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.”

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.