

Visitor Services Project
Joshua Tree National Monument

Report Summary

- This report describes the results of a visitor study at Joshua Tree National Monument during April 18-24, 1991. A total of 492 questionnaires were distributed and 409 returned, an 83% response rate.
- This report profiles Joshua Tree visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (44%) or friends (31%); often in groups of two (51%). Thirty-three percent of visitors were 26-40 years old. Most (53%) were repeat visitors to Joshua Tree.
- Visitors from foreign countries comprised 13% of the total visitation and commonly came from Germany (42%), Canada (22%) and Great Britain (13%). Americans came from California (76%) with smaller numbers from many other states.
- Sixty-eight percent of the visitors spent less than one day in the park. Most visitors viewed scenery (87%) and visited the visitor center (54%). At Joshua Tree, most visitors went to Jumbo Rocks, Cholla Cactus Garden, Hidden Valley and Cottonwood Springs. More of the visitors stopped first at the Oasis Visitor Center, Hidden Valley and Cottonwood Springs.
- Many visitors entered at the Joshua Tree (west) entrance (40%) and exited there (39%). A majority (52%) relied on previous visits as their information source about the monument. One-third (34%) of visitors had never visited the Oasis Visitor Center; 36% had visited once. Most (84%) came to view/study scenery, plants, and wildlife.
- The most used interpretive/visitor service was the park brochure/map. Ranger assistance was the most important and best quality service which visitors rated.
- The most used maintenance service was the paved roads. Campgrounds, restrooms, trails and garbage disposal were the most important maintenance services. Trails, garbage disposal, visitor center buildings and picnic areas were the highest quality services, according to visitors.
- Of those reporting expenditures during their visit, the average visitor group spent \$72.00 in the Joshua Tree area; the average per capita expenditure was \$31.00.
- Most visitors (71%) watched rock climbing activities during their visit. Eighty percent of them enjoyed watching. They made many additional comments.

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