

Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Oregon Caves National Monument Visitor Study

Summer 2003 Report 147





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Visitor Services Project Report 147

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Visitor Services Project Oregon Caves National Monument Report Summary

- This report describes the results of a visitor study at Oregon Caves National Monument (NM) during July 16-22, 2003. A total of 383 questionnaires were distributed to visitors. Visitors returned 338 questionnaires for an 88.3% response rate.
- This report profiles Oregon Caves NM visitors. A separate appendix contains groups' comments about their visit. This report and the appendix include summaries of those comments.
- Twenty-eight percent of visitor groups were groups of two; 42% were groups of three or four. Most visitor groups (74%) were family groups. Forty-six percent of visitors were aged 36-60 years and 29% were aged 15 or younger.
- International visitors, comprising 6% of the total visitation, were from Canada (42%), Germany (18%), and 8 other countries. United States visitors were from California (38%), Oregon (34%), Washington (10%) and 32 other states.
- Eighty percent of visitors reported that this was their first visit to Oregon Caves NM. Most groups (60%) spent three or four hours at the monument. Forty-five percent of visitors spent one day in the Illinois Valley area.
- Prior to this visit, visitors most often obtained information about Oregon Caves NM through friends/relatives/word of mouth (36%), maps/brochures (31%), and the Oregon Caves NM web site (30%). Most visitors (60%) were aware prior to visiting that Oregon Caves National Monument is a unit of the National Park System.
- When asked their primary reason for visiting Southwest Oregon, 36% were traveling through Southwest Oregon and 20% of visitors said Oregon Caves was their primary destination.
- Most visitor groups (96%) were not aware of the on-call shuttle service available at the Illinois Valley Visitor Center. Over one-half of groups (58%) would not likely use the shuttle on a future visit.
- On this visit, the most common activities were taking a cave tour (96%), visiting the Chateau (56%) and hiking (33%).
- Seventy-eight percent of groups were taking their first Oregon Caves NM cave tour. When
 asked about the current cave tour fee, 91% of visitor groups felt the fee was "about right."
 Forty percent of visitor groups would use a reservation system for cave tour tickets if it were
 available, but 36% would not.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note
 the number of visitor groups that responded to each question. The most used services by the
 318 respondents included the restrooms (95%) and park directional road signs (85%). The
 most important service was the restrooms (84% of 295 respondents) and the best quality
 service was the Illinois Valley Visitor Center (76% of 67 respondents).
- The average <u>visitor group</u> expenditure during the visit was \$135. The median visitor group expenditure (50% of spent more and 50% of groups spent less) was \$70. The average <u>per</u> <u>capita</u> expenditure was \$41.
- Most visitor groups (96%) rated the overall quality of visitor services at Oregon Caves NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following web site: http://www.psu.uidaho.edu

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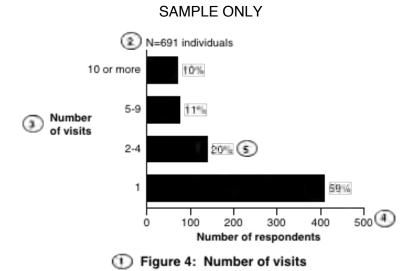
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INTRODUCTION

This report describes the results of a study of visitors at Oregon Caves National Monument, also referred to as "Oregon Caves NM." This visitor study was conducted July 16-22, 2003 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The *Methods* section discusses the procedures and limitations of the study. The *Results* section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An *Additional Analysis* section is included to help managers request additional analyses. The final section includes a copy of the *Questionnaire*. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of visitors responding and a description of the chart's information. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (1999). The Oregon Caves NM questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Oregon Caves NM.

Interviews were conducted with, and questionnaires were distributed to a sample of 383 visitors who arrived at Oregon Caves NM during the period from July 16-22, 2003. Visitors were sampled on the walkway between the visitor center and the Chateau.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked for their names, addresses and telephone numbers in order to mail them a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency Distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 335 visitor groups, Figure 5 presents data for 1,156 individuals. A label above each graph specifies the sample size and type.

Occasionally, a respondent may not have answered all of the questions completely or answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Oregon Caves NM visitors returned 338 questionnaires, Figure 1 shows data for only 335 respondents. Questions answered incorrectly due to carelessness or misunderstanding of the directions, are presented in the data as reporting errors. These errors create small inconsistencies in sample sizes between data graphs.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

- It is not possible to know whether visitor responses reflect actual or intended behavior. This disadvantage applies to all such studies and is reduced by encouraging visitors fill out the questionnaire <u>soon after</u> <u>they visit</u> the park.
- 2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 16-22, 2003. The results do not necessarily apply to visitors during other times of the year.
- 3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure or table.

Special conditions

Weather conditions during the visitor study were clear and sunny in the Oregon Caves NM area. The temperatures were typical of summer temperatures in July at Oregon Caves NM.

RESULTS

Visitors contacted

At Oregon Caves NM, 419 visitor groups were contacted and 383 of these groups (91%) accepted questionnaires. Questionnaires were completed and returned by 338 visitor groups, resulting in an 88.3% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who were contacted to participate in the study, with age and group size of visitors who actually returned the questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

| Variable | Total sample | | | Actual respondents | |
|--------------------|--------------|------|-----|--------------------|--|
| | N | Avg. | N | Avg. | |
| Age of respondents | 417 | 44.6 | 330 | 45.0 | |
| Group size | 419 | 3.6 | 335 | 4.0 | |

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 21 people. Twenty-eight percent of visitor groups consisted of two people, while 42% consisted of three or four people. Eleven percent of groups had seven or more people.

The majority of groups visiting Oregon Caves NM consisted of family members (74%), as shown in Figure 2. Eleven percent of the visitor groups consisted of friends, 6% were alone, and 5% were a combination of both family and friends. "Other" group types included those traveling on business, as part of a camp group, and as support service for a disabled visitor. Twelve percent of the survey participants reported being part of an organized tour group (see Figure 3), and 1% were part of an educational or school group (see Figure 4).

Forty-six percent of all visitors were in the 36-60 age group, and 29% were 15 years or younger (see Figure 5). Visitors who were 18 years or older

Demographics (continued)

were asked to list their highest level of education. Thirty-one percent had attended some college, while 52% had achieved either a bachelor's or graduate degree (see Figure 6). The majority of visitors (80%), were visiting Oregon Caves NM for the first time (see Figure 7).

International visitors comprised 6% of the survey participants. The countries most represented were Canada (42%) and Germany (18%), as shown in Table 2. The largest proportions of United States visitors were from California (38%), Oregon (34%) and Washington (10%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from another 32 states.

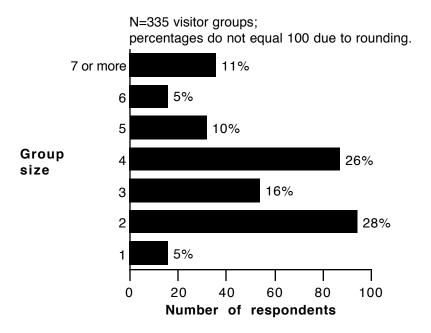


Figure 1: Visitor group sizes

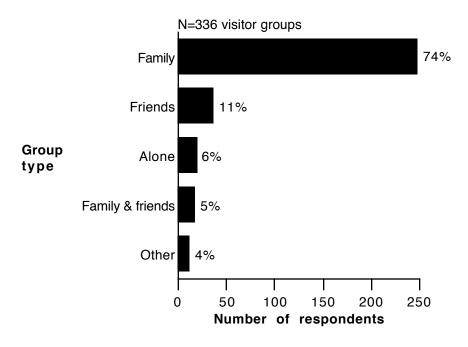


Figure 2: Visitor group types

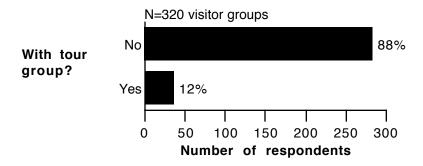


Figure 3: Visitors with a guided tour group

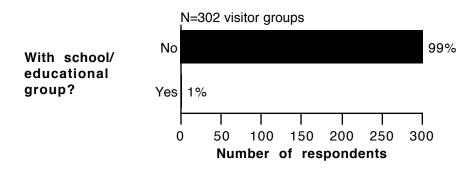


Figure 4: Visitors with a school/educational group

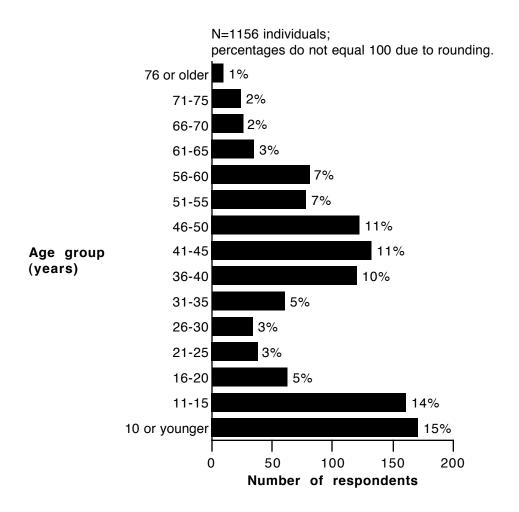


Figure 5: Visitor ages

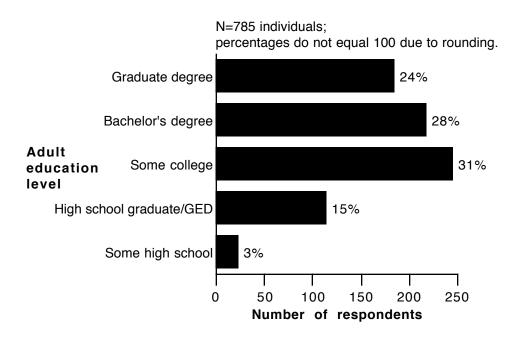


Figure 6: Highest level of education attained by adult (18 years or over) visitors

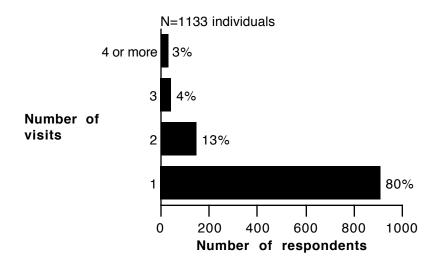
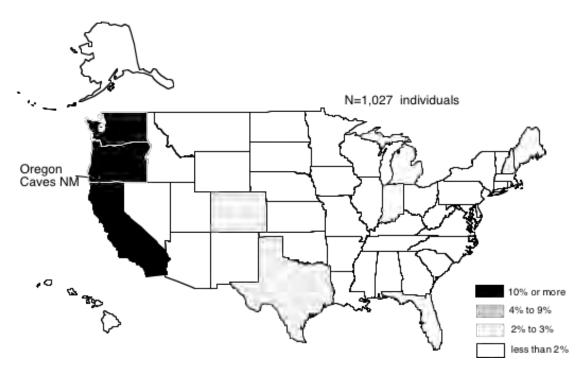


Figure 7: Number of lifetime visits by individual visitors

Table 2: International visitors by country of residence percentages do not equal 100 due to rounding.

| Country | Number of individuals | Percent of international visitors N=67 individuals | Percent of total visitors N=1,094 individuals |
|----------|-----------------------|--|---|
| Canada | 28 | 42 | 3 |
| Germany | 12 | 18 | 1 |
| England | 4 | 6 | <1 |
| Korea | 4 | 6 | <1 |
| Scotland | 4 | 6 | <1 |
| Spain | 4 | 6 | <1 |
| France | 3 | 4 | <1 |
| Holland | 3 | 4 | <1 |
| Oman | 3 | 4 | <1 |
| Ireland | 2 | 3 | <1 |
| | | | |



Map 1: Proportion of United States visitors by state of residence

| Table 3: United States visitors by state of residence percentages may not equal 100 due to rounding. | | | | |
|--|-----------------------|--------------------------|---|--|
| State | Number of individuals | Percent of U.S. visitors | Percent of total visitors N=1,094 individuals | |
| California | 390 | 38 | 36 | |
| Oregon | 351 | 34 | 32 | |
| Washington | 103 | 10 | 9 | |
| Colorado | 20 | 2 | 2 | |
| Texas | 16 | 2 | 1 | |
| Utah | 15 | 1 | <1 | |
| Arizona | 13 | 1 | <1 | |
| Florida | 11 | 1 | <1 | |
| Nevada | 11 | 1 | <1 | |
| New York | 10 | 1 | <1 | |
| Massachusetts | 8 | 1 | <1 | |
| Idaho | 7 | 1 | <1 | |
| Michigan | 6 | 1 | <1 | |
| New Jersey | 6 | 1 | <1 | |
| Ohio | 6 | 1 | <1 | |
| 20 other states | 54 | 5 | 5 | |

Length of visit

Visitor groups were asked how long they spent visiting Oregon Caves NM on this visit. Of the visitors who spent one day or more visiting Oregon Caves NM, 74% spent one day (see Figure 8). Twenty percent reported staying two days. Of the visitor groups who spent less than one day, most (60%) stayed between three and four hours, as shown in Figure 9.

Survey respondents were also asked about their length of stay in the Illinois Valley area. Of the visitors who spent one day or more, 45% of groups reported staying in the area one day, while 55% stayed two days or more (see Figure 10). Of the visitor groups who spent less than one day in the area, 23% stayed three or four hours and 18% stayed one hour (see Figure 11).

Visitors were asked, "What would make you and your group stay longer in the Illinois Valley area?" Thirty-nine percent would not stay longer in the area (see Figure 12). Of those who might stay longer, the most common activity was trails with a feature--waterfall, etc. (73%), followed by evening programs (22%), children's programs (21%), as shown in Figure 13. "Other" activities that could make visitors stay longer included swimming/water opportunities, better/cheaper lodging, and better planning on part of visitors. Some visitors said they just didn't have enough time to stay longer.

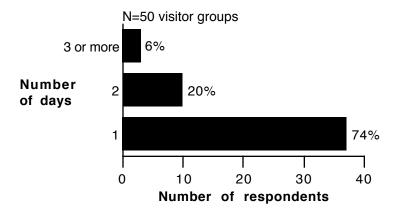


Figure 8: Days spent visiting Oregon Caves NM on this visit

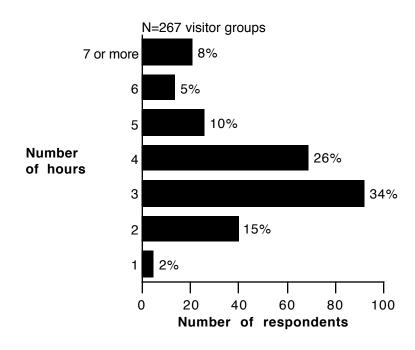


Figure 9: Hours spent at Oregon Caves NM on this visit

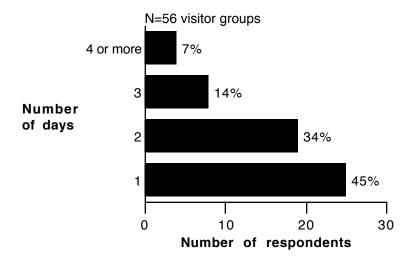


Figure 10: Days spent in the Illinois Valley area on this visit

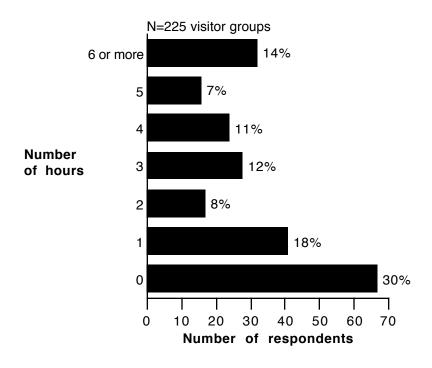


Figure 11: Hours spent in the Illinois Valley area on this visit

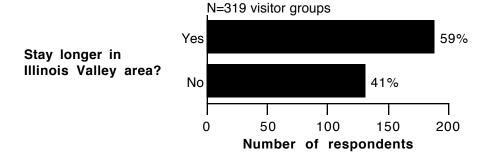


Figure 12: Stay longer in Illinois Valley area?

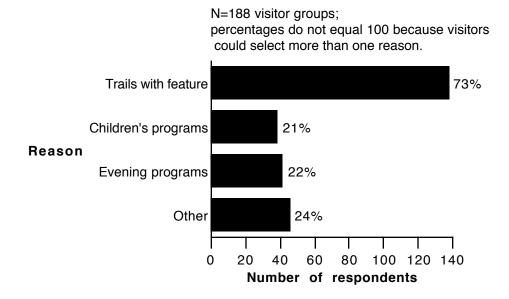


Figure 13: Reasons that would make visitor groups stay longer in Illinois Valley

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Oregon Caves NM prior to their visit. Five percent of visitor groups received no information prior to their visit (see Figure 14). Of those groups who received information, the most common sources were friends or relatives/word of mouth (36%), maps (31%), and the internet-Oregon Caves NM home page (30%), as shown in Figure 15. The least used sources of information included a travel agent and Oregon State Welcome Center (each 1%). "Other" sources of information included the Public Broadcasting System (PBS) special-featuring historic lodges of the National Park System, radio program, and suggestions from local residents.

Most visitor groups (90%) received the information they needed to plan their visit, however 10% either did not or were "not sure" (see Figure 16). The additional information that visitor groups needed included hours of operation for the monument, height requirements for the cave tours, and more precise driving directions (see Table 4).

Respondents were also asked what type of information they would have liked to have had regarding height restrictions and waiting times for the cave tours prior to their visit. Most responses said that all of their questions were answered from the sources they used. "Other" comments included that babysitting should be available for visitor groups with members not meeting the height requirement, and information about minimum bending requirements. Visitors remarked that the latter is especially helpful for those visitors who are very tall or elderly.

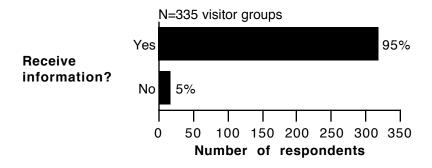


Figure 14: Receive information about monument prior to visit?

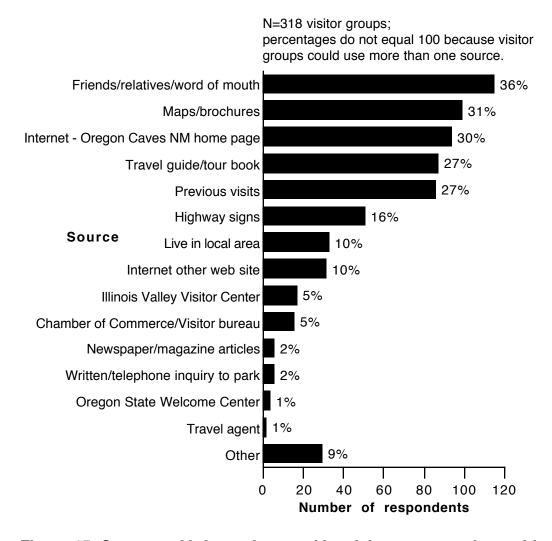


Figure 15: Sources of information used by visitor groups prior to this visit

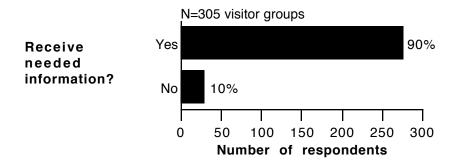


Figure 16: Receive needed information?

| Table 4: Information needed but not received | | | | |
|--|--|--|--|--|
| CAUTION! | | | | |
| NL CO | | | | |

| N=23 comments | |
|--|------------------------------|
| Comment | Number of times mentioned |
| Location/drive times/map accuracy | 6 |
| Hours of operation | 5 |
| Height requirement | 3 |
| Existence of Chateau | 3 |
| Trail Information | 2 |
| Road conditions (winding, slow, difficult) | 2 |
| RV parking | 1 |
| Local camping and lodging information | 1 |

Awareness that monument is a unit of National Park System

Visitor groups were asked: "Prior to this visit, were you and your group aware that Oregon Caves National Monument is a unit of the National Park System?" Most visitors (60%) were aware that Oregon Caves NM is a unit of the National Park System (see Figure 17). However, 32% were not aware and 8% were "not sure" that the NPS was responsible for the monument.

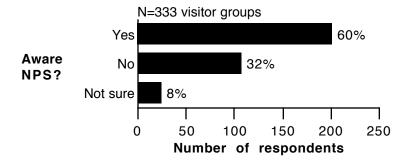


Figure 17: Visitor group awareness that monument is a unit of the National Park System

Primary reason for visiting the southwestern Oregon area

Visitor groups were asked their primary reason for visiting the southwestern Oregon area. The most common reasons for visiting the area included "vacation travel through Southwest Oregon," followed by visiting Oregon Caves NM (20%), as shown in Figure 18.

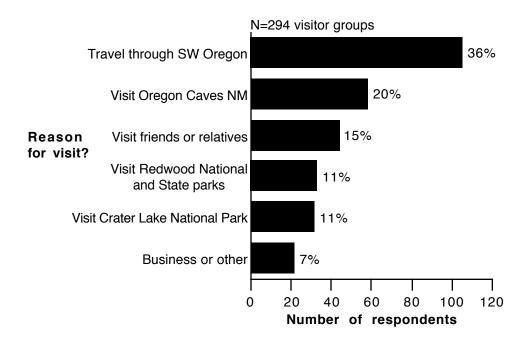


Figure 18: Primary reason for visiting the southwestern Oregon area

Other sites/towns visited

For many visitor groups, their travel plans included more than visiting Oregon Caves NM. Over one-half of groups reported they had visited or planned to visit Redwood National and State Parks (57%) and Crater Lake National Park (52%) while in Southwest Oregon (see Figure 19). Another common destination was Oregon beaches (49%). Some additional locations mentioned in the "other" category were rafting or jet boating on the Rogue River, the Shakespeare Festival in Ashland, and the Oregon Vortex.

The towns that most visitor groups stopped at or visited before arriving at Oregon Caves NM included Grants Pass (56%), Crescent City (36%), and Medford 25%, as shown in Figure 20.

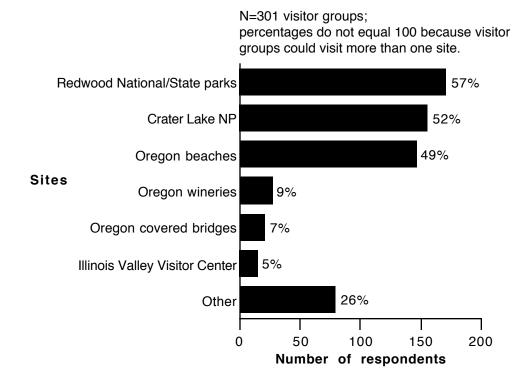


Figure 19: Southwest Oregon attractions visited on this trip

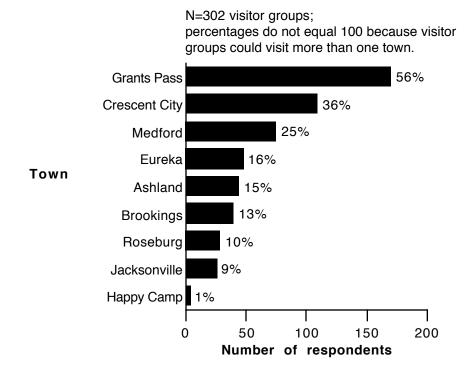


Figure 20: Towns visited in the southwestern Oregon area

Locating Oregon Caves NM on maps

Oregon Caves NM is a small site that does not appear on all maps. Visitor groups were asked if they were able to locate the monument on a map prior to their visit. Seventy-four percent reported being able to find it on a map (see Figure 21). Twenty-one percent did not look at a map and 5% said they were unable to find it.

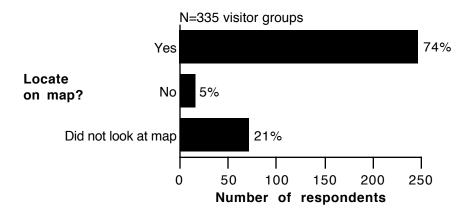


Figure 21: Finding Oregon Caves NM on a map

Awareness/opinions about shuttle services

An on-call shuttle service is provided from the Illinois Valley Visitor Center. Most visitor groups (96%) were unaware that this service exists (see Figure 22). When asked if they would use the service in the future, 11% responded that they would likely use it (see Figure 23). Over one-half of visitor groups (58%) said they would not use the shuttle and 31% were "not sure."

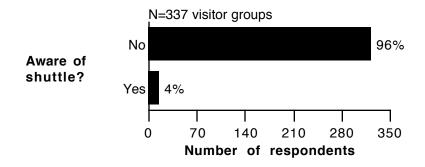


Figure 22: Awareness of on-call shuttle service from Illinois Valley Visitor Center

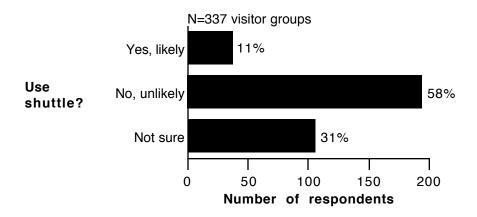


Figure 23: Visitor use of shuttle service in future

Overnight accommodations

Survey participants were asked if they stayed overnight away from home within a 1-hour drive of Oregon Caves NM. Forty-eight percent of visitor groups reported staying away from home within a 1-hour drive of Oregon Caves NM; 52% did not (see Figure 24). Most visitor groups (83%) stayed one night at the Oregon Caves Chateau, as shown in Figure 25. The most common overnight stay in the area within 1-hour drive of Oregon Caves NM was also one night (62%), as shown in Figure 26. In the monument, the Oregon Caves Chateau, the only in-park lodging, was used by 16% of visitor groups (see Figure 27). Outside the monument, the most commonly used types of accommodations were campgrounds or trailer parks (43%) and lodges, motels, or cabins (31%), as shown in Figure 28. "Other" types of lodging included tree houses, fairgrounds, and motor home pullout.

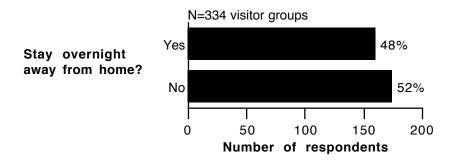


Figure 24: Visitor groups staying overnight away from home within 1-hour drive of Oregon Caves NM

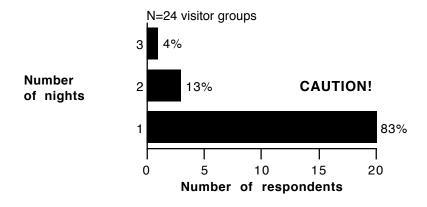


Figure 25: Number of nights at Oregon Caves Chateau

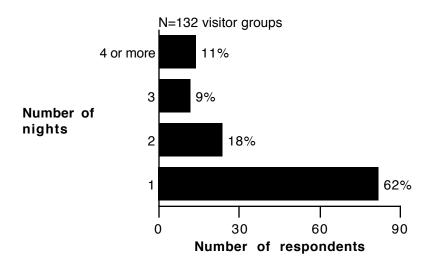


Figure 26: Number of nights in the area within 1-hour drive of Oregon Caves NM

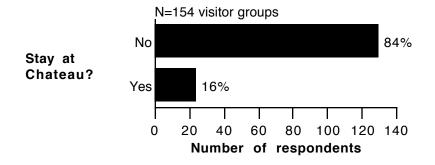


Figure 27: Overnight stay at Oregon Caves Chateau?

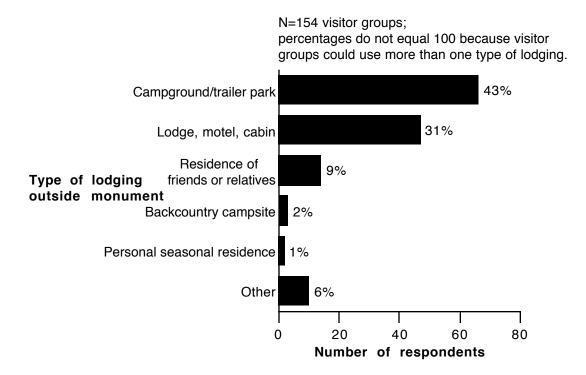


Figure 28: Lodging used outside of monument

Park entries/number of vehicles used

Most visitor groups (96%) entered the monument only once during their stay in the area (see Figure 29). Most groups (92%) brought one vehicle on this trip to the monument (see Figure 30).

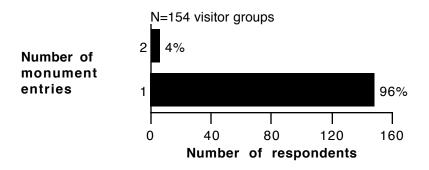


Figure 29: Number of entries into Oregon Caves NM

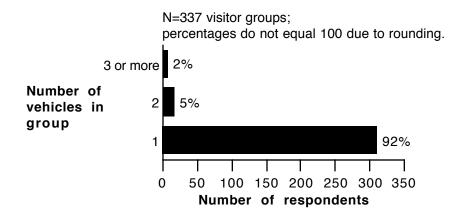


Figure 30: Number of vehicles used to arrive at Oregon Caves NM

Activities

Visitor groups were asked to list the activities in which they participated at Oregon Caves NM on this visit. The most common activities were taking a cave tour (96%), visiting the historic Chateau (56%), hiking (33%) and dining in the Chateau (28%), as shown in Figure 31. The least common activities were trail activities for children (4%) and taking special tours (3%). "Other" activities included visiting the gift shop, using the facilities, and meditating.

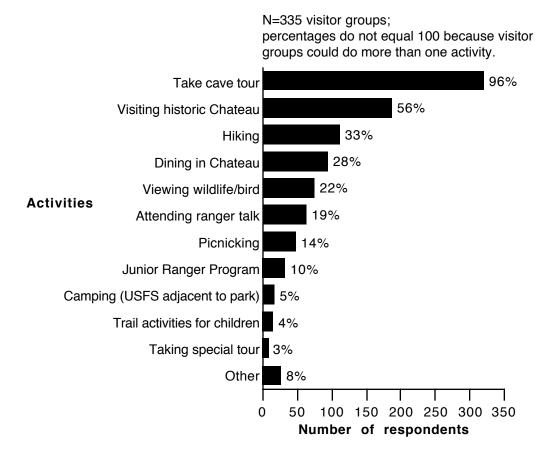


Figure 31: Visitor activities on this visit

Importance of selected park attributes

Visitor groups were asked to rate the importance of eleven selected attributes at Oregon Caves NM to the preservation of the park for future generations. The attributes receiving the highest "extremely important" and "very important" ratings were cave features/environment (95%), clean air/water (93%), wildlife (88%) and old growth forest (87%), as shown in Table 5. Figure 32 shows the combined "extremely important" and "very important" ratings for all of the attributes.

| Table 5: Importance of selected park attributes N=number of respondents who rated each attribute; percentages may not equal 100 due to rounding. | | | | | | | | | | |
|--|-----|---------------------|-------------------|-----------|--------------------|------------------|---------------|--|--|--|
| | Ν | Ratings (%) | | | | | | | | |
| Attribute | | Extremely important | Very important | Important | Somewhat important | Not important | Don't know | | | |
| Native plants | 331 | 59 | 18 | 16 | 3 | 2 | 3 | | | |
| Wildlife | 330 | 66 | 22 | 9 | 2 | 1 | 2 | | | |
| Clean air/water | 331 | 76 | 17 | 5 | 1 | <1 | 1 | | | |
| Historic buildings | 332 | 37 | 32 | 20 | 7 | 3 | 2 | | | |
| Old growth forest | 331 | 66 | 21 | 8 | 2 | 1 | 2 | | | |
| Recreational facilities | 330 | 21 | 35 | 32 | 8 | 4 | 2 | | | |
| Natural quiet/ sounds of nature | 331 | 51 | 31 | 12 | 2 | 2 | 2 | | | |
| Cave features/ environment | 331 | 76 | 19 | 4 | 1 | <1 | 1 | | | |
| Fossils | 333 | 51 | 25 | 15 | 5 | 2 | 3 | | | |
| Solitude | 331 | 31 | 29 | 25 | 9 | 3 | 4 | | | |
| Educational programs | 331 | 31 | 37 | 24 | 5 | 2 | 2 | | | |

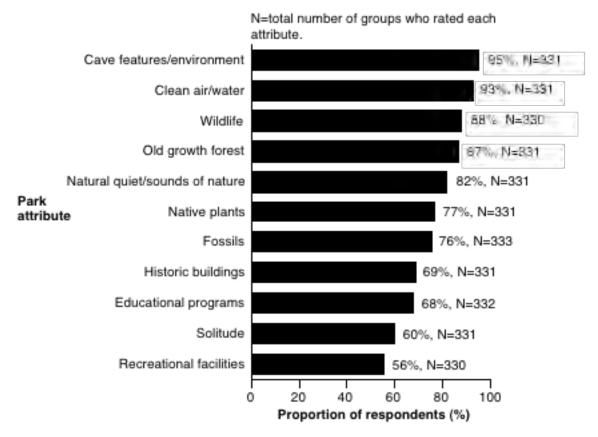


Figure 32: Combined "extremely important" and "very important" ratings for park attributes

Opinions about cave tour, reservation system, and fee

Visitor groups were asked a series of questions regarding the cave tour. These questions addressed different aspects of the cave tour including the length of waiting time; comparing experience between this visit and last visit; willingness to use a reservation system; and willingness to pay additional fee as well as evaluating the appropriateness of the current cave tour fee.

First, visitor groups were asked whether they took the cave tour on this visit. As shown in Figure 33, most visitor groups (96%) took the cave tour and 4% did not. Visitor groups who took the cave tour then were asked how long they had to wait for the tour. Thirty-seven percent of visitor groups waited up to 15 minutes, 26% waited from 16 to 30 minutes, and 9% did not have to wait for the cave tour on this visit (see Figure 34). Twenty percent waited one hour or more. The last question concerning waiting time was, "On a future visit, would you and your group be willing to tolerate a slightly longer wait for the cave tour in order to provide better protection of the cave?" Most visitor groups (70%) were willing to wait a little longer, 14% were not willing and 17% were "not sure" (see Figure 35).

Most visitor groups (78%) were taking the cave tour for the first time, as shown in Figure 36. Visitor groups who had taken the cave tour in the past (22%) were then asked to compare this experience with their last cave tour. Table 6 summarizes their ratings.

Visitor groups were asked whether they would use a reservation system to obtain a cave tour tickets if it was available. Forty percent of visitor groups said they would use a reservation system, 36% would not and 24% were "not sure," as shown in Figure 37. Visitor groups who said they would use the reservation system were asked whether such a system would have made their trip planning easier. For 50% of visitor groups, reservations would have made trip planning easier. For 28% of groups, reservations would not have helped and 22% were "not sure" (see Figure 38). In addition, visitor groups were asked if they would be willing to pay \$1.90 extra per person to use the reservation system. Just over one-half of visitor groups (51%) reported that they would, 30% said "no," and 20% were "not sure," as shown in Figure 39.

Finally, visitor groups were asked to rate the appropriateness of the current cave tour fees. As shown in Figure 40, most visitor groups (91%) thought that the current cave tour fee is "about right," 6% said it was "too high," and 2% said "too low."

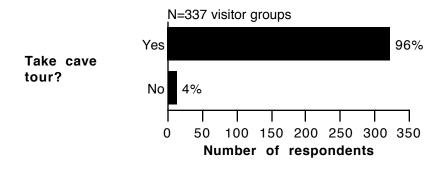


Figure 33: Visitor groups who took the cave tour

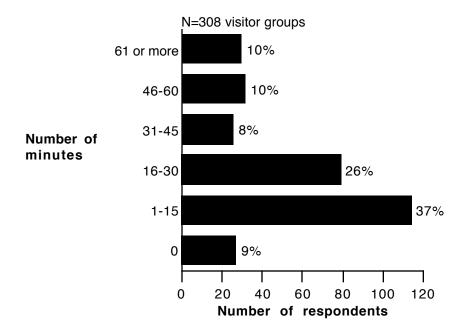


Figure 34: Length of wait for the cave tour on this visit

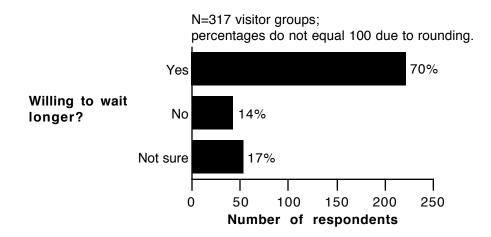


Figure 35: Willingness to tolerate a slightly longer wait for cave tour

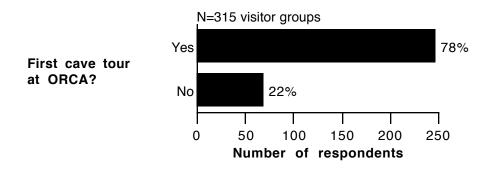


Figure 36: Visitor groups who took the cave tour the first time

| Table 6: Comparing this cave tour to previous experience(s) | | | | | | | | | |
|--|-----------|-----------|------------------|------------------------|--|--|--|--|--|
| N=number of visitor groups responded to the question; percentages may not equal 100 due to rounding. | | | | | | | | | |
| | More % | Less % | About the same % | Don't remember % | | | | | |
| Informative, N=75 | 49 | 4 | 23 | 24 | | | | | |
| Interesting, N=74 | 45 | 5 | 41 | 9 | | | | | |
| Enjoyable, N=74 | 50 | 4 | 39 | 7 | | | | | |

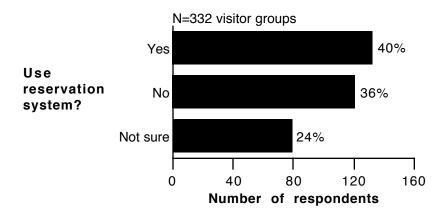


Figure 37: Willingness to use a reservation system on a future visit

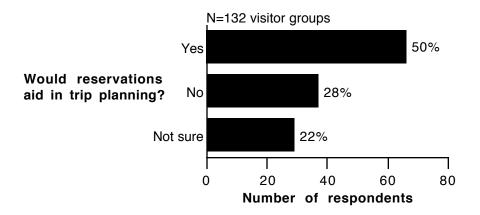


Figure 38: Would a reservation system make trip planning easier?

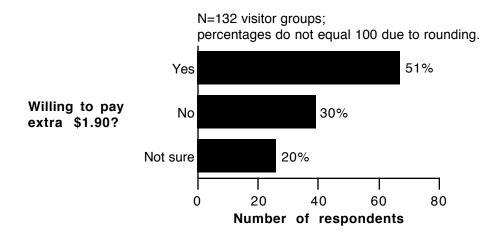


Figure 39: Willingness to pay \$1.90/person extra for the cave tour reservation system

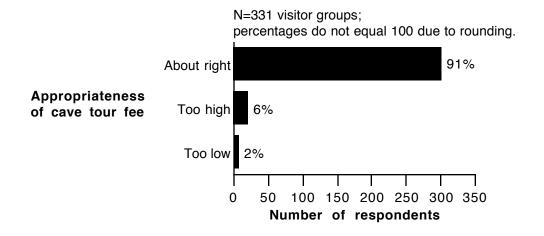


Figure 40: Appropriateness of the current cave tour fee

Opinions about crowding/cave tour size

When asked how crowded they felt on the tour they participated in, 39% of visitor groups reported feeling "not at all crowded" (see Figure 41). Thirty-two percent felt "somewhat crowded" and 3% felt "extremely crowded."

Most respondents (78%) preferred a maximum number of people allowed on a cave tour at one time (see Figure 42). These groups were asked to specify the number of people that should be allowed on the cave tours at one time. Most visitor groups (83%) felt the maximum number of people on a tour should be 15 or under (see Figure 43). Nineteen percent of groups also felt the number of people was important, but were unable to set a maximum number of people to allow.

When asked what management option they would prefer if the current tour size had to be reduced in order to protect the cave resources, charging higher prices for longer tours was cited by 40% of visitor groups (see Figure 44). "Other" options listed by respondents were having a short and a long tour with separate prices, reservation only tours, and tours of different parts of the cave.

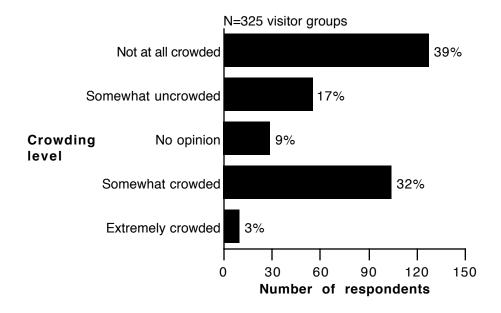


Figure 41: Visitor sense of crowding

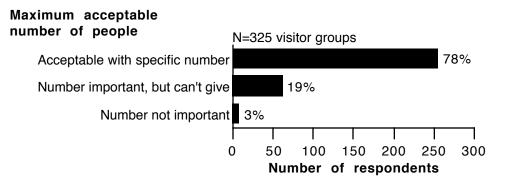


Figure 42: Maximum acceptable number of people on cave tour

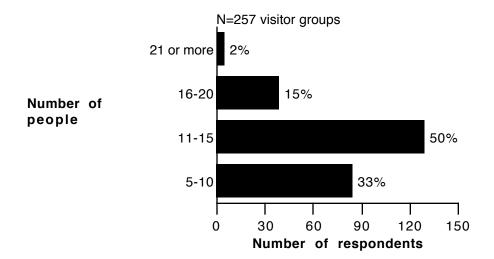


Figure 43: Maximum acceptable number of number on each cave tour group

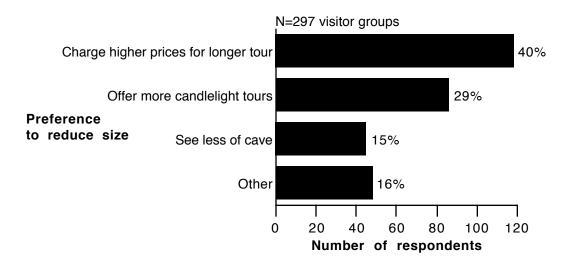


Figure 44: Preferred method to reduce cave tour size

Opinions about prescribed burn policy

Visitor groups were given the following information followed by a question, "In some national parks, the National Park Service follows a prescribed burn policy. This policy involves setting fires under specific weather and fir conditions to reduce the buildup of undergrowth and help prevent catastrophic fires. Prior to this visit to Oregon Caves NM, were you aware of this burn policy?" Seventy percent of visitor groups said they were aware of this policy; 27% were not and 3% were "not sure" (see Figure 45). When asked if they would be willing to tolerate short periods (up to 2 days) of smoke or reduced visibility, 54% of groups said they would (see Figure 46). Twenty-seven percent were not willing to tolerate smoke and 19% were "not sure."

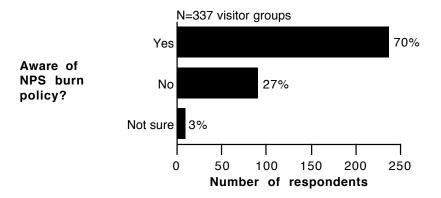


Figure 45: Awareness of National Park Service burn policy

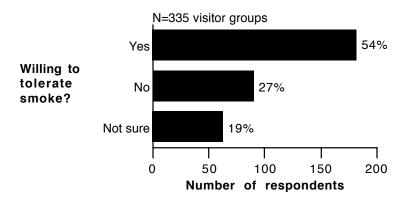


Figure 46: Willingness to tolerate smoke (up to 2 days)

Visitor services and facilities: use, importance and quality

Visitor groups were asked to note the visitor services and facilities they used during this visit to Oregon Caves NM. The most used services and facilities included the restrooms (95%), park directional road signs (85%), gift shops (64%), and monument visitor center (58%), as shown in Figure 47. The least used service was access for the disabled (2%).

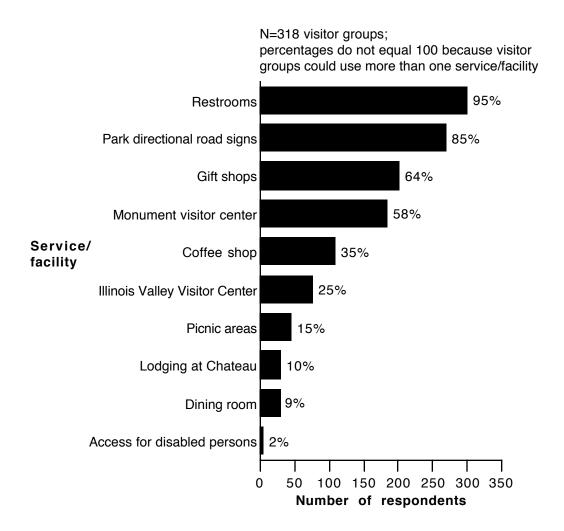


Figure 47: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE

5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important

QUALITY

5=very good 4=good 3=average 2=poor

1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 48 and 49 show the average importance and quality ratings for each of the park's services and facilities. All services and facilities were rated above average in importance and quality except the gift shop. Note: lodging at the Chateau, the dining room, and access for disabled persons were not rated by enough visitor groups to provide reliable data.

Figures 50-59 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included restrooms (84%), park directional road signs outside the park (77%), monument visitor center (72%) and Illinois Valley Visitor Center (71%). The highest proportion of "not important" ratings was for the restrooms (12%).

Figures 60-69 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included the Illinois Valley Visitor Center (76%), restrooms (67%), and coffee shop (66%). The highest proportion of "very poor" ratings was for the Illinois Valley Visitor Center and picnic areas (9%) each.

Figure 70 shows the combined "very good" and "good" quality ratings for all of the services and facilities that had enough responses to provide relliable data.

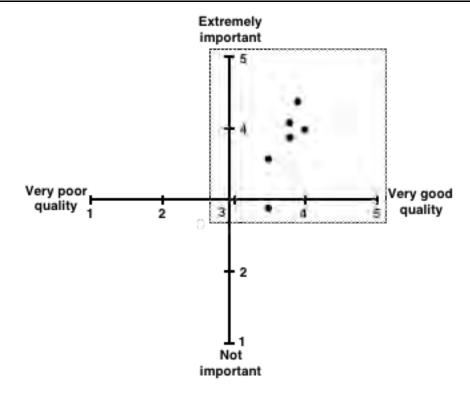


Figure 48: Average ratings of facilities and services

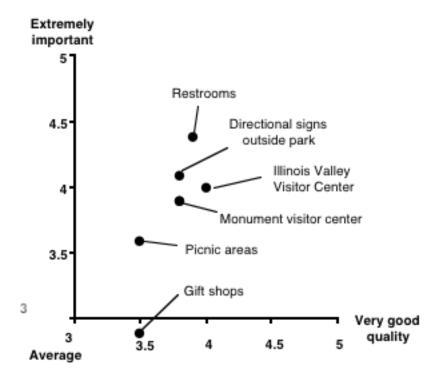


Figure 49: Detail of Figure 48

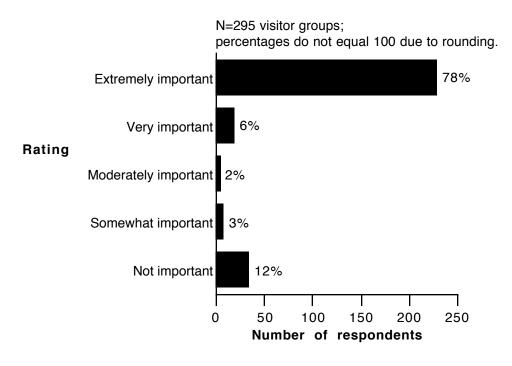


Figure 50: Importance of restrooms

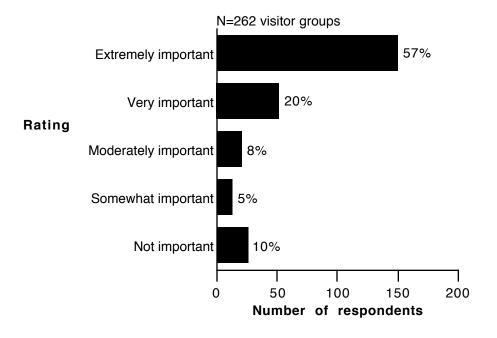


Figure 51: Importance of park directional road signs (outside of park)

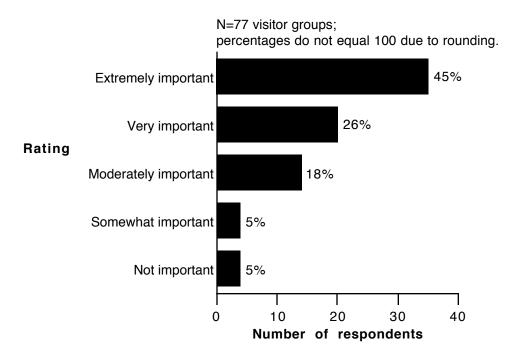


Figure 52: Importance of Illinois Valley Visitor Center (in Cave Junction)

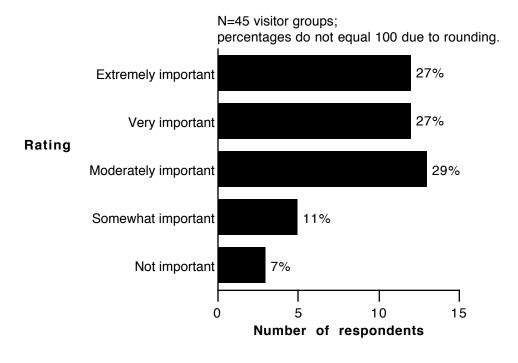


Figure 53: Importance of picnic areas

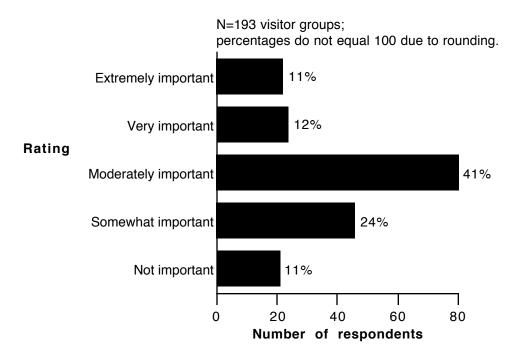


Figure 54: Importance of gift shops

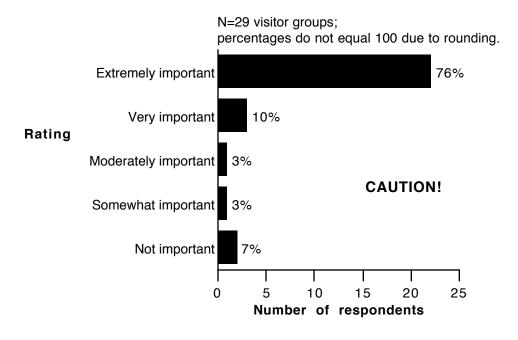


Figure 55: Importance of lodging at Chateau

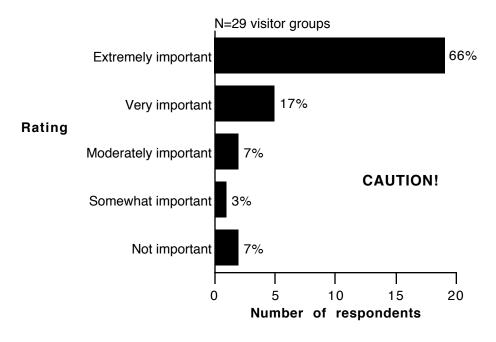


Figure 56: Importance of dining room

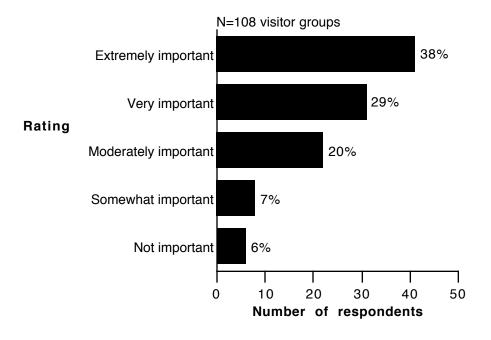


Figure 57: Importance of coffee shop

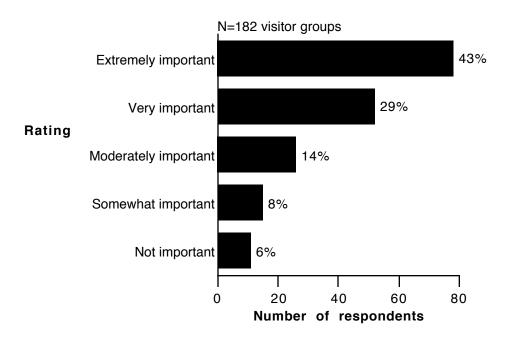


Figure 58: Importance of monument visitor center

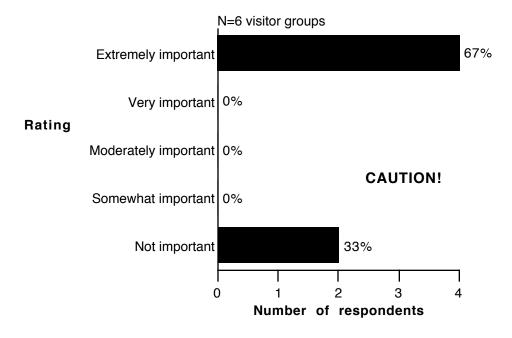


Figure 59: Importance of access for disabled persons

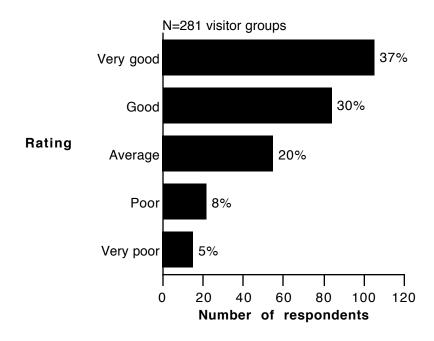


Figure 60: Quality of park restrooms

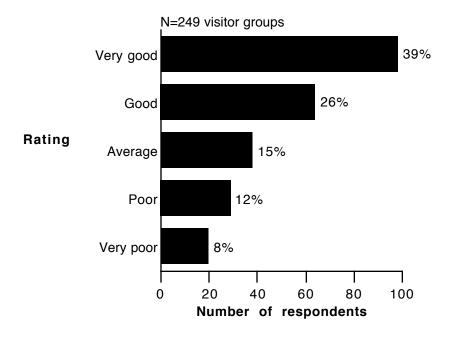


Figure 61: Quality of park directional road signs (outside of park)

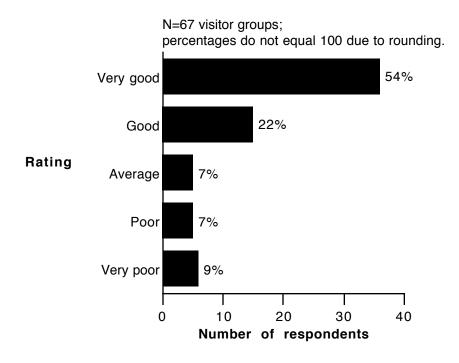


Figure 62: Quality of Illinois Valley Visitor Center (in Cave Junction)

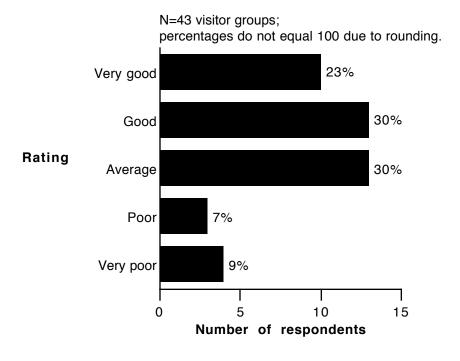


Figure 63: Quality of picnic areas

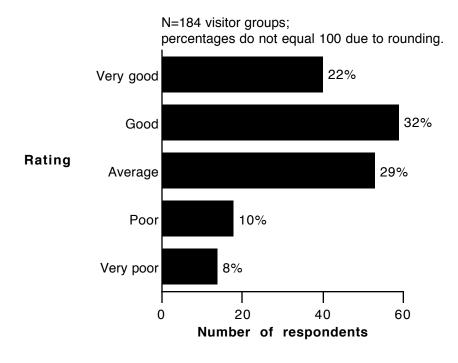


Figure 64: Quality of gift shops

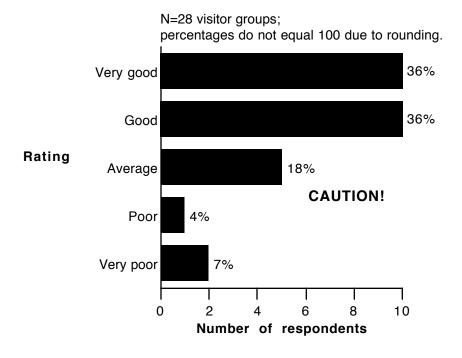


Figure 65: Quality of lodging at Chateau

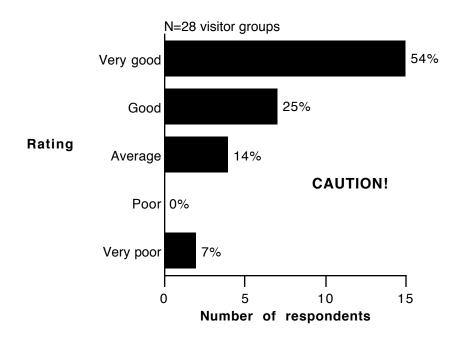


Figure 66: Quality of dining room

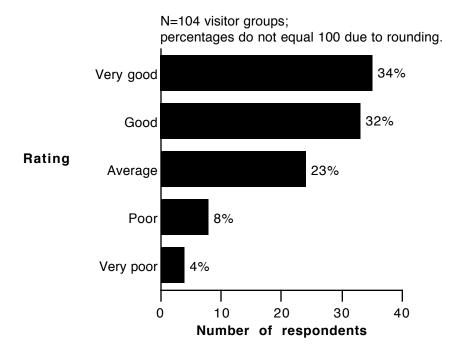


Figure 67: Quality of coffee shop

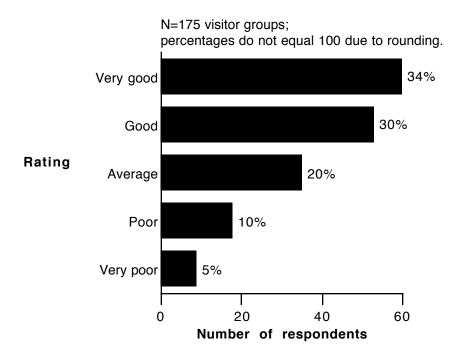


Figure 68: Quality of monument visitor center

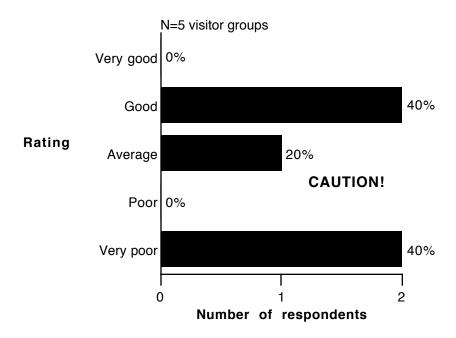


Figure 69: Quality of access for disabled persons

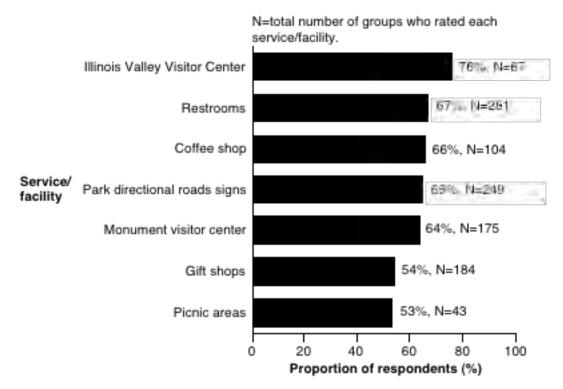


Figure 70: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Visitor dining experience

Visitors were asked if their group had used either of the dining facilities at the Chateau on this visit. Thirty-six percent of groups ate in either the coffee shop or dining room (see Figure 71). The 64% of visitor groups who had not used these facilities were asked to explain why. Some reasons included that they had packed a lunch, had previous plans, and didn't know about facilities beforehand.

Visitor groups who used the dining facilities were asked to rate several key elements and any effect on their experience. Over one-half of the groups (53%) said the choice of menu items "added to" their experience (see Table 7). The length of wait did not have an effect on most visitor groups with 57% experiencing a wait of 10 minutes or less (see Figure 72). The price and hours of operation had "no effect" for the majority of groups.

Groups whose experience was negatively affected by any of the elements were asked to explain the problems. Comments included under-staffing of facility, price, menu items, and hours of operation.

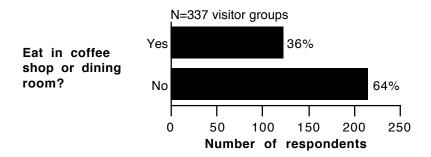


Figure 71: Visitor use of dining facilities

| Table 7: Elements' effect on visitor dining experience percentages may not equal 100 due to rounding. | | | | | | | | | |
|---|-----------------------|----------|-----------|----------------|--|--|--|--|--|
| Element | Number of respondents | Added to | No effect | Detracted from | | | | | |
| | N | % | % | % | | | | | |
| Choice of menu items | 117 | 53 | 41 | 6 | | | | | |
| Price | 116 | 29 | 61 | 9 | | | | | |
| Length of wait | 111 | 25 | 50 | 25 | | | | | |
| Coffee shop/ dining room hours | 110 | 23 | 72 | 5 | | | | | |

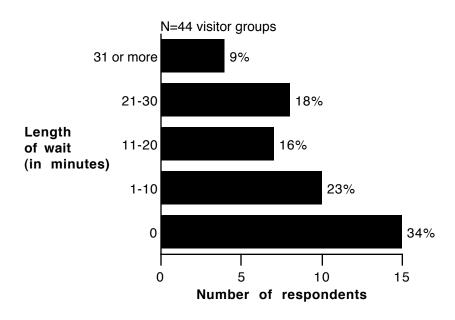


Figure 72: Length of wait for dining facilities

Total expenditures

Visitor groups were asked to estimate the amount of money they spent on their visit to Oregon Caves NM and the surrounding area (including the towns of Cave Junction, Selma, Kirby, and O'Brien). Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

Total expenditures in and around the park: Sixty percent of visitor groups spent up to \$100 during their visit (see Figure 73). Of total expenditures by groups, 25% was spent for hotels, motels, cabins, etc., and 18% was for restaurants and bars, as shown in Figure 74.

The average <u>visitor group</u> expenditure during the visit was \$135. The median visitor group expenditure (50% of spent more and 50% of groups spent less) was \$70. The average <u>per capita</u> expenditure was \$41.

In addition, visitor groups were asked to indicate how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Figure 75 shows that 66% of the visitor groups had two adults. Figure 76 shows that 55% of groups had one or two children under the age of 18 covered by the expenditures. Twenty-three percent of groups had no children.

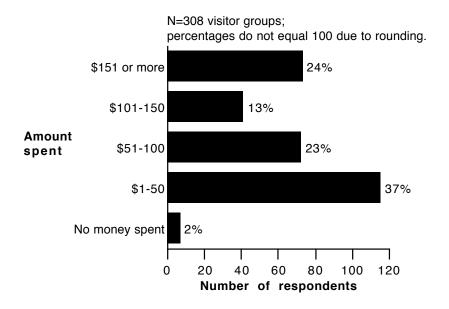
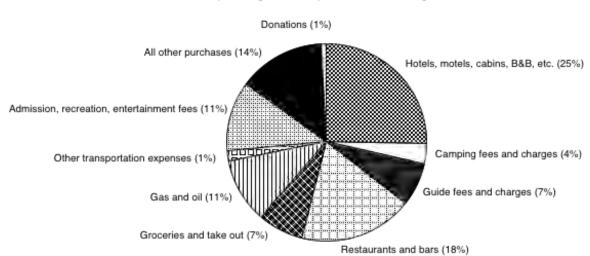


Figure 73: Total expenditures in and out of Oregon Caves NM



N=308 visitor groups; percentages do not equal 100 due to rounding.

Figure 74: Proportions of expenditures in and out Oregon Caves NM

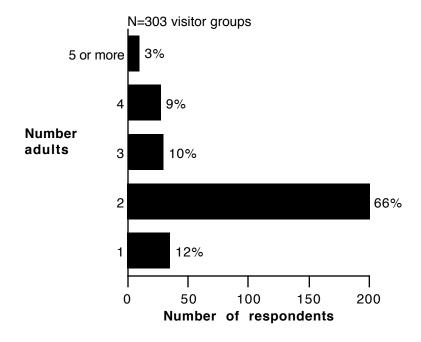


Figure 75: Number of adults covered by expenditures

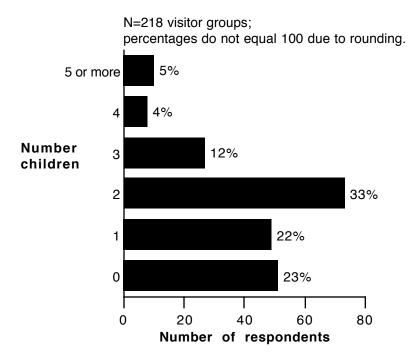


Figure 76: Number of children covered by expenditures

Expenditures inside the park

Total expenditures inside the park: Visitor groups (57%) most often spent \$1 to \$50 (see Figure 77). The greatest proportions of expenditures were for hotels, motels, etc. (24%), all other purchases (22%), and restaurants and bars (20%), as shown in Figure 78.

The average <u>visitor group</u> expenditure in the park during this visit was \$69. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$35. The average <u>per capita</u> expenditure was \$25.

Hotels, motels, cabins, B&B's, etc.: Eighty-three percent of groups spent no money, and 10% spent between \$1 and \$100 (see Figure 79).

Guide fees and charges: Forty-eight percent of visitor groups spent no money and 38% spent \$1 to \$25 (see Figure 80).

Restaurants and bars: Forty-six percent of visitor groups spent no money and 46% spent between \$1 and \$50 (see Figure 81).

Groceries and take out food: Most visitor groups (82%) spent no money; 17% spent \$1 to \$25 (see Figure 82).

Admission, recreation, entertainment fees: Forty-six percent of visitor groups spent no money; 51% spent between \$1 and \$50 (see Figure 83).

All other purchases: Forty-seven percent spent between \$1 and \$25; 31% of visitor groups spent no money (see Figure 84).

Donations: Most visitor groups (84%) spent no money and 17% spent between \$1 and \$10 (see Figure 85).

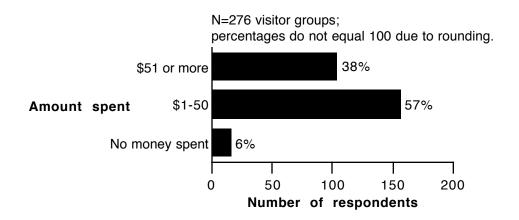


Figure 77: Total expenditures in Oregon Caves NM

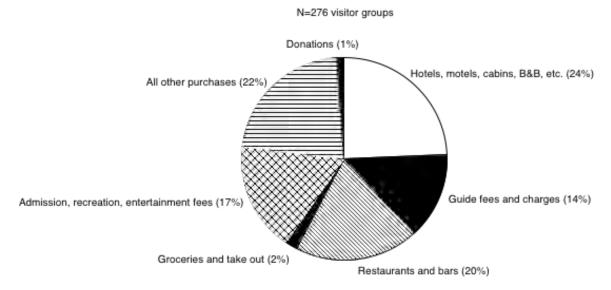


Figure 78: Proportions of expenditures in Oregon Caves NM

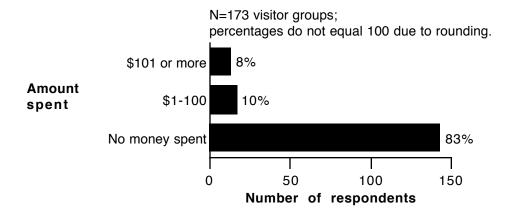


Figure 79: Expenditures for lodging inside the park

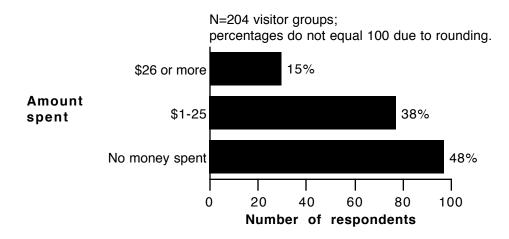


Figure 80: Expenditures for guide fees and charges inside the park

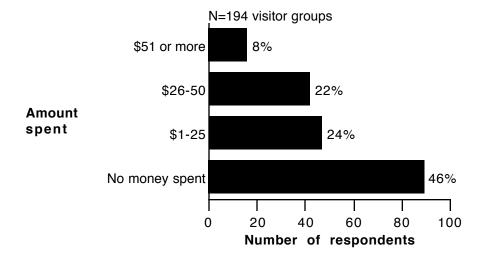


Figure 81: Expenditures for restaurants/bars inside the park

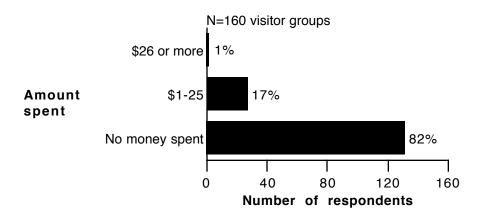


Figure 82: Expenditures for groceries/take-out inside the park

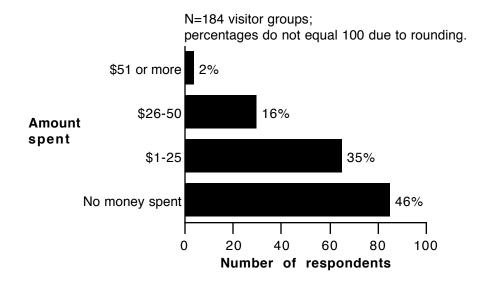


Figure 83: Expenditures for admission, recreation, and entertainment fees inside the park

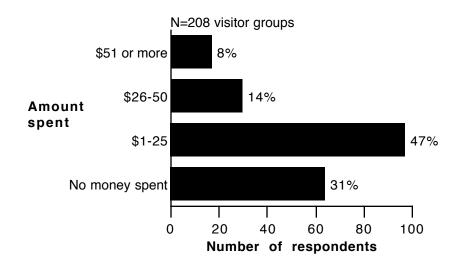


Figure 84: Expenditures for all other purchases inside the park

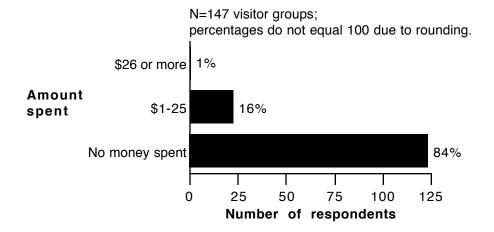


Figure 85: Expenditures for donations inside the park

Expenditures outside park

Total expenditures outside the park: Forty-four percent of visitor groups spent \$1 to \$50, 23% spent between \$51 and \$250, and 10% spent \$251 or more in the Illinois Valley area (see Figure 86). Twenty-four percent spent no money.

The largest proportions of expenditures outside of the park were for lodging (26%), gas and oil (20%), and restaurants and bars (17%), as shown in Figure 87.

The average <u>visitor group</u> expenditure outside of the monument during this visit was \$88. The median visitor group (50% of groups spent more and 50% of groups spent less) was \$25. The average <u>per capita</u> expenditure was \$32.

Hotels, motels, cabins, B&B, etc. outside of park: Seventy-seven percent of groups spent no money and 12% spent between \$1 and \$100. Eleven percent of visitor groups spent \$101 or more (see Figure 88).

Camping fees and charges: Most visitor groups (72%) spent no money and 19% spent between \$1 and \$25 (see Figure 89).

Guide fees and charges: Ninety-four percent of visitor groups spent no money (see Figure 90).

Restaurants and bars: Sixty-three percent of groups spent no money, 14% spent between \$1 and \$25 (see Figure 91).

Groceries and take out food: Fifty-six percent of visitor groups spent no money and 31% spent between \$1 and 25 (see Figure 92).

Gas and oil: Forty-two percent of visitor groups spent no money and 34% spent between \$1 and \$25 (see Figure 93).

Other transportation expenses: Most visitor groups (93%) spent no money, and 4% spent \$26 or more (see Figure 94).

Admissions, recreation, entertainment fees: Most visitor groups (85%) spent no money and 10% spent \$26 or more (see Figure 95).

All other purchases: Seventy-eight percent of visitor groups spent no money; 15% spent \$26 or more (see Figure 96).

Donations: Most visitor groups (95%) spent no money (see Figure 97).

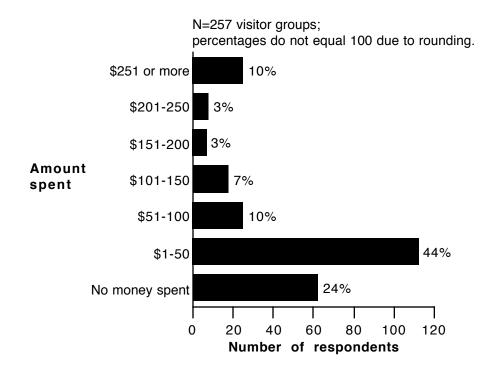


Figure 86: Expenditures outside the park

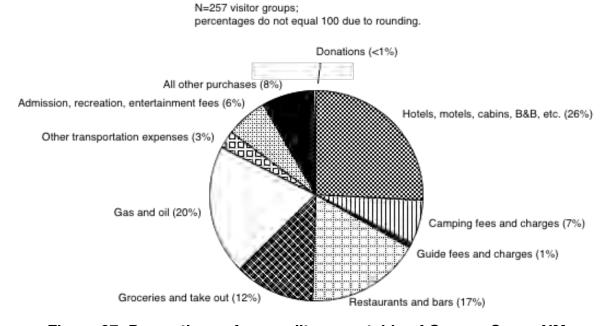


Figure 87: Proportions of expenditures outside of Oregon Caves NM

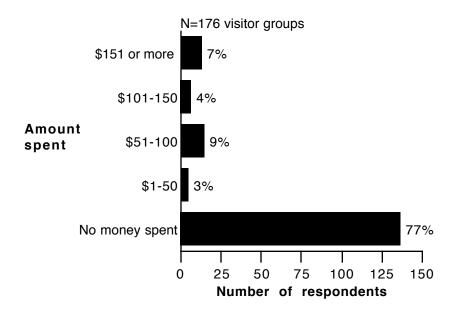


Figure 88: Expenditures for hotels, motels, cabins, B&B, etc. outside the park

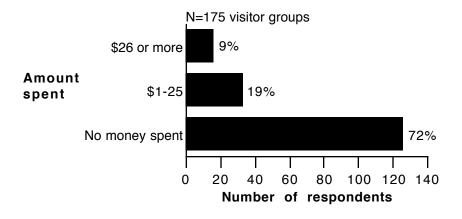


Figure 89: Expenditures for camping fees and charges outside the park

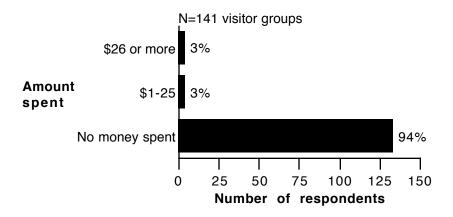


Figure 90: Expenditures for guide fees and charges outside the park

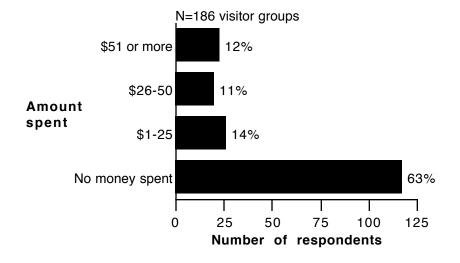


Figure 91: Expenditures for restaurants and bar outside the park

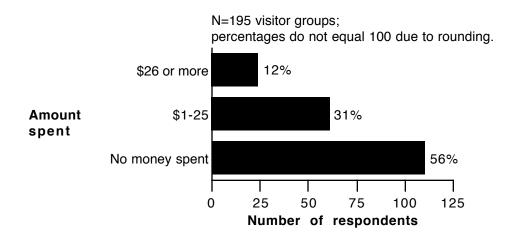


Figure 92: Expenditures for groceries and take out food outside the park

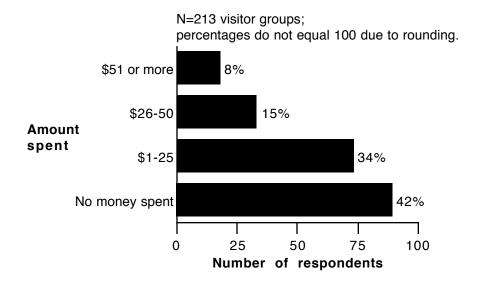


Figure 93: Expenditures for gas and oil outside the park

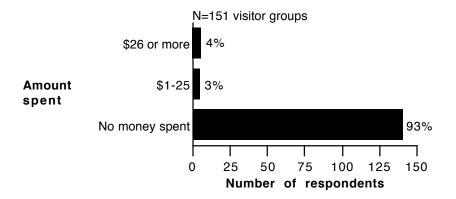


Figure 94: Expenditures for other transportation expenses outside the park

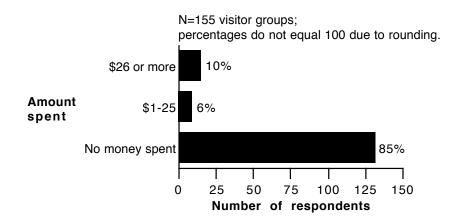


Figure 95: Expenditures for admissions, recreation, and entertainment fees outside the park

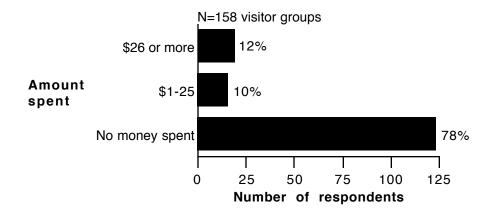


Figure 96: Expenditures for all other purchases outside the park

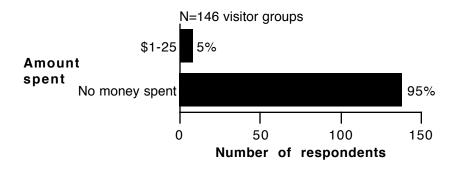


Figure 97: Expenditures for donations outside the park

Preferred winter activities

Currently there are no cave tours offered in the winter to protect the bat population. Visitors were asked if they would be likely to visit Oregon Caves NM in the winter to participate in other activities such as snowshoeing, cross country skiing, and chateau tours. Most visitor groups responded that they would not (72%), as shown in Figure 98. Of the 12% of visitor groups who said they would be interested in winter activities, 88% were interested in snowshoe walks, 58% in cross country skiing, and 54% in winter Chateau tours (see Figure 99). "Other" activities included dog sledding, dinner with guest chef, and other tours

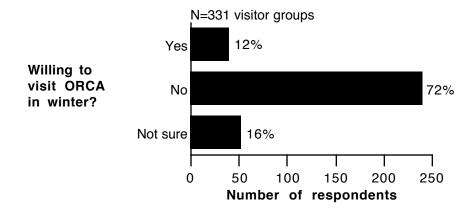


Figure 98: Visitor willingness to visit in winter without cave tour

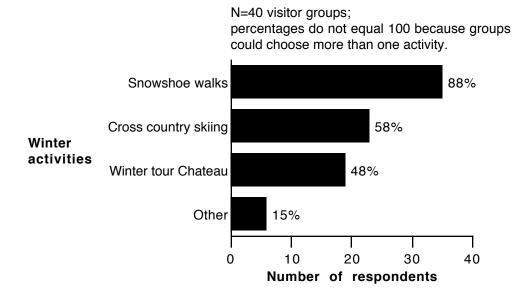


Figure 99: Winter visitor activity preferences

Preferred subjects to learn on a future visit

Visitor groups were asked, "On a future visit to Oregon Caves NM, what subjects would you and your group like to learn more about?" The most popular subjects included cave animals (70%), geology (58%), and fossils (52%) as shown in Figure 100. Architecture and history of the Chateau were the main subjects listed in the "other" category.

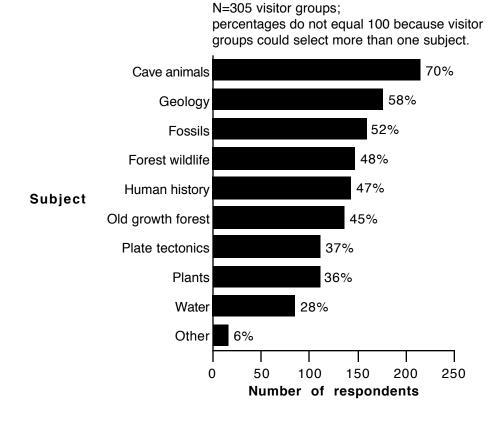


Figure 100: Visitor preferences for future learning

Most interesting information learned on this visit

Visitor groups were also asked, "In your opinion, what was the most interesting information that you learned during your visit to Oregon Caves NM?" Eighty-three percent of visitor groups (281 groups) responded to this question Their comments about Oregon Caves NM are summarized below (see Table 9).

Table 9: Most interesting information learned

N=326 comments; some visitors made more than one comment.

| Comment | Number of times mentioned |
|---------------------------------------|---------------------------|
| Creation of cave features and geology | 73 |
| Cave history | 37 |
| Cave discovery | 30 |
| Fossils and bones | 28 |
| All interesting | 26 |
| Marble cave | 22 |
| Size and age of cave | 21 |
| Protection and restoration of cave | 18 |
| Bats | 10 |
| History of people | 10 |
| Chateau history | 6 |
| Forest effect on cave | 5 |
| Earthquake resistance of cave | 5 |
| Cave animals | 4 |
| Delicate nature of cave | 4 |
| Cave future | 3 |
| Wedding in the cave | 3 |
| Discovery of Neosporin | 3 |
| Trees | 2 |
| Caves are a National Monument | 1 |
| Trails | 1 |
| Other | 14 |

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Oregon Caves National Monument during this visit. Ninety-six percent of groups rated the overall quality as "very good" or "good" (see Figure 101). No visitor groups rated the overall quality as "very poor."

Figure 101: Overall quality of visitor services

What visitors liked most

Visitors were also asked, "What did your group like most about your visit to Oregon Caves NM?" Ninety-three percent of visitor groups (316 groups) responded to this question. Their comments about Oregon Caves NM are summarized below (see Table 10).

Table 10: What visitors liked most

N=350 comments; some visitors made more than one comment.

| 0 | Number of |
|---|--|
| Comment | times mentioned |
| PERSONNEL Staff | 19 |
| INTERPRETIVE SERVICES Cave and cave tour Ranger talk Children's programs Other | 200 9 3 1 |
| MAINTENANCE & FACILITIES Chateau Trails Cleanliness Road to monument Accessibility Preservation & restoration efforts Coffee shop Other | 14 12 4 4 3 3 2 2 |
| GENERAL Natural beauty All History Quiet Lack of people Geology Trees Other | 23 14 10 6 3 2 2 13 |

What visitors liked least

Visitors were also asked, "What did your group like least about your visit to Oregon Caves NM?" Seventy-eight percent of visitor groups (262 groups) responded to this question. Their comments about Oregon Caves NM are summarized below (see Table 11).

Table 11: What visitors liked least

N=271 comments; some visitors made more than one comment.

| Number of | | |
|--|----------------------------|--|
| Comment | times mentioned | |
| INTERPRETIVE SERVICES | | |
| Crowded tour | 9 | |
| Tour guide | 7 | |
| Rushing tour | 5 | |
| Ranger talk schedule was incorrect | | |
| Length of tour (too short) | 2 | |
| Length of tour too long for kids | 3 2 2 2 2 | |
| Visitor center needs updating | 2 | |
| Other | 2 | |
| MAINTENANCE & FACILITIES | | |
| Road to monument | 48 | |
| Parking | 7 | |
| Coffee shop | 6 | |
| Walk from parking lot | 6 5 | |
| No air conditioning in Chateau Chateau interior | 5 4 | |
| Gift shop | | |
| Lack of handrails in cave | 3 3 2 2 2 2 | |
| Restrooms | 3 | |
| No access to cave for disabled | 2 | |
| Lack of seating around visitor center | 2 | |
| Lack of shade in parking lot Other | 2 | |
| Other | , | |
| POLICIES | | |
| Height restriction | 3 | |
| No self-guided tours of the cave | 2 5 | |
| Other | 5 | |
| GENERAL | | |
| No complaints | 46 | |
| Waiting | 13 | |
| Heat | 10 | |
| Cold Other visitors | 9 9 | |
| Hit head | 4 | |
| Bugs | 3 | |
| This questionnaire | 2 | |
| Other | 35 | |

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Oregon Caves National Monument, what would you propose?" Fifty-five percent (55%) of visitor groups (187 groups) responded to this question. A summary of their responses is listed below in Table 12, and complete copies of visitor responses are contained in the appendix.

| Table 12: Planning for the future N=187 comments | | |
|--|--|--|
| Comment | Number of times mentioned | |
| INTERPRETIVE SERVICES Advertise Smaller tours Longer tours More/improved ranger training More ranger talks More cave tours Specialized cave tours Special events Other | 13 12 3 3 2 2 2 2 2 | |
| MAINTENANCE & FACILITIES Refurbish Chateau Refurbish visitor center More signage On-site camping Improve disabled access Expand park boundaries Add more dramatic lighting in cave Improve road Handrails in cave Add gondola ride Other | 8 5 5 5 4 3 2 2 2 2 2 5 | |
| POLICIES Continue preservation & restoration efforts Shuttle only access Reduce fuel load/enact burn policy Other | 24 8 2 2 | |
| GENERAL Keep it natural Don't change Other | 10 3 24 | |

Additional comments

Forty-four percent of visitor groups (148 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Oregon Caves NM are summarized below (see Table 13). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

| Table 13: Additional comments N=148 comments | | |
|--|--|--|
| Comment | Number of times mentioned | |
| PERSONNEL Knowledgeable and helpful staff Provide more training for guides Other | 36 2 1 | |
| INTERPRETIVE SERVICES Positive cave tour Educational and informative Website helpful Other | 8 4 2 3 | |
| MAINTENANCE & FACILITIES Enjoyable Chateau amenities Appreciated cave trail improvements Problems with access for disabled visitors Need better road signage Other | 4 3 3 2 1 | |
| MANAGEMENT/POLICIES Keep up the good work Put kids on separate tour Other | 4 2 2 | |
| GENERAL IMPRESSIONS Great time Thank you Beautiful Plan to return Will tell friends Couldn't stay long enough Don't change Appreciate acceptance of NPS passes Other | 39 11 5 5 3 2 2 2 | |

wait to protect cave

Oregon Caves National Monument Visitor Study Additional Analysis VSP Report 147

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

| Awareness that Oregon Caves NM is unit of National Park System | • Feel crowded on cave tour? | Number of adults covered by expenses |
|--|---|--|
| Sources of information prior to visit | Maximum acceptable number of people on cave tour | • Number of children covered by expenses |
| Receive needed information? | Preferences for cave tour if cave protection measures taken | Lodging expenditures out of park |
| Able to find Oregon Caves NM on a map? | Reasons to stay longer in Illinois Valley | Camping expenditures out of park |
| Awareness of on-call shuttle from Illinois Valley VC | Importance of park attributes | Guide fee expenditures out of park |
| Use shuttle on future visit? | Awareness of NPS prescribed burn policy | Restaurant/bar expenditures out of park |
| Primary reason for visit | Willingness to tolerate smoke on a future visit | Groceries/take out food expenditures out of park |
| Towns visited prior to arrival at Oregon Caves NM | Use of park facilities | Gas/oil expenditures out of park |
| Other SW Oregon attractions visited | Importance of park facilities | Other transport expenditures out of park |
| Length of stay (days/hours) in park | Quality of park facilities | Admissions/recreation expenditures out of park |
| Length of stay in Illinois Valley | • Eat at coffee shop? | All other expenditures out of park |
| Stay overnight away from home | Effect of selected factors on dining experience | Donation expenditures out of park |
| Number of nights at Chateau | Group type | Lodging expenditures in park |
| Number of nights in area (within 1-hour drive) | • With tour group? | Camping expenditures in park |
| Type of lodging used | • With educational group? | Guide fees expenditures in park |
| Number of park entries | Group size | Restaurant/bar expenditures in park |
| Activities | • Age | Groceries/take out food expenditures in park |
| Take cave tour? | • U.S. Zip code | Gas/oil expenditures in park |
| • Length of wait for cave tour | Country of residence | Admissions/recreation expenditures in park |
| Willingness to have longer | Number of visits | All other expenditures in park |

- First cave tour at Oregon Caves NM?
- · If repeat tour, comparisons to previous tours
- · Future use of reservations to get cave tour tickets
- · Would reservations make trip planning easier?
- Willingness to pay fee for reservations?
- Appropriateness of current cave tour fees

- Highest level of education
- · Likelihood of winter visit to participate in winter activities'
- · Winter activities preferred
- Total expenditures in and out Future subjects of interest of park
- Total expenditures out of park Overall quality of services

- Donation expenditures in park
- · Number of adults covered by expenditures
- Number of children covered by expenditures

Phone/send requests to:

Visitor Services Project, PSU College of Natural Resources P.O. Box 441139 University of Idaho Moscow, Idaho 83844-1139

Phone: 208-885-7863 FAX: 208-885-4261 Email: littlej@uidaho.edu

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or can be download from the following website: http://www.psu.uidaho.edu. All studies were conducted in summer unless otherwise noted.

1982

 Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

- Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
- 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
- Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

- North Cascades National Park Service Complex
- 6. Crater Lake National Park

1986

- 7. Gettysburg National Military Park
- 8. Independence National Historical Park
- 9. Valley Forge National Historical Park

1987

- Colonial National Historical Park (summer & fall)
- 11. Grand Teton National Park
- 12. Harpers Ferry National Historical Park
- 13. Mesa Verde National Park
- 14. Shenandoah National Park
- 15. Yellowstone National Park
- 16. Independence National Historical Park: Four Seasons Study

1988

- 17. Glen Canyon National Recreational Area
- 18. Denali National Park and Preserve
- 19. Bryce Canyon National Park
- 20. Craters of the Moon National Monument

1989

- 21. Everglades National Park (winter)
- 22. Statue of Liberty National Monument
- 23. The White House Tours, President's Park (summer)
- 24. Lincoln Home National Historical Site
- 25. Yellowstone National Park
- Delaware Water Gap National Recreation Area
- 27. Muir Woods National Monument

1990

- 28. Canyonlands National Park (spring)
- 29. White Sands National Monument
- 30. National Monuments, Washington, D.C.
- 31. Kenai Fjords National Park
- 32. Gateway National Recreation Area
- 33. Petersburg National Battlefield
- 34. Death Valley National Monument
- 35. Glacier National Park
- 36. Scott's Bluff National Monument
- 37. John Day Fossil Beds National Monument

1991

- 38. Jean Lafitte National Historical Park (spring)
- 39. Joshua Tree National Monument (spring)
- 40. The White House Tours, President's Park (spring)
- 41. Natchez Trace Parkway (spring)
- 42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
- 43. City of Rocks National Reserve
- 44. The White House Tours, President's Park (fall)

1992

- 45. Big Bend National Park (spring)
- 46. Frederick Douglass National Historic Site (spring)
- 47. Glen Echo Park (spring)
- 48. Bent's Old Fort National Historic Site
- 49. Jefferson National Expansion Memorial
- 50. Zion National Park
- 51. New River Gorge National River
- 52. Klondike Gold Rush National Historical Park (AK)
- 53. Arlington House-The Robert E. Lee Memorial

1993

- 54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore (summer)
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve 114. Glacier Bay National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site 131. Everglades National Park (spring) (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

1998 (continued)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Monument and Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Park
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

Visitor Services Project Publications (continued)

2003

- 141. Gateway National Recreation Area—Floyd Bennett Field
- 142. Cowpens National Battlefield
- 143. Grand Canyon National Park-North Rim
- 144. Grand Canyon National Park-South Rim
- 145. Chesapeake and Ohio Canal National Historic Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit web site: http://www.psu.uidaho.edu

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