

# ACADIA NATIONAL PARK

## VISITOR USE COUNTING AND REPORTING INSTRUCTIONS

Following are detailed instructions for collecting data and estimating visitor use statistics for **Acadia National Park**. These instructions are effective the date of issuance and will continue in effect unless changed by agreement between the NPS Social Science Program and the Park Superintendent.

### Recreation Visits

#### Mount Desert Island

1. An inductive loop traffic counter (Station 4702)\*\* is located on both southbound lanes of Loop Road, 20 feet north of Sand Beach Road. The traffic count at station 4702 is reduced by an estimate of non-reportable (NPS) vehicles and then multiplied by the vehicle expansion multiplier (Table 1)\* to estimate the number of vehicles using all other recreation areas of the park but which do not cross this counter. The adjusted vehicle count is multiplied by the persons-per-vehicle (PPV) multiplier for recreation use (Table 2)\*.

If the traffic counter is inoperative for less than 14 days in a month, use the current monthly Average Daily Traffic (ADT) to estimate vehicle counts for the missing days and add it to the monthly daily traffic total. If the traffic counter is inoperative 14 or more days in a month, use the appropriate value in Table 4 to estimate vehicle counts for the missing days and add it to the monthly daily traffic total.

2. The number of commercial buses is multiplied by the commercial bus multiplier of 45.
3. The number of small buses is multiplied by the small bus multiplier of 18.
4. The number of vans is multiplied by the van multiplier of 10.

#### Isle au Haut

1. The number of day users.
2. The number of individual campers.

#### Schoodic Peninsula

An pneumatic tube traffic counter is located north of Schoodic Woods Campground on the access highway to Schoodic Peninsula. If the traffic counter is inoperative for any days in a month, use the appropriate value in Table 4 to estimate vehicle counts for the missing days and add it to the monthly daily traffic total. The adjusted traffic count is reduced by the number of non-recreation vehicles (600 per month November through April and 1,500 per month May through October). The reduced traffic count is multiplied by the seasonal PPV multiplier for Recreation Use (Table 2).

#### Island Explorer Buses

25% of Island Explorer monthly ridership.

## Non-recreation Visits

### Mount Desert Island

Non-recreation vehicles are estimated as 3,000 vehicles per month May-October. There are a minimal number of non-recreation vehicles the remaining months. The vehicle count is multiplied by the non-recreation PPV multiplier (Table 2).

### Schoodic Peninsula

Non-recreation vehicles are estimated as 600 per month November through April and 1,500 per month May through October. The vehicle count is multiplied by the non-recreation PPV multiplier (Table 2).

## Recreation Visitor Hours

### Mount Desert Island

1. Total recreation visits are multiplied by the length-of-stay (LOS) multiplier for recreation day use (Table 3)\*.
2. Total overnight stays are multiplied by the appropriate LOS multiplier for recreation overnights (Table 3)\*.

### Isle au Haut

1. Total day use recreation visits are multiplied by the LOS multiplier for recreation day use (Table 3)\*.
2. Total overnight stays are multiplied by the LOS multiplier for recreation overnights (Table 3)\*.

### Schoodic Peninsula

1. Total recreation visits are multiplied by the LOS multiplier for recreation day use (Table 3)\*.
2. Total overnight stays are multiplied by the LOS multiplier for recreation overnights (Table 3)\*.

### Island Explorer Buses

Total recreation visits are multiplied by the LOS multiplier for recreation day use (Table 3)\*.

## Non-recreation Visitor Hours

The total non-recreation visits are multiplied by 1 hour.

## Overnight Stays

### Concessioner Campgrounds

The number of overnights stays at Wildwood Stables

NPS Campgrounds - Blackwoods, Seawall, Schoodic Woods  
 The number of tent or RV overnight stays from recreation.gov

NPS Backcountry - Isle au Haut  
 The number of overnight stays by backcountry campers

NPS Miscellaneous - Blackwoods, Seawall, Schoodic Woods  
 The number of overnights stays by group campers from recreation.gov

Table 1  
 SAND BEACH VEHICLE ADJUSTMENTS BY MONTH\*

MONTH	NON-REPORTABLE VEHICLES	EXPANSION MULTIPLIER
January	310	1.8
February	280	1.8
March	310	2.2
April	600	2.5
May	930	2.6
June	900	2.7
July	930	2.7
August	930	2.7
September	900	2.6
October	930	2.5
November	600	2.4
December	310	1.8

Table 2  
 PERSONS-PER-VEHICLE MULTIPLIERS FOR RECREATION AND NON-RECREATION USE\*

MONTH	RECREATION USE PPV	NON-REC USE PPV
January	2.0	1.5
February	2.0	1.5
March	2.0	1.5
April	2.8	2.0
May	3.0	2.0
June	3.0	2.0
July	3.0	2.0
August	3.0	2.0
September	3.0	2.0
October	3.0	1.5
November	2.8	1.5
December	2.0	1.5

Table 3  
LENGTH-OF-STAY MULTIPLIERS BY SEASON\*

SEASON	MONTH	Recreation Day Use	Recreation Overnights
WINTER	January	6.6 HOURS	28 HOURS
	February		
	March		
SPRING	April	5.8 HOURS	27.3 HOURS
	May		
	June		
SUMMER	July	5 HOURS	26.5 HOURS
	August		
	September		
FALL	October	6 HOURS	27 HOURS
	November		
	December		

Table 4  
AVERAGE DAILY TRAFFIC COUNTS BY MONTH AND TRAFFIC COUNTER

MONTH	4702 Sand Beach**	Schoodic Peninsula*
January	99	61
February	106	79
March	155	92
April	316	117
May	844	185
June	1,649	312
July	2,407	506
August	2,497	575
September	2,010	387
October	1,528	249
November	222	121
December	99	80

\* Source: Acadia National Park, 1990-1991 Visitor Survey, University of Vermont.

\*\* Source: Federal Highway Administration data 2015-2019