

Great Smoky Mountains National Park

Visitor Studies Summer and Fall 1996

Report 92
Visitor Services Project
Cooperative Park Studies Unit



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University of Idaho



Great Smoky Mountains National Park Visitor Studies

Summer and Fall 1996

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Report 92

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Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Chris Wall, Kristin FitzGerald, Tanya Tarar, Steve Edwards, Mark Patterson, Professor Ben Tholkes and his students from Western Carolina University, students from the University of Tennessee, and the staff and volunteers of Great Smoky Mountains National Park for their assistance with this study. 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
Great Smoky Mountains National Park
Summer and Fall Report Summary

- This report describes the results of two visitor studies at Great Smoky Mountains National Park during July 7-13, 1996 and October 15-21, 1996. Total questionnaires distributed: 1191 in summer; 1158 in fall. Questionnaires returned: 919 in summer, 945 in fall. Response rate: 77% in summer; 82% in fall.
- This report profiles Great Smoky Mountains summer and fall visitors. Separate appendices have visitors' comments about their visit; this report and the appendices contain a comment summary.
- Family groups comprised 77% of summer visitors and 70% of fall visitors. Thirty-six percent of Great Smoky Mountains summer visitors were in groups of two, as were 55% of fall visitors. During both seasons, 1% were in guided tour groups; less than one percent were in school groups. Of summer visitors, 39% were aged 31-50 years and 27% were aged 15 years or younger. In contrast, 45% of fall visitors were aged 46-65 years and 8% were ages 15 or younger.
- Among Great Smoky Mountains visitors, 2% were international visitors during both seasons. About one-fourth (23% in summer and 26% in fall) were from England, as well as several other countries. United States visitors during both seasons were from Tennessee (17%) and many other states.
- In the past year, many summer visitors (62%) had visited once, compared to 56% of fall visitors. When asked how often they had visited during the past five years, 65% were repeat visitors in summer compared to 79% of fall visitors. Over half of the visitors in both seasons (54% in summer; 62% in fall) said the park was their primary destination. Over three-fourths of the visitors (77% in summer; 82% in fall) said visiting Great Smoky Mountains NP was one of the reasons they came to the area.
- About two-thirds of the visitors (66% in summer; 62% in fall) spent less than one day in the park. During both seasons, the most popular activities at Great Smoky Mountains were viewing scenery, viewing wildlife/wildflowers, photography and visiting historic sites.
- Many visitors (71% in summer; 73% in fall) entered the park more than once during this trip. Some visitors (14% in summer; 11% in fall) used more than one vehicle to travel into the park. The Gatlinburg entrance was the most used entrance into and exit from the park during both seasons. Cades Cove Loop Road was the most visited place in the park (54% in summer; 61% in fall).
- The most used information services by 669 summer groups and 663 fall groups were the park brochure/map, visitor center information desk, and park newspaper. According to visitors, the most important and best quality services were ranger-led walks/talks in summer and the Roaring Fork Motor Nature Trail in fall.
- The most used facilities by 778 summer groups and 799 fall groups were the restrooms, highway directional signs, and trails. According to summer and fall visitors, the most important facilities were campgrounds. The best quality facilities were the telephones in summer and the concession horseback ride in fall.
- For total expenditures, the average visitor group spent \$564 in the summer and \$561 in the fall. The average summer per capita expenditure was \$168 compared to \$202 for fall. The summer median visitor group expenditure (50% of groups spent more; 50% spent less) was \$440 compared to \$425 for fall visitor groups.
- Most visitors (90% in summer; 91% in fall) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863
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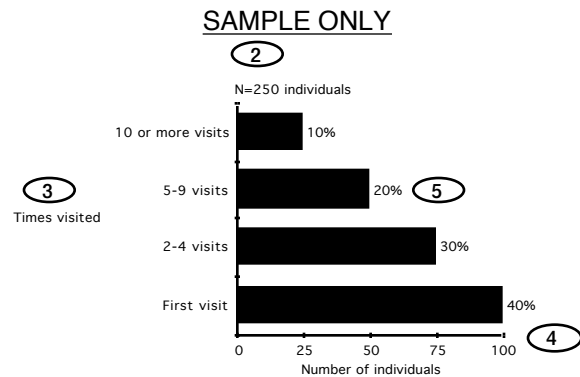
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INTRODUCTION

This report describes the results of two studies of visitors to Great Smoky Mountains National Park (referred to as "Great Smoky Mountains"). One visitor study was conducted July 7-13, 1996 and the other was conducted October 15-21, 1996 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 studies. A **Results** section follows with results of both studies displayed on each page, and including a summary of visitor comments. Next, two **Additional Analysis** pages help managers request additional analyses. The final section has copies of the summer and fall **Questionnaires**. The separate appendix includes comment summaries and visitors' unedited comments from both studies.

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

The questionnaire design used the standard format of previous Visitor Services Project studies. Copies of both the summer and fall questionnaires are included at the end of this report.

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Great Smoky Mountains National Park during July 7-13, 1996 and also during October 15-21, 1996. Visitors completed the questionnaires after their visit and then returned them by mail. Visitors were sampled as they entered at the Gatlinburg, Oconaluftee and Townsend entrances, at Deep Creek or Greenbrier during both studies (see Table 1).

Table 1: Number of questionnaires distributed at each location

Location	Summer		Fall	
	Questionnaires distributed		Questionnaires distributed	
	Number	%	Number	%
Gatlinburg entrance	439	37	462	40
Oconaluftee entrance	366	31	378	33
Townsend entrance	300	25	214	18
Deep Creek	56	5	64	6
Greenbrier	30	3	40	4
GRAND TOTALS	1,191	101%	1,158	101%

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 surveys, 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, a second replacement questionnaire was sent to a random sample of visitors who had not returned their questionnaires.

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.

Data analysis

These studies 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 917 groups, Figure 9 presents data for 3,168 individuals. A note above each figure's graph shows 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 919 questionnaires were returned by summer visitors, Figure 1 shows data for only 917 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, these studies have 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 periods of July 7-13, 1996 and October 15-21, 1996. 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. If the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

During the study weeks, weather and visitation at Great Smoky Mountains were fairly typical of summer and fall conditions.

**Special
Conditions**

GREAT SMOKY MOUNTAINS RESULTS

Visitors contacted

At Great Smoky Mountains, 1,377 summer visitor groups were contacted; 86% (1,191 groups) accepted questionnaires. A total of 919 visitor groups completed and returned their questionnaires, a 77% response rate. In the fall, 1,285 visitor groups were contacted, 90% (1,158 groups) accepted questionnaires. Eighty-two percent of fall visitor groups (945) returned their questionnaires.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant for both studies.

Table 2: Comparison of total sample and actual respondents

Variable	Summer Total sample		Summer Actual respondents		Fall Total sample		Fall Actual respondents	
	N	Avg.	N	Avg.	N	Avg.	N	Avg.
Age of respondent (years)	1,188	42.0	901	43.2	1,135	48.2	921	49.3
Group size	1,190	3.8	917	4.0	1,139	3.1	934	3.5

Demographics

Figure 1 shows summer group sizes, which varied from one person to 40 people. Thirty-six percent of visitors came in groups of two; 35% came in groups of three or four. Fall group sizes ranged in size from one person to 75 people. Over half of the fall visitors (55%) were in groups of two; 26% were in groups of three or four (see Figure 2).

Most groups were families during both studies (see Figures 3 and 4). Seventy-seven percent of summer visitors were families, as were 70% of fall visitors. "Other" groups during both summer and fall included spouse, business associates, church group and conference group. One percent of groups were traveling with a guided tour during both the summer and fall (see Figures 5 and 6). Less than one percent of visitors during both seasons were with a school or college group (see Figures 7 and 8).

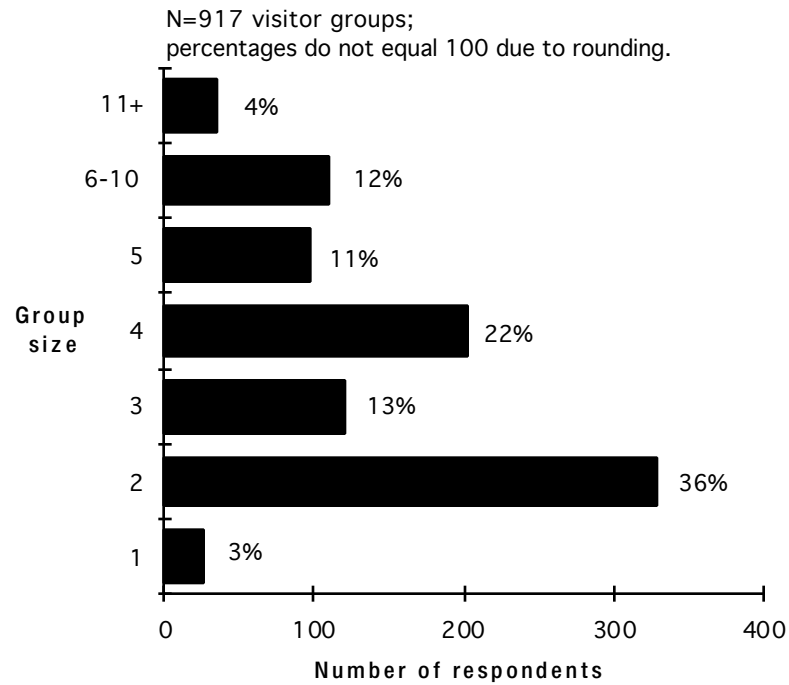
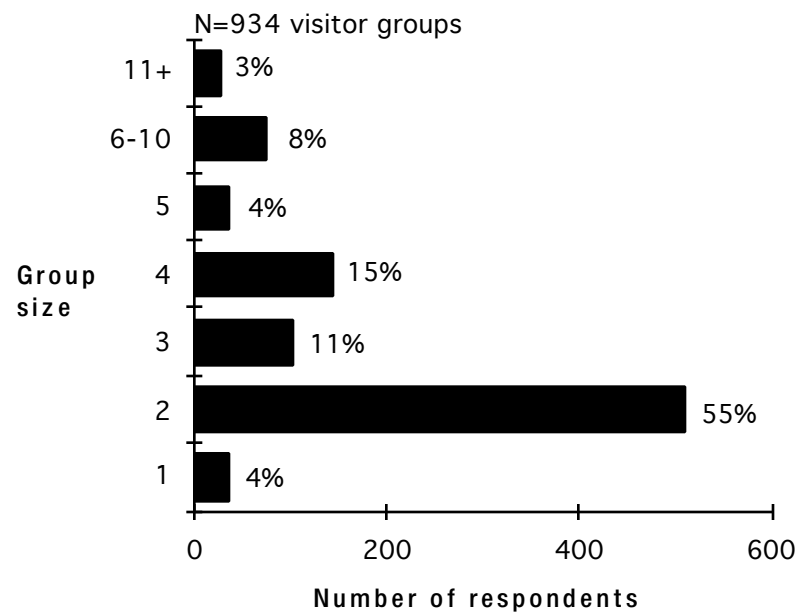
**Demographics
(continued)**

During the summer, the most common visitor ages were 31-50 years (39%), followed by children aged 15 years or younger (26%), as shown in Figure 9. During the fall, the most common age group was 46-65 years (45%), as shown in Figure 10. Children aged 15 years or younger were less common (8%) in the fall.

When asked about the number of visits to Great Smoky Mountains during the past year, 62% of summer visitors said they were first-time visitors compared to 56% of fall visitors (see Figures 11 and 12). Of the groups who visited the park during the past five years, the largest proportion (36%) of summer visitors had visited once (see Figure 13). In the fall, more than three-fourths of the visitors (79%) had made repeat visits to the park during the past five years (see Figure 14).

International visitors comprised 2% of Great Smoky Mountains visitors during both seasons. Summer visitors were from England (23%), Canada (17%), Germany (11%), Holland (11%) and 8 other countries, as shown in Table 3. Fall visitors were from England (26%), Australia (18%), Germany (18%) and 8 other countries (see Table 4).

Summer United States visitors were from Tennessee (17%), Florida (11%), North Carolina (8%), Ohio (8%), Alabama (8%) and 31 other states, as shown in Map 1 and Table 5. Fall United States visitors were from Tennessee (17%), Florida (14%), Alabama (11%), Georgia (9%) and 38 other states, as shown in Map 2 and Table 6.

**Figure 1: Visitor group sizes (summer)****Figure 2: Visitor group sizes (fall)**

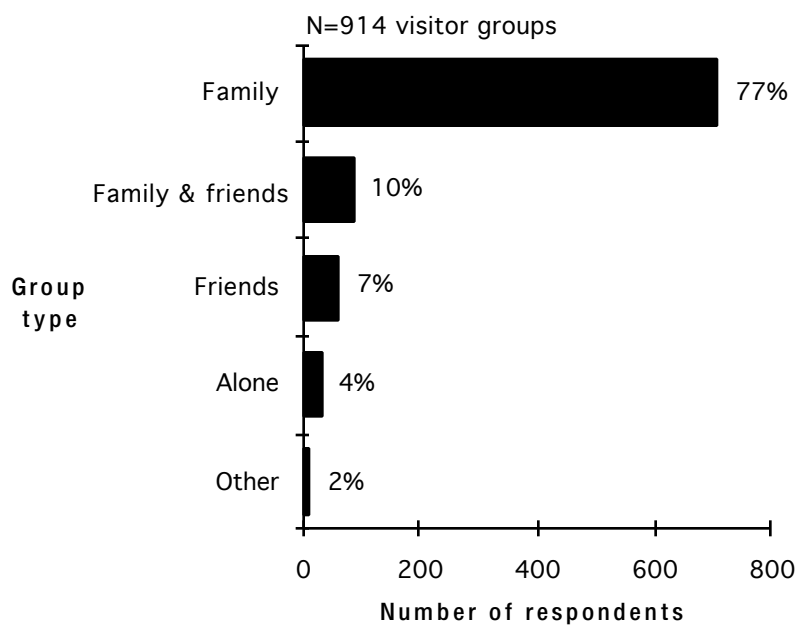


Figure 3: Visitor group types (summer)

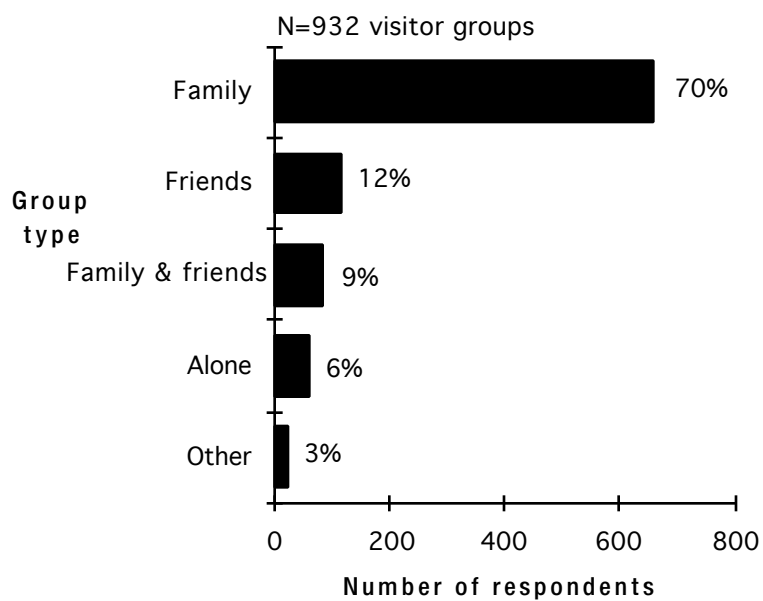


Figure 4: Visitor group types (fall)

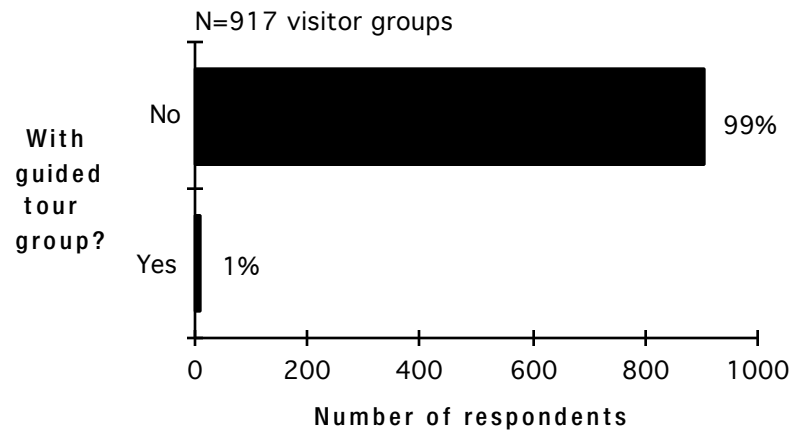


Figure 5: Traveling with guided tour? (summer)

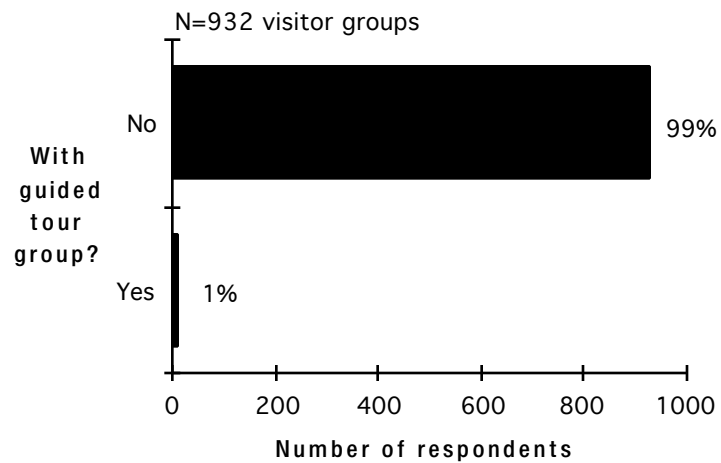


Figure 6: Traveling with guided tour? (fall)

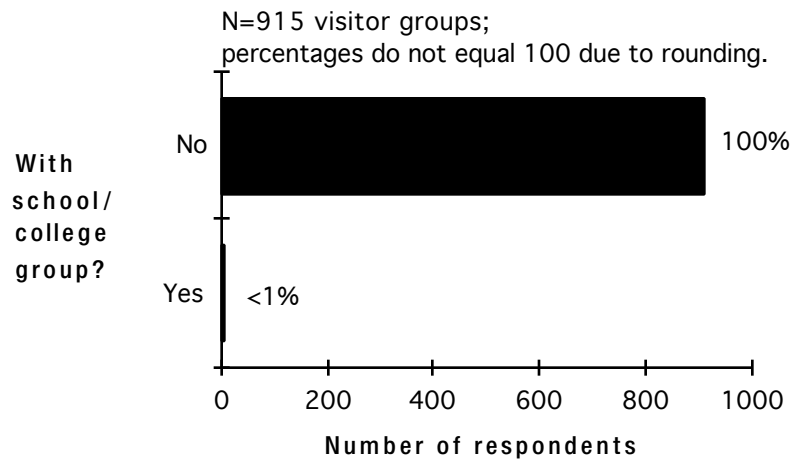


Figure 7: On a school/college trip? (summer)

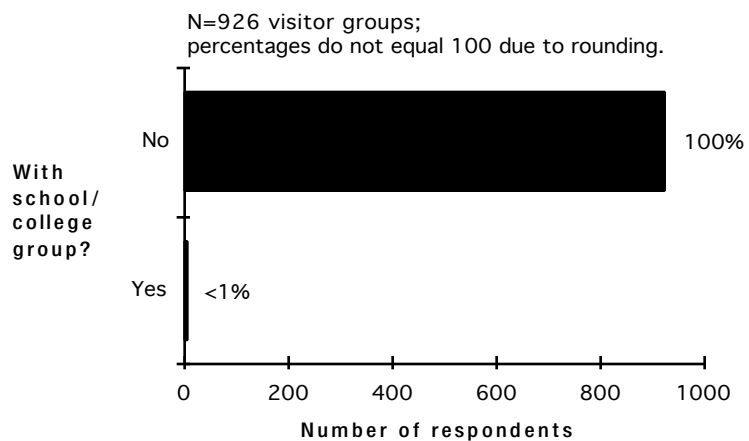


Figure 8: On a school/college trip? (fall)

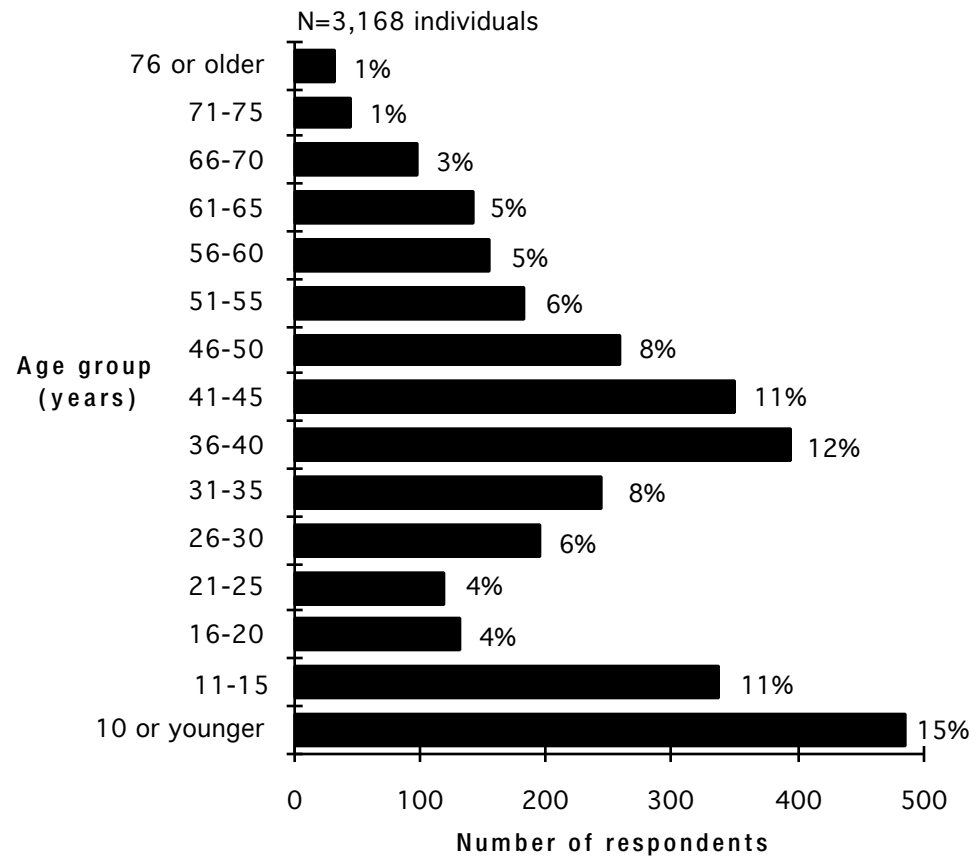


Figure 9: Visitor ages (summer)

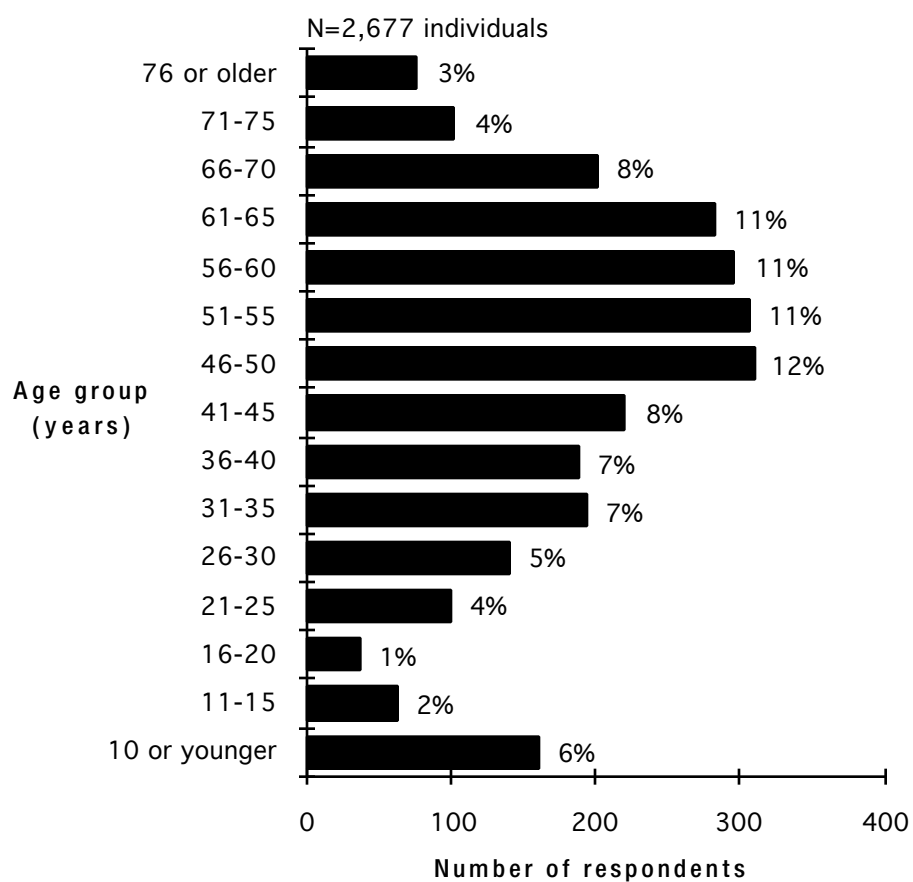


Figure 10: Visitor ages (fall)

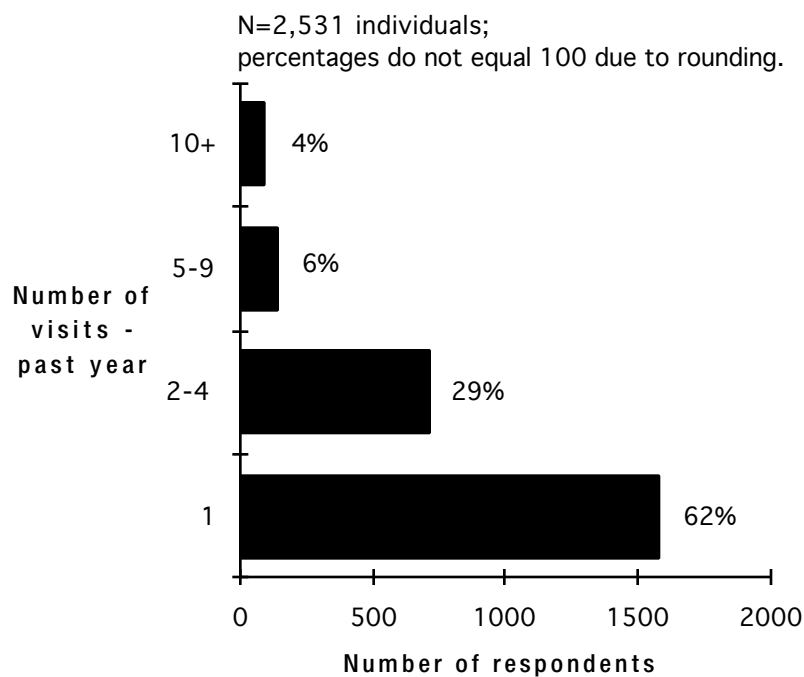


Figure 11: Number of visits to Great Smoky Mountains during the past year (summer)

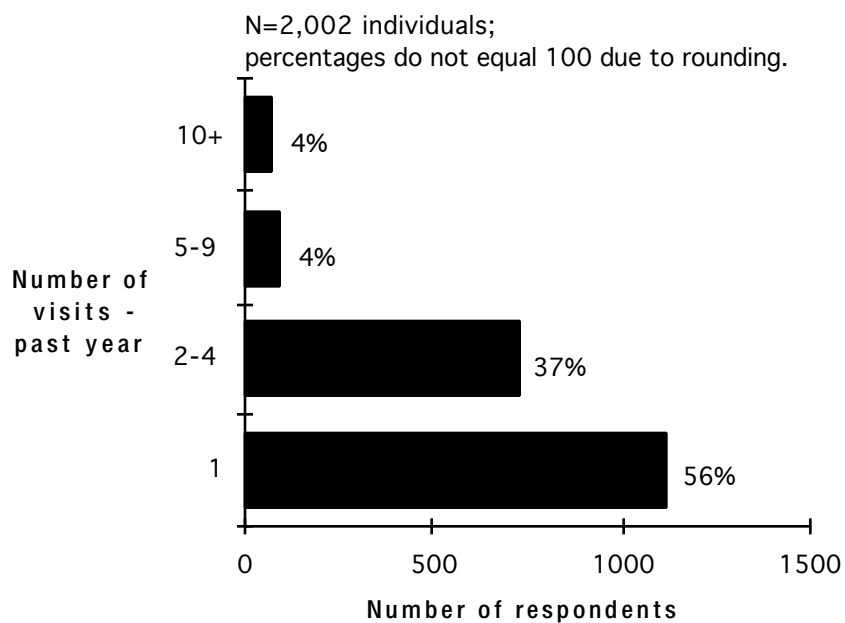


Figure 12: Number of visits to Great Smoky Mountains during the past year (fall)

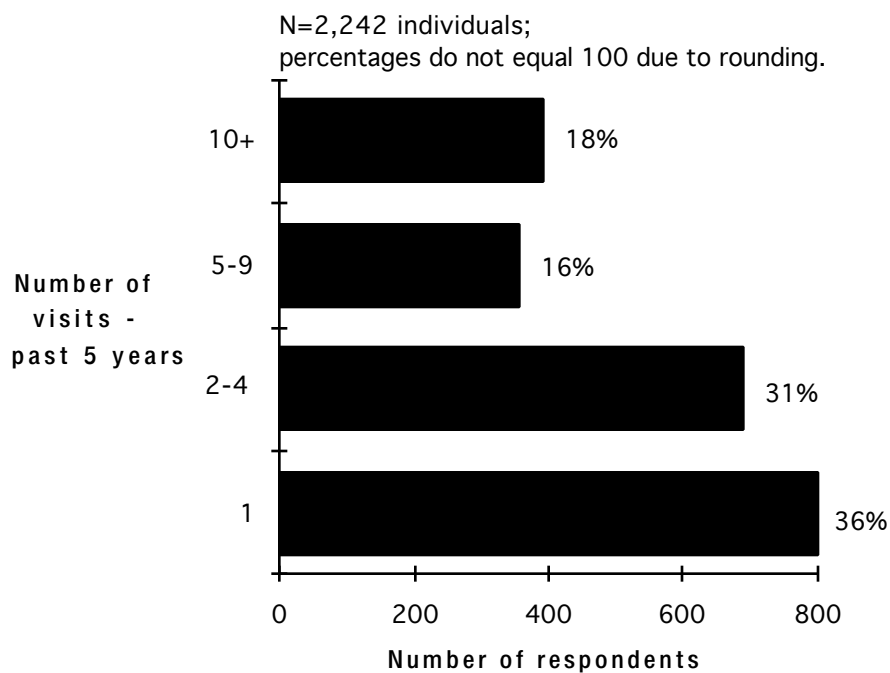


Figure 13: Number of visits to Great Smoky Mountains during the past five years (summer)

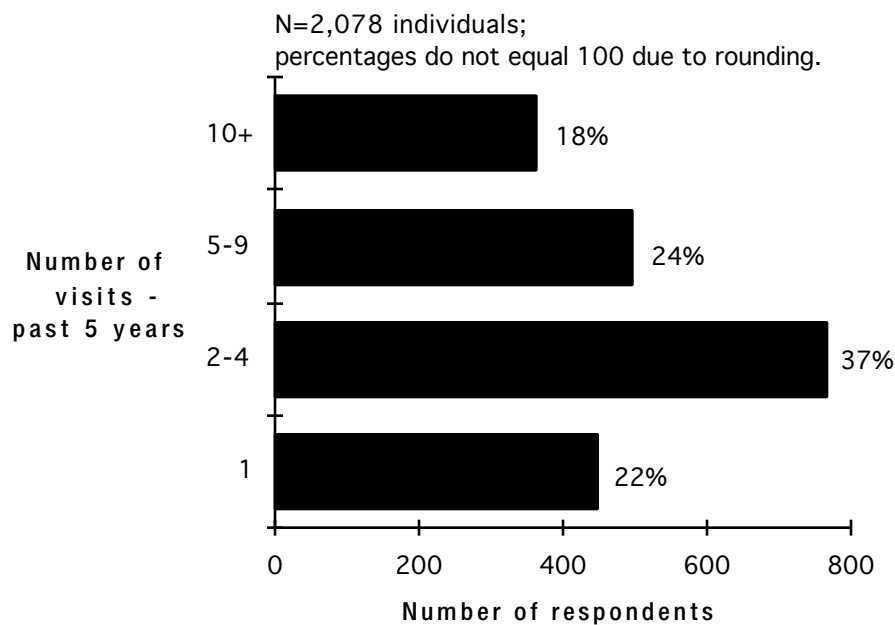
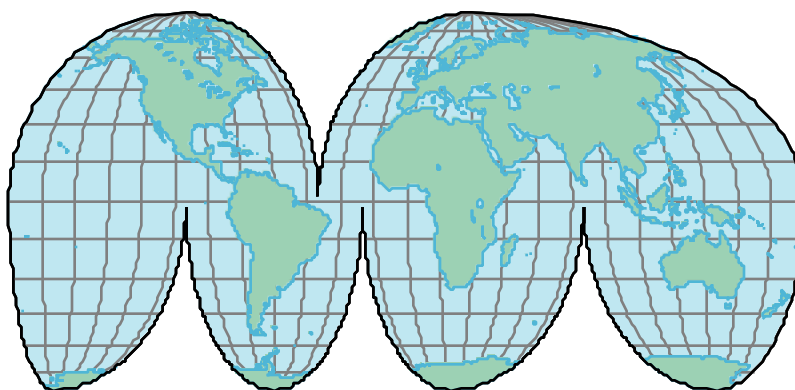


Figure 14: Number of visits to Great Smoky Mountains during the past five years (fall)



The world

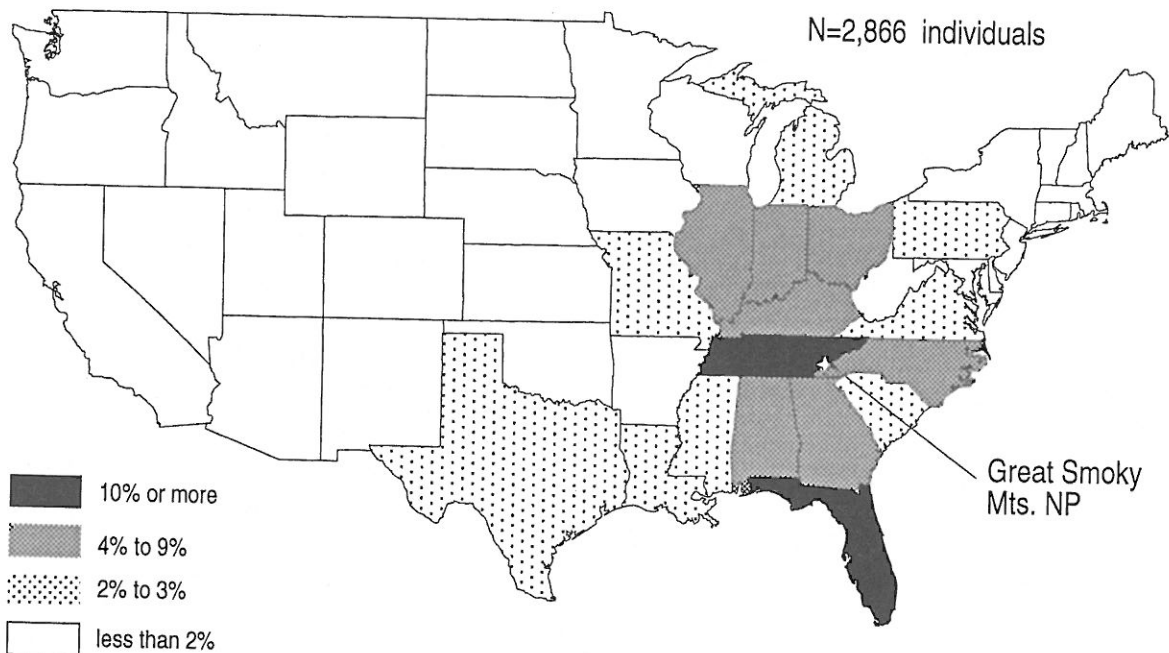
Table 3: Proportion of summer visitors from each foreign country

N=47 individuals

Country	Number of individuals	% of international visitors	% of total visitors
England	11	23	less than 1%
Canada	8	17	↓
Germany	5	11	
Holland	5	11	
Australia	4	9	
Switzerland	4	9	
Brazil	3	6	
Belgium	2	4	
France	2	4	
Argentina	1	2	
Jamaica	1	2	
Venezuela	1	2	

Table 4: Proportion of fall visitors from each foreign countryN=38 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors	% of total visitors
England	10	26	less than 1%
Australia	7	18	↓
Germany	7	18	
Canada	3	8	
Korea	2	5	
Mexico	2	5	
New Zealand	2	5	
Switzerland	2	5	
China	1	3	
Pakistan	1	3	
Poland	1	3	

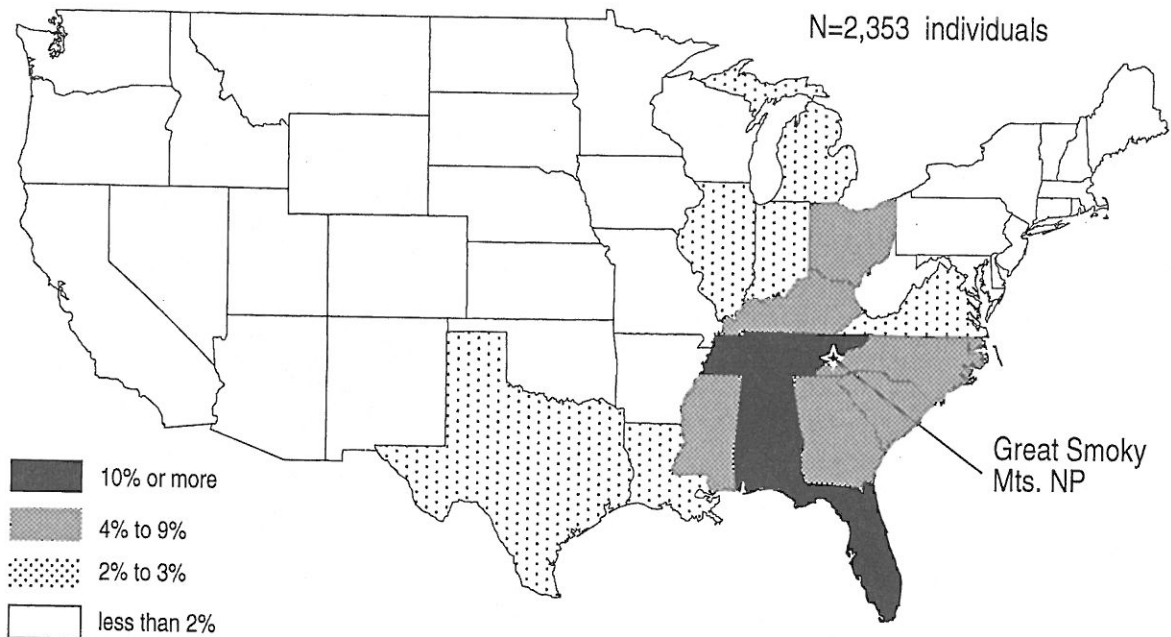


Map 1: Proportion of United States summer visitors from each state

Table 5: Proportion of United States summer visitors from each state

N=2,866 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors	% of total visitors
Tennessee	497	17	17
Florida	309	11	11
North Carolina	239	8	8
Ohio	237	8	8
Alabama	216	8	7
Georgia	174	6	6
Kentucky	166	6	6
Indiana	165	6	6
Illinois	105	4	4
South Carolina	96	3	3
Texas	96	3	3
Michigan	74	3	3
Mississippi	65	2	2
Virginia	62	2	2
Pennsylvania	46	2	2
Louisiana	45	2	2
Missouri	43	2	2
New York	36	1	
Wisconsin	27	1	
Oklahoma	20	1	
Maryland	18	1	
West Virginia	17	1	
California	15	1	
Other states (13) + Washington, D.C.	98	3	
			all others 1% or less ↓



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

Table 6: Proportion of United States fall visitors from each state
N=2,353 individuals

State	Number of individuals	% of U.S. visitors	% of total visitors
Tennessee	395	17	17
Florida	328	14	14
Alabama	265	11	11
Georgia	209	9	9
North Carolina	140	6	6
Ohio	137	6	6
Kentucky	124	5	5
Mississippi	98	4	4
South Carolina	96	4	4
Illinois	75	3	3
Michigan	75	3	3
Indiana	73	3	3
Louisiana	57	2	2
Texas	54	2	2
Virginia	42	2	2
Missouri	23	1	1
Pennsylvania	23	1	1
California	19	1	1
West Virginia	13	1	1
Kansas	12	1	1
Other states (22) + Washington, D.C.	95	4	all others <1%

Visitors were asked how long they stayed in the area (within 50 miles of the park, including Knoxville, Asheville and other towns) and in the park.

In the area: Almost half of the summer visitors (49%) stayed two to four days in the Great Smoky Mountains area (see Figure 15). Over half of the fall visitors (56%) stayed two to four days in the Great Smoky Mountains area (see Figure 16). Sixteen percent of the summer and fall visitors stayed less than one day in the area.

Of those visitors groups who spent less than a day in the area, over half of the visitor groups in summer (56%) and in fall (55%) spent six hours or more (see Figures 17 and 18).

In the park: About two-thirds of the summer visitors (66%) spent less than one day in the national park (see Figure 19). A slightly smaller percentage of the fall visitors (62%) stayed less than one day in Great Smoky Mountains National Park (see Figure 20).

Of the visitors staying less than one day, 50% in summer and 53% in fall stayed six hours or more (see Figures 21 and 22). Another 38% of summer visitors spent two to four hours compared to 33% of fall visitors.

Length of stay in area and park

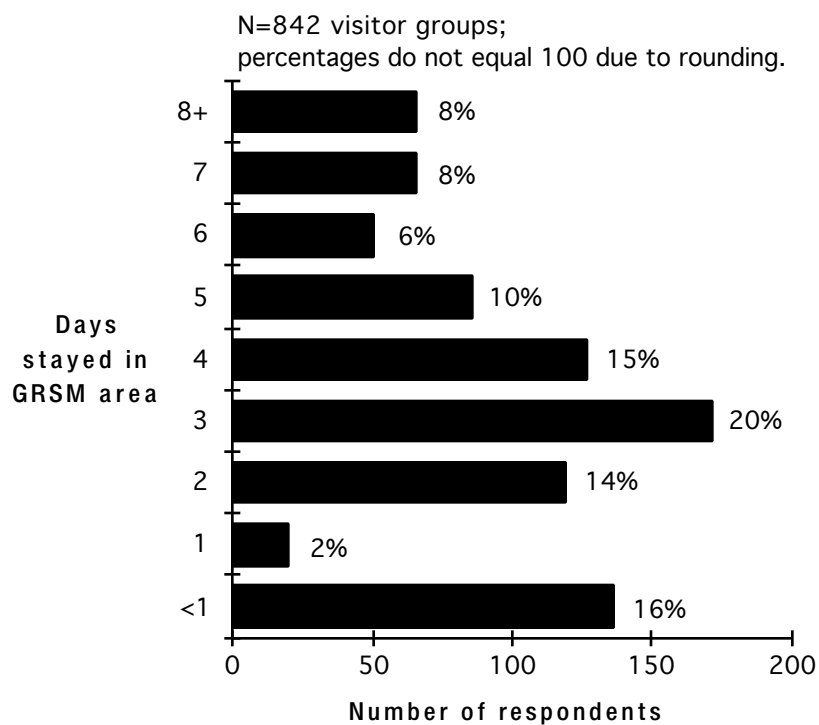


Figure 15: Days spent in Great Smokies area (summer)

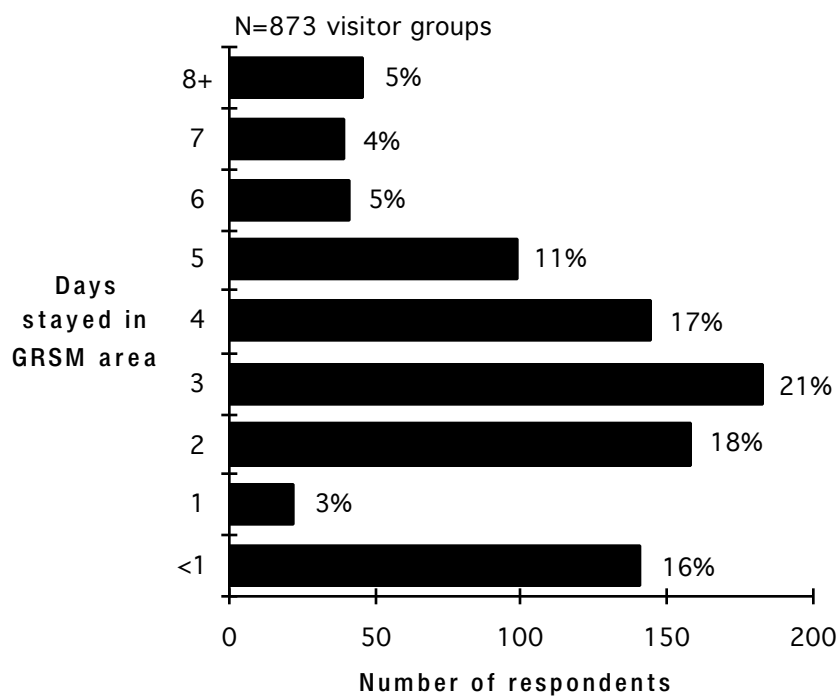


Figure 16: Days spent in Great Smokies area (fall)

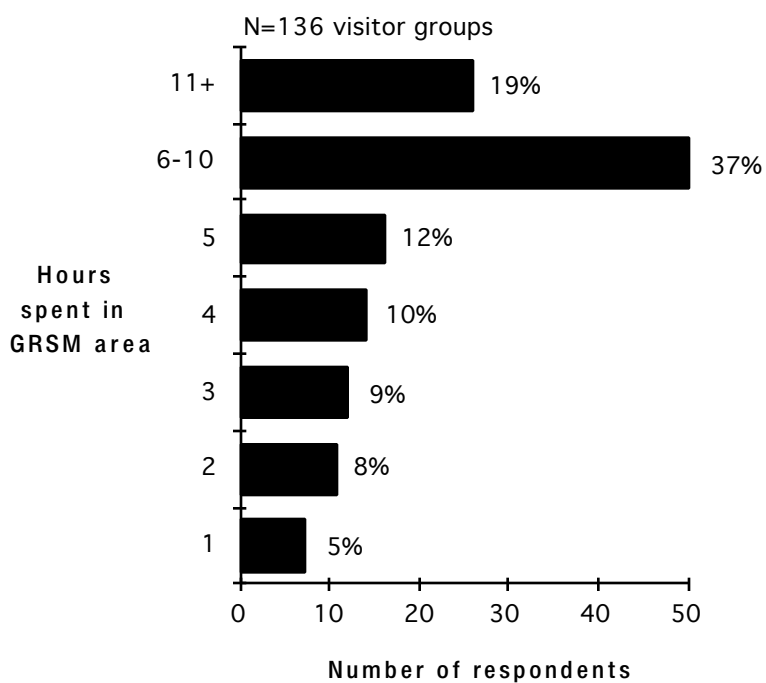


Figure 17: Hours spent in Great Smokies area (summer)

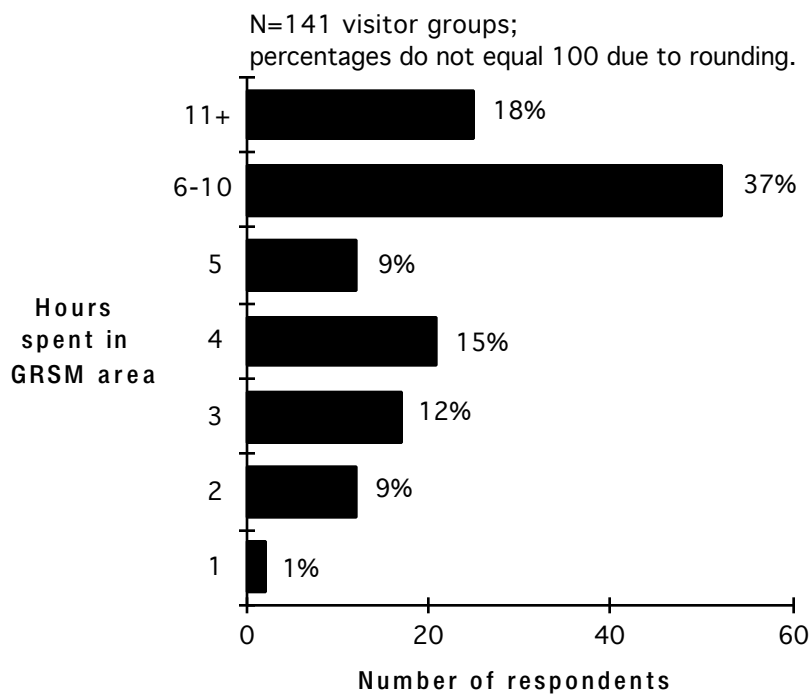
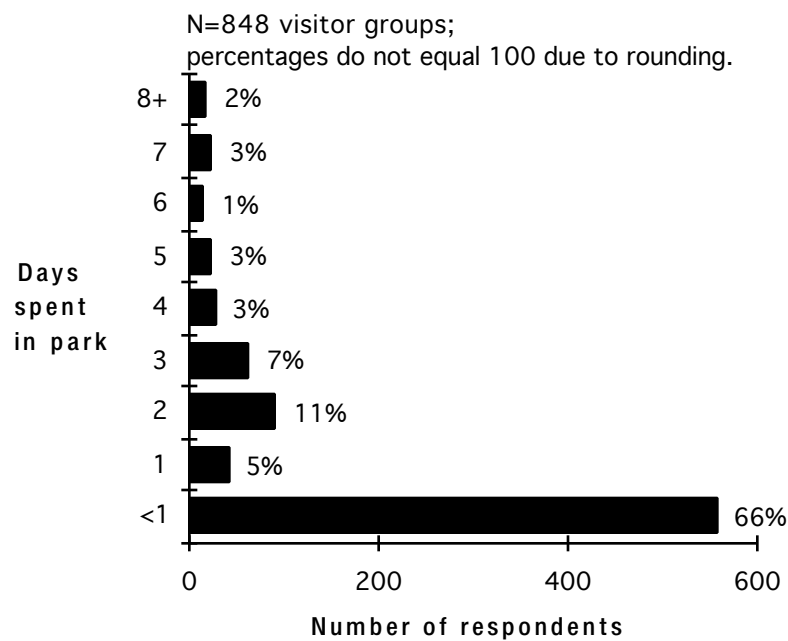
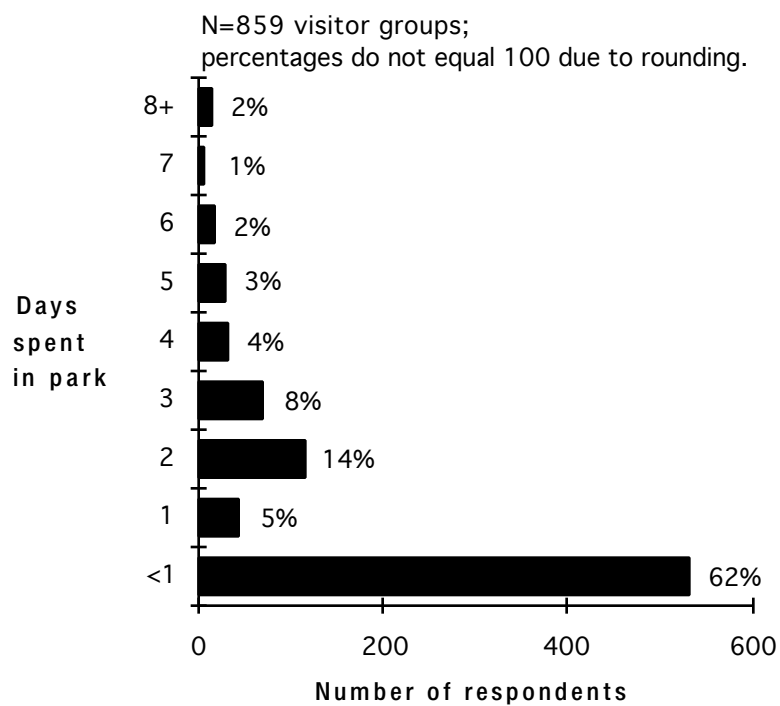


Figure 18: Hours spent in Great Smokies area (fall)

**Figure 19: Days spent in the park (summer)****Figure 20: Days spent in the park (fall)**

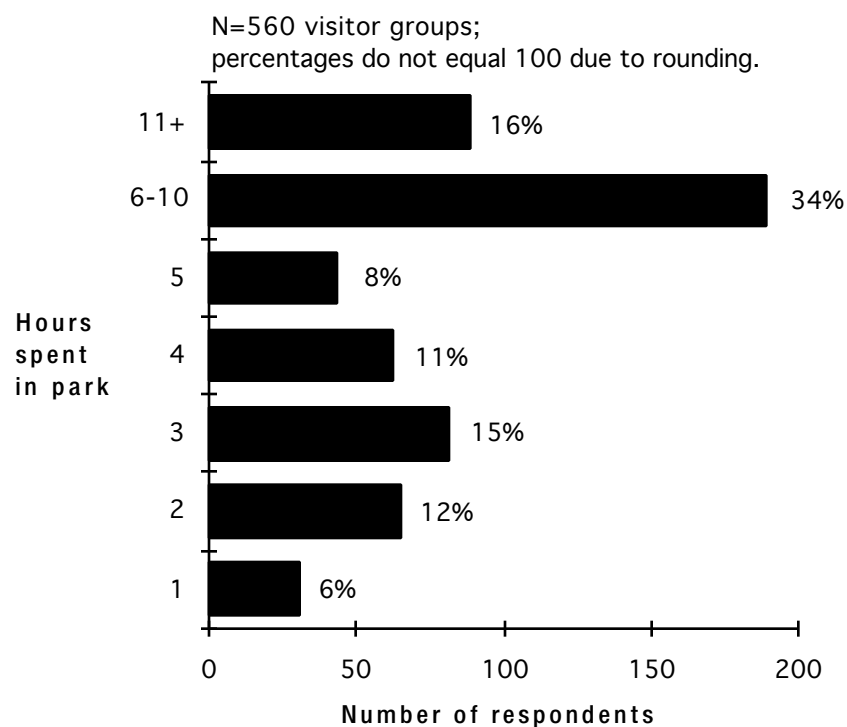


Figure 21: Hours spent in the park (summer)

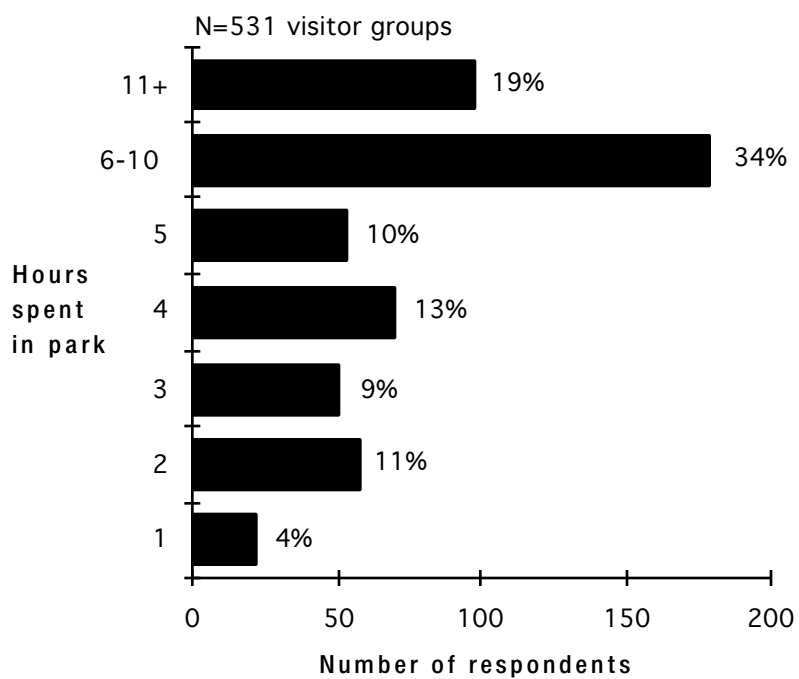


Figure 22: Hours spent in the park (fall)

Activities

Summer: Common visitor activities included viewing scenery (96%), viewing wildlife/wildflowers (73%), photography (56%), and visiting historic sites (54%), as shown in Figure 23. The least common activities were backpacking and running/jogging (each 2%). On this visit, "other" activities visitors did included relaxing, white water rafting, visiting Cherokee, shopping, eating at restaurants, visiting family and friends, playing in the water, driving through, attending a wedding, getting married and honeymooning.

Fall: Common visitor activities included viewing scenery (98%), viewing wildlife/wildflowers (67%), photography (62%), and visiting historic sites (47%), as shown in Figure 24. The least common activities were swimming and running/jogging (each 1%). On this visit, fall visitors identified "other" activities they did including shopping, relaxing, viewing fall colors, going to a craft fair, attending a wedding, visiting family, sightseeing, driving through, attending a church service at Cades Cove, and seeing shows.

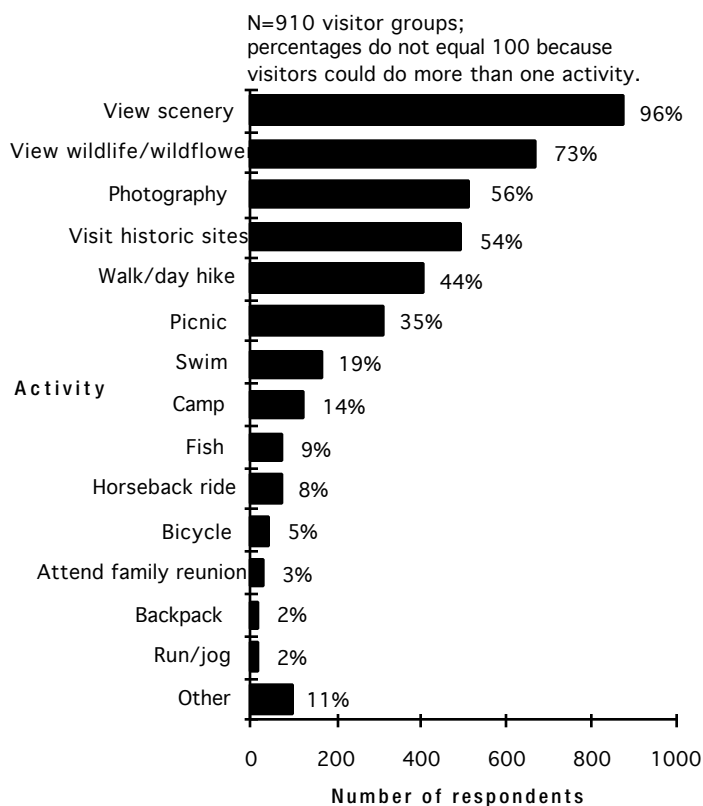


Figure 23: Visitor activities (summer)

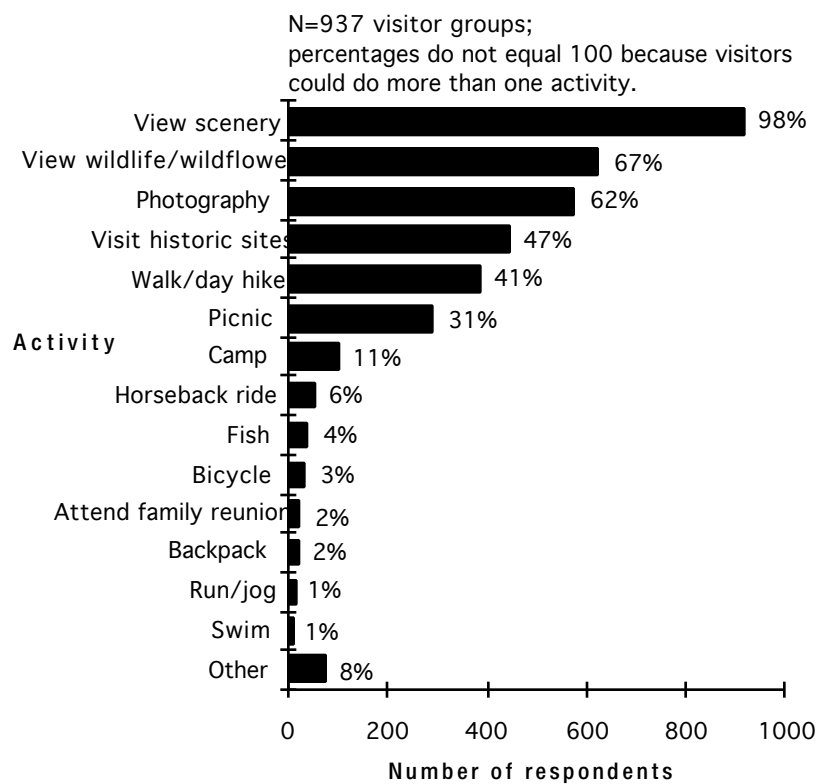


Figure 24: Visitor activities (fall)

**Was park
primary
destination?**

Summer: Over half of the visitor groups (54%) said Great Smoky Mountains National Park was their primary destination (see Figure 25). Forty-five percent of the visitors said the national park was not their primary destination. One percent were not sure.

Fall: Over half of the visitor groups (62%) said Great Smoky Mountains National Park was their primary destination (see Figure 26). Over one-third (36%) of the visitors said the national park was not their primary destination. Two percent were not sure.

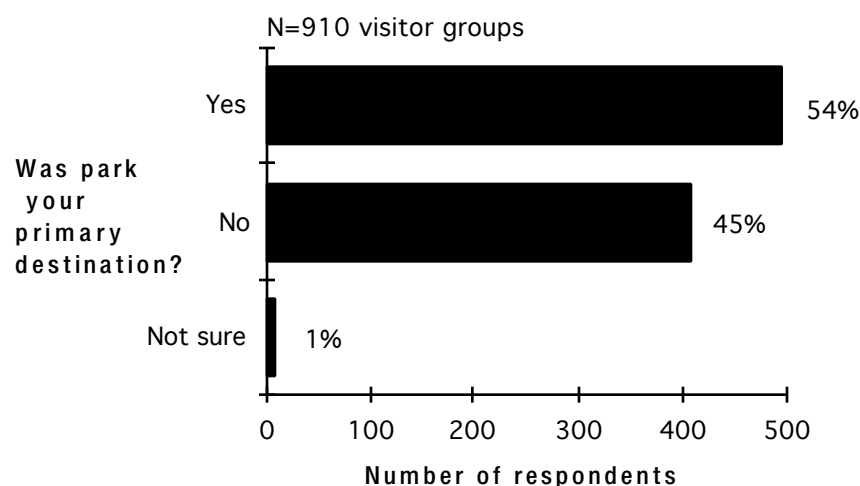


Figure 25: Was park primary destination? (summer)

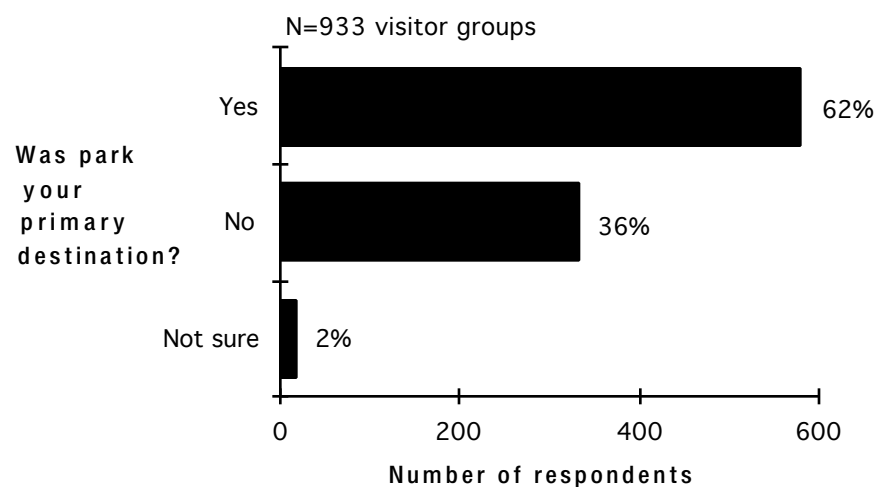


Figure 26: Was park primary destination? (fall)

Visitors were asked their reasons for visiting the Great Smoky Mountains National Park area (within 50 miles of the park).

Reasons for visiting area

Summer: Over three-fourths of the summer visitors (77%) said at least one of their reasons for visiting the area was to visit Great Smoky Mountains National Park (see Figure 27). Almost half of the summer visitors (48%) said they were traveling through the area. Another 31% of visitors came to shop in craft or gift shops. "Other" reasons which brought summer visitors to the Great Smoky Mountains area were camping, visiting Cherokee, visiting family or friends, visiting Cades Cove, visiting Gatlinburg, vacationing, relaxing, hiking, backpacking, working on a business trip, getting married and honeymooning.

Fall: Over three-fourths of the fall visitors (82%) said at least one of their reasons for visiting the area was to visit Great Smoky Mountains National Park (see Figure 28). Almost half of the fall visitors (53%) said they were traveling through the area. Another 39% of visitors came to shop in craft or gift shops. "Other" reasons which brought fall visitors to the Great Smoky Mountains area were viewing the fall colors, camping, visiting family or friends, hiking, visiting Cades Cove, enjoying nature, enjoying the mountains, vacationing, making annual visit, attending a wedding or celebrating a wedding anniversary.

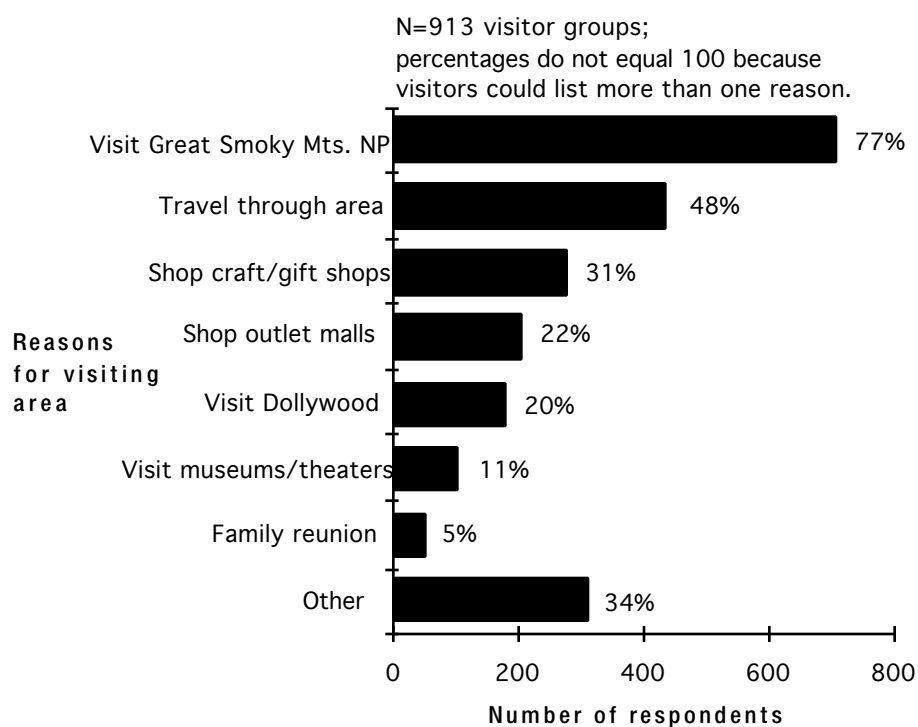


Figure 27: Reasons for visiting area (summer)

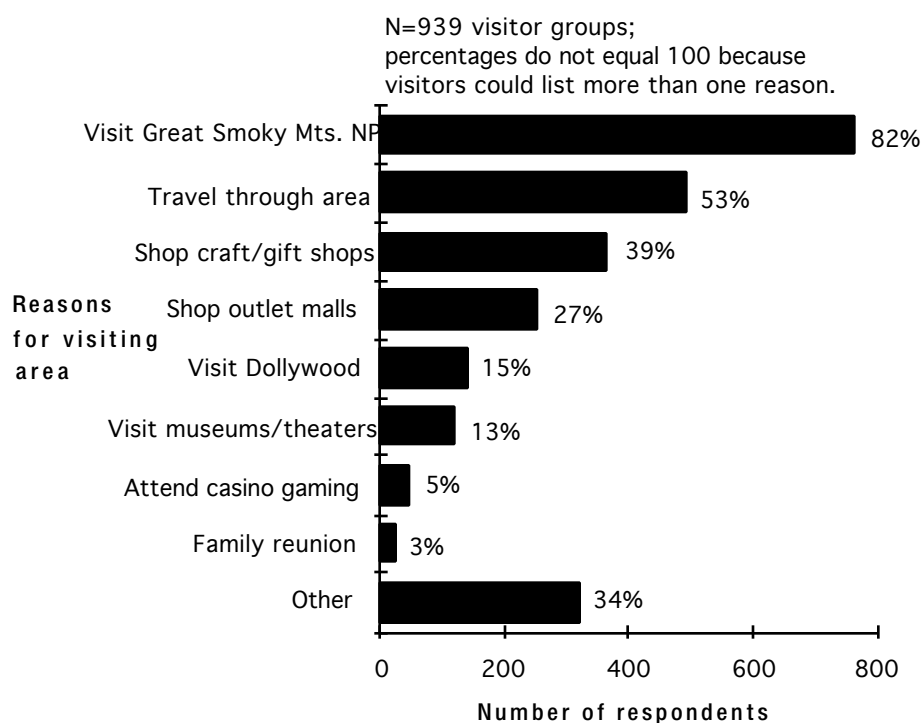


Figure 28: Reasons for visiting area (fall)

Summer visitors were asked, "On this trip, do you or someone in your group plan to attend any events related to the Olympic Games in Atlanta?" Most visitors (98%) did not plan to attend the any Olympic Games events during their trip (see Figure 29). Two percent of visitors were planning to attend events related to the Olympics.

**Attend
Olympic
Games?
(summer)**

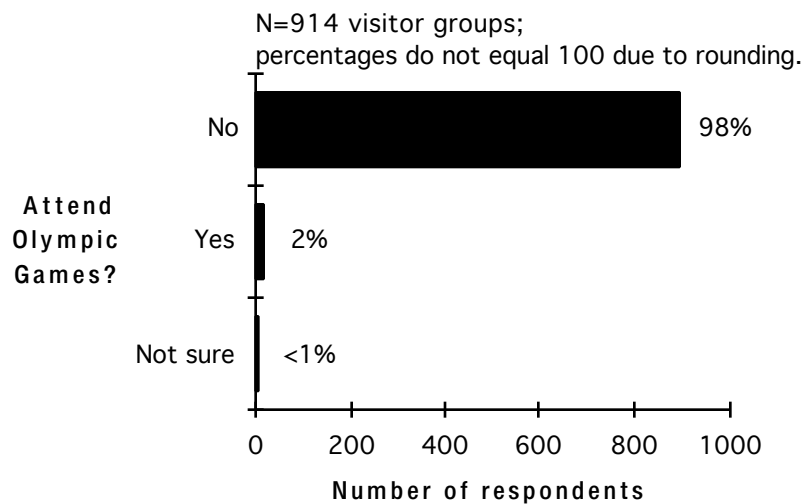


Figure 29: Attend any Olympic Games events? (summer)

**Fall colors
viewing**

Fall visitors were asked, "On this trip, are you visiting Great Smoky Mountains National Park specifically to view fall colors?" Over three-fourths of the visitors (81%) said they were visiting the park specifically to view fall colors (see Figure 30). Nineteen percent said they were not visiting the park specifically to view fall colors and less than one percent were not sure.

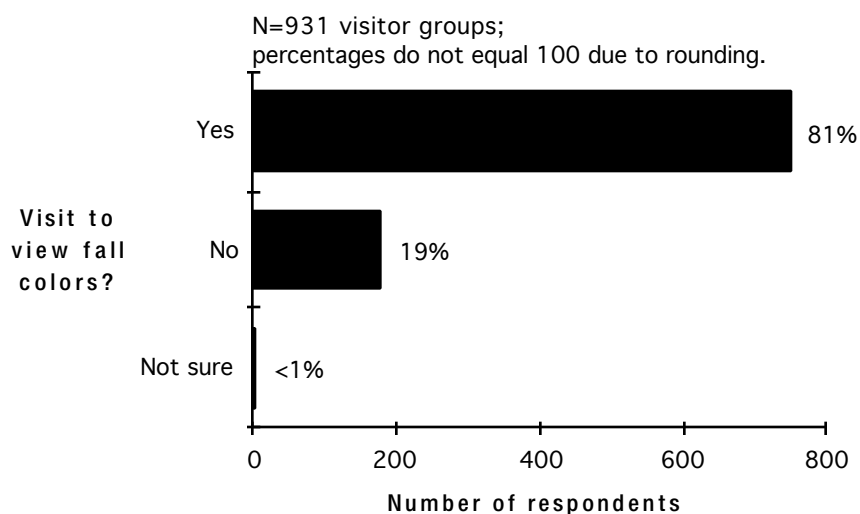


Figure 30: Visit specifically to view fall colors (fall)

Visitors were asked to list the number of vehicles they took into the park. **Number of**

Summer: Most summer visitor groups (86%) took one vehicle into the park; 10% took two vehicles (see Figure 31). One percent of the summer visitor groups took between five and fifteen vehicles into the park.

Fall: Most fall visitor groups (89%) took one vehicle into the park; 7% took two vehicles (see Figure 32). One percent of the fall visitor groups took between five and thirteen vehicles into the park.

vehicles

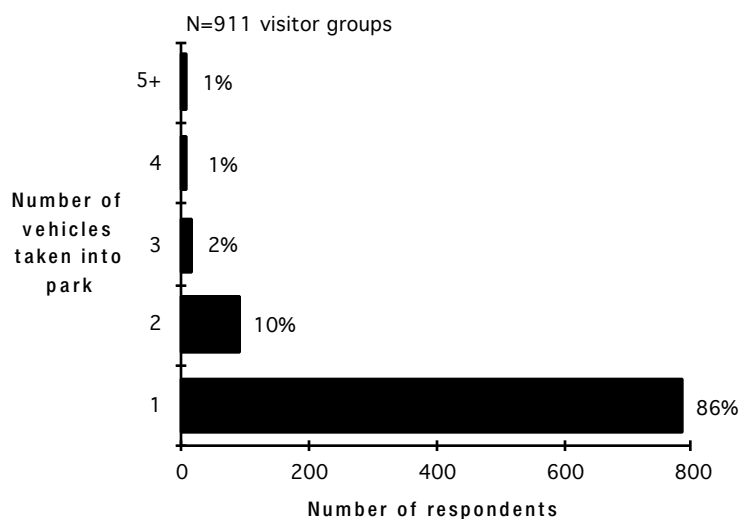


Figure 31: Number of vehicles taken into park (summer)

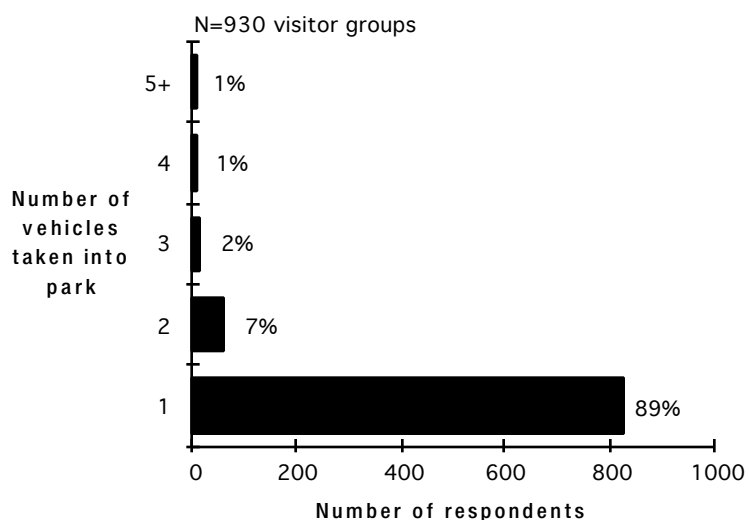


Figure 32: Number of vehicles taken into park (fall)

Number of entries into park

Visitors were asked, "On this trip to the Great Smoky Mountains National Park area, how many times did you and your group enter the park?"

Summer: Thirty percent of the visitor groups entered once (see Figure 33). Over half (51%) of the visitor groups entered two to four times on this trip. Eleven percent of the groups entered seven or more times.

Fall: Twenty-eight percent of the visitor groups entered once (see Figure 34). Over half (54%) of the visitor groups entered two to four times on this trip. Seven percent of the visitor groups entered seven or more times.

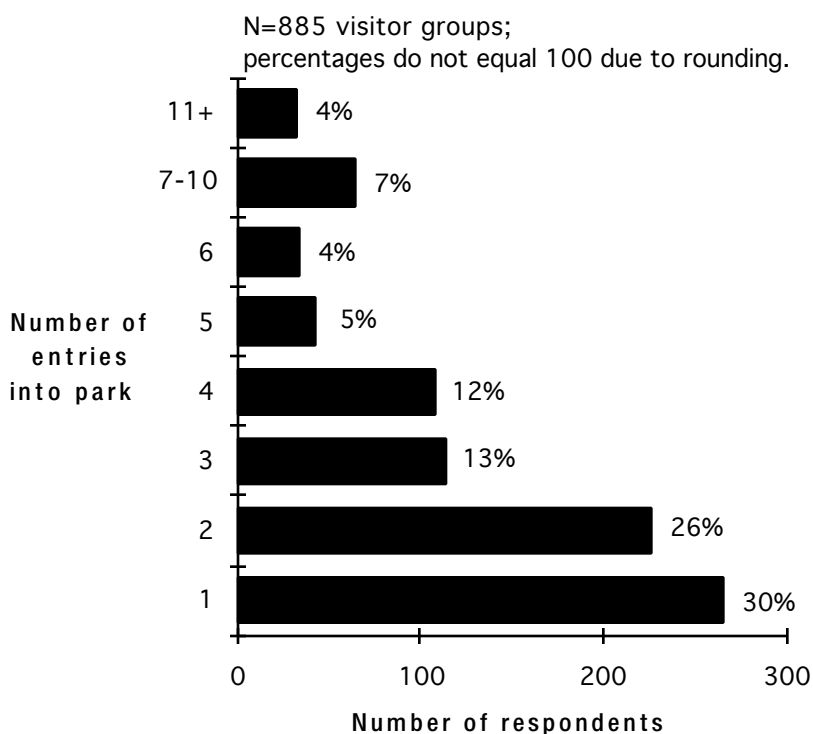


Figure 33: Number of entries into Great Smoky Mountains National Park on this trip (summer)

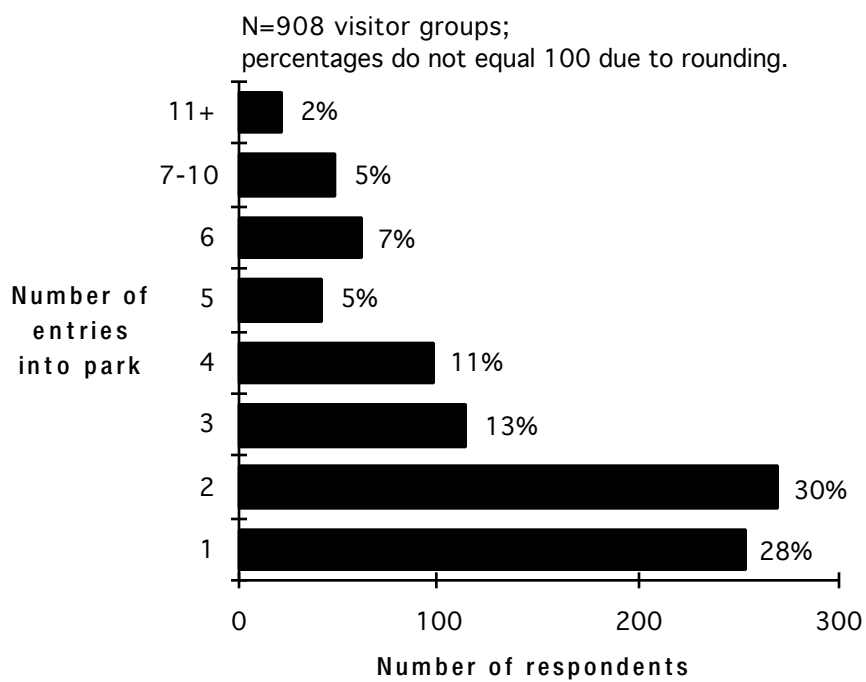


Figure 34: Number of entries into Great Smoky Mountains National Park on this trip (fall)

**Park
entrances/
exits used**

Entrances: When asked where they first entered Great Smoky Mountains National Park on this trip, 43% of the summer visitors and 41% of the fall visitors said the Gatlinburg entrance (see Figures 35 and 36). Twenty-seven percent of the summer and 29% of the fall visitors used the Cherokee entrance. The Townsend entrance was used by 21% of summer visitors and 19% of the fall visitors. "Other" entrances which both summer and fall visitors used included Bryson City, Greenbrier and Deep Creek.

Exits: When asked where they last exited the park on this trip, Gatlinburg was the most often listed summer (46%) and fall (44%) exit, as shown in Figures 37 and 38. The Cherokee exit was used by 26% of the summer visitors and 25% of the fall visitors. In the summer, 19% of the visitors exited at Townsend as did 17% of the fall visitors. "Other" exits used by both summer and fall visitors included Bryson City, Pigeon Forge, Greenbrier, Deep Creek, Cosby and Blue Ridge Parkway.

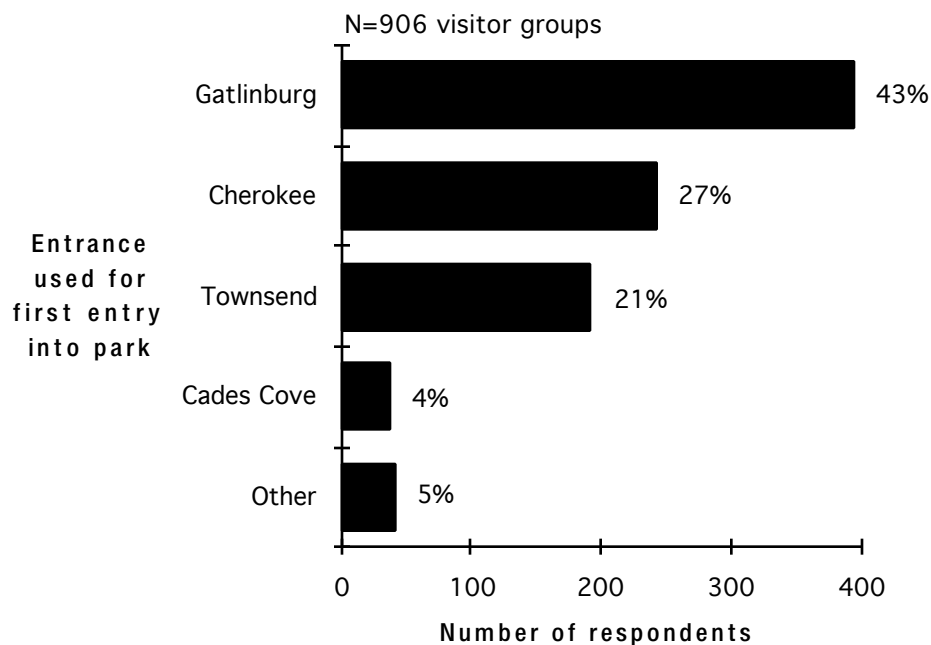


Figure 35: Entrances used for first entry into park (summer)

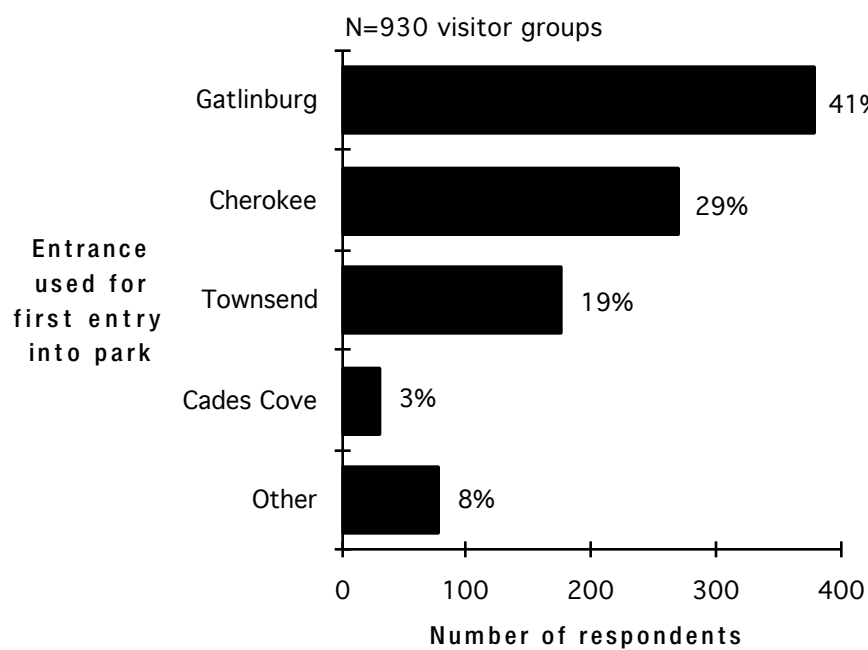


Figure 36: Entrances used for first entry into park (fall)

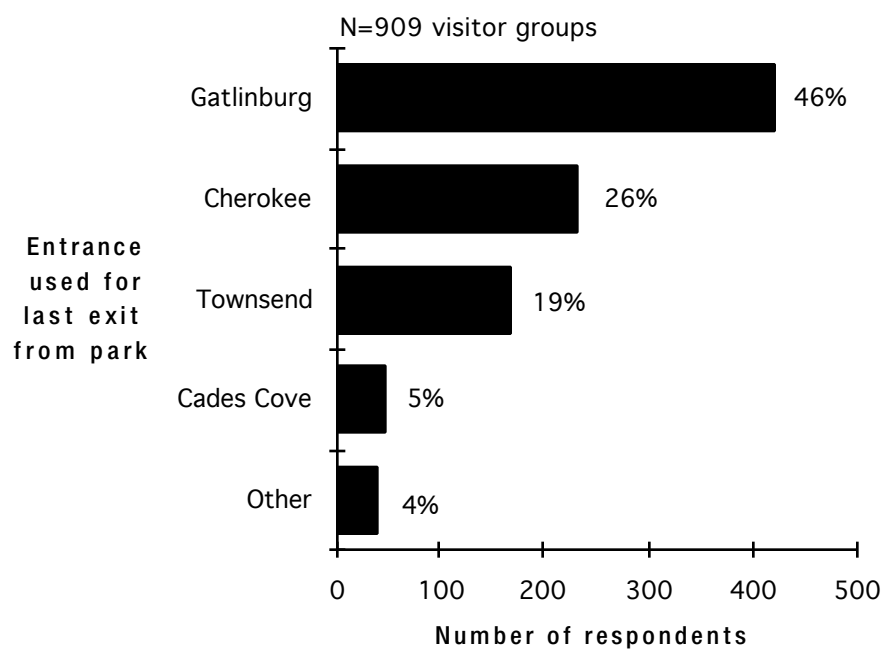


Figure 37: Exits used for last exit from park (summer)

Figure 38: Exits used for last exit from park (fall)

Summer: Visitors were asked to list the places they visited in Great Smoky Mountains National Park on this trip. The most visited place was Cades Cove Loop Road (52%), as shown in Figure 39. Over one-third of the summer visitors went to Sugarlands Visitor Center (36%) and to Newfound Gap (35%). Cataloochee was the least visited place (3%). Thirteen percent of the summer visitors did not visit any of the selected places included on the map.

Fall: Visitors were also asked to list the places they visited in Great Smoky Mountains National Park on this trip. The most visited place was Cades Cove Loop Road (52%), as shown in Figure 40. Less than half of the fall visitors went to Newfound Gap (41%) and Sugarlands Visitor Center (37%). Cataloochee (3%) was the least visited place in the fall. Eleven percent of the fall visitors did not stop at any of the places listed in the questionnaire.

Places visited

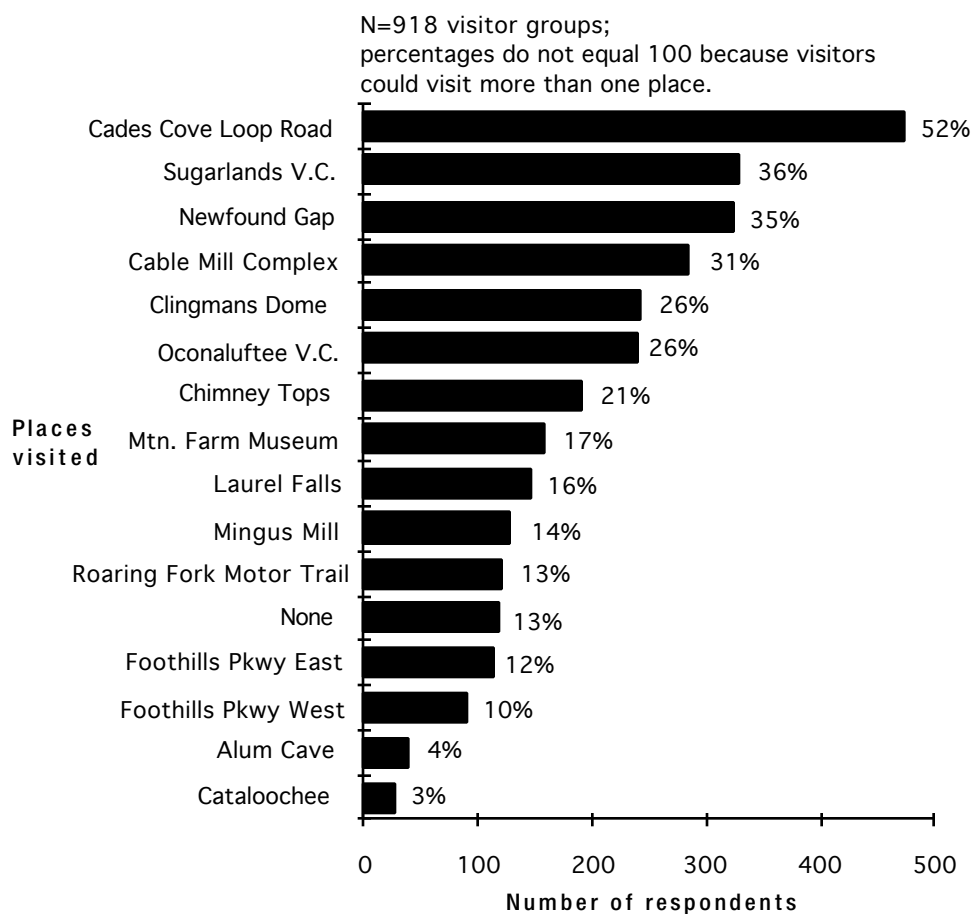


Figure 39: Places visited (summer)

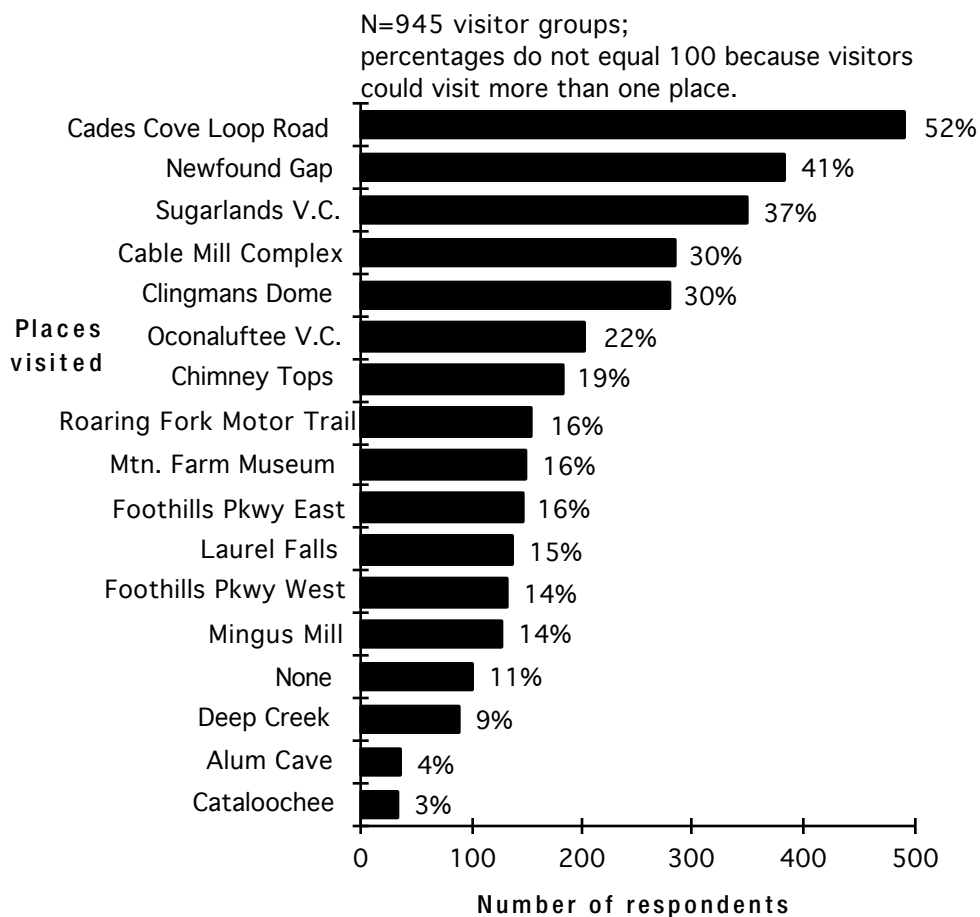


Figure 40: Places visited (fall)

Summer and fall visitors were asked to rate the importance of certain features or qualities to this trip to Great Smoky Mountains National Park. The features or qualities visitors rated were native plants and animals (see Figures 41 and 42), clean air (see Figures 43 and 44), scenic views (see Figures 45 and 46), recreational activities - hiking, camping, fishing, etc. (see Figures 47 and 48), solitude (see Figures 49 and 50), quiet (see Figures 51 and 52), and historic buildings (see Figures 53 and 54).

**Feature/
quality
importance**

Summer: The highest "very important" to "extremely important" ratings were for scenic views (95%), clean air (90%) and native plants and animals (80%). The highest "not important" ratings were for recreational activities and historic buildings (each 9%).

Fall: The highest "very important" to "extremely important" ratings were for scenic views (95%), clean air (87%) and native plants and animals (74%). The highest "not important" ratings were for recreational activities (15%) and historic buildings (11%).

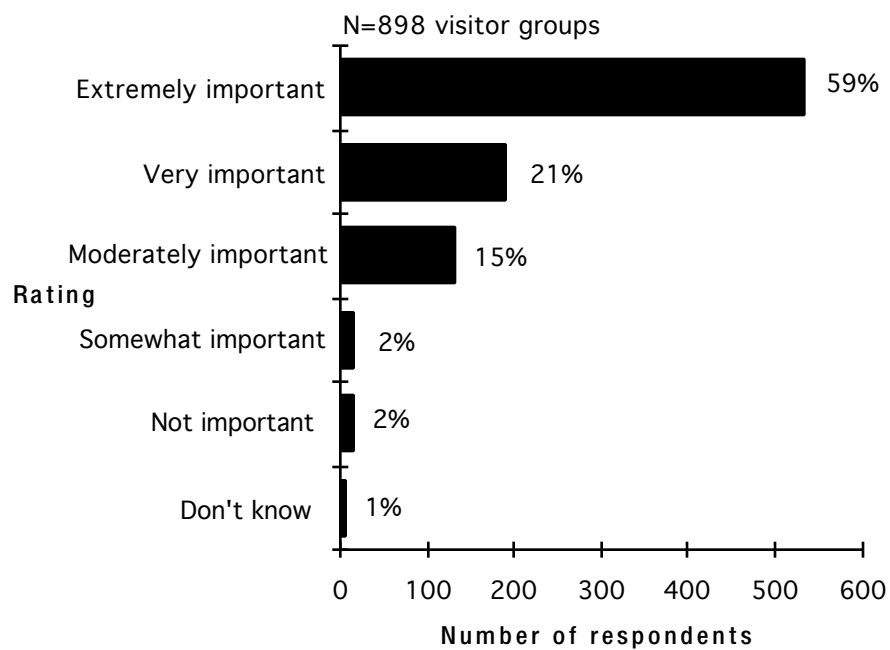


Figure 41: Importance of native plants and animals (summer)

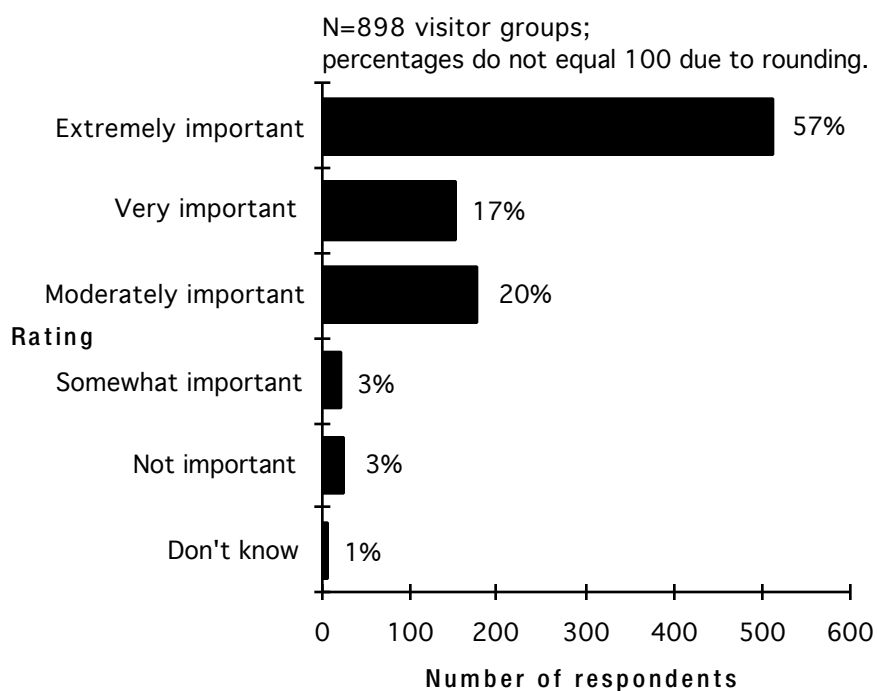


Figure 42: Importance of native plants and animals (fall)

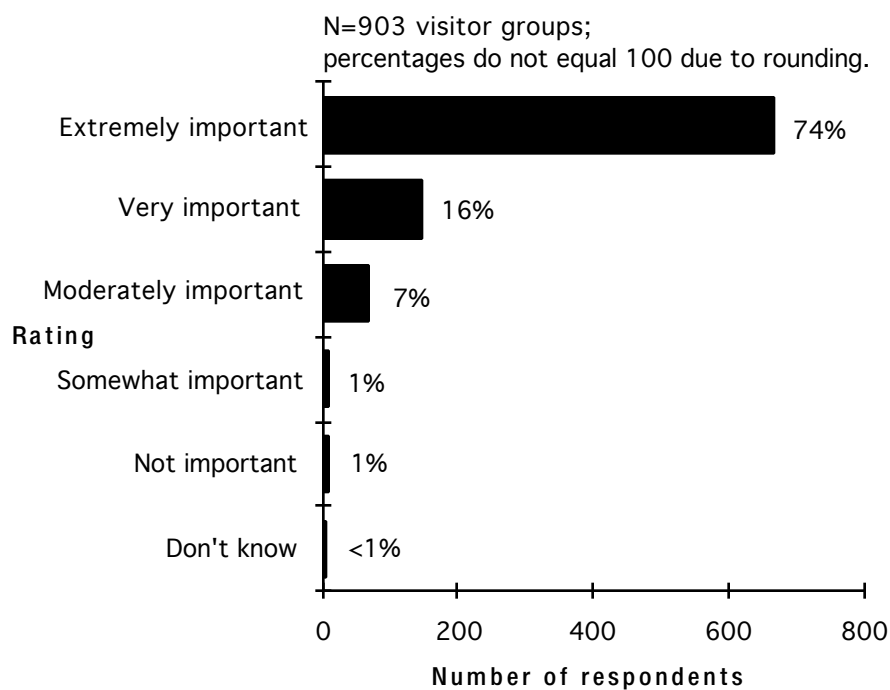


Figure 43: Importance of clean air (summer)

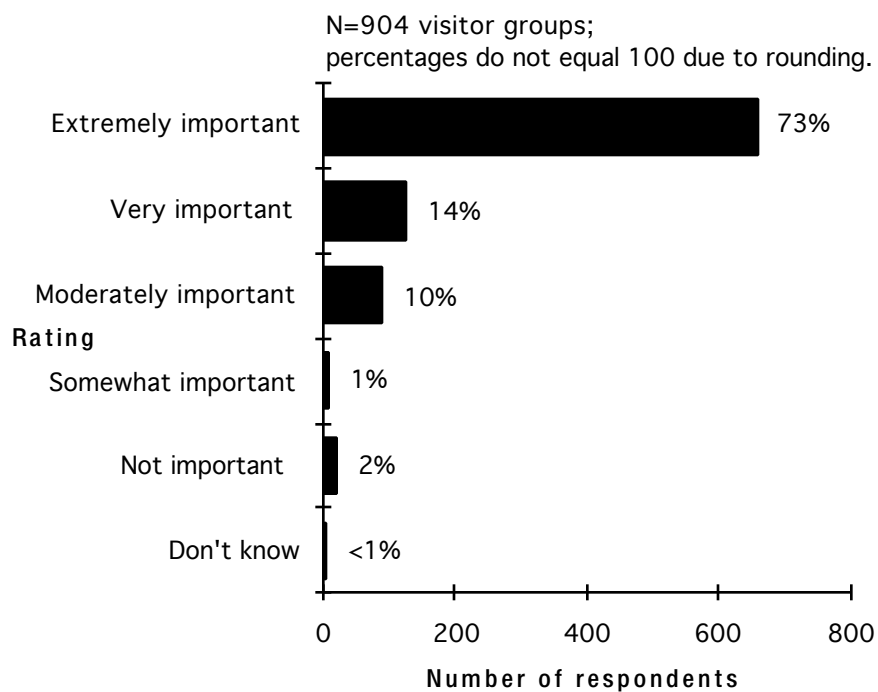
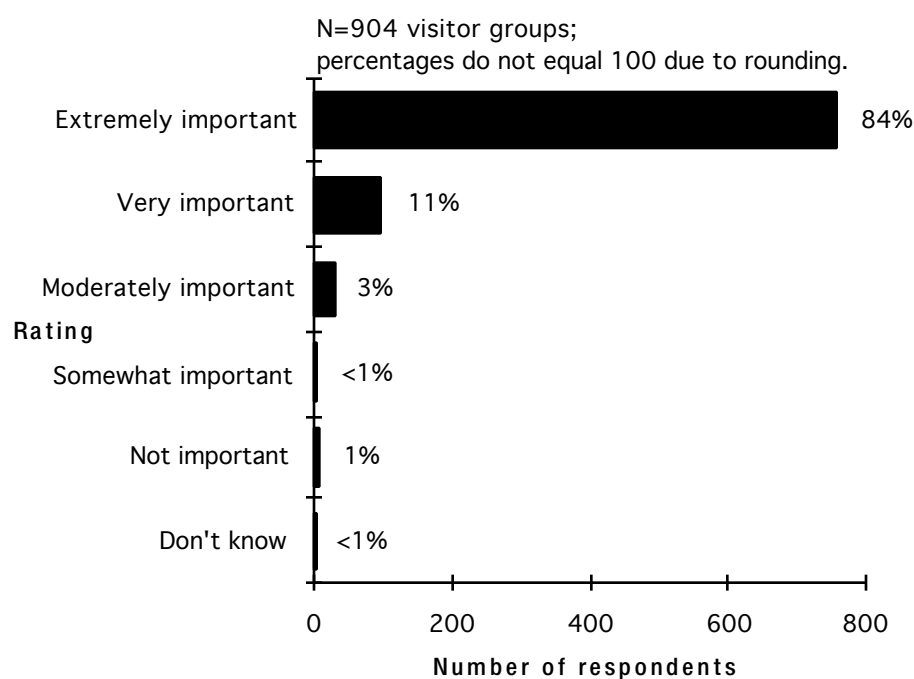
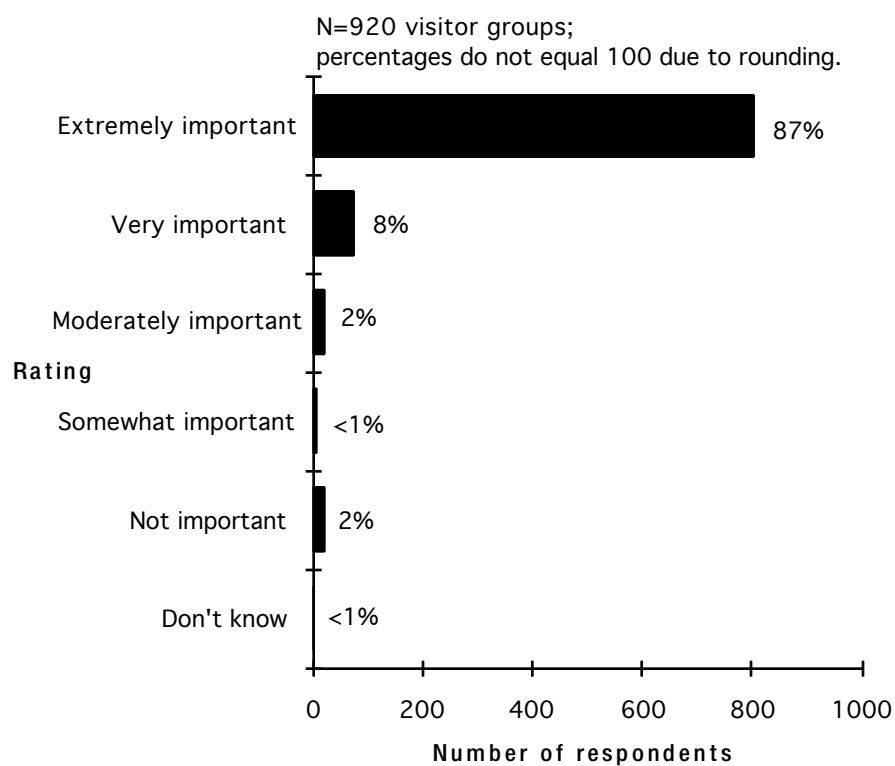


Figure 44: Importance of clean air (fall)

**Figure 45: Importance of scenic views (summer)****Figure 46: Importance of scenic views (fall)**

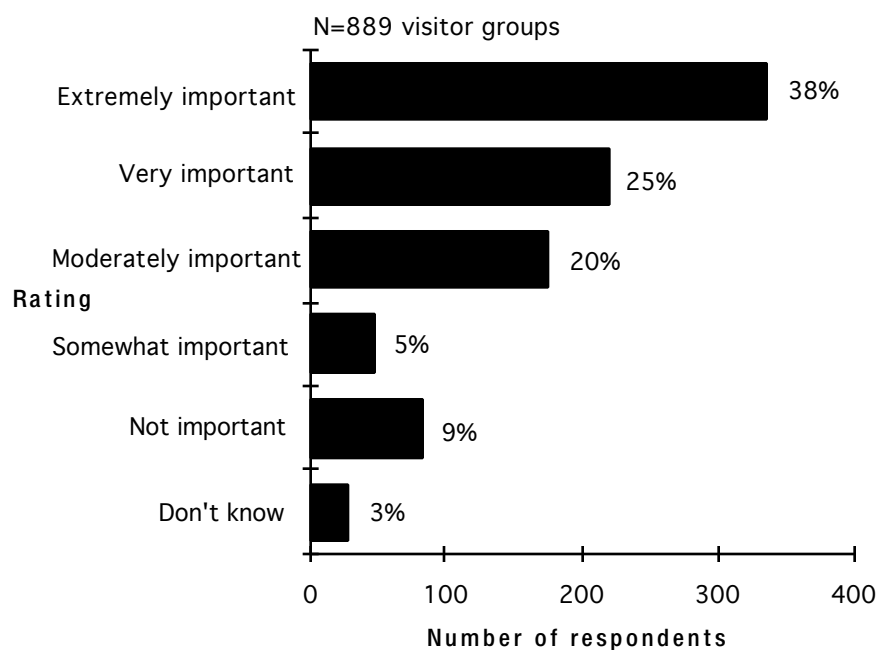


Figure 47: Importance of recreational activities (summer)

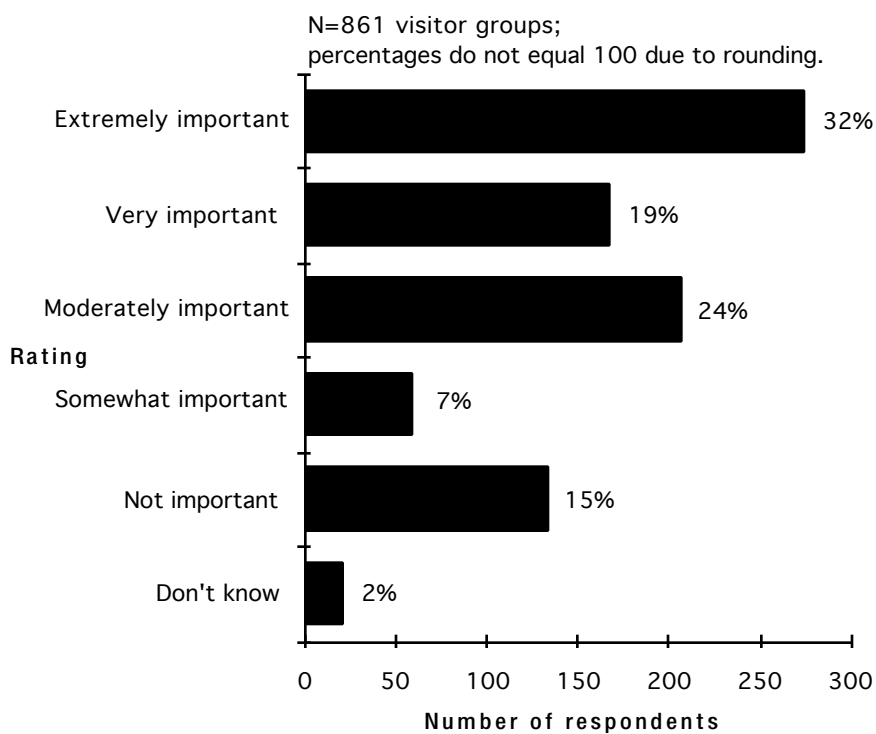
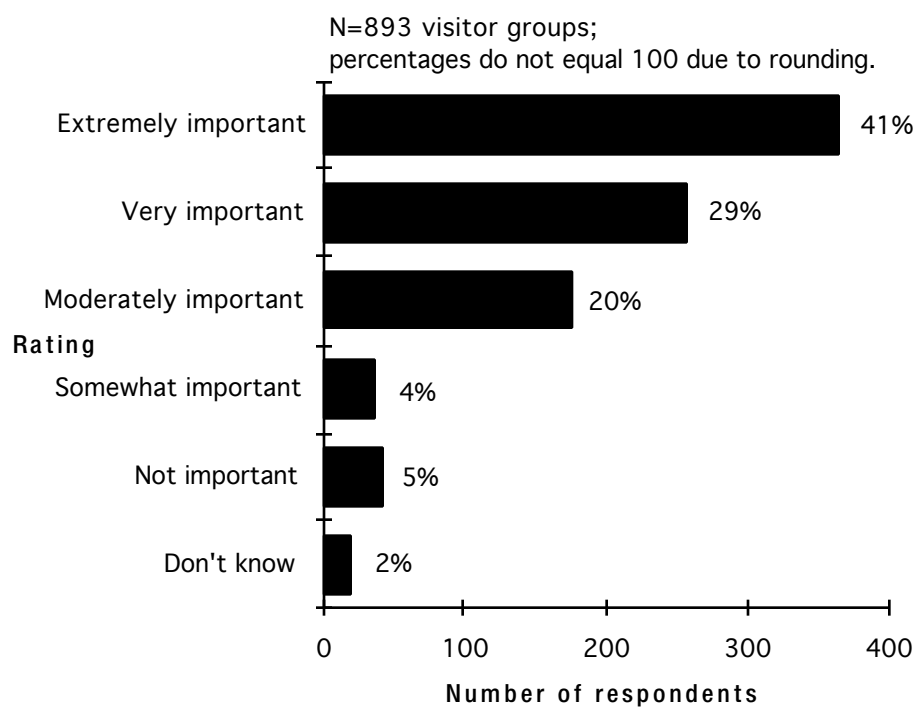
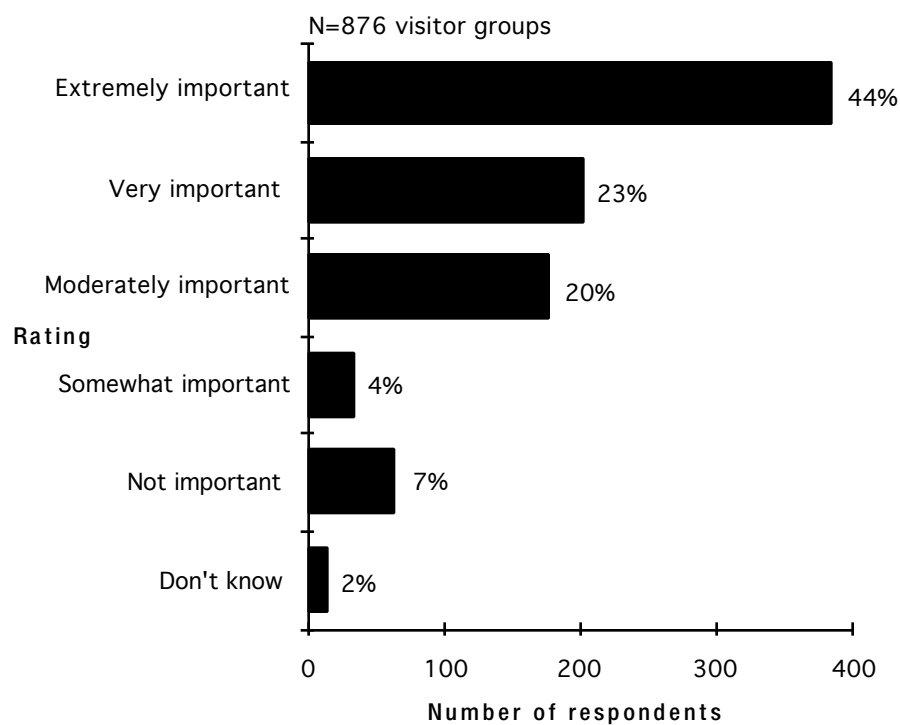
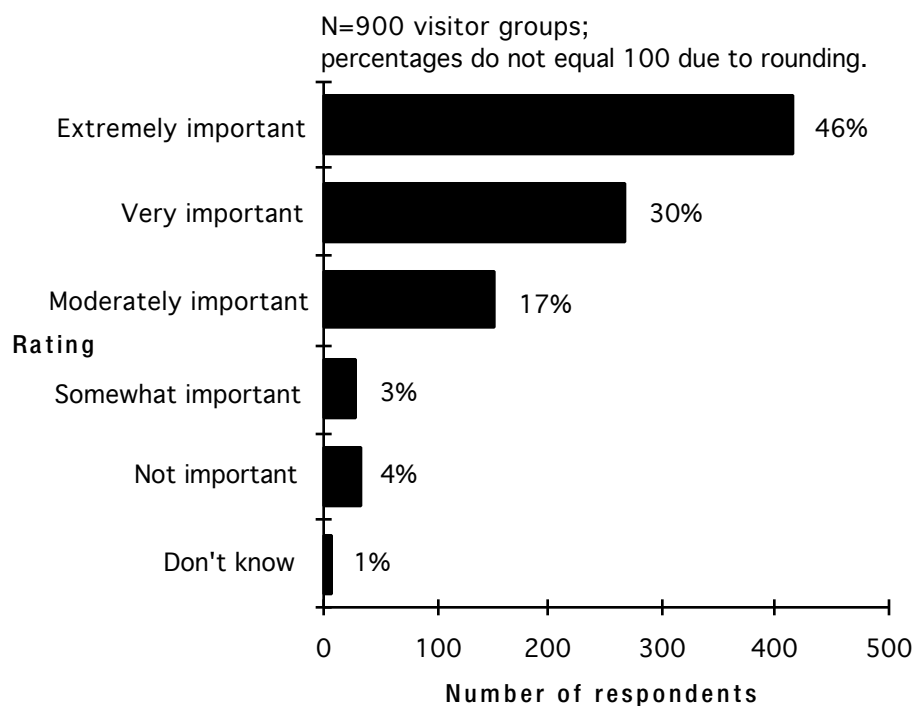
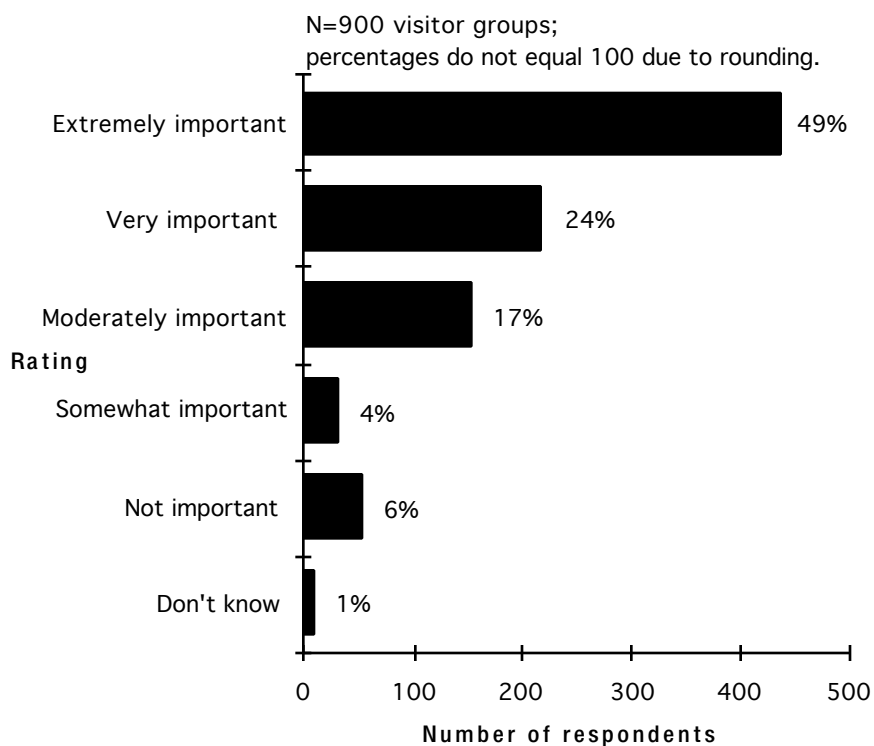


Figure 48: Importance of recreational activities (fall)

**Figure 49: Importance of solitude (summer)****Figure 50: Importance of solitude (fall)**

**Figure 51: Importance of quiet (summer)****Figure 52: Importance of quiet (fall)**

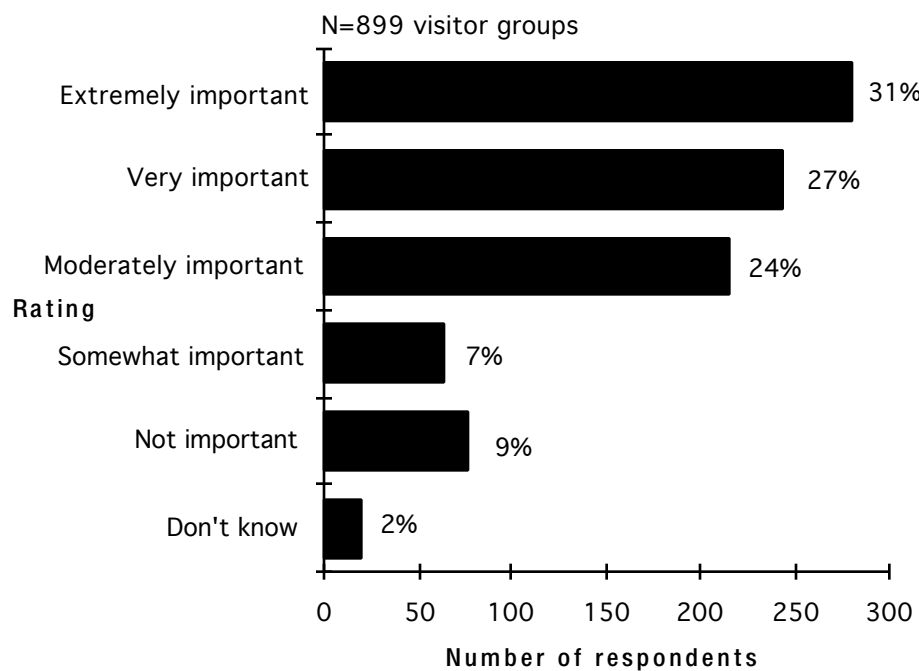


Figure 53: Importance of historic buildings (summer)

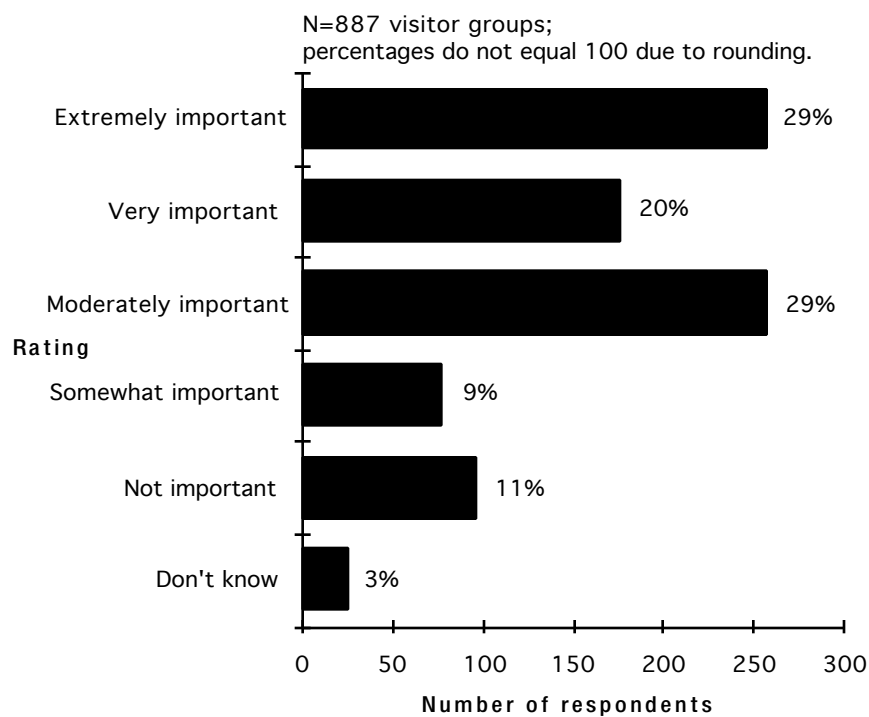


Figure 54: Importance of historic buildings (fall)

Summer: The most commonly used information services at Great Smoky Mountains were the park brochure/map (74%), visitor center information desk (46%), and the park newspaper - *Smokies Guide* (38%), as shown in Figure 55. The least used services were the evening campfire programs (3%) and ranger-led walks and talks (6%).

Fall: The most commonly used information services at Great Smoky Mountains were the park brochure/map (75%), visitor center information desk (46%), and the park newspaper - *Smokies Guide* (34%), as shown in Figure 56. The least used services were the evening campfire programs (2%) and ranger-led walks and talks (3%).

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

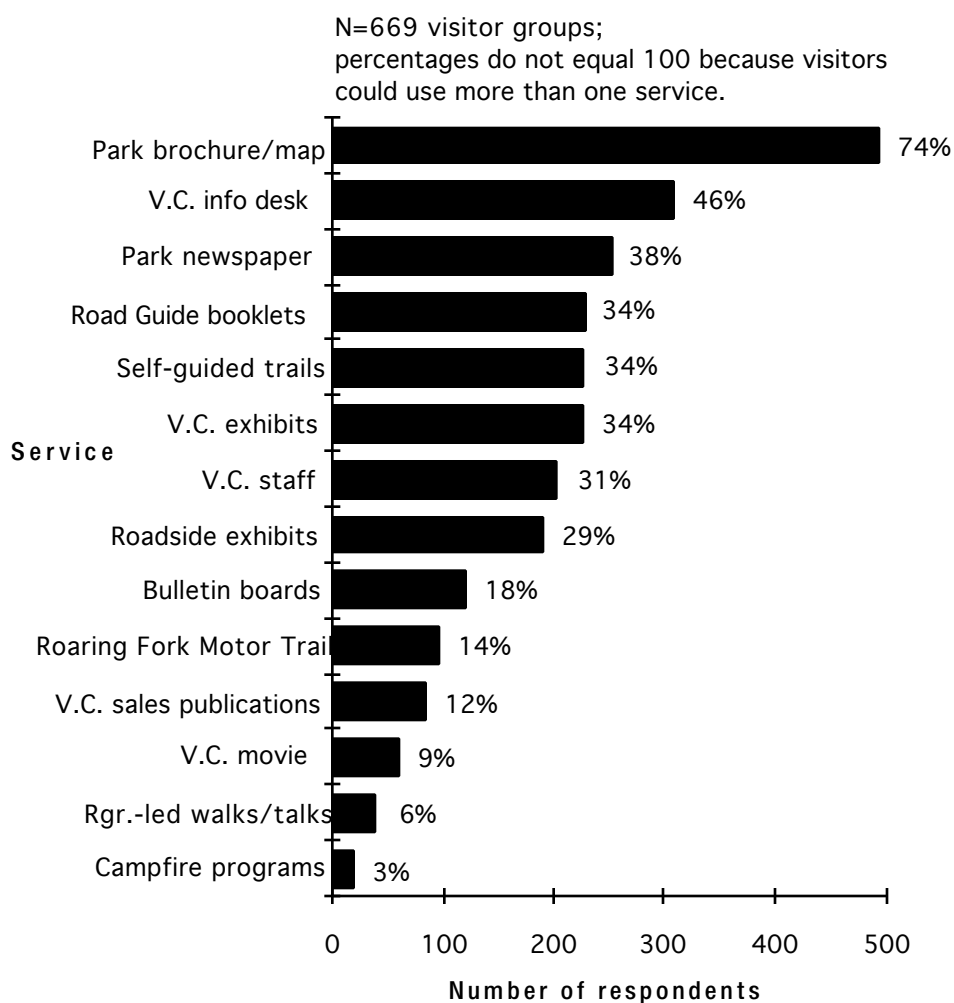


Figure 55: Use of information services (summer)

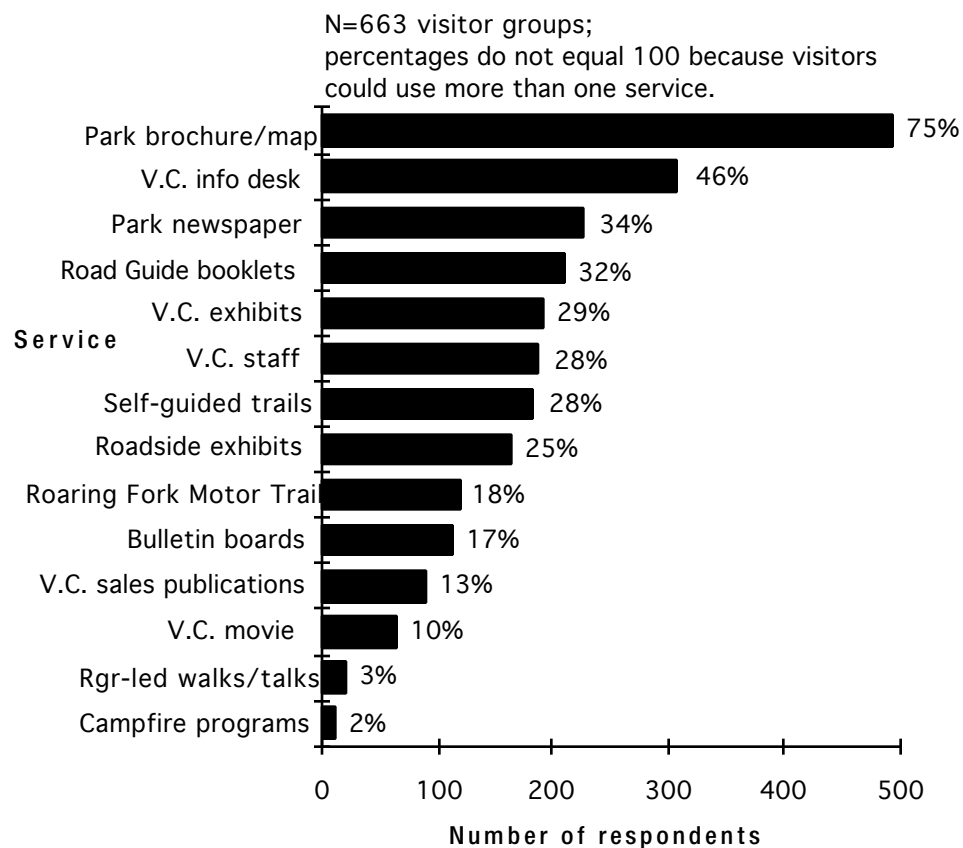


Figure 56: Use of information services (fall)

Visitors rated the importance and quality of each of the 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

Figures 57 and 58 show 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 and plotted on the grid, shown in Figures 57 and 58. All services were rated above average in importance and quality. NOTE: Summer and fall campfire programs and fall ranger-led programs were not rated by enough visitors to provide reliable information.

The importance of services rated by summer and fall visitors are compared in Figures 59-86. The quality of those services are compared in Figures 87-114. Figure 115 shows the combined "very good" and "good" quality ratings and compares those ratings for all of the services for summer. Figure 116 shows the same information for fall.

Summer: The services that received the highest "very important" to "extremely important" ratings were: ranger-led walks/talks (94%), self-guided trails (91%), park brochure/map (88%) and visitor center staff (88%). The highest "not important" ratings were for the visitor center movie and visitor center sales publications (each 3%).

The services that received high "good" to "very good" quality ratings were: ranger-led walks/talks (97%), visitor center staff (92%), and visitor center exhibits (91%), visitor center information desk (91%) and Road Guide booklets (91%). The service which received the highest "very poor" quality ratings was the visitor center movie (4%).

Fall: The services received the highest "very important" to "extremely important" ratings were: Roaring Fork Motor Nature Trail (87%), self-guided trails (87%), visitor center staff (87%), and park brochure/map (84%). The highest "not important" ratings were for the Road Guide booklets (3%).

The services that received the highest "good" to "very good" quality ratings were: Roaring Fork Motor Nature Trail (93%), visitor center exhibits (91%), visitor center information desk (90%), and visitor center staff (90%).

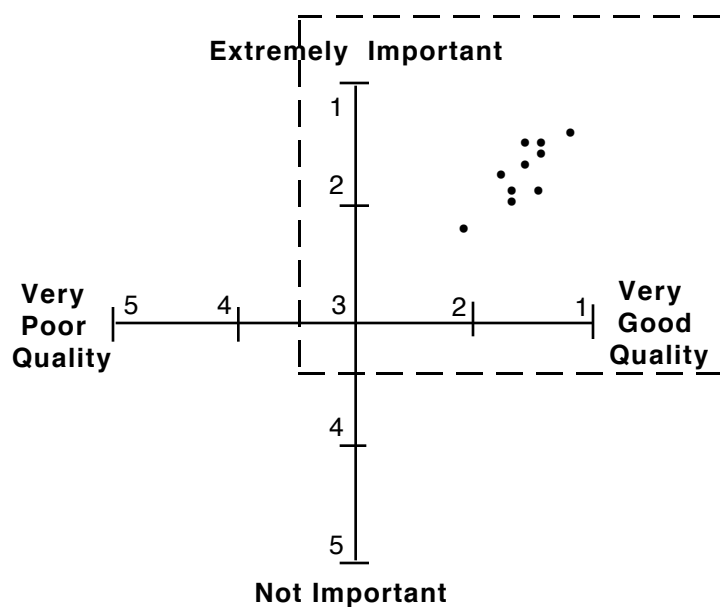


Figure 57: Average ratings of information service importance and quality (summer)

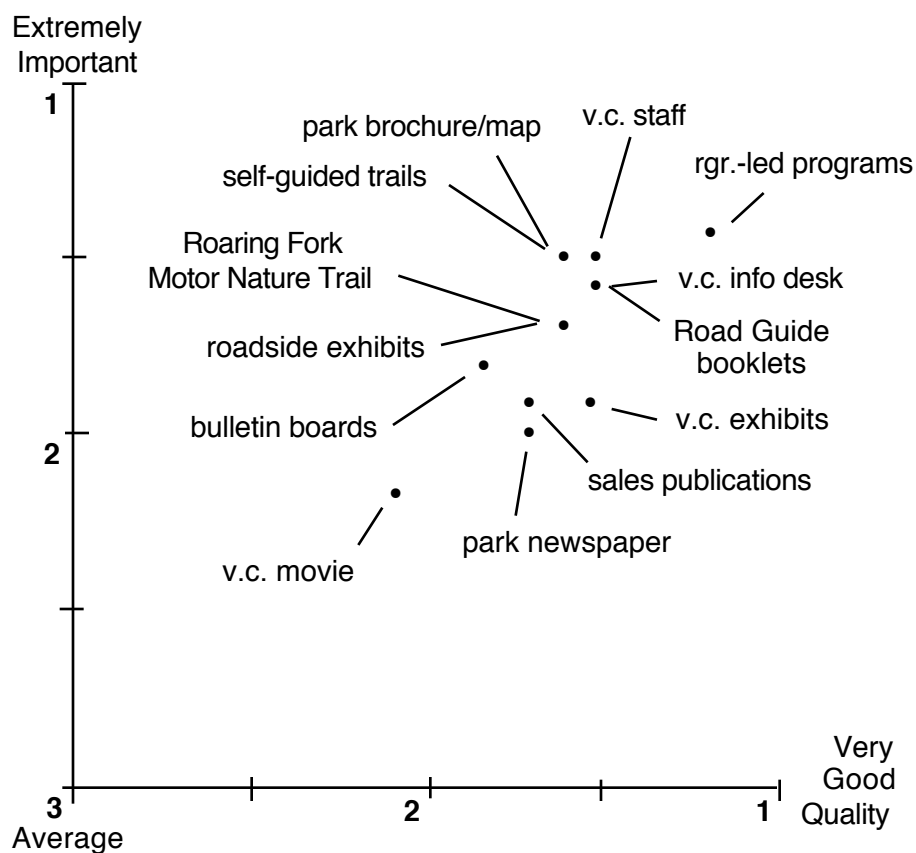


Figure 57: Detail (summer)

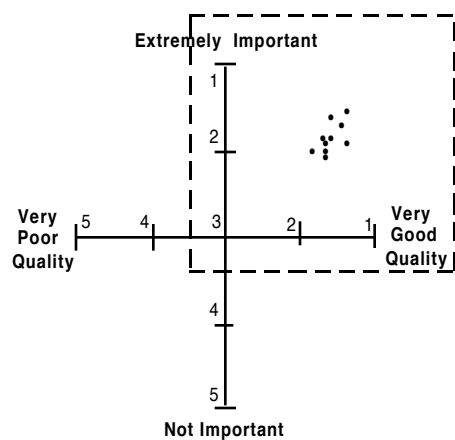


Figure 58: Average ratings of information service importance and quality (fall)

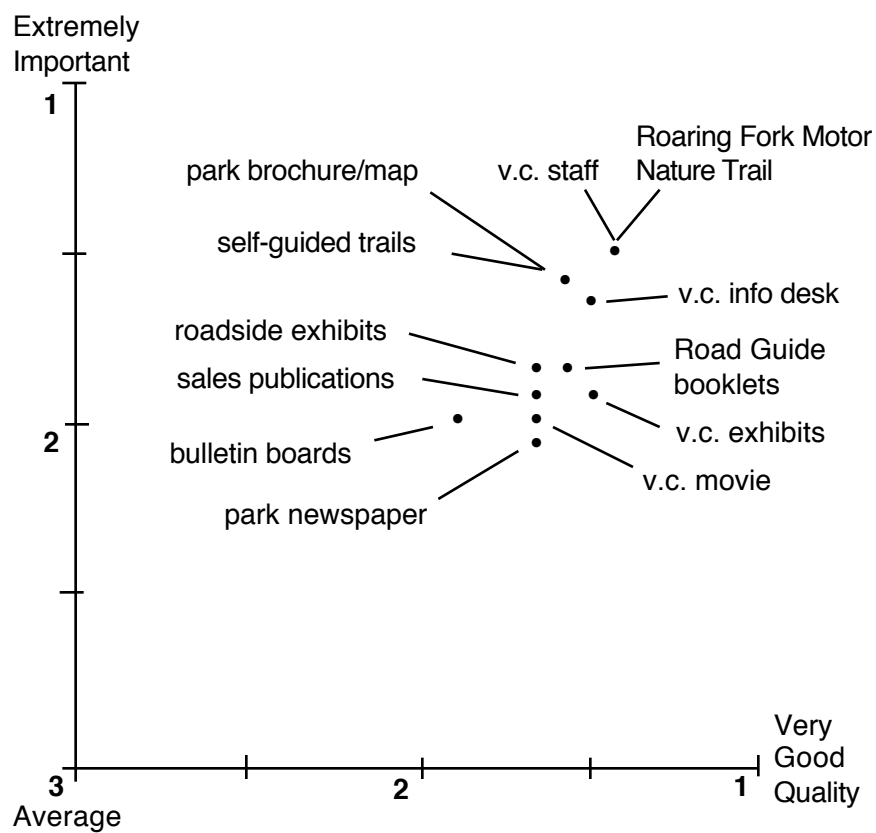


Figure 58: Detail (fall)

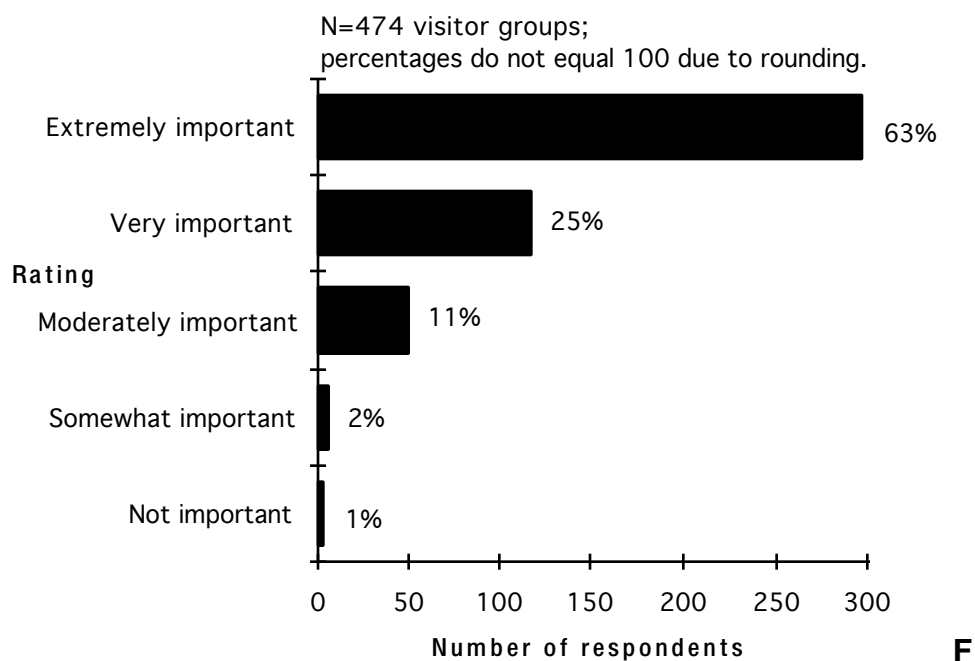


figure 59: Importance of park brochure/map (summer)

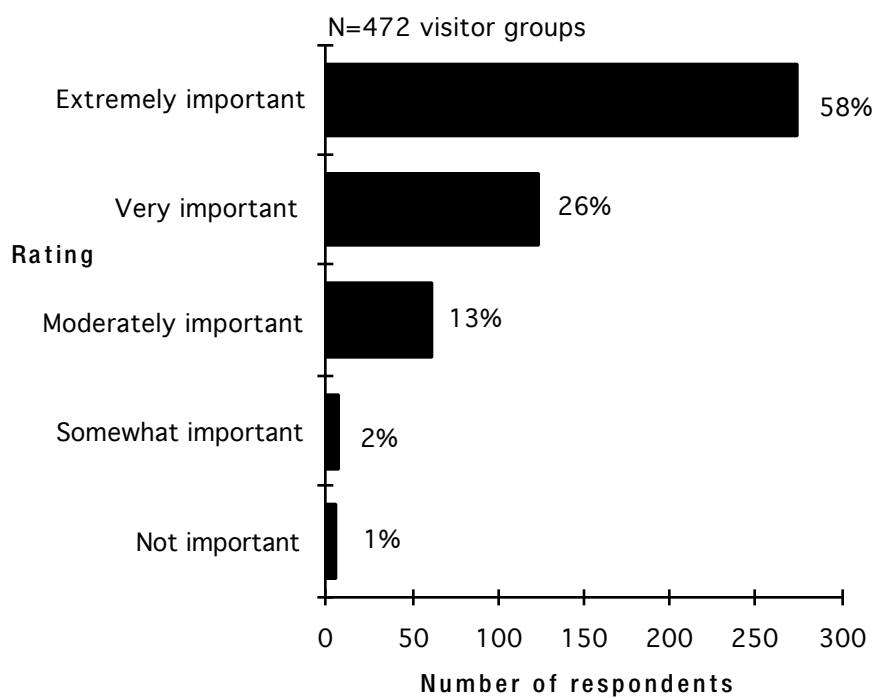


Figure 60: Importance of park brochure/map (fall)

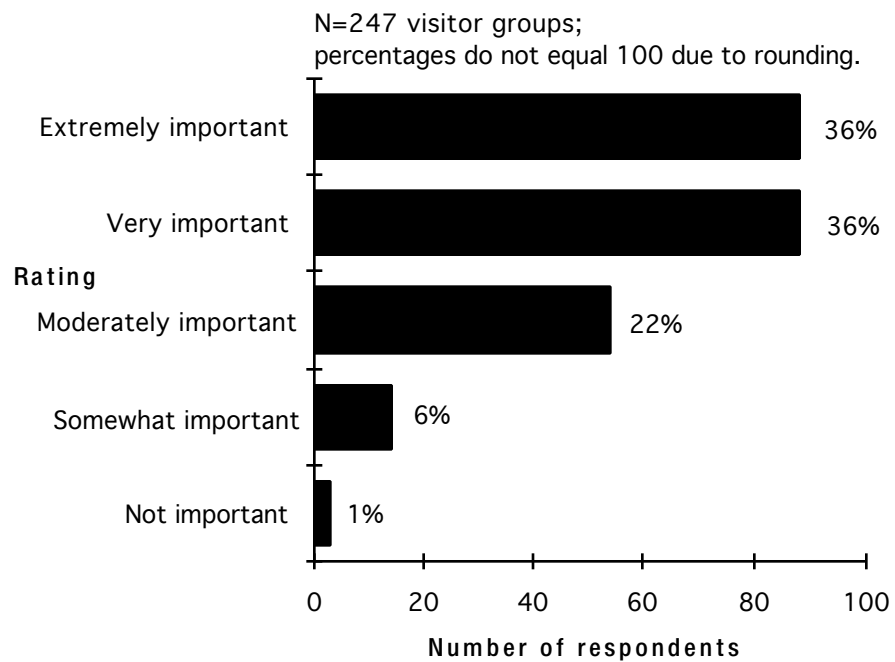


Figure 61: Importance of park newspaper - *Smokies Guide* (summer)

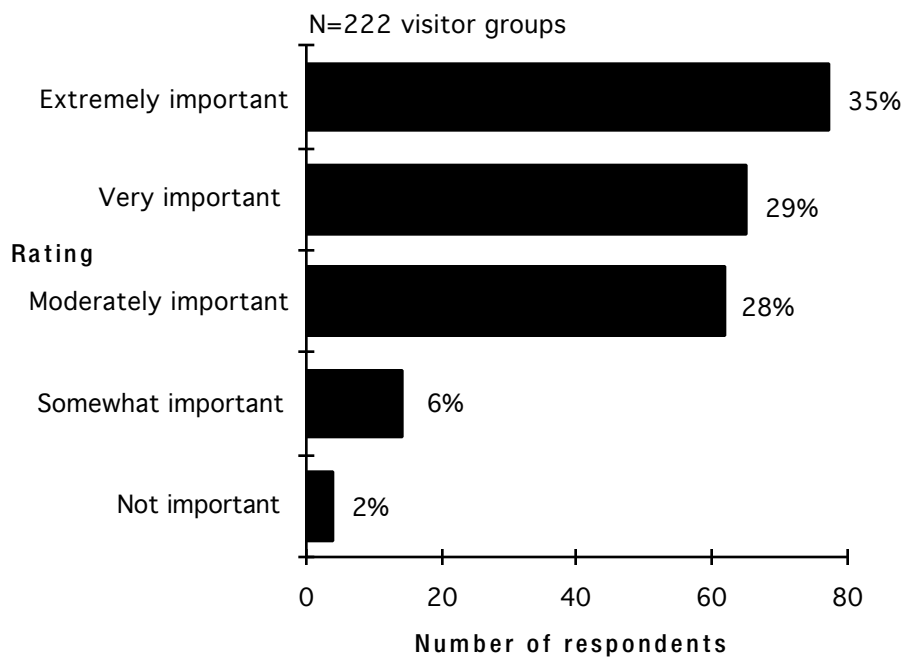


Figure 62: Importance of park newspaper - *Smokies Guide* (fall)

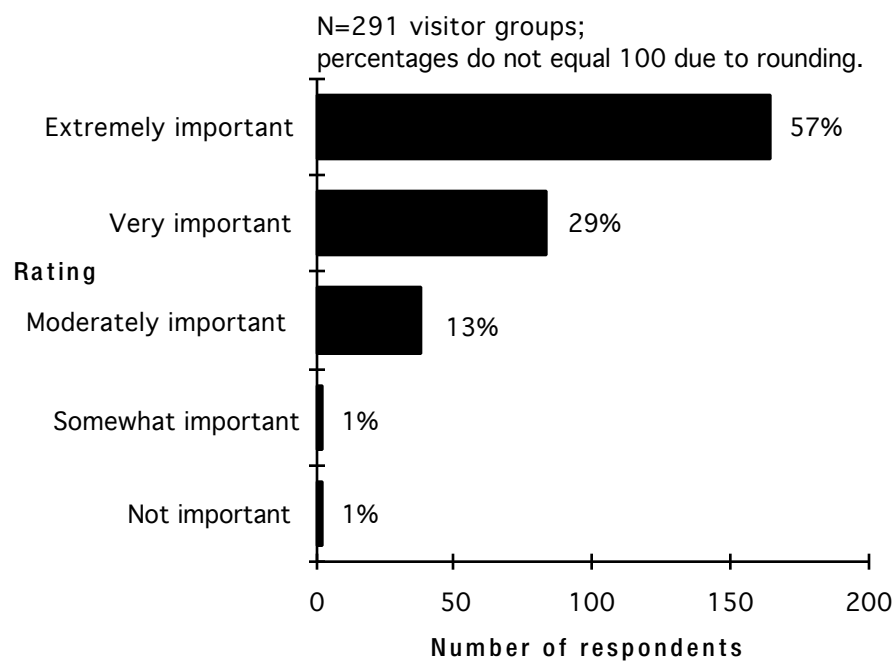


Figure 63: Importance of visitor center information desk (summer)

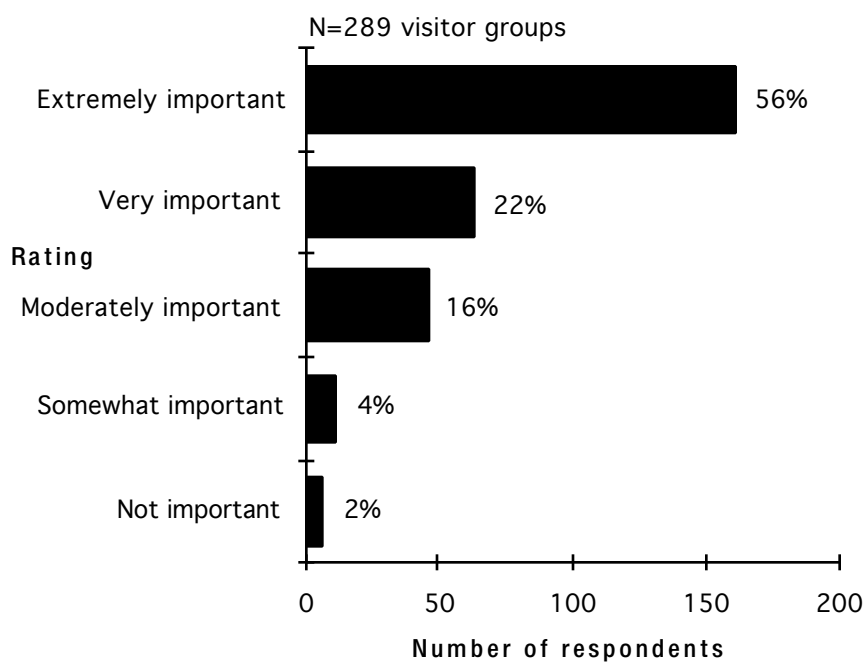


Figure 64: Importance of visitor center information desk (fall)

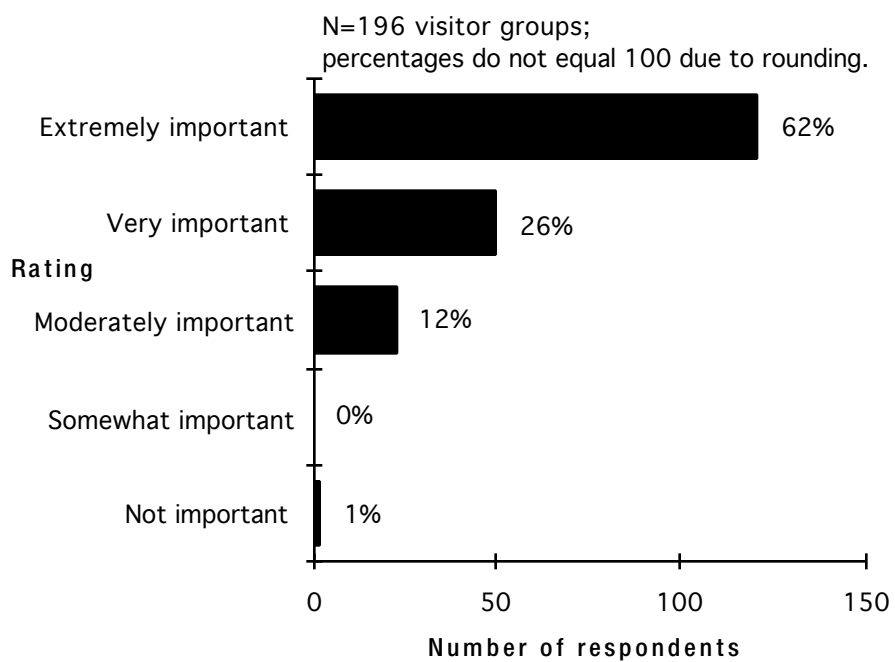


Figure 65: Importance of visitor center staff (summer)

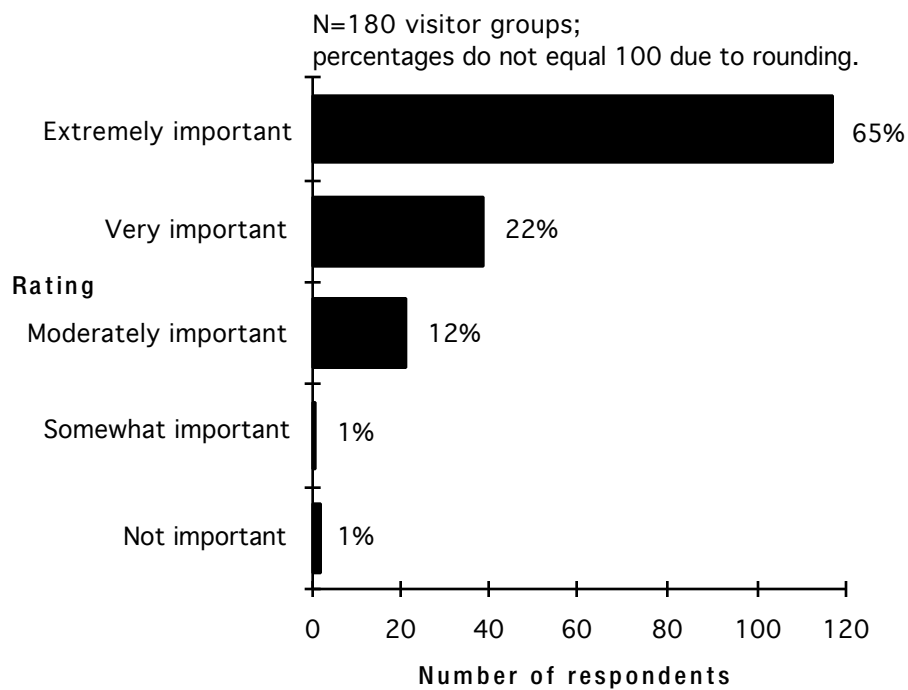


Figure 66: Importance of visitor center staff (fall)

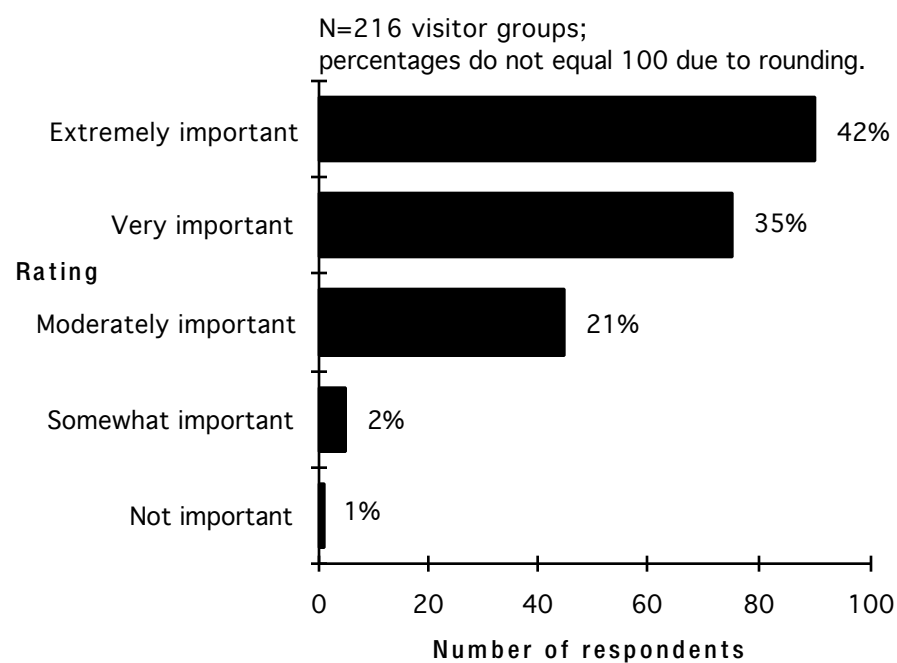


Figure 67: Importance of visitor center exhibits (summer)

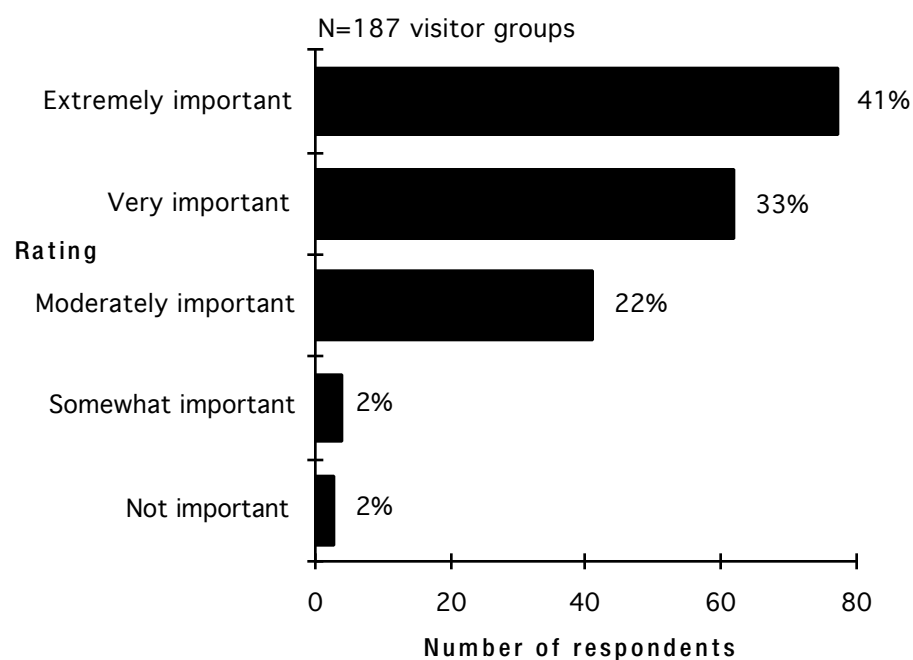


Figure 68: Importance of visitor center exhibits (fall)

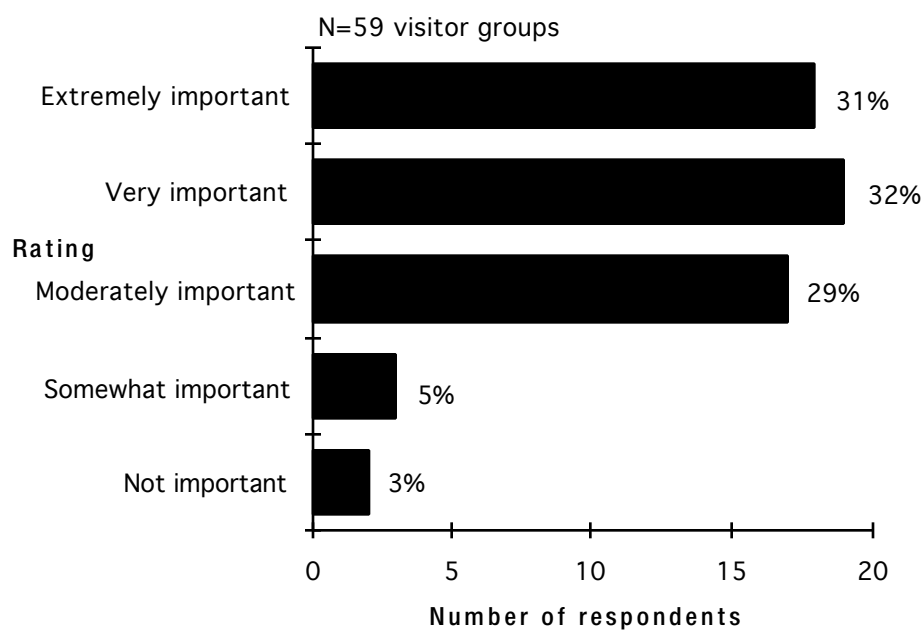


Figure 69: Importance of visitor center movie (summer)

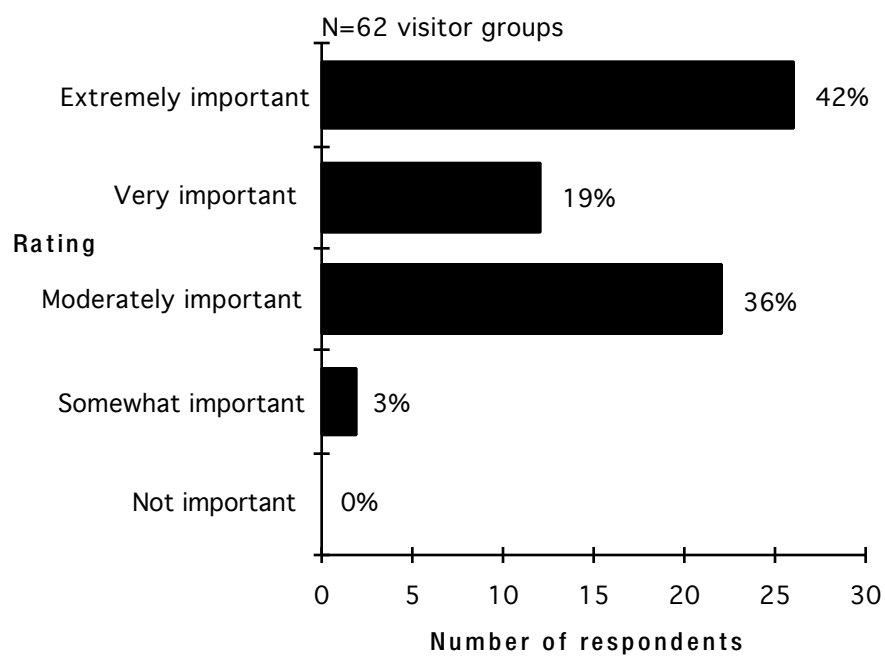
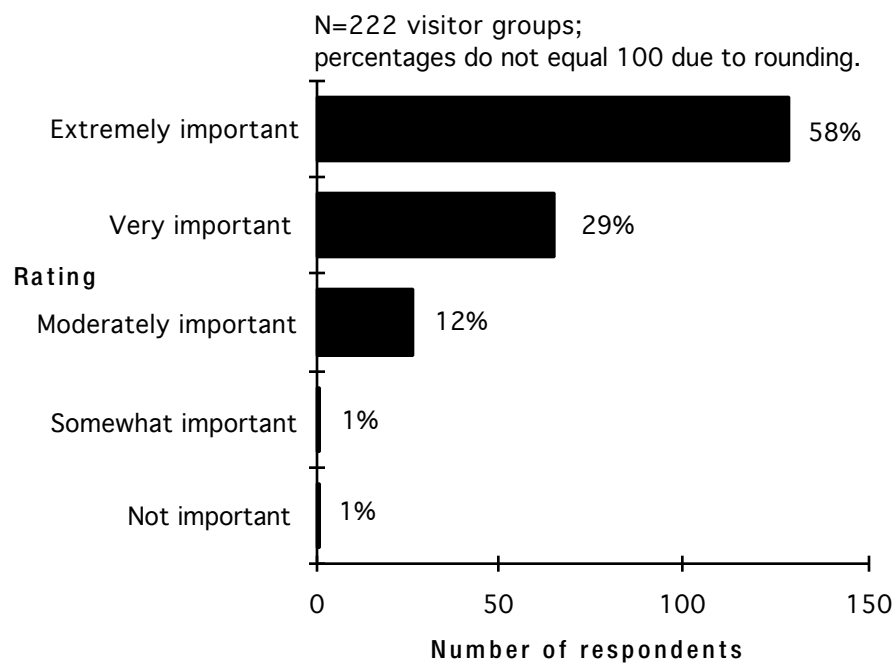
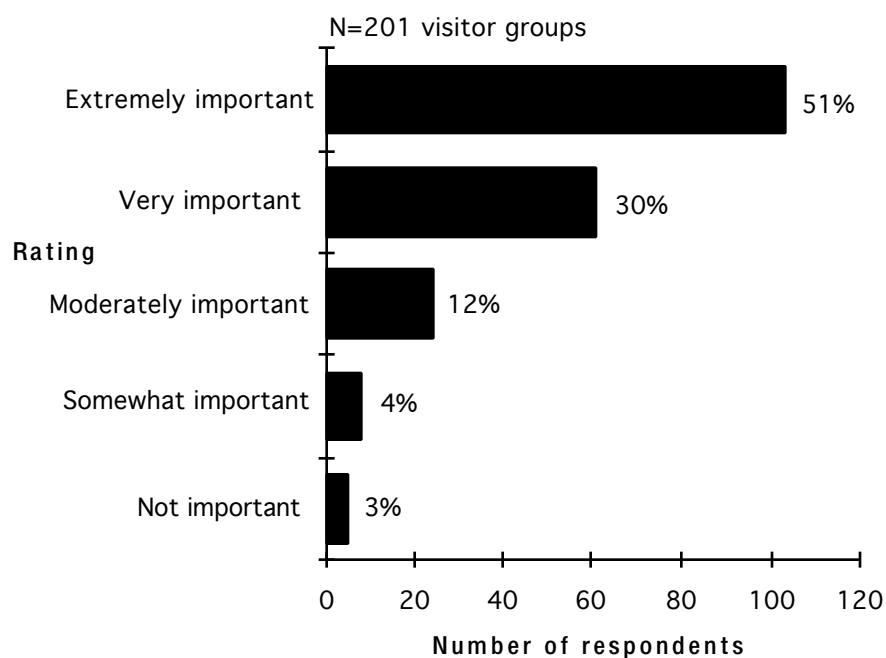


Figure 70: Importance of visitor center movie (fall)

**Figure 71: Importance of Road Guide booklets (summer)****Figure 72: Importance of Road Guide booklets (fall)**

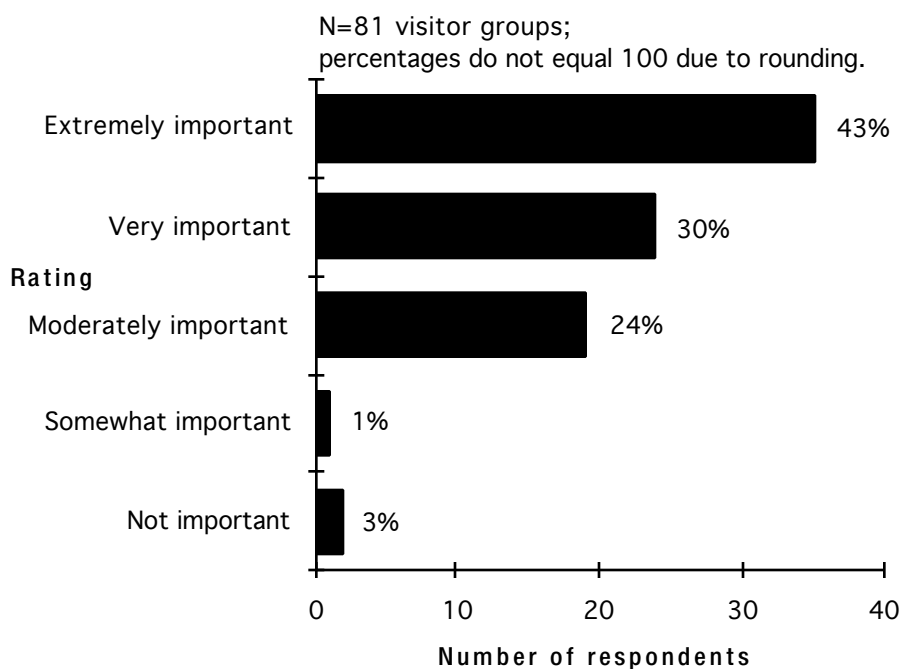


Figure 73: Importance of visitor center sales publications other than Road Guide booklets (summer)

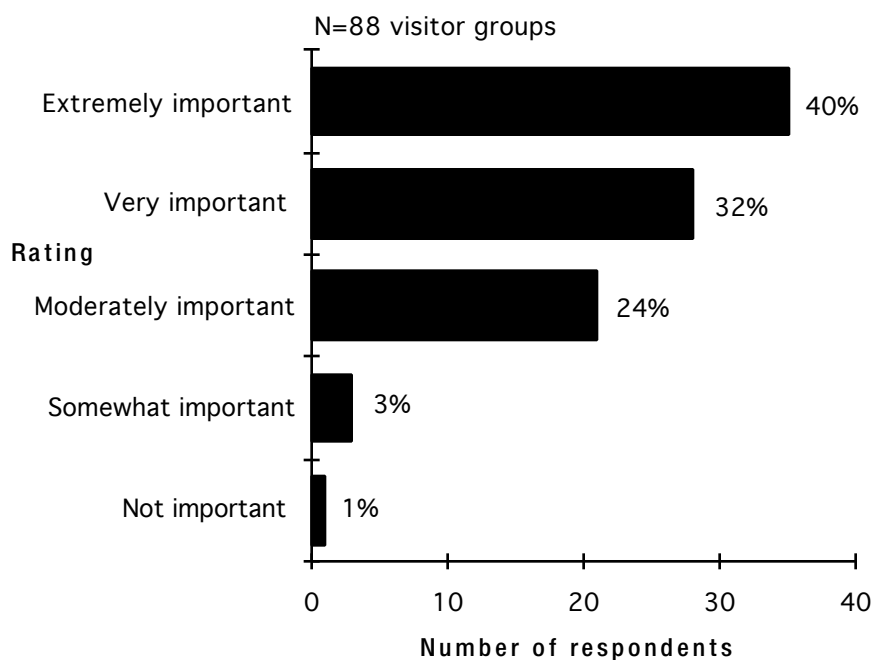


Figure 74: Importance of visitor center sales publications other than Road Guide booklets (fall)

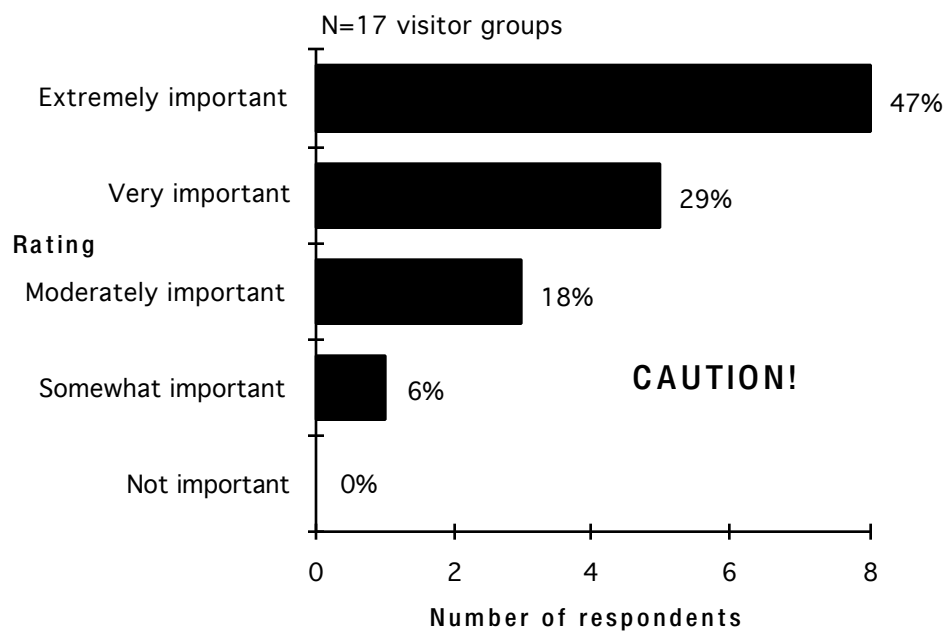


Figure 75: Importance of campfire programs (summer)

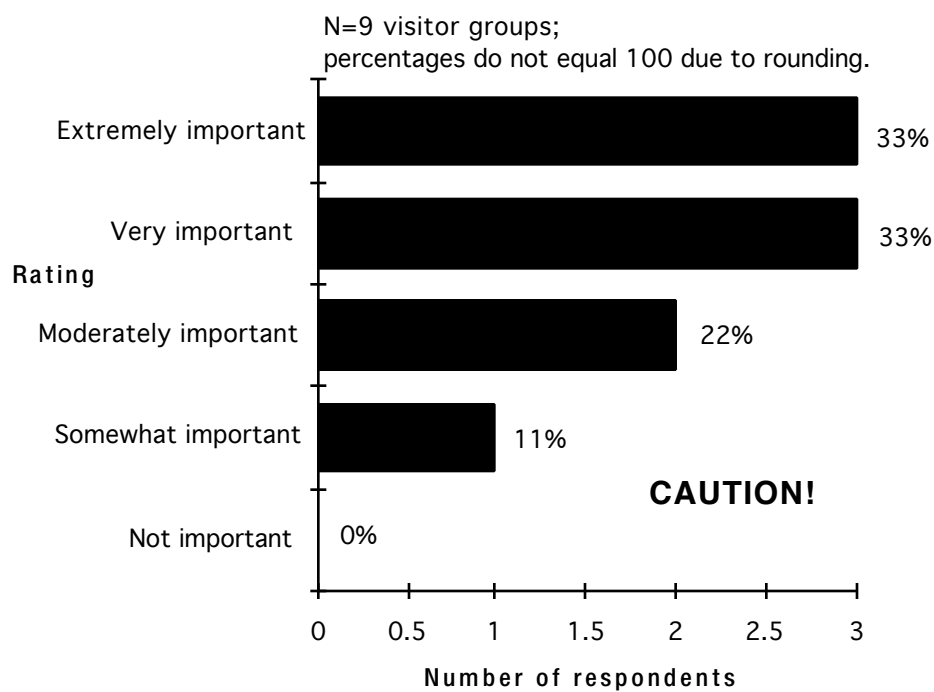


Figure 76: Importance of campfire programs (fall)

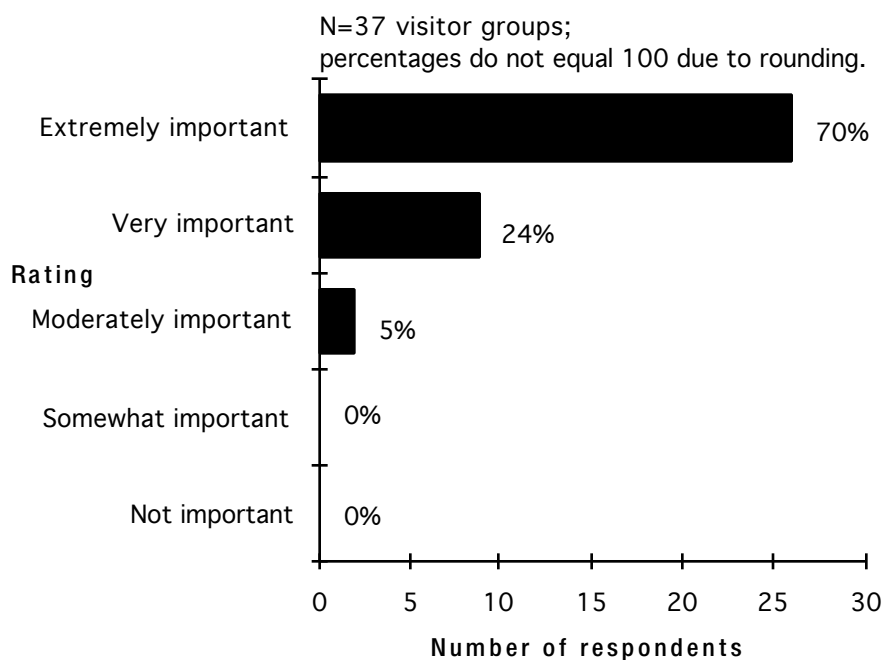


Figure 77: Importance of ranger-led walks/talks (summer)

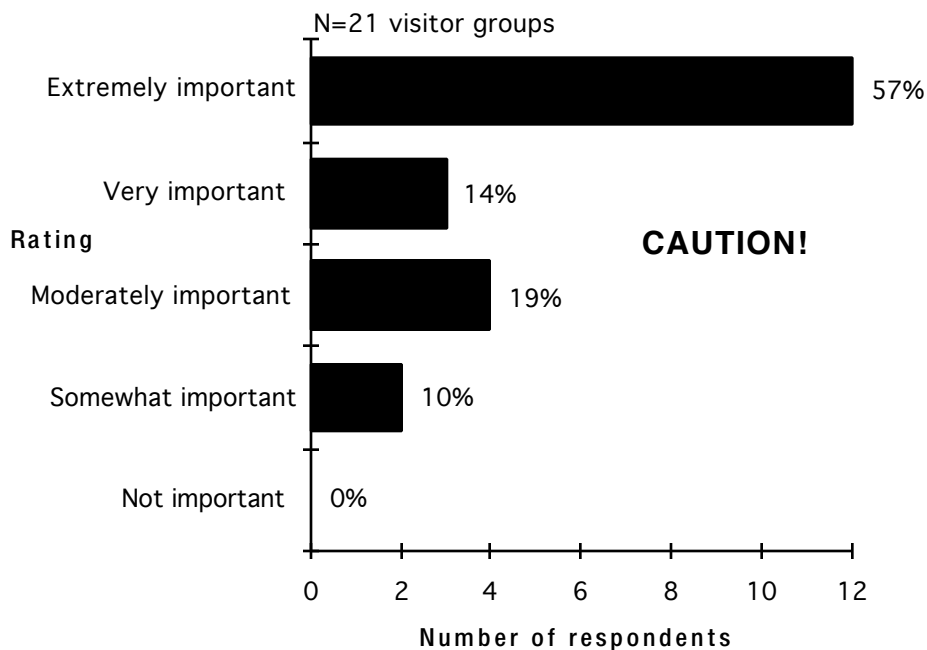


Figure 78: Importance of ranger-led walks/talks (fall)

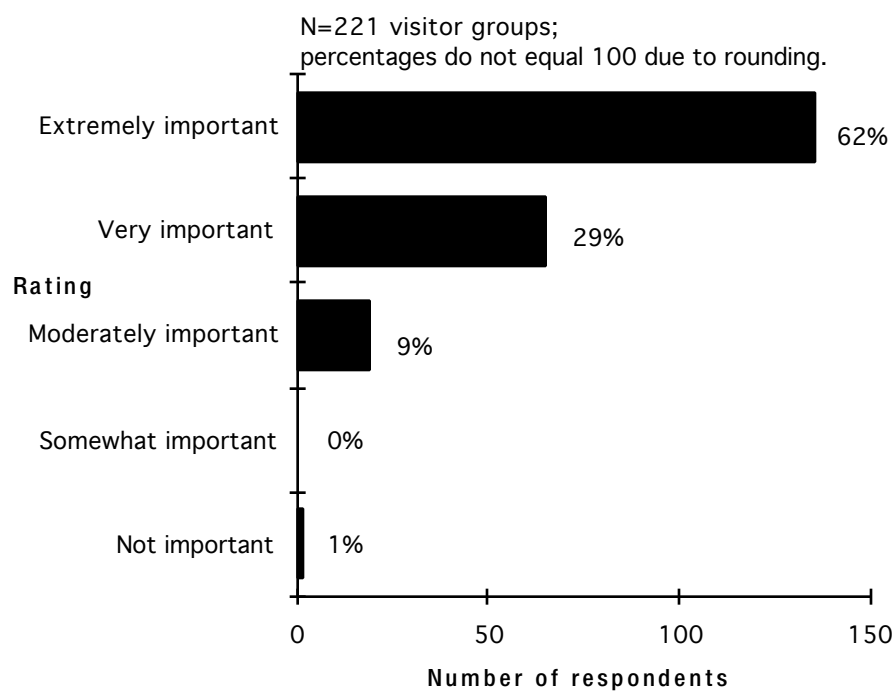


Figure 79: Importance of self-guided trails (summer)

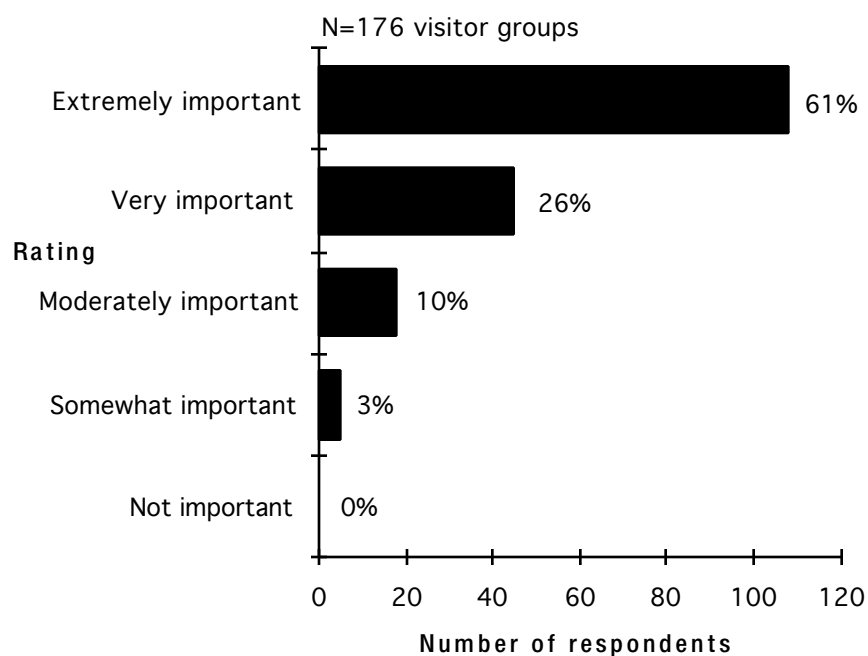


Figure 80: Importance of self-guided trails (fall)

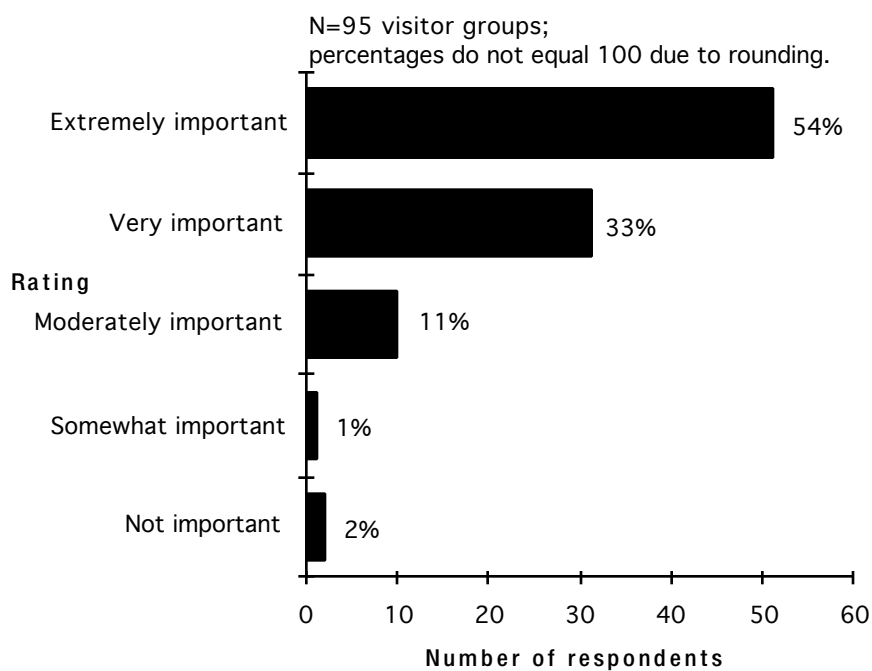


Figure 81: Importance of Roaring Fork Motor Nature Trail (summer)

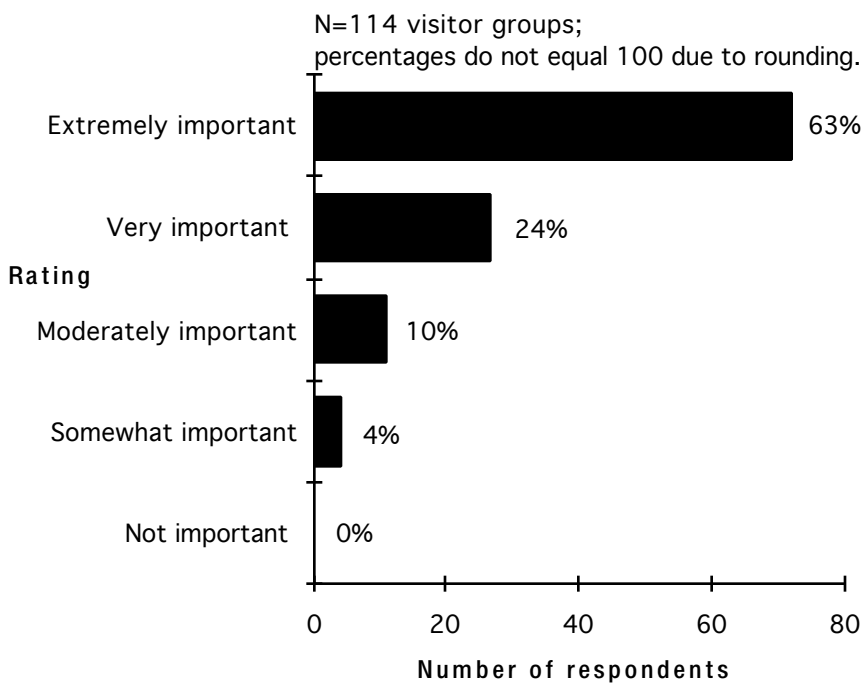
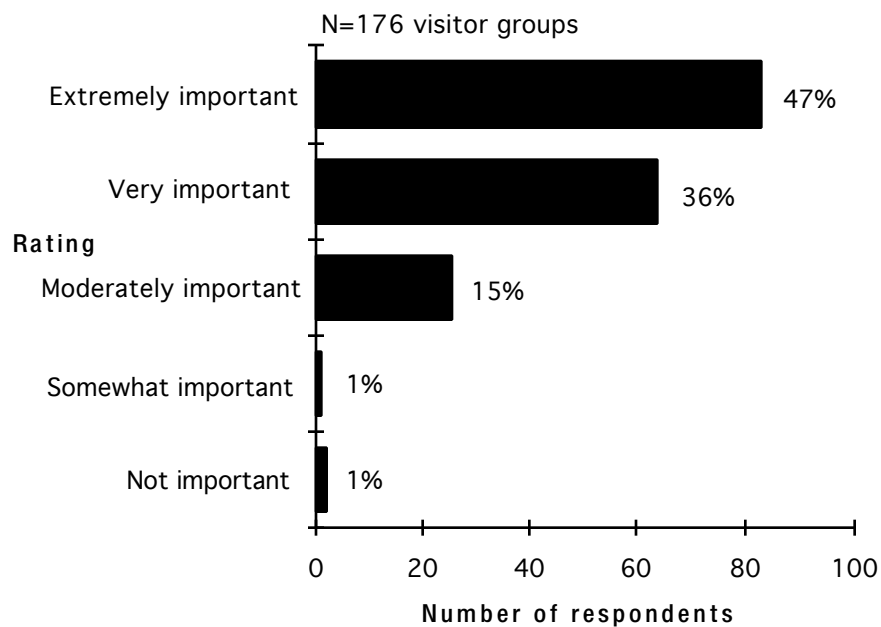
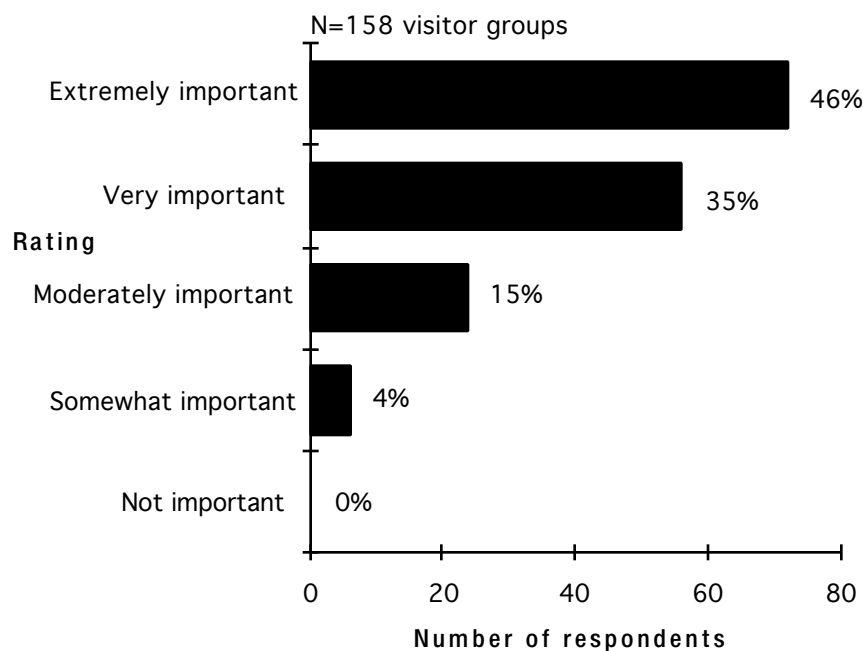


Figure 82: Importance of Roaring Fork Motor Nature Trail (fall)

**Figure 83: Importance of roadside exhibits (summer)****Figure 84: Importance of roadside exhibits (fall)**

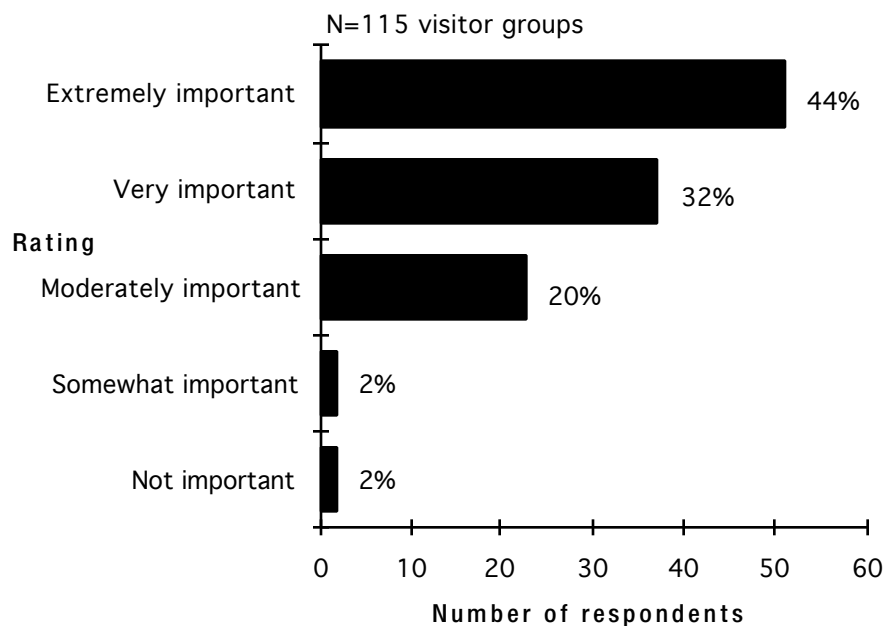


Figure 85: Importance of bulletin boards (summer)

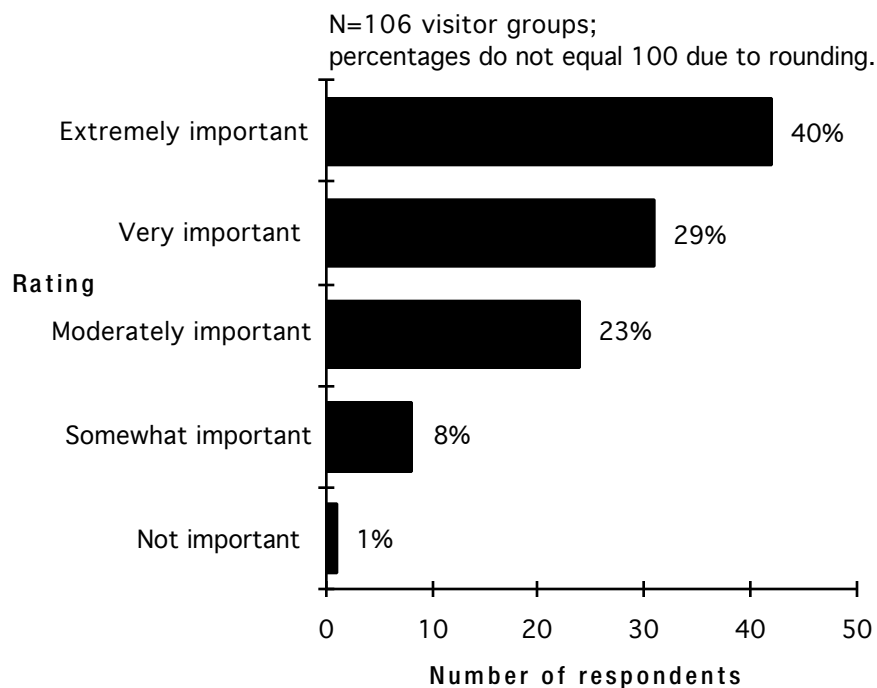


Figure 86: Importance of bulletin boards (fall)

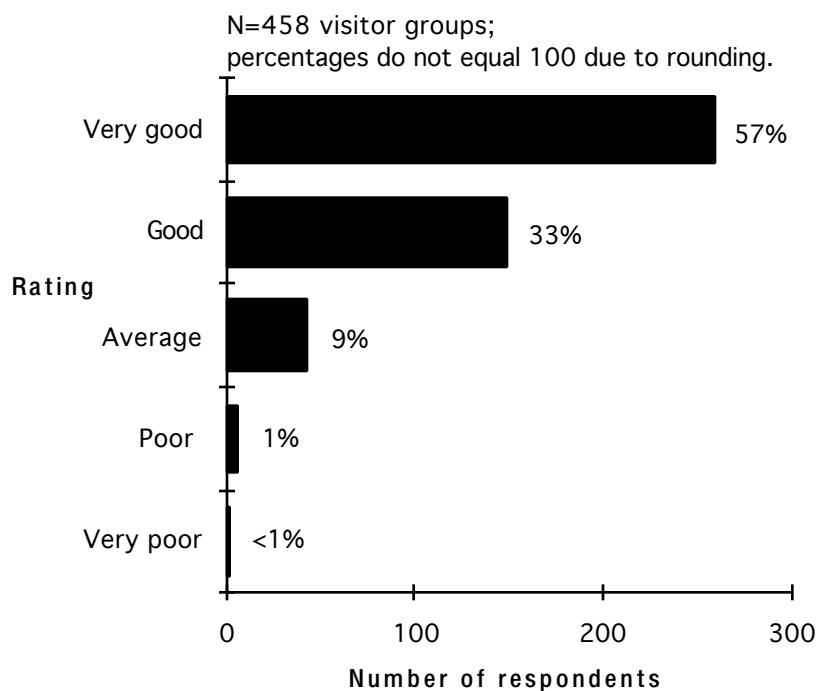


Figure 87: Quality of park brochure/map (summer)

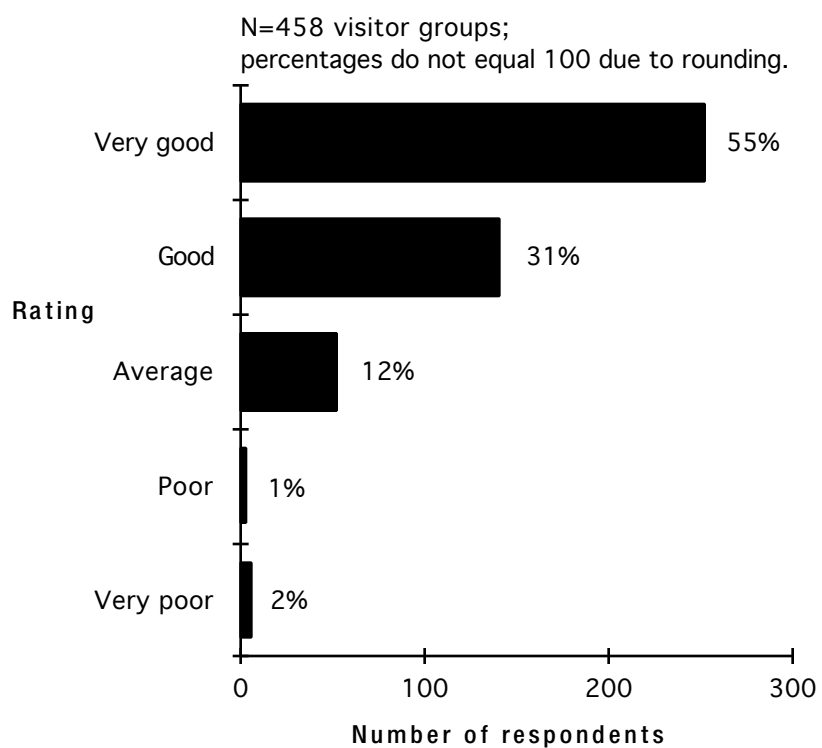


Figure 88: Quality of park brochure/map (fall)

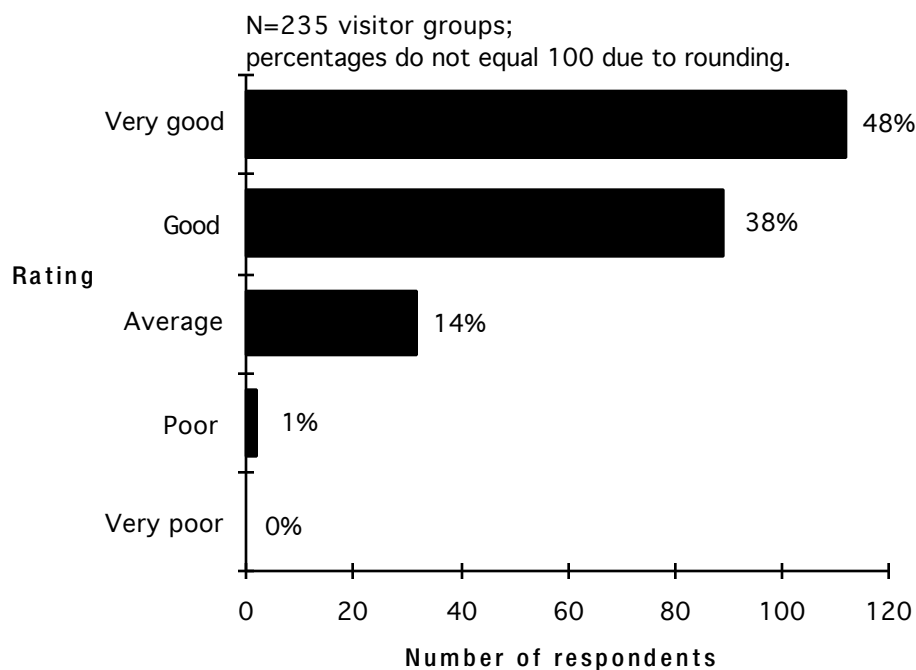


Figure 89: Quality of park newspaper - *Smokies Guide* (summer)

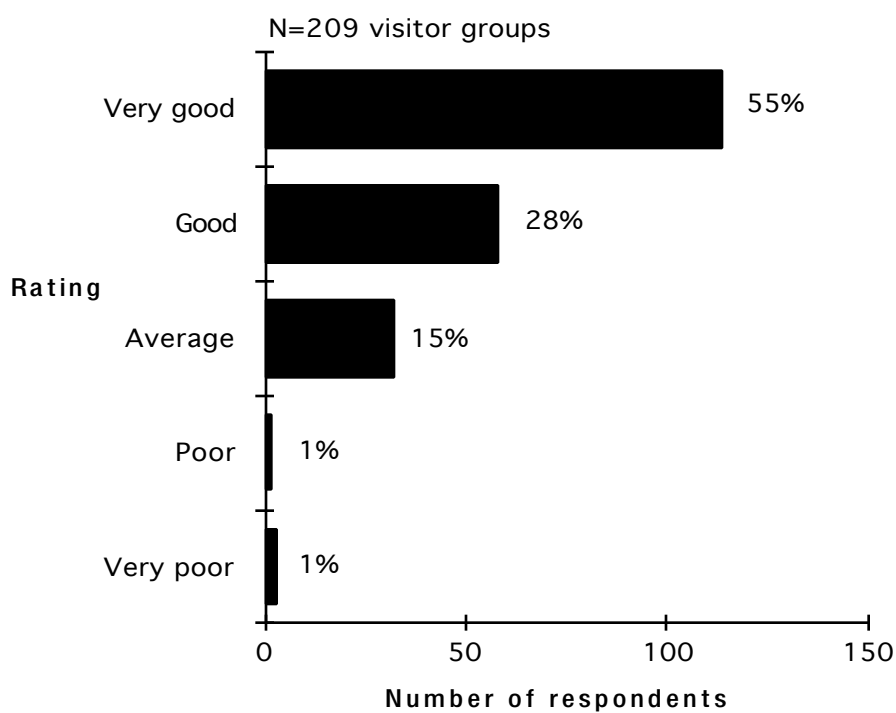


Figure 90: Quality of park newspaper *Smokies Guide* (fall)

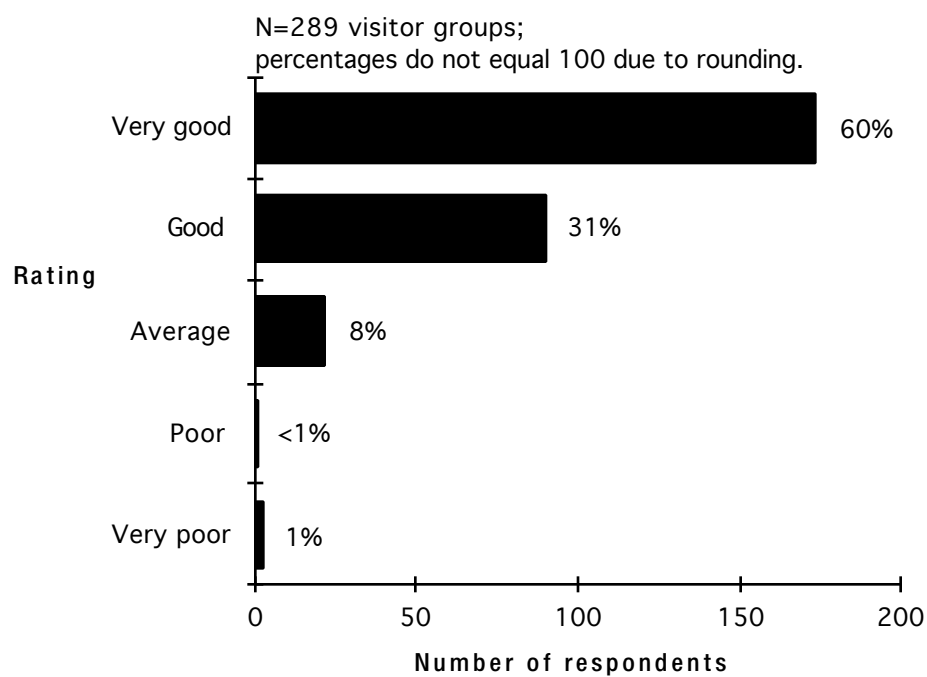


Figure 91: Quality of visitor center information desk (summer)

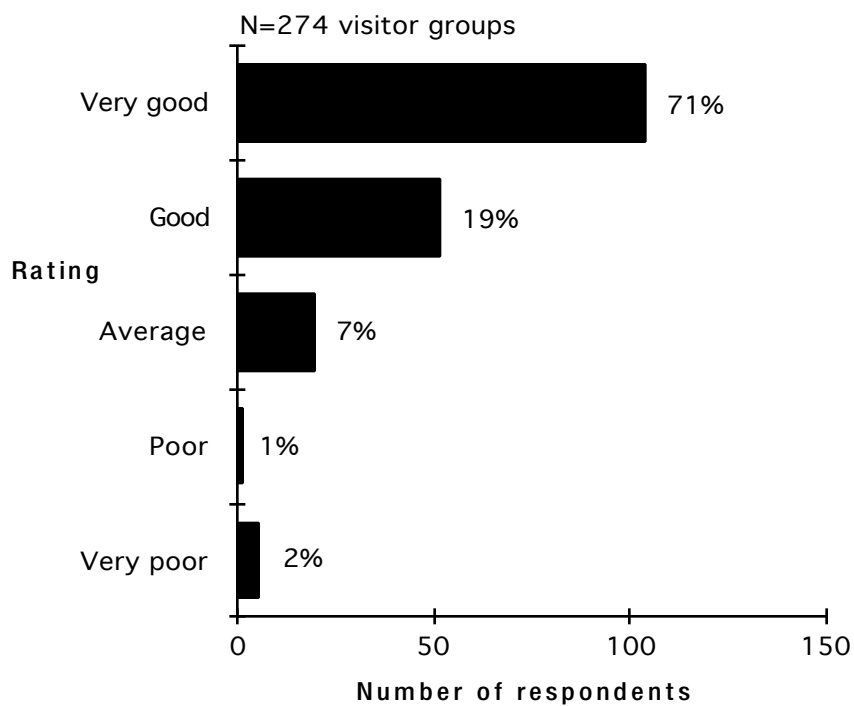


Figure 92: Quality of visitor center information desk (fall)

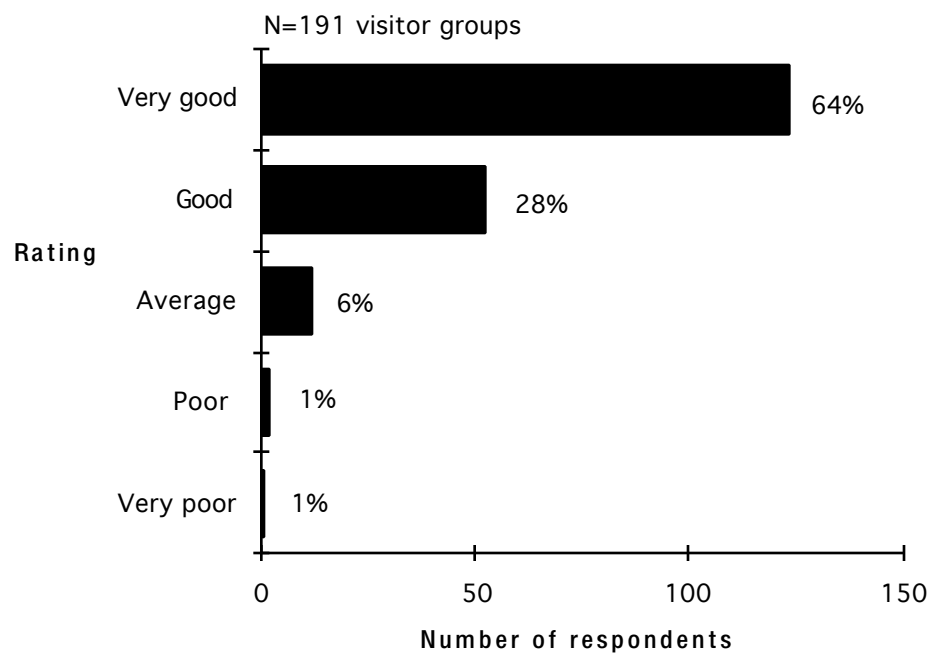


Figure 93: Quality of visitor center staff (summer)

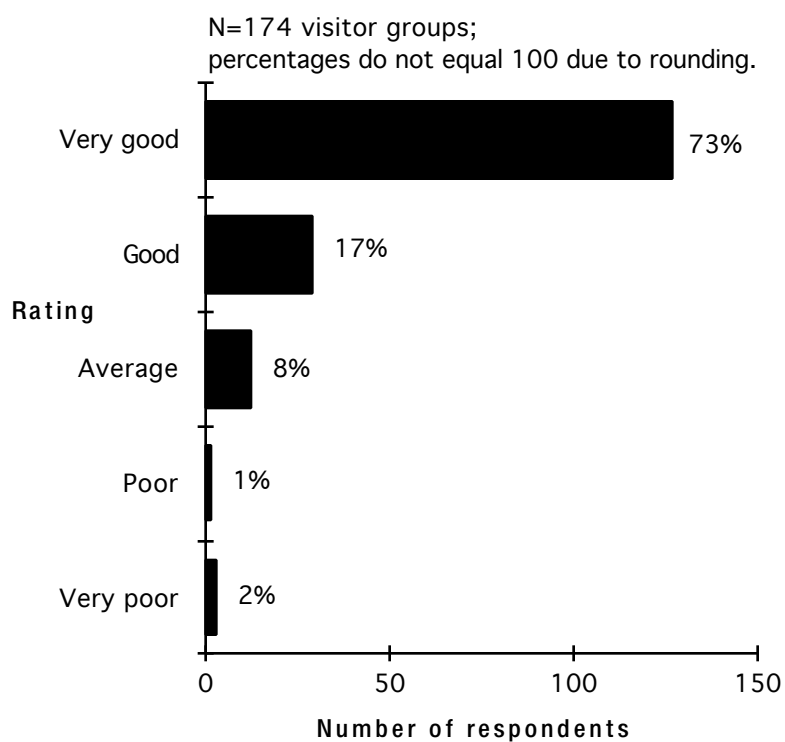


Figure 94: Quality of visitor center staff (fall)

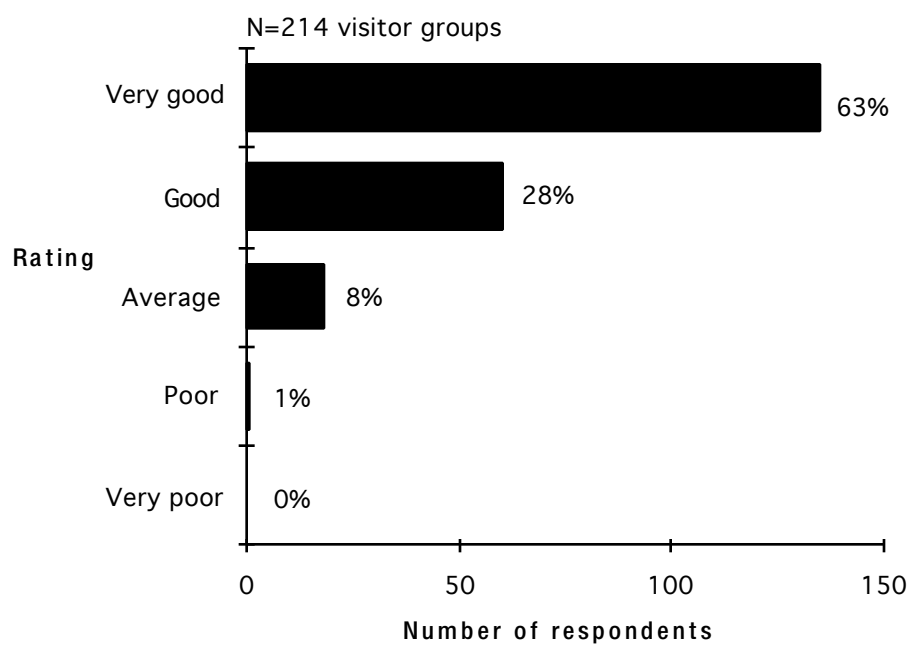


Figure 95: Quality of visitor center exhibits (summer)

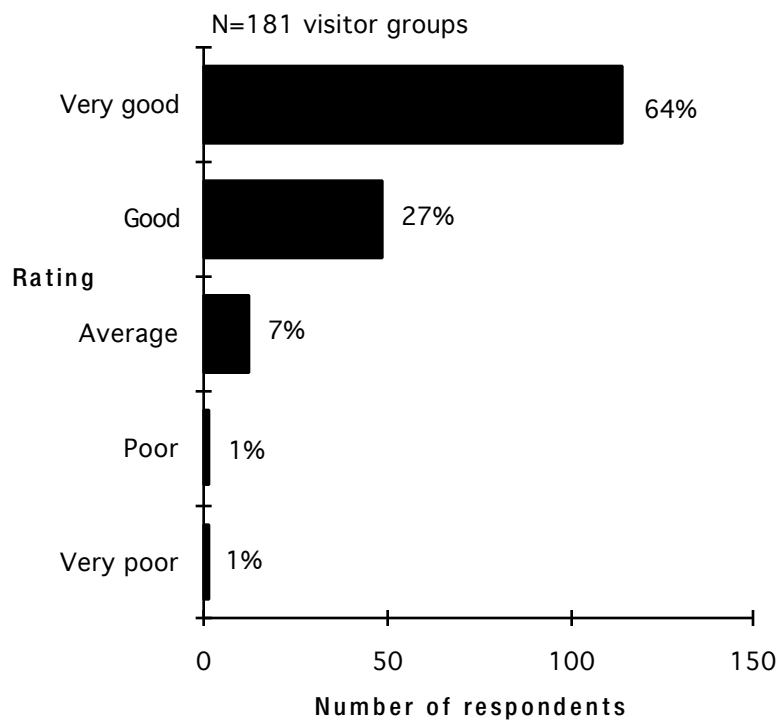


Figure 96: Quality of visitor center exhibits (fall)

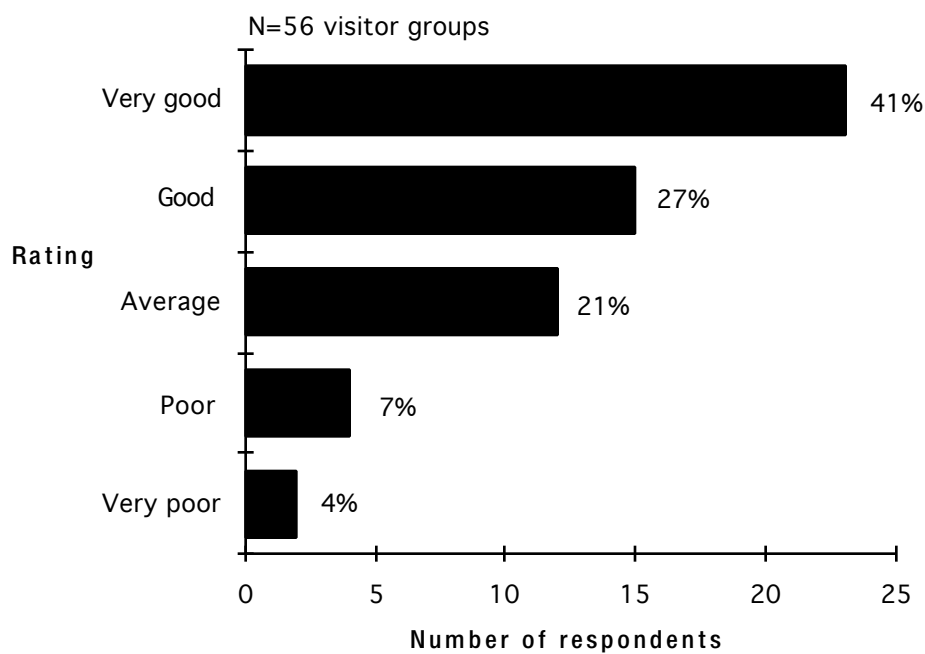


Figure 97: Quality of visitor center movie (summer)

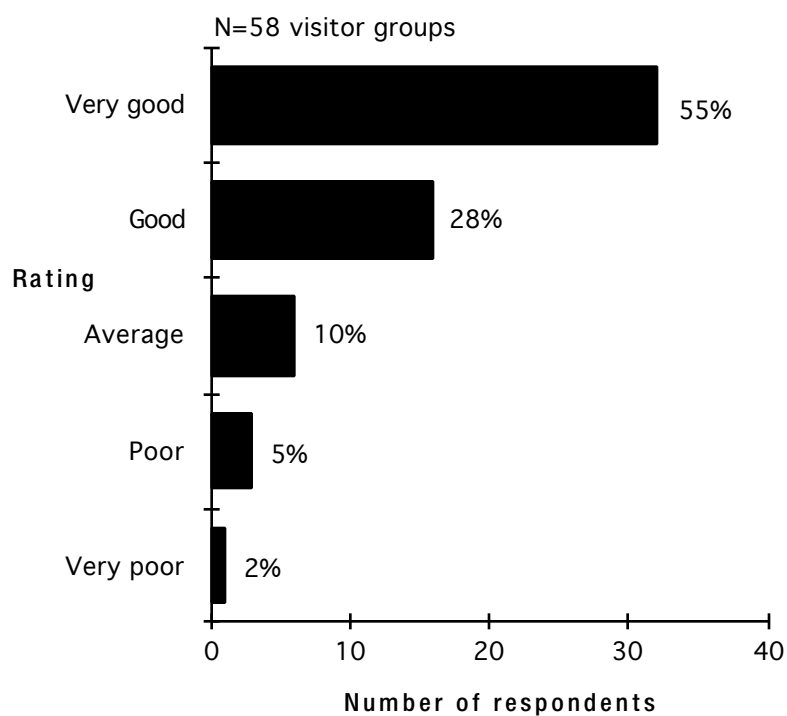


Figure 98: Quality of visitor center movie (fall)

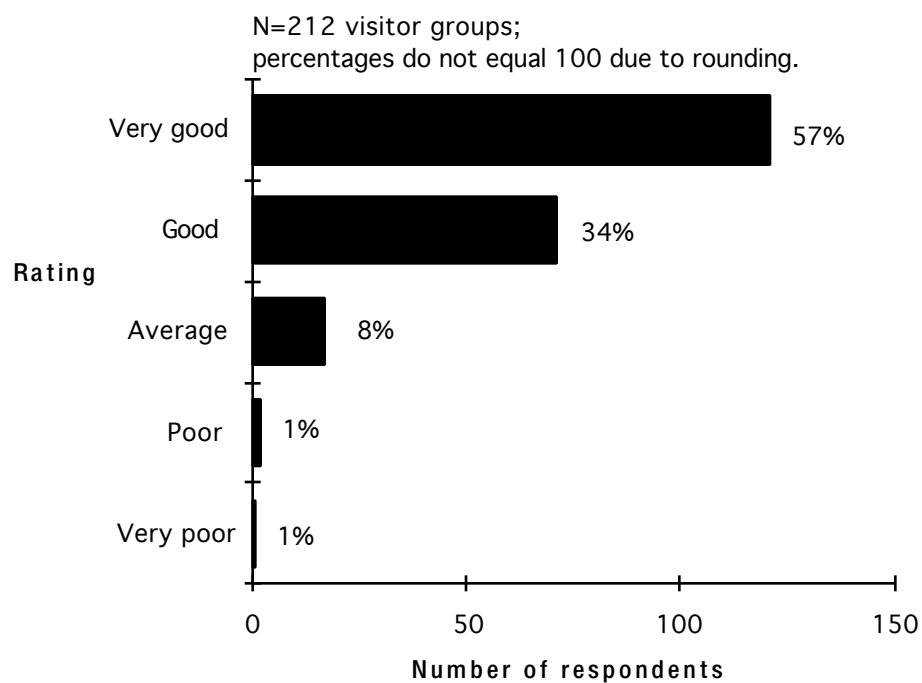


Figure 99: Quality of Road Guide booklets (summer)

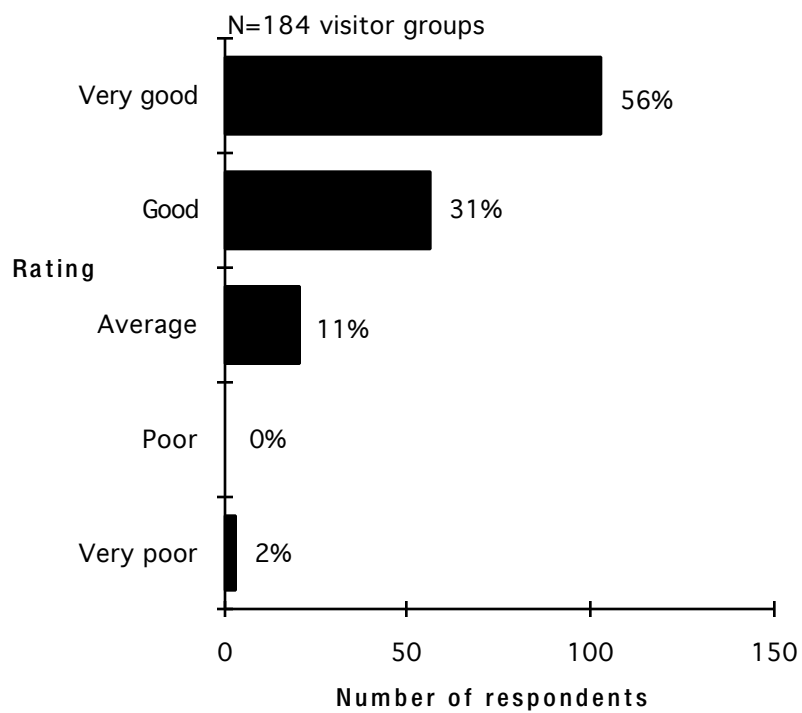


Figure 100: Quality of Road Guide booklets (fall)

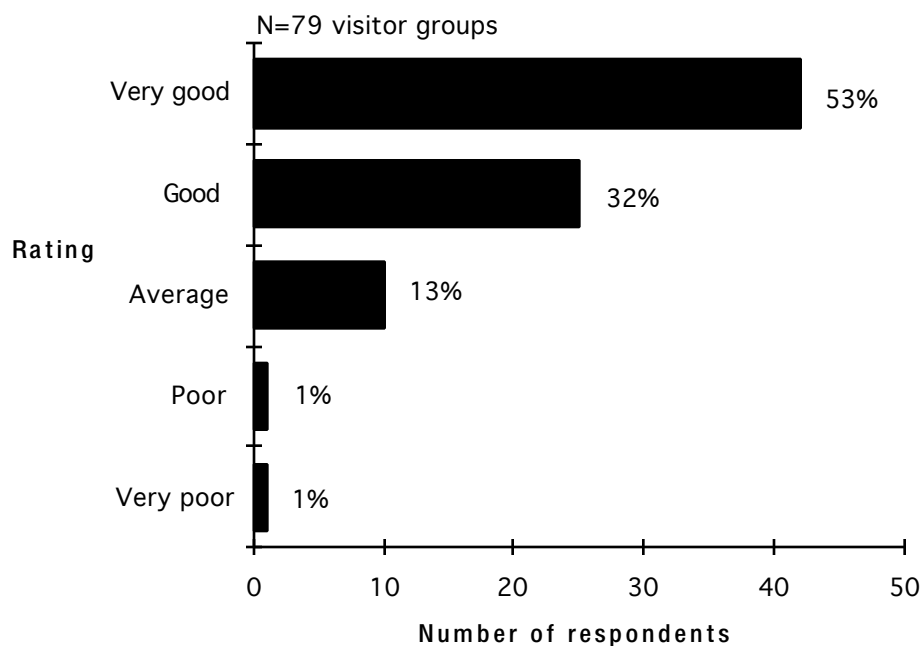


Figure 101: Quality of visitor center sales publications other than Road Guide booklets (summer)

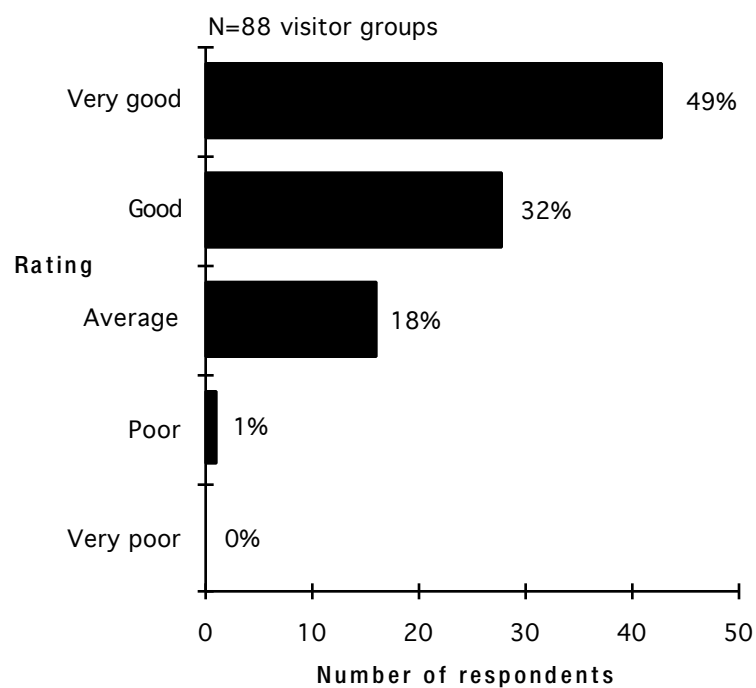


Figure 102: Quality of visitor center sales publications other than Road Guide booklets (fall)

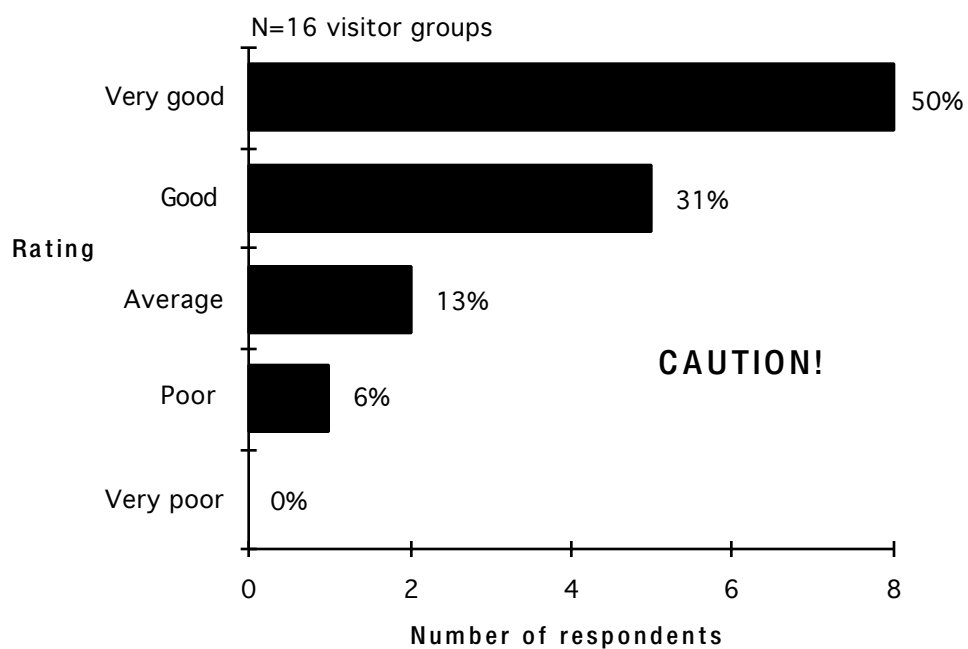


Figure 103: Quality of campfire programs (summer)

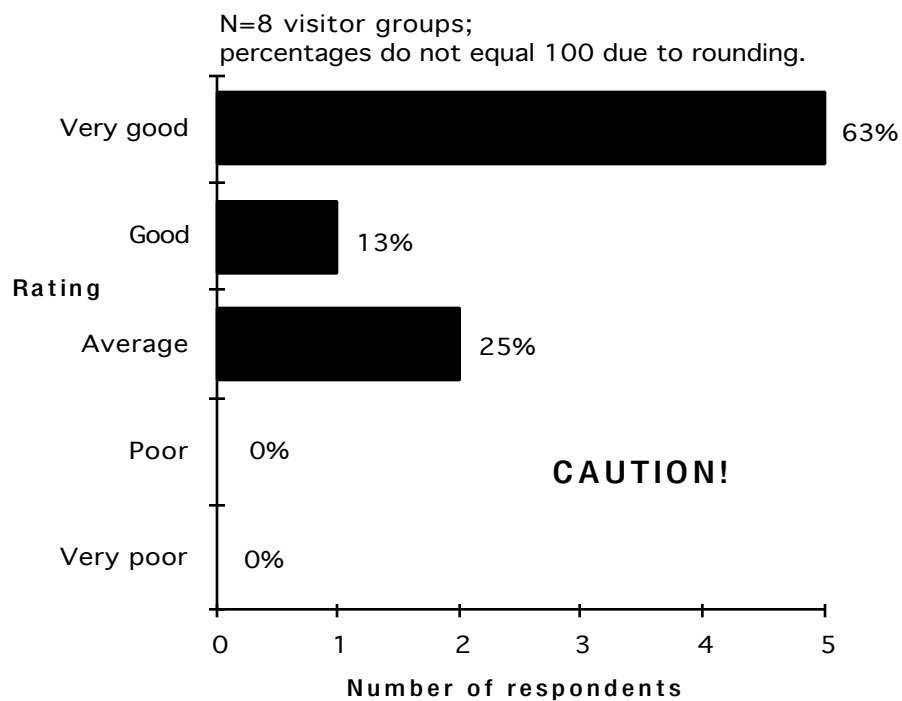
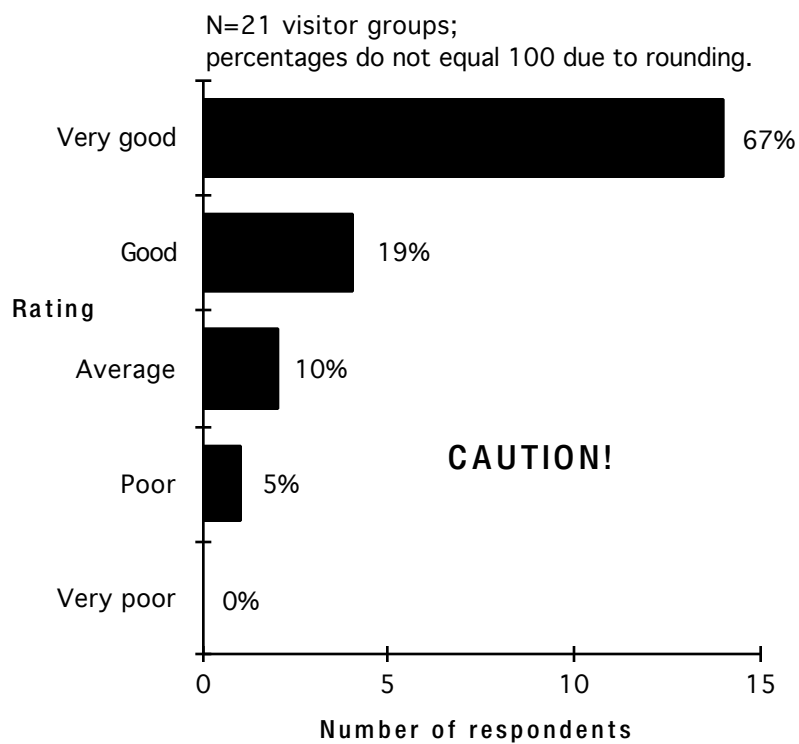


Figure 104: Quality of campfire programs (fall)

Figure 106: Quality of ranger-led walks/talks (fall)**Figure 106: Quality of ranger-led walks/talks (fall)**

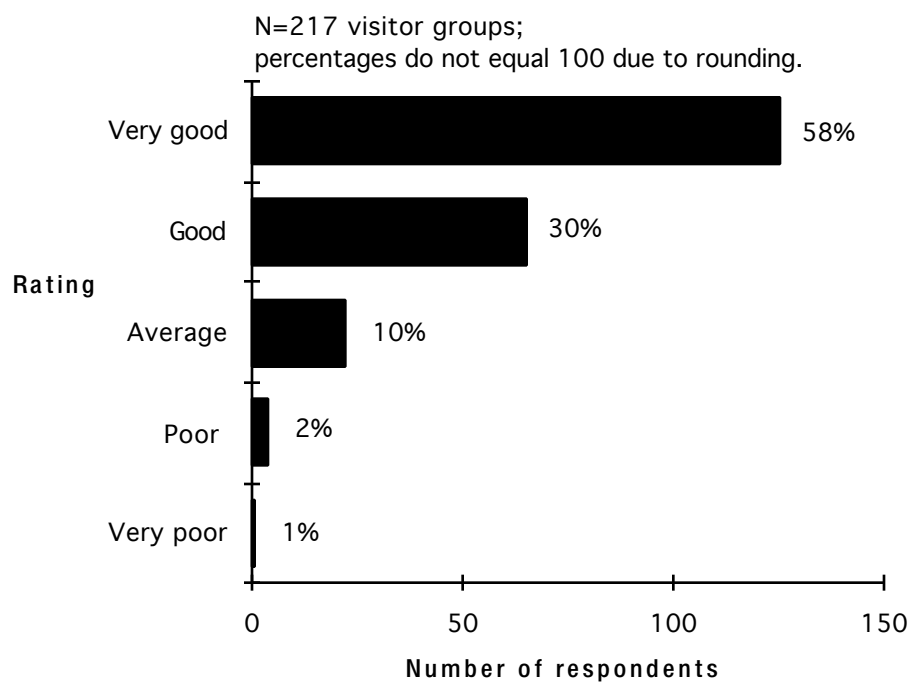


Figure 107: Quality of self-guided trails (summer)

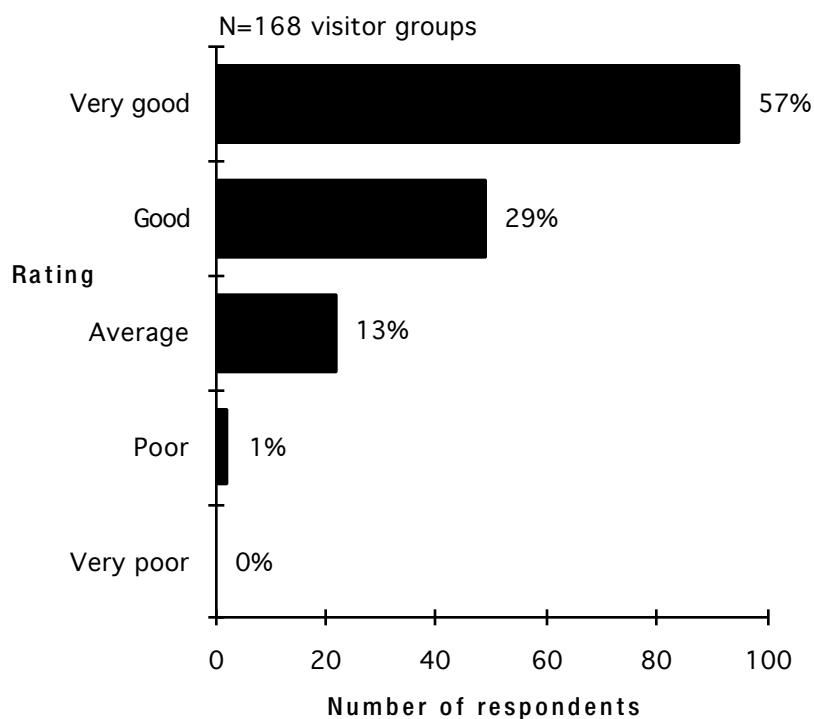


Figure 108: Quality of self-guided trails (fall)

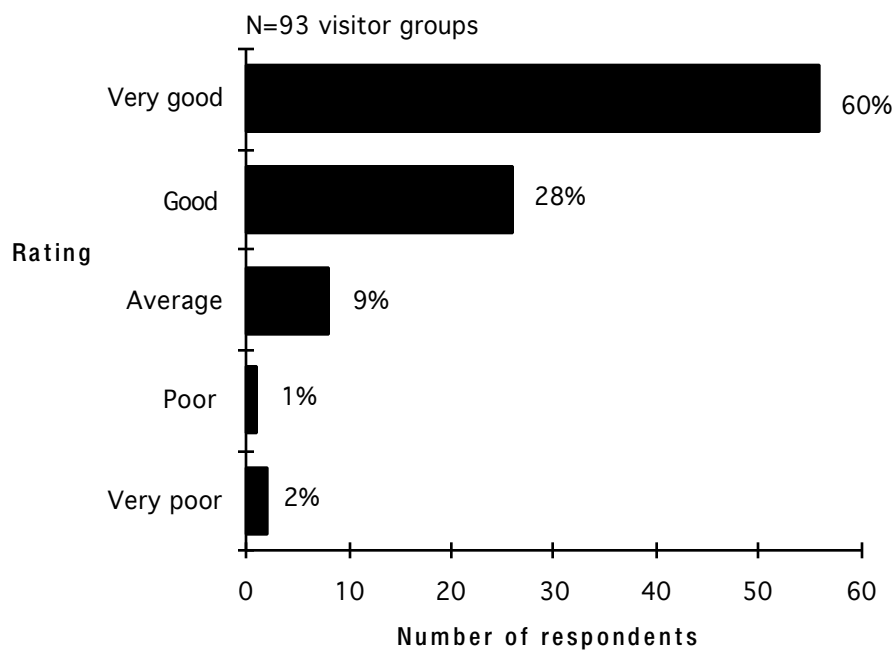


Figure 109: Quality of Roaring Fork Motor Nature Trail (summer)

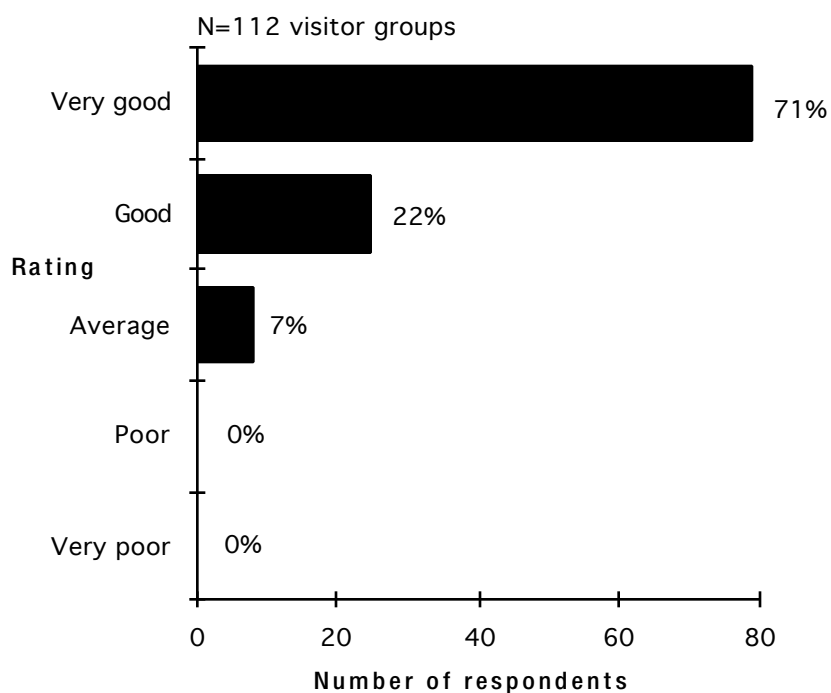


Figure 110: Quality of Roaring Fork Motor Nature Trail (fall)

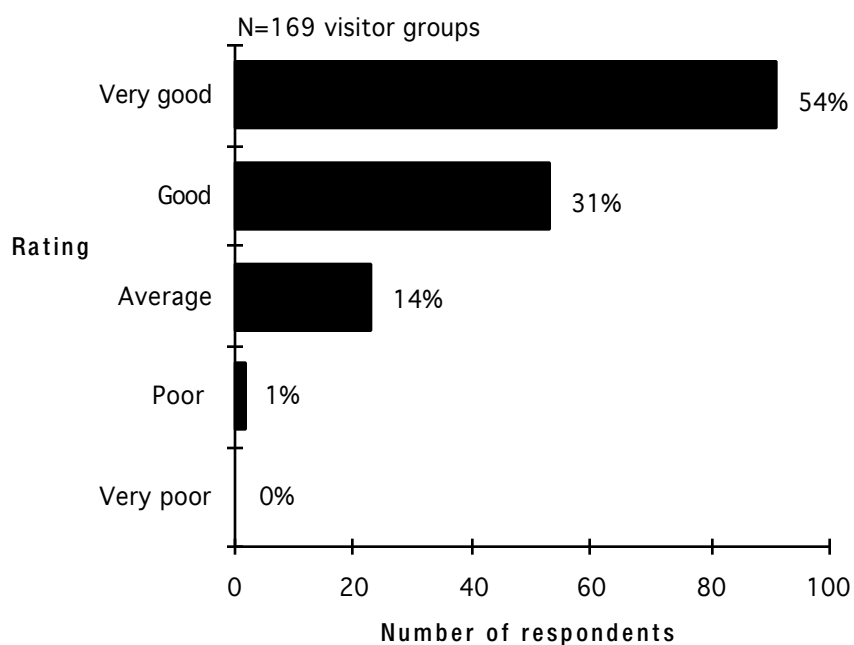


Figure 111: Quality of roadside exhibits (summer)

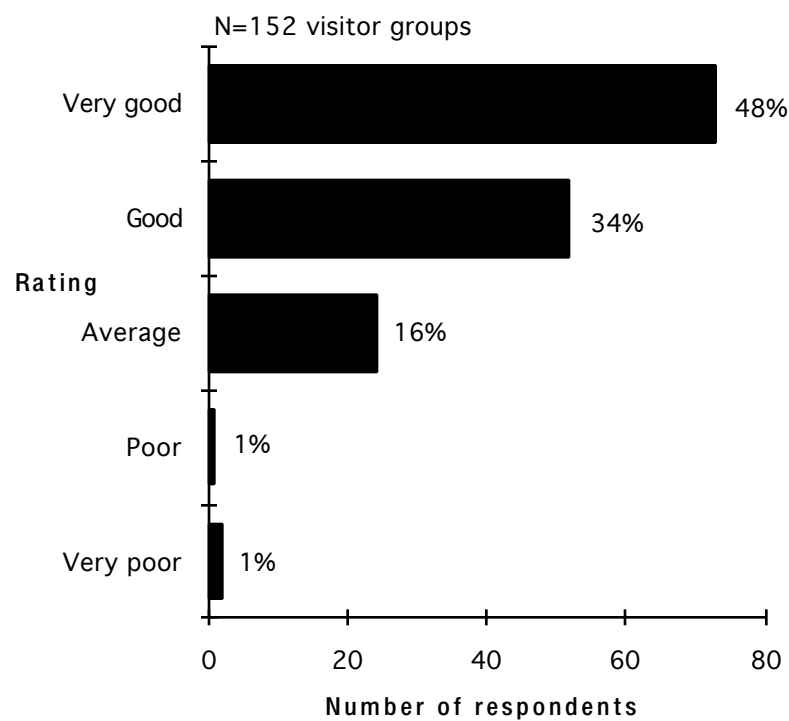
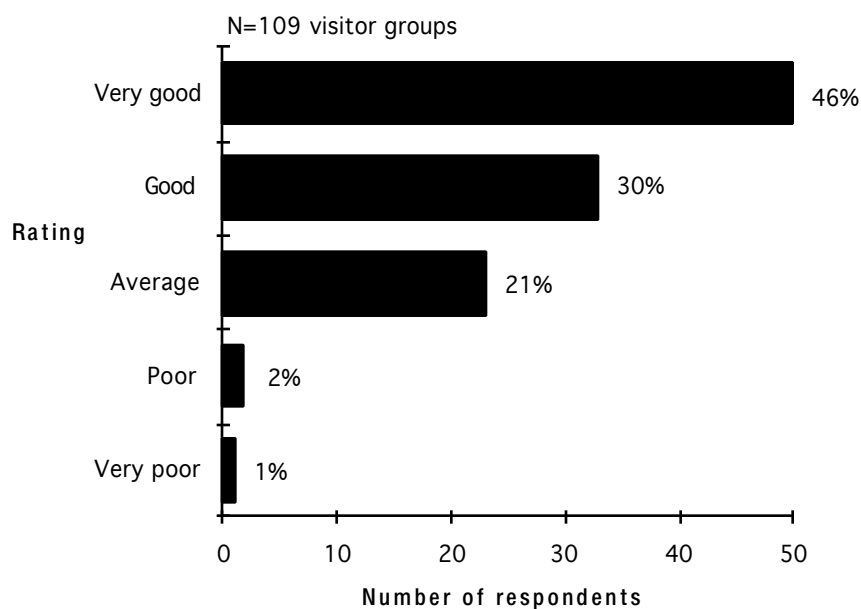
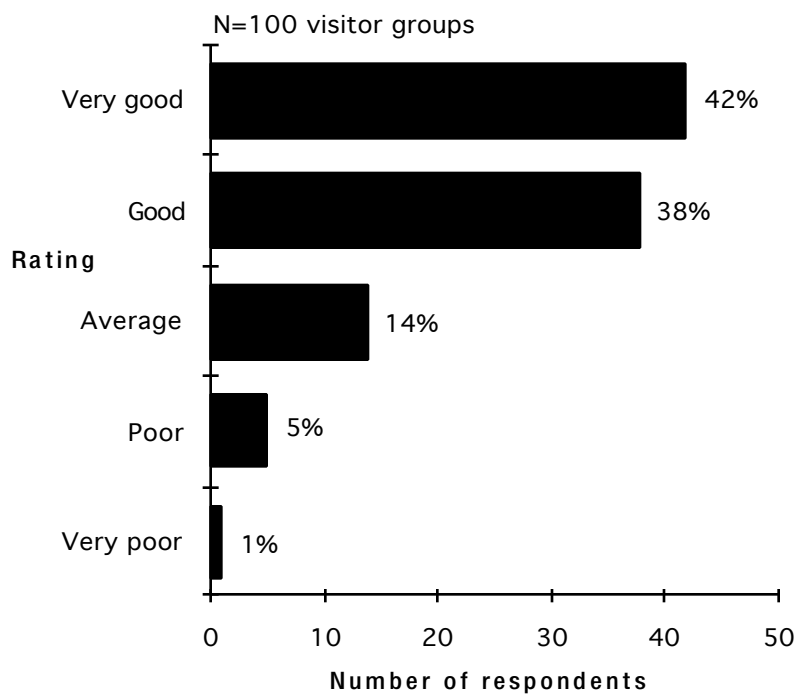


Figure 112: Quality of roadside exhibits (fall)



Figure

113: Quality of bulletin boards (summer)**Figure 114: Quality of bulletin boards (fall)**

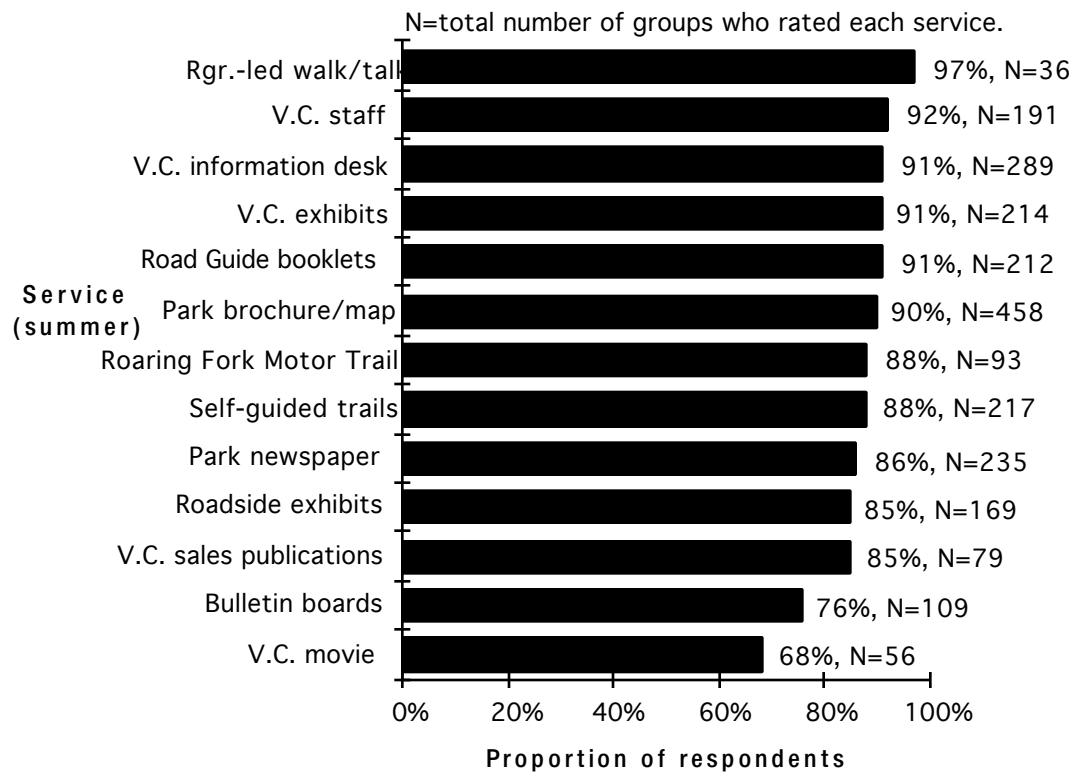


Figure 115: Combined proportions of "very good" and "good" quality ratings for information services used by visitors (summer)

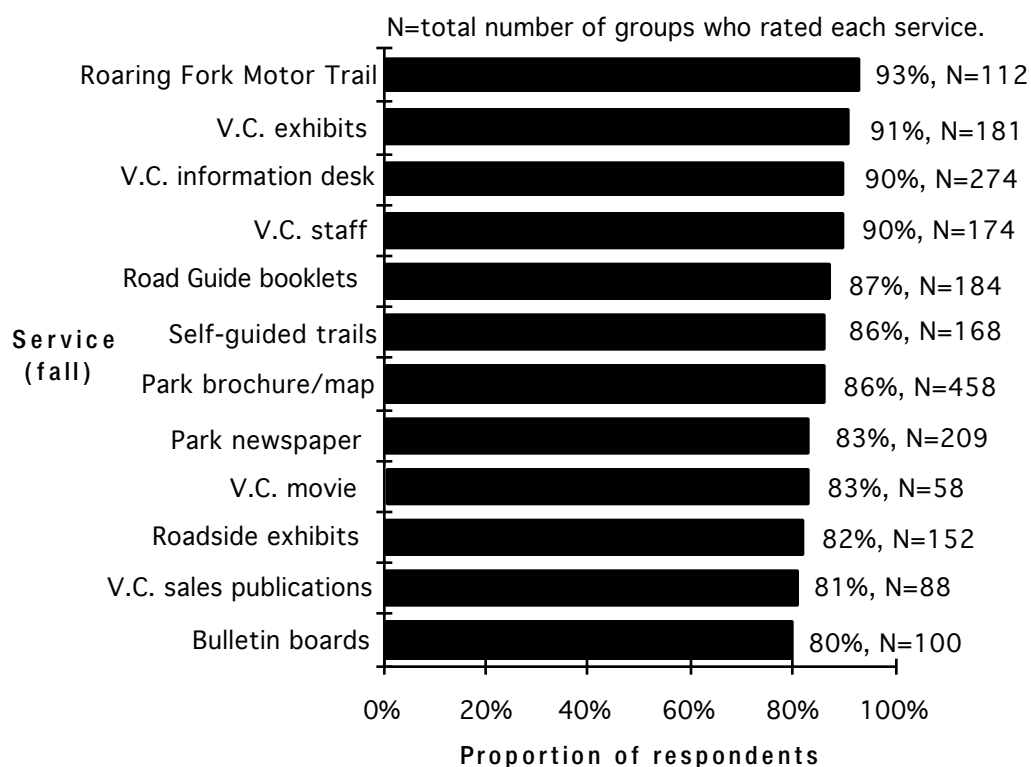


Figure 116: Combined proportions of "very good" and "good" quality ratings for information services used by visitors (fall)

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

Summer: The most commonly used visitor facilities or services within Great Smoky Mountains NP were the restrooms (83%), highway directional signs (61%) and trails (51%), as shown in Figure 117. The least used services were backcountry shelters and backcountry campsites (each 2%).

Fall: The most often used visitor facilities or services in the park were restrooms (86%), highway directional signs (56%) and trails (44%), as shown in Figure 118. The least used services were backcountry shelters (1%) and backcountry campsites (2%).

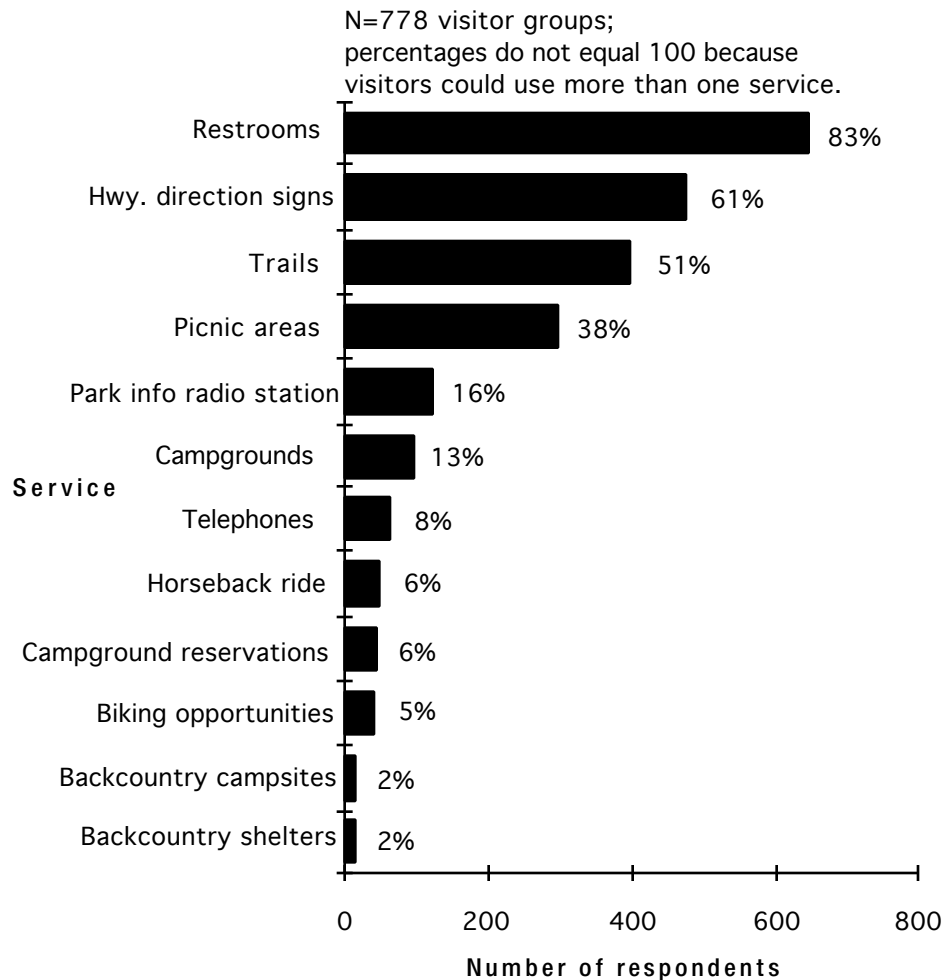


Figure 117: Use of visitor facilities or services (summer)

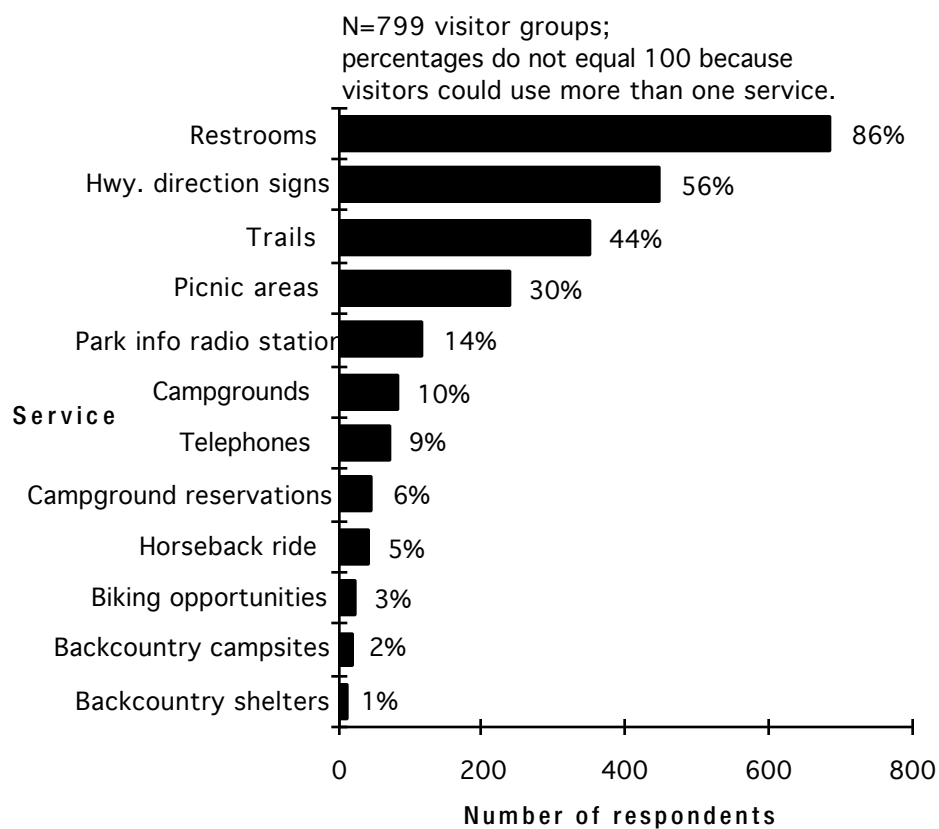


Figure 118: Use of visitor facilities or services (fall)

Visitors rated the importance and quality of each of the visitor facilities and 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

Figures 119 and 120 show the average importance and quality ratings for each service used in summer and fall. An average score was determined for each service based on ratings by visitors who used that service and was plotted on the grid, shown in Figures 119 and 120. All services were rated above average in importance and quality during both seasons. NOTE: In summer and fall, backcountry shelters and backcountry campsites were not rated by enough visitors to provide reliable information, nor was bicycling in fall.

The importance of services rated by summer and fall visitors are compared in Figures 121-144. The quality of those services are compared in Figures 145-168. Figure 169 shows the combined "very good" and "good" quality ratings and compares those ratings for all of the services for summer. Figure 170 shows the same information for fall.

Summer: The services that received the highest "very important" to "extremely important" ratings were: campgrounds (98%), restrooms (96%), highway directional signs (93%) and campground reservations (93%). The highest "not important" rating was for the concession horseback ride (4%).

The services that received the highest "good" to "very good" quality ratings were: telephones (86%), highway directional signs (86%) and picnic areas (86%). The service which received the highest "very poor" quality rating was the park information radio station (22%).

Fall: The services that received the highest "very important" to "extremely important" ratings were: campgrounds (99%), campground reservations (95%), trails (95%) and restrooms (94%). The highest "not important" rating was for the park radio information station (8%).

The services that received the highest "good" to "very good" quality ratings were: concession horseback ride (100%), campgrounds (90%) and trails (89%). The service which received the highest "very poor" quality rating was the park information radio station (14%).

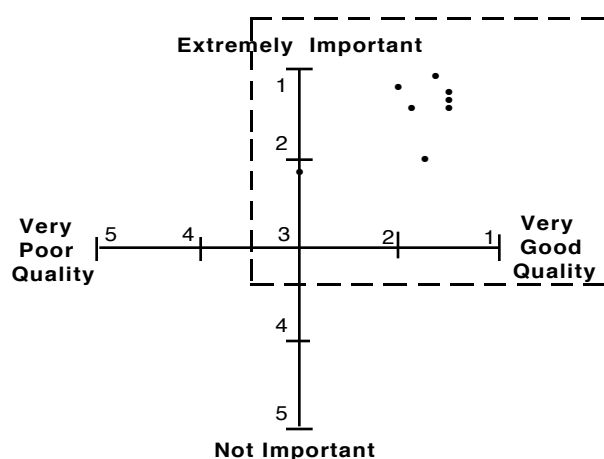


Figure 119: Average ratings of visitor facility and service importance and quality (summer)

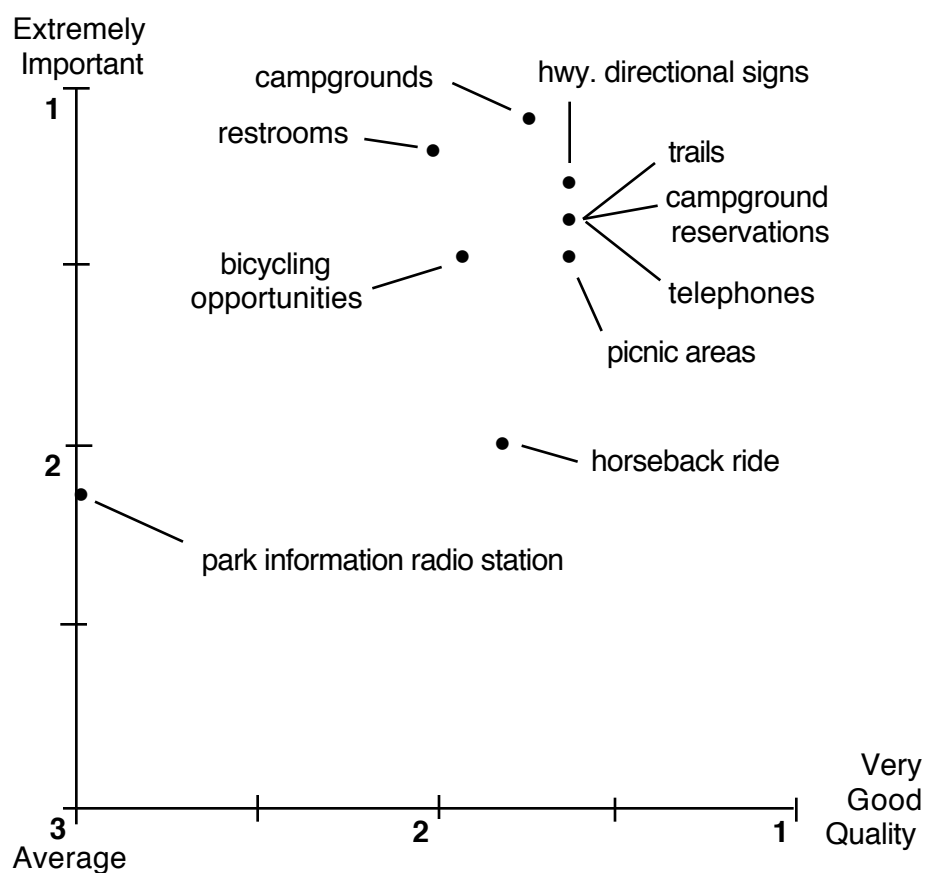


Figure 119: Detail (summer)

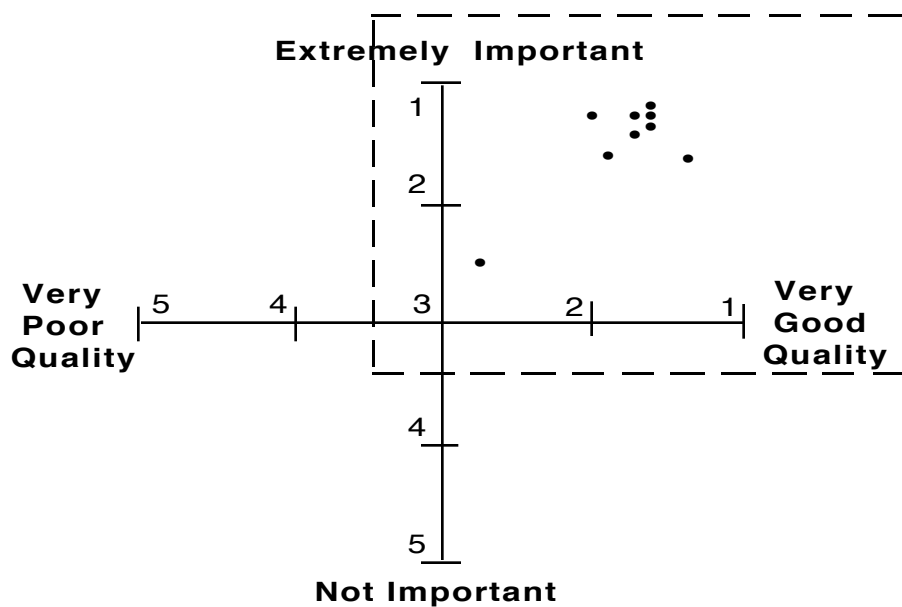


Figure 120: Average ratings of visitor facility and service importance and quality (fall)

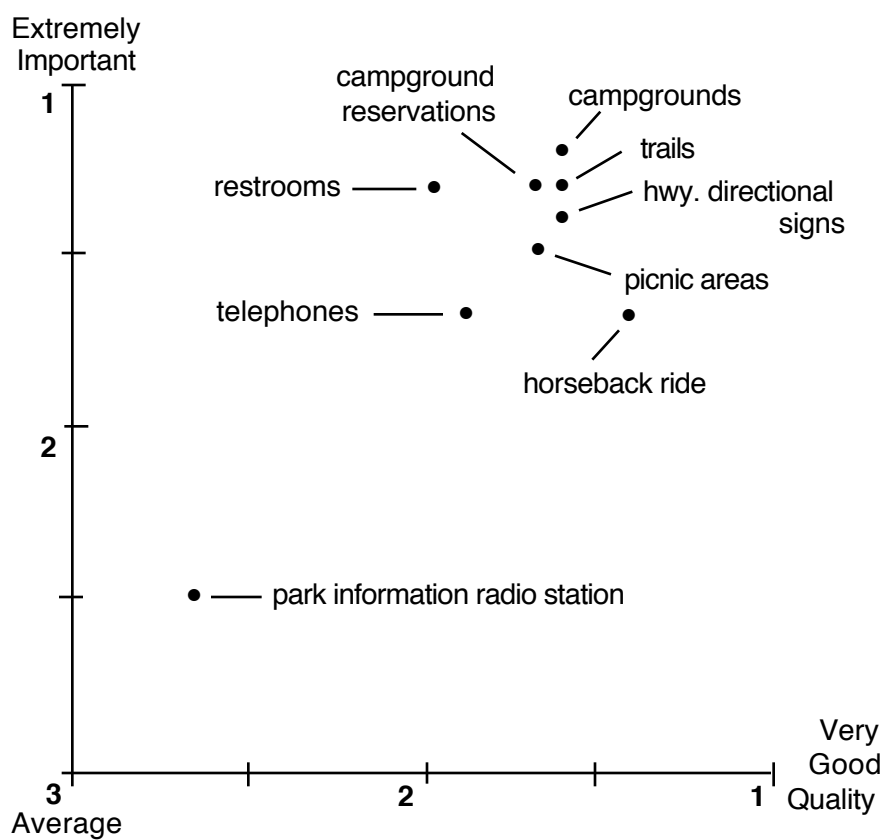


Figure 120: Detail (fall)

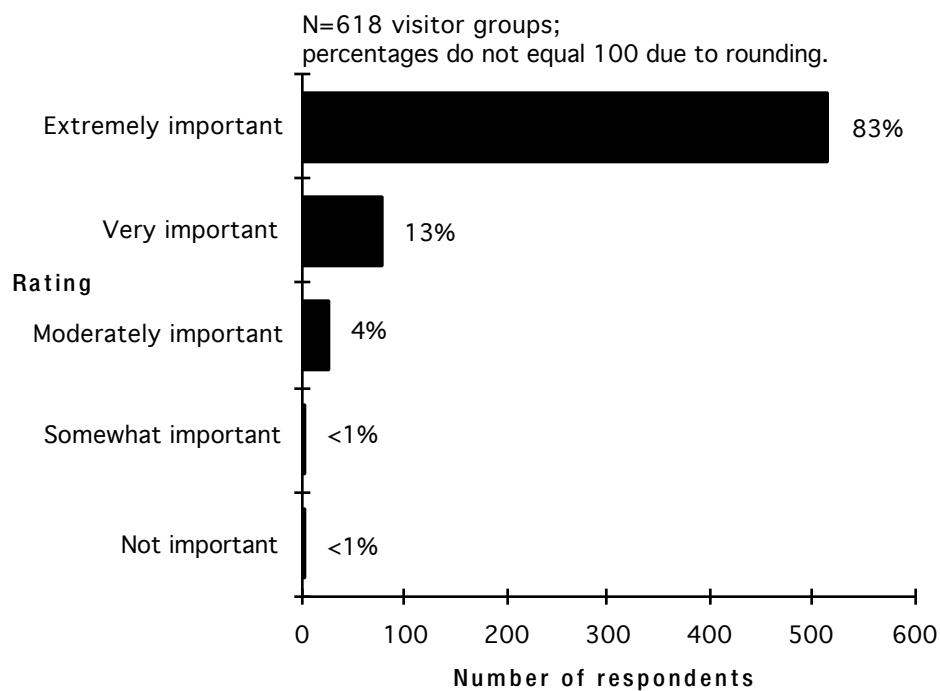


Figure 121: Importance of restrooms (summer)

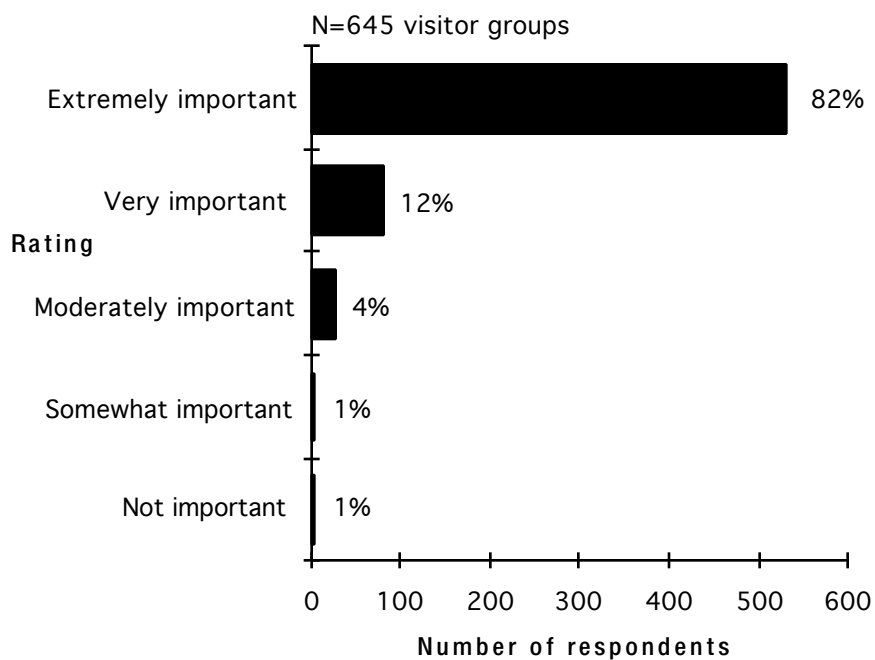
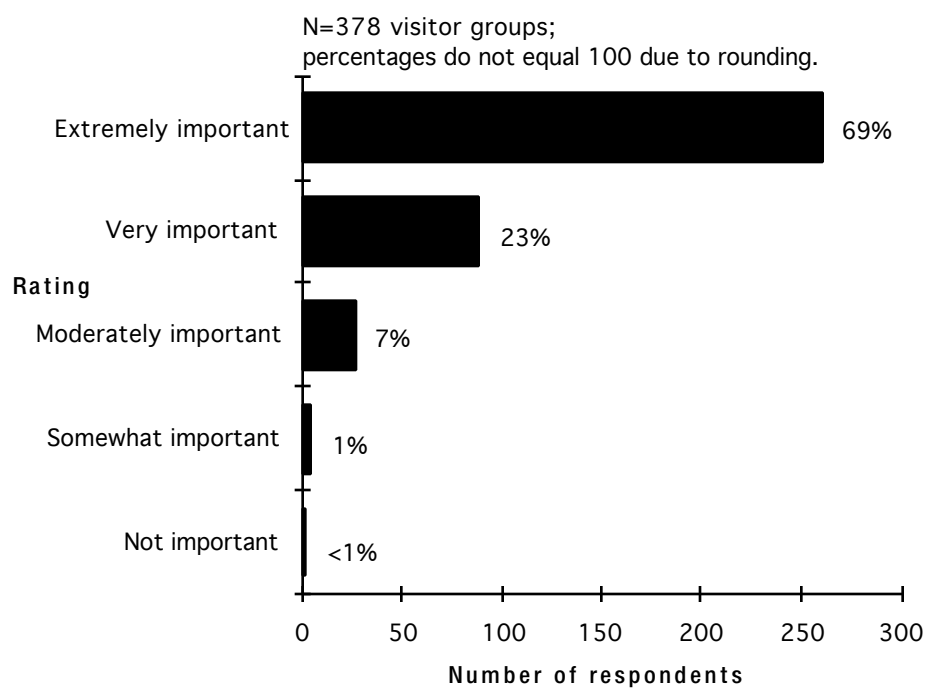
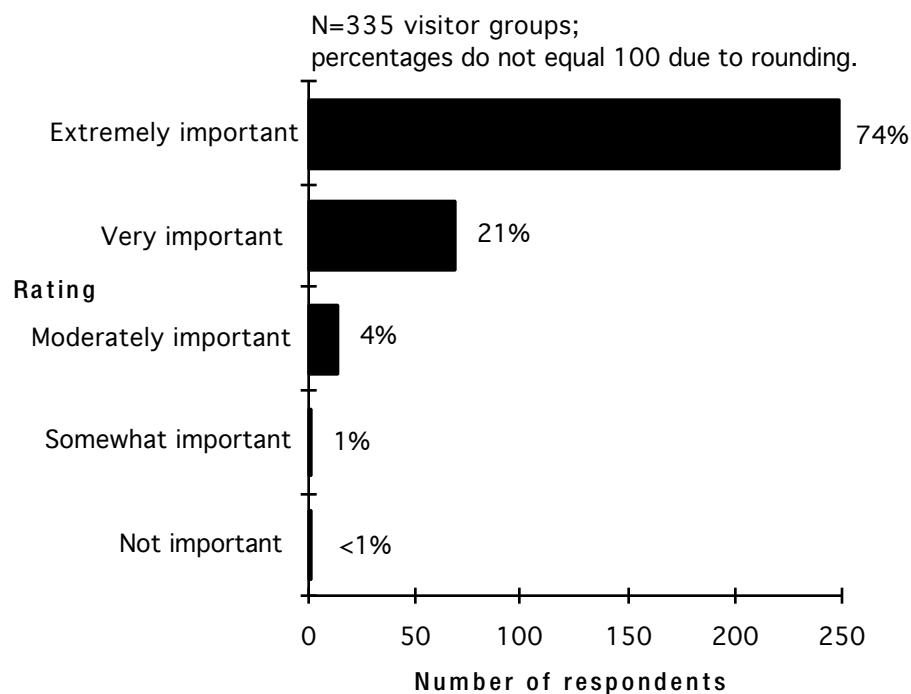


Figure 122: Importance of restrooms (fall)

**Figure 123: Importance of trails (summer)****Figure 124: Importance of trails (fall)**

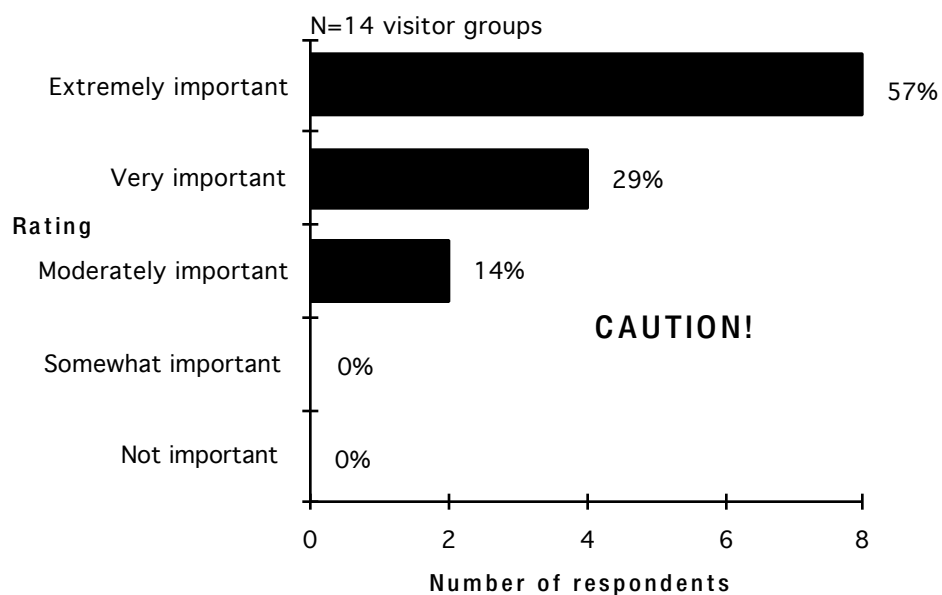


Figure 125: Importance of backcountry trail shelters (summer)

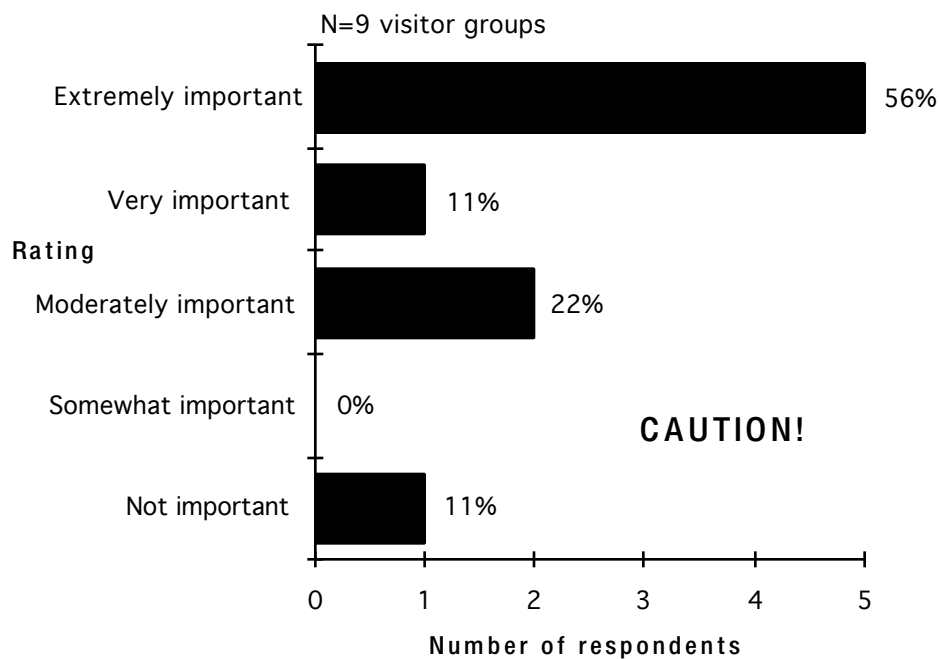


Figure 126: Importance of backcountry trail shelters (fall)

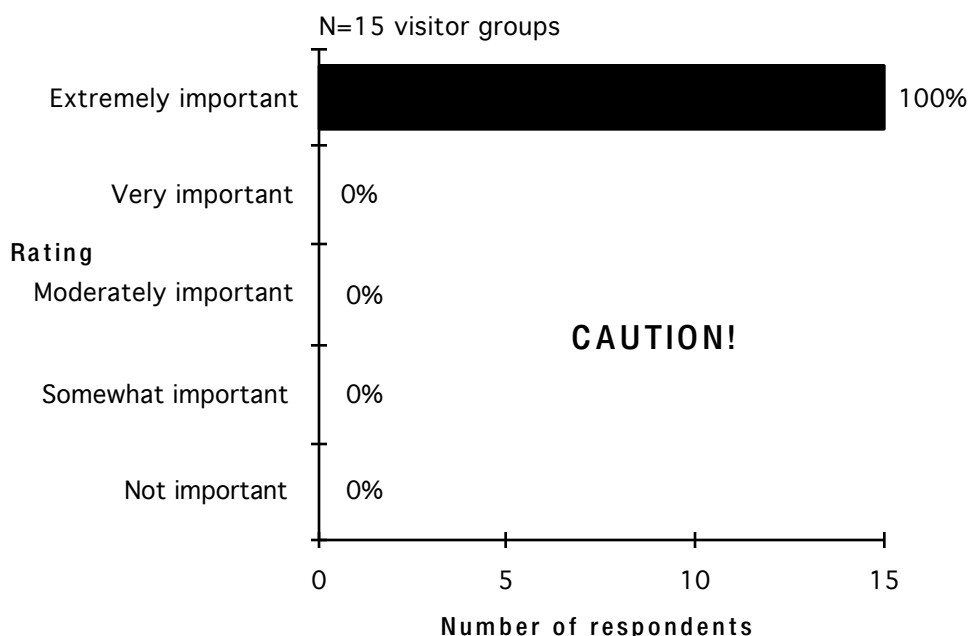


Figure 127: Importance of backcountry campsites (summer)

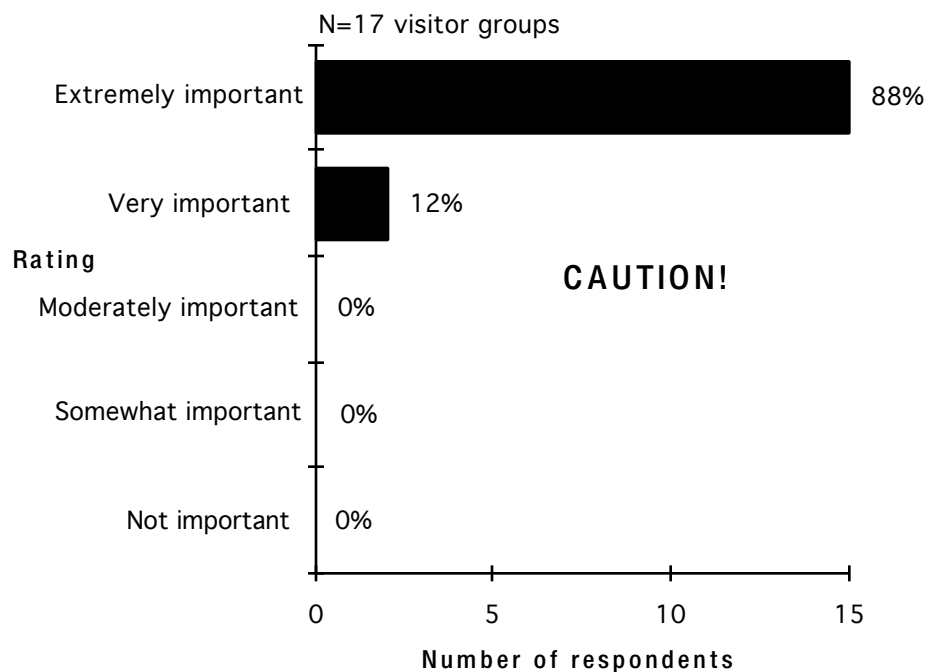


Figure 128: Importance of backcountry campsites (fall)

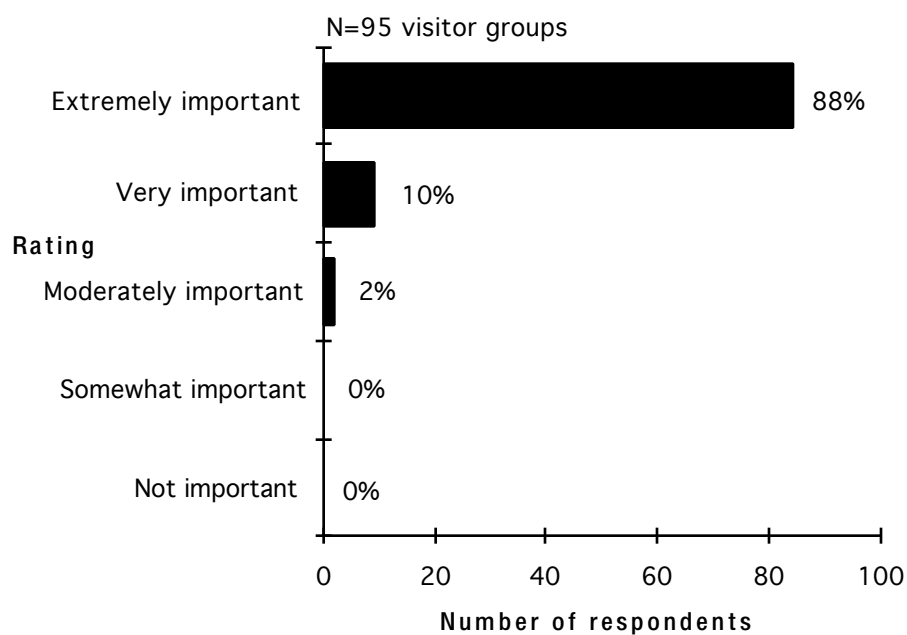


Figure 129: Importance of campgrounds other than backcountry (summer)

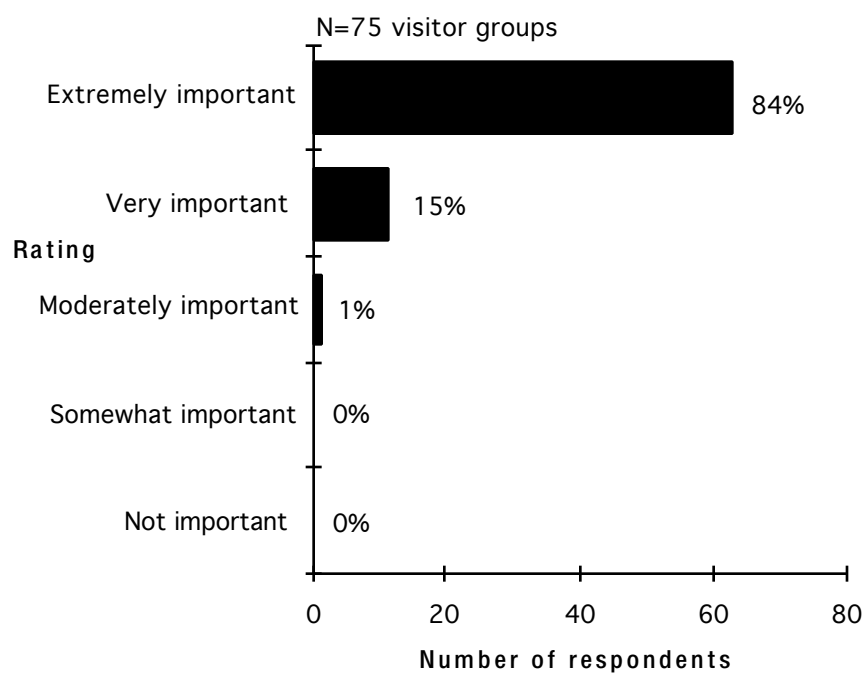


Figure 130: Importance of campgrounds other than backcountry (fall)

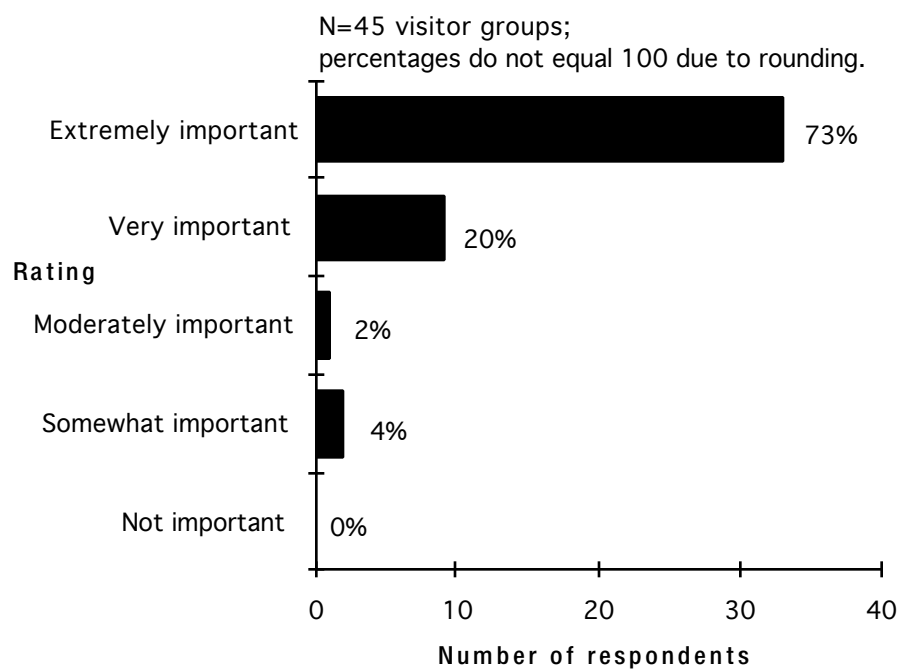


Figure 131: Importance of campground reservations (summer)

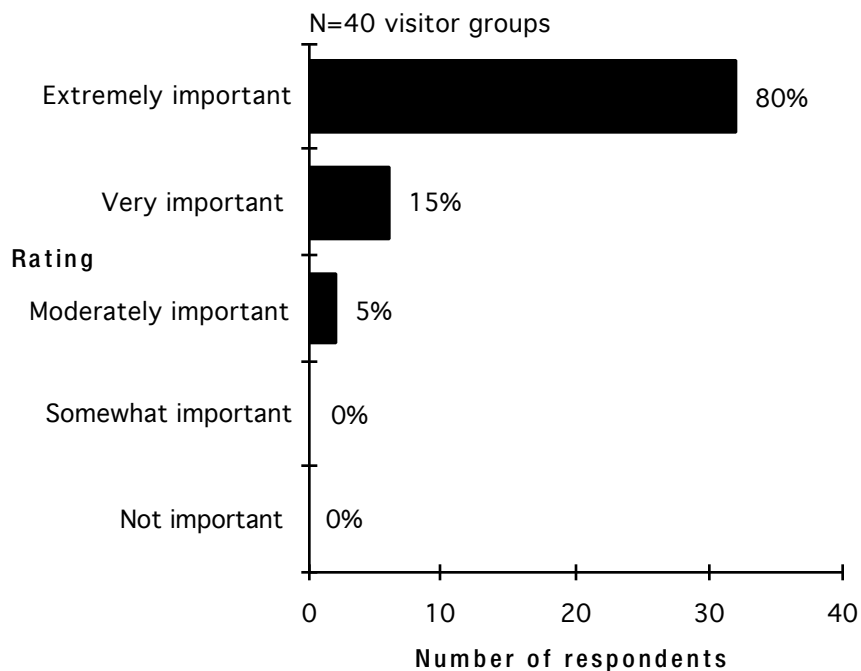


Figure 132: Importance of campground reservations (fall)

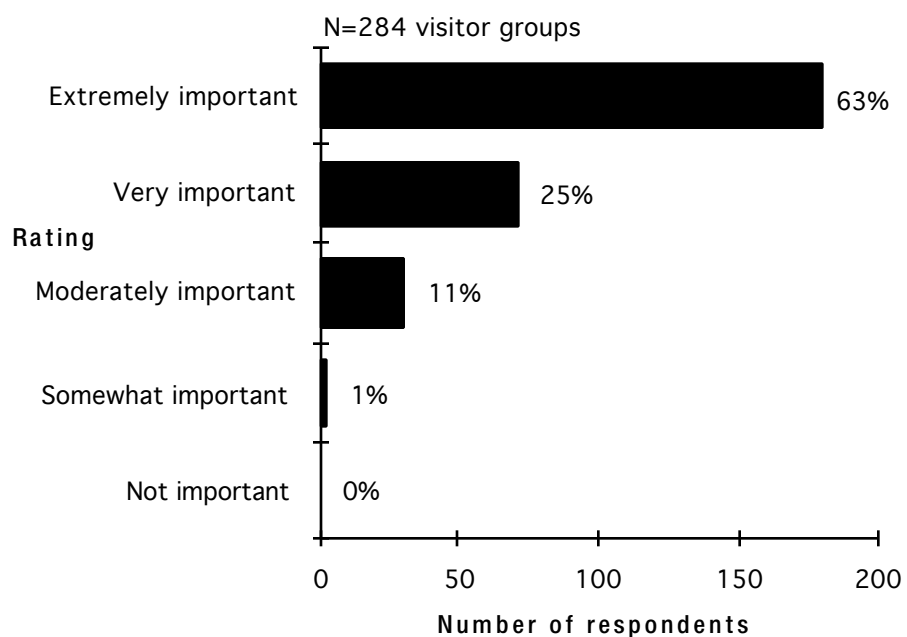


Figure 133: Importance of picnic areas (summer)

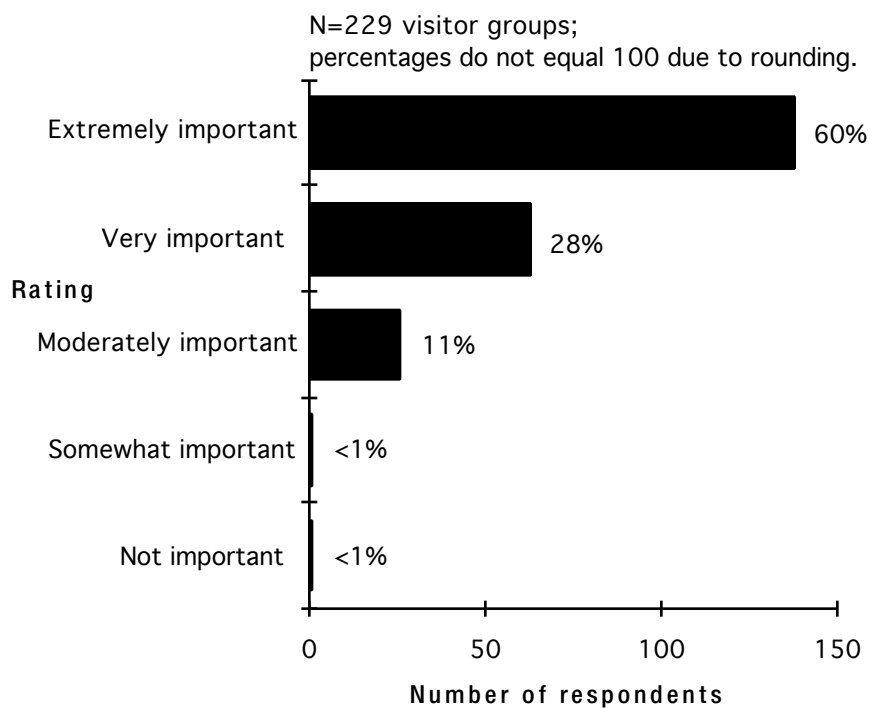


Figure 134: Importance of picnic areas (fall)

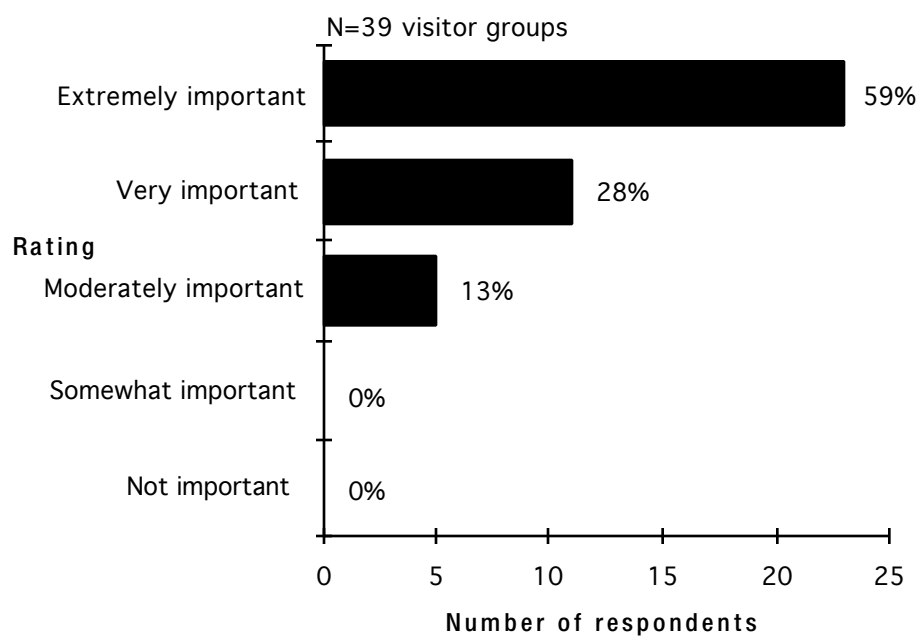


Figure 135: Importance of bicycling opportunities (summer)

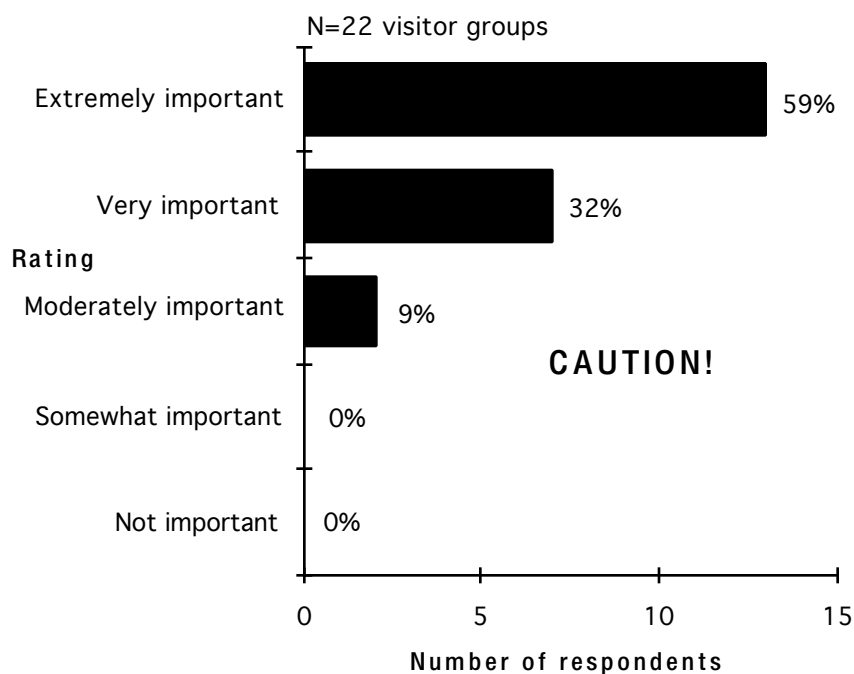


Figure 136: Importance of bicycling opportunities (fall)

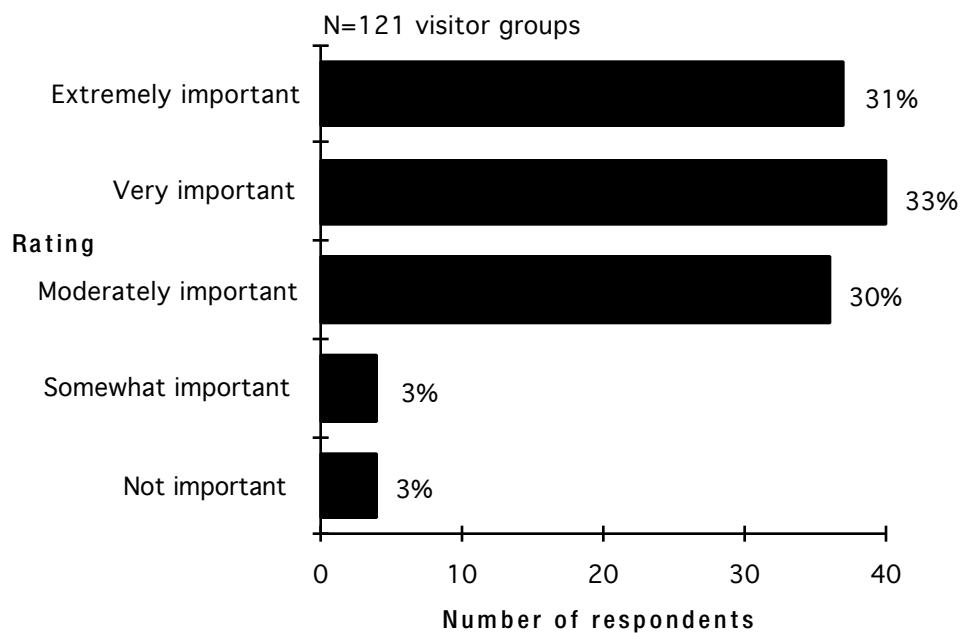


Figure 137: Importance of park information radio station (summer)

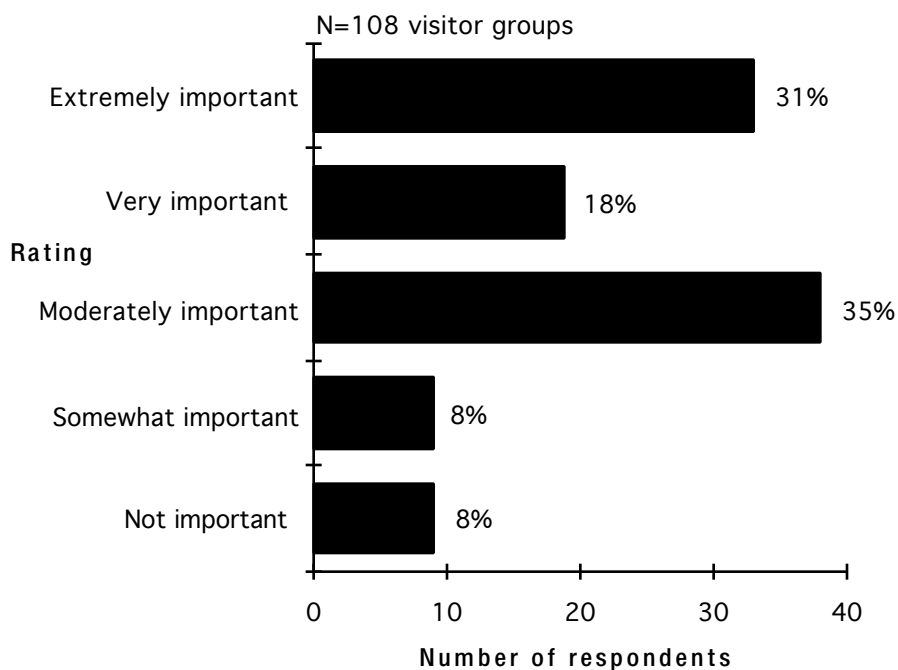


Figure 138: Importance of park information radio station (fall)

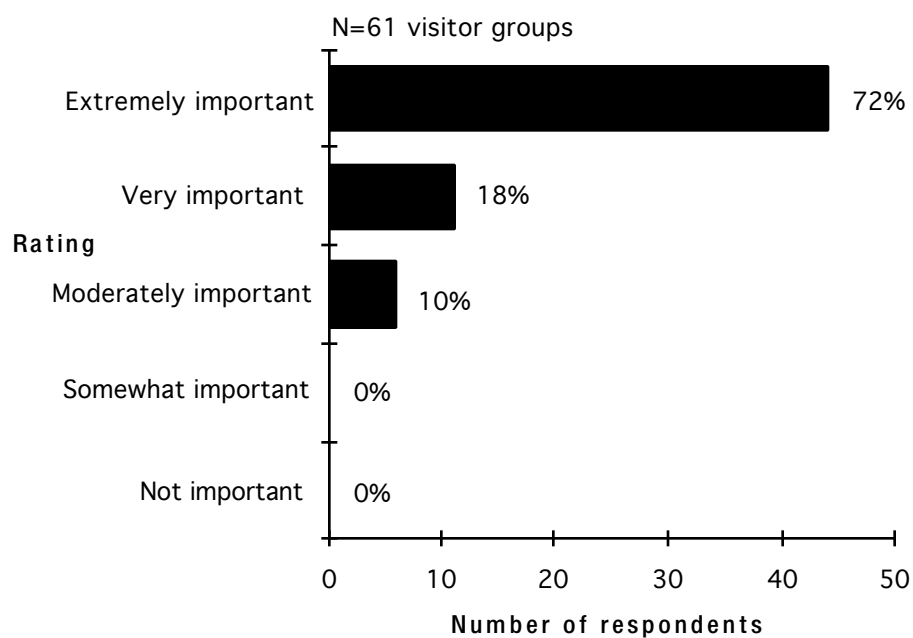


Figure 139: Importance of telephones (summer)

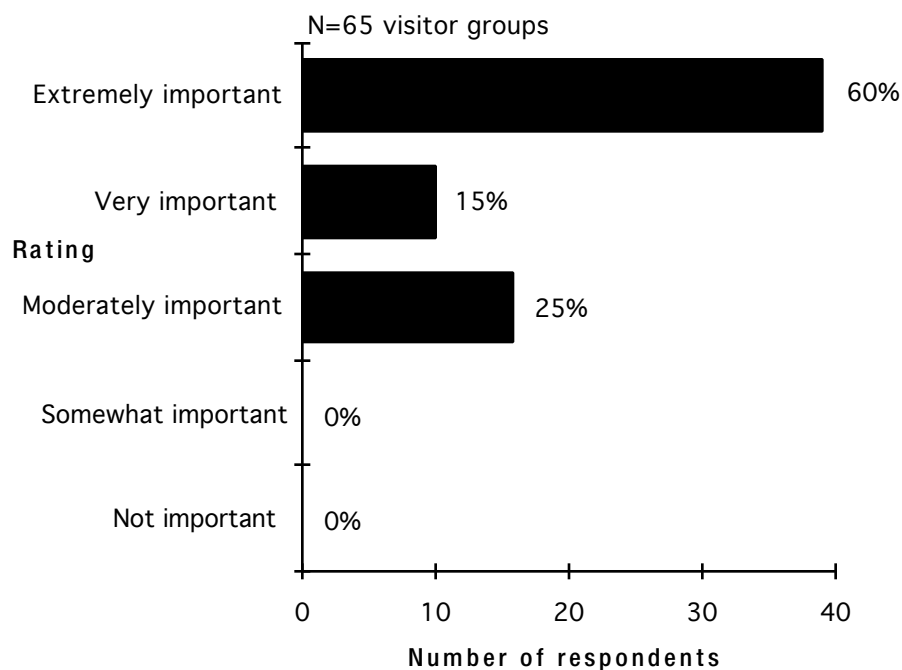


Figure 140: Importance of telephones (fall)

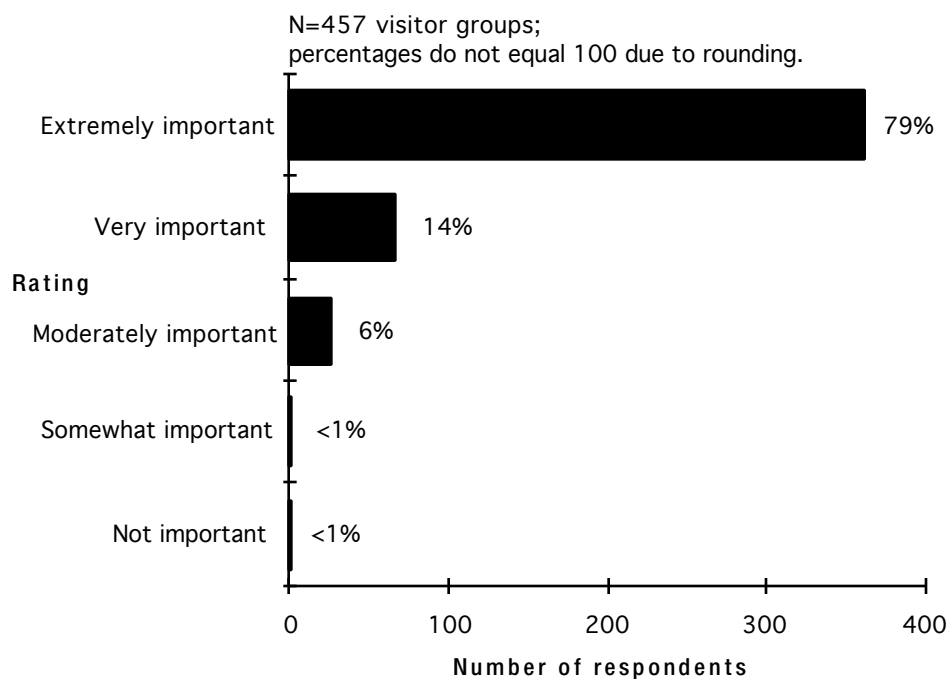


Figure 141: Importance of highway directional signs (summer)

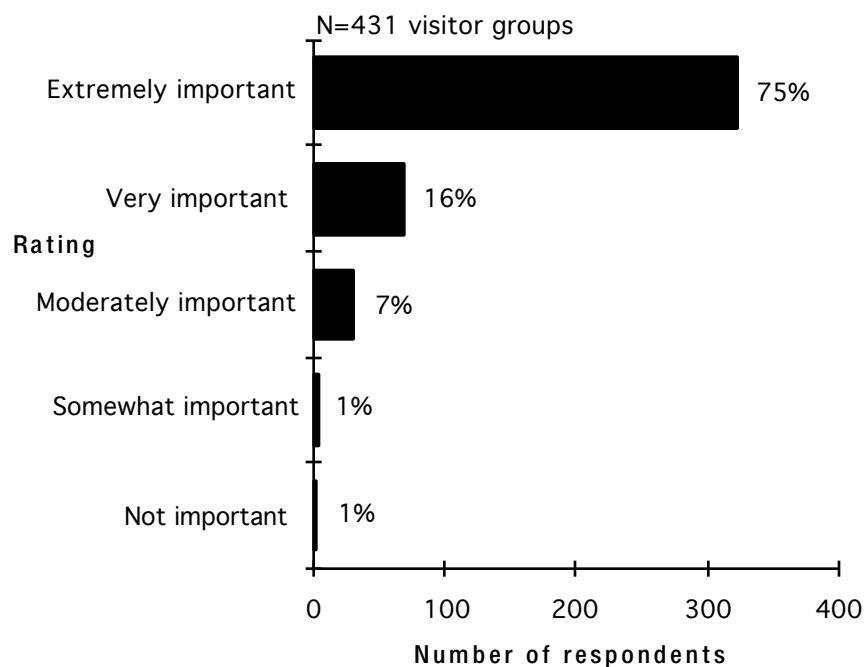


Figure 142: Importance of highway directional signs (fall)

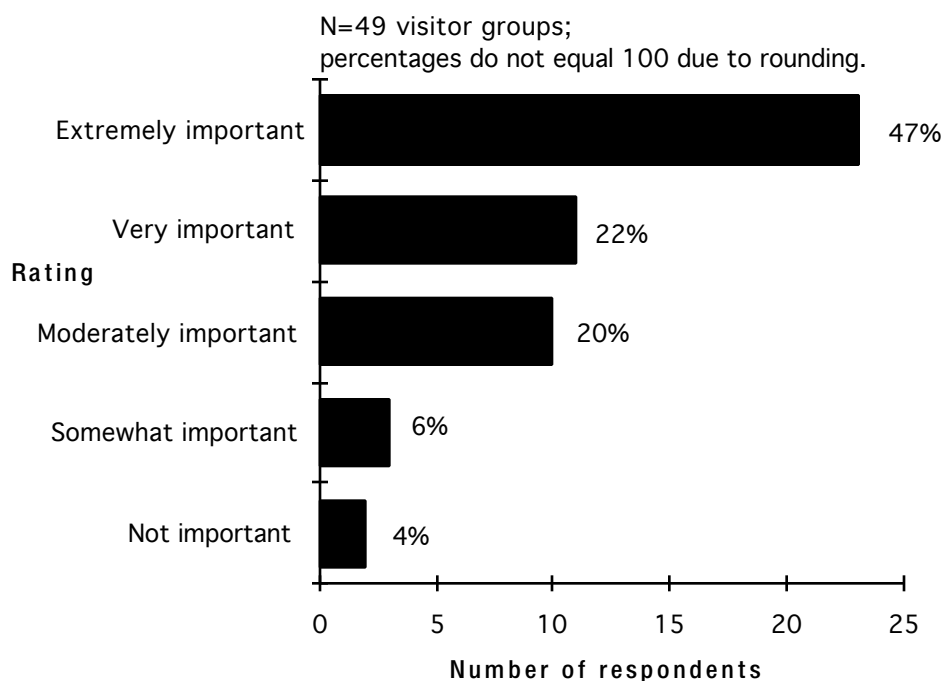


Figure 143: Importance of concession horseback ride (summer)

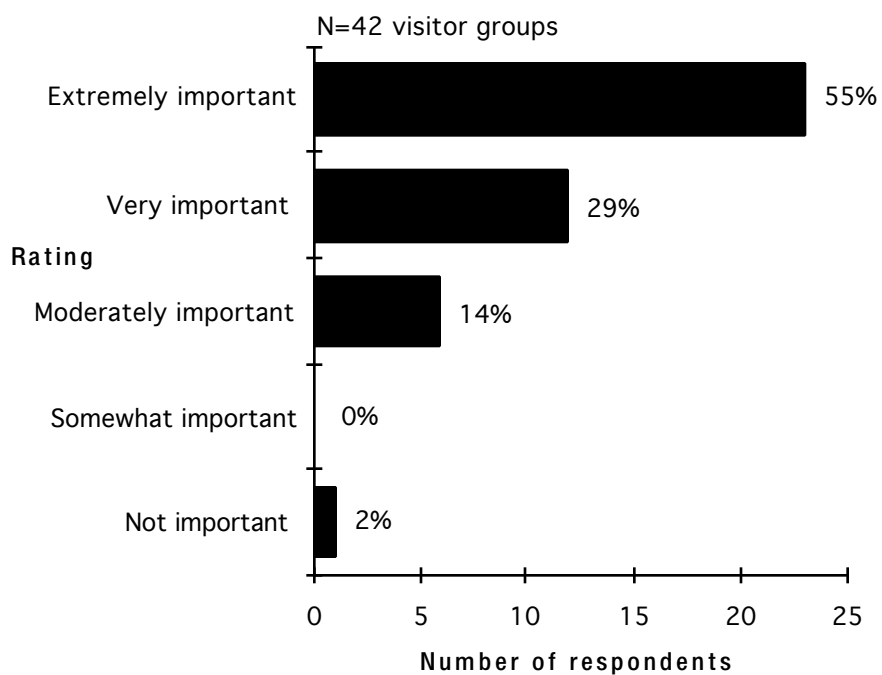
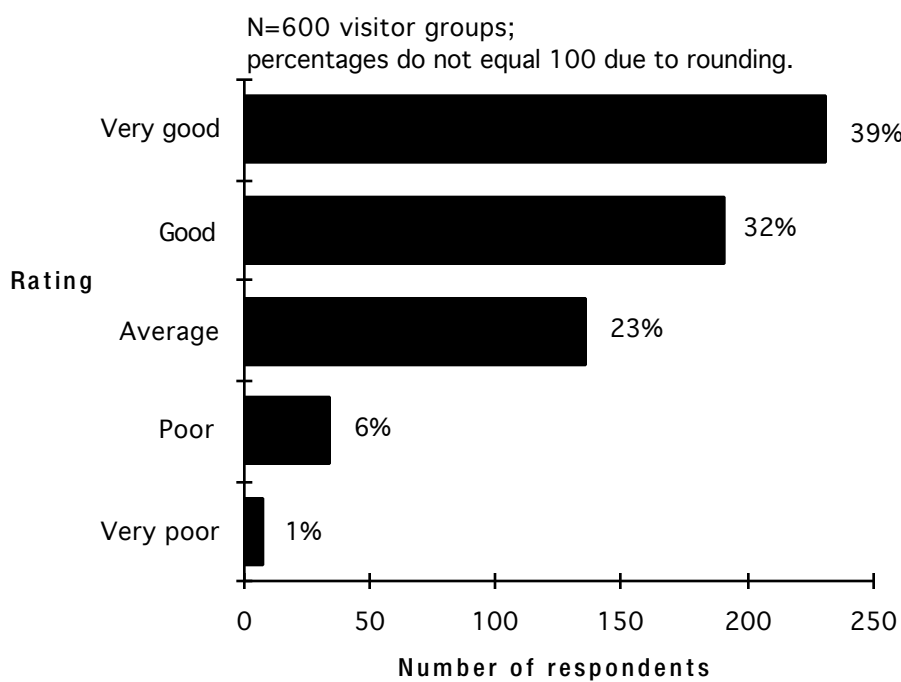
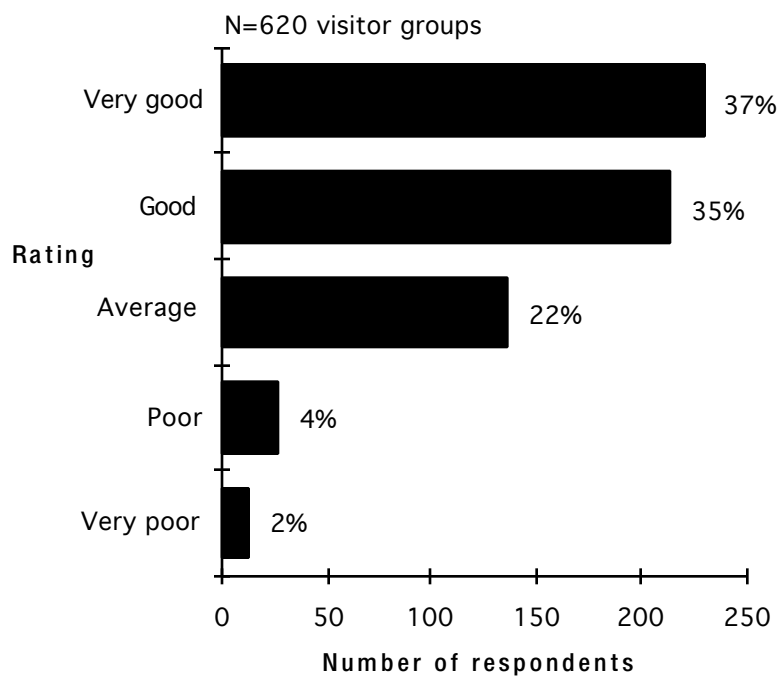
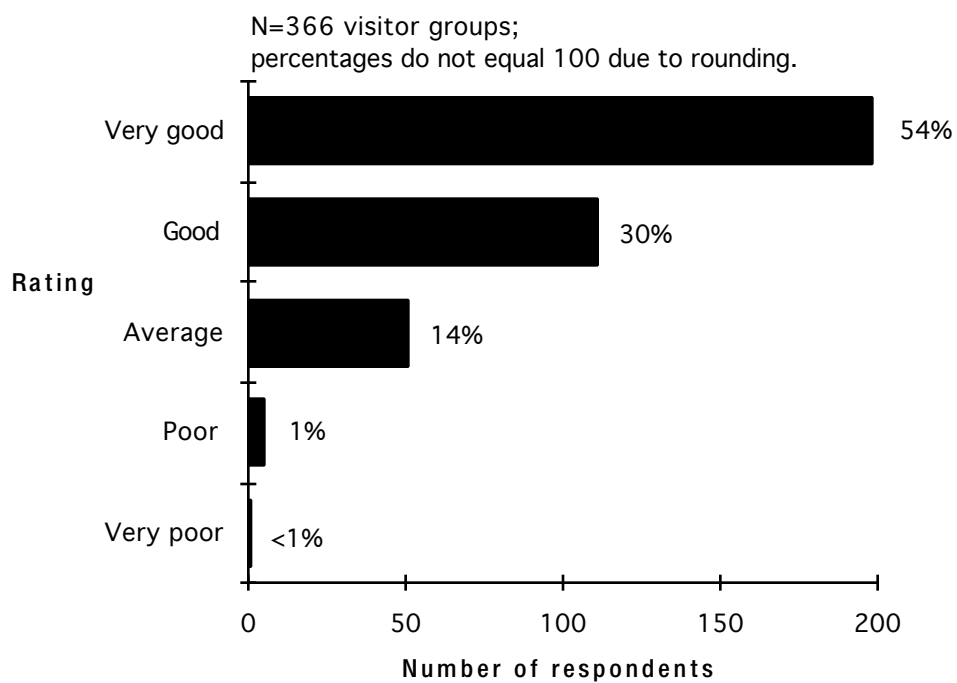
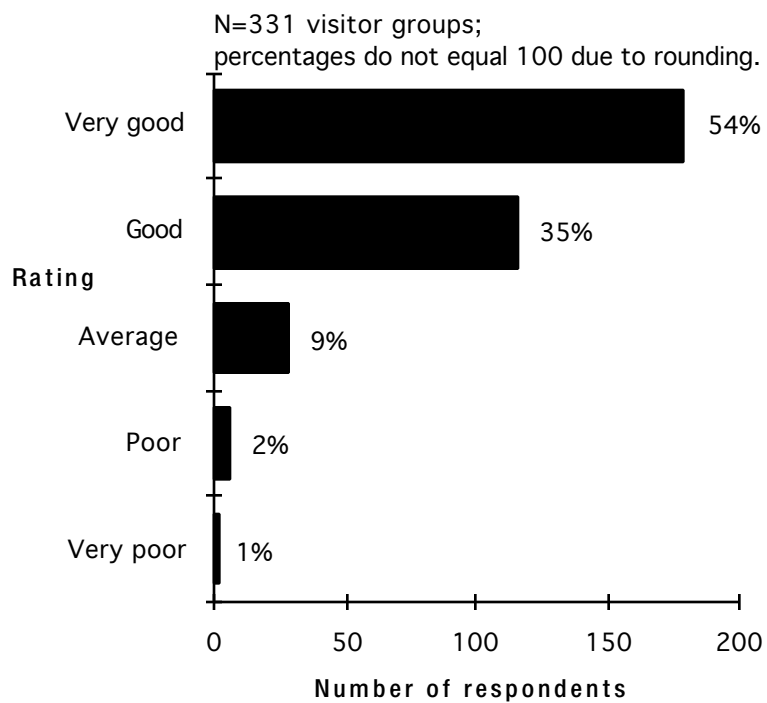


Figure 144: Importance of concession horseback ride (fall)

**Figure 145: Quality of restrooms (summer)****Figure 146: Quality of restrooms (fall)**

**Figure 147: Quality of trails (summer)****Figure 148: Quality of trails (fall)**

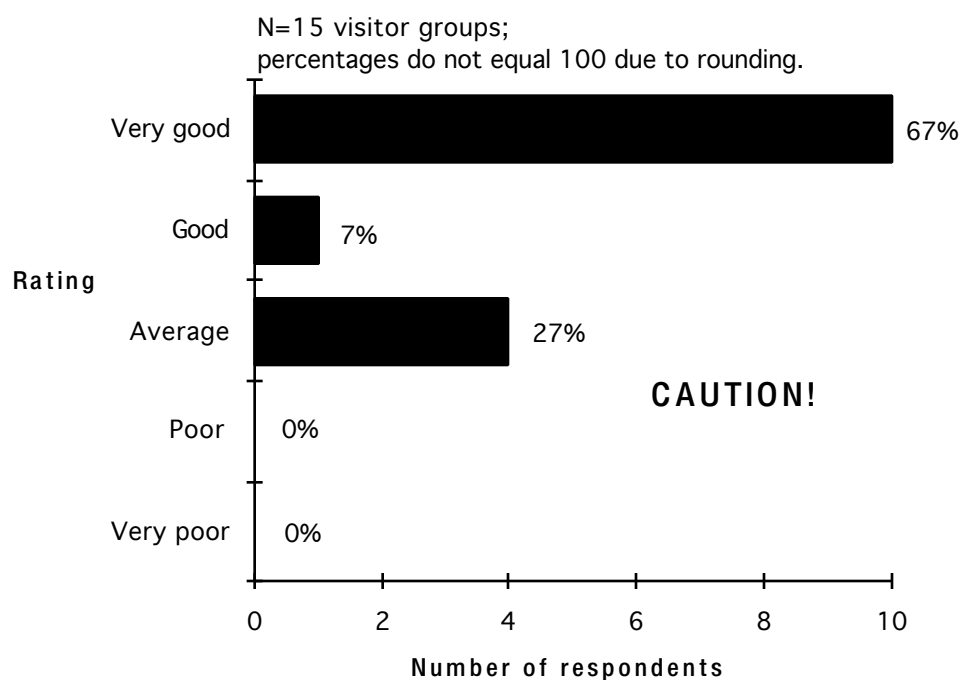


Figure 149: Quality of backcountry trail shelters (summer)

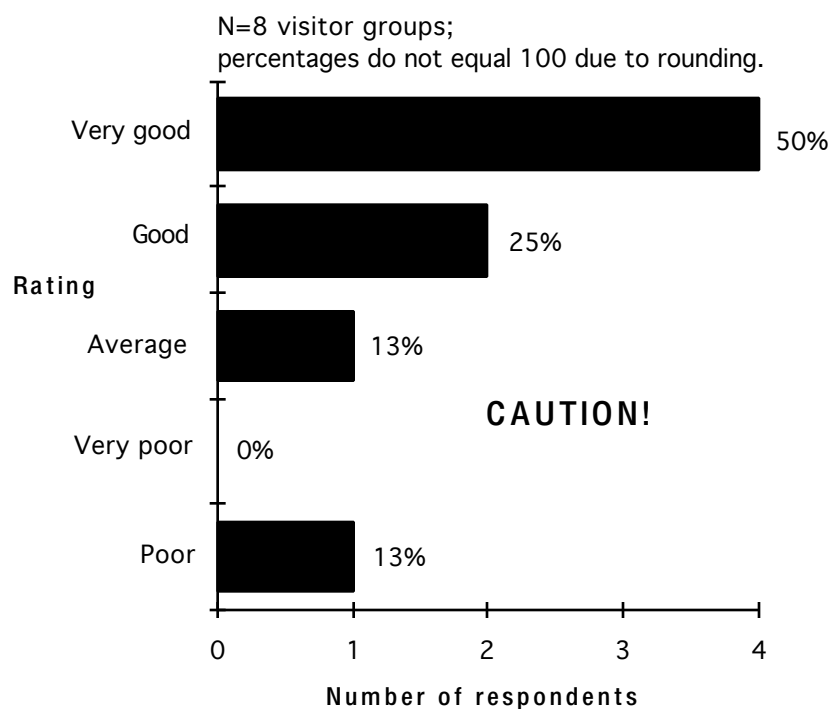


Figure 150: Quality of backcountry trail shelters (fall)

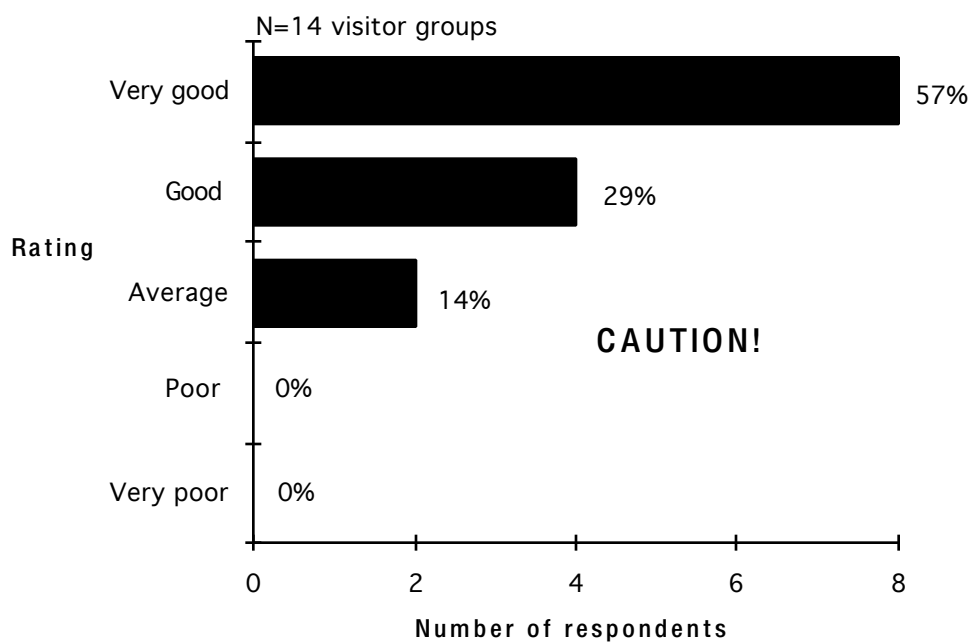


Figure 151: Quality of backcountry campsites (summer)

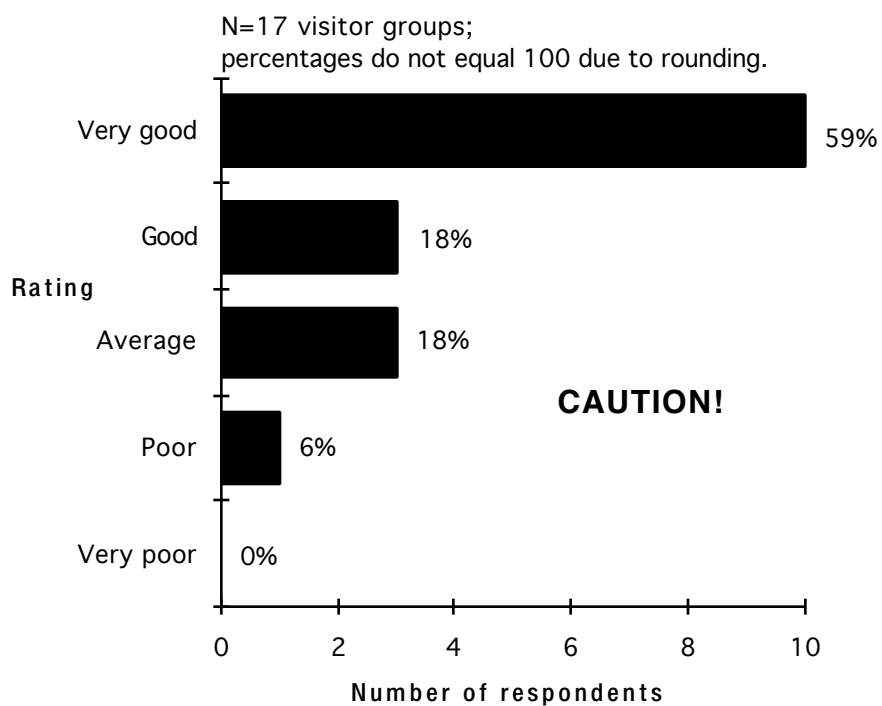


Figure 152: Quality of backcountry campsites (fall)

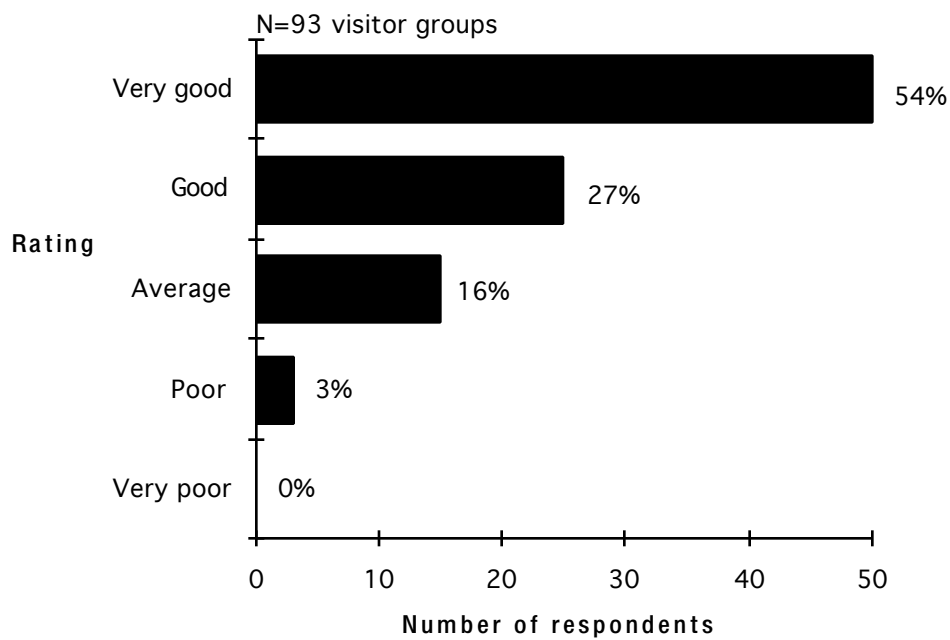


Figure 153: Quality of campgrounds other than backcountry (summer)

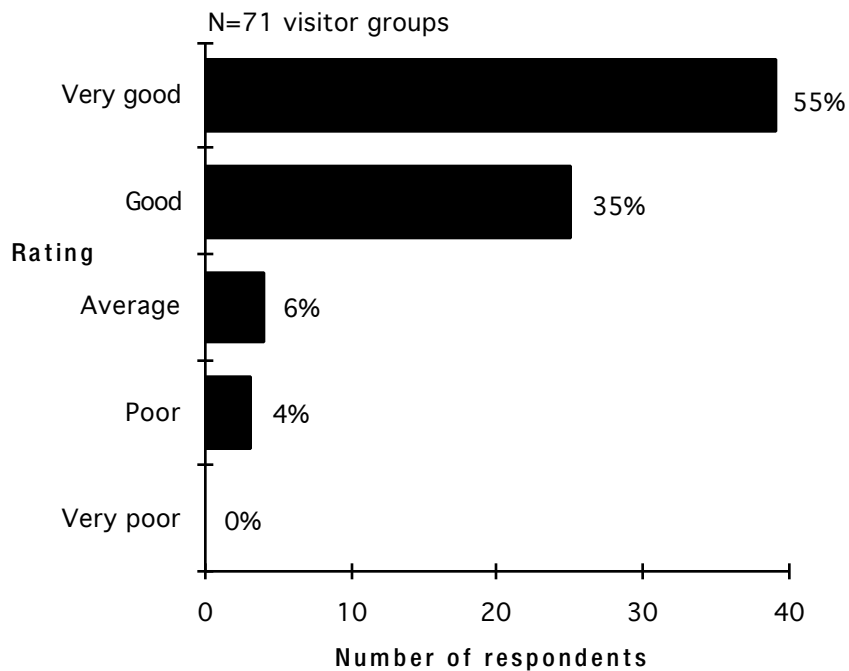


Figure 154: Quality of campgrounds other than backcountry (fall)

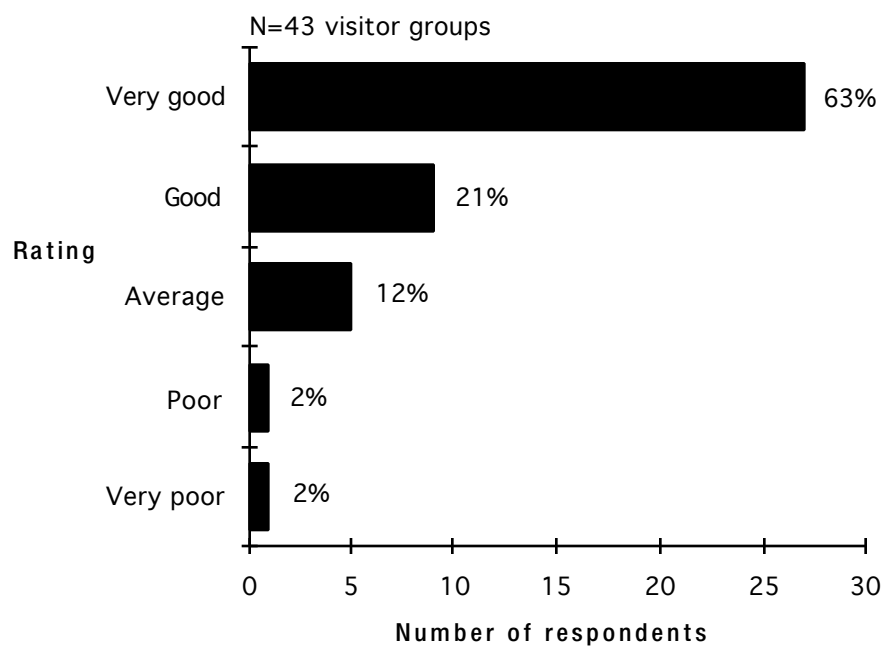


Figure 155: Quality of campground reservations (summer)

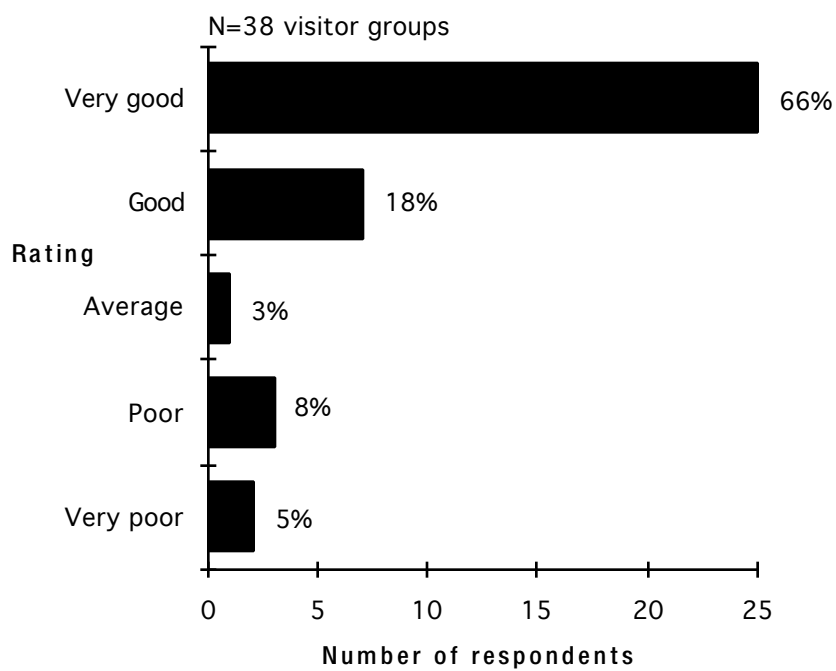
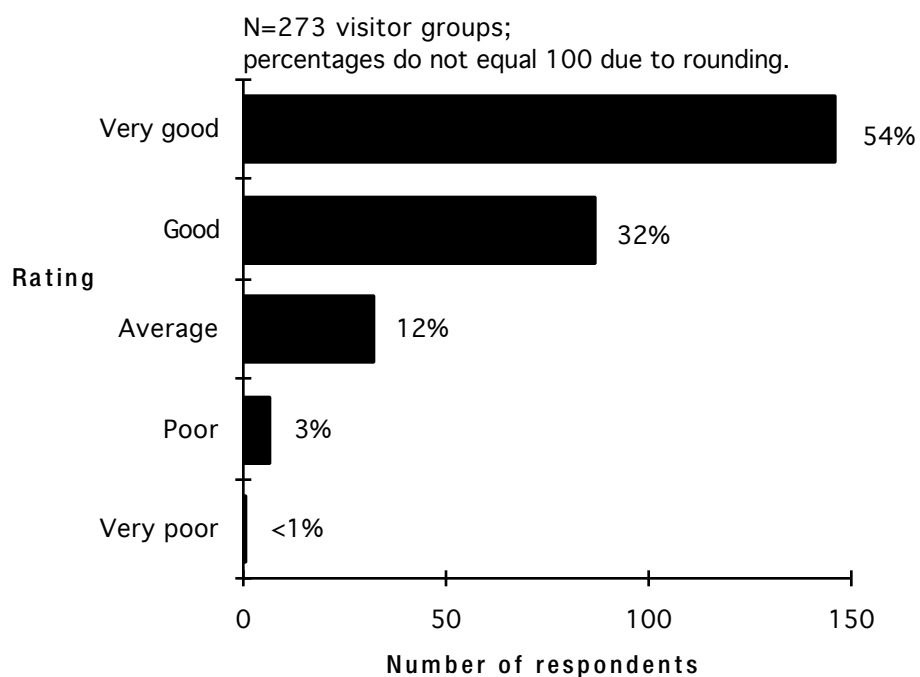
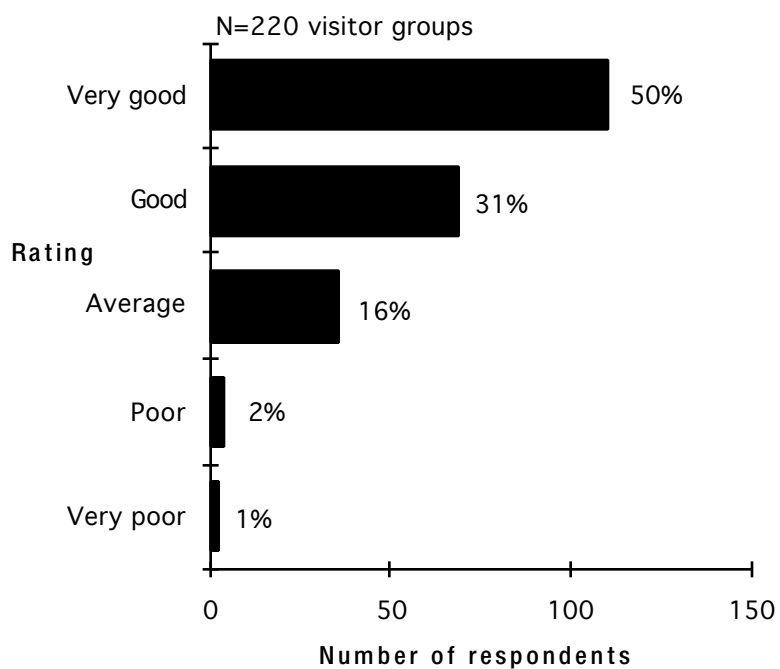


Figure 156: Quality of campground reservations (fall)

**Figure 157: Quality of picnic areas (summer)****Figure 158: Quality of picnic areas (fall)**

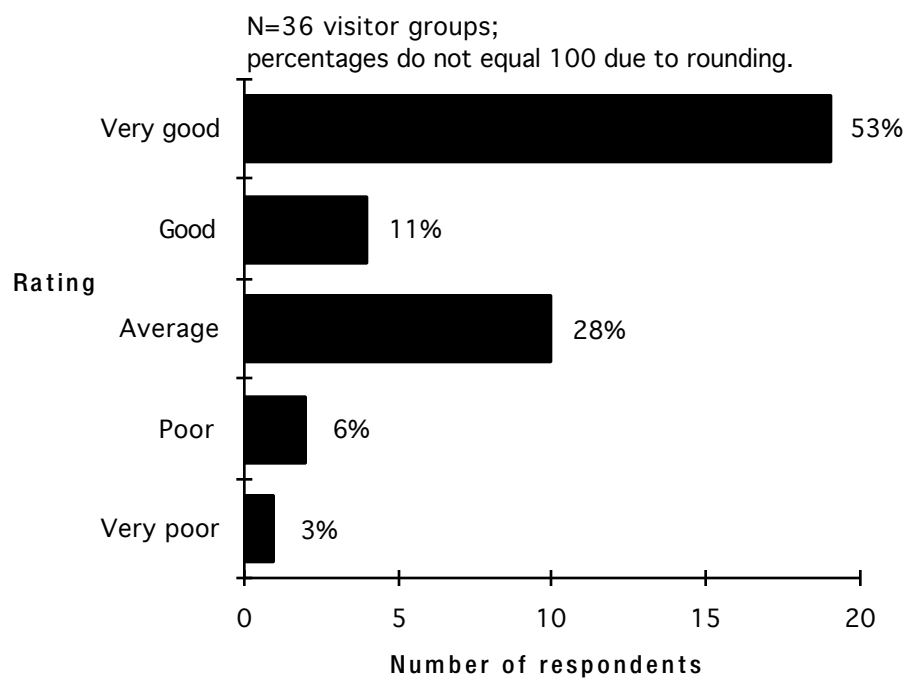


Figure 159: Quality of bicycling opportunities (summer)



Figure 160: Quality of bicycling opportunities (fall)

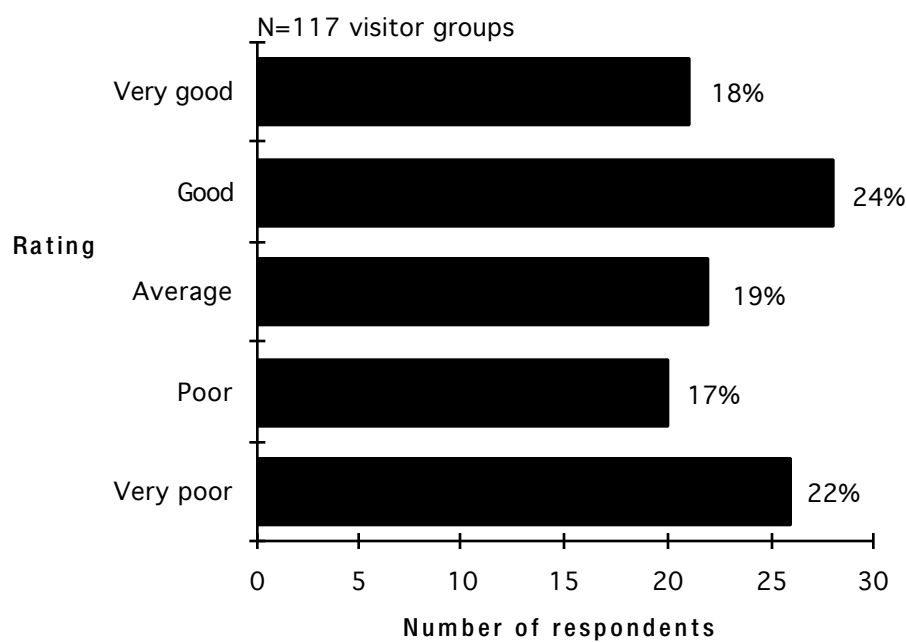


Figure 161: Quality of park information radio station (summer)

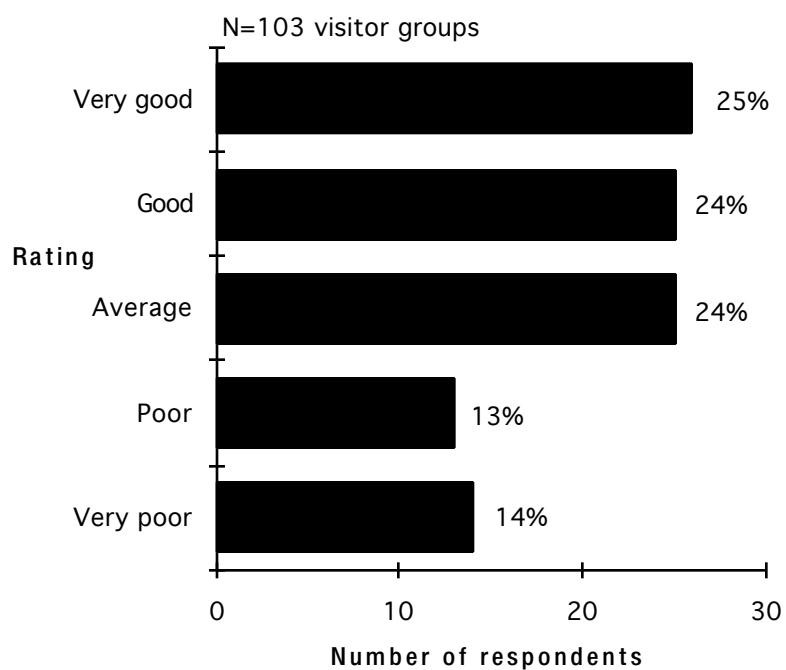
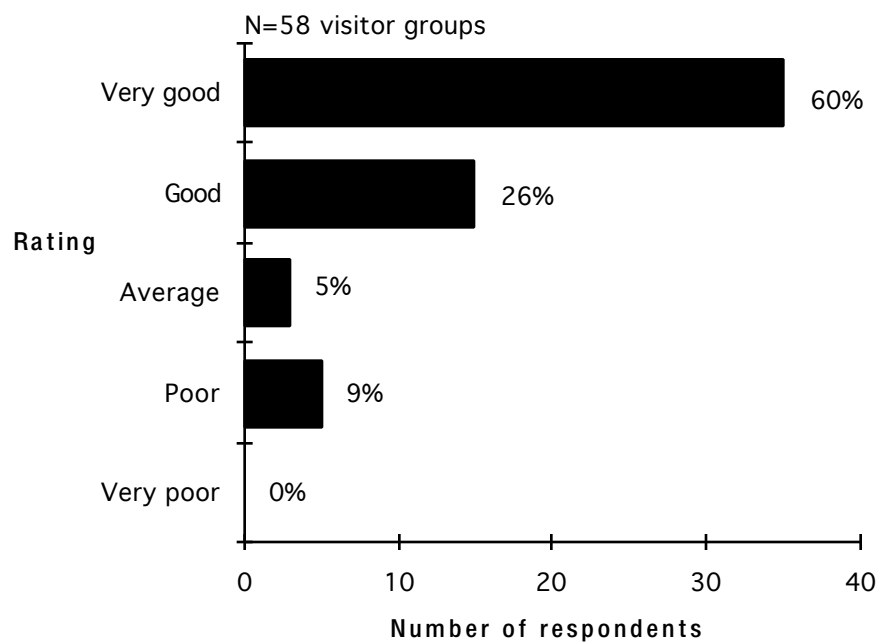
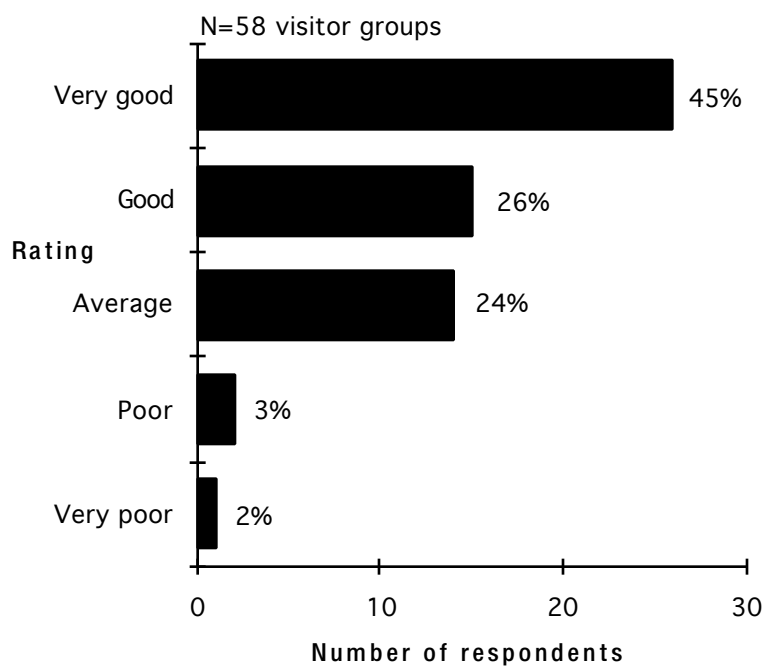


Figure 162: Quality of park information radio station (fall)

**Figure 163: Quality of telephones (summer)****Figure 164: Quality of telephones (fall)**

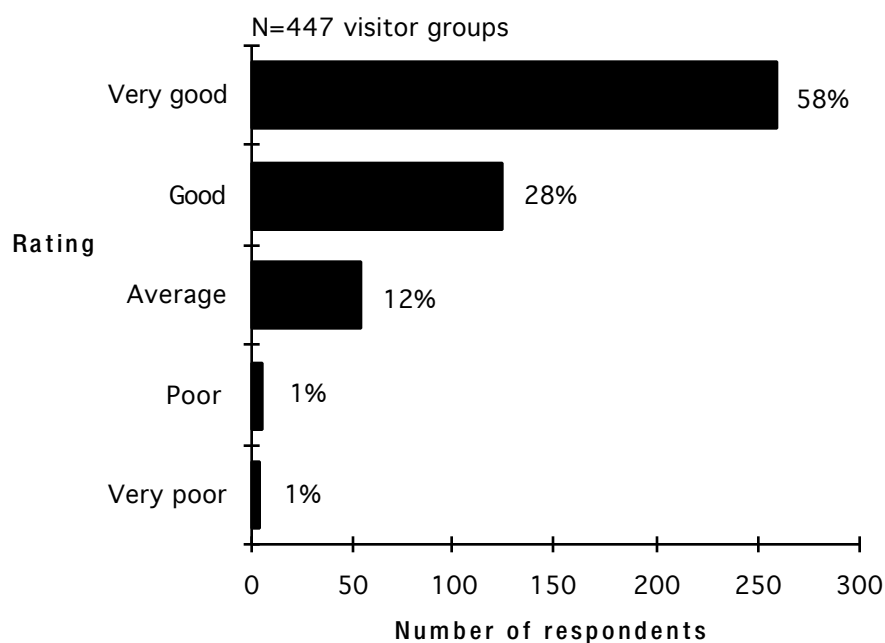


Figure 165: Quality of highway directional signs (summer)

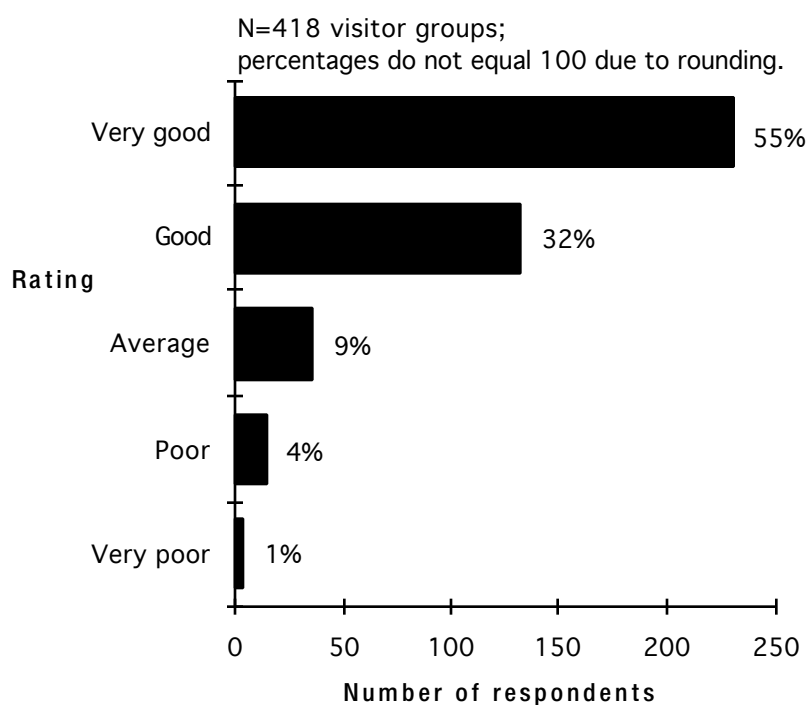


Figure 166: Quality of highway directional signs (fall)

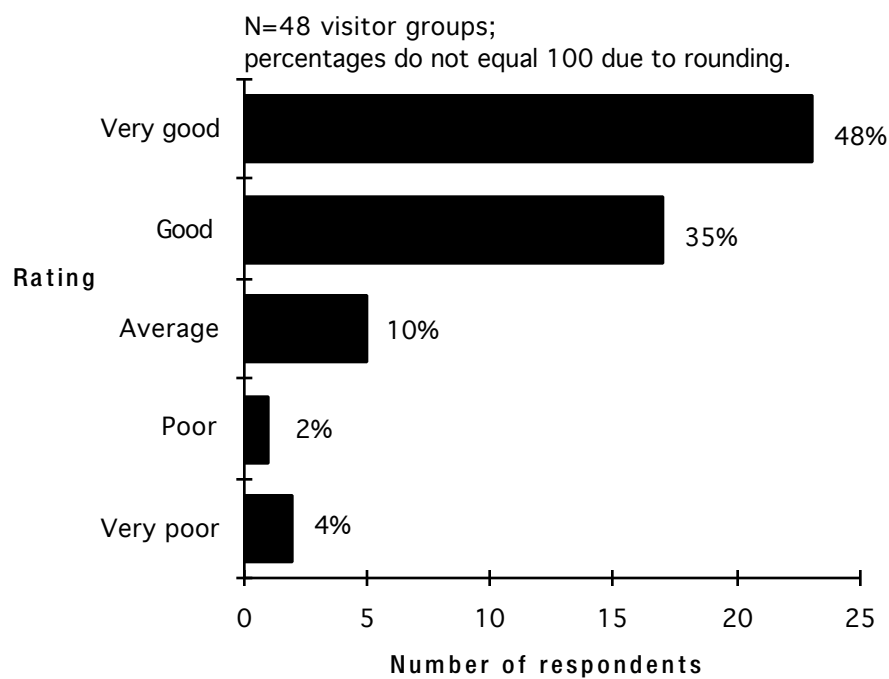


Figure 167: Quality of concession horseback ride (summer)

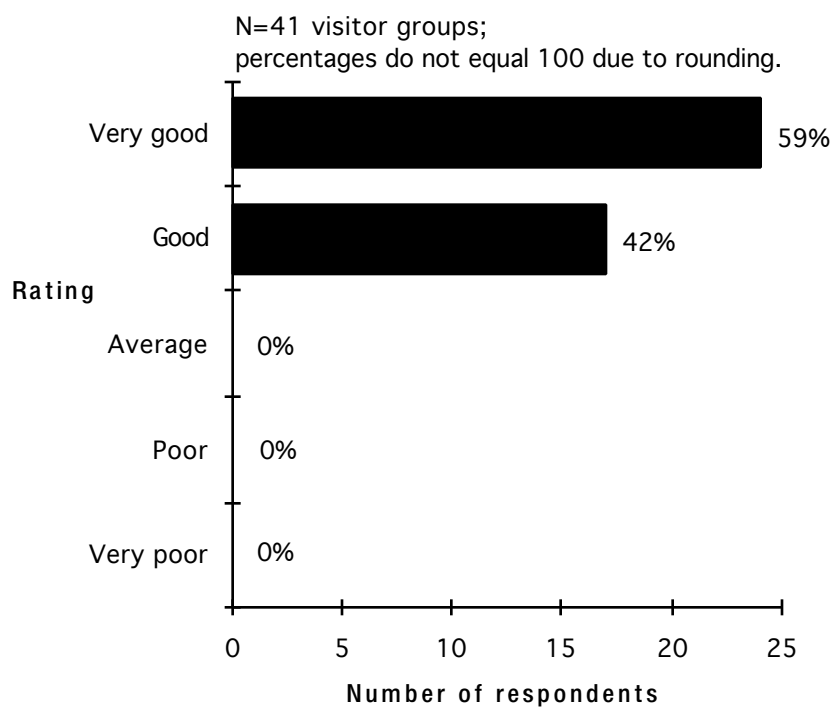


Figure 168: Quality of concession horseback ride (fall)

Figure 169: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities used by visitors (summer)

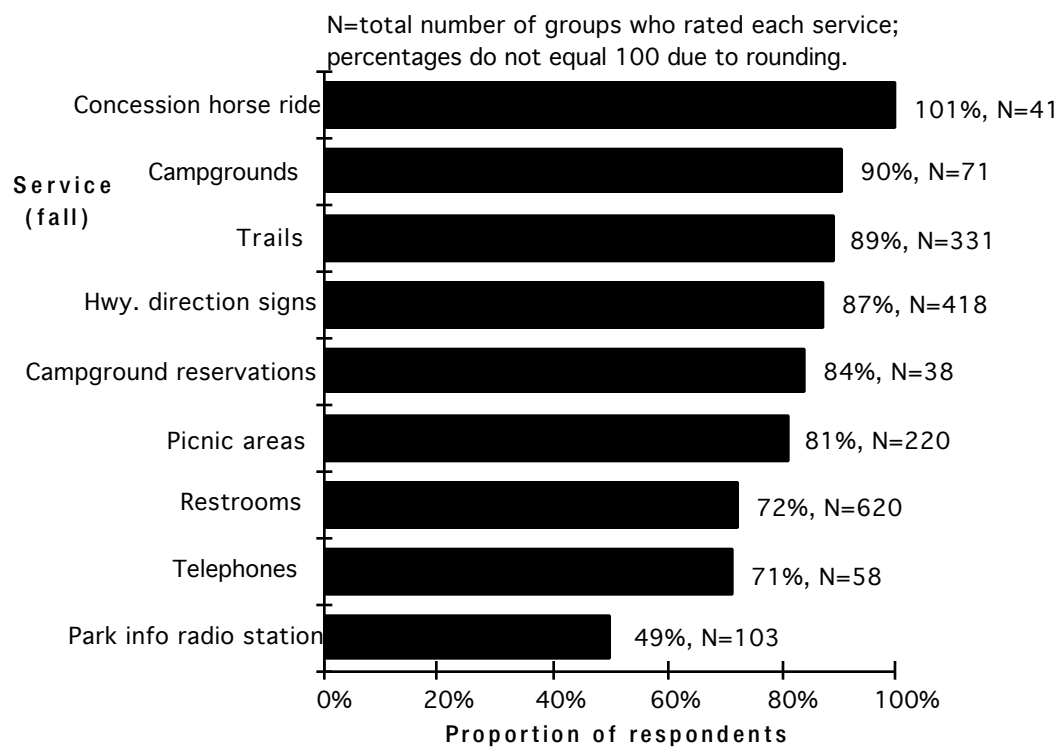


Figure 170: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities used by visitors (fall)

Summer and fall visitors were asked to list their expenditures in the park and in the area (within 50 miles of the park including Knoxville, Asheville and other towns) during their trip. They were asked how much money they spent for lodging (motel, camping, etc.), travel (gas, bus fare, etc.), food (restaurant, groceries, etc.), and "other" items (recreation, film, gifts, etc.).

During data analysis, it became apparent that some visitors were confused by the expenditure categories provided in the questionnaire. Because of this confusion each graph in this section shows the combined in-park and out-of-park expenditures for both summer and fall visitors to Great Smoky Mountains National Park.

Total expenditures: Over one-third of the summer (35%) and fall visitor groups (36%) spent up to \$300 in total expenditures during this trip (see Figures 171 and 172). In both summer and fall, 15% of the groups spent a total of \$1001 or more during their visit. The average visitor group expenditure during this visit for summer visitors was \$564 and \$561 for fall visitors. The summer median visitor group expenditure (50% of groups spent more; 50% spent less) was \$440 compared to \$425 for fall visitor groups.

In both summer and fall, lodging accounted for the greatest proportion of total expenditures (41% and 44%, respectively), as shown in Figures 173 and 174.

Lodging: Of visitors reporting total expenditures for lodging, 62% in summer and 58% in fall spent up to \$300 (see Figures 175 and 176).

Travel: For travel, 66% of summer visitor groups and 67% of fall visitor groups spent up to \$50 (see Figures 177 and 178).

Food: For food, 32% of the summer groups and 31% of the fall groups spent \$151 or more (see Figures 179 and 180).

"Other" items: Over one-third of the summer groups (38%) and the fall groups (34%) spent \$151 or more for "other" items (see Figures 181 and 182).

Total per capita expenditures: The average summer per capita expenditure was \$168, compared to \$202 for fall visitors.

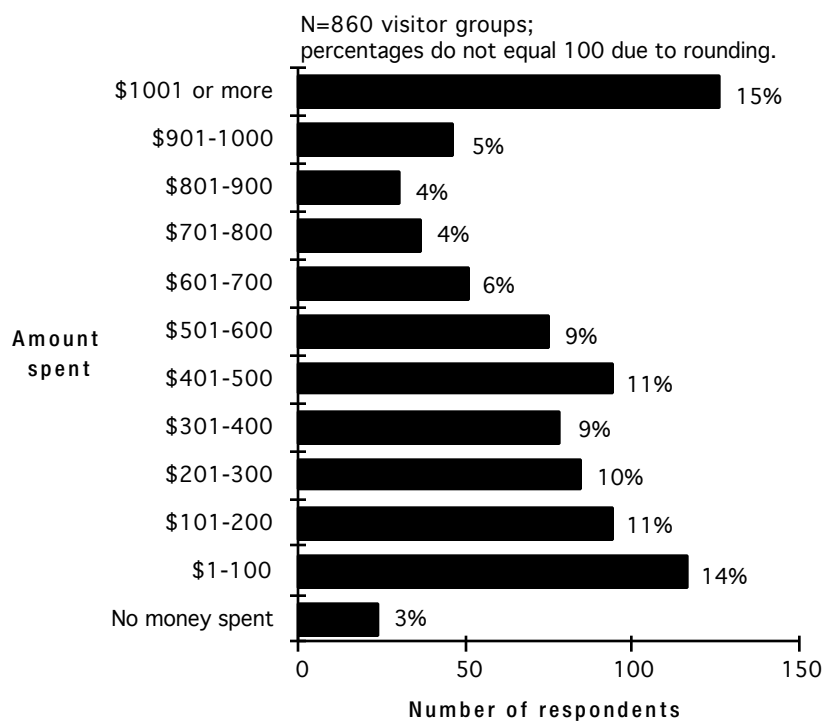


Figure 171: Total expenditures in and outside the park (summer)

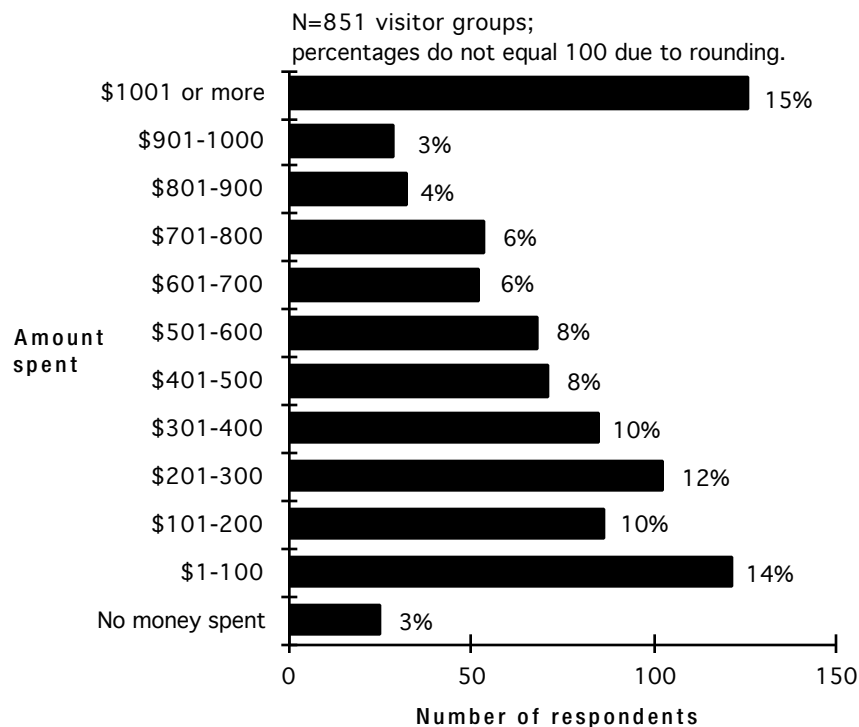


Figure 172: Total expenditures in and outside the park (fall)

N=860 visitor groups;
percentages do not equal 100 due to rounding.

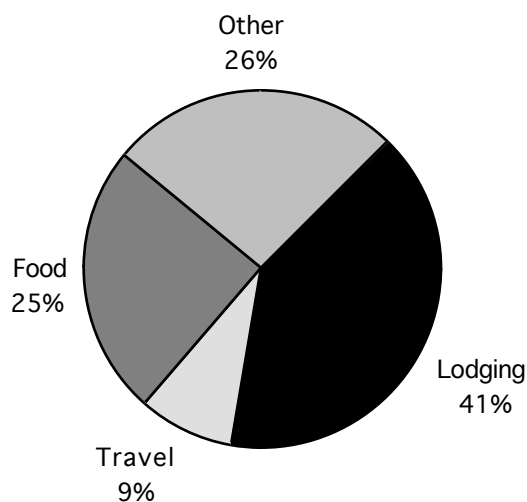


Figure 173: Proportions of expenditures in and outside the park (summer)

N=851 visitor groups

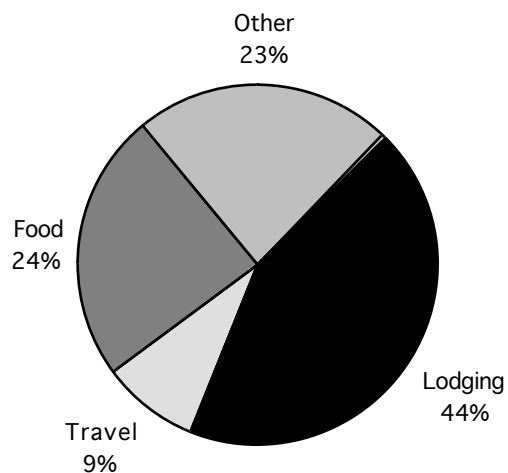


Figure 174: Proportions of expenditures in and outside the park (fall)

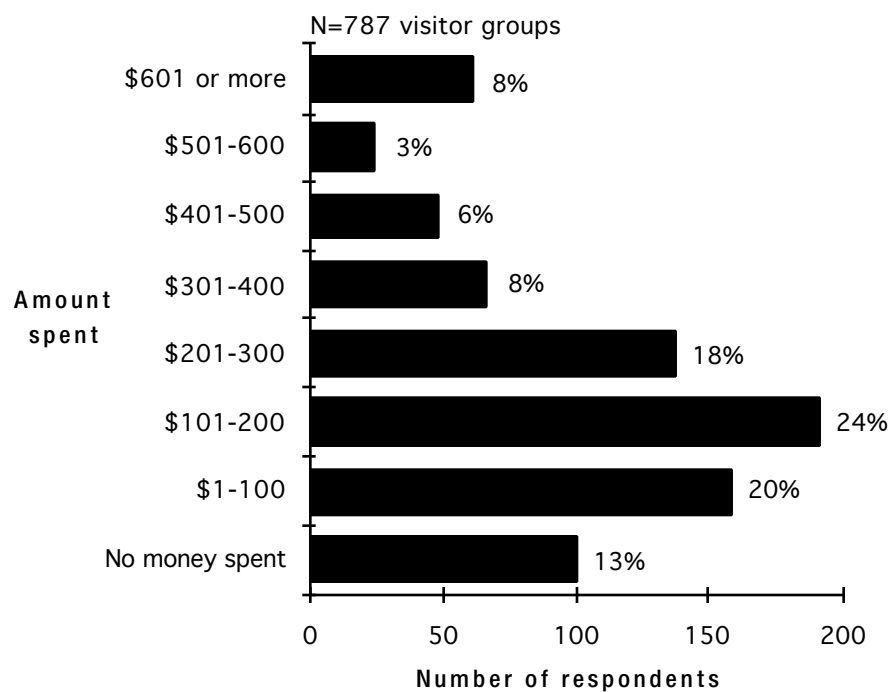


Figure 175: Expenditures for lodging in and outside the park (summer)

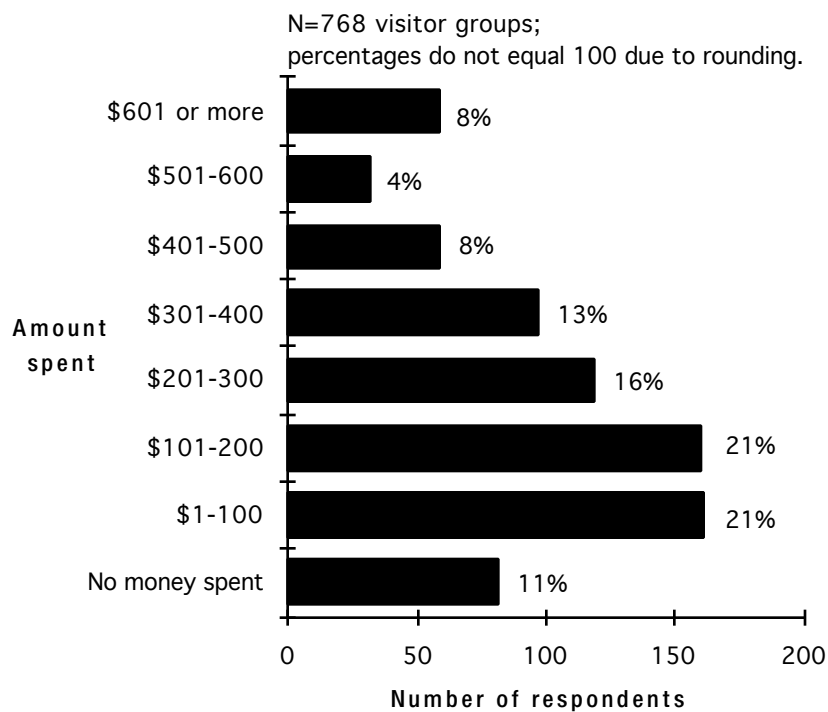


Figure 176: Expenditures for lodging in and outside the park (fall)

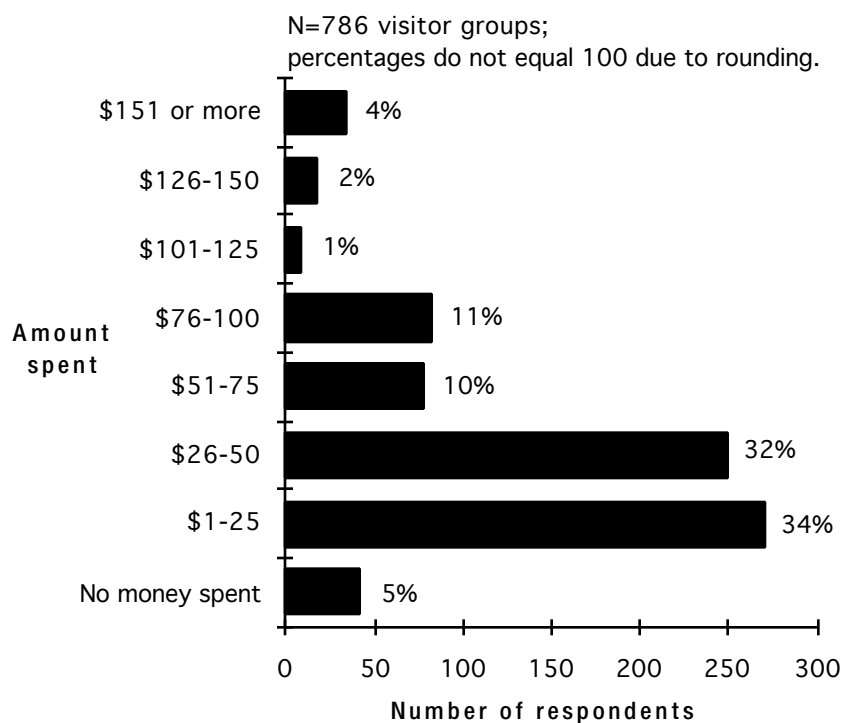


Figure 177: Expenditures for travel in and outside the park (summer)

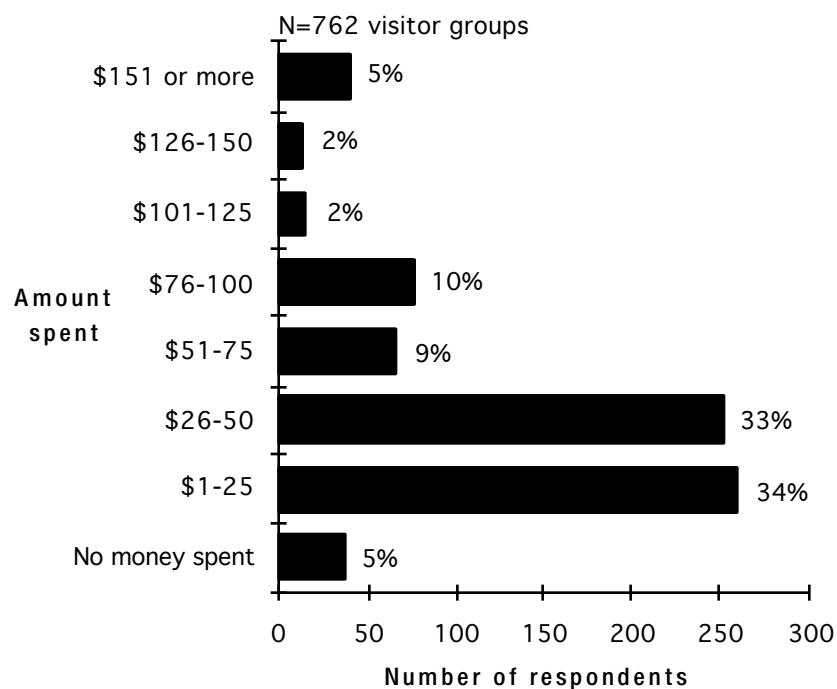


Figure 178: Expenditures for travel in and outside the park (fall)

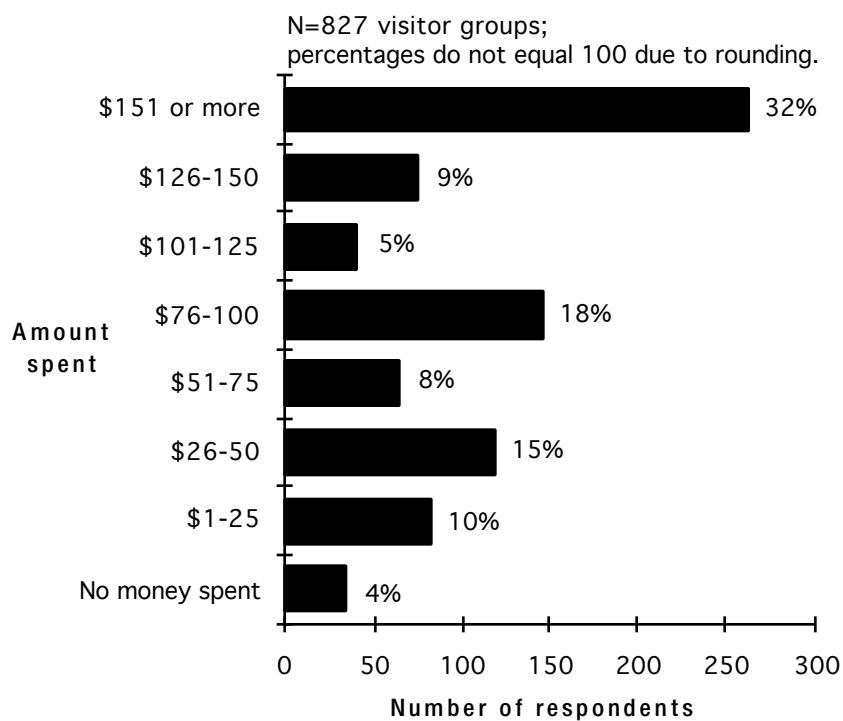


Figure 179: Expenditures for food in and outside the park (summer)

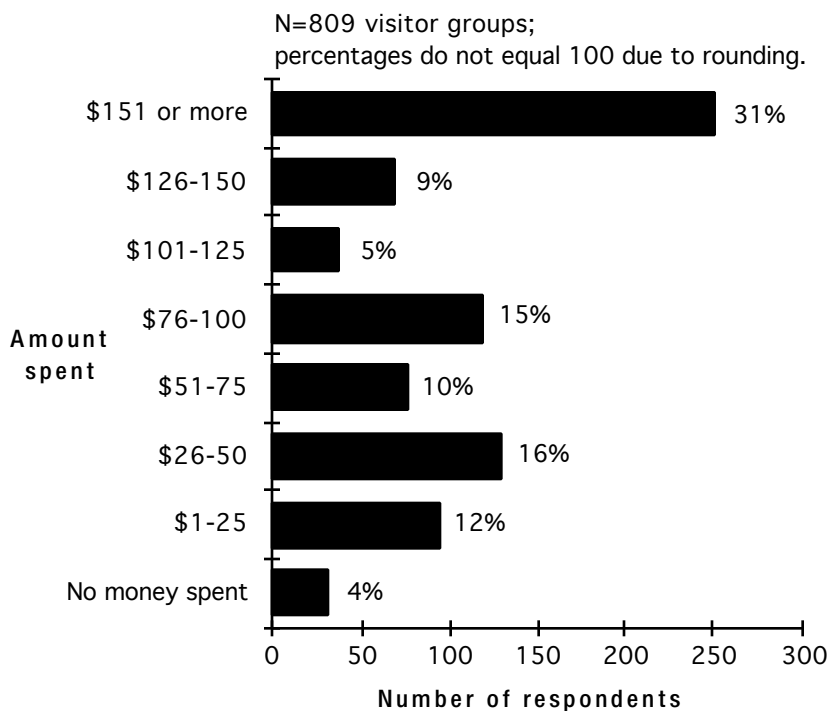


Figure 180: Expenditures for food in and outside the park (fall)

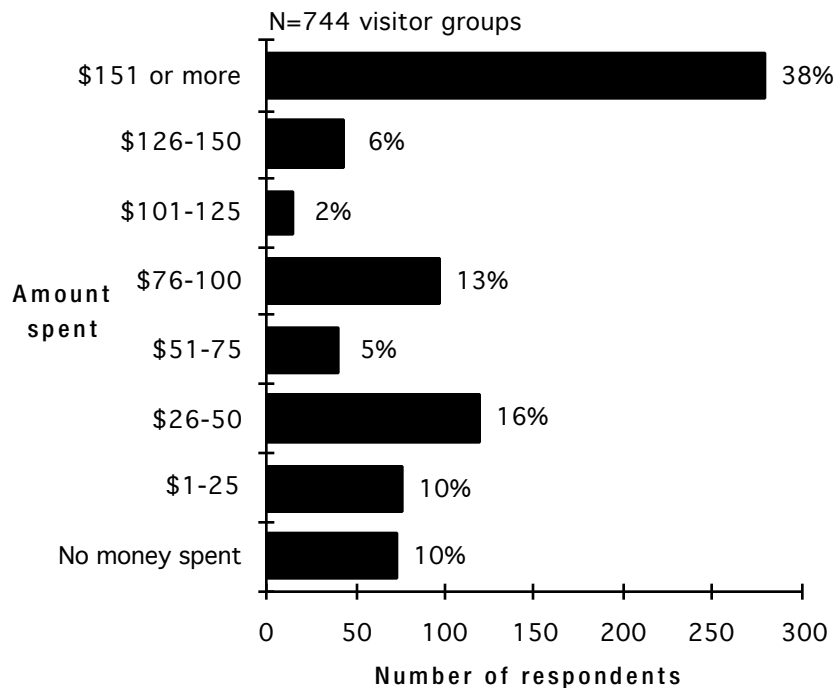


Figure 181: Expenditures for "other" items outside the park (summer)

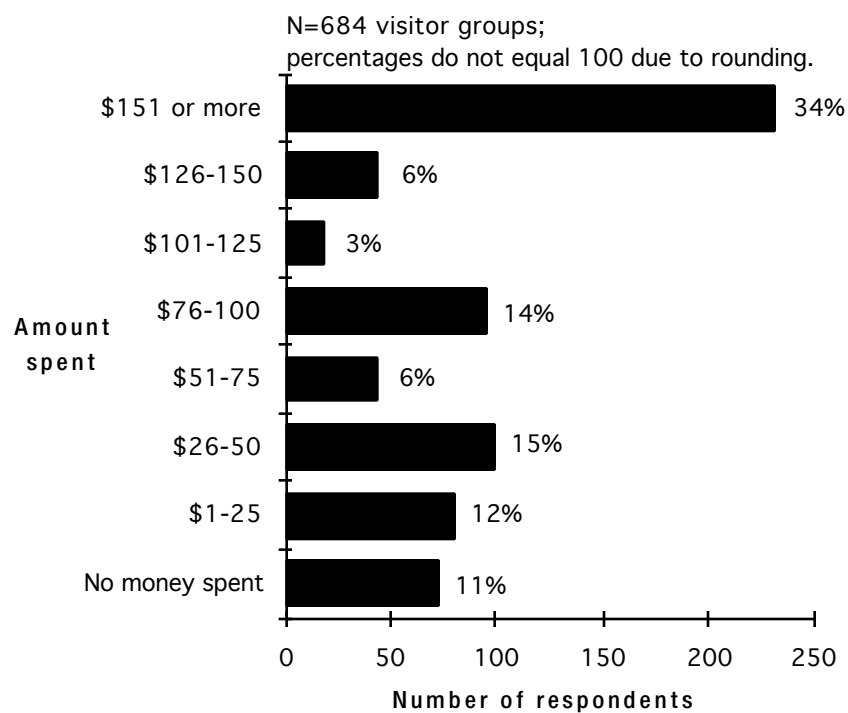


Figure 182: Expenditures for "other" items outside the

park (fall)

**Perceptions
of crowding**

Summer and fall visitors were asked if they felt crowded during this trip to Great Smoky Mountains National Park. They were then asked how crowded the park was in terms of the number of people and vehicles present during their trip.

Three-fourths of the summer visitor groups (75%) said they did not feel crowded compared to 53% of the fall visitor groups (see Figures 183 and 184). Twenty-three percent of the summer groups felt crowded compared to 46% of the fall groups.

People: Visitors rated whether they felt crowded in the number of people in the park (see Figures 185 and 186). Twenty percent of the summer visitors said they did not feel at all crowded in the number of people present compared to 13% of the fall visitors. Almost half of the summer visitor groups (48%) said they felt "somewhat crowded" by people in the park compared to 33% of the fall visitor groups. Almost one-fourth of the summer visitors (24%) said they felt "very crowded" by people in the park compared to 32% of the fall visitors. Nine percent of summer visitors felt "extremely crowded" compared to 23% of fall visitors.

Vehicles: Visitors also rated whether they felt crowded by the number of vehicles in the park (see Figures 187 and 188). Seventeen percent of the summer visitors felt "not at all crowded" compared to 12% of the fall visitors. Just over one-third (35%) of the summer visitors felt "somewhat crowded" in the number of vehicles in the park compared to 21% of the fall visitors. Thirty-four percent of the summer visitors felt "very crowded" compared to 33% of the fall visitors. Fifteen percent of the summer visitors felt "extremely crowded" compared to 35% of the fall visitors.

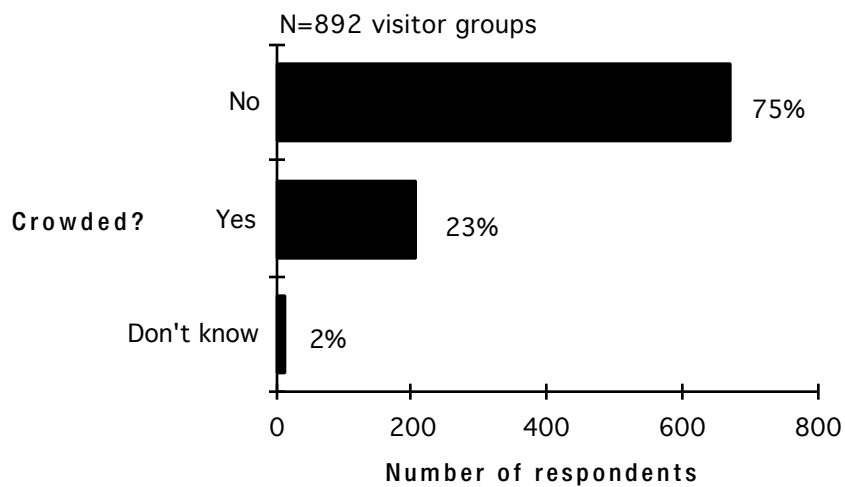


Figure 183: Perceptions of crowding (summer)

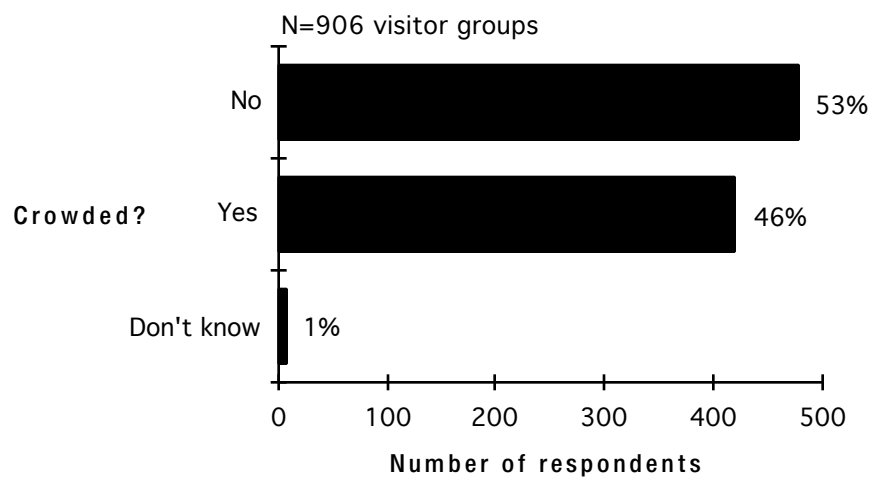


Figure 184: Perceptions of crowding (fall)

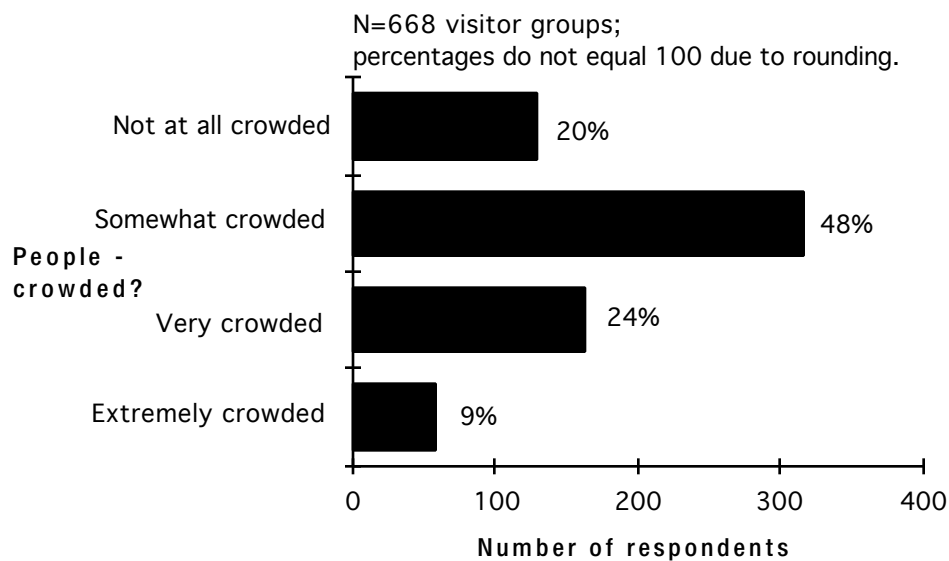


Figure 185: Perceptions of crowding - people (summer)

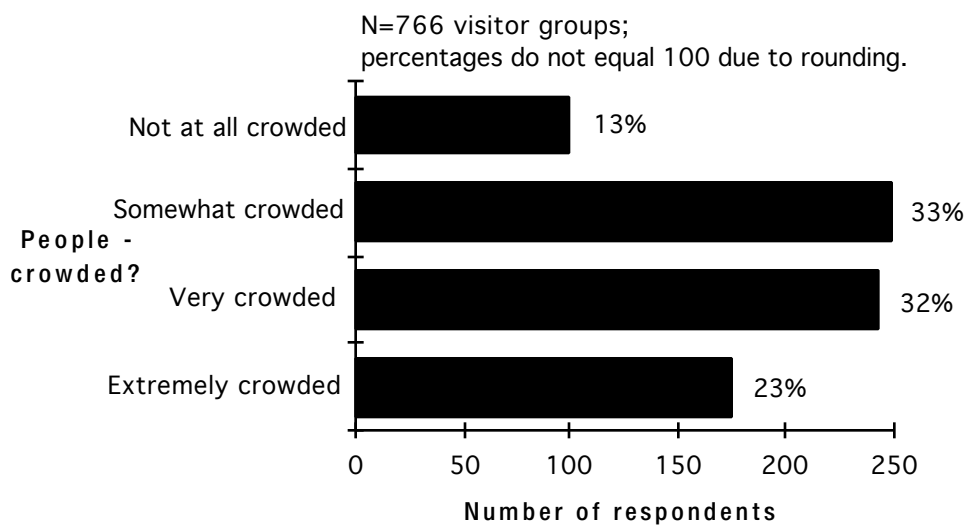


Figure 186: Perceptions of crowding - people (fall)

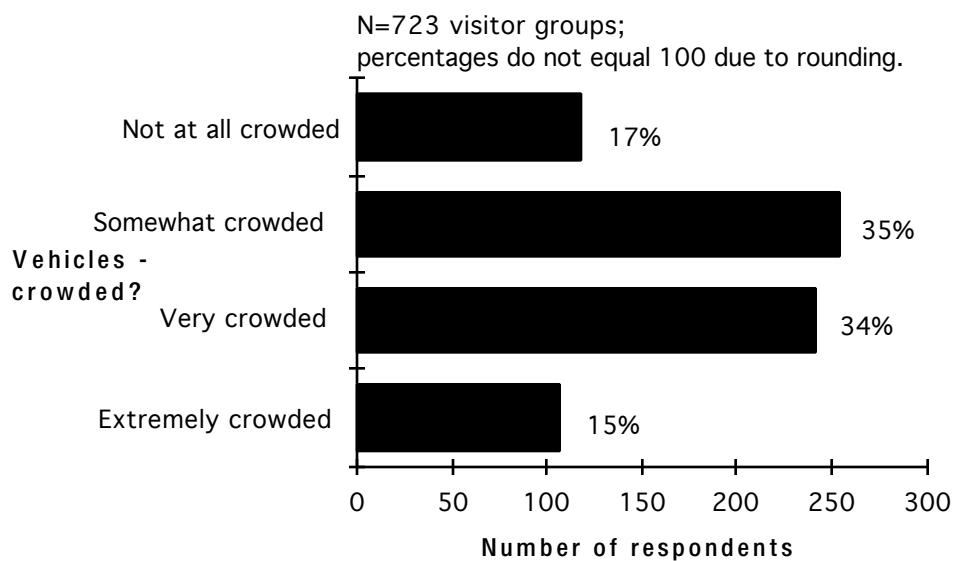


Figure 187: Perceptions of crowding - vehicles (summer)

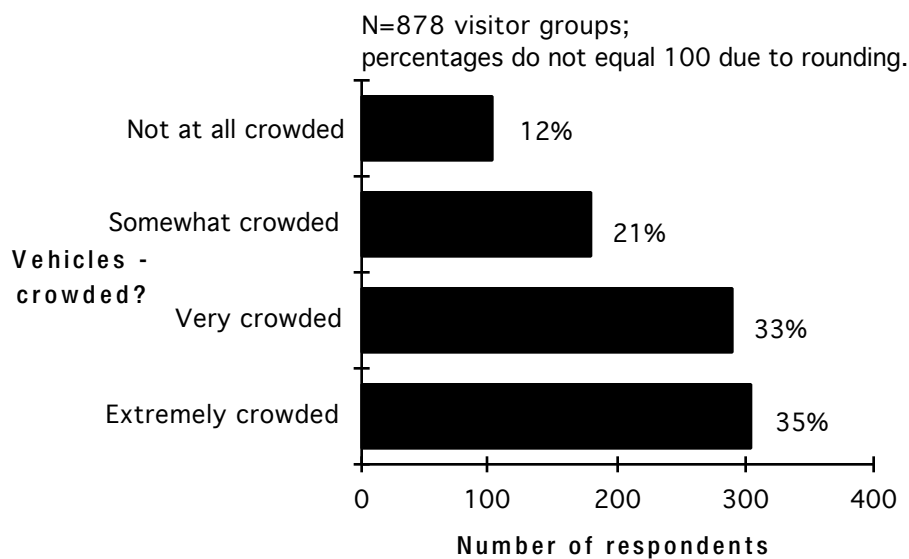


Figure 188: Perceptions of crowding - vehicles (fall)

Summer and fall visitors were asked, "During this trip, did heavy traffic within 30 miles of the park significantly delay your arrival at Great Smoky Mountains National Park?"

Traffic congestion encountered

Many summer visitors (74%) did not experience heavy traffic which delayed their arrival compared to 63% of fall visitors (see Figures 189 and 190). About one-fourth (26%) of summer visitors experienced delays compared to 37% of fall visitors. The visitor groups who answered yes were asked where the traffic congestion was worst. The summer and fall responses are listed in Table 7 and Table 8, respectively, with Gatlinburg and Pigeon Forge heading the lists.

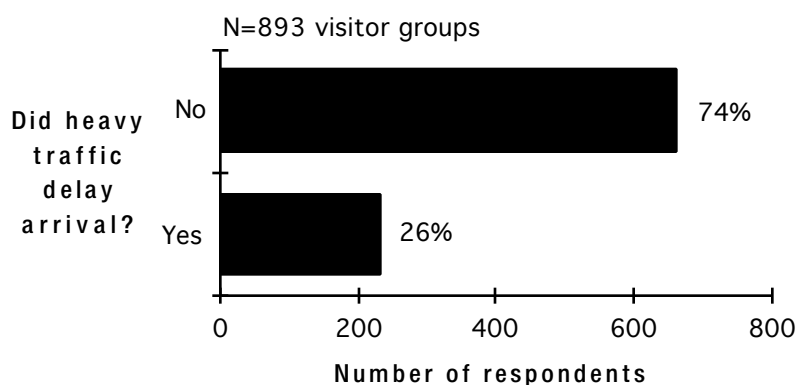


Figure 189: Experience traffic congestion in reaching the park (summer)

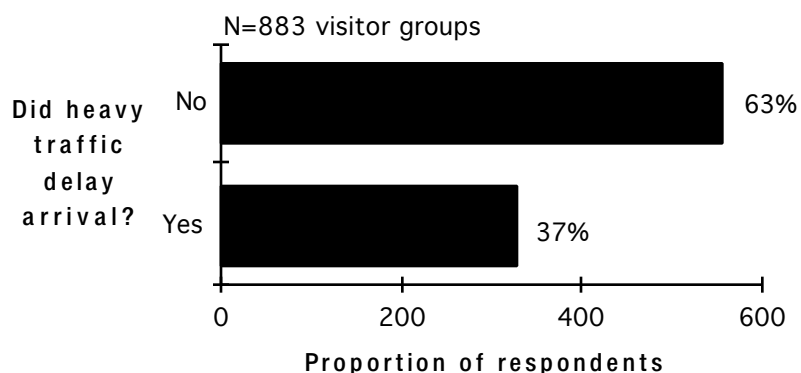


Figure 190: Experience traffic congestion in reaching the park (fall)

Table 7: Places where summer visitors experienced traffic delays

N=280 places	
Place	Number of times mentioned
Gatlinburg	95
Pigeon Forge	83
Cherokee	27
Interstate 40	12
Cades Cove	9
North of and through Sevierville	8
Highway 441	7
Between Pigeon Forge and Gatlinburg	6
Townsend	4
Between Sevierville and Pigeon Forge	3
Park entrance	2
Newfound Gap or Clingmans Dome	2
Blue Ridge Parkway	2
Knoxville area	2
Interstate 40 to Gatlinburg	2
Throughout park	2
On way to Sugarlands Visitor Center	2
Other places	12

Table 8: Places where fall visitors experienced traffic delays

N=404 places	
Place	Number of times mentioned
Gatlinburg	86
Pigeon Forge	62
Townsend	43
Between Pigeon Forge and Gatlinburg	37
Between Cherokee and Gatlinburg	28
Cades Cove	26
Between Sevierville and Pigeon Forge	23
Cherokee	22
Highway 441	14
Between Sugarlands and Gatlinburg	7
Interstate 40 to Gatlinburg	7
All roads	6
Sevierville	6
Highway 321	6
Between Cades Cove and Sugarlands Visitor Center	6
Between Sugarlands and New found Gap	5
Sugarlands Visitor Center intersection	5
Between Cades Cove and Gatlinburg	3
Between Townsend and Cades Cove	2
Blue Ridge Parkway	2
In towns	2
In and out of park	2
Other places	4

**Preferred
ways to limit
vehicle
congestion**

Summer and fall visitors were asked, "If vehicle congestion at Great Smoky Mountains National Park reaches a point when the number of passenger vehicles must be limited, which of the following alternatives for entering the park would you find most acceptable?"

Over one-third of summer groups (35%) and fall groups (36%) preferred the first come, first served until a daily limit is reached method (see Figures 191 and 192). The groups who preferred a shuttle system included 33% of summer visitors and 28% of fall visitors. Twenty-two percent of summer visitors favored a reservation system compared to 24% of fall visitors.

"Other" suggestions from summer visitors included charging an entrance fee, leaving the current system, building additional roads, bicycling, hiking, combining reservations and first come-first served methods, a combination of the listed methods, and continuing to use own vehicle.

"Other" suggestions from fall visitors included keeping the current system of unlimited access, charging an entrance fee, building additional roads, shuttling only at Cades Cove, using traffic police, enforcing a minimum speed limit, warning of traffic problems before arrival, and combining the listed methods.

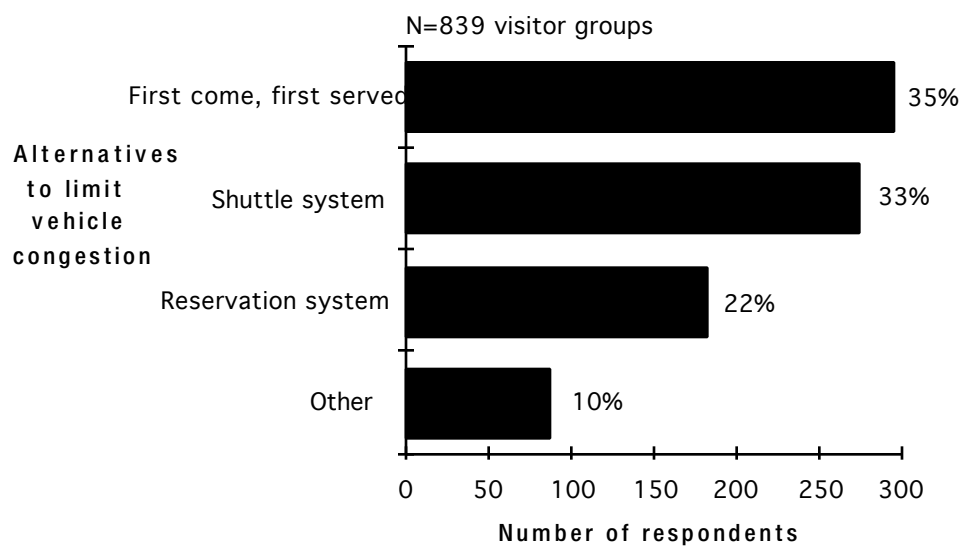


Figure 191: Preferred ways to limit vehicle congestion (summer)

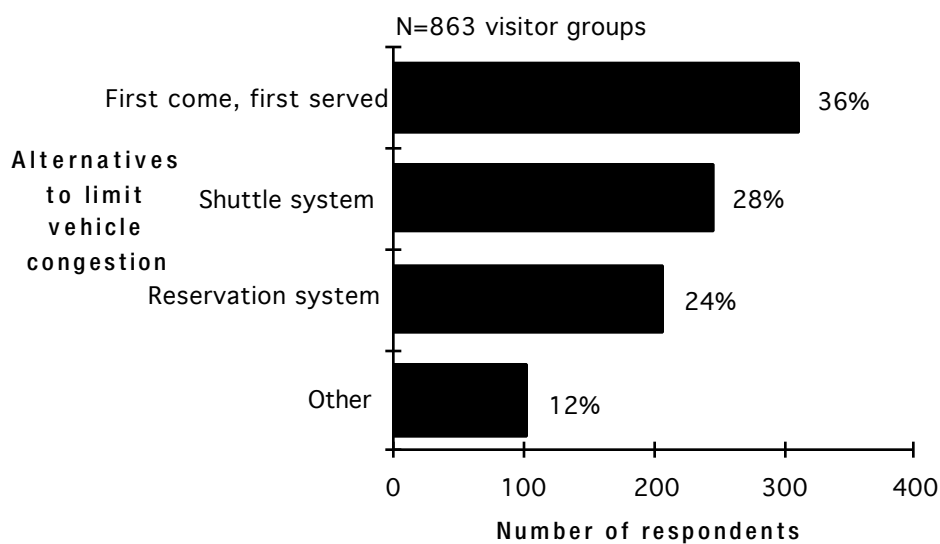


Figure 192: Preferred ways to limit vehicle congestion (fall)

Willingness to pay entrance fee

Visitors were asked "If it would increase funds to operate Great Smoky Mountains National Park, would you be willing to pay an entrance fee (\$5 to \$10/vehicle) on a future visit?"

Forty percent of the summer visitor groups said they would be willing to pay an entrance fee compared to 47% of the fall visitors (see Figures 193 and 194). Almost one-third of the summer visitors (32%) said they would not be willing to pay an entrance fee compared to 30% of the fall visitors. Visitors who didn't know if they would be willing to pay a fee comprised 27% of summer visitors and 22% of fall visitors.

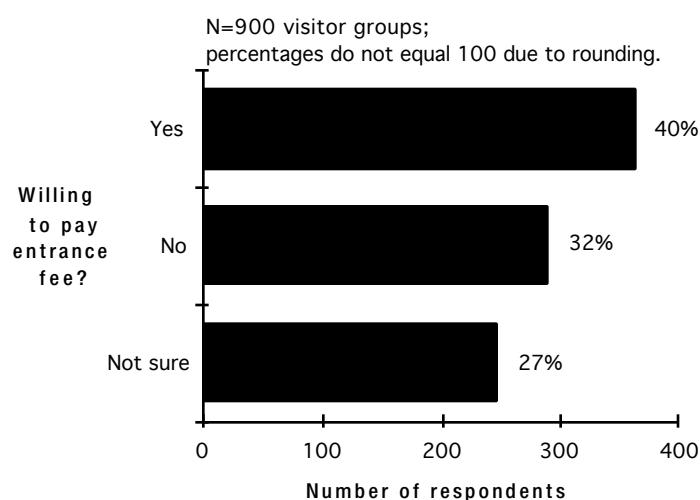


Figure 193: Willingness to pay entrance fee (summer)

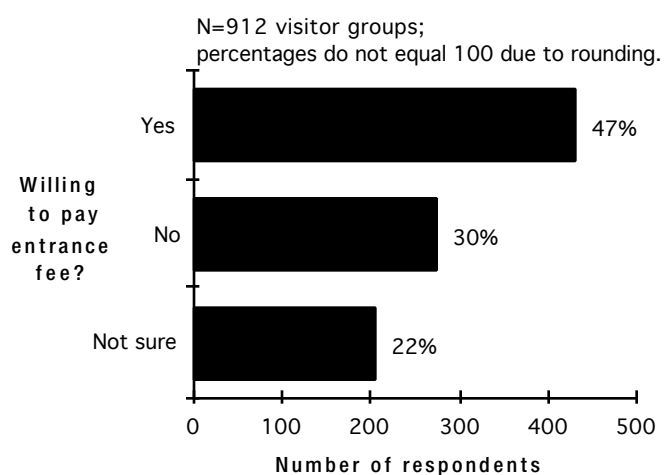


Figure 194: Willingness to pay entrance fee (fall)

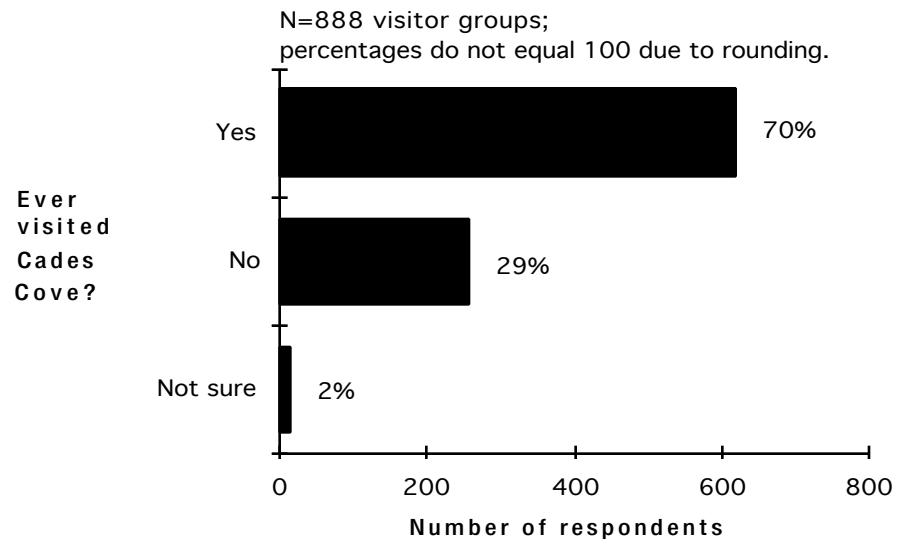
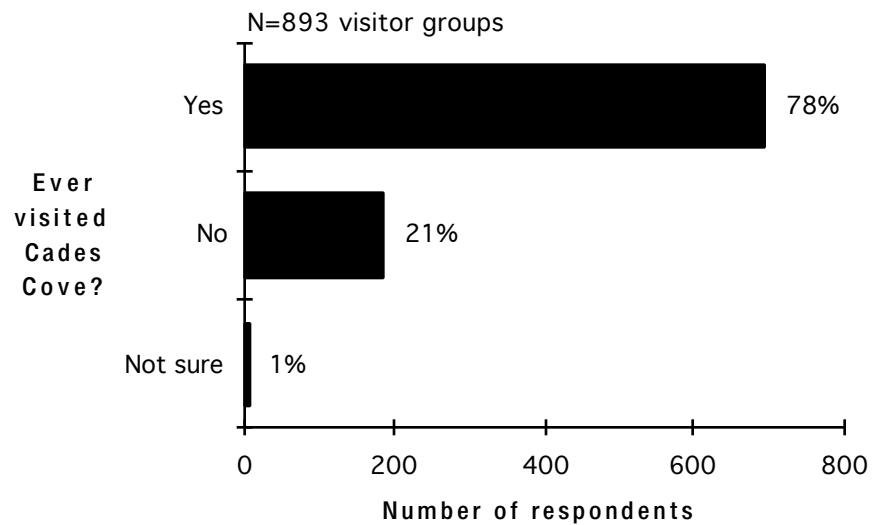
Many summer (70%) and fall (78%) visitors said they had visited Cades Cove on this trip or in the past (see Figures 195 and 196).

When asked about their willingness to park outside the park and ride a shuttle to Cades Cove, 46% of the summer visitors and 47% of the fall visitors said they would likely be willing to ride a shuttle (see Figures 197 and 198). Over one-third of the summer (39%) and fall (37%) visitors said they would be unlikely to park outside and ride a shuttle to Cades Cove. Fourteen percent of the summer visitors and 16% of the fall visitors were not sure if they would ride a shuttle.

Of those visitors who would be willing to ride a shuttle to Cades Cove, 60% of the summer visitors and 57% of the fall visitors said they would be willing to pay a fee to ride the shuttle (see Figures 199 and 200). Over one-fourth of the visitors (28% in summer and 27% in fall) said it was unlikely that they would be willing to pay to ride a shuttle. Thirteen percent (summer) and 16% (fall) of the visitors were not sure if they would be willing to pay to ride a shuttle.

Of those visitor groups willing to pay a fee to ride the shuttle, 51% of summer visitors and 41% of fall visitors said they would be willing to pay less than \$2 per person (see Figures 201 and 202). Visitors who would be willing to pay \$2 to \$3 per person included 47% of summer visitors and 54% of fall visitors. Two percent (summer) and 5% (fall) of the groups would pay \$4 to \$5 per person to ride the shuttle.

Willingness to use future Cades Cove shuttle

**Figure 195: Visits to Cades Cove (summer)****Figure 196: Visits to Cades Cove (fall)**

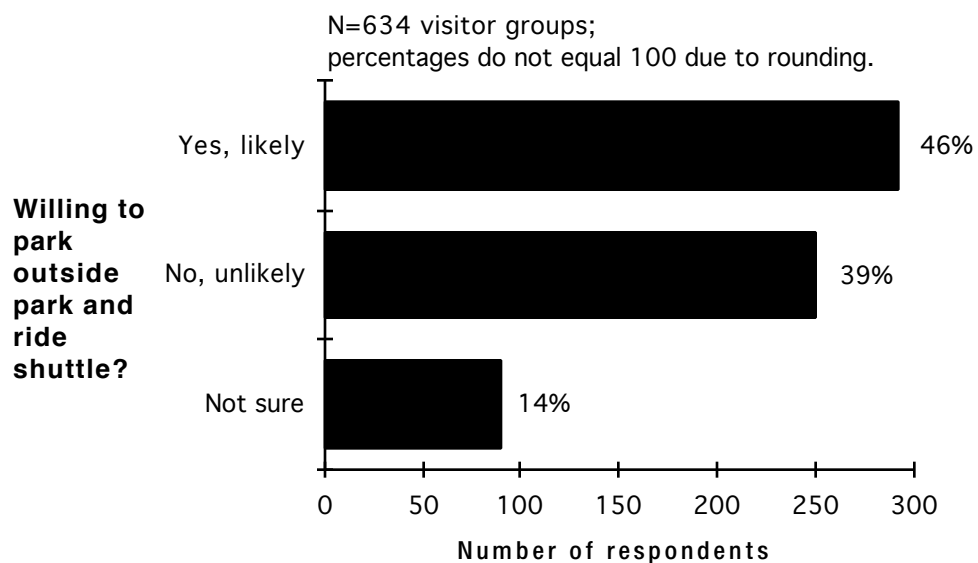


Figure 197: Willingness to park outside park and ride shuttle (summer)

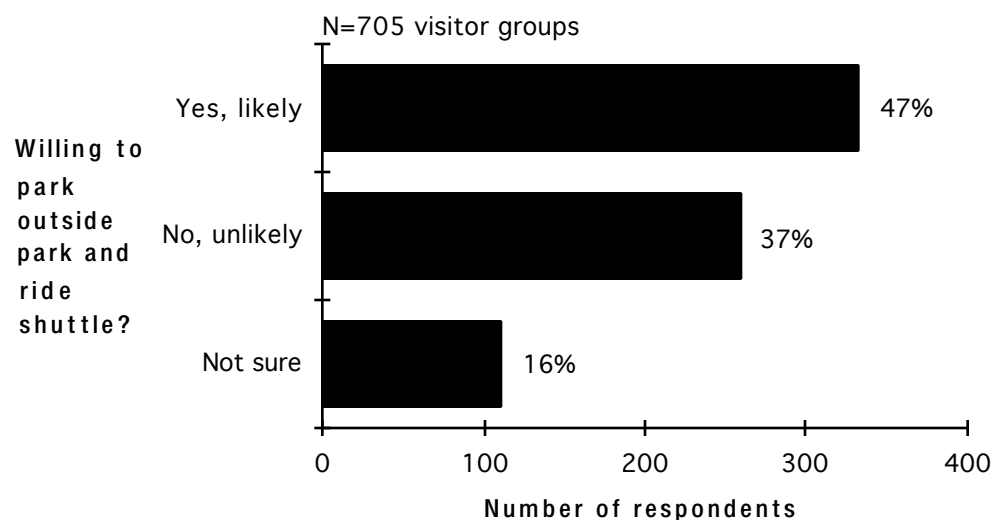


Figure 198: Willingness to park outside park and ride shuttle (fall)

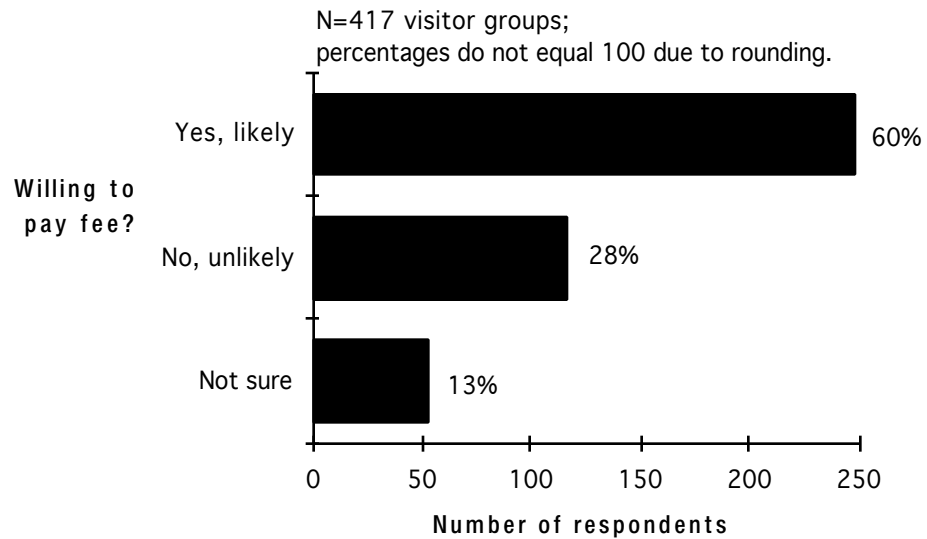


Figure 199: Willingness to pay fee to ride shuttle (summer)

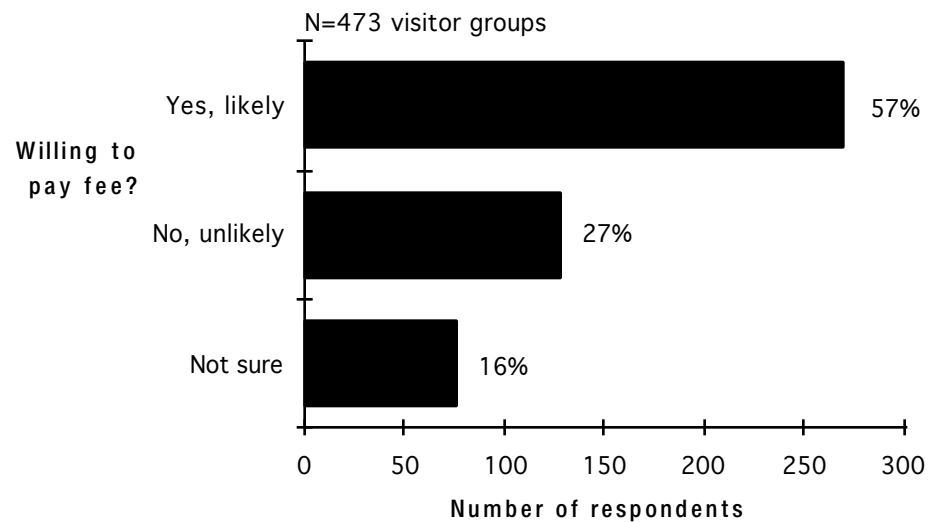


Figure 200: Willingness to pay fee to ride shuttle (fall)

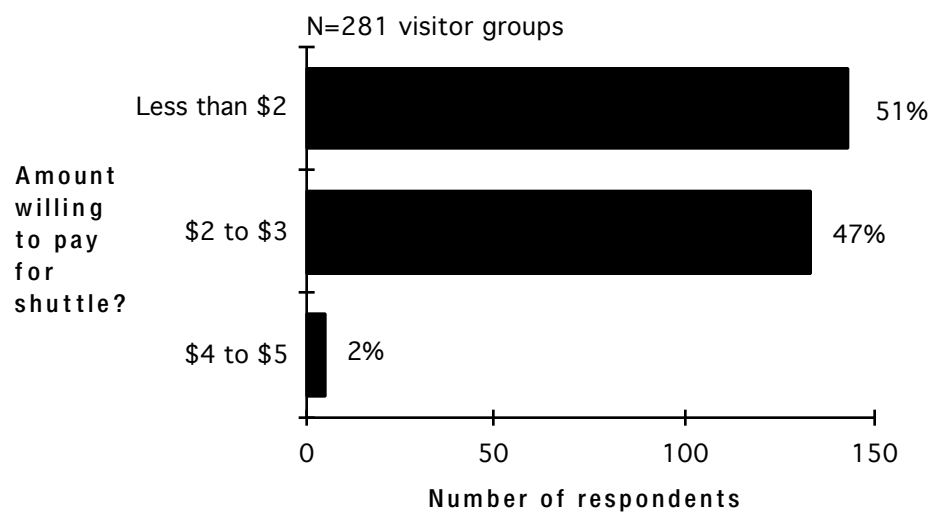


Figure 201: Acceptable fee amount for shuttle (summer)

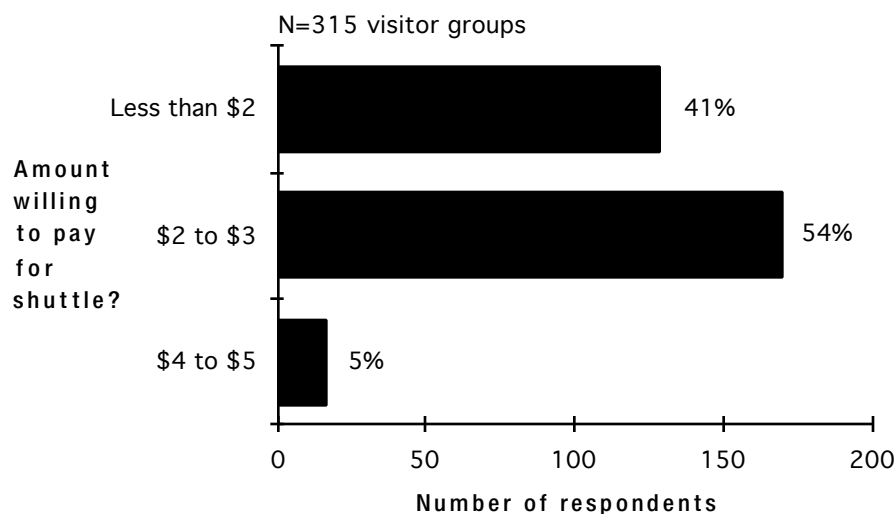


Figure 202: Acceptable fee amount for shuttle (fall)

**Future
interpretive
services
preferred**

Visitors were asked what types of interpretive services they would most like to have available on a future visit.

Over three-fourths of the summer visitors (78%) and fall visitors (79%) said informational brochures were the interpretive service they most preferred (see Figures 203 and 204). The next most listed services were road or trailside exhibits (48% in summer; 43% in fall) and rangers at visitor centers (44% in summer; 45% in fall). Ranger-led walks were preferred by 33% of summer visitors versus 20% of fall visitors.

"Other" services which summer visitors requested included audio tape tours, improved maps, ranger-led walks/talks, trail maps, children's activities, fishing information, plant labels, and videos.

Fall visitors listed "other" services they would like to have available including improved maps, more hiking information/planning assistance, have interpreters stationed at historical sites, improved trail markers, van trips to remote park sites, and improved roadside exhibits.

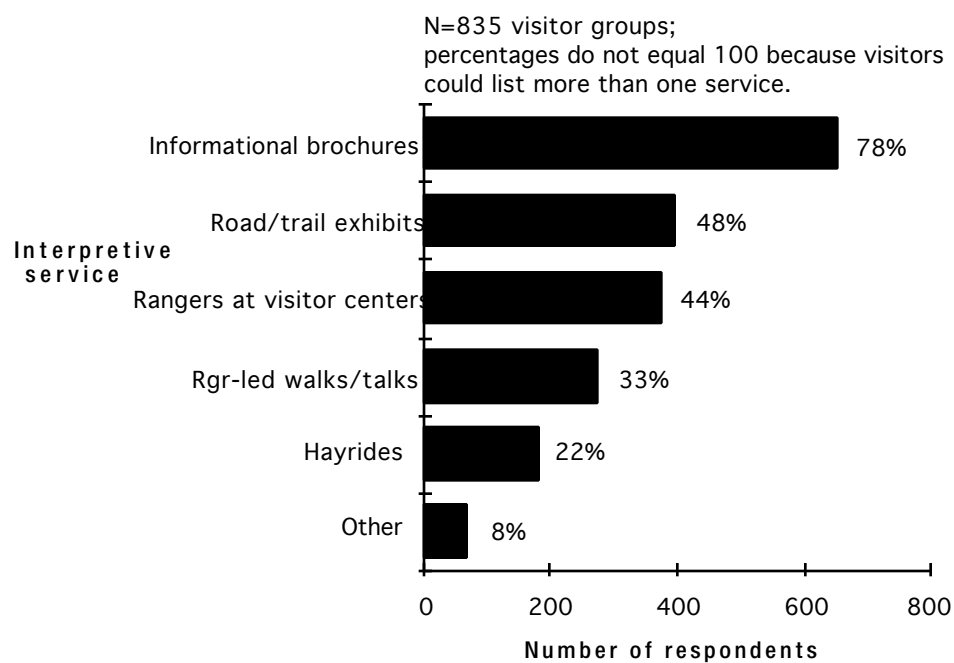


Figure 203: Future interpretive services preferred (summer)

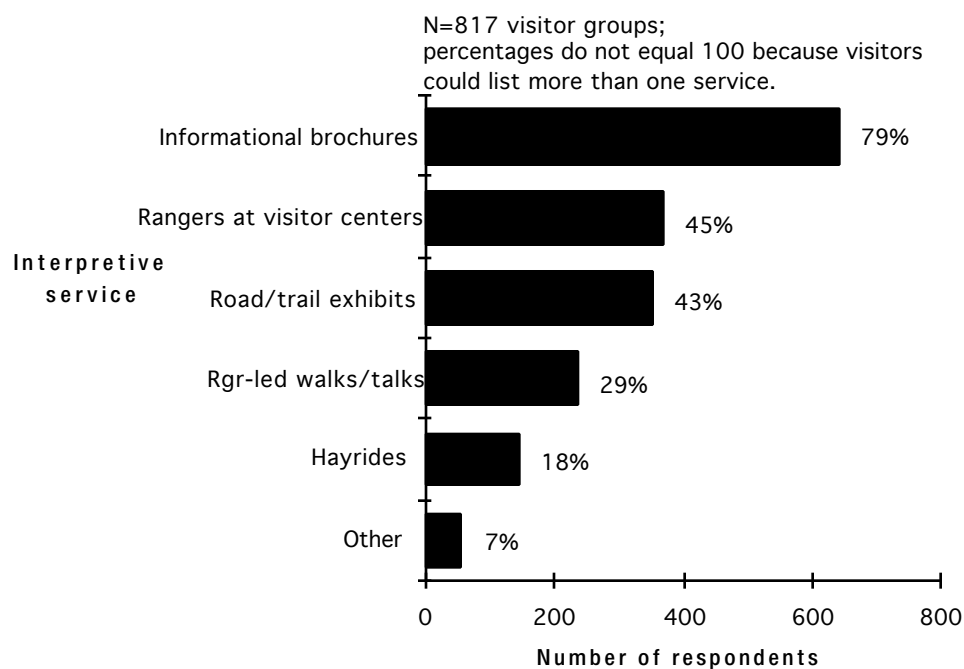


Figure 204: Future interpretive services preferred (fall)

**Future
interpretive
subjects
preferred**

Visitors were asked what subjects they would most like to learn about on a future visit to Great Smoky Mountains National Park. The responses for summer visitors are listed in Table 9 and for fall visitors in Table 10.

Table 9: Future interpretive subjects preferred (summer)

N=1,397 comments;
many visitors made more than one comment.

Subject	Number of times mentioned
Wildlife/animals	358
History	346
Plants/wildflowers	233
Environmental issues	141
Ecology	117
History of park and area	28
Early settlers	24
Geology	19
American Indian history/culture	14
Bears and bear safety	11
Biological diversity/loss of native species/endangered species	9
Trail information/hiking/backpacking	9
Conservation and preservation	8
Pollution/human impacts	7
Rivers/water/waterfalls	5
Unique Smokies flora and fauna	4
Wolves	4
How people used land for food, etc.	3
Scenery	3
Medicinal plants	3
Future of park	3
Reason for dead or down trees	3
Folklore of area	2
Recycling	2
Leave no trace education	2
Caves	2
Arts and crafts	2
Safety information	2
Birds	2
Info on how people can help	2
Snake identification	2
Civil War history of area	2
Anything	2
Geography	2
Other comments	21

Table 10: Future interpretive subjects preferred (fall)

N=1,373 comments;
many visitors made more than one comment.

Subject	Number of times mentioned
History	337
Wildlife/animals	329
Plants/wildflowers	260
Environmental issues	161
Ecology	147
Geology	20
Settlers/settlement of area	15
American Indian history/culture	13
Development of park	10
Park current/future events	9
Balancing people/nature	6
Birds	6
Historic farm crafts	7
Scenery	5
Trail information/hiking/safety	5
Preserving park resources/beauty	5
Bears	4
Clean air/pollution issues	4
Geography	4
Fishing	3
Endangered species	3
Logging history/forestry	3
Water quality/rivers/streams	3
Acid rain/effects	2
Exotic species invasion/effects	2
Side roads	2
Keeping park resources available to public	2
Other comments	6

Receipt of pre-trip information

Visitors were asked "Prior to your visit, did you and your group receive any written information to help you plan your visit to Great Smoky Mountains National Park?"

About three-fourths of the summer visitors (75%) and fall visitors (74%) said they did not receive written pre-trip information to help them plan their visit to the park (see Figures 205 and 206). About one-fourth of the summer (24%) and fall visitors (25%) did receive pre-trip information.

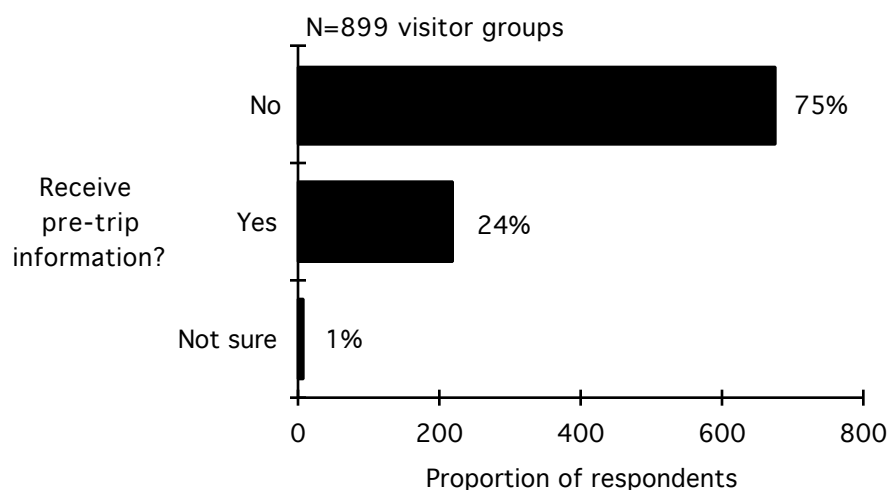


Figure 205: Receipt of pre-trip information (summer)

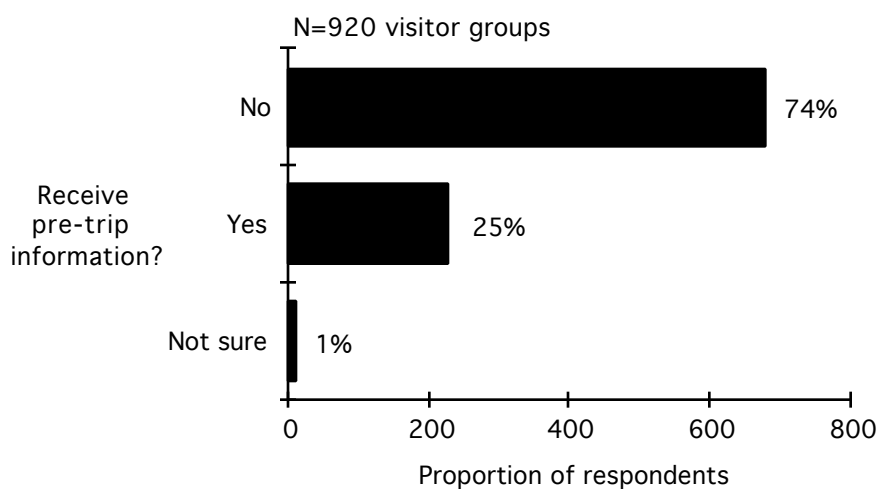


Figure 206: Receipt of pre-trip information (fall)

Visitors were asked "Prior to a future visit, what pre-trip information would you and your group like to receive from the park?"

**Pre-trip
information
preferred in
future**

About one-half of the summer visitors (52%) and fall visitors (49%) said they would like to get the park brochure/map as pre-trip information (see Figures 207 and 208). Items requested by about a third of the summer visitors were the park newspaper (39%), trail map (37%) and campground information (30%). In the fall, 37% of the visitors wanted to receive a park newspaper and 32% a trail map. One-fourth of the summer and fall visitors (25%) did not want to receive any pre-trip information.

"Other" items summer visitors said they would like to receive included information on events/activities, lodging, facility closures, scenic areas, trail maps, tree and flower information, and best times to avoid crowds.

"Other" items fall visitors said they would like to receive included information on relative crowding at different times of year, lodging, events/activities in the park, plant and tree identification, and information on fishing, horseback riding and camping.

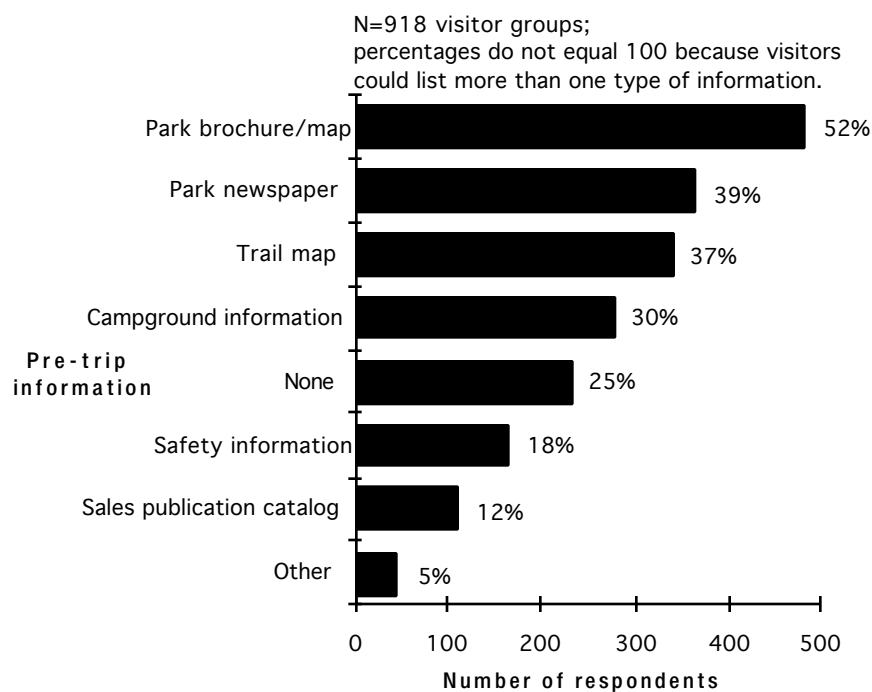


Figure 207: Pre-trip information desired (summer)

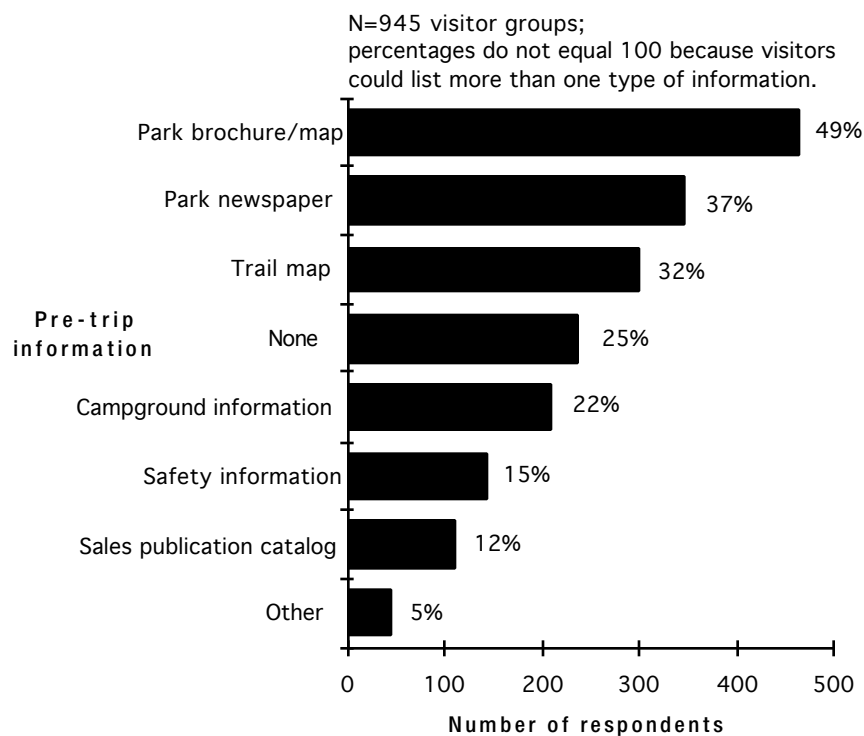


Figure 208: Pre-trip information desired (fall)

Visitors were asked to rate the overall quality of the visitor services provided at Great Smoky Mountains during this visit.

Most summer visitors (90%) and fall visitors (91%) rated the services as "good" or "very good" (see Figures 209 and 210). Less than one percent of the summer and fall visitors said the overall quality of services was "very poor."

Overall rating of service quality

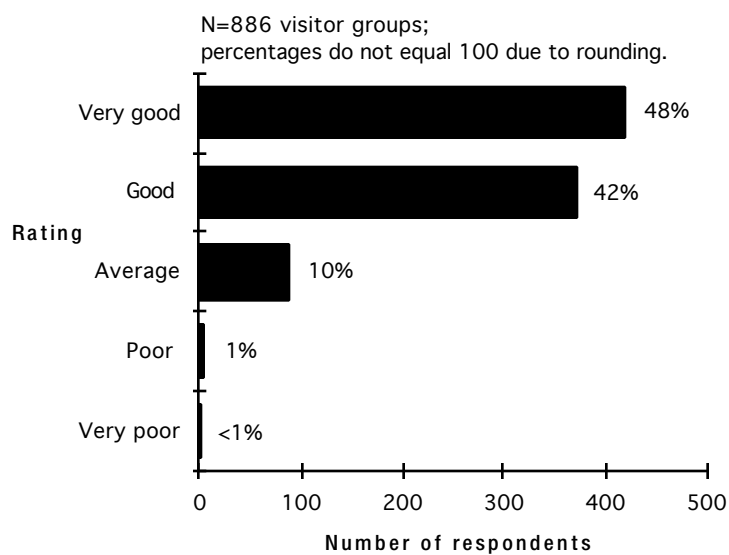


Figure 209: Overall quality rating of services (summer)

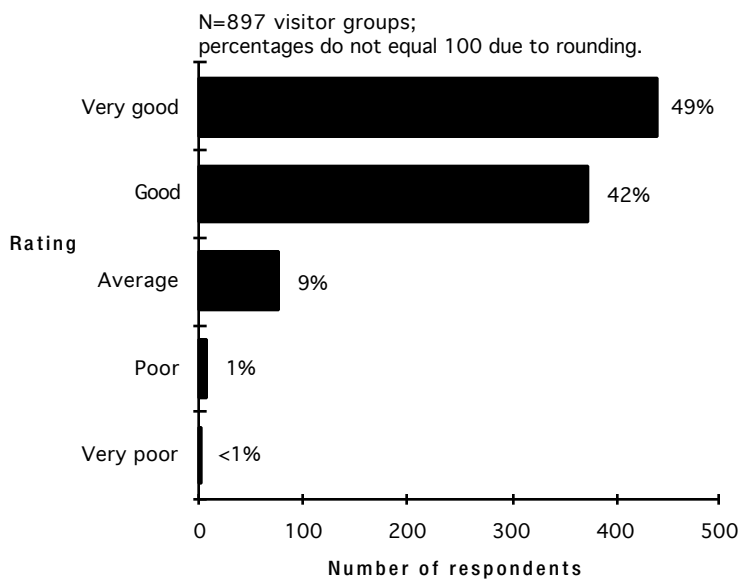


Figure 210: Overall quality rating of services (fall)

Planning for the future (summer)	Visitors were asked "If you were planning for the future of Great Smoky Mountains National Park, what would you propose? Please be specific." A summary of comments from the 532 groups who responded is listed below in Table 11 and in the appendix.
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Table 11: Planning for the future (summer)

N=735 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Have more rangers/staff available	22
Use volunteers to teach/clean park	7
Hire pleasant people	2
Other comment	1
INTERPRETIVE SERVICES	
Provide more activities/interpretive services	36
Educate the public on proper behavior in park	26
Provide more information sights/activities	7
Improve maps	6
Need comprehensive summary of hikes	5
Promote activities to get visitors out of cars	5
Increase advertising	5
Provide alternative transport at Cades Cove	4
Continue ranger-led programs	3
Other comments	2
FACILITIES AND MAINTENANCE	
Widen roads/improve signs	38
Provide more restrooms	30
Monitor littering/enforce penalties	25
Provide more parking	17
Provide more showers	15
Provide more campsites	11
Provide more picnic areas	10
Improve buildings/restrooms maintenance	9
Vegetation blocking views	9
Provide separate trails for mt. bikes	8
Provide additional services such as electric hookups	6
Add bicycle lane on roads	6
Provide trails for disabled/children	5
Provide emergency phones/first aid	5
Provide more turnouts for slow vehicles	4
Provide better park access	4
Provide separate trails for dogs	3
Provide recycling bins	3
Provide separate trails for hikers	2

Provide separate trails for horses

2

FACILITIES AND MAINTENANCE (continued)

Provide phone number for road information	2
Mark trails better	2
Provide more swimming areas	2
Provide more hiking trails	2
Other comments	4

POLICIES

Limit vehicular access to busy areas	50
Favor entrance fees	46
Favor shuttle service	45
Increase park funding	16
Oppose fees	16
Develop donation/trust fund	10
Provide park bypass	8
Implement reservation system	8
Re-open Parson's Branch Road	7
Sell annual (multiple entrance) passes	6
Restrict horses on trails	3
Restrict inner tubing/swimming	3
Other comments	12

RESOURCE MANAGEMENT

Maintain/preserve as it is	53
Limit development/commercialization	16
Improve air quality	8
Protect trees from insect infestation	2
Other comments	2

CONCESSIONS

Provide more concessions/services	11
Park services too expensive	10
Add restaurant services	7
Provide more mountain cabins in park	2
Other comment	1

GENERAL IMPRESSIONS

Reduce heavy traffic/congestion	17
Develop/improve park friends group	6
Too many vehicles block roads/ reduce wildlife observation	5
Shuttle system restricts freedom of choice	4
Would like to see more wildlife	3
Prefer driving	2

**Planning for
the future
(fall)**

Visitors were asked "If you were planning for the future of Great Smoky Mountains National Park, what would you propose? Please be specific." A summary of the responses from 552 groups is listed below in Table 12 and in the appendix.

Table 12: Planning for the future (fall)

N=741 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Greater presence of rangers at congested areas	14
Have more rangers/staff available	14
Use non-ranger personnel	3
Rangers not very knowledgeable	2
More interaction between rangers and the public	2
Other comment	1
INTERPRETIVE SERVICES	
More information about park services	10
Greater availability of park/environmental information	7
Provide bus tours	6
Educate about proper behavior	6
More information on history	6
More park services	5
More ranger-led activities	5
Larger/easier access to visitor center	4
Better maps	2
Brochures are being wasted	2
More visitor centers	2
Advertise less popular areas more	2
Add donation boxes at trailheads	2
Other comments	2
FACILITIES AND MAINTENANCE	
Provide more/expand existing parking	28
Widen roads, more roads	27
Provide more restrooms	23
Provide more turnouts for slow vehicles	15
Improve road signs	15
Need alternate park by-pass route	10
Improve buildings/restrooms maintenance	10
Provide more campgrounds/sites	10
Trim vegetation blocking view	10
Traffic/parking control measures	9
Trails need better maintenance/need improved	9
Improve road maintenance	8
Improve trail signs	8
Provide better services/activities for elderly/disabled/children	8
Provide separate trails for mt. bikes	8

FACILITIES AND MAINTENANCE (continued)

Add bicycle lane on roads	6
Provide emergency phones/first aid	6
Monitor littering/enforce penalties	6
Provide more showers	6
Provide more/expand existing picnic areas	6
Add more scenic drives	5
Provide additional services such as electric/full hookups	5
Install "No Stopping" signs/enforce	4
Provide better park access	4
Clean/well kept	3
Improve campgrounds [too primitive]	3
Add more 4 wheel drive trails	3
Add more rest stops on hiking trails	3
Add exercise path in Cades Cove	2
Improve access to nearby towns	2
Add more entrance/exit points to park	2
Add more trails	2
Provide phone number for road information	2
Provide more shorter hikes	2
Other comments	5

POLICIES

Favor entrance fees	49
Limit number of vehicles entering park	29
Monitor traffic	26
Favor shuttle service to popular areas	17
Favor shuttle service idea	17
Sell passes for multiple entrances	17
Charge a per vehicle fee	16
Do not limit use/access	16
Favor reservation system	16
Limit/prohibit RV's/tour buses/large trucks	16
Oppose fee	13
Limit number of visitors allowed into park	11
Increase park funding	9
Favor shuttle service during peak periods	8
Favor reservation for peak periods	7
Re-open Parson's Branch Road	7
Limit access	6
Prefer first come, first served	6
Prohibit smoking/drinking	5
Optional shuttle	4
Enforce speed limit	4
Fee must be reasonable	4
Revenue from fees must remain within park	4
Enforce litter penalty	4
Use volunteers/convicts	4
Prohibit horses from trails	4
Don't restrict vehicular access	3
Prohibit helicopter/airplane flights	3
Specially priced passes for locals	3
Donation only-no fee	3
Improve reservation system	3
Expand park boundaries	2
Study other parks to find way to accommodate all visitors	2

Other comments

11

RESOURCE MANAGEMENT

Keep it natural	53
Maintain/preserve park	35
Continue managing same as now	35
Limit development/commercialization	23
Protect plants and animals	15
Bring in more wildlife	12
Resolve traffic problem	8
Crowded/congested	6
Decrease pollution	5
Develop more	3
Replace dead trees	2
Save sick trees	2
Other comments	4

CONCESSIONS

Provide more concessions/services	13
Add cheaper lodging/too expensive	4
Add restaurant services	3
Need a rustic lodge	3
Provide more horseback rides	2
Need better stocked camp store	2
Less concessions	2
Too expensive	2
Other comments	3

GENERAL IMPRESSIONS

Park is beautiful/excellent/great	10
Drivers are not pulling over	6
Already a popular place to visit	4
Traffic had negative impact on visit	4
Visit often	4
Keep up the good work	3
Bikes are hazardous to have on road	3
Traffic should be expected during peak periods	2
Keep park safe	2
Need more donation boxes	2
Tourists are loud and rude	2
Other comments	5

Many visitors (516 groups) wrote additional comments, which are summarized below in Table 13 and included in the separate appendix of this report. 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 (summer)

Table 13: Visitor Comment Summary (summer)

N=882 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful	9
Need more rangers	9
Ranger unhelpful/rude	4
Other comments	2
INTERPRETIVE SERVICES	
Would like more information on park/history	12
Enjoyed activities available	8
Educational	7
Offer more ranger-led activities	4
Offer more activities	2
Other comments	2
FACILITIES AND MAINTENANCE	
Clean, well maintained	36
Improve road and trail signs	10
Park roads well maintained	4
Add emergency phones	4
Trees/shrubs block views	4
Restrooms need to be cleaner	4
Improve accessibility to remote areas	4
River banks littered	3
Park radio station does not work	3
Add showers	3
Adequate number of pullouts	3
Campsites littered	2
Add water fountains	2
Other comments	5
POLICIES	
If fees implemented, sell passes	17
Oppose use restrictions (shuttle/reservations)	11
Oppose implementing fees	10
Increase funding	9
Fees will make visitors go elsewhere	7
Upset by road/trail/campground closures	6

POLICIES (continued)

Keep park open year round	6
Enforce speed limits	5
Improve litter enforcement	5
People drive too slowly	2
Other comments	4

RESOURCE MANAGEMENT

Preserve for the future	36
Maintain as is	10
Limit development/commercialism	10
Saw wildlife	10
Park crowded	9
Too commercial	5
Wanted to see more wildlife	5
Saw no wildlife	4
Develop mass transit	3
Use shuttle system during peak times	3
Concerned about exhaust pollution	3

CONCESSIONS

Add more park lodging	4
Need more concession stands	3

GENERAL IMPRESSIONS

Enjoyed park	184
Appreciate natural beauty	104
Visit often	66
Will return	65
Wonderful place to visit	42
Great job	31
Good place to bring family/friends	17
Enjoyed peace/quiet	15
Wanted to stay longer	6
Prefer driving	5
Survey too long	3
Prefer Tennessee side to North Carolina side	3
Disappointed in park	3
Plant wildflowers	2
Survey is waste of money	2
Other comments	1

Many visitors (527 groups) wrote additional comments, which are summarized below in Table 14 and included in the separate appendix. Some comments suggest how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

**Comment
Summary
(fall)**

Table 14: Visitor Comment Summary (fall)

N=1,107 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful/friendly/knowledgeable	17
Doing a great job	9
Underpaid/overworked staff, but doing great job	4
Greater presence of rangers	2
Other comments	2
INTERPRETIVE SERVICES	
Educational	8
Good services	5
Need more tourist-oriented activities	5
Great programs	5
Improved information about trails	4
Improve Web page	2
Need better maps	2
Need phone number to call for park information	2
Sell video tour about Great Smokies at visitor center	2
Other comments	5
FACILITIES AND MAINTENANCE	
Clean, well maintained	32
Need more restrooms	7
Roads were in good condition	6
Improve traffic flow	5
Monitor littering	5
Facilities/roads need better maintenance	4
Always congested on weekends	3
Improve roads	3
Need more scenic drives	3
North Carolina side needs improvements	3
Not enough road signs	3
Trails show signs of degradation	2
Bicyclist are a hazard	2
Campgrounds too primitive	2
Campgrounds not designed for RV's	2
Improve trails	2
Provide more parking	2
Good facilities	2
Other	4

POLICIES

Fees will prevent some people from visiting	6
Would be glad to pay fee	6
Limit tour buses/RV's	5
Charge a per vehicle fee	4
Improve reservation system	4
Reservation system okay	4
Don't decrease accessibility	3
Account for handicapped and elderly with any changes	3
Oppose shuttle system	2
Charge small fee	2
Inaccurate reservation system	2
Involve local community in preservation, funding activities	2
Too many regulations already	2
Prohibit helicopters	2
Shuttle service will decrease contact with nature	2
Use public transport from outside park	2
Other comments	5

RESOURCE MANAGEMENT

Protect/preserve for the future	23
Too much traffic	13
Too crowded during autumn	10
Keep park natural/primitive	9
Don't change a thing	7
Wanted to see more wildlife	6
Limit development/commercialization	5
Decrease amount of pollution	4
Why are bears never seen anymore?	3
Noticed dying trees at high elevation	2
Other comments	4

CONCESSIONS

Too expensive	7
Gatlinburg /Pigeon Forge not attractive	4
Gatlinburg /Pigeon Forge enjoyable	3
Great shopping choices	2
Prices of food/lodging should be in brochure	2
Other comments	4

GENERAL IMPRESSIONS

Enjoyed park	156
Visit often	104
Beautiful/scenic	104
Love the park	62
Beautiful fall colors	26
Keep up the good work	23
Will return	23
Enjoyed peace/quiet/serenity	22
Traffic had negative impact on visit	20
Thank you	19

GENERAL IMPRESSIONS (continued)

Relaxing getaway	17
Good place to bring family/friends	15
God's country	14
Beautiful drive	13
Wonderful place to visit	13
Great vacation destination	10
Hope to always return	9
Terrific	9
Spiritually uplifting	9
Ran out of time	8
Always good to return	7
Enjoyed hiking	7
Most beautiful place of all	7
Enjoy traveling to the Smokies	6
Park is great despite crowds	6
Prefer driving	5
See something new every time	5
Use park all the time	5
Want to retire nearby	4
Great photography possibilities	4
Traffic was tolerable	4
Favorite place to visit	3
First visit	3
Glad government provides such places	3
Reopen Parson's Branch Road	3
Survey too long	3
Traffic was worst ever	3
Prefer Tennessee side to North Carolina side	3
Came to see wildlife	2
Come for the freedom and beauty	2
Despite all the use, park still in great shape	2
Filled with memories	2
Great weather	2
Park feels safe	2
Other comments	8

Great Smoky Mountains National Park Summer 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.

- | | | |
|-------------------------------|-----------------------------------|--------------------------------------|
| • Receive written information | • Country of residence | • Other expenditures - in & out |
| • Reason for visit | • Importance of feature/quality | • Willingness to pay entrance fee |
| • Primary destination | • First park entry | • Crowded? |
| • Attend Olympic Games | • Last park exit | • Number of people crowded? |
| • Number of park entries | • Place visited | • Number of vehicles crowded? |
| • Length of stay in area | • Information service use | • Ever visit Cades Cove? |
| • Length of stay in park | • Information service importance | • Ride shuttle to Cades Cove? |
| • Activity | • Information service quality | • Pay to ride Cades Cove shuttle? |
| • Group size | • Service/facility use | • Amount willing to pay for shuttle? |
| • Number of vehicles | • Service/facility importance | • Encounter heavy traffic? |
| • Guided tour group | • Service/facility quality | • Preference to limit visitor use |
| • School group | • Total expenditures - in & out | • Future interpretive services |
| • Group type | • Lodging expenditures - in & out | • Pre-trip information preferred |
| • Age | • Travel expenditures - in & out | • Overall service quality rating |
| • Zip code | • Food expenditures - in & out | |

Database

A database, which became operational in April 1996, contains all the VSP visitor studies results from 1988 through the present. To use the database it is 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 can 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**

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database
e:mail: vspdatabase@uidaho.edu**

Great Smoky Mountains National Park Fall 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.

- | | | |
|-------------------------------|-----------------------------------|--------------------------------------|
| • Receive written information | • Country of residence | • Other expenditures - in & out |
| • Reason for visit | • Importance of feature/quality | • Willingness to pay entrance fee |
| • Primary destination | • First park entry | • Crowded? |
| • Visit to view fall colors | • Last park exit | • Number of people crowded? |
| • Number of park entries | • Place visited | • Number of vehicles crowded? |
| • Length of stay in area | • Information service use | • Ever visit Cades Cove? |
| • Length of stay in park | • Information service importance | • Ride shuttle to Cades Cove? |
| • Activity | • Information service quality | • Pay to ride Cades Cove shuttle? |
| • Group size | • Service/facility use | • Amount willing to pay for shuttle? |
| • Number of vehicles | • Service/facility importance | • Encounter heavy traffic? |
| • Guided tour group | • Service/facility quality | • Preference to limit visitor use |
| • School group | • Total expenditures - in & out | • Future interpretive services |
| • Group type | • Lodging expenditures - in & out | • Pre-trip information preferred |
| • Age | • Travel expenditures - in & out | • Overall service quality rating |
| • Zip code | • Food expenditures - in & out | |

Database

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SUMMER QUESTIONNAIRE

FALL QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park:
Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site

1992 (continued)

49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park

1994

64. Death Valley National Monument Backcountry
65. San Antonio Missions National Historical Park
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Battlefield

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park
85. Chiricahua National Monument
86. Fort Bowie National Historic Site
87. Great Falls Park, Virginia
88. Great Smoky Mountains National Park (summer)
89. Chamizal National Memorial
90. Death Valley National Park
91. Prince William Forest Park
92. Great Smoky Mountains National Park (summer & fall)

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.
