



## TRAVEL SOUTHERN OREGON COAST

57744 Round Lake Road | Bandon, OR 97411

### Mountain Bikers' Survey Result Summary Whiskey Run Mountain Biking Trails Needs Assessment, 2021

Travel Southern Oregon Coast (TSOC) and the Oregon South Coast Regional Tourism Network (OSCRTN) contracted with Oregon State University to conduct a survey of mountain bikers at Whiskey Run in September 2021. The goal was to determine the recreation needs of mountain bikers at Whiskey Run mountain biking trail system.

#### Characteristics of Respondents

Overall, a typical mountain biker at Whiskey Run is male, affluent, and more educated. Origin of visiting bikers are Coos County (31%-or local riders), Willamette Valley (16%), and Central Oregon (12%). About 18% of bikers are from out of state (e.g., Washington State and California).

#### The Recreation Attributes of Whiskey Run mountain bikers

Most bikers at Whiskey Run:

- Are skilled ranging from intermediate (54%) to expert (28%) riders,
- Learn about Whiskey Run trails from word of mouth recommendations (43%) and Internet (21%),
- Recreate in groups of 3 to 5 people (40%),
- Ride for about 3 to 4 hours a day (55%), and
- Are very happy with their riding experience (i.e., average satisfaction rating of 4.5 out of 5 points)



**Suggestions:** These locations represent the geographical areas of market growth for mountain bikers at Whiskey Run trails, and should be the focus of marketing and promotion. The affluent market of riders requires active maintenance of trails and services to sustain high quality recreation standards.

**Suggestions:** This information suggests that the development of trails and services should be sensitive to the needs of skilled bikers, who travel in groups (likely family groups), and require longer trails (at least 4-hour trails). There is need for active management of trails to maintain the current quality levels of biking experiences.



## TRAVEL SOUTHERN OREGON COAST

57744 Round Lake Road | Bandon, OR 97411

### The Recreation Attributes of Whiskey Run Trails

#### Important Recreation Facilities

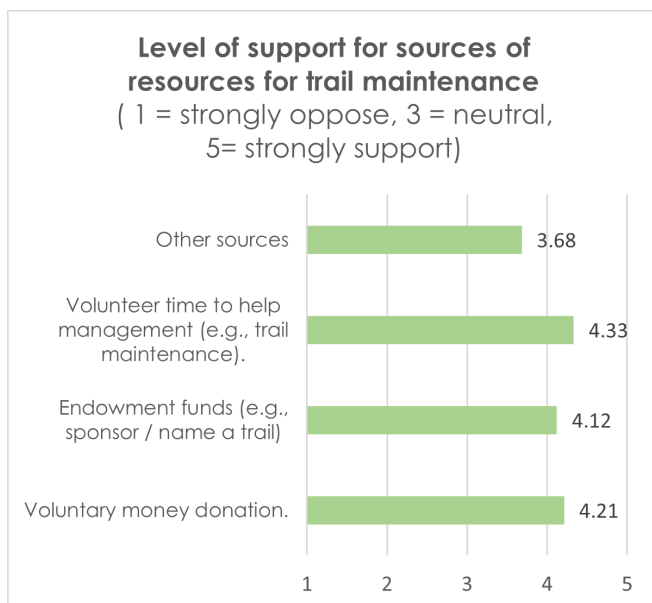
1. Parking at trailheads
2. Directional signs on the trails
3. Directional signs to the trails
4. Trash-cans
5. Informational signs/guidelines
6. Pit-toilets
7. Camping services

#### Important Recreation Services

1. Restrooms at trailheads
2. Information kiosks at trailheads
3. Recreational vehicle park
4. Tent campground with bathrooms at trailheads

(Note: underlined components are most preferred by skilled bikers)

**Suggestions:** Management should prioritize development of camping services for skilled riders, who are most likely to visit Whiskey Run, and typically originate from Willamette Valley, Central Oregon, Washington State, or California. Additional facilities and services that need to be prioritized include: restrooms at all trailheads, improvement of parking at all trailheads, clear and improved directional signs, and informational brochures.





## TRAVEL SOUTHERN OREGON COAST

57744 Round Lake Road | Bandon, OR 97411

### Supported Recreation Management Actions

#### Less skilled riders:

1. Provide easy, smooth and beginner friendly trails (i.e., green circle)
2. Improve maintenance or upkeep of trails in this area.
3. Provide directional trails (e.g., uphill only, downhill only).
4. Provide somewhat challenging trails for intermediate users (i.e., blue square)
5. Expand the trails to increase miles of available trail
6. Diversify the type of trails available to bikers
7. Provide more facilities or services in this area (trash cans, restrooms).
8. Provide very challenging, difficult, and technical trails (i.e., black diamond)
9. Provide a mountain biking skills park
10. Provide primitive trails with many natural features of varying difficulty

#### Skilled riders:

1. Expand the trails to increase miles of available trails
2. Provide somewhat challenging trails for intermediate users (i.e., blue square)
3. Diversify the type of trails available to bikers
4. Provide very challenging, difficult, and technical trails (i.e., black diamond)
5. Provide directional trails (e.g., uphill only, downhill only).
6. Improve maintenance or upkeep of trails in this area.
7. Provide primitive trails with many natural features of varying difficulty
8. Provide a mountain biking skills park
9. Provide more facilities or services in this area (trash cans, restrooms).
10. Provide extremely challenging, difficult, and technical trails (i.e., double black diamond)

**Suggestions:** All alternative sources of resources for trail maintenance are recommended. Additionally, the identified recreation needs, once implemented, carry the risk of creating fast growth in use and the associated adverse effects (e.g., overcrowding and visitor use conflict). Therefore, shorter and long term solutions are suggested:

**Short-term solution:** Clearly identify trails for highly skilled riders vs novice riders. If feasible separate skilled and novice trails and related facilities (e.g., parking, restrooms)

**Long-term solution:** Conduct a study soon to determine the level of recreational carrying capacity of Whiskey Run (i.e., identify the level of use at which trails and facilities can withstand before the desired quality of recreation is compromised). Use information from this study to create and monitor standards of quality for biking at Whiskey Run. These actions would help Whiskey Run to mitigate adverse impact of growth on the quality of biking