

Visitor Services Project

Report 11

Grand Teton National Park

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Executive Summary

- This report describes the results of a visitor study at Grand Teton National Park conducted the week of July 12-18, 1987. Questionnaires were given to 1,500 visitors and 499 were returned, a 33% response rate.
- The report is in two volumes. Volume 1 provides a statistical profile of the people who visited Grand Teton. Volume 2 has their general comments about the park (a summary is included in Volume 1).
- Visitors were most likely to be in family groups of two to four people. Fifty-eight percent of visitors were making their first visit to Grand Teton. Thirty-six percent of U.S. visitors came from the states of California, Idaho, Utah, Colorado and Illinois.
- Most visitors stayed from one to two days, although 30% stayed longer. Visiting the visitor center, viewing roadside exhibits, shopping and hiking for less than two hours were the most common activities.
- The sites that received the greatest amount of visitation were Jenny/String Lakes, Colter Bay and Moose. On arrival day in the park, Jenny/String Lakes and Colter Bay received the highest proportions of first stop visitors.
- Information or interpretation services most used were the park map/brochure, park direction signs, visitor centers and the park newspaper. Almost all services were highly valued. Services receiving the highest usefulness ratings included the museums, the map/brochure and the ranger-led walks.
- Visitors rated overnight lodging, automotive care, medical care and food services as highly important services. All services were considered to be of high quality, though food and air transportation services received the lowest ratings.
- Responses to special questions about Jenny/String Lakes and Colter Bay revealed that short hikes, and picnicking were common activities, with the most common Jenny/String Lakes activity being scenic driving and visiting the Visitor Center being the most common activity of Colter Bay visitors.
- Visitor opinions varied about what they would plan for Grand Teton in the future. Many visitors wanted to prohibit additional commercial development or keep the park in as natural a condition as possible.
- Visitors made many additional comments about their visit.

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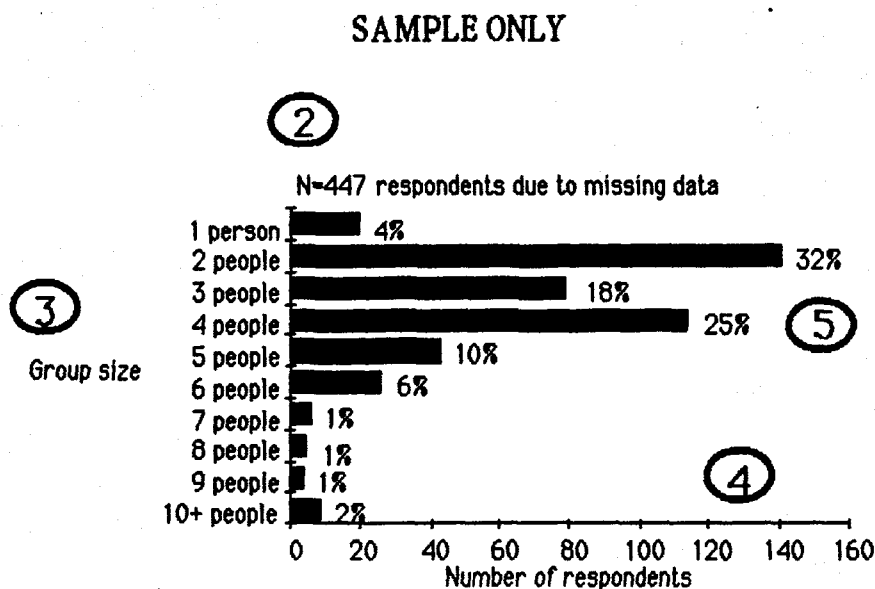
INTRODUCTION

This report describes the results of a visitor mapping study undertaken at Grand Teton National Park (referred to as 'Grand Teton') during the week of July 12-18, 1987 by the Cooperative Park Studies Unit at the University of Idaho as a part of its Visitor Services Project. A list of Visitor Services Project publications is included on the inside back cover of this report.

After this Introduction, the Methods are presented, along with the limitations to the study. The Results follow, including a summary of visitor comments. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, Appendix A contains the questionnaire used. Volume 2 of this report contains comments made by visitors who returned the questionnaires.

Many of the graphs in this report are like the example on the following page. The large numbers refer to explanations given below the graph.

Introduction (continued)



① **Figure 1: Visitor group sizes**

- 1: The figure title provides a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Questionnaires were distributed to a sample of randomly selected visitors entering Grand Teton during July 12-18, 1987. Visitors completed the questionnaire during their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaire asked visitors to record where they went, what they did and where they stayed overnight for Day 1 and Day 2 of their visit (see Appendix A for a copy of the questionnaire). The questionnaire followed the standard format used in previous Visitor Services Project studies. Visitors also expressed their opinions on the usefulness, importance and quality of services offered. Questions were included about visitation to the Jenny/String Lakes area and Colter Bay. Space was provided for respondents' comments.

Sampling

Visitors were sampled at three entrances to Grand Teton: Moose, Buffalo and the northern entry to the park which was actually Yellowstone National Park's southern entrance gate. Non-visitors (i.e. NPS employees, concessionaire and construction workers) were excluded from the sample. The sample size for each entrance (Moose - 445, Buffalo - 540 and the northern entrance - 515) was based upon estimates of the proportion of park traffic it received and the entrance station's operating hours.

Questionnaire administration

At each entrance hand counters were used to record traffic and at the prescribed interval, the occupants of the vehicle were approached. Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If they consented, further instructions were given. One adult member of the group was asked to complete the questionnaire.

Data analysis

A cut-off date was established for incoming questionnaires approximately ten weeks after they were distributed. Questionnaires that arrived within this period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

In this visitor mapping study, most of the information is collected on visitor groups, and some on individual group members. Therefore, the 'N', or number in the sample, varies from figure to figure. For example, Figure 1 shows information on 493 visitor groups, while Figure 3 shows information on 1,508 individual group members. Each figure contains a note above the graph that specifies which information it illustrates.

Occasionally, a respondent may not answer all of the questions in the questionnaire, or may answer some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 499 questionnaires were returned,

Sample size, missing data and reporting errors (continued)

Figure 1 only shows data for 493 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies. For example, it is possible that some of the visitors' activities occurred outside of the park - they may not have understood to report only those activities done within the park.

Limitations

Like all surveys, this study has limitations which should be taken into account when interpreting the results.

1. All visitors were asked to record sites visited and activities, however, it is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. Data reflect the use patterns of only those visitors during the designated study period of July 12-18, 1987. Results do not apply to visitors using the park during different times of the year.

3. Data are not collected on non-respondents. Thus, it is not known if the visitors who returned their questionnaires differed from those who did not.

RESULTS

A. Visitors contacted

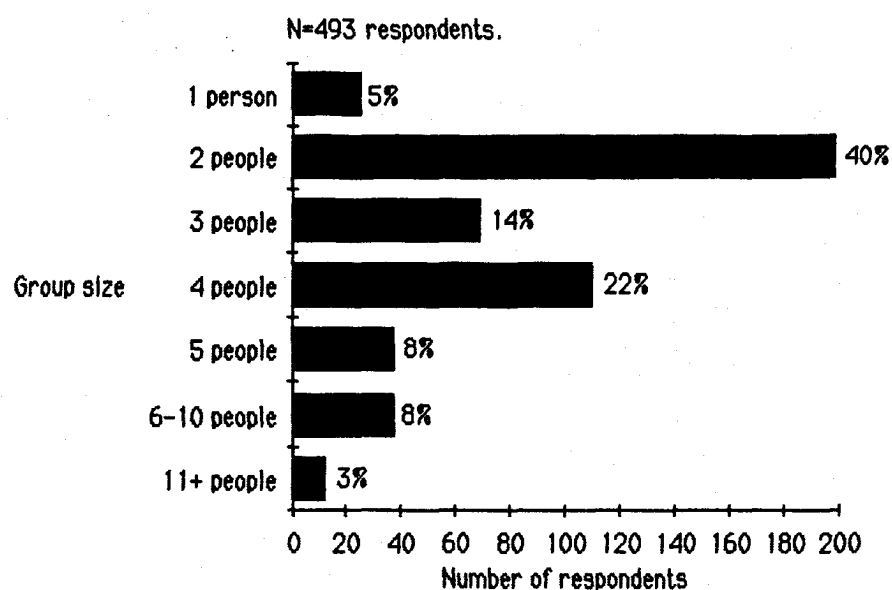
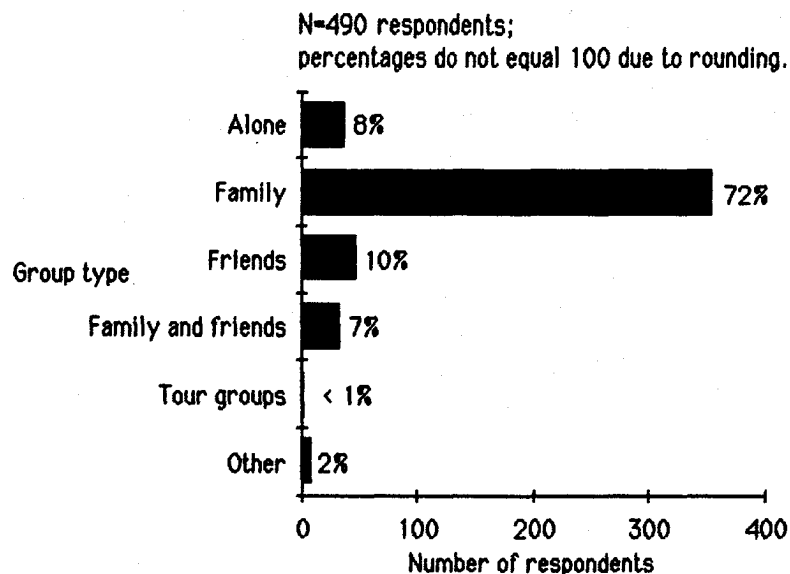
One thousand, five hundred and sixteen visitor groups were contacted, and 1,500 agreed to participate. Thus, the acceptance rate was 99 percent. Four hundred and ninety-nine of the visitor groups completed and returned their questionnaires, a 33 percent response rate. The acceptance rate is comparable to the average acceptance rate (96%) of all previous visitor mapping studies, while the response rate is below the average response rate (45%) of previous visitor mapping studies.

B. Visitor characteristics

Figure 1 shows the group sizes, which ranged from one to 59 people. The most common group size was two people. Nearly three-fourths of the visitors came in family groups, as shown in Figure 2.

Figure 3 shows that there was a wide range of age groups represented; the most common were children under 11 years old and adults from 30 to 45 years old. There were also significant numbers of seniors. For most visitors, this was their first visit to Grand Teton, although there appears to be a small, but significant amount of returnees who have visited the park many times (see Figure 4).

Visitors came from many different locations within the United States and outside of the country. Map 1 shows that 26% of the U.S. visitors originated from eight states around Grand Teton including Wyoming, the Dakotas, Nebraska, Colorado, Utah, Montana and Idaho. Map 2 and Table 1 show that 5% of all visitors were from foreign countries.

B. Visitor characteristics (continued)**Figure 1: Visitor group sizes****Figure 2: Visitor group types**

B. Visitor characteristics (continued)

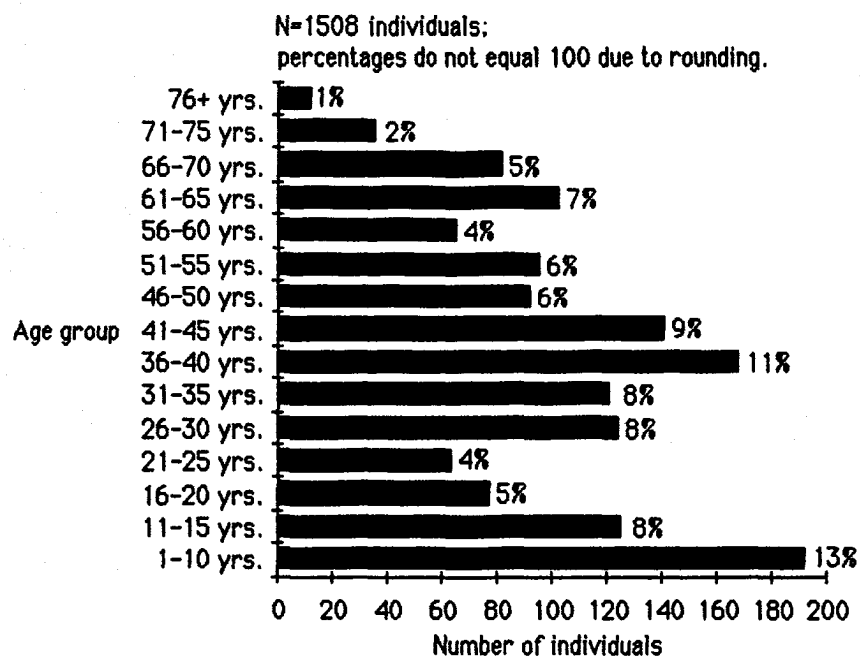


Figure 3: Visitor ages

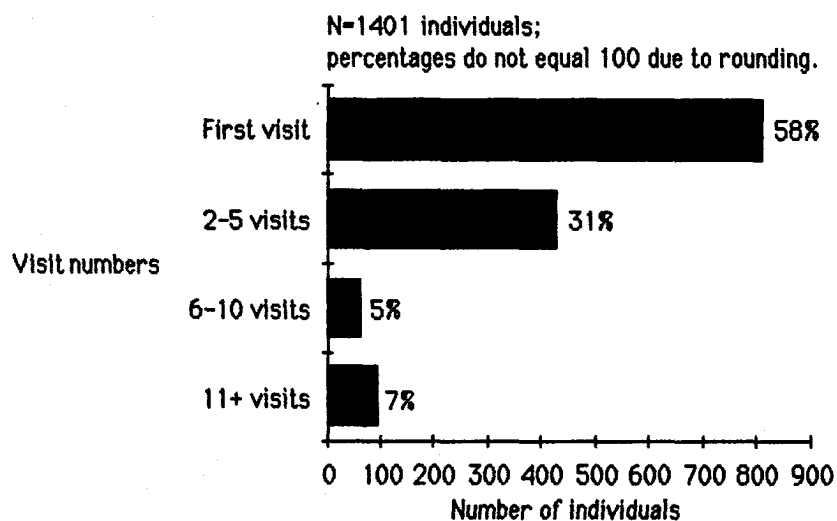
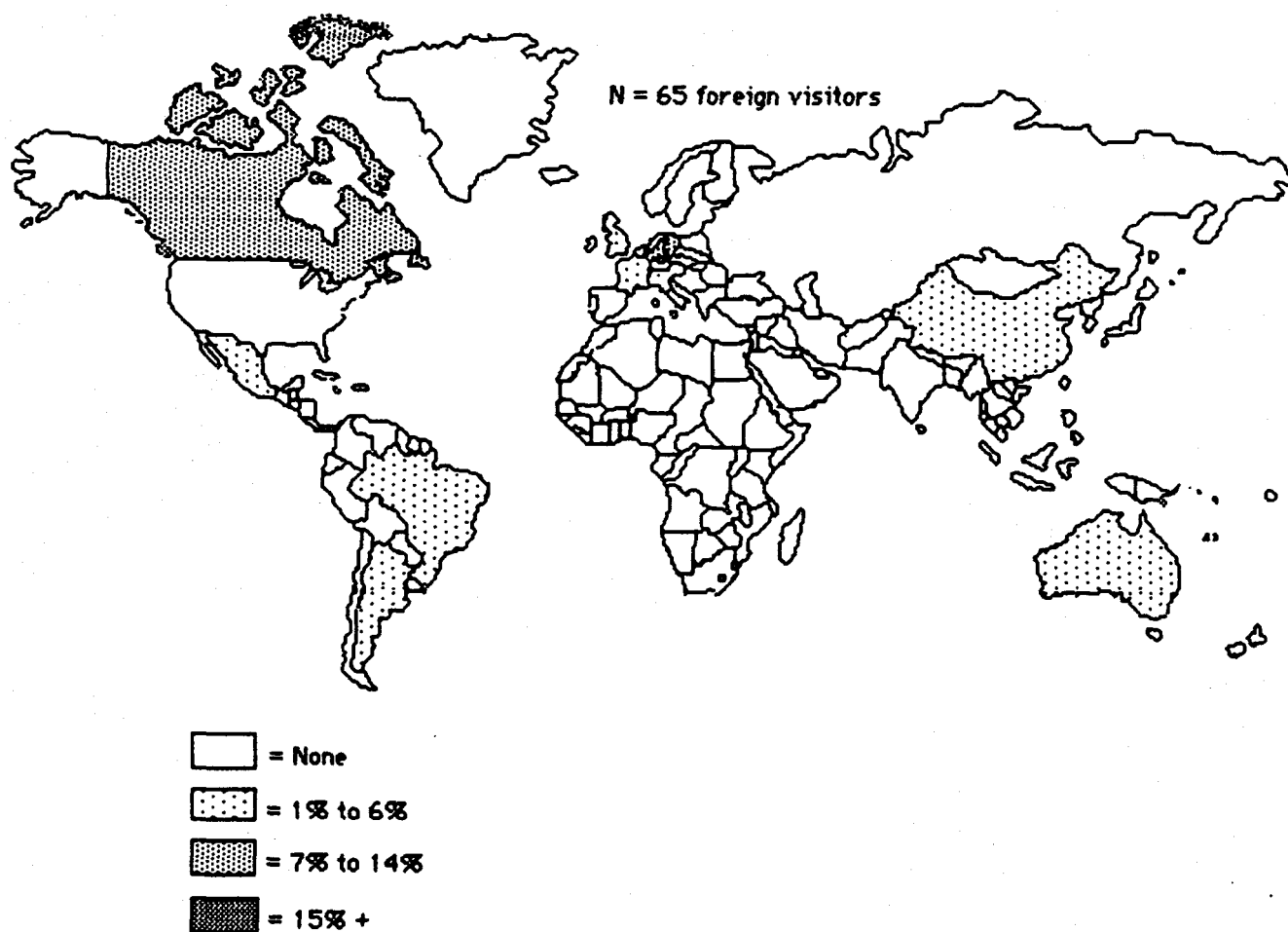


Figure 4: Number of visits

B. Visitor characteristics (continued)**Map 2: Proportion of foreign visitors by country**

B. Visitor characteristics (continued)**Table 1: Proportion of visitors from foreign countries**

N-65 individuals from foreign countries

Country	Number of individuals	% of foreign visitors
<hr/>		
<u>North America</u>		12%
Canada	5	
Mexico	3	
<u>South America</u>		3%
Argentina	1	
Chile	1	
<u>Europe</u>		62%
England	7	
France	1	
Germany	9	
Hungary	3	
Italy	2	
Netherlands	3	
Sweden	1	
Switzerland	12	
U. K.	2	
<u>Asia/Australia</u>		2%
Australia	3	
New Zealand	1	
China	3	
Japan	2	
Jordan	3	
Syria	2	
Taiwan	1	

C. Visitor use of time

Figure 5 illustrates that most visitors stayed in Grand Teton for only one day and 18% of visitors stayed for 4 days or more.

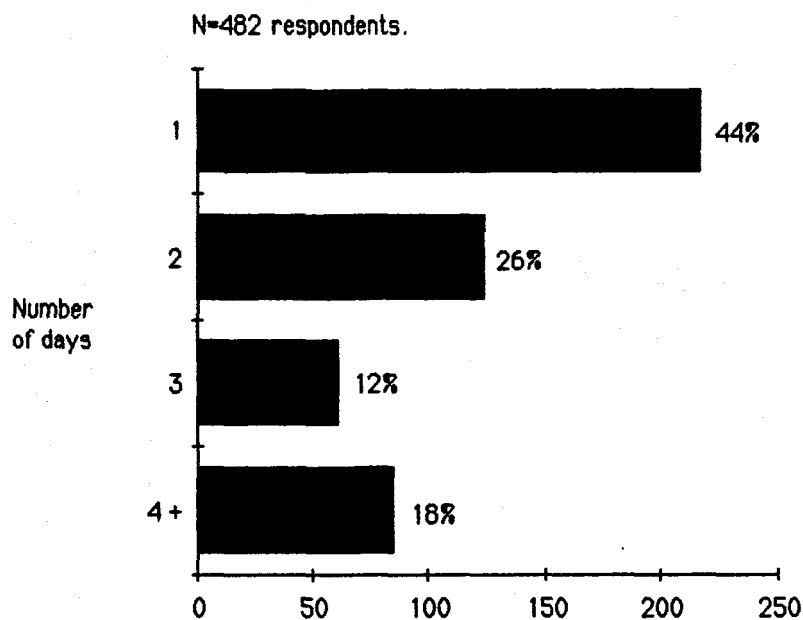


Figure 5: Number of days visitors stayed

D. Visitor activities

Figure 6 shows the proportion of visitor participation in each activity during their visit. The activities pursued by the majority of visitors included visiting the visitor center (59%), viewing the roadside exhibits (48%), shopping (47%), hiking for less than two hours (41%) and picnicking (30%). "Other" activities included visiting local attractions, eating at restaurants, camping, photography, sight-seeing and just driving through the park.

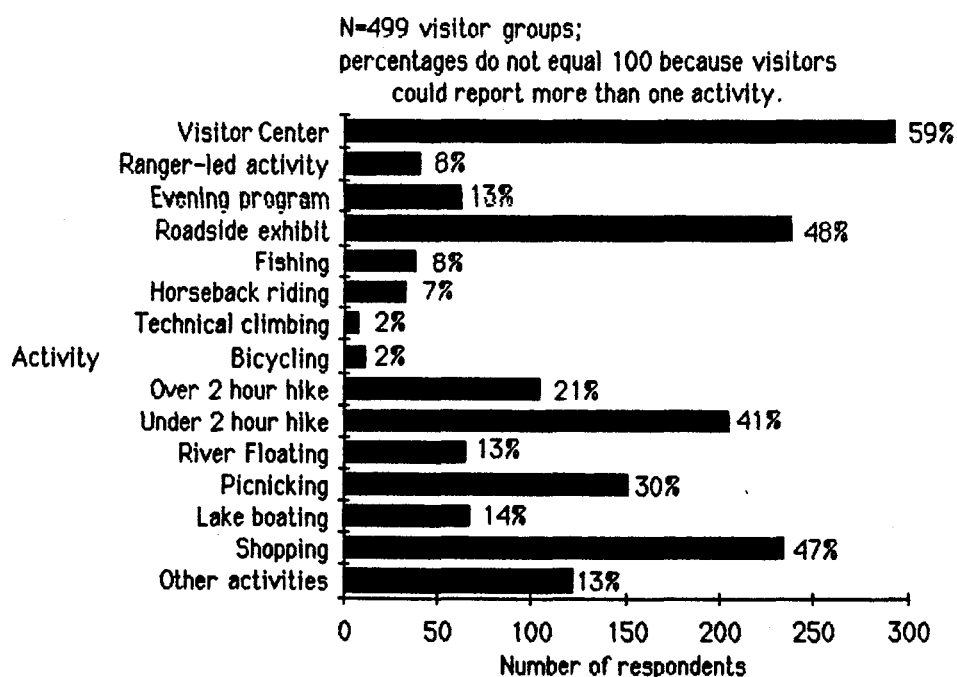


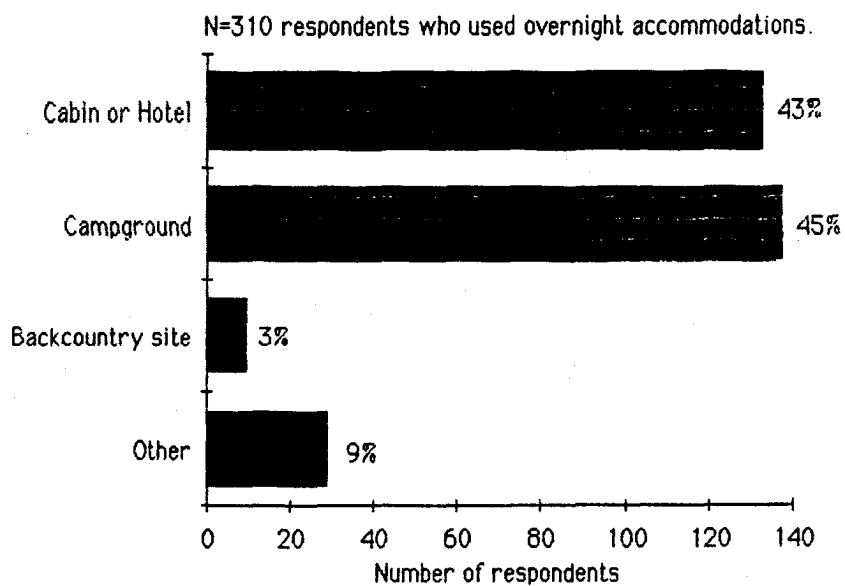
Figure 6: Proportion of visitors participating in each activity

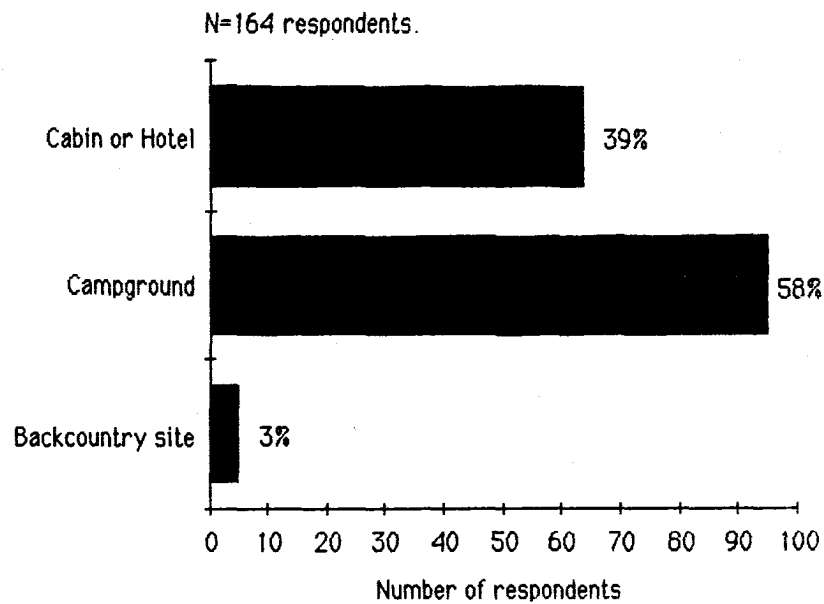
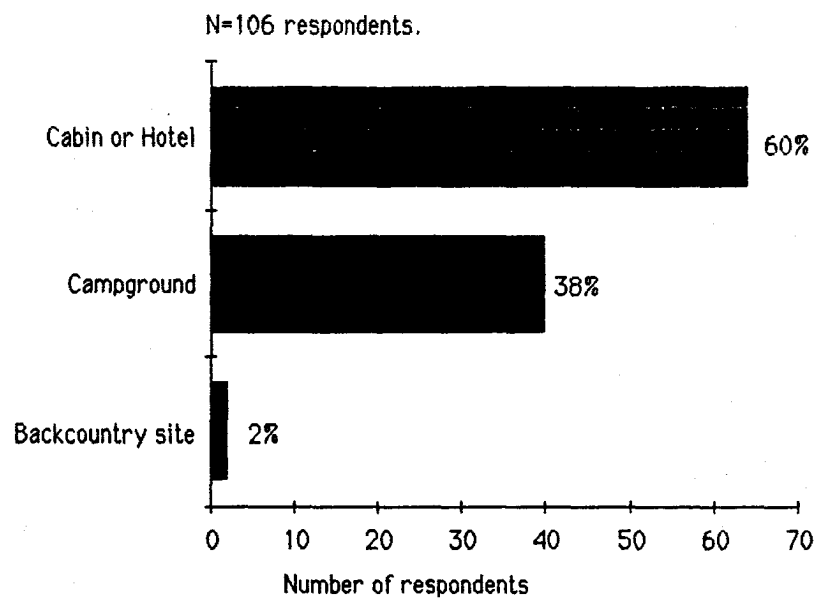
E. Accommodations

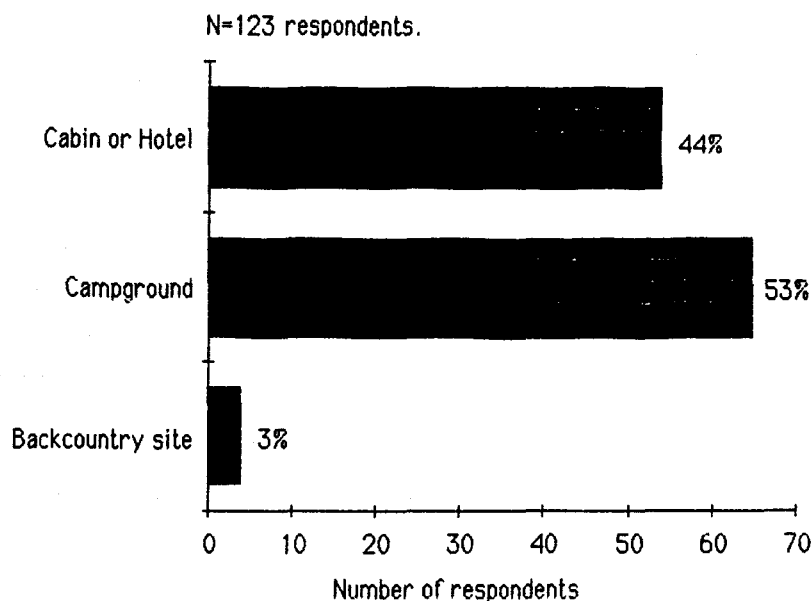
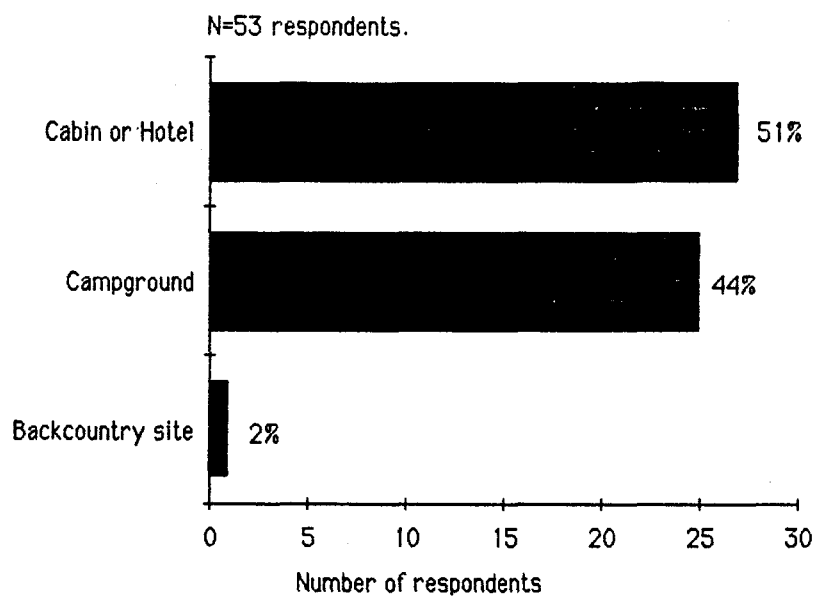
Visitors had a variety of places to spend their nights; accommodations available in the Grand Teton area included cabins or hotels, campgrounds, backcountry campsites and others. Figure 7 shows visitor accommodations during their stay in the Grand Teton area. Visitors preferred to stay either in a cabin or hotel (43%), or at a developed campground (45%).

Figure 8 shows that over one half of Day 1 visitors overnighiting inside Grand Teton stayed in a developed campsite. Figure 9 shows that over one half of Day 1 visitors overnighiting outside Grand Teton stayed in a cabin or hotel.

Figures 10 and 11 show a similar pattern for Day 2.

E. Accommodations (continued)**Figure 7: Visitors' accommodation while visiting Grand Teton**

E. Accommodations (continued)**Figure 8: Visitors' Day 1 accommodations within Grand Teton****Figure 9: Visitors' Day 1 accommodations outside Grand Teton**

E. Accommodations (continued)**Figure 10: Visitors' Day 2 accommodations within Grand Teton****Figure 11: Visitors' Day 2 accommodations outside Grand Teton**

F. Visitor locations

Map 3 shows the visitation to all sites during the two day period. The sites having the highest visitation were Jenny/String Lakes (55%), Colter Bay (52%) and Moose (49%).

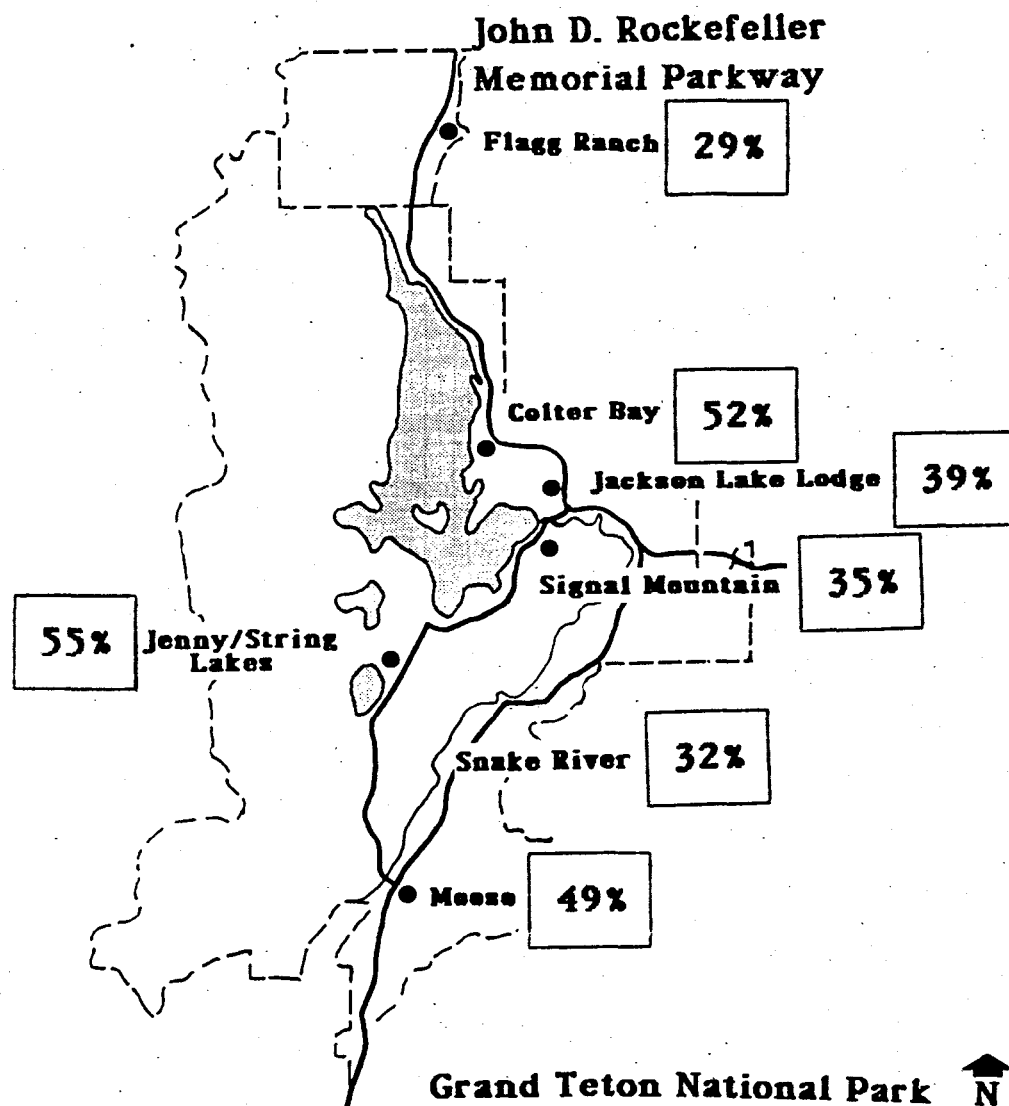
Maps 4 and 5 show the proportion of visitors that stopped at each site for Day 1 and Day 2 respectively. The largest proportions of visitors stopped at Colter Bay and at Jenny/String Lakes on both Day 1 and Day 2. The smallest proportions of visitors stopped at Snake River on Day 1 and at Flagg Ranch on Day 2.

Map 6 shows the percentage of visitors who made a site their first stop on their arrival day. Sites with the highest percentages of first stops were Colter Bay (28%) and Jenny/String Lakes (24%).

Among all the sites for Day 1 (shown in Figures 12-18), Flagg Ranch had the highest percentage of its visitors starting their day there (63%, see Figure 12). Visitors to Colter Bay (see Figure 13) went there more as a first stop (64%) than as a starting place. Visitors to Jackson Lake Lodge went there more as their second stop than any other (58%, see Figure 14). Visitors to both Signal Mountain and Snake River (Figures 15 and 16) stopped at those sites toward the middle of their visits. Visitors to Moose (Figure 17) made it their starting place or their first stop of the day (58%). Visitors to Jenny/String Lakes made it their first or second stop (60%, see Figure 18).

F. Visitor locations (continued)

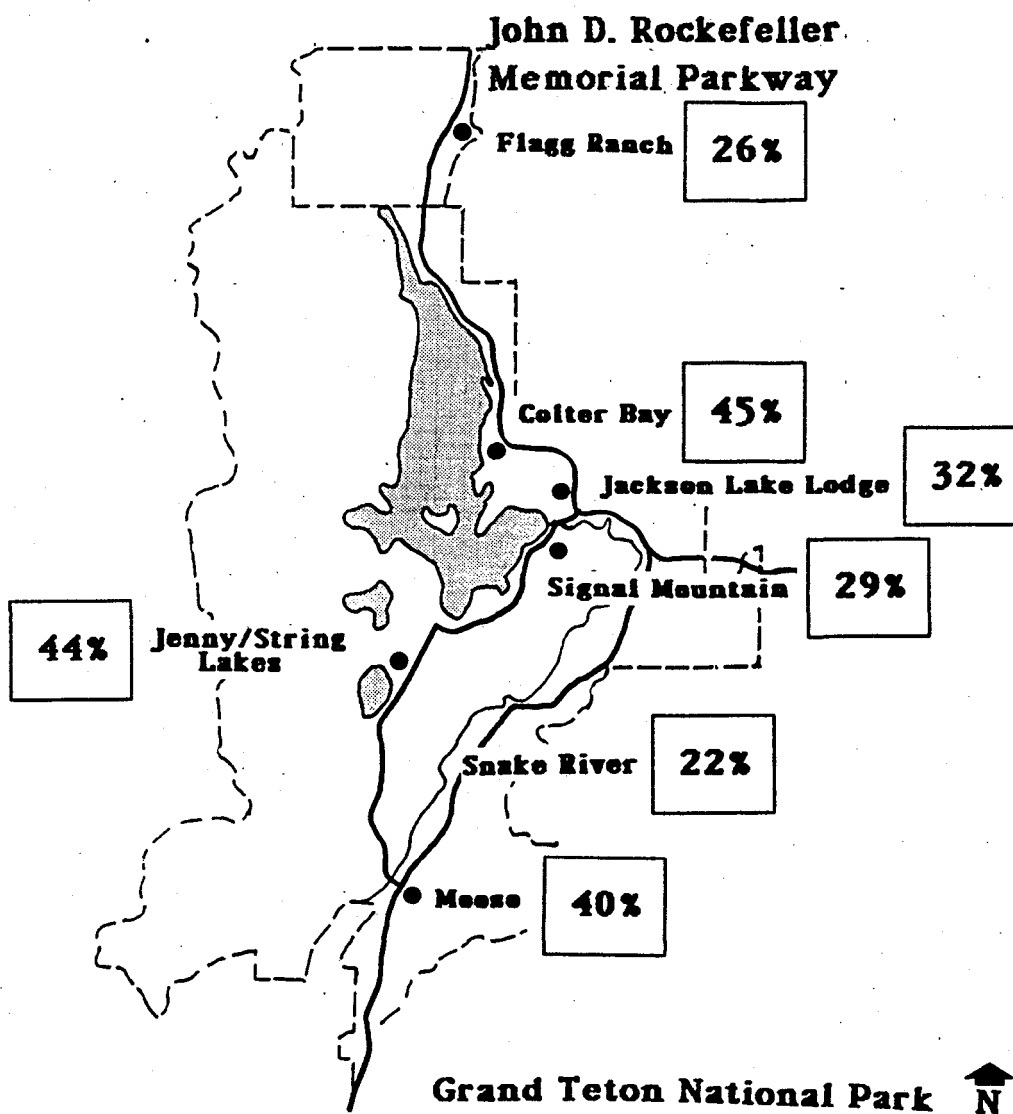
Visitation patterns for Day 2 may be seen in Figures 19-25. Although 38% of visitors to Flagg Ranch started their day there, the sequence of stops varied widely (see Figure 19). Half of the visitors to Colter Bay chose to start there (50%, see Figure 20). Visitors to Jackson Lake Lodge (Figure 21) made it their starting point or their first stop of the day (65%). Visitors to Signal Mountain varied widely in the order of their stops even though 36% of its visitors started the day there (see Figure 22). Snake River visitors also varied in their stop sequence, tending to stop toward the middle of the day (see Figure 23). Visitation to Moose was varied, with more stops occurring earlier rather than later (Figure 24). The pattern of visitation to Jenny/String Lakes (Figure 25) closely resembled that of Snake River.

F. Visitor locations (continued)

N=499 respondents

Map 3: Proportion of all visitors who stopped at each site

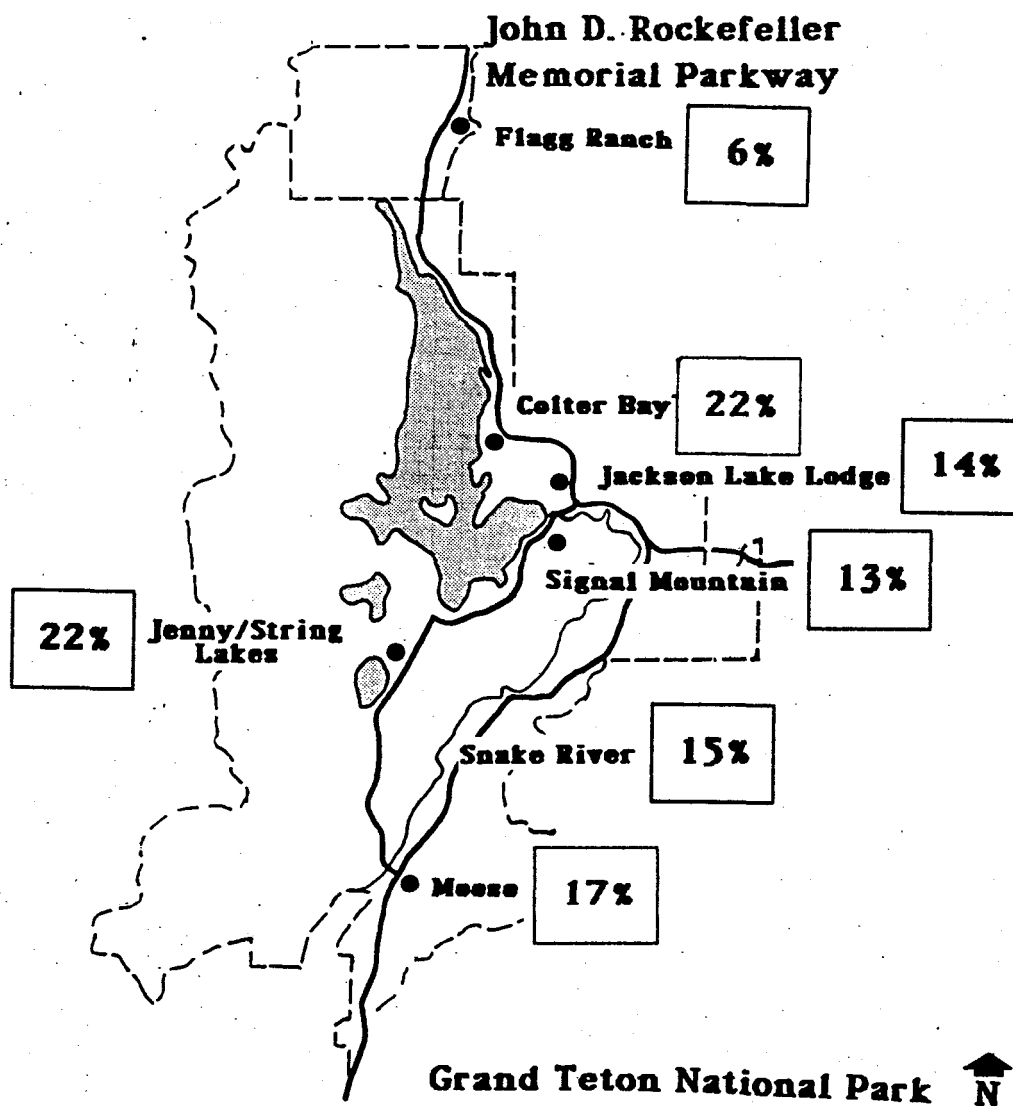
F. Visitor locations (continued)



N-499 respondents

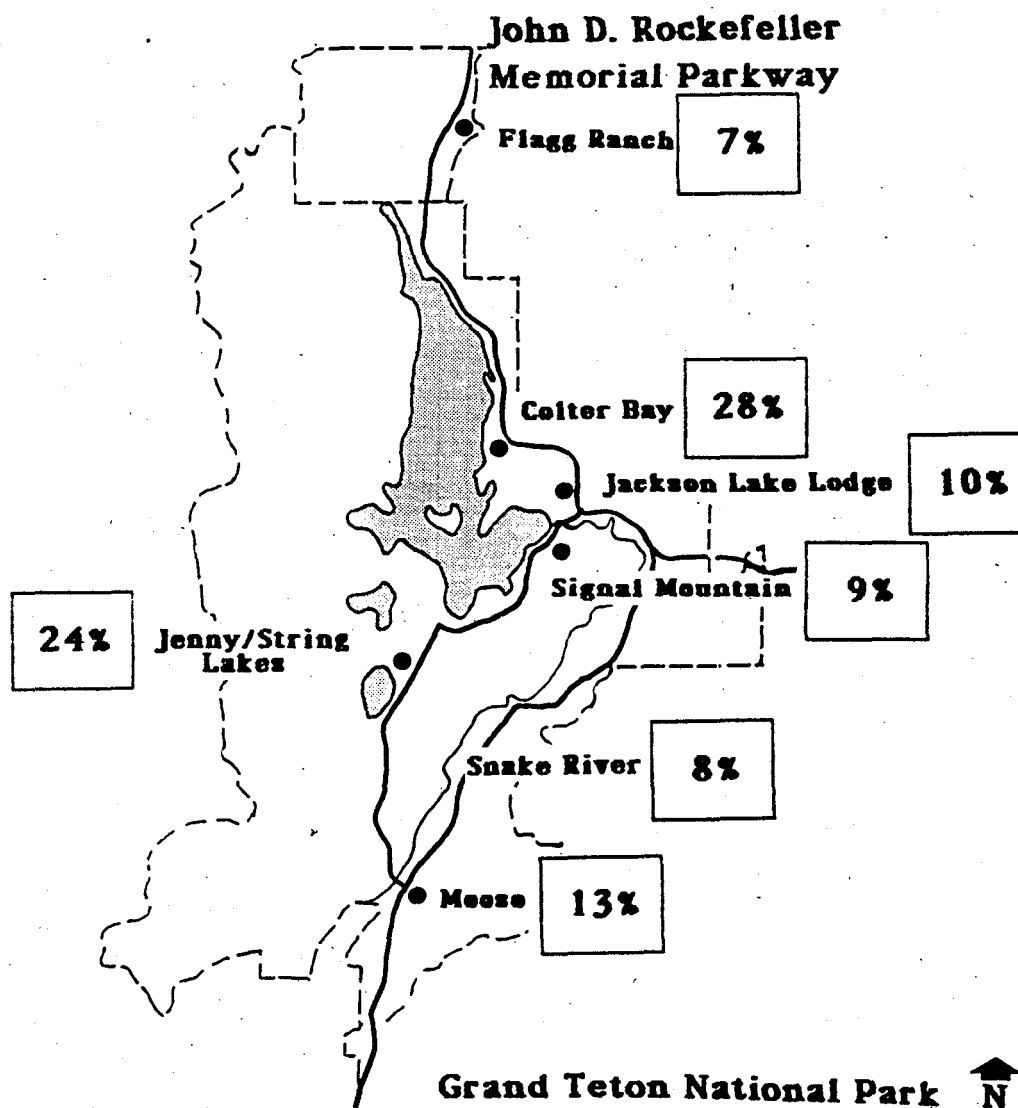
Map 4: Proportion of all visitors who stopped at each site on Day 1

F. Visitor locations (continued)



N-499

Map 5: Proportion of all visitors who stopped at each site on Day 2

F. Visitor locations (continued)

N=301 respondents

Map 6: Proportion of visitors who made each site their first stop on their arrival day

F. Visitor locations (continued)

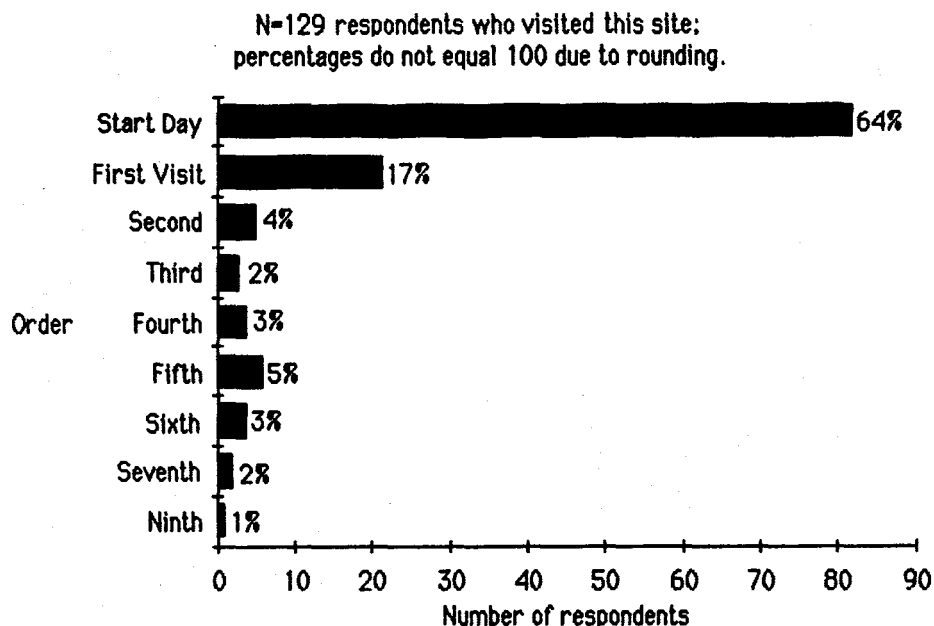


Figure 12: Order in which visitors stopped at Flagg Ranch on Day 1

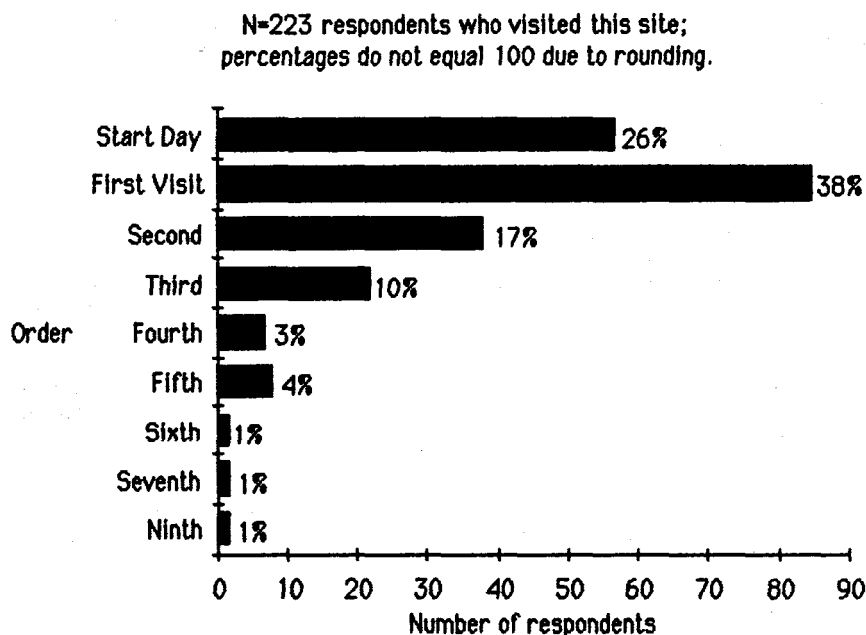


Figure 13: Order in which visitors stopped at Colter Bay on Day 1

F. Visitor locations (continued)

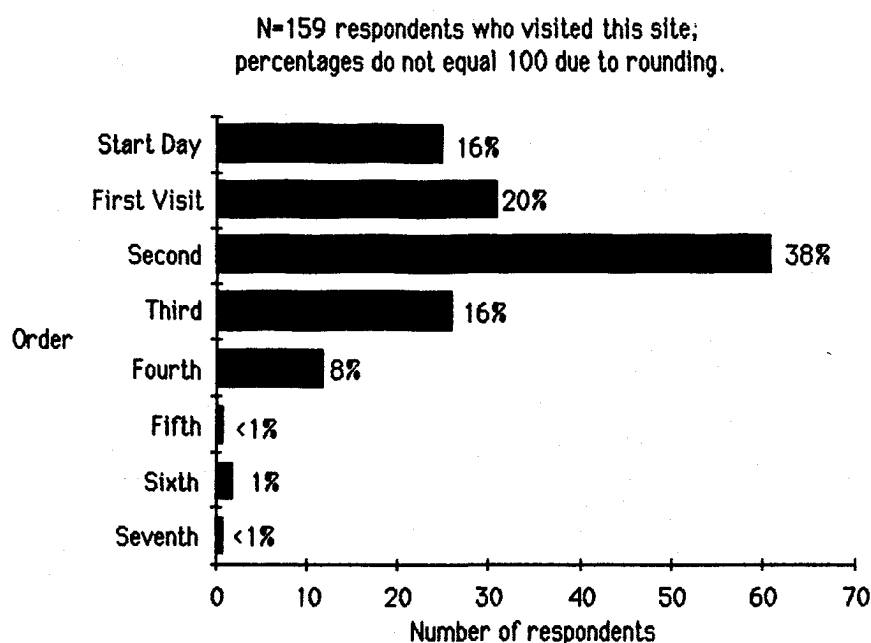


Figure 14: Order in which visitors stopped at Jackson Lake Lodge on Day 1

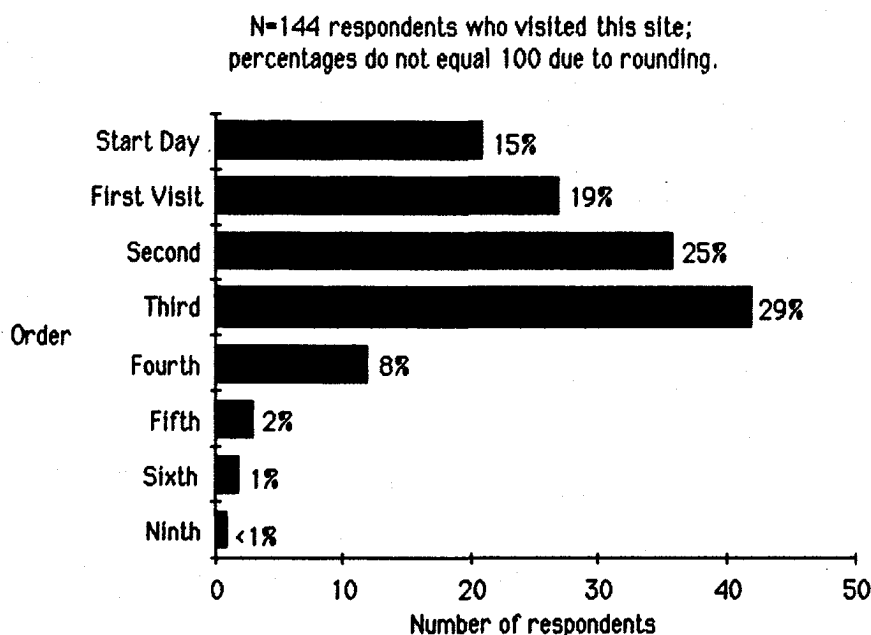


Figure 15: Order in which visitors stopped at Signal Mountain on Day 1

F. Visitor locations (continued)

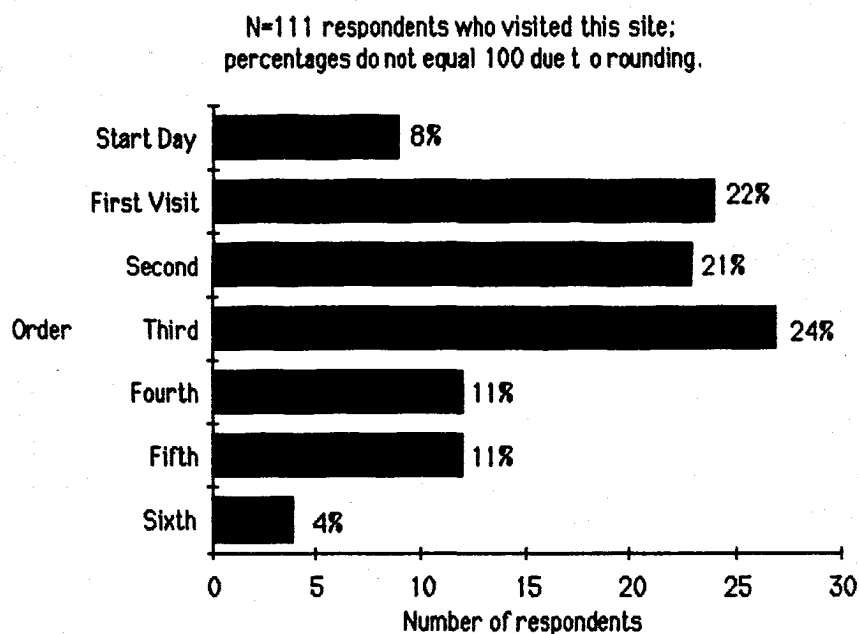


Figure 16: Order in which visitors stopped at Snake River on Day 1

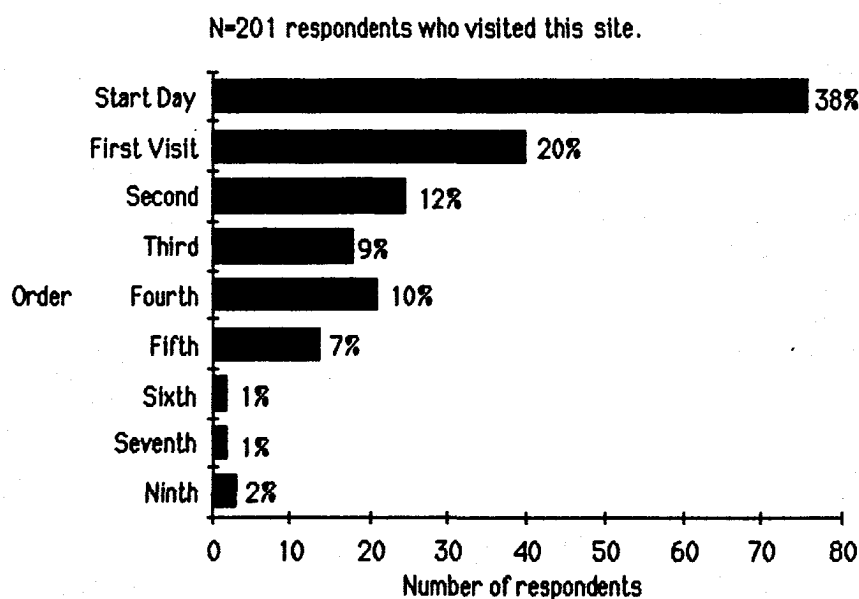


Figure 17: Order in which visitors stopped at Moose on Day 1

F. Visitor locations (continued)

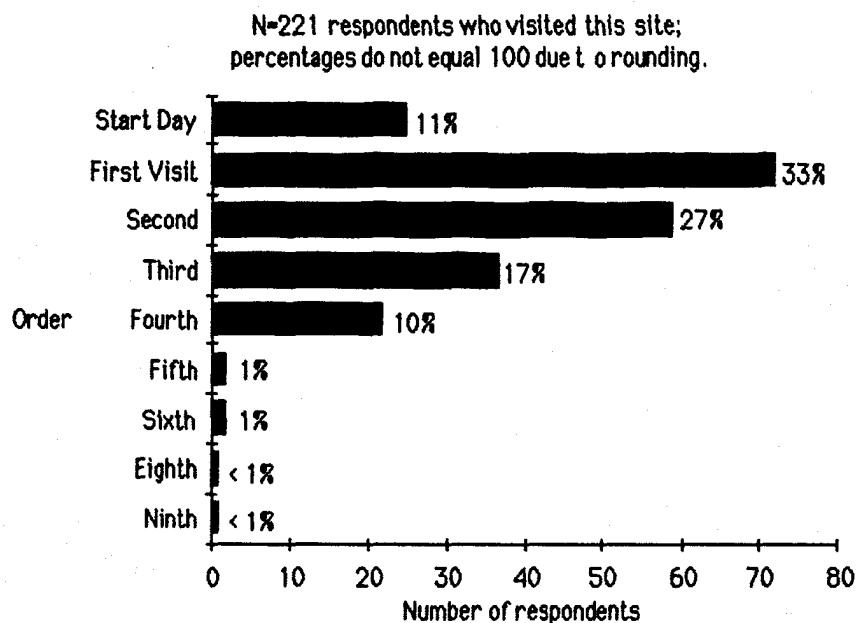


Figure 18: Order in which visitors stopped at Jenny/String Lakes on Day 1

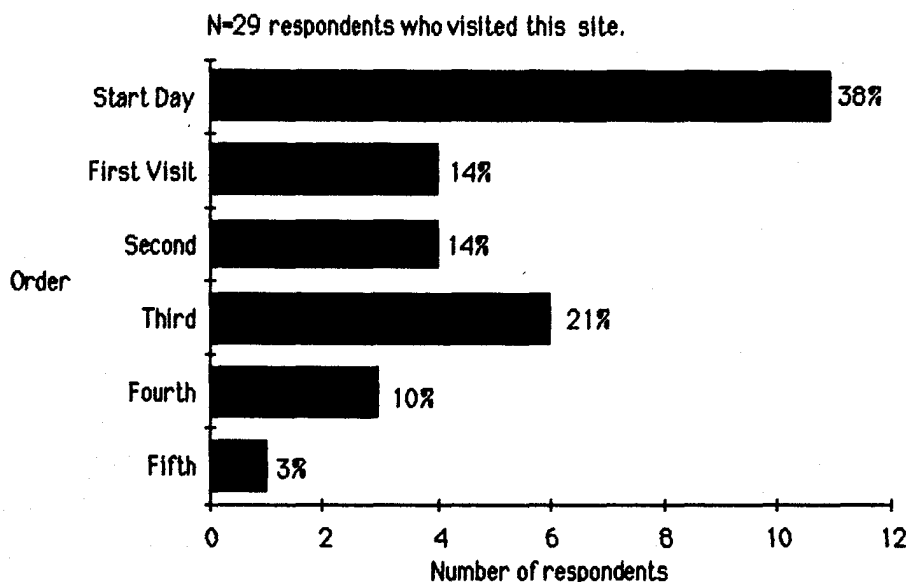
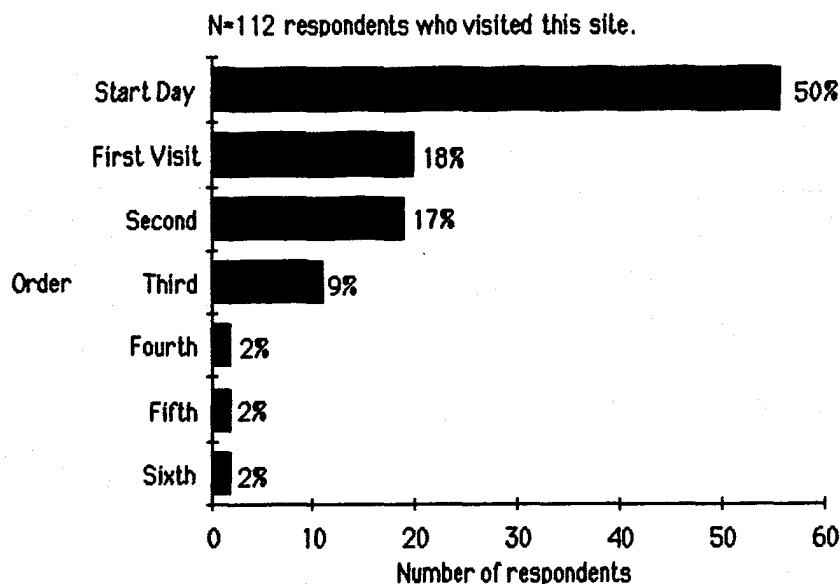
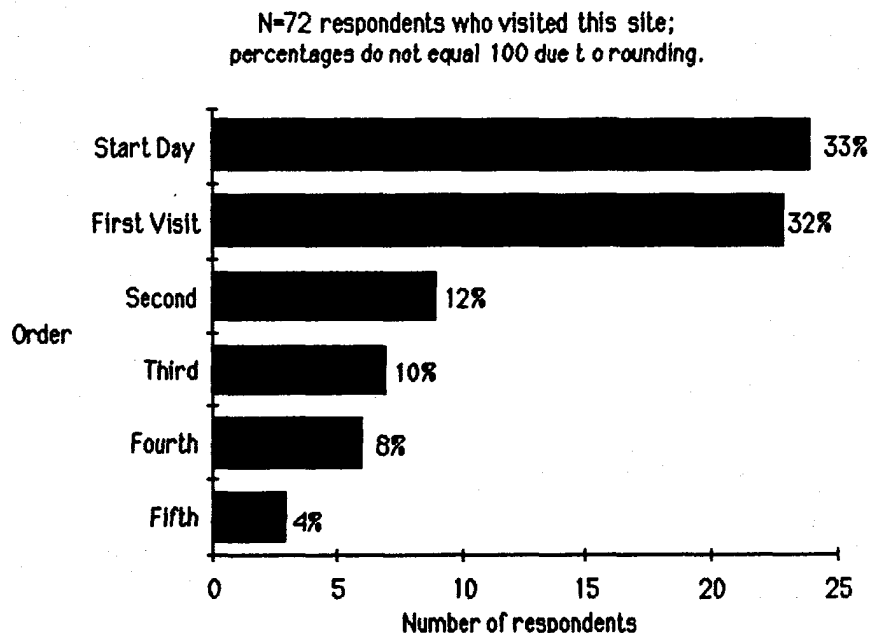
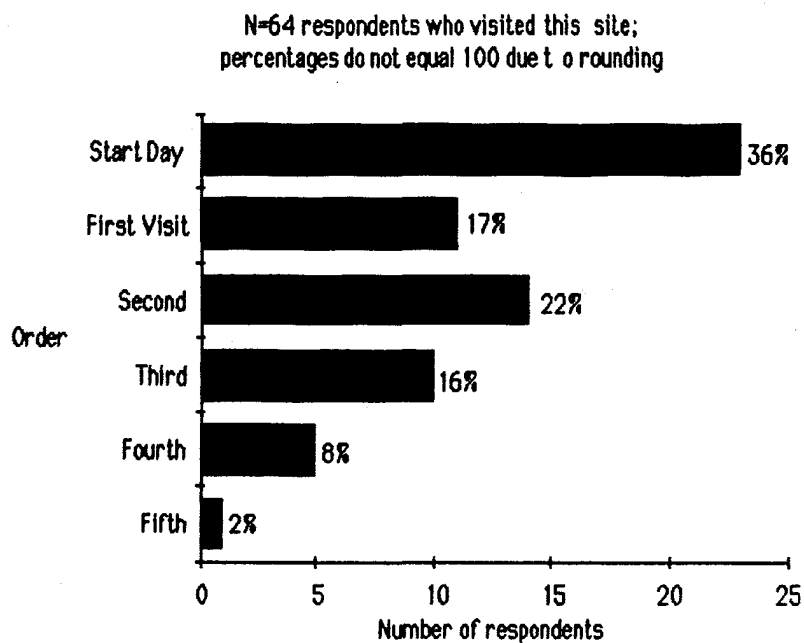
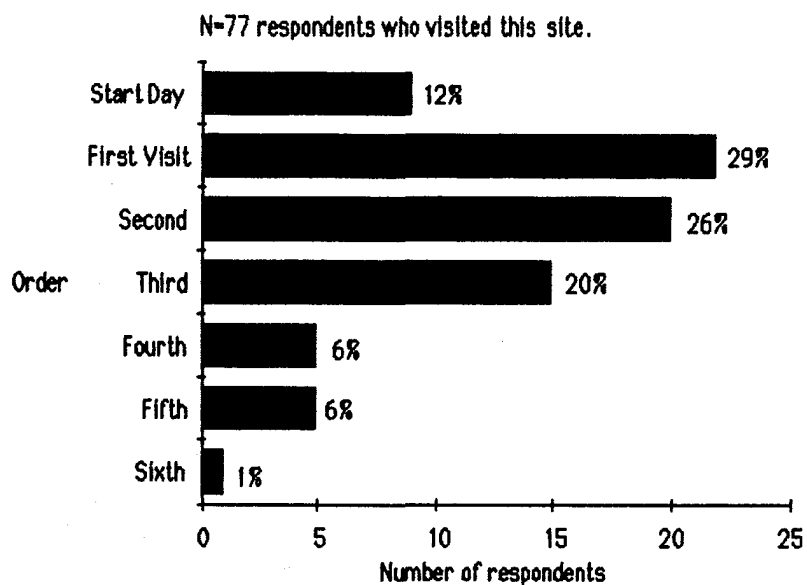
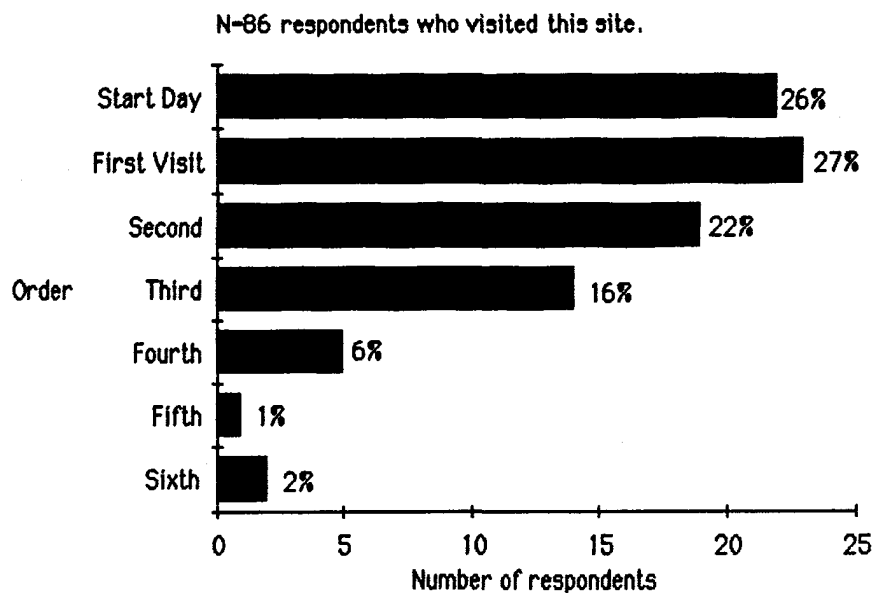
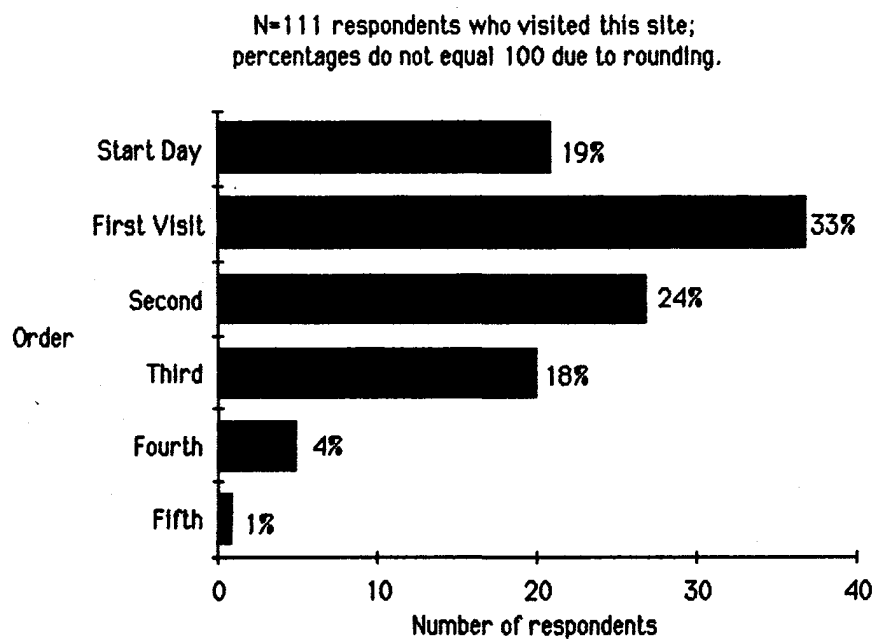


Figure 19: Order in which visitors stopped at Flagg Ranch on Day 2

F. Visitor locations (continued)**Figure 20: Order in which visitors stopped at Colter Bay on Day 2****Figure 21: Order in which visitors stopped at Jackson Lake Lodge on Day 2**

F. Visitor locations (continued)**Figure 22: Order in which visitors stopped at Signal Mountain on Day 2****Figure 23: Order in which visitors stopped at Snake River on Day 2**

F. Visitor locations (continued)**Figure 24: Order in which visitors stopped at Moose on Day 2****Figure 25: Order in which visitors stopped at Jenny/String Lakes on Day 2**

G. Special question 1: Information or interpretation services

The survey asked visitors if they used any of the information or interpretation services and how useful each service was to them. A five point scale was provided: 1 - extremely useful, 2 - very useful, 3 - moderately useful, 4 - somewhat useful and 5 - not useful. Figure 26 illustrates the proportion of visitors that used each service. A majority of visitors used the park map/brochure (78%), park direction signs (74%), Visitor Centers (63%) and the park newspaper (61%). The least used services were the ranger tours and evening campfires at 11% each.

Table 2 shows how visitors rated the usefulness of each service. Services that received the highest average scores were the park map/brochure and museums. Services with the lowest scores were bulletin boards and the park newspaper.

Figures 27 through 38 show the visitors' ratings of each service's usefulness. Ranger tours and museums were each rated as extremely useful services by 63% of the visitors. Other services seen as extremely useful by at least half of the visitors who used them included park direction signs (55%), visitor centers (51%) and evening campfire programs (50%).

G. Special question 1 (continued)

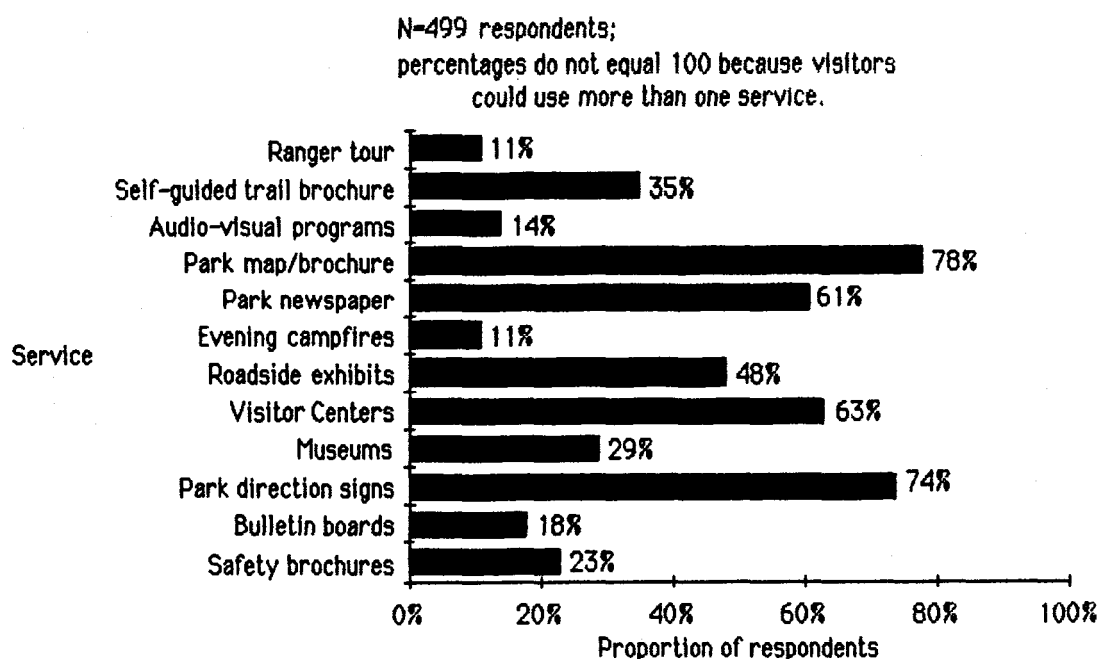
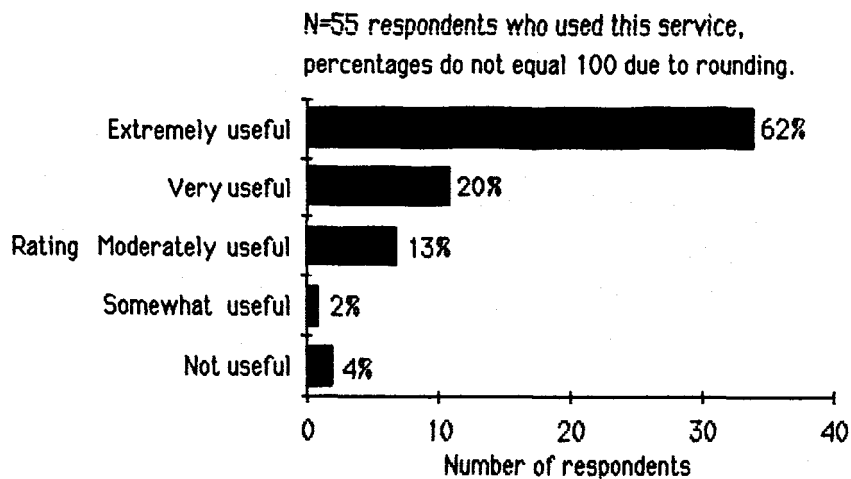
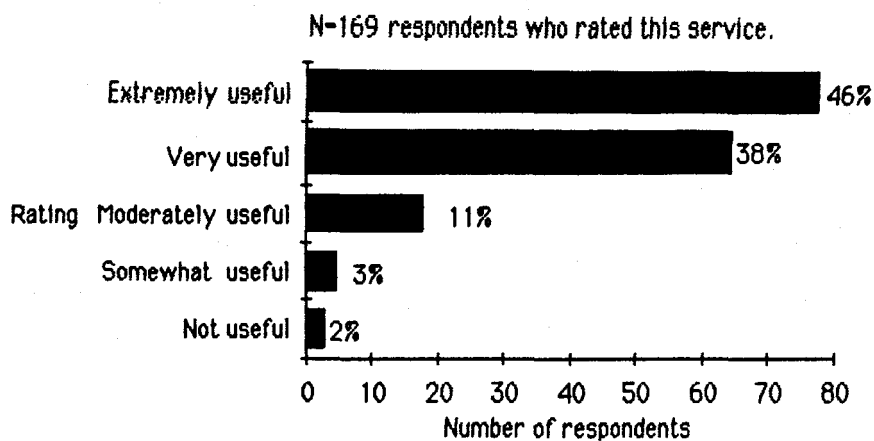
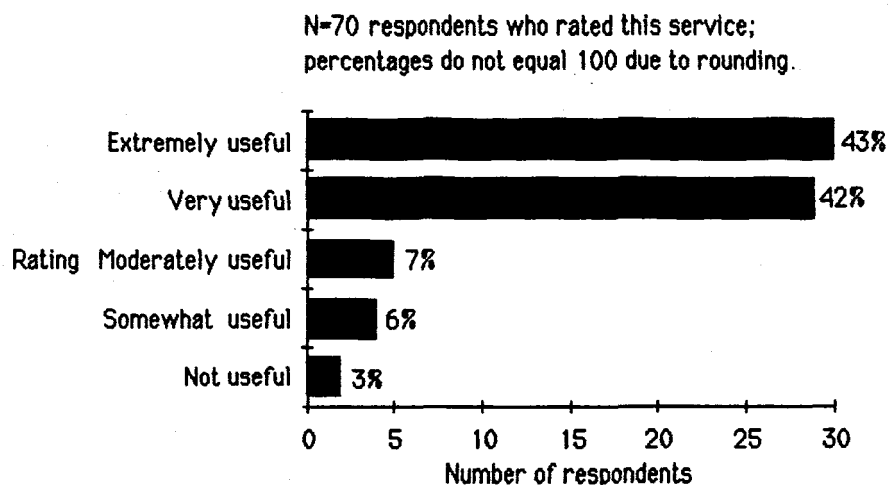
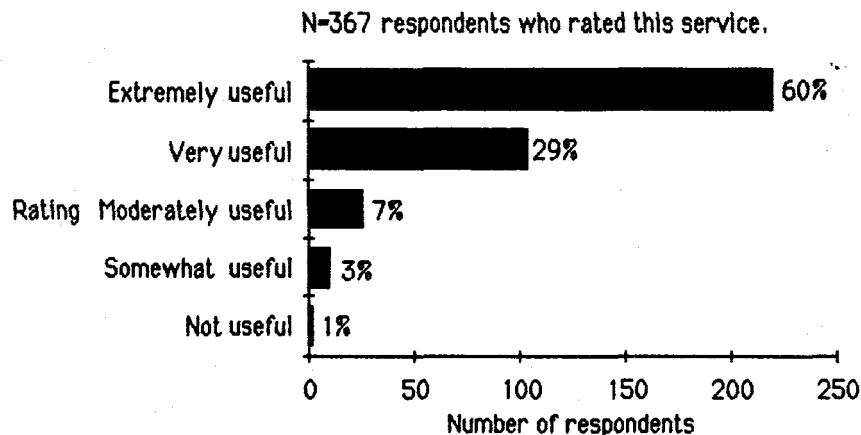


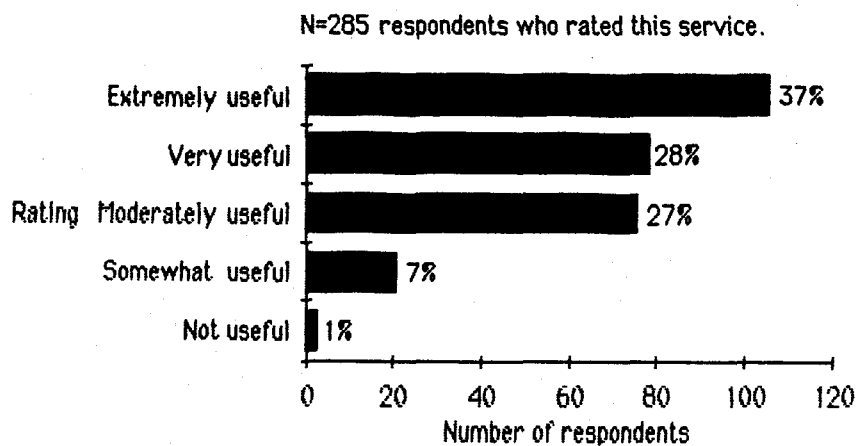
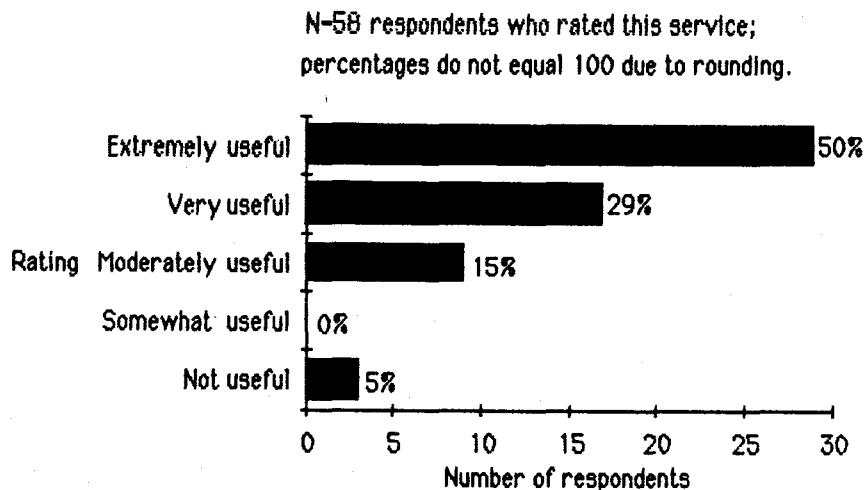
Figure 26: Proportion of visitors who used each information or interpretive service

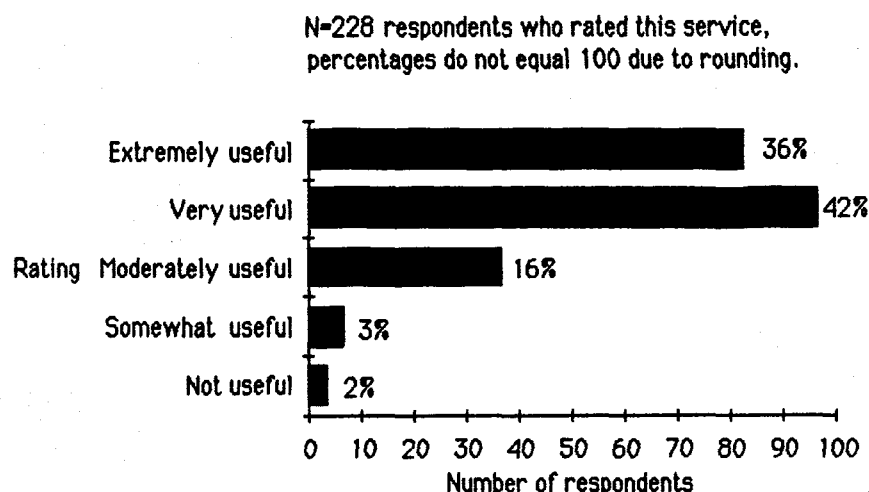
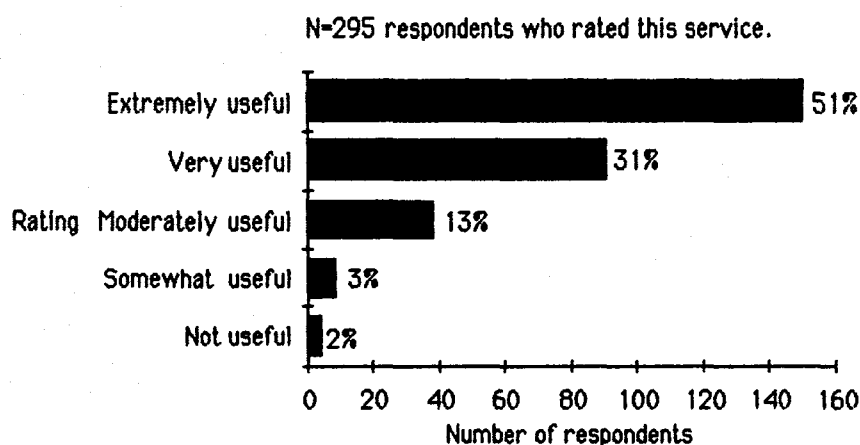
Table 2: Usefulness ratings for information or interpretive services

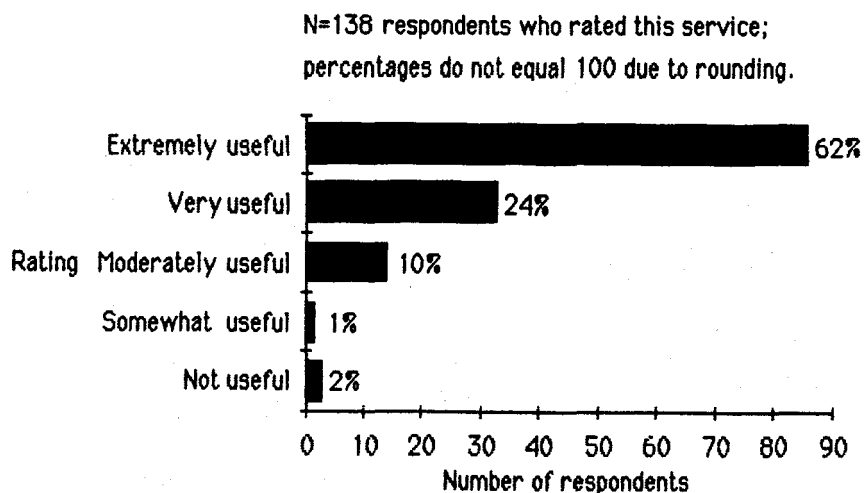
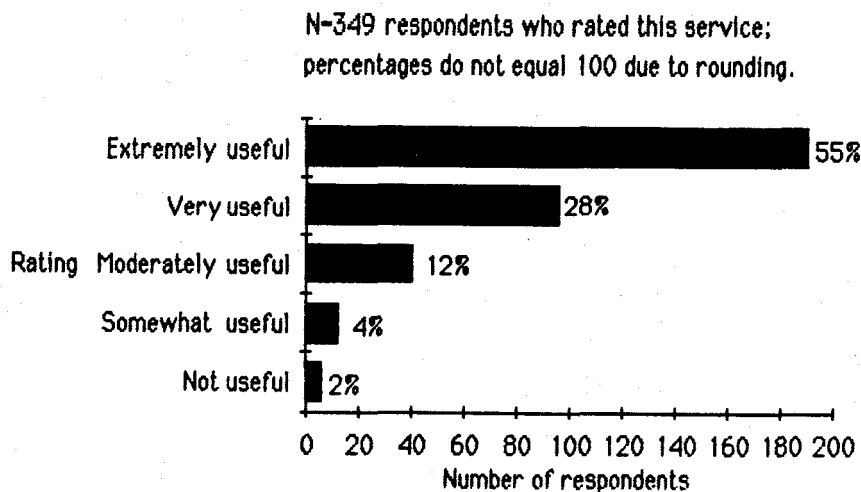
N=499 visitor groups	
Service	Average score (1-extremely high)
Park map/brochure	1.6
Museums	1.6
Visitor centers	1.7
Park direction signs	1.7
Ranger tour	1.7
Self-guided trail brochure	1.8
Audio-visual programs	1.8
Evening campfires	1.8
Roadside exhibits	1.9
Safety brochures	1.9
Park newspaper	2.1
Bulletin boards	2.1

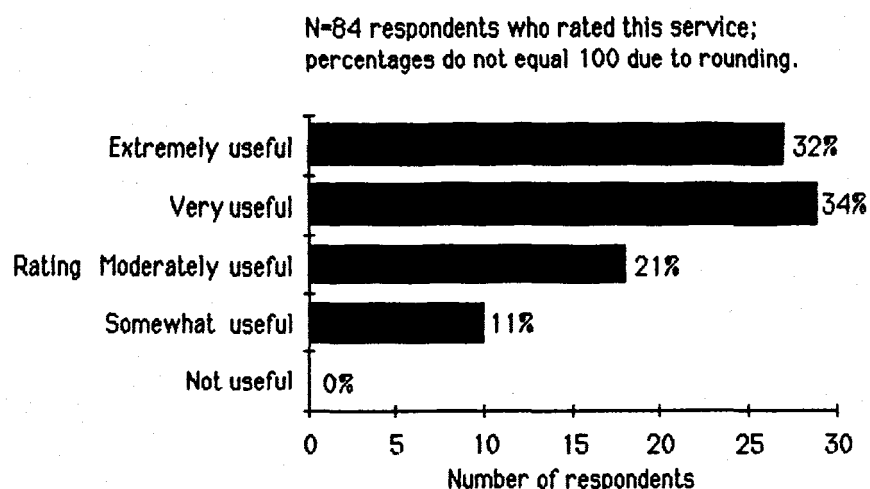
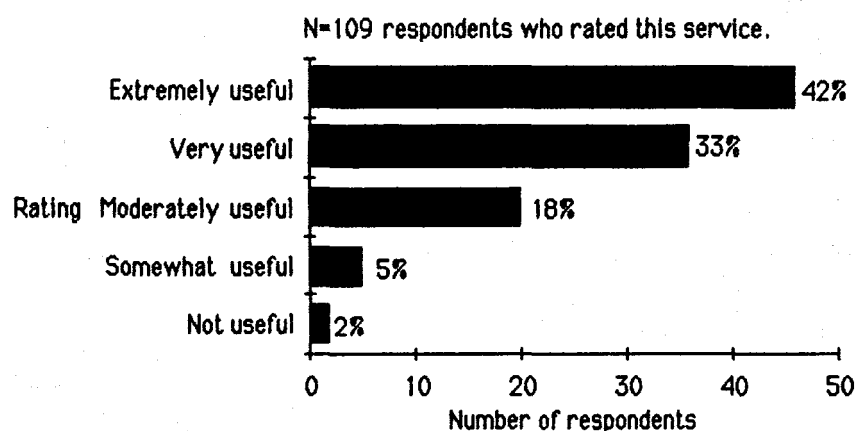
G. Special question 1 (continued)**Figure 27: Visitor ratings of ranger tours****Figure 28: Visitor ratings of self-guided trail brochures**

G. Special question 1 (continued)**Figure 29: Visitor ratings of audio-visual programs****Figure 30: Visitor ratings of park map/brochure**

G. Special question 1 (continued)**Figure 31: Visitor ratings of park newspaper****Figure 32: Visitor ratings of evening campfire programs**

G. Special question 1 (continued)**Figure 33: Visitor ratings of roadside exhibits****Figure 34: Visitor ratings of visitor centers**

G. Special question 1 (continued)**Figure 35: Visitor ratings of museums****Figure 36: Visitor ratings of park direction signs**

G. Special question 1 (continued)**Figure 37: Visitor ratings of bulletin boards****Figure 38: Visitor ratings of safety brochures or handouts**

H. Special question 2: Visitor services

The survey asked visitors to indicate the importance of eight services and to rate each service's quality if used, using a five point scale. Figure 39 shows the visitors' average scores for all services, rating both importance and quality. There are four quadrants shown, each of which locates the services according to their levels of importance and quality. Services located in quadrant: I - are of greater importance and lower quality; II - greater importance and higher quality; III - lesser importance and lower quality; IV - lesser importance and lower quality.

In general, visitors felt that the most important services were overnight lodging, automotive services, medical services and food services. Figures 40 to 47 illustrate how important visitors felt these items were to them. Lodging was extremely important to the majority of visitors (57%). A wide variation in visitor opinions about the importance of store number and variety, food services and float trips existed. Services rated as least important by visitors were air transportation and horse rides/trips. Even though visitor opinions were varied, a rating of very to extremely important was given to automotive services (60%) and medical services (57%).

Visitor opinions about the quality of all services were either above average or divided as shown in Figures 48-55. Sixty-three percent of visitors rated float trips as being very good in quality. Horse rides/trips received a very good quality rating from 52% of the users. Similarly, users rated the quality of overnight lodging as very good (52%). Air transportation, medical services, store number and quality, and automotive services received the lowest quality ratings.

H. Special question 2 (continued)

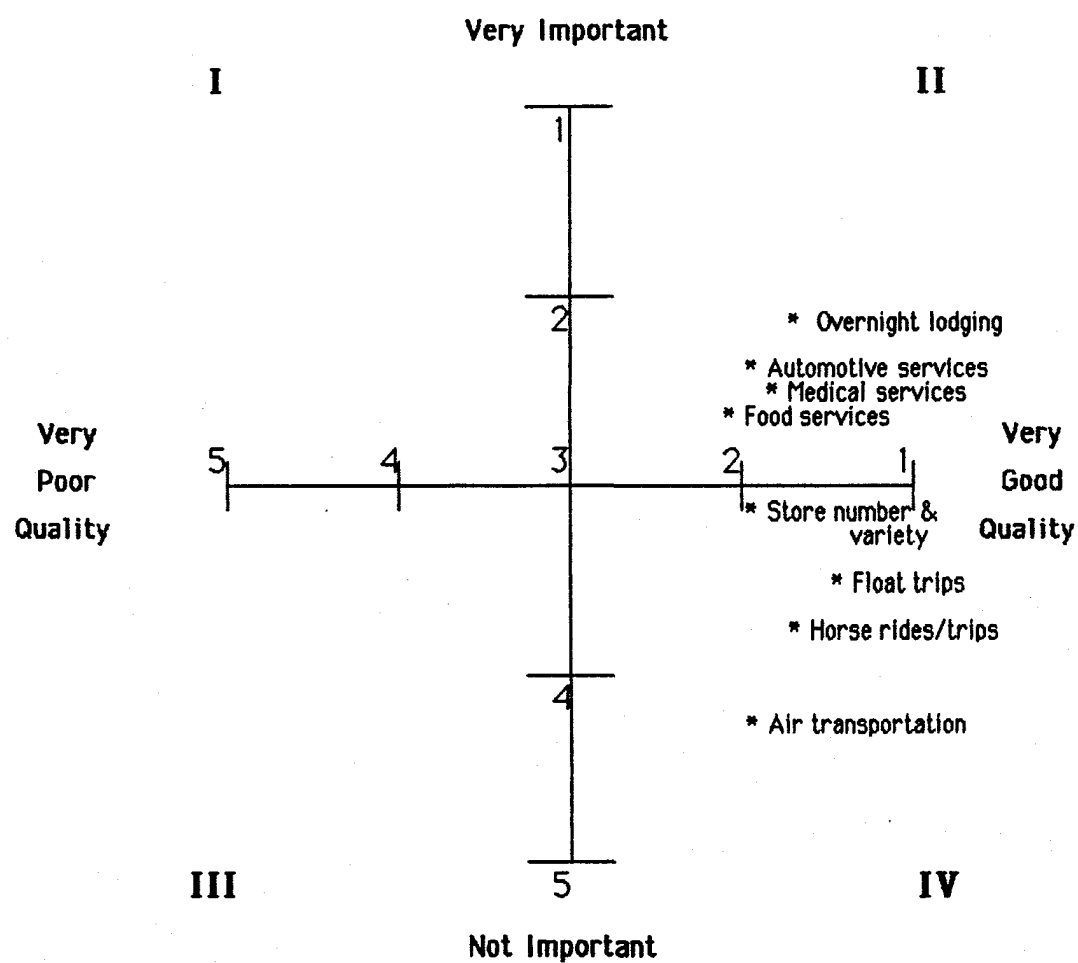
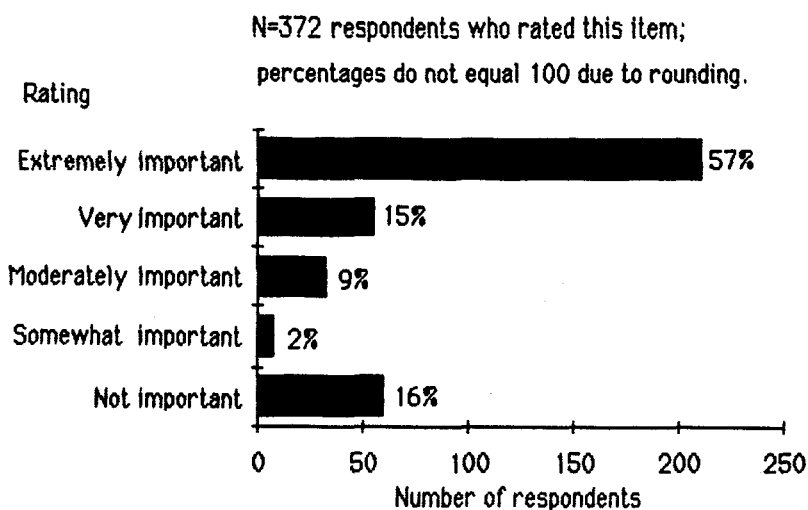
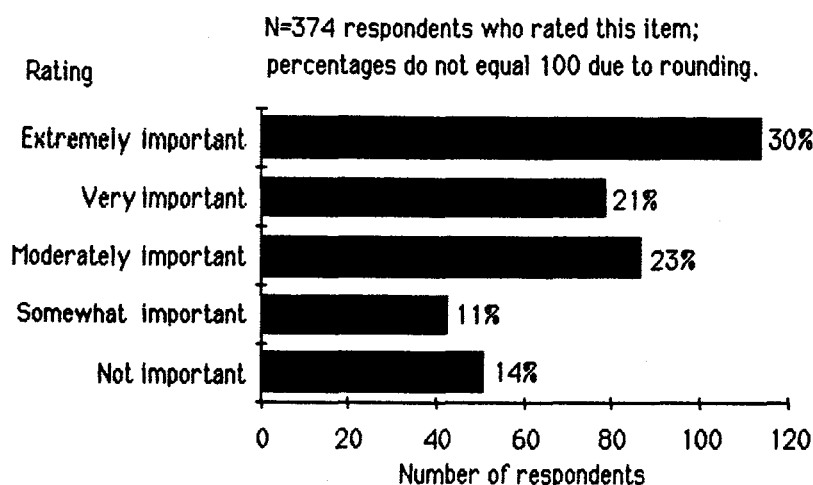
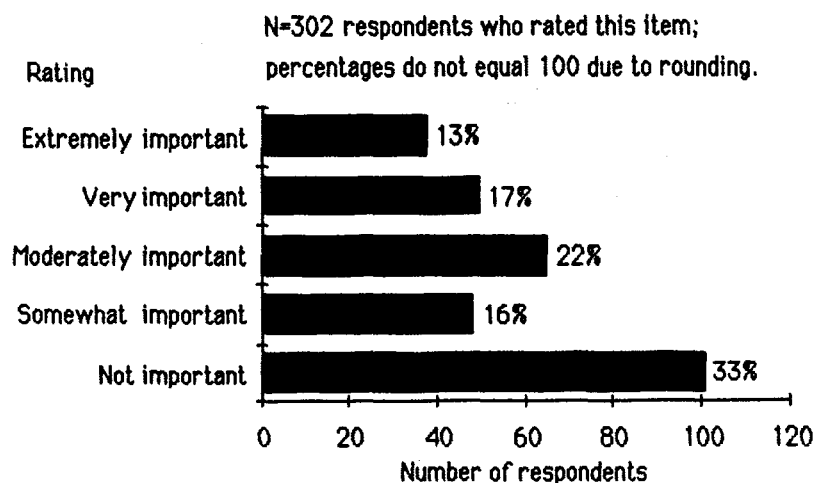
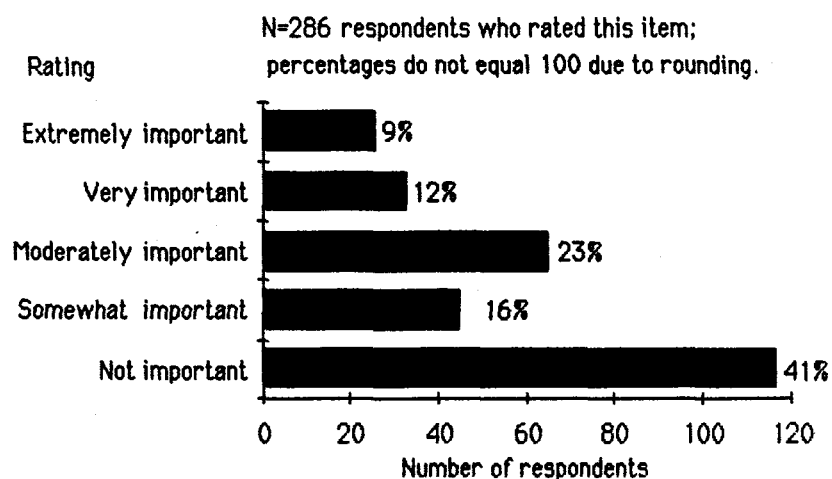
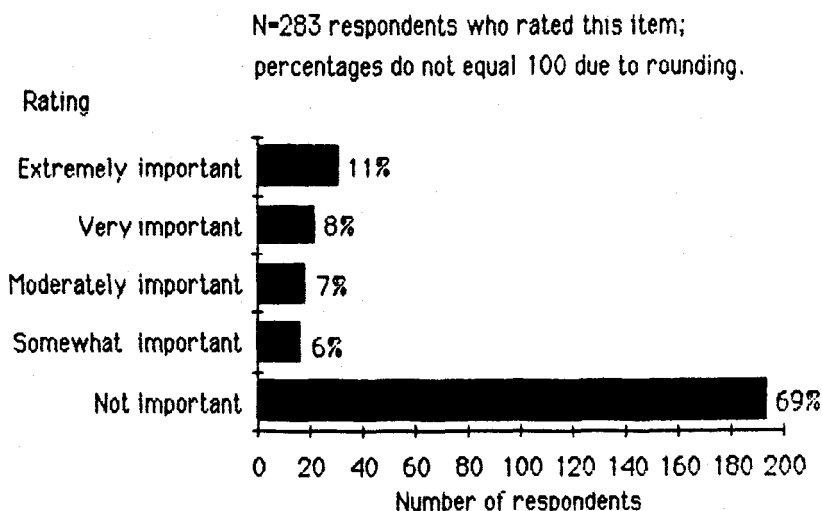
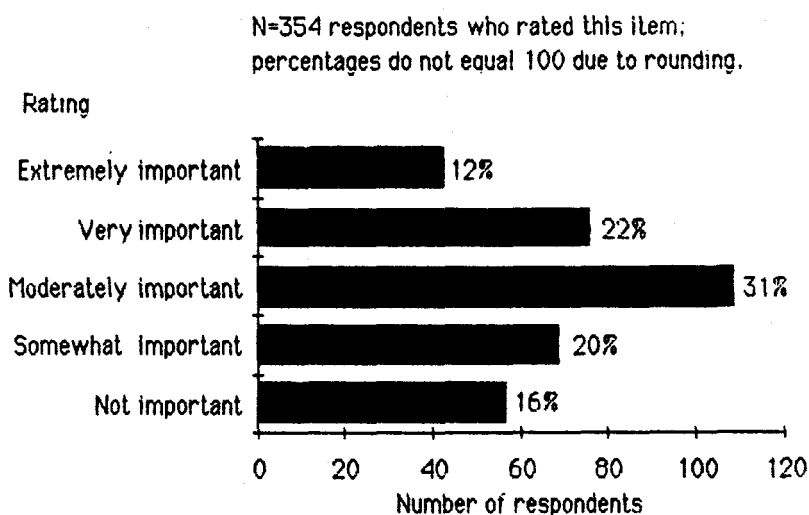
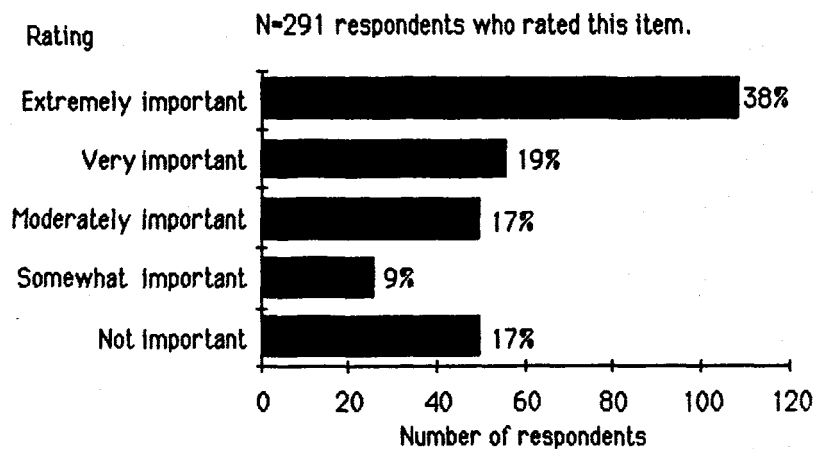
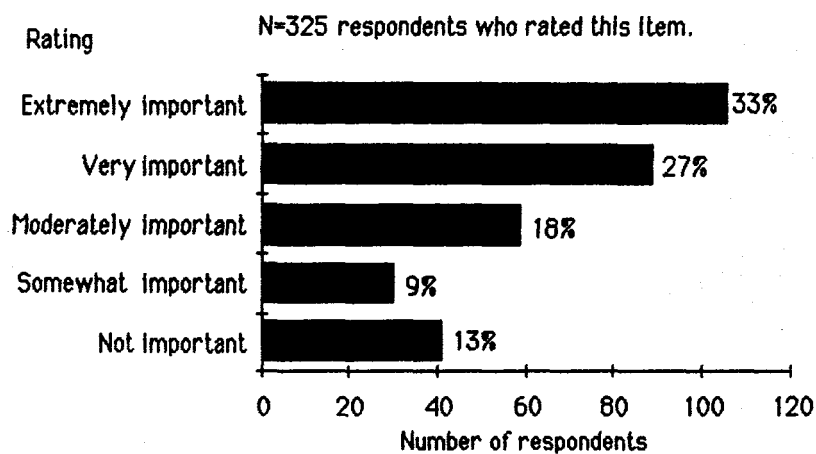


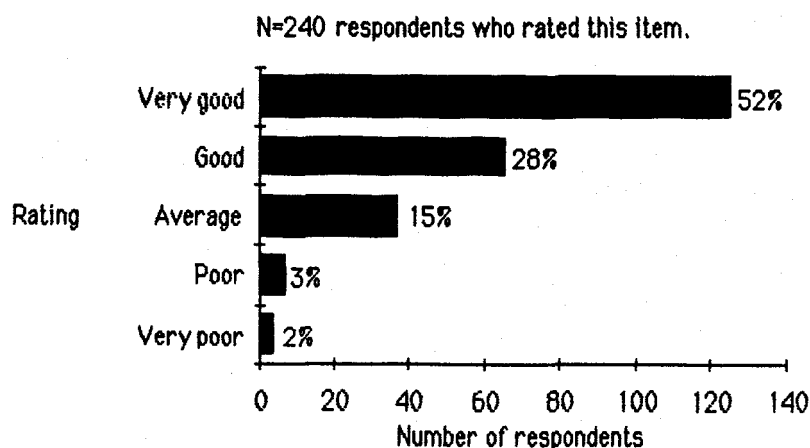
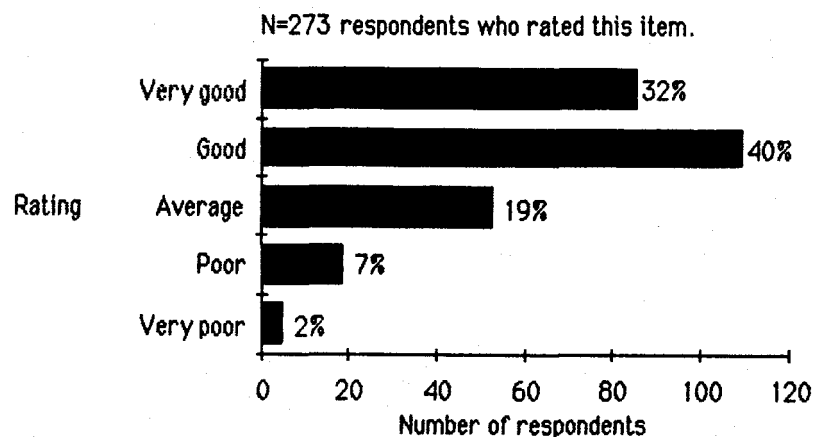
Figure 39: Ratings of visitor service importance and quality

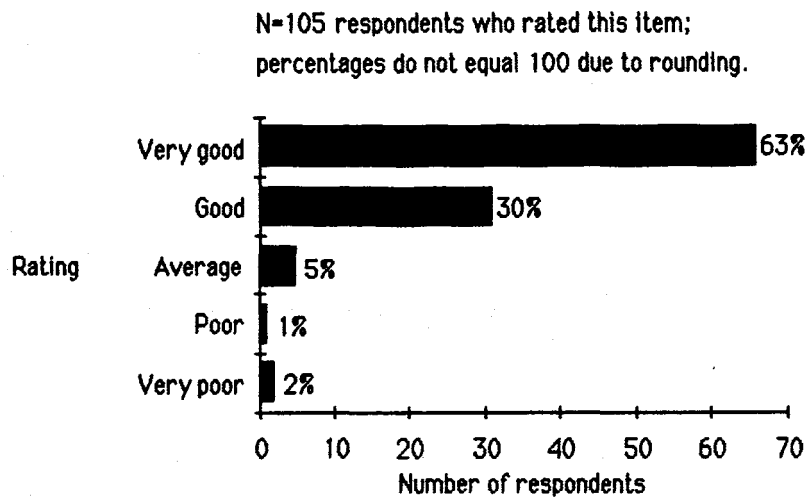
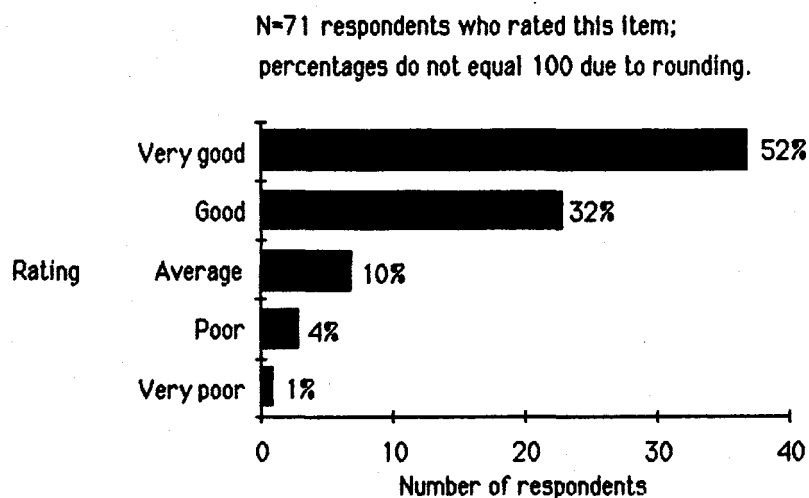
H. Special question 2 (continued)**Figure 40: Visitor importance ratings of overnight lodging****Figure 41: Visitor importance ratings of food services**

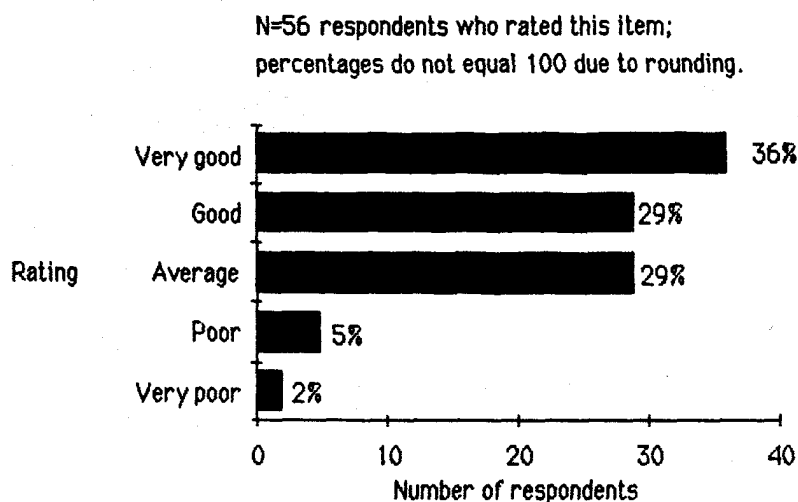
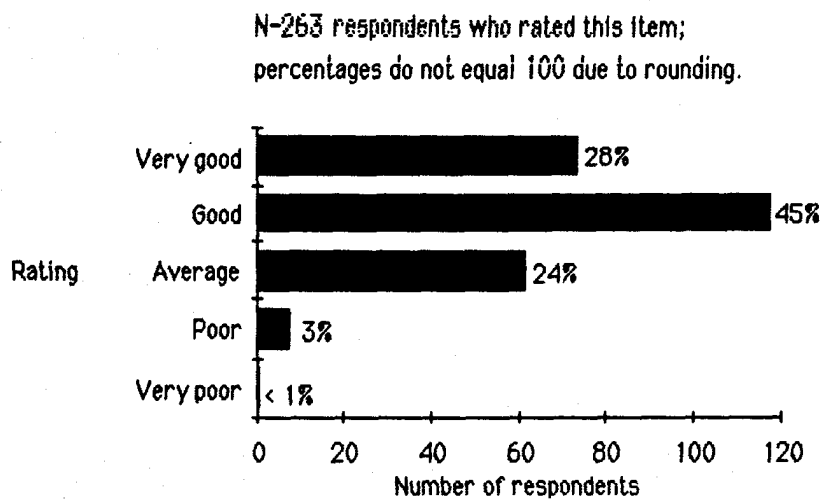
H. Special question 2 (continued)**Figure 42: Visitor importance ratings of float trips****Figure 43: Visitor importance ratings of horse rides/trips**

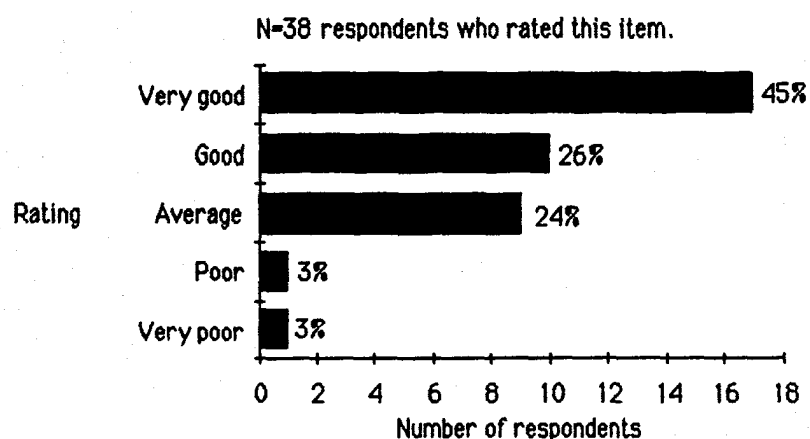
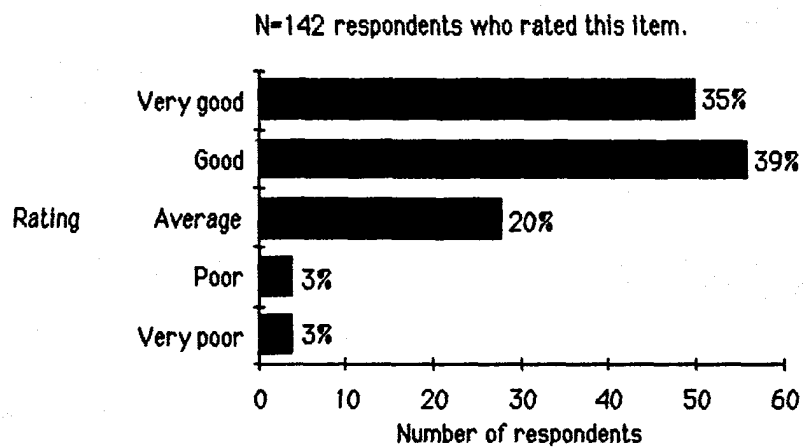
H. Special question 2 (continued)**Figure 44: Visitor importance ratings of air transportation****Figure 45 : Visitor importance ratings of store number and variety**

H. Special question 2 (continued)**Figure 46: Visitor importance ratings of medical services****Figure 47: Visitor importance ratings of automotive services**

H. Special question 2 (continued)**Figure 48: Visitor quality ratings of overnight lodging****Figure 49: Visitor quality ratings of food services**

H. Special question 2 (continued)**Figure 50: Visitor quality ratings of float trips****Figure 51: Visitor quality ratings of horse rides/trips**

H. Special question 2 (continued)**Figure 52: Visitor quality ratings of air transportation****Figure 53: Visitor quality ratings of store number and variety**

H. Special question 2 (continued)**Figure 54: Visitor quality ratings of medical services****Figure 55: Visitor quality ratings of automotive services**

I. Special question 3: Jenny/String Lakes activities

Visitors were asked if they stopped at the Jenny/String Lakes area and in which activities they participated while there. Figure 56 illustrates their responses. Sixty-five percent of visitors stopped at this location. Popular activities included scenic driving (82%), hiking for less than two hours (39%), picnicking (33%) and hiking for more than two hours (27%).

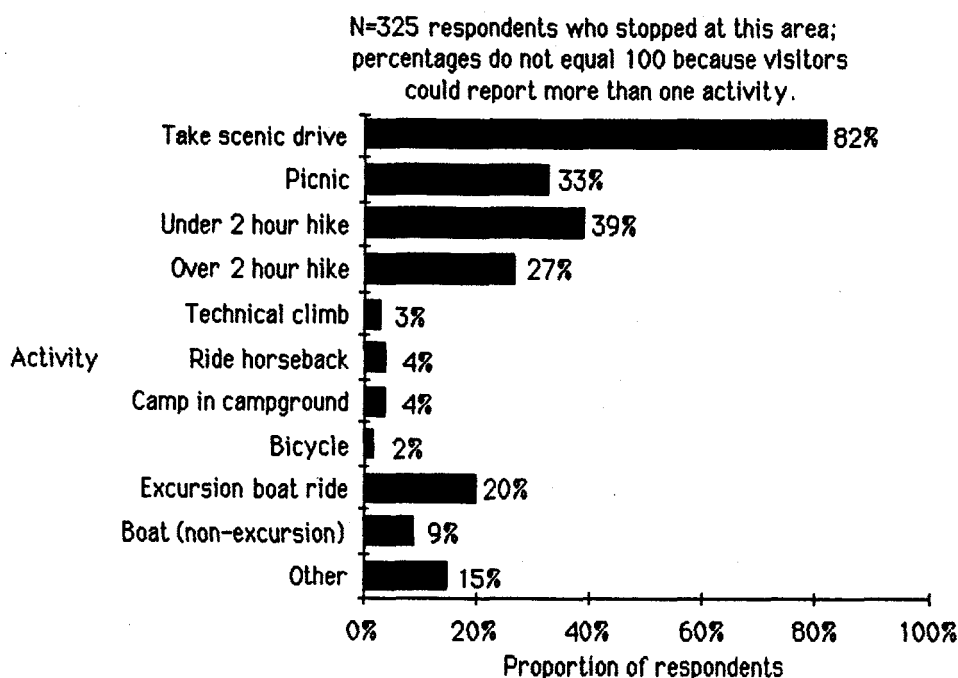


Figure 56: Proportion of visitors participating in each activity at Jenny/String Lakes

J. Special question 4: Colter Bay activities

Visitors were asked if they stopped at the Colter Bay area and in which activities they participated while there. Figure 57 illustrates their responses. Fifty-five percent of visitors stopped at this location. Popular activities included visiting the Visitor Center (82%), hiking for less than two hours (34%), "other" activities (34%), picnicking (28%) and camping (24%). "Other" activities included such things as sight-seeing, pleasure walking, photography, eating at restaurants and car touring.

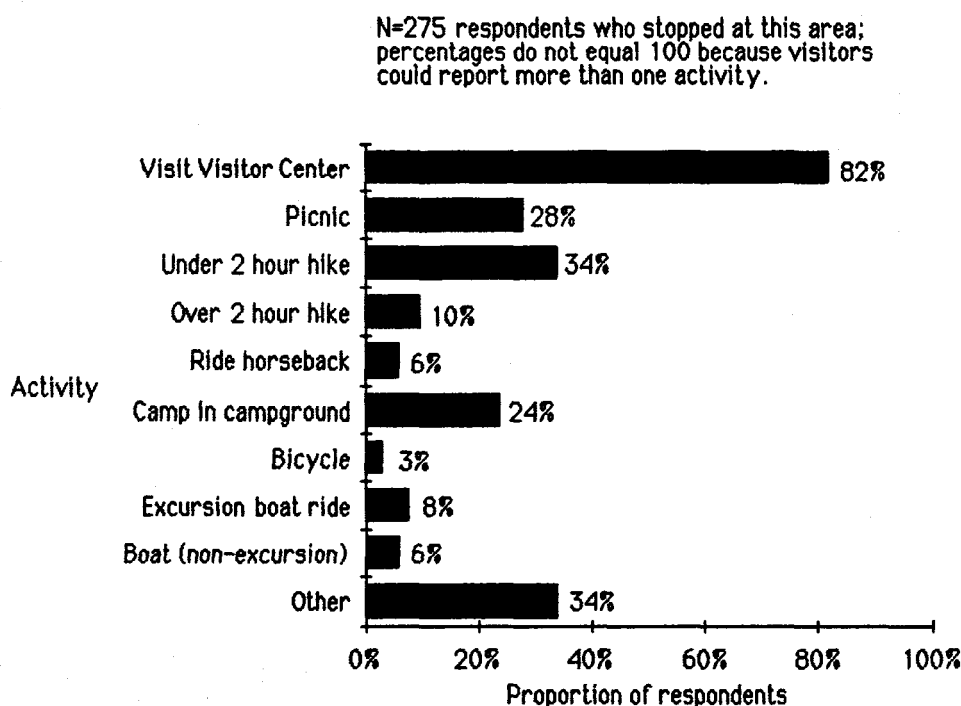


Figure 57: Proportion of visitors participating in each activity at Colter Bay

K. Summary of visitor comments - Introduction

Volume 2 of this report contains unedited comments made by visitors. A summary of these comments appears here and is also included within Volume 2. Some comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are broached, including natural features, facilities, interpretation services, personnel and maintenance.

K. Summary of visitor comments (continued)

COMMENT SUMMARY

Visitors' answers to question 9: "If you were planning for the future of Grand Teton National Park, what would you propose? Please be as specific as possible."

Comment	Number
GENERAL COMMENTS	[157]
Keep park as natural or primitive as possible	35
Keep the park as it is	29
Prohibit additional commercial development	27
Limit the number of visitors	10
Not knowledgeable enough to respond	7
Limit or restrict motor vehicle use	5
Limit or restrict additional development	5
Continue to protect scenic and wildlife values	5
Other	34
INTERPRETIVE FACILITIES AND PROGRAMS	[45]
Better information on trails or hiking	6
Better map or introductory park brochure	5
Other	34
OTHER FACILITIES	[239]
Develop or extend separate bicycle path	25
More showers (especially in campground)	18
Additional Campgrounds or campsites	15
Better directional road signing	12
Improve road maintenance	8
Separate horse and foot trails	8
More hookups	8
More picnic areas	7
More passing lanes or pullouts for slow moving vehicles	5
More pullouts or wider shoulders so parked vehicles do not block traffic	5
Improve road between Teton Village and Moose Junction	5
Restrict horse use on trails	5
Other	118

N = 525 responses. Many visitors made more than one comment. In addition, this does not include the responses of 40 visitors who misunderstood the question and responded with how they would plan a future visit to GTNP.

K. Summary of visitor comments (continued)

CONCESSIONS	[42]
More affordable accomodations	6
Additional lodging in or near park	5
Other	31
NATURAL FEATURES	[18]
Increase resources devoted to wildlife management	6
Increase wildlife populations	5
Other	7
ACTIVITIES	[7]
MISCELLANEOUS	[17]

K. Summary of visitor comments (continued)

COMMENT SUMMARY

Visitors' answers to question 10: "Is there anything else you would like to tell us about your visit to Grand Teton National Park?"

Comment	Number
GENERAL IMPRESSION OF PARK	[374]
Enjoyed visit	100
Beautiful or exceptionally scenic	85
Needed or wished we had more time	27
Would like or plan to visit again	25
Just passing through on way to or from Yellowstone	23
One of the most beautiful or well managed park areas ever visited	18
Clean	16
Well maintained	14
Well managed or well organized	7
Visit interesting or informative	5
Other	54
INTERPRETIVE FACILITIES AND PROGRAMS	[33]
Enjoyed or appreciated interpretive programs	5
Other	28
OTHER FACILITIES	[50]
Well maintained	5
Other	45
CONCESSIONS	[24]
PERSONNEL	[47]
Park personnel (NPS or concessionaire) helpful or friendly	38
NPS employees informative or knowledgeable	7
Other	2

N = 593 responses. Many visitors made more than one comment.

K. Summary of visitor comments (continued)

NATURAL FEATURES	[31]
Enjoyed viewing wildlife	17
Would like to have seen more wildlife (especially bear)	6
Other	8
ACTIVITIES	[19]
Enjoyed hiking	9
Enjoyed float trip	7
Other	3
MISCELLANEOUS	[15]

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics such as site visited, group size, day visited, and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about the visitors. This menu is provided so that the ordering of further data can be done easily. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about which sites received a greater portion of use each day was required, you could request a comparison of site visited by entry day.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge was desired about the different activities of visitors to each site each day, a comparison of (activity by site visited) by entry day could be requested; if knowledge about which age groups were participating in an activity at a particular site was required, a comparison of (age group by activity) by site visited could be requested.

In the first section of the sample order form found on the next page is a complete list of the variables for which information was collected from the visitors to your park. Below the list are a series of two blanks that are provided for specifying the additional variables that are to be requested in two-way comparisons. Simply select the characteristics of interest from the variable list and write in the names of the other variables desired in the adjacent spaces. Blank order forms are provided for tearing out and completing, as shown in the sample.

Menu for further analysis (continued)

Should a three-way comparison be required, the next section of the order form provides blanks for specifying each of the three variables of interest. Simply write down the names of those specific characteristics required from the above list for each comparison requested. For example, if a comparison of activity by group type by age group is required, each of these characteristics should be listed in the space provided on the order form.

SAMPLE

Visitor Services Project
Analysis Order Form--Report 11 (Grand Teton)

Analysis Order Form

Date of request: _____
Person requesting analysis: _____
Phone number (commercial): _____
Drawing list includes _____ from the _____
_____ this list.

Analysis Order Form -

Person requesting analysis:

Phone number (commercial):

The following list includes all of the variables available for comparison from the visitor survey conducted in your park. Use this list when requesting additional two-way and three-way comparisons.

1. Group size
2. Group type
3. Age
4. Sex
5. Education
6. Income
7. Occupation
8. State of origin
9. Distance traveled
10. Site visited
11. Accommodations
12. Info./Interp. use
13. Info./Interp. sat.
14. V. serv. import.
15. V. serv. quality
16. V. serv. string

1. Group size
2. Group type
3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day
8. Length of stay
9. Activity
10. Site visited
11. Accommodations
12. Info./Interp. used
13. Info./Interp. useful
14. V. serv. importance
15. V. serv. quality
16. Jenny/String activity
17. Colter Bay activity

3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day
8. Length of stay
9. Activity

15. _____
16. Jenny.
17. Colter Bay

1. Additional two-way comparisons (please write in the appropriate variables from the above list).

Variable _____
by service import

Entry

8. Length of

9. Activity

Additional two-way comparisons
appropriate variables from the above

Variable	by	Variable
<u>Group type</u>	<u>service importance</u>	
	by	
	by	
	by	
	by	
	by	

three-way comparisons (please describe)
variables of interest from the

activity	by	site
	by	
	by	

group type by by by by

2. Additional three-way comparisons (please describe, listing the three variables of interest from the previous list)

group type by activity by site by by by

to know

3. Special Instructions

Instructions

APPENDICES

Appendix A: Questionnaire