



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

Visitor Services Project



Great Smoky Mountains National Park Visitor Study

Summer 2008



University of Idaho

Park Studies Unit
Visitor Services Project
Report 205



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February 2009

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Eleonora Papadogiannaki is a research assistant with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. Douglas Eury, a park planning and management consultant, oversaw the survey fieldwork. We thank the staff and volunteers of Great Smoky Mountains National Park for assisting with the survey, and David Vollmer and Yanyin Xu for their technical assistance.

**Visitor Services Project
Great Smoky Mountains National Park
Report Summary**

- This report describes the results of a visitor study at Great Smoky Mountains National Park (NP) during June 22-28, 2008. A total of 1,147 questionnaires were distributed to visitor groups. Of those, 748 questionnaires were returned resulting in a 65.2% response rate.
- This report profiles a systematic random sample of Great Smoky Mountains NP. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Thirty-eight percent of visitor groups were in groups of two and 46% were in groups of four or more. Seventy-eight percent of visitor groups were in family groups.
- United States visitors comprised 98% of total visitors, from Tennessee (14%), Florida (11%), and 37 other states. International visitors represented 2% of total visitation, with 27% from United Kingdom, 22% from Canada, and seven other countries.
- Forty-two percent of visitors were ages 36-65 years, 10% were 66 years or older, and 22% were ages 15 years or younger. Eight percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.
- Fifty-two percent of visitors had visited the park once in their lifetime, while 38% had visited four or more times.
- Twenty-eight percent of visitors had a bachelor's degree and 22% had a graduate degree. Twenty-one percent of visitor groups had an annual household income from \$50,000 to \$74,999. Forty-three percent of visitor groups had two members in their household.
- Prior to this visit, 91% of visitor groups were aware that Great Smoky Mountains NP is a unit of the National Park System.
- Prior to this visit, visitor groups most often obtained information about Great Smoky Mountains NP through previous visits (69%) and friends/relatives/word of mouth (44%). Ten percent of visitor groups did not obtain any information about the park prior to their visit. Sixty-two percent indicated they would prefer to obtain information for a future visit from the Great Smoky Mountains NP website.
- Visiting Great Smoky Mountains NP was the primary reason that brought 45% of visitor groups to the park area, while 19% came to view the mountain scenery.
- Of visitor groups that spent less than 24 hours visiting the park, 55% spent five or more hours. For those who visited for more than one day, 17% spent four days. The average length of stay, including hours and days was 44 hours (1.8 days).
- The most used information services/facilities included park brochure (85%) and the visitor center information desk (58%).
- The most used visitor services/facilities included restrooms (92%) and the trails (66%).
- Most visitor groups (96%) rated the overall quality of services, facilities, and recreational opportunities at Great Smoky Mountains NP as "very good" or "good." One percent of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at
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INTRODUCTION

Ridge upon ridge of forest straddles the border between North Carolina and Tennessee in Great Smoky Mountains National Park. World renowned for its diversity of plant and animal life, the beauty of its ancient mountains, and the quality of its remnants of Southern Appalachian mountain culture, this is America's most visited national park. (Great Smoky Mountains National park, National Park Service, Department of the Interior website: www.nps.gov/grsm, October, 2008).

This report describes the results of a visitor study at Great Smoky Mountains National Park during June 22-28, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of options for cross-references and cross comparisons. These comparisons can be analyzed within parks or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

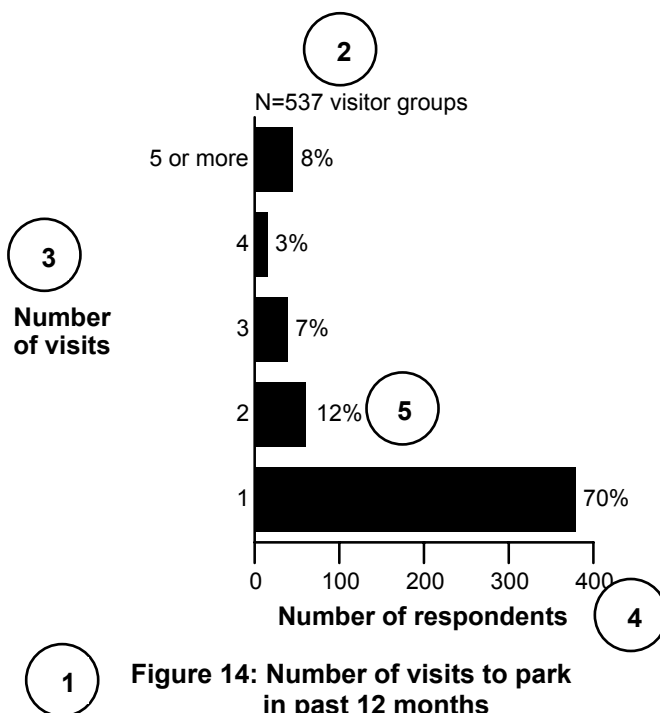
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 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. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 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

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Great Smoky Mountains NP during June 22-28, 2008. During this survey, 1,226 visitor groups were contacted at eight locations and 1,147 of these groups (93.6%) accepted questionnaires. Table 1 shows the number of questionnaires distributed at each location, and the response rate for each location. Questionnaires were completed and returned by 748 visitor groups resulting in a 65.2% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

Table 1: Questionnaire distribution

N₁=number of questionnaires distributed

N₂=number of questionnaires returned

Sampling site	N ₁	% distributed	N ₂	% returned
Cataloochee	29	3	16	1
Cherokee Entrance	348	30	263	23
Cherokee Orchard	30	3	15	1
Deep Creek	60	5	46	40
Gatlinburg Entrance	336	29	195	17
Greenbrier	30	3	17	1
Sugarlands Visitor Center	14	1	9	<1
Townsend Entrance	300	26	187	16
Total	1,147	100	748	99

Questionnaire design

The Great Smoky Mountains NP 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 while others were customized for Great Smoky Mountains NP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Great Smoky Mountains NP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. The individuals was asked for their name, address, and telephone number in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the questionnaire after their visit, and return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address. Replacement questionnaires were mailed to participants who provided valid mailing addresses and who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

<h2>Data Analysis</h2>

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software (SAS) and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of June 22-28, 2008. The results present a 'snapshot-in-time' and 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, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather was mostly sunny days with occasional rain showers. Temperatures were in the 80s and wind speed was up to 17 miles per hour. No special events occurred in the area that would affect the type and amount of visitation to the park.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows insignificant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents group type

Group type	Actual responses	Expected responses	Total surveyed
Alone	36	36	55
Family	576	587	889
Friends	64	63	96
Family and friends	59	48	72
Other	4	5	8
Total	739		1120

Chi-square = 3.29 df = 4 p-value = 0.511

Table 3: Comparison of respondents and non-respondents age and group size

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	734	3.8	380	3.8	0.814
Age	745	49.7	383	43.2	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot that was designated for the respondents (see Appendix 3). Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger Great Smoky Mountains NP visitor population for the duration of the survey period.

RESULTS

Visitor and Group Characteristics

Visitor group size

Question 16a

On this trip, how many people were in your personal group, including yourself?

Results

- 46% of visitors were in groups of four or more (see Figure 1).
- 38% were in groups of two.
- 12% were in groups of three.

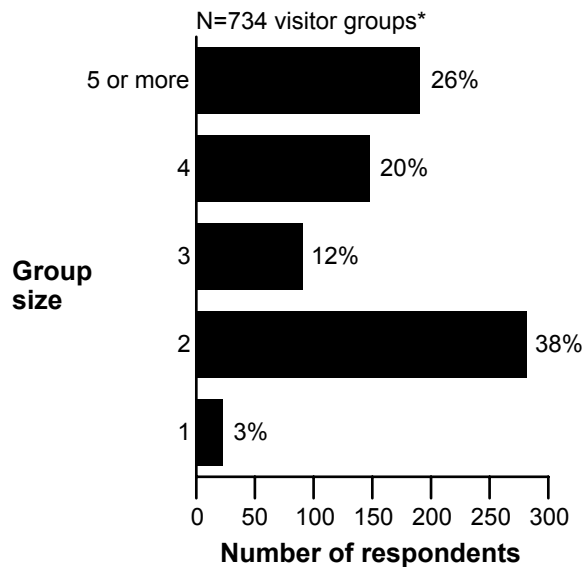


Figure 1: Group size

Visitor group type

Question 18

On this trip, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 78% of visitor groups were made up of family members (see Figure 2).
- 9% were with friends.
- “Other” groups (1%) were:
 - Co-workers
 - Dance competition group
 - Internship with Discover Life in America
 - Church group

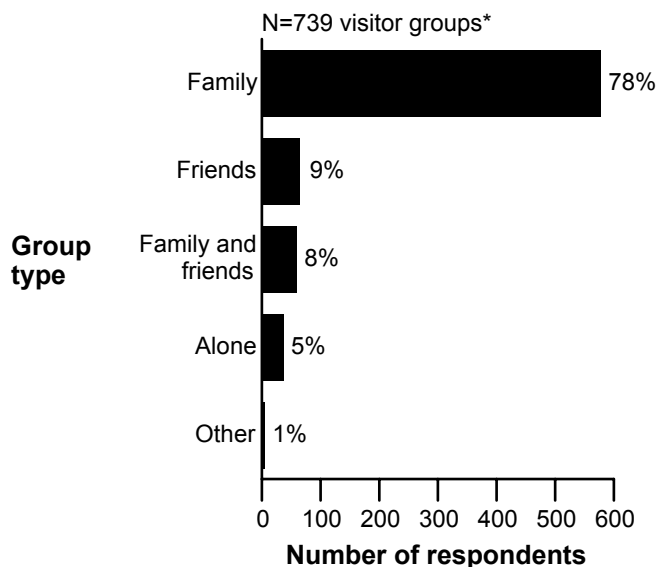


Figure 2: Group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 17a

On this trip, were you and your personal group with a commercial guided tour group?

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

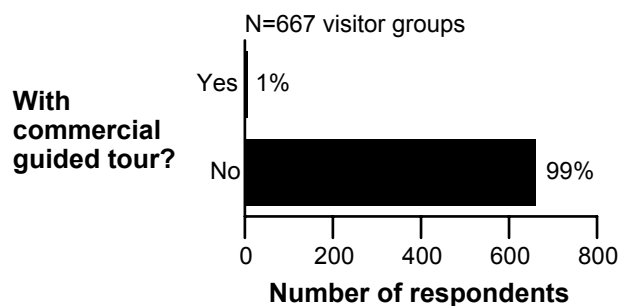


Figure 3: Visitors with a commercial guided tour group

Question 17b

On this trip, were you and your personal group with a school/educational group?

Results

- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

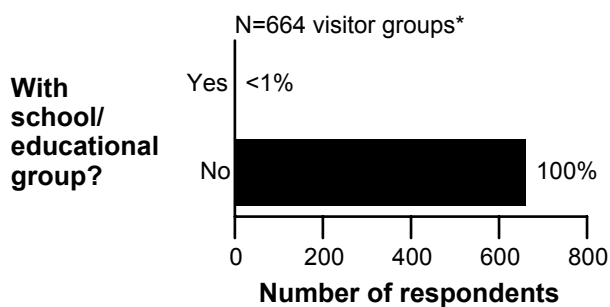


Figure 4: Visitors with a school/educational group

Question 17c

On this trip, were you and your personal group with an other organized group (such as business, church, scout, etc.)?

Results

- 3% of visitor groups were with an other organized group (see Figure 5).

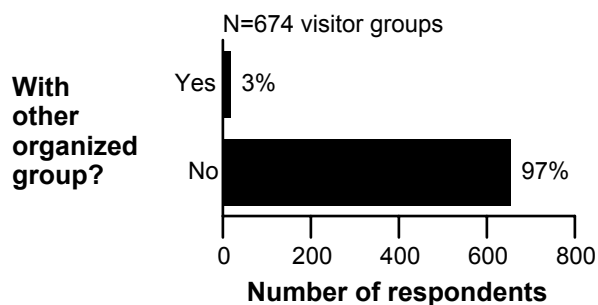


Figure 5: Visitors with an other organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

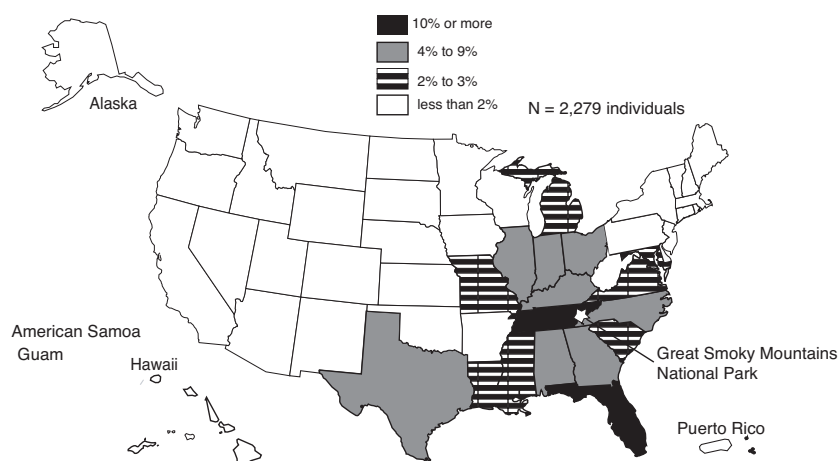
United States visitors by state of residence

Question 19b

For you and your personal group on this trip, what is your state of residence?

Table 4: United States visitors by state of residence*

	State	Number of visitors	Percent of U.S. visitors N=2,279 individuals	Percent of total visitors N=2,316 individuals
Note: Response was limited to seven members from each visitor group.	Tennessee	317	14	14
	Florida	258	11	11
Results	Ohio	173	8	7
	Georgia	172	8	7
U.S. visitors were from 39 states, and comprised 98% of total visitation to the park during the survey period.	North Carolina	167	7	7
	Kentucky	118	5	5
14% of U.S. visitors came from Tennessee (see Table 4 and Map 1).	Alabama	117	5	5
	Indiana	104	5	4
11% came from Florida.	Illinois	99	4	4
	Texas	97	4	4
Smaller proportions of U.S. visitors came from 37 other states.	Louisiana	74	3	3
	Michigan	74	3	3
	South Carolina	73	3	3
	Missouri	65	3	3
	Virginia	59	3	3
	Mississippi	49	2	2
	Maryland	36	2	2
	New Jersey	33	1	1
	Pennsylvania	33	1	1
	Minnesota	19	1	1
	New York	17	1	1
	Wisconsin	17	1	1
	Oklahoma	16	1	1
	West Virginia	15	1	1
	15 other states	77	3	3



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

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 19b

For you and your personal group on this trip, what is your country of residence?

Table 5: International visitors by country of residence *

Note: Response was limited to seven members from each visitor group.

Results

International visitors were from nine countries and comprised 2% of total visitation to the park during the survey period (see Table 5).

27% of international visitors came from the United Kingdom (see Table 5).

22% came from Canada.

Smaller proportions came from seven

Country	Number of visitors	Percent of international visitors N=37 individuals	Percent of total visitors N=2,316 individuals
United Kingdom	10	27	<1
Canada	8	22	<1
France	5	14	<1
Germany	4	11	<1
Norway	3	8	<1
Australia	2	5	<1
Austria	2	5	<1
Korea	2	5	<1
China	1	3	<1

Number of visits to the park

Question 19c

For you and your personal group, how many times have you visited Great Smoky Mountains NP in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 42% of visitors visited once in their lifetime (see Figure 6).
- 38% of visitors visited the park four or more times.

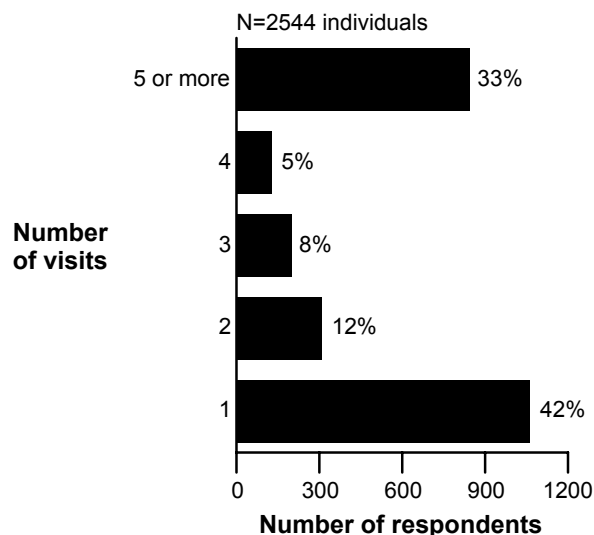


Figure 6: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 19a

For you and your personal group on this trip, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 92 years.
- 51% of visitors were between 36-65 years age group (see Figure 7).
- 22% were 15 years or younger.
- 10% were 66 or older.

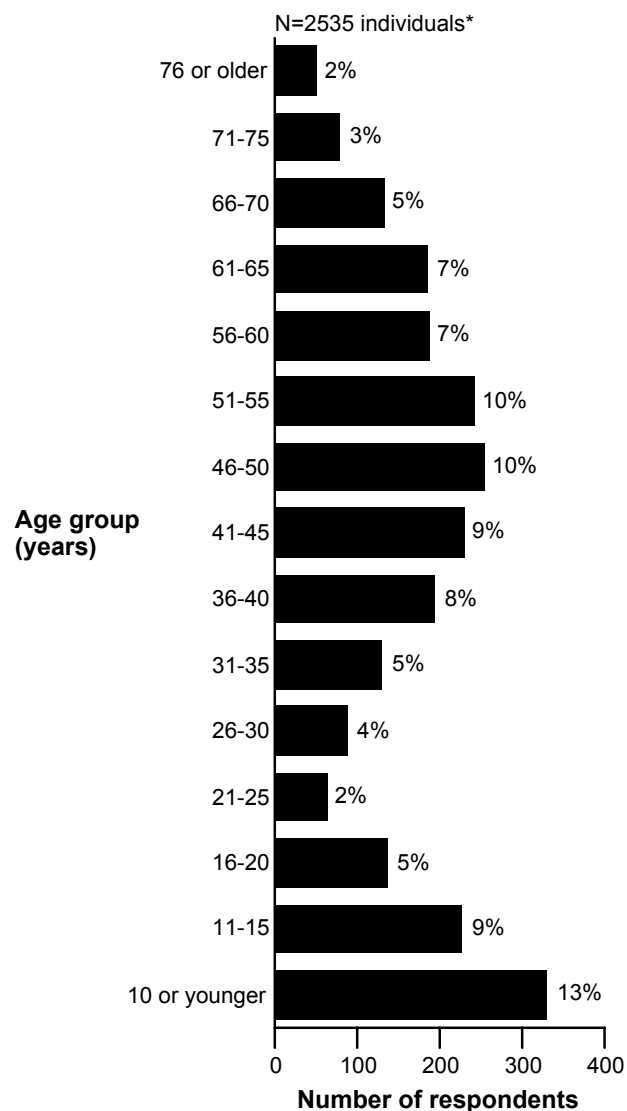


Figure 7: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 21a

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 2% of visitors were Hispanic or Latino (see Figure 8).

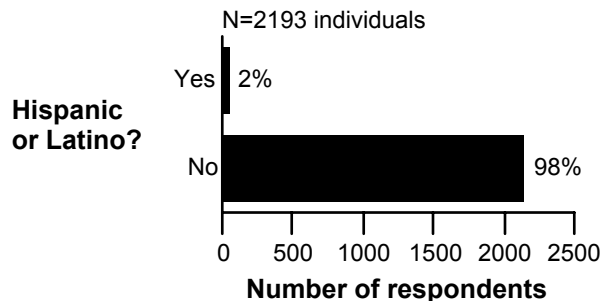


Figure 8: Hispanic or Latino ethnicity

Visitor race

Question 21b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 97% of visitors were White (see Figure 9).

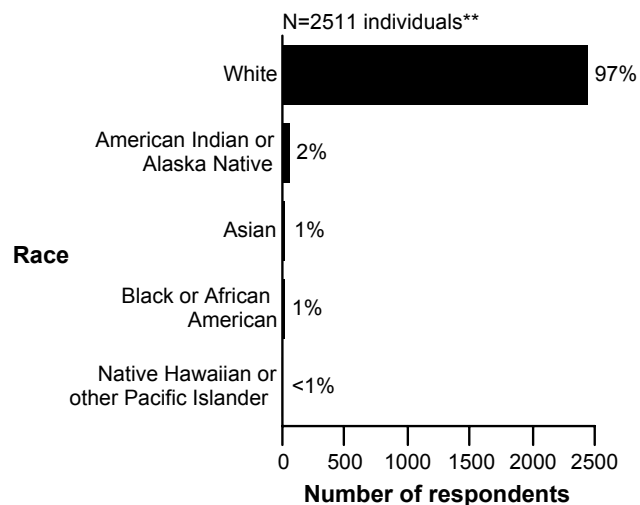


Figure 9: Race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking

Question 20a

When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for speaking?

Results

- 99% of visitors groups preferred to use English for speaking (see Figure 10).
- Table 6 shows languages other than English used for speaking – Interpret results with **CAUTION!**

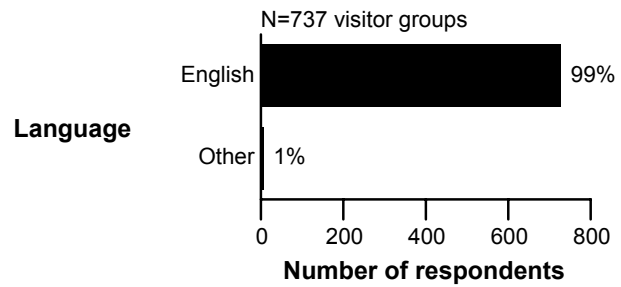


Figure 10: Preferred language for speaking

Table 6: Language used for speaking

N=6 visitor groups – **CAUTION!**

Language	N	Percentage
Russian	2	33
Chinese	1	17
Italian	1	17
Romanian	1	17
Spanish	1	17

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for reading

Question 20b

When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for reading?

Results

- 99% of visitor groups preferred to use English for reading (see Figure 11).
- Table 7 shows languages other than English used for reading – Interpret results with **CAUTION!**

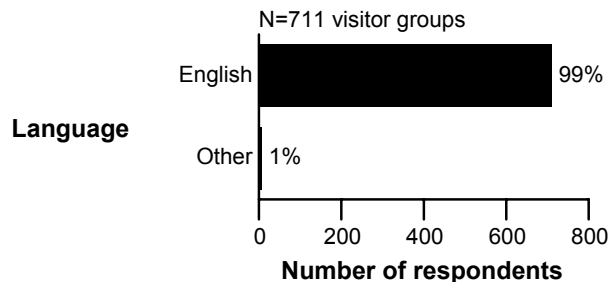


Figure 11: Preferred language for reading

Table 7: Language used for reading

N=3 visitor groups – **CAUTION!**

Bilingual group	N	Percentage
Chinese	1	33
French	1	33
Spanish	1	33

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services in other languages

Question 20c

In your opinion, what services in the park need to be provided in languages other than English?

Results

- 8% of visitor groups needed services provided in languages other than English (see Figure 12).
- Table 8 shows the services needed in other languages.

**Need services
in other
languages?**

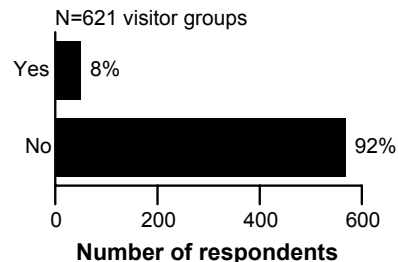


Figure 12: Need for services in other languages

Table 8: Services needed in languages other than English

N=77 comments

Service	Number of times mentioned
Information about restrooms	13
Maps	10
Safety information (e.g. wildlife safety)	10
Signs (trail signs, road signs)	10
General information	6
Brochures	5
Directions	3
All services	2
Emergency information	2
Guidebooks	2
Movies	2
Bear information	1
Books	1
Educational materials	1
Enter and exit information	1
Information services	1
Park rules	1
Park schedule	1
Picnic areas	1
Tours	1
Trail guides	1
Translator	1
What the survey reveals	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions/impairments

Question 22a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

Results

- 8% of visitor groups had members with physical conditions that made it difficult to participate in or access services and activities (see Figure 13).

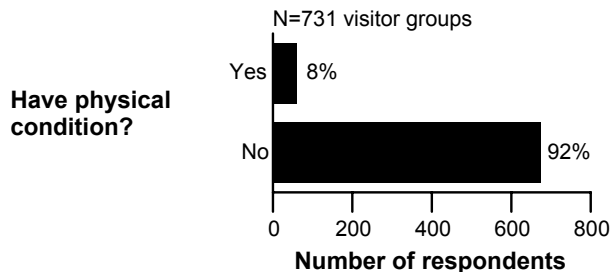


Figure 13: Visitors with physical conditions

Question 22b

If YES, on this visit, what activities or services did that person(s) have difficulty accessing or participating in?

Results

- Among visitor groups that had members with a physical condition, 86% had difficulty accessing trails (see Figure 14).
- 10% had difficulty accessing the campgrounds.
- 10% had difficulty participating in ranger-led activities/programs.
- "Other" activities or services (16%) included:

- Climbing steps
- Long distance walks
- Other sites
- River
- Slippery rocky ground
- Viewing

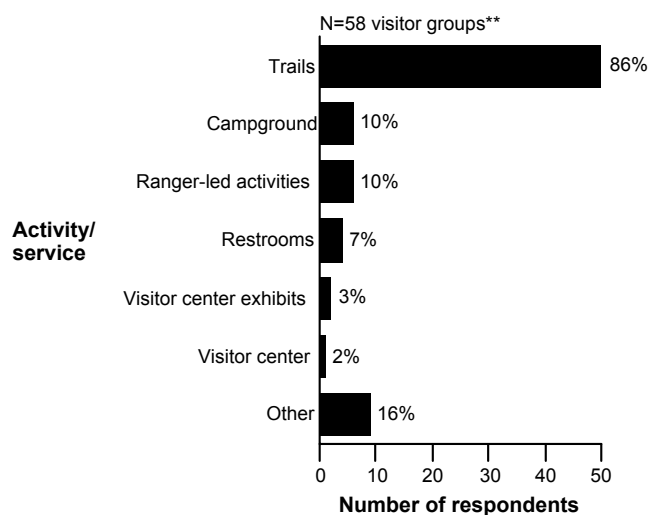


Figure 14: Activities or services visitors had difficulty accessing or participating in

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22c

Because of this physical condition, what specific problems did that person(s) have?

Results

- Among visitor groups that had members with a physical condition, 87% reported having mobility problems (see Figure 15).

- “Other” problems (15%) included:

Difficulty breathing
Gastric problems
Lack of physical fitness
Limited strength
Vertigo

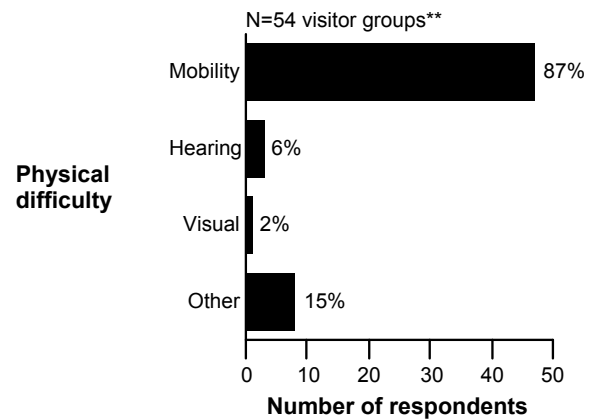


Figure 15: Physical condition/impairment

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondents' level of education

Question 23

For you only, please indicate the highest level of education you have completed.

Results

- 28% of respondents had a bachelor's degree (see Figure 16).
- 28% had attended some college
- 22% had completed a graduate degree.

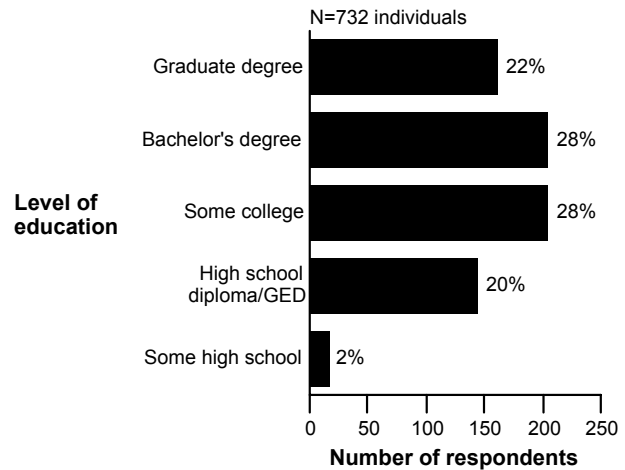


Figure 16: Respondents' level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Household income

Question 24a

Which category best represents your annual household income?

Results

- 21% of visitor groups had an annual household incomes from \$50,000 to \$74,999 (see Figure 17).
- 20% had income between \$100,000 and \$149,999.
- 17% had income between \$75,000 and \$99,999.

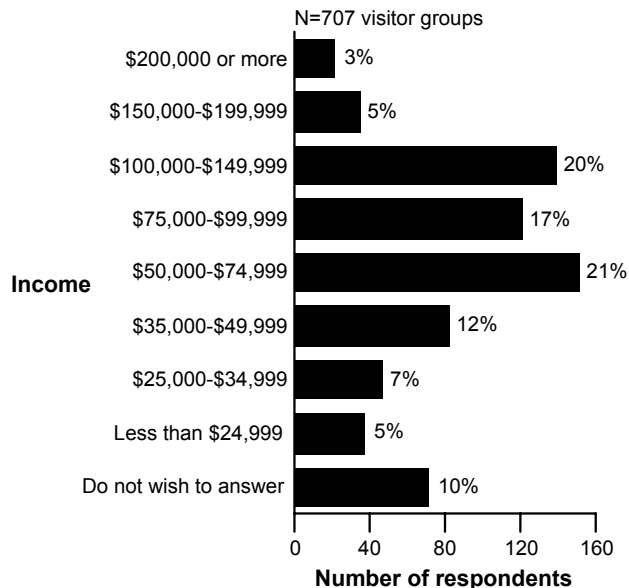


Figure 17: Annual household income

Question 24b

What is the number of people in your household?

Results

- 43% of visitor groups had two members in their household (see Figure 18).
- 24% had four members.

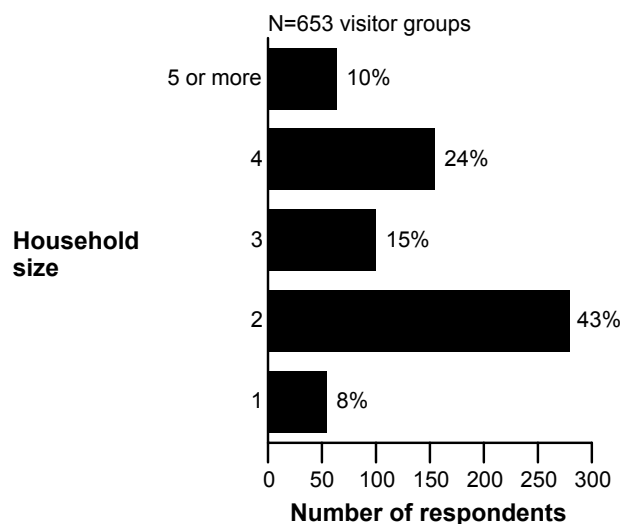


Figure 18: Number of people in household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of NPS management

Question 2

Prior to this visit, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

Results

91% of visitor groups were aware, prior to their visit, that Great Smoky Mountains NP is managed by the National Park Service (see Figure 19).

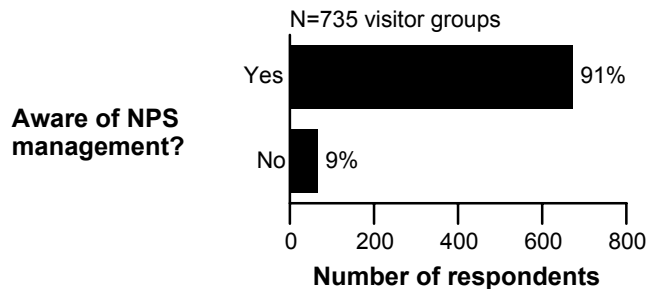


Figure 19: Awareness that Great Smoky Mountains NP is managed by the National Park Service

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)?

Results

90% of visitor groups obtained information about Great Smoky Mountains NP prior to their visit (see Figure 20).

- As shown in Figure 21, of those who obtained information prior to their visit, the most common sources were:
 - 69% Previous visits
 - 44% Friends/relatives/word of mouth
 - 42% Maps/brochures
- “Other” sources (3%) were:
 - Diamond Tours
 - Discover Life in America Internship
 - Information/visitor center
 - Leadership Blount
 - Locals
 - National Park listing
 - Park ranger
 - Rainbow Falls

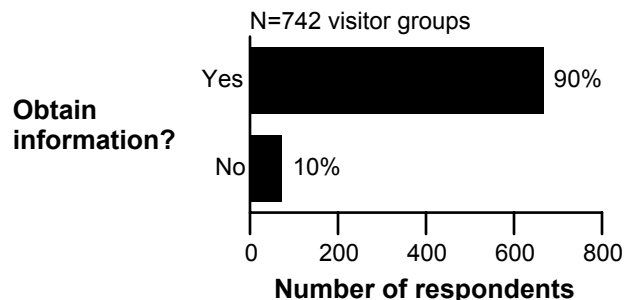


Figure 20: Visitor groups who obtained information about the park prior to visit

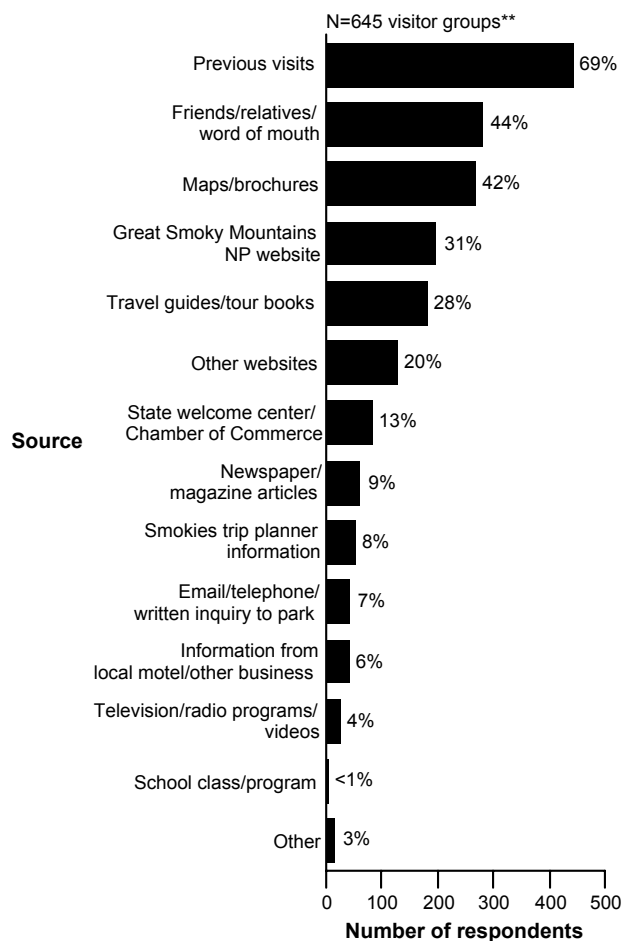


Figure 21: Sources of information used by visitors prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

95% of visitor groups received needed information prior to their visit (see Figure 22).

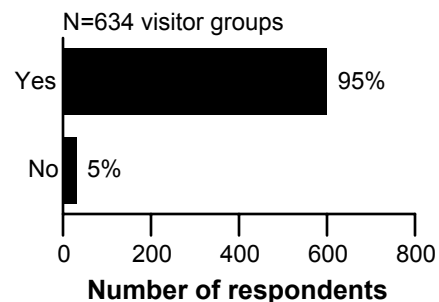
Receive needed information?

Figure 22: Visitor groups who received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available?

Results

- Twenty-one visitor groups answered this question.
- Additional information that visitor groups needed was:

Better road maps
 Camping reservation options
 Directions to trailheads
 Directions to various sites
 Food availability inside the park
 Hiking information
 Information about wildflowers
 Information at the Chamber of Commerce
 Events calendar
 More detailed map
 Road conditions
 Shuttle services for non-loop trails
 Things to do in the park
 Trail guides
 Trail information
 Trout fishing information
 Website information
 Why backcountry permits are not issued electronically
 Written materials

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Great Smoky Mountains NP in the future, how would you and your personal group prefer to obtain information about the park?

Results

As shown in Figure 23, the most common sources of information visitor groups preferred to use for a future visit were:

62% Great Smoky Mountains
National Park website
52% Previous visits
45% Maps/brochures

“Other” sources of information
(2%) were:

Email newsletter
Locals
National Park listing
Pictures
Vacation rental websites
Visitor center

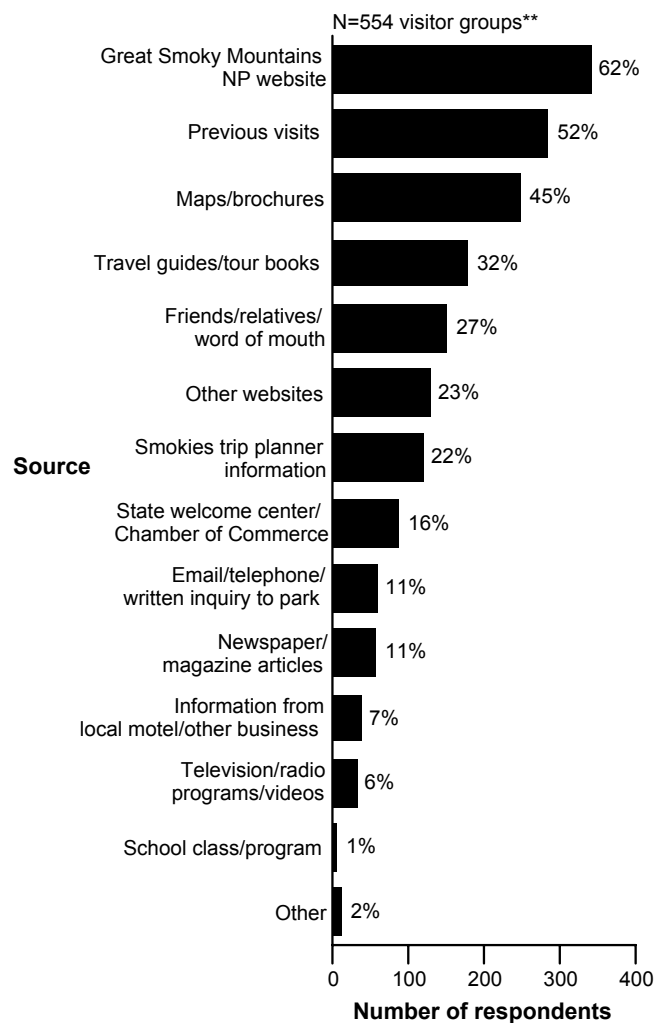


Figure 23: Sources of information preferred for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting Great Smoky Mountains National Park area

Question 4

On this visit, what was the primary reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)?

Results

9% of visitor groups were residents of the area (see Figure 24).

As shown in Figure 25, non-residents' primary reason for visiting the area included:

45% Visit Great Smoky Mountains NP
19% View mountain scenery
12% Visit other attractions in the area

Table 9 shows the "other" primary reasons (8%) for visiting the Great Smoky Mountains NP area.

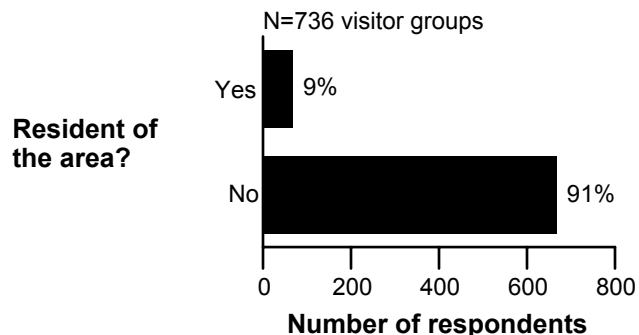


Figure 24: Resident of the Great Smoky Mountains NP area

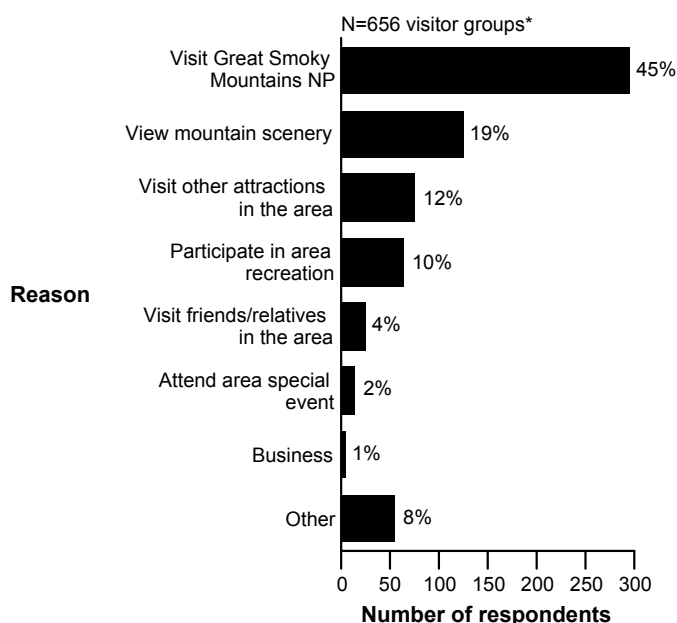


Figure 25: Primary reason for visiting the Great Smoky Mountains NP area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 9: “Other” reasons for visiting the area
N=72 comments

Reason	Number of times mentioned
Vacation	10
Camping	6
Family reunion	6
Stay in a cabin/timeshare	5
Attend a wedding	4
Honeymoon	4
Motorcycle ride	3
Church retreat	2
Passing through	2
Pick up child from camp	2
Relax	2
See elk	2
Visit Cades Cove	2
Visit the Cherokee Indian Reservation	2
Wedding anniversary	2
Attend a funeral	1
Attend shows	1
Attend Steve Kaufmans Flatpick Music Kamp	1
Gem mining	1
Go to Cherokee	1
Half way stop to Myrtle Beach, SC	1
Harrah's Casino	1
Internship at Twin Creeks	1
Meet friends	1
On the way to Georgia	1
Photography	1
Rest stop of road trip	1
See rhododendrons in bloom	1
Shopping	1
Visit bed and breakfast in area	1
Visit Dollywood	1
Visit old personal residence	1
Visited Goodlettsville, TN	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Location of first entry to park

Question 3a

On this trip, where did you and your personal group first enter the park?

Results

As shown in Figure 26, visitor groups entered the park for the first time at:

39% Gatlinburg
27% Cherokee

“Other” entry locations (8%) were:

Blue Ridge Parkway
Bryson City
Cataloochee
Clayton
Cosby
Cove Creek
Deep Creek
Foot Hills Parkway
Front Royale
Greenbrier
Look Rock
Maggie Valley
Metcalf Bottoms
Pigeon Forge
River
Waynesville

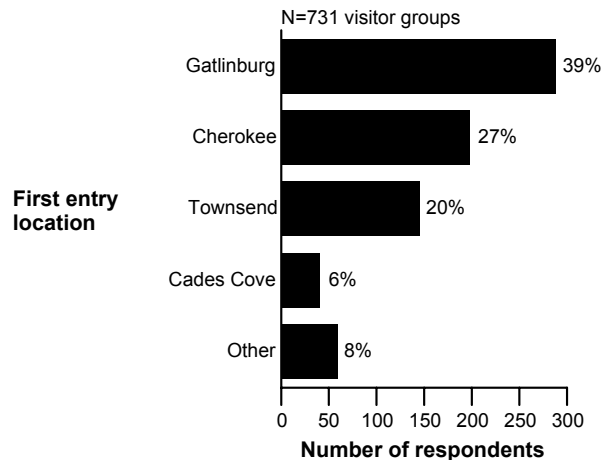


Figure 26: First park entry locations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Location of last exit from park

Question 3b

On this trip, where did you leave the park for the last time?

Results

As shown in Figure 27, visitor groups exited the park for the last time at:

41% Gatlinburg
26% Cherokee
17% Townsend
7% Cades Cove

"Other" exit locations (9%) were:

Big Creek
Blue Ridge Parkway
Bryson City
Cataloochee
Cosby
Cove Creek
Deep Creek
Fontana
Foot Hills Parkway
Greenbrier
Interstate 40
Maggie Valley
Metcalf Bottoms
Ogle Farm
Parsons Branch Road
Pigeon Forge
River
Waynesville
Wears Valley

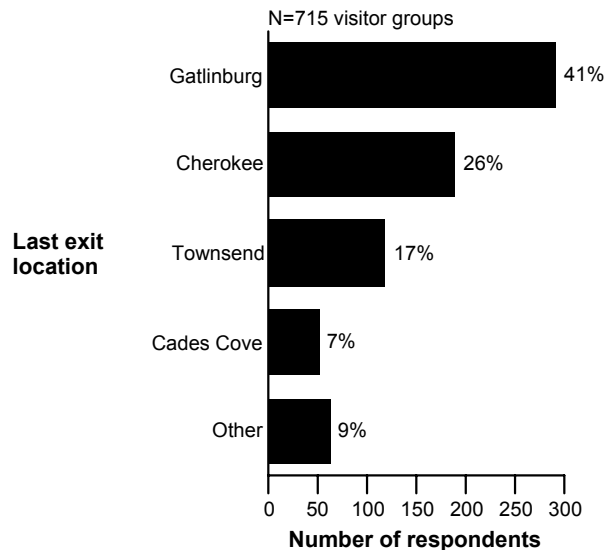


Figure 27: Last park exit locations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 16b

On this trip, how many vehicles did you and your personal group use to arrive at the park?

Results

84% of visitor groups used one vehicle to arrive at the park (see Figure 28).

11% used two vehicles.

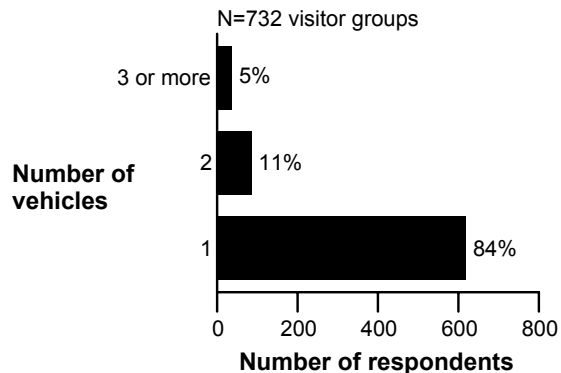


Figure 28: Number of vehicles used to arrive at the park

Time spent outside the vehicle

Question 5b

On this trip (including if you visited on more than one day), what was the total time that you spent outside your vehicle in Great Smoky Mountains NP?

Results

56% of visitor groups spent three or more hours outside their vehicles in the park (see Figure 29).

18% spent one to two hours.

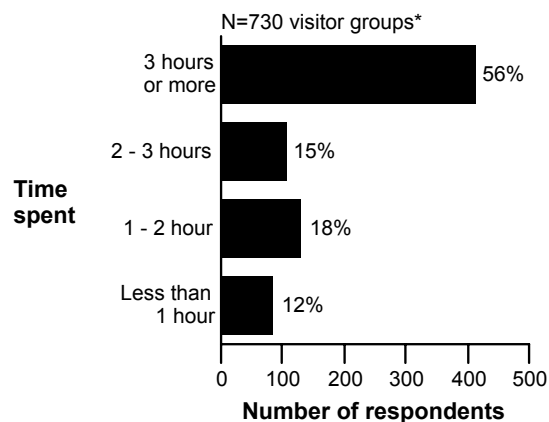


Figure 29: Total time spent outside the vehicle

Number of park entries

Question 5c

On this trip, how many times did you and your personal group enter Great Smoky Mountains NP?

Results

42% of visitor groups entered the park two to four times (see Figure 30).

34% entered once.

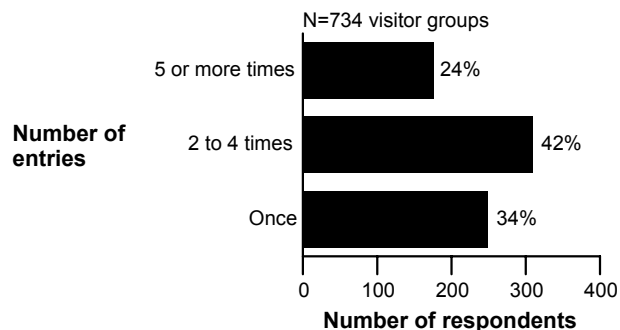


Figure 30: Number of entries

*total percentages do not equal 100 due to rounding

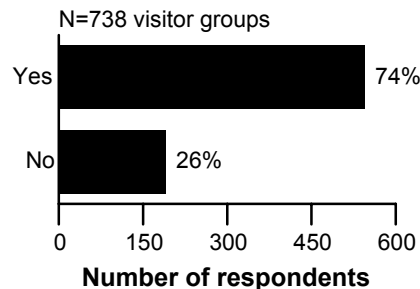
**total percentages do not equal 100 because visitors could select more than one answer

Overnight stay

Question 8a

On this trip, did you and your personal group stay overnight away from your permanent residence in the Great Smoky Mountains NP or in the surrounding area (within 50 miles of the park, including Knoxville, Asheville, and other towns)?

Stay
overnight?



Results

- 74% of visitor groups stayed overnight away from home in the park or surrounding area (see Figure 31).

Figure 31: Overnight stay in the park or surrounding area

Question 8b and c

If YES, how many nights did you and your personal group spend in the following types of accommodations?

Results

Number of nights inside the park

- 57% of visitor groups spent four or more nights in the park (see Figure 32).
- 39% spent two or three nights.
- Table 10 shows the number of nights visitors spent at locations inside the park.

Number
of nights

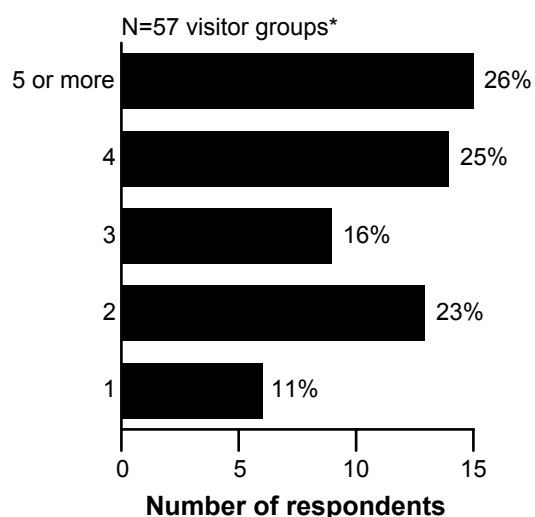


Figure 32: Number of nights spent inside the park

Table 10: Number of nights spent at locations inside the park

N=number of visitor groups

Type of accommodation	N	Number of nights (%)*			
		1	2 – 3	4 – 5	6 or more
Camping in developed campground	48	13	38	25	25
Backcountry campsite – CAUTION!	5	20	60	20	0
Other – CAUTION!	5	0	40	40	20

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Types of accommodations inside the park**Results**

- 84% of visitor groups stayed in a developed campground (see Figure 33).
- “Other” types of accommodations (9%):
Visitors did not specify a type of lodging.
- Table 11 shows the camping locations used by visitor groups inside the park.

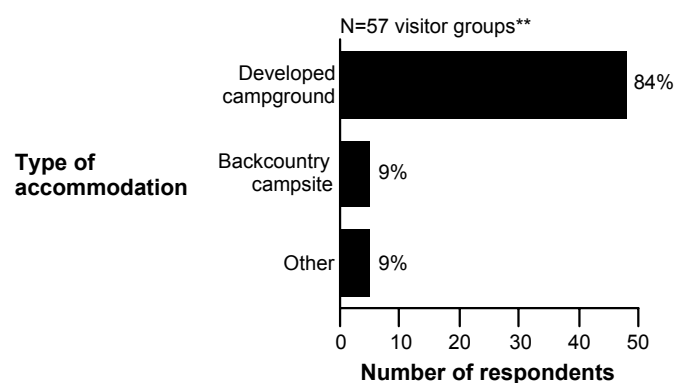


Figure 33: Types of accommodations used inside the park

Table 11: Camping locations inside the park
N=34 comments

Location	Number of times mentioned
Elkmont	7
Deep Creek	6
Smokemont	6
Cades Cove	5
Cosby	4
Cataloochee	2
Look Rock	2
Tremont	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of nights outside the park within 50 miles of the park

- 41% of visitor groups stayed five or more nights in the area outside the park (see Figure 34).
- 18% spent three nights.
- 16% spent two nights.
- Table 12 shows the number of nights visitors spent in each type of accommodation outside the park.

Number of nights

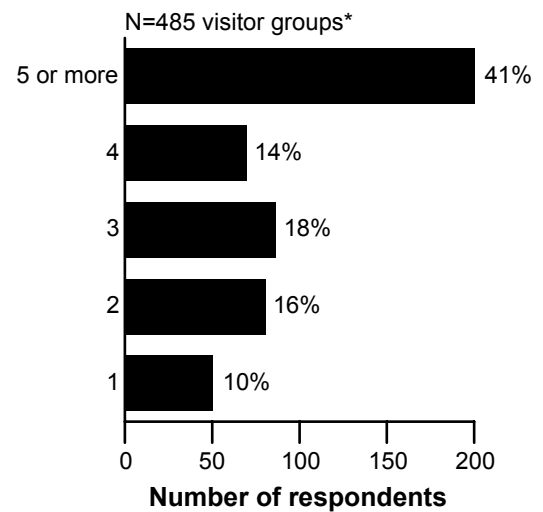


Figure 34: Number of nights stayed outside the park, within 50 miles

Table 12: Number of nights spent at accommodations outside the park

N=number of visitor groups

Type of accommodation	N	Number of nights (%)*			
		1	2 – 3	4 – 5	>6
Lodge, motel, cabin, rented condo/home, or B&B	415	12	34	27	27
Camping in developed campground	38	3	45	16	37
Backcountry campsite – CAUTION!	1	0	100	0	0
Personal seasonal residence – CAUTION!	8	0	26	13	63
Residence of friends or relatives – CAUTION!	20	5	25	30	40
Other – CAUTION!	13	15	54	16	16

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Types of accommodations outside the park in the surrounding area (within 50 miles of the park)

- 86% of visitor groups stayed in lodge, motel, cabin, rented condo/home or bed and breakfast (see Figure 35).
- 8% stayed in a developed campground.
- 4% stayed with friends or relatives.
- 4% stayed with friends or relatives.
- “Other” types of lodging (3%) included:
 - Chalet
 - Harrah’s Cherokee Casino
 - Place in Gatlinburg
 - Timeshare
 - West Gate Resort

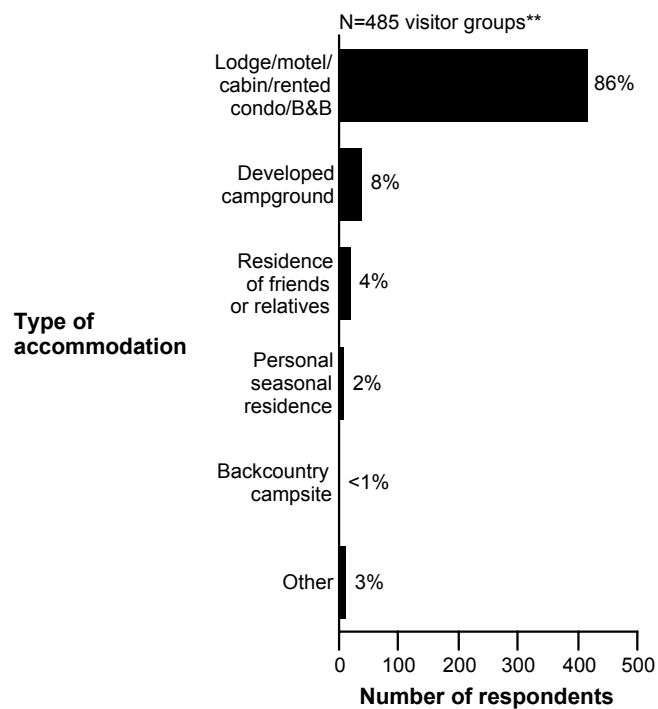


Figure 35: Types of accommodation used outside the park, within 50 miles

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay

Question 5a

On this trip to Great Smoky Mountains NP, how long did you and your personal group spend visiting the park?

Results

Number of hours if less than 24 hours

- 55% of visitor groups spent five or more hours visiting the Great Smoky Mountains NP (see Figure 36).
- 30% spent two or three hours.
- The average length of stay for visitor groups that spent less than 24 hours was 5.8 hours.

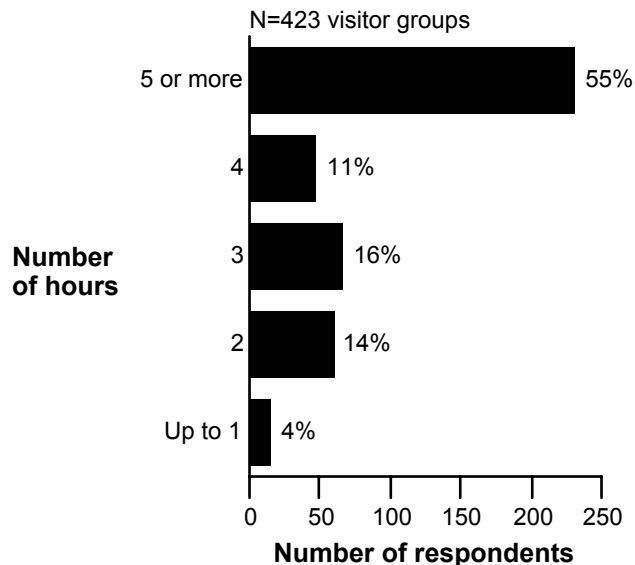


Figure 36: Number of hours spent visiting the park

Number of days if 24 hours or more

- 28% of visitor groups spent five or more days visiting the park (see Figure 37).
- 50% spent two or three days.
- The average length of stay for visitor groups that spent 24 hours or more was 4.1 days.

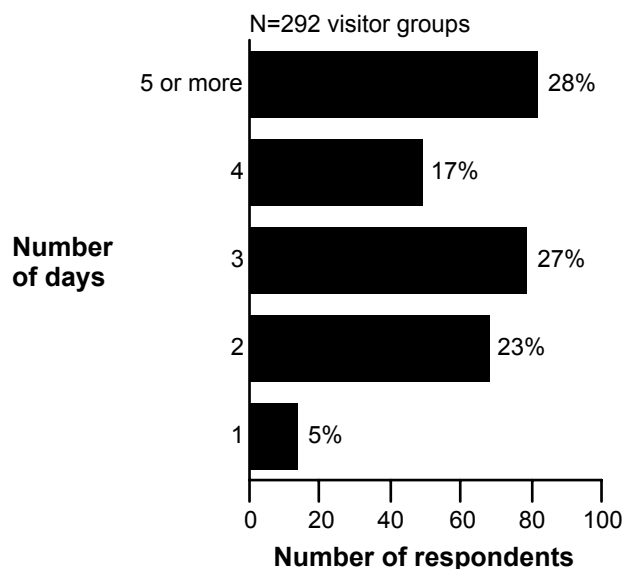


Figure 37: Number of days spent visiting the park

Average time spent

- The average amount of time spent in the park for all visitor groups was 44 hours, or 1.8 days

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 6

On this trip, which of the following sites in Great Smoky Mountains NP did you visit?

Results

- As shown in Figure 38, the most commonly visited sites at Great Smoky Mountains NP were:

55% Cades Cove Loop Road

45% Sugarlands Visitor Center

37% Newfound Gap

36% Oconaluftee Visitor Center

- Table 13 shows “other” sites (22%) visited.
- Tables 14a and 14b show the length of time visitor groups spent at each site.

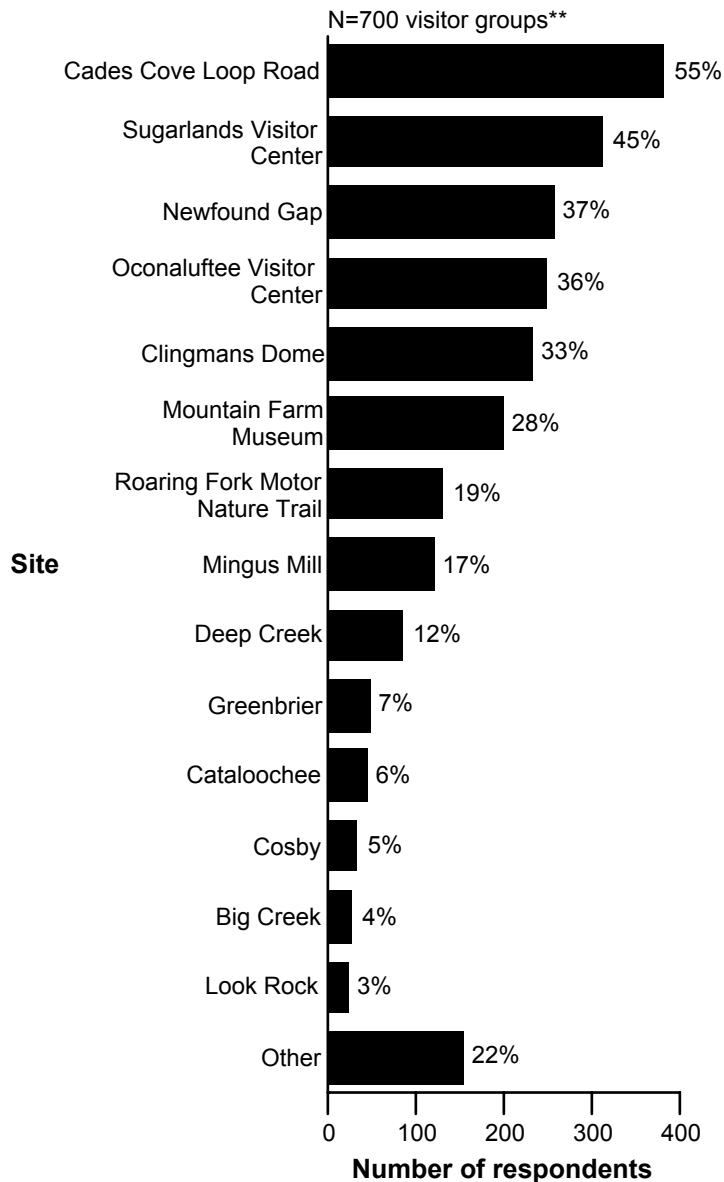


Figure 38: Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13: “Other” sites visited

N=193 comments

Site	Number of times mentioned
Laurel Falls	25
Hiking trails	13
Chimney Tops	12
Tremont	12
Elkmont	11
Mingo Falls	8
The Sinks	6
Mt. LeConte	5
Pull-off/overlook areas	5
Alum Cave Bluff	4
Cherokee	4
Waterfalls	4
Chimney picnic area	3
Grotto Falls	3
Metcalf Bottoms	3
Rainbow Falls	3
Smokemont	3
Andrews Bald	2
Appalachian Trail	2
Balsam Mountain	2
Bryson City	2
Cades Cove picnic area	2
Cataract Falls	2
Chimney Rocks	2
Chimneys picnic area	2
Collins Creek	2
Gregory Bald	2
Kephart Prong Trail	2
Lakeview Road	2
Little River Road	2
Meigs Falls	2
Ogle Farm	2
Sliding Rock	2
Smokemont Campground and Stables	2
"Y" near Townsend	1
Abram Falls Trail	1
Abrams Creek	1
Bust Your Butt Falls	1
Cades Cove Campground	1
Cucumber Gap Trail	1
Falls	1
Fishing rivers	1
Foothills Parkway	1
Fremont	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13: “Other” sites visited
(continued)

Site	Number of times mentioned
Glass Falls	1
Great Smoky Mountain Institute	1
Hen Wallow Falls	1
Indian Creek Falls	1
Juney Wanks Falls	1
Morton's Overlook	1
Mount Mitchell	1
Mynatt Park	1
Natahala Gorge	1
Old Houses of Elkmont	1
Old Mill Creek	1
Park Headquarters	1
Parson Br Road	1
Picnic area	1
Rabun Fork River	1
Road to Nowhere	1
State line	1
Straight Fork River	1
Stream along road	1
Tom Branch Falls	1
Townsend	1
Tremont Institute	1
Various falls and cascades	1
Walker Sisters Trail	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14a: Number of hours spent at park sites

N=number of visitor groups

Location	N	Number of hours (%)*			
		Up to 1	2	3	4 or more
Cades Cove Loop Road	342	9	24	20	47
Deep Creek	60	12	23	32	32
Cosby – CAUTION!	23	70	13	9	9
Roaring Fork Motor Nature Trail	124	26	30	19	25
Sugarlands Visitor Center	293	86	9	3	1
Newfound Gap	246	78	13	4	5
Clingmans Dome	222	39	36	14	11
Mingus Mill	104	91	8	0	1
Oconaluftee Visitor Center	236	82	14	2	1
Mountain Farm Museum	187	62	29	6	3
Cataloochee	36	31	25	17	28
Big Creek – CAUTION!	25	64	16	8	12
Look Rock – CAUTION!	19	89	5	0	5
Greenbrier	47	43	11	11	36
Other	151	22	26	15	36

Table 14b: Number of days spent at park sites – CAUTION!

N=number of visitor groups

Location	N	Number of days (%)*		
		1	2	3 or more
Deep Creek	1	0	0	100
Cosby	5	20	20	60
Newfound Gap	3	67	33	0
Clingmans Dome	1	100	0	0
Cataloochee	7	29	57	14
Big Creek	0	0	0	0
Look Rock	2	0	50	50
Other	9	0	11	89

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor center visits

Question 9a

On this trip, did you and your personal group visit either Sugarlands or Oconaluftee Visitor Centers?

Results

- 78% of visitor groups visited either Sugarlands or Oconaluftee Visitor Centers (see Figure 39).

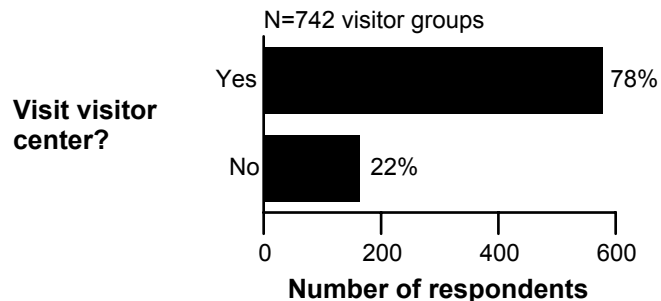


Figure 39: Visitor groups that visited park visitor centers

Question 9b

If you visited one or both park visitor centers, what were your reasons for visiting?

Results

- As shown in Figure 40, the most common reasons visitor groups visited the visitor centers were:

85% Obtain information
80% Use restrooms

- “Other” reasons (10%) were:

Attend a children's program
Attend a park program
Attend Junior and/or Not So Junior Ranger program
Buy books and DVD
Buy honey and pickles
Buy jams/preserves
Buy/obtain maps
Collect passport stamp
Eat lunch
Fill up water bottles
Get drink
Mail letters in mailbox
Nature walk
Purchase backcountry permits
Purchase items/souvenirs
Purchase postcards
See the photograph display
Use dump station

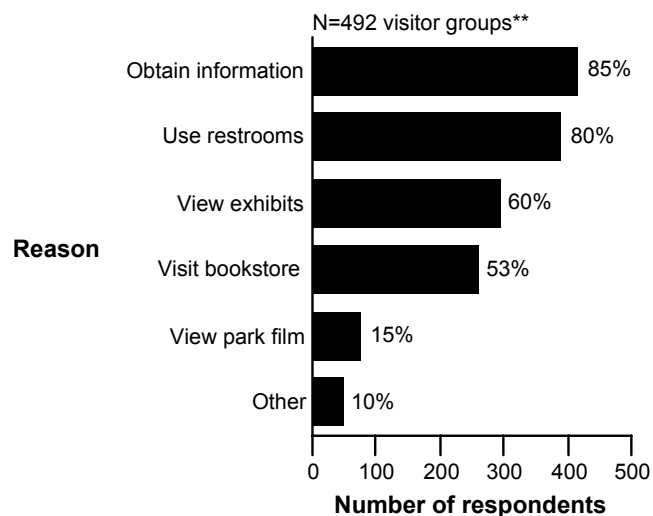


Figure 40: Reasons for visiting park visitor centers

“Other” reasons (continued)

Talk with rangers
Take a break
View the calendar
Visit the Old Farm
Visit the Mountain Farm Museum
Walk the trails from Sugarlands Visitor Center
Walking/hiking
Walk the dog

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9c

If you did not visit a park visitor center, why not?

Results

- As shown in Figure 41, the most common reason visitor groups did not visit the visitor centers were:

77% Have visited in the past
27% Not enough time

- “Other” reasons (9%) were:

Already had information
Already had maps
Children did not want to stop
Did not know about them
Did not see one
Ended up in emergency room
Lack of time
No car to get there
Not available
Not needed
Not one in Townsend area
Not part of planned trip
Other business
Passing through
Poorly planned family reunion
Pouring rain
Resident of the area
Too crowded
Went to camp
Went to visitor center outside of park

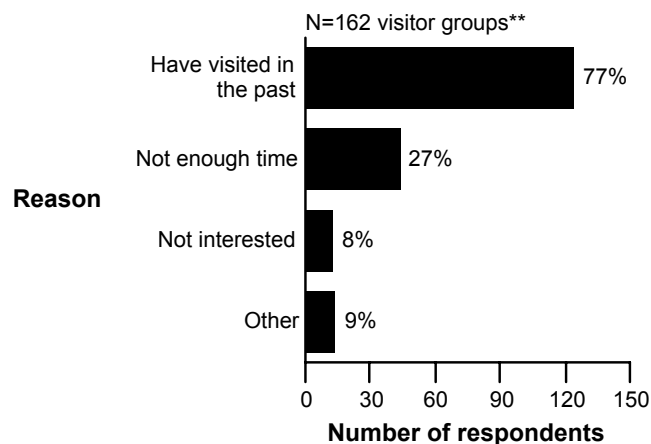


Figure 41: Reasons for not visiting park visitor centers

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expected activities

Question 7a

As you were planning for this trip, what activities did you and your personal group expect to include in this visit?

Results

- As shown in Figure 42, the most common activities visitor groups expected to participate in were:

93% Viewing scenery/taking scenic drive
75% Viewing wildlife
63% Walking/hiking

- “Other” activities (5%) visitor groups expected to participate in were:

ATV tour
Birdwatching
Cherokee genealogy
Diamond tour
Exploring the creek water
Gathering spring water
Jogging
Jumping off rocks
Motorcycling
Playing in the creeks
Relaxing
Roaring Fork Nature Trail
Salamander hunting
Scuba diving
See old growth timber
See the waterfalls
Visit home site, churches
Visit the Indian Reservation
Whitewater rafting

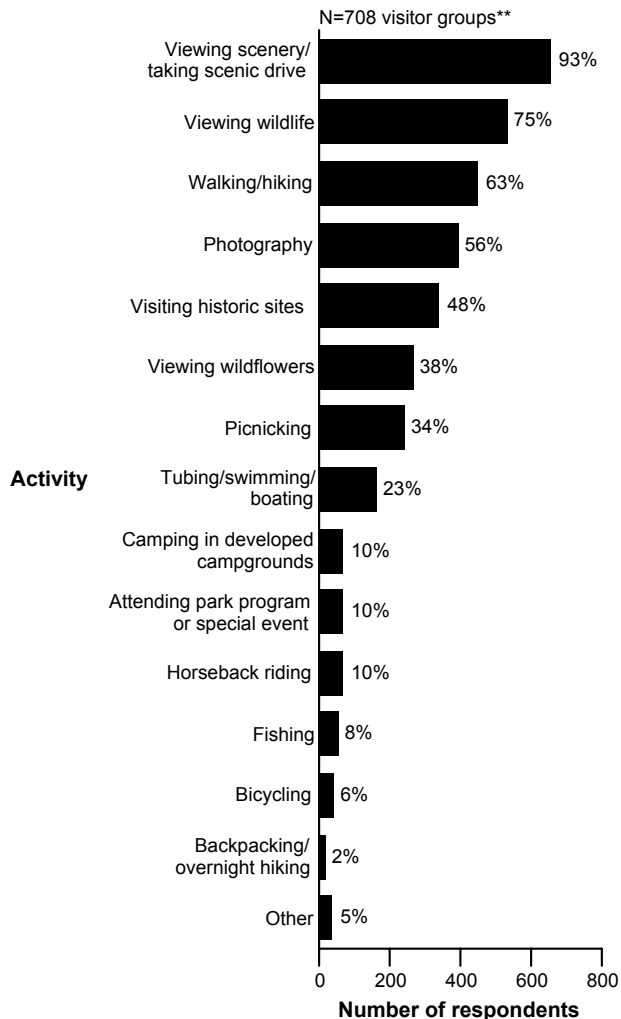


Figure 42: Expected activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 7b

On this trip, what activities did you and your personal group participate in while visiting Great Smoky Mountains NP?

Results

- As shown in Figure 43, the most common activities visitor groups participated in were:

95% Viewing scenery/taking scenic drive
69% Viewing wildlife
62% Walking/hiking

- “Other” activities (4%) visitor groups participated in were:

Birdwatching
Boy Scout activity
Climbing to waterfalls
Gathering spring water
Jogging
Motorcycling
Participate in Not So Junior Ranger program
Playing in the creeks
Rafting
Salamander hunting
Shopping
Spending time with family
Swimming
Viewing virgin timber
Visiting Indian Reservation
Whitewater rafting

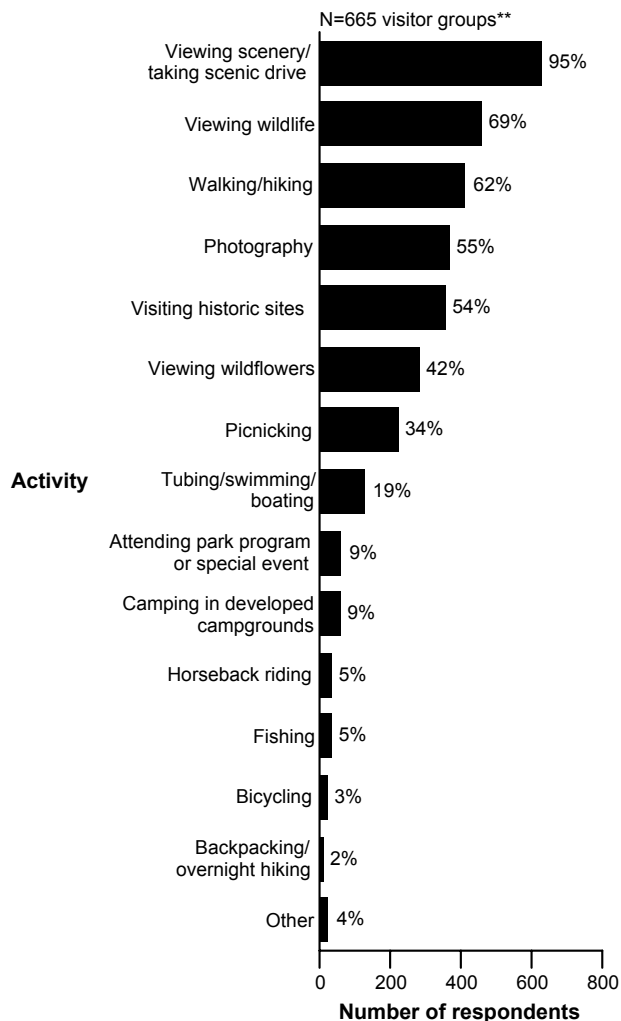


Figure 43: Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important activity

Question 7c

Which one of the above activities was most important to you and your personal group on this visit?

Results

- As shown in Figure 44, visitor groups' most important activities were:

46% Viewing scenery/taking scenic drive
23% Walking/hiking

- "Other" activities (2%) were:

Roaring Fork Motor Nature Trail
Visiting the Mountain Farm Museum
Spending family time
Visiting Indian Reservation at
Ocanoluftee Village

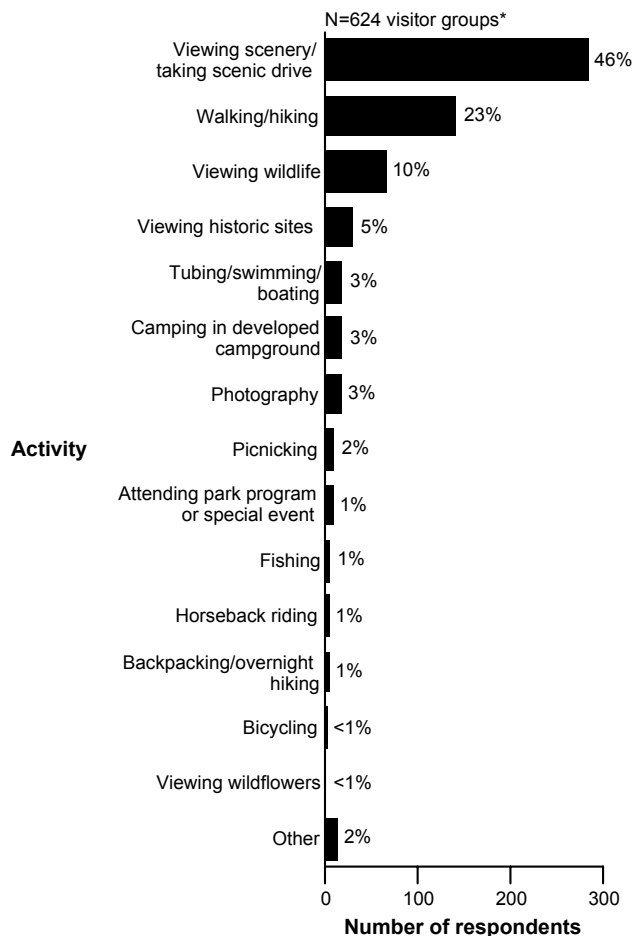


Figure 44: Most important activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Information services and facilities used

Question 13a

Please indicate all information services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

Results

- As shown in Figure 45, the information services and facilities most commonly used by visitor groups were:

85% Park brochure/map
58% Visitor center information desk
53% Assistance from park staff

- The least used service/facility was:

4% Evening programs in campgrounds

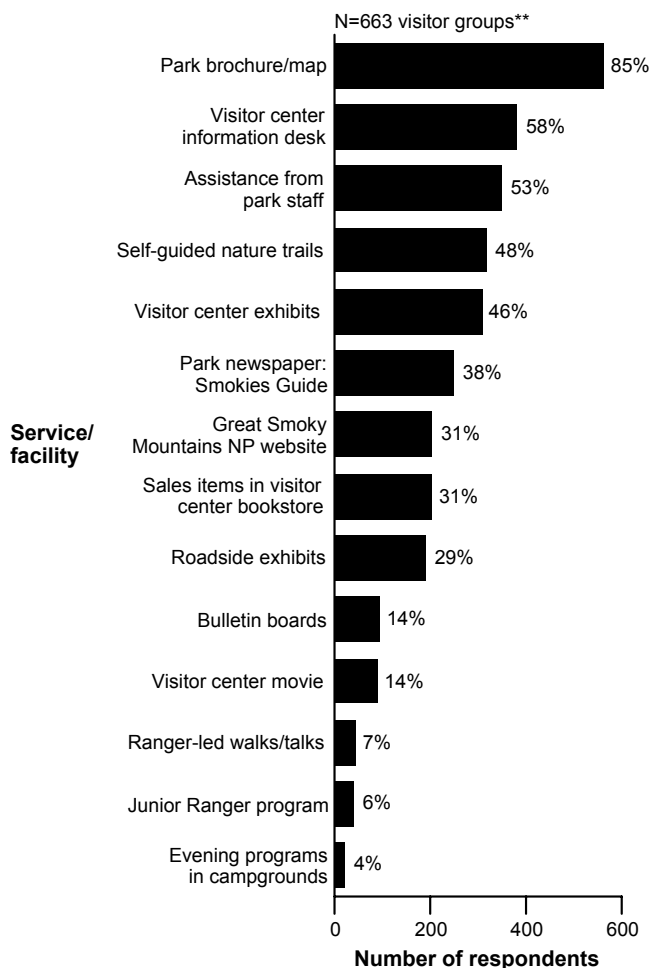


Figure 45: Information services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 13b

Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

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

Results

- Figure 46 shows the combined proportions of “extremely important” and “very important” ratings for information services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

86% Self-guided nature trails
 85% Great Smoky Mountains NP website
 84% Park brochure/map

- Figures 47 to 60 show the importance ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, those receiving the highest “not important” rating were:

2% Park newspaper: *Smokies Guide*
 2% Visitor center movie
 2% Sales items in visitor center bookstore

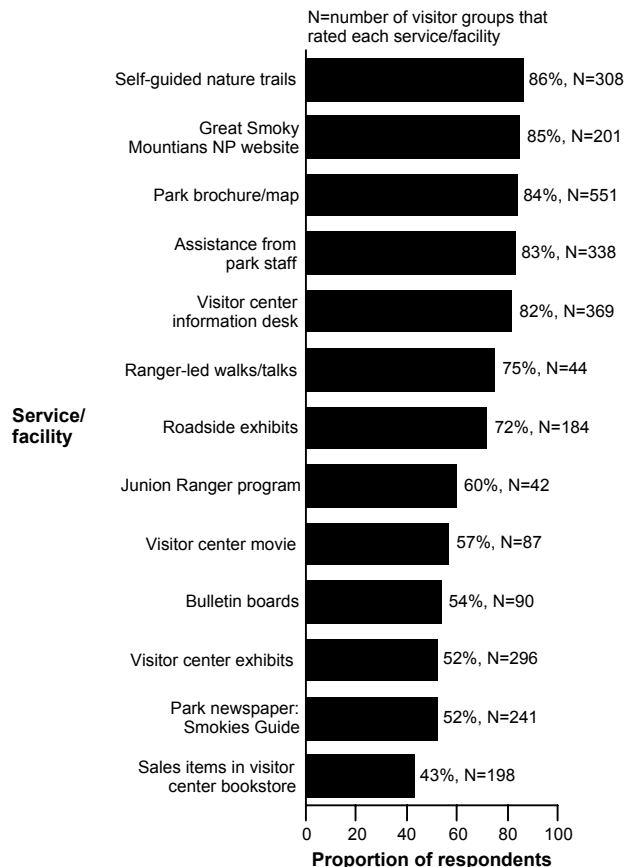


Figure 46: Combined proportions of “extremely important” and “very important” ratings of information services/facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

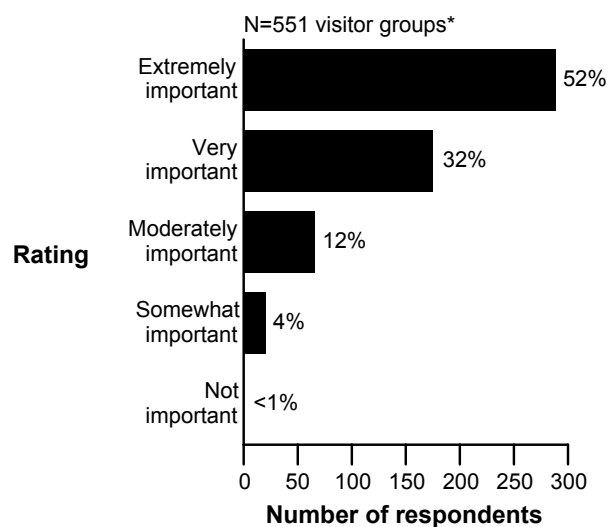


Figure 47: Importance of park brochure/map

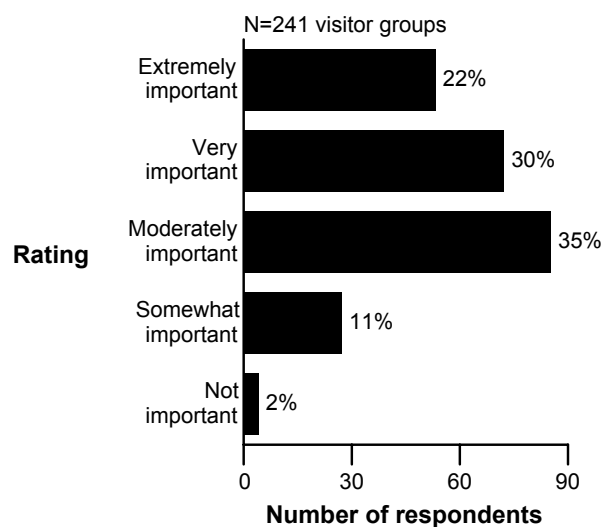
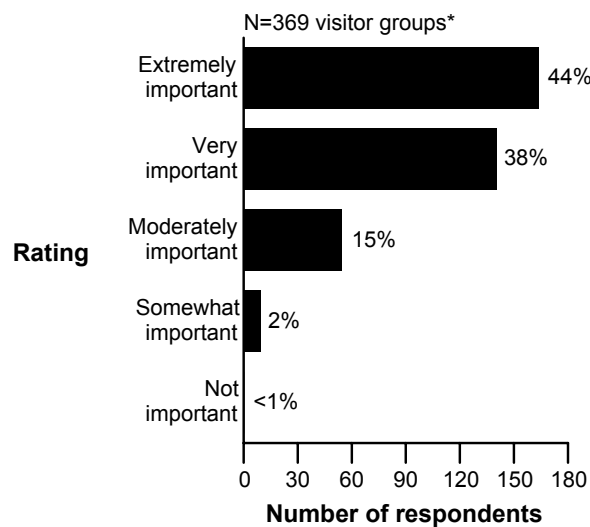
Figure 48: Importance of park newspaper: *Smokies Guide*

Figure 49: Importance of visitor center information desk

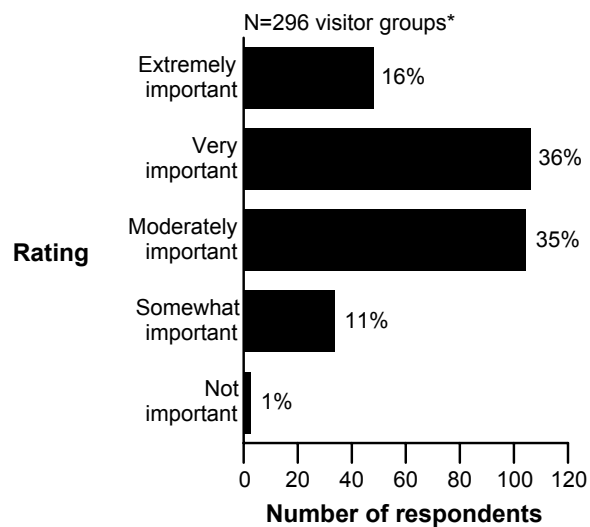


Figure 50: Importance of visitor center exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

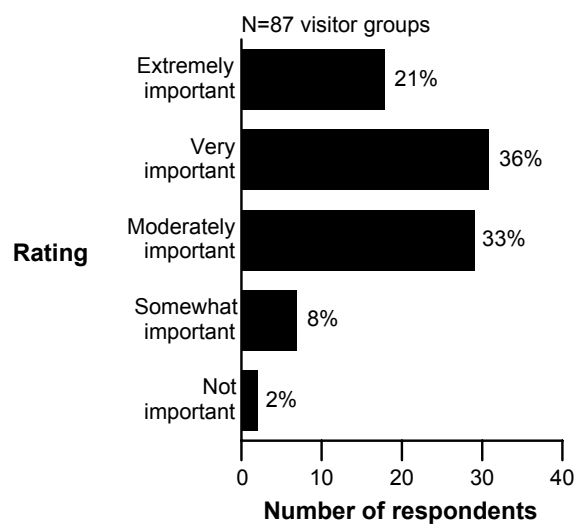


Figure 51: Importance of visitor center movie

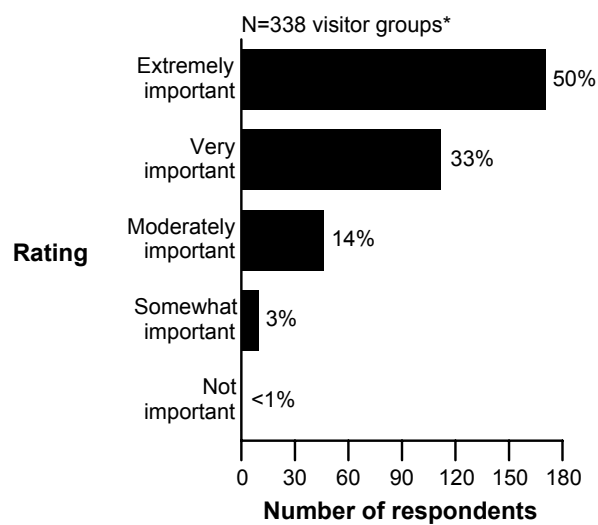


Figure 52: Importance of assistance from park staff

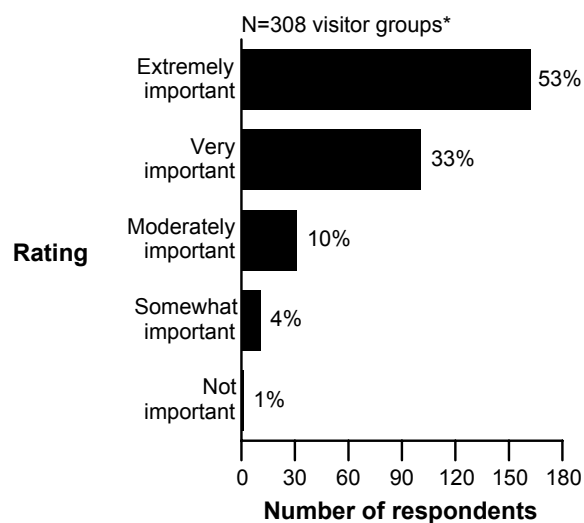


Figure 53: Importance of self-guided nature trails

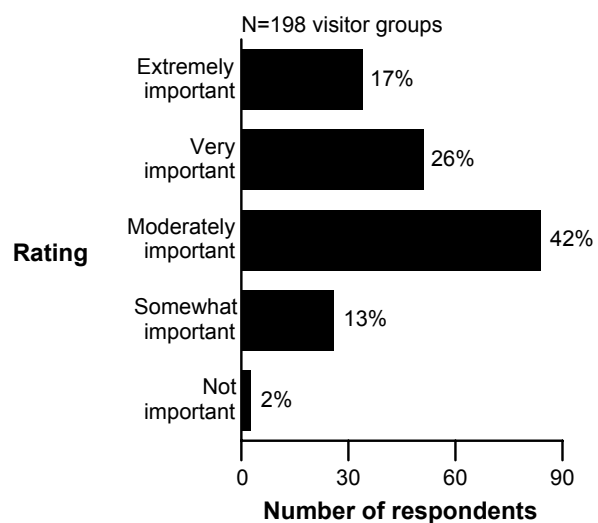


Figure 54: Importance of sales items in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

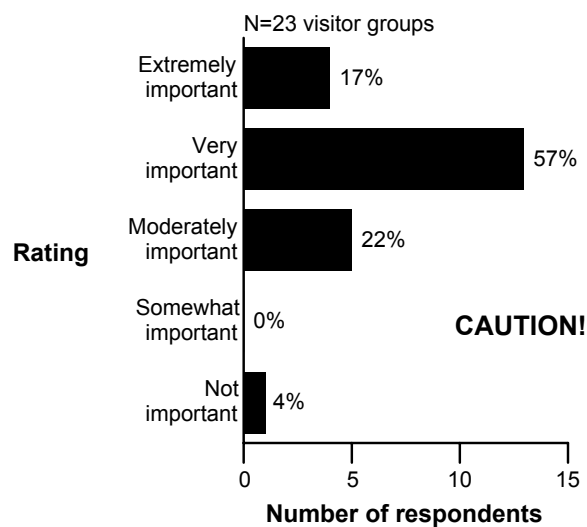


Figure 55: Importance of evening programs in campgrounds

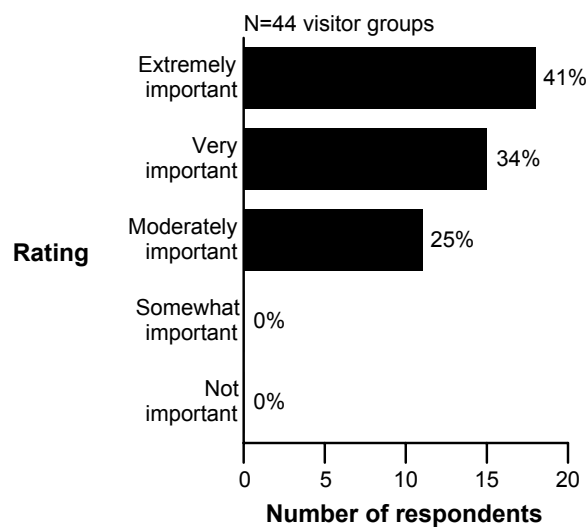


Figure 56: Importance of ranger-led walks/talks

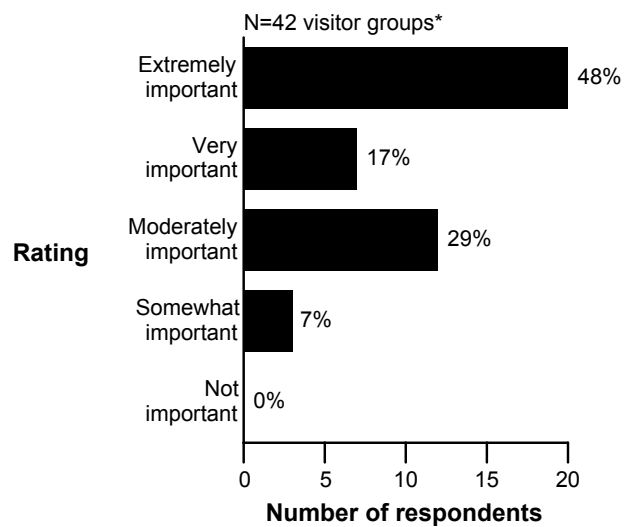


Figure 57: Importance of Junior Ranger program

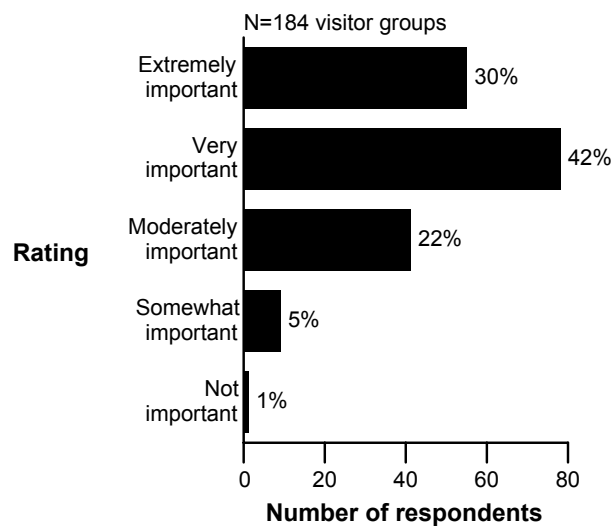


Figure 58: Importance of roadside exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

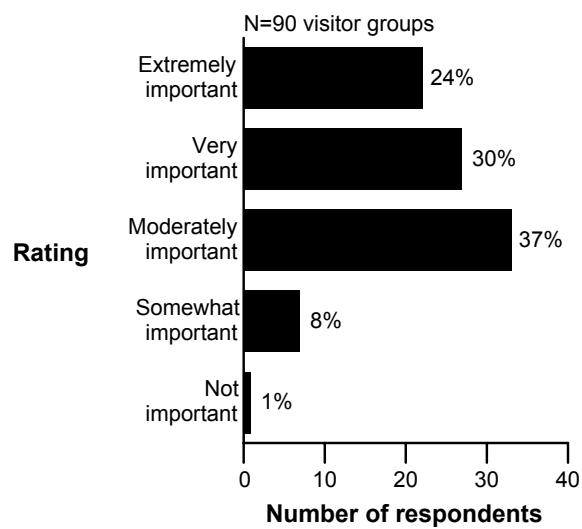


Figure 59: Importance of bulletin boards

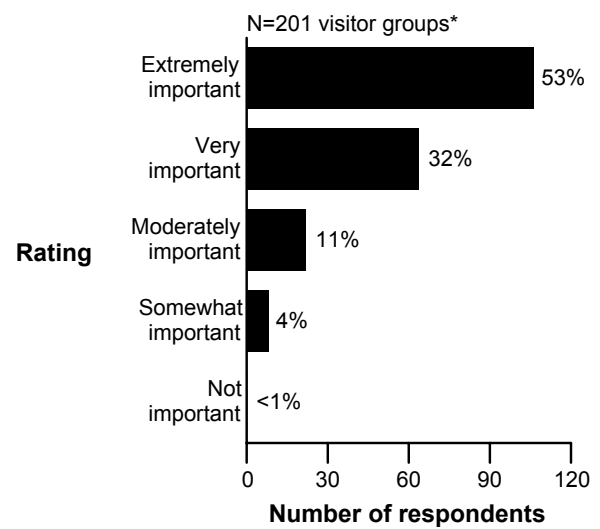


Figure 60: Importance of park website www.nps.gov/grsm (used before or during visit)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 13c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 61 shows the combined proportions of “very good” and “good” quality ratings for information services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

97% Assistance from park staff

93% Visitor center information desk

91% Visitor center exhibits

90% Park brochure/map

- Figures 62 to 75 show the quality ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest “very poor” quality rating was:

1% Roadside exhibits

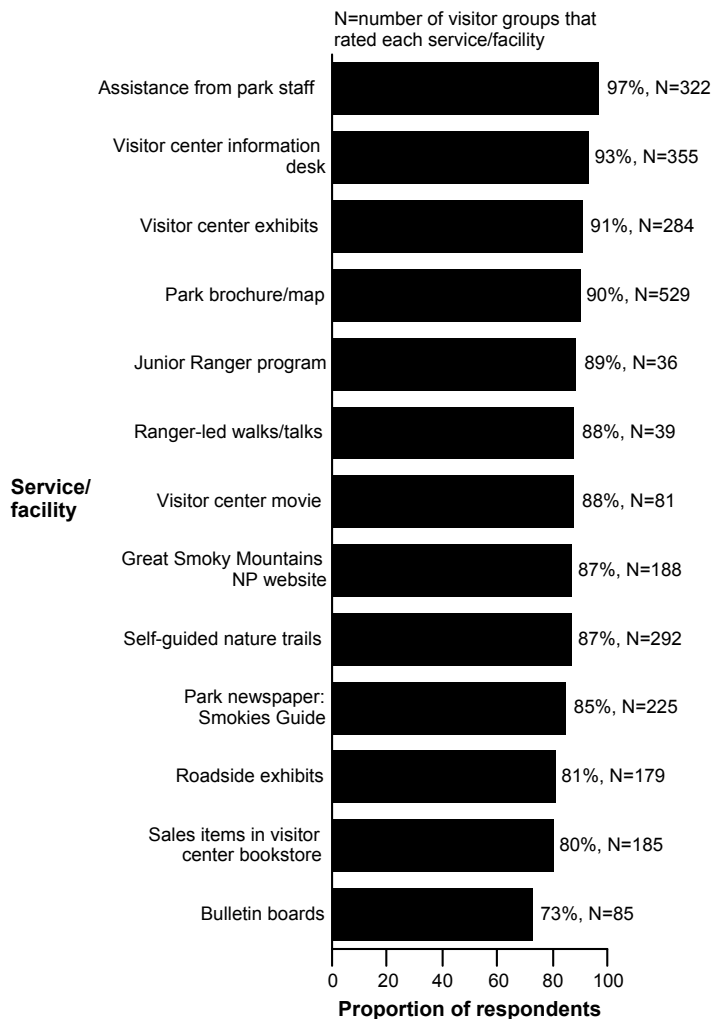


Figure 61: Combined proportions of “very good” and “good” quality ratings of information services/facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

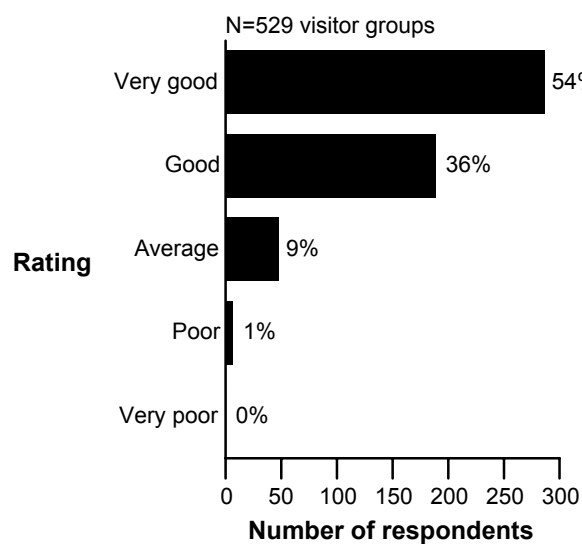


Figure 62: Quality of park brochure/map

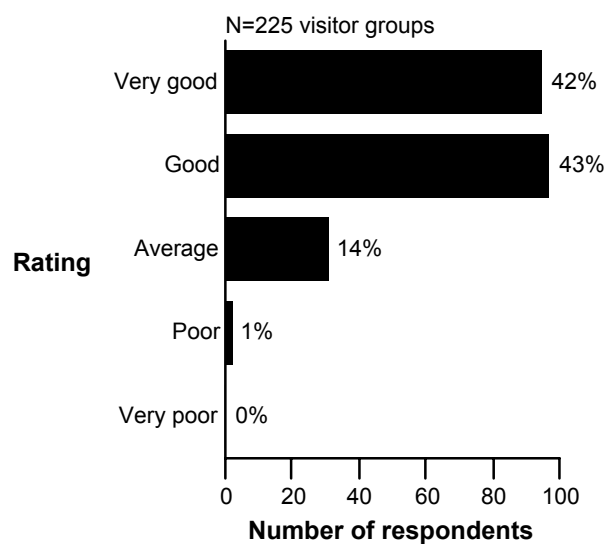
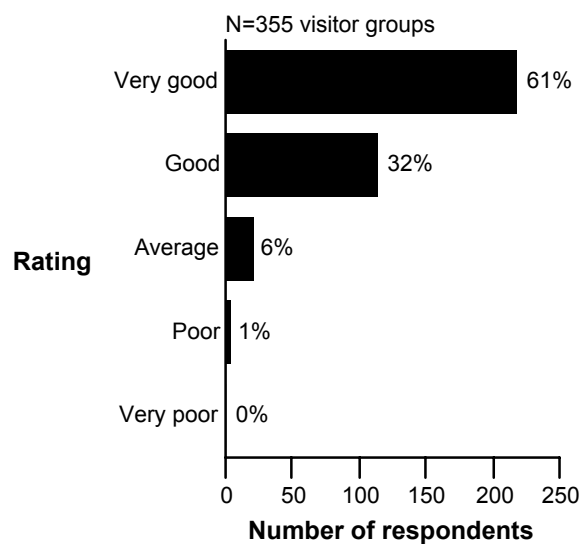
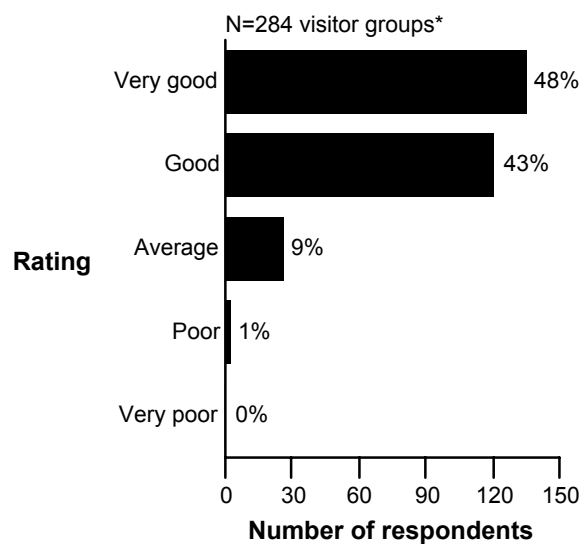
Figure 63: Quality of park newspaper:
Smokies GuideFigure 64: Quality of visitor center
information desk

Figure 65: Quality of visitor center exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

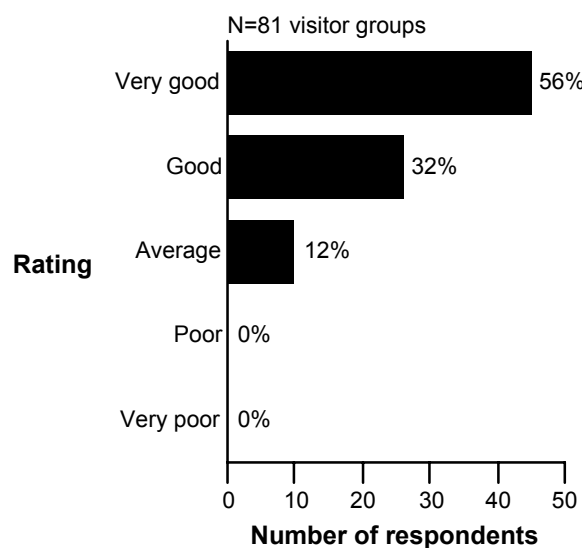


Figure 66: Quality of visitor center movie

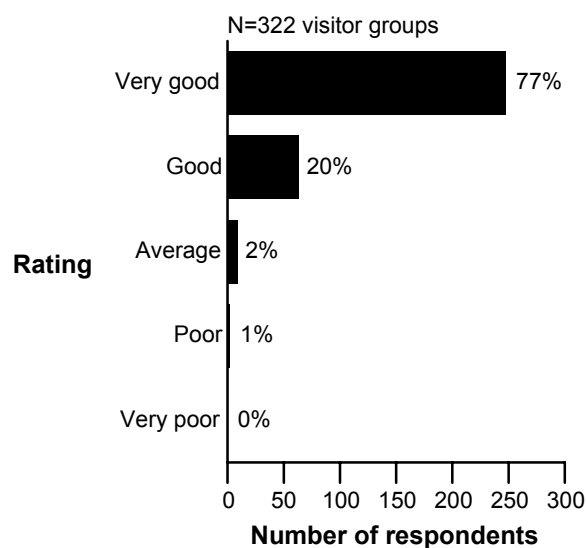


Figure 67: Quality of assistance from park staff

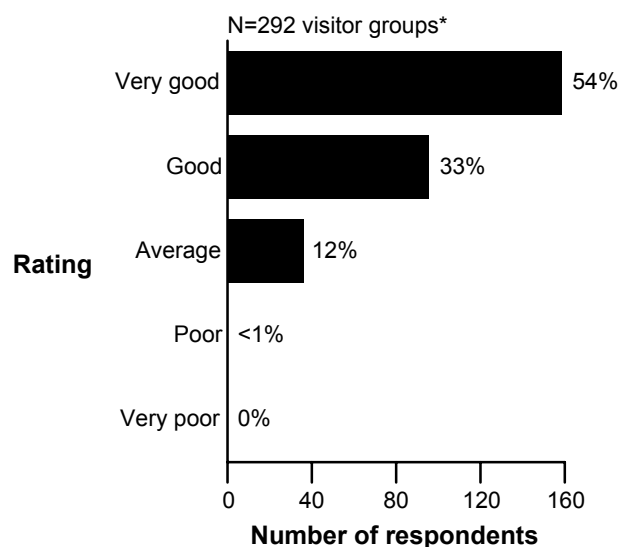


Figure 68: Quality of self-guided nature trails

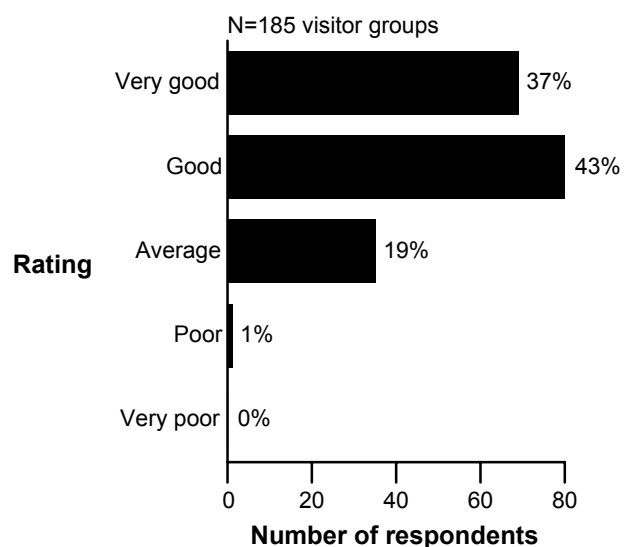


Figure 69: Quality of sales items in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

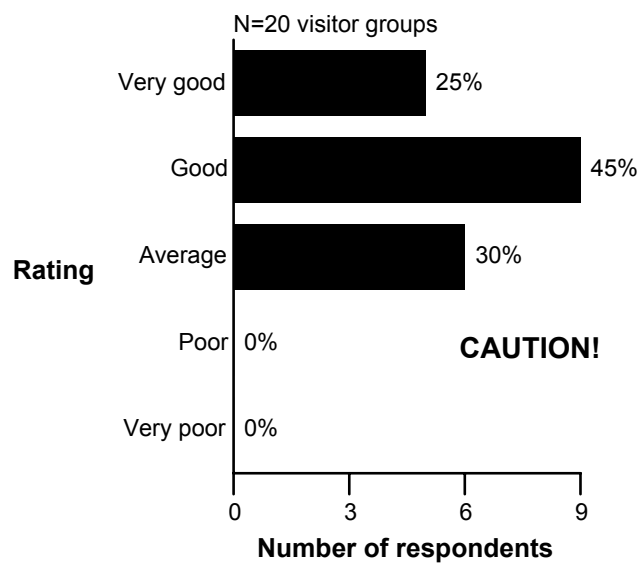


Figure 70: Quality of evening programs in campgrounds

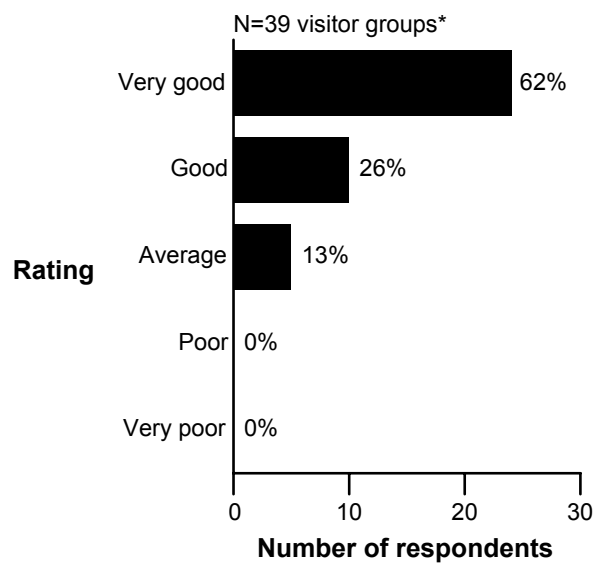


Figure 71: Quality of ranger-led walks/talks

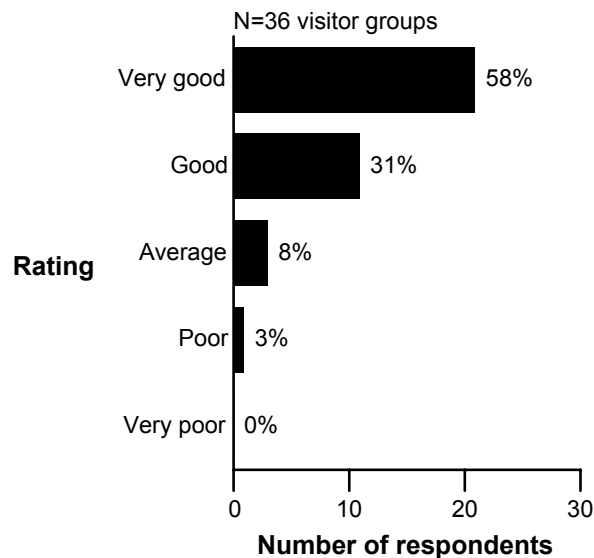


Figure 72: Quality of Junior Ranger program

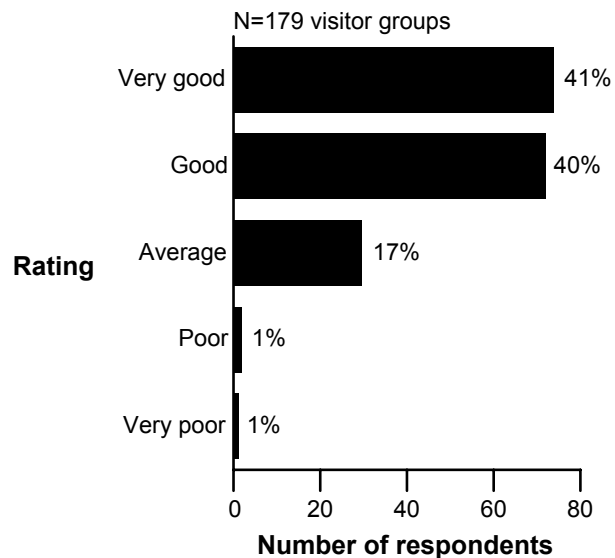


Figure 73: Quality of roadside exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

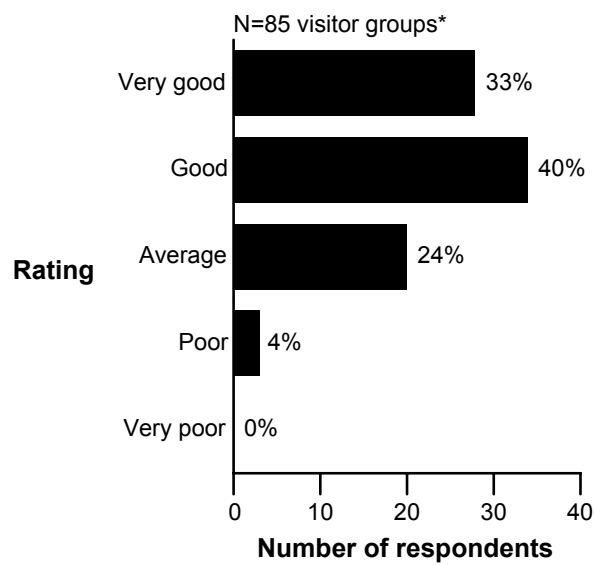


Figure 74: Quality of bulletin boards

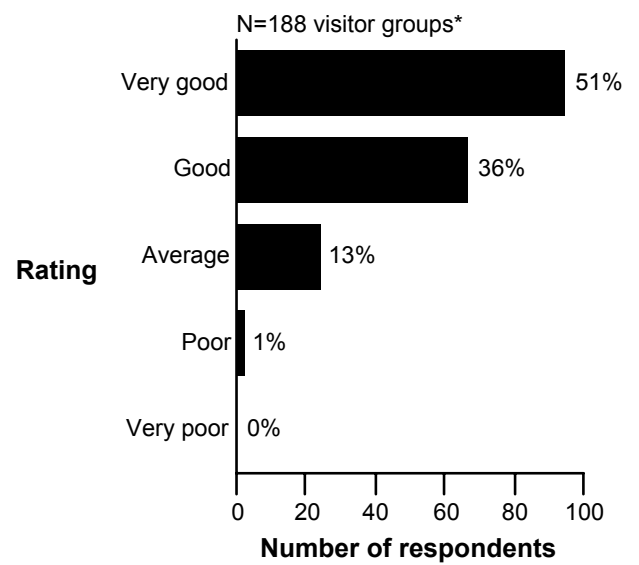


Figure 75: Quality of park website
www.nps.gov/grsm (used before or during visit)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for information services and facilities

- Figures 76 and 77 show the mean scores of importance and quality ratings for all information services/facilities that were rated by 30 or more visitor groups.
- All information services/facilities were rated above average.

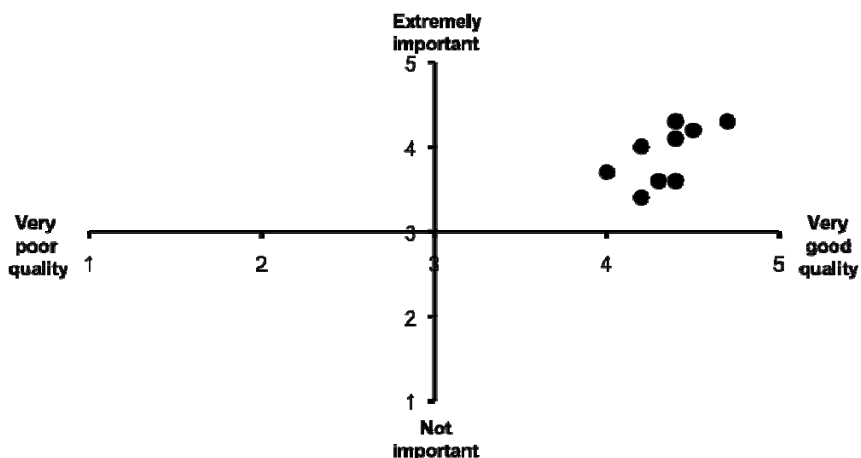


Figure 76: Mean scores of importance and quality ratings for information services/facilities

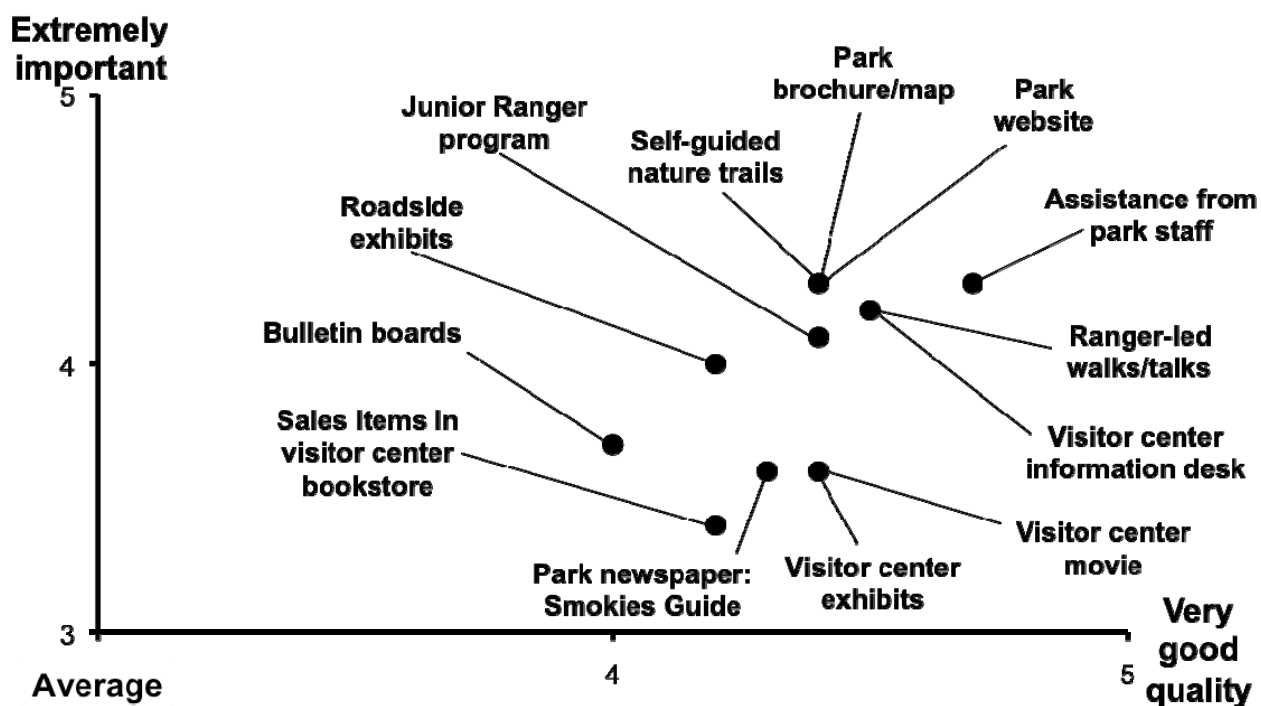


Figure 77: Detail of Figure 76

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

If you and your personal group have comments on any of the above services and facilities, please list them below.

Results

- Thirteen percent of visitor groups (N=86) made comments on information services and facilities (see Table 15).

Table 15: Comments on information services/facilities

N=125 comments;
some visitors made more than one comment.

Service/facility	Comment
Park brochure/map	Need detailed descriptions of hiking trails Need more details about roads (e.g. road names) Need detailed directions to trail heads Need more details Not all trails and roads shown on maps On map list the mile marker of trails and exhibits Restrooms were marked on map Used in the past and it was helpful
Park newspaper: <i>Smokies Guide</i>	Hike listed by type not by area Very informative
Visitor center information desk	A ranger showed children some skins Backcountry office staff was not familiar with backcountry details Greatly enhanced our trip to the park Information provided was not accurate Received incorrect information about backcountry permits Staff helped us find the waterfalls Staff was helpful Staff was informative Staff was knowledgeable Staff was nice Staff was not helpful Very welcoming
Visitor center exhibits	A fair amount of displays were missing Always helpful Children enjoyed the exhibits and the animals Learned a lot Loved stained glass and demonstration at Cades Cove The exhibits were great
Visitor center movie	Necessary to use park wisely
Assistance from park staff	Directions to make camping reservations were frustrating Mature woman at Farm house was nice and informative Never saw the campground hosts at Cosby or Elkmont No information on Blue Ridge Parkway Oconaluftee staff was friendly Oconaluftee staff was helpful Rangers at Smokemont campground were helpful Staff at Cades Cove was knowledgeable Staff was excellent Staff was friendly

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table15: Comments on information services/facilities
(continued)

Service/facility	Comment
Assistance from park staff (continued)	Staff was helpful Staff was informative Visitor center ranger did not know where Huskey was
Self-guided nature trails	Deep Creek hiking trails need better signage Great information was available Hard to find the trails Love to hike and walk almost every day Need clearer information Need signs for trails that lead to Settler's Cabin and graveyard No guidebook was available for Elkmont No mile markers along the trails Not very clear when walking a loop when other trails intersect Signage need updating Sinkota Ridge Trail was poorly maintained Some horse trails were very rough
Evening programs in campgrounds	Add more during the week
Ranger-led walks/talks	Should be more aware of them
Junior Ranger program	Children received the badge Could give better explanations on park animals Enjoyed the program Great way to engage children Very good
Roadside exhibits	Air quality information - short on science, heavy on propaganda Signs need to be placed at least a mile before exhibit Some exhibits are severely weathered
Bulletin boards	Great Need trail maps
Directional signs	Need more road signs at intersections
Park bookstores	Brochures had great information on plants and animals Cades Cove store was understaffed More size selection for clothes Staff was friendly Staff was knowledgeable Trail patches have great price but not good selection
Park website	Backcountry information would be helpful Clean and streamlined Is not user friendly Great Need more information on Junior Ranger program Need to have more trail details Needs improvement Not detailed enough Online reservation for campsites were useful for planning Should provide clearer information on food availability in park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 14a

Please indicate all visitor services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

Results

- As shown in Figure 78, the visitor services and facilities most commonly used by visitor groups were:

92% Restrooms
66% Trails
58% Roadway directional signs outside the park

- The least used service/facility was:

1% Backcountry campsites

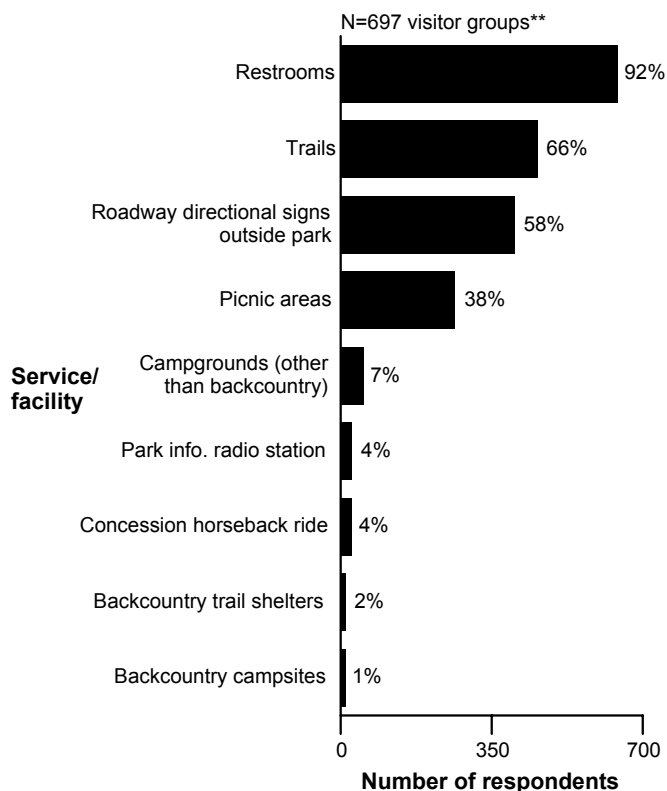


Figure 78: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 14b

Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

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

Results

- Figure 79 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 98% Campgrounds (other than backcountry)
 - 95% Restrooms
- Figures 80 to 88 show the importance ratings for each service/facility.
- Of the visitor services/facilities rated by 30 or more visitor groups, the one receiving the highest “not important” rating was:
 - 2% Campgrounds (other than backcountry)

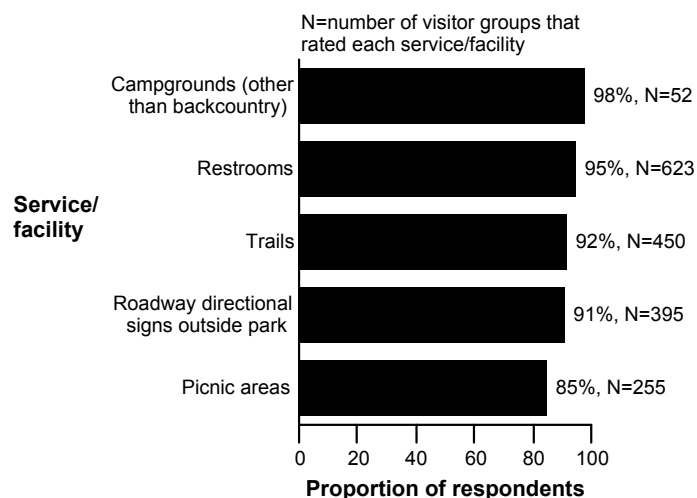


Figure 79: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

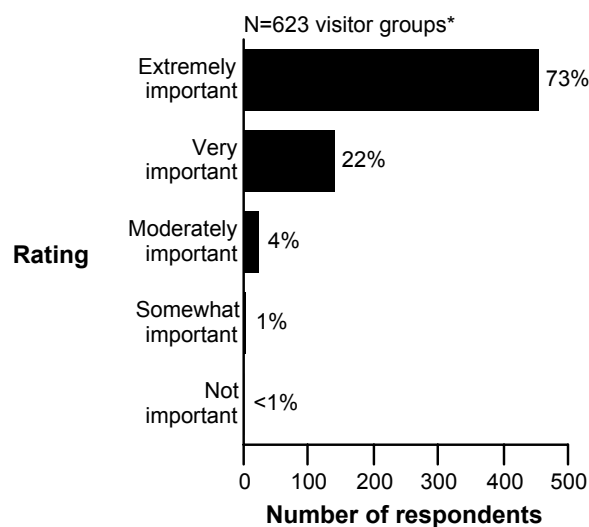


Figure 80: Importance of restrooms

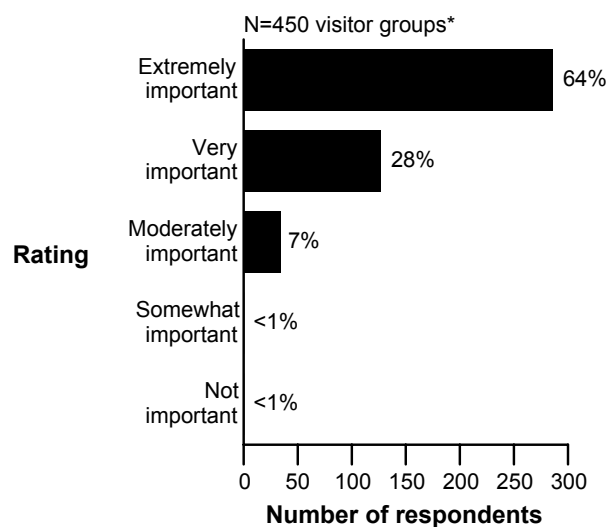


Figure 81: Importance of trails

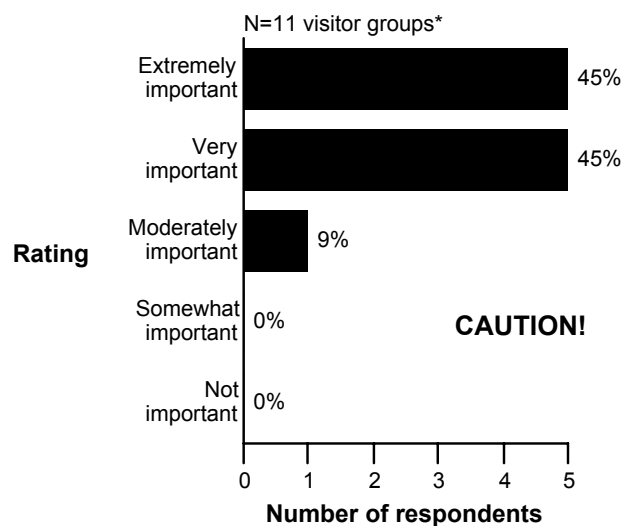


Figure 82: Importance of backcountry trail shelters

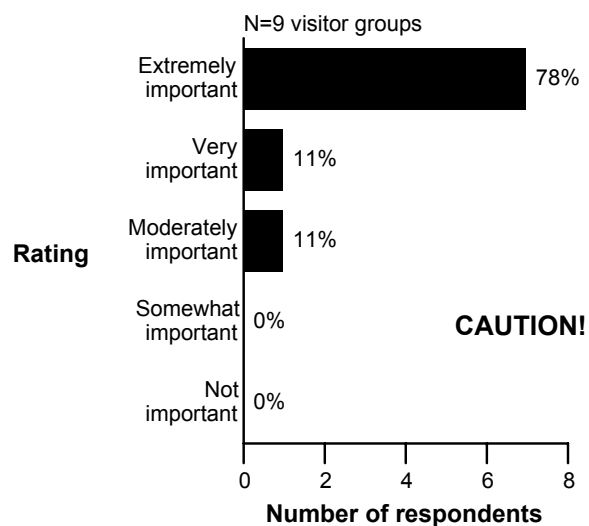


Figure 83: Importance of backcountry campsites

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

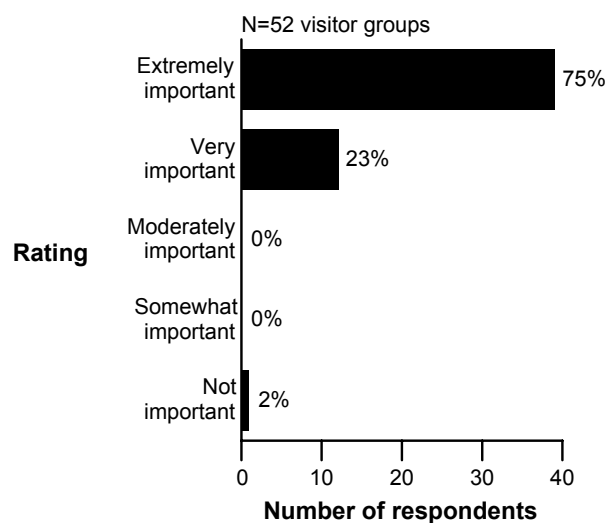


Figure 84: Importance of campgrounds (other than backcountry)

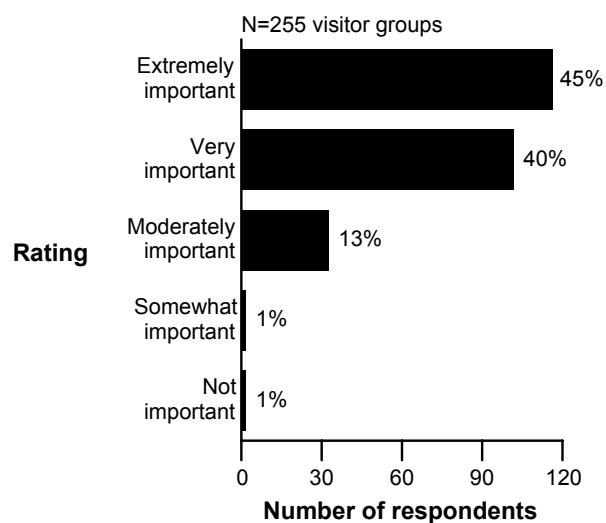


Figure 85: Importance of picnic areas

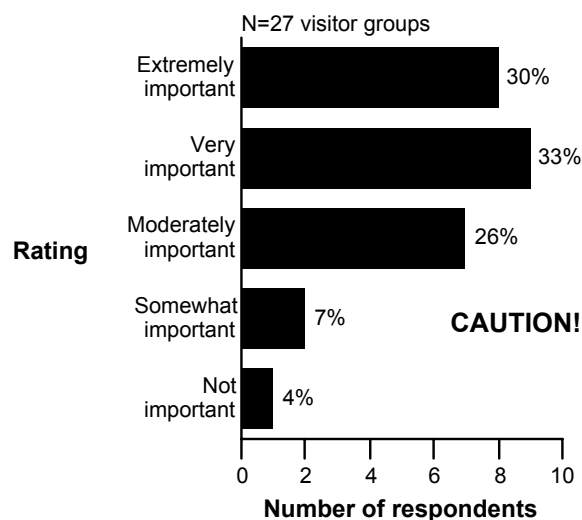


Figure 86: Importance of park information radio station (1610 AM)

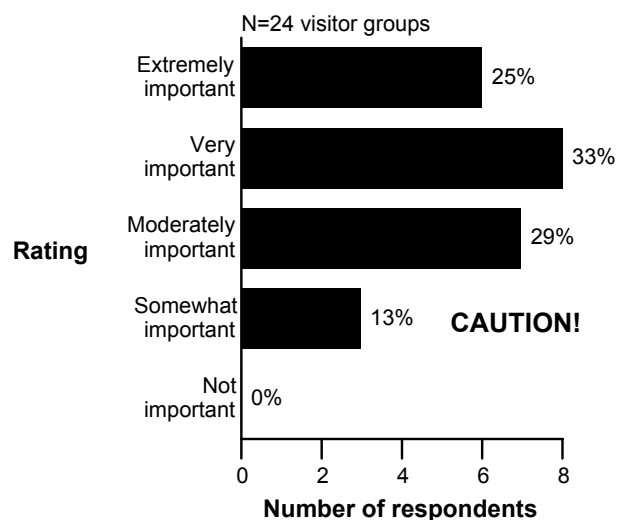


Figure 87: Importance of concession horseback ride

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

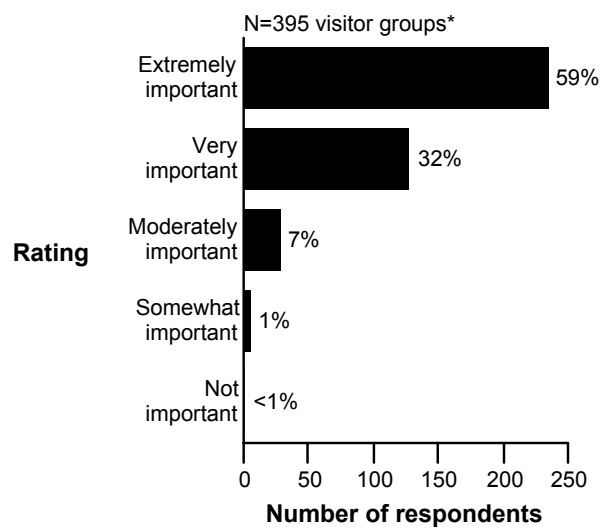


Figure 88: Importance of roadway directional signs outside park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 14c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 89 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 91% Trails
 - 89% Picnic areas
- Figures 90 to 98 show the quality ratings for each service/facility.
- Of the visitor services/facilities rated by 30 or more visitor groups, those receiving the highest “very poor” quality rating were:
 - 1% Restrooms
 - 1% Roadway directional signs outside park

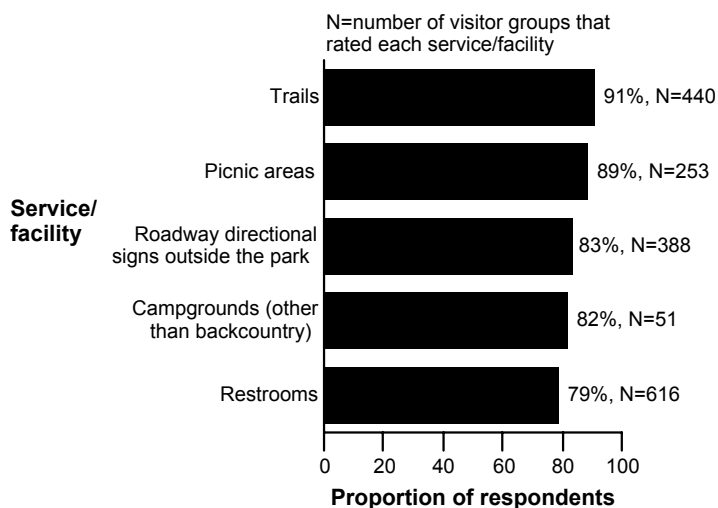


Figure 89: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

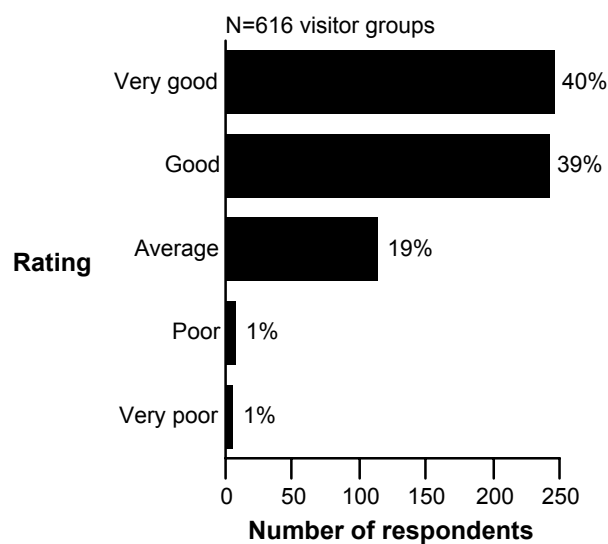


Figure 90: Quality of restrooms

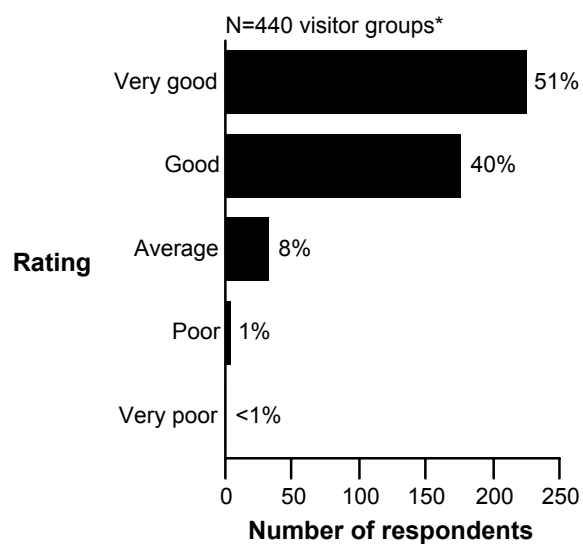


Figure 91: Quality of trails

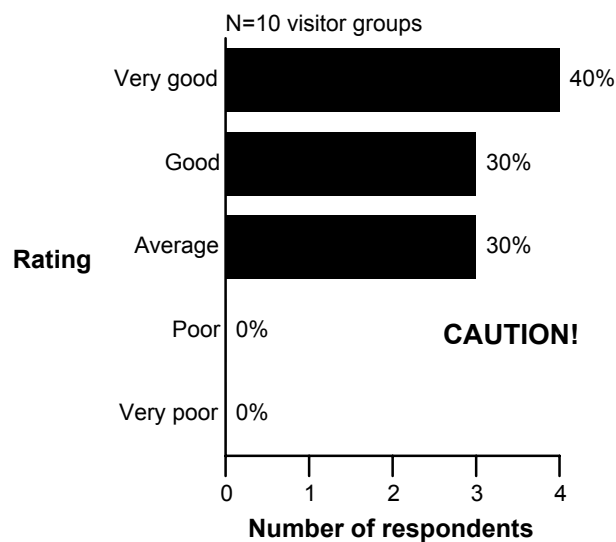


Figure 92: Quality of backcountry trail shelters

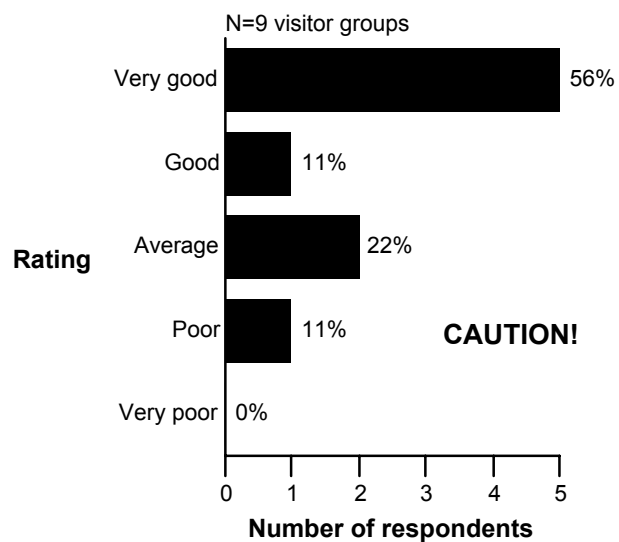


Figure 93: Quality of backcountry campsites

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

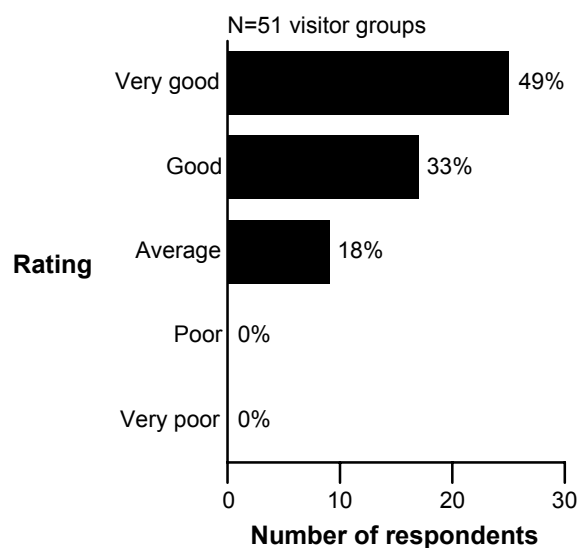


Figure 94: Quality of campgrounds (other than backcountry)

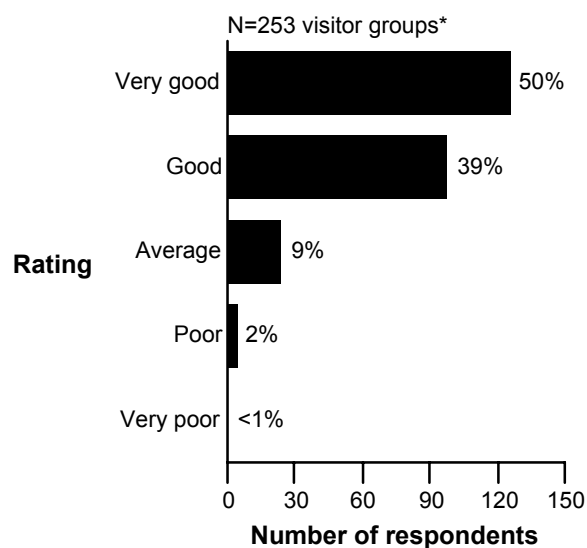


Figure 95: Quality of picnic areas

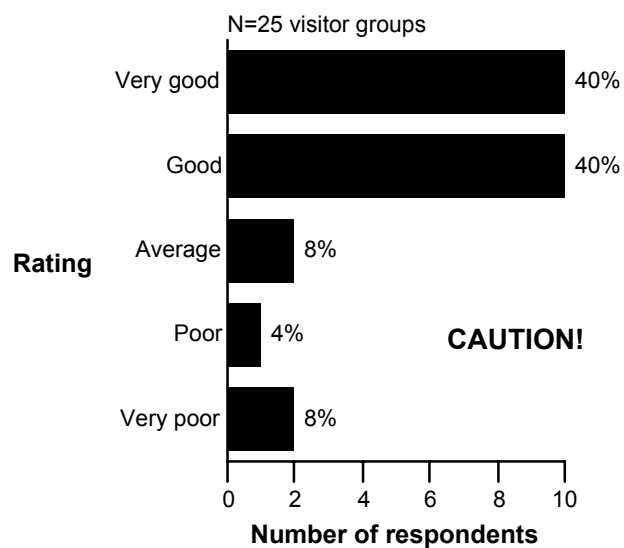


Figure 96: Quality of park information radio station (1610 AM)

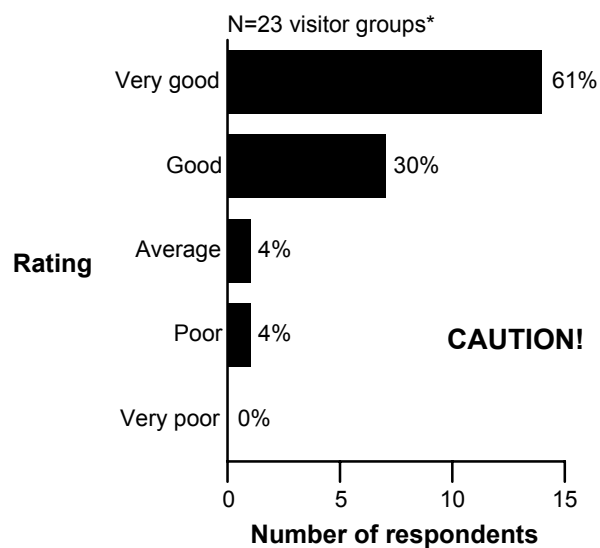


Figure 97: Quality of concession horseback ride

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

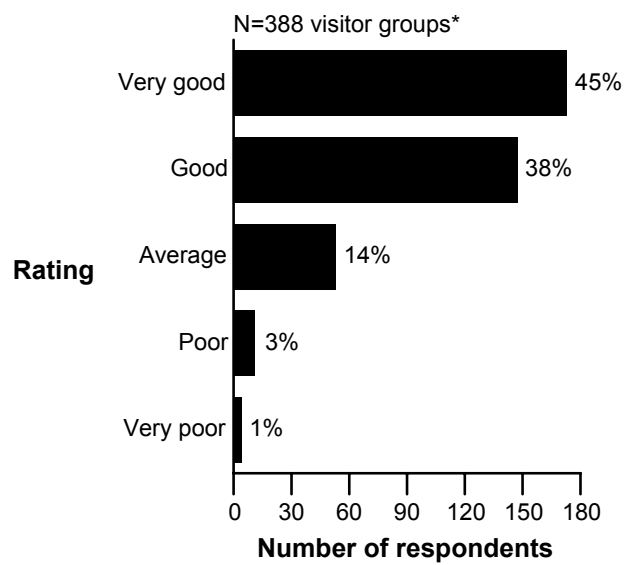


Figure 98: Quality of roadway directional signs outside park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 99 and 100 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

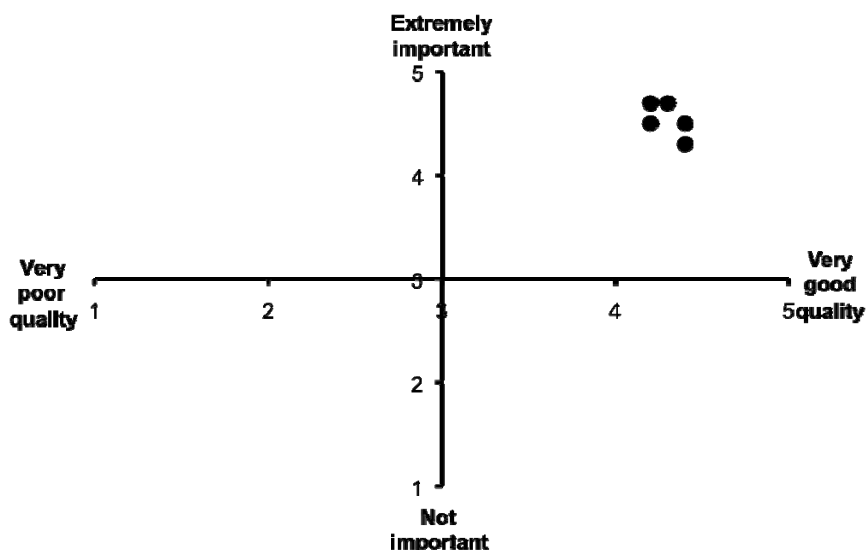


Figure 99: Mean scores of importance and quality ratings for visitor services/facilities

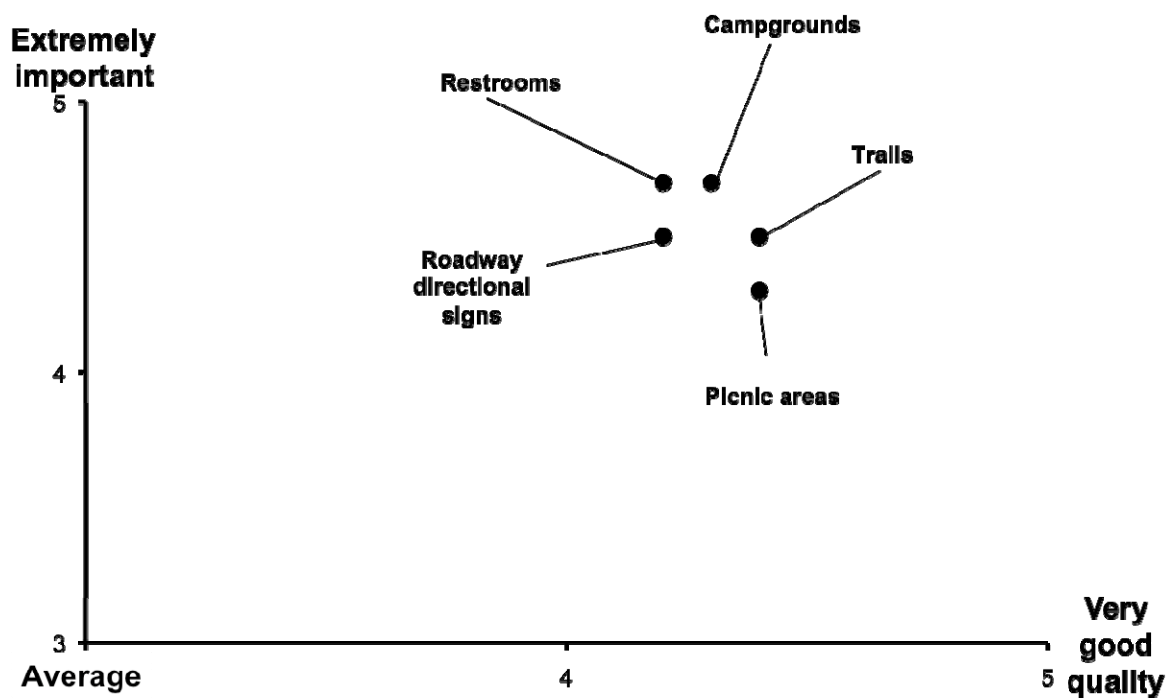


Figure 100: Detail of Figure 99

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14d

If you and your personal group have comments on any of the above services and facilities, please list them.

Results

- Twelve percent of visitor groups (N=84) provided comments on visitor services and facilities (see Table 16).

Table 16: Comments on visitor services and facilities

N=116 comments;
some visitor groups made more than one comment.

Service/facility	Comment
Restrooms	<p>Adequate number</p> <p>Clean</p> <p>Dirty/smelly</p> <p>Campground restrooms could be cleaner</p> <p>Could be cleaner at Deep Creek</p> <p>Deep Creek restrooms need paper towels</p> <p>Hand sanitizers were empty at Clingmans Dome</p> <p>Need maintenance</p> <p>Need more</p> <p>Need more port-a-potties at trailheads</p> <p>Need more restrooms at Greenbriar</p> <p>Need more restrooms to use on scenery route</p> <p>Need more than one sink/mirror</p> <p>Need separate private changing area other than bathroom stall</p> <p>Needed at top of Clingmans Dome</p> <p>No soap was available</p> <p>Restrooms at Cades Cove were dirty</p> <p>Water was not working</p> <p>Well kept</p>
Trails	<p>Debris-free paths</p> <p>Deep Creek needs more signage</p> <p>Great</p> <p>Grotto Falls and Rainbow Falls trails need barriers to precipices</p> <p>Improve signage/markers</p> <p>It was not easy to find trashcans</p> <p>Loved the log bridges</p> <p>Need maintenance</p> <p>No warnings about poison ivy</p> <p>Not enough safety precautions</p> <p>One bridge railing was not straight for hand guide</p> <p>Signage was confusing</p> <p>Some people take the wrong one out at Elijah Oliver Place</p> <p>Some trails in poor shape due to overuse</p> <p>Some trails were short but extremely difficult</p> <p>There were no signs</p> <p>Too much motorcycle noise echoing up mountains</p> <p>Trails marked "easy" were not always easy</p> <p>Would like mountain bike trails</p>
Backcountry trail shelters	There should be more information
Backcountry campsites	Backcountry campsite number 29 was rated as a "2"

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Comments on visitor services and facilities
(continued)

Service/facility	Comment
Campgrounds (other than backcountry)	Need electricity/water hookups Need hot showers Could be cleaner Elkmont has poor lighting Have not been upgraded for years Nice No dump stations were available No noise from generators Overhead needs to be cleared Smokemont, Elkmont, and Cataloochee campgrounds were nice Washer and dryer would be great We used to camp, and loved Tremont and Cades Cove
Picnic areas	Would like to have more available Clean/well maintained Crowded Beautiful Chimney Top Picnic area needs more parking Enjoyed picnicking in Melton Huge and covered pavilion was great during shower It is small It was fun Laurel Falls area was crowded Liked the improvements in Chimney Park Need one in Cataloochee Valley Needed cleaning Not enough picnic tables at Cataloochee Playground and bathrooms would be good Would have stayed but there was no parking
Park information radio station	Did not know of this service Did not know it was still available Have used in the past Need more information on call sign
Concession horseback ride	Cades Cove Stables were great Dirty
Roadway directional signs	Could be more prominent in Cherokee Hard to find Cataloochee Need more road signs Need more signs in Gatlinburg It was easy to find way with signs except signage to Greenbrier Mingus Mill needs a sign at entrance Should have signs at the attractions Signs outside park were confusing during construction near Cherokee Signs to Great Falls were poor There needs to be updates on directional signage

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of park attributes/resources

Question 11

Great Smoky Mountains NP was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment of the resources. On this visit, how important were the following attributes/resources to you?

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

Results

- Figure 101 shows the combined proportions of “very important” and “extremely important” ratings for attributes/resources that were rated by 30 or more visitor groups.
- The attributes/resources that received the highest combined proportions of “very important” and “extremely important” ratings were:
 - 97% Scenic views
 - 92% Clean air/visibility
 - 90% Clean water
- Of the attributes/resources that were rated by 30 or more visitor groups, the one receiving the highest “not important” rating was:
 - 16% Dark, starry night sky
- Table 17 shows the importance ratings for attributes/resources of the park.

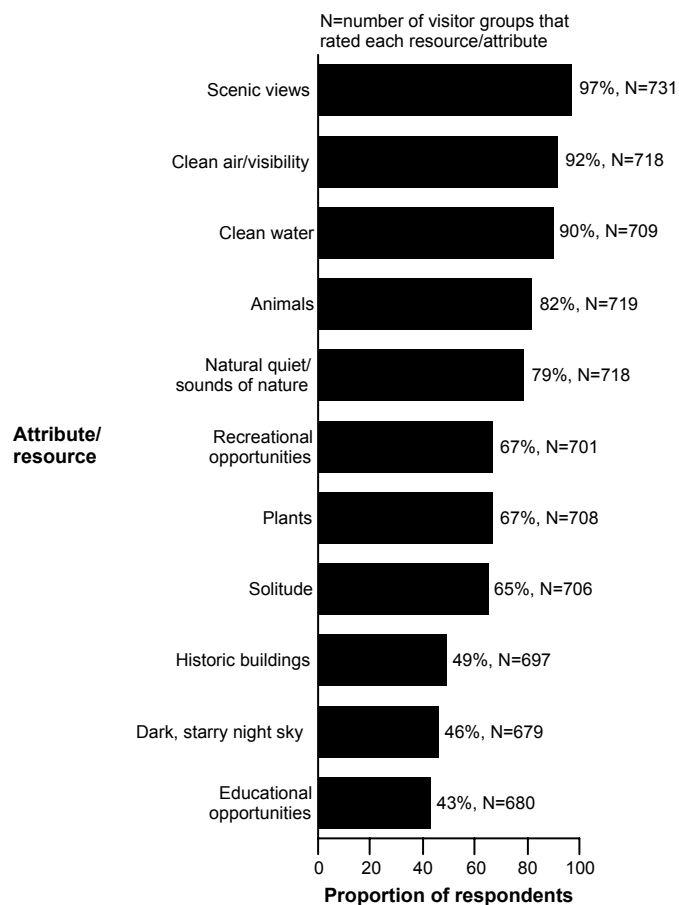


Figure 101: Combined proportions of “extremely important” and “very important” of park attributes/resources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Importance of protecting of park attributes/resources*

N=number of visitor groups who rated each attribute/resource.

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	731	<1	<1	3	26	71
Plants	708	2	8	23	35	32
Animals	719	<1	4	14	36	46
Clean water	709	1	1	8	33	57
Clean air/visibility	718	<1	1	7	35	57
Solitude	706	5	7	24	33	32
Natural quiet/sounds of nature	718	1	4	15	35	44
Dark, starry night sky	679	16	13	24	22	24
Historic buildings	697	7	13	30	30	19
Educational opportunities	680	9	18	30	27	16
Recreational opportunities (hiking, camping, fishing, etc.)	701	7	8	18	29	38

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

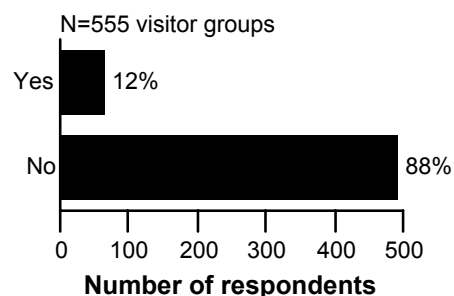
Preferences for future visit

Sales items in visitor center bookstores

Question 10a

If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

Interested in sales items?



Results

On a future visit, 12% of visitor groups would be interested in purchasing sales items that are not currently available (see Figure 102).

Figure 102: Interest in sales items on a future visit

Question 10b

If YES, what items would you like to have available for purchase?

Results

As shown in Figure 103, the most common sales items that visitor groups would like to purchase on a future visit were:

44% Additional publications
38% Additional maps

Subjects for additional publications suggested by visitor groups were:

Animals
Anthropology
Birds
Blue Ridge Parkway
Cooking
Cove
Elk
Flowers
Foxfire books
History
History of park
Insects in the park
Native Americans
Photography
Real stories of Smokies

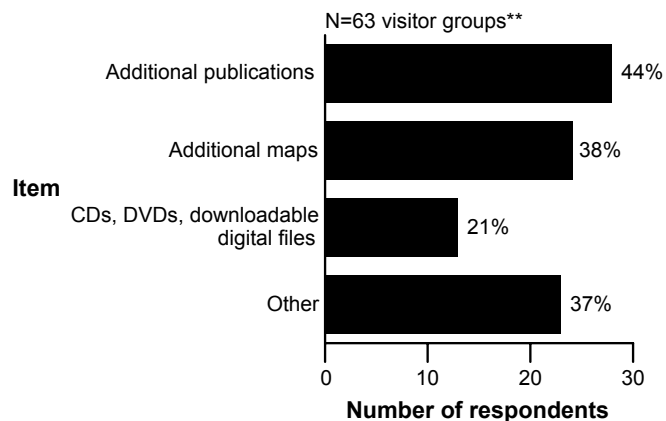


Figure 103: Items to have available for purchase on a future visit

Subjects for additional publications (continued):

Scary stories
Water
Wildlife

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

“Other” sales items (37%) included:

- Activities for children
- Appalachian folk music recording
with dulcimer
- Bells
- Books about national parks
- Children’s T-shirts
- Great Smoky Mountains flashlight
- Greater selection of note cards
- Guidebook highlighting trails and
activities accessible to young
children
- Hooded sweaters
- Local crafts
- More hiking patches (trail tags)
- Penny press machines
- Park posters
- Photography
- Plants
- Souvenir shot glass
- Sterling silver jewelry
- Water/drinks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Camping services

Question 12

If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

Results

64% of visitor groups were interested in camping on a future visit (see Figure 104).

Interested in camping?

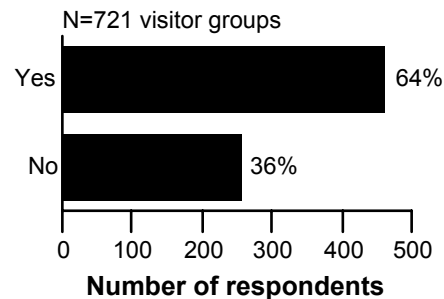


Figure 104: Visitor groups' interest in camping on future visit

Showers

Results

88% of the visitor groups that were interested in camping would like to have showers available in the campground (see Figure 105).

Would like showers?

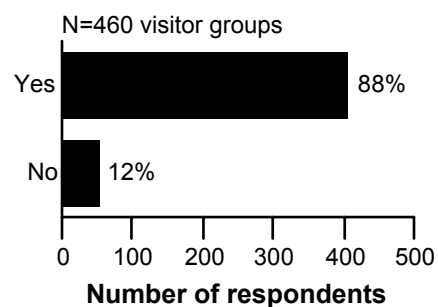


Figure 105: Visitor groups' interest in having showers available

Electrical and water hookups in campground

Results

72% of the visitor groups that were interested in camping would like to have electrical and water hookups available in campground (see Figure 106).

Would like electricity/water hookups?

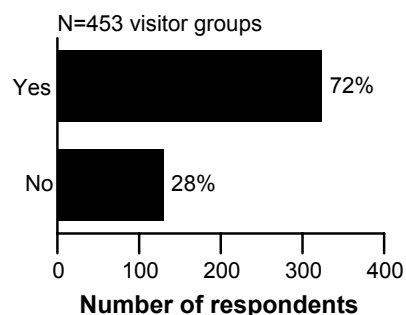


Figure 106: Visitor groups' interest in having electrical and water hookups available

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall quality

Question 15

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Great Smoky Mountains NP during this visit?

Results

- 96% of visitors rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 107).
- 1% of groups rated the quality as “very poor” or “poor.”

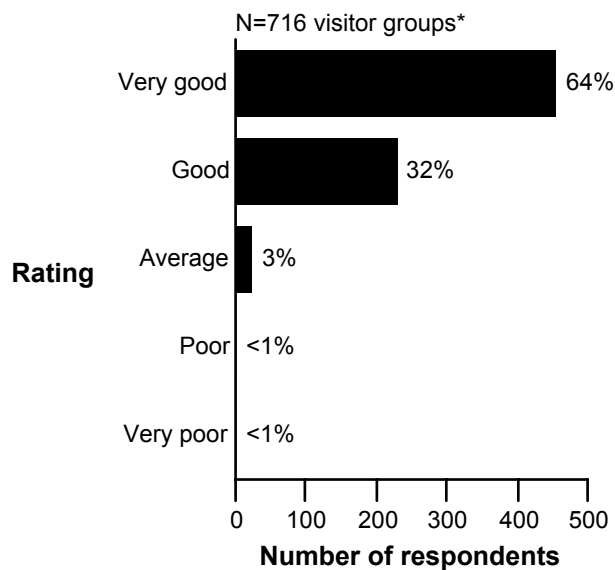


Figure 107: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Additional comments

Question 25

Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

Results

- 50% of visitor groups (N=373) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18: Additional comments
N=730 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was great	8
Staff was helpful	8
Staff was friendly/courteous	4
Staff was informative	3
Other comments	7
FACILITIES/MAINTENANCE	
Clean/well-maintained	13
Repair the Cades Cove Loop road	10
Add showers in campgrounds	7
Trim overgrown vegetation to open the views	5
Add more picnic areas	4
Add bike trails	3
Add restrooms at trails	3
Add water and electricity hookups in campgrounds	3
Improve road conditions	3
Trails were great	3
Better parking at the falls	2
Keep maintaining the park	2
Need water stations at Elkmont	2
Upgrade road signs	2
Other comments	47
INTERPRETIVE SERVICES	
Junior Ranger program was great	3
Have a guide or map with trail highlights	2
Needed more trail information	2
Other comments	22

Table 18: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Could not make camping reservations	4
Do not start a shuttle service at Cades Cove	3
Survey was long	3
Would like to see a green shuttle	3
A lodge inside the park would be great	2
A shuttle service could relieve heavy traffic	2
Add entrance fee	2
Keep free access	2
Noisy motorcycles destroy the experience	2
Should have notifications about delays in the park	2
The park has become too commercialized	2
Will stop visiting if transit services are added	2
Would like to see more activities for motorcycle bikers	2
Other comments	14
RESOURCE MANAGEMENT	
Comments	8
GENERAL COMMENTS	
Enjoyed visit	95
Beautiful park	75
Will return	50
Love it	44
Thank you	25
Regular visitor	22
Keep up the good work	15
Loved the scenery	12
Enjoyed hiking	9
Love the mountains	7
Resident of the area	7
The park was crowded	7
Enjoyed visiting Cades Cove	6
Peaceful place	6
Like the park wildlife	5
Saw some wild animals	5
Wish we had more time to visit	5
Enjoyed nature	4
It was a relaxing trip	4
Will tell friends/family about the park	4
Would love to live close to park	4

Table 18: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
Just driving through the park	3
Keep it as it is	3
Like to bring people to the park	3
Love national parks	3
Participated in many activities	3
Saw some bears	3
Waterfall was great	3
Took some nice photographs	3
Cades Cove was crowded	2
Did not know about the park radio station	2
Did not see any bears	2
Enjoyed camping	2
Had a wonderful family reunion	2
Liked the views in the park	2
Traffic was heavy	2
Will camp on a future visit	2
Will return for a fall visit	2
Other comments	54

APPENDICES

Appendix 1: The Questionnaire



Social Science Program
National Park Service
U.S. Department of the Interior
Visitor Services Project

Great Smoky Mountains National Park

Visitor Study

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

OFFICIAL BUSINESS





United States Department of the Interior

NATIONAL PARK SERVICE
Great Smoky Mountains National Park
107 Park Headquarters Road
Gallatinburg, TN 37738

IN REPLY REFER TO:

June, 2008

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Great Smoky Mountains National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

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

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Dale A. Ditmanson
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ☒ Not like this: ☒ ☒

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go to the next page →

NOTE: In this questionnaire, **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)? Please mark (●) all that apply in column (a).
 b) If you were to visit Great Smoky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

a) Prior to this visit (●) **b) On future visits (●)**

- | | |
|--|--------------------------------------|
| <input type="radio"/> Obtained no information prior to visit → | Go to part b of this question |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs | <input type="radio"/> |
| <input type="radio"/> Great Smoky Mountains NP website: www.nps.gov/grsm/ | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> Smokies trip planner information (by mail or internet) | <input type="radio"/> |
| <input type="radio"/> State welcome center/Chamber of Commerce | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Information from local motel or other business | <input type="radio"/> |
| <input type="radio"/> Other (Please specify) | <input type="radio"/> |

This visit _____ Future visit _____

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

- d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. **Prior to this visit**, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

☐ Yes ☐ No

3. a) On this trip, where did you and your personal group **first** enter the park? Please mark (●) **only one**.

- b) On this trip, where did you **leave** the park for the last time? Please mark (●) **one**.

Location	Gallinburg	Townsend	Cades Cove	Cherokee	Other (Please specify)
a) First entry into park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Last exit from park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. On this visit, what was the **primary** reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)? Please mark (●) **only one**.

☐ Resident of area → **Go to Question 5**

☐ Visit Great Smoky Mountains NP

☐ Visit other area attractions (theme parks, shopping, shows, etc)

☐ Attend area special event

☐ View mountain scenery

☐ Participate in area recreation (hiking, rafting, fishing, etc.)

☐ Visit friends/relatives in the area

☐ Business

☐ Other (Please specify) _____

5. a) On this trip to Great Smoky Mountains NP, how long did you and your personal group spend visiting the park?

_____ Number of hours **if less than 24 hours** (e.g. 1 1/4 hr, 1 1/2 hrs, 5 3/4 hrs)

OR

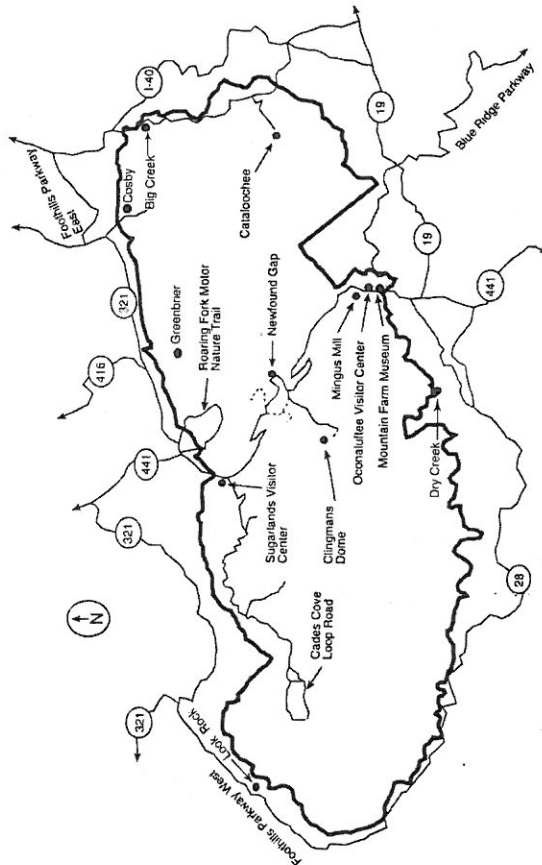
_____ Number of days **if 24 hours or more** (e.g. 1 1/4 day, 2 1/2 days, 3 3/4 days)

- b) On this trip (including if you visited on more than one day), what was the total time that you spent **outside your vehicle** in Great Smoky Mountains NP? Please mark (●) **only one**.

- ☐ Less than 1 hour ☐ From 1 to nearly 2 hours
☐ From 2 to nearly 3 hours ☐ 3 hours or more

- c) **On this trip**, how many times did you and your personal group enter Great Smoky Mountains NP? Please mark (●) **only one**.

- ☐ Once
☐ 2 to 4 times
☐ 5 or more times



6. a) On this trip, which of the following sites in Great Smoky Mountains NP did you visit? Please mark (●) **all** that apply. Use the map on the previous page to help you locate the sites.

- b) Next, only for the sites that you **visited**, please list the amount of time you spent at each location in hours OR days. List partial hours or days as 1/4, 1/2, 3/4.

- ☐ Did not stop at any places in the park → **Go to Question 7**

- a) Visited park location

- b) Time spent

Mark (●) _____ Hours spent— _____ Days spent—
 If less than 24 hours If more than 24 hours

- ☐ Cades Cove Loop Road _____ hours _____ days
☐ Deep Creek _____ hours OR _____ days
☐ Cosby _____ hours OR _____ days
☐ Roaring Fork Motor Nature Trail _____ hours _____ days
☐ Sugarlands Visitor Center _____ hours _____ days
☐ Newfound Gap _____ hours OR _____ days
☐ Clingmans Dome _____ hours OR _____ days
☐ Mingus Mill _____ hours _____ days
☐ Oconaluftee Visitor Center _____ hours _____ days
☐ Mountain Farm Museum _____ hours _____ days
☐ Cataloochee _____ hours OR _____ days
☐ Big Creek _____ hours OR _____ days
☐ Look Rock _____ hours OR _____ days
☐ Greenbrier _____ hours _____ days
☐ Other (Please specify) _____ hours OR _____ days

7. a) As you were planning for this trip, what activities did you and your personal group **expect** to include in this visit? Please mark (●) **all** that apply in column (a).
 b) On this trip, what activities did you and your personal group **participate** in while in Great Smoky Mountains NP? Please mark (●) **all** that apply in column (b).

a) Activities expected (●)	b) Activities on this trip (●)
<input type="radio"/> Viewing scenery/taking scenic drive	<input type="radio"/>
<input type="radio"/> Viewing wildlife	<input type="radio"/>
<input type="radio"/> Visiting historic sites	<input type="radio"/>
<input type="radio"/> Walking/hiking	<input type="radio"/>
<input type="radio"/> Viewing wildflowers	<input type="radio"/>
<input type="radio"/> Bicycling	<input type="radio"/>
<input type="radio"/> Horseback riding	<input type="radio"/>
<input type="radio"/> Picnicking	<input type="radio"/>
<input type="radio"/> Tubing/swimming/boating	<input type="radio"/>
<input type="radio"/> Backpacking/overnight hiking	<input type="radio"/>
<input type="radio"/> Attending park program or special event	<input type="radio"/>
<input type="radio"/> Camping in developed campgrounds	<input type="radio"/>
<input type="radio"/> Photography	<input type="radio"/>
<input type="radio"/> Fishing	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>
Expected _____	Participated in _____

- c) Which of the above activities was most important to you and your personal group on this visit? Please list **only one**.

8. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Great Smoky Mountains NP or in the surrounding area (within 50 miles of park, including Knoxville, Asheville, and other towns)?

☐ Yes ☐ No → **Go to Question 9**

- b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

b) Number of nights inside park _____ **c) Number of nights outside park within 50 miles** _____

n/a	Lodge, motel, cabin, rented condo/home, or bed & breakfast	_____
_____	Camping in developed campground	_____
➔	Camping location inside park	_____
_____	Backcountry campsite	_____
n/a	Personal seasonal residence	_____
n/a	Residence of friends or relatives	_____
_____	Other (Please specify below)	_____
Inside _____	Outside _____	

9. a) On this trip, did you and your personal group visit either Sugarlands or Oconalufee Visitor Centers? Please mark (●) **one**.

☐ Yes ↓ ☐ No ↓

- b) If you visited one or both park visitor centers, what were your reasons for visiting? Please mark (●) **all** that apply.

<input type="radio"/> Obtain information	<input type="radio"/> Have visited in the past
<input type="radio"/> View exhibits	<input type="radio"/> Not interested
<input type="radio"/> Use restrooms	<input type="radio"/> Not enough time
<input type="radio"/> Visit bookstore	<input type="radio"/> Other (Please specify)
<input type="radio"/> View park film	_____

Go to Question 11

10. a) If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

☐ Yes ☐ No → **Go to Question 11**

b) If YES, what items would you like to have available for purchase? Please mark (●) all that apply.

- ☐ Additional publications (books, brochures, etc.)
- List subjects that you are interested in: _____
- ☐ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
- ☐ Additional maps (besides the park brochure map)
- ☐ Other (Please specify) _____

11. Great Smoky Mountains NP was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment of the resources. On this visit, how important were the following attributes/resources to you? Please mark (●) one answer for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air/visibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (hiking, camping, fishing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

☐ Not interested in camping ➔ Go to Question 13

Showers	<input type="radio"/> Yes	<input type="radio"/> No
Electrical and water hookups in campground	<input type="radio"/> Yes	<input type="radio"/> No

13. a) Please mark (●) all information services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

b) Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

b) If used, how important?

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

c) If used, what quality?

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

a) Information services and facilities used

Mark (●)

<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper: Smokies Guide	_____	_____
<input type="radio"/> Visitor center information desk	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center movie	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Self-guided nature trails	_____	_____
<input type="radio"/> Sales items in visitor center bookstore (selection, price, etc.)	_____	_____
<input type="radio"/> Evening programs in campgrounds	_____	_____
<input type="radio"/> Ranger-led walks/talks	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Bulletin boards	_____	_____
<input type="radio"/> Park bookstores (sales item selection, price, etc.)	_____	_____
<input type="radio"/> Great Smoky Mountains NP website: www.nps.gov/grsm/ (used before or during visit)	_____	_____

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List) Comment (Please be specific)

14. a) Please mark (●) all visitor services and facilities that you and your personal group **used** in Great Smoky Mountains NP during this visit.

b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	Mark (●)	b) If used, how important?	c) If used, what 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	

<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Backcountry trail shelters	_____	_____
<input type="radio"/> Backcountry campsites	_____	_____
<input type="radio"/> Campgrounds (other than backcountry)	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Park information radio station (1610 AM)	_____	_____
<input type="radio"/> Concession horseback ride	_____	_____
<input type="radio"/> Roadway directional signs outside park	_____	_____

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)	Comment (Please be specific)		
_____	_____	_____	_____
_____	_____	_____	_____

15. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Great Smoky Mountains NP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. a) On this trip, how many people were in your personal group, including yourself?

_____ Number of people

b) On this trip, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

17. On this trip, were you and your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group	<input type="radio"/>	Yes	<input type="radio"/>	No
b) School/educational group	<input type="radio"/>	Yes	<input type="radio"/>	No
c) Other group (business, church, scout, etc.)	<input type="radio"/>	Yes	<input type="radio"/>	No

18. On this trip, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

<input type="radio"/> Alone	<input type="radio"/> Family
<input type="radio"/> Friends	<input type="radio"/> Family and friends
<input type="radio"/> Other (Please specify)	_____

19. For you and your personal group on this trip, please provide the following. If you do not know the answer, please leave it blank.

a) Current age	b) U.S. Zip Code or name of country other than U.S.	c) Number of visits made to Great Smoky Mountains NP (including this visit) lifetime
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Yourself	_____	_____
Member #2	_____	_____
Member #3	_____	_____
Member #4	_____	_____
Member #5	_____	_____
Member #6	_____	_____
Member #7	_____	_____

20. a) & b) When visiting an area such as Great Smoky Mountains NP, what **one** language do you and most members of your personal group prefer to use for the following?

a) Speaking:	<input type="radio"/> English	<input type="radio"/> Other (Specify) _____
b) Reading:	<input type="radio"/> English	<input type="radio"/> Other (Specify) _____

- c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service (Specify) _____ ☐ None

21. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yoursself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
YES, Hispanic or Latino?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NO, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yoursself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

☐ Yes ☐ No → **Go to Question 23**

- b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) **all** that apply.

☐ Visitor center ☐ Visitor center exhibits

☐ Ranger-led activities/programs ☐ Restrooms

☐ Trails ☐ Campground

☐ Other (Please specify) _____

- c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all** that apply.

☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

☐ Other (Please specify) _____

23. For you only, please indicate the highest level of education you have completed. Please mark (●) **only one**.

☐ Some high school ☐ Bachelor's degree

☐ High School Diploma/GED ☐ Graduate degree

☐ Some college

24. Which category best represents your annual **household** income? Please mark (●) **only one**.

☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999

☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more

☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

- b) What is the number of people in your household? _____

25. Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

Appendix 2: Additional Analysis

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.

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware of NPS management of Great Smoky Mountains National Park?
- Entry location
- Exit location
- Primary reason for visit to Great Smoky Mountains NP area
- Length of visit (hours/days)
- Time spent outside the vehicle
- Number of entries
- Sites visited
- Time spent in each site
- Expected activities
- Activities on this visit
- Overnight stay away from home within 35 miles of parkway?
- Number of nights inside/outside parkway
- Type of lodging inside/outside parkway
- Visits to visitor centers
- Reasons for visiting visitor centers
- Reasons for not visiting visitor centers
- Interest in sales items on a future visit
- Bookstore sales items
- Importance of park attributes/resources
- Interest in camping on future visit
- Availability of camping services (showers, electrical and water hookups)
- Information services/facilities used
- Importance of information services/facilities
- Quality of information services/facilities
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Overall quality
- Group size
- Number of vehicles
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Language used (speaking/reading)
- Ethnicity/race
- Group member with physical condition making access/participation difficult
- Activities/services visitors with disabilities could not access or participate in
- Type of physical condition
- Respondent education level
- Annual household income
- Number of people in household

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carly-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the parkway. In Great Smoky Mountains National Park survey, 131 respondents reported to be the older person in the group rather than the person who accepted the survey at park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu/vsp.reports.htm. 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

1989 (continued)

24. Lincoln Home National Historic 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 & Memorials, 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

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (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
- 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)

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)

1996 (continued)

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

Visitor Services Project Publications (continued)**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

2002

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

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

2003 continued

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV
Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park
- 186.1. Glen Canyon National Recreation Area
(spring)
- 186.2. Glen Canyon National Recreation Area
(summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic
Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical
Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park
- 199. Everglades National Park (winter and
spring)
- 200. Horseshoe Bend National Military Park
(spring)
- 201. Carl Sandburg Home National Historic
Site (spring)
- 202. Fire Island National Seashore resident
(spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205. Great Smoky Mountains National Park
(summer)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.
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Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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February 2009



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