

**Visitor Services Project  
Lava Beds National Monument  
Report Summary**

- This report describes the results of a visitor study at Lava Beds National Monument during May 25 - June 8, 2007. A total of 340 questionnaires were distributed to visitor groups. Of those, 223 questionnaires were returned resulting in a 65.6% response rate.
- This report profiles a systematic random sample of Lava Beds National Monument. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Fifty-one percent of visitor groups were in groups of two and 16% were in groups of five or more. Sixty-six percent of visitor groups were in family groups.
- United States visitors were from California (47%), Oregon (26%), Washington, (8%) and 18 other states. International visitors, comprising 9% of the total visitation, were from Germany (13%), United Kingdom (8%), and 11 other countries.
- Forty-eight percent of visitors were ages 41-70 years and 35% were ages 30 years or younger.
- Seventy-three percent of visitors visited the park once in their lifetime.
- Prior to this visit, visitor groups most often obtained information about Lava Beds National Monument through maps and brochures (44%), the park website (41%), and friends/relatives/word of mouth (34%). Nine percent of visitor groups did not obtain any information about the park prior to their visit.
- Of those visitor groups who spent less than 24 hours at the park, 33% percent stayed up to six hours. Of those that spent more than 24 hours in the park, 41% stayed for two days. The average length of stay was 14.4 hours.
- Regarding lodging that visitor groups used during their stay, 82% stayed in a campground or RV trailer park inside the park, and 71% stayed in a lodge, hotel, motel, or cabin outside the park.
- Most visitor groups (95%) were able to obtain needed support services from communities in the area (with 60 miles of the park). Over one-half (60%) obtained services in Klamath Falls.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included restrooms (91%), the visitor center (91%), and the park brochure/map (90%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included campgrounds (92%, N=41) and restrooms (90%, N=179). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were assistance from park staff (93%, N=134) and the visitor center (93% N=174).
- The average group expenditure within and outside the park (within 60 miles of the park) was \$206, with a median (50% paid more and 50% paid less) of \$113. Average total expenditure per person was \$71.
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Lava Beds National Monument as “very good” or “good.” Less than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

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