

Executive Summary

This visitor study report profiles a systematic random sample of Chiricahua National Monument visitors during March 1–7, 2011. A total of 394 questionnaires was distributed to visitor groups. Of those, 332 questionnaires were returned, resulting in an 84.3% response rate.

Group size and type	Sixty percent of visitor groups consisted of two people and 23% were in groups of four or more. Sixty-two percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 42 states and Washington, D.C. and comprised 85% of total visitation during the survey period, with 26% from Arizona and smaller portions from 41 other states and Washington, D.C. International visitors were from 10 countries and comprised 15% of total visitation.
Frequency of visits	Seventy-four percent visited the park once in the past five years. Sixty-nine percent of visitors were visiting the park for the first time in their lifetime.
Age	Eighty-five percent of visitors were ages 51 years or older, and 2% were ages 15 years or younger.
Physical conditions	Fifteen percent of visitor groups had members with physical conditions affecting their ability to access or participate in park activities and services.
Information sources	Most visitors (85%) obtained information about the park prior to their visit through friends/relatives/word of mouth (45%), and most (93%) received the information they needed. Two percent of visitor groups would prefer to receive information in languages other than English. Sixty-nine percent of visitor groups would use the park website to obtain information for a future visit.
Primary reason for visiting the area	Eight percent of visitor groups were residents of the area (within 75 miles of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (63%) and visit other attractions in the area (15%).
Transportation	Ninety-four percent of visitor groups used one vehicle to arrive at the park. Ten percent of visitor groups drove a recreational vehicle and 7% were in a vehicle pulling a trailer or another vehicle.
Overnight stays	Sixty-three percent of visitor groups stayed overnight inside Chiricahua National Monument or in the area within 75 miles of the park. Of those visitor groups that stayed inside the park, 33% stayed two nights. Of those visitors that stayed outside the park in the area within 75 miles, 32% stayed five or more nights.
Accommodations	Of those visitor groups that stayed inside the park, 77% were RV/trailer camping and 23% tent camped in a developed campground. Of those visitor groups that stayed outside the park in the area within 75 miles, 57% stayed in a lodge, hotel, motel, vacation rental, B&B, etc.

Executive Summary (continued)

Park entries and length of stay	Eighty-eight percent of visitor groups entered the park one time during this visit. The average length of stay in the park was 0.5 days and the average length of stay within 75 miles of the park was 5.0 days.
Sites visited	The most commonly visited sites in the park were the visitor center (85%), Massai Point (76%), and Echo Canyon (54%). Seventy-four percent of visitor groups visited the visitor center first.
Activities	The most common activities on this visit were general sightseeing (88%), and visiting the visitor center (79%). On a future visit, 82% of visitor groups would like to walk/day hike and 71% would like to do general sightseeing.
Ranger-led programs/activities	Twelve percent of visitor groups attended ranger-led talks/programs/activities. Sixty-seven percent of visitor groups did not participate because they did not have time, while 33% did not because they were not aware that ranger-led programs were offered. However, 65% of visitor groups were interested in attending a ranger-led program on a future visit to the park. Of these, 87% preferred ranger-led hikes lasting 1-3 hours.
Information services and facilities	The information services and facilities most commonly used by visitor groups were the park brochure/map (86%), the visitor center exhibits (66%), and the entrance station (66%).
Opinions about safety	Eighty-seven percent of visitor groups felt “very safe” regarding their personal safety from crime and 63% felt “very safe” regarding their personal safety from accidents. Seventy-nine percent of visitor groups felt their personal property was “very safe” from crime.
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles) was \$407. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$152, and the average total expenditure per person (per capita) was \$170.
Methods of learning about the park	Eighty-six percent of visitor groups were interested in learning about the park. The most common preferred topics were geology (72%), early inhabitants/prehistoric peoples (70%), and Apache (69%).
Commercial services	Fifty-nine percent of visitor groups were interested in having commercial services on a future visit. Of those, 57% would like to have a café/restaurant available and 42% would like a convenience store.
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Chiricahua National Monument as “very good” or “good.” No groups rated the overall quality as “very poor” or “poor.”