



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

Blue Ridge Parkway

Visitor Study



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

199 Blue Ridge Parkway
Hemphill Knob Road
Asheville, NC 28803-8686

IN REPLY REFER TO:

June, 2008

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Blue Ridge Parkway. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only 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 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 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,





A handwritten signature in cursive script that reads "Philip A. Francis, Jr.".

Philip A. Francis, Jr.
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) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) 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.

Please go to the next page →

Your Visit To Blue Ridge Parkway

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 group.

1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Blue Ridge Parkway? Please mark (●) **all** that apply in the left column.
- b) Prior to a future visit, how would you and your personal group prefer to obtain information about Blue Ridge Parkway? Please mark (●) **all** that apply in the right column.

a) Prior to this visit (●)

b) On future visits (●)

- | | | |
|-----------------------|--|-----------------------|
| <input type="radio"/> | Obtained no information prior to visit → Go to part b of this question | |
| <input type="radio"/> | Previous visits | <input type="radio"/> |
| <input type="radio"/> | Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> | Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> | Maps/brochures | <input type="radio"/> |
| <input type="radio"/> | Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> | E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> | Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> | Blue Ridge Parkway website: www.nps.gov/blri/ | <input type="radio"/> |
| <input type="radio"/> | Parkway concession website: www.peaksofotter.com | <input type="radio"/> |
| <input type="radio"/> | Parkway concession website: www.blueridgeresort.com | <input type="radio"/> |
| <input type="radio"/> | Parkway concession website: www.pisgahinn.com | <input type="radio"/> |
| <input type="radio"/> | Other websites | <input type="radio"/> |
| <input type="radio"/> | State welcome center/Chamber of Commerce | <input type="radio"/> |
| <input type="radio"/> | School class/program | <input type="radio"/> |
| <input type="radio"/> | Information from local motel or other business | <input type="radio"/> |
| <input type="radio"/> | Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

- No
↓
 Yes → **Go to Question 2**

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

2. Prior to this visit, were you and your personal group aware that the Blue Ridge Parkway is managed by the National Park Service? Please mark (●) **one**.

- Yes No Not sure

3. Prior to this visit, had you and your personal group ever heard of the following groups? Please mark (●) **one**.

Blue Ridge Parkway Association Yes No

Friends of the Blue Ridge Parkway Yes No

Blue Ridge Parkway Foundation Yes No

4. a) On this visit, what forms of transportation did you and your group use to travel between your overnight accommodations or home, and the Blue Ridge Parkway? Please mark (●) **all** that apply.

Private vehicle (car, SUV, pickup, RV, etc.)

Rental vehicle Tour/school bus

Bicycle Taxi/limousine

On foot Motorcycle

Other (Please specify) _____

b) On this visit, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

5. a) The Blue Ridge Parkway covers 469 miles between Shenandoah National Park, VA and Great Smoky Mts. National Park, TN. On this trip, where did you and your personal group first enter the Blue Ridge Parkway?

Location: _____ State: _____

b) **On this trip**, how many times did you and your personal group enter the Blue Ridge Parkway? Please mark (●) **one**.

- Once 2 to 4 times 5 or more times

c) On this trip, where did you and your personal group leave the Blue Ridge Parkway **for the last time**?

Location: _____ State: _____

6. For this visit, what was the **primary** reason that you and your personal group visited the area in Virginia or North Carolina within 35 miles of Blue Ridge Parkway? Please mark (●) **one**.

- Resident of area → **Go to Question 7**
- Visit Blue Ridge Parkway
- Visit other attractions in the area
- Visit friends/relatives in the area
- Travel through to other destination
- Business
- Other (Please specify) _____

7. On this visit, what was the **primary** reason that you and your personal group visited the Blue Ridge Parkway? Please mark (●) **one**.

- Take scenic drive/view scenery
- Travel through to other destination
- Participate in recreation (hiking, bicycling, camping, etc.)
- Visit historic sites
- Saw sign on highway
- Show parkway to friends/relatives
- Visit a National Park Service site
- Obtain stamp in National Park Passport book
- Other (Please specify) _____

8. On this visit to Blue Ridge Parkway, how long did you and your personal group spend visiting the park?

_____ Number of hours **if less than 24 hours** (i.e. $\frac{1}{4}$ hr, 1 $\frac{1}{2}$ hrs, 2 $\frac{3}{4}$ hrs)

_____ Number of days **if 24 hours or more** (i.e. $\frac{1}{4}$ day, 1 $\frac{1}{2}$ days, 2 $\frac{3}{4}$ days)

9. On this visit, which of the following sites along the Blue Ridge Parkway did you visit? Please mark (●) **all** that apply.

- | | |
|--|--|
| <input type="radio"/> Humpback Rocks/Farm/Visitor Center | <input type="radio"/> Julian Price Memorial Park |
| <input type="radio"/> Otter Creek | <input type="radio"/> Linn Cove Viaduct/Visitor Center |
| <input type="radio"/> James River Visitor Center | <input type="radio"/> Linville Falls/Visitor Center |
| <input type="radio"/> Peaks of Otter/Lodge/Visitor Center | <input type="radio"/> Rocky Knob/Visitor Center |
| <input type="radio"/> Virginia's Explore Park/Visitor Center | <input type="radio"/> Crabtree Meadows/Restaurant |
| <input type="radio"/> Minerals Museum | <input type="radio"/> Craggy Gardens/Visitor Center |
| <input type="radio"/> Mabry Mill/Coffee Shop | <input type="radio"/> Folk Art Center |
| <input type="radio"/> Blue Ridge Music Center/Visitor Center | <input type="radio"/> Parkway Destination Center |
| <input type="radio"/> Cumberland Knob | <input type="radio"/> Mt. Pisgah Lodge/Restaurant |
| <input type="radio"/> Doughton Park/Bluffs Lodge/Restaurant | <input type="radio"/> Waterrock Knob/Visitor Center |
| <input type="radio"/> Moses Cone Memorial Park/Craft Shop | |
| <input type="radio"/> Other (Please specify) _____ | |

10. a) On this visit, what activities did you and your personal group participate in while visiting Blue Ridge Parkway? Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Viewing scenery/taking scenic drive | <input type="radio"/> Bicycling |
| <input type="radio"/> Driving through to another destination | <input type="radio"/> Visiting cemeteries |
| <input type="radio"/> Taking photographs/painting/drawing | <input type="radio"/> Picnicking |
| <input type="radio"/> Nature study/birdwatching | <input type="radio"/> Fishing |
| <input type="radio"/> Attending ranger-led programs | <input type="radio"/> Hiking/walking |
| <input type="radio"/> Visiting historic sites | <input type="radio"/> Motorcycling |
| <input type="radio"/> Shopping in park bookshop | <input type="radio"/> Camping |
| <input type="radio"/> Other (Please specify) _____ | |

b) Which **one** of the above activities was the primary activity that you and your personal group did along the Blue Ridge Parkway on this visit? Please list **one** answer.

11. a) On this trip, did you and your personal group stay overnight **away from home** along the Blue Ridge Parkway or in the area within 35 miles of the parkway?

- Yes
- No → **Go to Question 12**

b) and c) 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.

b) Number of nights inside park	c) Number of nights outside park within 35 miles
--	---

- | | |
|---|----------------------|
| <input type="text"/> Lodge, motel, cabin, rented condo/home, or bed & breakfast | <input type="text"/> |
| <input type="checkbox"/> Lodging location along parkway _____ | |
| <input type="text"/> Camping in developed campground | <input type="text"/> |
| <input type="checkbox"/> Camping location along parkway _____ | |
| <input type="text"/> Backcountry campsite | <input type="text"/> |
| <input type="text"/> Personal seasonal residence | <input type="text"/> |
| <input type="text"/> Residence of friends or relatives | <input type="text"/> |
| <input type="text"/> Other (Please specify below) | <input type="text"/> |

Inside _____ Outside _____

d) If you and your personal group **did not** stay in Blue Ridge Parkway lodges or campgrounds, why not? Please mark (●) **all** that apply.

- Costs were too high
- Location not convenient
- Facilities lacked desired amenities
- Lacked desired facilities
- Other (Please specify) _____

12. On this visit, were the signs directing you and your personal group to and along the Blue Ridge Parkway adequate? Please mark (●) **one** answer for each of the following.

- a) Interstate signs Yes No Did not use
- b) State highway signs Yes No Did not use
- c) Signs in communities Yes No Did not use
- d) Signs along Blue Ridge Parkway Yes No Did not use

If you answered NO for any of the above, please explain.

Interstate _____ Highway _____

Community _____ Parkway _____

13. a) For the safety issues below, please indicate how safe you and your group felt from crime and accidents during this visit to Blue Ridge Parkway. Please mark (●) **one** answer for each issue.

How safe did you feel in the park?

Safety issue	Very unsafe	Somewhat unsafe	No opinion	Somewhat safe	Very safe
Personal safety—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from bears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal property—from bears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above issues, please explain why.

14. Blue Ridge Parkway was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment and appreciation of the Appalachian Mountains. On this visit, how important were the following attributes/resources to you? Please mark (●) one answer for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic drive/scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living history/special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpretive/informational programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (hiking, camping, fishing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants and animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. a) Please mark (●) **all** visitor services and facilities that you or your group **used** along the Blue Ridge Parkway during this visit.
- b) Next, for only those services and facilities that you or your group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	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

- | | | |
|--|-------|-------|
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Self-guided tour booklets | _____ | _____ |
| <input type="radio"/> Visitor centers | _____ | _____ |
| <input type="radio"/> Sales items in park bookshop
(selection, quality, price, etc.) | _____ | _____ |
| <input type="radio"/> Visitor center restrooms | _____ | _____ |
| <input type="radio"/> Assistance from park staff | _____ | _____ |
| <input type="radio"/> Ranger-led programs | _____ | _____ |
| <input type="radio"/> Junior Ranger program | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Overlook exhibits | _____ | _____ |
| <input type="radio"/> Trailside exhibits | _____ | _____ |
| <input type="radio"/> Blue Ridge Parkway website:
www.nps.gov/blri/ (used before or during visit) | _____ | _____ |

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)	Comment (Please be specific)
_____	_____
_____	_____
_____	_____

16. a) Please mark (●) **all** concession services and facilities that you or your group **used** along the Blue Ridge Parkway during this visit.
- b) Next, for only those services and facilities that you or your group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your group **used**, please rate their quality from 1-5.

a) Concession services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	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

Otter Creek – Milepost 61

- Otter Creek Restaurant _____
- Otter Creek Gift Shop _____
- Assistance from concession staff _____

Peaks of Otter – Milepost 86

- Peaks of Otter Lodge _____
- Peaks of Otter Restaurant _____
- Assistance from concession staff _____

Rocky Knob – Milepost 174

- Rocky Knob Cabins _____
- Assistance from concession staff _____

Mabry Mill – Milepost 176

- Mabry Mill Restaurant _____
- Mabry Mill Gift/Craft Store _____
- Assistance from concession staff _____

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)

Comment (Please be specific)

_____	_____
_____	_____

17. Please use the directions provided in Question 16.

a) Concession services and facilities used

Mark (●)

b) If used, how important?

- 1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

c) If used, what quality?

- 1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Bluffs – Milepost 241

- | | | |
|---|-------|-------|
| <input type="radio"/> Bluffs Lodge | _____ | _____ |
| <input type="radio"/> Bluffs Restaurant/Craft Shop | _____ | _____ |
| <input type="radio"/> Assistance from Bluffs concession staff | _____ | _____ |
| <input type="radio"/> Crabtree Meadows Snack Bar | _____ | _____ |
| <input type="radio"/> Crabtree Meadows Camp Store/Gift Shop | _____ | _____ |
| <input type="radio"/> Assistance from Crabtree Meadows concession staff | _____ | _____ |

Pisgah – Milepost 408

- | | | |
|--|-------|-------|
| <input type="radio"/> Pisgah Inn | _____ | _____ |
| <input type="radio"/> Pisgah Inn Restaurant | _____ | _____ |
| <input type="radio"/> Pisgah Inn Craft/Gift Shop | _____ | _____ |
| <input type="radio"/> Assistance from concession staff | _____ | _____ |

Campgrounds operated by National Park Service

- | | | |
|---|-------|-------|
| <input type="radio"/> Otter Creek Campground | _____ | _____ |
| <input type="radio"/> Peaks of Otter Campground | _____ | _____ |
| <input type="radio"/> Roanoke Mountain Campground | _____ | _____ |
| <input type="radio"/> Rocky Knob Campground | _____ | _____ |
| <input type="radio"/> Doughton Campground | _____ | _____ |
| <input type="radio"/> Julian Price Campground | _____ | _____ |
| <input type="radio"/> Linville Falls Campground | _____ | _____ |
| <input type="radio"/> Crabtree Meadows Campground | _____ | _____ |
| <input type="radio"/> Mt. Pisgah Campground | _____ | _____ |

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)	Comment (Please be specific)
_____	_____
_____	_____

18. a) Blue Ridge Parkway does not currently charge an entrance fee. On a future visit, would you and your personal group be willing to pay an entrance fee of \$5/vehicle to drive on the parkway for up to 7 days? Please mark (●) **one**.

Yes, likely No, unlikely Not sure

b) On a future visit, would you and your personal group be willing to pay \$25/vehicle for parkway access throughout the year? Please mark (●) **one**.

Yes, likely No, unlikely Not sure

19. On this visit, were you and your personal group part of the following types of groups? Please mark (●) **one** for each.

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

20. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

Alone Family

Friends Family and friends

Other (Please specify) _____

21. On this visit, how many people were in your personal group, including yourself?
_____ Number of people

22. a) When visiting an area such as Blue Ridge Parkway, what **one** language do you and most members of your personal 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? Please specify a service or write "None."

23. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to Blue Ridge Parkway (including this visit) lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

24. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Hispanic or Latino?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. 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 to Question 26**

b) If YES, what services or activities were difficult to access/participate in?

26. a) On this visit to Blue Ridge Parkway, did you and your personal group attend any ranger-led programs?

Yes No

b) On a future visit, would you and your personal group be interested in attending ranger-led programs along the parkway?

Yes, likely No, unlikely Not sure

c) If YES, what length of program would you and your personal group like to attend?

Under 1/2 hour Other (Please specify below)

1/2 - 1 hour _____

1 - 2 hours

d) Where along the parkway would you and your personal group like to attend a program? If you have no preference, please mark (●) "Have no preference".

Locations: _____

Have no preference

27. If you were a manager planning for the future of Blue Ridge Parkway, what would you propose? Please be specific.

28. Is there anything else you and your personal group would like to tell us about your visit to Blue Ridge Parkway?

29. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Blue Ridge Parkway during this visit? Please mark (●) **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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Park Studies Unit
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