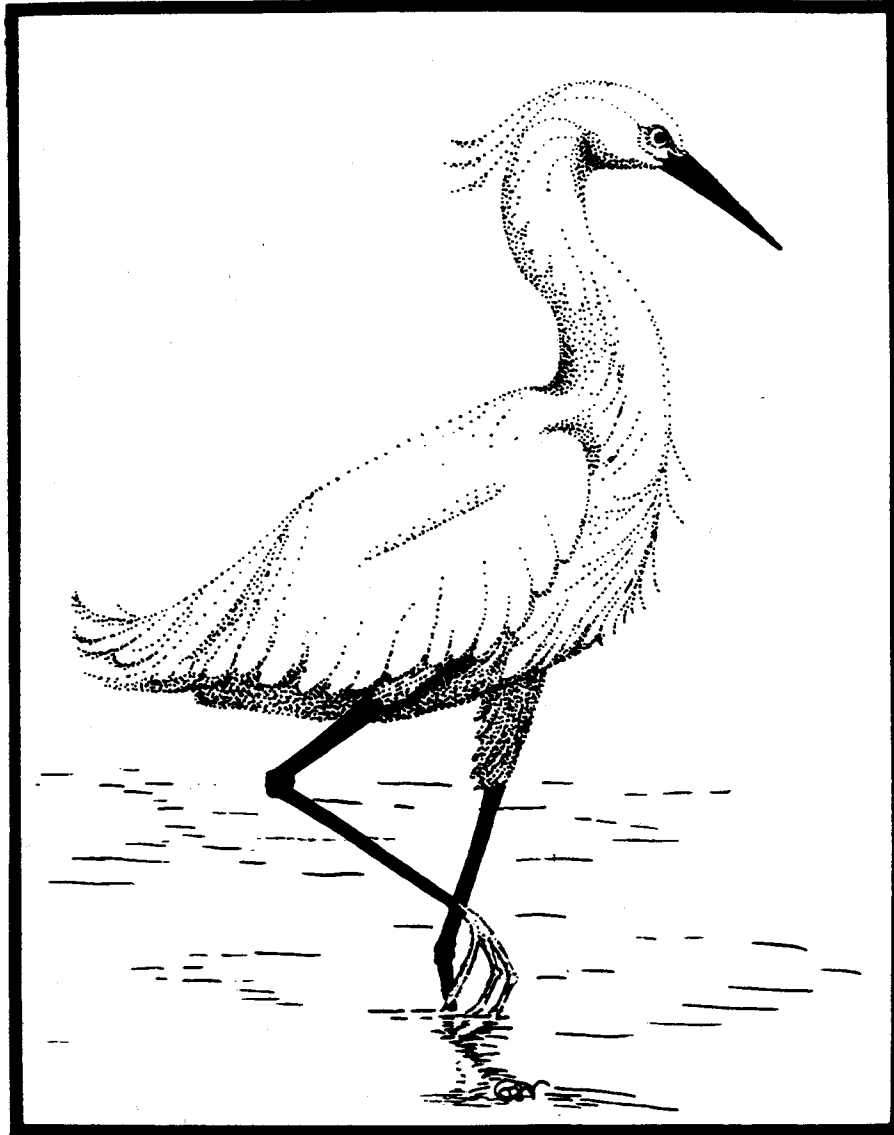


Visitor Services Project Everglades National Park

Volume 1 of 2



Visitor Services Project Report 21
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project Everglades National Park

Volume 1 of 2

Dana E. Dolsen

Gary E. Machlis

Report 21

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Mr. Dana E. Dolsen is Research Associate and Dr. Machlis is Sociology Project Leader of the Cooperative Park Studies Unit, National Park Service, University of Idaho. We thank Mr. Dwight Madison, VSP Eastern Coordinator, and Ms. Margaret Littlejohn, VSP Western Coordinator, also with the Cooperative Park Studies Unit, National Park Service, University of Idaho for their assistance with this study. We also thank the staff at Everglades National Park for their assistance. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for their technical assistance with this study.

Visitor Services Project (VSP) Everglades National Park Report Summary

- This report describes the results of a study of visitors to Everglades National Park during February 26 - March 4, 1989. Five hundred and eighty-four questionnaires were distributed and 468 returned, an 80% response rate.
- Volume 1 profiles Everglades visitors. Volume 2 has their comments about the park and their visit. A summary of these comments is included in both volumes.
- Visitors are diverse, although several patterns exist. Sixty-five percent of visitors were in family groups. Thirty-nine percent of visitors were 56 to 70 years old. Fifty-four percent of visitors were on their first visit to Everglades NP.
- Floridians composed 24% of the visitors to Everglades NP. Forty-five percent of foreign visitors came from Germany.
- Seventy-one percent of visitors stayed less than one day in the park, and 41% of these visitors stayed from 3 to 4 hours. Bird watching (71%) and hiking for more than two hours (44%) were the most common activities of visitors.
- Fifty-three percent of visitor groups stopped at the Main Visitor Center, 47% stopped at the Flamingo Visitor Center and 46% stopped at the Royal Palm Visitor Center.
- The average visitor group expenditure inside the park for the day was approximately \$35.00; the average per capita amount spent was about \$15.00. The average visitor group expenditure outside the park for the day was approximately \$88.00; the average per capita amount spent was about \$38.00.
- Forty-four percent of visitors shopped at gift shops and 30% took boat tours. When asked to rate service quality, tram tours, boat tours and the lodge or cottages all received high ratings.
- Seventy-seven percent of visitors used the park folder/map and 64% used the Visitor Center exhibits. When asked to rate the usefulness of these information/interpretive services, tram tours, evening campfire programs and ranger-led walks/talks all received high ratings.
- Visitors liked observing plants and animals in their natural habitat, the unique wilderness setting and its natural beauty, and birdwatching. They disliked not having enough time to experience the park, the effect of the lack of water on wildlife and not being able to see more wildlife.
- Visitors made many more general comments about their visits to the park.

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

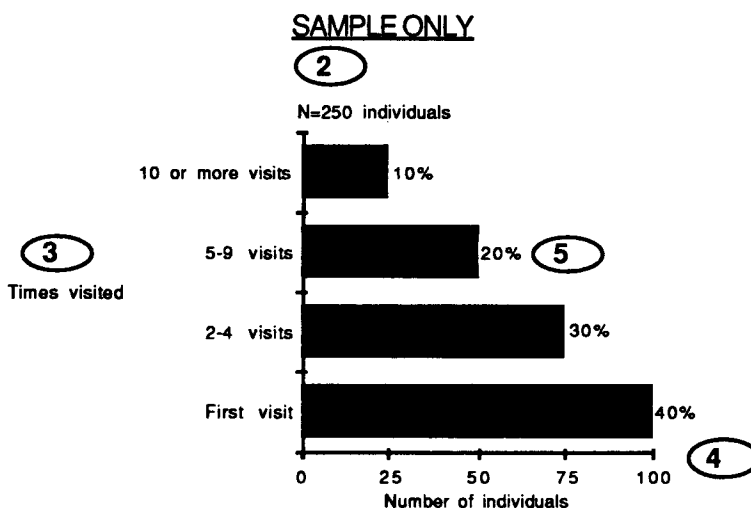
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INTRODUCTION

This report describes the results of a Visitor Services Project (VSP) visitor study undertaken at Everglades National Park (referred to as 'Everglades') conducted the week of February 26 - March 4, 1989 by the Cooperative Park Studies Unit at the University of Idaho. A list of VSP publications is on the inside back cover of this report.

After this introduction, the Methods are presented, along with the limitations to the study. The Results follow, including a summary of visitor comments. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, the Appendix contains the questionnaire used. Volume 2 of this report contains a comment summary as well as the unedited comments made by visitors who returned the questionnaires. Many of the graphs in this report are like the example below. The large numbers refer to explanations below the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use *caution* when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Front-end interviews were administered and questionnaires were distributed to a sample of selected visitors entering Everglades during February 26 through March 4, 1989. Visitors completed the questionnaire during or after their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaire design followed the standard format used in previous Visitor Services Project studies. See the Appendix for a copy of the questionnaire.

Sampling

Visitors were contacted at three sites: the main entrance station, Shark Valley entrance and Everglades City contact station entrance. Visitors entering the park were sampled by using a selected interval to contact entering vehicles. The number of contacts for each site reflected the site's portion of the park's total visitation. A total of 584 questionnaires were accepted by visitor groups. Returned questionnaires were distributed as follows: 50% at the main gate, 31% at Everglades City, and 19% at Shark Valley.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the front-end interview continued for about two more minutes. These interviews included asking the number of people in the group and the age of the adult who would complete the questionnaire. This person was then requested to supply their name, address and telephone number so that a reminder-thank you postcard could later be mailed.

Data analysis

Two weeks after the survey a postcard reminder was mailed to all visitors. Questionnaires arriving within a ten week period following the field work were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Methods (continued)

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 465 groups, Figure 3 has data for 1157 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 468 questionnaires were returned by visitors, Figure 1 shows data for only 465 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.
2. The data reflect the use patterns of visitors during the designated study period of February 26 - March 4, 1989. The results do not necessarily apply to visitors using the national park during different times of the year.
3. Caution is advised when interpreting any data where the sample size is less than 30, as the results may be unreliable. Whenever data presented for a sample is smaller than 30, the word "*Caution*" is included in the title.

RESULTS

A. Visitors contacted

A total of six hundred and two visitor groups were contacted; 584 agreed to participate. Thus, the acceptance rate was 97%. Four hundred and sixty-eight visitor groups completed and returned their questionnaires, an 80% response rate.

Table 1 shows a comparison of information collected from both the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias is insignificant.

Table 1: Comparison of total sample* and actual respondents**

Variable	Total sample	Actual respondents
Average age of respondent	(N=582)	(N=466)
(Number of years)	51.2	51.9
Average group size	(N=582)	(N=465)
(Number of people)	2.4	2.9

* All visitors who accepted questionnaires.

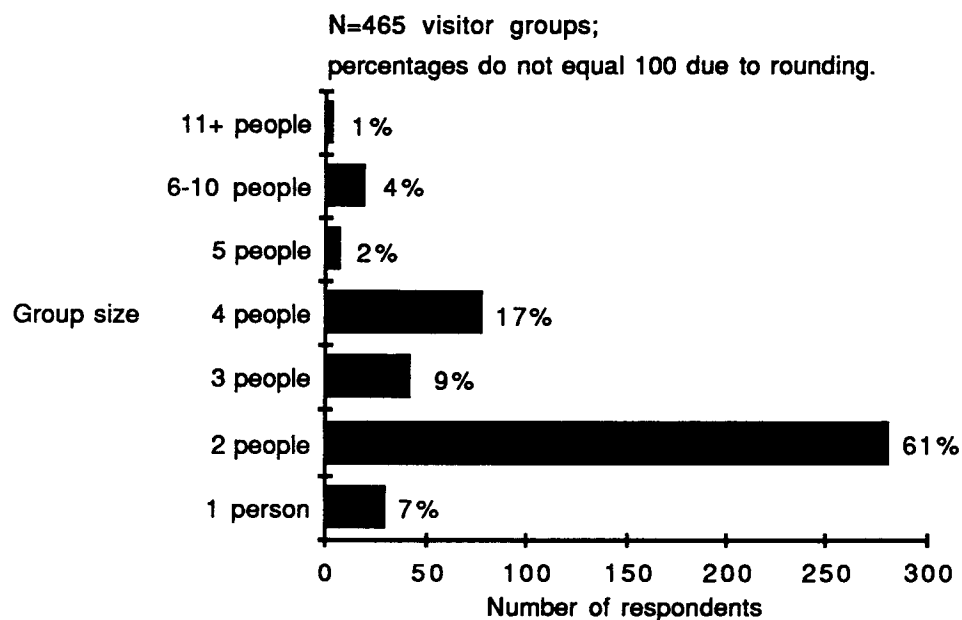
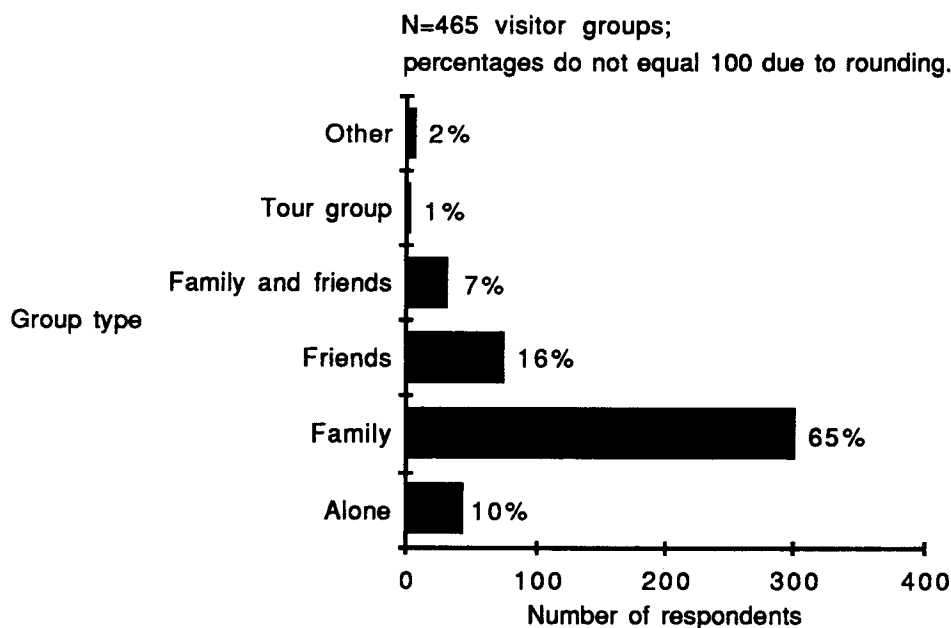
** All visitors who returned questionnaires.

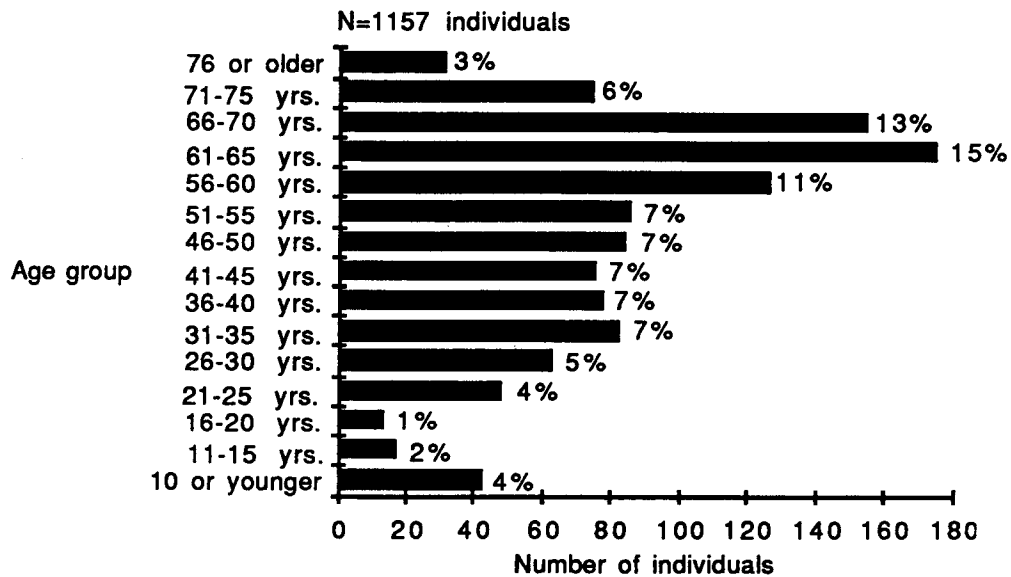
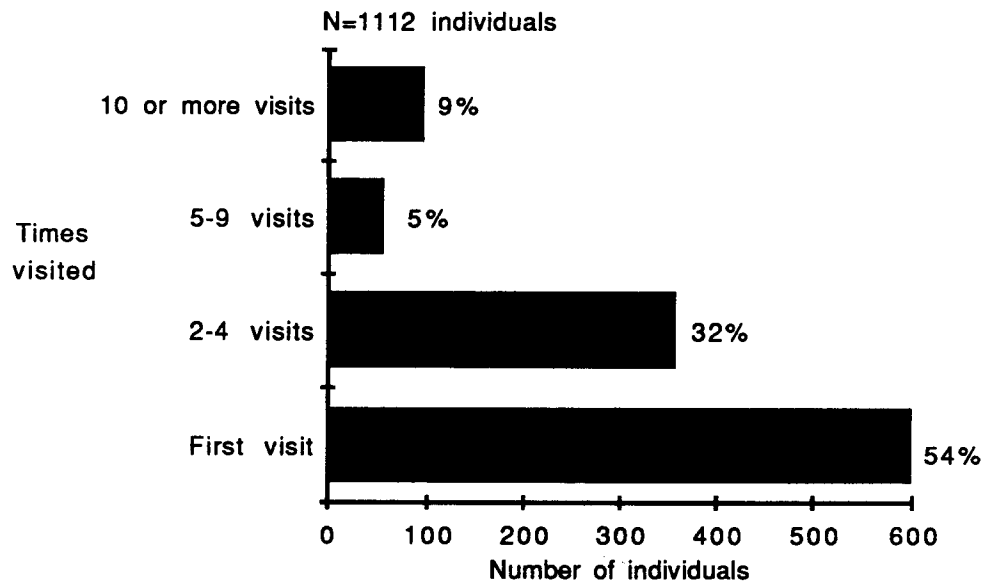
B. Characteristics

Figure 1 shows group sizes, which varied from one person to 80 people. Sixty-one percent of Everglades visitors came in a group of two people, 17% came in groups of four. Sixty-five percent of visitors came in family groups, as shown in Figure 2.

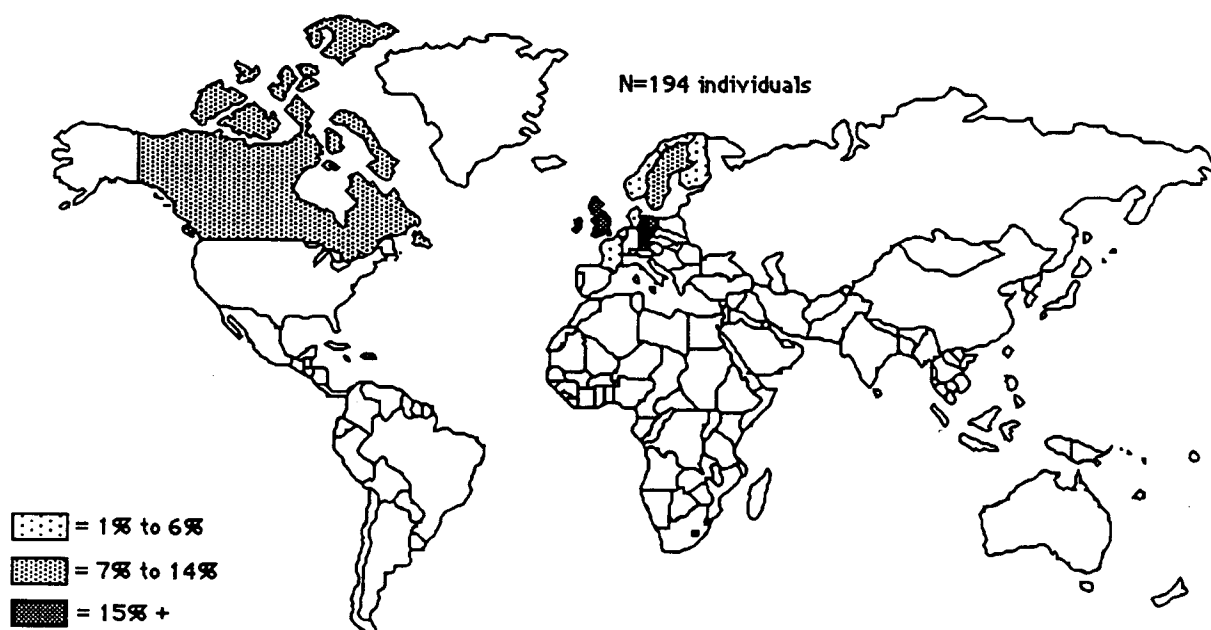
Figure 3 shows a wide range of age groups; the most common being visitors aged 56-70 (39%). Fifty-four percent of visitors were at Everglades for their very first time and 32% percent had visited 2-4 times as seen in Figure 4.

Foreign visitors comprised 18% of all visitation. Map 2 and Table 2 show that most foreign visitors came from western European countries. Forty-five percent of all foreign visitors came from Germany and 19% of all foreign visitors came from the United Kingdom. Map 3 shows that most American visitors came from Florida (24%), followed by New York (8%), New Jersey, Pennsylvania and Michigan (6% each).

B. Characteristics (continued)**Figure 1: Visitor group sizes****Figure 2: Visitor group types**

B. Characteristics (continued)**Figure 3: Visitor ages****Figure 4: Number of visits**

B. Characteristics (continued)

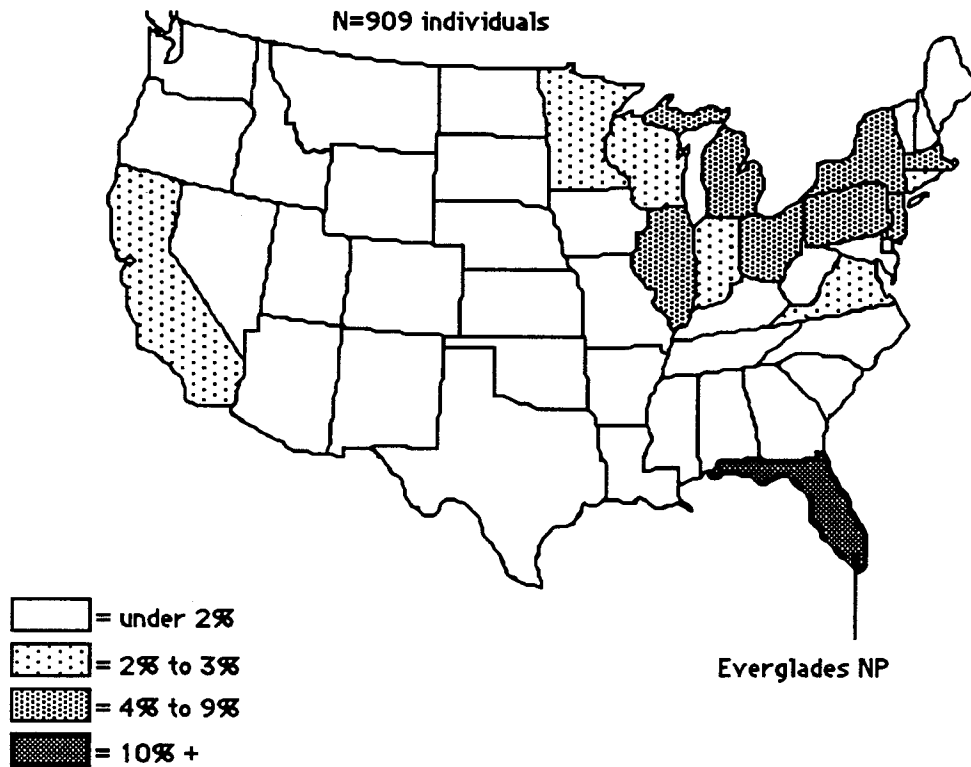


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=194 individuals from foreign countries;
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Europe	138	89
Denmark	4	3
Finland	2	1
France	6	4
Germany	69	45
Hungary	1	1
Norway	2	1
Sweden	15	10
Switzerland	9	6
U.K.	30	19
North America	15	10
Canada	15	10
South America	2	1
Brazil	2	1

B. Characteristics (continued)

Map 2: Proportion of visitors from each state

C. Length of stay

Figure 5 shows that 71% of visitor groups stayed less than one day in Everglades National Park and 19% of visitors stayed two to four days. Figure 6 shows that 41% of those visitors who stayed less than one day stayed from three to four hours.

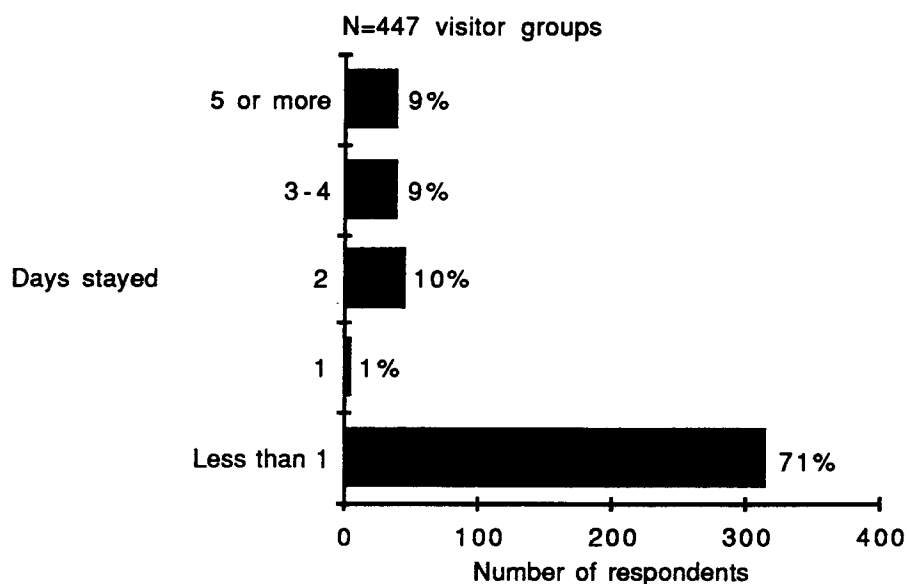
C. Length of stay

Figure 5: Number of days visitors spent in Everglades NP

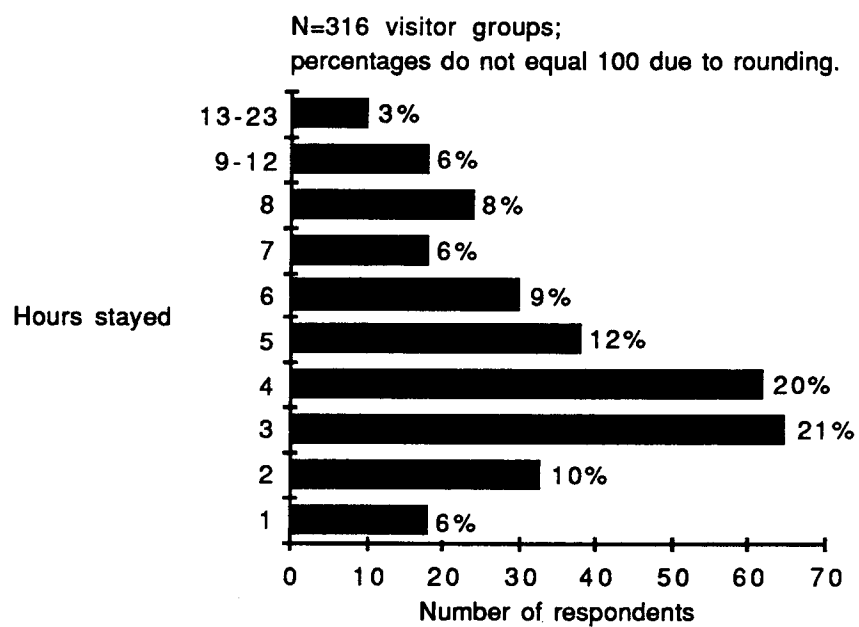


Figure 6: Number of hours visitors spent in Everglades NP

D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were bird watching (71%), hiking for more than two hours (44%), attending interpretive programs (26%), picnicking (23%), boating (22%) and camping (17%). Some "other" activities included taking tram or boat tours, nature study (i.e. alligator watching), sightseeing, walking, and relaxing.

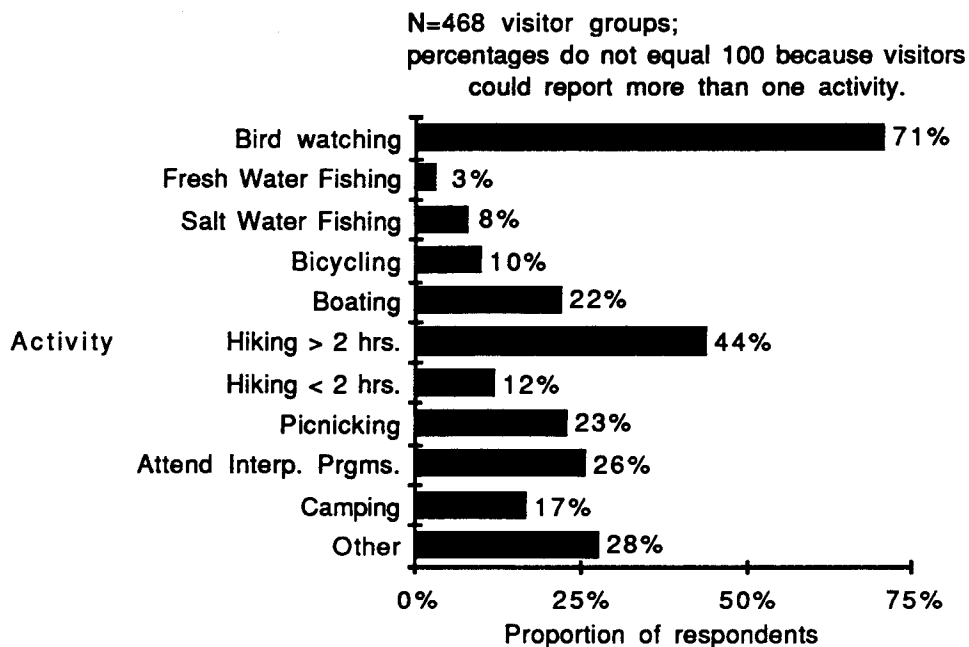


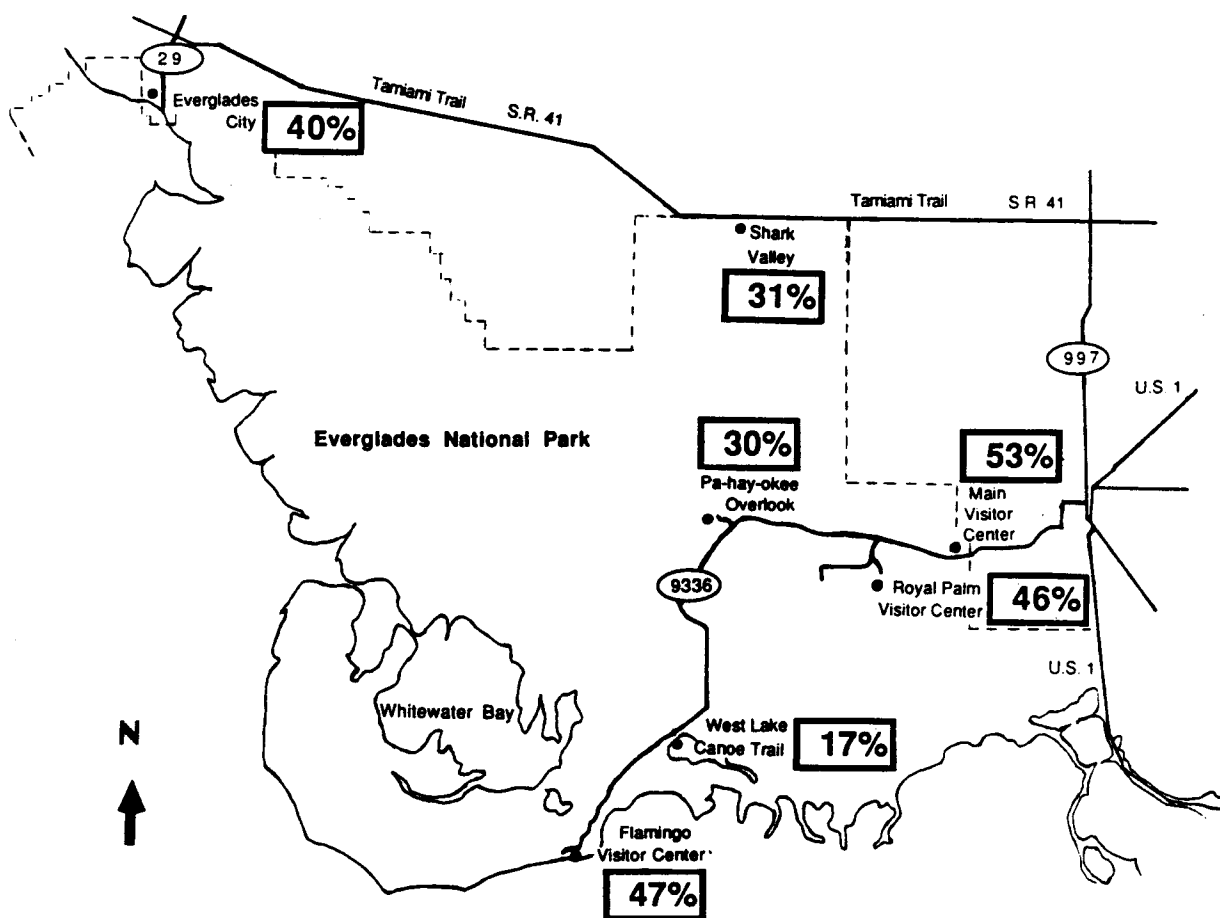
Figure 7: Proportion of visitor groups participating in each activity

E. Locations

Map 3 shows the proportion of visitor groups that visited selected sites in Everglades National Park. Fifty-three percent of visitor groups stopped at the Main Visitor Center, 47% stopped at the Flamingo Visitor Center and 46% stopped at the Royal Palm Visitor Center.

E. Locations (continued)

N=468 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.



Map 3: Proportion of visitor groups that visited each site

F. Expenditures

Figure 8 shows how much money visitor groups spent inside Everglades on the day they received their questionnaires. Although 36% of visitor groups did not report any expenditures, 51% spent \$1-50.00 and 7% spent from \$51-100.00 inside the

F. Expenditures (continued)

park during that day. The average visitor group expenditure inside the park for the day was approximately \$35.00; the average per capita amount spent was about \$15.00.

Figure 9 shows how much money visitor groups spent outside Everglades on the day they received their questionnaires. Although 29% of visitor groups did not report any expenditures, 34% spent \$1-50.00 and 19% spent from \$51-100.00 outside the park during that day. The average visitor group expenditure outside the park for the day was approximately \$88.00; the average per capita amount spent was about \$38.00.

Figure 10 shows the percentage of total visitor group expenditures for the day by category, inside the park. Figure 11 shows the percentage of total visitor group expenditures for the day by category, outside the park. The greatest proportion of expenditures during the day inside the park was for food (31%). The greatest proportion of expenditures outside the park for the day was for lodging (45%).

Figures 12-19 show how much money visitor groups spent on lodging, travel, food and "other" items inside and outside the park on the day they received their questionnaires. Visitor groups commonly spent less than \$25.00 in all categories, although, expenditures made by visitors outside the park for the day varied more.

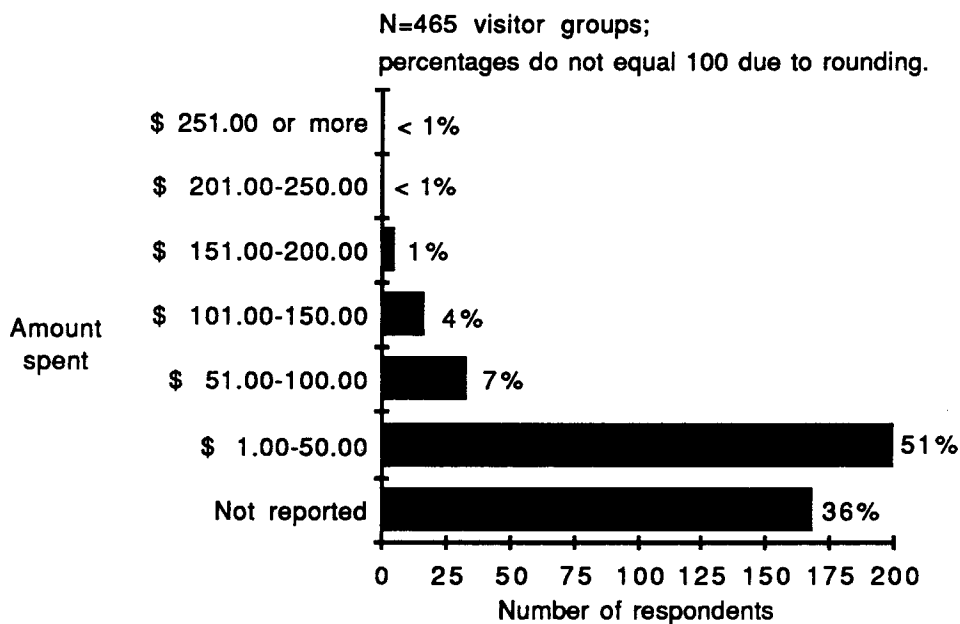


Figure 8: Total amount of visitor expenditures inside Everglades NP

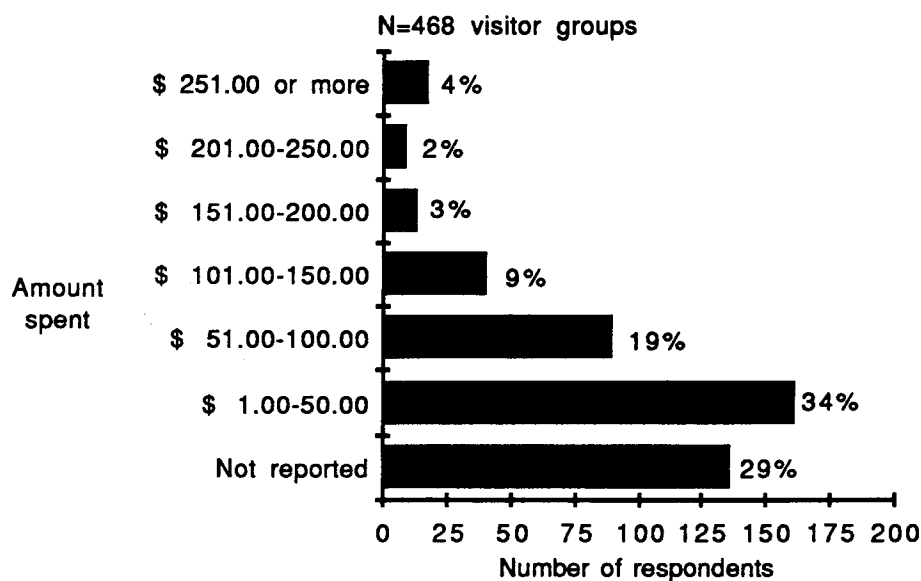
F. Expenditures (continued)

Figure 9: Total amount of visitor expenditures outside Everglades NP

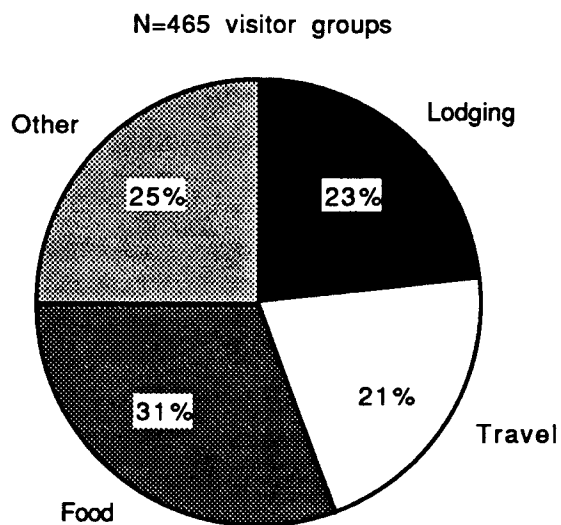


Figure 10: Proportion of visitor expenditures by category, inside Everglades NP

F. Expenditures (continued)

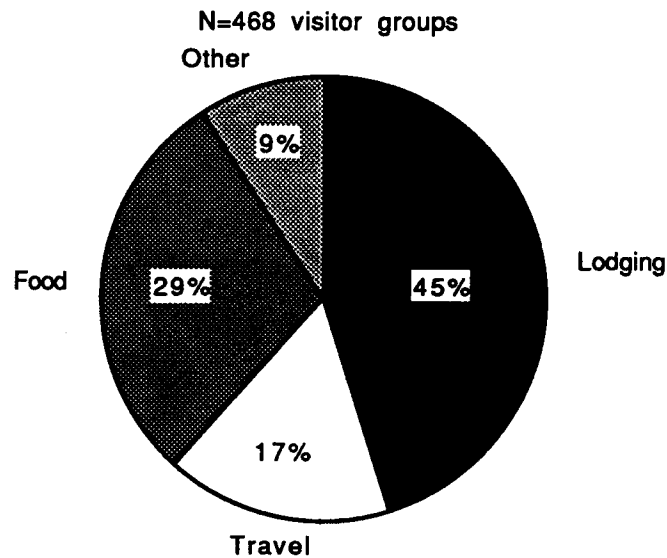


Figure 11: Proportion of visitor expenditures by category, outside Everglades NP

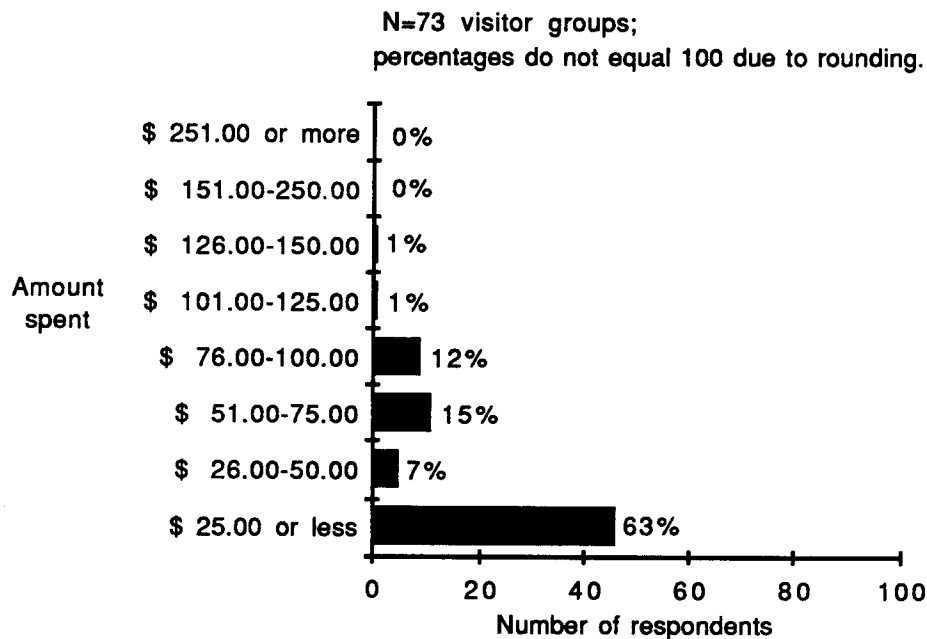


Figure 12: Total visitor expenses for lodging inside Everglades NP

F. Expenditures (continued)

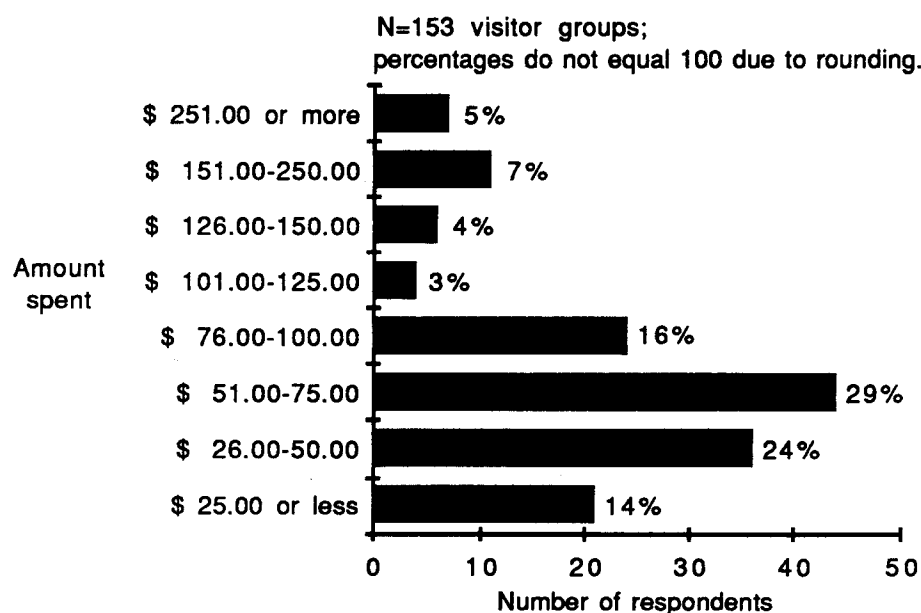


Figure 13: Total visitor expenses for lodging outside Everglades NP

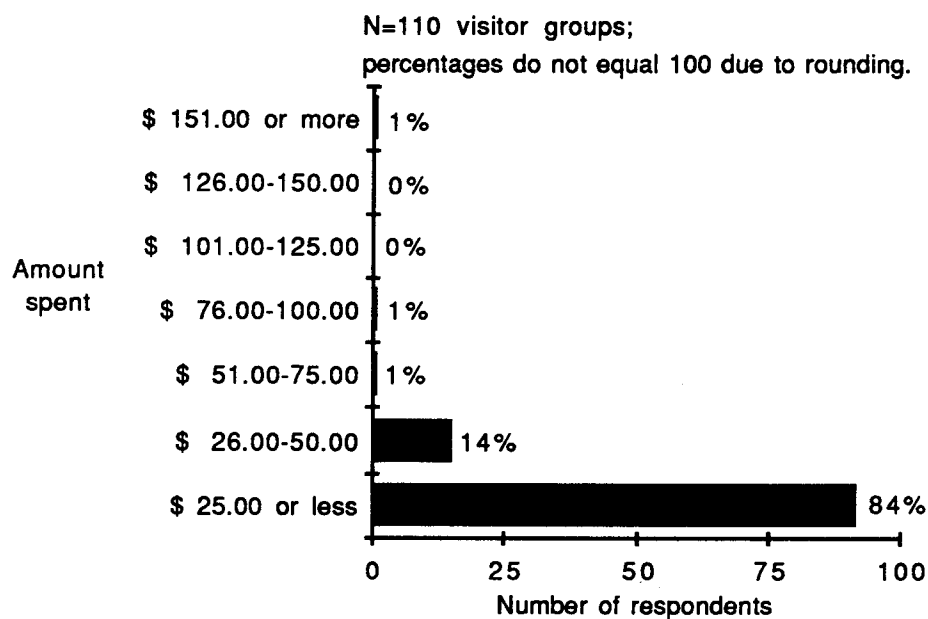


Figure 14: Total visitor expenses for travel inside Everglades NP

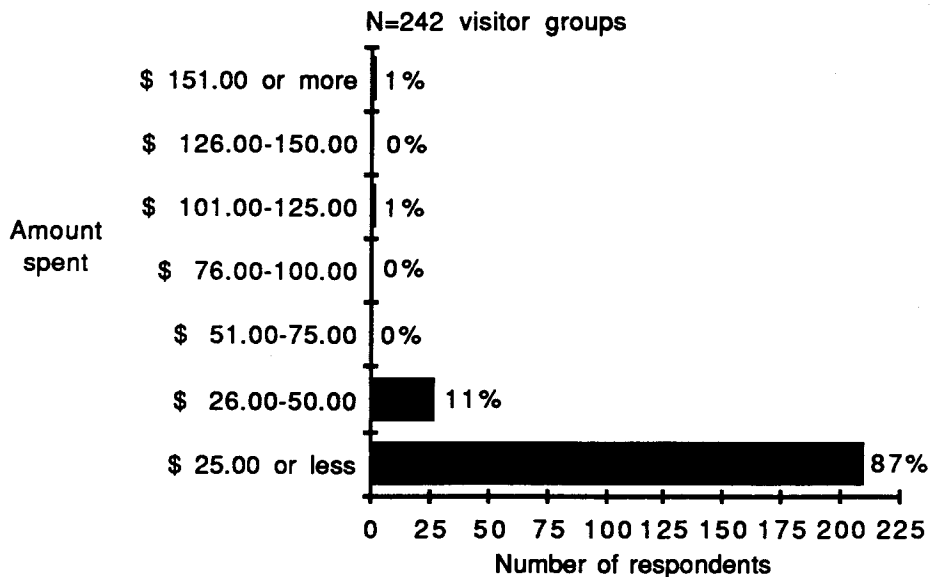
F. Expenditures (continued)

Figure 15: Total visitor expenses for travel outside Everglades NP

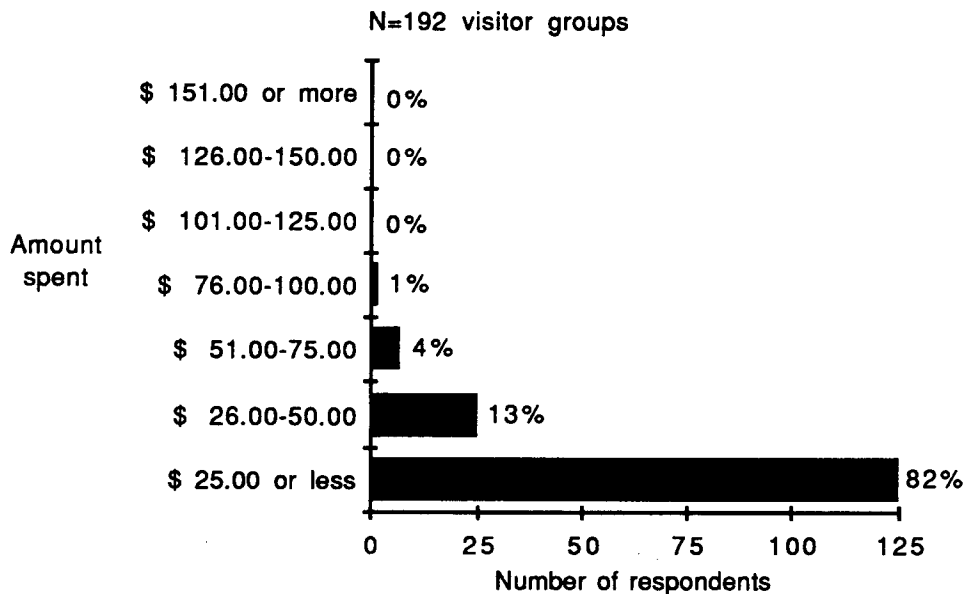


Figure 16: Total visitor expenses for food inside Everglades NP

F. Expenditures (continued)

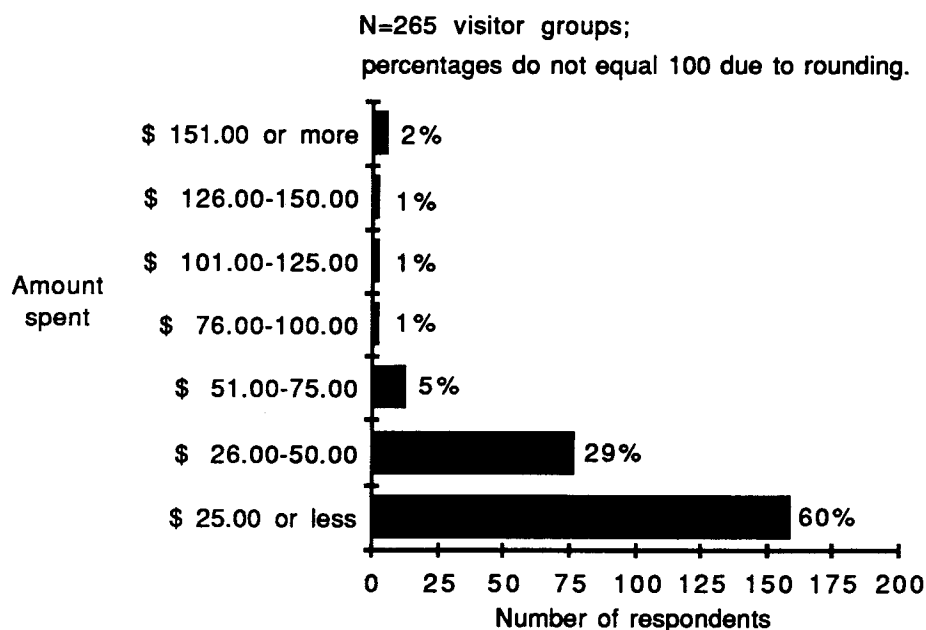


Figure 17: Total visitor expenses for food outside Everglades NP

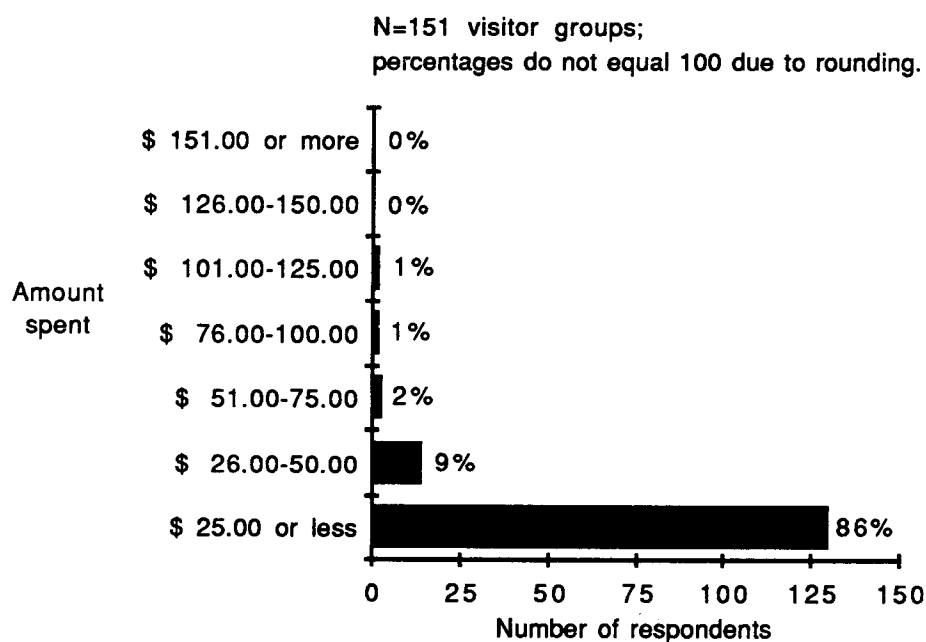


Figure 18: Total visitor expenses for "other" items purchased inside Everglades NP

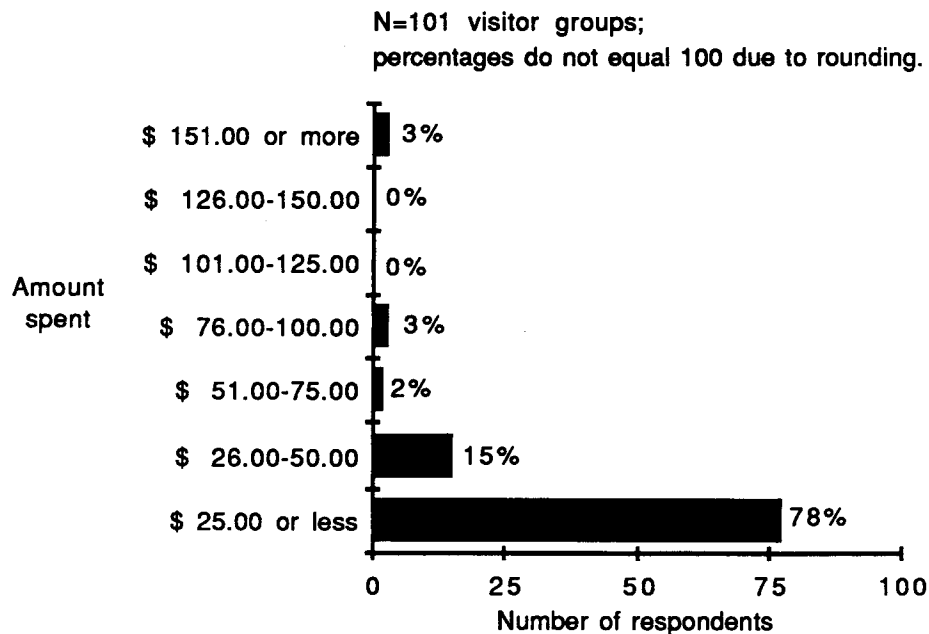
F. Expenditures (continued)

Figure 19: Total visitor expenses for "other" items purchased outside Everglades NP

G. Boat use

Twenty-nine percent of visitor groups indicated that they had used a boat(s).

Figure 20 shows that of the visitor groups that used boats, 47% used some other kind of boat, 21% used a canoe and 38% used a motorboat.

G. Boat use (continued)

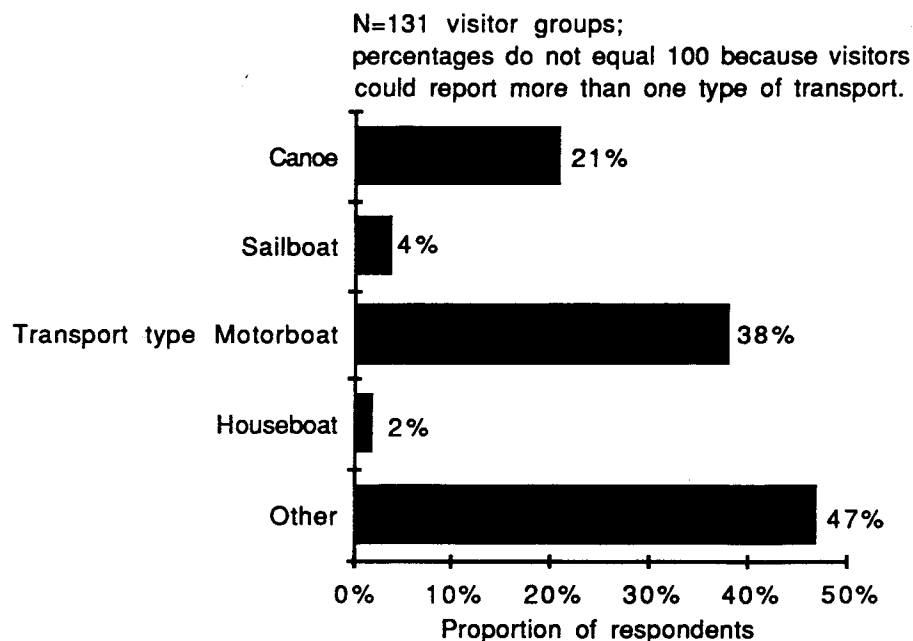


Figure 20: Proportion of visitor groups using different types of boats

H. Locating the park

The majority of visitor groups (95%) did not have any difficulty locating the park. The most common reasons cited by those visitors who did have difficulty locating the park were: inadequate signs, insufficient numbers of highway directional signs, inaccurate signs and poor maps (see Table 3).

Table 3: Reasons for having difficulty locating Everglades National Park

N=31 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Inadequate numbers of directional signs on major roadways into park	7
Signs not explanatory enough	4
Route west of Homestead to park not signed adequately	3

(continues on next page)

H. Locating the park

Table 3: Reasons for having difficulty locating Everglades NP (continued)

Comment	Number of times mentioned
Signs need to indicate distances more often	3
Park not marked on most maps	2
Placement of signs inadequate farther from park	2
No road signs where map indicated	1
Route from Florida City to Shark Valley not well marked	1
No clear indication for Shark Valley as a separate site	1
Signs on Route 1 misleading	1
Route 29 signs into Everglades City not clear	1
Route numbers on map did not match actual ones	1
Signs at junction of Route 41 and roads to park need more site specific information	1
Sign placement too close to turns	1
Mileage information to VC inaccurate on Florida City sign	1
No signs on Route 41 heading east	1

I. Services/facilities evaluation

Figure 21 shows that 44% of visitor groups shopped at the gift shops, 30% took boat tours, 27% ate at a restaurant and 20% took tram tours.

Visitors rated the quality of each service/facility they used. Figures 22-29 show that visitors commonly rated several park services/facilities from 'very good' to 'good': tram tours (90%), boat tours (76%) and lodge or cottages (74%). The services/facilities rated lowest, from 'poor' to 'very poor', were the boat rentals (34%) and marina facilities (22%).

I. Services/facilities evaluation

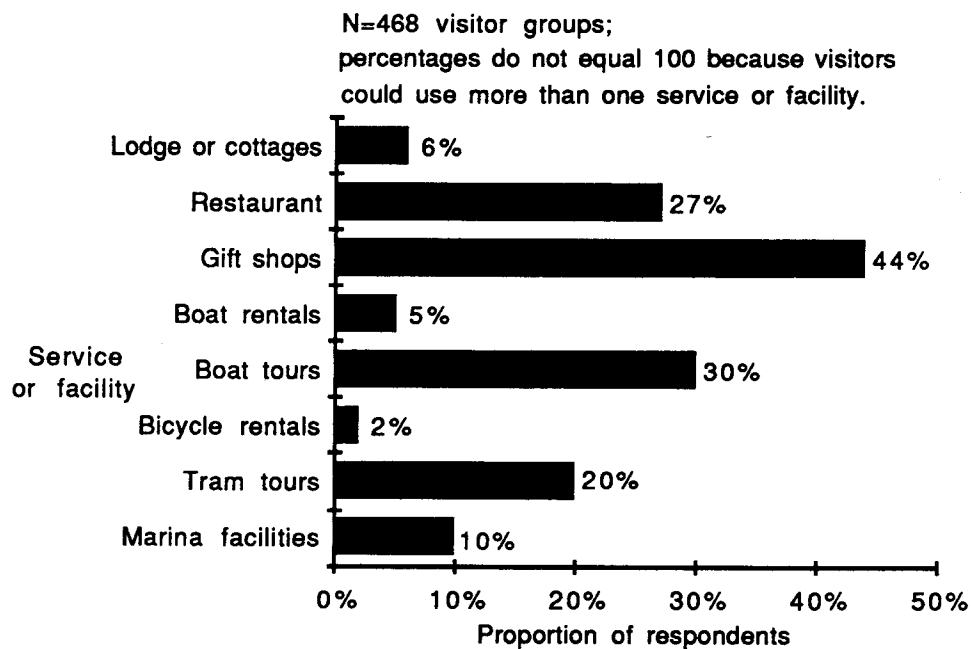


Figure 21: Proportion of visitors that used each service/facility

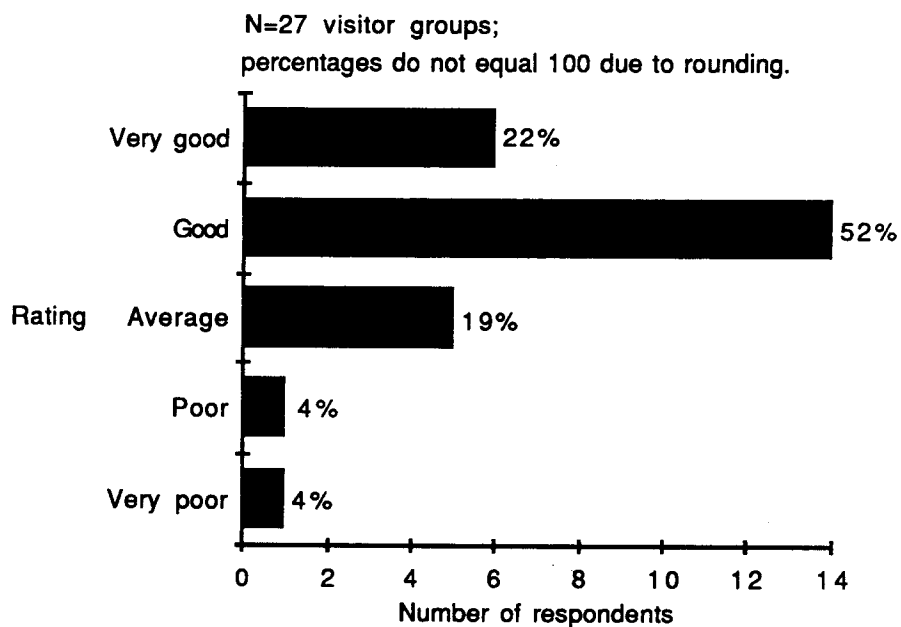
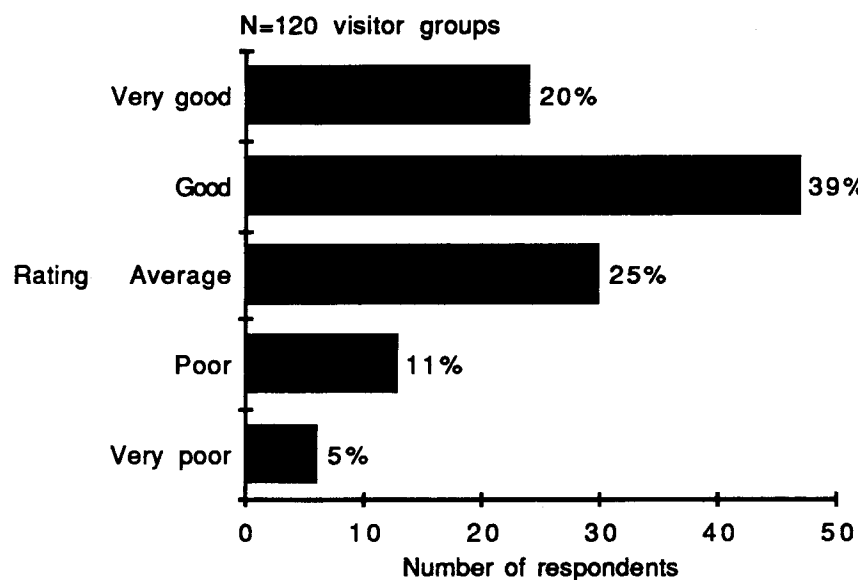
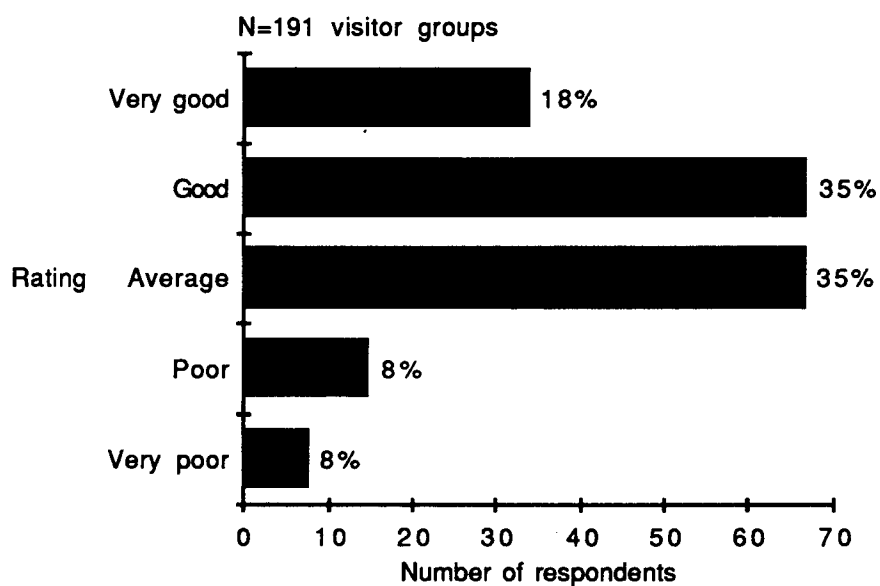


Figure 22: Visitor quality ratings of lodge or cottages
Caution

I. Services/facilities evaluation (continued)**Figure 23: Visitor quality ratings of restaurant****Figure 24: Visitor quality ratings of gift shops**

I. Services/facilities evaluation (continued)

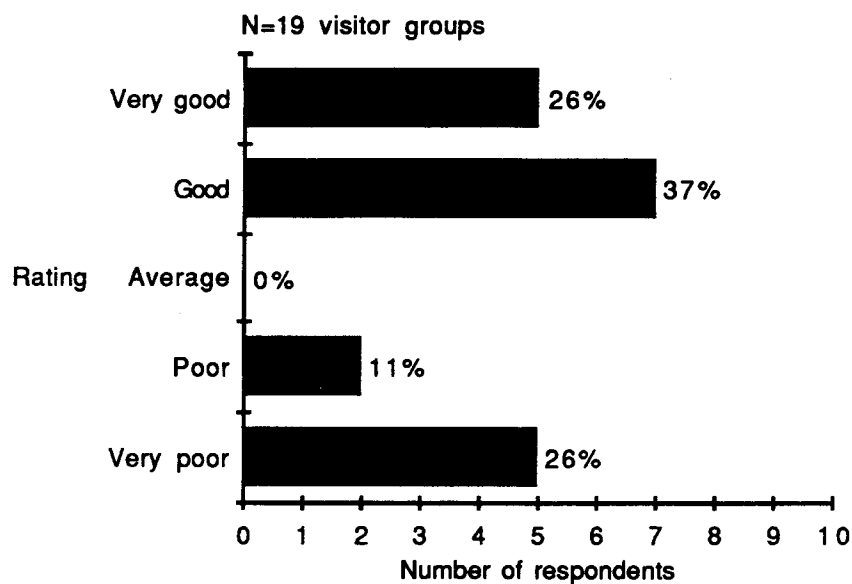


Figure 25: Visitor quality ratings of boat rentals
Caution

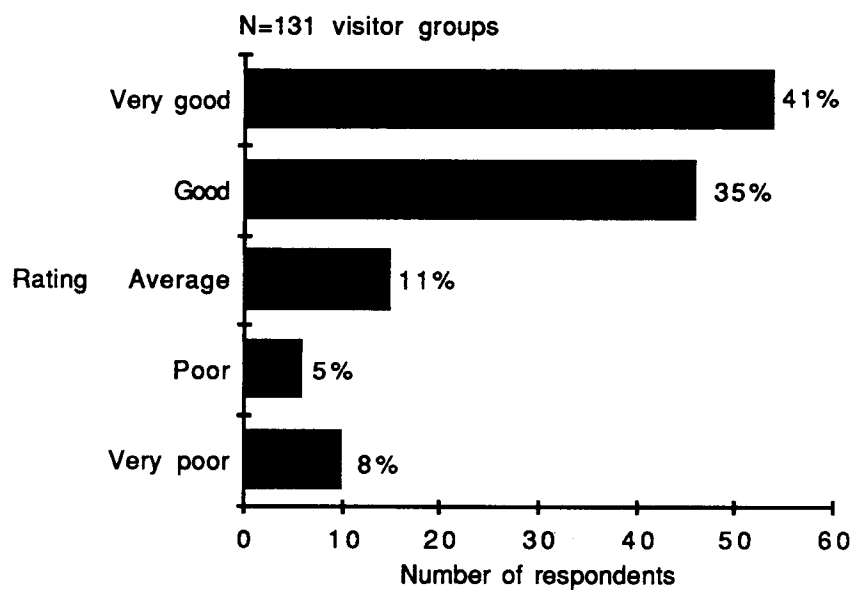


Figure 26: Visitor quality ratings of boat tours

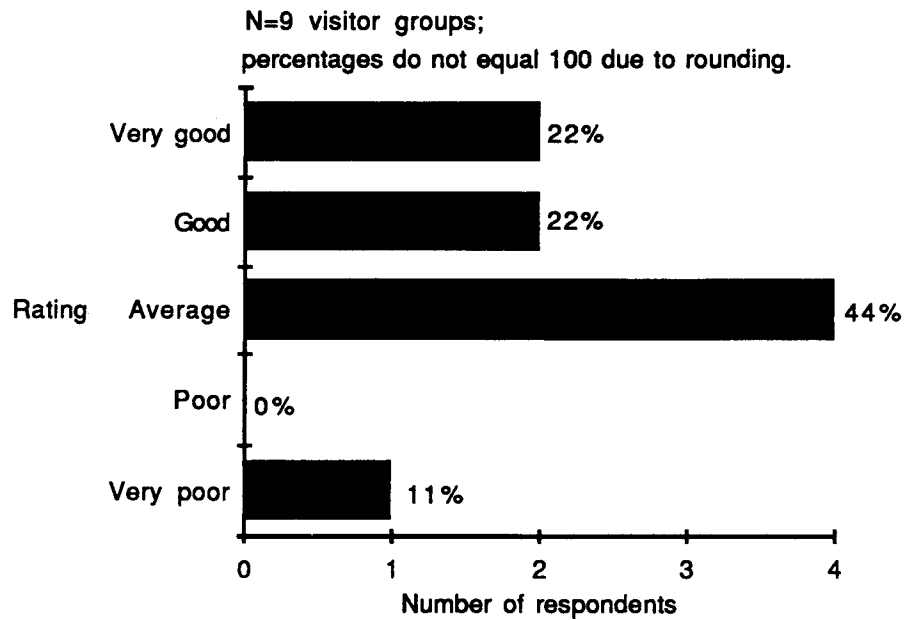
I. Services/facilities evaluation (continued)

Figure 27: Visitor quality ratings of bicycle rentals
Caution

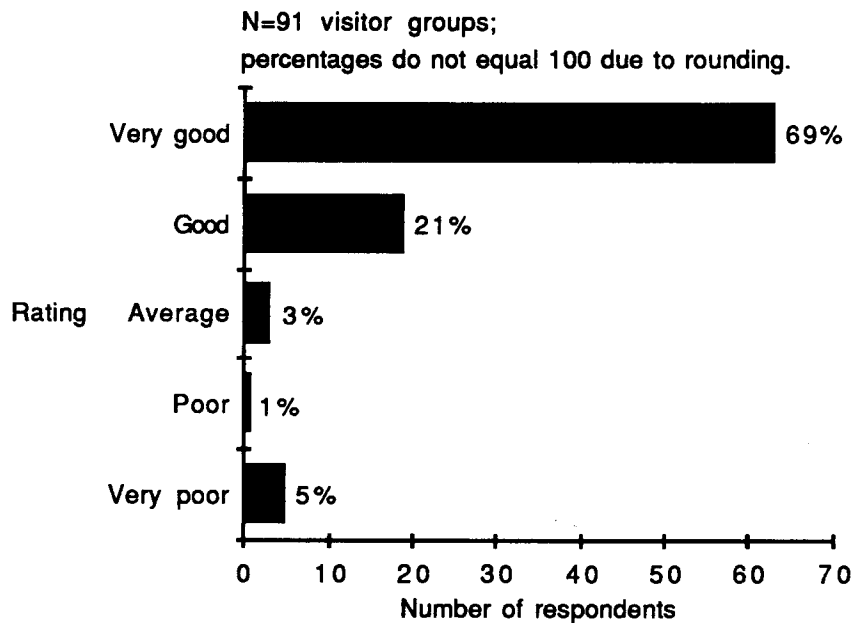


Figure 28: Visitor quality ratings of tram tours

I. Services/facilities evaluation (continued)

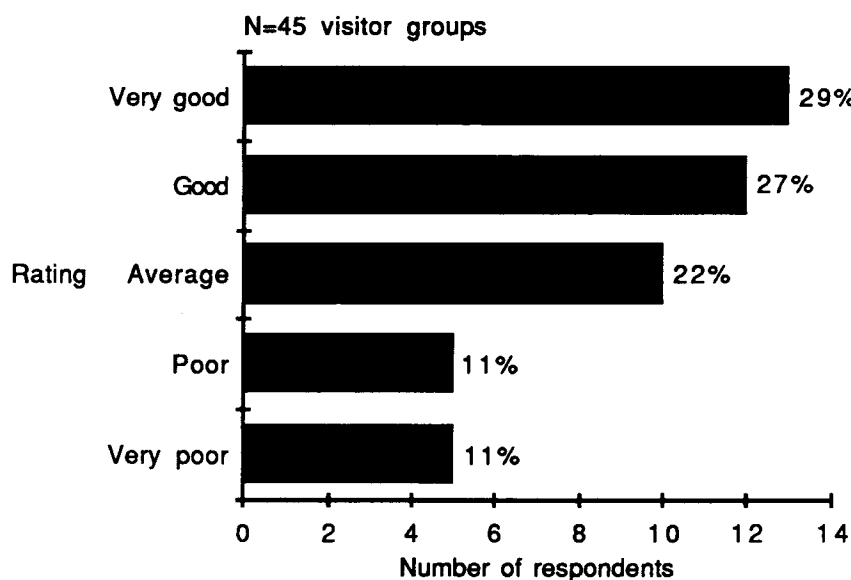


Figure 29: Visitor quality ratings of marina facilities

J. Interpretive/information services evaluation

Figure 30 shows that 77% of visitor groups used the park folder/map, 64% used visitor center exhibits and 49% used self-guided trails.

Visitors rated the usefulness of each service. Figures 31-40 show that visitors commonly rated several services from 'very' to 'extremely useful': tram tours (86%), evening campfire programs (81%), ranger-led walks/talks (76%), park folder/map and self-guided trails (each 72%). The service rated lowest, from 'somewhat' to 'not useful', was the visitor center movie (23%).

J. Interpretive/information services evaluation (continued)

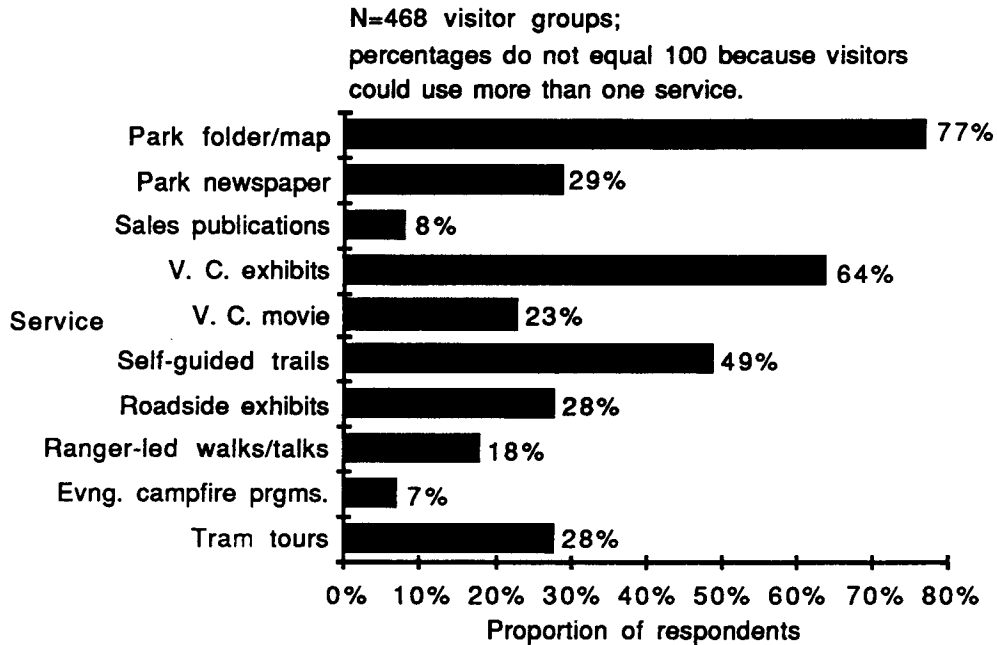


Figure 30: Proportion of visitors that used each information or interpretive service

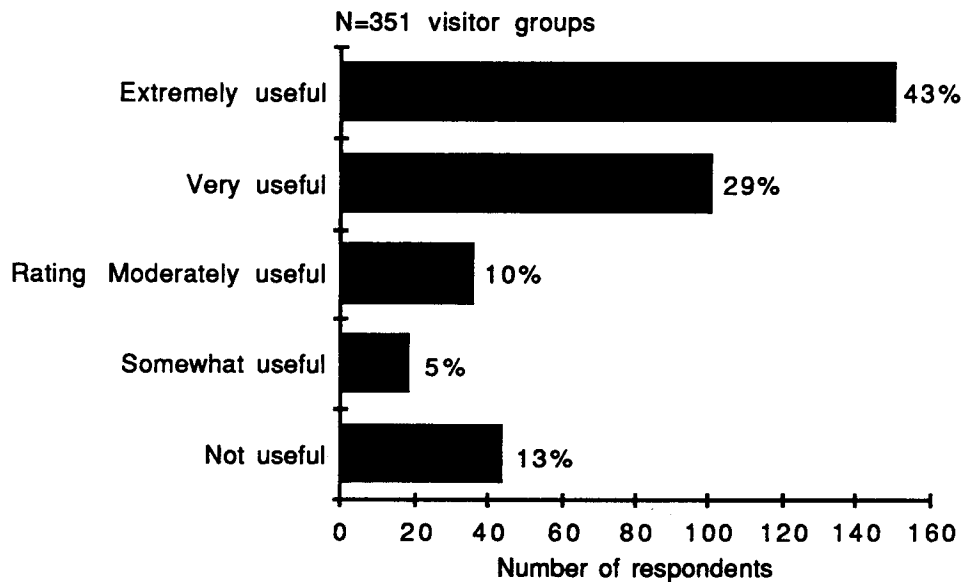
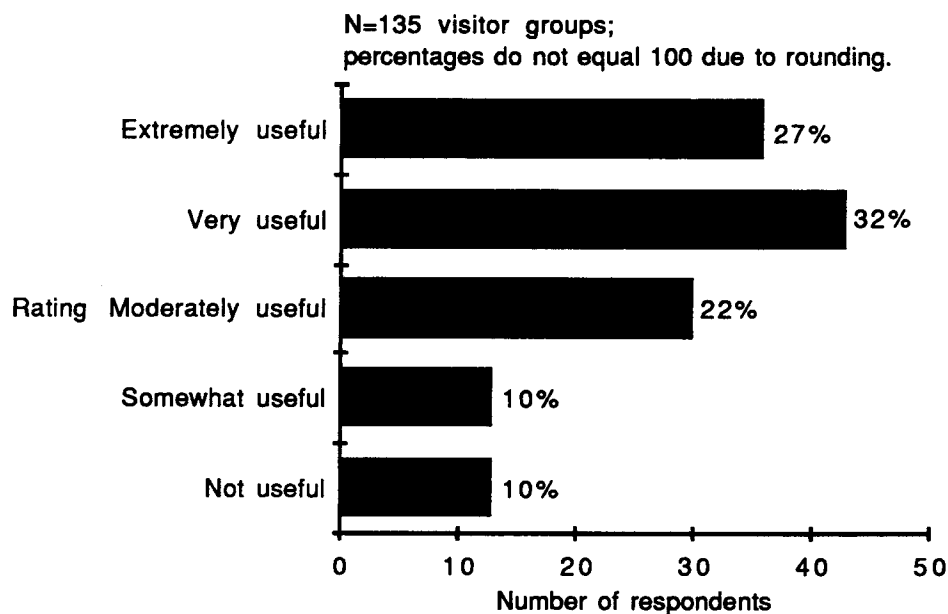
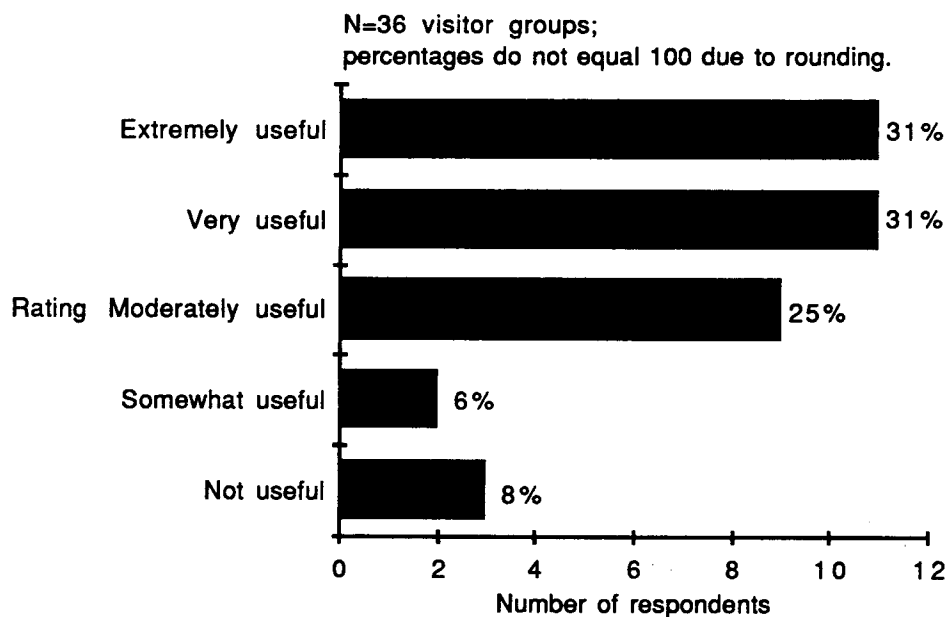
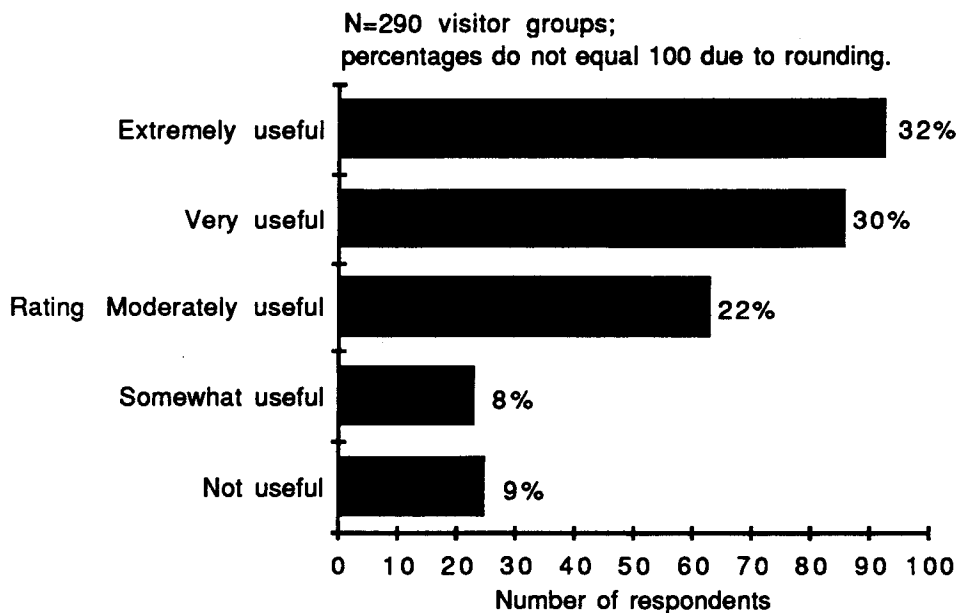
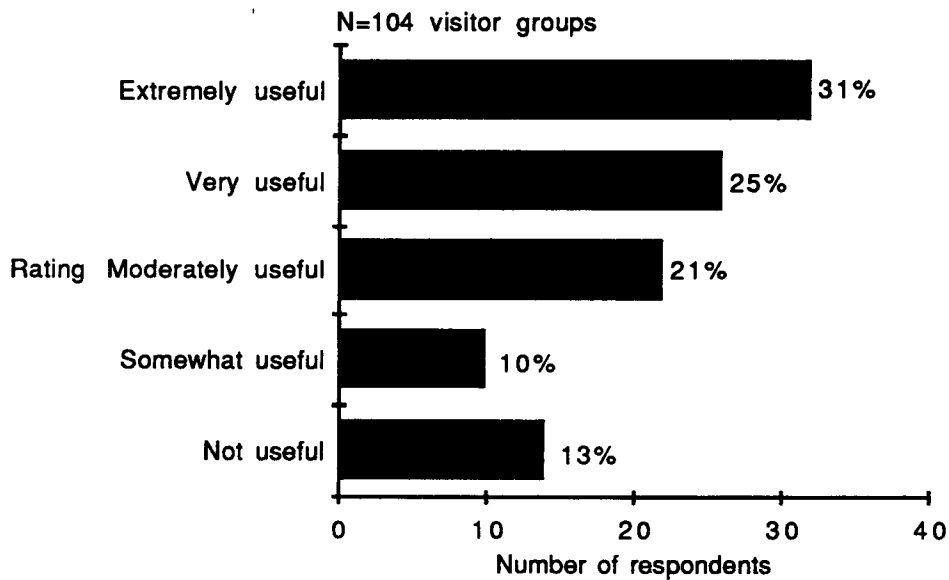
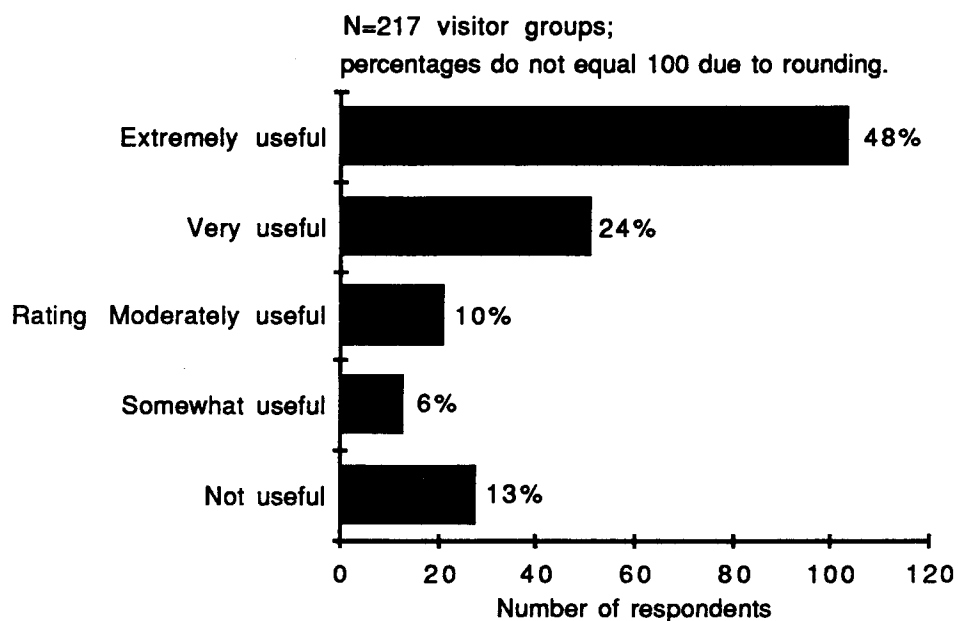
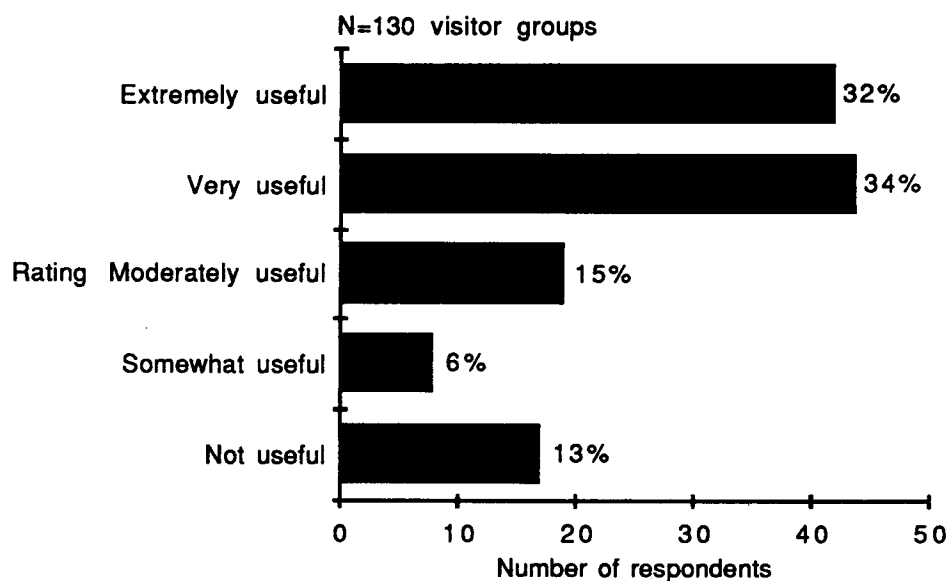
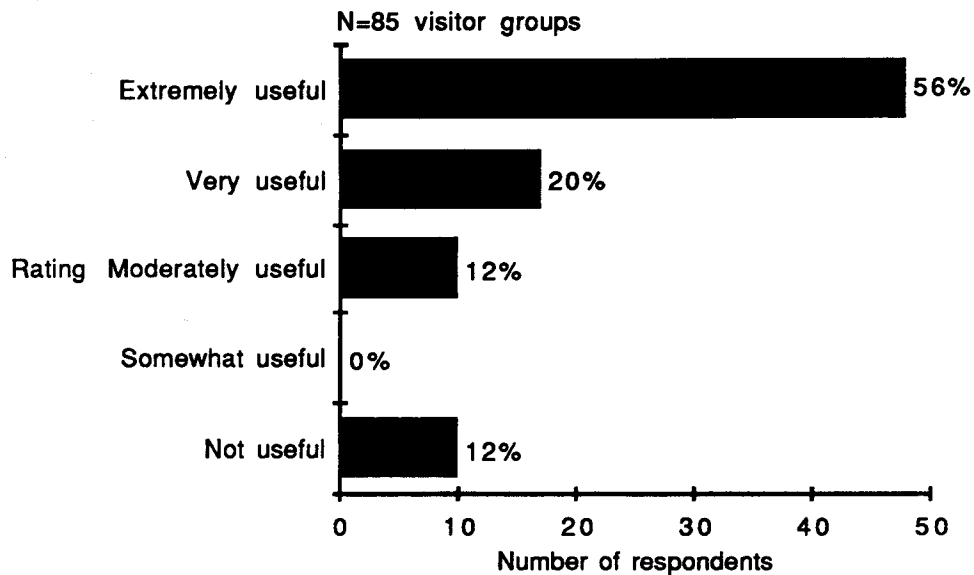
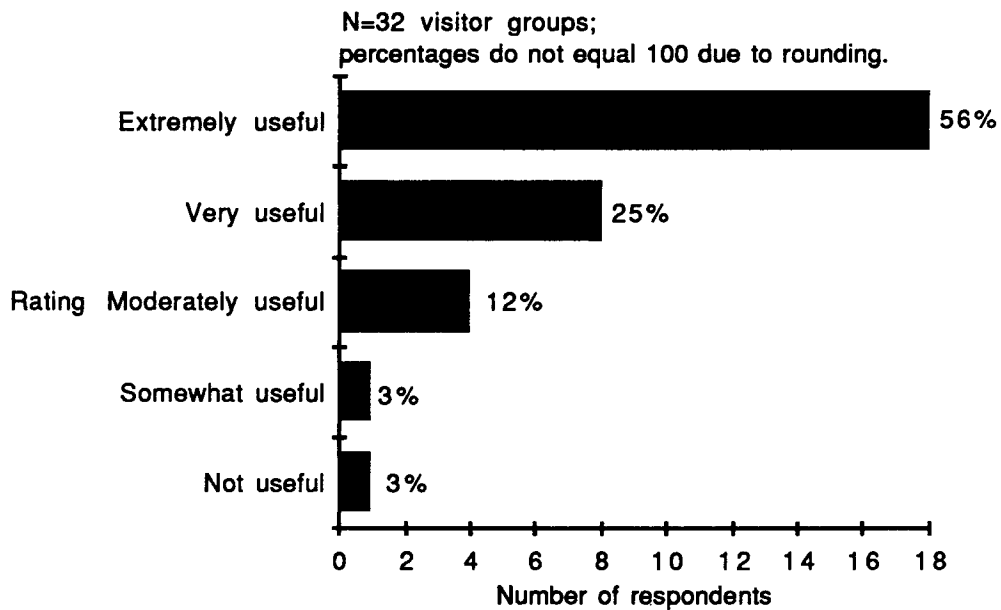


Figure 31: Visitor ratings of park folder/map

J. Interpretive/information services evaluation (continued)**Figure 32: Visitor ratings of park newspaper****Figure 33: Visitor ratings of sales publications**

J. Interpretive/information services evaluation (continued)**Figure 34: Visitor ratings of visitor center exhibits****Figure 35: Visitor ratings of visitor center movie**

J. Interpretive/information services evaluation (continued)**Figure 36: Visitor ratings of self-guided trails****Figure 37: Visitor ratings of roadside exhibit**

J. Interpretive/information services evaluation (continued)**Figure 38: Visitor ratings of ranger-led walks****Figure 39: Visitor ratings of evening campfire programs**

J. Interpretive/information services evaluation (continued)

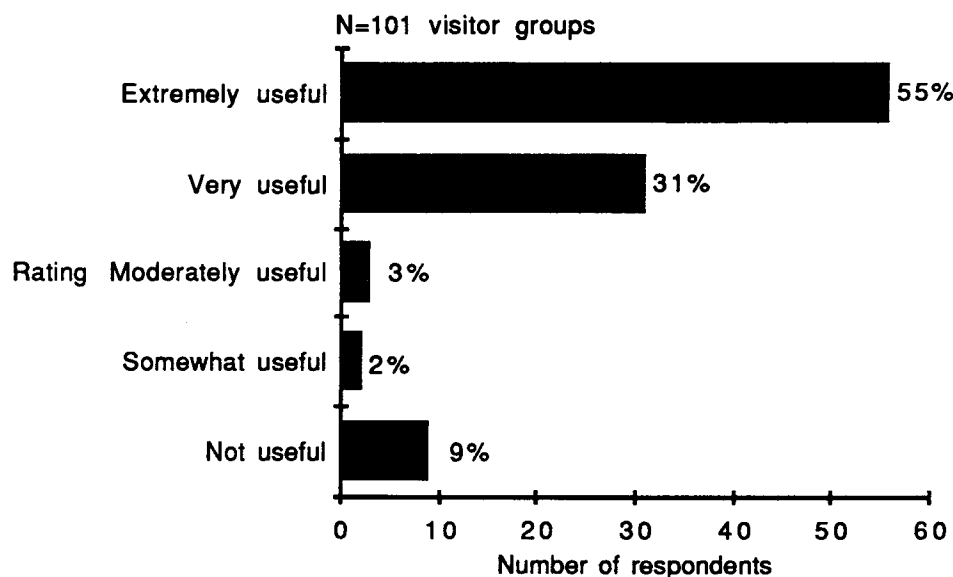


Figure 40: Visitor ratings of tram tours

K. Visitor likes

Visitors specified what they liked most about their visit to Everglades. Table 3 shows the items that visitors liked. Visitors especially enjoyed observing flora and fauna in their natural habitat, the unique wilderness setting and its natural beauty, birdwatching, reptile watching (particularly the alligators), the Anhinga Trail, the park's well maintained and clean facilities, and the quiet, peaceful and serene setting of the Everglades.

Table 3: Visitor likes

N= 950 comments; percentages do not equal 100 due to rounding.
Many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	89
National Park Service	65
Park staff friendly/helpful	27

(continued on next page)

K. Visitor likes: PERSONNEL--National Park Service (continued)

Rangers friendly/helpful	19
Rangers informative	11
Park staff knowledgeable/informative	6
Volunteers courteous/friendly	2
Concession	24
Tour boat captain informative	6
Tour guide informative	5
Tour boat guide informative	4
Tram driver/guide excellent/informative	4
Everglades City boat guide informative/enthusiastic	2
Housecleaning staff	1
Gift shop employees friendly/helpful	1
Tour boat crew friendly/helpful	1
INTERPRETIVE SERVICES	38
Nonpersonal	13
Film	2
Visitor Center	1
Unobtrusive/informative signs	3
Royal Palm exhibits	3
Roadside exhibits excellent	2
Nature trail signs	1
Information and map	1
Personal	25
Ranger programs	24
Campfire programs	1
FACILITIES AND MAINTENANCE	159
General	54
Well maintained/clean park facilities	42
Shark Valley observation tower enjoyable	4
Clean restrooms	3
Observation platforms enjoyable	1
Cold water fountain	1
Parking	1
Seating for birdwatching	1
Picnic benches available	1
Roads and Trails	84
Anhinga Trail	37

K. Visitor likes: FACILITIES AND MAINTENANCE - Man-made (continued)**Roads and Trails (continued)**

Self-guided trails	10
Trails/boardwalks	10
Royal Palm walking trails	7
Well constructed/maintained trails/boardwalks	6
Bicycle trail enjoyable	4
West Lake Trail	2
Canoe trails enjoyable	2
Well kept roads	2
Royal Palm ease of access	1
Shark Valley trails	1
Bobcat Trail	1
How well trails fit into environment	1

Campgrounds and Picnic Areas 2 1

Camping	7
Long Pine Key Campground	3
Large campsites	3
First come, first served camping	2
Flamingo campground	2
Pine Island picnic area	1
Camping at walk-in campsites (Flamingo)	1
Isolated campsites	1
"Backcountry" campsites	1

POLICIES 2

Prohibition of air boats in park	1
Personal safety/protection for bicyclists	1

RESOURCE MANAGEMENT 1 7

Lack of development	6
Well organized while maintaining natural environment	6
Effort to educate about wise use of resources/fragility of environment	4
Accessibility to park at minimal developmental cost	1

CONCESSIONS 5 7

Boat tour	25
Informative or enjoyable tram tour	22
Shark Valley tram tour	6
Lodge pool	2
Everglades City boat tour	1
Cottages	1

K. Visitor likes: VISITOR SERVICES PROJECT**VISITOR SERVICES PROJECT****1**

Enjoyed discussing project with ranger

1

GENERAL IMPRESSIONS**587**

Observation of flora and/or fauna in natural habitat	120
Unique wilderness setting/natural beauty	94
Enjoyed birdwatching	91
Quiet, peaceful setting, serenity	39
Reptiles (esp. alligators) impressive/enjoyable	35
Learning about environment/Everglades' importance	20
Park enjoyable/impressive/beautiful	17
Weather	15
Lack of crowds	14
Fishing	14
Boat ride/boating	14
Royal Palm Visitor Center/attractions	11
Eco Pond wildlife	10
Dolphins/porpoises	9
Absence of mosquitos/insects	7
Very accessible	7
Canoeing	5
Bicycle ride	5
Inexpensive	5
Hiking	5
Mahogany Hammock	4
Flamingo	3
Relaxing drive	3
Seafood at restaurants	3
Everything	3
Picnicking	3
Trail/overlook opportunities to see park	3
Variety of activities/programs	3
Inexpensive camping	2
Wildflowers impressive/enjoyable	2
Nice people	2
Souvenir shopping	1
Seeing/learning about history	1
Conservation program	1
To see Shark Valley changes	1
Useful identification guides	1
Tours	1
Everglades City	1
Manatee	1
No entrance fee	1
Convenient to our residence	1
Handicapped accessibility	1

K. Visitor likes: GENERAL IMPRESSIONS (continued)

Fellow campers	1
Shark Valley overlook	1
People's respect/awe of nature	1
Florida Bay	1
Nine Mile Pond	1
Relaxing	1
Felt safe camping	1
Clean air	1

L. Visitor dislikes

Visitors specified what they disliked most about their visit to Everglades National Park. Table 4 shows the items that visitors disliked. They especially disliked not having enough time to visit, the effect of the drought on the wildlife, not being able to see more wildlife and an insufficient number of places providing food services.

Table 4: Visitor dislikes

N= 329 comments; percentages do not equal 100 due to rounding.

Many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	1 2
National Park Service	8
Need more informed rangers	3
Park staff uninformative/rude	2
Employees rude/unhelpful	1
Entrance ranger kept us waiting without good reason	1
Not enough contact with rangers	1
Concession	2
Tram ticket personnel rude	1
Limited knowledge of tour guide	1
INTERPRETIVE SERVICES	2 2
Nonpersonal	2 0
Not enough on-site information (leaflets/exhibits)	8
Royal Palm Visitor Center exhibits	2

(continued on next page)

L. Visitor dislikes: INTERPRETIVE SERVICES--Nonpersonal (continued)

Make leaflets/trail maps more available to public	1
Inaccurate exhibit	1
Visitor center film needs improvement	1
No exhibits on reptiles (snakes)	1
Visitor centers need longer hours	1
Trail mileages not on park maps	1
Not enough information centers	1
Not enough active information at visitor centers	1
Bookstore publications too expensive	1
Exhibits need more info to identify species	1

Personal 2

Need more campfire programs	1
Ranger program too simplistic	1

FACILITIES AND MAINTENANCE 5 0**General 2 2**

Need more directional signs	5
Not enough longer hiking trails	5
Litter	4
Not enough picnic facilities	3
Not all trailheads had mileage info	1
Water trail marking needs maintenance	1
Canoe distances not clear	1
Not enough trash cans	1
Not enough long distance bike trails	1

Buildings/utilities 9

Handicapped access inadequate	2
Phone service to outside park not working	2
Flamingo Visitor Center/restaurant/gift shop layout	1
No soap in women's restrooms	1
Unreliable electric power at Flamingo	1
Restrooms not clean	1
Not enough restrooms	1

Campgrounds 1 9

No showers	6
No hot showers (suggests solar)	4
No electric hookups at campgrounds	3
Flamingo campground showers	1
Not enough campsites	1
Campsites too close together	1
Campground facilities	1
Chickee near group site inadequate	1
Campground restrooms poor quality	1

L. Visitor dislikes: POLICIES**POLICIES 3 5****Regulations 1 0**

Entrance fee too high	3
No advance reservations for campsites	2
People feeding wildlife	1
People sport fishing	1
Park regulations	1
Waiting to pay camping fees	1
Complex fishing regulations	1

Enforcement 2 5

RV generators too noisy	7
Speeding motorboats, especially for canoeists	6
Rude/loud visitors disturbing wildlife and people	4
Large boats in backcountry	1
People destroying nature	1
Unfair receipt of speeding ticket	1
Noisy people at night in campground	1

RESOURCE MANAGEMENT 6

Man-caused degradation of park	2
Presence of exotic species	2
Flamingo coastline has unnatural appearance	1
Threat of fertilizer contamination of Everglades water	1

CONCESSIONS 8 1**General 4 3**

Not enough food services/snack bars	9
Not enough lodging in park	4
Lodge quality not high	3
Long wait for restaurant service	3
Food too expensive	3
Food store/services poor	2
Everglades City gift shop poor quality	2
Lodging too expensive	2
Rides too expensive	1
Flamingo restaurant closed, snack bar too crowded	1
Not enough fresh fruit, vegetables at store	1
Not enough healthy food at restaurant	1
Small dining area	1
Stale bread	1
Restaurant did not call party in from viewing platform	1
Restaurant menu not changed regularly	1
Restaurant/gift shop grounds in poor condition	1

L. Visitor dislikes: CONCESSIONS - General (continued)

Gift shops	1
Commercial tours	1
Long wait between tours	1
Long wait for check-in	1
Not enough gas stations	1
Rented bicycles too small	1

Boat Tours/Rentals 19

Boat tours	7
Florida Bay cruise	2
Boat tour too expensive	2
Couldn't rent a boat	1
Poor boat tour signing	1
Marina facilities	1
Boat tour closed - Everglades City	1
No boat or plane tours	1
Boat tour PA systems poor quality	1
Boat tours not often enough	1
Canoe rental rules insufficiently written or posted	1

Tram Tours 19

Too long a wait for Shark Valley tram tour	6
Didn't know about tram reservations	3
Long wait for tram tour	3
Tram tour moved too fast	1
Tram seats poor	1
Tram tour vehicle too crowded	1
Flamingo tram tour	1
Tram tour	1
Not enough stops on tram tour	1
Short operating hours for tram tours	1

VISITOR SERVICES PROJECT 1

Ranger to distribute questionnaire, but not to open another entrance	1
--	---

GENERAL IMPRESSIONS 122

Not enough time	23
Effect of drought on park/wildlife	12
Not seeing more wildlife	9
Weather	7
Bugs/mosquitos	7
Everglades City facilities limited--need more	6
Not enough free activities in park	4
Flamingo too developed/crowded	3
Park not very accessible without boat	3

L. Visitor dislikes: GENERAL IMPRESSIONS (continued)

Not enough to do	3
Having to leave	3
Too dry - prefer wet season	3
Travelers information radio problems	2
Park too commercial	2
Long wait at entrance station	2
Less birds/animals than previously	2
Monotonous flat lands beyond Royal Palm	2
Too far from home	2
Need bicycle path on main road for safety	1
No free entry for Canadian seniors	1
Not enough information before visit	1
Tamiami Trail closed due to accident	1
Florida City/Homestead motels too expensive	1
Not seeing a Florida panther	1
No shells on beaches	1
Not enough fish	1
Couldn't reach beaches/coves	1
Couldn't rent binoculars	1
Campfire smoke pollution	1
Unattractive development around park	1
Pinelands	1
Royal Palm too crowded	1
No beach at Flamingo	1
Tour buses at Flamingo Lodge	1
Traffic	1
Jet noise	1
Motorboats disturb wildlife	1
Air boat tours too expensive	1
Air boat trip	1
Air boat ride closed	1
Alligators being imprisoned/wrestled	1
Other people's dogs	1
Can't come more often	1
No place to write or paint alone	1
No Indians	1

M. Comment summary - Introduction

Volume 2 of this report contains unedited comments made by visitors. A summary of these comments appears below, and is included in Volume 2. Some comments offer specific suggestions regarding what visitors feel is necessary for the park's survival, others reflect perceived needs for policies, programs, services and facilities toward the improvement of visitor experiences. A wide variety of topics are discussed, including natural features, personnel, maintenance and regulations.

M. Comment summary: PERSONNEL**Visitor Comment Summary**

N= 539 comments.

Many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	58
National Park Service	44
Park staff friendly/helpful	21
Rangers friendly/helpful	7
Park staff knowledgeable/informative	5
Volunteers courteous/friendly	3
Rangers knowledgeable/informative	3
Some rangers not knowledgeable enough	2
Ranger unfriendly	2
Park employees anti-industry	1
Concession	14
Tour guide excellent/informative	5
Tour guide friendly/helpful	4
Employees friendly/helpful	2
Tour boat commentary informative	1
Tram driver/guide excellent/informative	1
Tram driver friendly	1
INTERPRETIVE SERVICES	52
Nonpersonal	40
Needed more information before arrival	3
Visitor center had good information	2
Advertise park more widely	2
Provide more info on threats to the park	2
Visitor center needs longer hours	1
Backcountry hiking/camping information difficult to find	1
Create waterside nature trail for canoeists	1
Post naturalist activities more widely	1
Interpret all aspects of park for first time visitors	1
Enjoyed buying nature books	1
Prefer photos on exhibits, not stylized art	1
Need more plant/animal identification	6
Provide information/maps in more languages	4
Park map doesn't show trails/mileages	4
Provide more information on park	2
Map needs more details	2
Provide guidebook in foreign languages	1

M. Comment Summary: INTERPRETIVE SERVICES--Nonpersonal (cont'd)

Roadside exhibits need more ecological detail	1
Miss historical pictures in Flamingo museum	1
Need more self-guiding trails	1
Shark Valley hours advertised inaccurately	1
Need more current info on birds/animals at Flamingo	1

Personal 12

Offer more programs at different times	5
Enjoyed ranger programs	2
Conduct ranger programs in other languages	1
Provide more rangers at trails, visitor centers	1
Offer more evening programs at Everglades City	1
More ranger-led programs into interior	1
More ranger-led canoe trips	1

FACILITIES AND MAINTENANCE 66**General 34**

Clean, well maintained park	9
Establish bike lane on main road	3
Provide more garbage cans	2
Need better advertising of aluminum can recycling	2
Need cleaner restrooms	2
Noticed litter	2
Need backup power for Flamingo	1
Good facilities	1
Thanks for cleaning Bear Lake Point	1
Need more directional signs	1
Put distances on directional signs	1
Cut vegetation at Pa-hay-Okee observation tower for clear view	1
Park grounds need more frequent maintenance	1
Unfinished maintenance can cause safety hazards	1
Directional signs should give more advance warning	1
Need more birdwatching platforms at Eco Pond	1
Reestablish boardwalk at Eco Pond	1
Appreciated drinking water at observation tower	1
Need 800 information phone number	1
Need better phone service	1

Roads and Trails 14

Add more trails/longer trails	5
Trails need better signing	4
Need more roads	1
Enjoyed Anhinga Trail	1
Add canoe trails	1
Need more paved parking	1
Poor directions out of parking lot	1

M. Comment summary: FACILITIES & MAINTENANCE (continued)**Campgrounds and Picnic Areas****1 8**

Provide more picnic tables	3
Need more campsites	3
Heat showers (i.e. solar powered)	3
Need showers	3
Need hookups	2
Post campground status (# sites open) at entrance	1
Flamingo campground restrooms should be cleaner	1
Need play areas for children	1
Need to plant around tent sites	1

POLICIES**1 7**

Prohibit power boats	3
Improve campground fee collection system to avoid delays	1
Keep campgrounds first come, first served	1
Charge seniors full price for camping	1
Camping fee too high	1
Don't allow noisy generators	1
Keep fair camping/entrance fees	1
Entrance fee reasonable for several day visit	1
Entrance fee pass should be good for 14 days	1
Entrance fees keep uninterested visitors away	1
Entrance and tours should be free	1
Reduce speed limit	1
Speed limits confusing	1
Keep enforcing fishing/conservations laws	1
Rangers should not need to carry revolvers	1

RESOURCE MANAGEMENT**5 2**

Protect this unique ecosystem	1 7
Need to increase awareness of Everglades ecosystem balance	7
Work for restored water flow into park	6
Expand park	3
Try to stop chemical runoff from farms	3
Protect park against Miami's encroachment	2
Would like to contribute to park's preservation	2
Surprised at lack of water	2
Thinking about active involvement in preservation	1
Increased concern about pollution of park waters	1
Keep publicizing park's situation	1
Inform visitors of current Everglades legislation	1
NPS needs to decide natural vs. recreational use issue	1
Stop development around park	1
Tell visitors how to get involved in preservation	1
Saw animals looking for drinking water	1
Protect nesting ospreys	1
Control cattails on Eco Pond	1

M. Comment summary: CONCESSIONS**CONCESSIONS 42****General 15**

Need more food services/more hours	3
Need better snack bar/healthier foods	3
Appreciated Shark Valley bike rental	2
Restaurant should serve fresh fish	1
Improve restaurant service	1
Enjoyed restaurant	1
Appreciated that campers could use Lodge pool	1
No lodging available	1
Post sign at park entrance when lodge is full	1
Operate bike rental, trams, boats longer hours	1

Boat tours and rentals 20

Enjoyed boat tour	2
Boat tour too expensive	2
Had difficulty finding out how to rent a boat	1
Need another canoe rental station at another location	1
Everglades City boat tour is a good service	1
Interesting gate to Flamingo tour	1
Non-park people said boat tours not worth taking	1
Boat tours should have student/child discounts	1
Thought boat tour would have more wildlife	1
Offer boat tours more often	1
Don't allow smoking on boat tours	1
Charge more for upper deck of boat tour	1
Boat ramps too slippery/slimy	1
Provide way for solo visitors to canoe/kayak	1
Rent canoes with motors	1
Canoe trails/maps need distances/more information	1
Rent cartop canoe carriers	1
Didn't know about park boat tours	1

Tram tours 7

Shark Valley tram tour outstanding	1
Need soda pop machines at Shark Valley observation tower	1
Need backup power-tram couldn't get gas	1
Tram tour reasonably priced	1
Need a tram tour	1
Tram tour rewarding	1
Advertise need for tram tour reservations	1

VISITOR SERVICES PROJECT 2

Friendly VSP person was incentive to answer questionnaire	1
Would like another questionnaire after longer visit	1

M. Comment summary: GENERAL IMPRESSIONS

GENERAL IMPRESSIONS

250

Enjoyed visit	64
Hope/plan to return	40
Good job	33
Not enough time	14
Keep park natural/undeveloped/as it is	14
This is return visit	11
Enjoyed wildlife viewing	7
Enjoyed tranquility	6
Glad park exists	5
Nice/beautiful place	4
Would like to canoe, take boat tour next time	3
Not enough activities	3
Recommend visit to others	3
Nice weather	3
Vast area	3
Very informative	2
Enjoyed natural views	2
Unplanned visit	2
Good fishing	2
Would like to camp next time	1
Would like to hike/bike next time	1
Noticed litter outside park	1
Canadian parks offer superior services compared to U.S.	1
Anhinga Trail experience made rest of park visit disappointing	1
Learned to birdwatch	1
Enjoyed variety of activities	1
Too many motorboats	1
Airboat ride a waste of time	1
Flamingo doesn't compare to 1940's-improve it	1
Looking for photogenic/historical places	1
Activities priced too high	1
Enjoyed hiking Big Cypress trail	1
Very accessible by car	1
Need auto mechanic for visitors	1
Too many gift shops around park	1
Royal Palm was highlight of vacation	1
East side of park more accessible	1
Appreciate unique ecosystem so close to home	1
Surprised at large size of western Everglades	1
Flamingo is favorite place	1
Don't let government sell park	1
Enjoyed lack of bugs	1
Didn't like fence on approach to park entrance	1
Needs to be more accessible	1
No problems between people and wildlife	1
Camp hosts are good idea	1
Disappointed-expected more and didn't see alligators	1
Didn't know use of bird-call tapes is illegal	1

MENU FOR FURTHER ANALYSIS

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

1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about how total expenditures varied among group types was required, a comparison of total expenses by group type could be requested.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge was desired about the different activities of visitor group types at each site, a comparison of (activity by site visited) by group type could be requested; if knowledge about which age groups were participating in an activity at a particular site was required, a comparison of (age group by activity) by site visited could be requested.

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

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

SAMPLE

Analysis Order Form Visitor Services Project Report 21 (Everglades)

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

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

- Group size
- Group type
- Age
- State residence
- Number of visits
- Entry time
- Entry day
- Length of stay
- Activity
- Site visited
- Total expenses
- Lodging expenses
- Food expenses
- Other expenses
- Locating the park
- Service/facility used
- Service/facility quality
- Information/interpretive service used
- Info/interpretive service usefulness
- Boat type
- Interview distribution site

Two-way comparisons (please write in the appropriate variables from the above list)
Group type by Site visited
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)
Group type by Site visited by Activity
_____ by _____ by _____
_____ by _____ by _____

Special Instructions

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

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

**Analysis Order Form
Visitor Services Project
Report 21 (Everglades)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

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

- | | | |
|--------------------|--------------------|---|
| • Group size | • Length of stay | • Locating the park |
| • Group type | • Activity | • Service/facility used |
| • Age | • Site visited | • Service/facility quality |
| • State residence | • Total expenses | • Information/interpretive service used |
| • Number of visits | • Lodging expenses | • Info/interpretive service usefulness |
| • Entry time | • Food expenses | • Boat type |
| • Entry day | • Other expenses | • Interview distribution site |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions

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

APPENDIX**Questionnaire**

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**

Publications of the Visitor Services Project

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

<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5.	North Cascades National Park Service Complex, 1985.
6.	Crater Lake National Park, 1986.
7.	Gettysburg National Military Park, 1987.
8.	Independence National Historical Park, 1987.
9.	Valley Forge National Historical Park, 1987.
10.	Colonial National Historical Park, 1988.
11.	Grand Teton National Park, 1988.
12.	Harpers Ferry National Historical Park, 1988.
13.	Mesa Verde National Park, 1988.
14.	Shenandoah National Park, 1988.
15.	Yellowstone National Park, 1988.
16.	Independence National Historical Park: Four Seasons Study, 1988.
17.	Glen Canyon National Recreation Area, 1989.
18.	Denali National Park and Preserve, 1989.
19.	Bryce Canyon National Park, 1989.
20.	Craters of the Moon National Monument, 1989.
21.	Everglades National Park, 1989.

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