



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Mammoth Cave National Park

Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Mammoth Cave National Park
Mammoth Cave, KY 42259-0007

IN REPLY REFER TO:

July, 2006

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Mammoth Cave National Park. This information will help us improve our management of this site and better serve you, our visitor.

This questionnaire will be given to only a few visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

A handwritten signature in black ink that reads "Patrick H. Reed".

Patrick H. Reed
Superintendent

DIRECTIONS

Please have the individual who was randomly selected from your group complete the following questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go on to the next page →

Your Visit to Mammoth Cave National Park

1. a) Prior to this visit, how did you and your group obtain information about Mammoth Cave National Park (NP)? Please check (✓) **all** that apply.

- _____ Obtained no information prior to visit → **Go on to Question 2**
- _____ Previous visit
- _____ Friends/relatives/word of mouth
- _____ Park website (www.nps.gov/macav/)
- _____ Other websites
- _____ State welcome center
- _____ Newspaper/magazine articles
- _____ Telephone/written/email inquiry to park
- _____ Travel guides/tour books
- _____ Maps/brochures
- _____ Highway signs
- _____ Television/radio programs/videos
- _____ Other National Park Service site
- _____ Other (Please specify: _____)

- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

- _____ No _____ Yes _____ Not sure
- ↓ ↓ ↓
- Go on to Question 2**

- c) If NO, what was the information you and your group need that was not available?
- _____
- _____

2. a) Prior to this visit, were you and your group aware of the cave tour reservations system at Mammoth Cave NP?

- _____ Yes _____ No → **Go on to Question 3**
- ↓

Go on to next page

b) If YES, did you and your group make cave tour reservations prior to your visit?

_____ Yes



_____ No → c) If NO, how did you and your group learn about the cave tours?

_____ → **Go on to Question 3**

d) If YES, did you get the cave tour reservation by calling the toll-free telephone number or by going online to the National Park Service reservation website?

_____ Calling phone number

_____ Online

e) Please rate the quality of your experience using the cave tour reservation system. Please circle **only one** response.

Very poor

Poor

Average

Good

Very good

f) If you rated the cave tour reservation-making experience as "very poor" or "poor," what problems did you encounter?

3. For this trip, please explain how your visit to Mammoth Cave NP fit into your group's travel plans. Please check (✓) **only one**.

_____ Mammoth Cave NP was the primary destination

_____ Mammoth Cave NP was one of several destinations

_____ Mammoth Cave NP was not a planned destination

4. What was your **primary** reason for visiting the Mammoth Cave NP **area** (within 30 miles of the park)? Please check (✓) **only one**.

_____ Resident of local area (within 30 miles of the park) → **Go on to Question 5**

_____ Visit Mammoth Cave NP

_____ Visit other attractions in the area (Specify: _____)

_____ Visit friends/relatives in the area

_____ Business

_____ Other (Please specify: _____)

Please go on to the next page →

5. a) What services did you and your group use in the "gateway" communities of Cave City, Park City, Brownsville, Horse Cave, Munfordville, and Bowling Green that were specifically related to this park visit? Please check (✓) **all** that apply.

Used service **outside the park** on this visit (✓)

- _____ Did not use any services → **Go on to part b of this question**
- _____ Buy gasoline
- _____ Eat a meal
- _____ Stay overnight in a motel
- _____ Stay overnight in a RV park/campground
- _____ Shop
- _____ Obtain information about Mammoth Cave NP
- _____ Obtain other travel/tourism information
- _____ Other (Please specify: _____)

- b) Do you have any comments about the above services or services you would like to see provided?

Service (list)	Comments--please be specific:
_____	_____
_____	_____
_____	_____

6. On this visit, how long did you and your group stay at Mammoth Cave NP? Please list partial hours/days as 1/4, 1/2, or 3/4.

_____ Number of **hours**, if less than 24 hours

_____ Number of **days**, if 24 hours or more

7. a) On this trip, did you and your group stay overnight **away from home** in the Mammoth Cave NP area (within 30 miles of the park)?

_____ Yes _____ No → **Go on to Question 8**



- b) If YES, please list the number of nights you and your group stayed in Mammoth Cave NP and/or in the **area**.

Number of nights in Mammoth Cave NP _____

Number of nights in Mammoth Cave NP **area** (within 30 miles) _____

c) and d) In what type of lodging did you and your group spend the night(s)?
Please check (√) **all** that apply.

c) Inside the park (√)

**d) Outside the park
within 30 miles (√)**

- | | |
|---|--------------------------|
| <input type="checkbox"/> Lodge/motel/hotel/cabin/rented condo/B&B, etc. | <input type="checkbox"/> |
| <input type="checkbox"/> Campground/trailer park | <input type="checkbox"/> |
| <input type="checkbox"/> Personal seasonal residence | <input type="checkbox"/> |
| <input type="checkbox"/> Residence of friends or relatives | <input type="checkbox"/> |
| <input type="checkbox"/> Other (Please specify below) | <input type="checkbox"/> |

c) _____
Inside park

d) _____
Outside park

8. a) Where did you and your group stay on the night before you arrived at Mammoth Cave NP?

Nearest city/town: _____ State: _____

b) Where did you and your group stay on the night after your departure from Mammoth Cave NP?

Nearest city/town: _____ State: _____

9. On this visit to the Mammoth Cave NP **area**, what other places did you and your group visit? Please check (√) **all** that apply.

- | | |
|---|---|
| <input type="checkbox"/> Kentucky Repertory Theatre | <input type="checkbox"/> Dinosaur World |
| <input type="checkbox"/> Nolin Lake State Park | <input type="checkbox"/> Horse Cave |
| <input type="checkbox"/> Crystal Onyx Cave | <input type="checkbox"/> Diamond Caverns |
| <input type="checkbox"/> Beech Bend Raceway Park | <input type="checkbox"/> Shady Park golf course |
| <input type="checkbox"/> Cave City | <input type="checkbox"/> Guntown Mtn./Onyx Cave |
| <input type="checkbox"/> Barren State Park | <input type="checkbox"/> National Corvette Museum/
Plant |
| <input type="checkbox"/> Kentucky Down Under/Kentucky Caverns | |
| <input type="checkbox"/> Hidden River Cave/American Cave Museum | |
| <input type="checkbox"/> Kentucky Action Park/Jesse James Stables/Outlaw Cave | |
| <input type="checkbox"/> Other (Please specify: _____) | |

Please go on to the next page →

In this questionnaire, your personal group is defined as anyone who you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

10. a) On this visit, which of the following cave tour(s) did you and/or your group take?
 _____ Did not take a tour → **Go on to Question 12**
- b) Please list the number of people in your **personal** group who went on each cave tour.
- c) How long did you and/or your group have to wait to take the cave tour(s)? Please list partial hours as 1/4, 1/2, or 3/4.
- d) Please rate (from 1-3) the length of the cave tour. Check (√) **one** response for each tour that you and/or your group took.
- e) Please rate (from 1-5) the value for the fee paid for each cave tour that you and/or your group took.

a) Take cave tour (√)	b) Number of people in your personal group on cave tour	c) Length of wait (hours)	d) Length of tour? 1=Too short 2=About right 3=Too long	e) Value for fee paid 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
_____ Self-guided Mammoth Cave Discovery Tour	_____	_____	_____	_____
_____ Ranger-guided Mammoth Cave Discovery Tour	_____	_____	_____	_____
_____ Historic Tour	_____	_____	_____	_____
_____ Frozen Niagara Tour	_____	_____	_____	_____
_____ Travertine Tour	_____	_____	_____	_____
_____ Great Oynx Lantern Tour	_____	_____	_____	_____
_____ Introduction to Caving Tour	_____	_____	_____	_____
_____ Trog Tour	_____	_____	_____	_____
_____ Violet City Lantern Tour	_____	_____	_____	_____
_____ River Styx Tour	_____	_____	_____	_____
_____ Focus on Mammoth Tour	_____	_____	_____	_____
_____ Star Chamber Tour	_____	_____	_____	_____

f) What did you and/or your group do while you waited to take a cave tour?
Please check (✓) **all** that apply.

- _____ Did not have to wait → **Go on to Question 11**
- _____ Watch park films/videos _____ Eat
- _____ Attend ranger-led talk/walk _____ Shop in gift shop
- _____ Shop in visitor center bookstore _____ Hike a trail near visitor center
- _____ Other (Please specify: _____)

11. a) For the tours that you or your group took, how many people in total would you estimate were on your cave tour? Please circle **one** answer for each tour you or your group took.
- b) Compared to what you expected, how crowded did you feel on the cave tours you or your group took?
- c) In your opinion, were any of the cave tours that you or your group took too crowded to be enjoyable? Please circle **one** answer for each tour that you and your group took.
- d) Would you recommend the cave tours that you or your group took to others? Please circle **one** answer for each tour that you or your group took.

Cave tour	a) Total number of people on your tour			b) How crowded? 1= Less than expected 2= About expected 3= More than expected	c) Was your tour too crowded to be enjoyable?		d) Recommend to others?	
	<20	20-40	>60		Yes	No	Yes	No
Ranger-guided Mammoth Cave Discovery Tour	<20	20-40	N/A	_____	Yes	No	Yes	No
Self-guided Mammoth Cave Discovery Tour		N/A		_____	Yes	No	Yes	No
Historic Tour	<20	20-60	>60	_____	Yes	No	Yes	No
Frozen Niagara Tour	<20	20-60	>60	_____	Yes	No	Yes	No
Travertine Tour	<20	20-40	N/A	_____	Yes	No	Yes	No
Great Oynx Lantern Tour	<20	20-40	N/A	_____	Yes	No	Yes	No
Introduction to Caving Tour	<20	10-20	N/A	_____	Yes	No	Yes	No
Trog Tour	<10	10-15	N/A	_____	Yes	No	Yes	No
Violet City Lantern Tour	<20	20-60	N/A	_____	Yes	No	Yes	No
River Styx Tour	<20	20-60	N/A	_____	Yes	No	Yes	No
Focus on Mammoth Tour	<20	20-40	N/A	_____	Yes	No	Yes	No
Star Chamber Tour	<20	20-40	N/A	_____	Yes	No	Yes	No

Please go on to the next page →

e) If cave tour size has to be reduced to protect cave resources and because the tour capacity has been reached, which of the following options would you prefer? Please check (√) **only one**.

_____ Maintain the same length of ranger-guided tours. Visitors would see the same amount of the cave, but less people would be allowed on each tour, so fewer people would see the cave than see it now.

_____ Offer shorter ranger-guided cave tours more frequently (reduce current 2-hour tour to 1-hour tour). Visitors would see less of the cave, but more people would see the cave than see it now.

_____ Offer self-guided tours in a smaller section of the cave and a very limited number of ranger-guided tours in the same amount of cave as now. On self-guided tours, visitors would see less of the cave, but more people would be allowed in. On ranger-guided tours, visitors would see the same amount of cave as now, but because of fewer tours, not as many people could take them.

_____ Other (Please specify: _____)

12. a, b, and c) Please respond to the following questions about cave tour prices. Please check **only one** (√) response for each question.

Was price a factor in choosing	Yes (√)	No (√)
a) whether you and your group went on a tour?	_____	_____
b) <u>which</u> tours you and your group went on?	_____	_____
c) <u>how many</u> tours you and your group went on?	_____	_____

13. On this visit, what activities did you and your group participate in at Mammoth Cave NP? Please check (√) **all** that apply.

- | | |
|--|---|
| _____ Driving for pleasure/sightseeing | _____ Backpacking |
| _____ Visiting park cemeteries | _____ Taking a cave tour |
| _____ Attending ranger-led programs (other than cave tour) | _____ Birdwatching/
wildlife viewing |
| _____ Bicycling | _____ Camping |
| _____ Canoeing/kayaking/boating | _____ Photography |
| _____ Picnicking | _____ Dining at park hotel |
| _____ Staying overnight at park hotel | _____ Horseback riding |
| _____ Other (Please specify below) | _____ Hiking |

14. What time of day did you and your group arrive at the park visitor center on the first day of your visit? Please circle **only one** response.

8-10am 10am-12pm 12-2pm 2-4pm 4-6 pm 6-7 pm

15. a) Please check (√) **all** of the services/facilities that you and your group used during this visit to Mammoth Cave National Park.
- b) Next, for only those services/facilities that you and your group used, please rate their importance from 1-5.
- c) Finally, for only those services/facilities that you and your group used, please rate their quality from 1-5.

a) Use service/facility?	b) If used, how important?	c) If used, what quality?
Check (√)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

_____ Park brochure/map	_____	_____
_____ Assistance from park staff	_____	_____
_____ Assistance from visitor center Information desk	_____	_____
_____ Visitor Center bookstore sales items	_____	_____
_____ Cave tour	_____	_____
_____ Cave tour ticket sales	_____	_____
_____ Ranger-led programs (other than cave tours)	_____	_____
_____ Junior Ranger program	_____	_____
_____ Campground	_____	_____
_____ Assistance from campground staff	_____	_____
_____ Restrooms	_____	_____
_____ Picnic areas	_____	_____
_____ Trails in the Visitor Center area	_____	_____
_____ Trails on the north side of the river	_____	_____
_____ Park website (www.nps.gov/mac/) used before or during visit	_____	_____

Please go on to the next page →

16. a) Please check (√) **all** of the concession services/facilities that you and your group used during this visit to Mammoth Cave National Park.
- b) Next, for only those services/facilities that you and your group used, please rate their importance from 1-5.
- c) Finally, for only those services/facilities that you and your group used, please rate their quality from 1-5.

a) Use service/facility?	b) If used, how important?	c) If used, what quality?
Check (√)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
_____ Mammoth Cave Hotel	_____	_____
_____ Mammoth Cave Hotel restaurant	_____	_____
_____ Mammoth Cave Hotel gift shop	_____	_____
_____ Assistance from concession staff	_____	_____
_____ Camp store	_____	_____
_____ Showers	_____	_____
_____ Laundromat	_____	_____
_____ Canoe/kayak outfitters	_____	_____
_____ <i>Miss Green River II</i> scenic boat ride	_____	_____
_____ Horse outfitters	_____	_____

17. a) Were the signs directing you to Mammoth Cave NP adequate? Please check (√) **only one** response for each.

Signs on interstates _____ Yes _____ No _____ Not sure

Signs on state highways _____ Yes _____ No _____ Not sure

b) If you answered NO to part a of this question, please explain: _____

18. a) For this visit to Mammoth Cave NP, how many people were in your personal group, including yourself?

_____ Number of people

- b) On this visit to Mammoth Cave NP, how many times did you and your group enter the park?

_____ Number of entries

19. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check (√) **only one**.

_____ Alone

_____ Family

_____ Friends

_____ Family and friends

_____ Other (Please specify: _____)

20. For you and your personal group on this visit, please provide the following information. If you do not have the information for any group member, please leave that line blank.

	Current age	U.S. ZIP Code or name of country other than U.S.	Number of visits to Mammoth Cave NP (including this visit)	
			last 6 months	5 years
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

21. a) For you only, are you Hispanic or Latino?

_____ Yes

_____ No

- b) For you only, which of these categories best indicates your race? Please check (√) **one or more**.

_____ American Indian or Alaska Native

_____ Asian

_____ Black or African American

_____ Native Hawaiian or other Pacific Islander

_____ White

Please go on to the next page →

22. For you and each group member (age 16 or over) on this visit, please indicate the highest level of education completed. Please check (√) **only one** for each person. If you do not have the information for any group member, please leave that line blank.

	Highest level of education				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

23. a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

_____ Yes _____ No → **Go on to Question 24**



b) If YES, what park activities or services did the person(s) have difficulty accessing or participating in? Please check (√) **all** that apply.

_____ None → **Go on to Question 24**

_____ Ranger-led programs _____ Restrooms _____ Trails in cave

_____ Campground _____ Exhibits _____ Visitor center

_____ Trails on surface _____ Restaurant

_____ Other (Please specify: _____)

c) Because of the physical condition, what specific problems did the person(s) have? Please check (√) **all** that apply.

_____ Hearing (e.g. Difficulty hearing on cave tour and other ranger programs, even with hearing aid)

_____ Visual (e.g. Difficulty seeing cave and/or exhibits, even with prescribed glasses)

_____ Mobility (e.g. Difficulty with uneven surfaces, climbing stairs, even with walking aids)

_____ Other (Please specify: _____)

24. Mammoth Cave NP was established because of its significance to the nation. In your opinion, what is the national significance of this park?

25. It is the National Park Service's responsibility to protect Mammoth Cave NP's natural, scenic, and cultural resources and qualities, while at the same time providing for public enjoyment. Please rate the importance of each of the following attributes/resources to you and your group. Please circle **only one** response for each item.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Cave features/environment	1	2	3	4	5
Native plants	1	2	3	4	5
Old growth forest	1	2	3	4	5
Wildlife	1	2	3	4	5
Clean water	1	2	3	4	5
Clean air/visibility	1	2	3	4	5
Night skies	1	2	3	4	5
Historic buildings/cultural resources	1	2	3	4	5
Recreational opportunities (hiking, camping, etc.)	1	2	3	4	5
Educational programs/opportunities	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Solitude	1	2	3	4	5

26. Is there anything else you and your group would like to tell us about your visit to Mammoth Cave NP?

27. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Mammoth Cave NP during this trip? Please circle **only one**.

Very poor Poor Average Good Very good

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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