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**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%
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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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