
Badlands National Park Visitor Study

Summer 2000

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and
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**Visitor Services Project
Report 123**

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Todd Simmons is a VSP Research Aide based at the Cooperative Park Studies Unit, University of Idaho. I thank Dr. James Gramann and the staff and volunteers of Badlands National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance

**Visitor Services Project
Badlands National Park Visitor Study
Report Summary**

- This report describes the results of a visitor study in Badlands National Park from August 2-8, 2000. A total of 798 questionnaires were distributed to visitors. Visitors returned 639 questionnaires for an 80.1% response rate.
- This report profiles visitors at Badlands National Park. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Over one-half of the visitor groups (61%) were in family groups. Thirty-nine percent of visitor groups were in groups of two. Forty percent of visitors were aged 36-55 years; 22% were aged 15 years or younger. One-half of the visitors (50%) had a bachelor's or higher degree.
- United States visitors were from Minnesota (10%), Wisconsin (10%), Illinois (8%), Michigan (8%), 40 other states and Washington D.C. International visitors comprised 7% of Badlands visitation, with 38% from Canada, 17% from England, 14% from Germany and the remainder from 11 other countries.
- Most visitors (65%) were making their first visit to Badlands National Park. Eighty-three percent of the visitor groups spent less than one day at the park. Of those groups that spent less than a day at the park, 74% spent four hours or less.
- On this visit, the most common activities were viewing scenery (100%), visiting the visitor center (74%) and viewing roadside exhibits (73%).
- The most used sources of information were travel guides or tour books (48%), friends or relatives (42%), previous visits (39%) and word of mouth (25%). For future visits, visitors selected the internet-Badlands NP home page (55%), travel guide/ tour book (47%) and previous visits (35%) as their preferred methods of obtaining information.
- The features or qualities of Badlands NP receiving the highest importance rating included preservation of native prairie (75%), experiencing wildness (70%), and natural quiet (70%).
- On this visit, the most commonly visited sites within Badlands NP were the Pinnacles Overlook (67%), Ben Reifel visitor center (65%), Journey Overlook picnic area (39%), and Roberts Prairie dog town (37%).
- In regard to the use, importance and quality of information services, it is important to note the number of visitor groups that responded to each question. The information services that were most used by 560 respondents were the park brochure/map (92%) and the visitor center exhibits (67%). According to visitors, the most important information services were visitor center staff (86% of 260 respondents) and park brochure/map (84% of 492 respondents). The highest quality information services were visitor center staff (86% of 256 respondents) and park brochure/map (84% of 475 respondents).
- The visitor services and facilities that were most used by 560 respondents were the paved roads (87%) and the overlooks (77%). According to visitors, the most important visitor services and facilities were overlooks (93% of 418 respondents) and Cedar Pass campground (93% of 43 respondents). The highest quality services and facilities were overlooks (95% of 407 respondents) and paved roads (89% of 455 respondents).
- Ninety-four percent of Badlands visitor groups rated the overall quality of visitor services at Badlands National Park as "very good" or "good." Visitors made many additional comments.

<p style="text-align: center;">For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit, phone (208) 885-7129 or 885-7863.</p>

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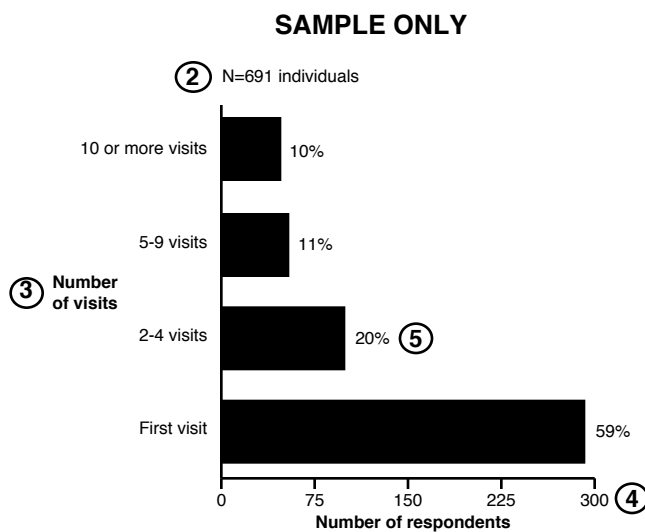
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INTRODUCTION

This report describes the results of a study of visitors at Badlands National Park (NP). This visitor study was conducted August 2 – 8, 2000 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A **Methods** section discusses the procedures and limitations of the study. A **Results** section follows, including a summary of visitor comments. Next, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project (VSP) studies. Some of the questions are comparable with VSP visitor studies conducted at other parks. Other questions are customized for Badlands NP. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires distributed to, a sample of visitor groups who arrived at Badlands NP during the period from August 2 - 8, 2000. Visitors were sampled at a total of six locations (see Table 1).

Table 1: Questionnaire distribution locations

percentages do not equal 100 due to rounding.

Location:	Questionnaires distributed	
	Number	%
Ben Reifel Visitor Center	324	41
Pinnacles Overlook	150	19
Door Trailhead	149	19
Cedar Pass Lodge	75	10
White River Visitor Center	75	10
Sage Creek Campground	25	3
GRAND TOTAL	798	102

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked their names, addresses, and telephone numbers in order to mail them a reminder/thank-you postcard. Visitor groups were asked to complete the questionnaire during or after their visit, then return it by mail.

Two weeks following the survey, a reminder thank-you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Returned questionnaires were coded and the information was entered into a computer using Statistical Analysis System (SAS), a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Data analysis

This study collected information on both visitor groups and individual group members, depending upon the specific survey question. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows group size information for 632 visitor groups, Figure 4 presents age data for 2,079 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 639 questionnaires were returned by Badlands visitors, Figure 1 shows data for only 632 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.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 2 – 8, 2000. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

**Special
conditions**

Weather conditions during the visitor study were typical of August in the Badlands area, with hot, sunny days. At the park's request, the survey was conducted during the Sturgis (SD) Motorcycle Rally. Visitation during this period included many Rally participants passing through the park in small groups or in large motorcycle caravans.

RESULTS

In Badlands National Park, 822 visitor groups were contacted, and 798 of these groups (97%) accepted questionnaires.

Questionnaires were completed and returned by 639 visitor groups, resulting in an 80.1% response rate for this study.

Visitors contacted

Table 2 compares age and group size of the total sample of visitors contacted with the age and groups of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	788	45.0	630	46.0
Group size	795	3.7	632	3.8

Figure 1 shows visitor group sizes, which ranged from one person to 51 people. Thirty-nine percent of visitor groups consisted of two people, while another 22% were people visiting in groups of four. Sixty-one percent of visitor groups were made up of family members, 20% were made up of friends, and 7% were made up of family and friends (see Figure 2). Groups listing themselves as "other" for group type included school trips and spouses. One percent of visitors were in a tour group (see Figure 3).

Demographics

Thirty-two percent of the visitors were between the ages of 36 and 50 (see Figure 4). Another 27% of visitors were below the age of 21.

Sixty-five percent of visitors were making their first visit to the park, whereas 36% had visited the park previously (see Figure 5).

Twenty-three percent of visitors stated they had graduate degrees, while another 27% had bachelor's degrees (see Figure 6).

Demographics (continued)

Ninety-nine percent of visitors did not identify themselves as Hispanic or Latino (see Figure 7). Ninety-five percent of visitors did identify themselves as White, and 2% identified themselves as Native Americans (see Figure 8).

International visitors to Badlands National Park comprised 7% of the total visitation (see Table 3). The countries most often represented (besides the United States) were Canada (49%), England (22%), and Germany (18%). The largest proportions of United States visitors were from Minnesota (10%), Wisconsin (10%), Illinois (8%) and Michigan (8%). Smaller proportions of U.S. visitors came from another forty-six states and Washington D.C. (see Map 1 and Table 4).

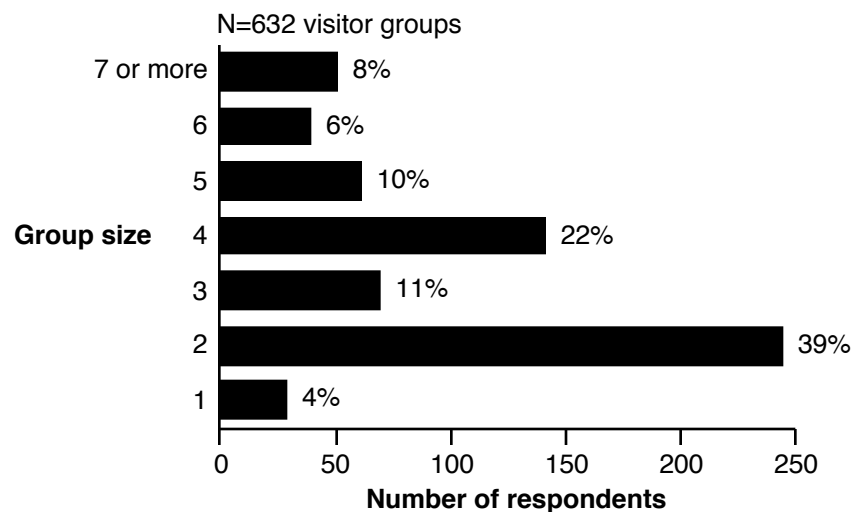
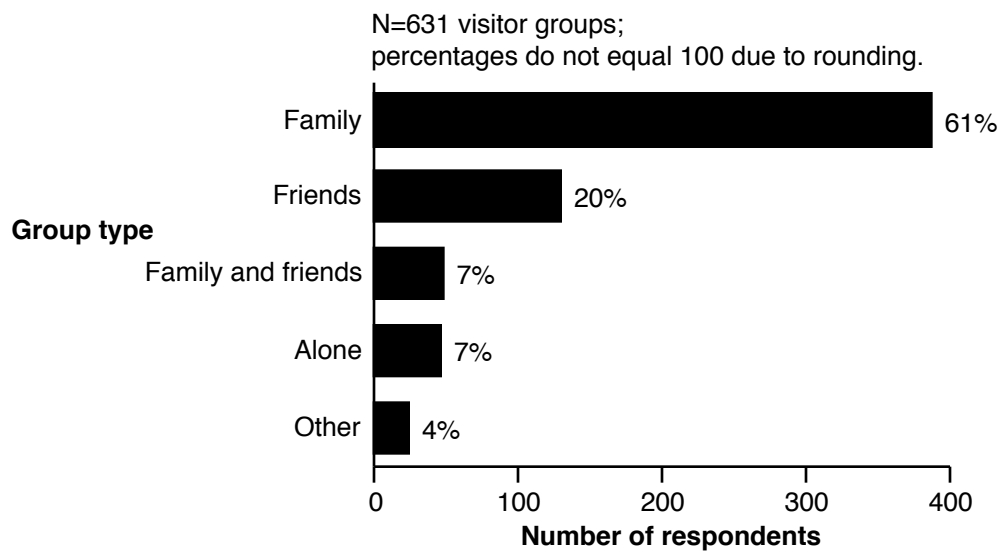
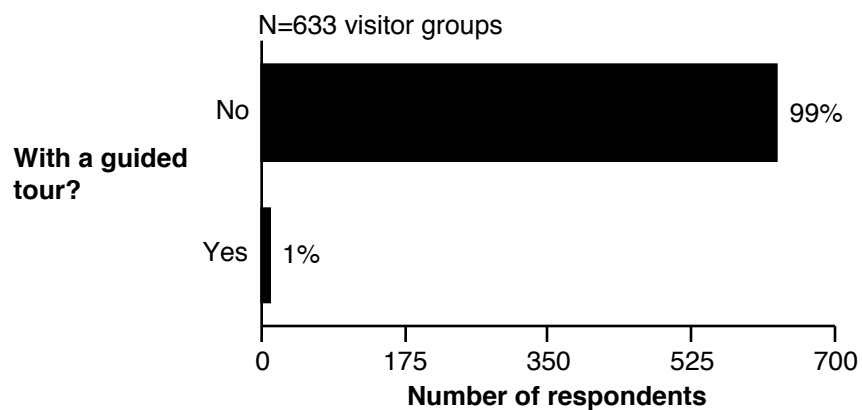
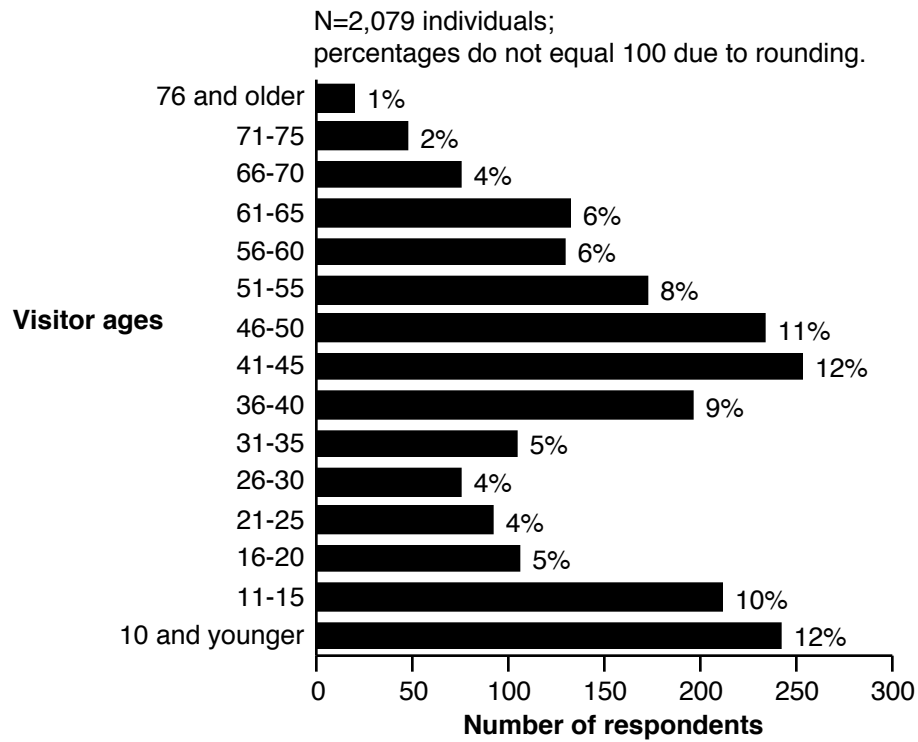
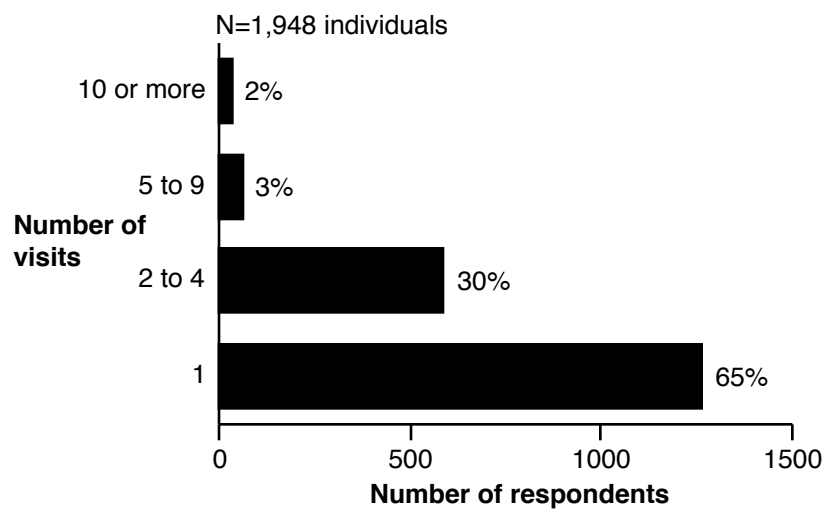
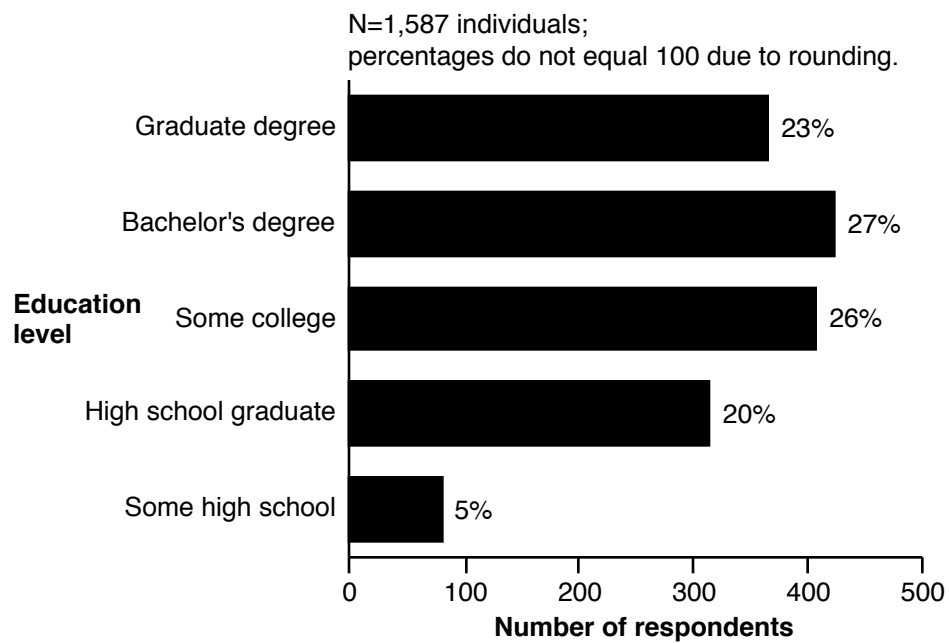
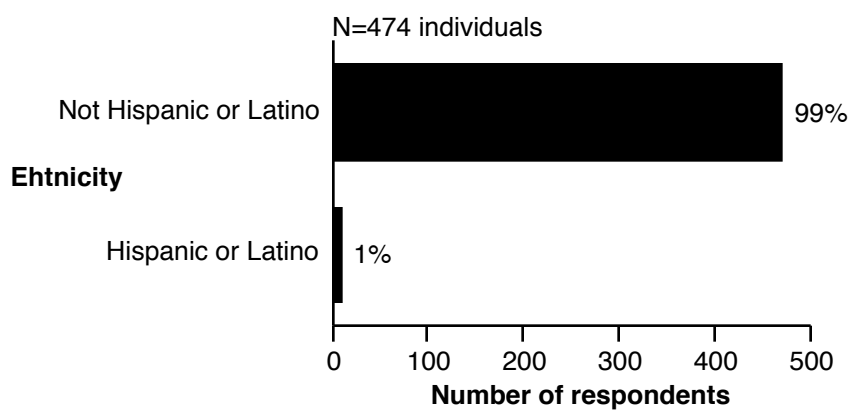


Figure 1: Visitor group sizes

**Figure 2: Visitor group types****Figure 3: Participation in a guided tour**

**Figure 4: Visitor ages****Figure 5: Number of visits**

**Figure 6: Education level****Figure 7: Ethnicity**

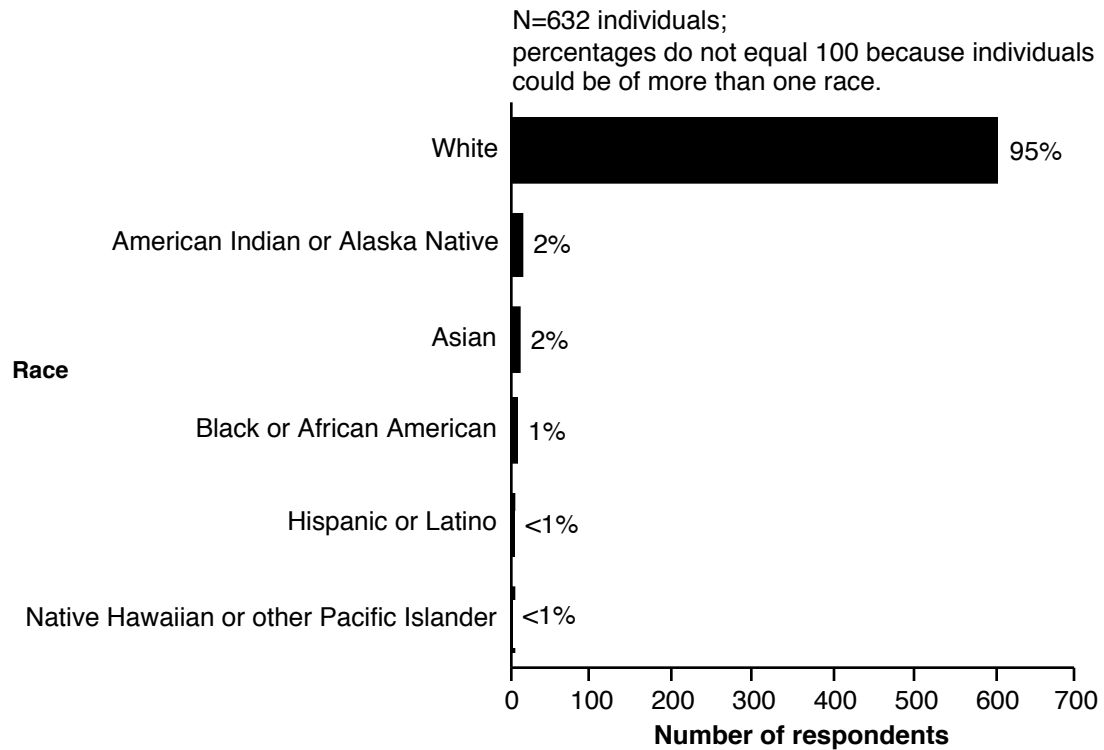
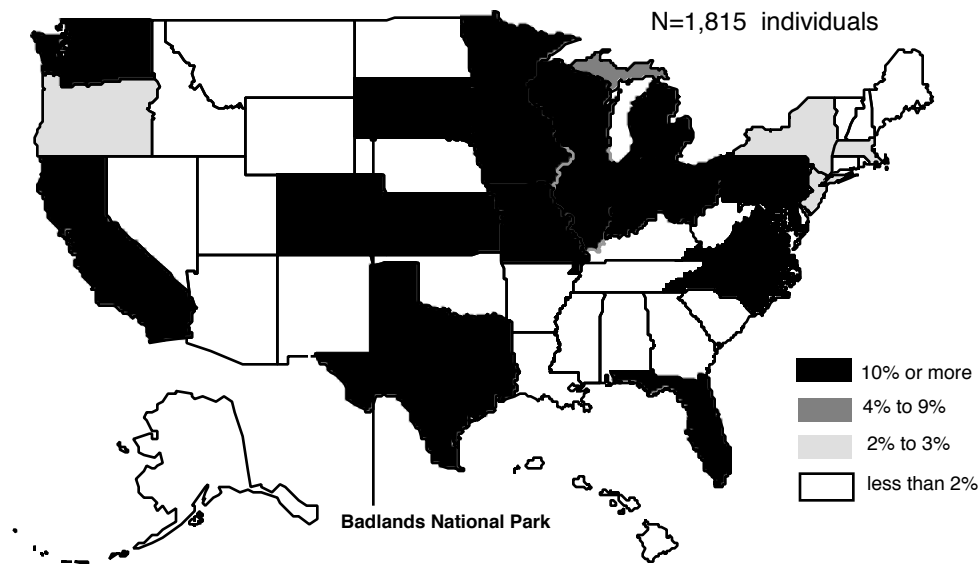


Figure 8: Race

Table 3: International visitors by country of residence

N=128 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of Int'l visitors	Percent of total visitors
Canada	49	38	3
England	22	17	1
Germany	18	14	1
France	11	9	<1
Guatemala	7	5	<1
Switzerland	4	3	<1
Belgium	3	2	<1
Hungary	3	2	<1
Japan	3	2	<1
Australia	2	2	<1
India	2	2	<1
Italy	2	2	<1
Austria	1	1	<1
South Africa	1	1	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

N=1,815 individuals;
Percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
Minnesota	178	10	9
Wisconsin	176	10	9
Illinois	145	8	8
Michigan	142	8	6
Pennsylvania	105	6	4
Iowa	94	5	4
Missouri	93	5	3
Ohio	78	4	3
California	75	4	3
Massachusetts	55	3	3
Florida	48	3	3
Colorado	45	2	2
New York	42	2	2
Indiana	41	2	2
Kansas	37	2	2
New Jersey	37	2	2
Virginia	37	2	2
Maryland	36	2	2
Texas	33	2	2
South Dakota	33	2	2
Washington	31	2	2
North Carolina	30	2	2
Oregon	28	2	1
27 other states and Washington D.C.	198	11	10

Length of stay

Visitor groups were asked how much time they spent in Badlands National Park. Eighty-three percent of visitor groups spent less than one day at the park while 12% spent one or two days (see Figure 9). Of the groups that spent less than one day at the park, over 74% spent four hours or less (see Figure 10).

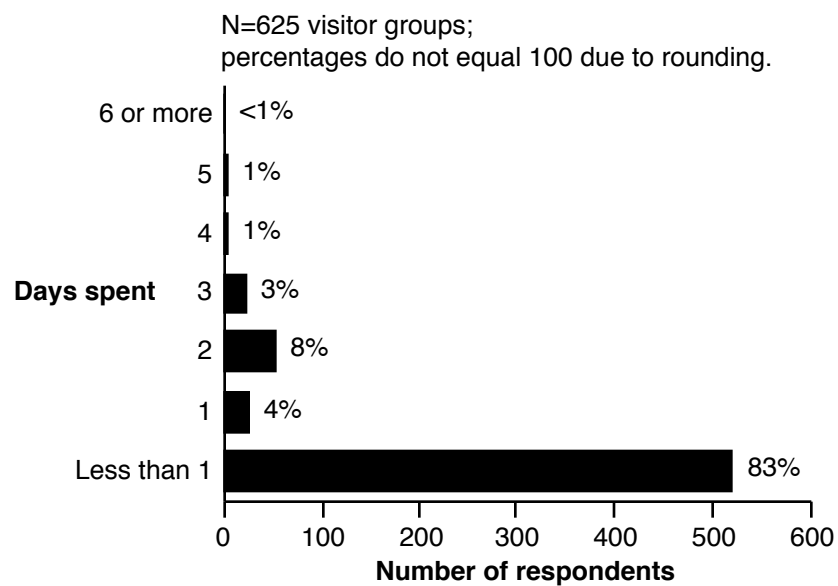


Figure 9: Days spent at Badlands NP

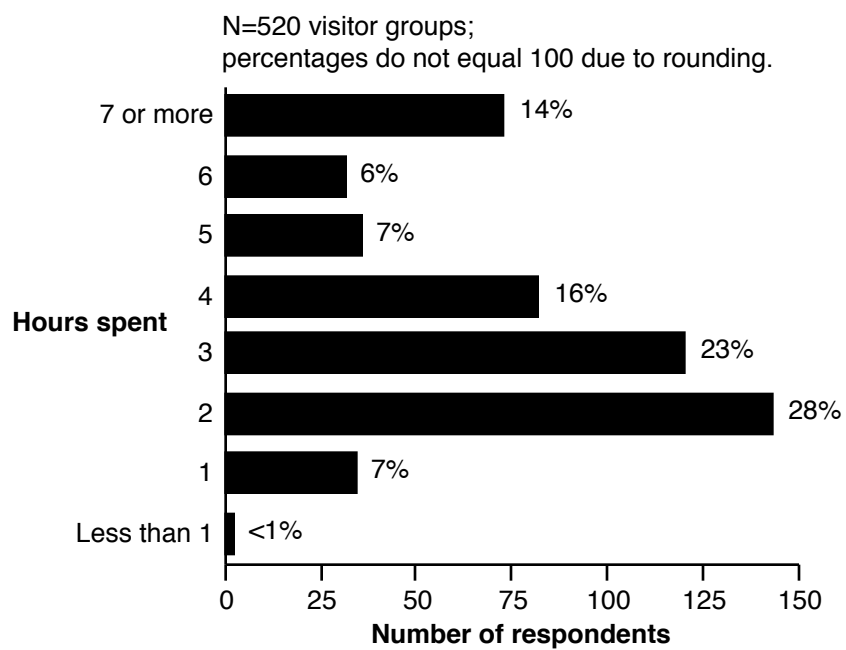


Figure 10: Hours spent at Badlands NP

Activities

Figure 11 shows the proportions of visitor groups that participated in a variety of activities at Badlands National Park. The most common activities were viewing scenery (100%), visiting visitor center (74%), and viewing roadside exhibits (73%). Visitor groups participated in a number of "other" activities including hiking, nature study and biking.

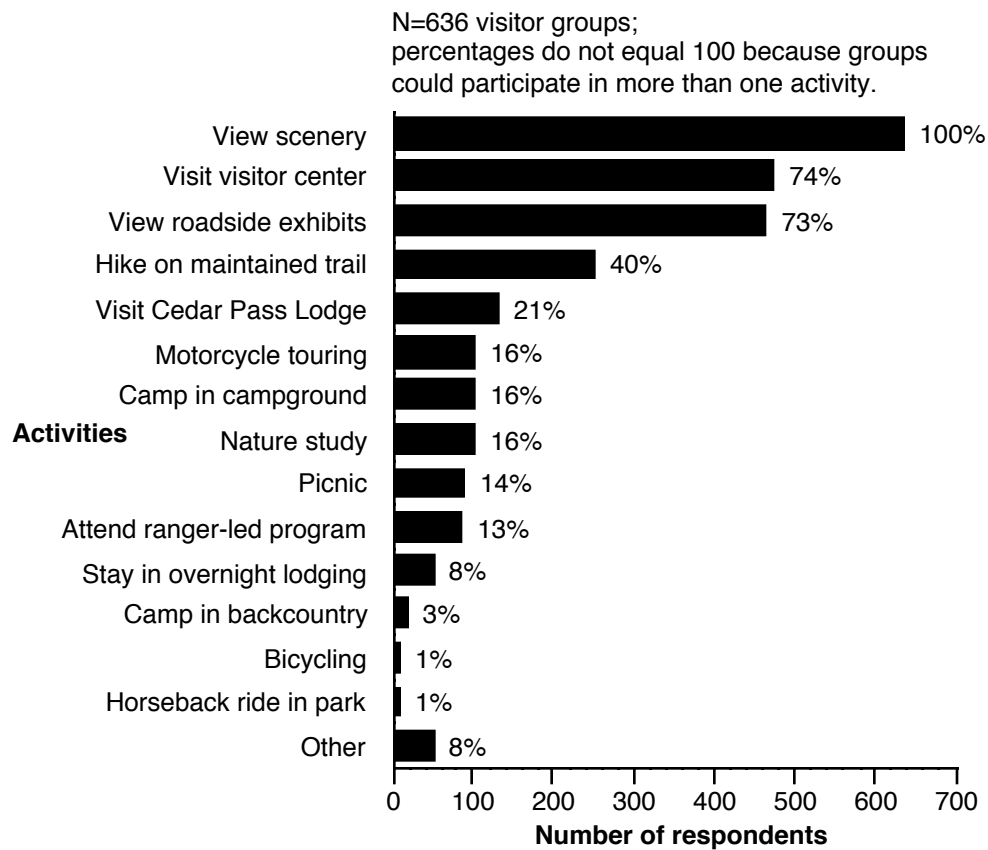


Figure 11: Visitor activities

Figure 12 shows the proportions of visitor groups that hiked trails located within Badlands NP. The most hiked trails included Fossil Exhibit Trail (54%), Door Trail (40%), and Windows Trail (38%).

Visitor groups were also asked about their opinion on the number of trails in Badlands NP. Eighty-eight percent of visitor groups indicated that the number of trails was about right, while 12% thought there were too few trails (see Figure 13).

Visitor groups were also asked about the current locations of the trails in Badlands NP. Seventy-seven percent of visitor groups indicated that the current locations were adequate, while 19% indicated new trails in different locations were needed (see Figure 14).

Hiking at Badlands National Park

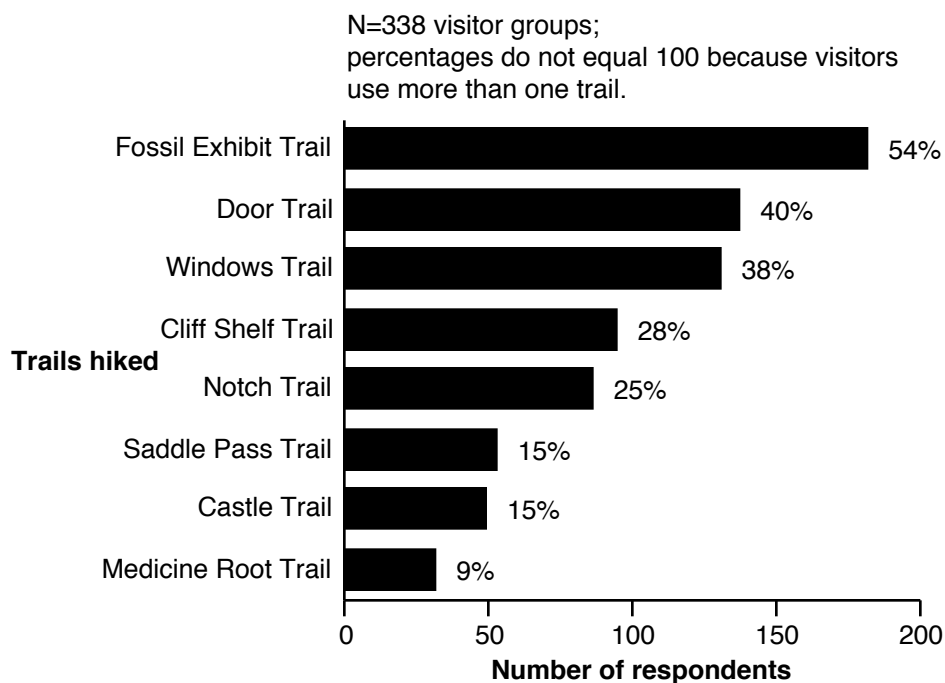


Figure 12: Trails hiked in Badlands NP

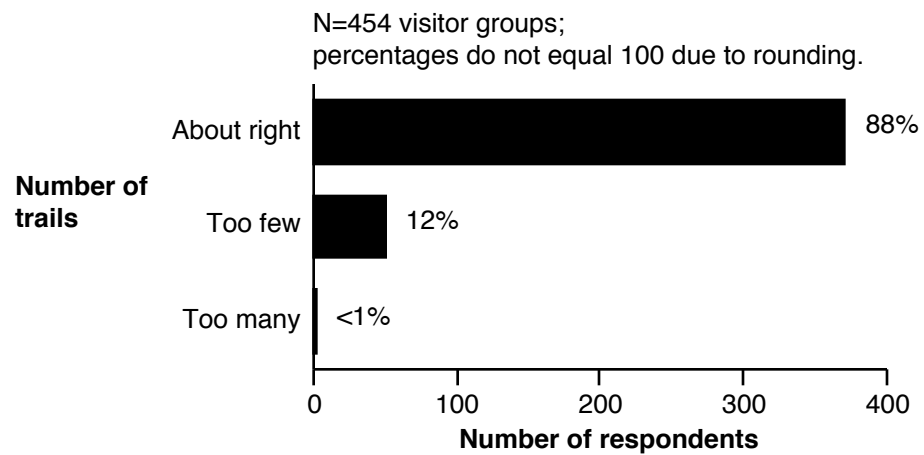


Figure 13: Number of trails in Badlands NP

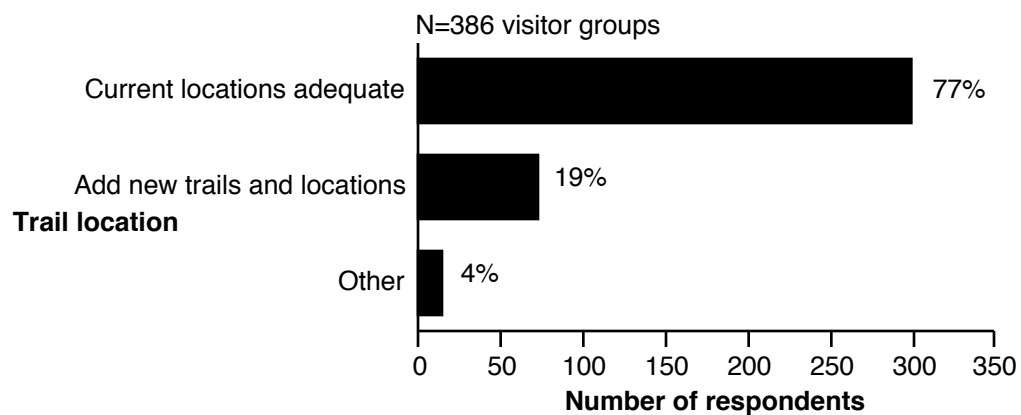


Figure 14: Location of trails in Badlands NP

Visitor groups were asked to indicate the sources they used to obtain information about Badlands National Park prior to their visit. Forty-eight percent received information from travel guides/ tour books, 42% received information from friends or relatives, and 39% from previous visits (see Figure 15). Nine percent of visitor groups received no information prior to their visit. "Other" sources of information used by visitor groups included local people, school geography lessons, and PBS specials.

Sources of information

Visitor groups were also asked to indicate the sources of information they would prefer to use prior to future visits. As shown by Figure 16, the most common preferences were the Internet-Badlands home page (55%), travel guides/ tour books (47%), and previous visits (35%).

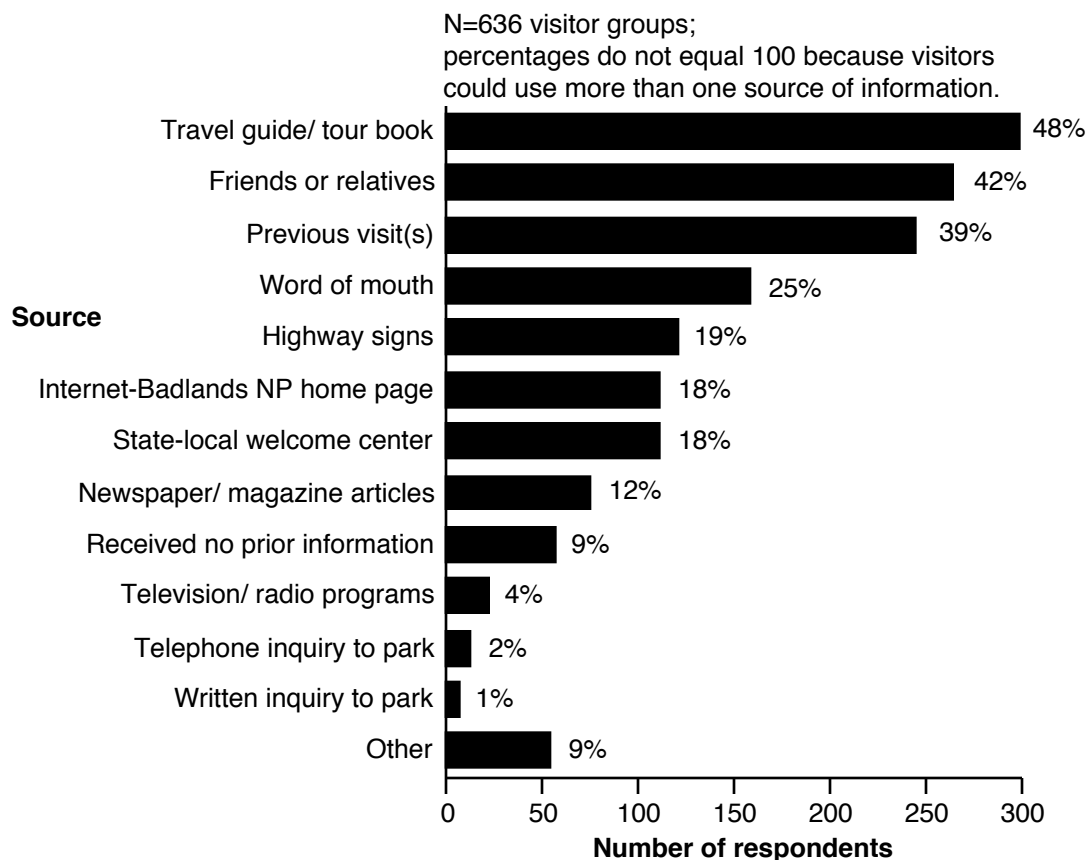


Figure 15: Sources of information—this visit

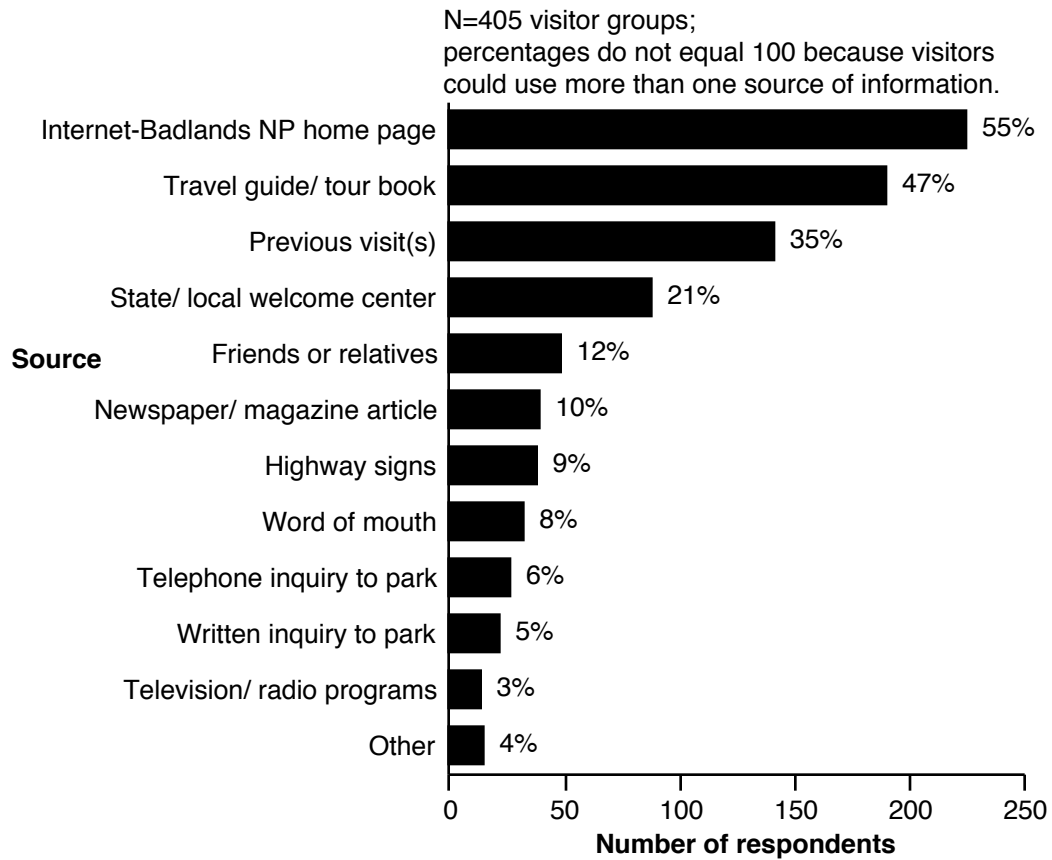


Figure 16: Sources of information future visits

Travel plans

Visitor groups were asked to indicate how their visit to Badlands NP fit into their travel plans. Ninety-one percent of visitors to Badlands NP were planning to visit the park as one of several destinations. Six percent of visitors were not planning on visiting Badlands NP at all. Three percent of visitors intended it to be their primary destination (see Figure 17). Other destinations indicated by visitor groups included Mt. Rushmore National Memorial (86%), Wall Drug (68%), Black Hills National Forest (65%) and Custer State Park (59%), as shown in Figure 18.

Fifty-three percent of visitor groups indicated that they spent one night away from home within a 1-hour drive of Badlands NP (see Figure 19). Fifty percent of visitor groups spent zero nights **inside** Badlands NP and 28% spent one night (see Figure 20). Forty-two percent of visitor groups spent one night **outside** Badlands NP and 22% spent two nights (see Figure 21). As shown in Figure 22, 54% percent of visitor groups stayed in campgrounds inside the park, while 32% utilized motels or cabins. Of those visitors staying outside the park, 43% used motels and cabins, and 29% stayed in campgrounds (see Figure 23).

Figure 24 shows the number of times visitor groups entered the park: 69% entered one time, 19% entered two times and 5% entered three times.

Visitors were asked where they spent the night prior to arriving at Badlands NP and also where they spent the night after leaving Badlands NP. Table 5 shows the number of visitor groups who stayed in each town/ city prior to arriving at Badlands NP. Table 6 shows the number of visitor groups who stayed in each town/ city after leaving Badlands NP. Rapid City, SD was the most listed city on both tables.

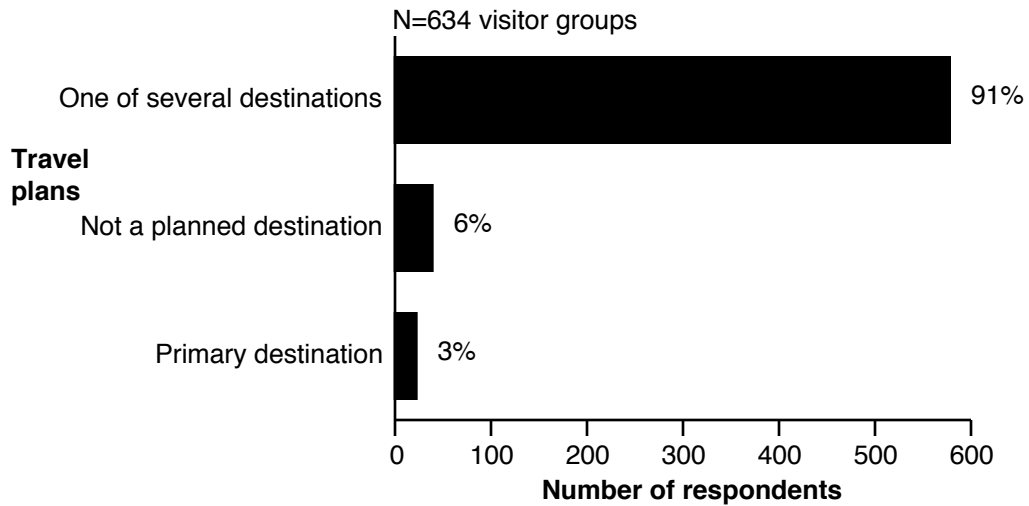


Figure 17: Badlands NP as part of travel plans

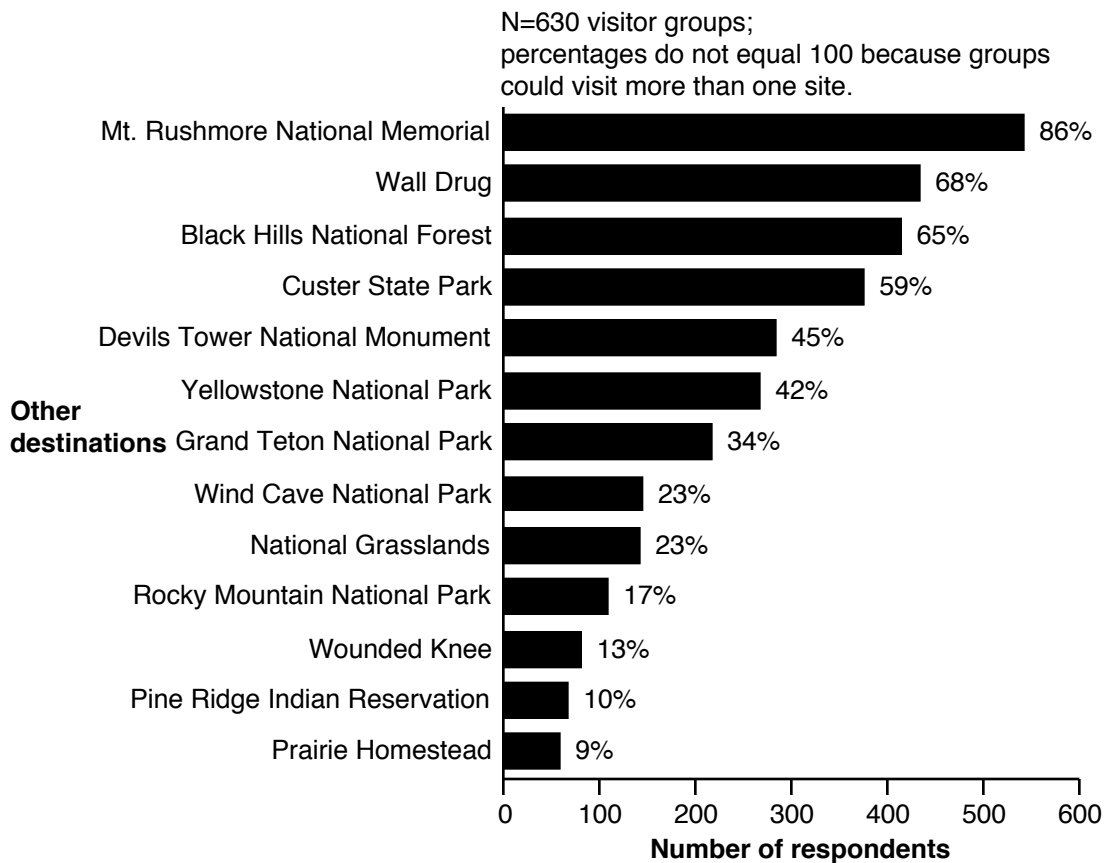


Figure 18: Other destinations visited on this trip

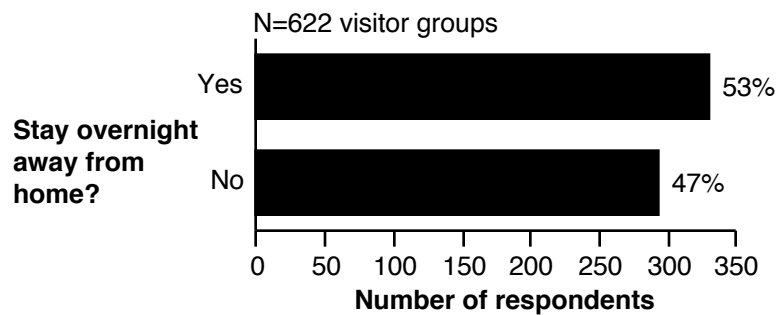


Figure 19: Stay overnight away from home within 1-hour of Badlands NP

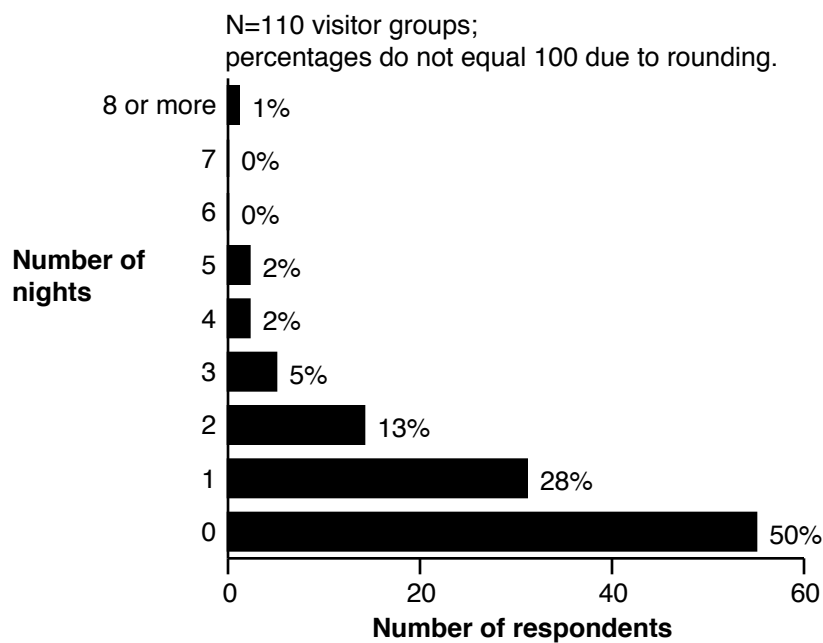


Figure 20: Number of nights spent in Badlands NP

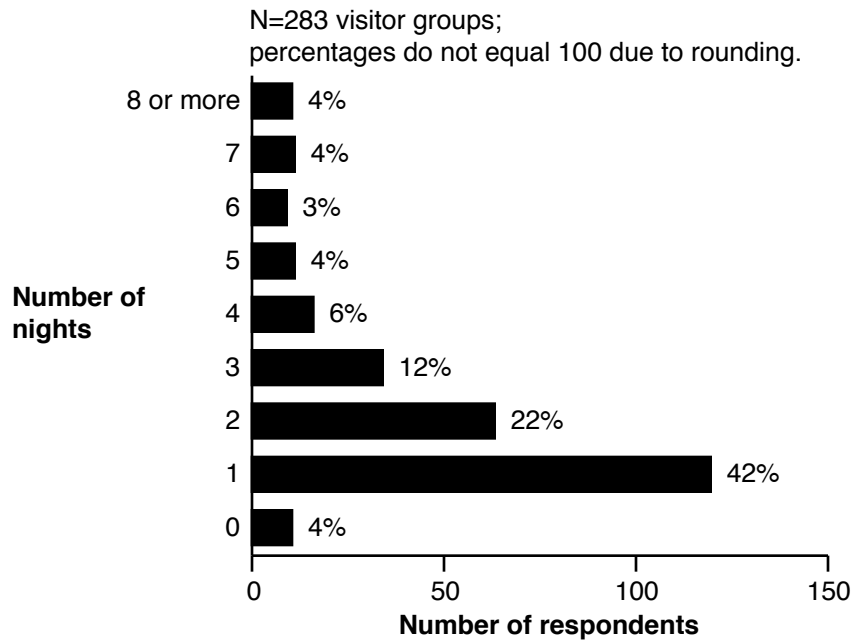


Figure 21: Number of nights spent within 1-hour drive of Badlands NP

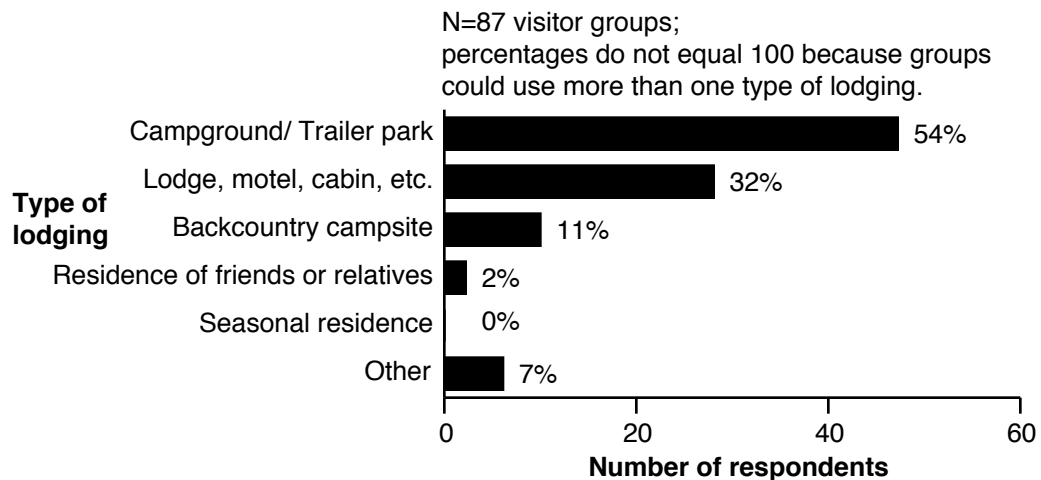


Figure 22: Type of lodging used inside Badlands NP by groups staying overnight in the park

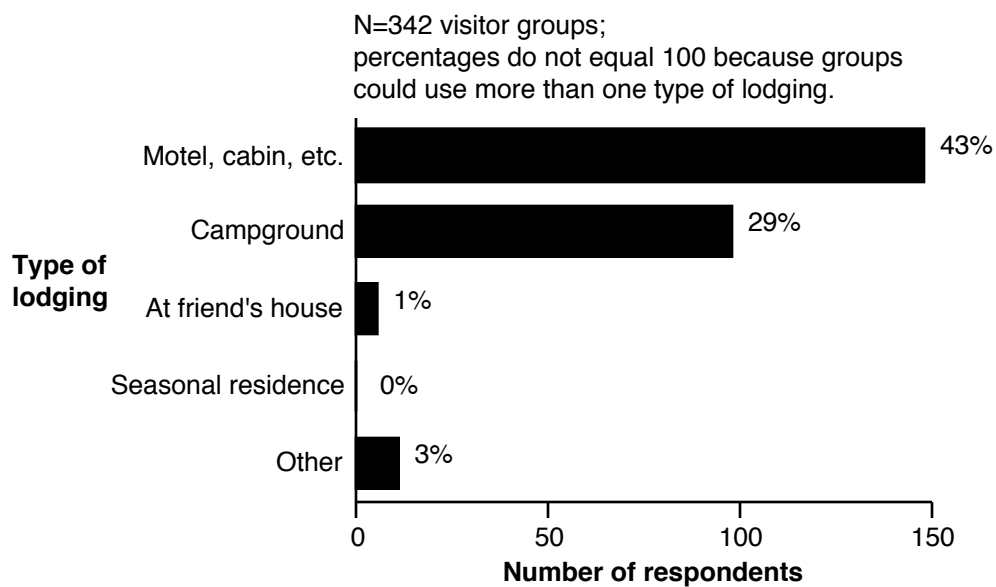


Figure 23: Lodging type used outside of Badlands NP by groups staying overnight out of park

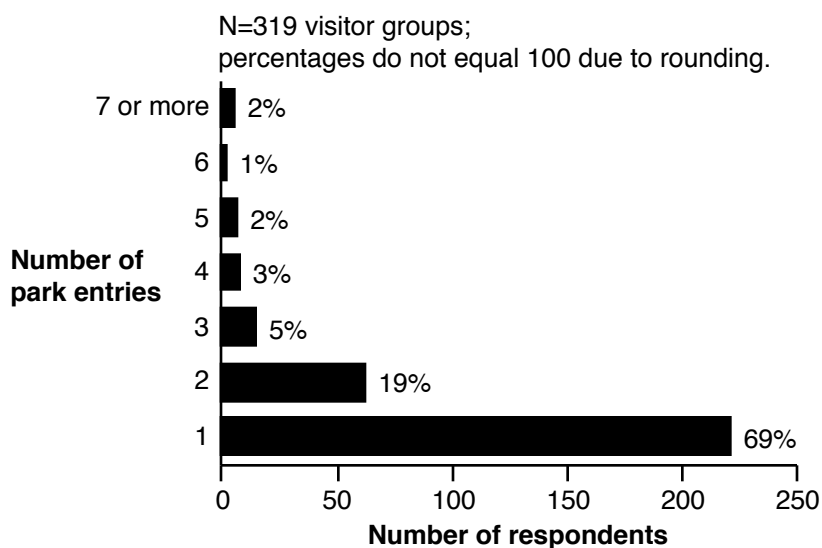


Figure 24: Number of times entered park

**Table 5: Places visitors spent the night prior to
arriving at Badlands NP**

N=565 comments

Comment	Number of times mentioned
Rapid City, SD	62
Mitchell, SD	50
Wall, SD	42
Sioux Falls, SD	33
Custer, SD	23
Keystone, SD	23
Chamberlain, SD	21
Kadoka, SD	18
Sturgis, SD	18
Murdo, SD	15
Hill City, SD	12
Custer State Park, SD	11
Hot Springs, SD	11
Spearfish, SD	11
Pierre, SD	10
Sioux City, IA	10
Gillette, WY	8
Mt. Rushmore National Memorial, SD	7
Belvidere, SD	5
Interior, SD	5
Oacoma, SD	5
Minneapolis, MN	4
Philip, SD	4
Albert Lee, SD	3
Buffalo, WY	3
Casper, WY	3
Deadwood, SD	3
St. Paul, MN	3
120 other places	142

**Table 6: Places visitors the spent night after leaving
Badlands NP**

N=401 comments

Comment	Number of times mentioned
Rapid City, SD	93
Custer, SD	36
Keystone, SD	29
Spearfish, SD	22
Sturgis, SD	22
Custer State Park, SD	21
Hill City, SD	19
Sioux Falls, SD	18
Black Hills, SD	14
Gillette, WY	14
Hot Springs, SD	14
Mitchell, SD	13
Mount Rushmore National Memorial, SD	13
Chamberlain, SD	8
Cedar City, UT	8
Buffalo, WY	7
Cody, WY	7
Sundance, WY	6
Sheridan, WY	5
Sioux Falls, SD	5
Casper, WY	4
Deadwood, SD	4
Kadoka, SD	4
Yellowstone National Park, WY	4
Albert Lee, MN	3
Brookings, SD	3
Denver, CO	3
Devils Towers, WY	3
Ellsworth Air Force Base, SD	3
Jackson, MN	3
Minneapolis, MN	3
Pierre, SD	3
Wind Cave, SD	3
94 other places	108

**Importance of
selected features
or qualities**

Visitor groups were asked to rate the importance of certain features or qualities of Badlands NP. The features or qualities they were asked to rate included geology, educational opportunities, recreational opportunities, experience wilderness, solitude, night sky, Native American culture/ history, paleontology, protection of endangered species, preservation of native prairie, and natural quiet. As shown by Figure 25-34, the features or qualities that received the highest “extremely important” and “very important” ratings were: preservation of native prairie (75%), experience wilderness (70%), and natural quiet (70%). The highest “not important” ratings were for “night sky” (27%) and solitude (13%).

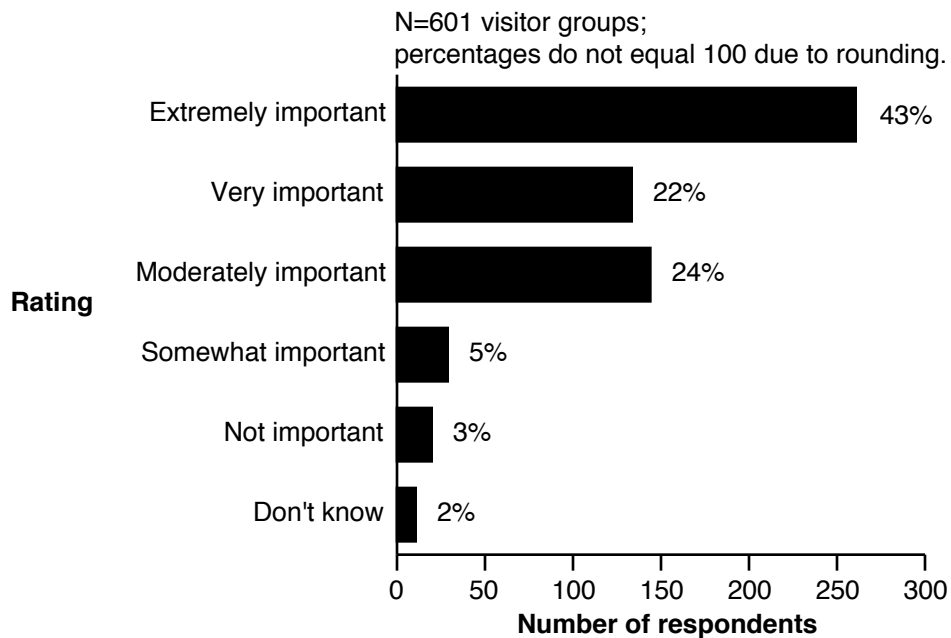


Figure 25: Importance of geology

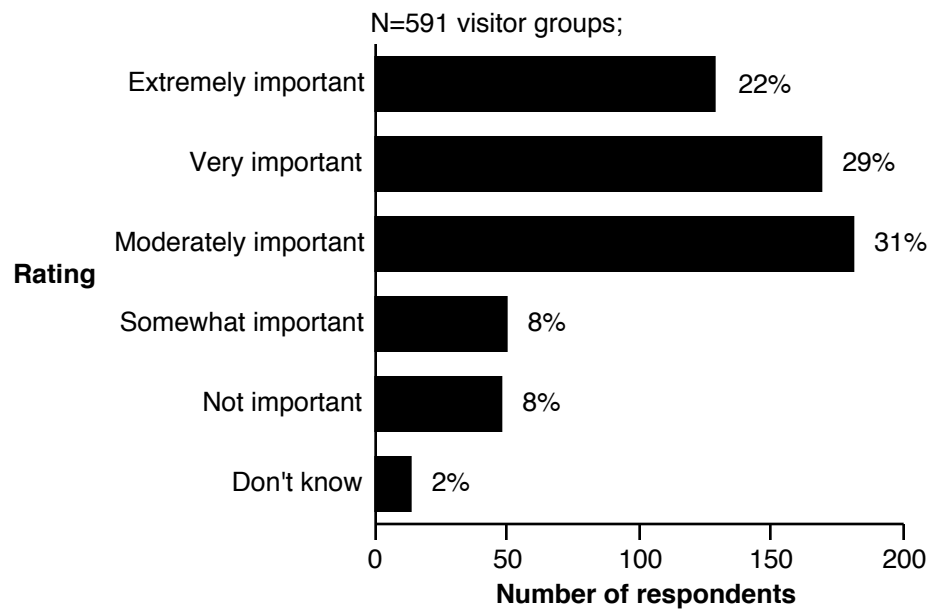


Figure 26: Importance of educational opportunities

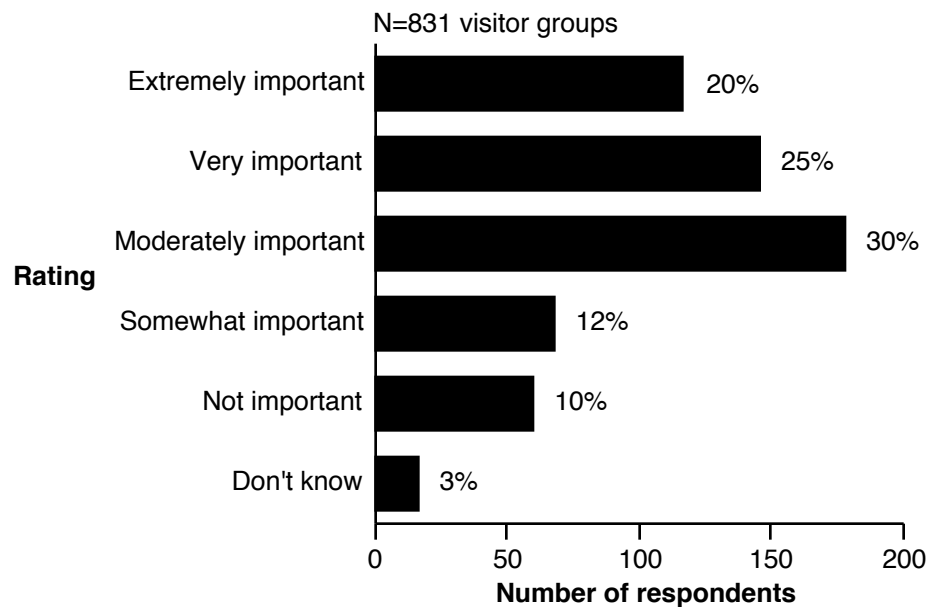


Figure 27: Importance of recreational opportunities

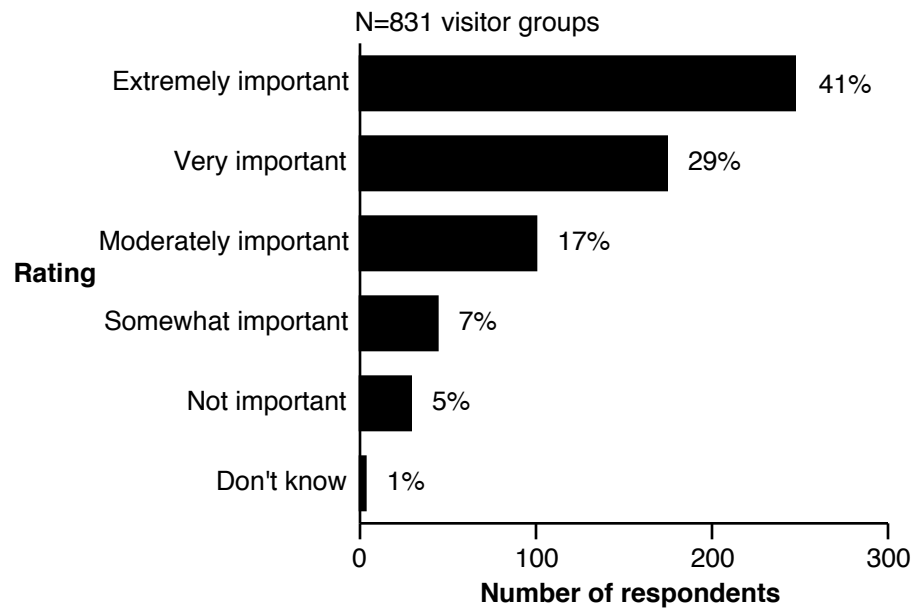


Figure 28: Importance of experiencing wilderness

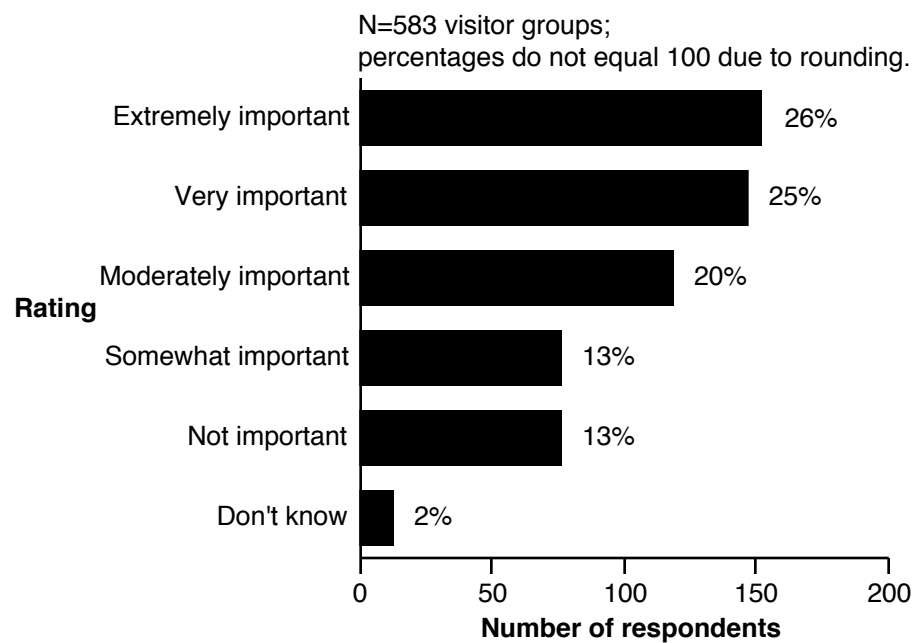


Figure 29: Importance of solitude

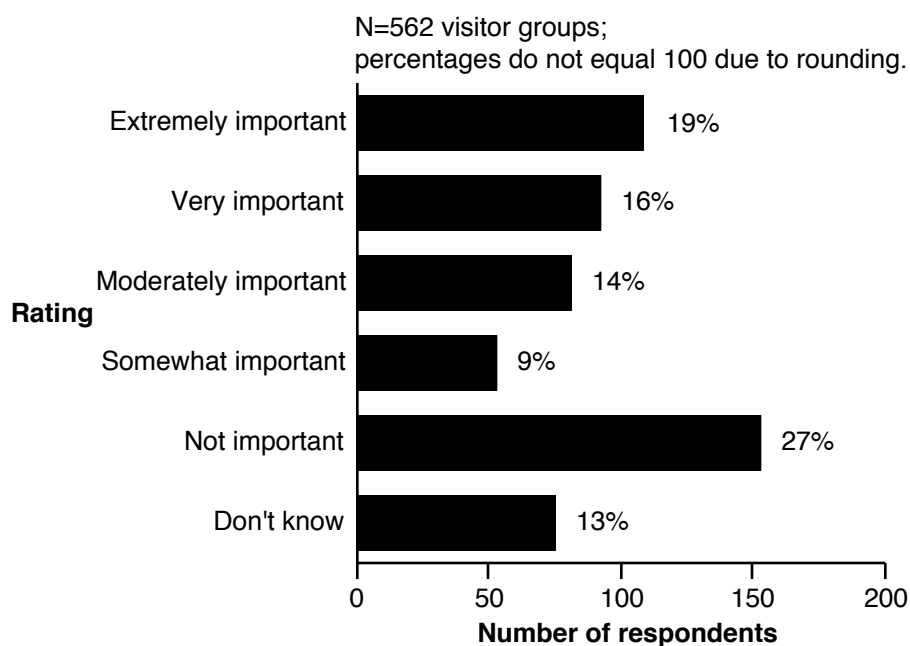


Figure 30: Importance of night sky

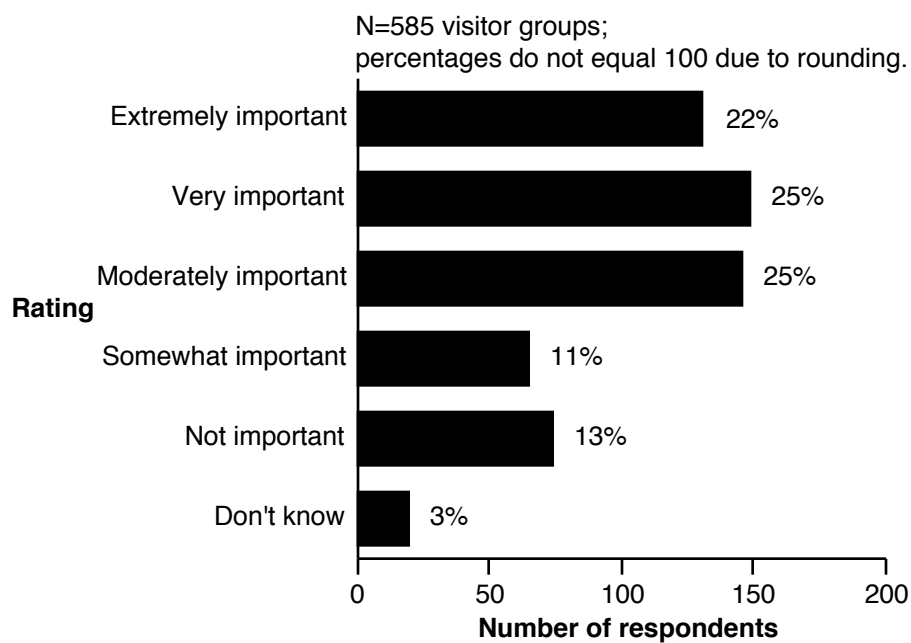


Figure 31: Importance of Native American culture

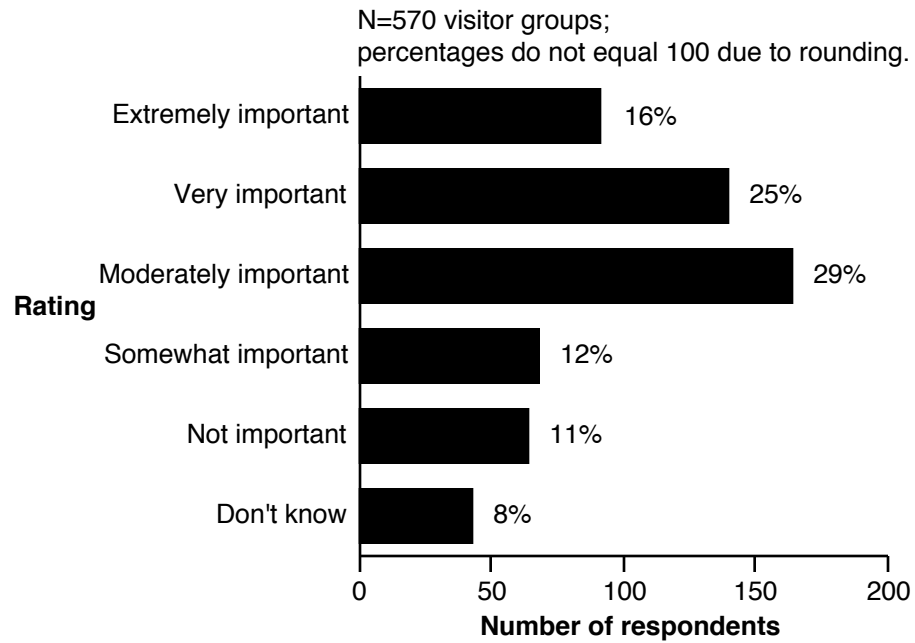


Figure 31: Importance of paleontology

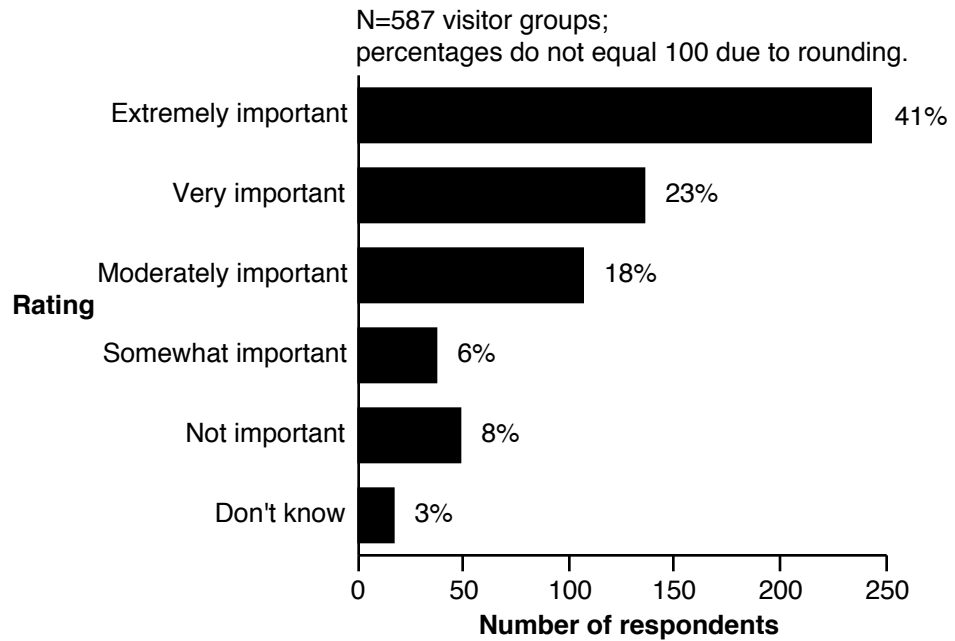


Figure 32: Importance of protecting of endangered species

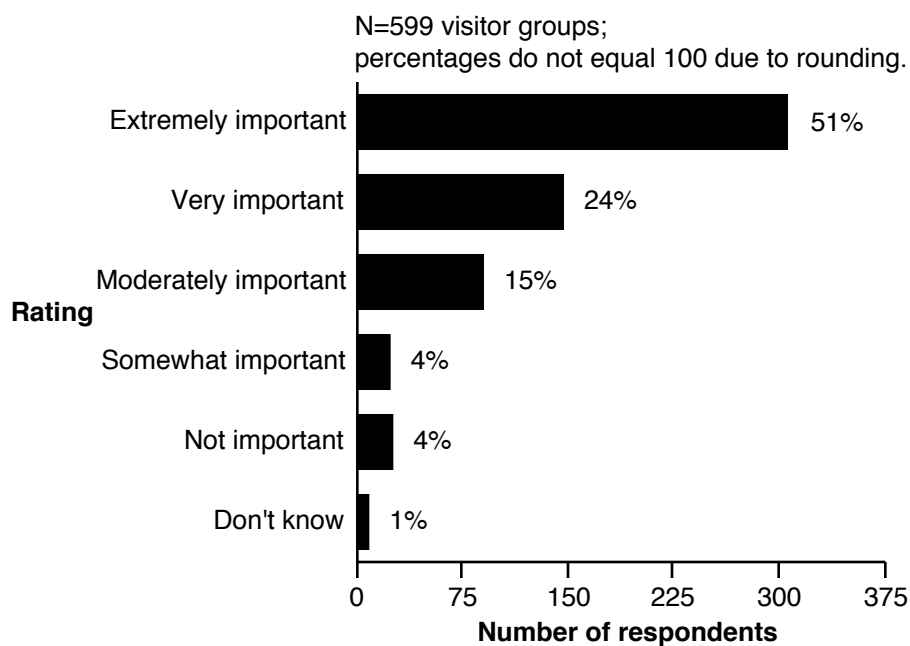


Figure 33: Importance of preserving native prairie

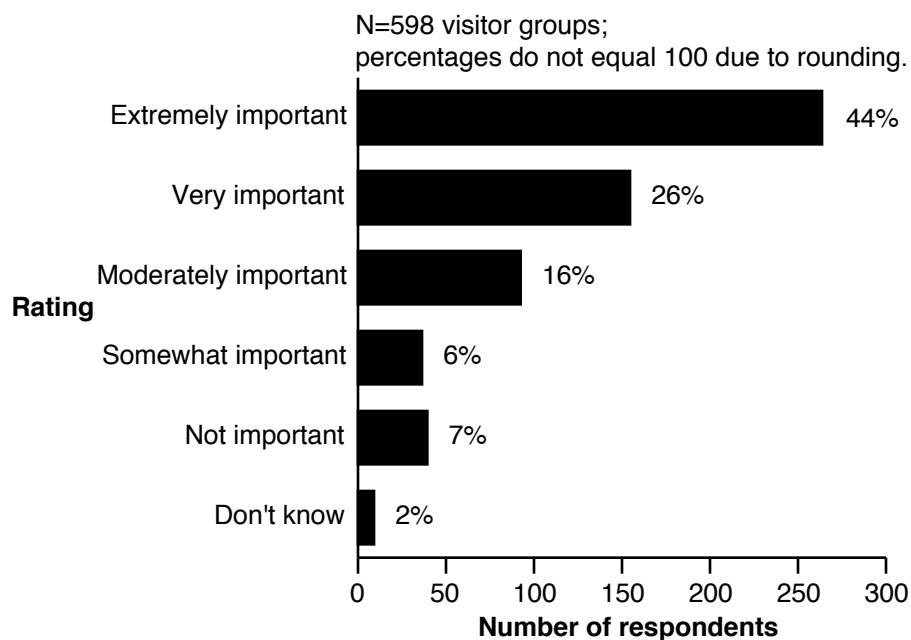


Figure 34: Importance of natural quiet

Prescribed fire policy

In some national park units, the National Park Service policy involves setting fires under prescribed weather and burning conditions to meet specific resource management objectives such as the reduction of alien plants, restoration of native vegetation, and removal of unnatural levels of woody or grassy material that could cause a catastrophic fire. Visitors were asked "Prior to this visit to Badlands National Park, were you aware of this prescribed fire policy?"

As shown in Figure 35, 69% of visitor groups were aware of the prescribed fire policy at Badlands NP. Twenty-seven percent of visitor groups were unaware of the prescribed fire policy and 4% were not sure.

Fifty-nine percent of visitor groups would be willing to tolerate short periods (up to 2 days) of occasional smoke or reduced visibility caused by prescribed burns during a future visit (see Figure 36). Twenty-one percent would not be likely to tolerate the above conditions, and 20% were unsure.

As shown by Figure 37, 73% of visitor groups would be willing to tolerate temporarily blackened landscapes resulting from prescribed burns during a future visit. Sixteen percent of visitor groups would not be likely to tolerate the above conditions, and 11% were unsure.

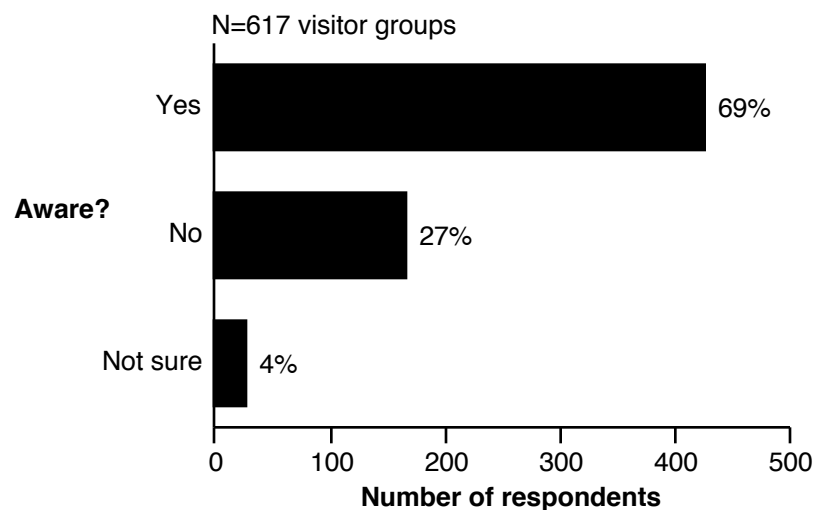


Figure 35: Awareness of prescribed fire policy

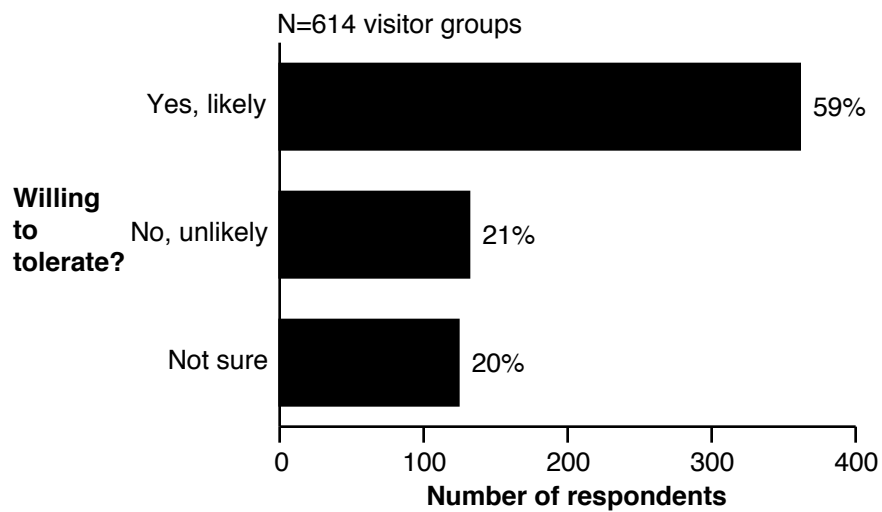


Figure 36: Tolerate smoke as a result of burning

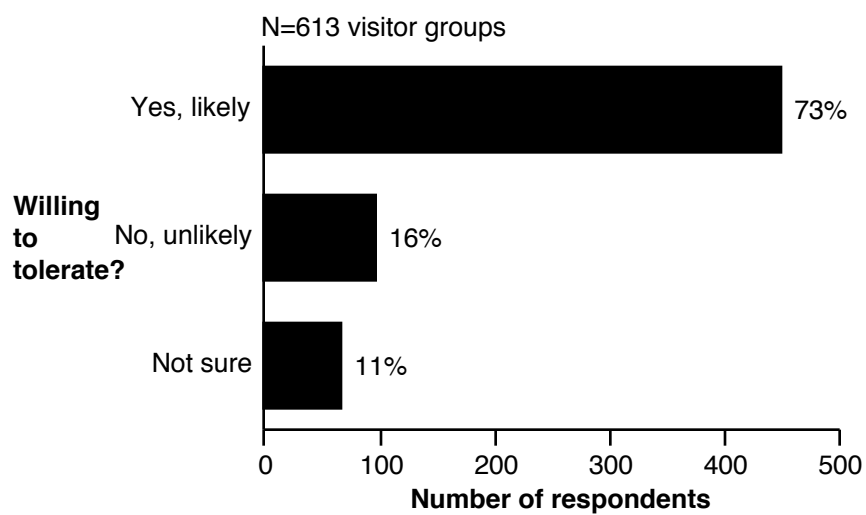


Figure 37: Tolerate blackened landscapes as a result of burning

Sites visited

Visitor groups were asked to indicate the sites they visited at Badlands NP. Figure 38 shows the proportion of visitor groups that visited selected sites within Badlands NP during their visit. The most frequently visited sites included Pinnacles Overlook (67%), Ben Reifel Visitor Center (65%), Journey Overlook picnic area (39%), and Roberts Prairie Dog Town (37%). The least visited sites were Sage Creek Campground (12%) and Sheep Mountain Table (12%).

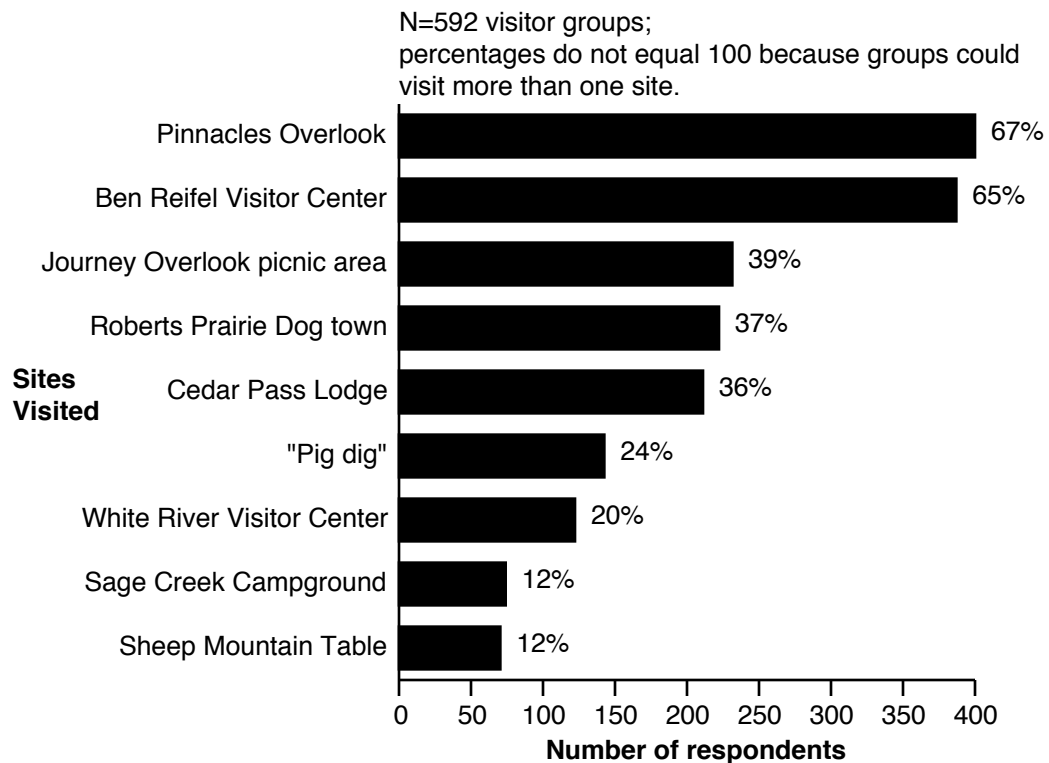


Figure 38: Sites visited this visit

Visitor groups were asked to note the information services they used during their visit to Badlands National Park. As shown in Figure 39, the services that were most commonly used by visitor groups were the park brochure/map (92%), visitor center exhibits (67%), and roadside exhibits (66%). The least used services were the evening slide show (8%) and sales publications (5%).

**Information
services: use,
importance and
quality**

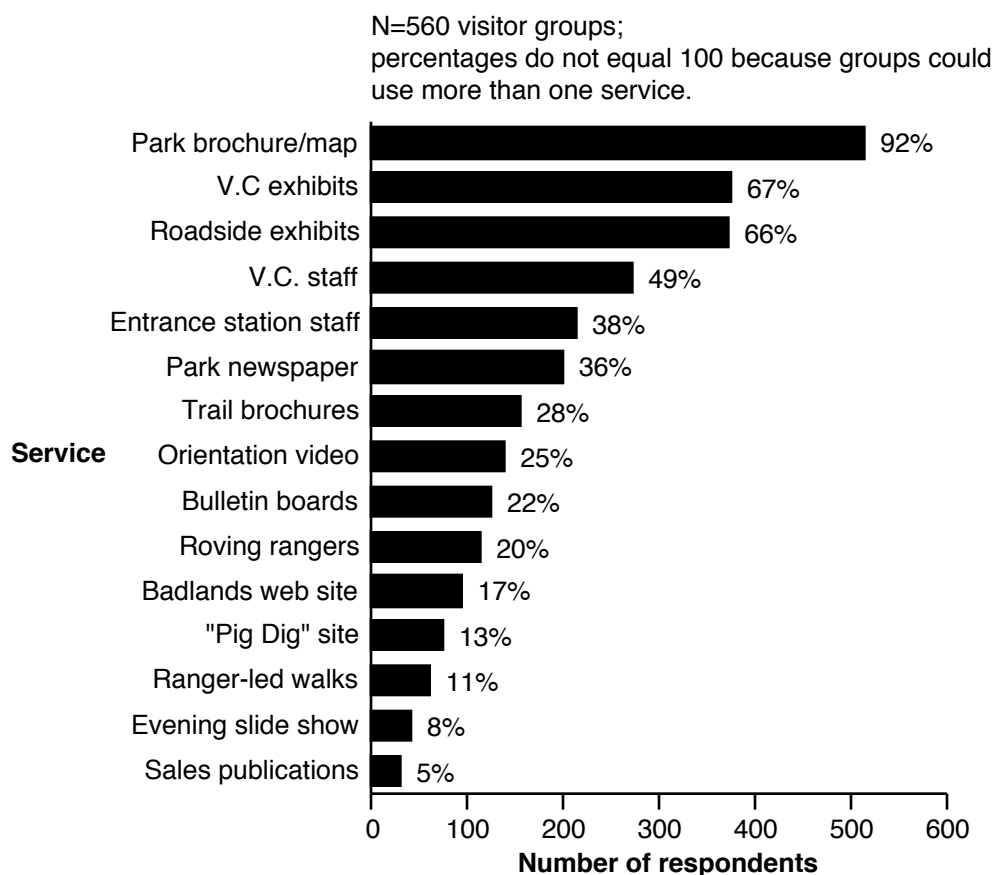


Figure 39: Information services used this visit

Visitor groups rated the importance and quality of each of the services they used. The following five point scales were used in the questionnaire:

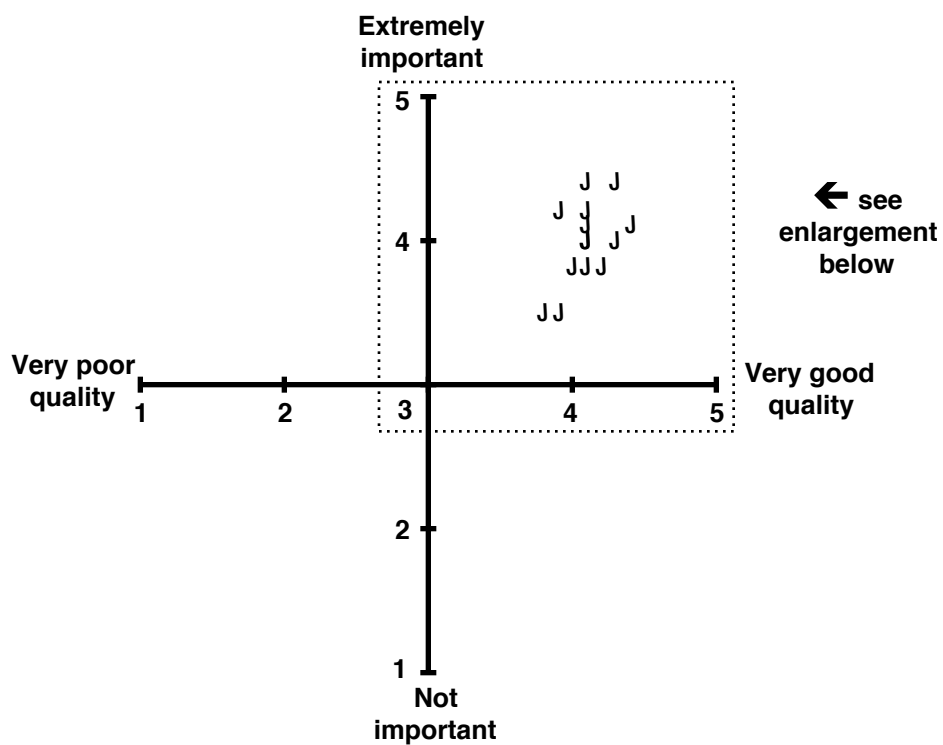
IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
---	---

The average importance and quality ratings for each service were determined based on ratings provided by visitors who used each service. Figures 40 and 41 show the average importance and quality ratings for each of the visitor services. All services were rated as above "average" both in importance and quality. It should be noted that sales publications were not rated by enough people to provide reliable data.

Figures 42-56 show the importance ratings that visitor groups gave each of the individual services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included ranger-led walks (86%), park brochure/ map (84%), and trail brochures (81%). The highest proportions of "not important" ratings were for entrance station staff (5%) and the park newspaper-*Prairie Preamble* (4%).

Figures 57-71 show the quality ratings that visitor groups gave each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included information from visitor center staff (86%), park brochure/ map (84%) and roving rangers (82%). The highest proportions of "very poor" ratings were for the entrance station staff (2%) and the Badlands web site (2%).

Figure 72 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.



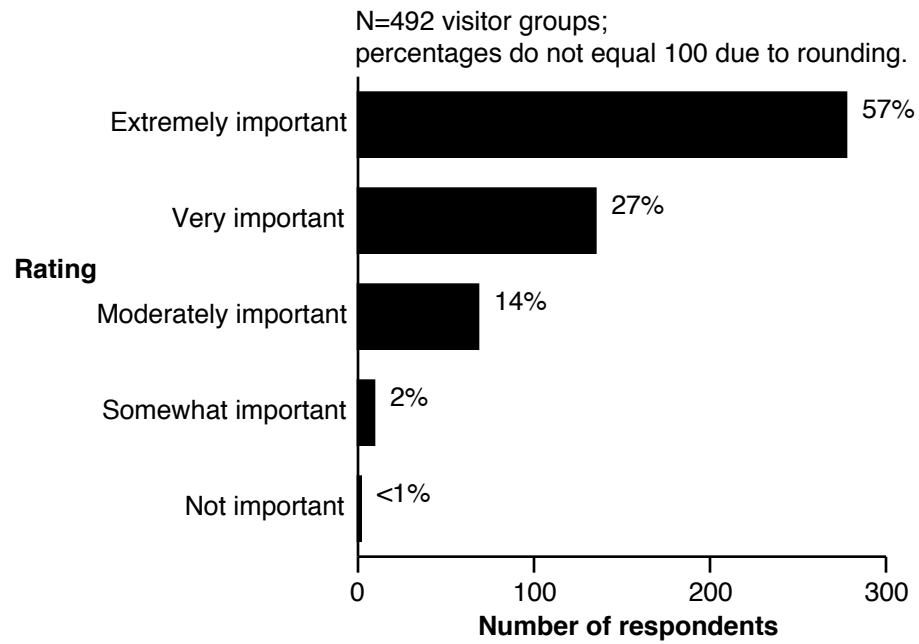


Figure 42: Importance of park brochure/ map

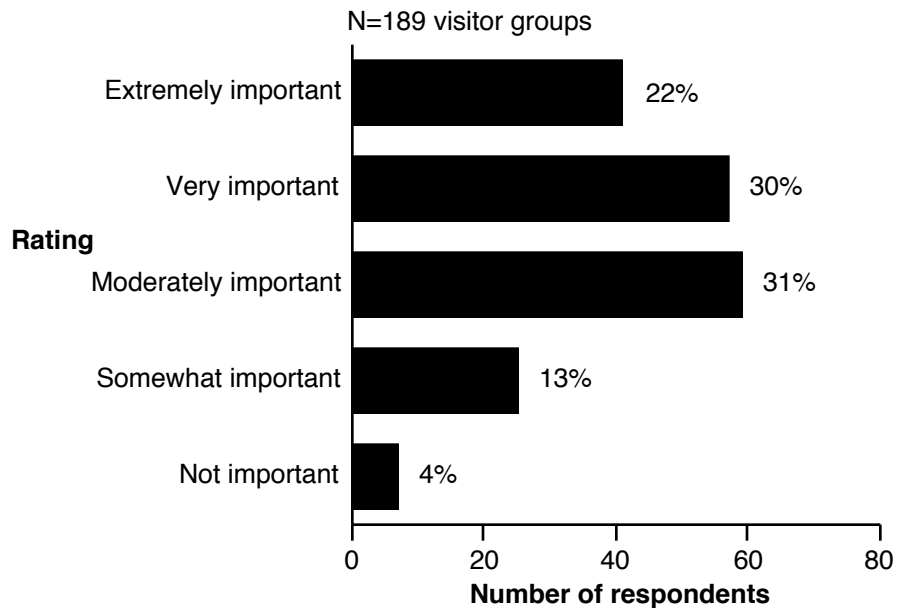


Figure 43: Importance of park newspaper

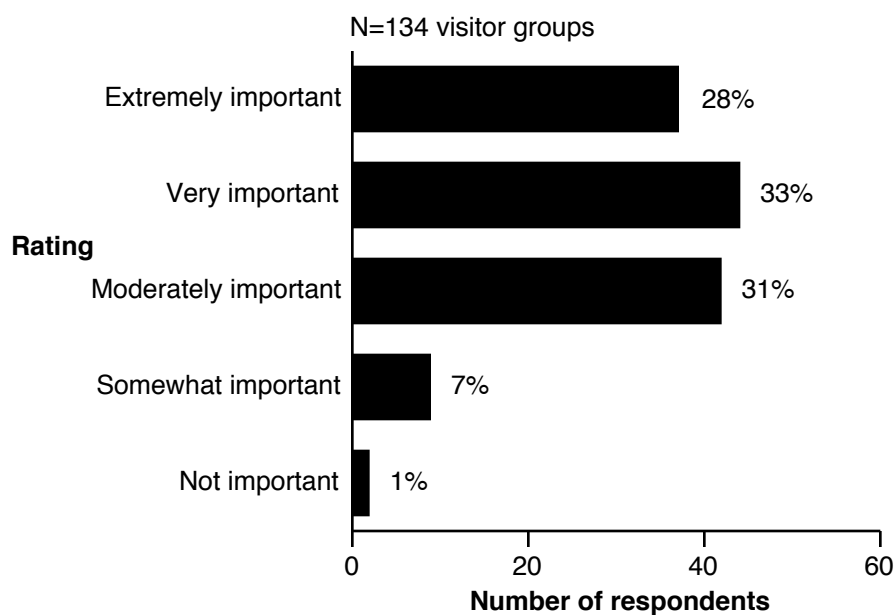


Figure 44: Importance of orientation video

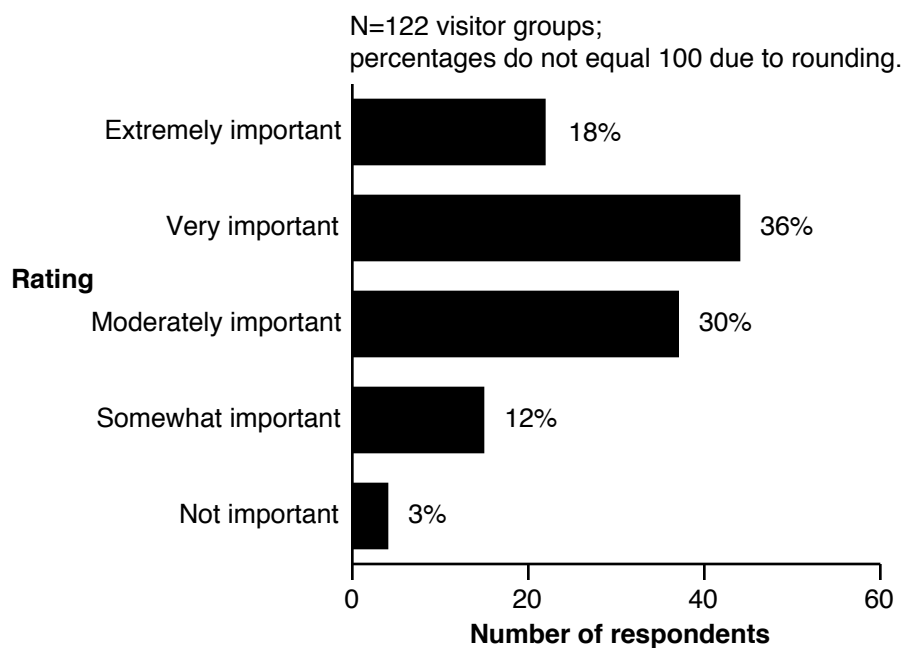


Figure 45: Importance of bulletin boards

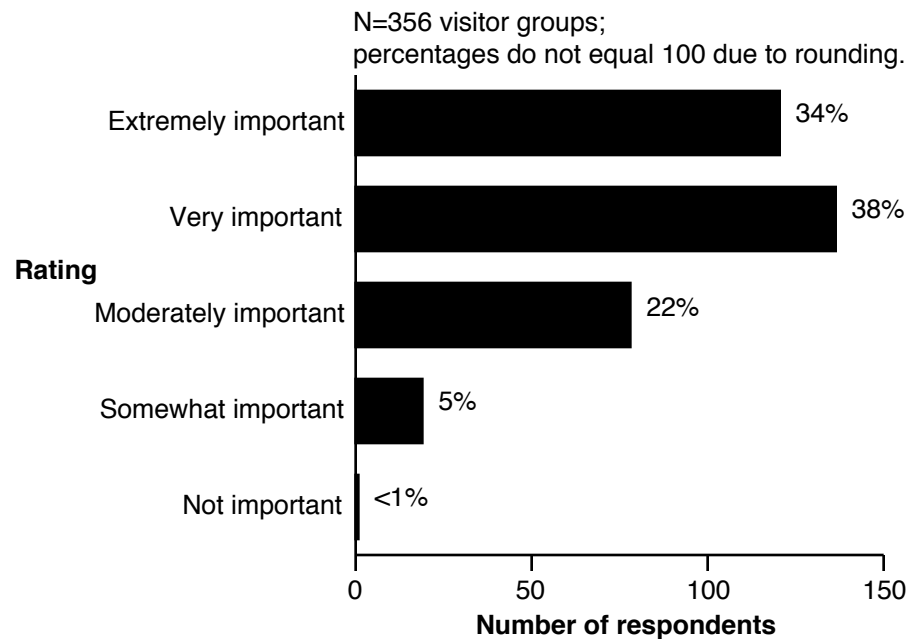


Figure 46: Importance of roadside exhibits

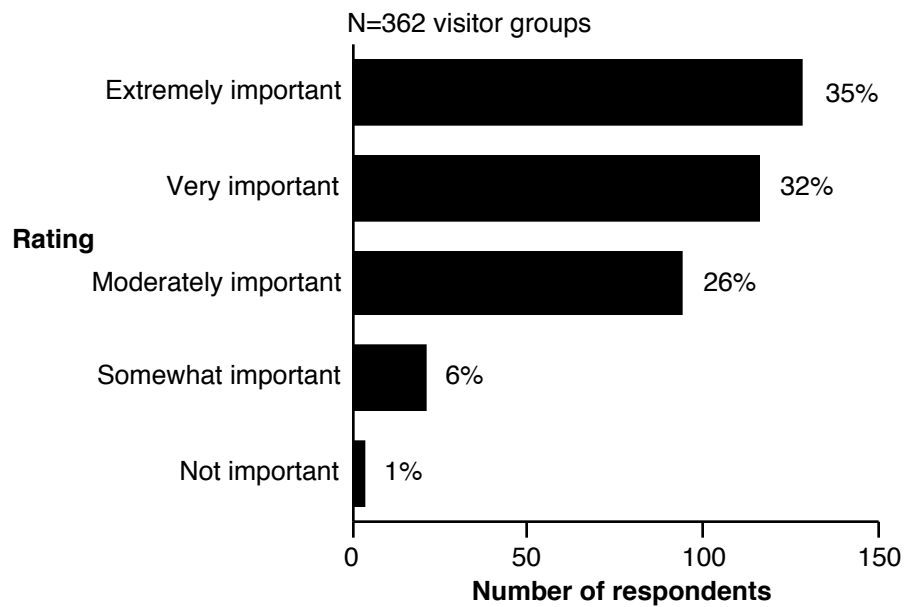


Figure 47: Importance of visitor center exhibits

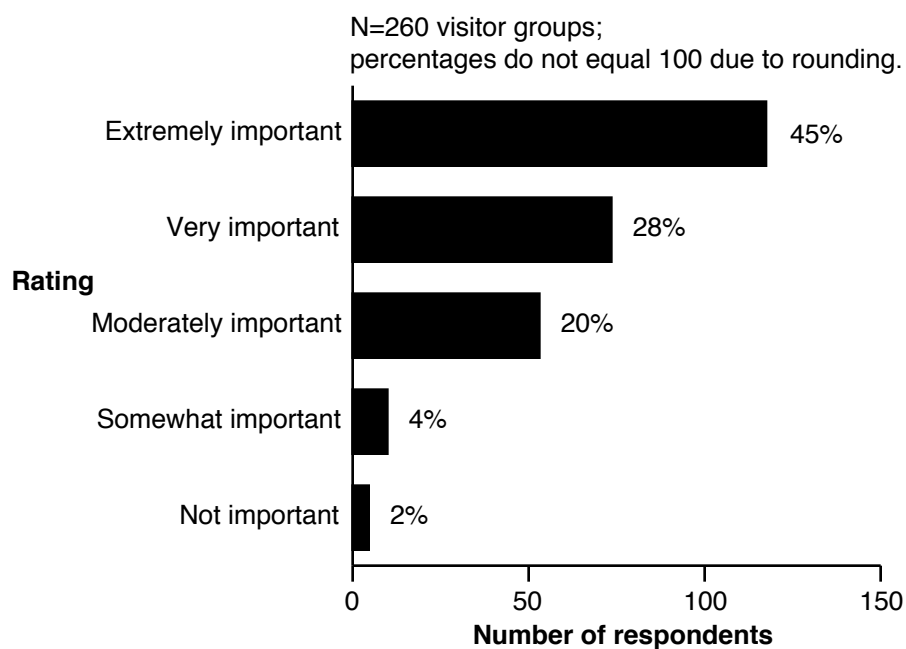


Figure 48: Importance of visitor center staff

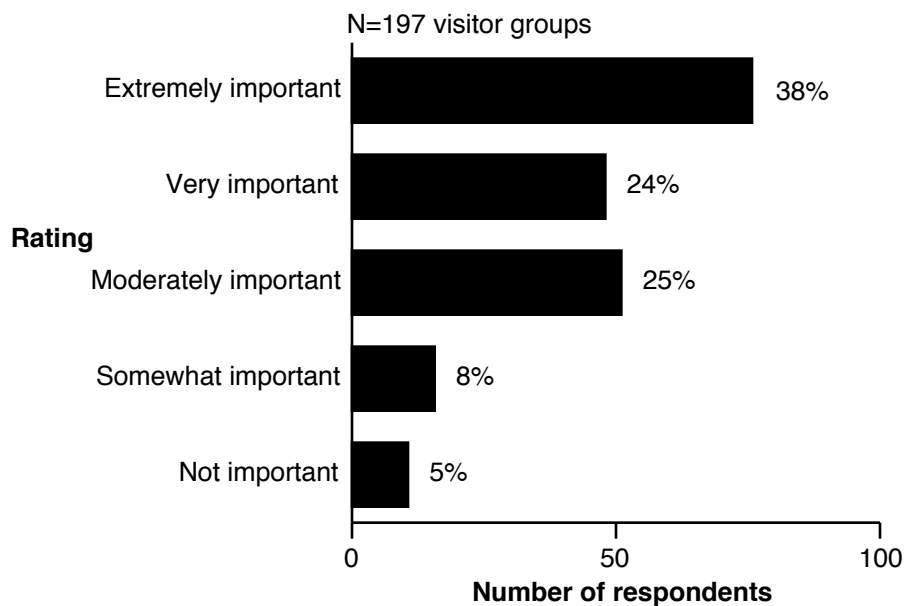


Figure 49: Importance of entrance station staff

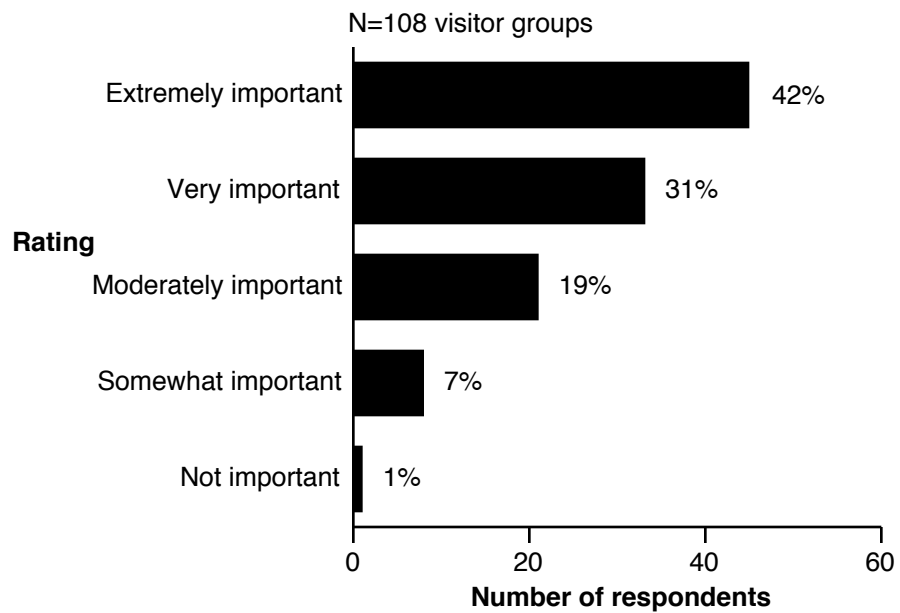


Figure 50: Importance of roving rangers

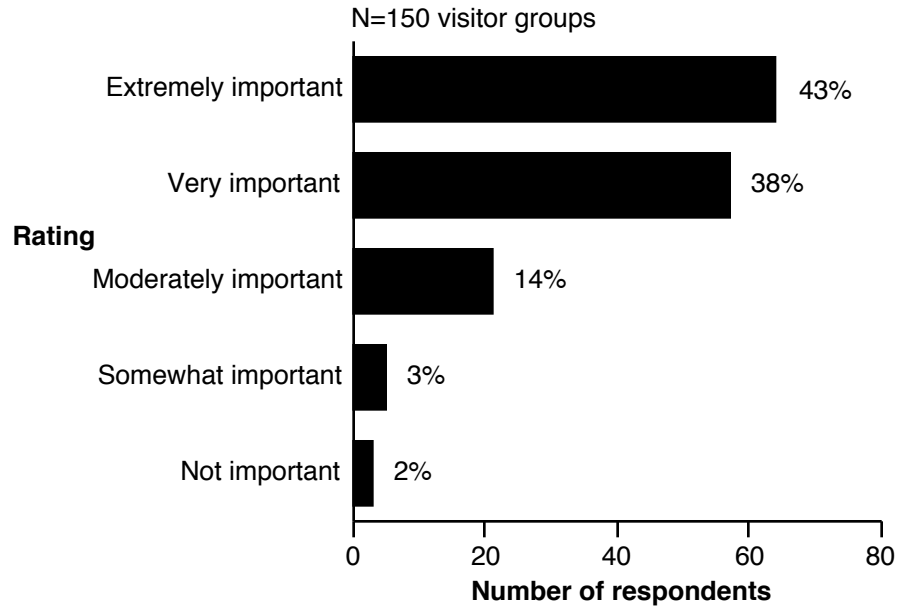


Figure 51: Importance of self-guiding trail brochures

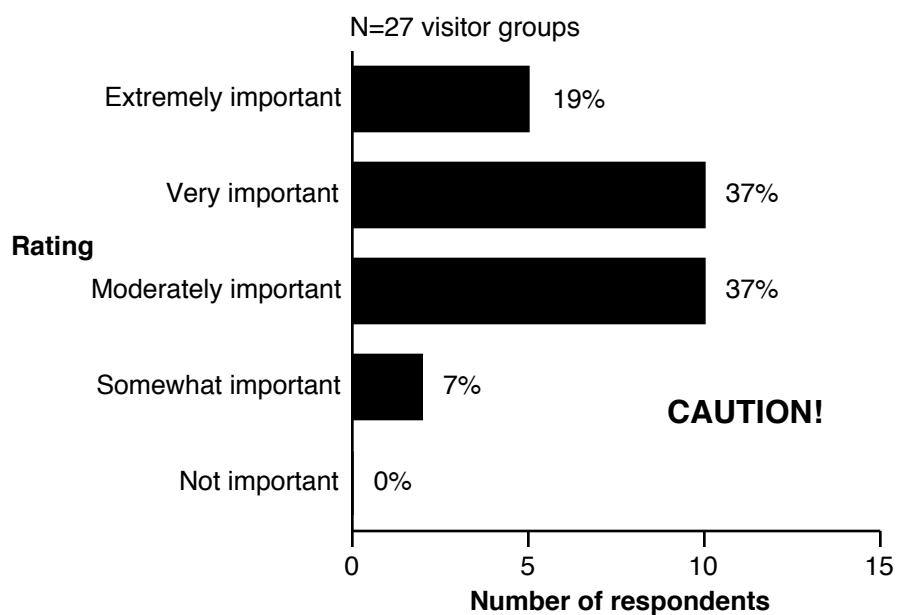


Figure 52: Importance of sales publications

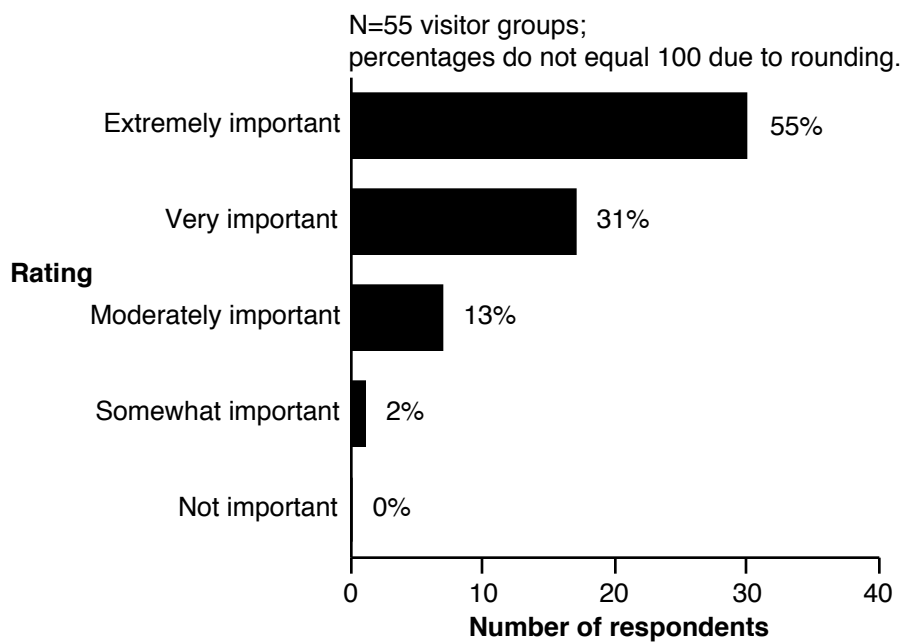


Figure 53: Importance of ranger-led walks & talks

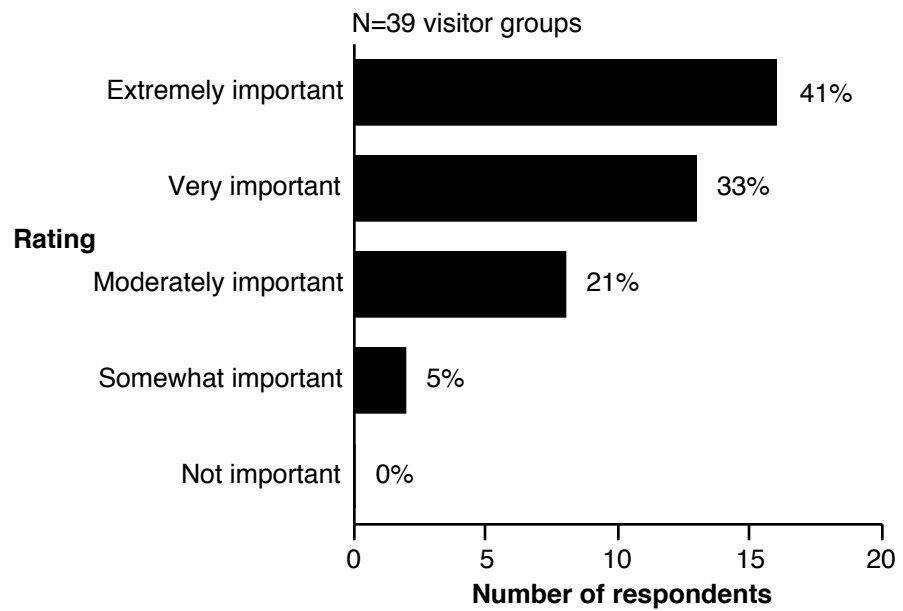


Figure 54: Importance of evening slide show program

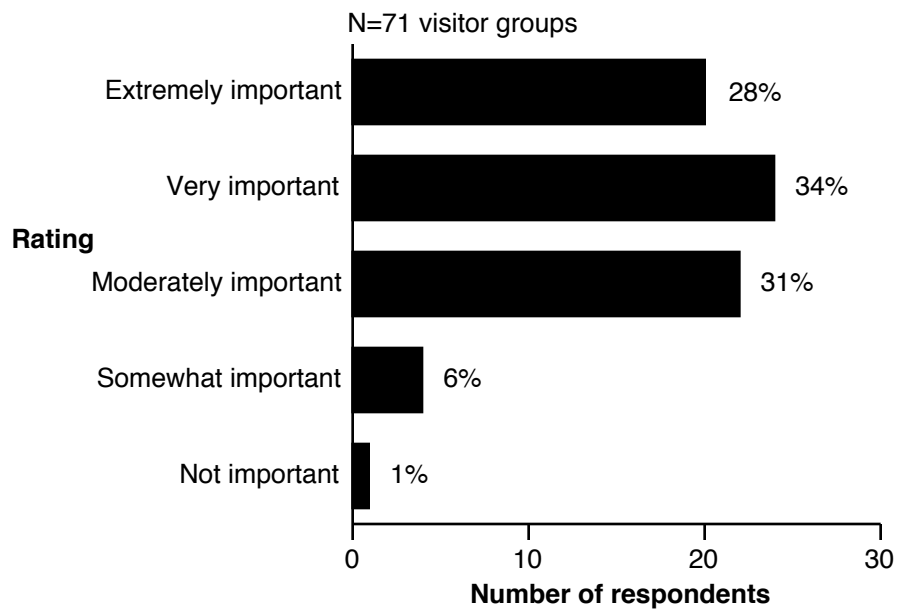


Figure 55: Importance of "Pig Dig" (paleontological site)

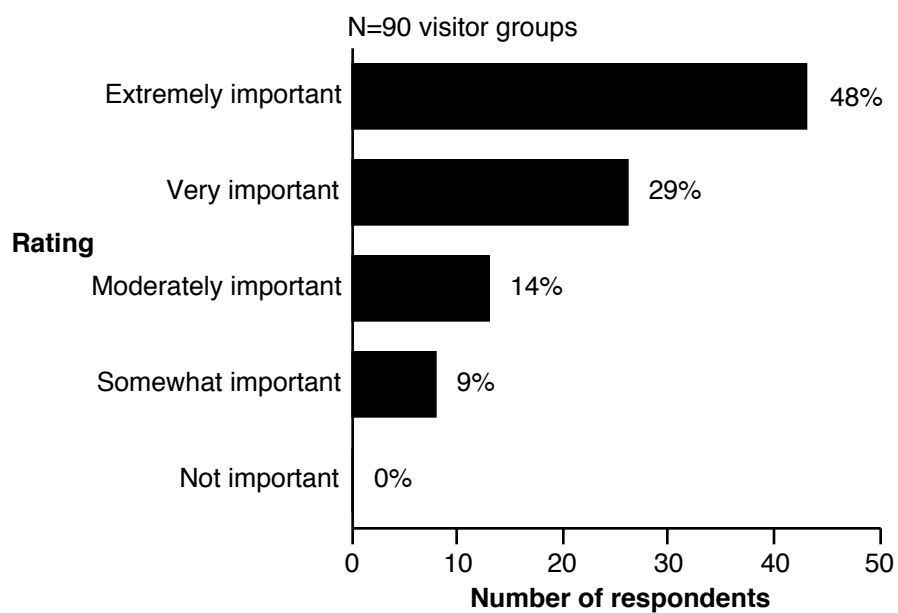


Figure 56: Importance of web site

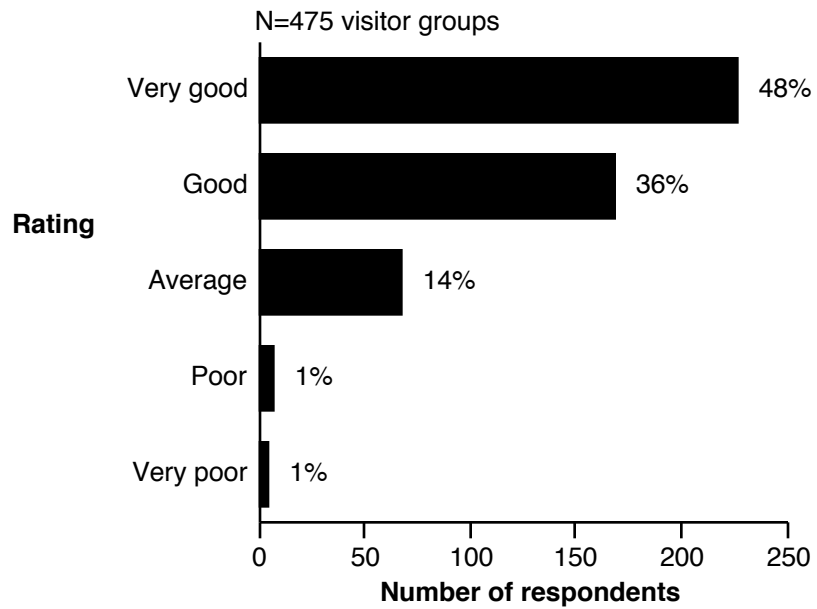


Figure 57: Quality of park brochure/ map

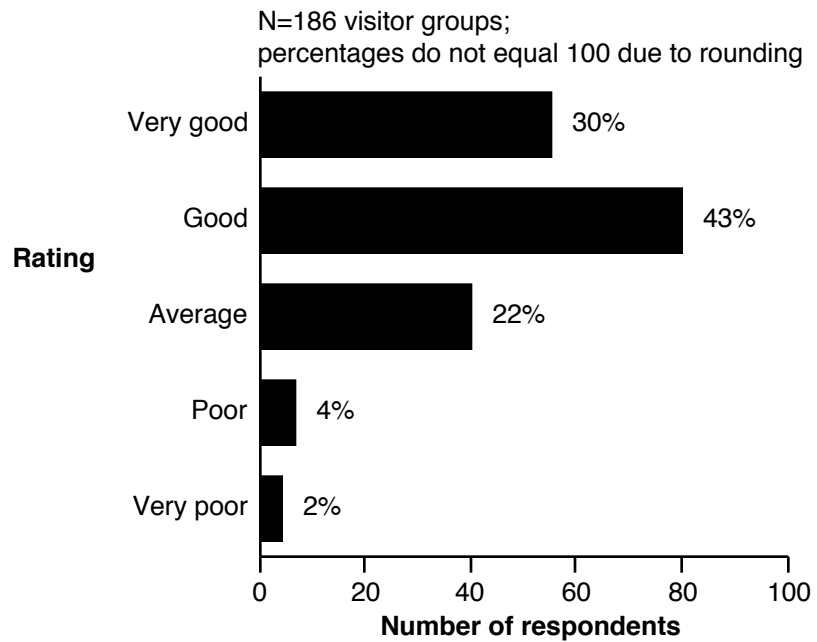


Figure 58: Quality of park newspaper

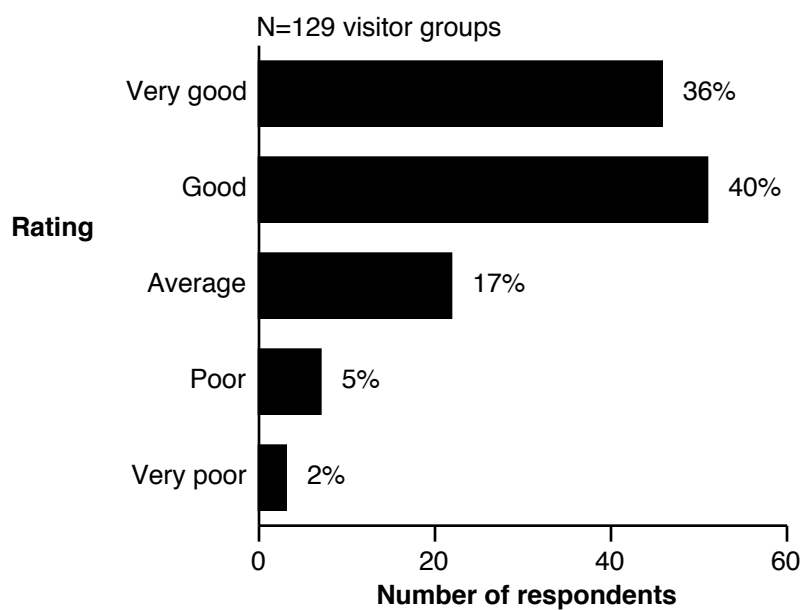


Figure 59: Quality of orientation video

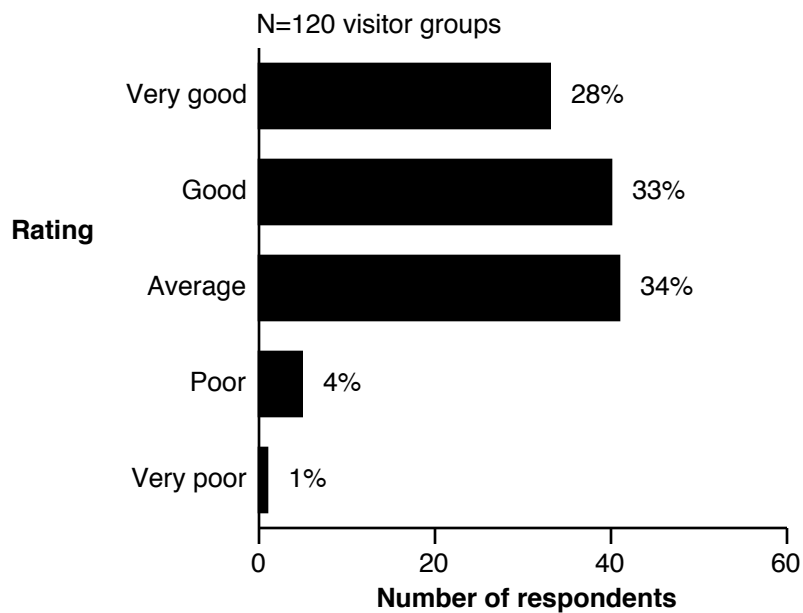


Figure 60: Quality of bulletin boards

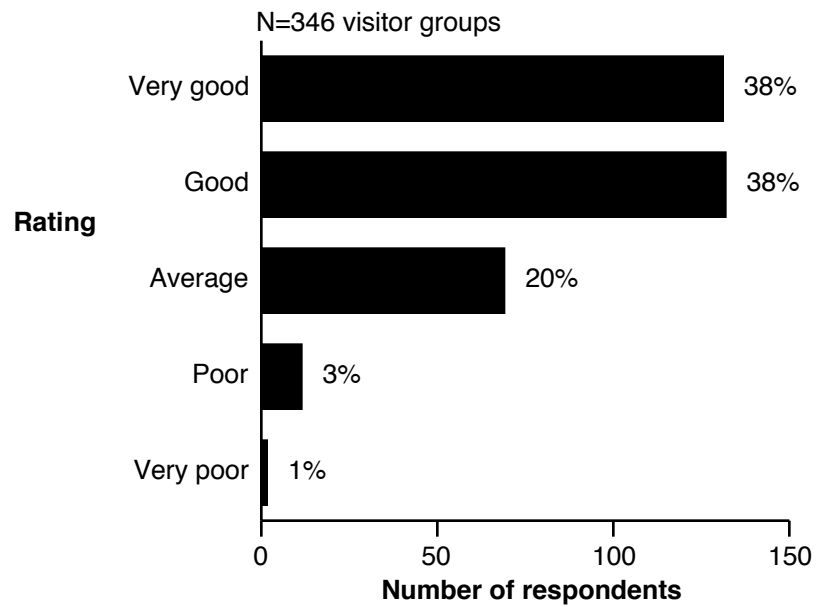


Figure 61: Quality of roadside exhibits

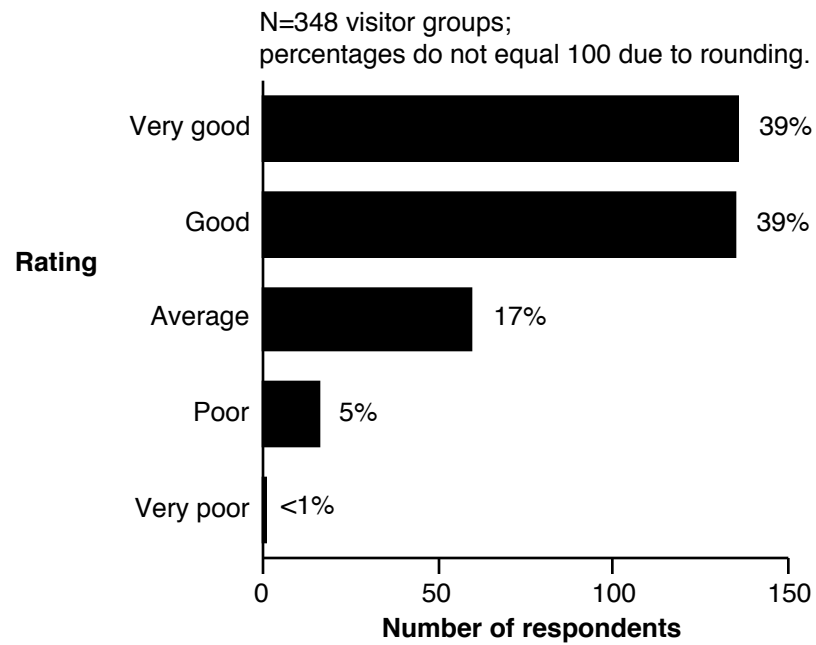


Figure 62: Quality of visitor center exhibits

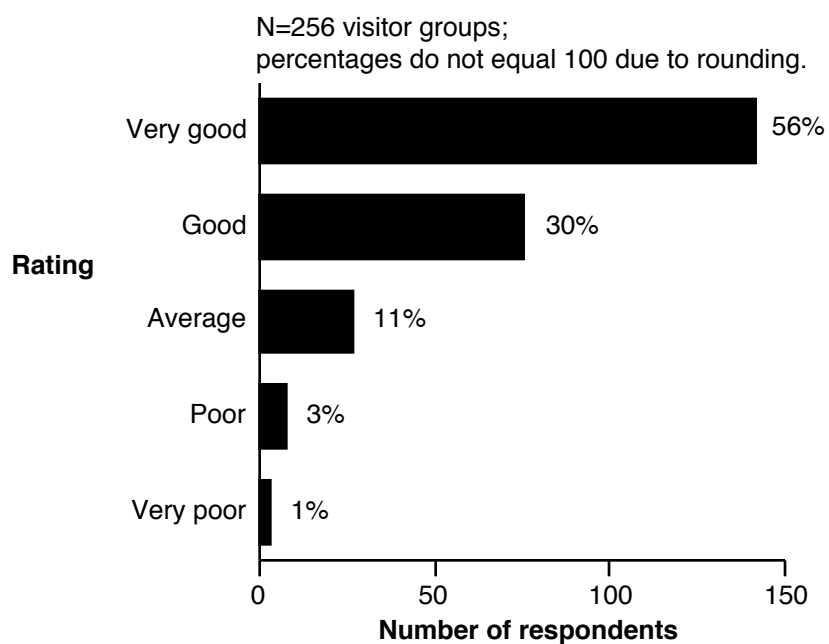


Figure 63: Quality of visitor center staff

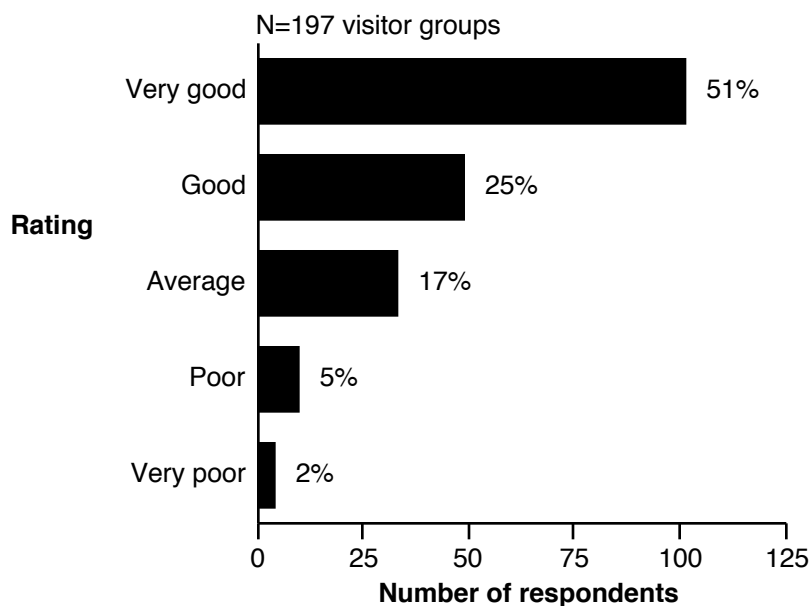


Figure 64: Quality of entrance station staff

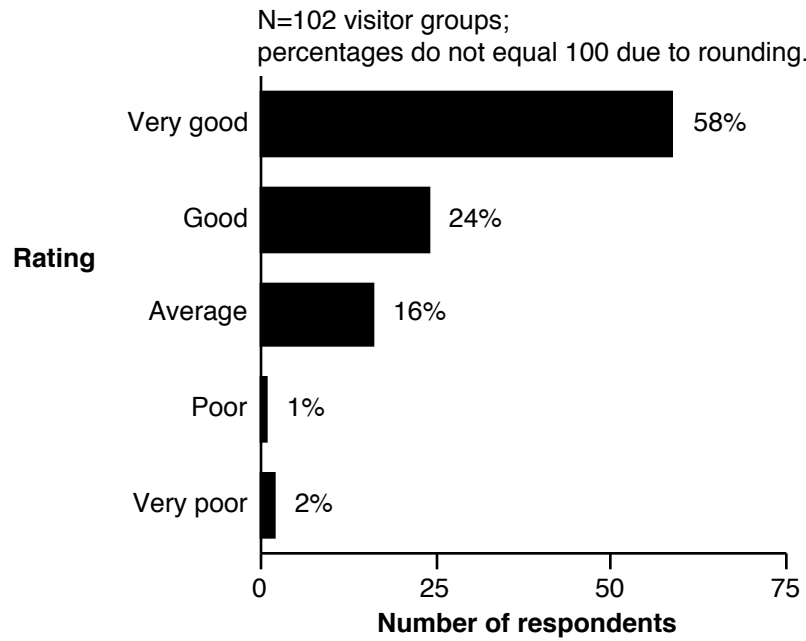


Figure 65: Quality of roving rangers

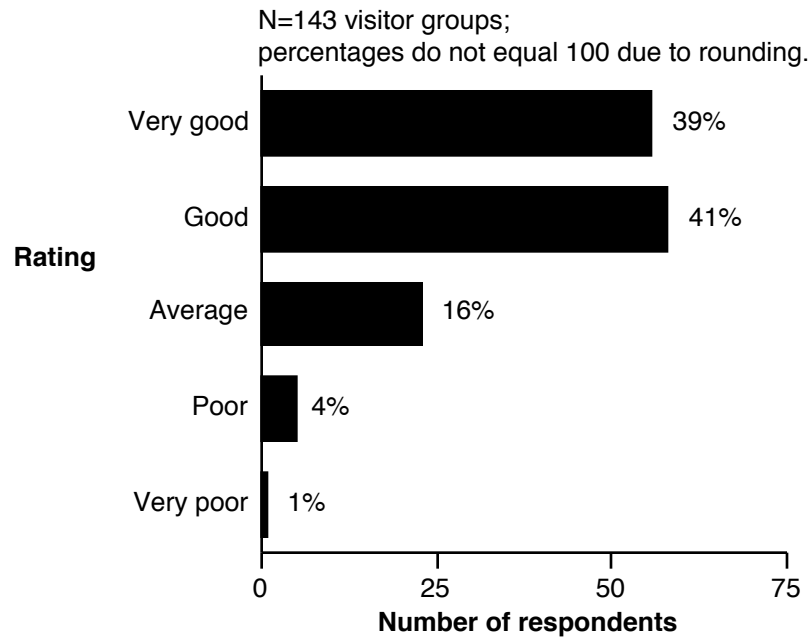


Figure 66: Quality of self-guiding trail brochures

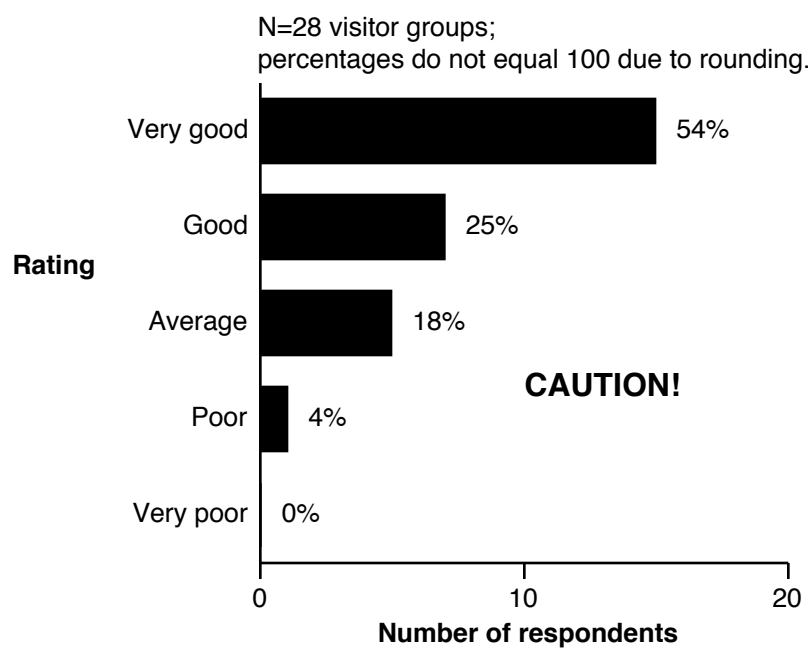


Figure 67: Quality of sales publications

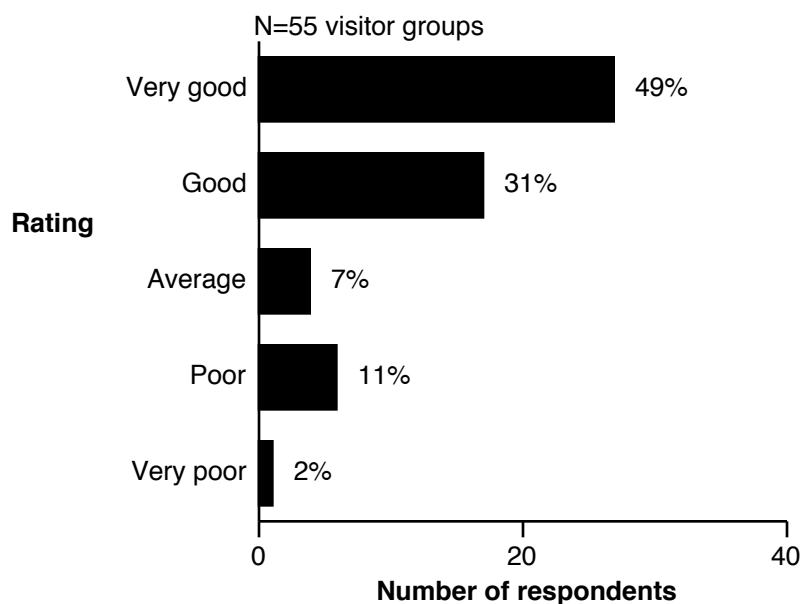


Figure 68: Quality of ranger-led walks & talks

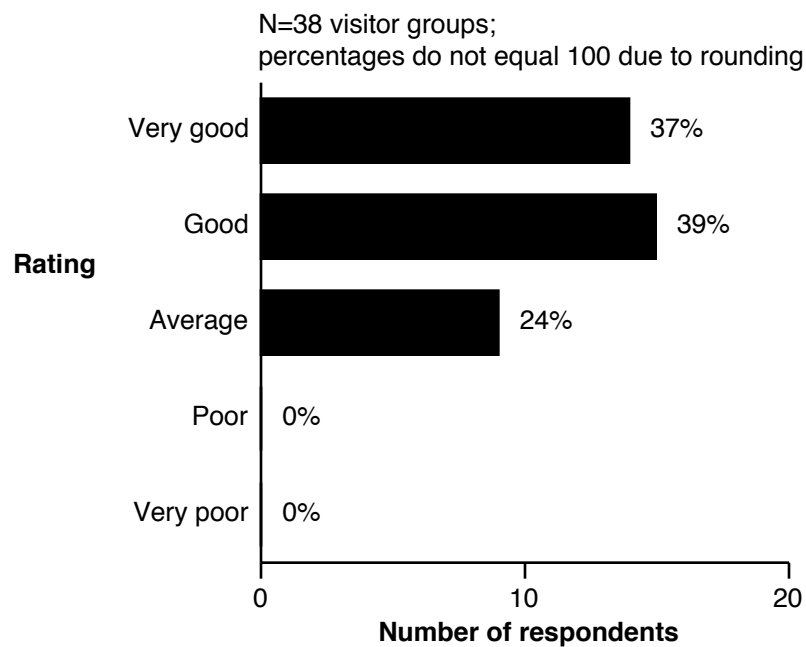


Figure 69: Quality of evening slide show program

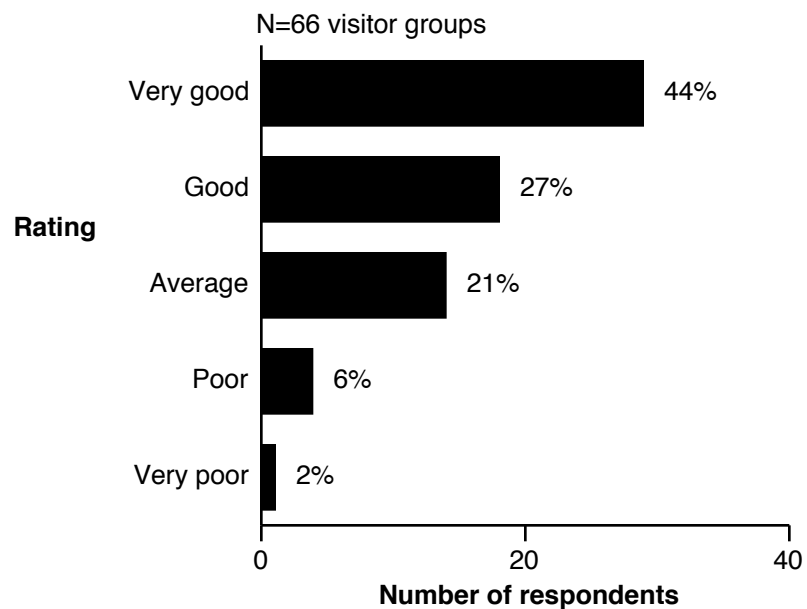


Figure 70: Quality of "Pig Dig" (paleontological site)

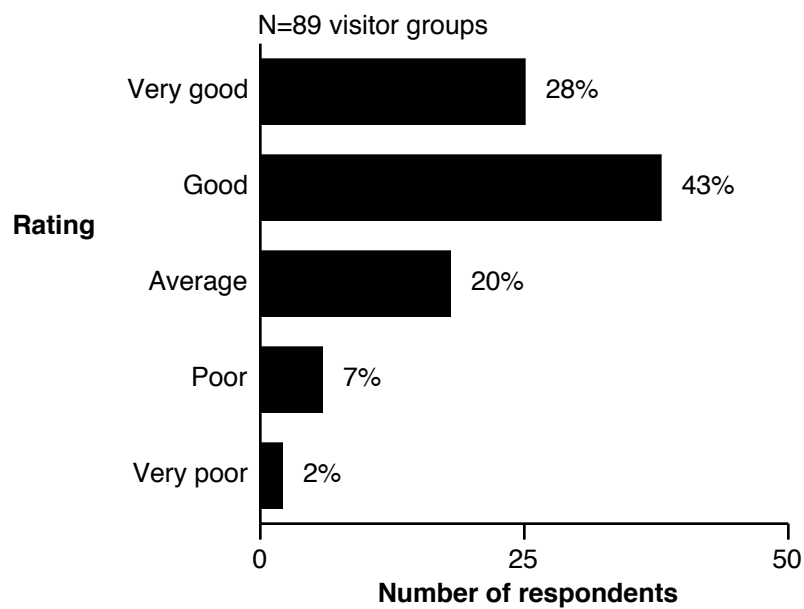


Figure 71: Quality of web site

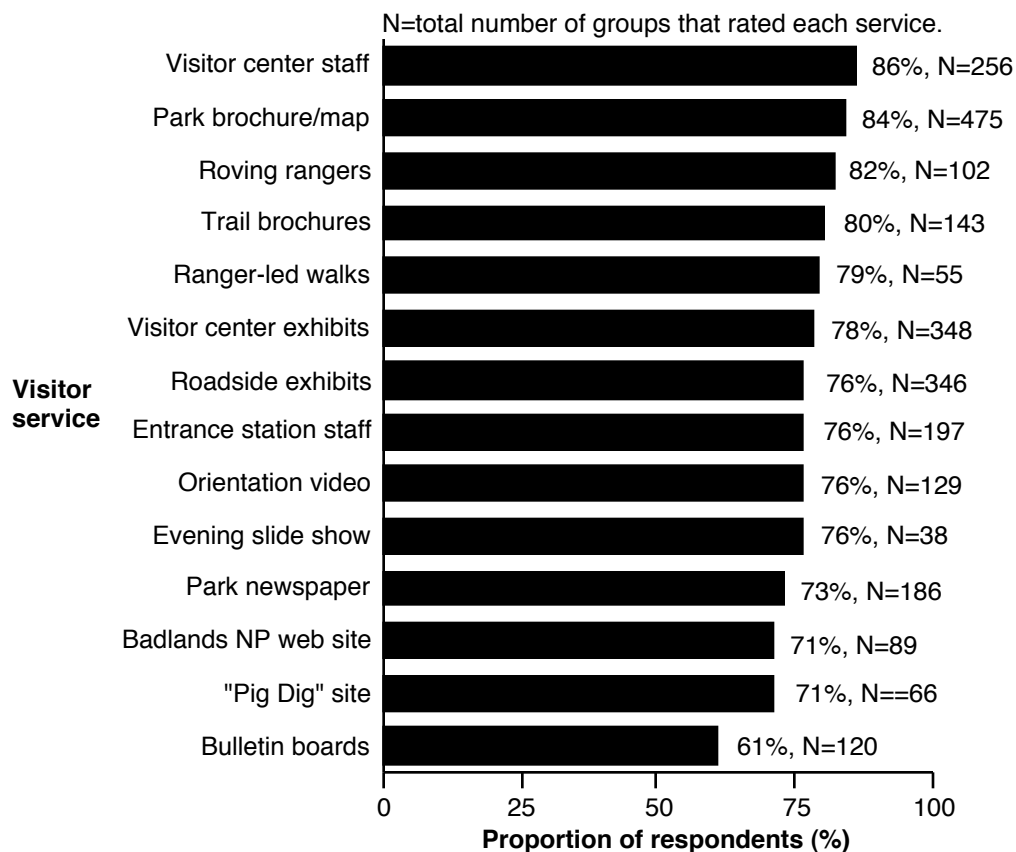


Figure 72: Combined proportions of "very good" or "good" quality ratings for services

Visitor services

and facilities: use, importance and quality

Visitor groups were asked to note the visitor services and facilities they used during their visit to Badlands NP. As shown in Figure 73, the visitor services and facilities that were most commonly used by visitor groups were the paved roads (87%), overlooks (77%), and visitor center restrooms (66%). Maps to the Stronghold District (3%) were the least used visitor service and facility.

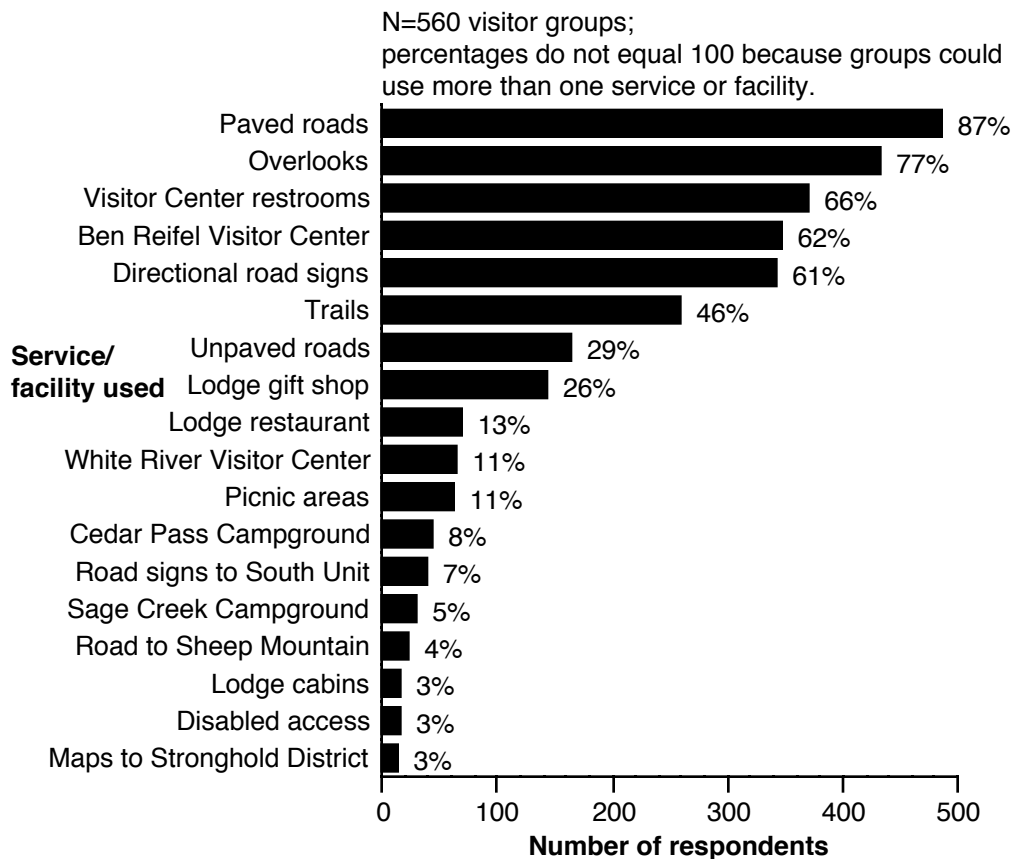


Figure 73: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire:

IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
---	---

The average importance and quality ratings for each service/ facility were determined based on ratings provided by visitors who used each service/ facility. Figures 74 and 75 show the average importance and quality ratings for each of the visitor services and facilities. All services/ facilities were rated as above "average" both in importance and quality. It should be noted that Sage Creek Campground, access for disabled persons, lodge cabins, directional road signs to South Unit, road to Sheep Mountain, and maps to locate Stronghold District and/ or Palmer Creek were not rated by enough people to provide reliable data.

Figures 76-93 show the importance ratings that were provided by visitor groups for each of the individual visitor services and facilities. Those visitor services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included the overlooks (93%), Cedar Pass Campground (93%) and the trails (92%). The highest proportions of "not important" ratings were for the lodge gift shop (3%) and unpaved roads (2%).

Figures 94-111 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "very good" or "good" ratings included overlooks (95%), paved roads (89%) and trails (87%). The highest proportions of "very poor" ratings were for unpaved roads (4%) and picnic areas (2%).

Figure 112 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

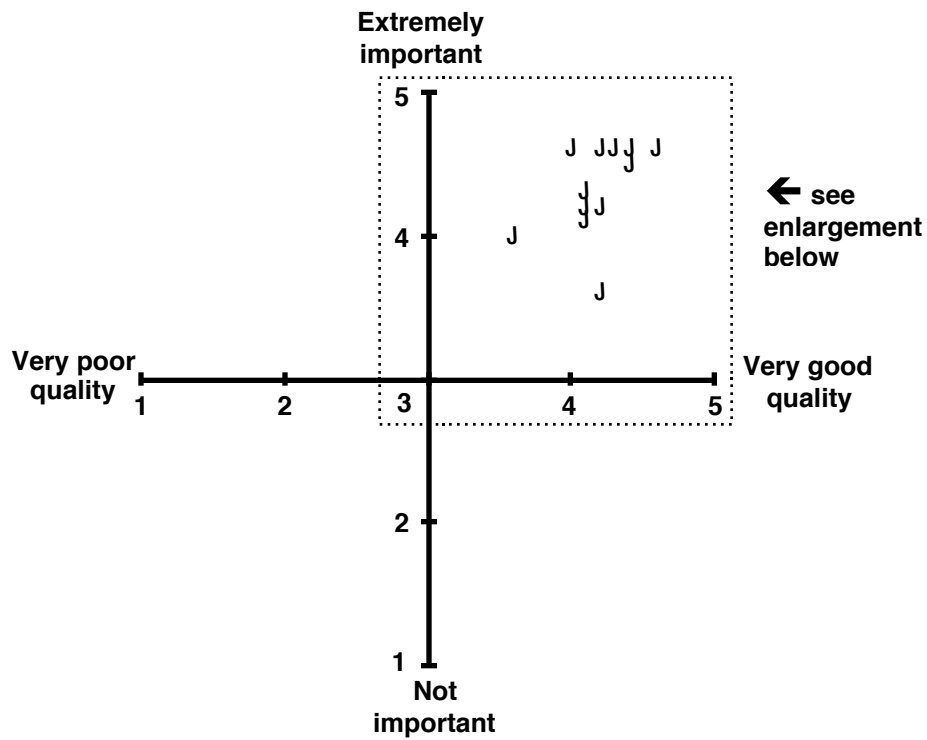


Figure 74: Average ratings of service and facility importance and quality

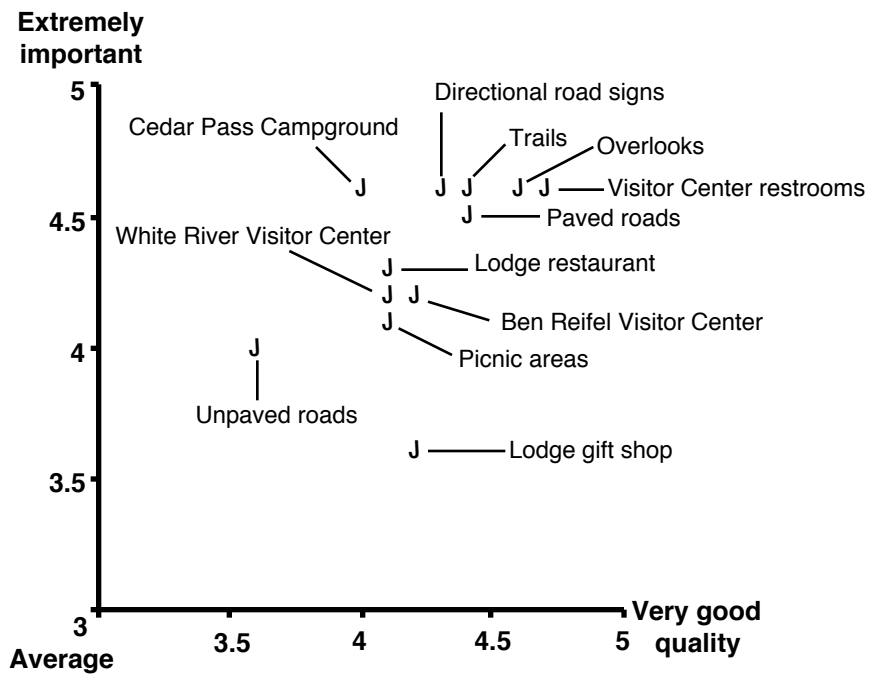


Figure 75: Detail

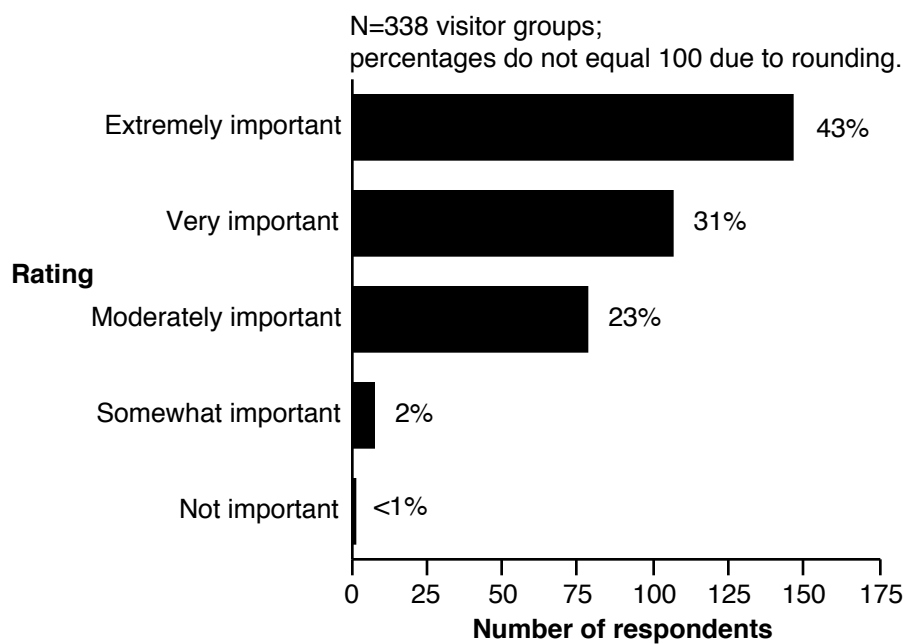


Figure 76: Importance of Ben Reifel Visitor Center

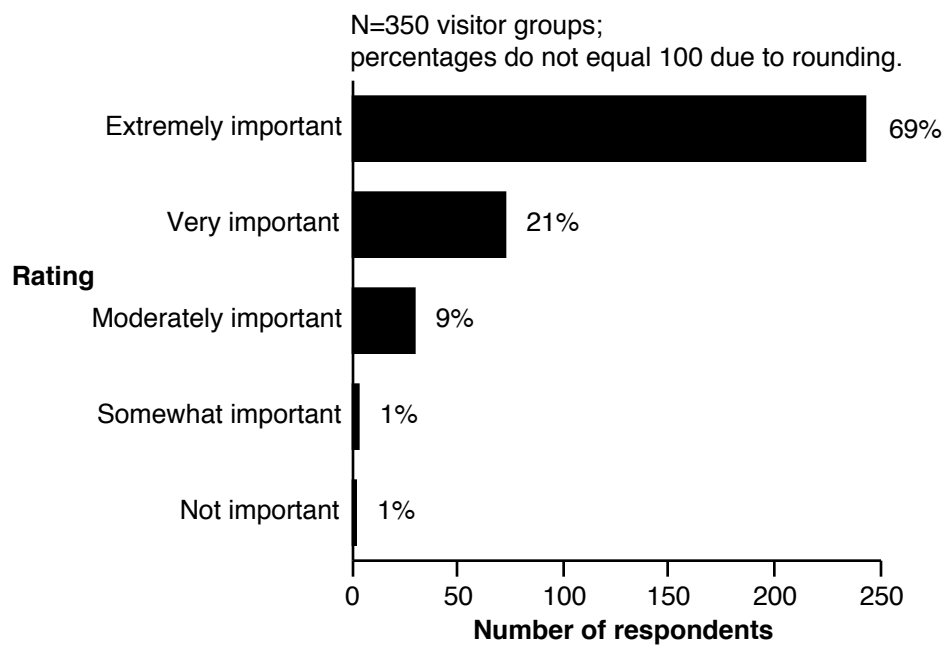


Figure 77: Importance of visitor center restrooms

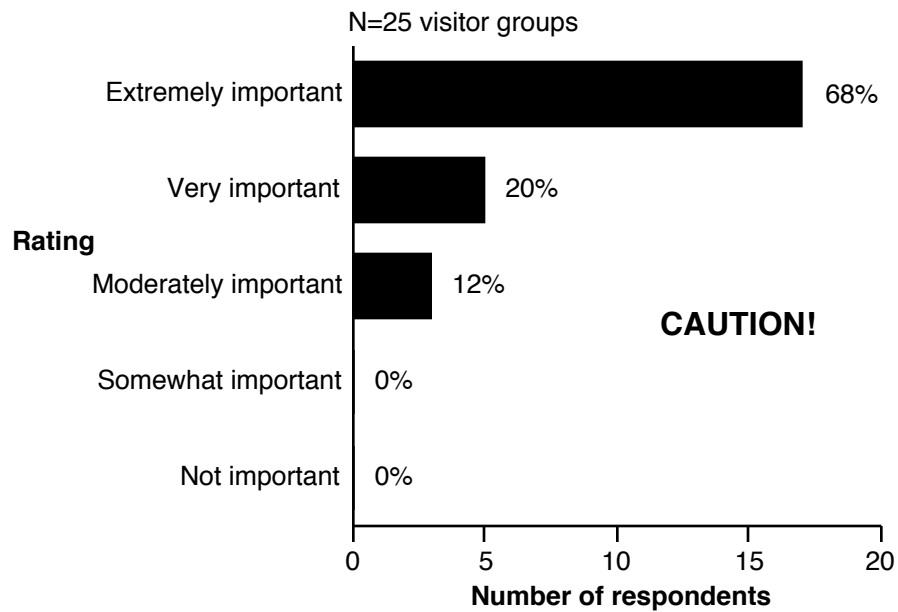


Figure 78: Importance of Sage Creek Campground

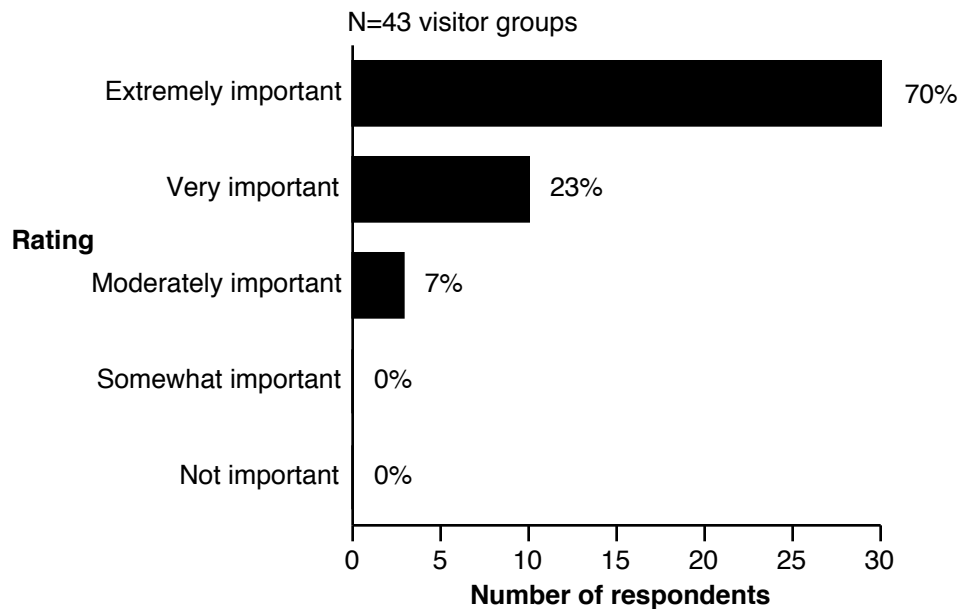


Figure 79: Importance of Cedar Pass Campground

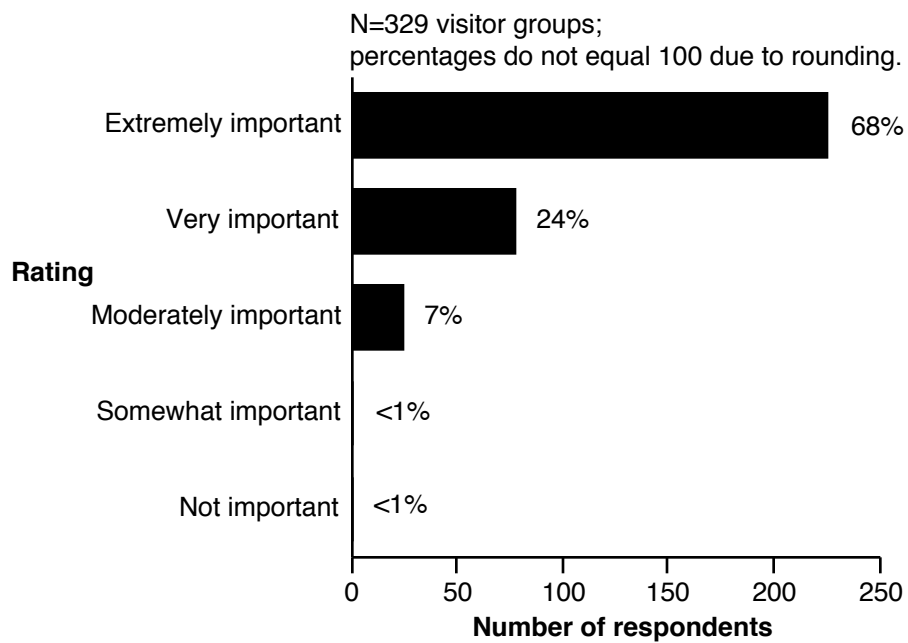


Figure 80: Importance of directional road signs

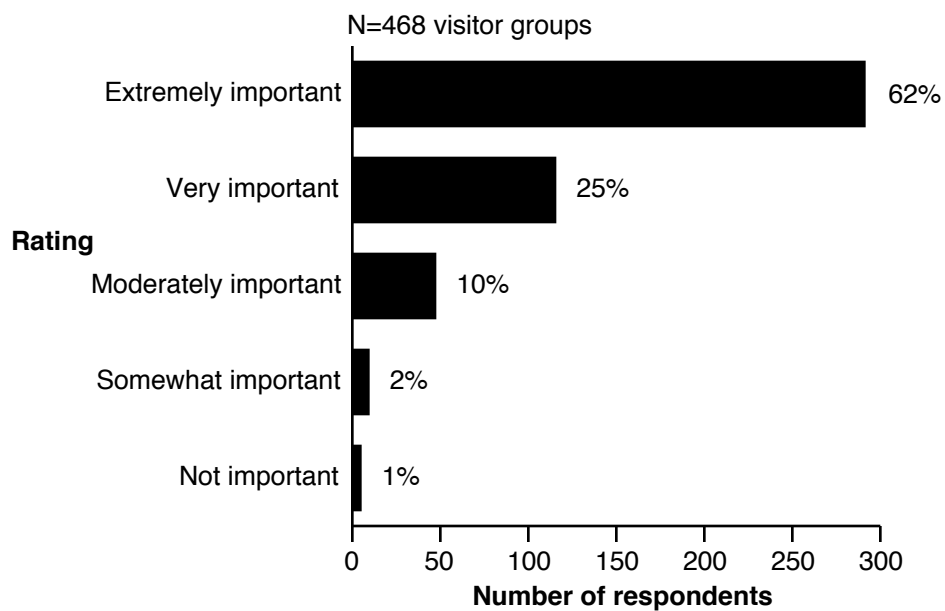


Figure 81: Importance of paved roads

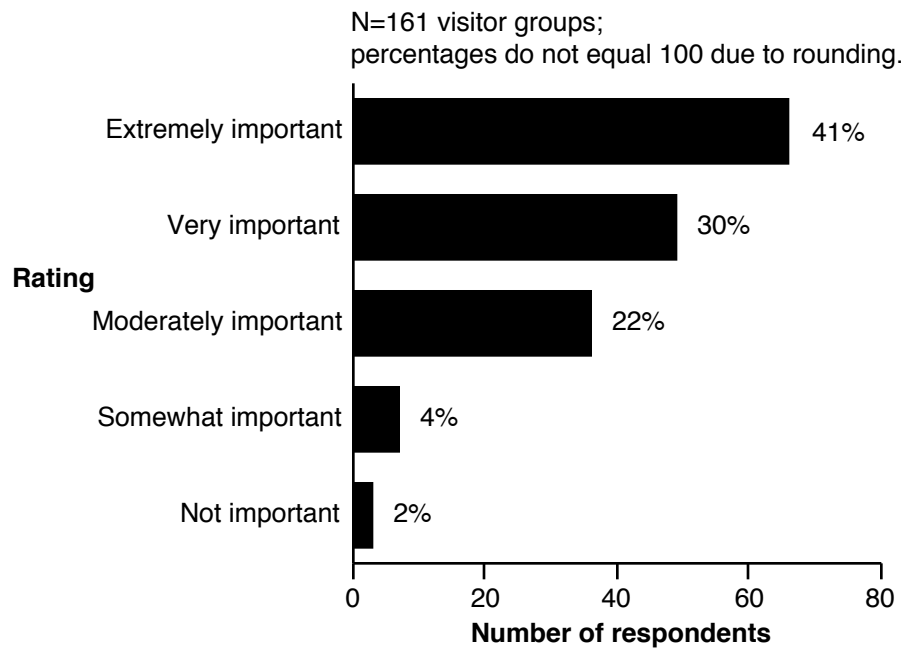


Figure 82: Importance of unpaved roads

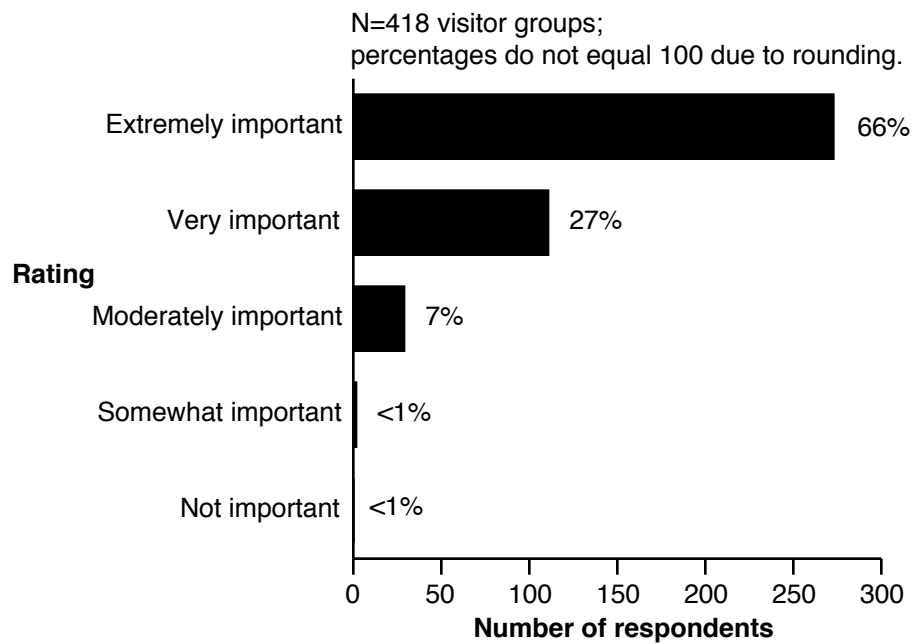


Figure 83: Importance of overlooks

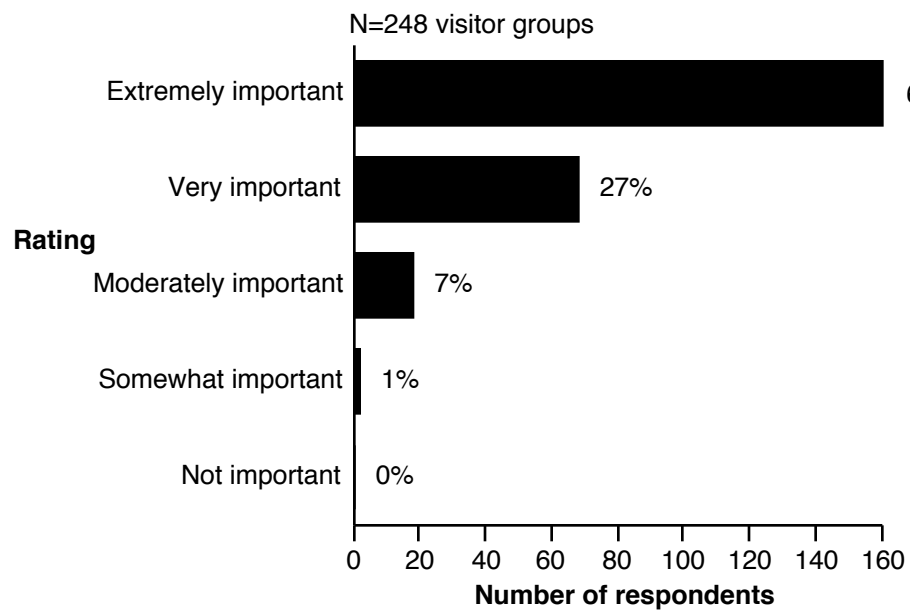


Figure 84: Importance of trails

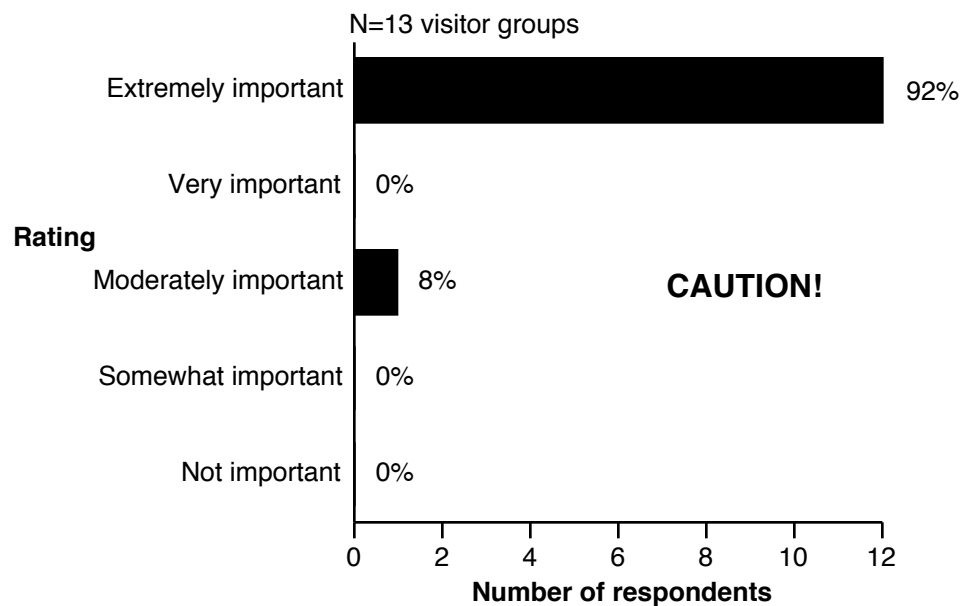


Figure 85: Importance of access for disabled persons

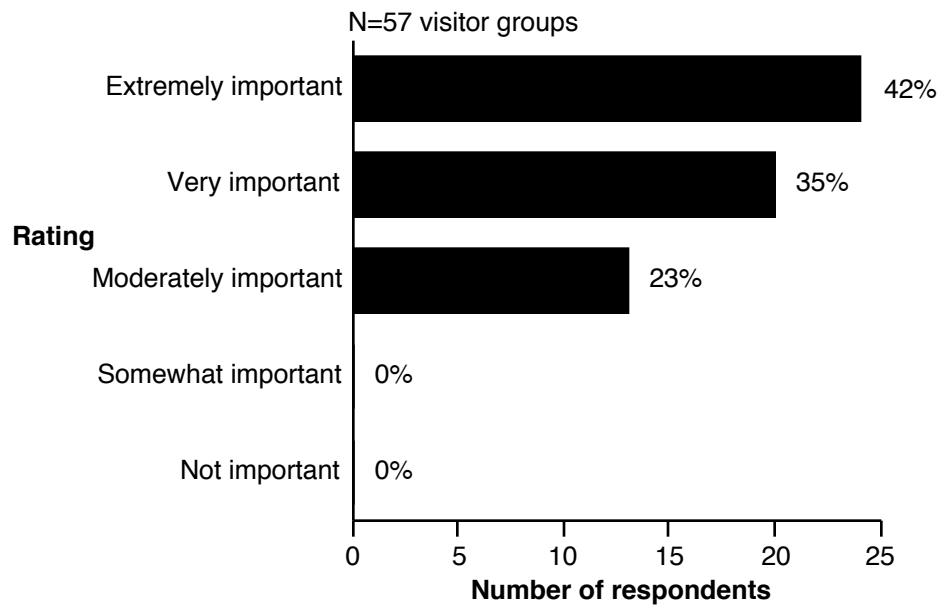


Figure 86: Importance of picnic areas

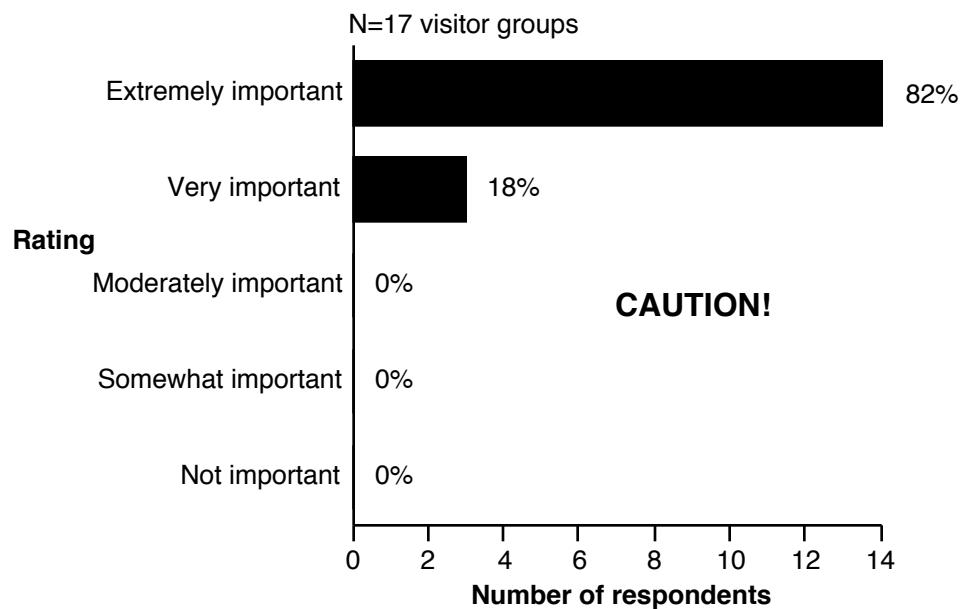


Figure 87: Importance of lodge cabins

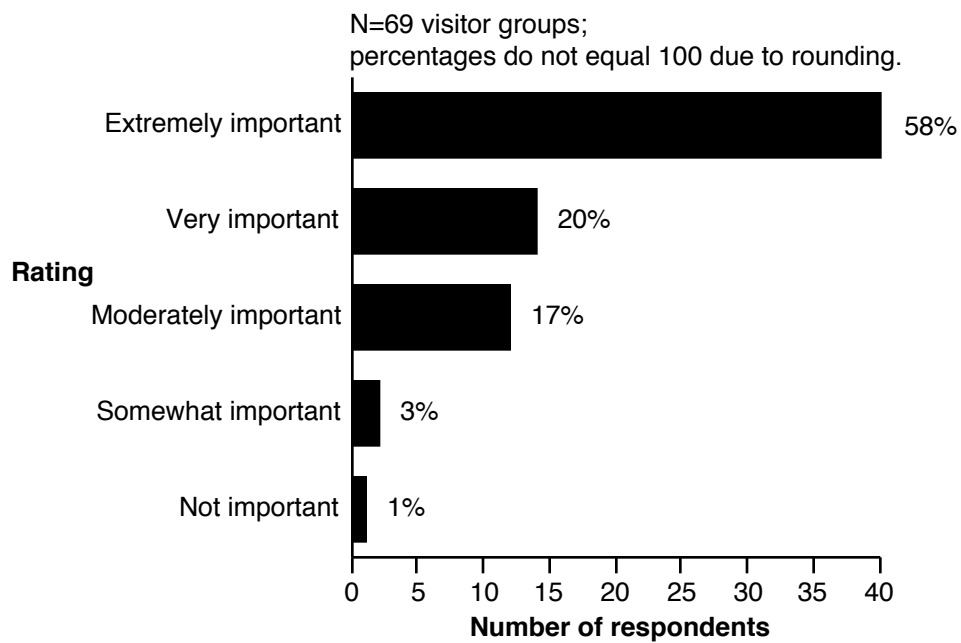


Figure 88: Importance of lodge restaurant

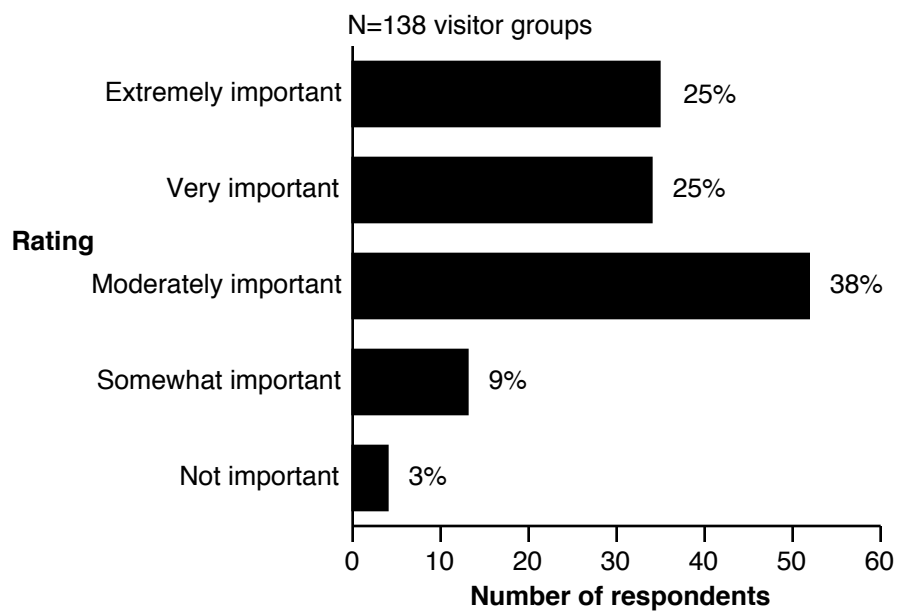


Figure 89: Importance of lodge gift shop

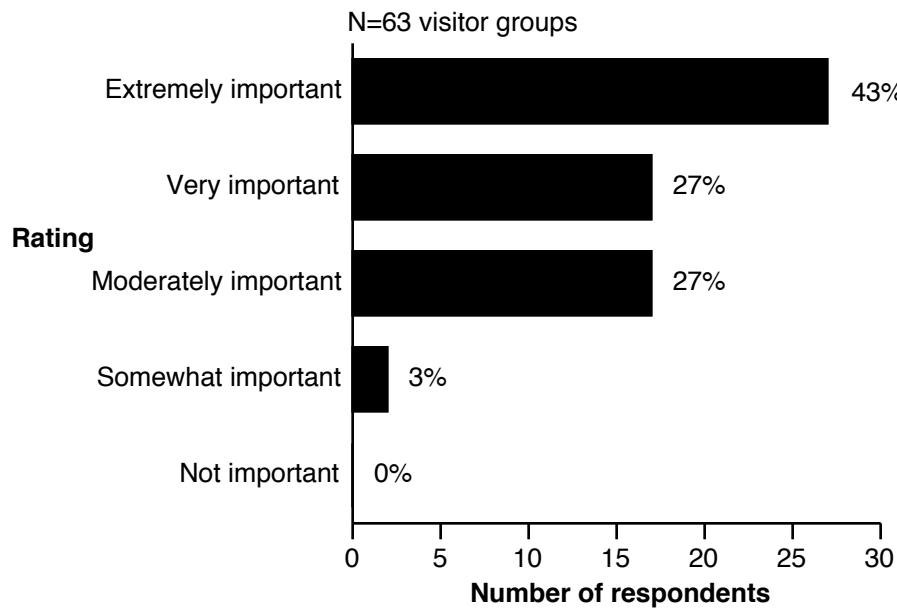


Figure 90: Importance of White River Visitor Center

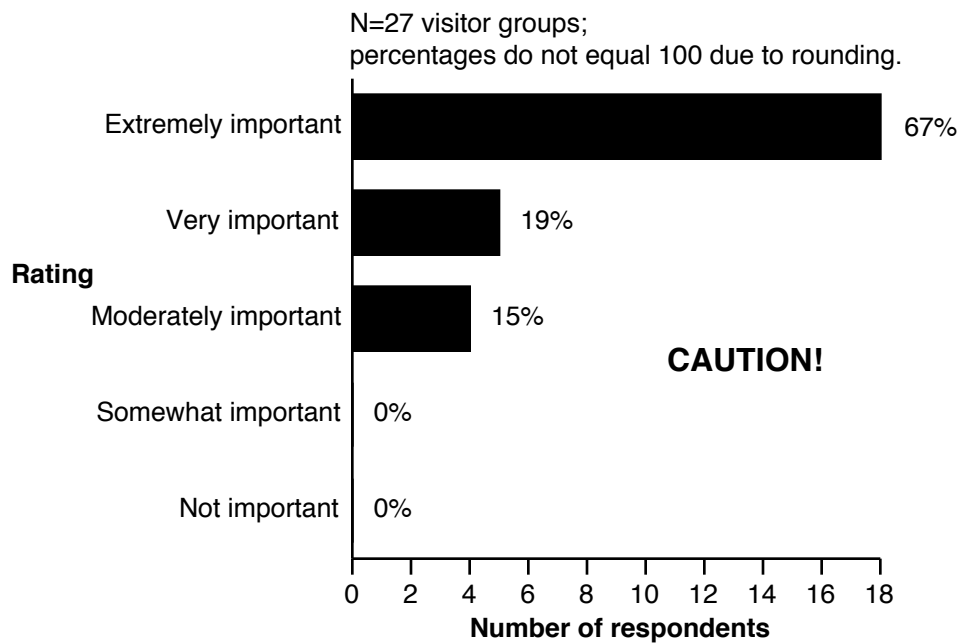


Figure 91: Importance of directional road signs to South Unit

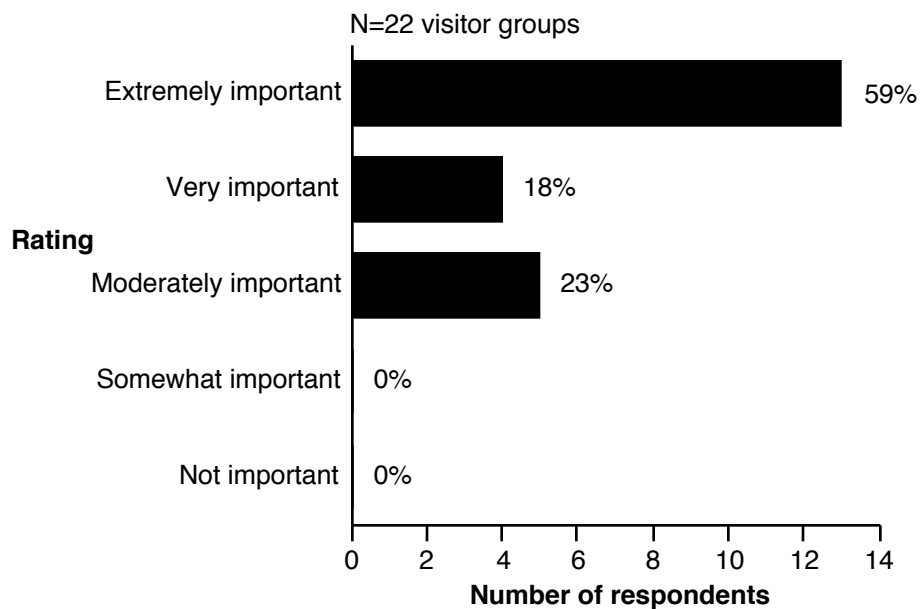


Figure 92: Importance of road to Sheep Mountain

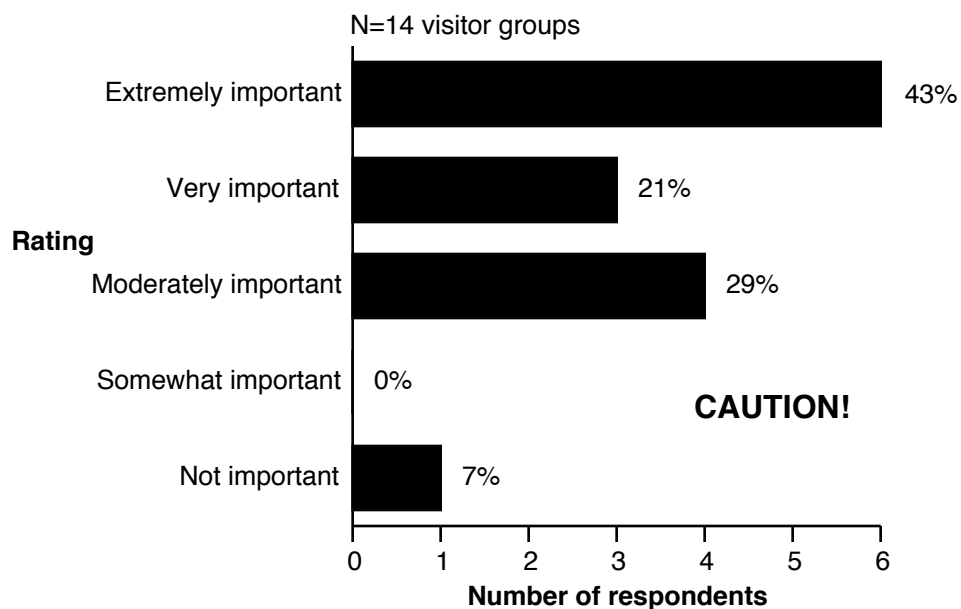


Figure 93: Importance of maps to locate Stronghold District and/or Palmer Creek

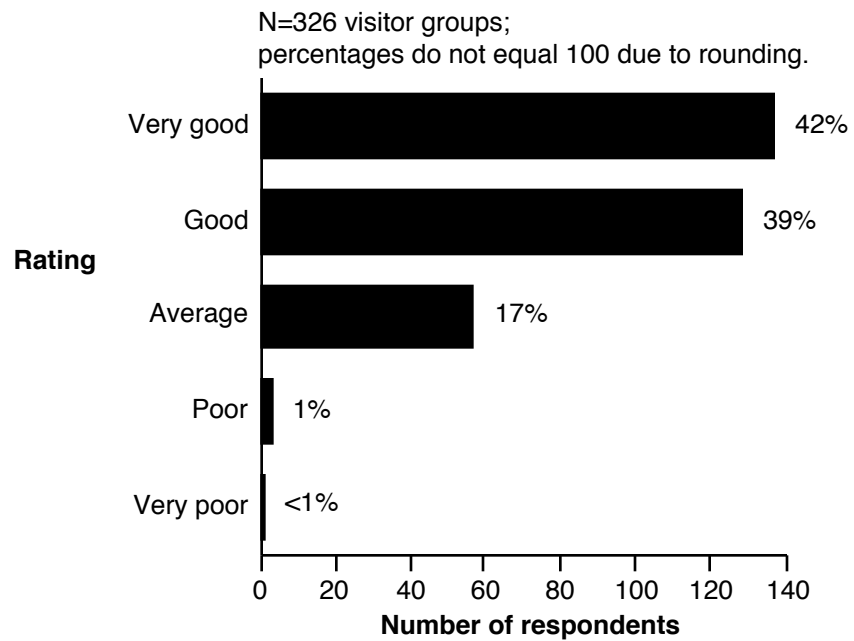


Figure 94: Quality of Ben Reifel Visitor Center

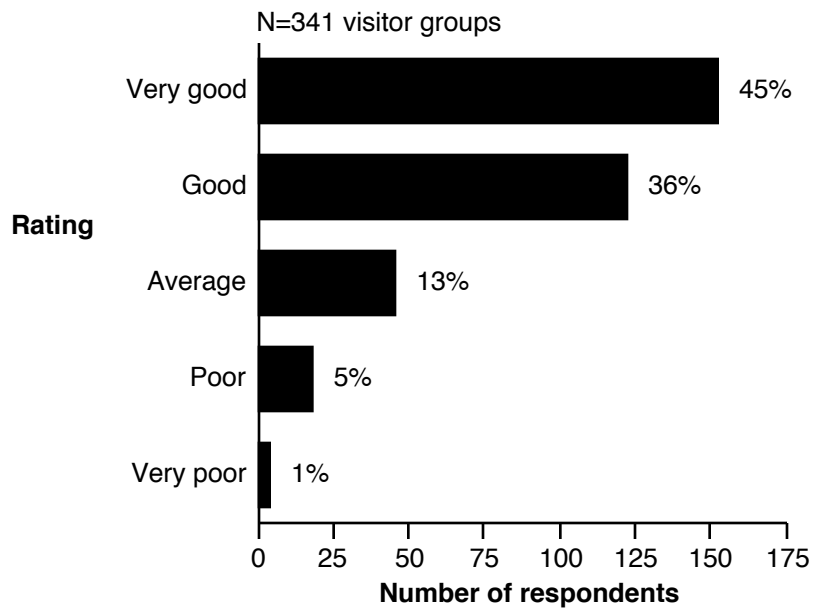


Figure 95: Quality of visitor center restrooms

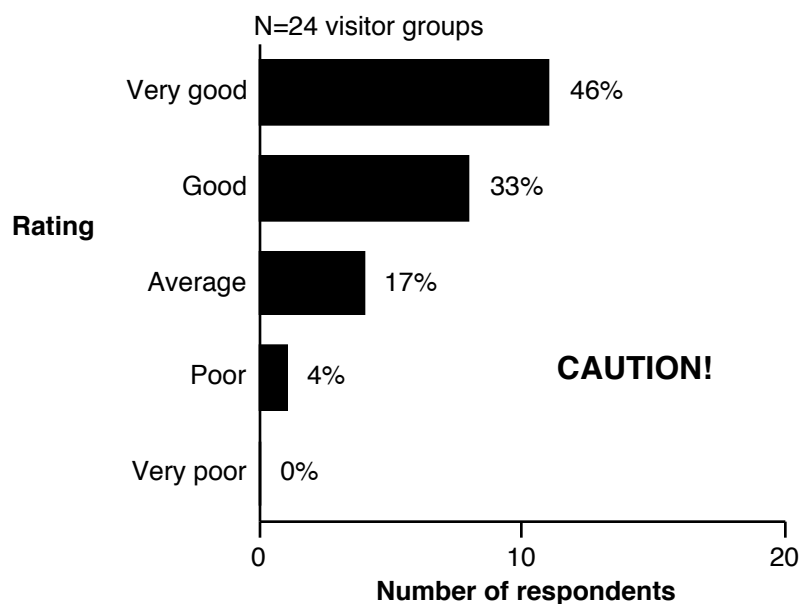


Figure 96: Quality of Sage Creek Campground

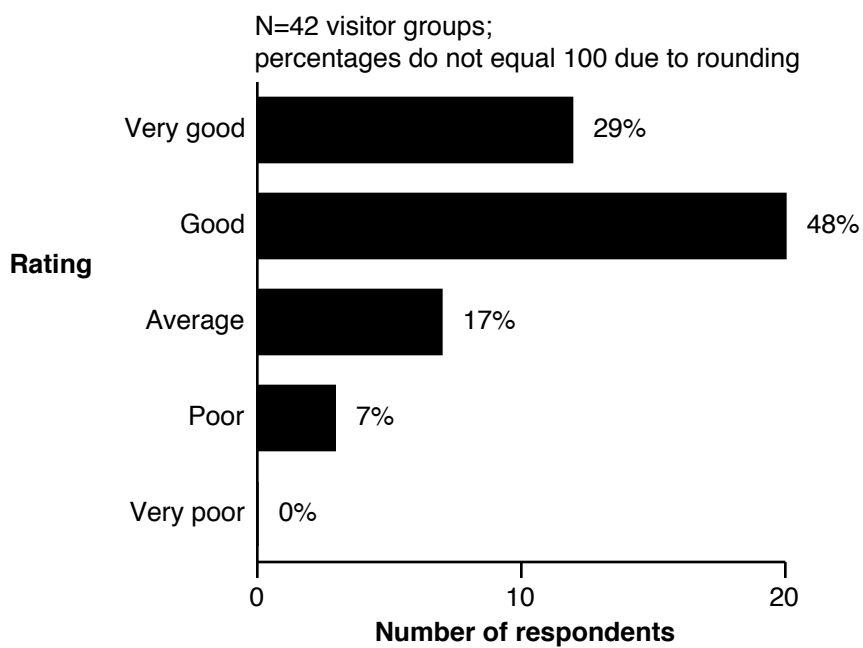


Figure 97: Quality of Cedar Pass Campground

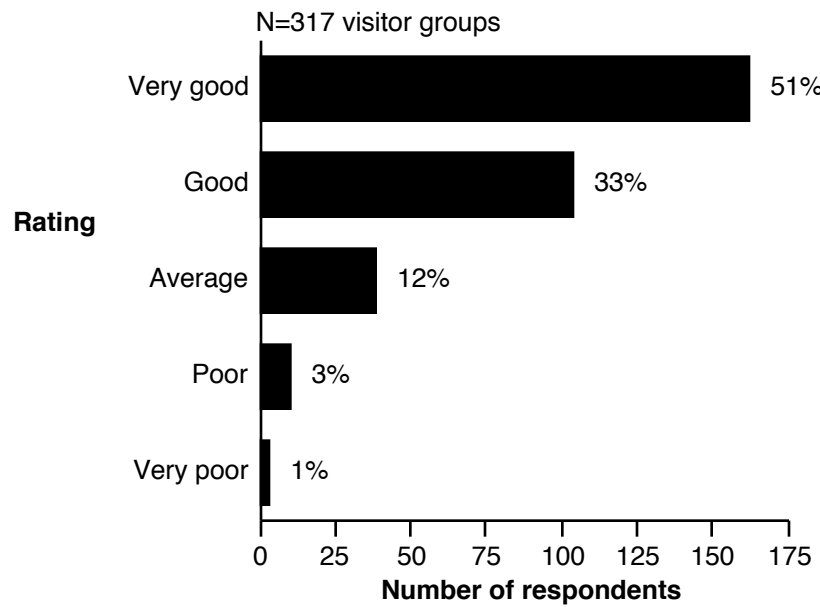


Figure 98: Quality of directional road signs

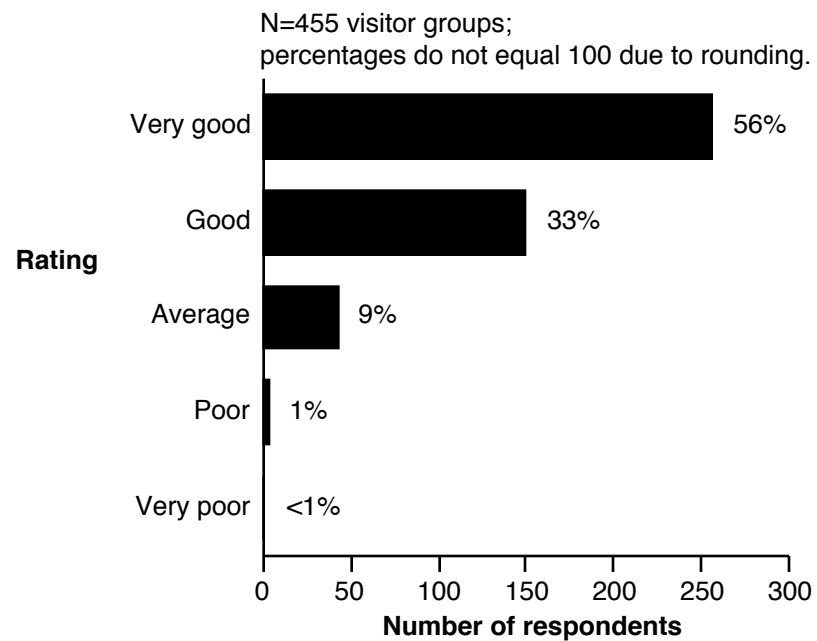


Figure 99: Quality of paved roads

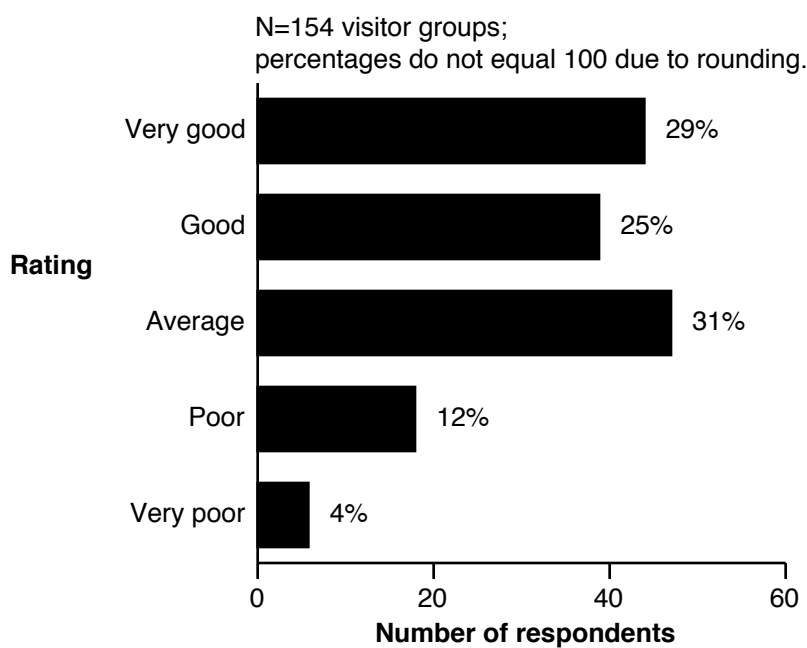


Figure 100: Quality of unpaved roads

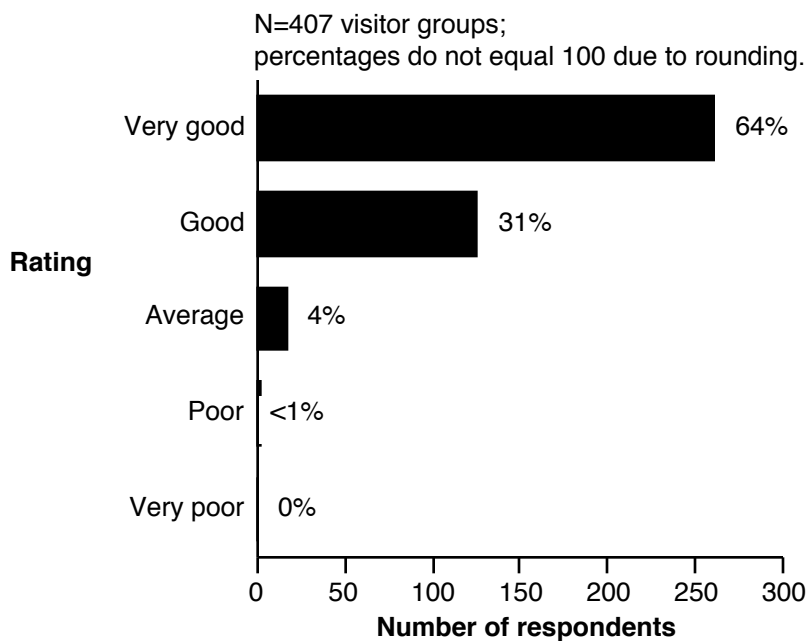
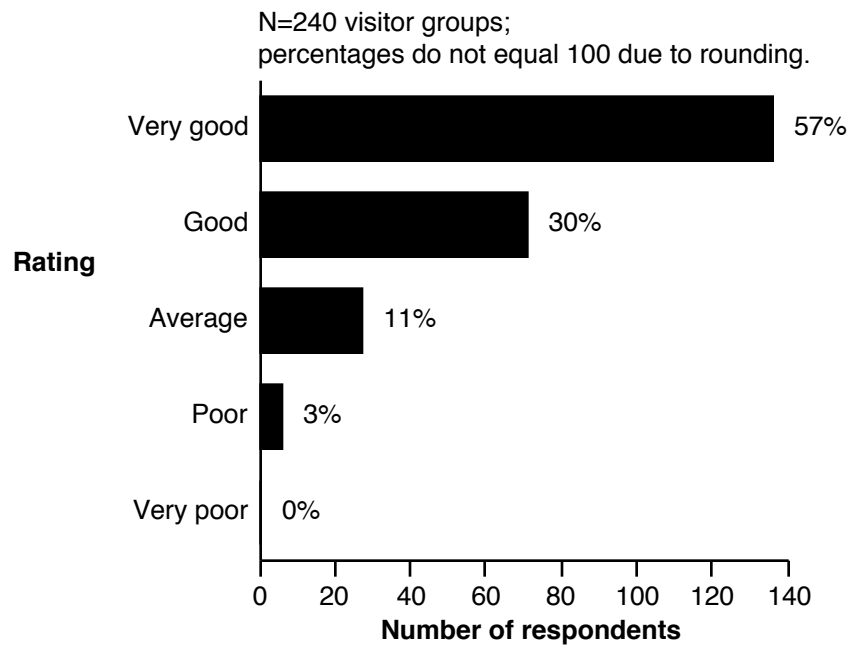
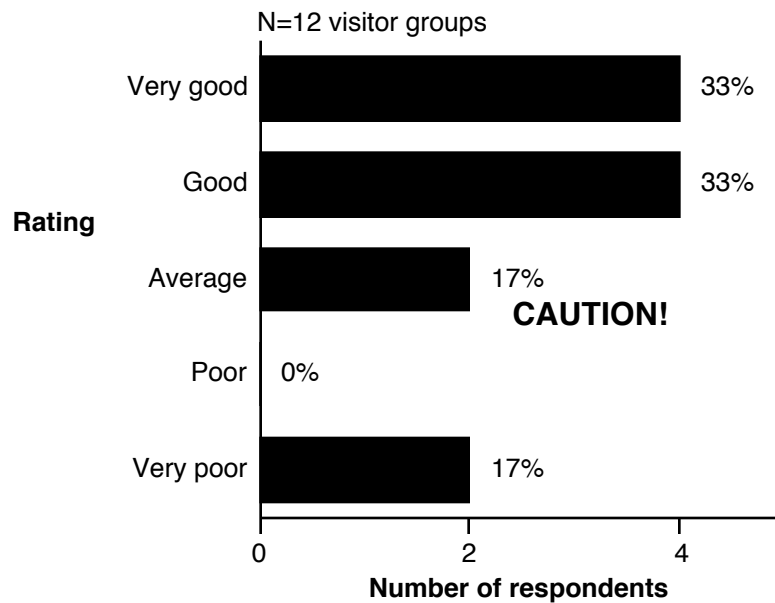
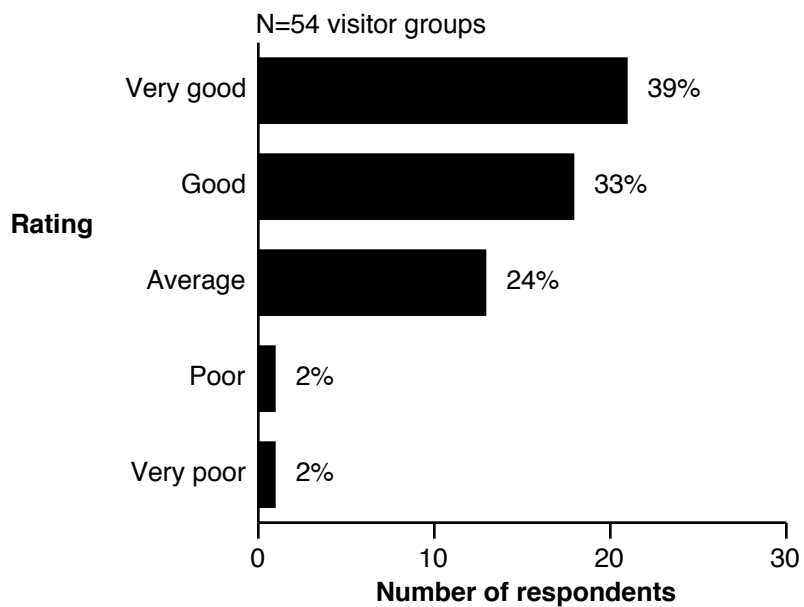
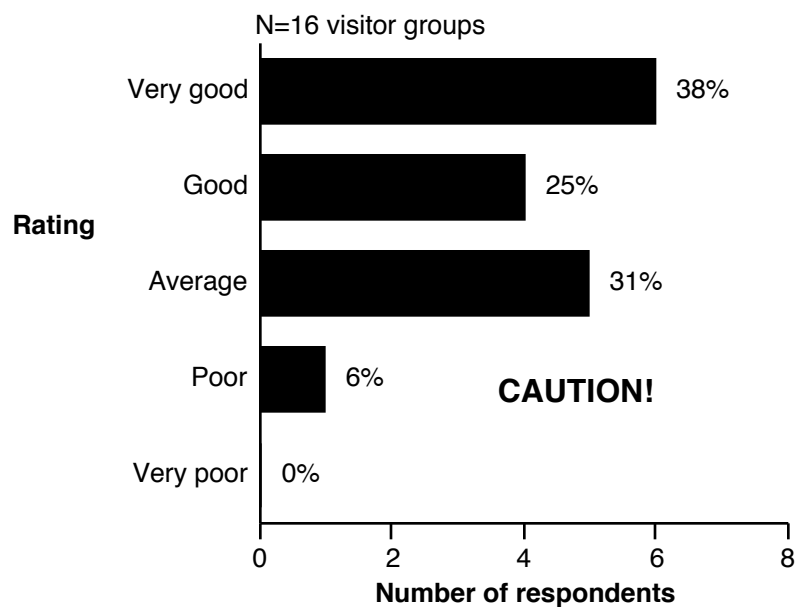
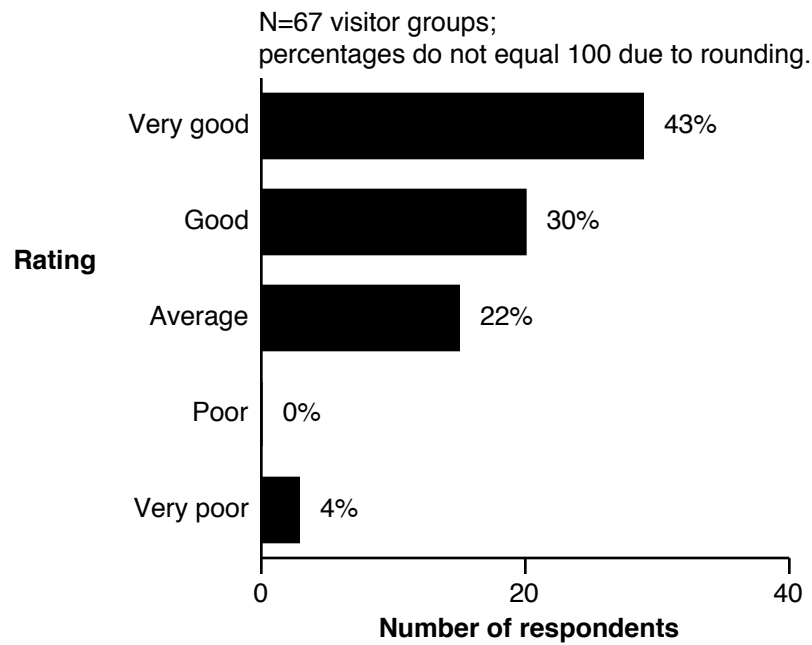
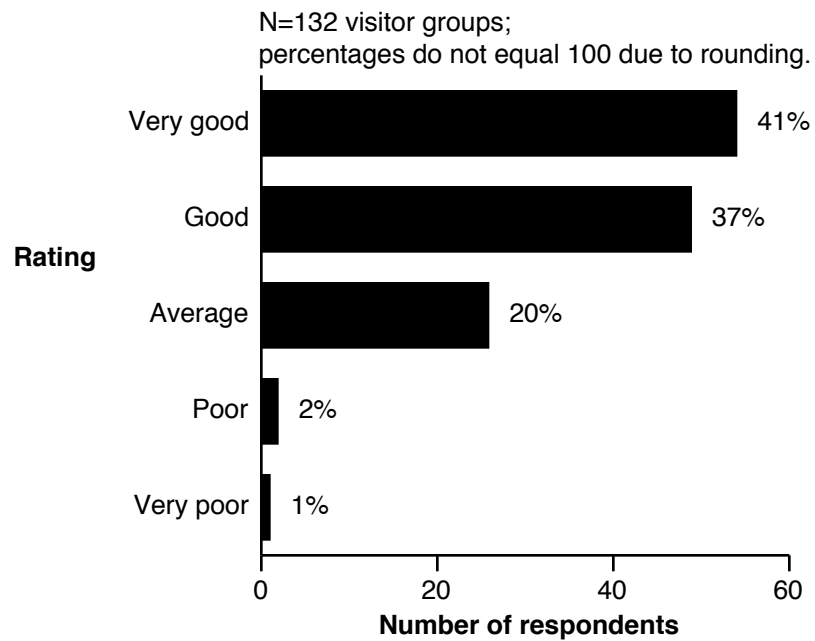
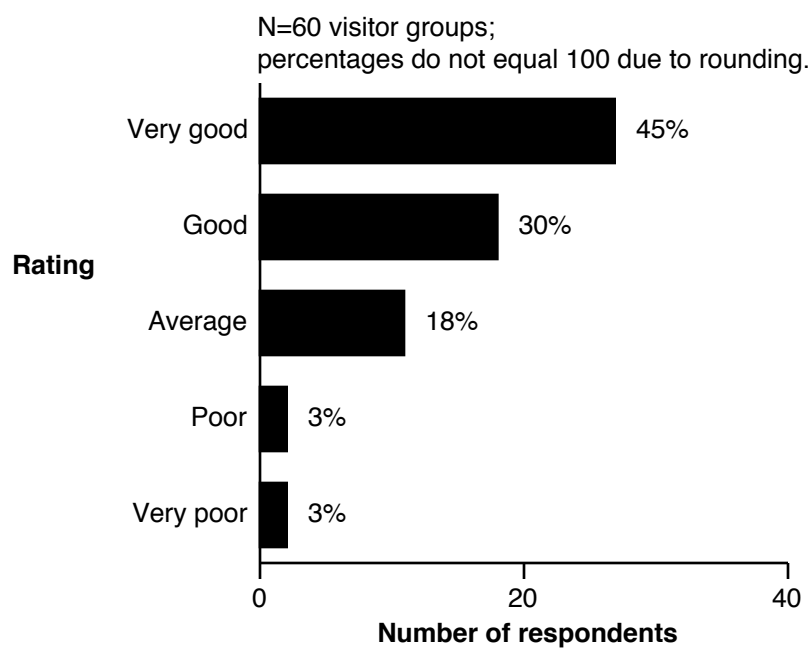
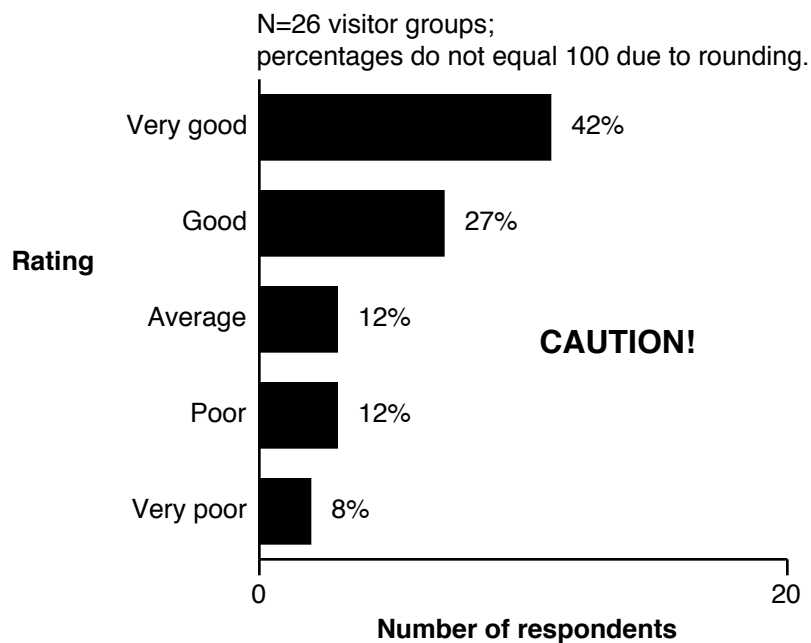


Figure 101: Quality of overlooks

**Figure 102: Quality of trails****Figure 103: Quality of access for disabled persons**

**Figure 104: Quality of picnic areas****Figure105: Quality of lodge cabins**

**Figure 106: Quality of lodge restaurant****Figure 107: Quality of lodge gift shop**

**Figure 108: Quality of White River Visitor Center****Figure 109: Quality of directional road signs to South Unit**

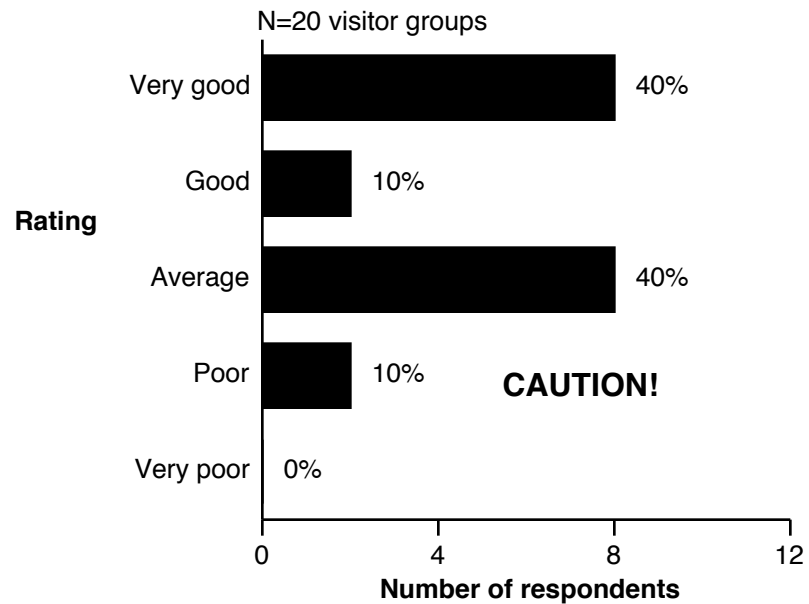


Figure 110: Quality of road to Sheep Mountain

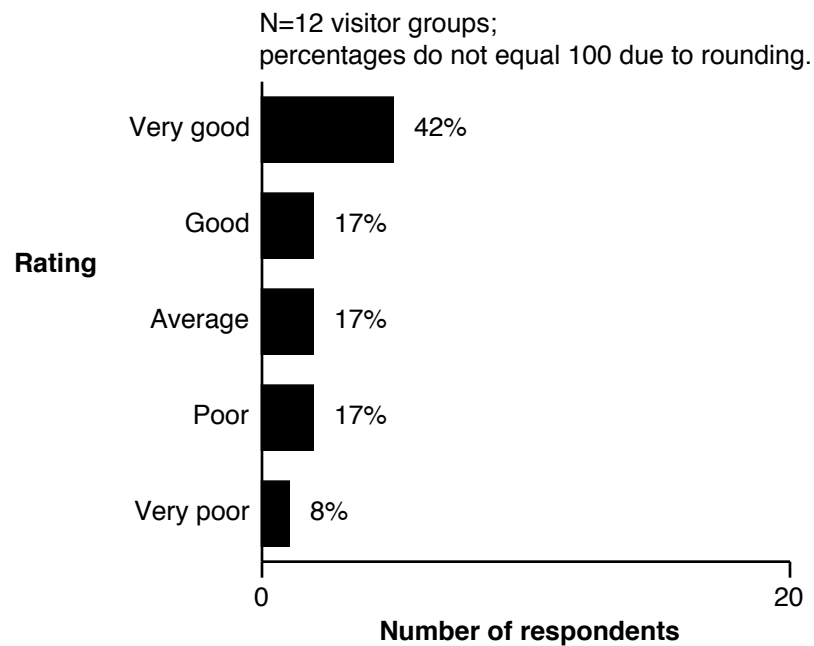


Figure 111: Quality of maps to locate Stronghold District and/or Palmer Creek

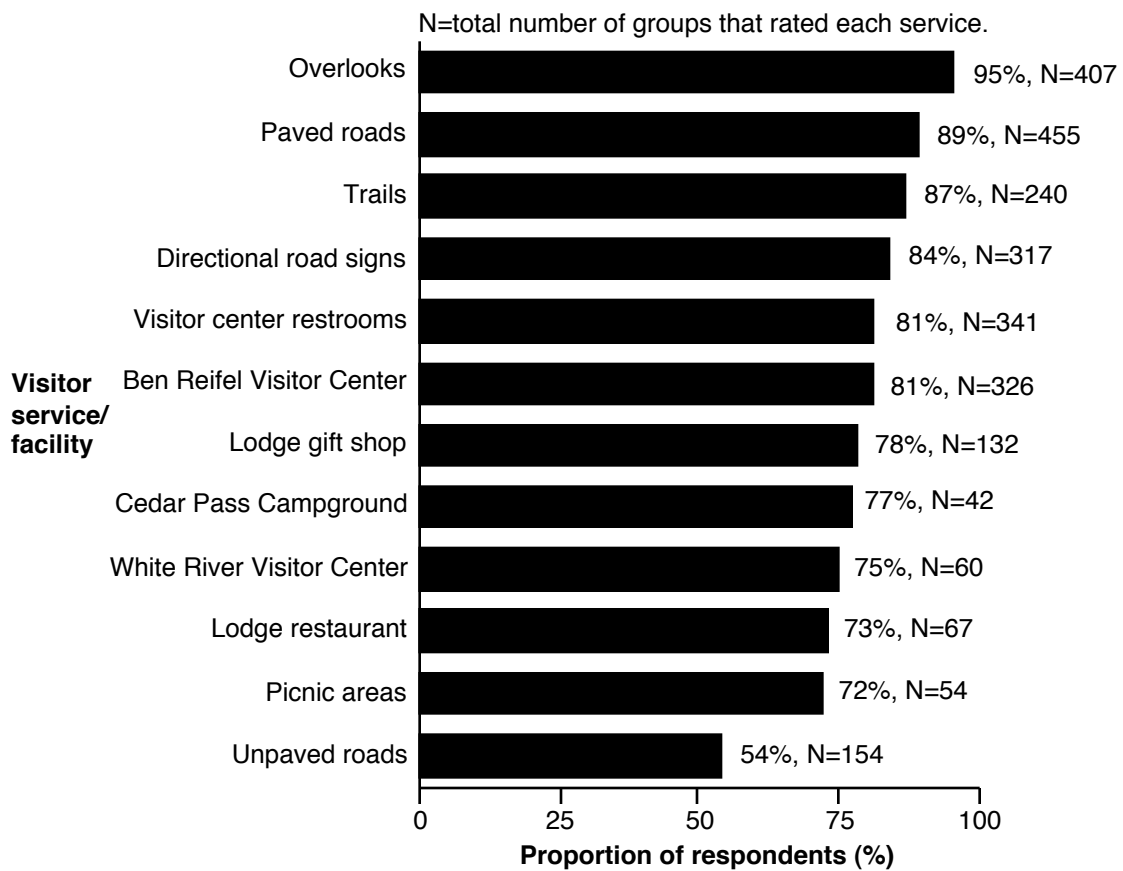


Figure 112: Combined proportions of “very good” and “good” quality ratings for visitor facilities used by visitors

Entrance fee

Visitor groups were asked about the appropriateness of the entrance fee at Badlands National Park. As shown in Figure 113, 79% of visitor groups thought the entrance fee was about right. Nineteen percent of visitor groups thought the entrance fee was too high and 2% thought it was too low.

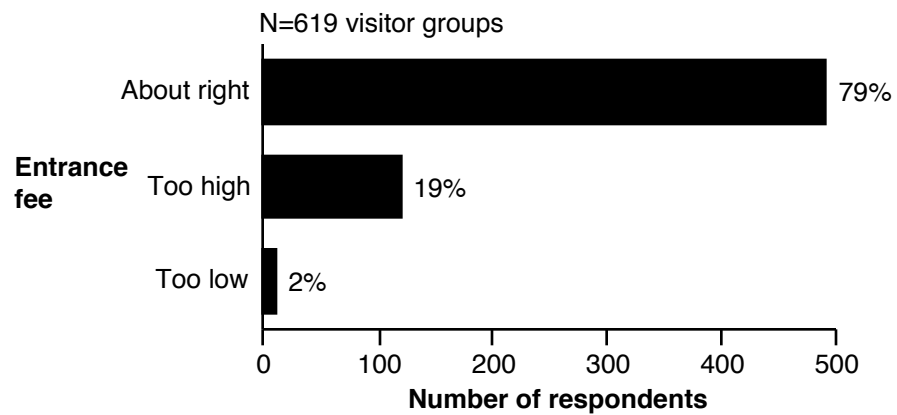


Figure 113: Appropriateness of entrance fees

Visitors groups were asked about their willingness to utilize public transportation in the future. As shown in Figure 114, 80% of visitor groups indicated they would be unlikely to use public transportation into the park. Twelve percent of visitor groups were "not sure" if they would use public transportation and 7% indicated they would use public transportation. Of the visitor groups who indicated a willingness to use public transportation, 44% stated their preference for using a shuttle from Rapid City, South Dakota, 37% from Interior, South Dakota, and 39% for other forms of transportation (see Figure 115). The other forms of transportation ranged from a service to carry bicycles into the park, to a shuttle from other small towns like Wall, South Dakota.

Public transportation

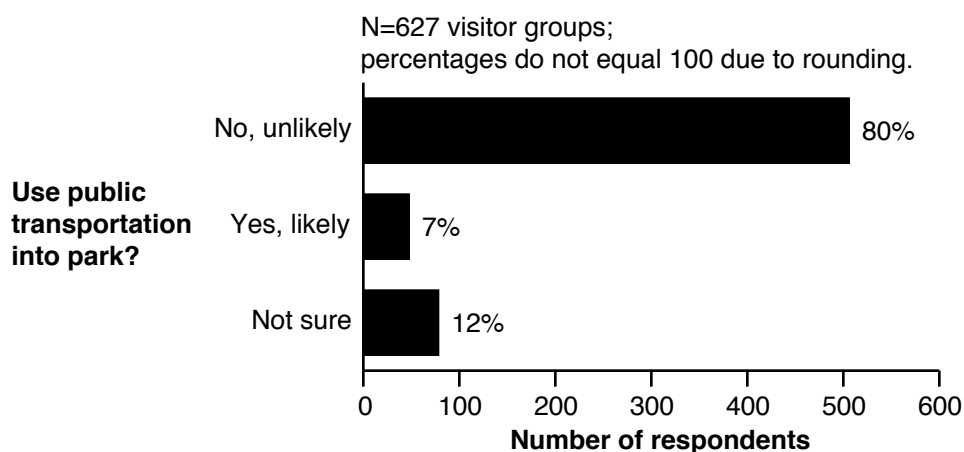


Figure 114: Use public transportation into Badlands NP

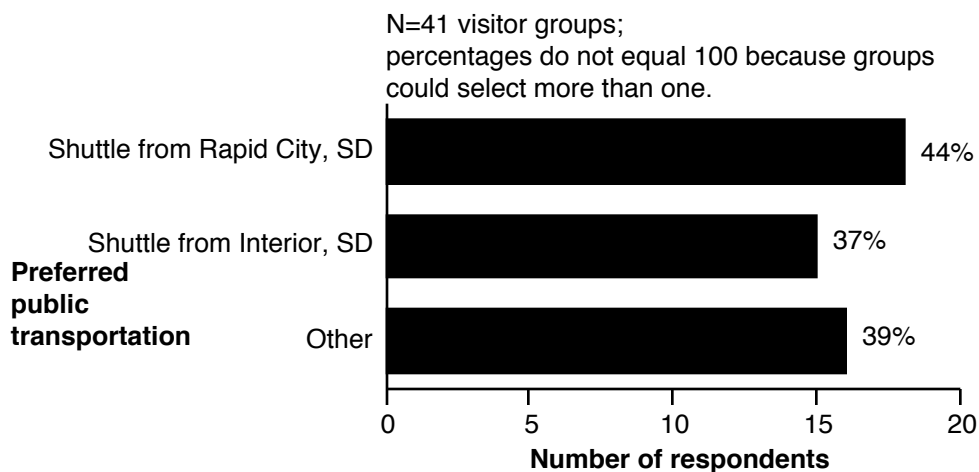


Figure 115: Preferred types of public transportation

**Park
elements—effects
on visitor
experience**

Visitor groups were asked: “For any of the following elements that you and your group experienced in Badlands National Park, please indicate how they affected your park experience.” As shown in Figures 116-121, the majority of visitor groups indicated “no effect” for each of the 6 elements included in the question. Twenty-three percent of visitor groups indicated that visitors climbing on geologic features detracted from their experience (see Figure 117). Fifteen percent of visitor groups indicated that the number of visitors detracted from their experience (see Figure 118). As shown in Figure 121, 13% of visitor groups indicated that the horseback riders in the park added to their experience.

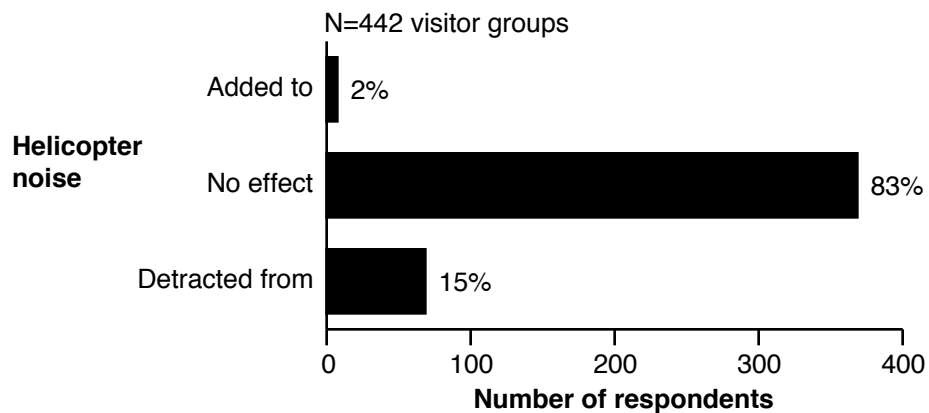


Figure 116: Did helicopter noise in Badlands NP affect your experience?

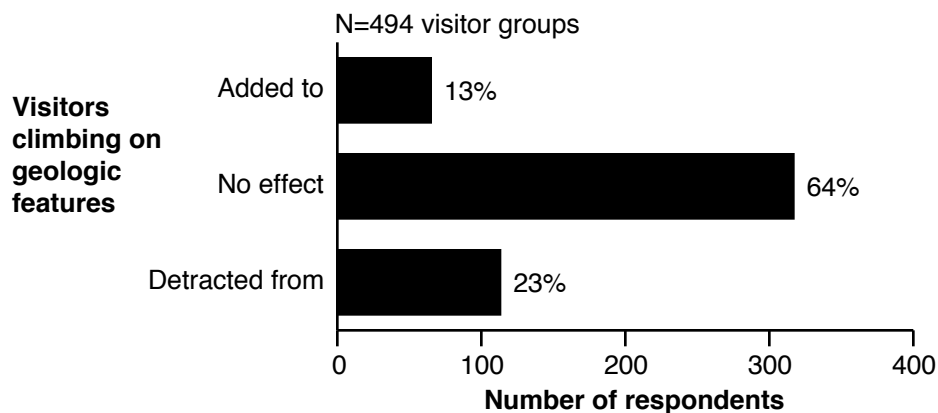


Figure 117: Did visitors climbing on geologic features in Badlands NP affect your experience?

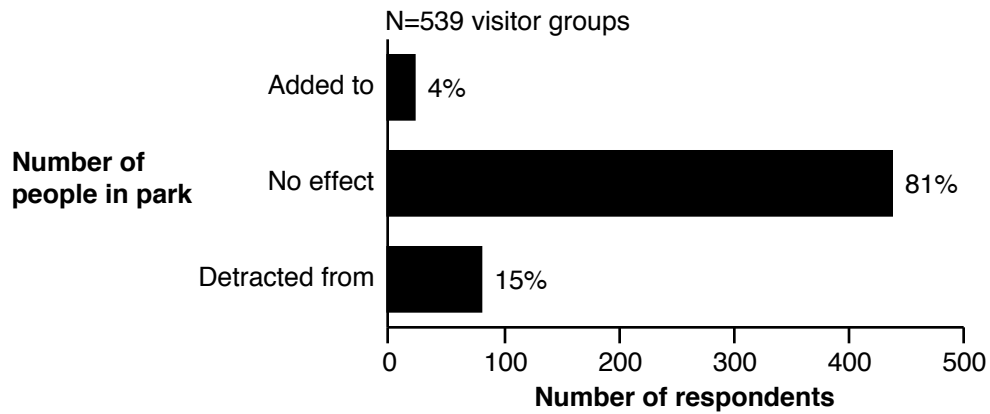


Figure 118: Did the number of people in Badlands NP affect your experience?

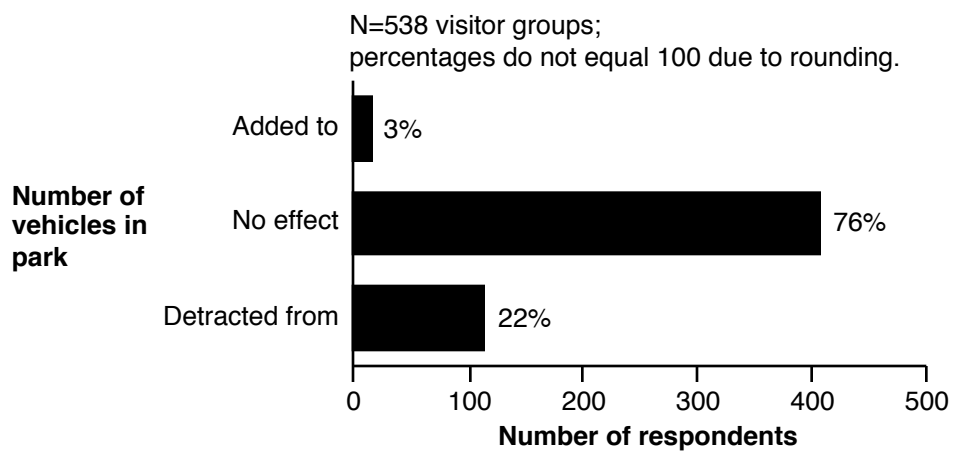


Figure 119: Did the number of vehicles in Badlands NP affect your experience?

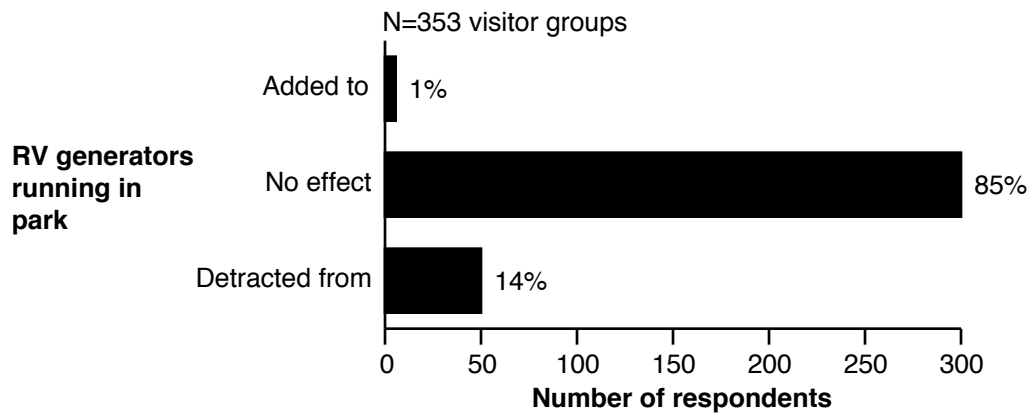


Figure 120: Did recreational vehicle generators running in the Badlands NP campgrounds affect your experience?

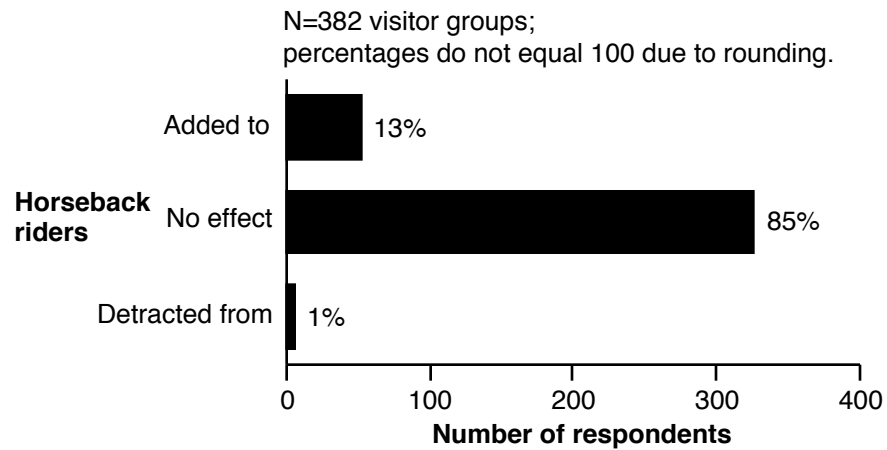


Figure 121: Did horseback riders in Badlands NP affect your experience?

Visitor groups were asked to state the amount of money they spent in Badlands NP and in the surrounding area (within a 1-hour drive of the park) on this visit. Groups were asked to indicate the amounts they spent for lodging; camping fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

Expenditures

Total expenditures (inside and outside of park): Thirty-three percent of the visitor groups spent from \$1 to \$50, and another 17% spent from \$51 to \$100 in Badlands NP and the surrounding area (see Figure 122). Thirteen percent of the groups spent \$101 to \$150 and 7% of visitor groups spent no money. Of the total expenditures by groups, 26% was for lodging, 18% was for restaurants and bars, and 20% was for “other” items (see Figure 123).

The average visitor group expenditure during this visit was \$228. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$85. The average per capita expenditure was \$71.

Proportion of expenditures (inside park): Of the total expenditures by visitor group inside Badlands NP, 33% was for admissions, recreation, and entertainment fees, 15% was for restaurants and bars, and 26% was for “other” items (see Figure 124).

Lodging (inside park): Ninety-five percent of visitor groups spent no money for lodging in Badlands NP (see Figure 125). Two percent of visitor groups spent \$76 to \$100 for lodging.

Camping fees (inside park): Eighty-three percent of visitor groups spent no money for camping fees in Badlands NP. Twelve percent of visitor groups spent \$1 to \$25 for camping fees (see Figure 126).

Restaurants and bars (inside park): Seventy-four percent of visitor groups spent no money at restaurants and bars in Badlands NP (see Figure 127). Twelve percent spent \$1 to \$25 at restaurants and bars, and 10% spent \$26 to \$50.

**Expenditures
(continued)**

Groceries and take-out food (inside park): Eighty-four percent of visitor groups spent no money on groceries and take-out food in Badlands NP (see Figure 128). Fourteen percent spent \$1 to \$25 on groceries and take-out food.

Gas and oil (inside park): Eighty-nine percent of visitor groups spent no money on gas and oil in Badlands NP (see Figure 129). Eight percent spent \$1 to \$25 on gas and oil. As there are no service stations within Badlands NP, visitor groups answering this question might have been confused as to the actual boundary of the park.

Other transportation expenses (inside park): Ninety-eight percent of visitor groups spent no money on other transportation expenses in Badlands NP (see Figure 130). One percent of the groups spent from \$1 to \$25 on other transportation expenses.

Admissions, recreation, entertainment fees (inside park): Fifty-eight percent of visitor groups spent from \$1 to \$25 on admissions, recreation, and entertainment fees in Badlands NP (see Figure 131). Thirty-six percent of visitor groups spent no money on admissions, recreation, and entertainment fees.

All other purchases (inside park): Forty-five percent of visitor groups spent no money on other purchases in Badlands NP (see Figure 132). Thirty-four percent of visitor groups spent \$1 to \$25, and 15% spent \$26 to \$50 on other purchases.

Proportion of expenditures (outside park): Of the total expenditures by visitor group outside Badlands NP, 31% was for lodging, 19% was for restaurants and bars, and 19% was for "other" items (see Figure 133).

Lodging (outside park): Sixty percent of visitor groups spent no money on lodging outside of Badlands NP (see Figure 134). Ten percent of visitor groups spent \$76 to \$100 on lodging.

Camping Fees (outside park): Seventy-two percent of visitor groups spent no money on camping fee outside of Badlands NP (see Figure 135). Fourteen percent of visitor groups spent \$1 to \$25 on camping fees.

**Expenditures
(continued)**

Restaurants and Bars (outside park): Thirty-eight percent of visitor groups spent no money at restaurants and bars outside of Badlands NP (see Figure 136). Twenty-four percent of visitor groups spent \$1 to \$25 at restaurants and bars, and 16% spent \$26 to \$50.

Groceries and take-out food (outside park): Fifty-three percent of visitor groups spent no money on groceries and take-out food outside of Badlands NP (see Figure 137). Twenty-seven percent spent \$1 to \$25 on groceries and take-out food.

Gas and oil (outside park): Thirty-nine percent of visitor groups spent \$1 to \$25 on gas and oil in Badlands NP (see Figure 138). Thirty percent of visitor groups spent no money on gas and oil.

Other transportation expenses (outside park): Ninety-six percent of visitor groups spent no money on other transportation expenses outside of Badlands NP (see Figure 139). One percent of the groups spent from \$1 to \$25 on other transportation expenses.

Admissions, recreation, entertainment fees (outside park): Sixty-seven percent of visitor groups spent no money on admissions, recreation, and entertainment fees outside of Badlands NP (see Figure 140). Seventeen percent of visitor groups spent \$1-25. on admissions, recreation, and entertainment fees

All other purchases (outside park): Forty-five percent of visitor groups spent no money on other purchases in Badlands NP (see Figure 141). Twenty-one percent of visitor groups spent \$1 to \$25

Visitor groups were asked to indicate how many adults were covered by their expenditures. Sixty-nine percent of visitor groups indicated their expenses covered 2 adults, while 9% indicated the expenses covering only 1 adult (see Figure 142). Visitor groups were also asked to indicate how many children were covered by their expenditures. Thirty-four percent of visitor groups indicated their expenses covered 2 children, 22% indicated the expenses covered 1 child, and 18% indicated the expenses covered 0 children (see Figure 143).

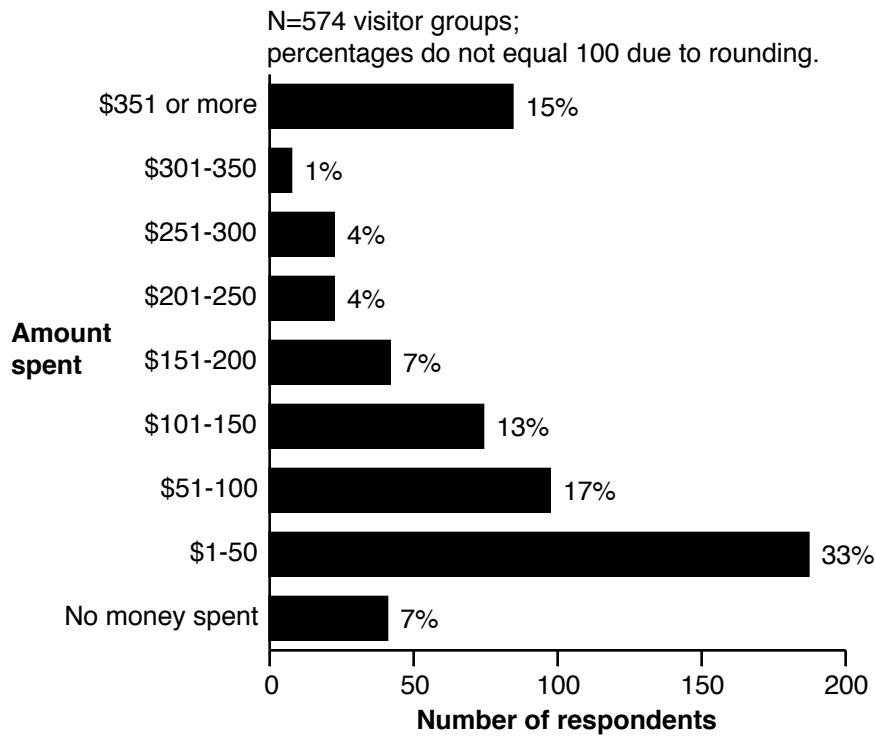


Figure 122: Total expenditures in Badlands NP and surrounding area

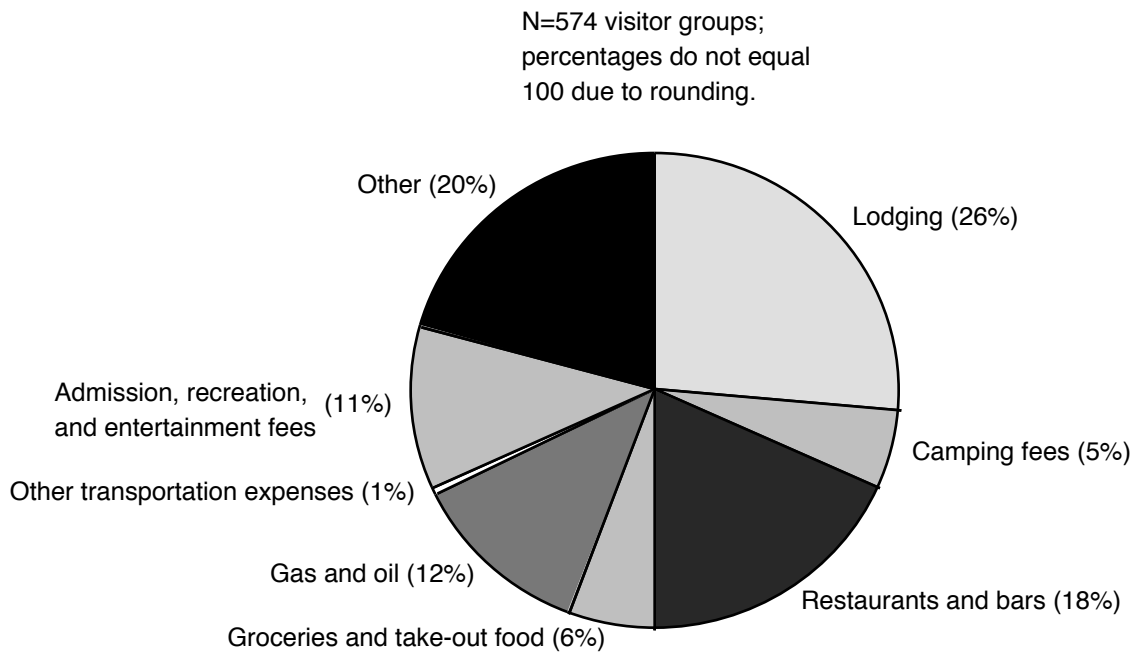


Figure 123: Proportions of expenditures in Badlands NP and surrounding area

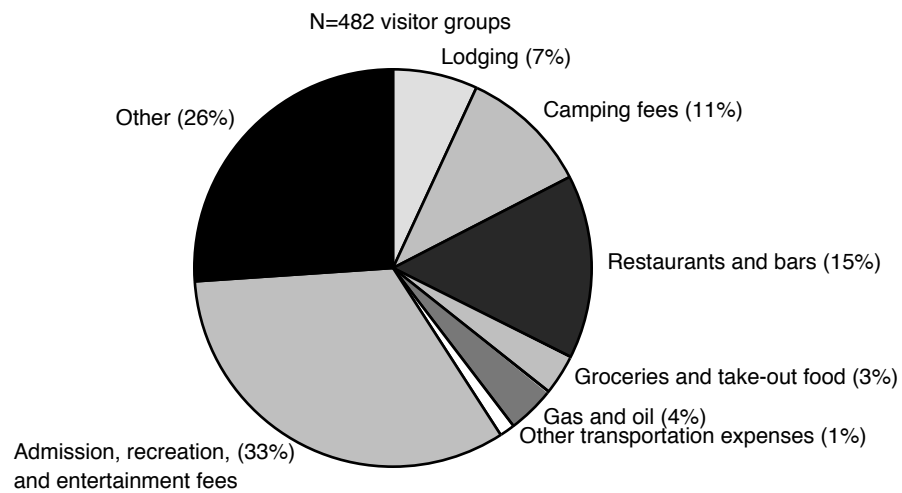


Figure 124: Proportion of expenditures in Badlands NP

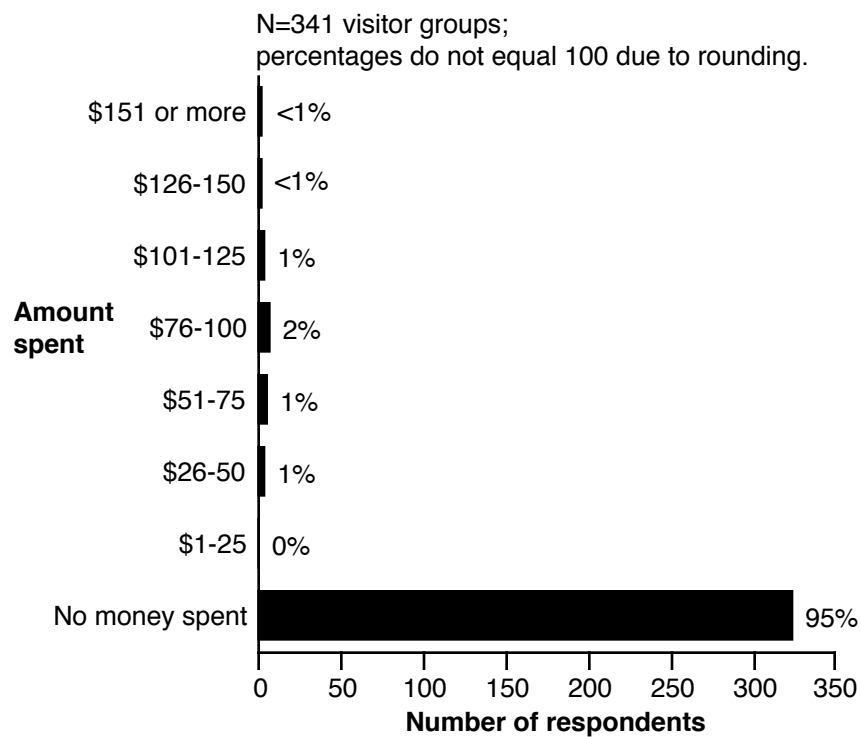


Figure 125: Lodging in Badlands NP

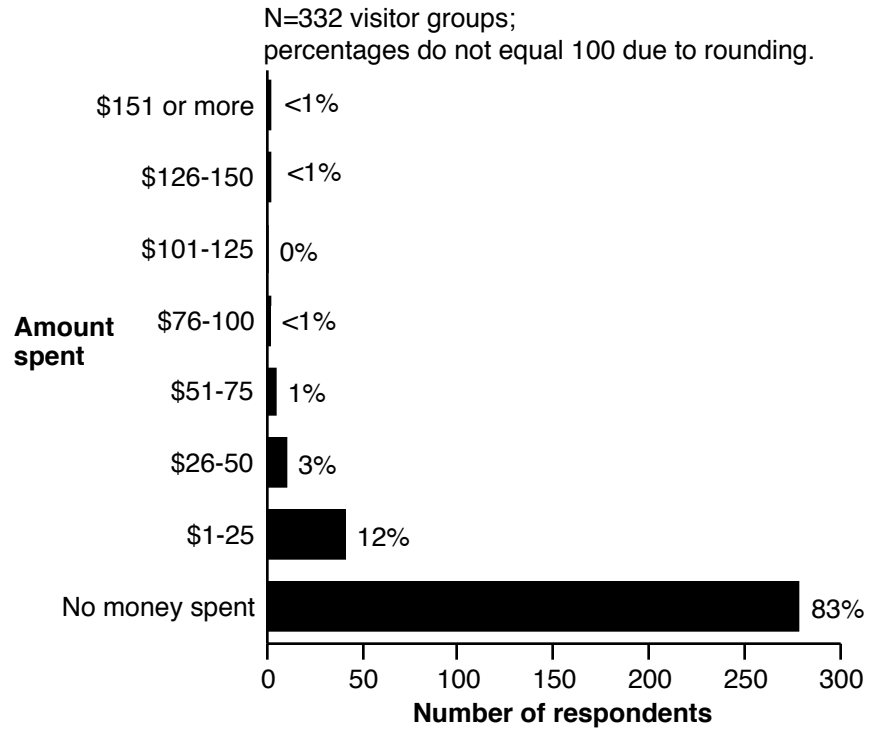


Figure 126: Camping fees in Badlands NP

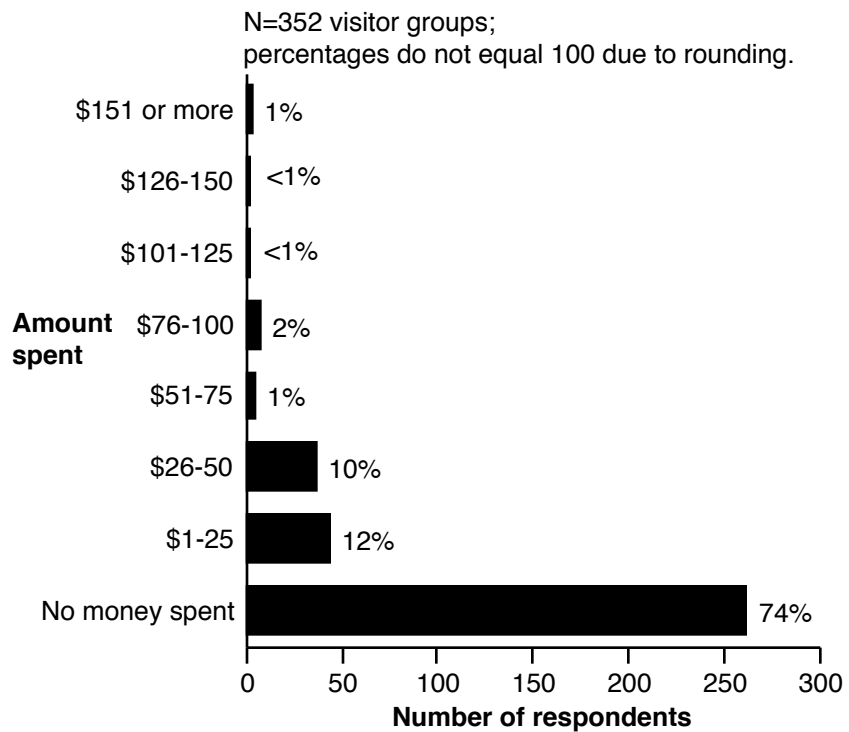
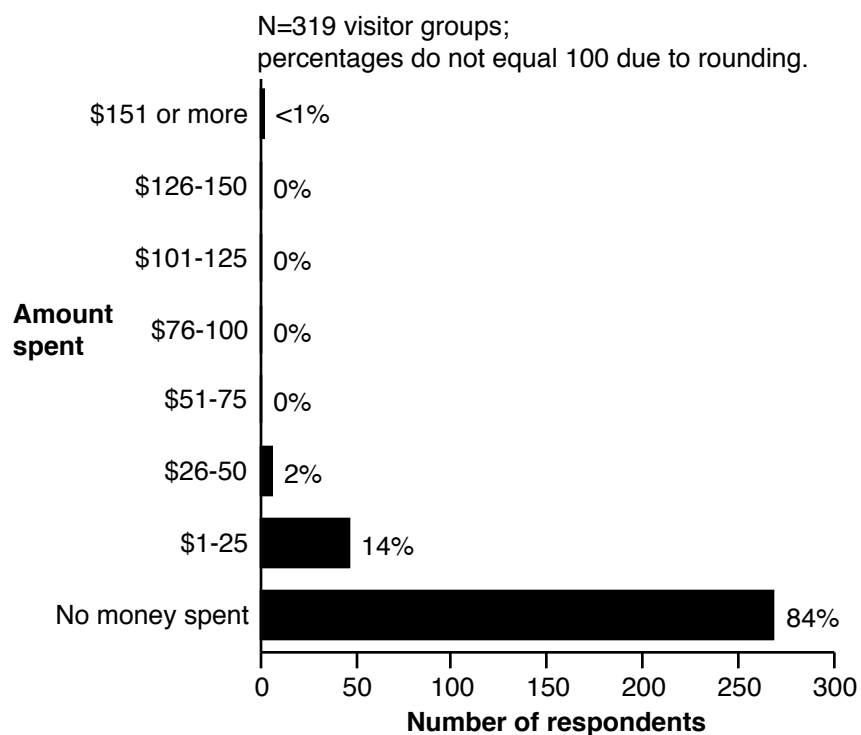
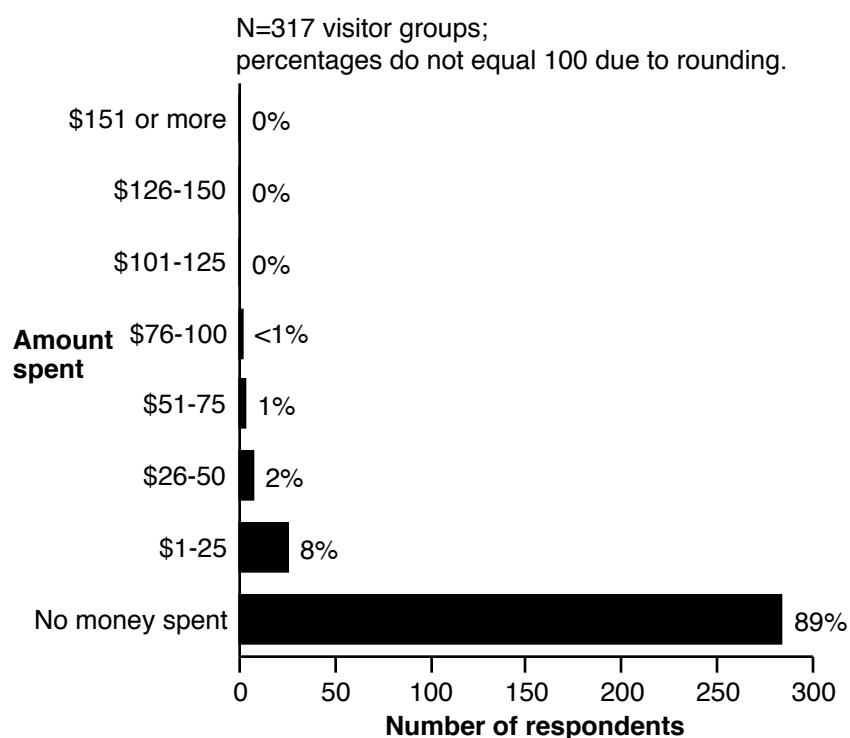


Figure 127: Restaurants and bars in Badlands NP

**Figure 128: Groceries in Badlands NP****Figure 129: Gas and oil in Badland NP**

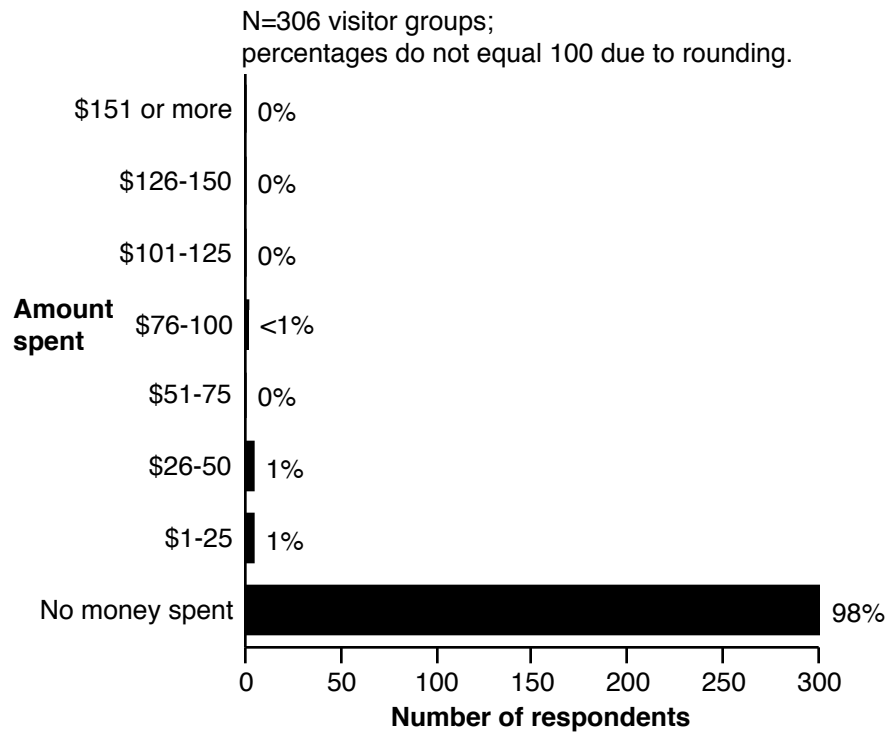


Figure 130: Other transportation expenses in Badlands NP

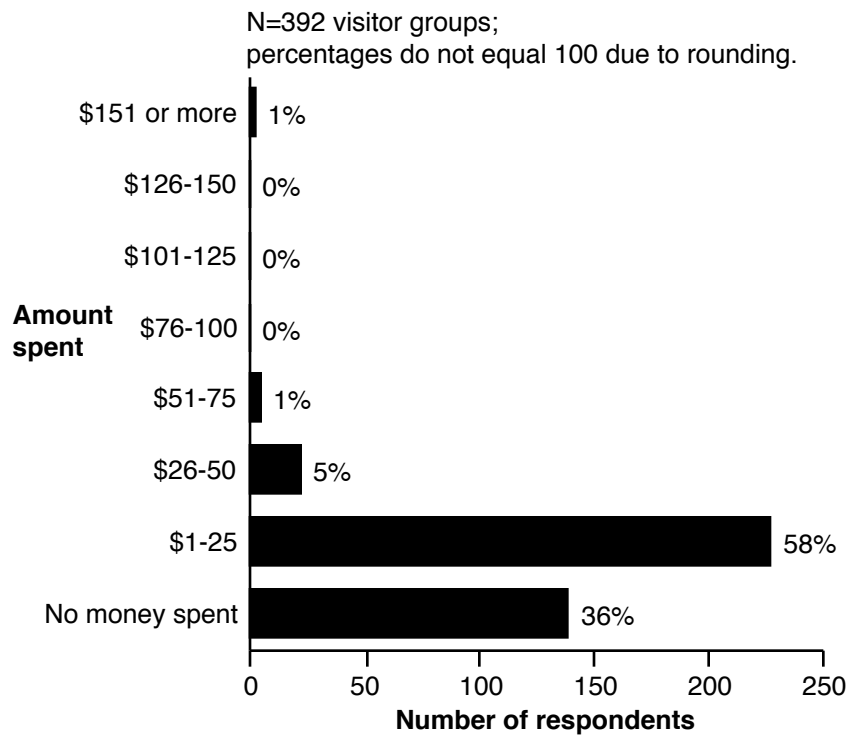


Figure 131: Admissions, recreation, and entertainment fees in Badlands NP

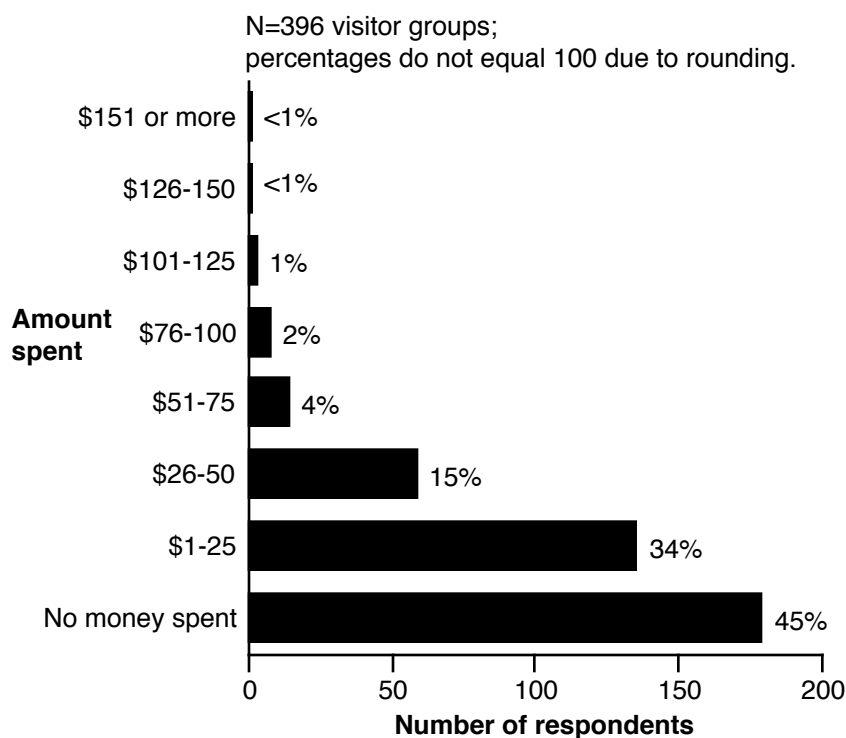


Figure 132: All other purchases in Badlands NP

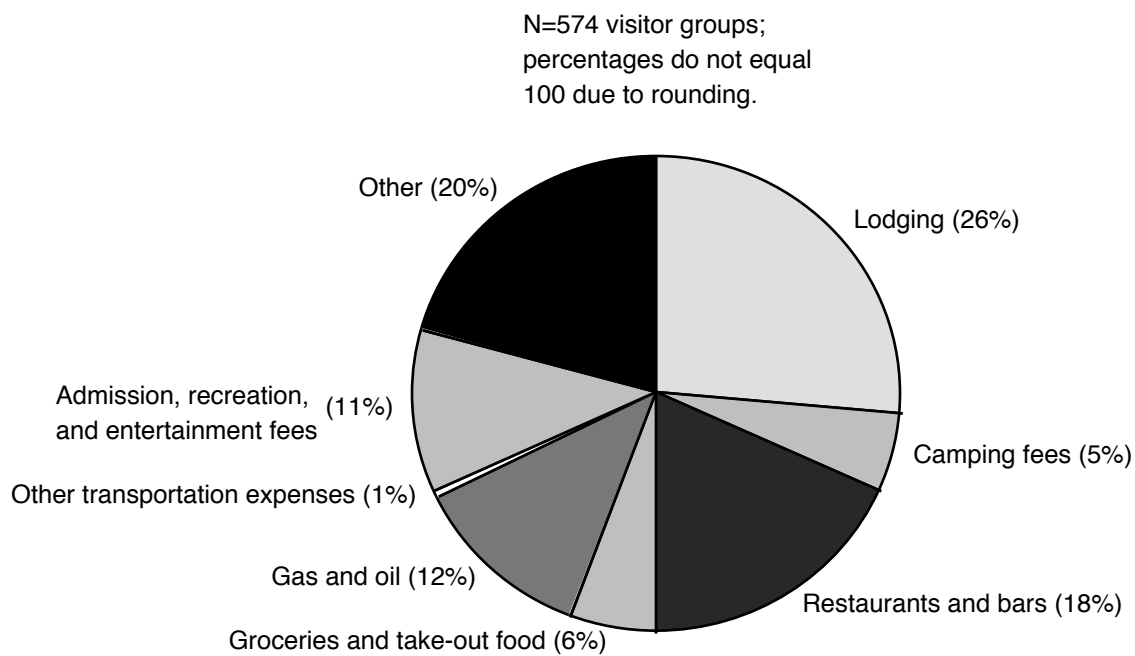


Figure 133: Proportion of expenses outside of Badlands NP

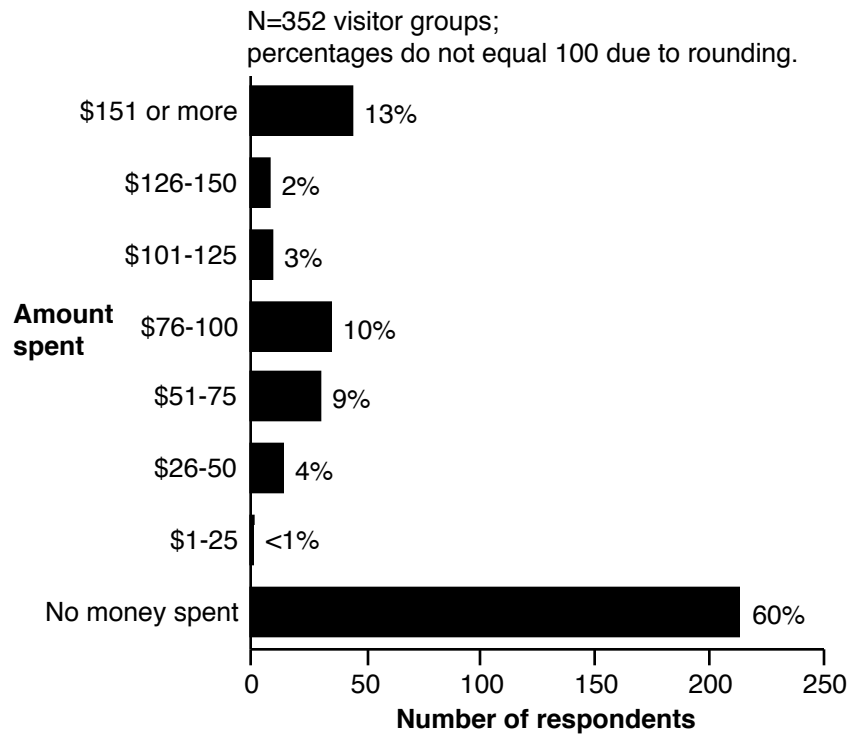


Figure 134: Lodging expenses outside of Badlands NP

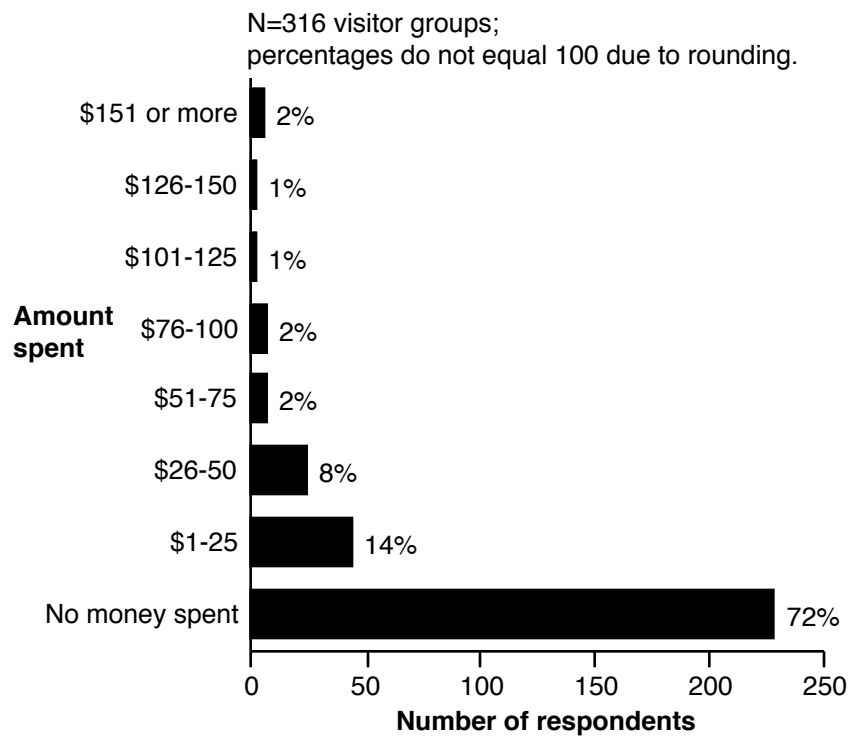
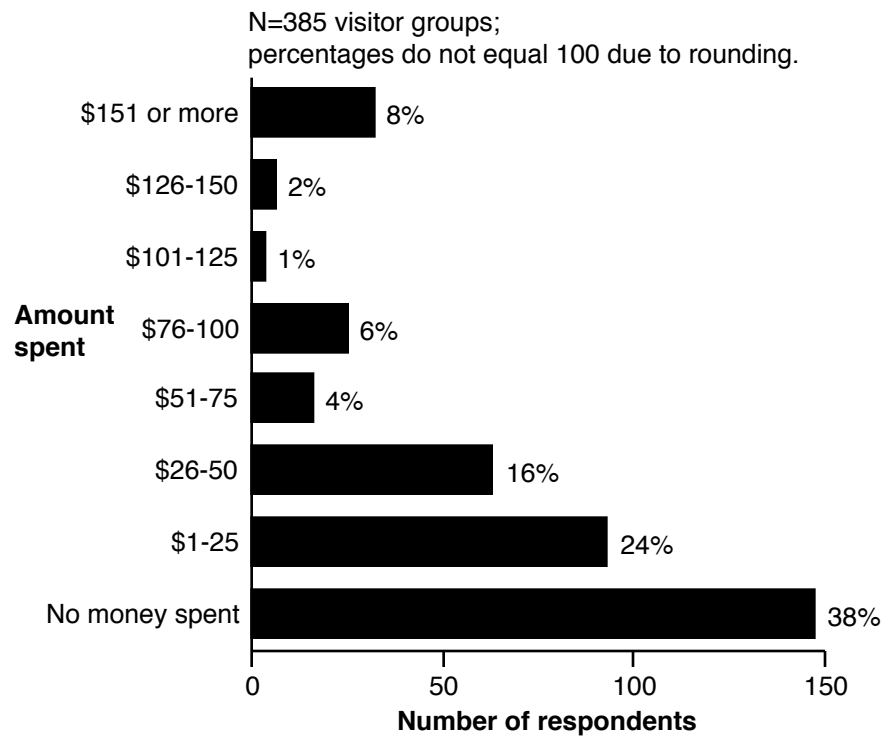
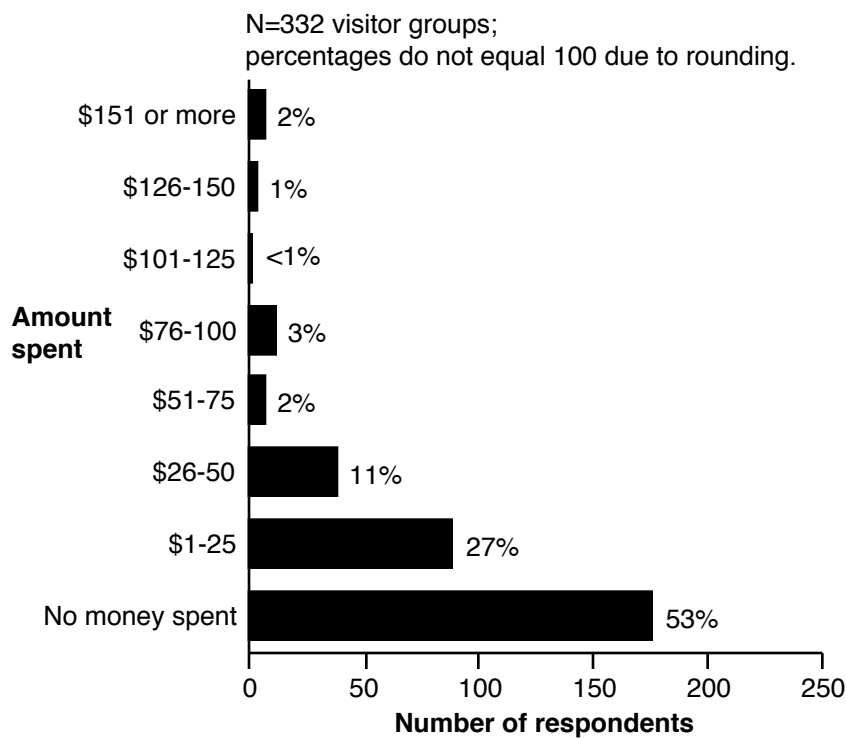


Figure 135: Camping fees outside of Badlands NP

**Figure 136: Restaurants and bars outside of Badlands NP****Figure 137: Groceries outside of Badlands NP**

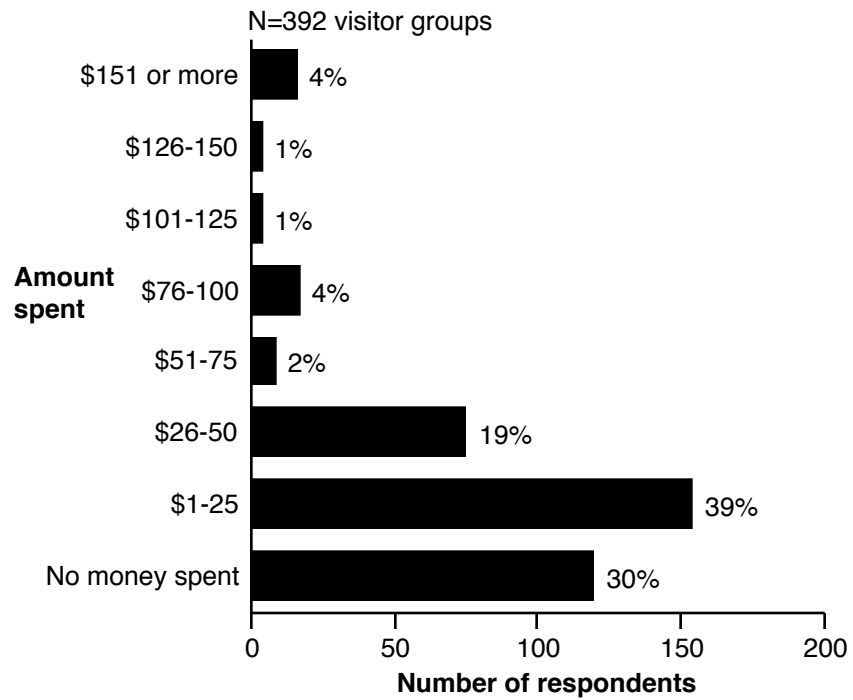


Figure 138: Gas and oil outside of Badlands NP

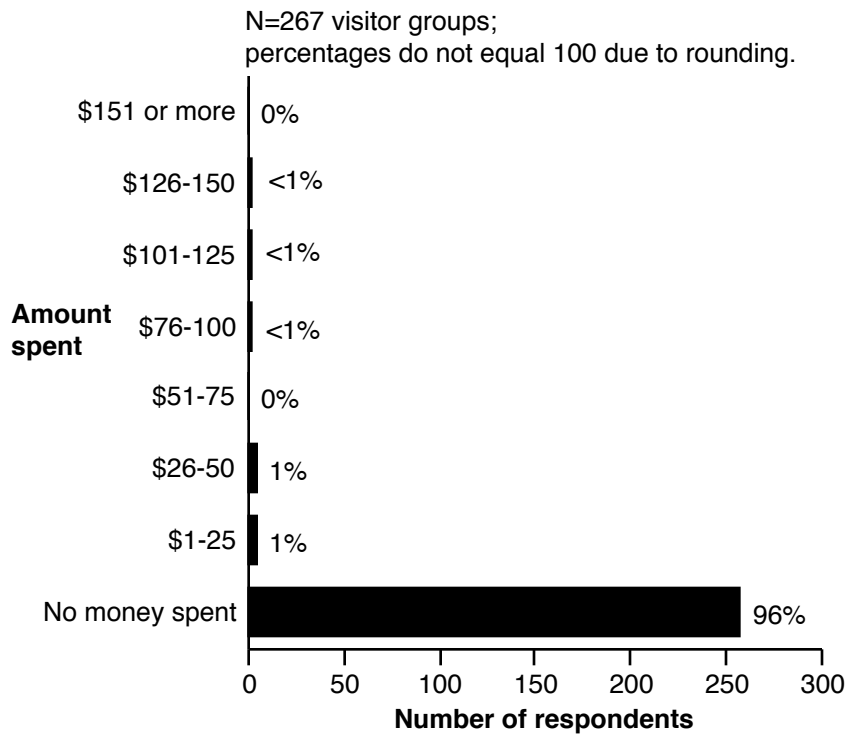


Figure 139: Other transportation expenses outside of Badlands NP

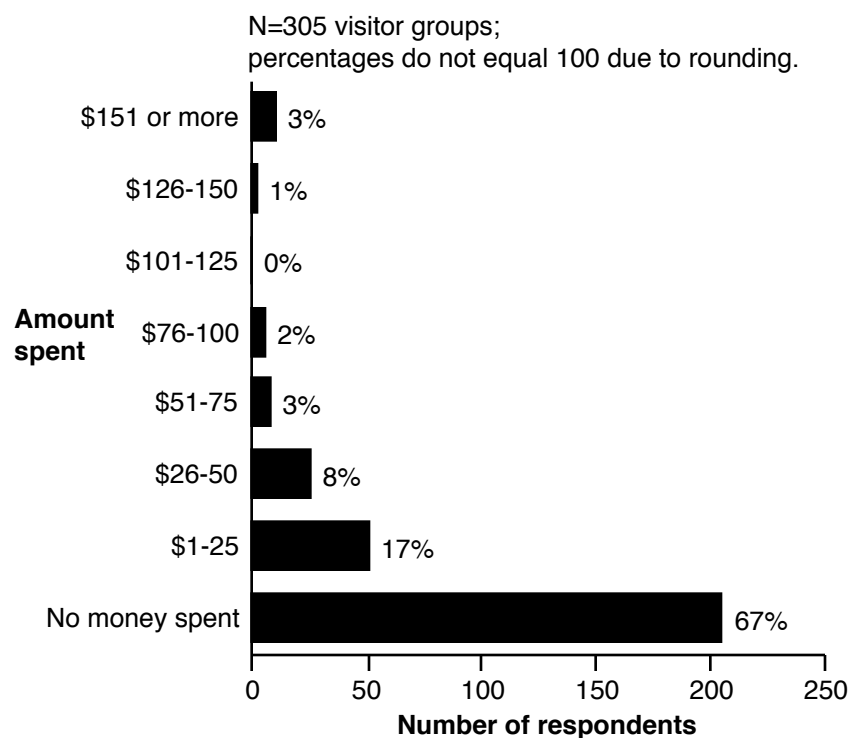


Figure 140: Admissions, recreation, and entertainment fees outside of Badlands NP

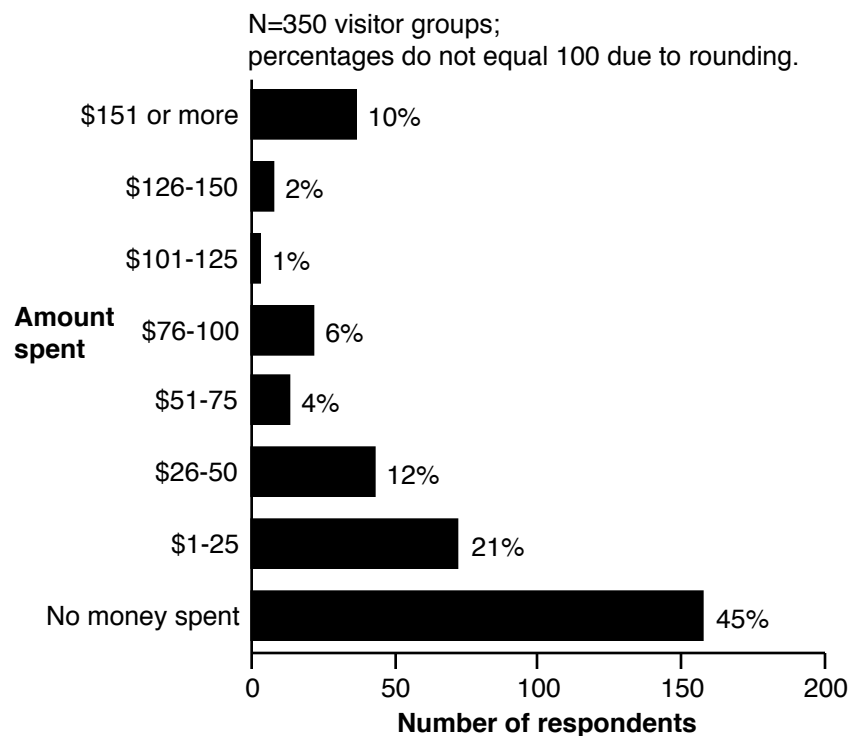


Figure 141: All other purchases outside of Badlands NP

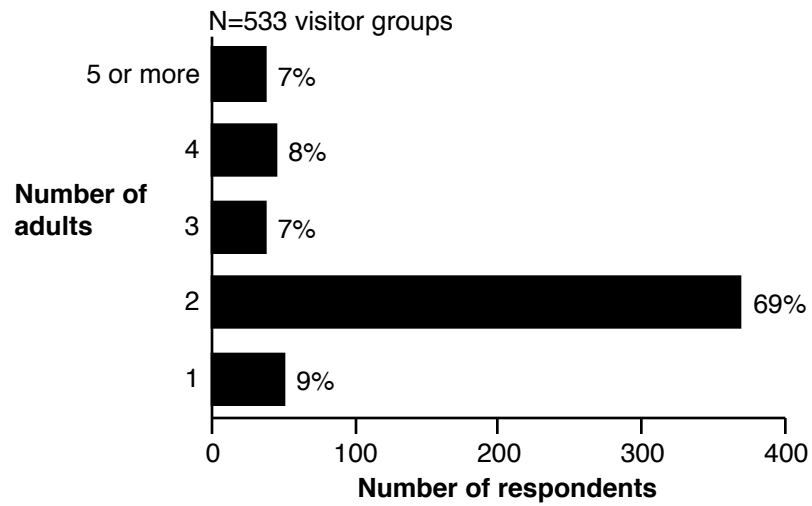


Figure 142: Adults covered by expenses

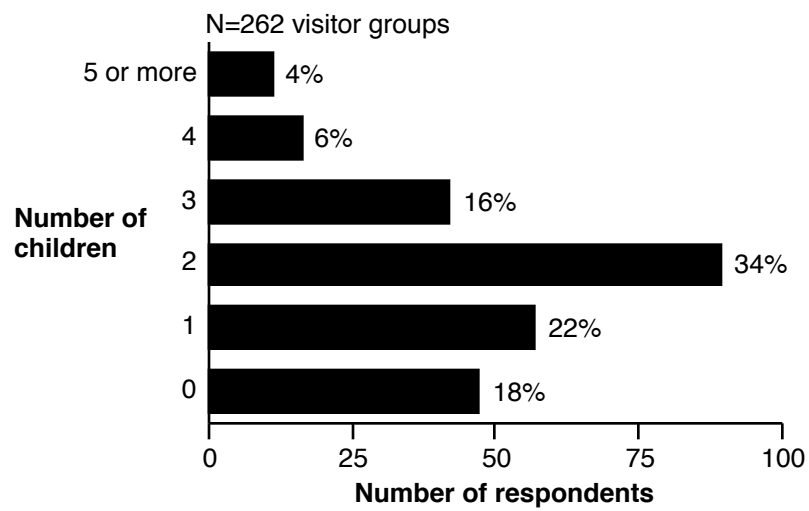


Figure 143: Children covered by expenses

Visitor groups were asked if there was anything specific which they were unable to see or do during this visit. As shown in Figure 144, 88% of visitor groups indicated there wasn't anything that they had not been able to see or do. Twelve percent of visitor groups responded that there were things that had not been able to see or do. Some of these were: see the prairie dogs and bison, see fossils in a natural setting, and camp within the Badlands.

Visitor expectations

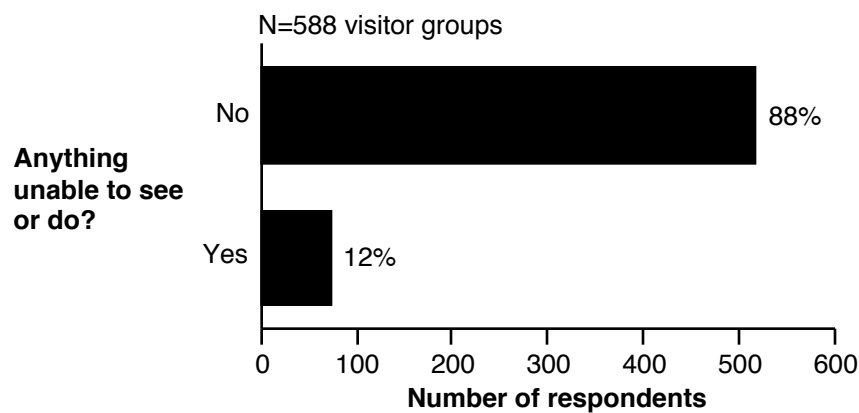


Figure 144: Unable to see or do during this visit

**Visit again in
the future**

Visitor groups were asked if they would visit Badlands NP again in the future. Eighty percent of visitor groups indicated that they would likely visit Badlands NP again in the future (see Figure 145).

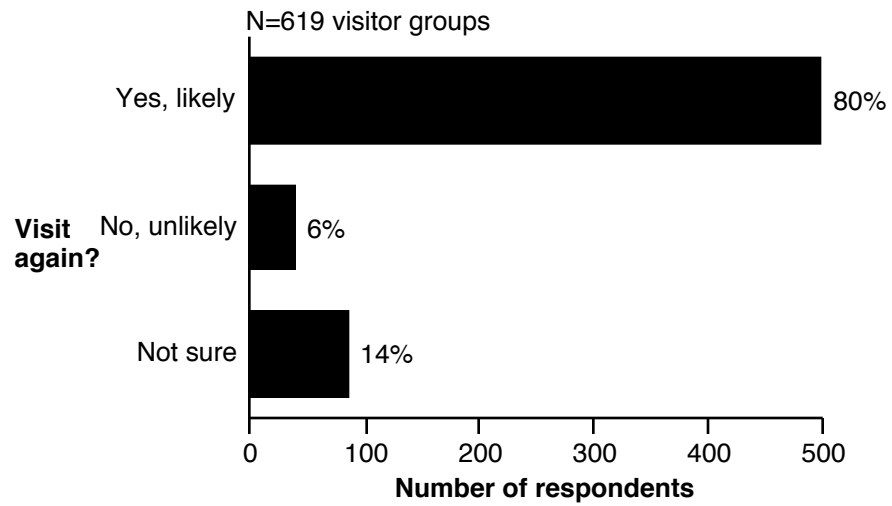


Figure 145: Visit again in the future?

Visitor groups were asked to rate the overall quality of the visitor services provided at Badlands NP during this visit. Most visitor groups (94%) rated services as “very good” or “good” (see Figure 146). Less than 1% rated the overall quality of services provided at Badlands NP as “very poor.”

Overall quality of visitor services

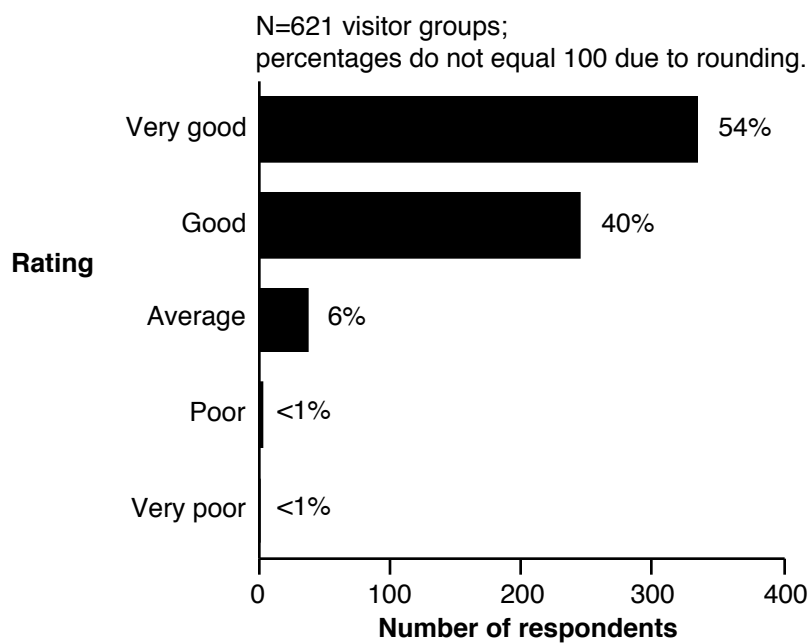


Figure 146: Overall quality of visitor services

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Badlands National Park, what would you propose?" Forty-eight percent of visitor groups (304 groups) responded to this question. A summary of their responses is listed below in Table 15 and complete copies of visitor responses are contained in the appendix.

Table 15: What visitors like most

N=397 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More rangers on trails	7
Rangers need to be more knowledgeable	3
More Native Americans as rangers	2
Other comments	2
INTERPRETIVE SERVICES	
Provide more information	15
More Native American exhibits	9
Update visitor center	7
Improve quality of map/brochure	5
More history in the video	5
Archeological digs	4
Have more ranger-led programs	4
Provide more educational signs along road	4
Add relevant ecological exhibits	2
Have weather warnings	2
Provide more information about geology	2
Other comments	16

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Construct more trails	15
Maintain road infrastructure	12
Provide more water stations	9
Provide more restrooms	8
Provide water, electricity, and showers in campgrounds	8
Construct more picnic areas	6
Poor quality road signs	6
Provide more showers	6
Update restrooms	6
Construct more scenic overlooks	5
Construct some bike trails	4
Better trails	3
Build new visitor center	3
Provide better wheelchair/handicapped accessibility	3
Provide more trashcans	3
Build more hiking trails in South Unit	2
Clean the restrooms	2
Do not modernize visitor center	2
Improve non-paved roads	2
Park was clean	2
Provide guardrails on more roads	2
Provide more campgrounds	2
Provide more directional trail signs	2
Provide more safety measures	2
Other comments	14
POLICIES	
Implement shuttle system	10
Prohibit/have fines for climbing on rocks	9
Eliminate helicopter/airplane overflights	7
Keep development limited	7
Keep people on trails	6
Advertise more	4
Limit RV access	4
Acquire more land	3
Have one-day pass available	3
Allow biking on trails	2
Limit # of visitors per day	2
More free camping	2
Open up more areas for backpacking	2
Other comments	12
RESOURCE MANAGEMENT	
Keep park natural	37
Plant more shade trees	5
More visible wildlife	4
Motorcycle noise distracting	4
Control non-native species	2
Do controlled burns in May or June	2
Give public notice of prescribed burns	2
Other comments	6

Comment	Number of times mentioned
CONCESSIONS	
Build general store with water and food	3
Food available at restricted use areas	2
Improve Cedar Pass Lodge	2
More lodging in park	2
Provide vegetarian meals	2
Other comments	4
GENERAL IMPRESSIONS	
Positive experience	19
Satisfactory	3
Beautiful	2
Other comments	5

Forty-three percent of visitor groups (277 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Badlands National Park are summarized below (see Table 18). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment summary

Table 18: Additional comments

N= 315 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly rangers	6
Helpful staff	5
Knowledgeable staff	4
Other comments	4
INTERPRETIVE SERVICES	
More information on geological history	4
More in-depth information	3
Evening activities were great	2
Interactive displays at visitor center excellent	2
Liked brochure	2
More information on Native Americans	2
Other comments	10
FACILITIES & MAINTENANCE	
Better signage	6
More water available	2
Roads in good condition	2
Turnouts and trails well laid out	2
Other comments	18
POLICY	
Implement shuttle service	3
Keep visitors off geologic features	3
Give it back to the Native Americans	2
Other comments	10
CONCESSIONS	
Other comments	4

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Motorcyclists (Sturgis) detracted from experience	7
Great place to see wildlife	5
Keep natural	5
Black-footed ferret project interesting	2
Other comments	7
GENERAL IMPRESSIONS	
Positive experience	91
Beautiful	36
Will return in the future	19
Appreciate National Park Service	15
Unique scenery	10
Want to spend more time in park	8
Enjoyed solitude	4
Views challenged the imagination	2
Other comments	8

Badlands National Park Visitor Study Additional Analysis VSP Report 123

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--|---|--|
| • Sources of information this trip | • Town/City stayed in prior to arriving | • Services/Facilities quality |
| • Sources of information future trips | • Town/City stayed in after leaving | • Entrance Fee appropriateness |
| • Travel plans | • Group type | • Willingness to use public transportation |
| • Other destinations | • Group size | • Public transportation preference |
| • Visitor activities | • With guided tour | • Elements affect park experience |
| • Sites visited | • Age | • Anything unable to see or do |
| • Hours spent in park | • State of residence | • Expenditures in park |
| • Days spent in park | • Country of residence | • Expenditures outside park |
| • Trails hiked | • Number of visits | • Adults covered by expenses |
| • Number of trails (appropriateness) | • Education level | • Children covered by expenses |
| • Location of trails (appropriateness) | • Ethnicity | • Awareness of prescribed fire policy |
| • Stay overnight away from home | • Race | • Willing to tolerate smoke |
| • # nights spent in park | • Park feature/quality importance | • Willing to tolerate blackened landscape |
| • # nights spent outside park | • Information service used | • Visit again in the future |
| • Type of lodging in park | • Information service importance | • Planning for the future |
| • Type of lodging outside park | • Information service quality | • Additional comments |
| • # of times entered park | • Services/Facilities used | • Overall quality rating |
| | • Services/Facilities importance | |

Database :

The VSP database is currently under development but requests can be handled by contacting the VSP.

Phone/send requests to:

Visitor Services Project, CPSU
College of Natural Resources
P.O. Box 441133
University of Idaho
Moscow, Idaho 83844-1133

Phone: 208-885-7863
FAX: 208-885-4261

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.