Take a Look Under the Hat

California State Park Resources for Tourism Providers
The mission of the California State Park System is to provide for the health, inspiration and education of the people of California by helping to preserve the state’s extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.
California State Parks include...

- 278 individual parks
- About 1.5 million acres
- Roughly 85 million visitors annually
- 15,000 campsites, 7,000 picnic sites, 3,750 miles of trails
- 3,000 historic buildings, 10,000 archeological sites, 6 million historic objects
- 71 natural preserves and reserves
- 65% of the vegetation types found in California
State Parks are part of your local economy

- Over a two year period, visitors to Morro Bay State Park:
  - Contributed $15 Million in direct and indirect expenditures to the community
  - Supported 364 jobs in Morro Bay in recreation and amusement, hotels, restaurants, and retail shops
There are State Parks in your neighborhood!
Park names you may be familiar with...

- Angel Island
- Big Basin Redwoods
- Mount Diablo
- Point Lobos
- La Purisima Mission
- Morro Bay
- Hearst Castle
- Topanga Canyon
- Malibu Lagoon
- Watts Towers of Simon Rodia
- Will Rogers Beach and Park
In this area...

- Bidwell Mansion
- McArthur-Burney Falls Memorial
- Lake Oroville
Can you make a connection?
Choose by park name...
Or tourism region, county/city, etc.
What is in that park?

- Picnic sites
- Hiking
- Water recreation
- Historic sites
- Off-highway vehicle usage
- Camping
Parks near Redding

- McArthur-Burney Falls Memorial State Park
- Lake Oroville State Recreation Area
- Weaverville Joss House State Historic Park
McArthur-Burney Falls Memorial SP

The park is within the Cascade Range and Modoc Plateau natural region, with 2,910 acres of forest and five miles of streamside and lake shoreline, including a portion of Lake Britton.

The park's centerpiece is the 130-foot Burney Falls, which is not the highest or largest waterfall in the state, but possibly the most beautiful. Additional water comes from springs, setting the scene for a misty redwood forest. Burney Creek originates from the park's underground springs and flows to Lake Britton, getting longer along the way to the majestic falls.

The park's landscape was created by volcanic activity as well as erosion from weather and streams. This volcanic region is surrounded by mountain peaks and is covered by lava, volcanic rock, and basalt. Created over a million years ago, the basalt, porous basalt, volcanic rock, and snowmelt, which forms a large
McArthur-Burney Falls Memorial SP

- 45 picnic sites
- 136 campsites
- Lake Britton
- Waterfall
- Hiking – 8.3 miles of trails
Lake Oroville SRA

- 280 picnic sites
- 1,401 campsites, including floating campsites
- Hiking trails – 64.6 miles
- Water-skiing, swimming, fishing, sailing, etc.
Weaverville Joss House SHP

- Oldest continuously used Chinese temple in California
- Built in 1874
- Visitor Center
Did you know …

In addition to providing recreation areas and preserving natural and cultural resources, State Parks can also provide research information?
Long Range Planning and Park Development
Research resources
Statewide Planning

- California Outdoor Recreation Plan
  - Recreation Providers
  - Trends
  - Benefits of Outdoor Recreation

- Public Opinions and Attitudes
  - Trends
  - Opinions
  - Attitudes
State Park System
Statistical Report
- Acreage
- Facilities
- Miles of trails
- Revenue
- Attendance
California today - activities

Most popular activities
- Walking for fitness/fun
- Driving for pleasure, sightseeing
- Visit historic sites, museums
- Attend outdoor cultural events
- Beach activities
- Visit outdoor nature museums
- Picnic in developed sites
- Wildlife viewing
- Trail hiking
- Using open turf areas

Most preferred activities
- Camping in developed sites
- Trail hiking
- Walking for fitness/fun
- Wildlife viewing
- Bicycling on paved surfaces
- Horseback riding
- Freshwater fishing
- Attend outdoor cultural activities
- Visit outdoor nature museums
- Picnic in developed sites
Types of outdoor recreation areas that Californians most enjoy visiting

- Developed nature-oriented parks: 35.4%
- Natural and undeveloped areas: 29.6%
- Highly developed recreation areas: 19.9%
- Historical and cultural buildings: 8.3%
- Private, not public, outdoor areas: 6.7%
Preferred Information Sources for Public Parks and Recreation Areas and Facilities

- Word of Mouth: 59.0%
- Internet: 54.1%
- Brochures: 53.4%
- Television: 48.2%
- Magazines & Newsletters: 45.9%
In conclusion...

- Use the recreation trends analysis
- Examine the opinions and attitudes

And--
Look for the connections!  
State Parks = Opportunities

- Recreation opportunities for your guests
- Lengthen 1 day trips to multi-day trips
- Build your shoulder season visitation
- Brochure distribution – yours and ours!
Thank you!

Eileen Hook, Planning Division

ehook@parks.ca.gov, 916/654-2442