Yellowstone National Park

Visitor Study
July, 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Yellowstone National Park, especially as they relate to commercial services and activities in the park. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

This questionnaire is only being given to a select number of 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 this questionnaire or the online option. 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,

Suzanne Lewis
Superintendent
DIRECTIONS

Please have the individual who was randomly selected from your group complete the following questionnaire. It should take about 20 minutes. After 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 Yellowstone National Park

1. a) Prior to your visit, how did you and your group get information about Yellowstone NP? In the left column below, please check (✓) all that apply.
   _____ Obtained no information prior to visit ➔ Go on to Part b of this question

   b) Prior to a future visit, how would you and your group prefer to obtain information about Yellowstone NP? In the right column below, please check (✓) all that apply.

   a) Prior to this visit (✓) ____________________________  b) Prior to future visits (✓)

   _____ Previous visits
   _____ Friends/relatives/word of mouth
   _____ Travel guides/tour books (such as AAA, etc.)
   _____ Maps/brochures
   _____ Television/radio programs/videos
   _____ Newspaper/magazine articles
   _____ E-mail/telephone/written inquiry to park
   _____ Park website: www.nps.gov/yell/
   _____ Xanterra concession website: www.travelyellowstone.com/
   _____ Delaware North concession website: www.delawarenorth.com/
   _____ Other websites
   _____ State welcome center
   _____ Chamber of commerce
   _____ Information from airport, motel or other business
   _____ Other (Please specify: ____________________________)
   Other (Please specify: ____________________________)  _____

c) 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

d) If No, what type of park information did you and your group need that was not available? Please be specific.

________________________________________________________________________________________
2. On this trip, what was the **primary** reason that you and your group visited the Yellowstone NP area (within 150 miles)? Please check (✓) only one.

- [ ] Resident of area  ➔ **Go on to Question 3**
- [ ] Visit Yellowstone NP
- [ ] Visit Grand Teton NP
- [ ] Watch wildlife
- [ ] Fishing
- [ ] Other recreation (hiking, backpacking, camping, etc.)
- [ ] Study natural history
- [ ] Visit friends/relatives in the area
- [ ] Visit other area attractions (besides Yellowstone NP)
- [ ] Business
- [ ] Other (Please specify: _____________________________)

3. a) On this visit, were the signs directing you and your group to Yellowstone NP adequate? Please check (✓) only one answer for each of the following.

- [ ] Signs on interstates  
  - [ ] Yes  
  - [ ] No  
  - [ ] Not sure
- [ ] Signs on state highways  
  - [ ] Yes  
  - [ ] No  
  - [ ] Not sure
- [ ] National Park Service signs in developed areas of the park, such as Old Faithful, Tower, Lake, etc.  
  - [ ] Yes  
  - [ ] No  
  - [ ] Not sure

b) In the park, did you and your group have any difficulty finding the commercial services (such as lodging, food, gas, gift shops, etc.)?

- [ ] Yes
- [ ] No

  ➔

c) If Yes, which of the following reasons contributed to the problem? Please check (✓) all that apply.

- [ ] Signs
- [ ] Traffic circulation
- [ ] Service was closed
- [ ] Other (Please specify: _____________________________)

4. a) On this visit, how many times did you and your group enter Yellowstone NP during your stay in the area?

- [ ] Number of entries

b) Which entrances did you and your group use to enter the park? Please check (✓) all that apply.

- [ ] West Yellowstone
- [ ] North Entrance (Gardiner)
- [ ] South Entrance (Flagg Ranch)
- [ ] Northeast Entrance (Cooke City)
- [ ] East Entrance (Cody)

  ➔ **Please go on to the next page**
5. a) On this visit, what activities did you and your group participate in within Yellowstone NP? Please check (√) all that apply.

- Sightseeing/taking a scenic drive
- Viewing wildlife/birdwatching
- Painting/drawing/taking photographs
- Viewing roadside/trailside exhibits
- Day hiking
- Attending ranger-led programs
- Visiting park visitor center(s)/museum(s) How many did you visit? _____
- Boardwalk/Geyser Basin
- Shopping in park bookstore
- Shopping in park stores (gift shops and general stores)
- Eating in park restaurants
- Picnicking
- Camping in developed campgrounds
- Staying in park lodging
- Overnight backpacking (camping in the backcountry)
- Other (Please specify: ________________________________)

b) Which one of the above activities was the primary reason you and your group visited Yellowstone NP on this visit? Please list only one response. ________________________________

6. a) For this trip, please check (√) the park locations that you and your group visited in Yellowstone NP. If you did not visit a location, please leave that line blank. Use the map on the next page to help you identify the locations you visited.

b) & c) Please list the amount of time you spent at each location in hours or days. If you spent less than 24 hours, list the hours in column b. If you spent 24 hours or more, list the days in column c. Also list the total time spent in Yellowstone NP. List partial hours or days as 1/4, 1/2, 3/4.
Yellowstone National Park Visitor Study

a) Visit park location (✓)

_____ Mammoth Hot Springs  
_____ Madison  
_____ Old Faithful  
_____ West Thumb/Grant Village  
_____ Fishing Bridge/Lake Village/Bridge Bay  
_____ Tower-Roosevelt  
_____ Canyon Village

b) Hours spent— if less than 24 hours

_____  

_____  

_____  

_____  

_____  

_____  

Please go on to the next page ➔
d) Were you and your group able to visit all of the locations in Yellowstone NP that you planned to?
   _____ No  _____ Yes ➔ Go on to Question 7

e) If No, why not? __________________________________________________________

f) What locations were you and your group unable to visit?
   __________________________________________________________

7. a) On this trip, did you and your group stay overnight away from home within 150 miles of Yellowstone NP?
   _____ Yes  _____ No ➔ Go on to Question 8

b) Please list the number of nights you and your group stayed in Yellowstone NP and/or in the area (within 150 miles).
   Number of nights in Yellowstone NP _____
   Number of nights in Yellowstone NP area _____

c) and d) In what type of lodging did you and your group spend the night(s)?
   Please check (√) all that apply for inside and outside the park.
   d) Outside park in surrounding area (√)

   c) Inside park (√)________________________
   _____ Lodge, motel, cabin, rented condo/home, or bed & breakfast _____

   ✅ If you stayed inside the park, in what type of lodging?

   ☐ If you stayed inside the park, in what location?

   _____ Camping in developed campground _____
   _____ Backcountry campsite _____
   _____ Personal seasonal residence _____
   _____ Residence of friends or relatives _____
   _____ Other (Specify: __________________________) Inside park
   Outside park

8. a) Where did you and your group stay on the night prior to visiting Yellowstone NP?
   Nearest city/town __________________ State __________________

b) Where did you and your group stay on the night after leaving Yellowstone NP?
   Nearest city/town __________________ State _________________
NOTE: Commercial services at Yellowstone NP include lodging, food, camping, gas stations, gift shops and medical services that are provided by concessionaires such as Xanterra, Delaware North, etc.

9. a) On this visit to Yellowstone NP, which of the following commercial services did you and your group use?

b) If you and your group used lodging, campsites and/or restaurants/food service, were you able to get your first choice of location?

c) Did the commercial services that you and your group used meet your expectations? Please circle one.

d) Please rate the value (from 1 to 5) of the commercial services you and your group used for the money you paid.

<table>
<thead>
<tr>
<th>a) Use service? (✓)</th>
<th>Commercial service in Yellowstone NP</th>
<th>b) Did you get your first choice?</th>
<th>c) Meet expectations?</th>
<th>d) Value for money you paid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lodging</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
</tr>
<tr>
<td></td>
<td>Campgrounds</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
</tr>
<tr>
<td></td>
<td>Restaurants/food service</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
</tr>
<tr>
<td></td>
<td>Purchase gas</td>
<td>N/A</td>
<td></td>
<td>1=Worse than expected</td>
</tr>
<tr>
<td></td>
<td>Purchase gifts/souvenirs</td>
<td>N/A</td>
<td></td>
<td>1=Worse than expected</td>
</tr>
<tr>
<td></td>
<td>Medical services</td>
<td>N/A</td>
<td></td>
<td>1=Worse than expected</td>
</tr>
</tbody>
</table>

e) Please explain any "No" or "Worse than expected" responses to Parts (b) and (c) of this question.

f) Where was the problem?

g) Please explain any ratings of "Very poor" or "Poor" in Part (d) of this question.

h) Where was the problem?

i) Please explain any ratings of "Very good" in Part (d) of this question.

Please go on to the next page
10. a) Prior to your visit to Yellowstone NP, what concession services and activities did you and your group plan to do/reserve before arrival?

   b) Please check (✓) the concession services and activities that you or your group **used** during this visit to Yellowstone NP.

   c) Next, for only those services and activities that you or your group used, please rate their importance to your visit from 1-5.

   d) Finally, for only those services and activities that you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Concession services/ activities planned or reserved in Yellowstone NP before visit?</th>
<th>b) Concession service/activity used in Yellowstone NP on this visit?</th>
<th>c) If used, how important?</th>
<th>d) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Check (✓)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

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_____ _____ Trail ride _____ _____
_____ _____ Guided overnight horse pack trip _____ _____
_____ _____ Cookout _____ _____
_____ _____ Guided fishing trip _____ _____
_____ _____ Boat rental _____ _____
_____ _____ Scenic boat tour _____ _____
_____ _____ Scenic motorized tour _____ _____
_____ _____ Guided hiking trip _____ _____
_____ _____ Bicycle tour _____ _____
_____ _____ Stagecoach ride _____ _____
_____ _____ Photography tour _____ _____
_____ _____ Yellowstone Association Institute class _____ _____
_____ _____ Natural history tour (not ranger-guided) _____ _____
_____ _____ Guided overnight backpacking trip _____ _____
_____ _____ Guided canoe/kayak trip
11. a) On this visit, did you and your group visit the Old Faithful Inn?

_____ Yes  _____ No

b) On this visit, did you and your group stay overnight at the Old Faithful Inn?

_____ Yes  _____ No

12. For you and your group, please report all expenditures for the items listed below during this visit to Yellowstone NP and surrounding area (within 150 miles).

Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside Yellowstone NP.

b) Please list your group's total expenditures in the area outside the park (within 150 miles).

NOTE: Surrounding area residents should only include expenditures that were directly related to this visit to Yellowstone NP.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside Yellowstone NP</th>
<th>b) In surrounding area outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge/hotel/motel/cabin</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Fishing/boating</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Other transportation expenses:</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>(including airfare, rental cars, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, books, sporting goods, clothing, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Donations</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover?

_____ Adults (18 years or over)  _____ Children (under 18 years)

Please write "0" if the expenditures did not include any children.

Please go on to the next page ➔
13. a) On this visit, what did you and your group like most about the commercial services (lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc.) in Yellowstone NP?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

b) On this visit, what did you and your group like least about the commercial services (lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc.) in Yellowstone NP?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

NOTE: In this questionnaire, your personal group is defined as anyone that 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.

14. On this visit, were you and your personal group part of the following types of groups?

   a) Commercial guided tour group    ______ Yes    ______ No

   b) School/educational group    ______ Yes    ______ No

   c) Other organized group (such as business group, scout group, etc.)    ______ Yes    ______ No

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

   ______ Alone    ______ Family

   ______ Friends    ______ Family and friends

   ______ Other (Please specify: ____________________________________________)

16. a) On this visit, how many people were in your personal group, including yourself?

   ______ Number of people
b) On this visit, how many vehicles did you and your group use to enter the park?

______ Number of vehicles

17. For you and your personal group on this visit, please provide the following information. (If you do not know the answer, leave blank.)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to Yellowstone NP (including this visit) past 12 months</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #4</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #5</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #6</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>

18. For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (✓) only one for each person. (If you do not know the answer, leave blank.)

<table>
<thead>
<tr>
<th>Highest level of education (✓)</th>
<th>Some high school</th>
<th>High school diploma/GED</th>
<th>Some college</th>
<th>Bachelor’s degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #4</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #5</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #6</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>

Please go on to the next page ➔
19. a) Which category best represents your annual **household** income? Please check (✓) **only one**.

- ☐ $30,000 or less
- ☐ $30,001-$60,000
- ☐ $60,001-$90,000
- ☐ $90,001-$120,000
- ☐ $120,001 or more
- ☐ Do not wish to answer

b) What is the number of people in your household? _____

20. a) What is the **one** language you and/or members of your group prefer to use for the following?

- Speaking?
- Reading?

b) What services in the park would you like to have provided in languages other than English?

- ____________________________

- ☐ None  ➔ Go on to Question 21

c) Services that need translation: ____________________________

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

- ☐ Yes
- ☐ No

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

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White

22. a) Does anyone in your group have any disabilities/impairments that affected their visit to Yellowstone NP?

- ☐ Yes
- ☐ No  ➔ Go on to Question 23

b) If Yes, what kind of disability/impairment? Please check (✓) **all** that apply.

- ☐ Hearing
- ☐ Mobility
- ☐ Learning
- ☐ Visual
- ☐ Mental
- ☐ Other (Specify: ____________________________ )
c) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

_____ Yes  _____ No  ➔ **Go on to Question 23**

d) If Yes, what were the problems? ________________________________

23. On a future visit, would you and your group like to have the following services available in developed areas in Yellowstone NP?

Cell phone  _____ Yes  _____ No
Internet access  _____ Yes  _____ No
Other (Please specify: ______________________________________________________________________)

24. Is there anything else you and your group would like to tell us about your visit to Yellowstone NP?

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

25. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at Yellowstone NP during this visit? 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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