

## Executive Summary

- This report describes the results of a visitor study at Little River Canyon National Preserve during June 6-12, 2010. A total of 488 questionnaires were distributed to visitor groups. Of those, 210 questionnaires were returned resulting in a 43% response rate.
- This report profiles a systematic random sample of Little River Canyon National Preserve visitors. Most results are presented in graphs and frequency tables.
- Thirty-nine percent of visitor groups were in groups of two and 34% were in groups of three or four. Sixty-one percent of visitor groups were in family groups.
- United States visitors comprised 99% of total visitation during the survey period, with 59% from Alabama, 24% came from Georgia, and smaller proportions from 17 other states. International visitors were from two countries.
- Thirty-eight percent of visitors were visiting the park for the first time and 34% visit 1 to 11 times a year.
- Thirty-one percent of visitors were ages 31-50 years, 29% were ages 51-70 years or younger, and 21% were 15 years and younger.
- Most visitor groups (75%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through previous visits (51%) and friends/relatives/word of mouth (49%). Most visitor groups (92%) received the information they needed. To obtain information for a future visit, 38% of visitor groups would use the park website.
- For 59% of non-resident visitor groups, the primary reason for visiting the park area (within 40 miles) was to visit Little River Canyon National Preserve.
- Thirty percent of visitor groups stayed overnight in the area within 40 miles of the Preserve, of which 51% percent stayed three or more nights. Of the visitor groups that spent less than 24 hours in the Preserve, 25% spent five or more hours and 25% spent three hours. The average length of visit for visitor groups who visited up to one day was 3.6 hours.
- The most common activities on this visit were general sightseeing (65%) and touring/driving Little River Canyon scenic drive (59%).
- The visitor services and facilities most commonly used by visitor groups were the Canyon Center restrooms (56%) and picnic areas (44%). The service/facility that received the highest combined proportion of “extremely important” and “very important” ratings was the Canyon Center restrooms (89%, N=81). The services/facilities that received the highest combined proportion of “very good” and “good” quality ratings was Preserve brochure/map (95%, N=54%).
- Most visitor groups (88%) rated the overall quality of facilities, services, and recreational opportunities at Little River Canyon National Preserve as “very good” or “good.” Less than 1% of visitor groups rated the overall quality as “very poor” or “poor.”