

Executive Summary

This visitor study report profiles a systematic random sample of Kalaupapa National Historical Park (NHP) visitors during April 12 and November 29, 2010 – February 7, 2011. A total of 386 questionnaires were distributed to visitor groups. Of those, 292 questionnaires were returned, resulting in a 75.7% response rate.

Group size and type	Sixty-five percent of visitor groups consisted of two people and 12% were in groups of four or more. Fifty-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 40 states, Washington D.C. and Guam, and comprised 86% of total visitation during the survey period, with 21% from Hawaii, 20% from California, and smaller portions from 38 other states, Washington, DC, and Guam. International visitors were from 12 countries and comprised 14% of total visitation.
Frequency of visits	Eighty-seven percent of visitors were visiting the park for the first time.
Age, gender, ethnicity and race	Forty-eight percent of visitors were ages 46-65 years, 16% were 66 or older, and 3% were ages 15 years or younger. Fifty-six percent of visitors were female. Two percent were Hispanic or Latino. Eighty-seven percent of visitors were White and 8% were Asian.
Educational level and household income and size	Forty-four percent of respondents had completed a graduate degree. Eighteen percent of visitors had an income of \$100,000 - \$149,000. Sixty percent of visitors had two people in their household.
Physical conditions	Eight percent of visitor groups had members with physical conditions that affected their ability to access or participate in activities and services.
Awareness of park prior to visit	Twenty-four percent of visitor groups were aware of the park's co-management by the National Park Service and the State of Hawaii Department of Health.
Information sources	Most visitors (88%) obtained information about the park prior to their visit, and 47% did so via websites other than the park website. Most (85%) received the information they needed. Sixty-nine percent of visitor groups would use the park website to obtain information for a future visit.
How visit fit into travel plans	For 70% of visitor groups, the park was one of several destinations, and for 22%, the park was the primary destination.
Primary reason for visiting the area	Six percent of visitor groups were residents of Moloka'i. The most common primary reasons for visiting Moloka'i among non-resident visitor groups were to visit the park (37%) and visit other attractions on Moloka'i (35%). For 83% of visitor groups the primary reason for visiting the park was to learn about the general history of Kalaupapa Peninsula.
Services used in nearby communities	Ninety-three percent of visitor groups obtained the support services that they needed in topside Moloka'i.

Executive Summary (continued)

Transportation	Eighty-five percent of visitor groups used one vehicle to arrive at the park.
Overnight stays	Sixty-six percent of visitor groups stayed overnight at Kalaupapa NHP or topside Moloka`i, of which 47% stayed five or more nights on Moloka`i. Eighty-three percent of visitor groups stayed in lodges, hotels, motels, cabins, B&Bs, etc.
Length of visit in park	The average length of visit was 4.5 hours. Forty-seven percent of visitor groups spent five or more hours in the park.
Activities on this visit	The most common visitor activities were visiting historically significant sites at the park (69%), taking the Damien Tour (66%), and visiting Kalaupapa Overlook (64%).
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the restrooms (83%), the Damien Tour (73%), and the visitor center bookstore (60%).
Protecting park attributes, resources, and experiences	The cultural, natural, and scenic resources receiving the highest combined proportions of “extremely important” and “very important” protection ratings were scenic views (94%), natural features, such as wildlife, plants, clean air (91%), and historic buildings associated with the Hansen’s Disease settlement (88%).
Expenditures	The average visitor group expenditure (inside the park and topside Moloka`i) was \$2,212. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$1,716, and the average total expenditure per person (per capita) was \$1,089.
Preferred activities on future visit	Ninety-eight percent of visitor groups were interested in tours/programs on a future visit. Of those, 80% were interested in ranger-led programs and 69% in self-guided tours.
Topics and methods of learning about the park	Ninety-eight percent of visitor groups were interested in learning about the park on a future visit, of which 86% were interested in the history of the Kalaupapa and Kalawao Settlements. Ninety-eight percent of visitor groups were interested in learning about the park features through ranger-led programs (84%), outdoor exhibits (79%), and indoor exhibits (70%).
Overall quality	Most visitor groups (74%) rated the overall quality of facilities, services, and recreational opportunities at Kalaupapa NHP as “very good” or “good”. Seven percent 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>.

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