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## Visitor Services Project Mount Rainier National Park Report Summary

- This report describes the results of a visitor study at Mount Rainier National Park August 18 - 27, 2000. A total of 1,043 questionnaires were distributed to visitors. Visitors returned 790 questionnaires for a 75.7% response rate.
- This report profiles Mount Rainier National Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Over one-half of the visitor groups (56%) were family groups. Forty-two percent of visitor groups were groups of two; another 32% were in groups of three or four. Fifty-seven percent of visitors were aged 26-55 years, while 18% were aged 15 years or younger.
- Fifty-one percent of visitors were male. Thirty-two percent of visitors had Bachelor's degrees, 27% had some college and 26% had graduate degrees. Two percent were of Hispanic or Latino ethnicity. Most (94%) were of White racial background; 6% were Asian and 5% were of other backgrounds. Most visitors (90%) spoke English as their primary language; 10% spoke 28 other languages. Ninety-two percent of visitors had no disabilities. Five percent of those with disabilities encountered access/ service problems in the park.
- United States visitors were from Washington (64%), California (6%) and 44 other states, Puerto Rico and Washington, D.C. Six percent of all visitors were international: 20% percent were from Japan and another 15% were from Germany.
- The sources of information most used by visitor groups were previous visits (57%), travel guide/ tour book (34%), and friends/ relatives (33%).
- Most visitors (70%) were visiting Mount Rainier National Park for the first time. Sixty-nine percent spent less than one day at the park. Sixty-six percent of the visitors did not stay overnight in the area within 30 miles of the park. Seventy-nine percent of the visitors came to the area to visit Mount Rainier NP. Most (79%) arrived in the park in a private vehicle.
- On this trip, the most commonly visited park sites were Paradise (62%), Longmire (38%) and Sunrise (27%). Visitors' first stops were most often Paradise (23%), Sunshine Point Campground/ Picnic Area (15%) and Longmire (12%).
- The activities that visitors most often participated in were dayhiking (73%), viewing wildflowers (65%), driving to view scenery (63%), photography (56%) and visiting visitor centers (53%).
- The most visited nearby sites included Olympic NP (44%), Mount St. Helens NVM (39%), Mount Baker/ Snoqualmie NF (36%) and North Cascades NP (32%).
- The average visitor group expenditure during this visit was \$164. The average per capita expenditure was \$69. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$20.
- Visitors rated the following park attributes as most important for future preservation of the park: clean air/ water (96%), natural quiet/ sounds of nature (92%), wildlife (92%) and native plants (90%).
- The subject visitors were most interested in learning on a future visit was volcanoes/ geology (68%). Their most preferred method of learning for the future was visitor center exhibits (67%).
- Most visitor groups (90%) rated the overall quality of visitor services at Mount Rainier National Park as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the  
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