
Visitor Services Project Haleakala National Park Report Summary

- This report describes the results of a visitor study at Haleakala National Park during March 26 - April 1, 2000. A total of 788 questionnaires were distributed to visitors. Visitors returned 601 questionnaires for a 76.3% response rate.
- This report profiles Haleakala NP visitors. At the park's request, the results are divided into two groups: visitors who received their questionnaires at the Summit area and visitors who received their questionnaires at Kipahulu. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Seventy percent of Summit visitors were in family groups and 61% of Kipahulu visitor groups were in family groups. Forty-nine percent of Summit visitors and 48% of Kipahulu visitors were in groups of two. Forty-four percent of Summit visitors were between 36 and 55 years old. At Kipahulu, 32% of visitors were 36-50 years of age; 20% were between 21 and 30 years of age. Children aged 15 years and younger made up 13% of Summit visitors and 14% of Kipahulu visitors.
- Summit United States visitors were from California (13%), Hawaii (9%), Illinois (9%), 39 other states and Washington, D.C. Kipahulu visitors were from California (19%), Hawaii (17%), Illinois (12%), and 40 other states, plus Washington, D.C. Twenty-one percent of Summit visitors were from foreign countries, most often Japan and Canada. Twelve percent of Kipahulu visitors were from other countries, most often Canada and Germany.
- Most visitors (Summit 93%; Kipahulu 86%) were on their first trip to the park during the past 12 months.
- The sources of information most commonly used by both Summit and Kipahulu visitors were travel guides/ tour books, friends/ relatives and previous visit(s).
- On this visit, the most common reasons for visiting were sightseeing/ taking a scenic drive for 76% of Summit visitors and 86% of Kipahulu visitors. The most common activity for both Summit and Kipahulu visitors was sightseeing/ taking a scenic drive (86% and 90% respectively).
- On this visit, the most commonly visited Summit sites for both Summit and Kipahulu visitors were the Summit viewing shelter, Haleakala Visitor Center and Headquarters Visitor Center. At Kipahulu, Hana and Kuloa Point Loop Trail were the most visited sites.
- With regard to the use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The information services most used by 287 Summit visitor groups were the park brochure/ map (73%) and Haleakala Visitor Center (56%). For 189 Kipahulu visitor groups, the park brochure/ map (61%) and self-guiding trail signs/ brochure (56%) were most used. According to Summit visitors, the most important information service was park staff assistance (73% of 40 respondents), and for Kipahulu, the self-guiding trail signs/ brochure (77% of 97 respondents). The highest quality information service for both Summit and Kipahulu visitors was assistance from park staff (93% of 38 respondents and 87% of 46 respondents, respectively).
- The services and facilities most used by 323 Summit and 214 Kipahulu visitor groups were restrooms, parking lots, and roads. According to Summit and Kipahulu visitors, the most important facility was roads (92% of 263 respondents and 94% of 175 respondents, respectively). The highest quality facilities were roads for Summit visitors (87% of 258 respondents) and short trails for Kipahulu visitors (78% of 148 respondents).
- Visitors rated the appropriateness of selected activities in the park. Among Summit visitors, commercial hiking tours (18%) received the highest "always" appropriate rating. "Never" appropriate ratings were highest for collecting plant material (41%) and bringing pets to the park (40%). For Kipahulu visitors, the highest "always" appropriate rating was for swimming in streams (22%). The highest "never" appropriate ratings were for building rock piles (47%) and collecting plant material (43%).
- Most Summit and Kipahulu visitor groups (79% and 81% respectively) rated the overall quality of visitor services at Haleakala NP as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the University of Idaho
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