

Visitor Services Project Capulin Volcano National Monument Visitor Study Report Summary

- This report describes the results of a visitor study at Capulin Volcano National Monument from July 10-16, 2003. A total of 357 questionnaires were distributed to visitors. Visitors returned 263 questionnaires for a 73.6% response rate.
- This report profiles Capulin Volcano National Monument visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Twenty-six percent of visitor groups were groups of two. Seventy-nine percent of the visitor groups were family groups. Fifty-two percent of visitors were aged 31-65 years and 31% were aged 15 or younger.
- United States visitors were from Texas (46%), Oklahoma (11%), and Colorado (6%), with smaller percentages from 32 other states and Washington D.C. There were not enough international visitors to provide reliable data.
- Most visitors (78%) reported this as their first visit to Capulin Volcano National Monument in the past 12 months. Thirty-one percent of visitors arrived between noon and 2 p.m. and 32% departed between 1 p.m. and 3 p.m. Nineteen percent of visitors arrived on Saturday.
- Most visitor groups (89%) said they did not have a disability or impairment that affected their visit to Capulin Volcano National Monument. Of those reporting a disability that impacted their visit, 71% reported mobility as their impairment.
- Prior to this visit, visitors often obtained information about Capulin Volcano National Monument through word of mouth (41%), previous visits (36%), and maps/brochures (35%). Twenty-two percent of the visitors received no information before their visit.
- Most visitors (74%) reported traveling through area as the primary reason for their visit to Capulin Volcano National Monument **area**, and 16% said to visit Capulin Volcano National Monument. The most common reason for visiting Capulin Volcano National Monument was to see the view from the top of the volcano (85%).
- On this visit, the most common activities were scenery/sightseeing (94%), driving to summit (93%) and walking/hiking (74%). The most common activities on past visits included scenery/sightseeing (100%), driving to summit (92%), and viewing visitor center exhibits (72%).
- Most visitor groups (65%) spent between \$1 and \$100 in total expenditures during this visit. The average visitor group expenditure during the visit was \$130. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$32. The average per capita expenditure was \$30.
- Most visitors (73%) did not spend the night away from home within one hour of Capulin Volcano NM on this trip. Of those who did, 64% stayed one night, and twenty percent stayed five or more nights.
- When asked about topics they learned on this visit, most visitor groups reported learning about geology/volcanoes (85%), history (80%), and plants and animals (66%).
- Seventy-four percent of visitors rated the overall quality of visitor services at Capulin Volcano National Monument as "very good" and 22% rated the quality as "good." No visitor groups rated the overall quality of visitor 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 visit the following website: <http://www.psu.uidaho.edu>

