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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