
Visitor Services Project
Lassen Volcanic National Park
Report Summary

- This report describes the results of a visitor study at Lassen Volcanic National Park (NP) during August 15-21, 1999. A total of 600 questionnaires were distributed to visitors. Visitors returned 473 questionnaires for a 79% response rate.
 - This report profiles Lassen Volcanic NP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
 - Over two-thirds (70%) of the visitor groups were family groups. Forty-one percent of visitor groups were groups of two. Forty-one percent of visitors were between 36 and 55 years old. Twenty-four percent of visitors were under the age of 15.
 - Forty-nine percent of visitors were making their first visit to Lassen Volcanic NP. Most of the visitor groups (58%) spent less than a day at the park. Of those groups that spent less than a day at the park, 49% spent four hours or less.
 - United States visitors were from California (80%), Oregon (4%), 33 other states, Washington D.C., and Puerto Rico. International visitors comprised 5% of Lassen Volcanic NP visitors. They were from Germany (45%), Canada (15%), England (14%), and 10 other countries.
 - The sources of information most used by 442 visitor groups were previous visit(s) (56%), travel guide/tour book (43%), friends/relatives (42%), and internet/website (21%).
 - On this visit, the most common activities were the scenic drive (85%), visiting geological/geothermal features (71%), photography (57%), hiking 2 hours or more (51%), and hiking less than 2 hours (45%).
 - On this visit, the most commonly visited sites within Lassen Volcanic NP were Manzanita Lake (58%), and Chalet and information station (58%). The least visited sites include Juniper Lake (5%), and Snag Lake (2%).
 - With regard to the use, importance, and quality of information services, it is important to note the number of visitor groups that responded to each question. The information services most used by 400 visitor groups were the park brochure/map (93%), and park newspaper (57%). According to visitors, the most important information services were the park brochure/map (86% of 364 respondents), assistance from park staff (81% of 144 respondents), and ranger-led programs (81% of 64 respondents). The highest quality information services were ranger-led programs (90% of 62 respondents) and assistance from park staff (87% of 141 respondents).
 - With regard to the use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The services and facilities most used by 438 visitor groups were roads (95%), parking lots (86%), and road directional signs (85%). According to visitors, the most important services and facilities were campgrounds (97% of 153 respondents), roads (97% of 409 respondents), and trails (95% of 321 respondents). The highest quality services and facilities were roads (85% of 402 respondents), trails (85% of 320 respondents), and campgrounds (84% of 151 respondents).
 - Many visitor groups (96%) felt that scenic views were either “extremely important” or “moderately important” to their visit. Ninety-four percent felt natural features were “extremely important” or
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“moderately important,” and 78% felt wilderness was “extremely important” or “moderately important” to their visit.

- The average visitor group expenditure within fifty miles of Lassen Volcanic NP was \$206. Of the total expenditures by groups within fifty miles of Lassen Volcanic NP, 43% was for lodging, 27% was for food, 15% was for travel, and 15% was for other expenses.
- Ninety-two percent of visitor groups rated the overall quality of visitor services at Lassen Volcanic NP as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.
