

Visitor Services Project Pinnacles National Monument Report Summary

- This report describes the results of a visitor study at Pinnacles National Monument (NM) during March 30 - April 7, 2002. A total of 511 questionnaires were distributed to visitors. Visitors returned 394 questionnaires for a 77.1% response rate.
- This report profiles Pinnacles NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-two percent of visitor groups were groups of two; 26% were in groups of three or four. Fifty-one percent of the visitor groups were family groups. Fifty-seven percent of visitors were aged 26-55 years and 23% were aged 15 or younger.
- United States visitors were from California (93%), Washington (1%), and 40 other states. International visitation was too small to provide reliable information.
- Seven percent of visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (94%), followed by Asian (8%) and other racial backgrounds. Most visitors (92%) spoke English as their primary language, although 8% of visitors listed 12 other languages they spoke and read.
- Nine percent of groups said that a group member had a disability or impairment. Mobility (64%) and hearing (12%) were the most often listed types of disabilities or impairments. Eighteen percent of these visitors experienced access/service problems in the park.
- On this visit, the most common activities were hiking (93%), viewing scenery, sightseeing, scenic drive (80%) and viewing wildflowers (78%). Fourteen percent of visitors said they rock climbed on this visit. Sixty-six percent of visitors observed rock climbing on this visit and 84% of those said they enjoyed watching it.
- During the past twelve months, most visitors (79%) had visited Pinnacles NM once. Most visitor groups (77%) spent less than one day at Pinnacles NM, although 19% spent two or three days. For 89% of visitors, visiting Pinnacles NM was the primary reason they came to the area.
- Previous visits (57%), friends, relatives or word of mouth (47%), and internet-Pinnacles NM home page (33%) were the most used sources of information about the park prior to visiting. For past visits, friends, relatives or word of mouth was the most used source of information. Most visitors (81%) were aware that the monument is unit of the National Park System.
- The most commonly visited places on this visit were Bear Gulch Visitor Center (56%), Central High Peaks (42%) and Balconies Cave (40%).
- Of the information services, the park brochure/map was the most used (92%) and most important service (88%, N=321). The best quality service was assistance from park staff (88%, N=140). Of the visitor services and facilities, parking lots (93%) and restrooms (91%) were the most used. The most important services/facilities were trails (98%, N=33), signs on trails (92%, N=311) and restrooms (91%, N=336). The best quality service/facility was trails (96%, N=328).
- In and outside the monument, the average visitor group expenditure during this visit was \$81. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$45. The average per capita expenditure was \$28.
- Most visitor groups (91%) rated the overall quality of visitor services at Pinnacles NM as "very good" or "good." One percent of visitor groups rated the overall quality of services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or website: http://www.nps.gov/socialscience/waso/products/htm .
