



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project



New River Gorge National River Visitor Study

**Summer 2004
Report 153**

 **University of Idaho**
Park Studies Unit



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National Park Service
U.S. Department of the Interior**

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New River Gorge National River

Visitor Study Summer 2004

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Visitor Services Project Report 153

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Marc Manni and Yen Le are research assistants for the VSP, Margaret Littlejohn is the National Park Service VSP Coordinator, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Amanda Bowman, Brian Forist, Levi Novey, Wendy Shields, Pixie Siebe, Laurel Sipes, and the staff and volunteers of New River Gorge National River 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 New River Gorge National River Report Summary

This report describes the results of a visitor study at New River Gorge National River (NR) during June 19-27, 2004. A total of 839 questionnaires were distributed to visitor groups. Visitor groups returned 552 questionnaires for a 66% response rate.

This report profiles New River Gorge NR visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Thirty-two percent of visitor groups had two people, 30% were groups of three or four, and (34%) were in groups of five or more. Fifty-two percent of the visitor groups were family groups. Fifty-six percent of visitors were aged 26-60 years and 18% were aged 15 years or younger.

International visitors, comprising less than 1% of the total visitation, were from South Africa (22%), Japan (17%), Singapore (17%), and 6 other countries. United States visitors were from West Virginia (28%), Ohio (11%), Virginia (10%), and 34 other states, and Washington, D.C.

Prior to this visit, visitor groups most often obtained information about New River Gorge NR through previous visits (54%), friends/relatives/word of mouth (43%), and travel guides/tour books (22%). Eighty-eight percent of visitor groups received information before their visit. Most groups (87%) received the information they needed about the park.

The most common reasons that visitor groups went to the New River Gorge NR area (within 50 miles of park) were to participate in recreation (25%) and visit New River Gorge NR (23%). On this visit, the most common activities while visiting New River Gorge NR were sightseeing (55%), hiking/walking (53%), and seeing New River Gorge Bridge (45%).

The average visitor group expenditure in and outside the park (within 50 miles of park) was \$403. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$130. The average per capita expenditure was \$84.

In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used interpretive services by the 391 respondents included park brochure/map (61%), visitor center exhibits (43%), and visitor center information desk (43%). The interpretive services that received the highest combined "extremely important" and "very important" ratings included assistance from park staff (84%, N=101) and visitor center information desk (77%, N=153). The services that received the highest combined "very good" and "good" quality ratings were assistance from park staff (95%, N=98) and visitor center information desk (91%, N=141).

The most used visitor services/facilities included parking (21%), restrooms (20%), and highway directional signs (17%). The visitor services/facilities that received highest combined "extremely important" and "very important" ratings included boat launches (94%, N=74), campsites (93%, N=54), and hiking/biking trails (87%, N=160). The services that received the highest combined "very good" and "good" quality ratings were park overlooks/scenic views (91%, N=282) and parking (89%, N=358).

Most visitor groups (94%) rated the overall quality of visitor services at New River Gorge NR as "very good" or "good." Less than two percent of visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website: www.psu.uidaho.edu

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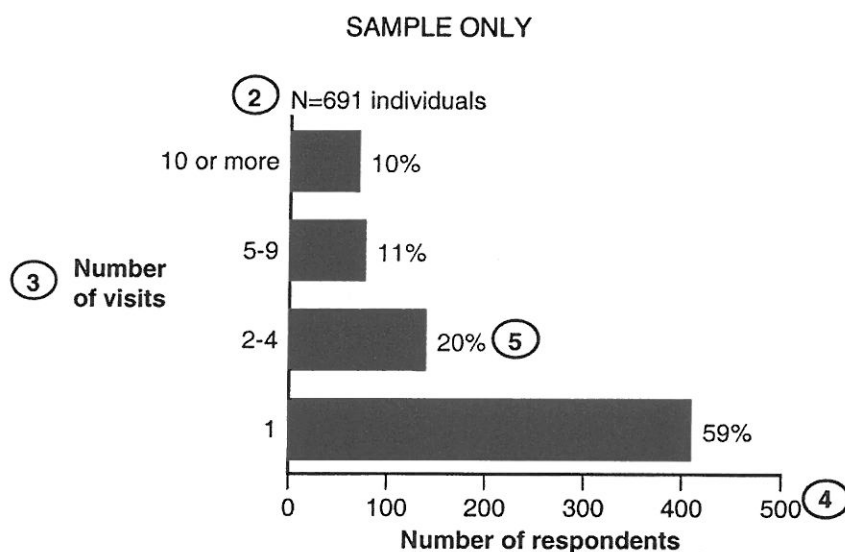
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INTRODUCTION

This report describes the results of a visitors study at New River Gorge National River (NR). This visitor study was conducted from June 19-27, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes 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 individuals or visitor groups responding to the question. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The New River Gorge NR questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for New River Gorge NR. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted with, and 839 questionnaires were distributed to a sample of visitor groups who arrived at New River Gorge NR during the period from June 19-27, 2004. Table 1 presents the locations and numbers of questionnaires distributed at each location. These locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution locations

N=number of visitor groups;
percentages does not equal 100 due to rounding.

Location	N	%
Grandview Day Use Area	151	18
Canyon Rim Visitor Center	149	18
Cunard River Access	96	11
Sandstone Visitor Center	80	10
Sandstone Falls	76	9
Thurmond Depot	50	6
McCreery River Access	48	6
Stone Cliff River Access	40	5
Grandview Amphitheater	30	4
Bridge Buttress Climbing Area	27	2
Fern Creek Trailhead	20	2
Fayette Station River Access	16	2
Kaymoor Top Climbing Area	14	2
Cunard - Kaymoor Mine Trailhead	11	1
Army Camp Campground	10	1
Grandview Sandbar	6	.7
Nuttall Trailhead	6	.7
Thurmond - Minden Trailhead	5	.6
Stone Cliff Campground	4	.5
Total	839	99.5

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 group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups if needed. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and pre-stamped.

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, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

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

Sample size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 539 visitor groups, Figure 3 presents data for 1,853 individuals. A note above each graph or table specifies the information illustrated.

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 New River Gorge NR visitors returned 552 questionnaires, Figure 1 shows data for only 539 respondents. Questions answered incorrectly due to carelessness, misunderstood 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 June 19-27, 2004. 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 mostly cool and rainy with some sun breaks in the New River Gorge area. The weather may have affected visitor activities and length of stay.

RESULTS

Visitor groups contacted

At New River Gorge NR, 902 visitor groups were contacted and 839 of these groups (93%) accepted questionnaires. Questionnaires were completed and returned by 552 visitor groups, resulting in a 66% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitors, who participated, with age and group size 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	Average	N	Average
Age of respondents	827	43.9	532	45.6
Group size	837	5.5	539	5.8

Demographics

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 100 people. Thirty-two percent of visitor groups consisted of two people, while 30% had three or four people and 23% had five to 10 people.

Group type: Fifty-two percent of visitor groups were made up of family members and 20% were with friends (see Figure 2). "Other" group types included Boy Scouts, church group, family reunion, neighborhood tour group, baseball team, and college class.

Age: Forty-eight percent of the visitors were in the 31-60 age group and 18% were 15 years or younger (see Figure 3).

Education: Twenty-nine percent of visitors who were aged 17 years or older held a bachelor's degree, while 25% had some college, and 24% held a high school diploma/GED (see Figure 4).

Number of visits: Visitors were asked the number of times they visited New River Gorge NR including this visit. During the last 12 months, most visitors (70%) were visiting the park for the first time, while 12% had visited the park twice (see Figure 5). In their lifetime, over one-half of visitors (53%) reported visiting the park for the first time, while, 14% had visited twice, and 14% had visited 11 or more times (see Figure 6).

Country of residence: One percent of visitor were international, however, there were too few international visitors to provide reliable data (see Table 3).

State of residence: Ninety-nine percent of visitors were from the United States. The largest proportions of United States visitors were from West Virginia (28%), Ohio (11%), Virginia (10%), and Pennsylvania (8%), as shown in Map 1 and Table 4. Smaller proportions of U.S. visitors came from 33 states and Washington, D.C.

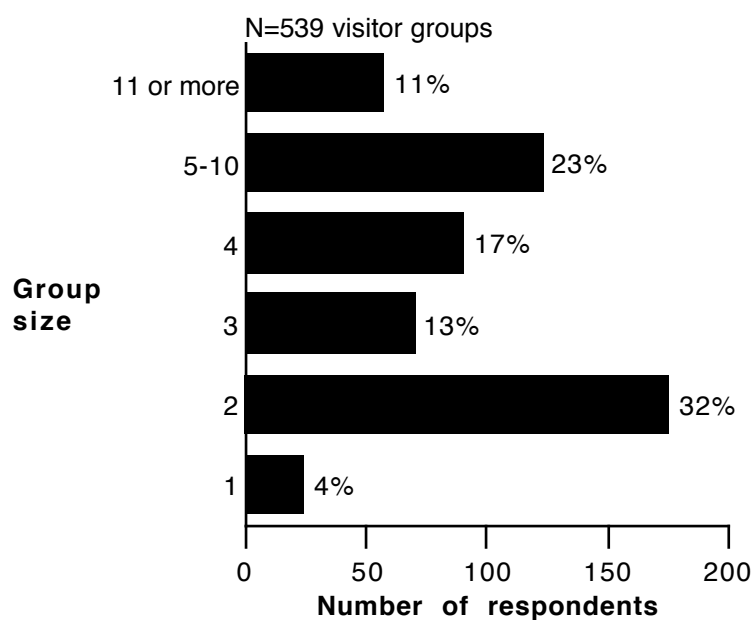


Figure 1: Visitor group size

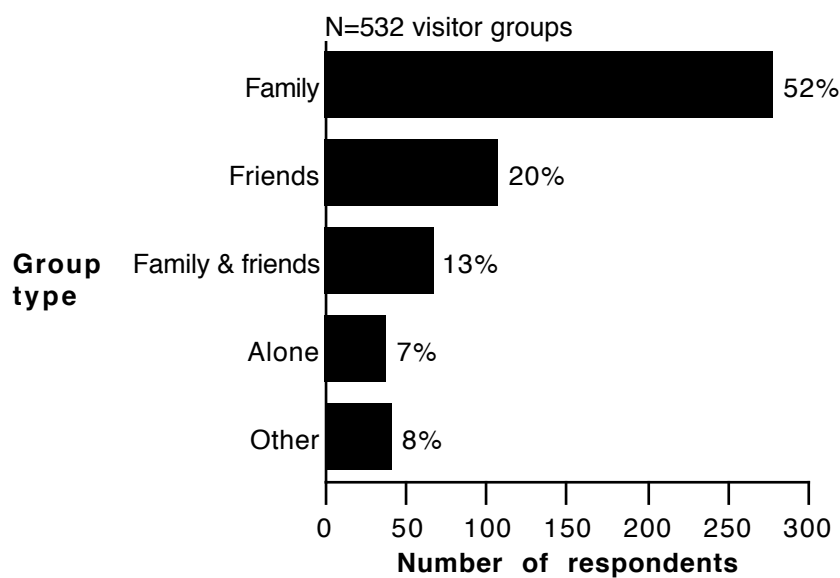


Figure 2: Visitor group type

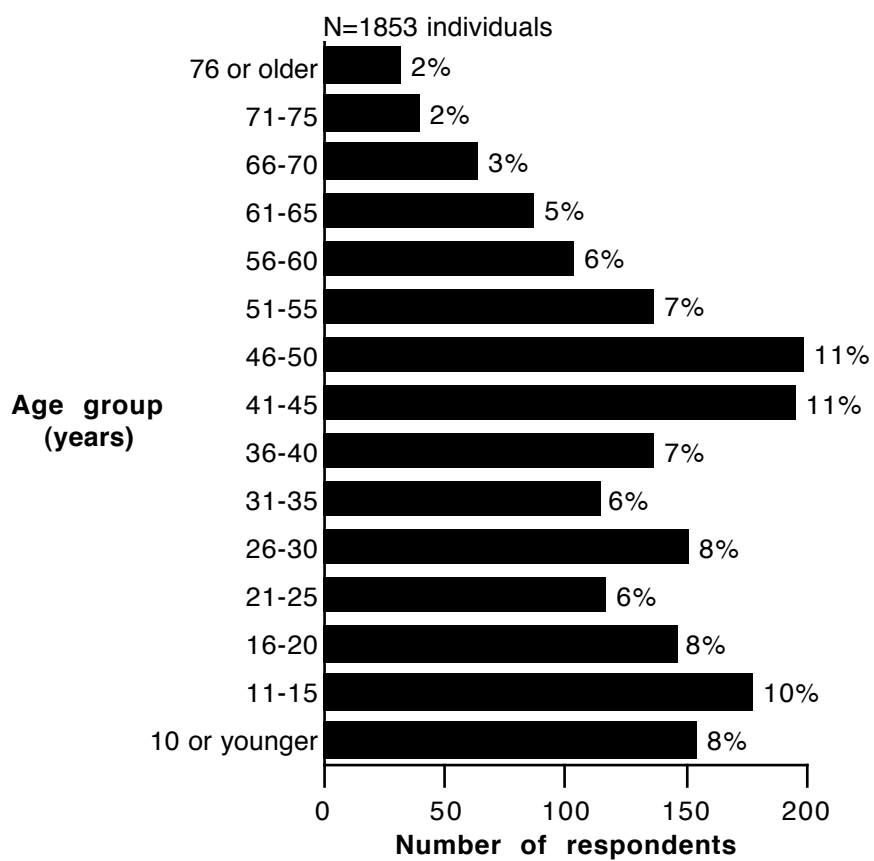


Figure 3: Visitor ages

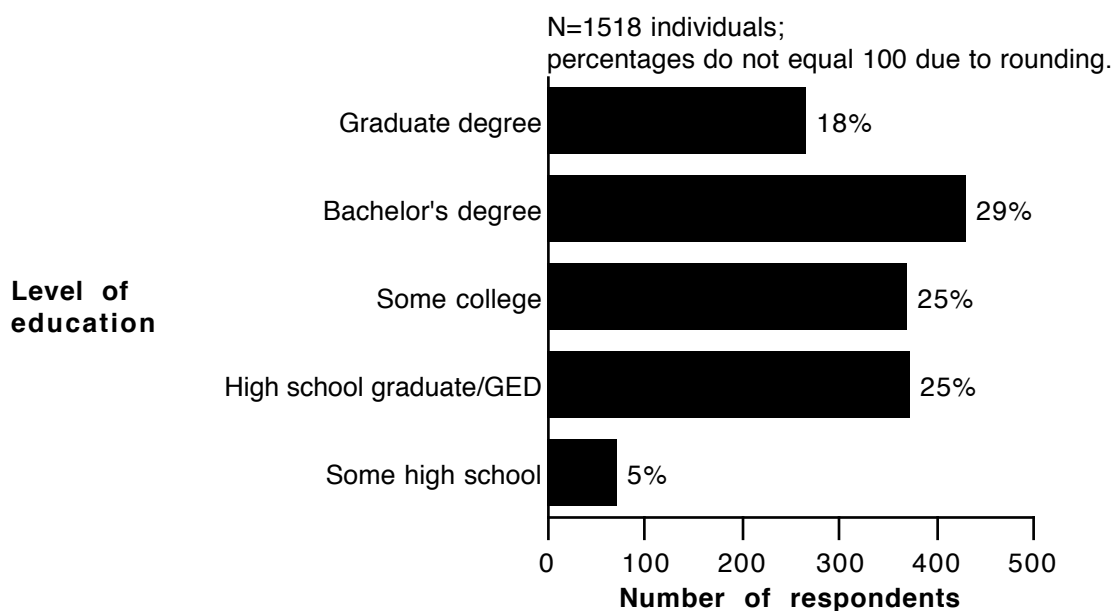


Figure 4: Visitor level of education

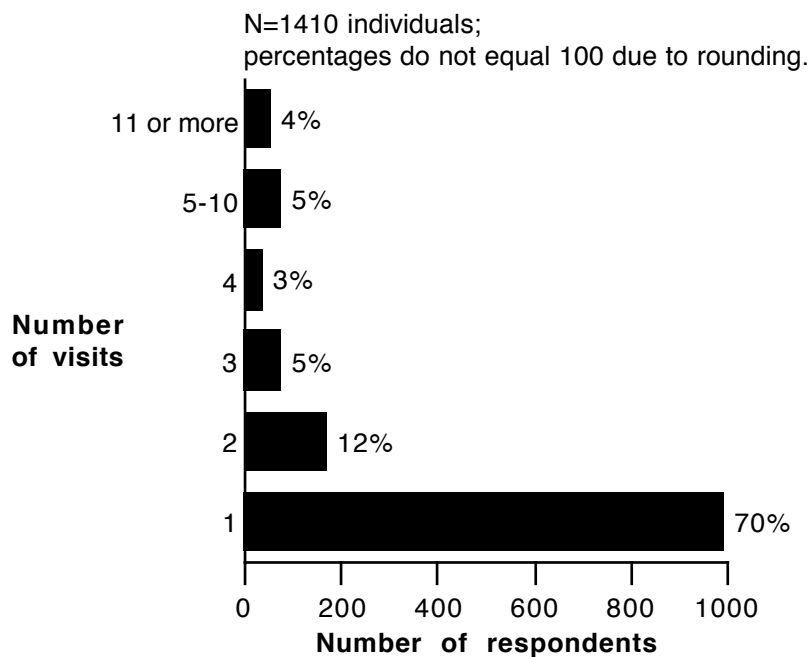


Figure 5: Number of visits to New River Gorge NR during the last 12 months (including this visit)

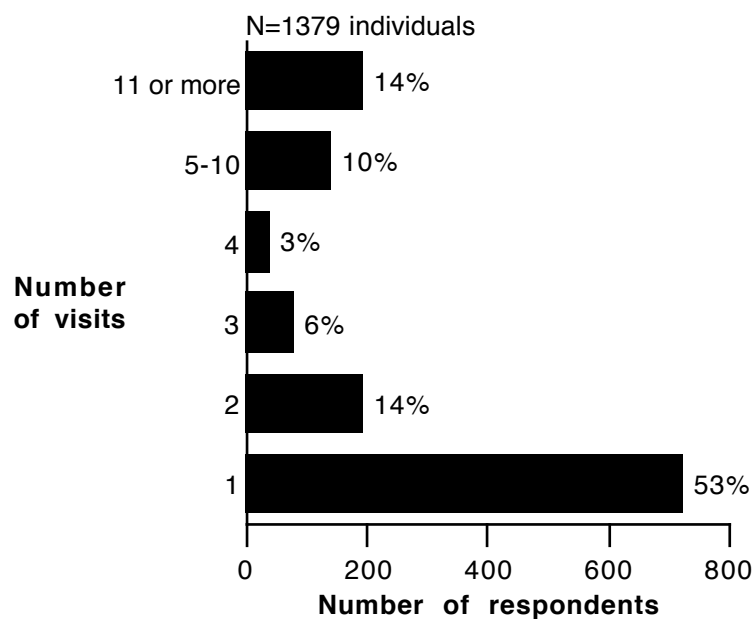


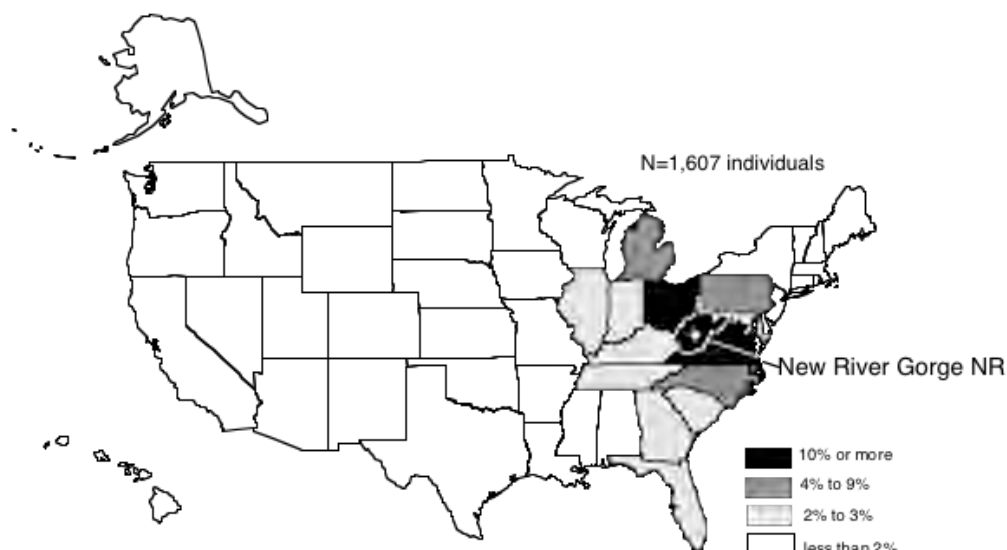
Figure 6: Number of visits to New River Gorge NR during visitor lifetime (including this visit)

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	Percent of international visitors N=23 individuals	Percent of total visitors N=1,630 individuals
South Africa	5	22	<1
Japan	4	17	<1
Singapore	4	17	<1
Germany	3	13	<1
England	2	9	<1
Hungary	2	9	<1
Belarus	1	4	<1
Ethiopia	1	4	<1
France	1	4	<1



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

Table 4: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=1,607 individuals	Percent of total visitors N=1,630 individuals
West Virginia	452	28	28
Ohio	183	11	11
Virginia	166	10	10
Pennsylvania	126	8	8
North Carolina	99	6	6
Michigan	89	6	5
South Carolina	47	3	3
Maryland	45	3	3
Kentucky	41	3	3
Indiana	37	2	2
Florida	32	2	2
Tennessee	31	2	2
Georgia	29	2	2
Illinois	27	2	2
Washington, D.C.	25	2	2
Missouri	22	1	1
California	20	1	1
New Jersey	15	1	1
New York	14	1	1
Texas	14	1	1
Wisconsin	13	1	1
Massachusetts	11	1	1
Maine	10	1	1
Delaware	8	1	<1
14 other states	51	3	3

Visitor awareness that New River Gorge NR is a unit of the National Park System

Visitor groups were asked, “Prior to this visit, were you aware that New River Gorge NR is managed as a unit of the National Park System?” Fifty-four percent of visitor groups were aware that the park is managed as a unit of the National Park System, 41% were not aware, and 5% were “not sure,” as shown in Figure 7.

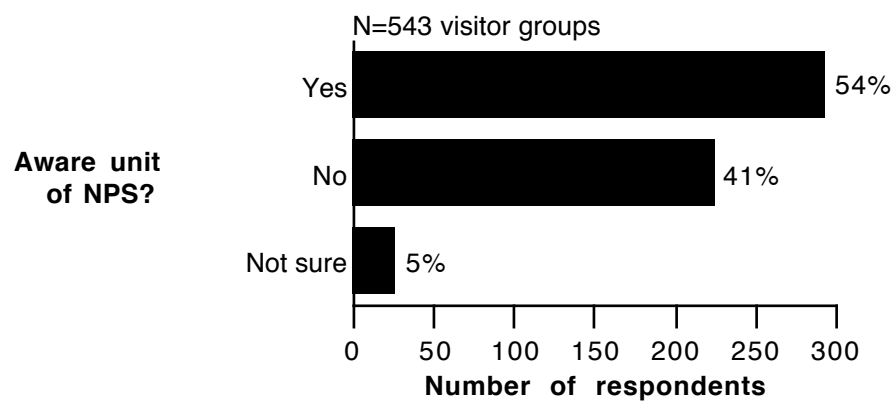


Figure 7: Visitor awareness that New River Gorge NR is managed as a unit of the National Park System

Sources of information

Visitor groups were asked to indicate how they obtained information about New River Gorge NR prior to their visit. Most visitor groups (88%) obtained information about New River Gorge NR prior to their visit to the park, while 12% did not obtain any information (see Figure 8). Of those groups who obtained information, the most common sources of information used by visitor groups included previous visits (52%), friends/relatives/word of mouth (43%), and travel guides/tour books (22%), as shown in Figure 9. "Other" sources of information included highway signs, other local tourist attraction, church/youth group, and while participating in a recreational activity.

Visitor groups who obtained information about New River Gorge NR prior to this visit were then asked whether they received the needed information. Most visitor groups (87%) reported that they received the information they needed (see Figure 10). However, 6% of visitor groups reported that they did not receive the information they needed and 7% were "not sure."

The information that visitor groups needed but were unable to obtain included specific details about campgrounds and biking/hiking trails, detailed maps, directions to park sites, directions to water craft put in/take out locations, road closure information, and general park information.

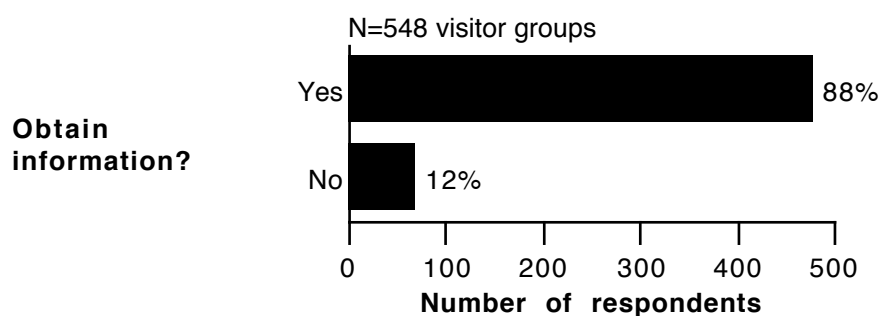


Figure 8: Visitors who received information about New River Gorge NR prior to this visit

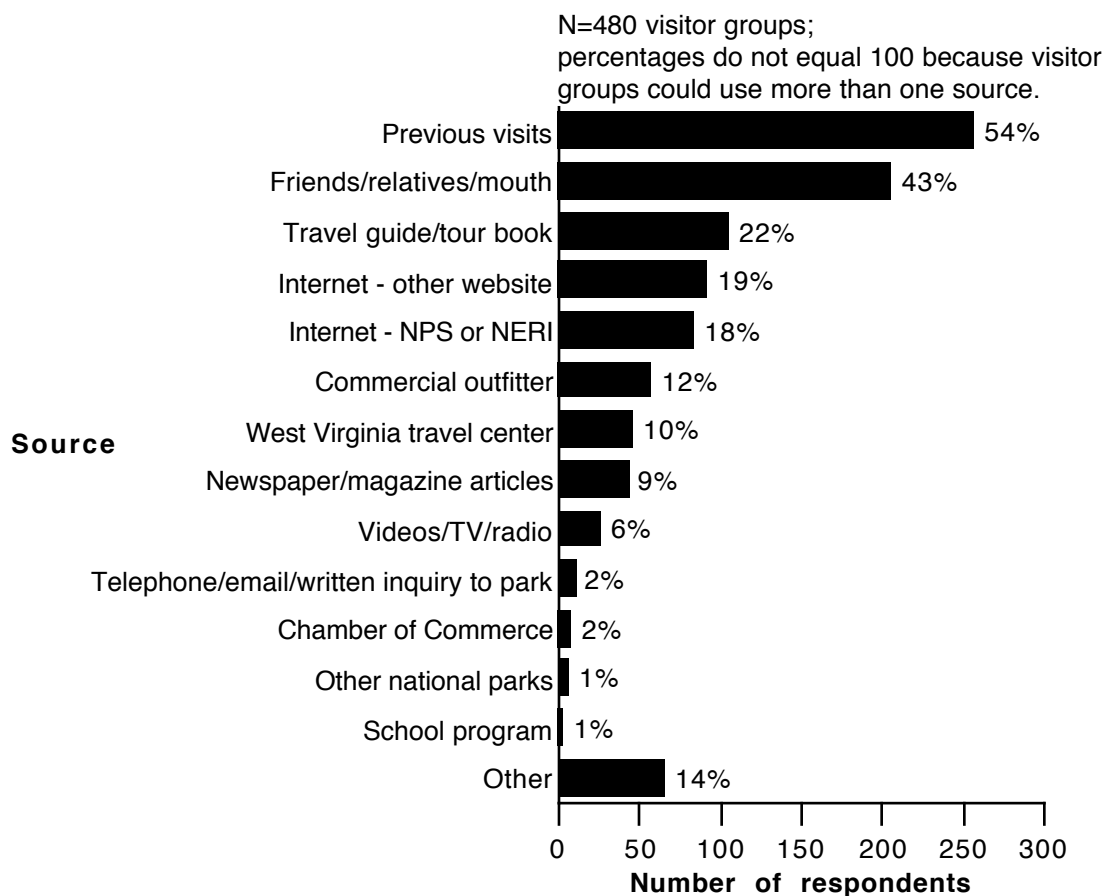


Figure 9: Sources of information used by visitor groups prior to this visit

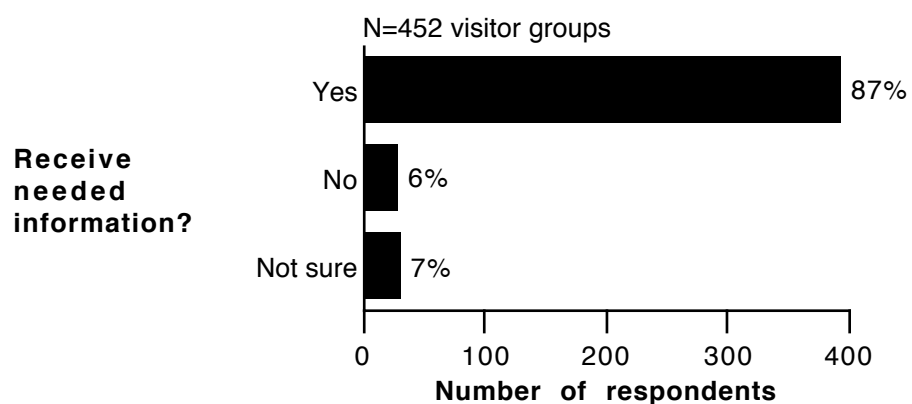


Figure 10: Visitor groups who received needed information prior to this visit to New River Gorge NR

Visitor travel plans

Visitor groups were asked to indicate how New River Gorge NR fit into their travel plans. Forty-eight percent 48% of visitor groups indicated New River Gorge NR was their primary destination, as shown in Figure 11. Thirty-two percent of visitor groups reported that the park was one of several destinations and 20% reported that New River Gorge NR was not a planned destination on this visit.

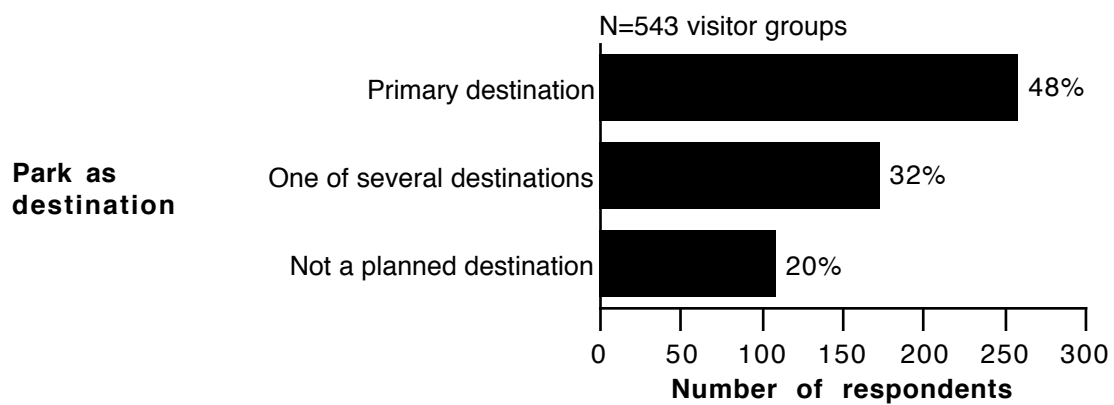


Figure 11: Visitor travel plans

Primary reason for visiting the area

Visitor groups were asked their primary reason for visiting New River Gorge NR. Sixteen percent of visitor groups were residents of this part of West Virginia (see Figure 12). Of the 84% of those who were not local residents, recreation (25%) and visiting New River Gorge NR (23%) were reported as the primary reasons for visiting the area (see Figure 13). Sixteen percent of visitor groups had other primary reasons for visiting the area which included rafting, rock climbing, visiting Glade Springs Resort, and picnicking.

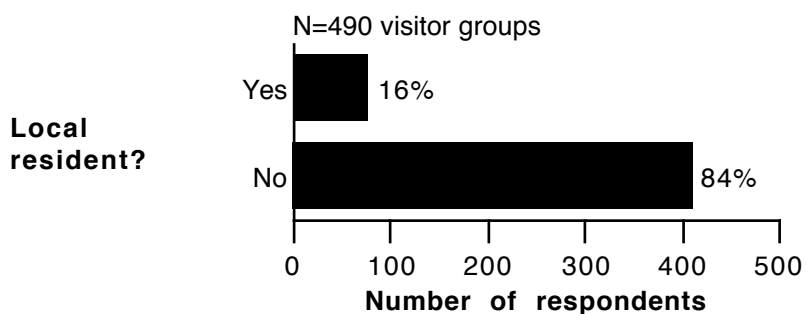


Figure 12: Visitors who were residents of this part of West Virginia

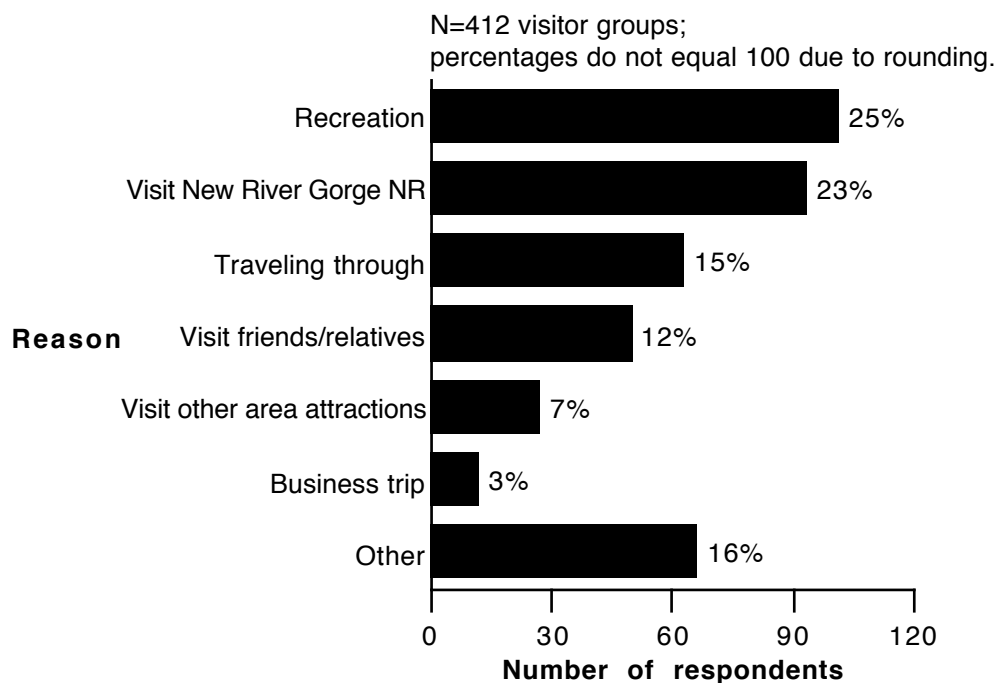


Figure 13: Primary reason for visiting New River Gorge NR area

Overnight accommodations

Places visitors spent the night before and after visiting the park

Overnight accommodations: Visitor groups were asked a series of questions concerning their overnight accommodations in New River Gorge area (within 50 miles of park). Visitor groups were asked if they stayed overnight away from home in the area. Fifty-nine percent of visitor groups reported they stayed overnight away from home in the park area, while 41% said that they did not stay overnight (see Figure 14).

Number of nights stayed: Visitor groups who stayed overnight away from home were then asked to report number of nights they stayed in the New River Gorge NR area. Thirty-three percent of visitor groups stayed two nights, 26% stayed one night, and 25% stayed four or more nights, as shown in Figure 15.

Type of lodging: The most common types of lodging that visitor groups used in New River Gorge NR area were lodge, motel, cabin, rented condo/home, B&B (45%) and campground (44%), as shown in Figure 16. "Other" types of lodging included Wal-Mart parking lot, floor of medical clinic, temporary facilities at high school, and Concord College.

Places visitors spent the night before and after visiting the park: Beckley and Fayetteville, WV were the places where visitor groups most often stayed on the day their visit to New River Gorge NR began (see Table 5). Beckley and Fayetteville, WV were the most often mentioned destinations on the day visitor groups departed New River Gorge NR (see Table 6).

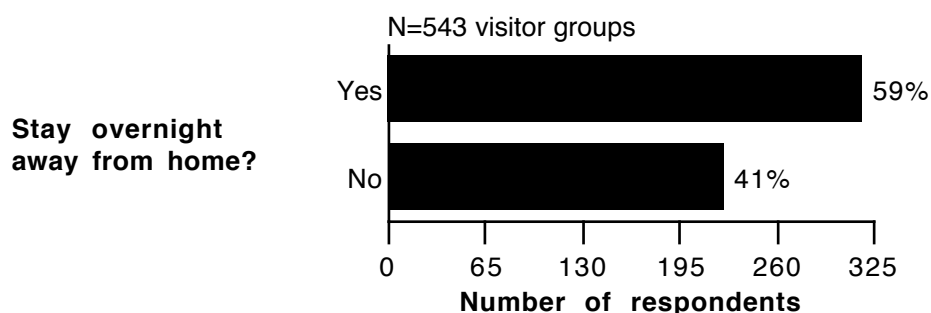


Figure 14: Visitor groups who stayed overnight stayed in the New River Gorge NR area (within 50 miles)

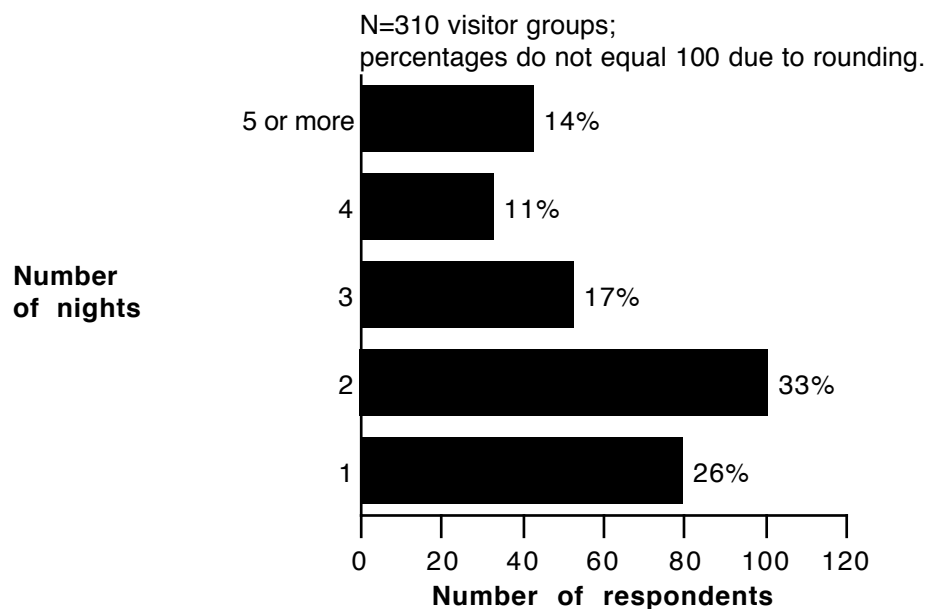


Figure 15: Number of nights visitor groups stayed in the New River Gorge NR area (within 50 miles)

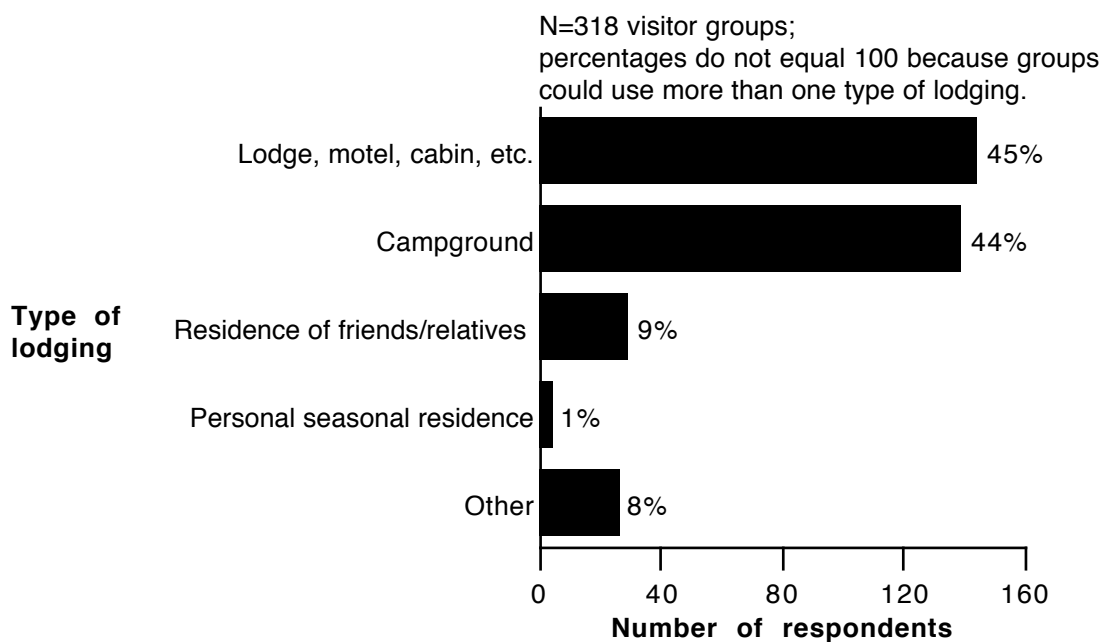


Figure 16: Type of lodging visitor groups stayed in the New River Gorge NR area (within 50 miles)

**Table 5: Places visitor groups stayed on the night before
arrival at New River Gorge NR**

N=536 responses

City/Town	State	Number of times mentioned
Beckley	WV	73
Fayetteville	WV	30
Charleston	WV	18
Oak Hill	WV	13
Hinton	WV	12
Pipestem	WV	9
Summersville	WV	9
Beaver	WV	8
Charlotte	NC	8
Daniels	WV	7
Pittsburgh	PA	7
Richmond	VA	7
Hico	WV	6
Princeton	WV	6
Bluefield	WV	5
Coal City	WV	5
Wytheville	VA	5
Buckhannon	WV	4
Clarksburg	WV	4
Lewisburg	WV	4
Radford	VA	4
Rainelle	WV	4
Bradley	WV	3
Columbus	OH	3
Covington	VA	3
Glen Jean	WV	3
Grayson	KY	3
Greensboro	NC	3
Hiawassee	VA	3
Huntington	WV	3
Jumping Branch	WV	3
Louisville	KY	3
Mount Hope	WV	3
Myrtle Beach	SC	3
Ronceverte	WV	3
Virginia Beach	VA	3
Akron	OH	2
Asheville	NC	2
Baltimore	MD	2
Cincinnati	OH	2

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Cleveland	OH	2
Danville	VA	2
Dayton	OH	2
Grandview	WV	2
Hurricane	WV	2
Indianapolis	IN	2
Jonesville	NC	2
Knoxville	TN	2
Logan	WV	2
Marlinton	WV	2
Meadow Bridge	WV	2
Milton	WV	2
Morgantown	WV	2
Peterstown	WV	2
Roanoke	VA	2
Salem	VA	2
Scott Depot	WV	2
Songer Whitewater Rafting	WV	2
Stafford	VA	2
Stanton	VA	2
Toledo	OH	2
Undetermined	WV	2
Wheeling	WV	2
Winston-Salem	NC	2
Abbs Valley	VA	1
Abingdon	VA	1
ACE Whitewater & Adventure Center	WV	1
Alderson	WV	1
Alexandria	VA	1
Ansted	WV	1
Arden	NC	1
Arlington	VA	1
Ashland	OH	1
Athens	OH	1
Baltimore	OH	1
Bar Harbor	ME	1
Batavia	IL	1
Bedminster	NJ	1
Berger	NY	1
Beverly	WV	1
Bim	WV	1
Birch River	WV	1

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Blacksburg	VA	1
Blairsville	GA	1
Bloomington	IN	1
Bolt	WV	1
Bowling Green	KY	1
Bramwell	WV	1
Buena Vista	WV	1
Byron Center	MI	1
Caldwell	WV	1
Camp Creek	WV	1
Canton	MI	1
Canton	OH	1
Carrollton	GA	1
Chan	VA	1
Charlottesville	VA	1
Charmco	WV	1
Chesapeake	OH	1
Chester	WV	1
Chicago	IL	1
Chillicothe	OH	1
Columbia	SC	1
Columbus	IN	1
Connellsville	PA	1
Cool Ridge	WV	1
Crab Orchard	WV	1
Cranberry Township	PA	1
Crofton	MD	1
Crucible	PA	1
Dawson	WV	1
Deland	FL	1
Detroit	MI	1
Dresden	OH	1
Edmond	WV	1
Eighty Four	PA	1
El Paso	TX	1
Elderton	PA	1
Elyria	OH	1
Erlanger	KY	1
Fayette	WV	1
Flat Top	WV	1
Foster	WV	1
Fostoria	OH	1

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Franklin Park	NJ	1
Freeport	PA	1
Galax	VA	1
Gallagher	WV	1
Garrett	PA	1
Gastonia	NC	1
Gatlinburg	TN	1
Gauley Bridge	WV	1
Ghent	WV	1
Girard	OH	1
Glade Springs	WV	1
Glen Daniel	WV	1
Green Sulfur Spring	WV	1
Greencastle	PA	1
Greensboro	WV	1
Greenville	SC	1
Hocking Hills	OH	1
Hudson	OH	1
Huntsville	OH	1
Jamestown	OH	1
Jupiter	FL	1
Kannapolis	NC	1
Kathleen	GA	1
Kenna	WV	1
Kenova	WV	1
Kerens	WV	1
Kernersville	NC	1
Kittanning	PA	1
Lafayette	IN	1
Lafayette	WV	1
Lanark	WV	1
Lancaster	PN	1
Lawrenceburg	TN	1
Leesburg	VA	1
Lexington	KY	1
Lexington	VA	1
Little Beaver	WV	1
Luray	VA	1
Lynchburg	VA	1
Macon	GA	1
Marion	SC	1
Martinsburg	WV	1

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Mebane	NC	1
Mentor	OH	1
Midland	MI	1
Milford	OH	1
Minden	WV	1
Mogador	OH	1
Monroe	MI	1
Monroe	NC	1
Monroeville	PA	1
Montgomery	WV	1
Moon Township	PA	1
Mooreville	NC	1
Nashville	TN	1
New Albany	IN	1
New Castle	PA	1
Newark	DE	1
Niagara Falls	NY	1
Norfolk	VA	1
Norway	ME	1
Nova	OH	1
Oak Hill	VA	1
Oak Ridge	WV	1
Oakland	MO	1
Oceana	WV	1
Oil City	PA	1
Oreland	PA	1
Orlando	FL	1
Parkersburg	WV	1
Pennsburg	PA	1
Piney View	WV	1
Pounding Mill	VA	1
Powhatan	VA	1
Prosperity	WV	1
Pulaski County	VA	1
Quincy	OH	1
Red River Gorge	KY	1
Ripley	WV	1
Rock	WV	1
Rock Creek	WV	1
Rock Hill	SC	1
Rockville	MD	1
Rocky Mountain	VA	1

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Romney	WV	1
Sandstone, Hinton	WV	1
Sandusky	OH	1
Seneca Rocks	WV	1
Silver City	NC	1
Sissonville	WV	1
Slade	KY	1
Slinger	WI	1
Sophia	WV	1
South Euclid	OH	1
Sparland	IL	1
Spencer	WV	1
St. Henry	OH	1
St. Louis	MO	1
Statesville	NC	1
Sterling	VA	1
Tabernacle	NJ	1
Tazewell	VA	1
Thumont	MD	1
Thurmond	WV	1
Tiffin	OH	1
Topsail	NC	1
Townsend	TN	1
Tullahoma	TN	1
Uniontown	OH	1
Vandergrift	PA	1
Varnville	SC	1
Vienna	VA	1
War	WV	1
Warren	OH	1
Washington	DC	1
Washington	WV	1
Waverly	TN	1
Webster Springs	WV	1
Wellsburg	WV	1
Weston	WV	1
White Oak	WV	1
White Sulfur Springs	WV	1
Whitesville	WV	1
Wytheville	VA	1
Wild Water Outfitters	WV	1
Winnebago	IL	1

**Table 5: Places visitor groups stayed on the night
before arrival at New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Wolf Run State Park	OH	1
Woodbridge	VA	1
Zanesville	OH	1

**Table 6: Destination on day visitor groups left
New River Gorge NR**

N=499 responses

City/Town	State	Number of times mentioned
Beckley	WV	46
Fayetteville	WV	27
Charleston	WV	17
Hinton	WV	16
Pittsburgh	PA	12
Summersville	WV	12
Daniel	WV	8
Oak Hill	WV	8
Beaver	WV	6
Charlotte	NC	6
Pipestem	WV	6
New River Gorge	WV	6
Richmond	VA	6
Lewisburg	WV	5
Princeton	WV	5
Huntington	WV	4
Indianapolis	IN	4
Louisville	KY	4
Radford	VA	4
Sandstone	WV	4
Virginia Beach	VA	4
Washington	DC	4
Williamsburg	VA	4
Asheville	NC	3
Bluefield	WV	3
Cincinnati	OH	3
Clarksburg	WV	3
Columbus	OH	3
Gap Mills	WV	3
Greensboro	NC	3
Hico	WV	3
Mt Hope	WV	3
Thurmond	WV	3
White Sulfur Springs	WV	3
Winston Salem	NC	3
Akron	OH	2
Alderson	WV	2
Alexandria	VA	2

**Table 6: Destination on day visitor groups left
New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Athens	OH	2
Beckley	VA	2
Charlottesville	VA	2
Chillicothe	OH	2
Cleveland	OH	2
Coal City	WV	2
Dayton	OH	2
Ft. Laramie	OH	2
Glen Jean	WV	2
Leesburg	VA	2
Lexington	KY	2
Lynchburg	VA	2
Milton	WV	2
Myrtle Beach	SC	2
Peterstown	WV	2
Rainelle	WV	2
Roanoke	VA	2
Stafford	VA	2
Wytheville	VA	2
Abbs Valley	VA	1
Abington	VA	1
ACE Whitewater & Adventure Center	WV	1
Allison Park	PA	1
Alpharetta	GA	1
Ann Arbor	MI	1
Annapolis	MD	1
Ansted	WV	1
Anywhere west	WV/KY	1
Apollo	PA	1
Arlington	VA	1
Ashland	OH	1
Athens	TN	1
Athens	WV	1
Babcock State Park	WV	1
Badin	NC	1
Baltimore	MD	1
Baltimore	OH	1
Bartow	WV	1
Bear Mountain	WV	1

**Table 6: Destination on day visitor groups left
New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Bear Town State Park	WV	1
Beavercreek	OH	1
Beverly	WV	1
Bim	WV	1
Binghamton	NJ	1
Birch River	WV	1
Birmingham	AL	1
Blacksburg	VA	1
Blairsville	PA	1
Bolt	WV	1
Boomer	WV	1
Boston	MA	1
Bradley	WV	1
Bridgeport	WV	1
Bristol	TN	1
Buckhannon	WV	1
Buffalo	NY	1
Caldwell-Green Briar Forest	WV	1
Canton	MI	1
Cape Breton	Nova Scotia	1
Carrollton	KY	1
Charleston	SC	1
Charmco	WV	1
Chesapeake	OH	1
Chesapeake	VA	1
Chicago	IL	1
Chickasaw	OH	1
Colonial Heights	VA	1
Columbia	SC	1
Columbus	IN	1
Cool Ridge	WV	1
Cornelius	NC	1
Covington	VA	1
Crab Orchard	WV	1
Crofton	MD	1
Cumberland Gap	TN	1
Danese	WV	1
Danville	VA	1
Davis	WV	1

**Table 6: Destination on day visitor groups left
New River Gorge NR (continued)**

City/Town	State	Number of times mentioned
Dearborn	MI	1
Dover	PA	1
Durham	NC	1
Edmond	WV	1
Eighty Four	PA	1
Elkins	WV	1
Elyria	OH	1
Emporia	KS	1
Erlanger	KY	1
Evans	GA	1
Fancy Gap	VA	1
Fayetteville	VA	1
Flatwoods	WV	1
Foster	WV	1
Franklin Park	NJ	1
Frederick	MD	1
Frostburg	MD	1
Ft. Bragg	NC	1
Gaithersburg	MD	1
Galax	VA	1
Garrett	PA	1
Gatlinburg	TN	1
Georgetown	OH	1
Ghent	WV	1
Glade Springs Resort	WV	1
Grandview	WV	1
Grayson	KY	1
Greencastle	PA	1
Greensboro	WV	1
Greensburg	PA	1
Greenville	SC	1
Grove City	PA	1
Hiawassee	VA	1
Hillsboro	WV	1
Hinton	WV	1
Honea Path	SC	1
Hudson	OH	1
Huntsville	OH	1
Huron	IN	1

**Table 6: Destination on day visitor groups
left New River Gorge NR (continued)**

City	State	Number of times mentioned
Hurricane	WV	1
Jacksonville	FL	1
Jamestown	OH	1
Johnson City	TN	1
Just driving around WV	WV	1
Kannapolis	NC	1
Kenna	WV	1
Kennesaw	GA	1
Kenova	WV	1
Knoxville	TN	1
Lanark	WV	1
Lancaster	OH	1
Lansing	MI	1
Lansing	WV	1
Lexington	OH	1
Louisa County	VA	1
McMurray	PA	1
Mebane	NC	1
Mentor	OH	1
Midland	MI	1
Midway	WV	1
Montgomery	WV	1
Monticello and Williamsburg	VA	1
Moundsville	WV	1
Mount Holly	NC	1
Mt. Pleasant	SC	1
Nashville	TN	1
Newark	DE	1
Newell	WV	1
Newport Hills	VA	1
Niagara Falls	NY	1
Norway	ME	1
Oak Hill	VA	1
Oak Ridge	WV	1
Oakview	WV	1
Ocean Isle Beach	NC	1
Oceana	WV	1
Okemos	MI	1
Oreland	PA	1

**Table 6: Destination on day visitor groups left
New River Gorge NR (continued)**

City/town	State	Number of times mentioned
Ormond Beach	FL	1
Parkersburg	WV	1
Pawley Island	SC	1
Pennsburg	PA	1
Perry Park	KY	1
Philadelphia	PA	1
Pigeon Forge	TN	1
Pikeville	KY	1
Piney View	WV	1
Portsmouth	VA	1
Pounding Mill	VA	1
Prosperity	WV	1
Pulaski County	VA	1
Radcliff	KY	1
Rafting trip on New River	WV	1
Raleigh	NC	1
Rivesville	WV	1
Rock	WV	1
Rockville	MD	1
Rocky Mountain	VA	1
Rutgers University	NJ	1
Sandusky	OH	1
Saratoga	NY	1
Scott Depot	WV	1
Sissonville	WV	1
Smithsburg	ND	1
South Charleston	WV	1
Spanishburg	WV	1
Spencer	NC	1
Spruce Pine	NC	1
State College	PA	1
Staunton	VA	1
Sterling	VA	1
Summers County	WV	1
Tabernacle	NJ	1
Talcott	WV	1
Tiffin	OH	1
Toledo	OH	1
Touring the state	WV	1

**Table 6: Destination on day visitor groups left
New River Gorge NR (continued)**

City/town	State	Number of times mentioned
Tullahoma	TN	1
Undetermined	MI	1
Undetermined	PA	1
Undetermined	WV	1
Valdosta	GA	1
Vienna	VA	1
Virginia Beach	VA	1
Visit parks	WV	1
Wallford	MI	1
War	WV	1
Warren	OH	1
Washington	PA	1
Waverly	TN	1
Webster Springs	WV	1
West Chester	PA	1
West Union	WV	1
Weston	WV	1
Wheeling	WV	1
White Oak	WV	1
Whitesville	WV	1
Wild Water Outfitters	WV	1
Winnebago	IL	1
Wolcott	CT	1
Woodbridge	VA	1
Zanesville	OH	1

Communities where visitors obtained support services

Visitor groups were asked, "In what community did you receive support services (e.g. gas, food, or lodging) for this visit to New River Gorge NR?" As shown in Figure 17, the community most often used was Beckley (42%), followed by Fayetteville (32%). "Other" communities where support services were obtained are included in Table 7.

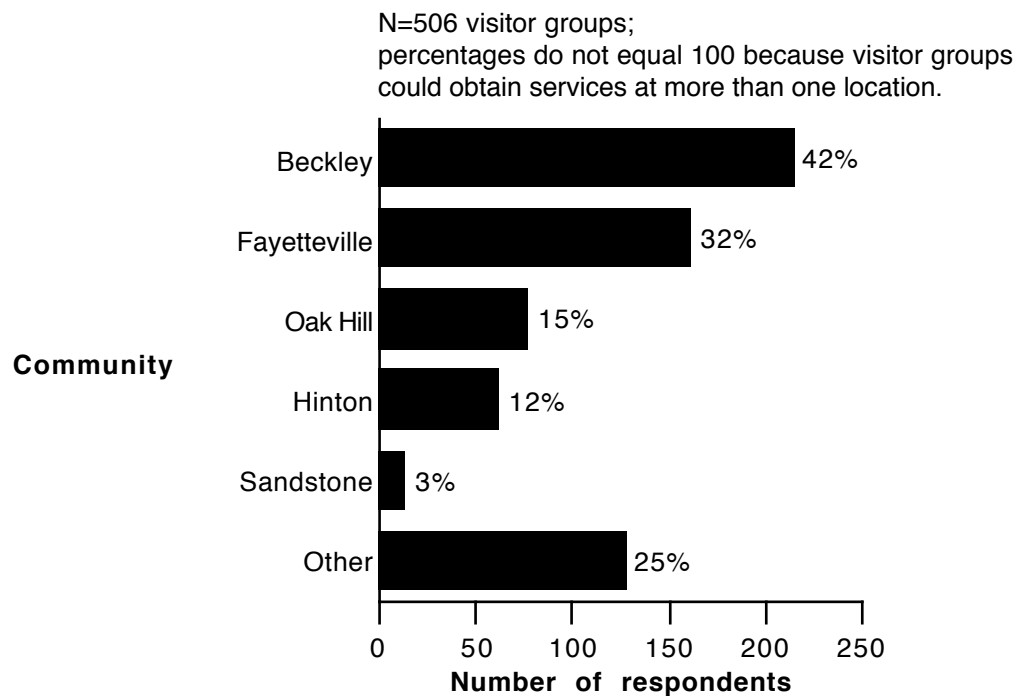


Figure 17: Community used to obtain support services

Table 7: “Other” communities where visitor groups obtained support services on this trip to New River Gorge NR

N=127 responses;
some visitor groups listed more than one community.

Community	Number of times mentioned
Summersville, WV	25
Hico, WV	12
Beaver, WV	9
Lewisburg, WV	8
Pipestem Resort, WV	5
Princeton, WV	5
Lansing, WV	4
ACE Whitewater & Adventure Center, WV	3
Ansted, WV	3
Daniels, WV	3
Charleston, WV	2
Ghent, WV	2
Glen Daniel, WV	2
Glen Jean, WV	2
Mount Nebo, WV	2
Roanoke, VA	2
Wytheville, VA	2
At the OH/WV border	1
Athens, OH	1
Babcock State Park, WV	1
Birch River, WV	1
Bluefield, VA	1
Bluestone State Park, WV	1
Bradley, WV	1
Caldwell, WV	1
Camp Creek, WV	1
Charmco, WV	1
Clarksburg, WV	1
Coal City, WV	1
Covington, VA	1
Cross Lanes, WV	1
Dairy Queen (by the Harley Davidson store) (unknown)	1
Harvey, WV	1
Jumping Branch, WV	1
Lookout, WV	1
Louisville, KY	1
Morgantown, WV	1
New River Campground at Gauley Bridge, WV	1
Oak Hill, WV	1
Oceana, WV	1

Table 7: “Other” communities where visitor groups obtained support services on this trip to New River Gorge NR (continued)

Community	Number of times mentioned
Peterstown, WV	1
Pocahontas, VA	1
Quincy on Hwy 60 (motel, Covington, VA)	1
Radford, VA	1
Ripley, WV	1
Sand Bar (unknown)	1
Scout camp (unknown)	1
Silver Springs (unknown)	1
Summerset (unknown)	1
Thurmond, WV	1
War, WV	1
White Sulfur Springs, WV	1

Forms of transportation Number of vehicles

Forms of transportation: When asked about the forms of transportation they used to arrive at New River Gorge NR, 93% of visitor groups came in a private vehicle (car, SUV, pickup, RV, motorcycle, etc.), as shown in Figure 18. "Other" forms of transportation included outfitter's bus, Boy Scout bus, bicycles, church van, government vehicle, and raft.

Number of vehicles: On this visit, most visitor groups (71%) arrived at New River Gorge NR in one vehicle, 17% used two vehicles, and 12% used three or more vehicles (see Figure 19). Less than 1% of visitor groups did not use a vehicle to travel to the park.

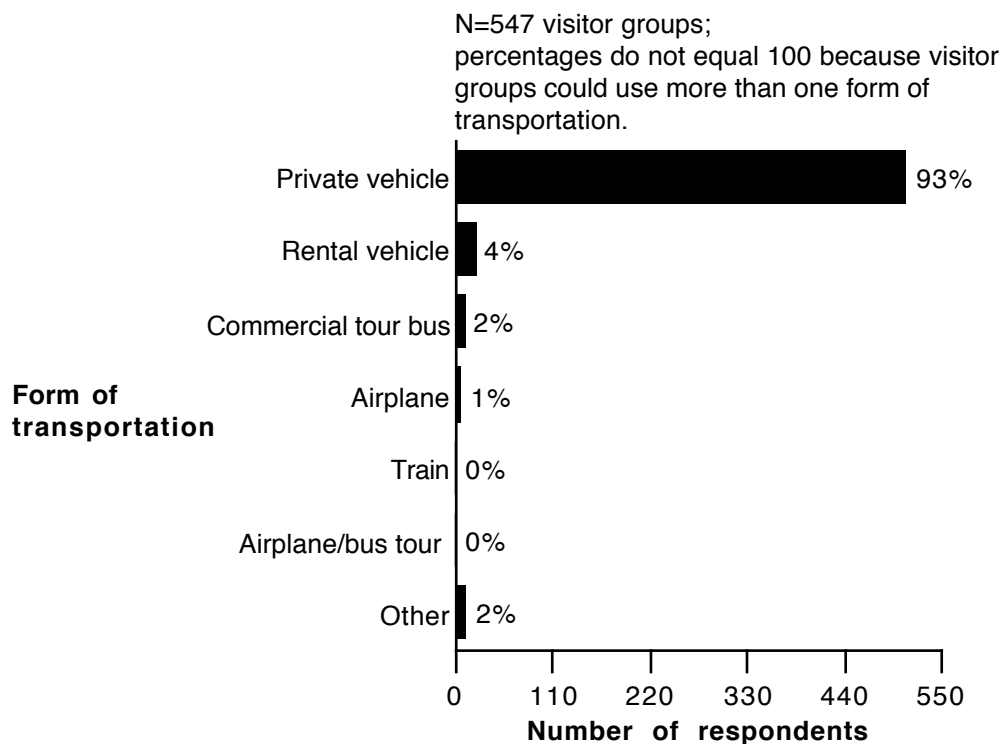


Figure 18: Forms of transportation used to arrive at park

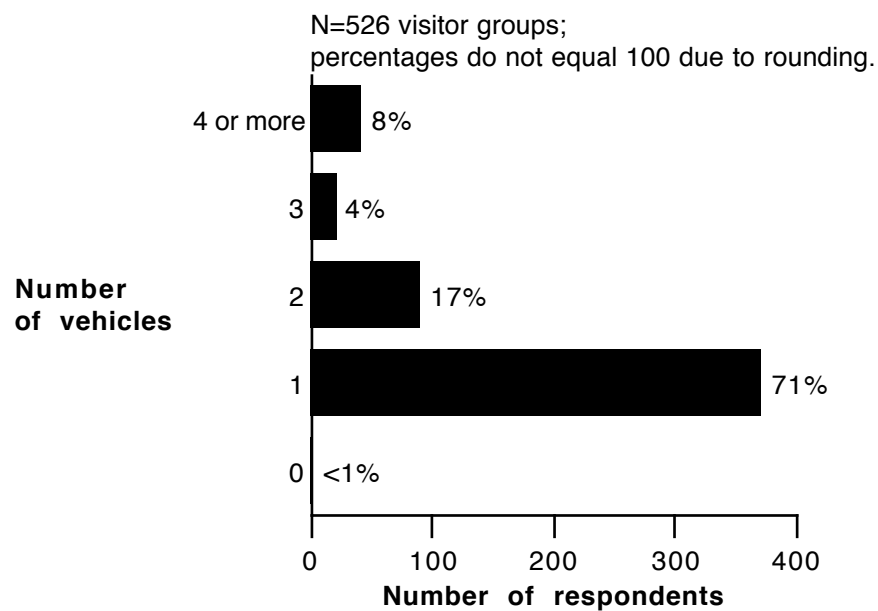


Figure 19: Number of vehicles used to arrive at park

Length of visit

Visitor groups were asked if they had visited New River Gorge NR on more than one day on this visit. Sixty-three percent of visitor groups did not visit the park on more than one day (see Figure 20).

Visitor groups were then asked to report the number of hours they spent at the park **on the day they received the questionnaire**. Note: because visitor groups were asked to report the number of hours on the day they received the questionnaire, some visitor groups included hours of their overnight stay. Therefore, the number of hours spent ranged from less than one hour to 24 hours. Fifty-two percent of visitor groups spent between one and three hours, 19% spent four to five hours, and 28% spent six or more hours (see Figure 21).

Visitor groups who visited on more than one day were then asked the number of days they visited New River Gorge NR on this visit. Sixty-five percent of visitor groups spent two days, 21% spent three days, and 15% spent four or more days (see Figure 22).

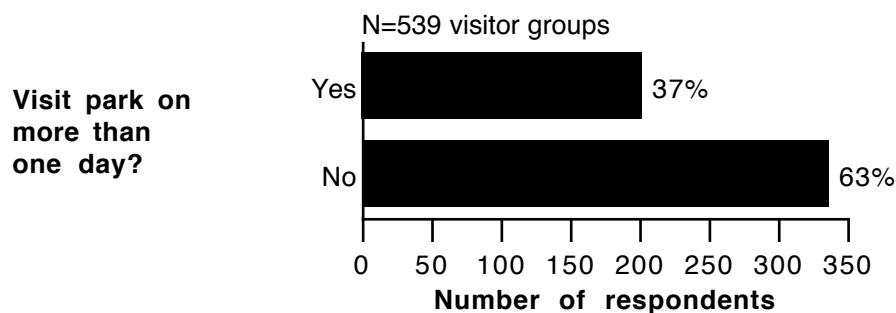


Figure 20: Visitor groups who visited New River Gorge NR on more than one day

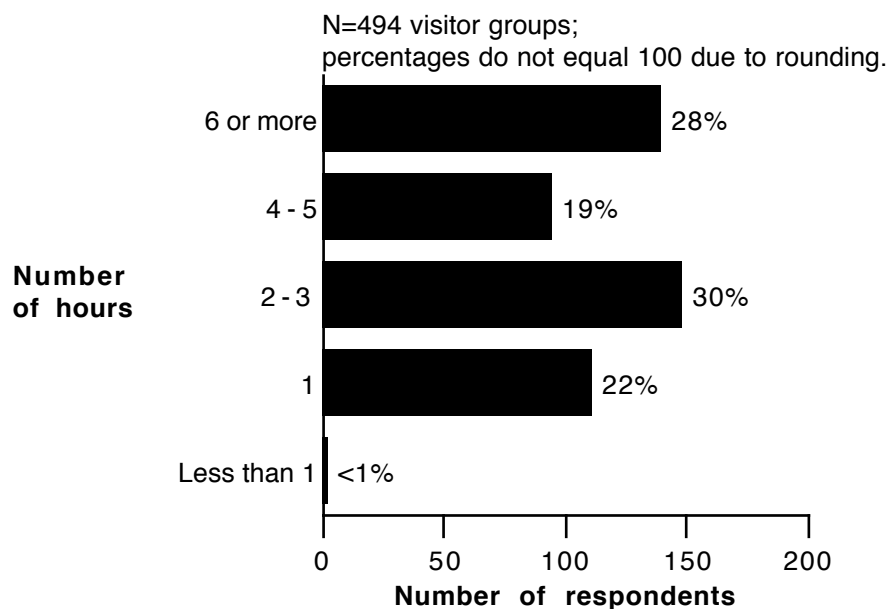


Figure 21: Number of hours spent at New River Gorge NR on the day the questionnaire was received

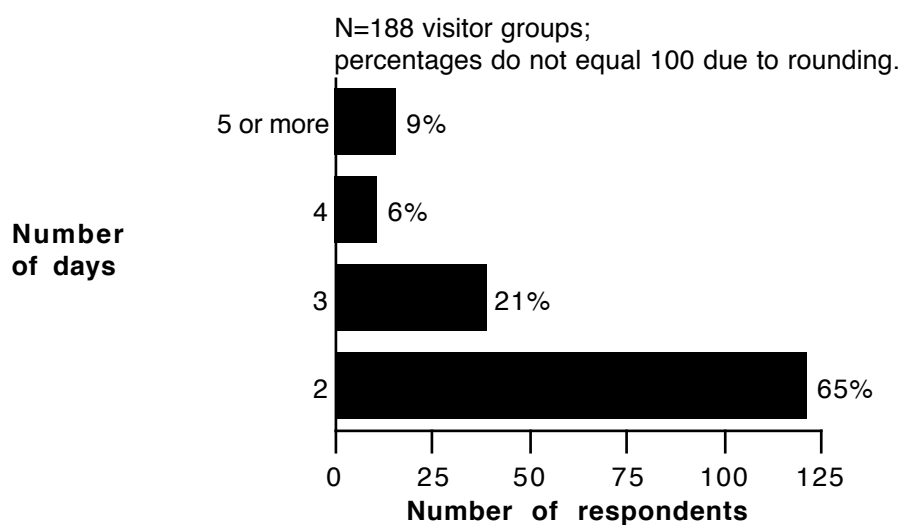


Figure 22: Number of days spent visiting New River Gorge NR by visitors who spent more than one day in the park

Wayfinding in the park

Visitors were asked, “Were you able to find every place in the park that you and your group intended to visit?” Most visitor groups (96%) said they were able to find the places they intended to visit (see Figure 23). Items that visitor groups said would assist them in finding their way in park include better signage, park maps, and guidebooks; more park and local area information; additional time; parking area in Laurel Creek Canyon; and working trams.

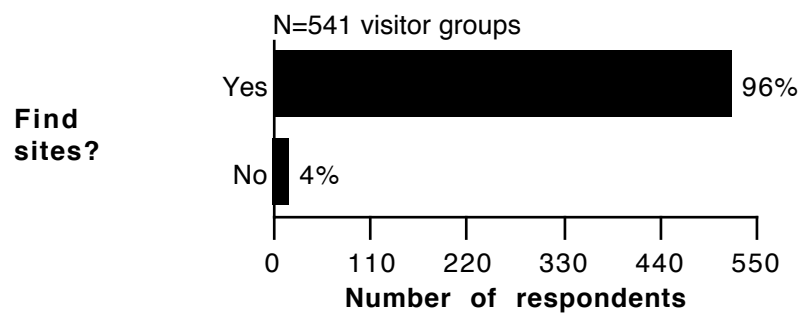


Figure 23: Visitor groups who could find sites in park

Sites visited

Map 2 was provided to visitor groups when they were asked to list the sites that they visited in New River Gorge NR. The most visited sites included New River Gorge Bridge (51%), Canyon Rim Visitor Center (41%), and Grandview day use area (27%), as shown in Figure 32. The least visited site was Dungen River access/picnic shelter (5%). “Other” sites mentioned are listed in Table 8.

Visitor groups were also asked to list the order in which they visited these sites. Twenty-one percent of visitor groups visited the Canyon Rim Visitor Center first on this visit (see Figure 24). Other sites that visitor groups visited first were New River Gorge Bridge (19%) and Grandview day use area (18%).



Map 2: New River Gorge NR map

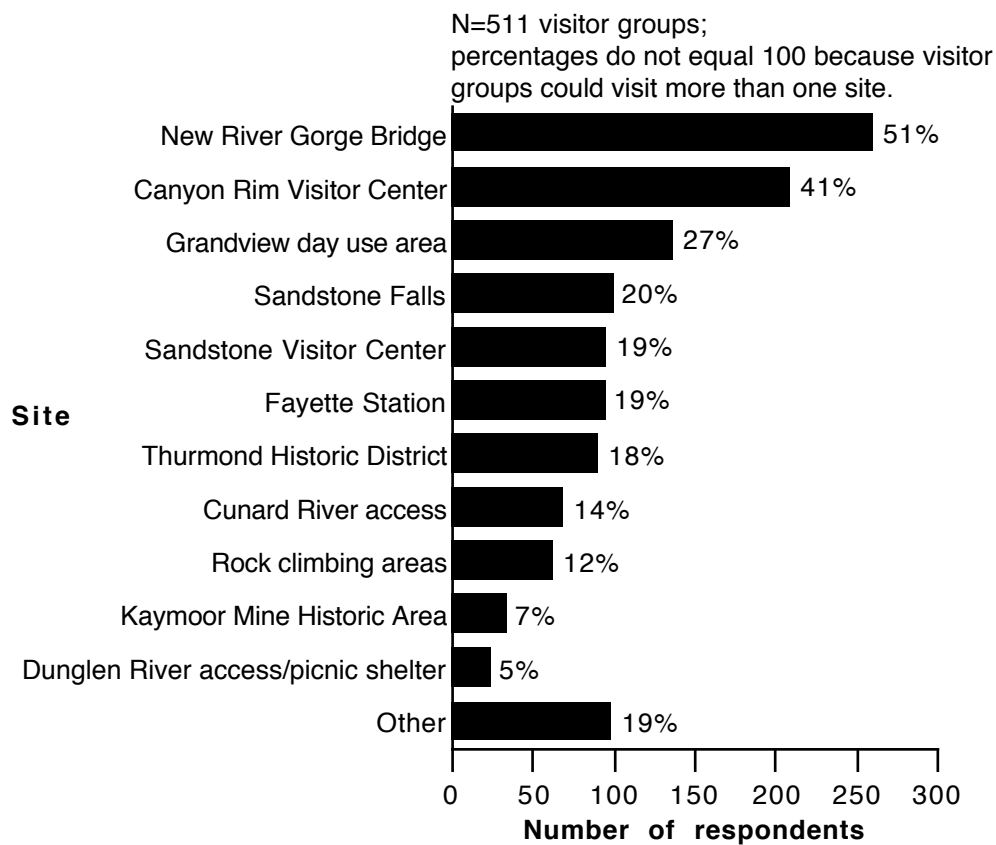


Figure 24: Sites visited in New River Gorge NR

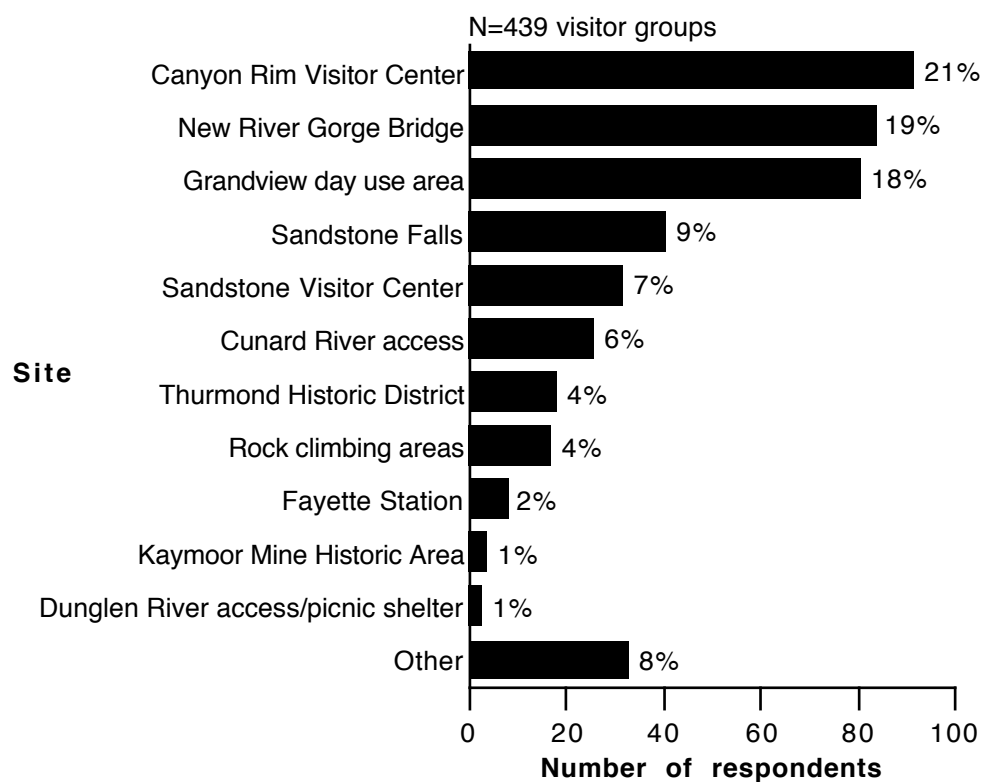


Figure 25: Sites visited first on this visit

**Table 8: “Other” sites visitor groups visited on this trip to
New River Gorge NR**

N=104 comments;
some visitors listed more than one site.

Site	Number of times mentioned
ACE Whitewater & Adventure Center	17
Grandview Outdoor Theater	10
Army Camp	7
Babcock State Park	6
McCreery	6
New River	4
Bluestone Dam	3
Brooks Falls	3
Grandview Park	3
Stone Cliff	3
Bluestone	2
Canyon trails	2
Glade Creek	2
Grandview Sandbar	2
Hawks Nest State Park	2
Hinton	2
Prince	2
Prince Train Station	2
Tamarack	2
Beckley Miner's Museum	1
Bluestone State Park Campground	1
Canyon Rim Ranch	1
Canyon Rim Trail	1
Endless Wall/Fern Creek Trail	1
Fayette County Park Shelton No. 1	1
Gauley Bridge	1
Gauley River	1
Grandview	1
Keeney Brothers	1
Lower overlook	1
Meadow Bridge	1
Meadow Creek	1
Mill Creek	1
Minden	1
Quinnimont	1
Raptor Center	1
Sandstone overlook	1
Sandstone Visitor Center	1
Songer Whitewater	1
Thayer	1
Thurmond Railroad Museum	1
Thurmond take-out	1
Upper overlook	1

Activities

Visitor groups were asked to list the activities they participated in during this visit and previous visits.

Activities on this visit: The most common activities that visitor groups participated in during this visit to the New River Gorge NR included sightseeing (55%), hiking/walking (53%), seeing New River Gorge Bridge (45%), and boating/rafting (36%), as shown in Figure 26. The least common activities were attending outdoor drama (5%) and bicycling (5%). “Other” activities included rest stop, horseback riding, and photography.

Activities on previous visits: On previous visits the most common activities were hiking/walking (29%), seeing New River Gorge Bridge (27%), sightseeing (23%), and boating/rafting (21%) as shown in Figure 27. The least common activity was hunting (2%).

Primary activity: Visitor groups were asked to list the activity that was their primary reason for visiting New River Gorge NR on this visit. Thirty-three percent of visitor groups indicated that boating/rafting was their primary reason for visiting New River Gorge NR, followed by sightseeing (20%), as shown in Figure 28. “Other” primary reasons for visiting included horseback riding, photography, family reunion, bring children to play, and field trip. The least common activity was birdwatching (<1%).

Hiking/biking trails used: Visitor groups were asked to list the hiking and biking trails they used during this visit. The most often used trails were those in the Grandview complex and Canyon Rim complex, as shown in Table 9.

Commercial/private boating/rafting trip: Visitor groups were asked if they participated in a commercial or private boat/rafting trip. Sixty-three percent of visitor groups did not participate in either a commercial or private boat/rafting trip as shown in Figure 29. Of those who did, 25% participated in a commercial trip and 12% participated in a private trip.

Type of watercraft used: Visitor groups who participated in a private boat/rafting trip were asked the type of watercraft they used. As shown in Figure 30, the most commonly used watercraft were rafts (56%) and kayaks (47%). “Other” forms of watercraft included Duckie, jet boat, sit on top kayak, Tornado, and tube.

Launch/take-out site used: Visitor groups who participated in a private boat/rafting trip were also asked which launch and take-out they used. As shown in Tables 10 and 11, Cunard was the most used launch site and Fayette Station was the most used take-out site.

Commercial/private rock climbing trip: Visitor groups were asked if they participated in a commercial or private rock climbing trip. Ninety-one percent of visitor groups did not participate in either a commercial or private rock climbing trip (see Figure 31). Of those who did, 69% participated in a private trip and 31% participated in a commercial trip, as shown in Figure 32.

Climbing areas used: Visitor groups who participated in a private rock climbing trip were asked which climbing areas they used. As shown in Figure 33, the most often mentioned areas were Bridge Buttre (47%), Endless Wall (34%), and Kaymoor Top (28%). "Other" areas were Bubba City, Summersville, Babcock, Backus Mountain, Butcher Branch, Meadow Bridge, Thayer, and Thurmond.

Camping and campgrounds used: Visitor groups were asked if they camped in the park on this visit to New River Gorge NR. Ninety percent of visitor groups did not camp in the park (see Figure 34). Of those visitors who did camp in the park, 78% camped in a park campground, 22% camped in an informal/primitive river campsite, and 6% camped in an informal/primitive upland campsite (see Figure 35). However, when asked to identify the park campgrounds used, respondents also included state park, commercial outfitter, or other private campgrounds located outside of the New River Gorge National River. Table 12 lists the park campgrounds visitors used. Army Camp was the most often mentioned campground used by visitors.

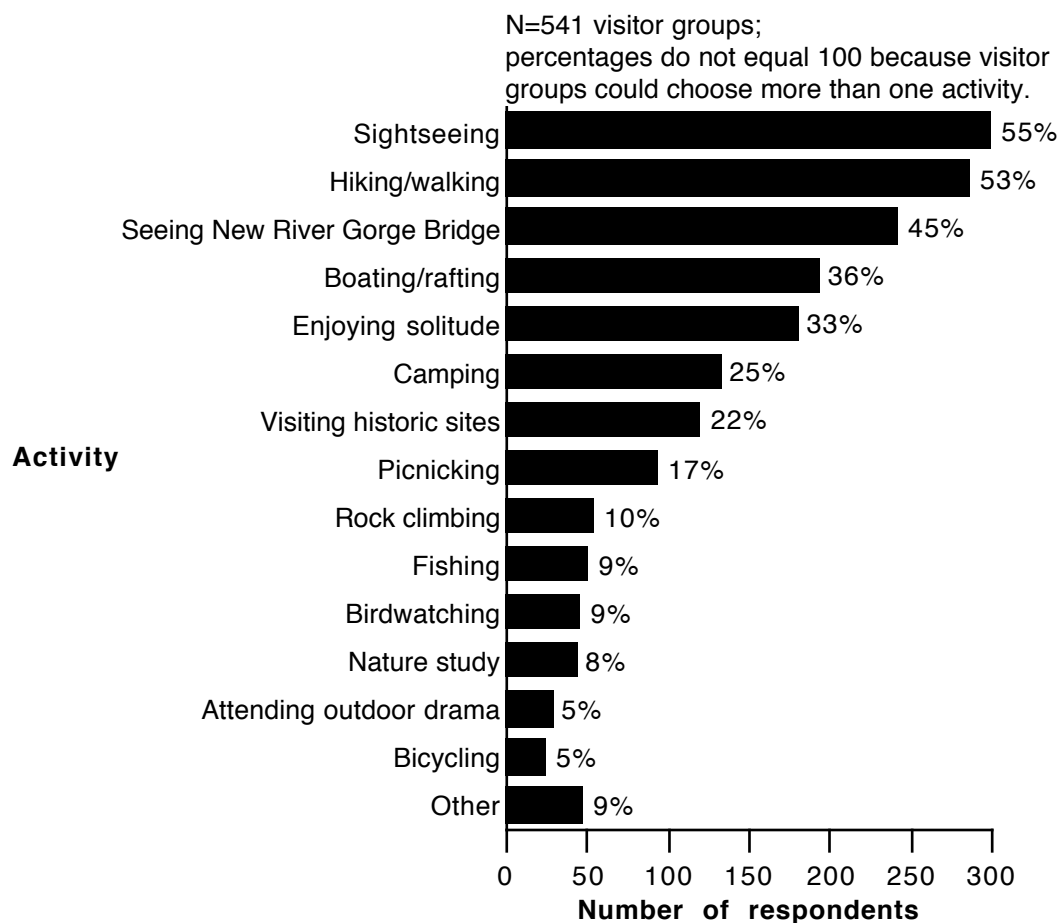


Figure 26: Visitor activities on this visit

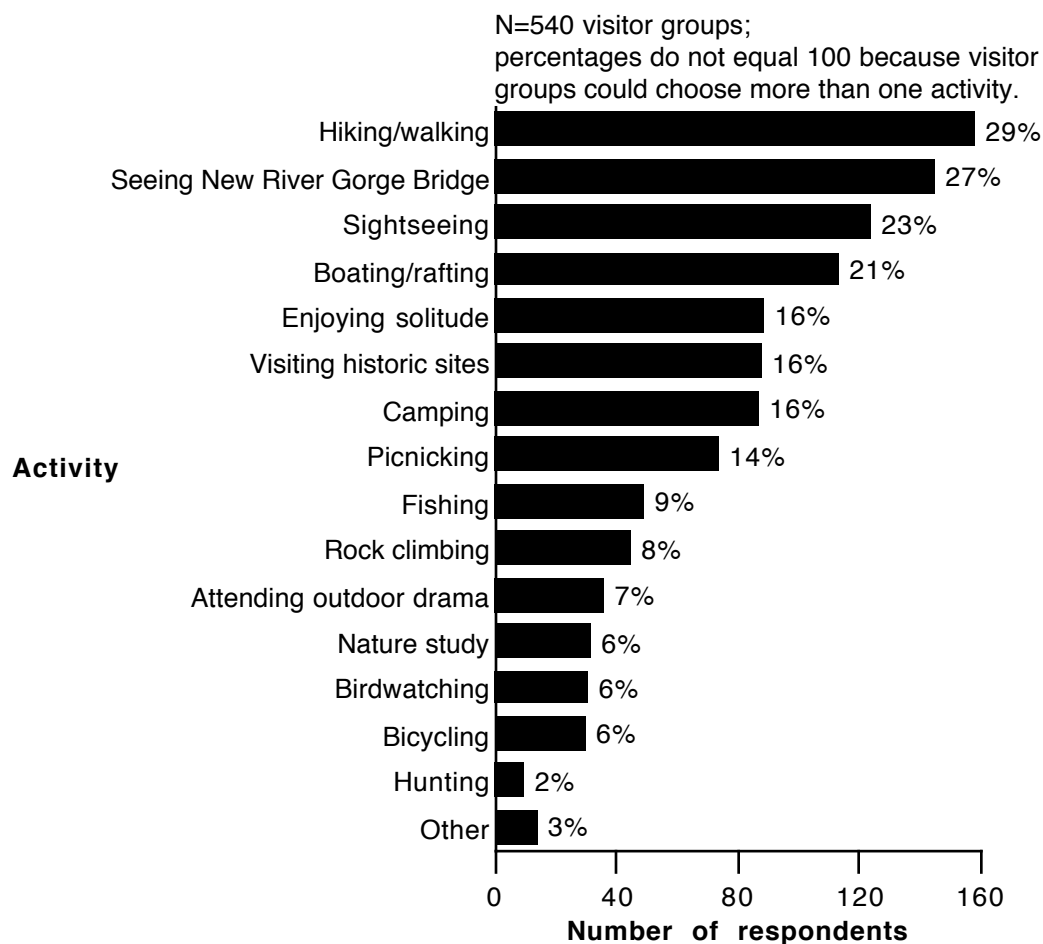


Figure 27: Visitor activities on previous visits

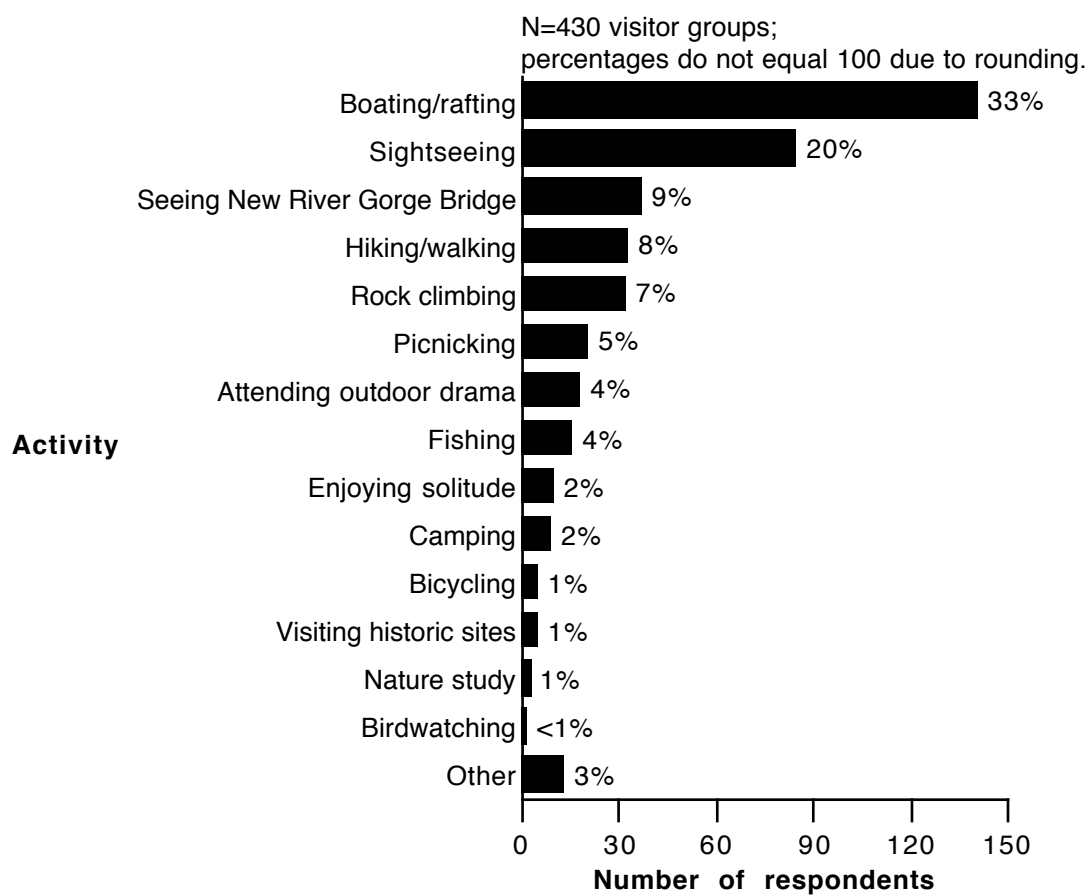


Figure 28: Activity that was primary reason for visit

Table 9: Hiking/biking trails used during this visit

N=247 responses;
some visitor groups listed more than one trail.

Trail	Number of times mentioned
Trails within New River Gorge National River	
<u>Grandview Complex</u>	
All at Grandview	28
Grandview Tunnel Trail	12
Turkey Spur Trail at Grandview	12
Castle Rock Trail	5
Big Buck Trail	1
<u>Canyon Rim Complex</u>	
Canyon Rim	24
New River Gorge Bridge Overlook	7
New River Gorge Bridge Area	5
Boardwalk views of the gorge	4
Just in area of visitor center	2
Just boardwalk	1
<u>Sandstone Falls Complex</u>	
Sandstone Falls	18
Sandstone Falls Boardwalk	6
<u>Kaymoor Complex</u>	
Kaymoor Trail	14
Kaymoor Miners Trail	6
Butcher Branch	2
Kaymoor to Cunard	1
Cunard to Fayette Station	1
<u>Endless Wall / Beauty Mountain Complex</u>	
Endless Wall Trail	8
Fern Creek Trail	4
Diamond Point Trail	2
Fern Creek/Endless Wall	2
Fern Point	1
Trails to the ladders	1
Beauty Mountain	1
Fayetteville Trails at Kaymoor	1
Through Thurmond	10
Thurmond - Minden Trail	8
Long Point Trail	6
Access trails to rock climbing areas	6
Bridge Buttress	2
Stone Cliff	2
Big Branch Trail	1

**Table 9: Hiking/biking trails used during this visit
(continued)**

Trail	Number of times mentioned
Trails within New River Gorge National River (continued)	
Cunard-Thurmond (Brooklyn-Southside Junction Trail)	1
Glade Creek, then explored Hamlet	1
Foot trail to old McKendree Hospital Road	1
Laing Loop Trail	1
Unspecified Trails likely within New River Gorge	
General walking, no specific trail	7
All or most trails	4
Trails along the New River	4
ACE Whitewater & Adventure Center trails	3
Babcock State Park	2
Mary Ingles Trail, Sandstone, WV	2
Fayette Station Road down to Fayette Station (Red Dog Saloon)	1
Trails outside New River Gorge	
Summersville Lake trail and access to climbing areas	3
Carnifex Ferry Battle Grounds	1
Pipestem State Park	1
Trails within Bluestone State Park	1
Drys	1
Greenbrier River Trail	1
Hawks Nest Trail	1
Honeymoon Trail	1
Island in the Sky	1
Main/North	1
Unknown Trails	
Around campsite	1
Easy Ohei	1
Northridge Trail	1

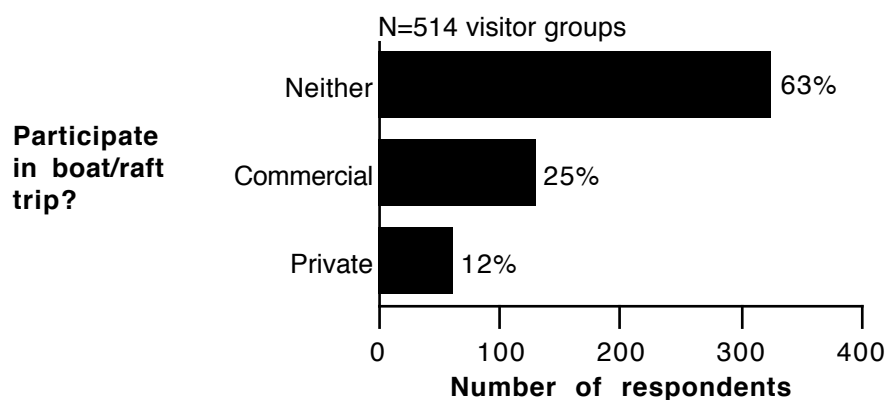


Figure 29: Participation in commercial or private boat/rafting trip

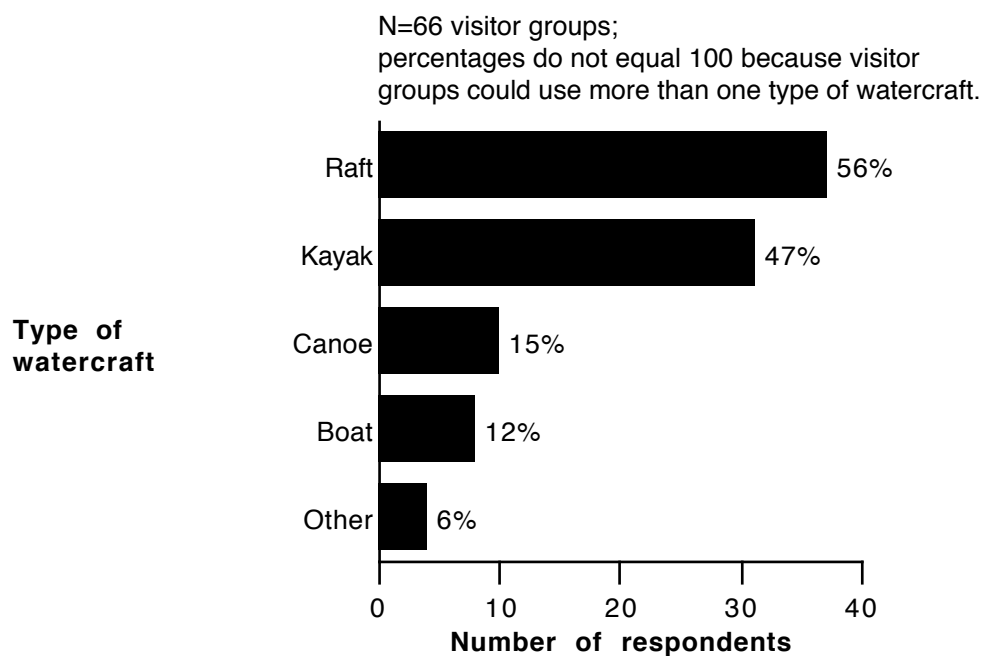


Figure 30: Type of watercraft used

Table 10: Boat/rafting launch site used during this visit

N=80 responses;
some visitor groups listed more than one site.

Site	Number of times mentioned
Launch sites within New River Gorge	
Cunard	21
Thurmond Area	
Thurmond	8
ACE Whitewater & Adventure Center	3
Dunglen	3
Adventure Mountain River Tours	1
Close to warm-up rapid	1
McCreery / Prince	9
Stone Cliff Area	
Rivers Whitewater Rafting Resort	3
Stone Cliff	1
Songer Whitewater	1
Under bridge	1
Grandview Sandbar	3
Sandstone	3
Fayette Station	2
Hinton	2
Meadow Creek	2
Launch sites outside New River Gorge	
Hawks Nest State Park	3
Bluestone	1
Bluestone Dam	1
Bluestone Lake	1
Bluestone River	1
Pits at Bluestone	1
Summersville Lake	1
Unspecified launch sites	
Lower New River	3
Upper New River	1
Long Bottom (friend's house)	1
Midway point	1
Main picnic area-overlook	1

Table 11: Boat/rafting take-out site used during this visit

N=82 responses;
some visitor groups listed more than one site.

Site	Number of times mentioned
Take-out sites within New River Gorge	
Fayette Station	
Fayette Station	29
New River Gorge Bridge	14
Fayette	1
Teays Landing	
After bridge and just after Old Nasty rapid	3
Ames Heights	1
Teays Landing	1
Thurmond	5
Dunglen (Stone Cliff)	3
Sandstone Falls	3
Cunard	2
ACE Whitewater & Adventure Center	2
Stone Cliff	2
McCreery / Prince	2
Thayer	1
Army Camp	1
Brooks Falls	1
Take-out sites outside New River Gorge	
Hawks Nest State Park	4
Ansted	1
Bluestone	1
Pits at Bluestone	1
Unspecified take-out sites	
New River Gorge	1
Long Bottom (friend's house)	1
Campsite	1
Middle River	1
Old Mill	1

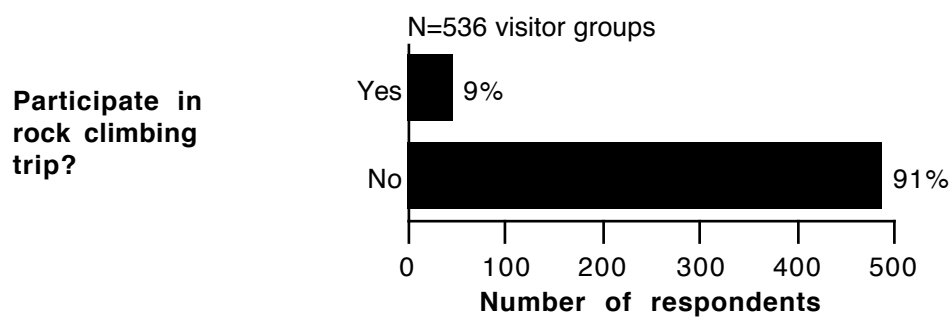


Figure 31: Visitors who participated in a rock climbing trip

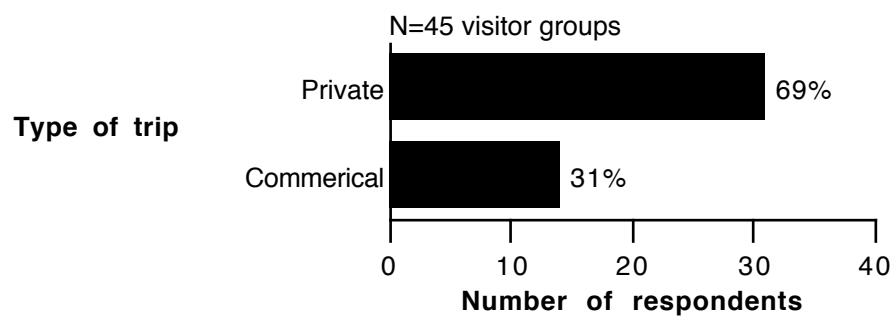


Figure 32: Visitors who participated in a private or commercial rock climbing trip

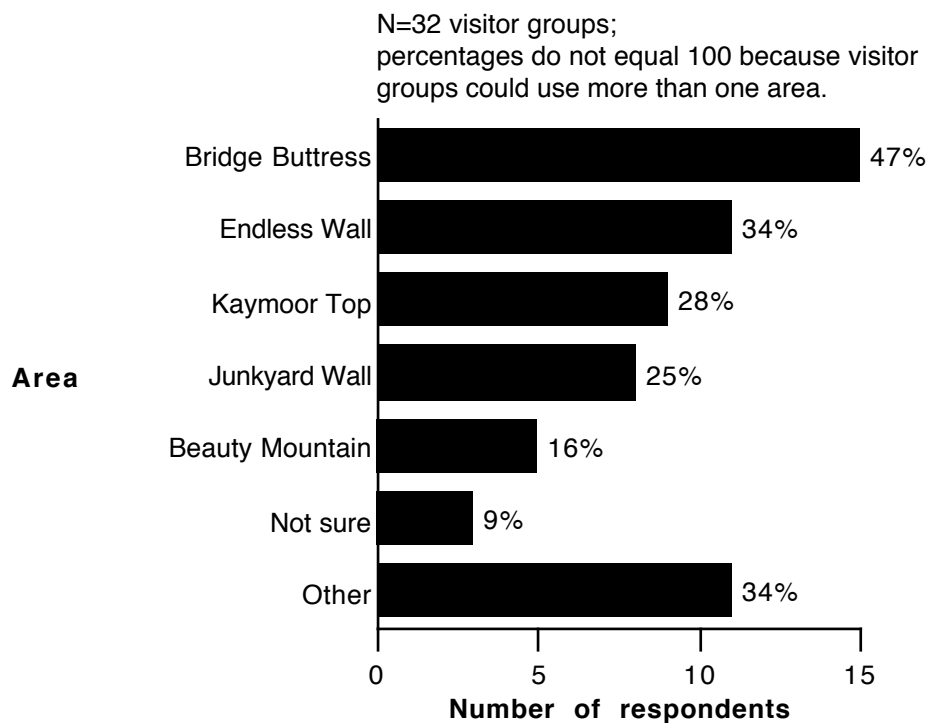


Figure 33: Rock climbing area used

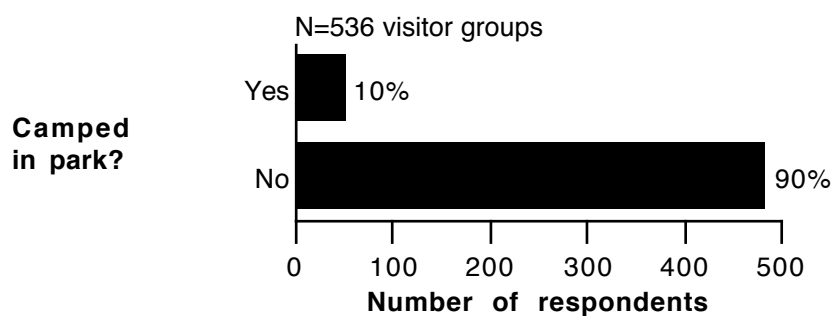


Figure 34: Visitor groups who camped in park

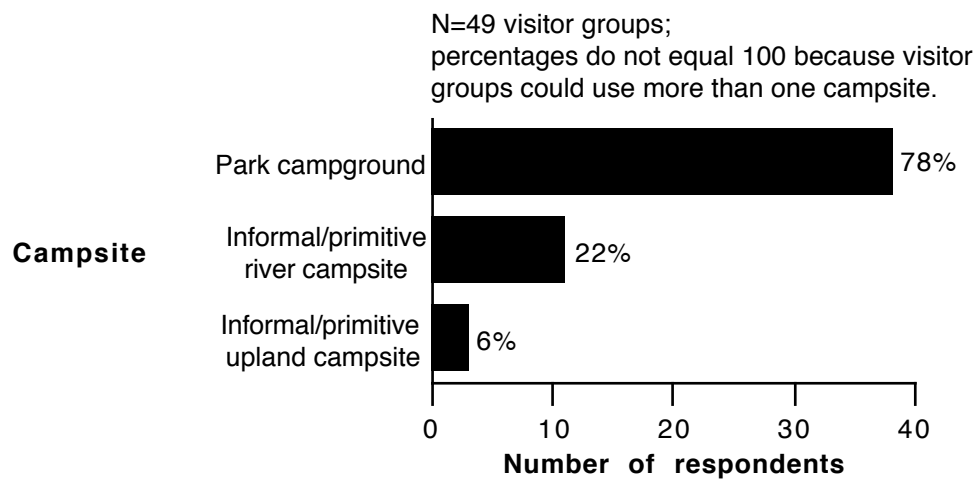


Figure 35: Type of campsite used

Table 12: Park campgrounds

N=34 responses;
some visitor groups listed more than one campground.

Campground	Number of times mentioned
NPS Operated Campgrounds	
Army Camp	8
Grandview Sandbar	4
Grandview	1
Prince	1
Dunglen	2
State Park Operated Campgrounds	
Babcock State Park	2
Bluestone State Park	2
Pipestem	1
Bluestone	1
Camp Creek	1
Commercial Outfitter Campgrounds	
Rivermen Whitewater	2
Rivers Whitewater Rafting Resort	1
ACE Whitewater & Adventure Center	1
Private Campgrounds	
Rocky Top at Kaymoor	2
Berry's Campground	1
Chestnut Creek	1
Adventure Landing, Hico	1
Mountain Laurel	1
Old MM campground	1

Visitors' unmet expectations

Visitor groups were asked if there was anything specific which they expected to see or do but were not able to. Ninety-one percent of visitor groups were able to see or do those things they had planned, as shown in Figure 36. Table 13 lists visitors' unmet expectations and obstacles to fulfilling expectations.

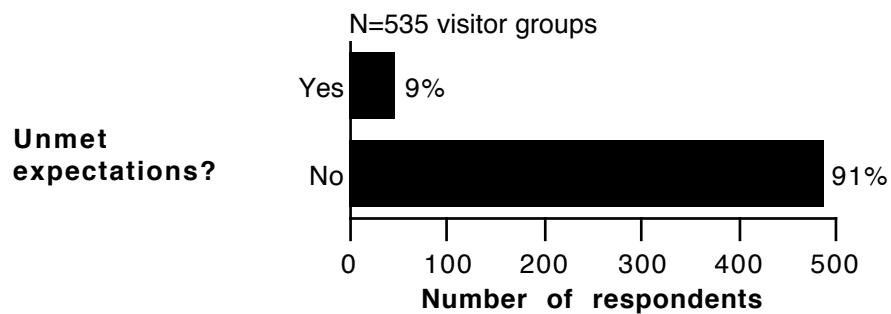


Figure 36: Visitor groups with unmet expectations

Table 13: Unmet expectations on this visit

N=48 comments;
some visitor groups made more than one comment.

Expectation	Obstacle
I would like to see a large aquarium with fish and other water life native to the New River	It wasn't there
Bike trail at Kaymoor changed to hiking only trail	Change in trail from biking to hiking only
Boat and fish with private boat, but could not arrange shuttle service	Lack of shuttle service
Take boat to rocks in middle of Sandstone Falls	Water too high and swift
New River Gorge Bridge	Passed it while going east on 64 - no time to go back
Bungee jumping from the bridge	Apparently they weren't doing it
Could not find Cunard camping area	Camping area was not marked well, could not find
Rappelling, unfortunately, it rained	Rained, muddy water, high water
Rock climbing	No time
Rock climbing	No info
Rock climbing areas and mine area (particularly to Rush Run area near Thurmond)	Lack of information
The cirque	Taking dog down ladder
Fewer people	Publicity, advertisement. Other "site management" techniques.
My electric scooter needed charged, couldn't find outlet to use	I am handicapped in wheelchair or scooter, didn't ask for info
My husband is disabled and is uncomfortable walking long distances	My husband enjoys sitting on a bench under a tree and watching our grandchildren swing. This time that bench was gone.
Walk the trails	One friend could not walk well enough to do distance walking
Theater, music show, or drama in evenings	Not available in the area
Falls on Canyon Rim and Beauty Mountain. I though Beauty Mt. Trail connected with Rim Trail.	Could not find
Sandstone Falls	Directions/signs
A large fish on the end of line	Fish weren't biting, muskies are eating everything
Fish by our campsite	Campsites are too far from the river, there are not enough
Fish more	Rained, muddy water, high water
Fishing	Not enough time
Boating from Glade Creek to Sandbar	Road access
Camp at Glade Creek	Road closed due to slips and slides
Expected to see a sign on Glade Creek Road letting people know it was closed to vehicles but open to hikers and bikers. But the sign only said road closed. This limited use of the road to those like us who knew that it was OK to hike or bike.	Southside trail being closed prevented us from using that trail
Launch kayaks at Glade Creek	Road closed

**Table 13: Unmet expectations on this visit
(continued)**

Expectation	Obstacle
Use Glade Creek launch site. Road there was closed	Road was closed
Wanted to spend more time at Grandview and outdoors, but not enough time this trip	Having to go back to work
Hang gliding	No time
Hike	Reason not given
Hiking	People in our group had "car trouble" - we followed to a garage for repairs
Hiking around Sandstone, Laurel Creek Canyon	Nowhere to park vehicle
Long Point Trail	The weather, too rainy
We thought steps went all the way to river for an overlook	N/A
Horseback riding	Weather
Deer	Reason not given
Expected to see a kingfish, but didn't	There weren't any
I could not bring my dog to climbing areas because of ladders etc.	Ladders and other climbing on trails that the dog couldn't go
Kayak Bluestone Lake	Thunderstorm
Rafting	Schedule/time
Rafting class 4 & 5 rapids	Because there were children in one group we were told this was not possible
Rafting	Ran out of time
We could not raft the Gauley River, needs to be open with white water more than Sept and Oct each year	Lack of white water
But had hoped for increased restored areas	Reason not given
Hawk's Nest State Park to see the bridge - tram was closed	The tram was closed to get to the boats and would not open until after we left
The Sandstone Visitor Center is nice and a green building	Reason not given
I don't know what I missed	Visitor Center at the bridge closed at 5, even though it was daylight for 3-1/2 more hours on a Saturday. Lots of people were still arriving.
Again, I don't know what I might have missed	Visitor Center at Grandview was not open at all even though it was 11 am

Interpretive services used

Visitors were asked to note the interpretive services they used during this visit to New River Gorge NR. The most used services included the park brochure/map (61%), visitor center exhibits (43%), and visitor center information desk (43%), as shown in Figure 37. The least used service was ranger-led walks/talks (2%).

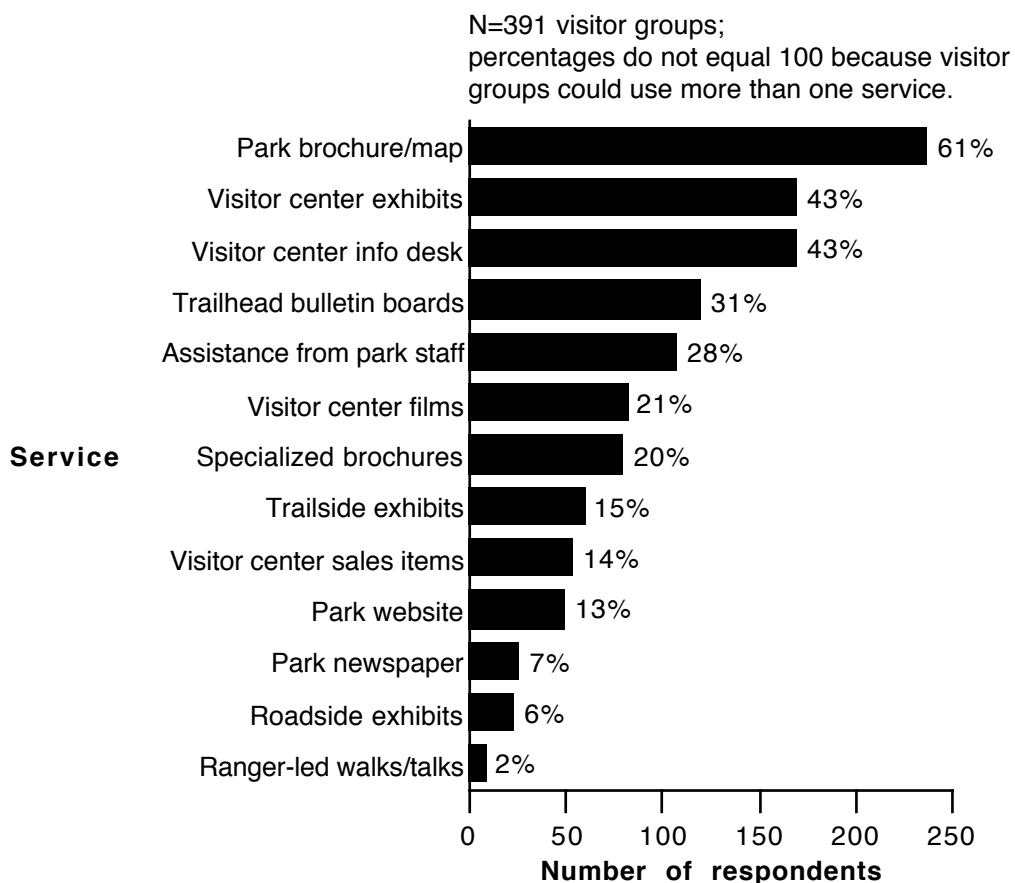


Figure 37: Interpretive services used

Interpretive services: importance and quality

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

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each interpretive service were determined based on ratings provided by visitors who used each service. Figures 38 and 39 show the average importance and quality ratings for each of the interpretive services. All services were rated above average in importance and quality. Note: the park newspaper — *Three Rivers Review*, roadside exhibits, and ranger-led walks/talks were not rated by enough visitors to provide reliable data.

Figures 40-52 show the importance ratings that were provided by visitor groups for each of the interpretive services. As shown in figure 53, the services receiving the highest combined proportions of “extremely important” and “very important” ratings included assistance from park staff (84%, N=101), visitor center information desk (77%, N=153), and park brochure/map (76%, N=221). The service receiving the highest “not important” rating was visitor center sales items (7%, N=45).

Figures 54-66 show the quality ratings that were provided by visitor groups for each of the interpretive services. As shown in figure 67, the services receiving the highest combined proportions of “very good” and “good” ratings included assistance from park staff (95%, N=98), visitor center information desk (91%, N=141), and park brochure/map (90%, N=203). The service receiving the highest “very poor” rating by visitor groups was visitor center films (3%, N=69).

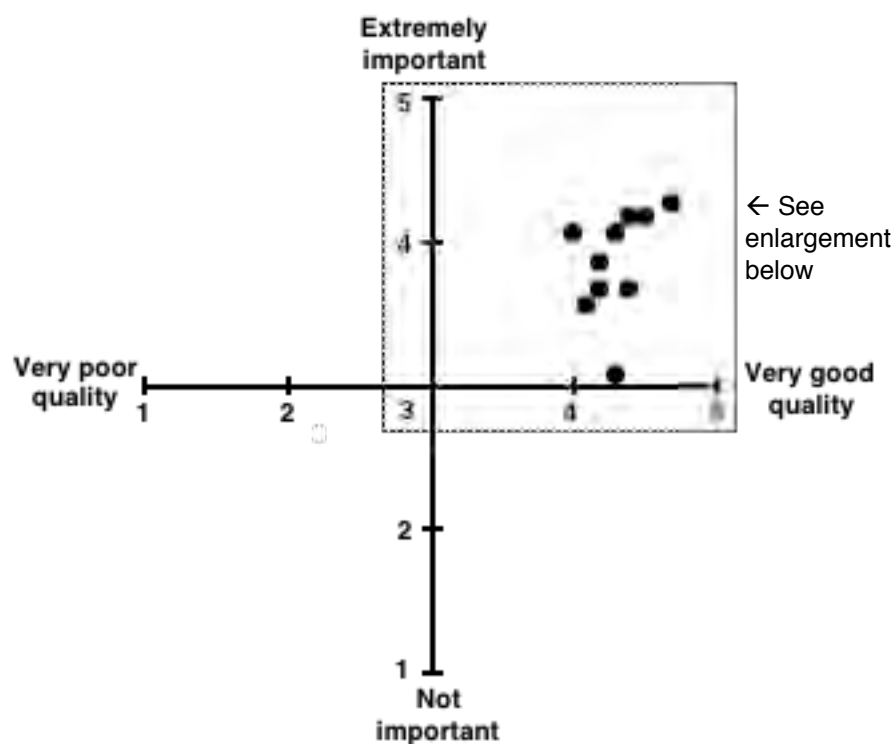


Figure 38: Average importance and quality ratings for interpretive services

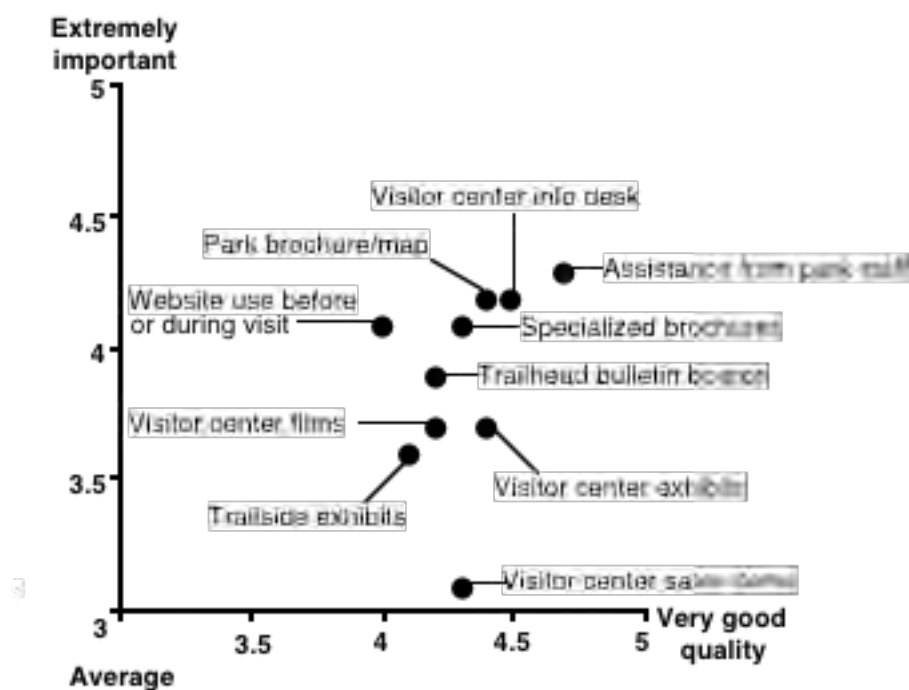


Figure 39: Detail of Figure 38

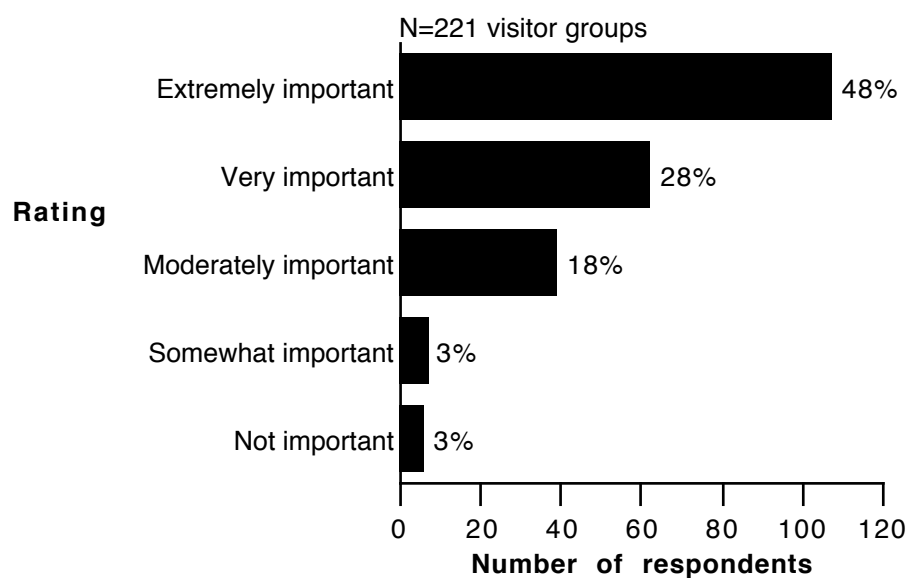


Figure 40: Importance of park brochure/map

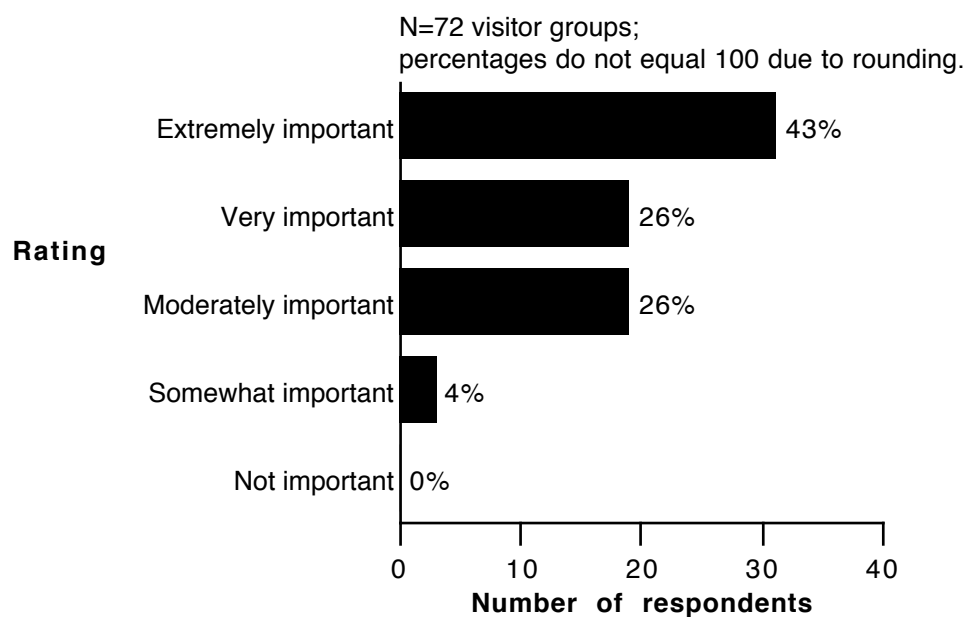


Figure 41: Importance of specialized brochures

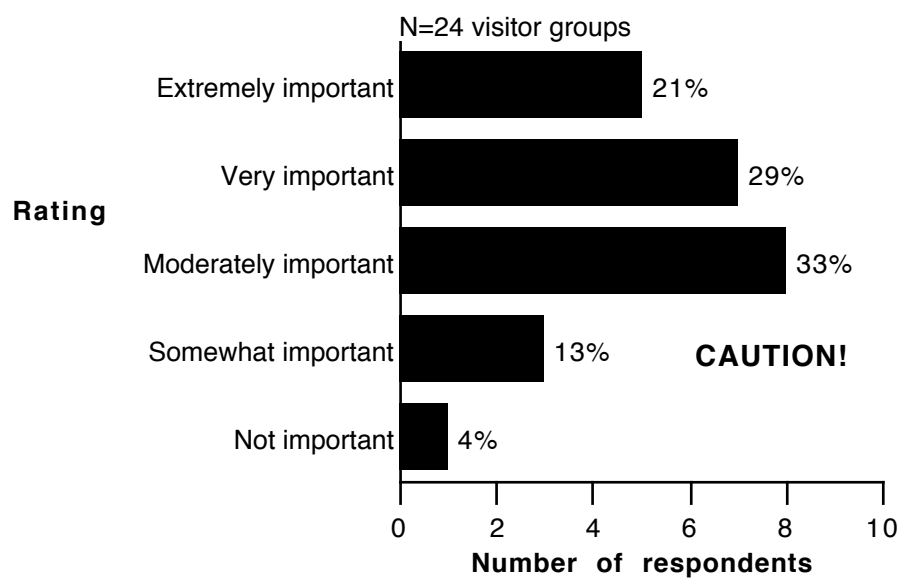


Figure 42: Importance of park newspaper: *Three Rivers Review*

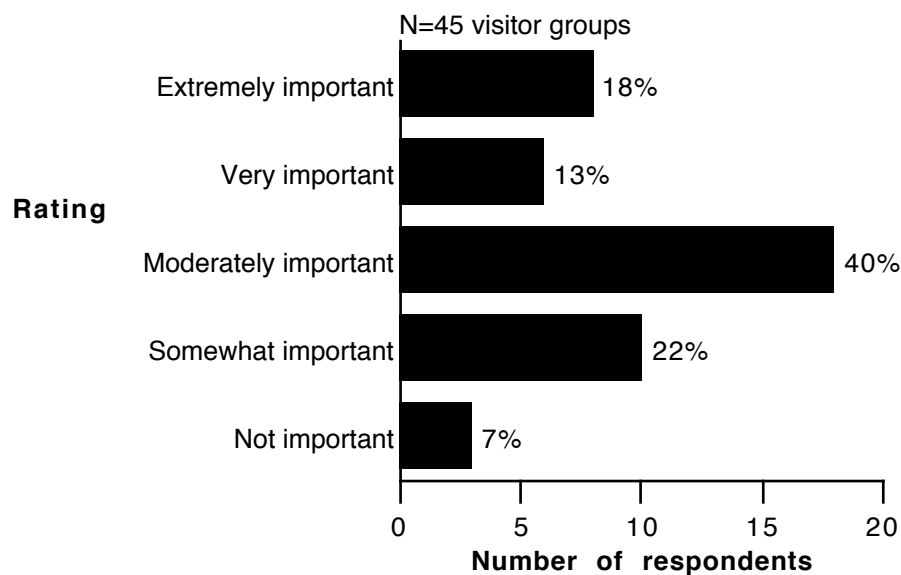


Figure 43: Importance of visitor center sales items

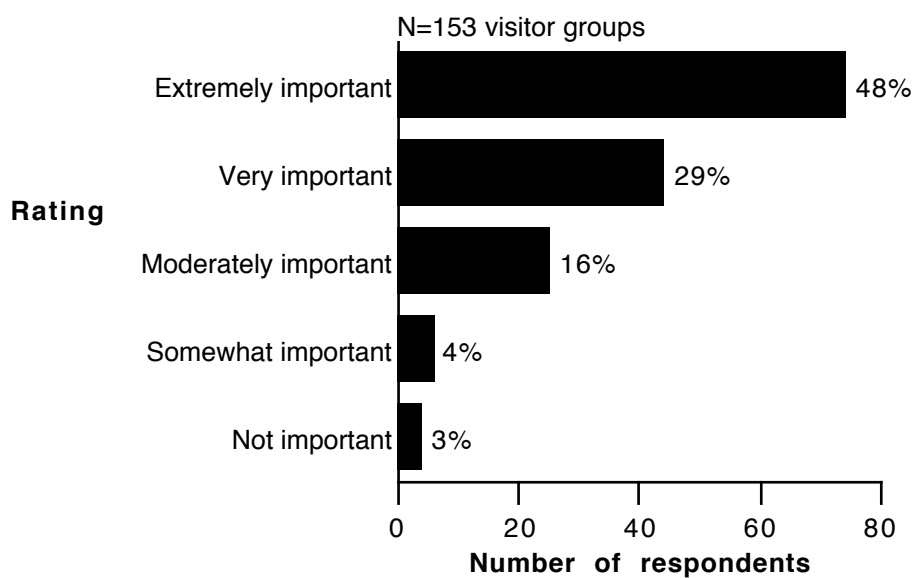


Figure 44: Importance of visitor center information desk

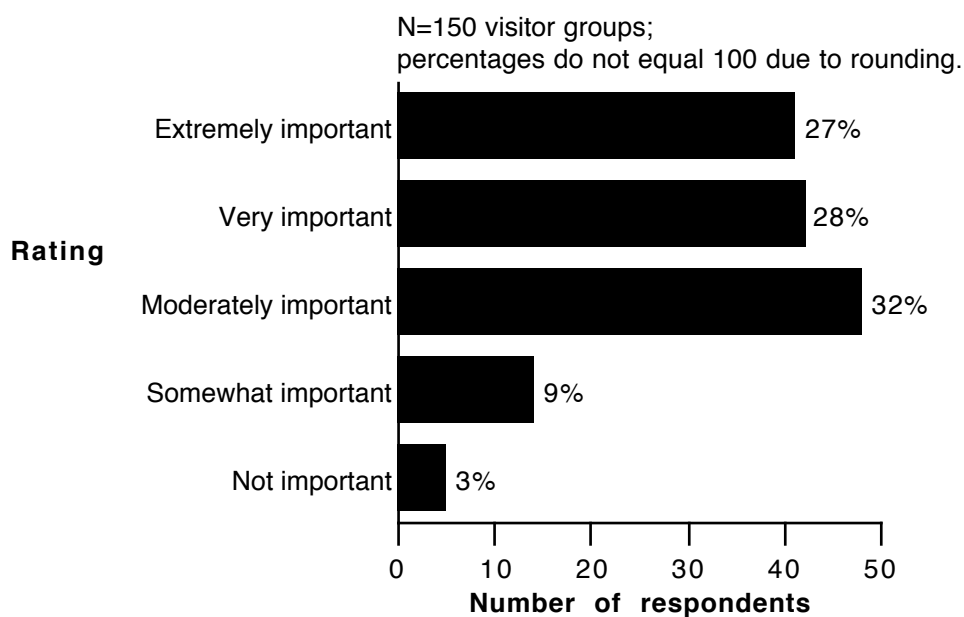


Figure 45: Importance of visitor center exhibits

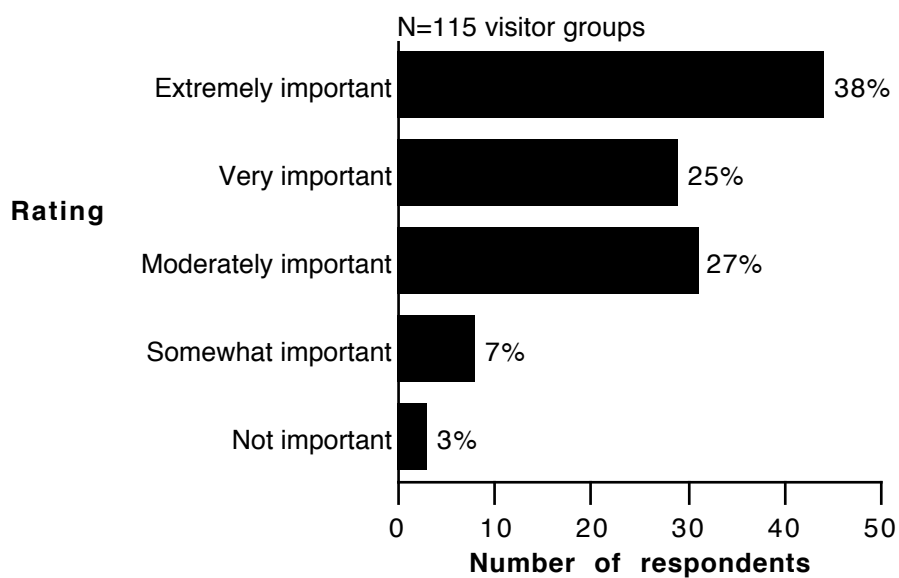


Figure 46: Importance of trailhead bulletin boards

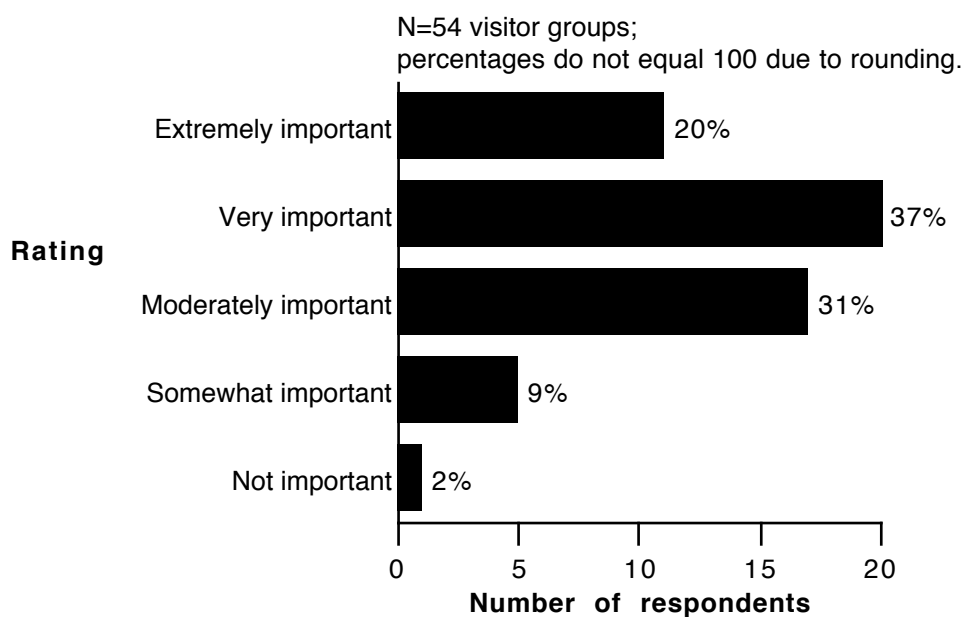


Figure 47: Importance of trailside exhibits

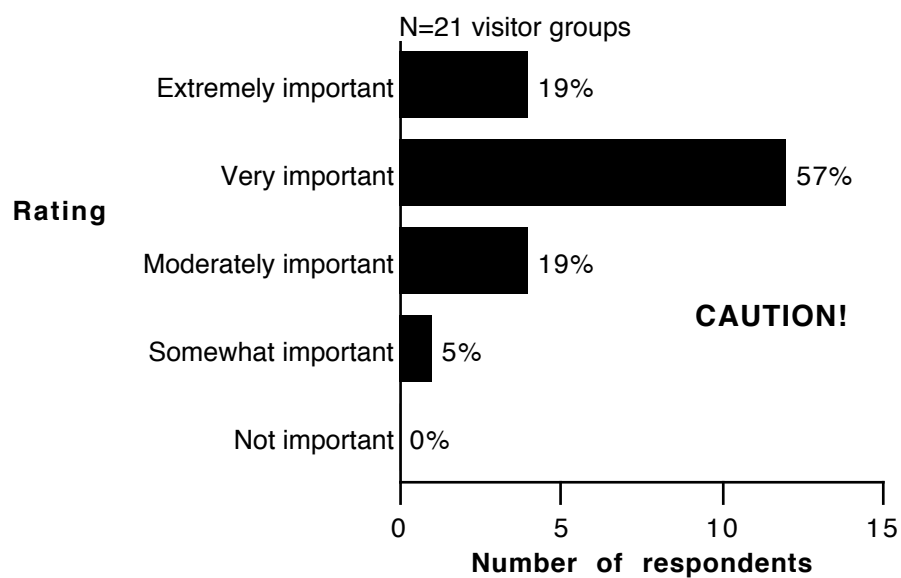


Figure 48: Importance of roadside exhibits

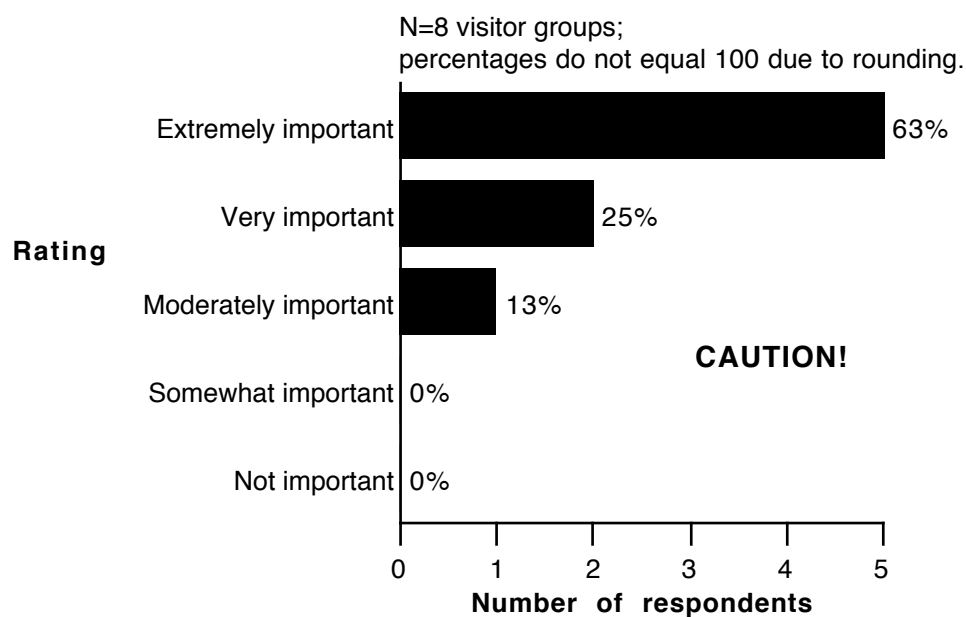


Figure 49: Importance of ranger-led walks/talks

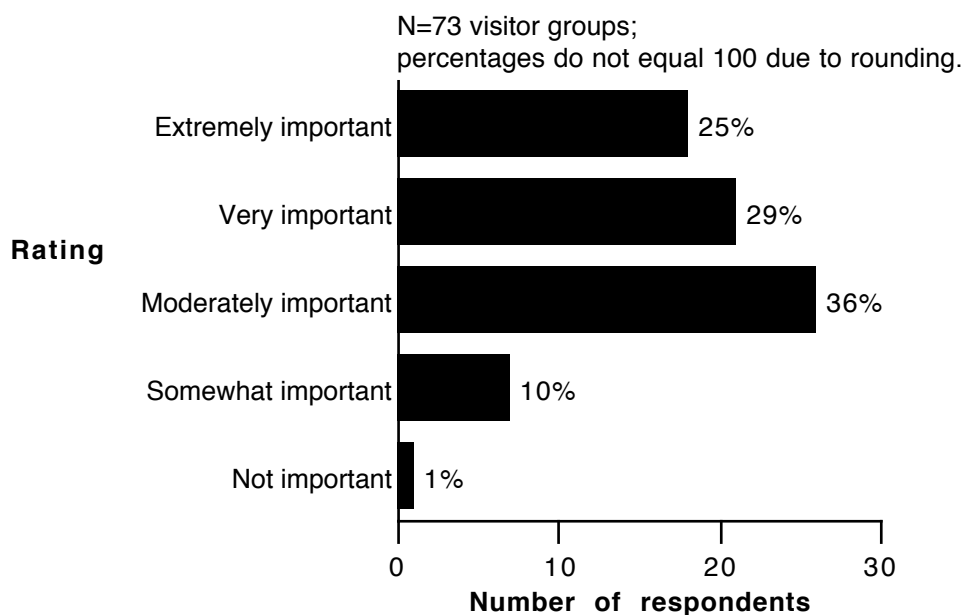


Figure 50: Importance of visitor center films

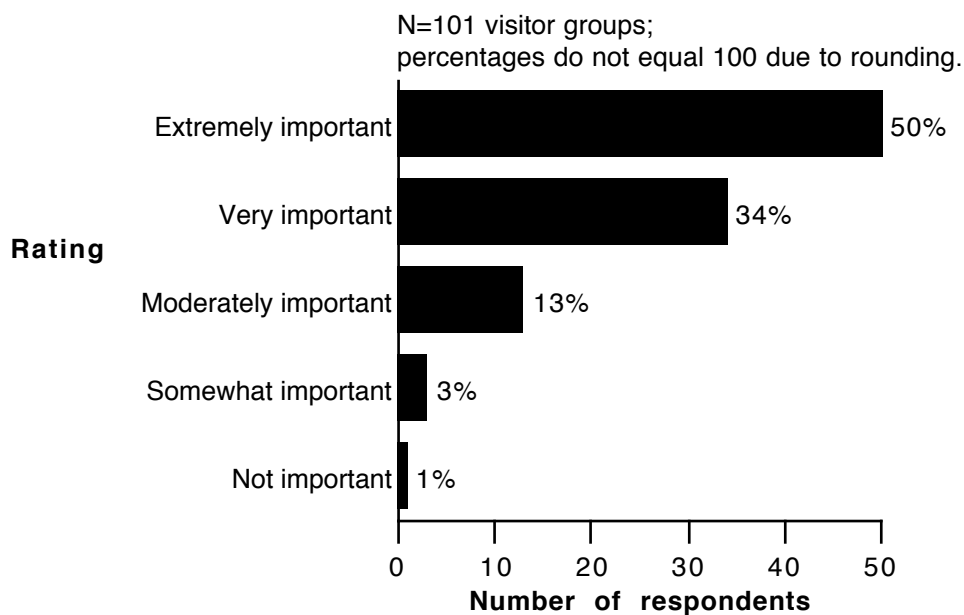


Figure 51: Importance of assistance from park staff

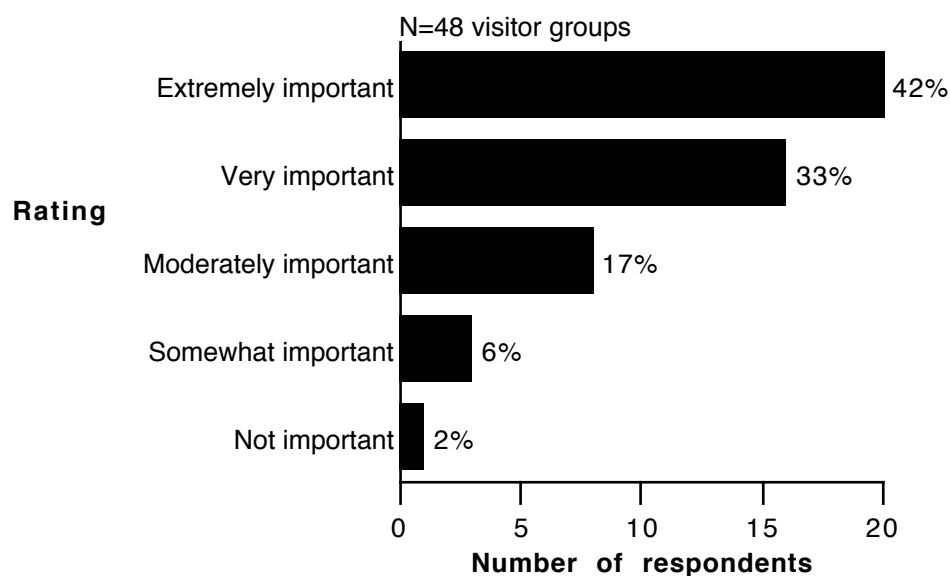


Figure 52: Importance of park website used before or during visit

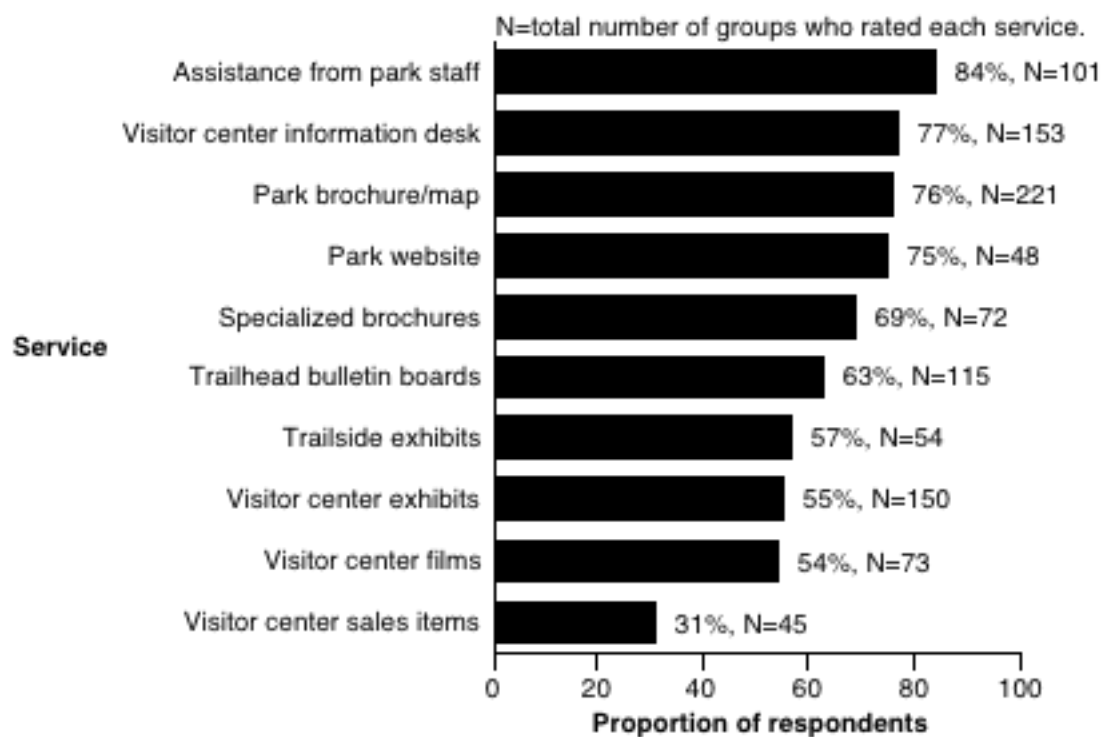


Figure 53: Combined proportions of “extremely important” and “very important” ratings for interpretive services

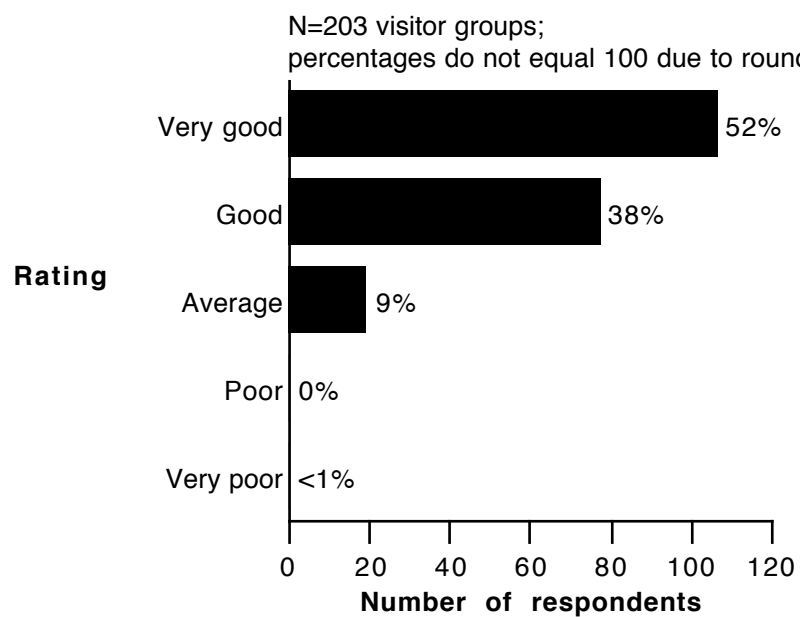


Figure 54: Quality of park brochure/map

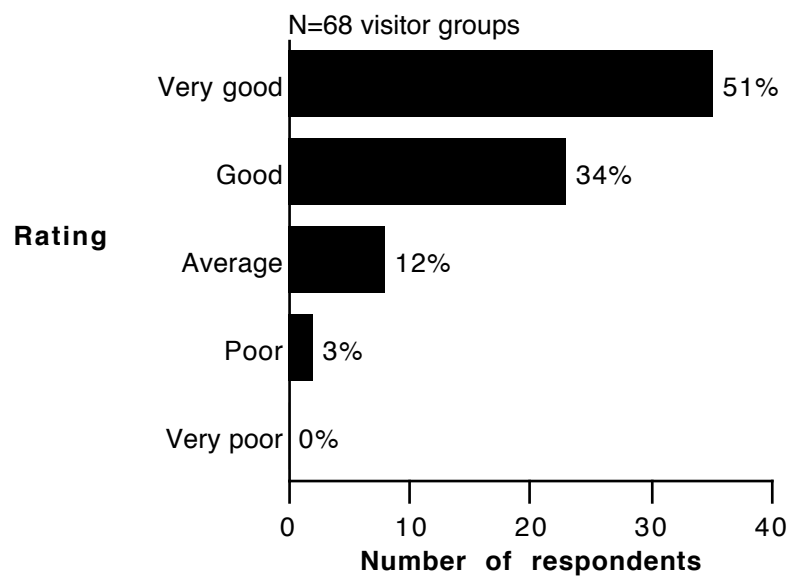


Figure 55: Quality of specialized brochures

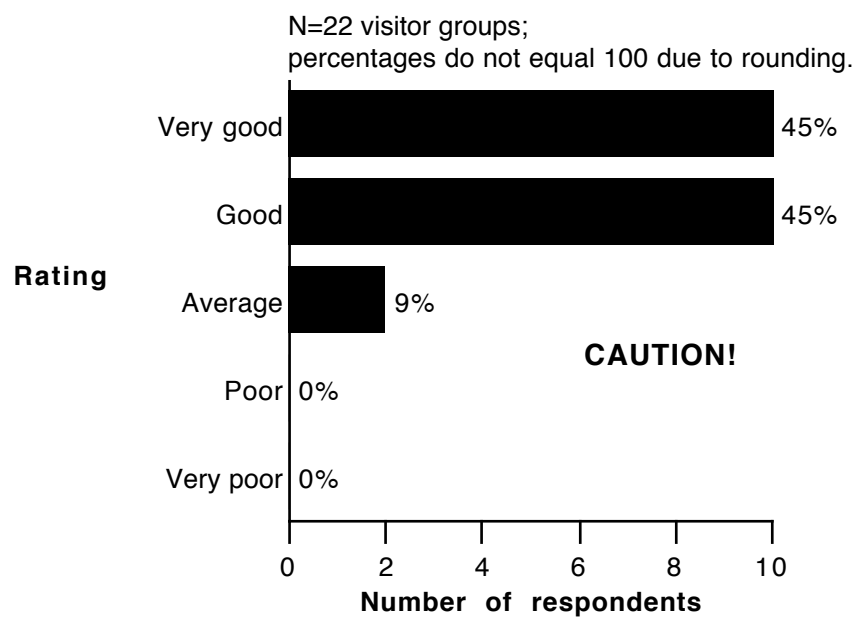


Figure 56: Quality of park newspaper: *Three Rivers Review*

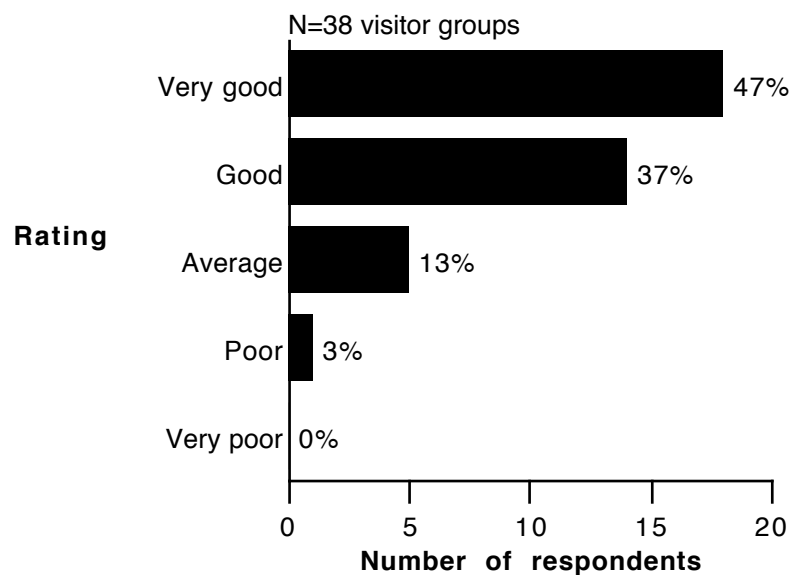


Figure 57: Quality of visitor center sales items

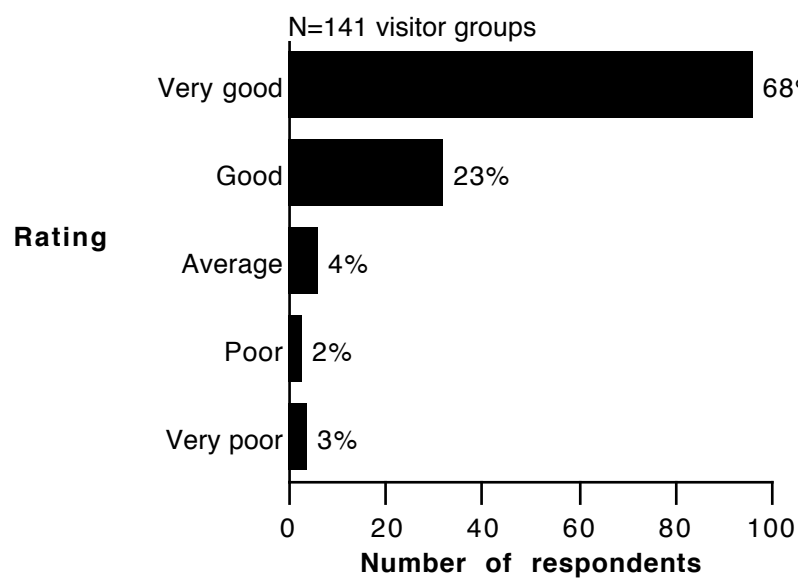


Figure 58: Quality of visitor center information desk

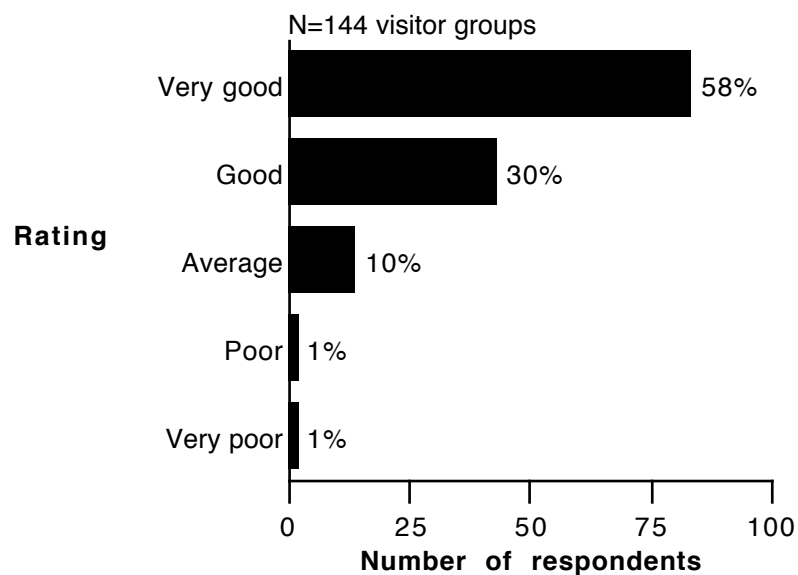


Figure 59: Quality of visitor center exhibits

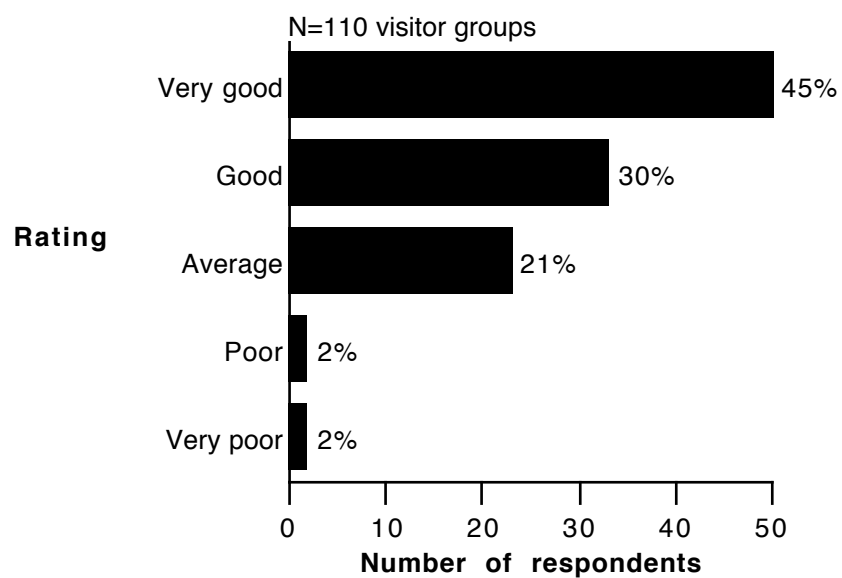


Figure 60: Quality of trailhead bulletin boards

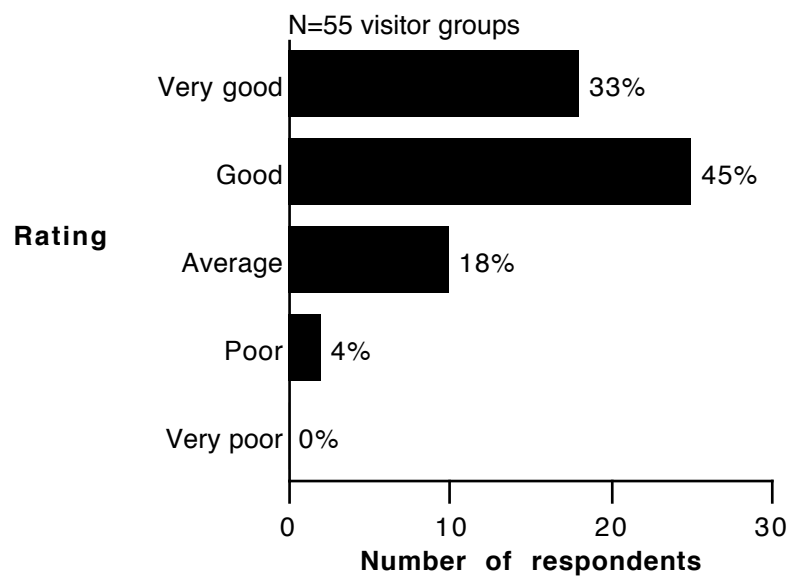


Figure 61: Quality of trailside exhibits

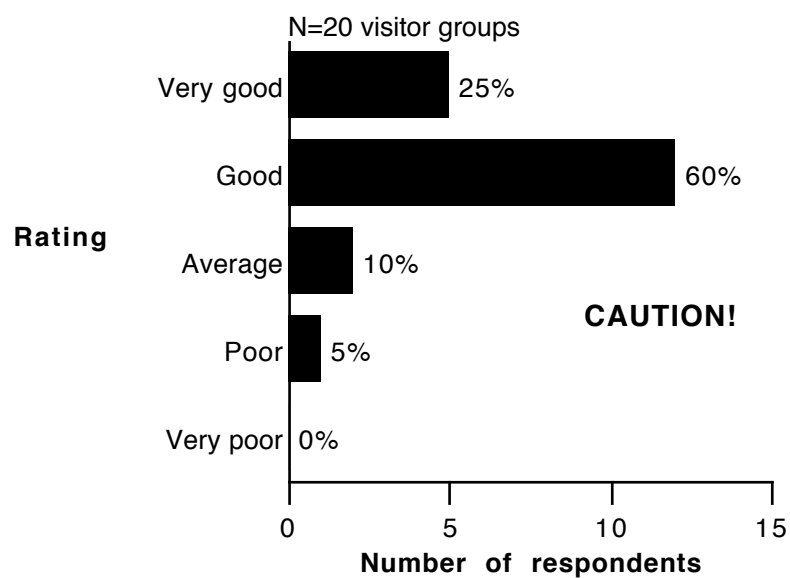


Figure 62: Quality of roadside exhibits

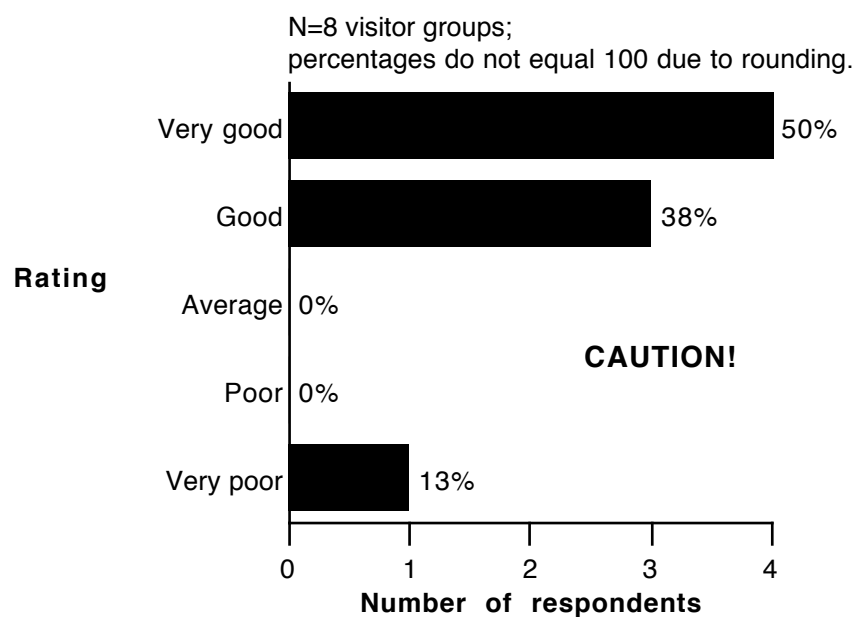


Figure 63: Quality of ranger-led walks/talks

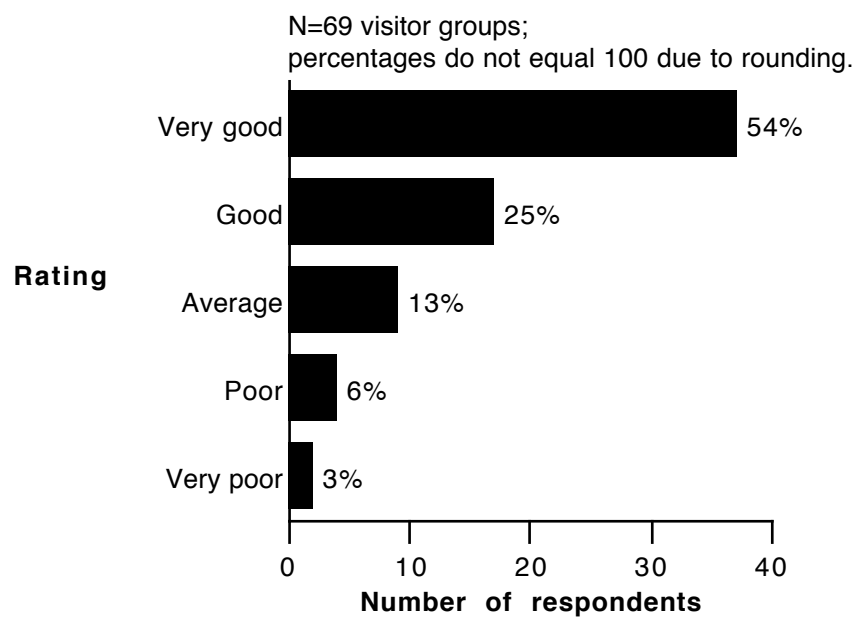


Figure 64: Quality of visitor center films

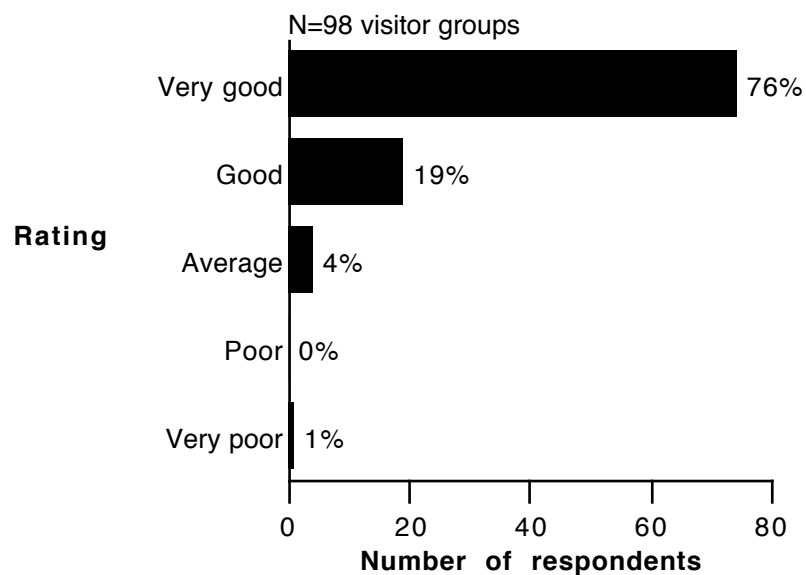


Figure 65: Quality of assistance from park staff

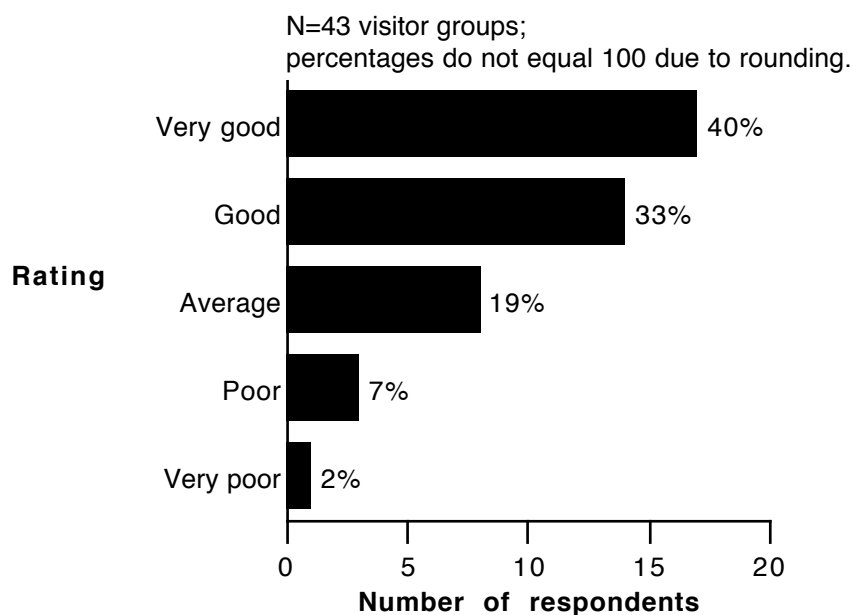


Figure 66: Quality of park website used before or during visit

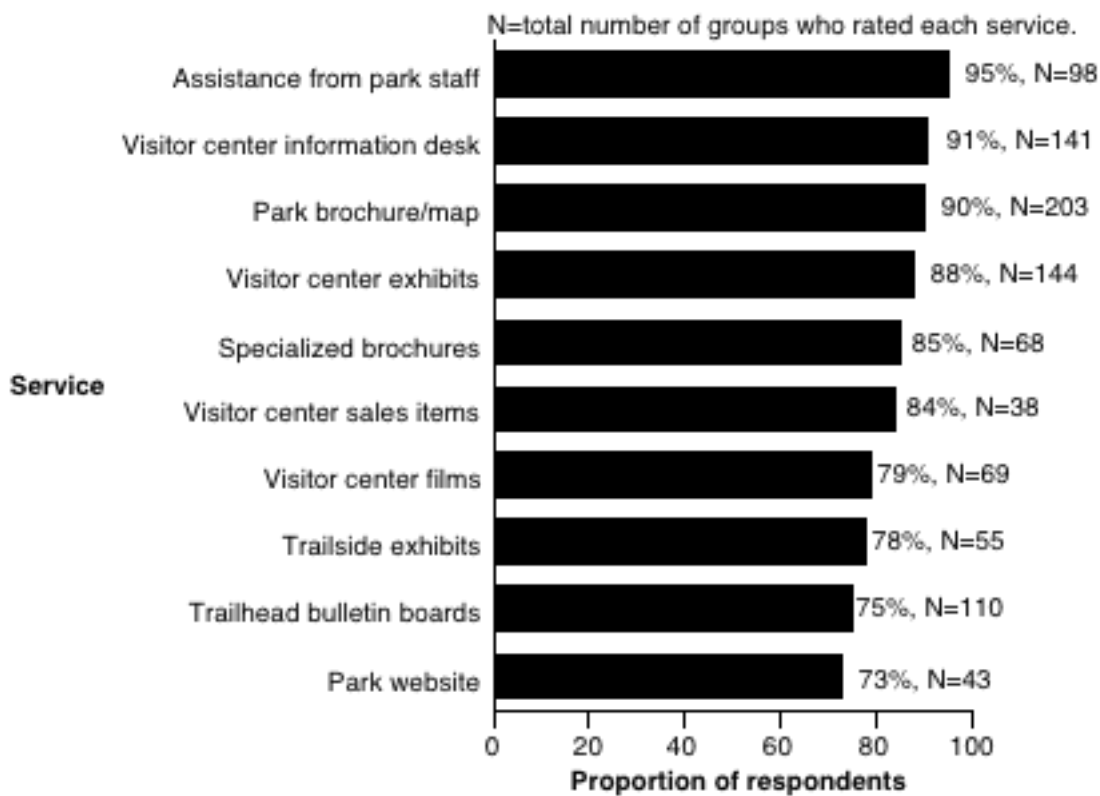


Figure 67: Combined proportions of “very good” and “good” quality ratings for interpretive services

Visitor services and facilities used

Visitors were asked to note the visitor services and facilities they used during this visit to New River Gorge NR. The most used visitor services and facilities included parking (79%), restrooms (74%), and highway directional signs (66%), as shown in Figure 68. The least used facility was campsites (12%).

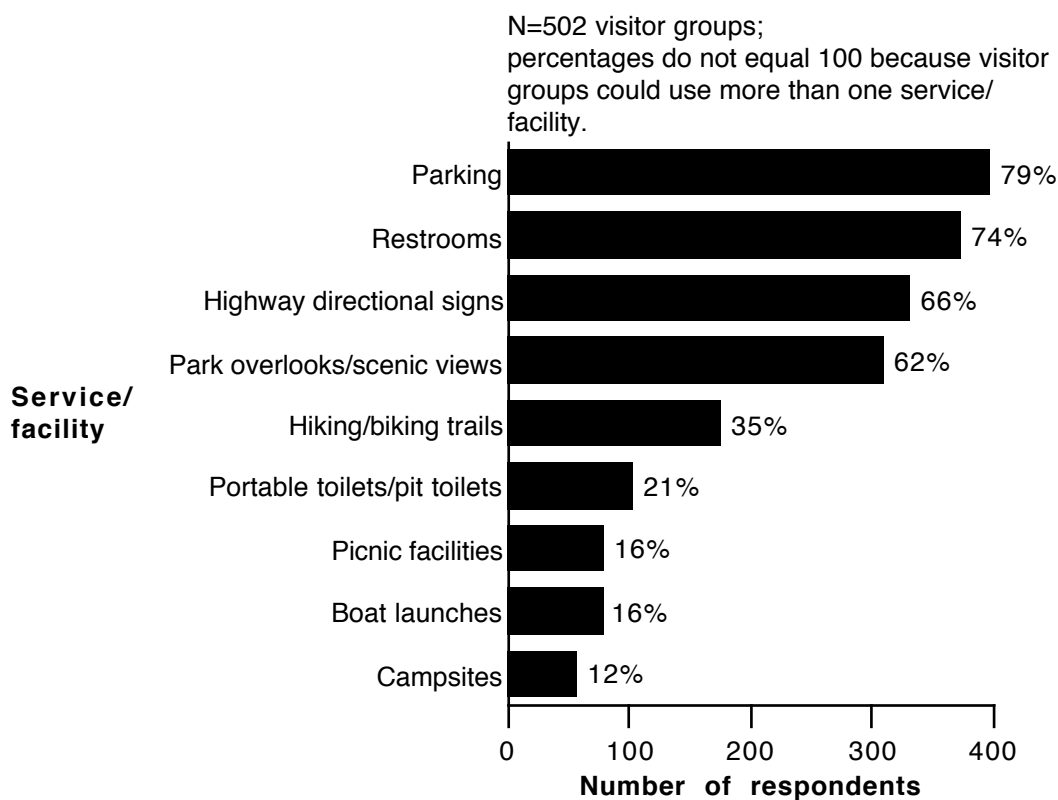


Figure 68: Visitor services and facilities used

Visitor services and facilities: importance and quality

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

IMPORTANCE	QUALITY
1=Not important	1=Very poor
2=Somewhat important	2=Poor
3=Moderately important	3=Average
4=Very important	4=Good
5=Extremely important	5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service. Figures 69 and 70 show the average importance and quality ratings for each of the visitor services and facilities. All services and facilities were rated above average in importance and quality.

Figures 71-79 show the importance ratings that were provided by visitor groups for each of the services and facilities. As shown in Figure 80, the services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings included boat launches (94%, N=74), campsites (93%, N=54), and restrooms (88%, N=350). The facility receiving the highest “not important” rating by visitor groups was portable toilets/pit toilets (3%, N=96).

Figures 81-89 show the quality ratings that were provided by visitor groups for each of the services and facilities. As shown in Figure 90, the services and facilities receiving the highest combined proportions of “very good” and “good” ratings included park overlooks/scenic views (91%, N=282), parking (89%, N=358), and boat launches (87%, N=69). The facility receiving the highest “very poor” rating by visitor groups was portable toilets/pit toilets (9%, N=93).

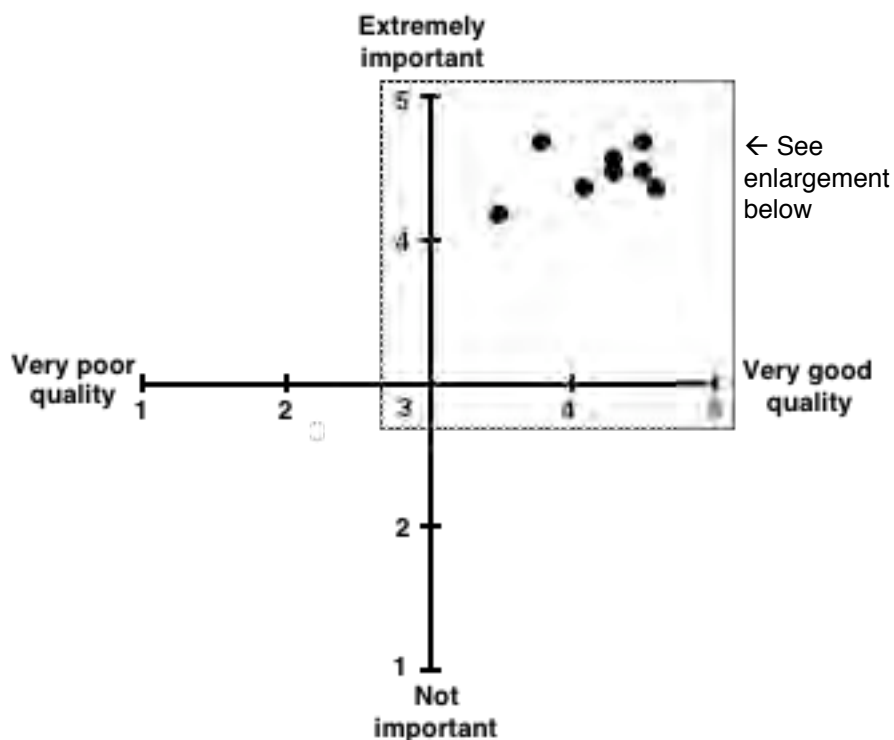


Figure 69: Average importance and quality ratings for visitor services and facilities

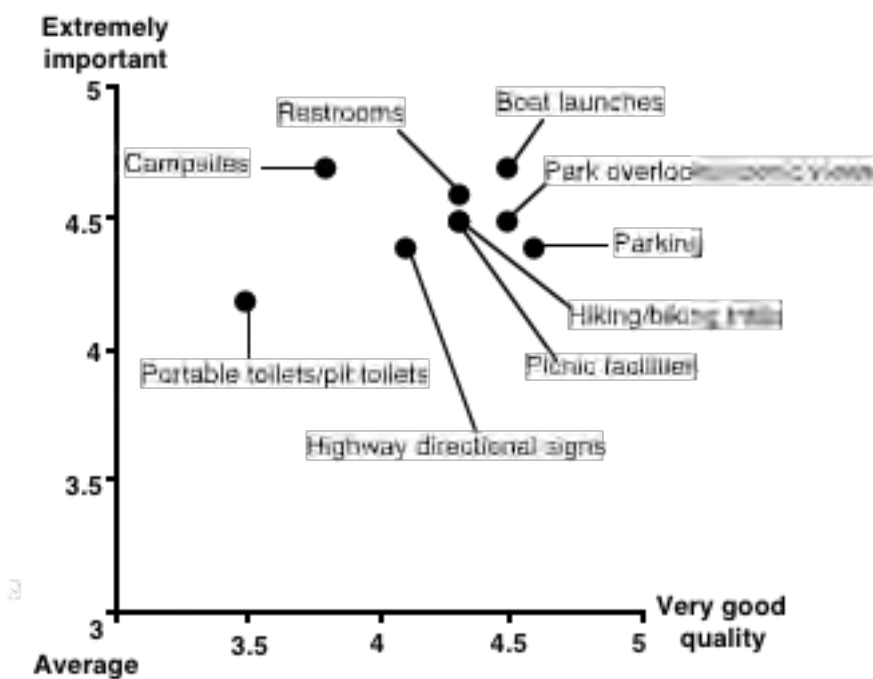
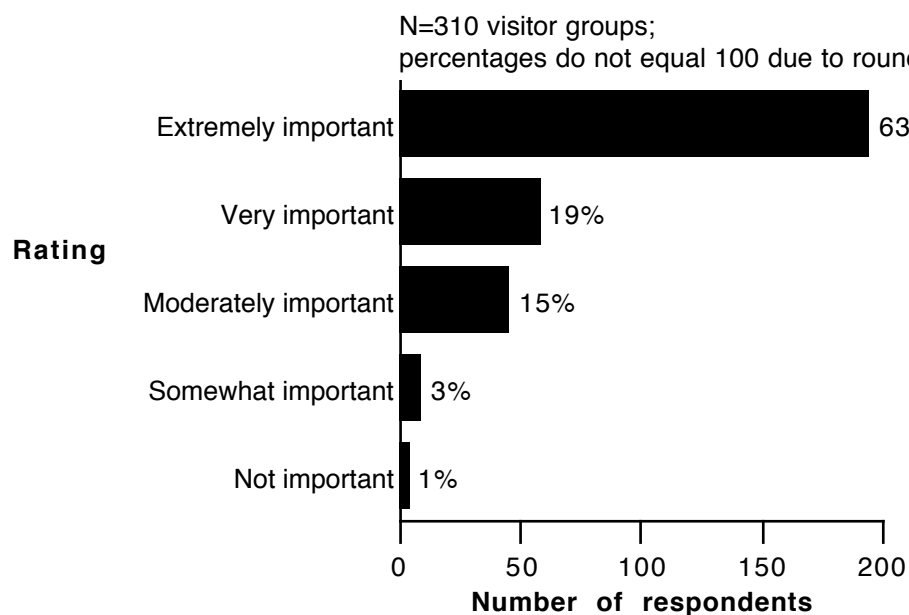


Figure 70: Detail of Figure 69



**Figure 71: Importance of highway directional signs
(inside & outside park)**

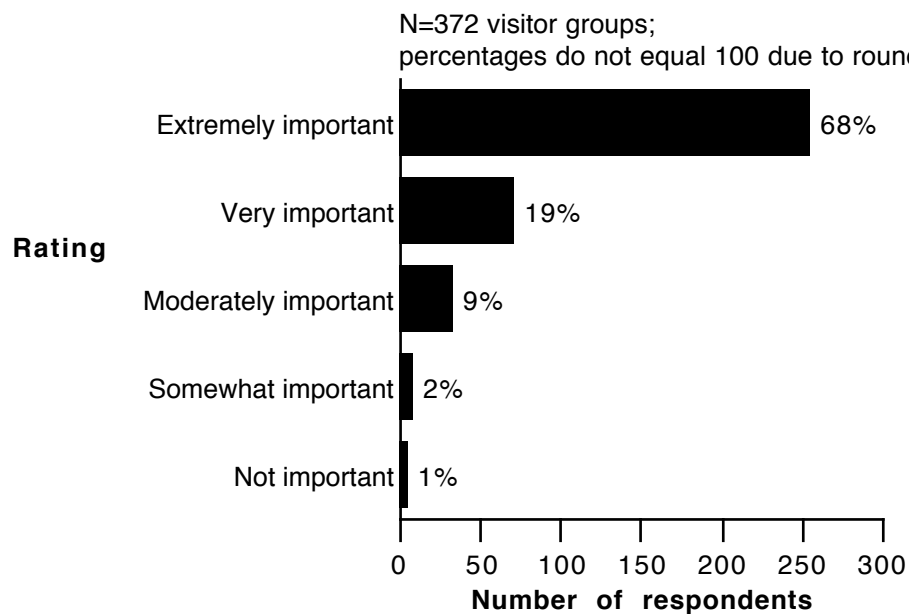


Figure 72: Importance of parking

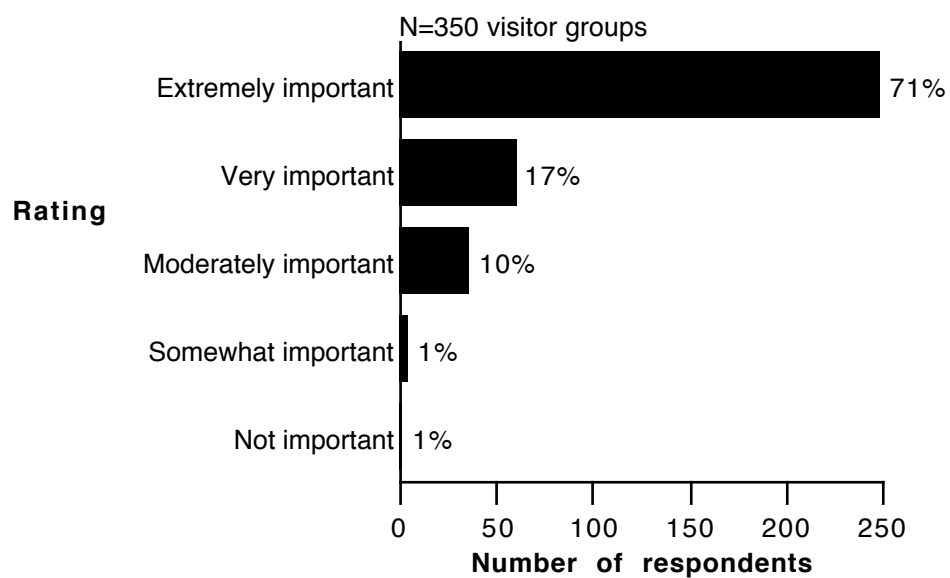


Figure 73: Importance of restrooms

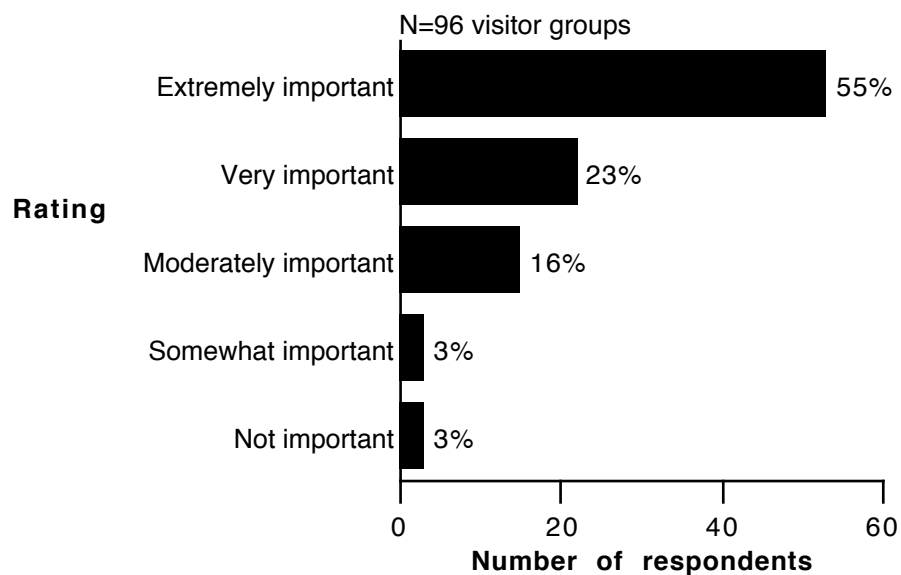


Figure 74: Importance of portable toilets/pit toilets

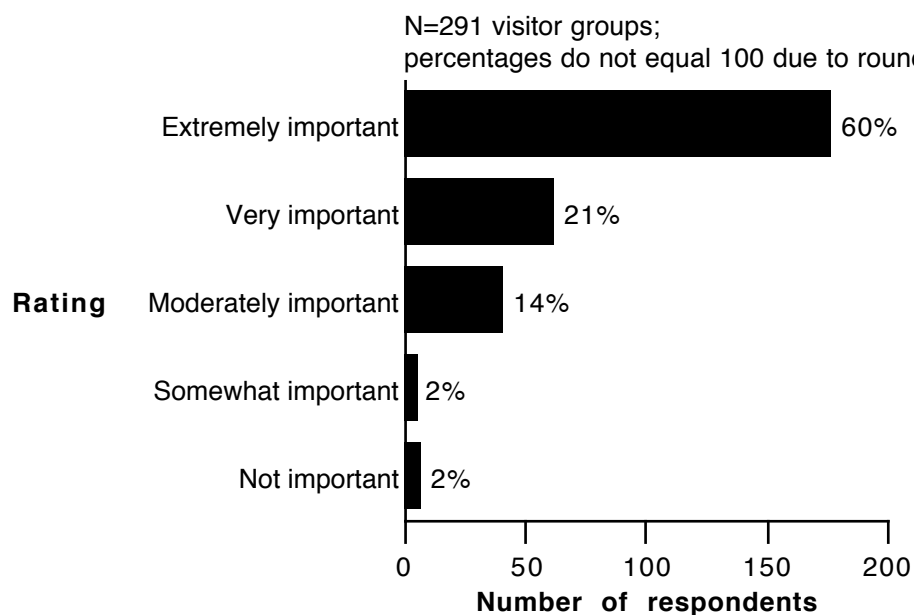


Figure 75: Importance of park overlooks/scenic views

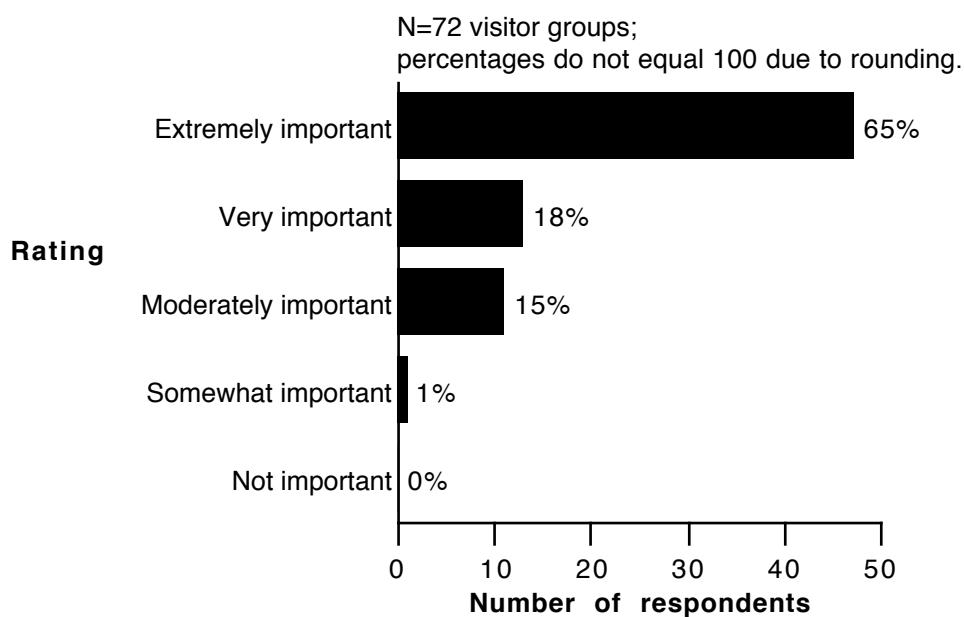


Figure 76: Importance of picnic facilities

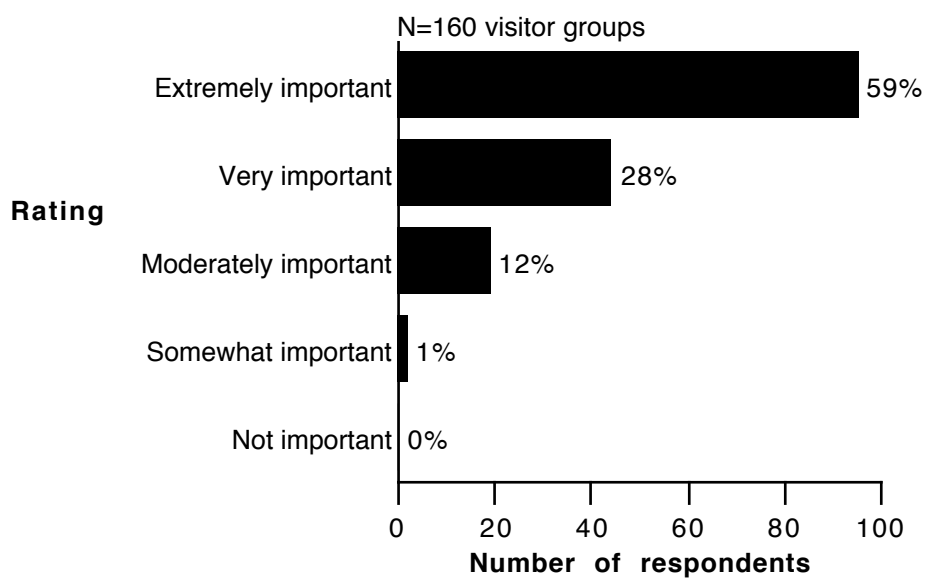


Figure 77: Importance of hiking/biking trails

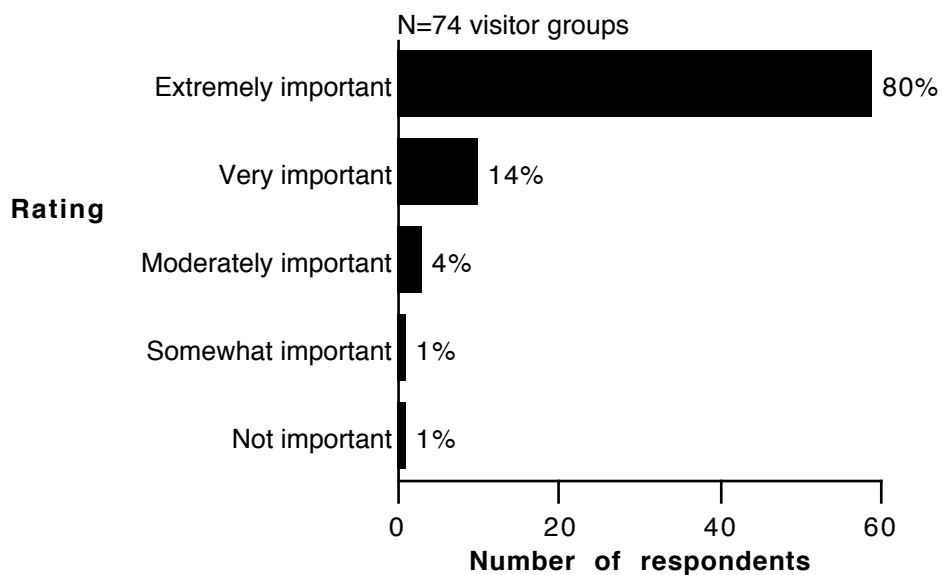


Figure 78: Importance of boat launches

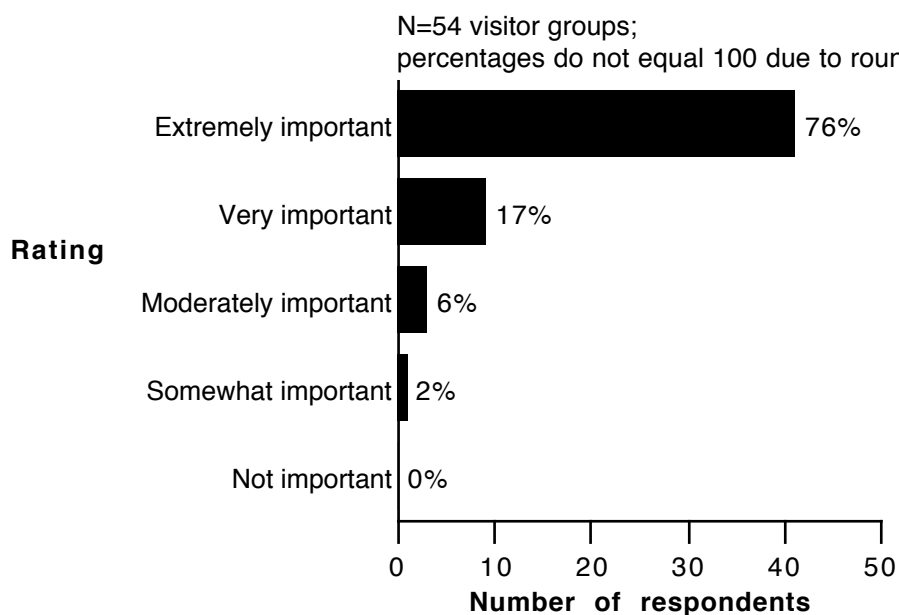


Figure 79: Importance of campsites

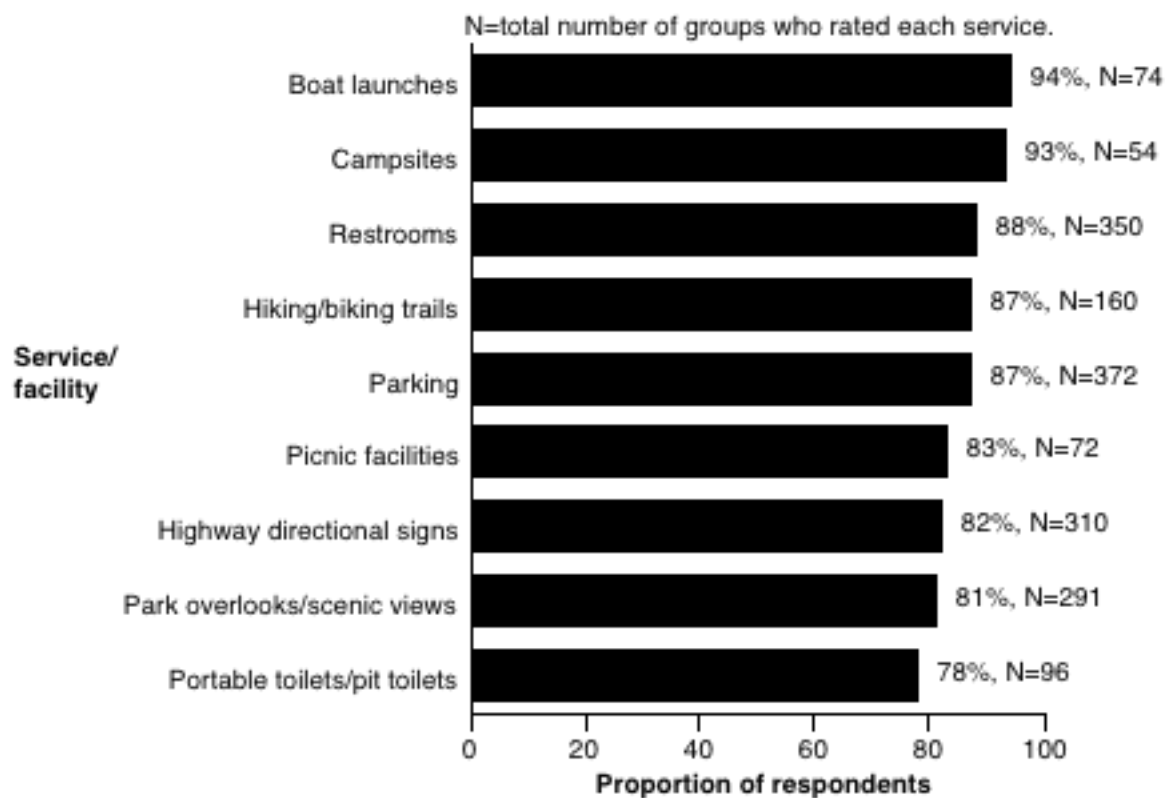


Figure 80: Combined proportions of “extremely important” and “very important” ratings for services and facilities

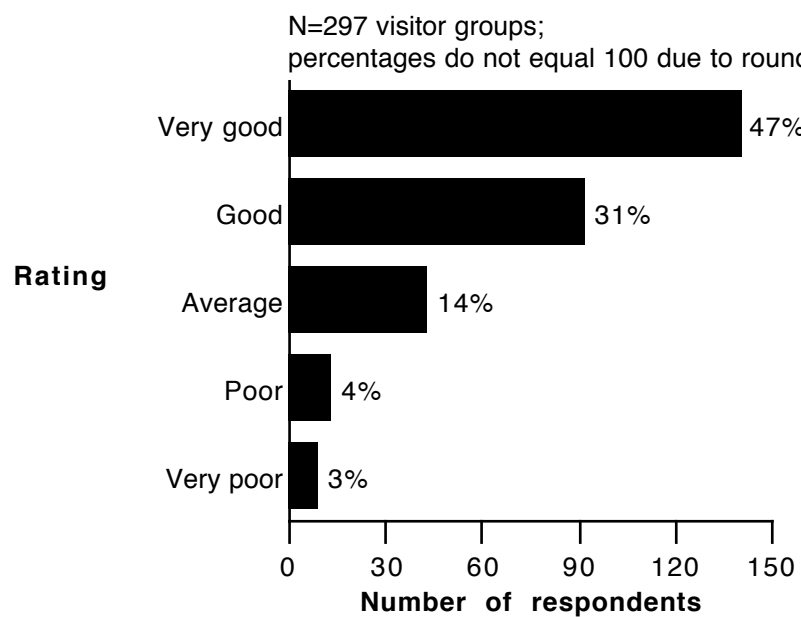


Figure 81: Quality of highway directional signs (inside & outside park)

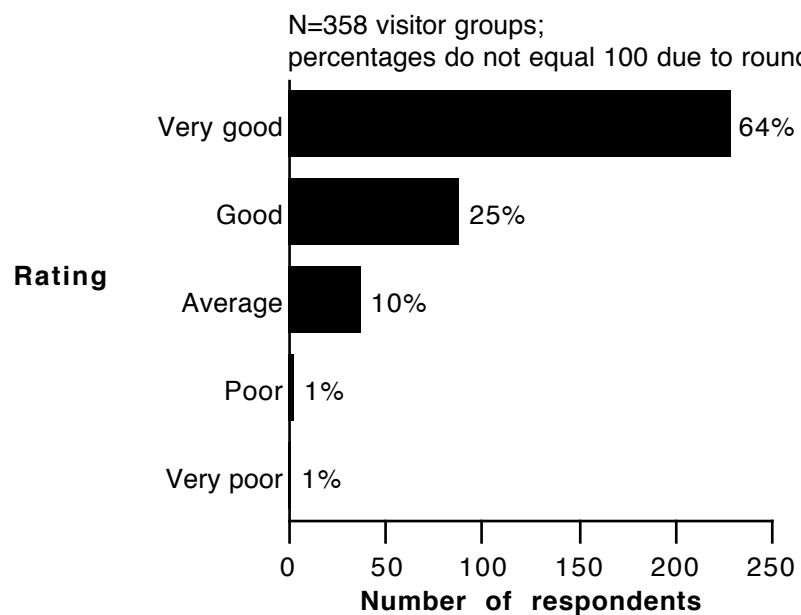


Figure 82: Quality of parking

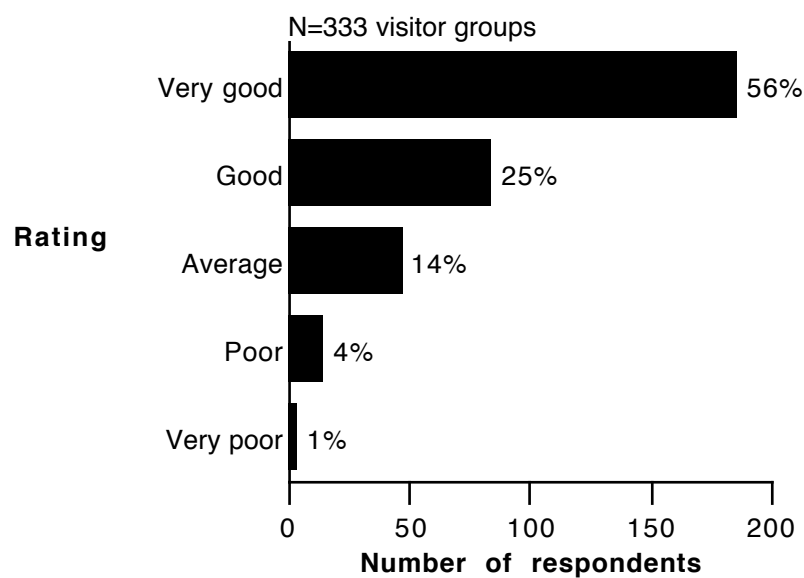


Figure 83: Quality of restrooms

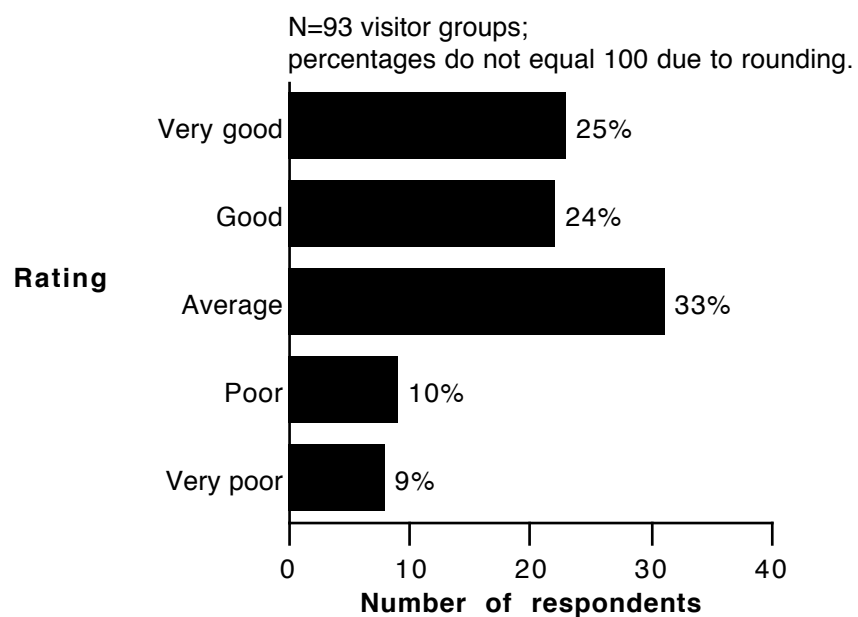


Figure 84: Quality of portable toilets/pit toilets

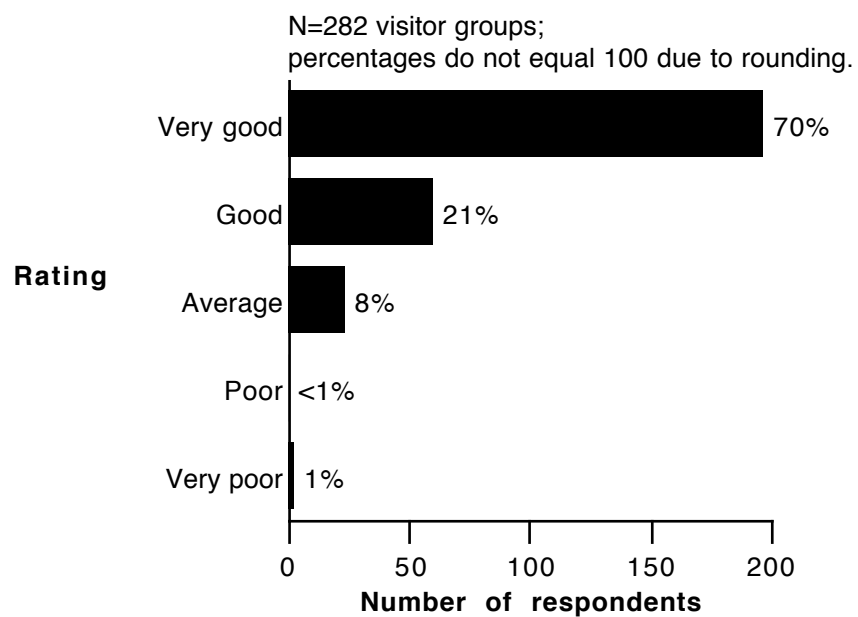


Figure 85: Quality of park overlooks/scenic views

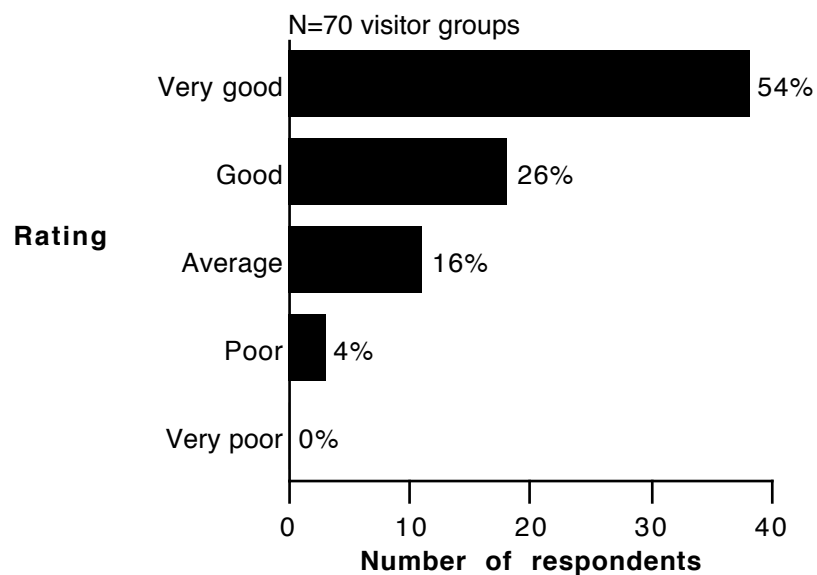


Figure 86: Quality of picnic facilities

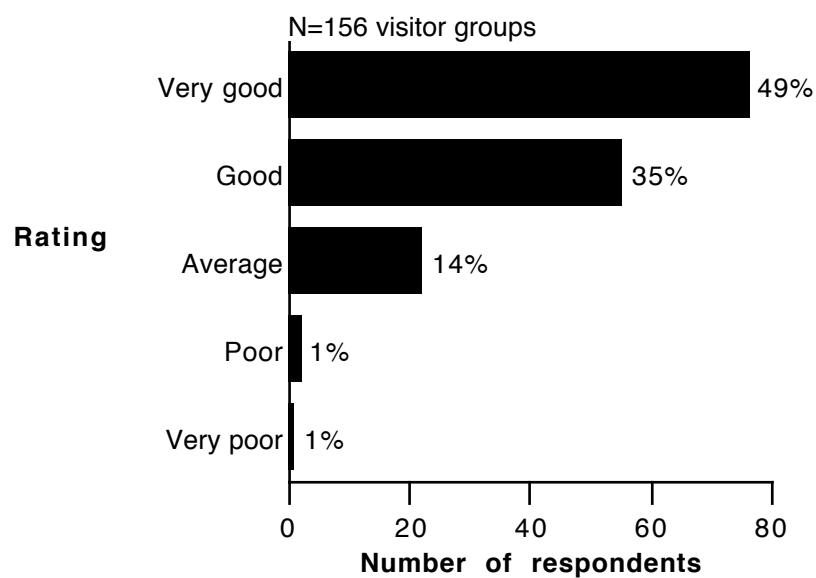


Figure 87: Quality of hiking/biking trails

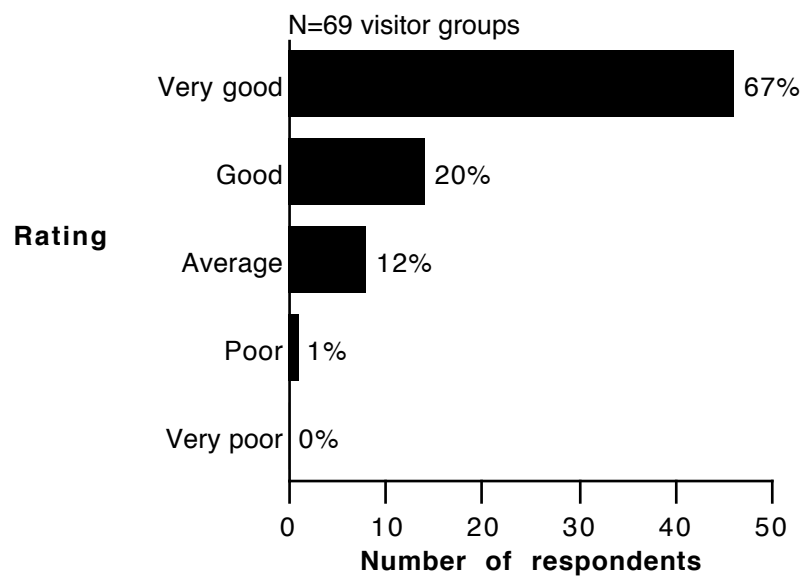


Figure 88: Quality of boat launches

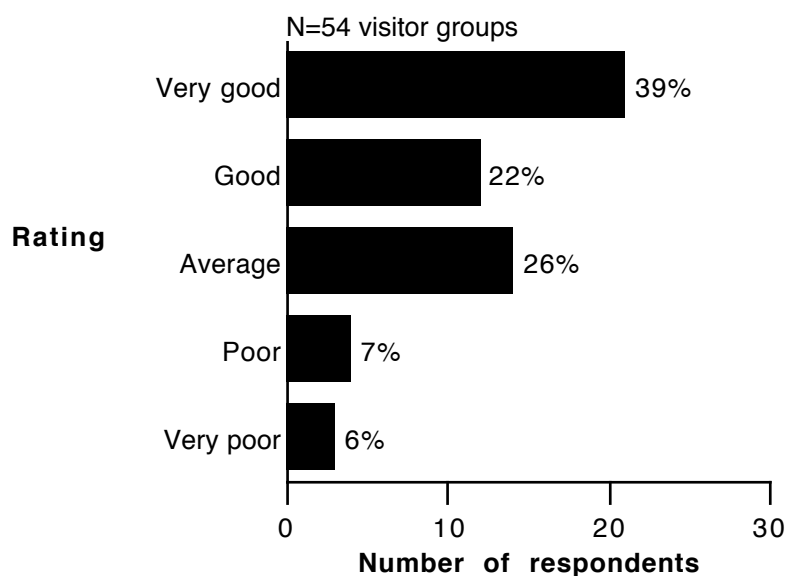


Figure 89: Quality of campsites

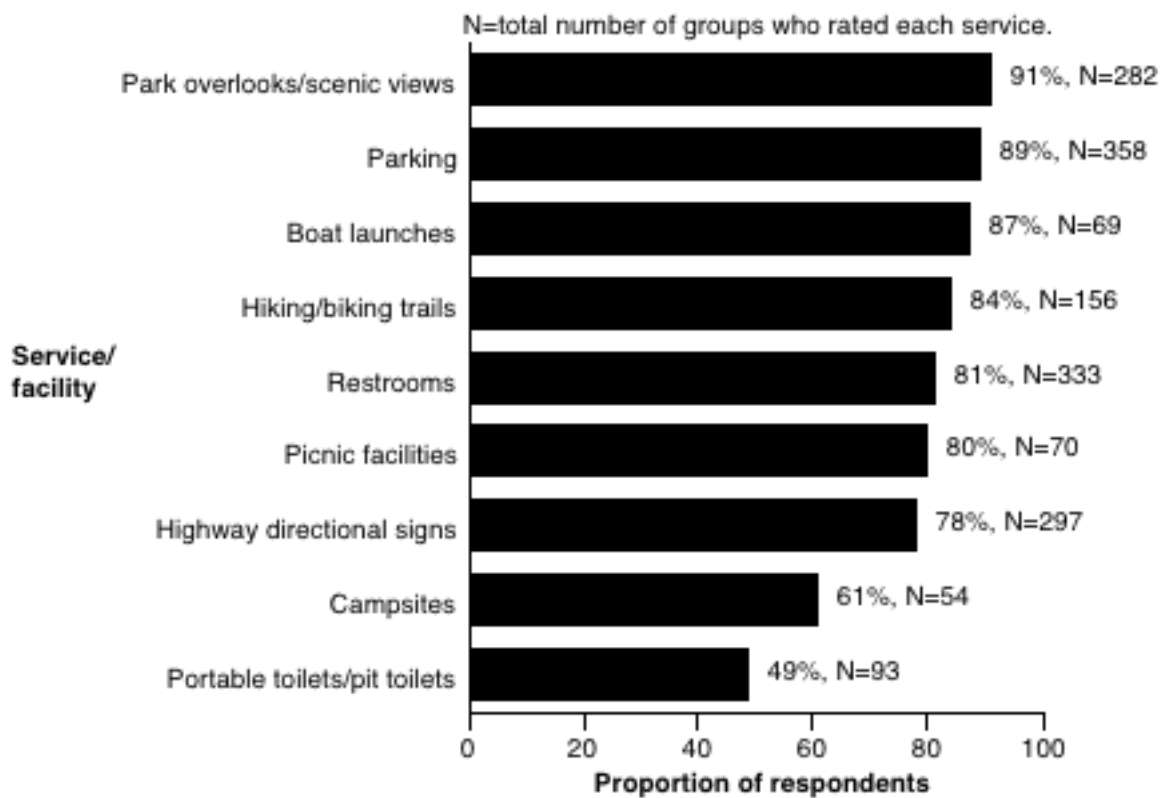


Figure 90: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

Importance of selected park resources

Visitor groups were asked to rate the importance of selected New River Gorge NR resources. Table 14 summarizes visitor group ratings of each resource and Figure 91 show the combined proportions of “extremely important” and “very important” ratings.

Resources that received the highest combined proportions of “extremely important” and “very important” ratings included natural setting (92%, N=511) and scenic views (91%, N=518). The resource that received the highest “not important” rating was historic sites (6%, N=500).

Table 14: Importance ratings of selected park resources

N=number of respondents;
percentages may not equal 100 due to rounding.

Resource	N	Rating (%)					
		Not important	Somewhat important	Moderately important	Very important	Extremely important	Don't know
Historic sites	500	6	11	29	30	22	1
Outdoor recreation	505	2	4	11	26	54	2
Solitude	504	3	6	23	31	36	2
Scenic views	518	2	1	7	31	60	<1
Natural setting	511	1	<1	6	31	61	1
Native plants and animals	506	2	4	16	30	45	2
Water quality	509	1	3	9	25	60	3

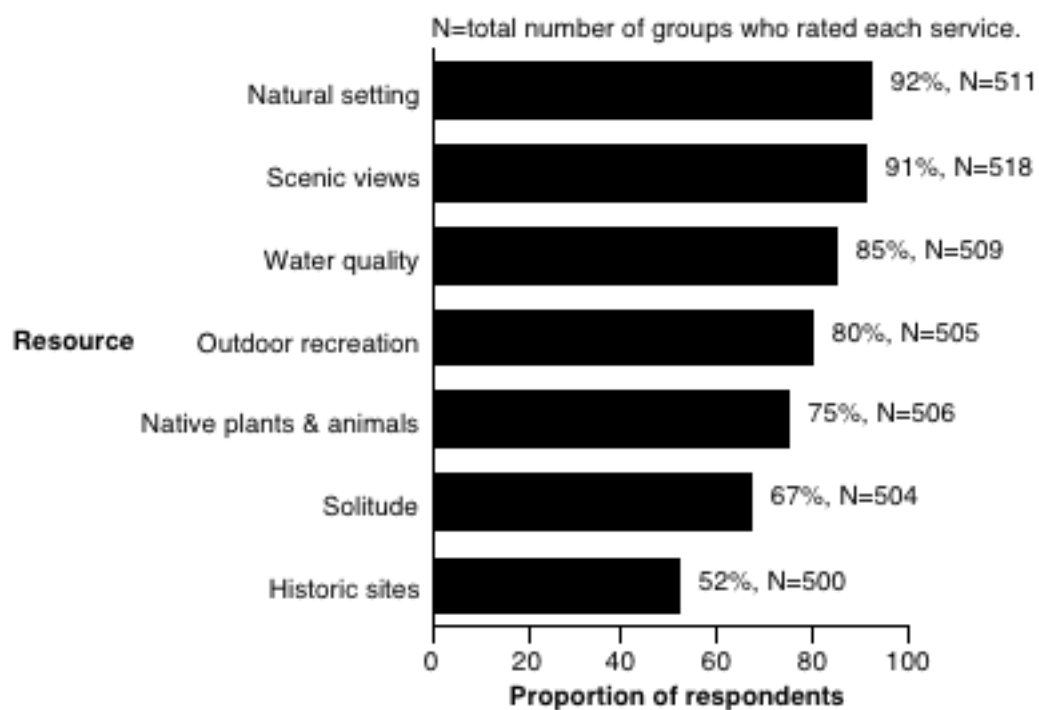


Figure 91: Combined proportions of “extremely important” and “very important” ratings for selected park resources

Selected elements' effect on visitor experience

Visitor groups were asked to indicate how certain elements affected their visit to New River Gorge NR. Visitor groups rated whether elements such as unmarked trails, litter, or parking availability added to, detracted from, or had no effect on their visit. The element most often rated as “adding to” their visit was parking availability (42%), as shown in Table 15. The element that most “detracted from” the visitor experience was litter (23%). The element that most often had “no effect” on visitor experience was other recreational users (41%).

Table 15: Elements' effect on visitor experience N=number of respondents; percentages may not equal 100 due to rounding.					
Elements	N	Effect on park experience			
		Added to (%)	No effect (%)	Detracted from (%)	Did not Experience (%)
Unmarked trails	478	7	26	7	60
Litter	481	1	13	23	63
Graffiti	484	<1	13	20	66
Human waste	478	1	9	9	81
Crowds	481	1	31	15	53
Parking availability	483	42	35	4	19
Water quality	478	31	35	5	29
Campfire rings	467	9	24	2	66
ATV use	464	1	16	7	76
Other recreational users	426	7	41	4	48

**Total expenditures in the New River Gorge NR area
Number of adults and children covered by expenditures**

Visitor groups were asked to list the amount of money they spent on their visit to New River Gorge NR area (within 50 miles of park). Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

Total expenditures inside and outside park: For total expenditures inside and outside the park, 36% of visitor groups spent between \$1 and \$100 during their visit (see Figure 92). Twenty-one percent of visitors spent \$101-300 and 23% percent spent \$501 or more. The greatest proportion of expenditures (19%) was for guide fees and charges, followed by hotels, motels, cabins, etc. (18%), as shown in Figure 93.

Average expenditures inside and outside park: The average visitor group expenditure during the visit was \$403. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$130. The average per capita expenditure was \$84.

Number of adults and children covered by expenditures: Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Fifty percent of visitor groups had two adults, while 26% had three or four adults (see Figure 94). Fifty-six percent of visitor groups had one or two children and 26% had three or more children (see Figure 95). Seventeen percent of groups did not visit with children.

Hotels, motels, cabins, B&B, etc.: Sixty-one percent of visitor groups spent no money, while 28% spent \$101 or more (see Figure 96).

Camping fees and charges: Sixty-seven percent of visitor groups spent no money, while 15% spent between \$1 and \$50 (see Figure 97).

Guide fees and charges: Most groups (76%) spent no money, while 21% spent \$101 or more (see Figure 98).

Restaurants and bars: Thirty-eight percent of visitor groups spent \$51 or more, 36% spent between \$1 and \$50, and 30% spent no money (see Figure 99).

Groceries and takeout food: Forty-one percent of visitor groups spent no money, while 39% spent between \$1 and \$50 (see Figure 100).

Gas and oil: Fifty-nine percent of visitor groups spent up to \$50, while 19% spent no money (see Figure 101).

Other transportation expenses: Most visitor groups (95%) spent no money (see Figure 102).

Admission, recreation, and entertainment fees: Sixty-eight percent of visitor groups spent no money, while 14% spent \$101 or more (see Figure 103).

All other purchases: Forty-two percent of visitor groups spent no money, while 38% spent \$1 to \$50 (see Figure 104).

Donations: Ninety percent of visitor groups did not donate any money, while 10% donated between \$1 and \$50 (see Figure 105).

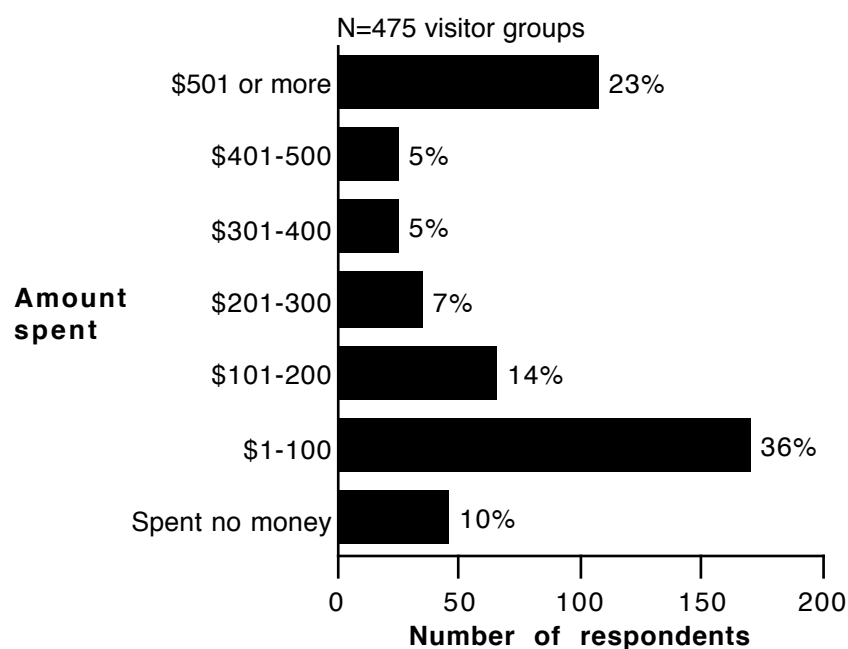


Figure 92: Total expenditures in the New River Gorge NR area

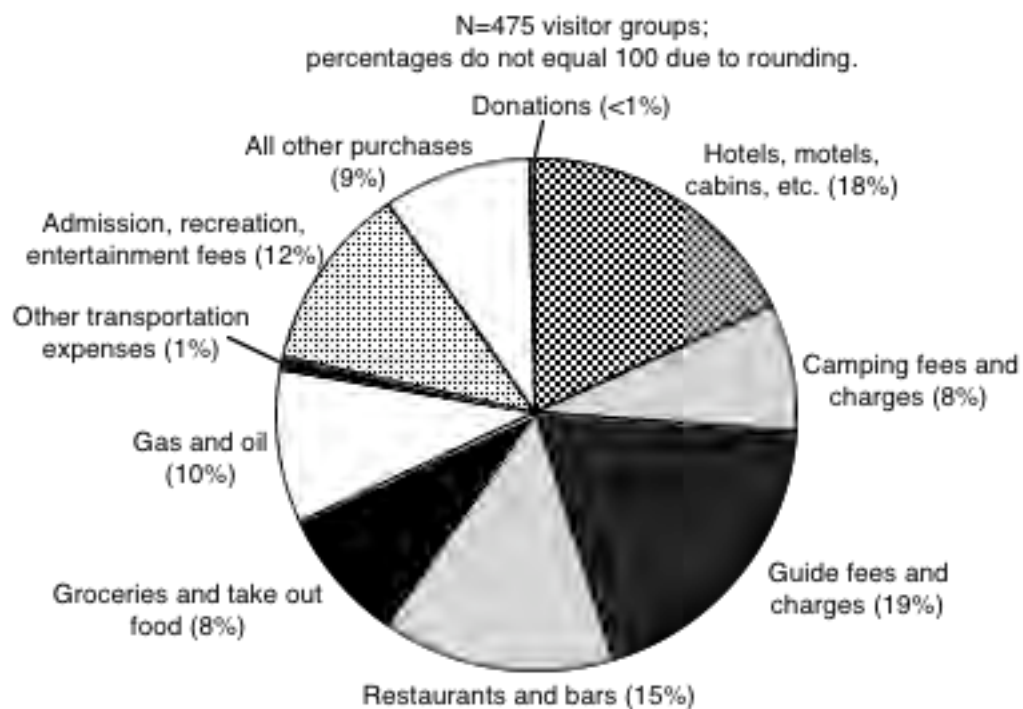


Figure 93: Proportions of expenditures in the New River Gorge NR area

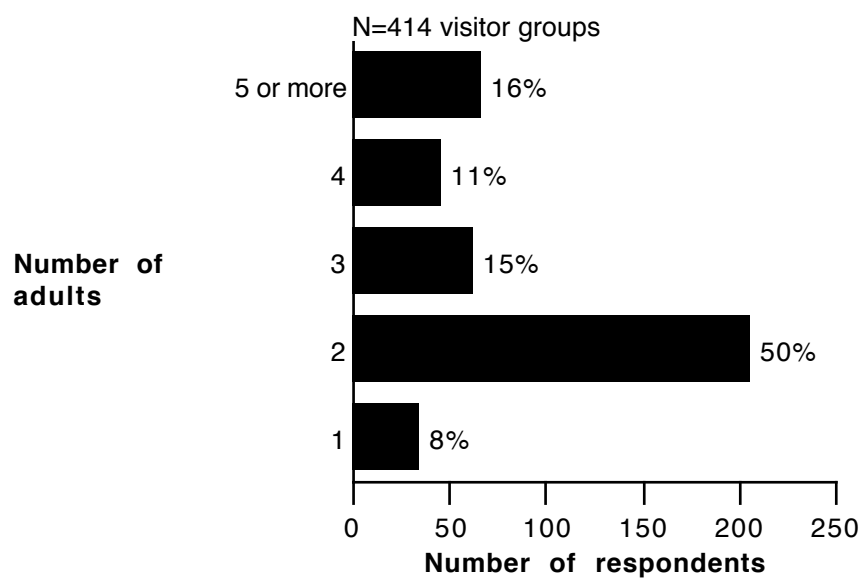


Figure 94: Number of adults covered by expenditures

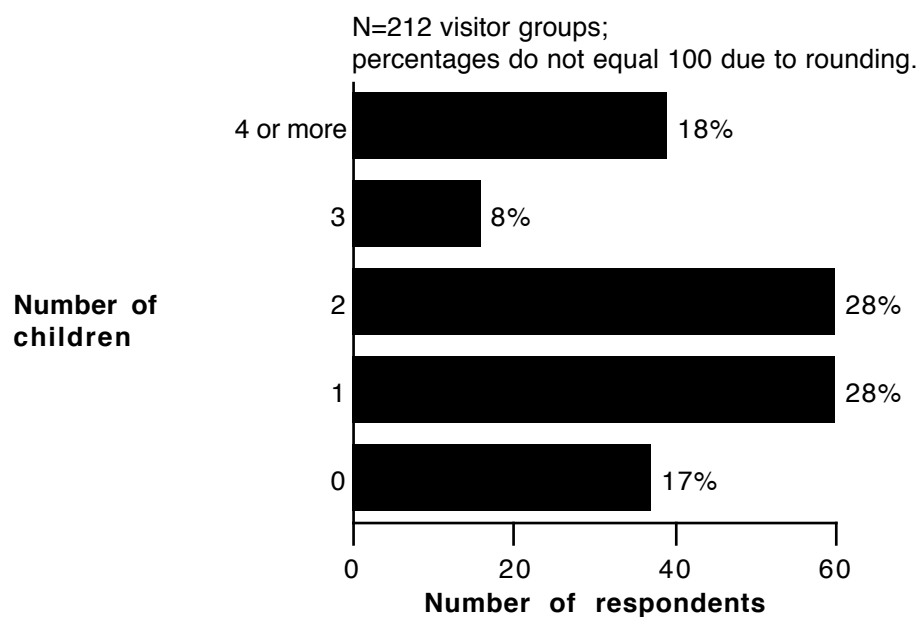


Figure 95: Number of children covered by expenditures

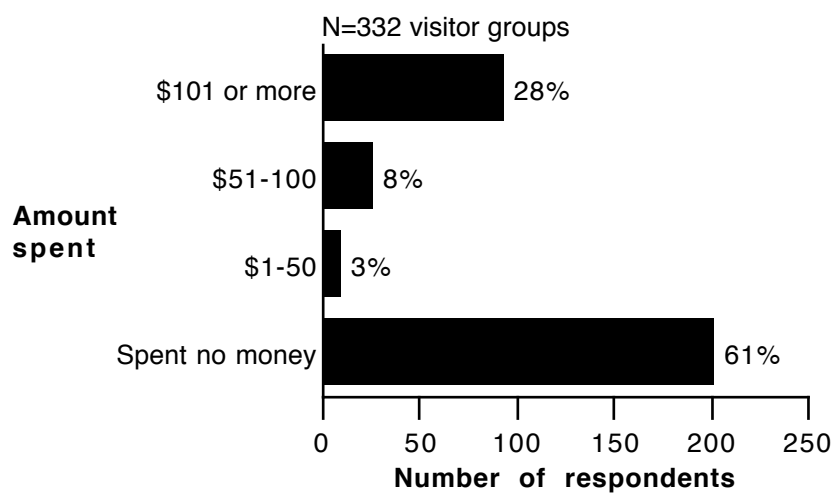


Figure 96: Expenditures for hotels, motels, cabins, B&B, etc.

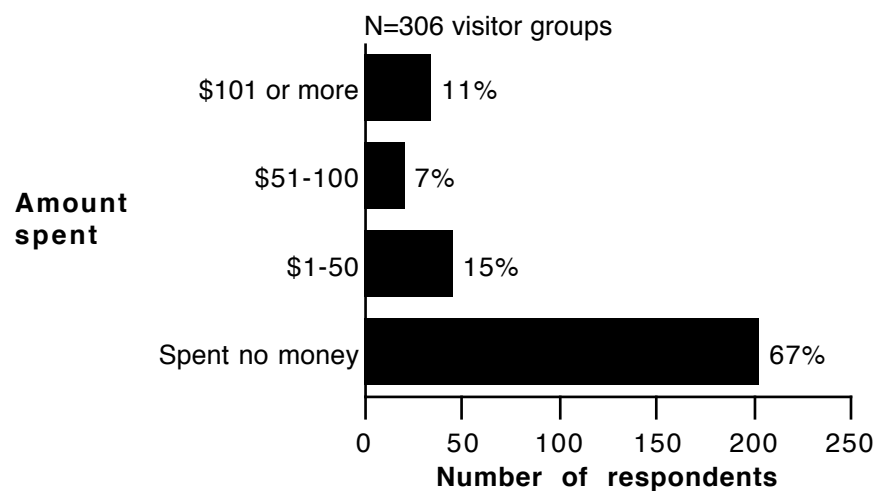


Figure 97: Expenditures for camping fees and charges

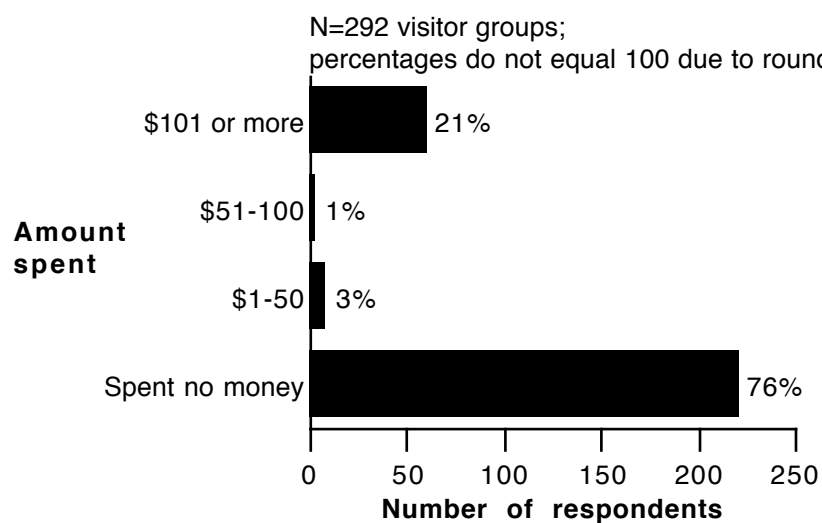


Figure 98: Expenditures for guide fees and charges

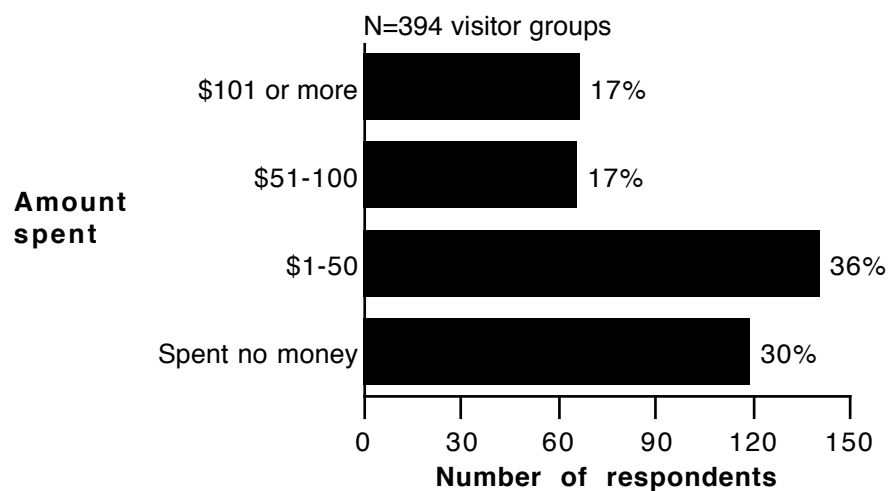


Figure 99: Expenditures for restaurants and bars

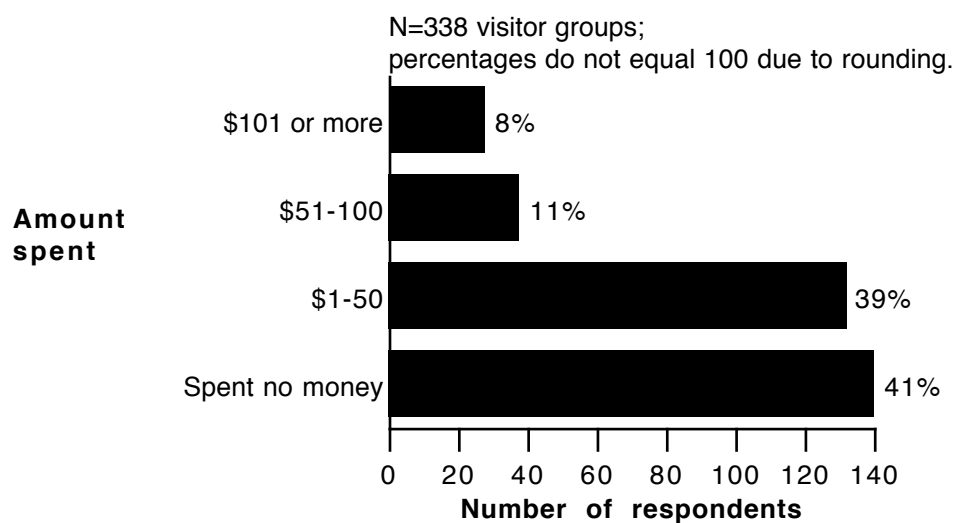


Figure 100: Expenditures for groceries and takeout food

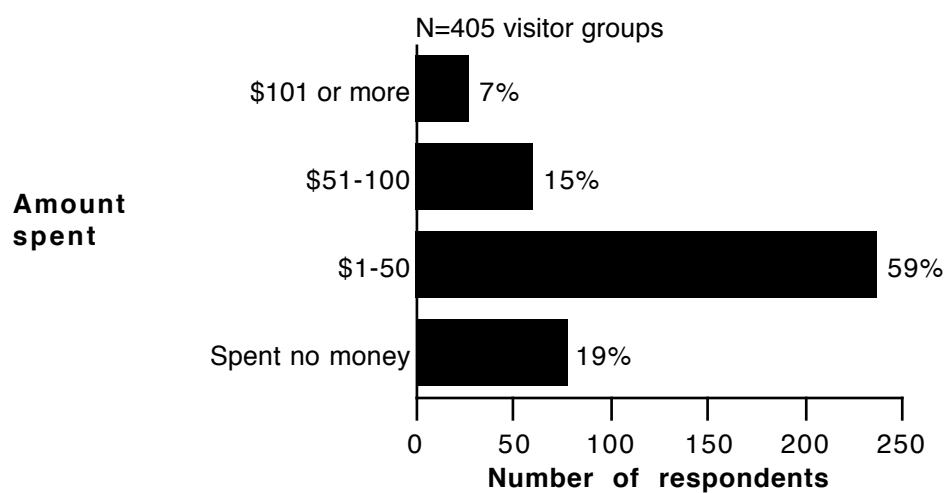


Figure 101: Expenditures for gas and oil

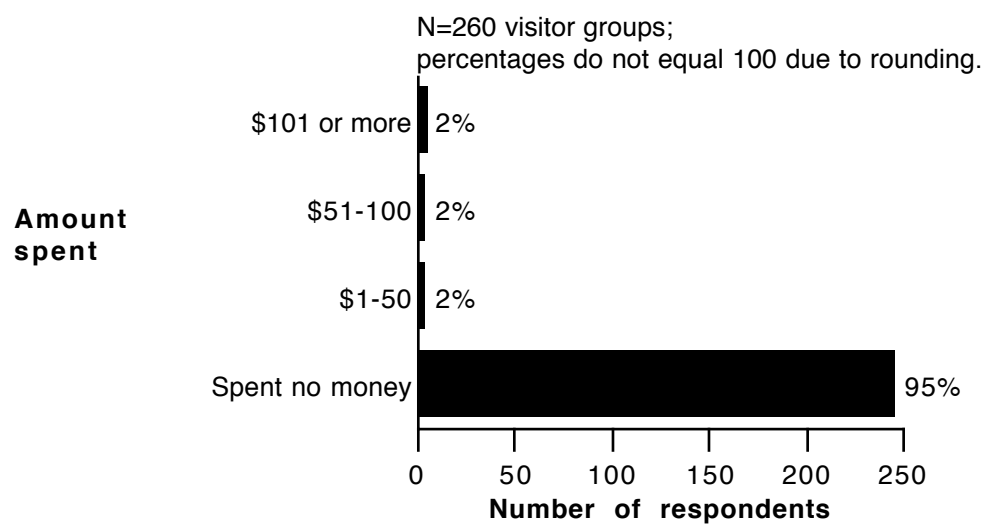


Figure 102: Expenditures for other transportation expenses

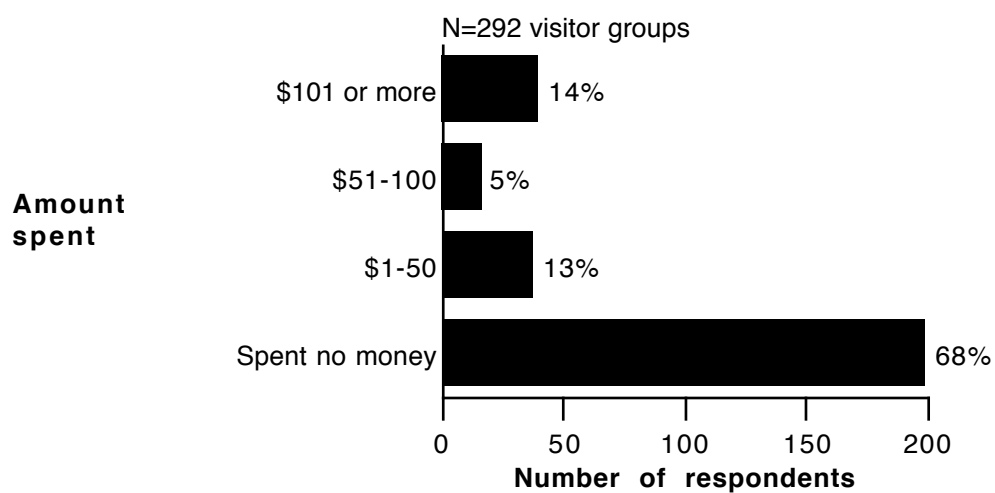


Figure 103: Expenditures for admission, recreation, and entertainment fees

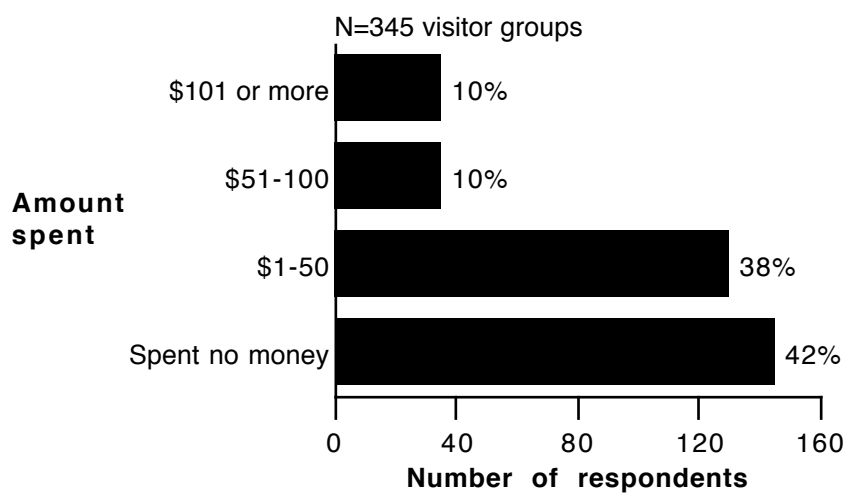


Figure 104: Expenditures for all other purchases

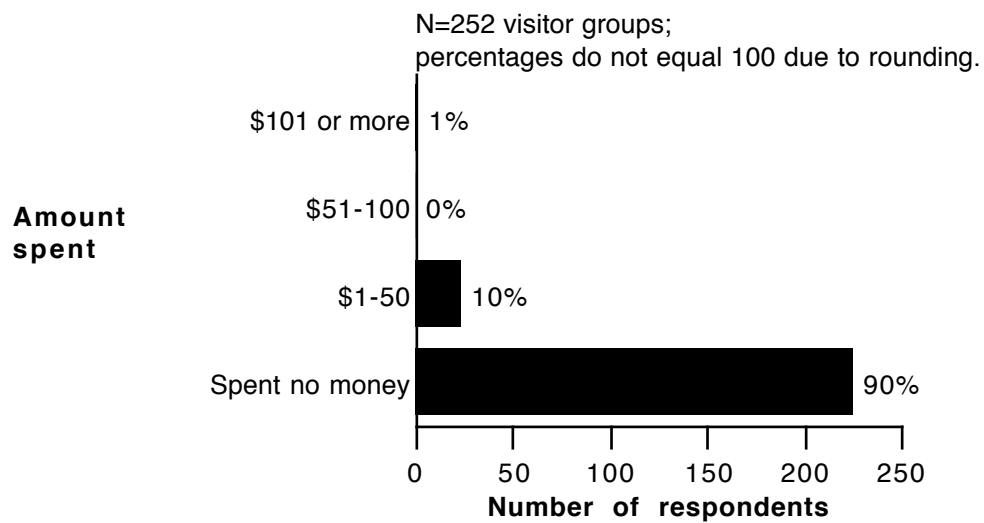


Figure 105: Expenditures for donations

Future preference for camping

Visitor groups were asked, "In the future, if the numbers of campers using backcountry or primitive campsites at New River Gorge NR must be limited because of overcrowding or resource damage, which of the following alternatives for this type of camping would you find most acceptable?" As shown in Figure 106, visitors preferred to use a reservation system (45%), established campsites (39%), and camping on a first come/first served basis (24%). "Other" alternatives for camping included create more campsites, impose no limitations, limit accessibility by road, lottery, reservation in person, some reservation and some first come/first served, some of each, and anything to improve situation.

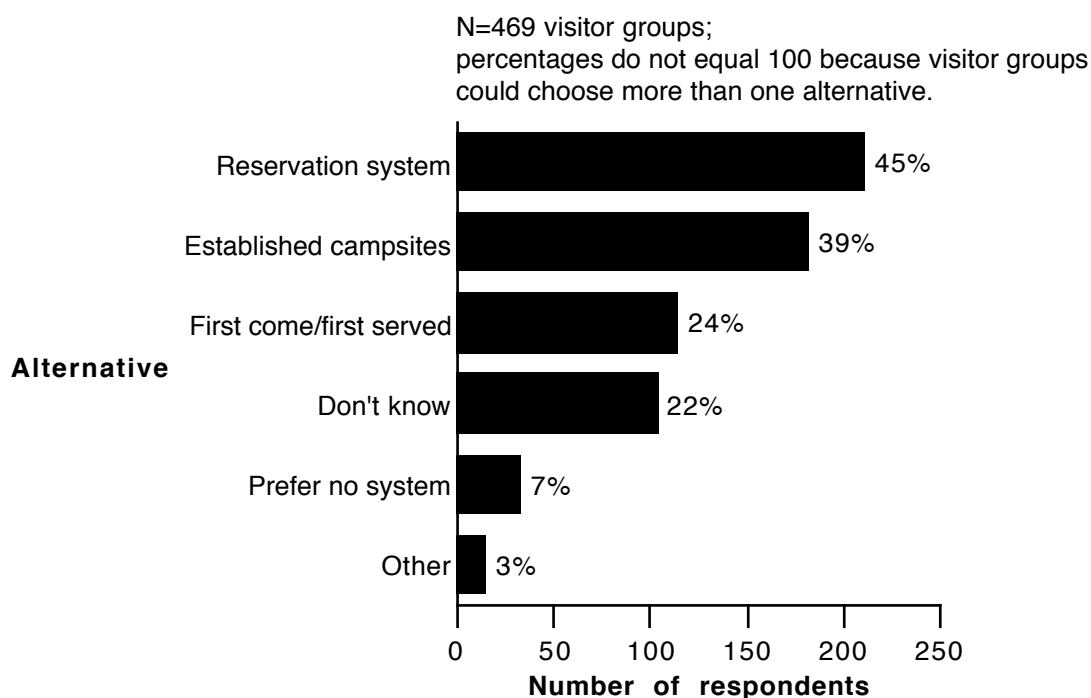


Figure 106: Preference for camping on a future visit

Preferred subjects to learn about on a future visit

Visitor groups were asked, “On a future visit, what subjects would you and your group prefer to learn about at New River Gorge NR?” Fourteen percent of visitor groups were not interested in learning about the park on a future visit (see Figure 107). Of those interested in learning, the most preferred subjects included recreation (52%), coal mining/railroading (52%), and natural history/ecology (51%), as shown in Figure 108.

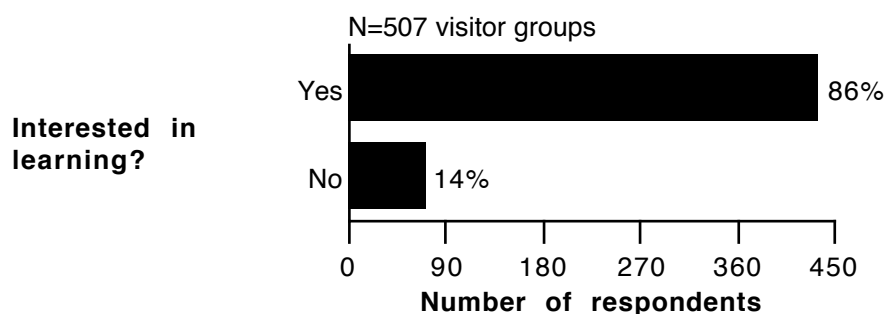


Figure 107: Visitor interest in learning about park in the future

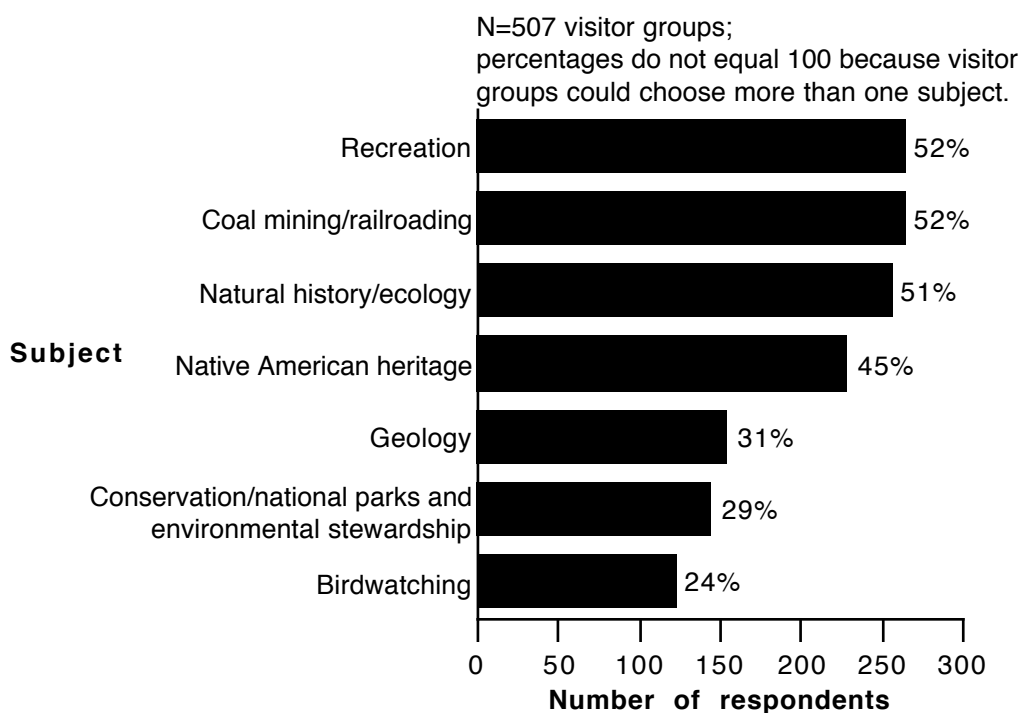


Figure 108: Preferred subjects to learn about on a future visit

**Preferred methods to learn about New River Gorge NR
on a future visit**

Visitor groups were asked, “On a future visit, how would you and your group prefer to learn about New River Gorge NR?” Thirteen percent of visitor groups were not interested in learning about the park on a future visit (see Figure 109). Of those interested in learning, the most preferred methods were printed materials (55%), visitor center exhibits (48%), and visitor center/contact station (46%), as shown in Figure 110. “Other” methods of learning about New River Gorge NR include signs, continued involvement between National Park Service and clubs, and telephone calls.

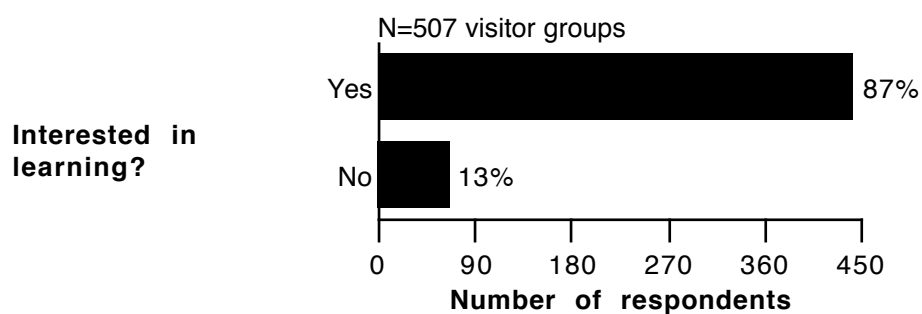
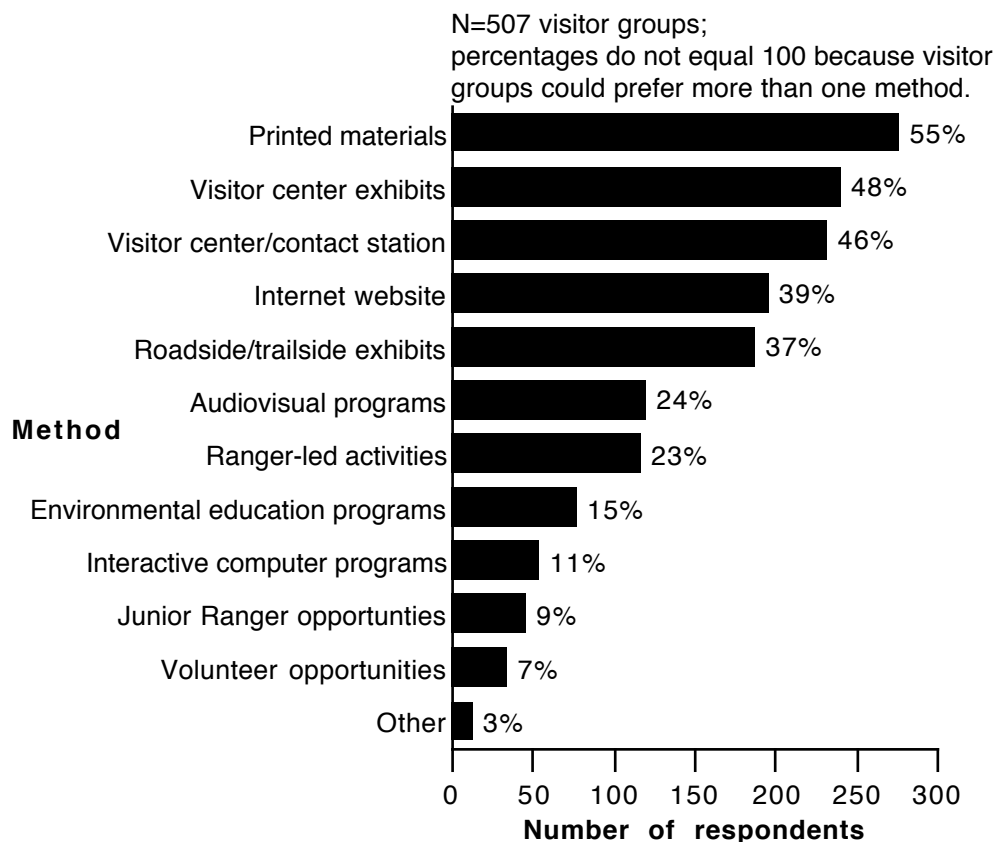


Figure 109: Visitor interest in learning about park in the future



**Figure 110: Preferred methods to learn about New River Gorge
NR on a future visit**

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at New River Gorge NR during this visit. Most visitor groups (94%) rated the overall quality as “very good” or “good,” as shown in Figure 111. However, 1% of visitor groups rated the overall quality as “poor” and less than 1% rated the overall quality as “very poor.”

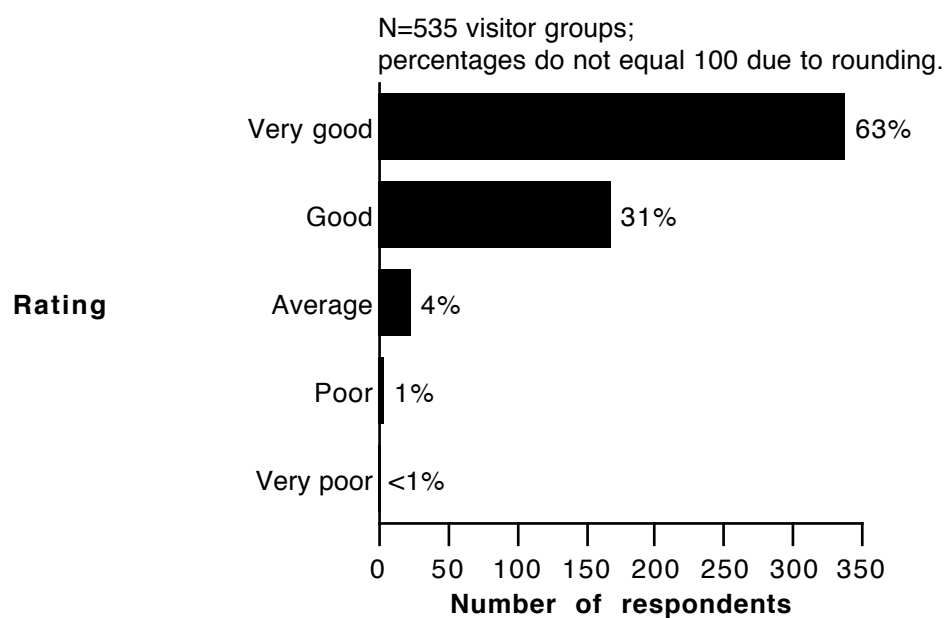


Figure 111: Overall quality of visitor services

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of New River Gorge NR, what would you propose?" Forty-five percent of visitor groups (N=247 groups) responded to this question. A summary of their responses is listed below in Table 16 and complete copies of visitor responses are contained in the appendix.

Table 16: Planning for the future

N=371 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
Improve advertising of park attributes, activities, opportunities	17
Provide detailed maps of trails/river/lodging areas	10
Provide additional information	9
Provide ranger-led tours	8
Make park brochures/info available at all times - expand visitor center hours	7
Enjoyed visitor center exhibits	4
Show video that focuses on local history, environment, events	3
Provide education on resource use/visitor impact	3
Provide additional exhibits	3
Improve website	3
Provide environmental educational services	2
Enjoyed visitor center	2
Other comments	10
FACILITIES/MAINTENANCE	
Provide additional campsites	17
Improve condition of roads in park	17
Provide additional park facilities/services	15
Improve efforts to control litter	14
Improve road signs to park sites	13
Construct additional trails	10
Improve trail signs	6
Improve campsites/camping services (showers, water & electric hookups)	6
Provide food service/snack bar	5
Improve trail maintenance	5
Improve restrooms	5
Trim trees obscuring views at overlooks	4
Provide additional signs	4
Provide additional restrooms	4
Provide additional put-in/take-out points	4
Maintain existing fixed anchors	4

Table 16: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Improve other park facilities/services	4
Reopen access to Glade Creek	3
Provide easier access to river/overlooks for disabled persons	3
Provide additional picnic areas	3
No additional roads	3
Improve parking areas	3
Don't improve access	3
Provide historical information plaques at park sites	2
Provide additional picnic shelters	2
Provide additional park area/play areas for children	2
Maintain buildings and facilities	2
Increase parking areas	2
Improve access (general)	2
Continue easy access to and from the river for recreational users	2
Construct additional roads	2
Other comment	1
POLICIES/MANAGEMENT	
Limit number of rafting trips	6
Lower prices/fees	4
Limit development	4
Limit/ban other activities	4
Ban ATVs	3
Regulate concession rafting companies	2
Involve local residents in decision making processes	2
Grow, improve, add opportunities	2
Other comments	15
RESOURCE MANAGEMENT	
Preserve natural condition of park	23
Improve water quality	7
Other comments	6
GENERAL COMMENTS	
Doing great job/keep up good work	7
Everything was perfect/great	7
No comment/suggestions	6
Satisfied with experience/park	5
Provide additional activities	3
Other comments	10

Additional comments

Forty-seven percent of visitor groups (N=259 groups) wrote additional comments. Their comments about New River Gorge NR are summarized below (see Table 17). Complete copies of visitor comments are included in the appendix.

Table 17: Additional comments

N= 406 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff were helpful/friendly	17
Other comment	1
INTERPRETIVE SERVICES	
Beautiful visitor center	9
Provide more info	7
Enjoyed visitor centers	5
Make park brochures/info available at all times - expand visitor center hours	3
Educational experience	2
Improve advertising of park attributes, activities, opportunities	2
Was unaware of New River Gorge NR prior to visit	2
Other comments	6
FACILITY/MAINTENANCE	
Park is clean	9
Improve roads signs to park sites	7
Improve condition of roads in park	6
Improve campsites/camping services (showers, water & electric hookups)	5
Park was well maintained	5
Provide additional park facilities/services	5
Enjoyed put-in/take-out points, parking, picnic areas	3
Nice/great boardwalk at Sandstone Falls	3
Improve overlooks	2
Improve trail maintenance	2
Improve trail signs	2
Lower the fire pits to the ground/use a ring form	2
Provide shuttle service for private rafters	2
Other comments	12

Table 17: Additional comments (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT	
Limit/ban activities	5
Revise park policy	5
Lower prices/fees	2
Other comments	8
RESOURCE MANAGEMENT	
Preserve natural condition of park	11
Other comments	9
GENERAL COMMENTS	
Enjoyed visit	67
Beautiful scenery/views	59
Will visit park again	21
Enjoyed rafting	9
Doing a great/good job	6
Enjoyed outdoor theater plays	6
Repeat visit	6
Wanted to spend more time	6
Enjoyed nature	5
Park is valuable asset to state	5
Peaceful/relaxing	5
Enjoyed climbing	4
Outfitters provided excellent services/facilities	4
Enjoyed hiking	3
Enjoyed other recreational activity	3
Enjoyed Sandstone Falls	3
Exceeded expectations	3
Beautiful trails	2
Conflict with other visitors	2
Park has special meaning	2
Thank you	2
We encourage friends to visit park	2
Other comments	22

ADDITIONAL ANALYSIS

New River Gorge National River VSP Report 153

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

- | | | |
|--|---|--|
| • Park managed as unit of National Park System | • Activities participated in during previous visits | • Selected factors' effect on park visit |
| • Sources of information prior to visit | • Participation in commercial or private boating/rafting trip | • Group type |
| • Receive type of information needed | • Type of watercraft used | • Group size |
| • Length of stay (hours) | • Participation in a rock climbing trip | • Vehicles per group |
| • Visit on more than one day | • Participation in a commercial or private rock climbing trip | • Age |
| • Length of visit (days) | • Rock climbing area used | • Zip code/state of residence |
| • Visitor travel plans | • Unmet expectations | • Country of residence (other than U.S.) |
| • Community used for support services | • Interpretive services used | • Number of visits during past 12 months |
| • Primary reasons for visiting New River Gorge NR area | • Importance of interpretive services | • Number of visits during lifetime |
| • Stay overnight away from home | • Quality of interpretive services used | • Highest level of education |
| • Number of nights inside park | • Visitor services used | • Expenditures within the park |
| • Number of nights outside park | • Importance of visitor services used | • Expenditures outside the park |
| • Type of lodging in/out of the park | • Quality of visitor services used | • Number of adults covered by expenses |
| • Forms of transportation | • Camping in the park | • Number of children covered by expenses |
| • Ability to find all planned places in park | • Where visitor camped | • Subjects to learn about in future |
| • Sites visited within park | • Preference of camping options on future visits | • Future learning preferences |
| • Activities participated in during this visit | • Importance of selected park resources | • Overall quality of visitor services |

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QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from Park Studies Unit website: www.psu.uidaho.edu. 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 (summer & fall)
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 NRA
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 (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood 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 (winter)
- 111. St. 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
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical 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
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

VISITOR SERVICES PROJECT PUBLICATIONS (continued)**2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras NS, Ft. Raleigh NHS and Wright Brothers NMEM)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River

<p>For more information about the Visitor Services Project, please contact the University of Idaho, Park Studies Unit by visiting website: www.psu.uidaho.edu</p>
