

**Visitor Services Project**  
**Oregon Caves National Monument**  
**Report Summary**

- This report describes the results of a visitor study at Oregon Caves National Monument (NM) during July 16-22, 2003. A total of 383 questionnaires were distributed to visitors. Visitors returned 338 questionnaires for an 88.3% response rate.
- This report profiles Oregon Caves NM visitors. A separate appendix contains groups' comments about their visit. This report and the appendix include summaries of those comments.
- Twenty-eight percent of visitor groups were groups of two; 42% were groups of three or four. Most visitor groups (74%) were family groups. Forty-six percent of visitors were aged 36-60 years and 29% were aged 15 or younger.
- International visitors, comprising 6% of the total visitation, were from Canada (42%), Germany (18%), and 8 other countries. United States visitors were from California (38%), Oregon (34%), Washington (10%) and 32 other states.
- Eighty percent of visitors reported that this was their first visit to Oregon Caves NM. Most groups (60%) spent three or four hours at the monument. Forty-five percent of visitors spent one day in the Illinois Valley area.
- Prior to this visit, visitors most often obtained information about Oregon Caves NM through friends/relatives/word of mouth (36%), maps/brochures (31%), and the Oregon Caves NM web site (30%). Most visitors (60%) were aware prior to visiting that Oregon Caves National Monument is a unit of the National Park System.
- When asked their primary reason for visiting Southwest Oregon, 36% were traveling through Southwest Oregon and 20% of visitors said Oregon Caves was their primary destination.
- Most visitor groups (96%) were not aware of the on-call shuttle service available at the Illinois Valley Visitor Center. Over one-half of groups (58%) would not likely use the shuttle on a future visit.
- On this visit, the most common activities were taking a cave tour (96%), visiting the Chateau (56%) and hiking (33%).
- Seventy-eight percent of groups were taking their first Oregon Caves NM cave tour. When asked about the current cave tour fee, 91% of visitor groups felt the fee was "about right." Forty percent of visitor groups would use a reservation system for cave tour tickets if it were available, but 36% would not.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services by the 318 respondents included the restrooms (95%) and park directional road signs (85%). The most important service was the restrooms (84% of 295 respondents) and the best quality service was the Illinois Valley Visitor Center (76% of 67 respondents).
- The average visitor group expenditure during the visit was \$135. The median visitor group expenditure (50% of spent more and 50% of groups spent less) was \$70. The average per capita expenditure was \$41.
- Most visitor groups (96%) rated the overall quality of visitor services at Oregon Caves NM as "very good" or "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 web site: <http://www.psu.uidaho.edu>

