

Visitor Services Project

Craters of the Moon National Monument

Report Summary

- This report describes the results of a visitor study conducted at Craters of the Moon National Monument during the week of June 26 - July 2, 1988. Questionnaires were given to 358 visitor groups and 303 were returned, an 85% response rate.
- The report provides a profile of the people who visited Craters of the Moon. Their general comments about the monument are found in Volume 2 of the report; this volume has a summary of their comments.
- Visitors were most likely to be in family groups of two to four people. Seventy-seven percent were making their first visit to Craters of the Moon. The majority of visitors came from California, Idaho, and Oregon. Eighteen percent were foreign visitors.
- Most visitors stayed two to three hours. Visiting the visitor center, viewing the overlooks/pullouts, and photography were the most common activities.
- The sites that received the greatest proportion of all visitors were the Big Craters/Spatter Cones (81%), visitor center (79%), Cave Area (64%), North Crater Flow (58%), Inferno Cone (56%), North Crater and the Cinder Cone (54%).
- Prior to their visit, 52% of the visitors had received their information about the park from maps. Sixty-eight percent of the visitors who used the park folder and map felt that it was extremely useful.
- Seventy-nine percent of the visitors visited the visitor center. Most felt that the exhibits and the visitor center film were very to extremely useful.
- Visitors made many general comments about their visit to the monument.

For more information about the Visitor Services Project, please contact Dr. Gary Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.