

Aquinnah Headland Preserve (Moshup Beach) 2024

Overall Summary

For the 2024 attending season, Moshup Beach was the most visited of all land bank properties, with 27,816 visitors. This is a decrease from 32,052 visitors in 2023. The total number of visitors decreased by 13% between 2023 and 2024.

During the 2024 season, Moshup Beach was attended for 75 days compared to 77 days during the 2023 season.

The greatest number of visitors occurred on Fridays, Sundays, Tuesdays, and Wednesdays. The average number of daily visitors and their property usage (number of bicyclists, visitors fishing, and dogs) was consistent throughout the summer.

Data Summary

Moshup Beach had a total of 27,816 visitors in 2024 and 32,052 visitors in 2023 (Figure 1A). All property usage metrics — the number of bicyclists, visitors fishing, and dogs — decreased from 2023 (Figure 1B). With a total count of 78 for the season, the number of visitors fishing decreased by 17% compared to 93 in 2023.

Figure 1A: Total Visitors

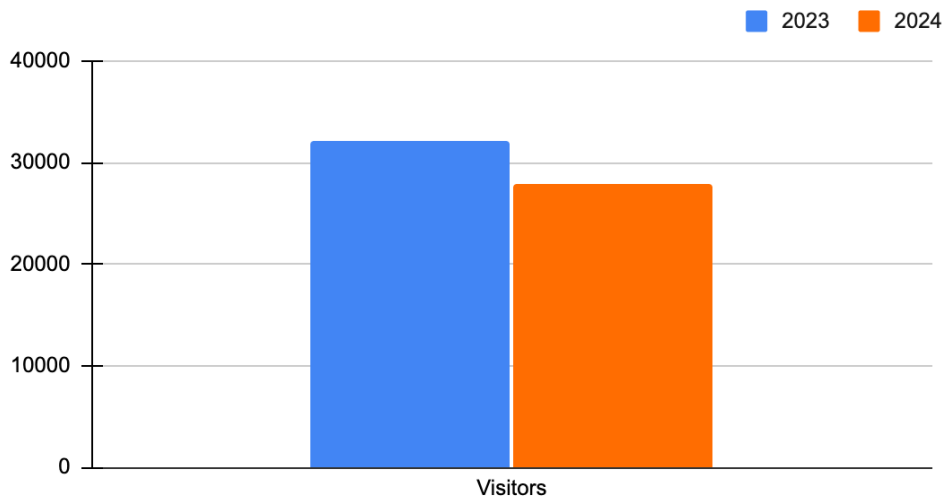
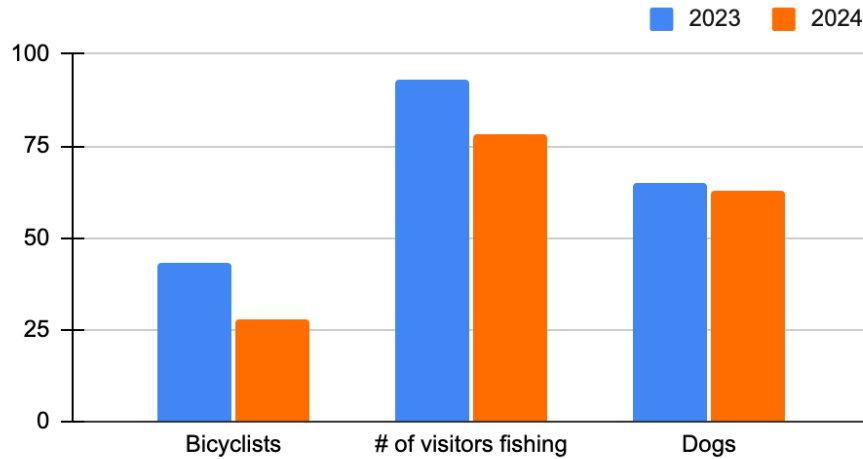
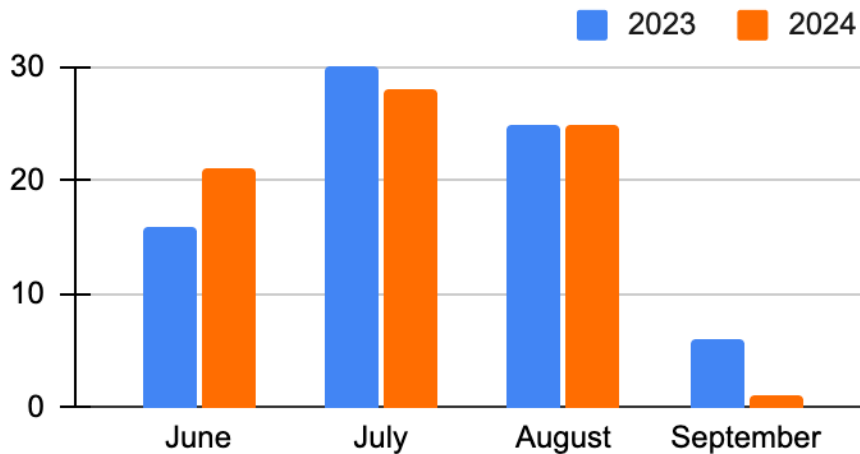


Figure 1B: Total Beach Usage



In 2024, Moshup Beach was attended for 2 fewer days than in 2023 (Figure 2 and Table 1). In 2023, Moshup Beach was attended for 16 days in June, 30 days in July, 25 days in August, and 6 days in September. In 2024, Moshup Beach was for 21 days in June, 28 days in July, 25 days in August, and 1 day in September.

Figure 2: Number of Days Attended



The average number of daily visitors in July, August, and September were higher during the 2023 season (Figure 3A). However, the average number of daily visitors in June 2024 was 259 compared to a daily average of 237 visitors in June 2023. The data collected during the month of August, which was attended for 25 days in 2023 and 2024, were the most similar across the two years. July had the highest total number of visitors (11,942 visitors), and the highest average number of daily visitors (427 visitors).

Figure 3A: Average Number of Daily Visitors

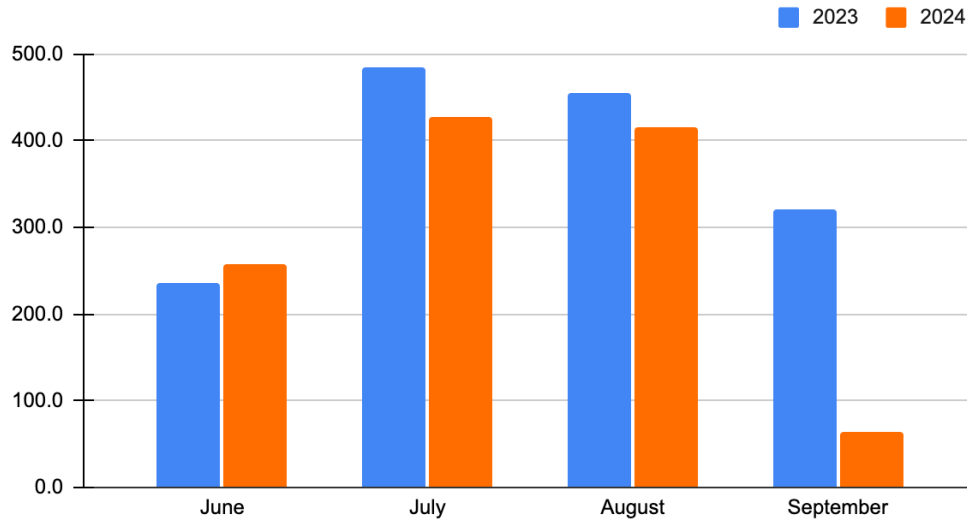
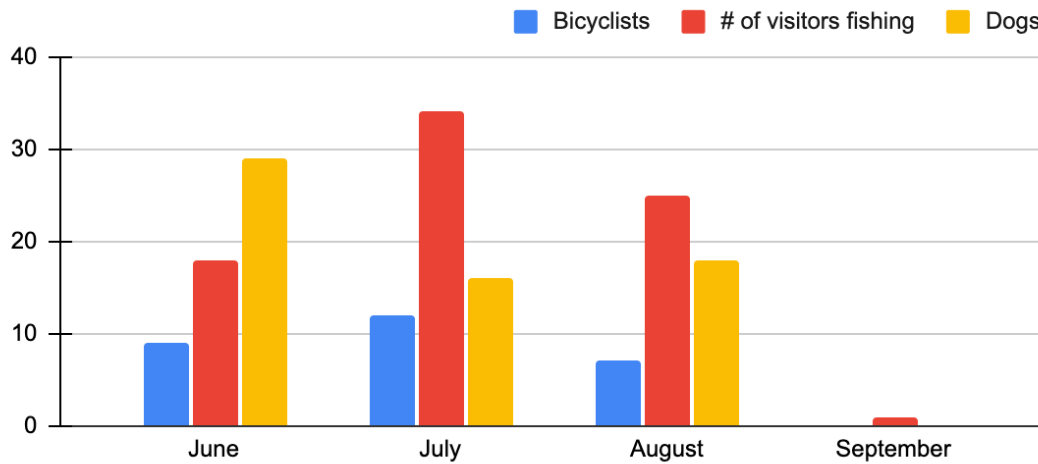


Figure 3B: Total Monthly Beach Usage 2024



July had the highest average number of daily visitors in 2023 and 2024. While there were fewer total visitors and a decrease in the number of visitors fishing in 2024, there were more service dogs counted this year (Figures 4A and 4B).

Figure 4A: July Average Number of Daily Visitors

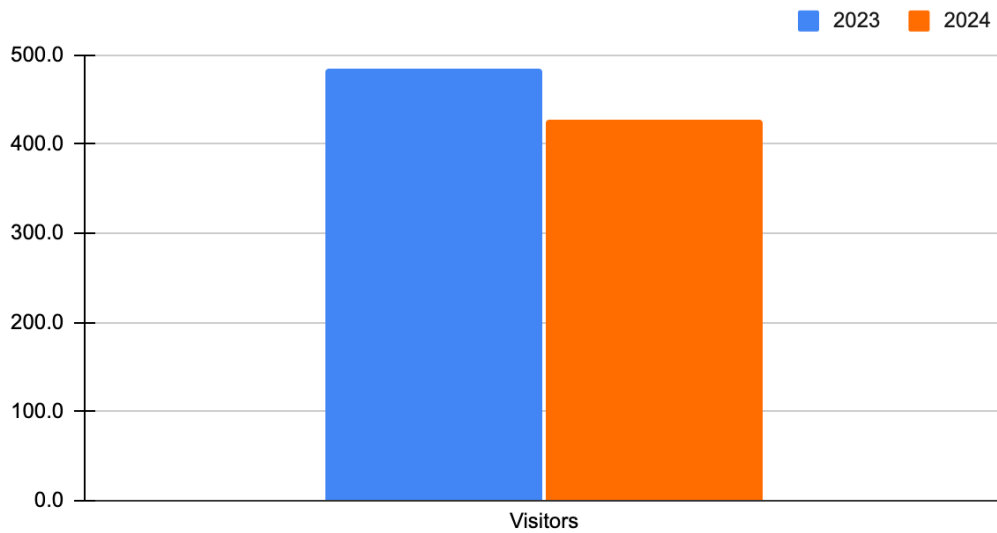
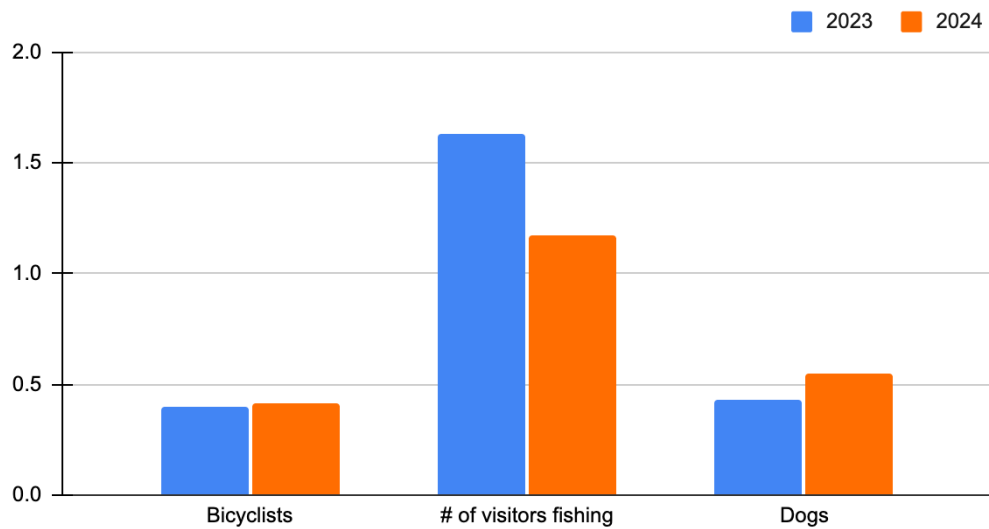


Figure 4B: July Average Daily Beach Usage



The total number of visitors was greatest on Tuesdays, Fridays, and Sundays (Figure 5A). The highest number of dogs was recorded on Tuesdays, Thursdays, and Fridays (Figure 5B). Similar to last season, Wednesday shows the greatest number of visitors fishing, followed by Sunday. Compared to 2023, Wednesday did not yield the highest visitor counts in the 2024 season.

Figure 5A: Total Visitors by Day of the Week

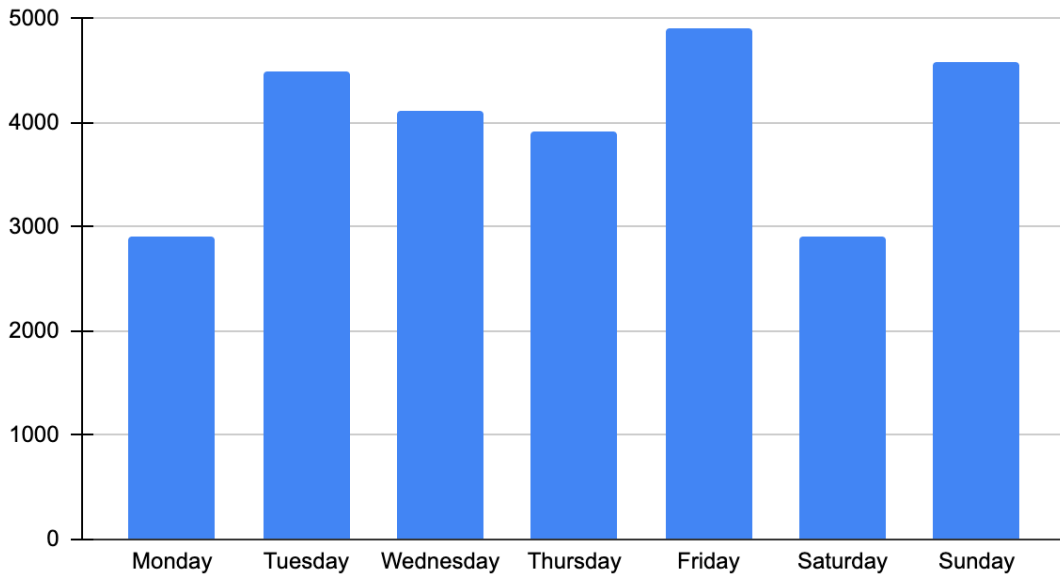
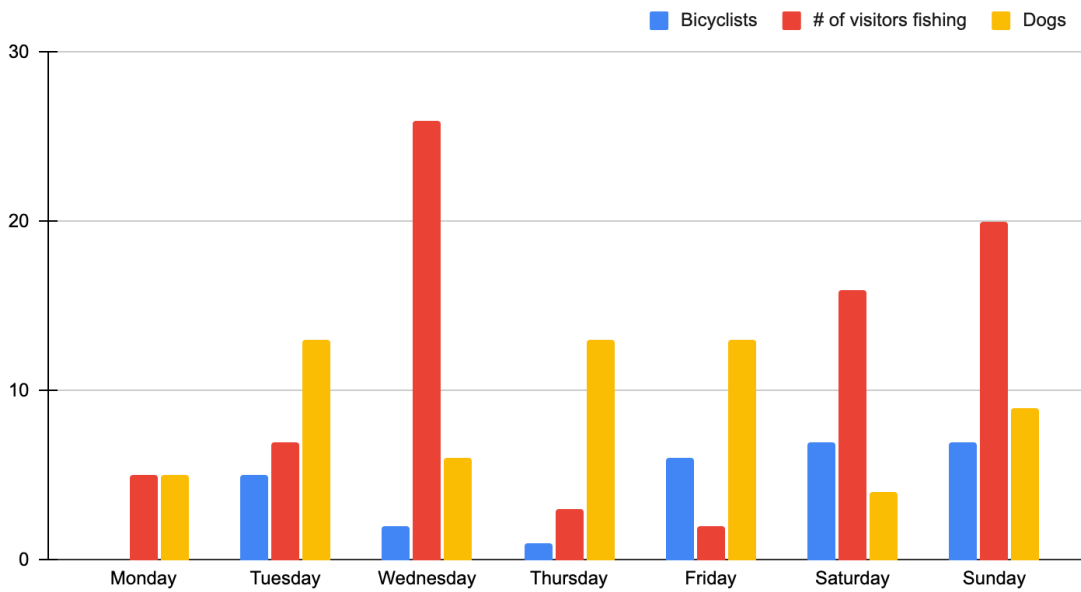


Figure 5B: Total Beach Usage by Day of the Week



Actions to be Taken in Coming Season

1. Prioritize this property when scheduling summer rangers due to the high volume of visitors. This helps enforce property rules such as no dogs (except service dogs) and no climbing on dunes.
2. Monitor the bike rack to prevent miscounting the number of bikes and prevent parked bikes from being hit by cars.
3. Include relevant contact information for the Wampanoag Tribe of Gay Head, Center for Coastal Studies, and Sea Turtle Sighting Hotline in the ranger binder.
4. Clarify dog policy to include non-service dogs being carried or otherwise transported onto the beach in any way, e.g., in a backpack or stroller, as subject to the same dog policy as dogs that walk onto the beach.
5. Post sign about tick populations (in addition to deer ticks sign) — maybe include images of different ticks (Lonestar, deer, dog) to help visitors identify them. Additional tick signage would help inform visitors about the presence of ticks in surrounding vegetation and encourage them to stay on paths and off dunes.

Anecdotes

Starting on August 1st, wind turbine debris (Image 1, primarily styrofoam and fiberglass) began washing up on the shore at Moshup Beach. The debris continued to wash ashore for the rest of the summer in varying amounts. Land Bank staff diligently collected debris and kept the beach as clean as possible. Many towns across the island issued warnings about the turbine debris. Beginning on August 6th, GE and Vineyard Wind employees associated with the Vineyard Wind project came to collect debris several times throughout the month of August. From trends in data recorded, conversations with visitors, and ranger notes, it is evident the presence of debris influenced property usage. Turbine debris was also found at Great Rock Bight and James Pond Preserve.

Image 1



Increasing tick populations have led to more questions from visitors, i.e., asking for tick removers, and more precautions taken by rangers. On July 10th, a dead loggerhead sea turtle washed up at Moshup Beach. Land bank staff assisted members of the Wampanoag Tribe of Gay Head in moving the sea turtle off the beach.

Appendix

Table 1: Number of Days Attended in 2023 and 2024

# days attended	2023	2024
June	16	21
July	30	28
August	25	25
September	6	1

Table 2: Property Usage in Summer 2024

	Daily Average:	Total:
Visitors	366	27816
Bicyclists	0.37	28.0
# of visitors fishing	1.03	78.0
Dogs	0.83	63.0

Table 3: Property Usage Data with Daily Average (Avg), Totals, and Averages by Day of the Week

Monthly Data		Daily Avg	Total	AVG Monday	AVG Tuesday	AVG Wednesday	AVG Thursday	AVG Friday	AVG Saturday	AVG Sunday
June	Visitors	258.6	5431	196.7	297.3	269.7	227.3	324.3	271.7	223.3
	Bicyclists	0.4	9.0	0.0	0.0	0.0	0.0	2.0	1.0	0.0
	# of visitors fishing	0.9	18.0	0.0	1.7	2.3	0.7	0.0	1.0	0.3
	Dogs	1.4	29.0	1.0	1.7	0.7	1.7	2.0	0.7	2.0
Monthly Data		Daily Avg	Total	AVG Monday	AVG Tuesday	AVG Wednesday	AVG Thursday	AVG Friday	AVG Saturday	AVG Sunday
July	Visitors	426.5	11942	411.3	431.6	366.4	346.0	379.8	412.2	425.0
	Bicyclists	0.4	12.0	0.0	0.8	50.8	0.0	0.8	0.8	0.4
	# of visitors fishing	1.2	34.0	0.6	0.0	2.4	0.0	0.0	2.4	1.4

	Dogs	0.6	16.0	0.2	1.2	0.4	1.0	0.5	0.4	0.0
Monthly Data		Daily Avg	Total	AVG Monday	AVG Tuesday	AVG Wednesday	AVG Thursday	AVG Friday	AVG Saturday	AVG Sunday
August	Visitors	415.2	10379	332.5	360.0	370.5	438.6	482.4	347.0	460.0
	Bicyclists	0.3	7	0.0	0.3	0.0	0.2	0.0	0.0	1.3
	# of visitors fishing	1.0	25	0.7	0.5	1.8	0.2	0.4	1.0	2.8
	Dogs	0.7	18	0.3	0.5	0.5	1.2	1.0	0.0	0.8
Monthly Data		Daily Avg	Total	AVG Monday	AVG Tuesday	AVG Wednesday	AVG Thursday	AVG Friday	AVG Saturday	AVG Sunday
September	Visitors	64	64							64
	Bicyclists	0	0							0
	# of visitors fishing	1	1							1
	Dogs	0	0							0

Table 4: Total Property Use Data by Day of the Week

Totals	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Visitors	2900	4490	4123	3913	4904	2904	4582
Bicyclists	0	5	2	1	6	7	7
# of visitors fishing	5	7	26	3	2	16	20
Dogs	5	13	6	13	13	4	9