

Visitor Services Project
Craters of the Moon National Monument and Preserve
Report Summary

- This report describes the results of a visitor study at Craters of the Moon National Monument and Preserve (NM & PRES) during July 10-17, 2004. A total of 512 questionnaires was distributed to visitor groups. Visitor groups returned 426 questionnaires for an 83% response rate.
- This report profiles Craters of the Moon NM & PRES visitors. A separate appendix contains visitor comments about their visit. This report and the appendix include summaries of those comments.
- Forty-seven percent of visitor groups had two people and 31% had three or four people. Most visitor groups (70%) were family groups. Forty-five percent of visitors were ages 41-65 years and 24% were ages 15 years or younger.
- International visitors, comprising 7% of the total visitation, were from Canada (27%), Germany (20%), Holland (17%), and 14 other countries. United States visitors were from California (20%), Idaho (13%), Washington (9%), 41 other states, and Washington D.C.
- Most visitors (78%) were visiting the park for the first time in their lifetime. The most common activities in which visitors participated were taking a scenic drive/sightseeing only (90%) and reading/viewing visitor center museum exhibits (81%).
- Prior to this visit, visitor groups most often obtained information about Craters of the Moon NM & PRES from maps/brochures (51%), travel guides/tour books/publications (36%), friends/relatives/word of mouth (33%), and previous visits (28%). Sixteen percent of visitor groups received no information before their visit. For future visits, 68% of visitors would prefer to use the NPS website for Craters of the Moon as their source of information.
- Forty-one percent of groups stayed overnight away from home in the park or in the area within a 1-hour drive of the park. Of visitors staying in the park, 74% stayed one night; of those staying outside the park, 65% stayed one night. The most common types of lodging used: in the park—RV/trailer camping (64%) and outside the park—lodge/motel/cabin (59%).
- The average visitor group expenditure in and outside the park (within 50 miles of the park) was \$118. The average per capita expenditure was \$38. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$50.
- Visitors were asked to rate the importance and quality of park services and facilities that they used. It is important to note the number of visitor groups that responded to each question. The most used visitor services/facilities by the 400 respondents included the monument brochure/map (87%), restrooms (82%), and visitor center exhibits (82%). The visitor services/facilities that received the highest “extremely important” and “very important” ratings included trails (95%, N=225), campground (94%, N=52), and restrooms (92%, N=311). Assistance from park staff (94%, N=116) and trails (89%, N=221) were the services that received the highest “very good” and “good” quality ratings.
- Most visitor groups (94%) rated the overall quality of visitor services at Craters of the Moon NM & PRES as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website: <http://www.psu.uidaho.edu>