

# Louisiana State Parks

## Sam Houston

**Prepared for:**

**Louisiana Department of Culture,  
Recreation and Tourism**



### **The Louisiana Research Team**



## ECONOMIC ANALYSIS

### SAM HOUSTON JONES STATE PARK (2004-05)

Number of overnight visitors	48,552
Number of day use visitors	87,883
Number of employees - regular	8
Number of employees - peak	19

### ECONOMIC IMPACT OF SAM HOUSTON JONES STATE PARK

Park visit related spending by out of state visitors in Louisiana businesses	\$812,668
Spending by out of state visitors in park	\$153,807
Total primary spending by out of state visitors in LA	\$966,475
Secondary economic impact of out of state visitor spending	\$1,014,799
<b>Total Economic Impact</b>	<b>\$1,981,273</b>

Earnings for local workers generated by out of state visitors	\$641,739
Jobs generated by out of state visitors	31

### LOUISIANA RESIDENT SPENDING

Park visit related spending by Louisiana residents in Louisiana businesses	\$728,212
Spending by Louisiana residents in state park	\$149,560
<b>Total Spending by Louisiana Residents</b>	<b>\$877,771</b>

### RETURN ON INVESTMENT

Direct spending by park visitors (A)	\$1,844,246
Direct operating expenses (B)	\$679,874
<b>Return on Operating Expenses (A/B)</b>	<b>\$2.71</b>

The following tables show the overall results of the survey of visitors who stayed overnight at Sam Houston Jones State Park.

**Are you a Louisiana resident?**

**Table 1**

Response	Percentage
Yes	49.3%
No	50.7%
Total	100.0%

**Was this your first visit to this park?**

**Table 2**

Response	Percentage
Yes	47.1%
No	52.9%
Total	100.0%

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

**Table 3**

Response	Percentage
0 nights	1.5%
1-3 nights	74.7%
4-9 nights	23.9%
10+ nights	0.0%
Total	100.0%

**What did you like best about this state park?**

**Table 4**

Response	Percentage
Clean/Good Facilities	7.5%
Relaxing Atmosphere	32.8%
Nature/Outdoor environment	53.7%
Accessibility	3.0%
Other	3.0%
Total	100.0%

**What did you like least about this state park?****Table 5**

Response	Percentage
Nothing to dislike	51.5%
Mosquitoes, flies, ants, bees etc.	12.1%
Other	10.6%
Dirty water/trash in water	1.5%
Dump stations/sewage hook-up	12.1%
Restroom	12.1%
Total	100.0%

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

**Table 6**

Response	Percentage
Bicycling on pavement	38.2%
Boating (pleasure)	11.8%
Cabin Rental	13.2%
Camping (RV, trailer)	73.5%
Camping (tent, other)	8.8%
Canoeing/Kayaking	4.4%
Educational programs/exhibits	11.8%
Fishing (boat)	10.3%
Fishing (pier/bank)	17.6%
Group camp rental	0.0%
Hiking	52.9%
Mountain biking	2.9%
Nature study	16.2%
Other	5.9%
Picnicking/cooking out	45.6%
Sailing (sailboat)	0.0%
Sailing (wind surfing)	0.0%
Sight-seeing	44.1%
Swimming	10.3%
Water-skiing	4.4%

\* The percentage equal greater than 100 due to multiple responses

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

**Table 7**

Response	Percentage
Exceed your expectations	26.1%
Met your expectations	60.9%
Almost met your expectations	11.6%
Failed to met your expectations	1.4%
Don't know	0.0%
Total	100.0%

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

**Table 8**

Response	Percentage
Everything is fine/no change	39.1%
Other	31.3%
More recreational facilities	21.9%
Better playgrounds/more equipment	15.6%
Add/improve hiking, nature trails	15.6%
Total	123.4%

\* The percentage equal greater than 100 due to multiple responses

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

**Table 9**

Response	Percentage
Bayou Segnette SP	23.3%
Caney Creek Lake/Jimmie Davis SP	2.3%
Chemin-A-Haut SP	0.0%
Chicot SP	32.6%
Cypremort Point SP	7.0%
Faiview-Riverside SP	9.3%
Fontainebleau SP	25.6%
Grand Isle SP	14.0%
Lake Bistineau SP	4.7%
Lake Bruin SP	2.3%
Lake Claiborne SP	4.7%
Lake D'Arbonne SP	0.0%
Lake Fausse Pointe SP	18.6%
North Toledo Bend SP	14.0%
Poverty Point Reservoir SP	2.3%
Sam Houston Jones SP	34.9%
South Toledo Bend SP	7.0%
St. Bernard SP	9.3%
Tickfaw SP	9.3%
Total	220.9%

\* The percentage equal greater than 100 due to multiple responses



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

**Table 10**

Response	Percentage
Yes	73.9%
No	26.1%
Total	100.0%

**If yes, in which state are those other parks?**

**Table 10a**

Response	Percentage
Alabama	32.7%
Alaska	3.8%
Arizona	15.4%
Arkansas	34.6%
California	9.6%
Colorado	13.5%
Connecticut	0.0%
Delaware	0.0%
Florida	36.5%
Georgia	25.0%
Hawaii	0.0%
Idaho	7.7%
Illinois	9.6%
Indiana	9.6%
Iowa	13.5%
Kansas	13.5%
Kentucky	9.6%
Louisiana	30.8%
Maine	1.9%
Maryland	1.9%
Massachusetts	3.8%
Michigan	9.6%

Response	Percentage
Minnesota	9.6%
Mississippi	32.7%
Missouri	15.4%
Montana	9.6%
Nebraska	9.6%
Nevada	3.8%
New Hampshire	3.8%
New Jersey	1.9%
New Mexico	23.1%
New York	13.5%
North Carolina	13.5%
North Dakota	3.8%
Ohio	9.6%
Oklahoma	13.5%
Oregon	5.8%
Pennsylvania	7.7%
Rhode Island	0.0%
South Carolina	11.5%
South Dakota	7.7%
Tennessee	21.2%
Texas	73.1%
Utah	7.7%
Vermont	7.7%
Virginia	11.5%
Washington	5.8%
West Virginia	3.8%
Wisconsin	7.7%
Wyoming	13.5%

\* The percentage equal greater than 100 due to multiple responses

**Visiting a state park is an educational experience.**

**Table 11**

Response	Percentage
Strongly Agree	18.8%
Agree	62.3%
Neutral	18.8%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 12**

Response	Percentage
Strongly Agree	41.8%
Agree	58.2%
Neutral	0.0%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 13**

Response	Percentage
Strongly Agree	55.1%
Agree	42.0%
Neutral	2.9%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 14**

Response	Percentage
Strongly Agree	50.7%
Agree	43.5%
Neutral	5.8%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 15**

Response	Percentage
Strongly Agree	58.0%
Agree	40.6%
Neutral	1.4%
Disagree	0.0%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 16**

Response	Percentage
Strongly Agree	30.0%
Agree	61.4%
Neutral	5.7%
Disagree	2.9%
Strongly Disagree	0.0%
Total	100.0%

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

**Table 17**

Response	Percentage
1-2 people	51.4%
3-5 people	34.3%
6-9 people	10.0%
10+people	4.3%
Total	100.0%

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

**Table 18**

Response	Percentage
Yes	42.3%
No	57.7%
Total	100.0%

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

**Table 19**

Response	Percentage
Personal knowledge/previous visit	22.5%
Friends, family,co-worker	7.0%
Newspaper	0.0%
Internet/Website	14.1%
State Parks brochure	22.5%
Other	2.8%
Travel guides, books, magazines	9.9%
Called or visited tourism office	1.4%
Wrote/phoned the park	0.0%
Television	0.0%
Radio	0.0%
Welcome Center	4.2%
Automobile/Travel Club	2.8%
Maps	8.5%
Convention and Visitor's Bureau	4.2%
Called or visited travel company	0.0%
Called or visited travel agent	0.0%
Total	100.0%

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

**Table 20**

Response	Percentage
Audubon SHS	16.7%
Centenary SHS	0.0%
Fort Jesup SHS	8.3%
Fort Pike SHS	16.7%
Fort St. Jean Baptiste SHS	8.3%
Longfellow-Evangeline SHS	25.0%
Los Adaes SHS	8.3%
Mansfield SHS	16.7%
Marksville SHS	8.3%
Plaquemine Lock SHS	0.0%
Port Hudson SHS	0.0%
Poverty Point SHS	8.3%
Rosedown Plantation SHS	41.7%
Winter Quarters SHS	16.7%
Total	175.0%

\* The percentage equal greater than 100 due to multiple responses

**Are you retired?**

**Table 21**

Response	Percentage
Yes	38.6%
No	61.4%
Total	100.0%



**What is the approximate annual income of your household?**

**Table 22**

Response	Percentage
\$7,500-\$24,999	14.9%
\$25,000-\$47,499	25.4%
\$47,500-\$74,999	32.8%
\$75,000-\$99,999	16.4%
\$100,000-\$149,000	9.0%
\$150,000+	1.5%
Total	100.0%