



# **Kalaupapa National Historical Park**

## **Visitor Study**

*Fall 2010/Winter 2011*



**ON THE COVER**

Aerial view of the Kalaupapa Peninsula

Photograph courtesy of Kalaupapa National Historical Park

# **Kalaupapa National Historical Park Visitor Study**

*Fall 2010/Winter 2011*

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## Executive Summary

This visitor study report profiles a systematic random sample of Kalaupapa National Historical Park (NHP) visitors during April 12 and November 29, 2010 – February 7, 2011. A total of 386 questionnaires were distributed to visitor groups. Of those, 292 questionnaires were returned, resulting in a 75.7% response rate.

<b>Group size and type</b>	Sixty-five percent of visitor groups consisted of two people and 12% were in groups of four or more. Fifty-eight percent of visitor groups consisted of family groups.
<b>State or country of residence</b>	United States visitors were from 40 states, Washington D.C. and Guam, and comprised 86% of total visitation during the survey period, with 21% from Hawaii, 20% from California, and smaller portions from 38 other states, Washington, DC, and Guam. International visitors were from 12 countries and comprised 14% of total visitation.
<b>Frequency of visits</b>	Eighty-seven percent of visitors were visiting the park for the first time.
<b>Age, gender, ethnicity and race</b>	Forty-eight percent of visitors were ages 46-65 years, 16% were 66 or older, and 3% were ages 15 years or younger. Fifty-six percent of visitors were female. Two percent were Hispanic or Latino. Eighty-seven percent of visitors were White and 8% were Asian.
<b>Educational level and household income and size</b>	Forty-four percent of respondents had completed a graduate degree. Eighteen percent of visitors had an income of \$100,000 - \$149,000. Sixty percent of visitors had two people in their household.
<b>Physical conditions</b>	Eight percent of visitor groups had members with physical conditions that affected their ability to access or participate in activities and services.
<b>Awareness of park prior to visit</b>	Twenty-four percent of visitor groups were aware of the park's co-management by the National Park Service and the State of Hawaii Department of Health.
<b>Information sources</b>	Most visitors (88%) obtained information about the park prior to their visit, and 47% did so via websites other than the park website. Most (85%) received the information they needed. Sixty-nine percent of visitor groups would use the park website to obtain information for a future visit.
<b>How visit fit into travel plans</b>	For 70% of visitor groups, the park was one of several destinations, and for 22%, the park was the primary destination.
<b>Primary reason for visiting the area</b>	Six percent of visitor groups were residents of Moloka'i. The most common primary reasons for visiting Moloka'i among non-resident visitor groups were to visit the park (37%) and visit other attractions on Moloka'i (35%). For 83% of visitor groups the primary reason for visiting the park was to learn about the general history of Kalaupapa Peninsula.
<b>Services used in nearby communities</b>	Ninety-three percent of visitor groups obtained the support services that they needed in topside Moloka'i.

**Executive Summary** (continued)

<b>Transportation</b>	Eighty-five percent of visitor groups used one vehicle to arrive at the park.
<b>Overnight stays</b>	Sixty-six percent of visitor groups stayed overnight at Kalaupapa NHP or topside Molokaʻi, of which 47% stayed five or more nights on Molokaʻi. Eighty-three percent of visitor groups stayed in lodges, hotels, motels, cabins, B&Bs, etc.
<b>Length of visit in park</b>	The average length of visit was 4.5 hours. Forty-seven percent of visitor groups spent five or more hours in the park.
<b>Activities on this visit</b>	The most common visitor activities were visiting historically significant sites at the park (69%), taking the Damien Tour (66%), and visiting Kalaupapa Overlook (64%).
<b>Visitor services and facilities</b>	The visitor services and facilities most commonly used by visitor groups were the restrooms (83%), the Damien Tour (73%), and the visitor center bookstore (60%).
<b>Protecting park attributes, resources, and experiences</b>	The cultural, natural, and scenic resources receiving the highest combined proportions of “extremely important” and “very important” protection ratings were scenic views (94%), natural features, such as wildlife, plants, clean air (91%), and historic buildings associated with the Hansen’s Disease settlement (88%).
<b>Expenditures</b>	The average visitor group expenditure (inside the park and topside Molokaʻi) was \$2,212. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$1,716, and the average total expenditure per person (per capita) was \$1,089.
<b>Preferred activities on future visit</b>	Ninety-eight percent of visitor groups were interested in tours/programs on a future visit. Of those, 80% were interested in ranger-led programs and 69% in self-guided tours.
<b>Topics and methods of learning about the park</b>	Ninety-eight percent of visitor groups were interested in learning about the park on a future visit, of which 86% were interested in the history of the Kalaupapa and Kalawao Settlements. Ninety-eight percent of visitor groups were interested in learning about the park features through ranger-led programs (84%), outdoor exhibits (79%), and indoor exhibits (70%).
<b>Overall quality</b>	Most visitor groups (74%) rated the overall quality of facilities, services, and recreational opportunities at Kalaupapa NHP as “very good” or “good”. Seven percent 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>.



## **Acknowledgements**

We thank Martha Seibe for overseeing the fieldwork, the staff and volunteers of Kalaupapa NHP for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

## **About the Authors**

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## Introduction

This report describes the results of a visitor study at Kalaupapa National Historical Park (NHP) in Kalaupapa, HI, conducted April 12, 2010 and November 29, 2010 – February 7, 2011 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Kalaupapa NHP, “The primary story being told of Kalaupapa National Historical Park is the forced isolation from 1866 until 1969 of people from Hawai’i afflicted with Hansen’s disease (leprosy) to the remote northern Kalaupapa peninsula on the island of Molokai. [...] Spectacular north shore sea cliffs, narrow lush valleys, a conic volcanic crater, verdant rain forest, lava tubes and caves, off-shore islands and coral reefs all exist within the national park boundary. Several of these areas provide rare native habitat for threatened or endangered Hawaiian plants and animals” ([www.nps.gov/kala](http://www.nps.gov/kala), retrieved June 2011).

## Organization of the Report

This report is organized into three sections.

Section 1: **Methods.** This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results.** This section provides summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

### Section 3: **Appendices**

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis.* A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks, Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications:* A complete list by the VSP. Copies of these reports can be obtained by visiting the website: [www.psu.uidaho.edu/reports.htm](http://www.psu.uidaho.edu/reports.htm) or by contacting the VSP office at (208) 885-7863.

## Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables or text.

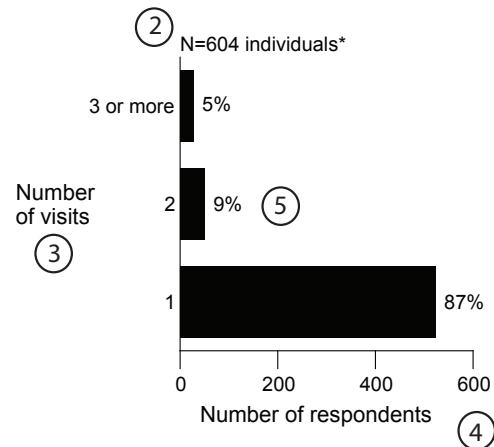
### SAMPLE

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

\* appears when the total percentages do not equal 100 due to rounding.

\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.
4. Horizontal information shows the number or proportions of responses in each category.
5. In most graphs, percentages provide additional information.



① **Figure 14.** Number of visits to the park in past 12 months

## Methods

### Survey Design and Procedures

#### *Sample size and sampling plan*

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All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the park. Visitors can arrive by shuttle from the airport, or on foot, or via a mule ride down a 2.7 mile trail the drops 1700 feet. Questionnaires were handed out beginning April 12, 2010. The survey was postponed when a bridge on the Kalaupapa Trail, used by visitors to access site, was washed out by a landslide during heavy rains. The bridge and trail were repaired and re-opened on November 5, 2010, however the mule rides did not resume until November 19. The survey resumed November 29 and continued until February 7, 2011. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the two locations the questionnaires were distributed, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 387 visitor groups were contacted and 386 of these groups (99.7%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 292 visitor groups, resulting in a 75.7% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%)

**Table 1.** Questionnaire distribution, April 12, fall 2010 and winter 2011

Sampling site	Distributed		Returned	
	N	%	N	%
Break area	241	62	193	66
Overlook	145	38	99	34
Total	386	100	292	100

#### *Questionnaire design*

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The Kalaupapa National Historical Park questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Kalaupapa NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Kalaupapa NHP questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

## ***Survey procedure***

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked their names and addresses, and telephone numbers or email addresses in order to mail a reminder/thank-you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

**Table 2.** Follow-up mailing distribution

<b>Mailing</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
<b>1<sup>st</sup> Round</b>	April 12 – 19, 2010			
Postcards	May 4, 2010	2	2	4
1 <sup>st</sup> Replacement	May 18, 2010	2	1	3
2 <sup>nd</sup> Replacement	June 8, 2010	2	0	2
<b>2<sup>nd</sup> Round</b>	November 29 – December 4, 2010			
Postcards	December 20, 2010	14	1	15
1 <sup>st</sup> Replacement	January 5, 2011	13	1	14
2 <sup>nd</sup> Replacement	January 26, 2011	11	0	11
<b>3<sup>rd</sup> Round</b>	December 3 – 18, 2010			
Postcards	January 5, 2011	70	13	83
1 <sup>st</sup> Replacement	January 20, 2011	27	2	29
2 <sup>nd</sup> Replacement	February 8, 2011	19	0	19
<b>4<sup>th</sup> Round</b>	December 19, 2010 – January 1, 2011			
Postcards	January 18, 2011	56	10	66
1 <sup>st</sup> Replacement	February 1, 2011	32	5	37
2 <sup>nd</sup> Replacement	February 22, 2011	19	0	19
<b>5<sup>th</sup> Round</b>	January 5 – 15, 2011			
Postcards	February 1, 2011	80	2	82
1 <sup>st</sup> Replacement	February 15, 2011	40	1	41
2 <sup>nd</sup> Replacement	March 8, 2011	31	0	31
<b>6<sup>th</sup> Round</b>	January 16 – 29, 2011			
Postcards	February 14, 2011	67	7	74
1 <sup>st</sup> Replacement	March 1, 2011	28	2	30
2 <sup>nd</sup> Replacement	March 12, 2011	21	0	0

**Table 2.** Follow-up mailing distribution (continued)

<b>Mailing</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
<b>7<sup>th</sup> Round</b>	January 30 – February 12, 2011			
Postcards	March 1, 2011	30	9	39
1 <sup>st</sup> Replacement	March 15, 2011	13	3	16
2 <sup>nd</sup> Replacement	April 6, 2011	6	0	6

## ***Data Analysis***

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

## ***Limitations***

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of April 12, 2010 and November 29, 2010 – February 7, 2011. The results present a ‘snapshot in time’ and 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, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

## ***Special conditions***

The weather during the survey period varied from sunny to overcast and rainy with occasional winds. Heavy rains lead to the cancelation of the settlement tour on certain days. No special events occurred on the island of Molokaʻi that could have affected the type and the amount of the visitation to the park. However a bridge on the Kalaupapa Trail, used by visitors to access the site, was washed out by a landslide during heavy rains on April 13, 2010 and the distribution of questionnaires was postponed until November 29, 2010. On January 21, 2011 the park ran out of questionnaires and distribution was delayed for a week. An incident with a mule ride canceled the visit to the settlement on February 5, 2011. According to NPS policy, children under the age of 16 years of age are not allowed to enter the park.

### ***Checking Non-response Bias***

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Three variables were used to check non-response bias: respondents' age, average group size, and group type. Participants at higher age ranges may be more responsive to the survey but there was no significant difference in group size (see Table 3). There were no significant differences between respondents and nonrespondents in terms of group type (see Table 4). See Appendix 3 for more details of the non-response bias checking procedures.

**Table 3.** Comparison of respondents and nonrespondents by average age and group size

<b>Variable</b>	<b>Respondent</b>	<b>Nonrespondent</b>	<b>P-value</b>
Age	51.16 (N=288)	45.22 (N=91)	<0.001
Group size	2.26 (N=281)	2.12 (N=95)	0.308

**Table 4.** Comparison of respondents and nonrespondents by group type

<b>Group type</b>	<b>Respondent</b>	<b>Nonrespondent</b>	<b>p-value</b>
Alone	45	20	
Family	195	57	
Friends	33	14	
Family and friends	15	4	
Total	288	95	0.448



## Results

### Group and Visitor Characteristics

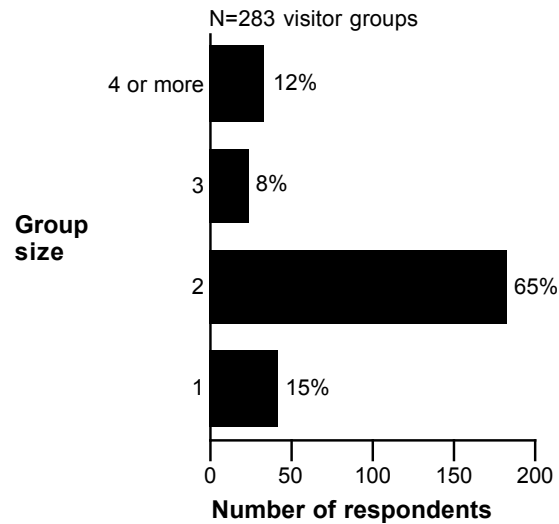
#### *Visitor group size*

##### **Question 25b**

On this visit, how many people were in your personal group, including yourself?

##### **Results**

- 65% of visitor groups consisted of two people (see Figure 1).
- 15% were alone.
- 12% were in groups of four or more.



**Figure 1.** Visitor group size

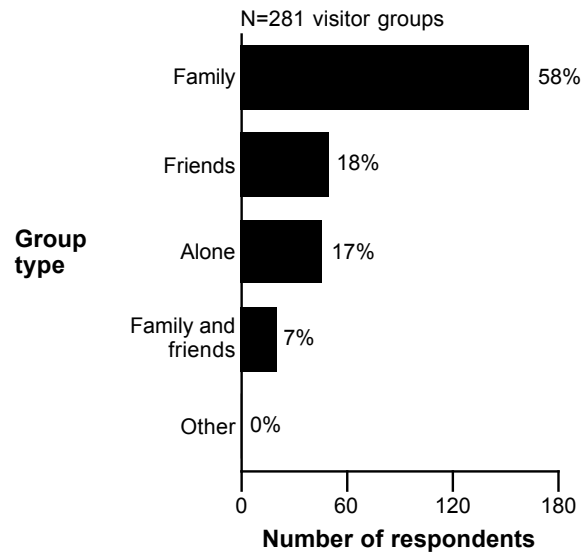
#### *Visitor group type*

##### **Question 25a**

On this visit, which type of personal group (not commercial guided tour/school/other organized group) were you with?

##### **Results**

- 58% of visitor groups consisted of family members (see Figure 2).
- 18% were with friends.



**Figure 2.** Visitor group type

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with organized groups

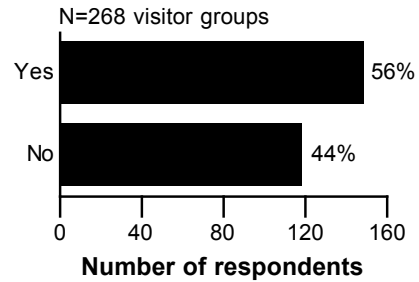
### Question 24a

On this visit, were you and your personal group part of a commercial guided tour group?

#### Results

- 56% of visitor groups were part of a commercial guided tour group (see Figure 3).

**With commercial guided tour group?**



**Figure 3.** Visitors with a commercial guided tour group

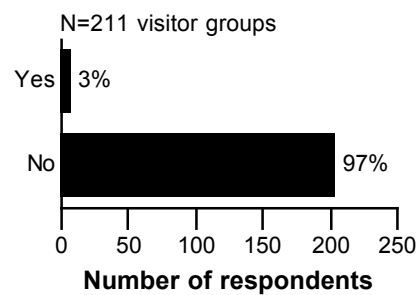
### Question 24b

On this visit, were you and your personal group with a school/ educational group?

#### Results

- 3% of visitor groups were part of a school/educational group (see Figure 4).

**With school/ educational group?**



**Figure 4.** Visitors with a school/educational group

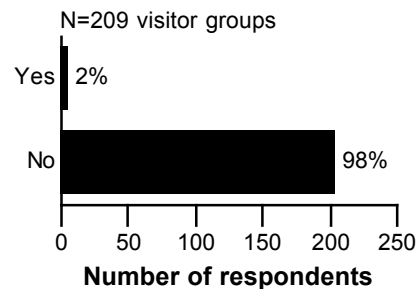
### Question 24c

On this visit, were you and your personal group with an "other" organized group (work, church)?

#### Results

- 2% of visitor groups were part of an "other" organized group (see Figure 5).

**With "other" organized group?**



**Figure 5.** Visitors with an "other" organized group

\*total percentages do not equal 100 due to rounding

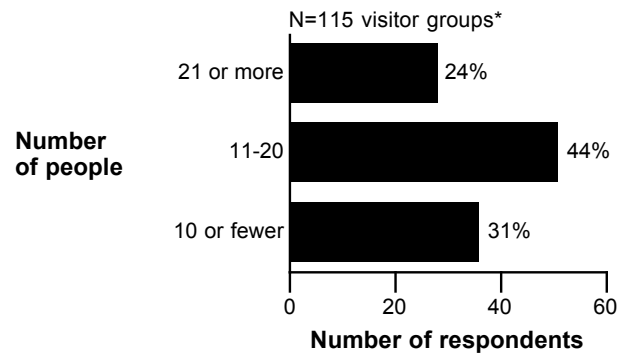
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 24d**

If you were with one of these organized groups, how many people, including yourself, were in this group?

**Results**

- 44% of visitor groups were with an organized group of 11 to 20 people (see Figure 6).
- 31% were with an organized group of 10 or fewer people.



**Figure 6.** Organized group size

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**United States visitors by state of residence****Question 31b**

For you and your personal group on this visit, what is your state of residence?

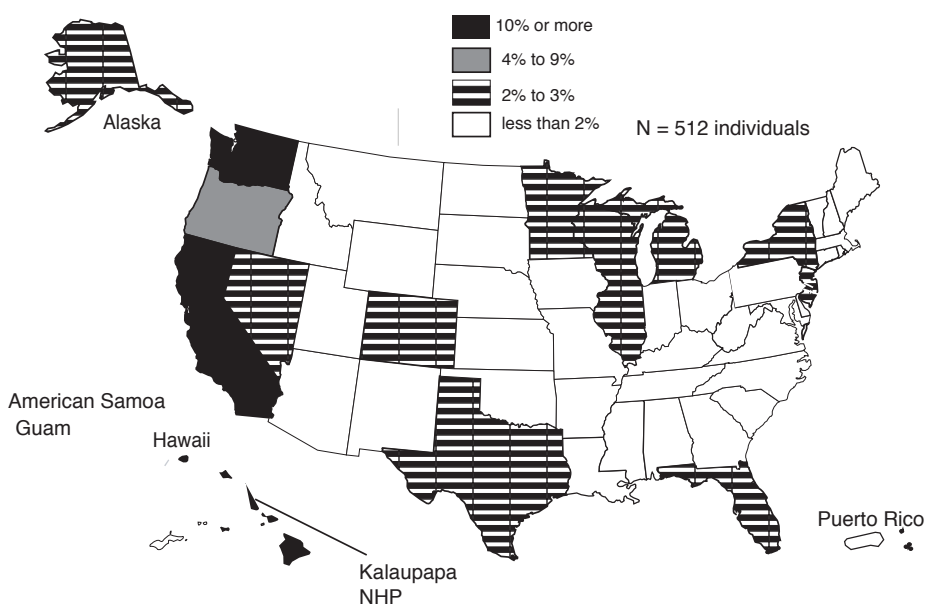
Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 40 states, Washington, D.C., and Guam, and comprised 86% of total visitation to the park during the survey period.
- 21% of U.S. visitors came from Hawaii (see Table 5 and Figure 7).
- 20% came from California and 10% were from Washington.
- Smaller proportions came from 37 other states, Washington, DC, and Guam.

**Table 5.** United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=512 individuals*	Percent of total visitors N=593 individuals
Hawaii	110	21	19
California	101	20	17
Washington	53	10	9
Oregon	26	5	4
Colorado	13	3	2
Minnesota	12	2	2
Alaska	11	2	2
Florida	11	2	2
Illinois	11	2	2
Michigan	11	2	2
Nevada	9	2	2
Texas	9	2	2
Wisconsin	9	2	2
New Jersey	8	2	1
New York	8	2	1
25 other states, Washington, DC, and Guam	106	21	18

**Figure 7.** United States visitors by state of residence

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Visitors from Hawaii by island of residence***

Note: Response was limited to seven members from each visitor group.

**Results**

- Visitors from Hawaii were from four islands and comprised 21% of the total U.S. visitation to the park during the survey period.
- 47% came from the island of Oahu (see Table 6).
- 47% came from Maui.
- Smaller proportions of visitors came from the islands of Hawaii and Kauai.

**Table 6.** Visitors from Hawaii by island of residence

Island	Number of visitors N=440 individuals	Percent*
Oahu	51	47
Maui	51	47
Hawaii	5	5
Kauai	1	2

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***International visitors by country of residence*****Question 31b**

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

**Results**

- International visitors were from 12 countries and comprised 14% of total visitation to the park during the survey period.
- 56% of international visitors came from Canada (see Table 7).
- 16% came from Australia.
- Smaller proportions of international visitors came from 10 other countries.

**Table 7.** International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=81 individuals*	Percent of total visitors N=593 individuals
Canada	45	56	8
Australia	13	16	2
Belgium	6	7	1
Germany	5	6	1
French Polynesia	3	4	1
New Zealand	3	4	1
Italy	1	1	<1
Norway	1	1	<1
Samoa	1	1	<1
Singapore	1	1	<1
Sweden	1	1	<1
United Kingdom	1	1	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Number of lifetime visits***

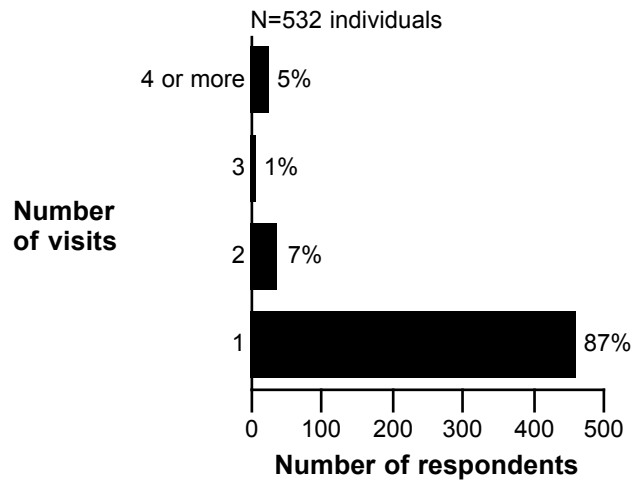
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**Question 31c**

For you and your personal group on this visit, how many times have you visited Kalaupapa NHP in your lifetime (including this visit)?

**Results**

- 87% of visitor groups were visiting the park for the first time (see Figure 8).
- 7% had visited 2 times.



**Figure 8.** Number of visits to park in lifetime

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor age

### Question 31a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

#### Results

- Visitor ages ranged from 1 to 92 years.
- 48% of visitors were 46 to 65 years old (see Figure 9).
- 16% were 66 years or older.
- 3% of visitors were in the 15 years or younger age group.

Age group  
(years)

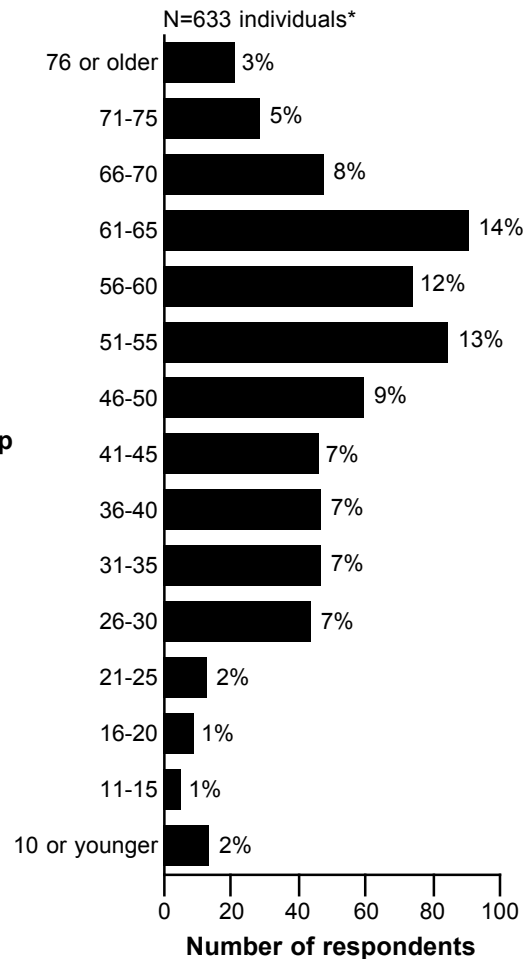


Figure 9. Visitor age

Note: According to NPS policy, children under the age of 16 years of age are not allowed to enter Kalaupapa NHP.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Visitor gender

### Question 26

For you only, what is your gender?

#### Results

- 56% of respondents were female (see Figure 10).

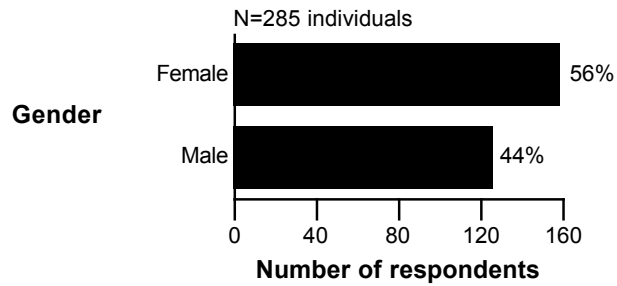


Figure 10. Visitor gender

## Visitor ethnicity

### Question 29a

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

#### Results

- 2% of visitors were Hispanic or Latino (see Figure 11).

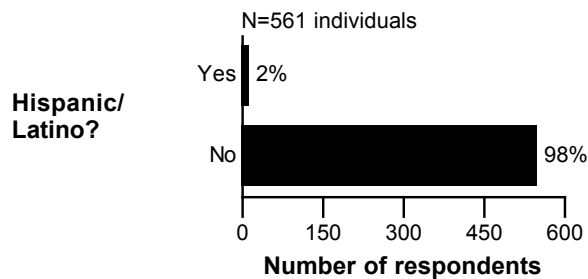


Figure 11. Visitors who were Hispanic or Latino

## Visitor race

### Question 29b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

#### Results

- 87% of visitors were White (see Figure 12).
- 8% were Asian.

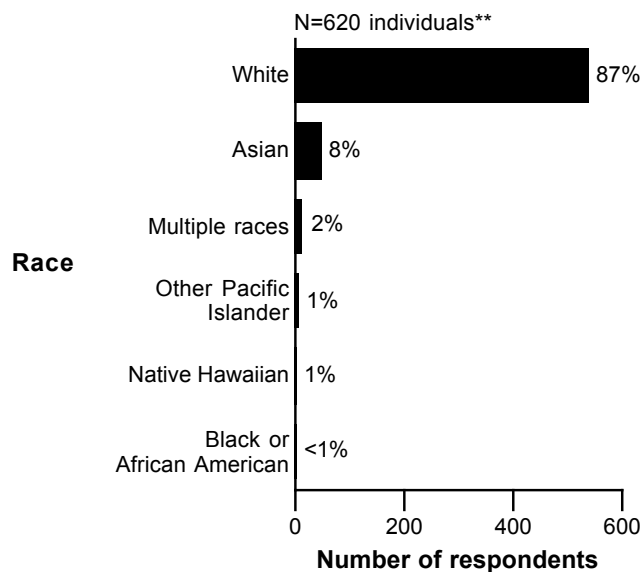


Figure 12. Visitor race

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with physical conditions

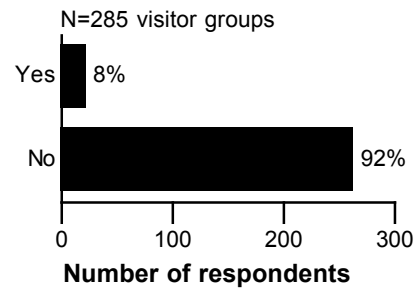
### Question 27a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

#### Results

- 8% of visitor groups had members with physical conditions (see Figure 13).

Have  
physical  
condition?



**Figure 13.** Visitor groups that had members with physical conditions

### Question 27b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret with **CAUTION!**

- 17 visitor groups indicated services or activities that were difficult to access or participate in (see Table 8).

**Table 8.** Services/activities that were difficult to access/participate in – **CAUTION!**

Service/activity	Number of times mentioned
Hiking/walking	6
Can't walk very far	2
Mule ride	2
Child with disability would have difficulty on trail	1
Hike to valley	1
Scared to death on ride down and up	1
Steepness of trail	1
Steps to building and bathrooms	1
The walkway to overlook	1
Trip (up and down)	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Respondent level of education***

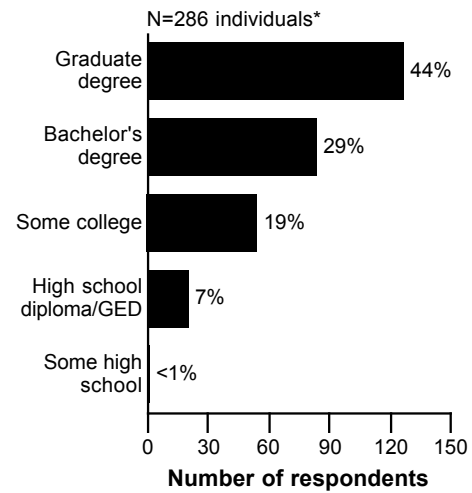
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**Question 28**

For you only, what is the highest level of education you have completed?

**Results**

- 44% of respondents had a graduate degree (see Figure 14).
- 29% had a bachelor's degree.

**Level of education**

**Figure 14.** Respondent level of education

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Household income

### Question 30a

Which category best represents your annual household income?

#### Results

- 18% of respondents reported a household income of \$100,000-\$149,999 (see Figure 15).
- 17% had an income of \$75,000-\$99,999.

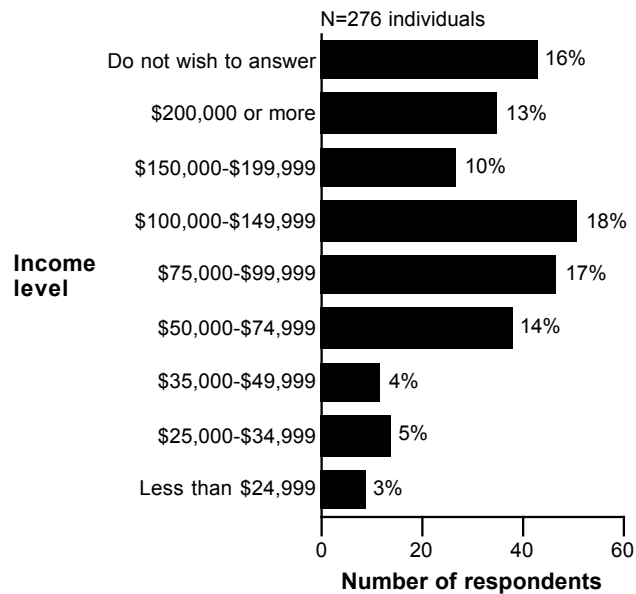


Figure 15. Respondent's level of income

## Household size

### Question 30b

How many people are in your household?

#### Results

- 60% of respondents had two people in their household (see Figure 16).
- 22% had one person.

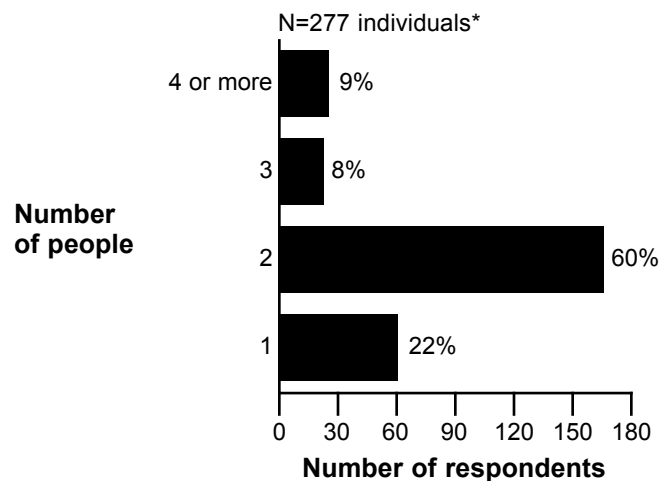


Figure 16. Number of people in household

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Awareness of NPS – Department of Health co-management***

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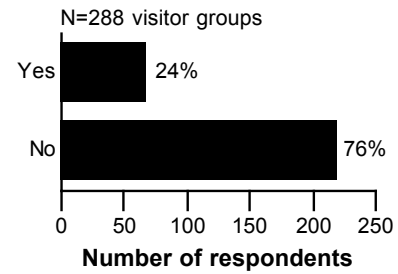
**Question 2**

Prior to this visit, were you and your personal group aware that Kalaupapa NHP is co-managed by the State of Hawaii Department of Health?

**Results**

- 24% of visitor groups were aware that Kalaupapa NHP is co-managed by the State of Hawaii Department of Health (see Figure 17).

**Aware of NPS/  
Health Department  
co-management?**



**Figure 17.** Visitor groups that were aware that Kalaupapa NHP is co-managed by the State of Hawaii Department of Health

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Trip/Visit Characteristics and Preferences

### Information sources prior to visit

#### Question 1a

Prior to your visit, how did you and your personal group obtain information about Kalaupapa National Historical Park (NHP)?

#### Results

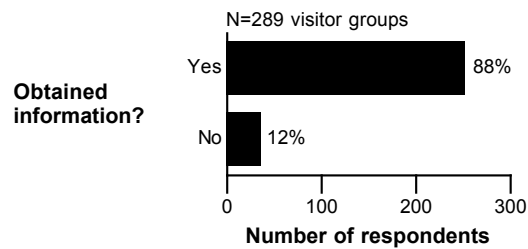
- 88% of visitor groups obtained information about Kalaupapa NHP prior to their visit (see Figure 18).

- As shown in Figure 19, among those visitor groups that obtained information about Kalaupapa NHP prior to their visit, the most common sources were:

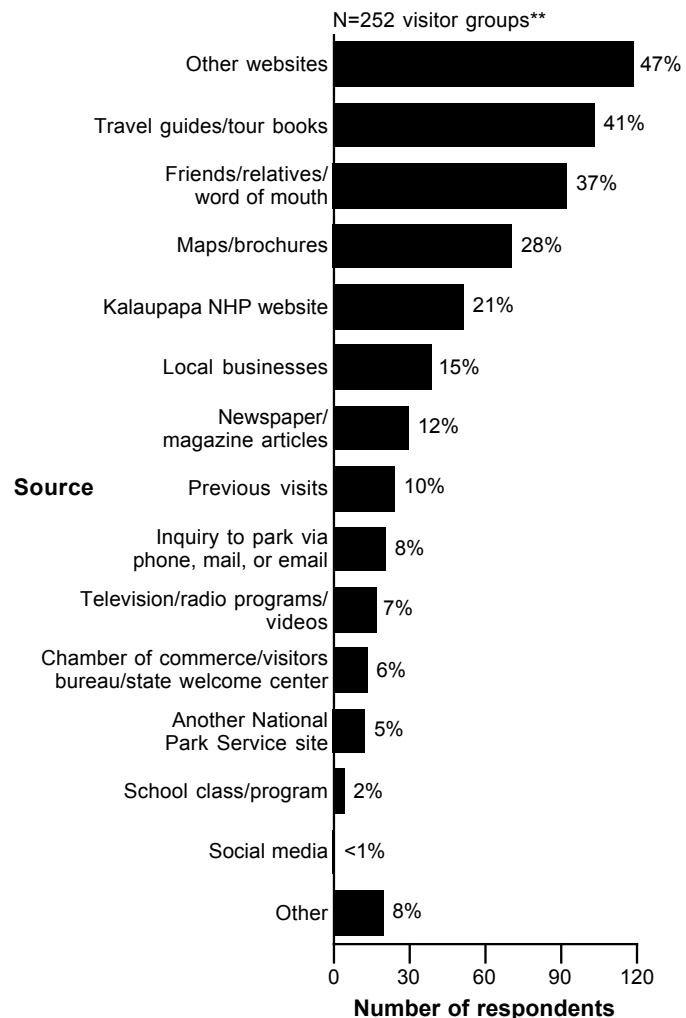
47% Other websites  
41% Travel guides/tour books  
37% Friends/relatives/  
word of mouth

- “Other” sources (8%) were:

Books  
From mule ride  
Knew of it from religious  
history  
Local resident  
Road Scholar tours  
Sugar Mill Museum at  
Molokai



**Figure 18.** Visitor groups that obtained information prior to visit



**Figure 19.** Sources of information used by visitor groups prior to visit

\*total percentages do not equal 100 due to rounding

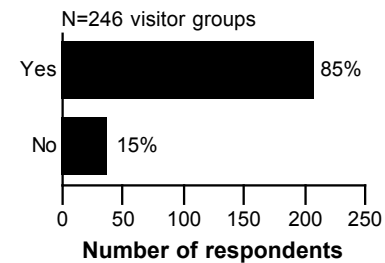
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 1c**

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

**Results**

- 85% of visitor groups received needed information prior to their visit (see Figure 20).

**Received needed information?**

**Figure 20.** Visitor groups that received needed information prior to their visit

**Question 1d**

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

**Results**

- 37 visitor groups listed information they needed but was not available (see Table 9).

**Table 9.** Needed information that was not available  
(N=47 comments; some visitor groups made more than one comment)

Type of information	Number of times mentioned
Details on hiking	9
Costs	5
General information	5
Obtaining a permit	5
Services available in the park	5
Tour specifics	4
Transportation	3
Accessibility	1
Bookstore was closed	1
Definitive information about access	1
Directions on where to check in	1
I didn't realize that I should have made it a priority to actually go down to the settlement	1
I never knew this was a national park until we visited	1
Interpretive information	1
Restrictions	1
Sponsoring needed to go there	1
We could have saved money by booking the tour direct with Damien Tours	1
Which churches would be open to visit	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Information sources for future visit

### Question 1b

If you were to visit Kalaupapa NHP in the future, how would you and your personal group prefer to obtain information about the park?

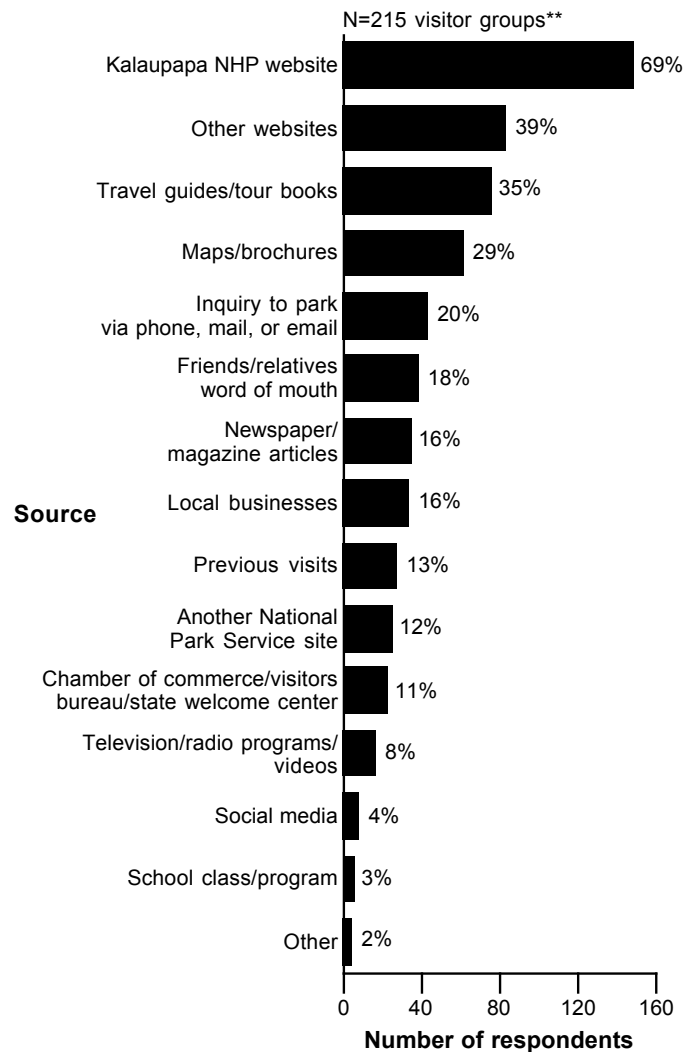
### Results

- As shown in Figure 21, visitor groups' most preferred sources of information for a future visit were:

69% Kalaupapa NHP website  
39% Other websites  
35% Travel guides/tour books

- "Other" sources of information (2%) were:

Books  
Local resident  
Tour information



**Figure 21.** Sources of information to use for a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



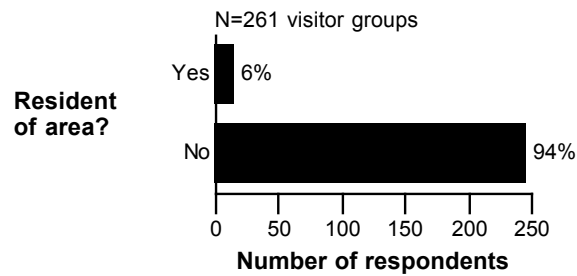
## ***Primary reason for visiting the island of Moloka`i***

### **Question 5**

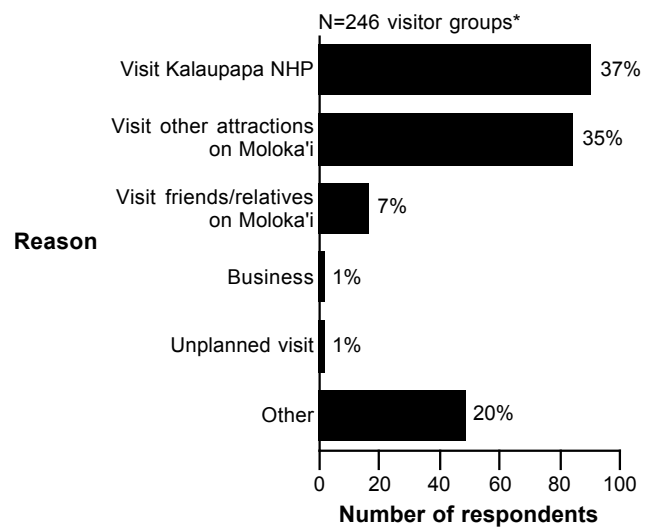
On this trip, what was the primary reason that you and your personal group came to the island of Moloka`i?

### **Results**

- 6% of visitor groups were residents of the island of Moloka`i (see Figure 22).
- As shown in Figure 23, the primary reasons for visiting the island of Moloka`i among non-resident visitor groups were:  
 37% Visit Kalaupapa NHP  
 35% Visit other attractions on Moloka`i
- Table 10 shows the “other” primary reasons (20%) for visiting the island of Moloka`i.



**Figure 22.** Residents of the island of Moloka`i



**Figure 23.** Primary reason for visiting the island of Moloka`i

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 10.** “Other” primary reasons for visiting the island of Molokaʻi

<b>Primary reason</b>	<b>Number of times mentioned</b>
Vacation	33
Recreation	3
To experience little commercialization	3
Explore the island	2
Never been before	2
Taking mule ride	2
To see Father Damien sites	2
2-week stay on Molokaʻi	1
Habitat for Humanity	1
Hiking	1
Like the "vibe" of the island	1
Meditation retreat	1
Opportunity to sail from Oahu	1
Road Scholar trip	1
Solitude	1
To learn about the island and get information for a future visit	1
Visiting all the islands	1
Won a package trip to the island of Molokaʻi	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

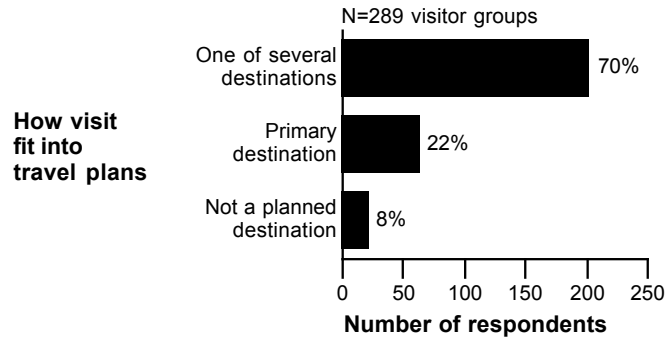
## Park as destination

### Question 4a

How did this visit to Kalaupapa NHP fit into your personal group's travel plans?

#### Results

- For 70% of visitor groups, Kalaupapa NHP was one of several destinations (see Figure 24).
- 22% indicated that the park was the primary destination.



**Figure 24.** How visit to park fit into visitor groups' travel plans

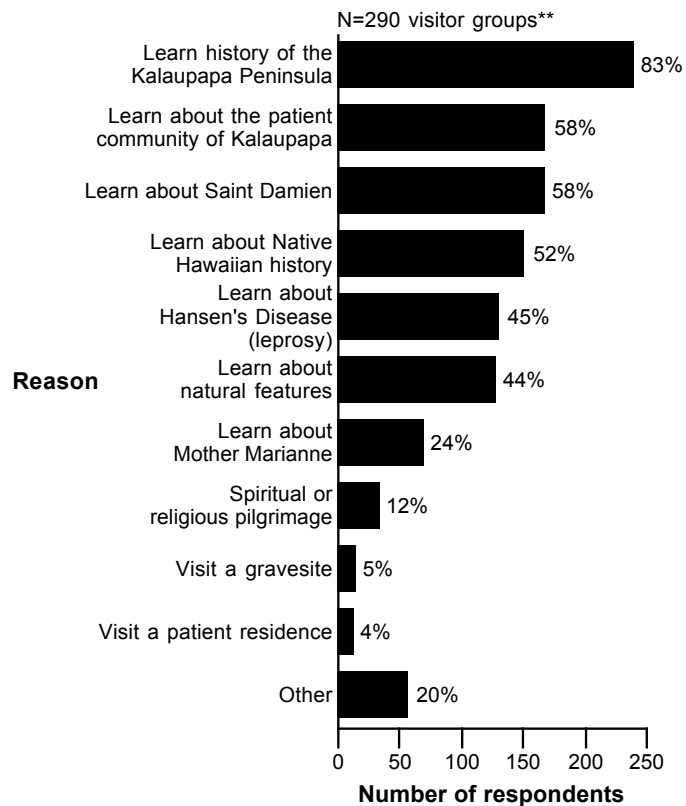
## Reasons for visiting the park

### Question 3

On this trip, what were the reasons that you and your personal group visited Kalaupapa NHP?

#### Results

- As shown in Figure 25, the reasons for visiting Kalaupapa NHP were:
  - 83% Learn about the general history of Kalaupapa Peninsula
  - 58% Learn about the patient community of Kalaupapa
  - 58% Learn about Saint Damien
- Table 11 shows the "other" reasons (20%) for visiting the park.



**Figure 25.** Primary reason for visiting Kalaupapa NHP

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 11.** “Other” reasons for visiting Kalaupapa NHP

<b>Reason</b>	<b>Number of times mentioned</b>
Taking mule ride	15
Viewing scenery	15
Walking/hiking	8
Interested because of book	2
Assist in the preservation of the site for the future	1
Curiosity	1
Day trip from Honolulu	1
Experience I felt we should have to honor the patients and care givers	1
Future plans - if any	1
Goal is to visit all national park sites	1
Help with work	1
Just a short hike to overlook	1
My grandma researched here in the 20's	1
Part of tour	1
Recommendation of a friend who visited	1
See how this historical park worked with the state and the local community	1
Stamp my national park passport	1
Studied in school/personal interest	1
Take pictures	1
Visit a famous historical site	1
Visit Moloka'i	1
Won this trip on radio station	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Locations stayed on night prior to visit*****Question 8a**

On this trip, where did you and your personal group stay on the night before visiting Kalaupapa NHP? If you stayed at home, please write the name of the town/city and state where you live.

**Results**

- Table 12 shows the locations (N=48) where visitor groups (N=265) stayed on the night before visiting Kalaupapa NHP.

**Table 12.** Locations where visitor groups stayed on the night before visit (N=265 comments)

<b>Location</b>	<b>Number of times mentioned</b>	<b>Percent</b>
Kaunakakai, HI	62	23
Moloka'i, HI	55	21
Maunaloa, HI	27	10
Honolulu, HI	26	10
Maui, HI	14	5
Waikiki, HI	9	3
Lahaina, HI	6	2
Kaanapali, HI	4	2
Kalaupapa, HI	4	2
Unspecified location in HI	3	1
Kahului, HI	3	1
Kailua, HI	3	1
Kepuhi, HI	3	1
Kihei, HI	3	1
Oahu, HI	3	1
Ho'olehua, HI	2	1
Kala'e, HI	2	1
Kualapuu, HI	2	1
Makaha, HI	2	1
Poipu, HI	2	1
Puko'o, HI	2	1
West Molokai, HI	2	1
26 other locations	26	9

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Locations stayed on night after visit*****Question 8b**

On this trip, where did you and your personal group stay on the night after visiting Kalaupapa NHP? If you stayed at home, please write the name of the town/city and state where you live.

**Results**

- Table 13 shows the locations (N=51) where visitor groups (N=263) stayed on the night after visiting Kalaupapa NHP.

**Table 13.** Locations where visitor groups stayed on the night after visit (N=263 comments)

<b>Location</b>	<b>Number of times mentioned</b>	<b>Percent</b>
Kaunakakai, HI	59	22
Moloka'i, HI	55	21
Honolulu, HI	26	10
Maunaloa, HI	26	10
Maui, HI	13	5
Waikiki, HI	8	3
Kaanapali, HI	6	2
Lahaina, HI	6	2
Unspecified location in HI	4	2
Oahu, HI	4	2
Kahului, HI	3	1
Kailua, HI	3	1
Kepuhi, HI	3	1
Kihei, HI	3	1
Ho'olehua, HI	2	1
Kahana, HI	2	1
Kalaupapa, HI	2	1
Kaneohe, HI	2	1
Kualapuu, HI	2	1
Puko'o, HI	2	1
West Molokai, HI	2	1
30 other locations	30	11

\*total percentages do not equal 100 due to rounding

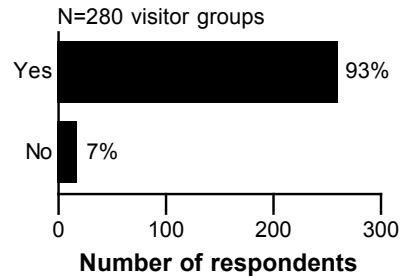
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Services used in nearby communities

### Question 7a

Did you and your personal group obtain the services (e.g. information, food services, lodging, groceries, gas, etc.) that you needed topside Moloka'i?

Obtained needed services?



### Results

- 93% of visitor groups obtained services topside Moloka'i on this visit (see Figure 26).

**Figure 26.** Visitor groups that obtained services topside Moloka'i

### Question 7b

If NO, what needed services were not available? (Open-ended)

Results – Interpret with **CAUTION!**

- 15 visitor groups listed needed services that were not available (see Table 14).

**Table 14.** Needed services that were not available

(N=23 comments; some visitor groups made more than one comment) – **CAUTION!**

Service	Comment
Bus service	Need more MLO buses/vehicles
Bus service information	Hard to locate
Cars	Too large, need economy transportation
Food/water	The airport had no food available Were instructed to bring our own
Fresh seafood	Not available easily on island
Fresh produce	Not available on the island
Gas/gas station	Adequate Isobutane for camp stove
Hotels	Only one or two available
Infant service	We really wanted to be able to access and explore the park with our 18 month old
Information on activities	Certain activities (e.g. horseback riding, golf) were not available Travel brochures were out of date
Printing and copying	No facility to print from a laptop and very expensive, inconvenient copying
Restaurants/cafes	Limited with limited hours Restaurants were closed There are not enough places They need at least one decent one on the west side - very deserted
Signage	There is poor signage to all sites on the island

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Number of vehicles used to arrive at the park***

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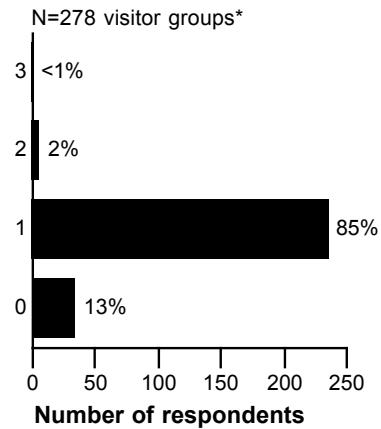
**Question 4b**

On this visit, how many vehicles did you and your personal group use to arrive “topside” of the park?

**Results**

- 85% of visitor groups used one vehicle to arrive “topside” of the park (see Figure 27).

**Number of vehicles**



**Figure 27.** Number of vehicles used to arrive “topside” of the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



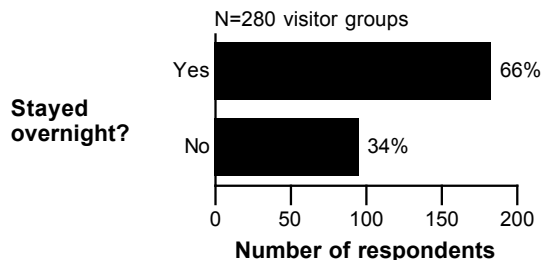
## Overnight stays

### Question 6a

On this trip, did you and your personal group stay overnight away from your permanent residence at Kalaupapa NHP or on Moloka'i?

#### Results

- 66% of visitor groups stayed overnight away from home at Kalaupapa NHP or on Moloka'i (see Figure 28).



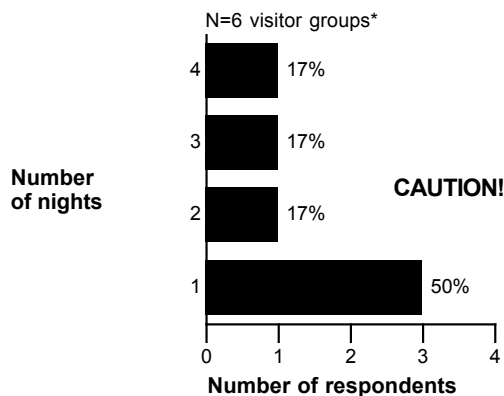
**Figure 28.** Visitor groups that stayed overnight away from their permanent residence at the park or on Moloka'i

### Question 6b

If YES, please list the number of nights you and your personal group stayed at Kalaupapa NHP.

#### Results – Interpret results with CAUTION!

- Not enough visitor groups answered this question to provide reliable data (see Figure 29).



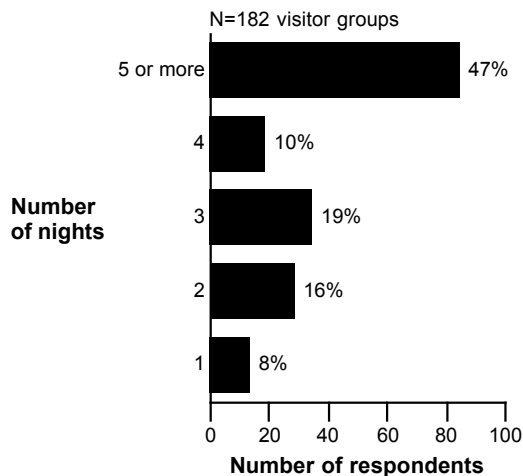
**Figure 29.** Number of nights spent inside the park

### Question 6b

If YES, please list the number of nights you and your personal group stayed on Moloka'i.

#### Results

- 47% stayed five or more nights on Moloka'i (see Figure 30).
- 19% of visitor groups stayed three nights.



**Figure 30.** Number of nights spent on Moloka'i

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

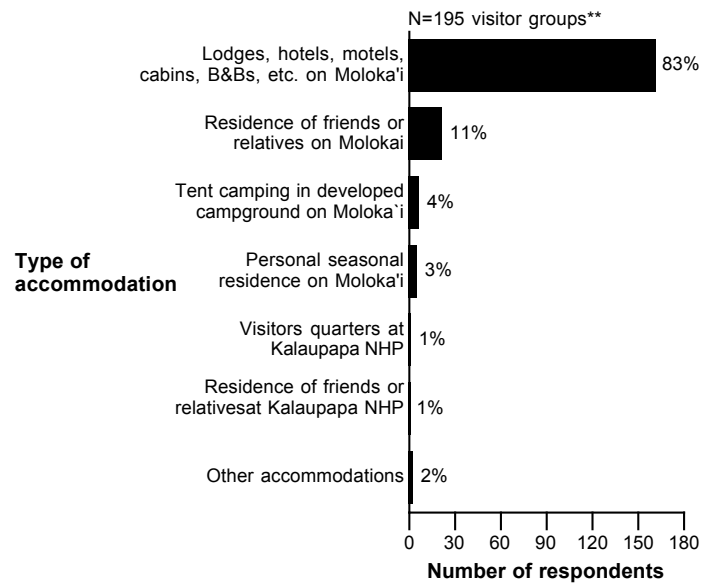
## ***Accommodations used at Kalaupapa NHP or on Molokaʻi***

### **Question 6c**

If YES, in which types of lodging did you and your personal group spend the night(s) at Kalaupapa NHP or on Molokaʻi?

### **Results**

- 83% of visitor groups stayed in lodges, hotels, motels, cabins, B&Bs, etc. on Molokaʻi (see Figure 31).
- 11% stayed in residence of friends or relatives on Molokaʻi.
- Visitor groups did not specify any “other” types of accommodations (2%).



**Figure 31.** Accommodations used at Kalaupapa NHP or on Molokaʻi

\*total percentages do not equal 100 due to rounding

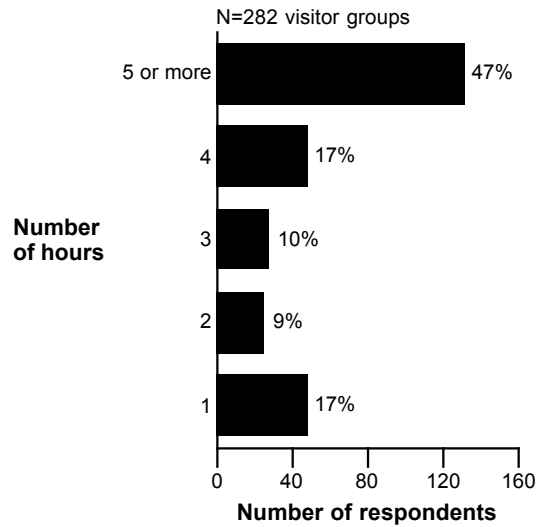
\*\*total percentages do not equal 100 because visitors could select more than one answer

***Length of stay in the park*****Question 10**

How many hours in total did you and your personal group spend visiting Kalaupapa NHP on this visit?

**Results**

- 47% of visitor groups spent five or more hours (see Figure 32).
- 27% spent three to four hours.
- 17% spent one hour.
- The average length of stay was 4.5 hours.



**Figure 32.** Number of hours spent in the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Expected activities on this visit***

### **Question 12a**

As you were planning your trip to Kalaupapa NHP, which activities did you and your personal group expect to include on this visit?

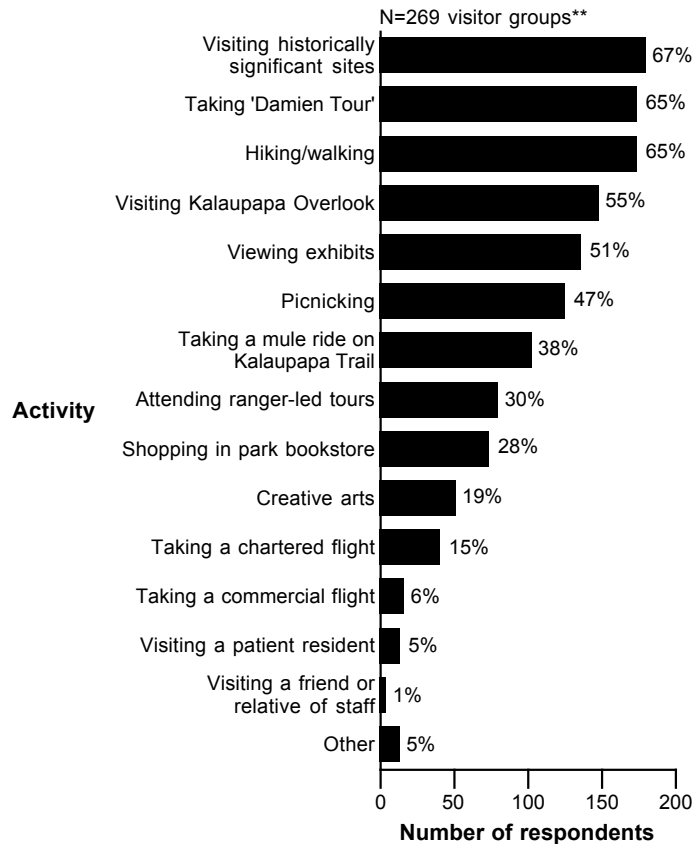
### **Results**

- As shown in Figure 33, the most common activities in which visitor groups expected to participate on this visit were:

67% Visiting historically significant sites  
65% Taking Damien Tour  
65% Hiking/walking

- “Other” activities (5%) were:

Obtaining National Park Service stamp  
Taking in the ambience of the place  
Viewing fauna and flora  
Viewing the scenery  
Visit art therapy shop  
Visiting park interpretive center



**Figure 33.** Expected activities on this visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on this visit

### Question 12b

In which activities did you and your personal group actually participate on this visit?

### Results

- As shown in Figure 34, the most common activities in which visitor groups participated on this visit were:

69% Visiting historically significant sites  
66% Taking “Damien Tour”  
64% Visiting Kalaupapa Overlook

- “Other” activities (3%) were:

Speaking with park ranger  
Viewing flora and fauna  
Viewing the scenery

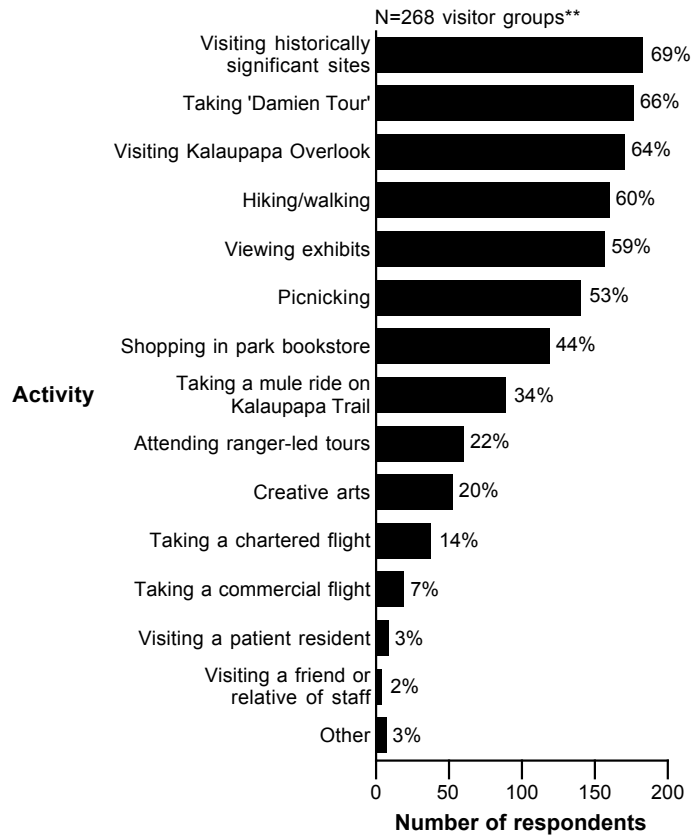


Figure 34. Activities on this visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Settlement visit

### Question 13

If you and your personal group visited only the Kalaupapa Overlook and did not visit the Kalaupapa Settlement, why didn't you go down to the Settlement?  
(Open-ended)

### Results

- 60 visitor groups listed reasons for not going down to the Settlement (see Table 15).

**Table 15.** Reasons for not going down to the Settlement  
(N=80 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Not enough time	22
Did not get permission	7
Health reasons	7
Too long of a hike	6
Too expensive	5
Weather prevented visit	5
Did not plan for it	4
Had child under 16	4
Not interested	4
I thought it was closed to the public	2
Was not included in our tour	2
Did not make reservations	1
Did not want to intrude on residents	1
Have visited previously	1
Lack of means to visit settlement	1
My friend doesn't like heights	1
No easy access	1
Trail damage	1
Was not part of organized island tour	1
We have a five-year-old child and not really interested in diseased place	1
We were too late for a guided tour	1
We're just doing an overview of Molokai	1
Wife is allergic to mules	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Ratings of Services, Facilities, Attributes, Resources and Elements

### Visitor services and facilities used

#### Question 14a

Please indicate all the visitor services and facilities that you or your personal group used at Kalaupapa NHP during this visit.

#### Results

- As shown in Figure 35, the most common visitor services and facilities used by visitor groups were:
  - 83% Restrooms
  - 73% Damien Tour
  - 60% Visitor center bookstore
- The least used service/facility was:
  - 2% Access for people with disabilities

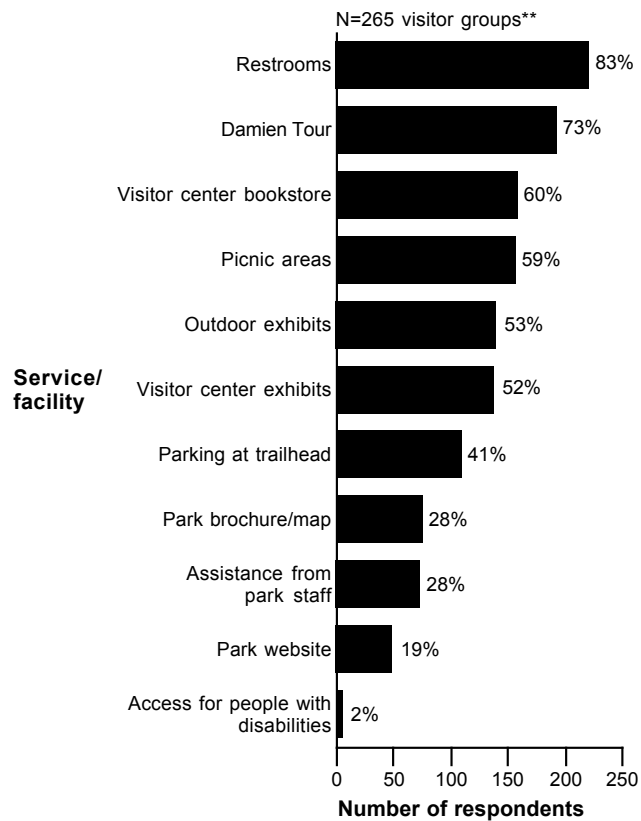


Figure 35. Visitor services and facilities used

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Importance ratings of visitor services and facilities

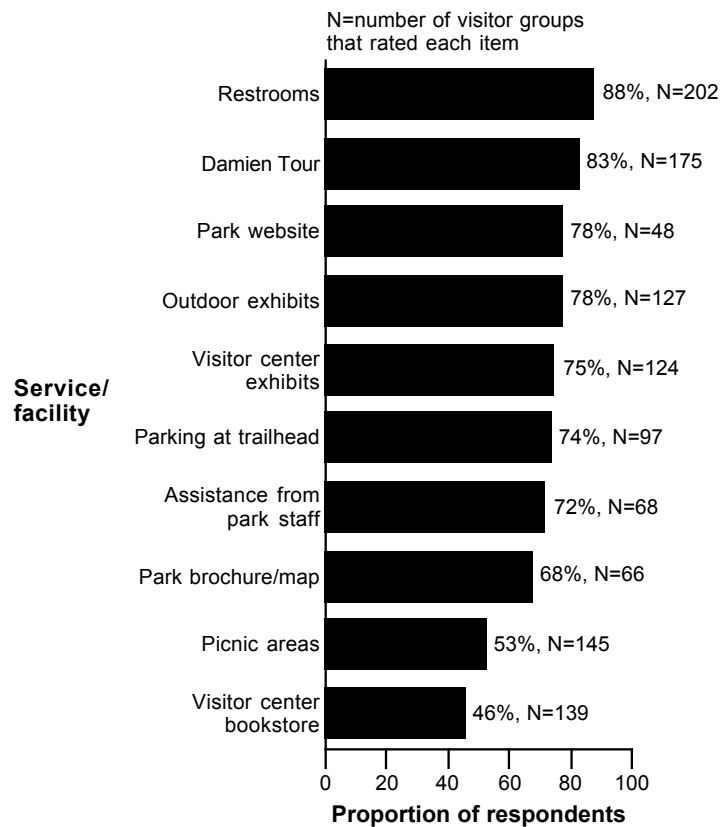
### Question 14b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- Figure 36 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 88% Restrooms
  - 83% Damien Tour
  - 78% Park website
  - 78% Outdoor exhibits
- Table 16 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  - 6% Visitor center bookstore



**Figure 36.** Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Table 16.** Importance ratings of visitor services and facilities  
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Access for people with disabilities – <b>CAUTION!</b>	6	0	0	0	33	67
Assistance from park staff	68	0	9	19	31	41
Damien Tour	175	2	4	11	22	61
Outdoor exhibits	127	1	5	17	43	35
Park brochure/map	66	2	5	26	35	33
Park website	48	0	10	13	40	38
Parking at trailhead	97	1	6	19	25	49
Picnic areas	145	3	12	32	32	21
Restrooms	202	1	1	10	29	59
Visitor center bookstore	139	6	15	33	27	19
Visitor center exhibits	124	1	9	15	35	40

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Quality ratings of visitor services and facilities

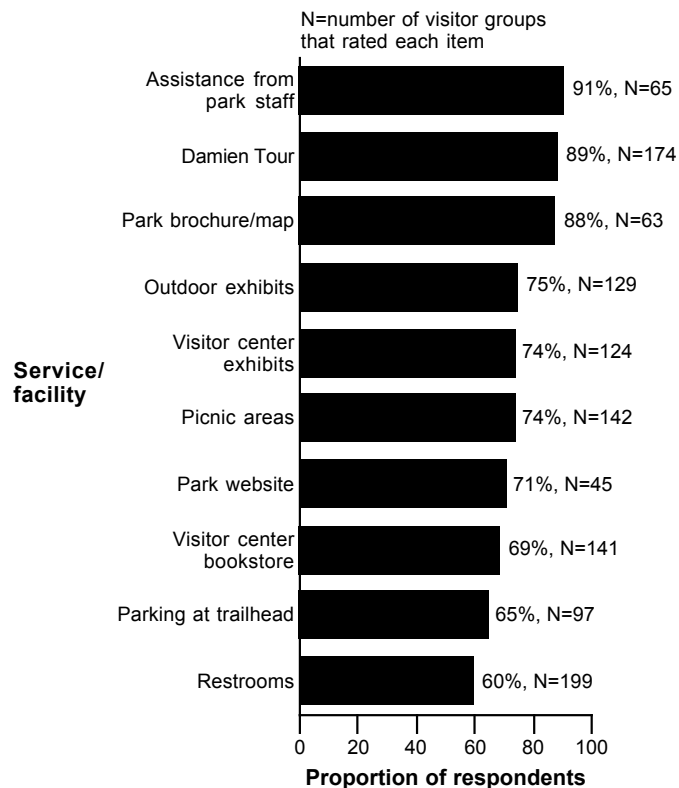
### Question 14c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

### Results

- Figure 37 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 91% Assistance from park staff
  - 89% Damien Tour
  - 83% Park brochure/map
- Table 17 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 4% Restrooms



**Figure 37.** Combined proportions of “very good” and “good” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 17.** Quality ratings of visitor services and facilities  
(N=number of visitor groups that rated each service and facility)

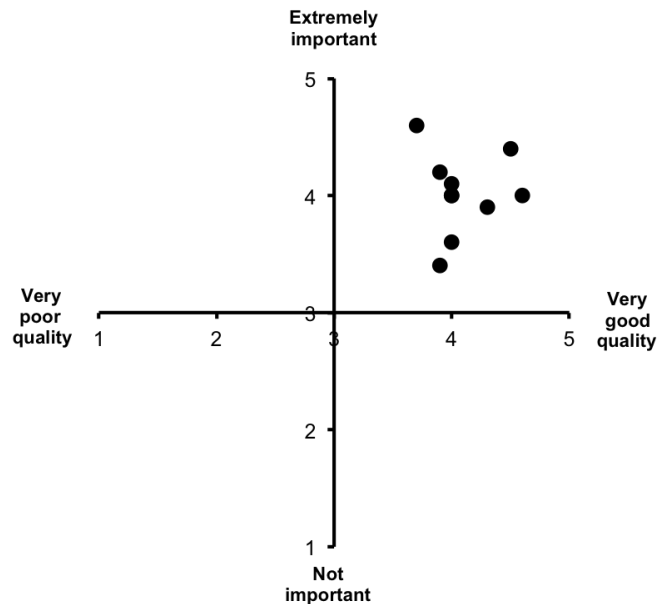
Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for people with disabilities – <b>CAUTION!</b>	5	20	20	0	40	20
Assistance from park staff	65	2	0	8	20	71
Damien Tour	174	1	1	9	25	64
Outdoor exhibits	129	2	3	20	42	33
Park brochure/map	63	3	2	8	40	48
Park website	45	0	9	20	38	33
Parking at trailhead	97	3	8	24	29	36
Picnic areas	142	1	6	20	39	35
Restrooms	199	4	8	29	36	24
Visitor center bookstore	141	1	2	27	43	26
Visitor center exhibits	124	2	5	20	44	30

\*total percentages do not equal 100 due to rounding

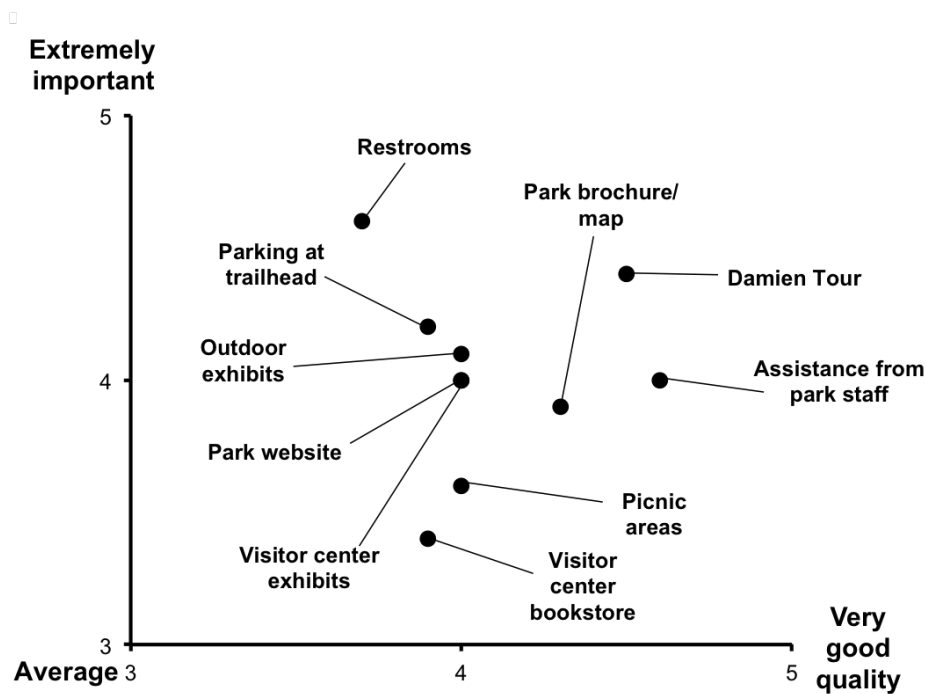
\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Mean scores of importance and quality ratings of visitor services and facilities***

- Figures 38 and 39 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.



**Figure 38.** Mean scores of importance and quality of visitor services and facilities



**Figure 39.** Detail of Figure 38

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Importance of protecting park resources, values and experiences***

### **Question 17**

It is the National Park Service's responsibility to protect Kalaupapa NHP's cultural, natural and scenic resources and values and visitor experiences that depend on these. How important is protection of the following to you and your personal group?

- 1=Not important  
2=Somewhat important  
3=Moderately important  
4=Very important  
5=Extremely important

### **Results**

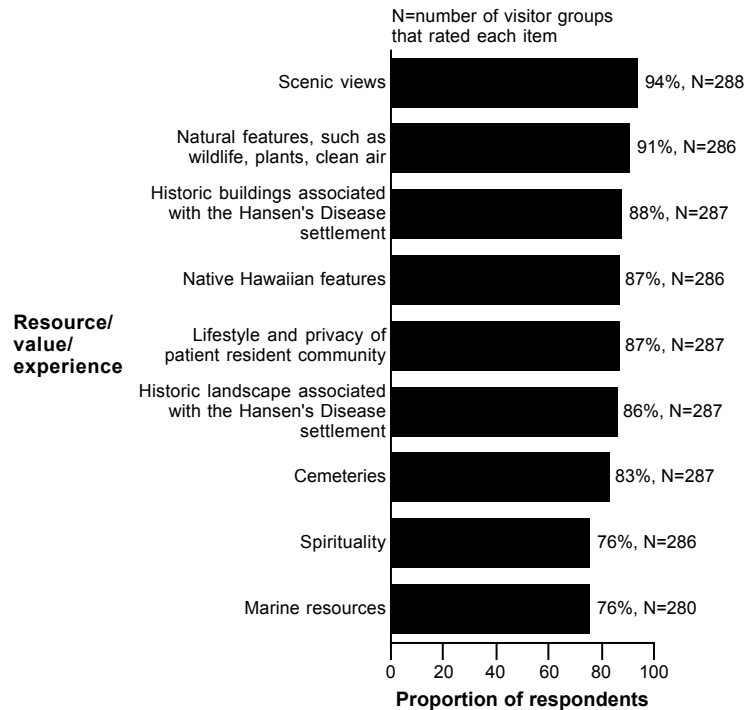
- As shown in Figure 40, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources, values and experiences included:

- 94% Scenic views
- 91% Natural features, such as wildlife, plants, clean air
- 88% Historic buildings associated with the Hansen's Disease settlement

- The resource/values/ experience receiving the highest "not important" rating was:

6% Spirituality

- Table 18 shows the importance ratings of protecting attributes, resources, and experiences.



**Figure 40.** Combined proportions of "extremely important" and "very important" ratings of protecting park resources, values and experiences

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 18.** Visitor ratings of importance of protecting park resources, values, and experiences  
(N=number of visitors that rated each resource/value/experience)

Resource/value/experience	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Cemeteries	287	1	5	11	34	49
Historic buildings associated with the Hansen's Disease settlement	287	<1	1	10	36	52
Historic landscape associated with the Hansen's Disease settlement	287	1	2	10	37	49
Lifestyle and privacy of patient resident community	287	1	2	10	27	60
Marine resources	280	4	4	17	29	47
Native Hawaiian features	286	1	2	10	30	57
Natural features, such as wildlife, plants, clean air	286	<1	1	7	24	67
Scenic views	288	<1	1	5	28	66
Spirituality	286	6	7	12	29	47

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Opinions about safety

### Question 11a

On this visit, how safe did you and your personal group feel while engaged in the following activities?

### Results

- Table 19 shows how visitor groups rated the safety of various activities.

**Table 19.** Opinions about the safety of various activities

(N=number of visitor groups that rated each activity; n=number of visitor groups that did not experience each activity)

Activity	N	Rating (%)*					Did not experience	
		Very unsafe	unsafe	Neither safe nor unsafe	Safe	Very safe	n	% of total
Walk/hike on Kalaupapa Trail	132	5	2	5	27	61	130	50
Mule ride on Kalaupapa Trail	99	5	3	8	44	39	168	63
Touring the park	270	4	0	1	11	84	12	4

### Question 11b

If you indicated that you felt “very unsafe” or “unsafe” while participating in any of the above activities, please explain why.

### Results – Interpret results with **CAUTION!**

- Seven visitor groups responded to this question.

**Table 20.** Reasons for feeling unsafe

(N=9 comments; some visitor groups made more than one comment.) **CAUTION!**

Reason	Number of times mentioned
Need guard rails	3
Dangerous trail conditions	2
Nature of mule ride made me frightened	2
Afraid of steep terrain	1
Helmets would be a useful addition	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures

### *Total expenditures inside and outside the park*

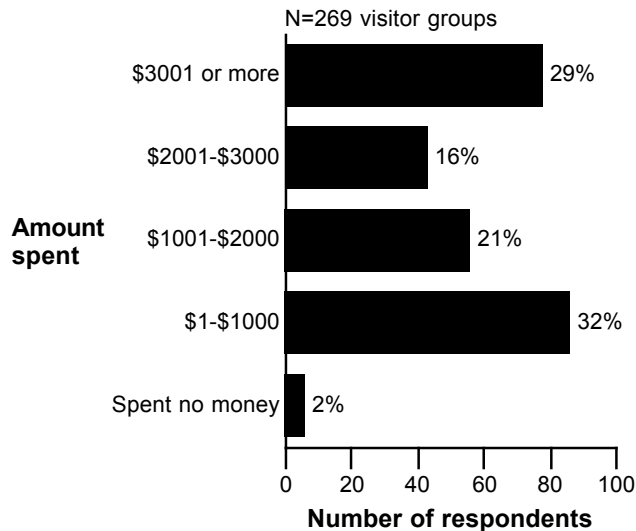
#### Question 21

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Kalaupapa NHP and topside Moloka'i.

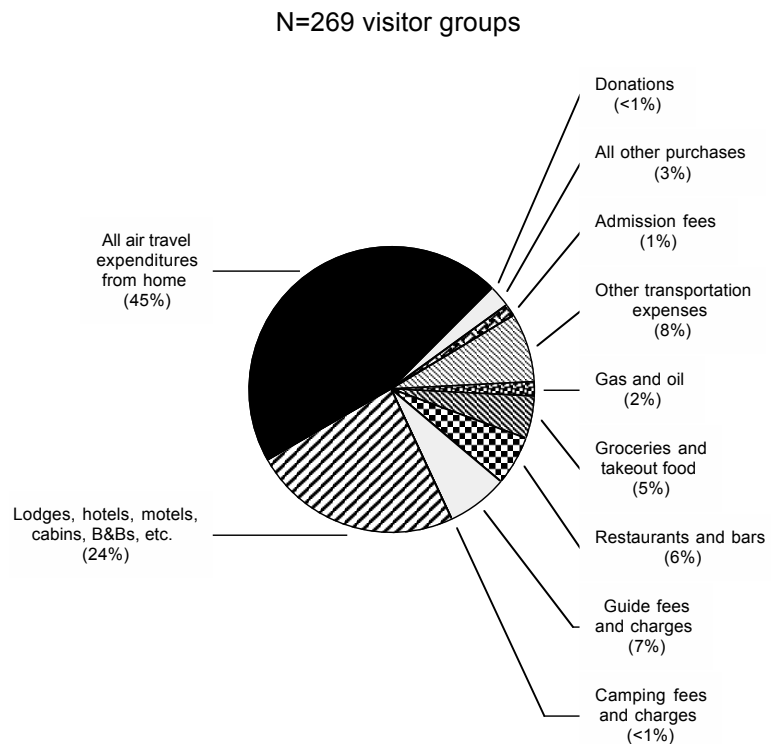
#### Results

- 32% of visitor groups spent \$1-\$1,000 (see Figure 41).
- 29% spent \$3,001 or more.
- The average visitor group expenditure was \$2,212.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$1,716.
- The average total expenditure per person (per capita) was \$1,089.
- As shown in Figure 42, the largest proportions of total expenditures inside and outside the park were:

45% All air travel expenditures from home  
24% Lodges, hotels, motels, cabins, B&Bs, etc.



**Figure 41.** Total expenditures inside and outside the park



**Figure 42.** Proportions of total expenditures inside and outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



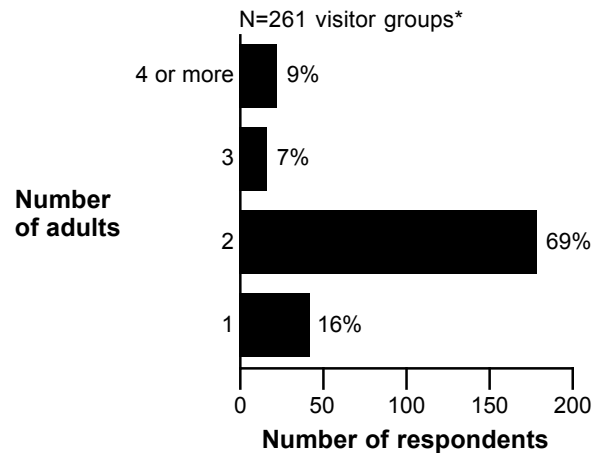
### ***Number of adults covered by expenditures***

#### **Question 21c**

How many adults (18 years or over) do these expenses cover?

#### **Results**

- 69% of visitor groups had two adults covered by expenditures (see Figure 43).
- 16% had one adult.



**Figure 43.** Number of adults covered by expenditure

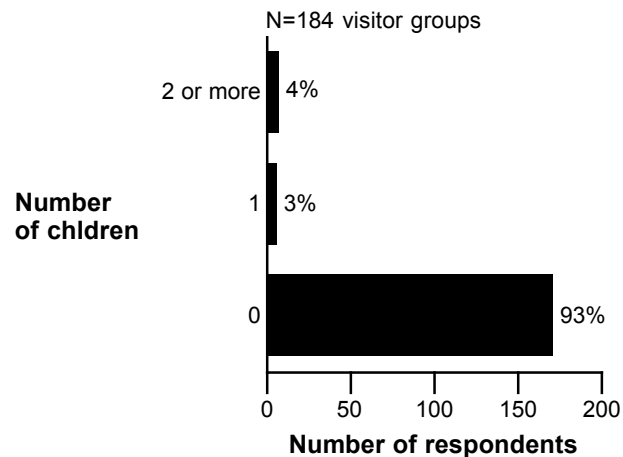
### ***Number of children covered by expenditures***

#### **Question 21c**

How many children (under 18 years) do these expenses cover?

#### **Results**

- 93% of visitor groups had no children covered by expenditures (see Figure 44).



**Figure 44.** Number of children covered by expenditures

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures inside the park

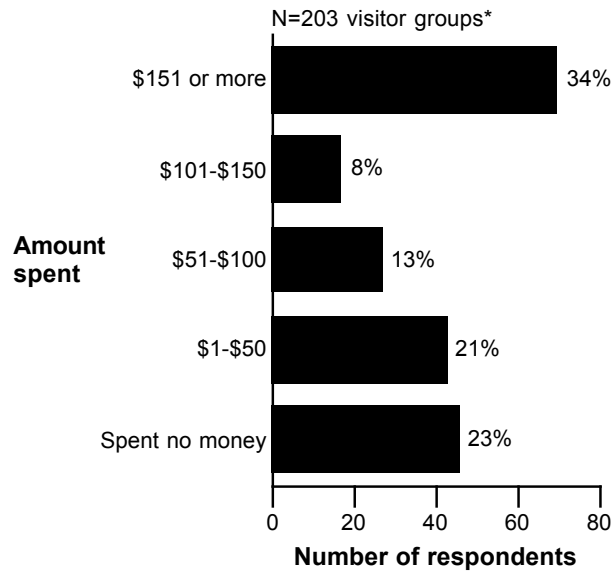
### Question 21a

Please list your personal group's total expenditures inside Kalaupapa NHP.

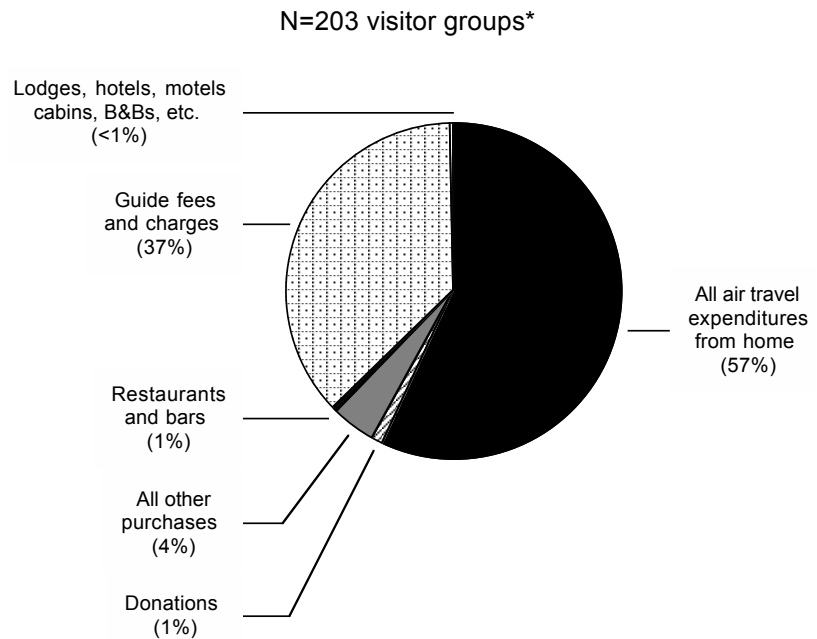
#### Results

- 34% of visitor groups spent \$151 or more (see Figure 45).
- 23% spent no money.
- 21% spent \$1-\$50.
- The average visitor group expenditure inside the park was \$262.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$100.
- The average total expenditure per person (per capita) was \$179.
- As shown in Figure 46, the largest proportions of total expenditures inside the park were:

57% All air travel expenditures from home  
37% Guide fees and charges



**Figure 45.** Total expenditures inside the park



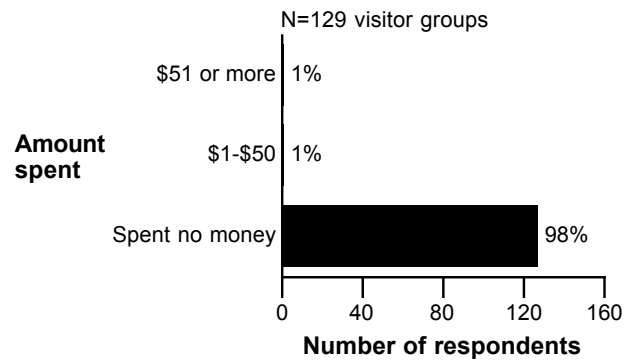
**Figure 46.** Proportions of total expenditures inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&Bs, etc.

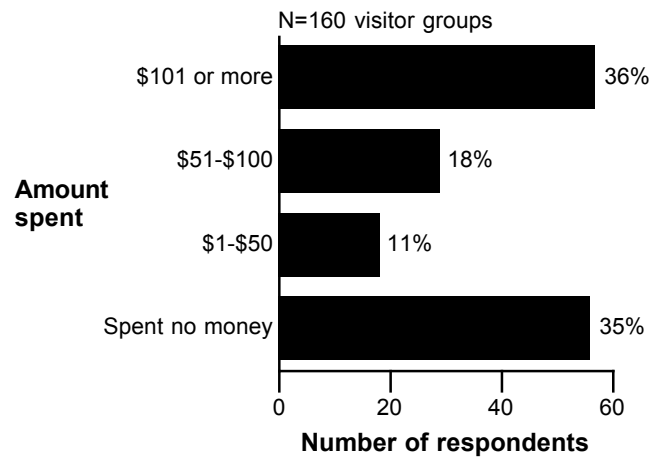
- 98% of visitor groups spent no money on lodges, hotel, motels, cabins, B&Bs, etc. inside the park (see Figure 47).



**Figure 47.** Expenditures for lodges, hotels, motels, cabins, B&Bs, etc. inside the park

Guide fees and charges

- 36% of visitor groups spent \$101 or more on guide fees and charges inside the park (see Figure 48).
- 35% spent no money.



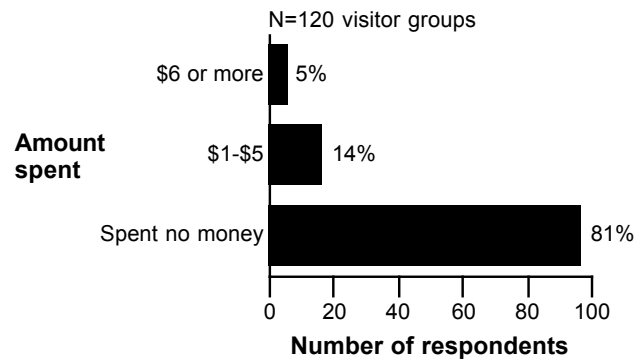
**Figure 48.** Expenditures for guide fees and charges inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

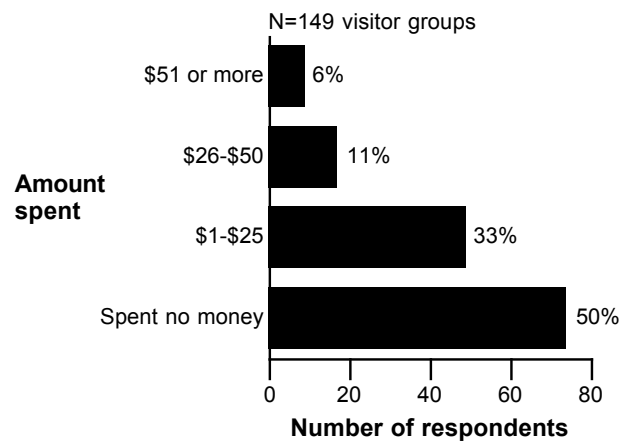
- 81% of visitor groups spent no money on restaurants and bars inside the park (see Figure 49).
- 14% spent \$1-\$5.



**Figure 49.** Expenditures for restaurants and bars inside the park

All other purchases

- 50% of visitor groups spent no money on all other purchases inside the park (see Figure 50).
- 33% spent \$1-\$25.



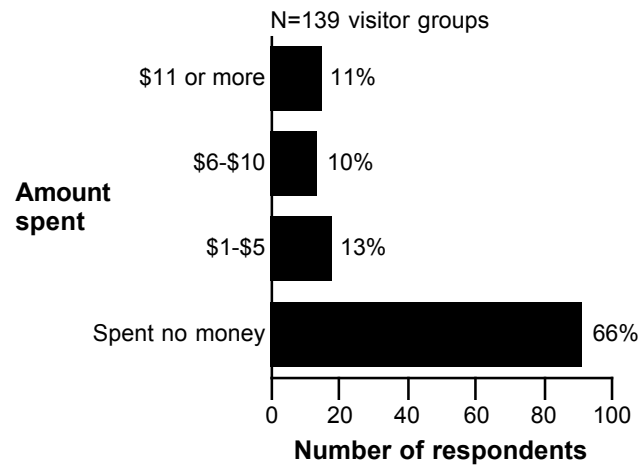
**Figure 50.** Expenditures for all other purchases inside the park

\*total percentages do not equal 100 due to rounding

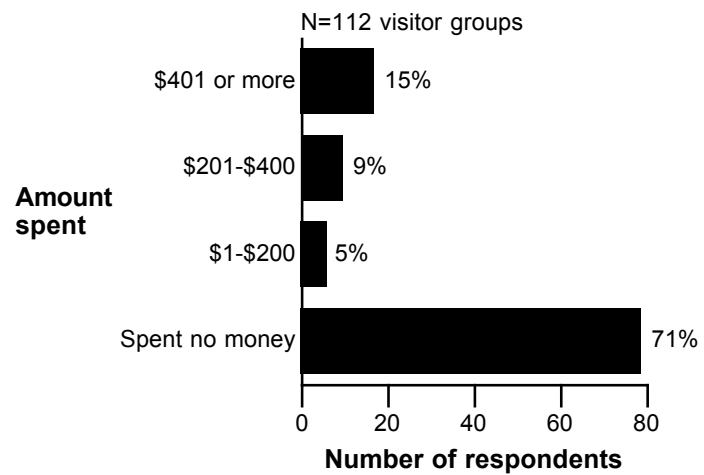
\*\*total percentages do not equal 100 because visitors could select more than one answer

Donations

- 66% of visitor groups spent no money on donations inside the park (see Figure 51).
- 13% spent \$1-\$5.

**Figure 51.** Expenditures for donations inside the parkAll air travel expenditures from home

- 71% of visitor groups spent no money on all air travel expenditures from home inside the park (see Figure 52).
- 15% spent \$401 or more.

**Figure 52.** Expenditures for all air travel expenditures from home inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures topside Molokaʻi

### Question 21b

Please list your group's total expenditures topside Molokaʻi.

### Results

- 30% of visitor groups spent \$1-\$1,000 topside Molokaʻi (see Figure 53).
- 19% spent \$1,001-\$2,000.
- The average visitor group expenditure topside Molokaʻi was \$2,221.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$1,778.
- The average total expenditure per person (per capita) was \$1,123.
- As shown in Figure 54, the largest proportions of total expenditures topside Molokaʻi were:

44% All air travel expenditures from home  
26% Lodges, hotels, motels, cabins, B&Bs, etc.

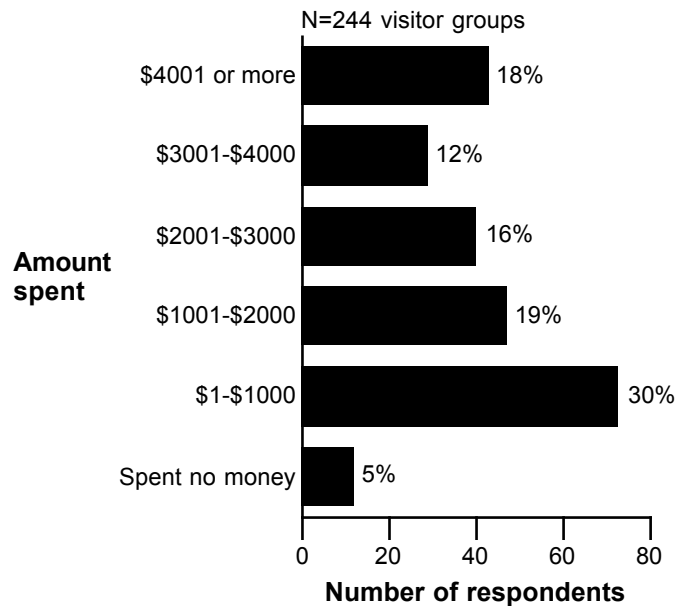


Figure 53. Total expenditures topside Molokaʻi

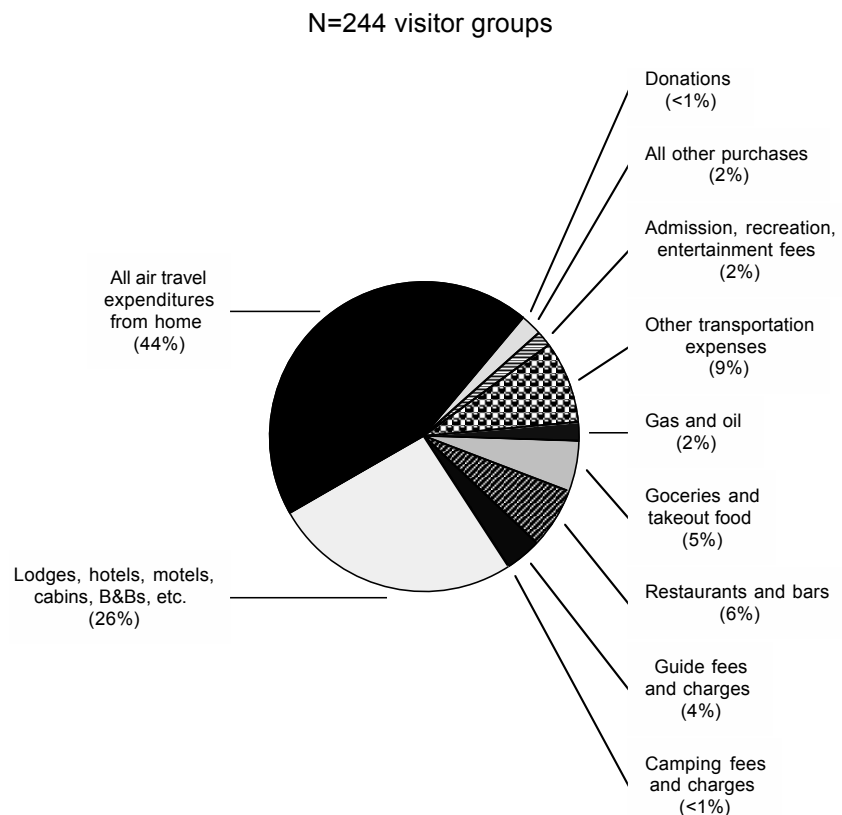


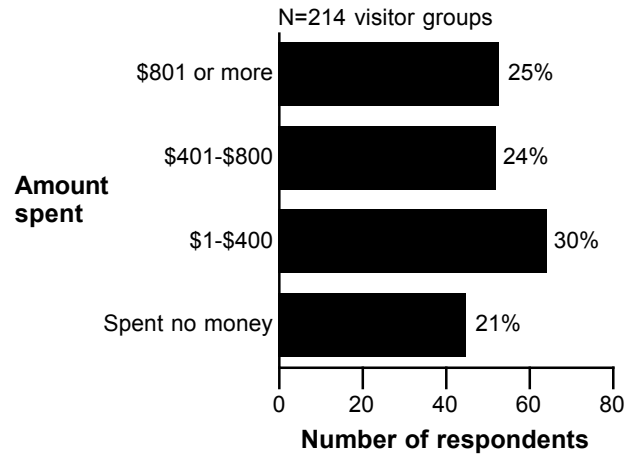
Figure 54. Proportions of total expenditures topside Molokaʻi

\*total percentages do not equal 100 due to rounding

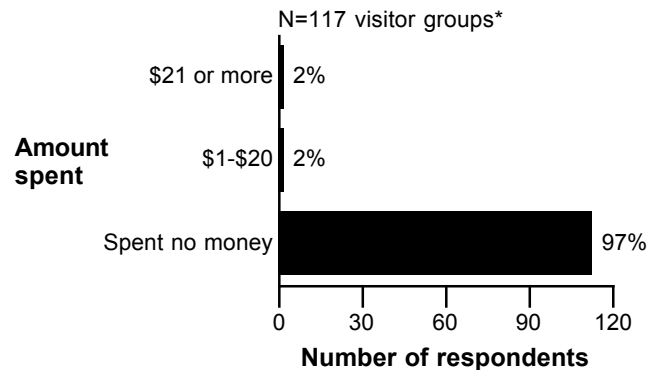
\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&Bs, etc.

- 30% of visitor groups spent \$1-\$400 on lodging topside Molokaʻi (see Figure 55).
- 25% spent \$801 or more.

**Figure 55.** Expenditures for lodging topside MolokaʻiCamping fees and charges

- 97% of visitor groups spent no money on camping fees and charges topside Molokaʻi (see Figure 56).

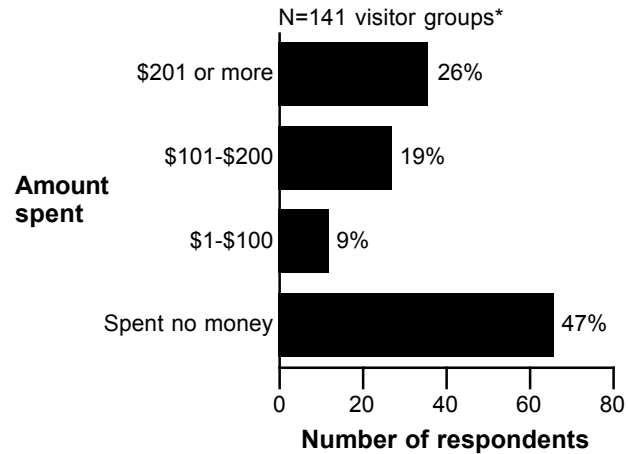
**Figure 56.** Expenditures for camping fees and charges topside Molokaʻi

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

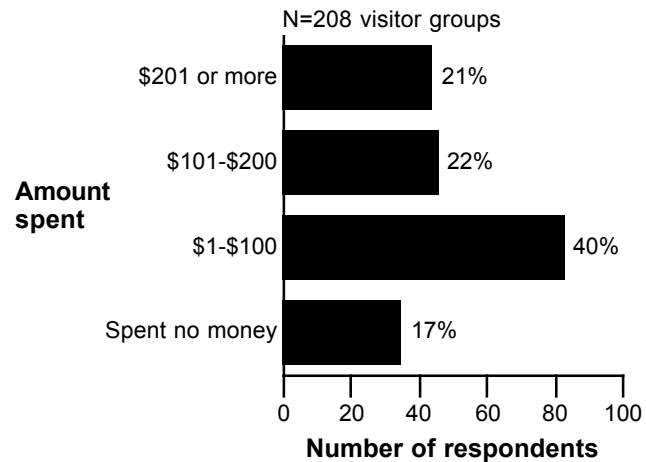
- 47% of visitor groups spent no money on guide fees and charges topside Moloka'i (see Figure 57).
- 26% spent \$201 or more



**Figure 57.** Expenditures for guide fees and charges topside Moloka'i

Restaurants and bars

- 40% of visitor groups spent \$1-\$100 on restaurants and bars topside Moloka'i (see Figure 58).
- 22% spent \$101-\$200.



**Figure 58.** Expenditures for restaurants and bars topside Moloka'i

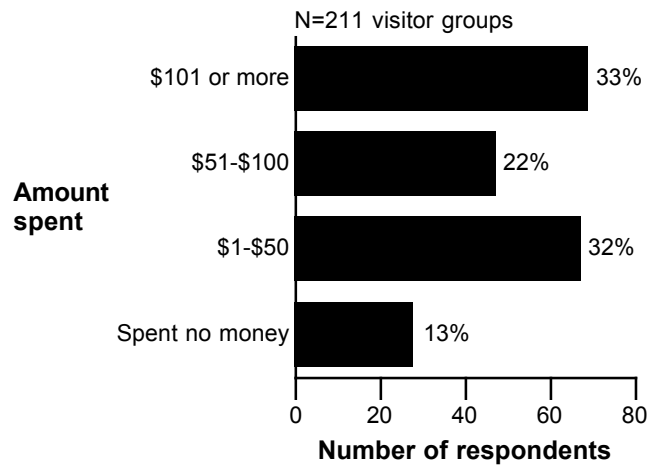
\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Groceries and takeout food

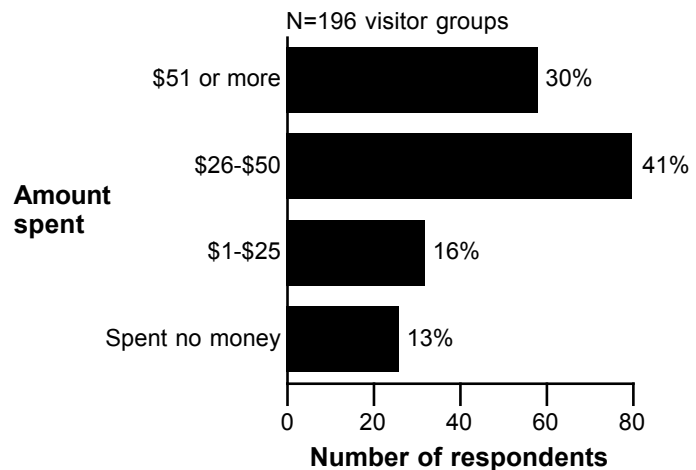
- 33% of visitor groups spent \$101 or more on groceries and takeout food topside Molokaʻi (see Figure 59).
- 32% spent \$1-\$50.



**Figure 59.** Expenditures for groceries and takeout food topside Molokaʻi

Gas and oil (auto, boat, etc.)

- 41% of visitor groups spent \$26-\$50 on gas and oil topside Molokaʻi (see Figure 60).
- 30% spent \$51 or more.



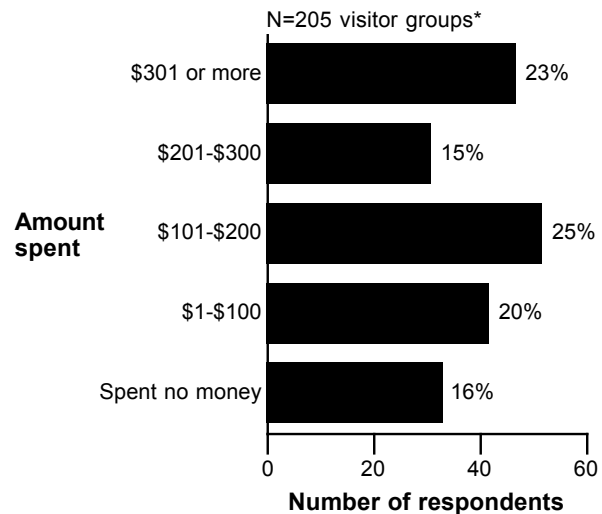
**Figure 60.** Expenditures for gas and oil topside Molokaʻi

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

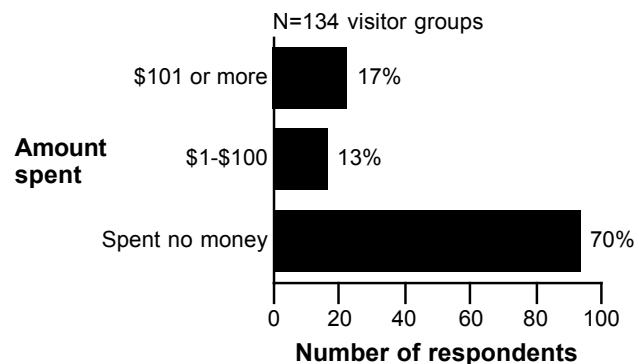
- 25% of visitor groups spent \$101-\$200 on other transportation topside Moloka'i (see Figure 61).
- 23% spent \$301 or more.



**Figure 61.** Expenditures for other transportation topside Moloka'i

Admission, recreation, and entertainment fees

- 70% of visitor groups spent no money on admission, recreation, and entertainment fees topside Moloka'i (see Figure 62).
- 17% spent \$101 or more.



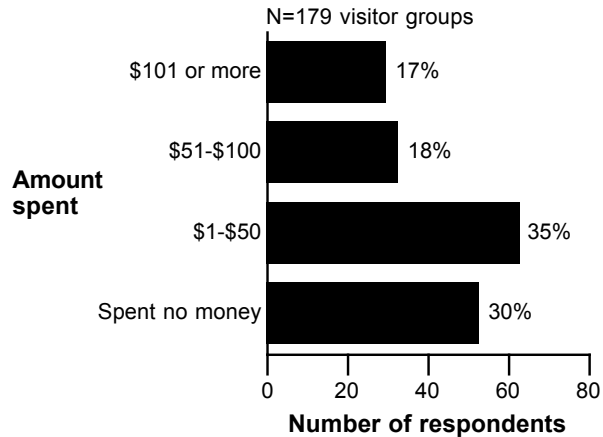
**Figure 62.** Expenditures for admission, recreation, and entertainment fees topside Moloka'i

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

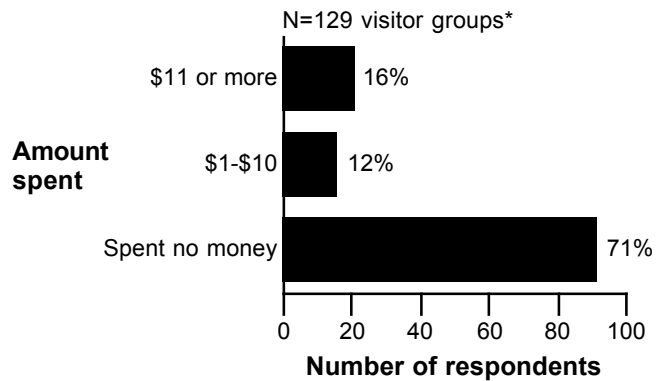
- 35% of visitor groups spent \$1-\$50 on all other purchases topside Moloka'i (see Figure 63).
- 30% spent no money.



**Figure 63.** Expenditures for all other purchases topside Moloka'i

Donations

- 71% of visitor groups spent no money on donations topside Moloka'i (see Figure 64).
- 16% spent \$11 or more.



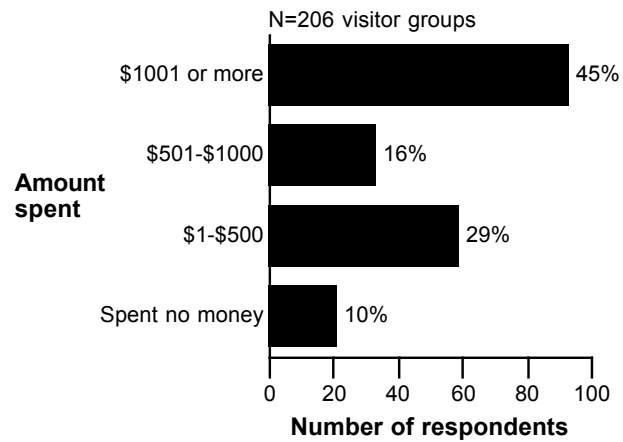
**Figure 64.** Expenditures for donations topside Moloka'i

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All air travel expenditures from home

- 45% of visitor groups spent \$1,001 or more on all air travel expenditures from home topside Moloka'i (see Figure 65).
- 29% spent \$1-\$500.



**Figure 65.** Expenditures for all air travel expenditures from home topside Moloka'i

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferences for Future Visits

### *Opinions on limited visitation policy*

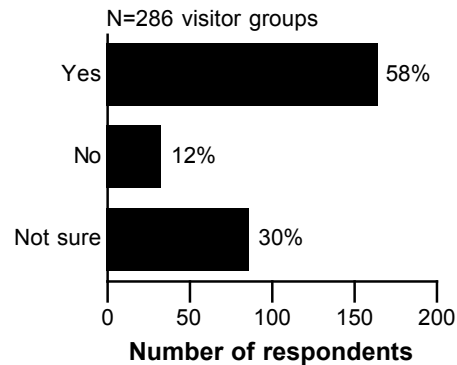
#### Question 16

Only 100 visitors per day are allowed to visit Kalaupapa NHP. In your opinion, should visitation continue to be limited to 100 visitors per day in the future?

#### Results

- 58% of visitor groups would like the number of visitors to be limited to 100 per day in the future (see Figure 66).
- 30% were not sure.

**Continue limited visitation?**



**Figure 66.** Visitor groups' opinions on limited visitation policy

### *Opinions on entrance fees*

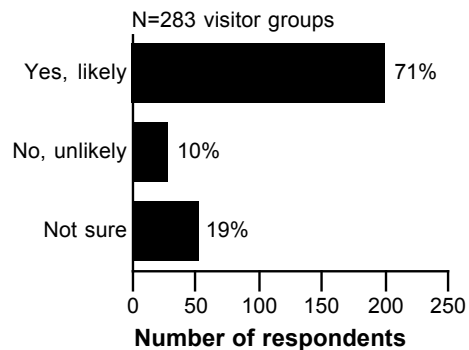
#### Question 23

Kalaupapa NHP does not currently charge an entrance fee. In the future, an entrance fee may be considered, with the funds used to maintain park facilities and services, such as brochures, exhibits, and audio-visual programs. If you were to visit in the future, would you and your personal group be willing to pay an entrance fee of \$15/adult (NPS passes would be honored)?

#### Results

- 71% of visitor groups were willing to pay an entrance fee of \$15/adult on a future visit (see Figure 67).
- 19% were not sure.

**Willing to pay fee?**



**Figure 67.** Visitor groups' willingness to pay fees

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

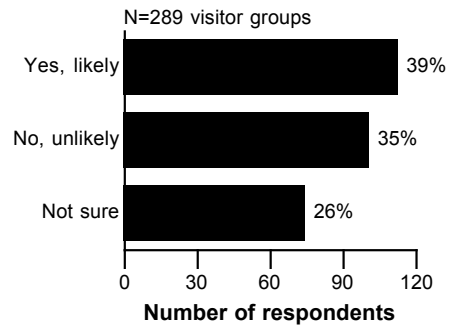
## ***Accommodations on future visit***

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### **Question 9**

If you were to visit again in the future and there were overnight accommodations available to the public at Kalaupapa NHP, would you and your personal group be likely to stay overnight within the park?

**Stay overnight?**



### **Results**

- 39% of visitor groups would be willing to stay overnight in the park on a future visit (see Figure 68).
- 35% would not stay overnight.

**Figure 68.** Visitor groups' willingness to stay overnight in the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferred activities on future visit

### Question 18

If you were to visit when there is no longer a living patient community at Kalaupapa NHP, in which of the following activities would you and your personal group be interested in participating?

#### Results

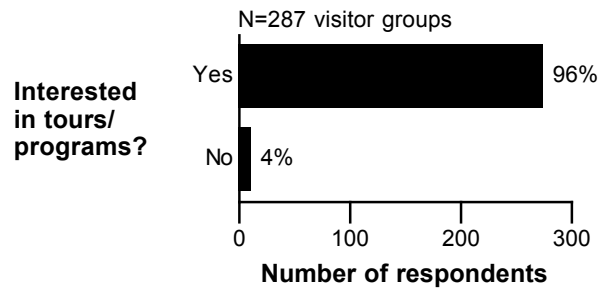
- 96% of visitor groups were interested in tours/programs (see Figure 69).

- As shown in Figure 70, of those visitor groups that were interested in tours/programs, the most common were:

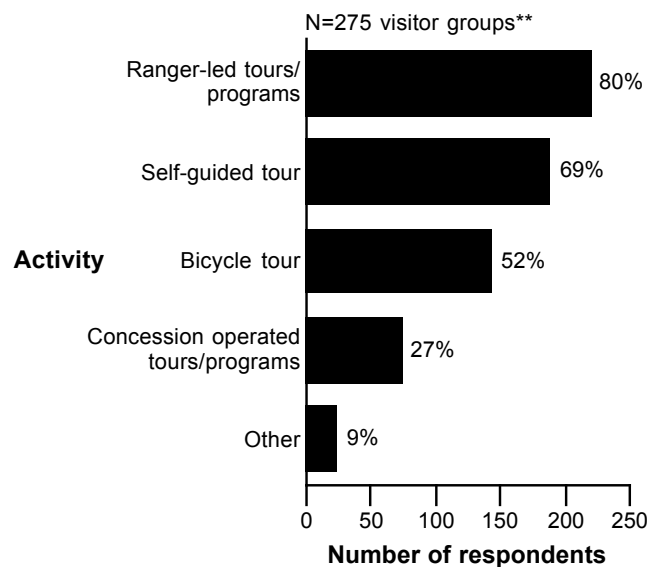
80% Ranger-led tours/  
programs  
69% Self-guided tour  
52% Bicycle tour

- “Other” activities (9%) were:

Audio tour  
Backpacking  
Bus tour  
Camping  
Continue Father Damien’s tours  
Former patient or descendant  
tour  
Lighthouse tour/coast  
Marine tour  
Mule rides  
Native Hawaiian tours  
Other area hikes  
Rangers to answer questions  
See more of the cliffs  
Skydiving  
Surfing  
Tours led by Catholic religion  
Video programs  
Visit churches other than  
Catholic  
Visitor center



**Figure 69.** Visitor groups that were interested in tours/programs



**Figure 70.** Activities on future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Preferred topics to learn on future visit***

### **Question 19**

If you were to visit Kalaupapa NHP in the future, which topics would you and your personal group be interested in learning (or learning more) about?

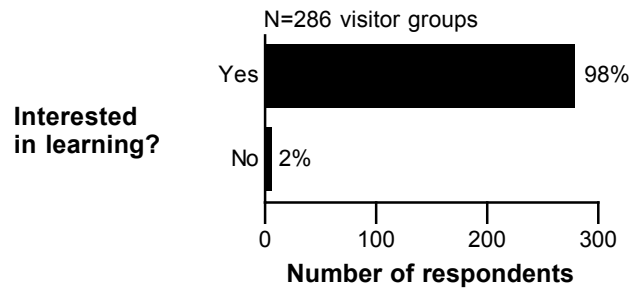
#### **Results**

- 98% of visitor groups were interested in learning about the park (see Figure 71).
- As shown in Figure 72, of those visitor groups that were interested in learning about the park, the most common topics were:

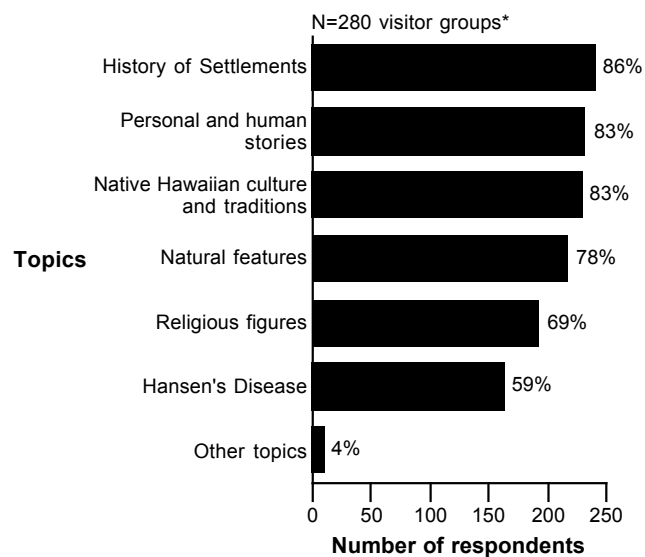
86% History of Settlements  
83% Personal and human stories  
83% Native Hawaiian culture and traditions

- “Other” topics (4%) were:

Contributions of religions outside of Catholic religion  
Culture of the park  
How Moloka'i is affected by other islands  
Lighthouse  
State's involvement and cost to maintain



**Figure 71.** Visitor groups that were interested in learning about the park



**Figure 72.** Topic to learn on future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## ***Preferred methods to learn about park cultural and natural features***

### **Question 20**

If you were to visit Kalaupapa NHP in the future, how would you and your personal group prefer to learn about cultural and natural features of the park?

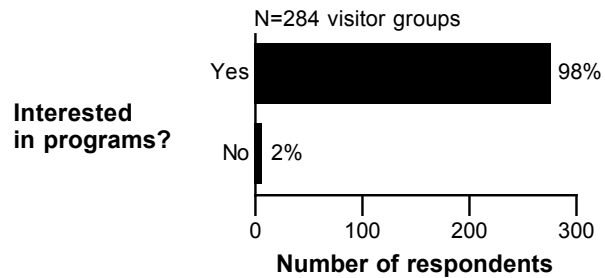
#### **Results**

- 98% of visitor groups were interested in interpretive activities/programs on a future visit (see Figure 73).
- As shown in Figure 74, among those visitor groups that were interested in interpretive activities/programs, the most common methods to learn were:

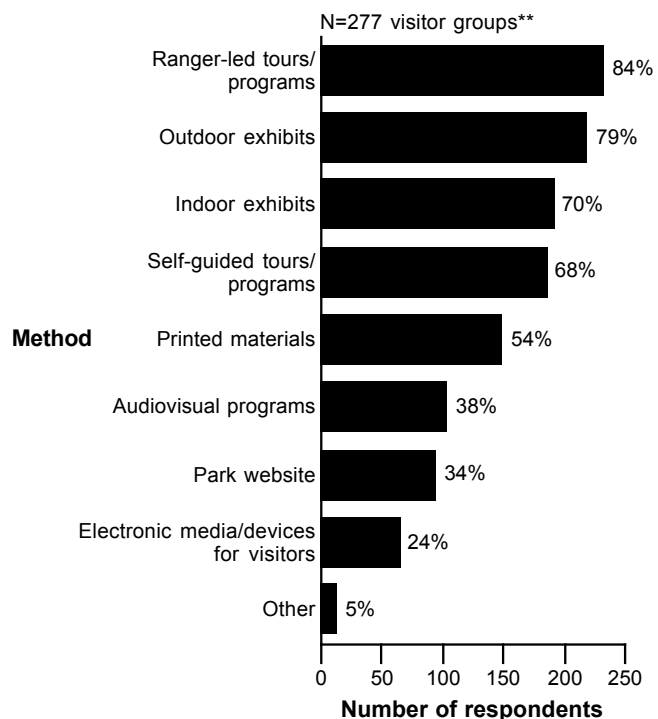
84% Ranger-led tours/  
programs  
79% Outdoor exhibits  
70% Indoor exhibits

- “Other” methods (5%) were:

Bike tours  
Bus tour  
Docent-led tour  
Father Damien tours  
Hands-on exhibits  
Horseback tour  
Interpretation with personal stories  
Living history of Hawaiian culture and history  
Museum outreach tools  
Nature classes  
Opening more buildings  
Patient/former patient tours  
Tours of on-site buildings  
Walking tour  
Wander around the area



**Figure 73.** Visitor groups that were interested in interpretive activities/programs



**Figure 74.** Preferred methods for learning

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

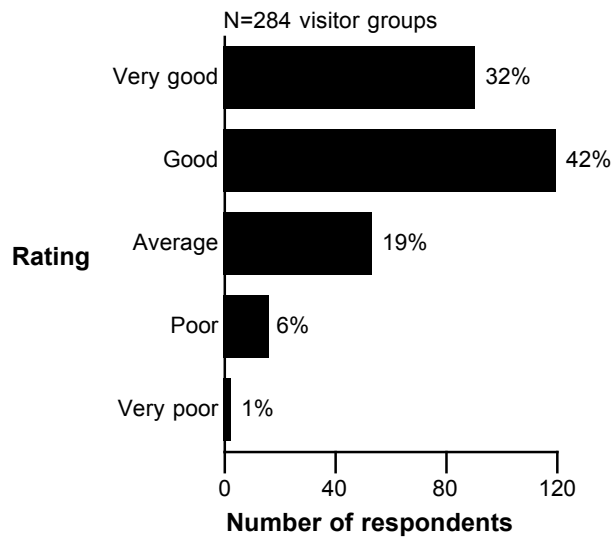
## Overall quality

### Question 34

Overall, how would you rate the quality of facilities, services and recreational opportunities provided to you and your personal group at Kalaupapa NHP during this visit?

#### Results

- 74% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 75).
- 7% of visitor groups rated the quality as “very poor” or “poor”.



**Figure 75.** Overall quality rating of facilities, services, and recreational opportunities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor Comment Summaries

### *Most important thing learned*

---

#### Question 15

What is the most important thing you and your personal group learned on this visit to Kalaupapa NHP? (Open-ended)

#### Results

- 79% of visitor groups (N=231) responded to this question.
- Table 21 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

**Table 21.** Most important thing learned  
(N=304 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
History of the site	46
History and lives of the patients	23
Treatment of the patients	23
History	20
Father Damien's work	14
Information on Hansen's disease	12
The beauty of the park	12
Geographic isolation of the site	11
Current status of former patients	9
Father Damien's history	8
Current status of the site	7
Father Damien	7
Uncertain future of the site	7
History of Hansen's disease	6
Didn't learn anything new	5
History of the area	5
Father Damien and other missionaries	4
History of Hansen's disease in Hawaii	4
It should remain undeveloped	4
Importance of Kalaupapa	3
A reservation is needed to visit the site	2
History of Hansen's disease on Molokai	2
History of Hawaiian people	2
Lots of money spent by the government on the park	2
Natural history of Kalaupapa	2
Protecting the area	2
Staff was helpful	2
The land will remain a public park	2
The patients are taken care of by the government	2

**Table 21.** Most important thing learned (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
Background information	1
Blessed Marianne	1
Bringing infrastructure was key	1
Cemeteries very interesting	1
Details and site of Father Damien	1
Disease should not be treated by isolation without compassion	1
Do not take a tour. Rent a car and map and tour ourselves	1
Fee is prohibitive for many potential visitors	1
Government's involvement	1
Hiking trail to different lookout points	1
Historical significance	1
History of caretakers	1
History of Hawaii	1
History of health care	1
How large and self-contained it is	1
How sacred life is	1
I will need to return when all patients are gone to see the things most important to me	1
If you take the ferry from Maui, there's not enough time - unless you stay overnight	1
Impact the missionaries made on this society	1
Information on Mother Marianne	1
It has been neglected as a historical site. State and federal churches have failed to educate the public about it	1
It has many cultural resources I wasn't aware of	1
It might be changed by development	1
Kalaupapa	1
Kalaupapa is a peaceful place	1
Kalaupapa is already a "national park"	1
Location of village	1
Love people and to be thankful for what we have	1
More information about Mother Marianne is available outside of park	1
Mules are evil creatures	1
Not to come again. Far too expensive for what you get	1
Peaceful energy at Phallic Rock	1
Perseverance and dedication, selflessness, suffering	1
Personal courage	1
Phlegm holes in church	1
Plan ahead and bring money	1
Restoration activities	1

**Table 21.** Most important thing learned (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
Settlement is well maintained by the National Park Service	1
Shared ownership of lands and buildings	1
Spiritual message of compassion	1
Spirituality	1
St Damien's work is continued still today	1
Staff was hard to find	1
The age of the park	1
The future of Kalaupapa	1
The government is keeping people out only to pay rangers to live in paradise	1
The three groups can work together	1
The truth versus fiction	1
There was damage to the trail down to the settlement	1
This tour is overrated, over-charged	1
To experience the remoteness of the peninsula myself	1
To see the rock	1
Too much security for a place virtually impossible to get to	1
We could successfully ride mules on the Kalaupapa trail	1
What Kalaupapa looked like	1
Why people with Hansen's disease were isolated here	1

***What visitors liked most*****Question 22a**

What did you and your personal group like most about your visit to Kalaupapa NHP? (Open-ended)

**Results**

- 89% of visitor groups (N=261) responded to this question.
- Table 22 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

**Table 22.** What visitors liked most  
(N=481 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (2%)</b>	
The tour guide	11
Talk with park rangers	4
The tour guide was informative	2
The tour guide was knowledgeable	2
Other comments	4
<b>INTERPRETIVE SERVICES (16%)</b>	
The tour	11
Learning about the park history	10
Learning about historical figures (e.g. Father Damien)	7
The guided tour	7
Learning about the lives of patients	4
Stories about residents	4
Learning about Hansen's disease	3
History talks	2
Informative tour	2
Learning about the history of the colony	2
Other comments	12
<b>FACILITIES/MAINTENANCE (5%)</b>	
The settlement	8
Damien sites	5
St. Philomena Church	3
The churches	3
Other comments	5
<b>POLICIES/MANAGEMENT (2%)</b>	
It is not commercialized	6
The respect that the place has been given	3
Other comments	1

**Table 22.** What visitors liked most (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>RESOURCE MANAGEMENT (6%)</b>	
The culture	5
Geology	3
The beach	3
The cliffs	3
The woods	3
Nature	2
The geography of the area	2
The Phallic Rock	2
The unspoiled nature	2
Other comments	4
<b>CONCESSIONS (11%)</b>	
The mule ride	38
Bus tour	5
Damien tour	5
Damien tour guide	2
Other comments	3
<b>GENERAL COMMENTS (58%)</b>	
The views/scenery/landscape	66
History	58
The hikes	24
Beauty of the area	20
The natural beauty	17
Serenity/tranquility	16
The overlook	11
Everything	6
The sense of isolation	4
Visiting the gravesites	4
The spirituality	3
Visiting historic sites	3
Friendly locals	2
Kalawao	2
People there	2
The historical significance of the park	2
The location	2
Other comments	36

***What visitors liked least*****Question 22b**

What did you and your personal group like least about your visit to Kalaupapa NHP? (Open-ended)

**Results**

- 64% of visitor groups (N=188) responded to this question.
- Table 23 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section..

**Table 23.** What visitors liked least  
(N=234 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (1%)</b>	
Guide was not knowledgeable	2
Other comment	1
<b>INTERPRETIVE SERVICES (30%)</b>	
The tour did not allow enough time to visit	13
Tour did not allow access to many places	10
Too much emphasis on religion	7
Needed more interpretation/information	6
Exhibits were limited	3
The tour was mandatory	3
Did not learn much about history	2
Would like more information on Hawaiian history and culture	2
Other comments	24
<b>FACILITIES/MAINTENANCE (17%)</b>	
Restrooms	9
Trails were not marked well	5
Poor signage	3
Dirty restrooms	2
Not many restrooms	2
Poor maintenance of historical buildings	2
The airport	2
Trails were muddy	2
Other comments	13
<b>POLICIES/MANAGEMENT (8%)</b>	
Children access was not allowed	4
Did not have access to St. Philomena Church	4
Other comments	10
<b>RESOURCE MANAGEMENT (1%)</b>	
Comments	2



**Table 23.** What visitors liked least (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>CONCESSIONS (12%)</b>	
The cost of visit	10
The school bus transportation	4
The mule ride	3
Other comments	12
<b>GENERAL COMMENTS (31%)</b>	
Nothing to dislike	11
Did not have freedom to explore on our own	10
Did not meet the patients	5
The hike was difficult	5
Could not visit the lighthouse	4
Bad weather	3
Could not interact with people	3
Could not visit the crater	3
Lunch was too short	3
Annoying people on the tour	2
Developers wanting to destroy the place	2
Were unable to explore the town more	2
Other comments	19

## ***Planning for the future***

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### **Question 32**

If you were a manager planning for the future of Kalaupapa NHP, what would you propose? (Open-ended)

### **Results**

- 70% of visitor groups (N=204) responded to this question.
- Table 24 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

**Table 24.** Planning for the future  
(N=437 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (1%)</b>	
Add more personnel	2
Comment	1
<b>INTERPRETIVE SERVICES (27%)</b>	
Add a self-guided tour	10
Create a visitor center	7
Provide ranger-led tours	7
Add an interpretive video	5
Add more information on Hawaiian culture	5
Have people share personal stories	5
Add exhibits on people's lives and Hansen's disease	4
Give more informational material	4
Add a living history program	3
Add a museum	3
Add interactive exhibits	3
Add historical information	3
Better information about what to expect	3
Provide audio tours	3
Add more exhibits	2
Do historic reenactments	2
Have a walking tour	2
Make the exhibits more educational	2
Provide more information on local community	2
Other comments	43

**Table 24.** Planning for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>FACILITIES/ MAINTENANCE (9%)</b>	
Improve restroom facilities	4
Make water more available	4
Restore destroyed buildings	4
Add hiking trails	3
Add benches on the trails	2
Add restrooms	2
Add visitor facilities	2
Improve hiking signs	2
Maintain the park	2
Other comments	15
<b>POLICIES/MANAGEMENT (43%)</b>	
Preserve the historic significance of the area	19
Provide lodging	19
Do not build hotels/resorts	15
Keep the number of visitors low	11
Do not allow development	7
Do not commercialize	7
Add an admission fee	6
Increase access to the area	6
Keep it under NPS management	6
Allow camping	5
Allow overnight stay	4
Keep it pristine	4
Lift the under-16-year-old access restriction	4
Preserve the historical landmarks	4
Preserve the park	4
Preserve the spirituality of the place	4
Allow more hiking in the area	3
Add a tram from bottom to top of the mountain	2
Allow more access to settlements	2
Allow more freedom to visitors	2
Do not allow overnight stay	2
Encourage eco-tourism	2
Give clearer information on permit processes	2
Keep the feeling of isolation	2
Maintain limited access to the area	2
Make the tour participation optional	2
Provide less expensive access	2
Provide transportation between the sites	2
Run it as a national historic site	2
Other comments	38

**Table 24.** Planning for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>RESOURCE MANAGEMENT (5%)</b>	
Preserve the culture	5
Restore/preserve the buildings	4
Protect the natural resources	3
Preserve the beauty of the area	2
Other comments	6
<b>CONCESSIONS (8%)</b>	
Add food services (e.g. coffee shops, restaurants)	9
Add bike tours	3
Offer a boat tour	3
Accept credit cards	2
Provide bike rentals	2
Other comments	18
<b>GENERAL COMMENTS (7%)</b>	
Keep it as it is	14
Keep it simple	3
Other comments	12

***Additional comments*****Question 33**

Is there anything else you and your personal group would like to tell us about your visit to Kalaupapa NHP? (Open-ended)

**Results**

- 51% of visitor groups (N=149) responded to this question.
- Table 25 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

**Table 25.** Additional comments  
(N=284 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (7%)</b>	
Nice rangers	6
Nice tour guide	6
Knowledgeable tour guides	4
Other comments	3
<b>INTERPRETIVE SERVICES (19%)</b>	
The experience was educational/informative	6
Less reference to religious information	4
Nice tour	4
Allow self-guided tours	2
Enhance information	2
Hoped to learn more on the visit	2
More information on residents' daily life	2
The information provided on the tour was confusing	2
Other comments	29
<b>FACILITIES/MAINTENANCE (3%)</b>	
Comments	8
<b>POLICIES/MANAGEMENT (12%)</b>	
Increase NPS management/acreage	4
Access to community was restricted	3
Do not turn it into a resort	3
Encourage more commercialization	2
Give the place back to locals	2
Other comments	21
<b>RESOURCE MANAGEMENT (3%)</b>	
Preserve the area	4
Other comments	4

**Table 25.** Additional comments (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>CONCESSIONS (7%)</b>	
Nice mule ride	4
Provide boat tours	2
Other comments	14
<b>GENERAL COMMENTS</b>	
Enjoyed visit	32
It was beautiful	20
Thank you	5
It was moving	4
The area was historically interesting	4
The cost of visiting is high	4
Will return	4
It was a humbling experience	3
Love it	3
Would love to spend more time	3
Enjoyed hiking	2
Keep it peaceful	2
Local residents were friendly	2
Loved the sites	2
Overwhelming	2
Peaceful place	2
The visit was interesting	2
Will not visit again	2
Other comments	43

## **Visitor Comments**

This section contains visitor responses to open-ended questions.





32. If you were a manager planning for the future of Kalaupapa NHP, what would you propose?

- A video presentation for all visitors that gives a short history of the presence of patients on the peninsula from the time King Kamehamea sent the first victims, highlighting key points such as the arrival of Father Damien, using patients for research on the disease, Mother Marianne, moving from Kalawo to Kalaupapa, discovery of the bacteria and the changes brought by the sulfone drugs.
- Critical points that should be addressed some time during a tourist's visit:
- How many patients passed through the settlement and how many died there
  - What was a "kokua"? Perhaps some vignettes of real kokuas: who they were, how they were related to the patient, how they cared for the patient (especially if they couldn't touch them?), where they lived, how did they "make a living" to pay for food, housing, clothing.
  - The terror that surrounded leprosy in the mid-1800s—to imagine how frightening it must have been not to know how it was spread; to be the King and see that your people were being wiped out by this disease and it was up to you to keep that from happening; to check yourself and your spouse and your children every day for the telltale signs, and then to decide whether to go to the hospital or hide.
  - The pain for both the families and the patient caused by separation and banishment to the settlement—and the further pain when families stopped acknowledging the existence of family members with the disease.
  - Information about the disease and its disabling consequences: injuries due to neuropathy; severe disfigurement that interfered with eating, walking, seeing, hearing; illnesses and diseases that were a result of the injuries and disfigurement, many of which eventually caused death.
  - The fact that the disease didn't discriminate between rich and poor and was not a result of hygiene or an unclean environment.
  - The fact that, despite all of this, the people who lived in the settlement were "normal" in that they wanted meaningful work, they liked sports and had hobbies, they had senses of humor, they had relationships, they drove cars, went fishing, watched television, held dances, sang in the choir.
  - Stories about individuals: what did this person do for a living before coming to Kalaupapa? Who did they leave behind? What did they do for work on the island? Who were their friends? How did they spend their time? What sort of medical help did they receive and from whom?
  - Are, or were, there any similar "colonies" anywhere else in the world?

I visited the settlement twice during a 2-week stay on Molokai and had Norm as my tour guide both times. I think it's important that future visitors have a knowledgeable guide to answer questions—audio and audio/video kiosks are good, but even those coupled with static displays are not enough. I could see a bicycle tour or a walking tour, but at some point there should be interaction with park or concession personnel, and preferably in groups so everyone has the advantage of hearing other people's questions.

It's entirely appropriate to charge admission, but allowing tourists to stay over night really increases the impact on resources and I don't think it's necessary. Visitors would reach saturation after 3 or 4 hours anyway. The physical price of the hike and the monetary cost of the mule and plane rides, coupled with lack of food concessions, (to me) increase the value of a visit to Kalaupapa. I'd like to see that value maintained.

Thanks for giving me the opportunity to give my input (I work in the tourism industry). I'd wanted to visit Kalaupapa since I read a newspaper article about it in 2003. Please feel free to contact me if you have any questions.

Robyn Harrison (survey #381)  
San Antonio, New Mexico

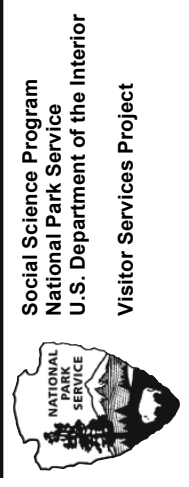
575-517-0291  
robynjharrison@gmail.com

## **Appendix 1: The Questionnaire**



OFFICIAL BUSINESS

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



# Kalaupapa National Historical Park

## Visitor Study





IN REPLY REFER TO:

**United States Department of the Interior**

NATIONAL PARK SERVICE  
Kalaupapa National Historical Park  
POB 2222  
Kalaupapa, Hawaii 96742

April 2010

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Kalaupapa National Historical Park. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

Stephen Prokop  
Superintendent  
Kalaupapa National Historical Park

b) How many people are in your household? \_\_\_\_\_ Number of people

31. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Kalaupapa NHP (including this visit) lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

32. If you were a manager planning for the future of Kalaupapa NHP, what would you propose? Please be specific.

33. Is there anything else you and your personal group would like to tell us about your visit to Kalaupapa NHP?

34. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Kalaupapa NHP during this visit? Please mark (●) one.

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

b) If YES, which services or activities were difficult to access/participate in?

28. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

☐ Some high school ☐ Bachelor's degree

☐ High school diploma/GED ☐ Graduate degree

☐ Some college

29. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. a) Which category best represents your annual **household** income? Please mark (●) **only one**.

<input type="radio"/> Less than \$24,999	<input type="radio"/> \$50,000-\$74,999	<input type="radio"/> \$150,000-\$199,999
<input type="radio"/> \$25,000-\$34,999	<input type="radio"/> \$75,000-\$99,999	<input type="radio"/> \$200,000 or more
<input type="radio"/> \$35,000-\$49,999	<input type="radio"/> \$100,000-\$149,999	<input type="radio"/> Do not wish to answer

### DIRECTIONS

- 1) Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: ○

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

### PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

### Your Visit To Kalaupapa National Historical Park

NOTE: In this questionnaire "personal group" is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about Kalaupapa National Historical Park (NHP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Kalaupapa NHP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

#### a) Prior to this visit

- ☐ Did not obtain information prior to visit → **Go to part b of this question**
- ☐ Chamber of commerce/visitors bureau/state welcome center
- ☐ Inquiry to park via phone, mail, or email
- ☐ Friends/relatives/word of mouth
- ☐ Information from another National Park Service site
- ☐ Kalaupapa NHP website: [www.nps.gov/kala](http://www.nps.gov/kala)
- ☐ Other websites
- ☐ Local businesses (hotels/motels/restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Previous visits
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ Television/radio programs/videos
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify below)

This visit \_\_\_\_\_ Future visit \_\_\_\_\_

#### b) Prior to future visits

- b) What did you and your personal group like **least** about your visit to Kalaupapa NHP?

23. Kalaupapa NHP does not currently charge an entrance fee. In the future, an entrance fee may be considered, with the funds used to maintain park facilities and services, such as brochures, exhibits, and audio-visual programs.

If you were to visit in the future, would you and your personal group be willing to pay an entrance fee of \$15/adult (NPS passes would be honored)? Please mark (●) **one**.

☐ Yes, likely ☐ No, unlikely ☐ Not sure

24. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other (work, church) ☐ Yes ☐ No

- d) If you were with one of these organized groups, how many people, including yourself, were in this organized group?

\_\_\_\_\_ Number of people in organized group

25. a) On this visit, which type of personal group (not commercial guided tour/school/other organized group) were you with? Please mark (●) **one**.

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) \_\_\_\_\_

- b) On this visit, how many people were in your personal group, including yourself? \_\_\_\_\_ Number of people in personal group

26. For you only, what is your gender?

☐ Male ☐ Female

27. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes ☐ No → **Go to Question 28**

21. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Kalaupapa NHP and topside Moloka'i. **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Kalaupapa NHP.

b) Please list your group's total expenditures topside Moloka'i.

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Kalaupapa NHP.

#### EXPENDITURES

a) Inside park b) Topside Moloka'i

Lodges, hotels, motels, cabins, B&B, etc.	\$ _____	State Visitor Quarters only	\$ _____
Camping fees and charges	n/a		\$ _____
Guide fees and charges	\$ _____		\$ _____
Restaurants and bars	\$ _____		\$ _____
Groceries and takeout food	n/a		\$ _____
Gas and oil (auto, boat, etc.)	n/a		\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a		\$ _____
Admission, recreation, entertainment fees	n/a		\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____		\$ _____
Donations	\$ _____		\$ _____
All air travel expenditures from home	\$ _____		\$ _____

c) How many people do the above expenditures cover?

\_\_\_\_\_ Adults (18 years or over) \_\_\_\_\_ Children (under 18 years)  
Please write "0" if no children were covered by the expenditures.

22. a) What did you and your personal group like **most** about your visit to Kalaupapa NHP?

c) From the sources marked in column (a), did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. Prior to this visit, were you and your personal group aware that Kalaupapa NHP is co-managed by the State of Hawaii Department of Health?

☐ Yes ☐ No

3. On this trip, what were the reasons that you and your personal group visited Kalaupapa NHP? Please mark (●) **all** that apply.

☐ Learn about the general history of the Kalaupapa Peninsula

☐ Learn about the patient community of Kalaupapa

☐ Learn about Hansen's Disease (leprosy)

☐ Learn about Saint Damien (Joseph De Veuster)

☐ Learn about Mother Marianne

☐ Learn about Native Hawaiian history

☐ Learn about Kalaupapa's natural features (such as wildlife, plants, geology and marine resources)

☐ Visit a patient resident

☐ Visit for a spiritual or religious pilgrimage

☐ Visit a gravesite

☐ Other (Please specify) \_\_\_\_\_

4. a) How did this visit to Kalaupapa NHP fit into your personal group's travel plans? Please mark (●) **one**.

☐ Kalaupapa NHP was the primary destination

☐ Kalaupapa NHP was one of several destinations

☐ Kalaupapa NHP was not a planned destination



- b) On this visit, how many vehicles did you and your personal group use to arrive "topside" of the park? Please write 0 if you did not arrive by vehicle.

\_\_\_\_\_ Number of vehicles

5. On this trip, what was the **primary** reason that you and your personal group came to the island of Moloka'i? Please mark (●) **only one**.

☐ Resident of Moloka'i → **Go to Question 6**

☐ Visit Kalaupapa NHP

☐ Visit other attractions on Moloka'i

☐ Visit friends/relatives on Moloka'i

☐ Unplanned visit

☐ Business

☐ Other (Please specify) \_\_\_\_\_

6. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** at Kalaupapa NHP or on Moloka'i?

☐ Yes ☐ No → **Go to Question 7**

- b) If YES, please list the number of nights you and your personal group stayed at Kalaupapa NHP or on Moloka'i.

\_\_\_\_\_ Number of nights at Kalaupapa NHP

\_\_\_\_\_ Number of nights on topside Moloka'i

- c) If YES, in which types of lodging did you and your personal group spend the night(s) at Kalaupapa NHP or on Moloka'i? Please mark (●) **all** that apply.

☐ Lodges, hotels, motels, cabins, B&B, etc. on Moloka'i

☐ Tent camping in developed campground on Moloka'i

☐ Personal seasonal residence on Moloka'i

☐ Residence of friends or relatives on Moloka'i

☐ Residence of friends or relatives at Kalaupapa NHP

☐ Visitor Quarters at Kalaupapa NHP

☐ Other (Please specify) \_\_\_\_\_

19. If you were to visit Kalaupapa NHP in the future, which topics would you and your personal group be interested in learning (or learning more) about? Please mark (●) **all** that apply.

☐ Not interested in learning about the park → **Go to Question 20**

☐ Hansen's Disease (leprosy)

☐ History of the Kalaupapa and Kalawao Settlements

☐ Native Hawaiian culture and traditions in Kalaupapa

☐ Natural features, such as wildlife, plants, and geology

☐ Personal and human stories related to Kalaupapa

☐ Saint Damien, Mother Marianne, and other religious figures

☐ Other topics (Please specify) \_\_\_\_\_

20. If you were to visit Kalaupapa NHP in the future, how would you and your personal group prefer to learn about cultural and natural features of the park? Please mark (●) **all** that apply.

☐ Not interested in learning about the park → **Go to Question 21**

☐ Audiovisual programs (DVD, video, or movie)

☐ Electronic media/devices for visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)

☐ Indoor exhibits

☐ Outdoor exhibits

☐ Park website: [www.nps.gov/kala](http://www.nps.gov/kala)

☐ Printed materials (brochures, books, maps, etc.)

☐ Ranger-led tours/programs

☐ Self-guided tours/programs

☐ Other (Please specify) \_\_\_\_\_

17. It is the National Park Service's responsibility to protect Kalaupapa NHP's cultural, natural and scenic resources and values and visitor experiences that depend on these. How important is protection of the following to you and your group? Please mark (●) one answer for each attribute/resource/experience.

Attribute/resource/experience	Not important	Somewhat important	Moderately important	Very important	Extremely important
Cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic buildings associated with the Hansen's Disease settlement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic landscape associated with the Hansen's Disease settlement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lifestyle and privacy of patient resident community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marine resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural features, such as wildlife, plants, clean air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirituality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. If you were to visit when there is no longer a living patient community at Kalaupapa NHP, in which of the following activities would you and your personal group be interested in participating? Please mark (●) **all** that apply.

☐ Not interested in tours/programs → **Go to Question 19**

☐ Bicycle tour (self-guided or guided)

☐ Concession operated tours/programs

☐ Ranger-led tours/programs

☐ Self-guided tour

☐ Other (Please specify) \_\_\_\_\_

7. a) Did you and your personal group obtain the services (e.g., information, food services, lodging, groceries, gas, etc.) that you needed topside Molokai?

☐ No ☐ Yes → **Go to Question 8**

- b) If NO, what needed services were not available?

Service (List)	Comments (Please be specific)
_____	_____
_____	_____
_____	_____

8. On this trip, where did you and your personal group stay on the **night before** and the **night after** visiting Kalaupapa NHP? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

b) AFTER visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

9. If you were to visit again in the future and there were overnight accommodations available to the public at Kalaupapa NHP, would you and your personal group be likely to stay overnight within the park?

☐ Yes, likely ☐ No, not likely ☐ Not sure

10. How many hours in **total** did you and your personal group spend visiting Kalaupapa NHP on this visit? Please list partial hours as 1/4, 1/2, or 3/4.

\_\_\_\_\_ Total number of hours

11. a) On this visit, how safe did you and your personal group feel while engaged in the following activities? Please mark (●) **one** for each activity.

	Very unsafe	Unsafe	Neither safe nor unsafe	Very safe	Did not participate
Walk/hike on Kalaupapa Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mule ride on Kalaupapa Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touring the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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☐ Yes ☐ No ☐ Not sure

## Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g. four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project, PSU  
College of Natural Resources  
P.O. Box 441139  
University of Idaho  
Moscow, ID 83843-1139

Phone: 208-885-7863  
Fax: 208-885-4261  
Email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
Website: <http://www.psu.uidaho.edu>

## Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Table 4 shows no significant difference in group type. Thus, non-response bias for group structure is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because the unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. This survey had a similar issue like other mail-back surveys that it may be biased toward a higher age range.

## References

- Dey, E. L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
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- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
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- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.

## Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at [www.psu.uidaho.edu.vsp.reports](http://www.psu.uidaho.edu.vsp.reports). All studies were conducted in summer unless otherwise noted.

### 1982

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

### 1983

2. 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.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

### 1985

5. 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

10. 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 (summer & fall)
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

### 1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. 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 & Memorials, 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 NRA
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

**Visitor Services Project Publications (continued)****1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (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
- 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)

**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 National 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/ Eisenhower National Historic Site (fall)

**1995**

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias 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)

**1996 (continued)**

- 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)
- 92. Great Smoky Mountains National Park (fall and summer)

**1997**

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood 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 & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 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, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

**1999**

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



**Visitor Services Project Publications (continued)****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**

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

**2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

**2003 continued**

- 151. Mojave National Preserve (fall)

**2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

**2006**

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

**Visitor Services Project Publications (continued)****2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

**2008**

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

**2009**

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

**2009 (continued)**

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush – Seattle Unit National Historical Park
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve
- 223. Martin Van Buren National Historic Site

**2010**

- 224.1 Death Valley National Park (fall)
- 224.2 Death Valley National Park (spring)
- 225. San Juan National Historic Site (spring)
- 226. Ninety Six National Historic Site (spring)
- 227. Kalaupapa National Historical Park (fall and winter)
- 228. Little River Canyon National Preserve
- 229. George Washington Carver National Monument
- 230. Chattahoochee River National Recreation Area
- 231. Black Canyon of the Gunnison National Park
- 232. Fort Union National Monument
- 233. Curecanti National Recreation Area
- 234. Richmond National Battlefield
- 235. Rocky Mountain National Park
- 236. New Bedford Whaling National Historical Park
- 237. Wind Cave National Park
- 238. Niobrara National Scenic River
- 239. Delaware Water Gap National Recreation Area
- 240. Fossil Butte National Monument
- 241.1 Joshua Tree National Park (winter)

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



The Department of the Interior protects and manages nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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**National Park Service  
U.S. Department of the Interior**



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