



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

Visitor Services Project

# Yellowstone National Park

## Visitor Study



United States Department of the Interior

**NATIONAL PARK SERVICE**  
 Yellowstone National Park  
 Yellowstone NP, WY 82190

IN REPLY REFER TO:

July 2011

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. This information will assist us in our efforts to better manage this park and to serve you.

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 to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

Daniel N. Wenk  
 Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil!

Like this: ● Not like this: ✓ ✗ / ⊙

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Yellowstone National Park. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection 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 Yellowstone National Park**

NOTE: In this questionnaire "personal group" is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scout, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Yellowstone National Park (NP)? Please mark (●) **all** that apply in column (a).  
 Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Yellowstone NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (airport, hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	Yellowstone NP website: <a href="http://www.nps.gov/yell">www.nps.gov/yell</a>
<input type="radio"/>	<input type="radio"/>	Xanterra concession website: <a href="http://www.travelyellowstone.com">www.travelyellowstone.com</a>
<input type="radio"/>	<input type="radio"/>	Delaware North concession website: <a href="http://www.delawarenorth.com">www.delawarenorth.com</a>
<input type="radio"/>	<input type="radio"/>	Other websites
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

c) From the sources marked in column (a), 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. For this trip, what was the **primary** reason that you and your personal group visited the Yellowstone NP **area** (within 150 miles)? Please mark (●) only **one**.

- |   |   |
|---|---|
| <input type="radio"/> Resident of area                    | <input type="radio"/> Business              |
| <input type="radio"/> Visit Yellowstone NP                | <input type="radio"/> Fishing               |
| <input type="radio"/> Visit Grand Teton NP                | <input type="radio"/> Study natural history |
| <input type="radio"/> Visit other attractions in the area | <input type="radio"/> Watch wildlife        |
| <input type="radio"/> Traveling through - unplanned visit |   |
| <input type="radio"/> Visit friends/relatives in the area |   |
| <input type="radio"/> Other (Please specify) _____        |   |

3. On this visit, were the signs directing you and your personal group to and within Yellowstone NP adequate? Please mark (●) **one** answer for each of the following.

- |   |                           |                          |                                   |
|---|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs   | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs  | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) National Park Service signs in developed areas of the park such as Old Faithful, Tower, Lake Village, etc. | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

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

Yes  No → **Go to Question 5**

b) If YES, which of the following reasons contributed to the problem? Please mark (●) **all** that apply.

- |  |   |
|--|---|
| <input type="radio"/> Signs              | <input type="radio"/> Traffic circulation   |
| <input type="radio"/> Service was closed | <input type="radio"/> Other (Specify) _____ |

5. a) On this visit, how many times did you and your personal group enter Yellowstone NP during your stay in the area (within 150 miles)?

\_\_\_\_\_ Number of entries

b) Which entrances did you and your personal group use to enter the park? Please mark (●) **all** that apply. (See map on page 7.)

- |  |   |
|--|---|
| <input type="radio"/> West Yellowstone             | <input type="radio"/> North Entrance (Gardiner)       |
| <input type="radio"/> South Entrance (Flagg Ranch) | <input type="radio"/> Northeast Entrance (Cooke City) |
| <input type="radio"/> East Entrance (Cody)         |   |

c) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

\_\_\_\_\_ Number of vehicles

6. a) For this trip, please mark (●) **all** the park locations that you and your personal 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 number of hours in column (b). If you spent **24 hours or more**, list the number of 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.

a) Visited park location (●)	b) Hours spent—if less than 24 hours	c) Days spent—if 24 hours or more
<input type="radio"/> Mammoth Hot Springs	_____	_____
<input type="radio"/> Madison	_____	_____
<input type="radio"/> Old Faithful	_____	_____
<input type="radio"/> West Thumb/Grant Village	_____	_____
<input type="radio"/> Fishing Bridge/Lake Village/ Bridge Bay	_____	_____
<input type="radio"/> Tower-Roosevelt	_____	_____
<input type="radio"/> Canyon Village	_____	_____
<b>Total</b> time spent in Yellowstone NP on this visit	_____	_____

d) Were you and your personal group able to visit all the locations in Yellowstone NP that you had planned to visit?

No  Yes → **Go to Question 7**

- e) If NO, why not? \_\_\_\_\_
- f) Which locations were you and your personal group unable to visit? \_\_\_\_\_



7. a) On this trip, did you and your personal group stay **overnight away from home** in Yellowstone NP or in the area within 150 miles of any entrance point?
- Yes       No → **Go to Question 8**

- b) If YES, please list the number of nights you and your personal group stayed.
- \_\_\_\_\_ Number of nights inside Yellowstone NP
- \_\_\_\_\_ Number of nights outside Yellowstone NP within 150 miles of park

c) & d) In which types of accommodations did you and your personal group spend the night(s)? Please mark (●) **all** that apply.

<b>c) Inside park</b>	<b>d) Outside park within 150 miles</b>
-----------------------	---

- |  |                       |
|--|-----------------------|
| <input type="radio"/> Lodge, motel, cabin, rented condo/home, or bed & breakfast | <input type="radio"/> |
| ➤ If you stayed <b>inside</b> the park, in what <b>type</b> of lodging? _____    |                       |
| ➤ If you stayed <b>inside</b> the park, at what <b>location</b> ? _____          |                       |
| <input type="radio"/> Camping in developed campground                            | <input type="radio"/> |
| <input type="radio"/> Backcountry campsite                                       | <input type="radio"/> |
| <input type="radio"/> Personal seasonal residence                                | <input type="radio"/> |
| <input type="radio"/> Residence of friends or relatives                          | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)                               | <input type="radio"/> |
| Inside _____   | Outside _____         |

8. On this trip, where did you and your personal group stay on the **night before** and the **night after** visiting Yellowstone NP? If you stayed at home, please write the name of the town/city and state where you live.

- a) BEFORE visit: Town/city \_\_\_\_\_ State \_\_\_\_\_
- b) AFTER visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

9. a) On this visit, did you and your personal group visit the Old Faithful Inn?

- Yes       No

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

- Yes       No

10. a) On this visit, in which activities did you and your personal group participate within Yellowstone NP? Please mark (●) **all** that apply.

- Attending ranger-led programs
- Boardwalk/geyser basin
- Camping in developed campgrounds
- Creative arts (painting/drawing/photography/writing)
- Day hiking
- Eating in park restaurants
- Overnight backpacking (camping in the backcountry)
- Picnicking
- Shopping in park bookstores
- Shopping in park stores (gift shops and general stores)
- Sightseeing/taking a scenic drive
- Staying in park lodging
- Viewing roadside/trailside exhibits
- Viewing wildlife/birdwatching
- Visiting park visitor center(s)/museum(s) How many did you visit? \_\_\_\_\_
- Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_

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

- a) Cell phone  Yes  No
- b) Internet access  Yes  No
- c) Other (Please specify) \_\_\_\_\_

**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.

12. a) On this visit to Yellowstone NP, which of the following commercial services did you and personal your group use? Please mark (●) **all** that apply.
- b) If you and your personal group used lodging, campgrounds and/or restaurants/food services, were you able to get your first choice of location?
- c) Did the commercial services that you and personal your group used meet your expectations? Please circle one.
- d) Please rate the value (from 1 to 5) of the commercial services you and personal your group used, for the money you paid.

a) Service used (●)	Commercial service in Yellowstone NP	b) Did you get your first choice? (Circle one)		c) Meet expectations?			d) Value for money you paid
				1=Worse than expected	2>About what was expected	3=Better than expected	1=Very poor

<input type="radio"/>	Lodging	Yes	No	1	2	3	_____
<input type="radio"/>	Campgrounds	Yes	No	1	2	3	_____
<input type="radio"/>	Restaurants/food service	Yes	No	1	2	3	_____
<input type="radio"/>	Purchase gas	n/a		1	2	3	_____
<input type="radio"/>	Purchase gifts/souvenirs	n/a		1	2	3	_____
<input type="radio"/>	Medical services	n/a		1	2	3	_____

e) If you marked "No" or "Worse than expected" to part (b) or (c) of this question, please explain where and why.

Location	Reason
_____	_____
_____	_____

f) If you marked "Very poor" or "Poor" in part (d) of this question please explain where and why.

Location	Reason
_____	_____
_____	_____

g) If you marked "Very good" in part (d) of this question, please explain.

\_\_\_\_\_

13. a) Prior to your visit to Yellowstone NP, which concession services and activities did you or your personal group plan to do, or make reservations for, before arrival? Please mark (●) all that apply.
- b) Please mark (●) all the concession services and activities that you or personal your group used during this visit to Yellowstone NP.
- c) Next, for **only** those services and activities that you or your personal group used, please rate their importance to your visit from 1-5.
- d) Finally, for **only** those services and activities that you or your personal group used, please rate their quality from 1-5.

a) Concession service/activity planned or reserved in Yellowstone NP before visit?	b) Concession service/activity used in Yellowstone NP on this visit	c) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	d) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	
<input type="radio"/>	<input type="radio"/>	Bicycle tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Boat rental	_____	_____
<input type="radio"/>	<input type="radio"/>	Cookout	_____	_____
<input type="radio"/>	<input type="radio"/>	Guided canoe/kayak trip	_____	_____
<input type="radio"/>	<input type="radio"/>	Guided fishing trip	_____	_____
<input type="radio"/>	<input type="radio"/>	Guided hiking trip	_____	_____
<input type="radio"/>	<input type="radio"/>	Guided overnight backpacking trip	_____	_____
<input type="radio"/>	<input type="radio"/>	Guided overnight horse pack trip	_____	_____
<input type="radio"/>	<input type="radio"/>	Natural history tour (not ranger-guided)	_____	_____
<input type="radio"/>	<input type="radio"/>	Photography tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Scenic boat tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Scenic motorized tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Trail ride	_____	_____
<input type="radio"/>	<input type="radio"/>	Stagecoach ride	_____	_____
<input type="radio"/>	<input type="radio"/>	Yellowstone Association Institute class	_____	_____

14. For you and your personal group, please report all expenditures for the items listed below for this visit to Yellowstone NP and the surrounding area (within 150 miles of any entrance point). **Please write "0" if no money was spent in a particular category.**
  - a) Please list your personal group's total expenditures inside Yellowstone NP.
  - b) Please list your group's total expenditures outside the park (within 150 miles).

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

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodges, hotels, motels, cabins, B&Bs, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (including airfare, rental cars, auto repairs, etc.)	\$ _____	\$ _____
Fishing/boating	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

- c) How many people do the above expenses cover?
 

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

Please write "0" if no children were covered by the expenditures.
15. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) **one** for each.
 

a) Commercial guided tour group	<input type="radio"/>	Yes	<input type="radio"/>	No
b) School/educational group	<input type="radio"/>	Yes	<input type="radio"/>	No
c) Other (business, church, scouts, work)	<input type="radio"/>	Yes	<input type="radio"/>	No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group



22. a) Which category best represents your annual **household** income? Please mark (●) **one**.

- Less than \$24,999     \$50,000-\$74,999     \$150,000-\$199,999
- \$25,000-\$34,999     \$75,000-\$99,999     \$200,000 or more
- \$35,000-\$49,999     \$100,000-\$149,999     Do not wish to answer

b) How many people are in your household? \_\_\_\_\_ Number of people

23. a) Commercial services at Yellowstone NP include lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc. On this visit, what did you and your personal group like **most** about the commercial services?

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_


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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

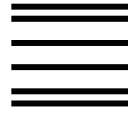
25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Yellowstone NP during this visit? Please mark (●) **one**.

- Very poor      Poor      Average      Good      Very good
- 

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