
Olympic National Park

Visitor Study

Summer 2000

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Visitor Services Project

Report 121

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Chad Van Ormer was a graduate assistant with the Visitor Services Project at the Cooperative Park Studies Unit, University of Idaho. Margaret Littlejohn is VSP Coordinator, National Park Service, based at the UI-CPSU. We thank Dr. Jim Gramann, professor at Texas A & M University who helped oversee the fieldwork, Daniel Bray and the staff and volunteers of Olympic NP for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project
Olympic National Park
Report Summary

- This report describes the results of a visitor study at Olympic NP during July 7-16, 2000. A total of 1,189 questionnaires were distributed to visitors. Visitors returned 928 questionnaires for a 78.0% response rate.
- This report profiles Olympic NP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Most of the visitor groups (64%) were family groups. Forty-three percent of visitor groups were groups of two. Two percent of visitor groups participated in a guided tour. Thirty-nine percent of visitors were aged 36-55 years, while 18% were aged 15 years or younger.
- United States visitors were from Washington (47%), California (8%), 46 other states, and Washington D.C. International visitors comprised 8% of the total visitation, with Canada and Germany the most represented countries.
- Most visitors (77%) indicated that they made one visit to Olympic NP during the last 12 months. Most visitor groups (69%) spent one day or more at the park. Of those groups that spent less than a day at the park, 77% spent one to six hours.
- The sources of information most used by visitors were travel guides tour books (42%), previous visit(s) (40%), friends/ relatives (36%), living in local area (25%), and Internet-Olympic NP home page (22%).
- On this visit, the most commonly visited sites within Olympic NP were the Hurricane Ridge Visitor Center (47%), Hoh Rain Forest (44%), Lake Crescent (33%) and the Main Visitor Center (31%).
- On this visit, the most common activities were sightseeing/ scenic drive (88%), walking on nature trail (77%), enjoying wilderness, solitude, quiet (73%), viewing wildlife (72%), and hiking (71%).
- With regard to use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used interpretive services included the park brochure/ map (91%), entrance station information/ service (65%) and trailhead bulletin boards (52%). The most important interpretive services were the park brochure/ map (80% of 710 respondents), information desk service (78% of 332 respondents), and ranger-led walks/ talks (78% of 81 respondents). The highest quality interpretive services were ranger-led walks/ talks (89% of 77 respondents), park personnel (87% of 286 respondents), and information desk service (85% of 325 respondents).
- The facilities most used by visitor groups were restrooms (95%) and park directional road signs (66%). According to visitors, the most important facilities were the restrooms (87% of 778 respondents), and backcountry trails (86% of 241 respondents). The highest quality facilities were ranger stations (85% of 205 respondents), backcountry trails (83% of 233 respondents) and park directional road signs (83% of 531 respondents.)
- The average visitor group expenditure in and out of the park during this visit was \$394. Inside the park, the average visitor group expenditure was \$165. Outside the park, the average visitor group expenditure was \$300.
- Ninety-three percent of visitor groups rated the overall quality of visitor services at Olympic NP as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.

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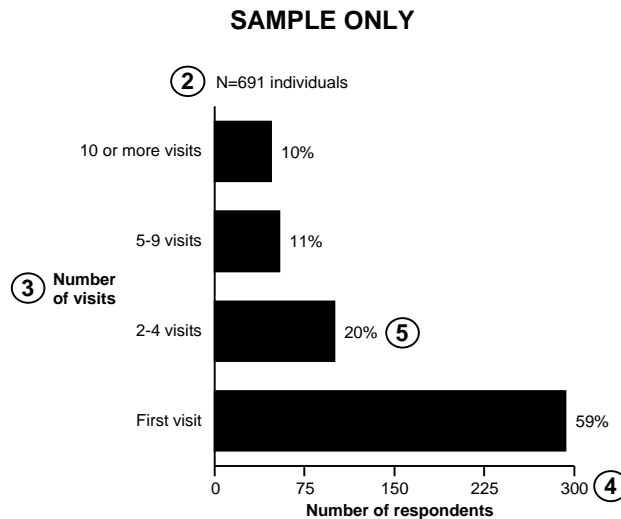
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INTRODUCTION

This report describes the results of a study of visitors at Olympic National Park. This visitor study was conducted July 7-16, 2000 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

The **Methods** section discusses the procedures and limitations of the study. The **Results** section includes a summary of visitor comments. An **Additional Analysis** page is included which will help managers request additional analyses. The final section includes a copy of the **Questionnaire**. An appendix includes comment summaries and visitors' unedited comments.

Most of the report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The Figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of visitors responding and a description of the chart's information. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires distributed to, a sample of visitors who arrived at Olympic National Park during July 7-16, 2000. Visitors were sampled at eleven locations (see Table 1).

Table 1: Questionnaires distribution locations

Location:	Questionnaires distributed	
	Number	%
Hoh Rain Forest Visitor Center	200	17
Hurricane Ridge Visitor Center	199	17
Main Olympic NP Visitor Center	120	10
Rialto Beach	120	10
Sol Duc	120	10
Staircase	120	10
Quinault Ranger Station	119	10
Ozette trailhead	111	9
Kalaloch information station	40	3
Storm King Ranger Station	20	2
Log Cabin Resort	20	2
GRAND TOTAL	1,189	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was then given a questionnaire and asked his or her name, address, and telephone number in order to mail them a reminder/ thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit, then return it by mail.

Two weeks following the survey, a reminder/ thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the initial interview. Eight weeks after the survey a second replacement questionnaire was mailed to visitors who still had not returned their questionnaires.

Questionnaire design and administration-continued

Returned questionnaires were coded and the information entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from Figure to Figure. For example, while Figure 1 shows information for 915 visitor groups, Figure 6 presents data for 2,343 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from Figure to Figure. For example, while 928 visitors to Olympic National Park returned questionnaires, Figure 1 shows data for only 915 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations, which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visited the park.

2. The data reflects visitor use patterns of visitors to the selected sites during the study period of July 7-16, 2000. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

4. Individuals who were with non-English speaking groups may be under-represented.

**Special
Conditions**

During the study period, weather conditions were fairly typical of July, with occasional rainy days.

RESULTS

At Olympic National Park, 1,208 visitor groups were contacted, and 1,189 of these groups (98%) agreed to participate in the survey.

Visitors contacted

Questionnaires were completed and returned by 928 visitor groups, resulting in a 78.0% response rate for this study.

Table 2 compares age and group size information collected from both the total sample of visitors contacted and those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant. Although there is a slight difference in age between the visitors who accepted questionnaires and those who returned them, it is not judged to be significant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual Respondents	
	N	Avg.	N	Avg.
Age of respondents	1,189	43.5	904	45.6
Group size	1,189	3.6	915	3.6

Figure 1 shows visitor group sizes, which ranged from one person to 40 people. Forty-three percent of visitor groups consisted of two people, while another 20% were groups of four. Sixty-four percent of visitor groups were made up of family members; 19% were made up of friends and 11% were made up of family and friends (see Figure 2). "Other" groups included spouses, organized tours and social clubs. Two percent of the visitor groups said they were with a guided tour (see Figure 3).

Demographics

Figure 4 shows that the most common visitor age groups were 36-55 years of age (39%). Another 18% of visitors were in the 15 or younger age groups. As shown in Figure 5, 52% of the visitors were female gender.

Figure 6 indicates that 31% of visitors have a bachelor's degree while another twenty-eight percent have a graduate degree.

The English language is primarily spoken by 92% of the visitor groups at Olympic National Park (see Figure 7). Table 3 shows the other languages that are primarily spoken by visitors to Olympic National Park.

Demographics (continued)

International visitors to the park comprised 8% of the total visitation (see Table 4). The countries most often represented were Canada (26%), Germany (21%), France (8%) and England (7%). Note: Individuals with non-English speaking groups may be under-represented. The largest proportions of United States visitors were from Washington (47%), California (8%), Oregon (4%), Texas and Florida (both 3%). Smaller proportions of U.S. visitors came from another 36 states and Washington D.C. (see Map 1 and Table 5).

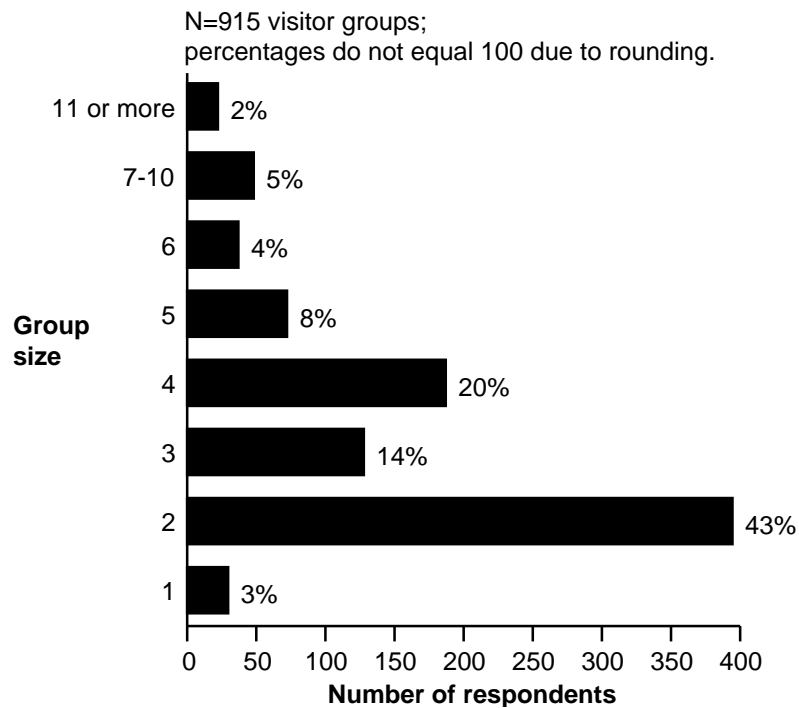


Figure 1: Visitor group sizes

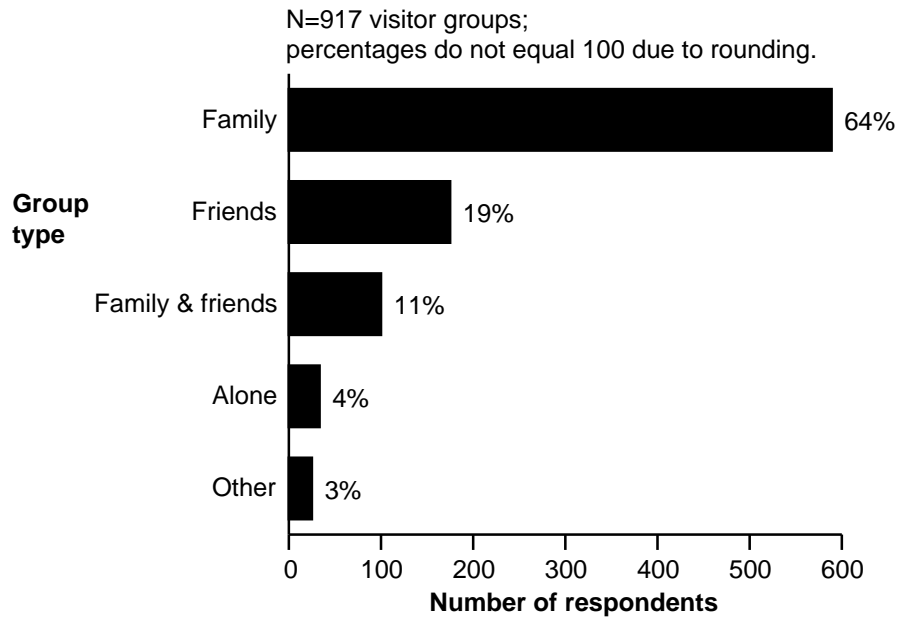


Figure 2: Visitor group types

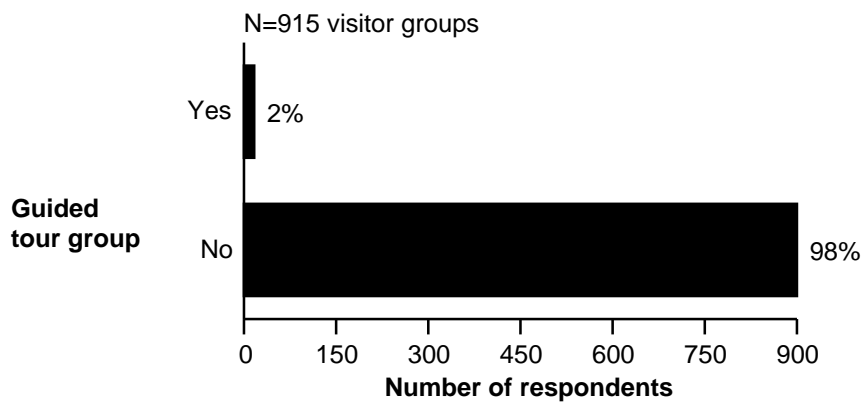


Figure 3: Participation in a guided tour

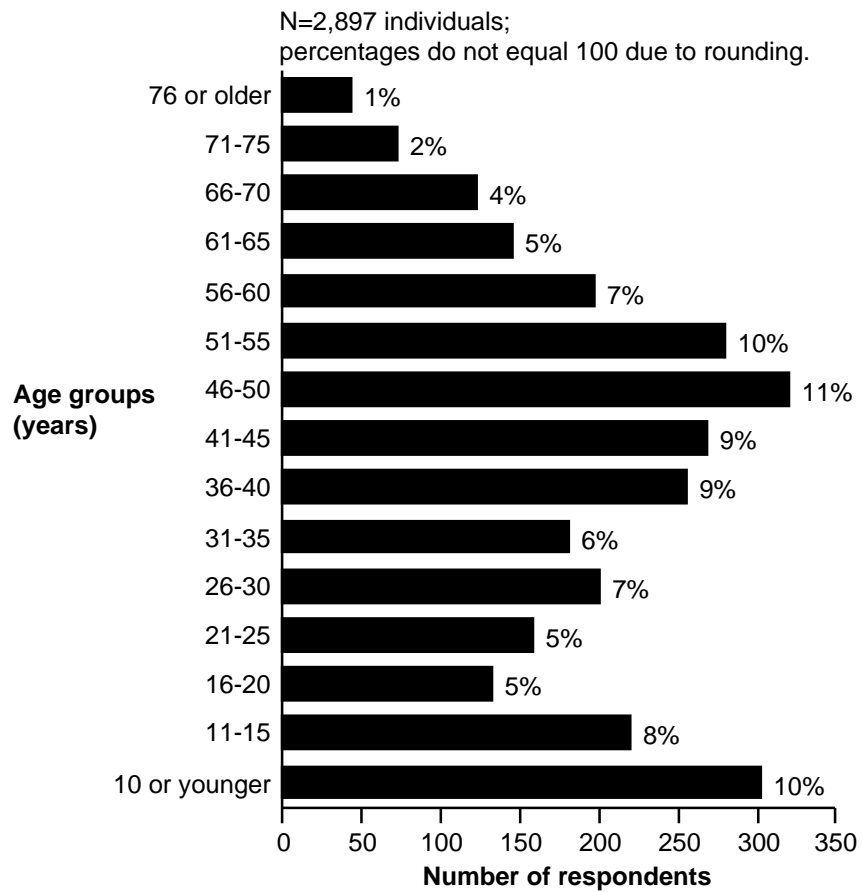


Figure 4: Visitor ages

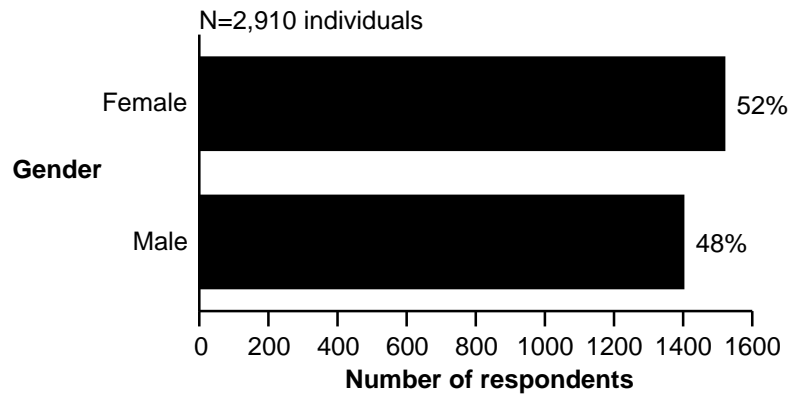


Figure 5: Visitor gender

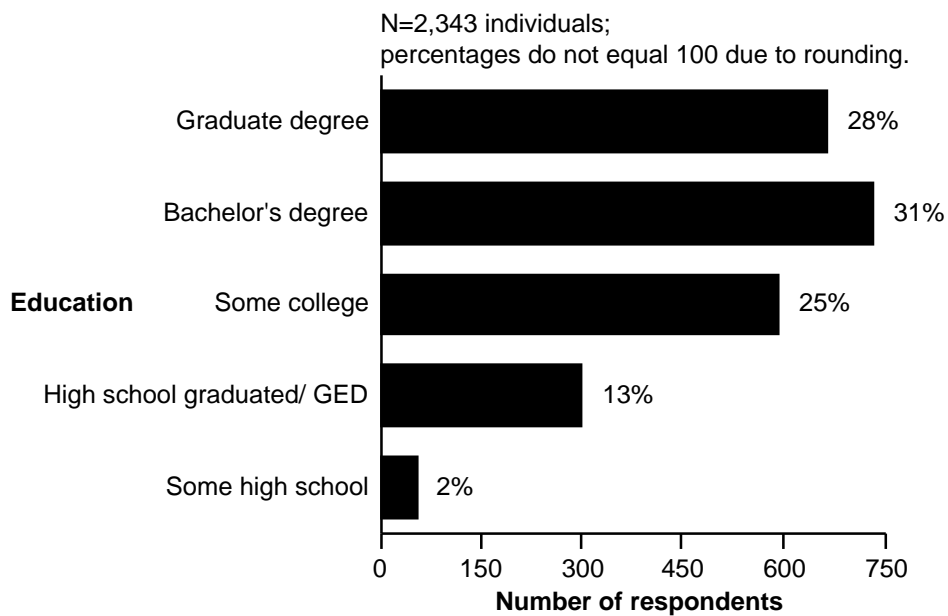


Figure 6: Visitor education level

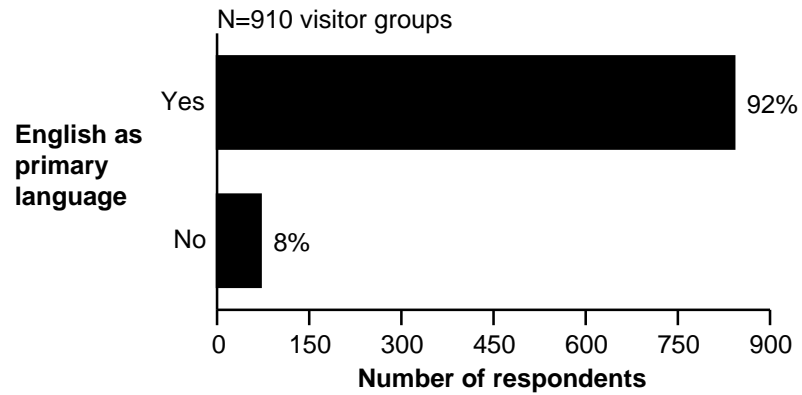


Figure 7: Visitors with English as their primary language

Table 3: Other primary languages spoken

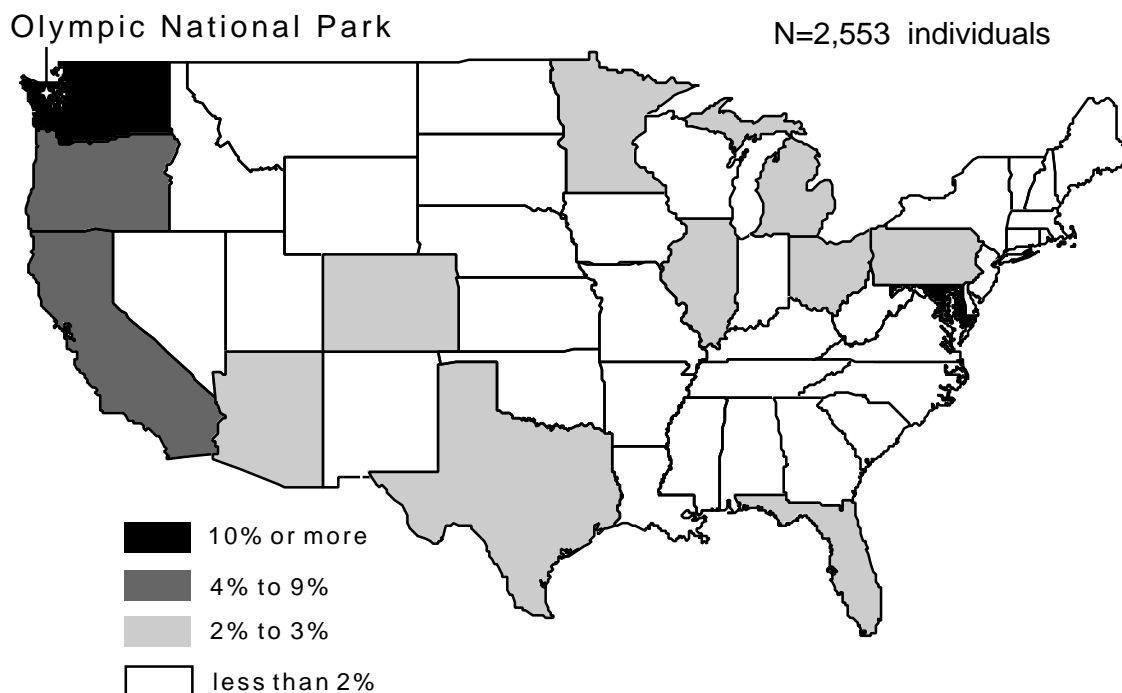
N=66 languages

Language	Number of visitors
German	20
French	6
Dutch	5
Spanish	4
Italian	4
Swedish	4
Chinese	3
Hungarian	3
Korean	2
English	2
Vietnamese	2
Other languages	11

Table 4: International visitors by country of residence

N=220 individuals;
percentages do not equal 100 due to rounding.

Country	Number of Individuals	Percent of International visitors	Percent of total visitors
Canada	58	26	2
Germany	47	21	2
France	18	8	1
England	16	7	1
Holland	12	5	<1
Israel	8	4	<1
Italy	7	3	<1
Switzerland	6	3	<1
Belgium	5	2	<1
Sweden	5	2	<1
Austria	4	2	<1
South Africa	4	2	<1
India	3	1	<1
Korea	3	1	<1
Mexico	3	1	<1
Scotland	3	1	<1
Thailand	3	1	<1
Australia	2	1	<1
China	2	1	<1
Japan	2	1	<1
Norway	2	1	<1
Romania	2	1	<1
Taiwan	2	1	<1
3 other countries	3	1	<1



Map 1: Proportion of United States visitors by state of residence

Table 5: United States visitors by state of residence

N=2,553 individuals;
percentages do not equal 100 due to rounding.

State	Number of Individuals	Percent of U.S. visitors	Percent of total visitors
Washington	1206	47	43
California	204	8	7
Oregon	97	4	3
Texas	85	3	3
Florida	65	3	2
Pennsylvania	60	2	2
Michigan	55	2	2
Illinois	46	2	2
Arizona	42	2	2
Colorado	40	2	1
Minnesota	40	2	1
Ohio	40	2	1
New York	34	1	1
Wisconsin	33	1	1
Georgia	32	1	1
Iowa	32	1	1
Massachusetts	32	1	1
31 other states and Washington D.C.	410	16	15

Visitors were asked to list the number of visits they had made to the park including this visit during the past 12 months and the past five years. Most visitors (77%) indicated that they had visited once in the past 12 months, while another 23% said they visited more than once (see Figure 8). Figure 9 shows that 58% of visitors had visited the park once in the past 1-5 years, 42% visited more than once.

Frequency of visits

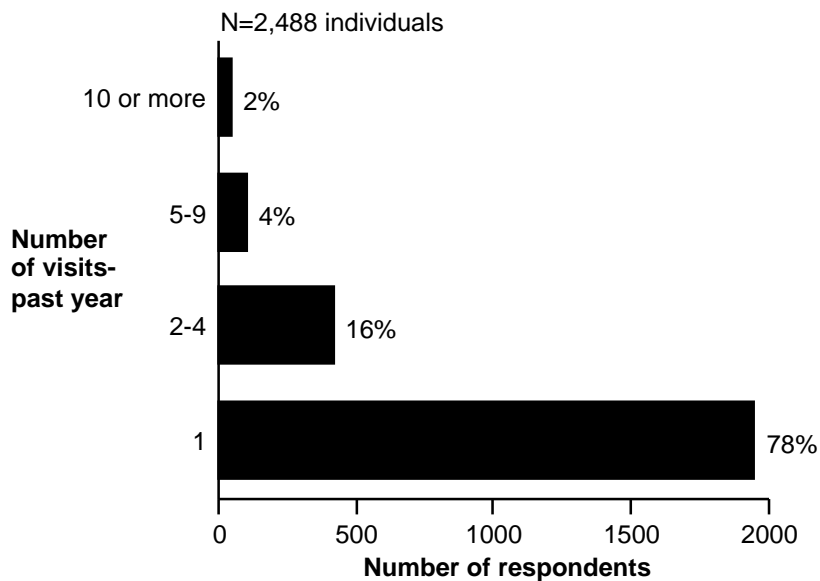


Figure 8: Number of visits during past 12 months

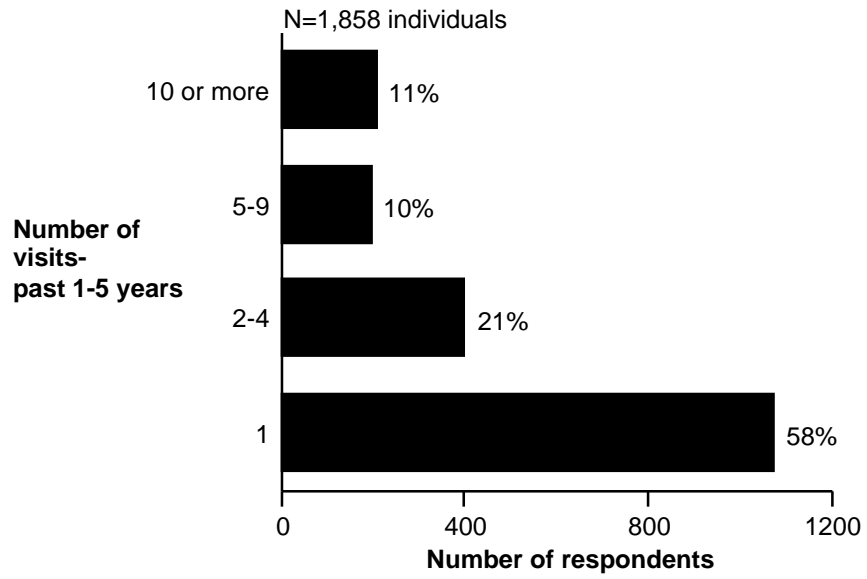


Figure 9: Number of visits during past 1 to 5 years

Visitor groups were asked how much time they spent at Olympic NP. Fifty percent of the visitors spent 2-4 days at Olympic NP (see Figure 10). Almost one-third of the visitor groups (32%) spent less than one day at the park. Of the groups that spent less than a day at the park, 64% spent five hours or less, while 35% spent six hours or more (see Figure 11).

Length of stay

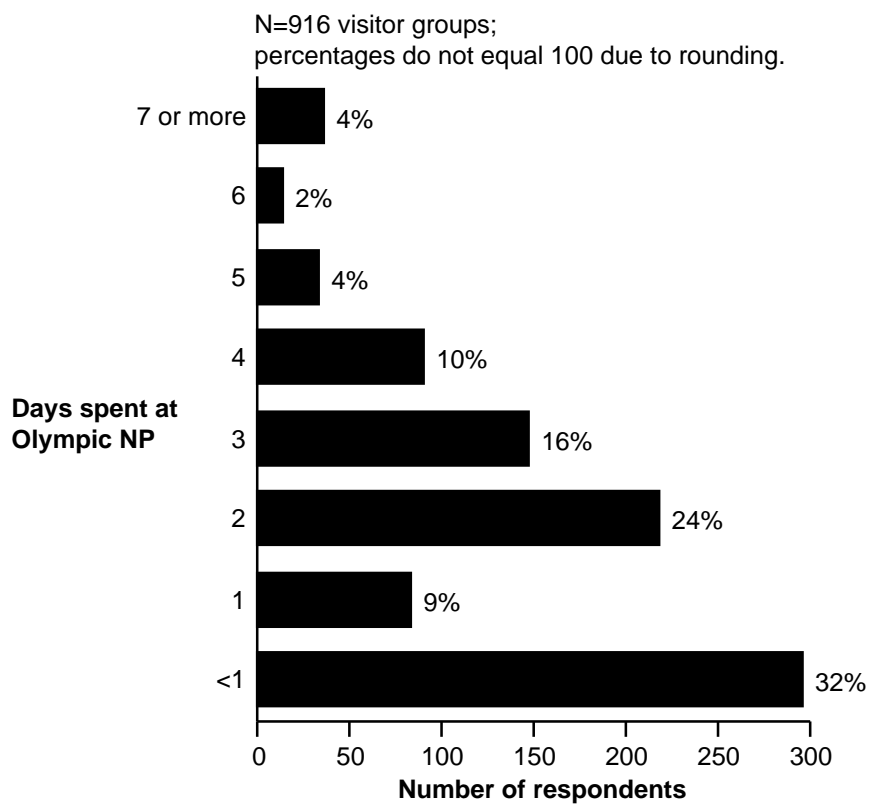


Figure 10: Number of days spent at Olympic NP

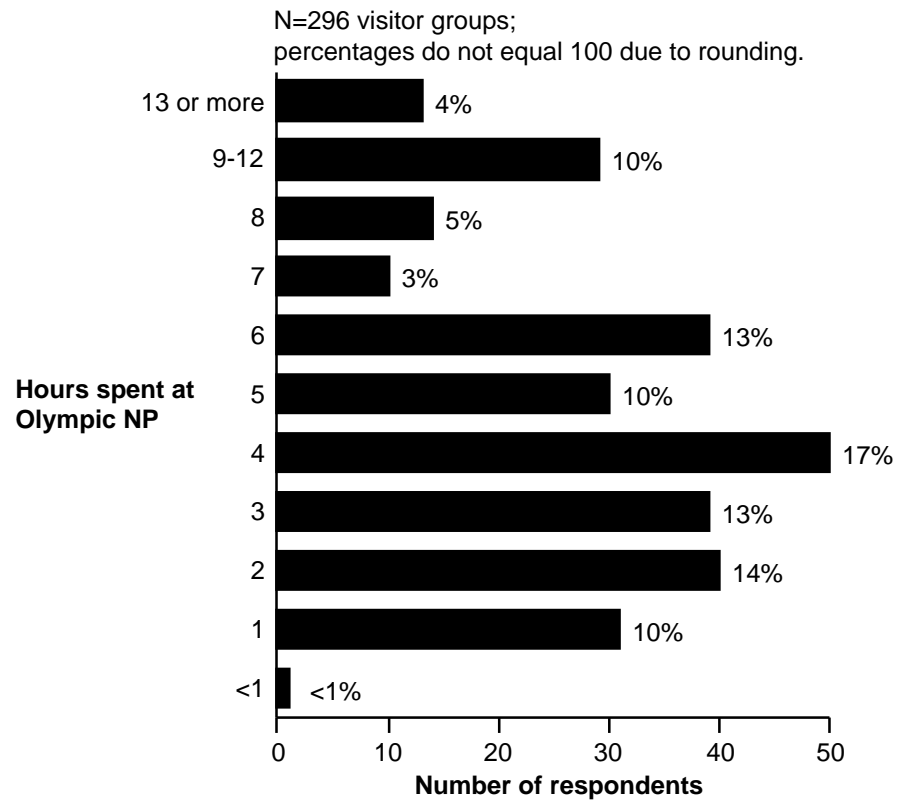


Figure 11: Number of hours spent at Olympic NP by visitors staying less than one day

Visitor groups were asked to indicate the sources they used to obtain information about Olympic NP prior to their visit. Figure 12 shows the proportion of visitor groups that used each method of obtaining information prior to their visit to Olympic NP. The most common sources of information were travel guides/ tour books (42%), previous visits (40%), and friends/ relatives (36%). "Other" sources of information included maps/ atlas, AAA, books and hotel staff.

Visitors were also asked if the information received was what they needed for their trip to Olympic NP. Ninety percent of the visitor groups indicated that they received the necessary information to plan for the trip to the park (see Figure 13). Table 6 lists information needed by visitors who did not receive enough information prior to their trip.

Sources of information

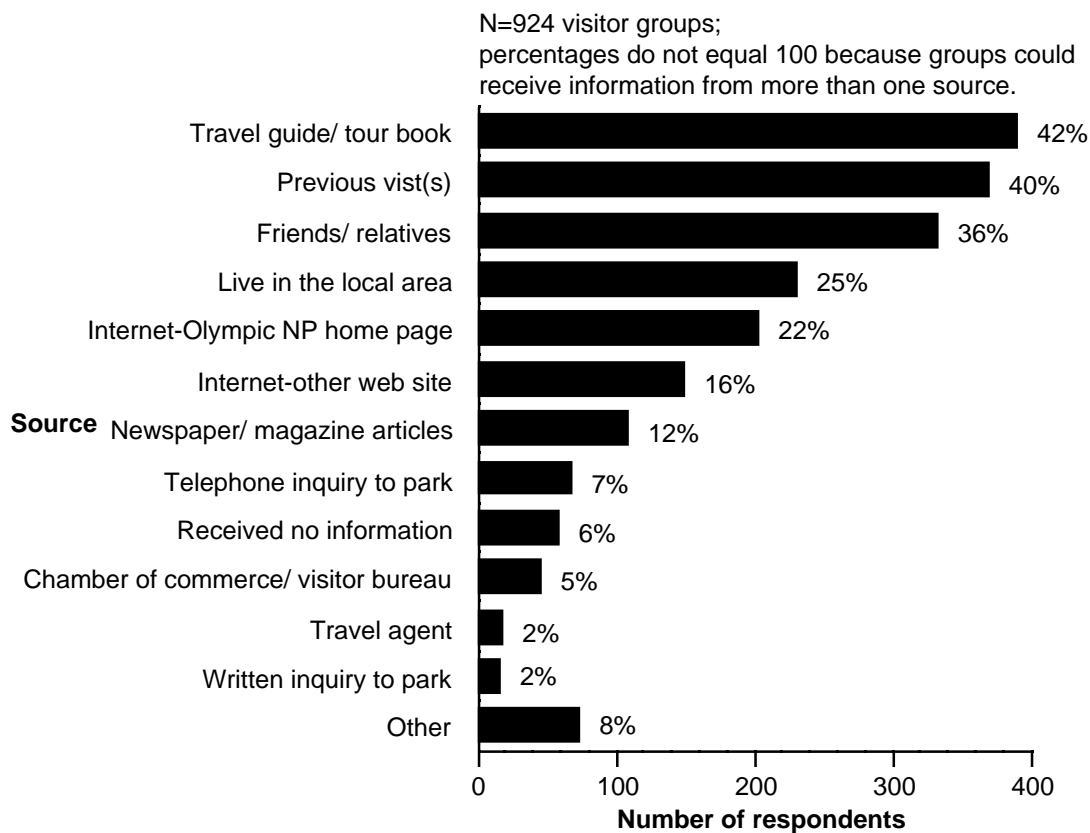


Figure 12: Sources of information

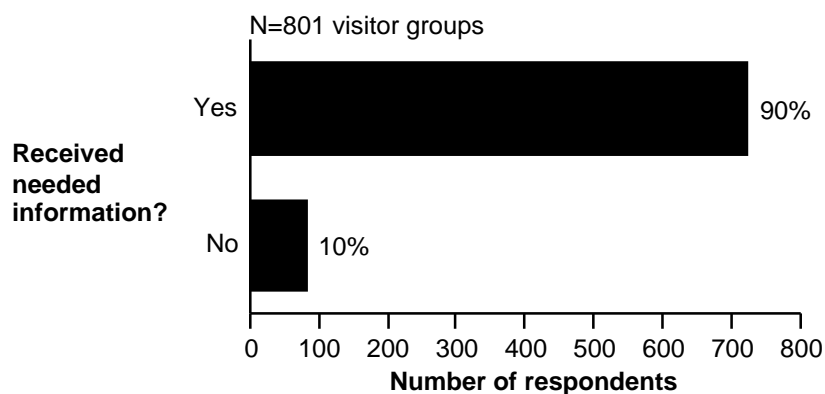


Figure 13: Information needed

Table 6: Information needed

N=54 comments

Comment	Number of times mentioned
Detailed hiking information	8
Information on park attractions	7
Detailed park maps	5
Camping information	5
Lodging information	3
Camping with RV hookups	3
Travel instructions/ information	3
Hiking trail maps	2
More general information	2
National park guide/ brochure	2
Obtained necessary information at park	2
Fee information	2
Park activities/ ranger programs	2
Other comments	8

Visitors were asked to indicate their primary reason for visiting the Olympic Peninsula for this trip. Figure 14 illustrates that 78% of the visitor groups' reason was to visit Olympic NP while 9% indicated they were visiting other attractions and 9% were visiting friends or relatives in the area.

Primary reason for visiting the Olympic Peninsula

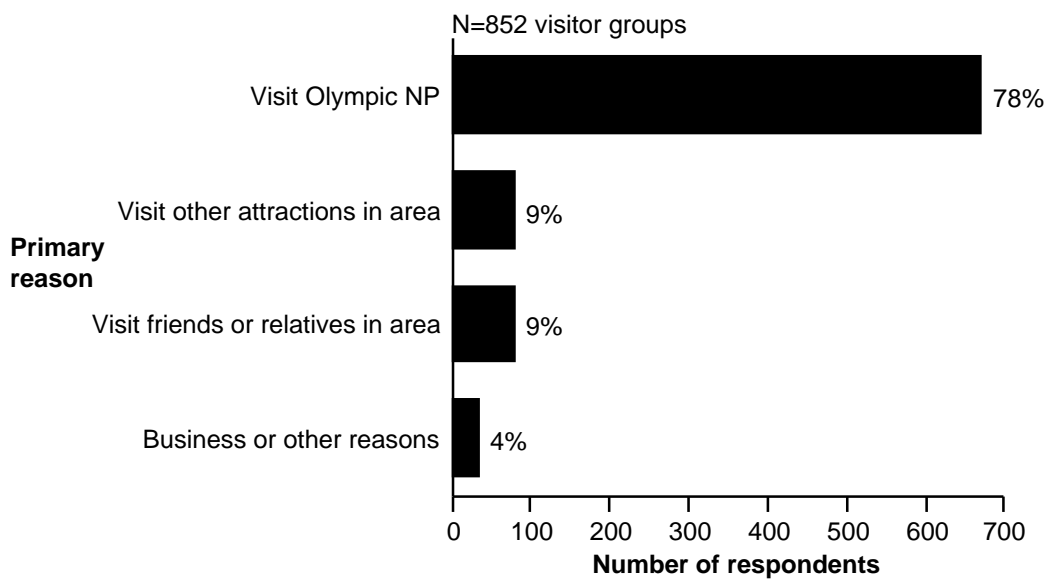


Figure 14: Primary reason for visiting

Sites visited

Visitors were asked to indicate what sites they visited at Olympic NP and the order in which they visited them. Figure 15 shows the proportion of visitor groups that visited each site at the park during this visit. The most frequently visited sites included the Hurricane Ridge Visitor Center (47%), Hoh Rain Forest (44%), Lake Crescent (33%) and the Main Visitor Center (31%). The least visited sites were Deer Park (3%) and Dosewallips (2%). "Other" sites visited included Ruby Beach, Marymere Falls and La Push.

Figure 16 shows the proportion of visitor groups who visited each site first during their visit to the park. The sites most frequently visited first included the Main Visitor Center (26%) and the Hurricane Ridge Visitor Center (16%).

In addition, visitor groups were asked to how many times they entered the park during this visit. Most (65%) indicated entering the park one or two times, while 34% entered three or more times (see Figure 17).

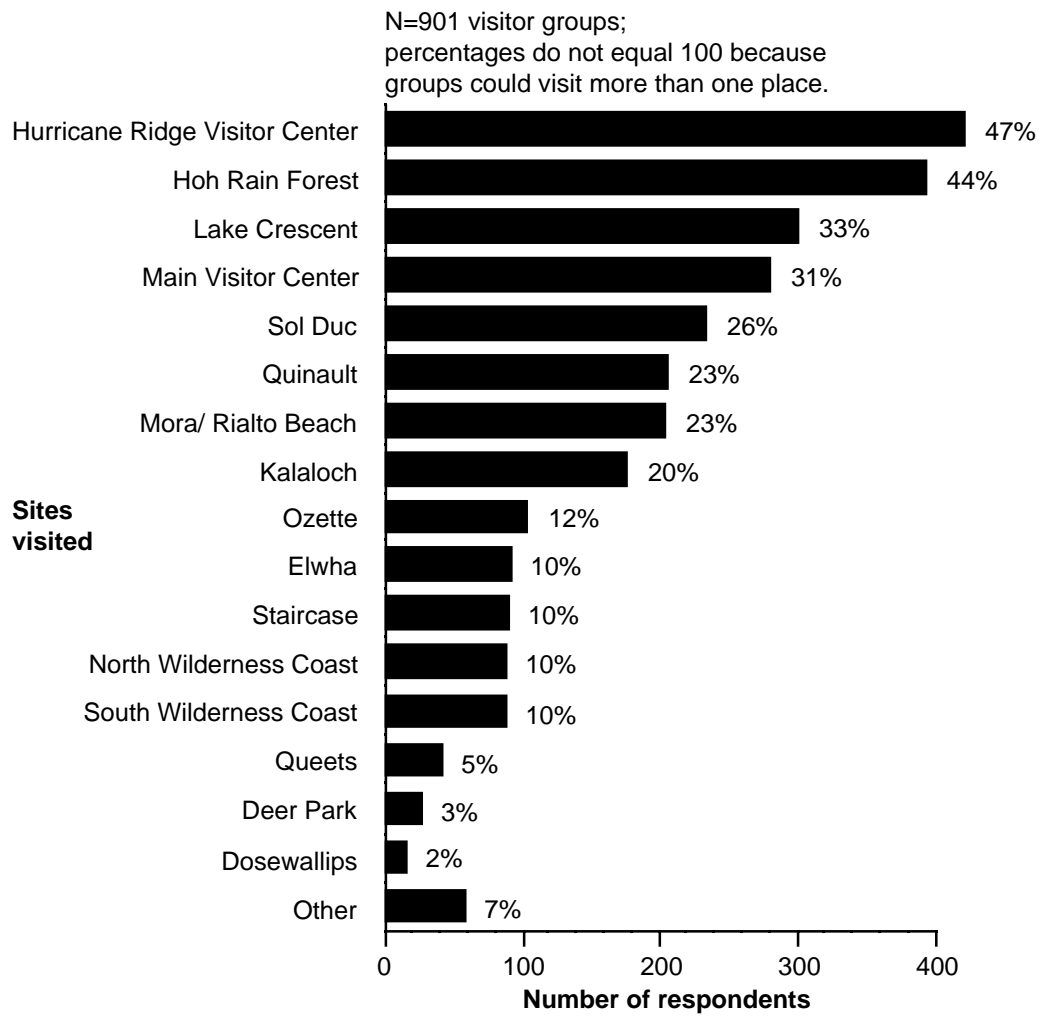
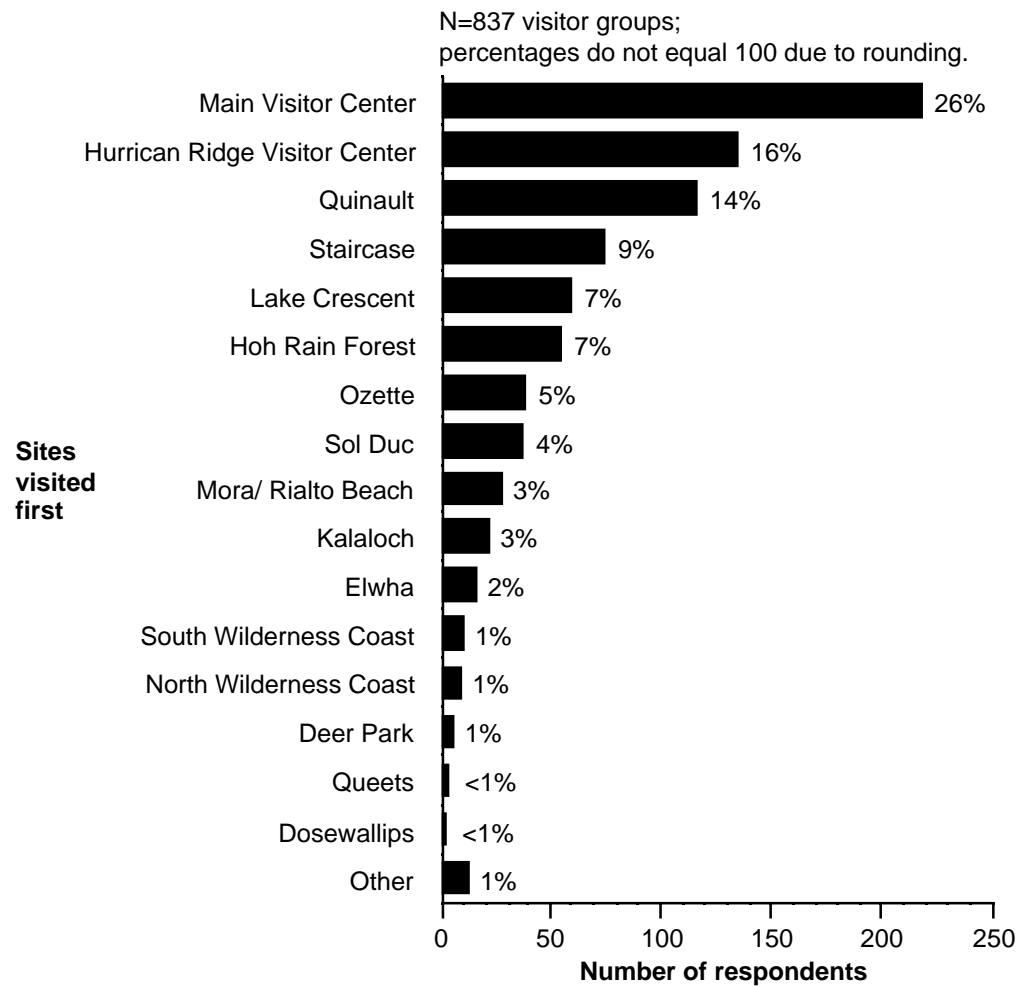


Figure 15: Sites visited

**Figure 16: Sites visited first**

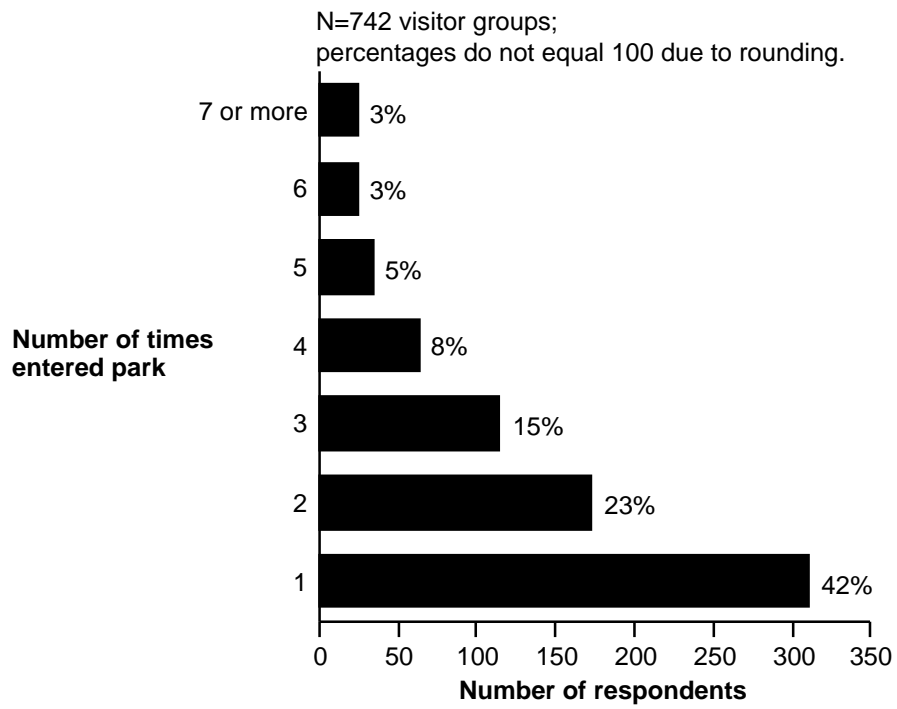


Figure 17: Number of park entries

Favorite area in the park; reasons

Visitor groups were asked to list their favorite area in Olympic NP and why. Table 7 lists the favorite areas of the park as noted by the visitor groups, Table 8 lists the comments explaining why people liked those areas the most.

Table 7: Favorite area of Olympic NP

N=640 places

Comment	Number of times mentioned
Hurricane Ridge	203
Hoh Rain Forest	86
Rain forest	38
Trails	33
Beaches/ coast	29
Sol Duc	20
Everything/ all	17
Quinault	14
Staircase	12
Lake Quinault	11
Waterfalls	9
Lake Crescent	9
Rialto Beach	8
Scenery	8
Hall of Mosses	7
Campground	6
Ruby Beach	6
Klahhane Ridge	5
Visitor center	5
Mountains	5
Deer Lake	5
Lakes	4
Hoh River	4
River area	4
Kalaloch	4
Hurricane Ridge Visitor Center	4
Colonel Bob State Park	3
Skokomish River	3
Obstruction Point	3
Elwha	3
Hot springs	2
Seven Lake Basin	2
Lake Cushman	2
Wildlife	2
Wilderness	2
Snow	2
Ozette Lake	2
Port Angeles	2

Comment	Number of times mentioned
Clear water lakes/ streams	2
Tidal pools	2
Cape Flattery	2
Glaciers	2
Other comments	26

Table 8: Reason for favorite area

N=579 reasons

Comment	Number of times mentioned
Scenery	58
Trails	53
Wildlife	52
Natural beauty	40
Unique experience	40
Old growth forest	30
Wildflowers	26
Peaceful	24
Solitude	23
Quiet	22
Destination area/ only place visited	20
Time with family	19
Mountains	16
Ocean	10
Vegetation	10
Diverse ecosystem	9
Easy access	8
Ranger programs	8
Camping	8
Weather	7
Majestic/ primeval feeling	7
Clean air	5
Wilderness	5
Fishing	5
God's creation	4
Clean/ not littered	4
Snow	4
Hot springs	4
Waterfalls	4
Marine life	4
Picnic	3
Exhibits	3
Interesting area	3
Well maintained	3
Birds	2
Close to home	2

<u>Comment</u>	<u>Number of times mentioned</u>
Alpine meadows	2
Sea stacks	2
Swimming	2
Photography	2
Rafting	2
Non-commercial atmosphere	2
Scenic drive	2
Sightseeing	2
Other comments	18

Visitors were asked what types of activities members of their groups had participated in during their visit to Olympic NP. As shown in Figure 18, the most common activities were: sightseeing/ scenic drive (88%), walking on nature trail (77%), enjoying wilderness, solitude, quiet (73%), viewing wildlife (72%) and hiking (71%). "Other" activities included visiting hot springs, photography, swimming and climbing.

Visitor activities

Visitors were also asked to list activities they had participated in at Olympic NP during past visits. Most visitor groups (88%) indicated sightseeing/ scenic driving, 76% had hiked, and 74% had walked on nature trails (see Figure 19). "Other" activities included cross-country skiing, picnicking and boating.

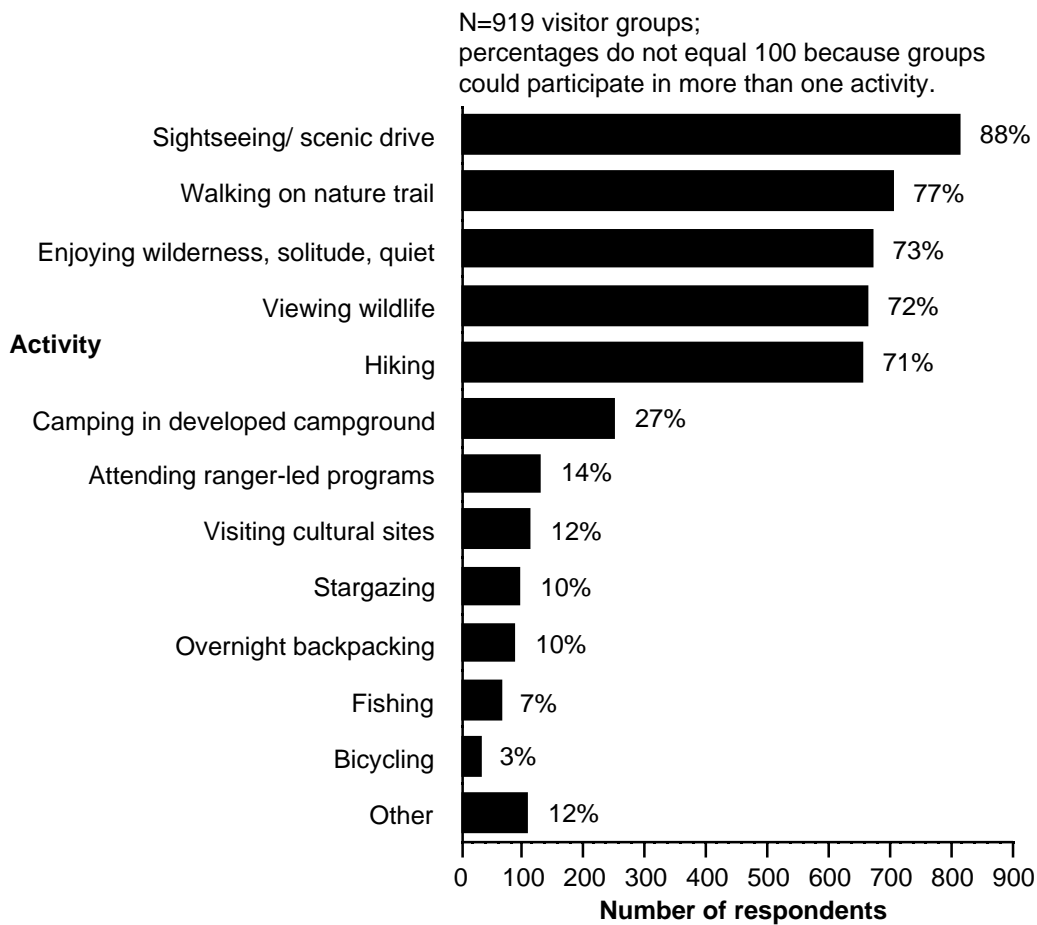


Figure 18: Visitor activities this visit

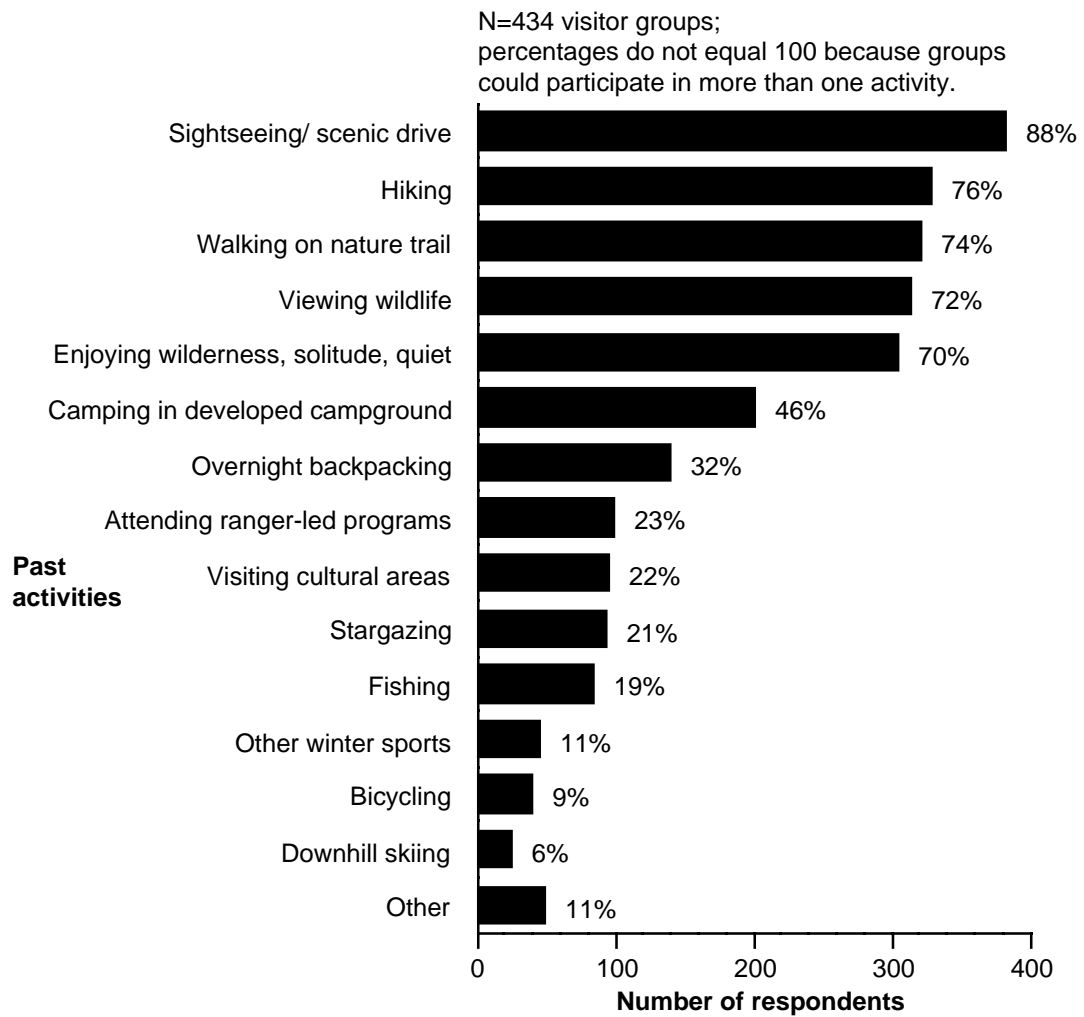


Figure 19: Visitor activities past visits

Hiking

Visitors were asked whether or not they went hiking during this trip to Olympic NP. As show in Figure 20, 81% of visitor groups went hiking.

Visitors who went hiking were then asked to indicate how much time they spent hiking and the locations where they hiked. Figure 21 illustrates that 60% of visitor groups went for a day hike (less than 2 hours), 41% went for a half-day hike (2-6 hours), 8% went for an all-day hike (6 hours or more) and 10% went for an overnight hike. The locations where visitors hiked are listed in Tables 9-12.

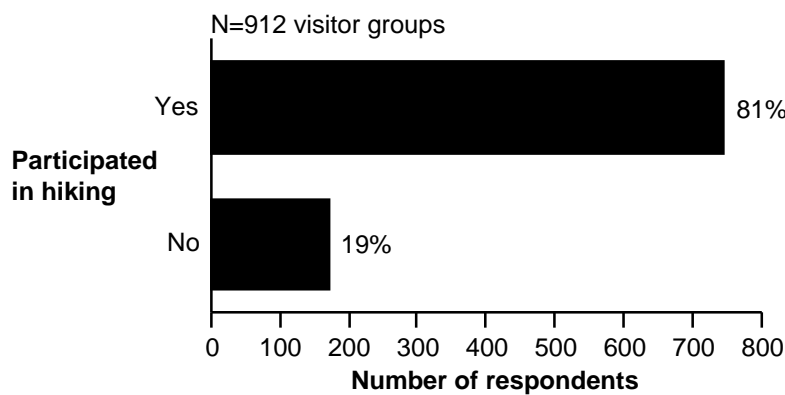


Figure 20: Visitors who participated in hiking

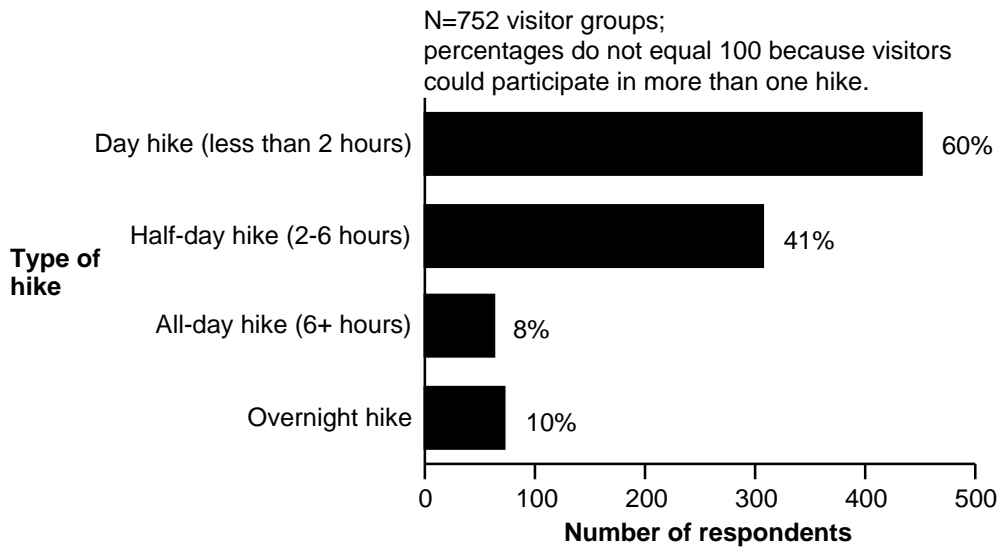


Figure 21: Time spent hiking

Table 9: Day hike (less than 2 hours) locations

N=440 places

Comments	Number of times mentioned
Hoh Rain Forest	117
Hurricane Ridge	114
Sol Duc	59
Quinault	37
Lake Crescent	22
Rialto Beach	17
Kalaloch	15
Staircase	11
Marymere Falls	11
South Wilderness Coast	7
Port Angeles	5
Elwha	5
Ruby Beach	4
Dungeness	2
Ozette	2
North Wilderness Coast	2
Cape Flattery	2
Other places	8

Table 10: Half-day hike (2 to 6 hours) locations

N=294 places

Comments	Number of times mentioned
Hurricane Ridge	70
Hoh Rain Forest	59
Sol Duc	32
Quinault	28
Lake Crescent	19
Rialto Beach	17
Staircase	10
Kalaloch	9
Deer Park	8
Elwha	6
South Wilderness Coast	6
Port Angeles	5
Ozette	5
Marymere Falls	3
Dosewallips	2
North Wilderness Coast	2
Colonel Bob State Park	2
Other places	11

Table 11: All-day hike (6 hours or more) locations

N=51 places

Comments	Number of times mentioned
Hurricane Ridge	10
Sol Duc	8
Hoh Rain Forest	8
Rialto Beach	4
Ozette	3
Quinault	2
Elwha	2
Other places	14

Table 12: Overnight hike locations

N=33 places

Comments	Number of times mentioned
Hoh Rain Forest	9
Sol Duc	4
Elwha	3
Quinault	3
South Wilderness Coast	2
North Wilderness Coast	2
Other comments	10

**Information
about proper
food storage**

Visitors to Olympic NP were asked if they received information about proper food storage on this visit. Figure 22 shows that 64% said "yes," 29% said "no" and 7% were "not sure."

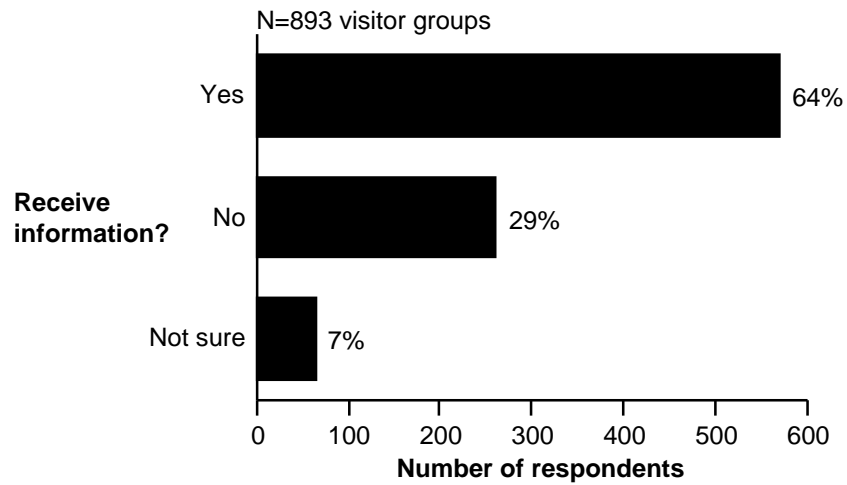


Figure 22: Proper food storage

The most commonly use interpretive/ visitor services at Olympic NP were the park brochure/ map (91%), entrance station information and service (65%), trailhead bulletin boards (52%) and nature trail exhibits (46%), as shown in Figure 23. The least used services were emergency services (1%) and campfire programs (9%).

Interpretive and visitor services: use, importance, and quality

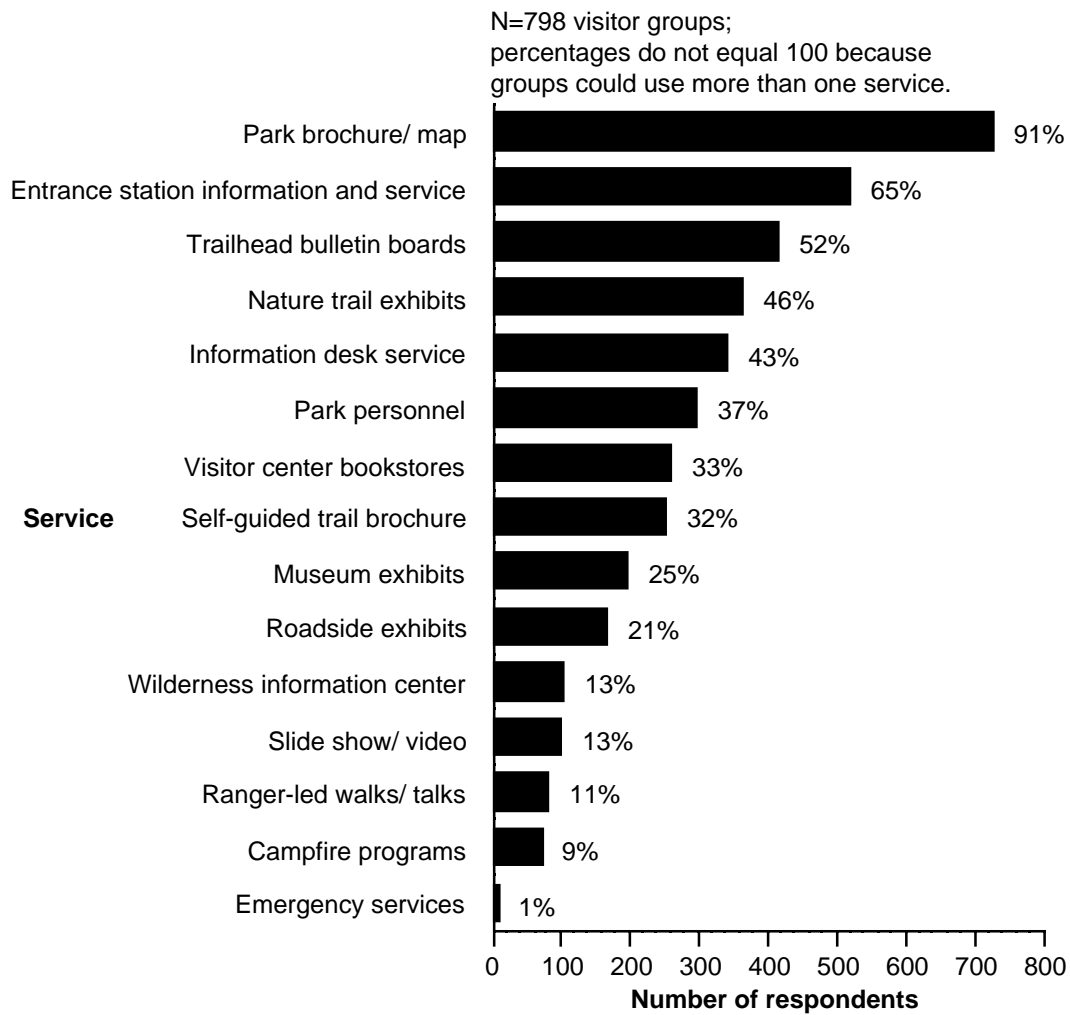


Figure 23: Use of interpretive/ visitor services

Visitors rated the importance and quality of each of the information services they used. They used a five-point scale (see boxes below).

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each interpretive/visitor service were determined based on ratings provided by visitors who used each service. Figures 24 and 25 shows the average importance and quality ratings for each of the interpretive/ visitor services. All services were rated above average in importance and quality. NOTE: Emergency services were not rated by enough visitors to provide reliable information.

The even-numbered Figures 26-55 show the importance ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of “extremely important” or “very important” ratings included park brochure/ map (80%), information desk service (78%) and ranger-led walks/ talks (78%). The highest proportion of “not important” ratings were for the wilderness information center (7%), trailhead bulletin boards (6%) and self-guided trail brochure (6%).

The odd-numbered Figures 26-55 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of “very good” or “good” ratings included ranger-led walks/ talks (89%), park personnel (87%) and the information desk service (85%). The highest porportion of “very poor” ratings was for park personnel (7%) and campfire programs (6%).

Figure 56 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

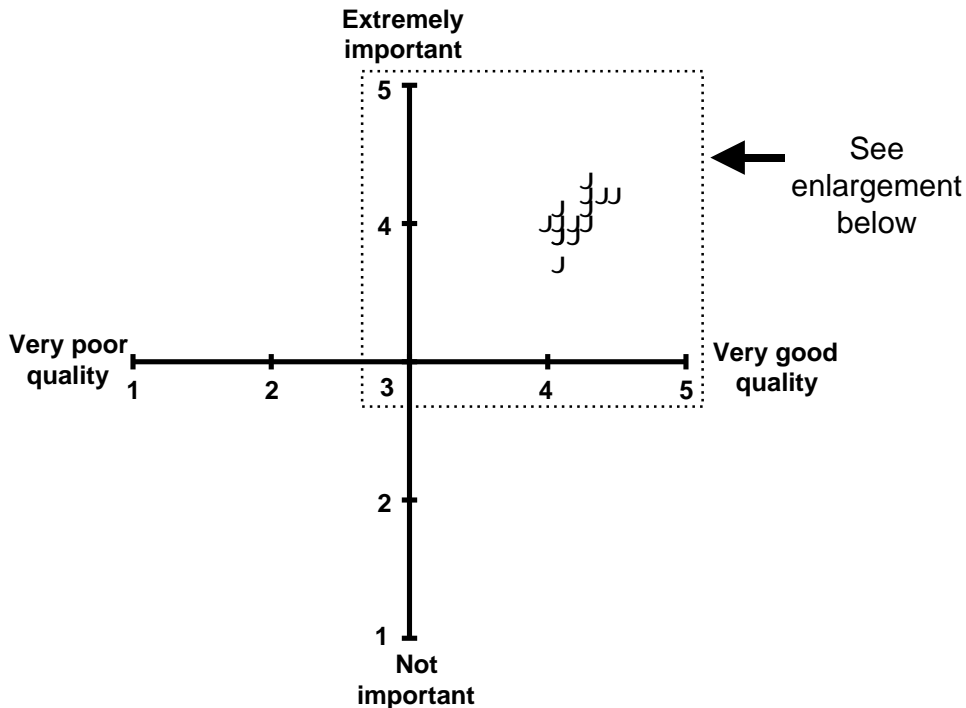


Figure 24: Average rating of interpretive/ visitor service importance and quality

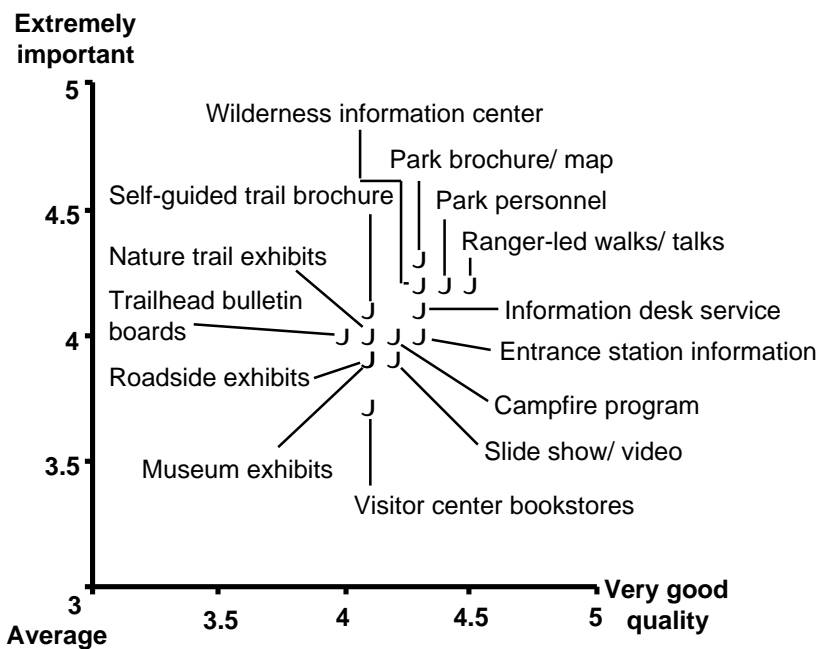


Figure 25: Detail of Figure 24

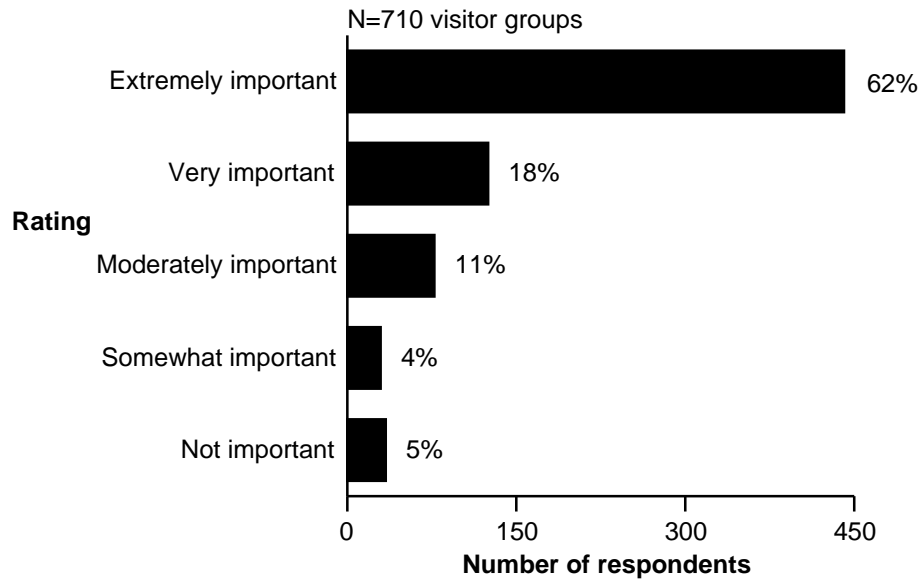


Figure 26: Importance of park brochure/map

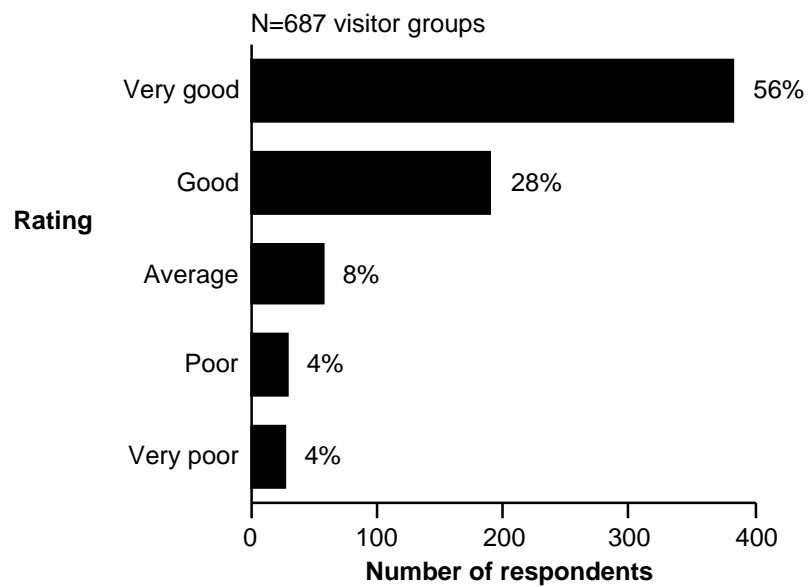


Figure 27: Quality of park brochure/ map

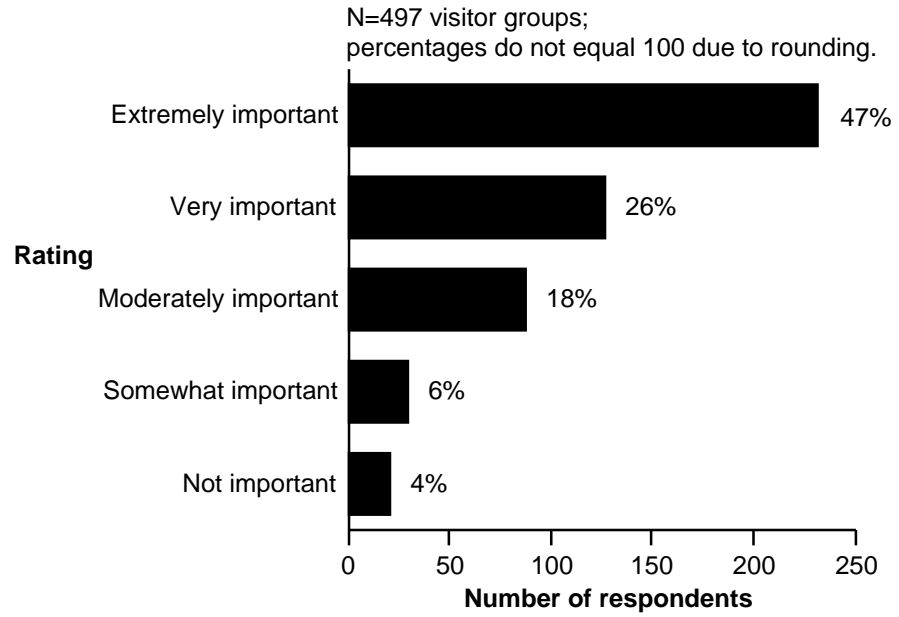


Figure 28: Importance of entrance station information and service

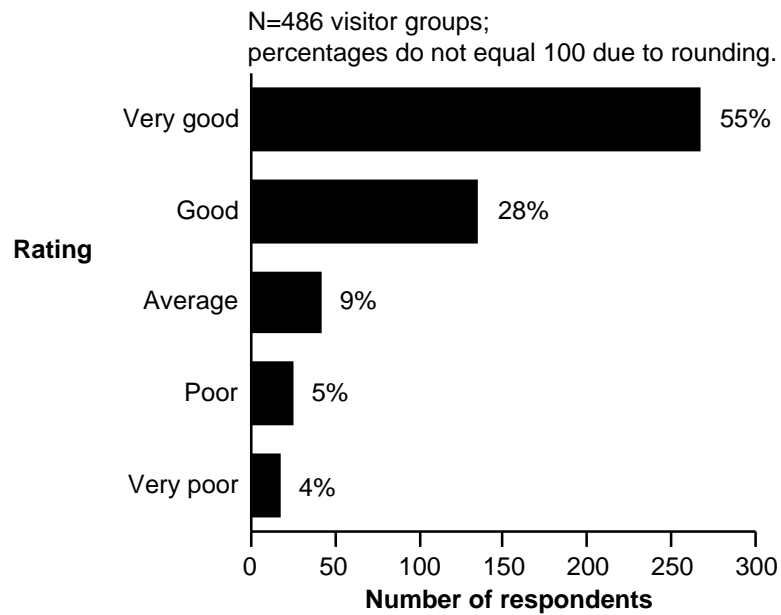


Figure 29: Quality of entrance station information and service

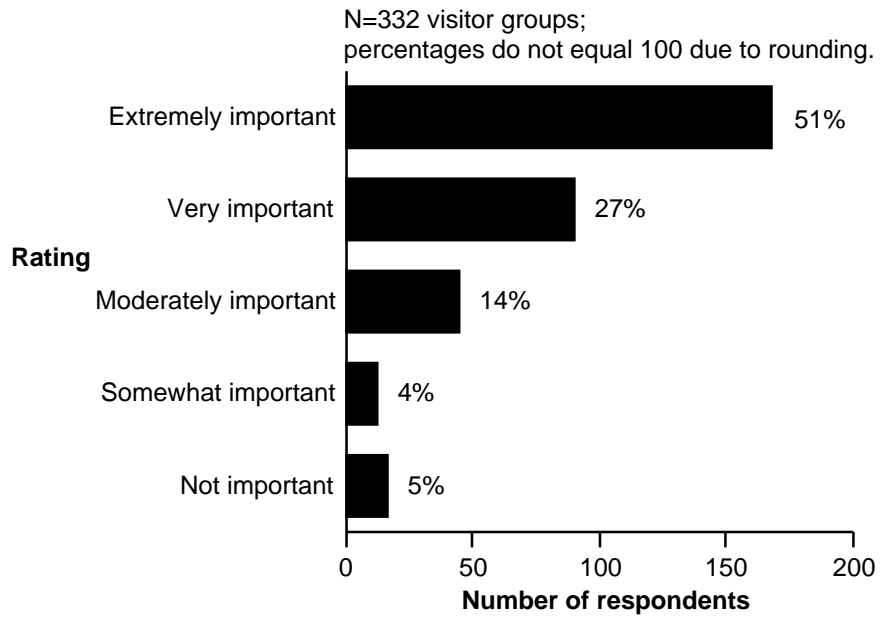


Figure 30: Importance of information desk service

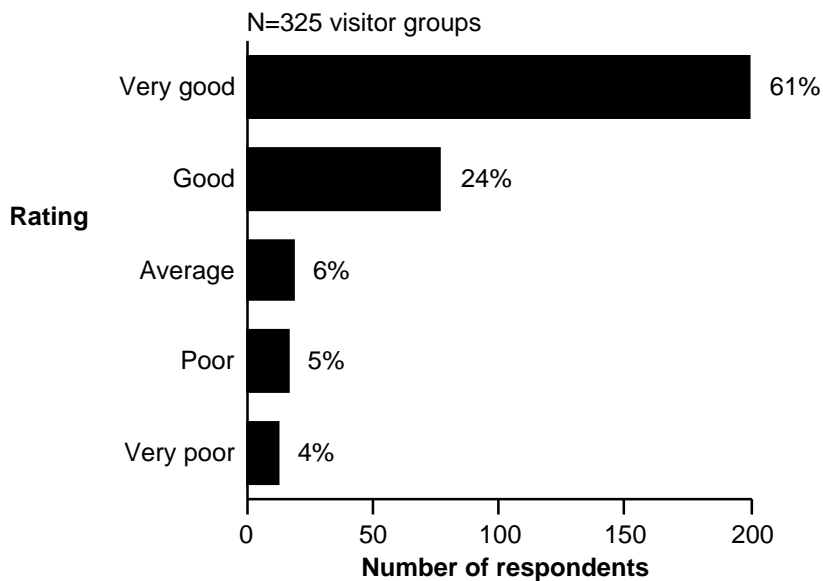


Figure 31: Quality of information desk service

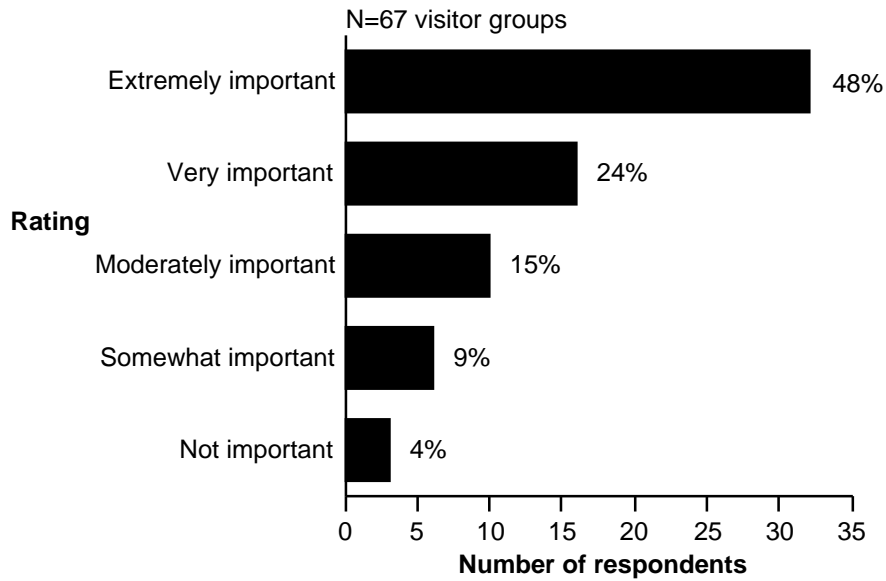


Figure 32: Importance of campfire programs

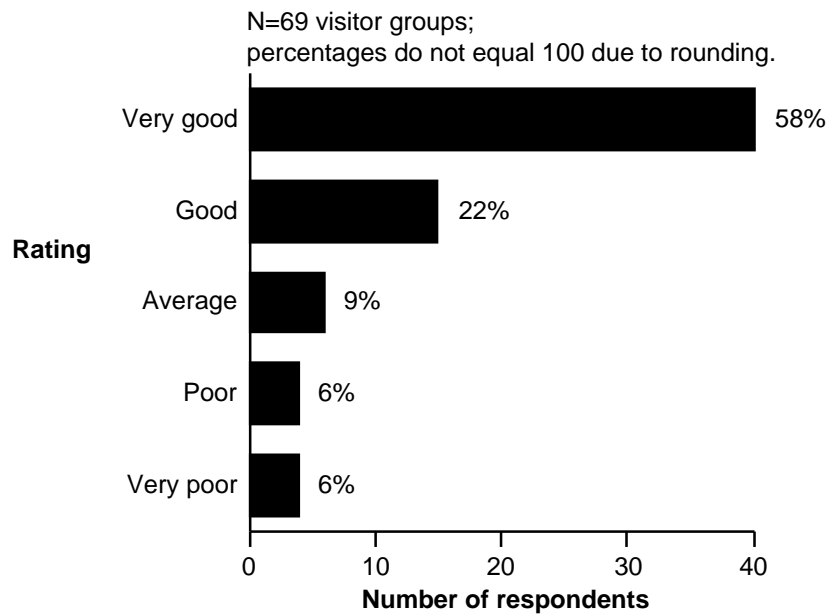


Figure 33: Quality of campfire programs

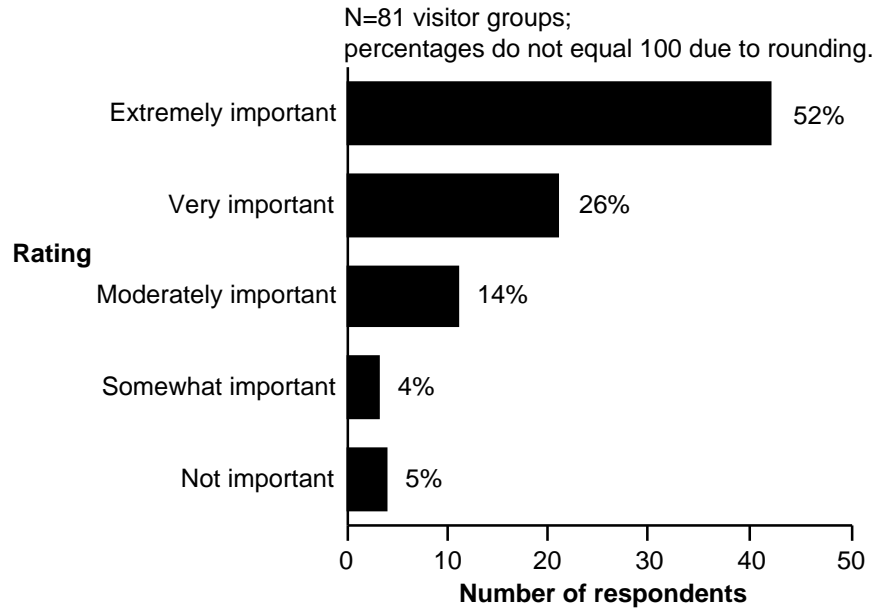


Figure 34: Importance of ranger-led walks/ talks

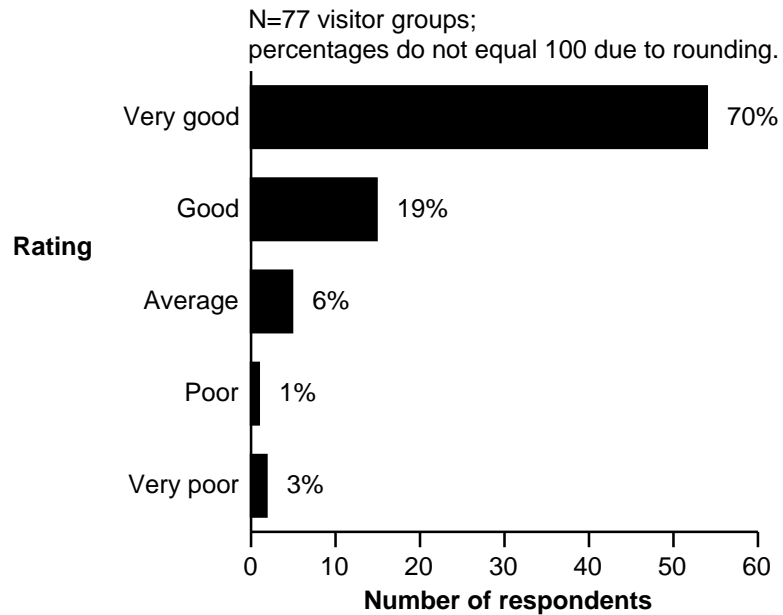


Figure 35: Quality of ranger-led walk/ talks

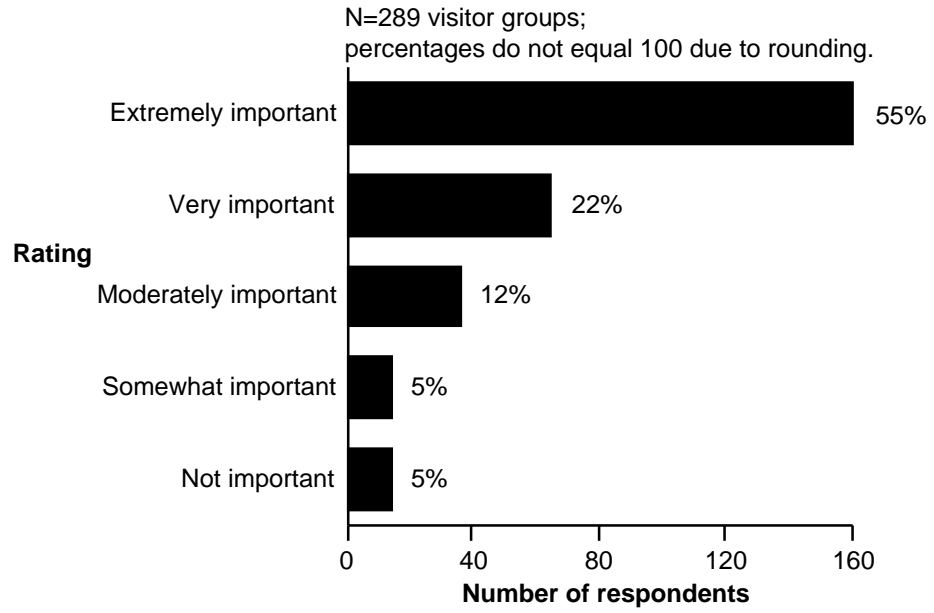


Figure 36: Importance of park personnel

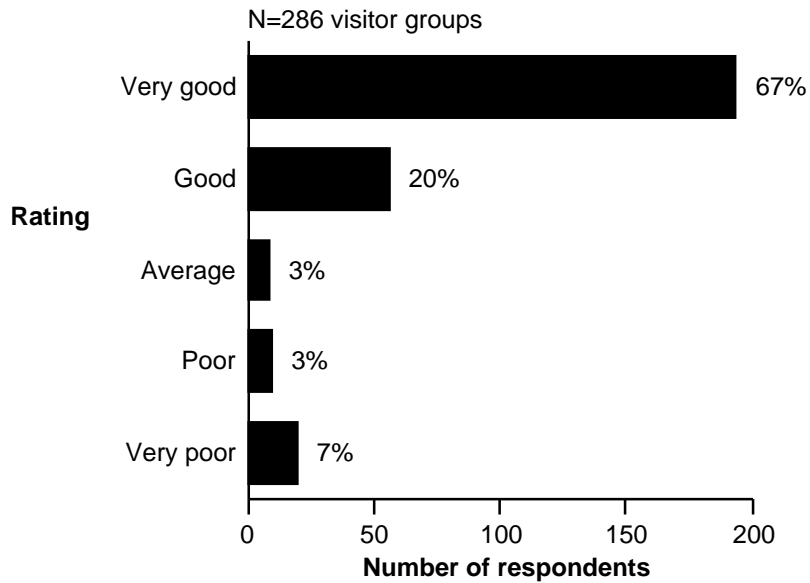


Figure 37: Quality of park personnel

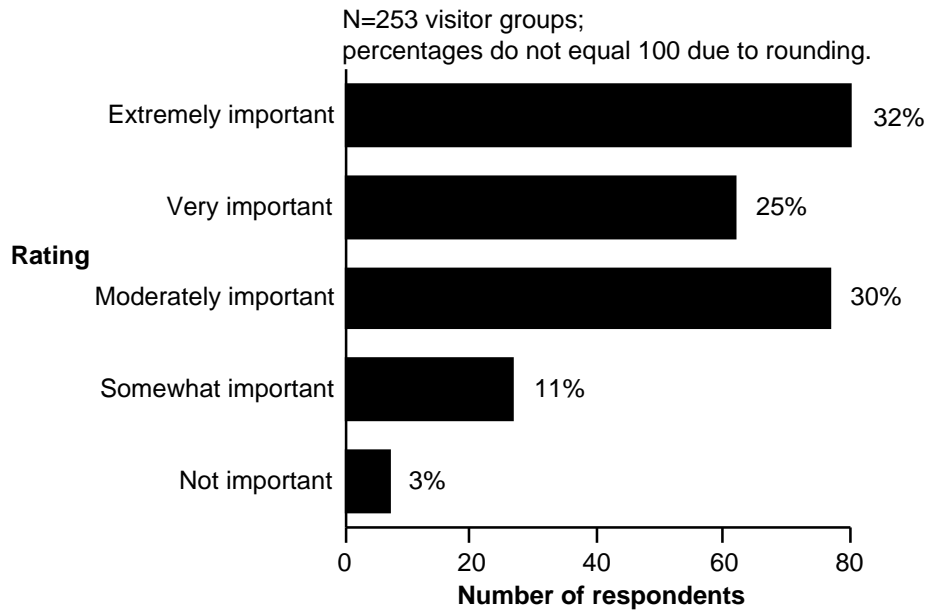


Figure 38: Importance of visitor center bookstores

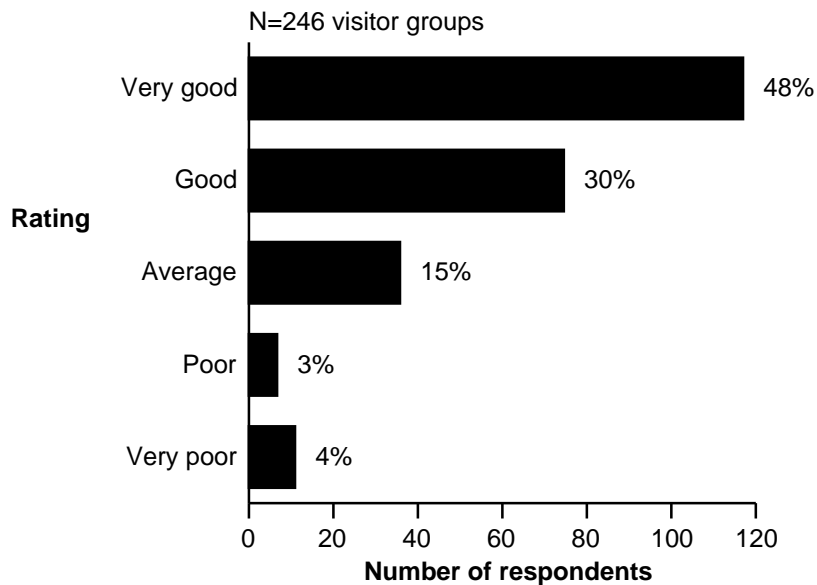


Figure 39: Quality of visitor center bookstores

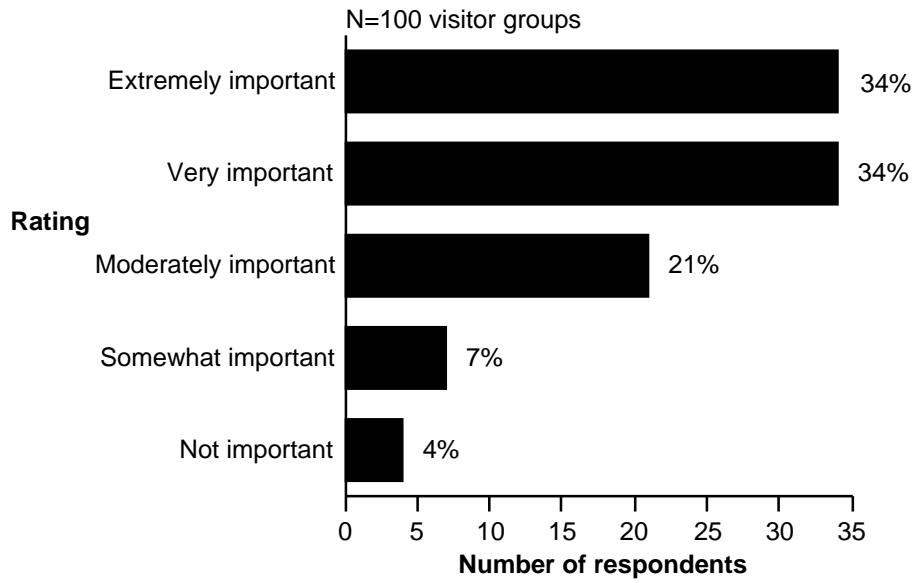


Figure 40: Importance of slide show/ video

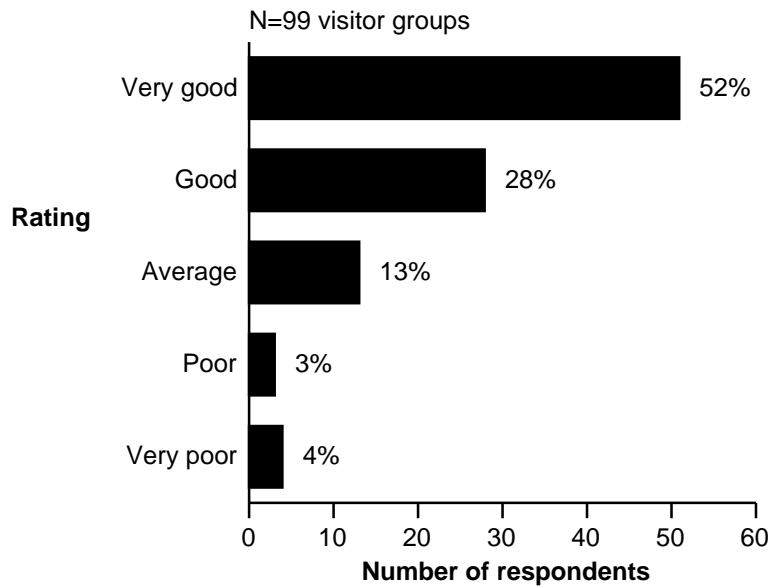


Figure 41: Quality of slide show/ video

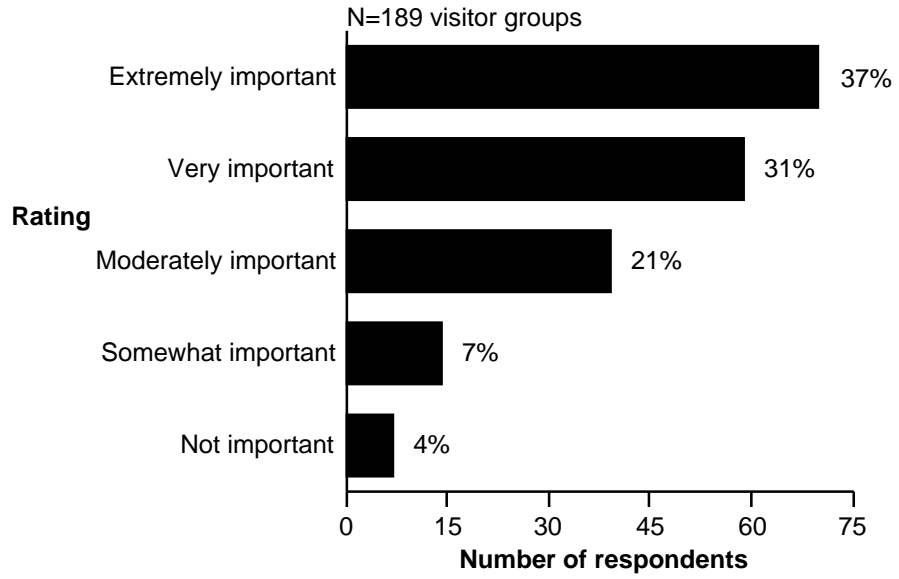


Figure 42: Importance of museum exhibits

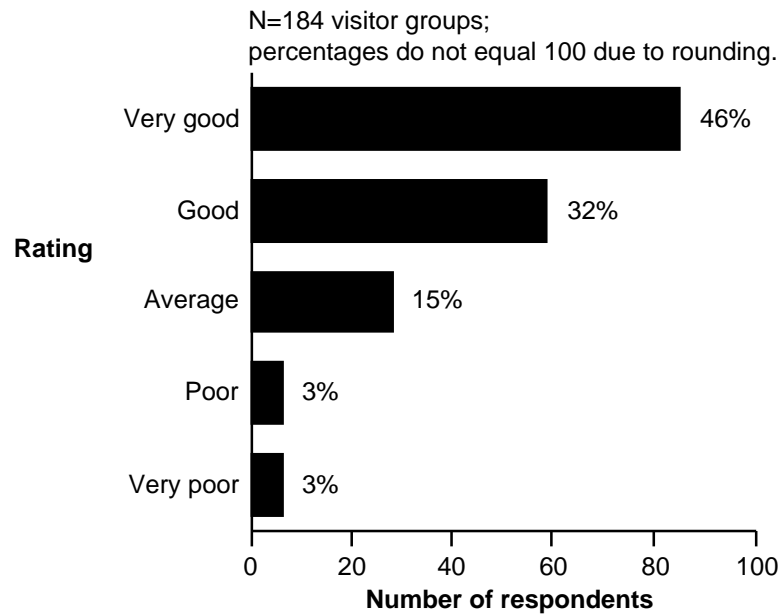


Figure 43: Quality of museum exhibits

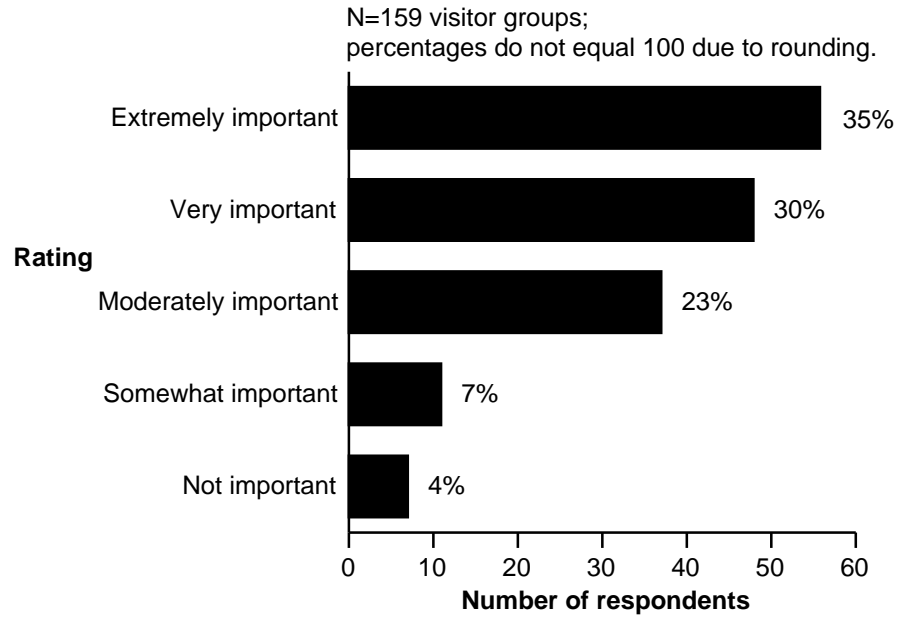


Figure 44: Importance of roadside exhibits

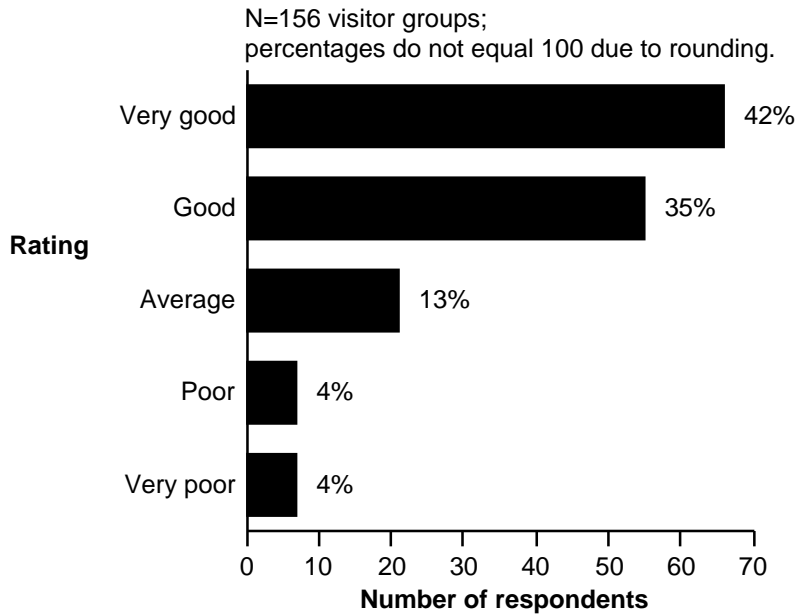


Figure 45: Quality of roadside exhibits

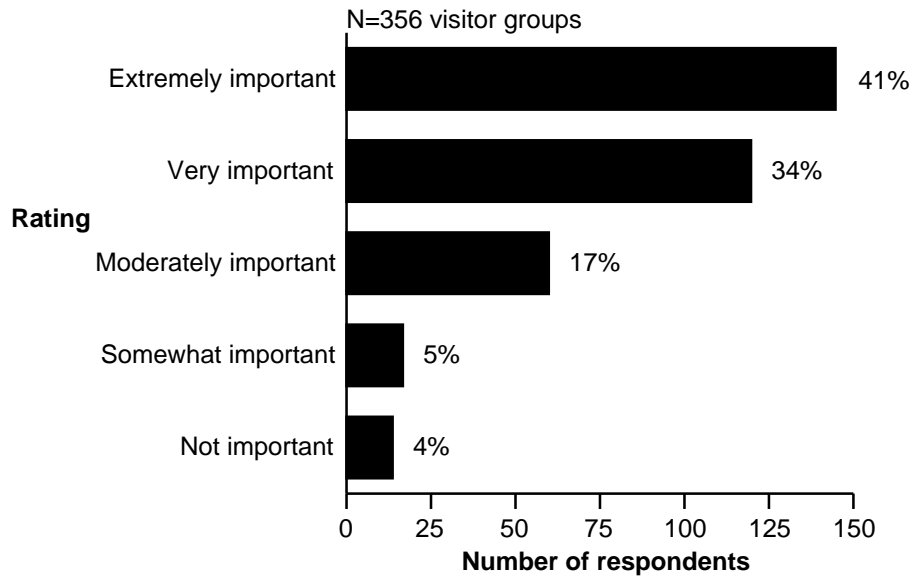


Figure 46: Importance of nature trail exhibits

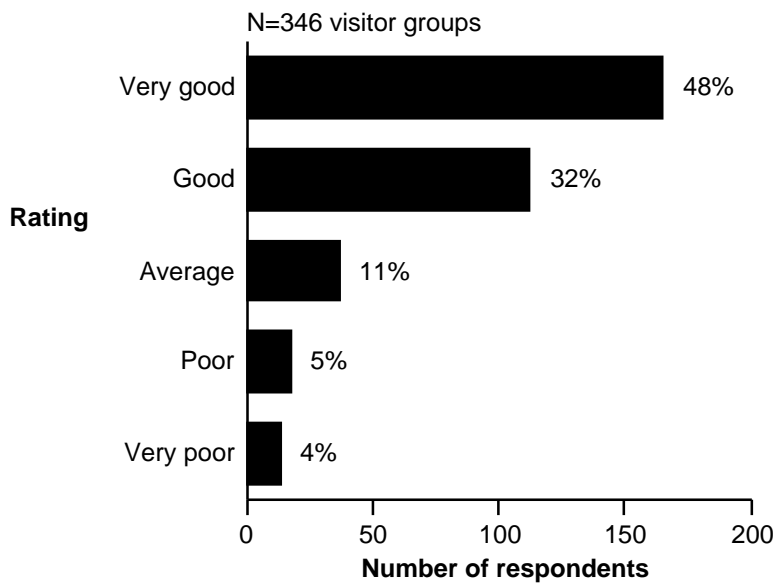


Figure 47: Quality of nature trail exhibits

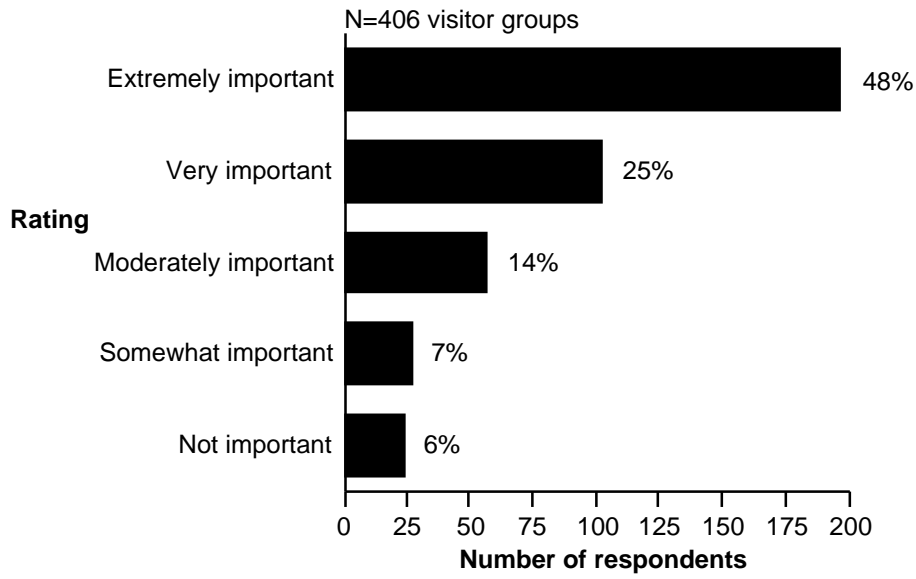


Figure 48: Importance of trailhead bulletin boards

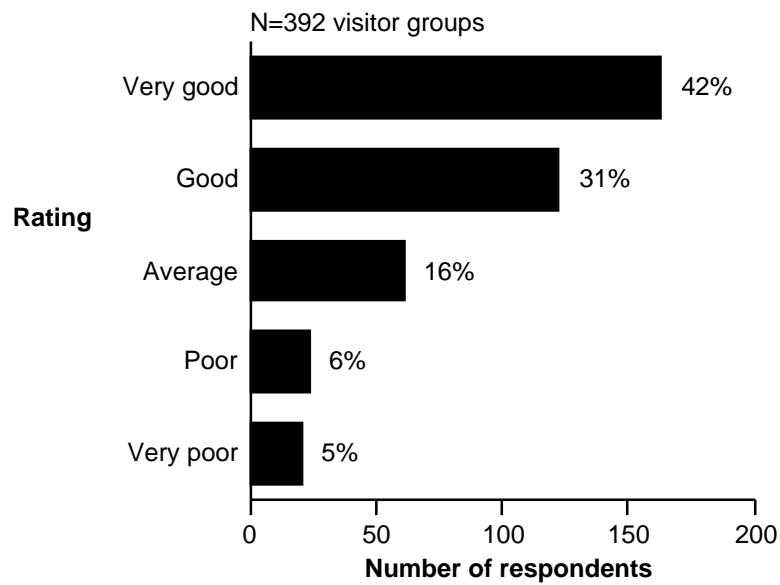


Figure 49: Quality of trailhead bulletin boards

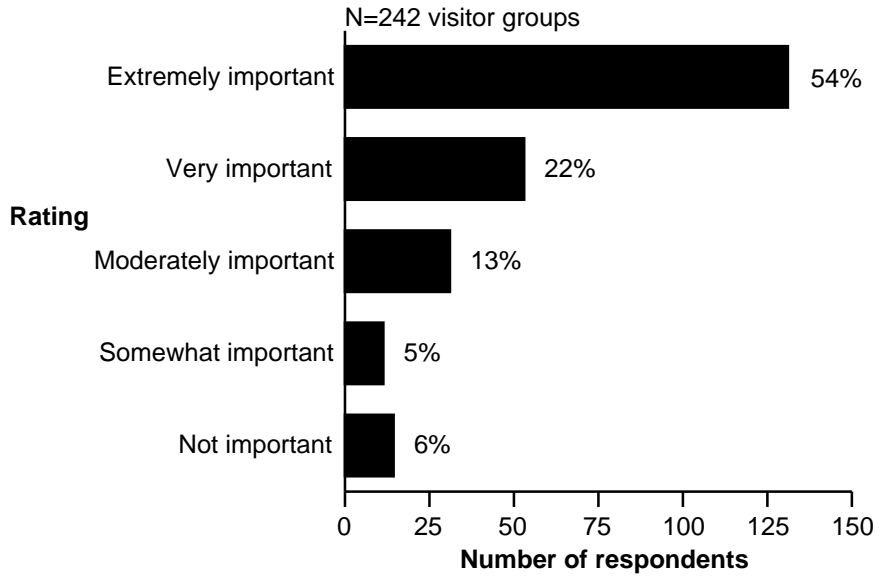


Figure 50: Importance of self-guiding trail brochure

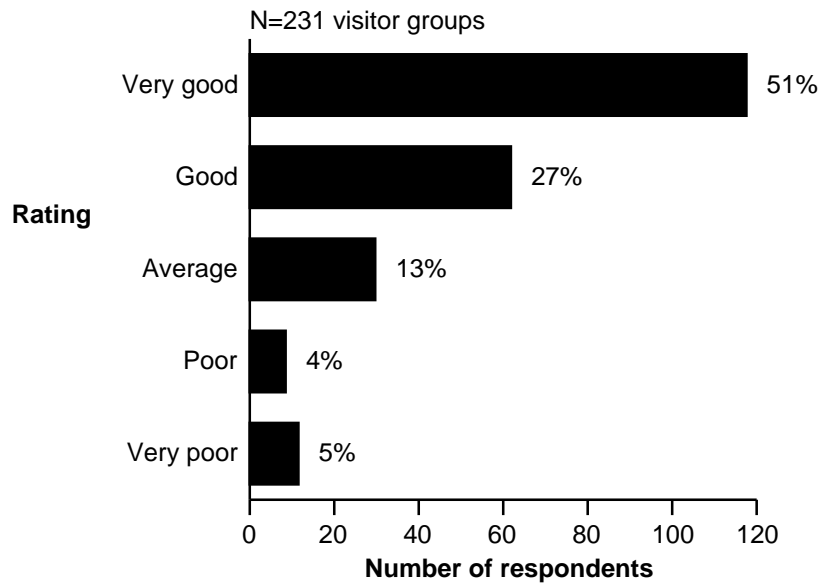


Figure 51: Quality of self-guiding trail brochure

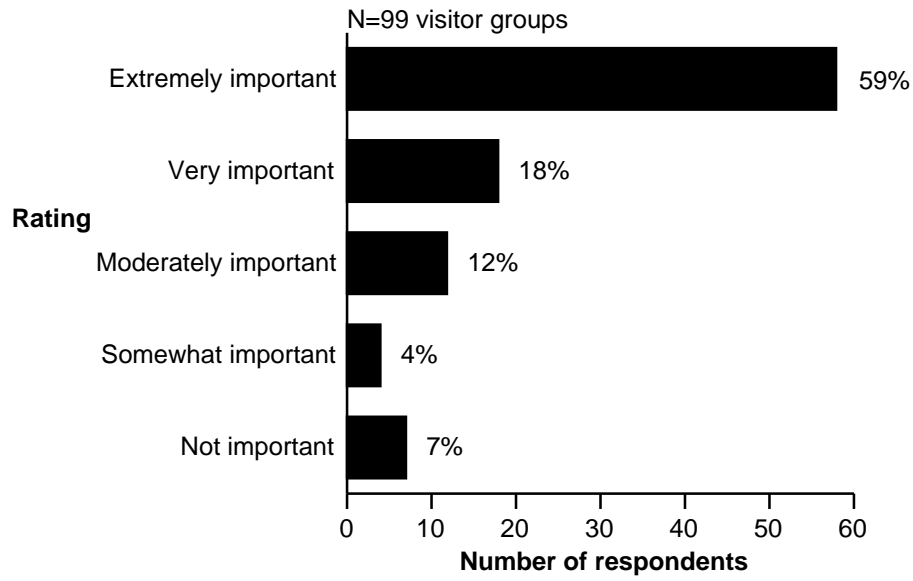


Figure 52: Importance of wilderness information center

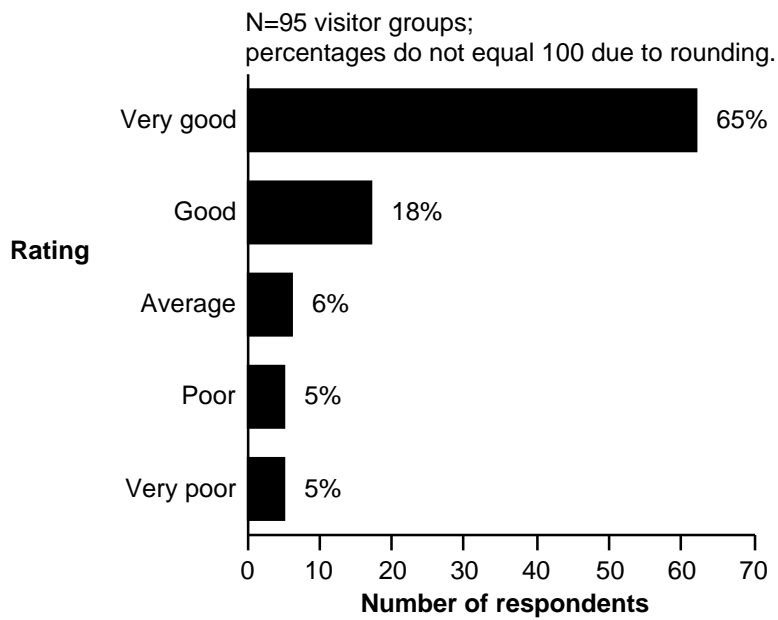


Figure 53: Quality of wilderness information center

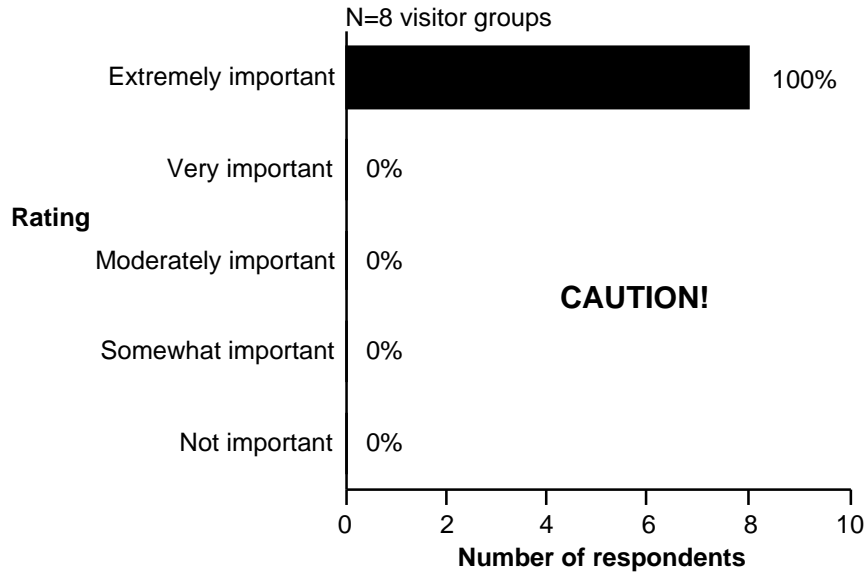


Figure 54: Importance of emergency services

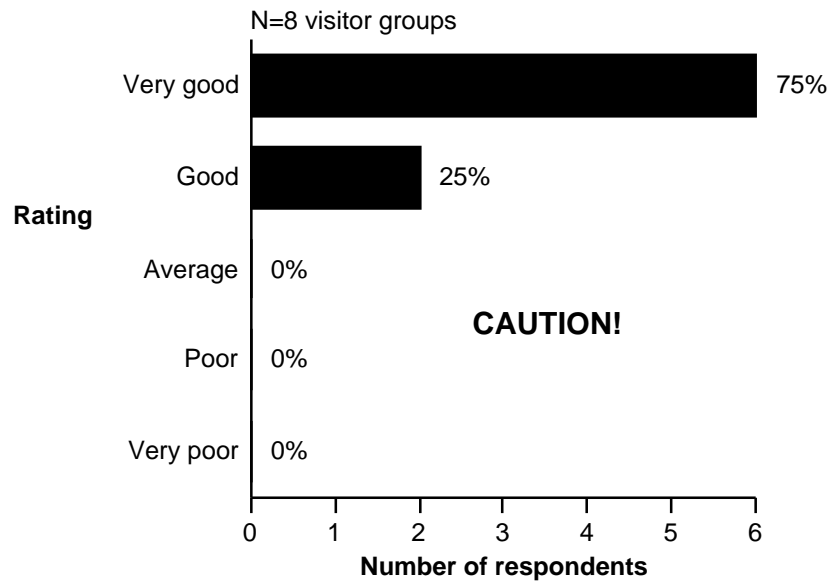


Figure 55: Quality of emergency services

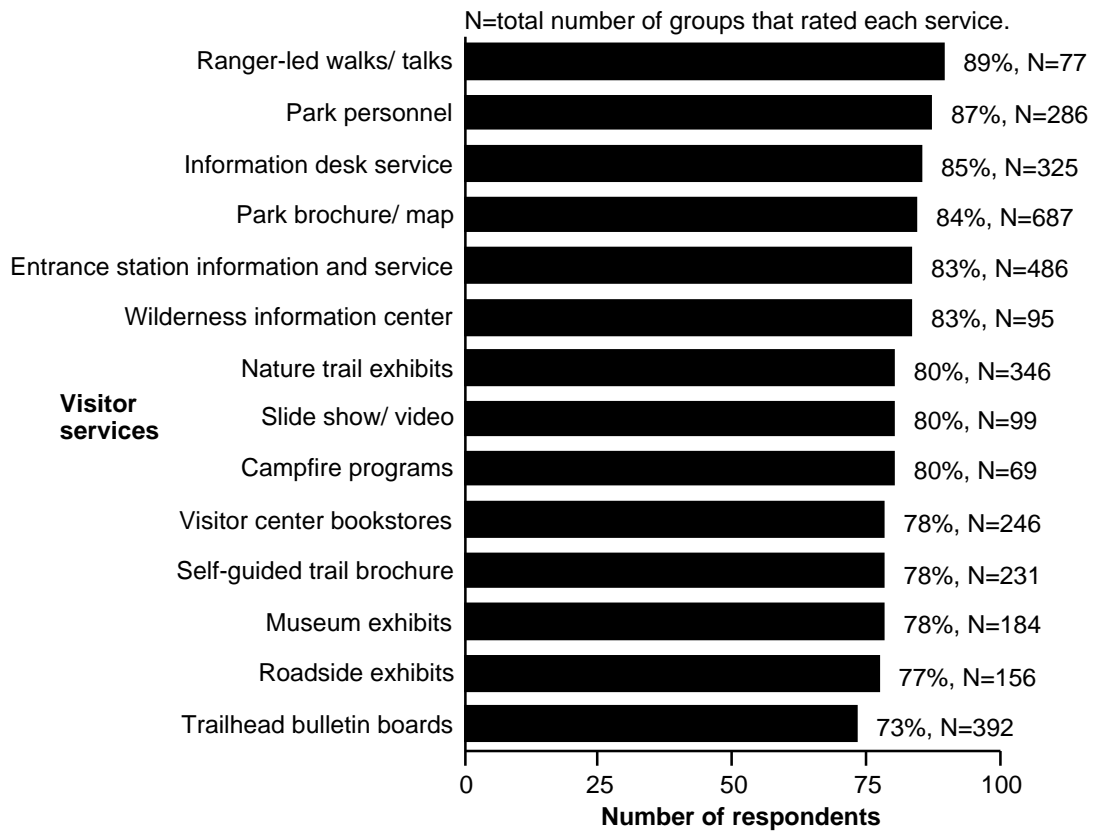


Figure 56: Combined proportions of “very good” or “good” quality ratings for interpretive/ visitor services

**Park facilities:
use, importance
and quality**

Visitor groups were asked to note the park facilities they used during their visit to Olympic NP. As shown in Figure 57, the facilities that were most commonly used by visitor groups were the restrooms (95%), park directional road signs (66%), picnic areas (35%) and gift shops (34%). The least used park facilities were access for disabled persons (3%) and backcountry campsites (10%).

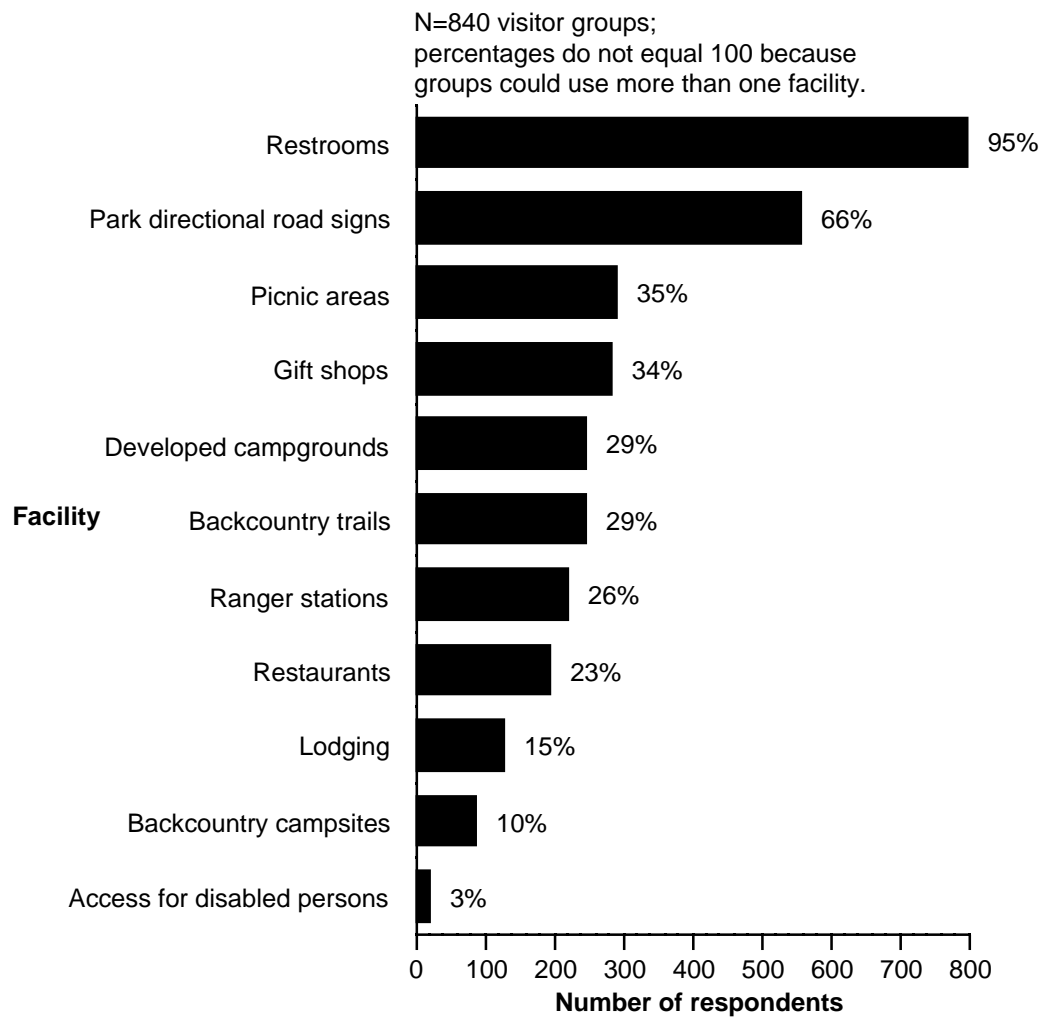


Figure 57: Park facilities used

Visitor groups rated the importance and quality of each of the park facilities they used. The following five point scales were used in the questionnaire

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each facility were determined based on ratings provided by visitors who used each facility. Figures 58 and 59 show the average importance and quality ratings for each of the park facilities. All facilities were rated above average in importance and quality. NOTE: Access for disabled people was not rated by enough visitors to provide reliable information.

The even-numbered Figures 60-81 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "extremely important" or "very important" ratings included restrooms (87%), backcountry trails (86%) and backcountry campsites (85%). The highest proportion of "not important" ratings were for the backcountry trails (9%), backcountry campsites (9%), ranger stations (8%) and gift shops (8%).

The odd-numbered Figures 61-81 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "very good" or "good" ratings included ranger stations (85%), backcountry trails (83%) and park directional road signs (83%). The highest proportion of "very poor" ratings were for lodging (8%) and backcountry campsites (7%).

Figure 82 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

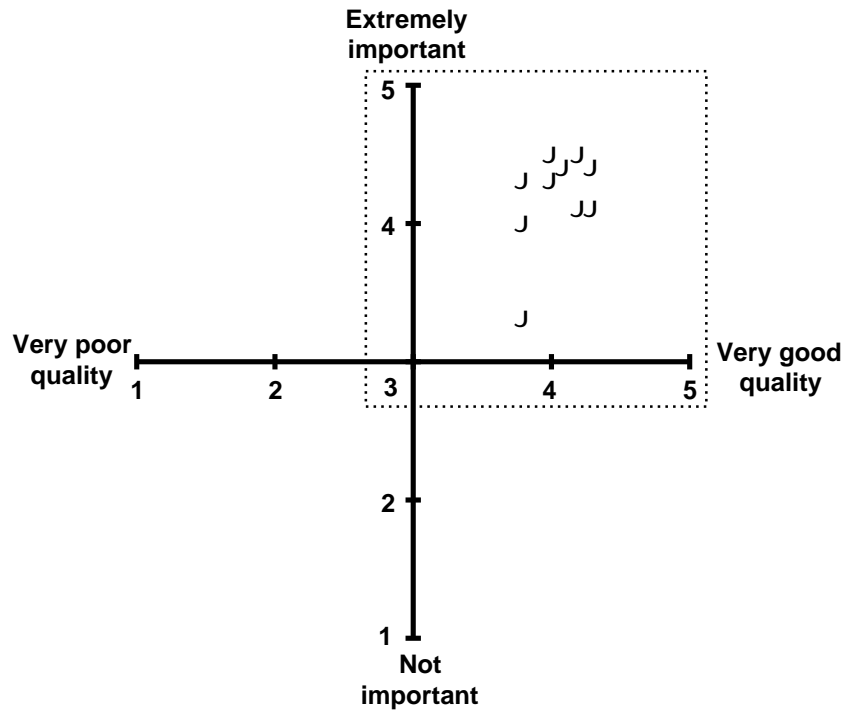


Figure 58: Average ratings for park facility importance and quality

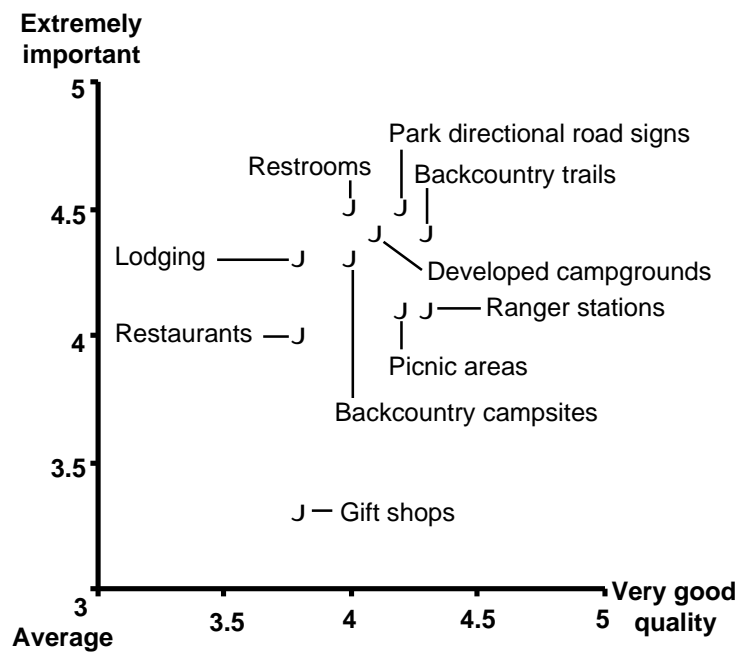


Figure 59: Detail of Figure 58

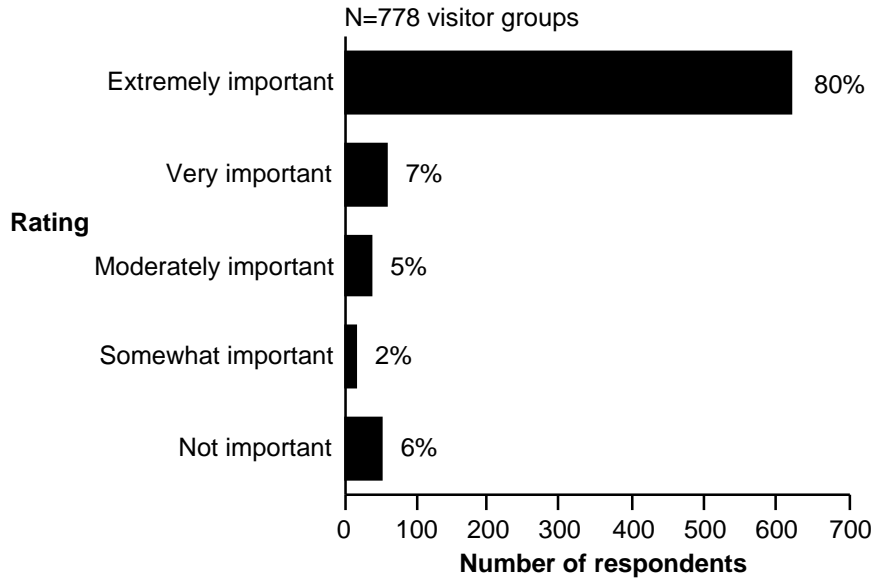


Figure 60: Importance of restrooms

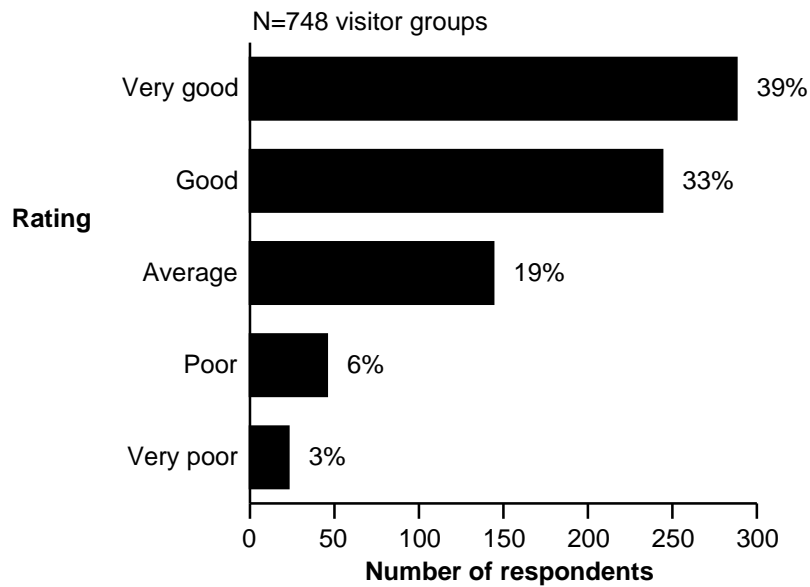


Figure 61: Quality of restrooms

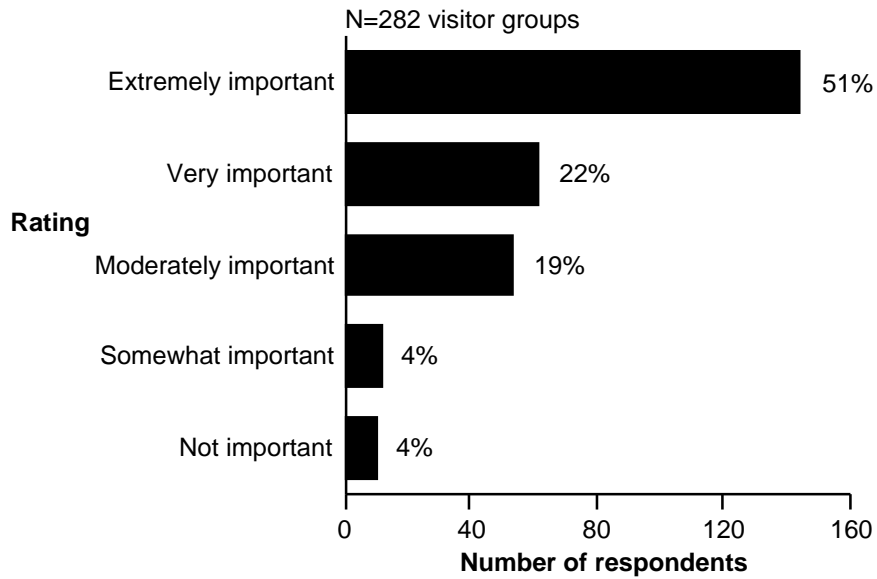


Figure 62: Importance of picnic areas

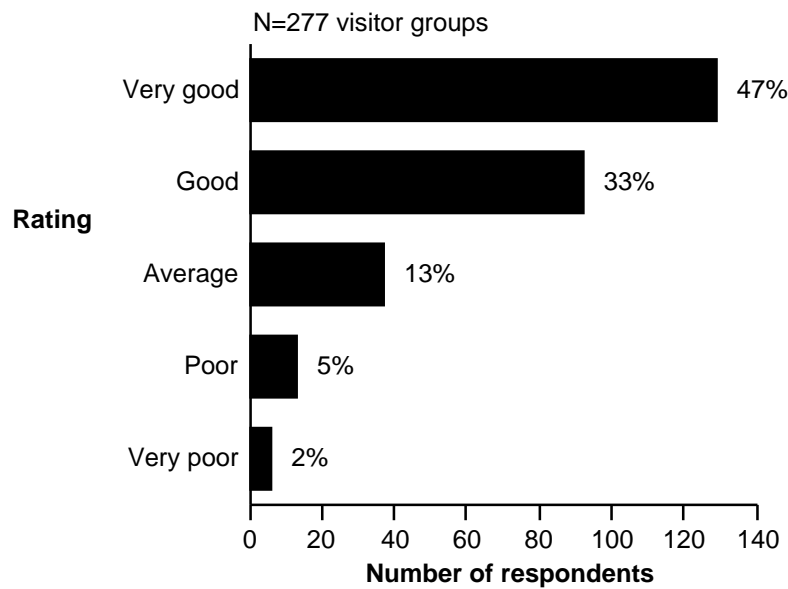


Figure 63: Quality of picnic areas

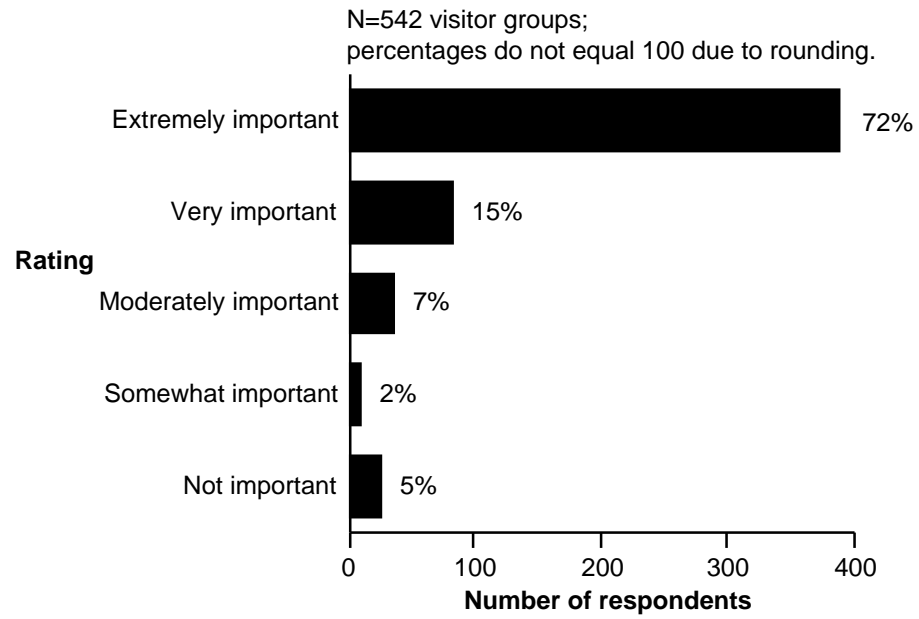


Figure 64: Importance of park directional road signs

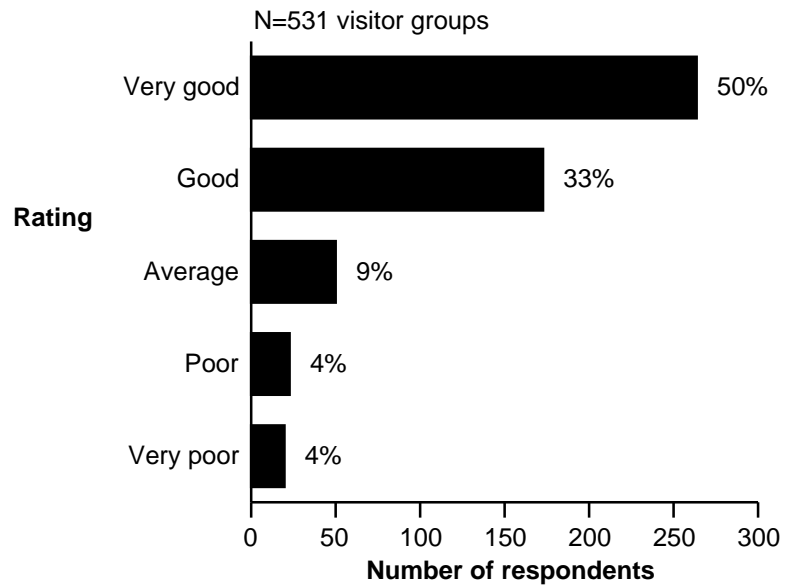


Figure 65: Quality of park directional road signs

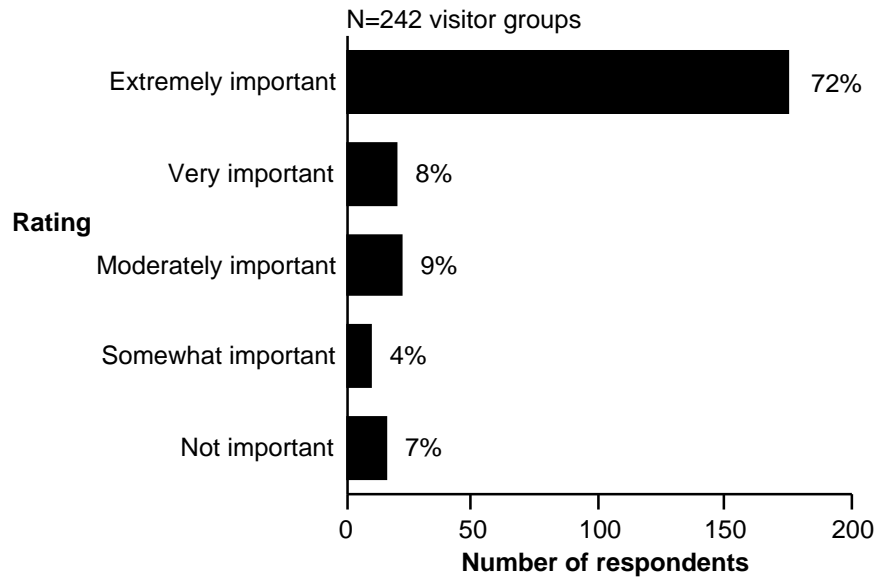


Figure 66: Importance of developed campgrounds

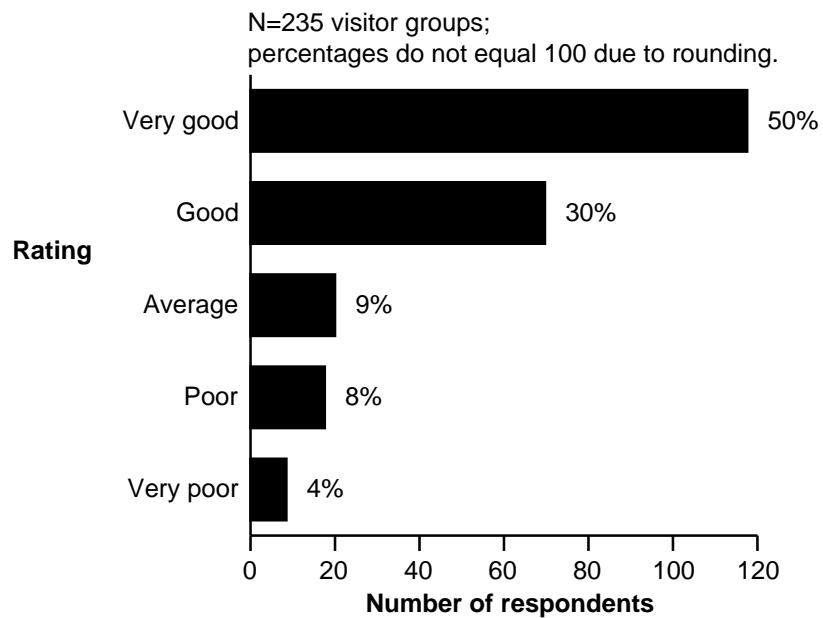


Figure 67: Quality of developed campgrounds

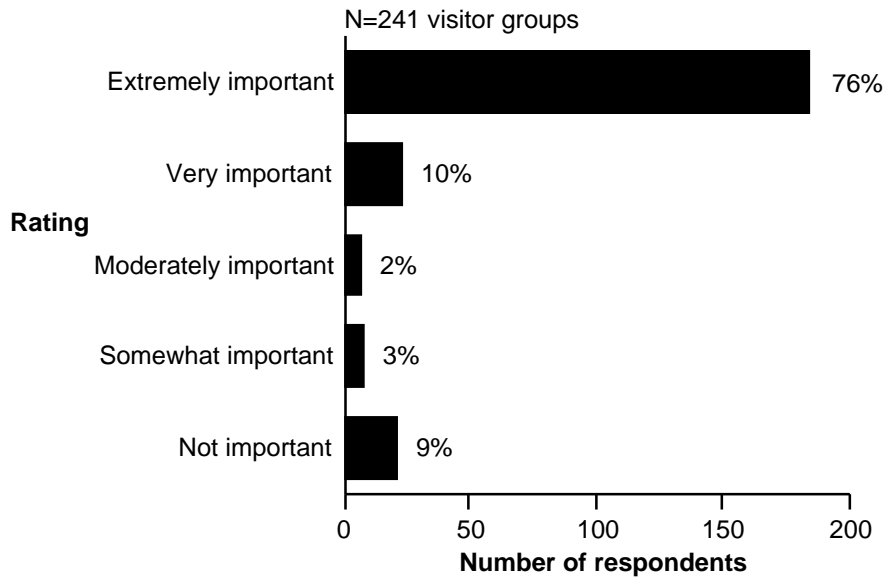


Figure 68: Importance of backcountry trails

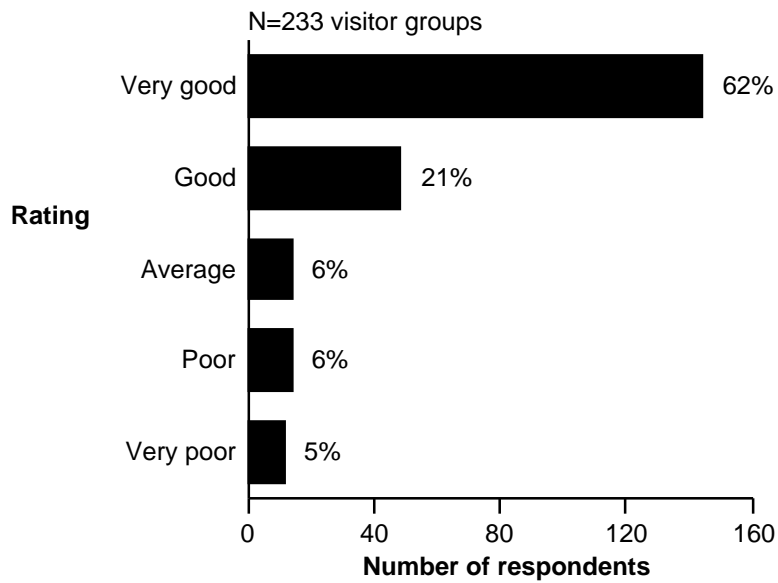


Figure 69: Quality of backcountry trails

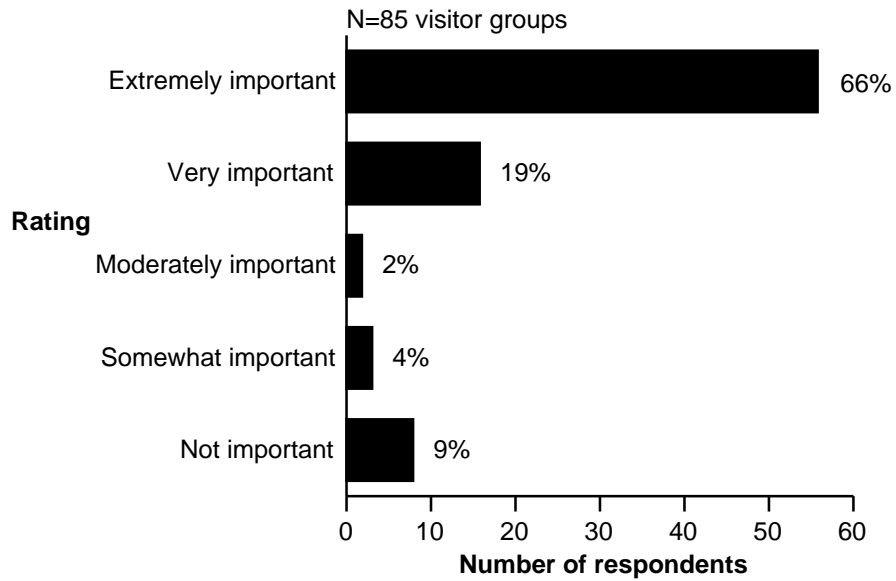


Figure 70: Importance of backcountry campsites

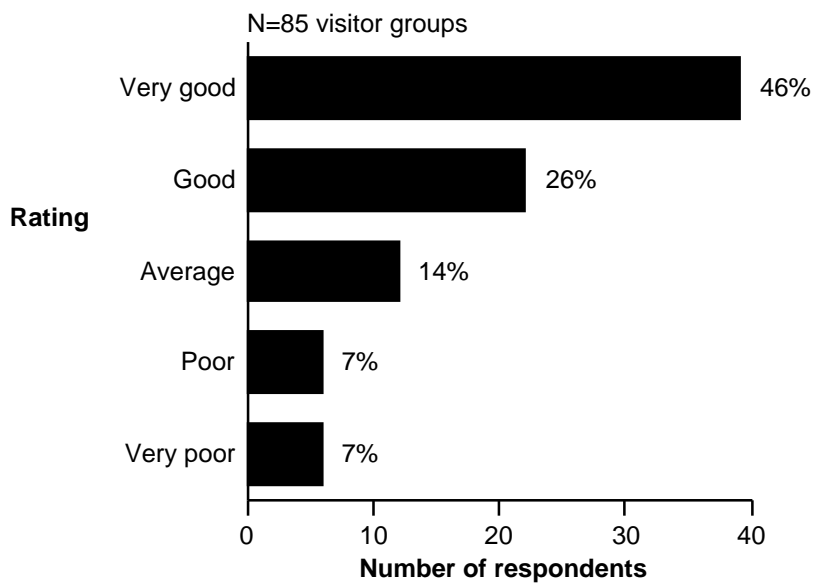


Figure 71: Quality of backcountry campsites

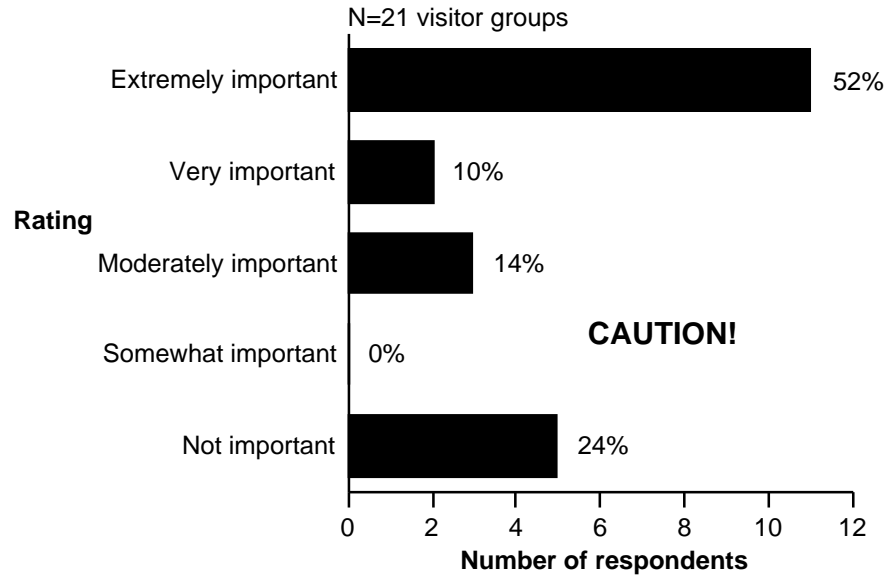


Figure 72: Importance of access for disabled persons

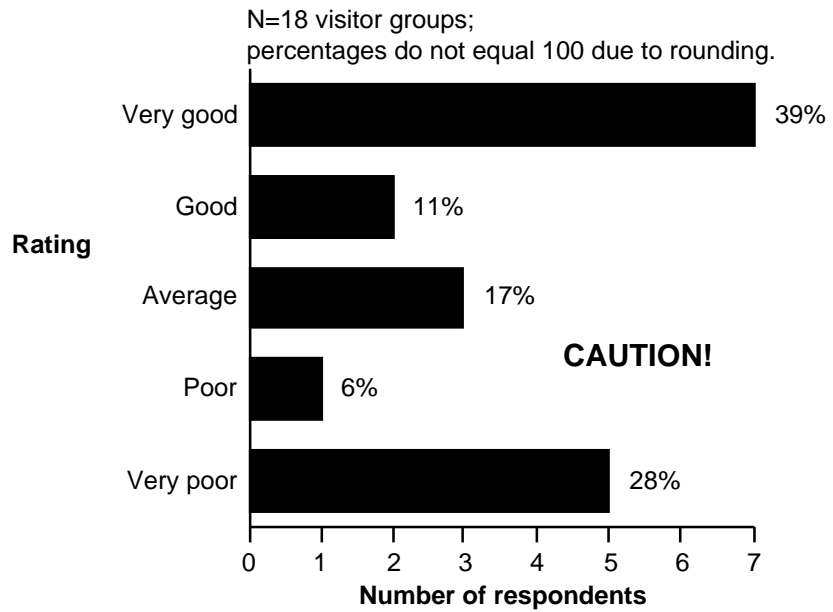


Figure 73: Quality of access for disabled persons

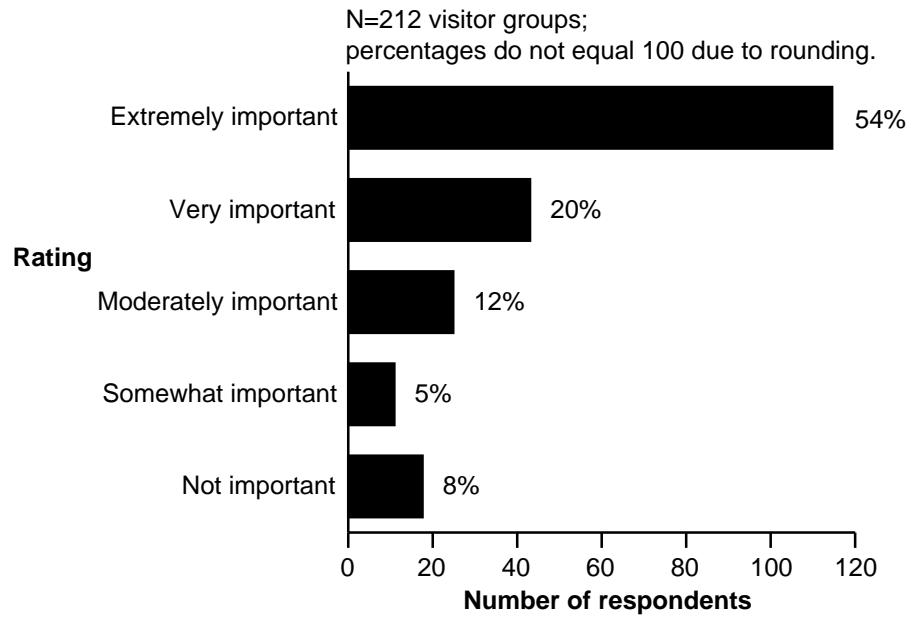


Figure 74: Importance of ranger stations

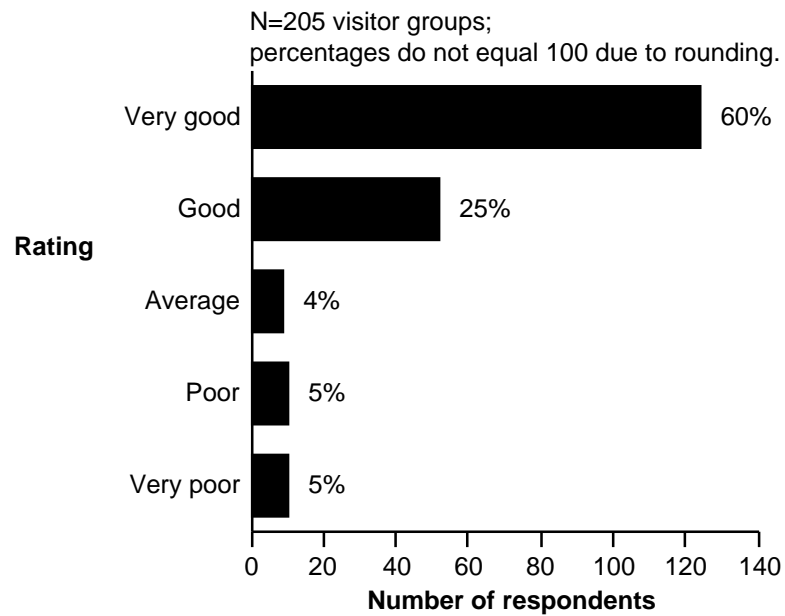


Figure 75: Quality of ranger stations

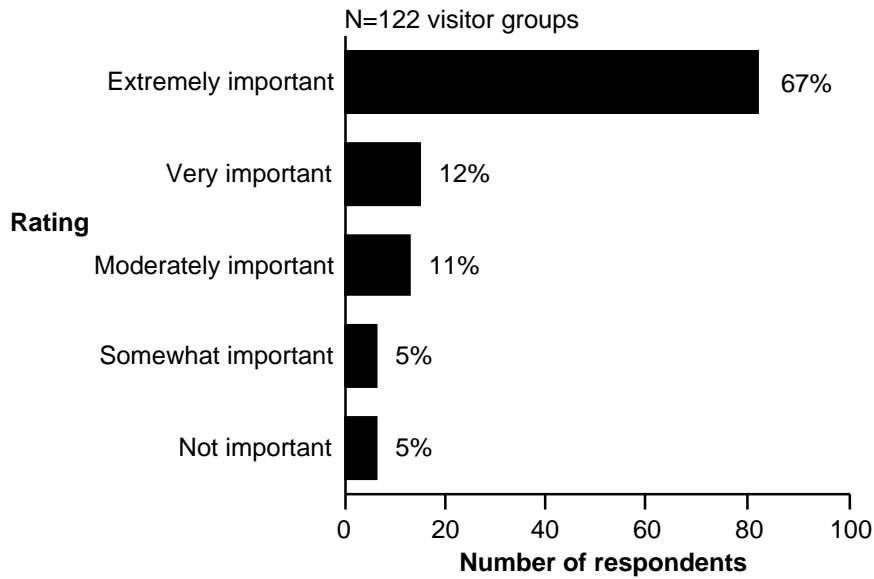


Figure 76: Importance of lodging

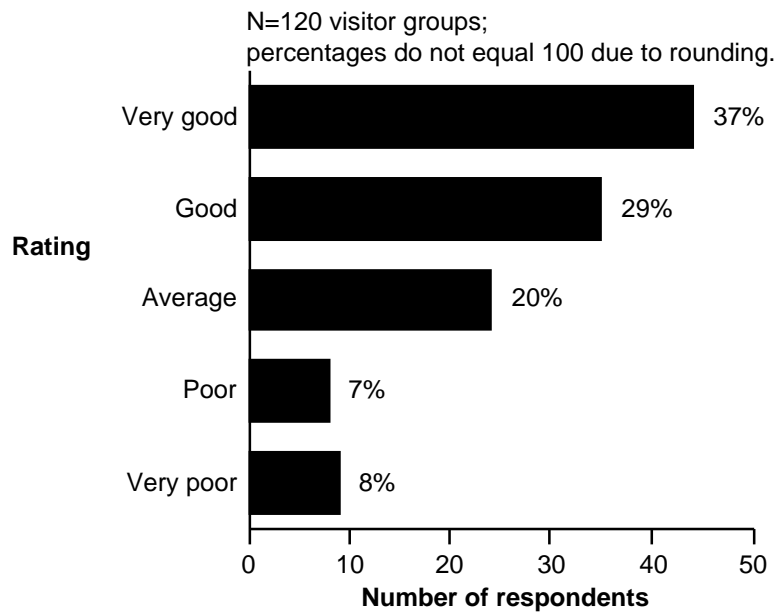


Figure 77: Quality of lodging

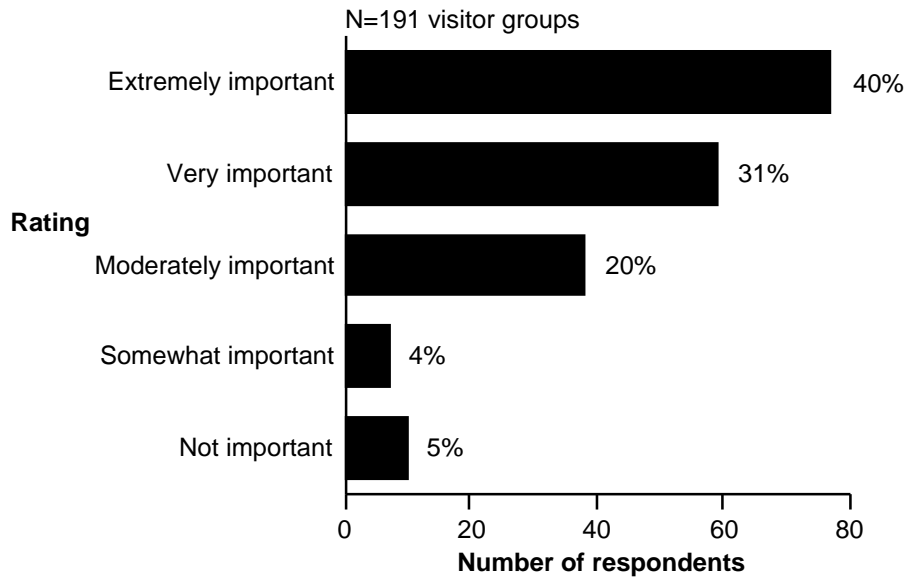


Figure 78: Importance of restaurants

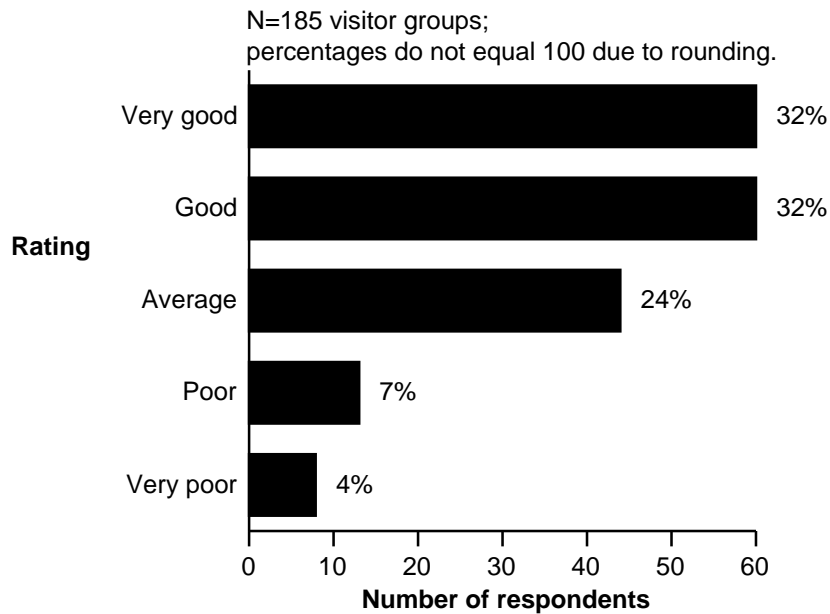


Figure 79: Quality of restaurants

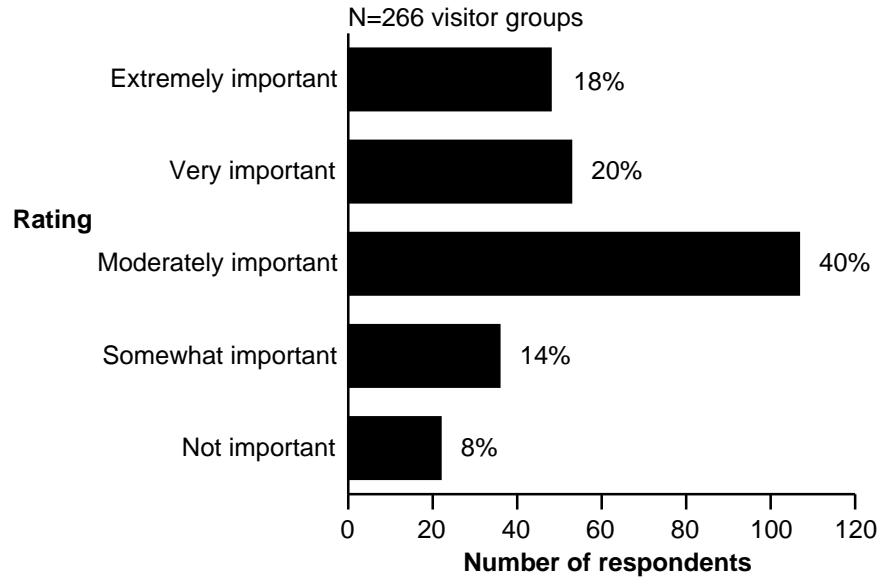


Figure 80: Importance of gift shops

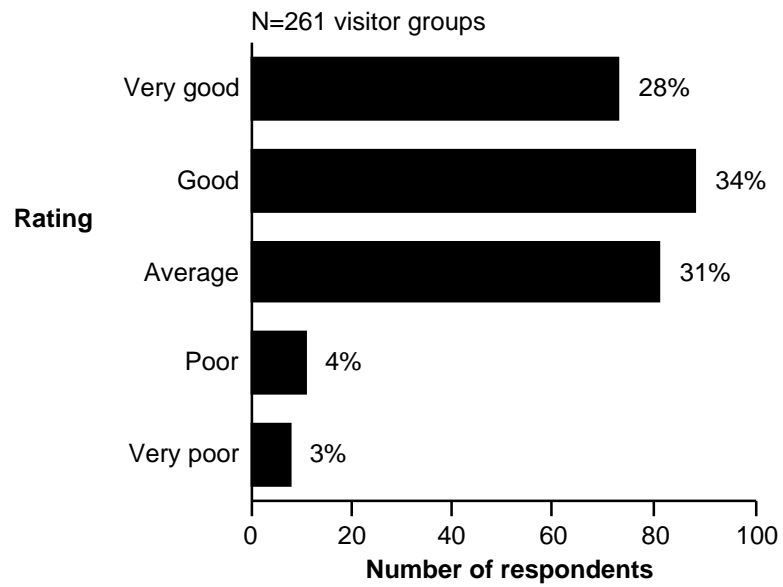


Figure 81: Quality of gift shops

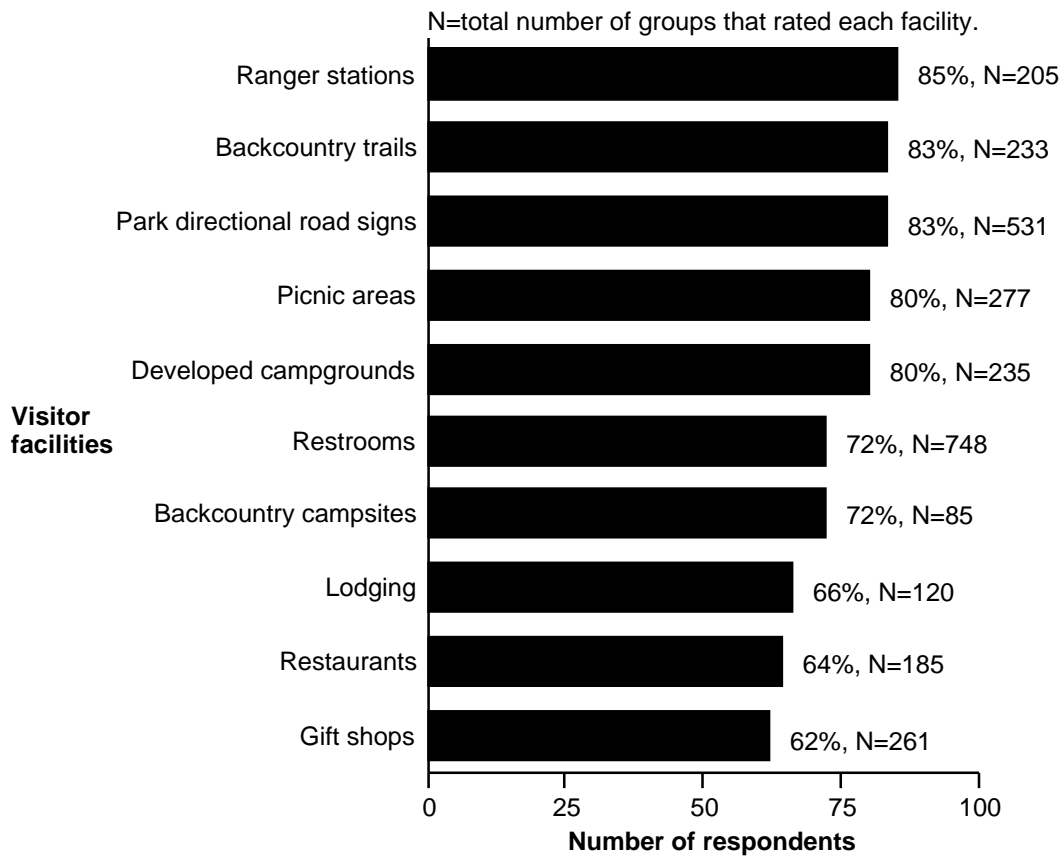


Figure 82: Combined proportions of “very good” or “good” quality ratings for park facilities

Visitors were asked to rate the appropriateness of structures or activities within Olympic NP. The structures and activities they were asked to rate included historic structures in park wilderness (cabins, shelters, ranger stations), downhill skiing, collecting mushrooms and open campfires. Figures 83-86 show the appropriateness ratings that visitor groups gave each of these.

Appropriateness of park structures or activities

The highest proportion of "always" ratings was for historic structures in park wilderness (52%). The highest proportion of "never" ratings was received by downhill skiing (40%) and collecting mushrooms (40%).

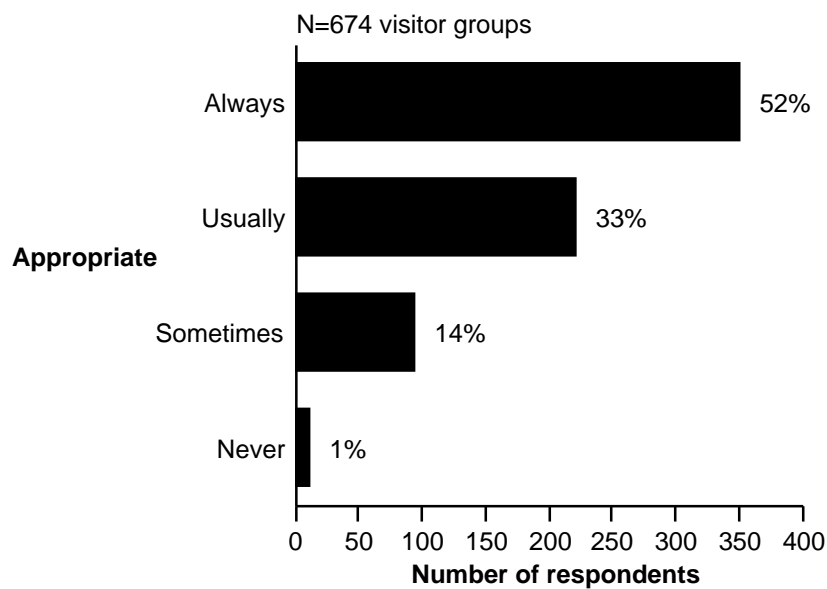


Figure 83: Appropriateness of historic structures in park wilderness

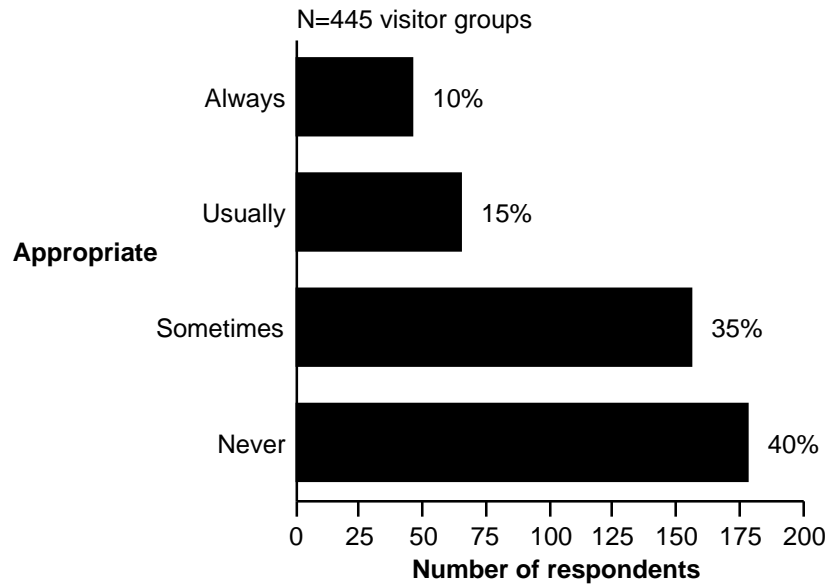


Figure 84: Appropriateness of downhill skiing

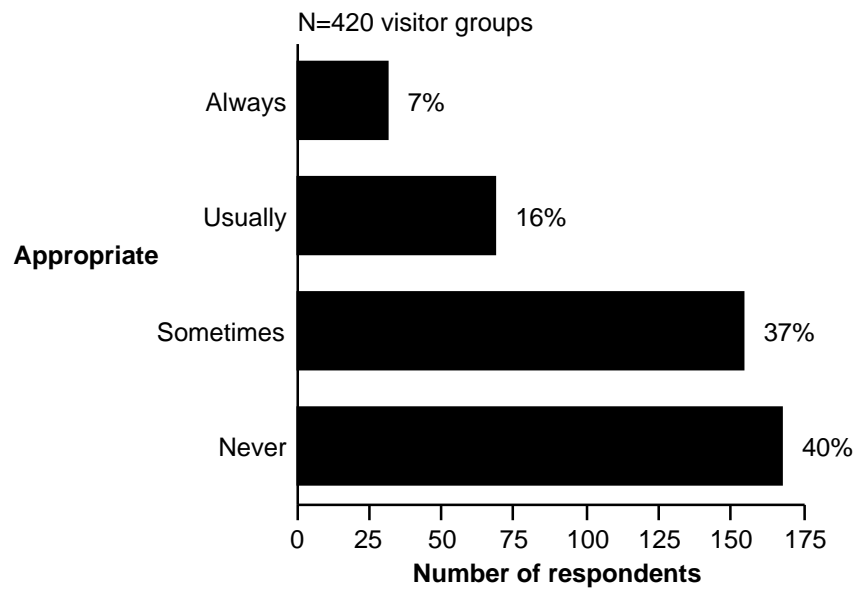


Figure 85: Appropriateness of collecting mushrooms

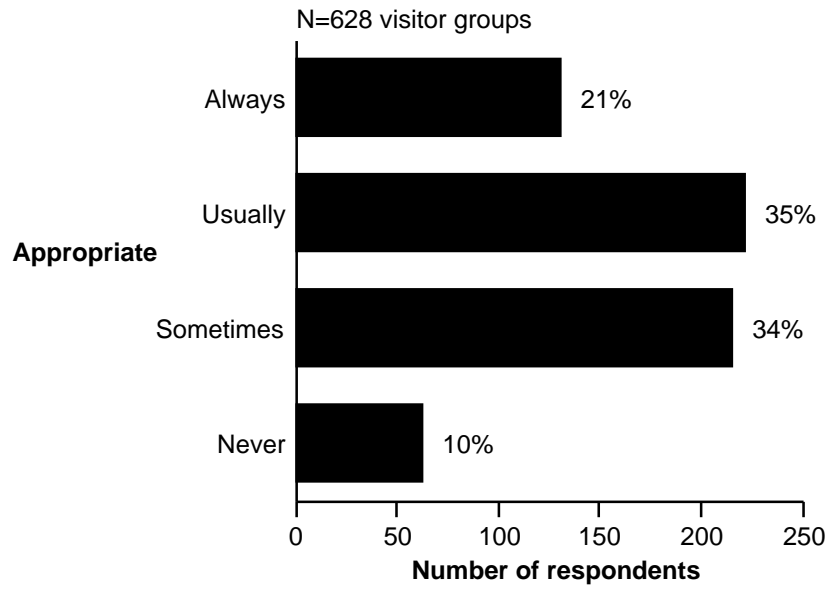


Figure 86: Appropriateness of open campfires

Importance of park features or qualities

Visitors were asked to rate the importance of Olympic NP features or qualities. The features or qualities they were asked to rate included native plants and animals, scenic views, recreational activities, solitude, quiet/ sounds of nature, safe environment, protection of threatened and endangered species, restoring "missing" species, and removing non-native species.

Figures 87-95 show the importance ratings that visitor groups gave each of these. The highest combined proportions of "extremely important" and "very important" ratings were received by safe, crime free environment (92%), scenic views (91%) native plants and animals (89%) and protecting threatened and endangered species (89%). The largest proportion of "not important" ratings was received by removing non-native species (10%).

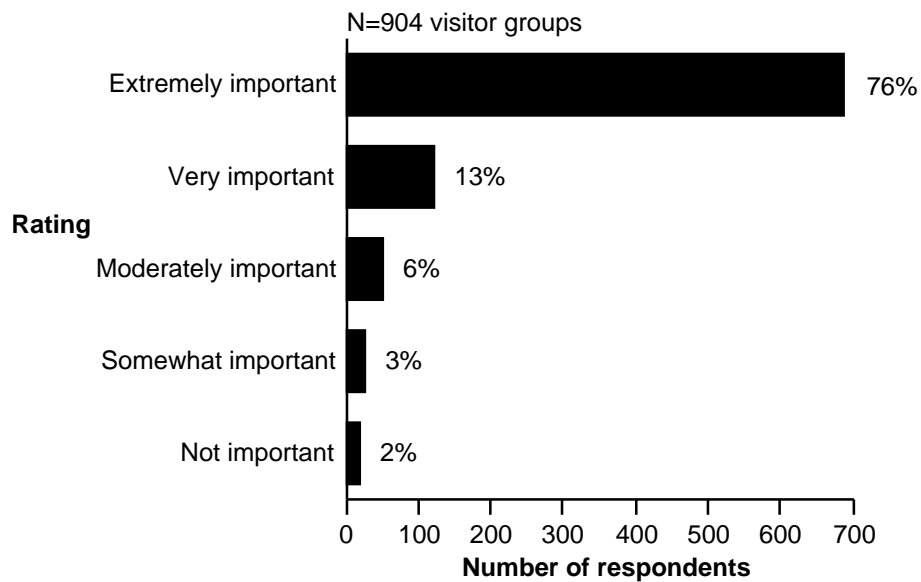


Figure 87: Importance of native plants and animals

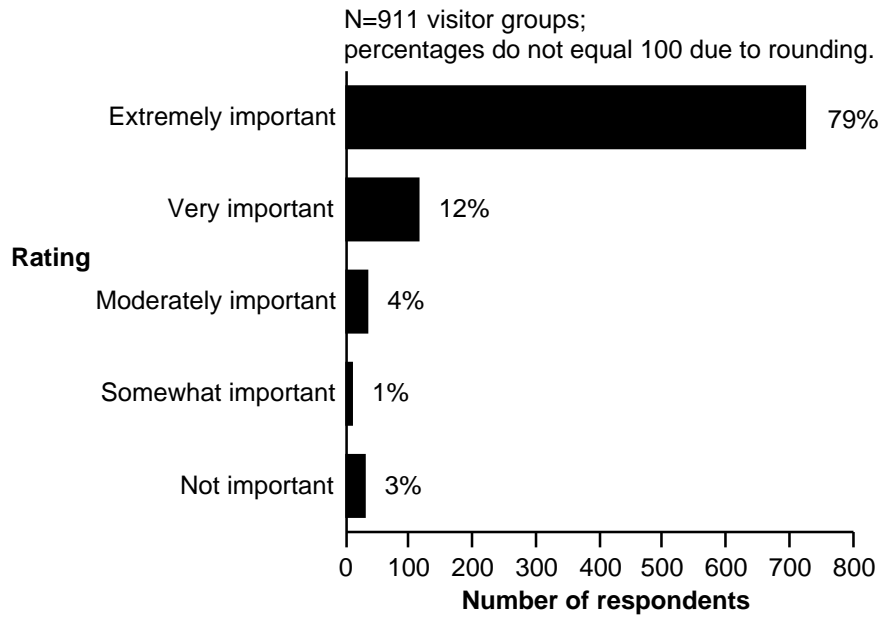


Figure 88: Importance of scenic views

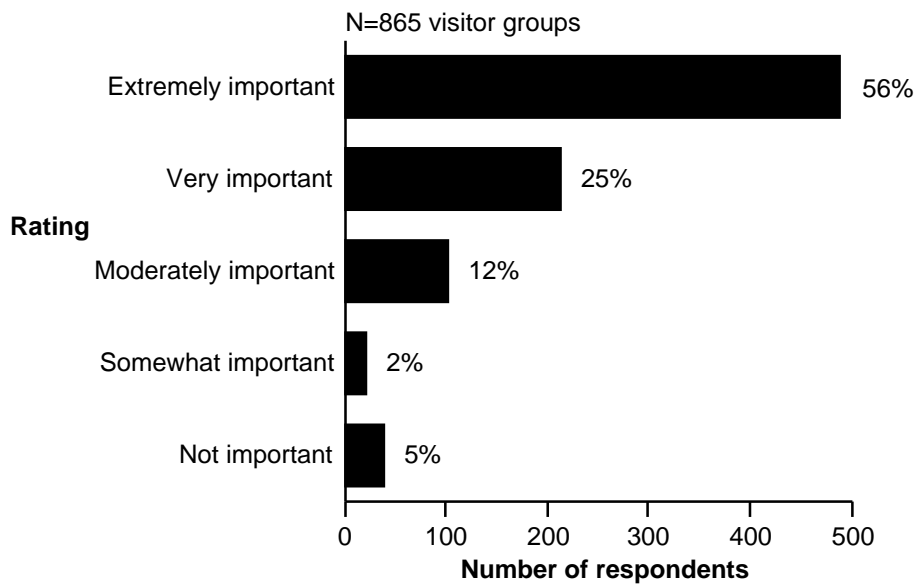


Figure 89: Importance of recreational activities

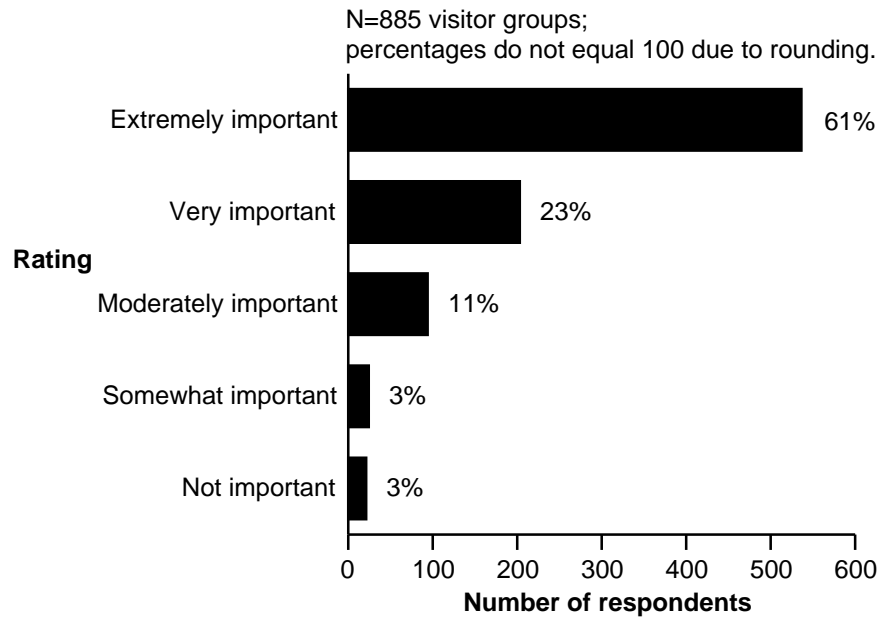


Figure 90: Importance of solitude

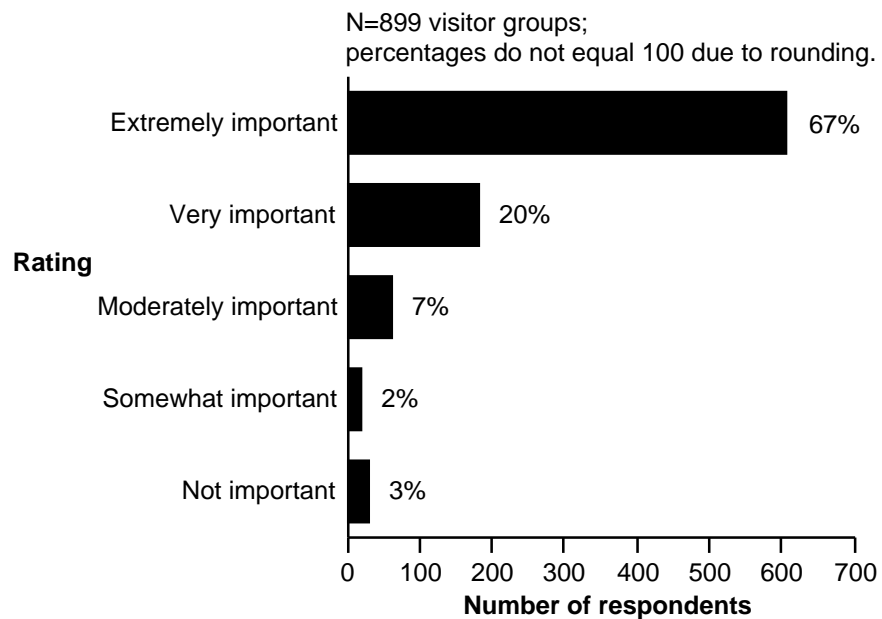


Figure 91: Importance of quiet/ sounds of nature

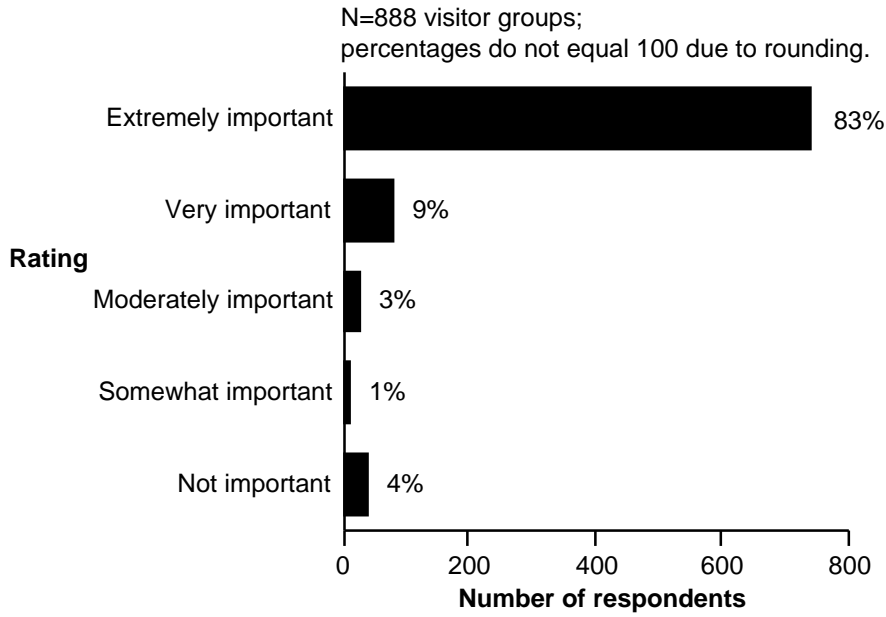


Figure 92: Importance of safe, crime-free environment

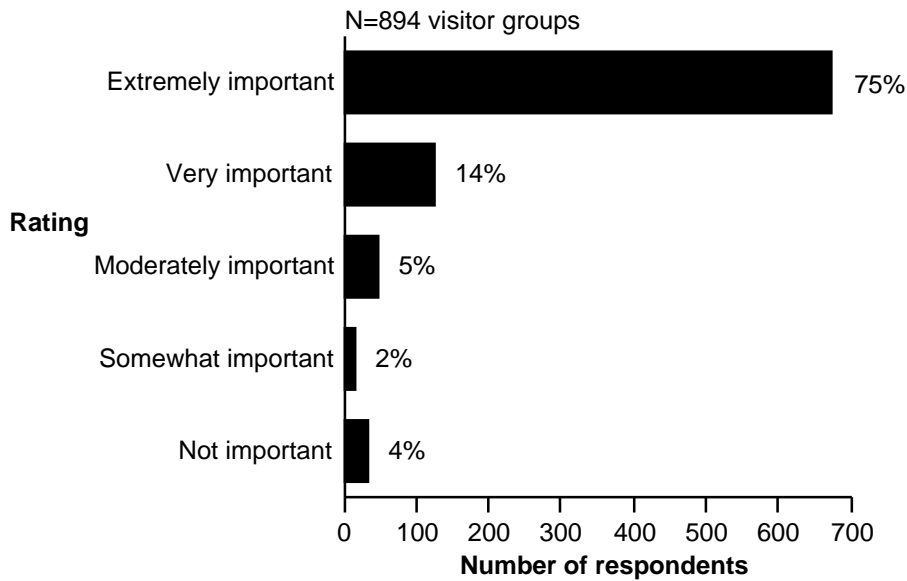


Figure 93: Importance of protecting threatened and endangered species

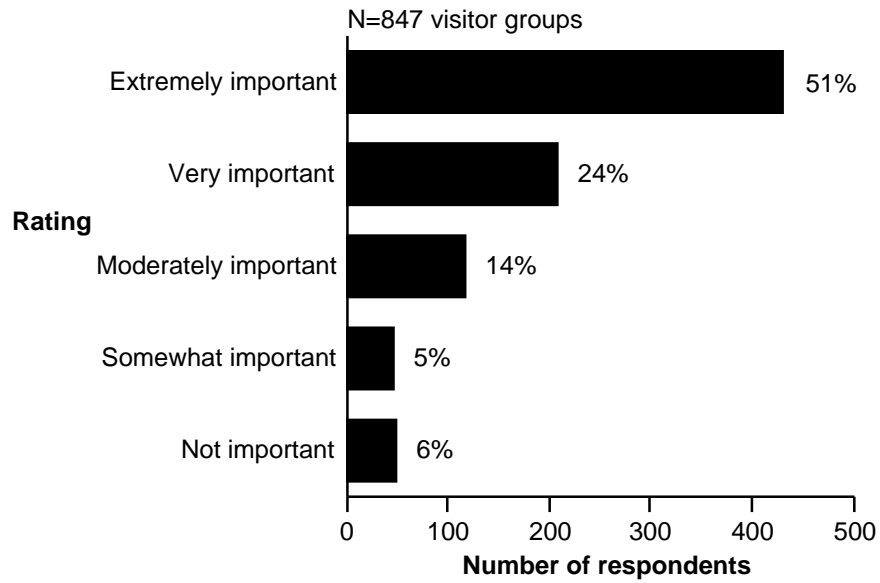


Figure 94: Importance of restoring “missing” species

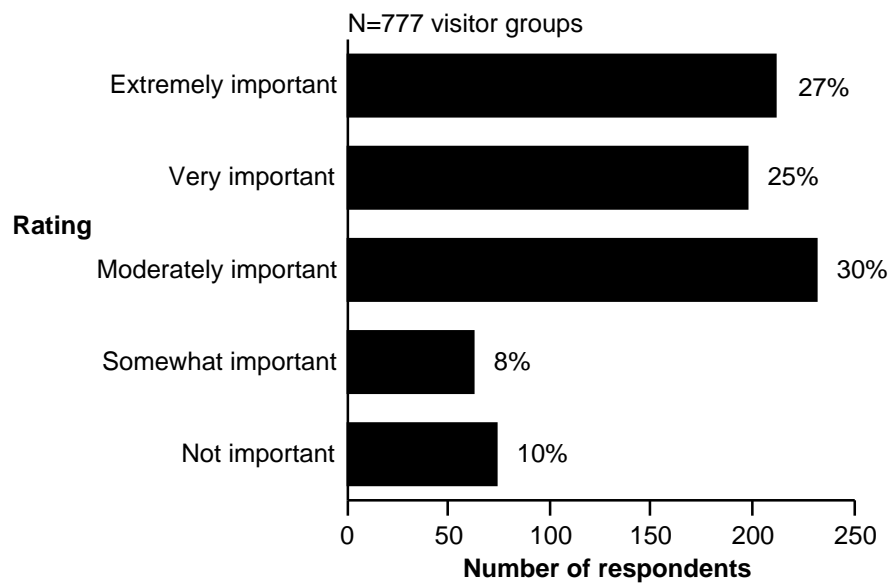


Figure 95: Importance of removing non-native species

Visitors were asked, "In the future, if it were necessary to remove existing facilities such as campgrounds from Olympic National Park, would you be willing to use those visitor services outside the park?" Figure 96 shows that 44% of visitor groups said it was likely they would use visitor services outside the park, while 28% said they were not likely to use visitor services outside the park.

Future use of facilities outside park

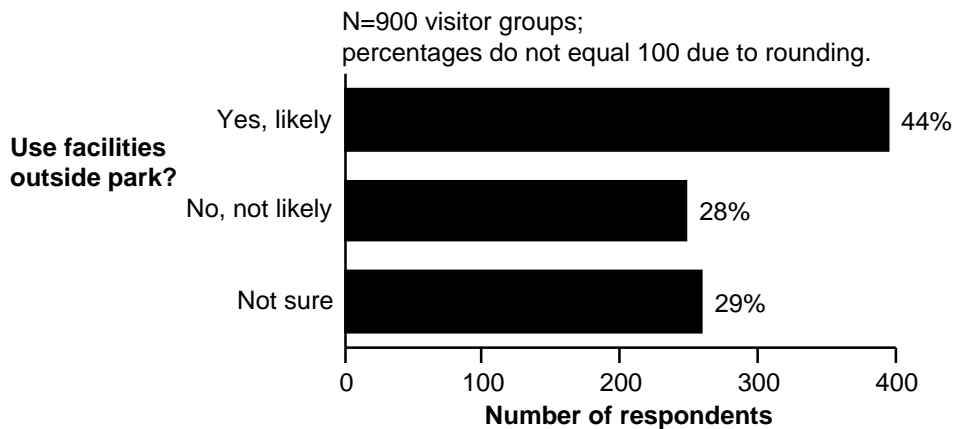


Figure 96: Future use of facilities removed to outside the park

**Appropriateness
of park entrance
fee amount**

In the questionnaire, visitors were given the following information: "Olympic National Park currently charges a \$10.00 per vehicle weekly entrance fee to visit the park. In your opinion, how appropriate is the amount of this entrance fee?" Figure 97 shows that 77% of visitors said it was "about right" and 17% said it was "too high." Six percent said it was "too low."

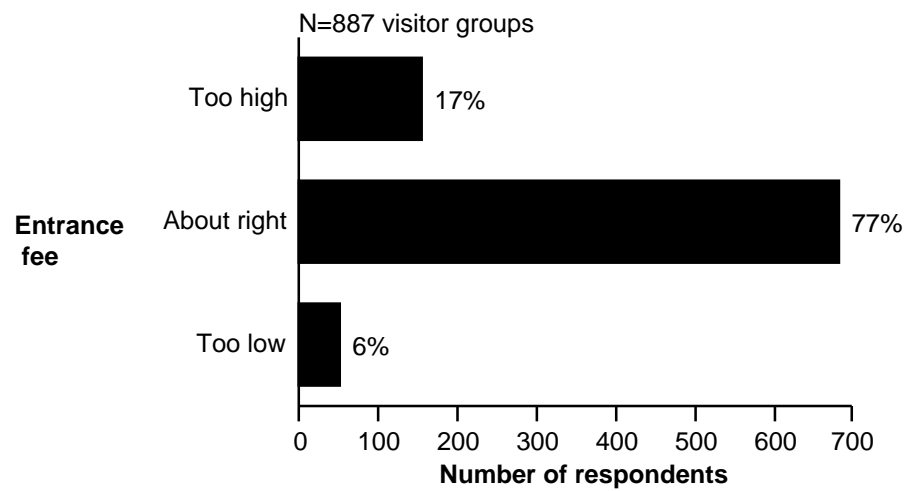


Figure 97: Appropriateness of park entrance fee amount

Visitor groups were asked to rate how safe they felt from crime and accidents during this visit to Olympic NP. Visitors were asked to comment on three safety issues including personal property from crime, personal safety from crime and personal safety from accidents.

Visitor safety

Park safety: In Olympic NP, 56% of visitors felt "very safe" from crime against personal property (see Figure 98). Most visitors (70%) felt "very safe" from crime against their person (see Figure 99). Finally, 51% of visitors felt "very safe" from accidents to their person (see Figure 100). Table 13 lists the reasons why visitors felt unsafe while visiting the park.

Safety in home town or city: Visitors were asked to rate their feeling of safety on the same issues in their home town or city. Figure 101 shows that 58% of visitors felt "somewhat safe" from crime against personal property. Figure 102 shows that 56% of visitors felt "somewhat safe" from crime against their person. Figure 103 shows that 54% of visitors felt "somewhat safe" from accidents to their person.

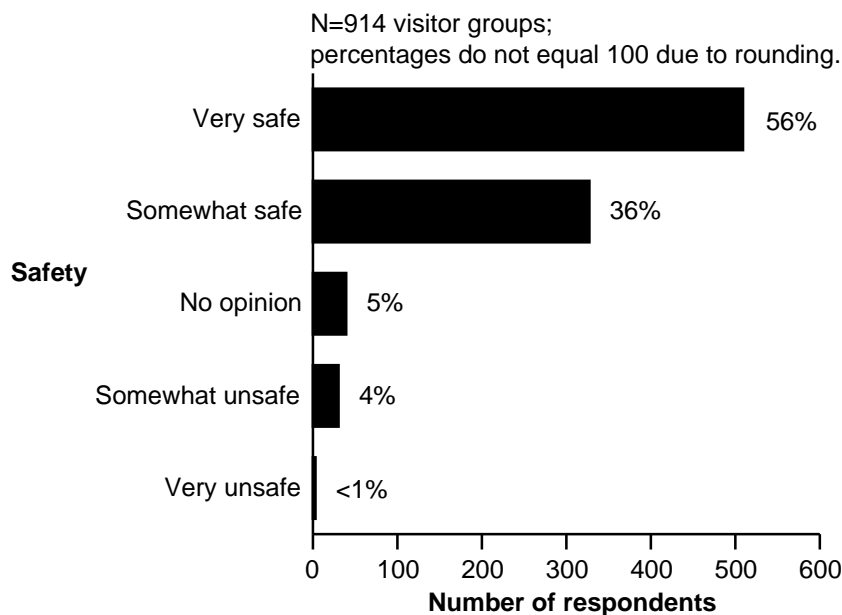


Figure 98: Safety of personal property from crime in park

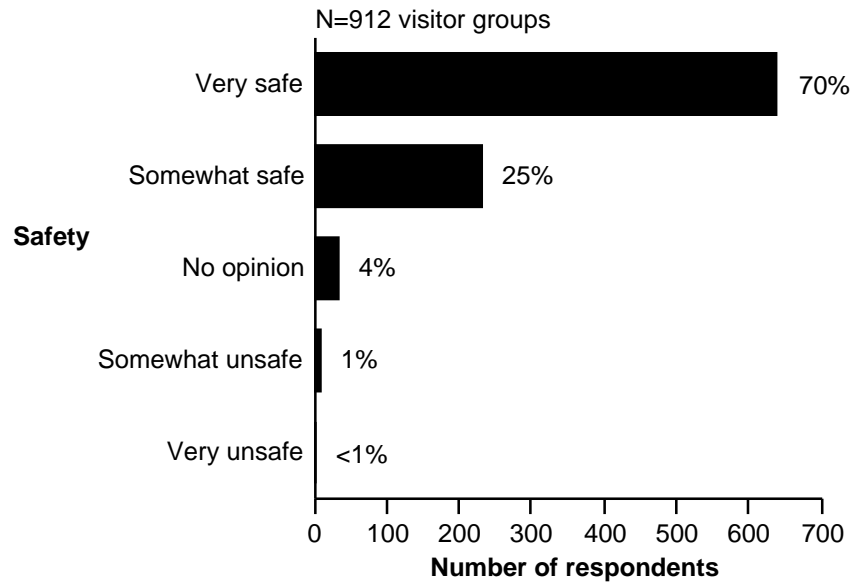


Figure 99: Personal safety from crime in park

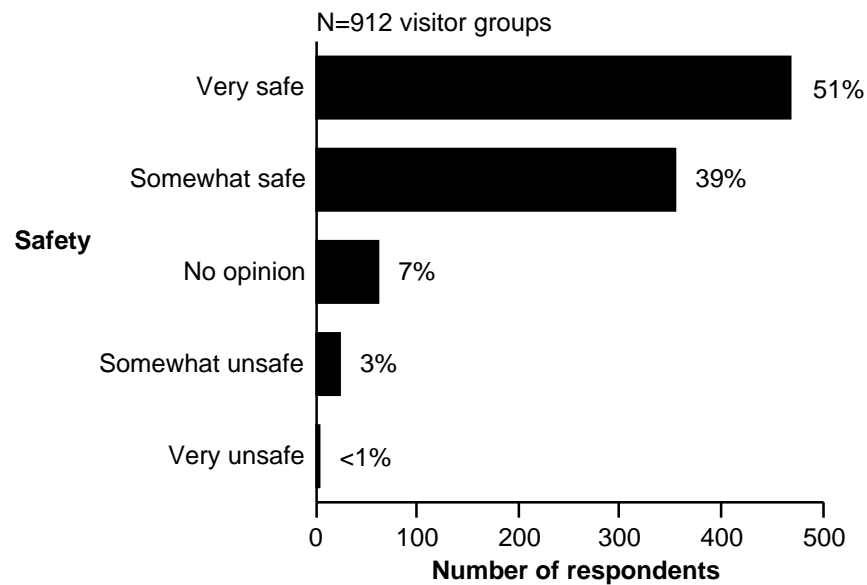


Figure 100: Personal safety from accidents in park

Table 13: Reasons for feeling unsafe in park

N=35 comments

Comment	Number of times mentioned
Theft of personal property from car	11
Other drivers speeding/ not paying attention	6
Accidents while hiking along trails	4
Saw no ranger or police presence	3
Don't feel safe from other people	3
Other comments	8

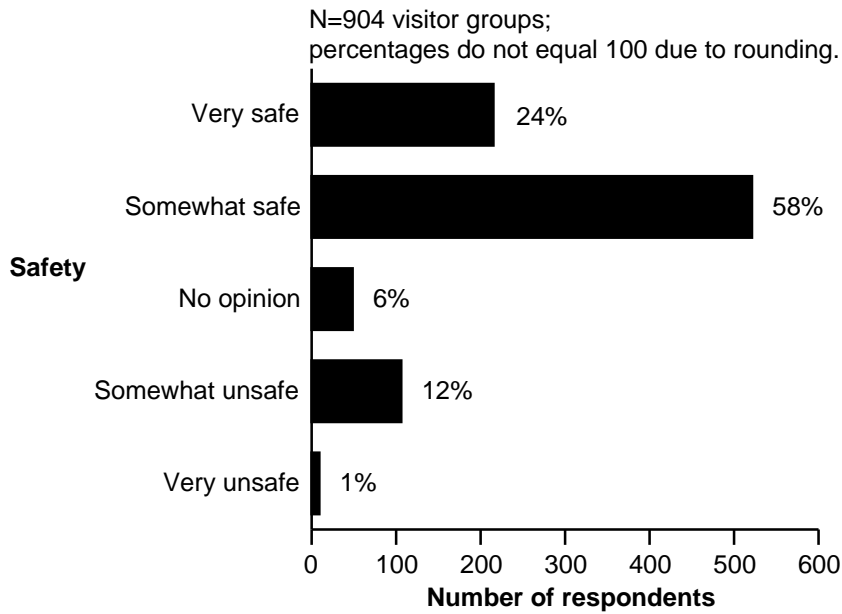


Figure 101: Safety of personal property from crime in home town/ city

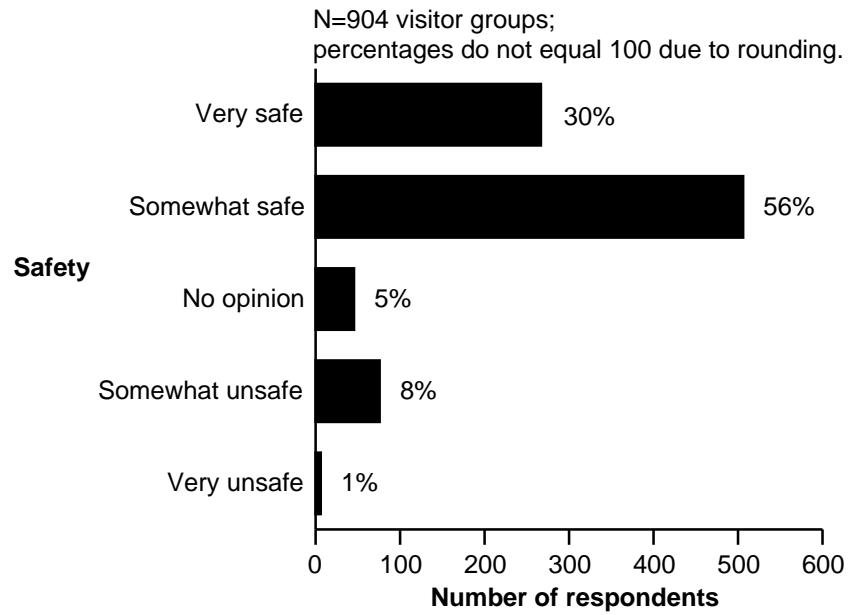


Figure 102: Personal safety from crime in home town/ city

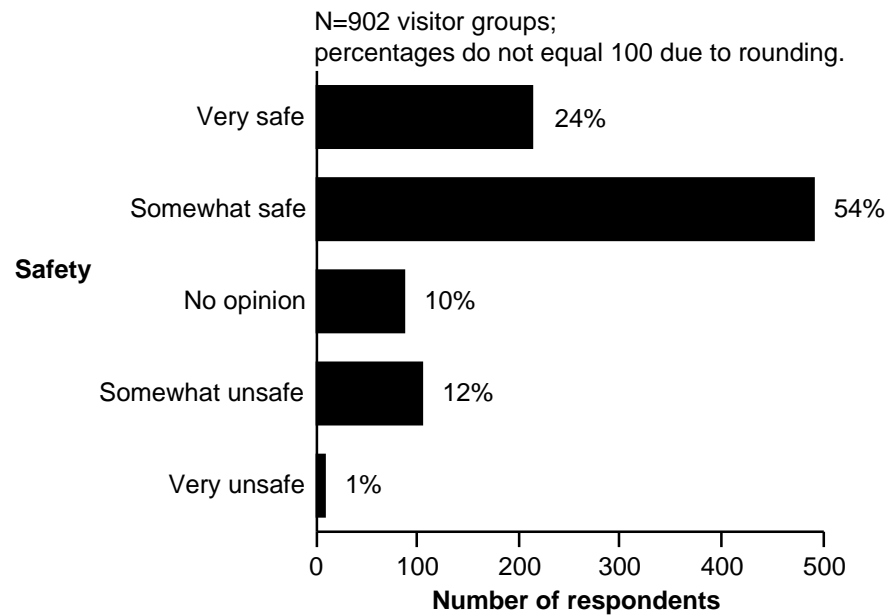


Figure 103: Personal safety from accidents in home town/ city

Visitors were asked a series of questions about their use of lodging while visiting the Olympic Peninsula and Olympic NP. Figure 104 shows that 75% of the visitors spent the night away from home on the Olympic Peninsula while on this visit.

Lodging

Those visitors who spent the night on the Olympic Peninsula were then asked to provide the number of nights spent inside Olympic NP and outside the park. Over one-half of the visitors (62%) said that they spent one or two nights in Olympic NP (see Figure 105). Fifty-five percent said they spent one to two nights lodging outside of the park somewhere on the Olympic Peninsula (see Figure 106). The most common locations visitors stayed outside the park were Port Angeles, Quinault and Forks (see Table 14).

Visitors were finally asked to list the types of lodging where they spent the night(s) both inside and outside the park. Figure 107 shows the proportion of types of lodging used in the park including campgrounds/trailer parks (54%), lodges, motels, cabins, etc. (33%) and backcountry campsites (19%). Other responses included fifth-wheel trailers and motels. Figure 108 shows the proportion of types of lodging used outside the park including lodges, motels, cabins, etc. (68%), campgrounds/trailer parks (26%) and residences of friends or relatives (9%). Other responses included motels and fifth-wheel trailers.

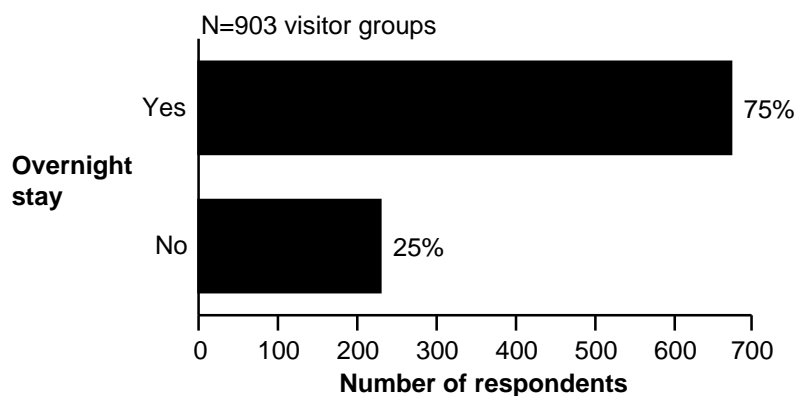


Figure 104: Visitors who stayed overnight away from home on the Olympic Peninsula

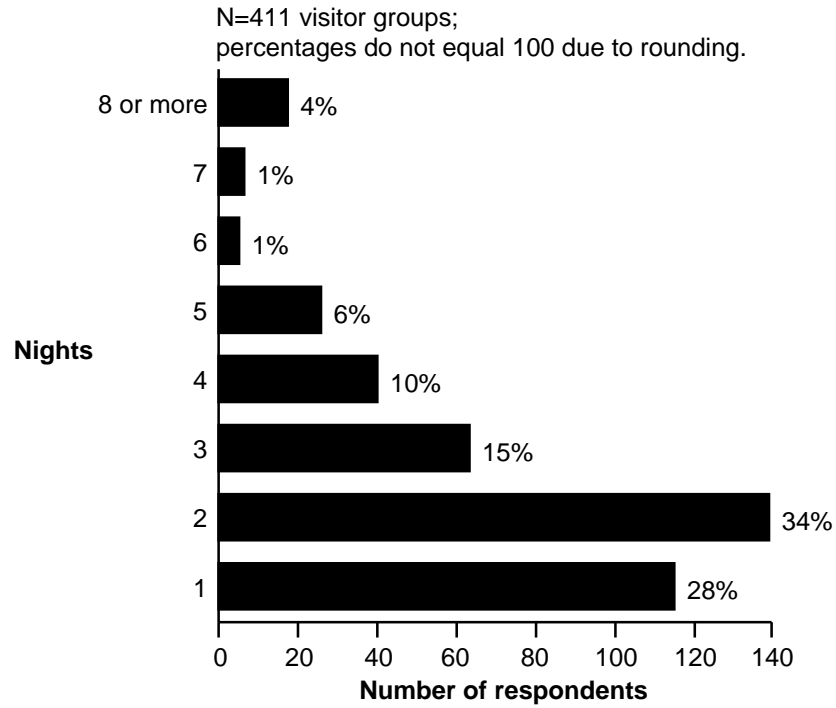


Figure 105: Number of nights spent in the park

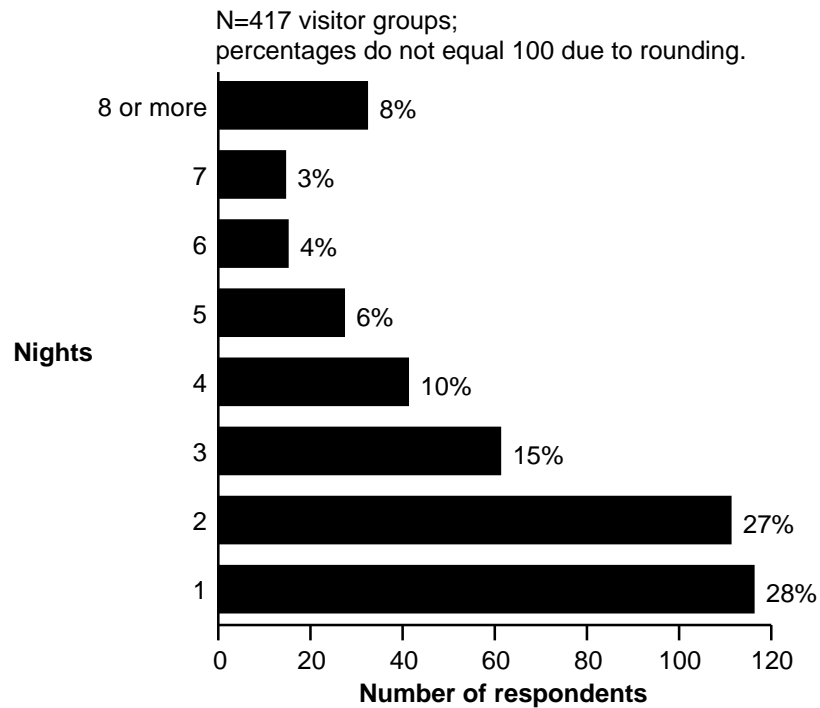


Figure 106: Number or nights spent out of the park

Table 14: Lodging locations on Olympic Peninsula

N=506 locations

Location	Number of times mentioned
Port Angeles	108
Quinault	47
Forks	45
Sol Duc	35
Kalaloch	27
Lake Crescent	26
Sequim	25
Port Townsend	18
Heart of the Hills	15
Campground	15
Hoh Rain Forest	15
Staircase	12
Pacific Beach	6
Aberdeen	6
Mora	5
La Push	5
Hurricane Ridge	5
Ocean Shores	5
In the park	4
Fairholm	3
Log Cabin Lodge	3
Dungeness	3
Ocean City	3
Discovery Bay	3
Long Beach	3
KOA campground	3
National Forest campground	3
Salt Creek campground	2
Lake Cushman	2
Neah Bay	2
Hoh River Valley	2
Sheldon	2
Fort Flagler	2
Dosewallips	2
Hoodsport	2
Other comments	42

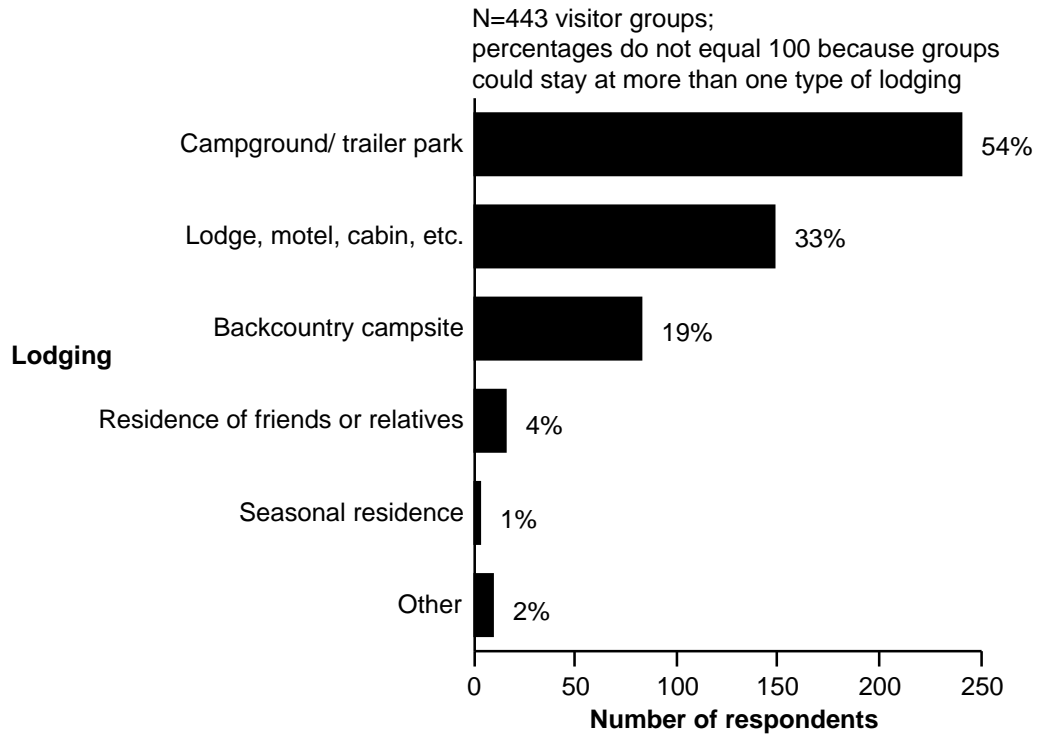


Figure 107: Type of lodging used inside the park

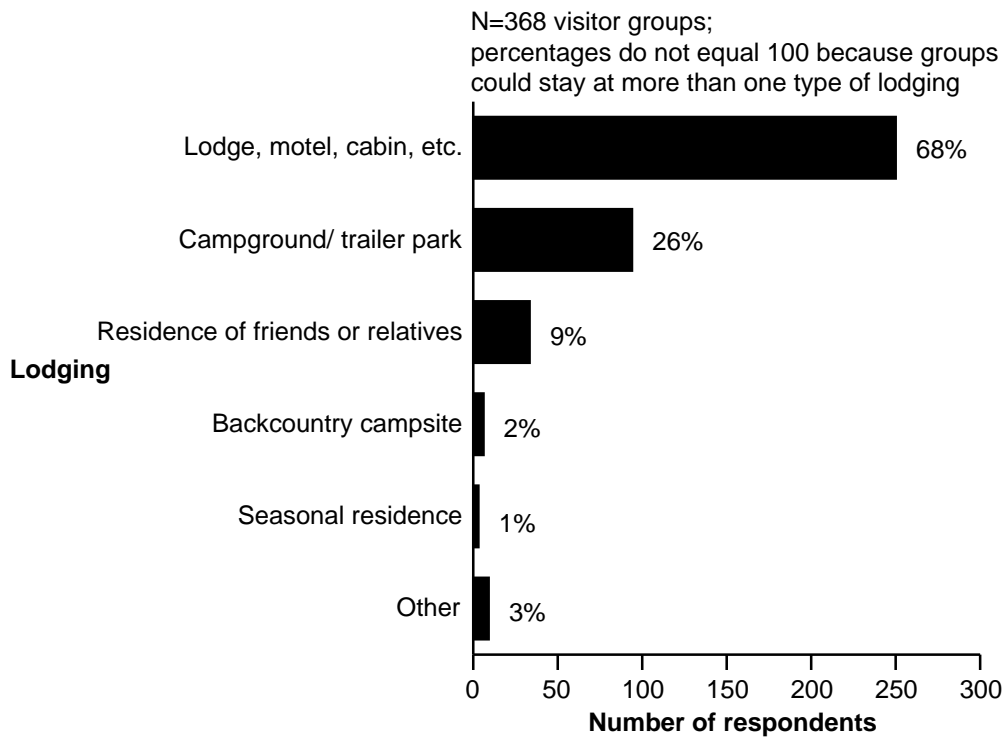


Figure 108: Type of lodging used outside the park

Visitors were asked to list their expenditures during their trip for both inside and outside of Olympic NP. They were asked how much money they spent for hotels/ motels/ cabins, camping fees, restaurants/ bars, groceries/ take out food, gas/ oil, other transportation expenses, admissions/ recreation/ entertainment fees, and all other purchases.

Total expenditures

Total expenditures in and out of park: About one-third of the visitors (33%) spent between \$1 and \$100 in total expenditures both inside and outside Olympic NP (see Figure 109). The average visitor group expenditure in and out of the park during this visit was \$394. The median visitor group expenditure in and out of the park (50% of groups spent more; 50% spent less) was \$190.

Hotels/ motels accounted for the greatest proportion of total expenditures in and out of the park (34%), followed by restaurants and bars (20%), as shown in Figure 110.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by their expenditures. Figure 111 shows that 62% of the visitor groups had two adults. Figure 112 shows that 58% of the visitor groups had one or two children under 18 years of age.

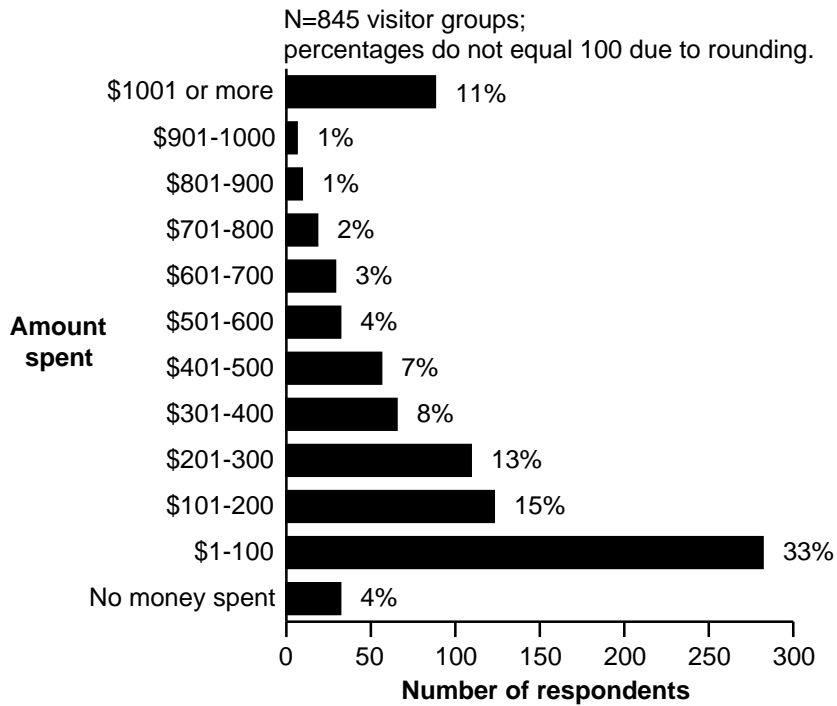


Figure 109: Total expenditures in and out of park

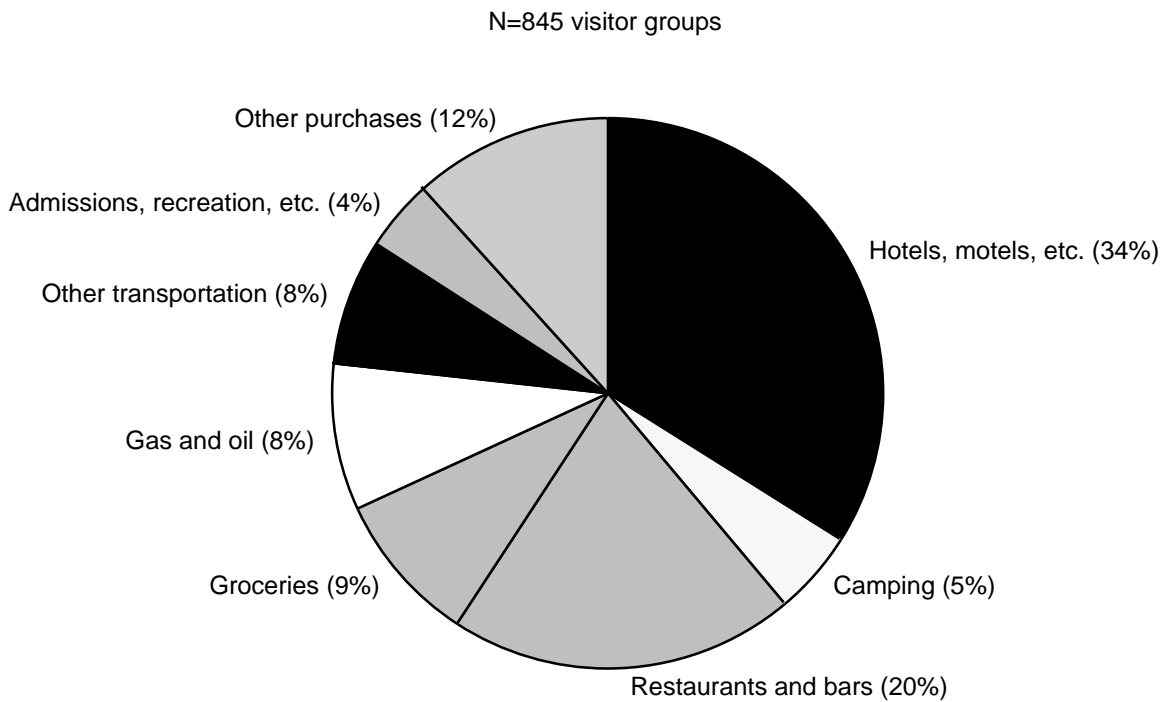


Figure 110: Proportion of total expenditures in and out of park

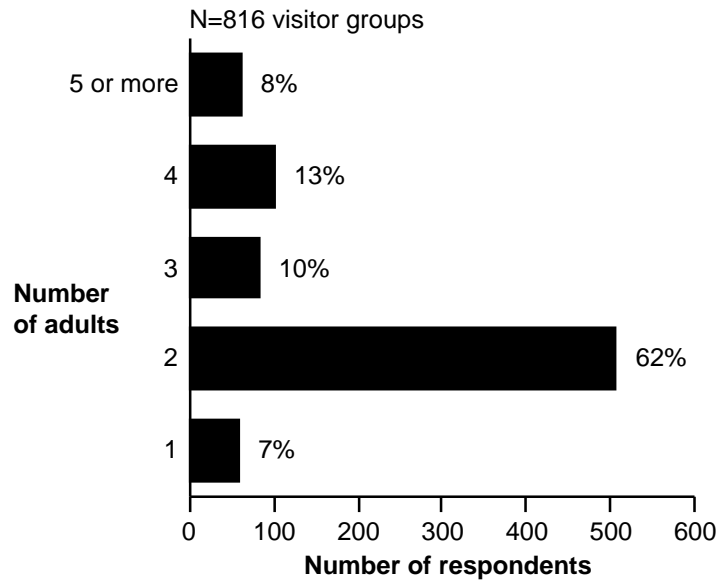


Figure 111: Number of adults that the expenses cover

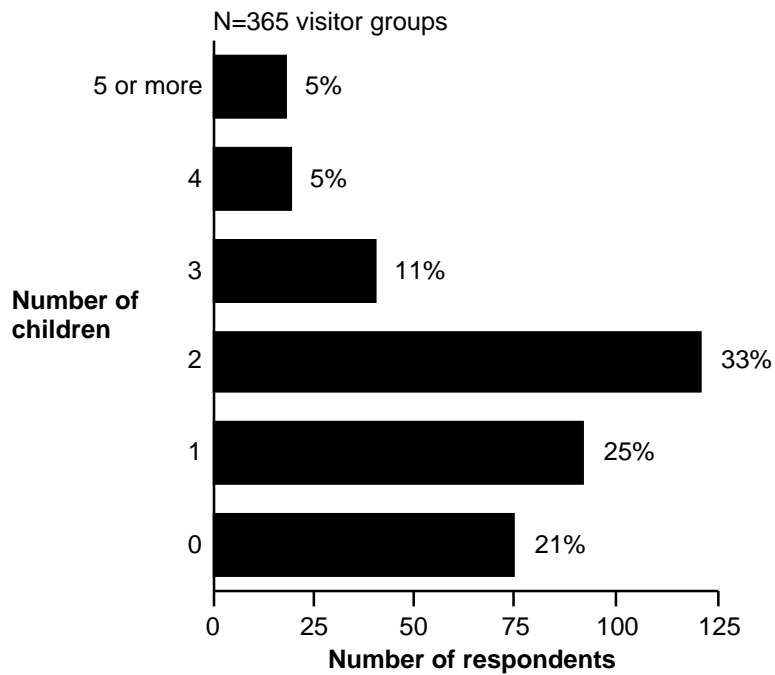


Figure 112: Number of children that the expenses cover

Total expenditures in the park: Almost two-thirds of the visitor groups (63%) spent between \$1 and \$100 in total expenditures in the park during this trip (see Figure 113). The average visitor group expenditure in the park during this visit was \$165. The median visitor group expenditure in the park (50% of groups spent more; 50% spent less) was \$35.

Expenditures inside park

Hotels/ motels accounted for the greatest proportion of total expenditures in the park (36%), followed by restaurants and bars (22%), as shown in Figure 114.

Hotels/ motels in the park: Of visitor groups responding to the question, 74% said they spent no money for hotels/ motels in the park (see Figure 115).

Camping fees in the park: For camping fees, 35% spent between \$1 and \$25 in the park (see Figure 116).

Restaurants/ bars in the park: For restaurants/ bars, 57% spent no money in the park (see Figure 117).

Groceries/ take-out food in the park: For groceries/ take-out food, 63% spent no money in the park (see Figure 118).

Gas/ oil in the park: For gas/ oil, 73% spent no money in the park (see Figure 119).

Other transportation in the park: For other transportation, 95% spent no money in the park (see Figure 120).

Admissions/ entertainment fees in the park: For admissions/ entertainment fees, 60% spent between \$1 and \$25 in the park (see Figure 121).

Other purchases in the park: For other purchases, 42% spent no money in the park; 34% spent from \$1 to \$25 (see Figure 122).

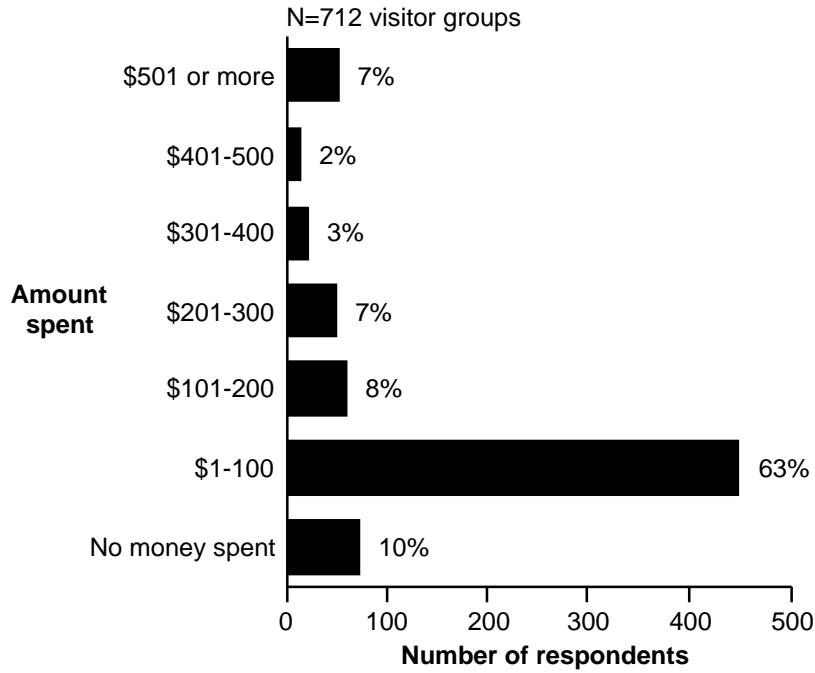


Figure 113: Total expenditures in park

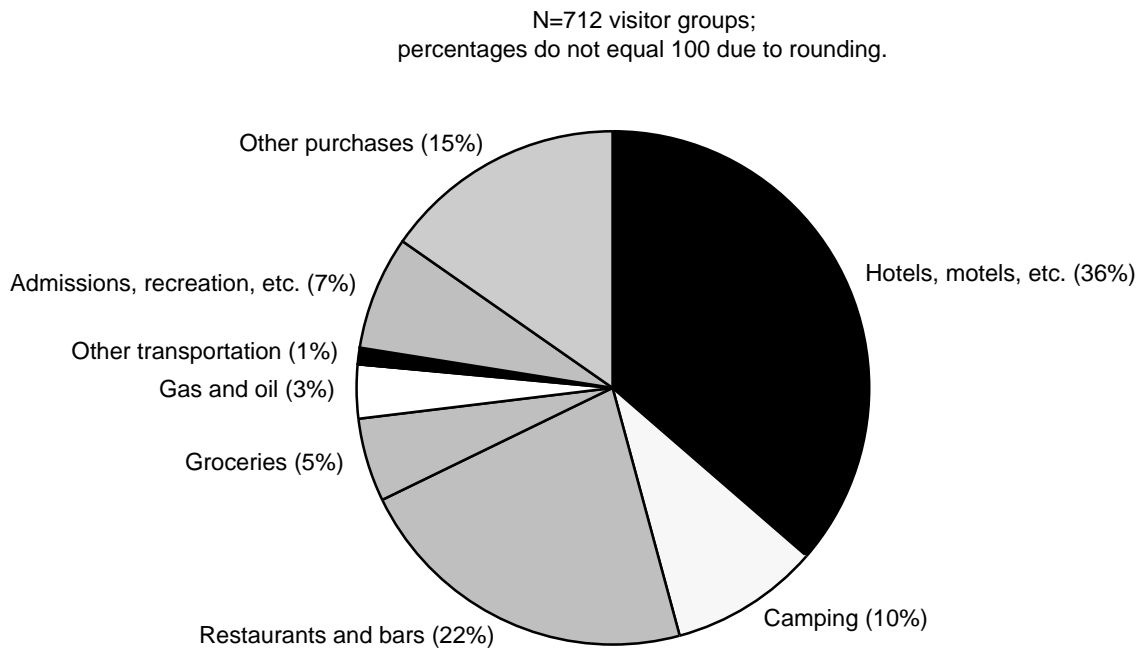


Figure 114: Proportion of expenditures in park

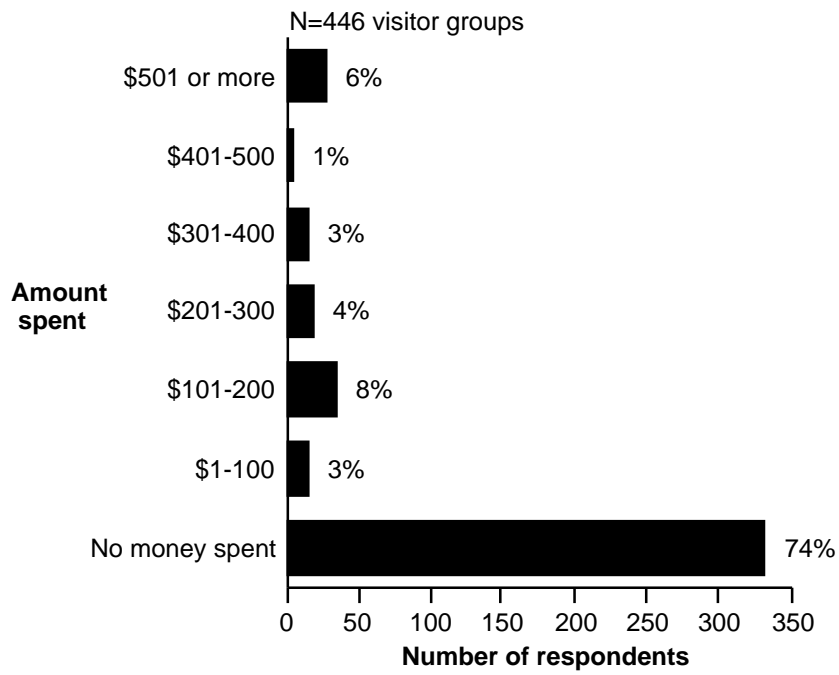


Figure 115: Expenditures for hotels/ motels in park

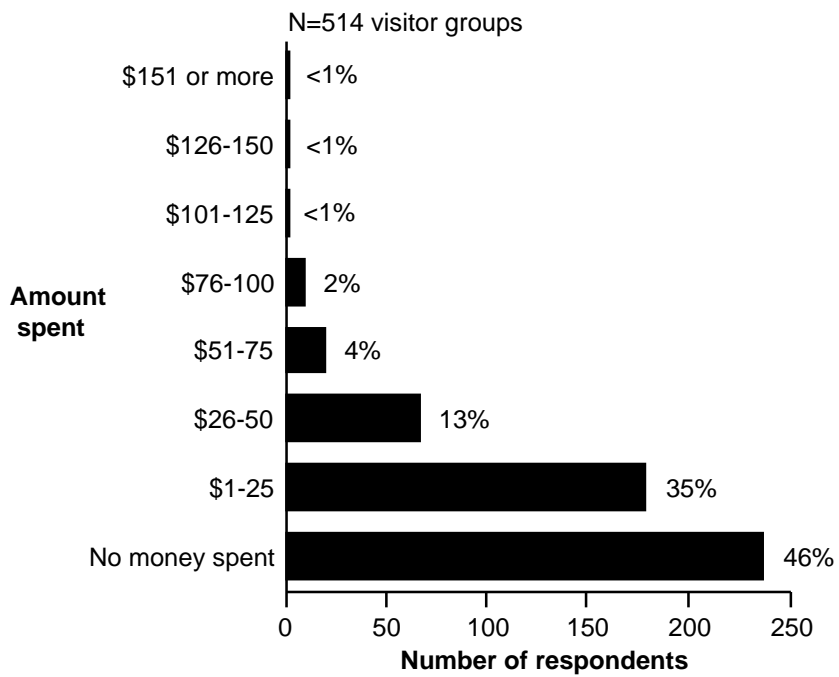


Figure 116: Expenditures for camping fees in park

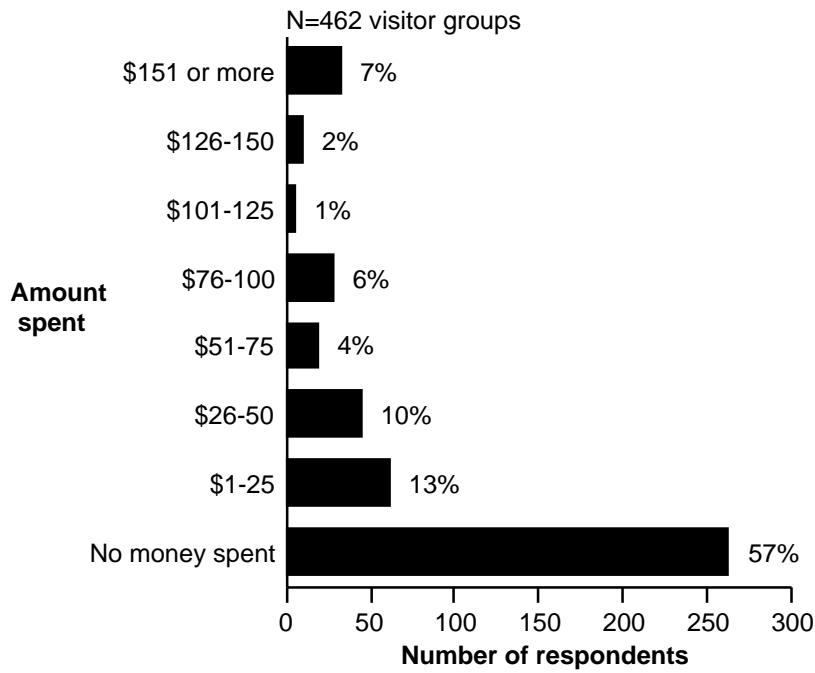


Figure 117: Expenditures for restaurants/ bars in park

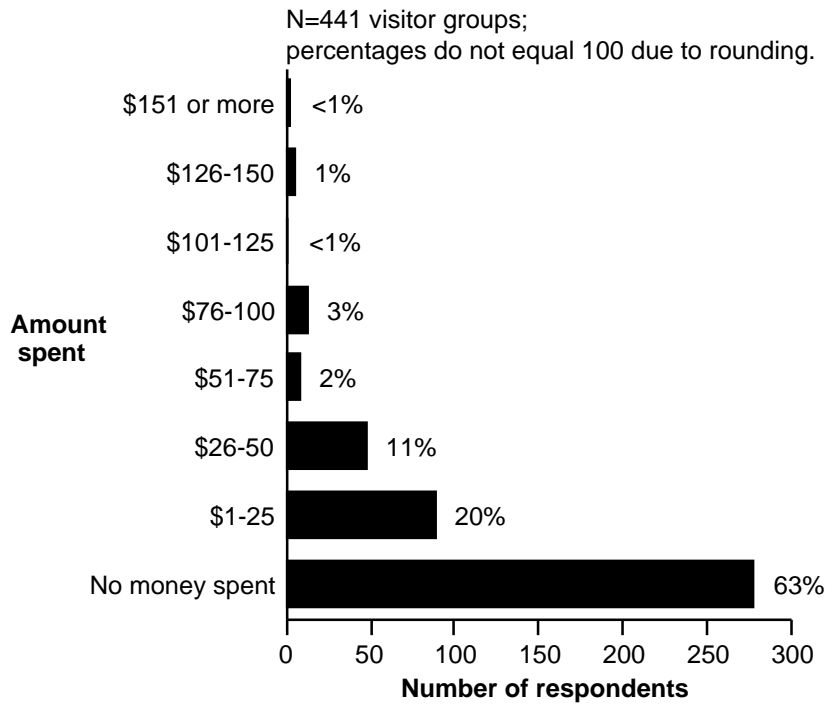


Figure 118: Expenditures for groceries/ take-out food in park

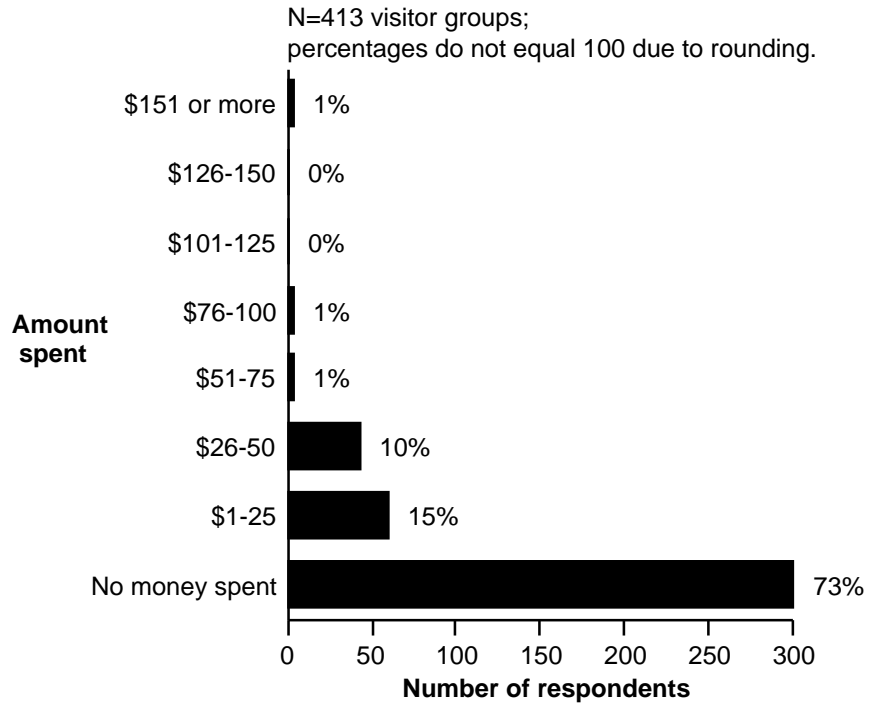


Figure 119: Expenditures for gas/ oil in park

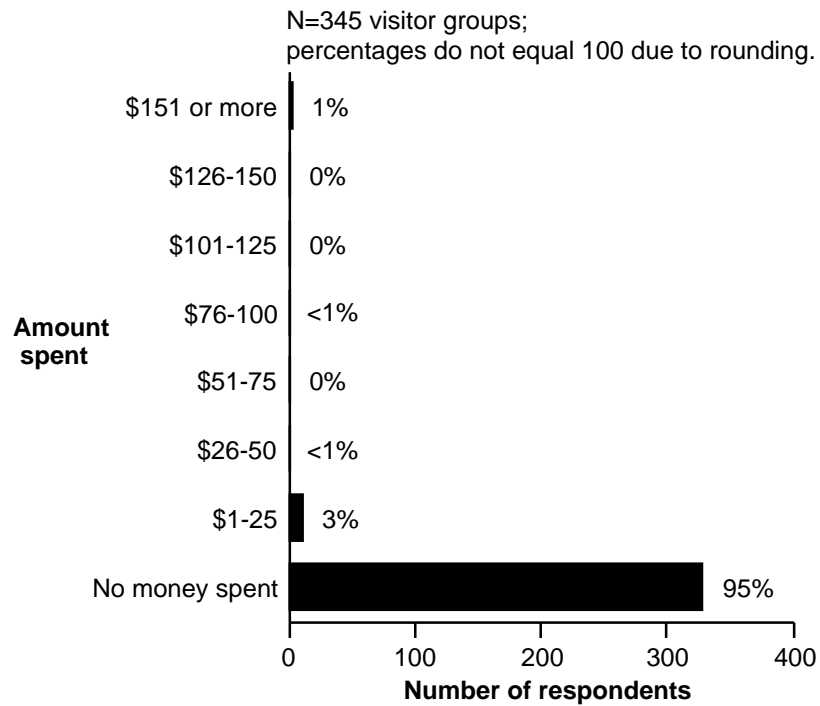


Figure 120: Expenditures for other transportation in park

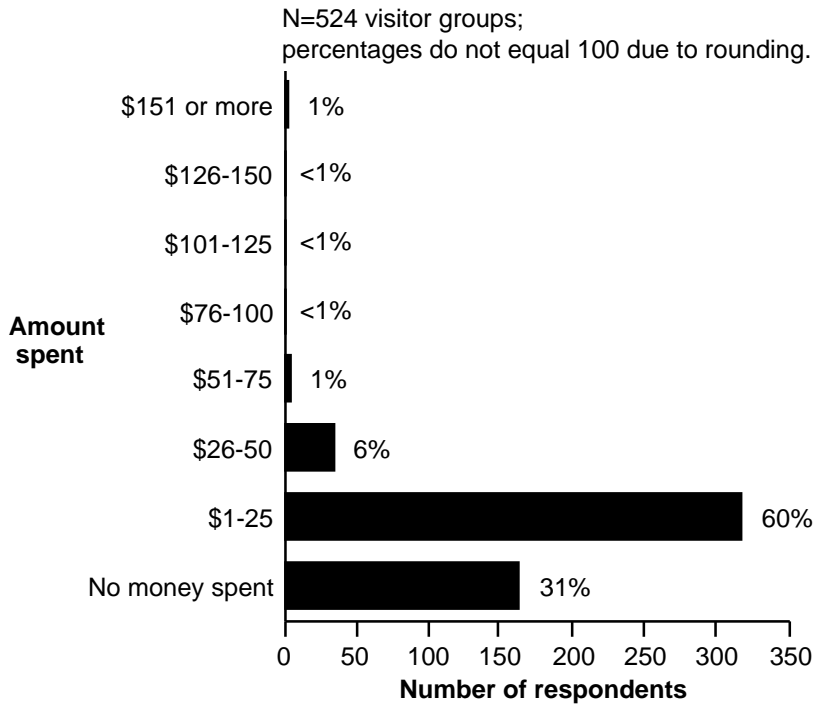


Figure 121: Expenditures for admissions/ entertainment fees in park

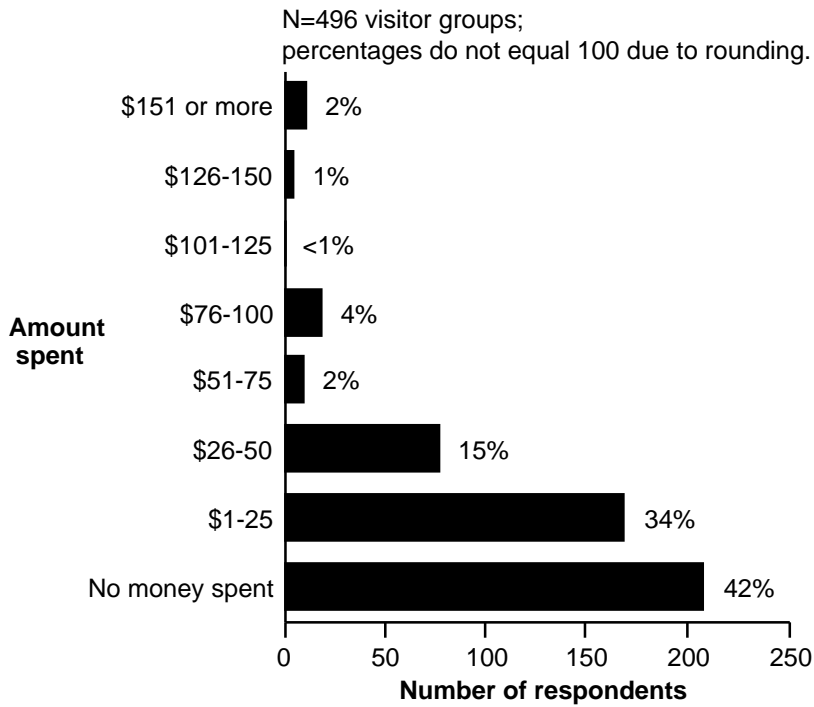


Figure 122: Expenditures for other purchases in park

Total expenditures out of the park: Over one-third of the visitor groups (36%) spent between \$1 and \$100 in total expenditures out of the park during this trip (see Figure 123). The average visitor group expenditure out of the park during this visit was \$300. The median visitor group expenditure out of the park (50% of groups spent more; 50% spent less) was \$138.

Expenditures outside park

Hotels/ motels accounted for the greatest proportion of total expenditures out of the park (32%), followed by restaurants/ bars (19%), as shown in Figure 124.

Hotels/ motels out of the park: Of visitor groups reporting expenditures for hotels/ motels out of the park, 50% spent no money (see Figure 125).

Camping fees out of the park: For camping fees, 75% spent no money out of the park (see Figure 126).

Restaurants/ bars out of the park: For restaurants/ bars, 27% spent no money; 33% spent between \$1 and \$50 out of the park (see Figure 127).

Groceries/ take-out food out of the park: For groceries/ take-out food, 58% spent between \$1 and \$50 out of the park (see Figure 128).

Gas/ oil out of the park: For gas/ oil, 70% spent between \$1 and \$50 out of the park (see Figure 129).

Other transportation out of the park: For other transportation, 70% spent no money out of the park (see Figure 130).

Admissions/ entertainment fees out of the park: For admissions/ entertainment fees, 69% spent no money (see Figure 131).

Other purchases out of the park: For other purchases, 51% spent no money (see Figure 132).

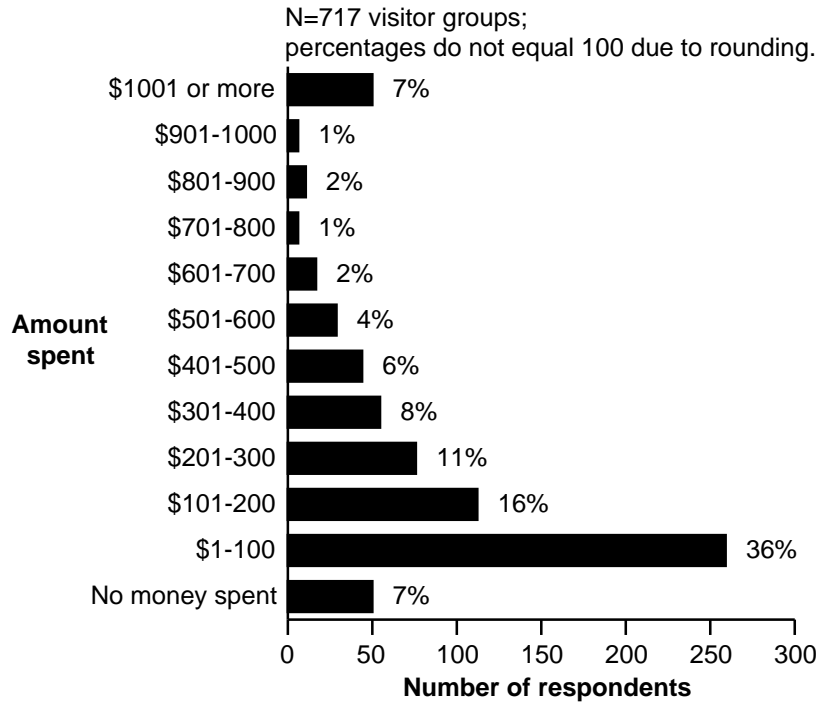


Figure 123: Total expenditures out of park

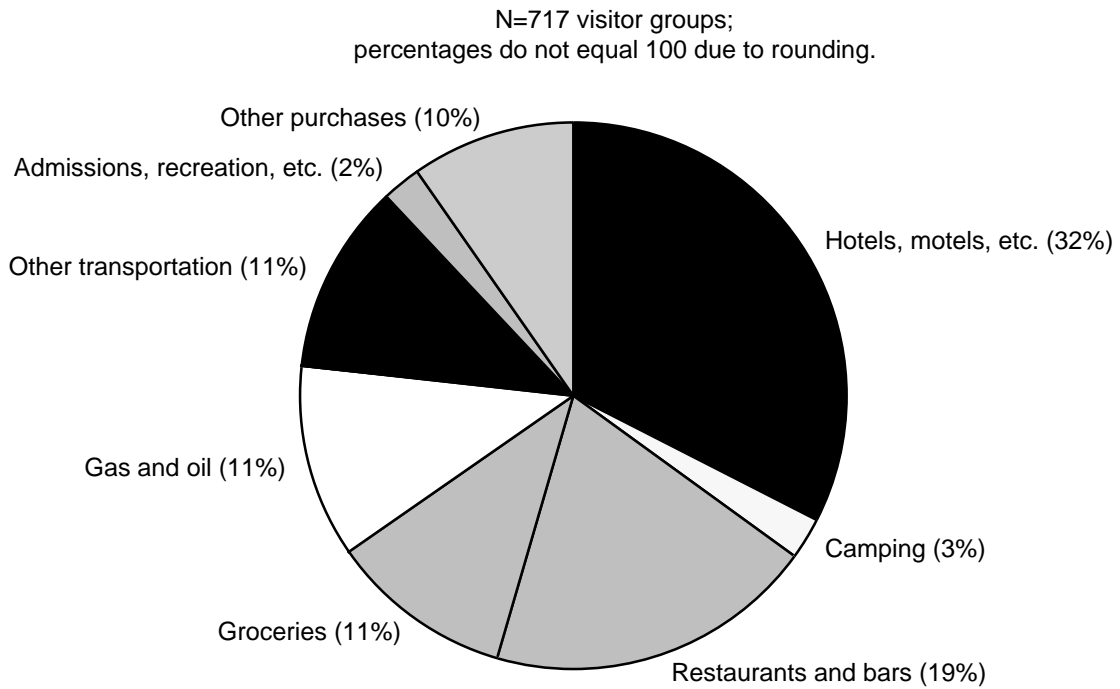


Figure 124: Proportion of expenditures out of park

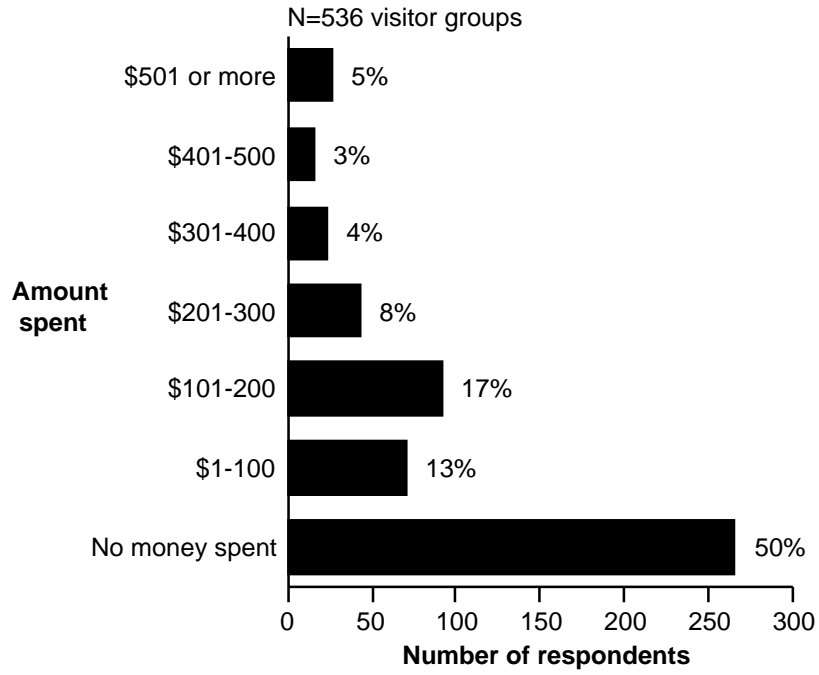


Figure 125: Expenditures for hotels/ motels out of park

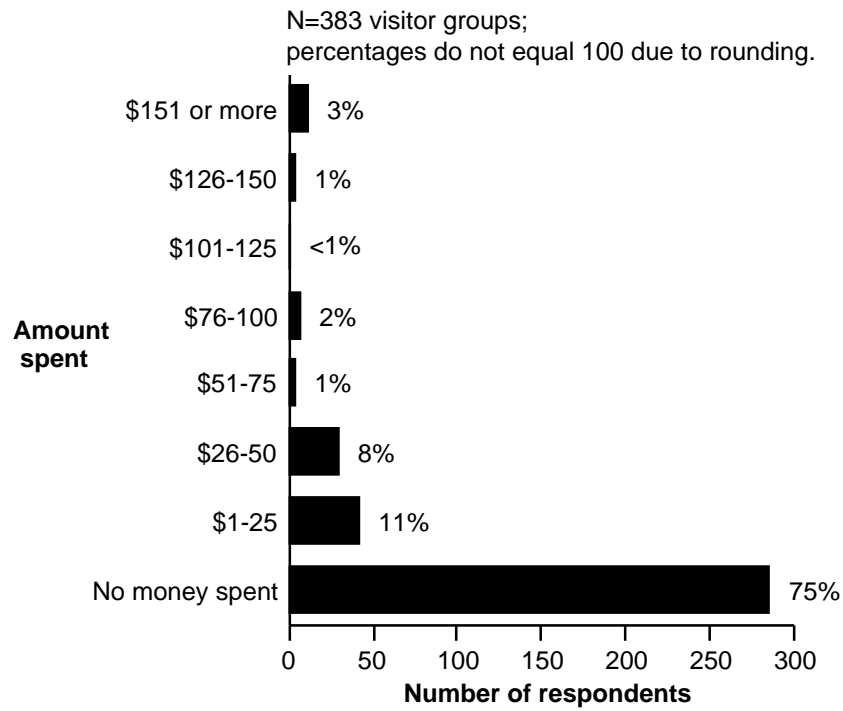


Figure 126: Expenditures for camping fees out of park

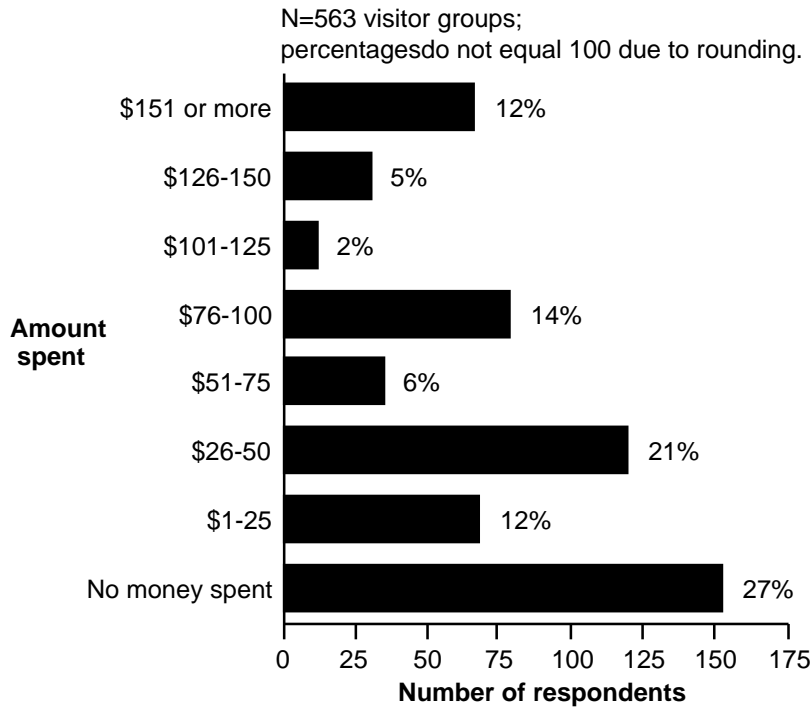


Figure 127: Expenditures for restaurants/ bars out of park

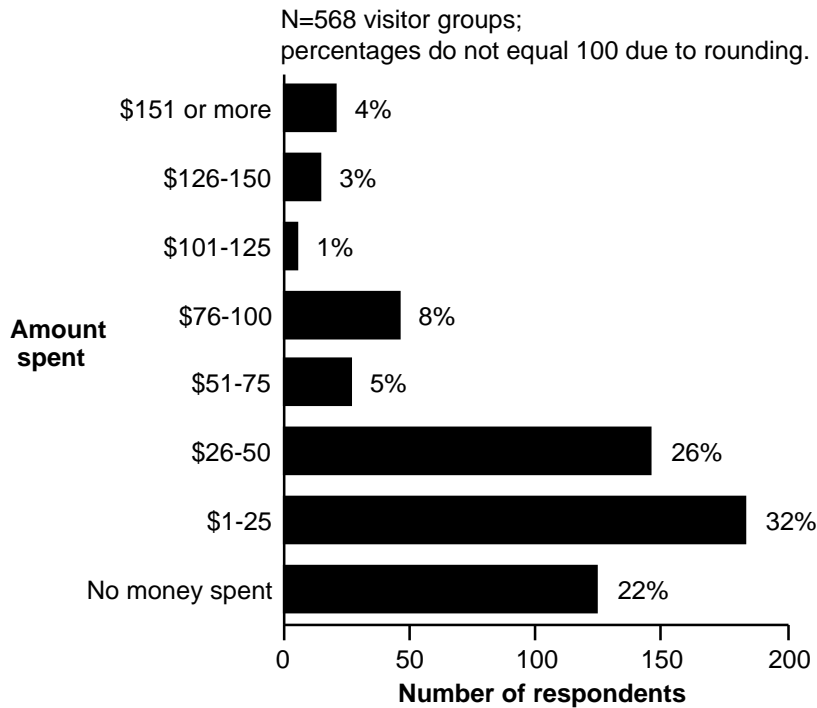


Figure 128: Expenditures for groceries/ take-out food out of park

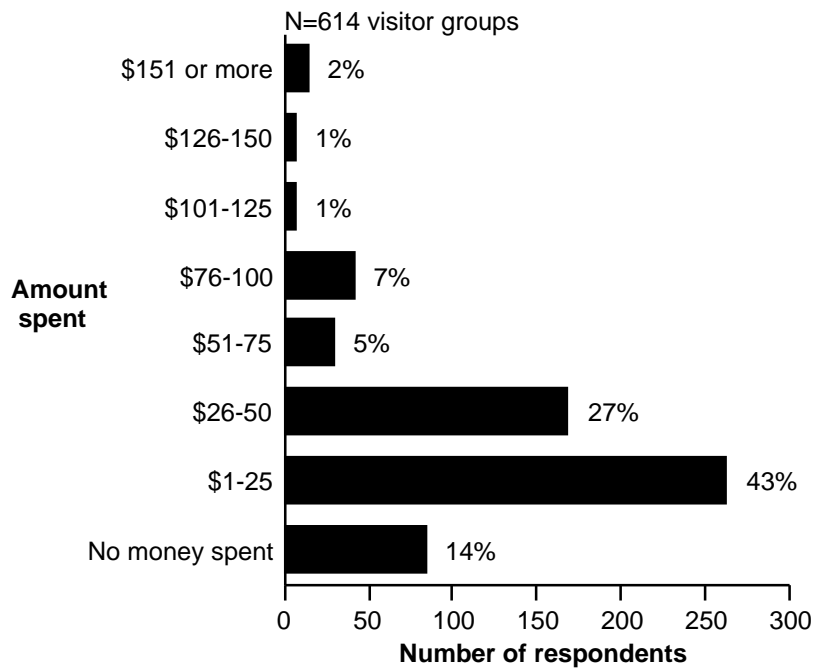


Figure 129: Expenditures for gas/ oil out of park

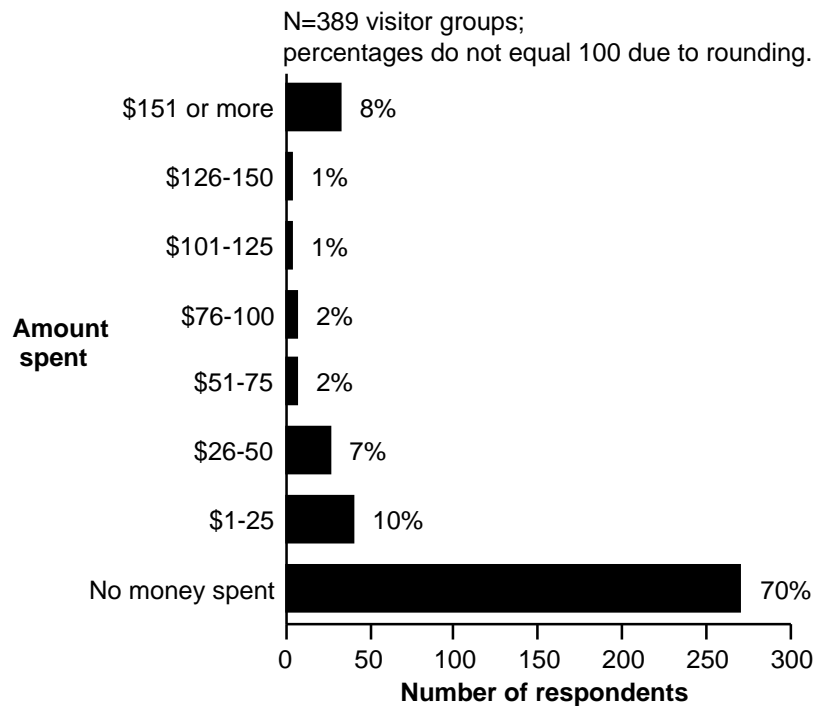


Figure 130: Expenditures for other transportation out of park

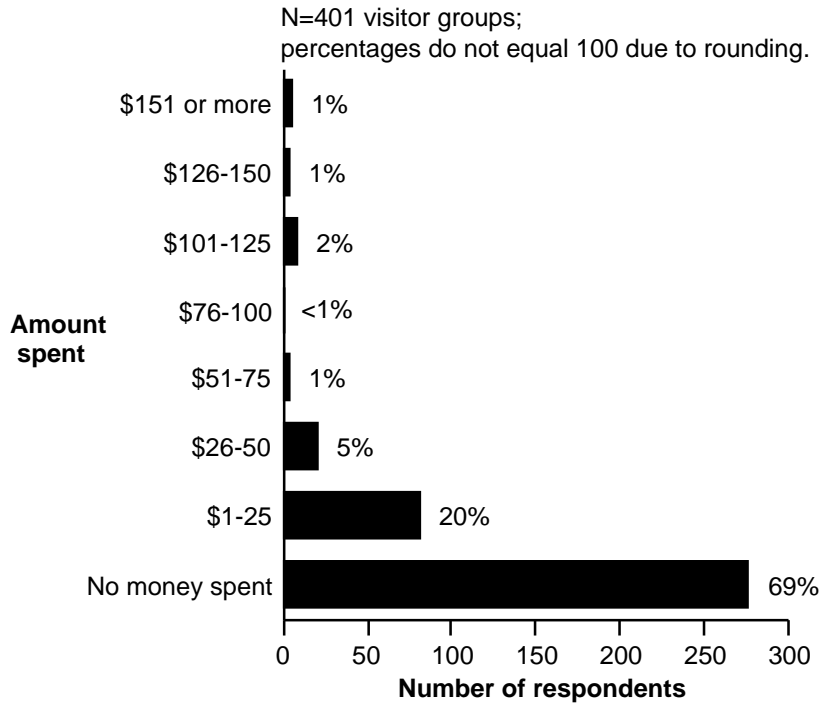


Figure 131: Expenditures for admissions/ entertainment fees out of park

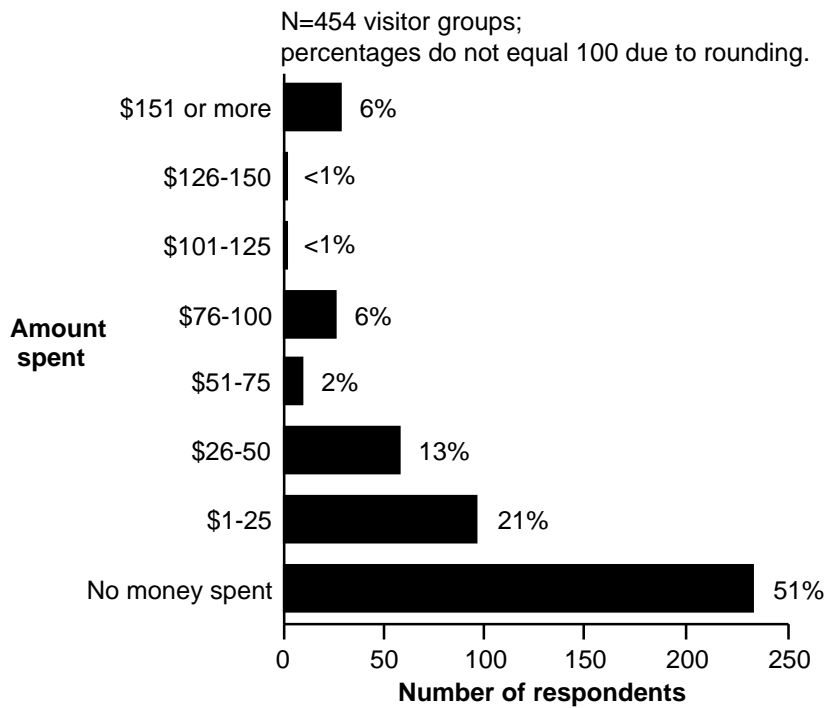


Figure 132: Expenditures for other purchases out of park

Opinions about crowding

In two separate questions, visitors were asked to rate how crowded they felt by vehicles and people during their visit to Olympic NP. In addition, visitors were asked to list where in the park they felt crowded. Figure 133 shows that 45% of the visitors felt "somewhat crowded," 13% felt "crowded" and 38% did not feel crowded at all by vehicles. The locations where visitors felt most crowded by vehicles were Hurricane Ridge, Hoh Rain Forest, Sol Duc and several other locations (see Table 15).

Figure 134 shows that 47% of the visitors felt "somewhat crowded" by other people, 13% felt "crowded" and 34% did not feel crowded at all. Table 16 lists areas where visitor groups felt crowded by other people including Hurricane Ridge, Hoh Rain Forest, Sol Duc and a number of other areas.

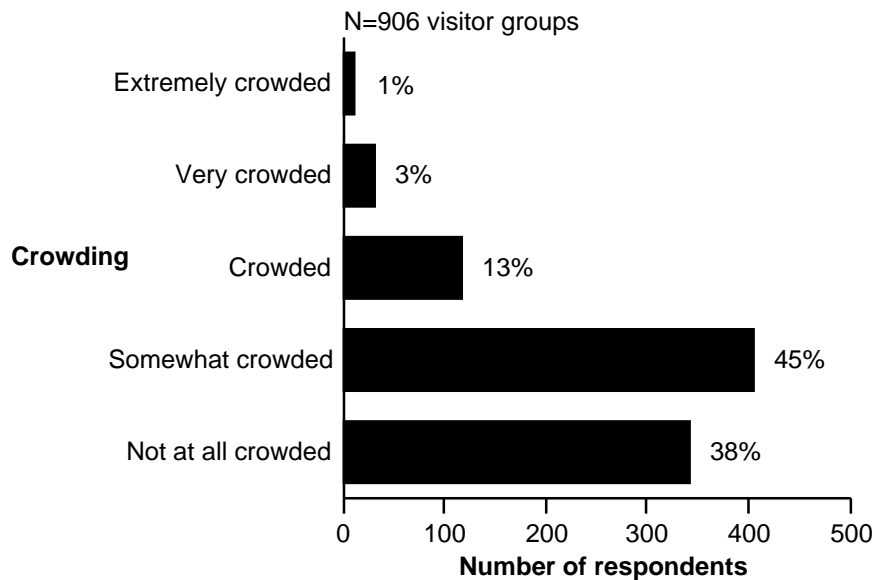


Figure 133: Crowded by vehicles

Table 15: Areas crowded by vehicles

N=123 places

Places	Number of times mentioned
Hurricane Ridge	47
Hoh Rain Forest	28
Sol Duc	18
Parking lots	6
Quinault	4
Staircase	4
Kalaloch	3
Everywhere	2
Other comments	11

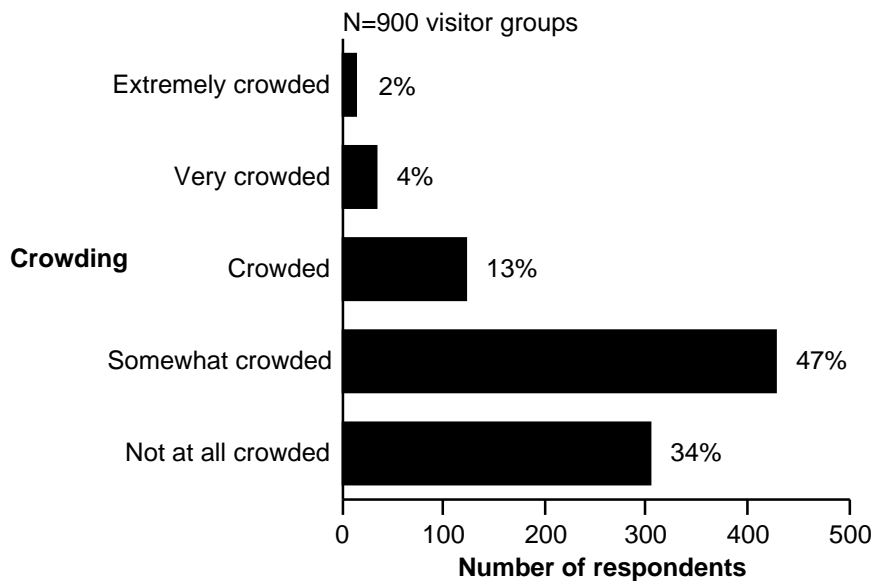
**Figure 134: Crowded by people**

Table 16: Areas crowded by people

N=136 places

Places	Number of times mentioned
Hurricane Ridge	42
Hoh Rain Forest	36
Sol Duc	23
Campgrounds	7
Staircase	4
Quinault	3
Restrooms	2
Marymere Falls	2
Visitor centers	2
Beaches	2
Kalaloch	2
Other comments	11

Visitors were asked a series of questions related to reducing vehicle congestion in Olympic NP in the future. The first question asked visitors to choose their preferred alternative for entering the park that would reduce vehicle congestion. Figure 135 shows that 41% chose a shuttle system, 27% chose first-come, first-served until a daily limit is reached, and 26% chose a reservation system. "Other" choices included a combination of choices and no limits at all.

Reducing vehicle congestion

When asked their willingness to ride a shuttle bus on a future visit, 59% said they would likely ride, while 24% said it was unlikely (see Figure 136). Finally, 54% of visitor groups said they would not be likely to pay a fee (in addition to the entrance fee) to ride a shuttle bus (see Figure 137). Twenty-six percent of visitors would be likely to pay a fee to ride a shuttle bus on a future visit.

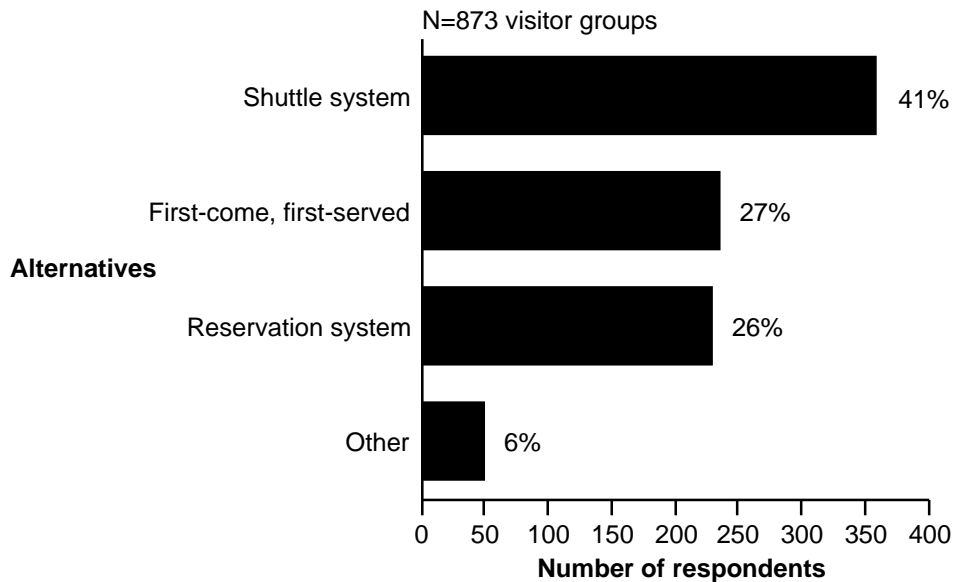


Figure 135: Alternatives for entering the park

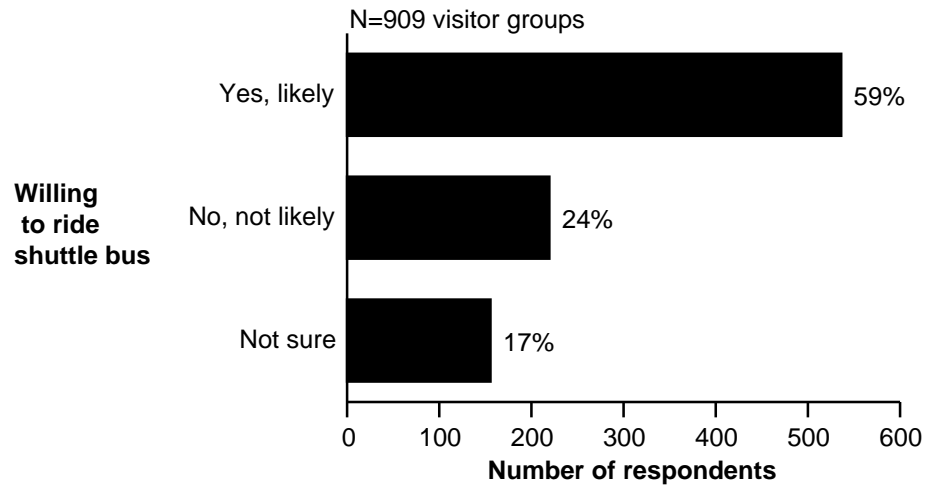


Figure 136: Willingness to ride a shuttle bus on a future visit

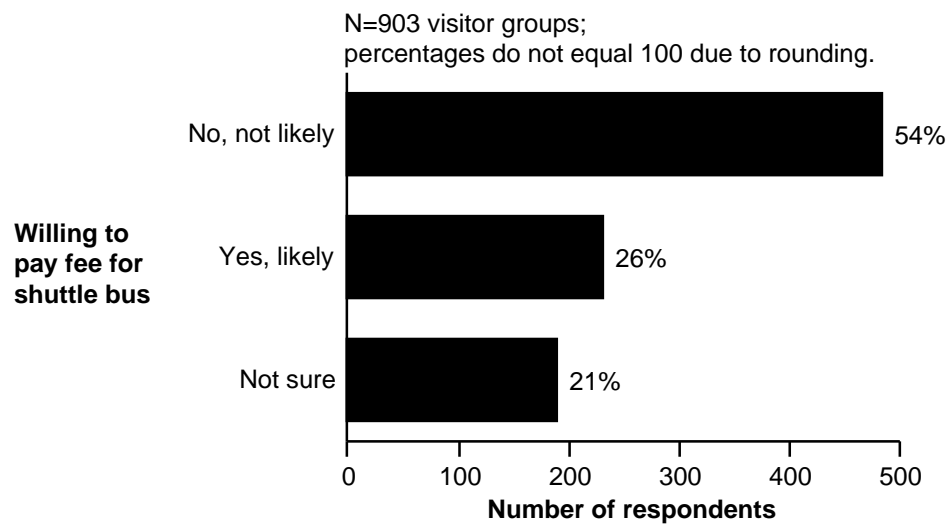


Figure 137: Willingness to pay a fee to ride the shuttle bus

Visitor groups were asked what subjects they would be interested in learning about on a future visit to Olympic NP. Nine percent of the visitor groups said they were not interested in learning about the park on a future visit. Of the groups interested in learning, 82% are interested in park animals and plants, 66% are interested in wilderness and 59% are interested in park ecosystems/ ecology (see Figure 138). "Other" subjects of interest to visitors included logging, bird watching, survival tips, park history, and current research.

Future subjects of interest

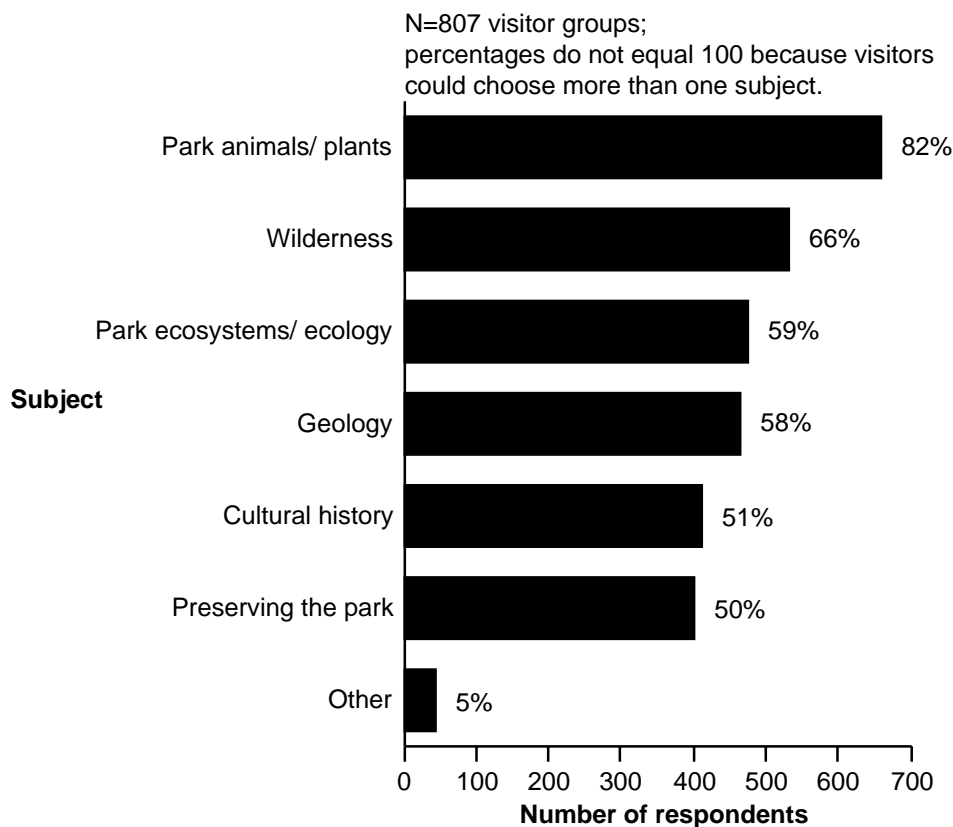


Figure 138: Future subjects of interest

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Olympic NP during this visit. Most visitor groups (93%) rated services as "very good" or "good" (see Figure 139). Less than 1% rated the overall quality of services provided at Olympic NP as "very poor."

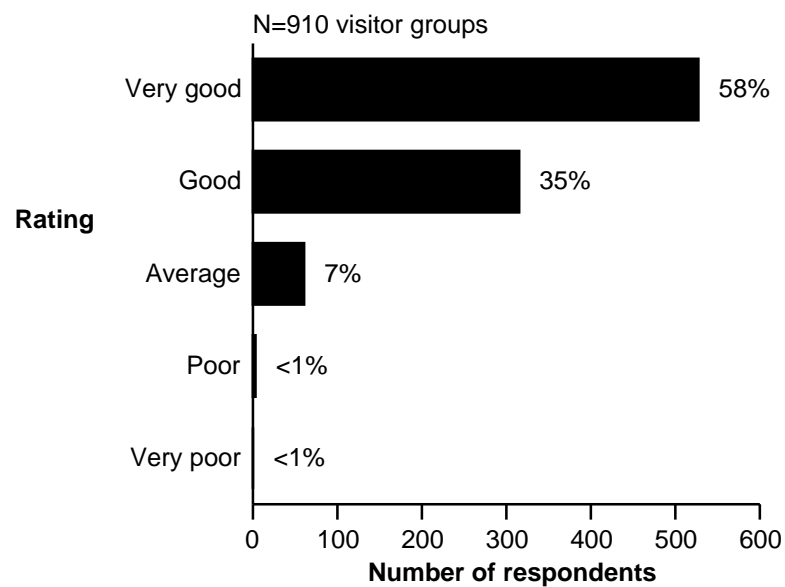


Figure 139: Overall quality of visitor services

Visitor groups were asked, "If you were a manager planning for the future of Olympic NP, what would you propose?" Fifty-six percent of visitor groups (513 groups) responded to this question. A summary of their responses is listed in Table 17 and complete copies of visitor responses are contained in the appendix.

Planning for the future

Table 17: Planning for the future

N=481 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide volunteers/ rangers to keep visitors off vegetation	5
Have rangers and staff more visible	4
Rangers were informative	3
Use more volunteers	2
Other comments	6
INTERPRETIVE SERVICES	
Provide more education programs	16
Provide more ranger-led hikes	8
Improve trail signs	5
Increased marketing of the park	5
Improve web site	4
Improve quality of park maps	3
Promote history of the park	3
Provide more detailed park information in visitor centers	2
Provide children's programs	2
Install interpretation signs on trails	2
Improve road directional signs	2
Provide evening programs on weekdays	2
Provide more information about wildlife	2
Other comments	23
FACILITIES AND MAINTENANCE	
Provide shuttle system	27
Provide half-day (short) hiking loop trails	8
Repair and maintain trails	7
Provide more restrooms	5
Provide RV hookups in campgrounds	5
Develop shower facilities at campgrounds	4
Provide more crosscountry skiing trails	4
Construct more roads in park	4
Construct more hiking trails	4
Provide wider walking/ biking lanes along roads	3
Improve existing roads	3
Open more campgrounds	3
Less road construction	2
Provide cleaner restrooms	2

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE (continued)	
Keep trails primitive	2
Provide more facilities for winter sports	2
Construct hiking shelters	2
Make hiking more accessible	2
Other comments	26
POLICY	
Deter or limit use of automobiles	22
Limit number of visitors in park	10
Ban snowmobiles	7
Expand park boundaries	7
Allow campground reservations	7
Provide more enforcement of park rules	6
Stop all logging in park	5
Ban pets	4
Increase entrance fees	4
Ban downhill skiing	3
Provide fewer "consumer" services	3
Limit campfires to specific sites	3
Limit number of people allowed at campsites	2
Convert to full reservation system throughout park	2
Reduce entrance fees	2
Eliminate the backcountry fee	2
Provide security for vehicles	2
Other comments	19
RESOURCE MANAGEMENT	
Preserve park ecosystem	23
Preserve wilderness qualities	7
Reintroduce wolves/ grizzly bears into park	6
Do not commercialize park	5
Avoid development	5
Increase habitat restoration	4
Monitor impacts on native species	3
Maintain natural state of park	2
Other comments	16
GENERAL IMPRESSIONS	
No changes	24
Keep up good work	8
Have more available lodging	7
Maintain access to park	5
Provide more gas/ food stores	3
Keep it low impact	3
Upgrade Sol Duc Resort	2
Improve skiing at Hurricane Ridge	2
Other comments	32

Fifty-four percent of visitor groups (505 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Olympic NP are summarized below (see Table 18). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment summary

Table 18: Additional comments

N=508 comments;
many visitors made more than one comment.

Comments	Number of times mentioned
PERSONNEL	
Rangers, knowledgeable, helpful	35
Other comments	8
INTERPRETIVE SERVICES	
Great information provided	3
Create tree identification tags	3
Increase environmental education programs	3
Provide more detailed information about park attractions	3
Provide daily campfire programs	2
Post trail conditions at the trailhead	2
Provide more detailed park map	2
Provide more detailed trail information	2
Would like information about park prior to arriving	2
Other comments	18
FACILITIES AND MAINTENANCE	
Clean, litter free park	6
Provide shower facilities	4
Improve trail signs	4
Provide cleaner restrooms	3
Nice facilities	2
Provide soap in restrooms	2
Campgrounds nice	2
Provide more recycling	2
Campgrounds need improving	2
Provide mile markers on trails	2
Improve road directional signs	2
Other comments	21
POLICY	
Need more enforcement of rules	9
More enforcement of dog control	3
Too many rules	2
Other comments	9

Comments	Number of times mentioned
RESOURCE MANAGEMENT	
Preserve park for future generations	13
Loved park biodiversity	3
Other comments	5
GENERAL IMPRESSIONS	
Enjoyed visit	126
Beautiful park	48
Planning future visit	25
Enjoyed park trails	17
Well managed park	15
Enjoyed scenery	13
Wanted more time to visit	12
Love the park	6
Thank you	6
Not too crowded	6
Enjoyed the solitude in park	4
Poor weather	3
Less clearcutting outside of park	3
Enjoyed beaches	3
Enjoyed meadows full of wildflowers	2
Hurricane Ridge is closest thing to heaven	2
Area logging left negative impression for future visit	2
Survey too long	2
Other comments	34

Olympic NP Additional Analysis VSP Report 121

The VSP staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- Sources of information
 - Receive information needed
 - Primary reason for visit
 - Hours spent at park
 - Days spent at park
 - Visitor activities this visit
 - Visitor activities past visits
 - Receive information about proper food storage
 - Visitors who hiked
 - Time spent hiking
 - Order of sites visited this visit
 - Number of entries into park
 - Group type
 - Group size
 - With guided tour?
 - Gender
 - Age
 - State/ country of residence
 - Country of residence
 - Number of visits past 12 months
 - Number of visits past 1-5 years
 - Highest level of education
 - Primary language
 - Use of visitor services
 - Importance of visitor services
 - Quality of visitor services
 - Use of visitor facilities
 - Importance of visitor facilities
 - Quality of visitor facilities
 - Importance of features/ qualities
 - Appropriateness of park structures or activities
 - Importance of features/ qualities
 - Future use of visitor services outside park
 - Safety inside the park
 - Safety in home town/ city
 - Overnight stays on Olympic Peninsula
 - Number of nights overnight in park
 - Number of nights overnight out of park
 - Type of lodging inside park
 - Type of lodging outside park
 - Appropriateness of the amount of entrance fee
 - Crowding by vehicles
 - Crowding by people
 - Future alternatives for entering park
 - Willingness to ride a shuttle bus
 - Willingness to pay fee to ride shuttle bus
 - Total expenditures in & out of park
 - Total expenditure in park
 - Hotel/ motel expenditures in
 - Camping fee expenditures in
 - Restaurant/ bar expenditures in
 - Grocery expenditures in
 - Gas/ oil expenditures in
 - Other transportation expenditures in
 - Admissions/ recreation fee expenditures in
 - Other purchases expenditures in
 - Total expenditures out of park
-

Additional Analysis (continued)

- Hotel/ motel expenditures out
- Gas/ oil expenditures out
- Number of adults expenses cover
- Camping fee expenditures out
- Other transportation expenditures out
- Number of children expenses cover
- Restaurant/ bar expenditures out
- Admissions/ recreation fee expenditures out
- Future subjects of interest
- Grocery expenditures out
- Other purchases expenditures out
- Overall quality of visitor services

Database

The VSP database is currently under development, but requests can be handled by calling the VSP.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Natural Resources
University of Idaho
P.O. Box 441133
Moscow, Idaho 83844-1133**

**Phone: 208-885-7863
FAX: 208-885-4261**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence NHP
9. Valley Forge NHP

1987

10. Colonial NHP (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry NHP
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence NHP: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte NHP (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush NHP (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka NHP
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos NHP
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions NHP (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce NHP
- 69. Edison National Historic Site
- 70. San Juan Island NHP
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime NHP
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., NHP (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell NHP

1998

- 101. Jean Lafitte NHP & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/ Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush NHP (AK)
- 107. Whiskeytown National Recreation Area (summer)
- 108. Acadia National Park (summer)

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap NHP (fall)

2000

- 118. Haleakala National Park
- 119. White House Tour & White House Visitor Center
- 120. USS Arizona Memorial
- 121. Olympic National Park

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.

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May 2001



Printed on recycled paper

Olympic National Park

Visitor Study Summer 2000

Appendix

Chad Van Ormer

Margaret Littlejohn

James H. Gramann

Visitor Services Project Report 121

May 2001

This volume contains a summary of visitors' comments for Questions 29 and 30. The summary is followed by visitors' unedited comments.

Chad Van Ormer was a graduate assistant with the Visitor Services Project at the Cooperative Park Studies Unit, University of Idaho. Margaret Littlejohn is VSP Coordinator, National Park Service, based at the UI-CPSU. We thank Dr. Jim Gramann, professor at Texas A & M University who helped oversee the fieldwork, Daniel Bray and the staff and volunteers of Olympic NP for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Planning for the future

N=481 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide volunteers/ rangers to keep visitors off vegetation	5
Have rangers and staff more visible	4
Rangers were informative	3
Use more volunteers	2
Other comments	6
INTERPRETIVE SERVICES	
Provide more education programs	16
Provide more ranger-led hikes	8
Improve trail signs	5
Increased marketing of the park	5
Improve web site	4
Improve quality of park maps	3
Promote history of the park	3
Provide more detailed park information in visitor centers	2
Provide children's programs	2
Install interpretation signs on trails	2
Improve road directional signs	2
Provide evening programs on weekdays	2
Provide more information about wildlife	2
Other comments	23
FACILITIES AND MAINTENANCE	
Provide shuttle system	27
Provide half-day (short) hiking loop trails	8
Repair and maintain trails	7
Provide more restrooms	5
Provide RV hookups in campgrounds	5
Develop shower facilities at campgrounds	4
Provide more crosscountry skiing trails	4
Construct more roads in park	4
Construct more hiking trails	4
Provide wider walking/ biking lanes along roads	3
Improve existing roads	3
Open more campgrounds	3
Less road construction	2
Provide cleaner restrooms	2
Keep trails primitive	2
Provide more facilities for winter sports	2
Construct hiking shelters	2
Make hiking more accessible	2
Other comments	26

Comment	Number of times mentioned
POLICY	
Deter or limit use of automobiles	22
Limit number of visitors in park	10
Ban snowmobiles	7
Expand park boundaries	7
Allow campground reservations	7
Provide more enforcement of park rules	6
Stop all logging in park	5
Ban pets	4
Increase entrance fees	4
Ban downhill skiing	3
Provide fewer "consumer" services	3
Limit campfires to specific sites	3
Limit number of people allowed at campsites	2
Convert to full reservation system throughout park	2
Reduce entrance fees	2
Eliminate the backcountry fee	2
Provide security for vehicles	2
Other comments	19
RESOURCE MANAGEMENT	
Preserve park ecosystem	23
Preserve wilderness qualities	7
Reintroduce wolves/ grizzly bears into park	6
Do not commercialize park	5
Avoid development	5
Increase habitat restoration	4
Monitor impacts on native species	3
Maintain natural state of park	2
Other comments	16
GENERAL IMPRESSIONS	
No changes	24
Keep up good work	8
Have more available lodging	7
Maintain access to park	5
Provide more gas/ food stores	3
Keep it low impact	3
Upgrade Sol Duc Resort	2
Improve skiing at Hurricane Ridge	2
Other comments	32

Additional comments

N=508 comments;
many visitors made more than one comment.

Comments	Number of times mentioned
PERSONNEL	
Rangers, knowledgeable, helpful	35
Other comments	8
INTERPRETIVE SERVICES	
Great information provided	3
Create tree identification tags	3
Increase environmental education programs	3
Provide more detailed information about park attractions	3
Provide daily campfire programs	2
Post trail conditions at the trailhead	2
Provide more detailed park map	2
Provide more detailed trail information	2
Would like information about park prior to arriving	2
Other comments	18
FACILITIES AND MAINTENANCE	
Clean, litter free park	6
Provide shower facilities	4
Improve trail signs	4
Provide cleaner restrooms	3
Nice facilities	2
Provide soap in restrooms	2
Campgrounds nice	2
Provide more recycling	2
Campgrounds need improving	2
Provide mile markers on trails	2
Improve road directional signs	2
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Need more enforcement of rules	9
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