



2024 Socioeconomic Research of Hawai‘i Volcanoes National Park

Report on 2024 Data Collection



Hikers on Kilauea Iki Trail.

NPS / J. WEI

2024 Socioeconomic Research of Hawai‘i Volcanoes National Park: Report on 2024 Data Collection

Science Report NPS/SR—2026/398

Otak Inc.¹, RRC Associates Inc.², University of Montana³, GAIA Environmental Consulting LLC⁴

¹ Otak, Inc.

Portland, Oregon

² RRC Associates, Inc.

Boulder, Colorado

³ University of Montana

Institute for Tourism & Recreation Research

Missoula, Montana

⁴ GAIA Environmental Consulting, LLC

Fort Collins, Colorado

Please cite this publication as:

Otak Inc., RRC Associates Inc., University of Montana, and GAIA Environmental Consulting LLC.

2026. 2024 Socioeconomic Research of Hawai‘i Volcanoes National Park: Report on 2024 Data Collection. Science Report NPS/SR—2026/398. National Park Service, Fort Collins, Colorado.

<https://doi.org/10.36967/2317561>

The National Park Service Science Report Series disseminates information, analysis, and results of scientific studies and related topics concerning resources and lands managed by the National Park Service. The series supports the advancement of science, informed decisions, and the achievement of the National Park Service mission.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible and technically accurate.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

This report is available in digital format from the [National Park Service DataStore](#) and the [Natural Resource Publications Management website](#). If you have difficulty accessing information in this publication, particularly if using assistive technology, please email irma@nps.gov.

Contents

	Page
Figures.....	v
Tables.....	vii
Abstract.....	viii
Introduction.....	1
Methods.....	2
Study Area.....	2
Sampling Period and Procedure	4
Intercept Survey.....	4
Post-Trip Survey.....	5
Non-Response Bias Analysis	6
Results.....	8
Intercept Survey Results.....	8
Questions 1–2: Visitor Residency	8
Question 3: Trip Purpose.....	10
Question 4: Length of Stay.....	11
Questions 5–6: Overnight Visitors	12
Questions 9–11: Party Characteristics.....	16
Questions 13–15: Local Communities	18
Questions 16–21: Park Use Characteristics.....	23
Question 22: Transportation.....	26
Question 24: Previous Visits to Hawai‘i Volcanoes National Park	28
Question 25: Previous Visits to Other NPS Units.....	29
Post-Trip Survey Results.....	30
Questions 1–2: Information About Hawai‘i Volcanoes National Park	30
Question 3: Transportation.....	32
Question 4: Travel Party Composition.....	33
Questions 11–13: Trip Characteristics	34
Questions 14–15: Reasons to Visit.....	37

Contents (continued)

	Page
Questions 16–18: Programs, Services, and Learning	39
Questions 19–20: Use of Devices.....	41
Question 21: Physical Difficulties.....	44
Questions 24–27: Visitor Experience.....	45
Questions 30–38: Background/Demographics	48
Literature Cited	51
Appendix A: Accessible Tables.....	52

Figures

	Page
Figure 1. Hawai‘i Volcanoes National Park local area map.	3
Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Hawai‘i Volcanoes National Park.	9
Figure 3. Role of Hawai‘i Volcanoes National Park in overall trip purpose.	10
Figure 4. Time spent on the Big Island.	11
Figure 5. Accommodation types used by overnight visitors within Hawai‘i Volcanoes National Park and on the Big Island.	12
Figure 6. Campground use within Hawai‘i Volcanoes National Park.	13
Figure 7. Number of nights spent within Hawai‘i Volcanoes National Park and on the Big Island, by accommodation type.	14
Figure 8. Number of adults and children in respondent’s personal group, and total group size, while visiting Hawai‘i Volcanoes National Park.	16
Figure 9. Age distribution of all members of respondent’s personal group while visiting Hawai‘i Volcanoes National Park.	17
Figure 10. Communities visited outside Hawai‘i Volcanoes National Park while on the Big Island.	19
Figure 11. Other Hawaiian Islands visited on this trip.	20
Figure 12. Number of nights spent on other Hawaiian Islands.	21
Figure 13. Entrance fee paid to enter Hawai‘i Volcanoes National Park on the most recent trip.	23
Figure 14. Length of time spent within Hawai‘i Volcanoes National Park on this trip.	23
Figure 15. Most recent entrance used to enter Hawai‘i Volcanoes National Park.	24
Figure 16. Park locations visited during the most recent trip to Hawai‘i Volcanoes National Park.	25
Figure 17. Form of transportation used to enter Hawai‘i Volcanoes National Park on the day of the survey.	26
Figure 18. Number of people in or on respondent’s vehicle when entering Hawai‘i Volcanoes National Park.	27
Figure 19. Previous visits to Hawai‘i Volcanoes National Park.	28
Figure 20. Visits made to other NPS sites within the past year.	29

Figures (continued)

	Page
Figure 21. Sources used to obtain information about Hawai‘i Volcanoes National Park prior to the trip.	30
Figure 22. Forms of transportation used to travel from home to Hawai‘i Volcanoes National Park on the recent trip.	32
Figure 23. Travel party composition during Hawai‘i Volcanoes National Park visit.	33
Figure 24. NPS sites visited on trip away from home.	34
Figure 25. Participation in activities at Hawai‘i Volcanoes National Park.	35
Figure 26. Reasons or motivations to visit Hawai‘i Volcanoes National Park.	37
Figure 27. Participation in programs at Hawai‘i Volcanoes National Park.	39
Figure 28. Learning outcomes while visiting Hawai‘i Volcanoes National Park.	40
Figure 29. Use of personal electronic devices while visiting Hawai‘i Volcanoes National Park.	41
Figure 30. The importance of the use of personal electronic devices while visiting Hawai‘i Volcanoes National Park.	42
Figure 31. Quality of service for personal electronic devices while visiting Hawai‘i Volcanoes National Park.	42
Figure 32. Physical difficulties while visiting Hawai‘i Volcanoes National Park.	44
Figure 33. Meeting Hawai‘i Volcanoes National Park expectations.	45
Figure 34. Rating Hawai‘i Volcanoes National Park experience.	45
Figure 35. Rating the quality of specific Hawai‘i Volcanoes National Park facilities, visitor services, and recreational opportunities.	46
Figure 36. Rating overall quality of Hawai‘i Volcanoes National Park facilities, visitor services, and recreational opportunities.	47
Figure 37. Respondent demographics: age and level of education.	48
Figure 38. Respondent demographics: race and ethnicity.	49
Figure 39. Household demographics: annual household income and household size.	49
Figure 40. Respondent’s language preference.	50

Tables

	Page
Table 1. Intercept surveys conducted within Hawai‘i Volcanoes National Park.	3
Table 2. Response outcomes—Hawai‘i Volcanoes National Park intercept survey.	5
Table 3. Response outcomes—Hawai‘i Volcanoes National Park post-trip survey.	5
Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the Big Island?”	6
Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”	6
Table 6. Post-trip survey non-response bias question: “On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence either in Hawai‘i Volcanoes National Park and/or on the Big Island?”	7
Table 7. Length of time spent within Hawai‘i Volcanoes National Park on this trip.	24
Table 8. Data from Figure 7.	52
Table 9. Data from Figure 8.	52
Table 10. Data from Figure 12.	52
Table 11. Data from Figure 18.	53
Table 12. Data from Figure 19.	53
Table 13. Data from Figure 20.	53
Table 14. Data from Figure 26.	53
Table 15. Data from Figure 29.	54
Table 16. Data from Figure 30.	54
Table 17. Data from Figure 31.	54
Table 18. Data from Figure 34.	55
Table 19. Data from Figure 35.	55
Table 20. Data from Figure 39.	55

Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has conducted visitor surveys at 24 parks per year across the United States and associated territories. Hawai‘i Volcanoes National Park was selected as one of these units for 2024 implementation. This socioeconomic monitoring at Hawai‘i Volcanoes National Park uses a two-step survey methodology to capture a representative sample of park visitors during the peak season of each respective park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders. Results of this study and studies at the 23 other park units sampled for 2024 contribute to a technical report on national-level findings.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country. Hawai'i Volcanoes National Park was selected as one of these 24 units in 2024. The study aims to deepen understanding of visitor demographics and characteristics at Hawai'i Volcanoes National Park.

This report contains the data and findings collected from the SEM Visitor Survey in 2024. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2024 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders.

This report does not include spending data, despite it being collected as part of the study. For detailed information regarding visitor spending at Hawai'i Volcanoes National Park, please refer to the 2024 Visitor Spending Effects report.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

1. An onsite intercept survey conducted via tablet, and
2. A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Hawai'i Volcanoes National Park local area map is shown in Figure 1. The local area around Hawai'i Volcanoes National Park consists of the Island of Hawai'i, commonly referred to as "The Big Island". Within Hawai'i Volcanoes National Park, the study area was comprised of eight locations, primarily at key trailhead and overlook locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

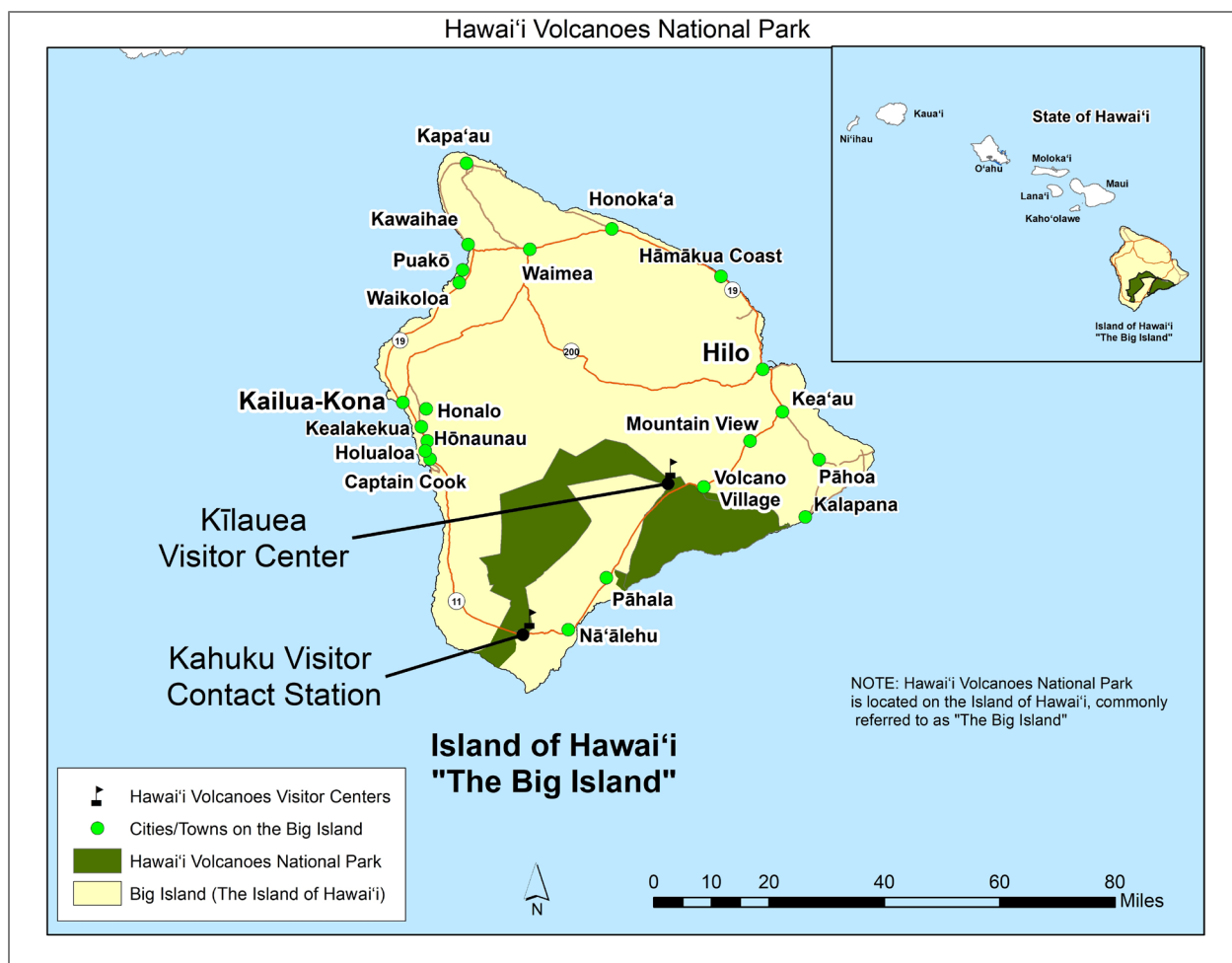


Figure 1. Hawai'i Volcanoes National Park local area map.

NPS

Table 1. Intercept surveys conducted within Hawai'i Volcanoes National Park.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Kīlauea Visitor Center	383	31.3%
Uēkahuna Parking Area	201	16.4%
Steam Vents	158	12.9%
Kīlauea Overlook	153	12.5%
Kīlauea Iki Crater Trailhead	140	11.5%
Nāhuku Lava Tube	102	8.3%
Devastation Parking Area	61	5.0%
Kahuku Unit	24	2.0%

Sampling Period and Procedure

Intercept Survey

The onsite intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of May 31st through June 11th, 2024. A sample of visitors was intercepted while visiting Hawai‘i Volcanoes National Park across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Hawai‘i Volcanoes National Park (NPS 2024). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Hawai‘i Volcanoes National Park employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, four surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Hawai‘i Volcanoes National Park. To ensure consistency and replicability across a variety of unique National Park Units, sampling is only conducted during the day, potentially excluding any visitors that would be interested in night-time activities (eruption viewing, night sky viewing, etc.). Each surveyor worked nine seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 11-day sampling window.

Table 2. Response outcomes—Hawai'i Volcanoes National Park intercept survey.

Outcome	Total
Eligible visitors contacted	1,407
Complete refusals	124
Partial refusals (non-response bias questions completed)	61
Intercept surveys completed	1,222
Post-trip surveys distributed	1,198
Intercept response rate	86.9%
Post-trip acceptance rate	98.0%

Post-Trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2024). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes—Hawai'i Volcanoes National Park post-trip survey.

Outcome	Total
Post-trip surveys distributed	1,198
Valid post-trip surveys completed	399
Response rate	33.3%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 86.9%, concern over intercept non-response is muted. However, because the post-trip survey response rate (33.3%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) country of residence, and 2) overnight visitation. Therefore, international visitors and overnight visitors staying on the Big Island are not as well represented in the full survey sample (6.0% and 84.2%, respectively) as desired, when compared to their proportion among respondents that only completed the intercept survey (10.0% and 89.6%). Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the Big Island?” Note: p-value = 0.07.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	48	12.1%	72	8.7%
No	350	87.9%	752	91.3%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.02.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	347	94.0%	693	90.0%
No	22	6.0%	77	10.0%

Table 6. Post-trip survey non-response bias question: “On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence either in Hawai’i Volcanoes National Park and/or on the Big Island?” Note: p-value < 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	335	84.2%	738	89.6%
No	63	15.8%	86	10.4%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency. Some questions were omitted because they were not applicable to this report.

Intercept Survey Results

The following section provides results of the 1,222 visitor intercept surveys conducted in Hawai‘i Volcanoes National Park from May 31st through June 11th, 2024. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n = 30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the Big Island. Permanent and seasonal residents were then asked for their ZIP code on the Big Island. Respondents who do not reside permanently or seasonally on the Big Island were then asked if they are residents of one of the other Hawaiian Islands, and if so, were asked for their ZIP code. Respondents who do not reside on any of the Hawaiian Islands were then asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

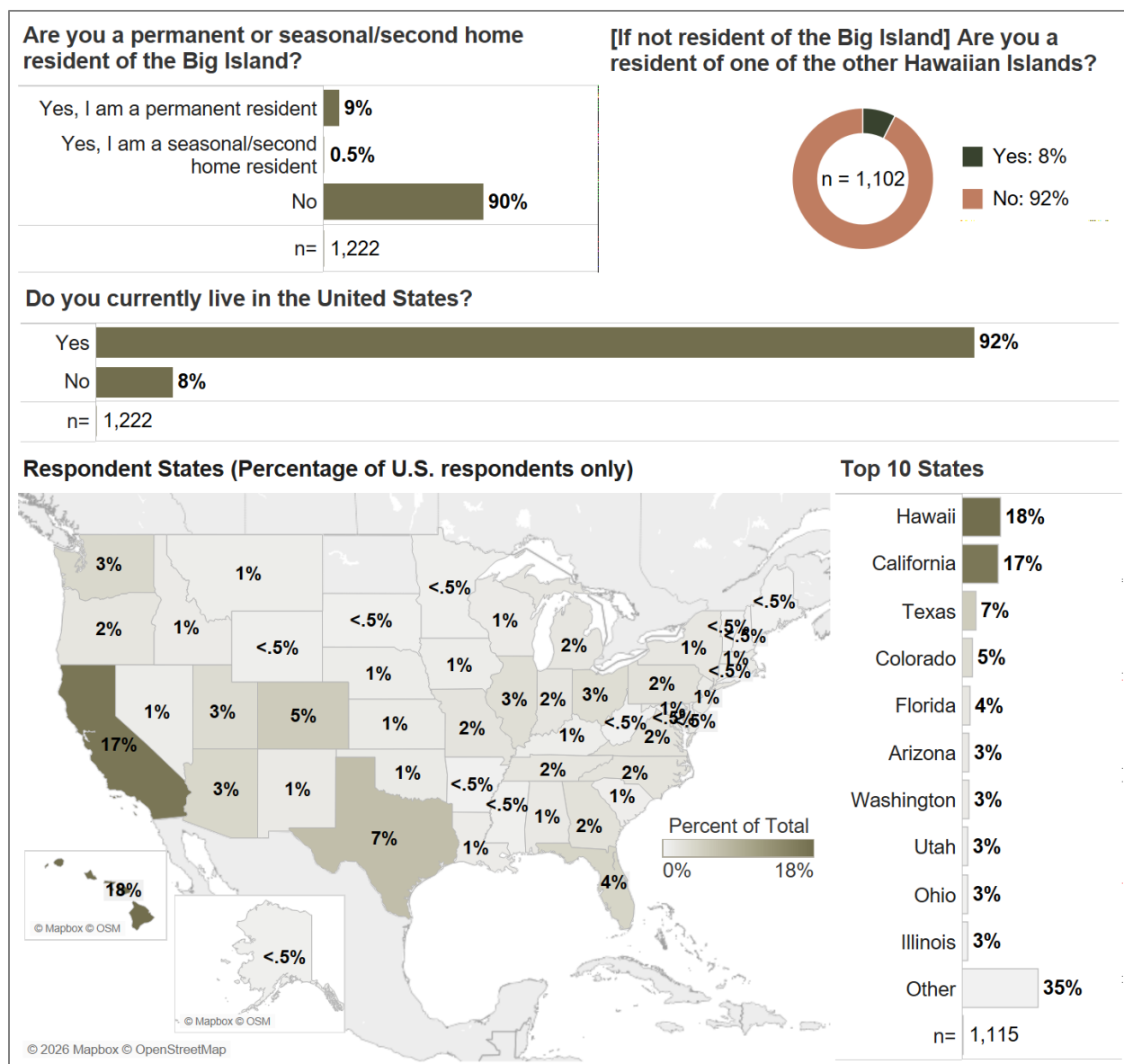


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Hawai'i Volcanoes National Park.

NPS

- Roughly one in ten respondents (a combined 9.5%) stated that they were either permanent or seasonal residents of the Big Island.
- Among the 91% of respondents currently residing in the U.S., 18% reside in Hawai'i, followed by 17% who reside in California, 7% who reside in Texas, and 5% who reside in Colorado.

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the Big Island or other Hawaiian Islands were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the Big Island or other Hawaiian Islands were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 3 depicts responses to this group of questions.

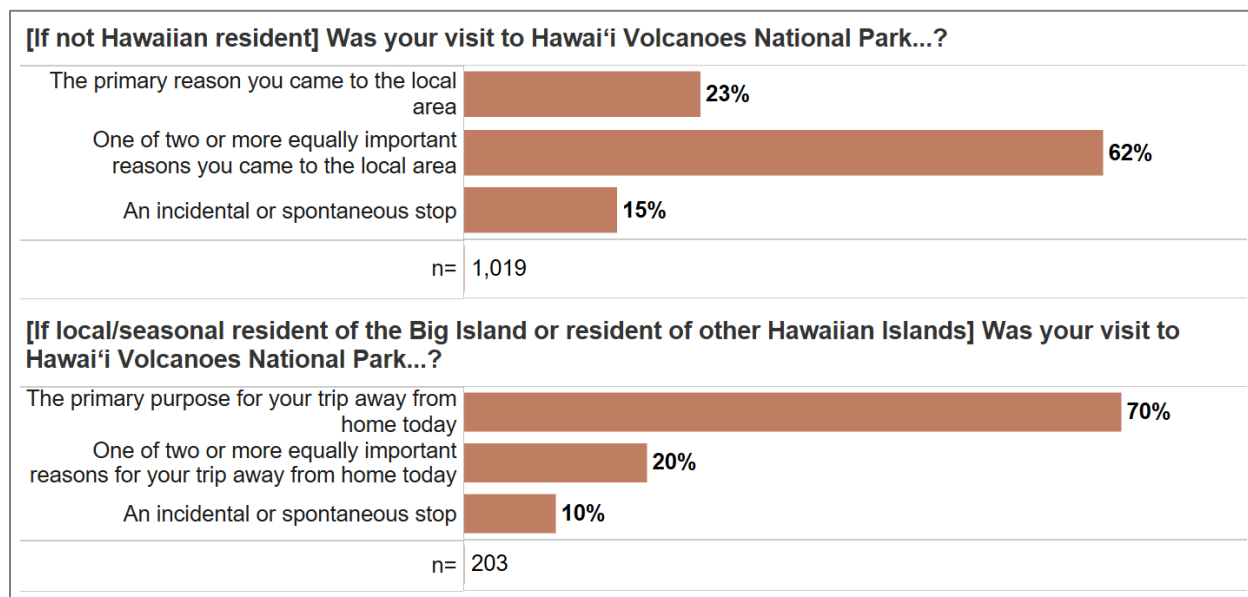


Figure 3. Role of Hawai‘i Volcanoes National Park in overall trip purpose.

NPS

- The majority (62%) of respondents who resided outside Hawai‘i stated that their visit to Hawai‘i Volcanoes National Park was one of two or more equally important reasons that brought them to the area.
- For nearly one-quarter (23%) of respondents who were not residents of Hawai‘i, visiting Hawai‘i Volcanoes National Park was the primary reason for their trip to the area.
- The remaining 15% of respondents who resided outside Hawai‘i indicated their visit to Hawai‘i Volcanoes National Park was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal Hawai‘i resident respondents, over two-thirds (70%) stated that their visit to Hawai‘i Volcanoes National Park was the primary reason for their trip away from home.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the Big Island were also asked how many days they planned to spend on the Big Island, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence on the Big Island. Responses to both of these questions are depicted in Figure 4.

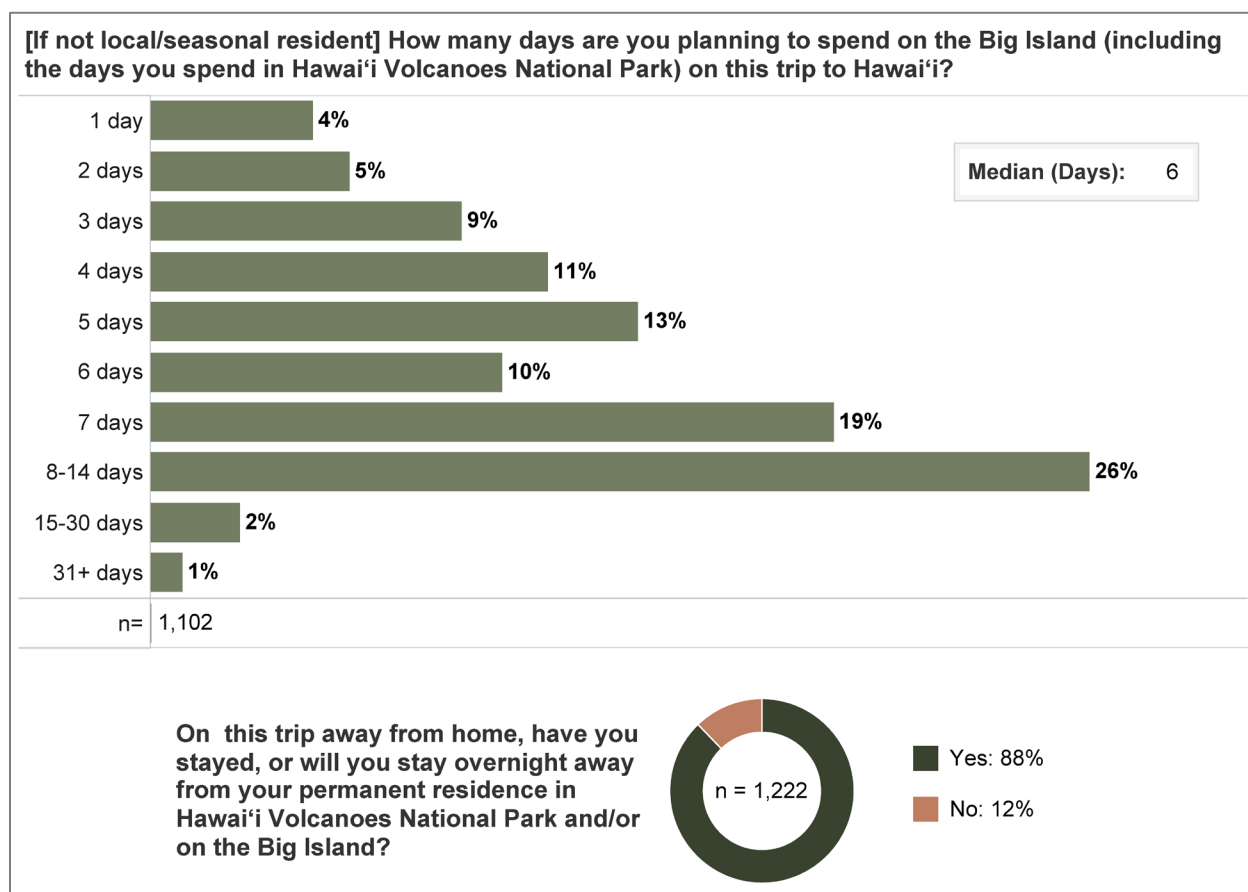


Figure 4. Time spent on the Big Island.

NPS

- Just over one-quarter of non-local respondents (26%) spent 8 to 14 days on the Big Island, while 19% spent seven days, and 13% spent five days. The median length of stay was six days.
- Additionally, the vast majority of all respondents (88%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or on the Big Island.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight on the Big Island, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

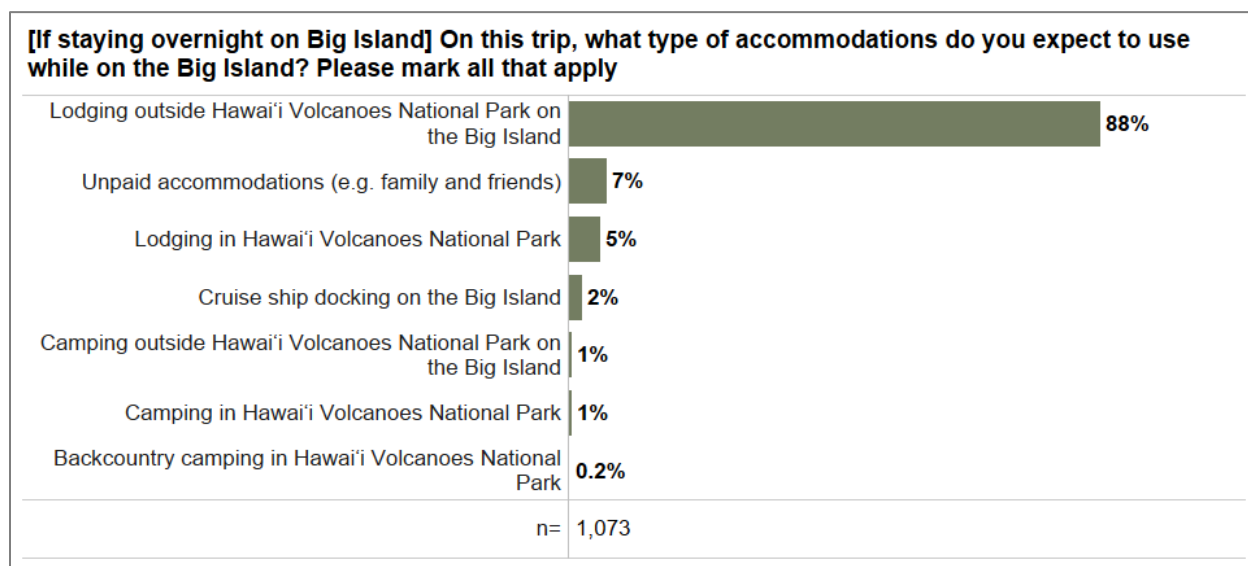


Figure 5. Accommodation types used by overnight visitors within Hawai'i Volcanoes National Park and on the Big Island.

NPS

- Roughly nine out of ten overnight respondents (88%) indicated they expected to use lodging outside Hawai'i Volcanoes National Park on the Big Island.
- This was followed in prevalence by those who said they used unpaid accommodations (7%), and those who used lodging in Hawai'i Volcanoes National Park (5%).

Respondents who camped or stayed in lodging in Hawai'i Volcanoes National Park were asked in which campgrounds and lodges they had stayed or planned to stay (Figure 6). Due to the small sample size for respondents who camped or backcountry camped in Hawai'i Volcanoes National Park, results should be interpreted with caution.

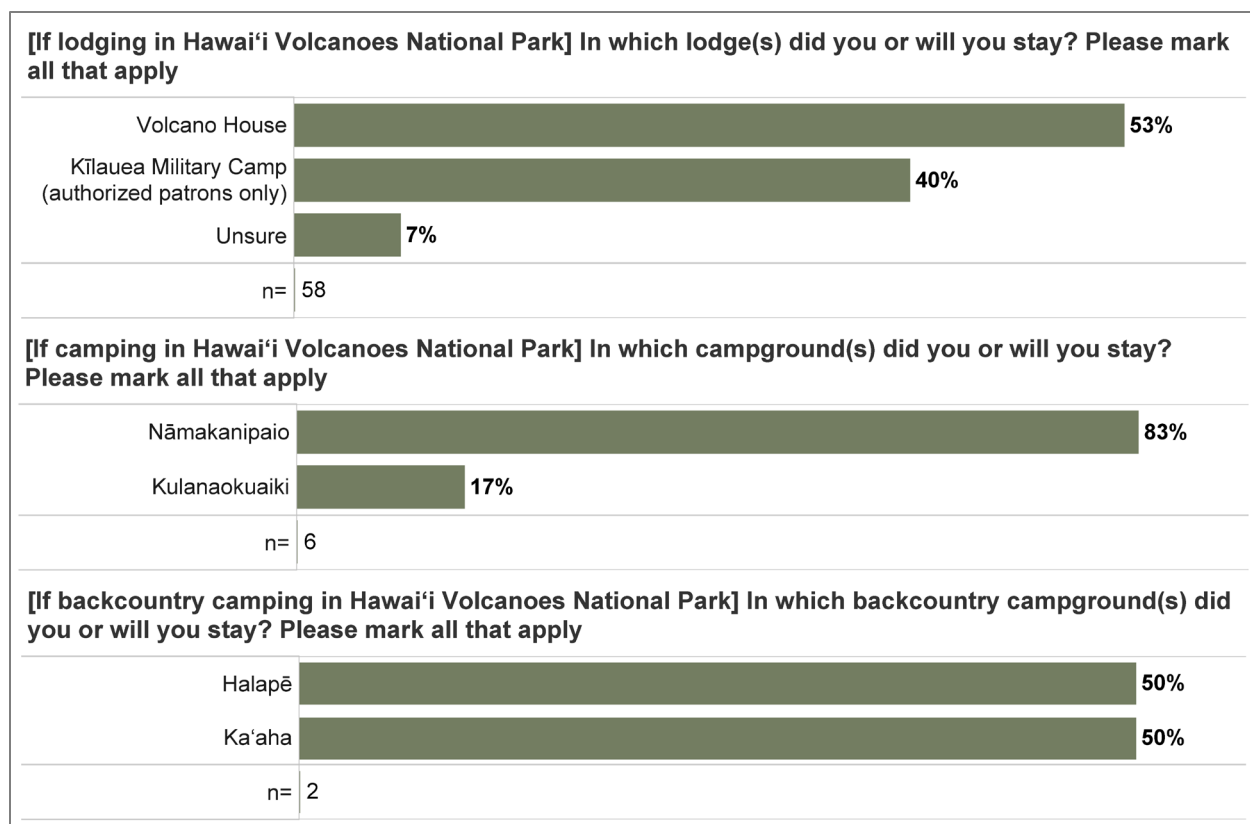


Figure 6. Campground use within Hawai'i Volcanoes National Park.

NPS

- Of those who stayed in lodging in Hawai'i Volcanoes National Park, just over half (53%) stayed or planned to stay at the Volcano House, followed by 40% who said the Kīlauea Military Camp, and 7% who were unsure.
- Of those who camped in Hawai'i Volcanoes National Park (n = 6), the majority (83%) camped or planned to camp at Nāmakaniāpio while the remaining 17% chose the Kulanaokuaiki campground.

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 7).

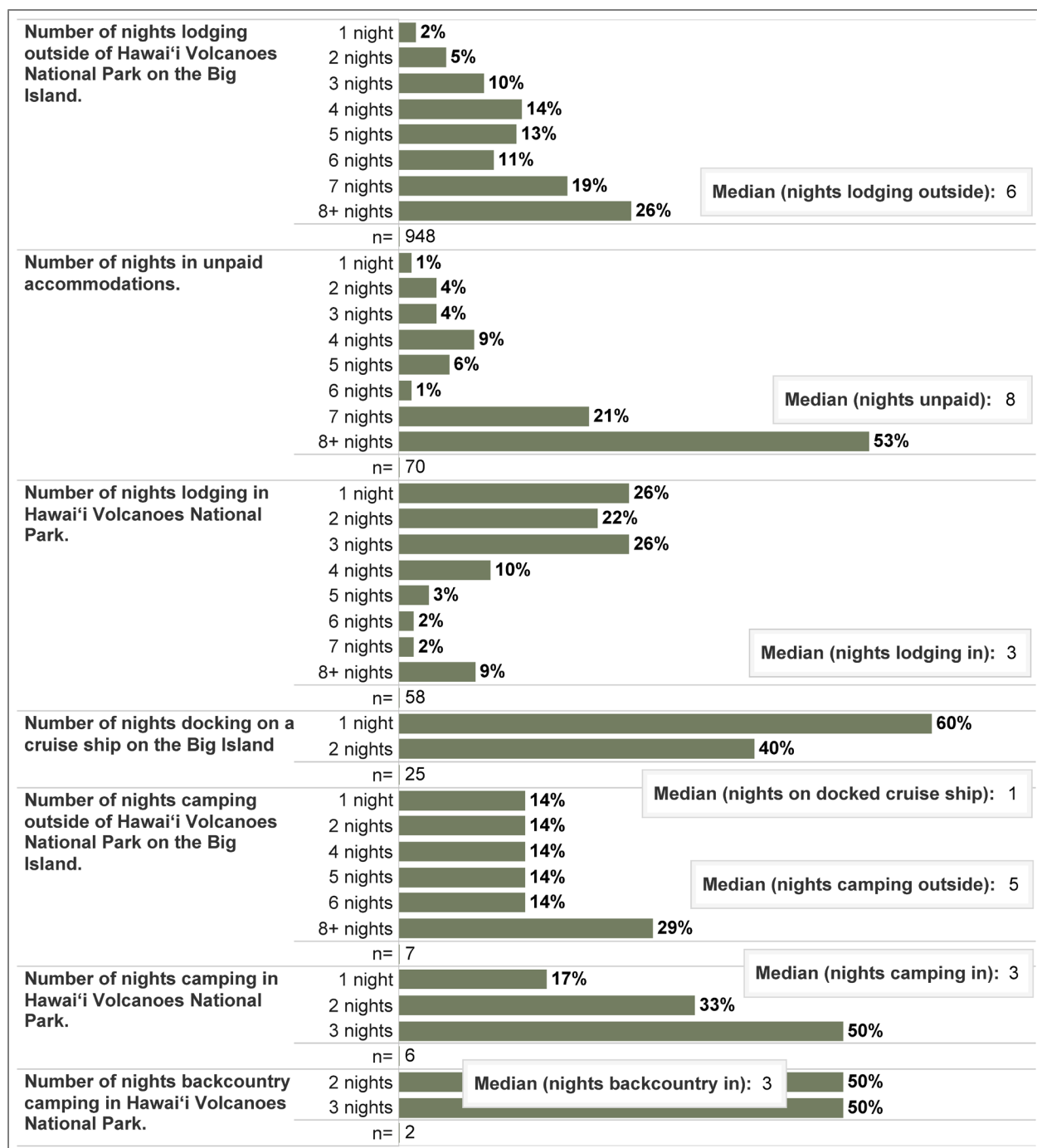


Figure 7. Number of nights spent within Hawai'i Volcanoes National Park and on the Big Island, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 88% of overnight respondents who lodged outside of Hawai‘i Volcanoes National Park on the Big Island (per Figure 5), median length of stay was six nights. A small proportion (7%) lodged two nights or fewer on the Big Island this trip; 17% spent three nights or fewer.
- Among the 7% of overnight respondents who stayed in unpaid accommodations on the Big Island (per Figure 5), median length of stay was eight nights. Just over half (53%) of overnight respondents who stayed in unpaid accommodations on the Big Island stayed eight nights or more on their trip.
- Among the 5% of overnight respondents who stayed in lodging in Hawai‘i Volcanoes National Park on the Big Island (per Figure 5), median length of stay was three nights. Nearly half (48%) lodged two nights or fewer on the Big Island this trip; 74% spent three nights or fewer.
- Among the 2% of overnight respondents who lodged docked on a cruise ship on the Big Island (per Figure 5), median length of stay was one night. The majority of respondents (60%) docked one night on the Big Island this trip; another 40% spent two nights.
- Among the 1% of overnight respondents who camped outside of Hawai‘i Volcanoes National Park (n = 7) (per Figure 5), median length of stay was five nights, though the plurality (29%) stayed eight or more nights.
- Among the 1% of overnight respondents who camped in Hawai‘i Volcanoes National Park (n = 6) (per Figure 5), median length of stay was three nights. Half (50%) of campers were spending two nights or fewer camping in the park this trip; the remaining 50% spent three nights camping in the park.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Hawai‘i Volcanoes National Park (Figure 8). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

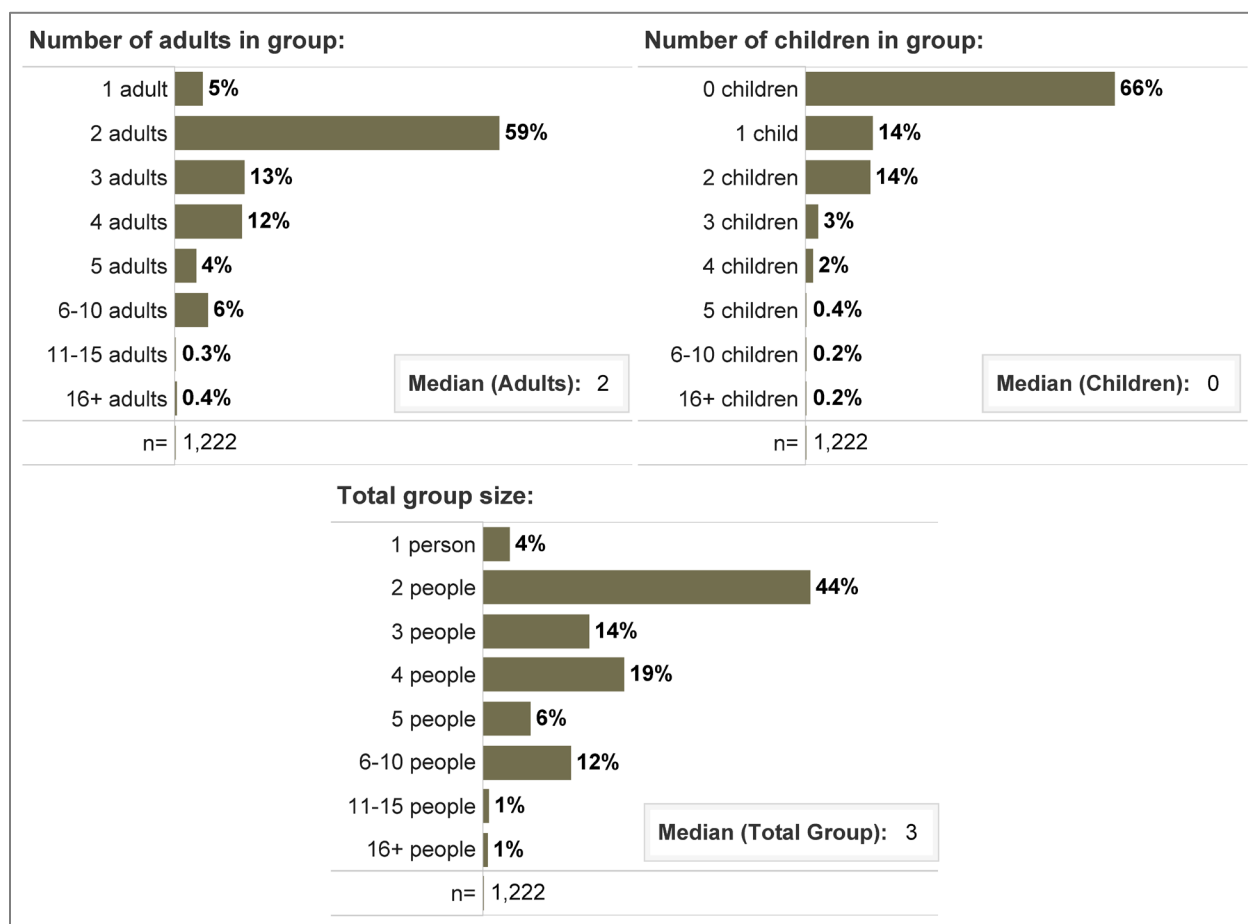


Figure 8. Number of adults and children in respondent’s personal group, and total group size, while visiting Hawai‘i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. Most groups (59%) included two adults.
- Most groups (66%) did not include any children.
- The median total number of people (adults and children) per group was three.

Respondents were then asked to provide the age of each member of their group (Figure 9). These data show the true age distribution of respondent groups sampled at Hawai‘i Volcanoes National Park.

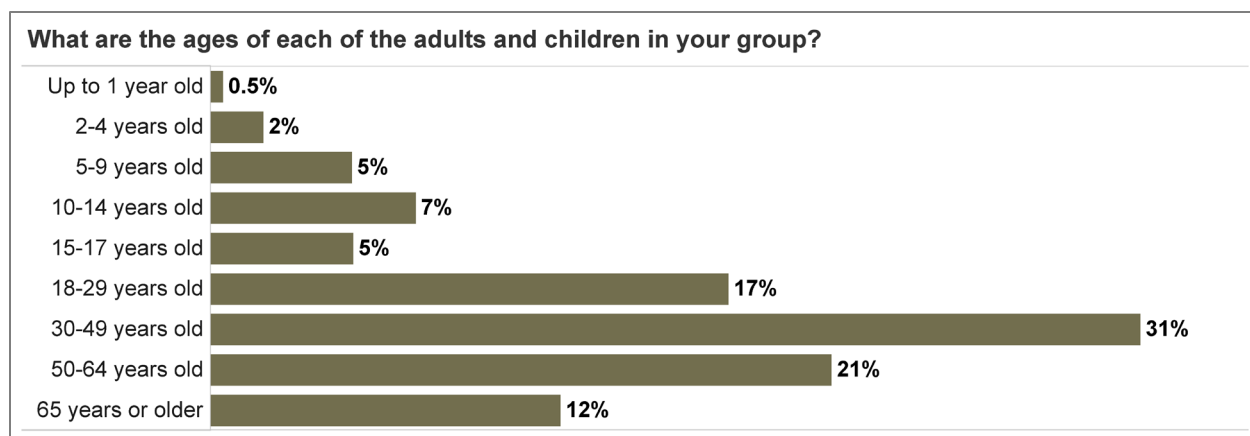


Figure 9. Age distribution of all members of respondent's personal group while visiting Hawai'i Volcanoes National Park.

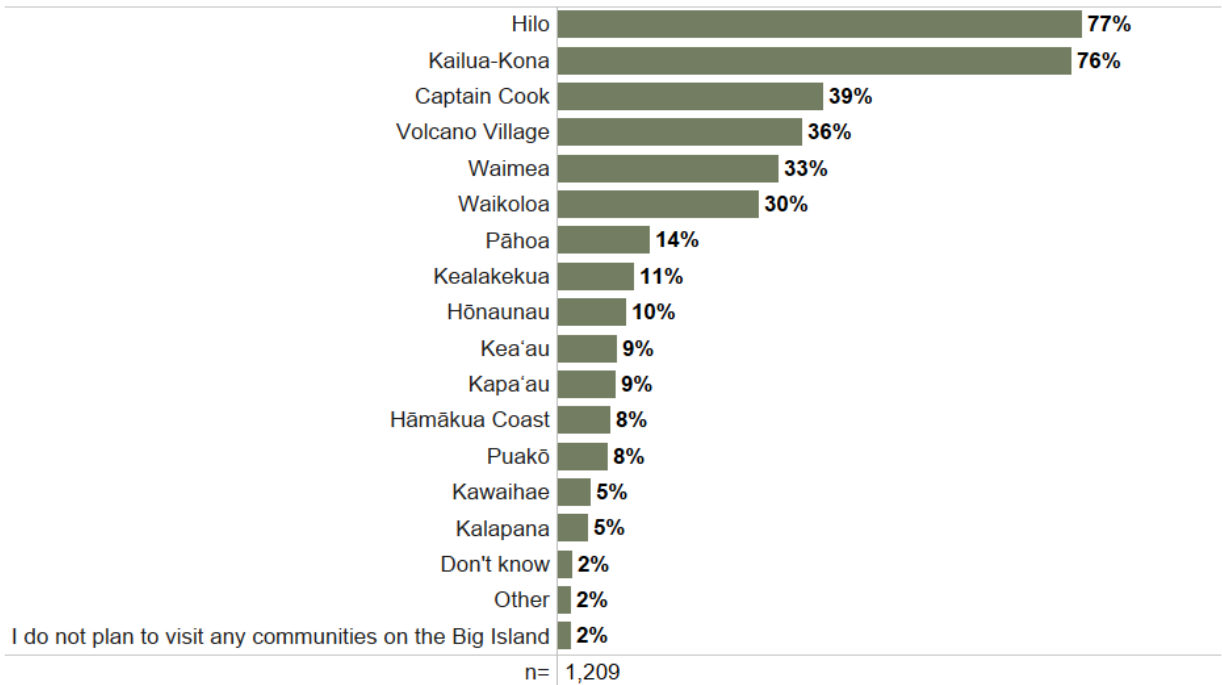
NPS

- The most common age of the adults and children in a personal group was 30–49 years old (31%), followed by 50–64 years old (21%), and 18–29 years old (17%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 19.5% of group members.

Questions 13–15: Local Communities

To build a more detailed understanding of the impact of Hawai‘i Volcanoes National Park on the surrounding local area, respondents were given a list of communities on the Big Island and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas or groceries or dining. Those respondents who had previously indicated that they were staying overnight on the Big Island outside Hawai‘i Volcanoes National Park (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both questions are shown in Figure 10, below.

Which communities have you already visited or do you plan to visit outside Hawai'i Volcanoes National Park while on the Big Island? Please mark all that apply



[If visited or plan to visit] What communities are closest to where you stayed or are staying at your accommodation(s) outside Hawai'i Volcanoes National Park on the Big Island? Please mark all that apply

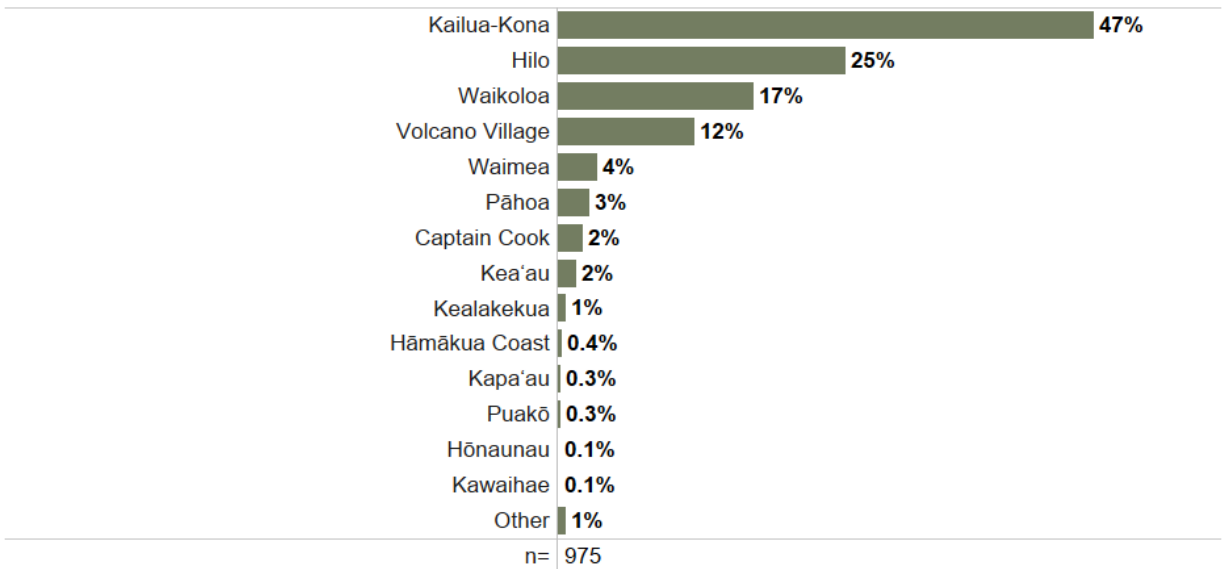


Figure 10. Communities visited outside Hawai'i Volcanoes National Park while on the Big Island.

NPS

- Roughly three-quarters of respondents (77%) reported they had visited or planned to visit Hilo, while visiting the Big Island on their trip away from home.
- The next most visited community was Kailua-Kona, visited by 76% of respondents, followed in prevalence by Captain Cook, with over one-third of respondents (39%).
- The rank order of the top three communities was slightly different when considering which community was closest to where respondents stayed during their visit: the plurality of respondents reported staying in Kailua-Kona (49%), followed by Hilo (25%), and Waikoloa (17%).

Next, respondents who are not permanent or seasonal residents of the Big Island, or permanent residents of any of the other Hawaiian Islands, were asked if they planned to visit any other Hawaiian Islands while on their trip (Figure 11), and if so, the number of nights they would spend on each (Figure 12).

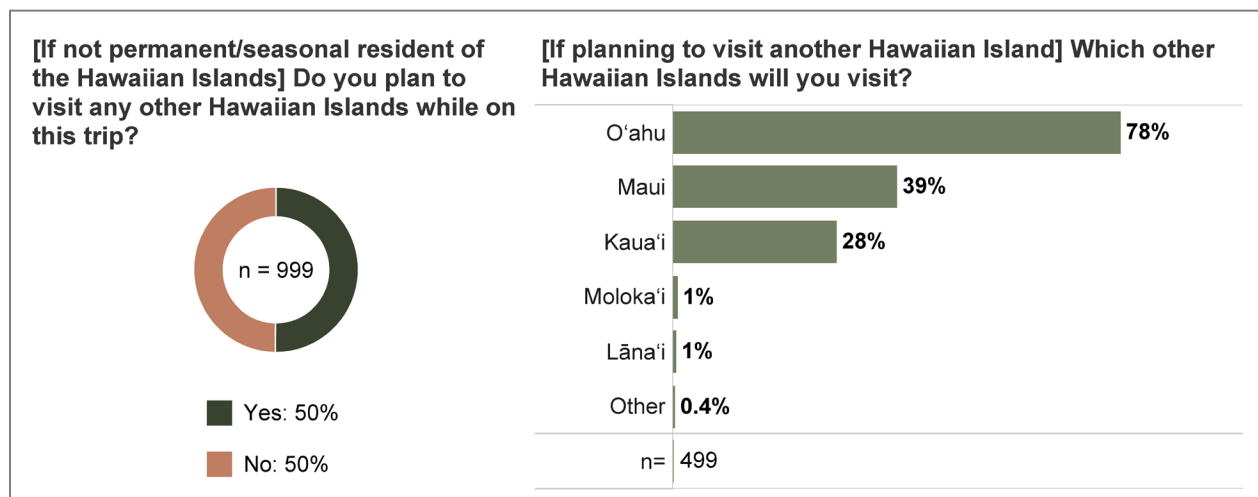


Figure 11. Other Hawaiian Islands visited on this trip.

NPS

- Half of respondents (50%) who were not permanent or seasonal residents of the Hawaiian Islands planned to visit other Hawaiian Islands on their trip, while the other 50% did not.
- Of those respondents who planned to visit other Hawaiian Islands on their trip, 78% indicated they planned to visit O'ahu, followed by 39% who planned to visit Maui, and 28% who planned to visit Kaua'i.

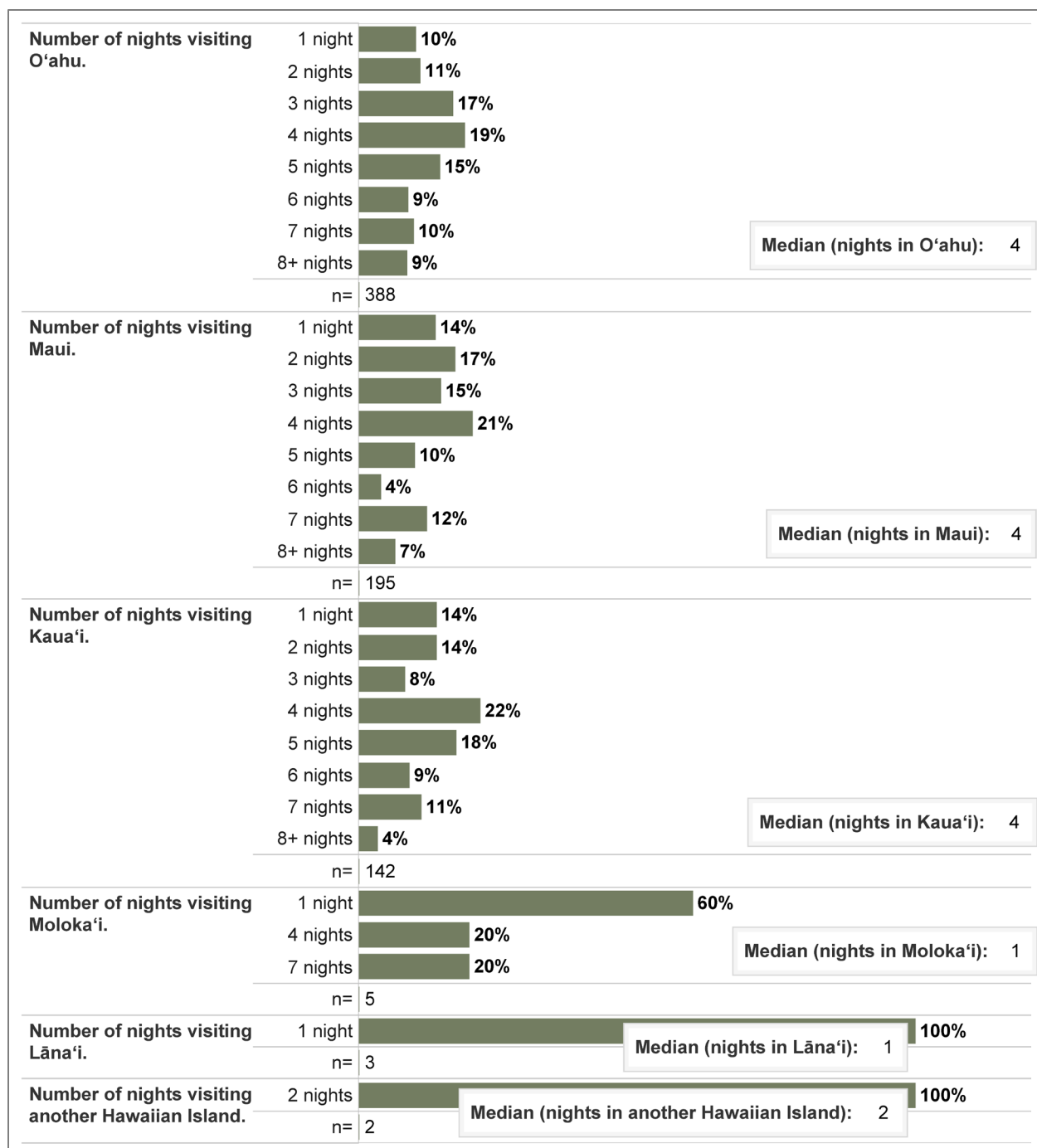


Figure 12. Number of nights spent on other Hawaiian Islands. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Among those who visited other islands on their trip, 78% of respondents planned to visit O‘ahu, with a median length of stay of four nights. Roughly one-fifth (21%) lodged two nights or fewer on O‘ahu this trip; 38% spent three nights or fewer (Figures 11 and 12).
- Among those who visited other islands on their trip, 39% of respondents planned to visit Maui, with a median length of stay of four nights. Roughly one-third (31%) lodged two nights or fewer on Maui this trip; 46% spent three nights or fewer (Figures 11 and 12).
- Among those who visited other islands on their trip, 28% of respondents planned to visit Kaua‘i, with a median length of stay of four nights. Just over one-quarter (28%) lodged two nights or fewer on Kaua‘i this trip; 36% spent three nights or fewer (Figures 11 and 12).

Questions 16–21: Park Use Characteristics

Respondents were asked to indicate which type of entrance fee applied to them personally on their most recent trip to Hawai‘i Volcanoes National Park (Figure 13).

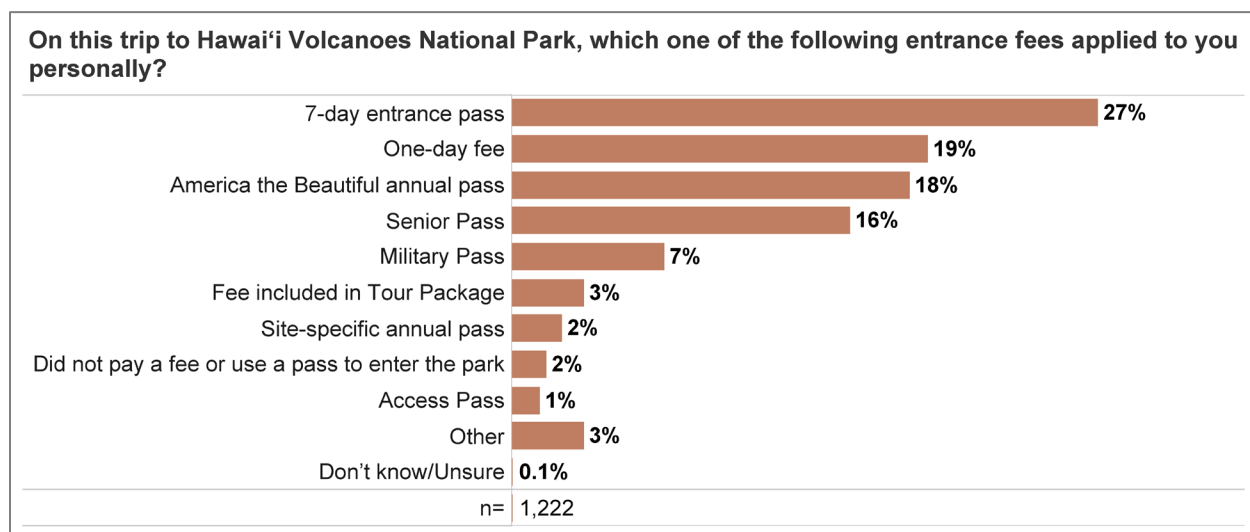


Figure 13. Entrance fee paid to enter Hawai‘i Volcanoes National Park on the most recent trip.

NPS

- Nearly half (48%) of respondents entered using a Hawai‘i Volcanoes National Park-specific pass or fee (i.e., site-specific annual pass, 7-day, or single-day entrance fee).
- Nearly one-fifth of respondents (18%) reported using an America the Beautiful Annual Pass, and another 24% entered using a Senior Pass, Access Pass, or Military Pass.

Respondents were also asked to indicate if they planned to visit Hawai‘i Volcanoes National Park for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 14 and Table 7).

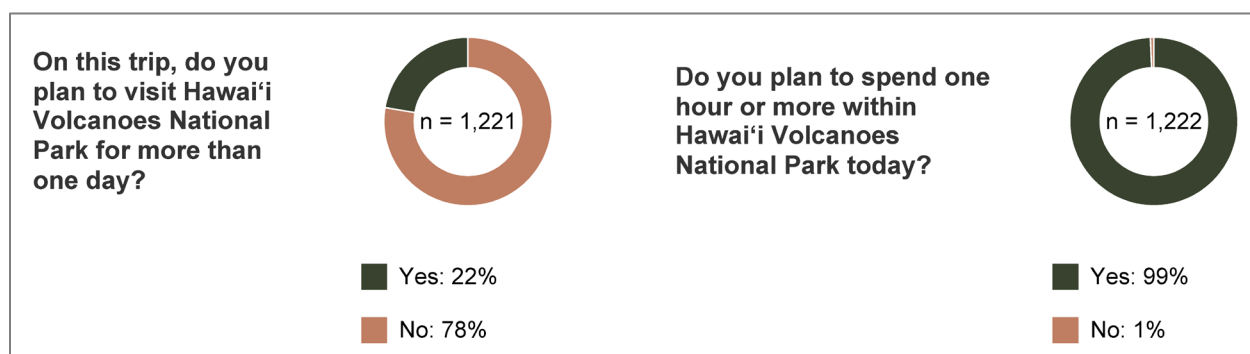


Figure 14. Length of time spent within Hawai‘i Volcanoes National Park on this trip.

NPS

Table 7. Length of time spent within Hawai'i Volcanoes National Park on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Hawai'i Volcanoes National Park today?	8	18
[If planning to spend one hour or more] How many hours do you plan to spend within Hawai'i Volcanoes National Park today?	1,186	4
[If planning to visit more than one day] How many days do you plan to spend within Hawai'i Volcanoes National Park on this trip?	274	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	273	2

- A majority of respondents (99%) planned to spend one hour or more within Hawai'i Volcanoes National Park on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was four hours.
- Among the 1% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 18 minutes.
- Additionally, over three-quarters of respondents (78%) were planning to spend just a single day in Hawai'i Volcanoes National Park on their trip. Among the 22% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Hawai'i Volcanoes National Park (Figure 15).

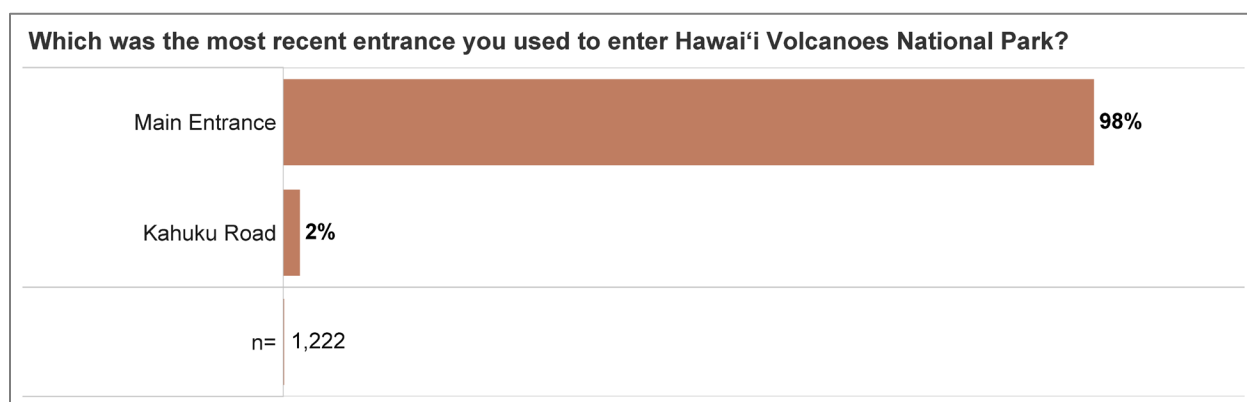


Figure 15. Most recent entrance used to enter Hawai'i Volcanoes National Park.

NPS

- Among respondents, the Main Entrance was the most commonly used entrance to Hawai‘i Volcanoes National Park (98%).
- The remaining 2% of respondents reported entering the park via the Kahuku Road.

Respondents were also presented with a list of locations within Hawai‘i Volcanoes National Park and asked to indicate if they had been to or planned to visit them that day (Figure 16).

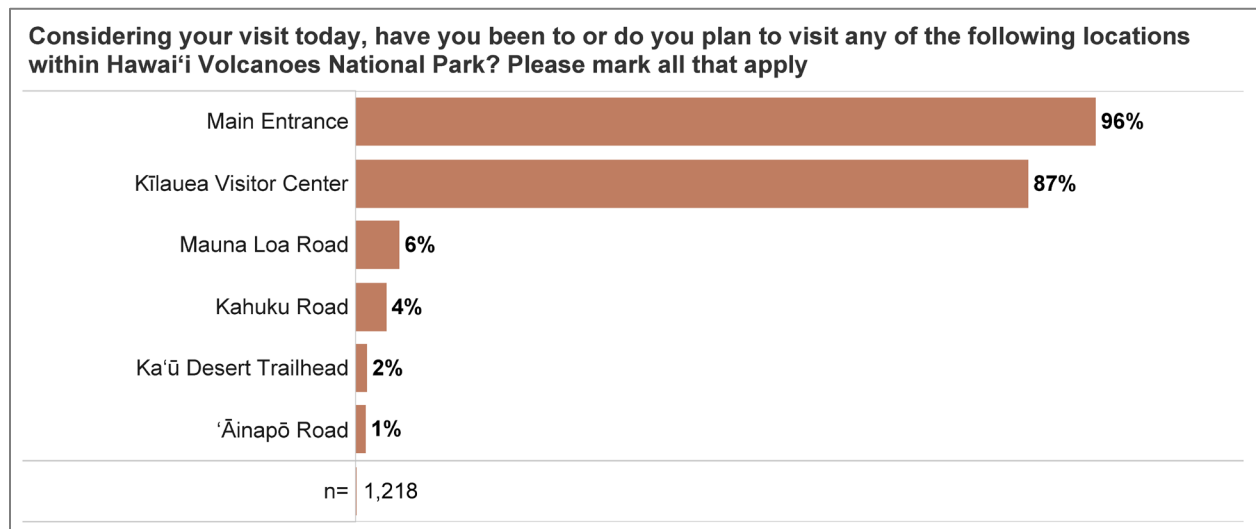


Figure 16. Park locations visited during the most recent trip to Hawai‘i Volcanoes National Park.
NPS

- The most commonly visited location in Hawai‘i Volcanoes National Park was the Main Entrance (96% of respondents had either been there or planned to visit it on their trip), followed by the Kīlauea Visitor Center (87%) and Mauna Loa Road (6%).
- The ‘Āinapō Road, which is not a part of Hawai‘i Volcanoes National Park, but was (as of this survey) the only way to reach a trail to summit Mauna Loa, was the least-visited location from the list provided, with only 1% of respondents reporting having visited or planning to visit.

Question 22: Transportation

Respondents were asked about the form of transportation they used to enter Hawai‘i Volcanoes National Park on the day they were surveyed (Figure 17).

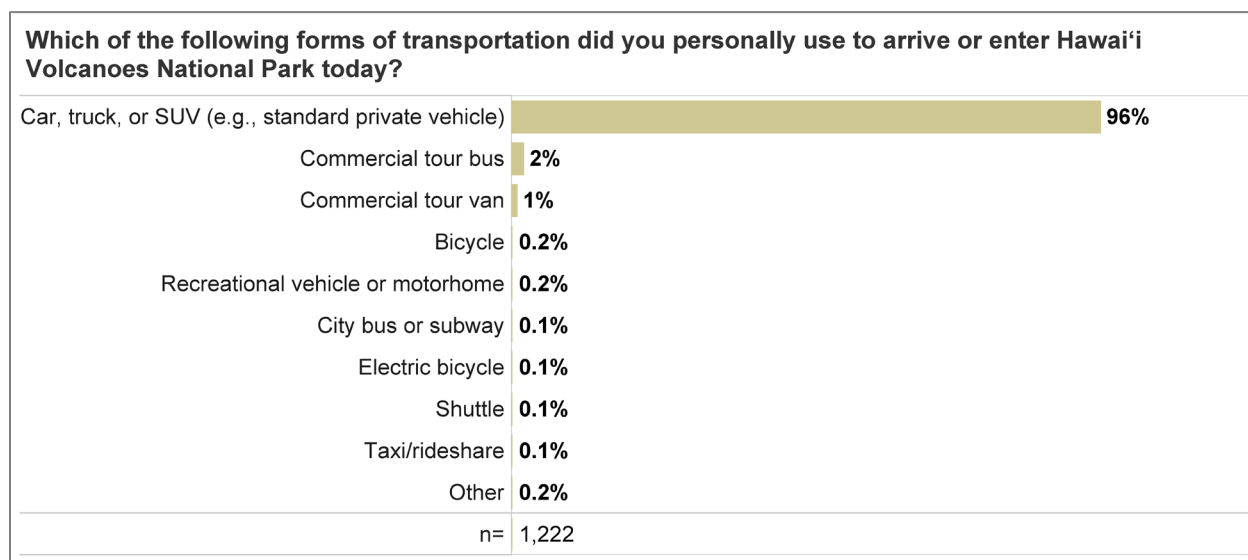


Figure 17. Form of transportation used to enter Hawai‘i Volcanoes National Park on the day of the survey.

NPS

- The majority of respondents (96%) reported that they used their car, truck, or SUV to enter Hawai‘i Volcanoes National Park on the day of the survey.
- This was followed distantly by use of a commercial tour bus (2%), and commercial tour vans (1%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 18).

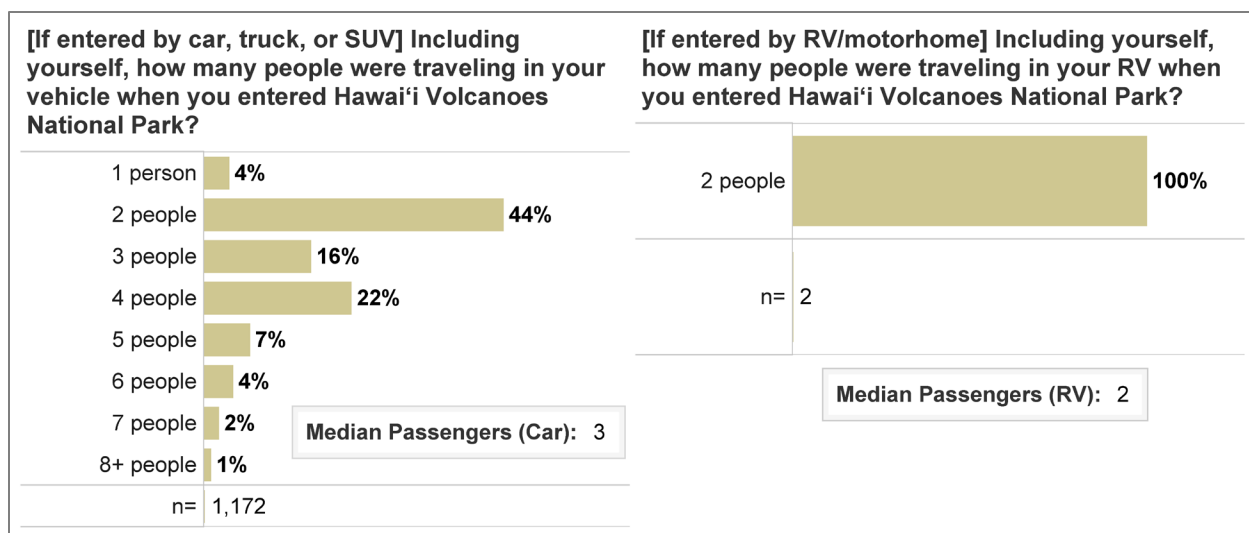


Figure 18. Number of people in or on respondent's vehicle when entering Hawai'i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- The plurality of respondents (44%) traveling by car reported two people. The next most common group size was four people (22%), followed by three people (16%).
- The small proportion of respondents (n = 2) entering Hawai'i Volcanoes National Park by RV/motorhome reported traveling in a group of two (100%).

Question 24: Previous Visits to Hawai'i Volcanoes National Park

Respondents were asked if they were first-time visitors to Hawai'i Volcanoes National Park. Repeat visitors were then asked how many visits they have made to Hawai'i Volcanoes National Park in the last 12 months and the last five years (Figure 19).

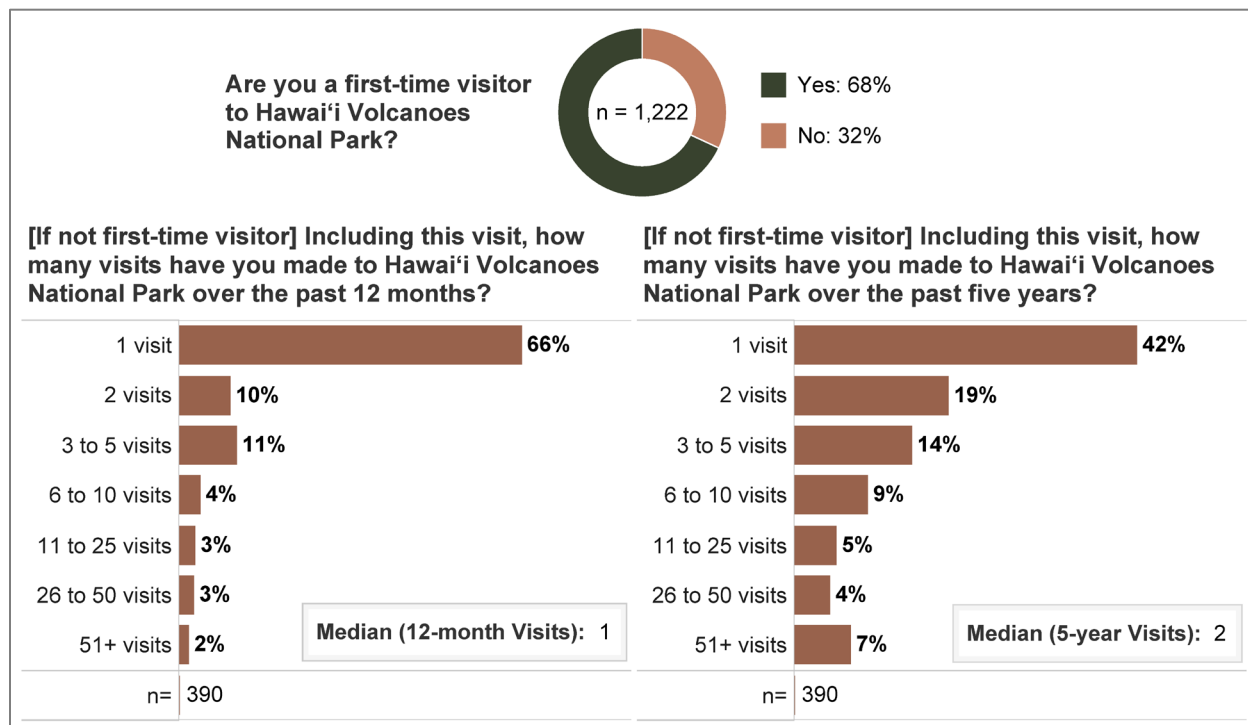


Figure 19. Previous visits to Hawai'i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The majority of respondents (68%) were on their first-ever trip to Hawai'i Volcanoes National Park.
- Among the 32% of respondents who were repeat visitors, two-thirds (66%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- A plurality of repeat visitors (41%) had visited one prior time in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 16% of repeat visitors had made more than 10 visits in the past five years.

Question 25: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 20).

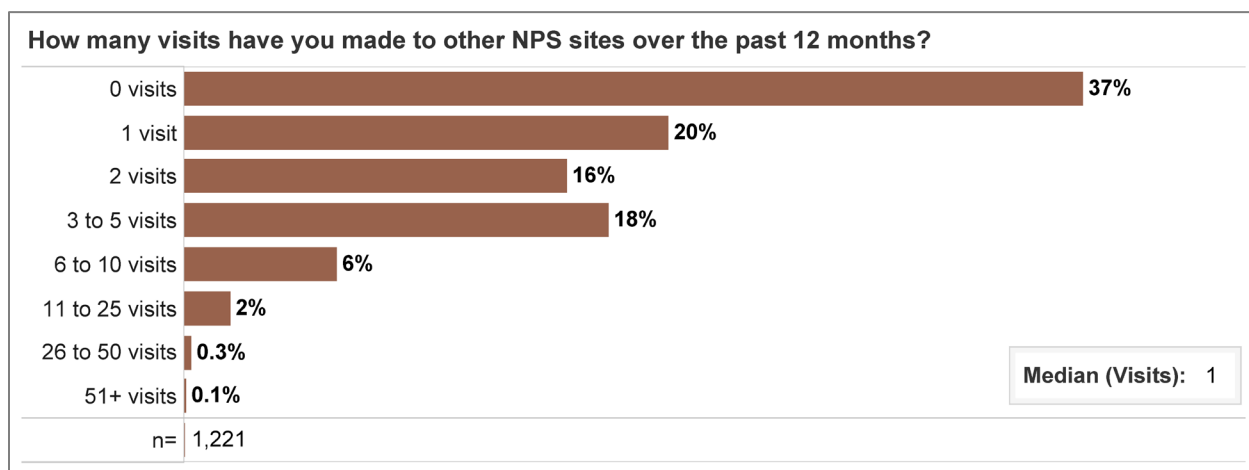


Figure 20. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- The majority of respondents (63%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was one, though a combined 26.4% had made three or more visits in the past year.

Post-Trip Survey Results

The following section provides results of the 399 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Hawai'i Volcanoes National Park in summer 2024. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Hawai'i Volcanoes National Park

First, respondents were asked what sources they used to obtain information about Hawai'i Volcanoes National Park prior to their trip, and whether they had the information they needed on their trip (Figure 21).

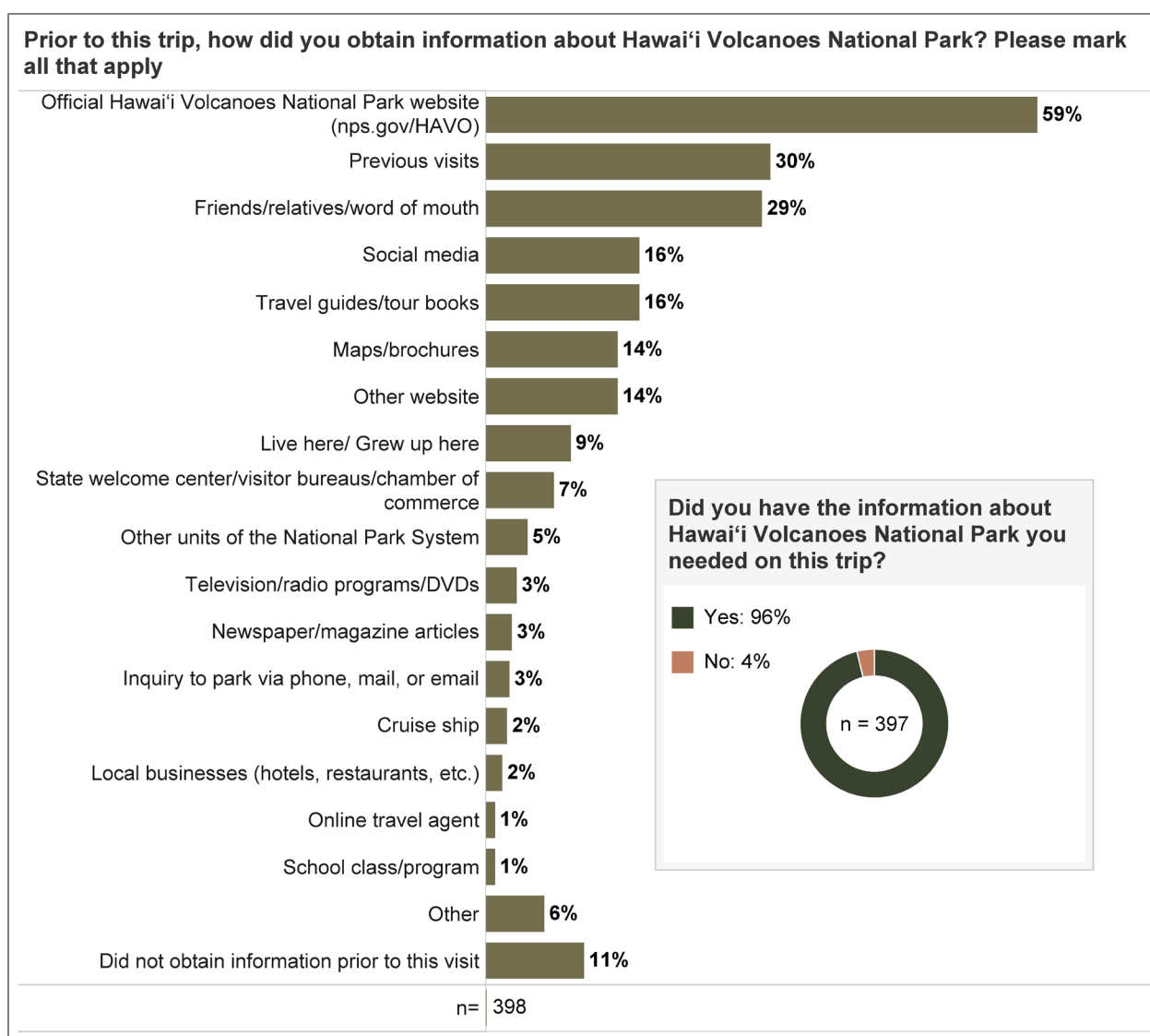


Figure 21. Sources used to obtain information about Hawai'i Volcanoes National Park prior to the trip.
NPS

- The most used resource was the official Hawai‘i Volcanoes National Park website (nps.gov/havo), with 59% of respondents reportedly using it. The second most common source were previous visits (30%), followed by friends/relatives/word of mouth (29%), social media (16%), and travel guides/tour books (16%).
- In a follow-up question, 96% of respondents said that they had the information about Hawai‘i Volcanoes National Park that they needed on their trip, while 4% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 3: Transportation

In the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept. In the post-trip survey, respondents were asked to select all forms of transportation they personally used to travel from their home to Hawai‘i Volcanoes National Park on their trip (Figure 22).

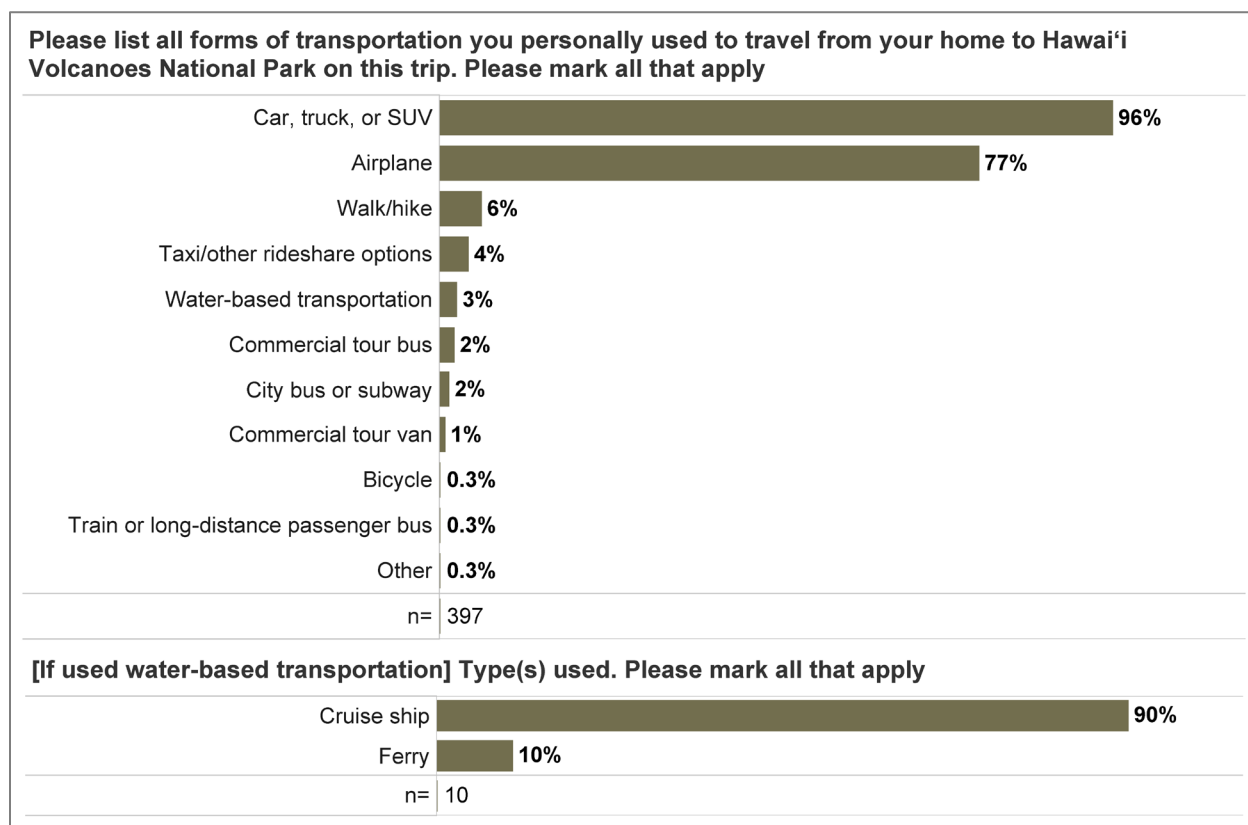


Figure 22. Forms of transportation used to travel from home to Hawai‘i Volcanoes National Park on the recent trip.

NPS

- Nearly all respondents (96%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Hawai‘i Volcanoes National Park.
- The second most common mode of travel was an airplane (77%), followed by walking/hiking (6%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Hawai'i Volcanoes National Park on the day of the survey (Figure 23).

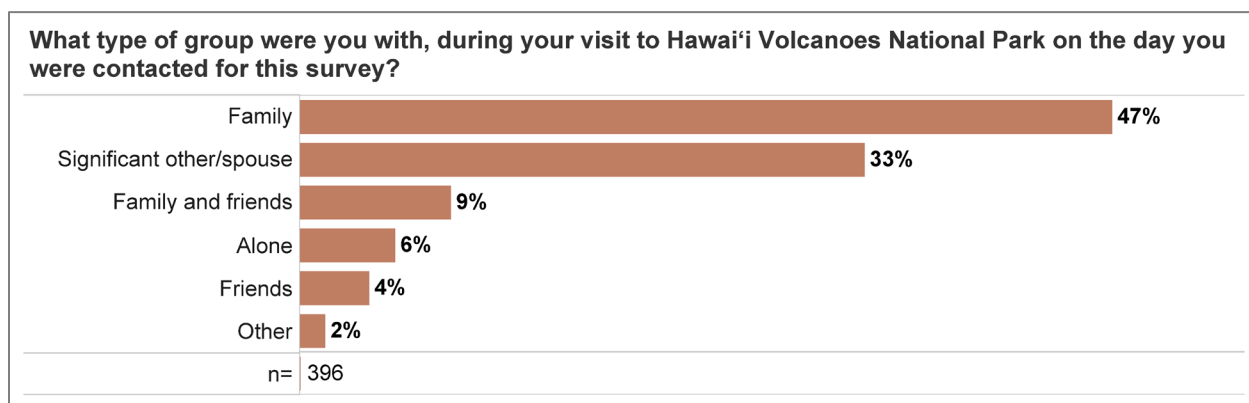


Figure 23. Travel party composition during Hawai'i Volcanoes National Park visit.

NPS

- Roughly half of respondents (47%) visited Hawai'i Volcanoes National Park with their family on the day of the survey.
- Another third of respondents (33%) explored Hawai'i Volcanoes National Park with their significant other/spouse, and another 9% visited the park with their family and friends.

Questions 11–13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 24).

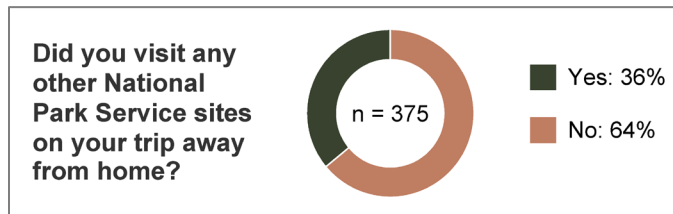


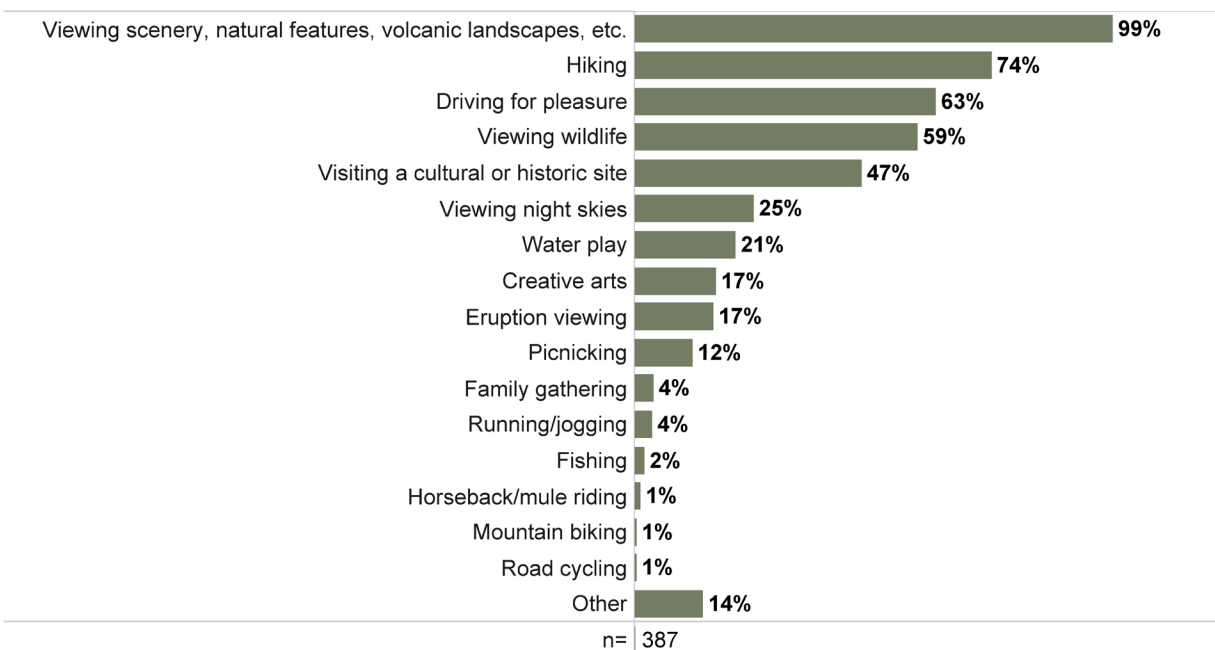
Figure 24. NPS sites visited on trip away from home.

NPS

- Just over one-third (36%) of all respondents had visited other NPS sites on their trip, while 64% identified Hawai‘i Volcanoes National Park as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting Hawai‘i Volcanoes National Park, and which of those was their primary activity (Figure 25).

On this trip, in which of the following activities did you personally participate in while visiting Hawai'i Volcanoes National Park? Please mark all that apply



And which was your primary activity during your visit to Hawai'i Volcanoes National Park on the day you were contacted for this survey?

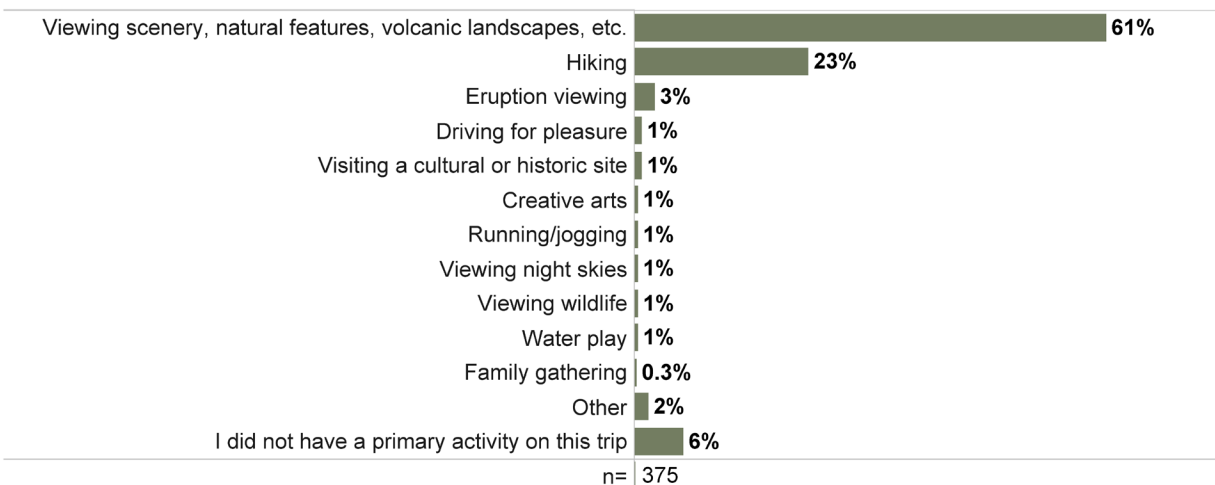


Figure 25. Participation in activities at Hawai'i Volcanoes National Park.

NPS

- Almost all respondents reported viewing scenery, natural features, volcanic landscapes, etc. (99%), while over half of respondents reported hiking (74%), driving for pleasure (63%), and viewing wildlife (59%).
- Family gatherings, running/jogging, fishing, horseback/mule riding, mountain biking, and road cycling were all uncommon activities (reported by 4% or fewer of respondents).
- The majority of respondents (61%) reported viewing scenery, natural features, volcanic landscapes, etc. as their primary activity, followed by hiking (23%).
- Unique to Hawai'i Volcanoes National Park, eruption viewing was reported by 17% of respondents, though 2024 was considered to be a low eruption year for the site.
- While a majority of respondents (59%) reported viewing wildlife during their trip, only 1% of respondents identified this as their primary activity.

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Hawai‘i Volcanoes National Park on their trip and were then asked which of those was the most important reason for them to visit Hawai‘i Volcanoes National Park (Figure 26).

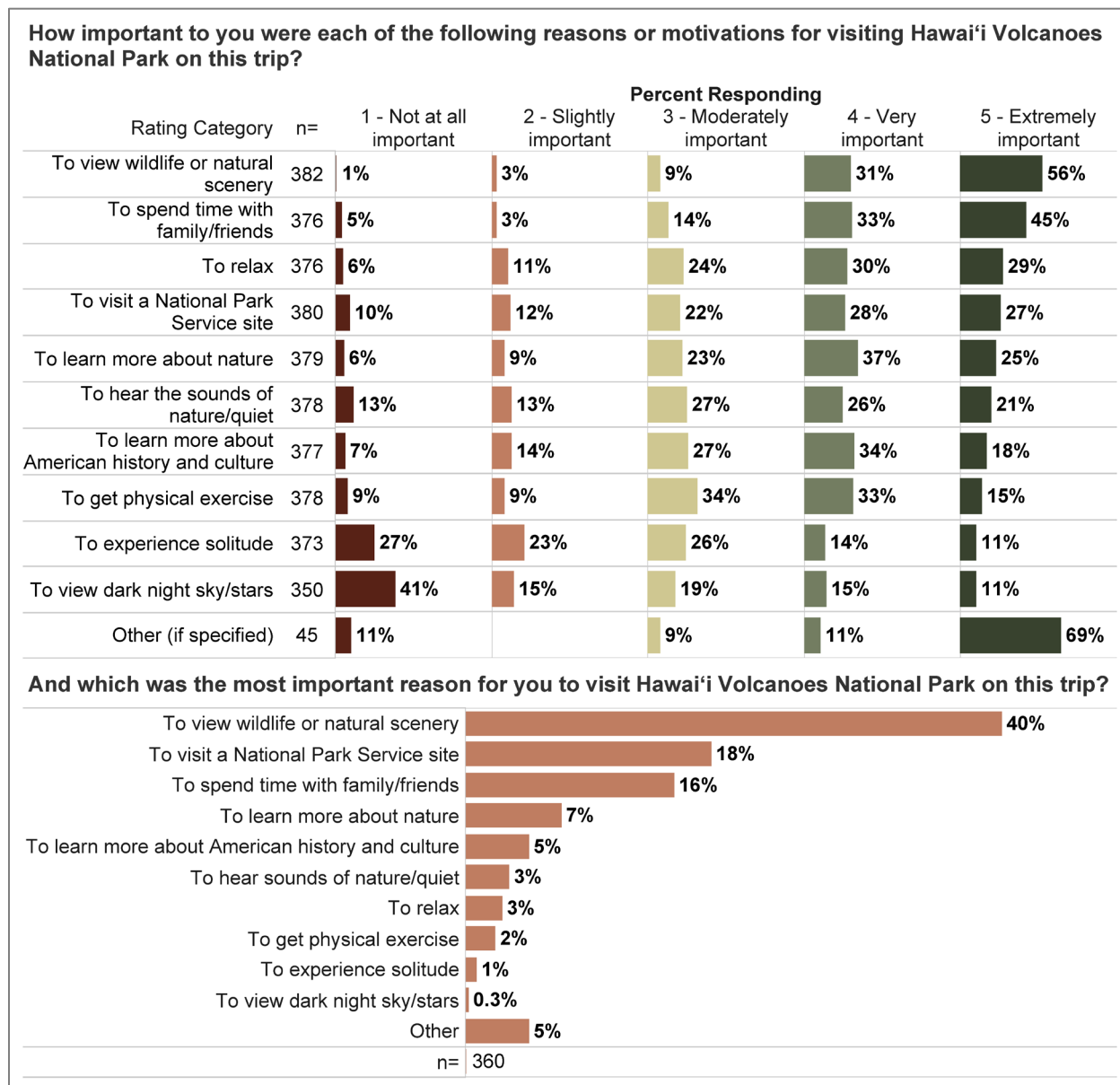


Figure 26. Reasons or motivations to visit Hawai‘i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- Most respondents chose to view wildlife or natural scenery (56%) as an extremely important reason for their trip to Hawai'i Volcanoes National Park. Another important reason for visiting was to spend time with friends/family, with 45% of respondents rating it as extremely important.
- The least important reasons rated were to view dark night skies/stars and to experience solitude (only 11% of respondents, respectively, reported them as extremely important, and 41% and 27% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to view wildlife or natural scenery (40%), followed by visiting a National Park Service site (18%), and to spend time with family/friends (16%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Hawai‘i Volcanoes National Park during their trip (Figure 27).

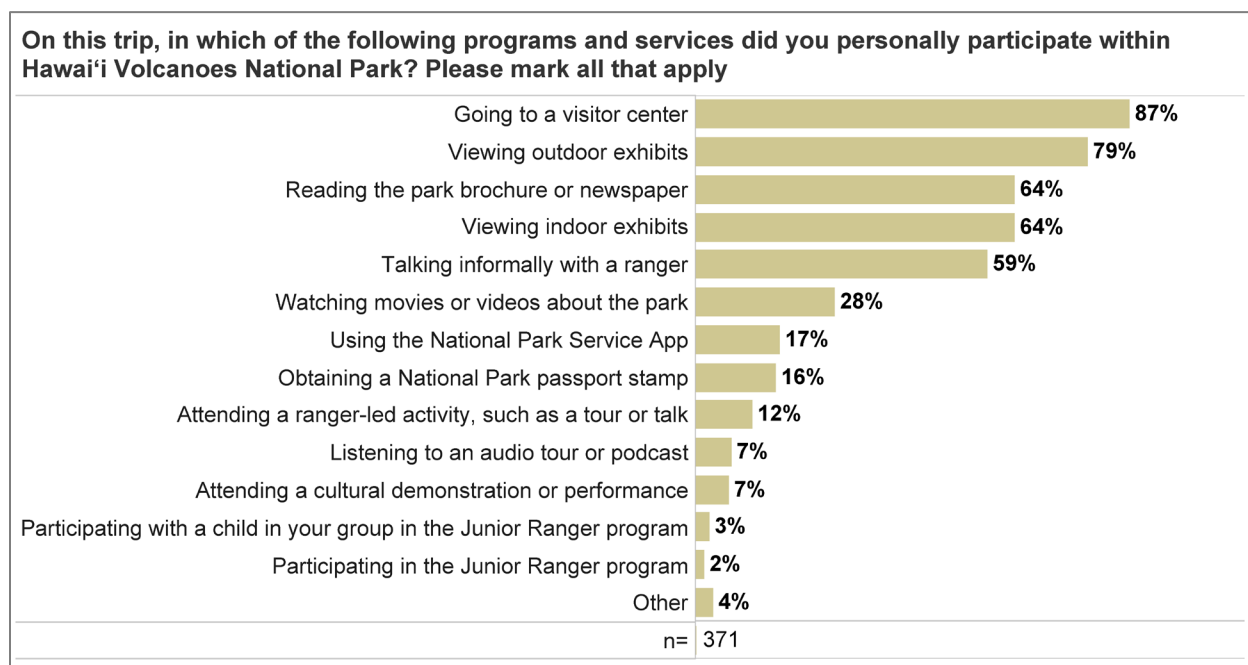


Figure 27. Participation in programs at Hawai‘i Volcanoes National Park.

NPS

- The two most-used programs were going to a visitor center (87%) and viewing outdoor exhibits (79%), with over three-quarters of respondents reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: reading the park brochure or newspaper (64%), viewing indoor exhibits (64%), and talking informally with a ranger (59%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 28).

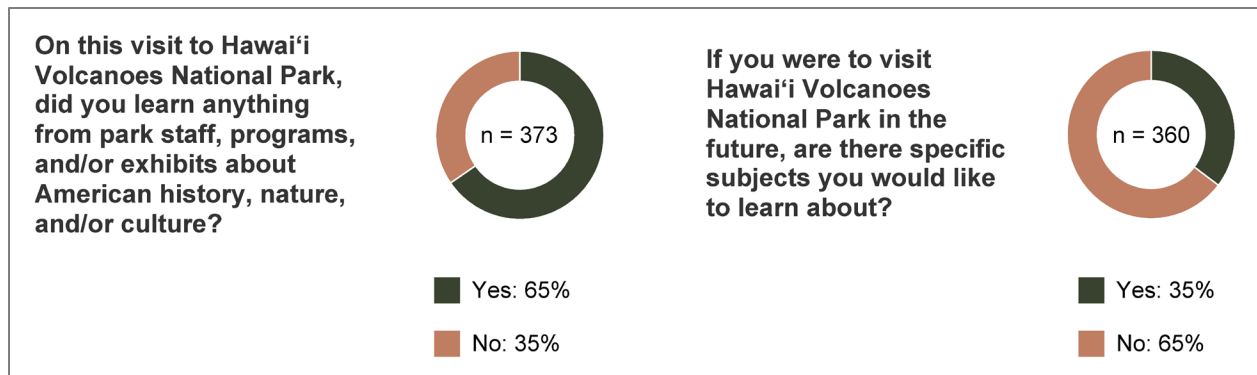


Figure 28. Learning outcomes while visiting Hawai'i Volcanoes National Park.

NPS

- Nearly two-thirds of respondents (65%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Roughly one-third of respondents (35%) reported that if they were to visit Hawai'i Volcanoes National Park in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Hawai‘i Volcanoes National Park (Figure 29).

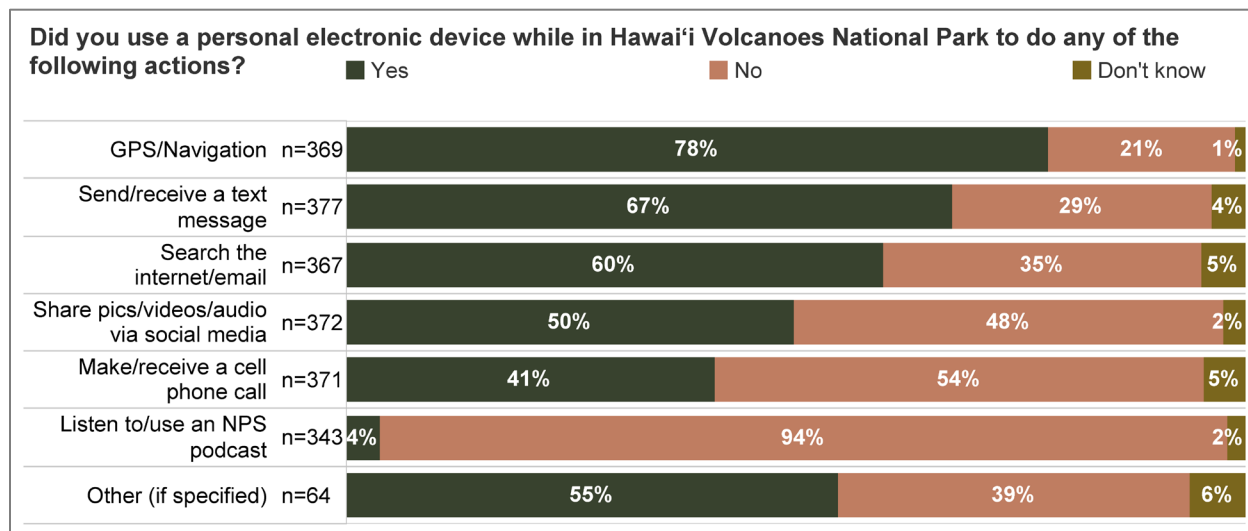


Figure 29. Use of personal electronic devices while visiting Hawai‘i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- Over three-quarters of respondents (78%) reported using GPS/Navigation, and nearly two-thirds of respondents (67%) reported sending/receiving a text message.
- Conversely, only 4% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 30), and the quality of their service (Figure 31).

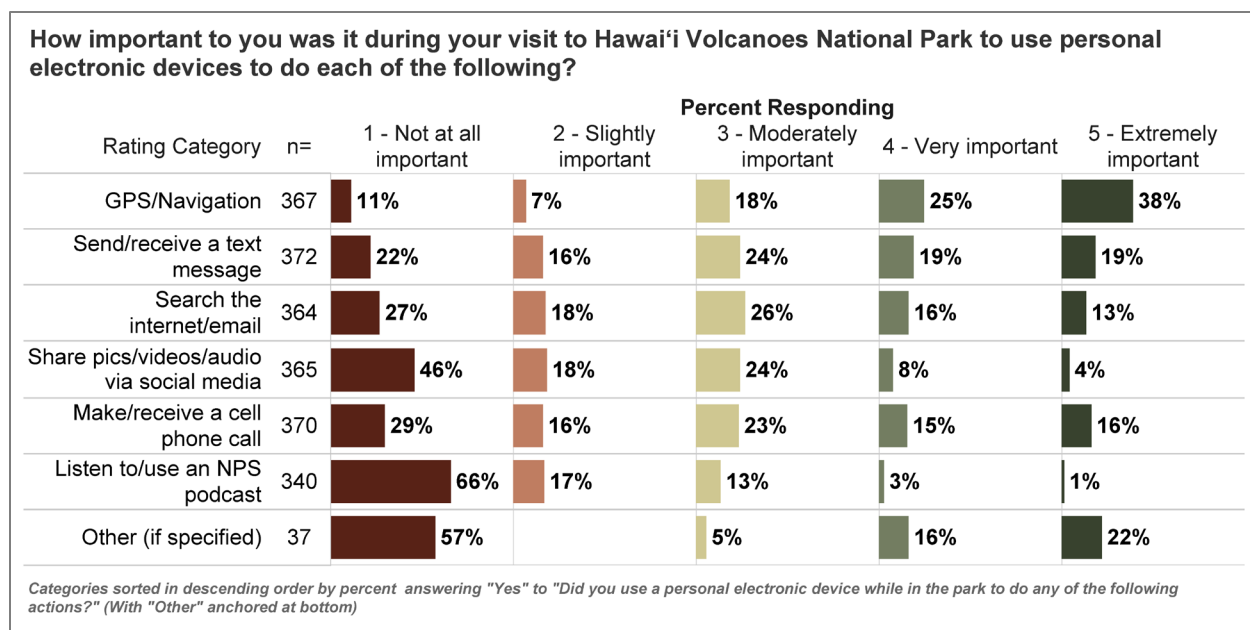


Figure 30. The importance of the use of personal electronic devices while visiting Hawai'i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- The most important device uses were GPS/Navigation and sending/receiving text messages (38% and 19% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 1% of respondents, and not at all important by 66% of respondents.

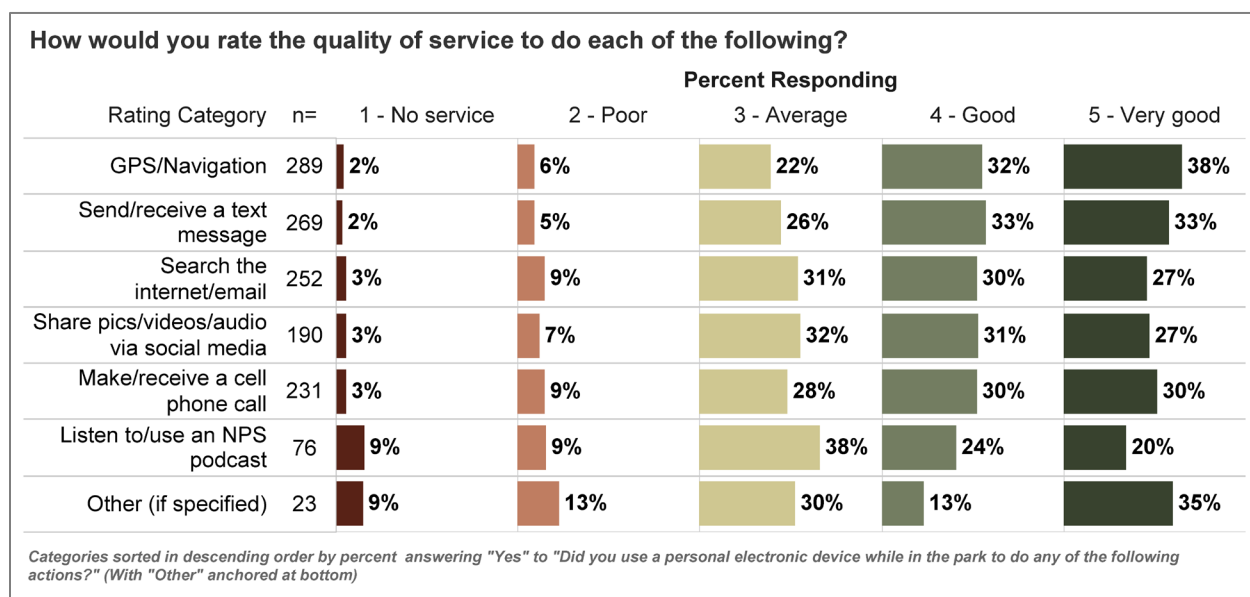


Figure 31. Quality of service for personal electronic devices while visiting Hawai'i Volcanoes National Park. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- GPS/Navigation was rated as very good or good by 38% and 32% of respondents, respectively. However, 2% of respondents reported that they had no service for this.
- A small proportion of respondents (ranged from 2% to 9%, depending on the service) reported that they also had no service to send/receive text messages, search the internet/email, share pics/videos/audio via social media, make/receive a cell phone call, or listen to/use an NPS podcast. Respondents (ranging from 20% to 33%, depending on the service) rated these services as very good.

Question 21: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Hawai'i Volcanoes National Park. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 32).

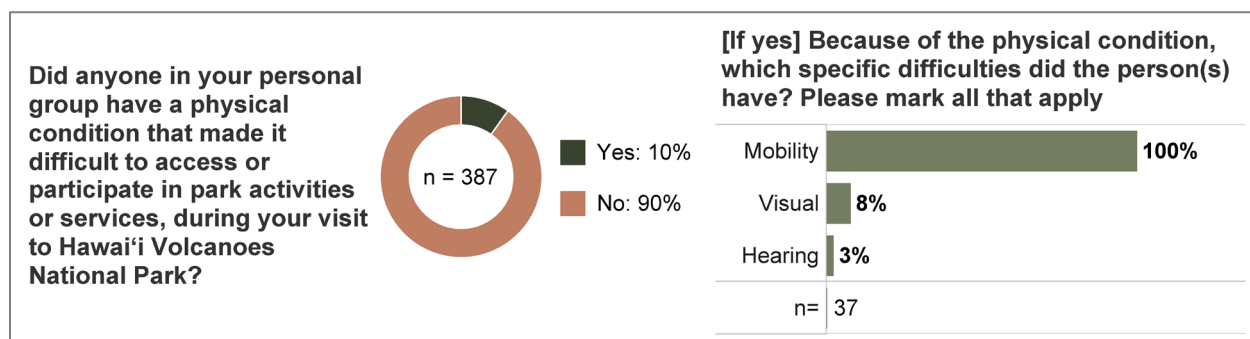


Figure 32. Physical difficulties while visiting Hawai'i Volcanoes National Park.

NPS

- The majority of respondents (90%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Hawai'i Volcanoes National Park.
- Among the 10% of respondents who identified at least one difficulty, 100% reported mobility issues in their group, with small portions also reporting hearing (3%) and/or visual (8%) difficulties.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to Hawai‘i Volcanoes National Park met their expectations (Figure 33).

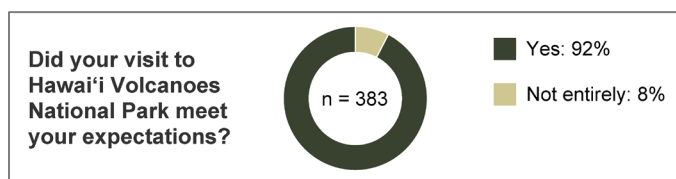


Figure 33. Meeting Hawai‘i Volcanoes National Park expectations.

NPS

- The majority of respondents (92%) reported that their visit to Hawai‘i Volcanoes National Park met their expectations, while 8% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

Respondents were then given several statements about Hawai‘i Volcanoes National Park and asked to indicate their level of agreement or disagreement with each given statement (Figure 34).

To what extent do you agree or disagree with each of the following statements?						
Rating Category	n=	Percent Responding				
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
Hawai'i Volcanoes National Park is a safe place to visit	375	0.3%	1%	2%	13%	85%
Historical and cultural features in Hawai'i Volcanoes National Park are well maintained/preserved	356	1%	2%	8%	28%	60%
Natural resources in Hawai'i Volcanoes National Park are in pristine condition	369	1%	4%	9%	33%	53%
Vandalism and crime are not a problem at Hawai'i Volcanoes National Park	299	4%	6%	21%	19%	51%
Development of adjacent areas detracts from visitors' experience at Hawai'i Volcanoes National Park	328	33%	30%	25%	6%	6%
Hawai'i Volcanoes National Park is not accessible to a person with physical disabilities	245	18%	24%	33%	22%	2%
The entrance fee for Hawai'i Volcanoes National Park is too high	353	40%	22%	28%	7%	2%
Hawai'i Volcanoes National Park is too crowded	378	19%	26%	32%	21%	2%

Figure 34. Rating Hawai‘i Volcanoes National Park experience. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- From all the statements listed, “Hawai‘i Volcanoes National Park is a safe place to visit” received the most consensus with a combined 98% of respondents saying they either strongly or somewhat agree with it. This was followed by “historical and cultural features in Hawai‘i Volcanoes National Park are well maintained/preserved” and “natural resources in Hawai‘i Volcanoes National Park are in pristine condition” (88% and 86% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “the entrance fee for Hawai‘i Volcanoes National Park is too high” and “development of adjacent areas detracts from visitors’ experience at Hawai‘i Volcanoes National Park” received the least support, with 9% and 12%, respectively, of respondents either somewhat or strongly agreeing with these statements, and at least one-third of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Hawai‘i Volcanoes National Park (Figure 35).

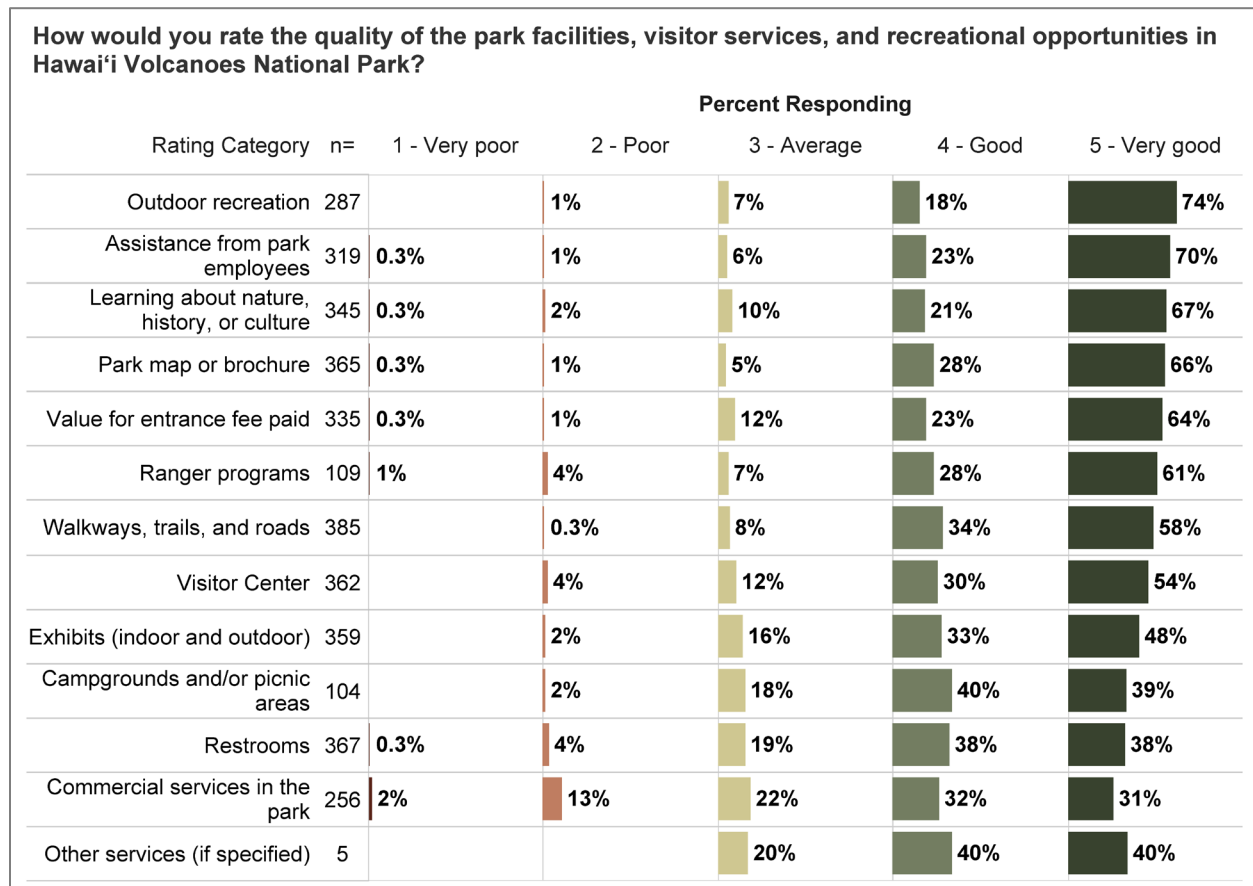


Figure 35. Rating the quality of specific Hawai‘i Volcanoes National Park facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- Over half of respondents (ranging from 54% to 74%) rated the outdoor recreation, assistance from park employees, learning about nature, history, or culture, the park maps or brochures, the value for the entrance fee paid, ranger programs, walkways, trails, and roads, and the visitor center as very good.
- Conversely, fewer than half of respondents rated the exhibits (indoor and outdoor), campgrounds and/or picnic areas, restrooms, and commercial services in the park as very good. For these ratings categories, respondents were still most likely to say that these categories were very good or good, however, the majority of respondents did not cite the service as very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 36).

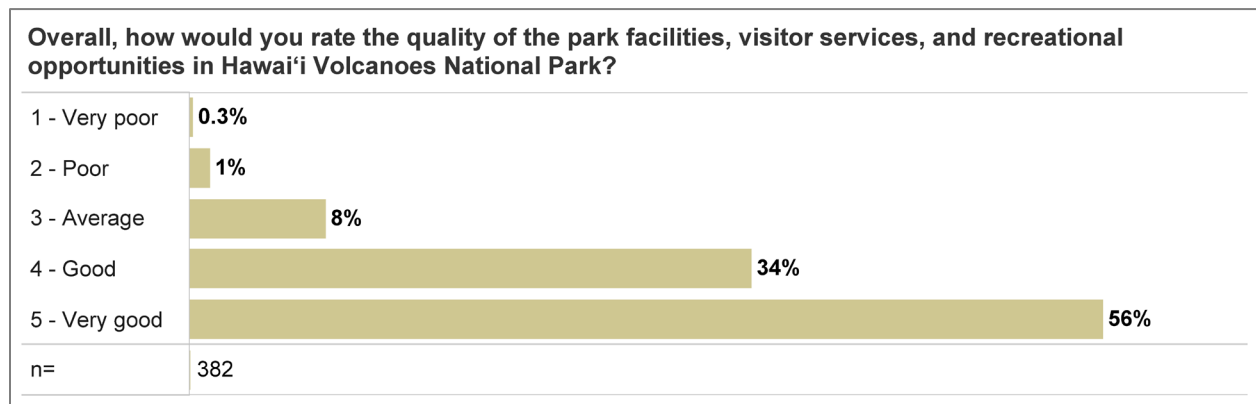


Figure 36. Rating overall quality of Hawai'i Volcanoes National Park facilities, visitor services, and recreational opportunities.

NPS

- In general, about half of respondents (56%) rated the quality of the park facilities, visitor services, and recreational opportunities in Hawai'i Volcanoes National Park as very good, and another 34% rated them as good.
- Just about one in 10 respondents rated the overall quality as average or below.

Questions 30–38: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 37 depicts descriptive statistics for respondent age and education.

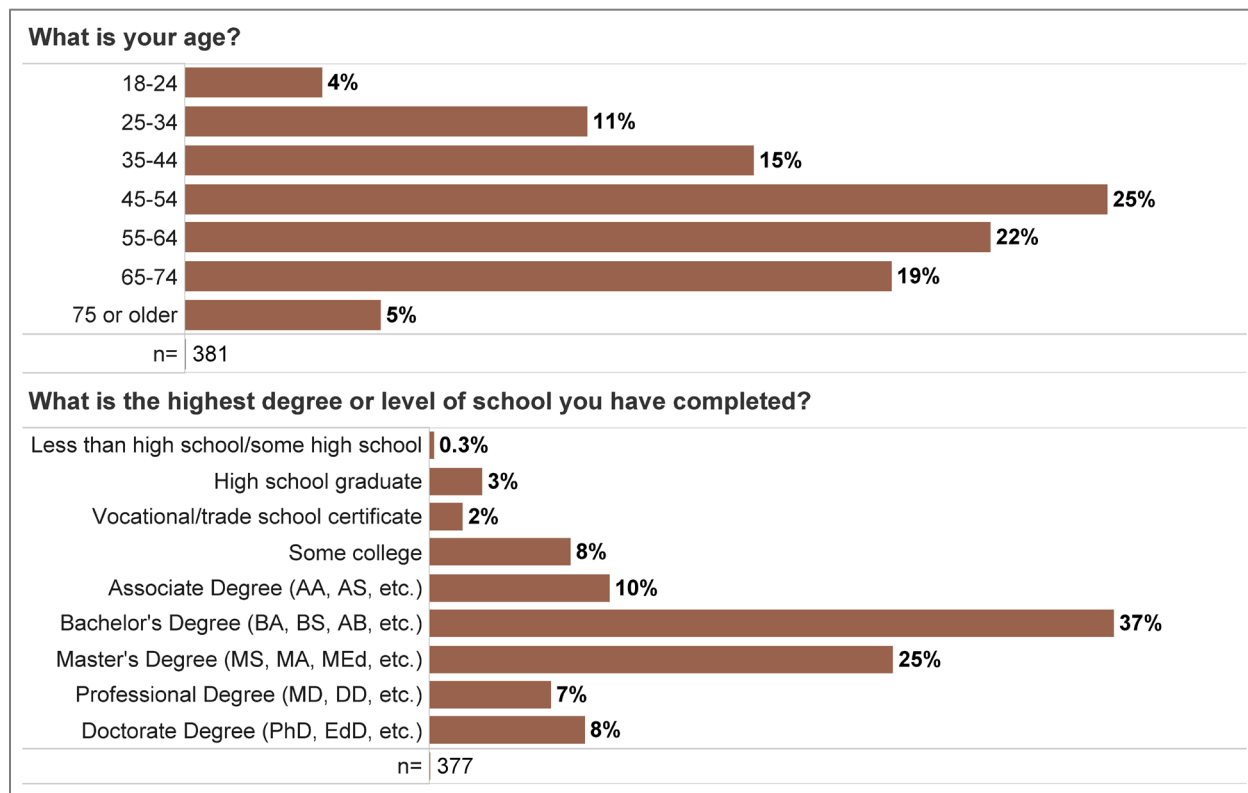


Figure 37. Respondent demographics: age and level of education.

NPS

- The most common age categories were 45–54 years old (25%), 55–64 years old (22%), and 65–74 years old (19%). The least represented age group was 18–24 years old (only 4% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 87% having some college degree, and a plurality (37%) holding a bachelor's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 38).

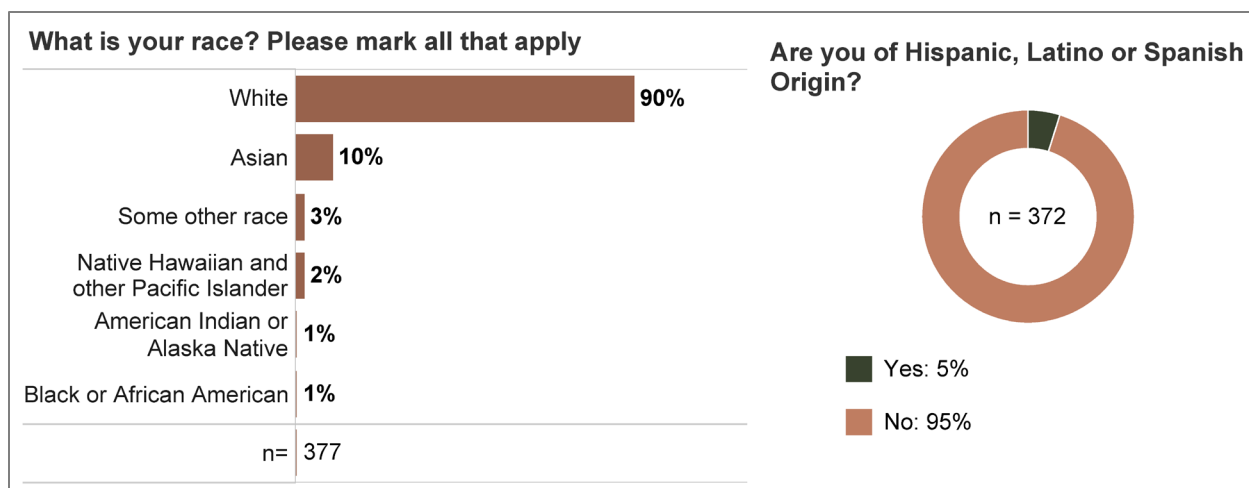


Figure 38. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (90%) were White, while 10% were Asian.
- Most respondents (95%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 39).

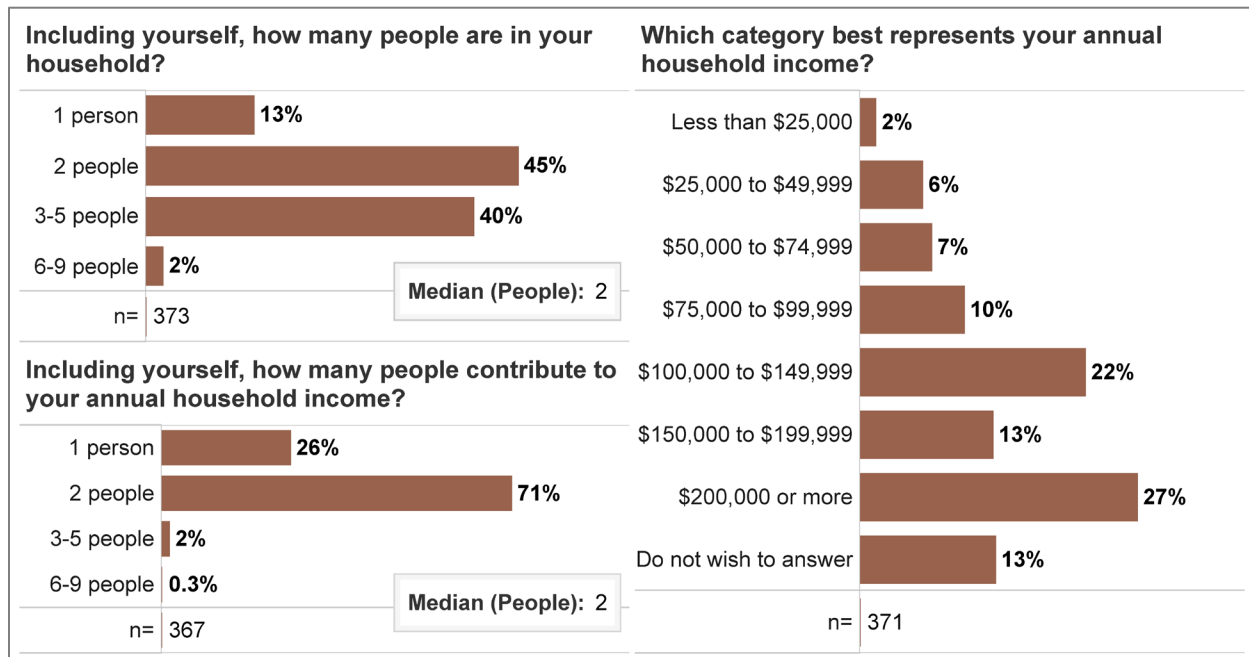


Figure 39. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 20](#).

NPS

- Nearly half of respondents (45%) had two people in their household, followed by three to five people (another 40%).
- In addition to obtaining higher education, visitors surveyed at Hawai‘i Volcanoes National Park also reported relatively high income levels. Over one-quarter of respondents (27%) reported that their annual household income was \$200,000 or more, and another 22% reported it was between \$100,000 and \$149,999.
- Most respondents (71%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 40).

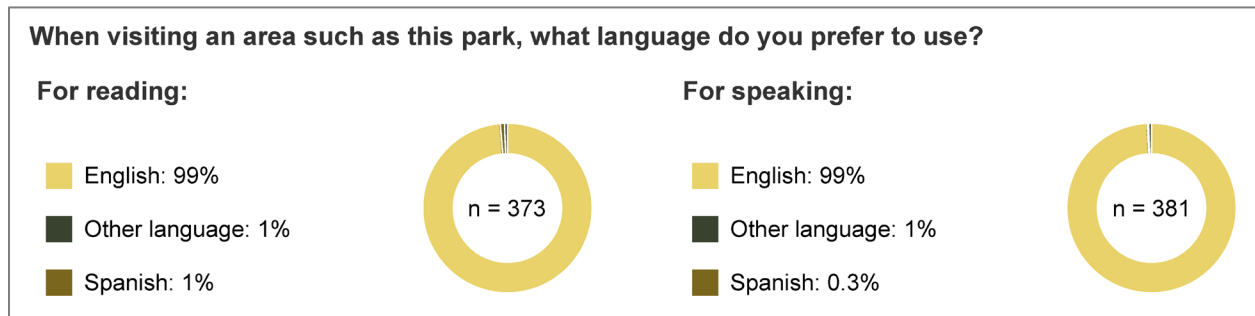


Figure 40. Respondent's language preference.

NPS

- While 5% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents (99%) preferred to use English both for reading and speaking when visiting an area such as Hawai‘i Volcanoes National Park.
- Less than 1% of respondents preferred Spanish for either reading and/or speaking, while 1% of respondents preferred another language both for reading and speaking when visiting Hawai‘i Volcanoes National Park.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Hawai'i Volcanoes National Park: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317393>

Appendix A: Accessible Tables

Tables 8 through 20 contain tabular data from figures found in the body of the report.

Table 8. Data from [Figure 7](#). Number of nights spent on the Big Island, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Backcountry Camping in Hawai'i Volcanoes National Park	2	3
Camping in Hawai'i Volcanoes National Park	6	3
Camping outside Hawai'i Volcanoes National Park	7	5
Lodging in Hawai'i Volcanoes National Park	58	3
Lodging outside Hawai'i Volcanoes National Park	948	6
Staying on a cruise ship docking on the Big Island	25	1
Unpaid accommodations	70	8

Table 9. Data from [Figure 8](#). Number of adults and children in respondent's personal group, and total group size, while visiting Hawai'i Volcanoes National Park.

Group Composition	Sample Size (n)	Median
Adults	1222	2
Children	1222	0
Total group size	1222	3

Table 10. Data from [Figure 12](#). Number of nights spent on other Hawaiian Islands.

Island Visited	Sample Size (n)	Median
Number of nights visiting O'ahu	388	4
Number of nights visiting Maui	195	4
Number of nights visiting Kaua'i	142	4
Number of nights visiting Moloka'i	5	1
Number of nights visiting Lāna'i	3	1
Number of nights visiting another Hawaiian island	2	2

Table 11. Data from [Figure 18](#). Number of people in respondent's vehicle when entering Hawai'i Volcanoes National Park.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Hawai'i Volcanoes National Park?	1172	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Hawai'i Volcanoes National Park?	2	2

Table 12. Data from [Figure 19](#). Previous visits to Hawai'i Volcanoes National Park.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Hawai'i Volcanoes National Park over the past 12 months?	390	1
[If not first-time visitor] Including this visit, how many visits have you made to Hawai'i Volcanoes National Park over the past five years?	390	2

Table 13. Data from [Figure 20](#). Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	1221	1

Table 14. Data from [Figure 26](#). Reasons or motivations to visit Hawai'i Volcanoes National Park.

Rating Category	Sample Size (n)
To visit a National Park Service site	380
To experience solitude	373
To hear the sounds of nature/quiet	378
To learn more about nature	379
To learn more about American history and culture	377
To spend time with family/friends	376
To get physical exercise	378
To view wildlife or natural scenery	382
To relax	376
To view dark night sky/stars	350
Other (if specified)	45

Table 15. Data from [Figure 29](#). Use of personal electronic devices while visiting Hawai'i Volcanoes National Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	371
Send/receive a text message	377
Search the internet/email	367
GPS/Navigation	369
Share pics/videos/audio via social media	372
Listen to/use an NPS podcast	343
Other (if specified)	64

Table 16. Data from [Figure 30](#). The importance of the use of personal electronic devices while visiting Hawai'i Volcanoes National Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	370
Send/receive a text message	372
Search the internet/email	364
GPS/Navigation	367
Share pics/videos/audio via social media	365
Listen to/use an NPS podcast	340
Other (if specified)	37

Table 17. Data from [Figure 31](#). Quality of service for personal electronic devices while visiting Hawai'i Volcanoes National Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	231
Send/receive a text message	269
Search the internet/email	252
GPS/Navigation	289
Share pics/videos/audio via social media	190
Listen to/use an NPS podcast	76

Table 18. Data from [Figure 34](#). Rating Hawai'i Volcanoes National Park experience.

Rating Category	Sample Size (n)
Hawai'i Volcanoes National Park is a safe place to visit	375
Hawai'i Volcanoes National Park is too crowded	378
Natural resources in Hawai'i Volcanoes National Park are in pristine condition	369
The entrance fee for Hawai'i Volcanoes National Park is too high	353
Vandalism and crime are not a problem at Hawai'i Volcanoes National Park	299
Hawai'i Volcanoes National Park is not accessible to a person with physical disabilities	245
Historical and cultural features in Hawai'i Volcanoes National Park are well maintained/preserved	356
Development of adjacent areas detracts from visitors' experience at Hawai'i Volcanoes National Park	328

Table 19. Data from [Figure 35](#). Rating the quality of Hawai'i Volcanoes National Park facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	362
Exhibits (indoor and outdoor)	359
Restrooms	367
Walkways, trails, and roads	385
Campgrounds and/or picnic areas	104
Assistance from park employees	319
Park map or brochure	365
Ranger programs	109
Value for entrance fee paid	335
Commercial services in the park (food, lodging, gifts, rental, etc.)	256
Other services (if specified)	5
Learning about nature, history, or culture	345
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	287

Table 20. Data from [Figure 39](#). Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	373	2
Including yourself, how many people contribute to your annual household income?	367	2

National Park Service
U.S. Department of the Interior



Science Report NPS/SR—2026/398
<https://doi.org/10.36967/2317561>

Natural Resource Stewardship and Science

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525