



Haleakalā National Park Visitor Study

Summer 2015





ON THIS PAGE

Photograph of sunrise at the Haleakala Visitor Center.
Photograph courtesy of SESRC.

ON THE COVER

Photograph of sunset at the Haleakala Visitor Center.
Photograph courtesy of SESRC.

Haleakalā National Park Visitor Study

Summer 2015

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Executive Summary

This visitor study profiles a systematic random sample of Haleakalā National Park visitors during June 20 - 29, 2015. A total of 772 questionnaires were distributed to visitor groups. Of those, 305 questionnaires were returned, resulting in a 39.5% response rate.

Group size and type	Thirty-eight percent of visitor groups consisted of two people and 36% were visiting in groups of three or four. Seventy-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 44 states and comprised 88% of total visitation during the survey period, with 25% from California and 9% from Hawaii. International visitors came from 15 different countries and comprised 12% of total visitation during the survey period.
Frequency of visits	For 72% of visitors, this was their first visit to the park in their lifetime. Twenty-two percent of visitors have visited two or three times and 3% have visited four to six times in their life.
Age, income level, and household size	Thirty-three percent of visitors were between 31 and 50 years old, 26% were over 50 years old, and 22% were between 18 and 30 years old. Fifty-one percent of respondents reported an income level of \$100,000 or more. Fifty-nine percent of visitor groups had two or three people in their household.
Sources of information	Eighty percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information obtained prior to the visit were friends/relatives/word of mouth (56%), the park website (49), travel guides/tour books (39), and maps/brochures (31%). Seventy-five percent of visitors said they would use the park website to obtain information for a future visit.
Primary reason for visiting the park	Forty-three percent of visitor groups' primary reason for visiting the park was to view sunrise, while 13% of visitor groups' primary reason was to view sunset. Seventeen percent of visitor groups' primary reason for visiting was to sightsee or take a scenic drive.
Transportation to the park	Seventy-four percent of visitor groups traveled to the park in a rental car, 15% in a private vehicle, and 12% in a commercial vehicle.
Length of stay at locations inside the park.	Sixty percent of visitor groups spent one to two hours at the first location they used to view sunrise. Forty-seven percent of visitor groups spent one to two hours at the first location they used to view sunset. Forty-seven percent of visitor groups spent one to two hours in the park in general. Eighty-one percent of visitor groups visited the park on one day only.

Executive summary (continued)

Preferred locations for viewing sunrise and sunset	For viewing the sunrise, 48% of visitor groups preferred the Pu'u'ula'ula Summit and 45% preferred the Haleakalā Visitor Center. For viewing sunset, 75% of visitor groups preferred the Pu'u'ula'ula Summit and 21% preferred the Haleakalā Visitor Center.
Parking and locations used to view sunrise and sunset	At sunrise, 92% of visitor groups were able to find parking at the first location they attempted to view the sunrise. Fifty-four percent of visitor groups first attempted to watch sunrise at the Haleakalā Visitor Center. At sunset, 94% of visitor groups were able to find parking at the first location they attempted to view the sunset. Fifty-eight percent of visitor groups first attempted to watch sunset at the Pu'u'ula'ula Summit.
Activities this visit	Ninety-six percent of visitor groups participated in general sightseeing, 58% in photography, drawing, or painting, 44% viewing exhibits in visitor centers, and 39% hiking for less than one hour.
Crowding	At sunrise, 61% of visitor groups said that crowding had no effect on their visit, while 31% said that crowding detracted from their visit. At sunset, 79% of visitor groups said that crowding had no effect on their visit, while 10% said that it detracted from their visit and 10% said that it enhanced their visit. In the park in general, 85% of visitor groups said that crowding had no effect on their visit.
Safety concerns	Ninety-one percent of visitor groups did not have any safety concerns at sunrise. Ninety-two percent of visitor groups did not have any safety concerns at sunset. Eighty-seven percent of visitor groups did not have any safety concerns in the park in general.
Traffic congestion mitigation proposals	Thirty percent of visitor groups support limiting the number of vehicles on a first come first served basis. Sixty-three percent of visitor groups support a shuttle bus system. Forty-three percent of visitor groups support requiring prior reservations for high-demand areas. Fifteen percent of visitor groups support requiring a minimum occupancy for vehicles. Forty-seven percent of visitor groups support offering special services at busy times.
Overall quality	Eighty-seven percent of visitor groups rated the overall quality of the facilities, services, and recreational opportunities provided as “good” or “very good.”

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About the Authors

Lena Le, Ph.D., is Director of the SESRC at Washington State University. Matthew Strawn is a Study Director for the SESRC at Washington State University.

Introduction

This report describes the results of a visitor study at Haleakalā National Park located on the island of Maui in the state of Hawaii, conducted June 20-29, 2015 by the National Park Service (NPS) and the Social and Economic Sciences Research Center (SESRC) at Washington State University.

As described in the National Park Service website for Haleakalā NP, “The summit of Haleakalā is a *wahi pana* - a legendary place. Many of the legends associated with Haleakalā center around the demi-god Maui. It was Maui who pulled up the island chain we call Hawai`i with his skillfully made fishhook and line. It is here on the summit of Haleakalā that Maui snared the sun, in order to slow its passage through the sky, so that his mother could dry her *kapa* (bark cloth).

Although never a place of permanent habitation, Hawaiians journeyed to the summit of Haleakalā for a variety of reasons. Some came to honor the gods, or to say farewell to the deceased. Some came to hunt birds for feathers or for food. Others quarried the fine-grained basalt rock to create stone adzes (a type of axe) and for other tools. All who ventured to the summit of Haleakalā considered it to be a sacred place. For Native Hawaiians past and present it was, and still is, *wao akua* - the wilderness of the gods. (www.nps.gov/hale, retrieved December 2015).

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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.

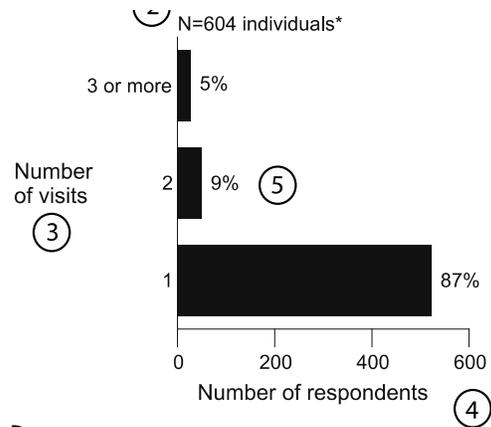
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



Methods

Survey Design and Procedures

Sample size and sampling plan

All SESRC 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 five sites between June 20 and June 29, 2015. Visitors were surveyed between the hours of 4 a.m. and 10 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. Distributing surveys at the Leleiwi and Kalahaku overlooks also included visitors who were not able to gain access to the Haleakalā Visitor Center and Summit parking areas. During the survey period, 935 visitor groups were contacted and 772 of these groups (83%) accepted questionnaires. Questionnaires were completed and returned by 305 respondents, resulting in a 39.5% response rate for this study.

Table 1. Questionnaire distribution

Sampling site	Distributed*		Returned		Returned
	N	%	N	% by site	% of total
Summit	341	44.2%	139	40.7%	45.6%
Haleakalā Visitor Center	383	49.6%	148	38.6%	48.5%
Leleiwi Overlook	19	2.5%	4	21.1%	1.3%
Kalahaku Overlook	29	3.8%	14	48.3%	4.6%
Total	772		305		

* total percentages do not equal 100 due to rounding

Questionnaire design

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

No pilot study was conducted to test the Haleakalā National Park 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 18 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, the age of the member completing the questionnaire, and if their visit to the park was primarily to view sunrise, sunset, or another reason. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks after survey distribution was completed, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). A total of 571 postcards were mailed out. The first replacement questionnaires were mailed to participants who had not returned their questionnaires two weeks after the postcard was sent following each survey round. Two weeks after the first replacement mailing, a second replacement questionnaire was mailed to participants who had not returned their questionnaires. A third replacement was mailed out one month after the second replacement, and a final reminder was mailed out a month and a half after the third replacement.

Table 2. Follow-up mailing distribution

	Date mailed	U.S.	International	Total
Postcards	July 13, 2015	476	95	571
1 st replacement	July 24, 2015	379	68	447
2 nd replacement	August 12, 2015	314	68	382
3 rd replacement	September 11, 2015	233	57	290
Final reminder	October 23, 2015	209	51	260

Data analysis

All visitor responses were entered twice and double-key validation was performed on numeric and short text responses. For radio and checkbox items, data was scanned using Remark Office OMR software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics and graphics were generated using Statistical Analysis Software® (SAS), IBM SPSS Statistics, and R.

Limitations

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

- This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
- The data reflect visitor use patterns at the selected sites during the study period of June 20-June 29, 2015. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
- Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
- 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 and warm, overcast, windy, and cold. The morning surveying in particular was consistently cold and breezy.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, personal group type, organized group affiliation, reason for visit, and participant's home and its proximity to the park. Respondents and non-respondents were found to be significantly different except for group size (see Table 3 - Table 7). Respondents at younger age ranges (especially 38 and younger), visitors traveling alone or with friends, Sunrise visitors, and international and Hawaiian visitors may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	44.08 (N=295)	38.11 (N=442)	<0.001
Group size	3.73 (N=295)	3.78 (N=437)	.804

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	7 (2%)	17 (4%)	0.038
Family	239 (81%)	341 (77%)	
Friends	29 (10%)	69 (16%)	
Family and friends	19 (7%)	17 (4%)	

Table 5. Comparison of respondents and non-respondents by organized group affiliation

Organized group	Respondents	Non-respondents	p-value (chi-square)
Not part of organized group	260 (87.5%)	379 (86.1%)	0.304
Part of an organized group	37 (12.5%)	61 (13.9%)	

Table 6. Comparison of respondents and non-respondents by reason for visit

Reason for visit	Respondents	Non-respondents	p-value (chi-square)
Sunrise	139 (57%)	256 (62%)	0.008
Sunset	66 (19%)	67 (16%)	
Other	70 (26%)	92 (22%)	

Table 7. Comparison of respondents and non-respondents by distance from home to park

Origin	Respondents	Non-respondents	p-value (chi-square)
Visitors from Hawaii	24 (8%)	43 (16%)	0.002
Visitors from other states	227 (78%)	181 (66%)	
International visitors	39 (13%)	52 (19%)	

Results

Group and Visitor Characteristics

Visitor Group Size

Question 23b

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

Results

- 41% of groups consisted of one or two people (see Figure 1).
- 36% were in groups of 3 or 4.
- 23% were in groups of 5 or more.

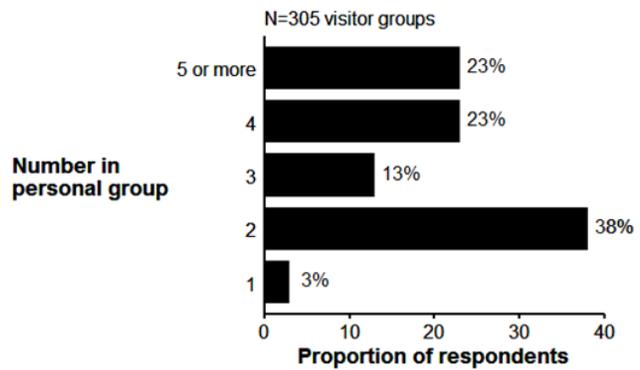


Figure 1. Number of visitors in personal group.

Visitor Group Type

Question 23a

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

Results

- 78% consisted of family groups (see Figure 2).
- 10% of groups consisted of family and friends.
- 9% of groups consisted of friends.
- 3% of groups consisted of alone.
- No “Other” group types were specified.

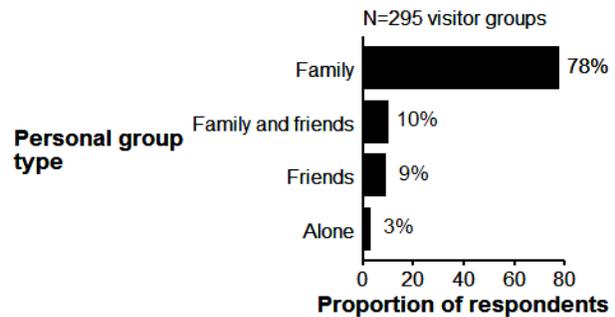


Figure 2. Visitor group type.

*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 25a

On this visit, was your personal group part of a cruise ship tour?

Results

- 3% of visitor groups were part of a cruise ship tour (see Figure 3).

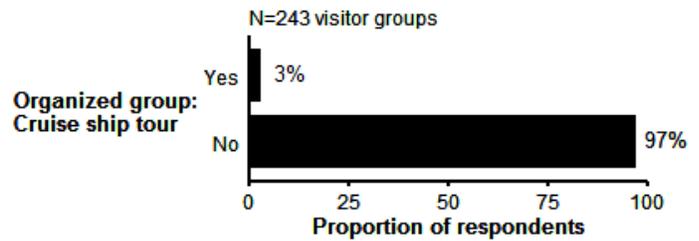


Figure 3. Organized group type: Part of a cruise ship tour.

Question 25b

On this visit, was your personal group part of a commercially guided tour guide?

Results

- 10% of visitor groups were with a commercially guided tour group (see Figure 4).

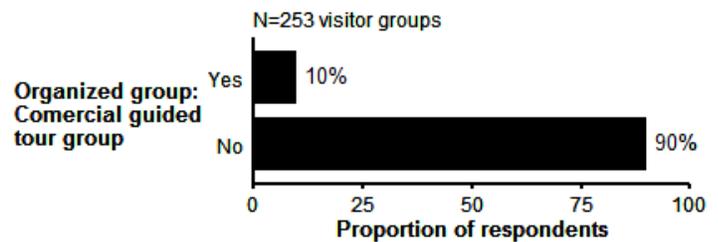


Figure 4. Organized group type: Commercial guided tour group.

Question 25c

On this visit, was your personal group part of a school/educational group?

Results

- 1% of visitor groups were with a school/educational group (see Figure 5).

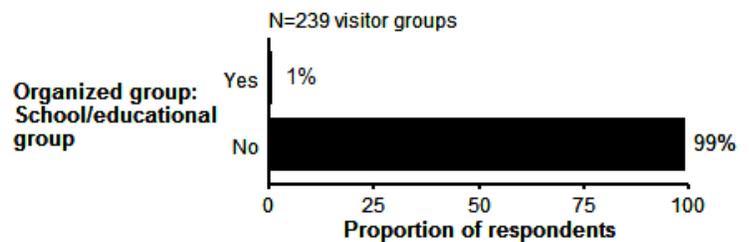


Figure 5. Organized group type: School/educational group.

Question 25d

On this visit, was your personal group part of a professional conference?

Results

- 2% of visitor groups were with a professional conference (see Figure 6).

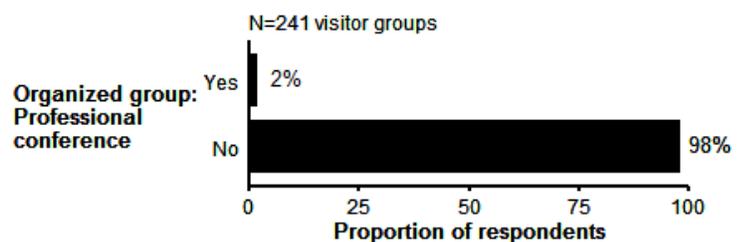


Figure 6. Organized group type: Professional conference.

*total percentages do not equal 100 due to rounding

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

Question 25e

On this visit, was your personal group part of an “other” organized group (scouts, work, church, etc.)?

Results

- 2% of visitor groups were with an “other” organized group (see Figure 7).

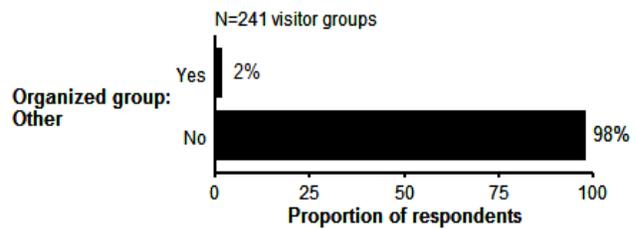


Figure 7. Organized group type: "Other" organized group.

Question 25f

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

Results

- 35% of organized groups had more than 25 people in them (see Figure 8).
- 28% of organized groups had 16-25 people in them.
- 20% of organized groups had 11-15 people in them.
- 18% of organized groups had 10 people or less in them.

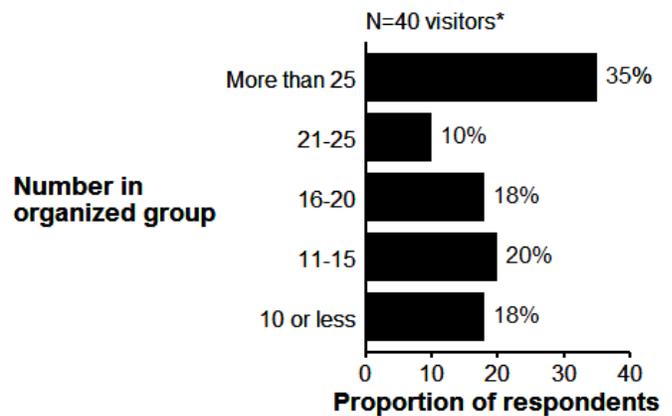


Figure 8. Number of people in organized group.

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 22b

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

Note: The questionnaire provided space for up to seven members from each visitor group to enter information.

Table 8. Number of visitors by state.

Results

- U.S. visitors came from 44 states and comprised 88% of total visitation to the park during the survey period (see Table 8).
- 25% of U.S. visitors came from California.
- 9% of U.S. visitors came from Hawaii.
- 8% came from Washington and 7% came from Texas.
- Smaller proportions came from 40 other states (see Figure 9).

State	Number of visitors	Percent of U.S. visitors (N=812)	Percent of total visitors (N=927)
California	204	25%	22%
Hawaii	75	9%	8%
Washington	66	8%	7%
Texas	55	7%	6%
Illinois	38	5%	4%
Oregon	32	4%	3%
Virginia	28	3%	3%
Pennsylvania	21	3%	2%
Kentucky	19	2%	2%
Ohio	18	2%	2%
Colorado	17	2%	2%
Georgia	16	2%	2%
Michigan	16	2%	2%
Arizona	15	2%	2%
Florida	15	2%	2%
New York	13	2%	1%
North Carolina	13	2%	1%
Indiana	11	1%	1%
Massachusetts	10	1%	1%
Missouri	10	1%	1%
New Jersey	10	1%	1%
23 other states	110	14%	12%
Total	812	100%	88%

*total percentages do not equal 100 due to rounding

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

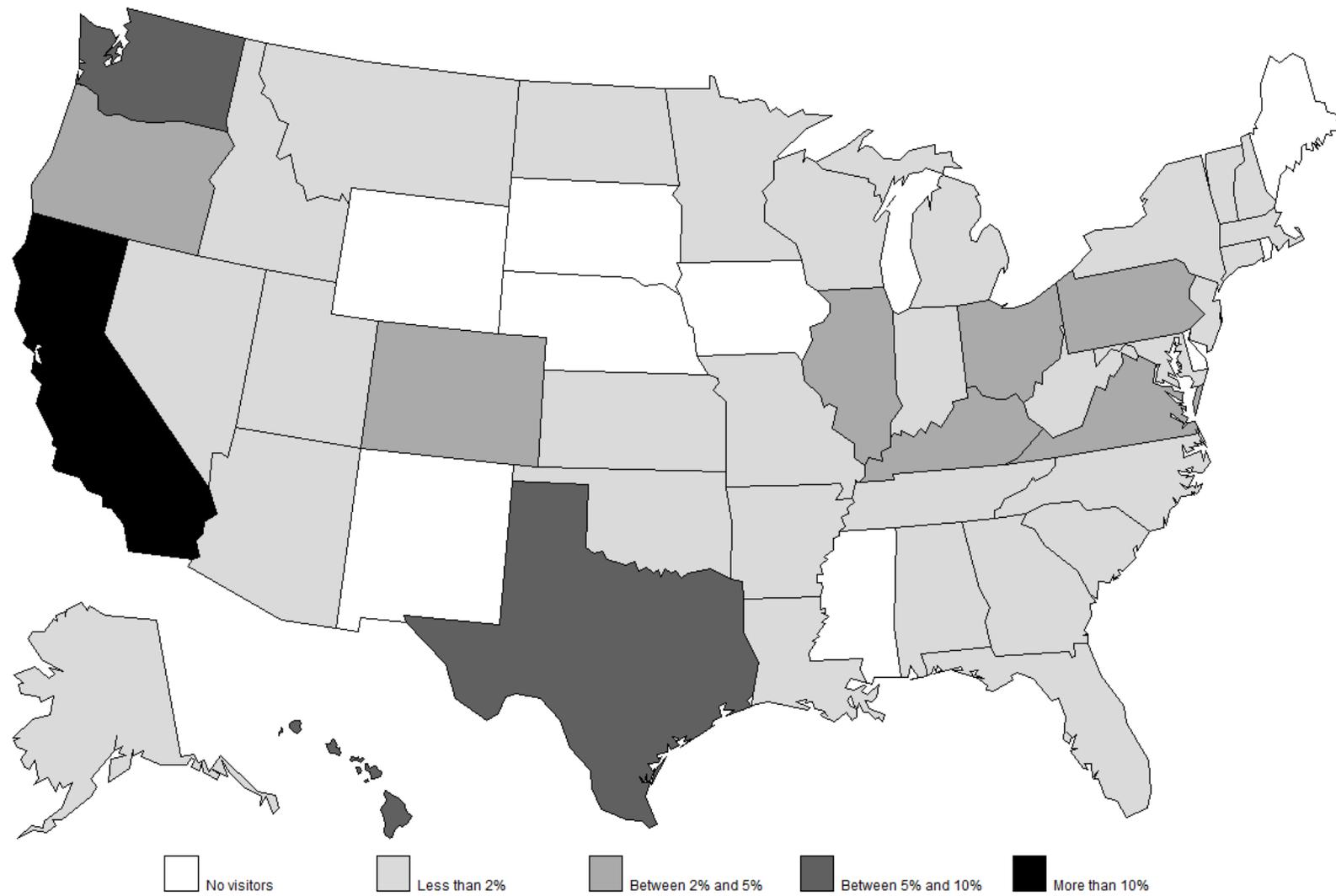


Figure 9. Map of U.S. visitors by state of residence

*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 and adjacent islands**Question 22b**

For your personal group on this visit, were you resident of Hawaii or adjacent island?

Results

- 49% of visitors from the Hawaiian Islands came from Oahu (see Table 9).
- 22% of visitors from the Hawaiian Islands came from Kauai or Hawaii.
- 29% of visitors from the Hawaiian Islands came from Maui.

Table 9. Number of visitors by Island.

State	Number of visitors	Percent of Hawaii visitors (N=68)
Oahu, HI	33	49%
Maui, HI	20	29%
Kauai, HI	11	16%
Hawaii, HI	4	6%
Total	68	100%

International visitors by country of residence**Question 22b**

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

Results

- International visitors came from 15 different countries and comprised 12% of total visitation during the survey period.
- 40% of international visitors came from Canada (see Table 10).
- 22% of international visitors came from Germany.
- 14% of international visitors came from Australia.
- 24% of international visitors came from 12 other countries.

Table 10. Number of visitors by country of residence.

Country	Number of visitors	Percent of international visitors (N=115)*
Canada	46	40%
Germany	25	22%
Australia	16	14%
Korea	5	4%
New Zealand	4	3%
Switzerland	3	3%
United Kingdom	3	3%
Italy	2	2%
Japan	2	2%
South Korea	2	2%
Spain	2	2%
Sweden	2	2%
Brazil	1	1%
Slovakia	1	1%
Ukraine	1	1%
Total	115	

*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

Question 22c

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

Results

- 72% of visitors have visited the park once (see Figure 10).
- 22% of visitors had visited two or three times.
- 3% of visitors had visited four to six times.
- 2% of visitors had visited more than six times.

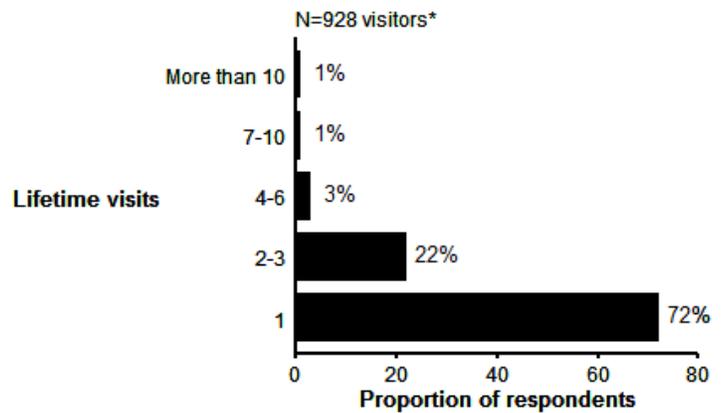


Figure 10. Number of visits in lifetime.

Visitor age

Question 22a

For the members of your personal group on this visit, what are their current ages?

Results

- 33% of visitors were 31-50 years old (see Figure 11).
- 26% of visitors were over 50 years old.
- 22% of visitors were between 18 and 30 years old or younger.
- 18% of visitors were 17 years old or younger.

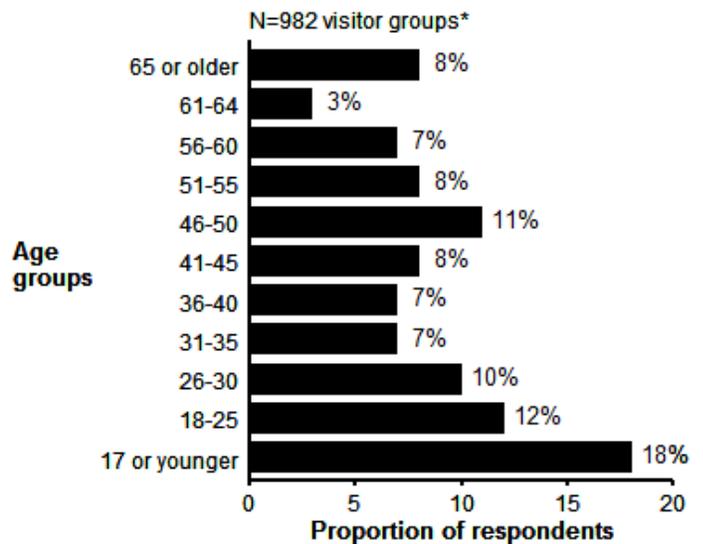


Figure 11. Visitor age groups.

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 24a

Which category best represents your annual household income?

Results

- 67% of visitors had an annual household income of \$100,000 or more (see Figure 12).
- 24% of visitors had an annual household income between \$50,000 and \$99,999.
- 8% of respondents had an annual household income less than \$50,000.
- 16% of visitors declined to report their annual household income.

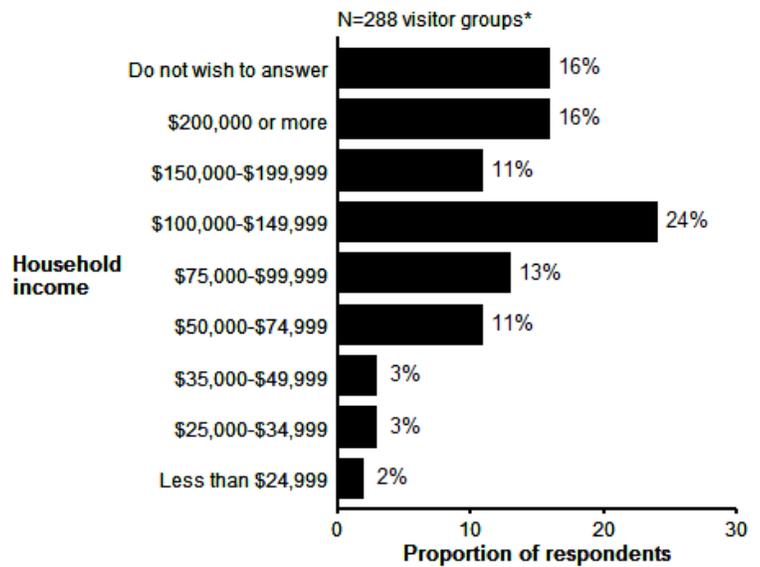


Figure 12. Respondents' annual household income.

Respondent household size

Question 24b

How many people are in your household?

Results

- 59% of visitors had two or three people in their household (see Figure 13).
- 34% of visitors had four or more people in their household.
- 7% of visitors had one person in their household.

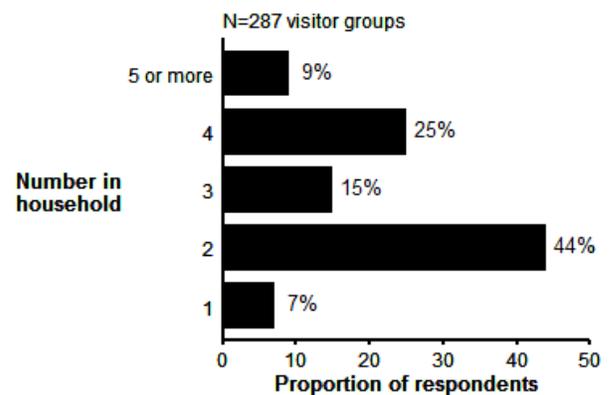


Figure 13. Number of people in respondents' household

*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 this visit, how did you obtain information to prepare for your visit to Haleakalā National Park?

Results:

- 80% of visitor groups obtained information about Haleakalā National Park prior to their visit (see Figure 14).
- As shown in Figure 15, among those visitor groups that obtained information about Haleakalā National Park prior to their visit, the most used sources were:
- 56% Friends/relatives/word of mouth.
- 49% Haleakalā National Park website.
- 39% Travel guides and tour books.
- Other websites (23%) used to obtain information prior to visit are listed in Table 11.
- “Other” sources of information (4%) were:

Blogs
Resident

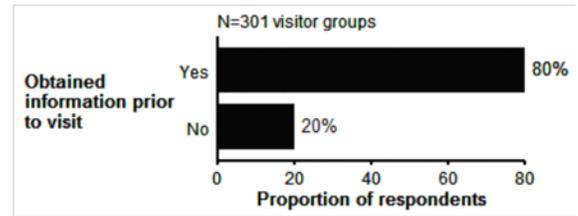


Figure 14 Visitors who obtained information prior to their visit.

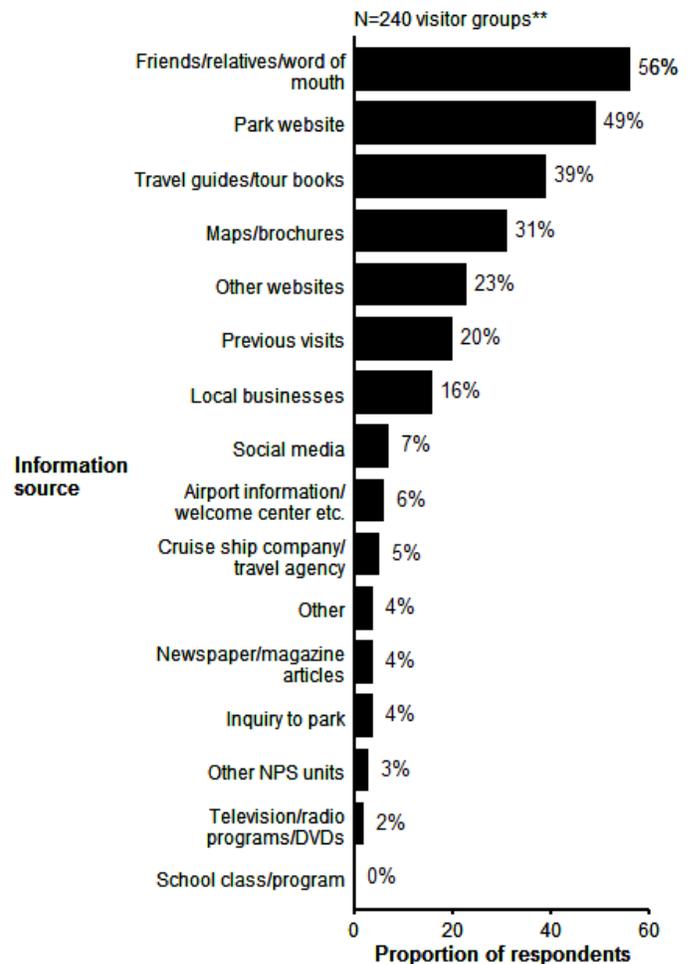


Figure 15. Sources of information used prior to this visit.

*total percentages do not equal 100 due to rounding

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

Table 11. Websites used to obtain information prior to this visit, or on a future visit.

Comment	Number of comments	Percent of comments (N=66)*
Tripadvisor.com	32	48%
Yelp.com	5	8%
Google	5	8%
Blog	2	3%
Don't remember	2	3%
Pinterest	2	3%
about.com	1	2%
Best things to do in Maui	1	2%
Bike tour	1	2%
bikemaui.com/sunrise-special tour	1	2%
GoHawaii.com	1	2%
govisithawaii.com	1	2%
hawaii.com	1	2%
Maui tourism	1	2%
mountainriders.com	1	2%
National Weather service	1	2%
Norwegian Cruise Line Website	1	2%
Official Maui	1	2%
Travel sites	1	2%
travelocity	1	2%
viator.com – about Hawaii	1	2%
www.hawaii-guide.com	1	2%
yahoo.answers	1	2%
youtube.com	1	2%
Total	66	

Question 1c

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

Results:

- 89% of visitor groups received the information they needed prior to their trip Haleakalā National Park prior to their visit (see Figure 16).

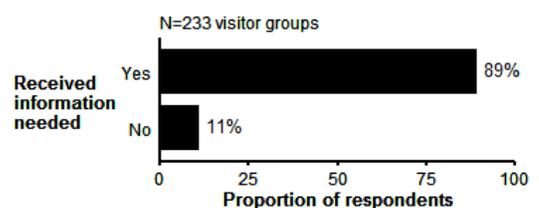


Figure 16. Visitor groups who received the type of information needed from the sources used.

*total percentages do not equal 100 due to rounding

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

Question 1d

If NO, what type of park information did your group need that was not available?

Results:

- 41 visitor groups provided one or more comments regarding information they needed but was not available (see Table 12).

Table 12. Information needed that was not available.

Comment	Number of comments	Percent of comments (N=41)*
Up-to-date, accurate entrance information (entrance fees, payment options, entrance wait times)	8	20%
Weather information/dress for cold	5	12%
Driving directions/traffic/time	4	10%
Parking (availability/access/charges/payment options)	4	10%
Best locations for viewing sunrise	2	5%
Length of trails/duration of hikes	2	5%
Park/visitor center hours of operation	2	5%
Trail maps/information	2	5%
Altitude sickness	1	2%
Amount of time to prepare	1	2%
Arrive early	1	2%
Discover Maui tour guide booklet	1	2%
Information on flora/fauna	1	2%
Lack of parking at lookouts	1	2%
Locations of open bathrooms	1	2%
Lonely Planet	1	2%
No hiking at top	1	2%
Tours on trails	1	2%
What to do when camping – sights, etc.	1	2%
What to pack	1	2%
Total	41	

*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 Haleakalā National Park in the future, which sources of information would you prefer to use to prepare for your visit?

Results:

- As shown in Figure 17, the most common sources for obtaining information prior to a future visit would be:
- 75% the park website.
- 40% previous visits to the park.
- 38% travel guides and tour books.
- 35% friends/relatives/word of mouth.
- 34% maps/brochures.
- Other websites (15%) to obtain information prior to a future visit are listed in Table 11.
- One “other” source of information (2%) listed was:
 - Resident

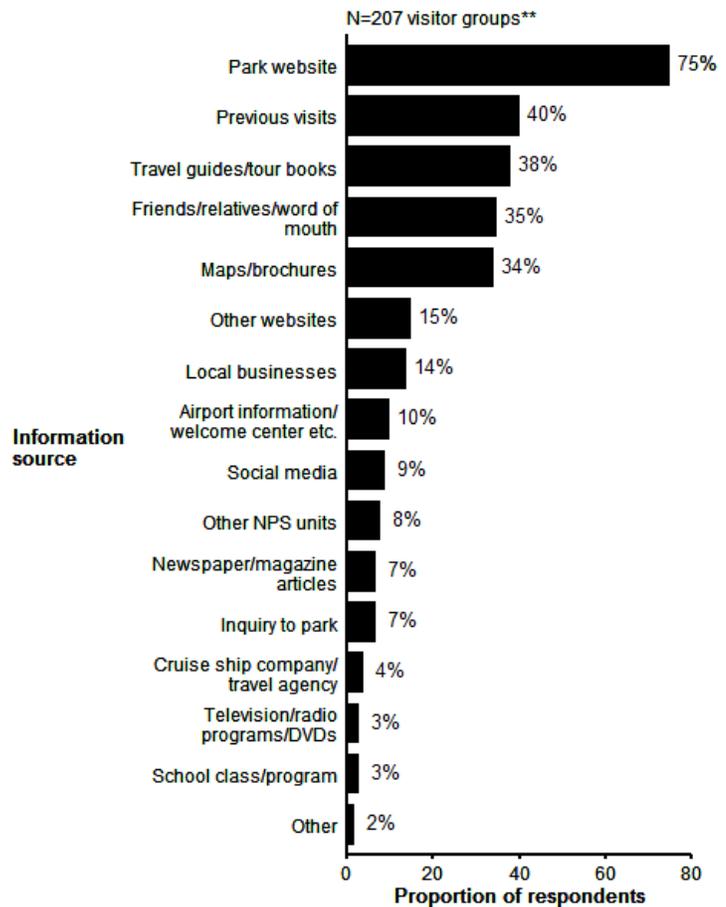


Figure 17. Sources of information visitors would use prior to a future visit.

*total percentages do not equal 100 due to rounding

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

Safety information obtained prior to visit

Question 16a

How did you obtain safety information prior to visiting the park?

Results:

- 47% of visitor groups obtained safety information prior to their visit (see Figure 18).
- As shown in Figure 19, the most common sources of safety information used were:
 - 44% the park website.
 - 30% park brochure/map.
 - 28% guide book.
 - 23% hotel or a tour company.
 - “Other” sources of safety information (14%) were:
 - Blogs/sunrise blog
 - Friends/relatives/word of mouth
 - History of safety in park
 - Internet/tourism websites
 - Local residents
 - Maui Revealed app/book
 - Pinterist
 - Previous experience
 - tripadvisor.com

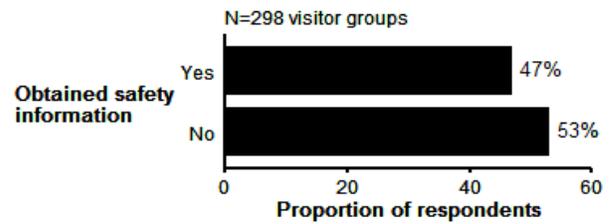


Figure 18. Visitor groups that obtained safety information prior to their visit.



Figure 19. Sources of safety information.

*total percentages do not equal 100 due to rounding

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

Question 16b

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

Results:

Safety measures taken by visitor groups to prepare for their visit to the park are in Table 13.

- 35% clothing appropriate for conditions.
- 15% food and/or water.
- 11% appropriate footwear for walking conditions.

Table 13. Safety measures taken to prepare for visiting the park.

Comment	Number of comments	Percent of comments (N=277)*
Clothing appropriate for conditions (weather, hiking)	96	35%
Food and/or water	42	15%
Appropriate footwear for walking conditions	30	11%
Sunscreen	13	5%
Flashlights/headlamps	12	4%
Brought/drank plenty of water	10	4%
Drove slowly/cautiously; watched for bicycles/pedestrians	10	4%
Prepared vehicle for trip (full gas tank, check brakes)	10	4%
Blankets for warmth	8	3%
Kept/stowed valuables to keep safe/locked car	6	2%
Stayed on path/safe areas	5	2%
Brought cell phone (fully charged)	4	1%
Allowed enough time for drive	3	1%
Common sense/normal safety measures	3	1%
First aid kit	3	1%
Researched safety/warnings	3	1%
Followed signs/maps	2	1%
GPS/navigation system	2	1%
Brought maps	1	<1%
Cinched up my seatbelt	1	<1%
Four-wheel drive car	1	<1%
Gloves and helmets for bike ride	1	<1%
Group discussed using trails and watching for sliding dirt	1	<1%
Group stayed together	1	<1%
Insect spray	1	<1%
Kept watchful eye on other visitors and children	1	<1%
Knowledge of Silver Sword	1	<1%
Listened to the ranger	1	<1%
Motion sickness meds	1	<1%
Stayed close to visitor center	1	<1%
Took our time hiking	1	<1%
Used tour bus rather than driving	1	<1%
Well rested and alert for the drive	1	<1%
Total	277	

*total percentages do not equal 100 due to rounding

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

Reasons for visiting the park area

Question 2a

On this visit, what were your reasons for visiting Haleakalā National Park?

Results:

- 63% of visitor groups visited the park to sightsee or take a scenic drive (see Figure 20).
- 54% of visitor groups visited the park to view the sunrise.
- 43% of visitor groups visited the park to visit a national park site.
- 32% of visitor groups visited the park to experience Hawaiian culture.
- 29% of visitor groups visited the park to experience wilderness.
- 29% of visitor groups visited the park to view the sunset.
- “Other” reasons for visiting the park (11%) include:
 - Experience
 - Experience the beauty
 - Experience camping at beautiful site
 - Experience new sights
 - Geology
 - Love Haleakalā
 - Part of meeting schedule
 - Passport stamp
 - Photography
 - Remember mother
 - See a bamboo forest
 - See/experience a volcano
 - See Silversword
 - See where astronauts train
 - Sentimental - engaged here five years ago
 - Share with family
 - Star gazing/night sky
 - Tradition
 - Volunteering
 - Worship sun goddess

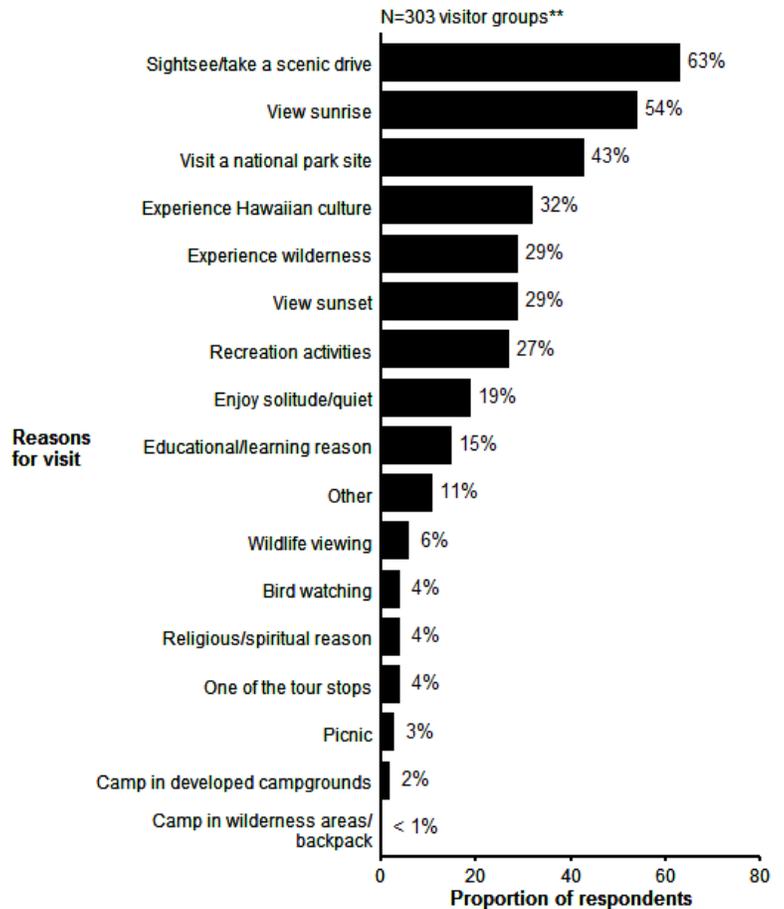


Figure 20. Reasons for visiting the park.

*total percentages do not equal 100 due to rounding

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

Question 2b

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

Results

- 201 visitor groups indicated the primary reason for their visit. Reasons listed are in Table 14.
- 43% view the sunrise.
- 17% sightsee/take a scenic drive.
- 13% view sunset.
- 8% recreation activities.

Table 14. Primary reasons for visiting the park.

Comment	Number of comments	Percent of comments (N=201)*
View sunrise	87	43%
Sightsee/take scenic drive	34	17%
View sunset	27	13%
Recreation activities	17	8%
Experience wilderness	5	2%
Visit a national park site	5	2%
Educational/learning reason	3	1%
Enjoy solitude/quiet	2	1%
Experience Hawaiian culture	2	1%
Religious/spiritual reason	2	1%
One of the tour stops in packaged tour program	1	0%
Car problems	1	0%
Illness	1	0%
Lack of information/talks/tours	1	0%
Needed bathrooms	1	0%
Park bigger than expected	1	0%
Stayed longer to see sunset	1	0%
Traffic was heavy	1	0%
Total	201	

*total percentages do not equal 100 due to rounding

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

Transportation and Time Spent in the Park

Question 3a

On this visit, which form of transportation did you use to travel to Haleakalā National Park?

Results:

- 74% of visitor groups drove rental vehicles to the park (see Figure 21).
- 15% of visitor groups drove private vehicles.
- 12% drove commercial vehicles.
- No valid “other” forms of transportation were listed.

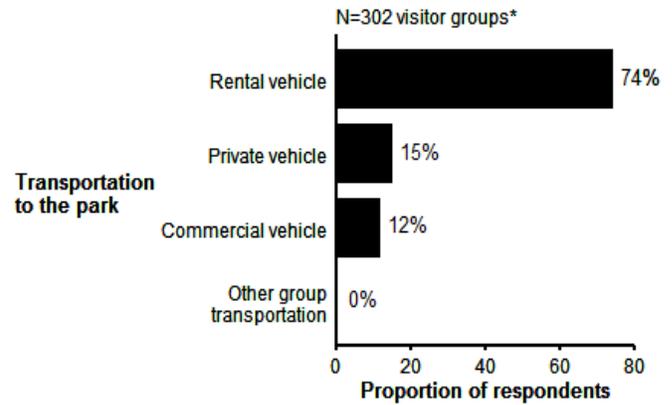


Figure 21. Transportation used to travel to the park.

Question 23c

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

Results:

- 90% of visitor groups arrived at the park in one vehicle (see Figure 22).
- 8% of visitor groups arrived in two or more vehicles.
- 1% did not drive a vehicle.

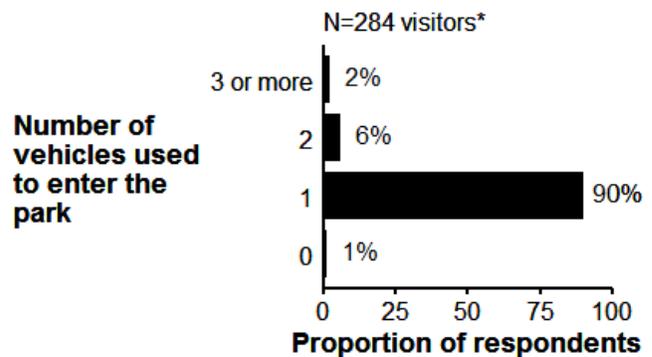


Figure 22. Number of vehicles used to enter the park.

*total percentages do not equal 100 due to rounding

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

Length of stay

Question 13a

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

First location used to watch the sunrise.

Results:

- 74% of visitor groups spent one hour or more at the first location they used to view the sunrise (see Figure 23).
- 26% of visitor groups spent less than an hour at the first locations used to view sunrise.

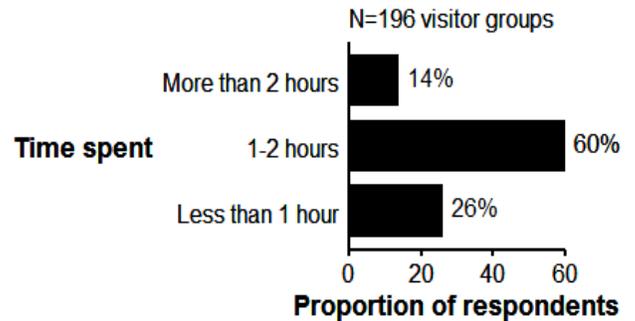


Figure 23. Time spent at the first location used to watch sunrise.

First location used to watch sunset

Results:

- 60% of visitor groups spent one hour or more at the first location they used to view sunset (see Figure 24).
- 40% of visitor groups spent less than an hour at the first locations used to view the sunset.

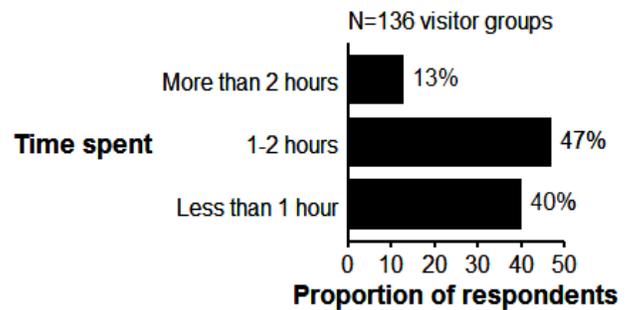


Figure 24. Time spent at the first location used to watch sunset.

The park in general.

Results:

- 78% of visitor groups spent one to four hours in the park in general (see Figure 25).
- 17% of visitor groups spent more than four hours in the park in general.
- 5% of visitor groups spent less than one hour in the park in general.

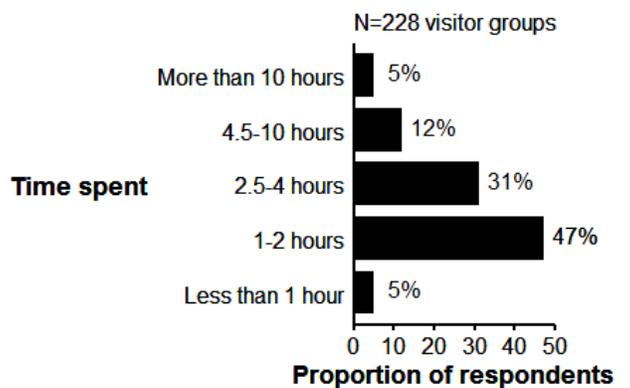


Figure 25. Time in the park in general.

*total percentages do not equal 100 due to rounding

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

Question 13b

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

Results:

- 81% of visitor groups visited the park for one day only (see Figure 26).
- Of visitor groups who visited the park on more than one day, 85% visited the park two days (see Figure 27).
- 16% visited the park 3 or more days.

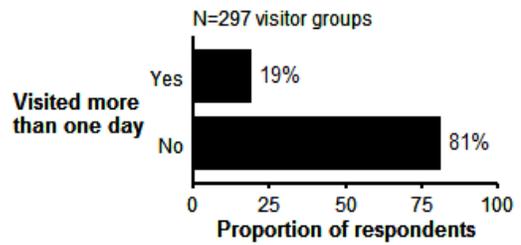


Figure 26. Visited the park on more than one day.

Question 14a

Compared to what you planned, how much time did you spend visiting Haleakalā NP?

Results:

- 57% of visitor groups had a planned amount of time to spend at the park (see Figure 28). Of these visitors:
- 76% spent about the time they had planned to visit the park (see Figure 29).
- 13% spent more time than they had planned.
- 11% spent less time than they had planned.

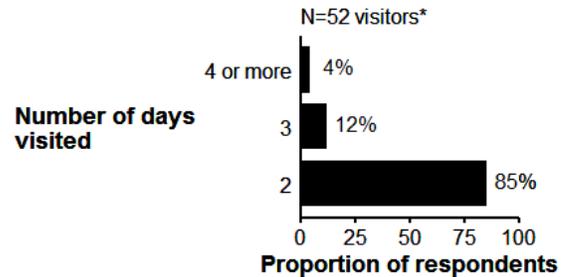


Figure 27. Number of days spent visiting the park.

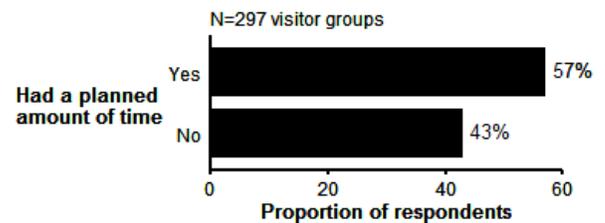


Figure 28. Visitor groups that had planned a certain amount of time to spend at the park.

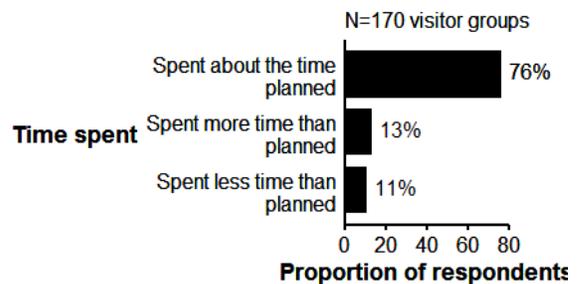


Figure 29. Time spent visiting the park compared to what was planned.

*total percentages do not equal 100 due to rounding

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

Question 14b

If you and your personal group stayed for a shorter or longer time than planned, what were your reasons for changing your plans?

Results:

- 62 visitors provided one or more reasons why they stayed for a shorter or longer time than planned. Their comments were categorized into 62 different reasons which are summarized in Table 15. The most common reasons included:
- 23% enjoying the experience/scenery/information.
- 10% hike longer/more difficult than expected.
- 8% drive was longer than expected.
- 8% not prepared for cold.
- 6% constraints due to young children.
- 6% unplanned hike.

Table 15. Reasons for spending a shorter or longer amount of time than planned.

Comment	Number of comments	Percent of comments (N=62)*
Enjoying the experience/scenery/information	14	23%
Hike longer/more difficult than expected	6	10%
Drive was longer than expected	5	8%
Not prepared for cold	5	8%
Constraints due to young children	4	6%
Unplanned hike	4	6%
Arrived later than planned	3	5%
Time constraints	3	5%
Time constraints due to flight times	3	5%
Drive was shorter than expected	2	3%
Stargazing	2	3%
Taking photographs	2	3%
Visitor Center closed, unsure where to go/what to do	2	3%
Car problems	1	2%
Illness	1	2%
Lack of information/talks/tours	1	2%
Needed bathrooms	1	2%
Park bigger than expected	1	2%
Stayed longer to see sunset	1	2%
Traffic was heavy	1	2%
Total	62	

*total percentages do not equal 100 due to rounding

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

Locations visited in the park

Question 6a

On this visit to Haleakalā National Park, please check all park locations that you visited at sunrise.

Results:

- 67% of visitor groups specified locations they visited within the park at sunrise (see Figure 30). Visitor groups most commonly visited the following locations at sunrise:
- 81% Haleakalā Visitor Center (see Figure 31).
- 52% Pu'u'u'ula'ula Summit.
- 27% Kalahaku Overlook.
- 19% Headquarters Visitor Center.
- 19% Leleiwi Overlook.
- 8% Sliding Sands Trail.
- 8% Sliding Sands Trail.
- No "other" location was listed.

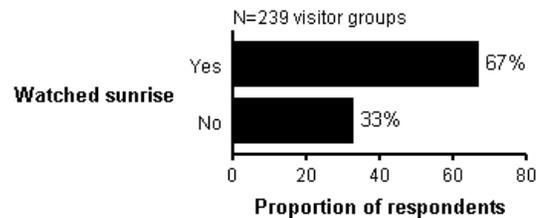


Figure 30. Visitor groups that watched sunrise at locations in the park.

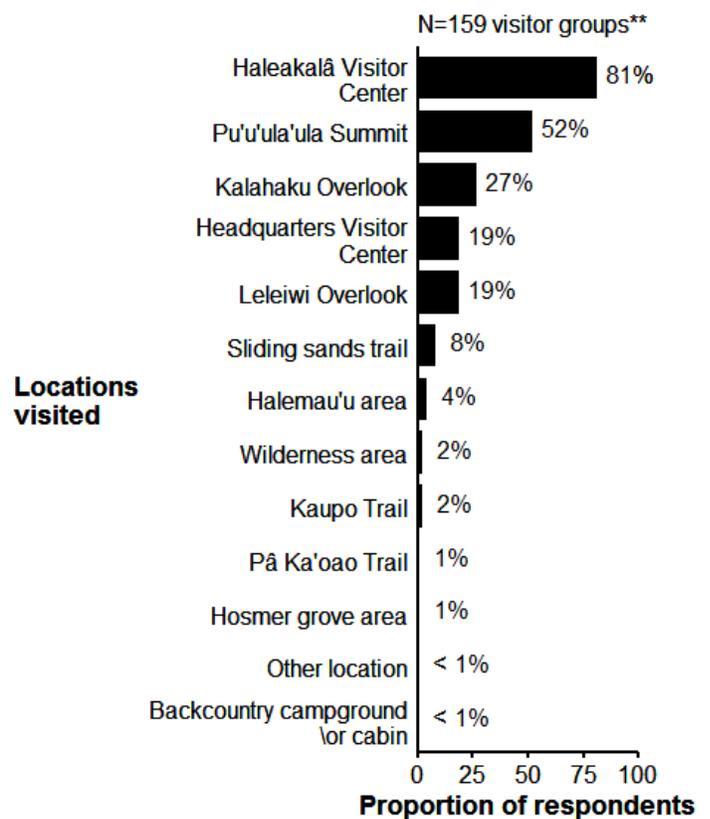


Figure 31. Visitor groups that watched sunrise inside the park.

*total percentages do not equal 100 due to rounding

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

Question 6b

On this visit to Haleakalā National Park, please check all park locations that you visited at sunset.

Results:

- 46% of visitor groups specified locations they visited within the park at sunset (see Figure 32). Visitor groups most commonly visited the following locations at sunset:
- 65% Haleakalā Visitor Center (see Figure 33).
- 64% Pu'u'u'ula'ula Summit.
- 36% Kalahaku Overlook.
- 33% Leleiwi Overlook.
- 26% Headquarters Visitor Center.
- 7% Sliding Sands Trail.

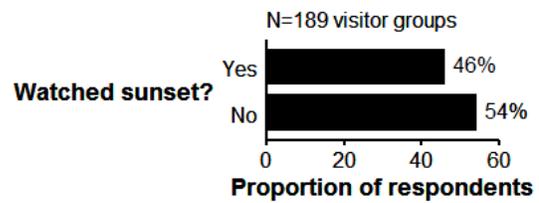


Figure 32. Visitor groups that watched sunset at locations in the park.

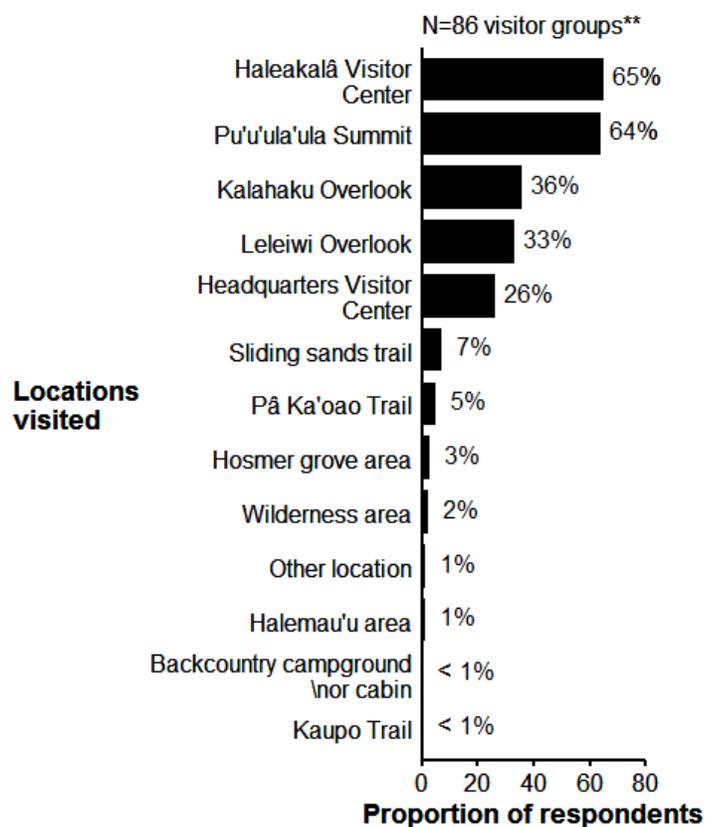


Figure 33. Locations inside the park visited at sunrise.

*total percentages do not equal 100 due to rounding

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

Question 6c

On this visit to Haleakalā National Park, please check all park locations that you visited at other times.

Results:

- 62% of visitor groups specified locations they visited within the park at other times (see Figure 34). Visitor groups most commonly visited the following locations at sunset:
- 65% Haleakalā Visitor Center (see Figure 35).
- 59% Pu'u'u'ula'ula Summit.
- 49% Kalahaku Overlook.
- 43% Leleiwi Overlook.
- 40% Headquarters Visitor Center.
- 28% Sliding Sands Trail.

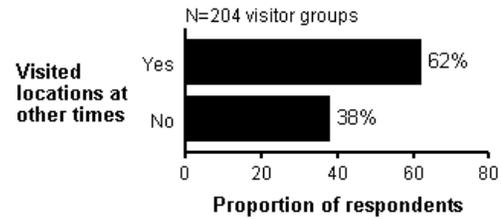


Figure 34. Visitor groups that visited park locations at times other than sunrise or sunset.

Question 6

Backcountry campgrounds or cabins used on this visit to Haleakalā National Park:

- Holua
- Paliku campground

Other locations visited on this visit to Haleakalā National Park:

- Bamboo trail
- Kipahulu Visitor Center
- Pa ka'aoao Trail
- Pipiwai trail
- Seven Sacred Pools/Pools at Ohe'o

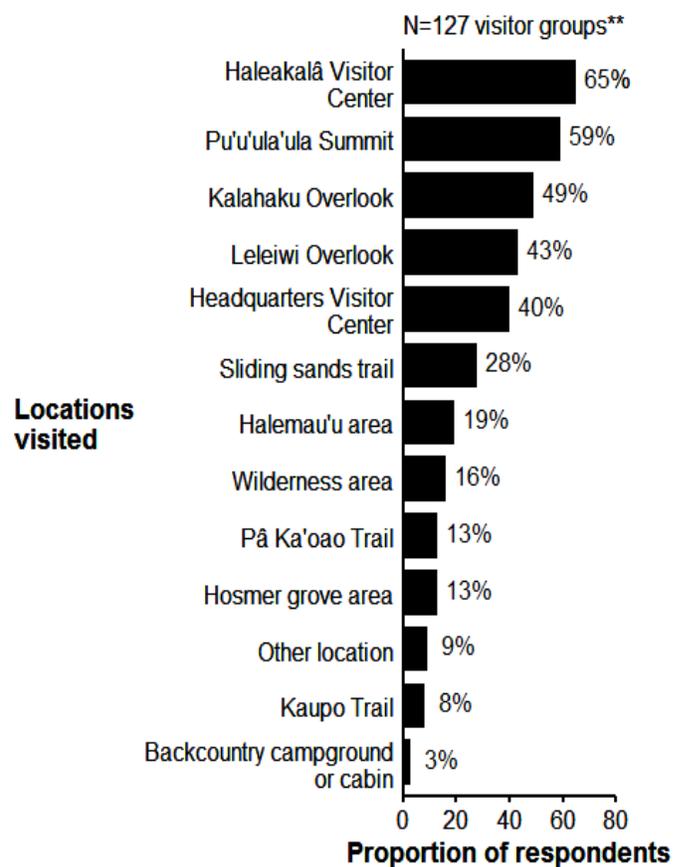


Figure 35. Locations visited in the park at times other than sunrise or sunset.

*total percentages do not equal 100 due to rounding

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

Visitors' experience viewing sunrise and sunset

Question 7a

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

Results:

- 19% of visitor groups were not interested in watching sunrise or sunset. The viewing locations for those who were interested in viewing sunrise or sunset are listed below.
- The most preferred locations at sunrise (see Table 16) were:

- 48% Pu'u'ula'ula Summit.
- 45% Haleakalā Visitor Center.

Table 16. Preferred locations for viewing the sunrise.

Location	Number of comments	Percent of comments (N=144)
Pu'u'ula'ula Summit	69	48%
Haleakalā Visitor Center	65	45%
Kalahaku Overlook	4	3%
Leleiwi Overlook	3	2%
Pa Ka'oa (White Hill)	2	1%
Crater	1	1%
Total	144	100%

- The most common reasons for preferred sunrise locations (see Table 18) were:

- 23% highest, unobstructed viewing point
- 14% beautiful/great views
- 12% best views/overlook
- 8% less crowded/busy, more intimate

- The most preferred locations at sunset (see Table 17) were:

- 75% Pu'u'ula'ula Summit.
- 21% Haleakalā Visitor Center.

Table 17. Preferred locations for viewing the sunset.

Location	Number of comments	Percent of comments (N=77)
Pu'u'ula'ula Summit	58	75%
Haleakalā Visitor Center	16	21%
Kalahaku Overlook	1	1%
Leleiwi Overlook	1	1%
Sliding Sands	1	1%
Total	77	100%

- The most common reasons for preferred sunrise locations (see Table 19) were:

- 28% highest, unobstructed viewing point
- 13% best views/overlook
- 10% beautiful/great views
- 9% panoramic 360-degree view

*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. Reasons for preferred sunrise viewing location.

Reason	Number of comments	Percent of comments (N=173)*
Highest, unobstructed viewing point	39	23%
Beautiful/great views	24	14%
Best views/overlook	21	12%
Less crowded/busy, more intimate	13	8%
Recommended	12	7%
Parking available/convenient	11	6%
Sheltered, out of the cold/wind	7	4%
Panoramic 360 degree views	6	3%
Tour location	5	3%
View from above the clouds	5	3%
View of sunlight in the crater	5	3%
Unaware of other viewing options	4	2%
Easy/convenient access	3	2%
All locations are good	3	2%
Quiet	3	2%
Followed the crowds	2	1%
Top of the world feeling	2	1%
Best view for photography	1	1%
Close to bathrooms, water	1	1%
Close to bike departure	1	1%
Handicapped parking available	1	1%
Ranger program/talk	1	1%
Red Hill was closed	1	1%
Saw it on Pinterest	1	1%
Tradition	1	1%
Total	173	

*total percentages do not equal 100 due to rounding

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

Table 19. Reasons for preferred sunset viewing location.

Reason	Number of comments	Percent of comments (N=96)*
Highest, unobstructed viewing point	27	28%
Best views/overlook	12	13%
Beautiful/great views	10	10%
Panoramic 360 degree view	9	9%
Sheltered, out of the cold/wind	8	8%
Less crowded/busy, more intimate	4	4%
Recommended	3	3%
View from above the clouds	3	3%
Best view for photography	2	2%
Easy/convenient access	2	2%
Tour location	2	2%
Unaware of other viewing options	2	2%
View from car	2	2%
Close to bathrooms, water	1	1%
Close to sky, stars, moon	1	1%
Followed signs	1	1%
Good trail, short distance before dark	1	1%
No preference	1	1%
Parking available/convenient	1	1%
Quiet	1	1%
Top of the world feeling	1	1%
View of observatory in background	1	1%
View of sunlight in crater	1	1%
Total	96	

*total percentages do not equal 100 due to rounding

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

Question 8a

Where was the location that you first attempted to gain access to watch SUNRISE?

Results:

- 66% of visitor groups indicated locations at which they first attempted to gain access for viewing the sunrise (see Figure 36). The most common locations used for viewing sunrise were:
- 54% Haleakalā Visitor Center (see Figure 37).
- 38% Pu'u'ula'ula Summit.
- No "other" locations (1%) were listed.

Question 8b

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

Results:

- 17% of visitor groups that came into the park by tour bus and did not have to find parking (see Figure 38). Of visitor groups who needed to find parking:
- 78% of visitor groups spent five minutes or less looking for parking at the location they first attempted to use to watch the sunrise (see Figure 39).
- 12% spent more than 10 minutes to find parking.
- 10% spent 6-10 minutes to find parking.

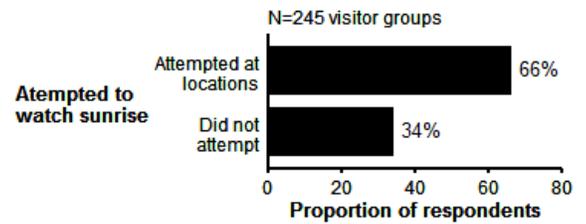


Figure 36. Visitor groups that did not attempt to watch the sunrise.

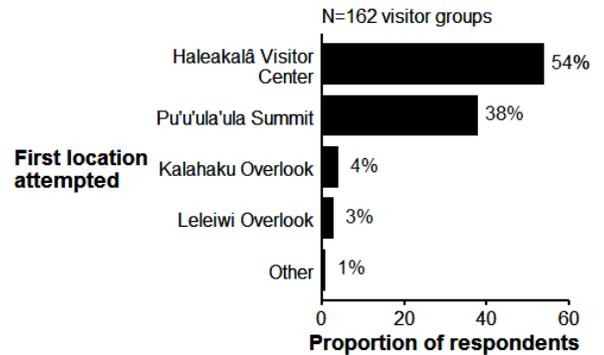


Figure 37. Locations that visitors first attempted to use to watch sunrise.

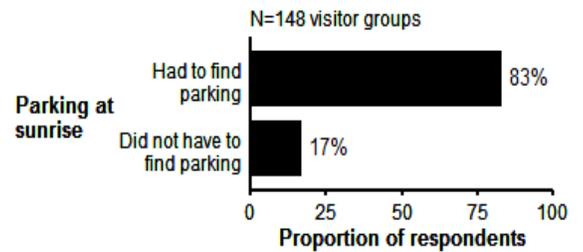


Figure 38. Visitor groups that came into the park by tour bus at sunrise and did not have to find parking.

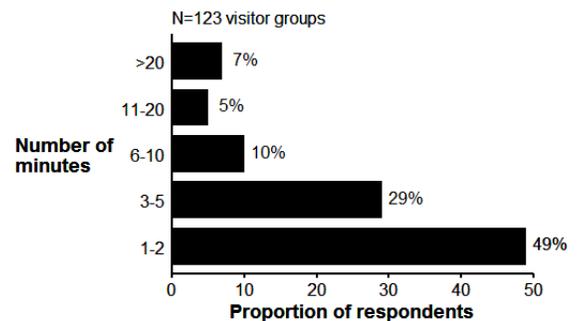


Figure 39. Number of minutes spent looking for parking at the first location attempted to watch sunrise.

*total percentages do not equal 100 due to rounding

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

Question 8c

Were you able to find parking at this location?

Results:

- 92% of visitor groups were able to find parking at the first location they attempted to view sunrise (see Figure 40).

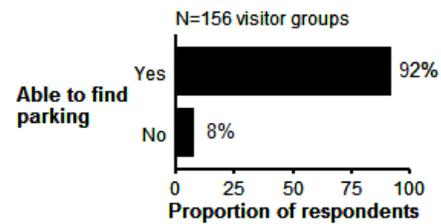


Figure 40. Visitor groups that were able to find parking at the first location attempted to view sunrise.

Question 8d

If NO, what did you do?

Results:

- Visitor groups that were not able to find parking at the first location they attempted to view sunrise (see Figure 41) did the following:
- 92% went to another location inside the park. These “other” locations inside the park included:
 - Kalahaku Overlook
 - Pu'u'ula'ula/Red Hill Observatory/Summit
 - Haleakalā Visitor Center
 - Lower parking lot
- 8% gave up and did not watch the sunrise.

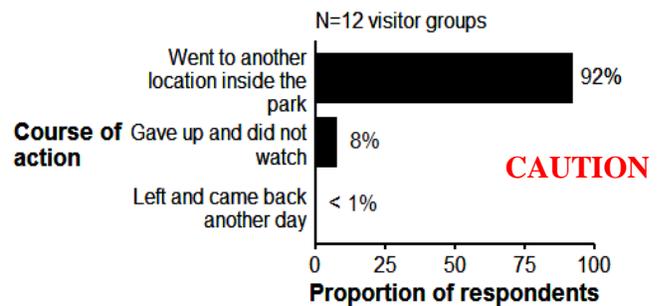


Figure 41. Course of action taken by visitor groups that were not able to find parking at the first location attempted to view sunrise.

*total percentages do not equal 100 due to rounding

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

Question 9a

Where was the location that you first attempted to gain access to watch SUNSET?

Results:

- 47% of visitor groups did not attempt to watch the sunset (see Figure 42). The most common locations used for viewing sunset were:
- 58% Pu'u'ula'ula Summit.
- 36% Haleakalā Visitor Center (see Figure 43).
- 2% Leleiwi Overlook.
- 1% Kalahaku Overlook.
- No "other" locations were listed.

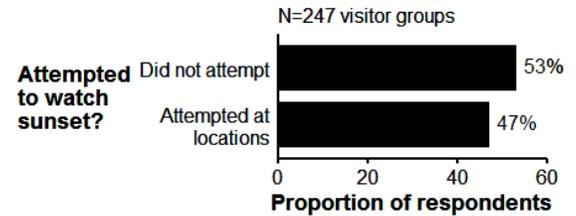


Figure 42. Visitor groups that did not attempt to watch the sunset.

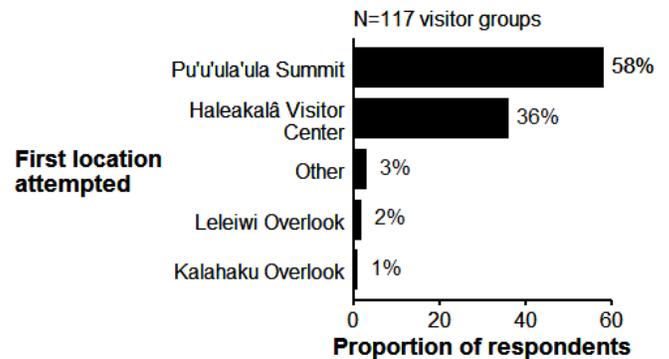


Figure 43. First location visitor groups attempted to use to view the sunset.

Question 9b

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

Results:

- 21% of visitor groups that came into the park by tour bus and did not have to find parking (see Figure 44). Of visitor groups who needed to find parking:
- 85% spent five minutes or less (see Figure 45).
- 10% spent more than 10 minutes.
- 6% spent 6-10 minutes.

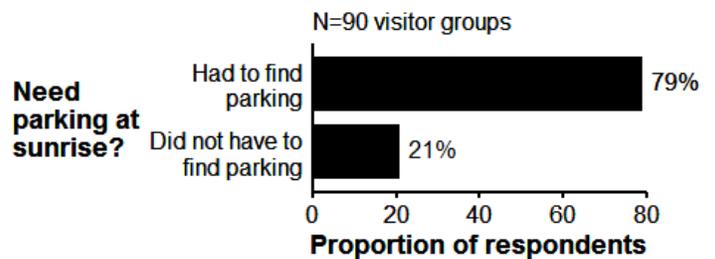


Figure 44. Visitors that came in by tour bus and did not have to find parking.

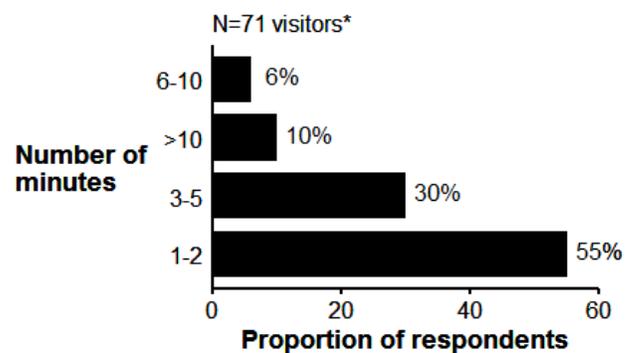


Figure 45. Number of minutes visitor groups spent trying to find parking at the first location attempted to view sunset.

*total percentages do not equal 100 due to rounding

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

Question 9c

Were you able to find parking at this location?

Results:

- 94% of visitor groups were able to find parking at sunset (see Figure 46).

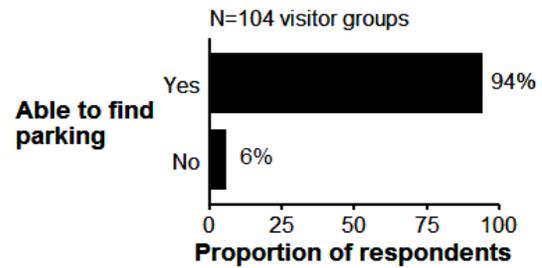


Figure 46. Visitor groups able to find parking at this location

Question 9d

If NO, what did you do?

Results:

- Visitor groups that were not able to find parking at the first location they attempted to view sunset did the following:
- 83% went to another location inside the park (see Figure 47). These “other” locations inside the park included:
 - Lower level parking
 - Haleakalā Visitor Center
 - Parked illegally
- 17% left and came back another day.

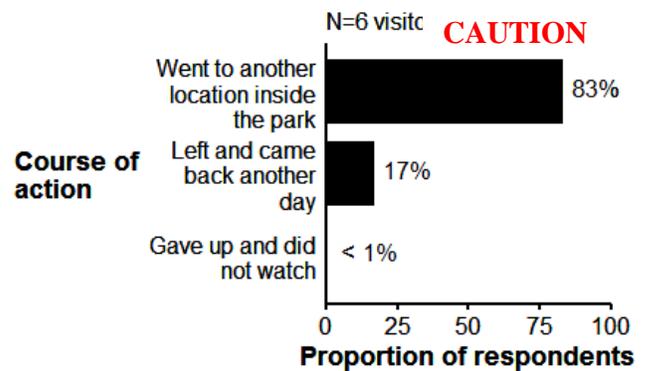


Figure 47. Course of action taken by visitor groups that were not able to find parking at the first location attempted to watch sunset.

*total percentages do not equal 100 due to rounding

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

Question 10

Visitor groups that did not watch sunrise or sunset.

Results:

- 80% of visitor groups watched sunrise or sunset at a location inside the park (see Figure 48).

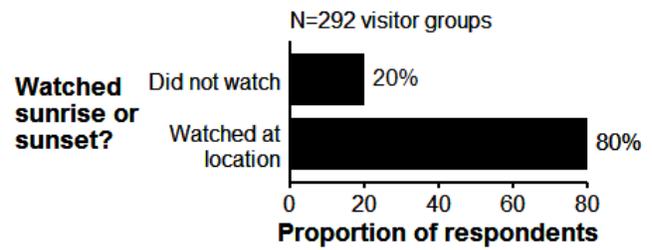


Figure 48. Visitor groups that did not watch sunrise or sunset.

Question 10a

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

Results:

- Of visitor groups that successfully watched the sunrise at a location inside the park:
- 56% watched at Haleakalā Visitor Center (see Figure 49).
- 32% watched at Pu’u’ula’ula Summit.
- 7% watched at Kalahaku Overlook.
- 3% watched at Leleiwi Overlook.
- “Other” locations (3%) used included:
 - Kipahulu

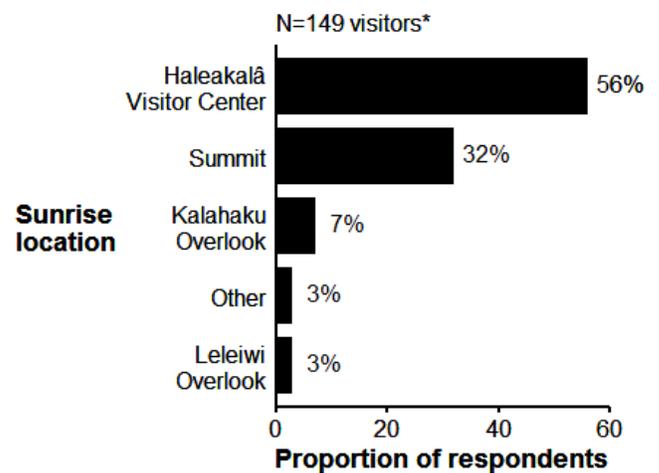


Figure 49. First locations used by visitor groups to watch sunrise successfully.

*total percentages do not equal 100 due to rounding

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

Question 10b

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

Results:

- Of visitor groups that successfully watched the sunset at a location inside the park:
- 69% watched at Pu’u’ula’ula Summit (see Figure 50).
- 28% watched at Haleakalā Visitor Center.
- 1% watched at Leleiwi Overlook.
- “Other” locations (2%) used included:

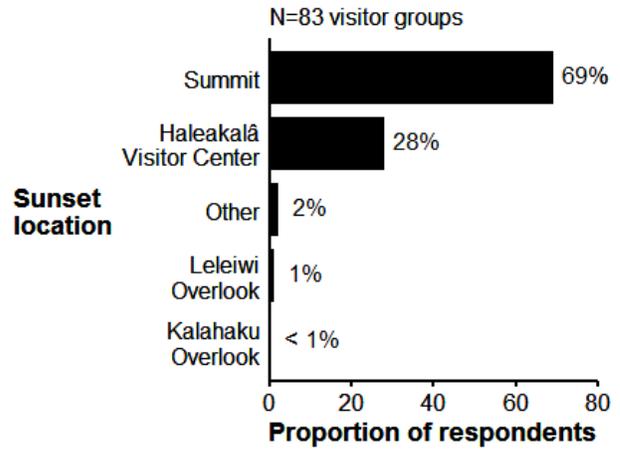


Figure 50. First locations used by visitor groups to watch sunset successfully.

*total percentages do not equal 100 due to rounding

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

Activities this visit

Question 5a

Please mark all activities that you participated in at Haleakalā National Park during this visit.

Results:

- Of the activities available in the park visitor groups most commonly engaged in:
- 96% general sightseeing (see Figure 51).
- 58% photography/drawing/painting, etc.
- 44% viewing exhibits in visitor centers.
- 39% hiking for less than one hour.
- 20% shopping in park gift shops.
- 19% hiking one hour or more.
- “Other” activities (6%) included:
 - Swimming
 - Rock throwing
 - See park flora
 - Use restrooms
 - View crater.
- Camping (2%) locations used included:
 - Hosmer Grove
 - Paliku
- Ranger-led programs attended (1%) included:
 - Sunrise talk
 - Volunteering with Adrian Boone

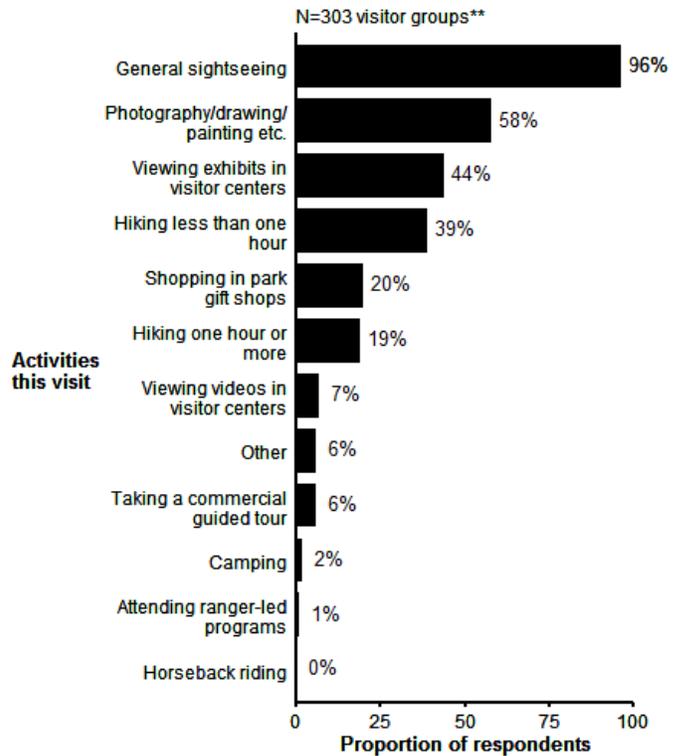


Figure 51. Activities that visitor groups participated in during this visit to the park.

*total percentages do not equal 100 due to rounding

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

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

Question 11

Compared to what you expected, how crowded did you feel at *the first location you used to watch the sunrise?*

Results:

- Compared to what was expected, visitor groups felt that crowding at sunrise was:
- 59% more crowded than they expected (see Figure 52).
- 35% about what they expected.
- 7% less crowded than they expected.

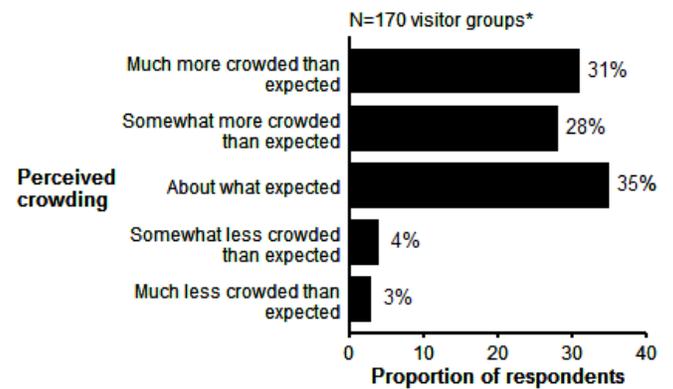


Figure 52. Crowding at the first location visitor groups used to watch sunrise.

Compared to what you expected, how crowded did you feel at *the first location you used to watch the sunset?*

Results:

- Compared to what was expected, visitor groups felt that crowding at sunset was:
- 38% about what they expected (see Figure 53).
- 34% less crowded than they expected.
- 27% more crowded than they expected.

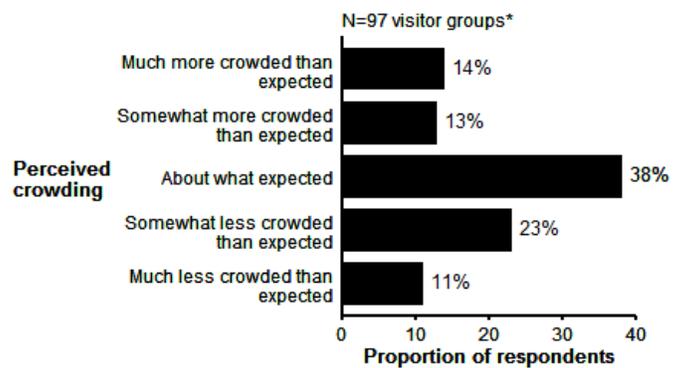


Figure 53. Crowding at the first location visitor groups used to watch sunset.

*total percentages do not equal 100 due to rounding

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

Compared to what you expected, how crowded did you feel in *the park in general*?

Results:

- Compared to what was expected, visitor groups felt that crowding in the park in general was:
- 41% about what they expected (see Figure 54).
- 36% less crowded than they expected.
- 22% more crowded than they expected.

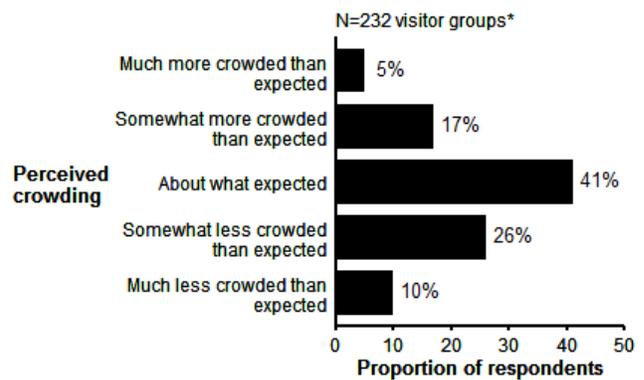


Figure 54. Crowding at the first location visitor groups used to watch in the park in general.

*total percentages do not equal 100 due to rounding

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

Effect of crowding at locations

Question 12a

How did the crowding level at the first location you used to watch SUNRISE affect your visit?

Results:

- 61% of visitor groups indicated that crowding at sunrise had no effect on their visit (see Figure 55).
- 31% of visitor groups indicated that crowding at sunrise detracted from their visit. Explanations of how crowding detracted from visitor groups’ visit are listed in Table 20.
- 8% of visitor groups indicated that crowding at sunrise enhanced their visit

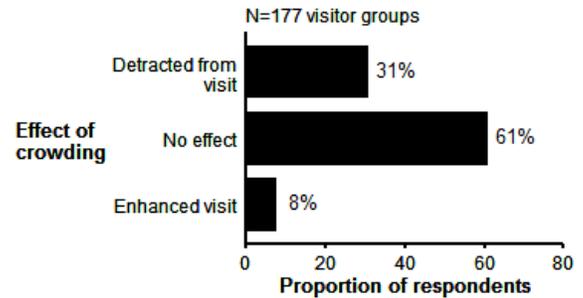


Figure 55. Effect of crowding at locations used by visitors to watch sunrise.

Table 20. How crowding detracted from visitor groups’ visit at sunrise.

Reason	Number of comments	Percent of comments (N=73)
Views blocked by others	18	25%
Noisy/loud/rude behavior	14	19%
Difficult to get good pictures	7	10%
Planned arriving early for good view	7	10%
Parking limitations created problems/missed viewing	6	8%
Less private/intimate/peaceful than preferred	5	7%
Driver couldn't stay with group due to parking	2	3%
Bumped/jostled by crowd	2	3%
Length of entrance line caused delay to get view	2	3%
Vehicle blocked in by other vehicles	2	3%
Connecting with people at wonderful moment was powerful	1	1%
Difficult to find a viewing spot	1	1%
Good to see crowds interested in nature	1	1%
Not crowded; able to see everything	1	1%
People respectful and helpful	1	1%
Realized we could go to summit	1	1%
Walked out of our way up trail to avoid crowds	1	1%
Yelled at for climbing fence to see	1	1%
Total	73	

*total percentages do not equal 100 due to rounding

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

Question 12b

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

Results:

- 79% of visitor groups indicated that crowding at sunset had no effect on their visit (see Figure 56).
- 10% of visitor groups indicated that crowding at sunset detracted from their visit. Explanations of how crowding detracted from visitor groups’ visit are listed in Table 21.
- 10% of visitor groups indicated that crowding at sunset enhanced their visit

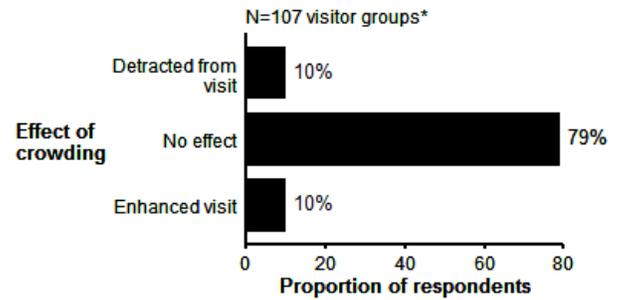


Figure 56. Effect of crowding at locations used by visitors to watch sunset.

Table 21. How crowding detracted from visitor groups’ visit at sunset.

Reason	Number of comments	Percent of comments (N=22)
Planned arriving early for good view	4	18%
Able to see everything with fewer (less) crowds	3	14%
Difficult to find viewing spot	2	9%
Met interesting people	2	9%
Noisy/loud rude behavior	2	9%
Views blocked by others	2	9%
Able to take good photographs with less crowds	1	5%
Difficult to get good pictures	1	5%
Good to see crowds interested in nature	1	5%
Less private/intimate/peaceful than preferred	1	5%
Quiet with no crowds	1	5%
Too many people for wilderness area	1	5%
Walked out of our way to avoid crowds	1	5%
Total	22	

*total percentages do not equal 100 due to rounding

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

Question 12c

How did the crowding level at the park in general affect your visit?

Results:

- 85% of visitor groups indicated that crowding in the park in general had no effect on their visit (see Figure 57).
- 8% of visitor groups indicated that crowding in the park in general detracted from their visit. Explanations of how crowding detracted from visitor groups' visit are listed in Table 22.
- 7% of visitor groups indicated that crowding in the park in general enhanced their visit.

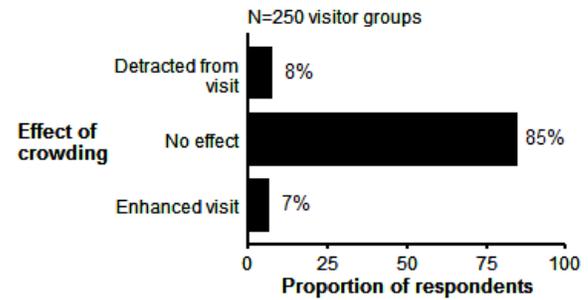


Figure 57. Effect of crowding in the park in general.

Table 22. How crowding detracted from visitor groups' visit in the park in general.

Reason	Number of comments	Percent of comments (N=41)
Expected crowds/planned accordingly	6	15%
Noisy/loud/rude behavior	6	15%
Not crowded; available parking, no delays, enjoyable drive	5	12%
Not crowded; able to see everything	3	7%
Length of entrance line caused delay to get view/missed sunrise	2	5%
Not crowded; able to feel wilderness solitude/peaceful	2	5%
Not crowded; easy to take photographs	2	5%
Not crowded; less/no people on trails	2	5%
Almost did not see sunrise	1	2%
Beauty made up for minor annoyance of crowds	1	2%
Bicycles were precarious and rude	1	2%
Bumped/jostled by crowd	1	2%
Crowds limited our access with our toddler	1	2%
Crowds made leaving difficult	1	2%
Difficult to get good pictures	1	2%
Difficult to walk around	1	2%
Extra time to travel up road and park	1	2%
Lack of parking kept area nice	1	2%
Parking available after sunrise crowd left	1	2%
Too crowded at the crater	1	2%
Too crowded to enjoy	1	2%
Total	41	

*total percentages do not equal 100 due to rounding

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

Safety concerns this visit

Question 15a

Did you or anyone in your personal group have any safety concerns while visiting Haleakalā National Park at sunrise?

Results:

- 91% of visitor groups did not have safety concerns while visiting at sunrise (see Figure 58).
- 9% of visitor groups did have safety concerns while visiting at sunrise. Safety concerns at sunrise include:
 - Bikers on road dangerous
 - Cold weather
 - Difficult to see/walk at night.
 - Double/erratic parking caused road blockage/dangerous conditions
 - Drive up is scary
 - Elevation change triggers migraine
 - Install guard rails for safety
 - People passing on one lane road
 - Visitors walking off-trail/climbing mountains outside viewing areas
 - Walking

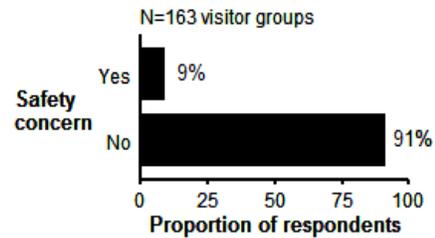


Figure 58. Safety concerns while visiting the park at sunrise.

Did you or any one in your personal group have any safety concerns while visiting Haleakalā National Park at sunset?

Results:

- 92% of visitor groups did not have safety concerns while visiting at sunset (see Figure 59).
- 8% of visitor groups did have safety concerns while visiting at sunset. Safety concerns at sunset include:
 - Altitude
 - Install guard rails for safety
 - Visitors walking off-trail/climbing mountains outside viewing areas

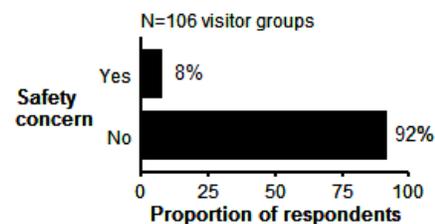


Figure 59. Safety concerns while visiting the park at sunset.

*total percentages do not equal 100 due to rounding

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

Did you or any one in your personal group have any safety concerns while visiting Haleakalā National Park in the park in general?

- 87% of visitor groups did not have safety concerns in the park in general (see Figure 60).
- 13% of visitor groups did have safety concerns in the park in general. Safety concerns in the park in general include:
 - Altitude sickness
 - Bikers on road dangerous
 - Cars driving over speed limit
 - Dangerous road
 - Double/erratic parking causes road blockage/dangerous conditions
 - Downhill traffic driving too fast, drifting into other lane
 - Feared rental car would not make drive
 - Install guard rails for safety
 - Install lighting on roadway
 - Lack of emergency phones
 - Motion sickness from road
 - Narrow, winding road with sharp curves, heavy traffic
 - Need bathroom facilities
 - Provide drinking water
 - Smaller tour buses
 - Unsafe drivers, tour buses and cars
 - Walking to summit from parking

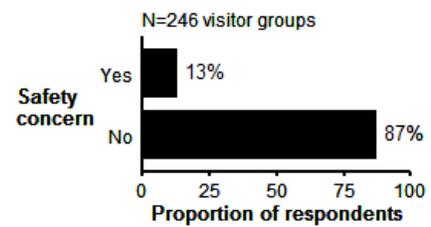


Figure 60. Safety concerns in the park in general.

*total percentages do not equal 100 due to rounding

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

Traffic congestion affecting visit

Question 17

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

Results:

- 73% of visitor groups did not encounter traffic congestion that affected their visit (see Figure 61).
- Locations where visitor groups experienced traffic congestion (27%) are summarized in Table 23.

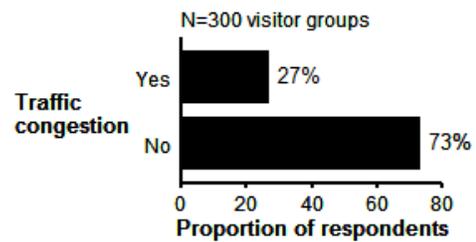


Figure 61. Visitor groups that experienced traffic congestion in the park.

Table 23. Locations where visitor groups experienced traffic congestion.

Reason	Number of comments	Percent of comments (N=85)
Entrance/ticket gate	43	51%
Parking lots/summit/Visitor Center parking lots	16	19%
On the road (downhill after visit)	7	7%
On the road (slow drivers, drivers taking pictures)	5	6%
On the road (traffic)	5	6%
On the road (bicycles/bike van)	4	5%
Summit	2	2%
Bicycle ride trail halfway down	1	1%
Paying for parking	1	1%
Right before Haleakala Visitor Center	1	1%
Total	85	

*total percentages do not equal 100 due to rounding

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

Parking problems this visit**Question 18a**

During this trip to Haleakalā National Park, did you encounter any parking problems that affected your visit?

Results:

- 89% of visitor groups did not experience parking problems that affected their visit (see Figure 62).
- Locations where visitor groups experienced parking problems (11%) included:
 - Entrance/ticket gate
 - Had to go to second lot
 - Haleakalā Visitor Center
 - Hosmer Grove
 - Overlook parking at Kalahaku
 - Summit
 - Visitor Center

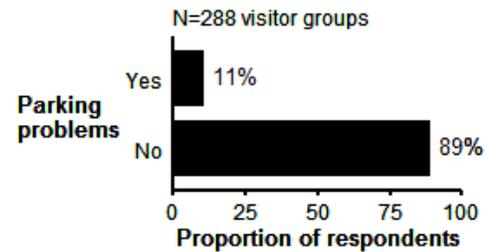


Figure 62. Visitor groups that experienced parking problems that affected their visit.

Question 18b

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

Results:

- Parking problems that affected visitor groups' visit include:
 - Blocked in our parking spot
 - Cars parked in bus lane blocked in
 - Could not leave/explore or would lose parking
 - Finding a parking place took more time than expected
 - Had to go to numerous parking lots
 - Had to wait for a spot to open up
 - No parking space available; parked illegally
 - No parking spaces so I got out of car & recorded it for my family
 - Parking lots full/no spots available
 - Vehicles double/triple parked in lot and along road
 - Vehicles occupying more than one parking space

*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

Time willing to spend to find parking in future

Question 4

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?

Results:

- 30% of visitor groups would be willing to spend 11 to 20 minutes (see Figure 63).
- 27% of visitor groups would be willing to spend 6 to 10 minutes.
- 25% of visitor groups would be willing to spend five minutes or less.
- 10% of visitor groups would be willing to spend 20 to 30 minutes.
- 8% of visitor groups would be willing to spend more than 30 minutes.

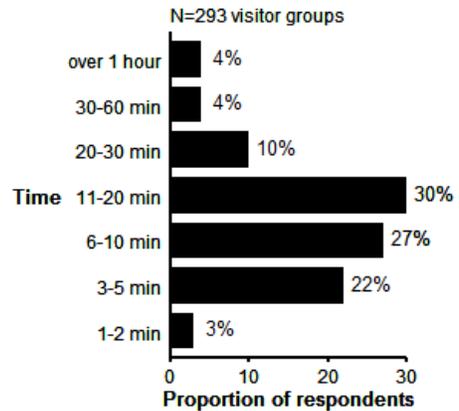


Figure 63. Length of time that visitors would be willing to spend to find parking on a future visit.

Support for management options

Question 19

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 management options.

Results:

- Option 1: Limit the number of vehicles on a first come first serve basis; when a maximum level is reached, entry may be denied.
 - 53% of visitor groups oppose or strongly oppose Option 1 (see Figure 64).
 - 30% of visitor groups support or strongly support Option 1.
 - 18% of visitor groups neither support nor oppose Option 1.

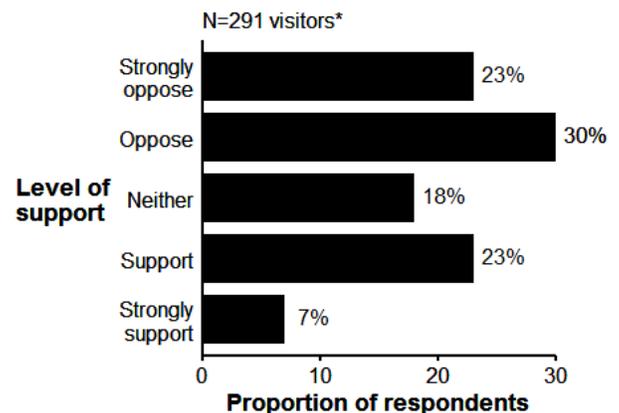


Figure 64. Visitor group support for management Option 1.

*total percentages do not equal 100 due to rounding

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

- **Option 2:** A shuttle bus system to take visitors to major viewpoints. Visitors may be asked to park vehicles in designated areas only.
 - 63% of visitor groups support or strongly support Option 2 (see Figure 65).
 - 21% of visitor groups oppose or strongly oppose Option 2.
 - 16% of visitor groups neither support nor oppose Option 2.

- **Option 3:** Require prior reservations for vehicles to access high-demand areas at certain times of the day (such as sunrise or sunset).
 - 43% of visitor groups support or strongly support Option 3 (see Figure 66).
 - 41% of visitor groups oppose or strongly oppose Option 3.
 - 16% of visitor groups neither support nor oppose Option 3.

- **Option 4:** Require a minimum occupancy for certain vehicles (like carpool lanes on the highway).
 - 57% of visitor groups oppose or strongly oppose Option 4 (see Figure 67).
 - 15% of visitor groups support or strongly support Option 4.
 - 28% of visitor groups neither support nor oppose Option 4.

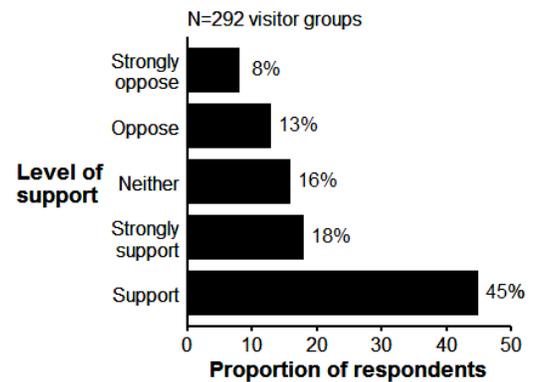


Figure 65. Visitor group support for management Option 2.

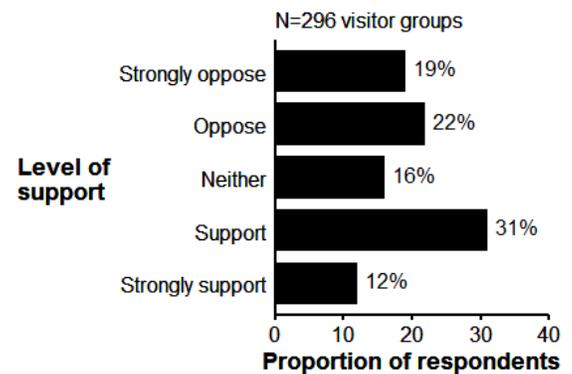


Figure 66. Visitor group support for management Option 3.

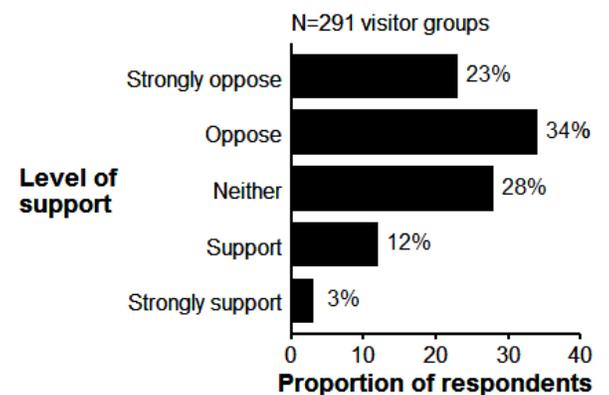


Figure 67. Visitor group support for management Option 4.

*total percentages do not equal 100 due to rounding

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

Option 5: 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).

- 47% of visitor groups support or strongly support Option 5 (see Figure 68).
- 38% of visitor groups neither support nor oppose Option 5.
- 15% of visitor groups oppose or strongly oppose Option 5.

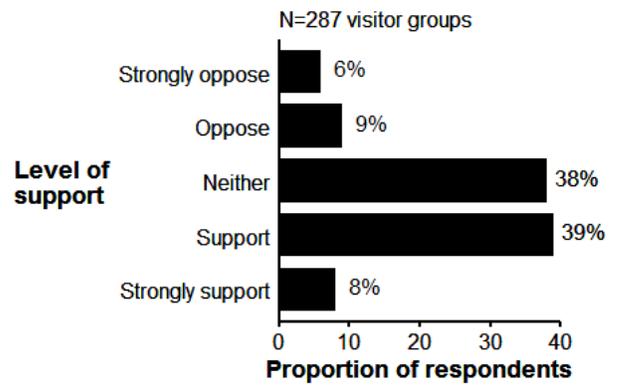


Figure 68. Visitor group support for management Option 5.

*total percentages do not equal 100 due to rounding

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

Recommended locations for additional services, signage or facilities

Question 20

We would like your opinion regarding where additional services, signage or facilities may be needed within Haleakalā National Park. Please indicate where additional services or facilities would help to enhance your visit experience.

Results

- 77 visitor groups identified locations where additional services, signage, or facilities may be needed within the park. Visitor groups were allowed to identify as many locations that would benefit from additional services/signage/facilities as they wanted. This resulted in 182 total locations being marked by the respondents (see Figure 69).

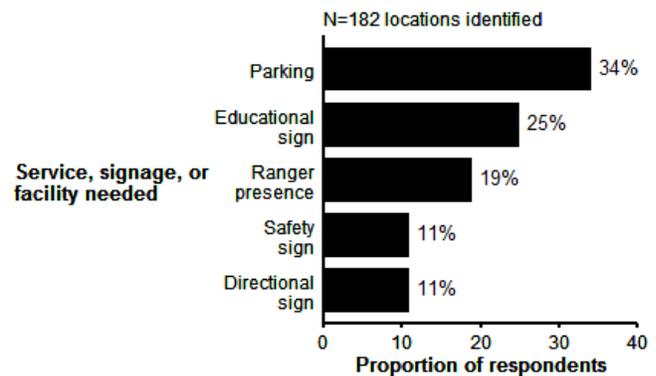


Figure 69. Proportions of services, signage, and facilities needed by visitor groups.

- 34% of the locations identified would benefit from additional parking.
- 25% of the locations identified would benefit from additional educational signage.
- 19% of the locations identified would benefit from additional ranger presence.
- 11% of the locations identified would benefit from additional safety or emergency signage.
- 11% of the locations identified would benefit from additional directional signage.
- Figures 70-72 show the suggested locations for additional services, signage, and facilities at different locations inside the park. Figures 73-77 show each additional service or facility which would help to enhance your visit experience.

*total percentages do not equal 100 due to rounding

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

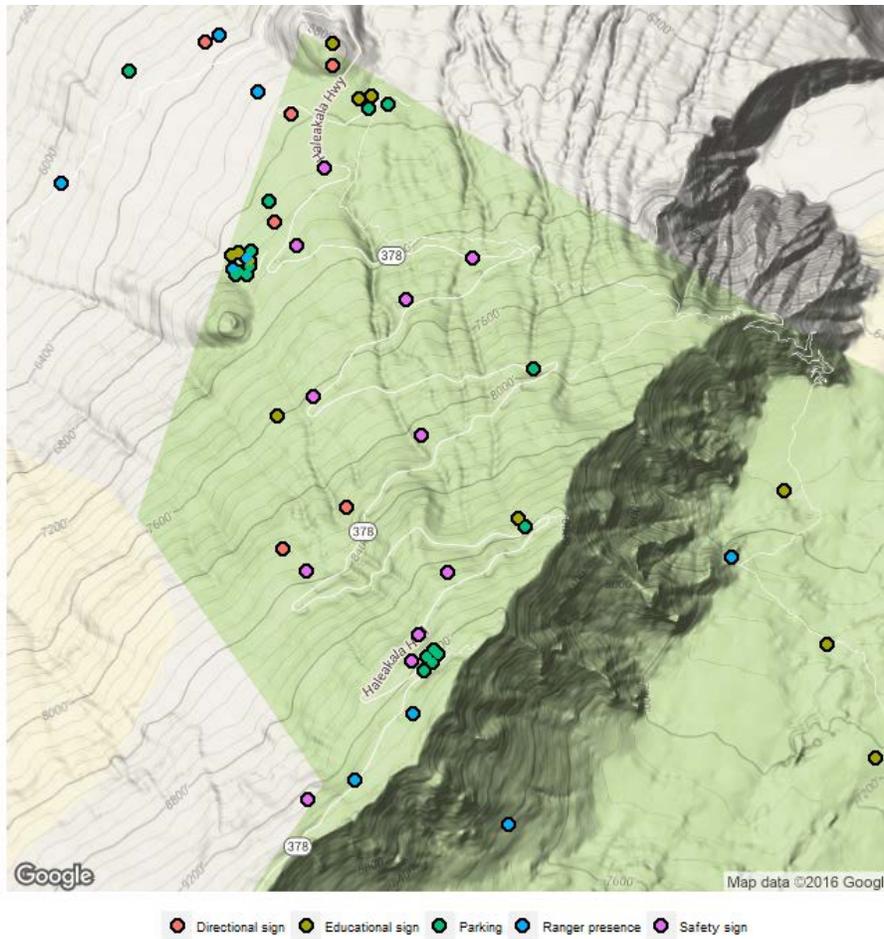


Figure 70. Suggested locations for services, signage, and facilities along the Haleakalā Highway between the park entrance and the Haleakalā Visitor Center.

*total percentages do not equal 100 due to rounding

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

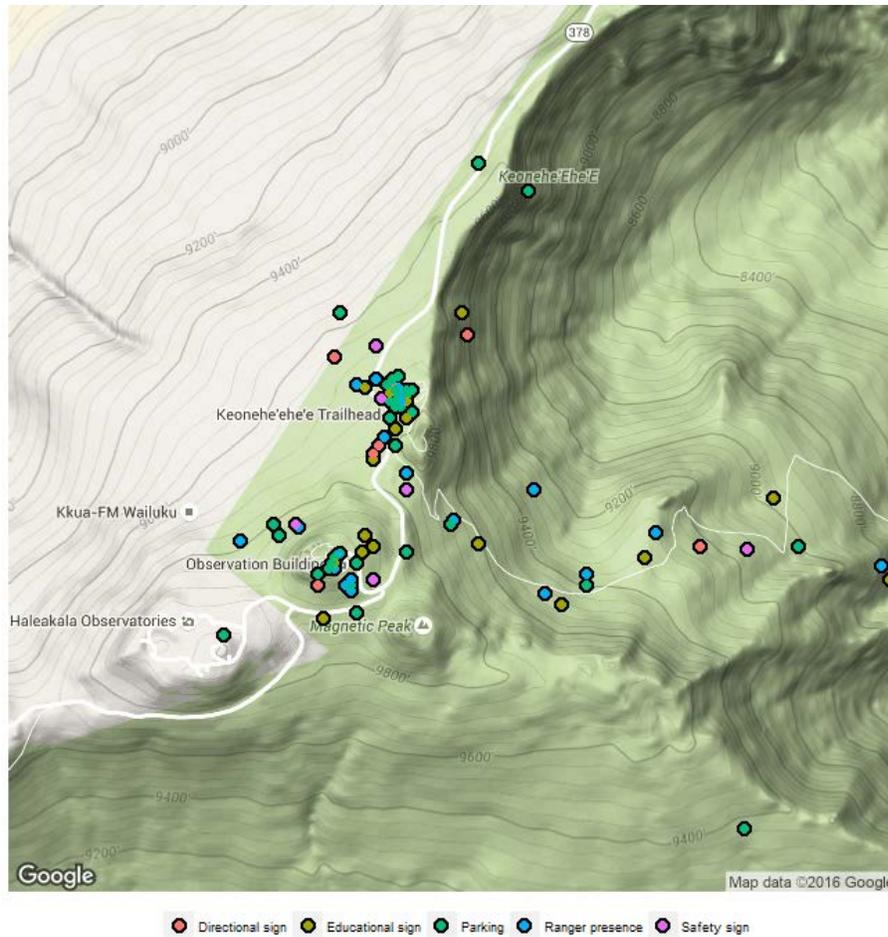


Figure 71. Services, signage, and facilities needed in area around the Haleakalā Visitor Center and the Summit. The highest concentration is at the Summit, the Haleakalā Visitor Center, and along the Sliding Sands Trail.

*total percentages do not equal 100 due to rounding

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



Figure 72. Services, signage, and facilities along the Haleakalā Highway between the park entrance and the Kipahulu Visitor Center.

*total percentages do not equal 100 due to rounding

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

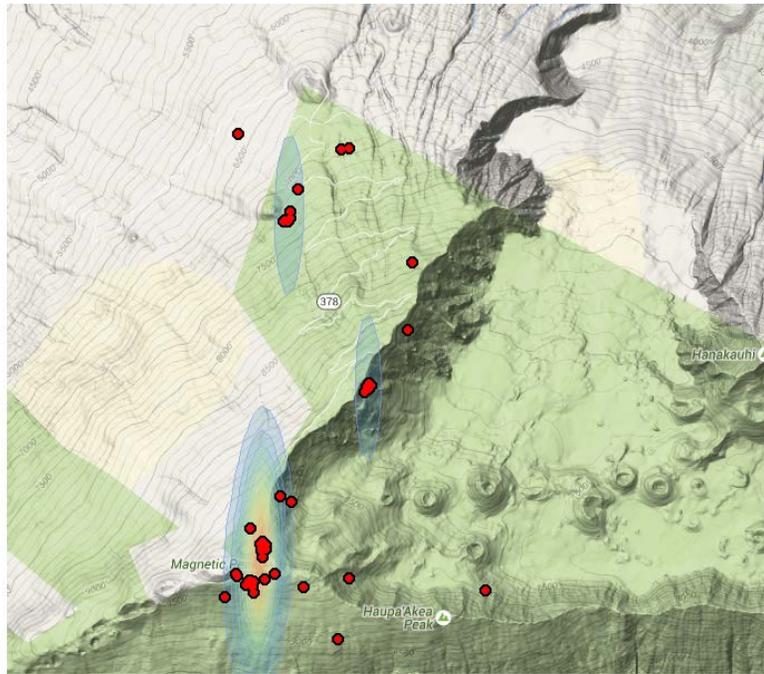


Figure 73. Locations identified by visitor groups where additional parking is needed.

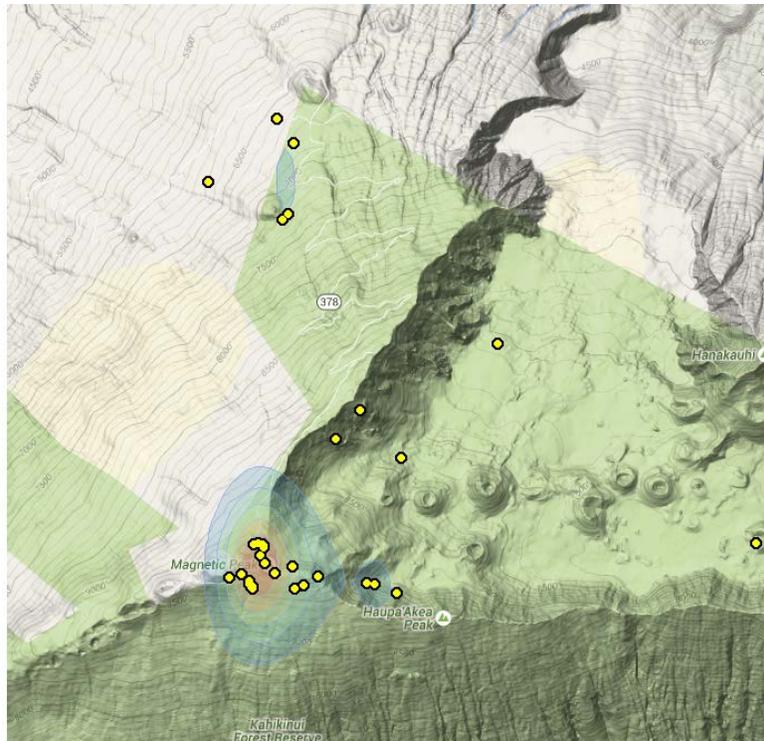


Figure 74. Locations identified by visitor groups where additional ranger presence is needed.

*total percentages do not equal 100 due to rounding

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

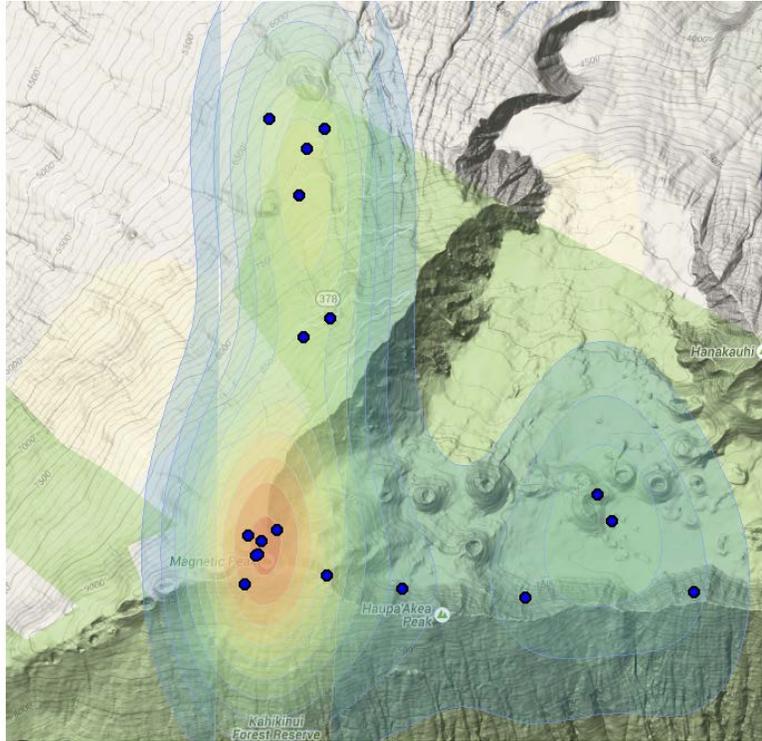


Figure 75. Locations identified by visitor groups where additional directional signage is needed.

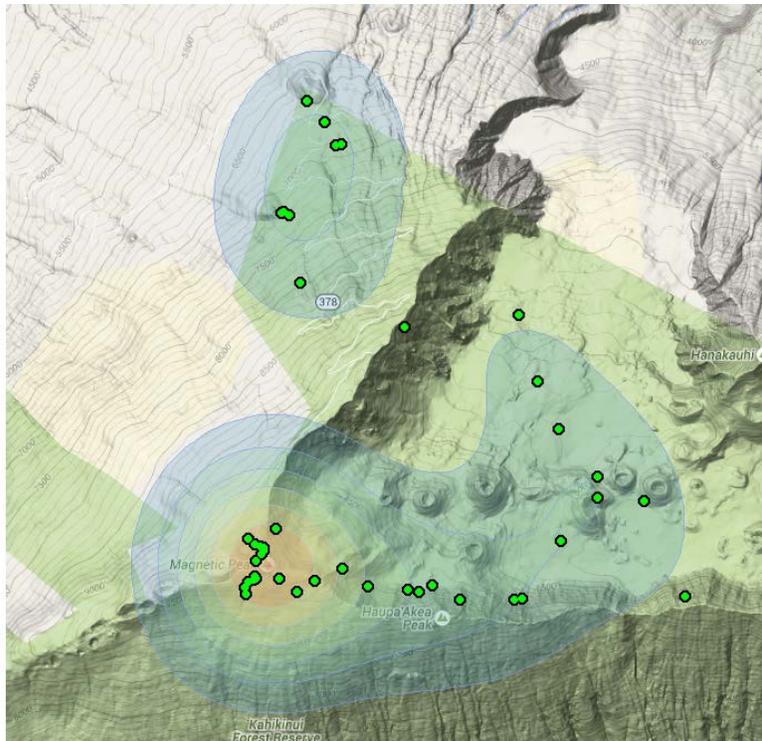


Figure 76. Locations identified by visitor groups where additional educational signage is needed.

*total percentages do not equal 100 due to rounding

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

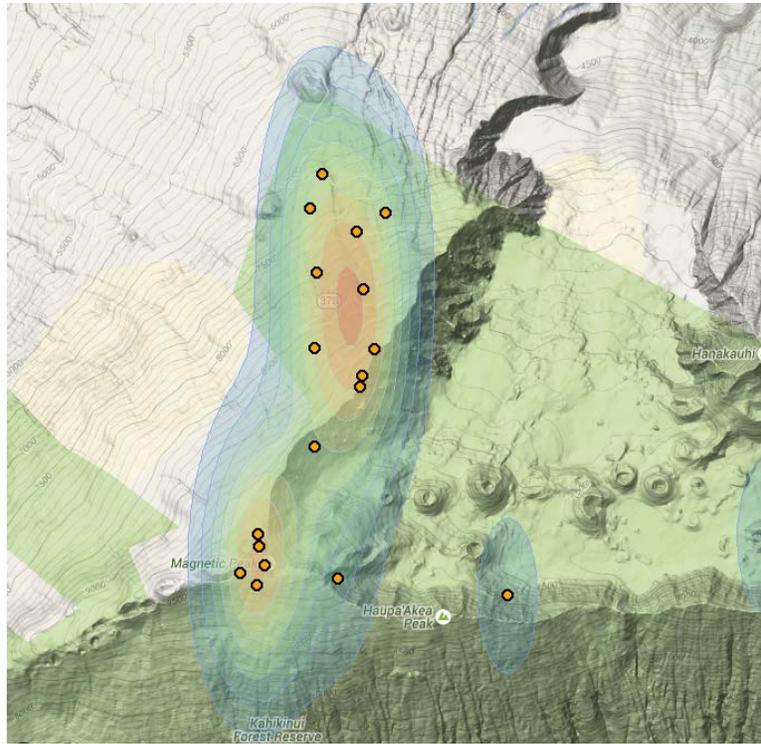


Figure 77. Locations identified by visitor groups where additional safety signage is needed.

*total percentages do not equal 100 due to rounding

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

Services enhance visit experience in the futureQuestion 21a

How would additional parking help enhance your visit experience?

Results

- 68 visitor groups provided valid comments regarding how additional parking would affect the visitor experience. Table 24 summarizes the most common comments about additional parking inside the park.

Table 24. Comments regarding additional parking.

Comment	Number of comments	Percent of comments (N=68)
More parking needed (at Summit, Visitor Center, Halemau'u)	21	31%
More efficient; reduce congestion/waiting/rushing/double/illegal parking	9	13%
More time to enjoy the park	6	9%
Don't affect natural areas with additional parking	5	7%
More visitors would be able to access/enjoy park	5	7%
Everything good as is/unnecessary	4	6%
Quicker/easier parking, closer to view sites	4	6%
Arrived early to avoid parking problems	2	3%
Enhance experience	2	3%
More parking means more cars/people/more crowding	2	3%
Park at entrance, shuttle to sites	2	3%
Directions to overflow lot helpful	1	1%
Eliminate summit parking; additional parking at lower peaks	1	1%
Kipahulu needs more handicap parking	1	1%
Make sunrise more difficult to see at Visitor Center	1	1%
More meaningful and safe visit	1	1%
More pullouts for viewing from different locations	1	1%
Total	68	

*total percentages do not equal 100 due to rounding

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

Question 21b

How would additional educational signage help enhance your visit experience?

Results

- 52 visitor groups commented on how additional educational signage would affect the visitor experience. Table 25 summarizes the comments made regarding additional educational signage inside the park.

Table 25. Comments regarding additional educational signage.

Comment	Number of comments	Percent of comments (N=52)
Additional educational signage would be great	16	31%
More natural history signage (plant labels, geology)	9	17%
Not necessary, well done and thorough	4	8%
Signage for visitors to keep off Silver Sword	3	6%
Hawaiian legends/culture signage	2	4%
More educational signage about history	2	4%
More educational signage for children	2	4%
More learning would enhance our experience	2	4%
Self-directed tours	2	4%
Signage needs updating (old/fading/damaged)	2	4%
Better understanding	1	2%
Make visit more meaningful and safe	1	2%
More educational signage about high altitude	1	2%
More educational signage about park	1	2%
More information	1	2%
Signage was excellent	1	2%
Signs to keep people on the trail	1	2%
Too much signage would be distracting	1	2%
Total	52	

*total percentages do not equal 100 due to rounding

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

Question 21c

How would additional directional signage help enhance your visit experience?

Results

- 44 visitor groups commented on how additional directional signage would affect the visitor experience. Table 26 summarizes the comments made regarding additional directional signage inside the park.

Table 26. Comments regarding additional directional signage.

Comment	Number of comments	Percent of comments (N=44)
Not necessary, good as is	9	20%
More directional signage helpful	6	14%
Signage for hiking trails (direction, location, distance)	6	14%
Better signage about road closures/full parking lots	3	7%
Difficult to see directions in dark; add lights	2	5%
Signage for mileage/directions	2	5%
Direct visitors to go directly to educational center	1	2%
Directional signage in visitor center lot	1	2%
Directional signage when parking unavailable	1	2%
Distances would be more interactive	1	2%
Improve traffic flow	1	2%
Make visit more meaningful and safe	1	2%
Minimize confusion	1	2%
More signage to summit	1	2%
No directional signage	1	2%
Not enough information for tourists	1	2%
Signage for locations to view sunrise/sunset	1	2%
Signage needed to exit after sunrise/sunset	1	2%
Signage to direct traffic to visitor center	1	2%
Signage to Leleiwi	1	2%
Signage to less crowded viewing areas	1	2%
Voluntary - turn around	1	2%
Total	44	

*total percentages do not equal 100 due to rounding

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

Question 21d

How would additional safety or emergency signage help enhance your visit experience?

Results

- 38 visitor groups commented on how additional safety or emergency signage would affect the visitor experience. Table 27 summarizes the comments made regarding additional safety or emergency signage inside the park.

Table 27. Comments regarding additional safety or emergency signage.

Comment	Number of comments	Percent of comments (N=38)
Need more safety/emergency information	9	24%
All was good	8	21%
More guard rails	3	8%
Call boxes for emergency/vehicle trouble	2	5%
Lights for safety	2	5%
Provide information about daily hazards/traffic conditions	2	5%
Ban selfie sticks	1	3%
Feel more secure	1	3%
Internet access	1	3%
Limit bikers	1	3%
Make visit more meaningful and safe	1	3%
More handicapped signage at Kipahulu	1	3%
Need quick response	1	3%
Provide emergency numbers	1	3%
Remoteness of summit feels vulnerable	1	3%
Safety information at parking lot	1	3%
Signs by cabins with contact information	1	3%
Warning signs for curves	1	3%
Total	38	

*total percentages do not equal 100 due to rounding

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

Question 21e

How would additional ranger presence help enhance your visit experience?

Results

- 78 visitor groups commented on how additional ranger presence would affect the visitor experience. Table 28 summarizes the comments made regarding ranger presence inside the park.

Table 28. Comments regarding additional ranger presence.

Comment	Number of comments	Percent of comments (N=78)
Rangers helpful for general and informational questions	31	40%
More rangers needed; at more places, after hours	18	23%
Ranger presence helpful/important	13	17%
Park/visitor safety/security/emergency	8	10%
Good as is	2	3%
In addition to signage	1	1%
Make visit more meaningful	1	1%
More rangers needed at entrance	1	1%
Not necessary	1	1%
One ranger at top, one ranger at bottom	1	1%
Rangers needed at Kipahulu	1	1%
Total	78	

*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 26

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?

Results:

- 87% of visitor groups rated the overall quality as “Good” or “Very good” (see Figure 78).
- 11% of visitor groups rated the overall quality as “Average”.
- 3% of visitor groups rated the overall quality as “Poor” or “Very poor”.

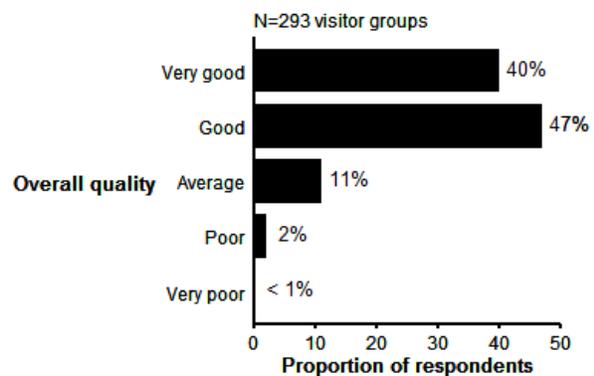


Figure 78. Ratings by visitor groups of the overall quality of facilities, services, and recreational opportunities at the park.

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

Recommendations to park managers

Question 27

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

Results:

- 23% of visitor groups responded to this question. Responses are in five distinct categories: general, facilities, interpretive programs, personnel, and policy management. Summaries of these comments are in Table 29. The complete open-ended comments are in Appendix B.

Additional comments

Question 28

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

Results:

- 28% of visitor groups responded to this question. Table 30 summarizes the comments made by visitor groups into four distinct categories: facilities, general, interpretive programs, and policy management. The complete open-ended comments are in Appendix B.

*total percentages do not equal 100 due to rounding

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

Table 29. Recommendations to park managers that would improve visitor experience

Comment	Number of times mentioned (N=213)
General (10%)	
Everything was perfect/great experience	10
Park was exceptional/beautiful	3
Good job. Keep up good work	2
Other comments	7
Facilities (20%)	
Improve maintenance of restrooms	10
Bathroom facilities at summit	6
More restroom facilities/more locations	6
Install more guardrails	4
Increase number/size of viewing areas	2
More water availability	2
Other comments	12
Interpretive programs (15%)	
Guided tours	2
More/clearer signage on road and trails	2
Provide telescopes for public	2
Signage/displays weathered/old and need replacing	2
More rangers available for educational/safety/cultural information	2
Other comments	23
Personnel (8%)	
More ranger presence for crowd/traffic control	7
More rangers	4
Rangers were helpful, friendly, and informative	3
More staff at entrance to expedite process	2
Rangers to enforce rules about walking/climbing off trail	2
Policy management (46%)	
Extend visitor center hours; open during peak visitor use	29
More parking	9
Shuttles from park entrance; increase parking at the entrance	8
Snack cart/hot drinks/restaurant with view	8
Improve efficiency of entrance fee process	6
Better information to public on park closures	3
Biking on road dangerous; limit number, educate, provide bike lane	3
Expand visitor center/gift shop and exhibits	3
Inform public of wait time at entrance	3
Lights on roadway	3
Reservation system	3
Limit number of vehicles in park	2
More lanes/booths at park entrance for collecting money	2
Reevaluate use of credit cards as payment	2
Signs stating cost of entrance fees; have money ready	2
Other comments	12

*total percentages do not equal 100 due to rounding

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

Table 30. Additional comments provided by visitor groups.

Comment	Number of times mentioned (N=260)
Facilities (7%)	
Clean/well-maintained park	5
Other comments	11
General (71%)	
Enjoyable/great visit	27
Amazing/awesome experience	16
Beautiful	16
Loved it	14
Thank you	13
Awesome/breathtaking/amazing	12
Awesome/beautiful/great park	10
Will return	8
Loved the Native chanting/music	5
Magical	3
Silversword was amazing/interesting	3
Clouds were great	2
Fun	2
Great view	2
Great/stunning sunrise/sunset	2
Parking not a problem	2
Other comments	34
Interpretive (7%)	
Informative and educational	2
Other comments	15
Personnel (6%)	
Rangers were courteous, helpful, engaging	8
Other comments	6
Policy management (9%)	
Maintain and preserve park	5
Extend visitor center hours	4
Cars parked on road/double parking dangerous	2
Shuttle system	2
Other comments	9

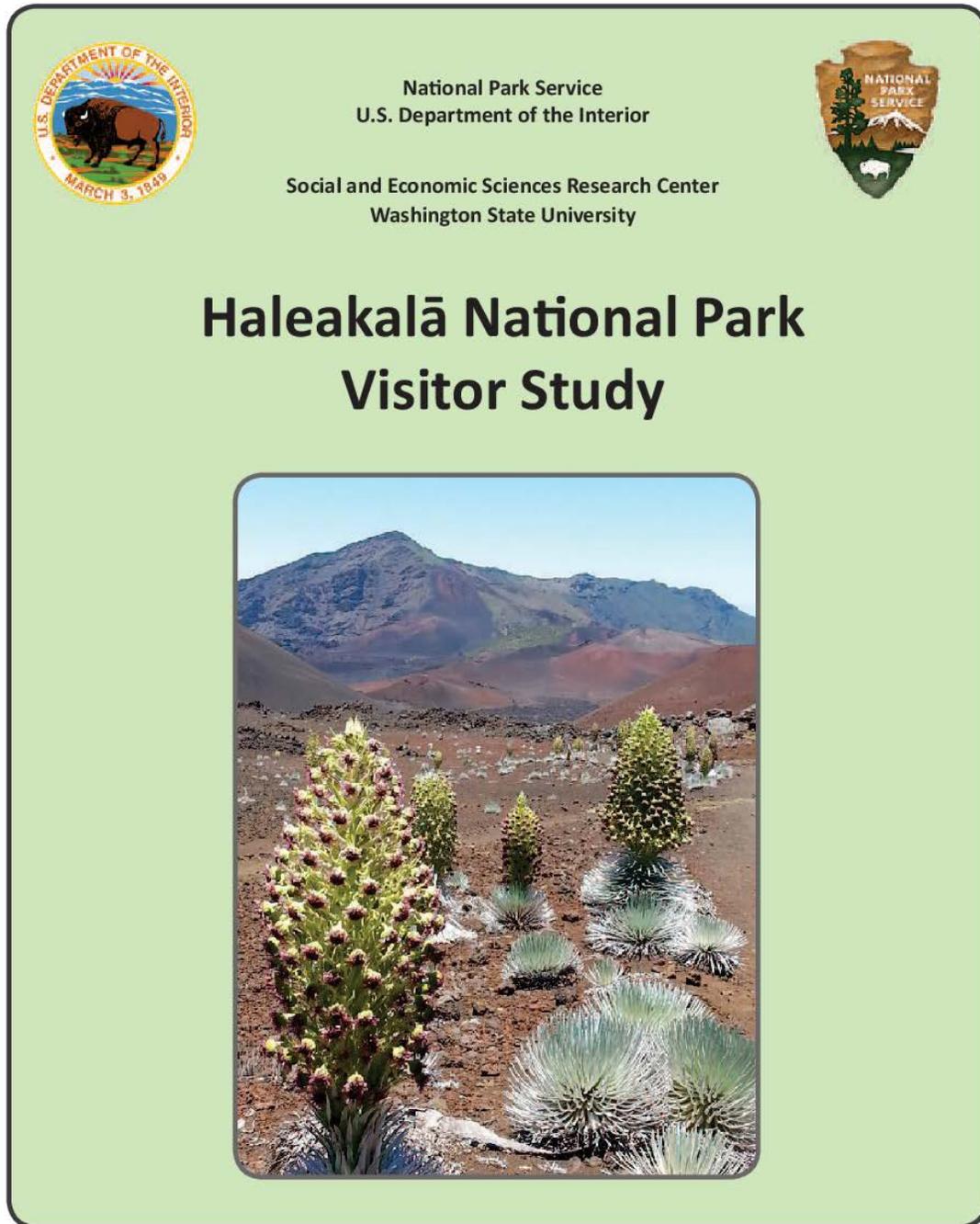
*total percentages do not equal 100 due to rounding

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

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Appendix A: Questionnaire.



OMB# 1024-0224
Expires: 2015



United States Department of the Interior



IN REPLY
REFER TO:

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 (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).

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)

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: www.nps.gov/hale
<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"/>

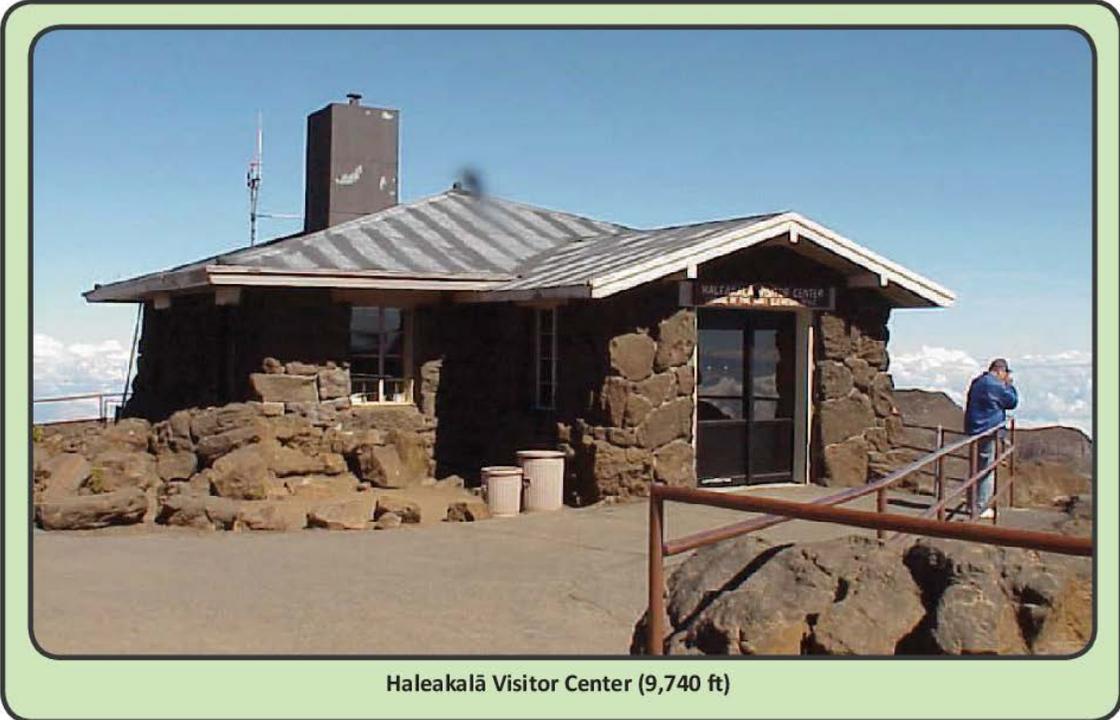
c) Did your personal group receive the type of information needed to prepare for your visit from the sources above?

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

Yes

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* →



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'oa'o (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, <i>Please specify</i> <input style="width: 200px; height: 20px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other location, <i>Please specify</i> <input style="width: 200px; height: 20px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 SUNRISE <input style="width: 150px; height: 20px;" type="text"/> →	<input style="width: 100%; height: 100%;" type="text"/>
For viewing SUNSET <input style="width: 150px; height: 20px;" type="text"/> →	<input style="width: 100%; height: 100%;" 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 **Go to Question 10**

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 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, Please specify → <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.*

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?

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

Location	Number of hours
First location used to watch SUNRISE	<input style="width: 40px; height: 20px;" type="text"/>
First location used to watch SUNSET	<input style="width: 40px; height: 20px;" type="text"/>
The park in general	<input style="width: 40px; height: 20px;" type="text"/>

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 Go to part (b) of this question
 Spent about the time planned
 Spent less time than planned 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	<input type="radio"/> Yes → <input type="radio"/> No	<input type="text"/>
First location used to watch SUNSET	<input type="radio"/> Yes → <input type="radio"/> No	<input type="text"/>
The park in general	<input type="radio"/> Yes → <input type="radio"/> No	<input type="text"/>

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

- Did not obtain any safety information Go to part (b) of this question
- 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* →

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?

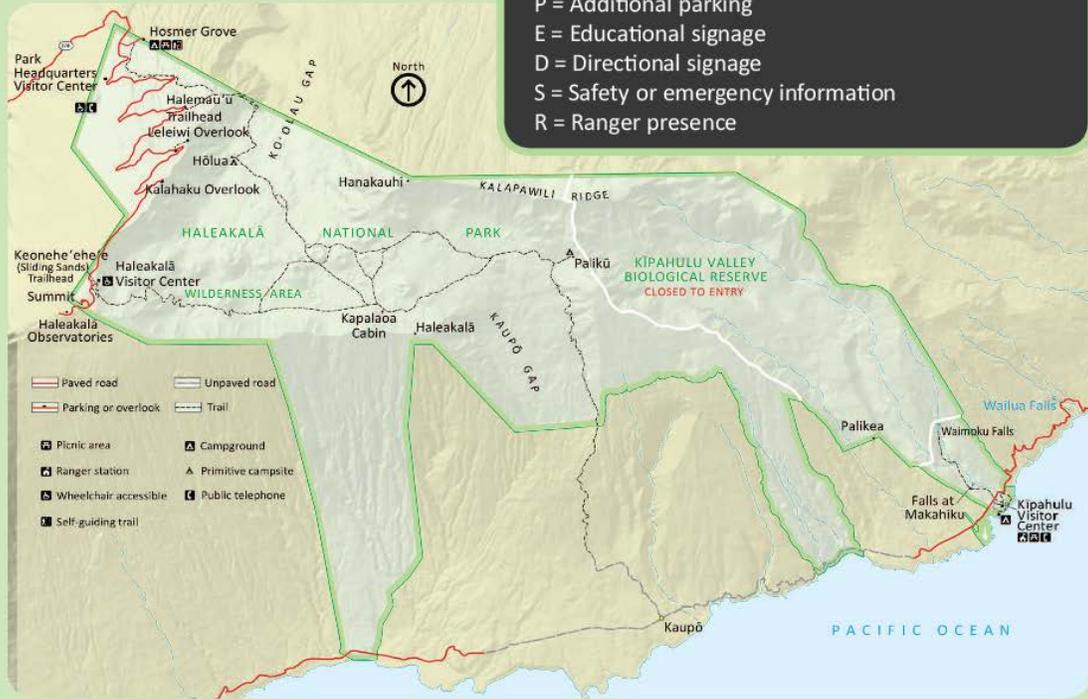
Q19. To reduce traffic congestion and parking problems, the National Park Service is considering several management options which may result in limiting the number of vehicles in the park. Please indicate your level of support for each of the following management options.

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	<input type="text"/>
Educational signage	<input type="text"/>
Directional signage	<input type="text"/>
Safety or emergency information	<input type="text"/>
Ranger presence	<input type="text"/>

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"/> |

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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Appendix B: Visitor comments.

Question 27

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

- 1 pm to 4 pm visit - not too busy, parking okay. Adults enjoyed it more than the kids.
- 1. Better restroom facilities also more locations 2. At least one visitor center open for sunrise. 3. Coffee and snack options for sunrise visitors.
- Access to more wildlife.
- Add more railings on the road so driving up and down the park is not so scary in some areas.
- Additional info on website about the best location(s) for sunrise, better maintenance of bathroom facilities.
- Additional parking lot. Visitor Center should be open at sunrise.
- Additional parking.
- Additional staffing should be at park entrance to expedite for sunrise viewing.
- Allow bicycle tour to start in park. Many other people were off the trail. A ranger would ensure they remain on trail.
- Arrange guided tours.
- At the entrance to the park I wanted to buy Annual Interagency Pass, "America the Beautiful." However, since the entrance was not manned, you can buy only regular entrance.
- Barbeque area. Landing or deck at the cabins. Showers - solar energy.
- Barricades along the road from bottom to top of volcano ring and smaller busses.
- Bathroom facilities on the summit.
- Bathrooms need improving. Water.
- Before sunrise small educational talk was nice. A bit more info would be better in my opinion. Hot coffee/hot chocolate for sale!
- Better bathrooms.
- Better bathrooms. Refreshments, like coffee or hot chocolate in the morning.
- Better inform of cold weather and cold wind at summit.
- Better signage on where to go for sunrise, options for viewing.
- Bigger area to view the sunrise.
- Bigger visitor centers. It is crowded at peak times.
- Clean bathrooms during non-peak hours. I had to use the men's bathroom because the women's bathroom was being cleaned. Other women waited.
- Cleaner restrooms, lights and turnout on the road.
- Coffee & hot chocolate available at gift shop and open before sunrise.
- Control crowd during sunrise. Limit or organize traffic to help exit.
- Credit cards are the slowest way to process payment at entry. Don't suggest that as the preferred method. Encourage people to have exact change and post the price far enough back that they have time to get it. Entry was an unnecessary bottleneck.

- During peak sunrise times make sure the women's restroom has enough toilet paper.
- Enforce your rules about walking or climbing in sensitive areas.
- Extend Visitor Center hours, more rangers, more parking, and restroom at summit.
- Extended hours for the visitor centers.
- Facilities open after 3:00 p.m.
- For sunrise, more efficient toll taking to get to summit.
- Get rid of \$15 fee at machine with exact change.
- Gift shop was lacking for a national park (i.e., no individual postcards) and more ranger presence for educational & safety/environmental reasons.
- Give better information for tours. Have interactive trail map on an app for android/iPhone with GPS. Have an app that gives a tour guide. Make app like Maui Gypsy driving tour please!
- Great experience, but due to input from friends, avoided sunrise/sunset due to parking concerns.
- Guard rails on the road.
- Guardrails and lighting on access road.
- Guided tours.
- Have toilets that use less water, dryers instead of paper towels.
- Have Visitor Centers open later. Many people tried to access after 1545 but was closed.
- I like the idea of a reservation system.
- I saw only 1 park ranger staffing the Visitor Center. I would recommend more. Also, I would appreciate a Native Hawaiian interpreter/ranger for the cultural history of the area.
- I think everything was perfect. People get confused about the trail, if it goes around or you need to go back.
- I would love to see a shuttle, which would improve safety on the road, decrease pollution, and provide more hiking options.
- If changes are to be made, please keep them in tune with nature & the spiritual backdrop of Native Hawaiians.
- If demand for viewing is always too great - additional parking.
- If lots at summit are full let gate know. (Maybe you do). We come easily.
- Improve gate waiting time! Hire more people so that there's less line-up at the gate.
- Improve the restroom @ Kalahaku Overlook. Gorgeous views, but the smell was offensive.
- Interpretive signage educating people to stay on trail to protect Silver Sword.
- It was a good experience. I'll just know how to do it better next time.
- It was awesome, rangers were visible, helpful, and made the trip great.
- It would be great to have a nighttime ranger-led astronomy discussion with a telescope.
- It would be nice if you could buy food and drinks in the park and/or dine with the fantastic view.
- Just more parking please, and thank you for taking care this amazing National Park.
- Keep up the good work.
- Keep up with bathroom maintenance.
- Keep Visitor's Center open at sunset.

- Kid friendly experiences.
- Leave the NP stamp outside when buildings are closed.
- Less traffic, more ranger presence to help direct traffic/people.
- Less waiting time at the park entrance.
- Limit # of vehicles.
- Longer hours for Visitor Center; at sunset were not open.
- Longer Visitor Center hours.
- Lower waiting time at main entrance. Offer more spots for people to watch sunrise.
- Make public the number and amount owed of the tickets people receive for traveling off trail.
- Minimize back up at pay station - have 2 lanes collecting money.
- Monitor parking at summit...
- More bathrooms.
- More facilities for water/toilets. Call boxes for safety.
- More indoor viewing experiences.
- More Law Enforcement Rangers for the hectic sunrise., where people were being dum dums.
- More lights on the road up. More bathrooms.
- More parking
- More parking down below with shuttle service to the summit in peak times.
- More parking. Limit bikers or put in actual bike lane.
- More rangers explaining the environment and culture to the crowds gathered.
- More restroom facilities at viewing areas.
- More restrooms.
- N/A.
- No, we really enjoyed the park.
- None.
- None.
- None at this time, our visit was very short. Next time we will plan more time at the park.
- None.
- None.
- Not really. It was a beautiful park and I feel like we had all we need to enjoy it.
- Nothing - great experience.

- Nothing other than some parking @ top.
- Nothing really; was beautiful.
- Nothing! Awesome visit!
- Nothing! You're all awesome!
- Nothing, great as is.
- Nothing. We thought it was awesome!
- Only negative was we had trouble finding exact charge for park fee at entrance.
- Open 2 booths for sunrise viewing for paying. Post cost at various points along the way.
- Open Haleakala Visitor Center. More directional signage, e.g. mile count. More educational signage along the trails.
- Open visitor center in morning. Show hiking trails at viewpoints to know where to go to after.
- Park people directing traffic were absolutely necessary at sunrise.
- Park Ranger presence.
- Park rangers who can provide information on the volcano... Recreational opportunities.
- Parking at summit for sunset was congested. We were there early, but any way to park lower (Visitor Center or other area) and shuttle to summit would be great.
- Please let people how much of a descent you are walking on the trail. 300 feet in the 1st mile, 1200 feet in the second mile.
- Please warn people the approximate wait times to go through gate.
- Provide telescope area so that you can look at the stars better.
- Ranger station open at sunrise.
- Ranger to help with parking @ summit. Guard rails on drive where steep!
- Regular bathroom facility maintenance! Otherwise everything was fine.
- Require reservations for sunrise to limit crowding.
- Restroom @ summit. Visitor Center open for sunset visitors. Gift shop available.
- Shuttle service like Denali National Park.
- Shuttle system - more than 1 entrance gate, parking below & everyone rides shuttles (Zion National Park system for reference).
- Signage at bottom of hill back to Kihei.
- Snack cart? Maybe binoculars?
- Solve the traffic issue at the park entrance, e.g., parking there and run shuttles at busy times (every 5 minutes).
- Some of the information signs were a bit weathered & in need of replacing.
- Spanish information.
- Take down the credit cards preferred sign, put a sign 20 feet ahead of payroll of cost and please be ready to pay, or two lines for cash and then credit; communicate if lots are full.
- Telescopes for viewing galaxies, stars, planets.
- The accommodations were great!

- The bathrooms were nice but the park office was not open in the early afternoon. No place to get information or souvenirs. Visited between 1-4pm.
- The display at the summit & overlooks are showing a lot of wear. The crater info center was closed early afternoon on Saturday and signage in the area was very limited.
- The overwhelming amount of bike tours after exiting the park created a serious road hazard.
- The park and all rangers were exceptional. Everyone was helpful and the park had a lot of Maka!
- The rangers we spoke to were helpful & informative. Very friendly.
- The receipt or 3-day pass - heavier paper to place in dashboard (lost our receipt).
- The Visitors Center was closed, keep it opened later in the afternoon/evenings.
- There needs to be bathroom access at sunset. I think bathroom access does not need to be at the summit to keep traffic moving.
- There was a closing (late June 2015) for two days because of observatory equipment. I just happened to see notice of it because I googled "Haleakala" to find out weather. We had planned to go on the closed day. It would have been heartbreaking to take a six hour flight and a 2.5 hour drive to find it closed (like if it had been our last day of our trip). Maybe more press? Announcement in red on website?
- They're doing a great job.
- This would be out of the purview of the NPS but bikers / cycling tours need to train their participants on cycling etiquette, as often rode entire lane, center of traffic.
- Toilets at summits. Some food supply.
- Too bad the Visitor Center wasn't open. Would have liked to purchase some items.
- Traffic congestion was a concern, even though we allowed ample time. We felt lucky to find parking...perhaps shuttle buses would be a good option during peak times. I have used the busses at Zion.
- Visitor Center hours brief. Could expand but great idea to keep restrooms open!
- Visitor Center is small and exhibits could be updated/expanded but of course this would be expensive.
- Visitor Center should be open at all times, sunrise to sunset.
- Visitor Centers open in evening.
- Visitor Centers should be open.
- Visitors' Center should be open in afternoon.
- Warn people line to pay can be long & to leave extra time if trying to see sunrise or set.
- We arrived at about 4 pm at the park and wanted to go to the visitor center, but both of them were already closed. That's a pity, as many people come for the sunset too. So it would be nice to open the V.C. until 6:30 pm. As we were really early then for the sunset, we hadn't any problems finding parking...
- We arrived at park about 4:00 to see park & stay for sunset & stargazing. Disappointed Visitors Centers were closed & no rangers around.
- We did not experience any inconveniences.
- We had a great memory there that will last in our lifetime.

- We had a much more positive experience at Haleakala compared to Kipahulu. There was a lack of parking & information at Kipahulu which after the Hana drive was essential.
- We stopped at Leleiwi Overlook on a whim. Crossed the road & the view was okay but not spectacular. Saw a trail, but didn't know where it went. Getting ready to leave when a family came by us on the trail, going back to their car. They told us the trail went to the crater. Suggest clearer signage on road & on trail. Walked the trail & the view of the crater was great!
- We were surprised the Visitor Center closed so early. It would be nice if it stayed open until 5:00 pm.
- We would appreciate watching a park movie.
- Webcam. Parking reservations for sunrise, rather than 1st come 1st served.
- WIFI access to internet/internet (no www access), information like edu & safety information. Pretty easy to set up.
- Windows at summit were not very clean, which impaired indoor photos - need a restroom at the summit.
- Wish the Visitor's Center had been open when I arrived (5pm). But I knew before I came it would not be.
- Would like to have coffee and snacks for sale.

Question 28

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

- A great experience.
- Although our visit was brief, we had a great time.
- Amazing experience at summit for sunset.
- Amazing job to all crew and staff!
- Amazing sunrise! Thank you.
- Arrived @ 5:00 pm - park had already closed.
- Awesome park.
- Awesome place. I will be back to go backcountry.
- Awesome site.
- Awesome! Breathtaking!
- Bathrooms have improved from the 80's/90's for sure. Thank you for continually improving visitors' experience.
- Beautiful & clean park. Seems pretty well organized.
- Beautiful & enjoyable! We completed this the day after going to Haleakala, gave to resort front desk to mail. It must have gotten lost.
- Beautiful park!
- Beautiful place. Thanks for making it accessible.
- Beautiful view was worth the long drive up the mountain!
- Beautiful vistas on top. Liked seeing how the clouds changed the view.
- Beautiful!
- Beautiful!
- Beautiful.
- Beautiful. So glad we went.
- Breathtaking views - awesome.
- Breathtaking views at sunset. It was a highlight of our trip.
- During my visit I observed several visitors walking in prohibited areas. Even saw a male scale the hillside not trail near Visitor Center. Rangers should be present when park opens. They should be patrolling to deter illegal activity, instead of being parking attendants.
- Enjoyed talking with WSU student!
- Enjoyed the experience. In fact, we all did.
- Enjoyed the visit.
- Enjoyed the visit.
- Enjoyed visit. Great experience in unique environment. Restricted a bit with young kids.
- Enjoyed!
- Enjoyed...

- Everything - each experience on Maui is sold as a must do or see for your visit, something to check off rather than truly experience! The last bit of sun sank below the water and 98% of the visitors ran for their cars and left - creating traffic, noise and destruction.
- Everything was beautiful. We had a great time! Love Hawaii!
- Experience was amazing.
- Fabulous!
- Find an alternative to the parking issue that does not destroy or pave part of the park. Also the Neve at Holua Cabin are crazy habituated.
- Get the word out to people about how long it takes to drive and the close hiking opportunities so they allow enough time!
- Great experience. Beautiful.
- Great park. Awesome views. Aloha! Mahalo!
- Great roads to drive on, clean and well maintained park, adequate trash disposal areas, informative and educative about local wildlife and conservation.
- Great summit experience. Would come again.
- Great sunrise!
- Great visit!
- Had a beautiful time.
- Had a great time. I think the cheers & clapping @ sunset by 100+ people (maybe not that many) was awesome. Still trying to figure out if it was the Majestics of the night or the cold temp.
- Had workers with chain saws cutting for four hours from 8:00 a.m. to noon at Paliku - annoying.
- Haleakala National Park is really beautiful and well preserved - go on!
- Haleakala was an adventure. We really enjoyed it!
- Haleakala was on our family from Germany's to "see list." My second visit - 1st sunrise, 2nd sunset - both great.
- Have a list of top 10 things to see at each site - 10 ten list of animals to see, tour guide times. Make app with trails & tour guide GPS, that talks. Thank you!
- Having lights around the curves would make the drive safer.
- Helpful employees in the main visitor center. Very friendly.
- I (we) would have liked to camp but they fill up too far in advance. We would like more added or a "last minute" availability phone number.
- I am very impressed by the progress you have made in caring for the plant & animal life on the crater, especially the beautiful Silver Sword. The first time we visited there were only two!
- I enjoyed it and will be back to see the sunset and the night sky.
- I enjoyed my visit. I appreciate learning the Hawaiian language of the indigenous plants & animals; also the cultural history of area. More natural history information is also appreciated. Mahalo.
- I just enjoyed it very much. I couldn't believe it, how spiritual experience this could be. I will see you soon.
- I liked the information boards at the summit, and appreciated the knowledge of the rangers at the Haleakala Visitors Center.

- I love Haleakala. I'm so glad my son could see it. We're going to tell him it was Mars so when he's older he's going to surprise people with that. (Just kidding).
- I really enjoyed a chance to see the Silver Sword and that we could continue up the mountain to see more after the sunrise. We loved seeing it all!
- I thought all was kept in very clean and natural condition - as it should be.
- If the tour guide is still doing his fake chanting, he needs to be stopped. It is so rude and I am very offended. I know that's not your responsibility. But it's the right thing. Thank you! Thank you for caring for Haleakala! Mahalo nui loa! Malama pono kou kino! Aloha!
- If your gift store carried individual postcards rather than large packs, would be beneficial to card collectors.
- Incredible! Well maintained.
- It is beautiful.
- It is truly beautiful!
- It was an awesome experience!
- It was an incredible experience.
- It was awesome! Keep it small; don't destroy more land for parking lots/bathrooms, etc. Maybe open up space observatory for regular tours?
- It was beautiful & well worth leaving the house at 3:30 a.m.!
- It was beautiful once the sun came up and the drive down was not scary at all. Only the way up.
- It was beautiful.
- It was fun.
- It was great - thanks!
- It was great!
- It was magical! Go Cougs!
- It was magical.
- It was wonderful!
- It was wonderful.
- Keep the Visitor Center (& gift shops) open when most people are there: sunrise & sunset.
- Keep up the good work.
- Longer opening hours for Visitor Center (sunset)...
- Looking forward to another visit and having time to explore more of the park - the sunset/sunrise viewing is highly advertised but an entire day in the park could easily be promoted more. I wish we had budgeted more time to spend exploring/hiking.
- Looks great.
- Lots of fun... Amazing time.
- Love it!
- Love our visit. Everything was perfect.
- Love this place! Maybe make bigger signs to keep people on the marked trails. So many people went where they shouldn't have. Kinda' sad.

- Loved it! Beautiful park.
- Loved it! Would like to return for hiking.
- Loved it, would go again and highly recommend.
- Loved it.
- Magical experience beyond words. Please find attached a picture.
- N/A
- N/A. Thank you!
- Nice park.
- Nice park. Enjoyed the visit.
- Nice view. Don't give me an envelope with postage if printed on back too! Wasteful.
- No.
- No.
- No. It was amazing.
- No... We had a great day out! On your survey it would be good to include a map with location guides.
- None
- None
- Other than this, it was great!
- Person singing was nice. Thanks!
- Poor privacy between men's & women's restrooms. Could hear woman urinations - sounded like a cow peeing on a flat rock!
- Pretty windy.
- Some seats for the visitors would be nice.
- Stunning natural resource; should be maintained & preserved.
- Tell people to bring blankets and something to sit on.
- Terrific! Love NPS!
- Thank you for all you do. Please thank the park.
- Thank you for maintaining this park for everyone to enjoy.
- Thank you for the experience.
- Thank you for the overwhelming experience!
- Thank you to the ranger. They helped me to fix my car.
- Thank you!

- Thank you!
- Thank you, guys!
- Thank you. We had a great experience and will be doing it again.
- Thanks.
- The "volcano Caldera" is very impressive.
- The clouds are cool.
- The first time we visited we were part of a sunrise breakfast & bike tour so parking was not a concern. This time it was a Sunday afternoon & parking was available where we wanted it.
- The park rangers made the experience much better for their engagement with visitors.
- The ranger was very nice and helpful.
- The sunset was stunning; the landscape fascinating; Silver Sword plant & its life cycle very interesting.
- The two park rangers at the summit at sunrise were fun, engaging, and very informative.
- The view was stunning!
- Unsure how it would work, but a shuttle seems to make sense. If we were not to have found parking after driving all the way up, we would have been angry and frustrated.
- Very inspiring experience!
- Very pleasant, no need to build or change park.
- Very pleased with the rangers, info, parking & overall experience.
- Visitor Center hours should be extended for better service - people come a long way to visit so why not be open to accommodate as many as possible.
- We all enjoyed it very much. Wish we had come a little earlier in the day for more hiking.
- We cannot offer any good advice on how to operate the traffic better because of the seldom visits and do not know how our opinion would better the park. Great visit!
- We enjoyed our visit. Thanks!
- We enjoyed the visit. Facilities were great, had no problems parking and rangers were courteous & friendly - wonderful National Park!
- We had a great time!
- We had a great visit! There was a lot of geology info available but would love to have had a quick guide/pamphlet of flora/fauna common to Haleakala N.P. Thanks for a great experience.
- We had no problems and our visit couldn't have been better.
- We love it / beautiful. God bless America and Hawaii.
- We love it every year!
- We loved it!
- We loved it!
- We loved the hike into the crater. Next time we would like to go horseback riding through the crater.
- We need to buy some souvenirs from the shop but it was closed.
- We support the astronomy on the summit of Haleakala.

- We took a sunset tour, and it was late, so visitor centers had closed. We did not get to visit these centers or talk with the rangers at all.
- We waited for the sunrise and could have used that time to learn about area & culture.
- We were amazed by Silver Sword plant. We did not see the crater because the trail was closed.
- Website stresses 45 minutes. for turbulence/emergency personnel to reach park. Yet there is 1 phone a ways from the summit. After dark this is a concern for me. No one in our group (3 diff. providers) got cell service. If there was an injury or medical emergency or car breakdown there should be emergency call boxes.
- Will remember it forever.
- Wonderful "eye popping" experiences.
- You guys need a shorter survey. This was like homework.

Appendix C: 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, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is less than 0.05, the two groups are insignificantly different.

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

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age, group type, reason for visit, and distance from home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 53 and younger) and visitors traveling with alone or with friends were underrepresented in the survey results. The differences, however, were not in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

The SESRC database website (<http://psu.sesrc.wsu.edu/reports/>) allows data searches for comparisons of data from one or more parks.

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