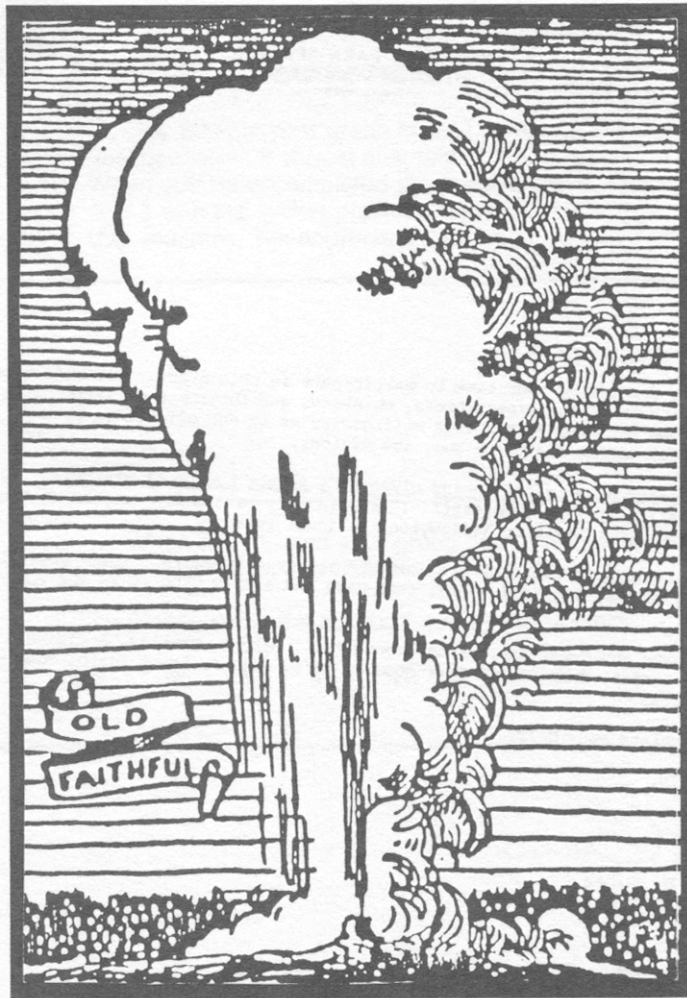


# Visitor Services Project

Report 15

## Yellowstone National Park

Volume 1 of 2



Cooperative Park Studies Unit  
University of Idaho

Visitor Services Project

Report 15

Yellowstone National Park

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## Executive Summary

- This report describes the results of a visitor study at Yellowstone National Park conducted the week of July 12-18, 1987. Questionnaires were given to 2716 visitors and 846 were returned, a 31% response rate.
- The report is in two volumes. Volume 1 provides a statistical profile of the people who visited Yellowstone. Volume 2 has their general comments about the park (a summary is included in Volume 1).
- Visitors were most likely to be in family groups of two to four people. Most visitors were making their first visit to Yellowstone. Over one-third of U.S. visitors came from the states of California, Utah, Montana, Washington and Colorado.
- Visitors commonly stayed two days, although 34% stayed longer. Walking for pleasure, visiting the Visitor Center or museums, and shopping were the most common activities.
- The sites that received the greatest proportion of all visitors were Old Faithful and Canyon.
- The average per capita expenditure during the visit was approximately \$ 51.00. Each visitor group had an average expenditure of \$ 88.00 for lodging, \$ 43.00 for travel, \$ 54.00 for food and \$ 40.00 for "other" items.
- Visitors staying overnight in the Yellowstone area preferred a cabin or hotel.
- Most Yellowstone visitors selected their entrance and departure routes prior to leaving home. Many Yellowstone visitors travelled from and to Wyoming on their arrival or departure days. Cody, West Yellowstone or Jackson were most often their arrival day origin or departure day destination.
- Visitors rated information and direction signs as the most important service and boating facilities as the least important service. The highest quality rating was for information and direction signs, and for park information. Driving conditions received the lowest quality rating.
- Besides saying that they enjoyed their visit, visitors commented about the park's exceptional beauty, their desire to return, the need for better information distribution, good wildlife viewing, and poor road conditions. Many additional comments about their visit were made.

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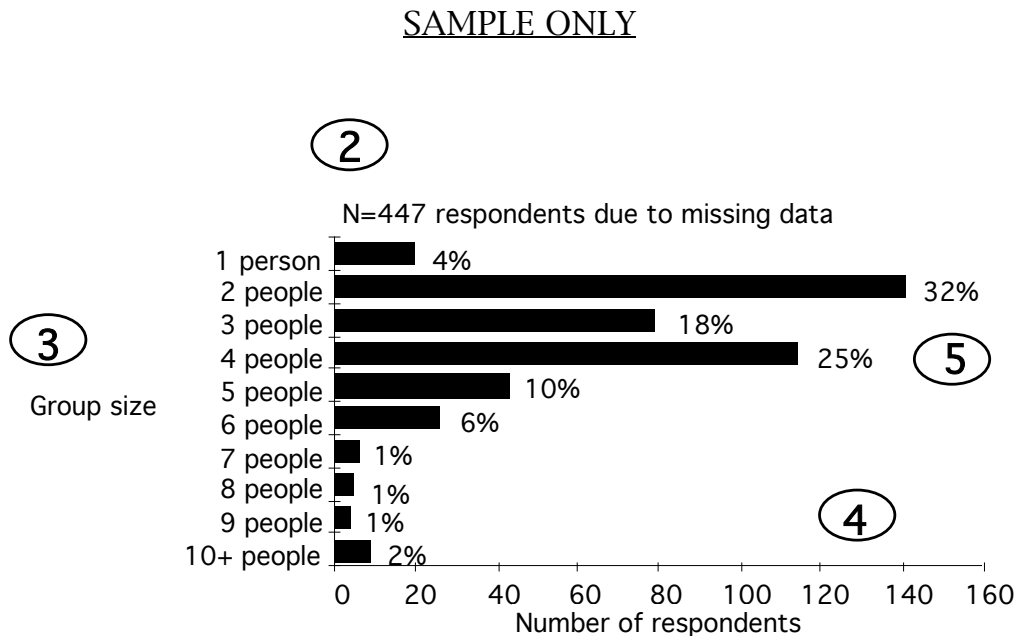
## INTRODUCTION

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

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

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

## Introduction (continued)



(1) **Figure 1: Visitor group sizes**

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

## METHODS

### General strategy

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

### Questionnaire design

The questionnaire asked visitors to record where they went, what they did and how much money they spent both inside and outside the park over a three day period (see Appendix A for a copy of the questionnaire). The questionnaire followed the standard format used in previous Visitor Services Project studies. Visitors expressed their opinions on the importance and quality of park facilities and visitor services. They were also asked to supply additional information on their travel plans and accommodations used. Space was provided for respondents' comments.

### Sampling

Visitors were contacted at the five entrances to Yellowstone. Sampling consisted of surveying visitors at each gate, the number depending upon each gate's operational hours and its proportion of the park's total traffic. The projected sample size was based upon 1986 visitation data for this particular week of the season.

### Sampling (continued)

A total of 2716 questionnaires were distributed. To ensure a random and unbiased sample, at each entrance visitor groups were approached according to an interval based upon the proportion of total park traffic it received.

### Questionnaire administration

At the entrance gates, NPS staff used hand counters to record the number of vehicles entering the park. At the appropriate interval the NPS employees would approach the occupants of the selected vehicle. Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If they consented, further instructions were given. One adult member was asked to complete the questionnaire for the group.

### Data analysis

A cut-off date was established for incoming questionnaires approximately ten weeks after they were distributed. Questionnaires that arrived within this period were coded and entered into a computer. Then a comparison was made between the actual visitation figures for the park and the proportion of questionnaires returned from each entrance's visitors. Table 1 shows weighting of the sample was not required because the variation was slight, and those entrances where differences did occur were entrances with lower visitation. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.



## Data analysis (continued)

**Table 1: Yellowstone visitation by entry, July 12-18, 1987  
Comparison of sample data versus actual visitation data**

Park Entry	Number of visitor groups that entered		Proportion (%) of total week's visitation		Percent variation
	Actual*	Sample	Actual	Sample	
North	7245	128	15	15	< 1
West	16681	280	34	33	1
South	13704	236	28	28	< 1
East	8970	103	18	12	6
Northeast	2459	98	5	12	7
Totals	49059	845	100	100	

**\* Note:** The "actual" number of visitor groups that entered the park via the five entrances during Sunday, July 12 - Saturday, July 18, 1987, was determined from the Yellowstone National Park recording sheets "Travel statistics by entrance station" -YELL-303 (Rev. 6/85). Figures consist of counts for automobiles, R.V.'s, concessionaire and non-concessionaire buses, and visitor groups entering on foot and by other means (i.e. bicycle). Non-recreation visitor entries were not included. An additional amount (calculated using a park defined multiplier of 1.2 times the week's total non-recreational entries) was subtracted from the total number of all recreational visitor groups in order to account for other park employees and business related entries. The "sample" number of visitor groups includes only those groups that returned the questionnaire.

### Sample size, missing data and reporting errors

In this study, information was collected on visitor groups, and on individual group members. Therefore, the sample size ('N'), varies from figure to figure. For example, Figure 1 shows information on 839 visitor groups, while Figure 3 shows information on 2,585 individuals. A note above each figure's graph specifies this information..

## Sample size, missing data and reporting errors (continued)

Occasionally, a respondent may not have answered all of the questions in the questionnaire, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 845 questionnaires were returned, Figure 1 only shows data for 839 respondents.

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

## Limitations

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

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

2. The data reflect the use patterns of visitors during the designated study period of July 12-18, 1987. The results do not apply to visitors using the park during different times of the year.

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

## RESULTS

### A. Visitors contacted

Three thousand and twenty-nine visitor groups were contacted, and 2716 agreed to participate. Thus, the acceptance rate was 90%. Eight hundred and forty-five of the visitor groups completed and returned their questionnaires, a 31% response rate. This study's acceptance rate (90%) is lower than the average acceptance rate (97%) and its response rate (31%) is below the average response rate of all previous visitor mapping studies (42%).

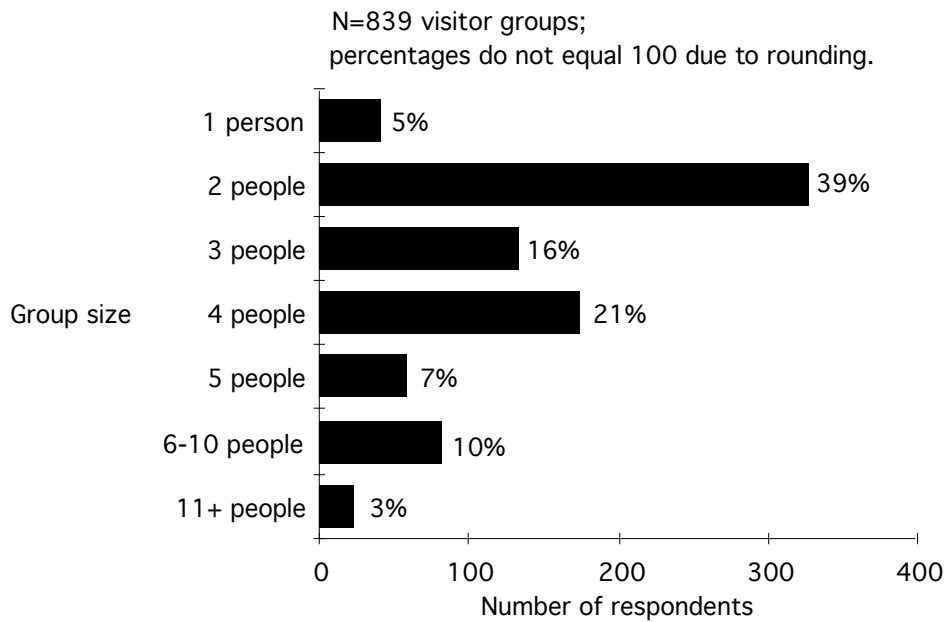
### B. Visitor characteristics

Figure 1 shows the group sizes, which ranged from one to 78 people. The most common group size was two people. Three-quarters of the visitors came in family groups, as shown in Figure 2.

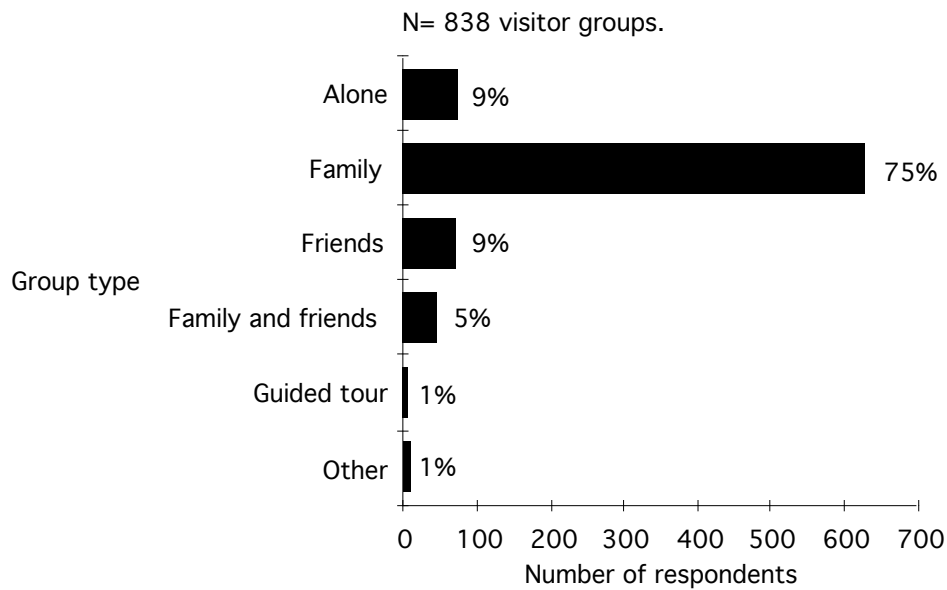
Figure 3 shows a wide range of age groups; the most common were children and middle-aged adults. For 48% of the visitors, this was their first visit to Yellowstone, although Figure 4 shows a significant amount (18%) of returnees who have visited the park five times or more.

Visitors came from many different locations within the United States and outside of the country. Map 1 shows that 42% of U.S. visitors originated from the western states of California, Utah, Montana, Colorado, Washington, Idaho and Wyoming. Eight percent of all visitors were from foreign countries (see Map 2 and Table 2), most commonly Canada, Germany and Switzerland.

## B. Visitor characteristics (continued)



**Figure 1: Visitor group sizes**



**Figure 2: Visitor group types**

## B. Visitor characteristics (continued)

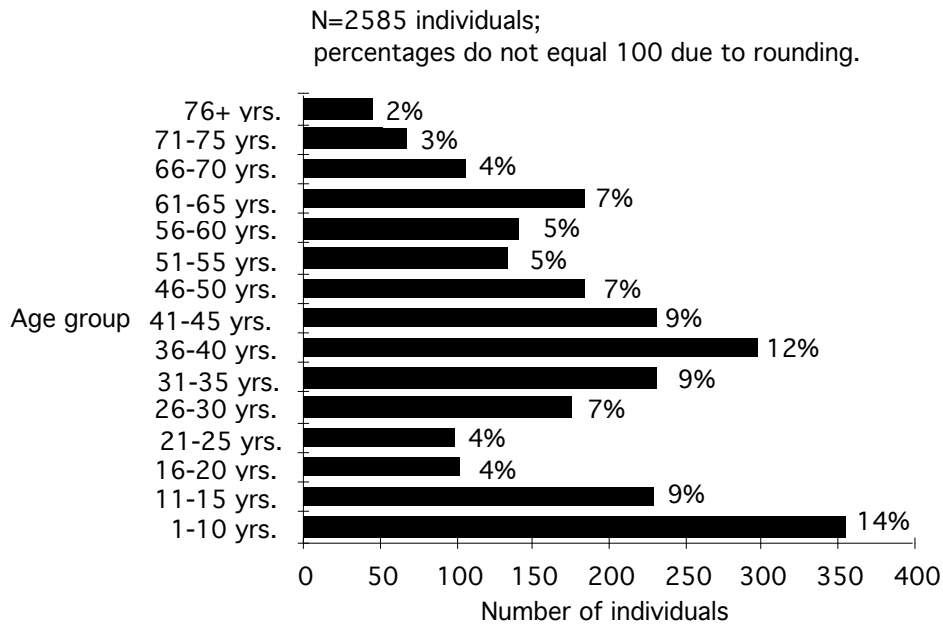


Figure 3: Visitor ages

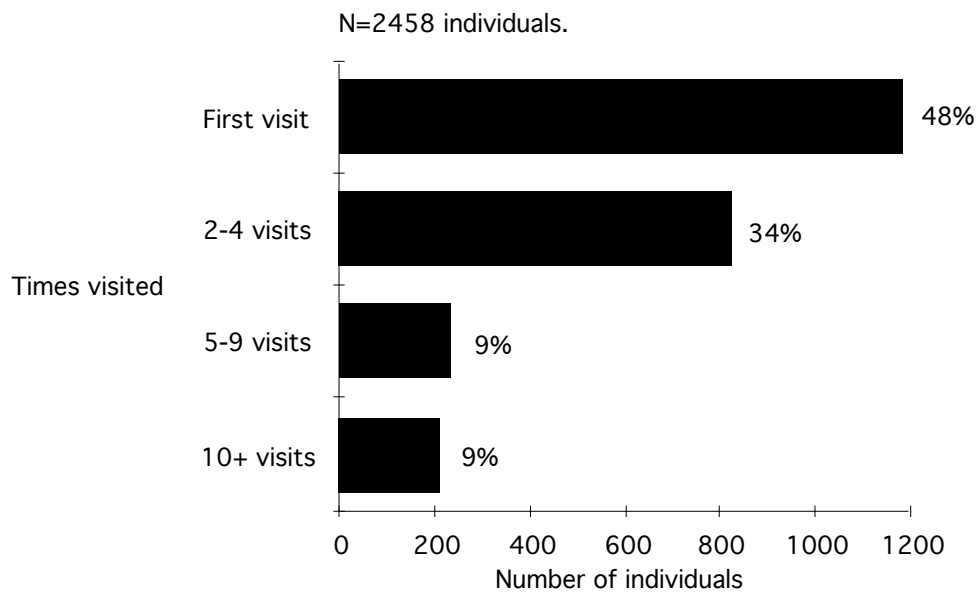
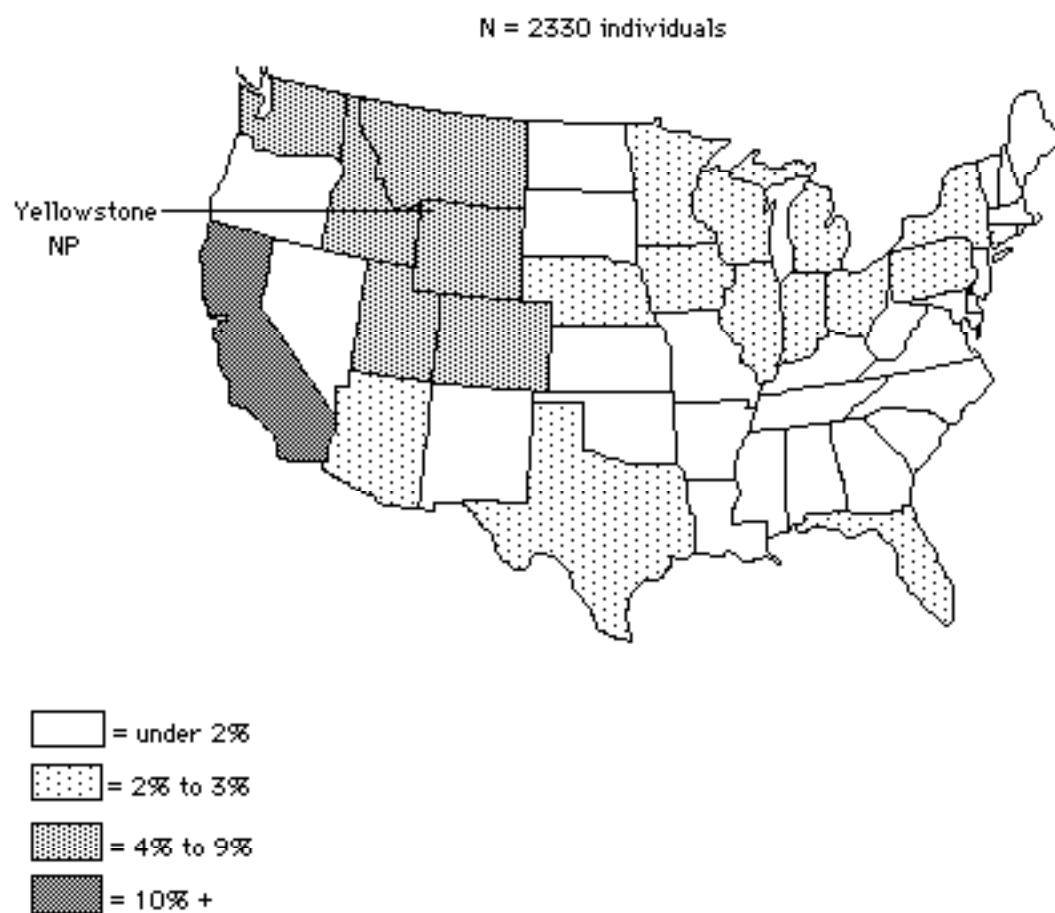
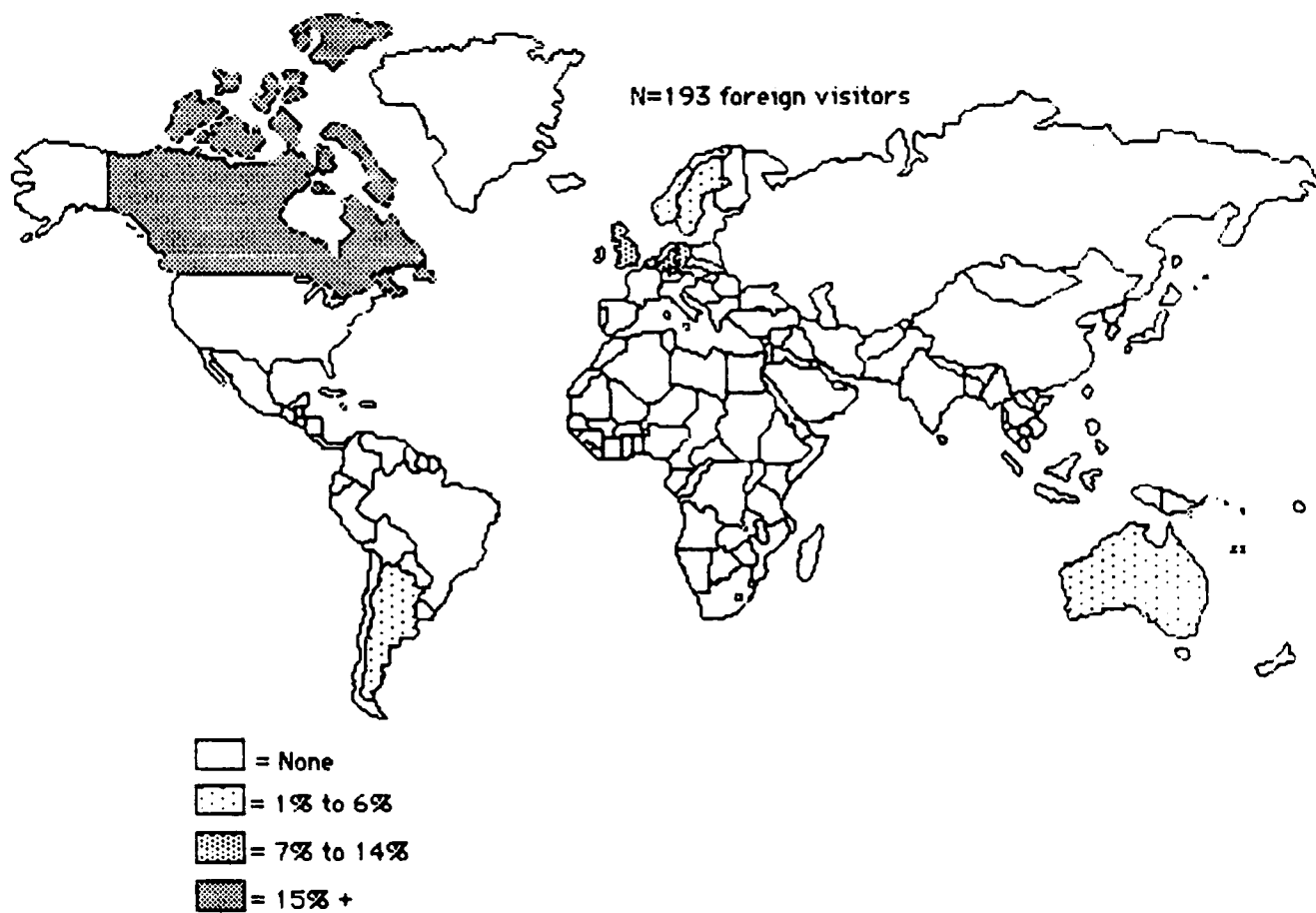


Figure 4: Number of visits

### B. Visitor characteristics (continued)



**Map 1: Proportion of visitors from each state**

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

B. Visitor characteristics (continued)

Table 2: Proportion of visitors from foreign countries

N=193 individuals from foreign countries;  
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
<u>North America</u>		47
Canada	91	
<u>South America</u>		2
Argentina	2	
Chile	1	
<u>Europe</u>		45
Austria	2	
Denmark	5	
England	15	
Germany	27	
Ireland	2	
Netherlands	2	
Poland	1	
Sweden	3	
Switzerland	27	
U.K.	3	
<u>Australia</u>	4	2
<u>Asia</u>		3
Japan	2	
Singapore	4	



### C. Visitor use of time

Figure 5 shows that 29% of visitors stayed in the Yellowstone area for two days. Nineteen percent of visitors stayed for four or more days.

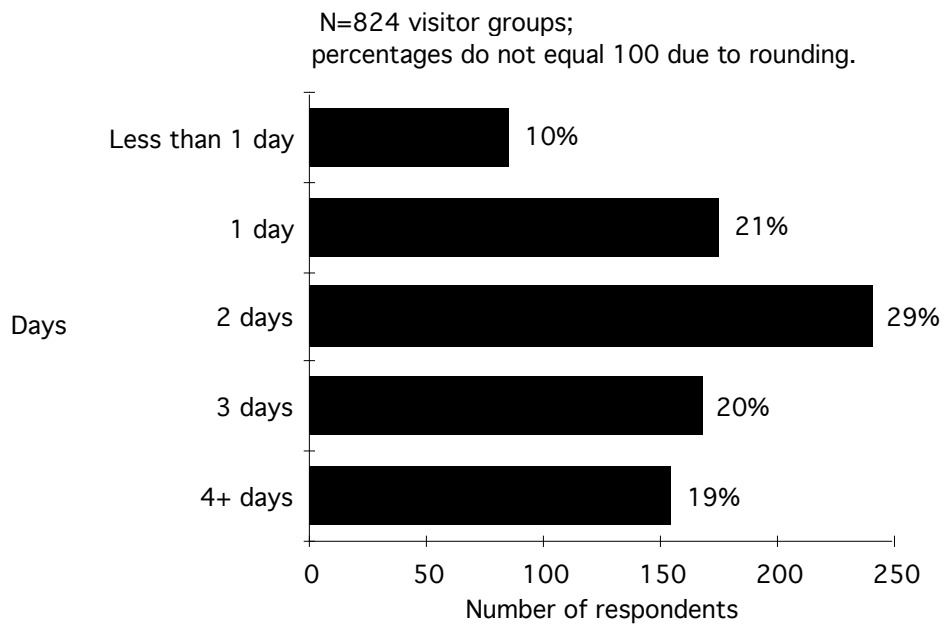
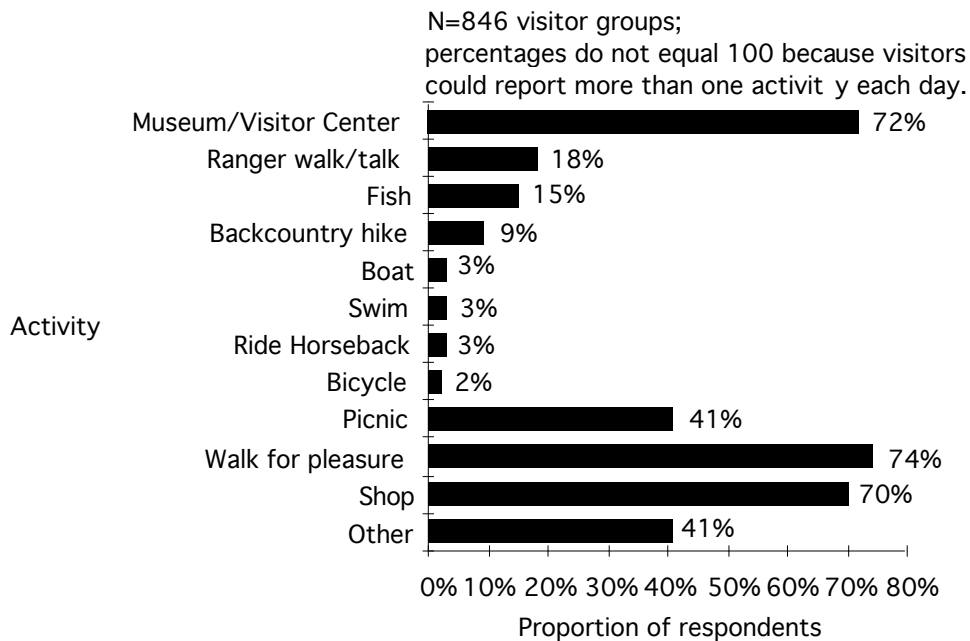


Figure 5: Number of days visitors spent at Yellowstone

#### D. Visitor activities

Figure 6 shows the proportion of visitors who participated in each activity during their visit. The activities pursued by the majority of visitors included pleasure walking (74%), visiting museums or the visitor center (72%), shopping (70%) and picnicking (41%). Less common activities were horseback riding, bicycling, swimming and boating. Some of the "other" activities reported by visitors included eating at restaurants, visiting thermal points of interest, sight-seeing, photography, car touring and observing wildlife.



**Figure 6: Proportion of visitor groups participating in each activity**

## E. Expenditures

Figure 7 shows how much money visitor groups spent while visiting Yellowstone. Although 4% of visitor groups did not spend any money, 23% spent from \$ 50-100.00 and 21% spent over \$ 250.00 during their visit. The average visitor group expenditure was approximately \$ 225.00; the average per capita amount spent was approximately \$ 51.00.

Figures 8 and 9 show how much money was spent by visitor groups both inside and outside the park. Thirty-seven percent of visitor groups spent from \$ 1-50.00 inside the park (see Figure 8). Figure 9 shows that the most common category of visitor group expenditures made outside of the park involved spending no money (28%); although 27% spent from \$ 1-50.00.

Figure 10 shows the percentage of total visitor group expenditures by category in the Yellowstone area. The greatest proportion of money spent by visitor groups went toward lodging (39%).

Figures 11 and 12 show the percentage of money spent by visitor groups inside and outside the park. Inside the park, visitor groups spent 33% of their money for lodging while 31% was for food. Outside of the park, visitor groups spent 43% of their money for lodging and 25% of their money for travel.

Figures 13-16 depict how much money visitor groups spent on lodging, travel, food and "other" items in the Yellowstone area. Visitor groups commonly spent from \$ 1-25.00 in all categories.

## E. Expenditures (continued)

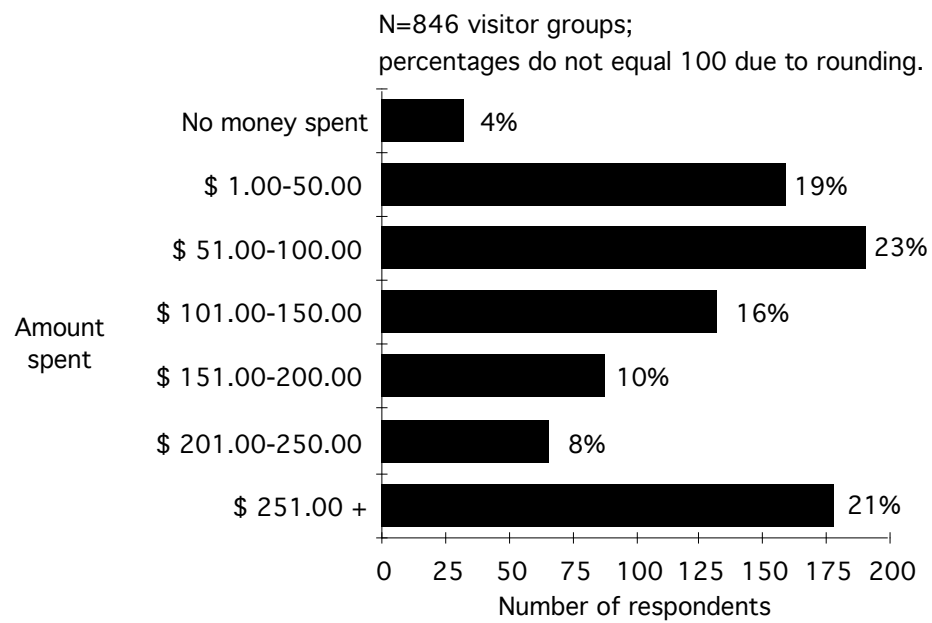


Figure 7: Total amount of expenditures in the Yellowstone area

### E. Expenditures (continued)

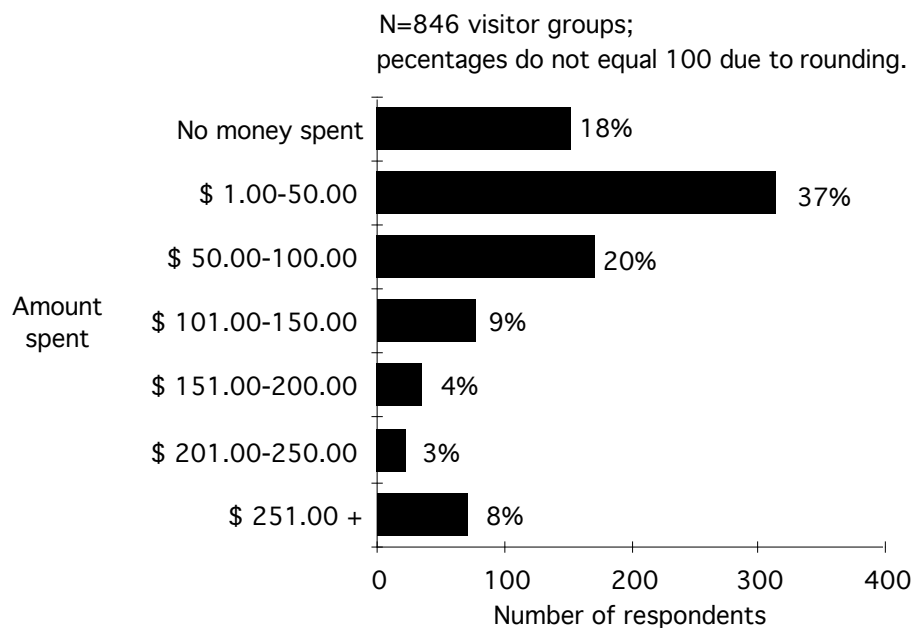


Figure 8: Amount of expenditures inside Yellowstone

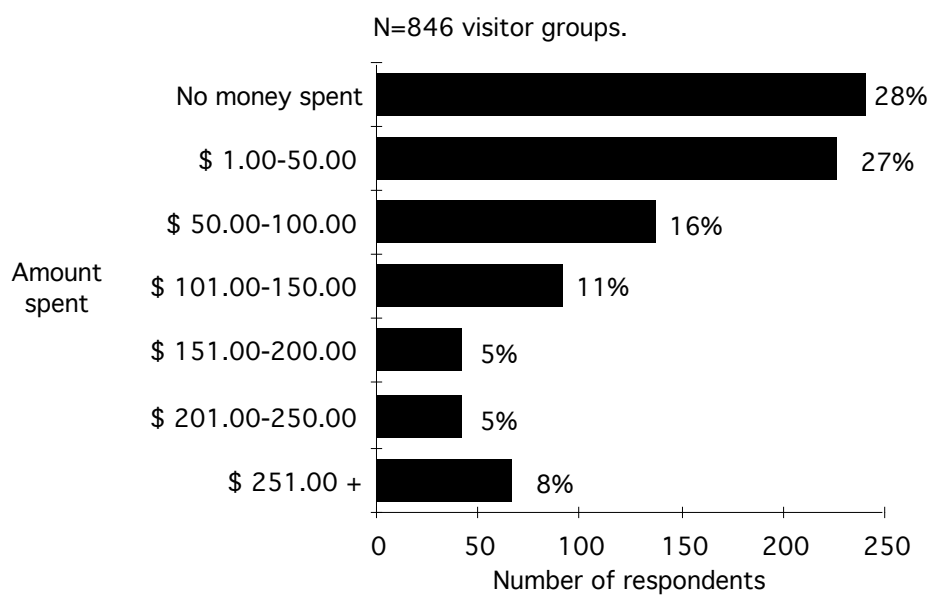


Figure 9: Amount of expenditures outside Yellowstone

E. Expenditures (continued)

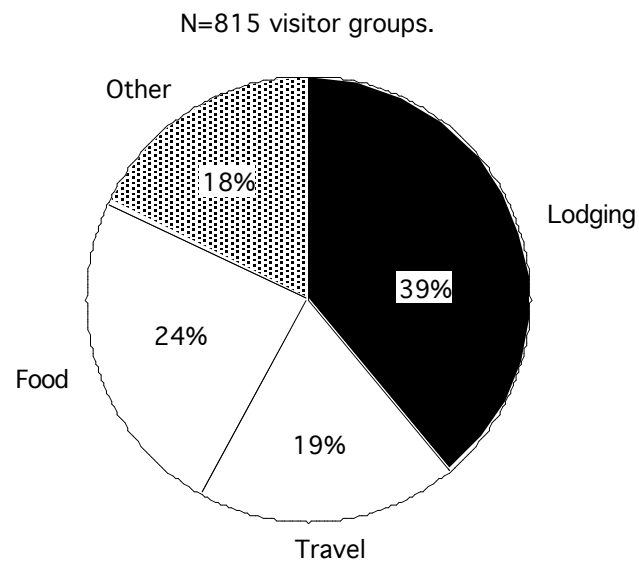
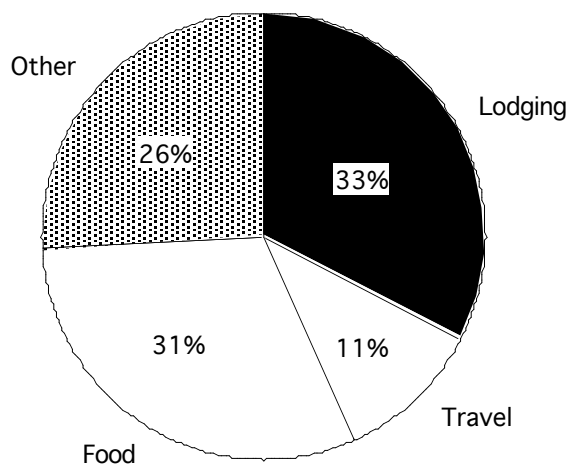


Figure 10: Proportion of visitor e xpenditures by category

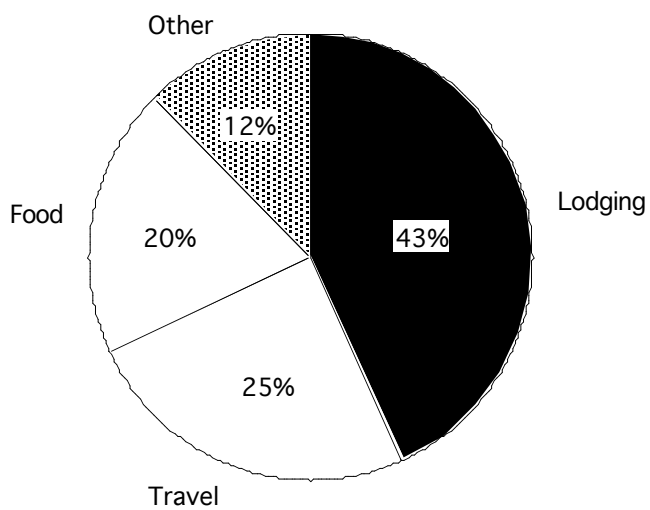
## E. Expenditures (continued)

N=693 visitor groups;  
percentages do not equal 100 due to rounding.



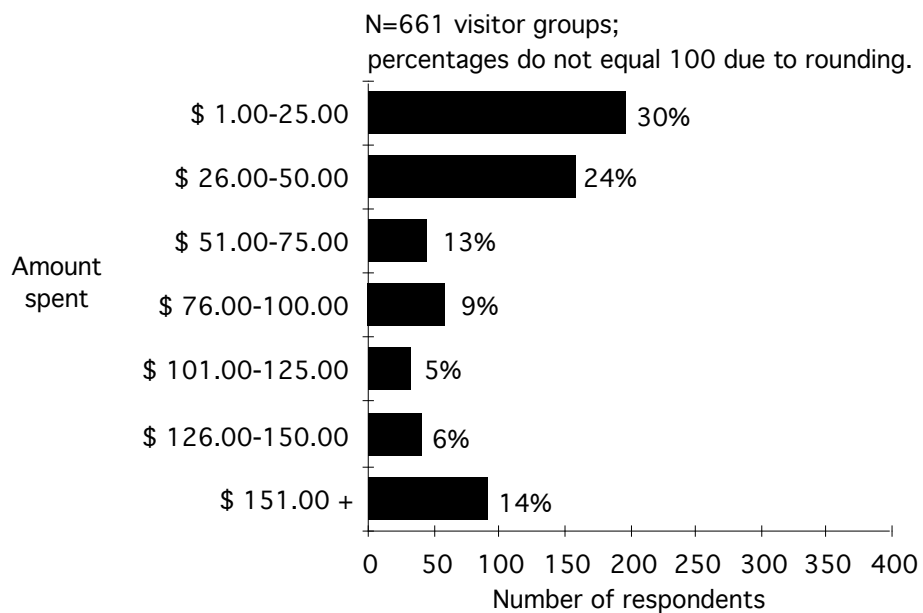
**Figure 11: Proportion of visitor expenditures inside Yellowstone, by category**

N=605 visitor groups.

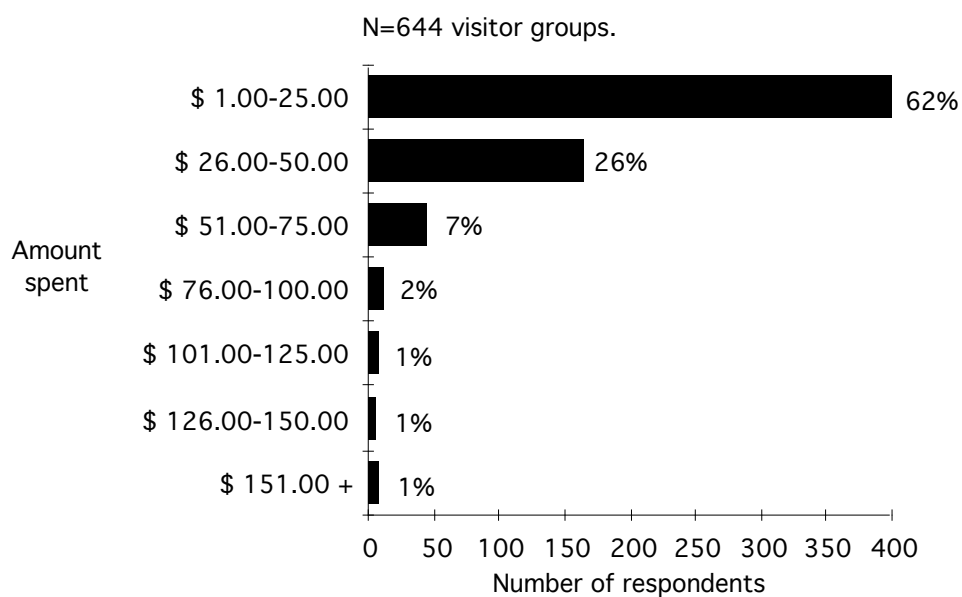


**Figure 12: Proportion of visitor expenditures outside Yellowstone, by category**

## E. Expenditures (continued)



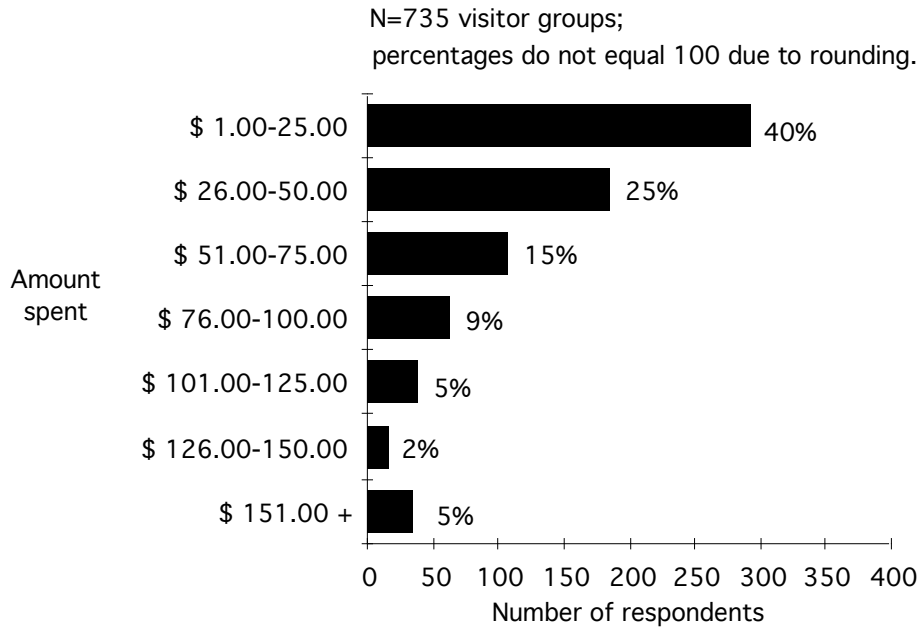
**Figure 13: Total visitor expenses for lodging**



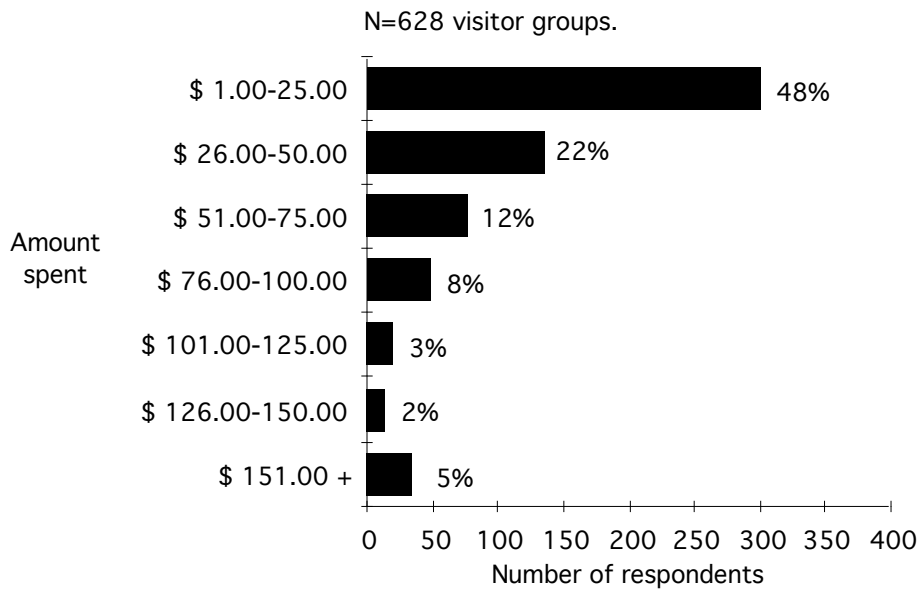
**Figure 14: Total visitor expenses for travel**



### E. Expenditures (continued)



**Figure 15: Total visitor expenses for food**



**Figure 16: Total visitor expenses for "other" items**

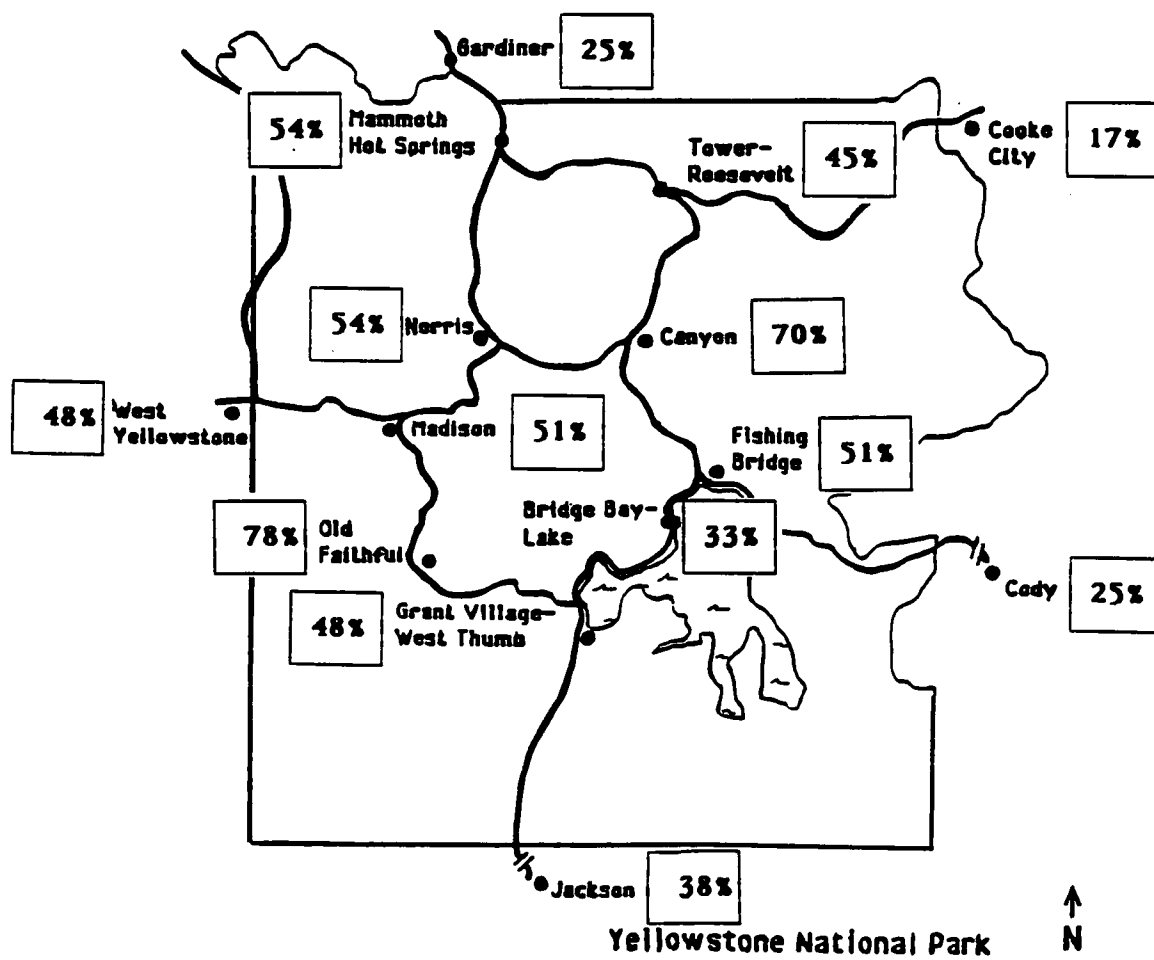
## **F. Visitor locations**

Map 3 shows the proportion of visitor groups that stopped at least once at each site during the first three days of their visit. The largest proportion of visitor groups stopped at Old Faithful (78%), followed by Canyon (70%).

Map 4 shows the proportion of visitor groups to each site who made that site their first stop of their visit. Old Faithful (14%) and Madison (12%) had more first stops than other sites.

Figures 17-30 show, for those who stopped at each site on the first day of their visit, the number of visitor groups who visited there first, second, third, and so forth. Visit sequences among sites varied extensively; some examples of this variation follow. Most visitor groups going to Gardiner (Figure 17) stopped at the beginning of Day 1. Visitor groups going to Mammoth (Figure 18) stopped from the early to the middle parts of that day. Most visitor groups going to Canyon (Figure 21) scheduled their stop in the middle of Day 1. Stops at Fishing Bridge (Figure 22) were made throughout that day.

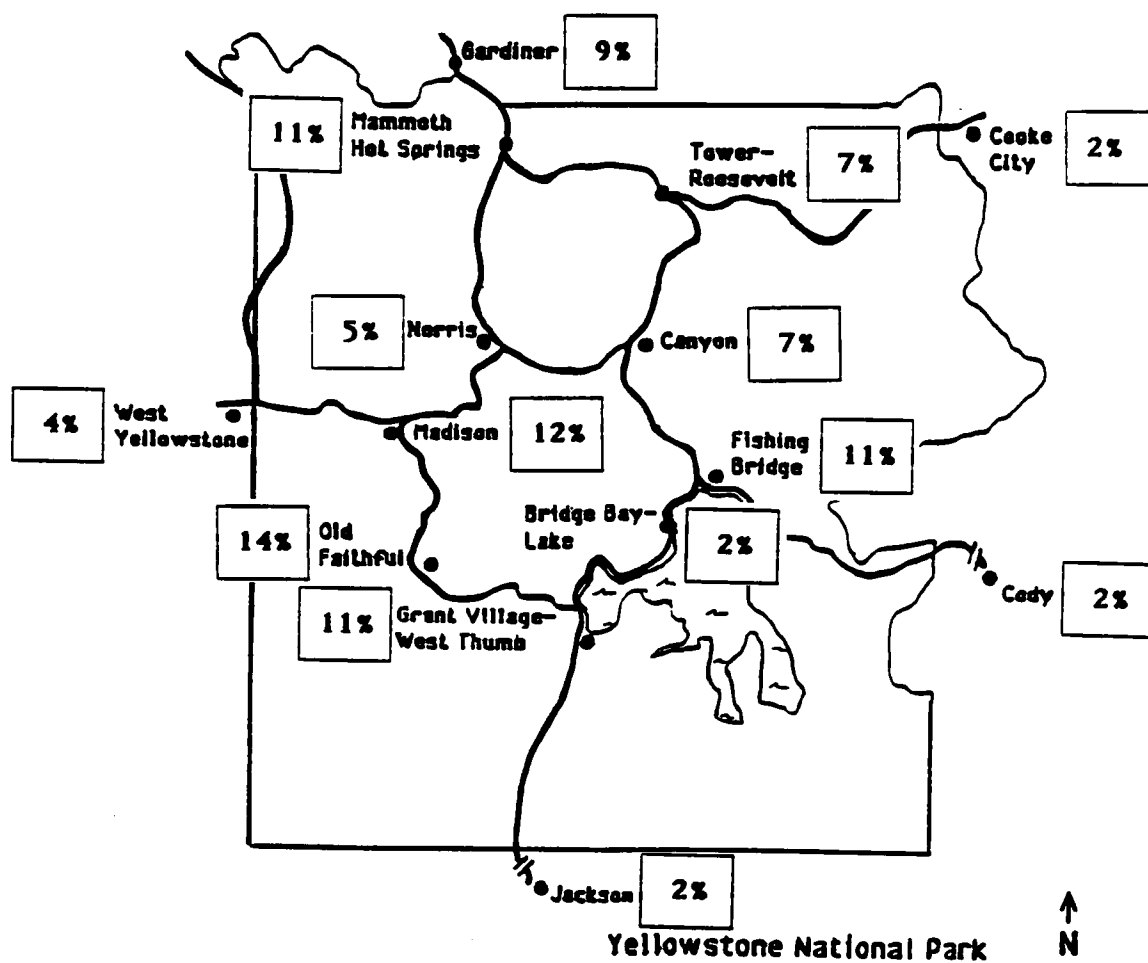
# F. Visitor locations (continued)



N=846 visitor groups

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

# F. Visitor locations (continued)



N=780 visitor groups

**Map 4: Proportion of Day 1 visitors who stopped at each site first**

## F. Visitor locations (continued)

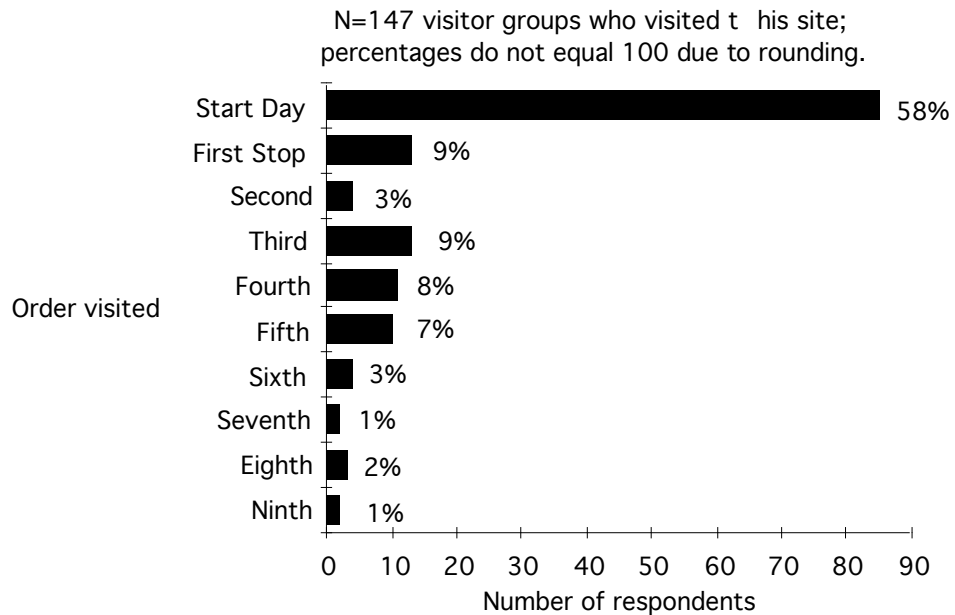


Figure 17: Order in which visitors stopped at Gardiner on Day 1

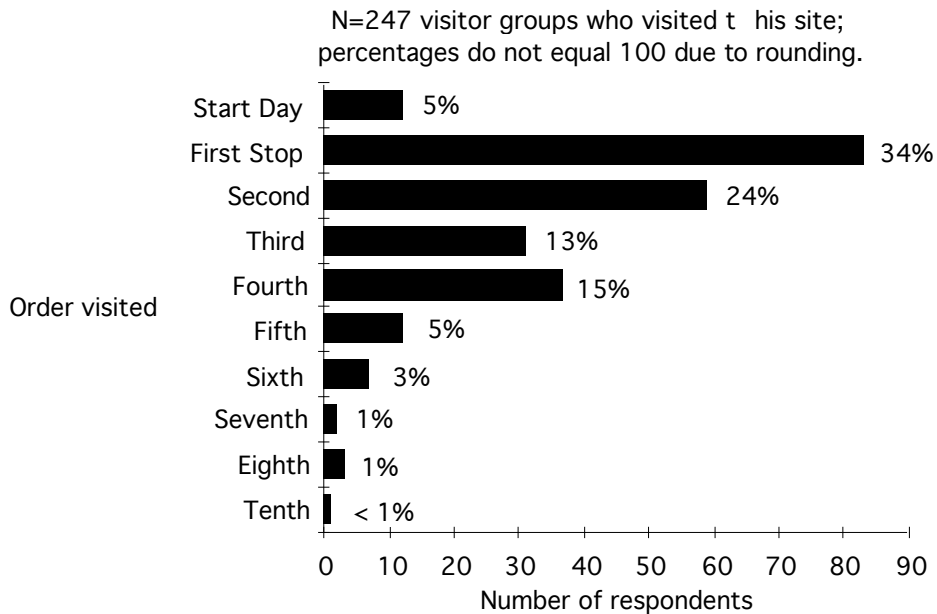


Figure 18: Order in which visitors stopped at Mammoth Hot Springs on Day 1

## F. Visitor locations (continued)

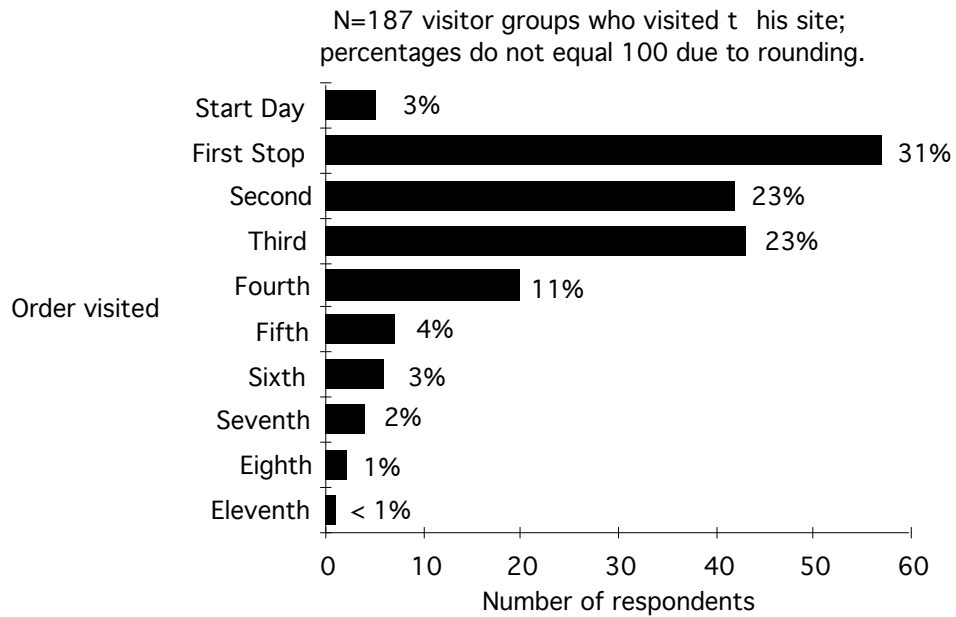


Figure 19: Order in which visitors stopped at Tower Roosevelt on Day 1

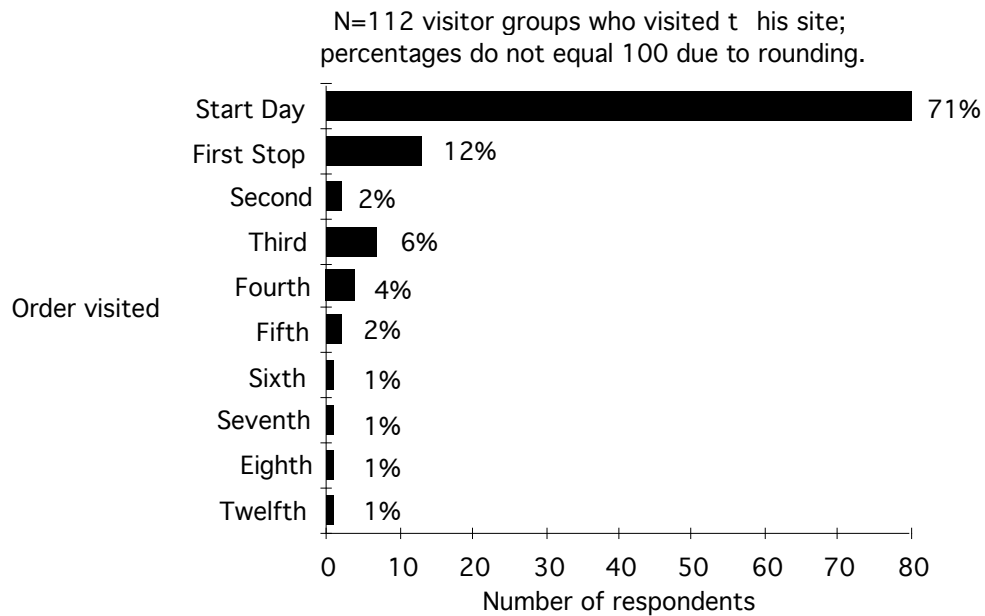


Figure 20: Order in which visitors stopped at Cooke City on Day 1

## F. Visitor locations (continued)

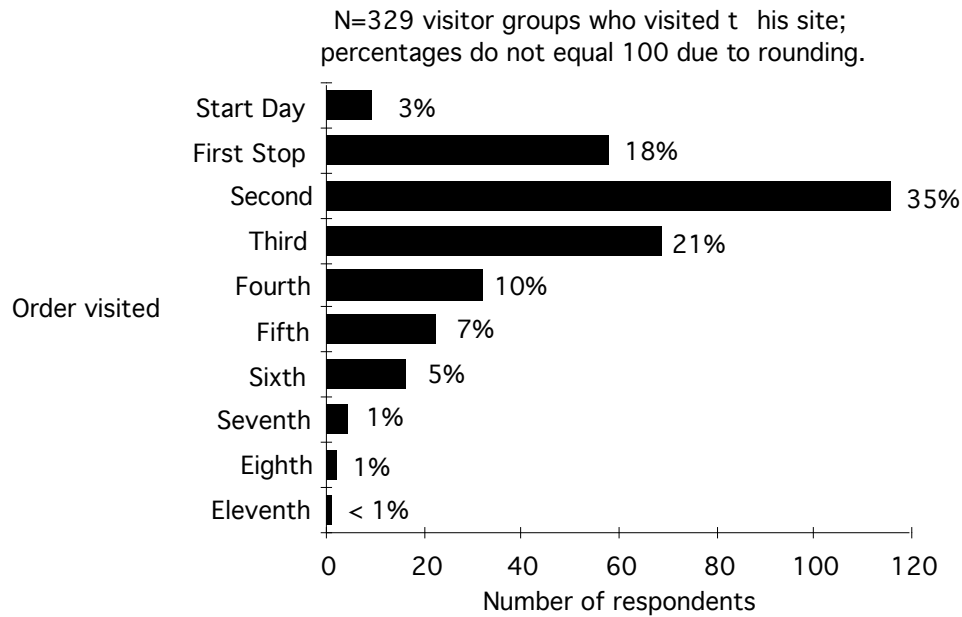


Figure 21: Order in which visitors stopped at Canyon on Day 1

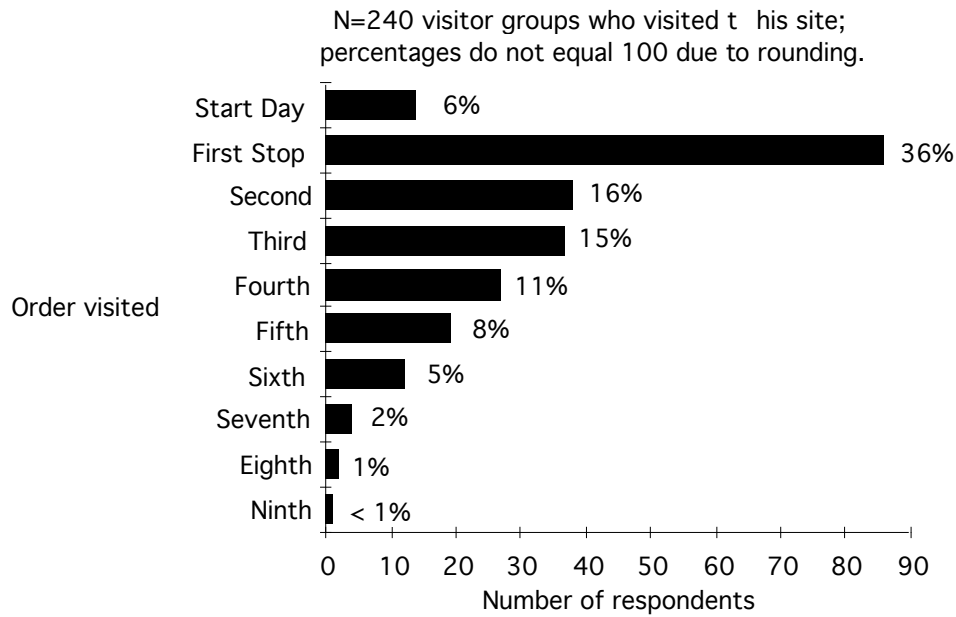


Figure 22: Order in which visitors stopped at Fishing Bridge on Day 1

## F. Visitor locations (continued)

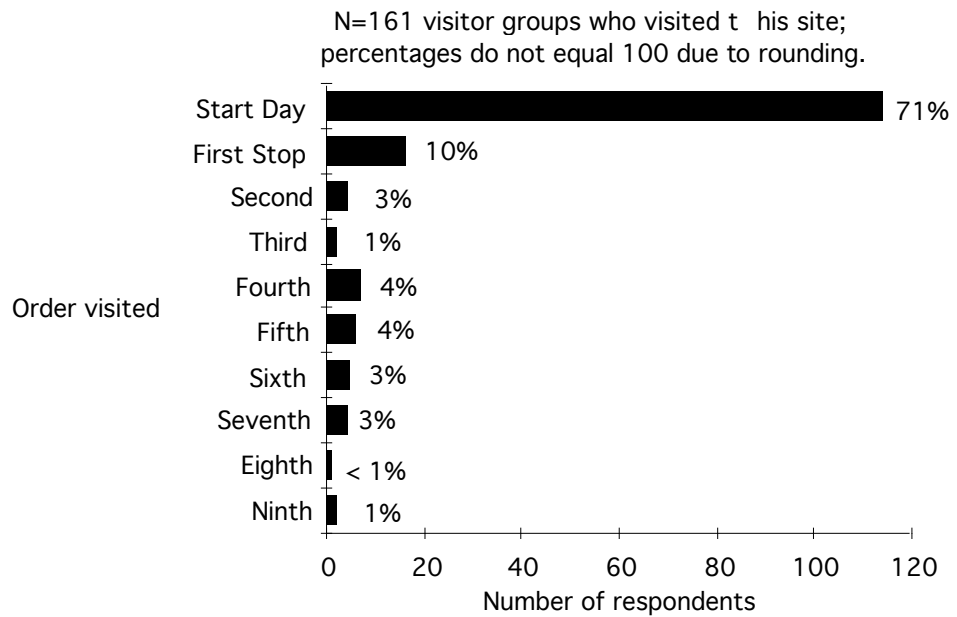


Figure 23: Order in which visitors stopped at Cody on Day 1

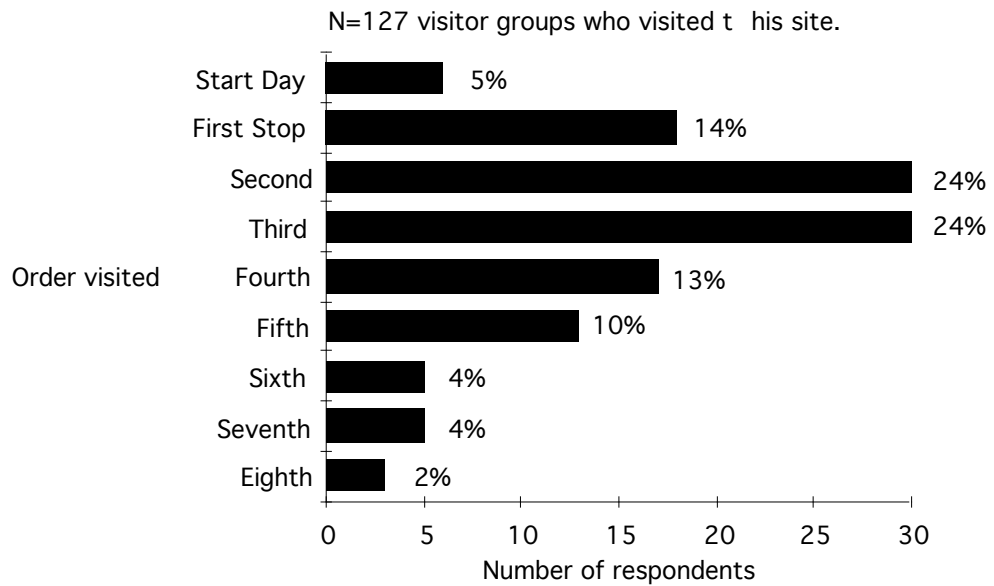


Figure 24: Order in which visitors stopped at Bridge Bay-Lake on Day 1



## F. Visitor locations (continued)

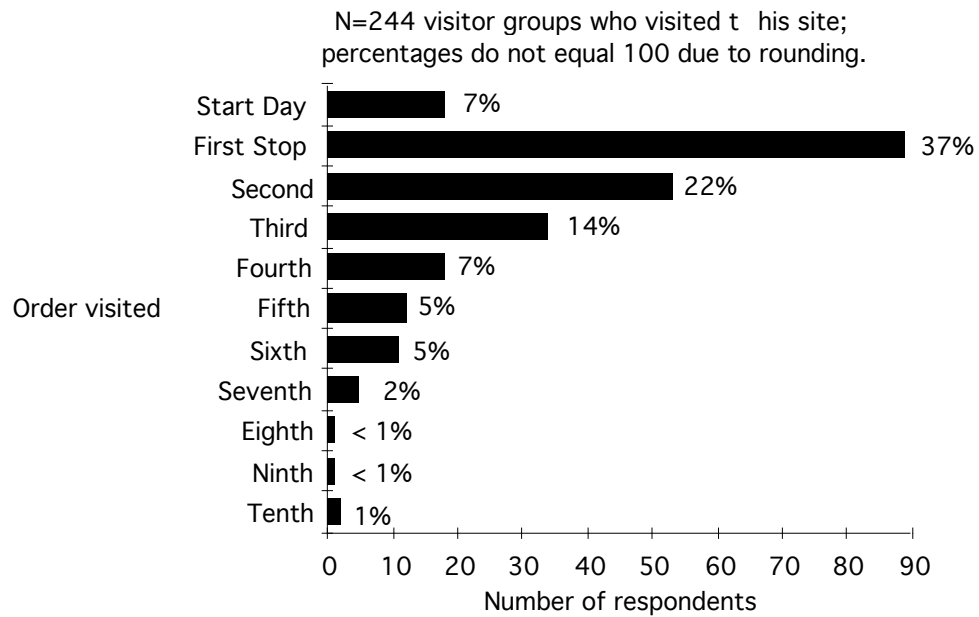


Figure 25: Order in which visitors stopped at Grant Village on Day 1

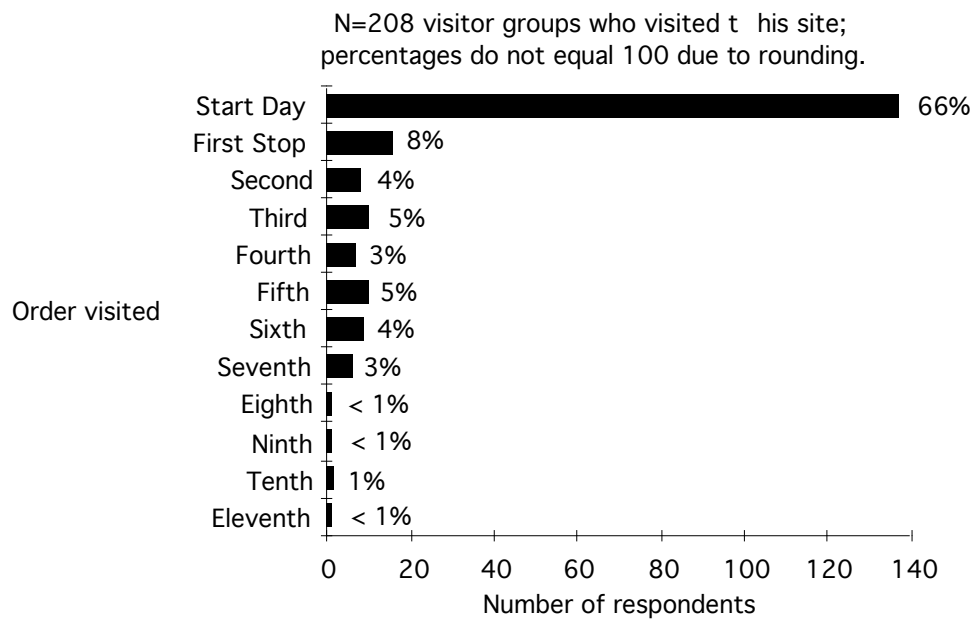


Figure 26: Order in which visitors stopped at Jackson on Day 1

## F. Visitor locations (continued)

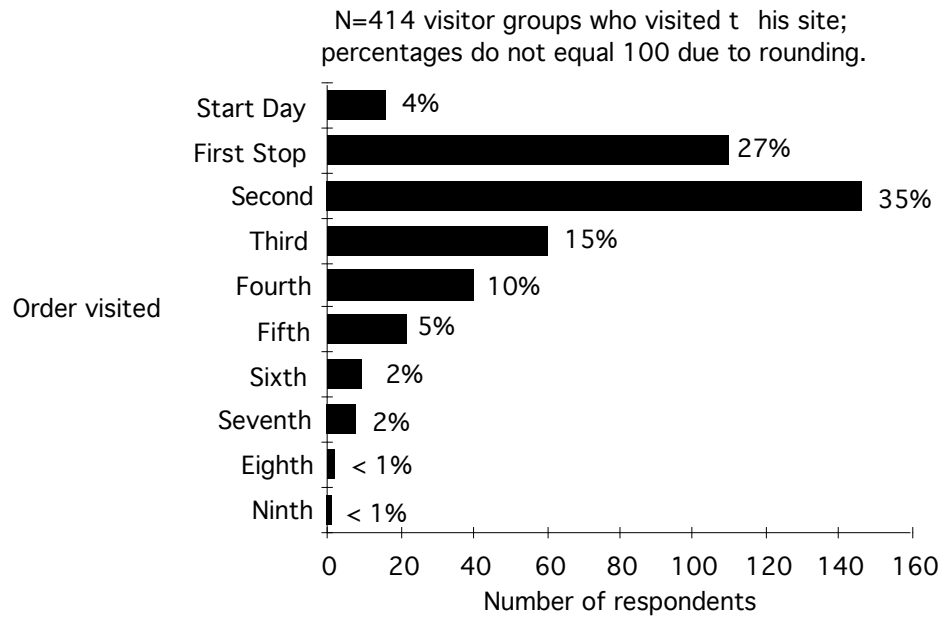


Figure 27: Order in which visitors stopped at Old Faithful on Day 1

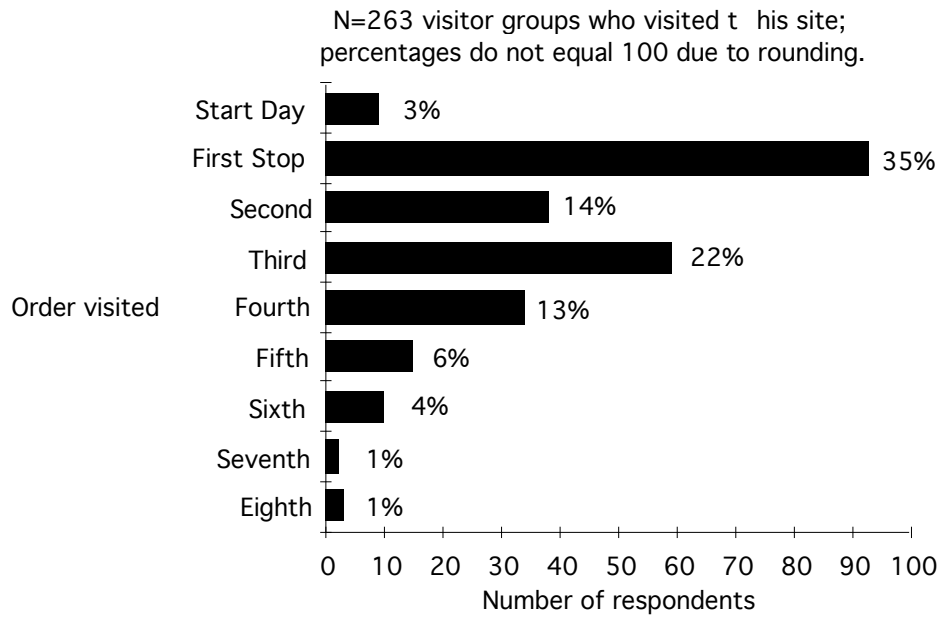


Figure 28: Order in which visitors stopped at Madison on Day 1

## F. Visitor locations (continued)

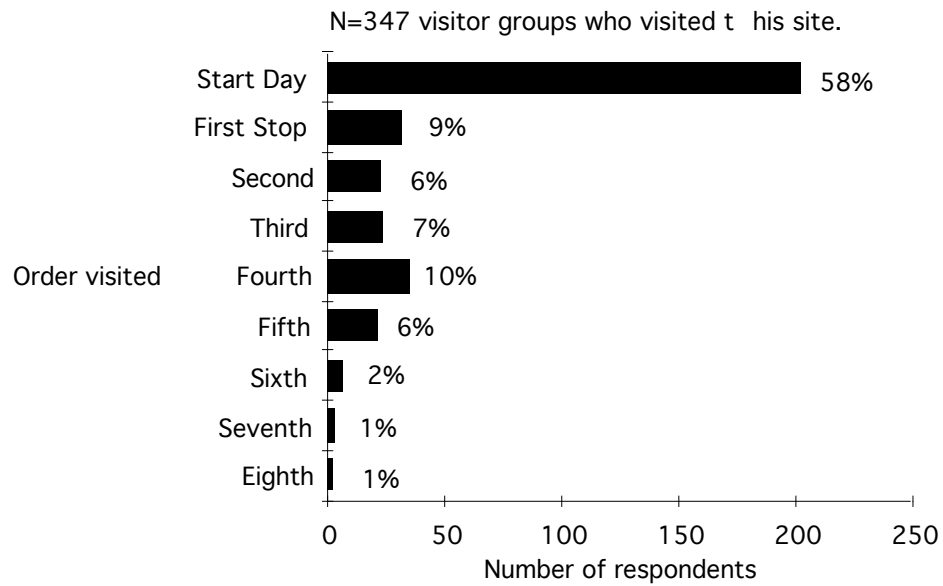


Figure 29: Order in which visitors stopped at West Yellowstone on Day 1

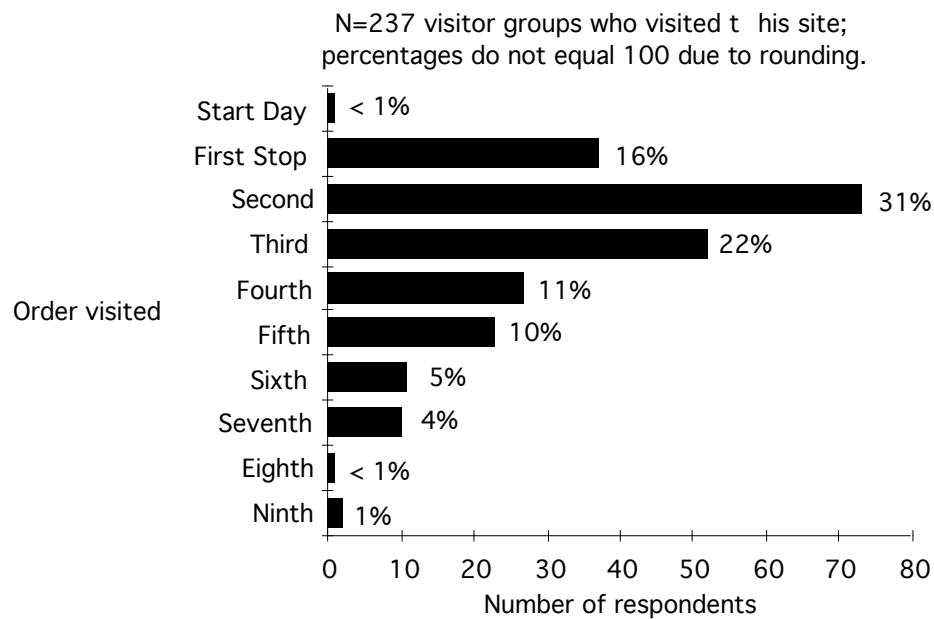
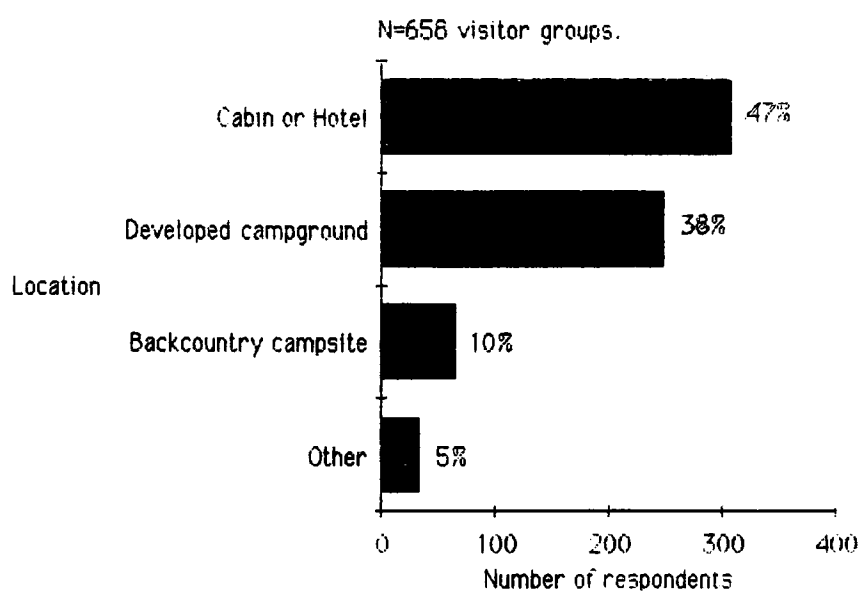


Figure 30: Order in which visitors stopped at Norris on Day 1

### G. Special question 1: Accommodations

The survey asked visitors if they stayed overnight and if so, what type of accommodation they chose. Figure 31 shows that the most common accommodation was cabins or hotels (47%).



**Figure 31: Visitor accommodations in the Yellowstone area**

## H. Special question 2: Visitor origins on their arrival day

The survey asked visitors to identify in which state and in what community they travelled from on the day that they arrived in Yellowstone. Table 3 shows that Wyoming (44%) and Montana (39%) were the two most common origins on their day of arrival. Table 4 shows that the communities of Cody, West Yellowstone and Jackson were the most common origins.

**Table 3: State of visitor origin on arrival day**

N = 780 visitor groups

State	Number of respondents	%
Wyoming	340	44
Montana	303	39
Idaho	70	9
Utah	38	5
Others	< 8 respondents per state	3

H. Special question 2 (continued)

Table 4: Place of visitor origin on arrival day

N = 797 visitor groups;  
percentages do not equal 100 due to rounding.

Community	Number of respondents	%
Cody	99	12
West Yellowstone	88	11
Jackson	81	10
Gardiner	43	5
Red Lodge	27	3
Bozeman	26	3
Billings	24	3
Jackson Hole	19	2
Cooke City	17	2
Livingston	16	2
Salt Lake City	16	2
Colter Bay Village	13	2
Idaho Falls	11	1
Grand Teton National Park	11	1
Island Park	10	1
Dubois	10	1
Missoula	9	1
Ogden	8	1
Morgan Junction	7	1
Gillette	7	1
Butte	7	1
Pocatello	6	1
Montpelier	6	1
< 6 visitor groups	335	42

### **I. Special question 3: Visitor destinations for their day of departure**

The survey asked visitors to name the state and the community they planned to travel to on the day that they departed Yellowstone. Table 5 shows that Wyoming (43%) and Montana (27%) were the most common states to which visitors planned to travel. Table 6 shows that the communities of Jackson and Cody were the two most common destination places, composing 21% of all destinations.

**Table 5: Visitor destination states on their departure day**

N = 785 visitor groups

<b>State</b>	<b>Number of respondents</b>	<b>%</b>
Wyoming	338	43
Montana	211	27
Idaho	89	11
Utah	61	8
Colorado	21	3
South Dakota	18	2
Washington	15	2
Others	< 8 respondents per state	4

I. Special question 3 (continued)

Table 6: Visitor destination places on their departure day

N = 797 visitor groups;  
percentages do not equal 100 due to rounding.

Community	Number of respondents	%
Jackson	94	12
Cody	70	9
Grand Teton National Park	33	4
Billings	30	4
Salt Lake City	28	4
Bozeman	26	3
Idaho Falls	20	3
Jackson Hole	20	3
West Yellowstone	19	2
Livingston	17	2
Helena	14	2
Rock Springs	12	2
Butte	10	1
Denver	10	1
Dubois	9	1
Pocatello	9	1
Colter Bay Village	9	1
Gardiner	8	1
Great Falls	8	1
Thermopolis	7	1
Twin Falls	7	1
Sheridan	7	1
Casper	7	1
Gillette	7	1
Island Park	7	1
Ogden	6	1
Glacier National Park	6	1
Rapidaty	6	1
< 6 visitor groups	284	36



#### J. Special question 4: Visitor timing of travel route decisions

The survey asked visitors when they had made their decision to take an entrance route into and exit route out of Yellowstone. Figure 32 shows that 68% of visitor groups had made their decision as to entrance prior to their leaving home. Similarly, Figure 33 shows that half of the visitor groups (56%) also had already decided about their departure route prior to leaving home, while 25% made their decision while they were at Yellowstone.

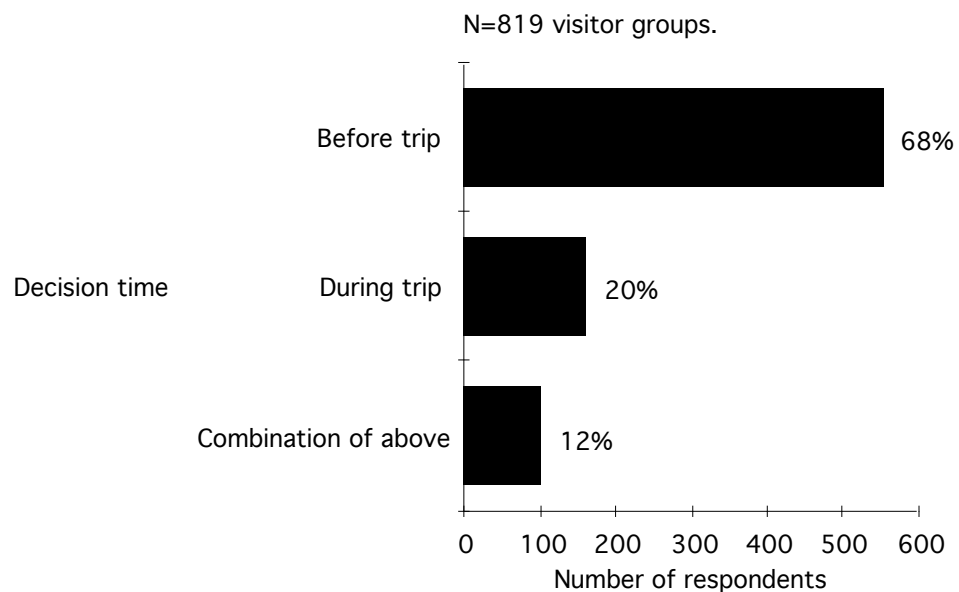


Figure 32: Timing of visitor decisions regarding their arrival routes

J. Special question 4 (continued)

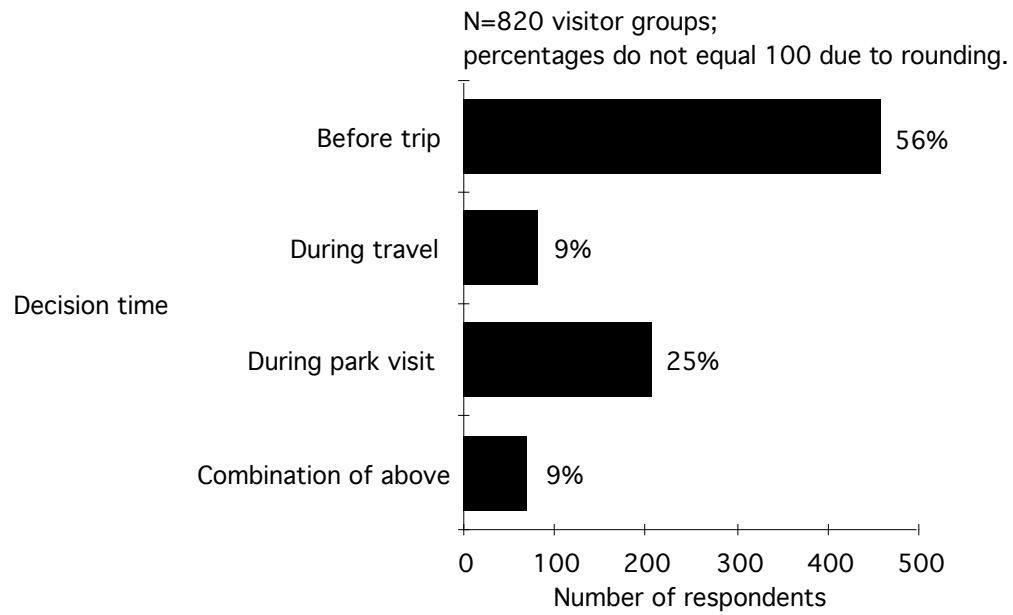


Figure 33: Timing of visitor decisions regarding their departure routes

## **K. Special question 5: Visitor ratings of service importance and quality**

The survey asked visitors to indicate the importance of ten services and if used, to rate each service's quality. Figure 34 indicates each service's average rating for both importance and quality. There are four quadrants shown, each of which locates the services according to their levels of importance and quality. Services located in quadrant: I - are of greater importance and lower quality; II - greater importance and higher quality; III - lesser importance and lower quality; IV - lesser importance and higher quality.

A five point scale was provided for visitors to rate the importance of services: 1 = extremely important, 2 = very important, 3 = moderately important, 4 = somewhat important and 5 = not important. Figures 35-44 show several services were rated from very to extremely important: information and direction signs (90%), park information (80%), roadside pullouts and turnarounds (78%), driving conditions (76%) and restrooms (71%). Services rated the least important were boating facilities, store number and variety, ranger-led walks and talks, and handicapped access.

Similarly, a five point scale was provided for visitors to rate the quality of services: 1 = very good, 2 = good, 3 = average, 4 = poor, 5 = very poor. Figures 45-54 show the visitor ratings of these services' quality. Services rated from good to very good included park information (83%), information and direction signs (80%), roadside pullouts and turnarounds (77%), ranger-led walks and talks (74%), medical services (72%), handicapped access (71%) and restrooms (69%).

H. Special question 5 (continued)

Services with lower quality ratings included driving conditions, boating facilities, and store number and variety.

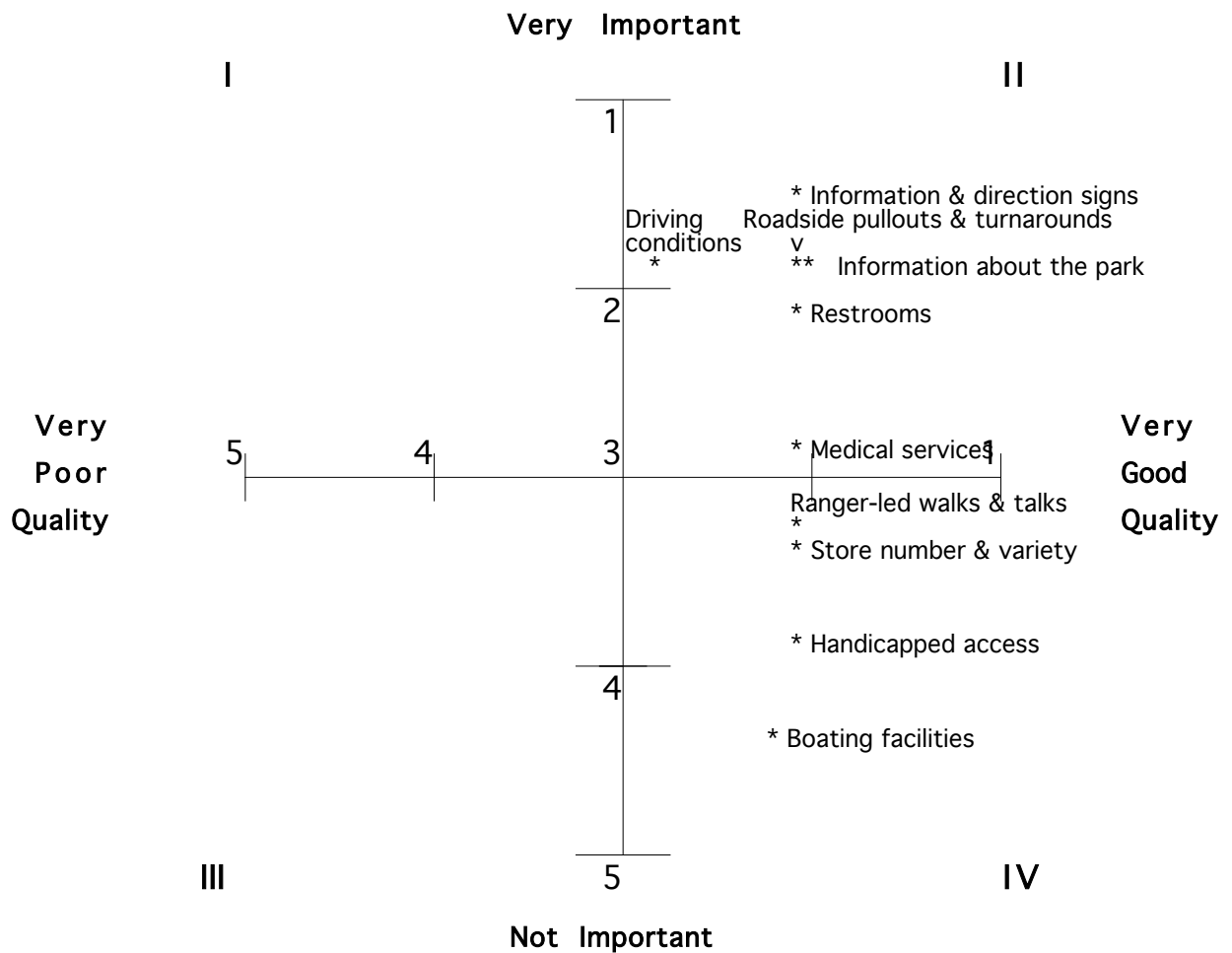


Figure 34: Visitor ratings of service importance and quality

#### H. Special question 5 (continued)

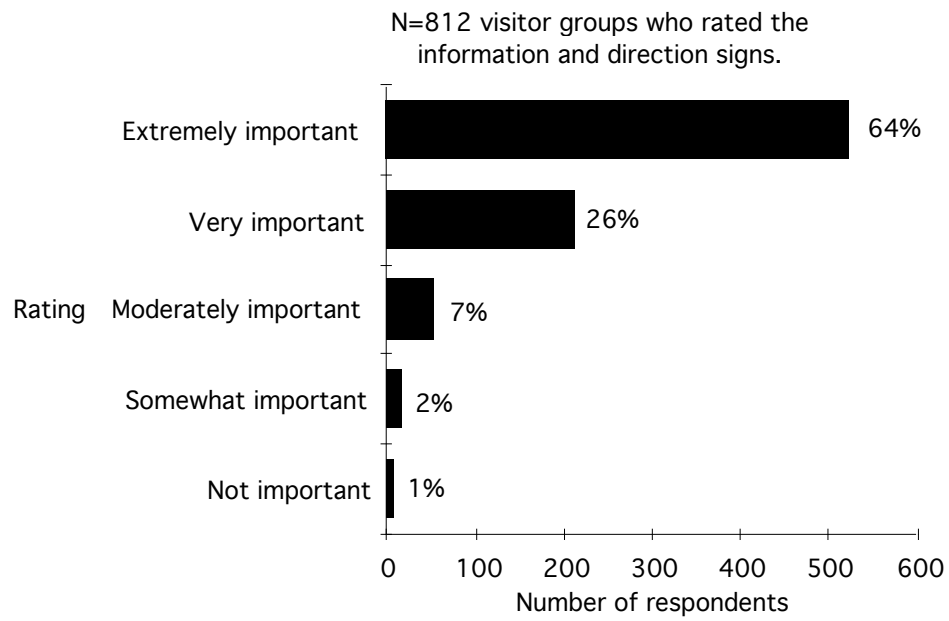


Figure 35: Importance ratings of information and direction signs

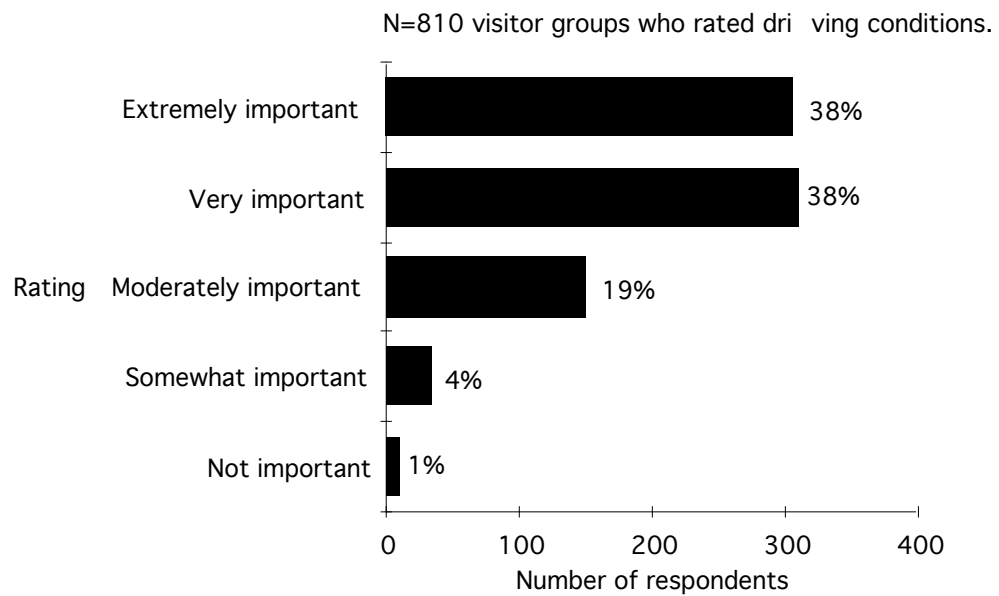


Figure 36: Importance ratings of driving conditions

#### H. Special question 5 (continued)

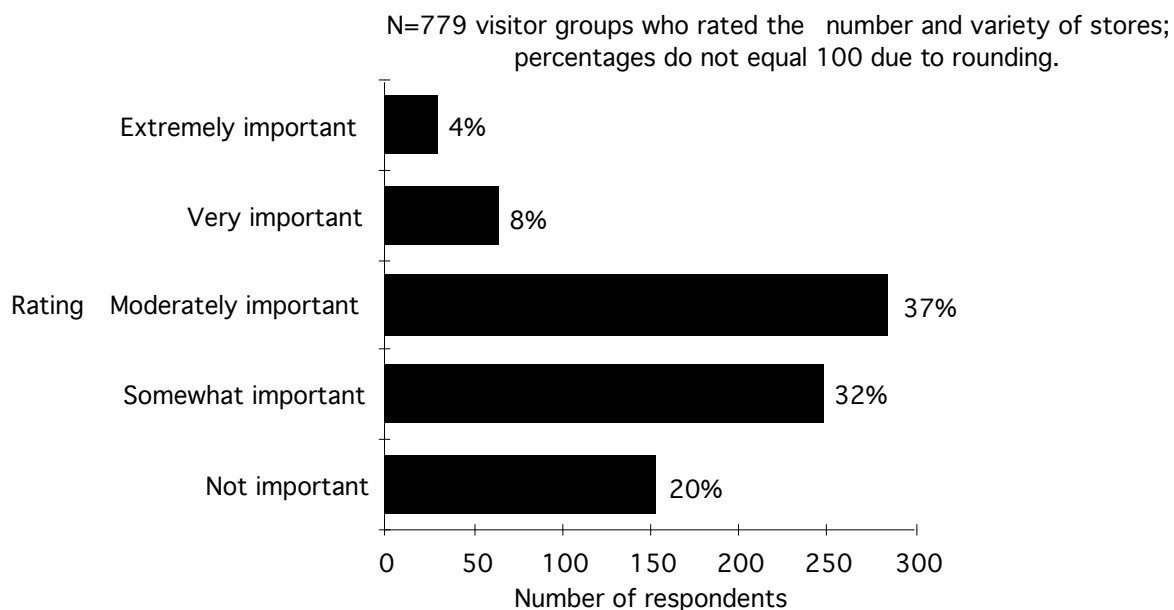


Figure 37: Importance ratings of store number and variety

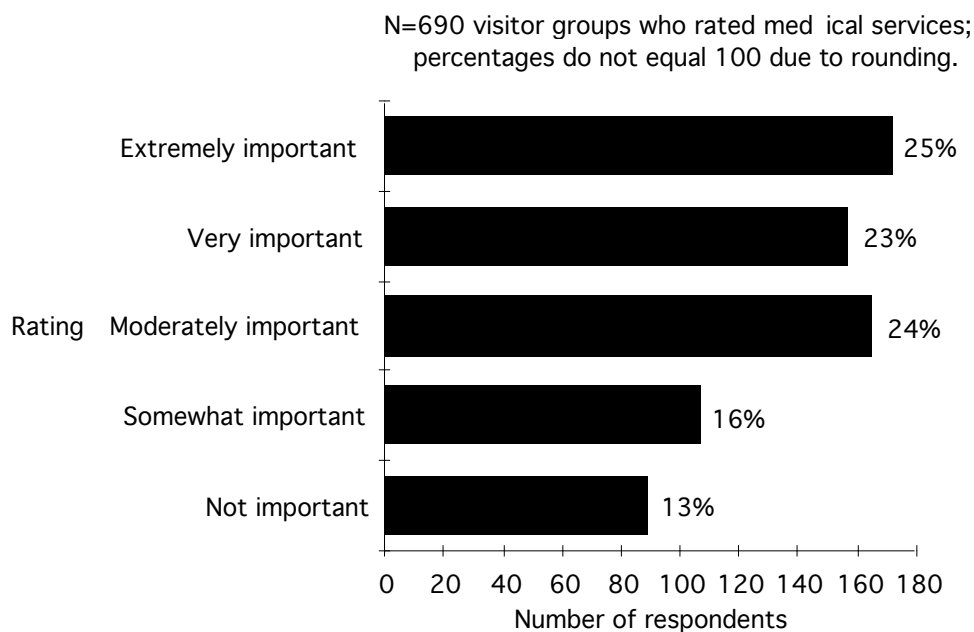


Figure 38: Importance ratings of medical services

## H. Special question 5 (continued)

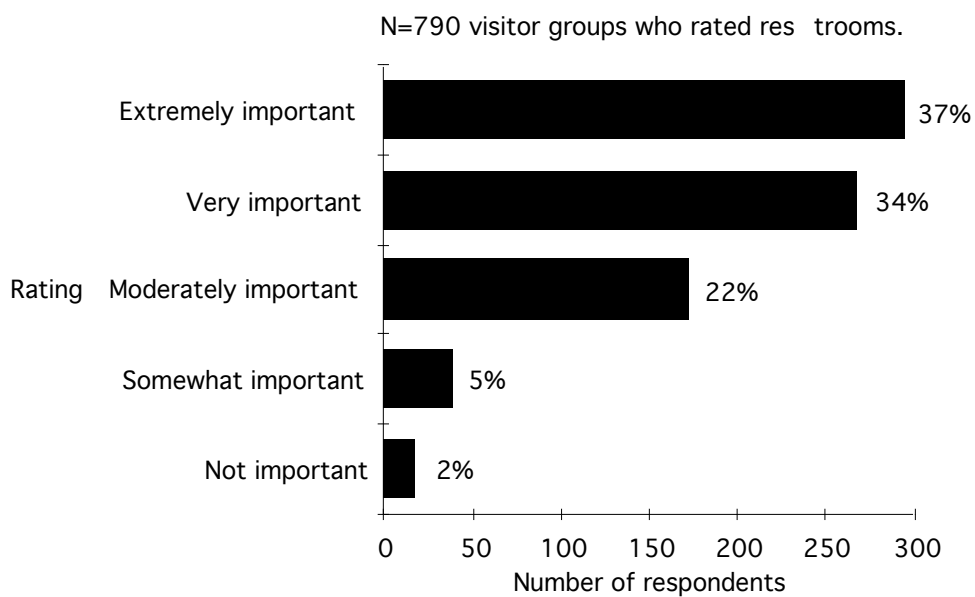


Figure 39: Importance ratings of restrooms

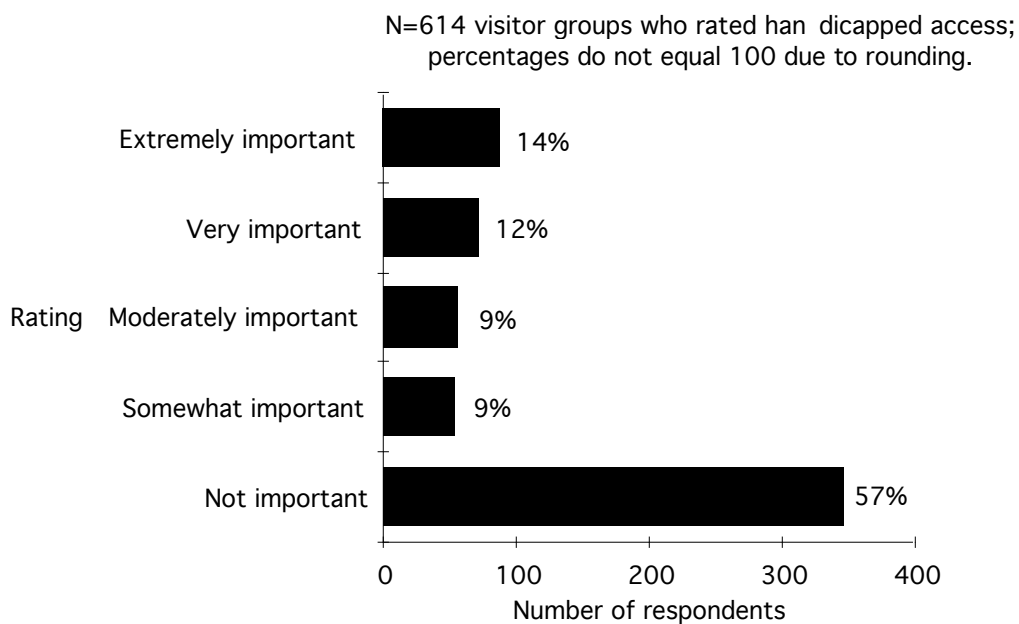


Figure 40: Importance ratings of handicapped access

#### H. Special question 5 (continued)

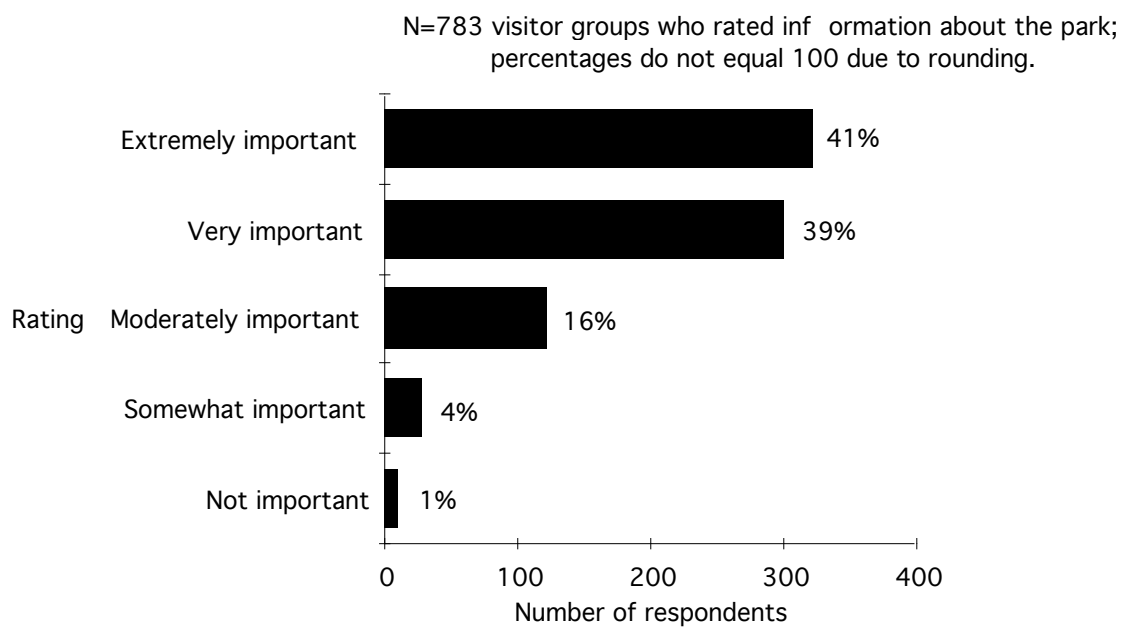


Figure 41: Importance ratings of park information

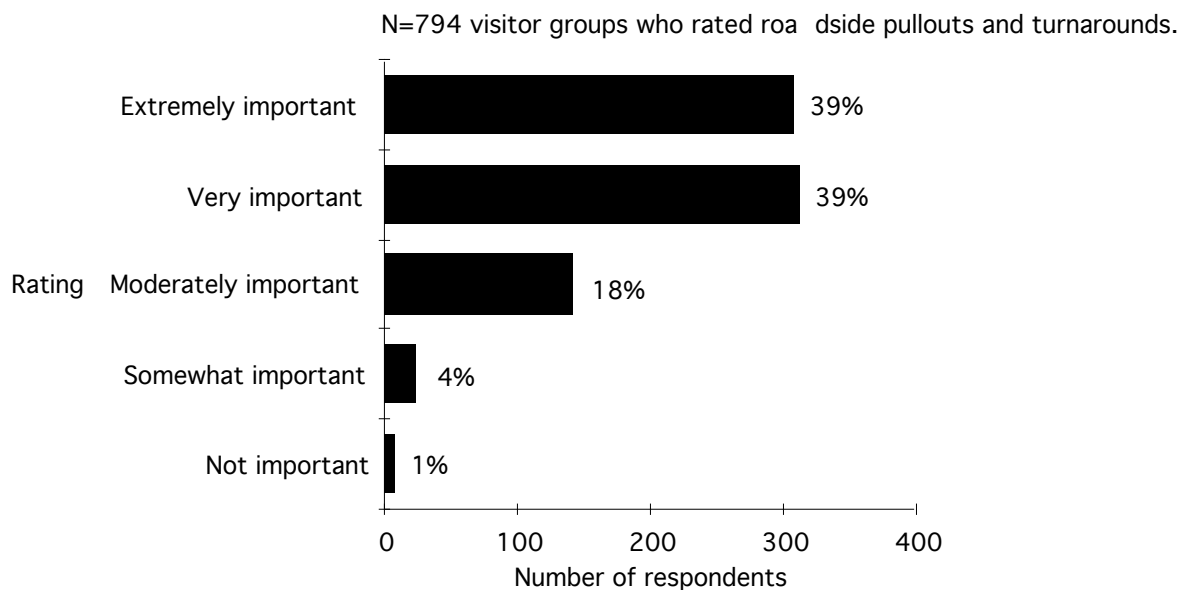


Figure 42: Importance ratings of pullouts and turnarounds



#### H. Special question 5 (continued)

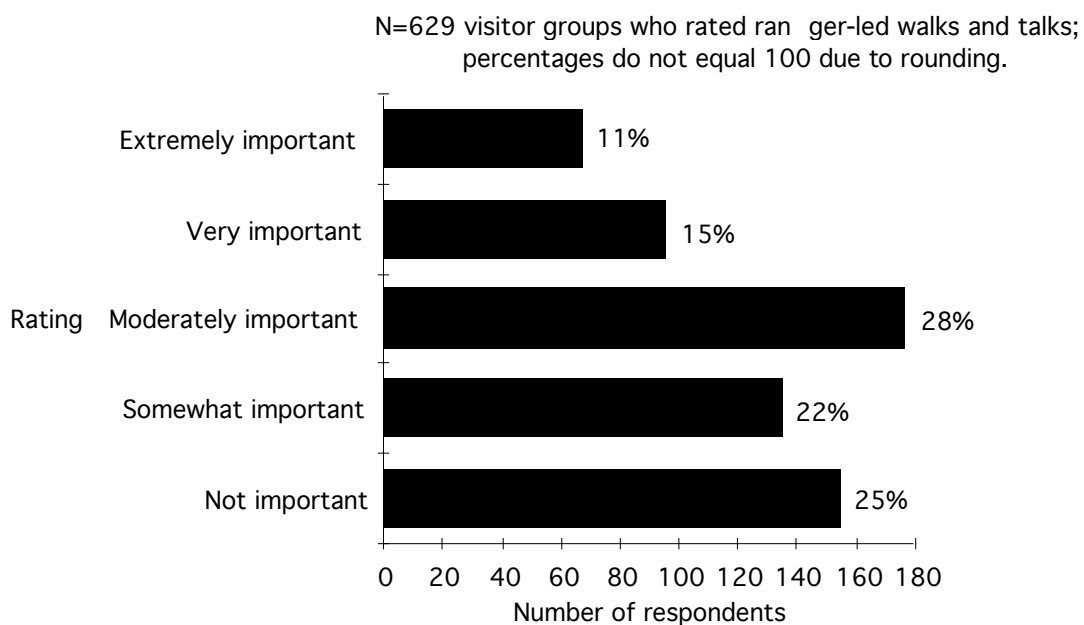


Figure 43: Importance ratings of ranger-led walks and talks

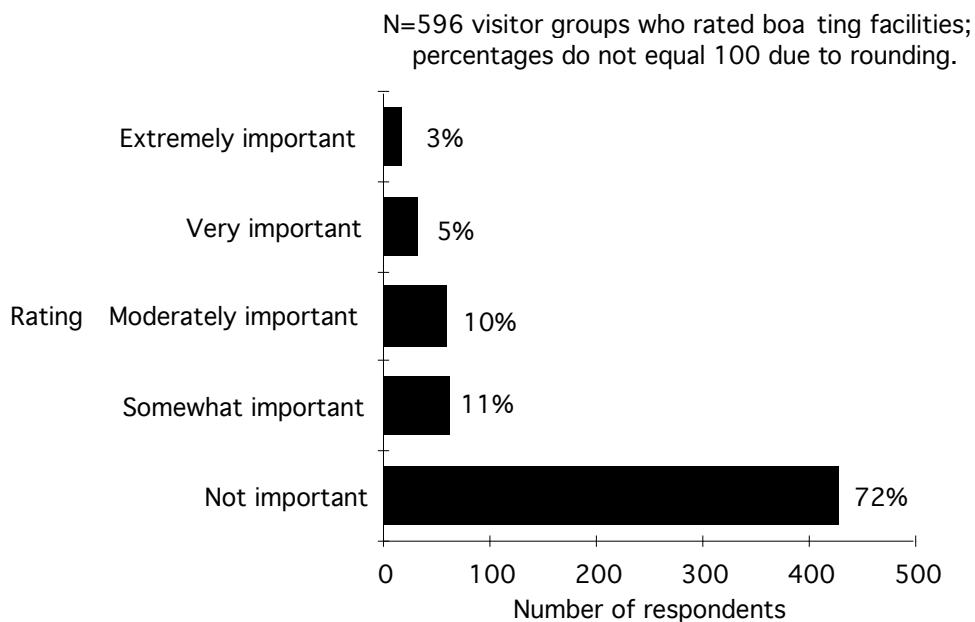


Figure 44: Importance ratings of boating facilities

#### H. Special question 5 (continued)

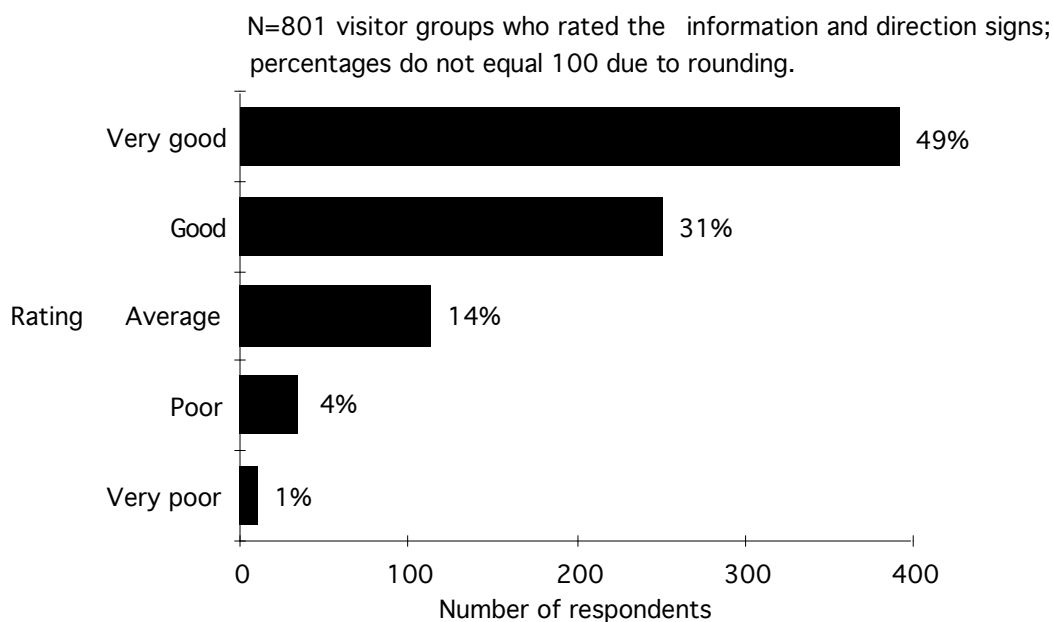


Figure 45: Quality ratings of information and direction signs

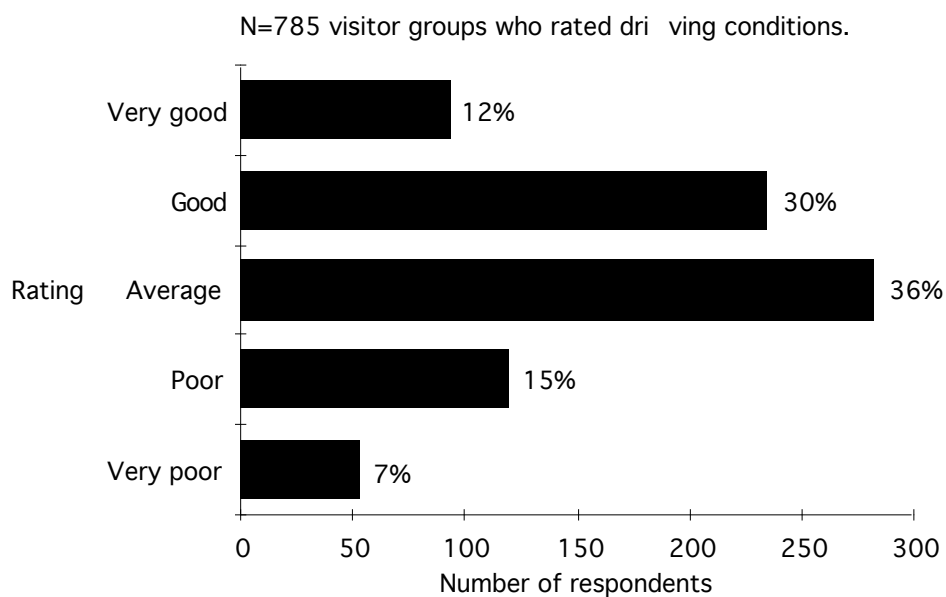


Figure 46: Quality ratings of driving conditions

#### H. Special question 5 (continued)

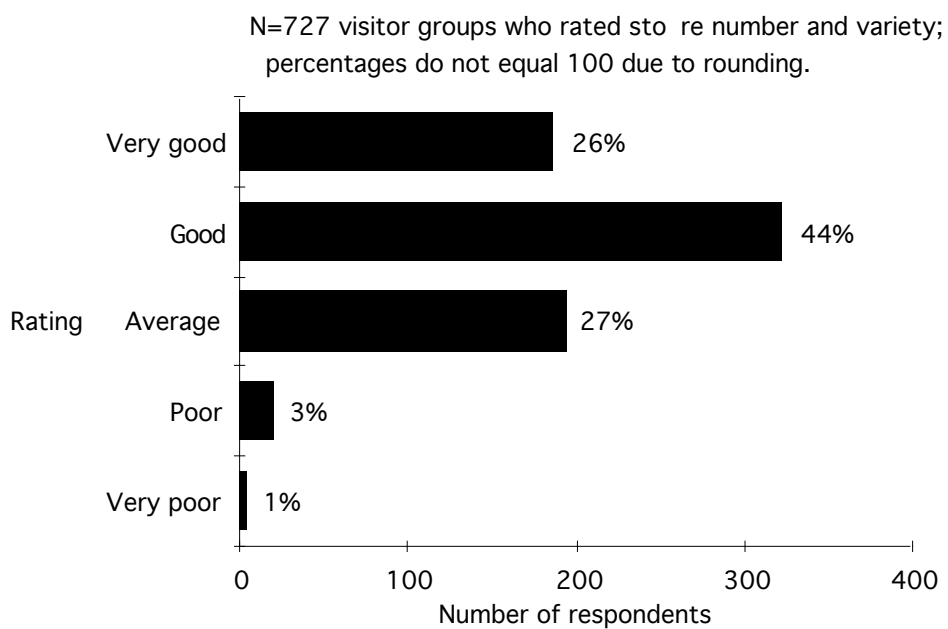


Figure 47: Quality ratings of store number and variety

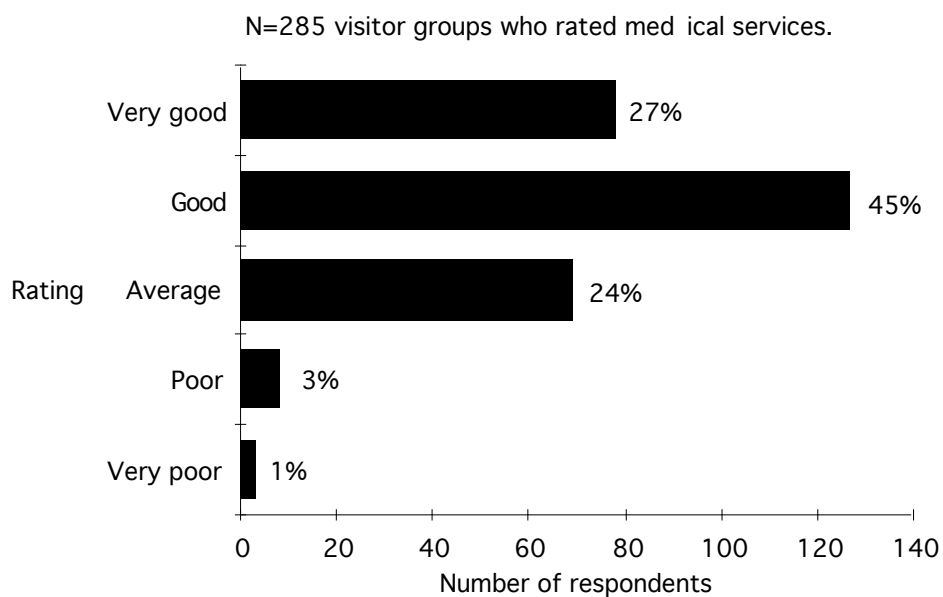


Figure 48: Quality ratings of medical services

## H. Special question 5 (continued)

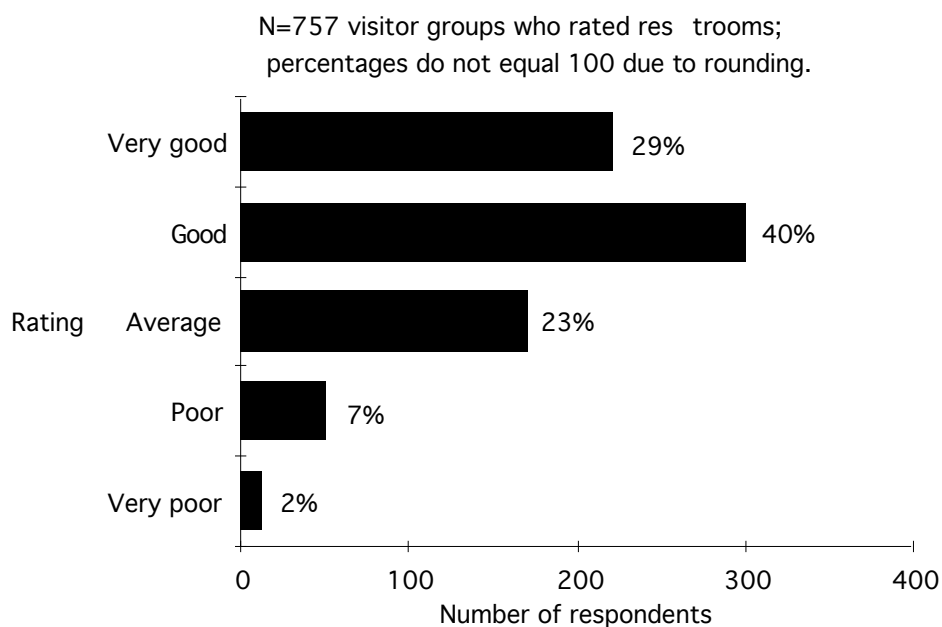


Figure 49: Quality ratings of rest rooms

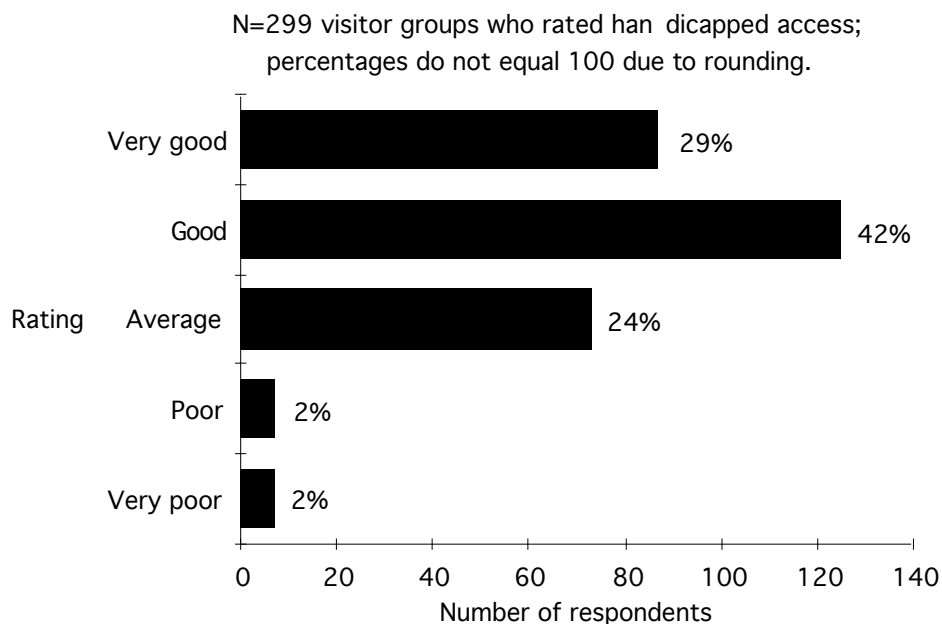


Figure 50: Quality ratings of hand icapped access

#### H. Special question 5 (continued)

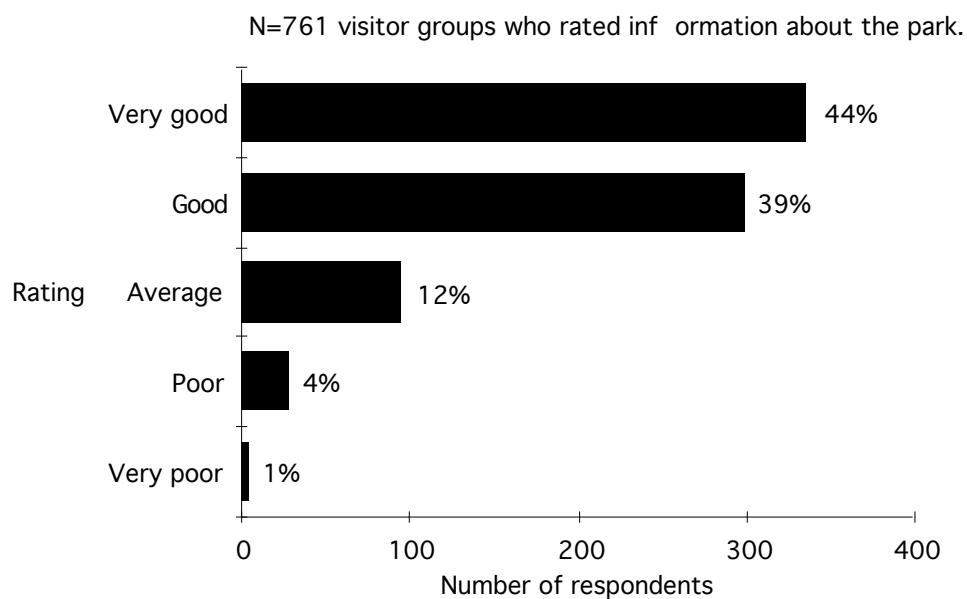


Figure 51: Quality ratings of park information

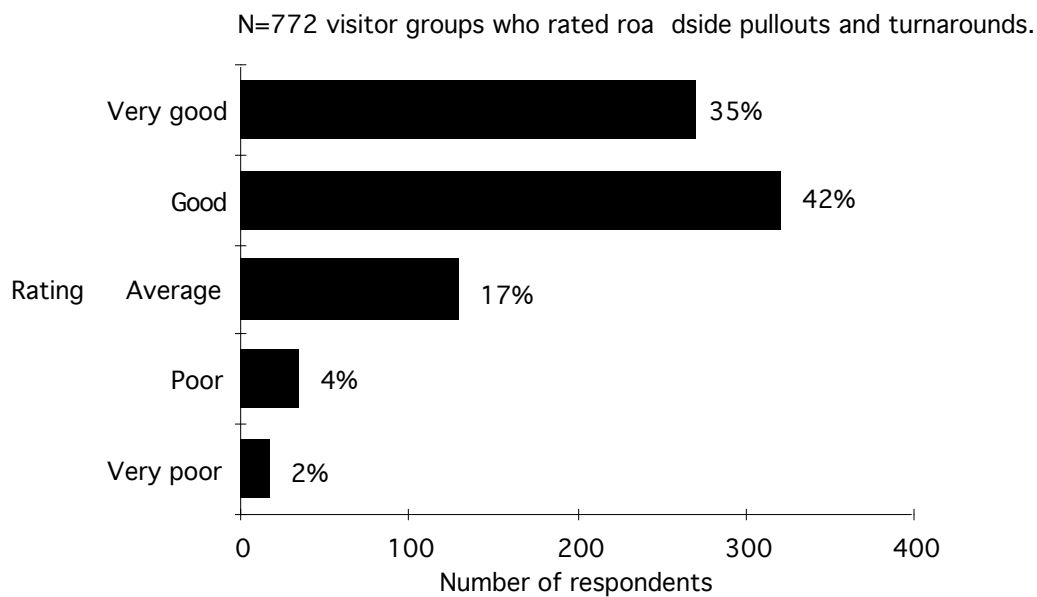


Figure 52: Quality ratings of roadside pullouts and turnarounds

#### H. Special question 5 (continued)

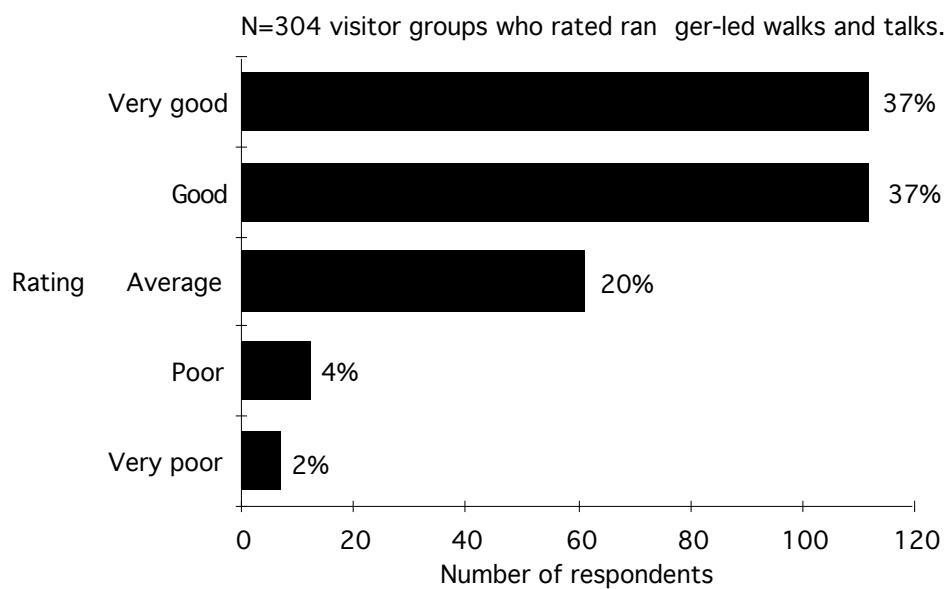


Figure 53: Quality ratings of ranger-led walks and talks

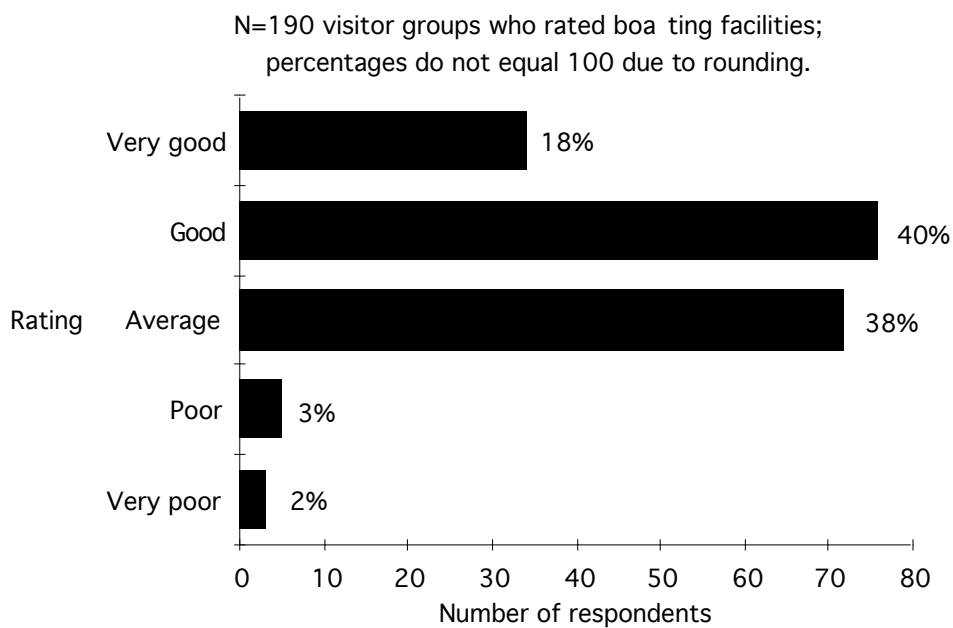


Figure 54: Quality ratings of boating facilities

## **I. Summary of visitor comments - Introduction**

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

## I. Summary of visitor comments (continued)

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

Comment	Number
GENERAL IMPRESSIONS OF PARK	[622]
Enjoyed visit	196
Beautiful or exceptionally scenic	96
Would like or plan to visit again	59
Well maintained	26
Needed or wished we had more time	23
Clean	20
Keep park as natural or primitive as possible	18
Too crowded	12
Weather poor	11
Well manage or well organized	10
Will recommend to others	10
Commercialism in or around park disappointing	9
Avoid additional commercialization	9
Park is important national or international resource	9
Did not enjoy visit – return doubtful	8
Visit interesting or informative	8
Support services or accommodations high quality	7
Lack of accommodations or campsites forced early departure	6
Limit number of people or vehicles entering park	6
Access and facilities for handicapped or elderly inadequate	5
Prices too high	5
Other	69
INTERPRETIVE FACILITIES AND PROGRAMS	[101]
<u>Visitor Center</u>	(6)
<u>Ranger-led Tours</u>	(7)
<u>Message content and delivery</u>	(84)
Newspaper not useful – need better map and brochure for distribution at park entrance	25
Information or programs useful or informative	10
Information on maps inaccurate or lacking	9
Need more information at park entrances (especially to help plan visit)	9
Other	31

\*N = 1613 responses. Most visitors made more than one comment.



## I. Summary of visitor comments (continued)

<u>Miscellaneous</u>	(4)
OTHER FACILITIES	[502]
<u>Roads</u>	(315)
Roads in poor condition or in need of repair	124
Directional road signing inadequate (especially around Old Faithful)	28
Need to prevent people from stopping vehicles in the middle of the road	25
Need more pullouts or wider shoulder so people can pull over without blocking traffic	17
Signs for pullouts and turns too close to turnoff to be used safely	15
Need separate bike lane	12
Widen roads	11
Require slow moving vehicles to yield or use pullouts	7
Roads caused damage to vehicle	6
Slow moving or oversized vehicles hazardous or troublesome	5
Other	65
<u>Trails</u>	(14)
<u>Signing</u>	(12)
Trail head signing inadequate	6
Other	6
<u>Camping and Campgrounds</u>	(116)
Need more campgrounds or campsites	22
Need showers (especially tent campgrounds)	8
Campgrounds are poorly designed (lack privacy, not rustic, etc.)	7
Need better information on campsite availability at entrance stations	7
Keep RV's and tents separate (RV's too noisy)	6
Campsites difficult to find	5
Do not close Fishing Bridge	5
Clean or well maintained	5
Other	51
<u>Restrooms</u>	(18)
Dirty and poorly maintained	8
Other	10
<u>Miscellaneous</u>	(27)
Need more shower facilities	9
Showers too expensive	5
Other	13

## I. Summary of visitor comments (continued)

CONCESSIONS	[87]
<u>Lodging</u> (hotels, cabins)	(33)
Amount of lodging inadequate	6
Other	27
<u>Food Service and Restaurants</u>	(31)
Food and service high quality	10
Food of poor quality	7
Expensive or portions inadequate	7
Other	7
<u>Stores</u>	(23)
PERSONNEL	[66]
Park employees (NPS and concessionaire) friendly or helpful	34
NPS employees friend or helpful	21
Other	11
NATURAL FEATURES	[198]
<u>Wildlife</u>	(171)
Enjoyed viewing	53
Would like to have seen more (especially bears)	47
More should be done to discourage or prevent visitors from harassing wildlife	12
Disagree with certain aspects of park wildlife policy	9
Fishing poor or deteriorating	6
Need more information on where and when wildlife likely to be seen	5
Other	39
<u>Other features</u>	(27)
Enjoyed geysers or other thermal features	6
Enjoyed wildflowers	6
Enjoyed Old Faithful	6
Other	9
ACTIVITIES	[12]
MISCELLANEOUS	[25]

## MENU FOR FURTHER ANALYSIS

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

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

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

### Menu for further analysis (continued)

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

## SAMPLE

Visitor Services Project  
Analysis Order Form--Report 15 (Yellowstone)

Date of request: \_\_\_\_\_  
Person requesting analysis: \_\_\_\_\_  
Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor mapping survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparison analyses.

1. Group size
2. Group type
3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day
8. Length of stay
9. Activity
10. Site visited
11. Total expenses

12. Lodging expenses
13. Travel expenses
14. Food expenses
15. Other expenses
16. Accommodation
17. Day start place
18. Day destination
19. Arrival decision
20. Departure decision
21. Service importance
22. Service quality

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

Variable	by	Variable
<u>Group Type</u>	by	<u>Service Importance</u>
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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

Group Type	by	Activity	by	Site visited
_____	by	_____	by	_____
_____	by	_____	by	_____
_____	by	_____	by	_____

3. Special Instructions

It may be helpful to know what format you need, the purpose for the information, and so forth.

Visitor Services Project  
Analysis Order Form--Report 15 (Yellowstone)

Date of request: \_\_\_\_/\_\_\_\_/\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor mapping survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

1. Group size
2. Group type
3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day
8. Length of stay
9. Activity
10. Site visited
11. Total expenses
12. Lodging expenses
13. Travel expenses
14. Food expenses
15. Other expenses
16. Accommodation
17. Day start place
18. Day destination
19. Arrival decision
20. Departure decision
21. Service importance
22. Service quality

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

Variable

Variable

\_\_\_\_\_ by  
\_\_\_\_\_ by  
\_\_\_\_\_ by  
\_\_\_\_\_ by  
\_\_\_\_\_ by  
\_\_\_\_\_ by

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

\_\_\_\_\_by\_\_\_\_\_by\_\_\_\_\_

\_\_\_\_\_by\_\_\_\_\_by\_\_\_\_\_

\_\_\_\_\_by\_\_\_\_\_by\_\_\_\_\_

3. Special Instructions

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843

## APPENDICES

### **Appendix A: Questionnaire**



10-38  
(March 1980)

RETURN IF NOT DELIVERED  
UNITED STATES  
DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

OFFICIAL BUSINESS

POSTAGE AND FEES PAID  
U.S. DEPT. OF THE INTERIOR  
INT-417



Postage and Fees Paid

Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range  
Sciences  
University of Idaho  
Moscow, Idaho 83843

## **Publications of the Visitor Services Project**

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

<u>Report #</u>	<u>Title</u>
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, 1984.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5.	North Cascades National Park Service Complex, 1985.
6.	Crater Lake National Park, 1986.
7.	Gettysburg National Military Park, 1987.
8.	Independence National Historical Park, 1987.
9.	Valley Forge National Historical Park, 1987.
10.	Colonial National historical Park, 1988.
11.	Grand Teton National Park, 1988.
12.	Harpers Ferry National Historical Park, 1988.
13.	Mesa Verde National Park, 1988.
14.	Shenandoah National Park, 1988.
15.	Yellowstone National Park, 1988.
16.	Independence National Historical Park: Four Seasons Study, 1988.
17.	Glen Canyon National Recreation Area, 1989.
18.	Denali National Park and Preserve, 1989.
19.	Bryce Canyon National Park, 1989.
20.	Craters of the Moon National Monument, 1989.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.