

**Visitor Services Project
Devils Postpile National Monument
Report Summary**

- This report describes the results of a visitor study at Devils Postpile National Monument (NM) during July 19-25, 2006. A total of 376 questionnaires were distributed to visitor groups. Of those, 276 questionnaires were returned, resulting in a 73.4% response rate.
- This report profiles a systematic random sample of Devils Postpile NM visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Thirty-three percent of visitor groups were in groups of five or more, 32% were in groups of three or four, and 32% were groups of two. Sixty-five percent of visitor groups were family groups. Fifty percent of visitors were ages 36-65 years and 25% were ages 15 years or younger. Nine percent of respondents were of Hispanic/Latino ethnicity. Ninety-three percent of respondents were White and 5% were Asian.
- United States visitors were from California (85%), Nevada (3%), Arizona (2%), Ohio (2%), and 20 other states and Washington, D.C. International visitors, comprising 6% of the total visitation, were from Germany (14%), Netherlands (13%), France (11%), and 13 other countries.
- Eighty-three percent of visitors had not visited the monument prior to 2002. Seventy-two percent of visitors visited the monument for the first time in 2002 and after.
- Prior to this visit, visitor groups most often obtained information about Devils Postpile NM through previous visits (54%), friends/relatives/word of mouth (47%), and travel guides/tour books/publications (40%). Six percent of visitor groups did not obtain any information about the park before their visit. Most groups (83%) received the information they needed about the park.
- For 47% of visitor groups, their reason for traveling to the Devils Postpile NM area (within 75 miles of the monument) was to visit other local attractions, while 28% came to visit Devils Postpile NM. Other most common sites visited within a two-hour drive of the monument were Mammoth Lakes Basin (49%), Mammoth Lakes Visitor Welcome Center (46%), and Mono Lake and Mono Basin (44%).
- Of the visitor groups that spent less than 24 hours at the monument, 35% of visitor groups spent five or more hours, 33% spent three or four hours, and 31% spent up to two hours. Of the visitor groups that spent 24 hours or more at the monument, 38% of visitor groups spent four or more days, 35% spent two or three days, and 27% spent one day.
- The most common sites visited in the monument included the bottom of Devils Postpile (83%) and Rainbow Falls (76%). The most common activities in the monument included general sightseeing (92%) and hiking (82%) while the most common activities in the Reds Meadow Valley area included general sightseeing (80%) and hiking (64%).
- Regarding 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/facilities by visitor groups included the restrooms (85%), shuttle bus (79%), and trails (78%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included trails (97%, N=202), restrooms (91%, N=214), and shuttle bus (90%, N=201). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included assistance from ranger station staff (94%, N=90), trails (92%, N=196), and assistance from Mammoth Lakes Welcome Center staff (90%, N=49).
- Most visitor groups (94%) rated the overall quality of services, facilities, and recreational opportunities at Devils Postpile NM as “very good” or “good.” Less than 2% of visitor 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>