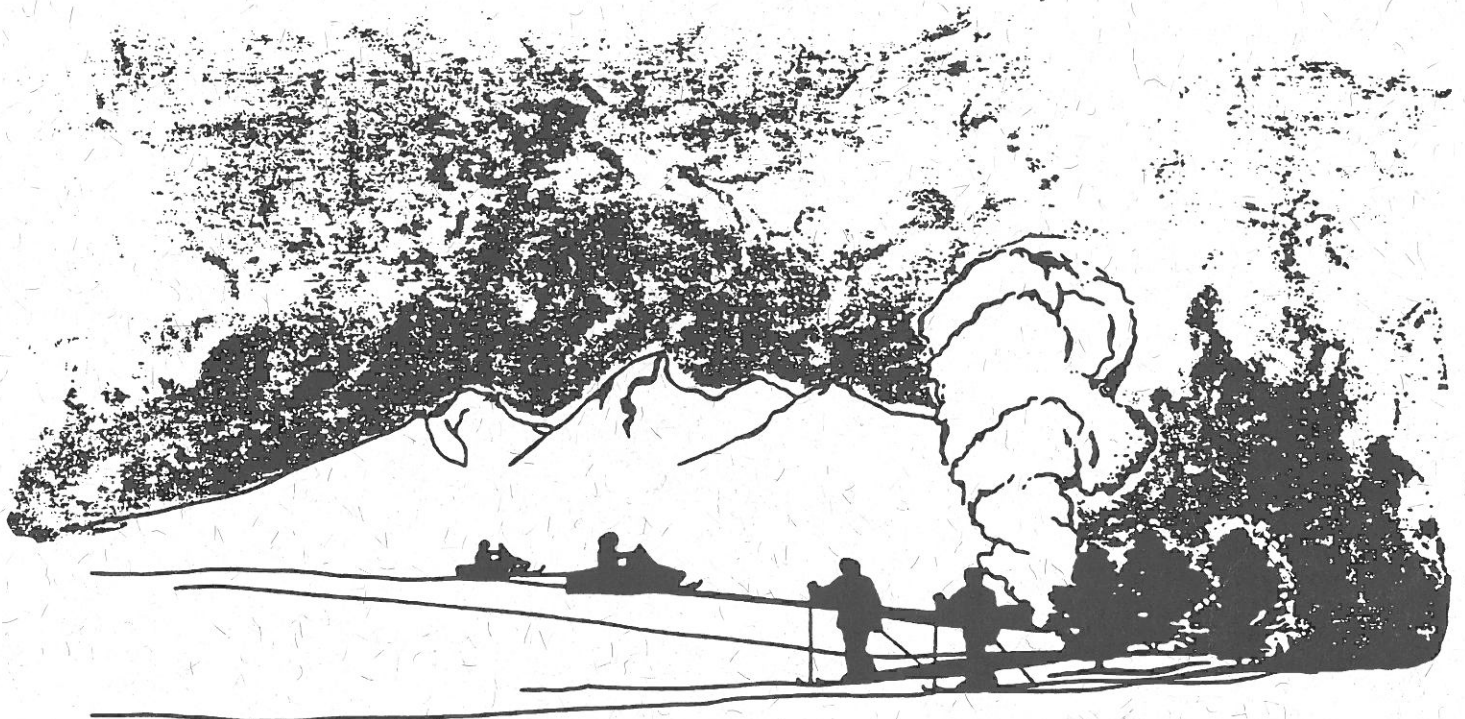

Visitor Services Project Grand Teton National Park Visitor Study



Visitor Services Project Report 74
Cooperative Park Studies Unit



Visitor Services Project Grand Teton National Park Visitor Study

Margaret Littlejohn

Report 74

February 1996

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Mark Patterson and the staff of Grand Teton National Park for their assistance. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Grand Teton National Park Report Summary

- This report describes part of the results of a visitor study at conducted simultaneously at Grand Teton and Yellowstone National Parks during February 11-20, 1995. A total of 1,422 questionnaires were distributed to visitors. Visitors returned 1,132 questionnaires for an 80% response rate.
- This report profiles Grand Teton visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary. A separate report on Yellowstone contains results from Grand Teton visitors who entered at Moran Junction and visited Yellowstone.
- Thirty-eight percent of the visitors were in family groups; 30% were in groups of friends. Forty-four percent of Grand Teton visitors were in groups of two. Many visitors (62%) were aged 26-50.
- Among Grand Teton visitors, 3% were international visitors. Forty-three percent of those visitors were from the United Kingdom. United States visitors were from Wyoming (26%), Idaho (11%), California (9%) and 41 other states.
- Half of Grand Teton visitors (50%) stayed more than one day. Many Grand Teton visitors (56%) had visited the park previously during the winter. On this visit, the most common activities were viewing scenery (84%), viewing wildlife (76%), and taking photographs (56%).
- Many visitors participated in winter recreation outside the parks in places such as Jackson Hole and Grand Targhee. Their activities included skiing and snowmobiling.
- In planning trips to national parks, most visitors (71%) talked to someone who had been there as their source of information about the park. Previous visits was the source of information which influenced most visitors (70%) in deciding to visit Grand Teton/Yellowstone.
- The most visited sites were Flagg Ranch (52%), Moose Visitor Center (44%), and Old Faithful (41%).
- The most used information services were the park brochure/map (68%) and visitor center staff (54%). According to visitors, the park brochure/map and visitor center staff were rated the most important services. The best quality services were the visitor center book sales, roving rangers, and visitor center staff.
- The most used visitor services and facilities were the restrooms, visitor center and informational/directional signs. According to visitors, the most important services were the overnight lodging, gas station and airport. The best quality services were commercial guide services and the ranger stations.
- The most important park qualities to Grand Teton visitors were scenery, wildlife and clean air. Recreational activities were rated more important than educational opportunities.
- The average visitor group expenditure in and outside the parks during this visit was \$1,329. The average per capita expenditure was \$399.
- Most visitors (63%) prefer not to limit winter visitor use at Grand Teton/Yellowstone. Of the visitors who think winter use should be limited, a reservation system was preferred by 58% of the visitors.
- Visitors made many additional comments.

<p>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 83844-1133 or call (208) 885-7129.</p>

TABLE OF CONTENTS

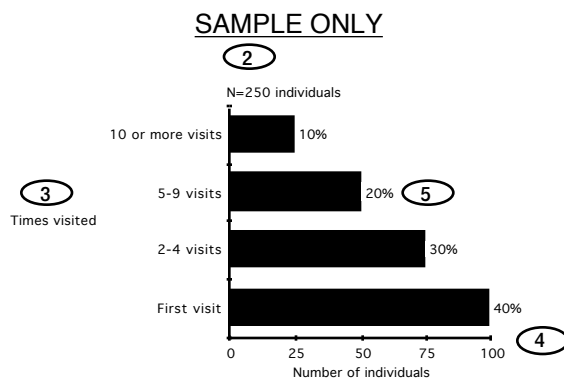
	Page
INTRODUCTION	1
METHODS	2
VISITOR RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	10
Activities	11
Participation in winter recreation outside the parks	12
Sources of national park information	15
Sources which influenced decision to visit	16
Sites visited	17
Education/information services: use, importance and quality	18
Visitor services: use, importance and quality	32
Importance of park qualities	50
Importance of park activities	54
Expenditures	56
Opinions about visitor use limits in winter	66
What visitors liked most	68
What visitors liked least	70
Planning for the future	72
Comment summary	74
MENU FOR FURTHER ANALYSIS	76
QUESTIONNAIRE	77

INTRODUCTION

A study of winter visitors was conducted simultaneously at Yellowstone and Grand Teton National Parks. This report profiles Grand Teton National Park visitors (referred to as "Grand Teton"). A separate report for the Yellowstone study also includes the results from visitors who entered at Moran Junction and visited Yellowstone. This visitor study was conducted February 11-20, 1995 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes comment summaries and visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Grand Teton and Yellowstone National Parks during February 11-20, 1995. Visitors completed the questionnaire after their visit and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

At Grand Teton, visitors were sampled as they entered at Moose Visitor Center or entrance station, at the Moran Junction entrance station and at Grassy Lake Road near Flagg Ranch.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of the visitors who had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 423 groups, Figure 4 presents data for 1,304 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

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 427 questionnaires were returned by visitors, Figure 1 shows data for only 423 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.

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of February 11-20,1995. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

During the study week, weather conditions in Yellowstone ranged from -27° to +36°, and from snowstorms to clear and sunny. In Grand Teton, temperatures were not as extreme, although heavy snows fell on some days and other days were clear and sunny. Conditions at both parks may have affected what activities visitors did and the length of time they visited.

**Special
Conditions**

GRAND TETON RESULTS

Visitors contacted

At Grand Teton, 563 visitor groups were contacted; 93% accepted questionnaires. Four hundred twenty-seven visitor groups completed and returned their questionnaires, an 81% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

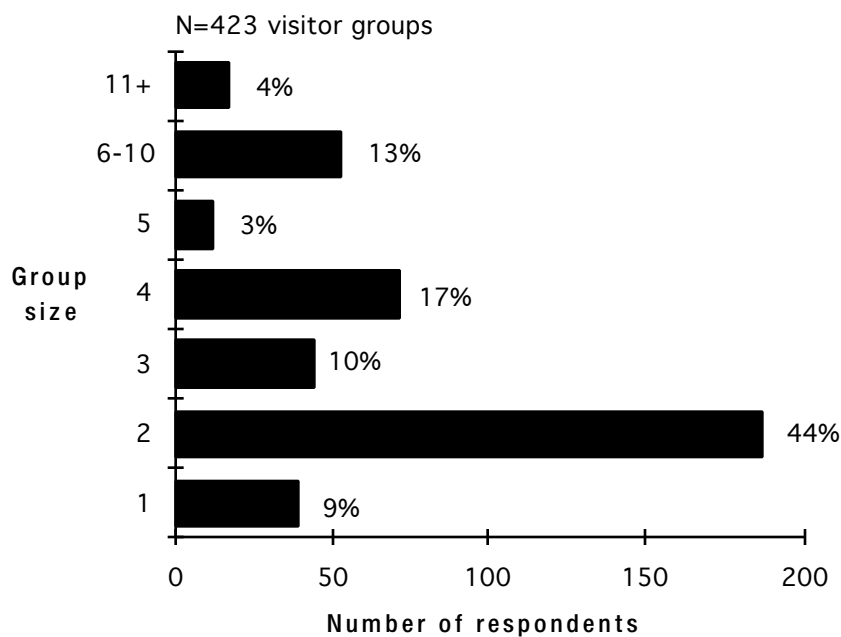
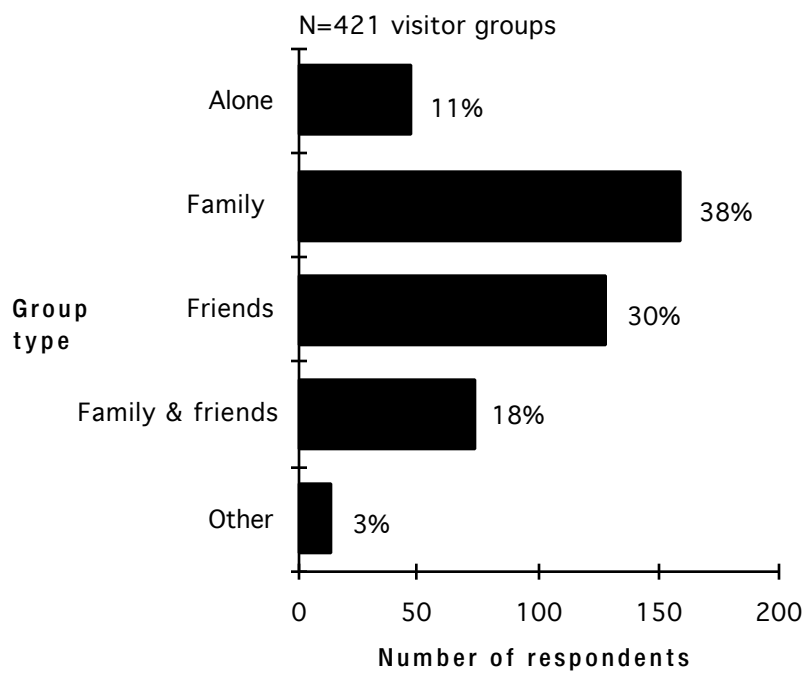
Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	515	41.5	422	42.6
Group size	527	3.2	423	3.9

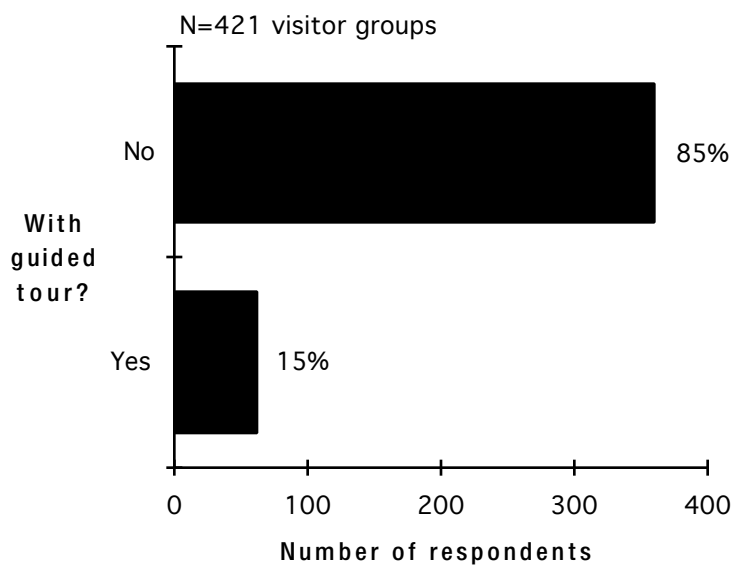
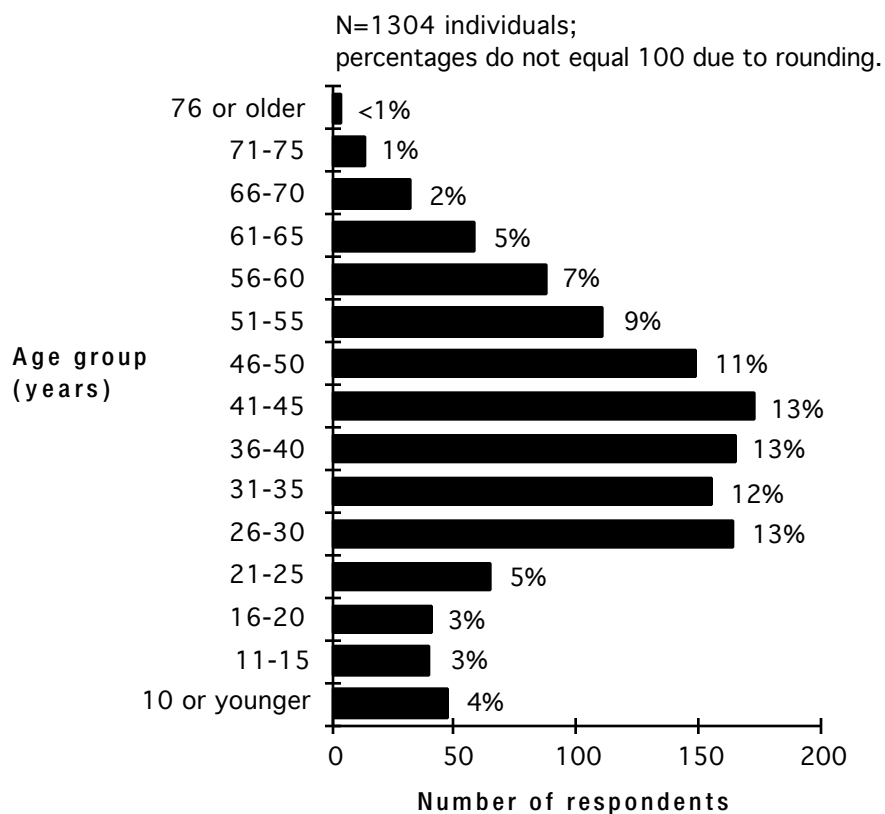
Demographics

Figure 1 shows group sizes, which varied from one person to 36 people. Forty-four percent of visitors came in groups of two; 27% came in groups of three or four. Thirty-eight percent were families; 30% were friends (see Figure 2). "Other" groups included: snowmobile tours, school groups, Smithsonian tours, and organized ski groups. Fifteen percent of visitors were with a guided tour group (see Figure 3).

The most common ages were 26-50 (62%), as shown in Figure 4. Seven percent of visitors were aged 15 years or younger. Many visitors (44%) were first-time winter visitors to Grand Teton (see Figure 5). Many visitors (58%) were visiting Yellowstone in the winter for the first time (see Figure 6).

Visitors from foreign countries comprised 3% of Grand Teton visitors. International visitors were from United Kingdom (43%), Canada (14%) and Germany (14%), as well as several other countries (see Map 1 and Table 2). United States visitors were from Wyoming (26%), Idaho (11%), California (9%) and 41 other states, as shown in Map 2 and Table 3.

**Figure 1: Visitor group sizes****Figure 2: Visitor group types**

**Figure 3: Traveling with guided tour?****Figure 4: Visitor ages**

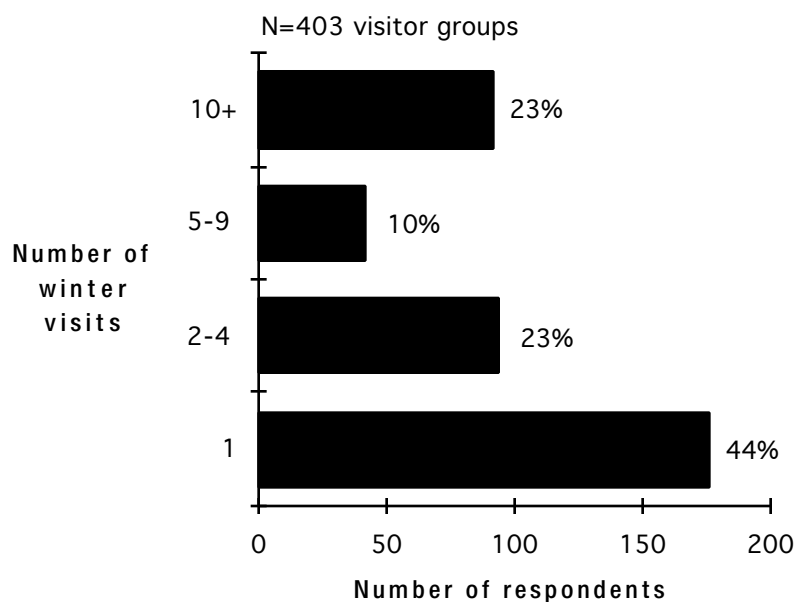


Figure 5: Number of winter visits to Grand Teton

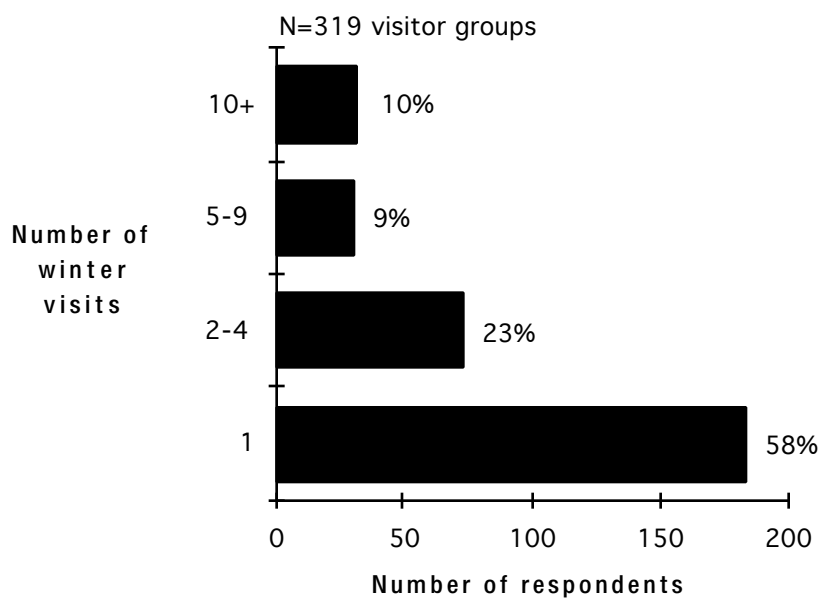


Figure 6: Number of winter visits to Yellowstone

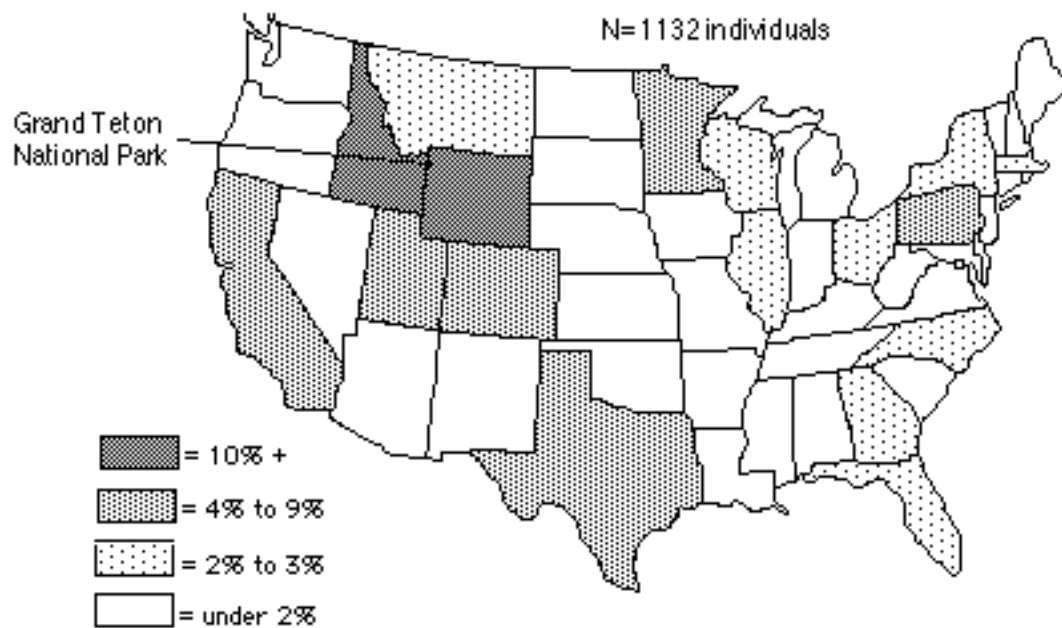


Map 1: Proportion of visitors from each foreign country

Table 2: Proportion of visitors from each foreign country

N=37 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of visitors
United Kingdom	16	43
Canada	5	14
Germany	5	14
Australia	2	5
Mexico	2	5
Venezuela	2	5
Japan	1	3
Luxembourg	1	3
Malaysia	1	3
New Zealand	1	3
Philippines	1	3



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1132 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Wyoming	291	26
Idaho	121	11
California	97	9
Utah	77	7
Colorado	57	5
Pennsylvania	47	4
Minnesota	42	4
Texas	40	4
Georgia	36	3
Ohio	22	2
Montana	21	2
North Carolina	21	2
Florida	20	2
Massachusetts	20	2
Illinois	17	2
New York	17	2
Wisconsin	17	2
New Jersey	13	1
Tennessee	12	1
Virginia	11	1
Arizona	10	1
Other states (23) + Washington D.C.	123	11

Length of stay

Fifty percent of the visitors to Grand Teton stayed less than one day (see Figure 7). Almost one-third of visitors (32%) stayed two to three days. Of the visitors who stayed less than one day, one-third (33%) stayed seven hours or more (see Figure 8). Forty percent stayed two to four hours.

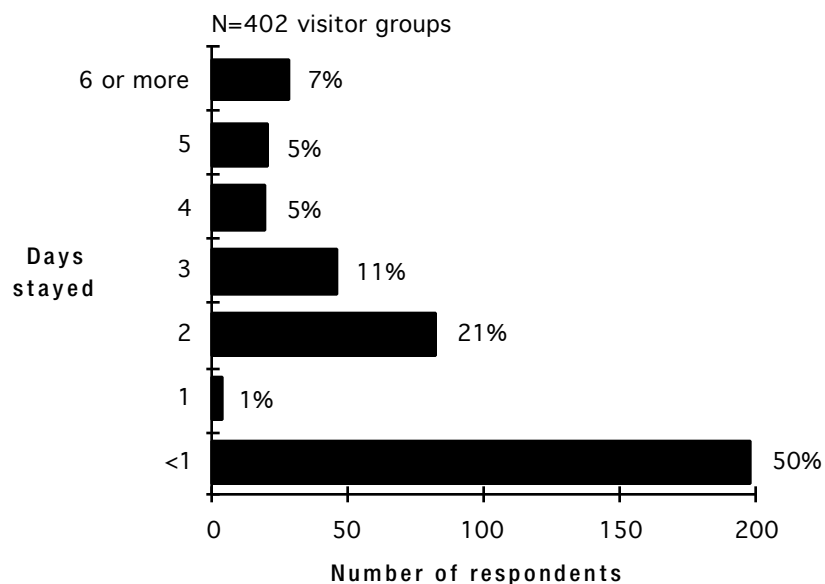


Figure 7: Length of stay (days)

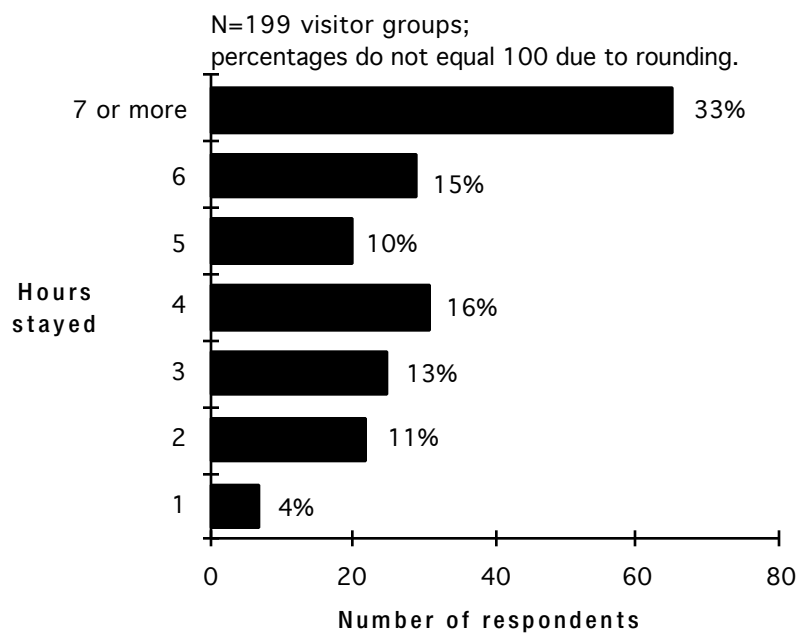


Figure 8: Length of stay (hours)

Common visitor activities on this visit were viewing scenery (84%), **Activities** viewing wildlife (76%), taking photographs (56%), snowmobiling (41%) and taking a pleasure drive (38%), as shown in Figure 9. The least common activity was dog sledding (1%). On this visit, visitors also mentioned soaking in hot springs, walking, climbing, kayaking/canoeing and skiing.

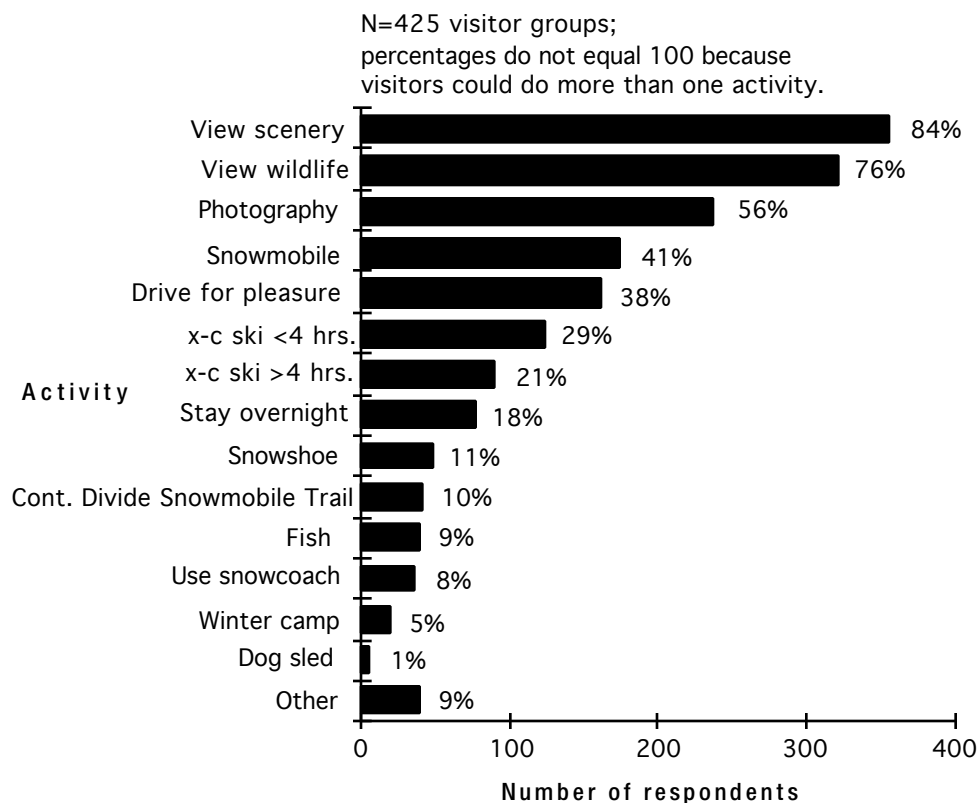


Figure 9: Visitor activities

Participation in winter recreation outside the parks

Visitors were asked "On this trip, did you and your group participate in winter recreation outside the parks but within 150 miles of Grand Teton/ Yellowstone National Parks?" Most visitors (60%) responded that they did participate in recreation outside the parks (see Figure 10). Places where visitors participated in recreation included Jackson Hole, Grand Targhee, and Jackson, as shown in Table 4. Recreational activities they mentioned doing included skiing, snowmobiling, visiting the National Elk Refuge and many other activities, as shown in Table 5.

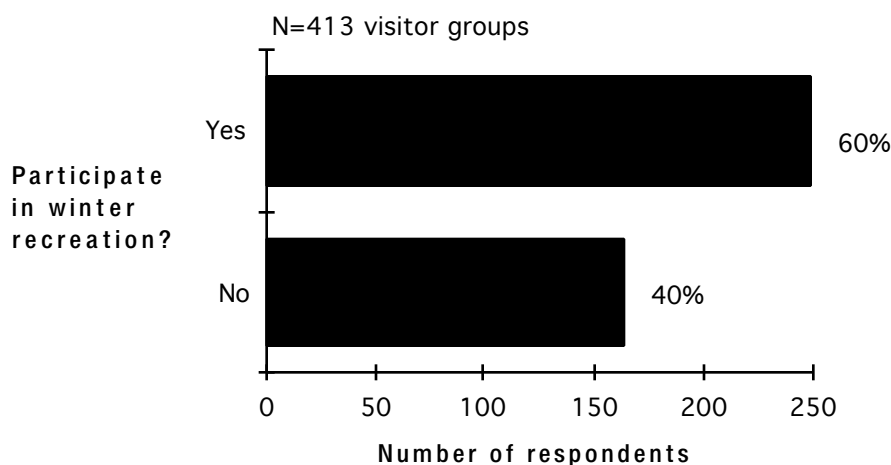


Figure 10: Visitor participation in winter recreation in the area outside of the parks

Table 4: Places where visitors participated in winter recreation outside the parks

N=343 responses

Place	Number of times mentioned
Jackson Hole	56
Grand Targhee	49
Jackson	44
Jackson Hole Ski Resort	28
Teton Village	28
Togwotee Pass	20
Snow King	13
West Yellowstone	13
Teton Pass	9
Island Park, ID	6

Place	Number of times mentioned
Bridger National Forest	5
Dubois, WY	4
Granite Hot Springs	4
Ashton, ID	3
Hoback Junction, WY	3
Teton Pines	3
Two Tops	3
Backcountry	2
Big Sky, MT	2
Driggs, ID	2
Flagg Ranch	2
Gros Ventre	2
KOA	2
Lions Head	2
National forest (unspecified)	2
West slope of Teton Range	2
Wind River Range	2
Books Lake Falls Trail	1
Buffalo Valley	1
Continental Divide	1
East side of Teton Range	1
Fremont County, ID	1
Gardner, MT	1
Grover, WY	1
Huckleberry Hot Springs	1
John D. Rockefeller Parkway	1
Kelly, WY	1
Last Chance	1
Mosquito Creek	1
Nearby ski areas	1
Northeast forest area	1
Pakaska Teepee	1
Pole Cat Hot Springs	1
Rancher Bar	1
Rendezvous Mountain	1
Snake River Dyke	1
Snowmobile trails in ID, MT, WY	1
Stanley, ID	1
Star Valley, WY	1
Targhee National Forest	1
Teton Science School	1
Togette	1
Teton National Forest	1
Turpin Meadow Summer Home Area	1
Trails around West Yellowstone	1
Trails west of town	1
Victor, ID	1
Union Pass	1
West Fork of Madison	1

Table 5: Activities visitors participated in outside the parks

N=395 responses

Activity	Number of times mentioned
Ski	128
Snowmobile	55
Cross country skiing	42
Visit National Elk Refuge	19
View wildlife	17
View scenery	12
Hike	11
Dine	10
Take photographs	9
Shop	8
Visit Wildlife Art Museum	7
Sleigh ride	6
Snowshoe	6
Fish	5
Camp	5
Visit downtown Jackson galleries/entertainment	5
Dog sled	4
Stay overnight in lodging	4
Take wildlife tour	4
Drive for pleasure	3
Swim	3
Telemark ski	3
Tour with Smithsonian group	3
Visit museums	3
Ice skate	2
Ride snow coach	2
Walk	2
Went to movie	2
Other activities	15

Visitors were asked what sources of information they use in planning trips to national parks. The most often used sources of information were talking to someone who has been there (71%), reading travel magazines/newspaper travel sections (51%) and writing for promotional materials (39%), as shown in Figure 11. Thirteen percent of the visitors said they do not usually plan their trips to national parks. As additional sources of information, visitors mentioned maps, American Automobile Association guides, other travel guidebooks, books, previous visits, living nearby, and writing or calling the park and Chambers of Commerce.

Sources of national park information

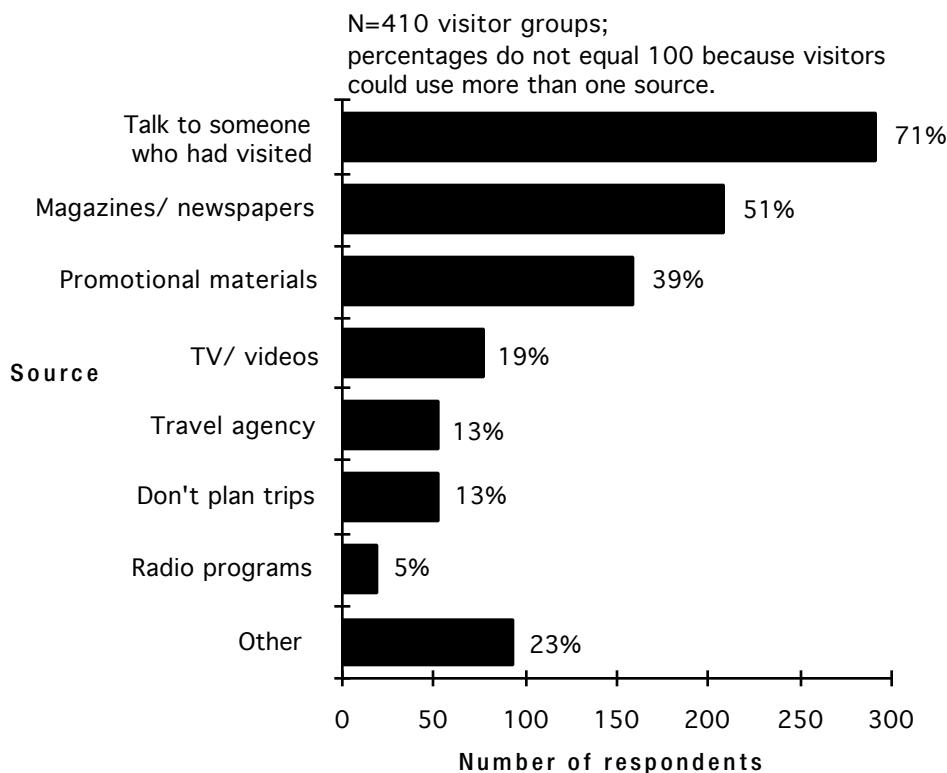


Figure 11: Sources of planning information

**Sources
which
influenced
decision to
visit**

The most commonly listed sources which influenced visitors' decision to visit Grand Teton/Yellowstone during the winter were previous visits (70%), friends/relatives who live in the area (19%), and local restaurants and businesses (18%), as shown in Figure 12. The sources which influenced the least visitors on their decisions to visit were television and radio programs (3%). Other sources visitors mentioned were living in the area, fishing, snowmobiling, and using a guidebook on the area.

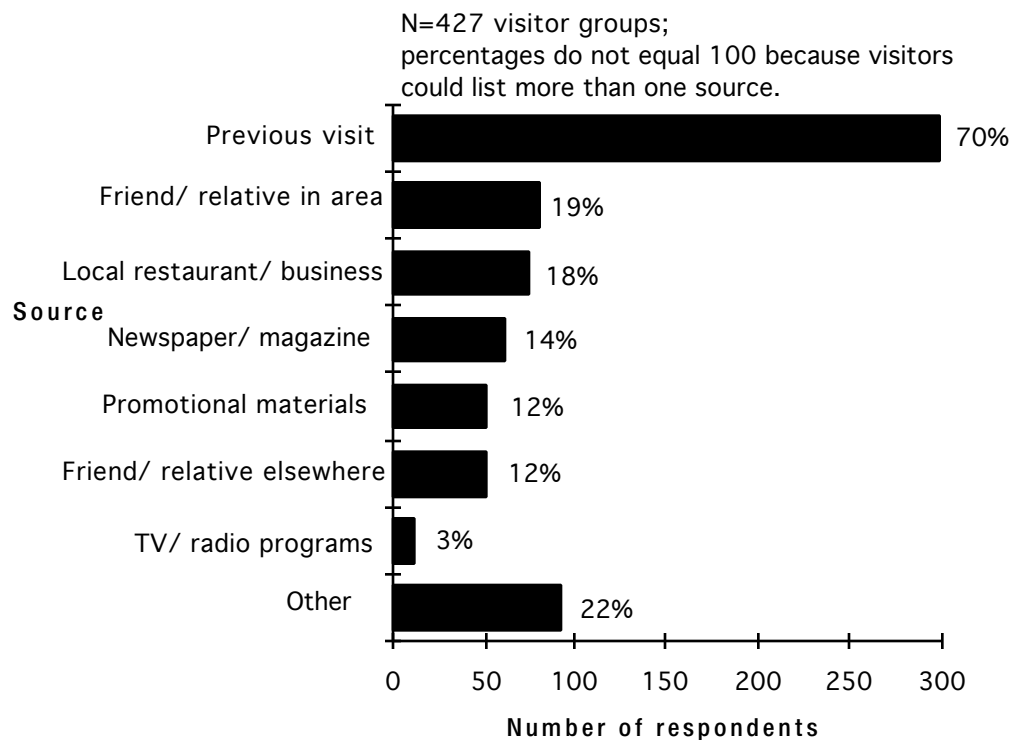
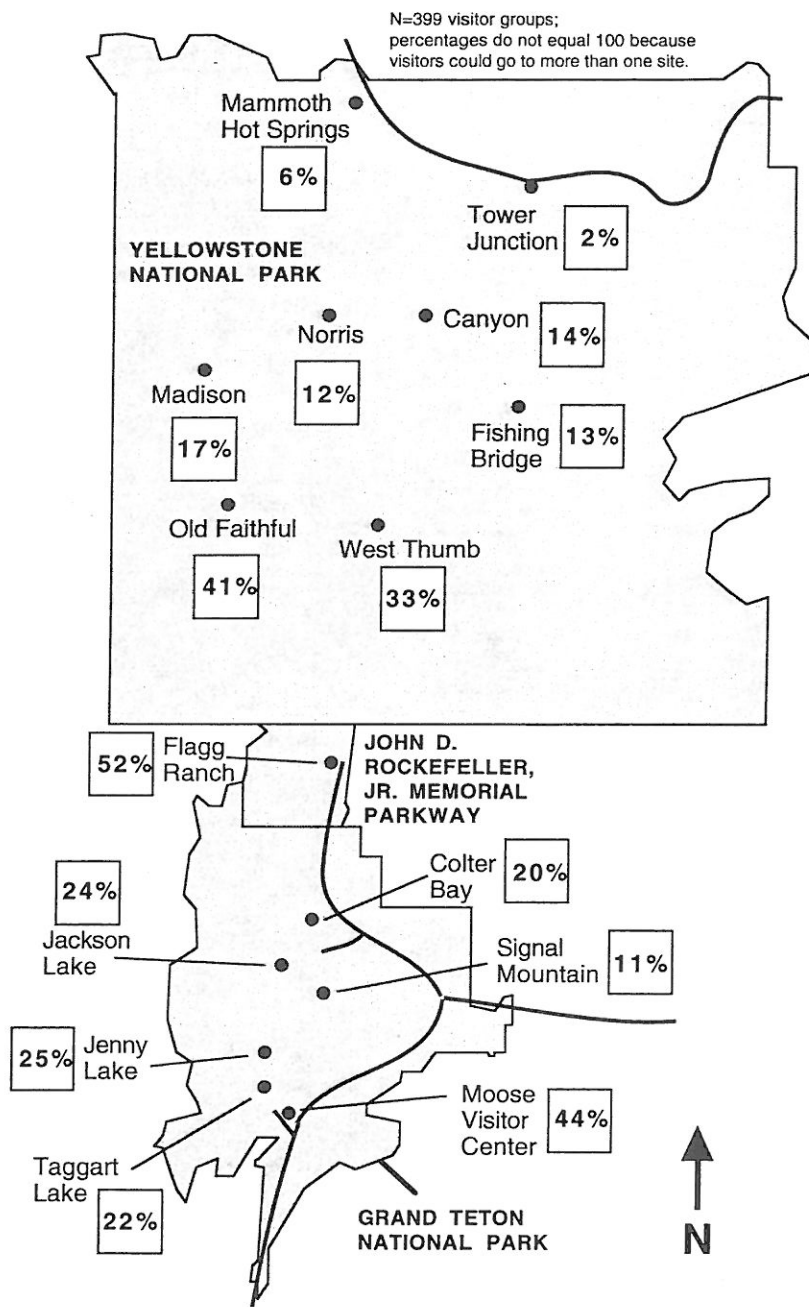


Figure 12: Sources which influenced decision to visit

Visitors were asked what places they visited at Grand Teton and Yellowstone on this visit. Most Grand Teton visitors went to Flagg Ranch (52%), followed by Moose Visitor Center (44%), Old Faithful (41%) and West Thumb (33%), as shown in Map 3. The least visited site was Tower Junction (2%).

**Sites
visited**



Map 3: Sites visited

**Education/
information
services:
use,
importance
and quality**

The most commonly used education/ information services by Grand Teton visitors were the park brochure/map (68%), visitor center staff (54%), visitor center exhibits (48%), and roadside and trailside exhibits (32%), as shown in Figure 13. The least used service was the park information radio station (2%).

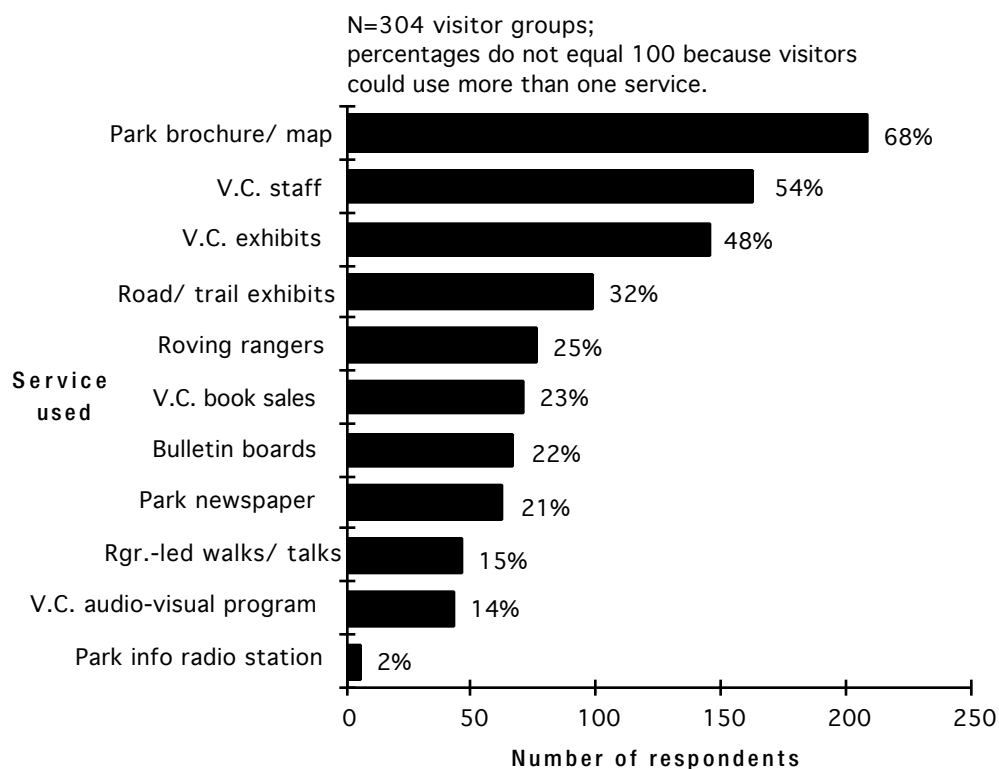


Figure 13: Use of educational and informational services and facilities

Visitors rated the importance and quality of each of the visitor education and information services they used. They used a five point scale (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 14 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 14. All services were rated above average in importance and quality.

Figures 15-25 show that several services received the highest "very important" to "extremely important" ratings: park brochure/map (83%), visitor center staff (83%), ranger-led walks/talks (77%) and roving rangers (76%). The highest "not important" ratings were for park newspaper (8%), roving rangers (7%) and bulletin boards (6%).

Figures 26-36 show that several services were given high "good" to "very good" quality ratings: visitor center book sales (92%), roving rangers (91%), visitor center staff (90%), and visitor center audio-visual programs (88%). The services which received the highest "very poor" quality rating were the bulletin boards, roadside and trailside exhibits, visitor center staff and roving rangers (each 3%).

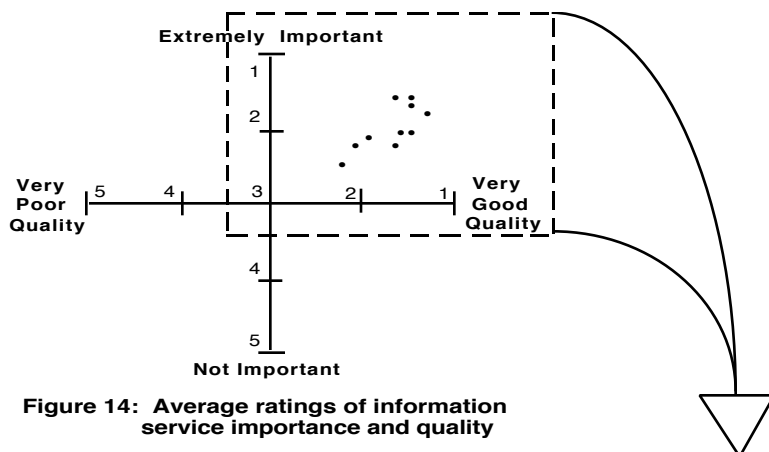


Figure 14: Average ratings of information service importance and quality

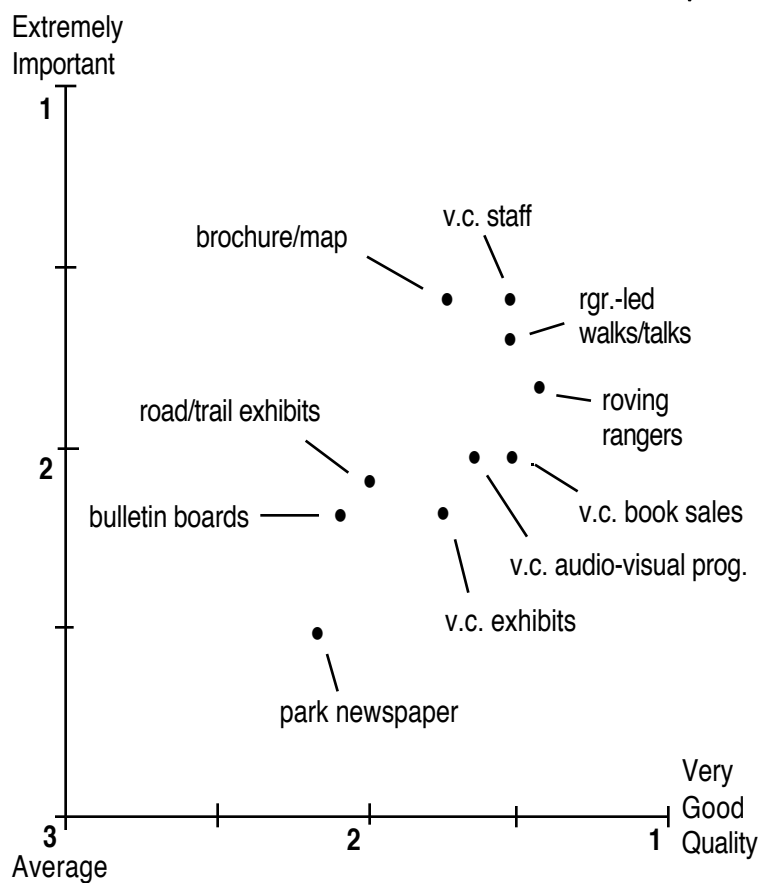
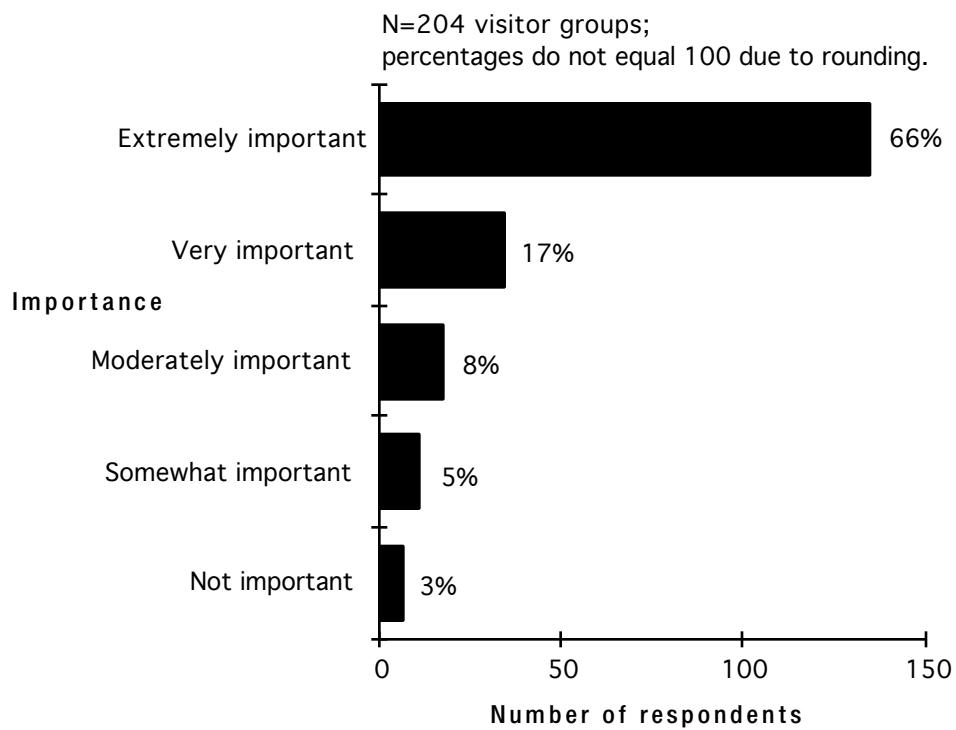
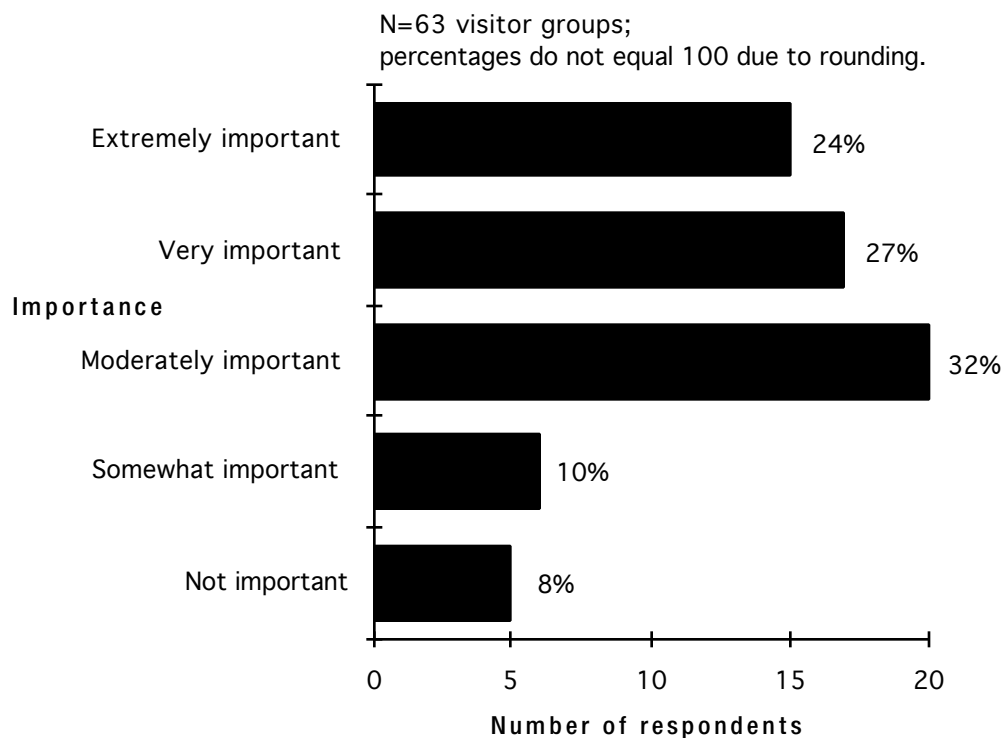
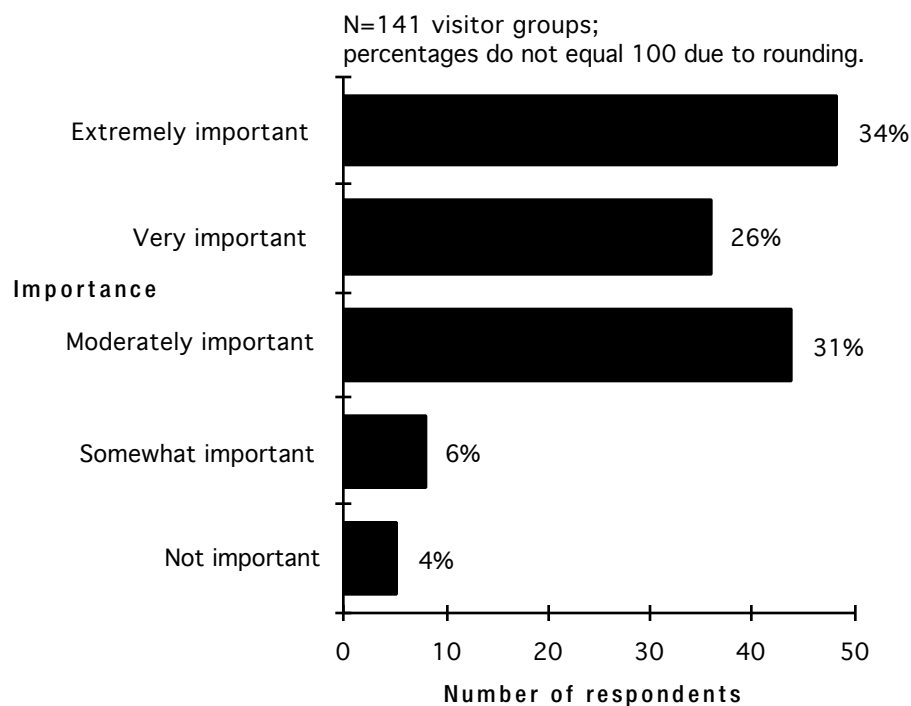
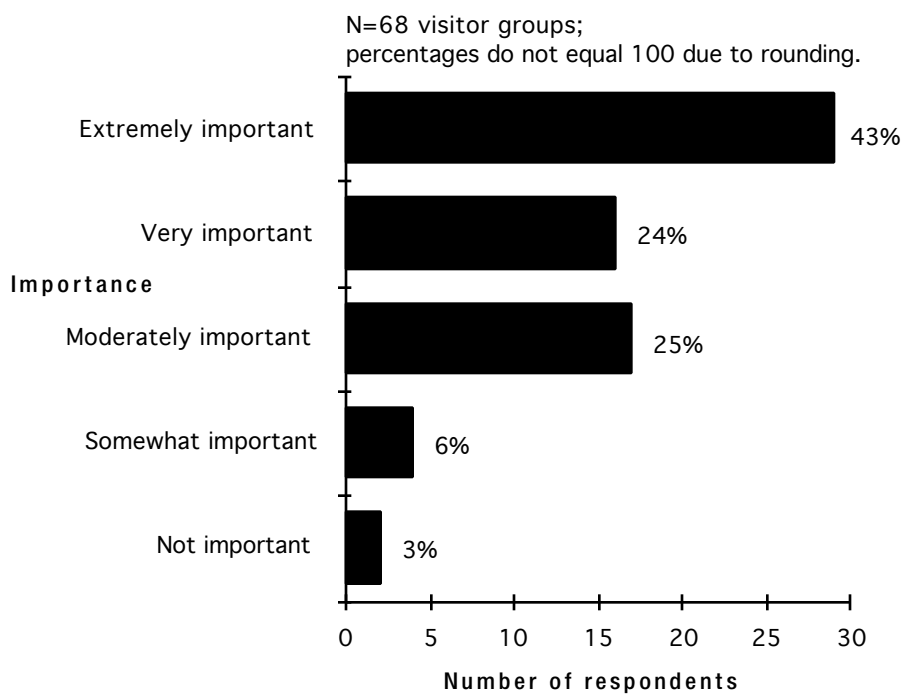


Figure 14 : Detail

**Figure 15: Importance of park brochure/map****Figure 16: Importance of park newspaper**

**Figure 17: Importance of visitor center exhibits****Figure 18: Importance of visitor center book sales**

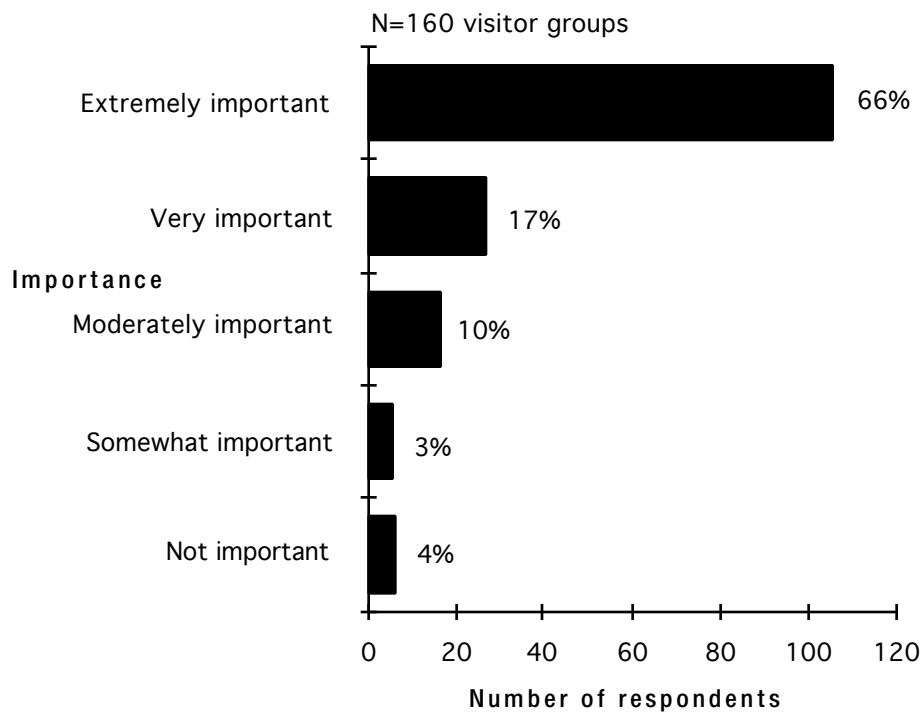


Figure 19: Importance of visitor center staff

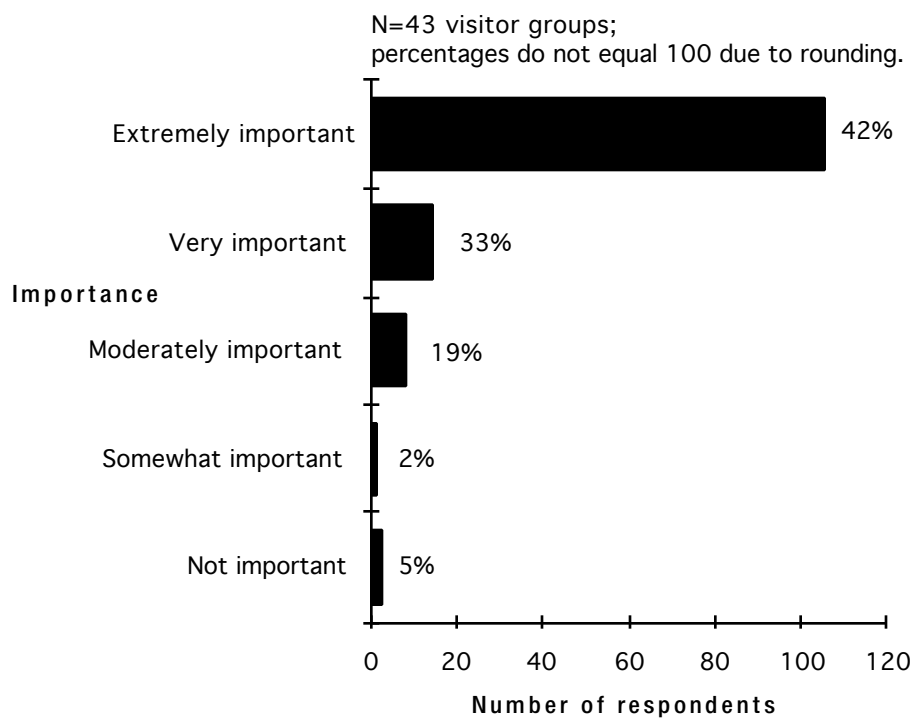
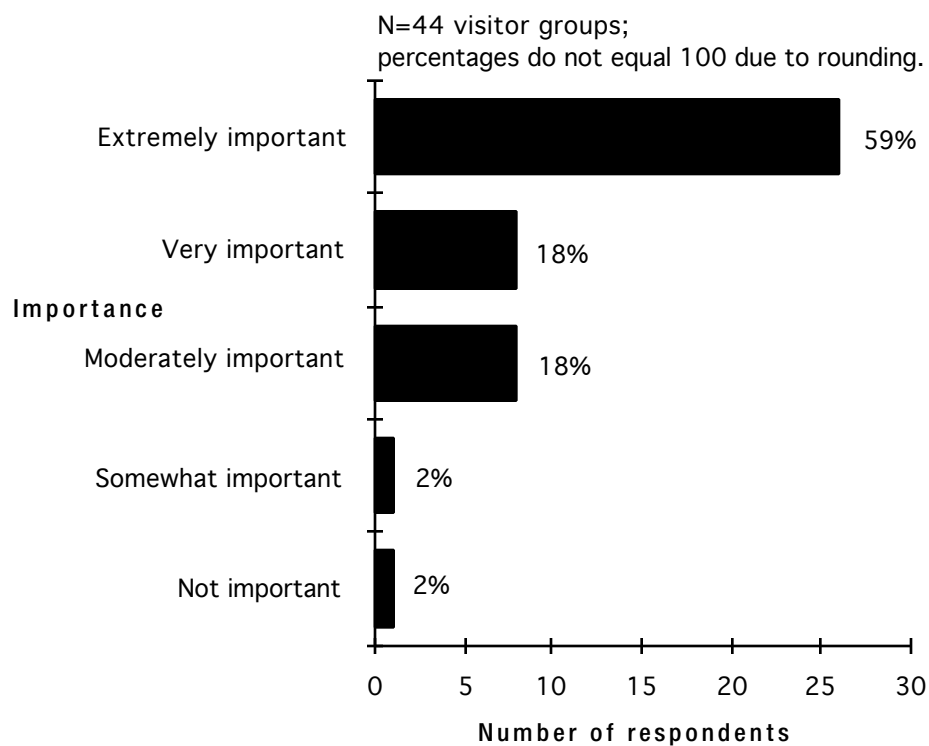
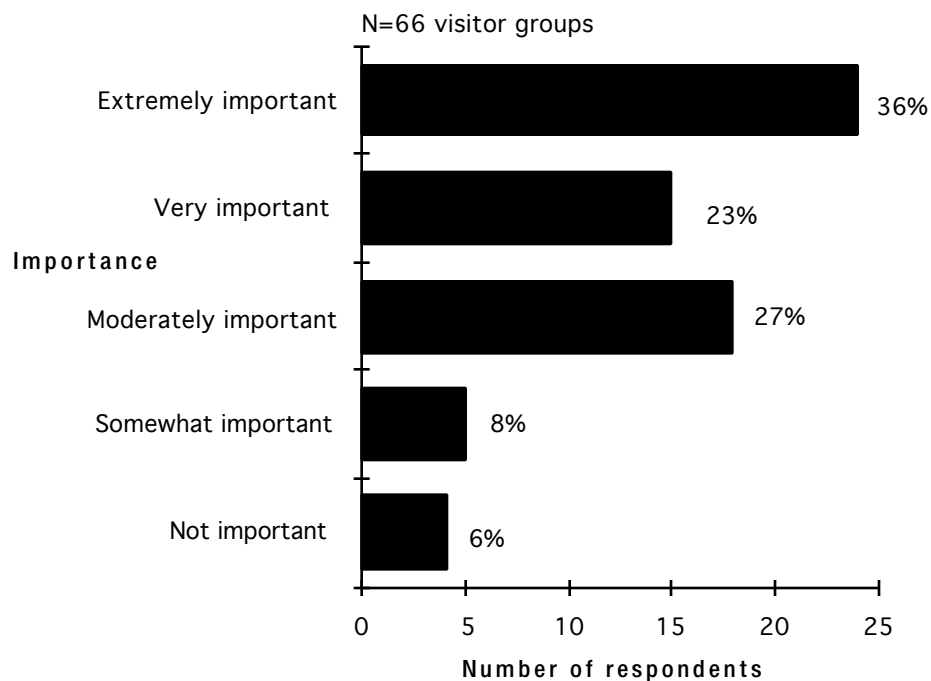


Figure 20: Importance of visitor center audio-visual programs

**Figure 21: Importance of ranger-led walks/talks****Figure 22: Importance of bulletin boards**

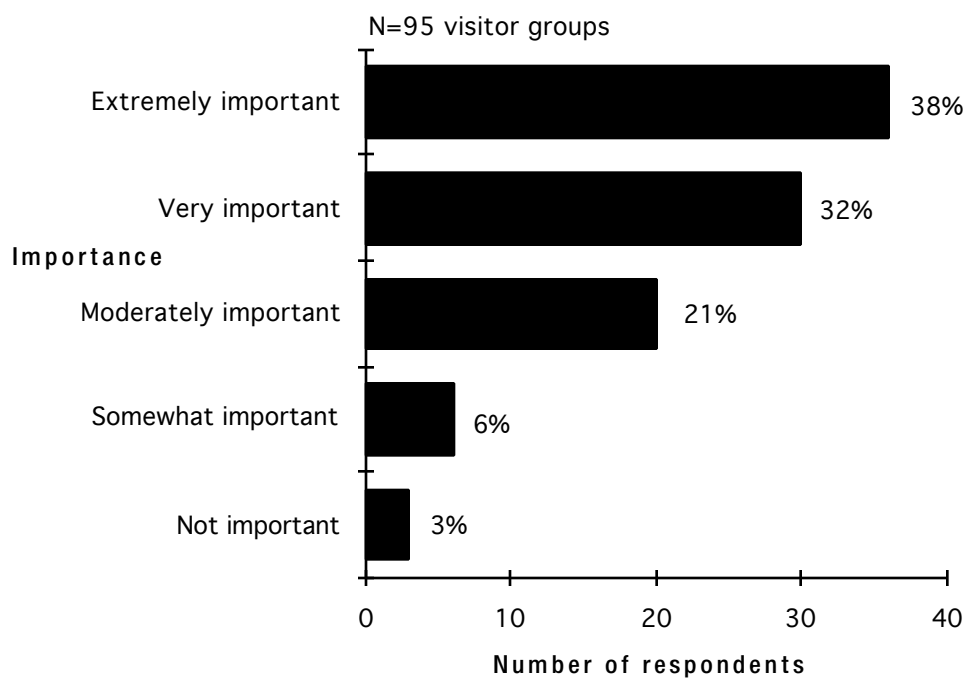


Figure 23: Importance of road/trailside exhibit

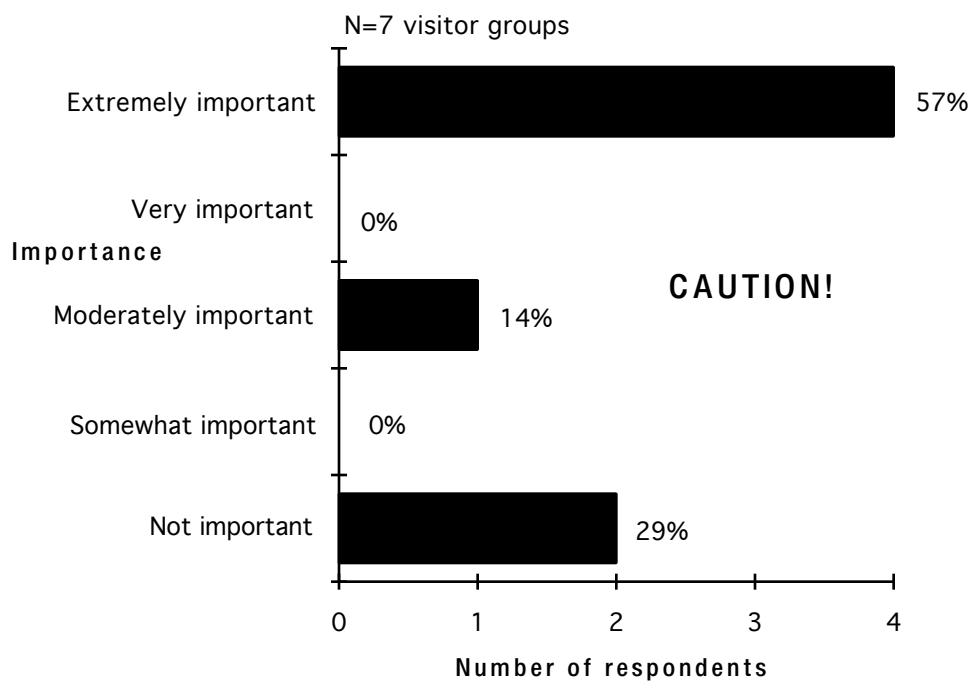
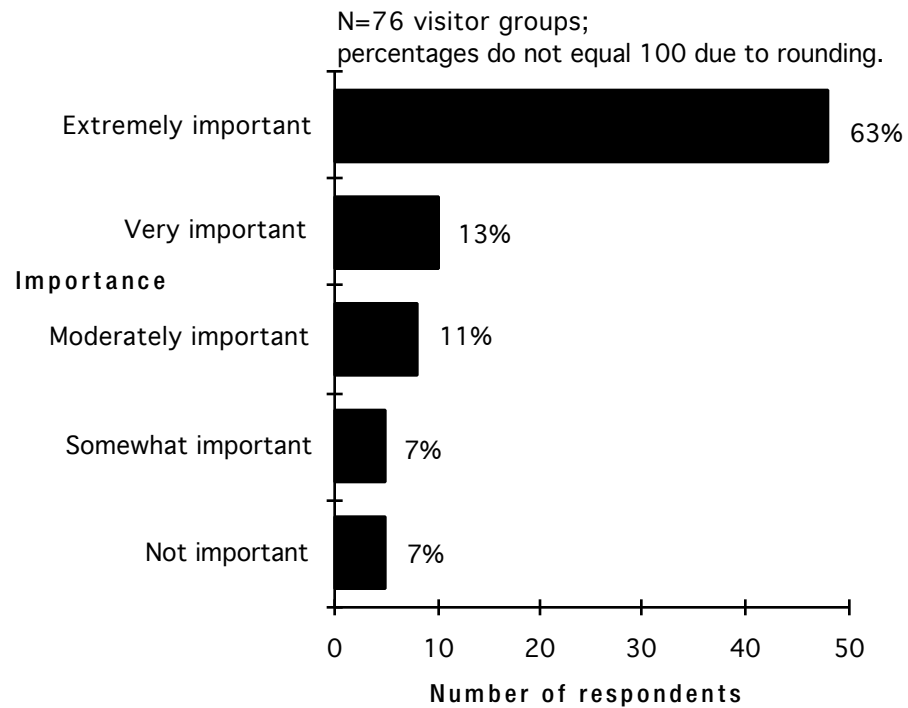
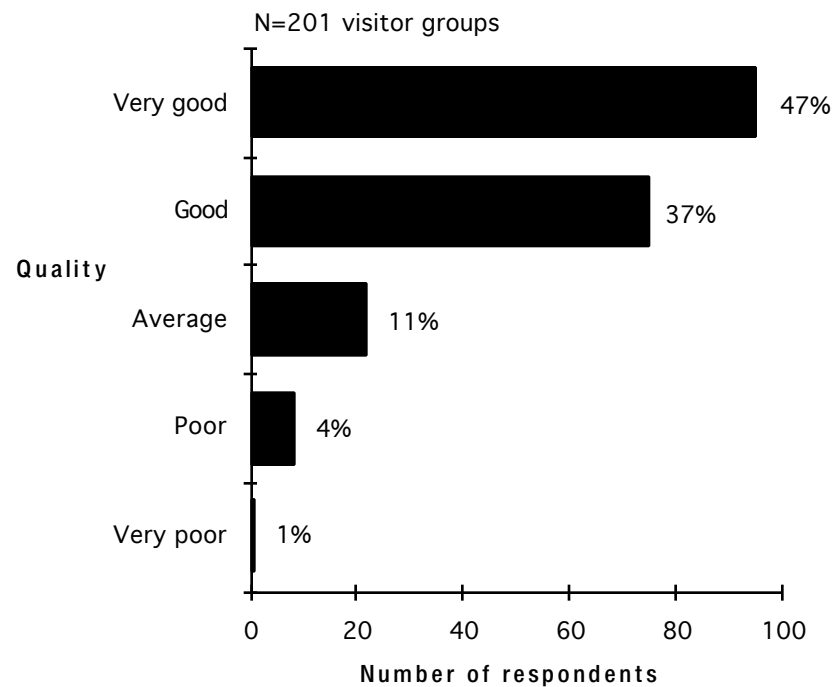
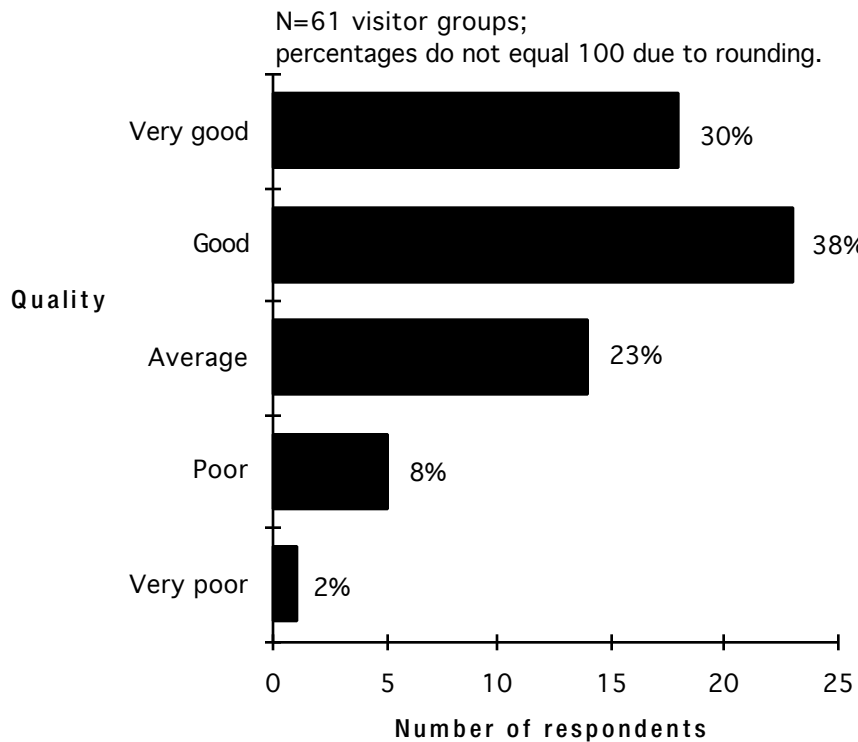
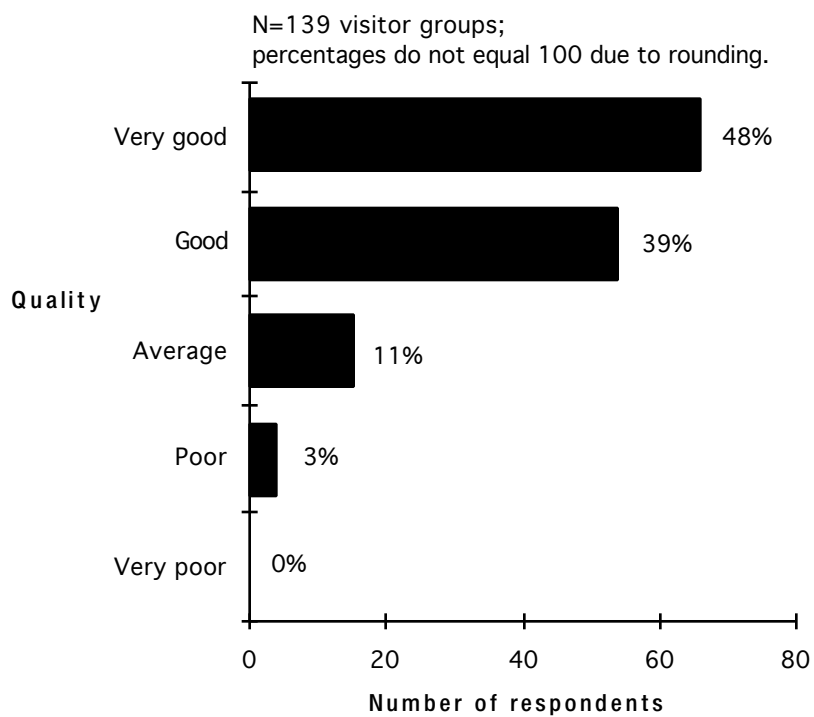
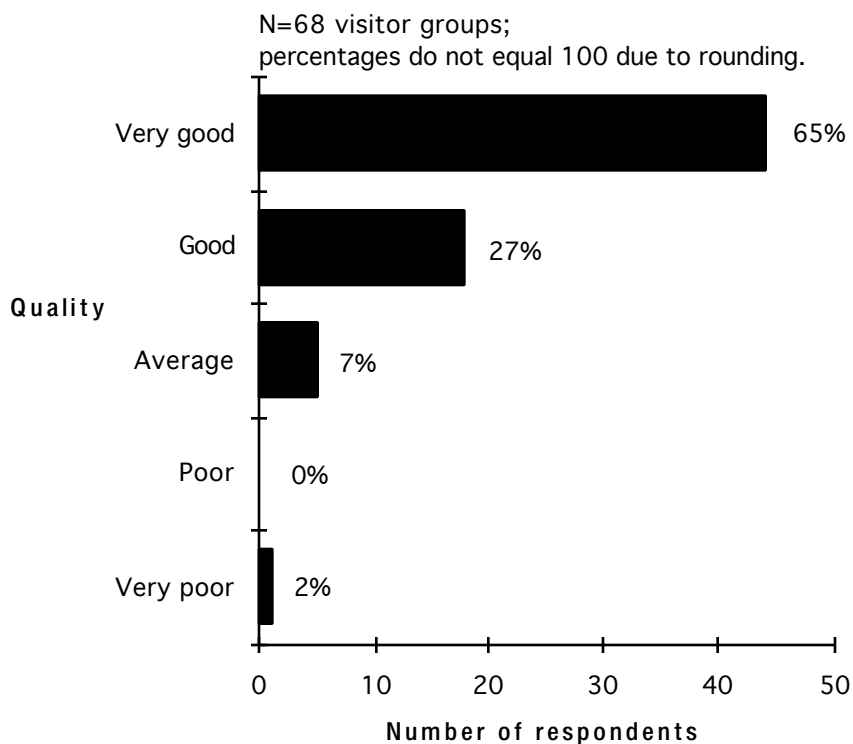
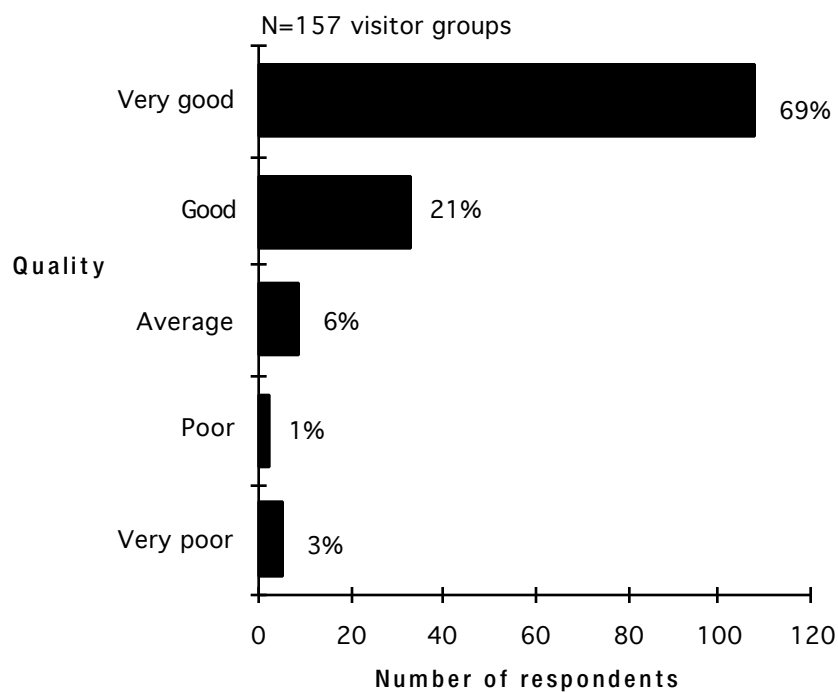


Figure 24: Importance of park radio information station

**Figure 25: Importance of roving rangers****Figure 26: Quality of park brochure/map**

**Figure 27: Quality of park newspaper****Figure 28: Quality of visitor center exhibits**

**Figure 29: Quality of visitor center book sales****Figure 30: Quality of visitor center staff**

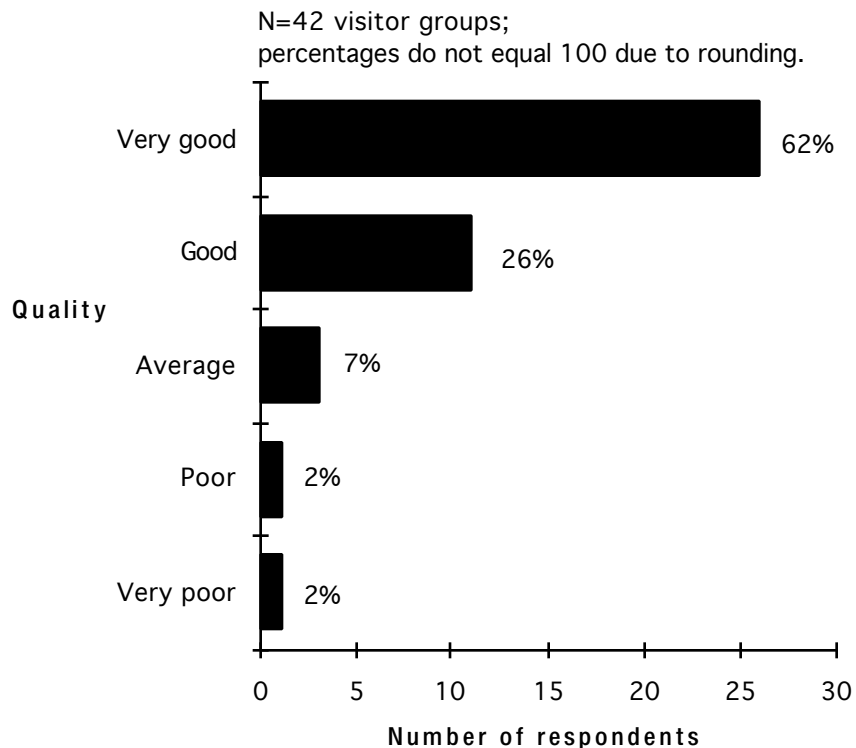


Figure 31: Quality of visitor center audio-visual programs

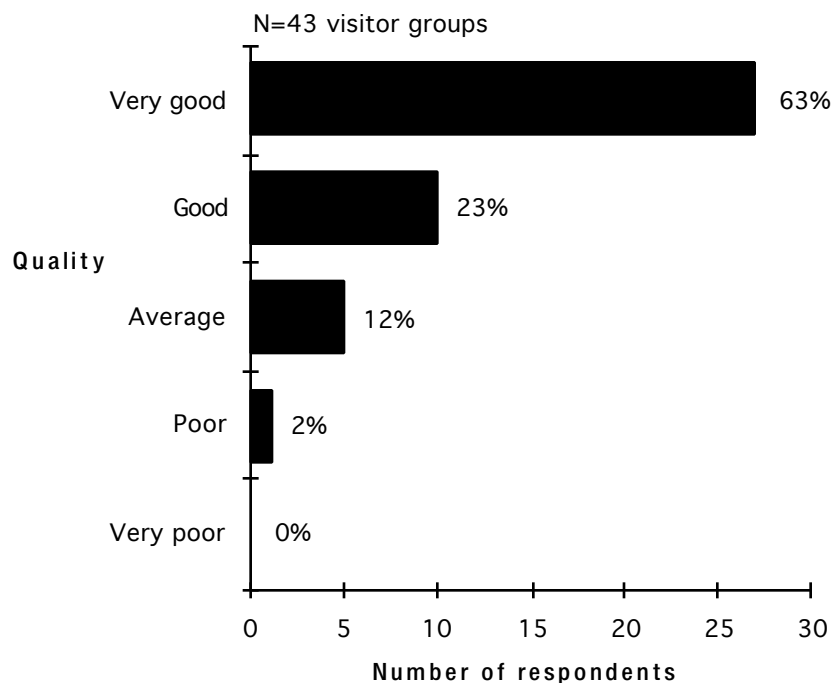


Figure 32: Quality of ranger-led walks/talks

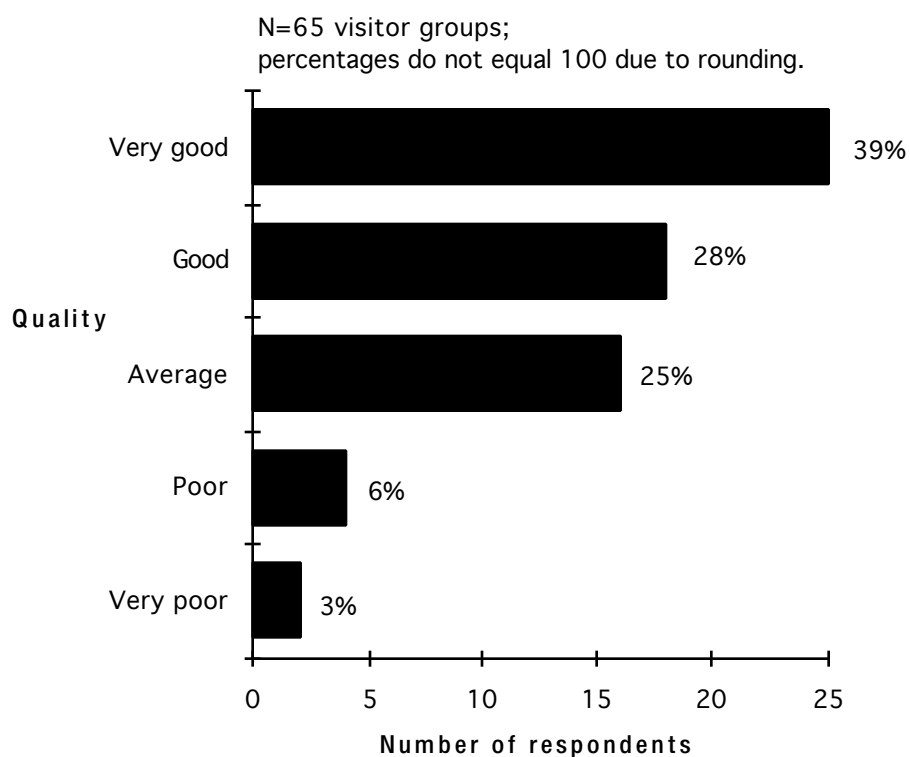
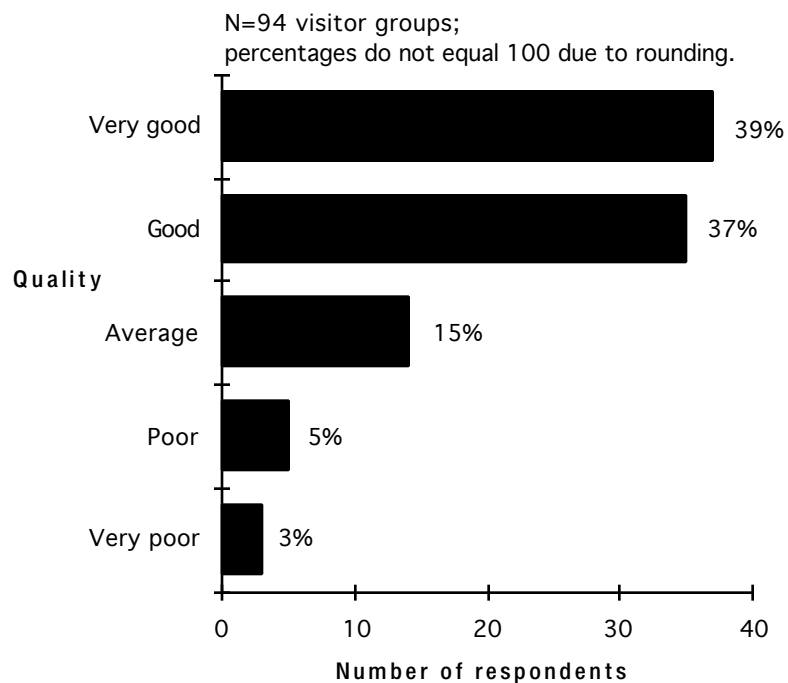
**Figure 33: Quality of bulletin boards****Figure 34: Quality of roadside/trailside exhibits**



Figure 35: Quality of park radio information station

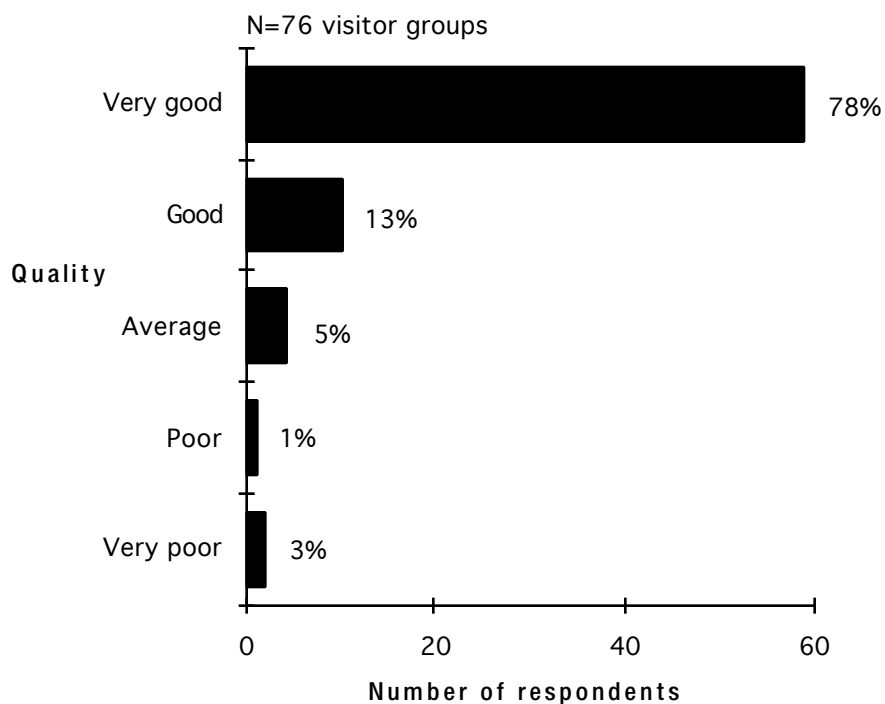


Figure 36: Quality of roving rangers

Visitor**services:****use,****importance****and quality**

The services and facilities most commonly used by visitors were restrooms (64%), visitor center (54%), information/direction signs (47%) and groomed snowmobile routes (38%), as shown in Figure 37. The least used service was law enforcement patrol (4%).

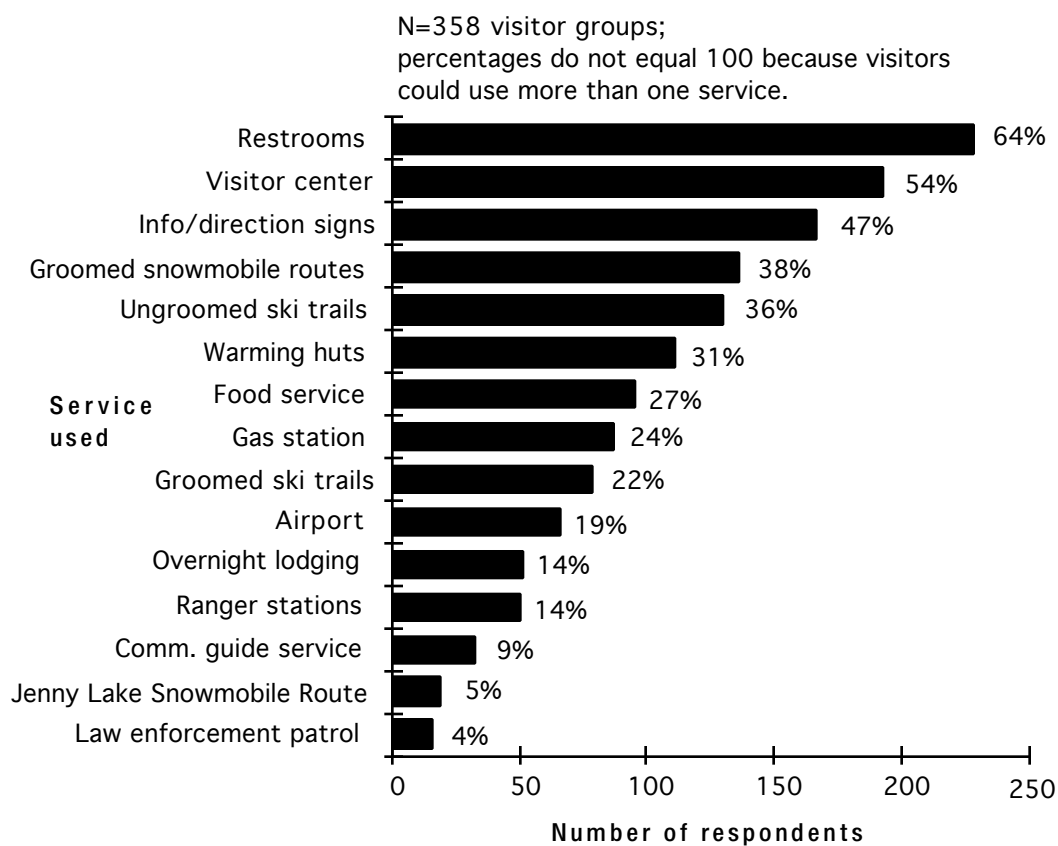


Figure 37: Use of visitor services and facilities

Visitors rated the importance and quality of each of the visitor facilities they used. They used a five point scale (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 38 shows the average importance and quality ratings for each service and facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 38. All services were rated above average in importance and quality. The services which do not appear in Figure 38 were rated by too few visitors to provide reliable results.

Figures 39-53 show that several services received the highest "very important" to "extremely important" ratings: overnight lodging (95%), gas station (93%), airport (93%), and ranger stations (92%). The highest "not important" ratings were for commercial guide services (6%) and informational/directional signs (5%).

Figures 54-68 show that several services were given high "good" to "very good" quality ratings: commercial guide service (91%), ranger stations (89%), visitor center (87%), and warming huts (83%). The services which received the highest "very poor" quality ratings were groomed snowmobile routes (8%) and Jenny Lake snowmobile route (6%).

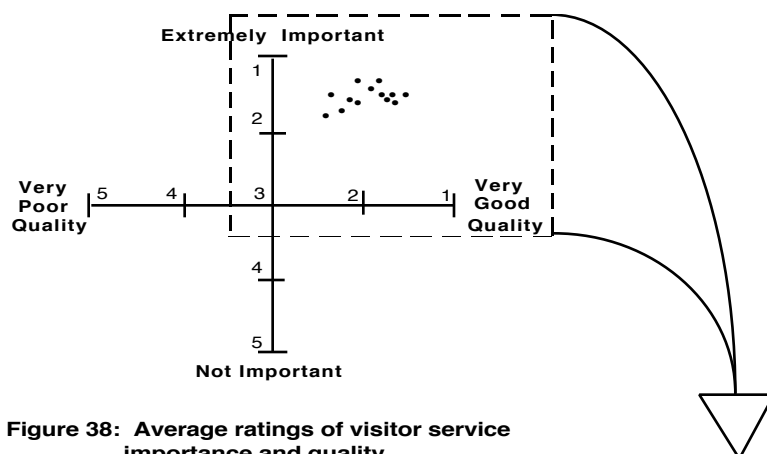


Figure 38: Average ratings of visitor service importance and quality

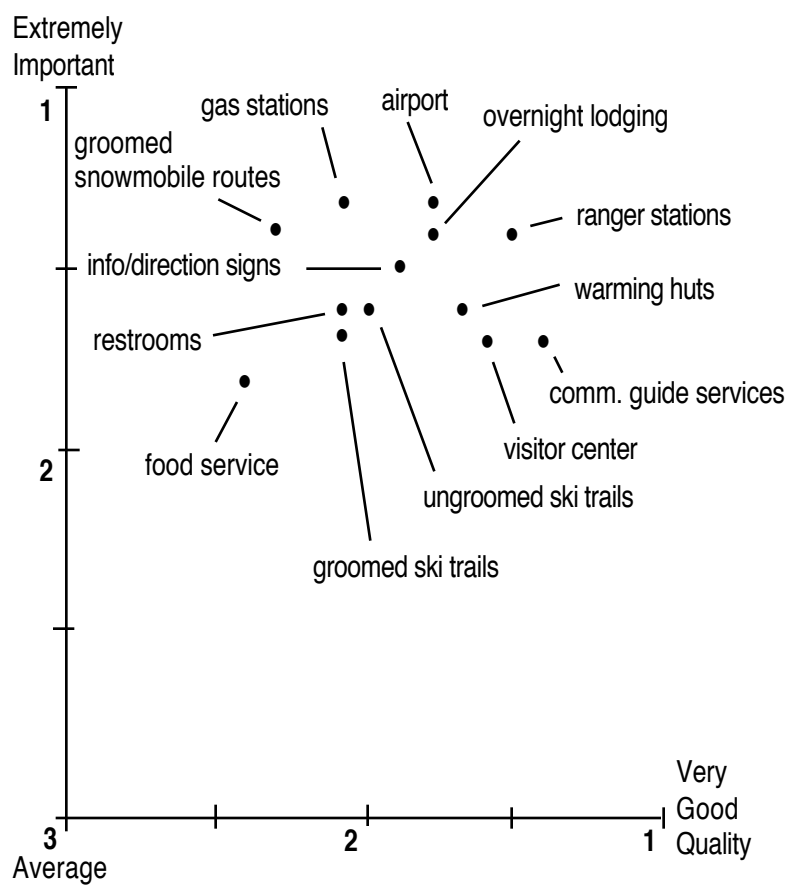
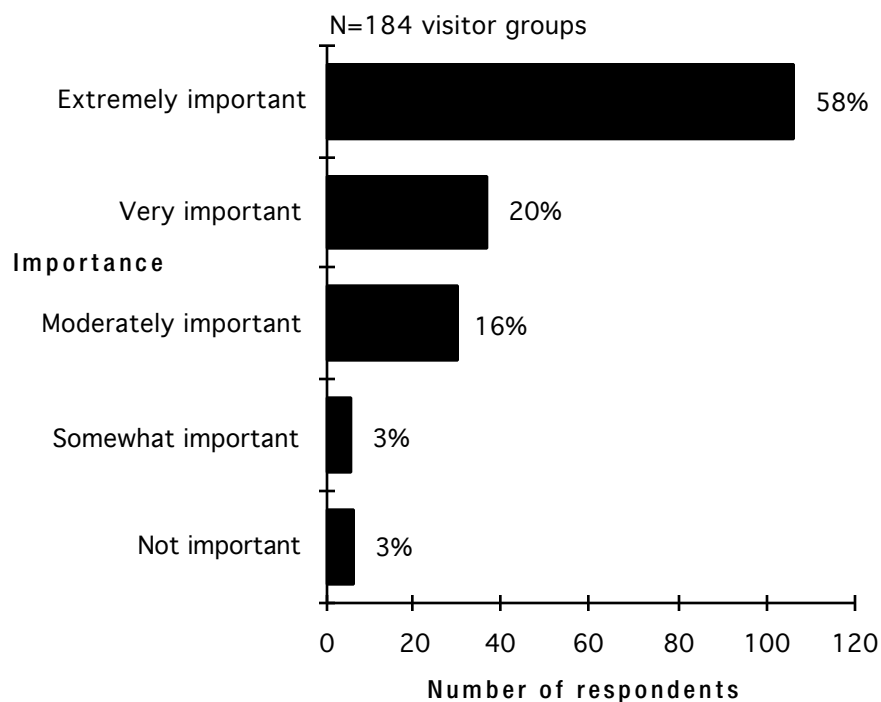
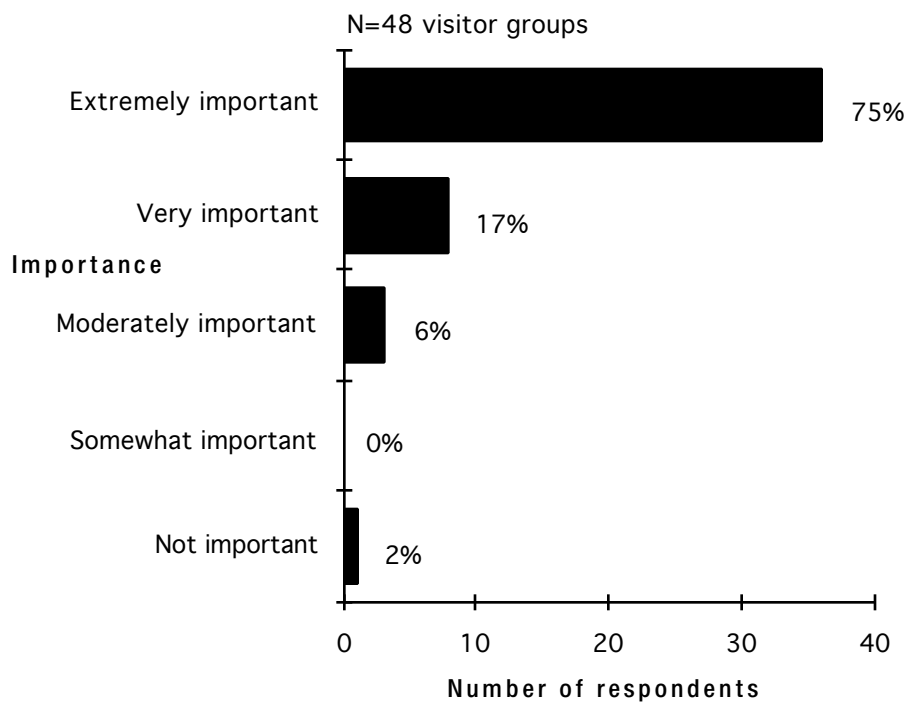
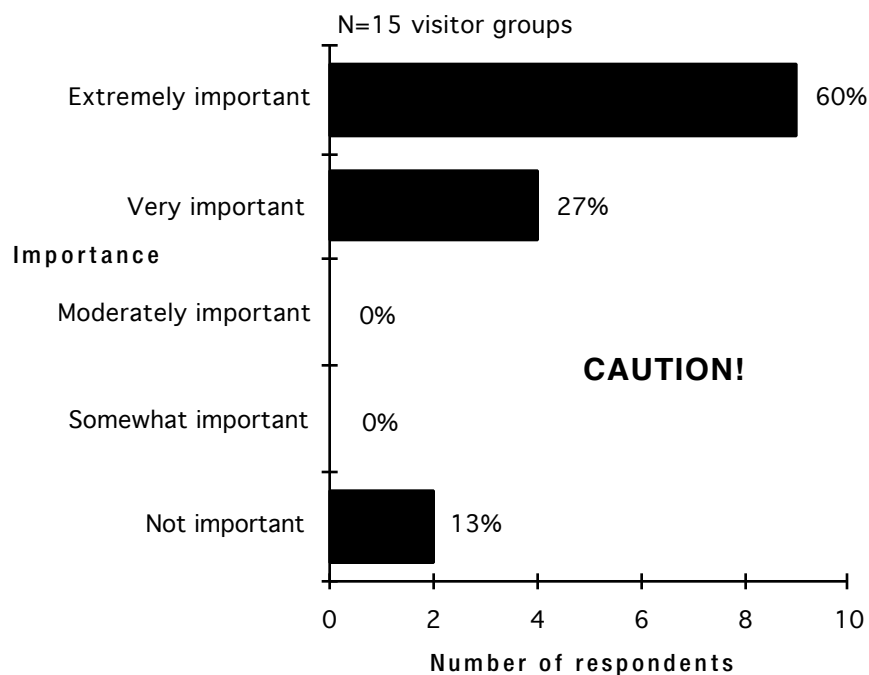
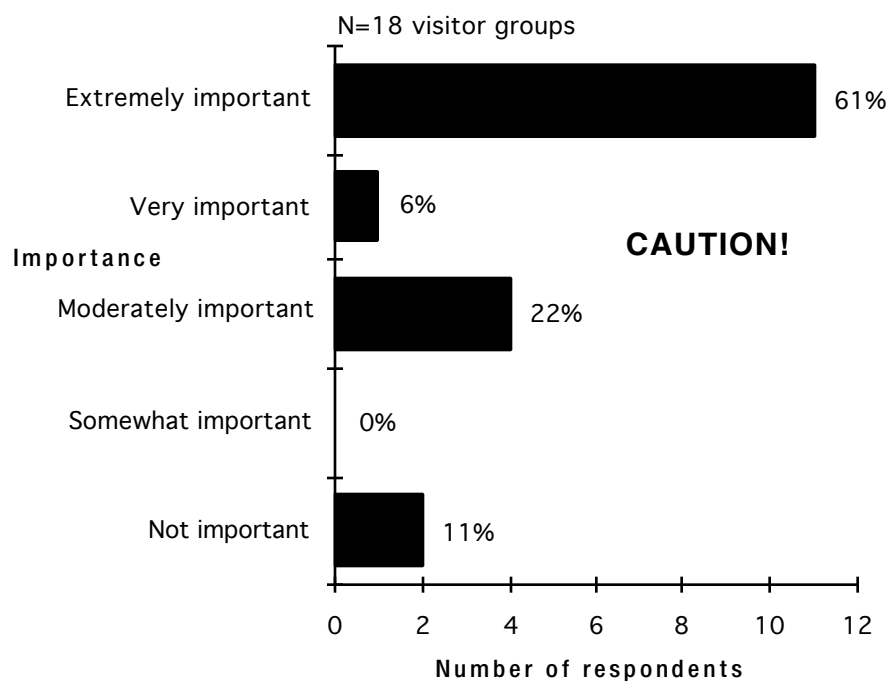


Figure 38: Detail

**Figure 39: Importance of visitor center****Figure 40: Importance of ranger stations**

**Figure 41: Importance of law enforcement patrol****Figure 42: Importance of Jenny Lake snowmobile route**

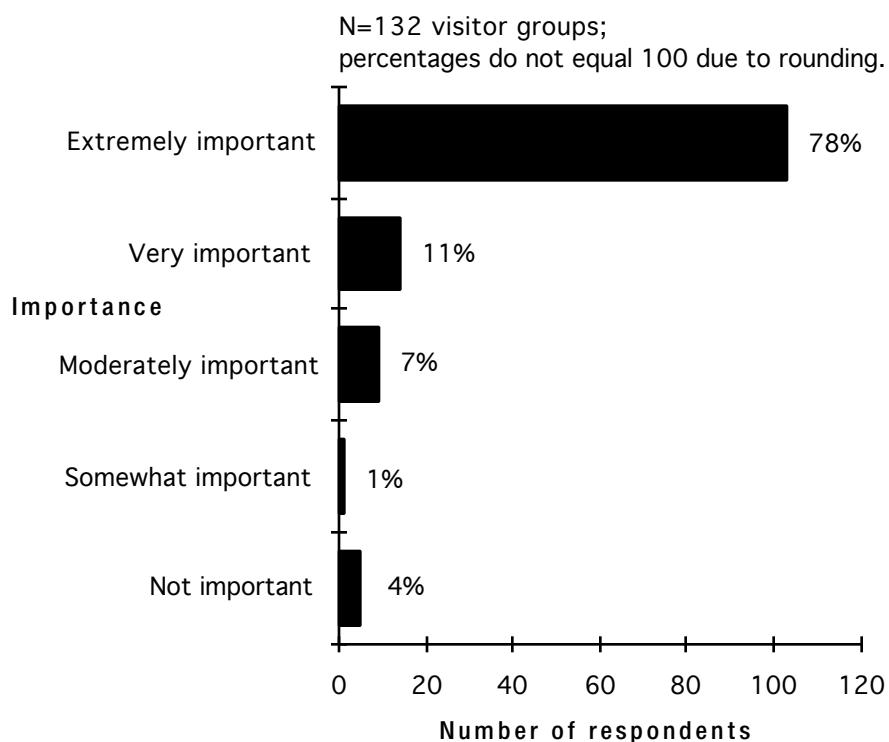


Figure 43: Importance of groomed snowmobile routes

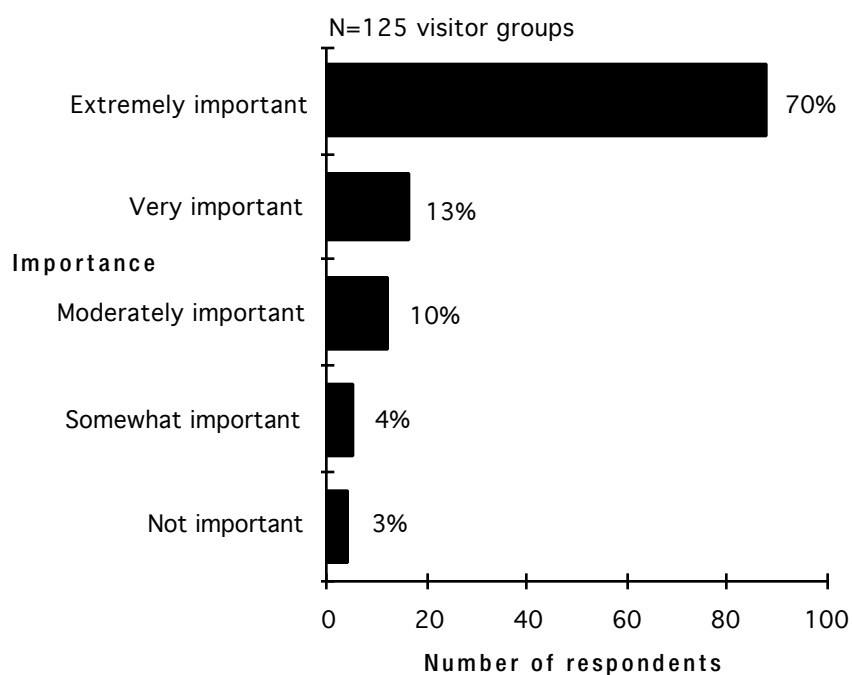
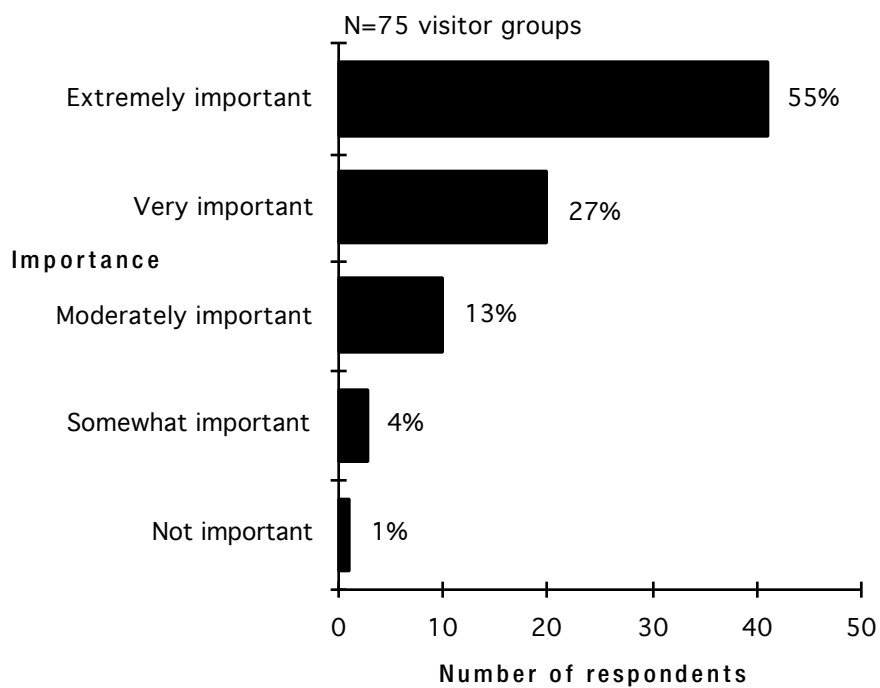
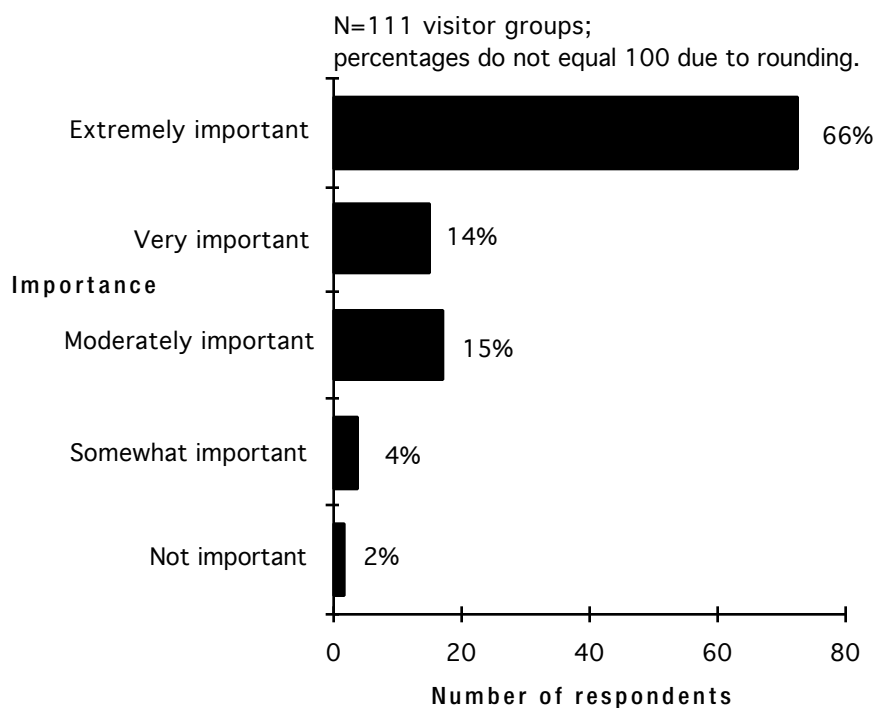


Figure 44: Importance of ungroomed ski trails

**Figure 45: Importance of groomed ski trails****Figure 46: Importance of warming huts**

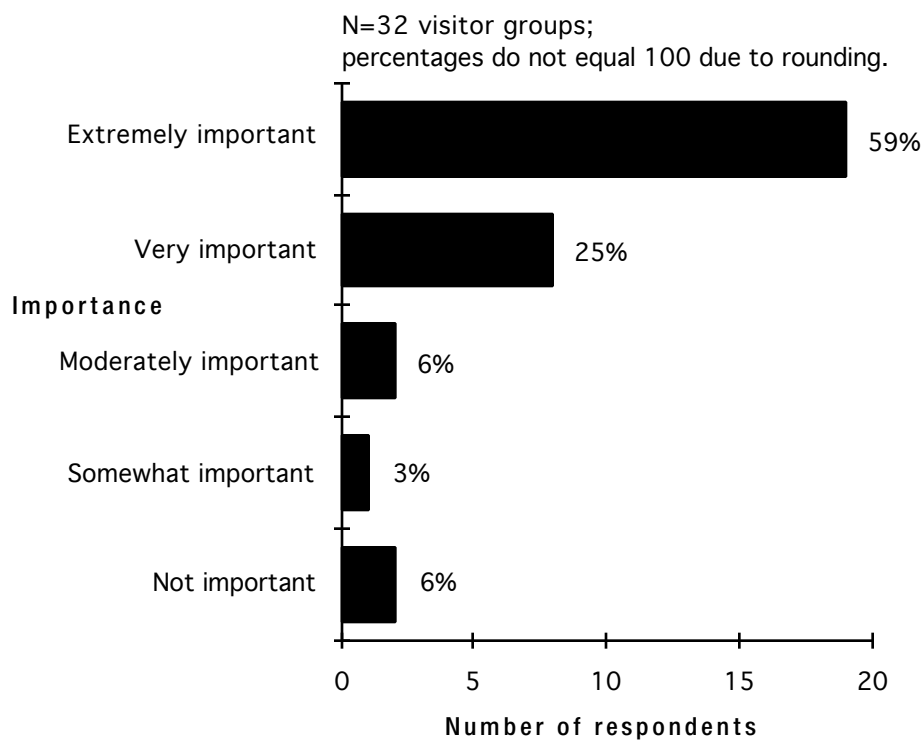


Figure 47: Importance of commercial guide service

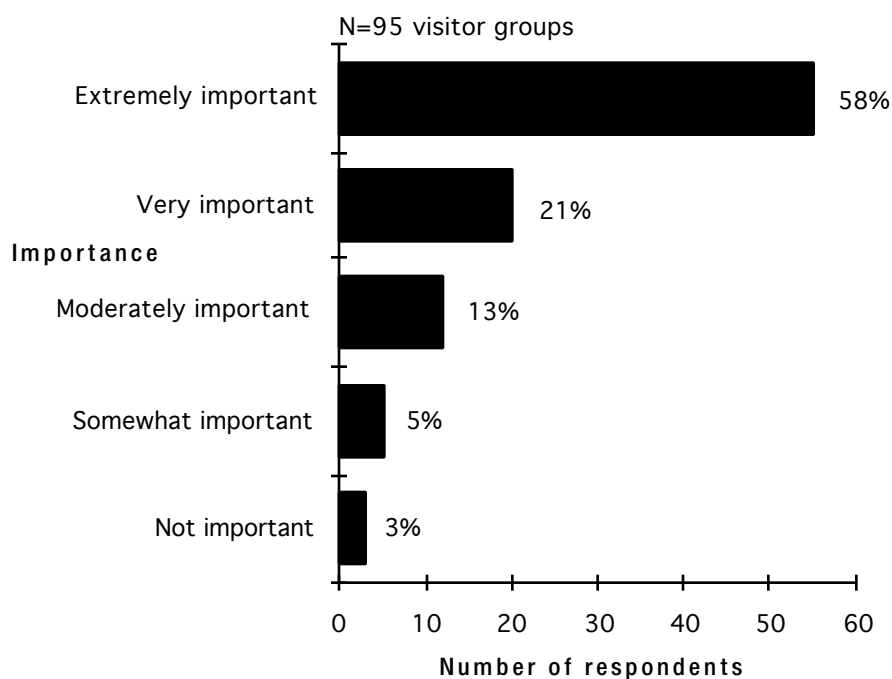
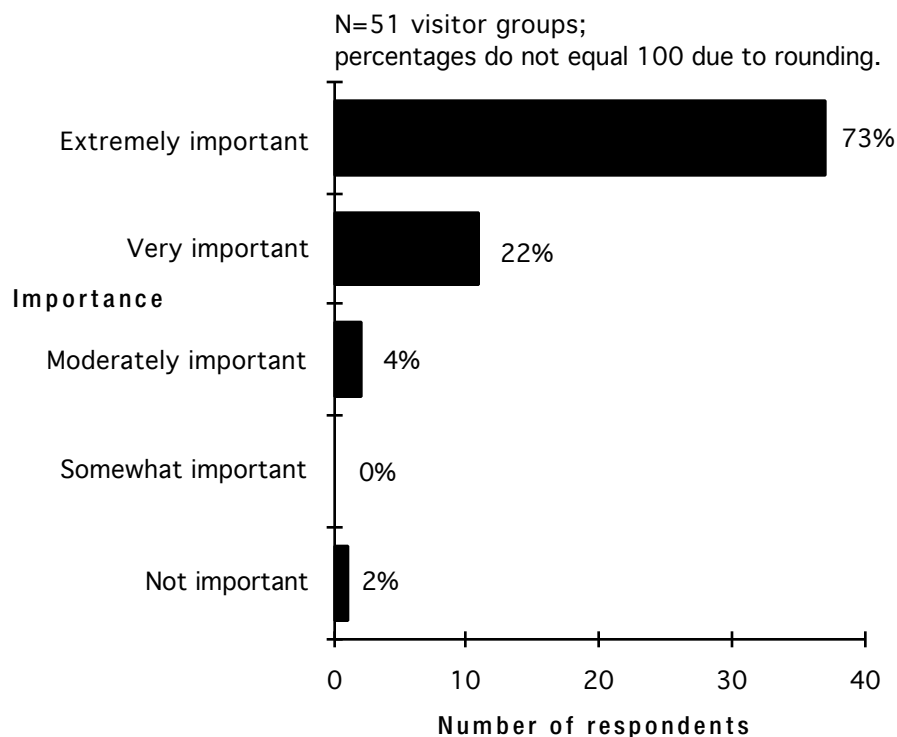
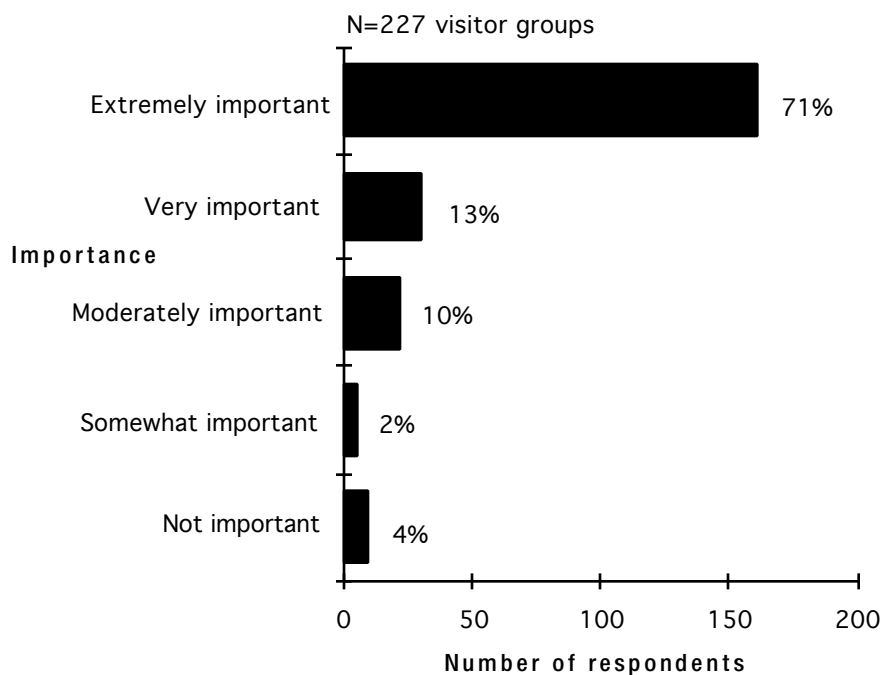


Figure 48: Importance of food service

**Figure 49: Importance of overnight lodging****Figure 50: Importance of restrooms**

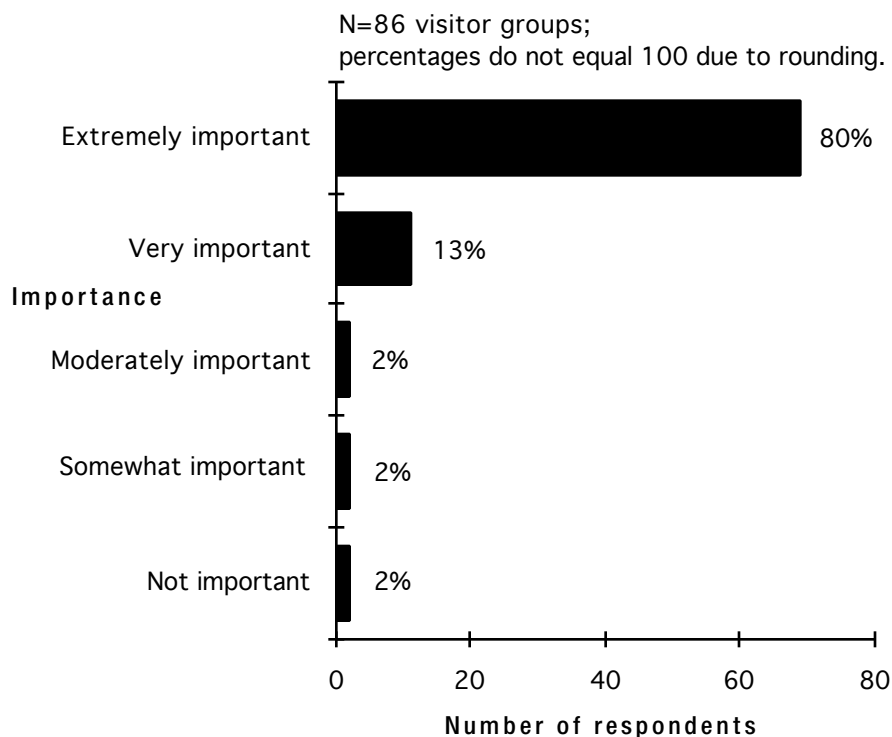
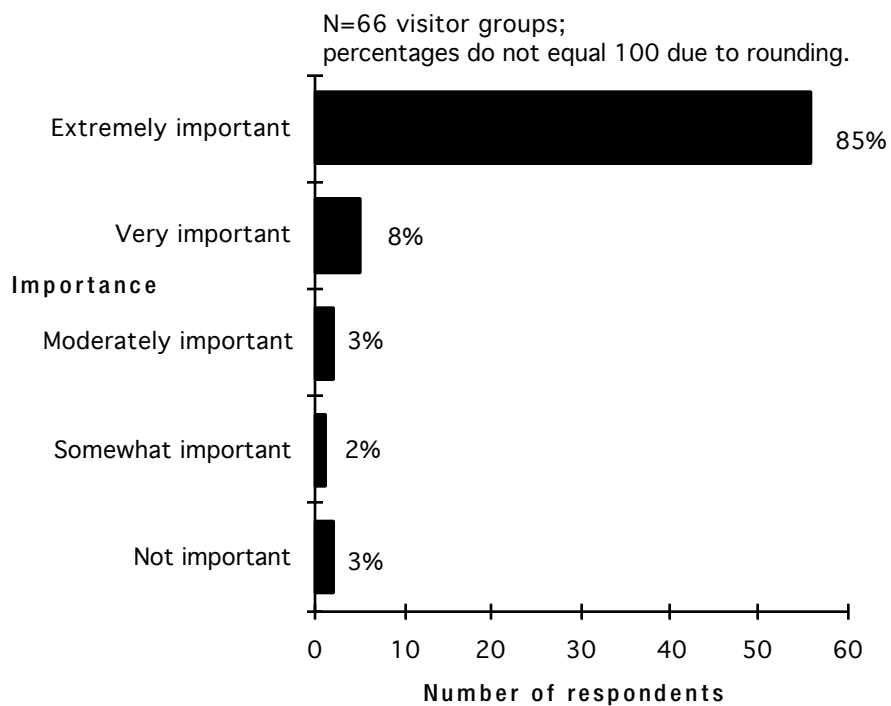
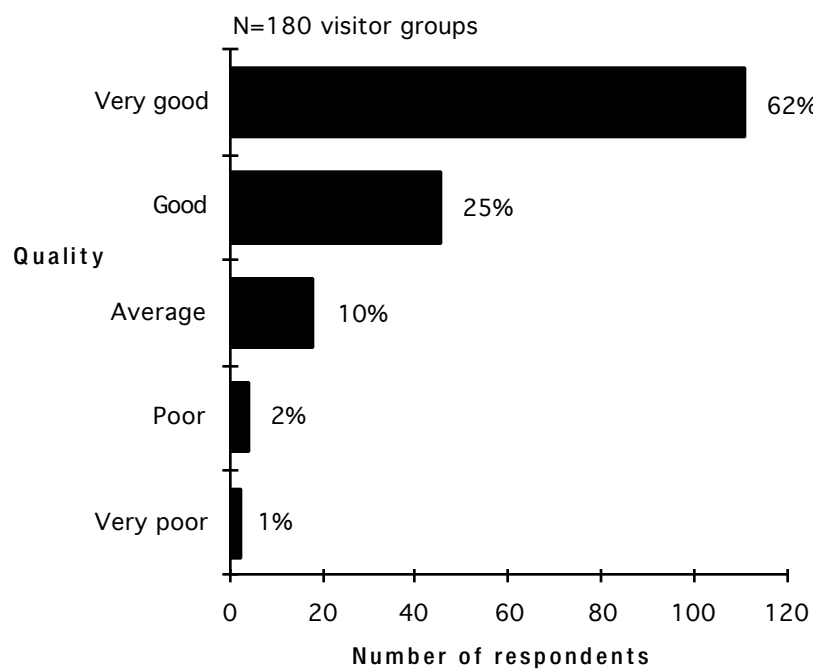
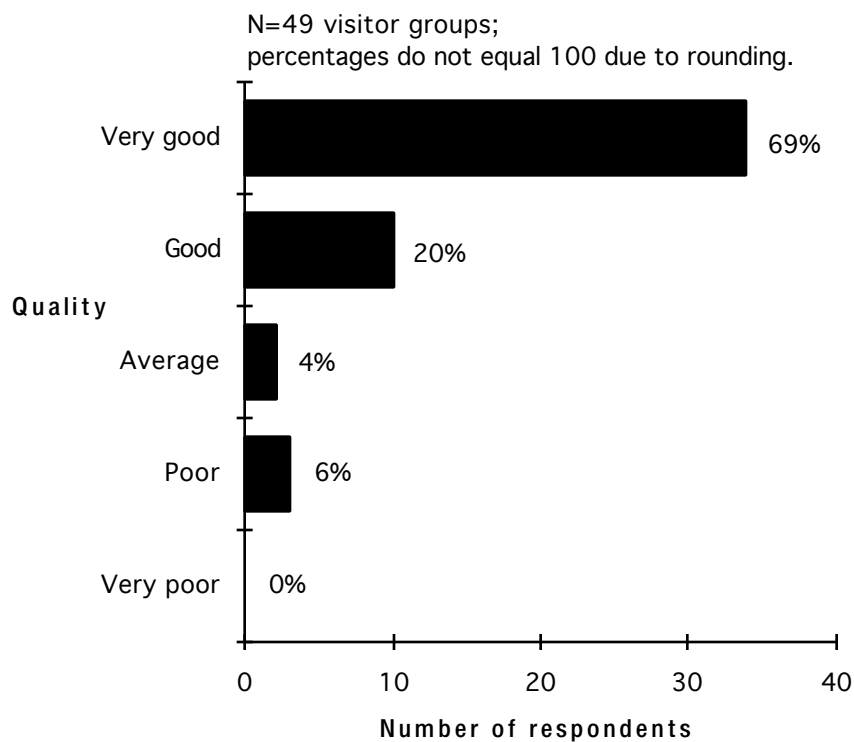
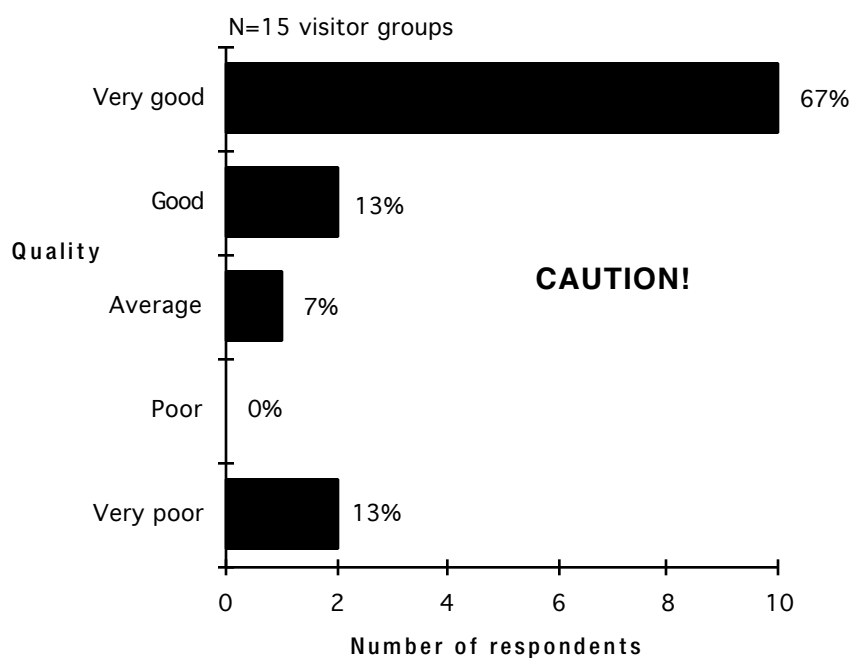
**Figure 51: Importance of gas station****Figure 52: Importance of airport**

Figure 53: Importance of informational/directional signs**Figure 54: Quality of visitor center**

**Figure 55: Quality of ranger stations****Figure 56: Quality of law enforcement patrol**

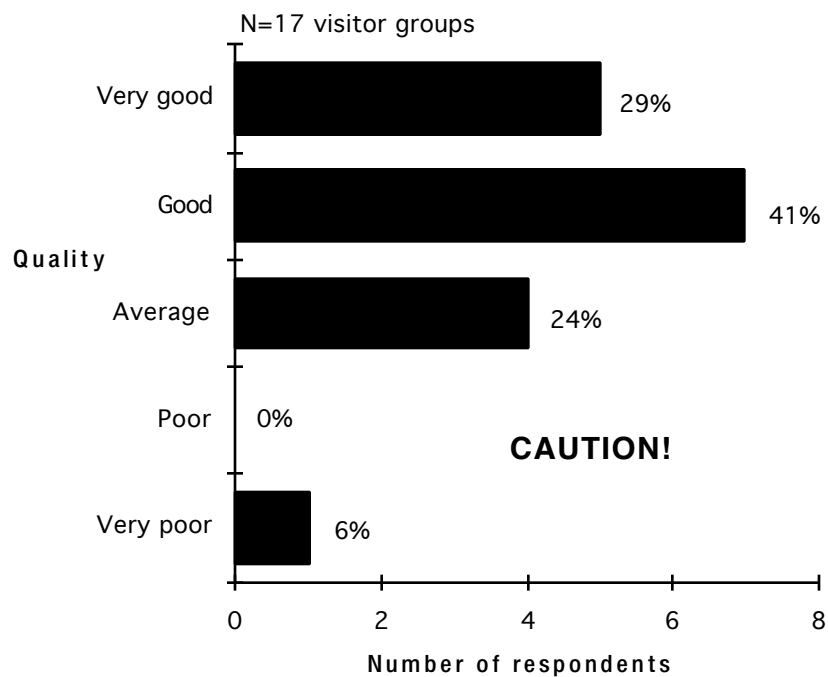


Figure 57: Quality of Jenny Lake snowmobile route

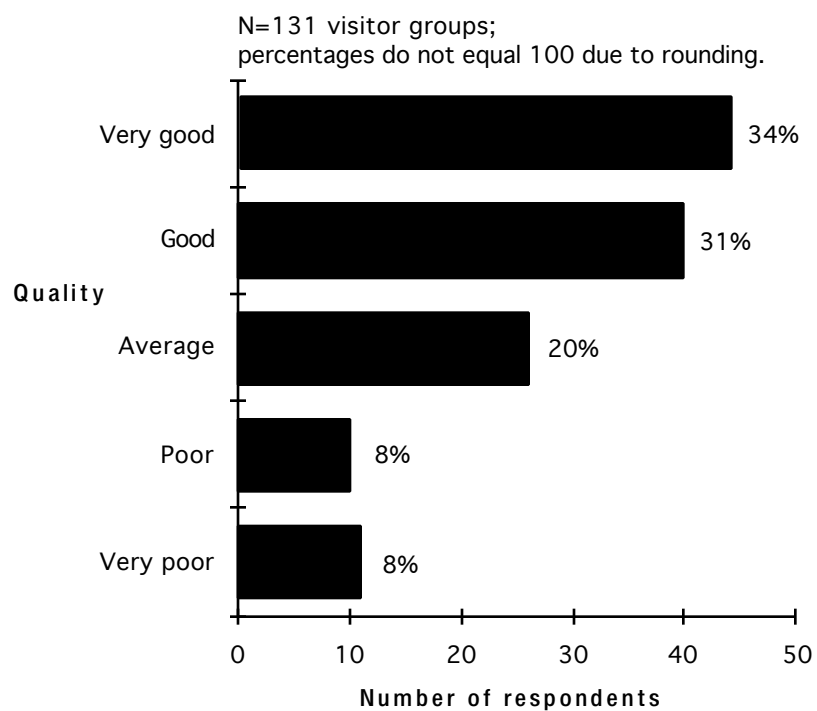
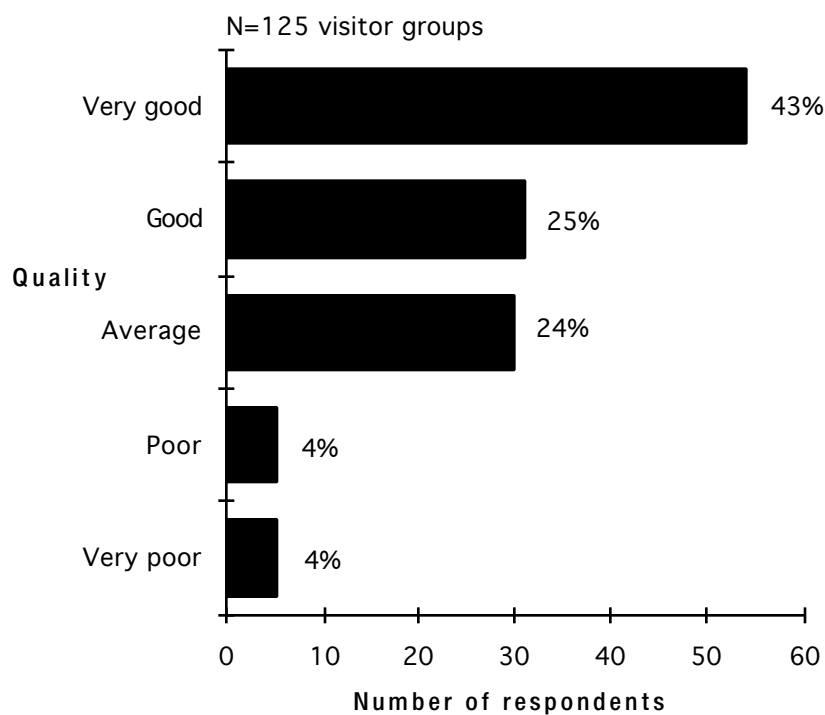
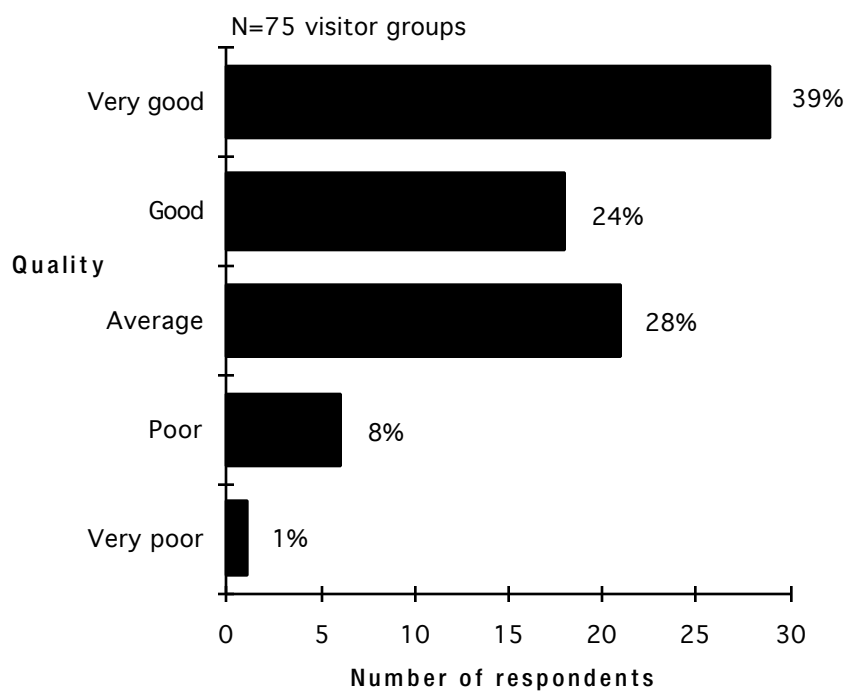
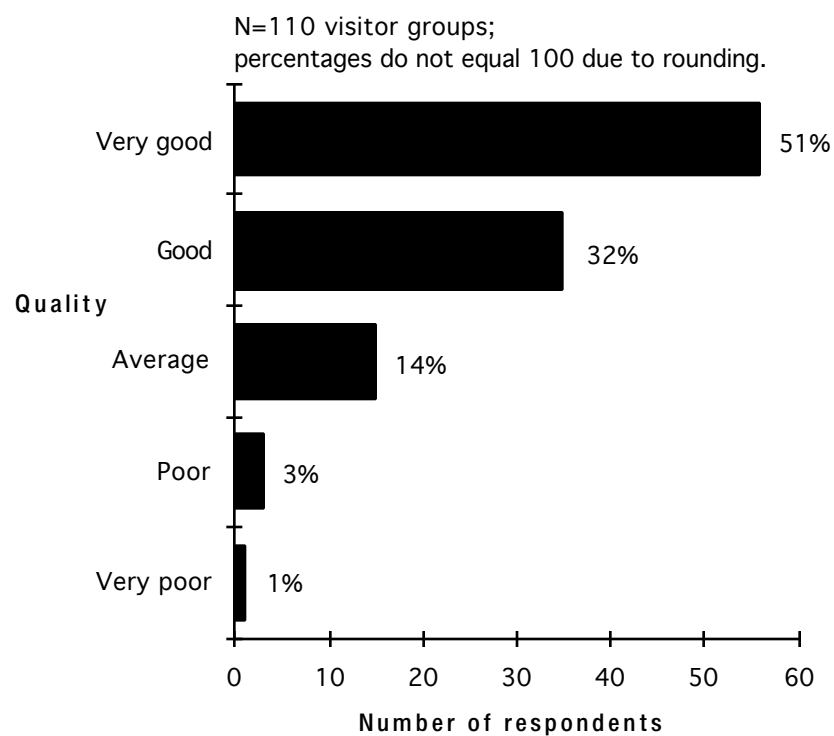
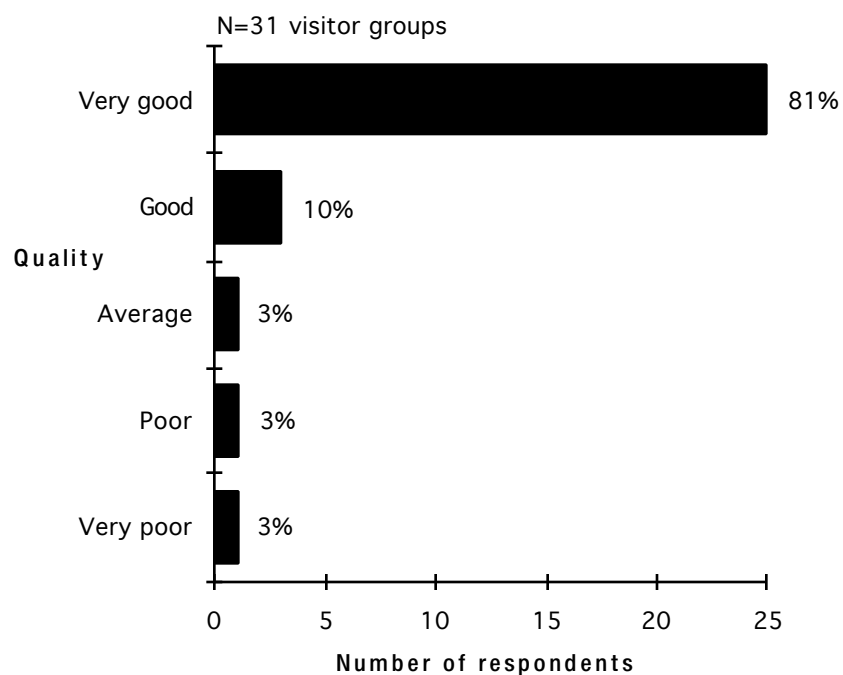
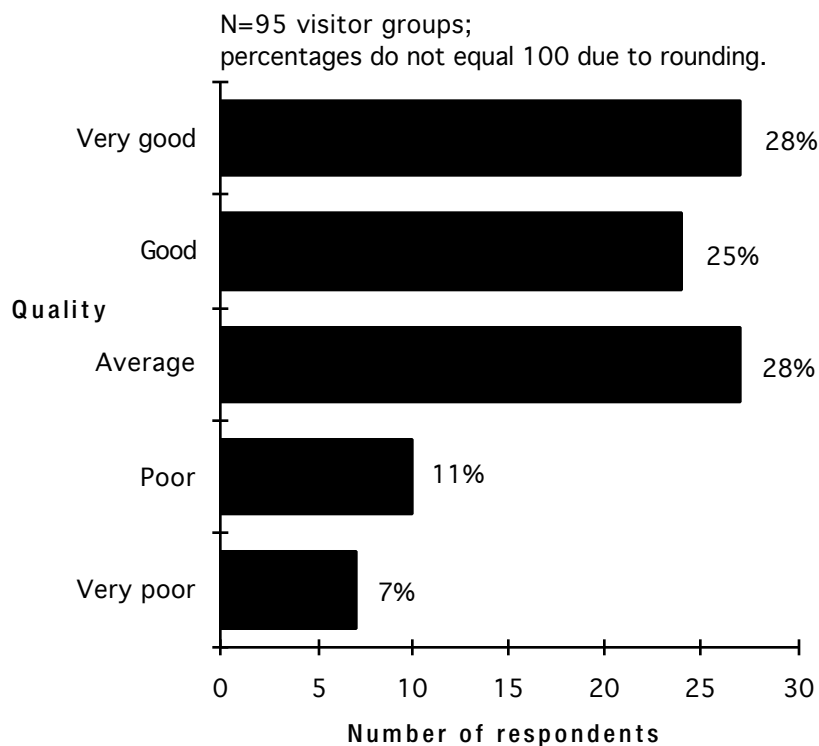
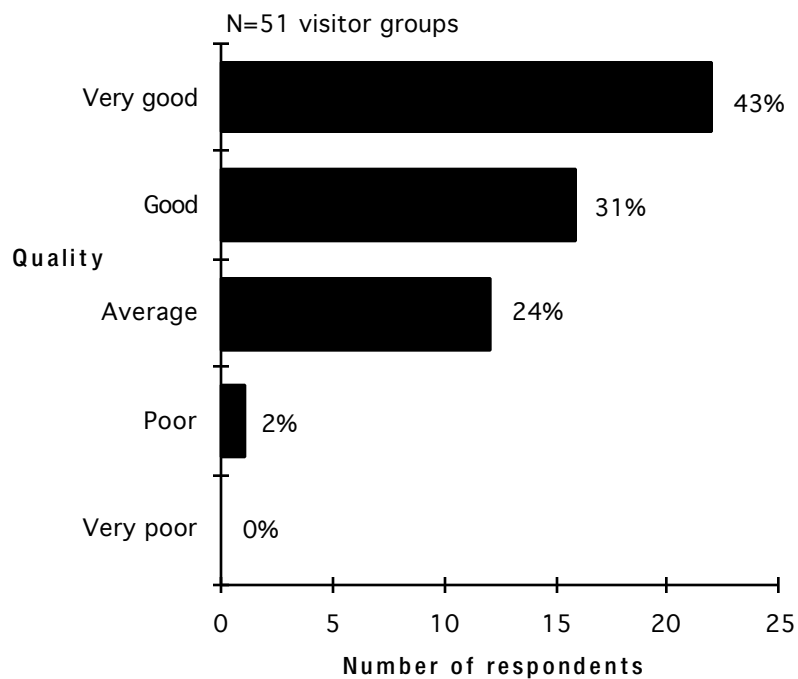
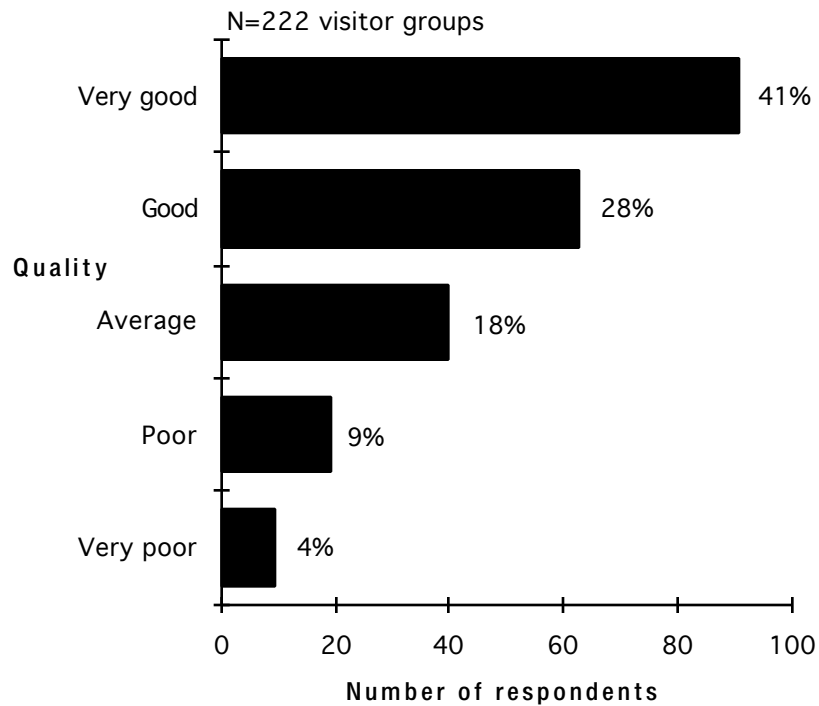
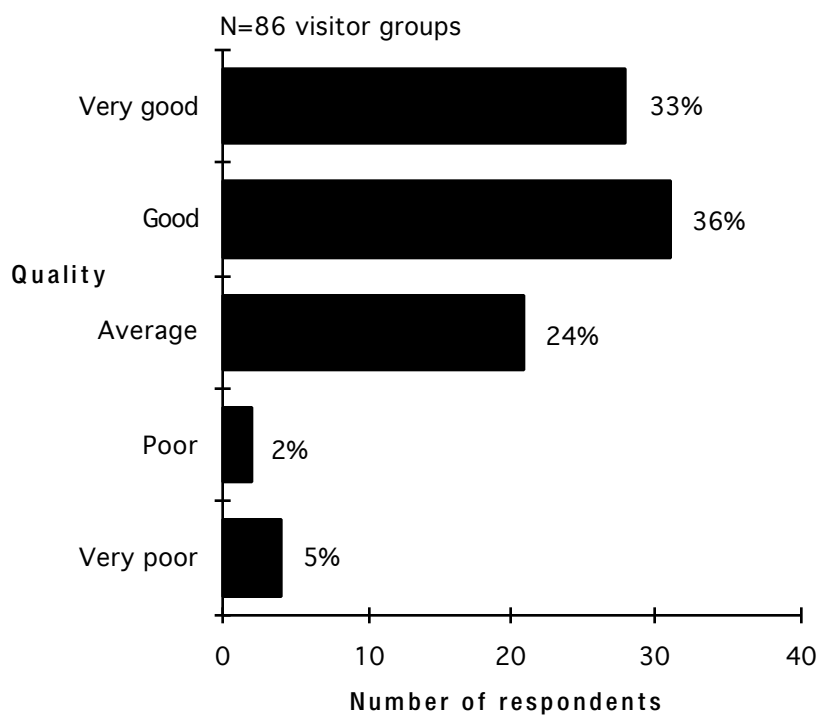


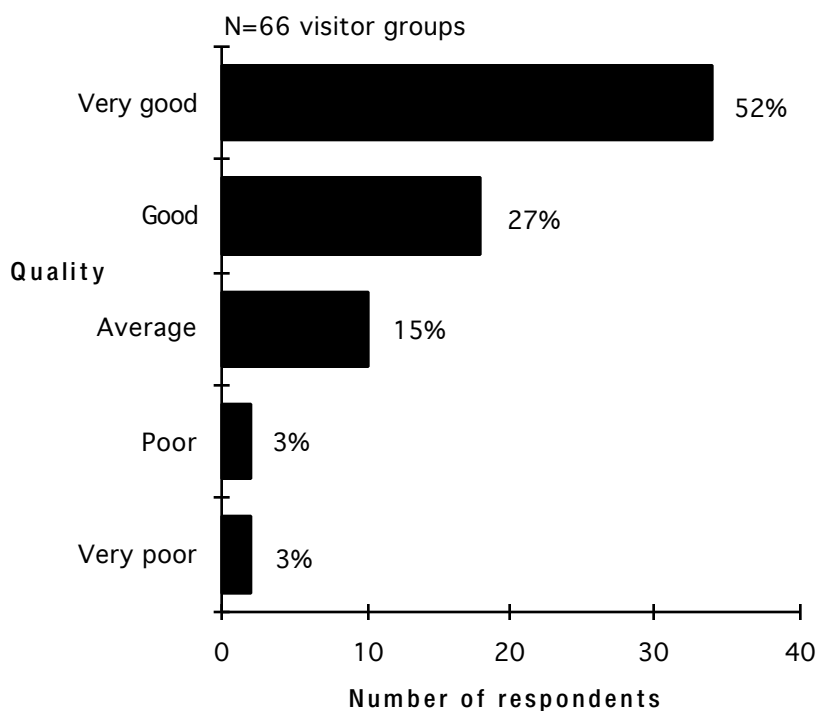
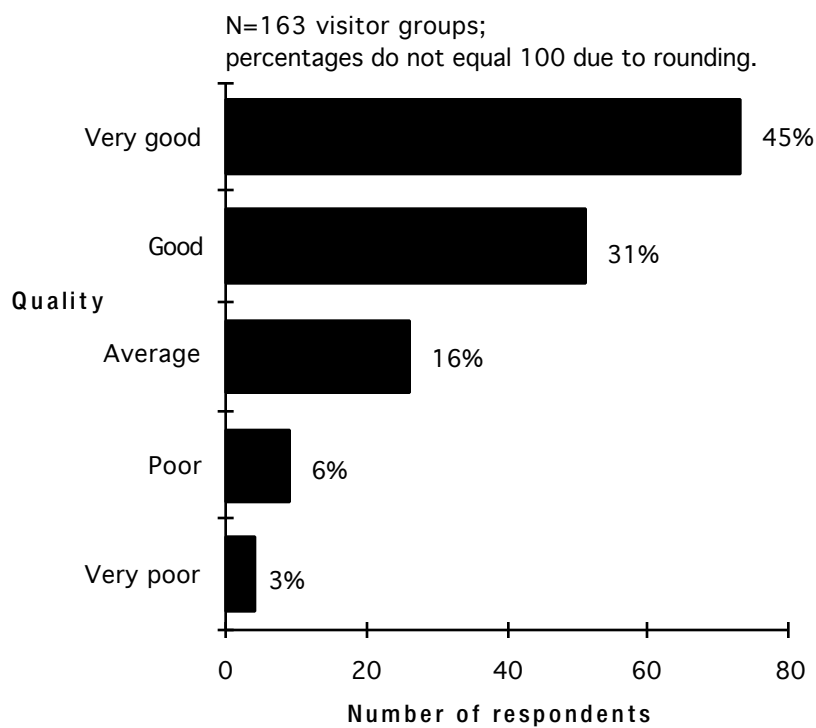
Figure 58: Quality of groomed snowmobile routes

**Figure 59: Quality of ungroomed ski trails****Figure 60: Quality of groomed ski trails**

**Figure 61: Quality of warming huts****Figure 62: Quality of commercial guide service**

**Figure 63: Quality of food service****Figure 64: Quality of overnight lodging**

**Figure 65: Quality of restrooms****Figure 66: Quality of gas station**

**Figure 67: Quality of airport****Figure 68: Quality of informational/directional signs**

**Importance of
park qualities**

Visitors were asked to rate the importance of several qualities of their winter visit to Grand Teton/Yellowstone National Parks. These qualities included scenery, wildlife, thermal features, clean air, quiet and solitude (see Figures 69-74). The qualities which received the highest "extremely important" to "very important" ratings were scenery (92%), wildlife (89%) and clean air (88%), as shown in Figures 69, 70 and 72. The qualities which received the highest "not important" ratings were thermal features (12%) and solitude (7%), as shown in Figures 71 and 74.

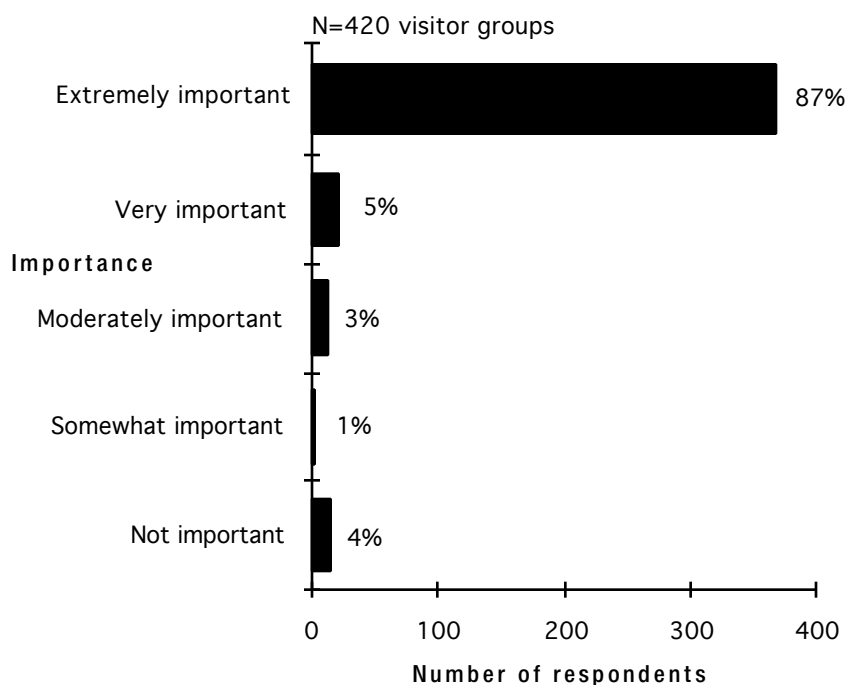
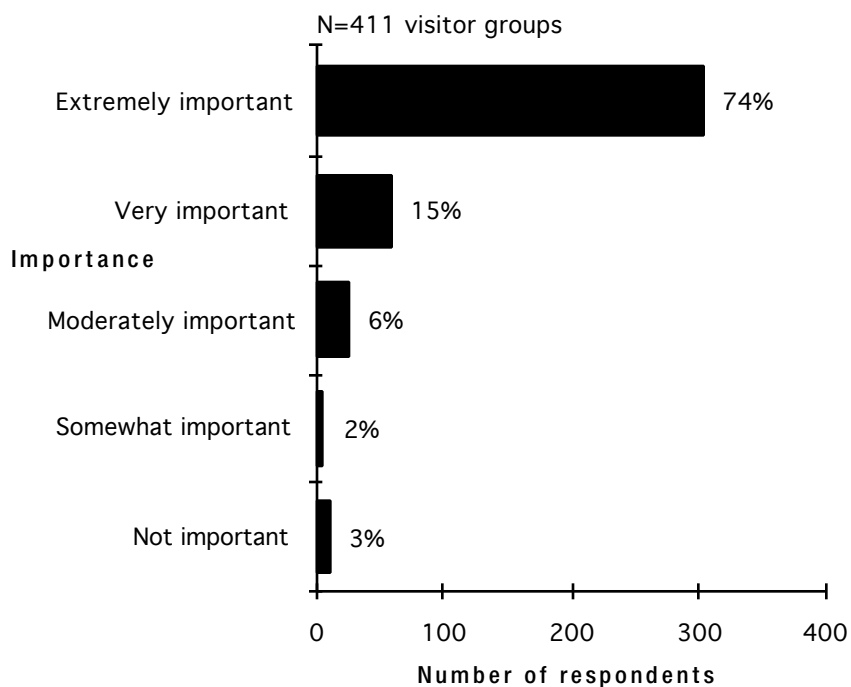
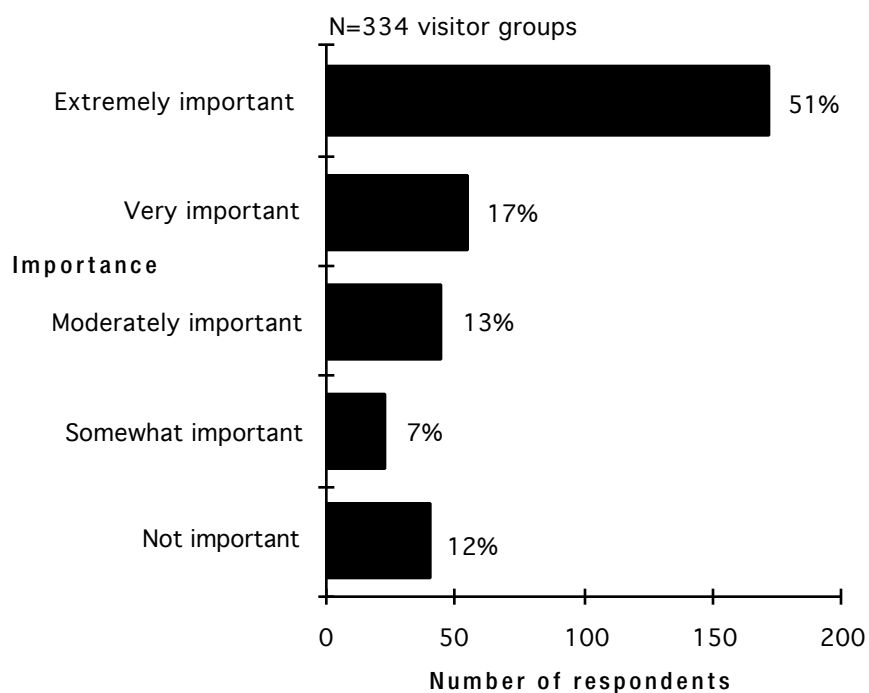
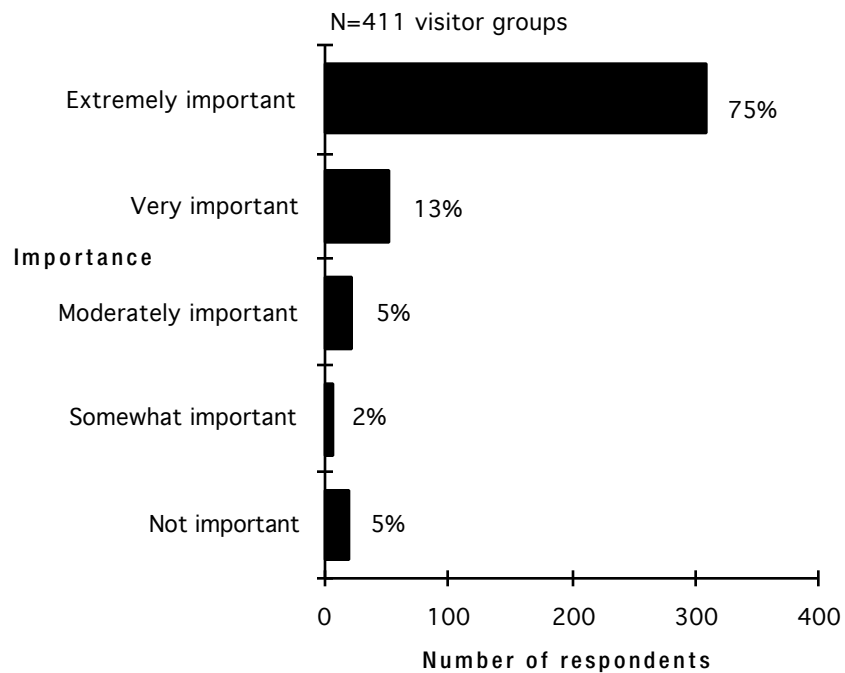
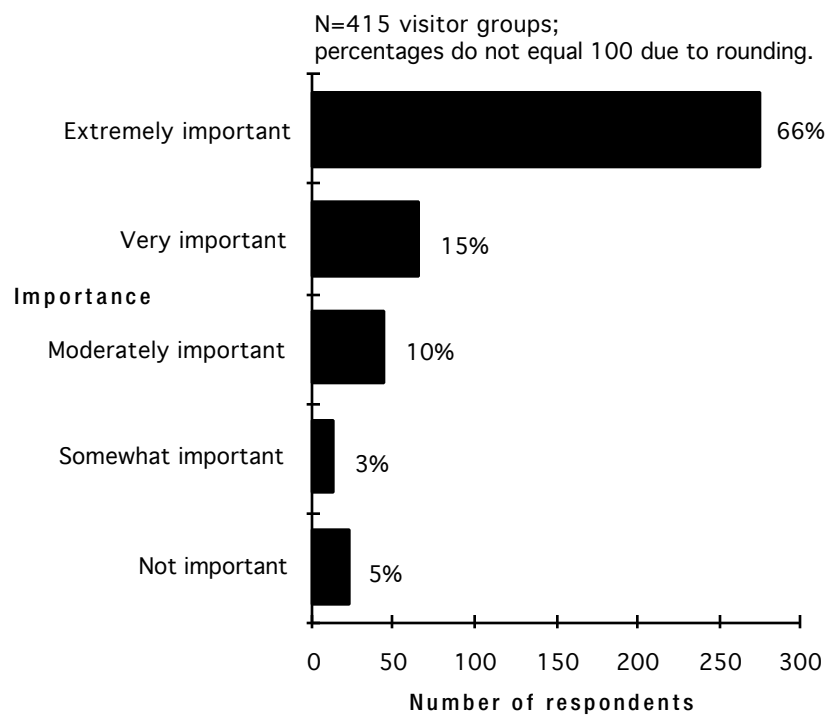


Figure 69: Importance of scenery

**Figure 70: Importance of wildlife****Figure 71: Importance of thermal features**

**Figure 72: Importance of clean air****Figure 73: Importance of quiet**

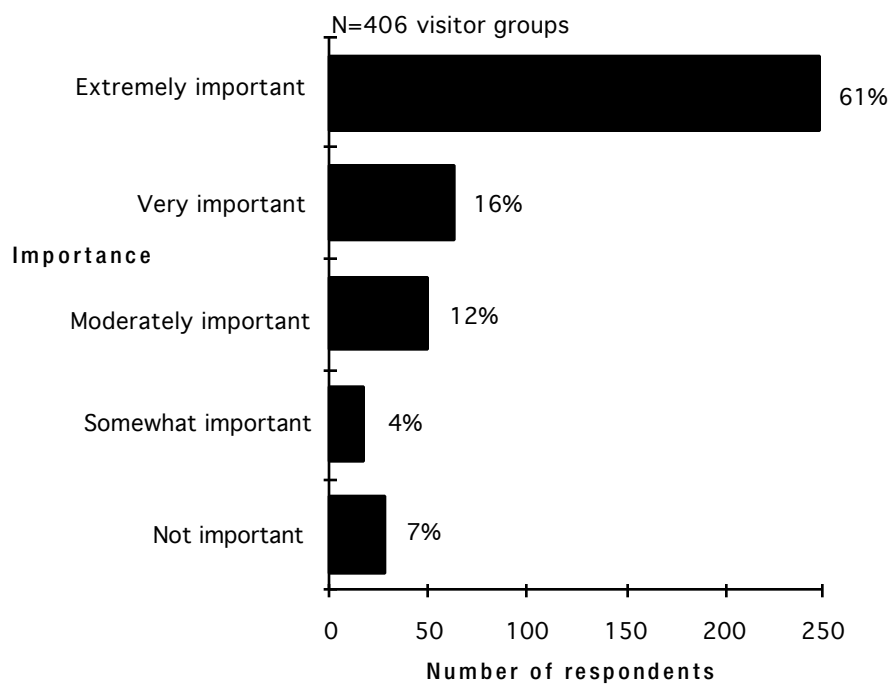


Figure 74: Importance of solitude

**Importance of
park activities**

Visitors were asked to rate the importance of activities to their winter visit to Grand Teton/Yellowstone National Parks. The "extremely important" to "very important" ratings were 86% for recreational activities (skiing, snowmobiling, etc.) and 52% for educational opportunities, as shown in Figures 75 and 76. The "not important" ratings were 9% for educational opportunities and 4% for recreational activities.

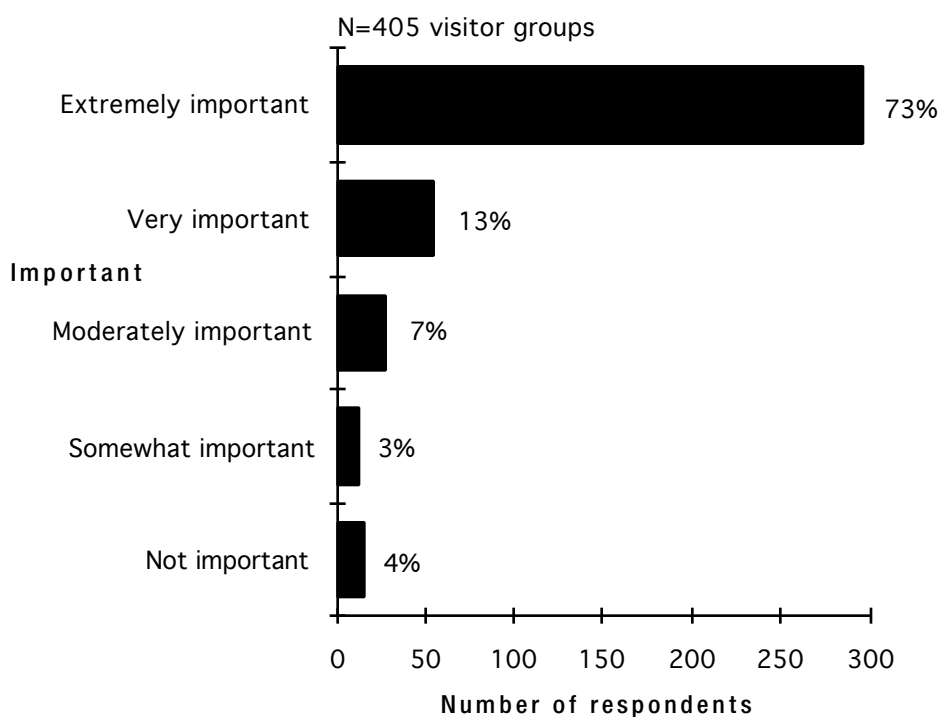


Figure 75: Importance of recreational activities (skiing, snowmobiling, etc.)

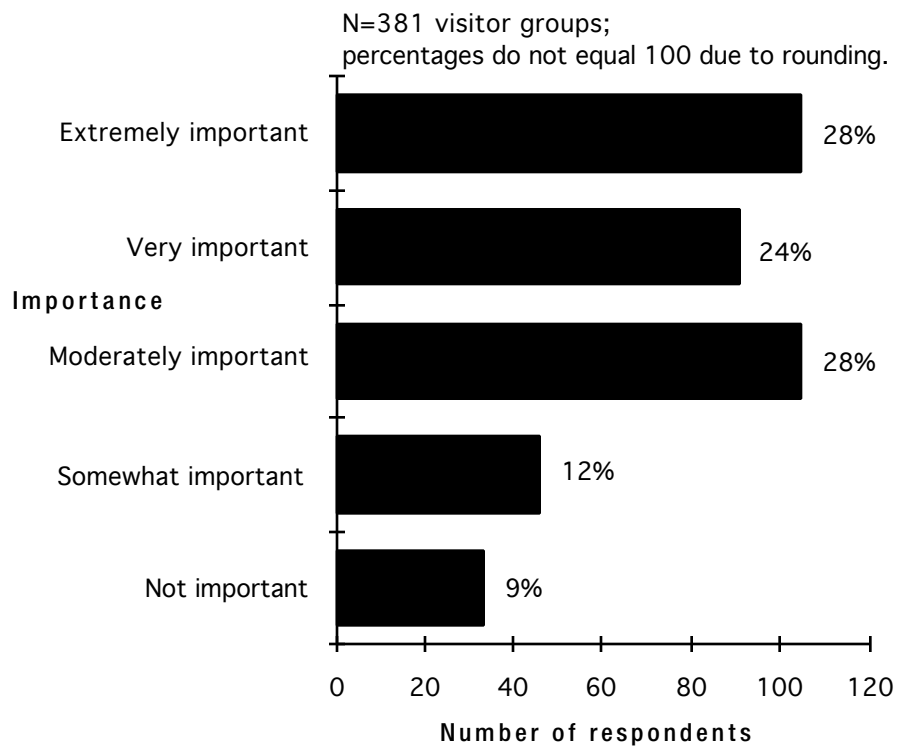


Figure 76: Importance of educational opportunities

Expenditures

Visitors were asked to list their expenditures both in and outside the parks, during this visit. They were asked how much money they spent for lodging (motel, camping, etc.), travel (gas, plane fare, rental car, etc.), food (restaurant, groceries, etc.), rental equipment (snowmobile, skis, etc.), commercial guide services and "other" items (entrance fees, film, gifts, etc.).

Most visitor groups (58%) spent \$351 or more in total expenditures in and outside the parks during this visit (see Figure 77).

About one-third of the visitors (32%) spent \$251 or more in the parks and about one-third (31%) spent no money in the parks (see Figure 78). The largest proportion of visitors' money was spent for lodging and travel in the parks (each 29%), as shown in Figure 79.

Most visitors spent no money in the parks for lodging, travel, food, rental equipment, commercial guide services and "other" items (see Figures 80-85).

Most visitor groups (59%) spent \$251 or more in total expenditures outside the parks during this visit (see Figure 86). The largest proportion of visitors' money was spent for lodging (27%) and travel (33%) in the parks, as shown in Figure 87.

Outside the parks, most visitors spent no money for rental equipment, commercial guide service and "other" items (see Figures 91, 92 and 93). For lodging, travel and food expenditures, most visitors (52%, 40% and 46%, respectively) spent \$151 or more outside the parks (see Figures 88, 89 and 90).

The average visitor group expenditure in and outside the parks during this visit was \$1,329. The average per capita expenditure was \$399.

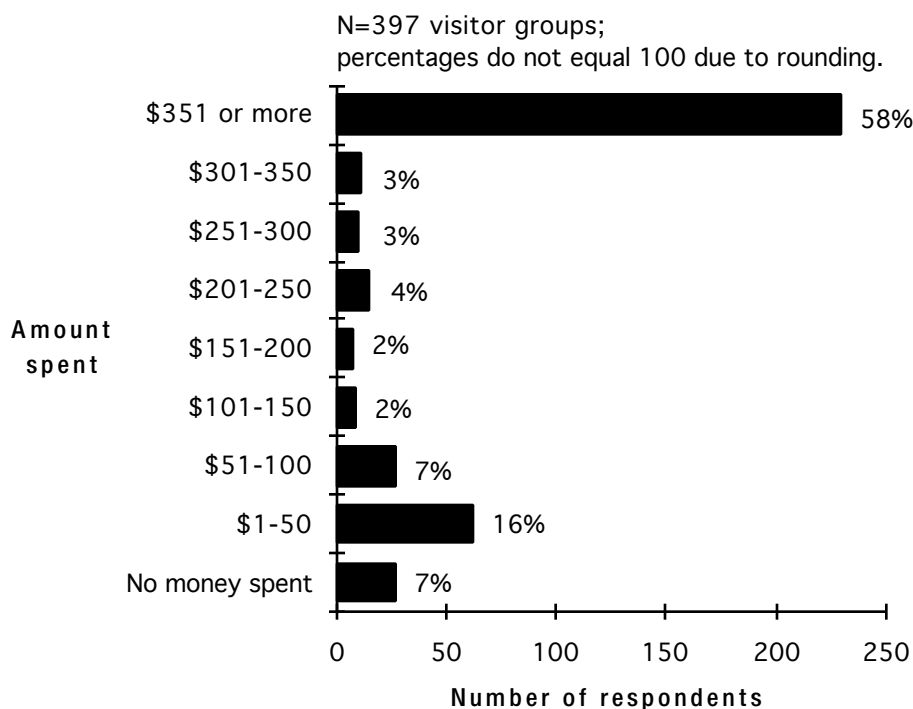


Figure 77: Total expenditures in and outside Grand Teton/Yellowstone

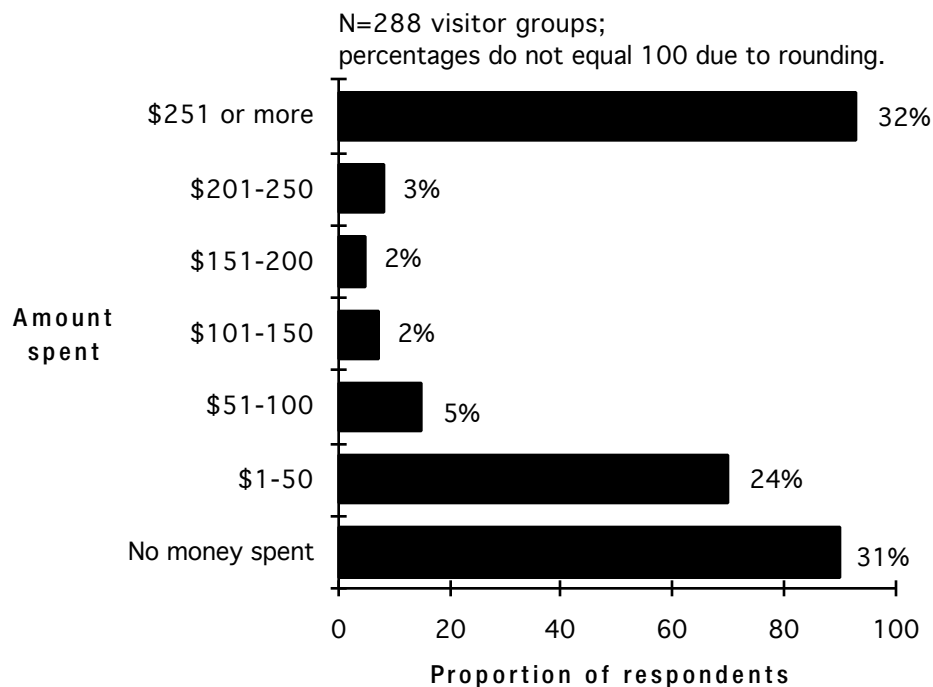


Figure 78: Total expenditures in Grand Teton/Yellowstone

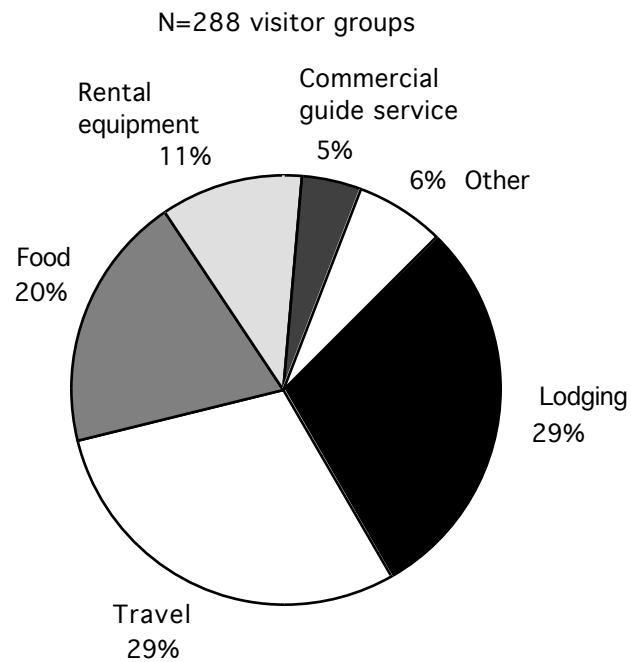


Figure 79: Expenditures by category in Grand Teton/Yellowstone

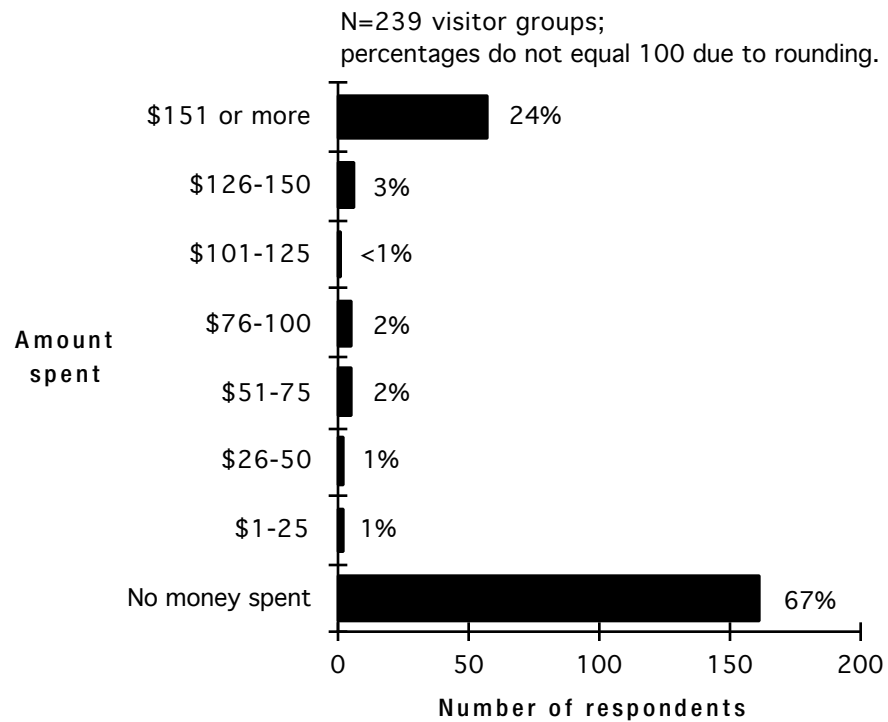
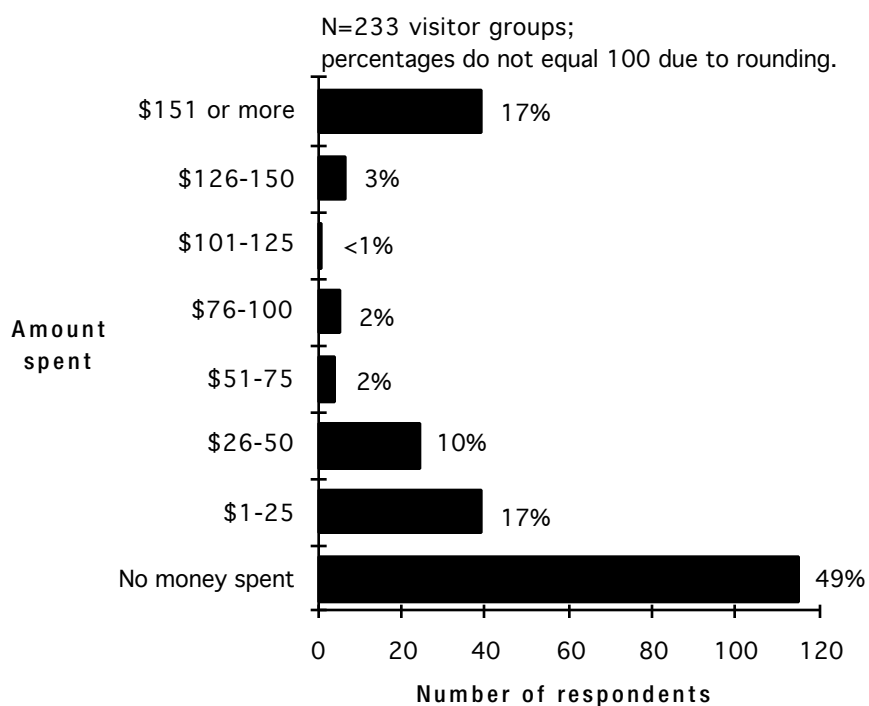
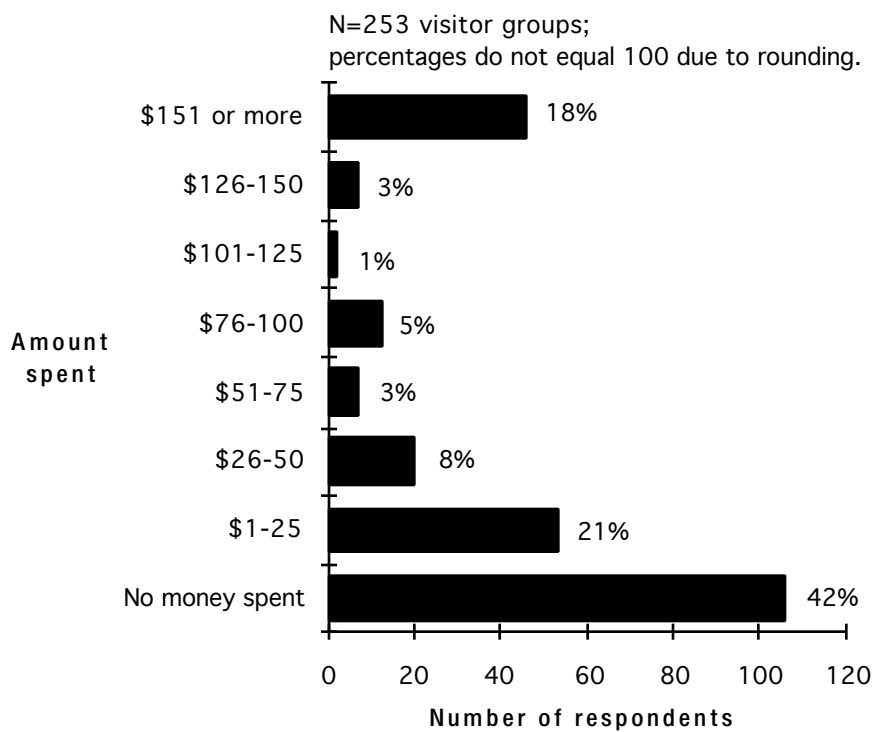


Figure 80: Lodging expenditures in Grand Teton/Yellowstone

**Figure 81: Travel expenditures in Grand Teton/Yellowstone****Figure 82: Food expenditures in Grand Teton/Yellowstone**

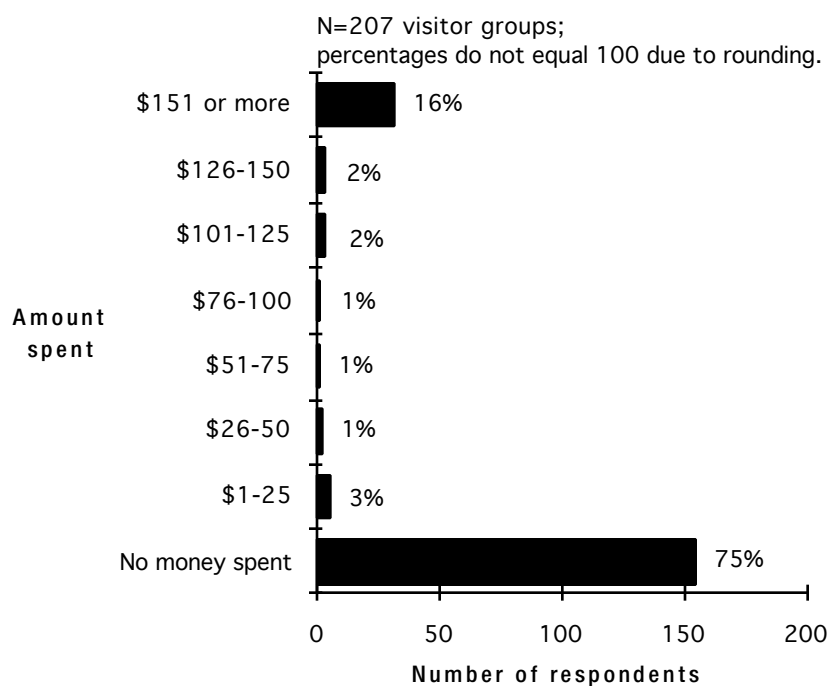


Figure 83: Rental equipment expenditures in Grand Teton/ Yellowstone

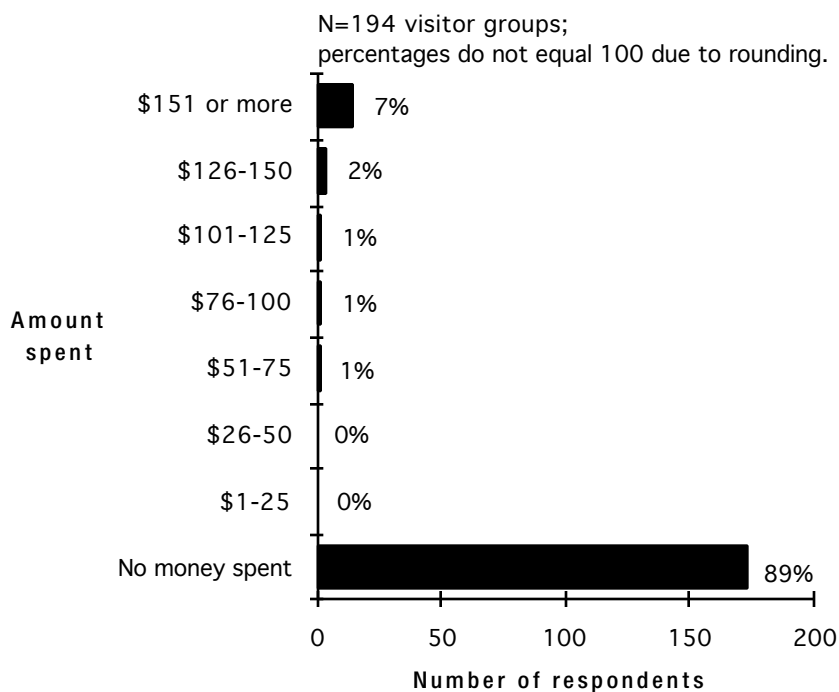


Figure 84: Commercial guide service expenditures in Grand Teton/ Yellowstone

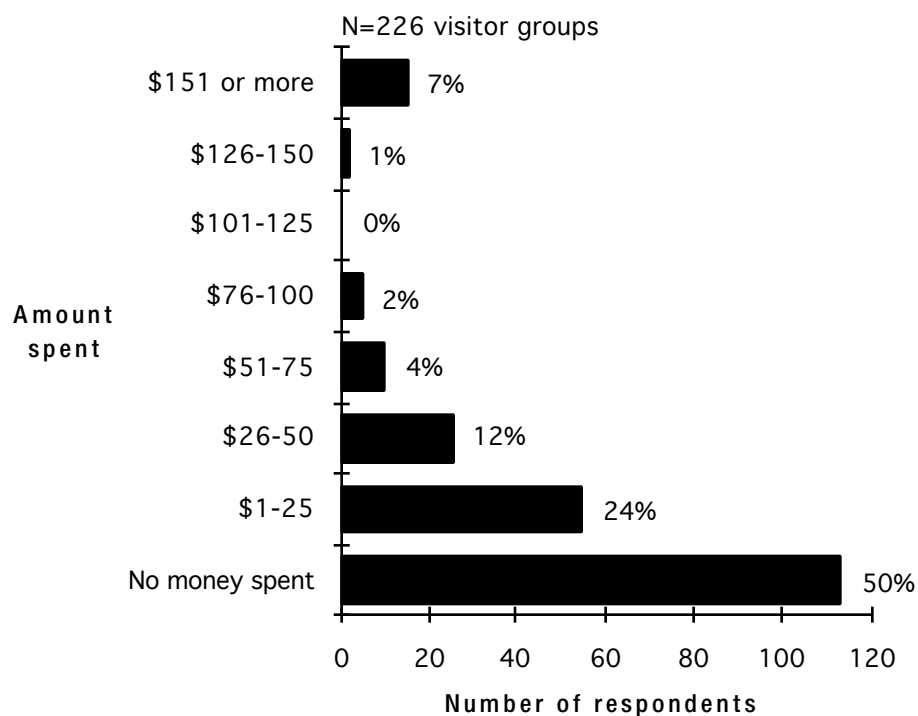


Figure 85: "Other" expenditures in Grand Teton/Yellowstone

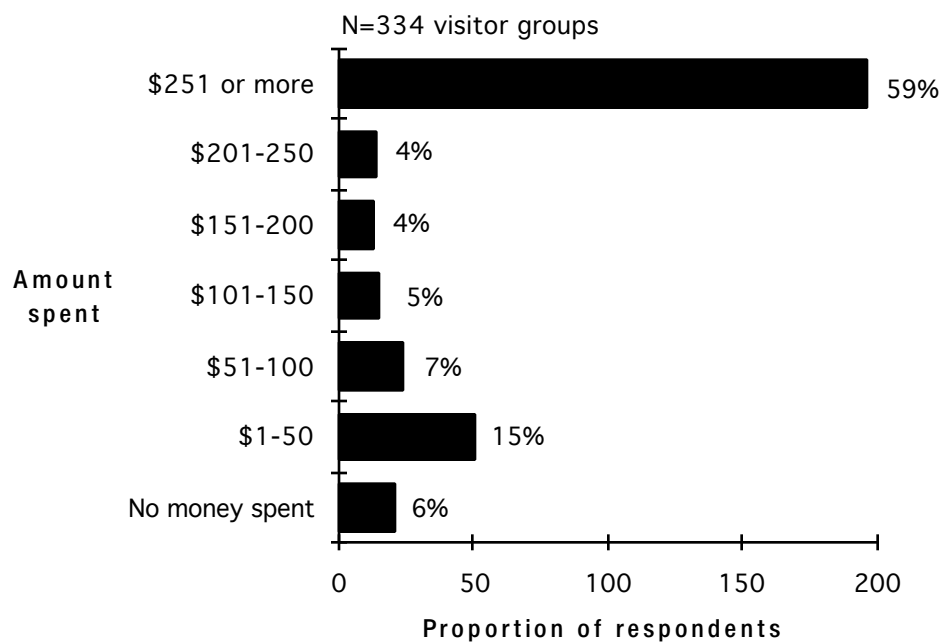


Figure 86: Total expenditures outside Grand Teton/Yellowstone

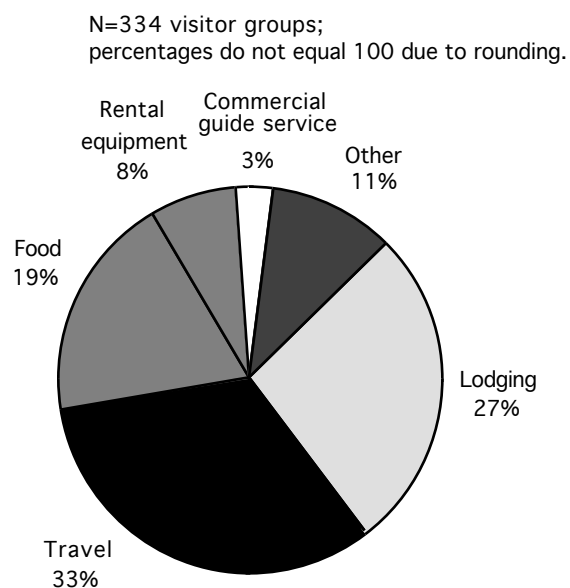


Figure 87: Expenditures by category outside Grand Teton/ Yellowstone

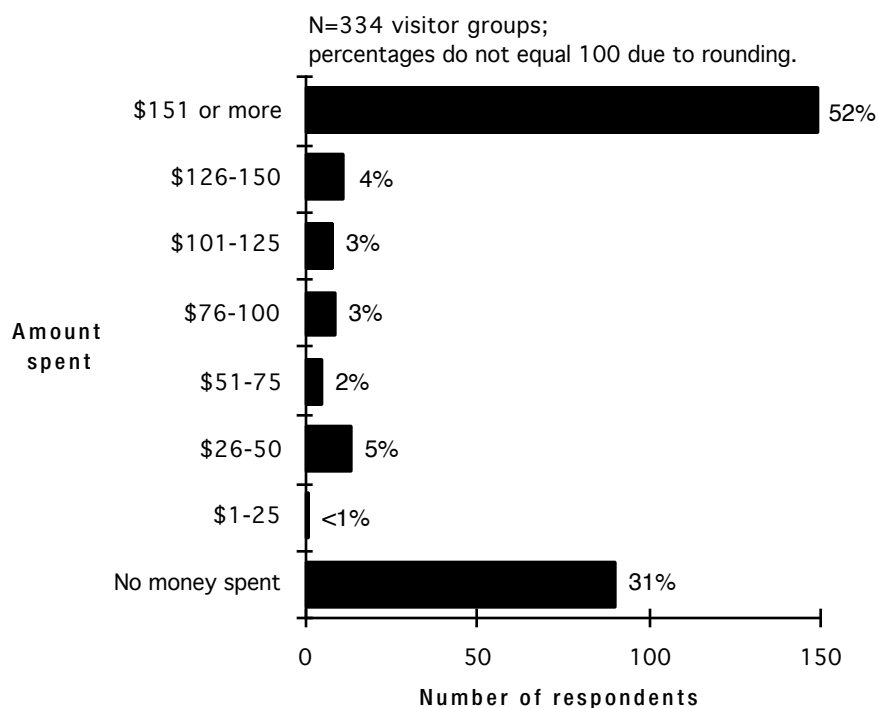


Figure 88: Lodging expenditures outside Grand Teton/Yellowstone

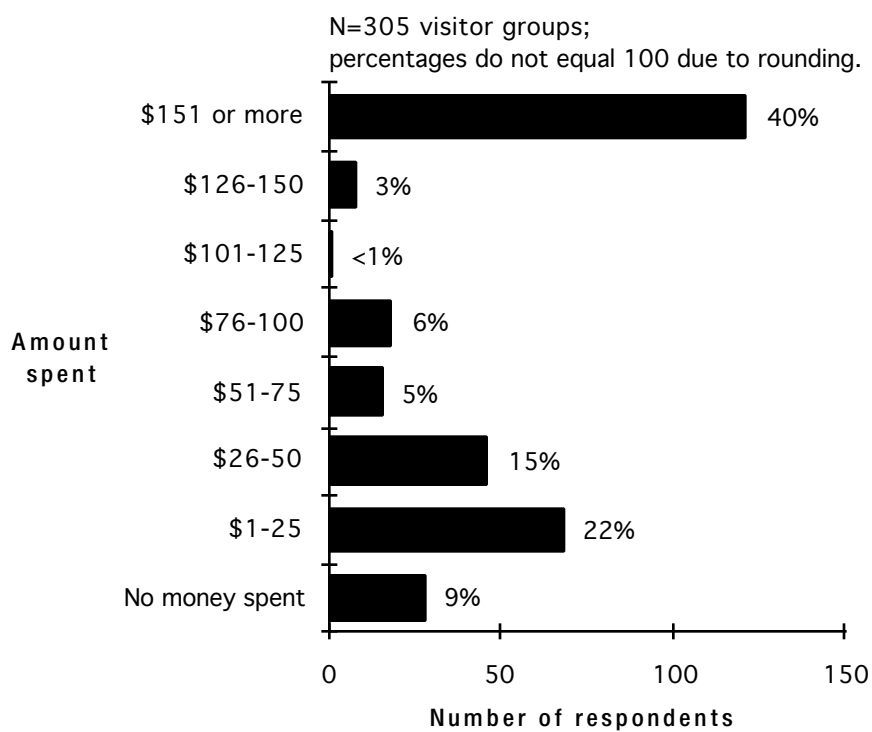


Figure 89: Travel expenditures outside Grand Teton/Yellowstone

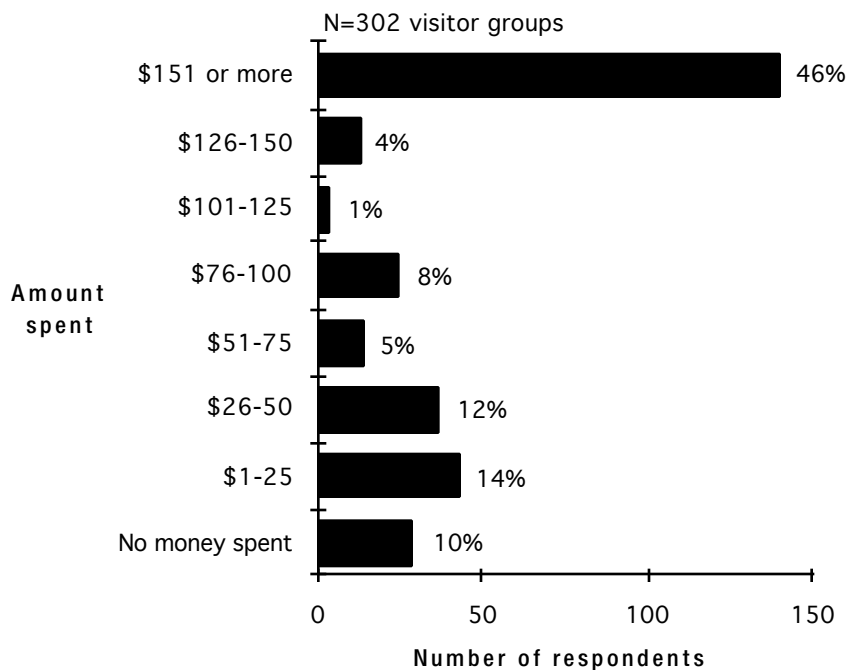


Figure 90: Food expenditures outside Grand Teton/Yellowstone

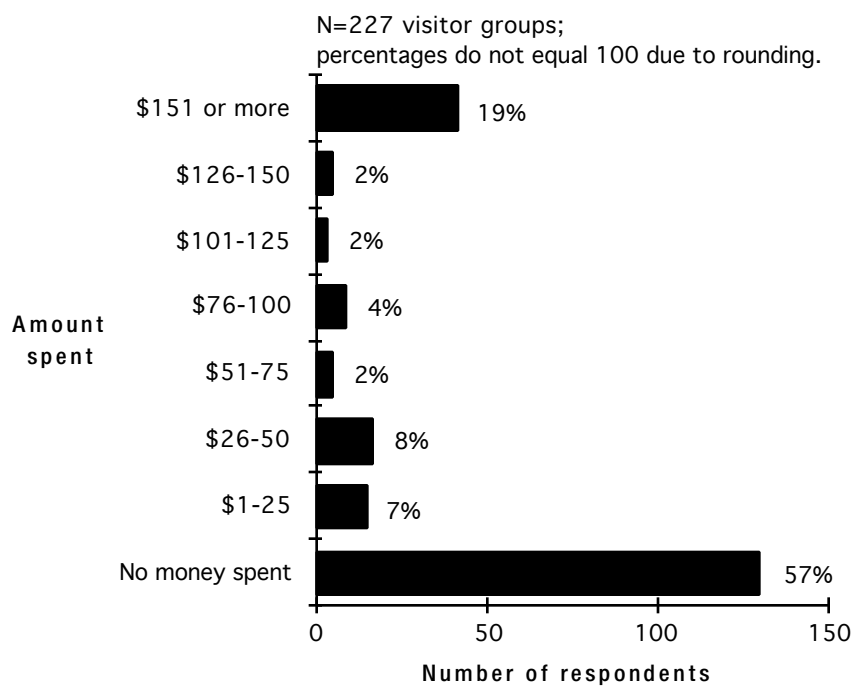


Figure 91: Rental equipment expenditures outside Grand Teton/Yellowstone

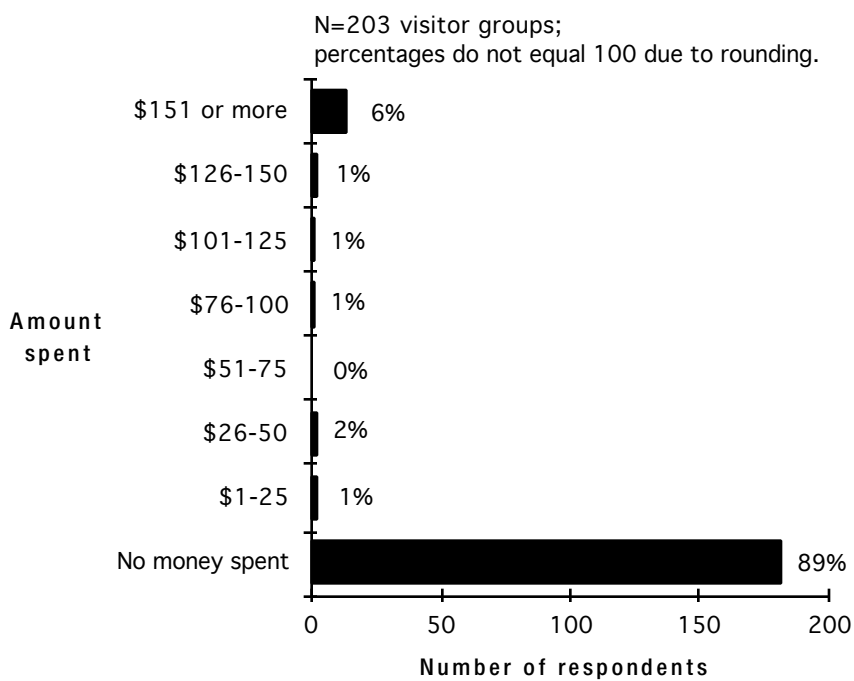
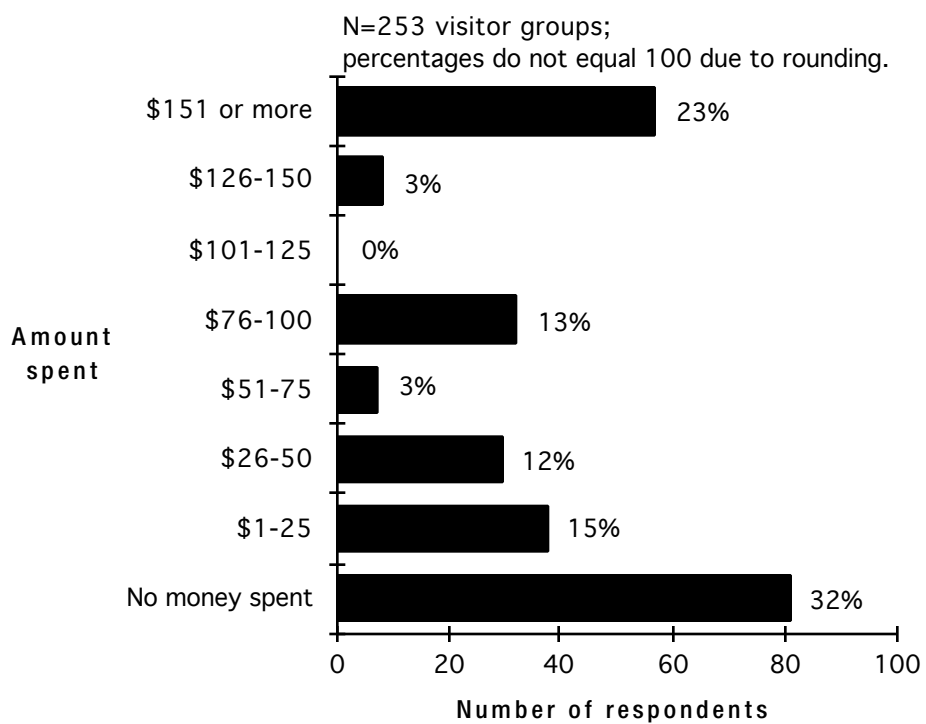


Figure 92: Commercial guide service expenditures outside Grand Teton/Yellowstone



**Figure 93: "Other" expenditures outside Grand Teton/
Yellowstone**

**Opinions about
visitor use
limits in winter**

Visitors were asked "In your opinion, should the number of people visiting Grand Teton and Yellowstone National Parks in winter be limited?"

Many visitors (63%) said winter use should not be limited (see Figure 94). Thirty-seven percent of the visitors said use should be limited.

Visitors who answered that winter use should be limited were asked to list the ways that it should be limited (see Figure 95). Many visitors (58%) preferred a reservation system, followed by a daily use limit (first come, first served until a limit is reached), which was suggested by 40% of the visitors. Thirty-seven percent of the visitors suggested "other" ways to limit use. These included limit the number of snowmobiles, prohibit snowmobiles, charge higher snowmobile fee, and reduce the number of snowmobile tours.

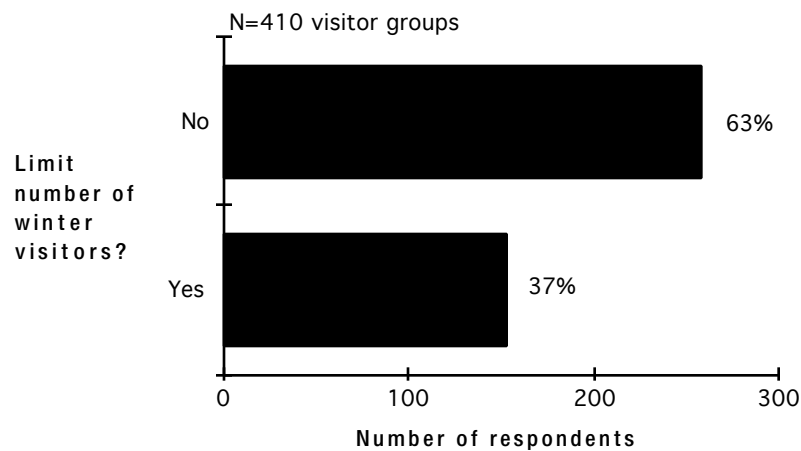


Figure 94: Limit visitor use in winter?

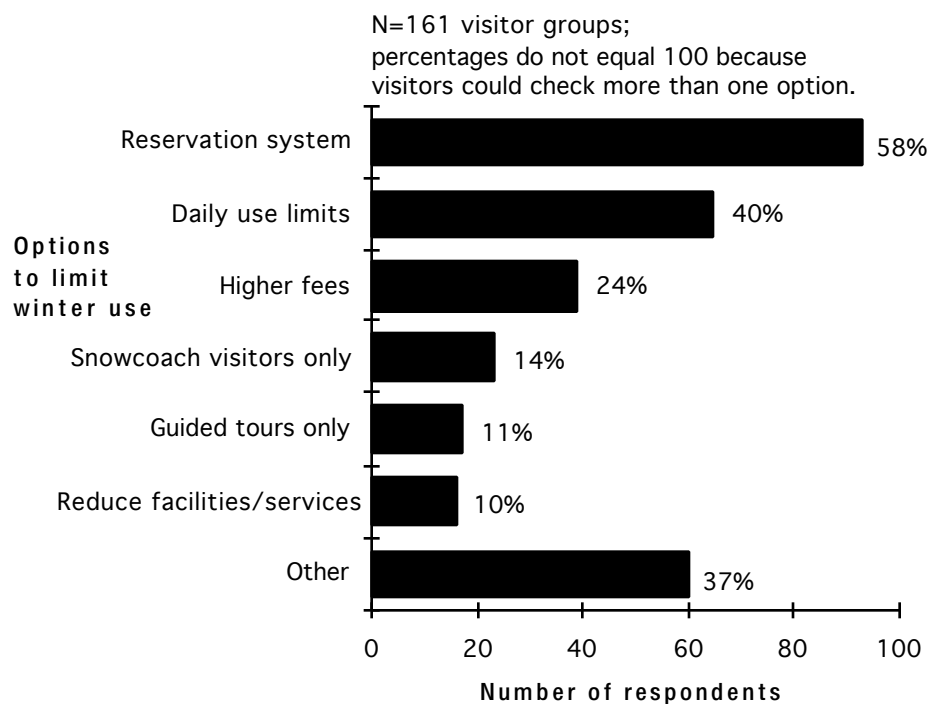


Figure 95: Preferred ways to limit visitor use in winter

**What visitors
liked most**

Visitors were asked, "What did you and your group like most about your visit to Grand Teton and/or Yellowstone National Parks?" A summary of their comments appears below and in the appendix.

Visitors' likes

N=780 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff helpful or friendly	14
TW staff helpful or friendly	5
INTERPRETIVE SERVICES	
Ranger presentations	2
History	2
Exhibits	2
Other comments	1
FACILITIES AND MAINTENANCE	
Trails	9
Cross country ski trails	4
Cleanliness of park	4
Easy access through park	3
Well maintained	3
Snowmobile trails	3
Continental Divide trail	2
General park facilities	2
Other comments	3
CONCESSIONS	
Lodging	4
Good food	4
Snowcoach tour	2
POLICIES	
Comments	2
GENERAL IMPRESSIONS	
Scenery	179
Wildlife	158
Beauty	56
Peacefulness/quiet	38

Cross-country skiing	38
Snowmobiling	29
Solitude	25
Snow	22
Fishing	18
Thermal features	15
No traffic/crowds	12
Winter in the park	11
Clean air	10
Mountains	8
Being close to nature	8
Recreational opportunities	7
Escape from everything	6
Old Faithful	5
Educational opportunities	5
Exercise	5
Wilderness	5
Weather	5
Hot springs	4
Everything	4
Photographic opportunities	3
Open space	3
Snowshoeing	3
Meeting people	3
Snowplane	3
Unique	3
Just being there	3
Being with family/friends	2
The Tetons	2
Fun	2
Geology	2
Jackson Lake	2
Other comments	5

**What visitors
liked least**

Visitors were asked, "What did you like least about your visit to Grand Teton National Park/ Yellowstone National Park?" A summary of their comments appears below and in the appendix.

Visitor dislikes

N=413 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rude rangers	8
Lack of enforcement rangers	3
Inconsiderate snowcoach drivers	2
INTERPRETIVE SERVICES	
Poor quality maps	2
Other comments	1
FACILITIES AND MAINTENANCE	
Rough trails	39
Crowded trails	17
Poor quality restrooms	10
Poor quality roads	6
Lack of access	5
Lack of parking	4
Crowded roads/ traffic	4
Limited road access for cars	3
Unmarked trails	3
Lack of facilities	3
Limited hiking access	2
Continental Divide trail	2
Snowmobile trail too close to highway	2
Poor quality ski trails	2
Other comments	3
CONCESSIONS	
Limited concessions/ restaurants	7
Expensive services	4
Lack of accommodations	3
Expensive accommodations	3
Limited general services	3
Poor quality food services	2
Snowcoach tour too expensive	2
Limited gas services	2
Lack of snowcoaches available	2

POLICIES

Expensive entrance fee	2
Over regulation	2
Speed limit too low	2
Tourism/ commercialism	2
Effort to ban snowmobiles	2
Pets were not allowed	2
Other comments	4

RESOURCE MANAGEMENT

Lack of wildlife	10
Burn area	3
Overpopulated bison	2
Too many fish taken from Jenny Lake	2
Other comments	2

GENERAL IMPRESSIONS

Snowmobiles	46
Pollution from snowmobiles	36
Noise from snowmobiles	33
Weather	32
Nothing	21
Too many people	17
Uneducated snowmobilers	7
Long drive to park	6
Going home	4
Not enough time	4
Rude visitors	4
Speeding snowmobiles	3
Large snowmobile groups	2
Snowmobile trailers	2
Snowplanes	2
Snowcoaches	2
Other comments	8

Planning for the future

Visitors were asked "If you were planning for the future of Grand Teton and/or Yellowstone National Park, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

N=478 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Employ more enforcement rangers	5
Employ friendlier park rangers	4
INTERPRETIVE SERVICES	
Educate visitors about encounters with wildlife	4
Offer more guided tours	4
Offer more interpretive programs	4
Improve maps	3
Provide more information about park	3
More environmental information	3
Educate visitors about snowmobile safety	2
Other comments	3
FACILITIES AND MAINTENANCE	
Better trail grooming	19
Provide more segregated areas	16
Open more snowmobile trails	9
Open more cross-country ski trails	8
More road access	7
Better directional signs on roads	4
Leave trails ungroomed	4
More improve warming huts	3
Provide more opportunity for off-trail riding	3
Better maintenance of roads	3
More restrooms	3
Better marked trails	3
Increase parking	3
Offer hiking trails	2
Offer road access to Old Faithful	2
Offer bike trails	2
Improve restrooms	2
Eliminate Continental Divide trail	2
More trash cans	2
Better cross country ski trail grooming	2
Provide emergency phones	2
Other comments	9

CONCESSIONS

Improve food quality/service	13
More restaurants	7
Open more lodging	7
More visitor services	7
Offer less expensive snowcoach tours	5
More snowcoach shuttles	4
More services along Continental Divide trail	3
Improve accommodations	2
Improve general services	2
Other comments	3

POLICIES

Limit snowmobile use	59
Ban snowmobiles	20
Limit visitors	18
Stricter emissions controls for snowmobiles	15
Increase enforcement of regulation	14
Charge higher entrance fees	13
Allow only snowcoach access	8
Preserve access for all activities	7
Promote non-motorized use	6
Adopt reservation system	5
Preserve snowmobile access	5
Allow only cross-country skiing	4
Limit group sizes	4
Expand park hours	3
Eliminate snowcoaches	2
Limit plane flights	2
Limit visitors in summer	2
Other comments	15

RESOURCE MANAGEMENT

Stress preservation	16
Limit commercialism	12
Manage for wildlife	8
Do not kill bison	3
Do not let forest fires burn	2
Other comments	2

GENERAL IMPRESSIONS

Don't change anything	23
Encourage mass transportation systems	3
Use monorail	2
Other comments	7

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments about Grand Teton and Yellowstone National Parks and the surrounding area are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment Summary

Visitor Comment Summary

N=454 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	21
Snowcoach drivers helpful, friendly	3
Rude rangers/ park staff	3
Other comments	3
INTERPRETIVE SERVICES	
Enjoyed snowcoach tour	3
Enjoyed ranger presentation	2
More general information	2
Other comments	6
FACILITIES AND MAINTENANCE	
Park clean/well kept	6
Rough trails	5
Improve trail grooming	5
Well maintained roads	3
Mark trails better	3
Enjoyed Continental Divide Trail	2
Enjoyed facilities	2
Clean restrooms	2
Object to Continental Divide Trail	2
Other comments	8
CONCESSIONS	
Enjoyed restaurant/ food	2
Poor quality restaurants	2
Improve restaurant/ food	2
Offer more warming huts	2
Other comments	2

POLICIES

Limit snowmobiles	7
Enforce emission controls for snowmobiles	6
More access to park	5
Limit visitor use	4
Preserve access for all users	4
Ban snowmobiles	4
Increase entrance fees	4
Entrance fee too expensive	4
Adopt reservation system	3
Increase enforcement	3
Speed limit too low	3
Do not over regulate	2
Enforce speed limit	2
Comments	3

RESOURCE MANAGEMENT

Preserve the park	19
Enjoyed wildlife	15
Protect wildlife	5
Support wolf reintroduction	5
Limit commercialism	3
Against wolf reintroduction	2
Against letting forest fires burn	2
Burn area looks awful	2
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit	50
Thank you	21
Beautiful	19
Keep up good work	18
Will return	17
NPS is doing good job	13
We visit often	12
Park is a special place	12
Snowmobiles ruined our experience	9
Wish we had more time	9
Enjoyed scenery	9
Enjoyed park in winter	7
Educational/interesting	6
Good luck	6
Great escape	4
Enjoyed skiing	4
Enjoyed natural features	4
Enjoyed snowmobiling	4
Do not change anything	3
Questionnaire is good idea	3
Continue winter access	3
Crowded	2
Live near the park	2
Rude visitors	2
Park is expensive	2
Did not seem crowded	2
Preserve recreational opportunities	2
Park has made improvements	2
Other comments	10

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about the sites visited by snowmobilers, request a comparison of site visited by activity (snowmobile); to learn about the ages of various activity participants, request a comparison of age group by activity.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the group sizes and group types of groomed ski trail users, request a comparison of groomed ski trail users by group type by group size; to learn about the sites used and activities of first time visitors, request a comparison of number of visits (once) by site visited by activity.

Consult the list of characteristics for Grand Teton/Yellowstone visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form Grand Teton/Yellowstone National Parks Report 74

Date of request: _____/_____/_____

Person requesting analysis: _____

Phone number (optional): _____

The following list has the variables available for comparison from the visitor survey conducted in your parks. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|-----------------------------|-------------------------------------------|------------------------------------------------|
| • NP information sources | • Service importance | • Rental equip. expenditures in parks |
| • Sources influencing visit | • Service quality | • Comm. guide serv. expenditures in parks |
| • Length of stay | • Visitor service used | • "Other" expenditures in parks |
| • Activities | • Visitor service importance | • Total expenditures outside parks |
| • Winter rec. outside park? | • Visitor service quality | • Lodging expenditures outside parks |
| • Group size | • Park quality importance | • Travel expenditures outside parks |
| • Group type | • Park activity importance | • Food expenditures outside parks |
| • Guided tour group | • Number of winter visits | • Rental equip. expenditures outside parks |
| • Age | • Total expenditures in and outside parks | • Comm. guide serv. expenditures outside parks |
| • State of residence | • Total expenditures in parks | • "Other" expenditures outside parks |
| • Country of residence | • Lodging expenditures in parks | • Limit winter visitor use? |
| • Sites visited | • Travel expenditures in parks | • Ways to limit winter use |
| • Interp. services used | • Food expenditures in parks | |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate Grand Teton, Yellowstone or all visitors.

site visited by activity
by _____
by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate Grand Teton, Yellowstone or all visitors.

snowmobile trail user by group type by group size
by _____
by _____

Special instructions: Tell us the reason you need the information, what you are trying to find out, etc.

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

**Visitor Services Project Analysis Order Form
Grand Teton/Yellowstone National Parks
Report 74**

Date of request: ____ / ____ / ____

Person requesting analysis/title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|--------------------------|---------------------|------------------------------|
| • Source of information | • Group type | • Facility importance |
| • Activities this visit | • Age | • Facility quality |
| • Activities past visits | • State residence | • Interp. service used |
| • Places visited | • Country residence | • Interp. service importance |
| • Length of stay | • Number of visits | • Interp. service quality |
| • Group size | • Facilities used | • Reasons for visit |
| | | • Other attractions visited |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate general or festival visitors.

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate general or festival visitors.

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

Special instructions _____

Mail to:
**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133**

QUESTIONNAIRE

NPS D-283

January 1996



Printed on recycled paper

Visitor Services Project Grand Teton National Park

Appendix

Visitor Services Project Grand Teton National Park

Appendix

Margaret Littlejohn

Report 74

October 1995

This volume contains summaries of festival and general visitors' comments for Questions 18, 19 and 20. Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Mark Patterson and the staff of Grand Teton National Park for their assistance. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Proposals for future planning

N=183 comments;
many visitors made more than one comment.

Comment

**Number of times
mentioned**

Visitor comment summary

N=250 comments;
many visitors made more than one comment.

Comment

Number of times
mentioned

PERSONNEL
