Mount Rushmore National Memorial
Visitor Study
July 2007

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Mount Rushmore National Memorial. This information will assist us in our efforts to better manage this park and to serve you, the visitor.

This questionnaire is only being given to a small percentage 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. 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 Director, 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,

Gerard Baker
Superintendent
DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire
2) Answer the questions carefully since each question is different
3) Seal it with the stickers provided
4) Drop it in a U.S. mailbox

Thank you!

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.
Your Visit To Mount Rushmore National Memorial

NOTE: In this questionnaire, 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 groups.

1. Prior to your visit, were you and your personal group aware that Mount Rushmore National Memorial is managed by the National Park Service?
   _____ Yes  _____ No

2. a) Prior to your visit, how did you and your personal group get information about Mount Rushmore National Memorial? In the left column below, please check (✓) all that apply.

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

   a) Prior to this visit (✓)  
      _____ Obtained no information prior to visit  ➔ Go on to part b of this Question
      _____ 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
      _____ Mount Rushmore National Memorial website: www.nps.gov/moru/
      _____ Concession website: www.xanterra.com/
      _____ Other websites
      _____ State welcome center
      _____ Chamber of commerce
      _____ Street vendors
      _____ Information from airport, motel or other business
      _____ Other (Please specify below:  
          a) _______________________________  
          b) _______________________________)

   c) From the sources checked above, did you and your personal group receive the type of information about the park that you needed?
      _____ No  _____ Yes  ➔ Go on to part e of this question
d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

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e) If you and your personal group used the Mount Rushmore National Memorial website (www.nps.gov/moru/) prior to or during this visit, please rate how helpful the website was in planning your visit. Please circle one response below.

_____ Did not use park website  ➔ **Go on to Question 3**

<table>
<thead>
<tr>
<th>Not at all helpful</th>
<th>Somewhat helpful</th>
<th>Helpful</th>
<th>Very helpful</th>
<th>Extremely helpful</th>
</tr>
</thead>
</table>

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3. How did this visit to Mount Rushmore National Memorial fit into your travel plans? Please check (✓) one.

_____ Mount Rushmore National Memorial was the primary destination
_____ Mount Rushmore National Memorial was one of several destinations
_____ Mount Rushmore National Memorial was not a planned destination

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4. On this trip, what was the **primary** reason that you and your personal group visited the Black Hills area (within 60 miles of the memorial)? Please check (✓) one.

_____ Resident of area (Black Hills) ➔ **Go on to Question 5**
_____ Visit Mount Rushmore National Memorial
_____ Visit other attractions in the area
_____ Visit friends/relatives in the area
_____ Business/attend convention or special event
_____ Other (Please specify: ________________________________)

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5. a) On this visit, were the signs directing you and your personal group to Mount Rushmore National Memorial adequate? Please check (✓) one answer for each of the following.

<table>
<thead>
<tr>
<th>Signs on interstates</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs on state highways</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>City street signs in communities</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Signs within Mount Rushmore National Memorial</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

b) If you answered NO for any of the above, please explain: ________________________________
6. On this trip, what other places did you and your personal group visit in the Black Hills area (within 60 miles of the memorial)? Please check (✓) all that apply.

   - None  ➔ Go on to Question 7
   - Crazy Horse Memorial
   - Badlands National Park
   - Custer State Park
   - Bear Country U.S.A.
   - Journey Museum
   - Reptile Gardens
   - Mammoth Site—Hot Springs, SD
   - Wind Cave National Park
   - Jewel Cave National Monument
   - Black Hills National Forest
   - Deadwood, SD
   - Black Hills Caverns, Rushmore Cavern, Crystal Caverns
   - Rushmore Borglum Story in Keystone, SD
   - Minuteman Missile National Historic Site
   - Sturgis, SD
   - Wall, SD
   - Other (Please specify: )

7. a) On this trip, did you and your personal group stay overnight away from home within the Black Hills area (within 60 miles of the memorial)?

   - Yes
   - No  ➔ Go on to Question 8

b) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

   - Lodge, motel, cabin, rented condo/home, or bed & breakfast
   - Camping in developed campground
   - Backcountry campsite
   - Personal seasonal residence
   - Residence of friends or relatives
   - Other (Please specify: )

8. a) During this visit to Mount Rushmore National Memorial, did you and your personal group obtain information from a Mount Rushmore National Memorial uniformed employee (park ranger/volunteer/concession employee)?

   - Yes
   - No  ➔ Go on to Question 9

b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger/volunteer/concession employee. Please circle one number for each.

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Courteousness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
9. On this visit, what were the reasons that you and personal your group visited Mount Rushmore National Memorial? Please check (√) all that apply.

_____ View/learn about the memorial  _____ Learn about four Presidents
_____ Visit a National Park Service site  _____ Attend special event
_____ Other (Please specify: ________________________________)

10. a) As you were planning your trip to Mount Rushmore National Memorial, what activities did you and your personal group expect to include on this visit? Please check (√) all that apply in the left column.

b) On this visit, what activities did you and your personal group participate in within Mount Rushmore National Memorial? Please check (√) all that apply in the right column.

a) Activities expected (√)  b) Activities on this visit (√)

_____ Viewing/learning about the memorial
_____ Learning about the four Presidents
_____ Visiting information center and bookstore
_____ Attending ranger-led programs
_____ Visiting Lincoln Borglum Museum (main park visitor center)
_____ Shopping in park bookstore (sells books, DVDs, etc.)
_____ Shopping in park gift shop (sells T-shirts, souvenirs, etc.)
_____ Eating in park restaurant/snack shop
_____ Visiting American Indian tipi
_____ Walking the Presidential Trail (1/2-mile loop)
_____ Listening to audio tour
_____ Studying nature (viewing plants/wildlife, including birds)
_____ Hiking other than the Presidential Trail
_____ Visiting historic Sculptor’s Studio
_____ Other (Please specify below: ____________________________)

11. On this visit to Mount Rushmore National Memorial, how long did you and your personal group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.

_____ Number of hours if less than 24 hours
_____ Number of days if 24 hours or more
12. a) Please check (✓) the interpretive/information services that you or your personal group used in Mount Rushmore National Memorial during this visit.

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

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

<table>
<thead>
<tr>
<th>a) Interpretive/information services used?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

   | Park brochure/map |          |          |
   | Park newspaper: The Mount Rushmore Visitor's Guide |          |          |
   | Lincoln Borglum Museum (visitor center) exhibits |          |          |
   | Film shown in visitor center |          |          |
   | Presidential Trail—self-guided walk |          |          |
   | Presidential Trail—ranger-led walk |          |          |
   | Other ranger-led talks |          |          |
   | Trailside exhibits |          |          |
   | Assistance from uniformed park staff |          |          |
   | Evening lighting ceremony |          |          |
   | Artist-in-Residence/Sculptor-in-Residence program |          |          |
   | Sculptor’s Studio children’s program |          |          |
   | Junior Ranger program |          |          |
   | Rushmore Ranger program |          |          |
   | Audio tour |          |          |

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

d) Do you have any comments about the above interpretive/information services?
13. a) Please check (✓) the visitor services and facilities that you or your personal group used in Mount Rushmore National Memorial during this visit.

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

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

<table>
<thead>
<tr>
<th>a) Visitor services/facilities used?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales items in bookstores (books/DVDs, etc. in visitor center, information center, or Sculptor’s Studio)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lot</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law enforcement/emergency/visitor assistance (e.g. jump-start vehicle, keys locked in vehicle)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access for disabled persons</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

d) Do you have any comments about the above visitor services and facilities?

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. a) Would you and your personal group visit Mount Rushmore National Memorial again?

- Yes, likely
- No, unlikely
- Not sure

b) Why or why not?

15. a) On this visit, did you and your personal group eat in the Mount Rushmore National Memorial restaurant/snack shop or shop in the gift shop?

- Yes
- No ➔ Go on to Question 16
b) If YES, please indicate how the following elements may have affected you and your personal group’s dining or shopping experience. Please check (✓) one for each.

<table>
<thead>
<tr>
<th>Element</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food service:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of menu items</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Preparation of menu items</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Price</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Length of wait: (how long?)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Appearance of facility</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Gift shop:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of sales items</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Quality of sales items</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Price</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Length of wait: (how long?)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

c) Please make any comments about the above elements. For example, if you were unable to find an item you wanted, please list it below.

<table>
<thead>
<tr>
<th>Element</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. a) Was there anything you and your personal group expected to see or do on this visit to Mount Rushmore National Memorial that you were not able to?
   ____ Yes  _____ No  ➔ Go on to Question 17

b) If YES, what was it?

   ______________________________________________________________

   ______________________________________________________________

c) Why weren’t you able to see or do what you wanted to?

   ______________________________________________________________

17. What is the most important (educational, interesting, useful) information you learned while visiting Mount Rushmore National Memorial on this visit?

   ______________________________________________________________

   ______________________________________________________________
18. a) Mount Rushmore interpretive programs and exhibits discuss the following topics: sculpting the memorial, presidential history, American Indian culture/history, Black Hills history, and plants and animals of the Black Hills. Please check (✓) all of the topics you learned about on this visit.

_____ Did not learn about any topics on this visit ➔ Go on to part c of this question

b) Please indicate how much your level of understanding of each topic improved during your visit. Please circle one answer for each topic.

c) Next, check (✓) which topics you would be interested in learning more about on a future visit.

<table>
<thead>
<tr>
<th>a) Learned on this visit?</th>
<th>b) Level of understanding improvement?</th>
<th>c) Interested on future visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(✓)</td>
<td>Not at all</td>
<td>A little</td>
</tr>
<tr>
<td>Sculpting the memorial</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Presidential history</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>American Indian culture/h</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>history</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Hills history</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Black Hills plants/animals</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

d) Please list any additional topics you and your personal group are interested in learning about Mount Rushmore National Memorial.

19. On a future visit, how would you and your personal group prefer to learn about cultural and natural history/features of Mount Rushmore National Memorial? Please check (✓) all that apply.

_____ Not interested in learning about the park ➔ Go on to Question 20

_____ Indoor exhibits

_____ Outdoor exhibits

_____ Park website (www.nps.gov/moru)

_____ Ranger-led activities

_____ Junior Ranger program

_____ Children’s programs (other than Junior Ranger/Sculptor’s Studio programs)

_____ Interactive computer programs

_____ Self-guided tours

_____ Sculptor-in-Residence program

_____ Volunteer opportunities

_____ Audiovisual programs (video, movie, etc.)

_____ Electronic media (downloadable digital files, MP3 players, etc.)

_____ Printed materials (brochures, books, maps, etc.)

_____ Other (Please specify: ________________________________ )
20. On this visit, were you and your personal group part of the following types of larger, organized groups?
   a) Commercial guided tour group    ______ Yes    ______ No
   b) School/educational group        ______ Yes    ______ No
   c) Other organized group           ______ Yes    ______ No
      (such as business group, scout group, etc.)

21. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please check (✓) one.
   ______ Alone    ______ Family
   ______ Friends    ______ Family and friends
   ______ Other (Please specify: ____________________________)

22. 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 personal group use to enter the park?
      ______ Number of vehicles

   c) On this visit, how many times did you and your personal group enter Mount Rushmore National Memorial during your stay in the area?
      ______ Number of entries

23. Did you and your personal group use the audio tour in Spanish, Lakota, French, or German?
   ______ Yes    ______ No

24. a) When visiting a site such as Mount Rushmore National Memorial, what one language do you and your personal group prefer to use for the following?
      Speaking    Reading
      ________________________    ________________________

   b) What services at the memorial would you like to have provided in languages other than English?
      ______ None ➔ Go on to Question 25

25. For you only, what is your gender? Please check (✓) one.
   ______ Male    ______ Female
26. For you and your personal group on this visit, please indicate (if you do not know the answer, leave blank).

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. Zip Code or name of country other than U.S.</th>
<th>c &amp; d) Number of visits made to Mount Rushmore National Memorial (including this visit) past 12 months lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

27. a) Are you or members of your personal group Hispanic or Latino? Please circle one answer for each group member.

<table>
<thead>
<tr>
<th>Hispanic or Latino?</th>
<th>American Indian or Alaska Native</th>
<th>Black or African American</th>
<th>Native Hawaiian or other Pacific Islander</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

28. For you only, please indicate the highest level of education you have completed. Please check (✓) one.

- Some high school
- Bachelor’s Degree
- High School Diploma/GED
- Graduate Degree
- Some college

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

- Yes
- No ➔ Go on to Question 30
b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (✓) all that apply.

- Ranger-led programs
- Restrooms
- Presidential Trail
- Museum exhibits
- Amphitheater
- Sculptor’s Studio
- Visitor center
- Restaurant/
  snack shop
- Gift shop
- Audio tour
- Other (Please specify: ______________________________________________________________________)

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

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs even with walking aid and/or wheelchair)
- Other (Please describe: ______________________________________________________________________)

30. a) Did you and your personal group attend a special event (such as cultural events, music, movies, etc.) during your visit to Mount Rushmore National Memorial?

- Yes
- No

b) Whether or not you attended a special event on this visit, what kinds of special events would you and your personal group like to see offered at the park in the future?

________________________________________________________________________________________

________________________________________________________________________________________

31. a) In your opinion, how appropriate is the parking garage fee ($8/vehicle/year or $50/bus/day) you paid to park at Mount Rushmore National Memorial during this visit? Bus passengers’ parking fee is included in their tour cost.

- Too low
- About right
- Too high

b) Please provide any comments about parking.________________________________________________

________________________________________________________________________________________
32. Mount Rushmore National Memorial is considering adding additional services. Would you and your personal group use a picnic area or hiking trail?

<table>
<thead>
<tr>
<th>Service</th>
<th>Yes, likely</th>
<th>No, unlikely</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picnic area</td>
<td></td>
<td></td>
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<td>New, longer hiking</td>
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33. If you were a manager planning for the future of Mount Rushmore National Memorial, what would you propose? Please be specific.

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34. Is there anything else you and your personal group would like to tell us about your visit to Mount Rushmore National Memorial?

_________________________________________________________________________
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35. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Mount Rushmore National Memorial during this visit? Please circle 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

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139