

Visitor Services Project
Sequoia & Kings Canyon National Parks
Report Summary

- This report describes the results of a visitor study at Sequoia & Kings Canyon National Parks (NPs) during July 28 – August 3, 2002. A total of 809 questionnaires were distributed to visitors. Visitors returned 555 questionnaires for a 68.6% response rate.
- This report profiles Sequoia & Kings Canyon NPs visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-three percent of visitor groups were in groups of two; 31% were in groups of three or four. Fifty-eight percent of the visitor groups were family groups. Fifty percent of visitors were aged 26-55 years and 23% were aged 15 or younger.
- United States visitors were mainly from California (72%), with smaller proportions from 40 other states. International visitors comprised 10% of the total visitors, with Germany, England and Holland most often represented.
- Ten percent of visitors were of Spanish/Hispanic/Latino ethnicity, of which 65% were Mexican, Mexican American or Chicano. Most visitors were of White racial background (93%), followed by Asian (6%) and other racial backgrounds. Most visitors (86%) spoke English as their primary language, although 14% of visitors listed 14 other languages they spoke and read.
- On this visit, the most common activities were sightseeing, scenic drive (85%) and dayhiking (62%). The same two activities were most common on past visits. Grant Grove was the most visited place (59%) in the national parks. Hume Lake was the most visited place (63%) in Sequoia NF (USFS).
- During the past twelve months, most visitors (75%) had visited Sequoia & Kings Canyon NPs once; 45% had visited once in their lifetime. Forty-three percent of visitor groups spent two to four days at Sequoia & Kings Canyon NPs, while 38% spent less than one day. For 76% of visitors, visiting Sequoia & Kings Canyon NPs was the primary reason they came to the area.
- Previous visits (51%), friends, relatives or word of mouth (40%), travel guides/tour books (37%) and internet-Sequoia & Kings Canyon NPs home page (37%) were the most used sources of information prior to visiting. For future visits, 64% of visitors said they would use the Sequoia-Kings Canyon home page to obtain park information.
- Many visitors (60%) were not aware that Sequoia & Kings Canyon NPs and Sequoia NF (USFS) were managed by different agencies with different rules and regulations.
- For the use, importance and quality questions it is important to note the number of respondents.

Service/facility	Most used	Most important	Best quality
Information services/ facilities	Park brochure/map 92%, N=453	Ranger-led walks/ talks 93%, N=41	Crystal Cave tour 91%, N=82 Ranger-led walks/talks, 91%, N=40
Visitor services/ facilities	Roads 93%, N=487	Roads 94%, N=448	Trails 89%, N=331
Concession services/ facilities	Market 63%, N=351	Lodging 93%, N=74	Lodging N=77%, N=71

- In and outside the parks/forest, the average visitor group expenditure during this visit was \$317. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$181. The average per capita expenditure was \$97.
- Most visitor groups (92%) rated the overall quality of visitor services at Sequoia & Kings Canyon NPs as "very good" or "good." No visitor groups rated the overall quality of services as "very poor." Visitors made many other comments.

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or website: http://www.psu.uidaho.edu
