



**National Park Service  
U.S. Department of the Interior**

**Social & Economic Sciences Research Center  
Washington State University**



# Haleakalā National Park Visitor Experience Survey

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**United States Department of the Interior**

NATIONAL PARK SERVICE  
Haleakalā National Park  
PO Box 369  
Makawao, HI 96768



IN REPLY REFER TO:

Summer 2015

Aloha :

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Haleakalā National Park. This information will assist us in our efforts to improve park facilities and services that help enhance visit experience.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

We are asking that you complete this questionnaire at the end of your visit. When you are done, seal and return it by using the in the postage-paid envelope provided. You can drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), [matthew.strawn@wsu.edu](mailto:matthew.strawn@wsu.edu) (email).

Mahalo for your help.

Natalie B. Gates  
Superintendent

## DIRECTIONS

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Haleakalā National Park. Your response is

1. Please have the selected individual (at least 18 years old) complete this questionnaire.  
2. Answer the questions carefully since each question is different.  
3. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When the analysis of the questionnaire is completed, all names and addresses will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to, a collection of information unless it displays a currently valid OMB Control Number.

4. Seal it in the postage-paid envelope provided.

5. Drop it in a U.S. mailbox.  
We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

**Topic Area 2 - TPLAN1**

1. a) Prior to this visit, how did you obtain information to prepare for your visit to Haleakalā National Park? *Please mark (●) all that apply in column (a).*

Did not obtain information prior to visit → Go to part (b) of this question

b) If you were to visit Haleakalā National Park in the future, which sources of information would you prefer to use to prepare for your visit? *Please mark (●) all that apply in column (b).*

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Haleakalā National Park website: <a href="http://www.nps.gov/hale">www.nps.gov/hale</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Cruise ship company/travel agency
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, Constant Contact, etc.)
<input type="radio"/>	<input type="radio"/>	Airport information/ welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit ( <i>Please specify</i> ) _____
n/a	<input type="radio"/>	Other, future visit ( <i>Please specify</i> ) _____

**Topic Area 2 - TPLAN2**

c) Did your personal group receive the type of information needed to adequately prepare for your visit from the sources above?

- No                       Yes → Go to Question 2

**Topic Area 2 - TPLAN3**

d) If NO, what type of information did your personal group need that was not available?  
*Please be specific.*

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**Topic Area 2 - TPLAN16**

2. On this visit, what were your reasons for visiting Haleakalā National Park? Please check all that apply

- Visit a national park site
- Experience Hawaiian culture
- One of the tour stops in packaged tour program
- View sunrise
- View sunset
- Sightsee/take a scenic drive
- Recreation activities (hiking, horseback riding, walking, fishing, swimming, etc.)
- Camp in developed campgrounds
- Camp in wilderness areas/backpack
- Picnic
- Enjoy solitude/quiet
- Experience wilderness
- Religious/spiritual reason
- Bird watching
- Wildlife viewing (other than bird watching)
- Educational/learning reason
- Other. Please specify \_\_\_\_\_

b) Which one of the above reasons was your primary reason for visiting Haleakalā National Park?

\_\_\_\_\_

**Topic Area 3 - ITIN5**

3. During the entire time that you spent visiting to Haleakalā National Park, please check all of the locations you visited

a- to watch sunrise

b- to watch sunset

c- to do other activity other than watch sunrise or sunset

	<b>O Did not watch sunrise</b>	<b>O Did not watch sunset</b>	<b>O Did not visit the park at other time</b>
Use the map on page 13 to help you	<b>a) Sunrise</b>	<b>b) Sunset</b>	<b>c) Other activity</b>
Haleakalā Visitor Center (9740 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pu'u'ula'ula (Red Hill Observatory) Summit (10,023 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kalahaku Overlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leleiwi Overlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Headquarters visitor center (7,000 ft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosmer grove area (picnic area, campground, trail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halemau'u area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sliding sands trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White Hill Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ka Lu'u O Ka O'O Cinder Cone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaupo Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wilderness area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry campground or cabin Please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other location _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic area 4 – PA2 – variation**

4. a. Please list the location within the park you would most prefer to watch sunrise or sunset.

Was not interested in watching sunrise or sunset → Skip to question 9

b. What were the reasons that you prefer that location? Please be specific

a) Preferred location

b) The reasons for location is preferred

Watch sunrise \_\_\_\_\_

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Watch sunset \_\_\_\_\_

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Place holder for photo of Haleakala Visitor  
Center on rim of crater location

**Topic Area 3 – ACT3**

5. On the list below, please mark (●) all activities that you participated in at Haleakalā National Park during this visit.

- General sightseeing from car or viewing area
- Horseback riding
- Hiking less than one hour
- Hiking 1 hour or more
- Shopping in park gift shops
- Viewing exhibits in visitor centers
- Viewing videos in visitor centers
- Attending ranger-led programs which ones? \_\_\_\_\_
- Camping. Please list the locations where you camped \_\_\_\_\_
- Photography/drawing/painting etc.
- Taking a commercial guided tour (not led by park rangers or volunteers)
- Other. Please specify \_\_\_\_\_

Topic area 3- INT1 variation

6. a. Where was the location that you **first attempted** to gain access to watch SUNRISE?  
Please use the park map on page 13 to help you locate the site. Please mark (●) only one.

- Did not attempt to watch sunrise → go to question 8.
- Haleakalā Visitor Center on rim of crater, below summit as shown in the photo on page 7
- Summit (on rim of crater, at end of park road)
- Leleiwi Overlook
- Kalahaku Overlook
- Other. Please specify \_\_\_\_\_

b. Were you able to find parking at this location?

- Did not have to find parking (came in the park by tour buses) → go to question 7
- Yes → go to question 8
- No

Topic area 5 - CROWD 12

c. How long did you spend looking for parking at this location?

\_\_\_\_\_ approximate number of minutes

d. If you did NOT find parking at this location, what did you do?

- Left and came back another day
- Went to another location INSIDE the park. Where? \_\_\_\_\_
- Gave up and did not watch the sunrise in the park.

Topic area 3- INT1 modified

7. a. Where was the location that you **first attempted** to gain access to watch SUNSET?  
Please use the park map on page 13 to help you locating the site.

- Did not attempt to watch sunset → go to question 9.
- Haleakalā Visitor Center on rim of crater, below summit as shown in the photo on page 7
- Summit (on rim of crater, at end of park road)



- Leleiwi Overlook
- Kalahaku Overlook
- Other. Please specify \_\_\_\_\_

b. Were you able to find parking at this location?

- Did not have to find parking (came in the park by tour buses) → go to question 7
- Yes → go to question 8
- No

Topic area 5 - CROWD 12

c. How long did you spend looking for parking at this location?

\_\_\_\_\_ approximate number of minutes

d. If you did NOT find parking at this location, what did you do?

- Left and came back another day
- Went to another location INSIDE the park. Where? \_\_\_\_\_
- Gave up and did not watch the sunset in the park.

Topic Area 3- TRANS1

8. On this visit, which form of transportation did you use to travel to Haleakalā National Park? Please mark only one.

- Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Rental vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Commercial tour bus/van as a part of a package tour or cruise ship program
- Other type of group transportation (senior center van, school bus, etc.)
- Other (Please specify) \_\_\_\_\_

Topic area 2 - TRANS 12- variation

9. If you were to drive up to Haleakalā in the future, what would be the maximum amount of time that you would be willing to spend to find a parking space?

\_\_\_\_\_ Number of minutes

Topic Area 3 - ITIN5 variation

10. Please tell us about the **first** location that you **successfully gained access** to watch sunrise or sunset. Mark the location on the list below

Did not watch sunrise or sunset → go to question 11

a. Sunrise location	b. Sunset location	First location successfully gained access
<input type="radio"/>	<input type="radio"/>	Haleakalā Visitor Center on rim of crater, below summit as shown in photo on page 7
<input type="radio"/>	<input type="radio"/>	Summit (on rim of crater, at end of park road)
<input type="radio"/>	<input type="radio"/>	Leleiwi Overlook
<input type="radio"/>	<input type="radio"/>	Kalahaku Overlook
<input type="radio"/>	<input type="radio"/>	Other: _____

Questions 11 to 13 refer to the locations identified in Question 10

**Topic Area 5 – CROWD13**

11. Compared to what you expected, how crowded did you feel at the locations identified in **question 10**? If you did not visit a location please leave that line blank.

Location	How crowded?					Much less crowded than expected	Did not know what to expect
	Much more crowded than expected	Somewhat more crowded than expected	About what expected	Somewhat less crowded than expected			
SUNRISE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SUNSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
How crowded did you feel in the park in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

**Topic Area 6 – EVALSERV11**

12. How did the crowding level at the locations identified in **question 10** affect your visit experience?

a) SUNRISE       detracted from visit experience       no effect       enhanced visit experience

Please explain how \_\_\_\_\_

b) SUNSET       detracted from visit experience       no effect       enhanced visit experience

Please explain how \_\_\_\_\_

c) In the park in general

detracted from visit experience

no effect

enhanced visit experience

Please explain how \_\_\_\_\_

**Topic area 2 - TRIPC37**

13. a. Did you or any one in your personal group have any safety concerns while visiting the park at locations identified in question 10?

b. If yes, what was the concern? Please be specific

Location	Safety concern?	If yes, what was the concern?
SUNRISE	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>
SUNSET	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>
Other location in the park in general	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>

**Topic Area2 – TPLAN19**

14. a. How did you obtain any **safety** information prior to visiting the park? Mark all that apply.

- Did not obtain any safety information → Go to part b
- Park website
- Other communication media/at the park (bulletin boards, displays, exhibits, etc.)
- Talked to a ranger
- Park brochure/map
- Guide book
- Information provided by hotel or tour company
- Other \_\_\_\_\_

b. What safety measures did you take to prepare for visiting the park?

\_\_\_\_\_

**Topic Area 3 – TRIPC8**

15. a. how long did you and your group spend visiting at each of the following locations?  
(Please write "0" if you did not visit)

In the Summit District: \_\_\_\_\_ Number of hours

In the Kipahulu District (Pools of Ohe'o) \_\_\_\_\_ Number of hours

Total number of hour visiting Haleakalā NP \_\_\_\_\_ Number of hours

b. On this trip did you visit Haleakalā NP on more than one day?

Yes  No

If yes on how many day did you visit? \_\_\_\_\_ Number of days

Topic area 2 - TPLAN9

16. a. Compared to what you planned, how much time did you spend visiting Haleakalā NP?

- Didn't have a planned amount of time or on a fixed tour schedule
- Spent about the time planned
- Spent longer time than planned
- Spent less time than planned

b. If you and your personal group stayed for a shorter or longer time than planned, what were your reasons for changing your plans? Please be specific

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Topic area 5 - CROWD9

17. a. During this trip to Haleakalā National Park, did you encounter any traffic congestion that affected your visit?

Yes  No → Go to question 18

b. If YES, where were the problems? Please be specific.

Topic area 5 - CROWD5

18. a) During this trip to Haleakalā National Park, did you encounter any parking problems at other time other than sunrise and sunset that affected your visit?

Yes  No → Go to question 19

b) If YES, where did you encounter parking problems? Please be specific.

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c) If YES, what were the parking problems that affected your visit?

Topic Area 6 – OPMGMT11

19. To reduce traffic congestion and parking problem, the National Park Service is considering several management options which may lead to limiting number of vehicles in the park.

Please indicate your level of support to each of the following management options.

Options	Strongly oppose	Oppose	Neither oppose nor support	Support	Strongly support
Limit number of vehicles on first come first serve basis; when a maximum level is reached entry may be denied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shuttle bus system to take visitors to major viewpoints. Visitors may be requested to park vehicle at designated areas only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Require prior reservations for vehicles to access high-demand areas at certain times of day (such as sunrise or sunset)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Require vehicles to have no less 3 passengers per vehicle (like car pool lanes on the highway)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer special services (such as guided tours or entry to certain viewing areas) to visitors who park in certain areas at busy times of the day (such as sunrise/sunset)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 6 - EVALSERV7 (Variation)**

20. We'd like your opinion on where additional services, signage, or facilities may be needed within Haleakalā National Park. On the map below please indicate where the additional services or facilities would help to enhance your visit experience by placing the appropriate letter at the location

P: Additional parking

E: Educational signage

D: Directional signage

S: Safety or emergency information

R: Ranger presence

[place holder – map]

**TOPIC area 3 - FVIS16**

21. How would the above additional services, signage, or facilities help enhance your visit experience? Please be specific.

Service/signage/facility

Comment

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NOTE: In this questionnaire, your personal group is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

**Topic Area 1 - GR2**

22. a) On this visit, which type of personal group (not guided tour/school/professional/military/other organized group) were you with? *Please mark (●) only one.*

- Alone
- Family
- Other (*Please specify*) \_\_\_\_\_
- Friends
- Family and friends

**Topic Area 1 - GR3**

b) On this visit, how many people were in your personal group, including yourself?

\_\_\_\_\_ Number of people in personal group

c) How many vehicles did your personal group use to enter Haleakalā NP?

\_\_\_\_\_ Number of vehicles

**Topic Area 1 - GR2**

23. On this visit, was your personal group part of any of the following types of organized groups? *Please mark (●) one for each.*

- a) Cruise ship tour  Yes  No
- d) Other commercial guided tour group  Yes  No
- b) School/educational group  Yes  No
- c) Professional conference  Yes  No
- e) Other (scouts, work, church, etc.)  Yes  No

f) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

**Topic Area 1 - AGE1**

24. For your personal group on this visit, please provide the following. *If you do not know the answer, please write dk in the space provided.*

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Haleakalā (including this visit) In lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

**Topic Area 7-ECON1**

25. a) Which category best represents your annual household income? *Please mark (•) only one.*

- |  |   |   |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999   | <input type="radio"/> \$150,000-\$199,999   |
| <input type="radio"/> \$25,000-\$34,999  | <input type="radio"/> \$75,000-\$99,999   | <input type="radio"/> \$200,000 or more     |
| <input type="radio"/> \$35,000-\$49,999  | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? \_\_\_\_\_ Number of people

**Topic Area 6 - EVALSERV1**

Finally we would like to ask about your overall experience and your recommendations on how to improve service/facility in the park

26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Haleakalā National Park during this visit? Please mark (•) only one.

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Topic Area 6 -OPMNMT1**

27. What would you recommend to park managers that would improve your visit experience?

\_\_\_\_\_

\_\_\_\_\_

**Topic Area 6 -OPMNMT1**

28. If there anything else you would like to tell us about your visit at Haleakalā National Park?

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