

TRENDS IN PRIVATE AND COMMERCIAL RECREATION

1979¹

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Although there has been substantial growth in the supply of outdoor recreation resources, there is no existing system or program to track annual changes in private and commercial facilities or enterprises.

This paper traces efforts to assess the supply of private recreation resources and provides the reader with information on where to look for data on the private sector.

INTRODUCTION

Few serious students of trends in recreation would not agree that recreation has increased in the recent past by almost any measure. The problem has been to accurately assess the amount of the increases.

One of the problems in these assessment efforts has been inconsistent definition of measures. For purposes of this paper "Demand" will be defined as the amount of participation, as measured by visitor days, participation days, contact days, activity days, or the dollars spent on recreation and leisure pursuits. "Supply" will be used to categorize the number of facilities, number of acres, or other measures of the physical facilities themselves rather than those who use them.

Several previous efforts to measure demand and supply are worthy of mention.

ORRRC REPORT

The first nationally recognized efforts to assess the demand and supply of private and commercial recreation was the Outdoor Recreation Resources Review Commission's report, "Outdoor Recreation for America," Volumes 1-27, published by the Federal Government in 1962. One entire volume "The Private Sector Study of Outdoor Recreation Enterprises" was given to the demand and supply of private and commercial recreation.

In reporting demand, the Private Sector

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study found that recreation areas and facilities provided by private individuals, nonprofit organizations, and businesses attracted some two billion visits annually. Three-fifths of these visits were made to commercial profit making enterprises.

While this early study of recreation participation by 17,342 households in 1960, and later followed up by personal interview surveys of 4,029 randomly selected households in 1972 have been the most widely used and quoted resource information in the recreation and park field, it may now be outdated as more sophisticated and accurate data have been accumulated by such private organizations as A.C. Nielsen studies, which will be discussed later.

Another assessment of private outdoor recreation enterprises was done for the Bureau of Outdoor Recreation in 1965, covering privately owned and operated enterprises in the continental United States which were in existence in the summer of 1965 (Chilton 1966). The inventory was assessed on the basis of a stratified random sample by counties and geographic locations within counties. Outdoor recreation enterprises were identified in pre-selected portions of randomly selected counties and total sample size of 2,102 was investigated. Facilities offering the following activities were inventoried: bicycling; boating and boat rentals; camping -- for instance tent, trailer, group residence, and day; caves; drama and concerts; drive-in movies; driving and sightseeing; lodging; mountain climbing; nature study; picnicking; shooting ranges; skiing -- water and snow; field trails; fishing, salt, cold and warm fresh water; golf; hiking and walking; horseback riding; hunting -- big and small game and waterfowl; ice skating; spectator sports; sports and play fields -- such as archery, tennis or softball; swimming beaches and pools; vacation farms; winter sports.

Because of the small sample size such an assessment can only be an estimate and can vary as much as 7000 enterprises (one standard deviation of sampling tolerance) in the total numbers projected. However this was the first attempt by anyone to project an estimated number of enterprises and the study does not purport to be 100 percent accurate.

Table 1.--Private outdoor recreation enterprises

	Number	Percent
Multiple water-oriented enterprises	7,856	6
Swimming	22,195	17
Boating	4,449	3
Fishing	10,138	8
total water-oriented	(44,638)	(34)
Multiple land-oriented enterprises	8,128	6
Lodgings	17,577	13
Camping(overnight and day)	6,273	5
Hunting	13,651	10
Active participation games or activities	25,991	20
Passive spectator and miscellaneous	15,591	12
total land-oriented	(87,211)	(66)
Total number of enterprises investigated	131,849	100

It can readily be seen that the assessment is far from complete, and many of the wide range of activities and facilities that were surveyed do not contain complete information; however, it was a beginning and called attention to the magnitude of this aspect of the recreation estate.

A further effort to assess the public and private recreation estate was done by the Bureau of Outdoor Recreation in its "Outdoor Recreation, A Legacy for America" in 1973. That report indicated that at the time the private sector owned or operated as much acreage as the public sector and involved more people and much wider variety of organizations and interests as well as activities. More than 50 percent of all recreation opportunities are directly attributed to the private sector.

A quick review of these supply data on recreation enterprises will suggest three major categories. (a) Commercial, (b) Private Membership, (c) Private - nonprofit, open to the public. A comparison of these holdings and enterprises in relation to public areas is shown in Table 2.

Table 2.--Number, acreage, and one year's attendance of public and private outdoor recreation areas

	Sites	Acres	Attendance
	number	-----thousands-----	
Federal	2,127	446,616	537,065
State	18,614	39,701	420,468
County	4,048	2,977	194,317
Municipal	40,030	2,004	1,562,101
Total public	65,219	491,298	2,713,951
Private(profit)	131,626	30,025	1,251,876
Private (nonprofit)	1,000,000	467,000	800,000

An estimated 85,000 commercial enterprises on 131,000 sites with over 30 million acres provided over one billion outdoor recreation opportunities. These range from dude ranches, and resorts to hunting guides, and outfitting services, charter fishing boats, golf courses, shooting preserves and commercial campgrounds. Another 2000 enterprises provide outdoor recreation facilities and services relating to amusement and spectator sports activities.

More than one million individual enterprises provided outdoor recreation opportunities to the American people without a profit motive. It is estimated that they control over 467 million acres of land, and receive about 800 million visits a year. Of this number there were at the time of the study an estimated 47,000 private and quasi-private nonprofit organizations and an estimated 32,000 membership clubs in this group.

NATIONAL ASSOCIATION OF CONSERVATION DISTRICTS' STUDY

In 1973 the BOR initiated a program to inventory all of the private recreation businesses in the U.S. Cooperation was obtained from the National Association of Conservation Districts. The Association requested the assistance of the Soil and Water Conservation Service through their county Conservationists which cover over 96 percent of the nation's area, through 29,000 soil conservation districts. The local district conservationists enlisted the help of the state departments of conservation, extension specialists and others to inventory and categorize each outdoor recreation enterprise in each county.

Table 3.--National Association of Conservation Districts private sector recreation inventory--number of enterprises

Enterprises	Profit	Non-profit	Total
Campgrounds	11,619	6,087	17,706
Field sports	742	2,805	3,547
Fishing waters	6,931	2,892	9,823
Golfing facilities	5,395	3,765	9,160
Historical/Archaeological site	351	938	1,289
Hunting areas	2,231	3,861	6,092
Natural scenic	346	838	1,184
Picnic areas	528	1,277	1,805
Race tracks	998	243	1,241
Recreation	5,550	306	5,856
Rockhounding	85	17	102
Rodeo, zoo, amusements	2,469	894	3,363
Shooting preserves	793	1,192	1,985
Snow ski areas	510	105	615
Trails	2,103	672	2,775
Vacation farms	909	65	974
Water sports	7,697	2,729	10,426
	49,251	28,686	77,937

Number of states included=47

The Soil Conservation Service had previously been involved in efforts to assess the private recreation potential in the various counties in the nation. In 1962 the initial portion of a three phase plan was begun. Each county was to be inventoried concerning the private recreation enterprise in that county. Because of lack of emphasis by some states the inventory was never completed or published.

In 1970 additional efforts were made to complete the inventory and to do a county-by-county assessment of the potential for private outdoor recreation development to provide a tool for potential areas or sites for recreation business, a very noteworthy purpose. However this study has not yet been completed either, and few know of its existence. It is unfortunate that such efforts, although well-intended and adequately conceived, have not received sufficient emphasis or priority from top administrators to result in their completion.

A comparison of the total number of enterprises reflected in the 1965 BOR inventory and the totals above from the NACD study show some differences. There is no question that the NACD figures are by far the most accurate because of the total inventory attempted, and because of the limitations of

the 1965 BOR study previously mentioned.

Table 4.--National Association of Conservation Districts, private sector recreation inventory--types of activities offered by enterprises

Activity	Number of Enterprises		
	Profit	Nonprofit	Total
Camping-canoe	213	99	312
Camping-day	829	1,108	1,937
Camping-pack	288	259	547
Camping-resident	2,413	2,094	4,507
Camping-transient	3,228	403	3,631
Camping-vacation	6,792	843	7,635
Archery	888	1,536	2,424
Shooting range	1,082	2,052	3,134
Tennis	1,756	2,332	4,088
Fish-ponds/lakes	7,256	3,721	10,977
Fishing enterprises	5,924	934	6,858
Golf-driving	1,783	780	2,563
Golf-executive	337	110	447
Golf-miniature	1,284	91	1,375
Golf-par 3	528	184	715
Golf regulations	3,538	2,903	6,441
Historical/archeological	543	976	1,519
Hunting total area	2,616	3,636	6,252
Hunting	4,123	5,600	9,723
Natural scenic	1,273	1,219	2,492
Picnicking	2,777	6,321	9,908
Racing-viewing	1,131	179	1,310
Recreation resort	3,047	164	3,211
Rockhounding	234	52	286
Rodeo, zoo, park	2,511	956	3,467
Shooting-preserve	506	934	1,440
Snow skiing	1,212	275	1,487
Trails total	3,317	1,812	5,129
Bicycle trails	549	182	731
Hiking trails	2,650	2,248	4,898
Horse trails	3,002	583	3,540
Off-road vehicles	472	161	633
Snowmobiling	821	460	1,281
Vacation farm	561	8	569
Vacation ranch	430	16	446
Boating-nonmotor	5,344	1,126	6,470
Boating-motor	4,665	339	5,004
Boating-launch, storage	10,479	2,163	12,642
Swimming	11,251	6,883	18,084

An example of an individual state inventory as part of the NACD study is given for later comparisons with other inventories yet to be discussed.

Table 5.--NACD Private Sector Recreation Inventory, state summary of enterprises Missouri

Primary Facility	Profit	Non-Profit	Total
Campground	343	185	528
Field sports	30	54	84
Fishing waters	467	76	543
Golfing fac.	128	143	271
Hist/Arch site	26	44	70
Hunting areas	37	130	167
Natural scenic	22	15	37
Picnic areas	13	39	52
Race track	35	31	66
Recreation res	429	7	436
Rockhounding	2		2
Rodeo,zoo,amus	118	68	186
Shooting pres	9		9
Trails	41	18	59
Vacation farms	3		3
Water sports	197	74	271
State totals	1,900	884	2,784

STANDARD INDUSTRIAL CLASSIFICATION SYSTEM(SIC)

The U.S. Department of Commerce and the Bureau of Census have produced a much overlooked source of valuable information relating to categories of recreation supply. Information is given on a number of categories of enterprises, total number of establishments, and total number of employees. These categories include: hotels, motels, tourist camps; trailer parks; sporting and recreational camps; motion pictures and services; cultural events; bowling alleys, billiards, pool establishments; other amusements such as dance halls; commercial sports, baseball, football, etc.; racetrack operations; golf courses; skating rinks; amusement parks; carnivals, circuses; other commercial recreation and amusements.

In most cases however, quasi-public agencies are not included. It also can readily be seen that many of the categories do not lend themselves to strictly outdoor recreation facilities, nor to categories consistent with other agencies or organizations interested in trend data.

THE PRIVATE OUTDOOR RECREATION ESTATE STUDY

A report submitted to the Heritage Conservation and Recreation Service (previously BOR) for the Nationwide Outdoor Recreation Plan in August, 1978 by Cordell, Legg and

McLellan is probably the most comprehensive description of the private recreation estate for outdoor recreation to date. The study is actually a summary of three other studies done previously.

The first source of data in this study is the Nationwide Survey of Private Landowners and Managers (by the U.S. Forest Service and others, 1977). The survey was begun in late 1976 and samples non-corporate and corporate forest and range landowners concerning their land, the purposes and styles of management exercised, and the public recreational use policies in effect. The study focuses primarily on land use, and sheds little light on the numbers or purposes of the main commercial or private recreation enterprises for profit. It does however shed valuable light on areas that might be available in the future for recreation from private sources.

The second source of data in the study is the Inventory of Private Recreation facilities compiled in 1974-75 by the National Association of Conservation Districts, discussed previously. The data describe the developed recreation site opportunities provided by the private sector, by regions, according to the following classes of activities, and reports them in per capita supply and units per million population.

- Class I: high density facilities, such as swimming pools, golf courses, miniature golf, driving ranges, racetracks, zoos, parks and playgrounds.
- Class II: camping sites, shooting preserves and hunting areas, natural scenic areas, picnic tables, resorts, geological parks, snow skiing, trails, ORV areas, and vacation farms and ranches.
- Class III: water oriented sites and facilities.
- Class IV: historic sites.

The third source of data included in the study is a previous study of recreational properties, subdivisions, and vacation homes,¹ compiled by Richard Ragatz Associates, Inc.

While the summary study for HCRS does add a considerable amount of accurate data to the recreation supply, a valuable data on recreational land use, it still lacks much in answering the questions of trends for landowner use or numbers and types of private and commercial recreation enterprises which is so very much

¹Ragatz, Richard L. Associates, Inc. 1977. Private seasonal recreational property development, unpublished report done for the U.S. Dept. Agric. For. Serv., Southeastern For. Exp. Stn., Clemson, S.C.

Table 6.--NACD Private Sector Recreation Inventory
Missouri state summary of activities and enterprises providing activities

Activity	-----Amount of measured units-----			Enterprise Total		
				PROF	N/P	TOT
Special				16		16
Camping-canoe	473 areas			23	4	27
Camping-day	12652 acres	20149 guests		28	55	83
Camping-pack	79 areas			4	2	6
Camping-resident	9882 acres	11150 guests		27	58	85
Camping-transient	7450 acres	5835 veh-sites	19142 tent-sites	123	14	137
Camping-vacation	15741 acres	7227 veh-sites	6520 tent-sites	128	20	148
Archery	56 ranges	287 positions		16	27	43
Shooting range	879 positions			31	53	84
Tennis	363 courts			29	80	109
Fish-ponds/lakes	10467 acres	891 pond/lake		275	122	397
Fish enterprises	3234 acres	966 enterprises		208	6	214
Golf-driving	472 acres	924 positions		38	10	48
Golf-executive	428 acres	81 holes		4	3	7
Golf-miniature	124 acres	997 holes		51		51
Golf-par 3	97 acres	54 holes		4	1	5
Golf-regulation	17124 acres	2256 holes		67	113	180
Hist/Archeological	3091 acres	119 sites		32	41	73
Hunt total area	50744 acres			20	71	91
Hunting	25828 B/G-acres	28126 S/G-acres	13615 W/F-acres	59	132	191
Natural/scenic	13511 acres	15 road miles		33	30	63
Picnicking	4538 acres	5310 tables		194	113	307
Racing-viewing	2201 acres	131265 spectators	830 track miles	39	30	69
Rec resort	10143 acres	23505 guests		356	8	364
Rockhounding	7 acres	230 guests		1	1	2
Rodeo,zoo,park	8532 acres			132	69	201
Shooting-preserve	3361 acres			11	1	12
Snow skiing	40 acres	2200 pers/hr		1		1
Trails total	569 miles			44	32	76
Bicycling trail	19 miles	106 rentals		10	2	12
Hiking trails	449 miles			56	57	113
Horse trails	630 miles	1208 rentals	1209 boarded	73	21	94
Off-road veh	9304 acres	83 miles		7	3	10
Snowmobiling	10 acres	1 mile		1		1
Vacation-farm	3 acres	4 guests		1		1
Vacation-ranch	2785 acres	5092 guests		3		3
Boating-non motor	2201 canoes	44 sail	1378 other	294	26	320
Boating-motor	124 charter	2104 rentals		354	6	360
Boat launch/storage	3906 boats	578 ramps/lanes	5881 boat slips	490	23	513
Swimming	104807 beach lin.	12813 pond-acres	1088263 pool sq ft	411	171	582
				3694	1405	5099

Table 7.--Total number of SIC establishments, relating to outdoor recreation

SIC	Kind of Business	Total Number of Establishments				
		1954	1958	1963	1967	1972
793	Bowling alleys, billiard, pool establishments	12701	13916	15927	15497	14320
7932	Billiard and pool establishments	7639	7045	7069	xx	5847
7933	Bowling alleys	5062	6871	8858	xx	8454
79.Ex.792.3	Other amusement and recreation services	30532	42913	49244	52834	xx
791	Dance halls, studios, schools	2265	6869	7301	xx	xx
	Public dance halls or ballrooms	xx	875	869	xx	xx
	Dance schools, incl. childrens, pro.	xx	5994	6432	xx	xx
7941,7948	Commercial sports	2517	6028	6488	xx	xx
	Baseball, football clubs, etc., promoters	672	752	445	xx	xx
	baseball clubs	271	200	158	xx	xx
	football clubs	25	20	41	xx	xx
	other pro athletic clubs	376	448	246	xx	xx
	managers and promoters	376	448	246	xx	xx
7948	Racetrack operation, including racing stables	1845	5276	6043	xx	xx
	automobile racing	454	578	458	xx	xx
	dog race tracks	xx	xx	55	xx	xx
	thoroughbred horse race tracks	xx	xx	235	xx	xx
	standardbred horse race tracks	xx	xx	235	xx	xx
	dog and horse racing stables	xx	xx	5295	xx	xx
7942	Public golf courses	1014	851	1047	xx	xx
7945	Skating rinks	1799	2254	1274	xx	NA
7946	Amusement parks(incl. kiddie, theme parks)	2488	3682	997	xx	xx
7943	Coin operated amusement devices	6045	5264	5038	xx	xx
7949	Concession operators of amusement devices	xx	xx	2776	xx	xx
	carnivals, circuses	1090	801	363	xx	xx
	fairs	1090	320	1257	xx	xx
	other commercial recreation and amusements	13314	16844	22703	xx	xx

needed. It may however provide basic data on which to measure future trends.

STATE SCORP PLANS

Part of the requirements for states to be eligible for federal funds under the Land and Water Conservation Fund Act of 1965 requires that a State Outdoor Recreation Plan (SCORP) be done periodically by each state. A number of states have addressed this requirement differently; however in most cases, there is some private and commercial data available. Unfortunately there is little consistency between states on what was inventoried, or how it was inventoried, thus making state by state comparisons, or totals impossible from this source.

The SCORP for Missouri last done in 1975 included both a demand study as well as a supply inventory. The Missouri SCORP is discussed here only as an example of what may be found in other states and for later comparisons with other studies yet to be mentioned.

The Missouri SCORP did not isolate participation in private or commercial enterprises. The supply inventory however did include one "Type of Control" category shown in Table 10 as "other" which included facilities of the following agencies, organizations and institutions: church, civic, community, club, institution, employee organization, private or parochial school, private for profit, and private not for profit.

Unfortunately the following areas were not included: outdoor movie theatres, horse racetracks, miniature golf courses, auto race-tracks, trampoline parks, go kart tracks, professional and semiprofessional football and baseball fields, and some university and college athletic facilities.

While the figures below may be meaningless in terms of comparison with other data, they are included for example purposes partially to show the need for consistent methodology to measure trends.

The inventory lists 1,608 agencies, businesses or institutions controlling 96,822 acres of recreational land. Apparently there was no effort to further scrutinize the data for additional information on private and commercial enterprises.

The 1979 SCORP for Missouri includes a more comprehensive inventory of public and private recreation opportunities.

Table 8.--Total acreage by type of control
Missouri SCORP, 1975

	Number	Acres
Federal	170	1,744,490
State	719	455,613
County	96	11,642
Municipal	1162	38,500
School	1293	7,396
Other	1608	96,822

This reflects a more indepth effort to consider the facilities that are private/profit.

A summary of the figures from the three Missouri studies brings to focus the problems we have been discussing. While the 1979 SCORP does not have numbers of facilities, the data is available to retrieve such information and it may be included in the final document which is still in draft form.

Table 9.--Summary of enterprises

	Profit	Non-Profit	Acres	Total
NACD	1,900	885		2,784
1975 SCORP		1,608	96,822	1,608
1979 SCORP			214,568	

When compared with the NACD data, the differences are still significant; however, the methodology and accuracy are probably much more reliable in these two surveys than in the 1975 SCORP study.

SURVEY OF PRIVATE ASSOCIATIONS 1979

Realizing the inconsistency of data in government funded studies, whether nationwide or state by state, an attempt was made to contact a number of industry association groups for supply data. Those contacted fell into the following categories. (See Table 11.)

Questionnaires were sent to each of the agencies asking for any kind of participation or facility data that would indicate trends. A second letter was sent thirty days after the first to those who had not responded. Of the 133 questionnaires sent, responses were received from 40 and data was received from 19. While all of the agencies contacted do not relate to "outdoor recreation", they were included because of their close association to outdoor recreation and for other purposes not within the scope of this paper.

Table 10.--Statewide totals for each facility by type of ownership

Facility	Unit	Federal	State	County	Municipal	School	Other	Private Profit	Total
Total area	Acres	1,992,262	442,181	940,680	81,322	35,226	65,401	214,548	3,771,620
Water-lake	Acres	139,413	3,608,713	743	8,652	59	3,576	911,423	4,672,579
Water-wetland	Acres	55,016	7,328	0	23	3	35	3,288	65,693
Water-stream	Miles	61	6,397	2	3,331	0	2,688	3,638	16,117
Water-river	Miles	403	8,042	20	108	0	130	39,265	47,968
Marina (covered)	Spaces	3,374	249	454	422	6	196	6,737	11,438
Docks (uncovered)	Spaces	338	44	532	350	0	583	2,353	4,200
Access/boat ramps	Lanes	508	170	75	92	16	32	481	1,374
Fast boat	Acres	83,204	360	51	690	0	3,749	2,220	90,274
Slow boat	Acres	81,273	3,606	1,380	5,916	0	5,115	4,590	101,880
Water ski	Acres	126,190	360	65	645	0	3,749	2,300	133,309
Canoe/kayak/raft/tubing	Acres	153,690	1,750	470	3,284	41	4,492	5,883	170,215
Sailing	Acres	153,291	1,261	1,367	1,852	19	4,176	3,328	165,294
Pool unheated	Lighted	59,070	7,110	8,658	942,585	17,100	391,215	1,014,120	2,439,858
	No light	8,721	15,294	24,880	109,225	5,625	75,840	382,484	622,069
Pool heated	Lighted	1,253	0	20	32,823	78,320	53,383	191,928	357,727
Beach area	Acres	1,008	41	0	2	0	0	35	1,107
Regular golf course	Holes	0	18	36	495	72	388	1,161	2,170
Par 3 golf course	Holes	0	0	0	0	0	9	18	27
Driving range	Tees	0	0	0	20	35	136	448	639
Fishing docks/piers	Number	22	12	6	28	4	15	190	277
Rivers/streams-fishing	Miles	173	13,355	3	50	0	331	137	14,049
Rivers/streams-hunting	Miles	131	181	12	0	0	30	2	356
Lakes/impound-fishing	Acres	177,158	9,762	23,025	10,471	48	3,671	12,004	236,139
Lakes/impound-hunting	Acres	51,461	7,477	31	1,805	0	350	65,649	126,773
Ice fishing	Acres	500	2,047	62	1,655	0	1,534	241	6,039
Lands open to hunting	Acres	1,533,778	322,115	574	642	0	4,833	32,399	1,894,341
General sites	Sites	5,946	2,387	846	223	25	480	7,407	17,314
	Acres	931	6,080	810	922	9	324	905	9,981
Tent only	Sites	126	171	147	19	0	78	3,547	4,088
	Acres	5	40	0	20	0	9	115	189
Racquet-handball out	Lighted	0	4	0	11	26	9	3	53
	No light	0	0	4	37	52	7	0	100
Tennis courts/outdoor	Lighted	9	4	14	735	165	65	159	1,151
	No light	7	3	54	329	453	56	171	1,073
Basketball crt/outdoor	Lighted	1	0	1	110	88	18	9	227
	No light	0	5	19	220	1,100	75	58	1,477
Archery ranges outdoor	Points	15	158	167	68	114	100	15	637
Firearm-skeet/trap	Points	0	30	0	175	102	794	331	1,432
Firearm-pistol/rifle	Points	4	51	45	30	999	466	13	1,608
Hang gliding	Acres	1	0	0	1	3	1	8	14

Table 10.--continued

Facility	Unit	Federal	State	County	Municipal	School	Other	Private Profit	Total
Ballooning	Acres	0	0	0	0	0	1	10	11
Model plane	Acres	0	10	32	51	0	5	0	98
Desig. sites-sheltered	Tables	209	494	1,121	5,307	147	764	1,192	9,234
	Shelters	38	125	116	1,050	24	223	618	2,194
Desig. sites-unshelt.	Tables	900	2,595	3,020	5,711	939	1,754	3,452	18,371
	Acres	298	656	636	1,472	16	323	317	3,718
Sled/toboggan/tubing	Acres	3	40	6	338	23	112	53	575
Ice skating-natural	Acres	500	936	20	148	5	529	40	2,178
Ice skating-artificial	Acres	0	0	0	0	0	0	0	0
Ski slopes	Acres	0	1	0	0	0	0	5	6
Zoos	Acres	2	0	143	85	0	0	564	794
Wildlife view. areas	Sites	9	25	11	8	3	30	14	100
Interpretive center	Centers	16	10	8	11	1	12	7	65
Hist/Arch sites	Sites	8	40	52	144	3	26	11	284
Signed vistas	Number	11	18	5	28	0	2	1	65
Amphitheatre-developed	Seats	875	640	160	28,561	101	6,216	197	36,750
Springs-developed	Number	32	13	1	23	3	6	24	102
Caves-developed	Number	2	42	5	1	4	2	18	74
Horse arena/rodeo	Number	2	0	10	58	12	78	34	194
Fair grounds	Number	0	0	19	25	3	15	3	65
Camping	Acres	21	16,434	80	495	0	2,494	1,363	20,887
Picnicking	Acres	45,418	26,546	432	2,791	715	7,085	810	83,797
Hike/walk	Acres	157,966	98,046	1,172	3,893	751	11,109	8,264	281,201
Play area	Acres	15,108	543	1,391	5,370	1,654	3,434	376	27,876
Wildlife watching	Acres	128,804	99,900	2,552	2,067	163	15,148	12,675	261,309
Rock climb/rappelling	Acres	0	85	0	0	0	71	2	158
Trailer/camper	Sites	1,577	272	450	356	1,381	258	5,617	9,911
	Acres	1	0	0	1	0	0	94	96
Backpacking sites	Sites	49	2,148	0	0	0	26	0	2,223
	Acres	0	7,042	0	0	0	666	8,005	15,713
Group sites	Acres	199	42	129	129	30	297	50	876
	Number	2	12	79	48	0	69	32	242
Group camps	Number	0	33	65	38	0	314	24	474
Bicycle	Mi trail	0	2	15	55	1	4	2	79
	Mi lane	0	0	8,625	17	0	0	0	8,642
Horse	Miles	137	201	81	18	1	44	257	739
Hiking/foot/backpacking	Miles	247	284	156	55	10	182	258	1,192
Nature/interpret, walk	Miles	28	56	24	45	7	31	46	237
Nature/interpret. drive	Miles	0	62	12	13	0	12	4	103
Motorbike/motorcycle	Miles	2	100	2	14	1	10	50	179
	Acres	63,960	6,258	50	3	0	1	1	70,273

Table 10.--continued

Facility	Unit	Federal	State	County	Municipal	School	Other	Private Profit	Total
Fitness trails	Miles	0	3	9	12	18	1	14	57
Water based trail	Miles	4	0	0	3	0	3	20	30
Off road 2-wheel drive	Miles	0	108	0	3	2	25	54	192
Off road 4-wheel drive	Miles	0	45	0	0	0	20	30	95
	Acres	0	6,257	0	0	0	0	0	6,257
X-country ski/snowshoe	Miles	0	8	11	83	0	0	0	102
Snowmobile	Miles	0	0	2	0	0	0	20	22
Apparatus area	Acres	10,918	48	3	506	714	51	887	
Tot lot	Acres	10	6	0	19	5	9	7	
Multiple use courts	Lighted	12	13	2	112	6,085	37	59	6,320
	No light	0	20	2	210	18,488	45	36	18,801
Multiple use area	Acres	10,126	140	78	764	3,263	566	307	15,244
Baseball/softball field	Lighted	4	2	15	546	334	94	25	1,020
	No light	4	15	53	597	1,261	159	51	2,140
Football/soccer	Lighted	1	98	1	57	197	3	4	361
	No light	2	0	23	158	309	20	7	519

Table 11.--Industry Association survey

	Responses	Returned Trends
Amusements-fairs	9	
Back packing	1	1
Bicycle	9	
Billiards	1	1
Boating	7	2
Bowling	5	1
Camping	6	3
Campgrounds	5	1
Canoeing	2	1
Conventions	3	
Cultural	9	1
Farm-dude ranch	3	1
Golf	9	6
Hockey	1	
Hotels,motels,resorts	14	4
Motorcycles	3	2
Planning	2	2
Restaurant	4	1
Skating-roller	2	1
Skating-ice	1	
Skiing-water	1	
Skiing-snow	14	7
Snowmobiles	3	1
Swimming	1	
Tennis	7	2
Travel	11	
TOTALS	133	40

The response was disappointing to say the least. A majority of those who did return trend data only had information on a region or other fraction of the total industry itself. A problem with industry data is that it is industry produced. While the integrity of the various industries is not being questioned, the consistency of the reliability and validity leaves questions in the minds of many. The temptation may be too great for some. Several have their own outside funded foundations for education and research such as the golf and tennis foundations. Even in reporting the statistics these do not fully describe the methodology of their research.

PUBLIC SOURCES

Those desiring information on trends in private and commercial facilities and participation may be left to rely on occasional articles found in the news media, or those offered for a fee from private organizations. Several articles of note in recent times include the following:

Scherman, Tony, "The Thrill of It All," Family Weekly, November 11, 1979.

"Summertime and the Spending Is Easy," U.S. News and World Report, July 31, 1978, pages 16-17.

"How Americans Pursue Happiness," U.S. News and World Report, May 23, 1979, pages 60-76.

"Leisure Boom-Biggest Ever and Still Growing," U.S. News and World Report, April 17, 1972, page 42.

These furnish tidbits of information on participation, facilities, and spending of Americans on a variety of sports and leisure activities, although there appears not to be any consistency in the activities chosen.

The most comprehensive source of these isolated pieces of information on existing participation, spending and facilities is probably Epperson's book, "Private and Commercial Recreation" (1977) pages 74-80. However it too is a collection of statistics from a variety of sources, some of them highly questionable, and the data is now three years old.

Other limited sources have included studies done by government agencies but not published such as "The Importance of Recreation to the Economy" (Beaver 1978).

Data from private sources for a fee include the Travel Pulse, a research publication based on 5,000 indepth home interviews annually.

Another excellent source on sports and leisure participation in the private sector is the Nielsen studies. These have received very little attention in the public sector.

These studies are based on telephone interviews with some 3,000 households and representing over 8,500 individuals, and a study of thirty different sports. They provide trend and demographic information on individual participants as well as households and also include data on equipment purchases for most sports. They also include special tabulations covering a variety of topics for specific sports. Sports covered in the survey include: archery; baseball(hardball); basketball, indoor and outdoor; bicycling; boating; bowling; camping; fishing; football; golf; handball; hunting; ice hockey; ice skating; jogging/bicycling; motorbiking; paddle tennis; platform tennis; pool/billiards; raquetball; roller skating; sailing; snowmobiling; snow skiing; soccer; softball; swimming, indoor and outdoor; table tennis; tennis, indoor and outdoor; and water skiing.

Many sports equipment manufacturers and market analysts use the reports, available for a fee from the company. It appears that private enter-

prise has again accomplished something that public institutions have not.

SUMMARY

It is evident that there is no existing system or program either public or private that can track annual changes in private and commercial facilities or enterprises. There has been substantial growth in programs to track changes in participation of selected activities. However because this data has been produced by private enterprise, there is a substantial cost involved in obtaining the statistics. The economic feasibility will no doubt determine in the future which additional sports and activities are researched.

The only other alternative for the future, in terms of complete trend data, is to encourage the various industries themselves in groups to do so. This might be done through such organizations as the American Recreation Coalition, recently formed through the Discover America Travel Organization in response to gasoline allocations and possible rationing. This organization, a group of 48 agencies and industries relating to recreation, have met several times and perhaps could provide a vehicle for possible trend data collection. The limitations of industry produced statistics would still be present.

Another possibility is for the group such as the Travel and Tourism Industry Advisory Council, appointed by the Senate Committee on Commerce, Science and Transportation as an advisory arm to the Subcommittee on Merchant Marine and Tourism, to put this as a high priority item. While their first meeting was in July, and their agenda and minutes are not open to the public, there are a number of nationally known persons active in recreation, travel and tourism on the Committee.

It may be unlikely however that any governmental vehicle can be used to produce such a product because of the changing nature of politics, policies, regional differences in procedures and time required to accomplish the task. A recent effort at providing input into the National Recreation Plan for HCRS by a task force on private recreation is an example. Description of the problem is not important at this point, but those involved can attest to the problems with such studies and reports through traditional governmental agencies.

What is the answer? This author isn't sure. Perhaps this conference will help find some answers.

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