

Executive Summary

This visitor study report profiles a systematic random sample of Lassen Volcanic National Park (NP) visitors during January 17 - February 24, 2013. A total of 399 questionnaires were distributed to visitor groups. Of those, 292 questionnaires were returned, resulting in a 73.2% response rate.

Group size and type	Forty-nine percent of visitor groups consisted of two people and 27% were in groups of three or four. Fifty-five percent of visitor groups consisted of family groups and 23% were with friends.
State or country of residence	United States visitors were from 15 states and comprised 99% of total visitation during the survey period, with 96% from California. There were not enough international visitors to provide reliable results.
Frequency of visits	Forty-three percent of visitors had visited four or more times in the past five years, while 29% had visited the park once. Fifty-eight percent had visited four or more times in their lifetime.
Age, ethnicity, race, and income level	Thirty-three percent of visitors were ages 51-65 years, 23% were 36-50 years old, and 14% were ages 15 years or younger. Six percent of visitors were Hispanic or Latino. Ninety-two percent of visitors were White and 5% were Asian. Nineteen percent of respondents reported a household income of \$50,000-\$74,999.
Languages preferred for speaking and reading	For language preference, 98% preferred to speak English and 99% preferred to read English. Ten percent of visitor groups felt services in the park need to be provided in languages other than English.
Physical conditions	Three 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 (91%) obtained information about the park prior to their visit, most often through previous visits (63%), the park website (45%), and friends/relatives/word of mouth (32%).
Timing of decision to visit	Thirty seven percent of visitor groups decided to visit 3-7 days before their visit to the park and 22% made the decision to visit on the day before their visit.
Park as destination	For 87% of visitor groups, the park was their primary destination and for 10%, it was one of several destinations.
Primary reason for visiting the area	The most common primary reason for visiting the park area (within 75 miles) among non-resident visitor groups was to visit Lassen Volcanic NP (80%)
Towns traveled through to arrive at park	Forty-four percent of visitor groups traveled through Red Bluff to arrive at the park and 30% traveled through Chico.
Number of park entries	Most visitor groups (89%) entered the park once.

Executive Summary (continued)

Overnight stays	Twenty-nine 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 outside the park, 70% stayed one or two nights, and 78% stayed in a lodge, hotel, motel, vacation rental, B&B, etc. There was not enough data for visitors staying overnight inside the park to have reliable results.
Length of stay	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.2 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 2.3 days. The average length of stay for all visitor groups was 10.3 hours or .4 days.
Sites visited	The most common places visited in the park were Kohm Yah-mah-nee Visitor Center (63%), Sulphur Works (31%), and Manzanita Lake (24%).
Activities on this visit and future visits	The most common activities were visiting the visitor center (54%), enjoying solitude/quiet (53%), and playing in the snow (47%). The most common activities that were the primary reason for visiting the park were snowshoeing--not ranger-led (33%), playing in the snow (15%), and cross-country skiing (11%). The most common activities in which visitor groups would like to participate on future visits were enjoying solitude/quiet (61%), camping (56%), and visiting the visitor center (51%).
Trails skied/snowshoed in the park	The most common trails skied/snowshoed by visitor groups were the Main Park Road from the southwest area (54%), Manzanita Lake Snowshoe Loop (27%), Ridge Lakes (14%), and Brokeoff Mountain (14%).
Information services and facilities	The information services and facilities most often used by visitor groups were assistance from park staff (70%), the visitor center exhibits (54%), and the park brochure/map (51%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were parking lots (91%), restrooms (91%), and roads (68%).
Safety	Ninety percent or more of visitor groups felt “very safe” or “safe” in terms of their personal safety from crime or accidents, or their personal property from crime.
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles of the park) was \$168. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$48. The average total expenditure per person (per capita) was \$68.
Preferred methods to learn about the park	Most visitor groups (97%) were interested in learning about the park. The most preferred methods were indoor exhibits (67%), self-guided tours (65%), and outdoor exhibits (59%).
Overall quality	Most visitor groups (98%) rated the overall quality of facilities, services, and recreational opportunities at Lassen Volcanic NP as “very good” or “good.” No 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>.