

**Visitor Services Project
Cuyahoga Valley National Park
Report Summary**

- This report describes the results of a visitor study at Cuyahoga Valley National Park (NP) during July 23-31, 2005. A total of 1,188 questionnaires were distributed to visitor groups. Of those, 905 questionnaires were returned resulting in a 76% response rate.
- This report profiles a random sample of Cuyahoga Valley NP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in the Visitor Comments Appendix.
- Forty-four percent of visitor groups were in groups of two and 25% were alone. Forty-nine percent of visitor groups were family groups. Fifty-two percent of visitors were ages 36-60 years and 17% were ages 15 or younger.
- United States visitors were from Ohio (91%) and 29 other states. International visitors comprised 1% of the total visitation, although there were too few international visitors to provide reliable information. Sixty-one percent of groups visited from one to 51 times/year. Fifteen percent of visitors were visiting Cuyahoga Valley NP for the first time.
- Prior to this visit, visitor groups most often obtained information about Cuyahoga Valley NP from previous visits (82%) and friends/relatives/word of mouth (44%). Eight percent of visitor groups did not obtain any information before their visit. Most groups (91%) received the information they needed about the park.
- The most common primary reasons for visiting Cuyahoga Valley NP were to bicycle (35%), hike/walk (26%), and jog/run (12%). The most common activities on this visit included hiking/walking (55%), bicycling (47%), and taking a scenic drive for pleasure (33%). Most visitor groups (54%) spent two to three hours at the park on this visit.
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services by 458 visitor groups included the park brochure/map (72%) and trailhead bulletin boards (45%). Most visitor groups rated visitor center/museum exhibits (84%, N=83), NPS park website (80%, N=51) and assistance from information desk staff (80%, N=62) as "extremely important" or "very important." The highest combined proportions of "very good" and "good" quality ratings were for assistance from hiking/biking rangers/volunteers (95%, N=52), educational signs/outside exhibits (95%, N=69), and visitor center/museum bookstore sales items (95%, N=38).
- The most used visitor services/facilities by the 834 visitor groups included parking lots (80%) and Towpath Trail (71%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Towpath Trail (98%, N=565), hiking trails (97%, N=264), parking lots (97%, N=646), and restrooms with running water (96%, N=411). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included Towpath Trail (96%, N=544), hiking trails (93%, N=257), railroad stations (93%, N=70), and restrooms with running water (92%, N=394).
- When asked how important the park was to their group, 78% of visitor groups rated the park as "extremely important" or "very important."
- Most visitor groups (97%) rated the overall quality of services, facilities, and recreational opportunities at Cuyahoga Valley NP as "very good" or "good." Less than 1% of groups rated the overall quality as "very poor" or "poor."

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