



Devils Tower National Monument

Visitor Study

Summer 1995

Report 79

Visitor Services Project

Cooperative Park Studies Unit



University of Idaho



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Glen Gill

VSP Report 79

April 1996

Glen Gill is a Research Associate with the VSP, based in the Cooperative Park Studies Unit, University of Idaho. Special thanks to Jason Schindler and the staff of Devils Tower 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
Devils Tower National Monument
Report Summary

- This report describes part of the results of a visitor study at Devils Tower during July 24-30, 1995. A total of 587 questionnaires were distributed to visitors at the park entrance. Visitors returned 519 questionnaires for an 88% response rate.
- This report profiles Devils Tower visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-eight percent of the visitors were in family groups. Thirty-three percent of Devils Tower visitors were in groups of two people.
- Among Devils Tower visitors, six percent were international visitors. Most of them (45%) were from Canada. United States visitors represented 47 states and Puerto Rico. Many visitors came from Minnesota and Wisconsin (8% each).
- The majority of Devils Tower visitors (94%) stayed less than one day. Of those staying less than one day, 87% remained for 4 hours or less. For most visitors (80%) this was their first visit to the park. The most often cited reasons for visiting were to view geologic features (83%) and to visit the nation's first national monument (40%).
- The most common activities were viewing scenery (97%), taking photographs (93%), and visiting the visitor center (82%). The most used services and facilities by visitors were parking (91%), the visitor center (86%) and restrooms (79%).
- Visitors' most often used sources of park information were maps and brochures (46%), travel guides and books (43%) and friends or relatives (32%). Eighty-eight percent of Devils Tower visitors used a car/van/truck as transportation to the park. Most visitors (56%) arrived at the park from Sundance on Highway 14. Many (49%) departed on Highway 14 and went through Moorcroft.
- The most important services and facilities selected by park visitors were park personnel (86%), restrooms (84%), trails (83%) and campgrounds (83%). Visitors gave high quality ratings to park personnel (88%), campground (86%), trails (85%) and the park brochure/map (84%). During this visit, 90% of the Devils Tower visitors rated the overall quality of park services as above average.
- Nearly half of the visitors (48%) were aware that Devils Tower is sacred to American Indians, while 46% were not aware of this. Sixty-one percent of park visitors were unaware that the monument is a premier technical climbing area. When asked what activities/facilities may not be appropriate in the monument, visitors mentioned most often hammering climbing bolts and pitons in the tower (79%) and airplane/helicopter flights above the monument (50%). Eighty-four percent of the visitors supported the "voluntary closure to climbing in June" decision.
- Many visitors (42%) supported a park proposal for a shuttle bus. Many (43%) would support a modest fee for the shuttle bus. Twenty-one percent of the visitors were not sure about the fee.
- During this visit, the average visitor group expenditure within a forty mile radius of the park was \$60. The average per capita expenditure was \$19.
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact:
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INTRODUCTION

This report describes the results of a study of summer visitors at Devils Tower National Monument (referred to as "Devils Tower"). This visitor study was conducted July 24-30, 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, an Additional Analysis page 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.

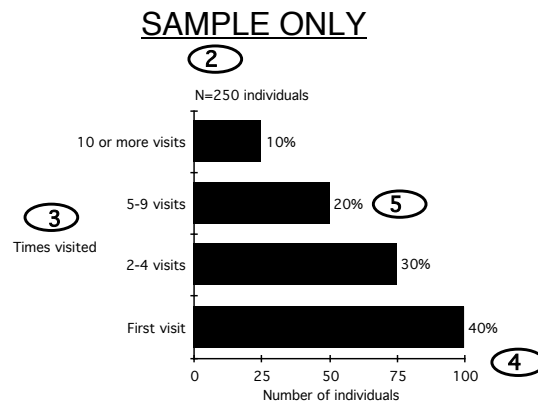


Figure 4: Number of visits

- 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 Devils Tower during July 24-30, 1995. Visitors completed the questionnaire during or 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 Devils Tower, visitors were sampled as they entered the main gate. 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.

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 518 groups, Figure 4 presents data for 1826 individuals. A note above each figure's graph specifies this information.

**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 519 questionnaires were returned by visitors, Figure 1 shows data for only 518 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 July 24-30, 1995. The results do not necessarily apply to visitors during other times of the year.

3. Use caution when interpreting 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 at Devils Tower ranged from 56° to 97°, and from thunderstorms to clear and sunny. Heat conditions may have affected what activities visitors did and the length of time they visited.

**Special
Conditions**

RESULTS

Visitors contacted

At the Devils Tower entrance, 625 visitor groups were contacted; 94% accepted questionnaires. Five hundred nineteen visitor groups completed and returned their questionnaires, an 88% 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 not significant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	584	43.2	512	43.2
Group size	587	4.2	518	4.8

Demographics

Figure 1 shows group sizes, which varied from one person to 150 people. Seventy-two percent of visitors came in groups of two to four people. Seventy-eight percent of the groups were families (see Figure 2). Two percent of the visitors were with guided tour groups (see Figure 3). Other groups included a scout troop, church and senior citizen group.

The most common visitor ages were 36 - 50 (32%), followed by 15 or younger (30%), as shown in Figure 4. Among Devils Tower visitors, most were first time visitors (80%), as shown in Figure 5.

Visitors from foreign countries comprised 6% of the summer Devils Tower visitation. Most of the international visitors (45%) were from Canada (see Map 1 and Table 2). United States visitors were from Minnesota and Wisconsin (each 8%), Iowa, Missouri, Wyoming, South Dakota, Michigan, and Illinois (each 5%) and 39 other states and Puerto Rico, as shown in Map 2 and Table 3.

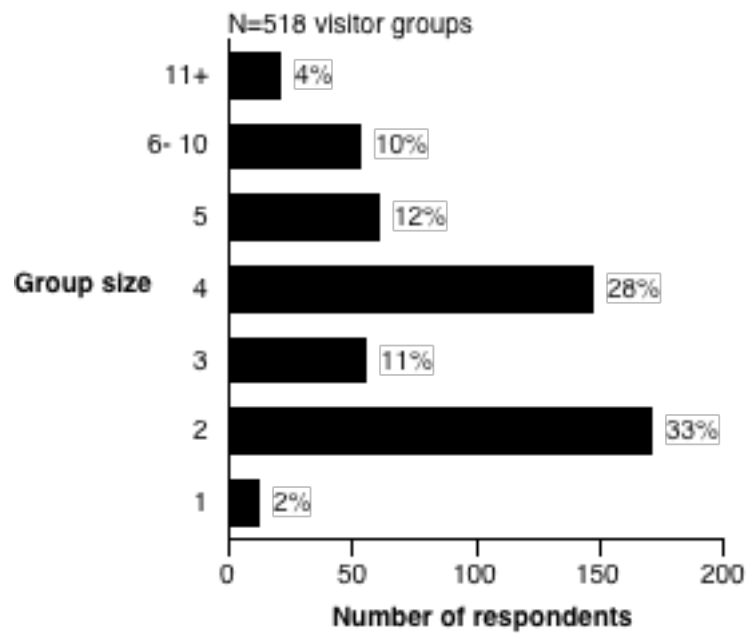


Figure 1: Visitor group sizes

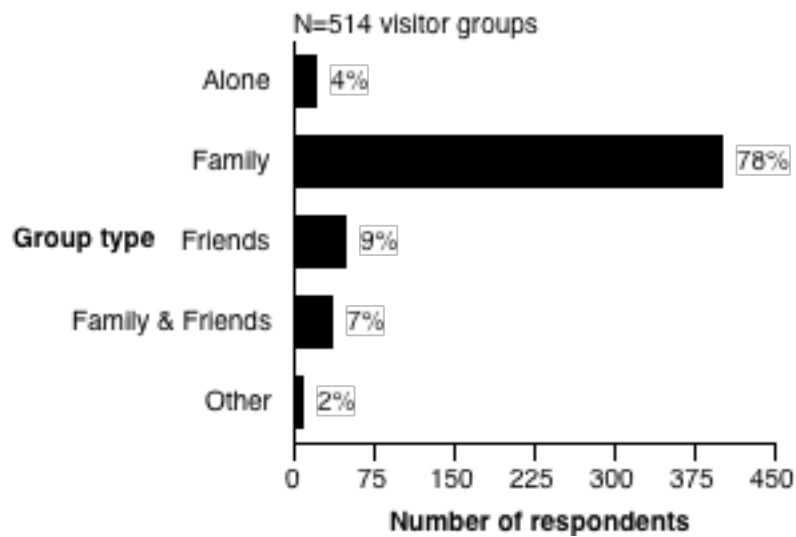


Figure 2: Visitor group type

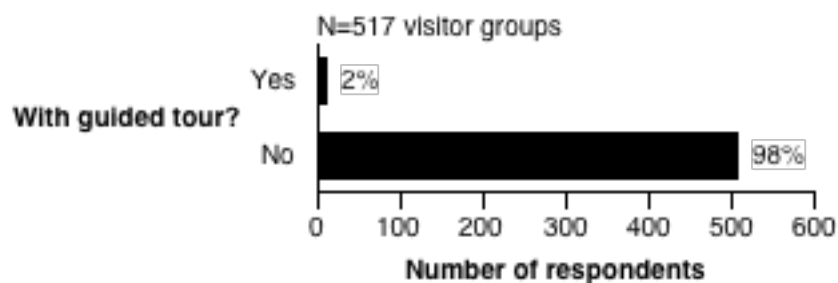


Figure 3: Traveling with guided tour?

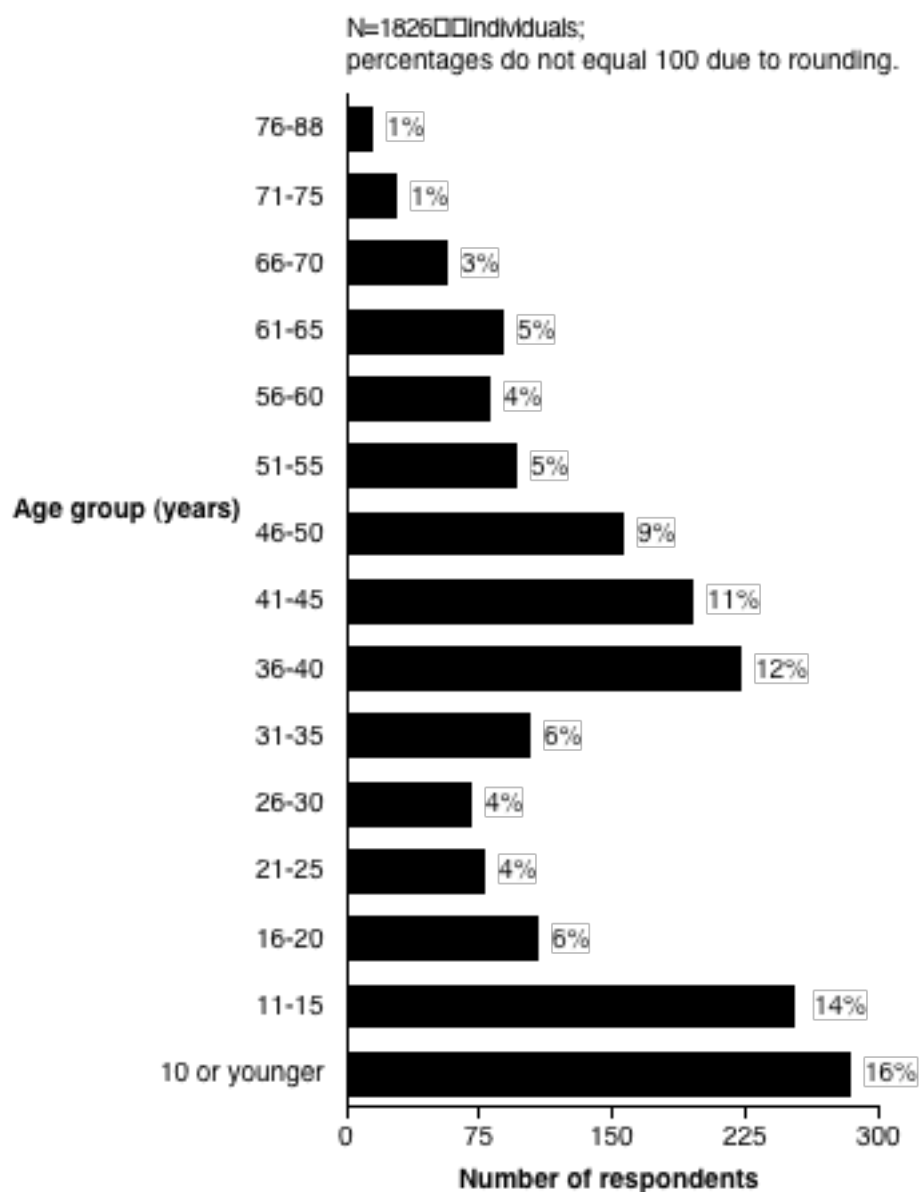


Figure 4: Visitor ages

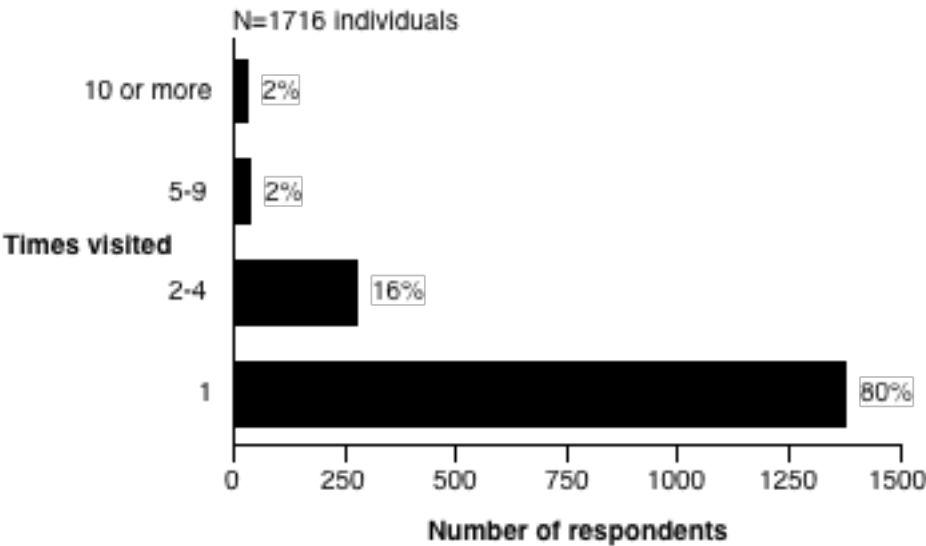
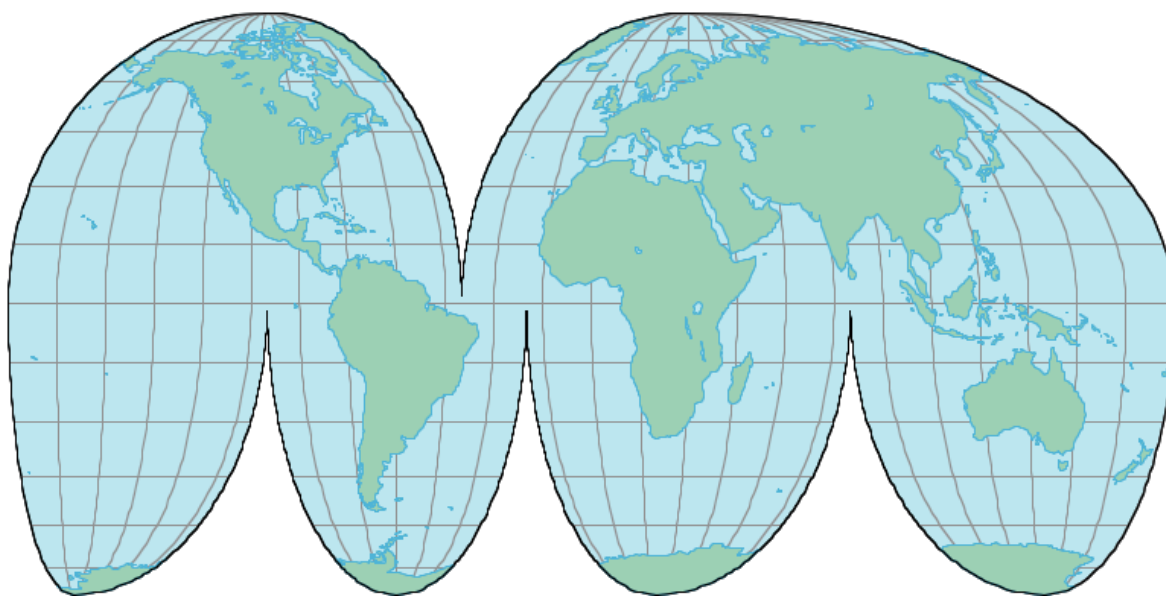


Figure 5: Number of visits to Devils Tower

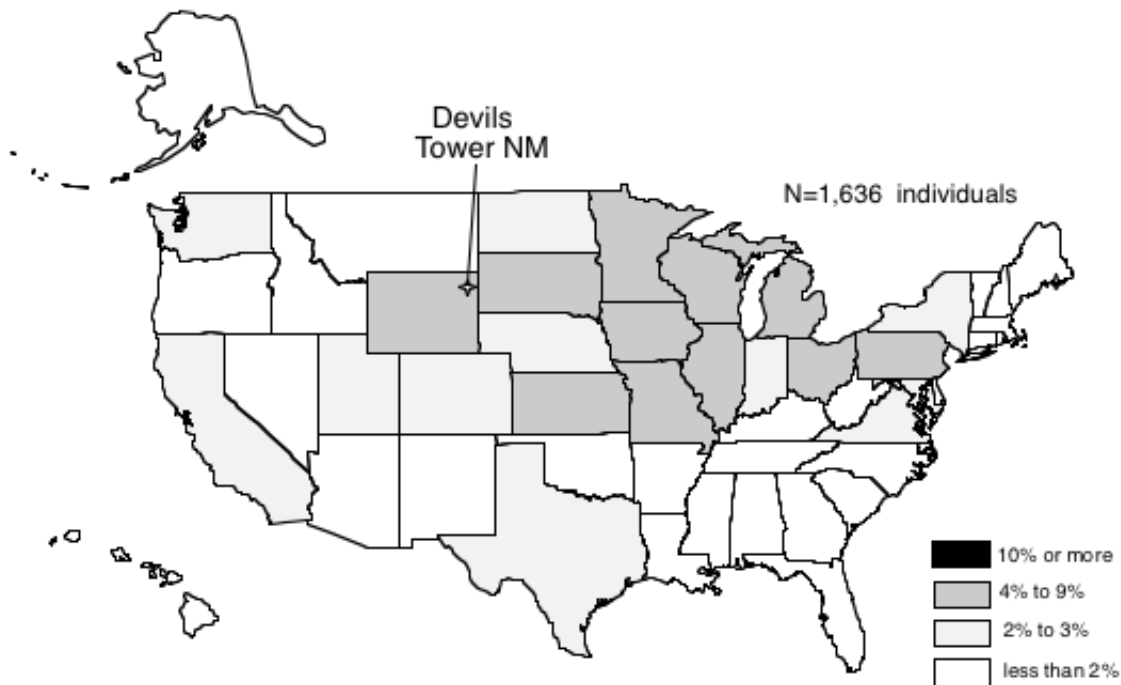


Map 1: The world

Table 2: Proportion of visitors from each foreign country

N=105 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of visitors
Canada	47	45
Germany	15	14
Holland	11	11
United Kingdom	7	7
Taiwan	6	6
Israel	4	4
France	3	3
Belgium	2	2
Japan	2	2
Switzerland	2	2
Hong Kong	1	1
Hungary	1	1
Indonesia	1	1
Mexico	1	1
Norway	1	1
Peru	1	1



Map 2: Proportion of United States' visitors from each state

Table 3: Proportion of United States' visitors from each state

N=1636 individuals

State	Number of individuals	% of U.S. visitors
Minnesota	136	8
Wisconsin	125	8
Iowa	88	5
Missouri	88	5
Wyoming	86	5
South Dakota	84	5
Michigan	82	5
Illinois	79	5
Ohio	72	4
Pennsylvania	67	4
Kansas	66	4
California	53	3
New York	47	3
Utah	47	3
Indiana	43	3
Colorado	38	2
Texas	34	2
Virginia	34	2
Nebraska	32	2
Maryland	31	2
Washington	26	2
North Dakota	24	2
25 other states and Puerto Rico	254	16

Length of stay

Of the visitors staying one day or more, 4% remained 1 to 2 days (see Figure 6). Of those visitors staying less than one day, most (87%) stayed 4 hours or less (see Figure 7).

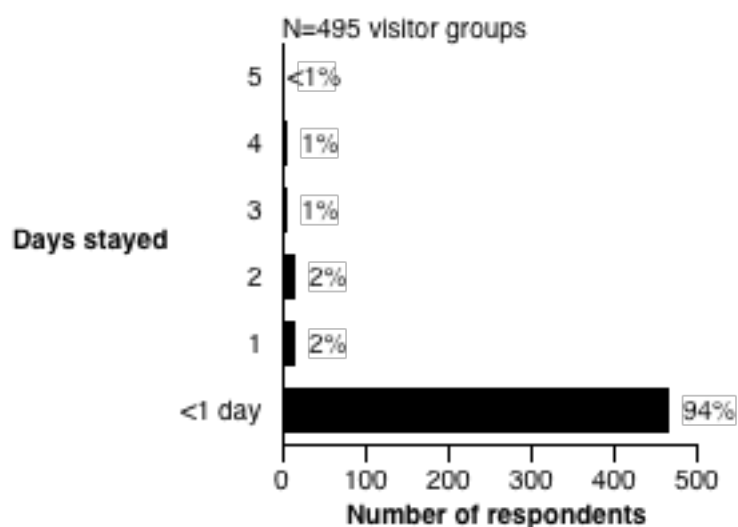


Figure 6: Length of stay (days)

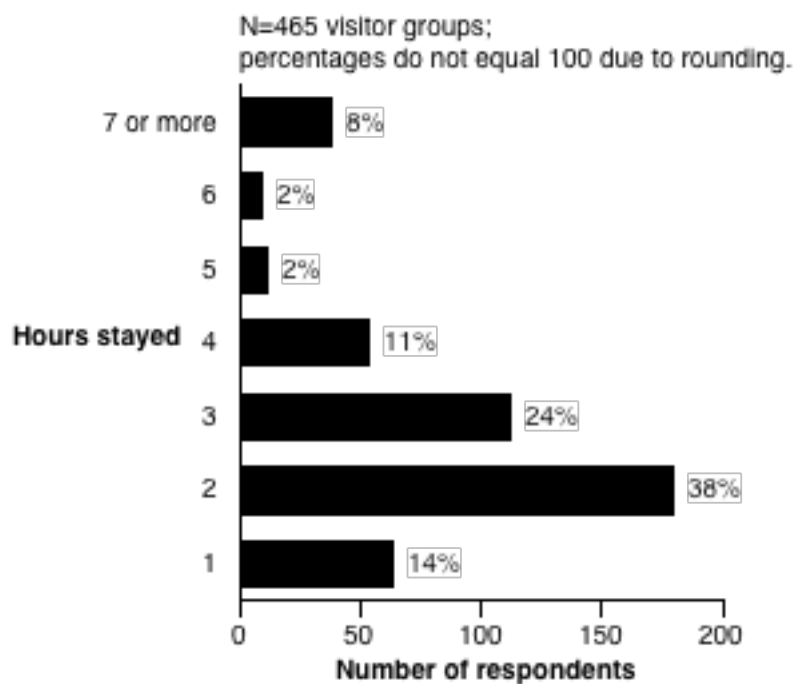


Figure 7: Length of stay (hours)

Common visitor activities on this visit were viewing scenery (97%), taking photographs (93%), visiting the visitor center (82%), and viewing wildlife (76%), as shown in Figure 8. On this visit, visitors also mentioned participation in junior ranger programs, swimming, ranger presentations and programs, hayride, biking, horseback riding, driving, video taping, Volksmarch, and visiting with other travelers as activities.

Activities

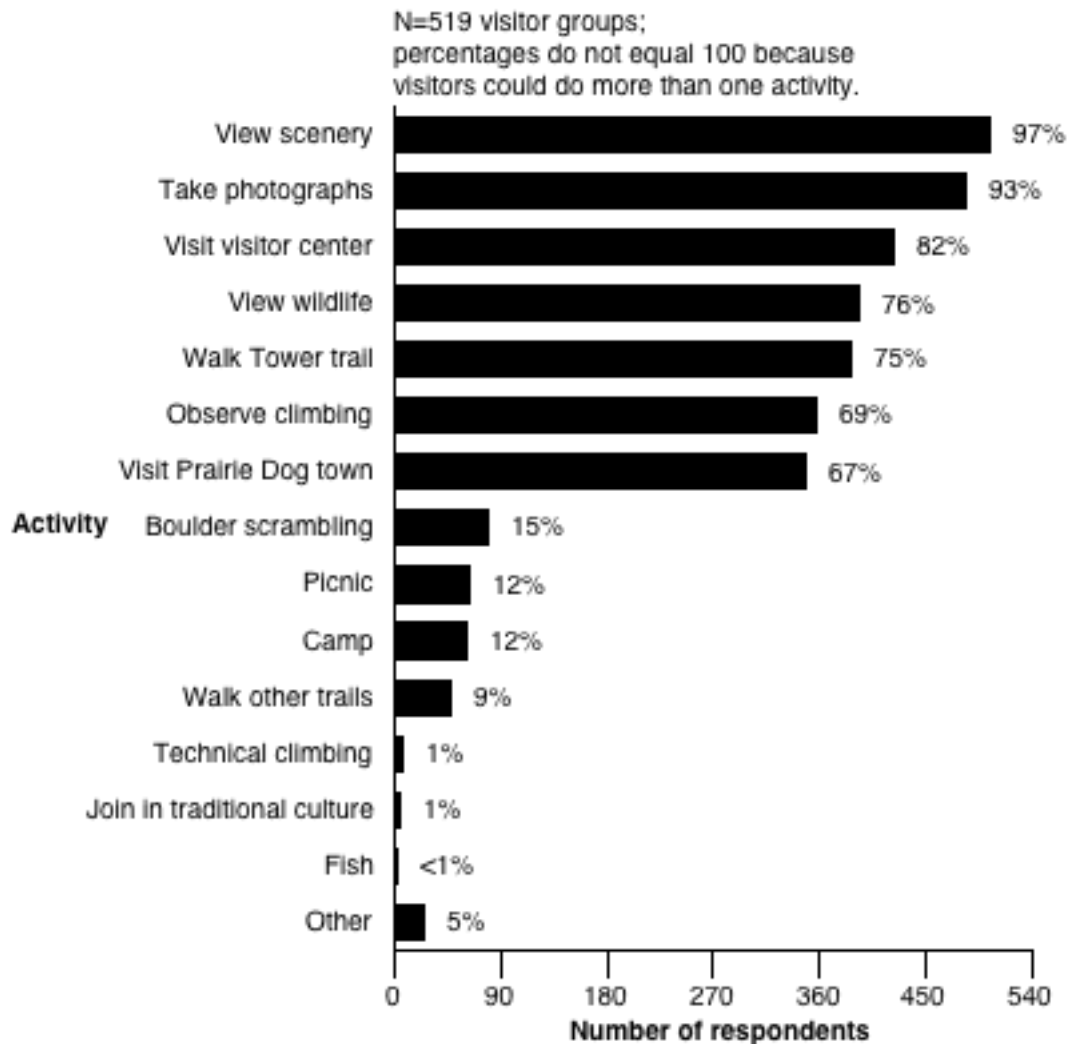


Figure 8: Visitor activities

**Sources of
park
information**

Prior to visiting, the most often used sources of information about the park were maps and brochures (46%), travel guides and books (43%), friends or relatives (32%) and previous visits (26%), as shown in Figure 9. Five percent had received no information prior to their visit.

"Other" sources of information included schools, other people, tour guides, books and the internet.

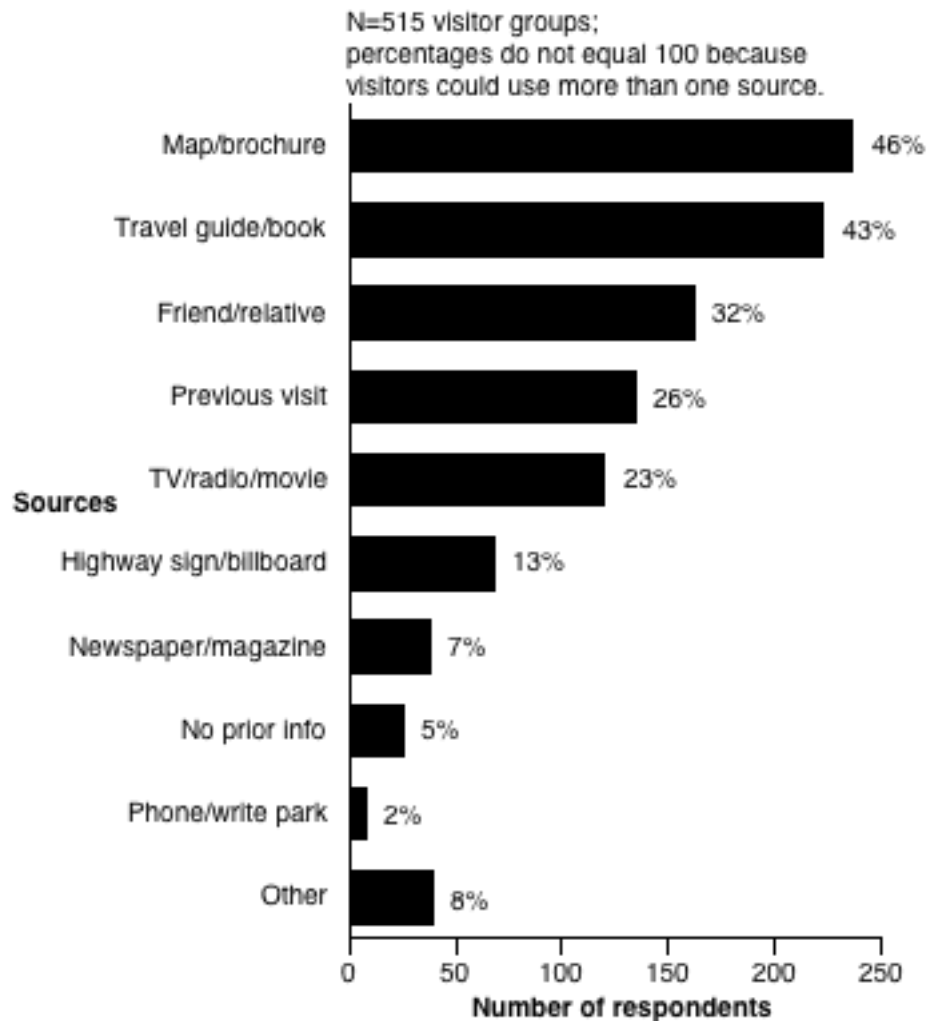


Figure 9: Sources of planning information

The most common form of transportation used to get to Devils Tower was a car or van or truck (88%), as shown in Figure 10. Also, visitor groups arrived at the park via motor homes (7%) and vehicles pulling trailers (6%). "Other" forms of transport mentioned were tour buses and a school bus.

Forms of transportation

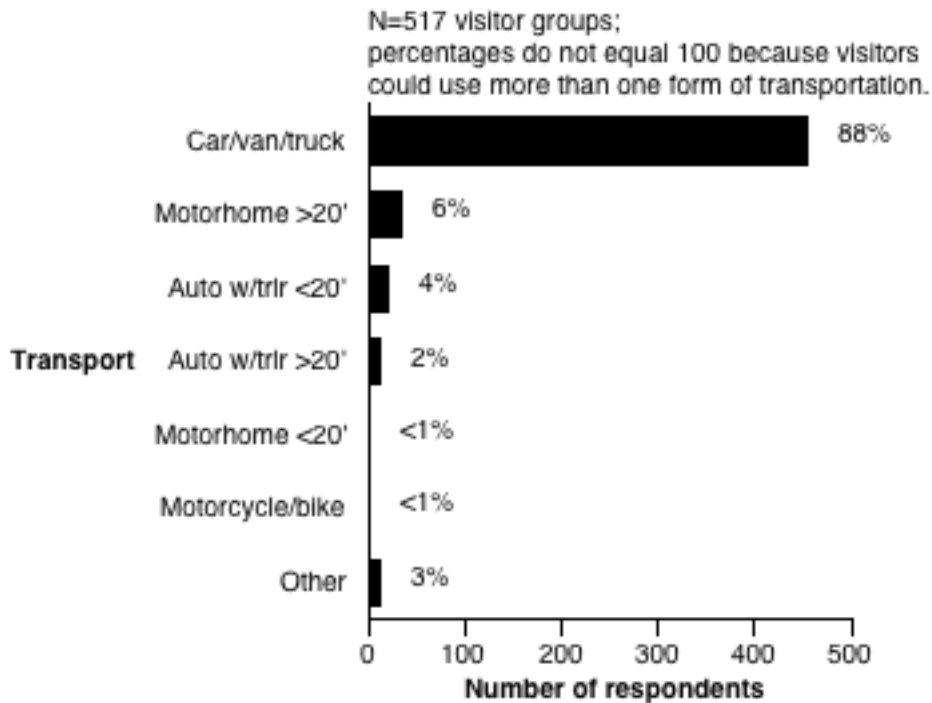


Figure 10: Forms of transport used by visitors

**Arrival and
departure
routes**

The majority of visitor groups (56%) arrived from Highway 14 through Sundance (see Figure 11). Many (49%) departed the park on Highway 14 through Moorcraft (see Figure 12). Forty percent of the visitor groups left Devils Tower on Highway 14 and drove through Sundance. The minority of visitors traveled Highway 24 through Hulett to either arrive at (13%) or depart from (11%) the park.

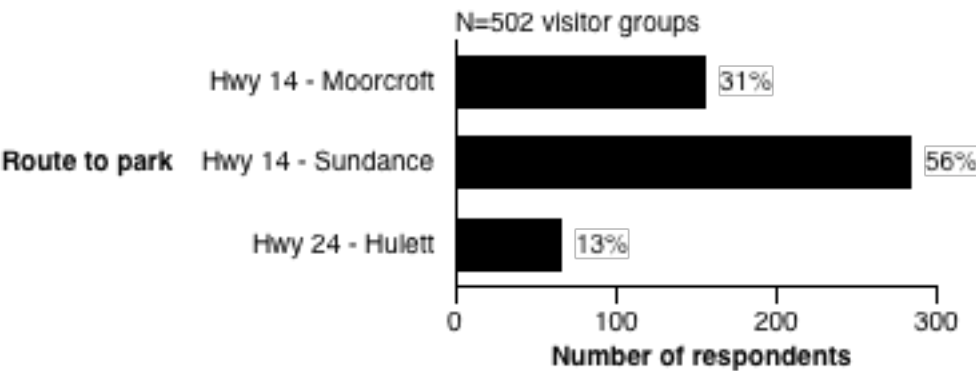


Figure 11: Routes visitors took to arrive at park

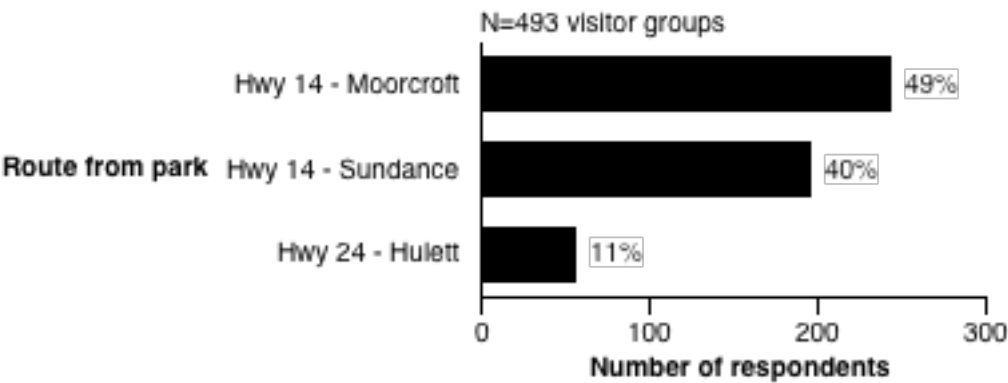


Figure 12: Routes visitors took to depart from park

Visitors were asked "On this trip to Devils Tower National Monument, what other parks did you and your group visit or plan to visit?" Figure 13 shows the most popular park was Mt. Rushmore (87%). The least chosen were Keyhole State Park (4%) and Bear Butte State Park (3%). Table 4 shows the most mentioned "other" parks were Crazy Horse/Black Hills National Forest, Glacier NP and Rocky Mountain NP.

Other sites visited

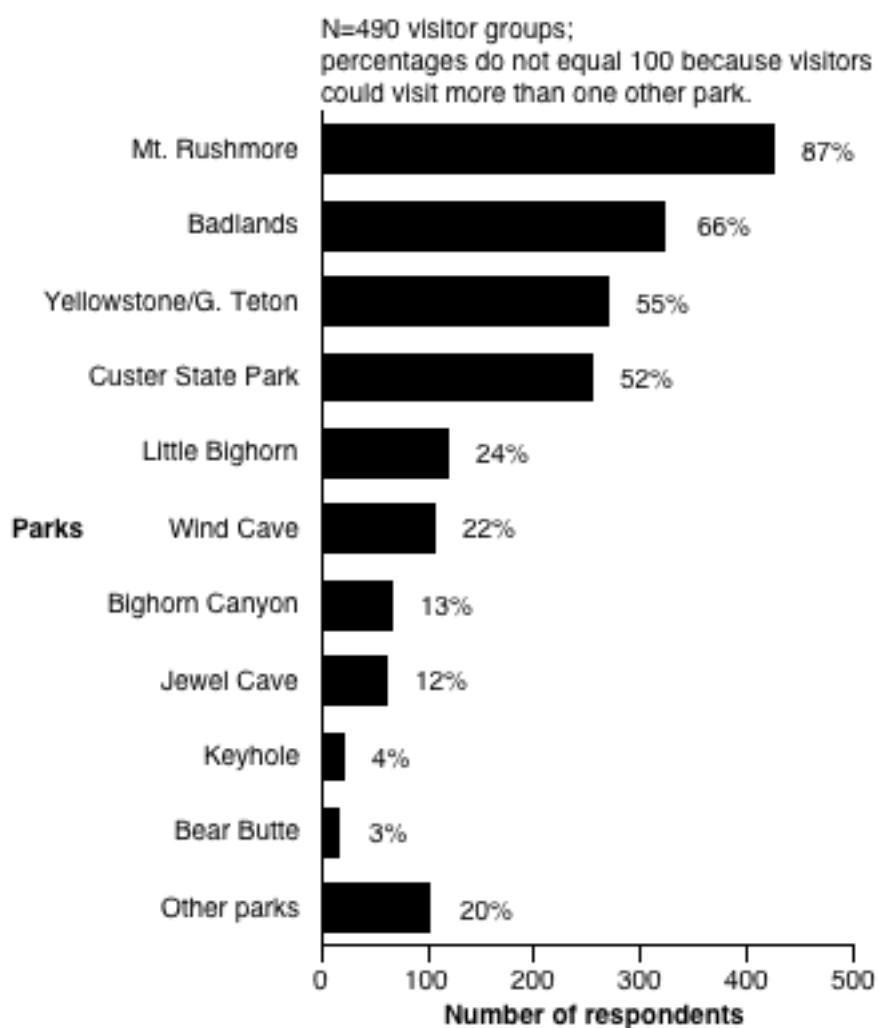


Figure 13: Other parks visited besides Devils Tower NM

Table 4: Additional sites visitors visited or planned to visit

N=159 places

Sites	Number of times mentioned
Crazy Horse/Black Hills National Forest	25
Glacier NP	21
Rocky Mountain NP	15
Grand Canyon NP	10
Dinosaur NM	7
Arches NP	5
Bryce Canyon NP	5
Crater Lake NP	5
Theodore Roosevelt NP	5
Canyonlands NP	4
Mesa Verde NP	4
Yosemite NP	4
Zion NP	4
Bighorn National Forest	3
Craters of the Moon NM	3
Redwood NP	3
Flaming Gorge	2
Mammoth	2
Olympic NP	2
Scotts Bluff NM	2
Sequoia NP	2
Other sites (26 areas)	26

The most often stated reasons for visiting Devils Tower were to view geologic features (83%), visit the nation's first national monument (40%), view wildlife (39%) and view the place where "Close Encounters of the Third Kind" was filmed (34%), as shown in Figure 14. "Other" reasons cited by visitor groups were because it was on their travel route, they were at a family outing/reunion, to see the beauty of the monument, it was recommended by others, to watch climbers, for recreation, to learn about the NPS, because they were on a tour and to learn more about American Indians.

Reasons for visit

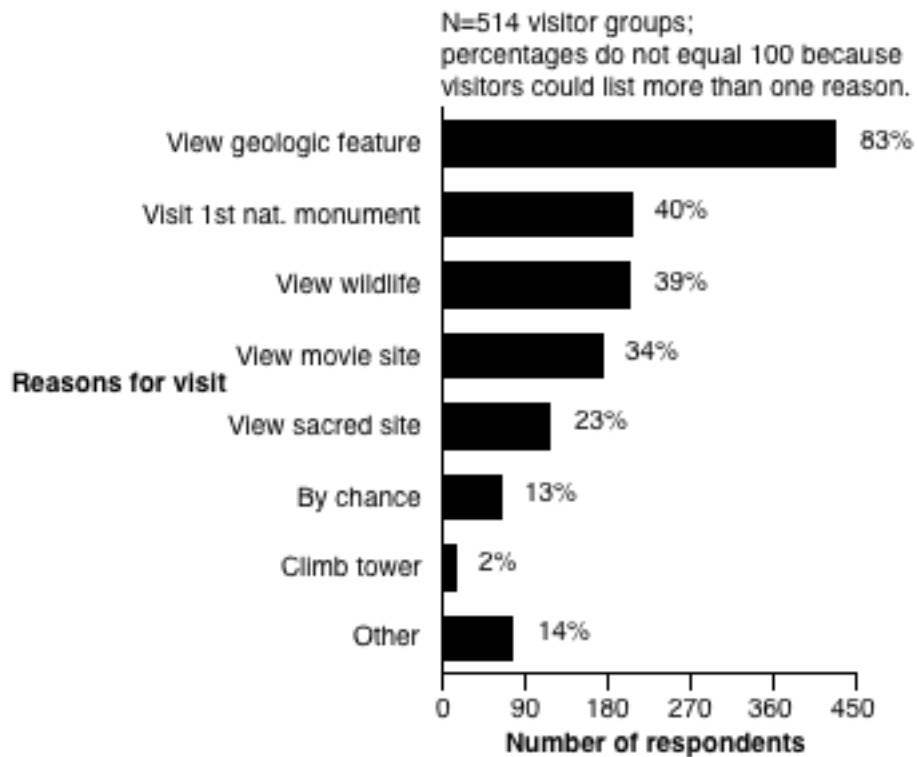


Figure 14: Reasons for visit to Devils Tower NM

Expenditures

Visitors were asked to approximate their expenditures within a 40-mile radius of Devils Tower NM. They were asked to estimate the amount they spent on lodging (hotel, motel, camping, etc.), travel (gas, rental car, etc.), food (restaurant, groceries, etc.) and other items (souvenirs, film, gifts, etc.).

Fifty-two percent of the visitor groups had total expenditures up to \$50 during their visit (see Figure 15). Fourteen percent of the visitor groups said they spent no money, while 4% spent \$251 or more. Figure 16 illustrates that the greatest proportion of money was spent on "other" items (28%).

Sixty percent of visitor groups did not spend money on lodging (Figure 17). Most visitor groups reported spending less than \$25 for travel (85%), food (79%) and "other" items (83%), as shown in Figures 18, 19 and 20, respectively.

During their visit to the Devils Tower NM area, the average visitor group expenditure was \$60. The average per capita expenditure was \$19. The median visitor group expenditure (that is-50% who spent more, 50% who spent less) was \$30.

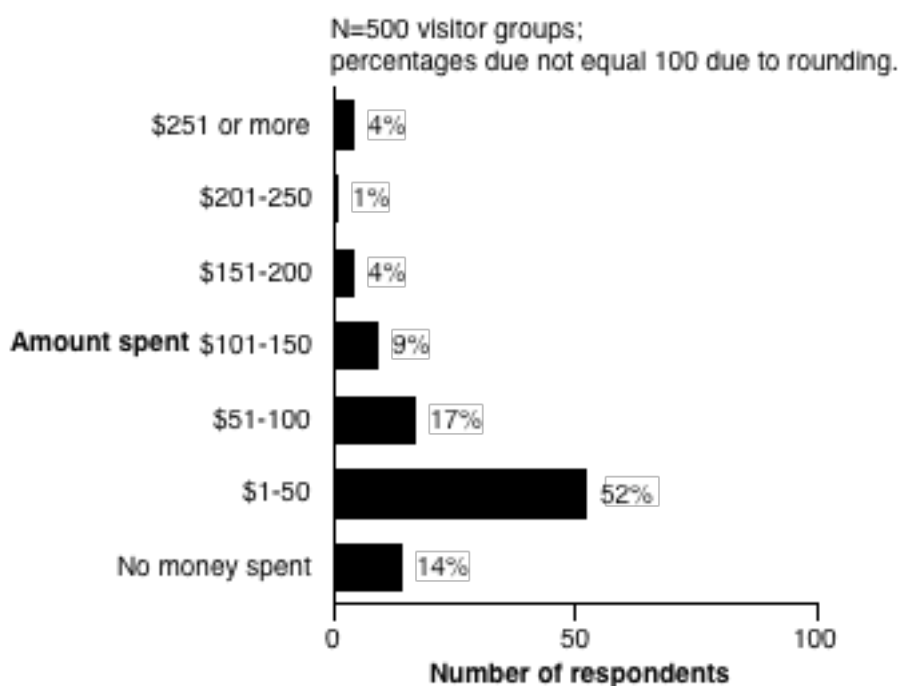


Figure 15: Total expenditures in the Devils Tower NM area

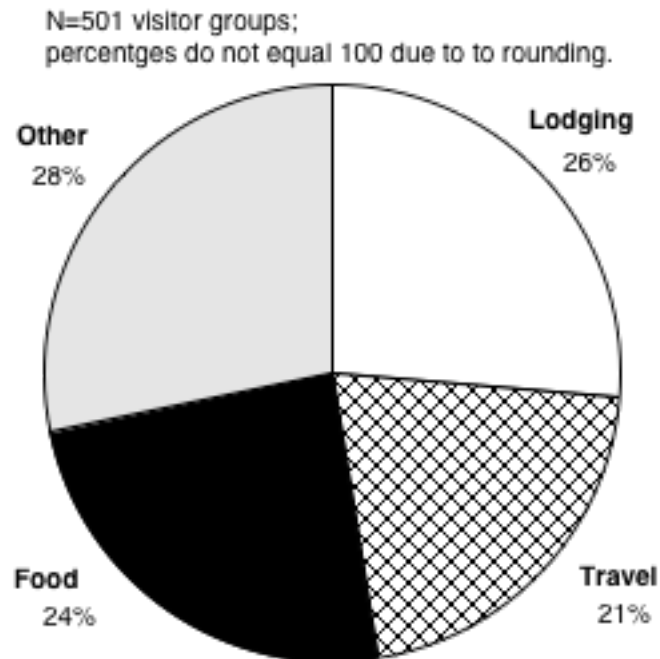


Figure 16: Expenditures by category

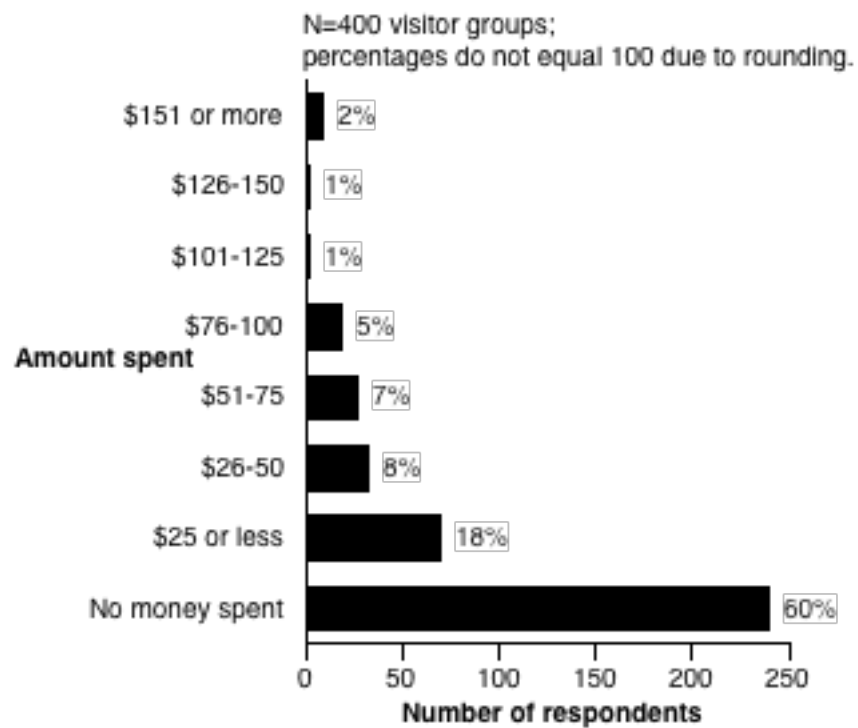


Figure 17: Lodging expenditures

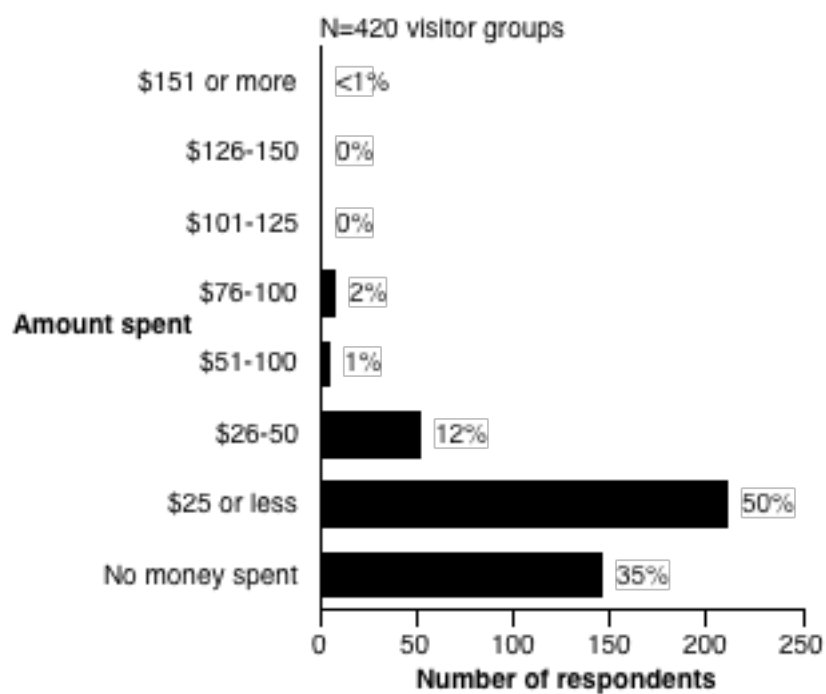


Figure 18: Travel expenditures

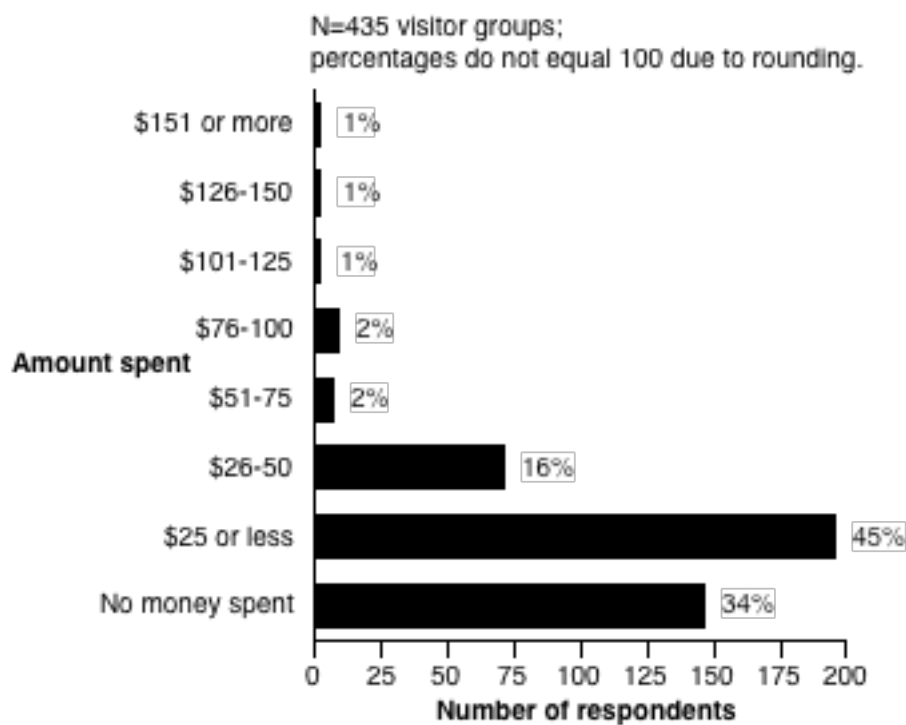


Figure 19: Food expenditures

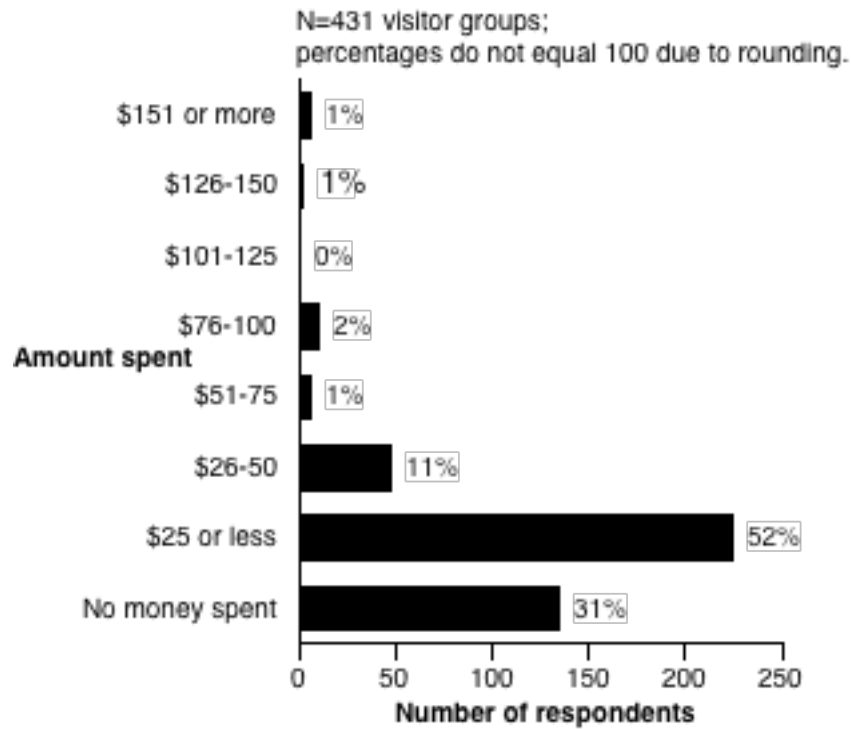


Figure 20: "Other" expenditures

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

The most commonly used services and facilities by Devils Tower visitors were the parking (91%), visitor center (86%), restrooms (79%), trails (71%) and park map/brochure (62%), as shown in Figure 21. The least used services and facilities were the Joyner Ridge area (2%) and the park radio information station (3%).

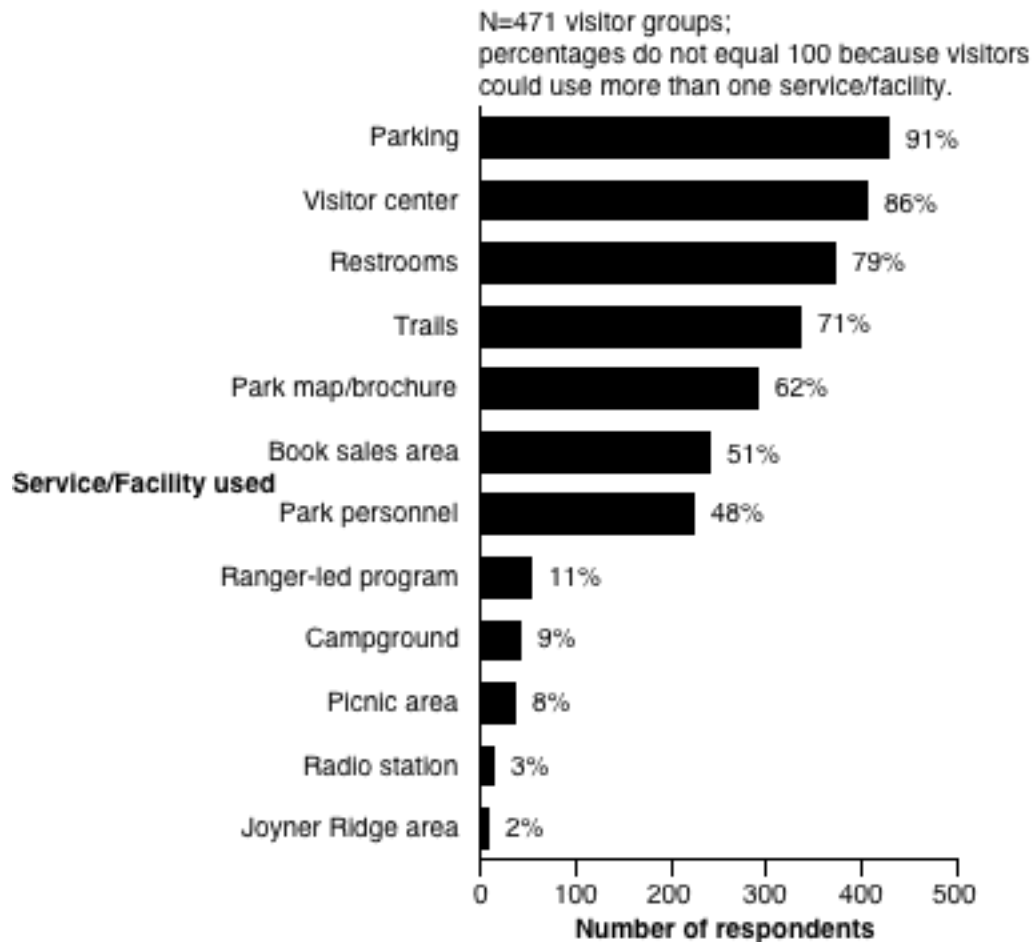


Figure 21: Use of services and facilities

Visitors rated the importance and quality of each of the services and facilities that 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 22 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 22. All services and facilities were rated above average in importance and quality.

NOTE: Joyner Ridge Area and the park radio information station were not rated by enough visitors to provide reliable data.

Figures 23-34 show that several services and facilities received the highest "very important" to "extremely important" ratings: park personnel (86%), restrooms (84%), trails (83%) and campground (83%). The highest "not important" rating was for trails (9%).

Figures 35-46 show that several services and facilities were given high "good" to "very good" quality ratings: park personnel (88%), campground (86%), trails (85%), and park brochure/map (84%). The services and facilities which received the highest "very poor" quality ratings were trails, parking and ranger-led programs (each at 8%).

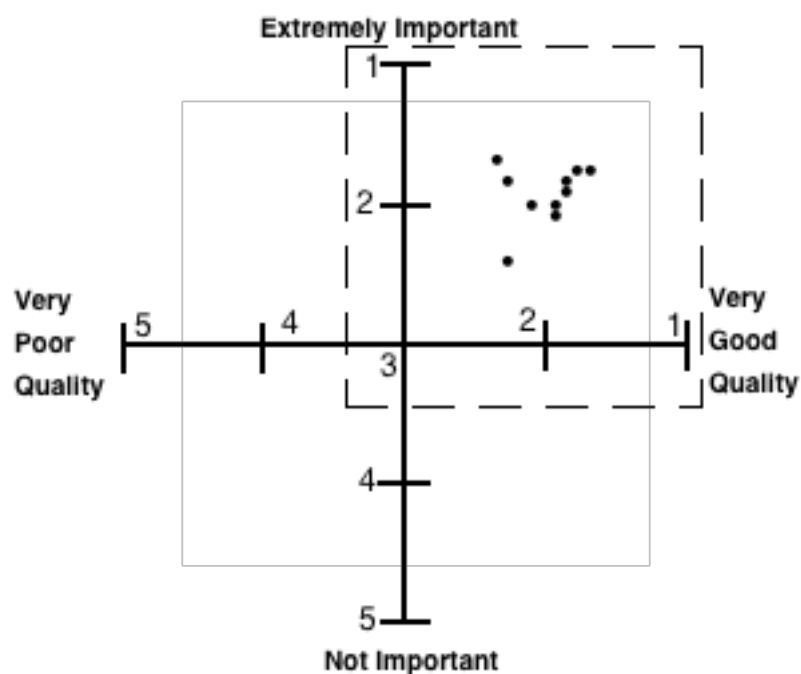


Figure 22: Average ratings of quality and importance for visitor services and facilities

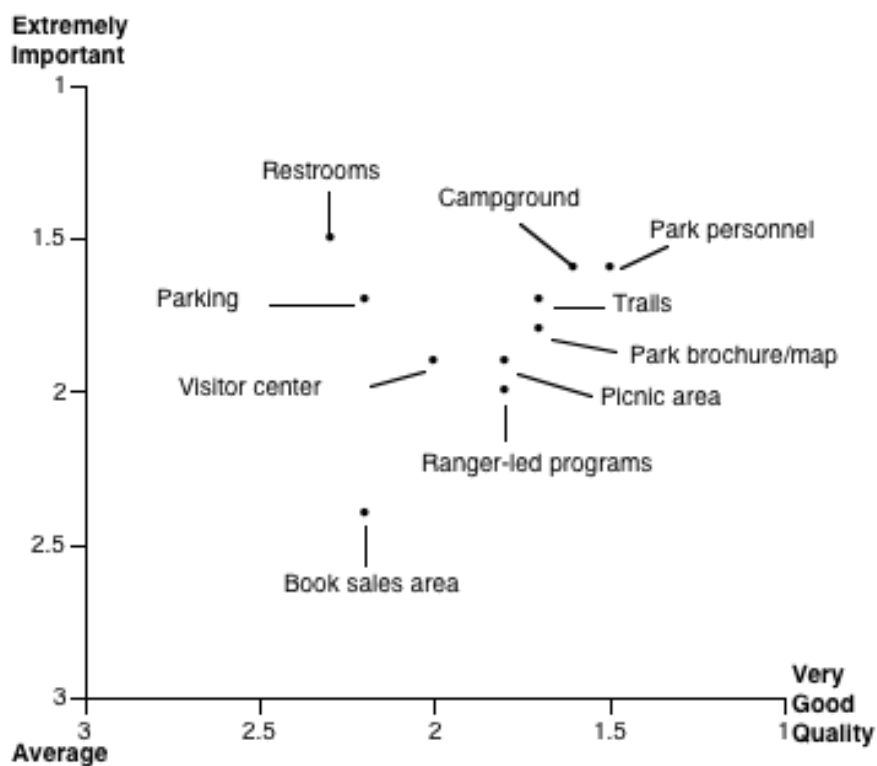


Figure 22: Detail of ratings

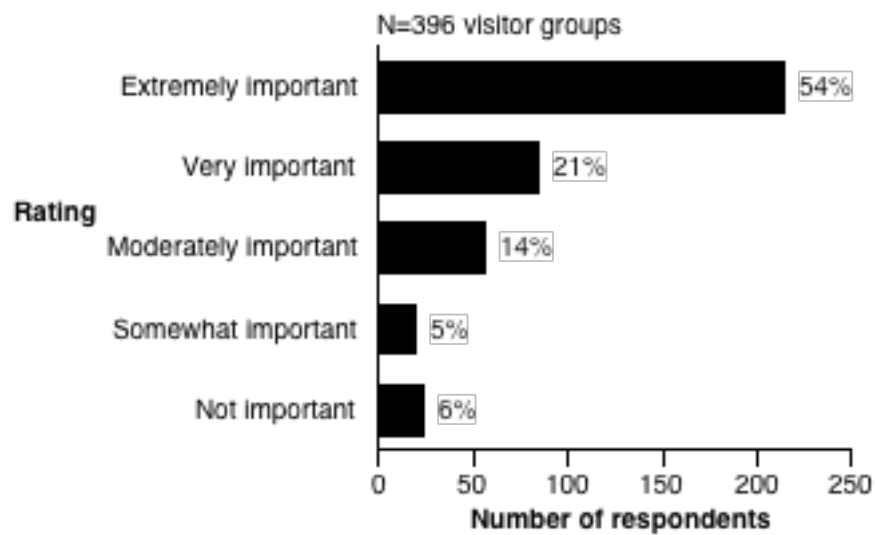


Figure 23: Importance of visitor center

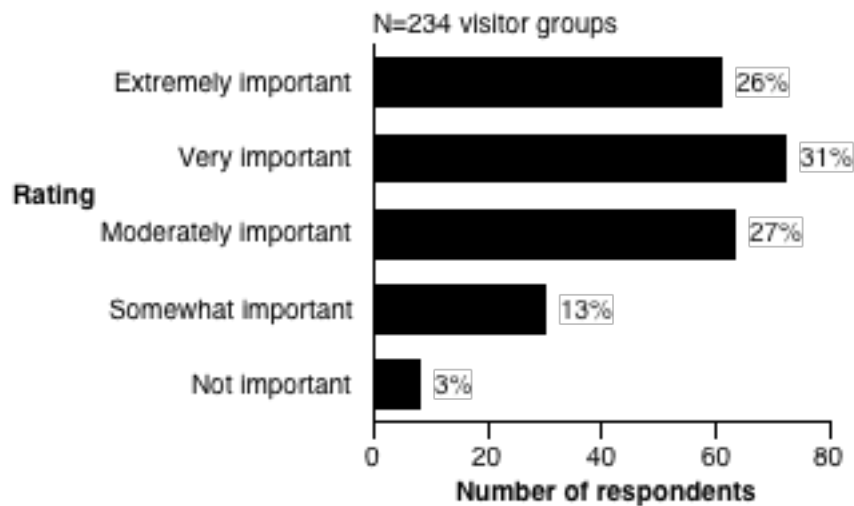


Figure 24: Importance of book sales area

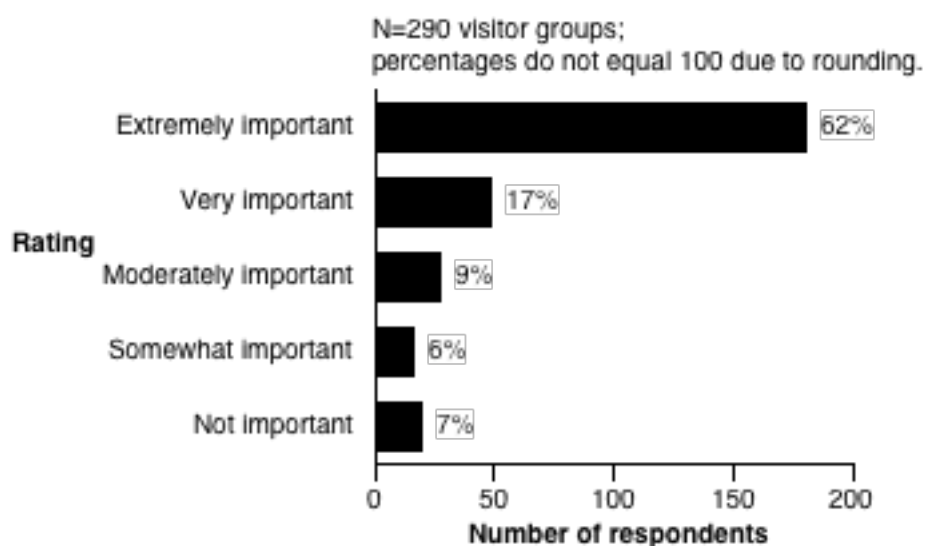


Figure 25: Importance of park brochure/map

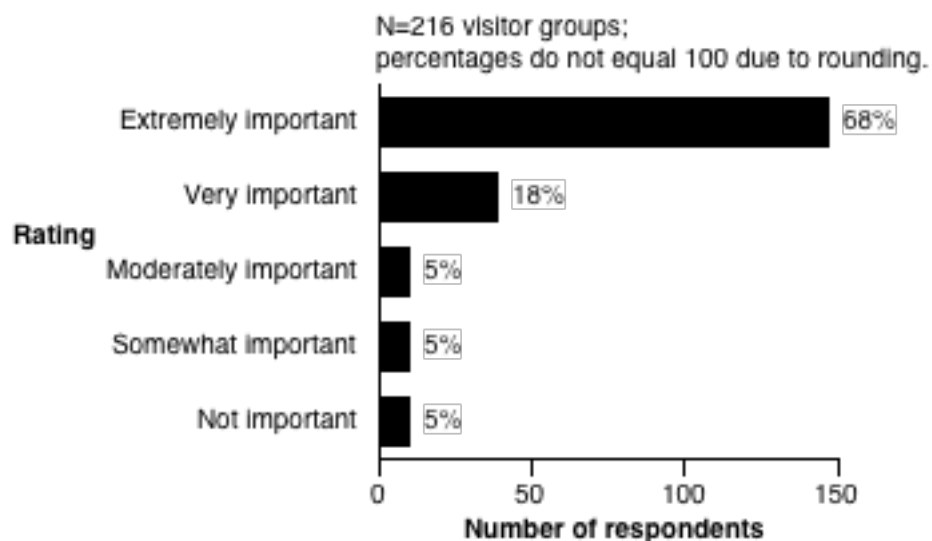


Figure 26: Importance of park personnel

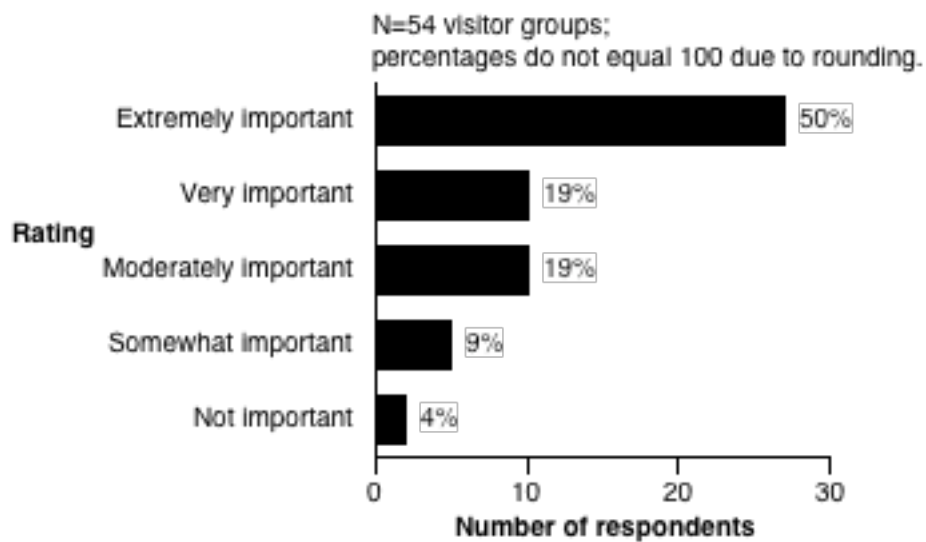


Figure 27: Importance of ranger-led programs

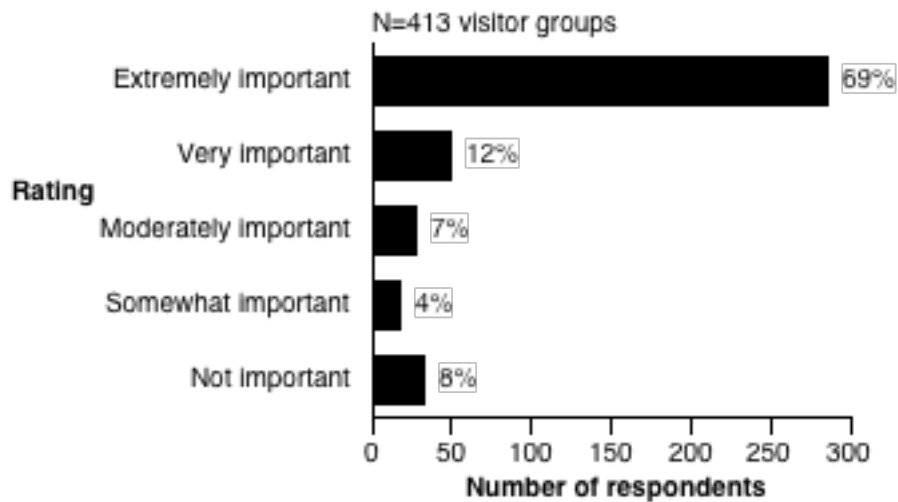


Figure 28: Importance of parking

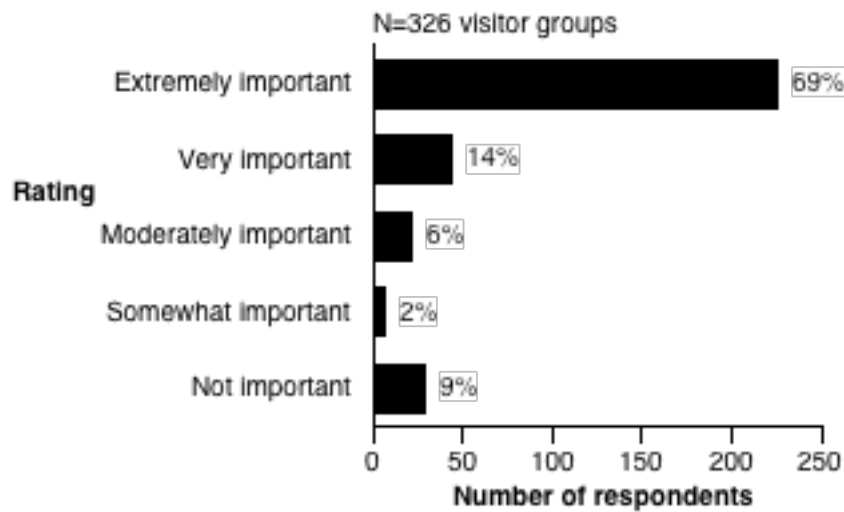


Figure 29: Importance of trails

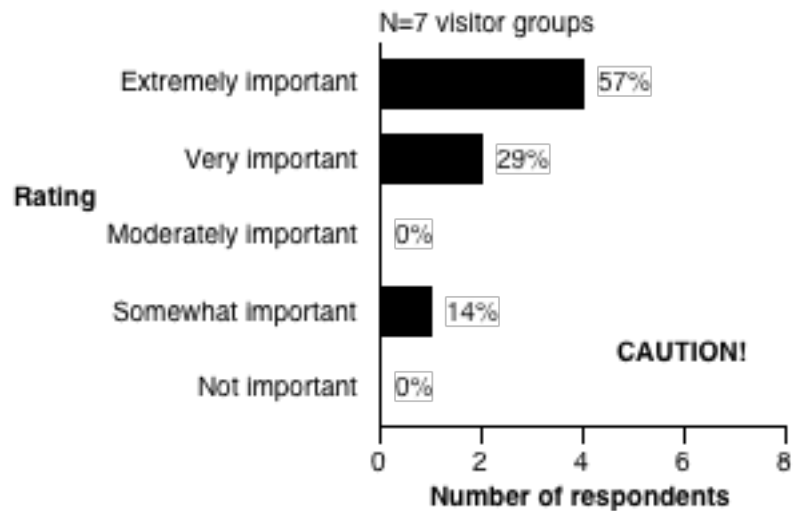


Figure 30: Importance of Joyner Ridge area

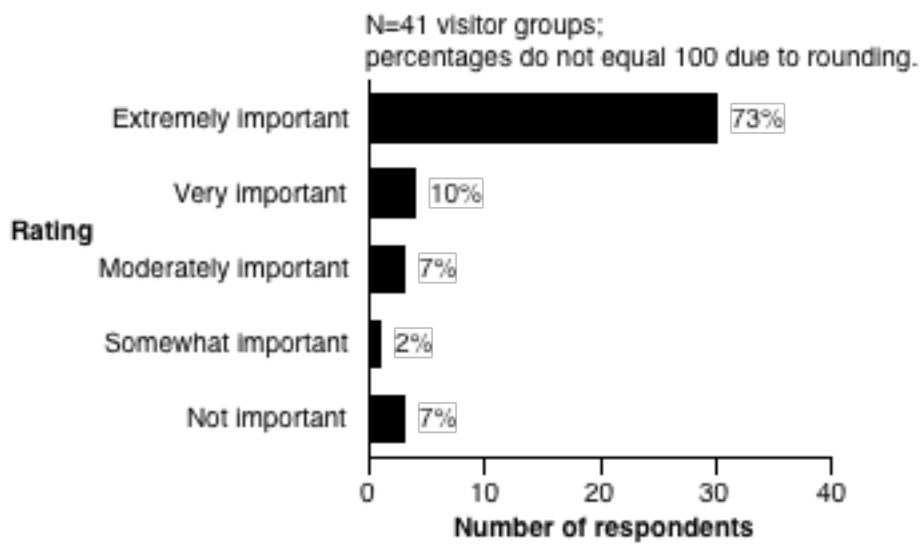


Figure 31: Importance of campground

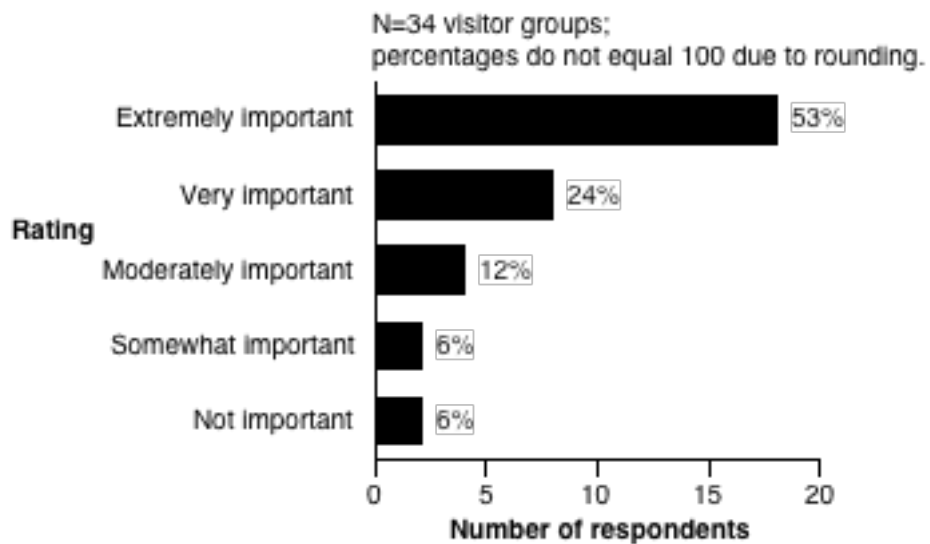


Figure 32: Importance of picnic area

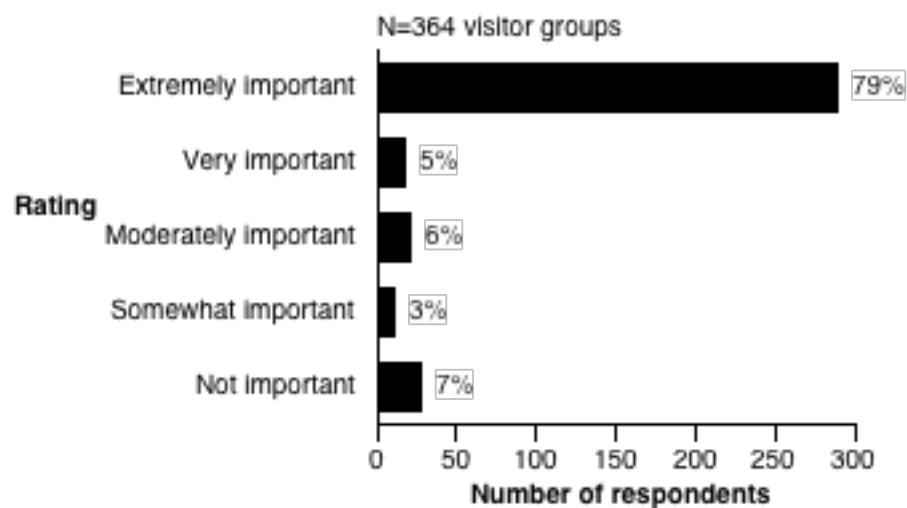


Figure 33: Importance of restrooms

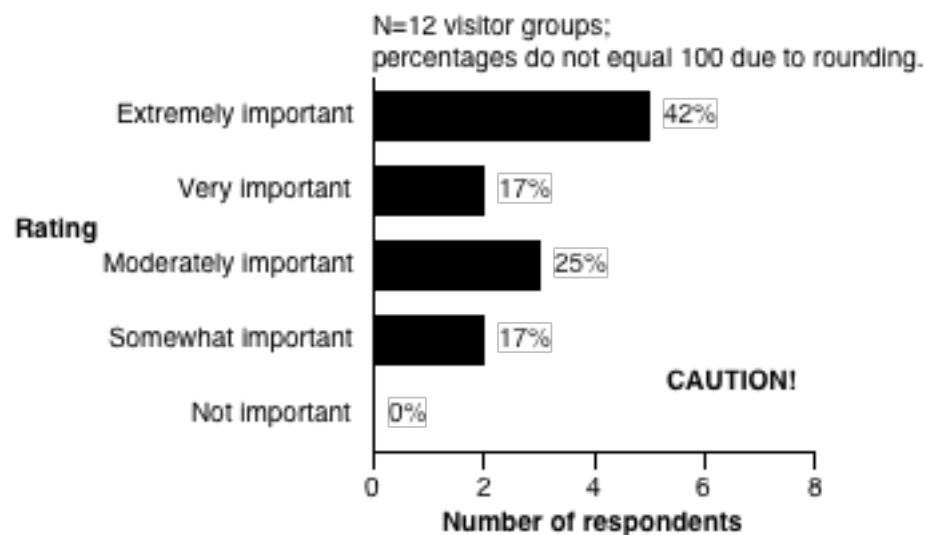


Figure 34: Importance of park radio information station

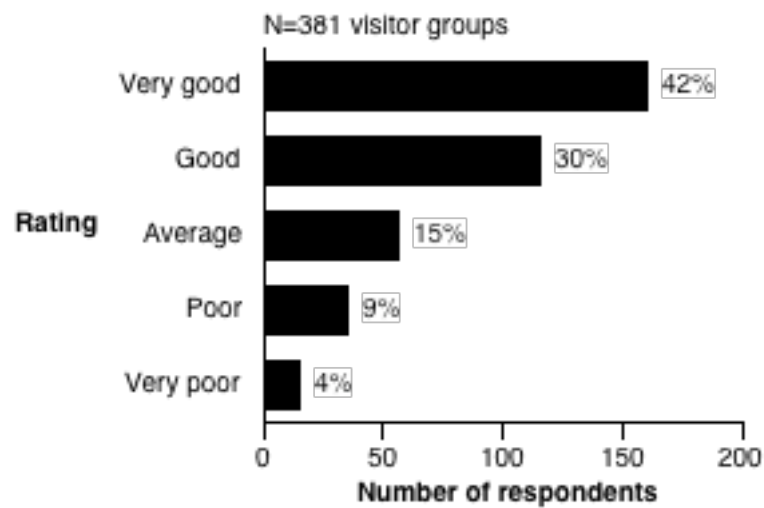


Figure 35: Quality of visitor center

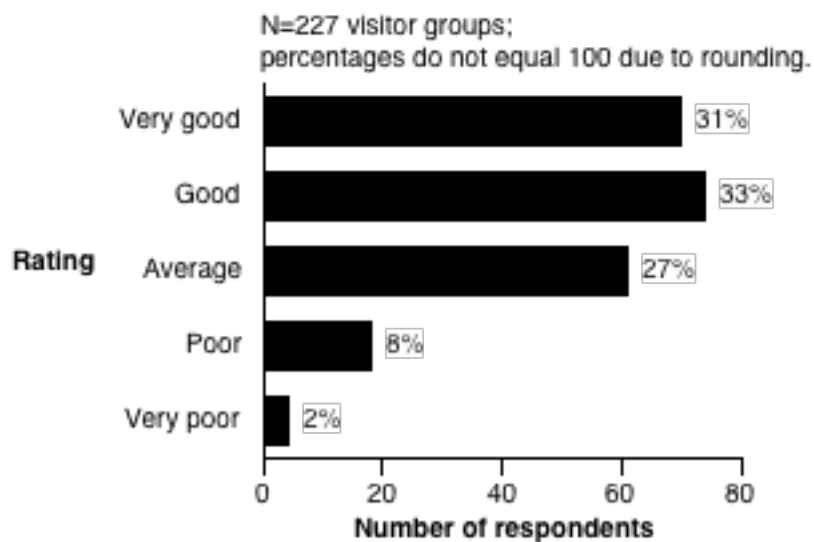


Figure 36: Quality of book sales area

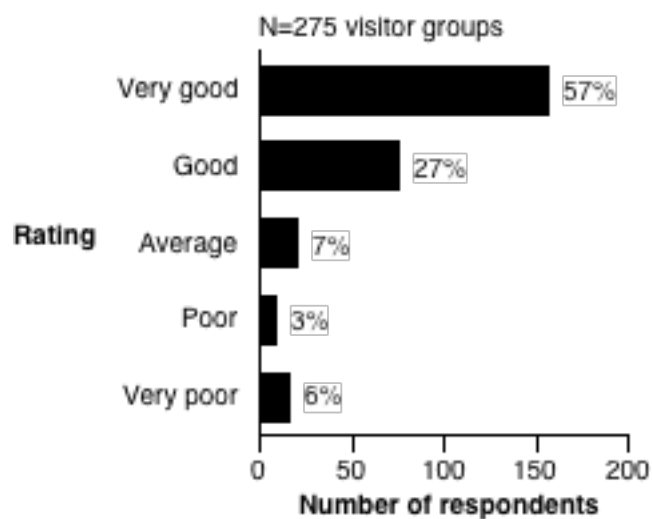


Figure 37: Quality of park brochure/map

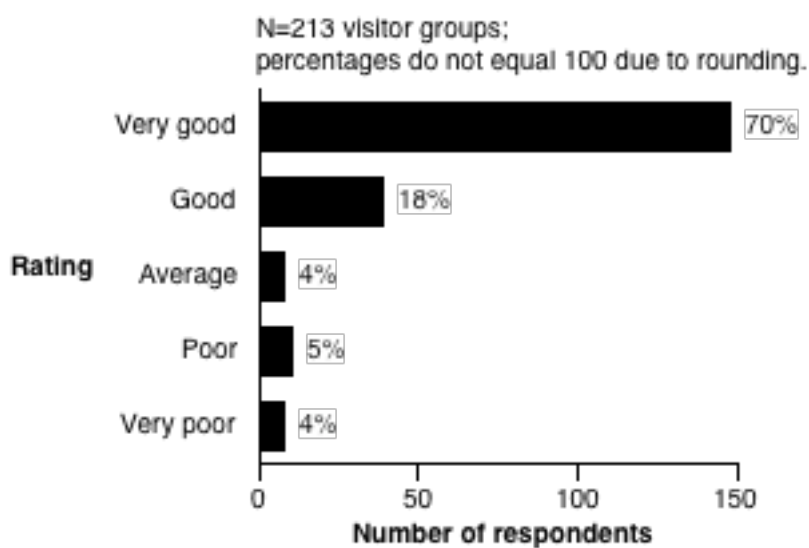


Figure 38: Quality of park personnel

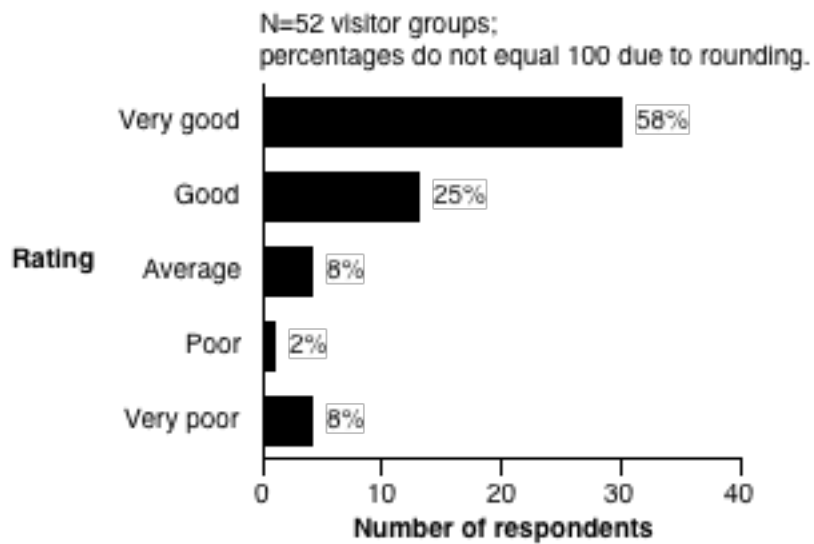


Figure 39: Quality of ranger-led programs

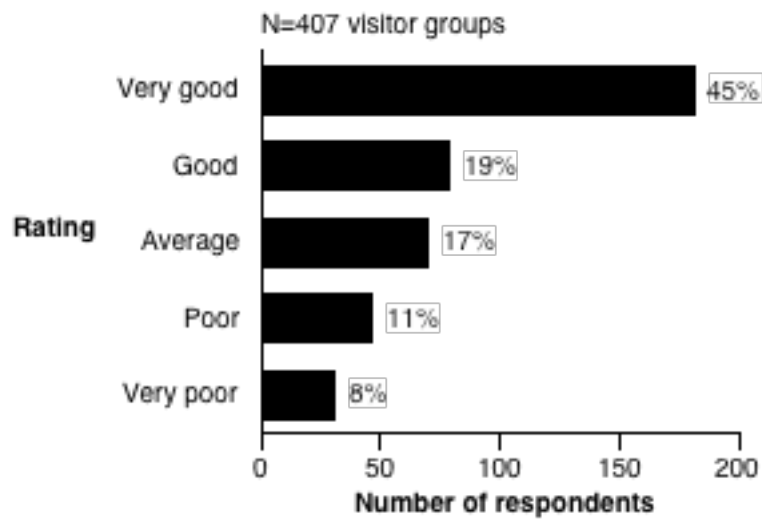


Figure 40: Quality of parking

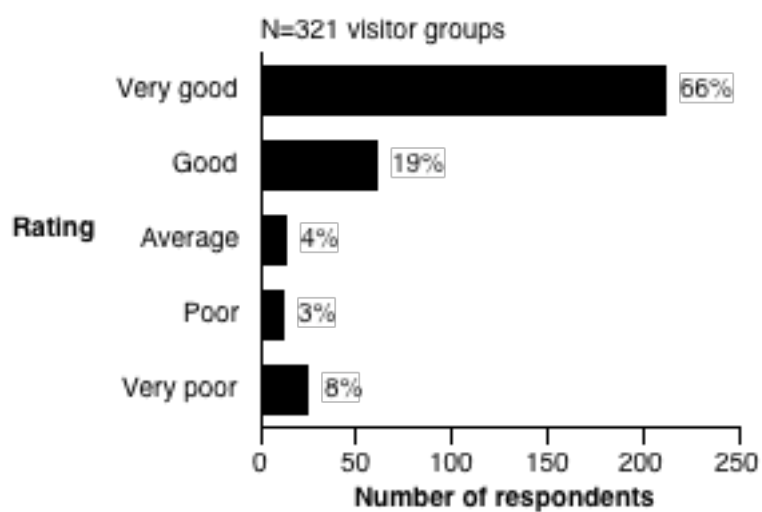


Figure 41: Quality of trails

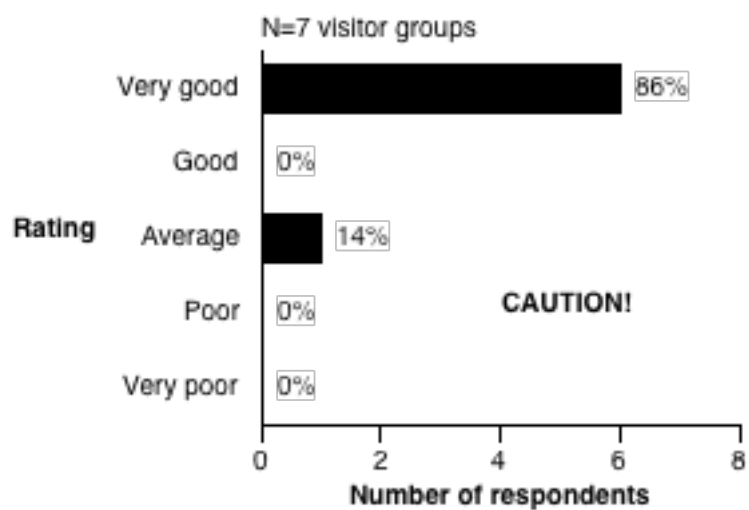


Figure 42: Quality of Joyner Ridge area

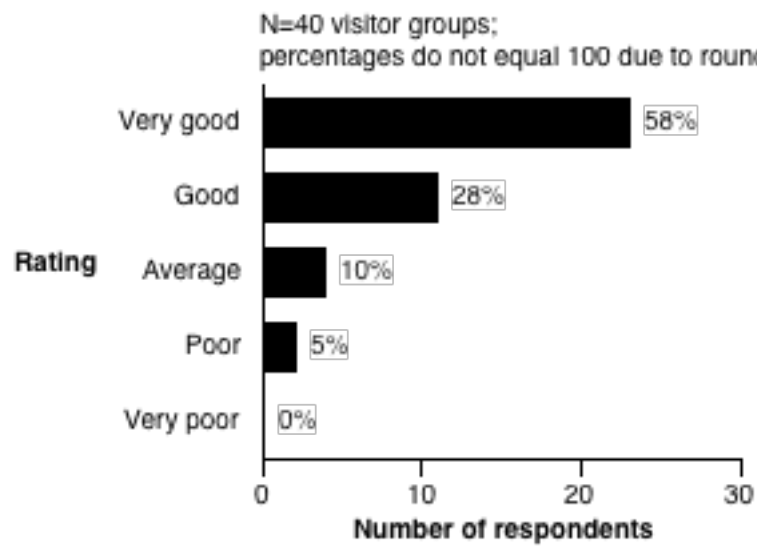


Figure 43: Quality of campground

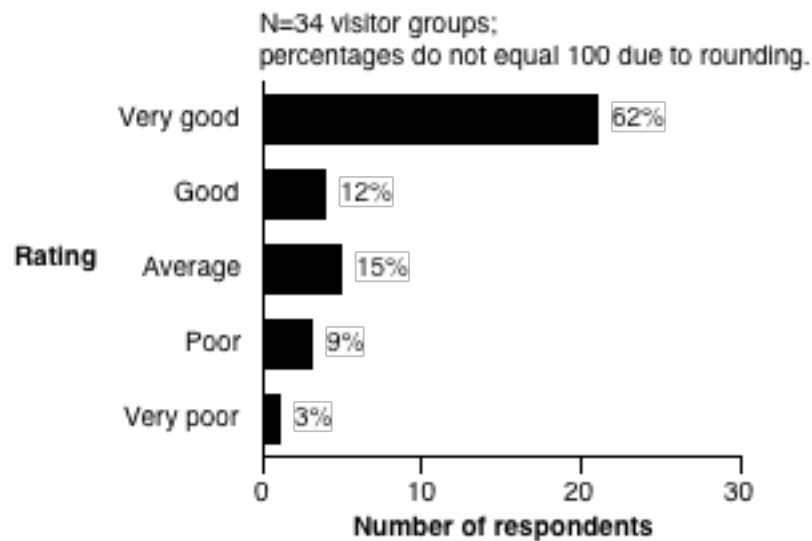


Figure 44: Quality of picnic area

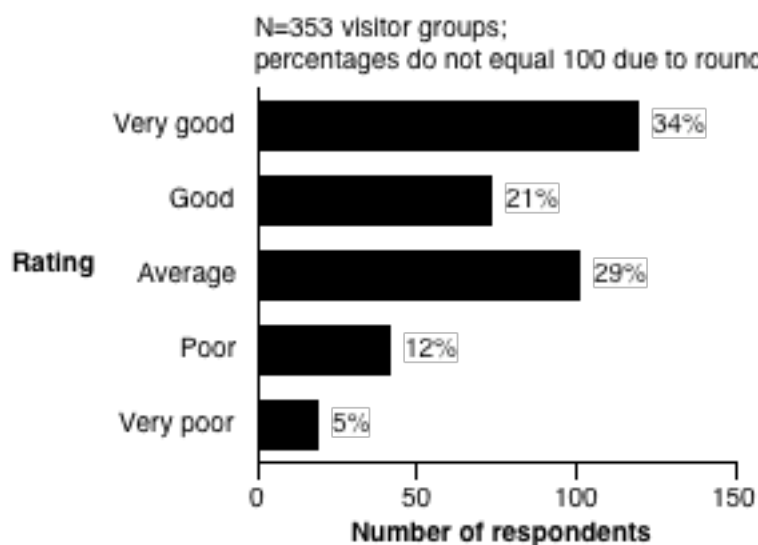


Figure 45: Quality of restrooms

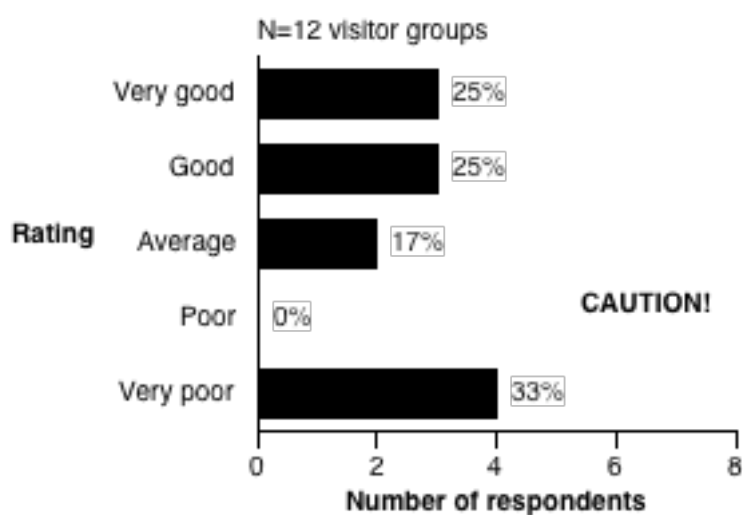


Figure 46: Quality of park radio information station

Visitors were asked to rate the overall quality of the visitor services provided at Devils Tower. Ninety percent of the visitor groups rated the park visitor services as "good" or "very good" (see Figure 47).

**Overall rating
of visitor
services**

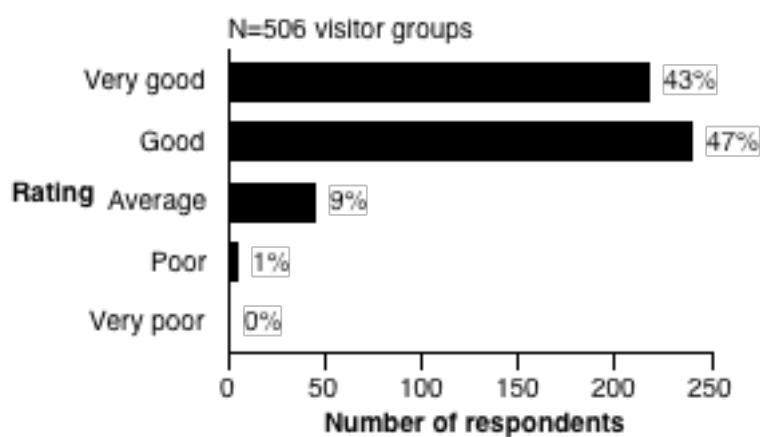


Figure 47: Overall rating of visitor services

**Awareness of
sacred site
and climbing
area status**

Visitors were asked, "Prior to this visit, did you know that Devils Tower is sacred to many American Indians?" Many visitors (48%) were aware of this, some (46%) were not aware and a few (6%) were not sure (see Figure 48).

Also, visitors were asked if they knew that Devils Tower is considered a premier technical climbing area. Sixty-one percent of visitor groups were unaware that this is considered a premier technical climbing area (see Figure 49).

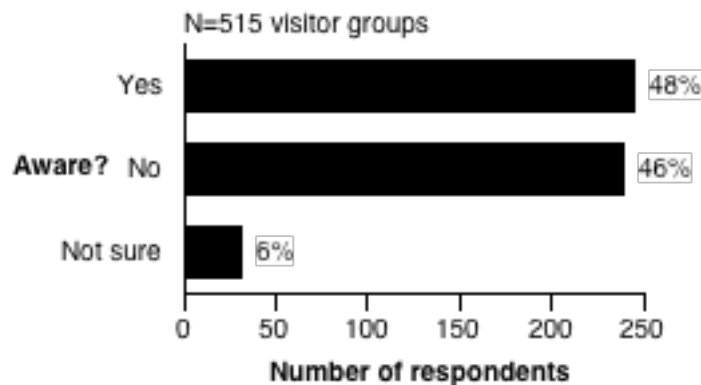


Figure 48: Aware that Devils Tower is sacred to American Indians

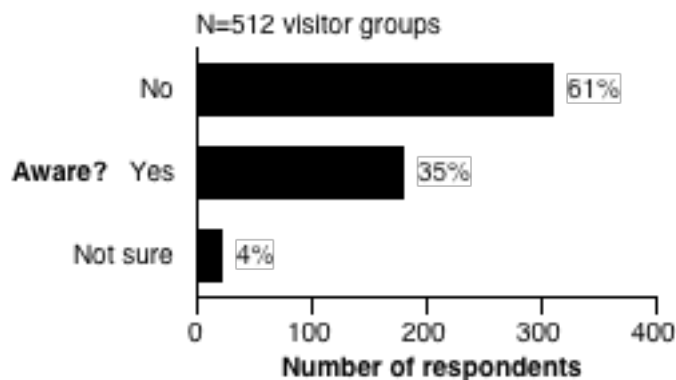


Figure 49: Aware that Devils Tower is considered a premier technical climbing area

Visitors were asked to consider the spiritual importance of Devils Tower to American Indians, then reflect what activities/facilities they felt may not be appropriate in the monument. In Figure 50, hammering climbing bolts and pitons in the tower was rated as the most inappropriate activity by responding visitor groups (79%).

**Opinions
about
inappropriate
activities**

"Other" comments are found in Table 5. 'Let the Indians decide what is appropriate' was the most frequent response.

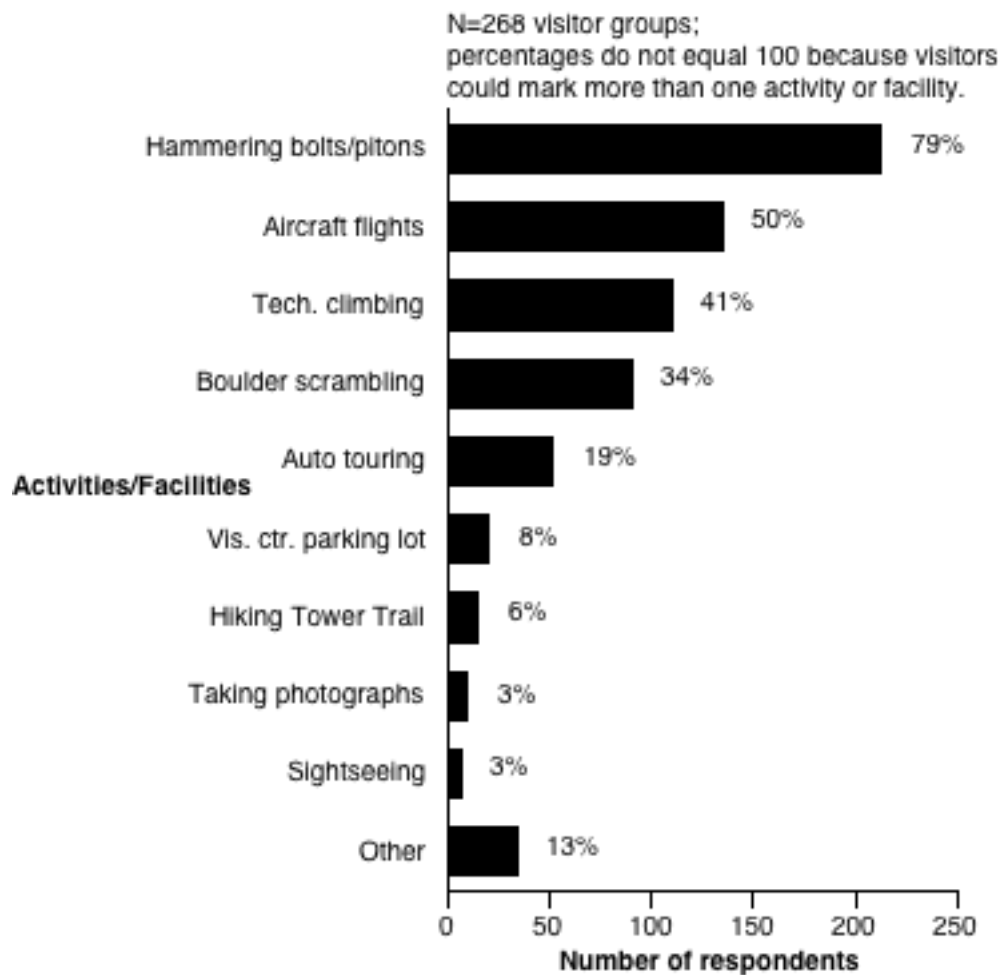


Figure 50: Activities/facilities rated as inappropriate in the monument

Table 5: Other activities/facilities rated as inappropriate in the monument

N=34 comments

Activities/facilities	Number of times mentioned
Let the Indians decide what is appropriate	12
Anything that would destroy the beauty	4
All of the above	1
Loud music	1
Removal of spiritual articles	1
Paving the Tower trail	1
Restrict climbing 2 or 3 months per year	1
Close site during ceremonies	1
Man-made articles on monuments	1
Noisy activities	1
Walking at prairie dog town	1
Food concessions	1
Sale of fireworks outside park gate	1
Forget the Indians-- allow climbing anytime	1
Handicap vehicle	1
Tourists in RVs	1
Charging admission	1
Commercial film making	1
Overnight camping	1
Graffiti	1

Visitors were asked, "In response to American Indians' beliefs and traditional cultural activities, the National Park Service has encouraged climbers not to climb on Devils Tower during the 30 days of June each year. Do you support this decision?" The majority of visitor groups (84%) supported the decision, 7% were opposed and 9% were unsure (see Figure 51).

Opinions about June climbing ban

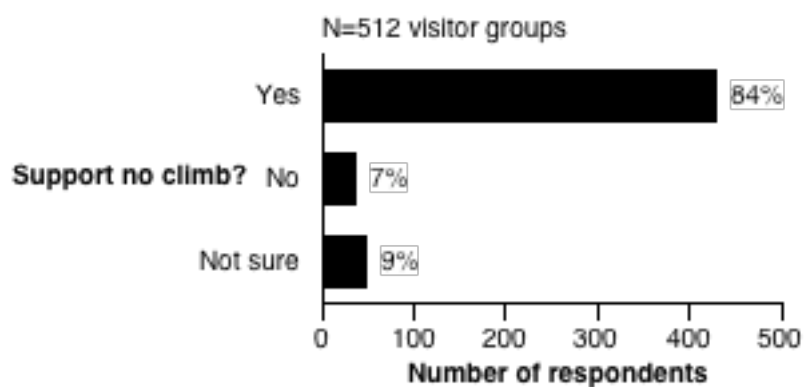


Figure 51: Visitors' opinions about June climbing ban

**Opinions
about shuttle
bus**

Visitors were asked if they would support a park proposal for a shuttle bus (see Figure 52). Many visitor groups (42%) were in strong support of this proposal. Over one-third of the visitors (35%) were not sure about the proposal.

When asked if they would pay a modest fee for the shuttle bus, 43% of the visitor groups said they would be willing to pay (see Figure 53). Over one-third (36%) said they would not be willing to pay and 21% were not sure.

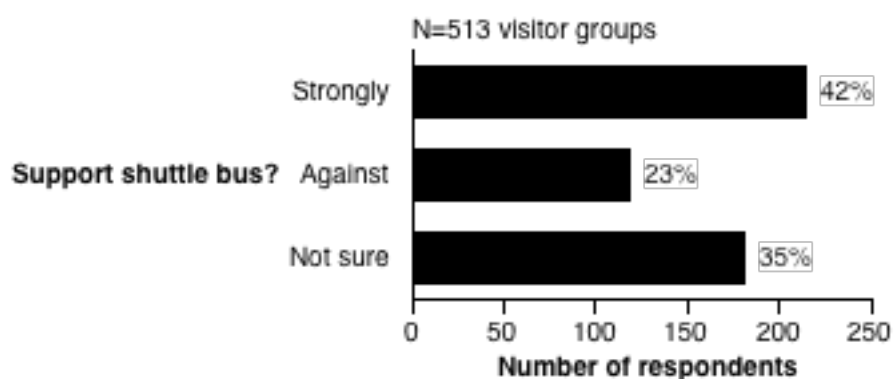


Figure 52: Visitors' opinions about shuttle bus

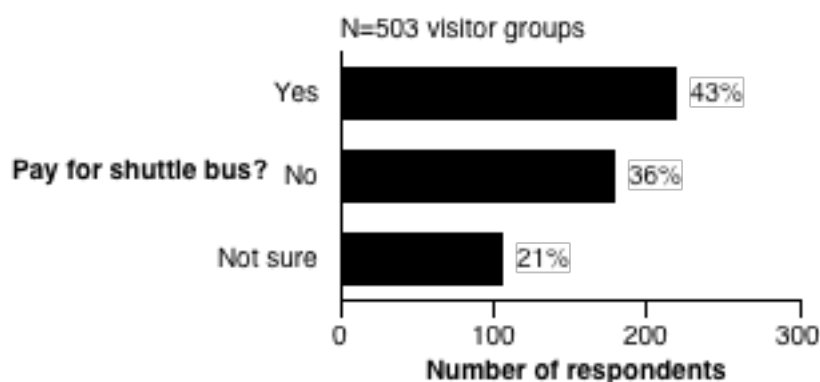


Figure 53: Visitors' opinions about shuttle bus fee

Visitors were asked if there were any noises loud enough to reduce their enjoyment of the monument. Figure 54 shows that the majority of visitor groups (89%) were undisturbed by noise. **Opinions about noise**

For those visitor groups disturbed by loud noises, unattended children were most often mentioned as the source (see Table 6).

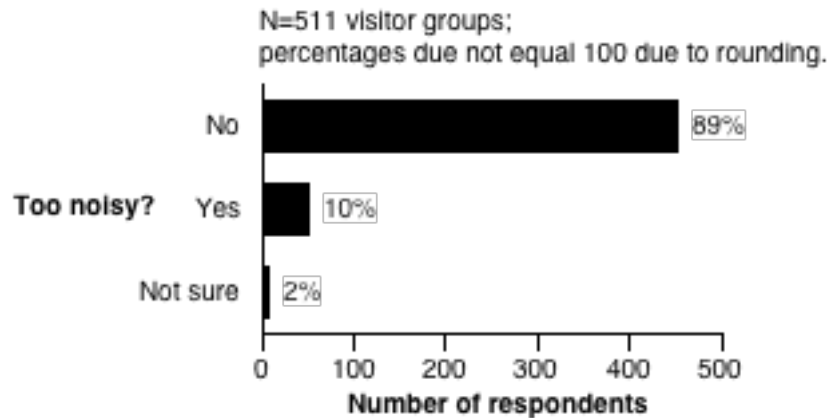


Figure 54: Visitors' opinions about noise

Table 6: Source of noise

N=52 responses

Source	Number of times mentioned
Unattended children	11
Loud people	7
Bus engines	5
Helicopter	5
Cars	4
Motorcycles	4
Parking lot	3
Barking dogs	2
Aircraft	2
Loud music	2
RV noise	2
Doors slamming	1
Traffic	1
Crowds at visitor center	1
People chasing prairie dogs	1
Climbers	1

Visitors were asked "If you were planning for the future of Devils Tower National Monument, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix. **Planning for the future**

Planning for the future

N=622 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More rangers on the trails	11
Hire American Indians	6
Other comment	1
INTERPRETIVE SERVICES	
More American Indian cultural information	23
More exhibits	12
Advertise more	10
Offer talks by American Indians	9
More ranger-led programs	8
More geological information	8
Provide demonstrations of Indian culture	6
More movies/videos	6
Offer guided tours	5
Clearer description of origin of park's name	4
Provide more prairie dog information/education	4
Expand bookstore items	3
Offer rock climbing classes	2
Other comments	15
FACILITIES AND MAINTENANCE	
More parking	38
Enlarge restrooms	33
Expand visitor center building	25
More RV parking	15
Improve parking	13
More hiking trails	11
Improve handicap access	10
Provide more viewing areas	8
Provide drinking water	8
Provide showers in campground	7
Improve restrooms	7
More campgrounds	7
Improve campgrounds	7
Improve trail signs	5
Provide high power telescopes for viewing	5
Keep park clean	4
Provide access to top of monument	4
Provide more shaded areas	4

Expand camping	3
More parking away from the monument	3
Provide benches on trails	3
Pave parking area	3
Move visitor center to highway	3
Provide bike trails	2
Do not pave trails	2
More trash receptacles on trails	2
Widen park roads	2
Other comments	19

POLICIES

Use shuttle bus system	33
Respect American Indian traditions	19
Ban climbing	14
Limit climbing	11
More enforcement	6
Limit RVs	5
Ban climbing in June	4
Close park during sacred events	3
Ban pets	3
Include American Indians in decision-making	3
Separate tent and RV camping	2
Ban rollerblading	2
Preserve climbing	2
Expand park boundaries	2
Ban helicopter flights above monument	2
Do not use shuttle bus system	2
Do not be politically correct	2
Other comments	12

RESOURCE MANAGEMENT

Limit commercialism	19
Stress preservation	13
Keep park multiple use	3
Build fence around prairie dogs	2

CONCESSIONS

Provide more food services	18
Expand gift shop	7
Provide lodging facilities	6
Do not provide food services	2
Other comment	1

GENERAL IMPRESSIONS

Do not change anything	23
Keep park sacred	9
Offer helicopter rides	3
Other comments	3

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments 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=371 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	25
Other comments	2
INTERPRETIVE SERVICES	
Provide more general information	2
Enjoyed ranger presentation	2
More American Indian cultural information	2
Improve ranger presentations	2
Other comments	7
FACILITIES AND MAINTENANCE	
Well-maintained	11
Park is clean	4
Excellent facilities	3
Restrooms too small	2
Other comments	10
POLICY	
Keep park multiple use	3
Do not use shuttle bus system	2
Entrance fee is too expensive	2
Other comments	8
RESOURCE MANAGEMENT	
Stress preservation	6
Limit commercialism	4
Park is not commercial	3
Enjoyed wildlife	2
Protect prairie dogs	2
Other comment	1
CONCESSIONS	
Offer more food services	4
Expand gift shop items	2
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit & worth the trip	75
Beautiful	24
Impressive	21
Enjoyed hiking trails	19
Thank you	14
Enjoyed watching climbers	11
We will return	10
Interesting/educational	10
Respect Native American culture	9
Children enjoyed park	9
Pleasant surprise	7
Enjoyed prairie dog town	7
Keep up the great work	6
Wish we had more time	5
Relaxing	4
Enjoyed climbing	3
Great view	3
Good luck	3
Unique	3
Other comments	14

Devils Tower National Monument Additional Analysis

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

Additional Analysis:

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--------------------------------|----------------------------|--------------------------------|
| • Source of information | • State of residence | • Service/ facility used |
| • Routes to and from park | • Country of residence | • Service/ facility importance |
| • Forms of transportation used | • Number of visits | • Service/ facility quality |
| • Other sites visited | • Sacred site | • Total expenditures |
| • Length of stay | • Premier climbing site | • Lodging expenditures |
| • Activities | • Inappropriate activities | • Travel expenditures |
| • Group size | • Climbing ban | • Food expenditures |
| • Guided tour group | • Shuttle bus proposal | • "Other" expenditures |
| • Group type | • Shuttle bus fee | • Reasons for visiting |
| • Age | • Noise | • Overall quality rating |

Database

A database has been created containing all the VSP visitor studies results from 1988 through the present. The database will be operational in April 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:mail, e:mail or fax and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/ send requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
208-885-7863
FAX: 208-885-4261**

QUESTIONNAIRE