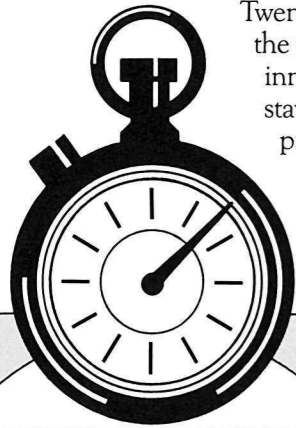


their visit, 24% decided between one week and one month before, and 20% decided between one month and six months prior to their trip. A variety of sources for Park information was used by visitors to learn about the recreational opportunities at Mt. Rainier. Sixty-two per cent of the respondents cited previous Park experience, and over one-half indicated friends or family. Other sources included NPS brochures or maps (36%), commercial guidebooks and maps (24%), Park visitor centers (20%), magazines (19%), and newspapers (8%).

Length of Stay and Use of Facilities

While the average time spent in the Park was 19 hours, two thirds of the respondents stayed less than one day and one-half stayed less than 7 hours. Twenty-three percent of the sampled visitors stayed overnight in the Park, and of these, 52% stayed in a developed campground.

Twenty-one percent spent the night at one of the two inns in the Park, while 16% stayed in commercial or public lodging outside the Park.



How long did they stay?	
1-6 hrs	54%
7-12 hrs	17%
13-23 hrs	2%
1 day	12%
2 days	8%
3 days	4%

Visitors took advantage of the many facilities Mt. Rainier National Park provides. Those most often used were the Paradise Visitor Center (61%), the Paradise Inn (42%), and Sunrise Visitor Center (27%).

Participation in Park Activities

Mt. Rainier National Park offers visitors the opportunity to experience its richness through a wide range of activities. Driving to view the Park's



What did they do?	
Driving to View Scenery	81%
Taking Photographs	58%
Day Hiking	55%
Viewing Wildflowers	51%
Observing Wildlife	46%
Picnicking	42%
Attending NPS Talks	20%
Camping	14%

scenic beauty was the most popular (81%), followed by taking photographs (58%), day hiking (55%), viewing wildflowers (51%), observing wildlife (46%), and picnicking (42%). When asked to specify the most important activity they participated in, visitors listed sightseeing while driving first and day hiking

second. Visitors who were Washington residents preferred day hiking to sightseeing.

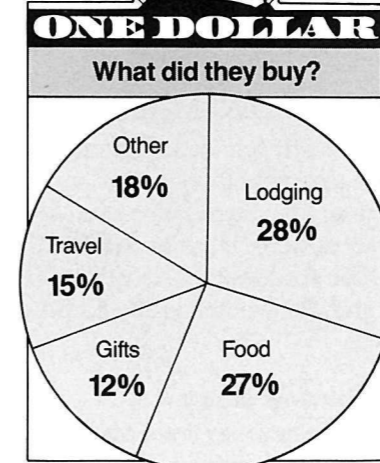
Reasons to Visit the Park

Survey respondents were also asked to identify their reasons for visiting the Park. The most important was developing a relationship with nature by being close to it and learning more about it. Being together with family was the next most important motivation for the visit, followed by the desire to learn by experiencing new and different things, being with others who enjoy similar interests, and escaping personal and social pressures. When asked to rate their experience in the Park, over 80% of the visitors regarded it as very good to excellent.

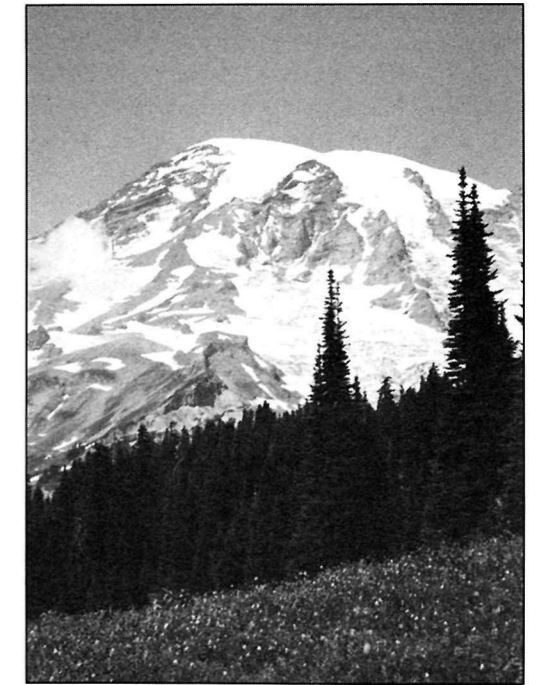
Economic Impact

In addition to providing a comprehensive visitor profile, the 1985 visitor survey produced data detailing the Park's economic impact in the vicinity of Mt. Rainier. The findings confirm that the Park is a significant source of income and seasonal employment for the local economy. In 1985, visitors spent over 13 million dollars in the Rainier vicinity during the course of their stay. This represents a substantial increase over that estimated in a similar 1968 study.

The results of this visitor survey demonstrate that Mt. Rainier National Park not only provides large numbers of visitors with a satisfying outdoor recreation experience but also makes a valuable contribution to the health of the state and local economy.



MT. RAINIER



National Park

*Park Use
and
Visitor Profile*

Introduction

Established in 1899, Mt. Rainier National Park is an area rich in geologic, natural, and human history. The Park serves more than 1.8 million visitors each year hailing from every state and many foreign countries. To gain a more comprehensive profile of the Park visitor and the nature of Park visits, a visitor survey was conducted by Mt. Rainier National Park and the Cooperative Park Studies Unit at the University of Washington during the summer of 1985. Of 5500 questionnaires distributed to Park users, over 4000 responded, providing a great deal of valuable information. Highlights of the results of this survey from a broad range of topics are presented below.

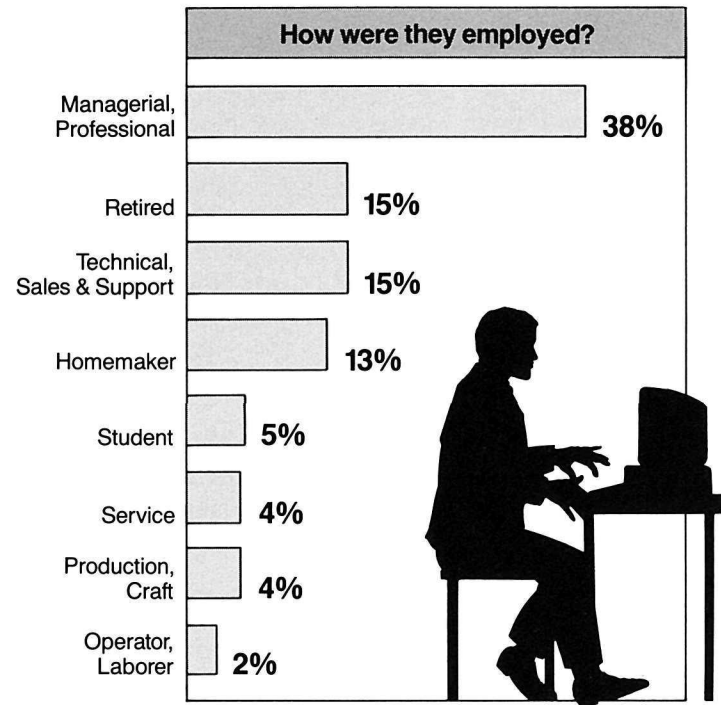
Visitor Origin

Although visitors traveled to Mt. Rainier National Park from all parts of the United States, over one-half (58%) of the survey respondents were from Washington state. Local residents from the four counties surrounding the Park (King, Lewis, Pierce, and Yakima) accounted for 39% of the total visitors.

The Park was used predominantly by well educated, professional men and women with families. Men and women visited the Park in equal numbers, with three-quarters of them married and over one-half with children. Respondents were



primarily employed in the managerial and professional occupations (38%) or were retired (15%). Their average education level was high, with one-half having completed college degrees. The average



age among the sample was 42 years, with over one-half between the ages of 25 and 44. Twenty per cent were 60 years or older.

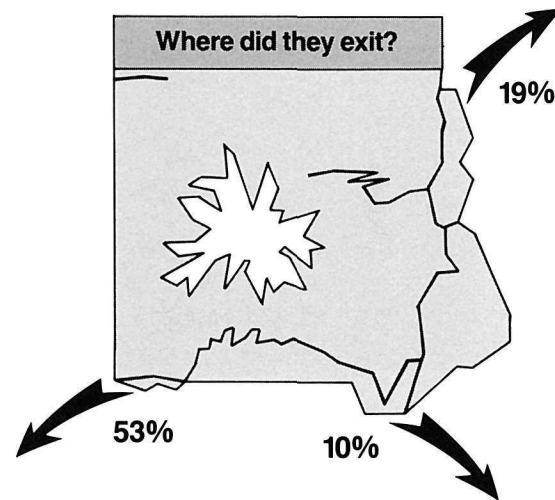
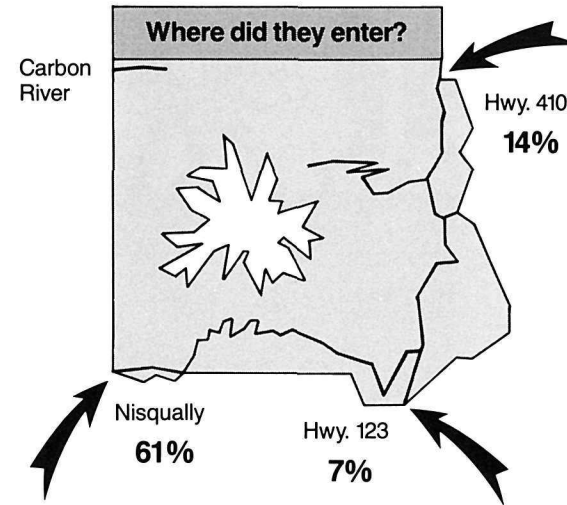
Organization Membership

Nearly one-quarter of the respondents belonged to a conservation or outdoor recreation organization. The organizations that were mentioned most often were: The National Wildlife Federation (6%), The Audubon Society (5%), The Sierra Club (5%), and The National Rifle Association (4%).

Points of Entry

Visitors may enter Mt. Rainier National Park from several directions. The majority (61%) entered

through the Nisqually entrance in the southwest corner of the Park. This was followed by entry through the Highway 410 northeast entrance (14%) and the southeast entrance of Highway 123 (7%). Exit from the Park followed a similar pattern, though visitors exited less frequently through the Nisqually entrance (53%) and more frequently through the northeast and southeast entrances (19% and 10%, respectively). As expected, many of the visitors traveled a loop through the Park, entering at one point and exiting at another.



Mode of Travel

Most of the respondents, 73%, traveled to the Park by automobile. Twenty-one percent were in pickups, vans, or jeeps, followed by 2% in motorhomes and 2% in buses. The number of visitors per vehicle was high, averaging four for the sample group.



Mode of Travel	Percentage
Automobiles	73%
Pickups, Vans, Jeeps	21%
Motorhomes	2%
Buses	2%
Motorcycles	1%
Bicycles	1%
Walking	0%

Trip Make-up

Thirty-seven per cent of the survey respondents were first-time visitors to Mt. Rainier National Park. Of these newcomers, nearly three-quarters were from outside the Northwest states. While 67% of the visitors named Mt. Rainier as the primary destination of their trip, one-third of them visited at least one other Northwest outdoor recreation area (including British Columbia). Mt. St. Helens was the site most often visited, with 12% of all visitors stopping there.

Nearly one-half of all respondents decided to come to the Park less than a week before the day of