



National Park Service  
U.S. Department of the Interior



Social and Economic Sciences Research Center  
Washington State University

# Haleakalā National Park Visitor Study





IN REPLY  
REFER TO:

## United States Department of the Interior

### NATIONAL PARK SERVICE

Haleakalā National Park

PO Box 369

Makawao, HI 96768



Summer 2015

Aloha:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Haleakalā National 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 in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), [matthew.strawn@wsu.edu](mailto:matthew.strawn@wsu.edu) (email).

Mahalo for your help.






Sincerely,

Natalie B. Gates  
Superintendent

## DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 18 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink.

Like this:  Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**NOTE:** In this questionnaire, your **personal group**, sometimes referred to as “your group”, is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout troop, or tour group.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Haleakalā National Park. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

**Q1. a) Prior to this visit, how did you obtain information to prepare for your visit to Haleakalā National Park? Please mark all that apply in column (a).**

☐ Did not obtain information prior to visit.

**Skip part (a) of this question**

**b) If you were to visit Haleakalā National Park in the future, which sources of information would you prefer to use to prepare for your visit? Please mark all that apply in column (b).**

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Haleakalā National Park website: <a href="http://www.nps.gov/hale">www.nps.gov/hale</a>
<input type="radio"/>	<input type="radio"/>	Other websites, Which one(s)? → <input type="text"/>
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Cruise ship company/travel agency
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, Constant Contact, etc.)
<input type="radio"/>	<input type="radio"/>	Airport information/welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<i>na</i>	Other, this visit, Please specify → <input type="text"/>
<i>na</i>	<input type="radio"/>	Other, future visit, Please specify → <input type="text"/>

**c) Did your personal group receive the type of information needed to prepare for your visit from the sources above?**

☐ No



**If NO, what type of park information did your group need that was not available? Please be specific.**

☐ Yes

**Q2. a) On this visit, what were your reasons for visiting Haleakalā National Park? Please mark all that apply.**

- ☐ Visit a national park site
- ☐ Experience Hawaiian culture
- ☐ One of the tour stops in packaged tour program
- ☐ View sunrise
- ☐ View sunset
- ☐ Sightsee/take a scenic drive
- ☐ Recreation activities (hiking, horseback riding, walking, fishing, swimming, etc.)
- ☐ Camp in developed campgrounds
- ☐ Camp in wilderness areas/backpack
- ☐ Picnic
- ☐ Enjoy solitude/quiet
- ☐ Experience wilderness
- ☐ Religious/spiritual reason
- ☐ Bird watching
- ☐ Wildlife viewing (other than bird watching)
- ☐ Educational/learning reason
- ☐ Other, Please specify →

**b) Which one of the above reasons was your primary reason for visiting Haleakalā National Park?**

**Q3. a) On this visit, which form of transportation did you use to travel to Haleakalā National Park? Please mark only one.**

- ☐ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- ☐ Rental vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- ☐ Commercial tour bus/van as a part of a package tour or cruise ship program
- ☐ Other type of group transportation (senior center van, school bus, etc.)
- ☐ Other, Please specify →

**Q4. If you were to drive up to Haleakalā National Park in the future, what would be the maximum amount of time that you would be willing to spend to find parking?**

Number of minutes (approximate)

**Q5. a) On the list below, please mark all activities that you participated in at Haleakalā National Park during this visit.**

- ☐ General sightseeing from car or viewing area
- ☐ Horseback riding
- ☐ Hiking less than one hour
- ☐ Hiking one hour or more
- ☐ Shopping in park gift shops
- ☐ Viewing exhibits in visitor centers
- ☐ Viewing videos in visitor centers
- ☐ Attending ranger-led programs. *Which ones?* →
- ☐ Camping. *Please list the locations where you camped.* →
- ☐ Photography/drawing/painting etc.
- ☐ Taking a commercial guided tour (not led by park rangers or volunteers)
- ☐ Other, *Please specify* →



**Haleakalā Visitor Center (9,740 ft)**

Q6. On this visit to Haleakalā National Park, please check all park locations that you visited. Use the park map on page 13 to help you locate the sites.

☐ Did not watch sunrise → ☐ Did not watch sunset → ☐ Did not visit the park at other time

Location	a) At sunrise	b) At sunset	c) Other time
Haleakalā Visitor Center (9,740 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pu'u'ula'ula (Red Hill Observatory) Summit (10,023 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kalahaku Overlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leleiwi Overlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Headquarters Visitor Center (7,000 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosmer grove area (picnic area, campground, trail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halemau'u area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sliding sands trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pā Ka'ooao (White Hill) Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaupo Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wilderness area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry campground or cabin, Please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>			
Other location, Please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>			

Q7. a) Please list the locations within Haleakalā National Park that you most prefer to use to watch sunrise or sunset.

☐ Was not interested in watching sunrise or sunset [Go to Question 10](#)

b) What were the reasons that you prefer that location? Please be specific.

a) Preferred location	b) The reasons this location is preferred
For viewing <b>SUNRISE</b> <input type="text"/>	<input type="text"/>
For viewing <b>SUNSET</b> <input type="text"/>	<input type="text"/>

**Q8. a) Where was the location that you first attempted to gain access to watch SUNRISE? Please use the park map on page 13 to help you locate the site. Please mark only one.**

- ☐ Did not attempt to watch sunrise **Go to Question 9**
- ☐ Haleakalā Visitor Center on rim of crater, below summit as shown in the photo on page 7
- ☐ Summit (on rim of crater, at end of park road)
- ☐ Leleiwi Overlook
- ☐ Kalahaku Overlook
- ☐ Other, Please specify →

**b) How long did you spend looking for parking at this location?**

- ☐ Did not have to find parking (came in the park by tour buses) **Go to Question 9**
- Number of minutes (approximate)

**c) Were you able to find parking at this location?**

- ☐ Yes **Go to Question 9**
- ☐ No

**d) If NO, what did you do?**

- ☐ Left and came back another day
- ☐ Went to another location  
INSIDE the park. Where? →
- ☐ Gave up and did not watch the sunrise in the park.

**Q9. a) Where was the location that you first attempted to gain access to watch SUNSET? Please use the park map on page 13 to help you locate the site. Please mark only one.**

- ☐ Did not attempt to watch sunset **Go to Question 10**
- ☐ Haleakalā Visitor Center, below summit as shown in the photo on page 7
- ☐ Summit (on rim of crater, at end of park road)
- ☐ Leleiwi Overlook
- ☐ Kalahaku Overlook
- ☐ Other, Please specify →

**b) How long did you spend looking for parking at this location?**

- ☐ Did not have to find parking (came in the park by tour buses) **Go to Question 10**
- Number of minutes (approximate)



c) Were you able to find parking at this location?

- ☐ Yes  
☐ No

**Go to Question 10**

d) If NO, what did you do?

- ☐ Left and came back another day  
☐ Went to another location  
INSIDE the park. *Where?*   
☐ Gave up and did not watch the sunset in the park.

The following question concerns the **first location that you successfully used** to watch sunrise or sunset.  
These locations may be the same or different from your preferred locations.

**Q10. Please mark the locations that you first successfully used to watch sunrise or sunset, these are the locations that you first gained access to the facility.**

- ☐ Did not watch sunrise or sunset

**Go to Question 11**

**First location for viewing:**

**a) Sunrise    b) Sunset    Location**

- |                       |                       |  |
|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | Haleakalā Visitor Center on rim of crater ( <i>see photo on page 8</i> ) |
| <input type="radio"/> | <input type="radio"/> | Summit (rim of crater, at the end of park road)                          |
| <input type="radio"/> | <input type="radio"/> | Leleiwi Overlook   |
| <input type="radio"/> | <input type="radio"/> | Kalahaku Overlook  |
| <input type="radio"/> | <input type="radio"/> | Other, <i>Please specify</i> <input type="text"/>                        |

**Q11. Compared to what you expected, how crowded did you feel at the following locations? *If you did not visit a location please leave that line blank.***

**How crowded?**

Location	How crowded?				
	Much more crowded than expected	Somewhat more crowded than expected	About what expected	Somewhat less crowded than expected	Much less crowded than expected
First location used to watch SUNRISE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First location used to watch SUNSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The park in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q12. a) How did the crowding level at the first location you used to watch SUNRISE affect your visit?**

- ☐ Detracted from visit
- ☐ No effect
- ☐ Enhanced visit



*Please explain how*

**b) How did the crowding level at the first location you used to watch SUNSET affect your visit?**

- ☐ Detracted from visit
- ☐ No effect
- ☐ Enhanced visit



*Please explain how*

**c) How did the crowding at the park in general affect your visit?**

- ☐ Detracted from visit
- ☐ No effect
- ☐ Enhanced visit



*Please explain how*

**Q13. a) On this visit, how long did you and your group stay at each of the following locations in Haleakalā National Park?**

**Location**

*(Please write "0" if you did not visit)*

First location used to watch SUNRISE

*Number of hours*

First location used to watch SUNSET

*Number of hours*

The park in general

*Number of hours*

**b) On this trip did you visit Haleakalā NP on more than one day?**

- ☐ Yes →  *Number of days visited*
- ☐ No

**Q14. a) Compared to what you planned, how much time did you spend visiting Haleakalā NP? Please mark only one.**

- ☐ Didn't have a planned amount of time or on a fixed tour schedule
- ☐ Spent more time than planned
- ☐ Spent about the time planned
- ☐ Spent less time than planned

*Go to part (b) of this question*

*Go to part (b) of this question*

b) If you and your personal group stayed for a shorter or longer time than planned, what were your reasons for changing your plans? *Please be specific.*

Q15. a) Did you or any one in your personal group have any safety concerns while visiting Haleakalā National Park?

b) If yes, what was the concern? *Please be specific.*

Location

a) Safety concern?

b) If yes, what was the concern?

First location used  
to watch SUNRISE

☐ Yes →

☐ No

First location used  
to watch SUNSET

☐ Yes →

☐ No

The park in general

☐ Yes →

☐ No

Q16. a) How did you obtain safety information prior to visiting the park? *Please mark all that apply.*

- ☐ Did not obtain any safety information
- ☐ Park website
- ☐ Other communication media/at the park (bulletin boards, displays, exhibits, etc.)
- ☐ Talked to a ranger
- ☐ Park brochure/map
- ☐ Guide book
- ☐ Information provided by hotel or tour company
- ☐ Other, *Please specify* →

*Go to part (b) of this question*

b) What safety measures did you take to prepare for visiting the park?

**Q17. During this trip to Haleakalā National Park, did you encounter any traffic congestion that affected your visit?**

**If YES, where were the problems? *Please be specific.***

☐ Yes →

☐ No

**Q18. a) During this trip to Haleakalā National Park, did you encounter any parking problems that affected your visit?**

**If YES, where did you encounter parking problems? *Please be specific.***

☐ Yes →

☐ No

**b) If YES, what were the parking problems that affected your visit?**

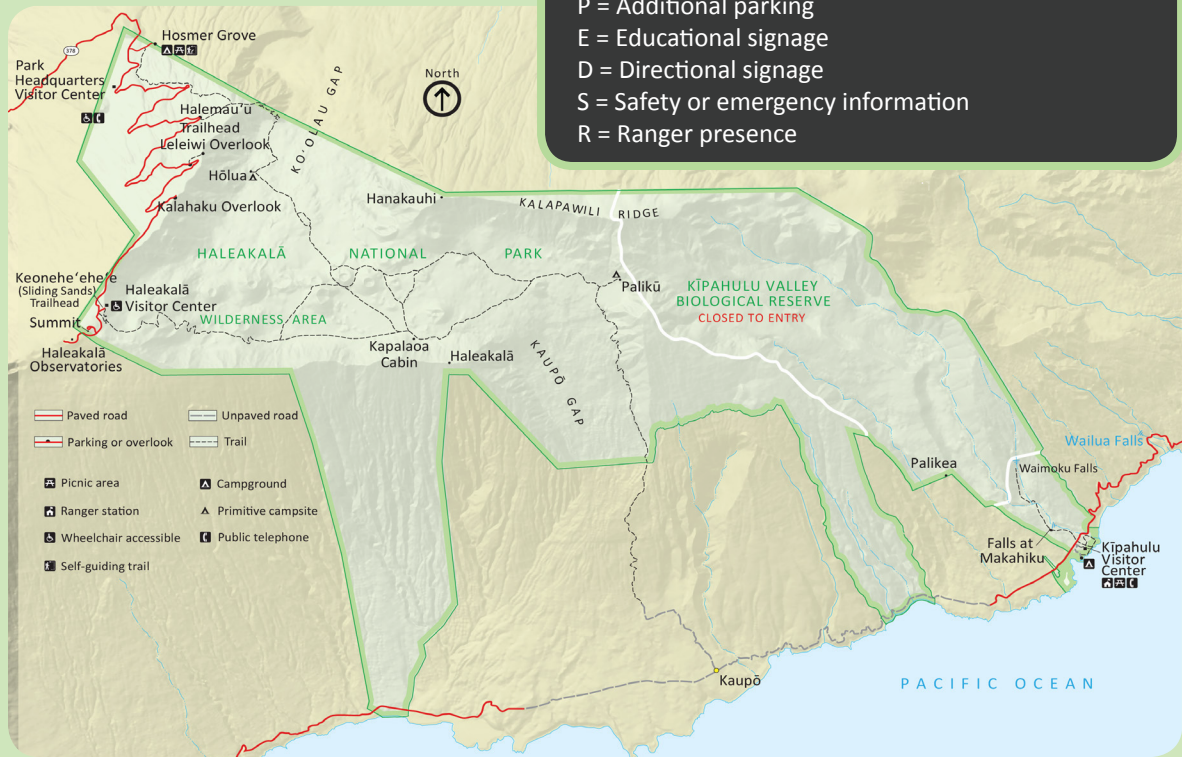
**Q19. To reduce traffic congestion and parking problems, the National Park Service is considering several management options which may result in limiting the number of vehicles in the park. *Please indicate your level of support for each of the following management options.***

Option	Strongly oppose	Oppose	Neither oppose nor support	Support	Strongly support
Limit the number of vehicles on a first come first serve basis; when a maximum level is reached entry may be denied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A shuttle bus system to take visitors to major viewpoints. Visitors may be asked to park vehicles at designated areas only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Require prior reservations for vehicles to access high-demand areas at certain times of the day (such as sunrise or sunset)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Require a minimum occupancy for certain vehicles (like car pool lanes on the highway)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer special services (such as guided tours or entry to certain viewing areas) to visitors who park in certain areas at busy times of the day (such as sunrise or sunset)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q20. We would like your opinion regarding where additional services, signage, or facilities may be needed within Haleakalā National Park.**

On the map below please indicate locations where additional services or facilities would help to enhance your visit experience by placing the appropriate letter at the location.

- P = Additional parking  
E = Educational signage  
D = Directional signage  
S = Safety or emergency information  
R = Ranger presence



**Q21. How would the above additional services, signage, or facilities help enhance your visit experience?**  
*Please be specific.*

**Service/signage/facility      Comment**

Additional parking

Educational signage

Directional signage

Safety or emergency information

Ranger presence

**Q22. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.**

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Haleakalā (including this visit) In lifetime
Yourself	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #2	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #3	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #4	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #5	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #6	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>
Member #7	<input type="text"/>	<input type="text"/>	<input type="text"/> <i>Number of lifetime visits</i>

**Q23. a) On this visit, which type of personal group (not guided tour/school/professional/ military/other organized group) were you with? Please mark only one.**

- ☐ Alone
- ☐ Family
- ☐ Friends
- ☐ 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*

**c) How many vehicles did your personal group use to enter Haleakalā National Park?**

*Number of vehicles*

**Q24. 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 |

b) How many people are in your household?

Number of people in household

Q25. On this visit, was your personal group part of any of the following types of organized groups?  
*Please mark one for each.*

- |                                       |                       |     |                       |    |
|---------------------------------------|-----------------------|-----|-----------------------|----|
| a) Cruise ship tour                   | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) Other commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) School/educational group           | <input type="radio"/> | Yes | <input type="radio"/> | No |
| d) Professional conference            | <input type="radio"/> | Yes | <input type="radio"/> | No |
| e) Other (scouts, work, church, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

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

Number of people in organized group

Q26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Haleakalā National Park during this visit? *Please mark only one.*

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q27. What would you recommend to park managers that would improve your visit experience?

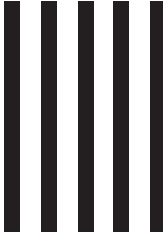
Q28. Is there anything else you would like to tell us about your visit at Haleakalā National Park?

*Thank you for your help!*

Please seal the questionnaire in the postage-paid envelope provided  
and drop it in any U.S.mailbox



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