

Visitor Services Project
Devils Tower National Monument
Report Summary

- This report describes part of the results of a visitor study at Devils Tower during July 24-30, 1995. A total of 587 questionnaires were distributed to visitors at the park entrance. Visitors returned 519 questionnaires for an 88% response rate.
- This report profiles Devils Tower visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-eight percent of the visitors were in family groups. Thirty-three percent of Devils Tower visitors were in groups of two people.
- Among Devils Tower visitors, six percent were international visitors. Most of them (45%) were from Canada. United States visitors represented 47 states and Puerto Rico. Many visitors came from Minnesota and Wisconsin (8% each).
- The majority of Devils Tower visitors (94%) stayed less than one day. Of those staying less than one day, 87% remained for 4 hours or less. For most visitors (80%) this was their first visit to the park. The most often cited reasons for visiting were to view geologic features (83%) and to visit the nation's first national monument (40%).
- The most common activities were viewing scenery (97%), taking photographs (93%), and visiting the visitor center (82%). The most used services and facilities by visitors were parking (91%), the visitor center (86%) and restrooms (79%).
- Visitors' most often used sources of park information were maps and brochures (46%), travel guides and books (43%) and friends or relatives (32%). Eighty-eight percent of Devils Tower visitors used a car/van/truck as transportation to the park. Most visitors (56%) arrived at the park from Sundance on Highway 14. Many (49%) departed on Highway 14 and went through Moorcroft.
- The most important services and facilities selected by park visitors were park personnel (86%), restrooms (84%), trails (83%) and campgrounds (83%). Visitors gave high quality ratings to park personnel (88%), campground (86%), trails (85%) and the park brochure/map (84%). During this visit, 90% of the Devils Tower visitors rated the overall quality of park services as above average.
- Nearly half of the visitors (48%) were aware that Devils Tower is sacred to American Indians, while 46% were not aware of this. Sixty-one percent of park visitors were unaware that the monument is a premier technical climbing area. When asked what activities/facilities may not be appropriate in the monument, visitors mentioned most often hammering climbing bolts and pitons in the tower (79%) and airplane/helicopter flights above the monument (50%). Eighty-four percent of the visitors supported the "voluntary closure to climbing in June" decision.
- Many visitors (42%) supported a park proposal for a shuttle bus. Many (43%) would support a modest fee for the shuttle bus. Twenty-one percent of the visitors were not sure about the fee.
- During this visit, the average visitor group expenditure within a forty mile radius of the park was \$60. The average per capita expenditure was \$19.
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact:
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit,
College of Forestry, Wildlife and Range Sciences,
Moscow, Idaho 83844-1133 or call (208) 885-7129.