

**Visitor Services Project  
Hawai'i Volcanoes National Park  
Report Summary**

- This report describes the results of a visitor study at Hawai'i Volcanoes National Park (NP) during March 11-17, 2007. A total of 987 questionnaires were distributed to visitor groups, including 932 in English and 55 in Japanese. Of those, 641 English (68.9%) and 45 Japanese questionnaires (81.8%) were returned, resulting in 686 questionnaires returned, an overall 69.5% response rate.
- This report profiles a systematic random sample of visitors to Hawai'i Volcanoes NP. 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.
- Forty-four percent of visitor groups were in groups of two and 40% were groups of four or more. Sixty-eight percent of visitor groups were in family groups.
- Fifty-one percent of visitors were ages 41-65 years and 10% were ages 15 years or younger.
- Thirty-five percent of individuals held a bachelor's degree, 27% held a graduate degree, and 22% had attended some college.
- United States visitors comprised 85% of total respondents (N=1,893 individuals) and were from California (12%), Hawai'i (9%), Texas (9%), 47 other states, and Washington, D.C. Fifteen percent of visitors were international, of which 40% were from Canada, 36% from Japan, and 7% from Germany.
- Most visitors (88%) visited the park once in the twelve months prior to the survey (N=1,826 individuals). Seventy-two percent of visitors had visited the park once in their lifetime (N=2,036 individuals).
- Prior to their visit, most visitors obtained information about Hawai'i Volcanoes NP through travel guides/tour books (57%), friends/relatives/word of mouth (46%), other printed materials (34%) and previous visits (30%).
- Among visitor groups who spent less than 24 hours in the park, 58% spent three to six hours (N=441 groups). The average length of stay for these visitors was 6.1 hours. Of those visitor groups who were in the park for more than 24 hours, 41% spent 2 days (N=110 groups). The average length of stay for this group was 3.7 days. The average length of stay for all visitors was 22.5 hours (N=551 groups).
- The park sites that received the most visitation were the Kilauea Visitor Center (84%), the steam vents (76%), Thurston Lava Tube (68%) and Kilauea Overlook (66%). For 57% of visitor groups, viewing active lava flows was a primary reason for visiting the park.
- Regarding 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 642 visitor groups included the restrooms (76%), exhibits and signs along roads and trails (66%), and assistance from the Kilauea Visitor Center information desk staff (64%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included restrooms (90%, N=474), ranger-led walks and talks (84%, N=95) and the active lava flow site staff (84%, N=222). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were ranger-led walks/talks (93%, N=91), the Volcano Art Center Gallery (88%, N=82) and assistance from the Kilauea Visitor Center information desk staff (87%, N=383).
- Most visitor groups (92%, N=672) rated the overall quality of services, facilities, and recreational opportunities at Hawai'i Volcanoes NP as "very good" or "good." Fewer than 2% of 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.