

Executive Summary

This visitor study report profiles a systematic random sample of Lassen Volcanic National Park (NP) visitors during August 3–9, 2012. A total of 645 questionnaires were distributed to visitor groups. Of those, 441 questionnaires were returned, resulting in a 68.4% response rate.

Group size and type	Forty-four percent of visitor groups consisted of two people and 39% were in groups of three or four. Sixty-six percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 29 states and comprised 91% of total visitation during the survey period, with 82% from California. Eleven percent of visitor groups were residents of the area (within 75 miles of the park). International visitors were from 14 countries and comprised 9% of total visitation during the survey period with 27% from Germany.
Frequency of visits	Fifty-eight percent of visitors visited the park once in the past five years. For 48% this was their first visit in their lifetime, while 26% had visited four or more times.
Age, ethnicity, race, and income level	Twenty-seven percent of visitors were ages 41-55 years, 25% were 56-70 years, 21% were 21-40 years old, and 18% were ages 15 years or younger. Six percent were Hispanic or Latino. Eighty-seven percent of visitors were White and 10% were Asian. Forty-one percent of respondents reported a household income of \$75,000-\$149,999.
Languages preferred for speaking and reading	Ninety-four percent of visitor groups preferred English for speaking and 95% preferred English for reading. Eleven percent of visitor groups felt services in the park need to be provided in languages other than English.
Physical conditions	Six percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (94%) obtained information about the park prior to their visit through the park website (53%), previous visits (46%), and friends/relatives/word of mouth (35%).
Park as destination	For 53% of visitor groups, the park was their primary destination and for 43%, it was one of several destinations.
Primary reason for visiting the area	The most common primary reasons for visiting the park area (within 75 miles) among non-resident visitor groups were to visit Lassen Volcanic NP (78%) and traveling through – unplanned visit (7%).
Towns traveled through	Forty percent of visitor groups traveled through Red Bluff to arrive at the park and 33% traveled through Redding.
Number of park entries	Fifty-four percent of visitor groups entered the park once and 25% entered twice.

Executive Summary (continued)

Overnight stays	Seventy-two percent of visitor groups stayed overnight either inside Lassen Volcanic NP or in the area within 75 miles of the park. Of those visitor groups that stayed inside the park, 54% stayed one or two nights, and 69% tent camped in a developed campground. Of those visitor groups that stayed outside the park, 61% stayed one or two nights, and 62% stayed in a lodge, hotel, motel, vacation rental, B&B, etc.
Length of stay	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 5.6 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 3.1 days. The average length of stay for all visitor groups was 34.1 hours or 1.4 days.
Sites visited	The most common places visited in the park were Kohm Yah-mah-nee Visitor Center (53%), Bumpass Hell (50%), and Sulphur Works (41%).
Activities on this visit and future visits	The most common activities were walking/hiking/backpacking (77%), visiting visitor center (65%), and taking scenic drive/byway (64%). The most common activities that were the primary reason for visiting the park were walking/hiking/backpacking (42%), taking scenic drive/byway (16%), and camping (15%). The most common activities in which visitor groups would like to participate on future visits were walking/hiking/backpacking (84%), enjoying solitude/quiet (65%), and exploring the hydrothermal areas (64%).
Trails walked/hiked in the park	The most common trails walked/hiked by visitor groups were Bumpass Hell Trail (62%), Manzanita Lake Trail (32%), and Kings Creek Trail (29%). The trails that received the highest “not at all crowded” ratings were Cinder Cone Trail (74%), Devils Kitchen Trail (73%), and Manzanita Lake Trail (73%).
Information services and facilities	The information services and facilities most often used by visitor groups were the park brochure/map (82%), assistance from park staff (58%), and the park website (45%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (86%), parking lots (82%), and roads (78%).
Concession services and facilities	The concession services and facilities most commonly used by visitor groups were Manzanita Lake: food service (50%), Drakesbad Guest Ranch: food service/restaurant (31%), and Manzanita Lake: gifts (25%).
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles of the park) was \$291. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$159. The average total expenditure per person (per capita) was \$110.
Overall quality	Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Lassen Volcanic NP as “very good” or “good.” Less than 2% 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) 885-2585 or the following website <http://www.psu.uidaho.edu>.