

## 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.

<b>Group size and type</b>	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.
<b>State or country of residence</b>	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.
<b>Frequency of visits</b>	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.
<b>Age, income level, and household size</b>	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.
<b>Sources of information</b>	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.
<b>Primary reason for visiting the park</b>	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.
<b>Transportation to the park</b>	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.
<b>Length of stay at locations inside the park.</b>	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)**

<b>Preferred locations for viewing sunrise and sunset</b>	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.
<b>Parking and locations used to view sunrise and sunset</b>	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.
<b>Activities this visit</b>	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.
<b>Crowding</b>	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.
<b>Safety concerns</b>	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.
<b>Traffic congestion mitigation proposals</b>	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.
<b>Overall quality</b>	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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