

**Visitor Services Project
Crater Lake National Park
Report Summary**

- This report describes the results of a visitor study at Crater Lake National Park (NP) during August 3-9, 2001. A total of 600 questionnaires were distributed to visitors. Visitors returned 484 questionnaires for an 80.7% response rate.
- This report profiles Crater Lake NP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Almost three-fourths of the visitor groups (71%) were family groups. Forty-seven percent of visitor groups were in groups of two; another 32% were in groups of three or four. Thirty-nine percent of visitors were aged 36-55 years, while 20% were aged 15 years or younger.
- United States visitors were from Oregon (32%), California (27%), Washington (12%), and 40 other states. International visitors, who comprised 7% of the total visitors, were from Canada (36%), England (19%), Japan (7%) and 13 other countries.
- Most visitors (83%) had at least some college. The most common income level was \$30,000 or less (36%), followed by \$30,001 to \$50,000 (28%). Three percent of the respondents were of Hispanic or Latino ethnicity. The most common racial backgrounds of respondents were White (92%), Asian (5%) and American Indian/Alaska Native (3%).
- The sources of information most used by visitor groups were friends/relatives/word of mouth (42%), previous visits (36%), and travel guide/ tour book (34%). For most visitors (75%), the park was the primary reason for visiting the area.
- Most visitors (93%) had visited Crater Lake NP once during the past 12 months. Most visitors (81%) spent less than one day (24 hours) at the park. The most used park entrance and exit was the North Entrance - Highway 97 with 32% of visitors entering and exiting there. The primary reason for visiting the area (within 100 miles of the park) was to visit Crater Lake NP (75%).
- Visitors' most common activities at Crater Lake NP were sightseeing/scenic driving (94%), viewing Crater Lake (71%) and photography (63%). During their visit, 65% of the visitors did not have a conversation with a ranger other than at the entrance station. Thirty-four percent of the visitors did talk with a ranger. Over one-third (37%) of the visitors hiked on this visit to Crater Lake NP. The most commonly hiked trails included Cleetwood Cove Lake Trail (49%), Watchman Peak (25%) and Castle Crest Wildflower Trail (20%).
- The most visited places in the park were Rim Village (85%), West Rim Drive (70%) and Rim Village Visitor Center (61%). Seventy percent of visitors stayed overnight away from home within 100 miles of the park. The most used accommodations in the park were campground/trailer park (58%) and lodge/motel (37%). Outside the park, lodges/motels (63%) and campgrounds/trailer parks (31%) were the most used.
- With regard to use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities were roads (93%) and park brochure/map (88%). The most important services/facilities were pullouts/overlooks (96%), roads (96%) and restrooms (95%). The best quality service/facilities were backcountry trails (94%), park brochure/map (93%) and pullouts/overlooks (93%).
- The most used concession service/facility was the gift store (76%). The most important services/facilities were Mazama Campground (95%), boat tour (94%) and gas station (90%). The best quality service/facilities were Crater Lake Lodge (88%), boat tour (87%) and Mazama Campground (82%).
- The average visitor group expenditure in and out of the park during this visit was \$289. The median visitor group expenditure in and out of the park (50% of groups spent more; 50% spent less) was \$149. The average per capita expenditure was \$95.
- Most visitor groups (92%) rated the overall quality of visitor services at Crater Lake NP as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
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