

**Shenandoah Visitor Study**



**The  
Visitor Services  
Project**



IN REPLY REFER TO

## UNITED STATES DEPARTMENT OF THE INTERIOR

### NATIONAL PARK SERVICE

Shenandoah National Park  
Route 4, Box 292  
Luray, Virginia 22835-9051

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Shenandoah enjoy, the places they visit within the park, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors.  
Your participation is very important! It should only take a few minutes of your time during your visit to Shenandoah.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

Please be assured that all of the information is confidential. Do not write your name on the questionnaire. If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Ronald Wrye,  
Superintendent

## DIRECTIONS

One person in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. No postage is needed.

## IMPORTANT

**When did you first enter Shenandoah National Park this visit?**

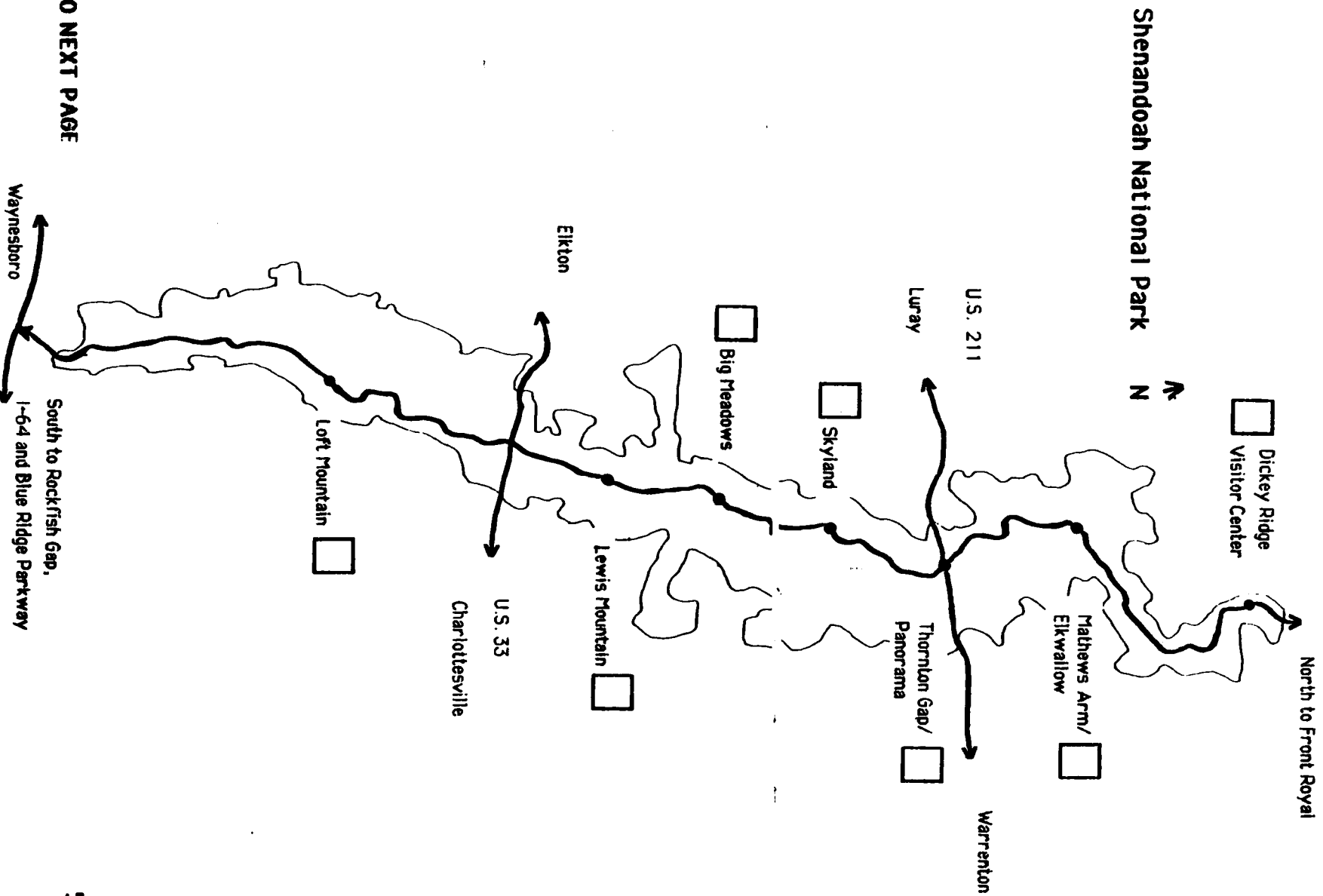
\_\_\_\_\_ DAY OF THE WEEK (M,T,W,Th,F,S,Su)

\_\_\_\_\_ TIME OF DAY \_\_\_\_\_ am. \_\_\_\_\_ pm.

**PLEASE GO ON TO NEXT PAGE**

### PLACES YOU VISITED

On the map below, please indicate the order of the places you and your group visited in Shenandoah National Park. Simply write 1st, 2nd, 3rd, and so forth, in the box beside each place you visited. If you did not visit any of these places, please go to page 6.



PLEASE GO ON TO NEXT PAGE

## YOUR ACTIVITIES

On the list below, please check ( ✓ ) the activities that you or your group did in Shenandoah National Park.  
(Please check all that apply)

- \_\_\_\_\_ PICNIC
- \_\_\_\_\_ HIKE FOR LESS THAN 2 HOURS
- \_\_\_\_\_ HIKE FOR MORE THAN 2 HOURS
- \_\_\_\_\_ CAMP IN CAMPGROUND
- \_\_\_\_\_ CAMP IN BACKCOUNTRY
- \_\_\_\_\_ STAY OVERNIGHT AT LODGE OR CABINS
- \_\_\_\_\_ VISIT VISITOR CENTER AT DICKEY RIDGE
- \_\_\_\_\_ VISIT VISITOR CENTER AT BIG MEADOWS
- \_\_\_\_\_ USE GAS STATION/RESTAURANT/STORE
- \_\_\_\_\_ STOP AT OVERLOOKS
- \_\_\_\_\_ FISH
- \_\_\_\_\_ BICYCLE
- \_\_\_\_\_ ATTEND RANGER-LED WALK OR TALK
- \_\_\_\_\_ ATTEND EVENING SLIDE PROGRAM
- \_\_\_\_\_ OTHER (Please describe: \_\_\_\_\_)

## YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Shenandoah National Park. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the park.

1. How many days did you spend in Shenandoah National Park this visit?

\_\_\_\_\_ NUMBER OF DAYS

2. How many people were in your group?

\_\_\_\_\_ NUMBER OF PEOPLE

3. What kind of group were you with?

\_\_\_\_\_ ALONE

\_\_\_\_\_ FAMILY

\_\_\_\_\_ FRIENDS

\_\_\_\_\_ FAMILY AND FRIENDS

\_\_\_\_\_ GUIDED TOUR GROUP

\_\_\_\_\_ OTHER GROUP (please describe: \_\_\_\_\_)

\_\_\_\_\_

4. For yourself and each member of your group, please indicate:

- 1) your age on your last birthday
- 2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
- 3) the number of times you have visited Shenandoah National Park, including this visit.

	AGE	ZIP CODE (country)	* TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
additional members:	_____		
	_____		

5. Where did you start your trip on the day you arrived in Shenandoah National Park?

\_\_\_\_\_ NEAREST TOWN  
 \_\_\_\_\_ STATE

6. Which exit did you use when leaving Shenandoah National Park? (Check one.)

- \_\_\_\_\_ FRONT ROYAL (NORTH EXIT)
- \_\_\_\_\_ THORNTON GAP (U.S. 211)
- \_\_\_\_\_ SWIFT RUN GAP (U.S. 33)
- \_\_\_\_\_ ROCKFISH GAP (SOUTH EXIT)

7 a. During this visit did you use any of the following information or services at Shenandoah National Park? (Please check all that apply.)

b. How useful were the services you used? (Please mark each service you checked from 1 to 5 (1=EXTREMELY USEFUL, 2=VERY USEFUL, 3= MODERATELY USEFUL, 4=SOMEWHAT USEFUL, 5=NOT USEFUL) in the column on the right.)

Use service? (✓)	Rating? (*)
_____ PARK NEWSPAPER (Shenandoah Overlook)	_____
_____ WAYSIDE/OVERLOOK EXHIBITS	_____
_____ VISITOR CENTER EXHIBITS	_____
_____ VISITOR CENTER FILMS	_____
_____ BULLETIN BOARDS	_____
_____ SELF-GUIDED TRAILS	_____
_____ RANGER-LED PROGRAMS (talks, walks, etc)	_____
_____ BROCHURES AND BOOKLETS	_____

8. Prior to this visit, how did you and your group get information about Shenandoah National Park? (Please check all that apply.)

- TRAVEL GUIDE/TOUR BOOK (from travel agent, AAA, etc.)
- NEWSPAPER ARTICLES
- MAPS OR BROCHURES (from state, hotel, etc.)
- ADVICE FROM FRIEND OR RELATIVE
- PREVIOUS VISIT(S)
- DID NOT GET INFORMATION PRIOR TO VISIT
- OTHER (Please describe: \_\_\_\_\_)

9. Did you find it difficult to locate Shenandoah National Park?

- YES
- NO

If so, why was it difficult to locate the park?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How could locating the park be improved?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE GO ON TO NEXT PAGE**

10. During this visit to Shenandoah National Park, did you and your group stop at Big Meadows?

- YES
- NO

If so, please check the activities that you and your group did at Big Meadows. (Please check all that apply.)

- VISIT VISITOR CENTER
- EAT AT LODGE DINING ROOM
- USE GAS STATION/STORE/GIFT SHOP
- PICNIC
- WALK INTO MEADOW
- STAY IN LODGE
- STAY IN CAMPGROUND
- HIKE DARK HOLLOW FALLS TRAIL

11. Is there anything else you would like to tell us about your visit to Shenandoah National Park?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox--no postage is needed.