

**Visitor Services Project
Timpanogos Cave National Monument
Report Summary**

- This report describes the results of a visitor study at Timpanogos Cave National Monument (NM) during July 8-16, 2005. A total of 460 questionnaires were distributed to visitor groups. Of those, 286 questionnaires were returned resulting in a 62% response rate. Fifteen percent of visitors chose to use the online option to complete the questionnaire.
- This report profiles Timpanogos Cave NM visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Fifty-two percent of visitor groups were groups of 5 or more, 27% were in groups of three or four, and 17% were in groups of two. Sixty-nine percent of the visitor groups were family groups. Forty-three percent of visitors were ages 21-50 years and 37% were ages 15 or younger.
- United States visitors were from Utah (64%), California (6%), and 34 other states. International visitors, comprising 4% of the total visitation, were from Japan (24%), Spain (17%), and 9 other countries.
- Fifty-five percent of visitors visited Timpanogos Cave NM for the first time in their lifetime and 88% visited for the first time in the past 12 months. Thirty-two percent of visitors (16 years or older) had some college and 30% held a bachelor's degree.
- Prior to this visit, visitor groups most often obtained information about Timpanogos Cave NM through previous visits (65%) and friends/relatives/word of mouth (48%). Eight percent of visitor groups did not obtain any information about the park before their visit. Most groups (88%) received the information they needed about the park.
- Thirty-four percent of visitor groups' primary reason for traveling to the Timpanogos Cave NM area (within 50 miles) was to visit Timpanogos Cave NM. On this visit, the most common activities were taking the cave tour (83%), hiking/walking (62%), and visiting visitor center (46%).
- In regard to use, importance, and quality of information services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 286 visitor groups included cave tour (78%), monument brochure/map (51%), and trailside interpretive signs (47%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included cave tour (95%, N=221) and monument website (67%, N=65). The services/facilities that received the highest combined proportions of "very good" and "good" ratings included cave tour (90%, N=217) and monument brochure/map (89%, N=139).
- 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/facilities by the 286 visitor groups included parking areas (80%), visitor center restrooms (79%), and trail to cave (79%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included trail to cave (97%, N=220), visitor center restrooms (96%, N=223), and parking areas (93%, N=224). The services/facilities that received the highest combined proportions of "very good" and "good" ratings included trail to cave (92%, N=220), assistance from monument staff (88%, N=114), and Swinging Bridge picnic area (78%, N=36).
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Timpanogos Cave NM as "very good" or "good." No visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>