

Visitor Services Project Santa Monica Mountains National Recreation Area

Report Summary

- This report describes the results of a visitor study at Santa Monica Mountains National Recreation Area during May 2-9, 1993. A total of 1455 questionnaires were distributed and 971 returned, a 67% response rate.
- This report first profiles Topanga Banjo-Fiddle Contest visitors and then general Santa Monica Mountains visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

Banjo-fiddle contest visitors

- Banjo-fiddle contest visitors were often families (43%). They were in groups of two people (42%). Forty-two percent of visitors were 36-50 years old. Most (98%) were white, not of Hispanic origin and 99% spoke English at home.
- Visitors from foreign countries comprised 2% of the banjo-fiddle contest visitors. United States visitors attending the banjo-fiddle contest came mainly from California (98%).
- Most banjo-fiddle contest visitors (60%) were visiting Paramount Ranch for the first time. More visitors had visited Paramount Ranch during the past 12 months than any other Santa Monica Mountains site. They usually stayed three to four hours at the site. Most (96%) used cars to get to the park on this visit.
- Banjo-fiddle contest visitors (47%) relied mainly on special advertising as their source of information about the park. Visitors' most common activities were attending special events (92%) and sightseeing (52%).
- The average visitor group expenditure (excluding lodging) for banjo-fiddle contest visitors was \$31. The average per capita expenditure (excluding lodging) for these visitors was \$10.

General visitors

- General visitors were with families (35%) or friends (30%) and in groups of two (38%). Forty-two percent of visitors were 26-40 years old. Most (61%) were repeat visitors to the specific site they were visiting. Most (95%) were white, not of Hispanic origin and 96% spoke English at home. Visitors from foreign countries comprised 7% of general visitors; 93% of United States visitors came from California.
- Thirty-one percent of general visitors were at the site for the first time; 26% visit less than once a month. A higher proportion of visitors use the sites on weekends (46%) than weekdays (30%). A higher proportion of visitors went to Malibu Creek State Park during the past 12 months than any other site in the park. General visitors usually stayed two to three hours. On this visit, 91% of the visitors used cars to get to the park.
- Most general visitors (56%) learned about the park from previous visits. Their activities included sightseeing (71%) and hiking (61%).
- For general visitors, the average visitor group expenditure including lodging was \$24. The average per capita expenditure including lodging was \$9.
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact
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