



Grand Teton National Park

Visitor Study Summer 1997

Report 97
Visitor Services Project
Cooperative Park Studies Unit



Grand Teton National Park Visitor Study

Summer 1997

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Report 97

March 1998

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Nick Thompson and the staff and volunteers of Grand Teton 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
Grand Teton National Park
Report Summary

- This report describes the results of a visitor study at Grand Teton National Park during July 12-18, 1997. A total of 1,078 questionnaires were distributed. Visitors returned 874 questionnaires for an 81% response rate.
- This report profiles Grand Teton NP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-three percent of the visitors were in family groups. Forty-three percent of Grand Teton NP visitors were in groups of two; 33% were in groups of three or four. Two percent of visitors were in organized tour groups. Many visitors (39%) were aged 36-55 and 23% were aged 15 years or younger.
- Among Grand Teton NP visitors, 8% were international visitors. They were from Germany (16%), Canada (15%), United Kingdom (11%), Switzerland (10%) and 19 other countries. United States visitors were from California (11%), Texas (6%), Utah (6%), Colorado (6%), Florida (6%), 44 other states and Washington, D.C.
- Over one-half of the visitors (59%) were visiting Grand Teton NP for the first time. Forty-five percent of visitors stayed less than one day in the park. About one-third (34%) stayed two to three days. Common activities at Grand Teton NP were viewing scenery (98%), viewing wildlife (88%), driving for pleasure (71%) and stopping at roadside exhibits (59%).
- Prior to visiting, many visitors talked to someone who had visited (44%) and read articles in magazines or newspapers (20%) as sources of information about the park. Over half of the visitors (55%) said previous visits were influential in deciding to visit the park on this trip. The most often listed reasons for visiting were sightseeing (87%), viewing wildlife (75%), experiencing wilderness/open space (62%) and enjoying recreation (50%).
- The most visited places in Grand Teton NP were South Jenny Lake (72%), Snake River (58%), Colter Bay Village (57%) and Moose Village (48%). Private cars, vans and pickups (66%) were the most used forms of transportation to get to the park.
- For the use, importance and quality of services and facilities, it is important to note the number of visitor groups who responded to each question. The most used information service by 711 respondents was the park brochure/map (92%). According to visitors, the park brochure/map was also the most important service (88% of 625 respondents) and the best quality information service (93% of 605 respondents).
- The most used concession services by 514 respondents were camper/gift stores (58%) and food service (54%). The most important concession service was overnight lodging (97% of 171 respondents). The best quality service was the guided float trip (95% of 109 respondents).
- The most used facilities by 719 respondents were roads/scenic pullouts (81%), park directional signs (81%) and restrooms (80%). The most important facilities were trails (96% of 283 respondents) and campgrounds (96% of 138 respondents). The best quality facility was trails (91% of 284 respondents).
- The average in-park visitor group expenditure was \$230. The average in-park per capita expenditure was \$93. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$50. The average out-of-park visitor group expenditure was \$432. The average out-of-park per capita expenditure was \$159 and the median visitor group expenditure was \$190.
- Most visitors (92%) 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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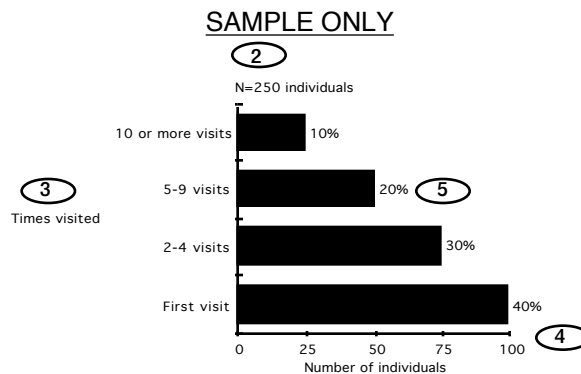
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INTRODUCTION

This report describes the results of a study of visitors to Grand Teton National Park (referred to as "Grand Teton"). This visitor study was conducted during July 12-18, 1997 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

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

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



(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. A copy of the questionnaire is included at the end of this report.

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Grand Teton NP during July 12-18, 1997. Visitors completed the questionnaire after their visit and then returned it by mail. Visitors were sampled as they entered at the Moran Junction entrance, Moose entrance, South Yellowstone entrance, Highway 89 overlooks and Moose-Wilson Road (see Table 1).

Table 1: Questionnaire distribution locations
percentages do not equal 100 due to rounding.

<u>Location:</u>	<u>Questionnaires distributed</u>	
	Number	%
Yellowstone south entrance	363	34
Moose entrance	255	24
Moran Junction entrance	200	19
Highway 89 overlooks	161	15
Moose-Wilson Road	99	9
GRAND TOTAL	1078	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 survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, a second replacement questionnaire was sent to 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

This study collected information on both visitor groups and individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while Figure 1 shows information for 871 groups, Figure 4 presents data for 2,794 individuals. A note above each figure's graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 874 questionnaires were returned by visitors, Figure 1 shows data for only 871 respondents.

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

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
 2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 12-18, 1997. 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 week, weather conditions at the survey locations in Grand Teton NP were fairly typical of July with cool temperatures and rain on some days and sunny, warm conditions on other days.

Special Conditions

VISITOR RESULTS

Visitors contacted

At Grand Teton NP, 1,155 visitor groups were contacted; 92% (1,078) accepted questionnaires. A total of 874 visitor groups completed and returned their questionnaires, an 81% response rate.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias is slightly significant. Slightly older visitors returned their questionnaires and visitors reported larger groups sizes in their questionnaires than they did initially.

Table 2: Comparison of total sample and actual respondents

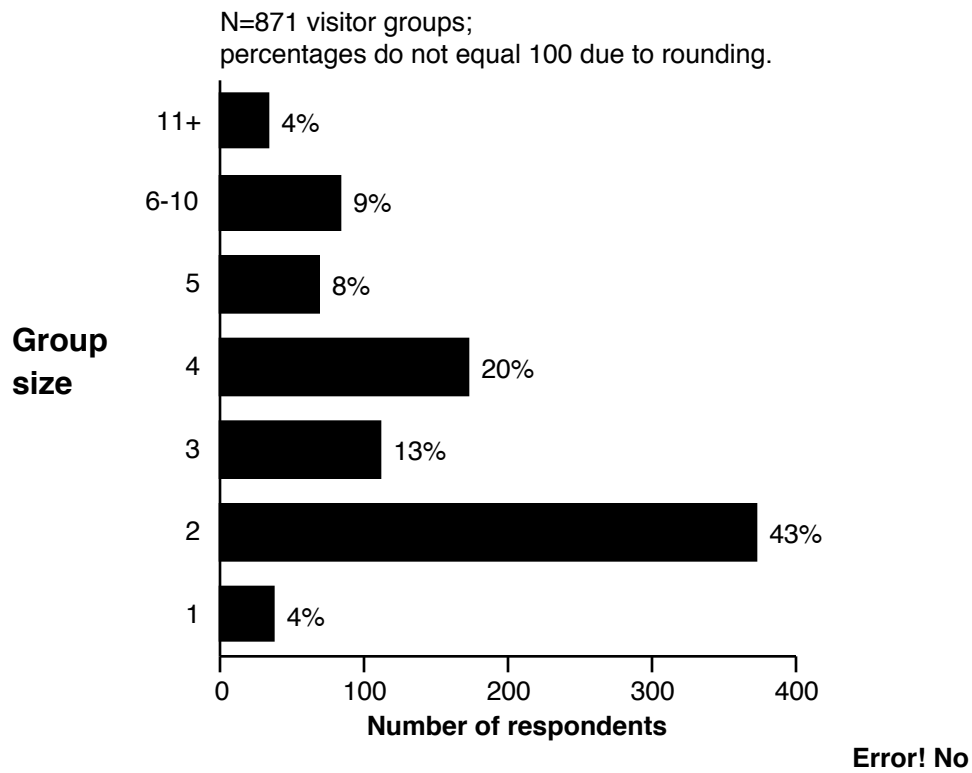
Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	1,068	44.9	865	46.3
Group size	1,064	3.6	871	4.1

Demographics

Figure 1 shows group sizes, which varied from one person to 91 people. Forty-three percent of visitors came in groups of two; 33% came in groups of three or four. Seventy-three percent were families (see Figure 2). "Other" groups included bus tours, business associates and tour groups. Two percent of the visitors were traveling with an organized tour group (see Figure 3).

The most common visitor ages were 36-55 years (39%), as shown in Figure 4. Twenty-three percent of visitors were aged 15 years or younger. Over one-half of the visitors (59%) said they were first-time visitors (see Figure 5).

International visitors comprised 8% of Grand Teton NP visitors. They were from Germany (16%), Canada (15%), United Kingdom (11%), Switzerland (10%) and 19 other countries, as shown in Table 3. United States visitors were from California (11%), Texas (6%), Utah (6%), Colorado (6%), Florida (6%), 44 other states and Washington, D.C., as shown in Map 1 and Table 4.



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Figure 1: Visitor group sizes

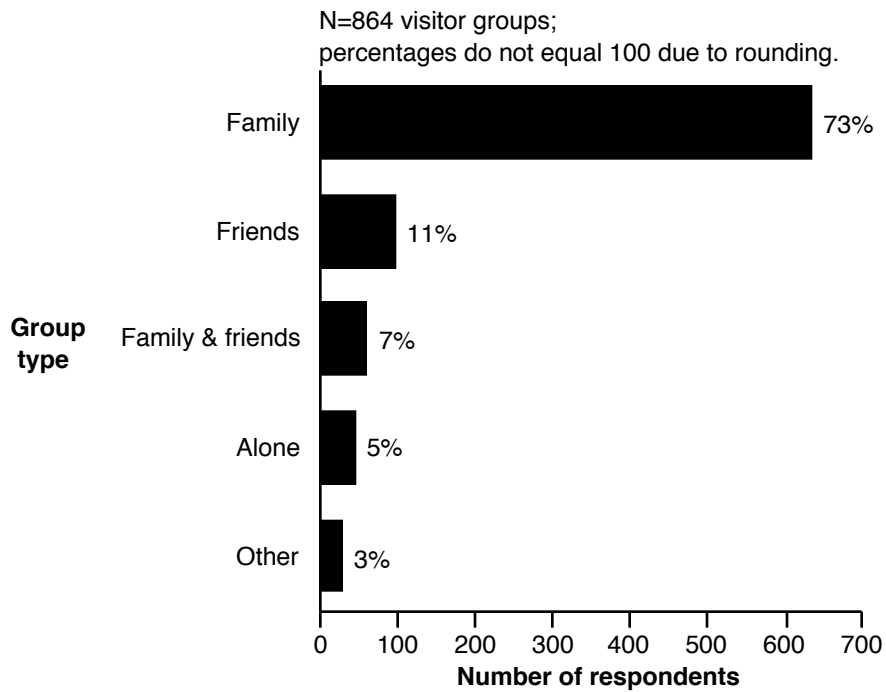


Figure 2: Group type

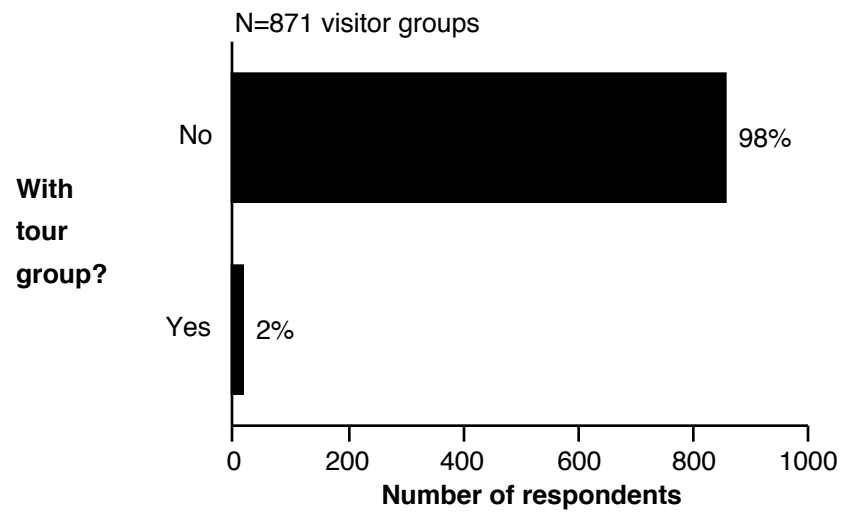


Figure 3: Organized tour groups

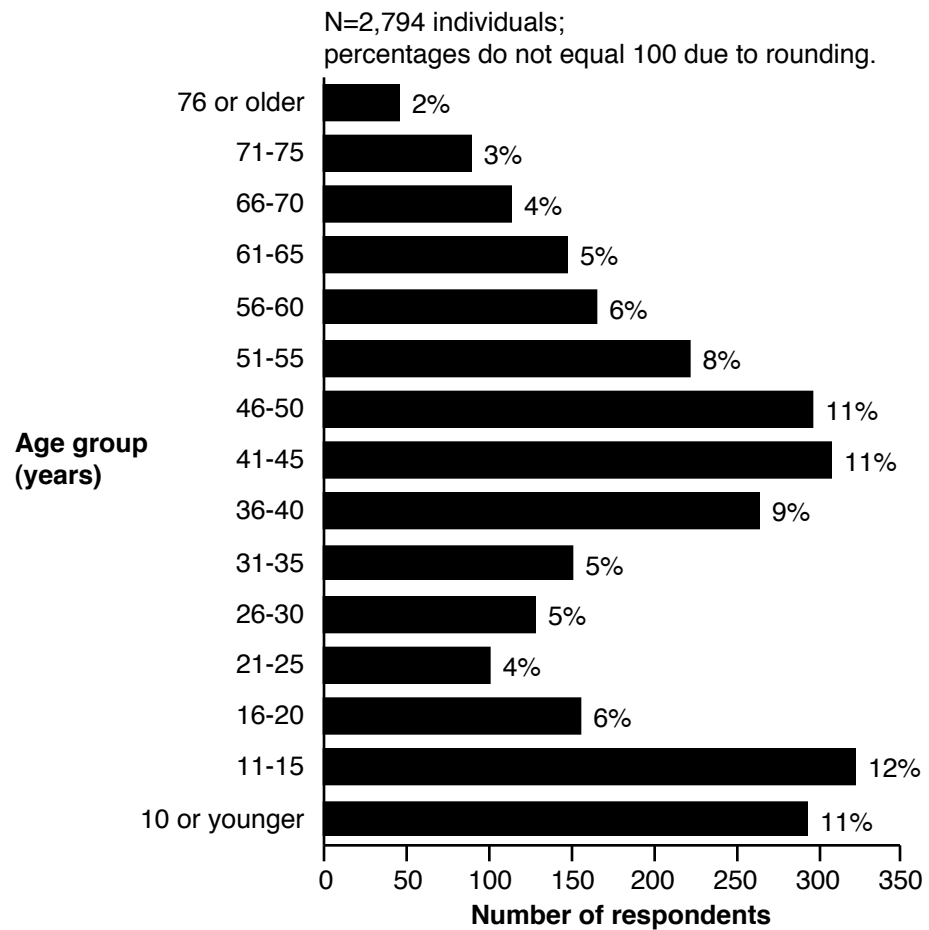


Figure 4: Visitor ages

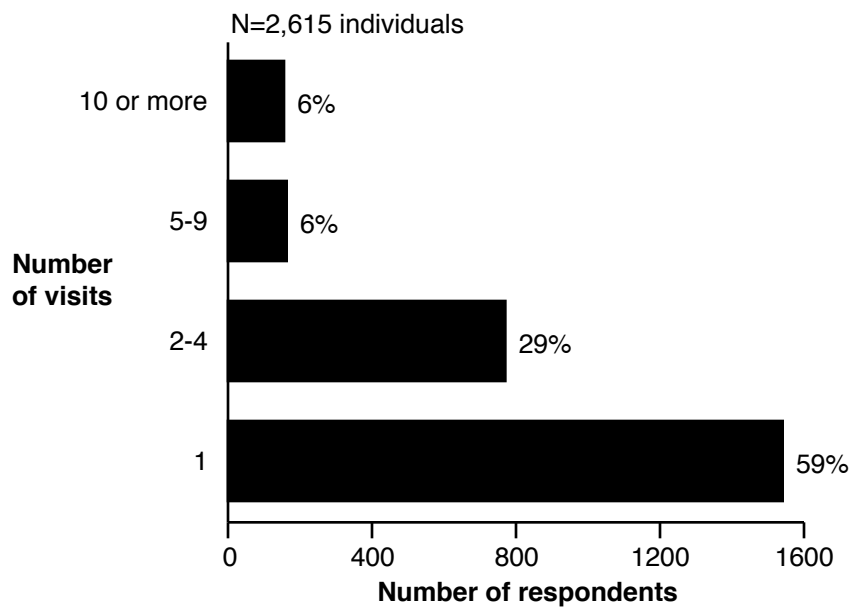
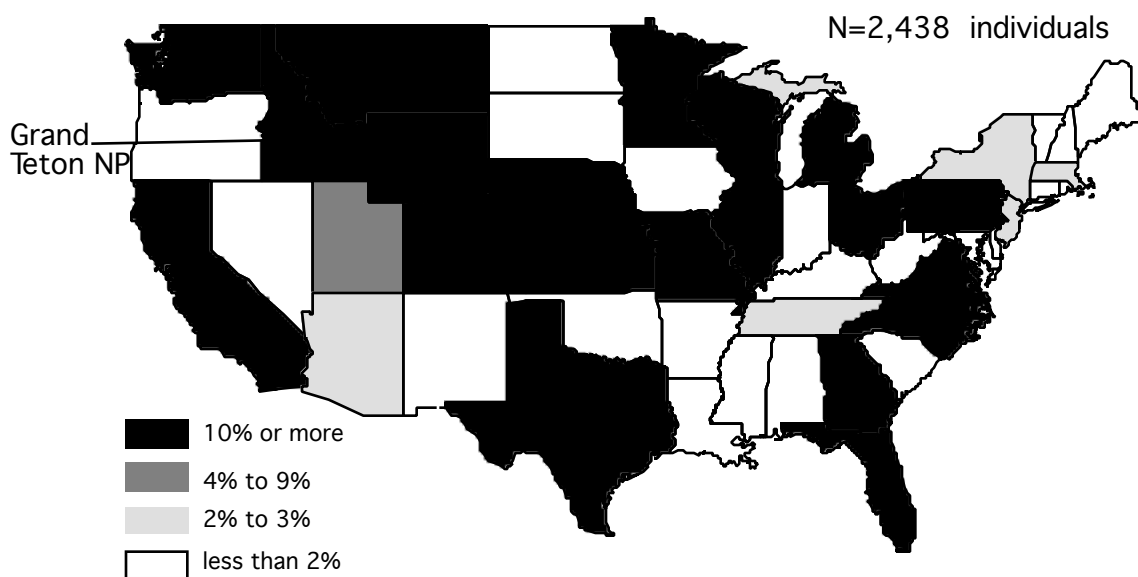


Figure 5: Number of visits

Table 3: Proportion of international visitors

N=205 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors	% of total visitors
Germany	32	16	1
Canada	30	15	1
United Kingdom	23	11	1
Switzerland	21	10	1
France	14	7	1
Australia	13	6	1
Holland	12	6	1
Denmark	8	4	<1
Israel	8	4	↓
Belgium	7	3	
Iceland	5	2	
Brazil	4	2	
Czechoslovakia	3	2	
Malaysia	3	2	
Mexico	3	2	
Norway	3	2	
Philippines	3	2	
Slovakia	3	2	
Sweden	3	2	
Italy	2	1	
New Zealand	2	1	
Tahiti	2	1	
Russia	1	1	



Map 1: Proportion of United States visitors from each state

Table 4: Proportion of United States visitors from each state

N=2,438 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors	% of total visitors
California	275	11	10
Texas	151	6	6
Utah	146	6	6
Colorado	142	6	6
Florida	141	6	5
Ohio	87	4	5
New York	81	3	3
Wyoming	79	3	3
Illinois	78	3	3
Arizona	69	3	3
Michigan	65	3	3
Idaho	62	3	3
Washington	62	3	2
Georgia	58	2	2
Nebraska	50	2	2
Minnesota	48	2	2
Wisconsin	48	2	2
Missouri	46	2	2
Virginia	45	2	2
Massachusetts	44	2	2
Montana	42	2	2
New Jersey	42	2	2
Tennessee	40	2	2
Kansas	39	2	2
Pennsylvania	37	2	2
North Carolina	36	2	2
Other states (23) + Washington, D.C.	425	17	16

Length of stay

Visitors were asked if all members of their group were residents of Grand Teton NP. The majority of visitors (98%) were not in groups whose members all lived in the park (see Figure 6). Three percent of the visitors were in groups whose members were all residents of Grand Teton NP.

Groups whose members did not all reside in the park were asked how long they spent in the park. Less than half of the visitor groups (45%) stayed less than one day (see Figure 7). Over one-third (34%) stayed two to three days.

Of the visitors who stayed less than one day in the park, 42% stayed two to four hours (see Figure 8). About one-third (34%) of the visitors stayed 8 hours or more.

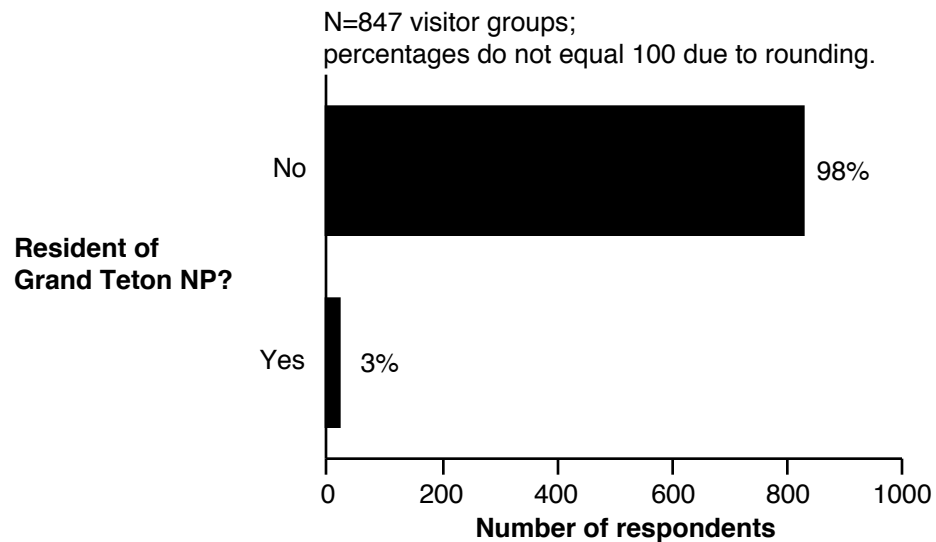


Figure 6: Groups with all Grand Teton residents

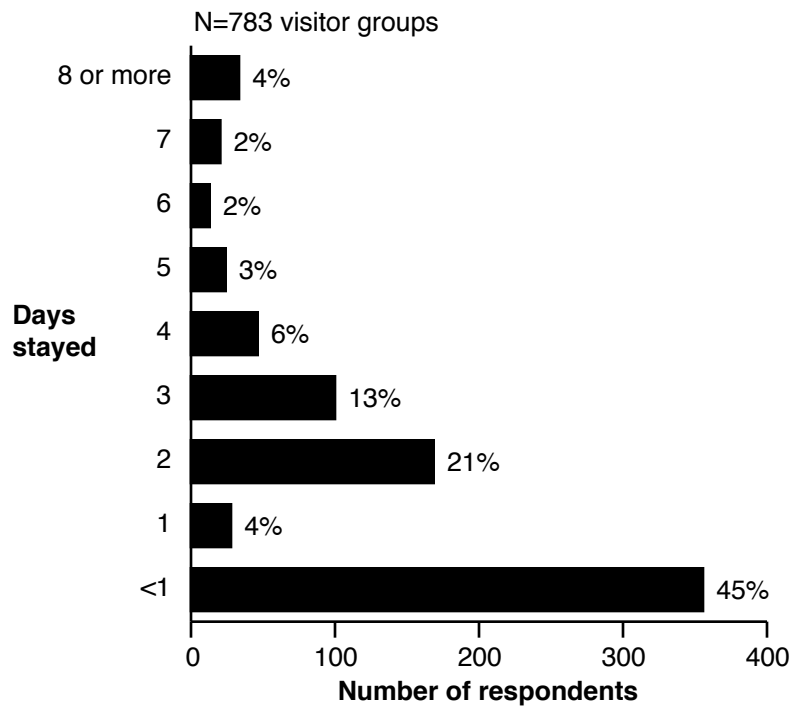


Figure 7: Length of stay in the park (days)

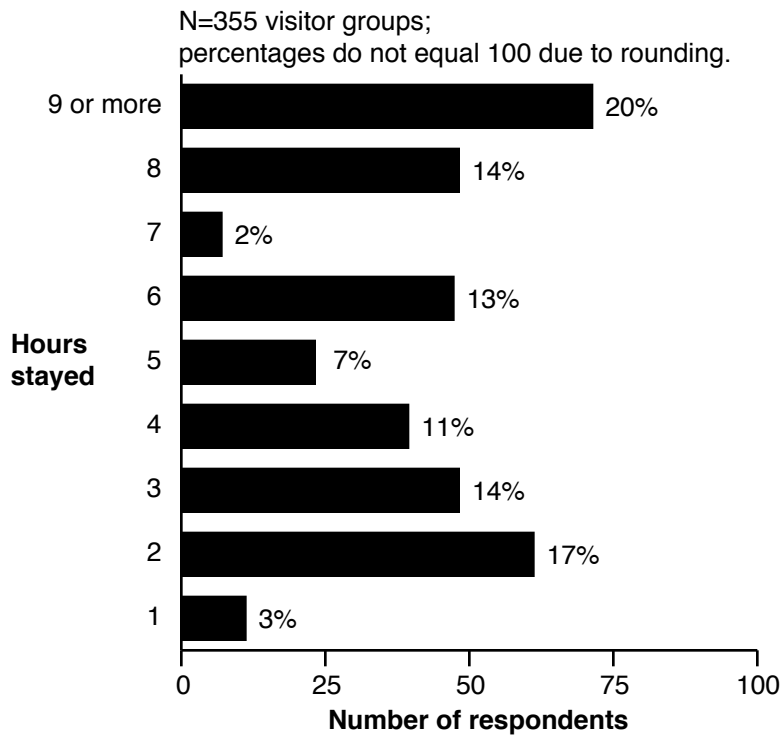


Figure 8: Length of stay in the park (hours)

Activities

Common visitor activities included viewing scenery (98%), viewing wildlife (88%), driving for pleasure (71%), stopping at roadside exhibits (59%), and shopping (38%), as shown in Figure 9. The least common activity was bicycling (4%). On this visit, visitors identified "other" activities they did including camping, photography, eating, swimming in the lake, climbing, visiting the museum and driving through.

Visitors were asked if they had done any of the activities listed in Figure 9 with a commercial outfitter. Most visitors (81%) had not done the selected activities with a commercial outfitter, as shown in Figure 10. Nineteen percent of the groups did use a commercial outfitter to do at least some of the activities. The activities visitors did with a commercial outfitter included rafting, horseback riding, boating, fishing, climbing, canoeing and flying in a charter plane (see Table 5).

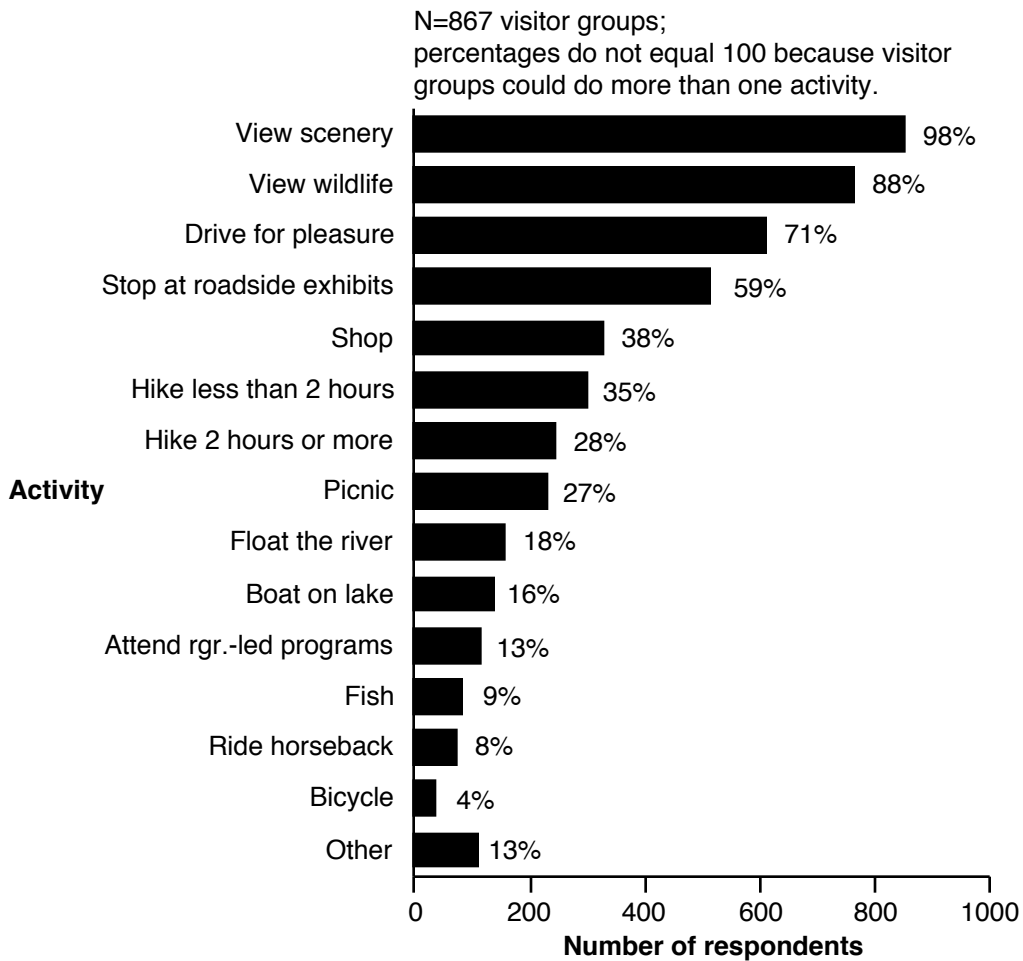


Figure 9: Visitor activities

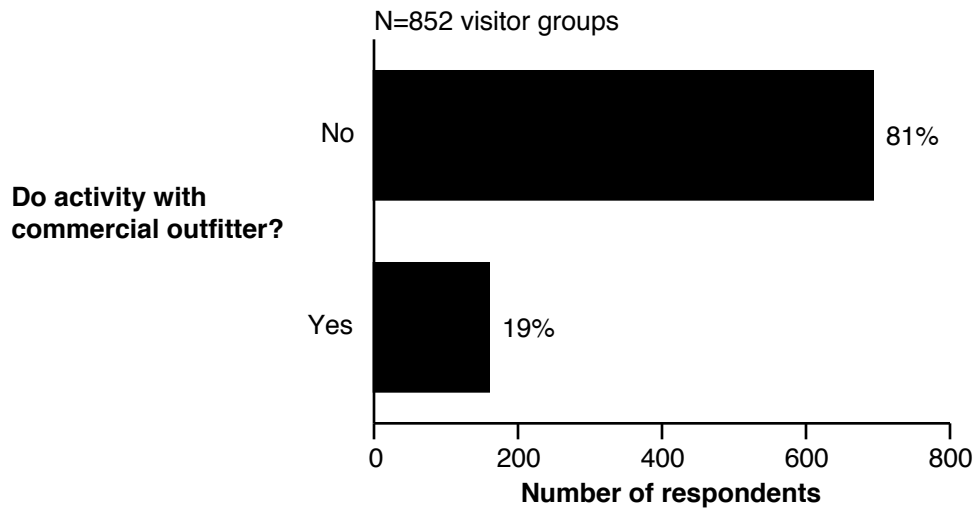


Figure 10: Activities done with commercial outfitter

Table 5: Types of activities done with commercial outfitter

N=178 activities

Activity	Number of times mentioned
Rafting	111
Horseback riding	33
Boating	29
Fishing	7
Climbing	5
Canoeing	2
Flying in charter airplane	2
Viewing scenery and wildlife	2
Camping	1
Bicycling	1
Backpacking	1
Balloon ride	1
Tram ride	1
Chuckwagon	1
Visiting visitor center	1

Sources of information

Visitors were asked to identify the information sources they used to plan this trip to Grand Teton NP. The most used sources were talking to someone who had visited the park (44%), articles in magazines/newspapers (20%), the internet/World Wide Web (17%) and a local/state tourism office (14%), as shown in Figure 11. Thirteen percent of the visitors did not plan this trip. The least used source of information was radio programs (<1%). Other sources which visitors identified included previous visits, books, American Automobile Association auto club, maps, computer software and brochures.

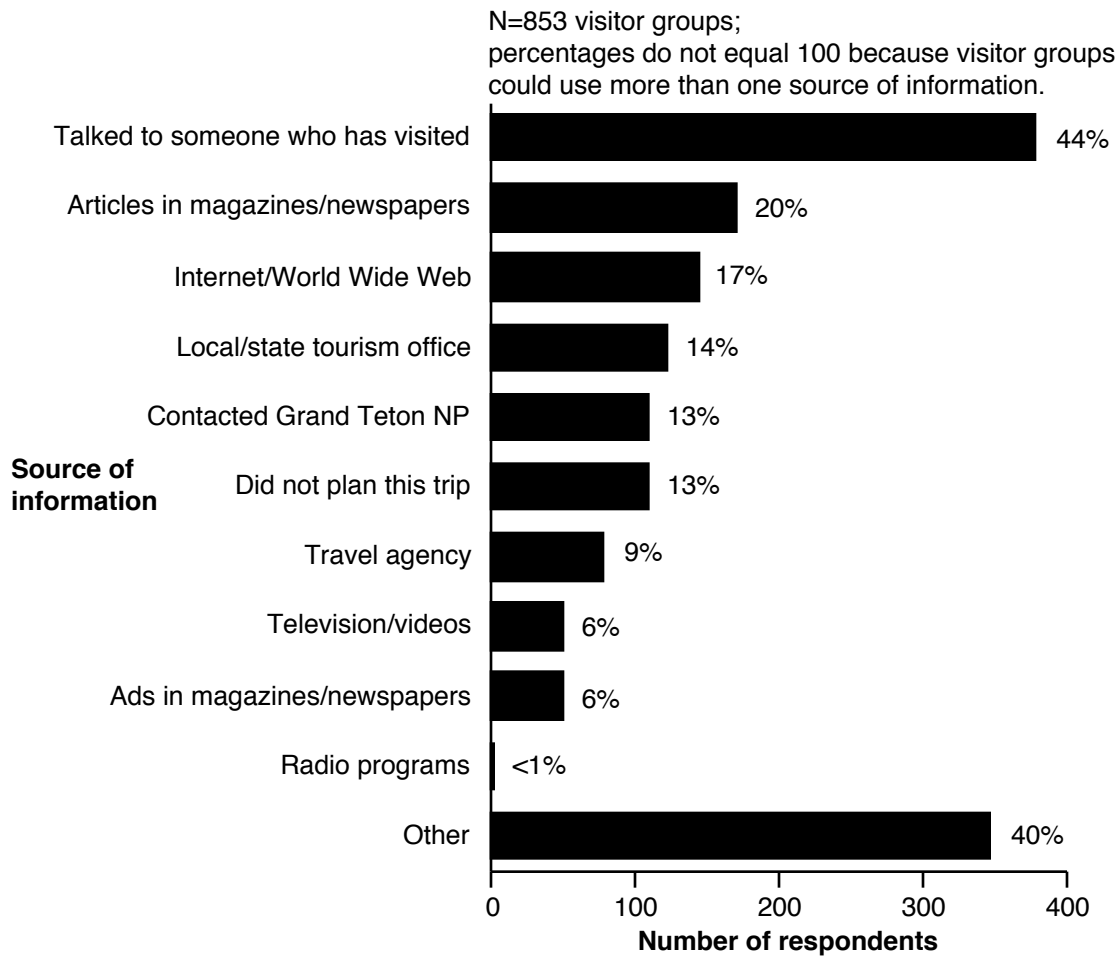


Figure 11: Sources of information

Visitors were asked, "On this trip, which of the following sources influenced your decision to visit Grand Teton National Park?" The most used sources were previous visit(s) (55%) and friends/relatives who live outside the Grand Teton area (33%), as shown in Figure 12. The least used source of information in deciding to visit the park was local residents or businesses (4%). "Other" sources included park's proximity to another destination, books, American Automobile Association, friends and maps.

Sources of information influential in deciding to visit park

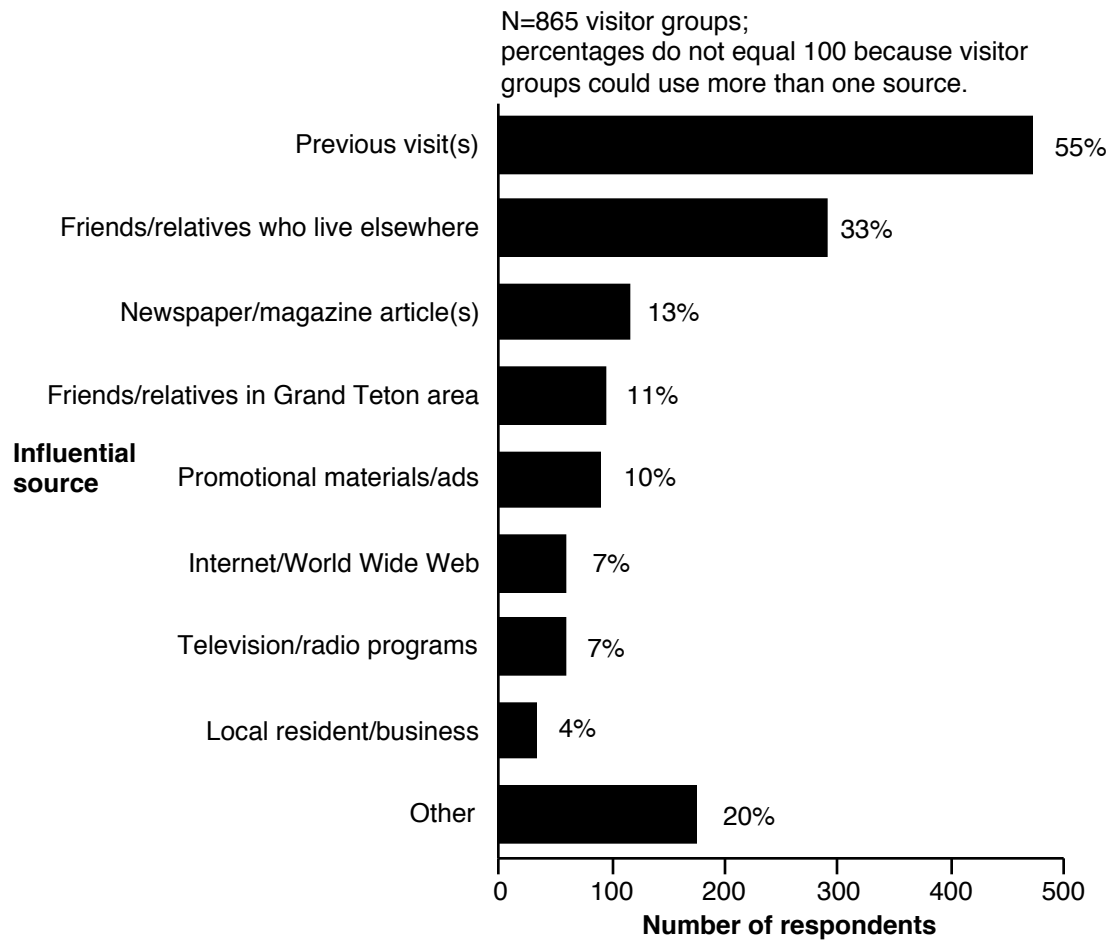


Figure 12: Sources of information influential in deciding to visit Grand Teton NP

Forms of transportation used

Visitors were asked to list the forms of transportation they used to get to Grand Teton National Park. The most often used forms of transportation were private car/van/pickup (66%) and rental car/van (27%), as shown in Figure 13. Less than one percent of the visitors flew a private airplane to Jackson Hole Airport or rode horseback to get to the park. "Other" methods of transportation used included commercial airlines to other locations and motorcycles.

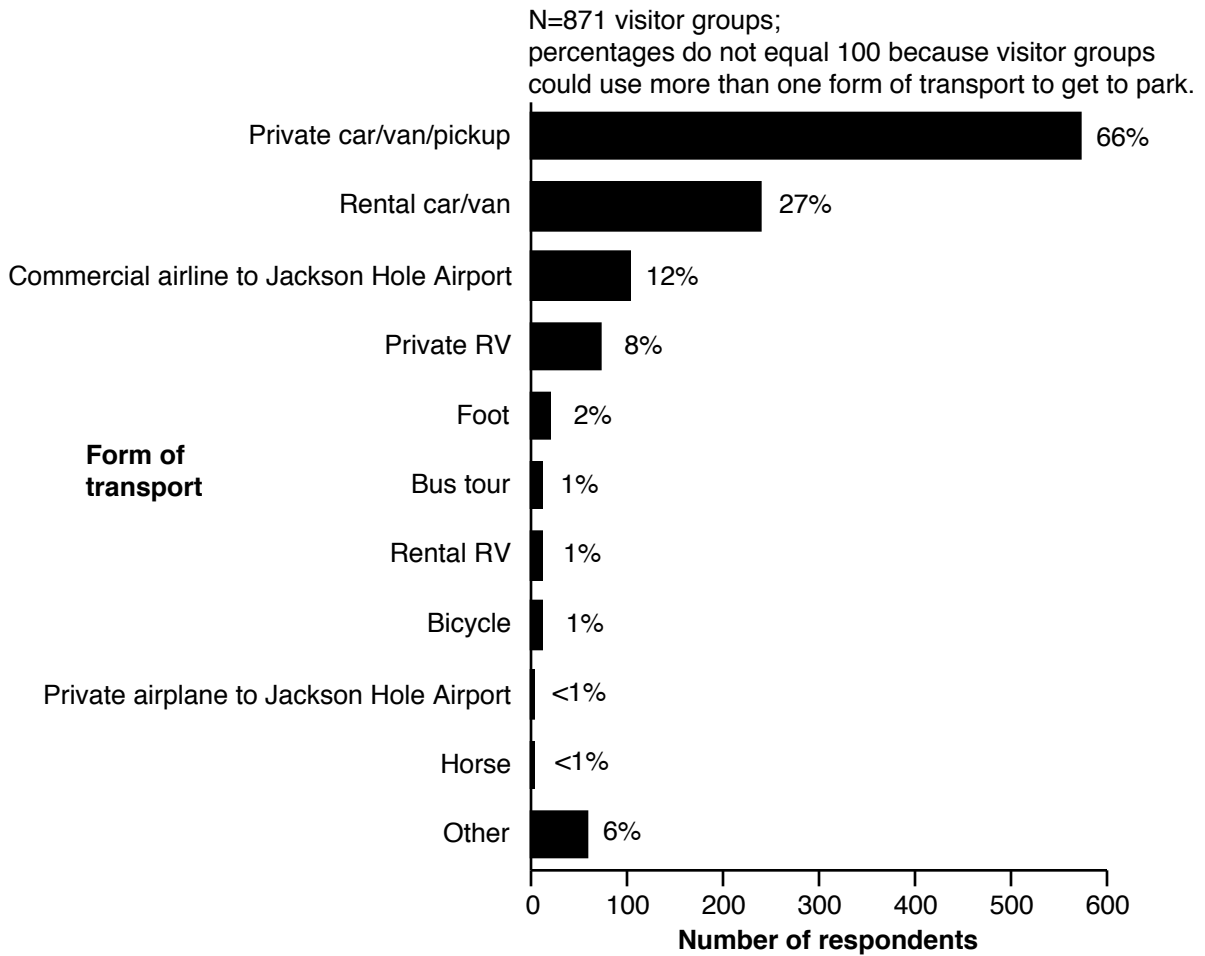


Figure 13: Forms of transportation used

Visitors were asked to list their reasons for visiting the park on this visit. The most frequently listed reason was sightseeing (87%), as shown in Figure 14. Other reasons included viewing wildlife (75%), experiencing wilderness/open space (62%), and enjoying recreation such as hiking, camping, floating the river, fishing, etc. (50%). The reason least often identified was a business trip (3%). "Other" reasons that visitors came were to fish, go on family vacation, bring grandchildren to see park and attend a family reunion.

Reasons for visiting

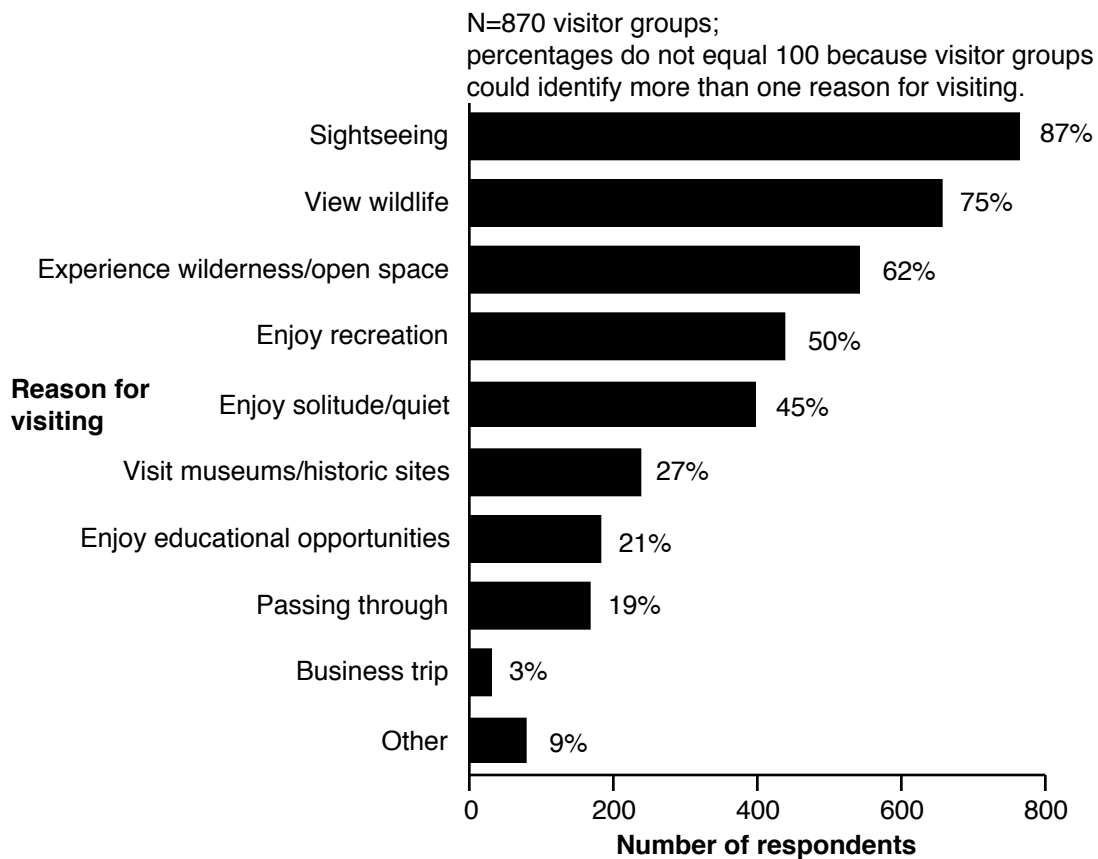


Figure 14: Reasons for visiting

Places visited

Visitors were asked to list the places they visited in Grand Teton National Park on this trip. The most visited places were South Jenny Lake area (72%), Snake River (58%), Colter Bay Village (57%), Moose Village (53%), and Jackson Lake Lodge (42%), as shown in Figure 15. The least visited sites were Two Ocean and Emma Matilda Lakes (5%).

Visitors were also asked if they visited the Antelope Flats/Kelly Road area. Seventeen percent of the visitor groups visited the Antelope Flats/Kelly Road area, as shown in Figure 16. Eighty-three percent of the visitors did not visit that area. Table 6 lists the activities which visitors did in the Antelope Flats/Kelly Road area.

Visitors were also asked if they had visited Flagg Ranch/J.D. Rockefeller Jr., Memorial Parkway. Figure 17 shows that 36% of the visitor groups visited Flagg Ranch/J.D. Rockefeller, Jr., Memorial Parkway. Table 7 lists the activities which visitors did in that area.

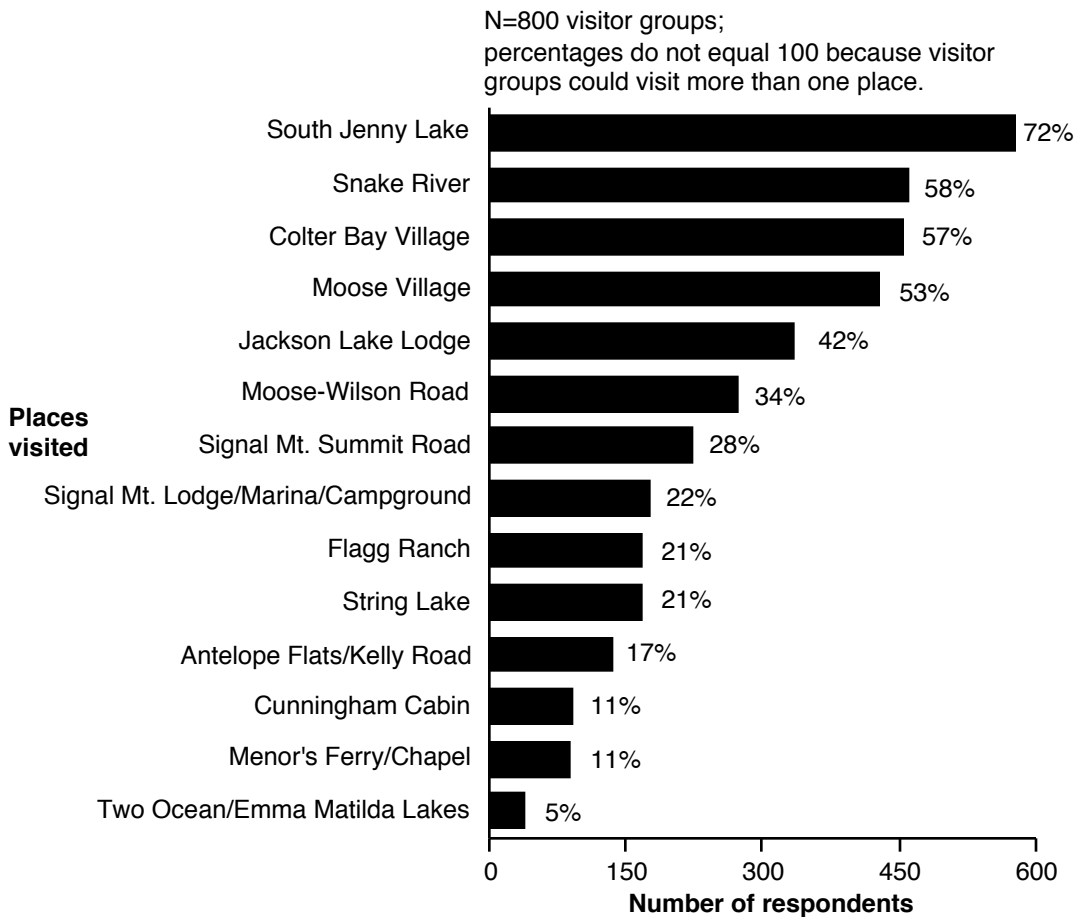


Figure 15: Places visited

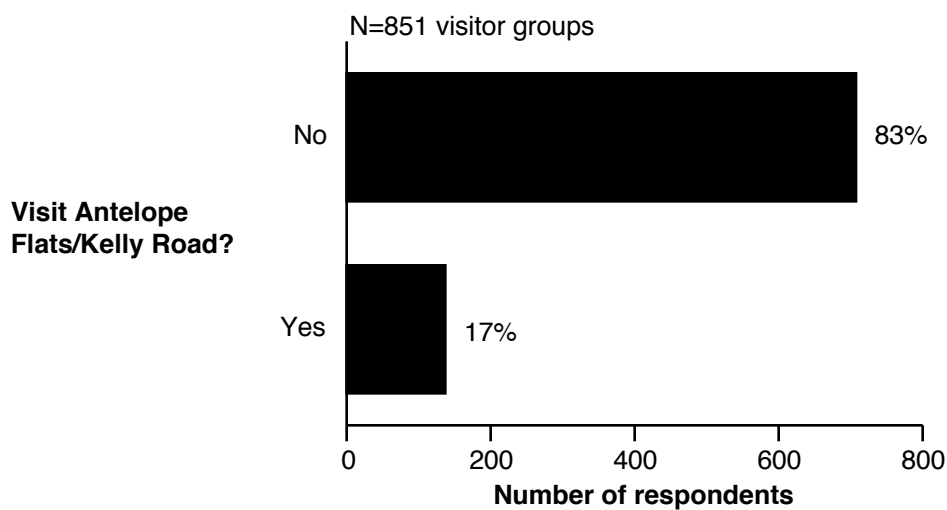


Figure 16: Visits to Antelope Flats/Kelly Road area

Table 6: Activities done in Antelope Flats/Kelly Road area

N=177 activities

Activity	Number of times mentioned
Sightseeing	52
Drove through	27
Viewed wildlife	27
Photography	12
Viewed bison	10
Hiked	10
Camped	9
Soaked in warm springs	4
Viewed Gros Ventre Slide	4
Went to Teton Science School	3
Viewed Moulton Barn	3
Bicycled	3
Fished	3
Went birdwatching	2
Stayed in house/cabin	2
Other activities	6

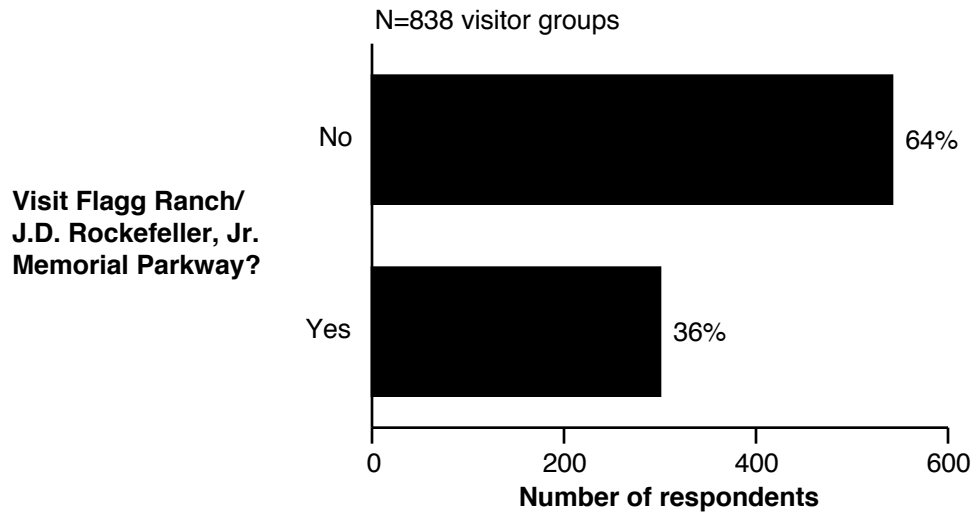


Figure 17: Visits to Flagg Ranch/J.D. Rockefeller, Jr., Memorial Parkway

Table 7: Activities done at Flagg Ranch or along the J.D. Rockefeller, Jr., Memorial Parkway

N=334 activities

Activity	Number of times mentioned
Sightseeing	71
Drove through	66
Drove to Yellowstone NP	27
Ate	21
Viewed wildlife	19
Shopped	15
Camped	13
Took photographs	12
Got information	11
Stayed overnight	10
Hiked	9
Went rafting/tubing	8
Went horseback riding	7
Got gas	7
Bicycled	4
Fished	3
Picnicked	3
Got a drink	3
Drove to Grassy Lake	3
Swam	2
Soaked in hot springs	2
Attended ranger program	2
Slept	2
Visited ranger station/visitor center	2
Other activities	12

Visitors were asked to identify the route they used to first arrive at Grand Teton National Park. The most used arrival route (53%) was north from Jackson, Wyoming, as shown in Figure 18. Over one-third (36%) drove south from Yellowstone NP and 11% arrived from Dubois, Wyoming.

Routes used to first arrive at park

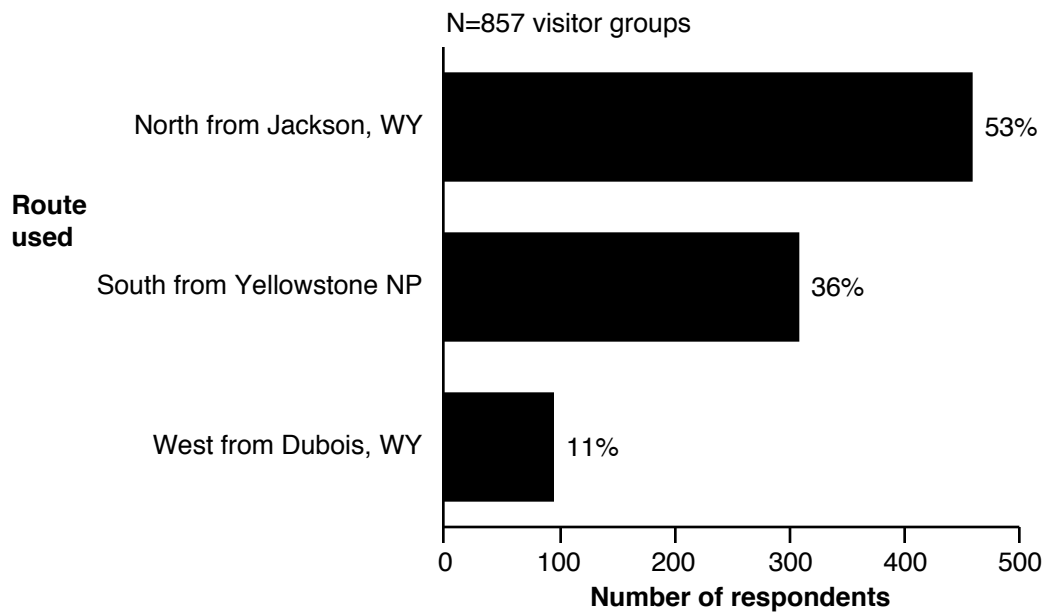


Figure 18: Routes used to arrive at Grand Teton NP

Importance of park features or qualities

Visitors were asked to rate the importance of certain park features or qualities during their visit to Grand Teton National Park. The features or qualities included native plants and animals, scenic views, recreational activities (including hiking, camping, fishing, etc.), solitude and quiet.

As shown in Figures 19-23, the qualities which received the highest "very important" and "extremely important" ratings were scenic views (96%) and native plants and animals (87%). The feature which received the highest "not important" rating was recreational activities (12%).

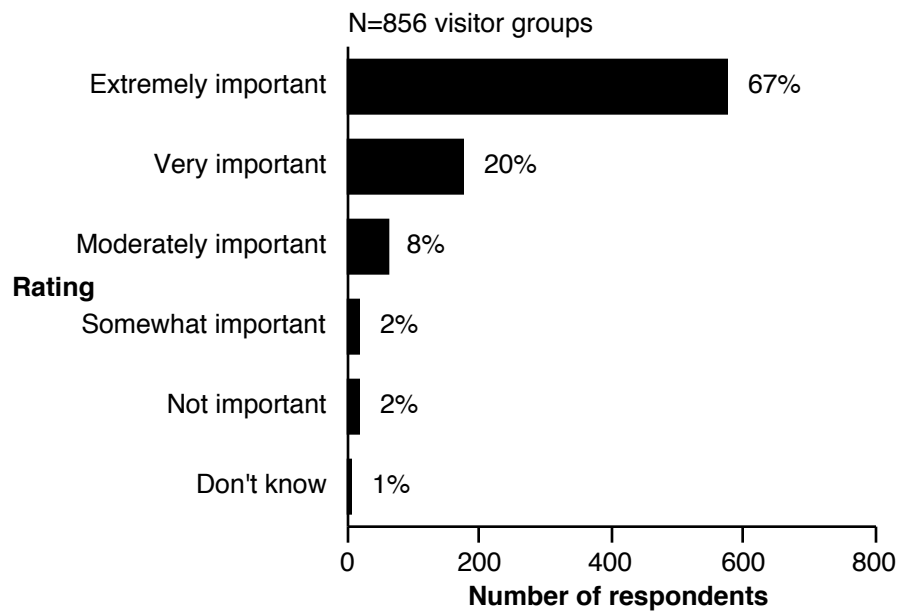


Figure 19: Importance of native plants and animals

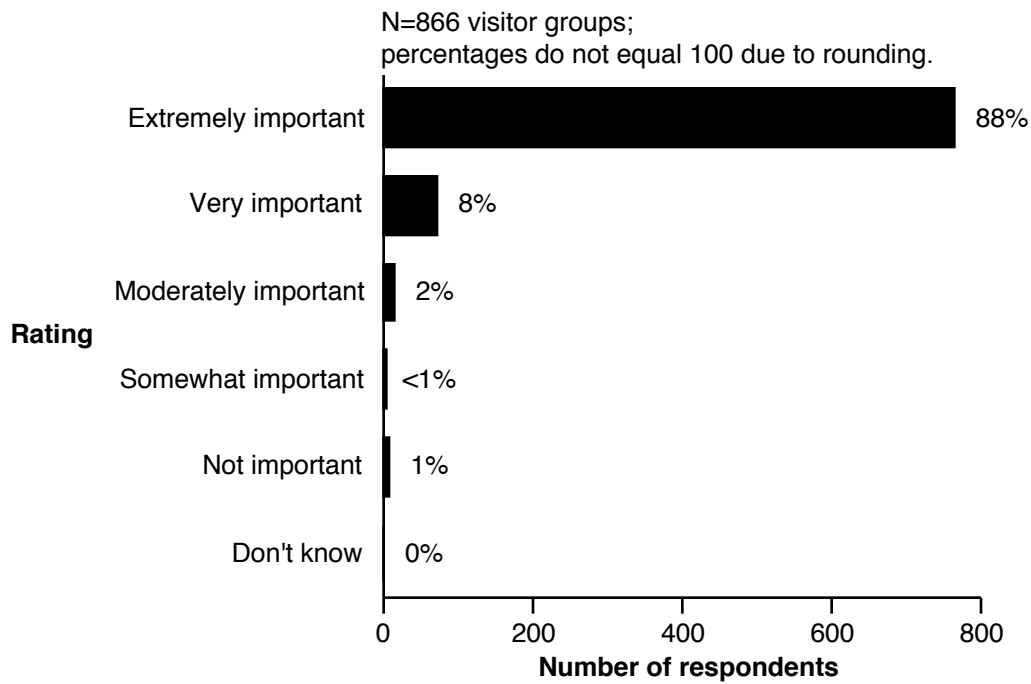
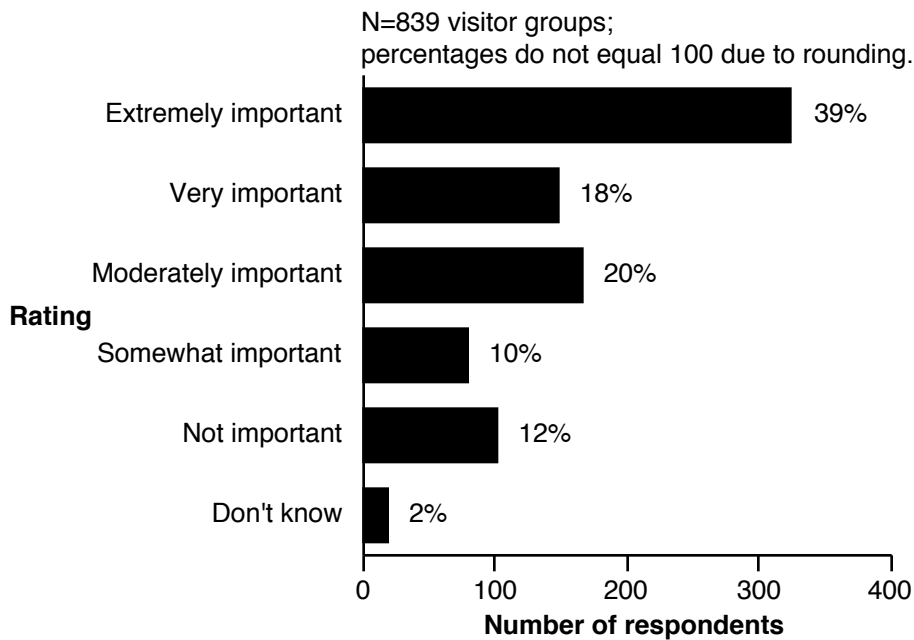


Figure 20: Importance of scenic views



**Figure 21: Importance of recreational activities
(hiking, camping, fishing, etc.)**

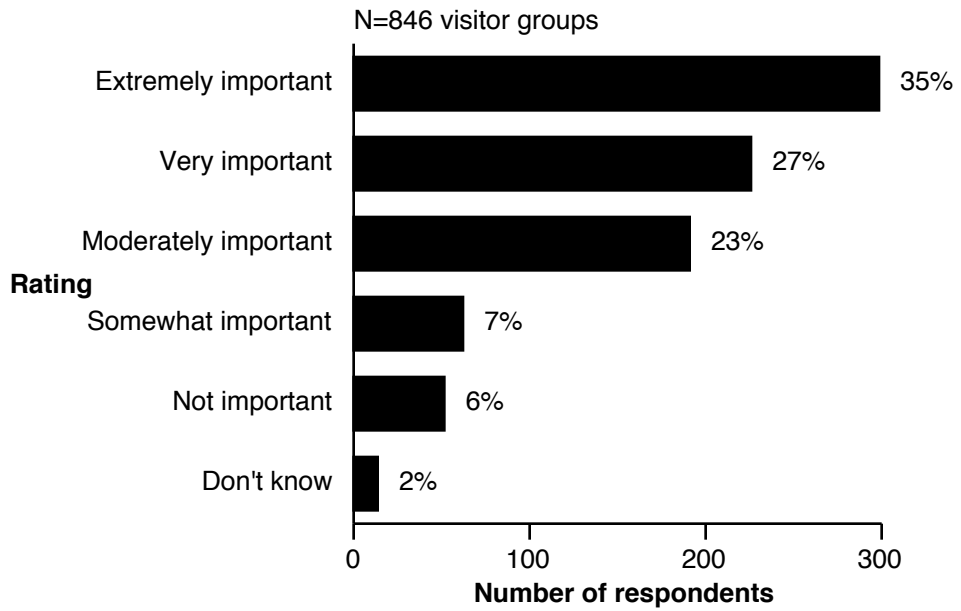


Figure 22: Importance of solitude

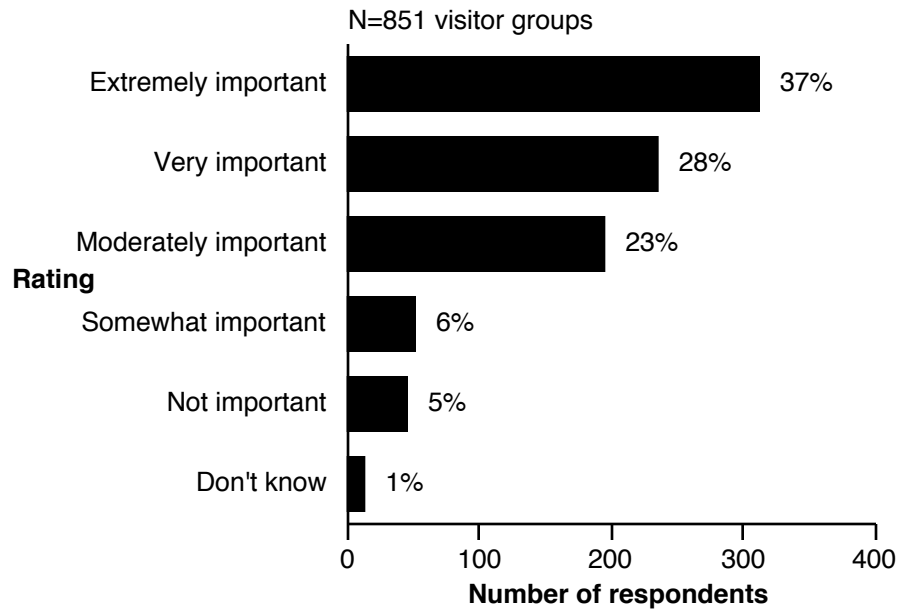


Figure 23: Importance of quiet

Visitors were asked, "During this visit, did other visitors and their activities interfere with your visit to Grand Teton National Park?" Most visitors (86%) said other visitors did not interfere with their visit, as shown in Figure 24. Fourteen percent said other visitors did interfere with their visit and their responses are listed in Table 8.

**Visitors/
activities
which
interfered
with visit**

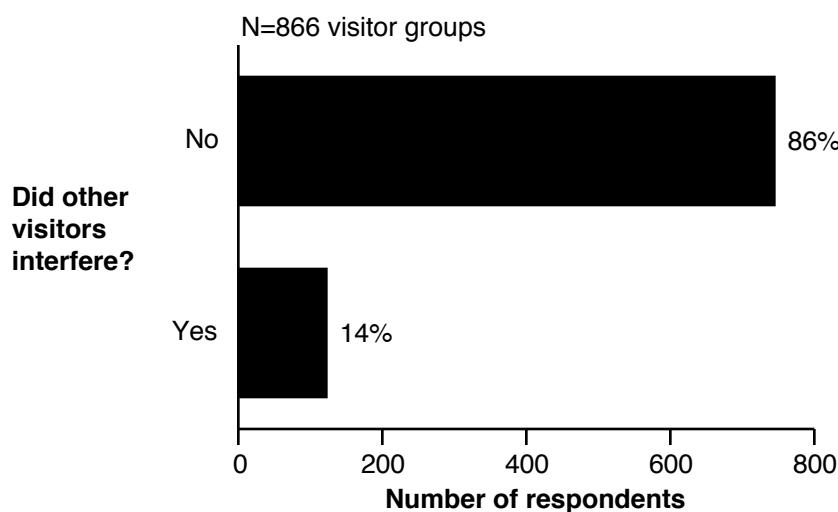


Figure 24: Did visitors/activities interfere with visit?

Table 8: Ways that visitors/activities interfered with visit

N=159 comments

Comment	Number of times mentioned
Crowded at viewpoints	21
Tour buses/cars stopped in the road	18
Crowded on Jenny Lake trails	16
Noise	14
Felt rushed by traffic	12
People drove over speed limit/not tolerant of slow driver	8
Unsafe driving habits	8
Other visitors feeding/chasing animals	7
Jenny Lake Campground crowded	5
Large motorhomes do not belong in park	5
Pushy, unappreciative, rude visitors	5
Unruly, noisy children disrupted peace and quiet	4
People drove too slowly	4
Noise of motorboats	4
Campgrounds too crowded	4
Tailgaters	3
Too crowded	3
Not enough picnic tables/shade	2
People don't use common sense while driving/walking	2
Hidden Falls Trail too crowded	2
Other comments	12

Desired sightseeing or activities not done and reasons

Visitors were asked if there was anything specific in the park which they wanted to see or do but were not able to. Twenty-eight percent of the groups said there was something specific that they didn't see or weren't able to do (see Figure 25). Seventy-two percent were able to see and do what they wanted.

Table 9 itemizes the features or activities which visitors were unable to see and do and the reasons they were unable to do them.

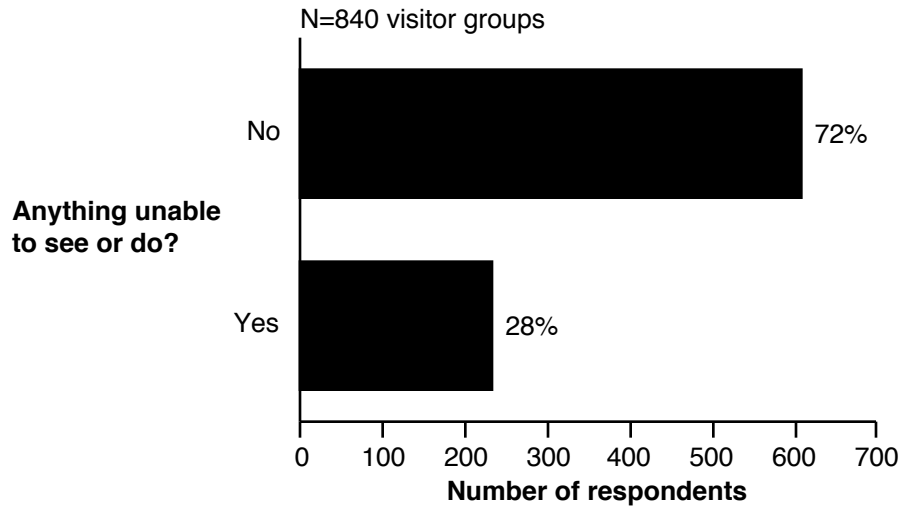


Figure 25: Anything visitors were unable to see or do?

Table 9: Features not seen/activities not done/reasons

N=231 activities

Feature/activity	Number of times mentioned	Reason(s)	Number of times mentioned
Hikes	35	Lack of time Weather Illness/injury Improper clothing, preparation Other reasons	23 3 3 2 5
More wildlife	18	Not at right place at right time Lack of time	22 3
Everything	16	Lack of time Weather Other reason	12 3 1
Bear	15	None in view Other reason	12 1
Raft trip	14	Too expensive Lack of time	3 3
Mountains	13	Cloud covered Other reason	10 1
Moose	12	None in view Other reasons	7 4
Horseback riding	11	Lack of time Availability Other reasons	5 3 3
Camp	8	Lack of time All sites full Other reasons	2 2 4
Camp at Jenny Lake Campground	6	All sites full Other reason	5 1
Fish	6	Lack of time Other reasons	5 2
Ranger programs	6	Not staying in park Other reasons	2 5
Backcountry	5	Lack of time Other reasons	3 3
Climb	5	Weather Other reasons	2 3
Climb Death and Paintbrush Canyons	4	Snow Lack of time	2 2
Canoe/boat	4	Reasons	4

Table 9: Features not seen/activities not done/reasons (continued)

Feature/activity	Number of times mentioned	Reason(s)	Number of times mentioned
Antelope Flats/Kelly Road	3	Lack of time Other reason	3 1
Bicycle	3	Reasons	3
Elk	3	None in view	3
Hike around Jenny Lake	3	Lack of time Other reason	2 1
Picnic tables	3	Too crowded	3
See Yellowstone	3	Lack of time	3
Trip across Jenny Lake to waterfall	3	Weather Other reason	2 1
Alaska Basin	2	Trail markers not clear	2
Bison	2	Wyoming & Montana killing them	2
Chapel	2	Lack of time	2
Guided boat trip	2	Reasons	2
Jenny Lake	2	Reasons	2
Signal Mountain Road	2	Did not have detailed park map	2
Tram	2	Lack of time	2
Wolf	2	Reasons	2
Other single answers	16	Reasons	16

Visitors were asked, "During this visit, did any circumstances cause you and your group to postpone doing any activities or seeing any sights in Grand Teton National Park?" Eighty percent of the visitors said they did not have to postpone doing any activities or seeing any sights in the park. Twenty percent did postpone activities or sightseeing. Table 10 lists the circumstances which caused activities or sightseeing to be postponed.

**Activities/
sightseeing
postponed
and reasons**

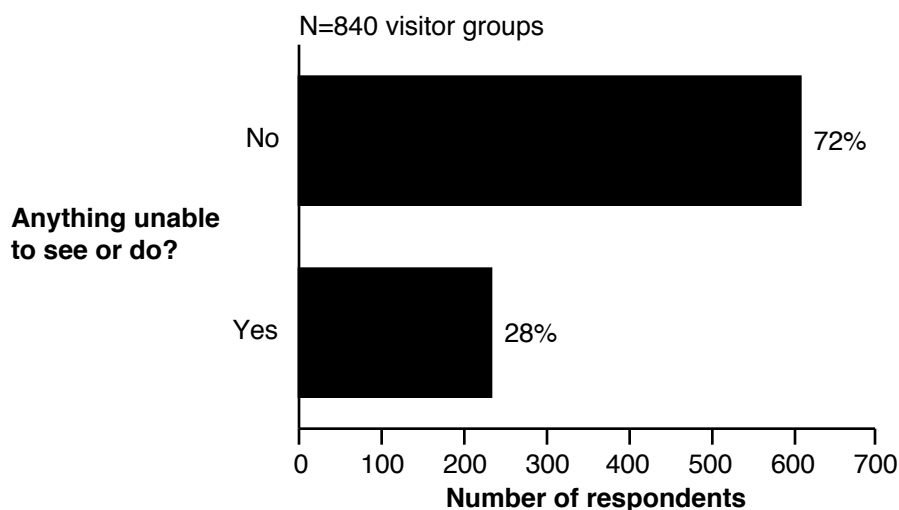


Figure 26: Activities or sightseeing postponed?

Table 10: Reasons for postponing activities or sightseeing
N=122 reasons

Reason	Number of times mentioned
Weather	48
Lack of time	35
Too crowded	5
Road work	3
Illness/injury	3
Too tired	3
Bears	2
Snow	2
Cruise full	2
Money	2
Too crowded at Jenny Lake	2
Driving through only--didn't have information	2
Traffic	2
Other reasons	11

Visitor information and ranger services: use, importance and quality

The most commonly used visitor services and facilities at Grand Teton NP were the park brochure/map (92%), other free informational brochures (45%) and roadside exhibits (42%), as shown in Figure 27. The least used service was the interagency information center in Jackson, Wyoming (7%).

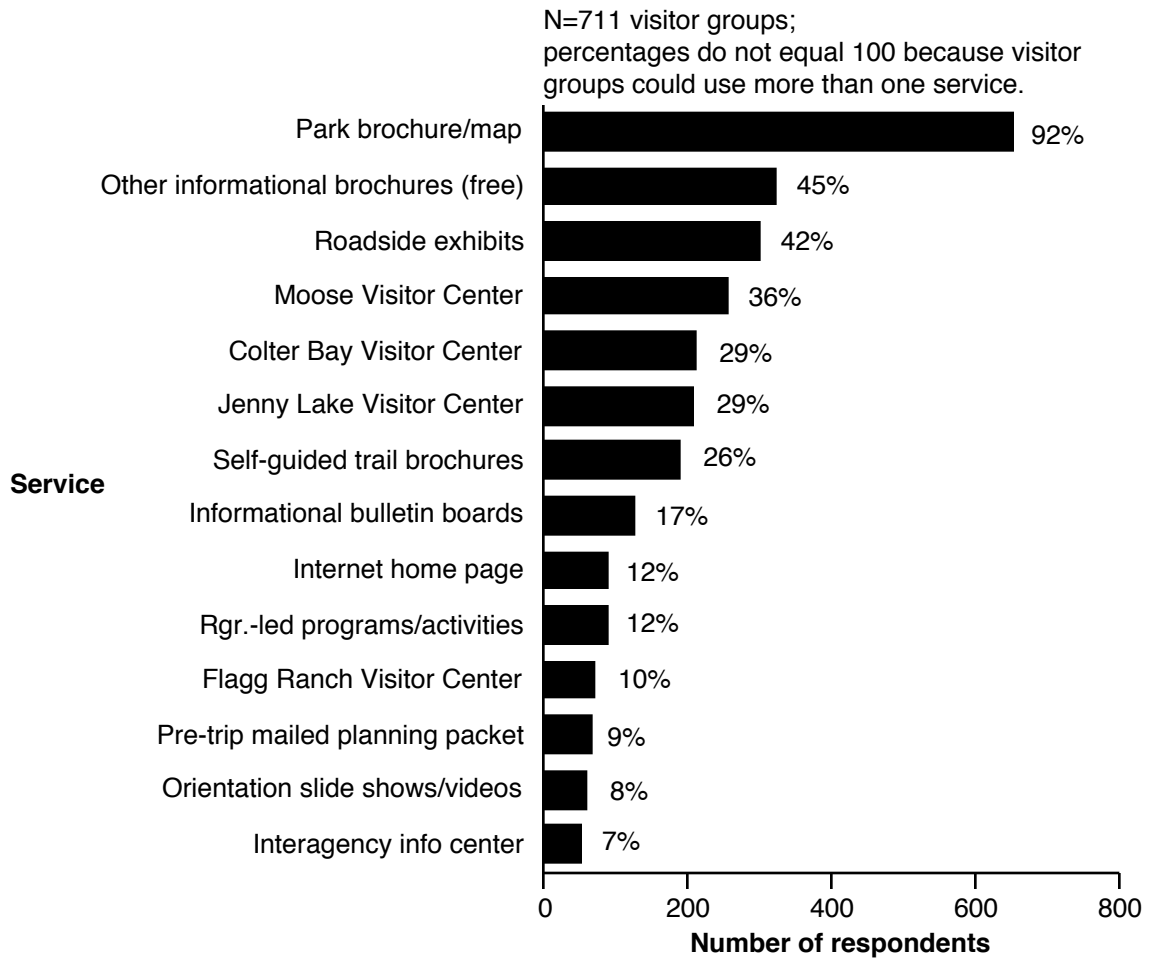


Figure 27: Visitor information and ranger services used

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used the five point scales below.

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 28 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 28. All services were rated above average in importance and quality.

Figures 29-42 show that several services received the highest "very important" to "extremely important" ratings: park brochure/map (88%), self-guided trails (86%), and orientation slide show (82%). The highest "not important" rating was for the interagency information center in Jackson, Wyoming (4%).

Figures 43-56 show that several services were given high "good" to "very good" quality ratings: park brochure/map (93%), Colter Bay Visitor Center/Museum (89%), self-guided trail brochures (89%) and Jenny Lake Visitor Center (87%). The service which received the highest "very poor" quality rating was the Flagg Ranch Visitor Center (3%).

Figure 57 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

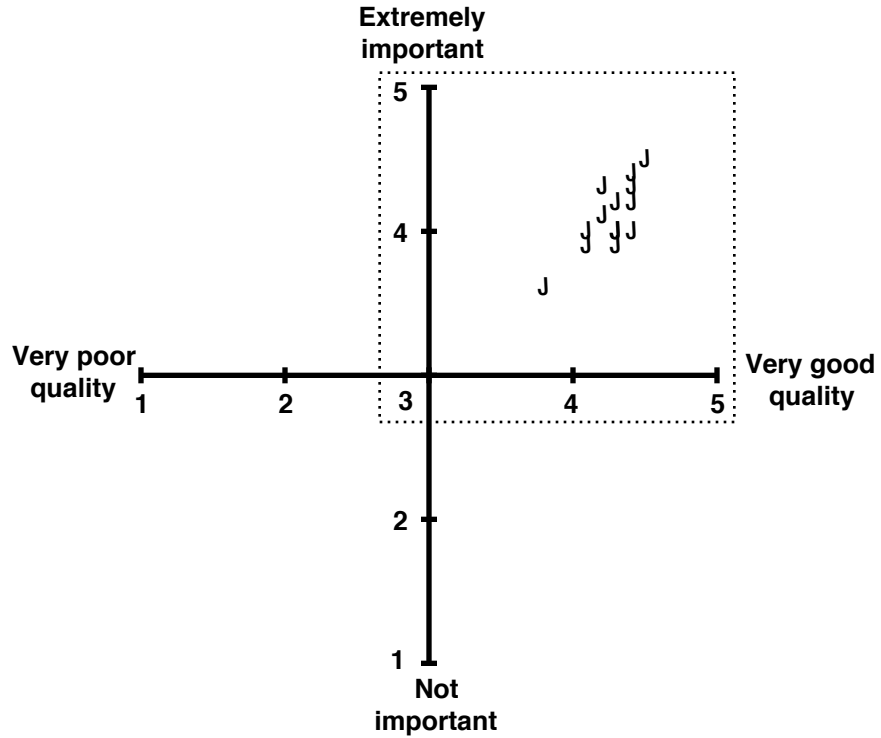


Figure 28: Average ratings of visitor service and facility importance and quality

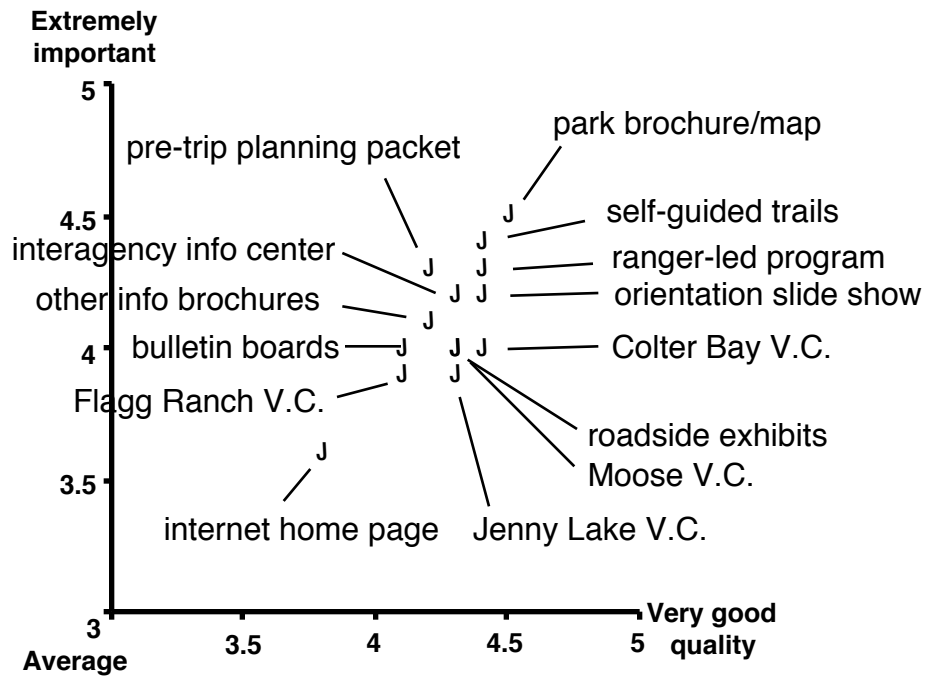


Figure 28: Detail

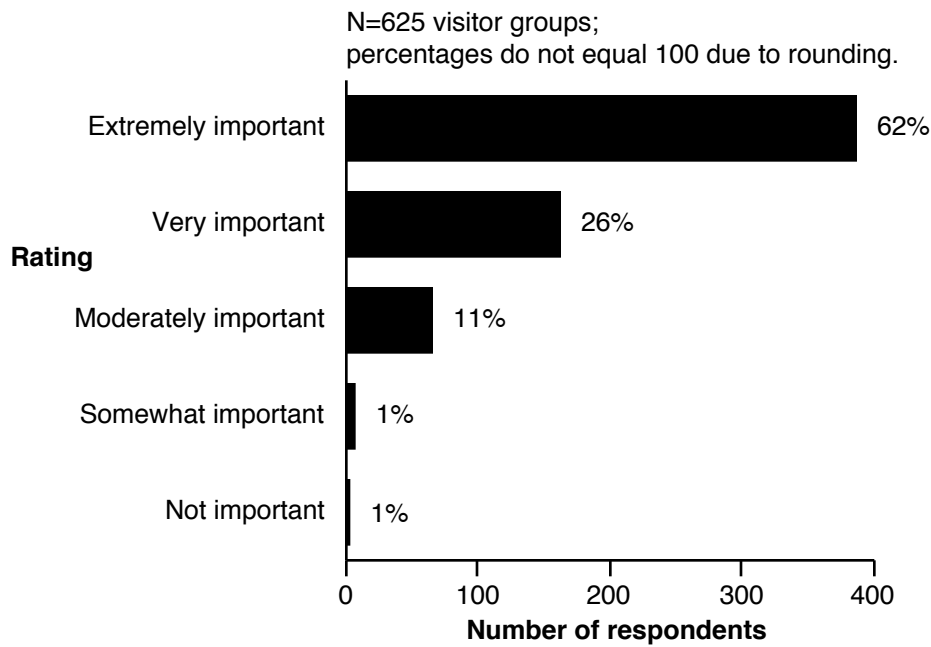


Figure 29: Importance of park brochure/map

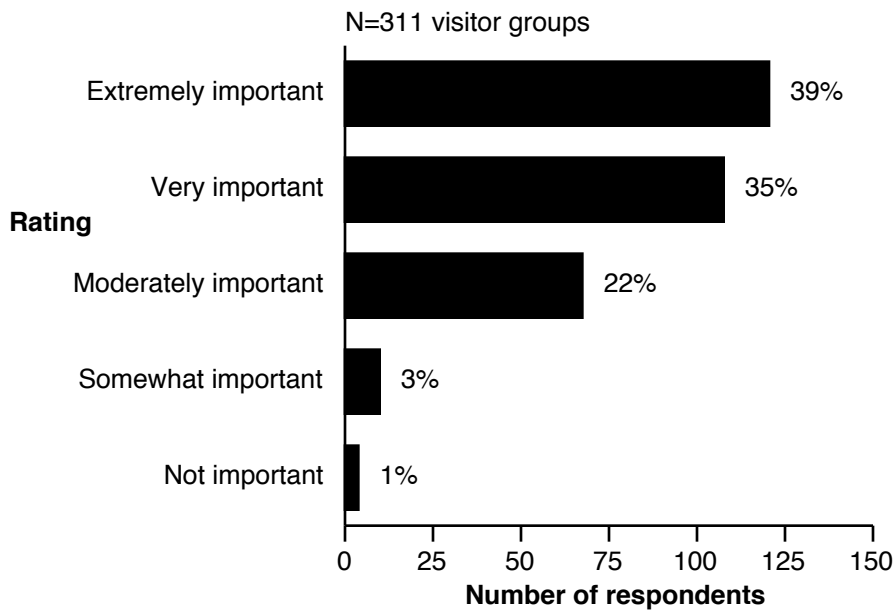


Figure 30: Importance of other information brochures (free)

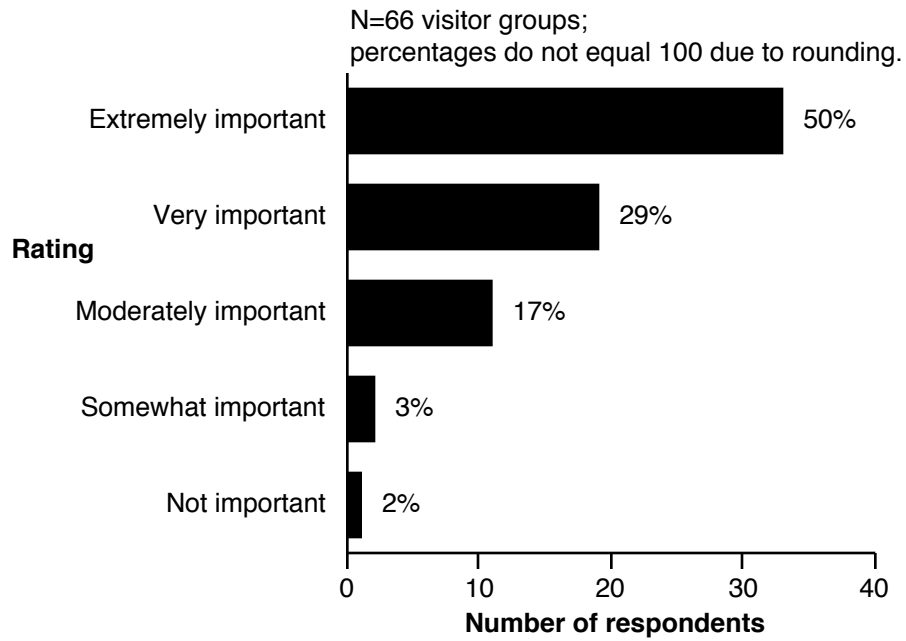


Figure 31: Importance of pre-trip mailed planning packet

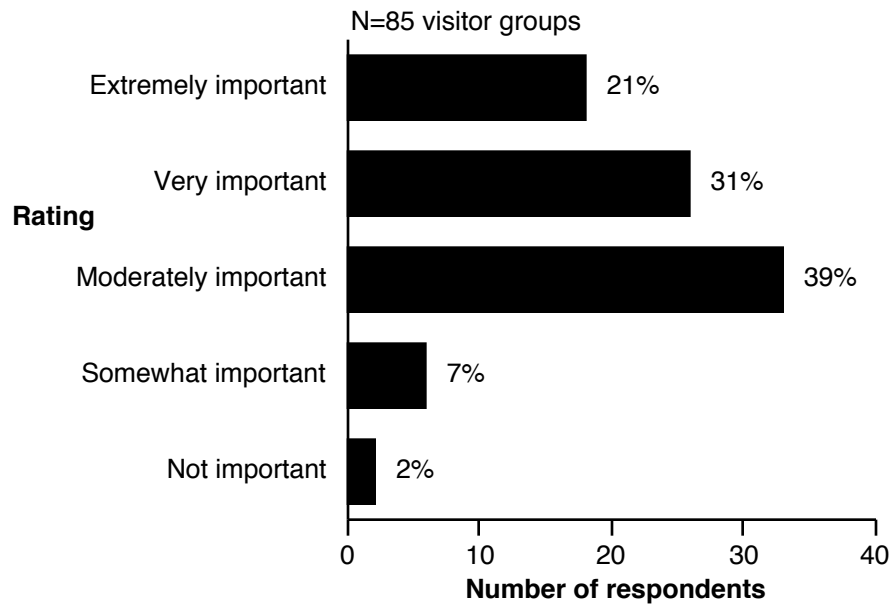


Figure 32: Importance of internet home page

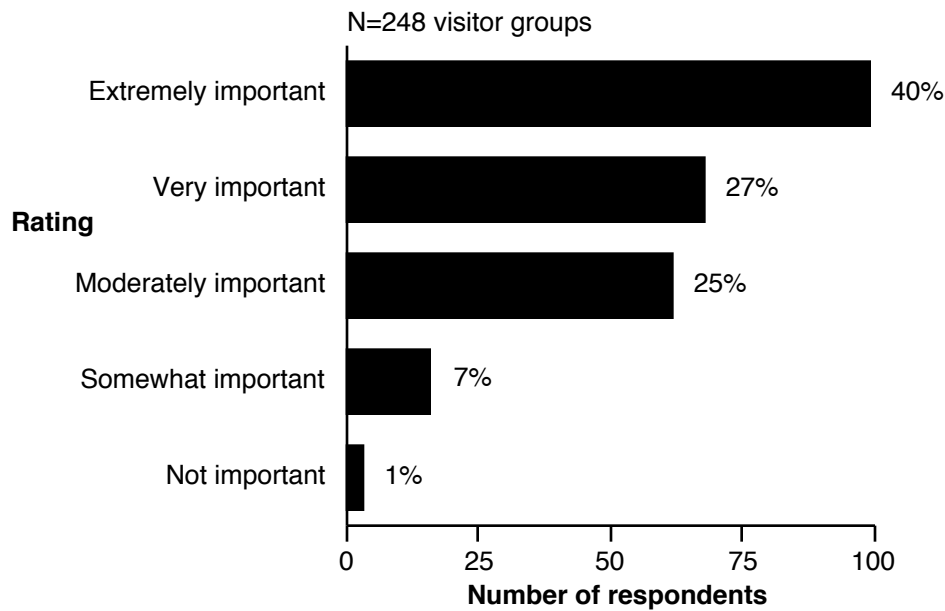


Figure 33: Importance of Moose Visitor Center

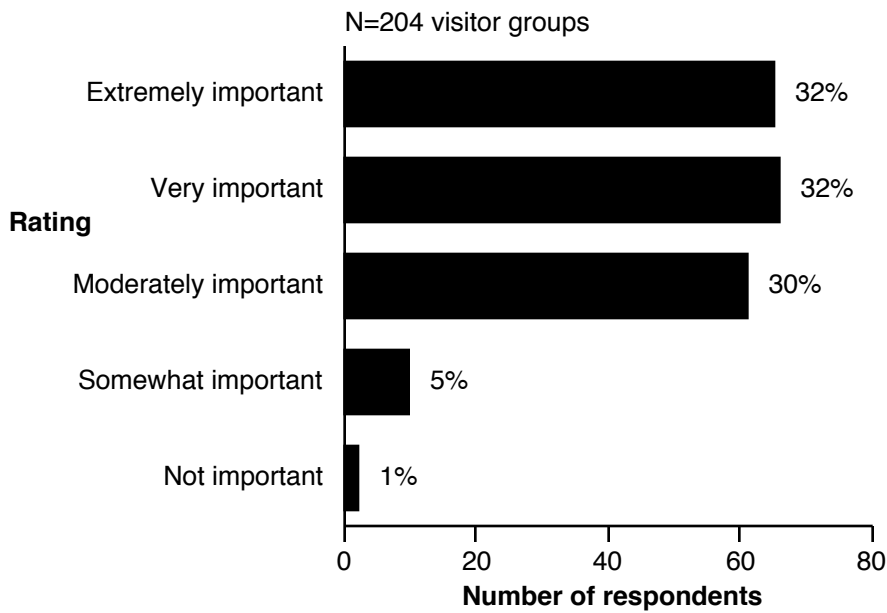


Figure 34: Importance of Jenny Lake Visitor Center

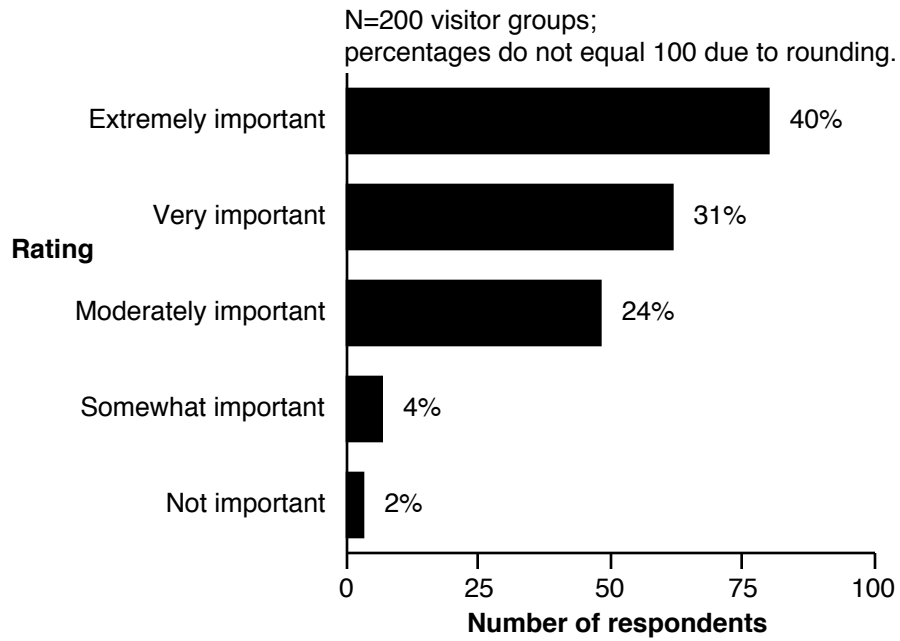


Figure 35: Importance of Colter Bay Visitor Center/Museum

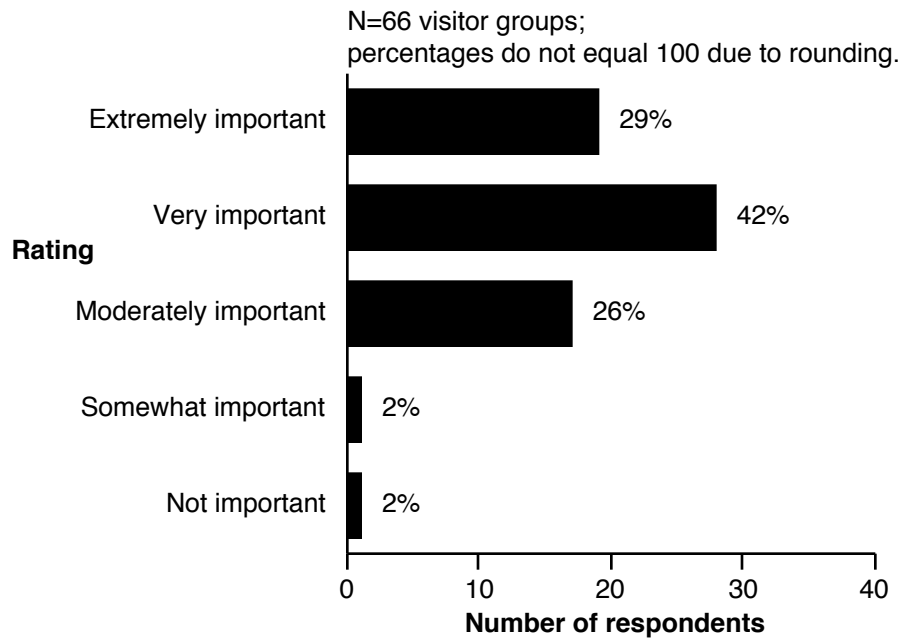


Figure 36: Importance of Flagg Ranch Visitor Center

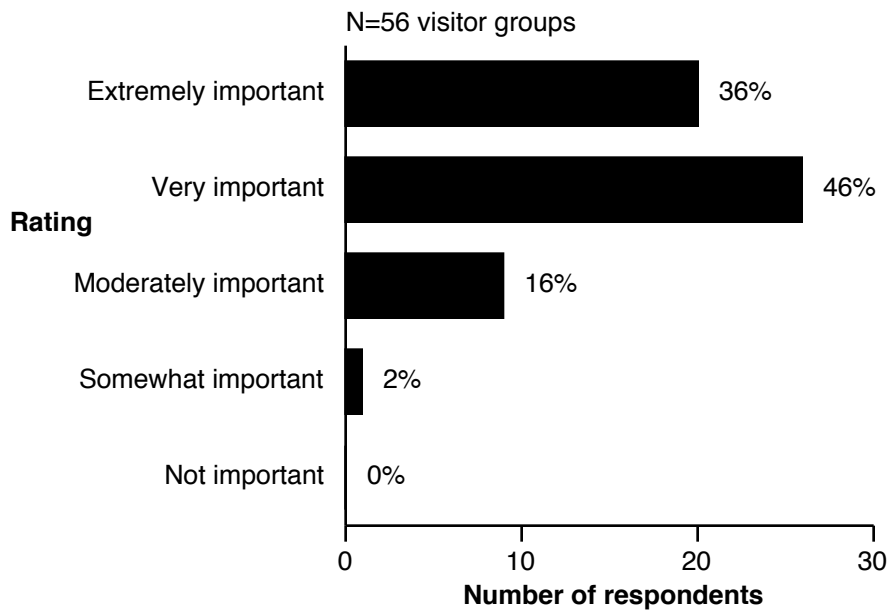


Figure 37: Importance of orientation slide shows/videos

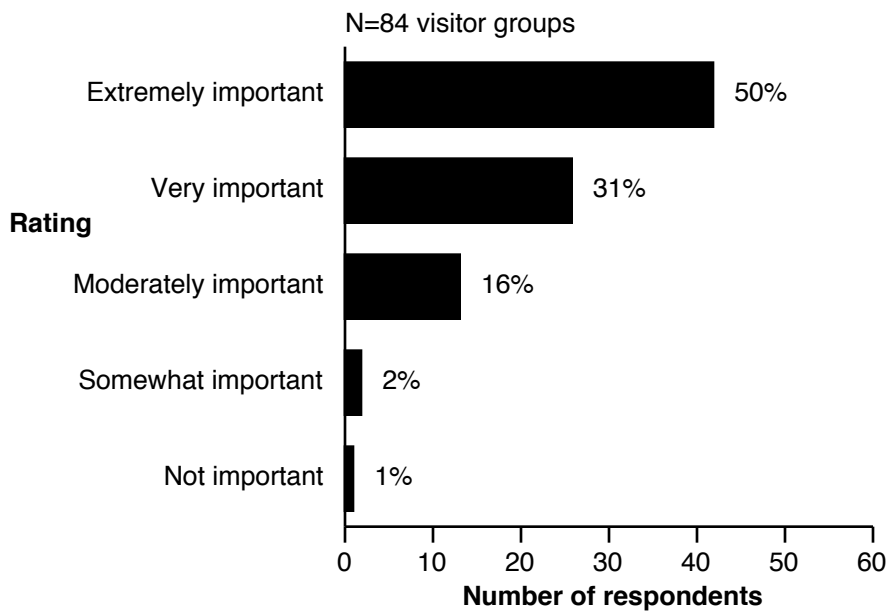


Figure 38: Importance of ranger-led programs/activities

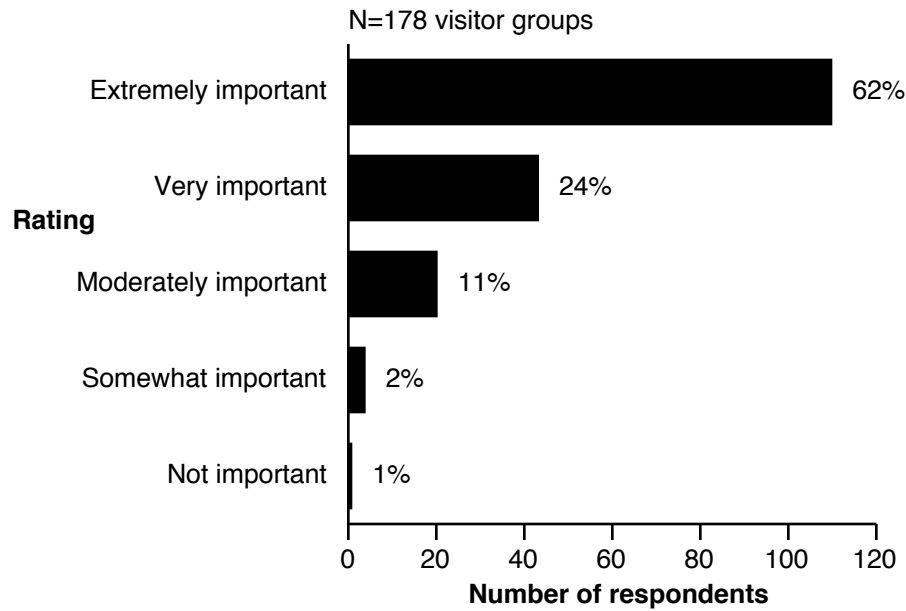


Figure 39: Importance of self-guided trail brochures

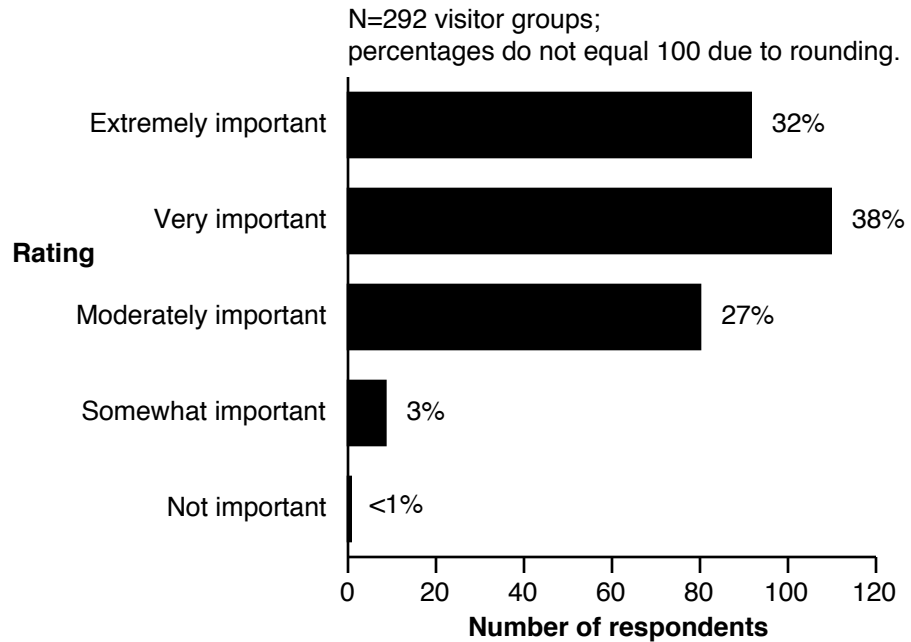


Figure 40: Importance of roadside exhibits

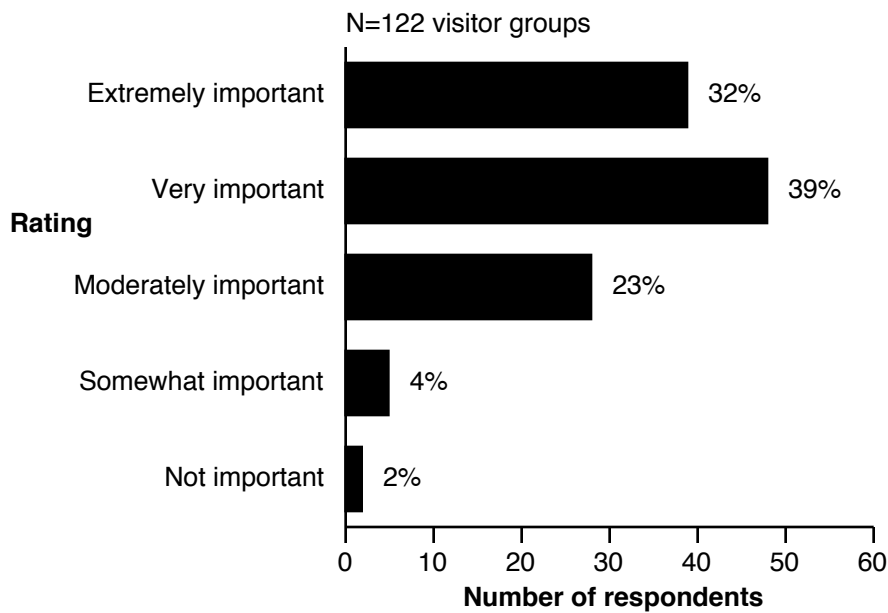


Figure 41: Importance of informational bulletin boards

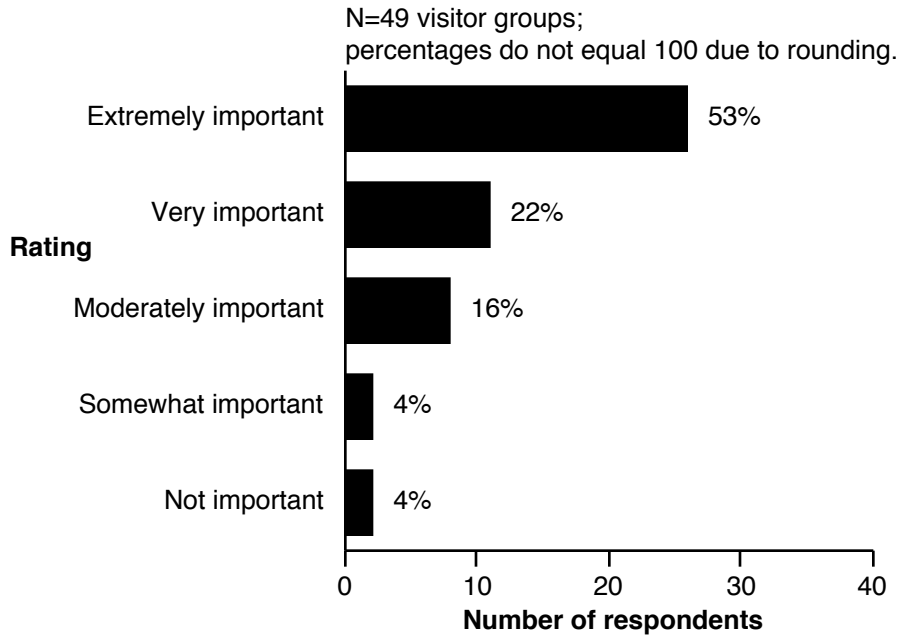


Figure 42: Importance of interagency Information Center (in Jackson, Wyoming)

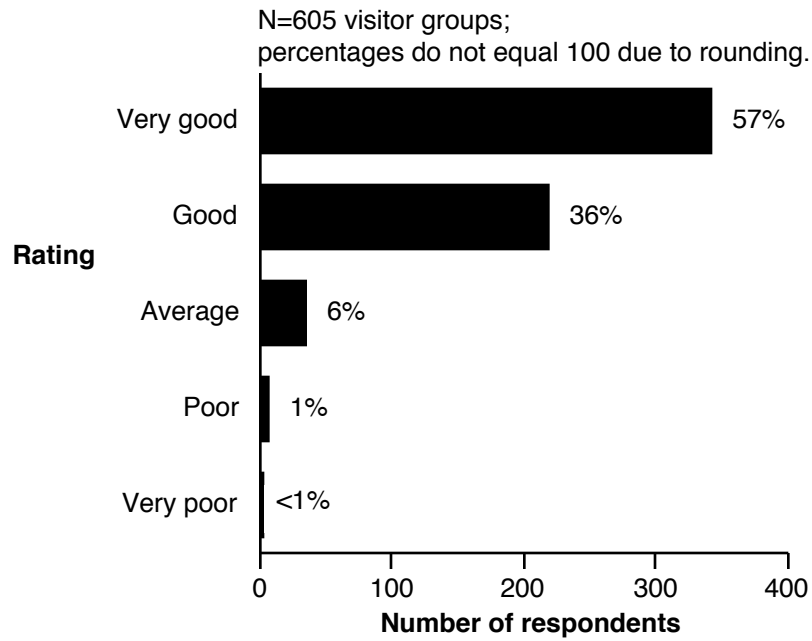


Figure 43: Quality of park brochure/map

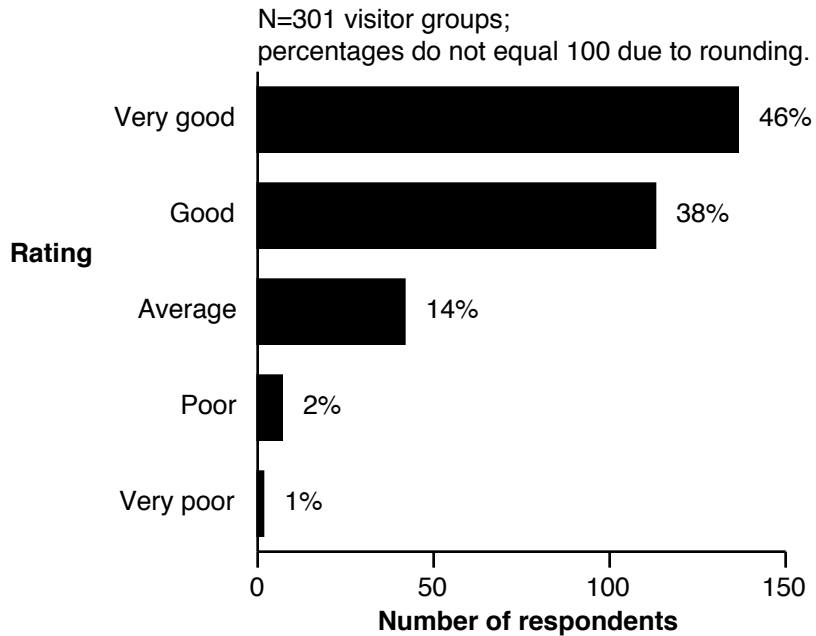


Figure 44: Quality of other information brochures (free)

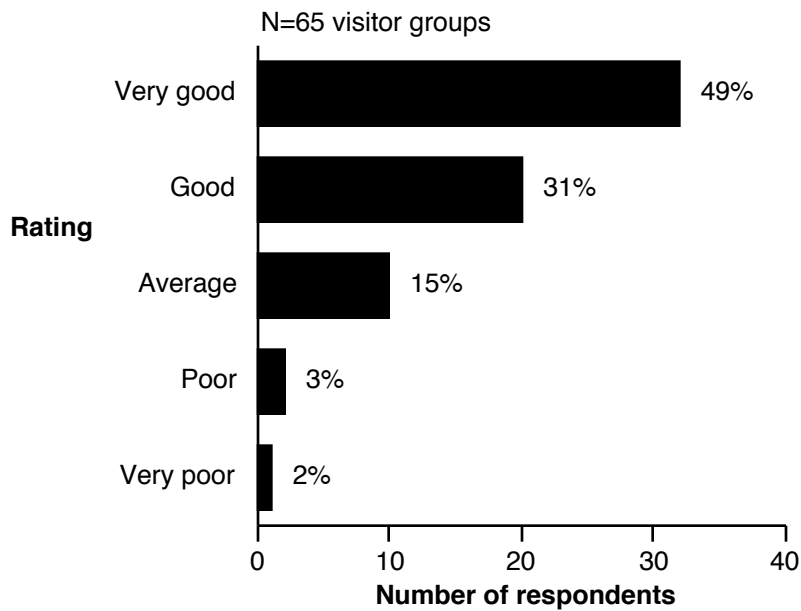


Figure 45: Quality of pre-trip mailed planning packet

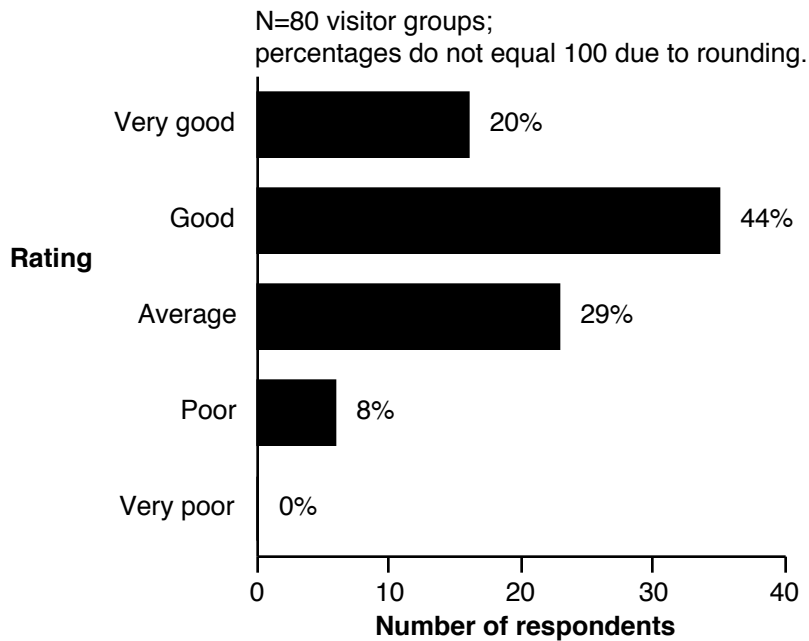


Figure 46: Quality of internet home page

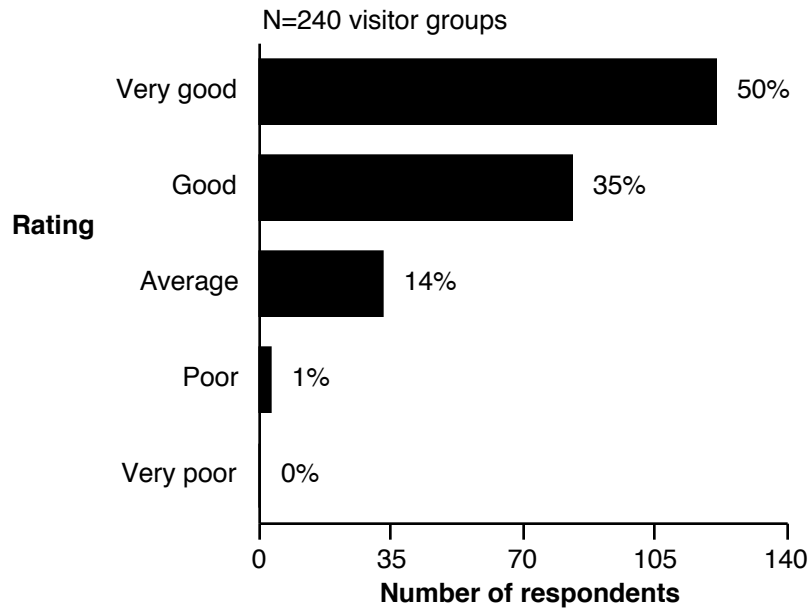


Figure 47: Quality of Moose Visitor Center

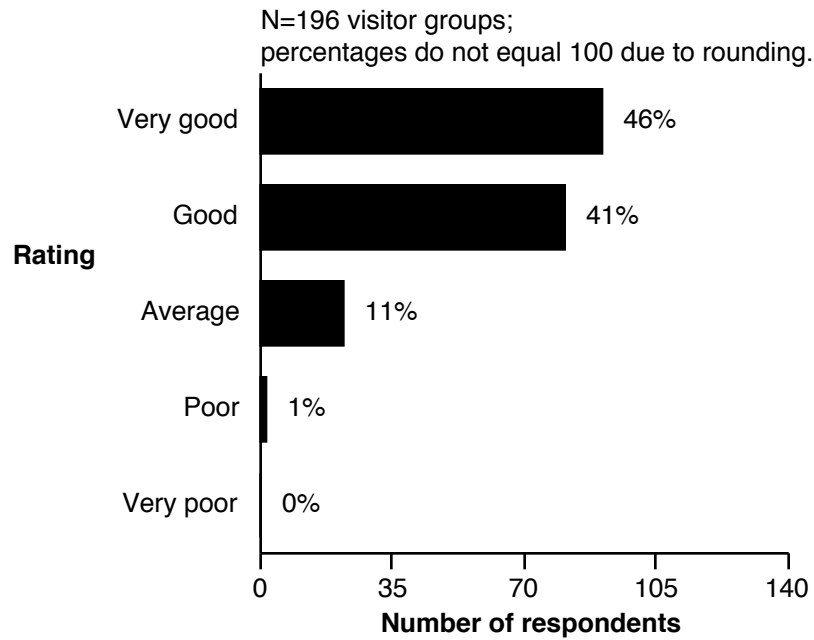


Figure 48: Quality of Jenny Lake Visitor Center

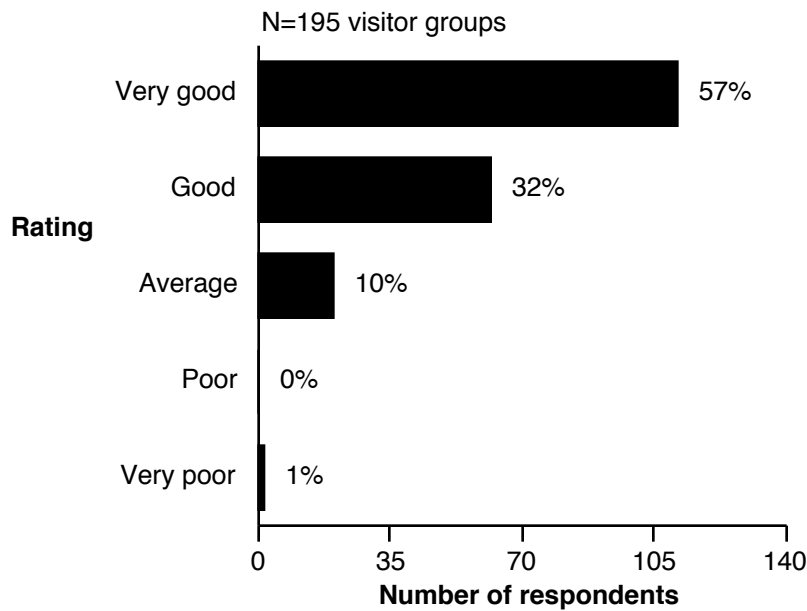


Figure 49: Quality of Colter Bay Visitor Center/Museum

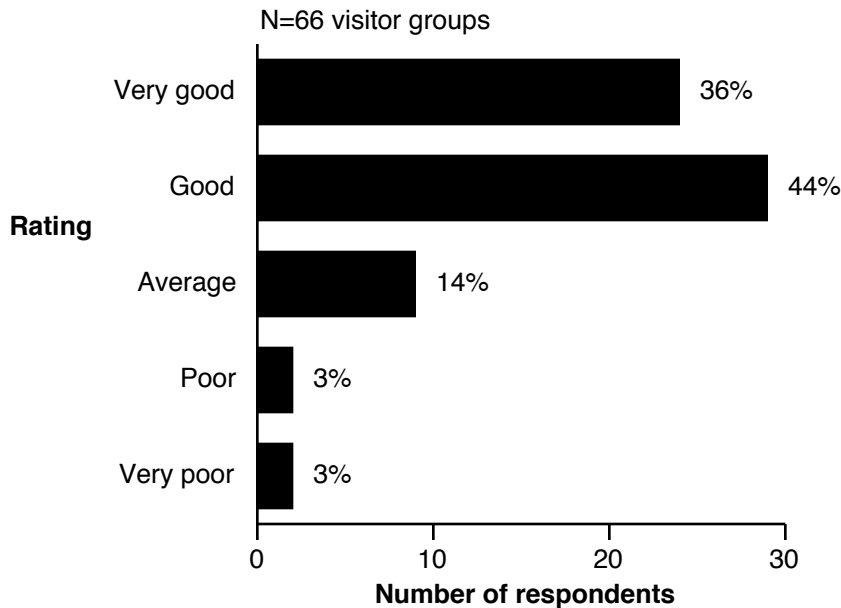


Figure 50: Quality of Flagg Ranch Visitor Center

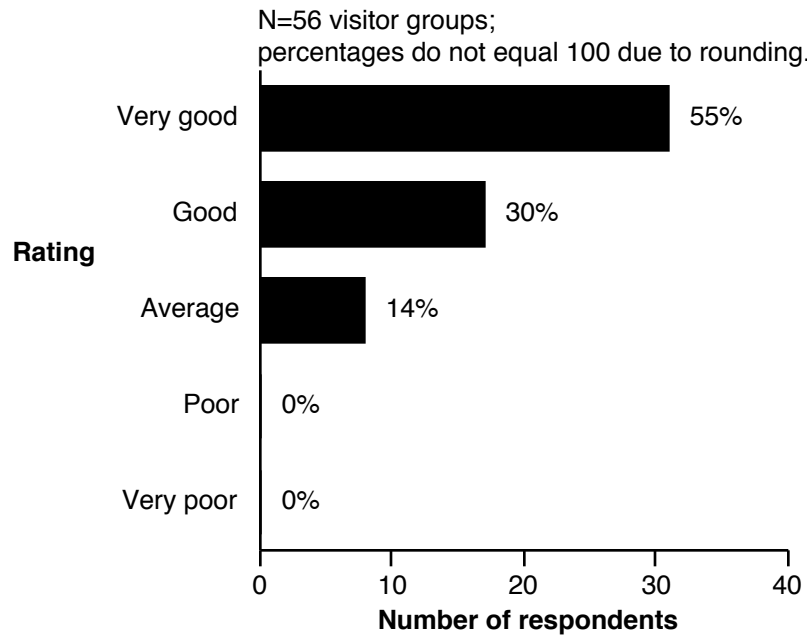


Figure 51: Quality of orientation slide shows/videos

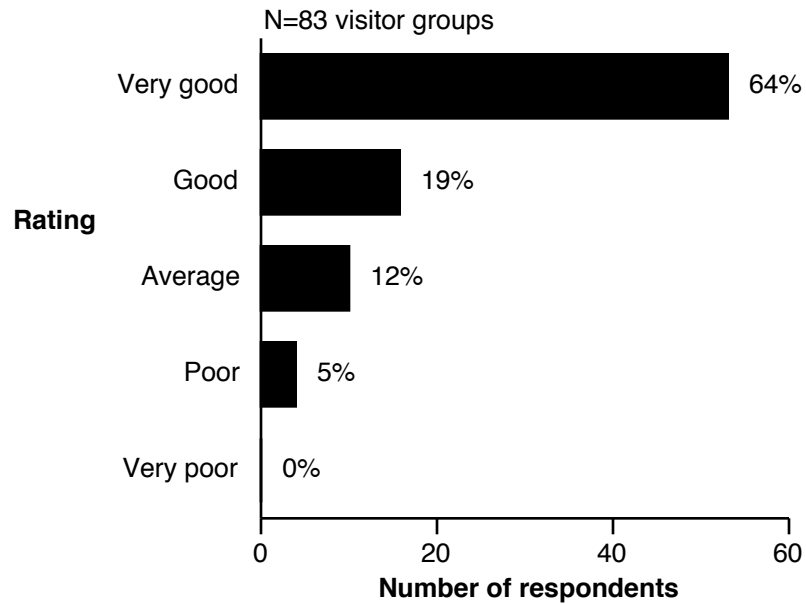


Figure 52: Quality of ranger-led programs/activities

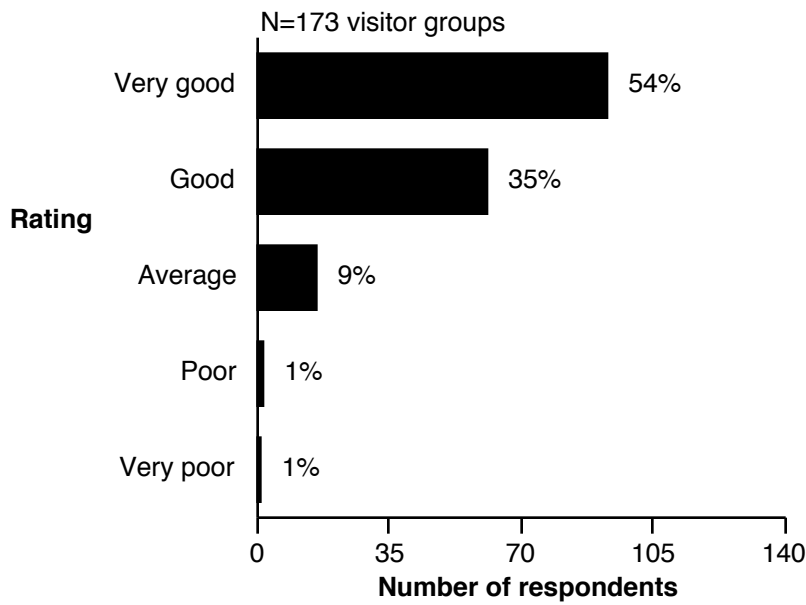


Figure 53: Quality of self-guided trail brochures

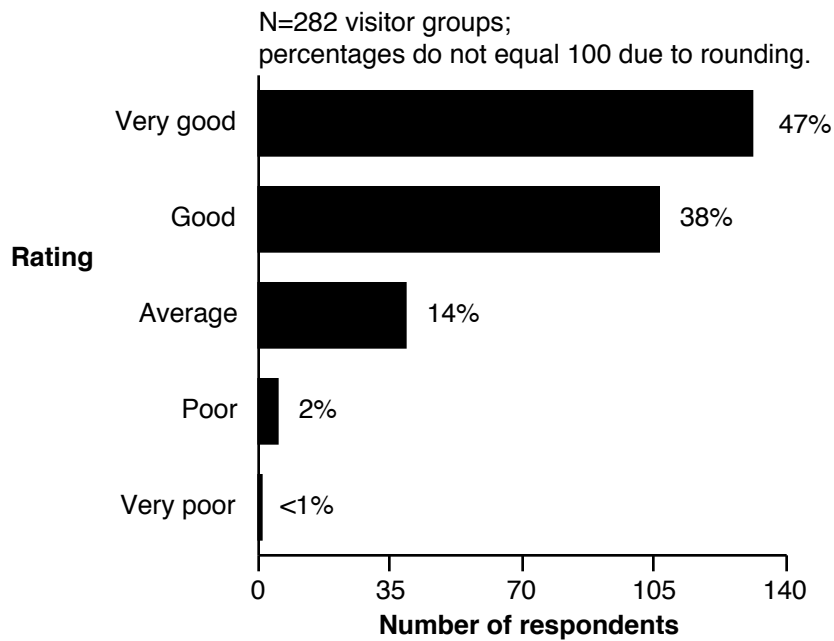


Figure 54: Quality of roadside exhibits

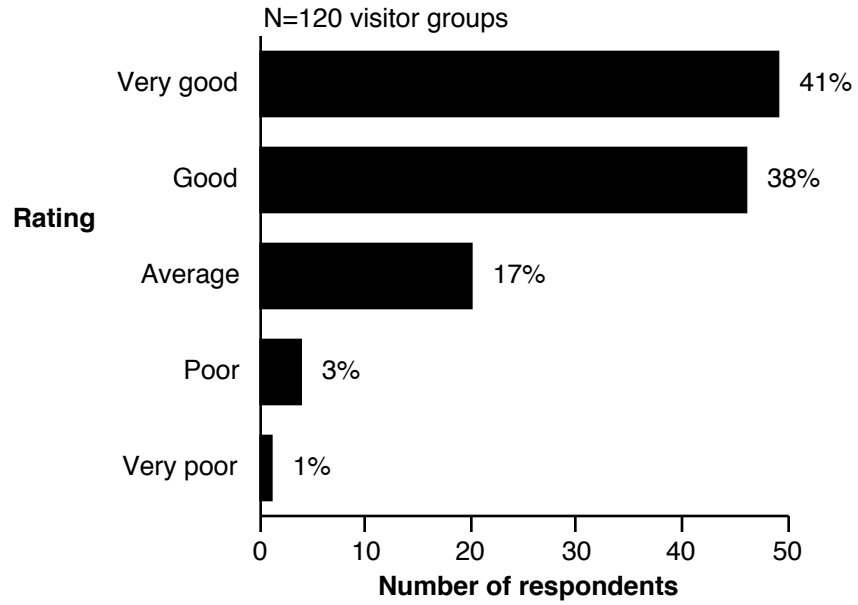


Figure 55: Quality of informational bulletin boards

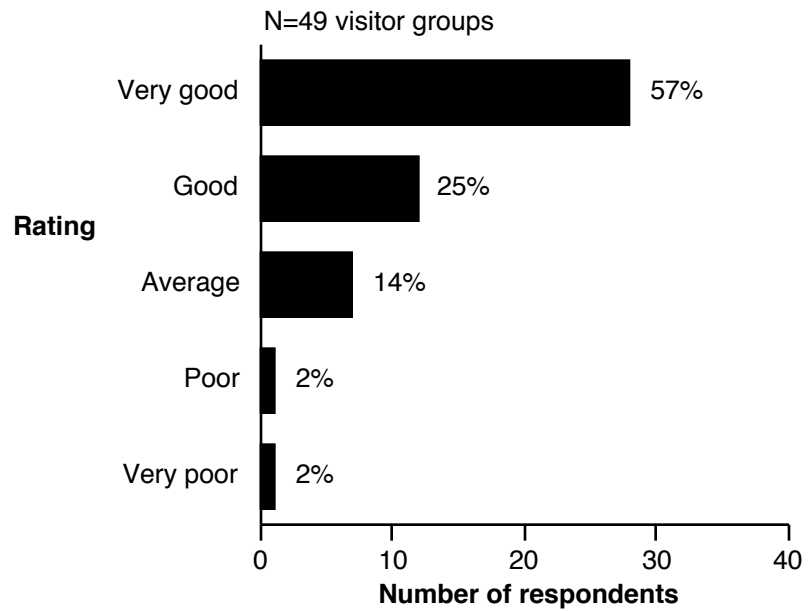


Figure 56: Quality of interagency Information Center (in Jackson, Wyoming)

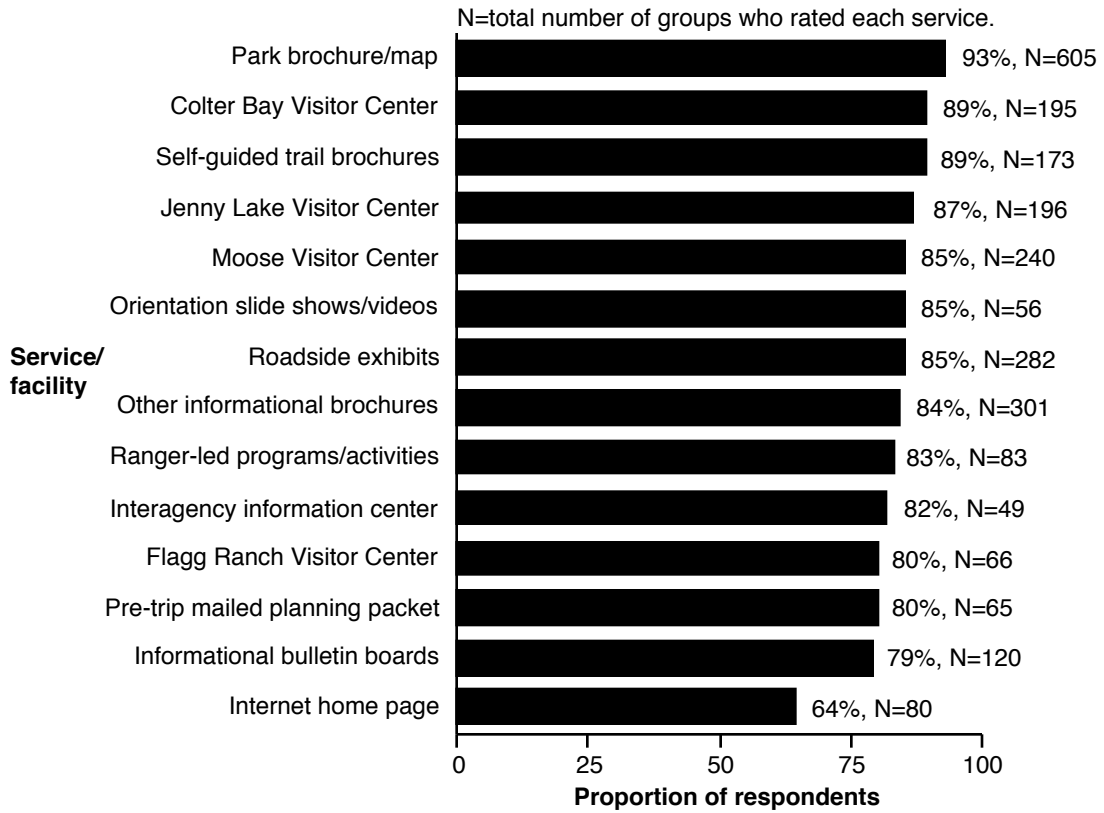


Figure 57: Combined proportions of "very good" and "good" quality ratings for information and ranger services used by visitors

Visitor concession services and facilities: use, importance and quality The most commonly used concession services and facilities at Grand Teton NP were the camper/gift stores (58%), food service (54%) overnight lodging (35%), as shown in Figure 58. The least used services were the guided fishing float trip and guided climbing trip (each 1%).

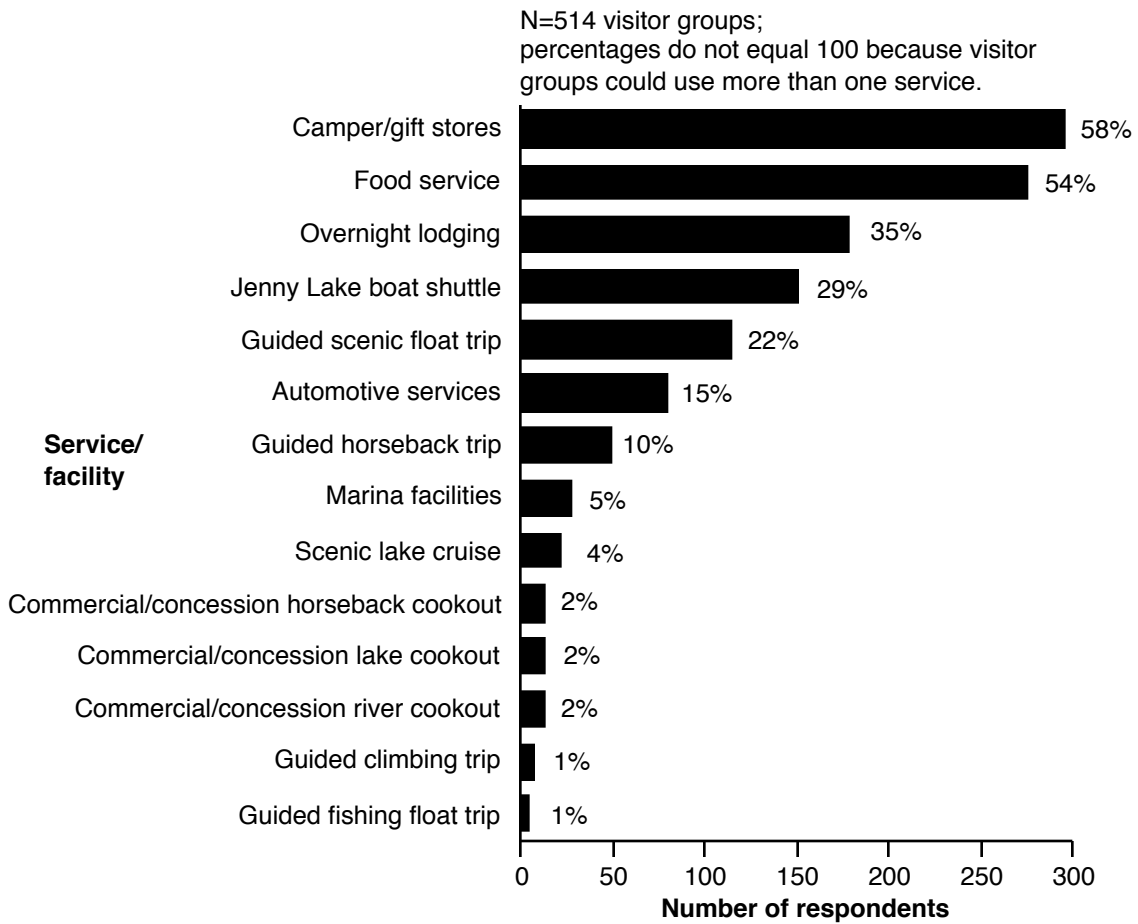


Figure 58: Use of concession services and facilities

Visitors rated the importance and quality of each of the concession services and facilities they used. They used five point scales below:

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 59 shows the average importance and quality ratings for each concession service and facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 59. All services were rated above average in importance and quality. Note that the following services/facilities were not rated by enough groups to provide reliable information: guided climbing trip, guided fishing float trip, commercial/concession lake cookout, commercial/concession river cookout, commercial/concession horseback cookout, scenic lake cruise and marina facilities.

Figures 60-73 show that several services received the highest "very important" to "extremely important" ratings: overnight lodging (97%), guided scenic float trip (88%) and guided horseback trip (87%). The highest "not important" rating was for automotive services (3%).

Figures 74-87 show that several services were given high "good" to "very good" quality ratings: guided scenic float trip (95%), guided horseback trip (81%) and Jenny Lake boat shuttle (80%).

Figure 88 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

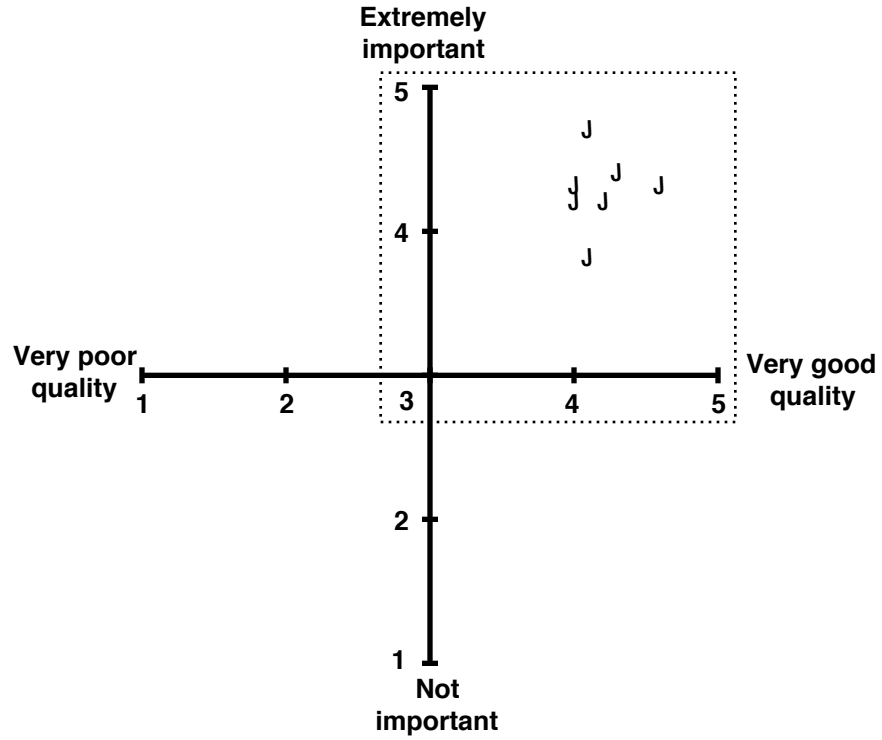


Figure 59: Average ratings of concession service and facility importance and quality

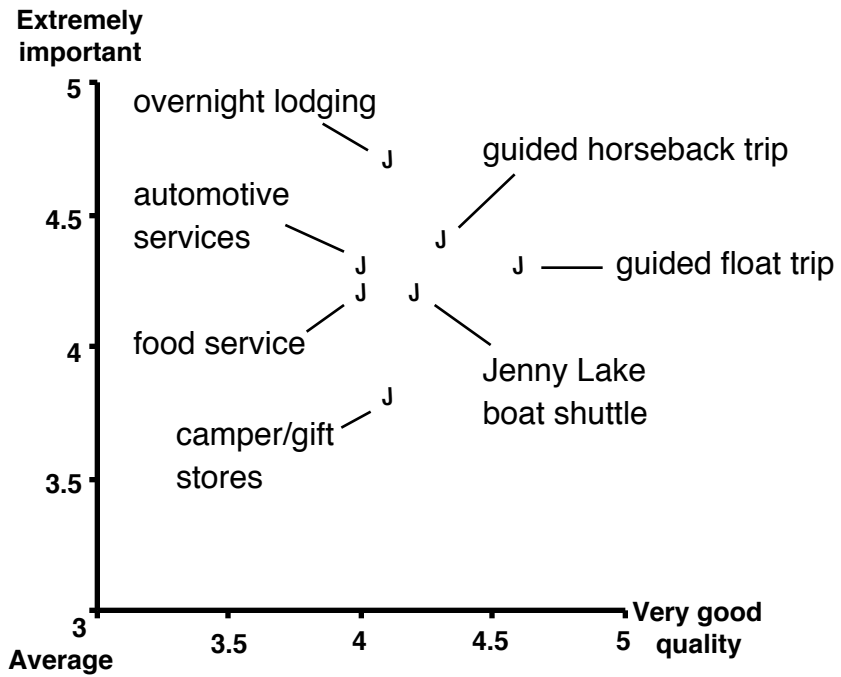


Figure 59: Detail

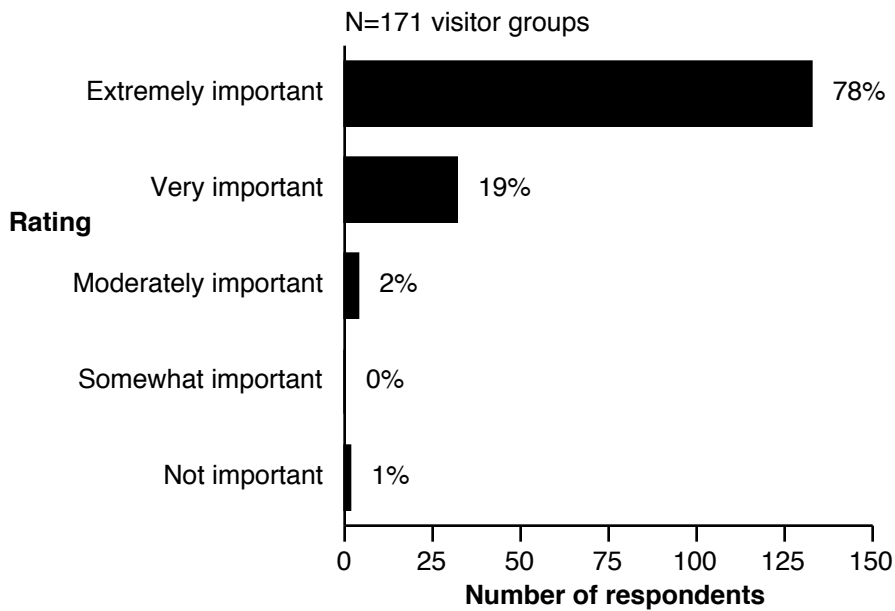


Figure 60: Importance of overnight lodging

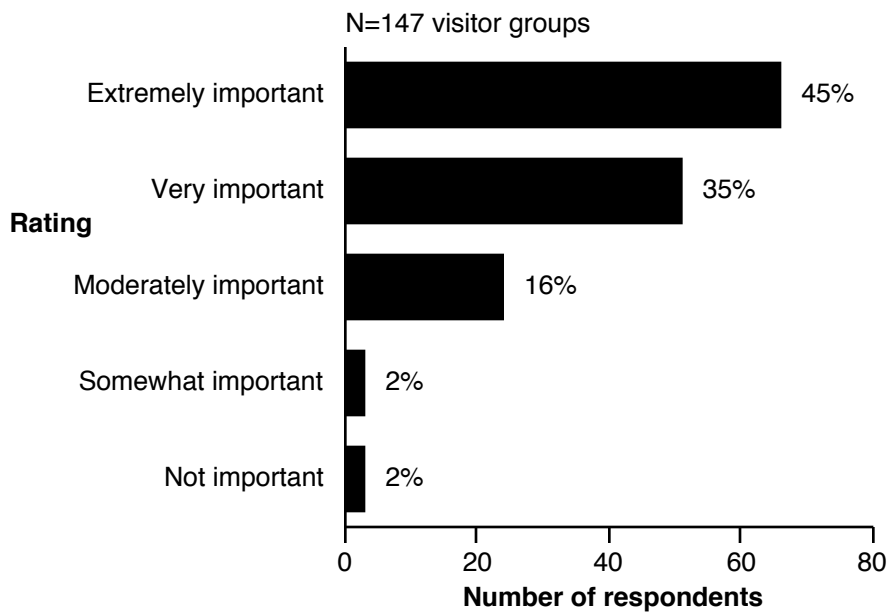


Figure 61: Importance of Jenny Lake boat shuttle

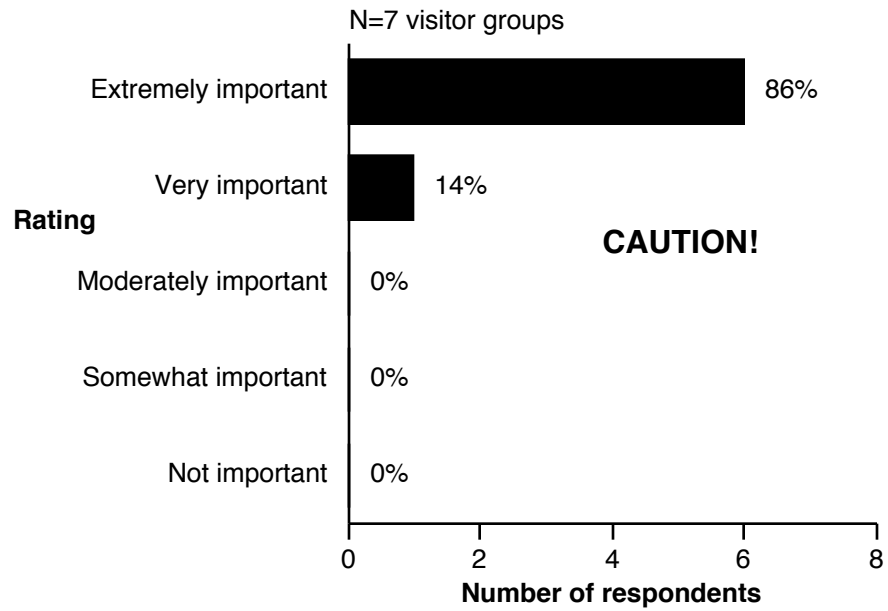


Figure 62: Importance of guided climbing trip

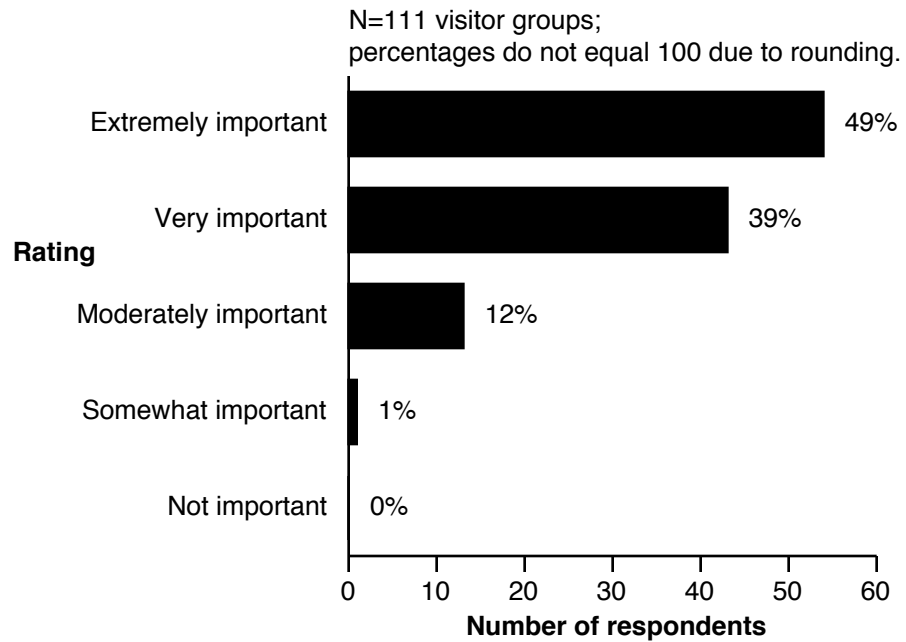


Figure 63: Importance of guided scenic float trip

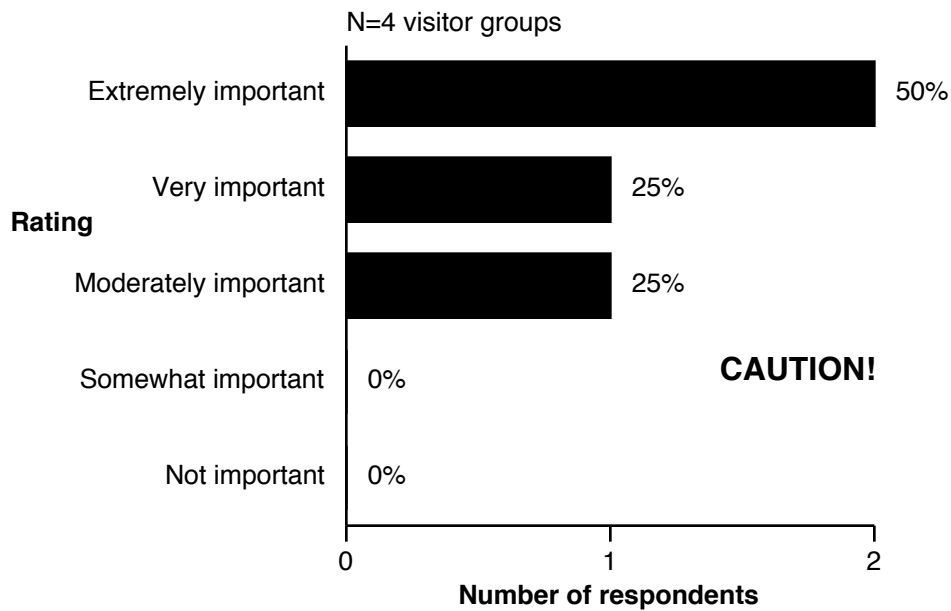


Figure 64: Importance of guided fishing float trip

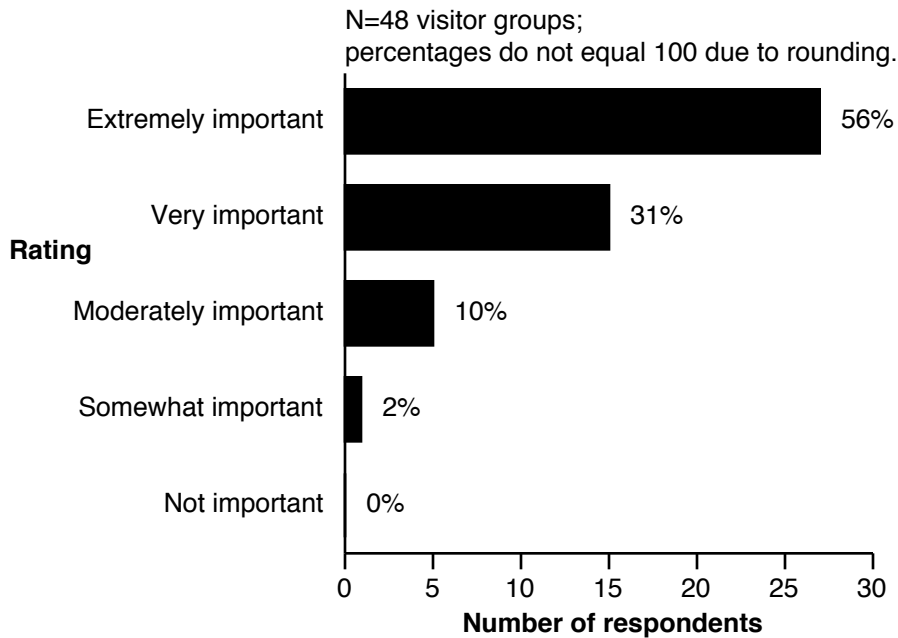


Figure 65: Importance of guided horseback trip

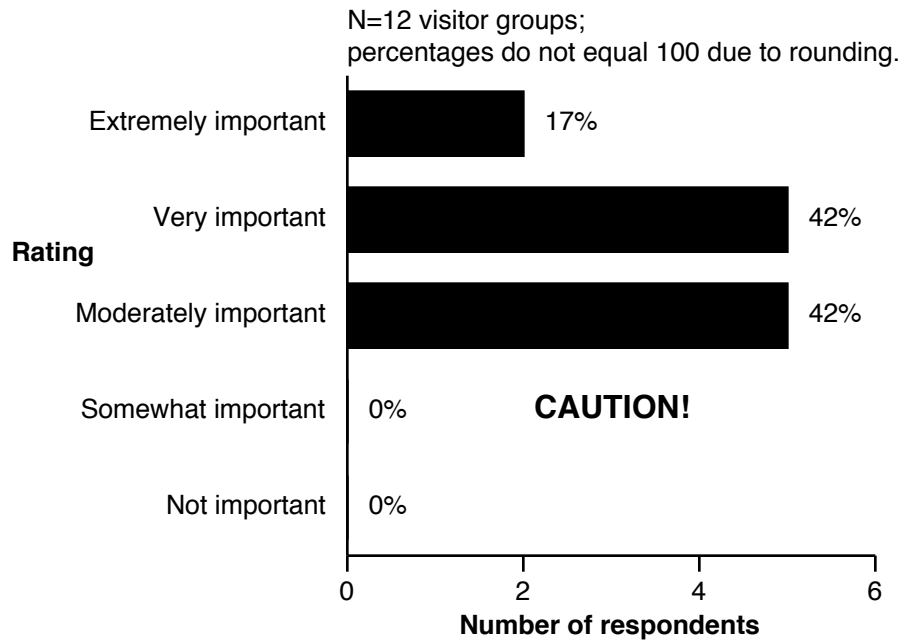


Figure 66: Importance of commercial/concession lake cookout

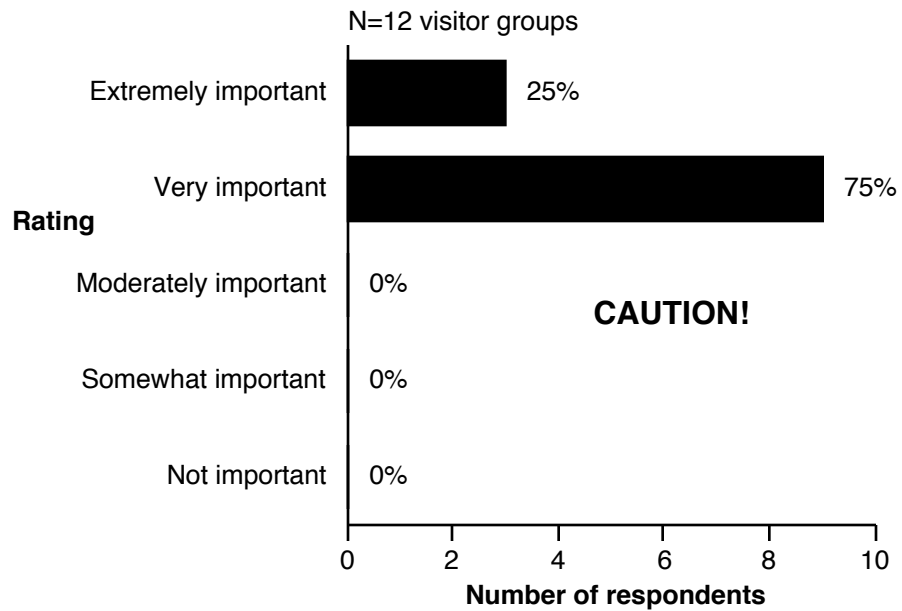


Figure 67: Importance of commercial/concession river cookout

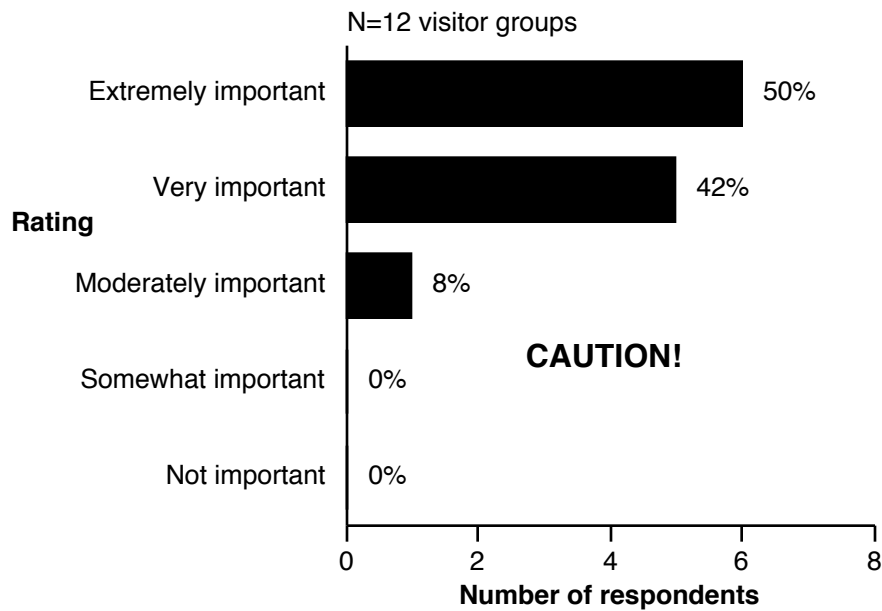


Figure 68: Importance of commercial/concession horseback cookout

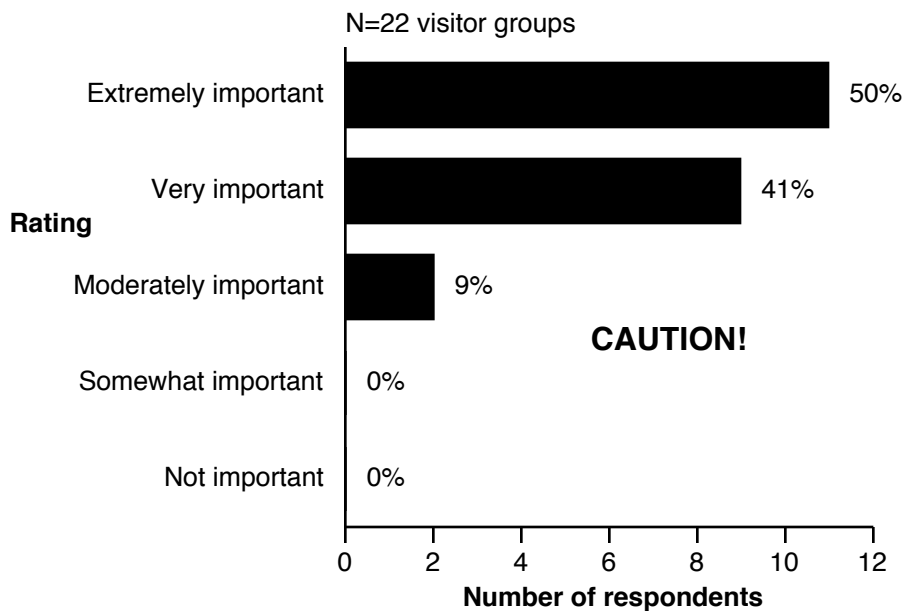


Figure 69: Importance of scenic lake cruise

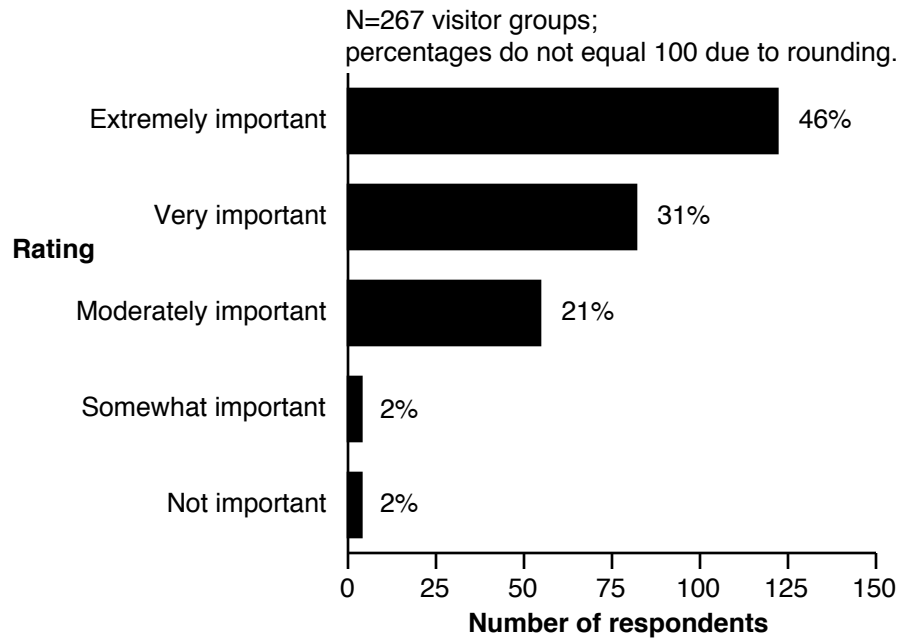


Figure 70: Importance of food service

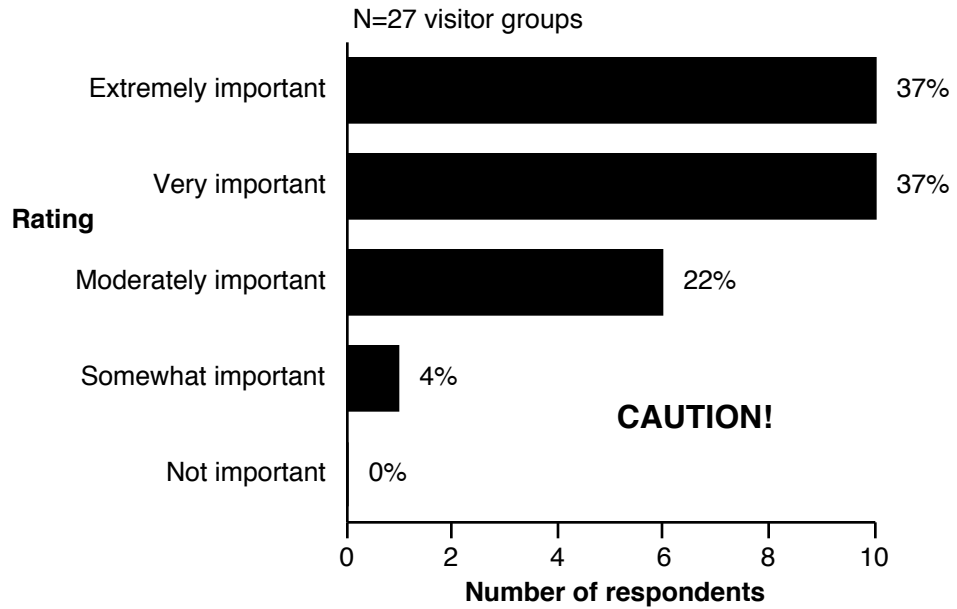


Figure 71: Importance of marina facilities

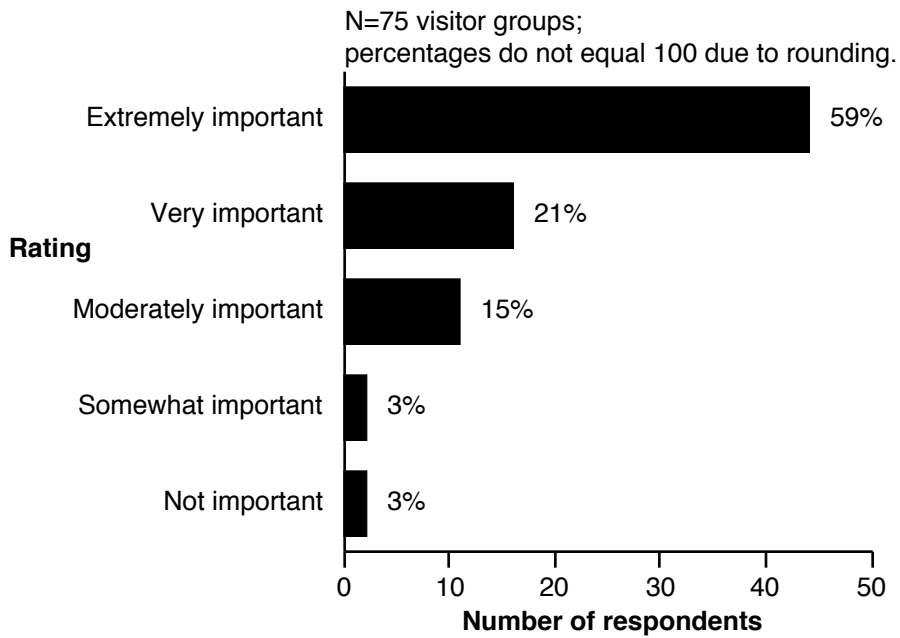


Figure 72: Importance of automotive services

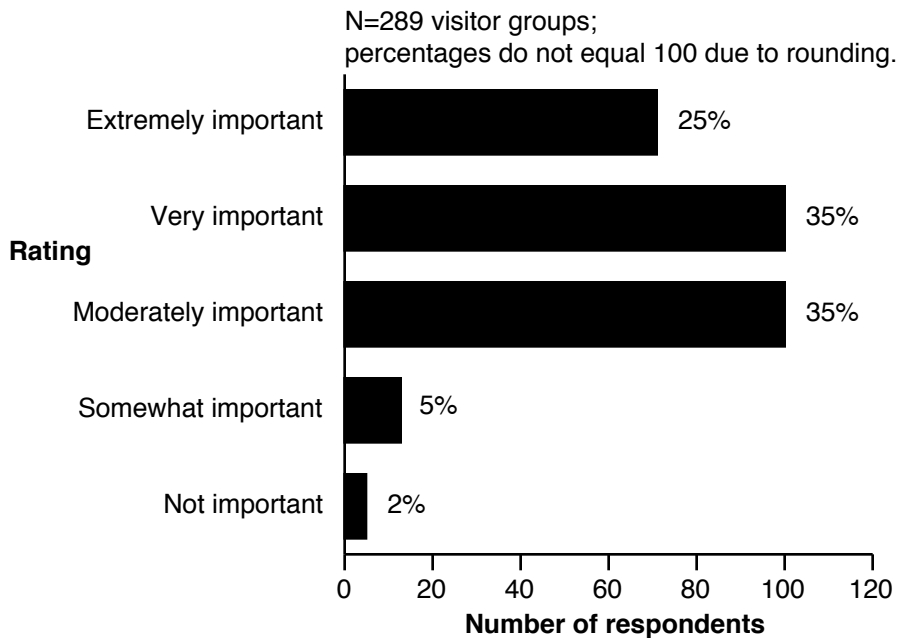


Figure 73: Importance of camper/gift stores

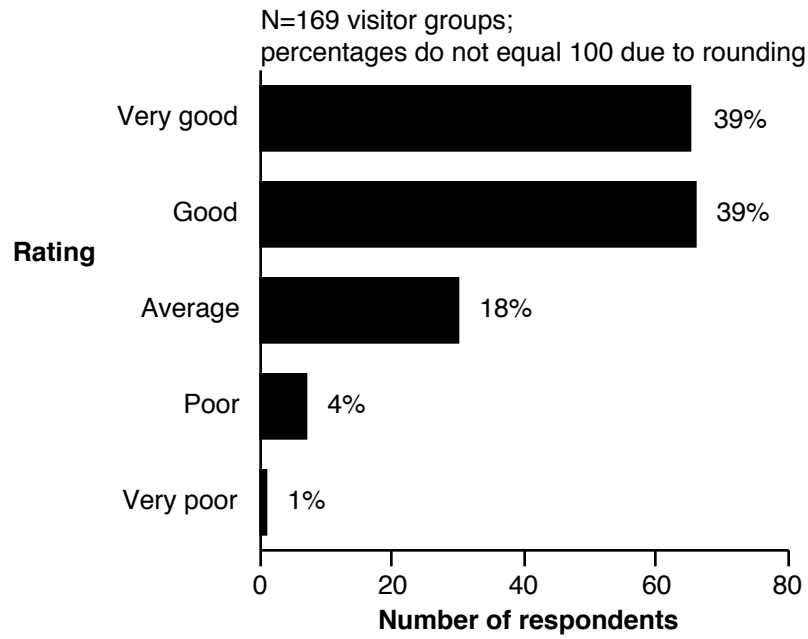


Figure 74: Quality of overnight lodging

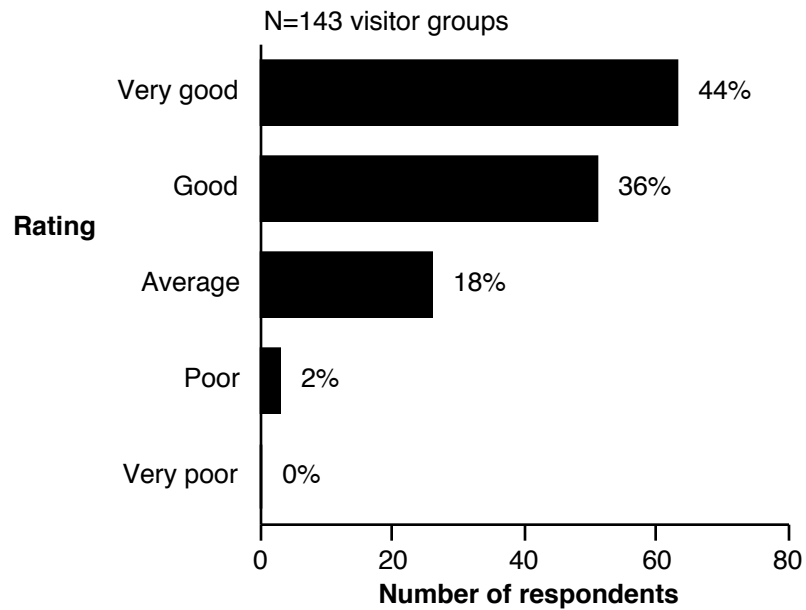


Figure 75: Quality of Jenny Lake boat shuttle

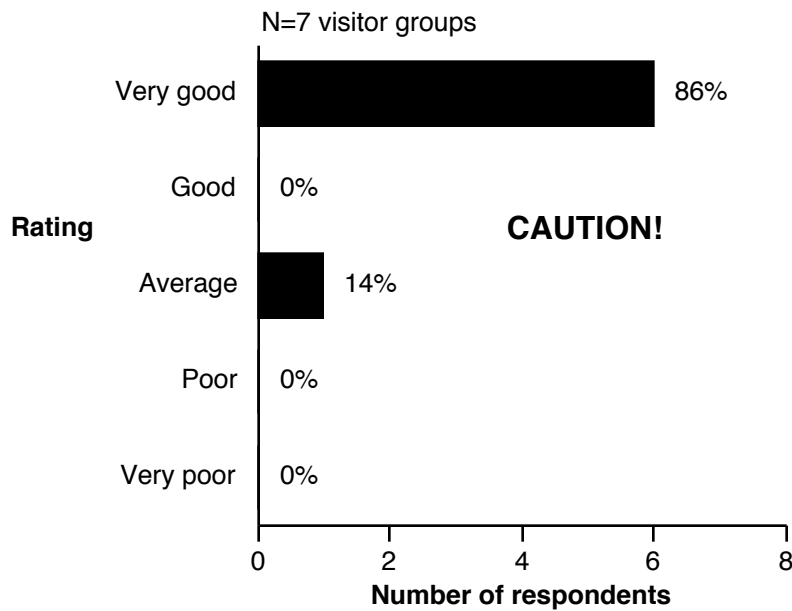


Figure 76: Quality of guided climbing trip

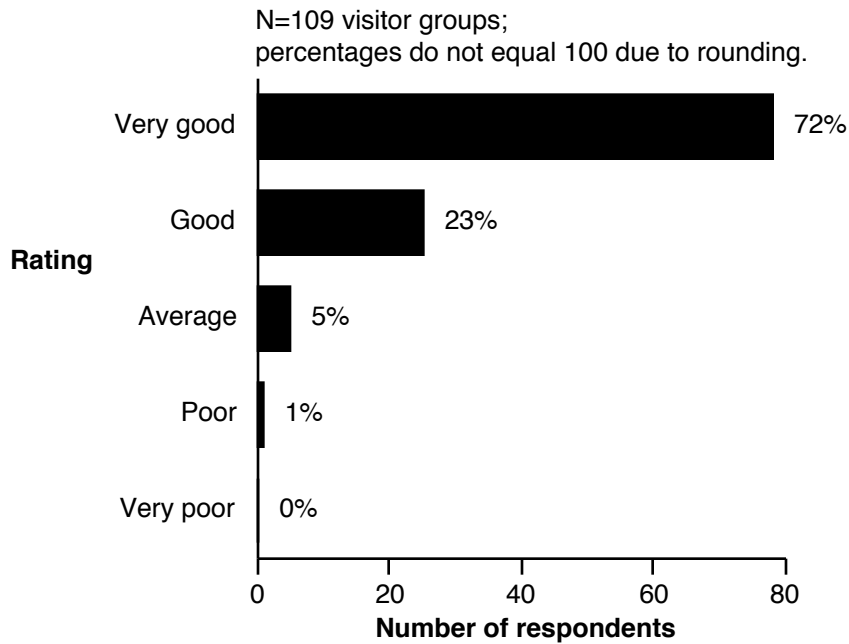


Figure 77: Quality of guided scenic float trip

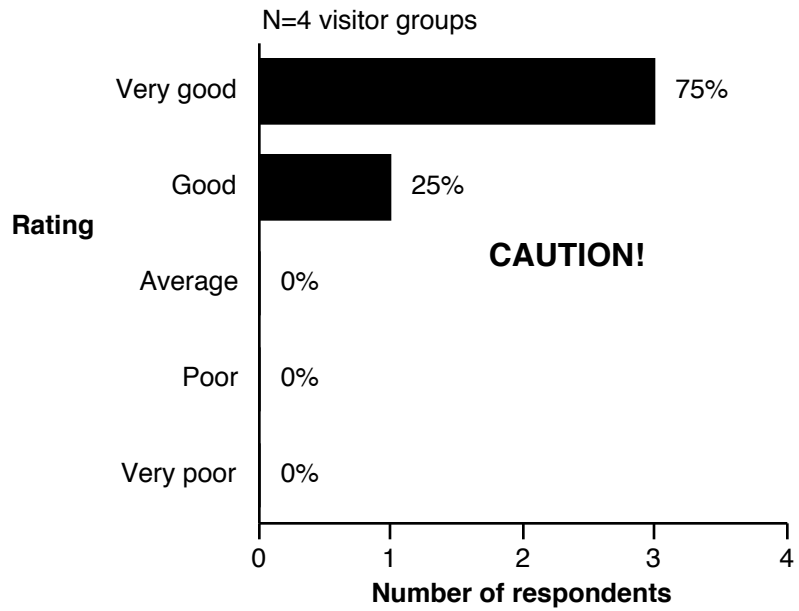


Figure 78: Quality of guided fishing float trip

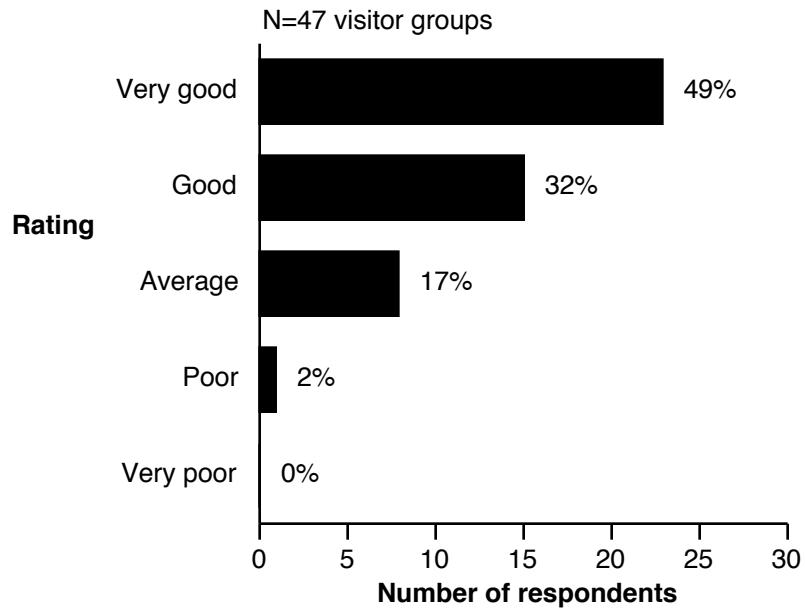


Figure 79: Quality of guided horseback trip

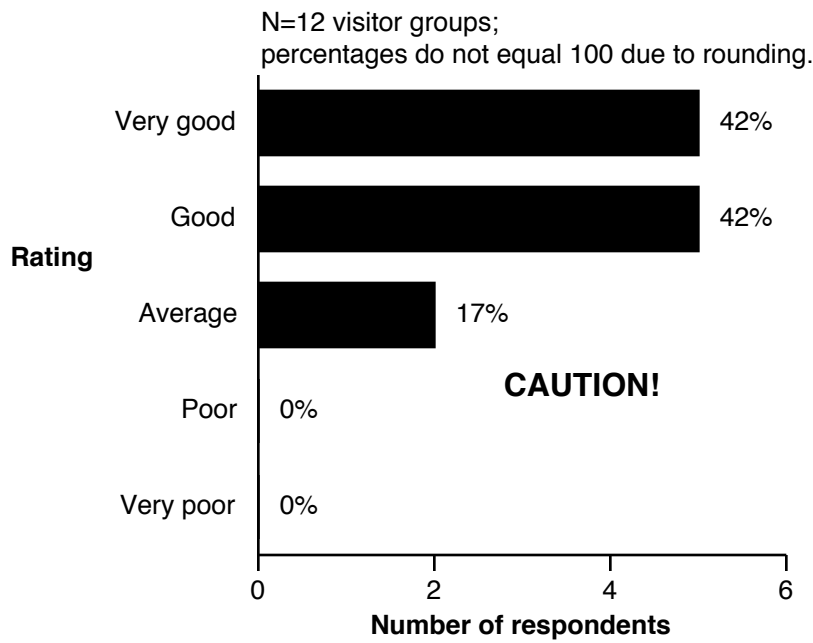


Figure 80: Quality of commercial/concession lake cookout

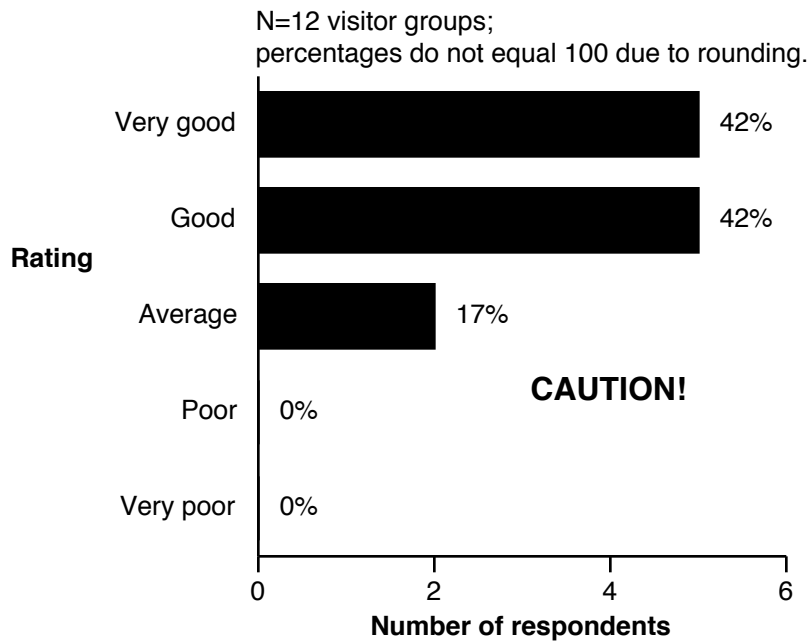


Figure 81: Quality of commercial/concession river cookout

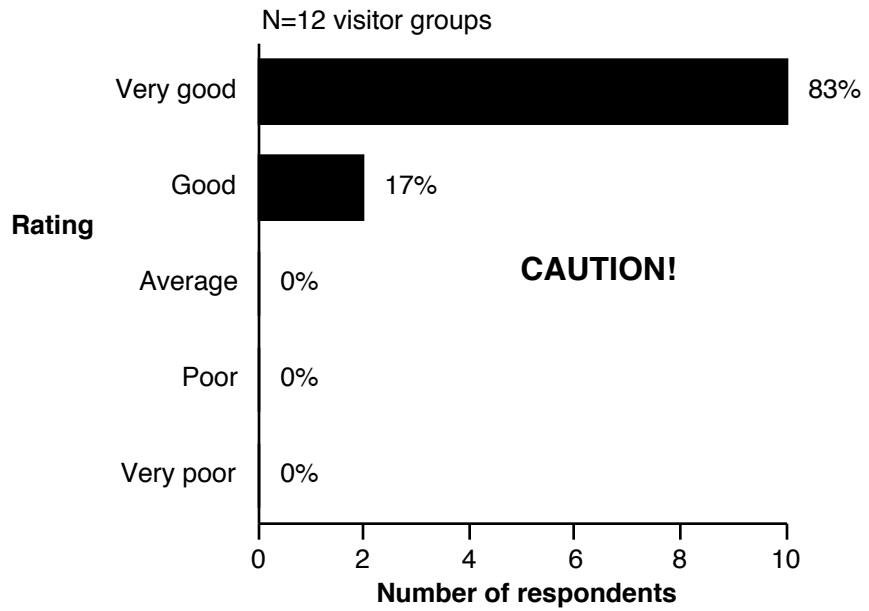


Figure 82: Quality of commercial/concession horseback cookout

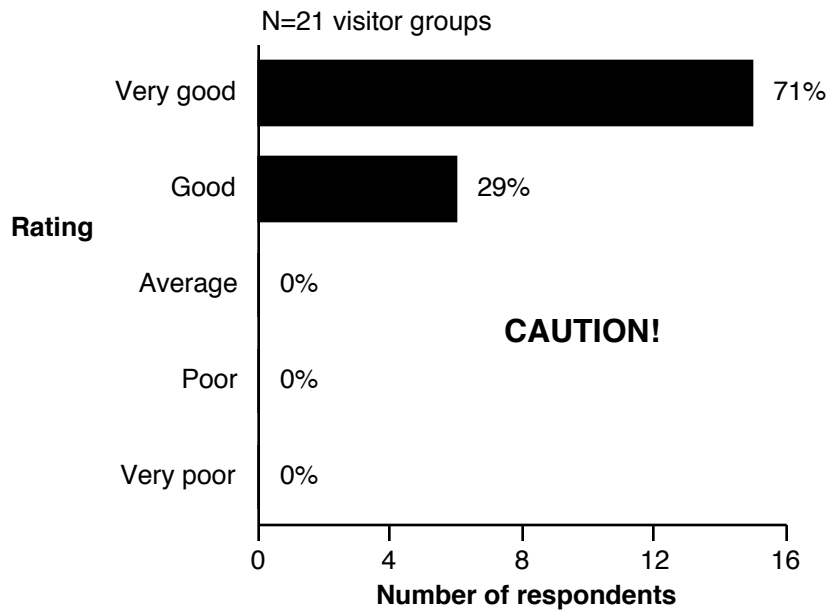


Figure 83: Quality of scenic lake cruise

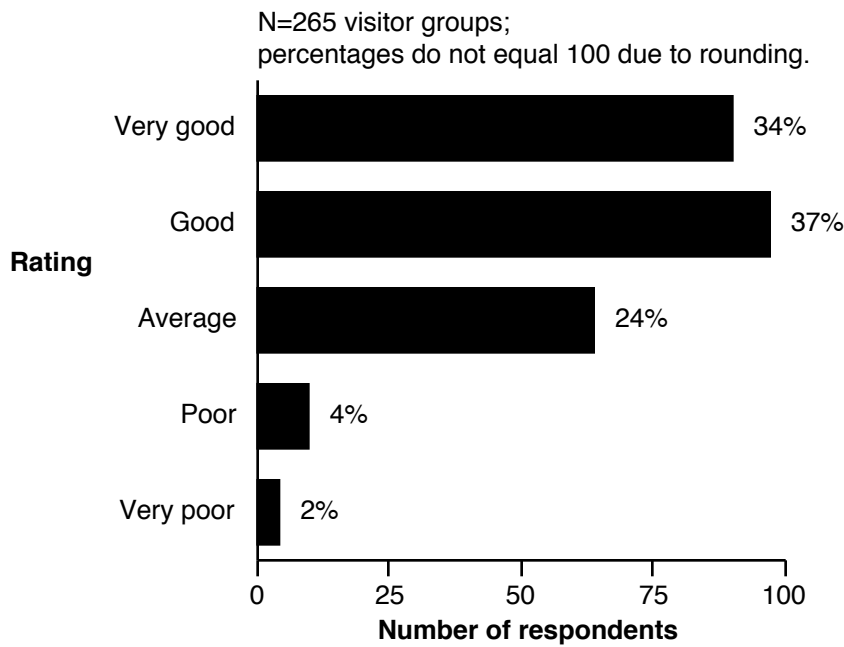


Figure 84: Quality of food service

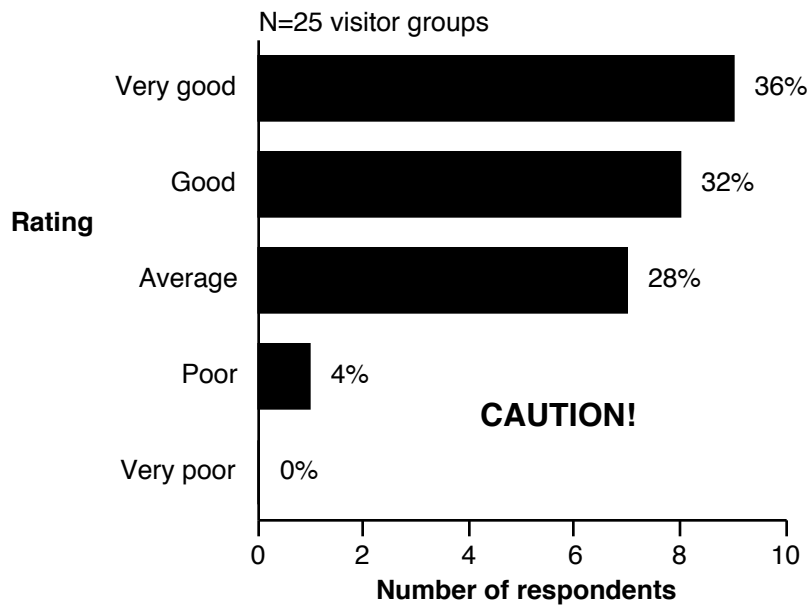


Figure 85: Quality of marina facilities

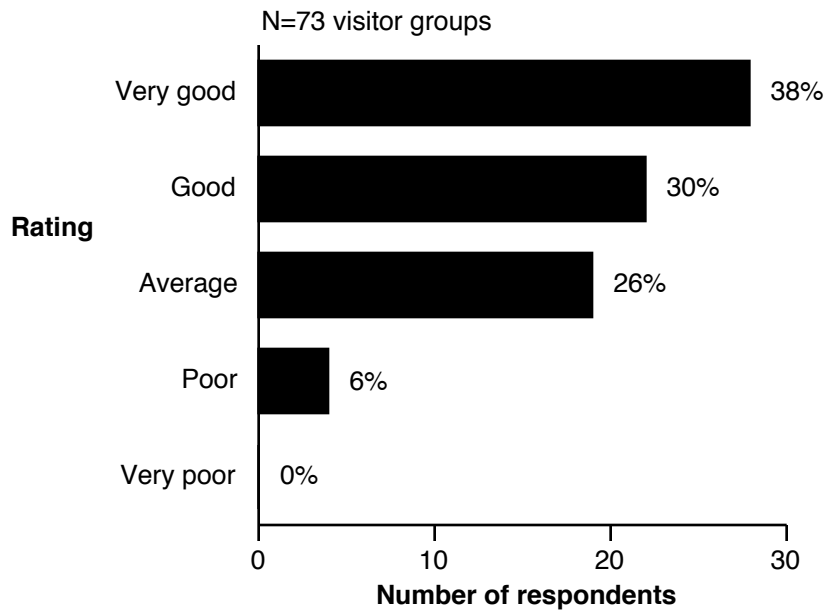


Figure 86: Quality of automotive services

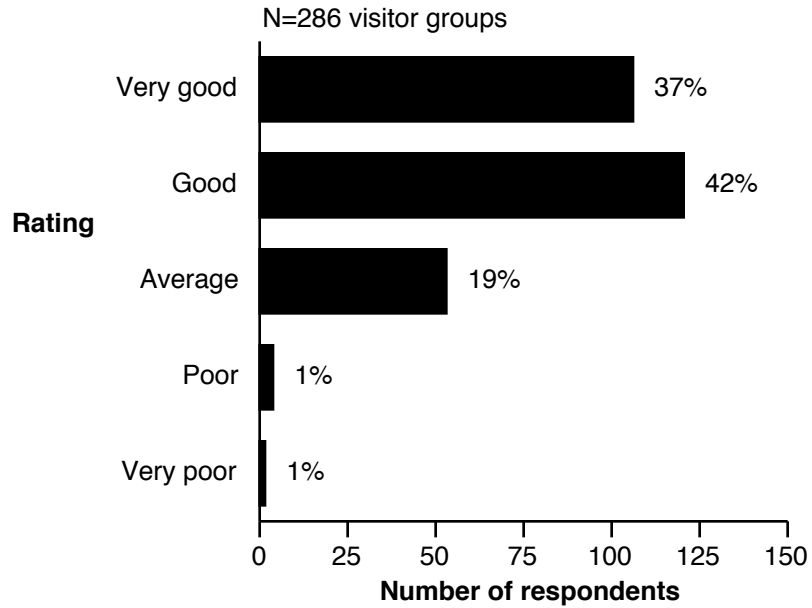


Figure 87: Quality of camper/gift stores

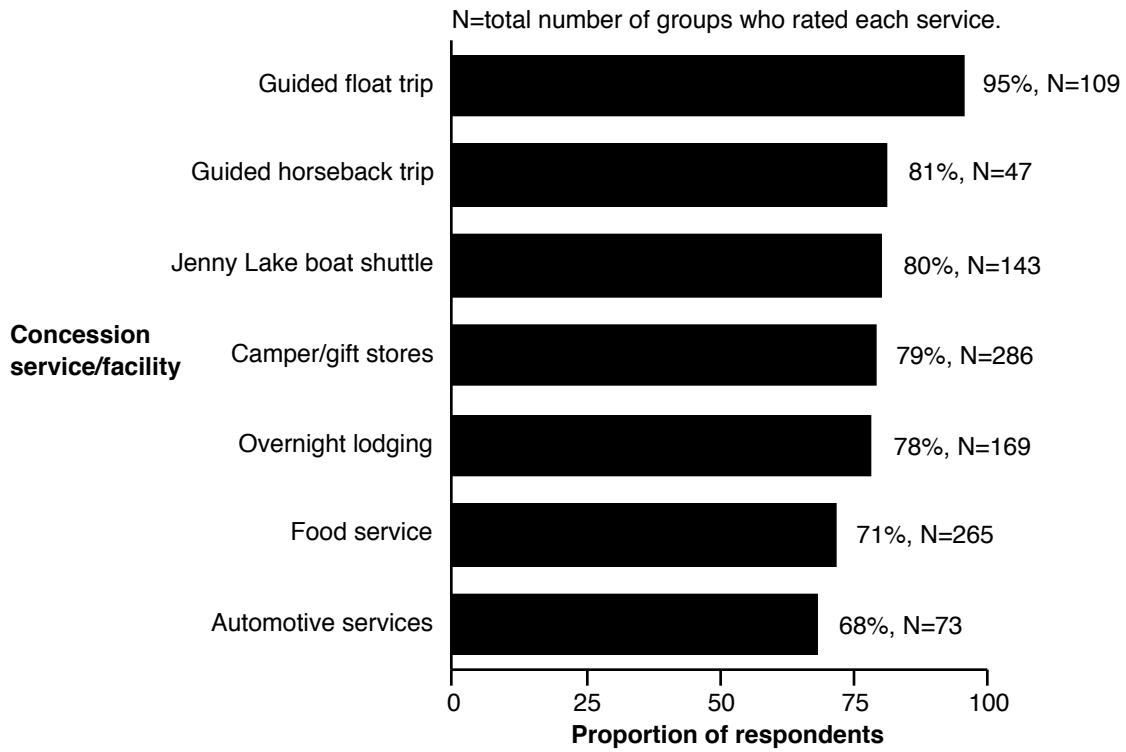


Figure 88: Combined proportions of "very good" and "good" quality ratings for concession services/ facilities used by visitors

Visitor facilities: use, importance and quality The most commonly used visitor facilities at Grand Teton NP were the roads/scenic pullouts (81%), park directional signs (81%) and restrooms (80%), as shown in Figure 89. The least used facility was handicapped access (1%).

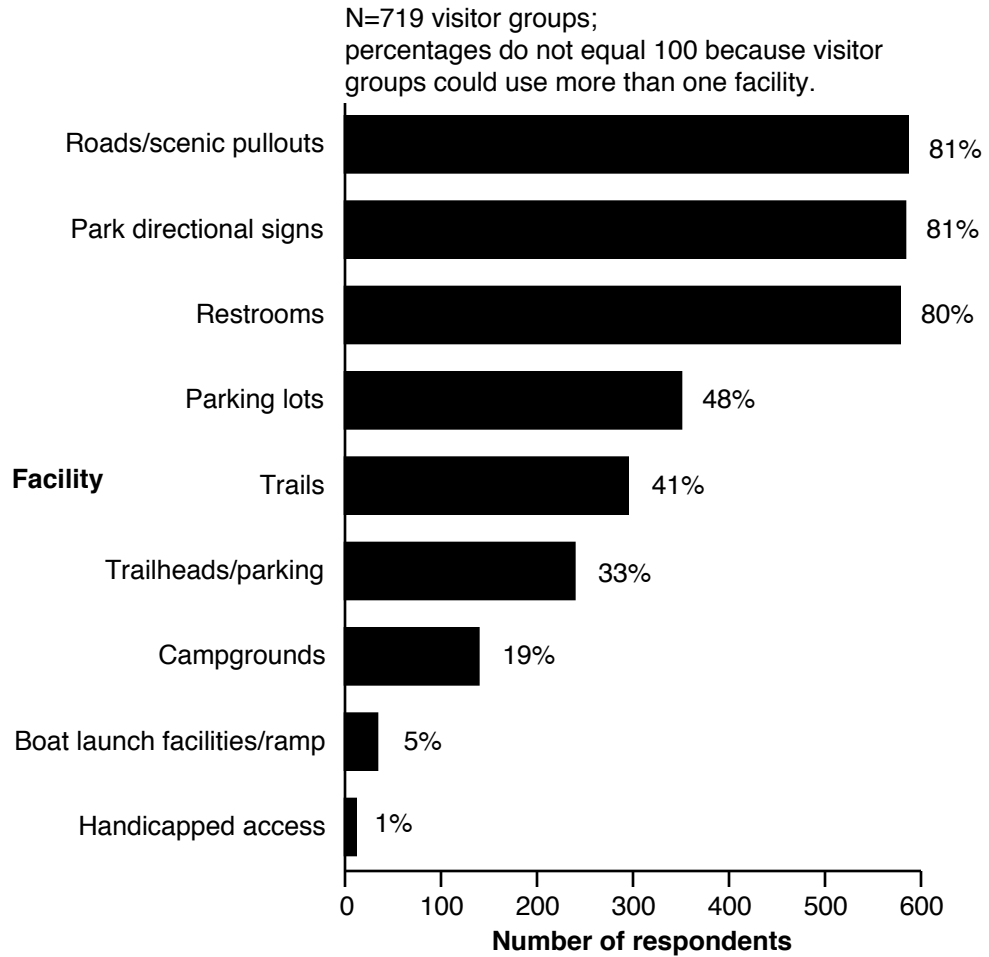


Figure 89: Use of visitor facilities

Visitors rated the importance and quality of each of the visitor facilities they used. They used five point scales below:

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

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

Figure 90 shows the average importance and quality ratings for each facility. An average score was determined for each facility based on ratings by visitors who used that facility. This was done for both importance and quality. The results were plotted on the grid shown in Figure 90. All facilities were rated above average in importance and quality.

Figures 91-99 show that several facilities received the highest "very important" to "extremely important" ratings: trails (97%), campgrounds (95%), and park directional signs (94%).

Figures 100-108 show that several facilities were given high "good" to "very good" quality ratings: trails (91%), roads/scenic pullouts (89%) and park directional signs (87%).

Figure 46 combines the "very good" and "good" quality ratings and compares those ratings for all of the facilities.

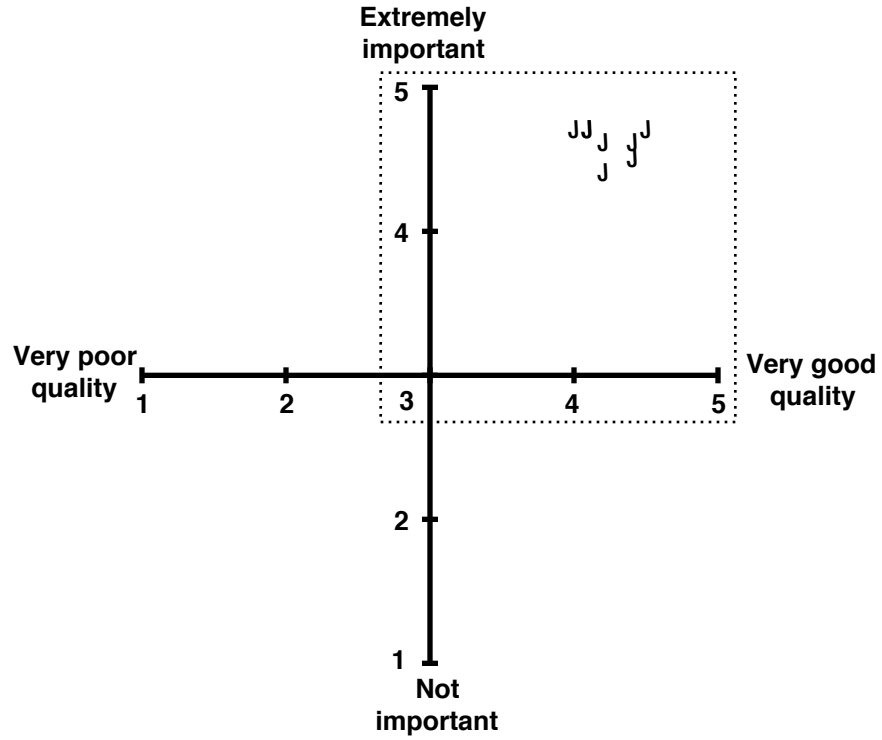


Figure 90: Average ratings of visitor facility importance and quality

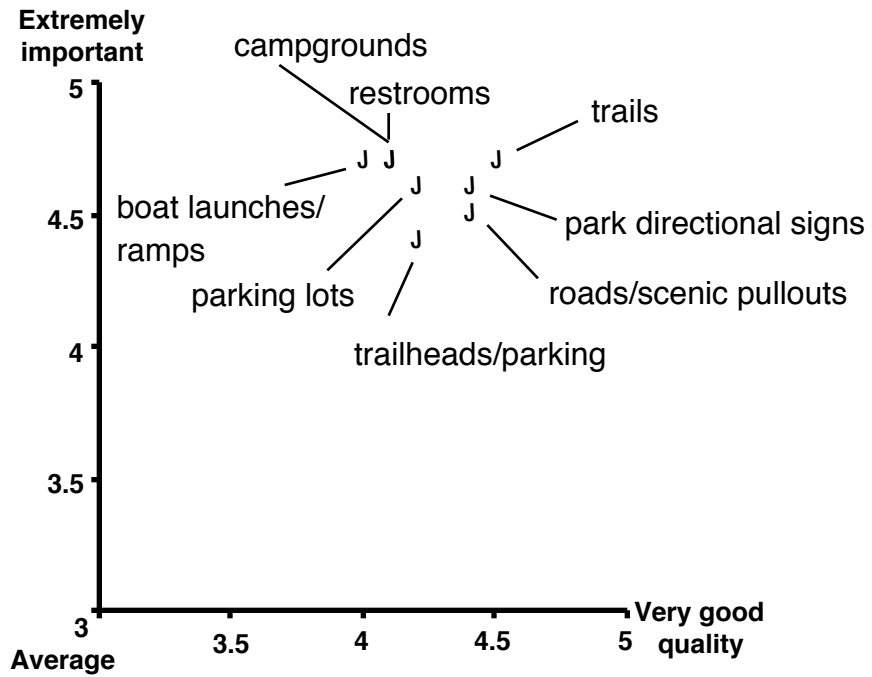


Figure 90: Detail

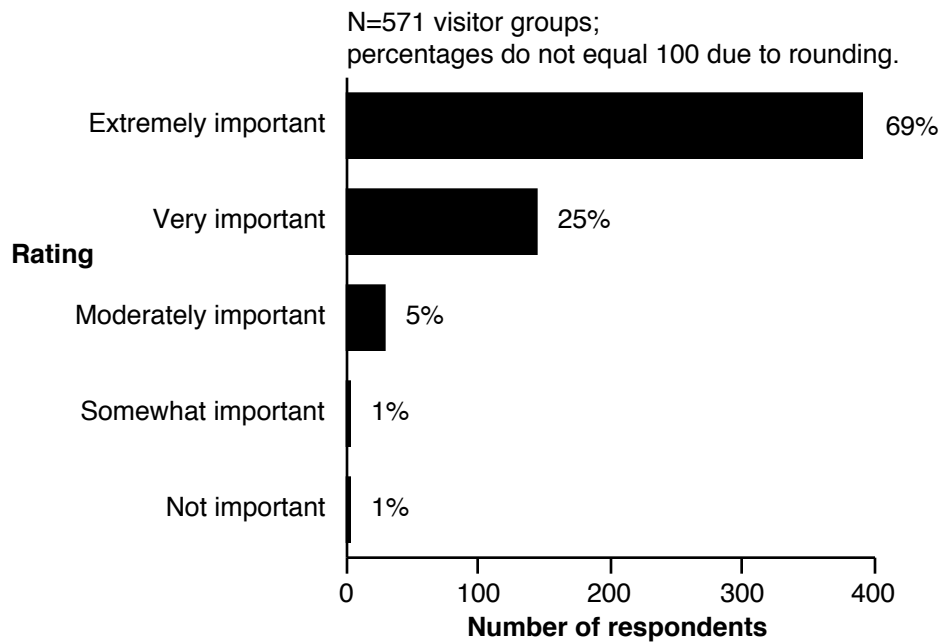


Figure 91: Importance of park directional signs

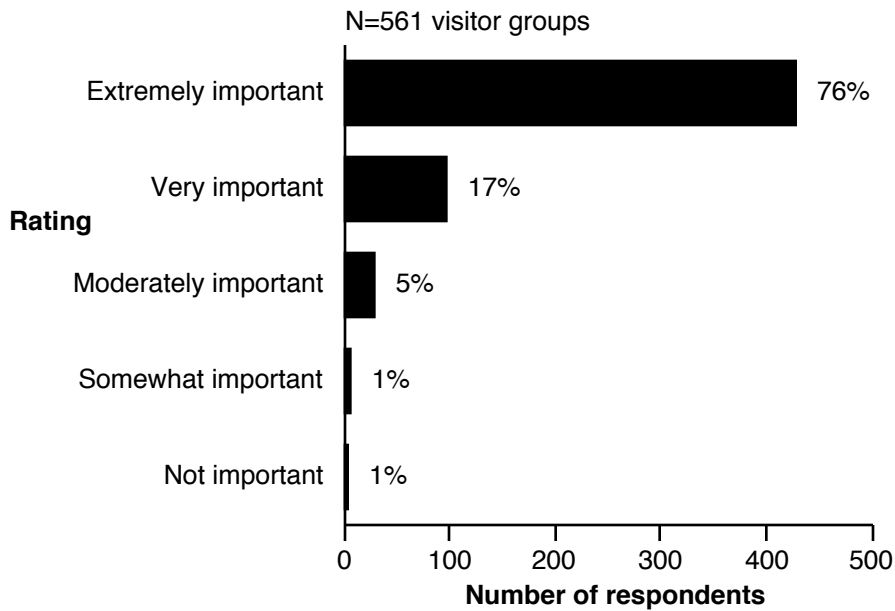


Figure 92: Importance of restrooms

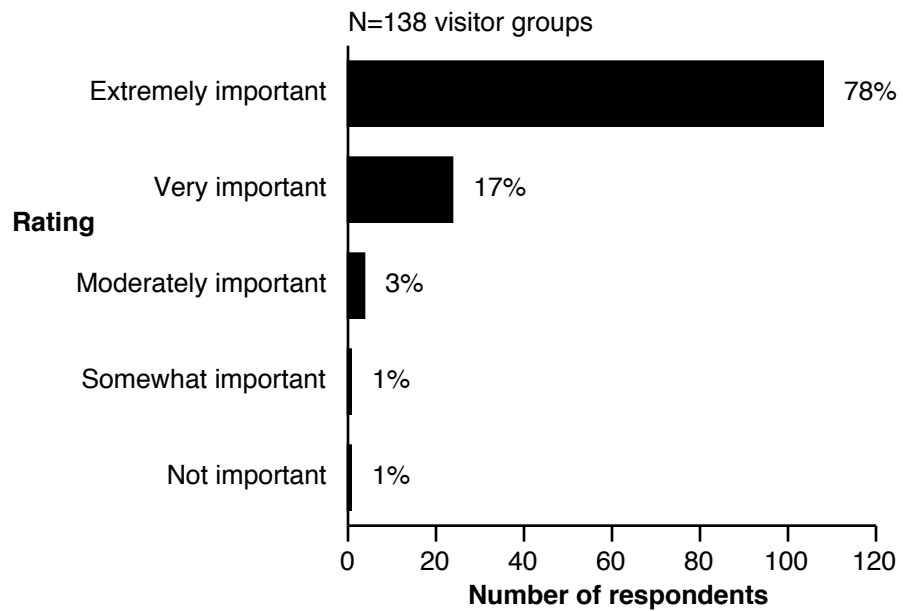


Figure 93: Importance of campgrounds

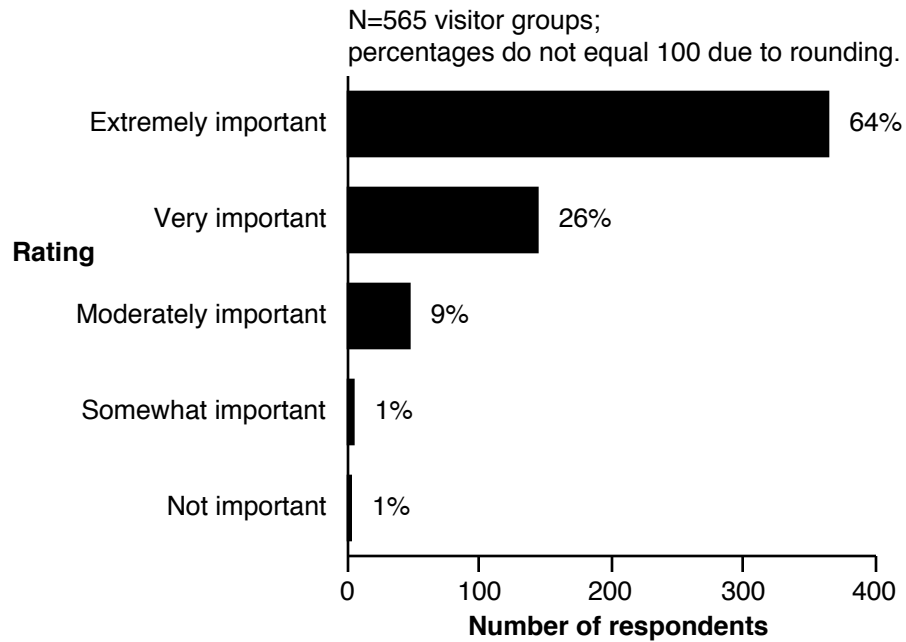


Figure 94: Importance of roads/scenic pullouts

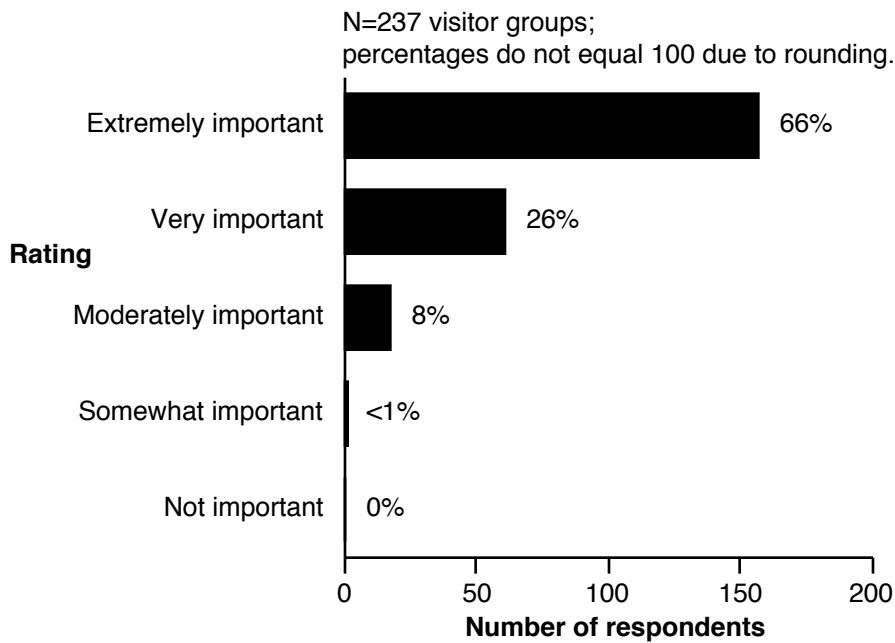


Figure 95: Importance of trailheads/parking

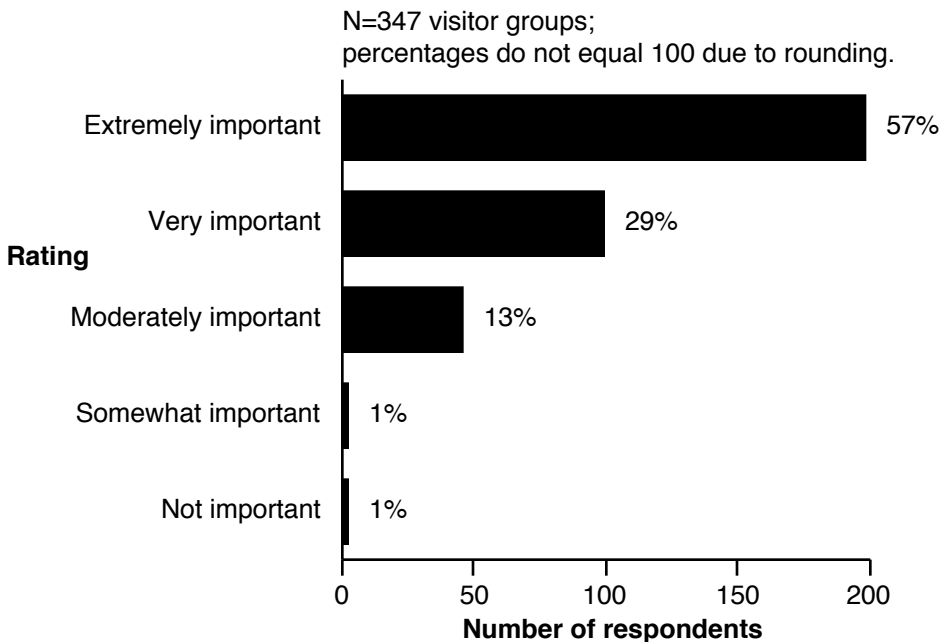


Figure 96: Importance of parking lots (other than trailheads)

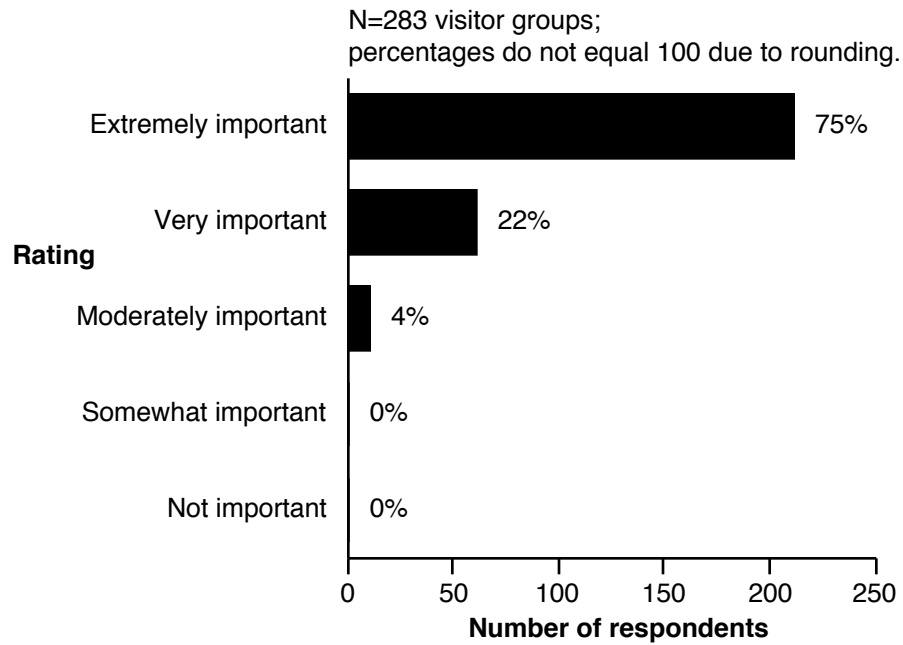


Figure 97: Importance of trails

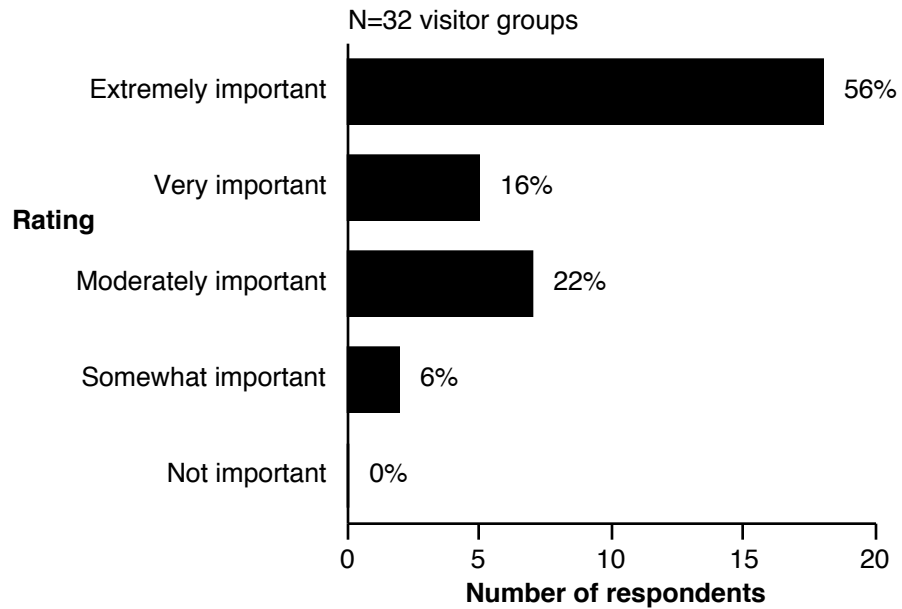


Figure 98: Importance of boat launch facilities/ramps

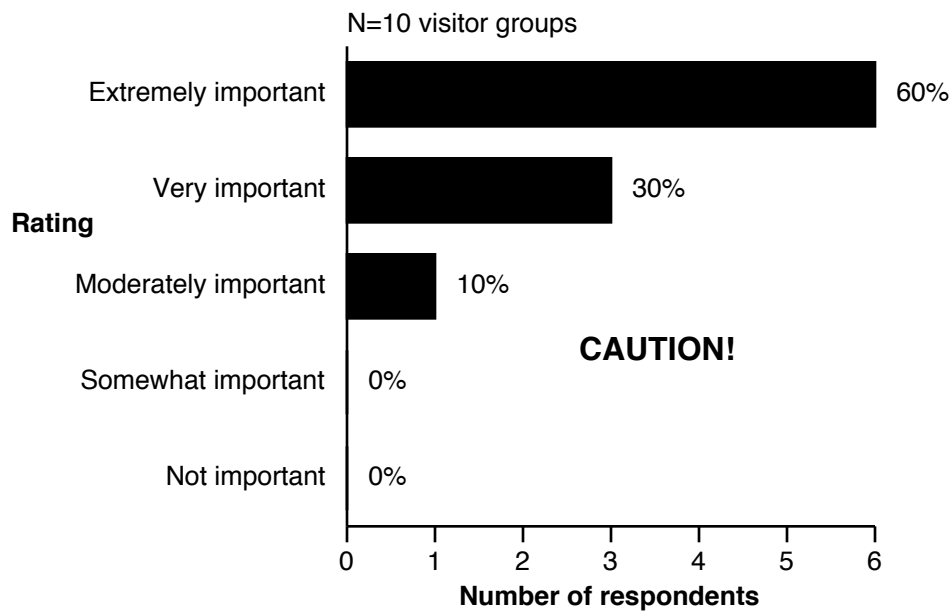


Figure 99: Importance of handicapped accessibility

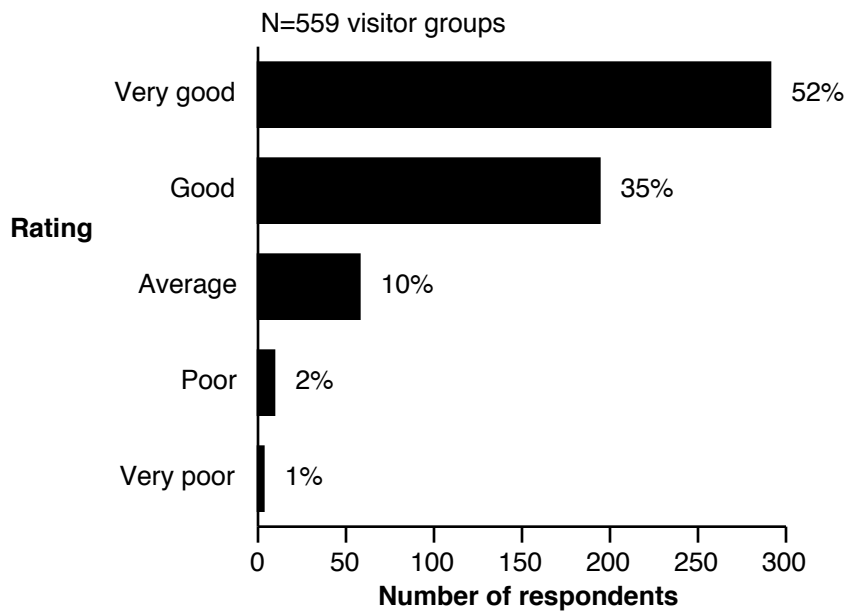


Figure 100: Quality of park directional signs

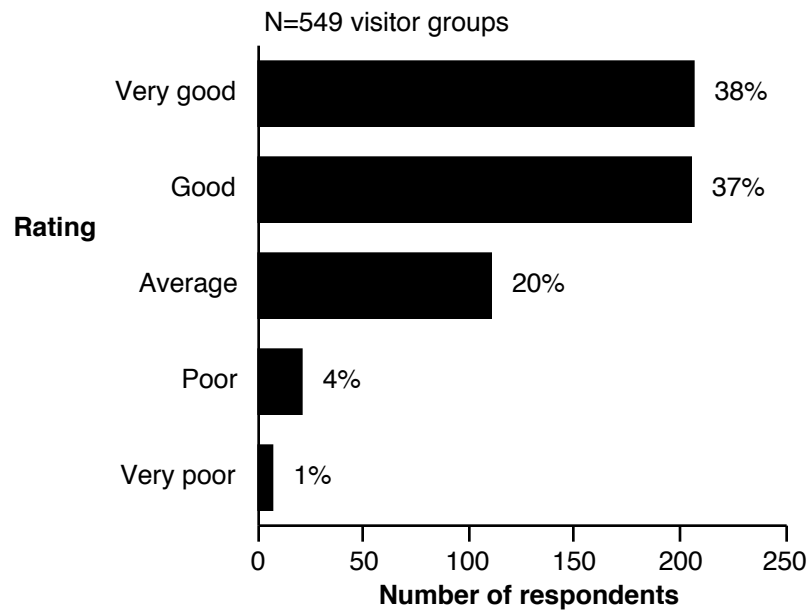


Figure 101: Quality of restrooms

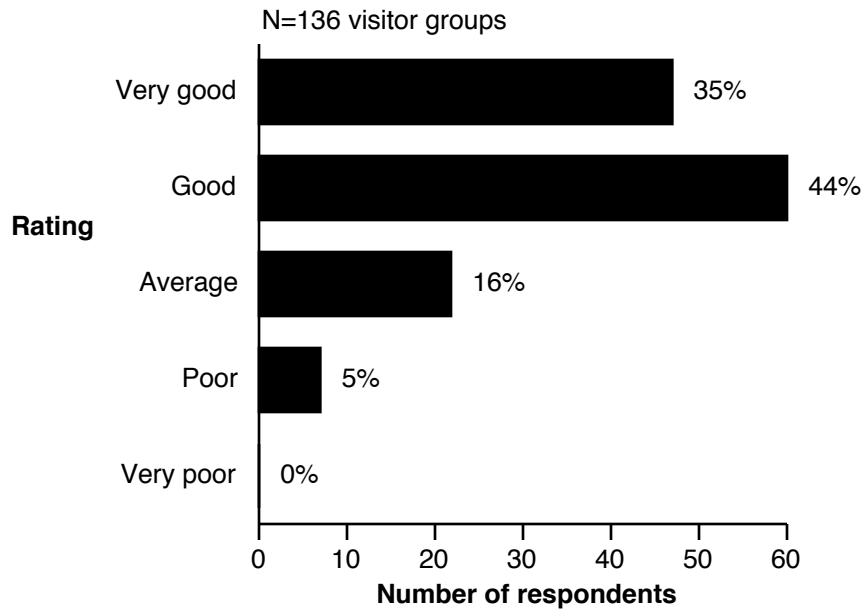


Figure 102: Quality of campgrounds

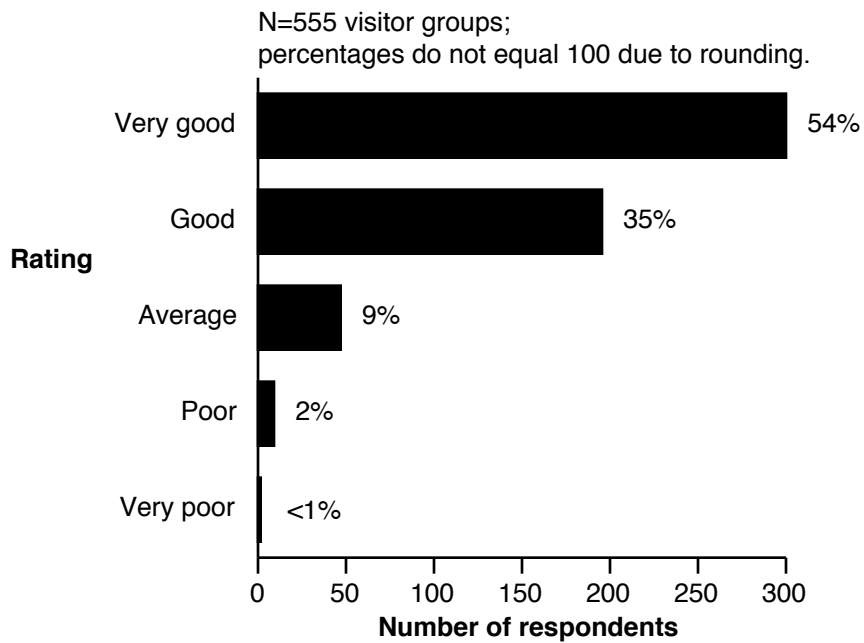


Figure 103: Quality of roads/scenic pullouts

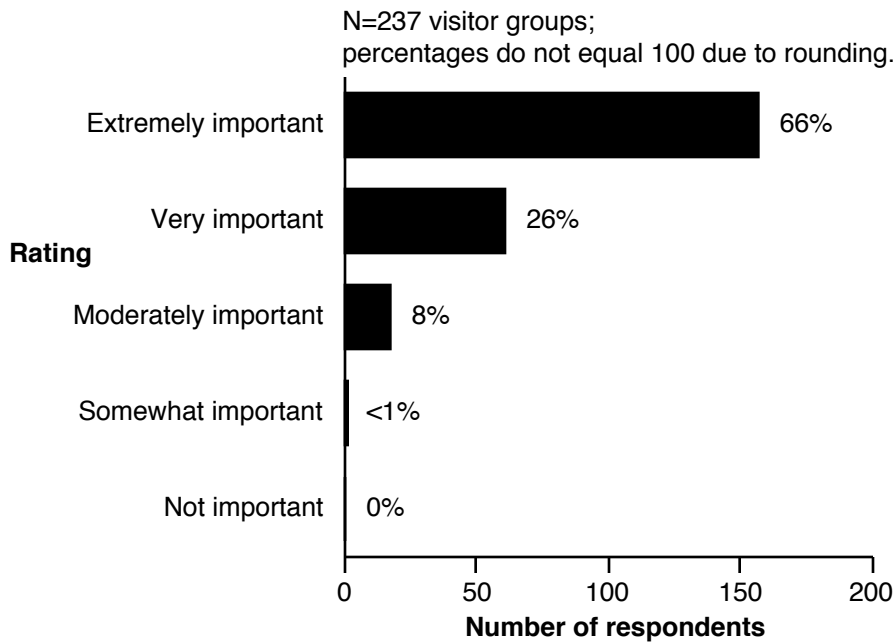


Figure 104: Quality of trailheads/parking

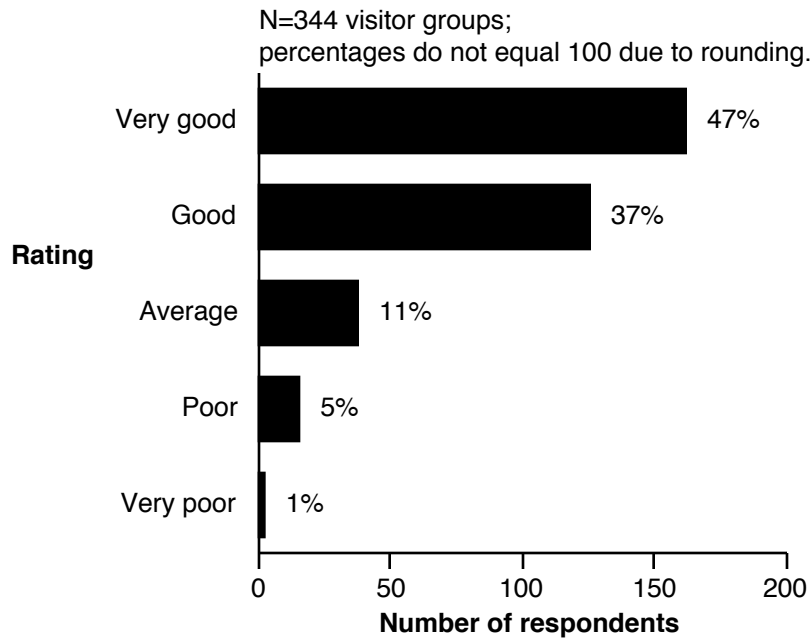


Figure 105: Quality of parking lots (other than trailheads)

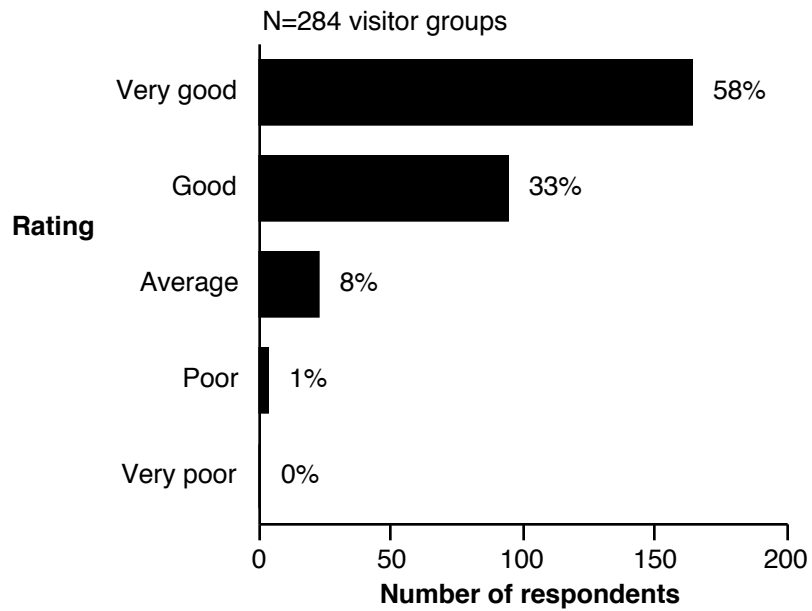


Figure 106: Quality of trails

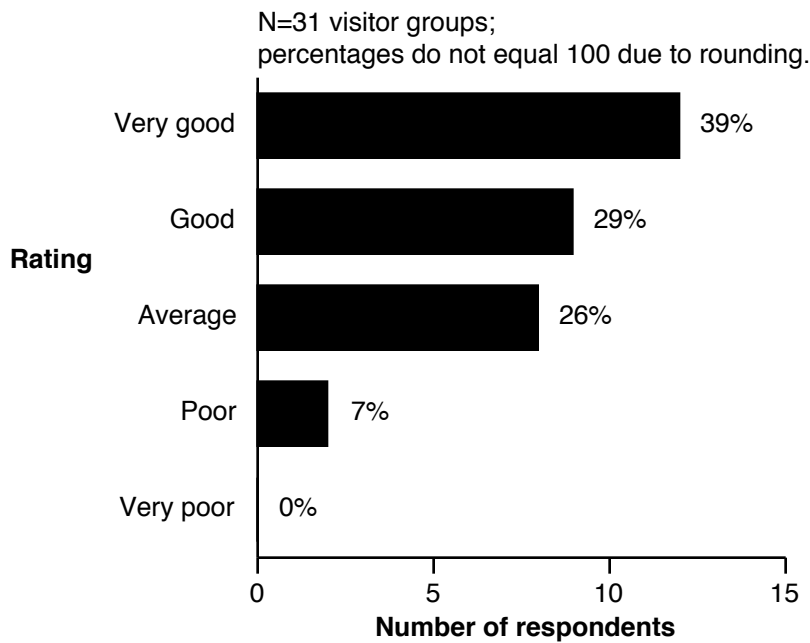


Figure 107: Quality of boat launch facilities/ramps

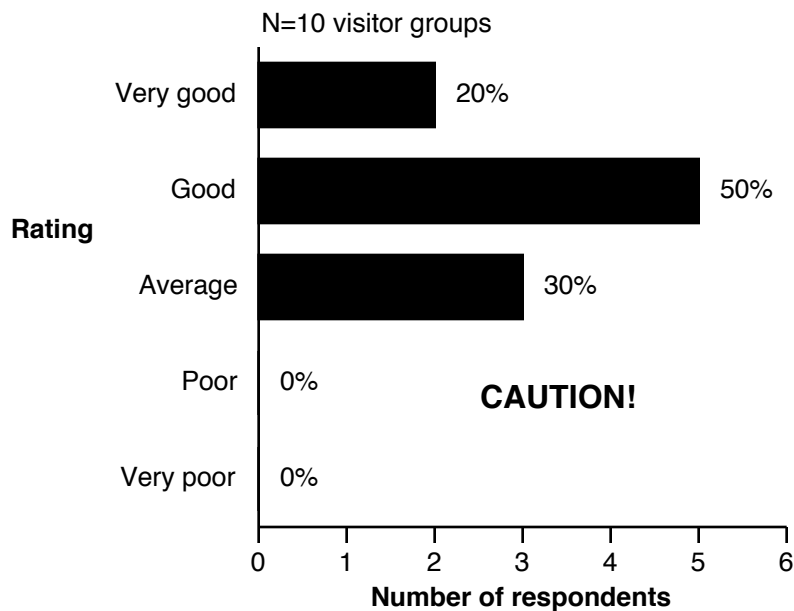


Figure 108: Quality of handicapped accessibility

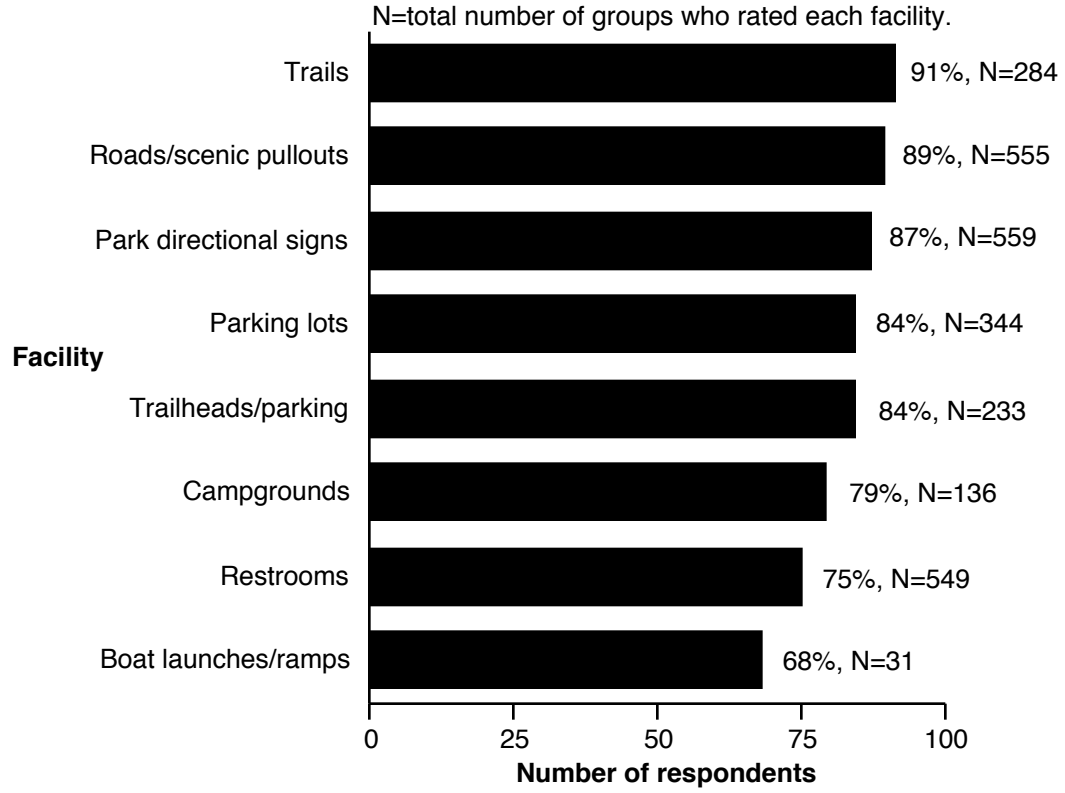


Figure 109: Combined proportions of "very good" and "good" quality ratings for services used by visitors

Visitors were asked, "Entrance fees have recently doubled (from \$10 to \$20/vehicle) at Grand Teton National Park. Most of these funds will remain at Grand Teton National Park to be used for resource protections and visitor services. In your opinion, how appropriate is the amount of the increased fee?" About two-thirds of the visitors (66%) said the current fee is "about right," as shown in Figure 110. One-fourth of the visitors (25%) felt the current fee is "high" or "too high." Nine percent of the visitors felt the current fee is "low" or "too low."

Opinions about entrance fees

Table 11 lists the ways that 575 visitor groups who responded would like these funds to be used at Grand Teton National Park.

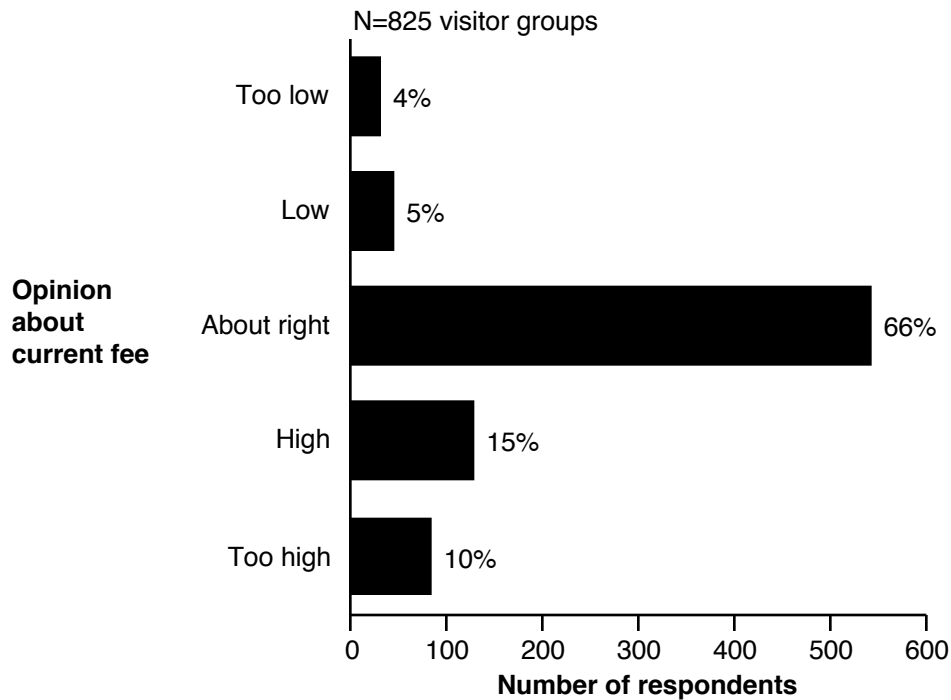


Figure 110: Appropriateness of current entrance fee amount

Table 11: Preferred ways to use entrance fee funds

N=866 comments

Comment	Number of times mentioned
Improve roads	97
Protect/preserve the park/natural resources	91
Maintain park	78
Preserve/manage the wildlife	58
Improve trails	41
More organized lectures/ranger programs	30
Keep doing what you are doing	27
Road signs	26
Visitor services	25
Improve campgrounds	20
More environmental education	20
More park rangers	16
Better paid rangers	15
Clean up litter	15
Use park managers' best judgment	14
Add showers	13
More restrooms	11
Cleaner restrooms	10
More pullouts	10
Improve and protect park	9
Traffic management	8
More campgrounds/campsites	8
Improve brochures	7
Protect natural habitat	7
Improve restrooms	6
More trails	6
More trail signs/markers	6
Provide more crowd control	5
Improve handicapped accessibility	5
Increase exhibits	5
Less commercialization	5
More parking	5
Add bike lanes	4
More access roads in park wilderness	4
Eliminate private vehicles/establish public transit (non-polluting)	4
More law enforcement	3
Get rid of concessionaires	3
Protect park from overuse	3
Provide less expensive lodging	3
Enforce park rules	3
More primitive/tent camping	2
Improve/pave Moose/Wilson Road	2
More passing zones	2
More/improved parking at Jenny Lake	2
Improve backcountry reservation system	2
Stock Jenny Lake	2
More geology and history exhibits	2
More and better RV parks	2
More self-guided interpretation	2
Improve entrance handouts	2

Use non-polluting Jenny Lake shuttle	2
Feed wildlife	2
Fire control	2
Provide healthier food in park	2
Keep safe for visitors	2
Keep park/facilities open	2
Provide more information on bicycling	2
Ranger/volunteer training/education	2
Expand park	2
Manage the forest/clean up burned trees	2
Friendly boat drivers who can interpret park	2
Other comments	52

Additional comments regarding fee amount

Keep funds in the park	13
Used Golden Eagle Passport	8
Fee is too expensive	5
\$20 for both parks is good	5
\$20 is too expensive for drive through	4
Fee for visiting parks is excellent value	3
One fee for both Yellowstone and Grand Teton	2
Share entrance fee with Yellowstone	2
Other comments	4

Expenditures

Visitors were asked to list their expenditures inside the park or at Flagg Ranch and outside the park during their visit. They were asked how much money they spent for lodging (hotel, motel, campsite, etc.), travel (gas, car rental, etc.), food (restaurant, groceries, etc.), guide services/tours, equipment purchase/rental and "other" items (souvenirs, film, gifts, etc.).

Total expenditures in the park or at Flagg Ranch and outside the park: Over one-third of the visitor groups (39%) spent up to \$200 in total expenditures during this visit (see Figure 111). Another 27% spent \$201-600 on this visit.

Total expenditures in the park or at Flagg Ranch

Over half of the visitor groups (57%) spent up to \$200 in total expenditures in the park or at Flagg Ranch during this visit (see Figure 112).

The largest proportion of visitors' money was spent for lodging (38%) and food (23%), as shown in Figure 113.

In the park or at Flagg Ranch, the average visitor group expenditure during this visit was \$230. The average per capita expenditure was \$93. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$50.

Lodging: In the park or at Flagg Ranch, 54% of visitors spent no money for lodging on this visit (see Figure 114). Twenty-seven percent spent up to \$100 for lodging during this visit.

Travel: In the park and at Flagg Ranch, 49% of the groups spent up to \$100 for travel expenditures (see Figure 115). Forty-five percent spent no money.

Food: For food, 58% of the groups spent up to \$100 (see Figure 116). Twenty-nine percent of visitor groups spent no money for food.

Guide services/tours: Many visitor groups (70%) spent no money in the park for guide services/tours (see Figure 117). Twenty-one percent spent up to \$100.

Equipment purchase/rental: Most visitor groups (92%) spent no money in the park for equipment purchase/rental (see Figure 118).

"Other" items: Fifty-six percent of the groups spent up to \$100 for "other" items (see Figure 119). Another 35% spent no money.

Total expenditures outside the park (within a one hour drive of the park):

Forty-one percent of the visitor groups spent up to \$200 in total expenditures outside the park during this visit (see Figure 120). Another 29% spent \$201 to \$600.

The largest proportion of visitors' money was spent for lodging (39%) and food (22%), as shown in Figure 121.

Outside the park, the average visitor group expenditure during this visit was \$431. The average per capita expenditure was \$159. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$190.

Lodging: During this visit, 29% of visitor groups spent no money for lodging outside the park (see Figure 122). Forty-three percent spent up to \$200 for lodging.

Travel: About two-thirds of the groups (67%) spent up to \$100 (see Figure 123). Seventeen percent spent no money.

Food: For food, 59% of the groups spent up to \$100 (see Figure 124).

Guide services/tours: Many visitor groups (73%) spent no money outside the park for guide services/tours.

Equipment purchase/rental: Most visitor groups (86%) spent no money outside the park for equipment purchase/rental.

"Other" items: Almost half of the visitor groups (47%) spent up to \$100 for "other" items outside the park. Thirty-two percent spent no money.

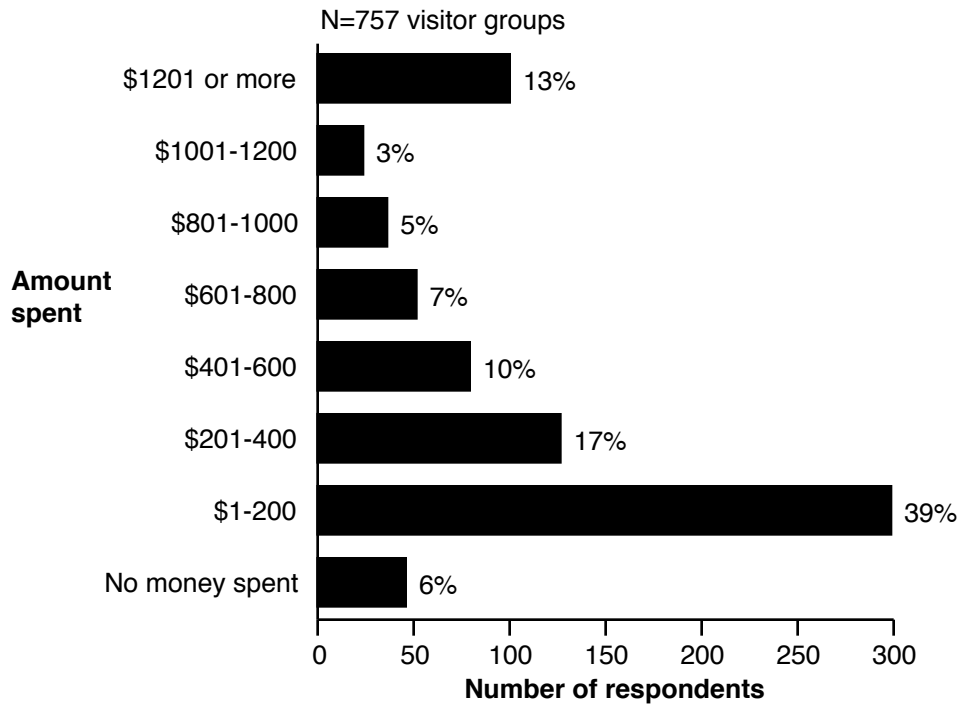


Figure 111: Total expenditures in the park or at Flagg Ranch and outside the park

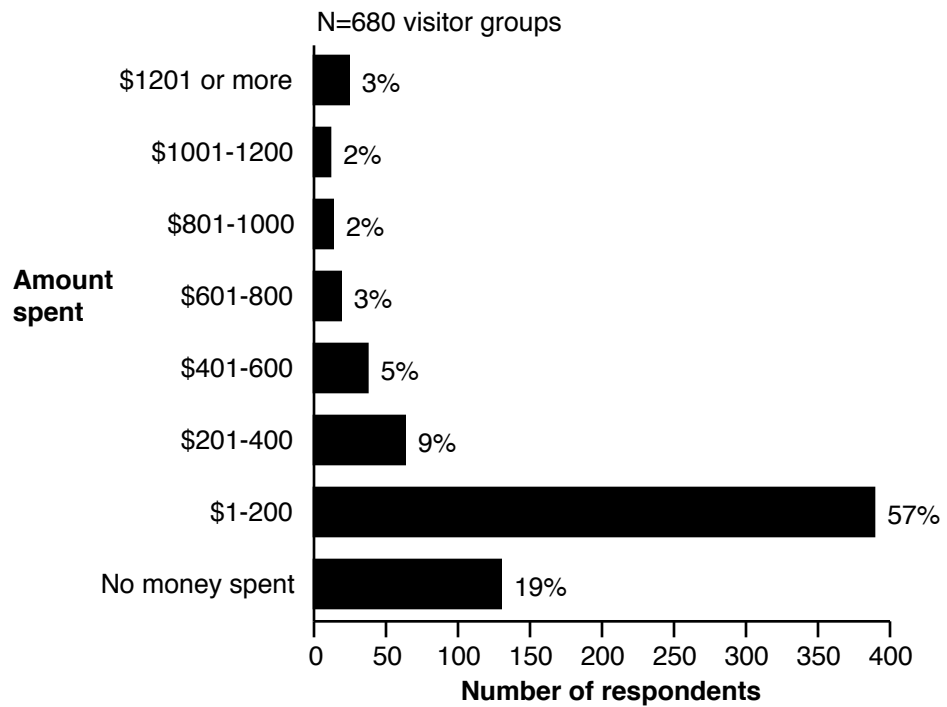
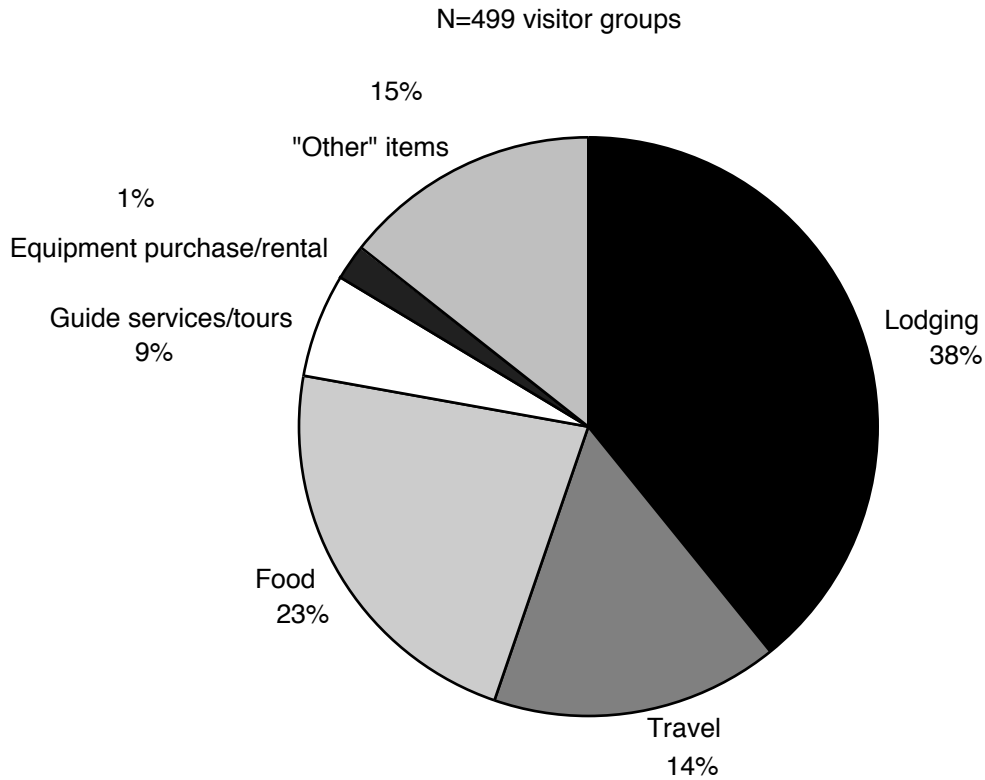


Figure 112: Total expenditures in the park or at Flagg Ranch



Fig

Figure 113: Proportion of expenditures in the park or at Flagg Ranch

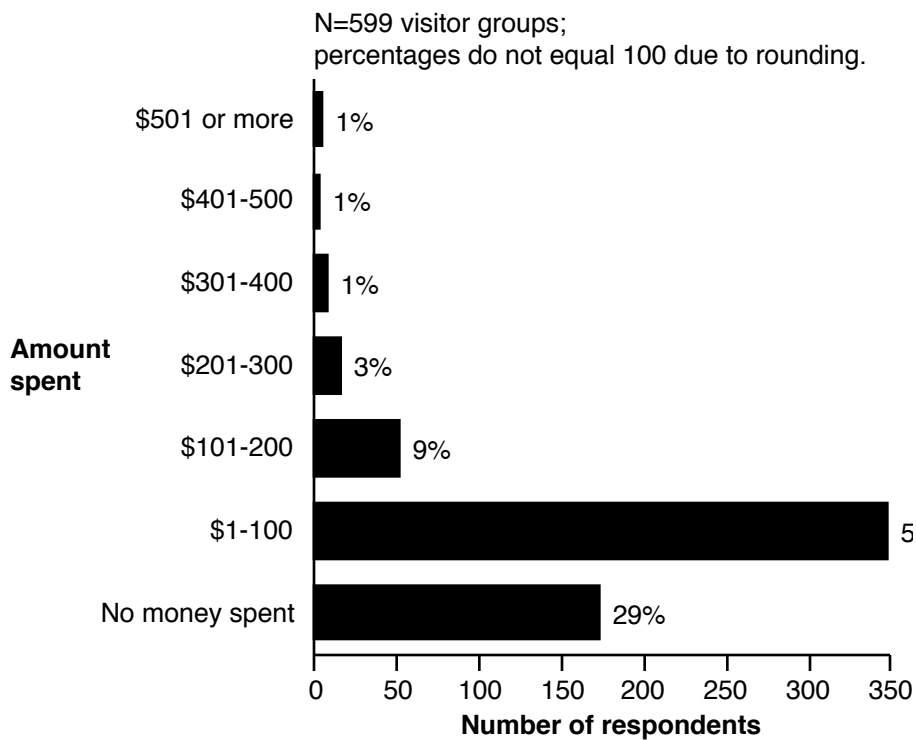


Figure 114: Expenditures for lodging in the park or at Flagg Ranch

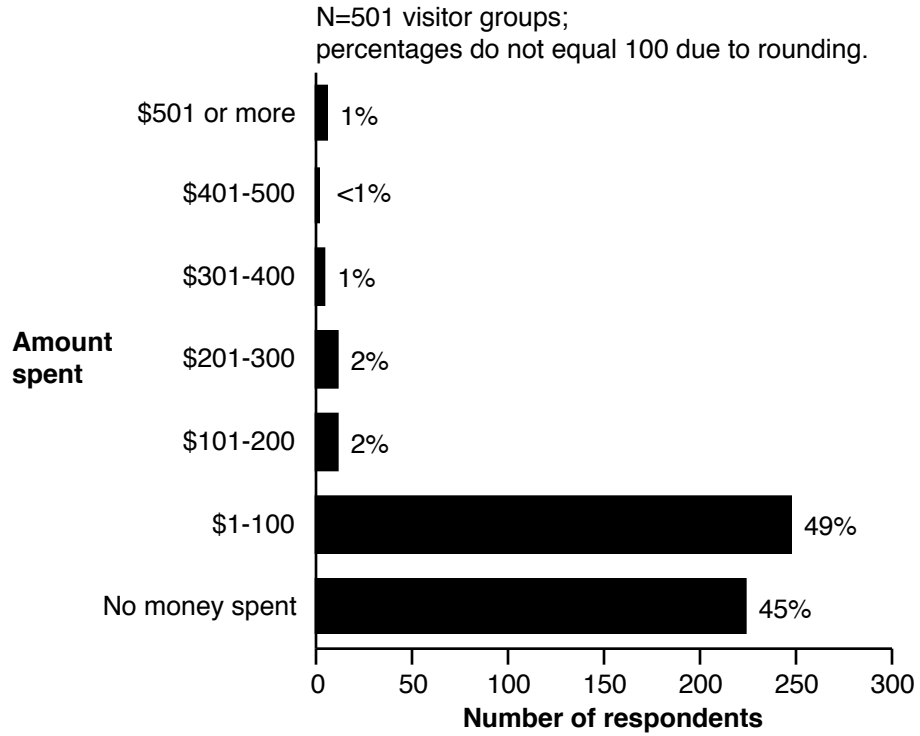


Figure 115: Expenditures for travel in the park or at Flagg Ranch

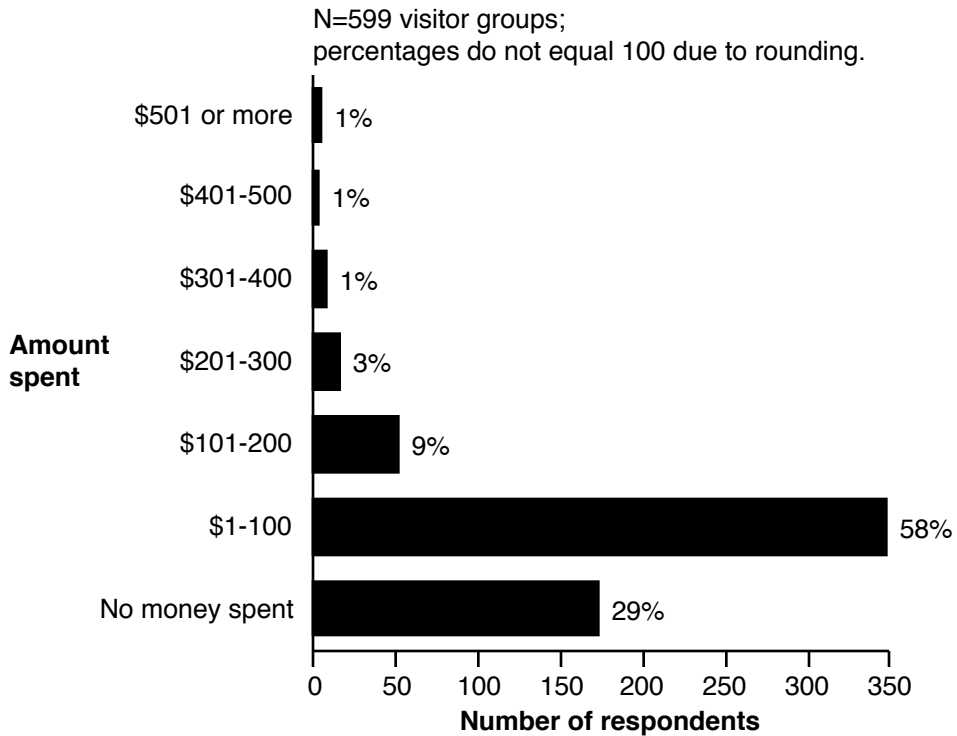


Figure 116: Expenditures for food in the park or at Flagg Ranch

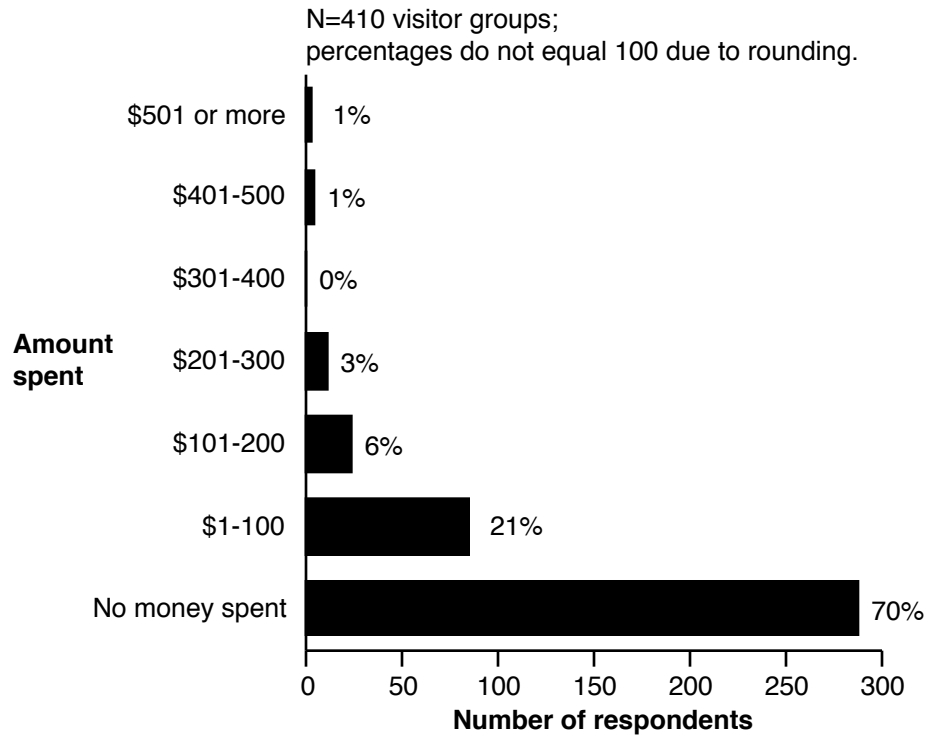


Figure 117: Expenditures for guide services/tours in the park or at Flagg Ranch

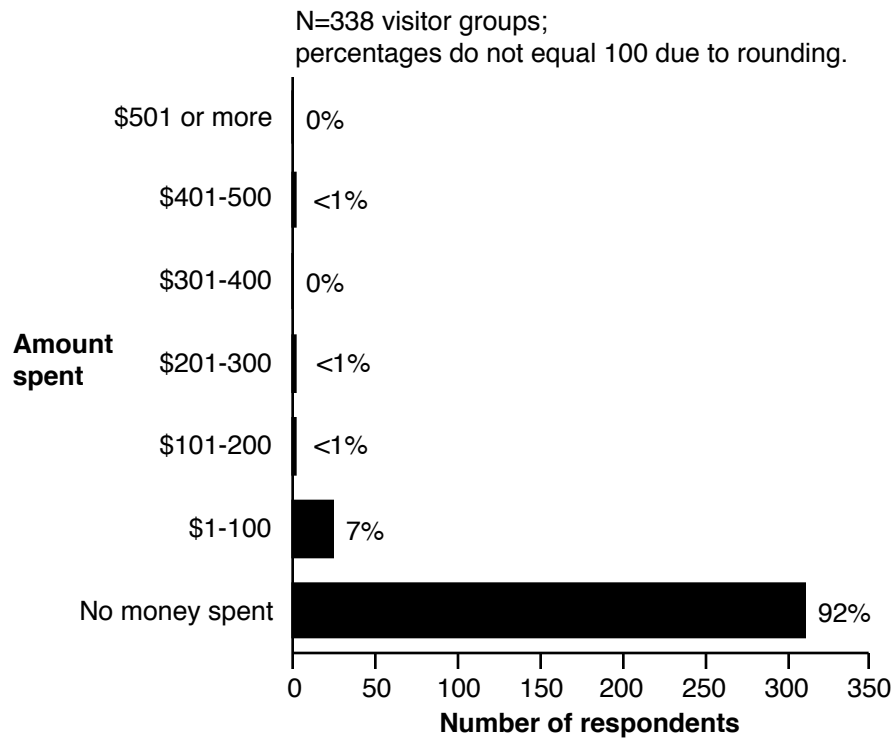


Figure 118: Expenditures for equipment purchase/rental in the park or at Flagg Ranch

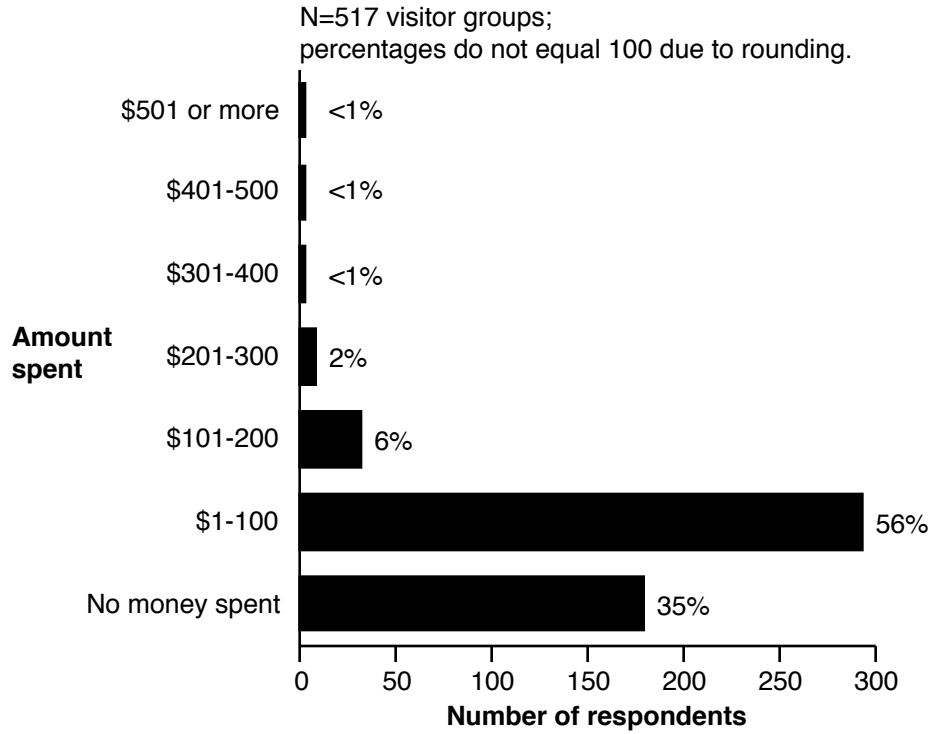


Figure 119: Expenditures for "other" items in the park or at Flagg Ranch

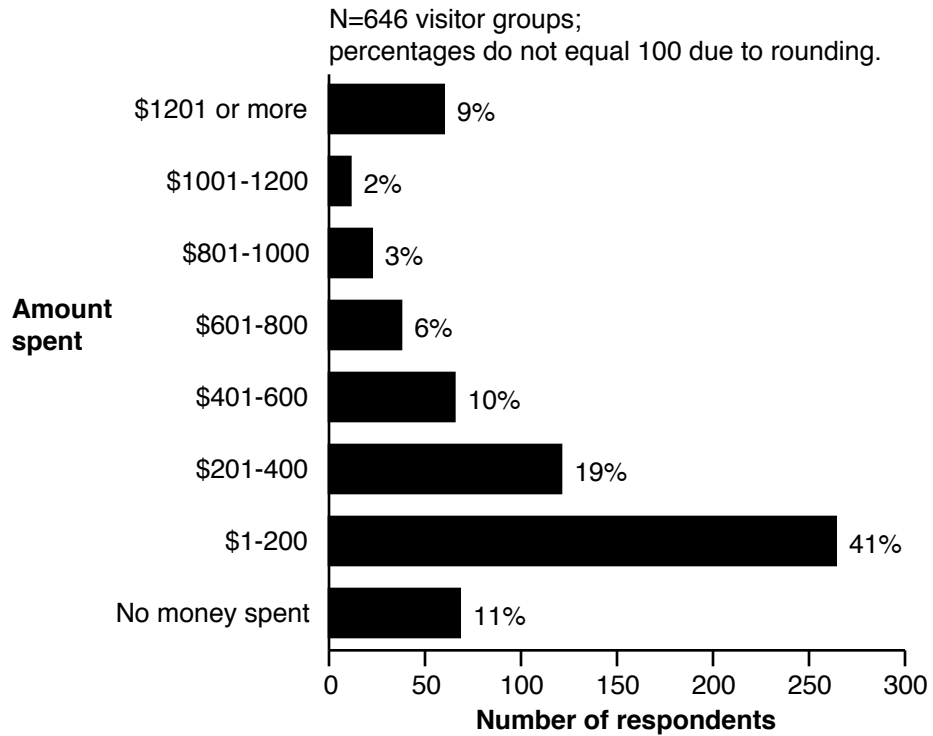


Figure 120: Total expenditures outside the park

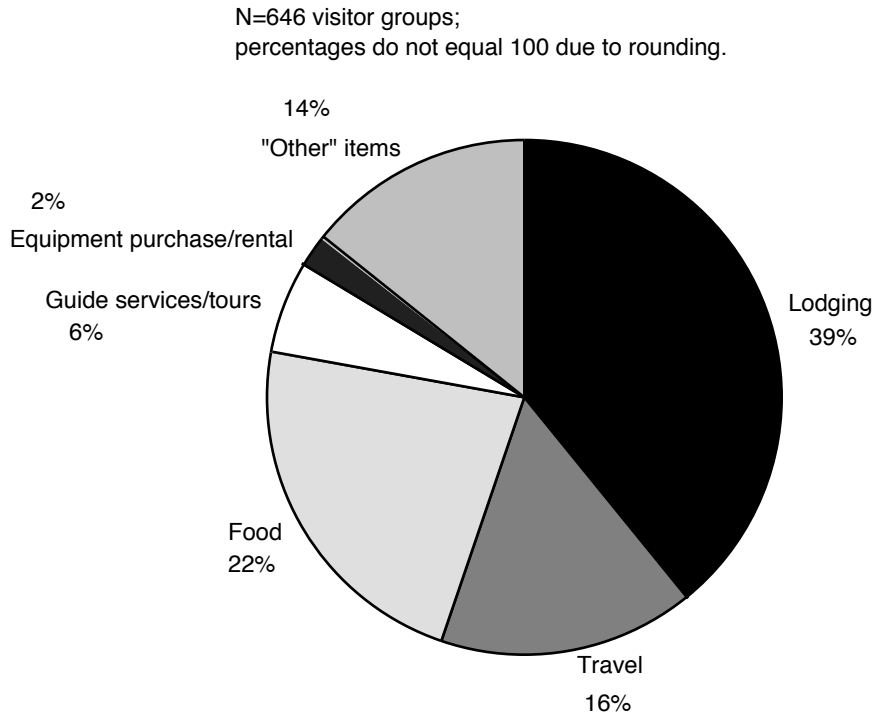


Figure 121: Proportion of expenditures outside the park

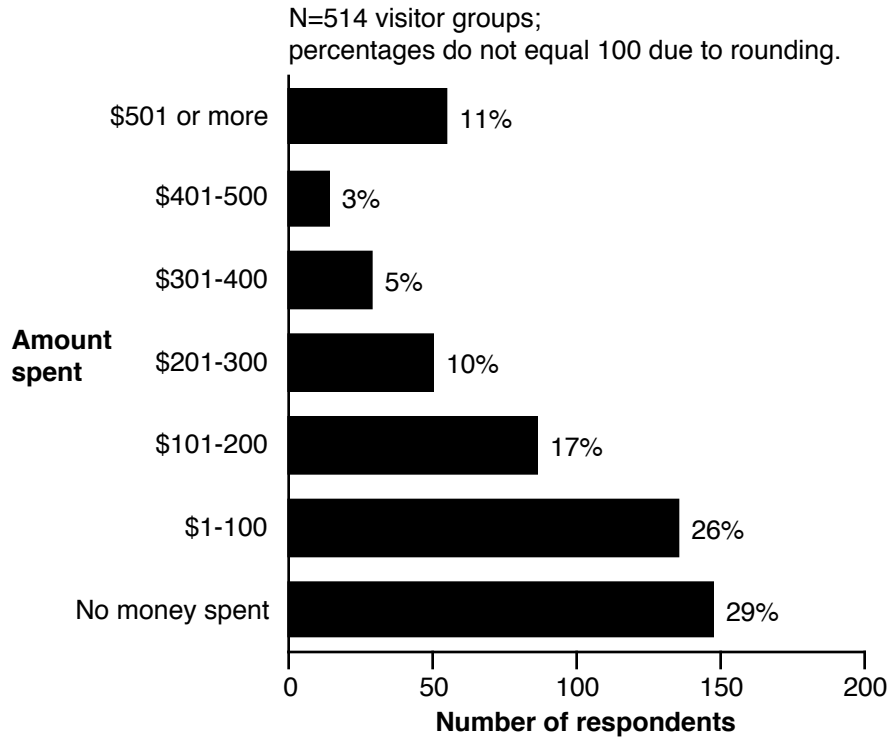


Figure 122: Expenditures for lodging outside the park

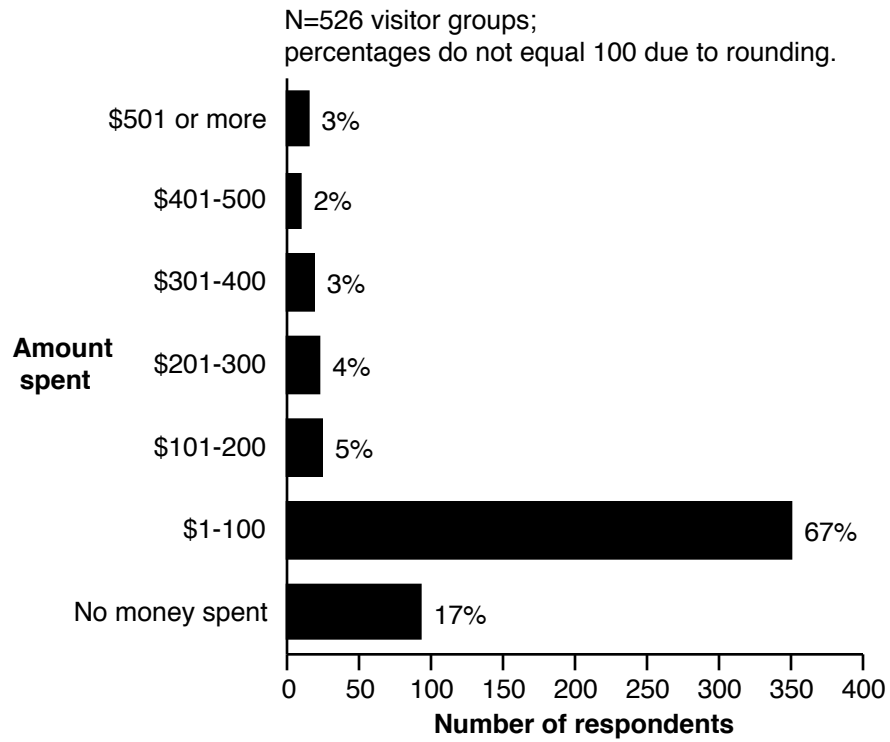


Figure 123: Expenditures for travel outside the park

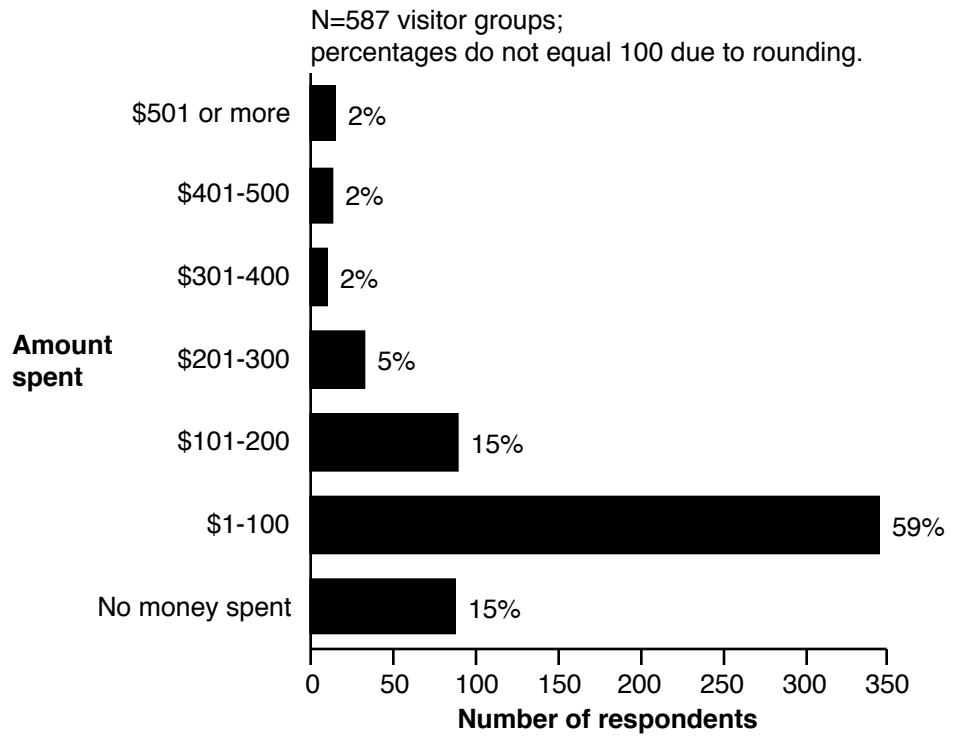


Figure 124: Expenditures for food outside the park

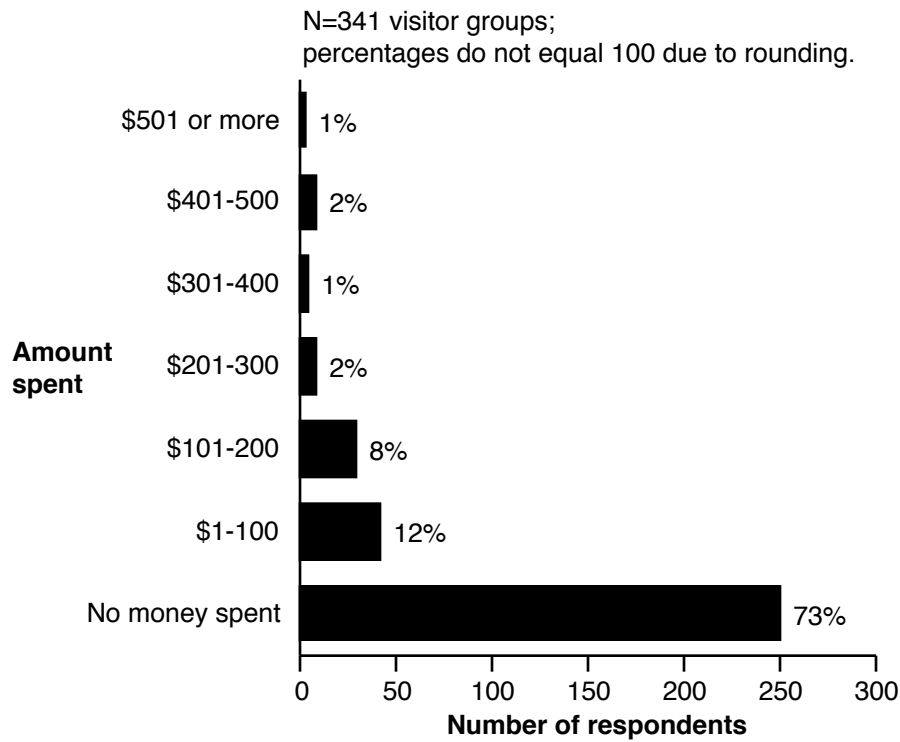


Figure 125: Expenditures for guide services/tours outside the park

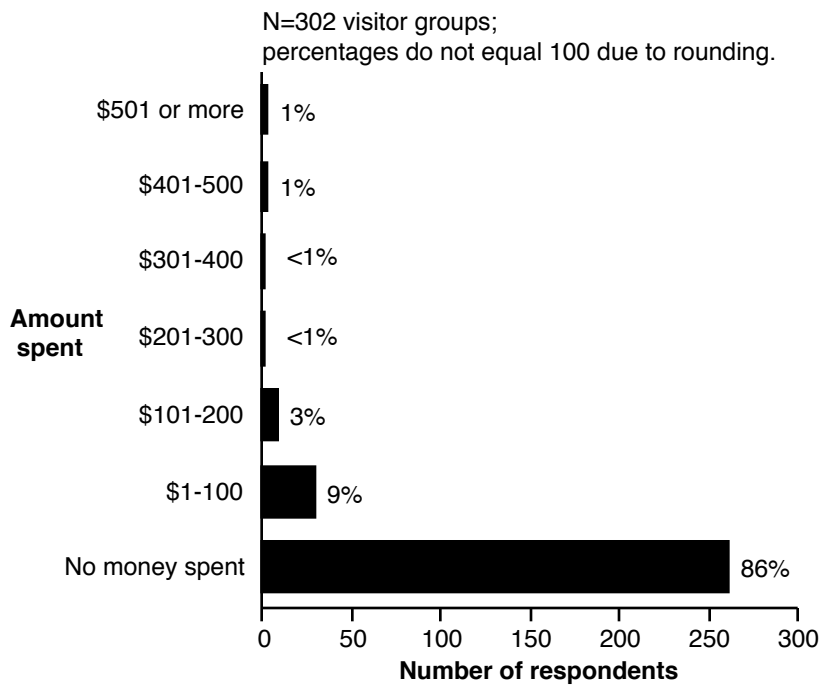


Figure 126: Expenditures for equipment purchase/rental outside the park

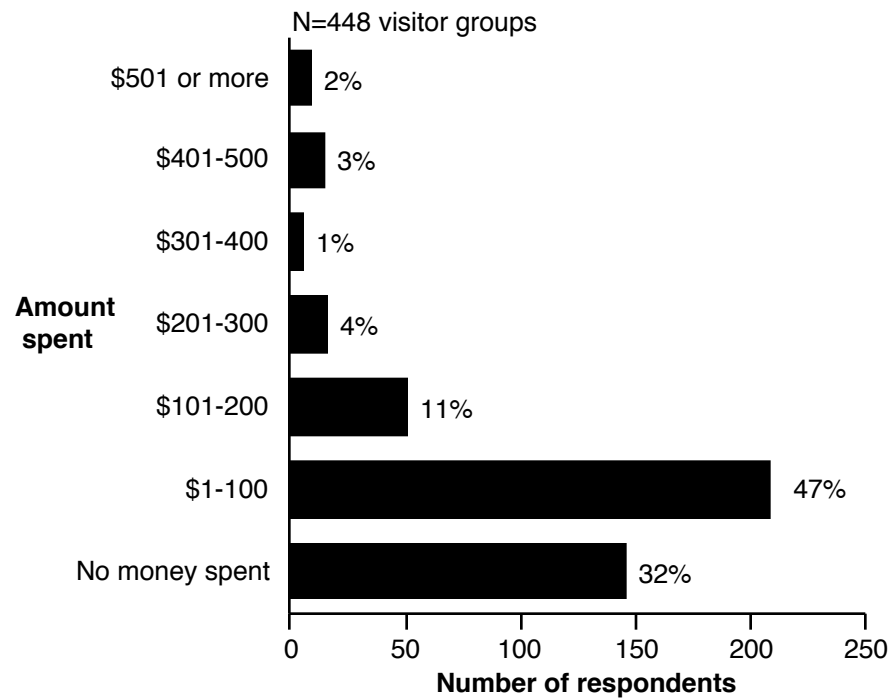


Figure 127: Expenditures for "other" items food outside the park

Visitors were asked if they had heard of the Greater Yellowstone Ecosystem. Over half of the visitors (52%) said they had heard of the Greater Yellowstone Ecosystem, as shown in Figure 128. Over one-third (34%) had not heard of it and 14% were not sure.

Visitors were then asked what places other than Grand Teton NP that they had visited in the Greater Yellowstone Ecosystem. Over three-fourths of the visitors (77%) went to Yellowstone NP, as shown in Figure 129.

Many visitor groups (568) listed activities they did in the Greater Yellowstone Ecosystem (see Table 12). Sightseeing, hiking and camping were the most popular activities.

Visitor knowledge and use of the Greater Yellowstone Ecosystem

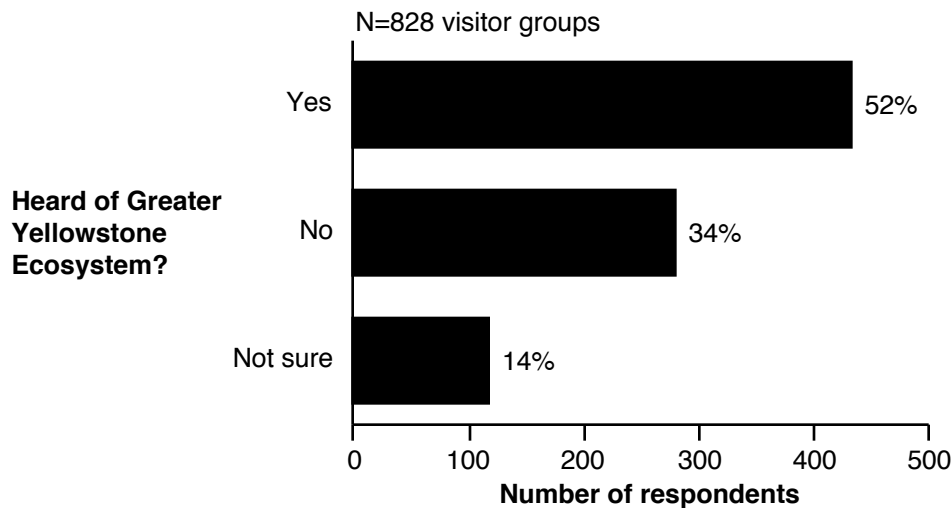


Figure 128: Aware of Greater Yellowstone Ecosystem?

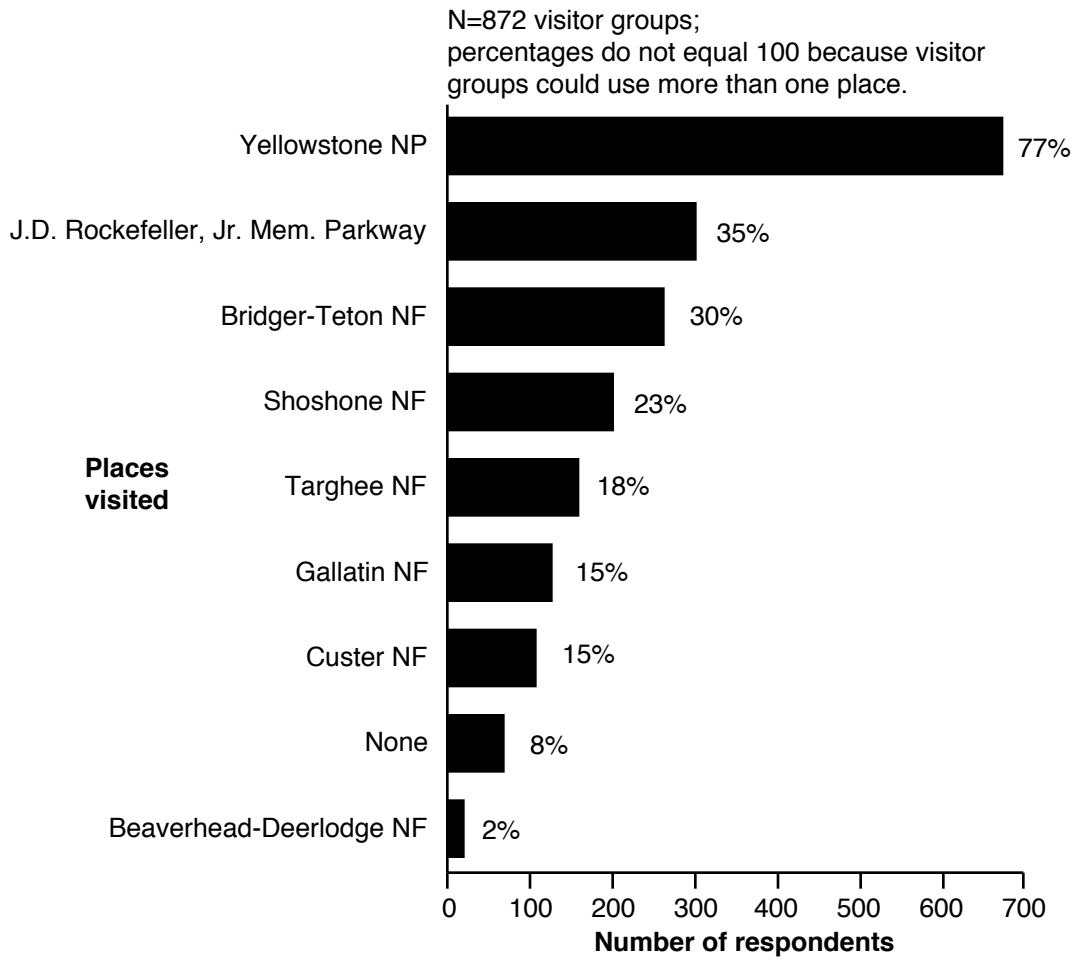


Figure 129: Places visited in Greater Yellowstone Ecosystem

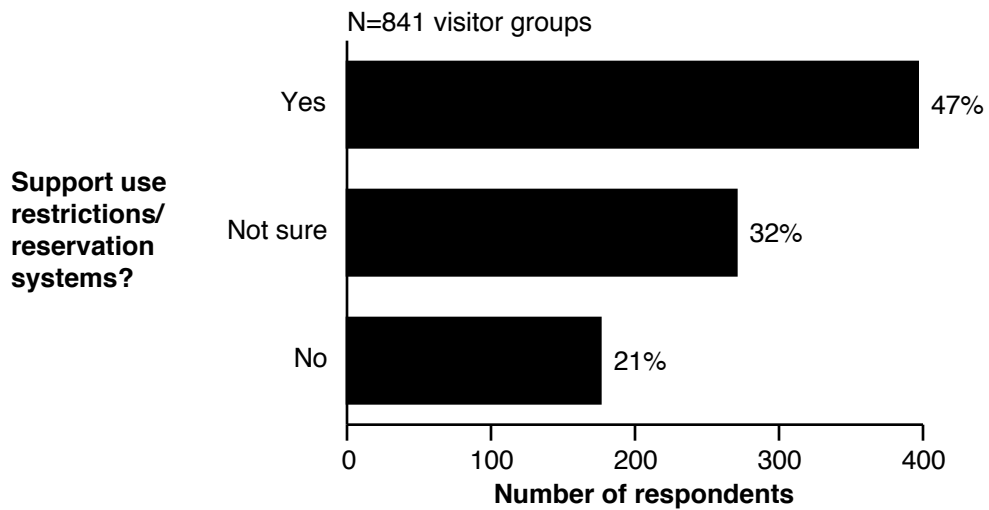
Table 12: Activities done in Greater Yellowstone Ecosystem

N=1080 activities

Activity	Number of times mentioned
Sightseeing	361
Hiking	202
Camp	100
Watched wildlife	70
Drove through	68
Photography	39
Fishing	31
Picnicking	24
Watched Old Faithful	22
Stayed overnight	17
Horseback riding	16
Attended ranger programs	14
Shopped	12
Visited geyser basin	10
Ate	8
Went rafting	8
Swam	7
Canoed/kayaked/boated	7
Viewed exhibits	5
Rested/relaxed	4
Backpacked	4
Visited mud/paint pots	3
Toured Yellowstone outer loop	3
Bicycled	3
Visited visitor centers/museums	3
Viewed wildflowers	2
Went four wheel driving	2
Drove through JDR Parkway	2
Painted/drew art	2
Climbed	2
Other comments	29

**Opinions
about visitor
use
restrictions/
reservations**

Visitors were asked, “In order to provide a high quality visitor experience and protect park resources at Grand Teton National Park in the future, would you support visitor use restrictions and/or reservation systems?” Many visitors (47%) said they would support restrictions and/or reservations systems (see Figure 130). About one-third of the visitor groups said they were “not sure” if they would support restrictions and/or reservations and 21% said they would not support such restrictions.



**Figure 130: Opinions about visitor use restrictions/
reservation system**

Visitors were asked to rate the overall quality of the visitor services provided at Grand Teton NP during this visit. Most visitors (92%) rated the services as "good" or "very good," (see Figure 131). Less than one percent of the visitors said the overall quality of services was "very poor."

**Overall
rating of
service
quality**

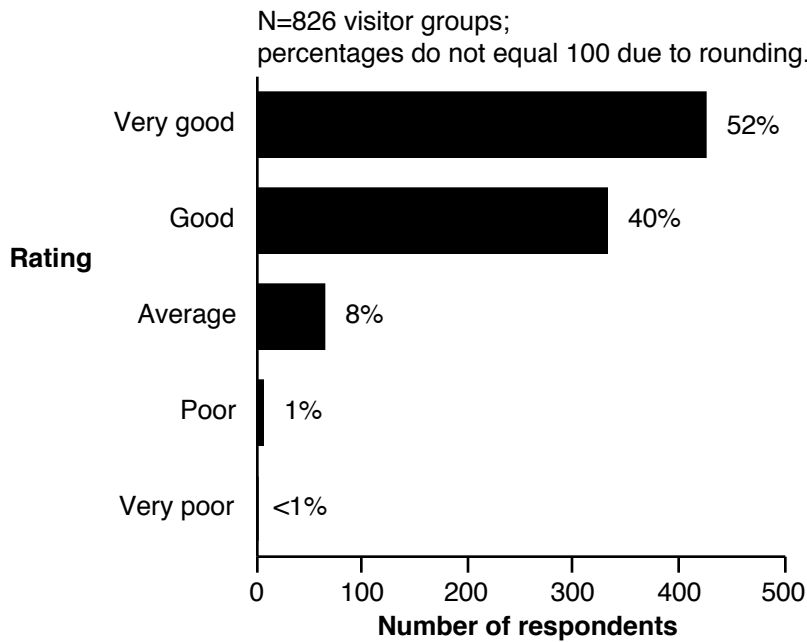


Figure 131: Overall quality rating of services

Planning for the future

Visitors were asked, "If you were a manager planning for the future of Grand Teton National Park, what would you propose? Please be specific." A summary of the responses from 497 groups is listed in Table 13 below and in the appendix.

Table 13: Planning for the future

N=1035 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more law enforcement rangers	7
Increase ranger services	6
Improve ranger services	4
Provide more benefits for rangers	3
Provide more interpretive rangers	3
Hire/train best personnel	2
Other comments	5
INTERPRETIVE SERVICES	
Emphasize ecosystem's importance	11
Provide more children's programs	9
Provide more ranger-led activities	9
Provide more information	7
Educate on proper wildlife viewing	6
Inform visitors of rules	5
Provide more wildlife brochures	4
Provide information centers at all entrances	4
Provide more exhibits	4
Emphasize educational exhibits	4
Promote sites and good viewing times	4
Advertise park more	4
Provide more junior ranger programs	3
Provide more wildlife exhibits	3
Educate about resource protection	3
Provide more geology exhibits	2
Provide more maps	2
Educate about wildlife	2
Provide guided tours by park personnel	2
Provide more information along self-guided trails	2
Improve/evaluate ranger programs	2
Accept donations/charge for ranger programs	2
Promote walking trails	2
Promote Greater Yellowstone Ecosystem	2
Other comments	13

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Improve roads	16
Provide more restrooms	14
Provide more roadside pullouts	12
Maintain existing facilities	12
Provide more bike paths	10
Provide showers at campsites	10
Provide more trails	10
Provide better directional signs	10
Maintain roads	9
Post signs further from turns/pullouts	7
Keep it clean	7
Improve trails	7
Improve campground restrooms	7
Provide more parking	7
Improve campgrounds	7
Improve RV facilities	6
Improve traffic management	6
Build no new facilities	6
Improve restrooms	6
Provide more picnic areas	5
Provide off-site parking and mass transit	5
Provide better signage/markers on trails	5
Maintain high quality lodging	4
Improve access for disabled	4
Provide water and electricity hookups in campgrounds	3
Provide bike lane along roads	3
Stay open in winter	3
Maintain hiking trails	3
Make campgrounds more spacious	3
Improve Moose-Wilson Road	2
Provide more passing lanes	2
No new roads	2
Provide swimming pool	2
Provide more trash cans in pull-outs	2
Provide more recycling bins	2
Provide more paved trail access	2
Construct roads closer to mountains	2
Other comments	21
CONCESSIONS/PRIVATE BUSINESSES	
Restrict commercial development	22
Provide more lodging in park	11
Keep costs reasonable	6
Limit lodging/hotels	5
Limit concession facilities	4
Restrict development inside park	3
Comments about boat tours	3
Remove all gift shops	2
Monitor quality of concessionaires	2
Require concessionaires pay higher % of profit to NPS	2
Motel very expensive	2
Provide more food services	2
Facilities need longer hours	2
Other comments	20

Comment	Number of times mentioned
POLICIES	
Limit number of visitors	34
Provide shuttle bus to popular places	30
Reservation system for campsites	11
Enforce speed limits	11
Start a reservation system	10
Don't allow RVs	6
Use reservation system only as last resort	6
Heavy fines for breaking rules	6
Keep all fee money in park	5
Restrict/ban smoking	5
Increase entrance fees	5
Enforce rules on not feeding wildlife	5
Don't allow motor boats on lake	4
Keep it affordable	4
Keep motorized vehicle access to a minimum	3
Only allow electric vehicles	3
Limit access during peak times	3
Start backcountry reservation system	3
Provide tent-only campgrounds	3
Charge less for people just passing through	3
Allow only electric motorboats	3
Allow more access	3
Limit foreign visitors	3
Ban jet skis	3
Expel people who break rules	3
Move airport away from park	3
Higher fees for large vehicles & RVs	2
Limit senior citizen discounts	2
Keep it open to the public	2
Limit restrictions to minimum possible	2
No snowmobiles in winter	2
Restrict allowable vehicle size	2
Limit number of tour buses	2
Higher fees for foreigners	2
Limit large groups	2
Manage budget and park well	2
Do not allow logging	2
Do not allow hunting	2
Reduce camping costs	2
Other comments	25
RESOURCE MANAGEMENT	
Keep it natural/protect natural resources	55
Protect wildlife	23
Restrict access to environmentally sensitive areas	15
Manage the crowds	14
Overcrowding big concern	13
Protect ecosystem	11
Balance tourism and environment	5
Put out wildfires	5
Protect wildlife crossing roads	4
Increase number of animals	4

Comment	Number of times mentioned
RESOURCE MANAGEMENT (continued)	
Reintroduce native wildlife	3
Restrict number of backcountry users	3
Provide more access to backcountry	2
Control mosquitoes	2
Don't let it become crowded	2
Acquire more land	2
Clear out dead trees and fire hazards	2
Buffer area around park	2
Other comments	14
GENERAL IMPRESSIONS	
Keep up the good work	50
Keep it as it is	29
Don't know/not sure	22
Very expensive	7
Just drove through	5
Allow people to enjoy nature	4
Too expensive for families with limited income	4
Promote Teton as stand-alone destination	3
Provide quality service	3
Explain services in detail	2
Thank you	2
Organize tour groups	2
Lobby for more money	2
Provide opportunities for all ages	2
Other comments	17

Comment summary Many visitors wrote additional comments, which are included in the separate appendix of this report. The comments made by 456 groups are summarized in Table 14 below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 14: Visitor comment summary

N=933 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Employees friendly, helpful, knowledgeable	21
Rangers courteous, helpful, knowledgeable	20
Personnel/customer service need improvement	6
Excellent campground hosts	2
Other comments	5
INTERPRETIVE SERVICES	
Enjoyed ranger programs	4
Educate visitors about park preservation	4
Provide additional ranger programs	3
Warn of hiking dangers (bears)	3
Compare and contrast park with Yellowstone	2
Provide more children's activities	2
Provide info on horse trails so hikers can avoid them	2
Enjoyed trail guide booklets	2
Trail guides should be more readily available	2
Provide more information on trails (mileage, difficulty, etc.)	2
Encourage foreigners--provide information in other languages	2
Excellent information provided	2
Other comments	8
FACILITIES AND MAINTENANCE	
Park clean, well maintained	18
Keep the park maintained	5
Need more trail markers/signs (due to snow cover)	4
Need more directional signs/mileages	4
Need more facilities at pullouts	2
Roads excellent	2
Trails excellent	2
Campground maintenance needs improved	2
Park directional signs excellent	2
Park facilities great	2
Lizard Creek Campground excellent	2
Other comments	16

Comment	Number of times mentioned
CONCESSIONS/PRIVATE BUSINESSES	
Lodging nice	3
Improve lodge operations	3
Lodging too expensive	3
Add more lodging in park	2
Food great	2
Concession prices too high	2
Other comments	13
POLICIES	
Well managed park	10
Entrance fee high	10
Limit development in and around park	3
Horse and hiking trails should be separated	3
Increased fee okay	2
Keep parks affordable for all	2
Enforce passing/stopping in road laws	2
Keep some campsites first come, first served	2
Disappointed in lack of wildlife	2
Other comments	15
RESOURCE MANAGEMENT	
Preserve/protect the park	31
Enjoyed viewing wildlife	17
Did not feel crowded	9
Do not restrict visitor use	6
Too crowded	6
Saw bear(s)	3
Enjoyed wildflowers	3
Disappointed in amount of wildlife seen	3
Keep park wild/undeveloped to reduce crowding	2
Do not let park become crowded in future	2
Other comments	5
GENERAL IMPRESSIONS	
Enjoyed visit	166
Beautiful	135
Plan to return	53
Visit was too short	28
Return visit	22
Thank you	18
Keep up the good work	17
Mountains spectacular	14
Favorite park	12
Enjoyed hiking	10
Special place/inspirational	9
Preferred Grand Teton NP to Yellowstone NP	8
Only drove through	7
A national treasure	7
Showing park to children	6
First visit	5
Wished for better weather	5
Peaceful/relaxing	5

Comment	Number of times mentioned
GENERAL IMPRESSIONS (continued)	
Thanks for replacement questionnaire	4
A lifetime "best" experience	4
Educational visit	4
There is so much to do	3
Enjoyed float trip	3
Enjoyed Jackson	3
Mosquitoes/horseflies annoying	3
Enjoyed chapel	3
Grand Teton NP seems more relaxing than Yellowstone NP	3
Jackson is expensive to visit	3
Enjoyed wedding/honeymoon trip	3
Politicians do not care about parks	2
Local resident	2
Moving to Jackson	2
Enjoyed Signal Mountain	2
Want to work/volunteer at park in the future	2
Recommended to friends	2
Other comments	23
COMMENTS ABOUT YELLOWSTONE NP	
Roads rough	3
Too crowded	2
Put out all fires--all beauty lost	2
Need more directional signs	2
Other comments`	7

Grand Teton National Park Additional Analysis Report 97

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

Additional Analysis:

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

- Source of info - nat'l parks
- Source of information - GRTE
- Form of transportation used
- Reasons for visiting
- Residents of GRTE
- Length of stay
- Activities
- Activities w/comm. outfitter
- Group size
- With organized tour group?
- Group type
- Age
- Zip code
- Country of residence
- Number of visits
- Places visited
- Antelope Flats/Kelly Rd. visits
- Flagg Ranch/Parkway visits
- Travel route used to arrive
- Feature/quality importance
- Other visitors interfere?
- Sights/activities unable to see/do
- Postpone activities/sightseeing?
- * Information services used
- Information service importance
- Information service quality
- Concession services used
- Concession service importance
- Concession service quality
- Visitor services used
- Visitor service importance
- Visitor service quality
- Entrance fee opinion
- Total expenditures in & out
- Total expenditures out
- Lodging expenditures out
- Travel expenditures out
- Food expenditures out
- Guide service expenditures out
- Equipment expenditures out
- Other expenditures out
- Total expenditures in
- Lodging expenditures in
- Travel expenditures in
- Food expenditures in
- Guide service expenditures in
- Equipment expenditures in
- Other expenditures in
- Know of GYE?
- Places visited in GYE
- Support visitor use restrictions?
- Overall quality of services

Database

The VSP database contains all the VSP visitor studies results from 1988 through the present. To use the database, you need 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 database 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**

QUESTIONNAIRE

Visitor Services Project Publications

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

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial
4. Mapping visitor populations: A pilot study at Yellowstone National Park

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park
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
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
-

Visitor Services Project Publications (continued)**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 Military Park

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)

1997

93. Virgin Islands National Park
94. Mojave National Preserve
95. Martin Luther King, Jr. National Historical Park
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park (summer)

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

NPS D-305

March 1998



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Grand Teton National Park Visitor Study

Appendix

Summer 1997

Margaret Littlejohn

Report 97

March 1998

This volume contains summaries of visitors' comments for Questions 27 and 28.
Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Nick Thompson and the staff and volunteers of Grand Teton 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.

Planning for the future

N=1035 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more law enforcement rangers	7
Increase ranger services	6
Improve ranger services	4
Provide more benefits for rangers	3
Provide more interpretive rangers	3
Hire/train best personnel	2
Other comments	5
 INTERPRETIVE SERVICES	
Emphasize ecosystem's importance	11
Provide more children's programs	9
Provide more ranger-led activities	9
Provide more information	7
Educate on proper wildlife viewing	6
Inform visitors of rules	5
Provide more wildlife brochures	4
Provide information centers at all entrances	4
Provide more exhibits	4
Emphasize educational exhibits	4
Promote sites and good viewing times	4
Advertise park more	4
Provide more junior ranger programs	3
Provide more wildlife exhibits	3
Educate about resource protection	3
Provide more geology exhibits	2
Provide more maps	2
Educate about wildlife	2
Provide guided tours by park personnel	2
Provide more information along self-guided trails	2
Improve/evaluate ranger programs	2
Accept donations/charge for ranger programs	2
Promote walking trails	2
Promote Greater Yellowstone Ecosystem	2
Other comments	13
 FACILITIES AND MAINTENANCE	
Improve roads	16
Provide more restrooms	14
Provide more roadside pullouts	12
Maintain existing facilities	12
Provide more bike paths	10
Provide showers at campsites	10
Provide more trails	10
Provide better directional signs	10
Maintain roads	9
Post signs further from turns/pullouts	7
Keep it clean	7
Improve trails	7

<u>Comment</u>	<u>Number of times mentioned</u>
Improve campground restrooms	7
Provide more parking	7
Improve campgrounds	7
Improve RV facilities	6
Improve traffic management	6
Build no new facilities	6
Improve restrooms	6
Provide more picnic areas	5
Provide off-site parking and mass transit	5
Provide better signage/markers on trails	5
Maintain high quality lodging	4
Improve access for disabled	4
Provide water and electricity hookups in campgrounds	3
Provide bike lane along roads	3
Stay open in winter	3
Maintain hiking trails	3
Make campgrounds more spacious	3
Improve Moose-Wilson Road	2
Provide more passing lanes	2
No new roads	2
Provide swimming pool	2
Provide more trash cans in pull-outs	2
Provide more recycling bins	2
Provide more paved trail access	2
Construct roads closer to mountains	2
Other comments	21
CONCESSIONS/PRIVATE BUSINESSES	
Restrict commercial development	22
Provide more lodging in park	11
Keep costs reasonable	6
Limit lodging/hotels	5
Limit concession facilities	4
Restrict development inside park	3
Comments about boat tours	3
Remove all gift shops	2
Monitor quality of concessionaires	2
Require concessionaires pay higher % of profit to NPS	2
Motel very expensive	2
Provide more food services	2
Facilities need longer hours	2
Other comments	20

Comment	Number of times mentioned
POLICIES	
Limit number of visitors	34
Provide shuttle bus to popular places	30
Reservation system for campsites	11
Enforce speed limits	11
Start a reservation system	10
Don't allow RVs	6
Use reservation system only as last resort	6
Heavy fines for breaking rules	6
Keep all fee money in park	5
Restrict/ban smoking	5
Increase entrance fees	5
Enforce rules on not feeding wildlife	5
Don't allow motor boats on lake	4
Keep it affordable	4
Keep motorized vehicle access to a minimum	3
Only allow electric vehicles	3
Limit access during peak times	3
Start backcountry reservation system	3
Provide tent-only campgrounds	3
Charge less for people just passing through	3
Allow only electric motorboats	3
Allow more access	3
Limit foreign visitors	3
Ban jet skis	3
Expel people who break rules	3
Move airport away from park	3
Higher fees for large vehicles & RVs	2
Limit senior citizen discounts	2
Keep it open to the public	2
Limit restrictions to minimum possible	2
No snowmobiles in winter	2
Restrict allowable vehicle size	2
Limit number of tour buses	2
Higher fees for foreigners	2
Limit large groups	2
Manage budget and park well	2
Do not allow logging	2
Do not allow hunting	2
Reduce camping costs	2
Other comments	25
RESOURCE MANAGEMENT	
Keep it natural/protect natural resources	55
Protect wildlife	23
Restrict access to environmentally sensitive areas	15
Manage the crowds	14
Overcrowding big concern	13
Protect ecosystem	11
Balance tourism and environment	5
Put out wildfires	5
Protect wildlife crossing roads	4
Increase number of animals	4

Comment	Number of times mentioned
RESOURCE MANAGEMENT (continued)	
Reintroduce native wildlife	3
Restrict number of backcountry users	3
Provide more access to backcountry	2
Control mosquitoes	2
Don't let it become crowded	2
Acquire more land	2
Clear out dead trees and fire hazards	2
Buffer area around park	2
Other comments	14
GENERAL IMPRESSIONS	
Keep up the good work	50
Keep it as it is	29
Don't know/not sure	22
Very expensive	7
Just drove through	5
Allow people to enjoy nature	4
Too expensive for families with limited income	4
Promote Teton as stand-alone destination	3
Provide quality service	3
Explain services in detail	2
Thank you	2
Organize tour groups	2
Lobby for more money	2
Provide opportunities for all ages	2
Other comments	17

Visitor comment summary

N=933 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Employees friendly, helpful, knowledgeable	21
Rangers courteous, helpful, knowledgeable	20
Personnel/customer service need improvement	6
Excellent campground hosts	2
Other comments	5
INTERPRETIVE SERVICES	
Enjoyed ranger programs	4
Educate visitors about park preservation	4
Provide additional ranger programs	3
Warn of hiking dangers (bears)	3
Compare and contrast park with Yellowstone	2
Provide more children's activities	2
Provide info on horse trails so hikers can avoid them	2
Enjoyed trail guide booklets	2
Trail guides should be more readily available	2
Provide more information on trails (mileage, difficulty, etc.)	2
Encourage foreigners--provide information in other languages	2
Excellent information provided	2
Other comments	8
FACILITIES AND MAINTENANCE	
Park clean, well maintained	18
Keep the park maintained	5
Need more trail markers/signs (due to snow cover)	4
Need more directional signs/mileages	4
Need more facilities at pullouts	2
Roads excellent	2
Trails excellent	2
Campground maintenance needs improved	2
Park directional signs excellent	2
Park facilities great	2
Lizard Creek Campground excellent	2
Other comments	16
CONCESSIONS/PRIVATE BUSINESSES	
Lodging nice	3
Improve lodge operations	3
Lodging too expensive	3
Add more lodging in park	2
Food great	2
Concession prices too high	2
Other comments	13

Comment	Number of times mentioned
POLICIES	
Well managed park	10
Entrance fee high	10
Limit development in and around park	3
Horse and hiking trails should be separated	3
Increased fee okay	2
Keep parks affordable for all	2
Enforce passing/stopping in road laws	2
Keep some campsites first come, first served	2
Disappointed in lack of wildlife	2
Other comments	15
RESOURCE MANAGEMENT	
Preserve/protect the park	31
Enjoyed viewing wildlife	17
Did not feel crowded	9
Do not restrict visitor use	6
Too crowded	6
Saw bear(s)	3
Enjoyed wildflowers	3
Disappointed in amount of wildlife seen	3
Keep park wild/undeveloped to reduce crowding	2
Do not let park become crowded in future	2
Other comments	5
GENERAL IMPRESSIONS	
Enjoyed visit	166
Beautiful	135
Plan to return	53
Visit was too short	28
Return visit	22
Thank you	18
Keep up the good work	17
Mountains spectacular	14
Favorite park	12
Enjoyed hiking	10
Special place/inspirational	9
Preferred Grand Teton NP to Yellowstone NP	8
Only drove through	7
A national treasure	7
Showing park to children	6
First visit	5
Wished for better weather	5
Peaceful/relaxing	5
Thanks for replacement questionnaire	4
A lifetime "best" experience	4
Educational visit	4
There is so much to do	3
Enjoyed float trip	3
Enjoyed Jackson	3
Mosquitoes/horseflies annoying	3
Enjoyed chapel	3
Grand Teton NP seems more relaxing than Yellowstone NP	3
Jackson is expensive to visit	3
Enjoyed wedding/honeymoon trip	3

Comment	Number of times mentioned
GENERAL IMPRESSIONS (continued)	
Politicians do not care about parks	2
Local resident	2
Moving to Jackson	2
Enjoyed Signal Mountain	2
Want to work/volunteer at park in the future	2
Recommended to friends	2
Other comments	23
COMMENTS ABOUT YELLOWSTONE NP	
Roads rough	3
Too crowded	2
Put out all fires--all beauty lost	2
Need more directional signs	2
Other comments`	7
