobiles Association	
OP/IP: Outdoor Pool/Indoor Pool	NS : Non-smoking	F : Fodors	
L: Laundry			
RF: Refrigerator			
R: Radio			
P: Pets			
CB/B : Continental Breakfast/Breakfast			
K : Kitchenette			
E : Exercise Room			
MW: Microwave			
A/C : Air Conditioning			

# Attractions

Within a mile radius of Route 1A/1B Scenic Corridor

Name	Attraction	Town	Owner	Season	Signage	Restrooms	Handicapp Restrooms	Kiosk	Public Telephone	Fee	First Aid	Trash Receptacles	# of Employees	Parking	Food	Type	Gifts	Guides	Equipment	Overall Appearance	Conference
"Ragged Beck" Picnic Area	S	Rye	PU	May-Sept	X	X	X	X		Free			X							***	X
1st Overlook heading South	S	Rye	PU	YR						Free			X							**	
2nd Overlook heading South	S	Rye	PU	YR	X					Free	X		X							**	
3rd Overlook heading South	S	Rye	PU	YR	X					Free	X		X							**	
4th Overlook heading South	S	Rye	PU	YR	X					Free	X		X							**	
5th Overlook heading South	S	Rye	PU	YR	X					Free	X		X							**	
6th Overlook heading South	S	Rye	PU	YR	X					Free	X		X							***	
7th Overlook heading South	S	Rye	PU	YR	X					Free	X		X							*	
Bow Street Fair	FES	P	PU	July		N/A	N/A	N/A	N/A	Free	N/A	X	N/A	X	X	Snacks	X			****	
Childrens Museum	E	P	PR	YR	X	X	X	X		\$5	X	X	53	X		N/A		X		***	X
Chili Cook Off	FES	P	PU	Oct		N/A	N/A	N/A	N/A	\$	N/A	X	N/A	X	X	Chili				****	
Chowder Festival	FES	P	PU	June		N/A	N/A	N/A	N/A			X	N/A	X	X	Chowder				****	
Eastman Docks	R	Sbk	PR	YR		X	X						30	X	X	Rest		X	X	*	X
Farmer's Market	FES	P	PR	Sat, SUM		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X	X	Veg				****	
Fort Deaborn - Ordnone	S/R	Rye	N/A	May-Sept	X	X	X	X		\$5				X		N/A				***	X
Ft. Constitution USCG Station	H	NC	PU	YR		X	X			Free				X		N/A				**	X
FT. Stark Historic Site	S/H	NC	PU	SUM	X	X	X						State	X		N/A				*	
Fuller Gardens	S	N.Hm	PR	mid May	X	X		X		\$55	X		40	X	X	Vending	X				
Great Island Common	S/R	NC	PU	YR	X	X	X	X	X	\$			Town	X		N/A				***	X
Hampton Beach Casino	C	H	PR	May-Sept	X	X	X	X	X	\$5		X	250	X	X	Rest	X	X		*	
Hampton Beach State RV Park	S/R	H	PU	May-Sept	X	X	X	X	X		X			X	X	Snacks	X			***	X
Hampton Beach State Park	C/S/R	H	PU	Jun-Sept	X	X	X	X	X	Free	X	X	11	X	X	Vending		X		**	
Hampton Playhouse	C	H	PR	Jun-Sept	X	X	X	X	X	\$\$\$\$\$	X	X	50	X	X	Vending				***	X
Harbour Place Walkway	S	P	PU	YR		N/A	N/A	N/A	N/A	N/A	N/A	N/A	X							****	
Jenness State Beach	S/R	Rye	PU	May-Sept	X	X	X				X							X		***	N/A
Marine Life & Coastal Mgt. Zone	E	Rye	PR/PU	YR	X	X	X	X	X	\$	X		11	X	X	Vending	X	X		****	X
Market Square Day	FES	P	PU	2nd wk Jun		X			X	Free		X		X	X	Snacks	X			****	
Mikes Marina	R	NC	PR	May-Oct	X								1	X		N/A		X		*	N/A
Music Hall	H	P	PR	YR		X	X		X	\$5		X		X	X	Vending				****	
North Hampton State Park	S/R	N.Hm	PU	May-Sept	X	X	X			Free				X						*	
NH Divison State Parks	S/H/R	Rye	PU	YR						\$			125	X							
NH Marine Memorial	S/C/H	H	PU	YR	X	X	X			Free				X						***	
NH Seacoast Campground	R	Sbk	PR	May-Sept	X	X	X	X	X	\$\$\$	X		4	X	X	Vending				***	X
NH State Pier	R	H	PU	YR	X	X	X	X	X	Free	X	X	28	X	X	Vending	X	X	X	***	X
NH State Port Authority	R	P	PR	SUM	X	X			X	\$\$\$	X			X	X	Snacks		X		****	
North Hampton Beach	S/R	H	PU	SUM						Free				X						***	X
Pebble Stone Town Beach	S	Rye	PU	YR	X					Free				X						***	
Pierce Island	S/R	P	PU	Jun-Aug	X	X	X		X	\$		X	City	X	X	Vending				*	X
Piscataqua Gundalow Project	H	P	N/A	SUM	X	X			X	\$5	X			X	N/A	N/A				****	
Point of Graves	H	P	N/A	YR	X	N/A	N/A	N/A	N/A	Free	X	N/A	X							****	
Ports. Commercial Fishing Pier	C/S	P	PU		X	X			X		X			X		N/A			X	***	X
Portsmouth Athenaeum	H	P	N/A	YR	X	X	X			Free	X	N/A	X	N/A						****	

# Attractions

Within a mile radius of Route 1A/1B Scenic Corridor

Name	Attraction	Town	Owner	Season	Signage	Restrooms	Handicapp Restrooms	Kiosk	Public Telephone	Fee	First Aid	Trash Receptacles	# of Employees	Parking	Food	Type	Gifts	Guides	Equipment	Overall Appearance	Conference	
Portsmouth Blues Festival	FES	P	N/A	Labor Day	X	X	X		X	\$\$\$		X	N/A	X	N/A	N/A	N/A				****	
Portsmouth Jazz Festival	FES	P	N/A	Sun. June	X	X	X		X	\$\$\$		X	N/A	X	N/A	N/A					****	
Portsmouth Livery Company	S/H	P	N/A	SUM						\$\$\$\$\$				X				X			****	
Prescott Park	C/S	P	PU	Jun-Aug	X	X	X	X	X	Free		X	10	X	X	Vending	X		X		****	
Prescott Park Arts Festival	FES	P	N/A	July-Aug	X	X			X	\$\$		X	N/A	X	X	Snacks					****	
Proprietous Burying Ground	H	P	PU	YR									City	Street	N/A						*	
Public Boat Launch Parking	R	Rye	PU	May-Sept	X	X		X		\$\$				X		N/A					**	X
Route 1 B Causeway to New Castle	S	NC	PU	YR										X		N/A					***	N/A
Runnymede Horse Farm	S	N.Hm	PR		X																***	
Rye harbour State Marina	S	Rye	PU		X	X	X	X	X	\$\$\$	X			X	X	Snacks		X	X		***	
Seabrook Town Beach	S/R	Sbk	PU	YR	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	***	
Seacoast Repertory Theatre	R	P	N/A	YR	X	X			X	DON		X		X	N/A	N/A					****	
Sheafe Warehouse	R	P	N/A	SUM	X	X			X	DON		X	N/A	X	N/A	N/A					****	
Strawbery Banke	E/H	P	PR		X	X	X	X	X	\$\$\$	X	X	35	X	X	Eatery	X	X			****	X
The Portsmouth Trail	H	P	N/A	May-Oct	X	X		X		\$\$			6	X		N/A	X	X			***	X
Union Chapel	C	Rye	PR	appoint										X							****	X
Wallis Sands Beach	S/R	Rye	PU	May-Sept	X	X	X	X	X	\$\$\$	X	X		X	X	Snacks	X	X	X		**	
Wentworth - Coolidge Mansion	H	P	PU	Mar-Oct	X	X	X	X		\$\$			11	X		N/A	X	X			***	X
Wentworth By the Sea	H	NC	PR	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	
Wentworth By the Sea Marina	R	NC	PR	SUM	X	X	X	X	X			X	30	X	X	Vending	X	X	X		****	X
Wentworth By the Sea Country Club	R	NC	PR	SUM	X	X			X	\$\$\$\$\$			100	X	X	Rest	X				****	X
Whaleback Light	H	NC	N/A	SUM	X					N/A				X							****	
Yankee Fish Cooperative	C/E	Sbk	PR	YR	X	N/A	N/A	X					20	X							***	

## Key

<b>Attractions:</b>	<b>Towns</b>	<b>Owner:</b>	<b>Fee</b>	<b>Appearance:</b>
C : Cultural	H : Hampton	PU : Public	Free : Free	* : Poor
S : Scenic	N Hm : North Hampton	PR : Private	\$ = up to \$2	** : Fair
E : Educational	NC : New Castle		\$\$ = \$2-\$5	*** : Good
H : Historic	P : Portsmouth		\$\$\$ = \$5-\$10	**** : Excellent
R : Recreational	Rye : Rye		\$\$\$\$ = \$10-\$15	
FES : Festival	Sbk : Seabrook		\$\$\$\$\$ = over \$15	
			DON : Donation	

# **ROUTE 1A/1B SCENIC BYWAY STUDY: Visitor Needs Assessment**

Summer, 1996

Dear Visitor to the New Hampshire Seacoast:

A few weeks ago, during a visit to the New Hampshire Seacoast, you took part in a brief survey regarding your opinions of the tourist facilities and management programs in the Routes 1A/1B Corridor. At that time, you also agreed to participate in a follow-up mail survey to share your opinions on ways in which to improve the Seacoast Corridor for visitors. We sincerely appreciate your willingness to take part in this important survey.

The most important source of information we have are people who visit and utilize the many amenities and natural resources of NH's Seacoast. You may be assured of confidentiality. We do not ask you to put your name anywhere on the questionnaire, therefore you will not be personally associated with the answers you give. When completed, please fold and place your completed questionnaire in the enclosed pre-addressed postage paid envelope and drop it in the mail.

This study involves the coordination of the research, planning and education efforts of the University of New Hampshire's Department of Resource Economics and Development, the Rockingham Planning Commission, and the NH Office of State Planning's Scenic and Cultural Byway Program, with additional grant support from the University of New Hampshire's Undesignated Gifts Program. The results of the survey will be used by Seacoast communities and planning agencies to make more informed decisions regarding the directions that should be taken in developing tourism attractions and services, and ways to improve recreational opportunities and the management of coastal resources in the Route 1A/1B Corridor.

For your information, the Route 1A/1B Scenic Byway Corridor was formally designated as a Scenic and Cultural Byway, June 29, 1994 by the Scenic and Cultural Byways Council (so authorized by the New Hampshire State Legislature in 1992). Route 1A/1B transverses New Hampshire's 18 miles of coastline from Seabrook in the south to Market Square in Portsmouth.

Thanks again for your cooperation.

Sincerely,

Dr. Rob Robertson, Coordinator  
Tourism Planning and Development Program  
Department of Resource Economics and Development  
University of New Hampshire  
310 James Hall, 56 College Road  
Durham, NH 03824-3589 (603) 862-1700

# **CORRIDOR ENHANCEMENT INITIATIVES**

Below are a number of possible initiatives which may make your visit to the NH Route 1A/1B Scenic Corridor more enjoyable. Please indicate your response for each item by checking the number of times you would use the service or facility per year.

<u>Corridor Enhancement Initiatives</u>	NEVER	1-2 times	3-5 times	More than 5 times
Information Kiosk (unstaffed)	31%	54%	11%	4%
Ice cream shops	8	38	29	24
Bike rental shops	72	22	4	3
Passenger ferry from Ordiorne to Portsmouth	50	39	9	3
Guided walking tour of historic areas	32	57	9	3
Historic home/site tours	31	60	6	3
Antique shopping area districts	47	37	12	5
Brew Pubs	53	29	13	6
Fee parking areas with shuttles to beach	47	29	12	12
Bike shuttle services (i.e. bike one-way, shuttle back)	67	18	8	8
Bicycle lane adjacent to Route 1A/1B	45	25	12	18
Ocean view resort (e.g. a restored Wentworth Hotel)	45	42	7	6
Equipment rentals (surf boards, beach chairs, etc.)	80	13	4	3
Public boat landings, marinas	76	15	5	5
Bird / wildlife scenic observation towers	33	45	13	9
Special events (e.g., festivals)	16	53	21	11
Competitive events (e.g. races, runs)	69	24	5	2
Beach cleanups	41	44	8	7
Environmental education programs at state park beaches	42	45	7	5
Park & ride services to Rte 1A/1B Corridor	57	27	10	7
Specialty Bed & Breakfasts (e.g. mystery inns)	63	29	6	2
Homestays within seacoast area (i.e. stay at homes of local residents versus a staying at a formal bed and breakfast)	83	11	3	4
Working day trips on lobster boats	62	35	2	12
Excursion on a working fishing vessel	60	36	3	2
Seabird boat tour	51	42	4	3
Public transportation linking all sites within the Corridor	49	35	10	7
Outdoor amphitheater (i.e. concerts, plays)	21	48	19	12
Coastal mansion tours	32	56	8	4
Fitness Center (aerobics, weights)	74	13	7	7
Information Centers (staffed)	24	60	13	3
Self-guided driving tours (i.e. cassette tapes)	59	33	7	3
Self-guided walking tours of historic areas	37	49	9	5
Other _____				

## HOW CAN WE IMPROVE?

We are interested in learning your opinions of ways in which to improve NH Route 1A/1B Scenic Corridor. Please look over the following list of topics. In your opinion, how important are each of the following items in improving the Route 1A/1B Scenic Corridor? (Please check (✓) one response for each statement.)

Developmental and Management Options	Not Important	Somewhat Important	Important	Very Important	Extremely Important
Availability of maps of the seacoast attractions 3.05	9%	20%	38%	21%	11%
Well-designed/adequate parking lots 3.66	4	7	34	30	26
Shopping facilities (e.g., outlet malls, Town Centers, etc.) 2.31	30	29	25	12	4
Bicycle lane adjacent to Route 1A/1B 2.98	20	18	26	18	19
Self-guided trails (boardwalks) into salt marshes 3.07	13	17	34	23	14
Public transportation linking all sites within the corridor 2.56	27	23	27	14	9
Reducing shoreline erosion 3.76	5	10	24	26	34
Adequate level of law enforcement 3.55	3	12	33	31	21
Protection and restoration of cultural landmarks 3.66	3	10	29	32	25
Beach orientated environmental education programs 3.15	9	19	36	21	15
Interpretive displays (e.g., roadside signs and exhibits) 2.89	13	22	38	17	10
Limiting the number of motor vehicles within the corridor 2.65	21	27	28	13	11
Wildlife habitat protection programs 3.63	5	14	27	21	33
Stricter land use ordinances 3.23	9	19	31	20	20
Salt marsh restoration programs 3.39	6	19	28	21	25
More nightlife and entertainment 1.94	47	26	16	7	3
Opening shellfish beds 2.18	35	29	22	10	4
Improved air quality within the Corridor 3.04	14	20	30	20	16
More public restroom facilities programs 3.43	6	15	32	25	22
Passenger ferry system linking Ordiforne to Portsmouth 2.42	32	24	21	14	8
Multiple use trails the length of the Corridor (e.g., biking, roller-blading, walking) 3.39	10	14	29	22	25
Limiting the number of commercial vehicles on Rte.1A/1B 3.30	11	16	27	21	24
Public fishing piers 2.23	20	23	32	15	10
Hospitality/friendliness of people within the Corridor 3.48	6	10	36	26	22
Controlling the consumption of alcoholic beverages within the Corridor 3.52	9	15	22	23	31
Availability of services in corridor (lodging, food, etc.) 3.19	10	15	36	25	14
Environmental protection/restoration programs 3.64	4	12	29	25	30
Better information on Corridor traffic conditions 2.91	11	24	37	17	10
Limiting the number of people visiting the Corridor 2.04	41	29	18	6	51
Garbage collection at beaches 3.75	6	8	27	21	37
Removing controls on the consumption of alcoholic beverages. 1.76	66	10	12	4	7.5

# ISSUES AND CONCERNS

Please consider the following statements. To what extent do you personally agree or disagree with each of the following statements? Please check (O) one response for each statement.

<u>Issues and Concerns</u>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I encountered discourteous people while visiting the Route 1A/1B Corridor. 2.00	34%	40%	17%	7%	1%
I thoroughly enjoyed my visit to the Corridor. 4.27	2	1	3.5	54	39
Motor vehicles are the primary source of air pollution. 3.57	3	10	29	43	15
Visiting the Corridor was worth the money I spent to visit there. 4.05	2	3	10	59	26
I would be willing to give a small donation (\$5) to a beach side cash box for beach protection. 3.12	9	19	31	33	8
NH should allot more funding for the protection of coastal resources. 3.82	2	4	26	44	24
I would be willing to take public transportation instead of traveling by car. 2.67	17	33	20	23	6
I cannot imagine a better place to visit than the NH Route 1A/1B Corridor. 3.16	5	19	38	27	11
I want to come back and visit the Corridor. 4.25	1	2	4	60	34
Air quality is a problem in the Corridor. 2.54	9	38	44	8	1
I would be willing to pay higher parking fees if the money was allocated to the protection of coastal resources. 2.85	12	26	31	26	5
The amount of traffic in the Corridor bothered me. 2.98	6	30	32	25	7
Using public transportation would make visiting the Corridor more difficult. 3.30	4	19	32	32	12
Both quality/quantity of restrooms along the Corridor are adequate. 2.83	9	32	26	29	3
I would pay higher parking fees if I knew that the money directed to building bike trails along Rte. 1A/1B. 2.91	11	26	31	24	8
I was very pleased with the scenery. 4.20	1	2	5	60	32
Traffic congestion is a problem along the Corridor. 3.41	3	17	31	33	16
I wish that there were more food and lodging available along the Corridor. 2.70	7	37	38	14	4
I support a "carry in/carry out" trash collection policy at state park beaches 3.89	5	11	8	41	34
I am pleased with current level of rec. opportunities along the Corridor. 3.65	1	7	26	55	10
I would use shuttle system (i.e. park & ride) if this service was available. 2.91	10	30	25	28	7
I believe more people should use public transportation when traveling within the Corridor. 3.09	5	18	45	25	6
Overall, there are adequate signs/information along the Corridor. 3.49	3	12	24	56	6
Complementary Corridor maps would assist me in determining where to travel within the Corridor. 3.654	2	7	27	55	10
I was disappointed with some aspects of my trip. 2.36	15	50	21	12	2
I thought the natural resources within the Corridor were in good condition. 3.74	1	3	23	66	7
I wish there was less traffic in the Corridor 3.70	2	4	33	43	18

# REASONS FOR VISITING THE CORRIDOR

People visit the NH Seacoast Region for a number of reasons. Please check (O) the statement which best indicates how important each of the following reasons were for you visit to the Corridor area.

Reasons for visiting the Corridor	Not Important	Somewhat Important	Important	Very Important	Extremely Important
To get away from family for awhile 1.36	79.2	11	6	2	1.5
To escape from urban problems and pressures 2.42	34	19	25	14	7.5
So I can spend time with my family 3.67	12	7	19	28	34
To spend time with friends 2.88	22	14	29	22	12
To observe the scenic beauty 3.94	3	4	24	34	35
To enjoy recreational opportunities along the coast 3.55	6	13	24	33	24
For the cultural/historical attractions 2.66	18	28	31	14	8
To improve my physical health 2.70	24	21	28	15	12
To explore new places 2.96	14	18	36	20	11
To have something to do in the summertime 3.20	13	12	33	24	17
To meet new people 1.80	54	23	16	5	3
To be by the beach (i.e. beach combing, swimming) 4.01	6	7	15	26	47
To get away from a lot of people (i.e. solitude, privacy) 2.53	33	19	21	15	12
To see wildlife (i.e., bird watching) 2.47	31	23	22	15	9

# SOURCES OF INFORMATION

People learn about areas and travel destinations through a variety of sources. Please check (O) the statement that best indicates how important each of the following sources are in determining your travels to the Seacoast area.

Source of Information	Not A Source	Minor Source	Primary Source	Only Source
Radio 1.57	254	33	12	0
World Wide Web 1.18	84	13	3	0
Newspapers (i.e. travel sections) 2.0	32	38	30	1
Conversations with people (i.e. word of mouth, locals) 2.53	11	26	59	3
Television advertisements 1.58	55	33	11	1
NH Office of Travel & Tourism Development "Guidebooks" 1.72	49	30	18	2
Travel books (e.g. Fodors, AAA travel books) 1.65	55	28	16	2
Brochures/ Pamphlets (Seacoast Council on Tourism Brochures) 1.96	34	38	26	2
Information Centers (chambers of commerce, rest areas, booths) 1.78	44	35	19	2
Friends / Family 2.62	11	24	57	8
Travel Magazines (i.e. Yankee Magazine) 1.48	62	29	8	1
Telephone calls (i.e. telemarketing) 1.13	90	7	3	0
Television Travel shows (i.e. Weekend Travel Update) 1.27	79	15	6	0
Other _____	8	1	3	2

N/A-86

B-1





# RECREATIONAL ACTIVITIES

Please look over the following list of activities. Please check (✓) each activity that you participated in on the visit at which we contacted you.

- |                                                                 |                              |                                                     |
|-----------------------------------------------------------------|------------------------------|-----------------------------------------------------|
| 15 Environmental education (i.e., Seacoast Science Center)      | 10 Running or jogging        | 24 Car touring of natural or historic areas         |
| 16 Outdoor Concerts (i.e., Jazz Festival, Music)                | 3 Golf                       | 1 Participating in NH Coast Week Programs           |
| 3 Indoor concerts (i.e., Hampton Beach Casino, Music Hall,      | 11 Biking                    | 69 Swimming in the Ocean                            |
| 13 Touring historic homes/buildings or visiting museums         | 52 Eating out at restaurants | 84 Walking on the beach                             |
| 17 Drinking alcoholic beverages                                 | 37 Shopping                  | 10 Playing video games in arcades                   |
| 8 Visiting amusement parks/waterslides                          | 69 Sunbathing                | 40 Collecting sea shells                            |
| 15 Sports and games (frisbee, softball volleyball)              | 6 Surfing                    | 18 Bird Watching                                    |
| 8 Attending special events/festivals (seafood feast, etc.)      | 5 Fishing from boat          | 3 Attending cultural events (i.e., plays, lectures) |
| 15 Boat Excursion (i.e., whale watching, Isle of Shoals, etc.)  | 38 Driving for pleasure      | 4 Fishing from shore                                |
| 2 Non-motorized Boating (kayaking, wind surfing, sailing, etc.) | 7 Camping                    | 5 Rollerblading                                     |
| 2 Motorized boating (power boating, jet ski, etc.)              | 7 Swimming in pools          | 7 Antique Shopping                                  |

What was the main activity (e.g. biking, swimming, sunbathing) that you and your party participated in on the day that you were contacted?  
 \_\_\_\_\_ main activity at site.

## SITE EVALUATION

Please consider the services and facilities at the site at which you were contacted. Please grade the following characteristics on the following scale: {A = Excellent, B = Good, C = Average, D = Poor, F = Unacceptable, N/A = does not apply}

<u>Site Evaluation</u>	A	B	C	D	F
Safety and Security of site 3.36	1* 50	37	11	1	0
Site Appearance (i.e. scenery, architecture) 3.29	2* 46	40	13	1	0
Restroom cleanliness and availability 2.69	27	33	26	12	3
Helpfulness of area employees 3.14	38	41	18	2	0
Condition of recreational facilities 3.06	32	45	21	2	0
Water safety (i.e. information, life guards) 3.04	38	36	19	5	1
Value for money spent 3.18	3* 43	37	17	2	1
Parking (i.e. quantity and location) 2.89	36	32	20	9	3
Friendliness of other visitors 2.98	27	47	22	25	0
Youth-oriented activities 2.60	20	39	25	13	3
Accuracy of information provided about the site 2.88	27	42	26	3	2
Congestion in reaching site (i.e. traffic) 2.25	12	25	44	13	5
Availability of food and beverage services 2.67	25	36	25	11	3

Please circle 'yes' or 'no' to each statement concerning your visit to the Rte. 1A/1B Scenic Corridor.

- 49 Yes No I visit the Corridor on the weekdays to avoid the traffic congestion on weekends.
- 25 Yes No I use the Corridor less than I used to because of traffic congestion.
- 58 Yes No I have not changed the amount I visit the Corridor.
- 25 Yes No I visit the Corridor more than I used to.
- 27 Yes No I now visit the Corridor during the off season to avoid traffic congestion.
- 31 Yes No I now visit the Corridor in the early morning to avoid afternoon traffic congestion.
- 3 Yes No I will not visit the Corridor again due to traffic congestion.
- 3 Yes No I will not use the Corridor anymore due to other reasons not related to traffic congestion.



SCENIC BYWAY ROUTE 1A/1B CORRIDOR TRAIL (on site survey)

N-1767

1. How many people are in your group? 4.22 # of people in group

1a. Did you all travel together?  No, if no how many vehicles were taken? 1-4 # vehicles  Yes

1RS = 22% N = 18%

2. Have you been to this site before?  No, go to question #3  Yes, go to question # 2a.

2a. Approximately how many visits have you made to this site? 20% = 80% 47 (total)

3. How did you get to this site?  Bike  Car/Truck  Walking/Running  Public Transportation  Other

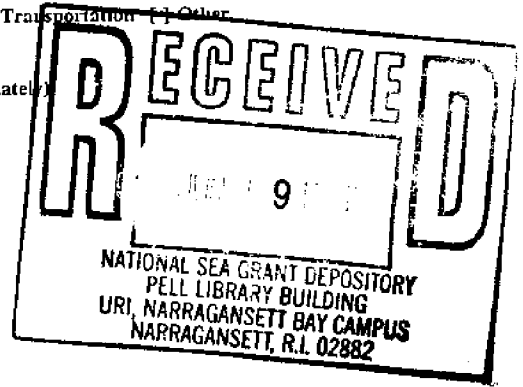
4. How many miles did you travel today to get to this site? 43 miles (approximately)

5. How long do you plan to visit this site? 6 hours

6. Is your visit to this area part of a longer stay?  No  Yes

6a. If so, how long will you be staying in this area? 16 days

6b. Where will you be staying in this area? \_\_\_\_\_



7. Have you traveled the entire length of the New Hampshire Route 1A/1B Scenic Corridor?  No  Yes (Seabrook to Portsmouth) 24 76

8. What is your reason for visiting this site today?  Vacation  Good weather  Visiting family/friends  Other \_\_\_\_\_

22% 25% 6% 47%

9. How did you hear about this place?  Brochures  Radio  Word of mouth  Other \_\_\_\_\_

6% 1% 39% 55%

10. What other places did you visit within the Route 1A/1B Corridor on your way here? \_\_\_\_\_

11. What other places do you plan to visit within the Route 1A/1B Corridor? \_\_\_\_\_

12a. If available would you use public transportation (bus, train) to reach this site?  No  Yes, go to question #12a.

66% 34%

12b. Would you use Shuttle System from a central parking facility?  No  Yes

48% 52%

12c. Would you use a Trail System from a central parking facility?  No  Yes

54% 46%

13. How satisfied are you with this visit to the NH coast?  Not satisfied  Somewhat satisfied  Satisfied  Very satisfied

14. What didn't you like about your visit? \_\_\_\_\_

15. What did you enjoy the most about your visit? \_\_\_\_\_

16. Gender:  Male  Female 17. Age: 43 years

38 62

18. Where do you presently live? \_\_\_\_\_ (name of town or city) \_\_\_\_\_ zip code

19. Would you be willing to participate in a more detailed mail survey regarding the evaluations and attitudes of this visit, and preferences for the future development of NH Route 1A/1B Corridor?

No  Yes (Postage Paid)

34 66%

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_ Code #: \_\_\_\_\_ Surveyor ID# \_\_\_\_\_

APPENDIX C - ON SITE SURVEYS