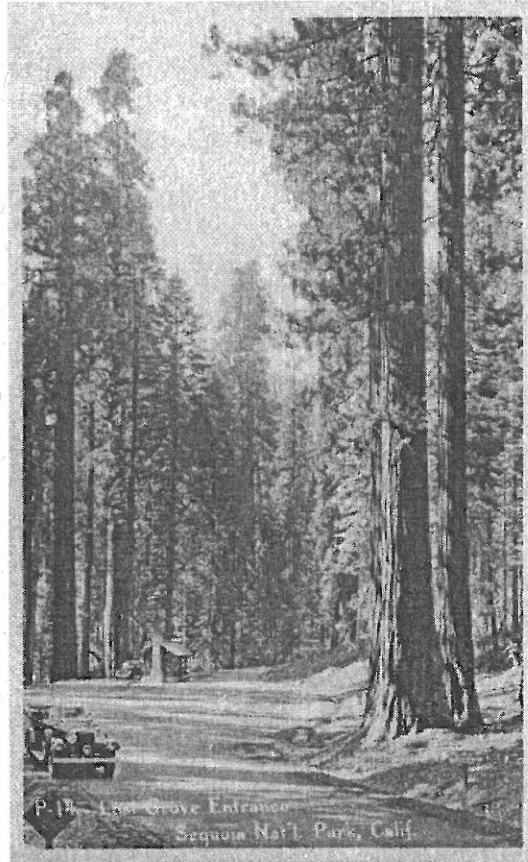




National Park Service  
U.S. Department of the Interior

Visitor Services Project



# Sequoia & Kings Canyon National Parks Visitor Study

Summer 2002

Report 137



University of Idaho  
Park Studies Unit



**National Park Service  
U.S. Department of the Interior**

**Visitor Services Project**

# **Sequoia & Kings Canyon National Parks**

## **Visitor Study Summer 2002**

Margaret Littlejohn

James Gramann

Visitor Services Project  
Report 137

August 2003

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Margaret Littlejohn is National Park Service VSP Coordinator, based at the Park Studies Unit, Department of Resource Recreation and Tourism, University of Idaho. We thank Dr. James Gramann, Visiting Chief Social Scientist, National Park Service and professor at Texas A&M University for overseeing the survey fieldwork. We also thank the staff of Sequoia & Kings Canyon National Parks for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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**Visitor Services Project**  
**Sequoia & Kings Canyon National Parks**  
**Report Summary**

- This report describes the results of a visitor study at Sequoia & Kings Canyon National Parks (NPs) during July 28 – August 3, 2002. A total of 809 questionnaires were distributed to visitors. Visitors returned 555 questionnaires for a 68.6% response rate.
- This report profiles Sequoia & Kings Canyon NPs visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-three percent of visitor groups were in groups of two; 31% were in groups of three or four. Fifty-eight percent of the visitor groups were family groups. Fifty percent of visitors were aged 26-55 years and 23% were aged 15 or younger.
- United States visitors were mainly from California (72%), with smaller proportions from 40 other states. International visitors comprised 10% of the total visitors, with Germany, England and Holland most often represented.
- Ten percent of visitors were of Spanish/Hispanic/Latino ethnicity, of which 65% were Mexican, Mexican American or Chicano. Most visitors were of White racial background (93%), followed by Asian (6%) and other racial backgrounds. Most visitors (86%) spoke English as their primary language, although 14% of visitors listed 14 other languages they spoke and read.
- On this visit, the most common activities were sightseeing, scenic drive (85%) and dayhiking (62%). The same two activities were most common on past visits. Grant Grove was the most visited place (59%) in the national parks. Hume Lake was the most visited place (63%) in Sequoia NF (USFS).
- During the past twelve months, most visitors (75%) had visited Sequoia & Kings Canyon NPs once; 45% had visited once in their lifetime. Forty-three percent of visitor groups spent two to four days at Sequoia & Kings Canyon NPs, while 38% spent less than one day. For 76% of visitors, visiting Sequoia & Kings Canyon NPs was the primary reason they came to the area.
- Previous visits (51%), friends, relatives or word of mouth (40%), travel guides/tour books (37%) and internet-Sequoia & Kings Canyon NPs home page (37%) were the most used sources of information prior to visiting. For future visits, 64% of visitors said they would use the Sequoia-Kings Canyon home page to obtain park information.
- Many visitors (60%) were not aware that Sequoia & Kings Canyon NPs and Sequoia NF (USFS) were managed by different agencies with different rules and regulations.
- For the use, importance and quality questions it is important to note the number of respondents.

<b>Service/facility</b>	<b>Most used</b>	<b>Most important</b>	<b>Best quality</b>
Information services/facilities	Park brochure/map 92%, N=453	Ranger-led walks/ talks 93%, N=41	Crystal Cave tour 91%, N=82 Ranger-led walks/talks, 91%, N=40
Visitor services/facilities	Roads 93%, N=487	Roads 94%, N=448	Trails 89%, N=331
Concession services/facilities	Market 63%, N=351	Lodging 93%, N=74	Lodging N=77%, N=71

- In and outside the parks/forest, the average visitor group expenditure during this visit was \$317. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$181. The average per capita expenditure was \$97.
- Most visitor groups (92%) rated the overall quality of visitor services at Sequoia & Kings Canyon NPs as "very good" or "good." No visitor groups rated the overall quality of services as "very poor." Visitors made many other comments.

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or website: <http://www.nps.gov/socialscience/waso/products/htm>.

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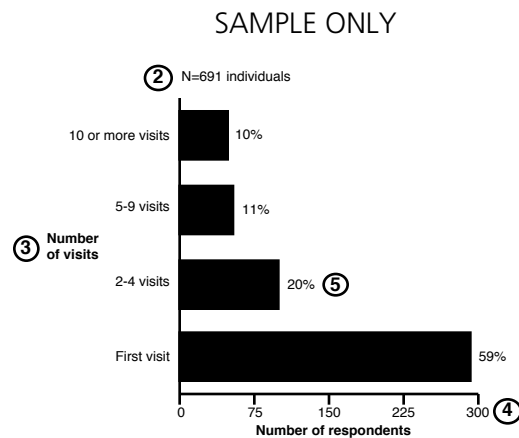


## INTRODUCTION

This report describes the results of a visitor study at Sequoia & Kings Canyon National Parks, also referred to as "Sequoia & Kings Canyon NPs." This study was conducted July 28 - August 3, 2002 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit in the College of Natural Resources at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire and Spanish translation**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

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## METHODS

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### Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Sequoia & Kings Canyon National Parks.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Sequoia & Kings Canyon NPs during the period from July 28 - August 3, 2002. Visitors were sampled at three entrances (see Table 1).

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**Table 1: Questionnaire distribution locations**

percentages do not equal 100 due to rounding.

Location	Questionnaires distributed	
	Number	%
Ash Mountain entrance	354	44
Big Stump entrance	353	44
Lookout Point entrance	102	13
GRAND TOTAL	809	101

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire (in English or Spanish) and asked their names, addresses and telephone numbers in order to mail them a reminder/thank-you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

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Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

### Data analysis

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This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 541 visitor groups, Figure 6 presents data for 1,950 individuals. A note above each graph specifies the information illustrated.

### Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Sequoia & Kings Canyon National Parks visitors returned 555 questionnaires, Figure 1 shows data for only 541 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

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Like all surveys, this study has limitations that should be considered when interpreting the results.

### Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 28 - August 3, 2002. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

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**Special  
conditions**

Weather conditions during the visitor study were typical of summer in the Sequoia & Kings Canyon National Parks and/or Sequoia NF (USFS) area, with hot, sunny days, and occasional overcast periods. At Lookout Point entrance, there was occasional smoke haze from nearby forest fires.

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## RESULTS

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At Sequoia & Kings Canyon National Parks, 838 visitor groups were contacted, and 809 of these groups (97%) accepted questionnaires. Questionnaires were completed and returned by 555 visitor groups, resulting in a 68.6% response rate for this study.

### Visitors contacted

Table 2 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

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**Table 2: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	805	42.5	549	43.8
Group size	795	4.2	542	5.6

---

Figure 1 shows visitor group sizes, which ranged from one person to 120 people. Thirty-three percent of visitor groups consisted of two people, while another 31% consisted of three or four people and 23% had six or more people.

### Demographics

Fifty-eight percent of visitor groups were made up of family members, 17% were traveling with friends, and 15% were with family and friends (see Figure 2). Groups listing themselves as "other" for group type included significant others, church group, home school group and other organized groups. Two percent were traveling with guided tour groups (see Figure 3) and 2% were with school/educational groups (see Figure 4).

Fifty-two percent of visitors were male and 48% female (see Figure 5). Fifty percent of visitors were in the 26-55 age group (see Figure 6). Another 23% of visitors were in the 15 or younger age group.

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**Demographics  
(continued)**

Visitors were asked about their ethnic and racial backgrounds. Ten percent responded that they were of Spanish/Hispanic/Latino ethnicity (see Figure 7). Of the Spanish/Hispanic/Latino people, 65% said they were Mexican/Mexican American/Chicano (see Figure 8). Eight percent were Cuban and 35% were of other ethnic backgrounds. Most respondents (93%) said they were of White racial background, while 6% said they were Asian, 3% were American Indian or Alaska Native, and 2% were Black or African American, as shown in Figure 9.

Visitors were asked their highest education level. Twenty-nine percent of visitors had Bachelor's degrees; 27% had graduate degrees (see Figure 10).

Visitors were asked if English was the primary language that their group members spoke and read. Most visitors (86%) said English was their primary language (see Figure 11). Fourteen percent of visitors had other primary languages that they spoke or read including German, Dutch and Spanish, as shown in Table 3. When asked what services they would like to have provided in languages other than English, "brochures" was the most common answer (see Table 4).

Most visitors (75%) had visited Sequoia & Kings Canyon NPs once in the past 12 months (see Figure 12). When asked about visits to Sequoia & Kings Canyon NPs over their lifetime, 45% of visitors said that they had visited once, 27% had visited six or more times (see Figure 13).

International visitors comprised 10% of the total visitors to Sequoia & Kings Canyon NPs (see Table 5). The countries most often represented were Germany (18%), England (16%) and Holland (13%). The largest proportions of United States visitors were from California (72%), followed by Arizona, Texas, North Carolina, New York and Pennsylvania (each 2%). Smaller proportions of U.S. visitors came from another 35 states (see Map 1 and Table 6).

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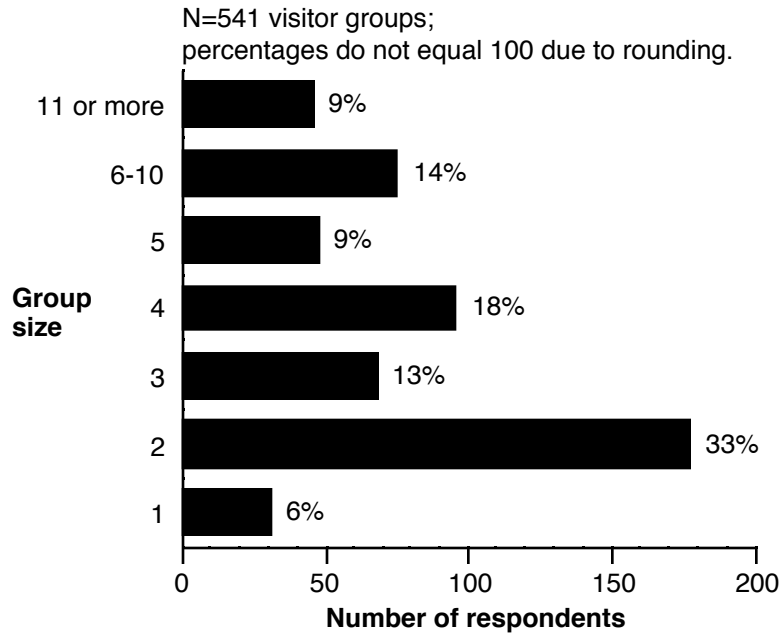


Figure 1: Visitor group sizes

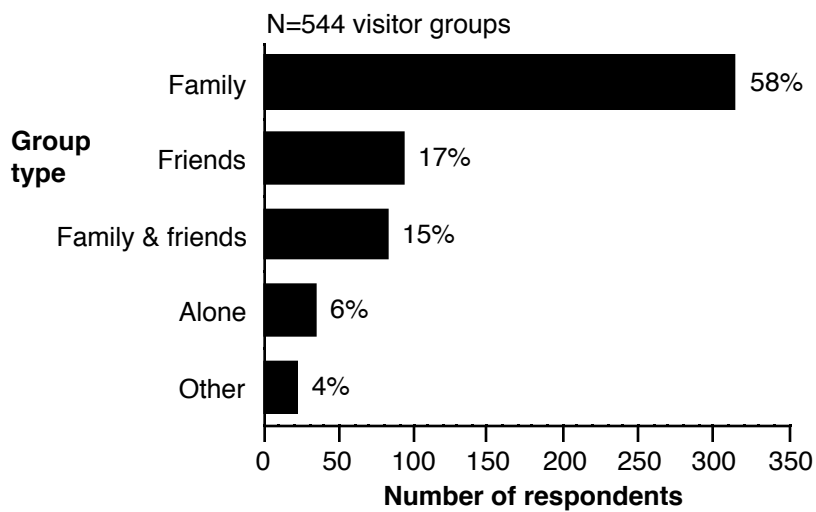


Figure 2: Visitor group types

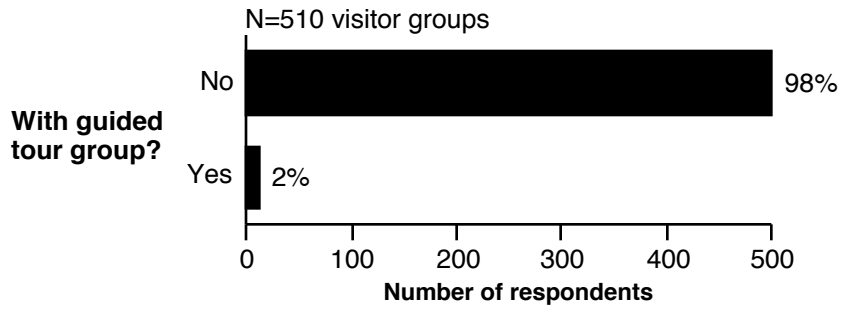


Figure 3: Visitors with guided tour group

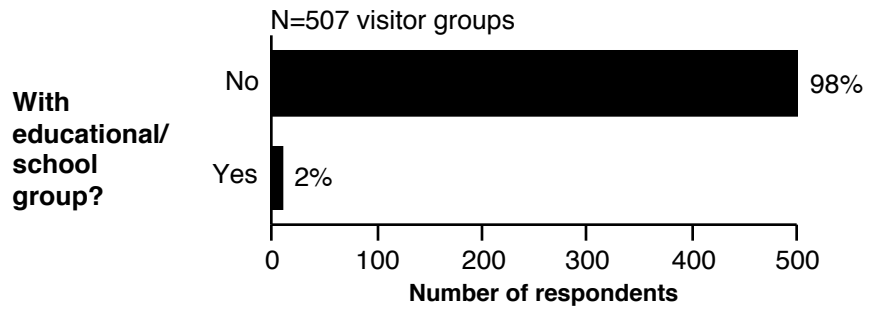


Figure 4: Visitors with school/educational group

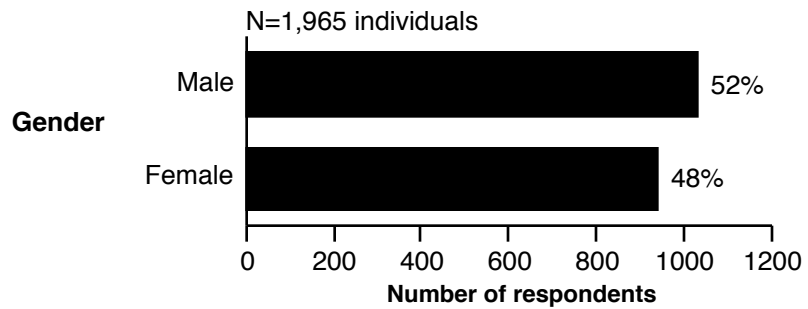


Figure 5: Visitor gender

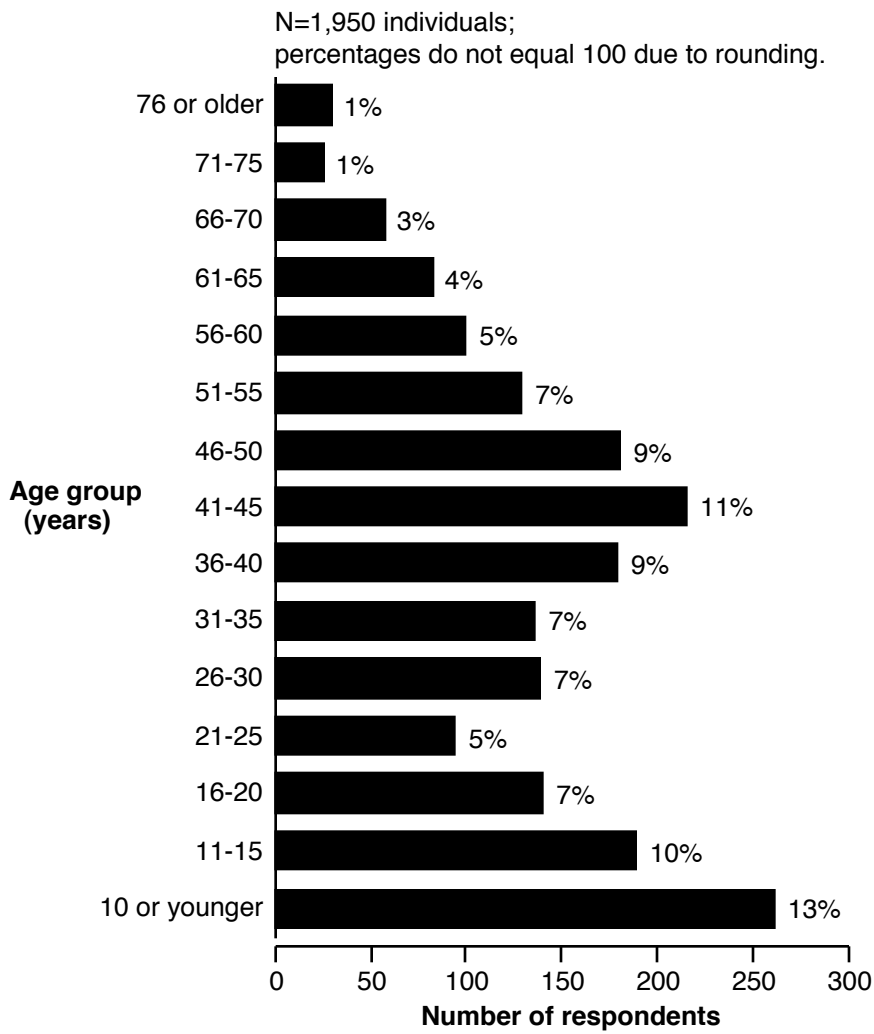


Figure 6: Visitor ages

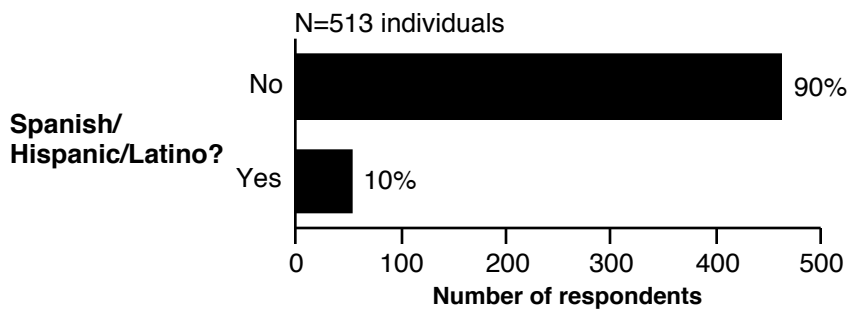


Figure 7: Respondents of Spanish, Hispanic or Latino ethnicity

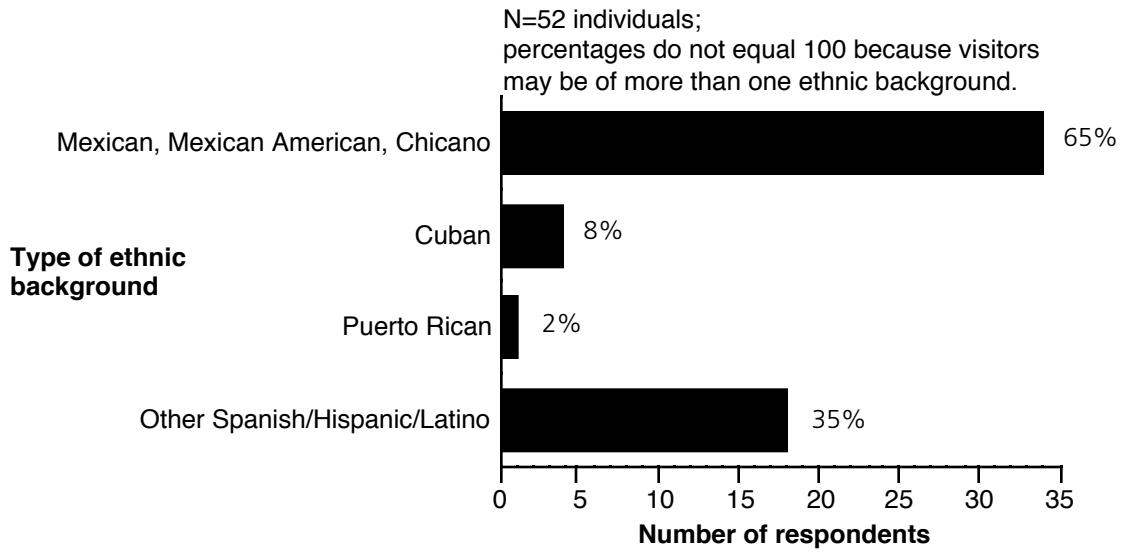


Figure 8: Spanish/Hispanic Latino ethnicity breakdown

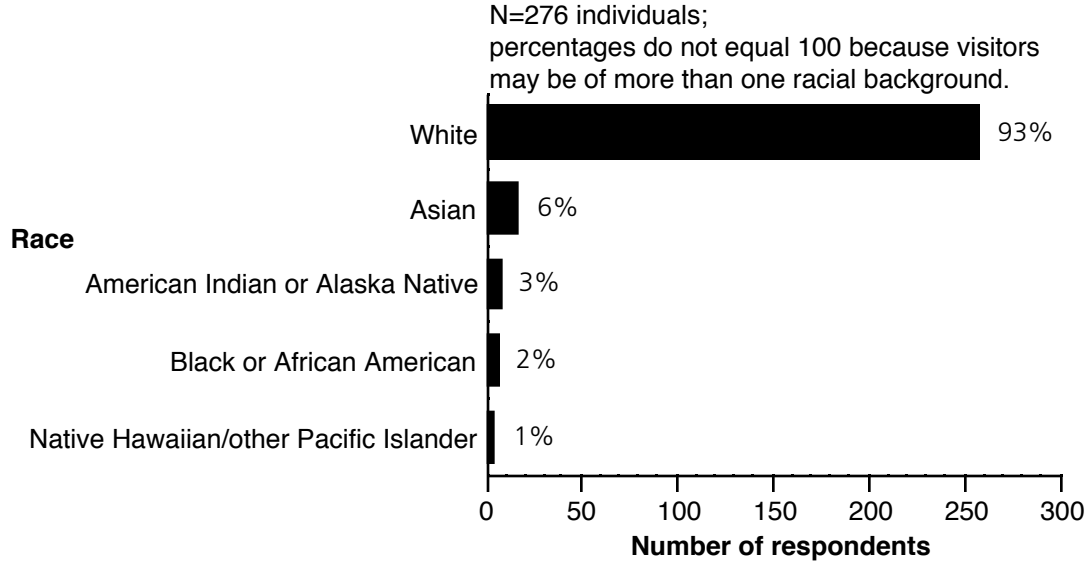
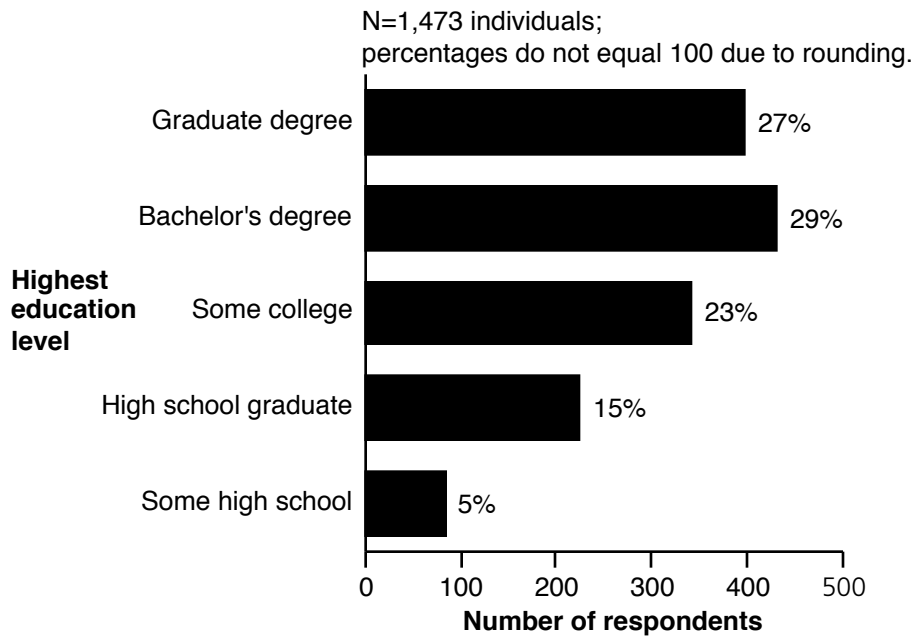
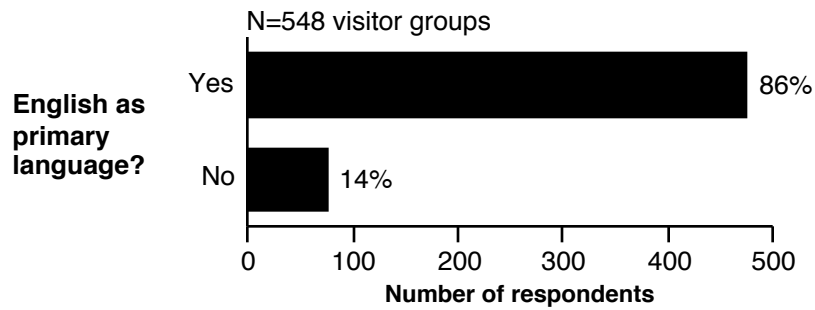


Figure 9: Visitor race



**Figure 10: Visitors' highest education level**



**Figure 11: English as primary language spoken and read by group members**



**Table 3: Other languages spoken or read by group members**

N=14 languages

Language	Number of times mentioned
German	13
Dutch	9
Spanish	8
French	7
Korean	6
Chinese	3
Hebrew	2
Italian	2
Portuguese	2
Arabic	1
Castellano	1
Thai	1
Swedish	1
Vietnamese	1

**Table 4: Services to provide in other languages**

N=20 comments

Service	Number of times mentioned
Brochures	4
Books	1
Cave tour	1
Designated areas for specific use	1
Education on not feeding wildlife	1
Educational programs	1
Exhibits	1
Historical background	1
Information/explanation	1
Maps	1
Movies	1
Museum	1
Newspapers	1
Ranger help	1
Signs	1
Trail information	1
Travel guide	1

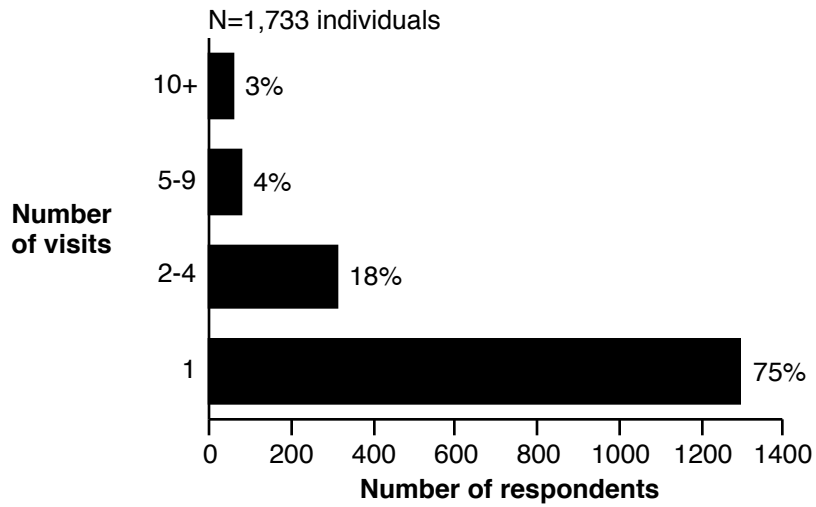


Figure 12: Number of visits in past 12 months, including this visit

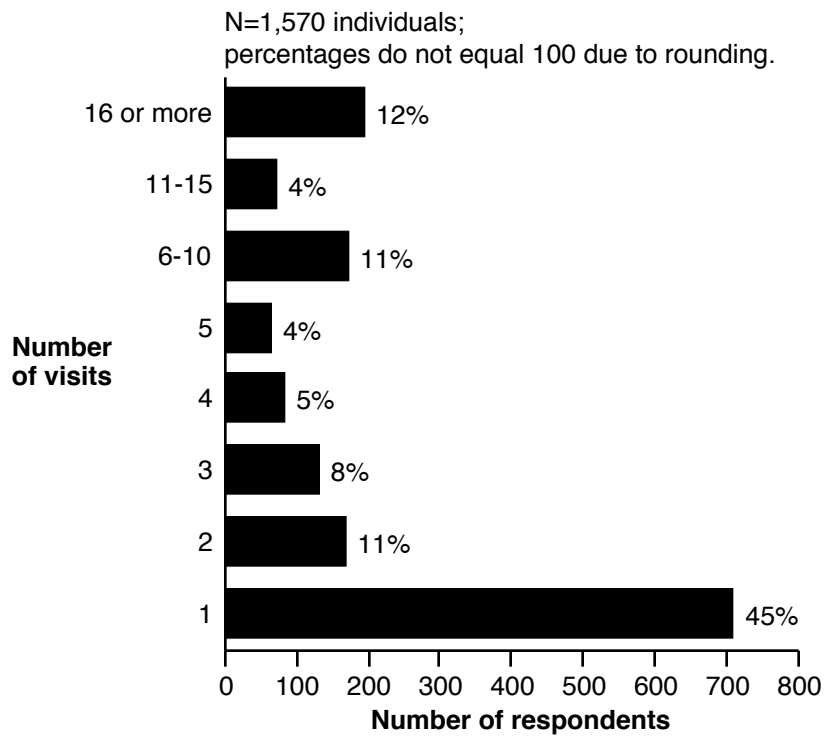
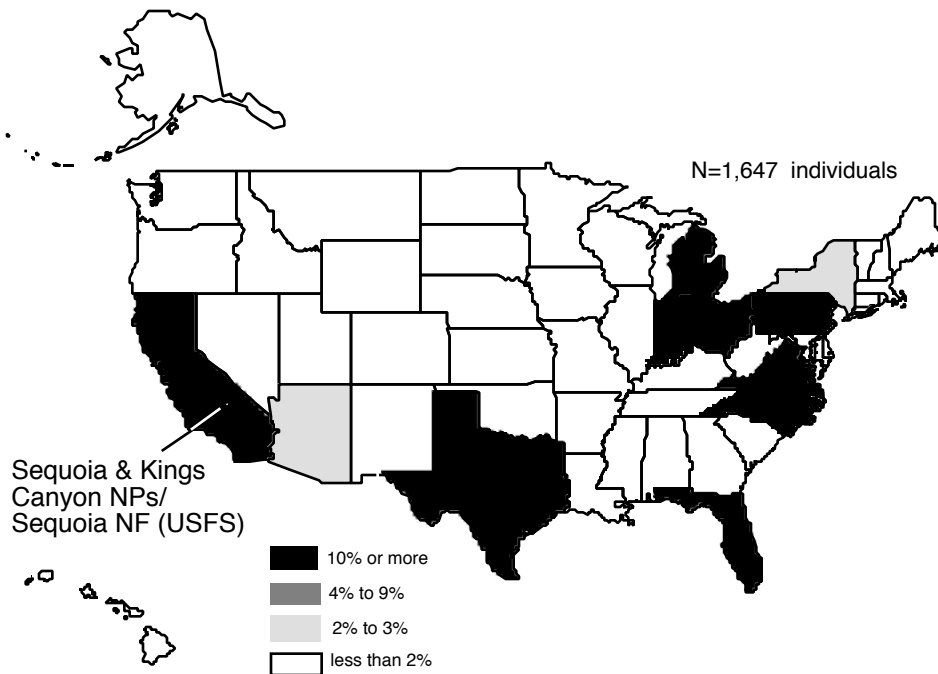


Figure 13: Number of visits in lifetime, including this visit

**Table 5: International visitors by country of residence**

percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=190 individuals	Percent of total visitors N=1,837 individuals
Germany	34	18	2
England	31	16	2
Holland	24	13	1
France	19	10	1
Italy	15	8	1
Switzerland	13	7	1
Korea	10	5	1
Belgium	8	4	<1
Canada	8	4	<1
Scotland	5	3	<1
Austria	3	2	<1
Israel	3	2	<1
Sweden	3	2	<1
Hungary	2	1	<1
India	2	1	<1
Mexico	2	1	<1
Russia	2	1	<1
South Korea	2	1	<1
Brazil	1	1	<1
Greece	1	1	<1
Taiwan	1	1	<1
Unnamed country in Europe	1	1	<1



**Map 1: Proportion of United States visitors by state of residence**

**Table 6: United States visitors by state of residence**

percentages do not equal 100 due to rounding.

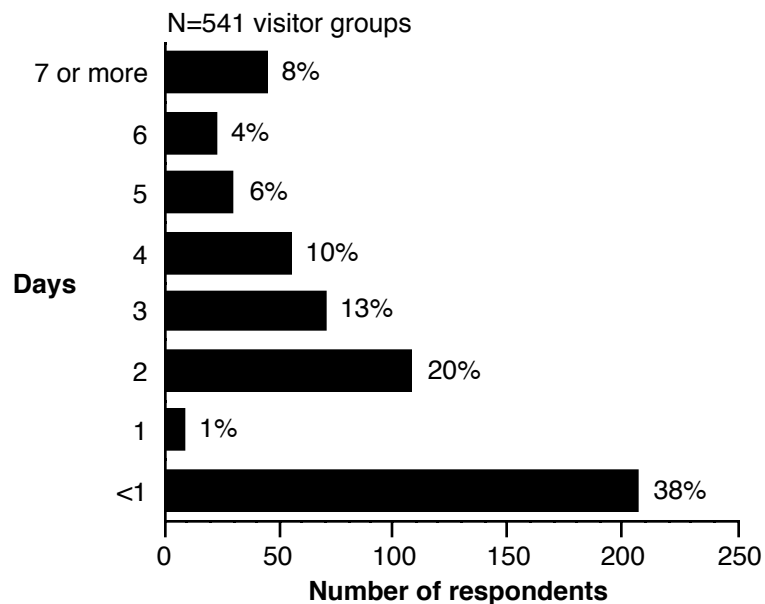
State	Number of individuals	Percent of U.S. visitors N=1,647 individuals	Percent of total visitors N=1,837 individuals
California	1,192	72	65
Arizona	40	2	2
Texas	30	2	2
North Carolina	28	2	2
New York	28	2	2
Pennsylvania	27	2	1
Ohio	21	1	1
Florida	20	1	1
Virginia	20	1	1
New Jersey	17	1	1
Iowa	16	1	1
Arkansas	14	1	1
Colorado	14	1	1
Michigan	14	1	1
Wisconsin	12	1	1
Kansas	10	1	1
Maryland	10	1	1
Alabama	9	1	<1
Louisiana	9	1	<1
Oklahoma	9	1	<1
Oregon	9	1	<1
20 other states + Washington, D.C.	98	6	5

**Length of visit;  
number of entries**

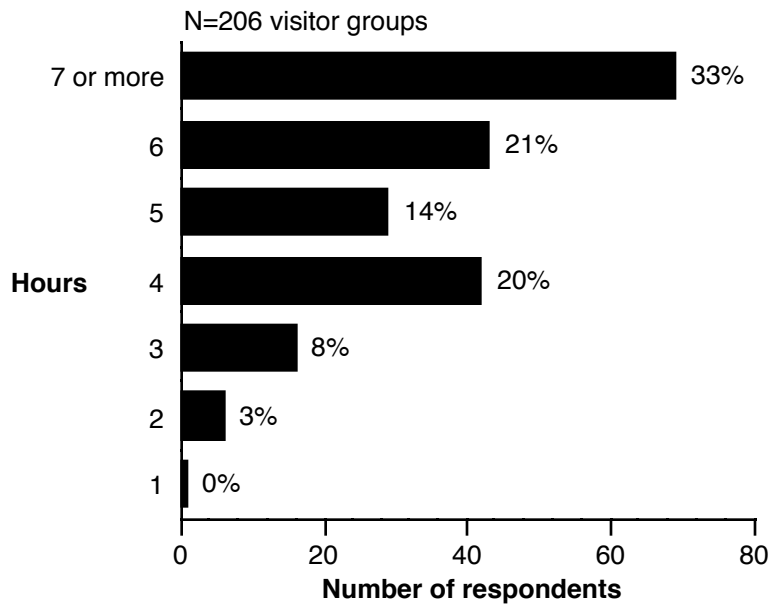
Visitor groups were asked how long they spent visiting Sequoia & Kings Canyon NPs and Sequoia NF (USFS) on this visit. Over one-third of visitor groups (38%) reported that they spent less than 24 hours (see Figure 14). Forty-three percent spent 2-4 days.

Of the groups that spent less than 24 hours, 88% spent four hours or more (see Figure 15).

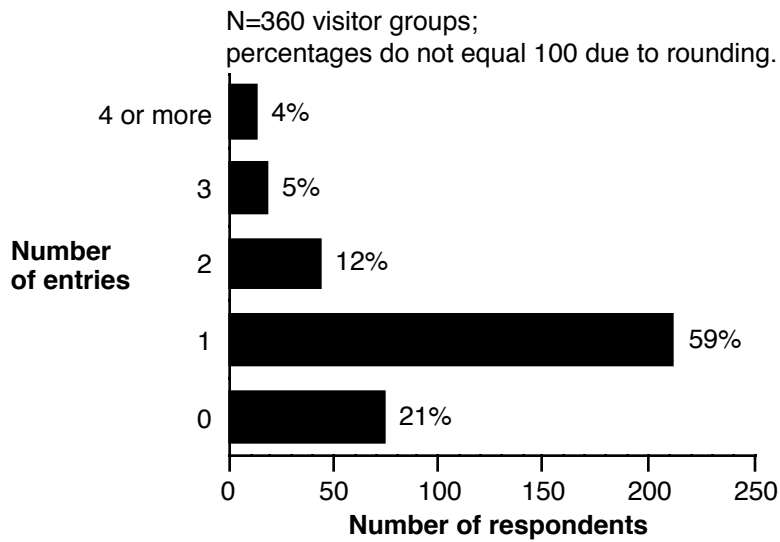
Fifty-nine percent of visitors entered the park at Big Stump or Ash Mountain only once on this trip (Figure 16). The 21% of visitors who did not enter at either Big Stump or Ash Mountain entrances, entered the park at Mineral King.



**Figure 14: Days spent at Sequoia & Kings Canyon NPs and Sequoia NF (USFS) on this visit**



**Figure 15: Hours spent at Sequoia & Kings Canyon NPs and Sequoia NF (USFS) by visitors who spent less than 24 hours**



**Figure 16: Number of park entries at Big Stump and Ash Mountain entrances**

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**Sources of information**

Visitor groups were asked to indicate the sources from which they had received information about Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS) prior to their visit. Of those visitor groups who received information, the most common sources were previous visits (51%), friends, relatives or word of mouth (40%), travel guide/tour book (37%) and National Park Service internet web site—[www.nps.gov/seki/](http://www.nps.gov/seki/) (37%), as shown in Figure 17. Seven percent of visitor groups received no information prior to their visit. The least used source of information was the Chamber of Commerce (2%). “Other” sources of information used by visitor groups included YWCA camp, USGS maps, Sequoia Natural History Association web site, visitor centers outside the parks/forest, and from working in the park in previous years.

When asked if they received the information they needed to plan their visit, 79% said they received the information they needed, while 13% did not and 8% were “not sure,” as shown in Figure 18. The information that visitors lacked is listed in Table 7.

The most preferred source of information for future visits was the internet Sequoia & Kings Canyon NPs' (SEKI) home page (64%), as shown in Figure 19.

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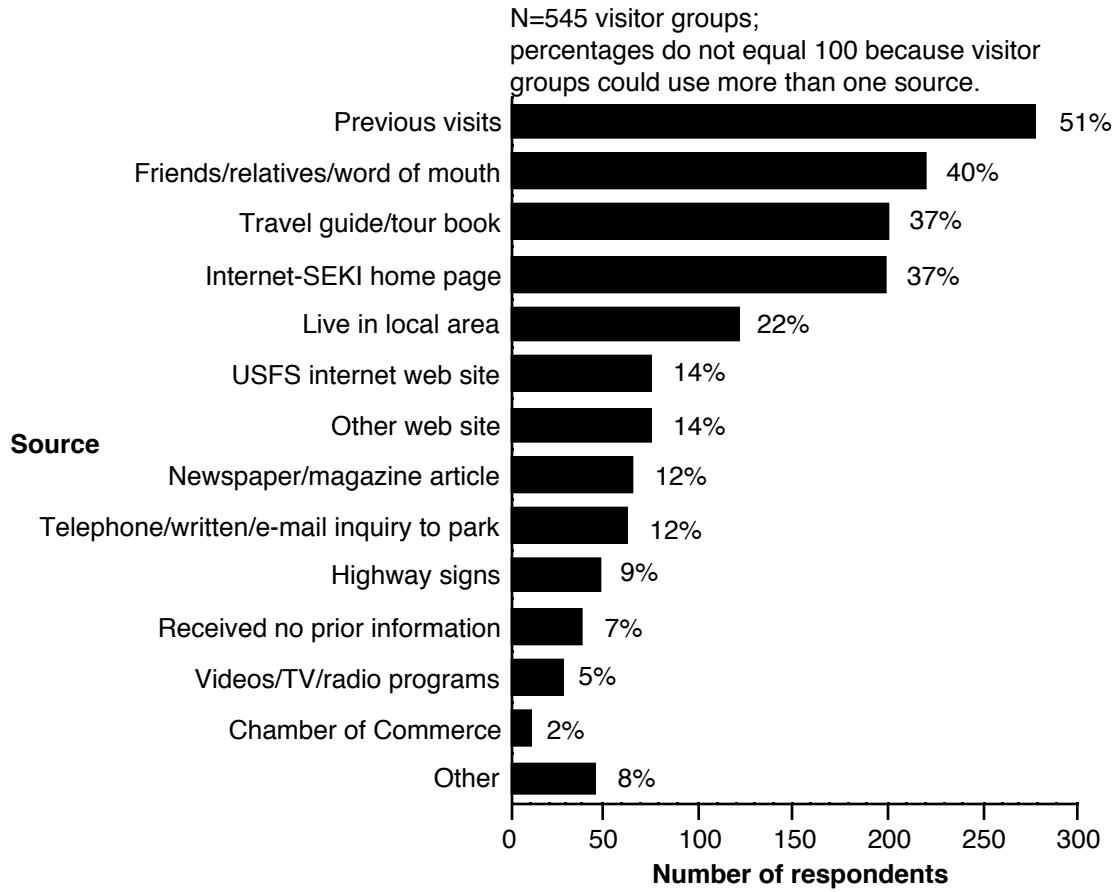


Figure 17: Sources of information used by visitors prior to arriving

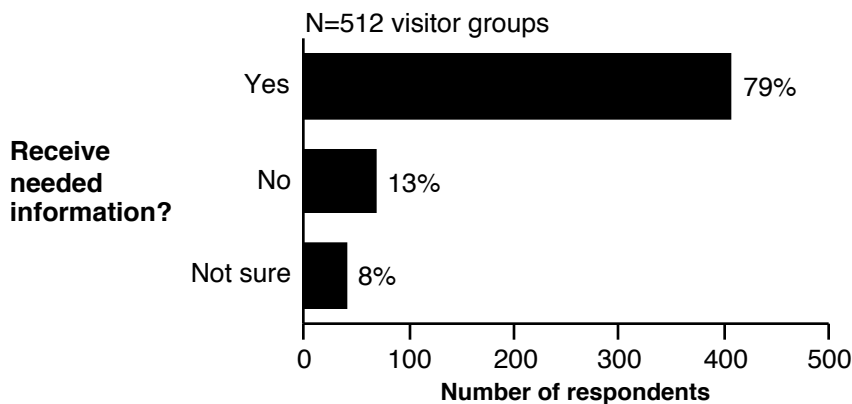


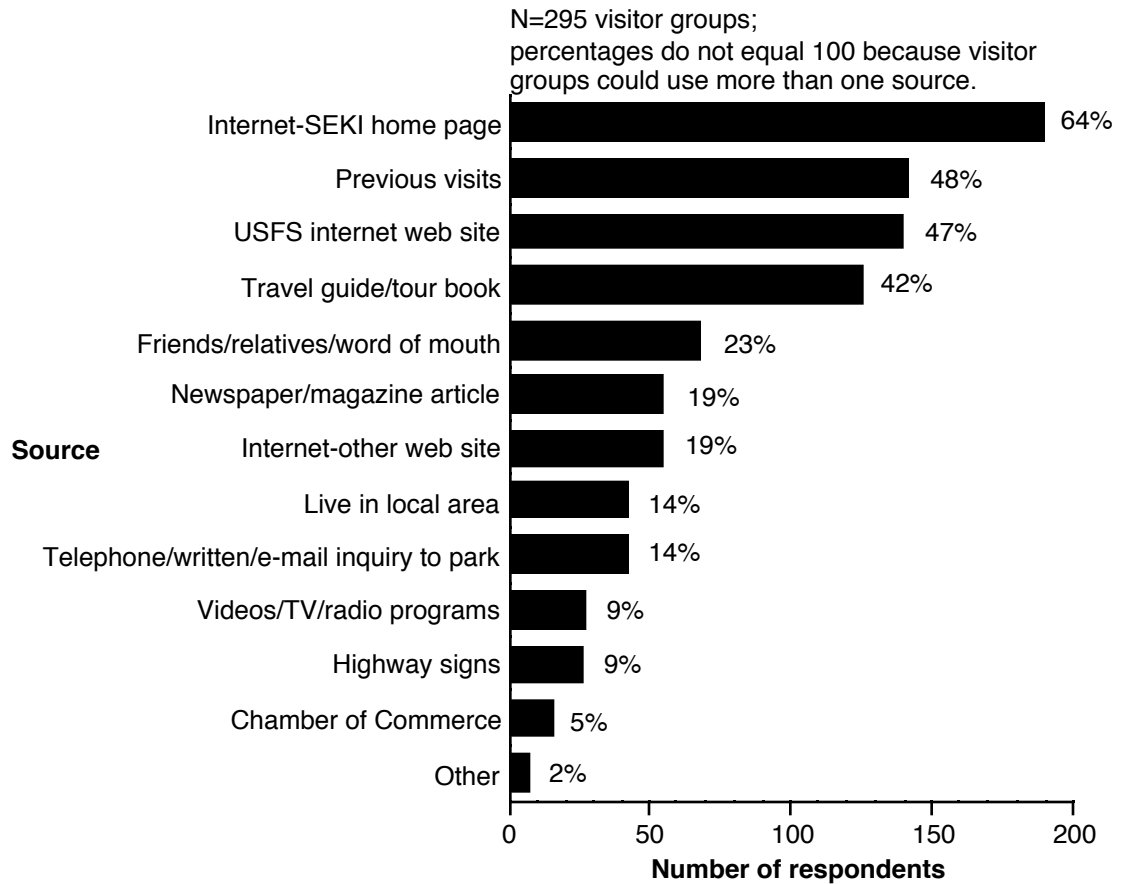
Figure 18: Receive needed information?



**Table 7: Information needed but not received**

N=27 comments

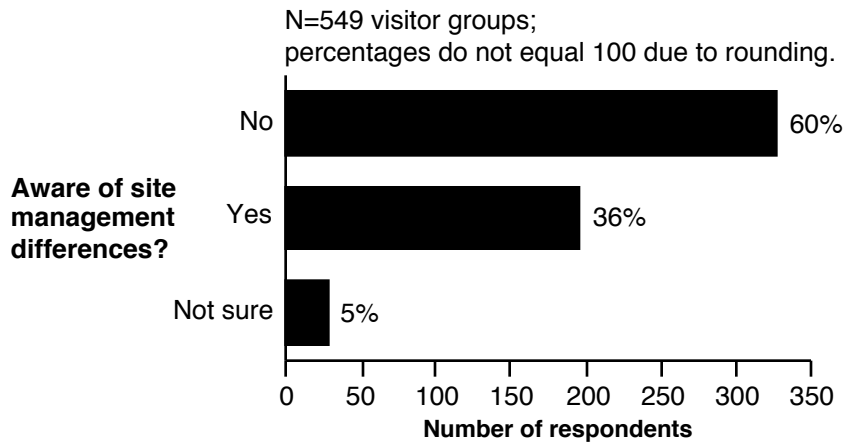
Comment	Number of times mentioned
Hiking maps	5
Multiple agencies/multiple rules and regulations.	4
Accommodations availability/prices	2
Availability of RV hookups	2
History	2
Snow pack/water levels	2
How car-dependent park visits are	1
Fees	1
Information on NP personnel	1
Information on park programs	1
Information on Boyden Cavern	1
Creek Campground	1
Website not up to date	1
Horses for rides	1
Construction	1
Visitor center	1



**Figure 19: Sources of information preferred by visitors for future visits**

Visitors were asked if, before they visited, they were aware that Sequoia & Kings Canyon NPs and Sequoia National Forest (USFS) were managed by different agencies with different rules and regulations. Over one-half of the visitors (60%) were not aware of these differences (see Figure 20). Thirty-six percent were aware and 5% were "not sure."

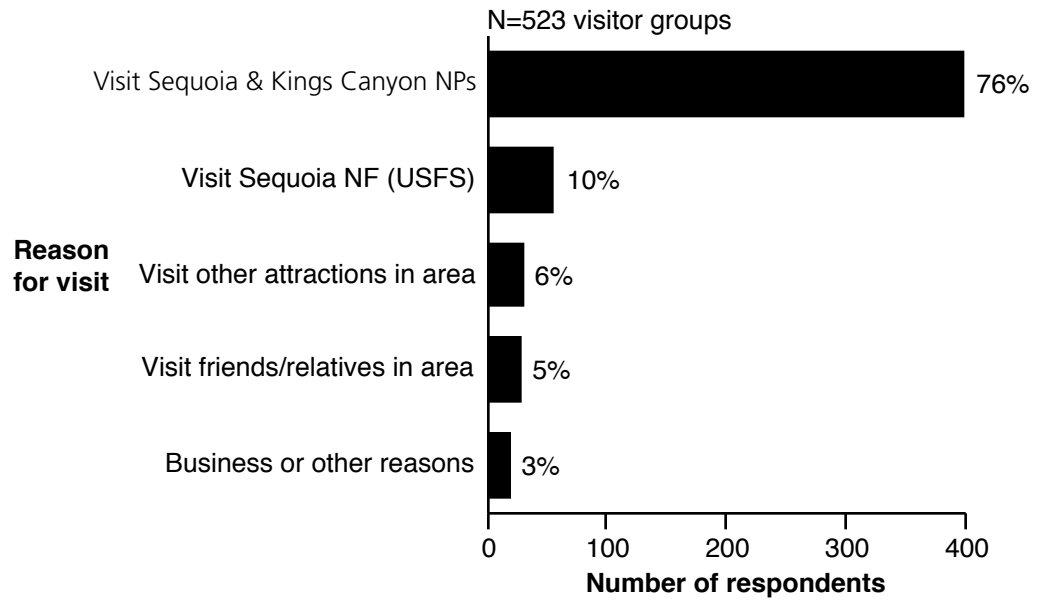
**Awareness that parks and forest are managed by different agencies**



**Figure 20: Visitor awareness that parks and forest are managed by different agencies with different rules and regulations**

**Primary reason for visit**

Visitor groups were asked to list their primary reason for visiting the Sequoia & Kings Canyon NPs/Sequoia NF (USFS) area on this visit. Most visitor groups (76%) said their primary reason was to visit Sequoia & Kings Canyon NPs, as shown in Figure 21. Ten percent came to the area primarily to visit Sequoia NF (USFS) and 6% came to visit other attractions in the area.

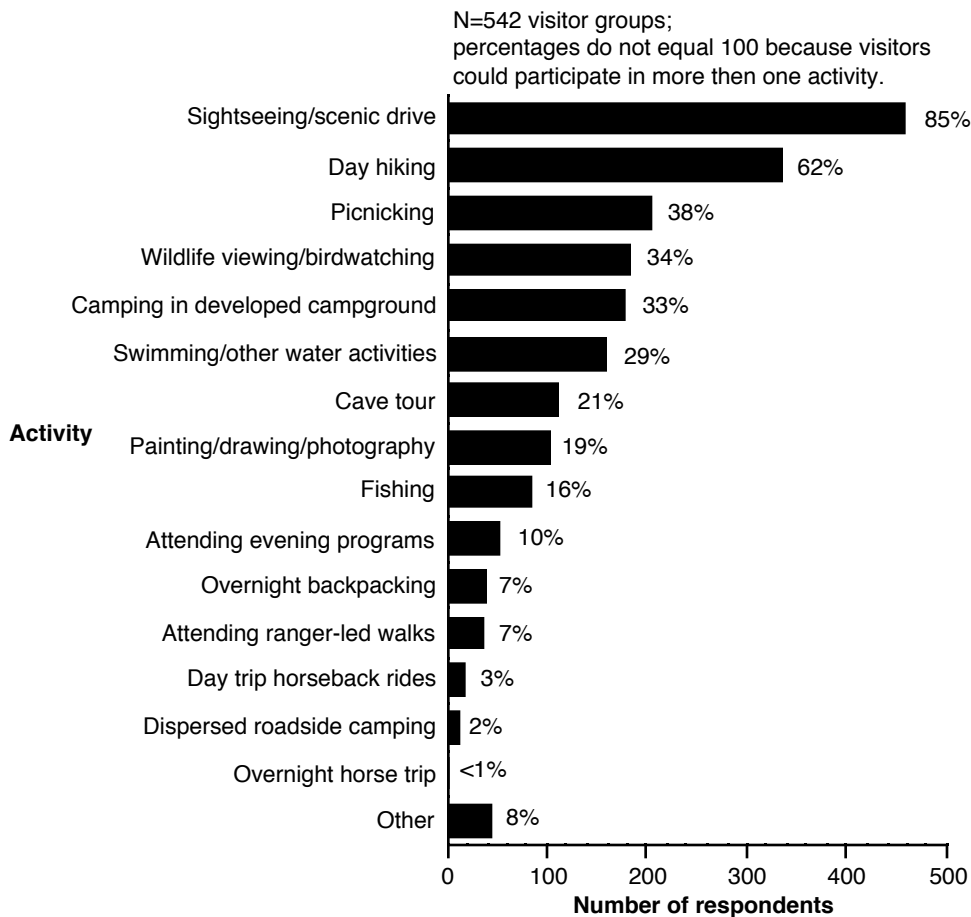


**Figure 21: Primary reason for visit**

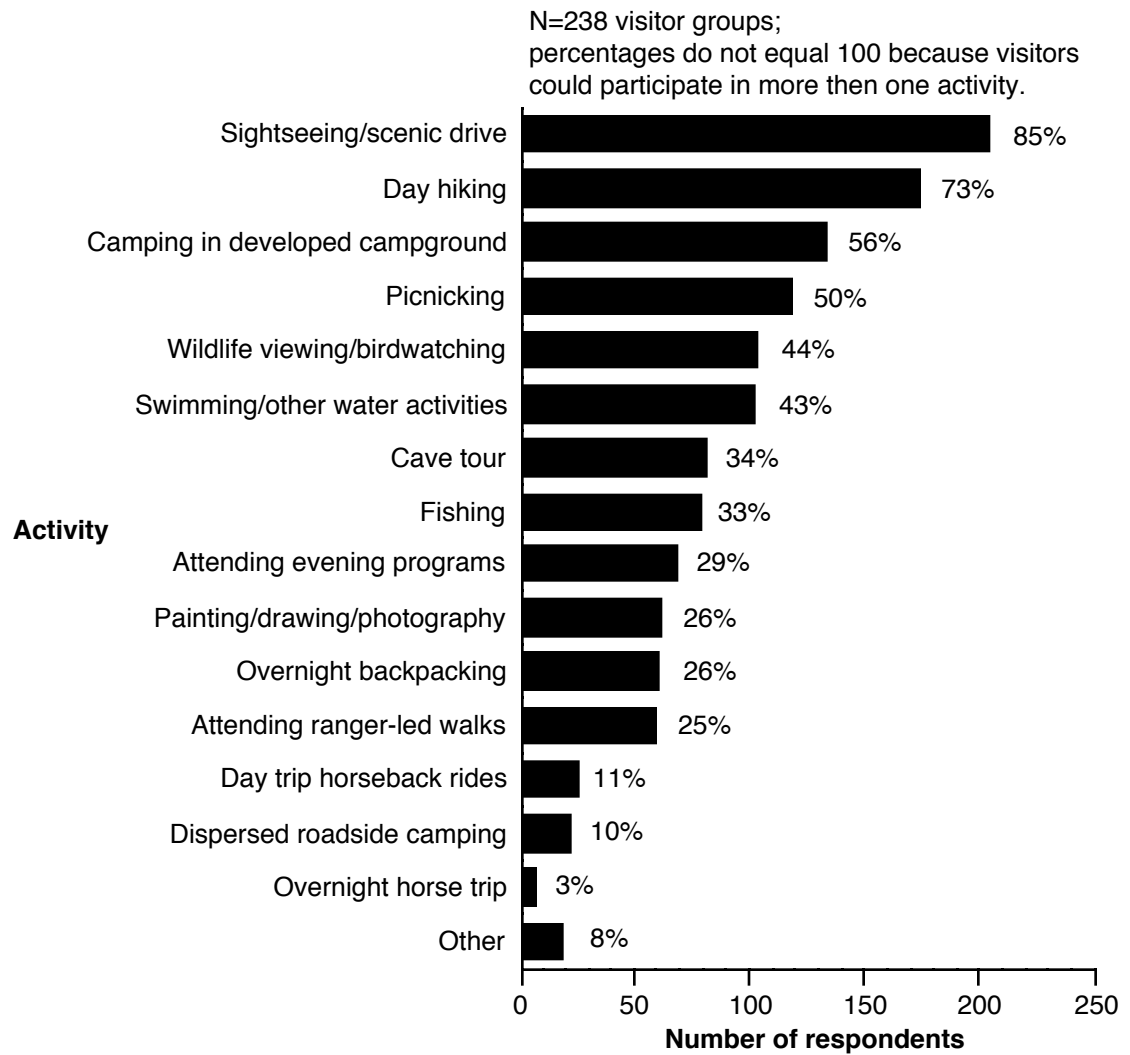
Visitor groups were asked to list the activities in which they participated at Sequoia & Kings Canyon NPs on this visit. The most common activities were sightseeing/taking a scenic drive (85%), dayhiking (62%) and picnicking (38%), as shown in Figure 22. The least common activity was overnight horse trip (<1%). "Other" activities included rock climbing, eating at restaurant, rafting, running, and getting stamp for Passport book.

### Activities: current and past visits

Visitors were also asked about the activities they had participated in on past visits. The most common activities included sightseeing (85%), day hiking (73%), camping in a developed campground (56%) and picnicking (50%), as shown in Figure 23. "Other" activities on past visits included cross-country skiing, playing in snow, and visiting caves.



**Figure 22: Visitor activities on this visit**



**Figure 23: Visitor activities on past visits**

Visitor groups were asked several questions about proper food storage. First, they were asked if they received information about proper food storage and 77% responded that they had (see Figure 24).

Nineteen percent said they had not received information about proper food storage and 4% said they were "not sure."

If visitors received information about proper food storage, they were asked if they had any problems following directions to properly store their food. Most visitors (96%) said they had no problems following the directions (see Figure 25). Three percent of visitors had problems following the directions to properly store their food.

Finally, visitors were asked if they had adequate facilities to properly store their food. Most (88%) said they had adequate facilities (see Figure 26). Eight percent said they did not have adequate facilities and 4% were "not sure."

### Proper food storage information

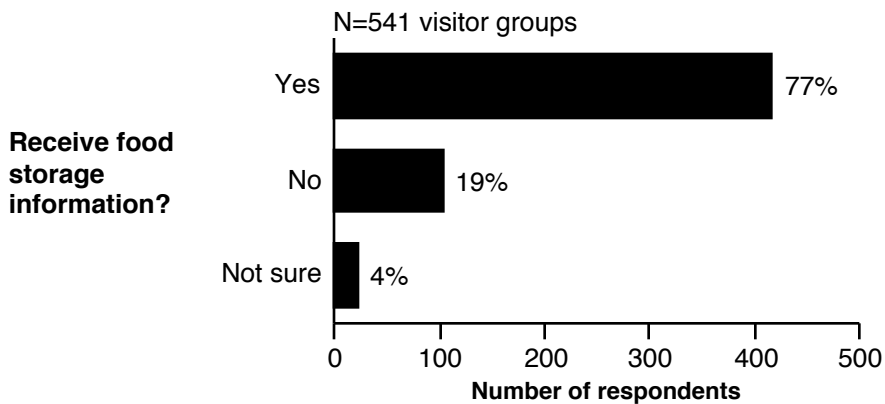
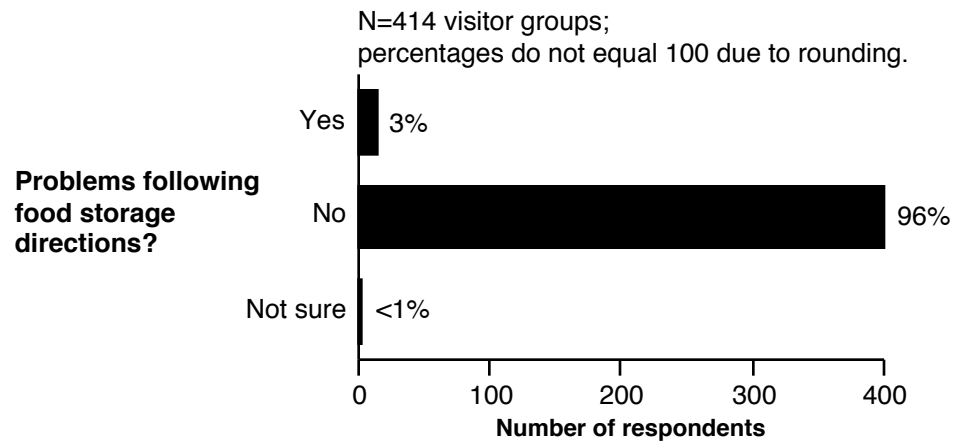
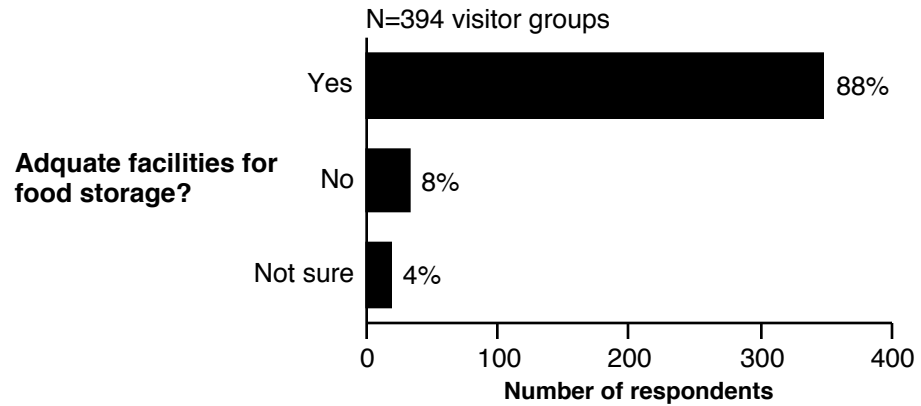


Figure 24: Receive information about proper food storage?



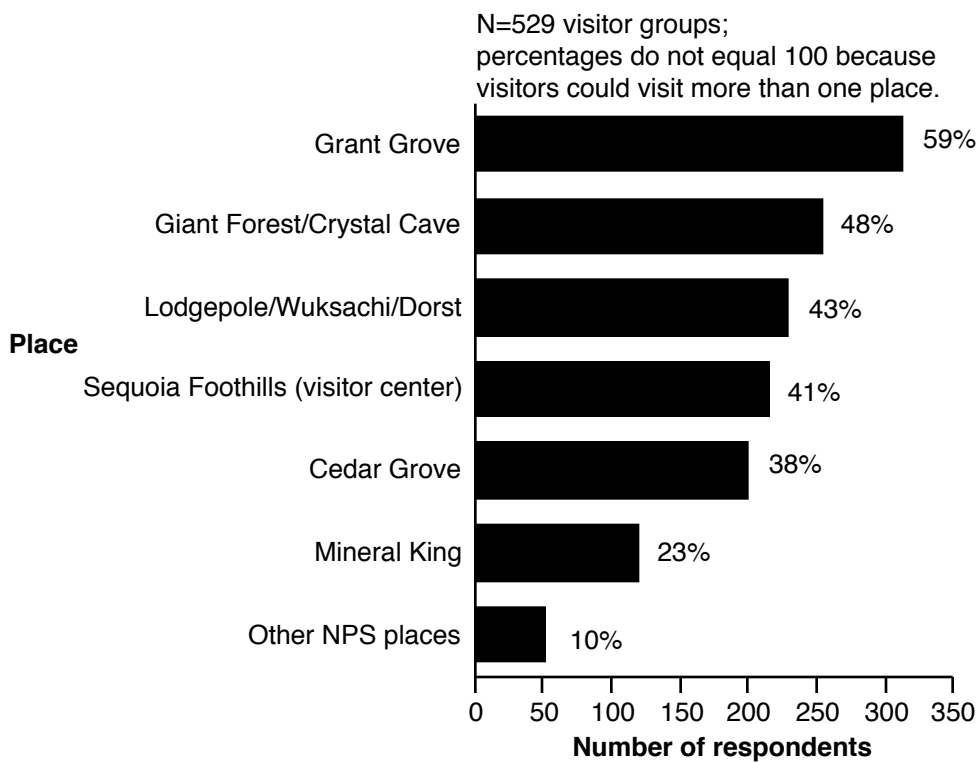
**Figure 25: Have problems following directions about proper food storage?**



**Figure 26: Adequate facilities to properly store food?**

Visitor groups were asked to indicate the places they had visited at Sequoia & Kings Canyon NPs and/or at Sequoia NF (USFS). Map 2 was included in the questionnaire to help visitors locate the places they visited. As shown in Figure 27, the most commonly visited NPS places were Grant Grove (59%), Giant Forest/Crystal Cave (48%), and Lodgepole/Wuksachi/Dorst (43%). The least visited place was Mineral King (23%). "Other" places visited included Moro Rock, Potwisha, various rivers, waterfalls, trees, and trails.

Among USFS places visited, Hume Lake was the most visited (63%), followed by Big Meadows (42%) and Montecito (24%), as shown in Figure 28. "Other" places visited included Weaver Lake, Yenny Lake, backcountry, Lookout Point and many other locations.



**Figure 27: NPS places visited on this visit**



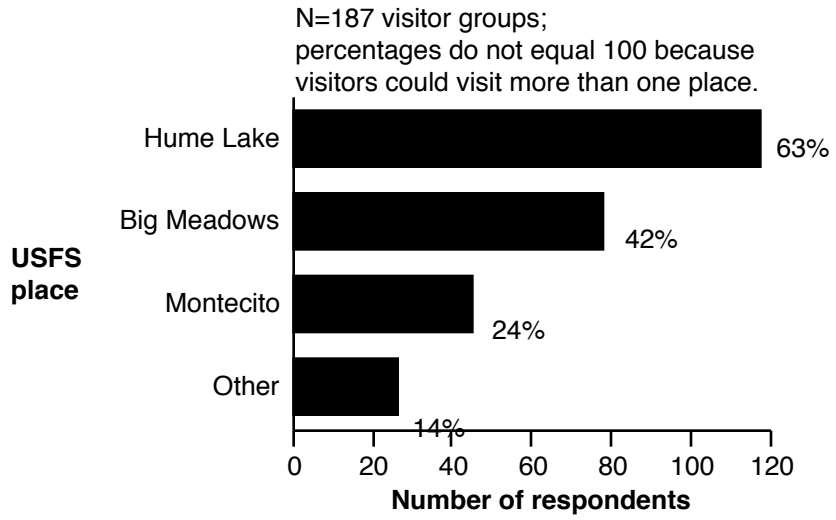
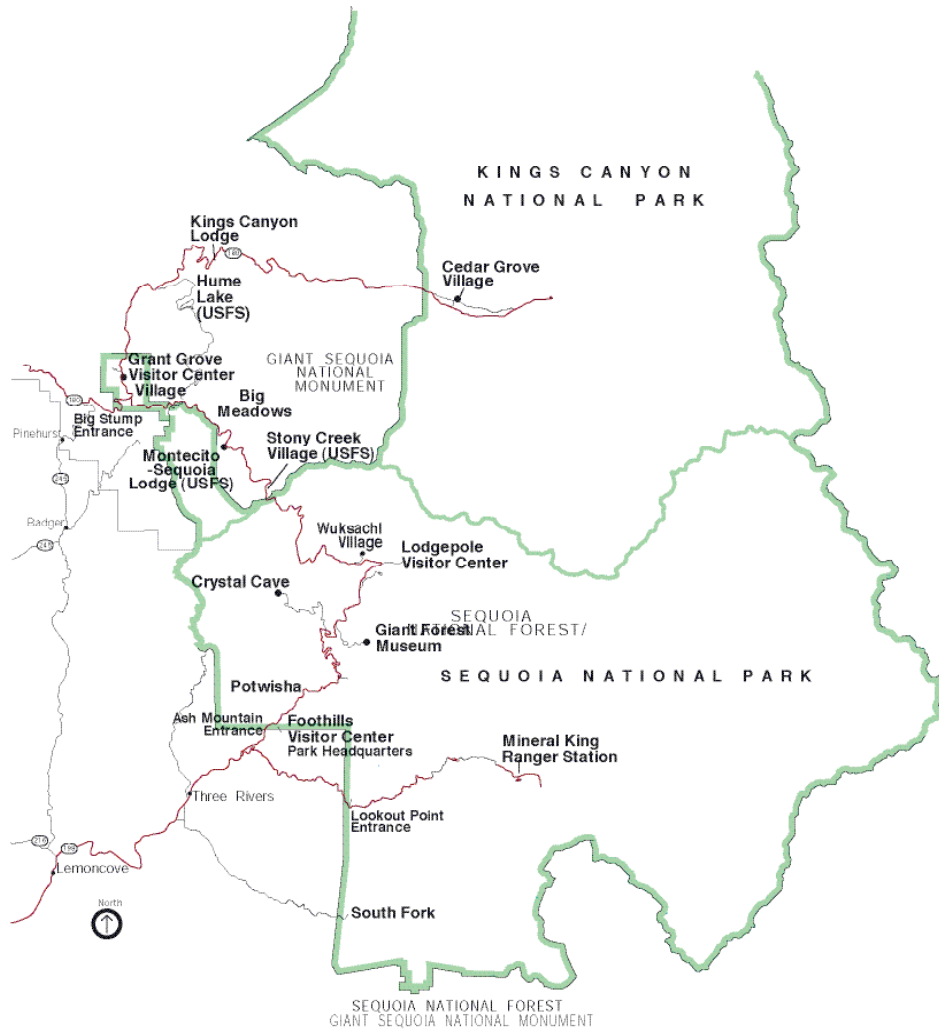


Figure 28: USFS places visited on this visit



Map 2: Sequoia & Kings Canyon NPs

Visitor groups were asked a series of questions about overnight accommodations. Seventy-three percent of visitors stayed overnight away from home in the Sequoia & Kings Canyon NPs, Sequoia NF (USFS) and/or Three Rivers/Fresno/Visalia area (see Figure 29).

## Overnight accommodations

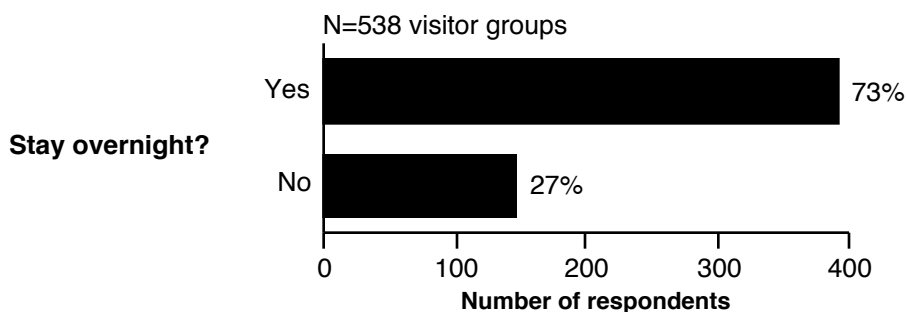
**Number of nights** : Of the visitors staying overnight away from home in Sequoia & Kings Canyon NPs/Sequoia NF (USFS), most visitors (57%) stayed one to three nights (see Figure 30). Eleven percent stayed seven nights or more. In Sequoia NF (USFS), 28% of visitors stayed one or two nights, as shown in Figure 31. The greatest proportion of visitors who stayed in the area surrounding the national parks and forest (Three Rivers/Fresno/Visalia) stayed one or two nights (54%), as shown in Figure 32.

**Type of accommodations used:** Over one-half of the visitors (54%) stayed in tent campgrounds in the parks and/or forest, while 29% stayed in a lodge, motel, cabin, etc. (see Figure 33).

Visitors who stayed outside the parks and forest mainly stayed in lodges, motel, cabins, etc. (77%), as shown in Figure 34.

"Other" accommodations included backcountry tent, hotel, rented house, and retreat house.

**Towns/cities where visitors stayed overnight** : Table 8 shows the towns/cities where visitors stayed overnight during this visit to Sequoia & Kings Canyon NPs/Sequoia NF (USFS).



**Figure 29: Overnight stay away from home in the Sequoia & Kings Canyon NPs, Sequoia NF (USFS) or the surrounding area (Three Rivers/Fresno/Visalia)**

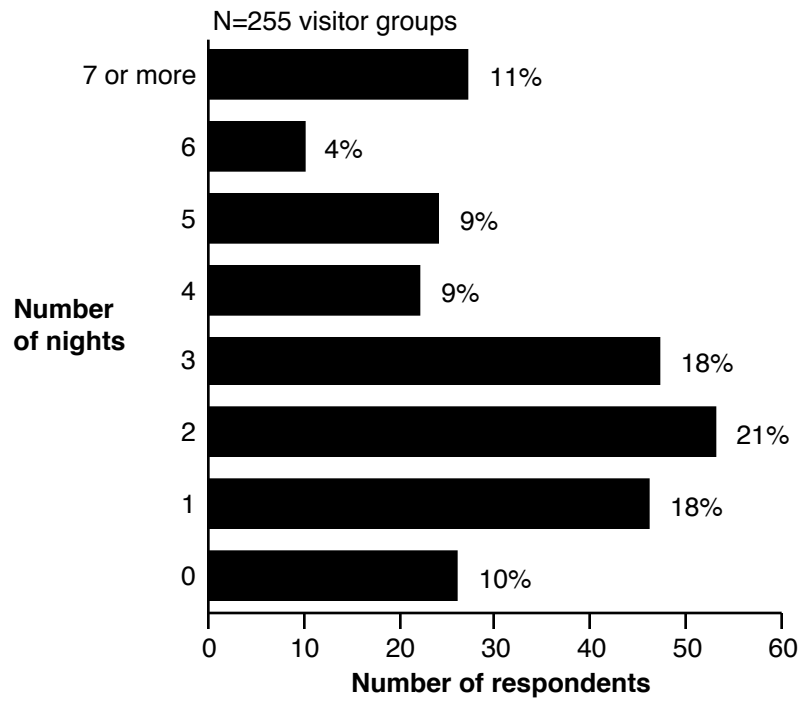


Figure 30: Number of nights in Sequoia & Kings Canyon NPs

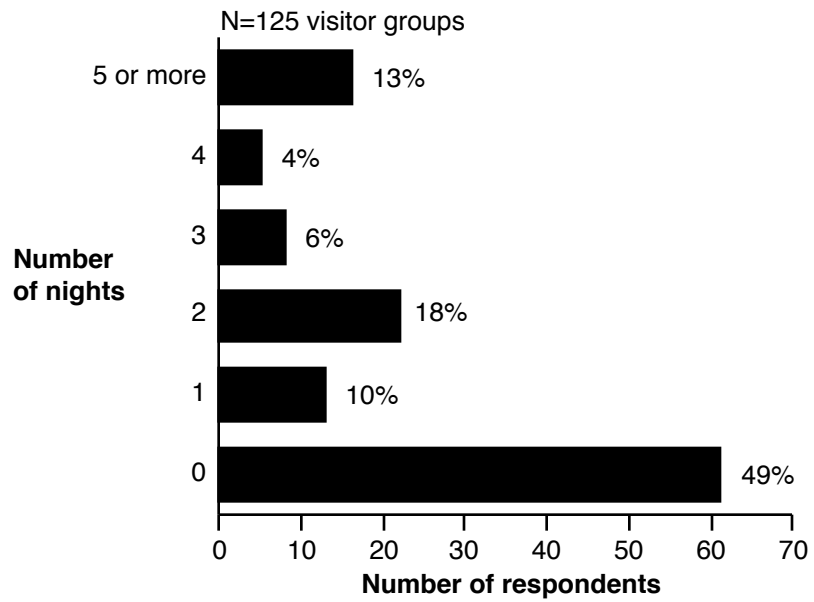


Figure 31: Number of nights in Sequoia NF (USFS)

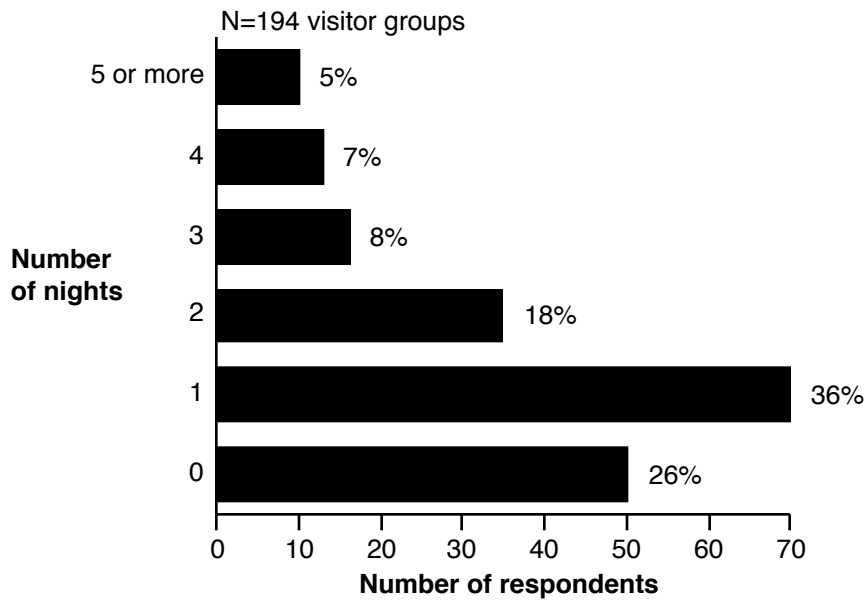


Figure 32: Number of nights outside the national parks/forest in surrounding area (Three Rivers/Fresno/Visalia)

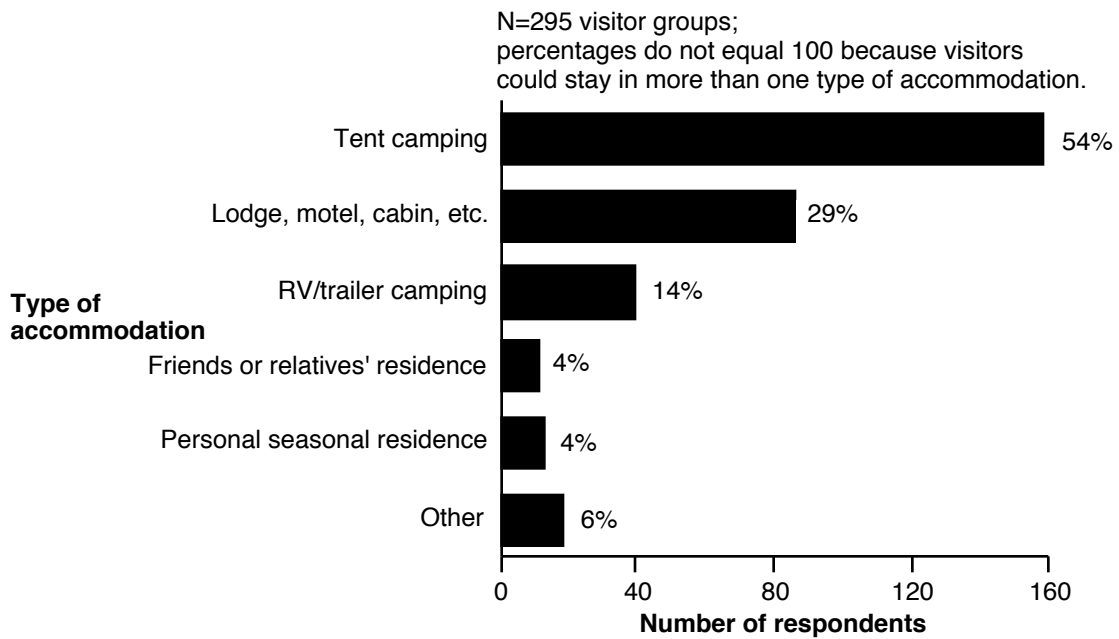
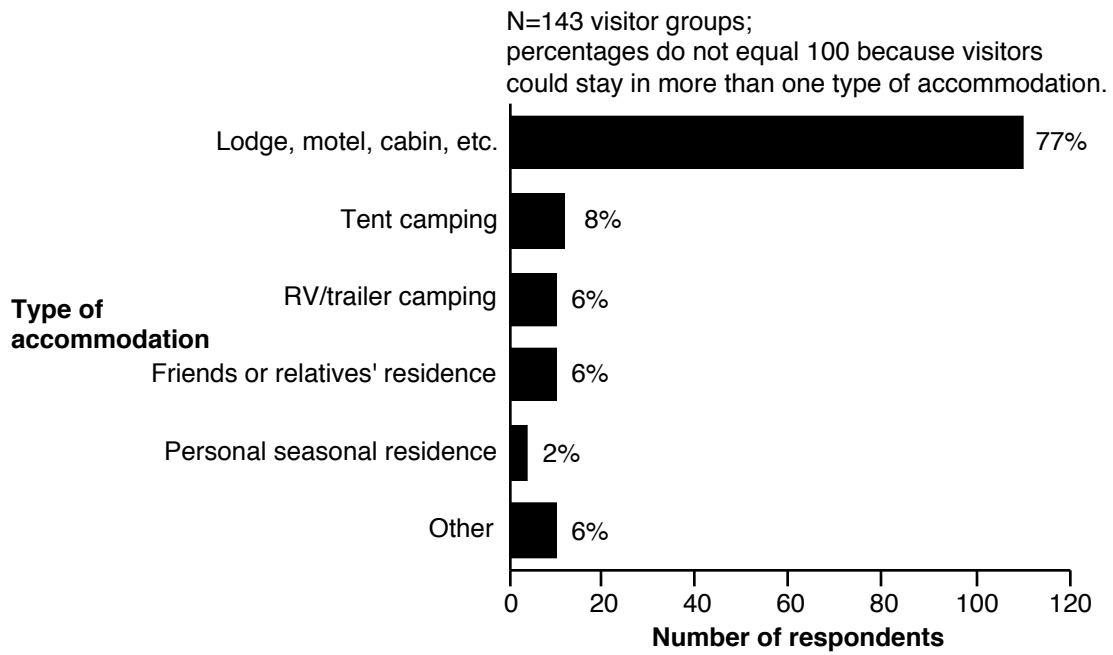


Figure 33: Types of accommodations used in Sequoia & Kings Canyon NPs/Sequoia NF (USFS)



**Figure 34: Types of accommodations used in surrounding area (Three Rivers/Fresno/Visalia)**

**Table 8: Towns/cities where visitors stayed overnight during  
Sequoia & Kings Canyon NPs visit**

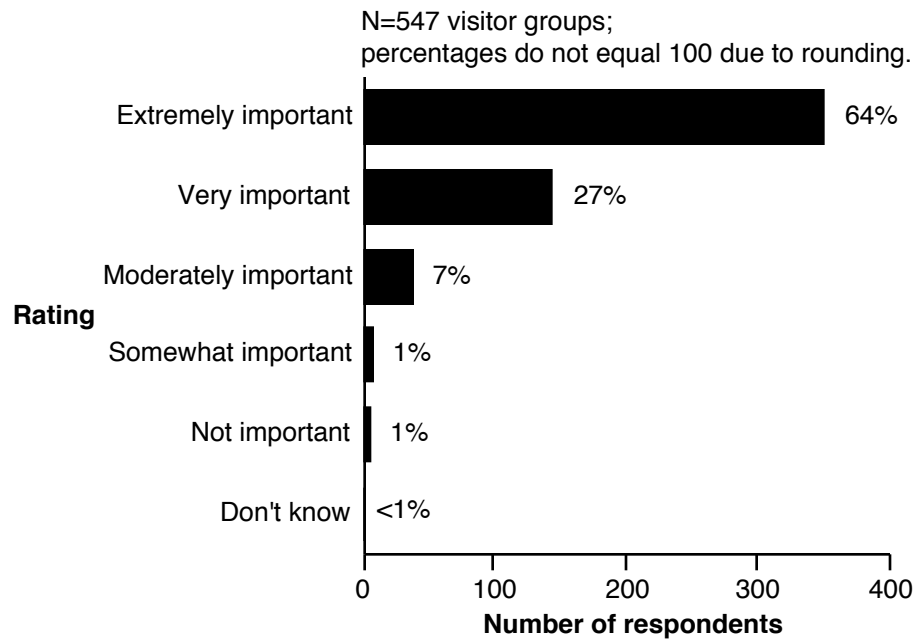
N=166 places

Place	Number of times mentioned
Three Rivers, CA	50
Visalia, CA	43
Fresno, CA	33
Porterville, CA	5
Tulare, CA	4
Kings Canyon Resort, CA	3
Sanger, CA	3
Squaw Valley, CA	3
Bakersfield, CA	2
Exeter, CA	2
Hanford, CA	2
Bearskin Meadow, CA	1
Clovis, CA	1
Dinuba, CA	1
El Portal, CA	1
Goshen, CA	1
Horse Creek Campground, CA	1
Jamestown, CA	1
Kingsburg, CA	1
Lake Tahoe, CA	1
Oakhurst, CA	1
Reedley, CA	1
Reno, NV	1
Shafter, CA	1
Wilsonia, CA	1
Yosemite NP, CA	1
Youngblood, CA	1

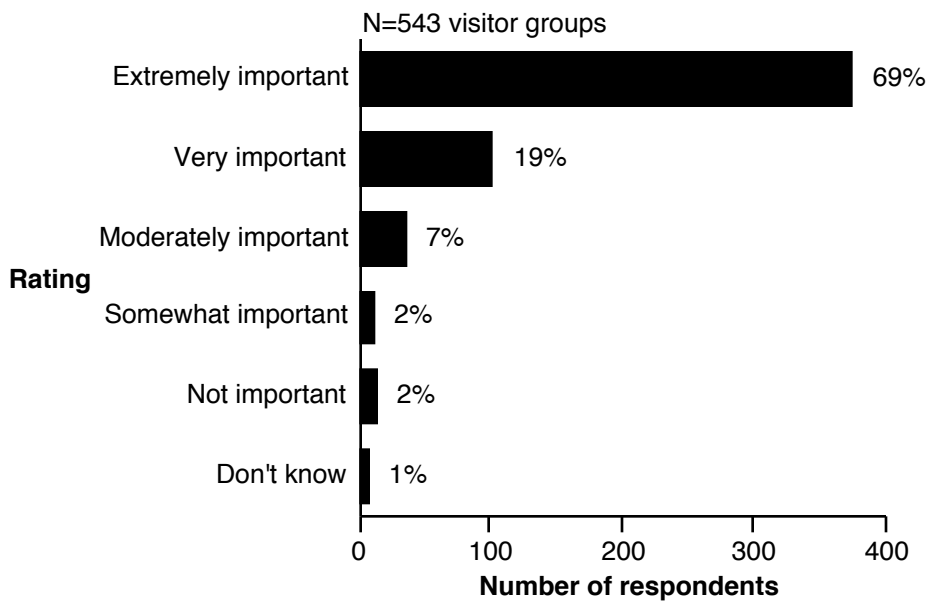
**Importance of parks' resources/qualities/opportunities**

Visitor groups were given the following information, followed by a question: "It is the National Park Service's responsibility to protect Sequoia & Kings Canyon NPs' natural, scenic and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/qualities/opportunities in the parks to you?" Visitors rated the importance of eleven selected resources/qualities/opportunities. The resources/qualities/opportunities receiving the highest "extremely important" and "very important" ratings were clean water (96%), clean air (93%), native plants/animals (91%), and endangered species (88%), as shown in Figures 35-45.

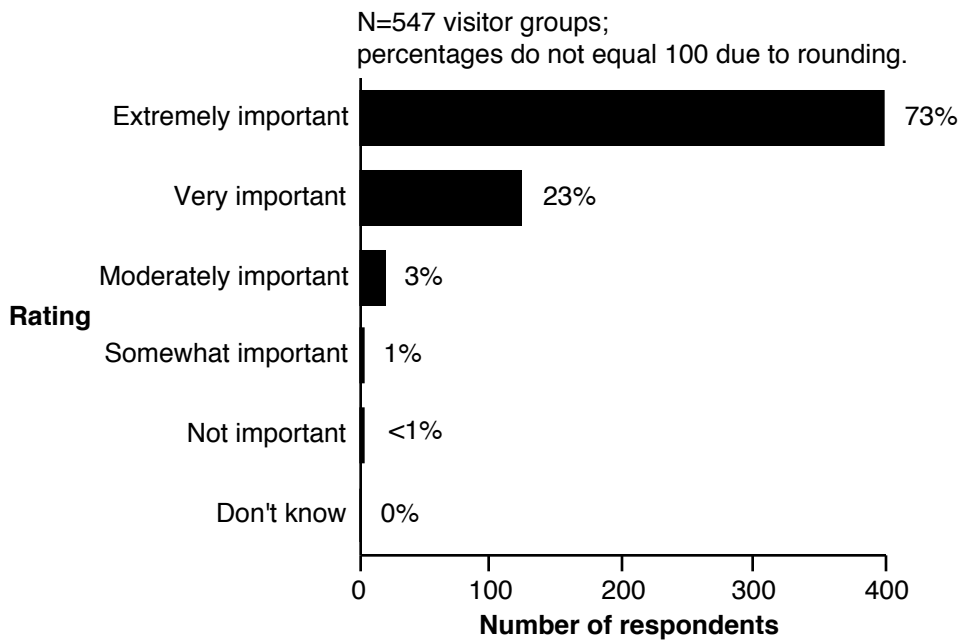
Figure 46 shows the combined "extremely important" and "very important" ratings for all of the resources/qualities.



**Figure 35: Importance of native plants/animals**



**Figure 36: Importance of endangered species**



**Figure 37: Importance of clean water**



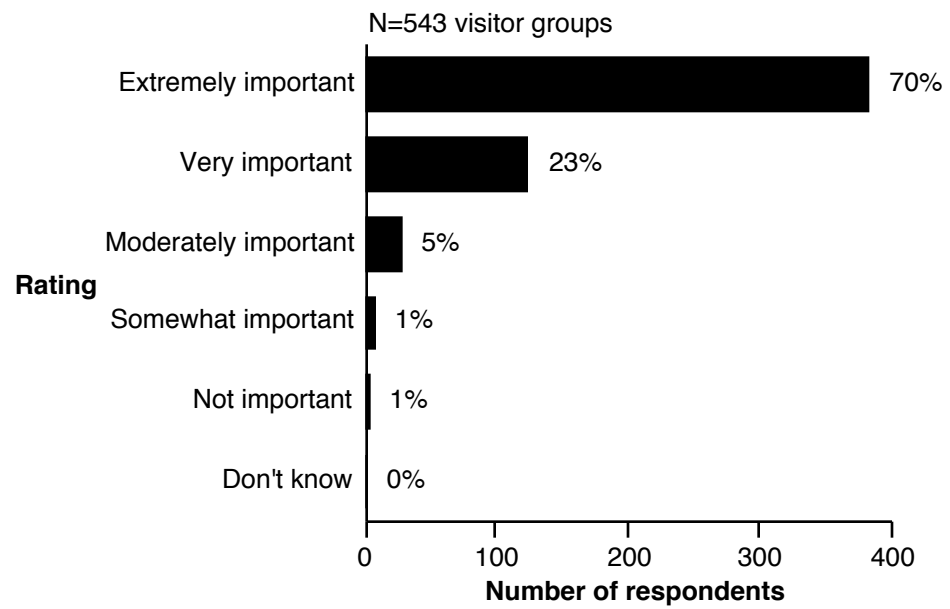


Figure 38: Importance of clean air

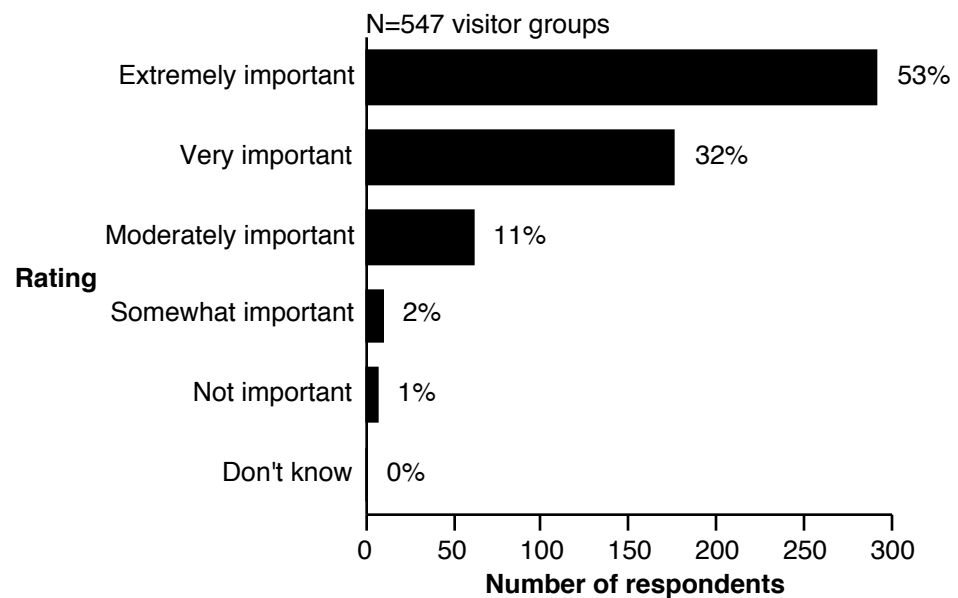
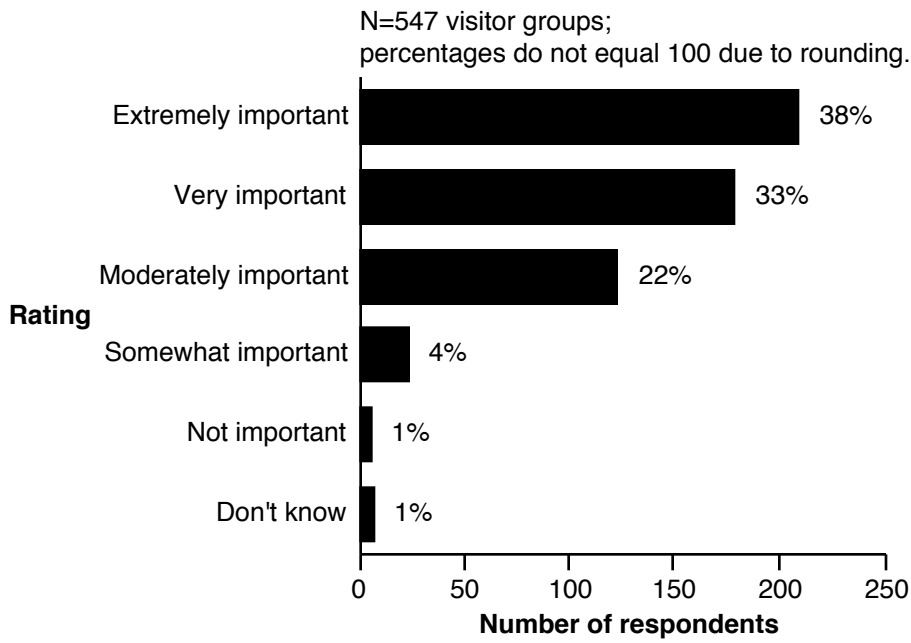
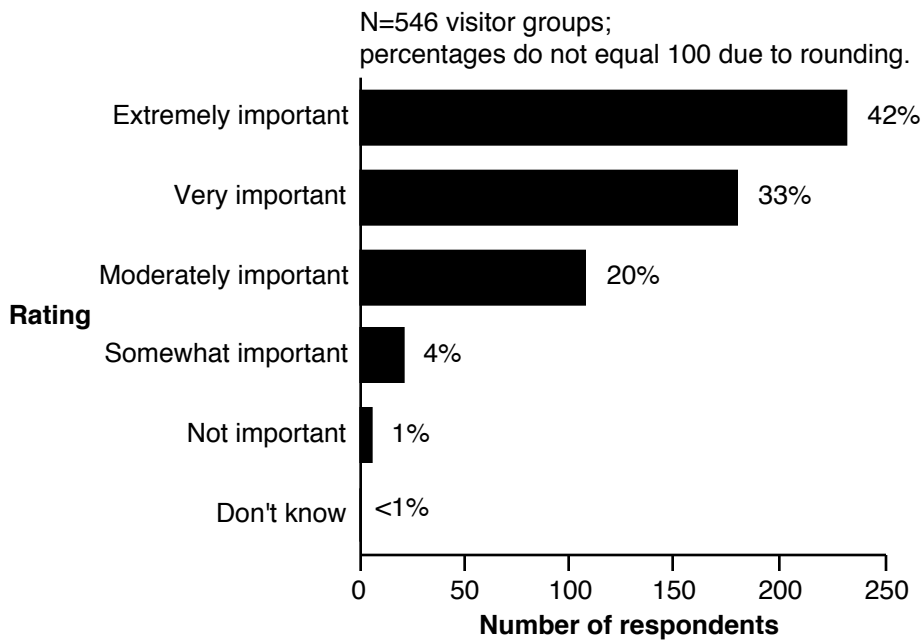


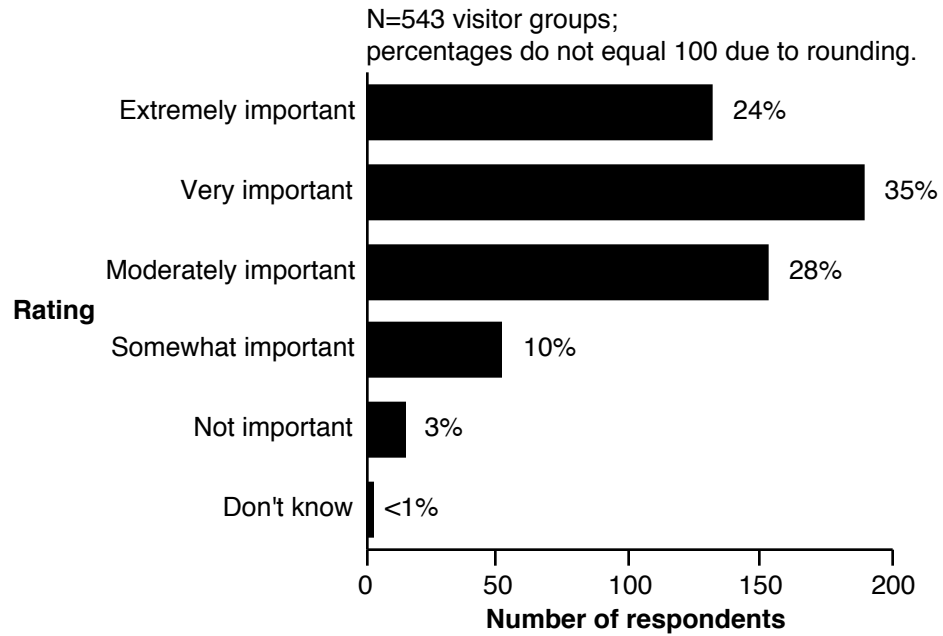
Figure 39: Importance of natural quiet/sounds of nature



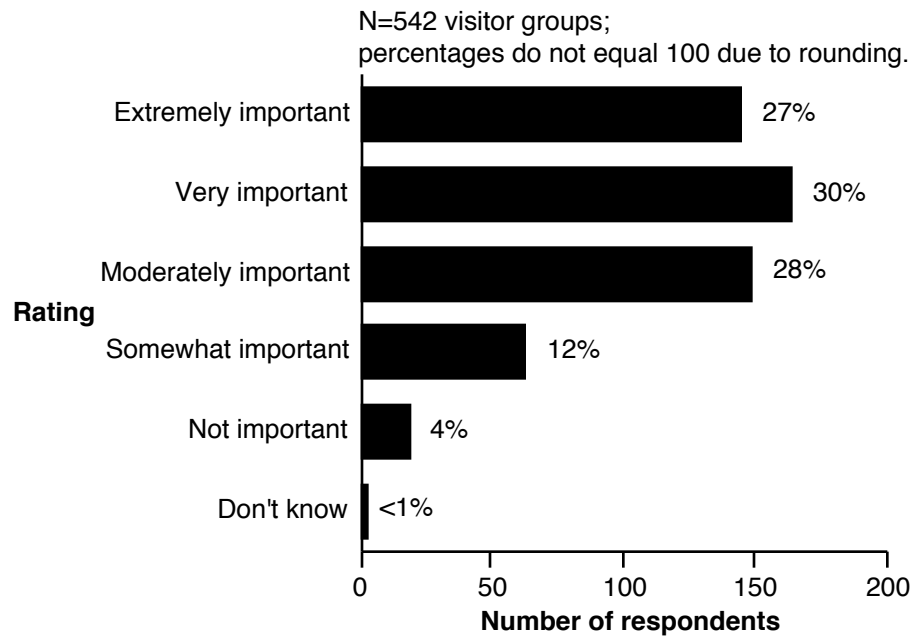
**Figure 40: Importance of solitude**



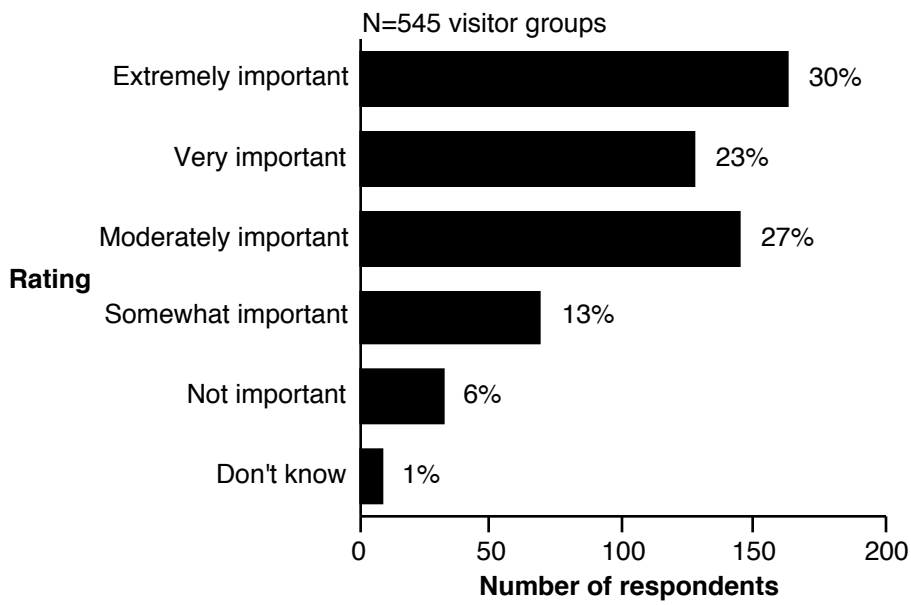
**Figure 41: Importance of recreational opportunities (hiking, camping, etc.)**



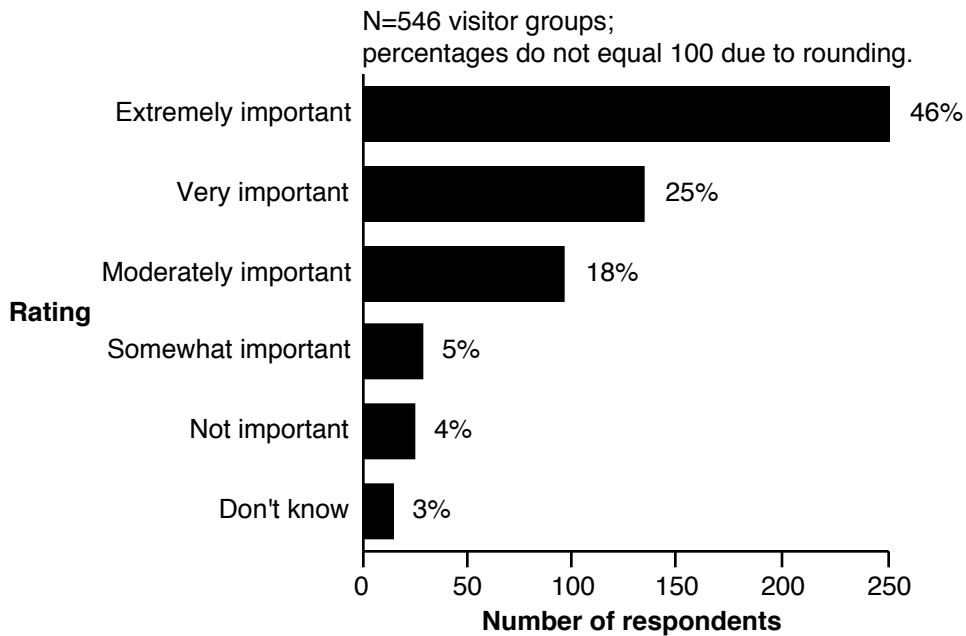
**Figure 42: Importance educational opportunities**



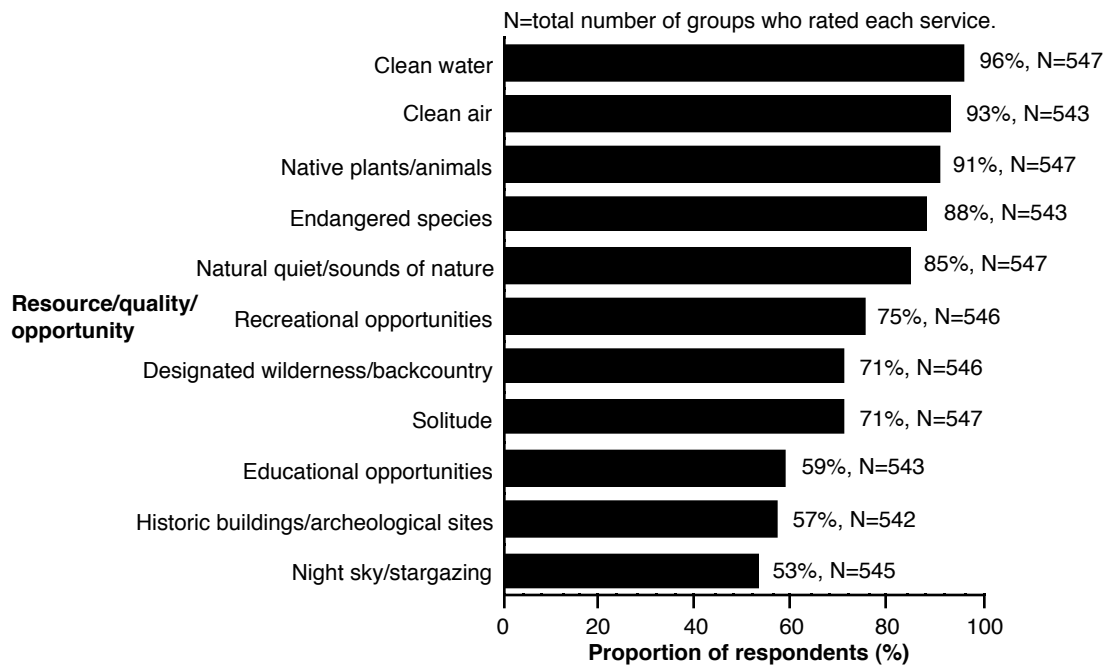
**Figure 43: Importance of historic buildings/archeological sites**



**Figure 44: Importance of night skies/stargazing**



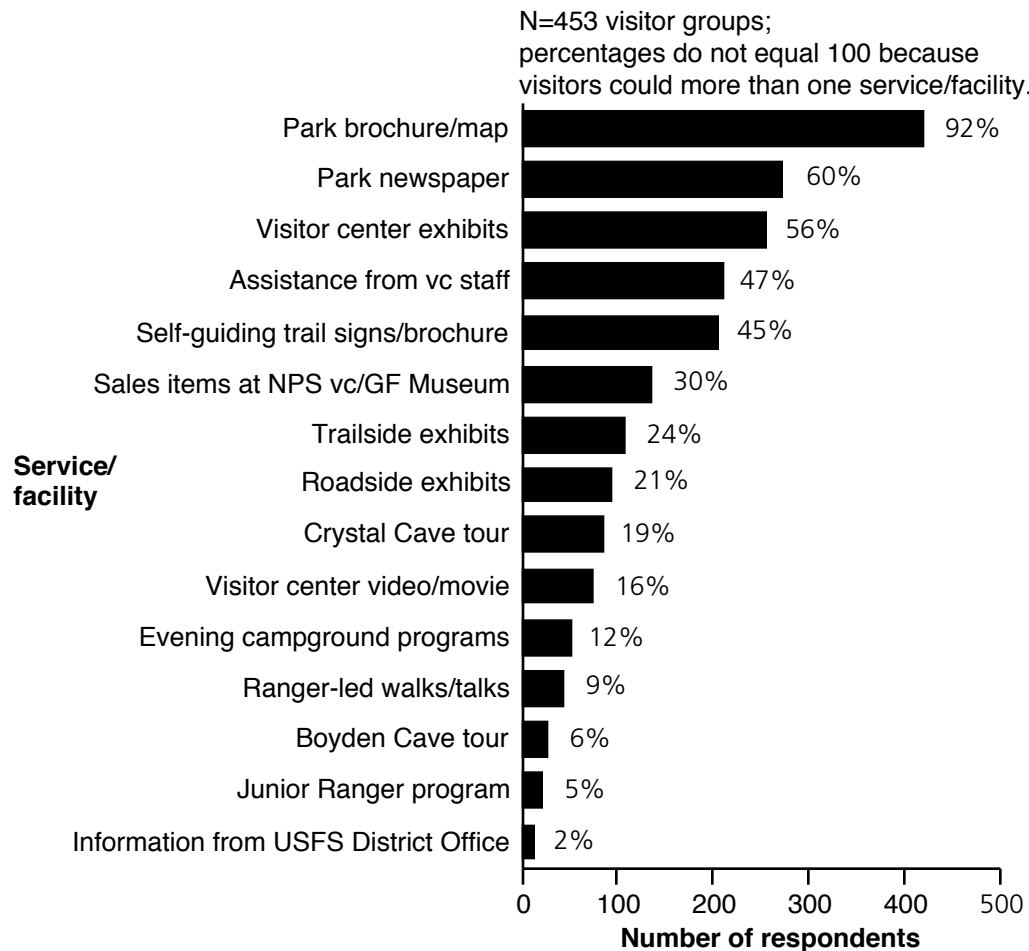
**Figure 45: Importance of designated wilderness/backcountry**



**Figure 46: Combined proportions of "extremely important" and "very important" ratings for elements/qualities**

Visitors were asked to identify information services and facilities they used during this visit to Sequoia & Kings Canyon NPs and Sequoia NF (USFS). The most used services and facilities included the park brochure/map (92%), park newspaper (60%), visitor center exhibits (56%), and assistance from visitor center staff (47%), as shown in Figure 47. The least used service was information from the USFS District Office (2%).

**Use, importance and quality of information services and facilities**



**Figure 47: Information services and facilities used**

**Use, importance  
and quality of  
information  
services and  
facilities  
(continued)**

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five point scales were used in the questionnaire.

<p>IMPORTANCE</p> <p>5=extremely important</p> <p>4=very important</p> <p>3=moderately important</p> <p>2=somewhat important</p> <p>1=not important</p>	<p>QUALITY</p> <p>5=very good</p> <p>4=good</p> <p>3=average</p> <p>2=poor</p> <p>1=very poor</p>
---	---

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 48 and 49 show the average importance and quality ratings for each of the parks/forest services and facilities. All services and facilities were rated above average in importance and quality. NOTE: the Boyden Cave tour (USFS), information from the USFS District Office and Junior Ranger program were not rated by enough visitors to provide reliable information.

Figures 50-64 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included ranger-led walks/talks (93%) assistance from visitor center staff (87%), Crystal Cave tour (83%), park brochure/map (83%) and self-guiding trail signs/brochures (83%). The highest proportion of "not important" ratings was for the visitor center video/movie (5%).

Figures 65-79 show the quality ratings that visitors gave each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included Crystal Cave tour (91%), ranger-led walks/talks (91%) and assistance from visitor center staff (86%). The highest proportion of "very poor" ratings was for evening campground programs (4%).

Figure 80 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

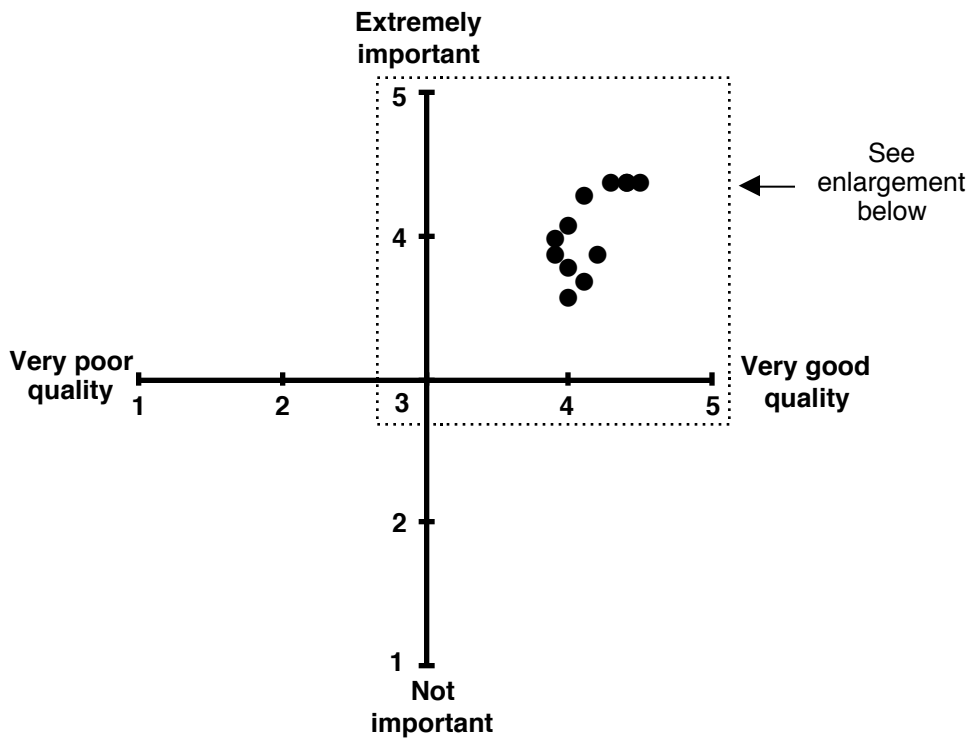


Figure 48: Average ratings of information services and facilities importance and quality

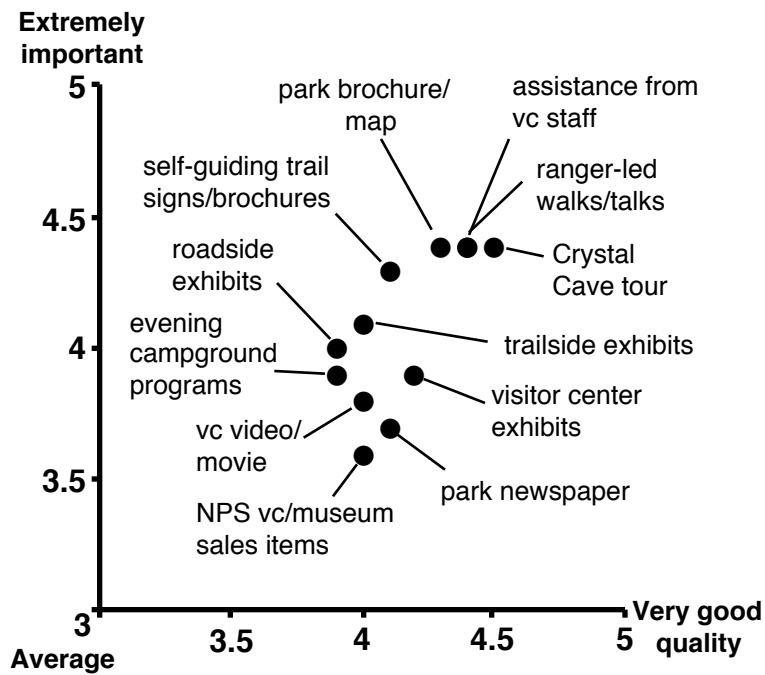


Figure 49: Detail of Figure 48



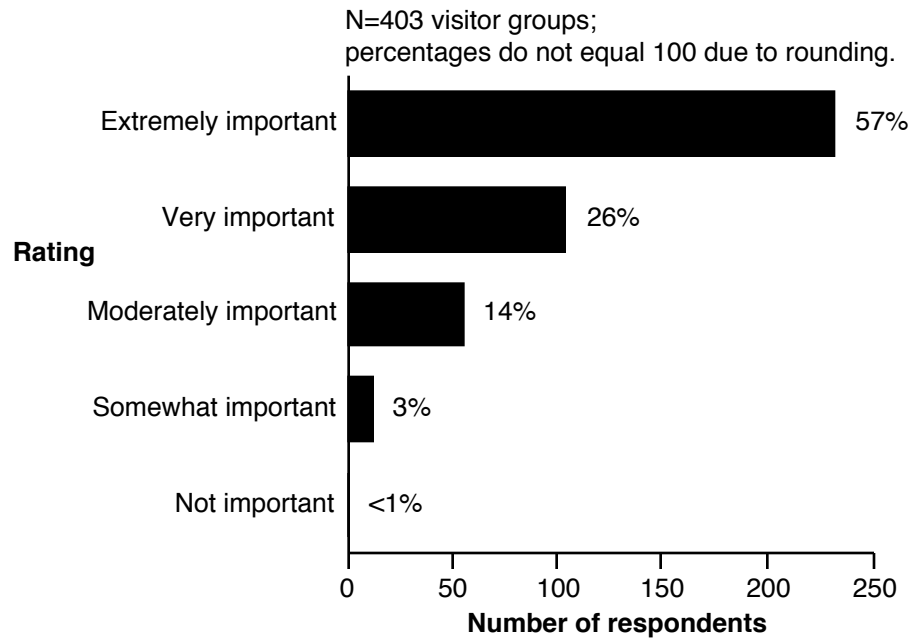


Figure 50: Importance of park brochure/map

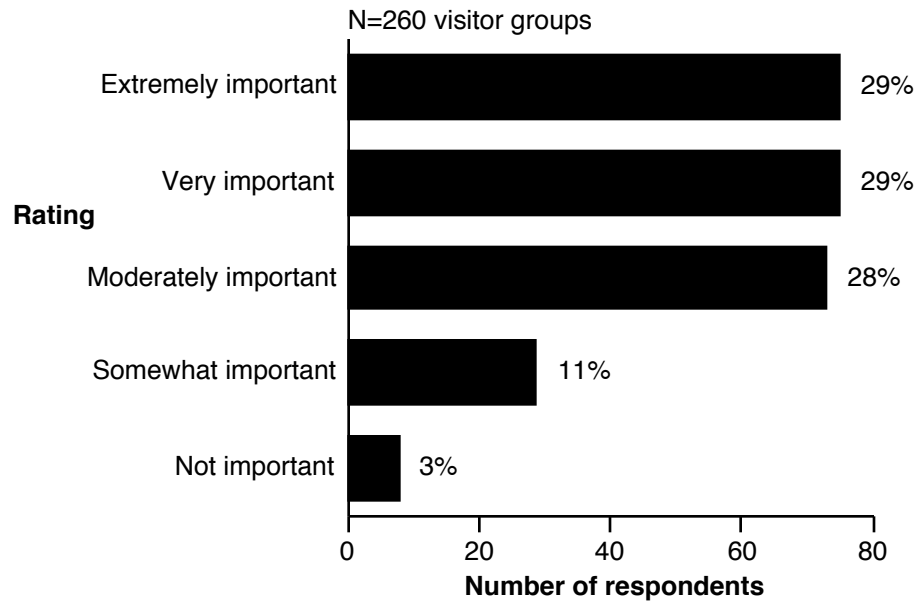
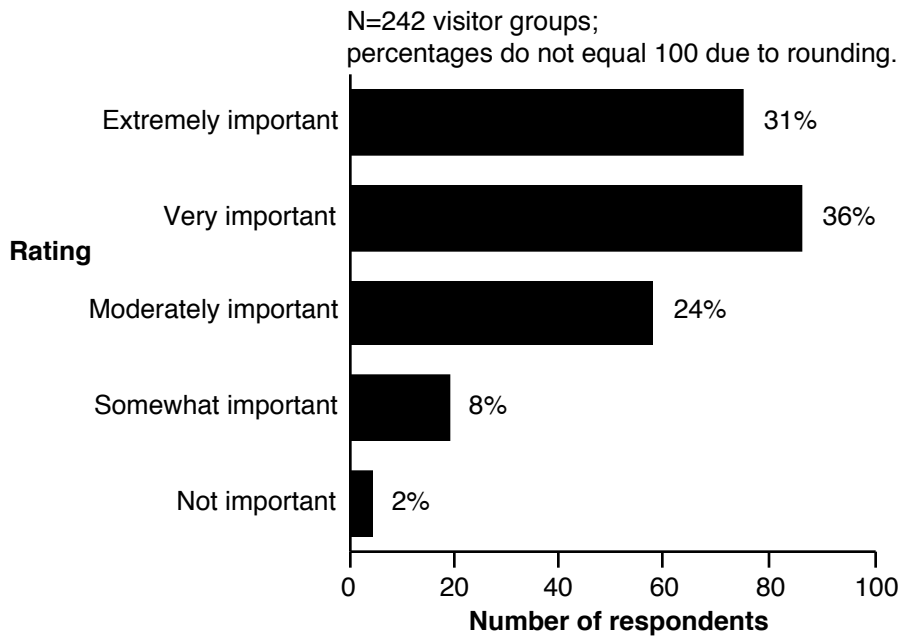
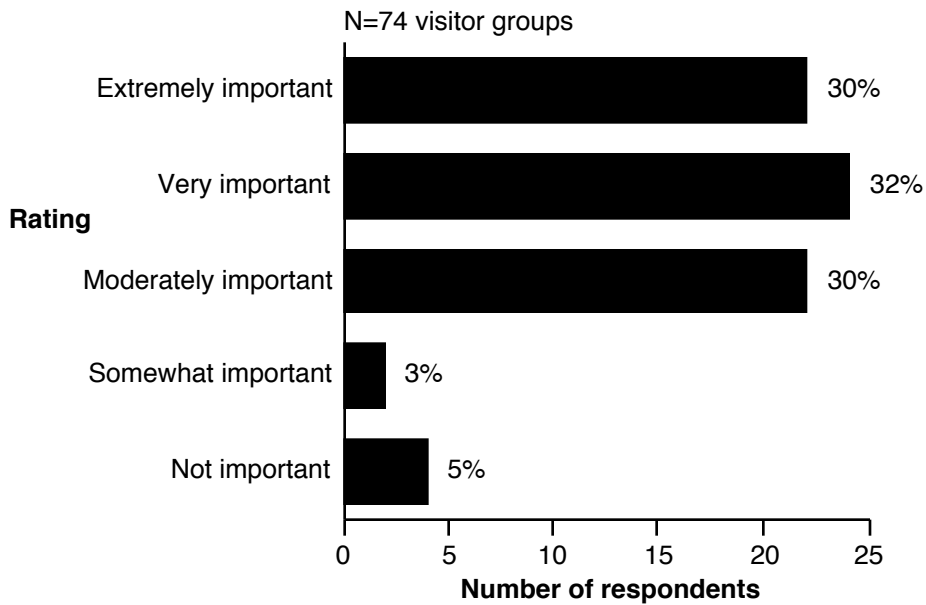


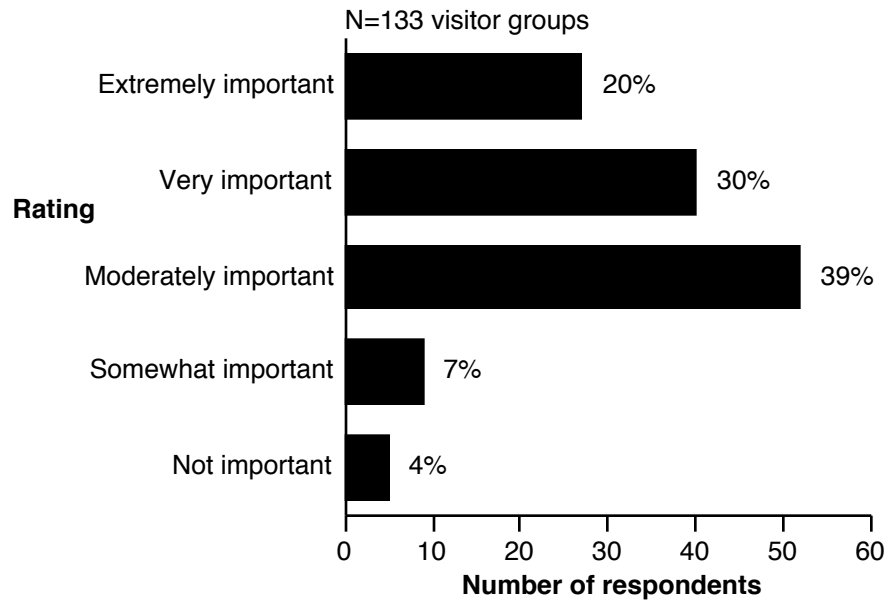
Figure 51: Importance of park newspaper - *Sequoia & Kings Canyon NPs Guide*



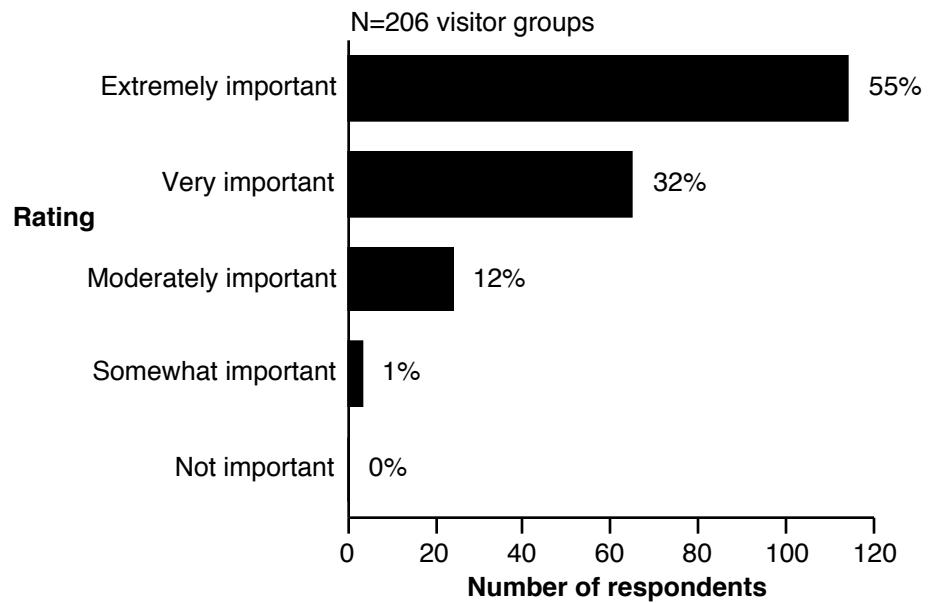
**Figure 52: Importance of visitor center exhibits**



**Figure 51: Importance of visitor center video/movie**



**Figure 52: Importance of sales items at NPS visitor center/Giant Forest Museum Bookstore**



**Figure 53: Importance of assistance from visitor center staff**

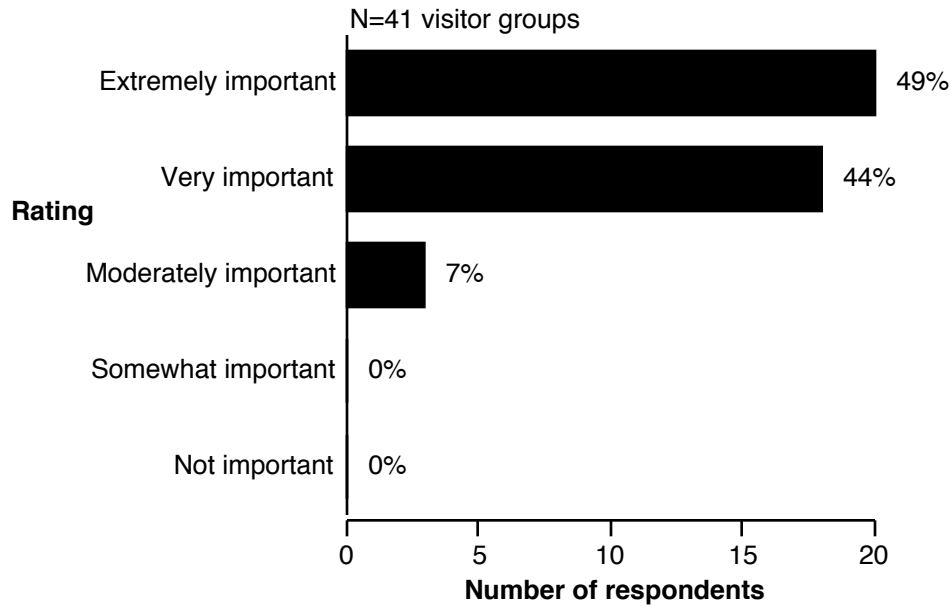


Figure 54: Importance of ranger-led walks/talks

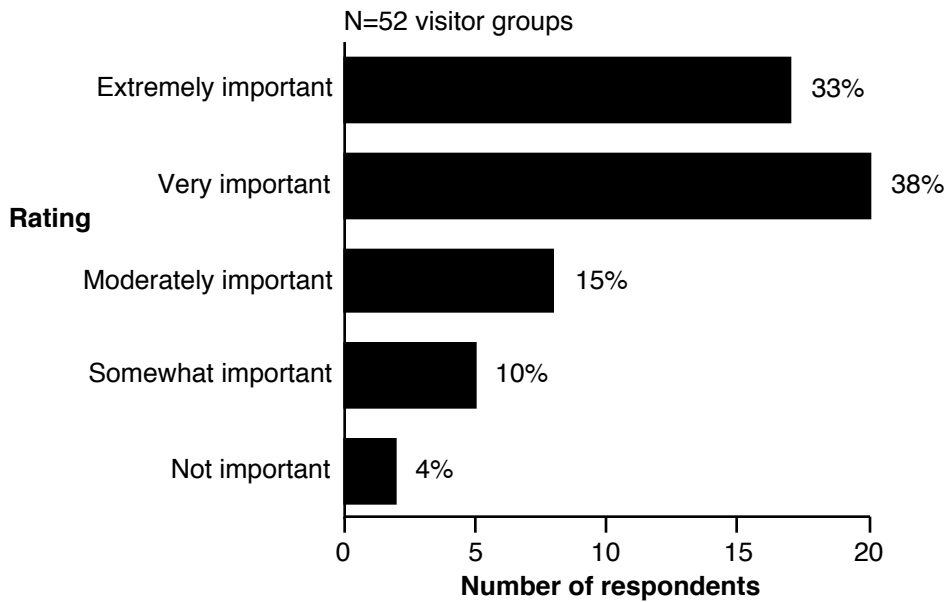
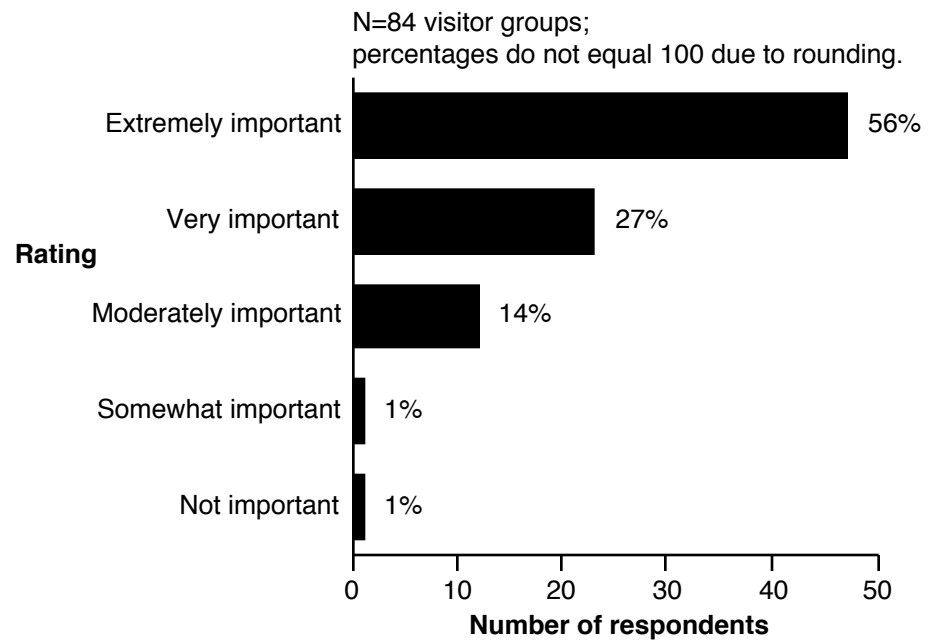
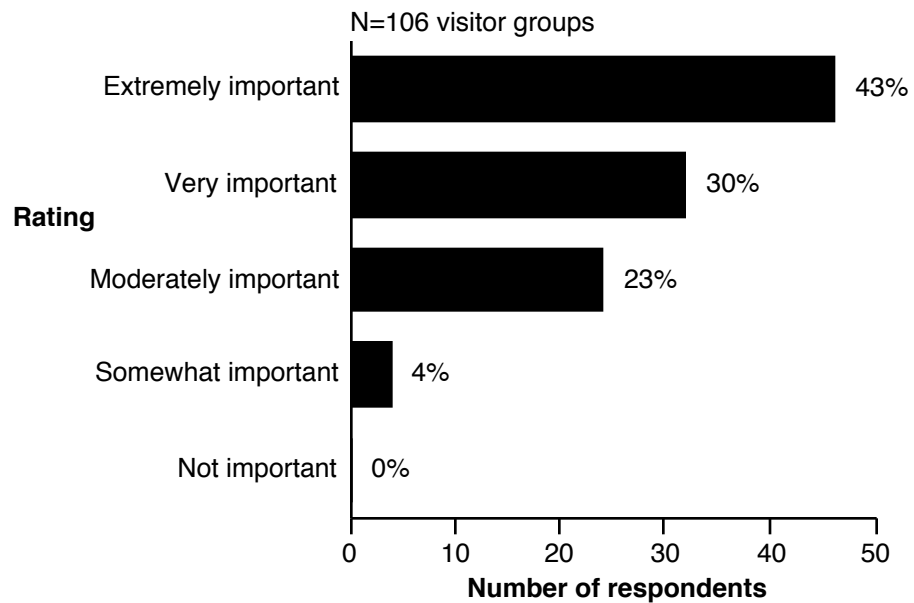


Figure 55: Importance of evening campground programs



**Figure 56: Importance of Crystal Cave Tour**



**Figure 57: Importance of trailside exhibits**

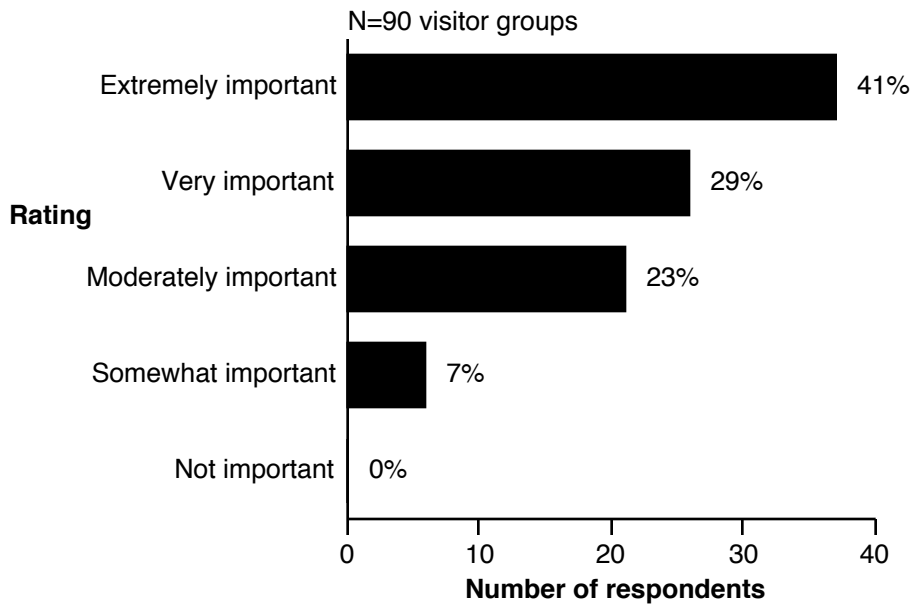


Figure 58: Importance of roadside exhibits

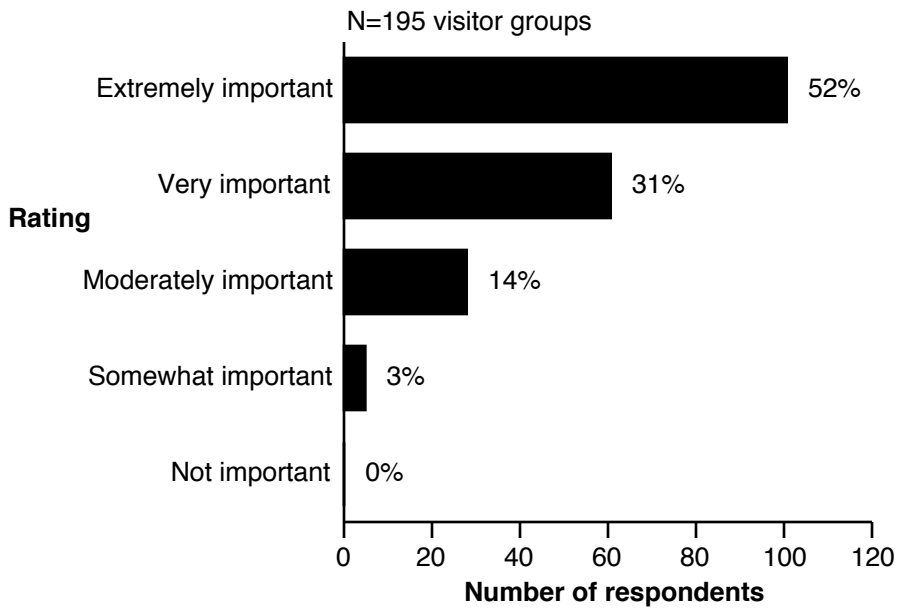


Figure 59: Importance of self-guiding trail signs/brochures

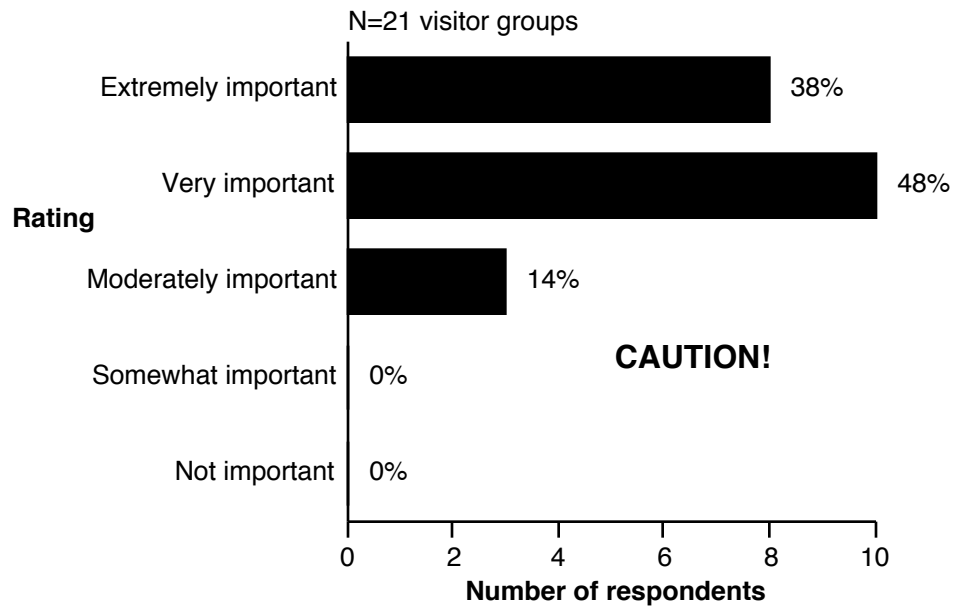


Figure 60: Importance of Junior Ranger program

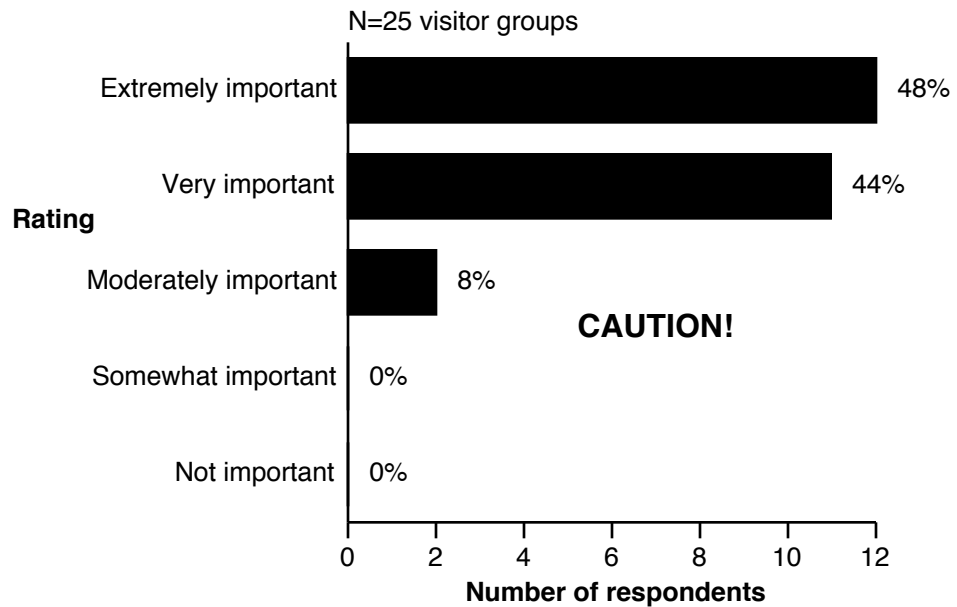


Figure 61: Importance of Boyden Cave Tour (USFS)

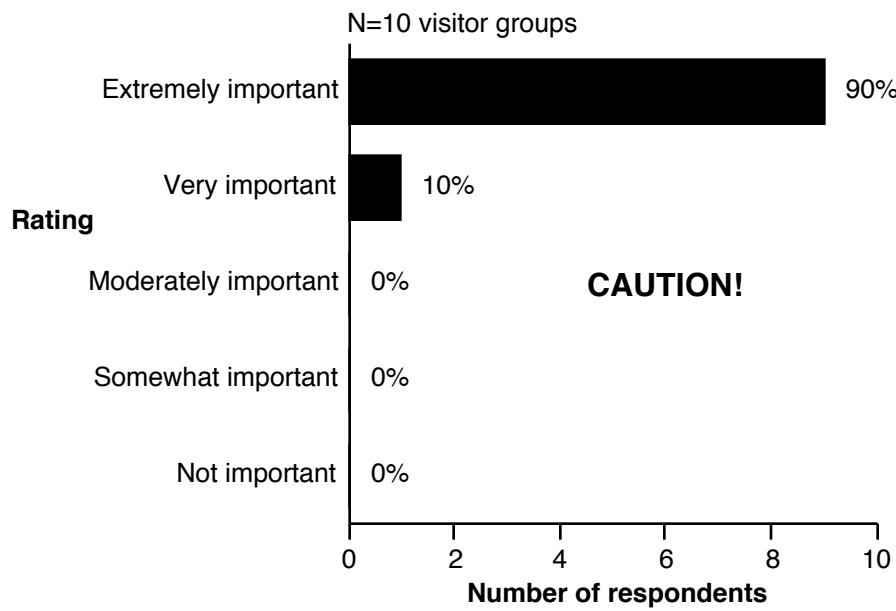


Figure 62: Importance of information from USFS District Office

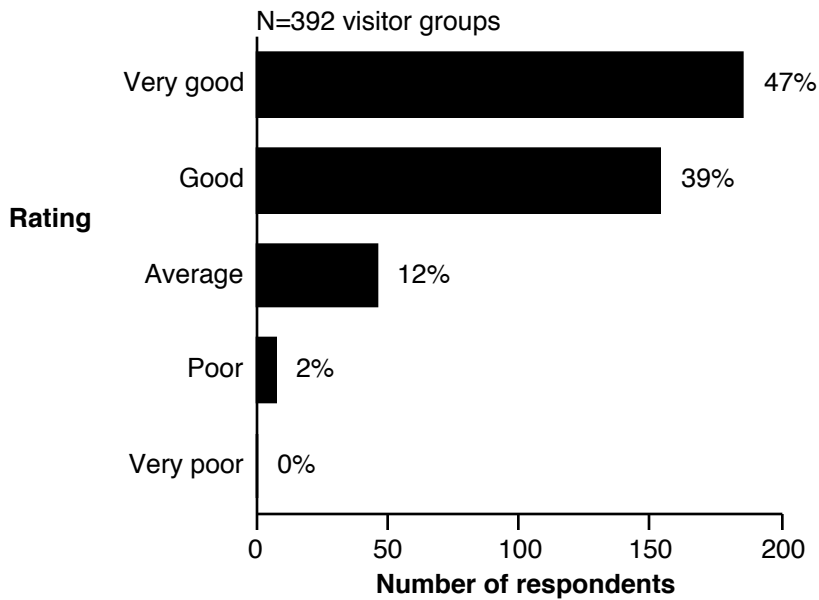
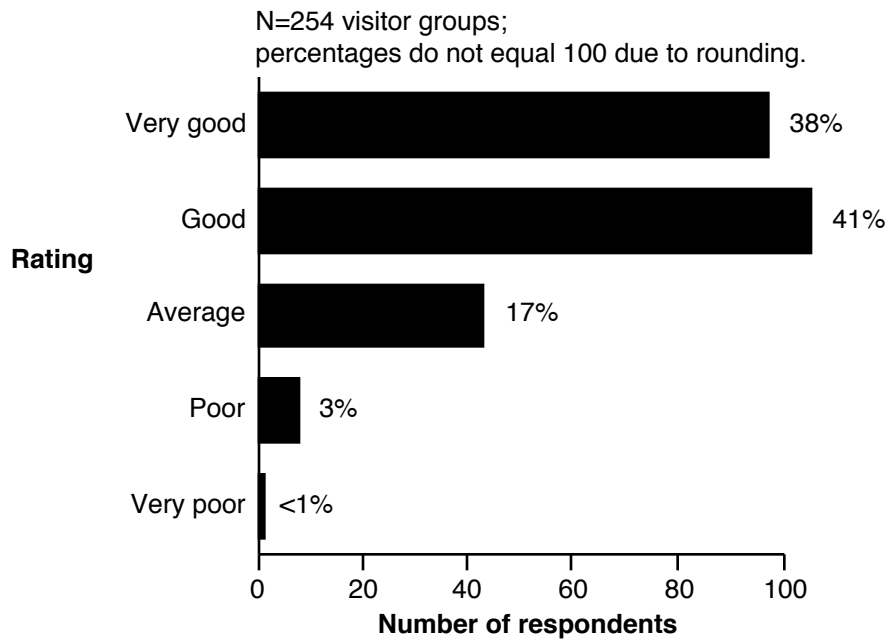
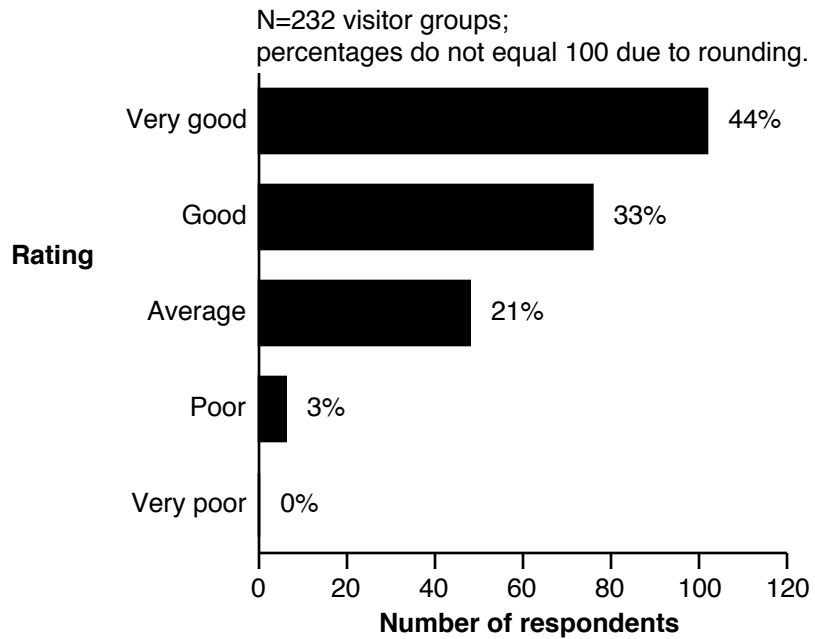


Figure 63: Quality of park brochure/map





**Figure 64: Quality of park newspaper - *Sequoia & Kings Canyon NPs Guide***



**Figure 65: Quality of visitor center exhibits**

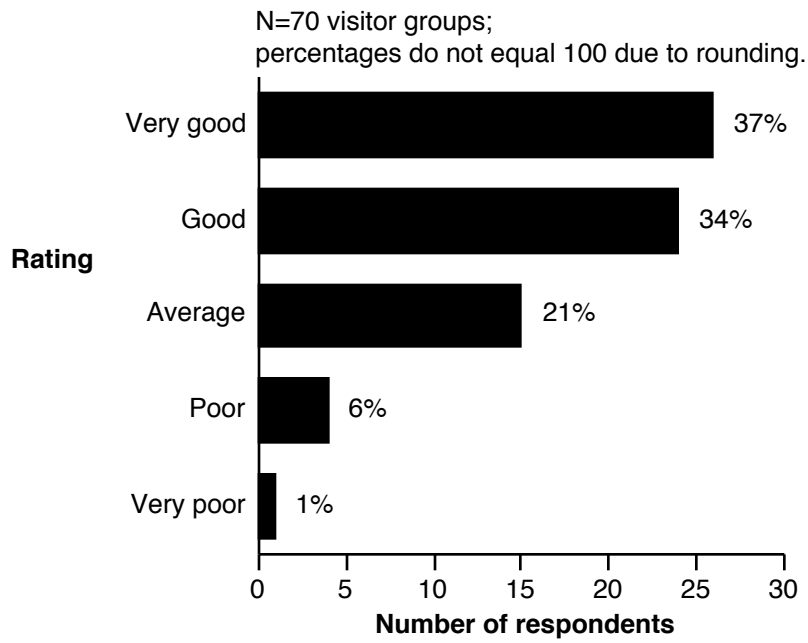


Figure 66: Quality of visitor center video/movie

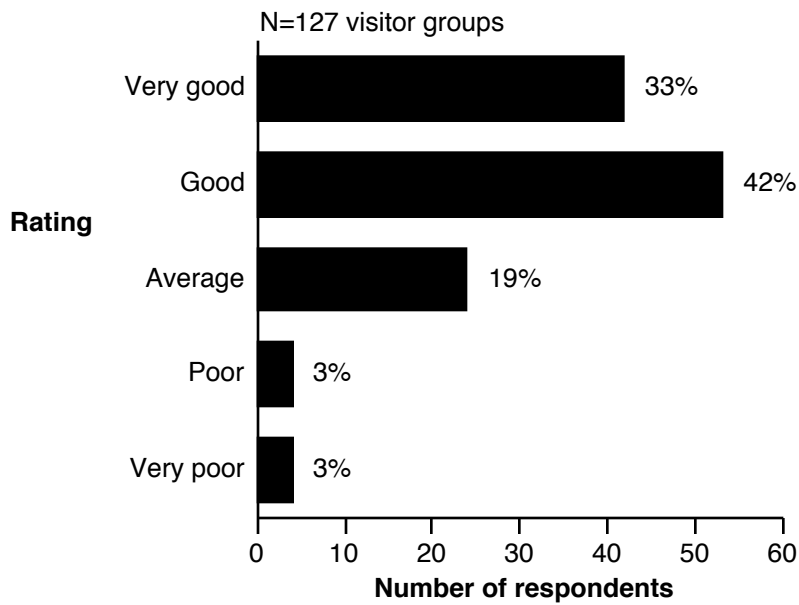


Figure 67: Quality of sales items at NPS visitor center/  
Giant Forest Museum Bookstore

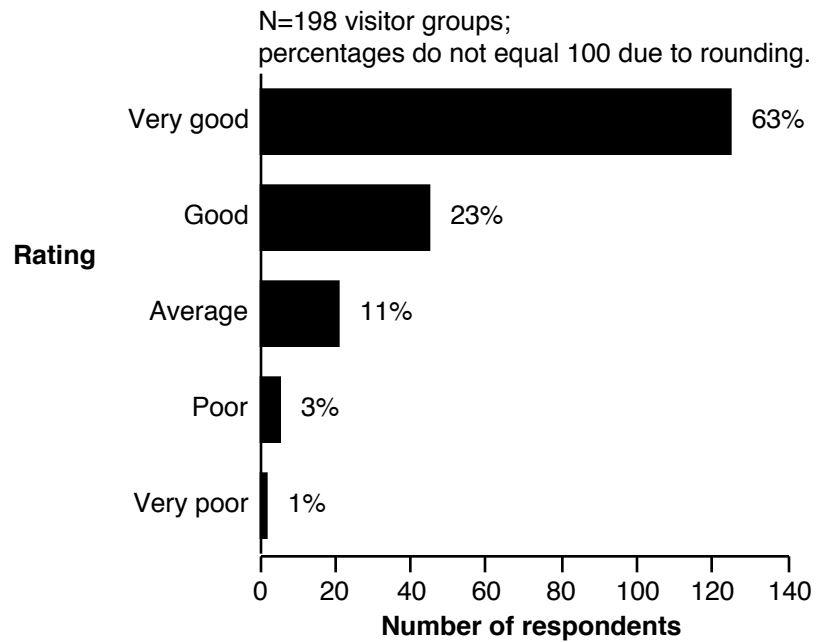


Figure 68: Quality of assistance from visitor center staff

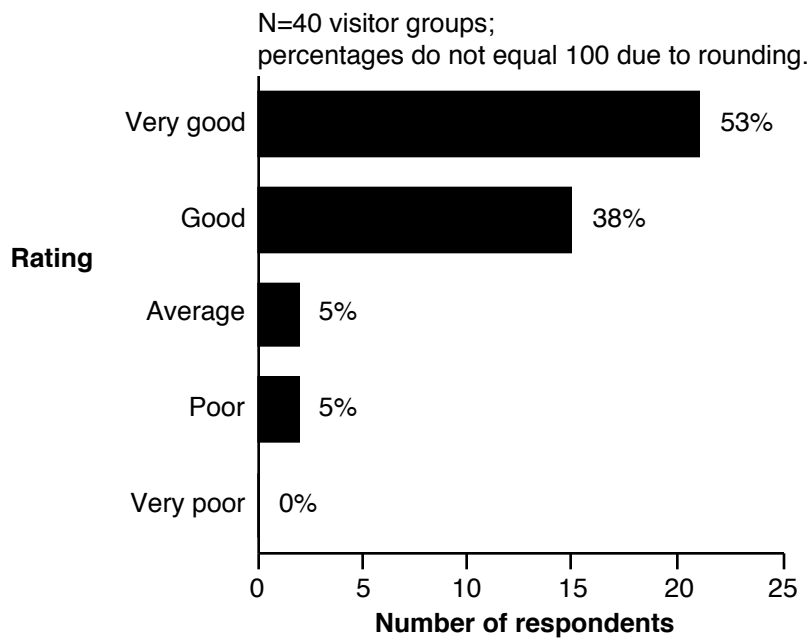


Figure 69: Quality of ranger-led walks/talks

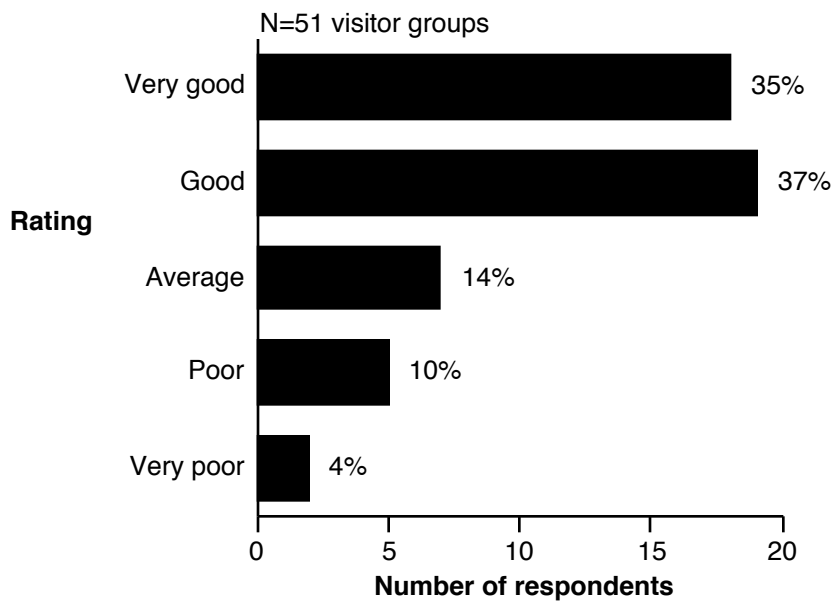


Figure 70: Quality of evening campground programs

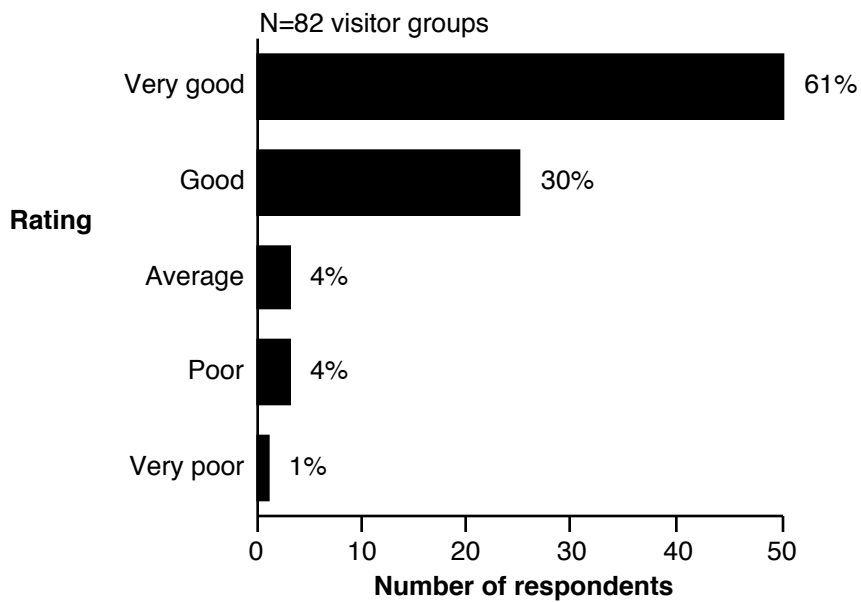


Figure 71: Quality of Crystal Cave Tour

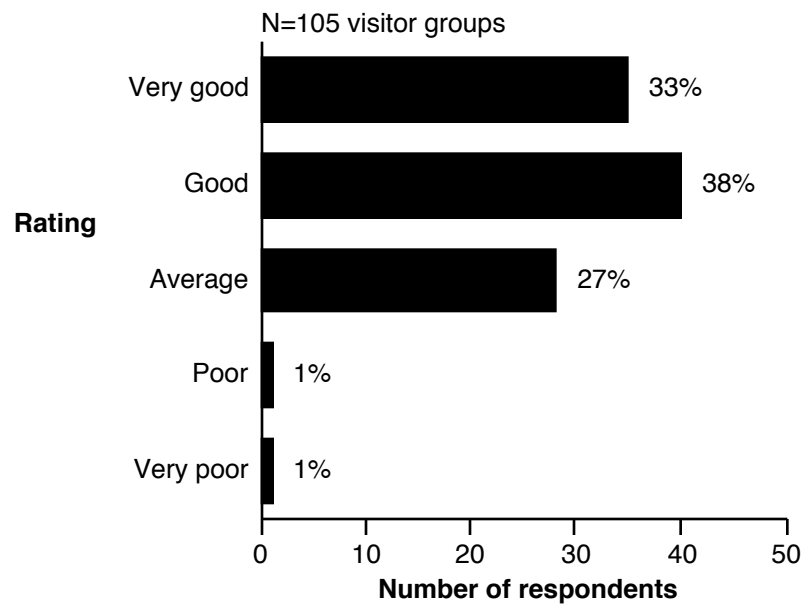


Figure 72: Quality of trailside exhibits

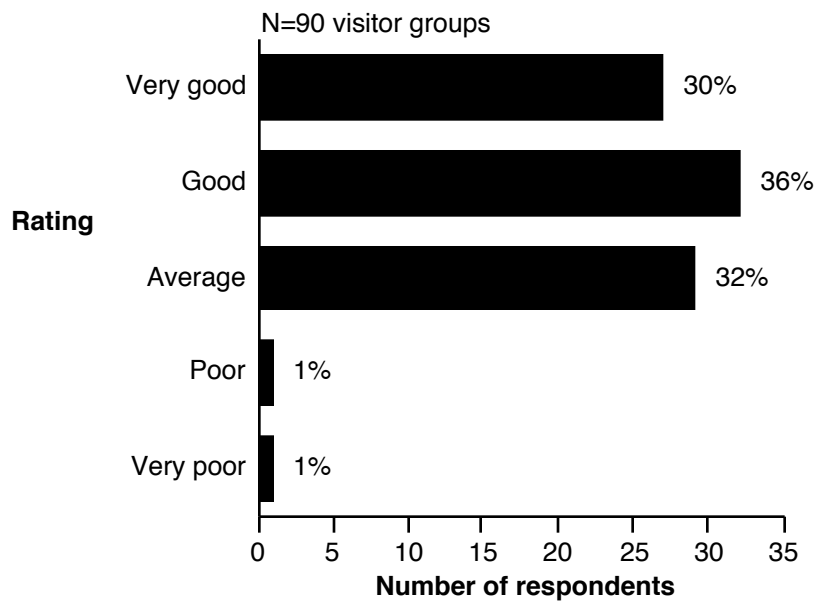


Figure 73: Quality of roadside exhibits

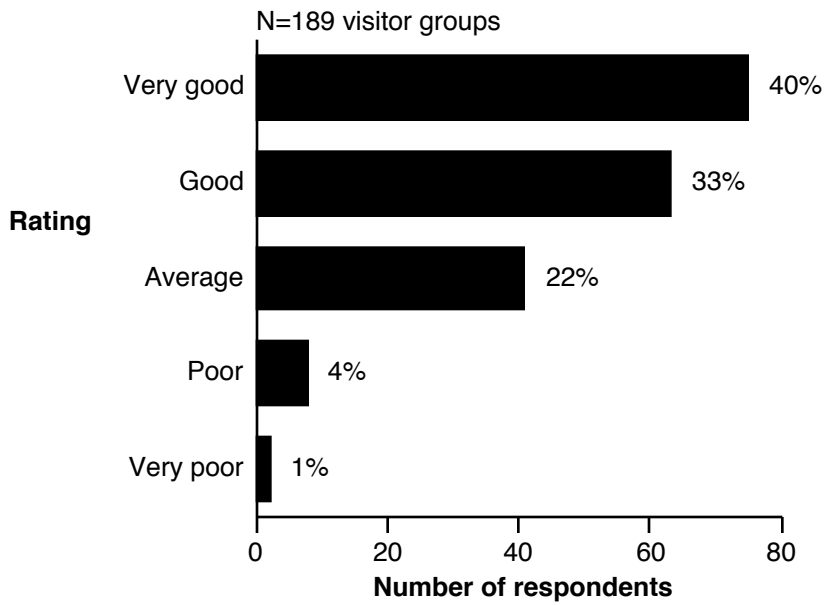


Figure 74: Quality of self-guiding trail signs/brochures

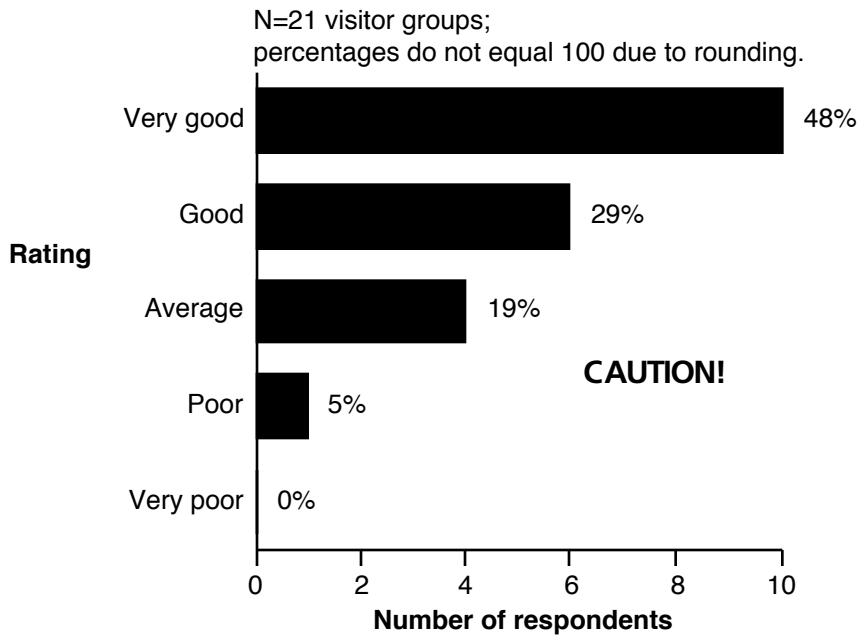


Figure 75: Quality of Junior Ranger program

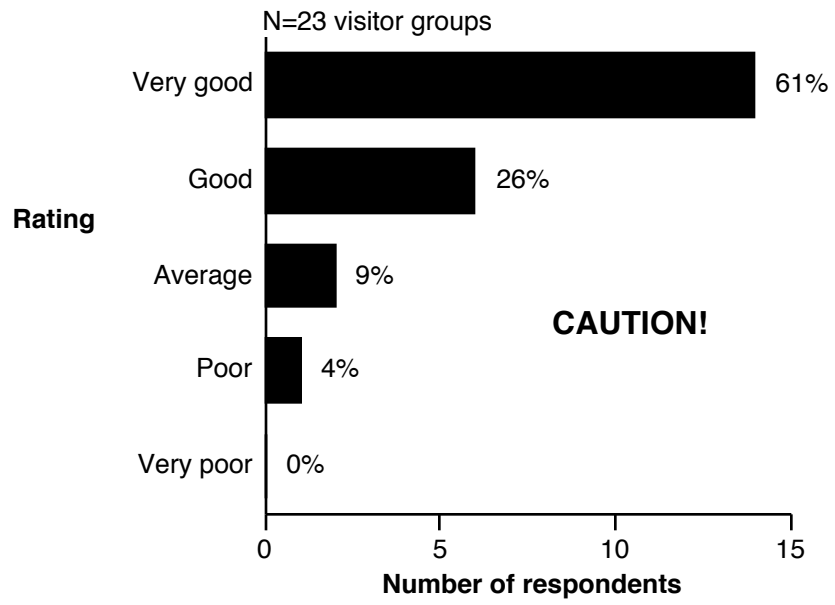


Figure 76: Quality of Boyden Cave tour (USFS)

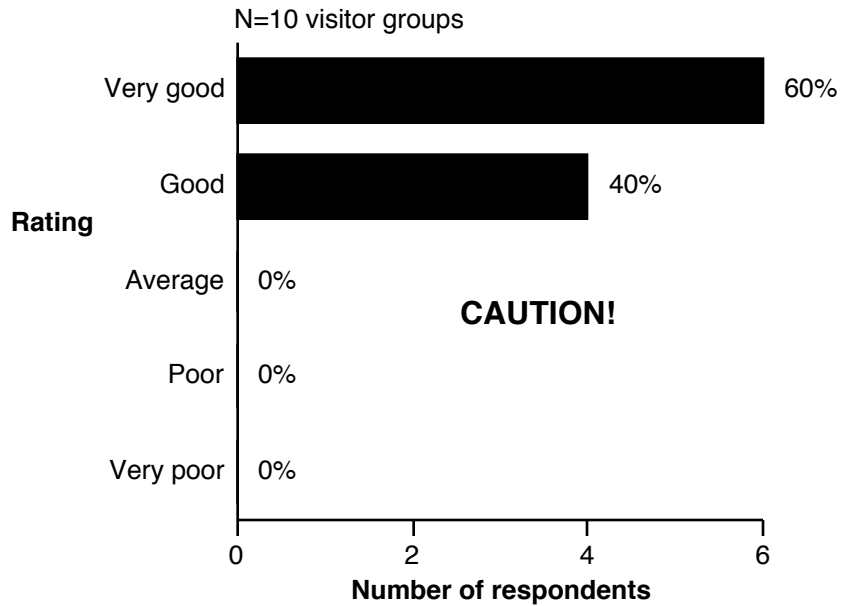
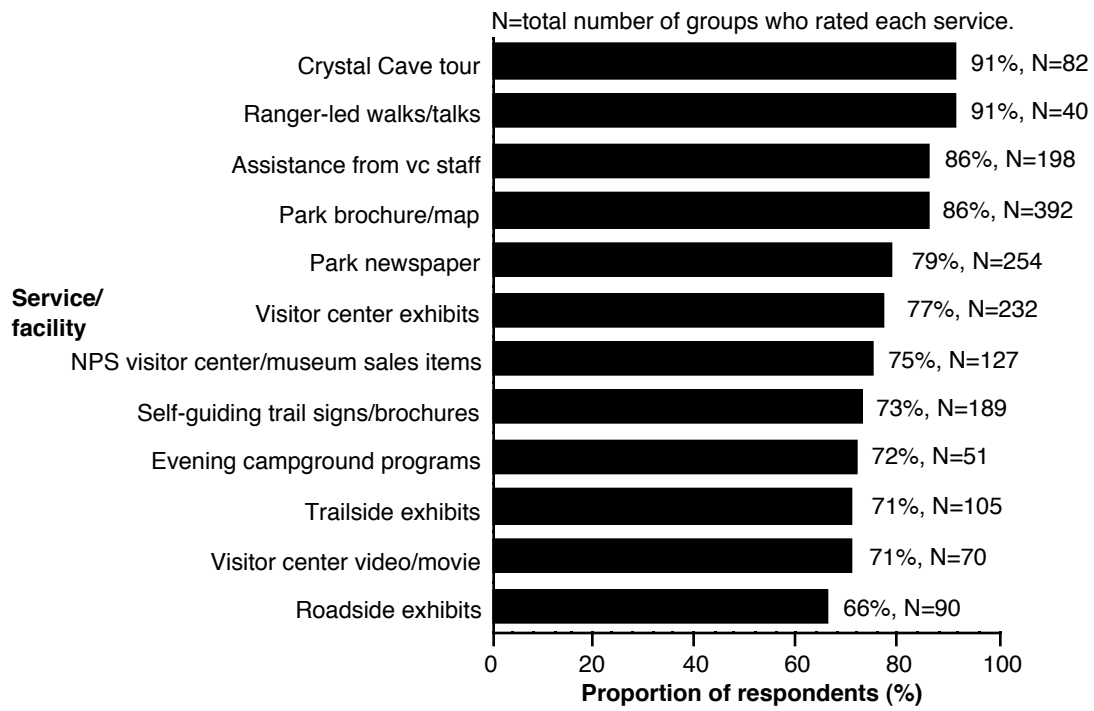


Figure 77: Quality of information from USFS District Office

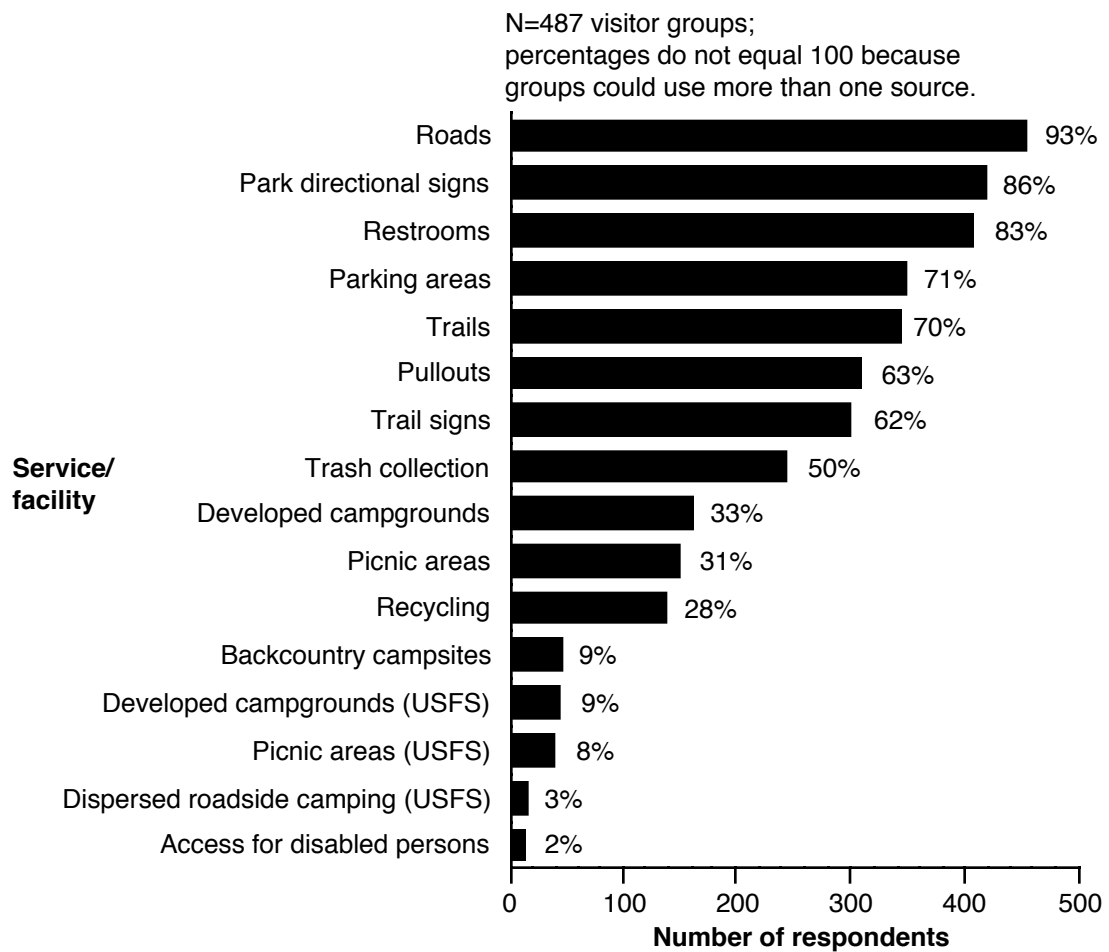


**Figure 78: Combined proportions of "very good" and "good" quality ratings for information services and facilities**



**Use, importance and quality of visitor services and facilities**

Visitors were asked to identify visitor services and facilities they used during this visit to Sequoia & Kings Canyon NPs. The most used services and facilities included roads (93%), park directional signs (86%), restrooms (83%), parking areas (71%), trails (70%), pullouts (63%), trail signs (62%) and trash collection (50%), as shown in Figure 79. The least used services were access for people with disabilities (2%) and USFS dispersed roadside camping (3%).



**Figure 79: Visitor services and facilities used**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 80 and 81 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Access for disabled people and USFS dispersed roadside camping were not rated by enough visitors to provide reliable information.

Figures 82-97 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included trails (96%), roads (94%), and trail signs (93%). The highest proportion of "not important" ratings was for park directional signs (1%).

Figures 98-113 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included trails (89%), USFS picnic areas (88%), and developed campgrounds (82%). The highest proportion of "very poor" ratings were for developed campgrounds and recycling (each 2%).

Figure 114 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

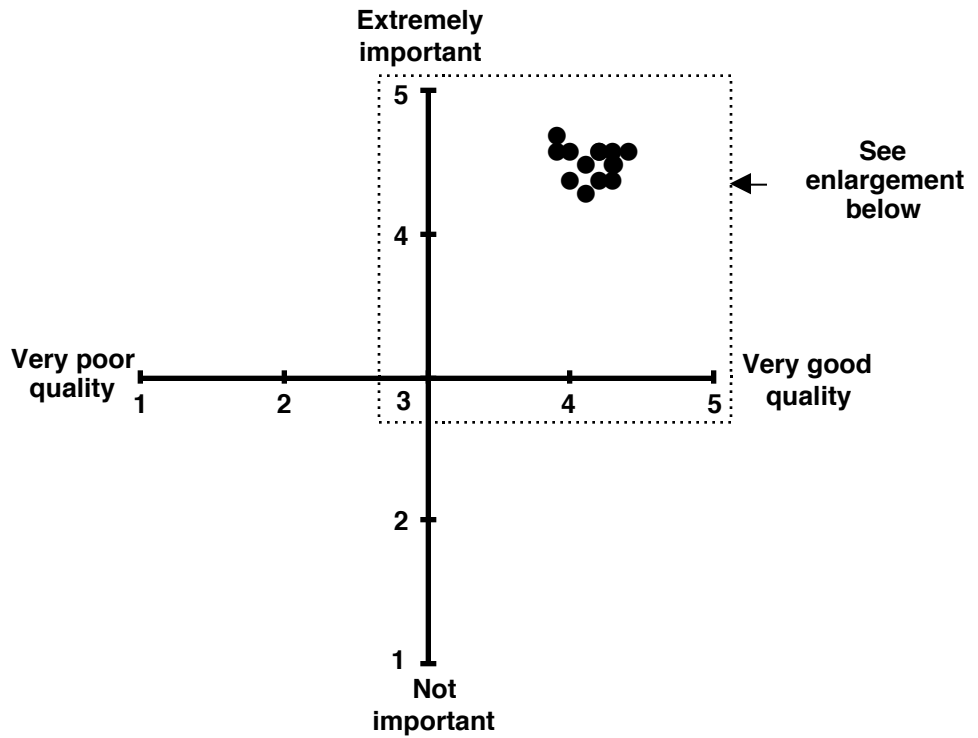


Figure 80: Average ratings of visitor service importance and quality

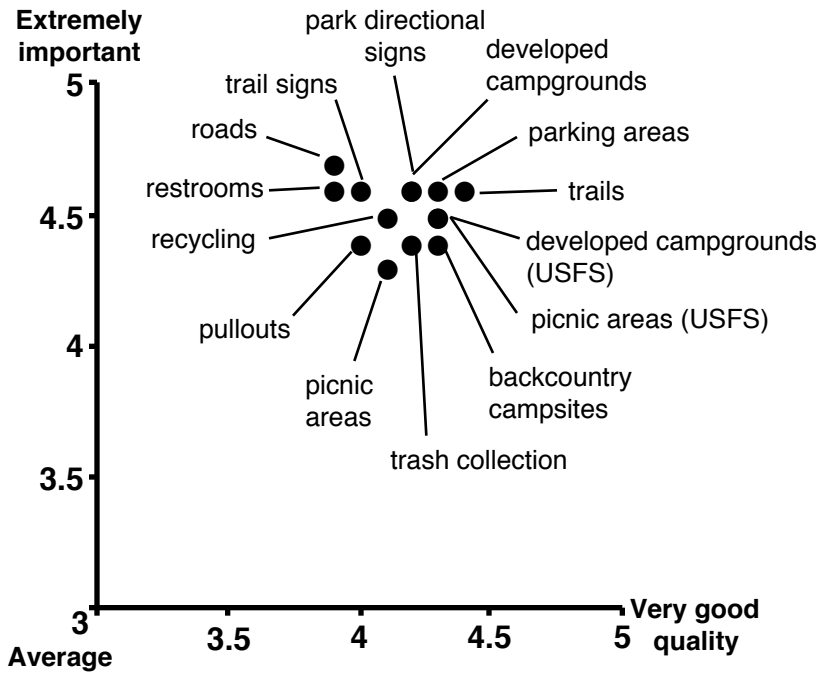


Figure 81: Detail of Figure 80

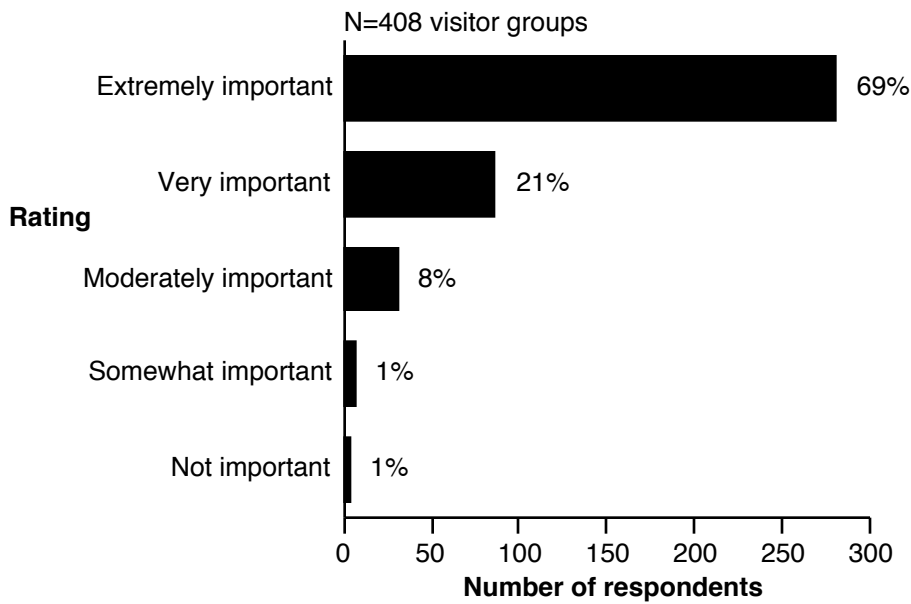


Figure 82: Importance of park directional signs

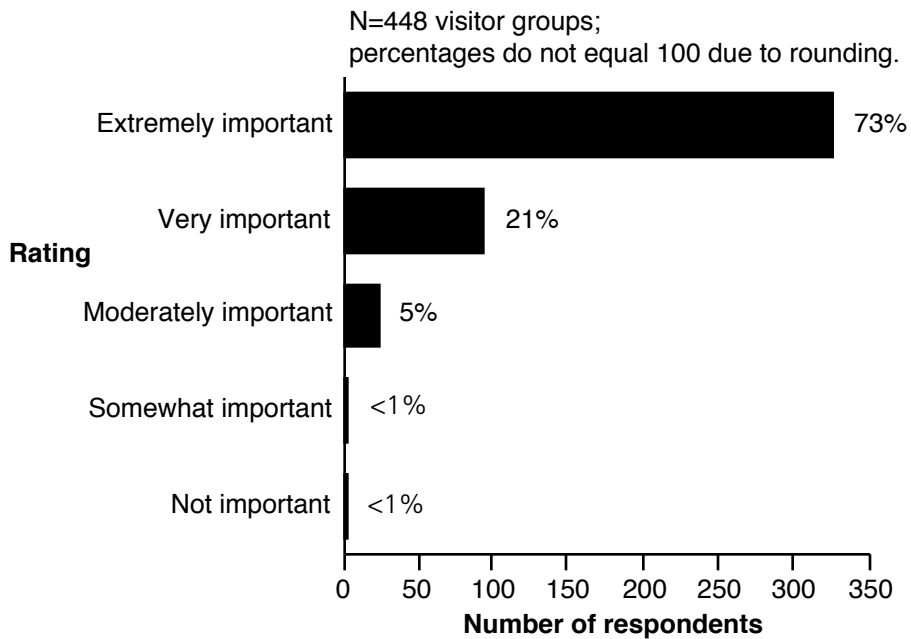


Figure 83: Importance of roads

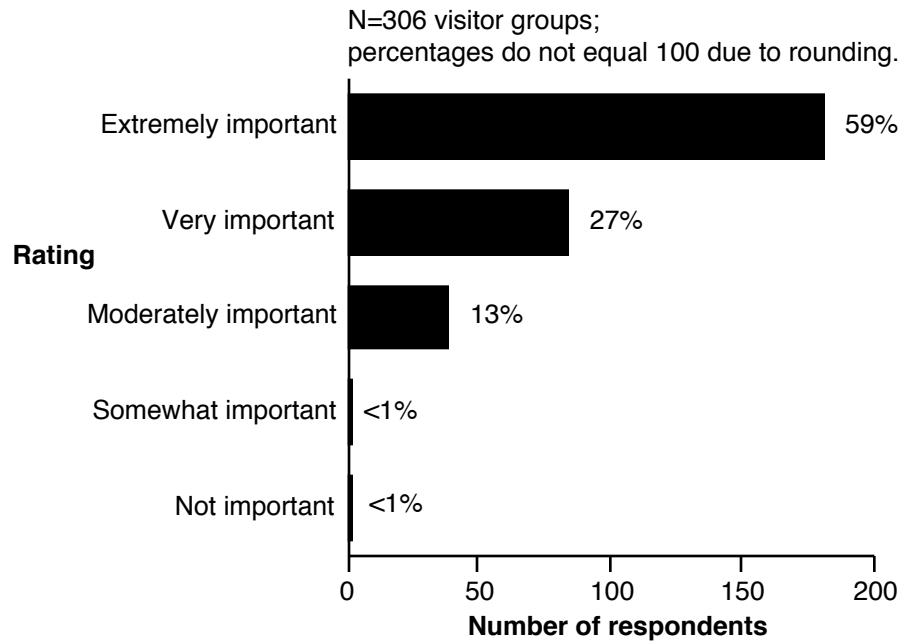


Figure 84: Importance of pullouts

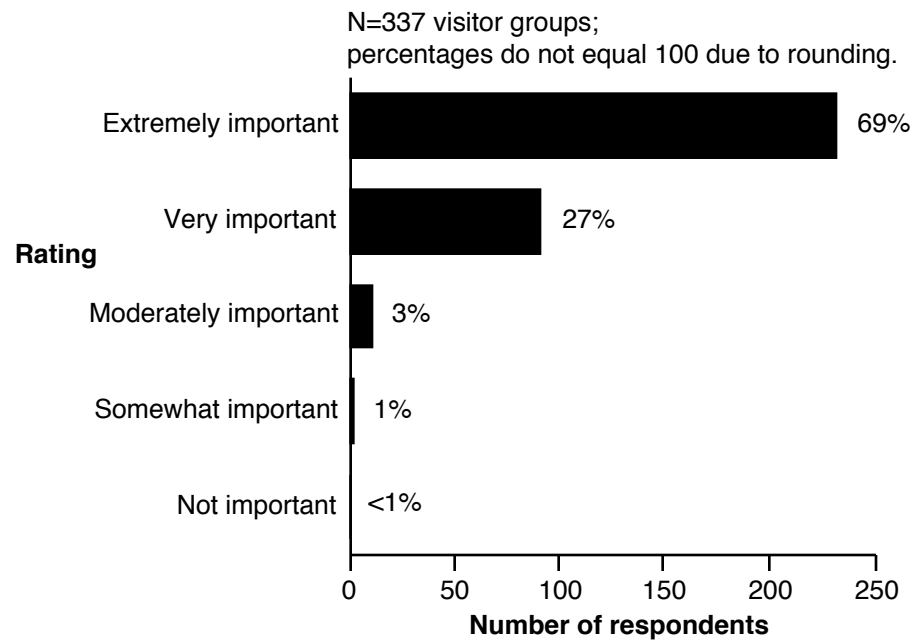


Figure 85: Importance of trails

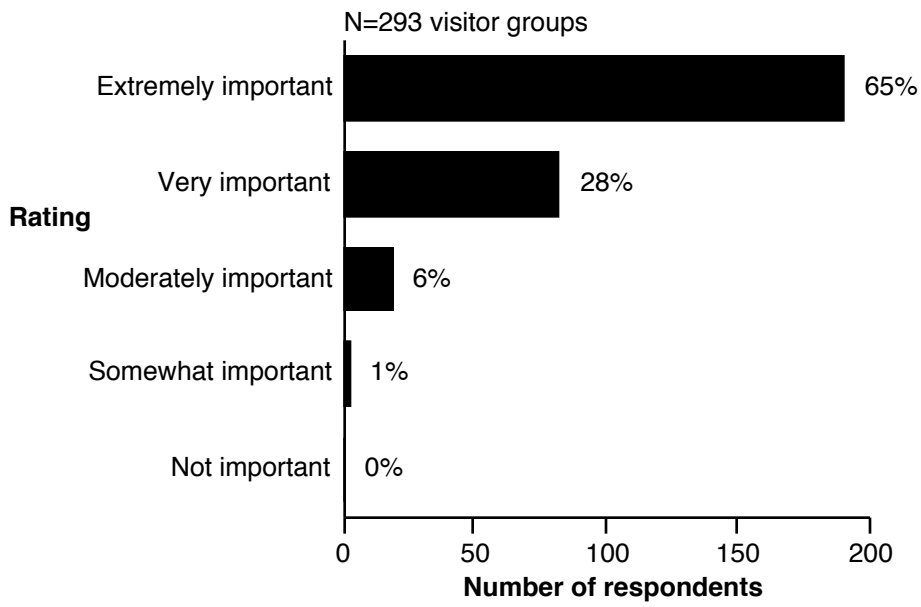


Figure 86: Importance of trail signs

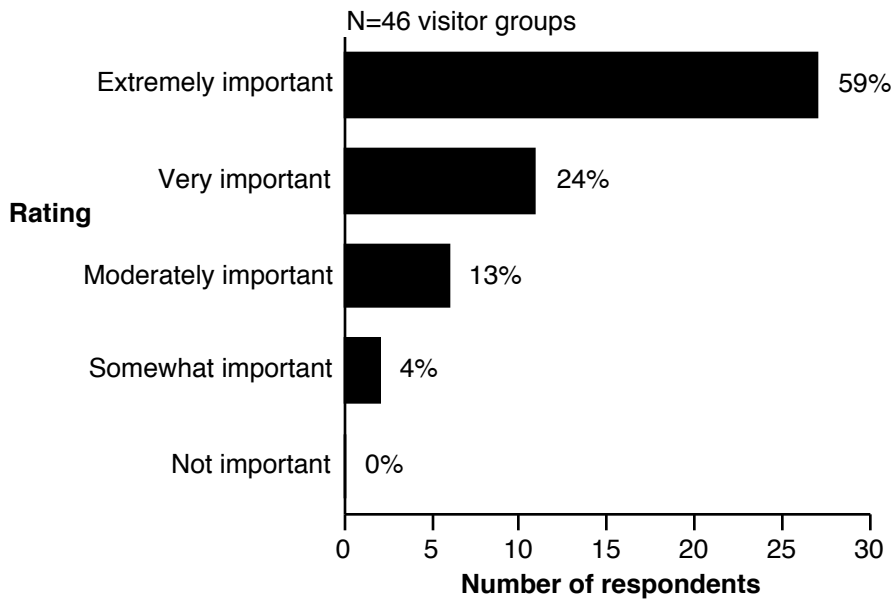
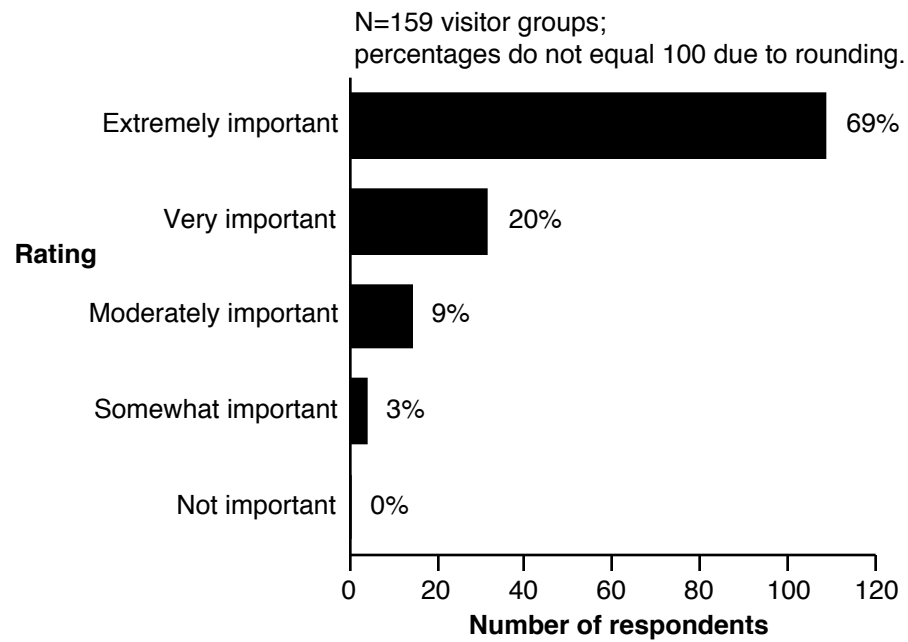
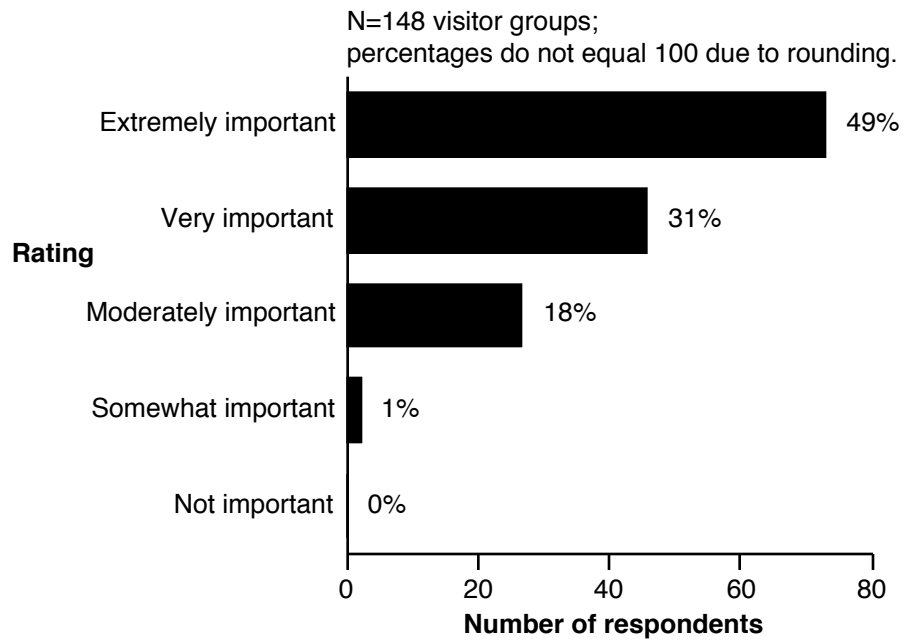


Figure 87: Importance of backcountry campsites



**Figure 88: Importance of developed campgrounds**



**Figure 89: Importance of picnic areas**

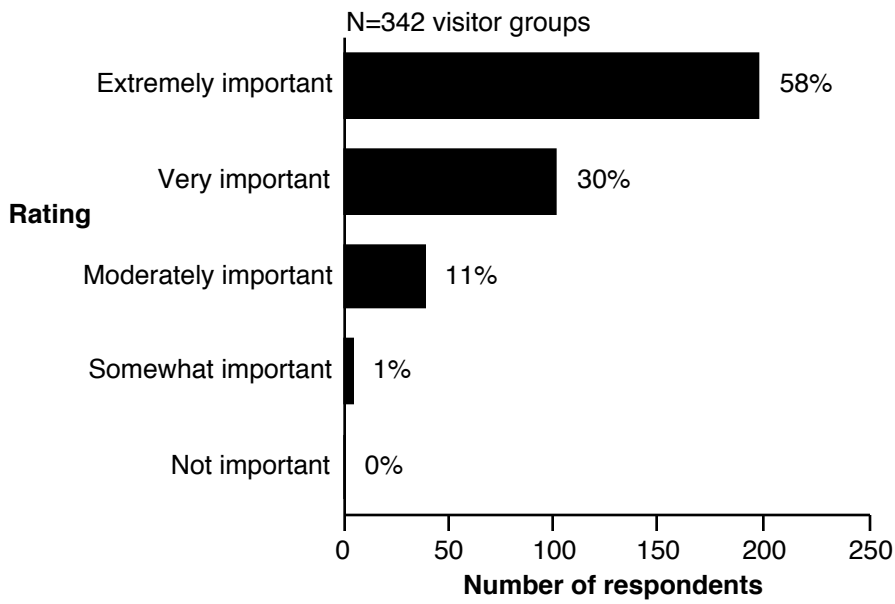


Figure 90: Importance of parking areas

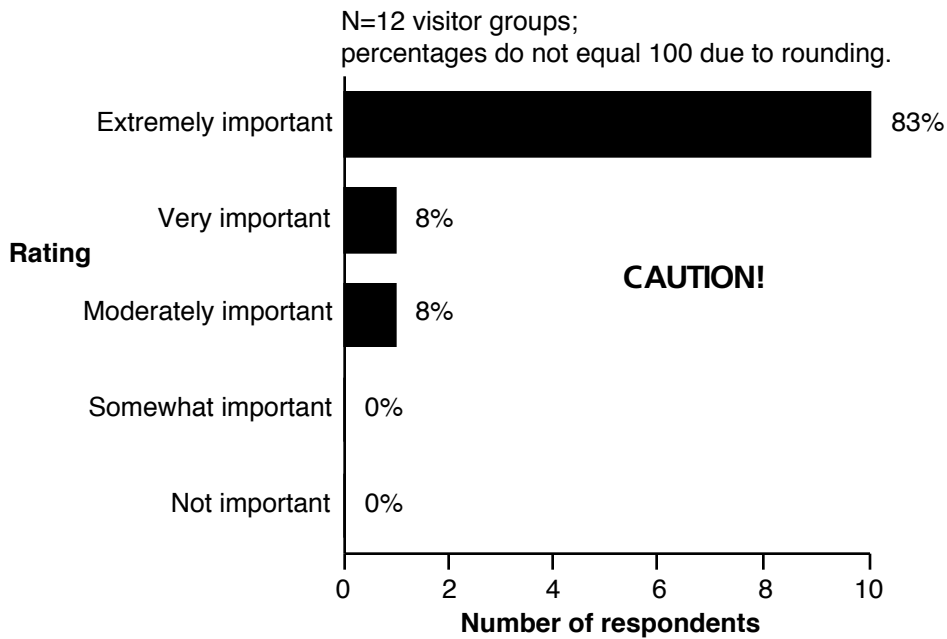


Figure 91: Importance of access for disabled persons



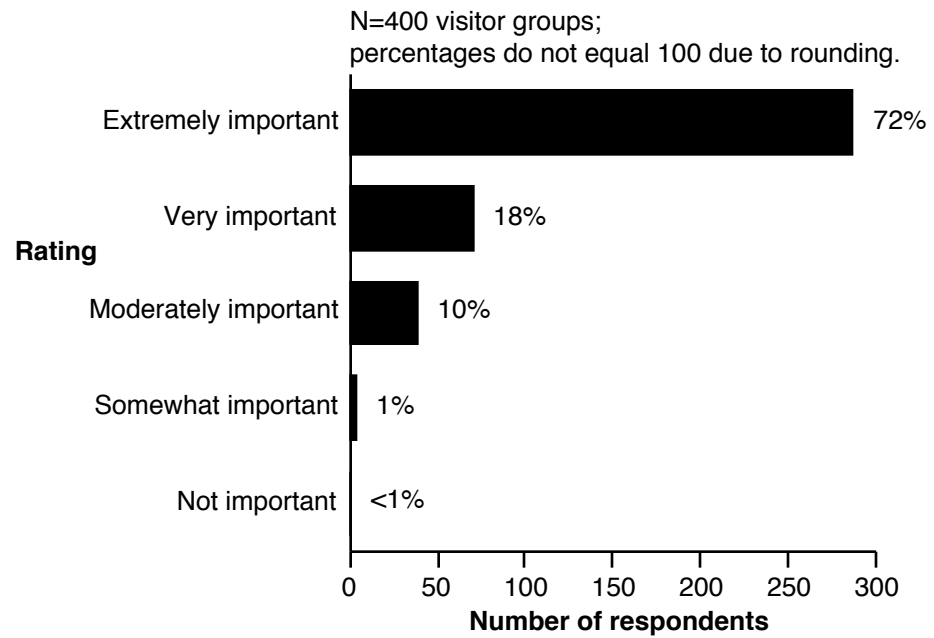


Figure 92: Importance of restrooms

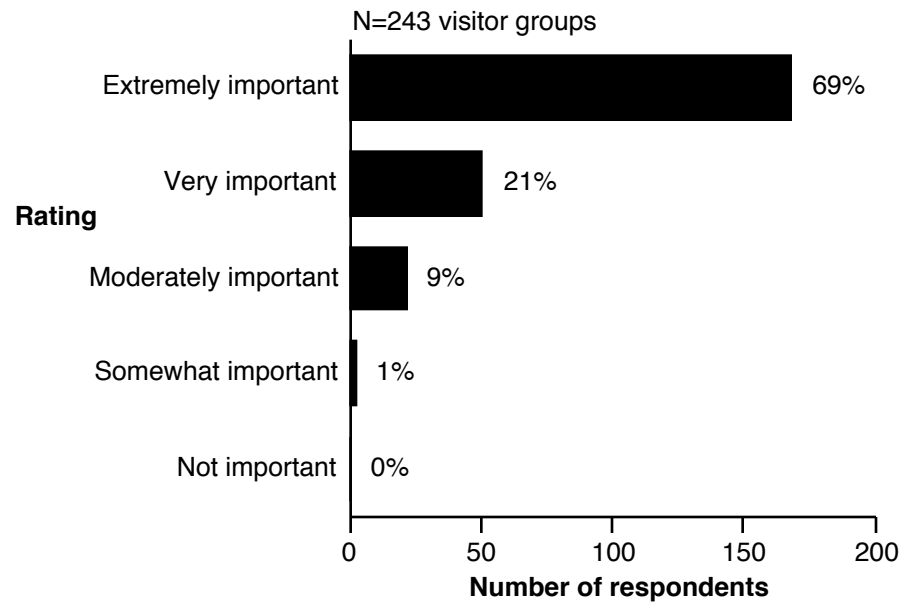


Figure 93: Importance of trash collection

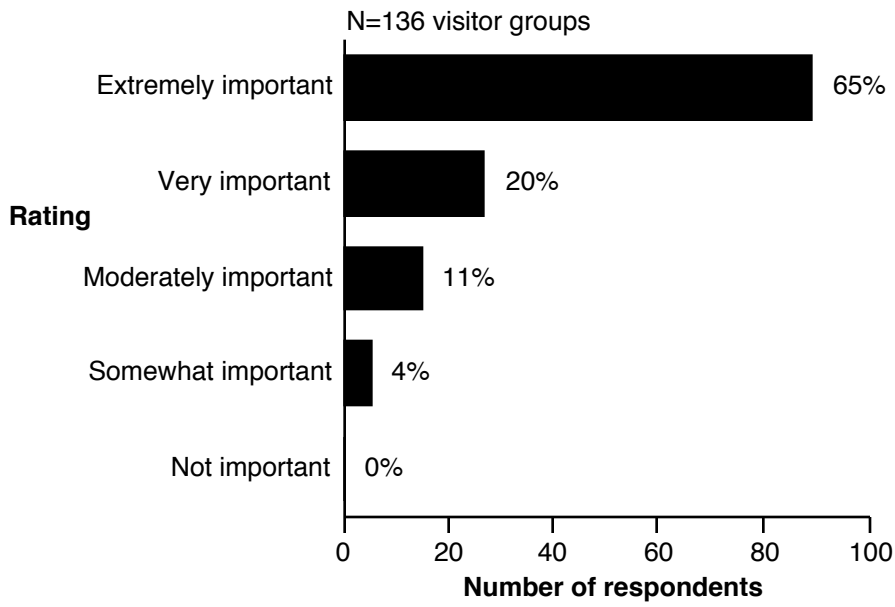


Figure 94: Importance of recycling

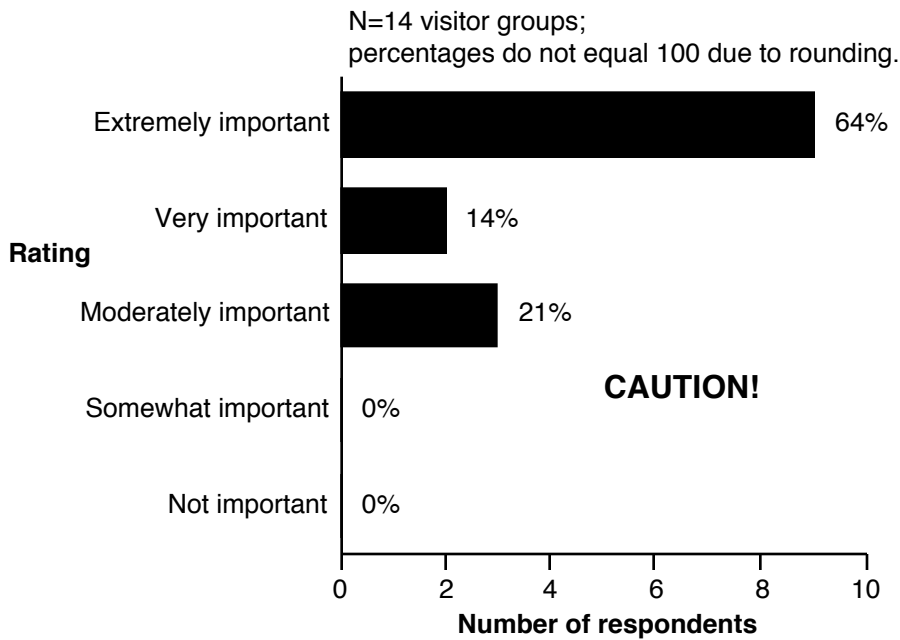
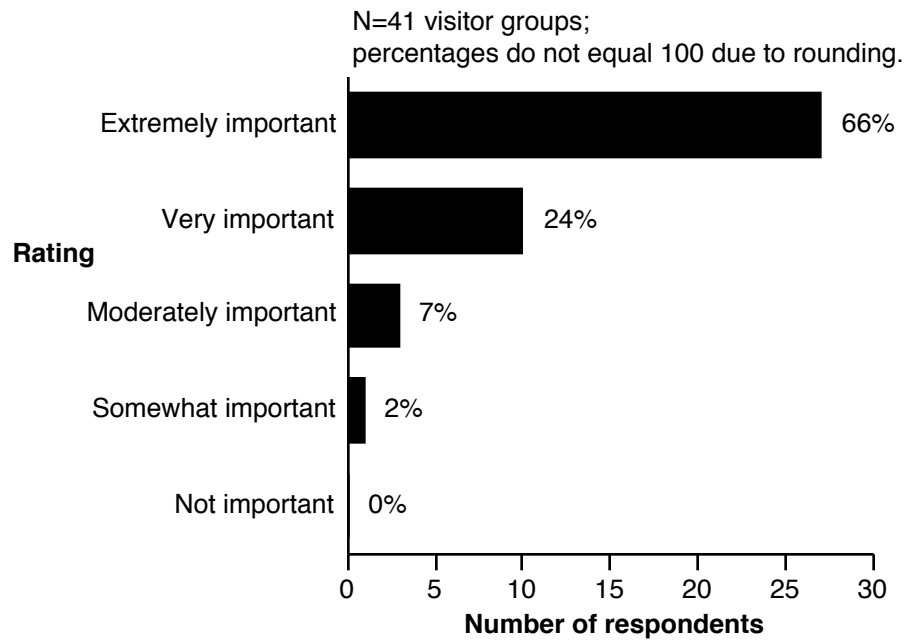
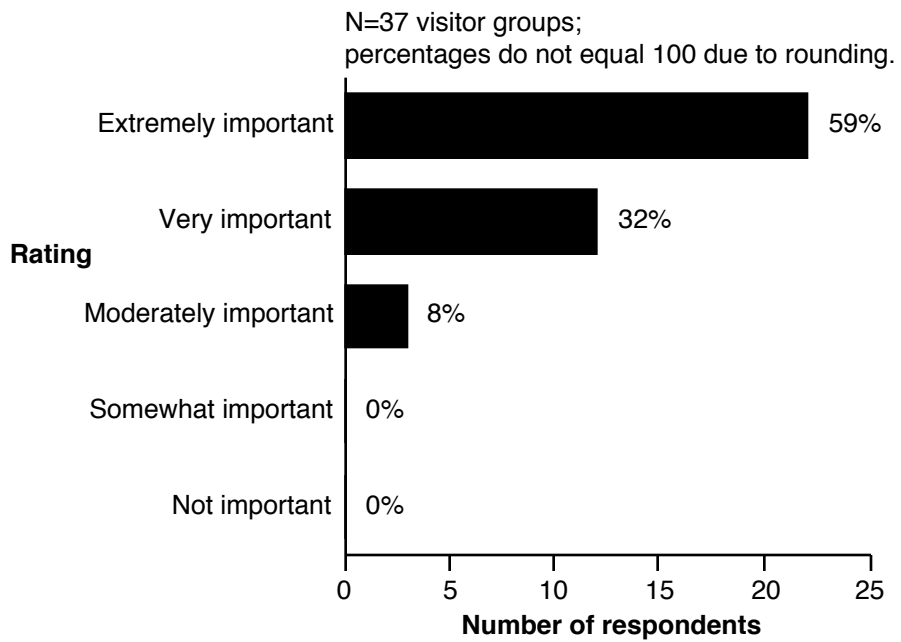


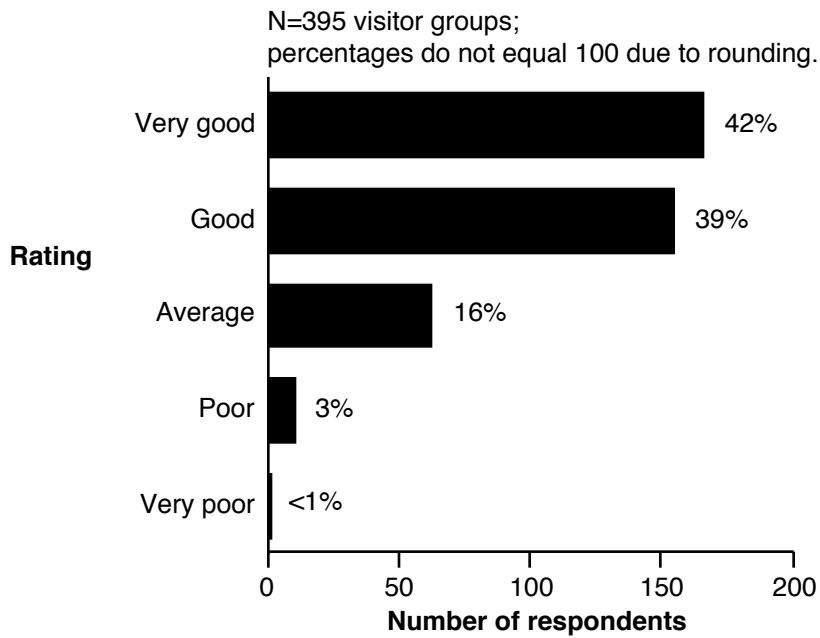
Figure 95: Importance of dispersed roadside camping (USFS)



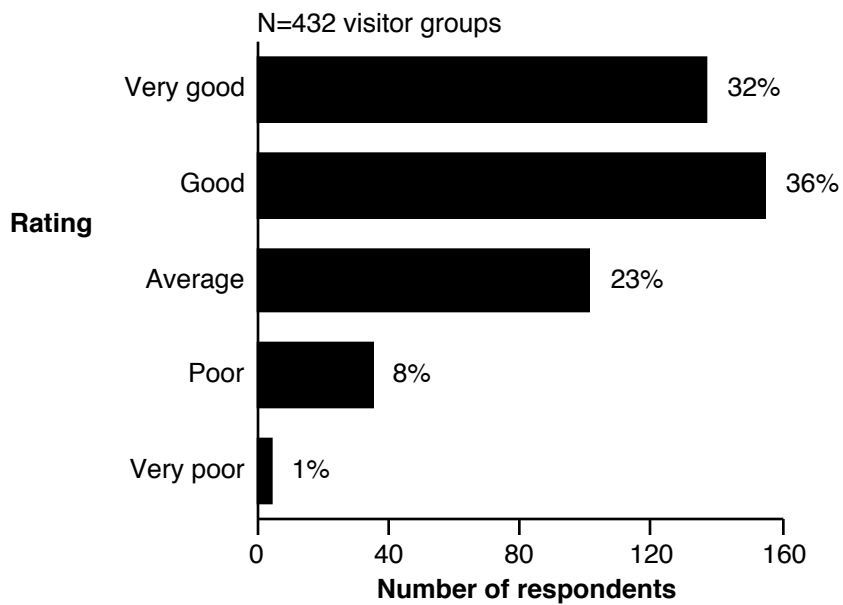
**Figure 96: Importance of developed campgrounds (USFS)**



**Figure 97: Importance of picnic areas (USFS)**



**Figure 98: Quality of park directional signs**



**Figure 99: Quality of roads**

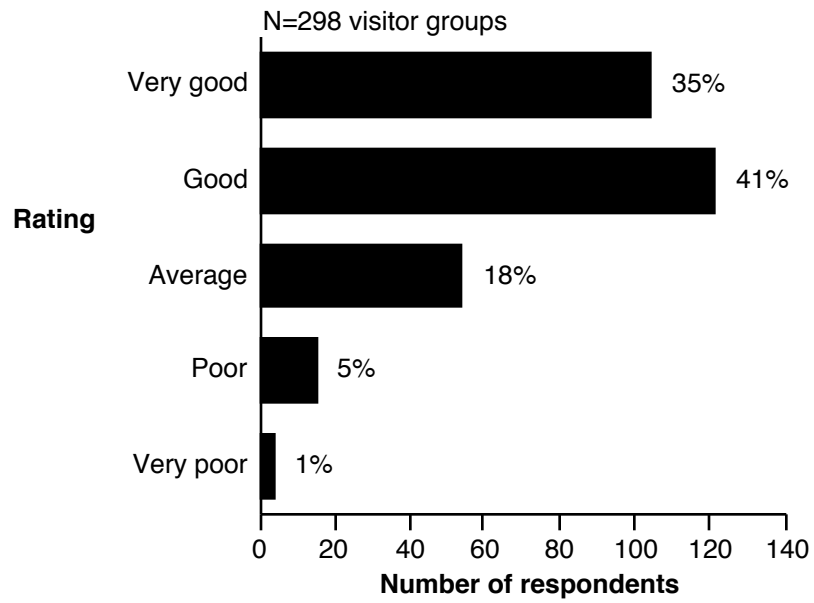


Figure 100: Quality of pullouts

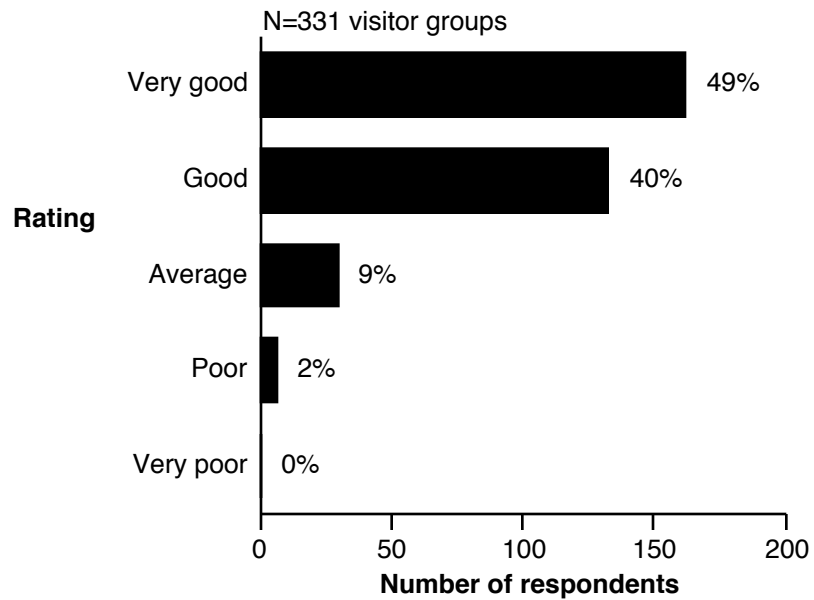


Figure 101: Quality of trails

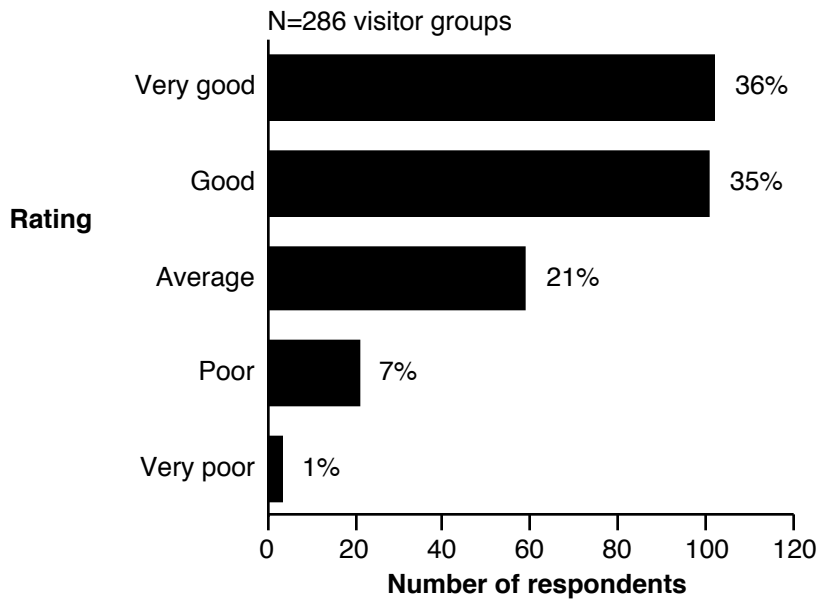


Figure 102: Quality of trail signs

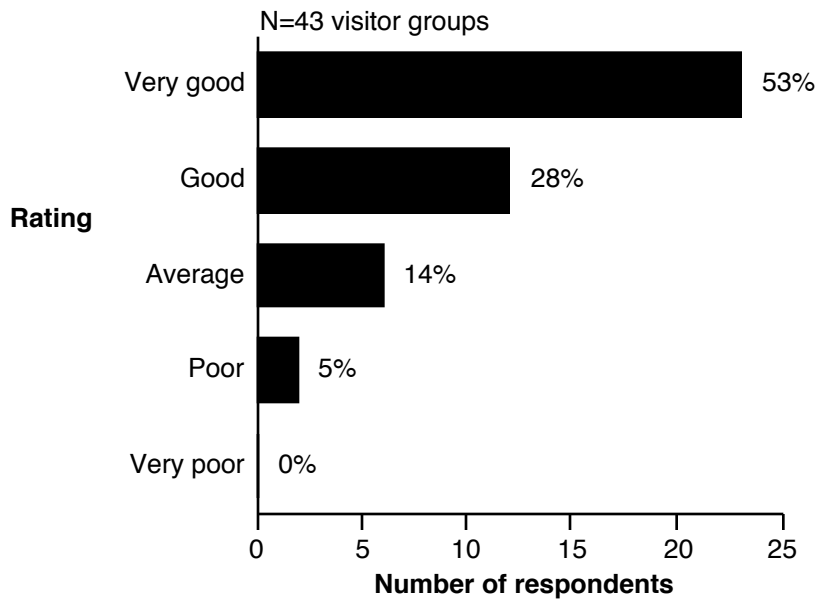


Figure 103: Quality of backcountry campsites

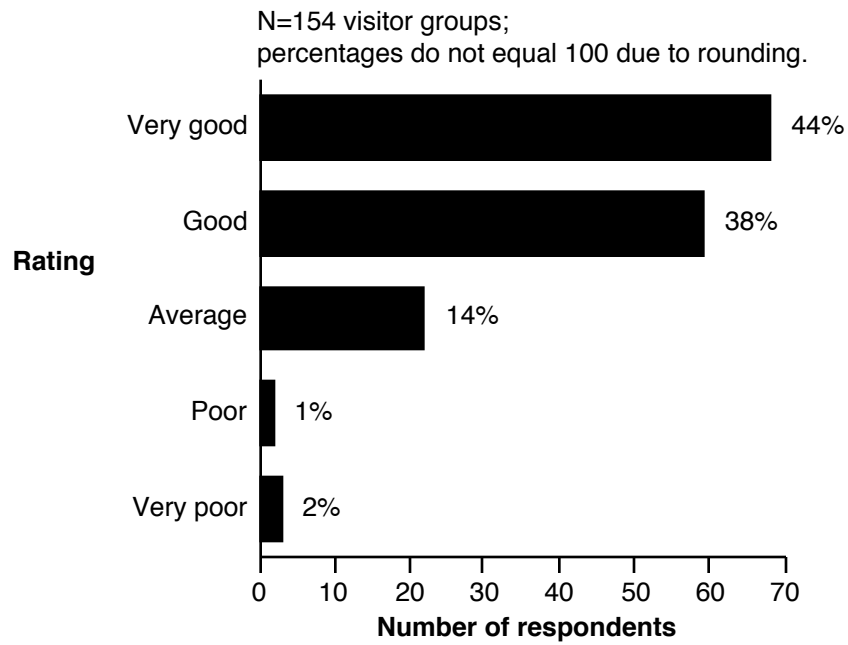


Figure 104: Quality of developed campgrounds

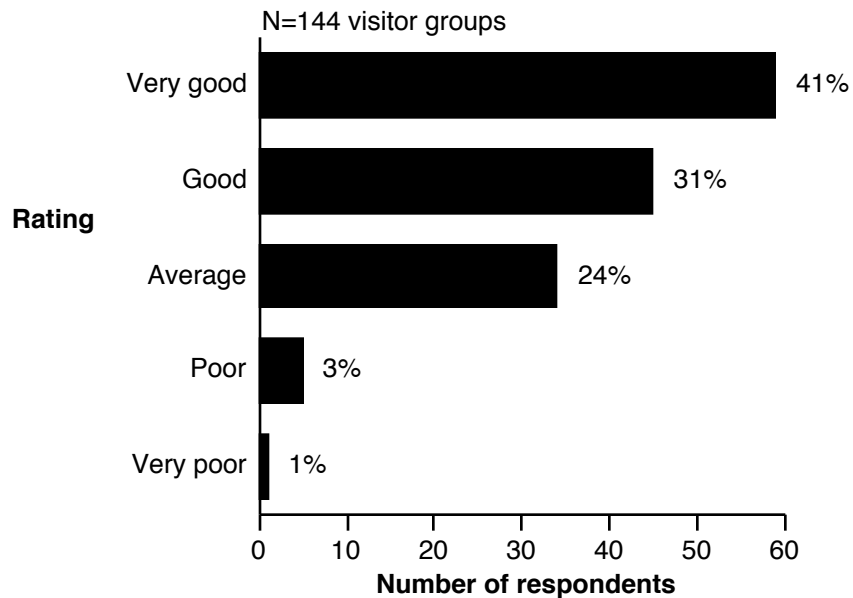


Figure 105: Quality of picnic areas

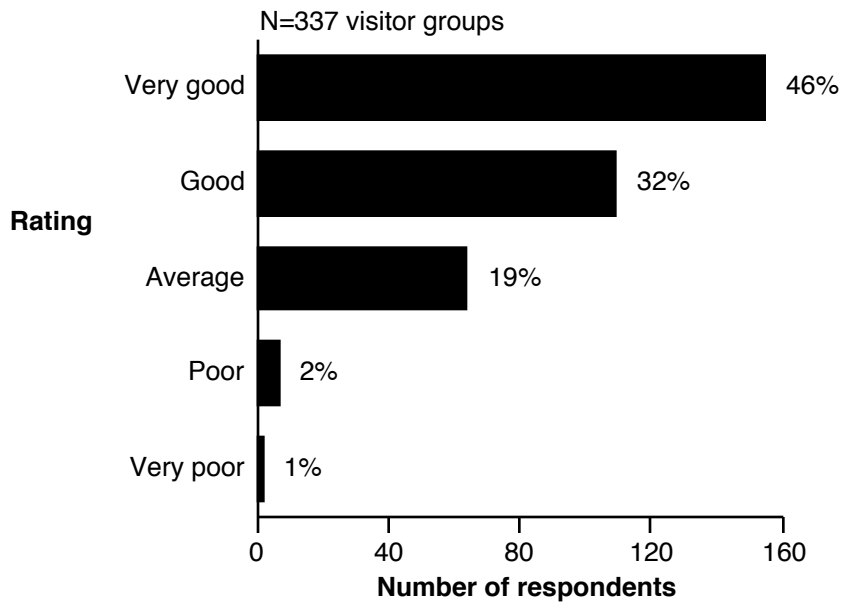


Figure 106: Quality of parking areas

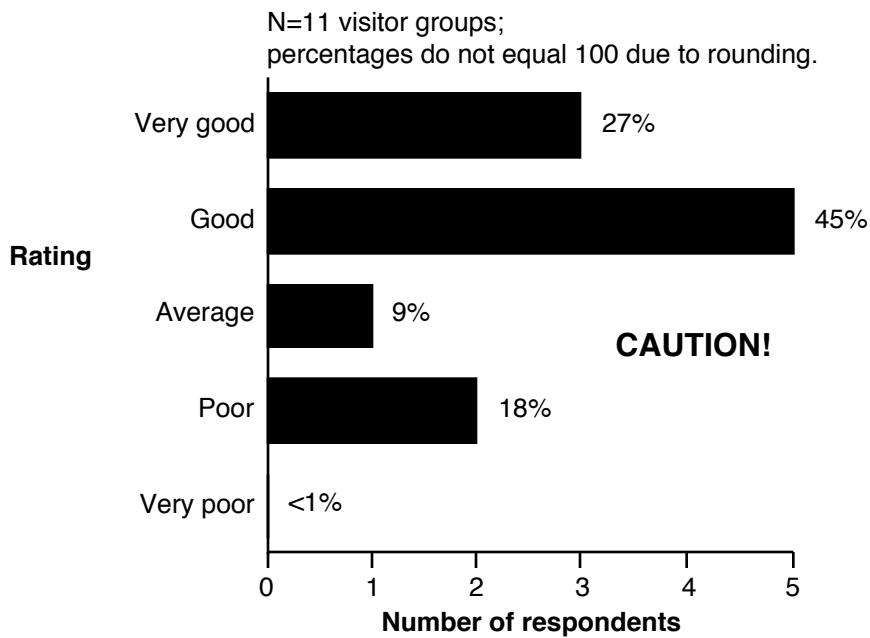


Figure 107: Quality of access for disabled persons



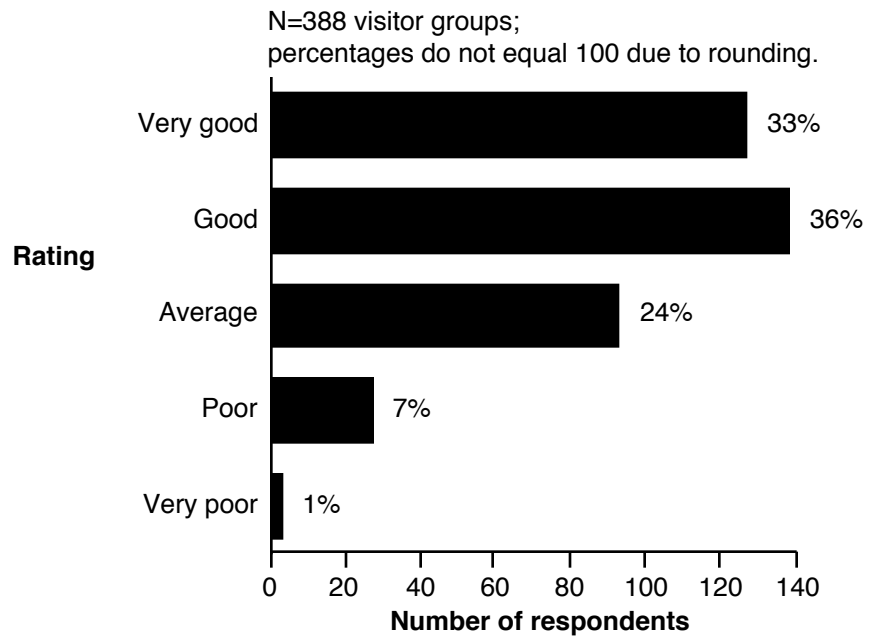


Figure 108: Quality of restrooms

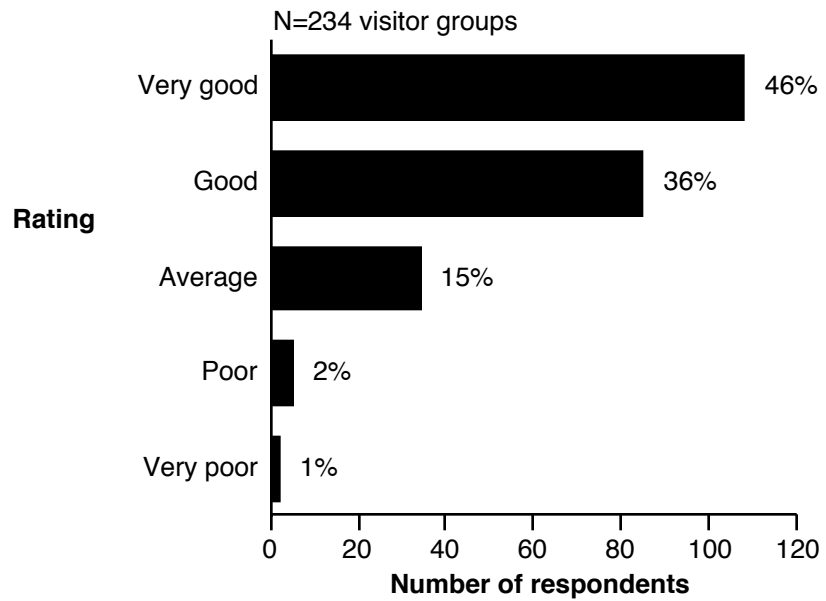


Figure 109: Quality of trash collection

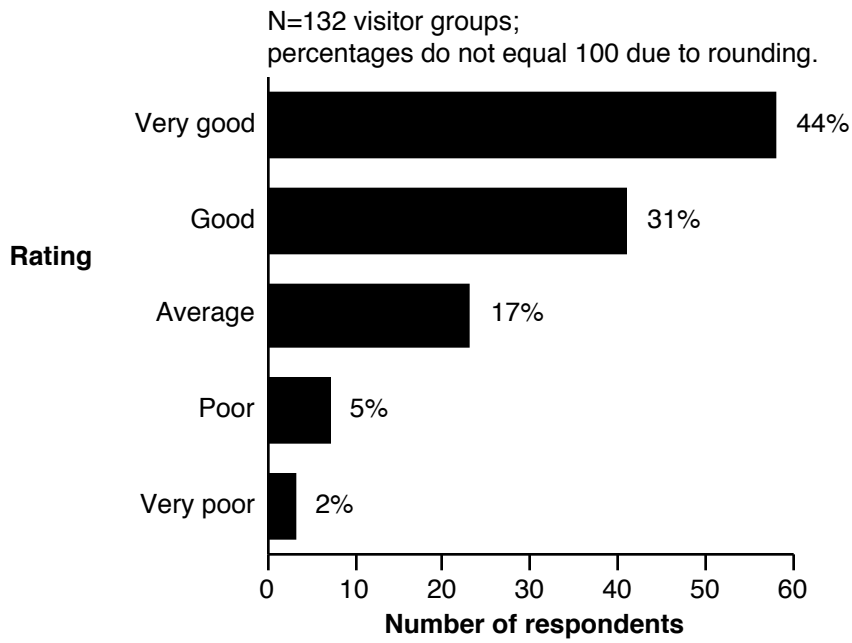


Figure 110: Quality of recycling

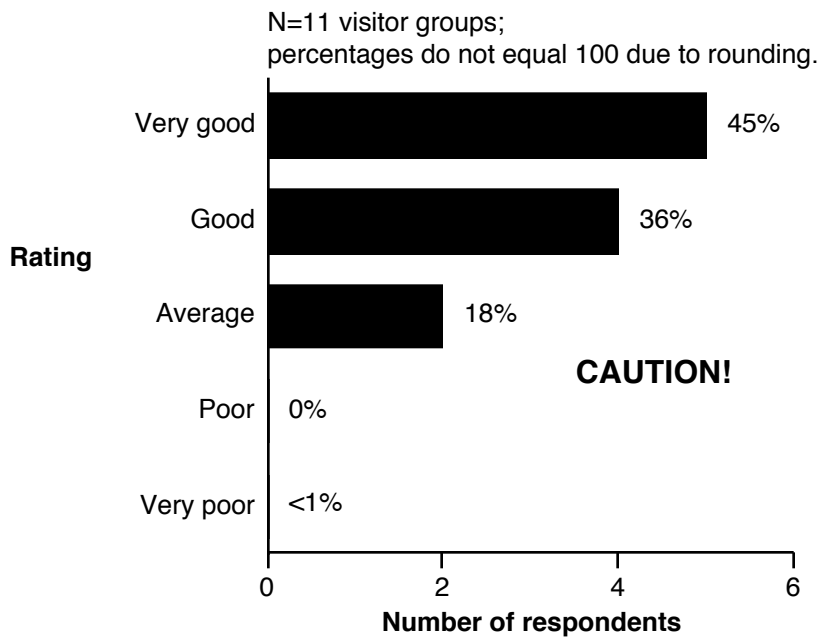


Figure 111: Quality of dispersed roadside camping (USFS)

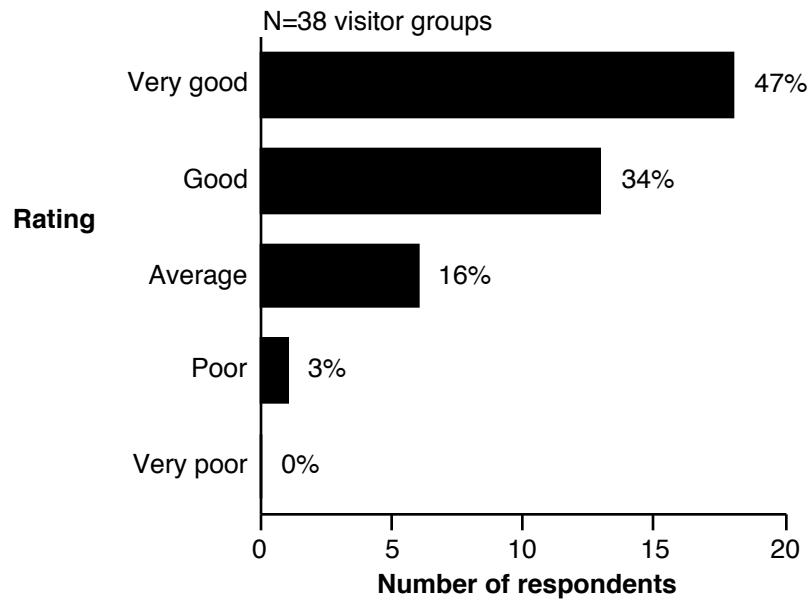


Figure 112: Quality of developed campgrounds (USFS)

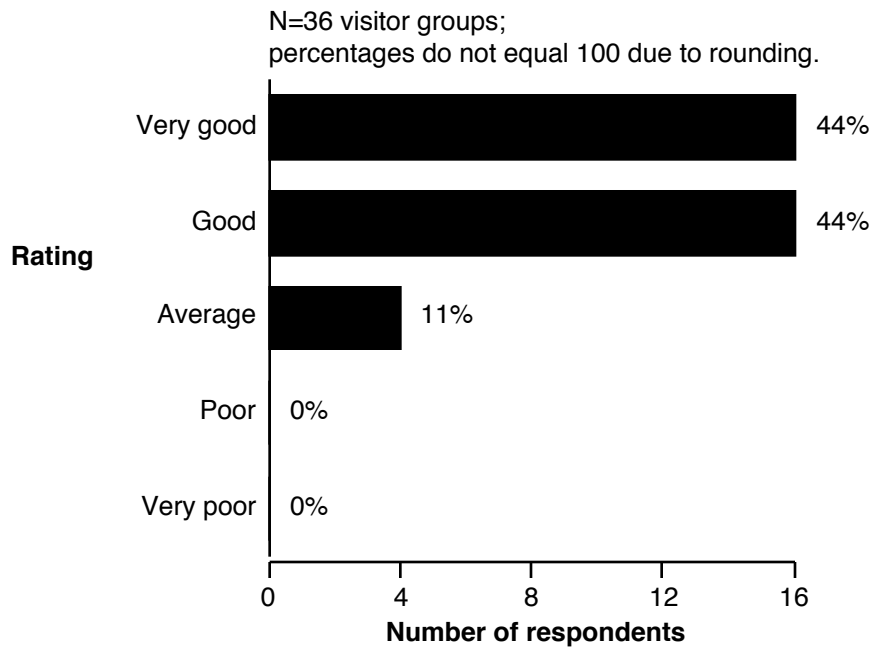
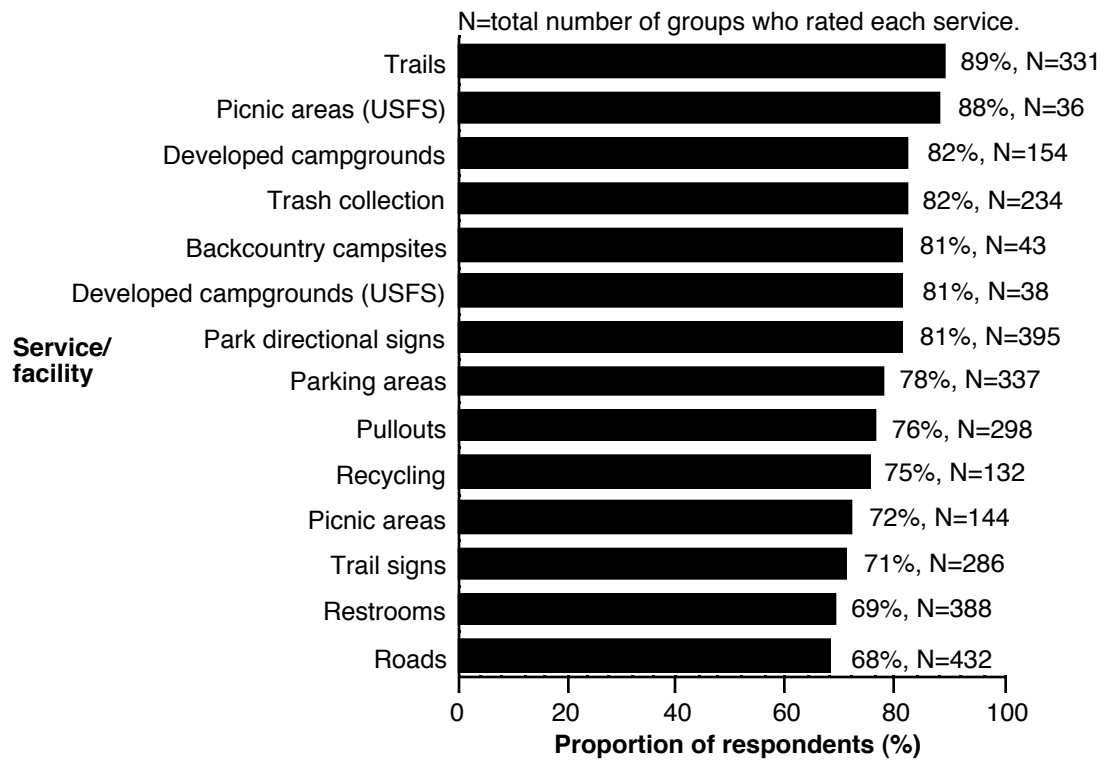


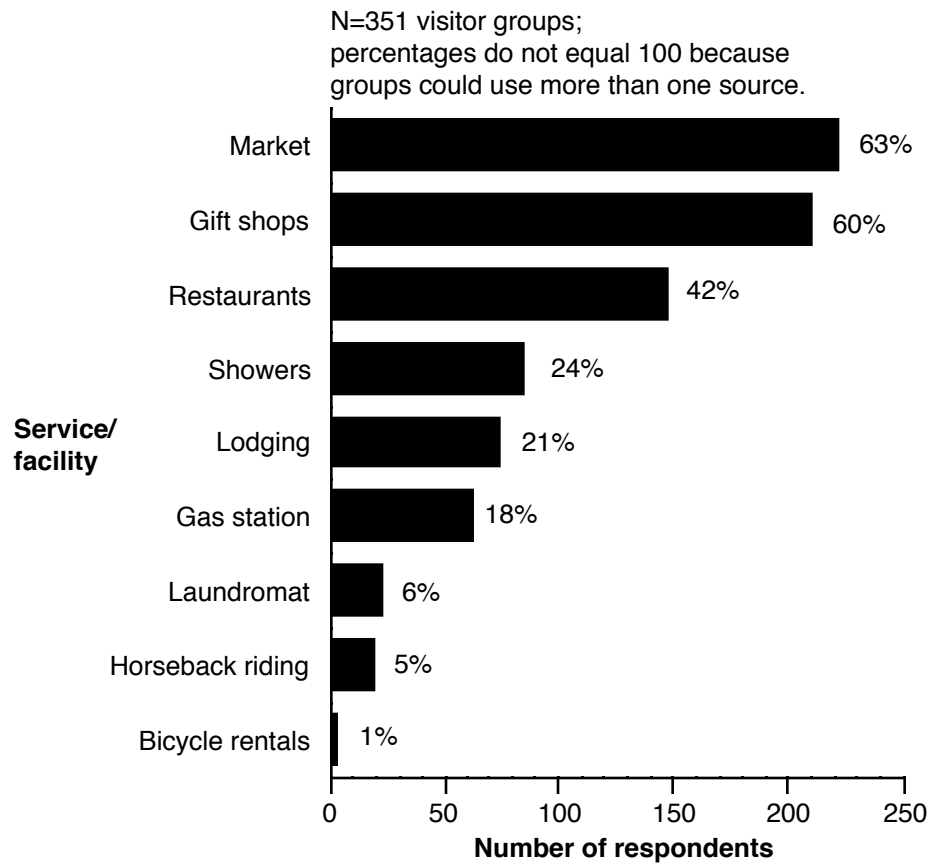
Figure 113: Quality of picnic areas (USFS)



**Figure 114: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities**

**Use, importance and quality of concession services and facilities**

Visitors were asked to identify concession services and facilities they used during this visit to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS). The most used services and facilities included the market (63%), gift shops (60%), and restaurants (42%), as shown in Figure 115. The least used service was bicycle rentals (1%).



**Figure 115: Concession services and facilities used**

Visitor groups rated the importance and quality of each of the concession services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 116 and 117 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Bicycle rentals, laundromat and horseback riding were not rated by enough visitors to provide reliable information.

Figures 118-126 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included lodging (93%), showers (88%), and gas station (87%). The highest proportion of "not important" ratings was for restaurants (2%).

Figures 127-134 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included lodging (77%), gift shops (69%), and market (67%). The highest proportion of "very poor" ratings was for the gas station (9%). No visitors rated the quality of bicycle rentals.

Figure 135 combines the "very good" and "good" quality ratings and compares those ratings for all of the concession services and facilities.

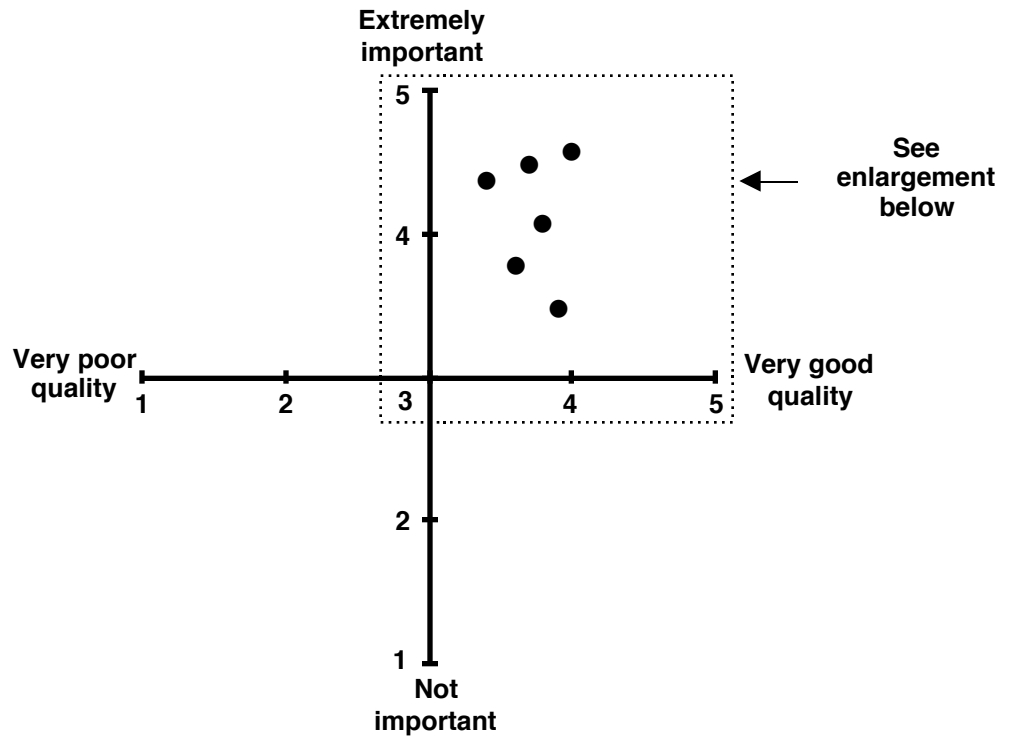


Figure 116: Average ratings of concession service importance and quality

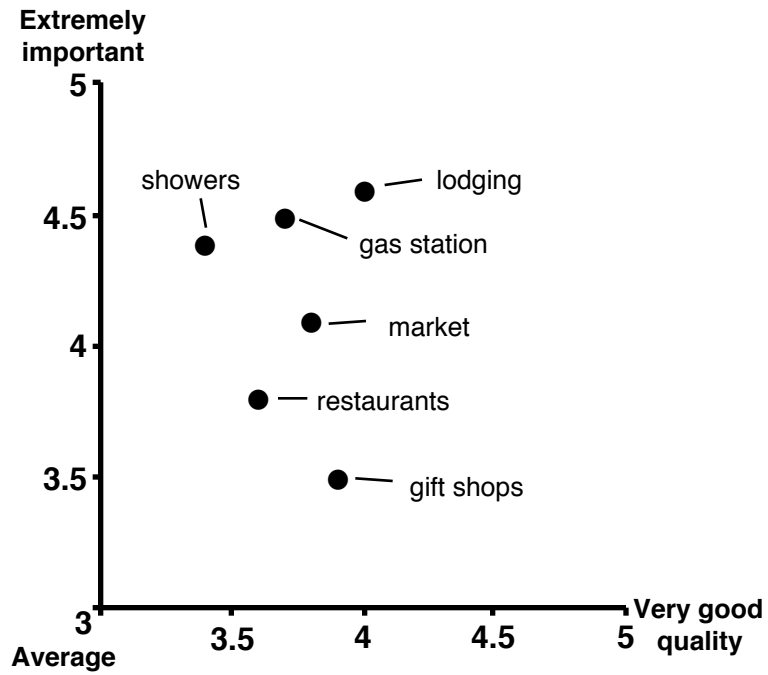
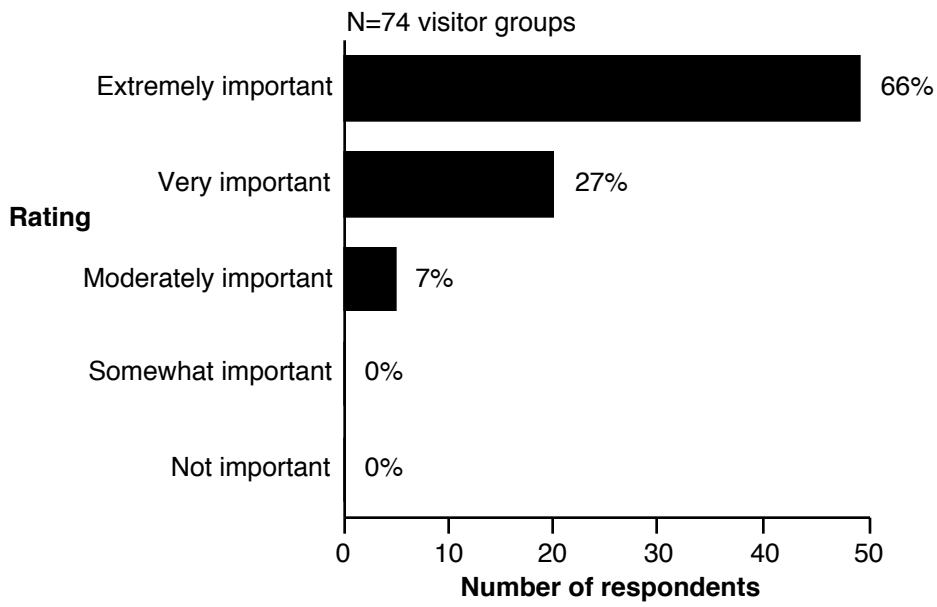
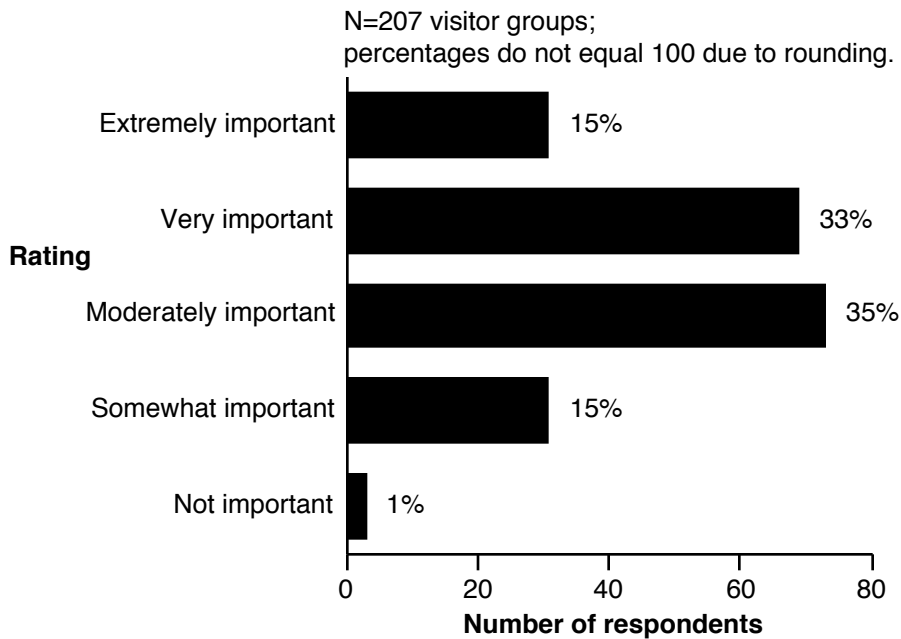


Figure 117: Detail of Figure 116



**Figure 118: Importance of lodging**



**Figure 119: Importance of gift shops**



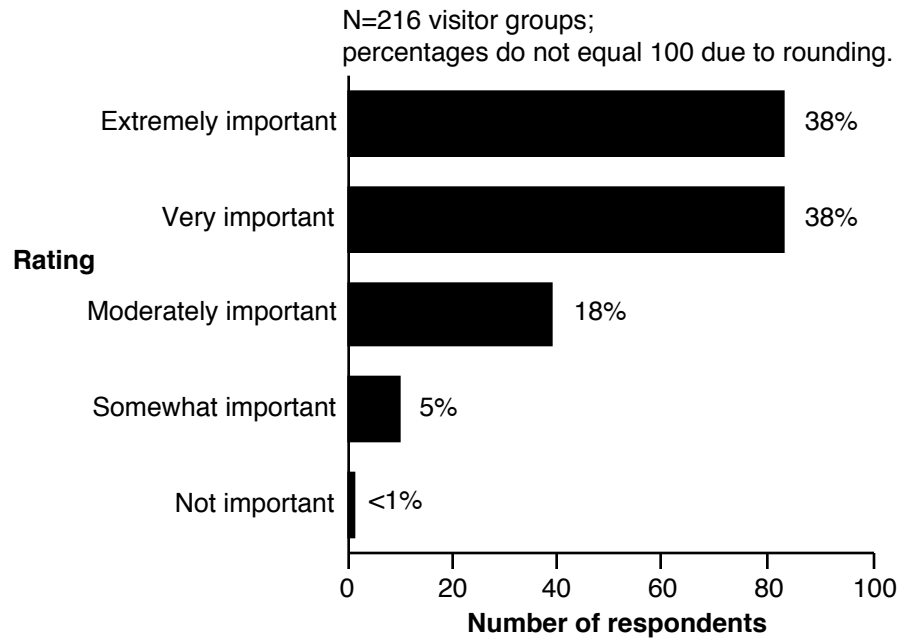


Figure 120: Importance of market

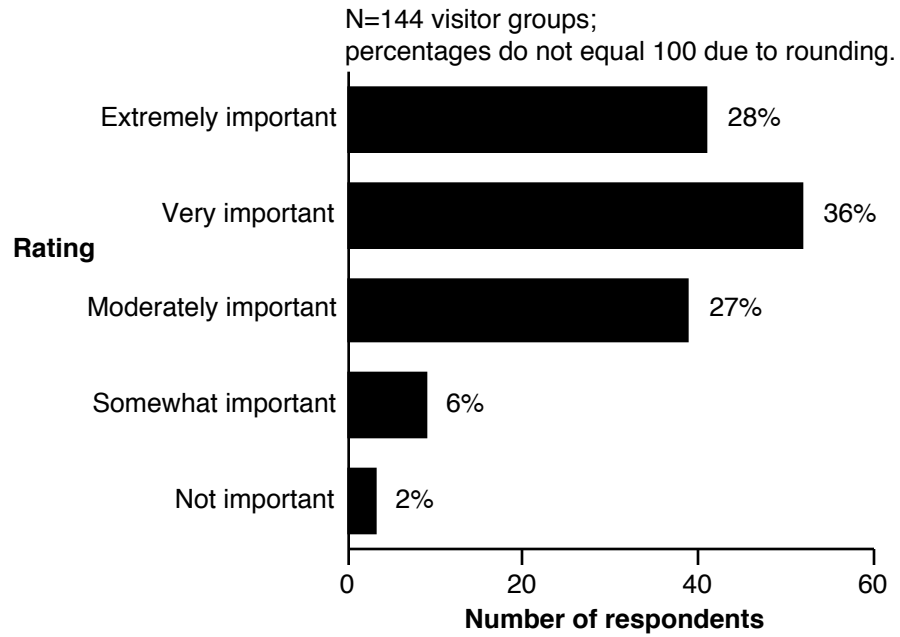


Figure 121: Importance of restaurants

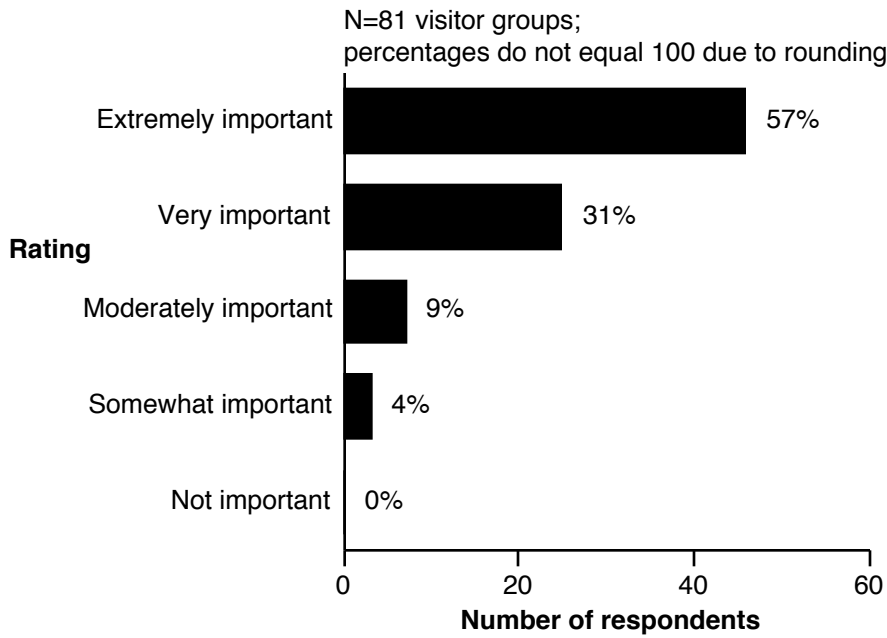


Figure 122: Importance of showers

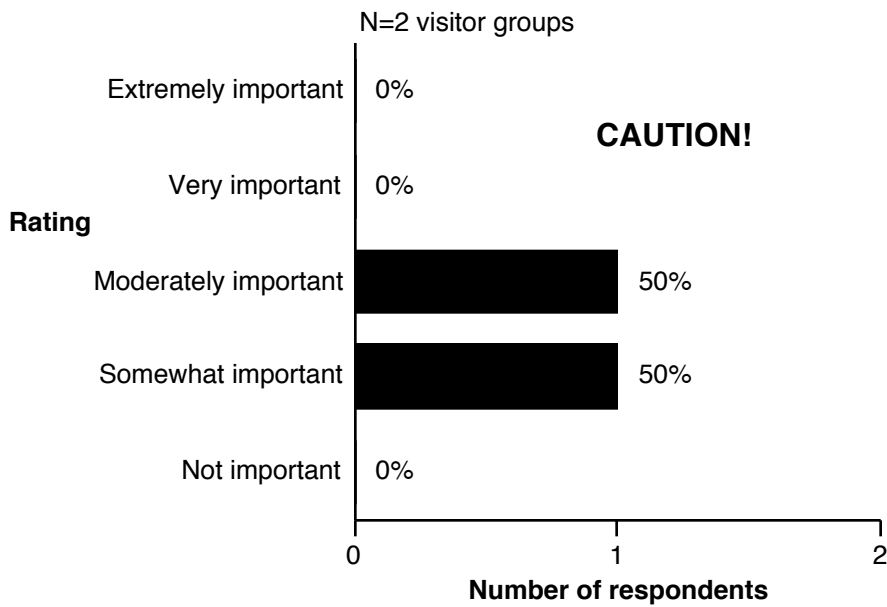
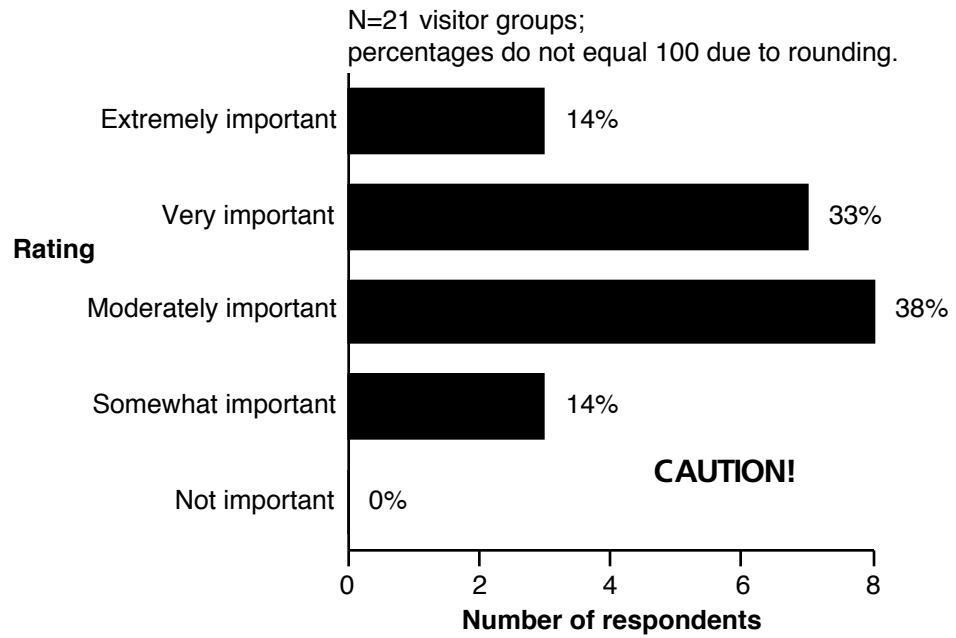
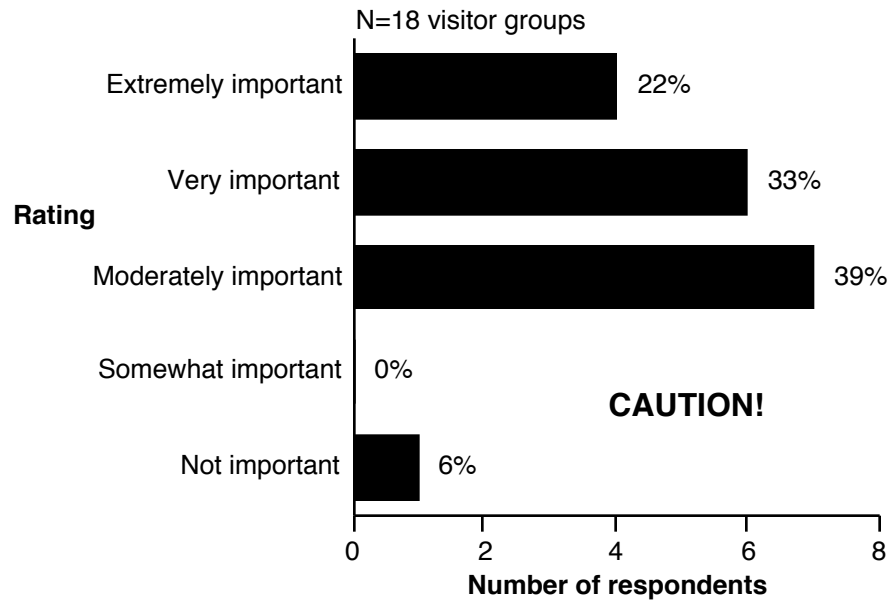


Figure 123: Importance of bicycle rentals



**Figure 124: Importance of laundromat**



**Figure 125: Importance of horseback riding**

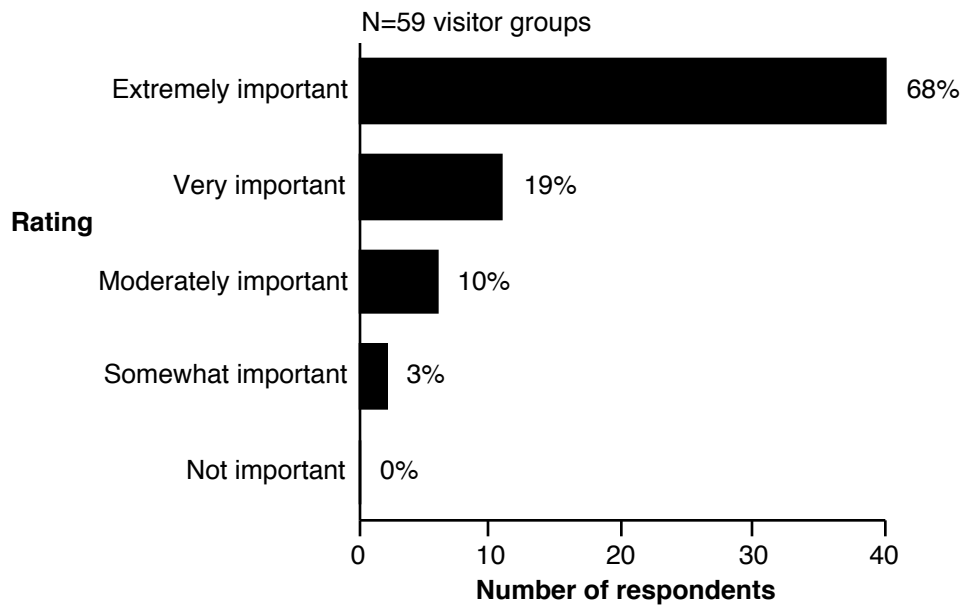


Figure 126: Importance of gas station

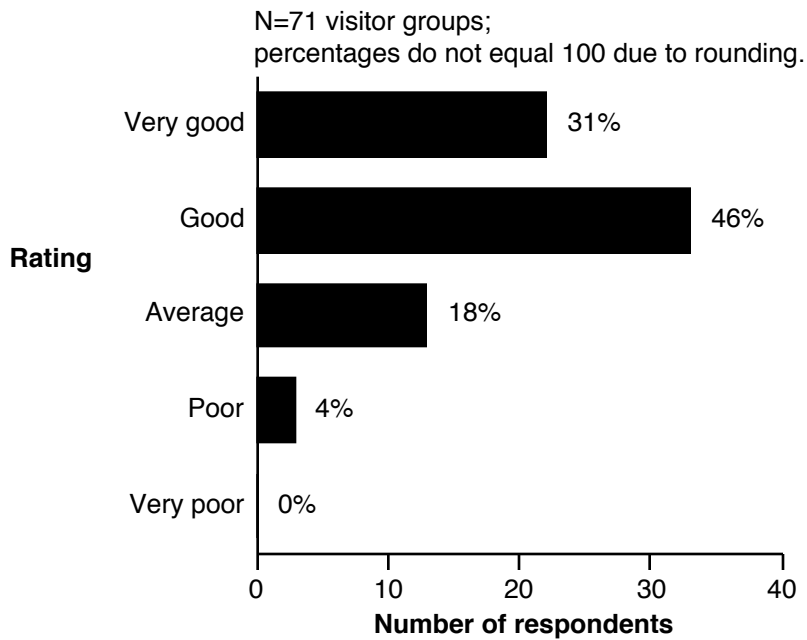


Figure 127: Quality of lodging

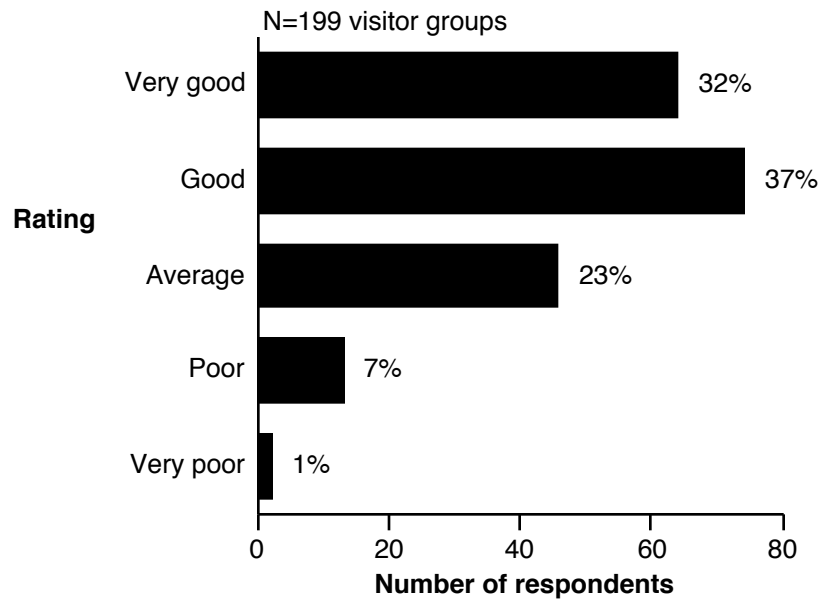


Figure 128: Quality of gift shops

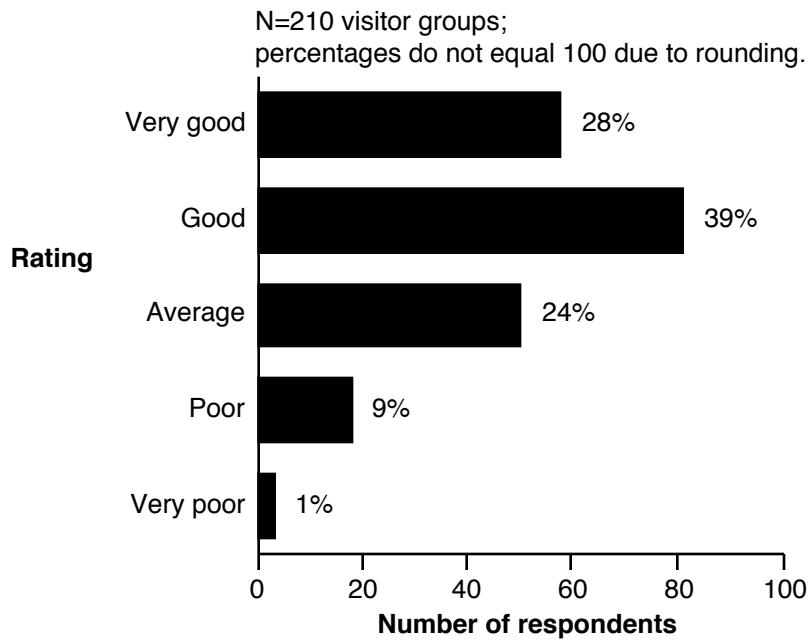


Figure 129: Quality of market

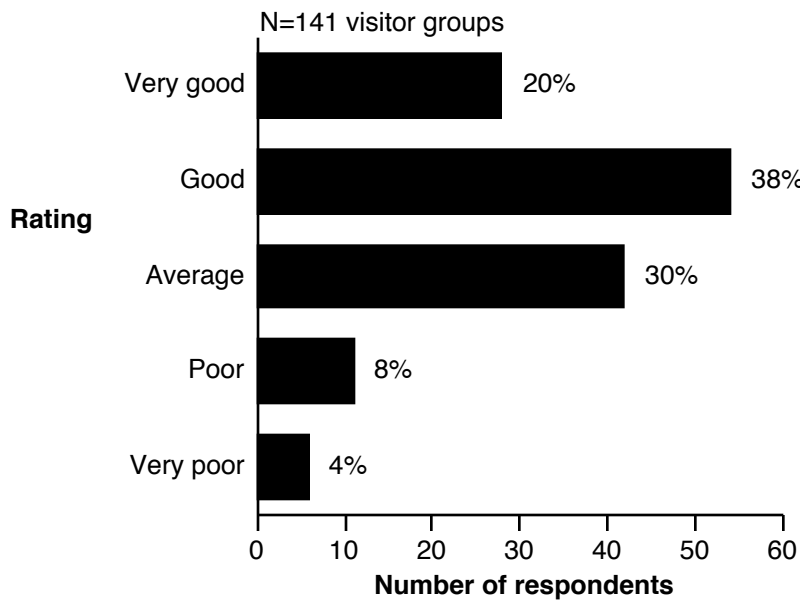


Figure 130: Quality of restaurants

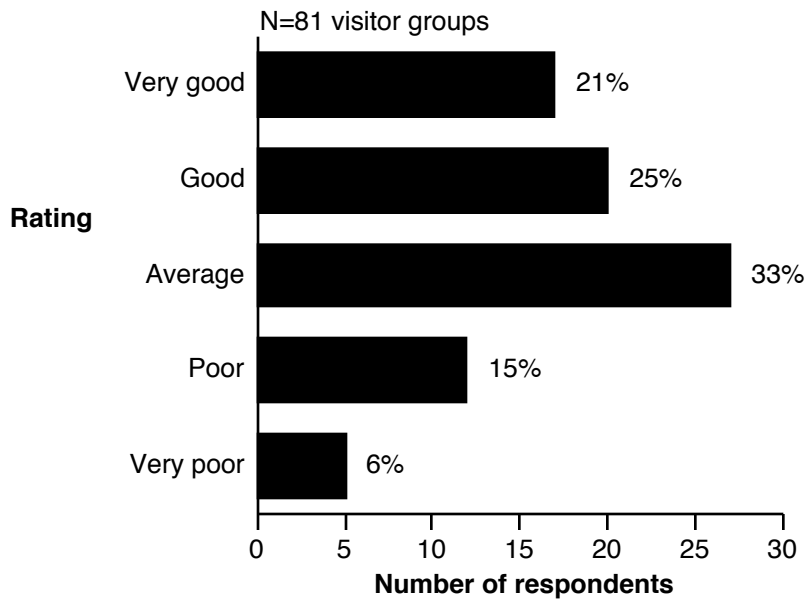


Figure 131: Quality of showers

**CAUTION!:** No visitor groups rated the quality of bicycle rentals

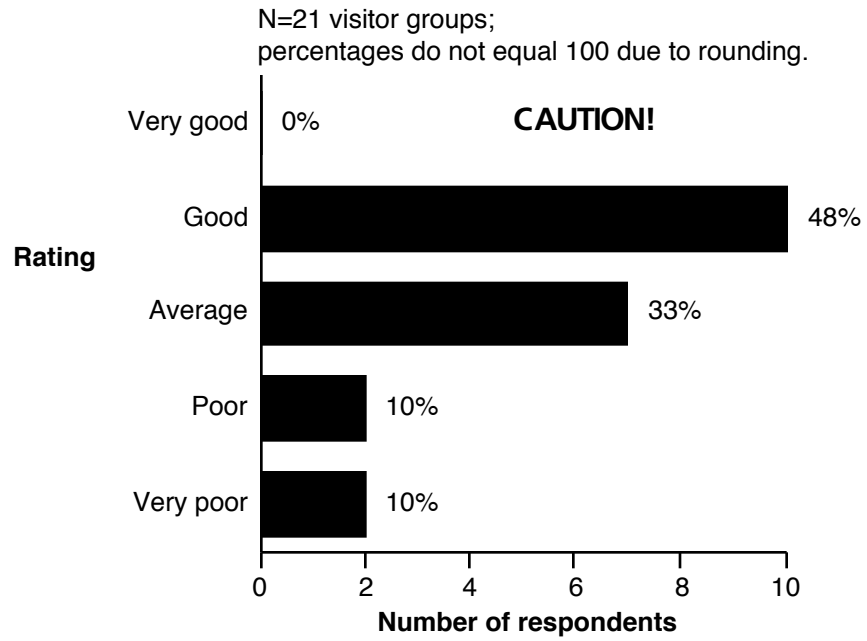


Figure 132: Quality of laundromat

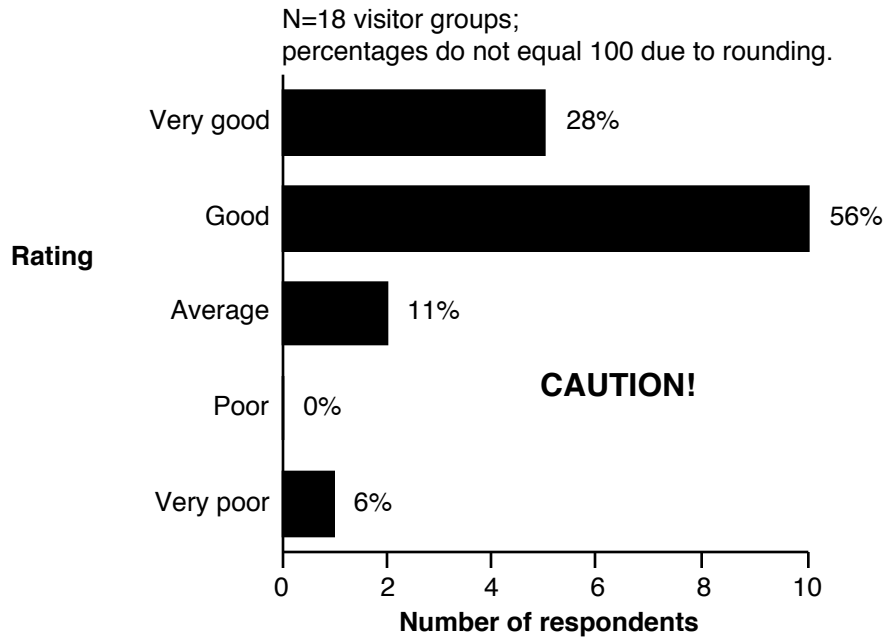


Figure 133: Quality of horseback riding

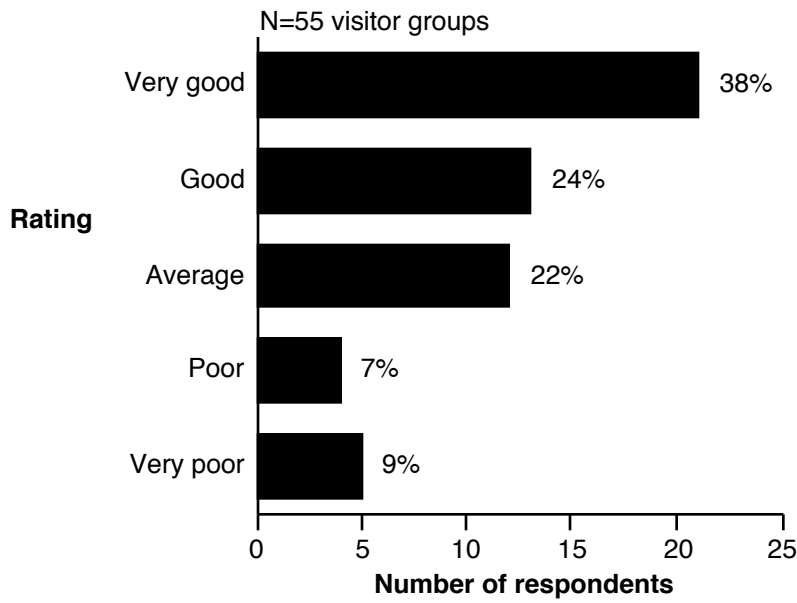


Figure 134: Quality of gas station

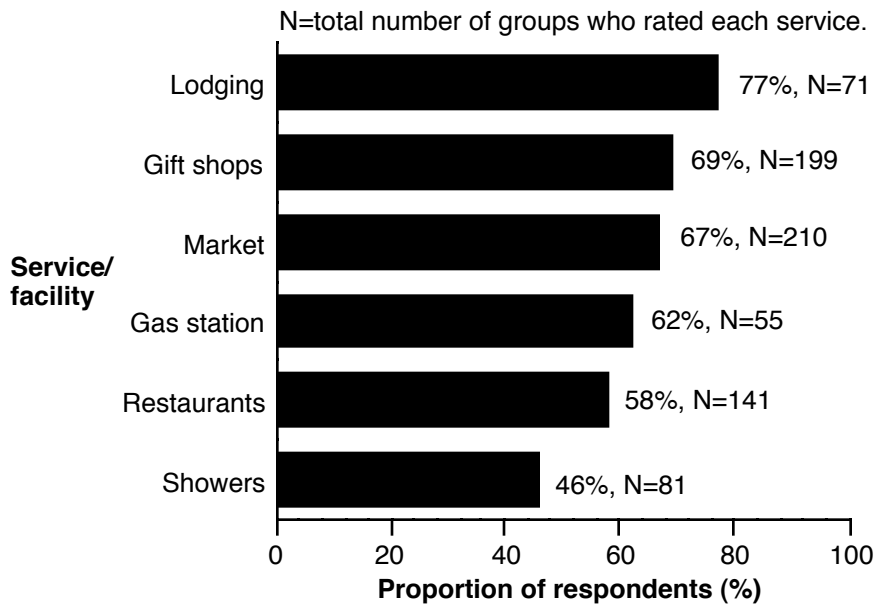


Figure 135: Combined proportions of "very good" and "good" quality ratings for concession services and facilities



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**Total expenditures**

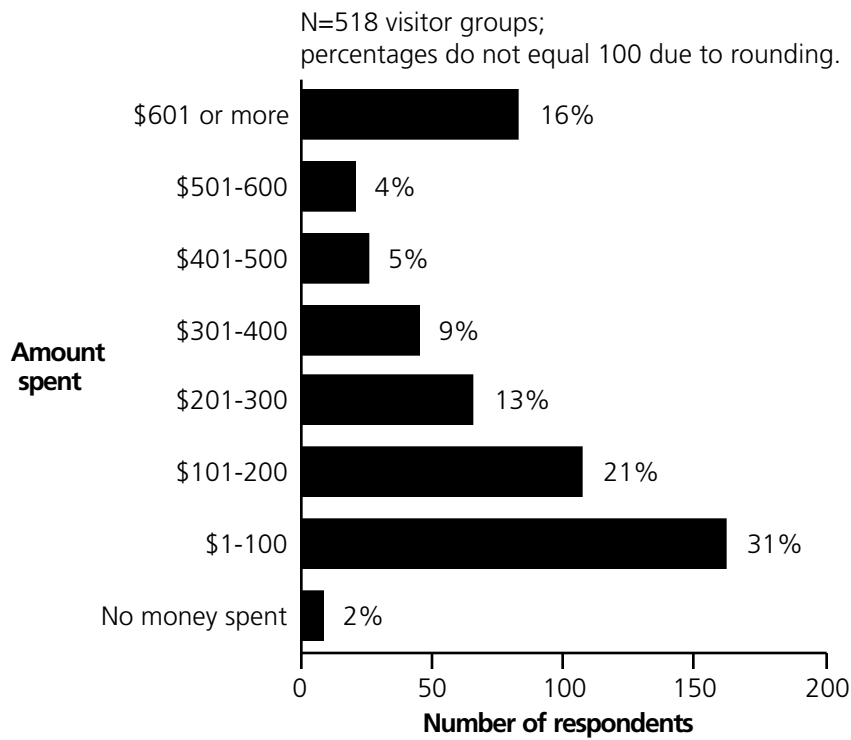
Visitor groups were asked to list the amount of money they had spent on this visit, both inside Sequoia & Kings Canyon NPs/Sequoia NF (USFS) and in the surrounding area including Three Rivers, Fresno, and Visalia. Groups were asked to indicate the amounts they spent for lodging; camping fees and charges; guide fees and charges; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

**Total expenditures in and out of parks/forest:** Fifty-two percent of visitors spent up to \$200 in total expenditures in the Sequoia & Kings Canyon NPs/Sequoia NF (USFS) and Three Rivers/Fresno/ Visalia area (see Figure 136). Of the total expenditures by groups, 36% was for hotels, motels, cabins, etc., 14% was for restaurants and bars, and 12% was for groceries and take-out food (see Figure 137).

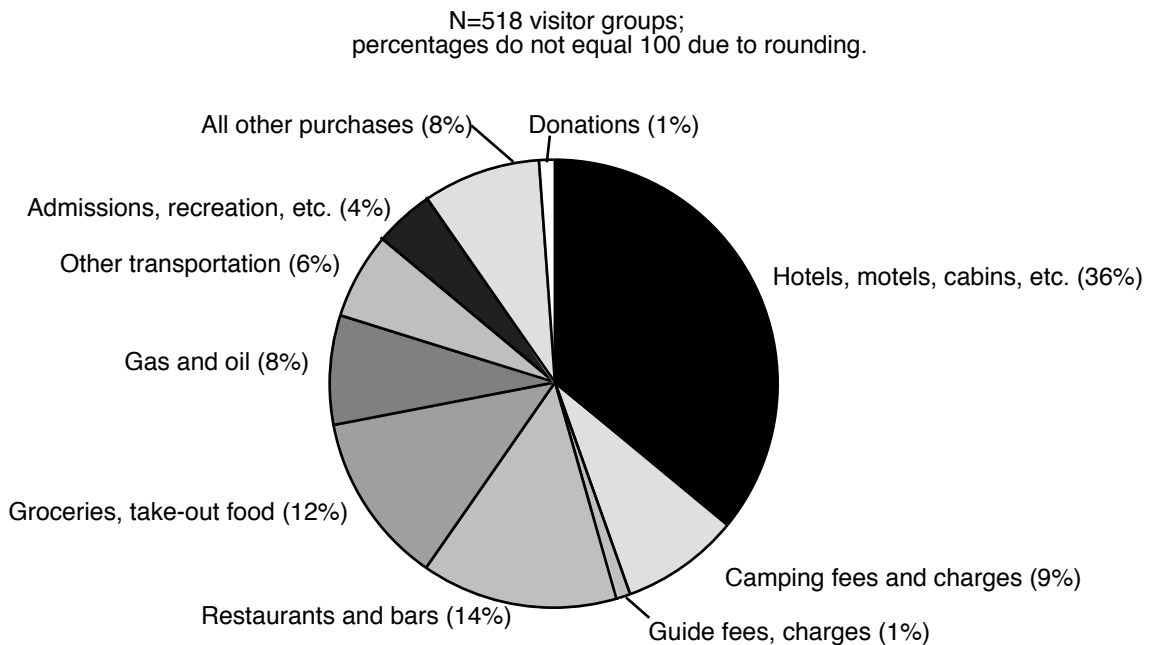
The average visitor group expenditure during this visit was \$317. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$181. The average per capita expenditure was \$97.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by the expenditures. Figure 138 shows that 61% of the visitor groups had two adults included in the expenditures. Figure 139 show that 21% of the visitor groups had no children under 18 years of age and 51% had one or two children included in the expenditures.

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**Figure 136: Total expenditures in Sequoia & Kings Canyon NPs/Sequoia NF (USFS) and surrounding area**



**Figure 137: Proportions of expenditures in Sequoia & Kings Canyon NPs/Sequoia NF (USFS) and surrounding area**

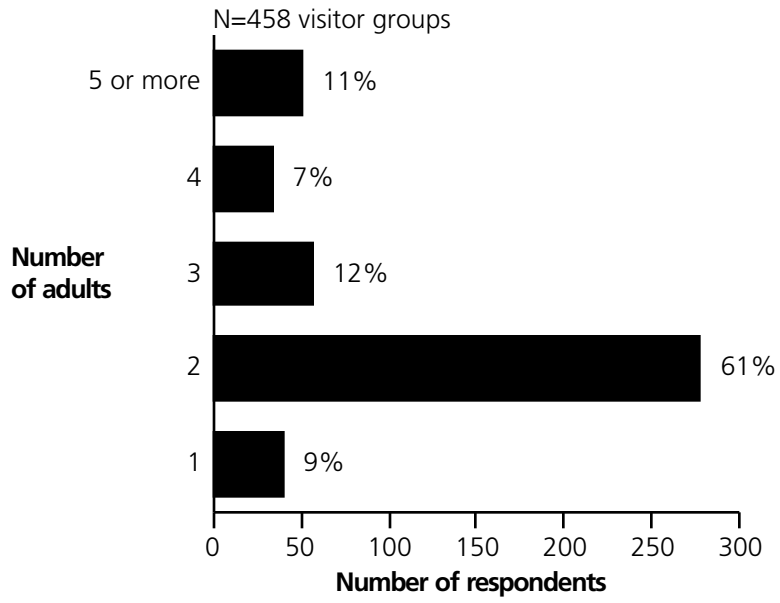


Figure 138: Number of adults covered by expenditures

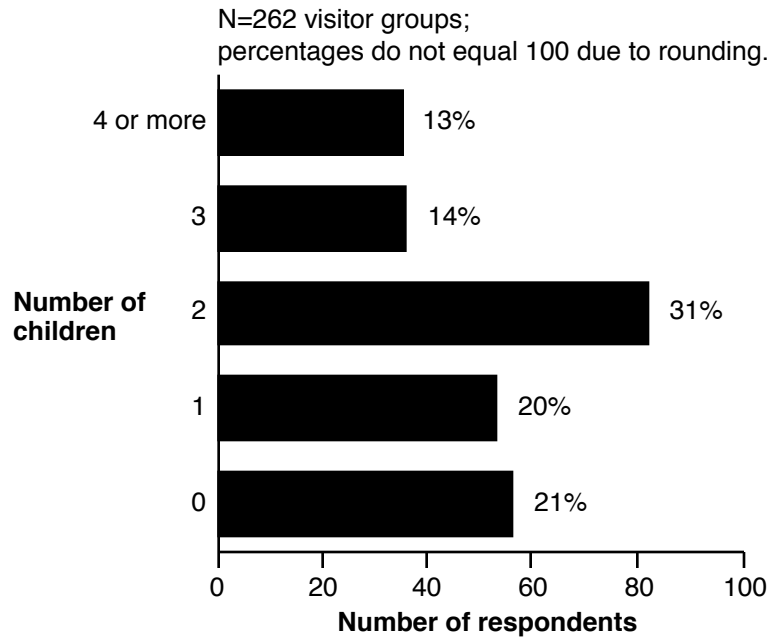


Figure 139: Number of children covered by expenditures

**Total expenditures in the parks/forest** : Most visitor groups (55%) spent up to \$100 in total expenditures in the park on this visit (see Figure 140).

Hotels, motels, cabins, etc. accounted for the largest proportion (38%) of total expenditures in the parks/forest, followed by camping fees and charges and restaurants and bars (each 13%), as shown in Figure 141.

The average visitor group expenditure in the park during this visit was \$189. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$70. The average per capita expenditure was \$56.

**Hotels, motels, cabins, etc. in the parks/forest:** Most visitor groups (74%) spent no money (see Figure 142).

**Camping fees and charges in the parks/forest:** Forty-one percent of visitors spent no money, while 38% spent up to \$50 (see Figure 143).

**Guide fees and charges in the parks/forest:** Most visitors (84%) spent no money (see Figure 144).

**Restaurants and bars in the parks/forest:** Forty-seven percent of visitors spent no money and 34% spent up to \$50 (see Figure 145).

**Groceries and take-out food in the parks/forest:** Over one-half of visitors (54%) spent up to \$50; 34% spent no money (see Figure 146).

**Gas & oil (auto, RV, boat, etc.) in the parks/forest** : Most visitors (72%) spent no money (see Figure 147).

**Admissions, recreation, and entertainment fees in the parks/forest:** Most visitor groups (68%) spent up to \$50, while 27% spent no money (see Figure 148).

**All other purchases (souvenirs, film, books, sporting goods, clothing, etc) in the parks/forest** : Over one-half of visitor groups (53%) spent up to \$50, while 34% spent no money (see Figure 149).

**Donations in the parks/forest:** Most visitors (78%) spent no money (see Figure 150).

## Expenditures in parks/forest

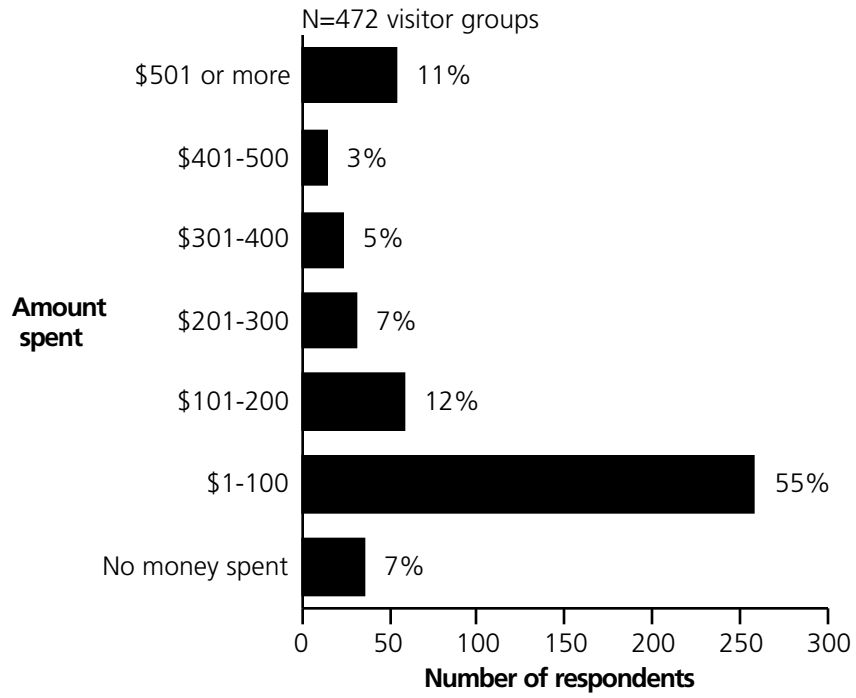


Figure 140: Total expenditures in parks/forest

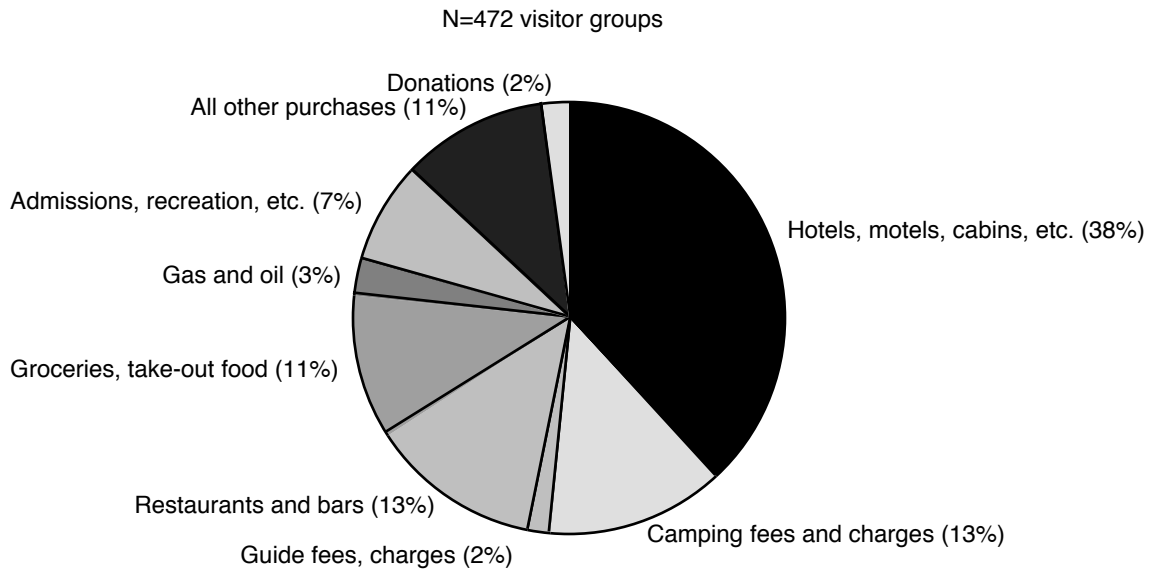
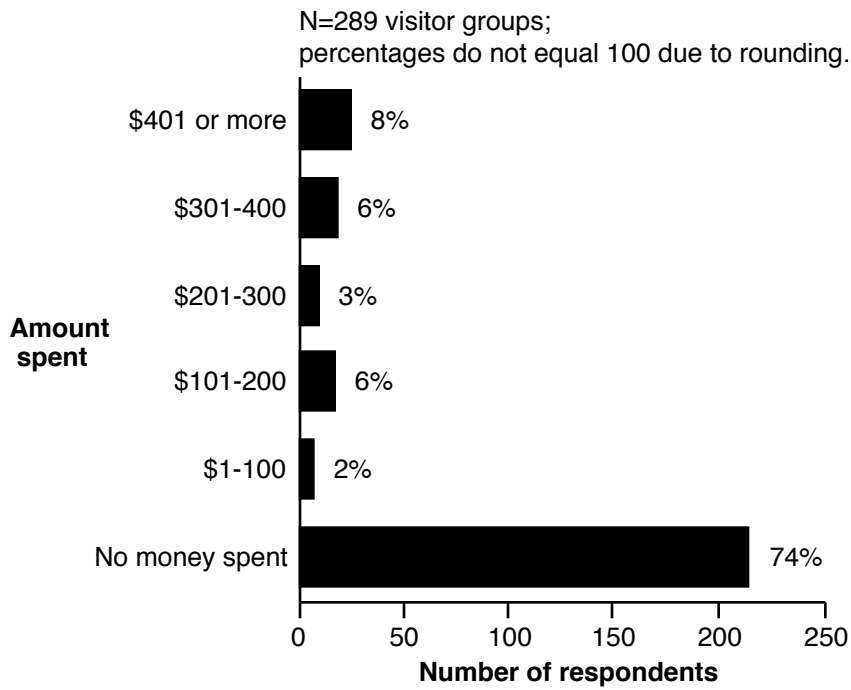
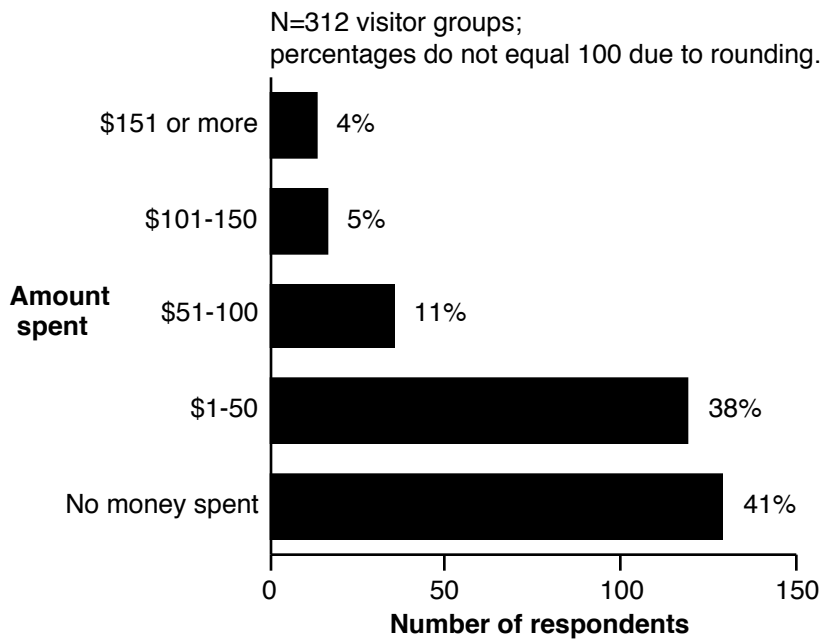


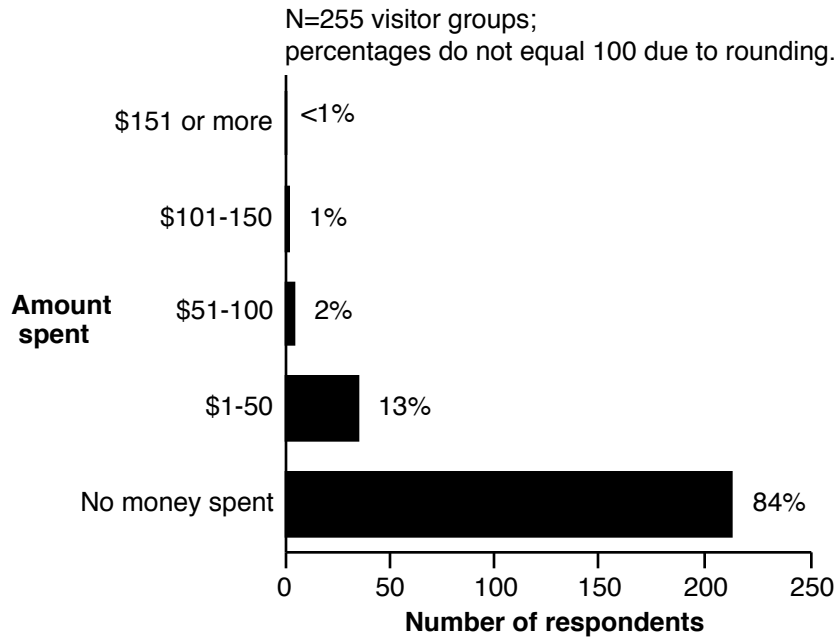
Figure 141: Proportions of expenditures by category in parks/forest



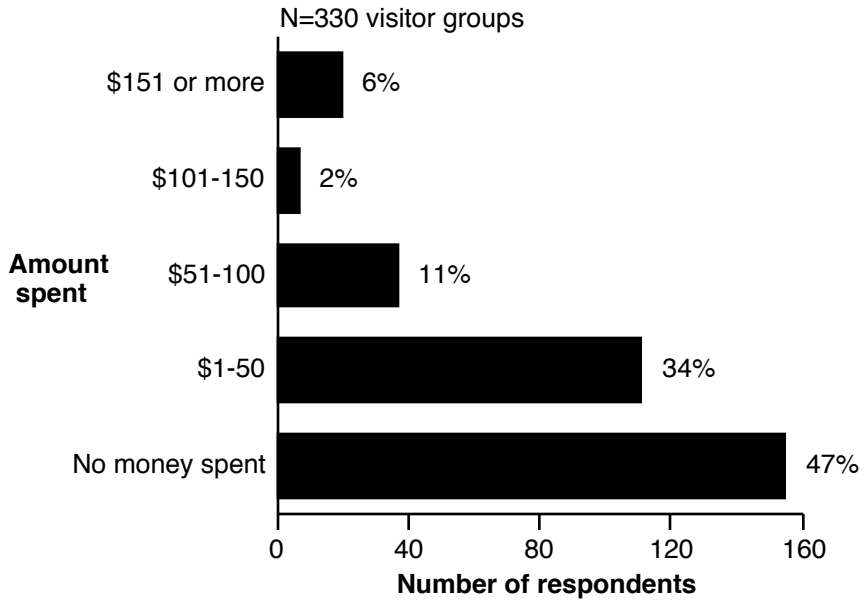
**Figure 142: Expenditures for hotels, motels, cabins, etc. in parks/forest**



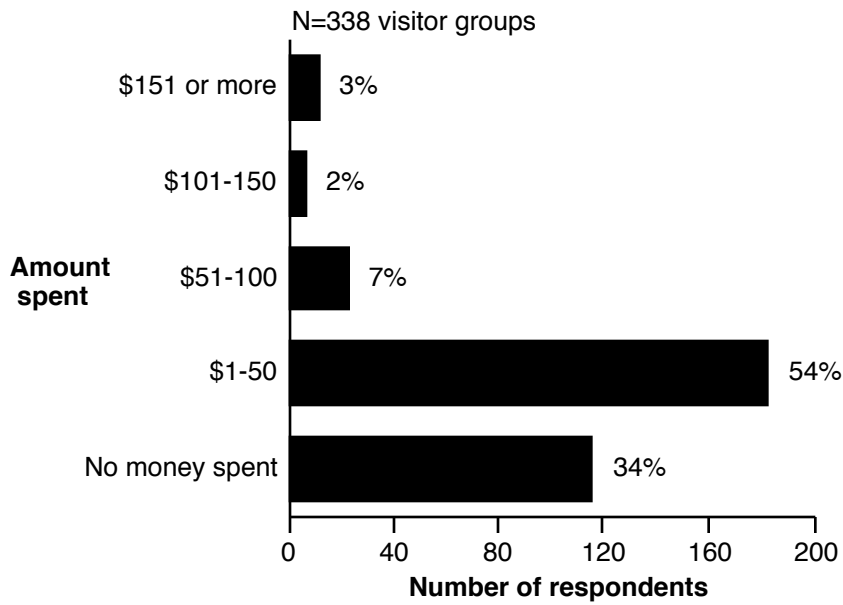
**Figure 143: Expenditures for camping fees and charges in parks/forest**



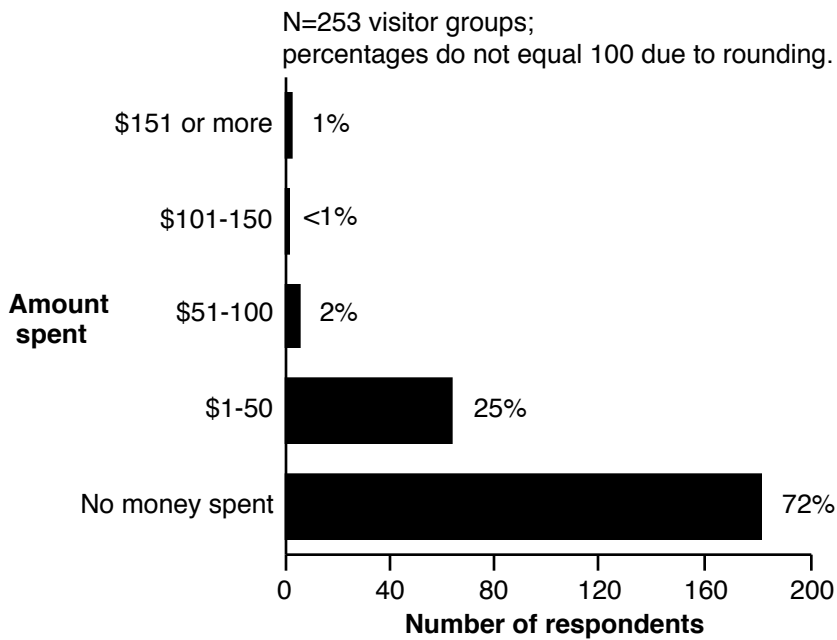
**Figure 144: Expenditures for guide fees and charges in parks/forest**



**Figure 145: Expenditures for restaurants and bars in parks/forest**

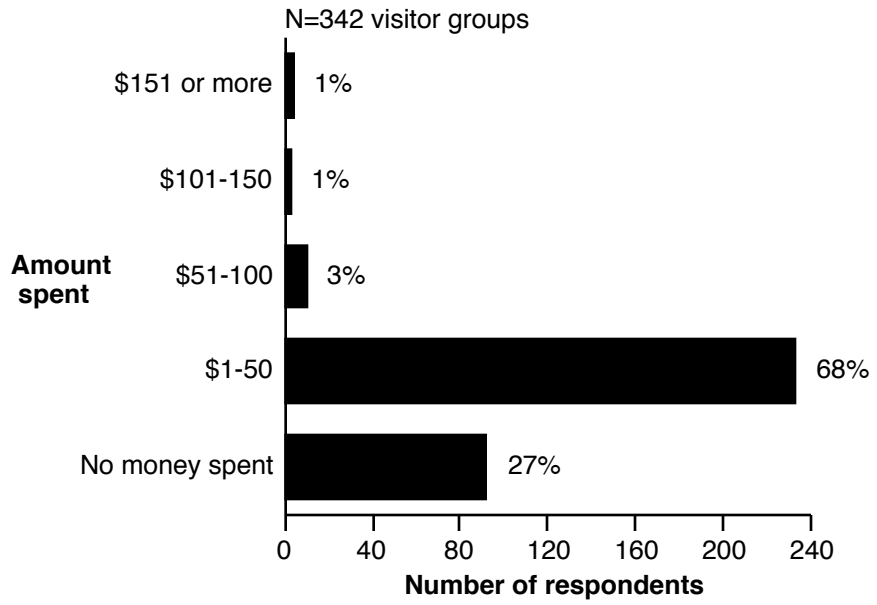


**Figure 146: Expenditures for groceries and take-out food in parks/forest**

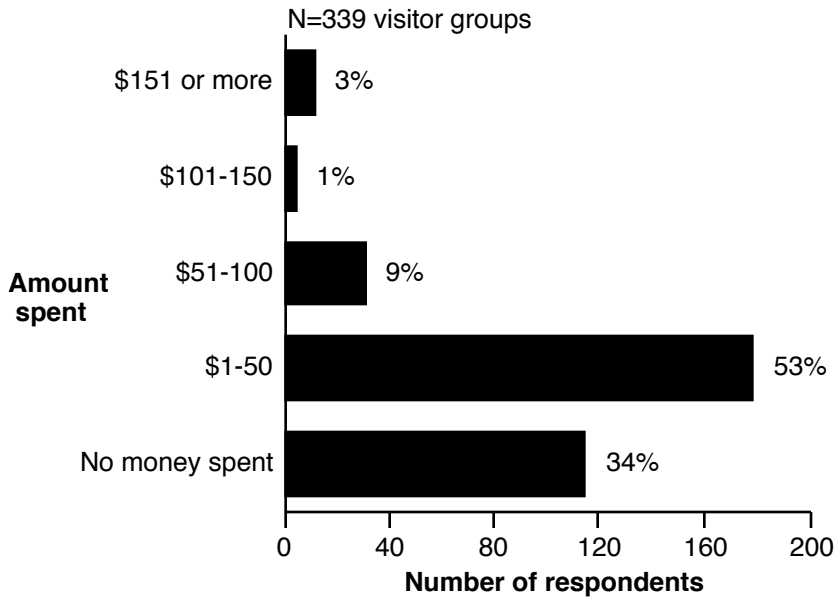


**Figure 147: Expenditures for gas and oil in parks/forest**





**Figure 148: Expenditures for admissions, recreation and entertainment fees in parks/forest**



**Figure 149: Expenditures for all other purchases in parks/forest**

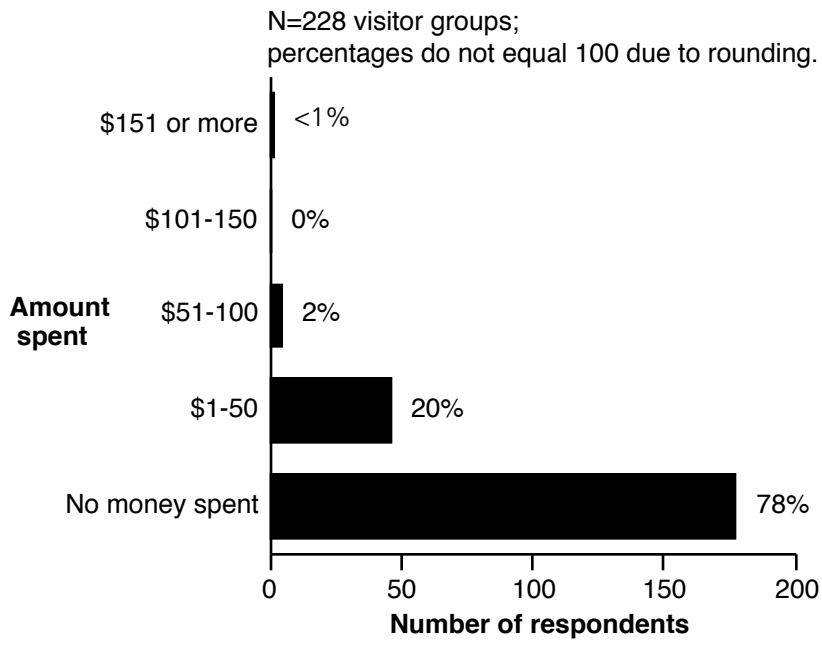


Figure 150: Expenditures for donations in parks/forest

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**Expenditures  
outside  
parks/forest**

**Total expenditures** : Forty-three percent of visitor groups spent between \$1 and \$100 in total expenditures out of the monument during this trip, while 19% spent \$101 to 200 (see Figure 151).

The greatest proportions of money spent out of the parks/forest were for hotels, motels and cabins (33%) and restaurants and bars (17%), as shown in Figure 152.

The average visitor group expenditure out of the parks/forest during this visit was \$179. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$90. The average per capita expenditure was \$70.

**Hotels, motels, cabins, etc. out of the parks/forest** : One-half of visitors (50%) spent no money, while 23% spent up to \$100, as shown in Figure 153.

**Camping fees and charges out of the parks/forest** : Most visitors (88%) spent no money (see Figure 154).

**Guide fees and charges out of the parks/forest:** Most visitor groups (98%) spent no money (see Figure 155).

**Restaurants and bars out of the parks/forest:** Forty-three percent of visitor groups spent no money, while 36% spent up to \$50 (see Figure 156).

**Groceries and take-out food out of the parks/forest** : One-half of visitor groups (50%) spent up to \$50, while 34% spent no money (see Figure 157).

**Gas and oil (auto, RV, boat, etc.) out of the parks/forest** : Most visitor groups (71%) spent from up to \$50 (see Figure 158).

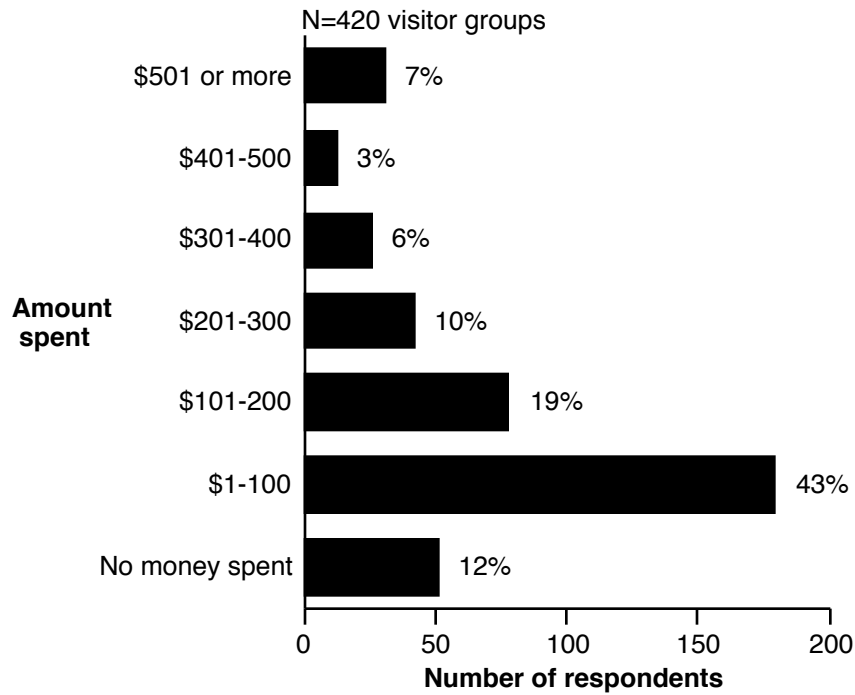
**Other transportation expenditures out of the parks/forest** (rental cars, auto repairs, taxis, but not including airfare): Most visitor groups (83%) spent no money (see Figure 159).

**Admissions, recreation, and entertainment fees out of parks/forest** : Most visitor groups (88%) spent no money, while 10% spent between \$1 and \$50 (see Figure 160).

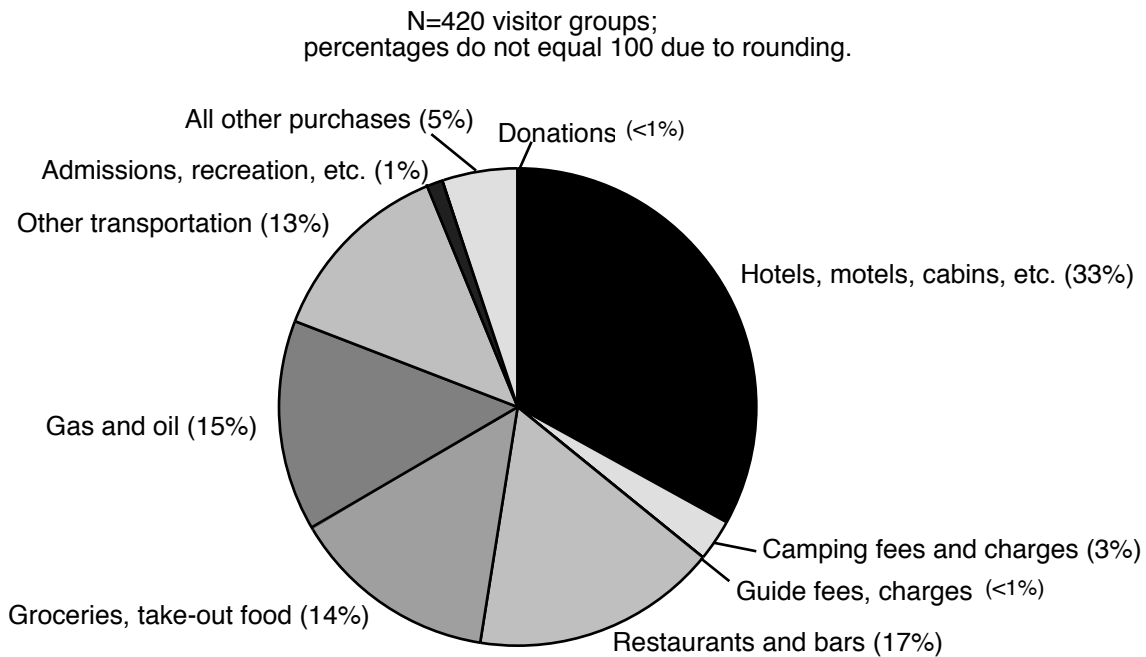
**Other purchases (souvenirs, film, books, sporting goods, clothing, etc.) out of the parks/forest** : Most visitor groups (70%) spent no money; 24% spent up to \$50 (see Figure 161).

**Donations out of the parks/forest:** Most visitors (98%) spent no money (see Figure 162).

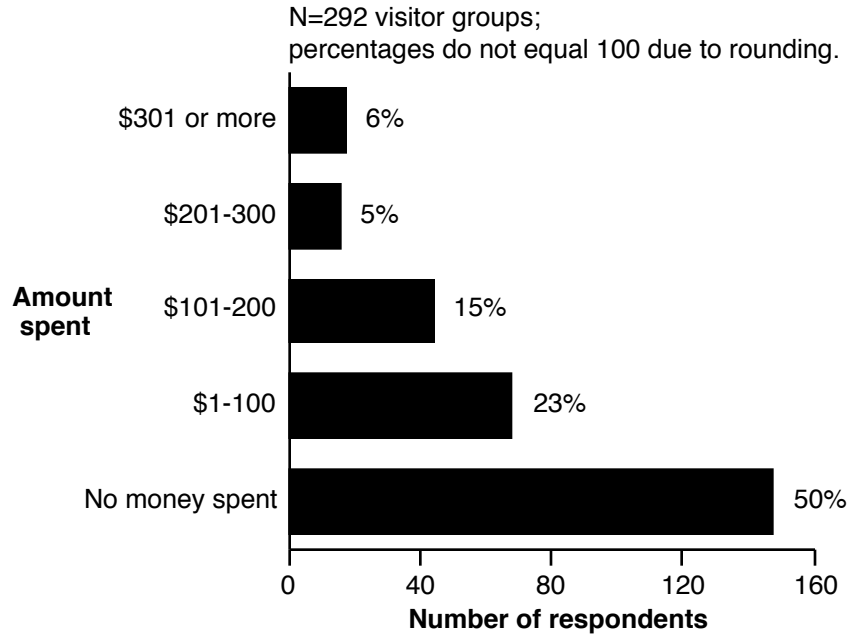
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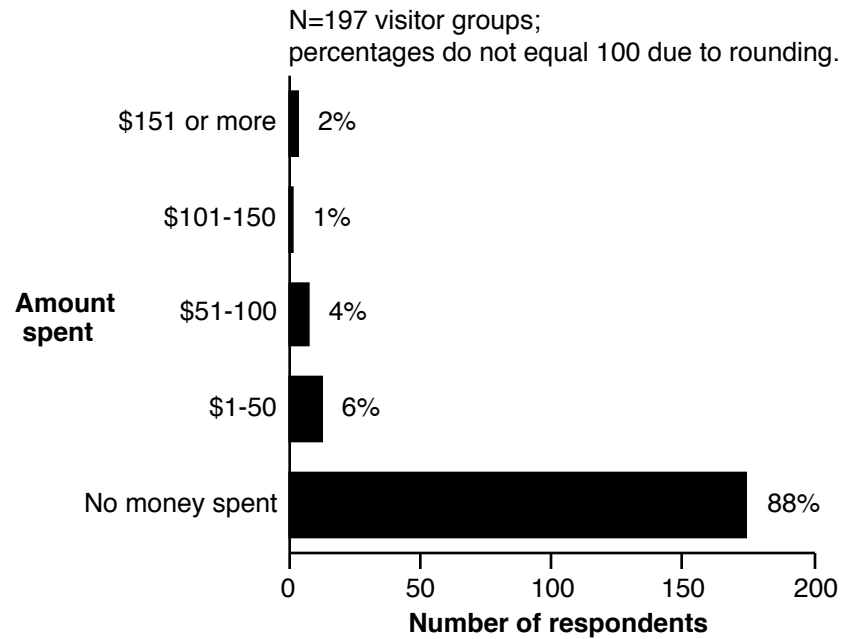
**Figure 151: Total expenditures out of parks/forest**



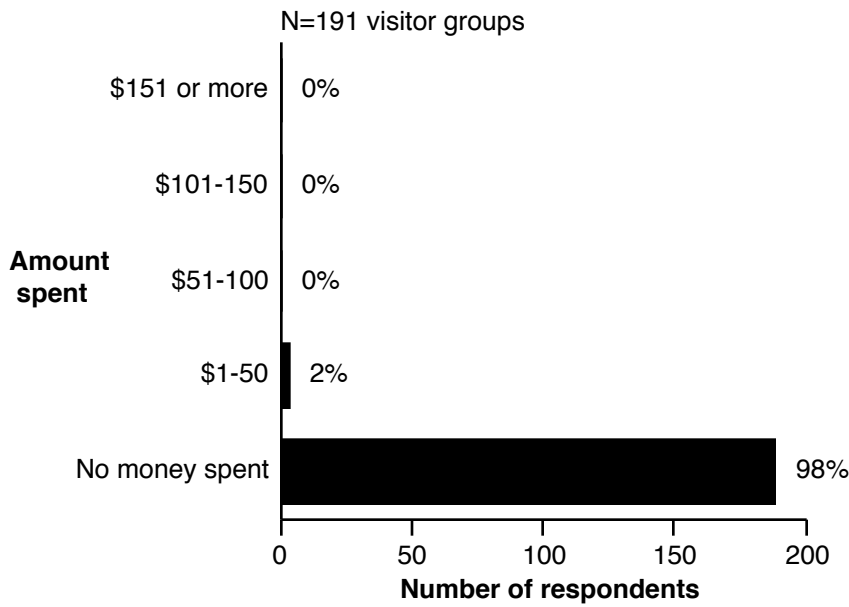
**Figure 152: Proportion of expenditures by category out of parks/forest**



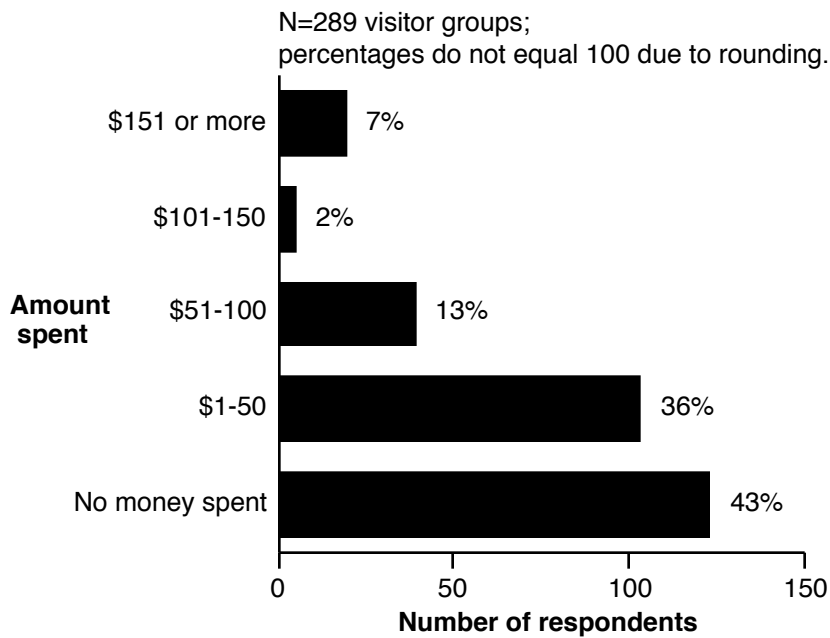
**Figure 153: Expenditures for hotels, motels, cabins, etc. out of parks/forest**



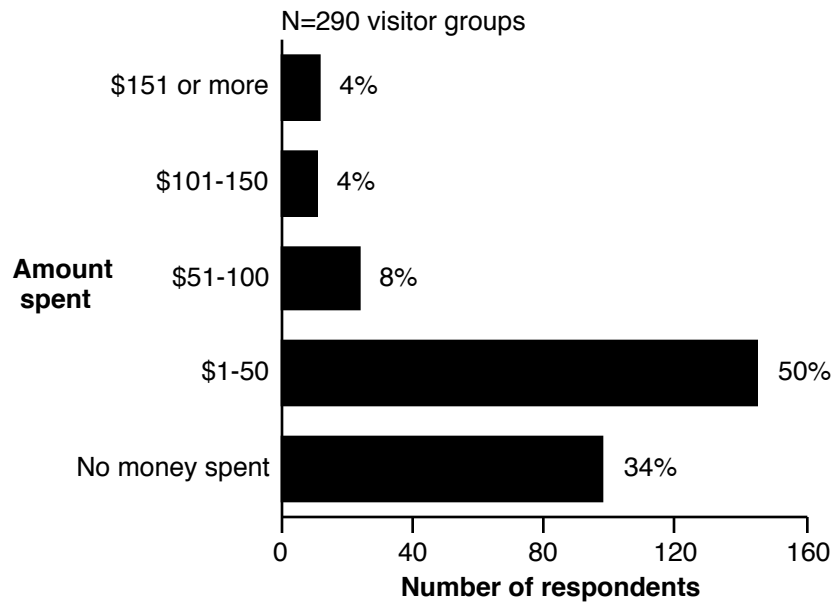
**Figure 154: Expenditures for camping fees and charges out of parks/forest**



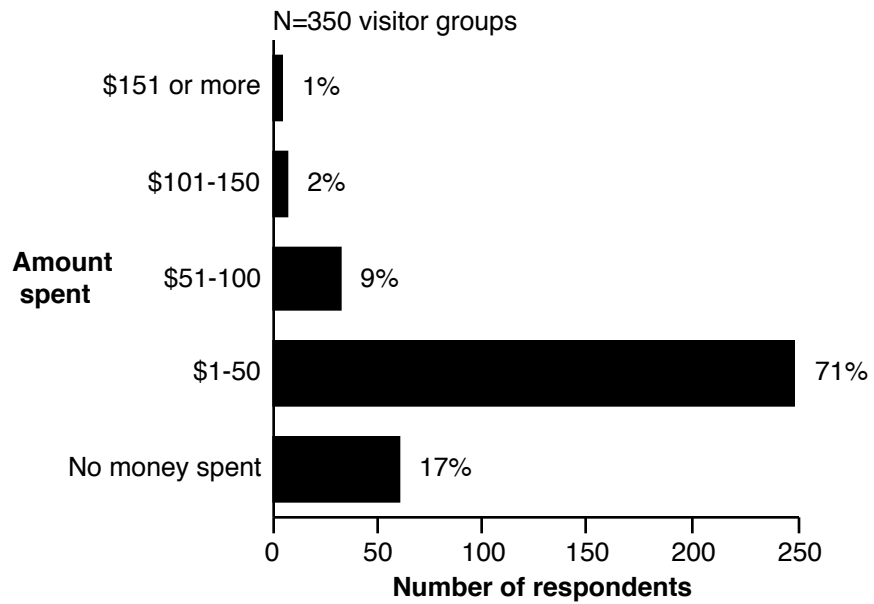
**Figure 155: Expenditures for guide fees and charges out of parks/forest**



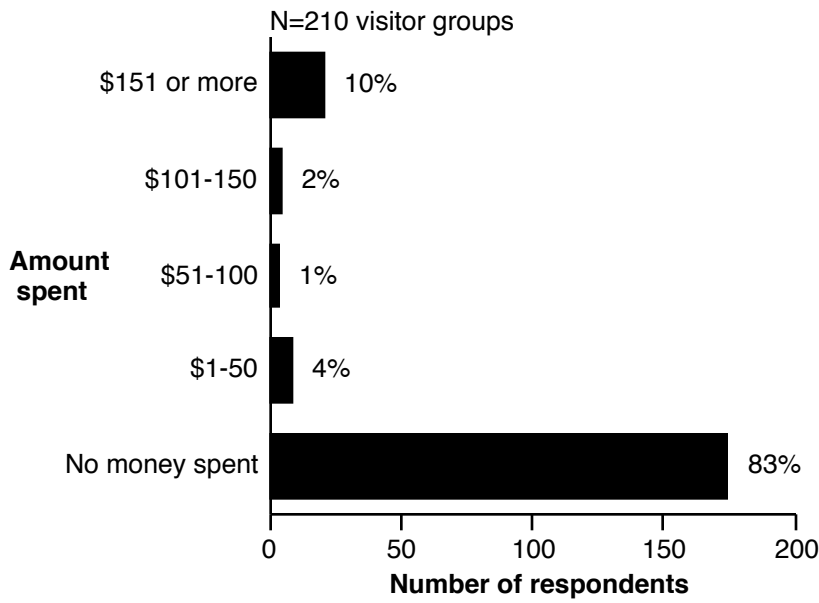
**Figure 156: Expenditures for restaurants and bars out of parks/forest**



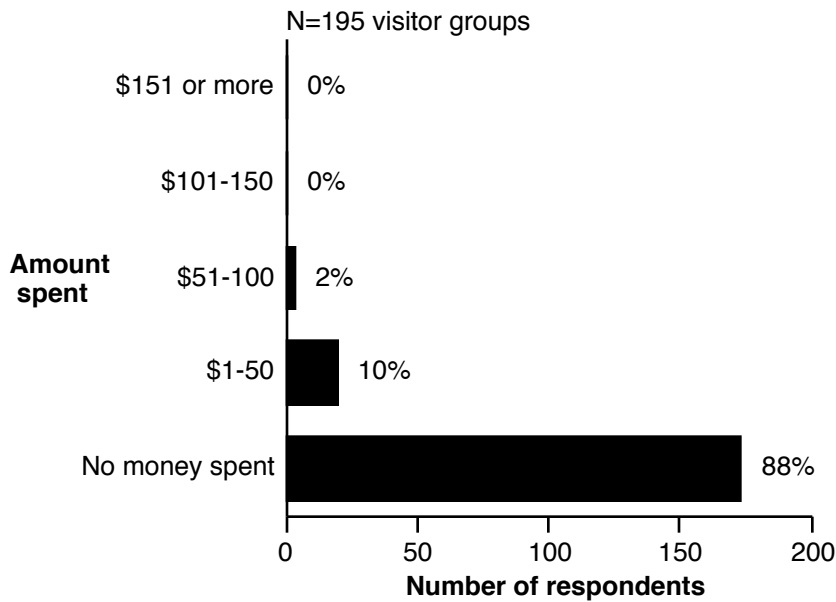
**Figure 157: Expenditures for groceries and take-out food out of parks/forest**



**Figure 158: Expenditures for gas and oil out of parks/forest**

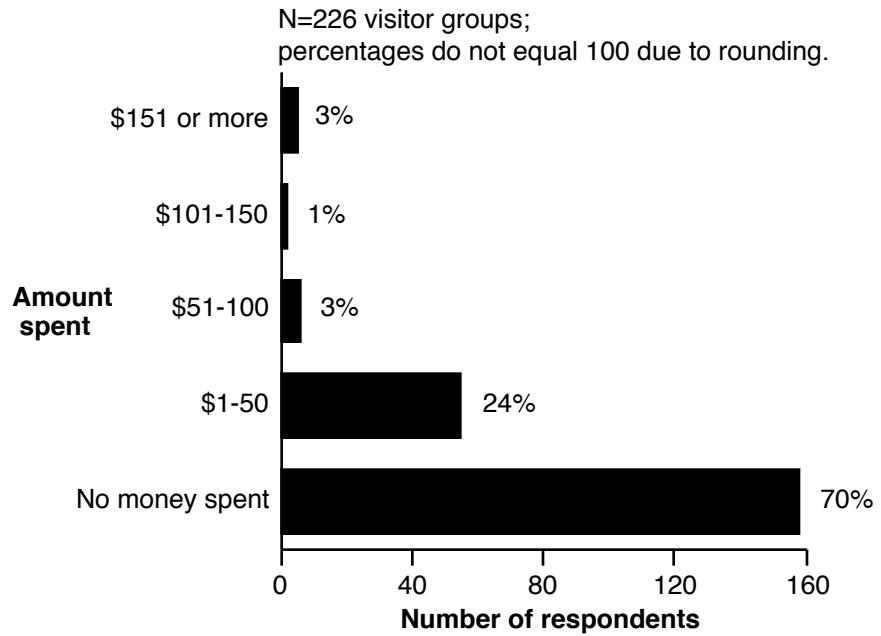


**Figure 159: Expenditures for other transportation expenditures out of parks/forest**

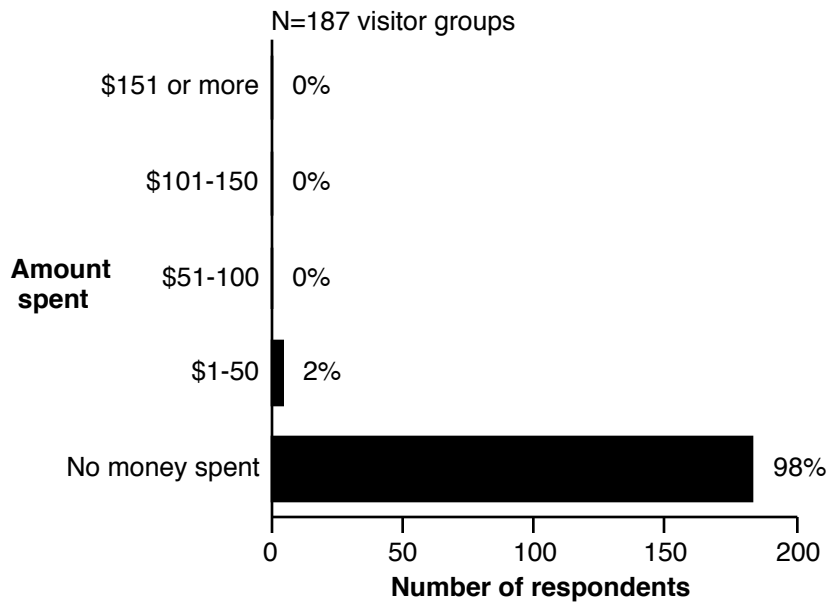


**Figure 160: Expenditures for admissions, recreation, and entertainment fees out of parks/forest**





**Figure 161: Expenditures for all other purchases out of parks/forest**



**Figure 162: Expenditures for donations out of parks/forest**

Visitor groups were asked for their opinion about the National Park Service prescribed burn policy: "In some national parks, the National Park Service follows a prescribed burn policy. This policy involves setting fires under specific weather and fire conditions to reduce the buildup of shrubs/brush and help prevent catastrophic fires. Prior to this visit to Sequoia & Kings Canyon NPs, were you aware of this burn policy?" Most visitors (78%) said they were aware of the NPS prescribed burn policy (see Figure 163). Eighteen percent were not aware and 3% were "not sure."

### Opinions about NPS prescribed burn policy

Visitors were also asked if their group would be willing to tolerate short periods (up to 2 days) of smoke or reduced visibility during a future visit to Sequoia & Kings Canyon NPs. Most visitors (75%) said they would likely be willing to tolerate smoke and/or reduced visibility (see Figure 164). Fourteen percent of visitors would not be willing to tolerate smoke and/or reduced visibility and 12% were "not sure."

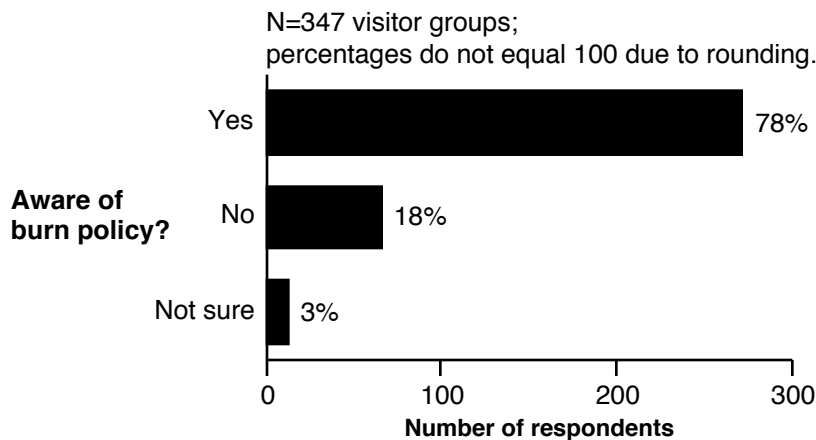
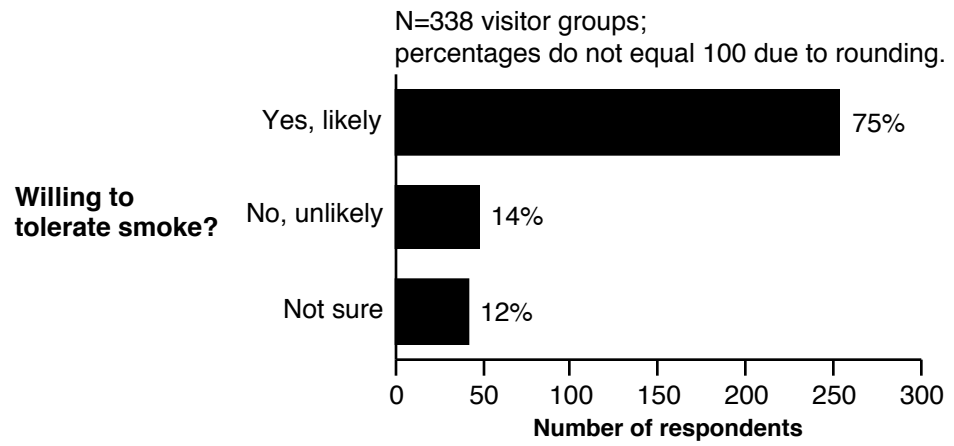


Figure 163: Awareness of NPS burn policy



**Figure 164: Willingness to tolerate smoke/reduced visibility on a future visit**

Visitor groups were asked for their opinion about the current entrance fee amount: "Entrance fees of \$10/vehicle are charged at Sequoia & Kings Canyon NPs. Most of these funds remain at the parks to be used for resource protection and visitor services. In your opinion, how appropriate is the amount of the entrance fee?" Most visitors (73%) said the entrance fee was "about right," as shown in Figure 165. Fourteen percent felt it was "somewhat low" or "too low," while 12% felt the fees were "somewhat high" or "too high."

### Opinions about entrance fee amount

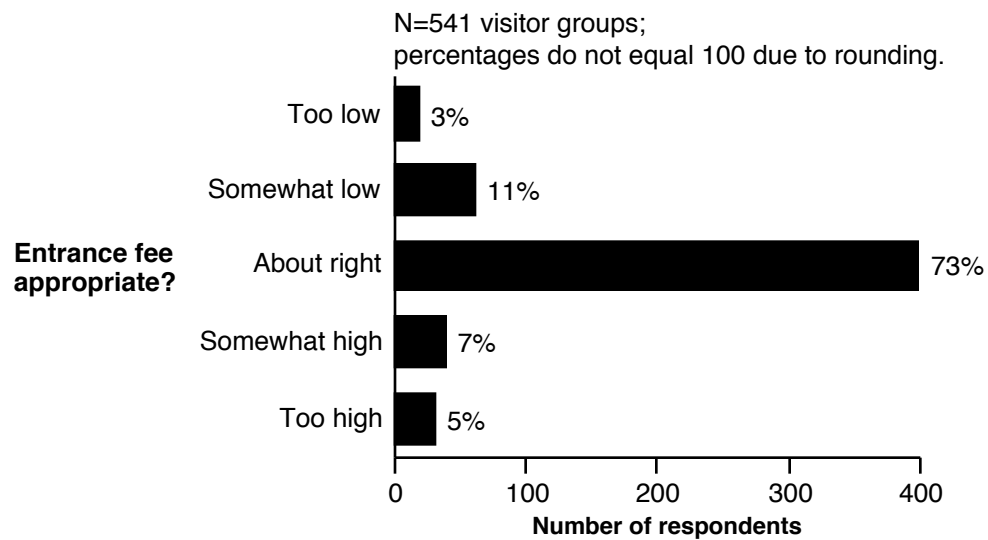
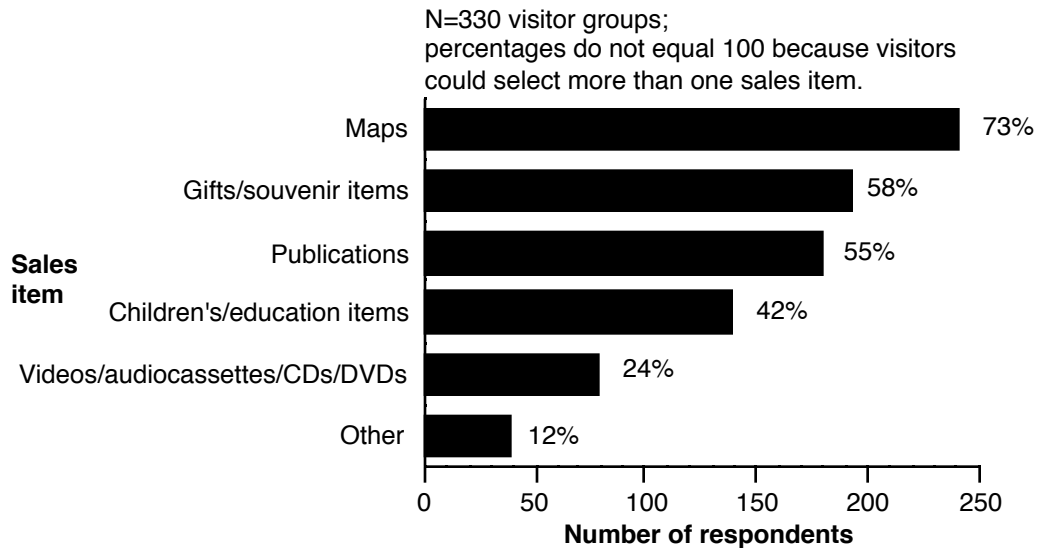


Figure 165: Opinions about current park entrance fee amount

### Preferred bookstore sales items for future

Visitor groups were asked what types of sales items they would like to have available in the Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS) visitor center/museum bookstore sales areas on a future visit. Thirty-five percent of visitors said they were not interested in sales items. The remaining 51% of visitor groups responded that they were most interested in maps (73%), gifts/souvenirs (58%) and publications (55%), as shown in Figure 166. "Other" sales items that visitors described included historical items, books, long-sleeved shirts, postcards and many other items.



**Figure 166: Preferred visitor center/museum bookstore sales items for future visit**

Visitor groups were asked to rate the overall quality of the visitor services provided at Sequoia & Kings Canyon NPs and Sequoia NF (USFS) during this visit. Most visitor groups (92%) rated services as "very good" or "good" (see Figure 167). No visitor groups rated the overall quality of services provided at Sequoia & Kings Canyon NPs and Sequoia NF (USFS) as "very poor."

### Overall quality of visitor services

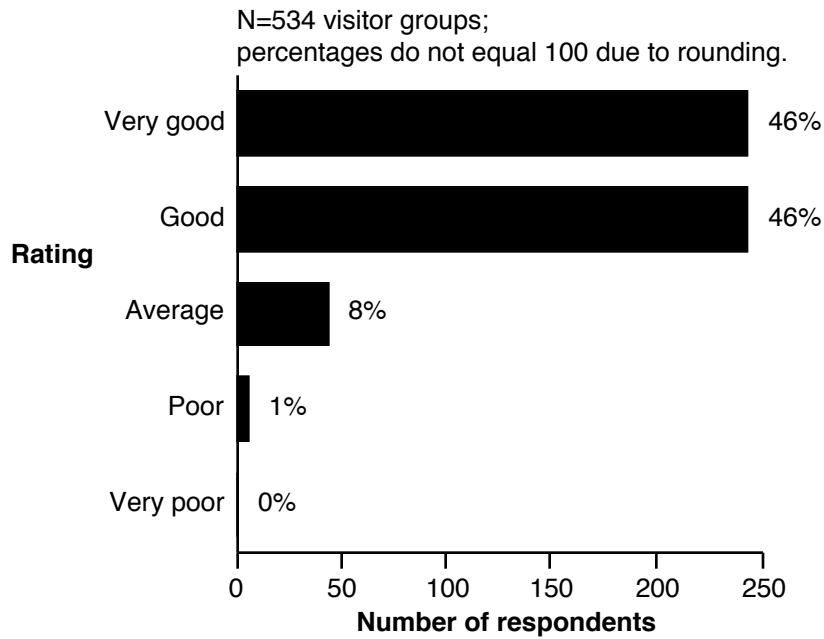


Figure 167: Overall quality of visitor services

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**Subjects of interest in future**

Visitor groups were asked, "On a future visit to Sequoia & Kings Canyon NPs, what subjects would you and your group be most interested in learning?" Sixty-one percent of visitor groups (340 groups) responded to this question. A summary of their responses is listed below in Table 9 and complete copies of visitor responses are contained in the appendix.

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**Table 9: Subjects of interest for future**

N=465 comments;  
some visitors made more than one comment.

Comment	Number of times mentioned
Wildlife	77
Trees	57
Geology	41
National Park Service	28
Flora	26
Caves	20
History	19
Local history	12
Environment	11
Water	11
Birds	11
Parks	11
American Indian tribes	11
Natural history	10
Forest preservation	9
Fishing	9
Identification of flora	9
Wilderness	9
Pollution	9
Settlers	9
Future of park	8
Trails/hiking	8
Ways to enjoy the park	7
Bears	7
Park ecosystems	6
Winter	5
Wildlife identification	4
Logging	4
Astronomy	3
Fire	3
Tree identification	3
Geography	2
Safety	2
Mountains	2
Others	2

---

Visitor groups were asked, "If you were a manager planning for the future of Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS), what would you propose?" Sixty-one percent of visitor groups (340 groups) responded to this question. A summary of their responses is listed below in Table 10 and complete copies of visitor responses are contained in the appendix.

## Planning for the future

**Table 10: Planning for the future**

N=521 comments;  
some visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Need more rangers	6
Keep knowledgeable personnel	2
Other comments	4
<b>INTERPRETIVE SERVICES</b>	
More ranger-led programs	15
Educate visitors about conservation/preservation	10
Provide more detailed park information at entrances	5
Advertise park	5
Improve maps	4
Provide more information about wildlife	4
Keep website up-to-date; add information	3
Provide information on flora, including trees	3
Provide hands-on activities for children	3
Provide more interpretive trails	3
Add museums/visitor centers	3
Keep/improve visitor centers	3
Update technology in visitor center	2
Advertise ranger activities	2
Link to other web sites	2
Improve/update visitor center exhibits	2
Educate visitors about fire	2
Educate visitors about NPS/USFS	2
Provide lodging/camping information at entrances/visitor center	2
Promote recycling	2
Provide interpretive guide booklets	2
Provide more detailed trail information	2
Keep park information updated	2
Keep park friendly/welcoming	2
Other comments	10



**Table 10: Planning for the future (continued)**

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b>	
Improve roads	14
Park needs shuttle system	12
Update/improve restrooms	9
Provide showers in campgrounds	8
Need more directional signs in park	8
Add trails	8
Improve Mineral King road	6
Trails need better marked, including distances	6
Clean restrooms more often	5
Widen roads	5
Add pullouts	5
More guardrails	5
Add campground	5
Provide more dump stations	4
Clean up litter	4
Provide more parking	4
Provide more restrooms	4
Improve trails	3
Improve handicapped access	3
Add trash cans	3
Separate campsites more	3
Provide more parking for campsites	3
Provide more showers	2
Provide RV hookups	2
Add backcountry campsites	2
Add more distance signs in park	2
Add soap to restrooms	2
Other comments	22
<b>POLICIES/MANAGEMENT</b>	
Keep it as it is	30
Stricter enforcement of park/camp rules	8
Keep Mineral King as is	6
Work with valley to improve air/water quality	4
Limit number of vehicles allowed	4
Provide trails for dog use	5
Keep historic structures/signs	3
More access roads	3
Reduce number of visitors by raising entrance fee	3
No entrance fees	2
Prohibit radios	2
Prohibit smoking	2
Keep one road open in winter	2
Stock fish	2
Expand park	2
Keep access for people	2
Allow no wood fires	2
Allow backcountry campsite reservations	2
Allow more campsite reservations	2
Other comments	24

**Table 10: Planning for the future (continued)**

Comment	Number of times mentioned
<b>CONCESSIONS</b>	
Provide more affordable lodging alternatives	15
Provide more gas stations	9
Provide more variety of restaurants/snack bars	4
Improve restaurant food quality	3
Tram tour too expensive—should be free	2
Need more wait staff at restaurant	2
Provide horseback riding	2
Other comments	11
<b>RESOURCE MANAGEMENT</b>	
Use prescribed burns/control undergrowth	14
Continue conservation/preservation efforts	12
Protect park while allowing access	11
Allow no development	8
Limit development/commercialization	8
Improve air quality	6
Protect wilderness/backcountry	6
Protect trees from foot traffic	6
Remove all dead trees	5
Protect/emphasize wildlife more	3
Provide more bear boxes	2
Restore/allow natural fire	2
Remove fire danger—thin trees	2
Spray trees for beetles when needed	2
Advertise controlled burns before they happen	2
<b>GENERAL IMPRESSIONS</b>	
Need information center outside park to help plan visit/lodging	2
Improve questionnaire	2
Other comments	4

**Comment  
summary**

Fifty-eight percent of visitor groups (322 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS) are summarized below (see Table 11). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

**Table 11: Additional comments**

N=557 comments

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff helpful/friendly	19
Some rangers rude, arrogant	4
Visitor center staff helpful/friendly	3
Need more rangers	2
Other comments	4
<b>INTERPRETIVE SERVICES</b>	
Provide more information	7
Provide more ranger-led programs	4
Provide improved maps	3
Web sites had inaccurate information about road closures, fires	3
Needed more information about swimming	2
Enjoyed ranger-led programs	2
Educate visitors to pick up litter	2
Educate visitors to respect environment	2
Great web sites	2
Visitor centers informative	2
Update visitor center video/slide show	2
Sell additional items at visitor center/nature center	2
Provide free trail maps/brochures; allow recycling	2
Other comments	12
<b>FACILITIES/MAINTENANCE</b>	
Park well maintained	9
Did not enjoy assigned campsite	5
Improve trail signage	4
Improve restrooms—need cleaned more often	4
Improve roads—make safer	4
Need cleaner showers	4
Improve showers	3
Disliked road construction—seemed disorganized	3
Need more directional signs in park	3
Road maintenance good	3
Too much trash in park; add containers	3
Improve service in campground	3
Thank you for improvements to roads/facilities	3
Improve Mineral King road	3

**Table 11: Additional comments (continued)**

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE (continued)</b>	
Trails easy to follow	2
Add mile markers to road	2
Use fluorescent paint to mark roads	2
Organize tree cutting so one lane is always open or move to slow season	2
Improve trails	2
Add restrooms	2
Enjoyed simple design/infrastructure	2
Add more showers	2
Other comments	16
<b>POLICIES/MANAGEMENT</b>	
Improve cooperation between USFS and NPS	3
Disappointed in no-burn policy	3
Rangers should enforce quiet hours in campgrounds	3
Camping fees too high	3
Advertise fire ban	2
Need places to hike with dogs	2
Add more bear boxes in campgrounds/backcountry	2
Allow more access to bicycles	2
Other comments	26
<b>CONCESSIONS</b>	
Lodging unaffordable	4
Add more restaurants and/or vending machines	4
Add gas stations	2
Other comments	14
<b>RESOURCE MANAGEMENT</b>	
Uncrowded	9
Thanks for keeping it preserved/pristine	7
Preserve/protect it	7
Enjoyed lack of commercialization	4
Excellent bear boxes	4
Glad about controlled burn	2
Controlled burn ridiculous/overmanaged	2
Other comments	4

**Table 11: Additional comments (continued)**

Comment	Number of times mentioned
<b>GENERAL IMPRESSIONS</b>	
Enjoyed visit	86
Beautiful park/scenery	38
Will visit again	17
Enjoyed trees	12
Enjoyed camping	11
Enjoyed wildlife	10
Keep up the good work	10
Visit too short	8
Enjoyed trails	7
Liked Sequoia & Kings Canyon best on this trip	6
Thank you	6
Peaceful/quiet	5
Interesting/rewarding visit	5
Return visit	5
Local—enjoy visiting often	5
Enjoyed Mineral King	5
Enjoyed swimming	4
One of favorite places	4
Enjoyed Hume Lake	4
Comments about survey	4
Spiritual place	3
Enjoyed solitude	3
Enjoyed backcountry	2
First visit	2
Affordable	2
Other comments	15

**Sequoia & Kings Canyon National Parks Visitor Study**  
**Additional Analysis**  
**VSP Report 137**

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

**Additional Analysis**

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

• Awareness that parks/forest are managed by different agencies with different rules & regulations	• Use of visitor services/facilities	• Opinion about current entrance fees?
• Sources of information prior to visit	• Importance of visitor services/facilities	• Lodging expenditures in parks/forest
• Sources of information for future visits	• Quality of visitor services/facilities	• Camping fee expenditures in parks/forest
• Receive needed information?	• Use of concession services/facilities	• Guide fees and charges expenditures in parks/forest
• Length of stay	• Importance of concession services/facilities	• Restaurants and bars in parks/forest
• Stay overnight?	• Quality of concession services/facilities	• Groceries and take-out food expenditures in parks/forest
• # nights in parks	• Group type	• Gas and oil expenditures in parks/forest
• # nights in Sequoia NF (USFS)	• Guided tour group	• Admissions/recreation/entertainment fees expenditures in parks/forest
• # nights in area outside parks/forest	• School/educational group	• All other purchases in parks/forest
• Type of accommodations in parks/forest	• Group size	• Donation expenditures in parks/forest
• Types of accommodations in area outside parks/forest	• Gender	• Lodging expenditures out of parks/forest
• Primary reason for visiting area	• Age	• Camping fees/charges expenditures out of parks/forest
• Activities on this visit	• Zip code/state of residence	• Guide fees and charges expenditures out of parks/forest
• Activities on past visits	• Country of residence (other than U.S.)	• Restaurants and bars expenditures out of parks/forest
• Receive information about proper food storage?	• Number of visits past 12 months	• Groceries and take-out food expenditures out of parks/forest
• Have problems following directions for proper food storage?	• Number of visits-lifetime	• Gas and oil expenditures in parks/forest
• Have adequate facilities for proper food storage?	• Highest level of education	• Other transportation expenditures out of parks/forest

• Number of Sequoia & Kings Canyon entries	• English primary language spoken and read?	• Admissions/recreation/entertainment fee expenditures out of parks/forest
• Importance of resources/qualities/opportunities	• Spanish, Hispanic, Latino ethnicity	• All other purchases out of parks/forest
• Places visited	• Breakdown of Spanish, Hispanic, Latino ethnicity	• Donations expenditures out of parks/forest
• Use of information services and facilities	• Race	• Number of adults covered by expenses
• Importance of information services/facilities	• Awareness of prescribed burn policy	• Number of children covered by expenses
• Quality of information services/facilities	• Willingness to tolerate short periods of smoke?	• Preferred bookstore sales items
		• Overall quality of services

Phone/send requests to:

Visitor Services Project, PSU  
 College of Natural Resources  
 Resource Recreation and Tourism  
 P.O. Box 441139  
 University of Idaho  
 Moscow, Idaho 83844-1139

Phone: 208-885-7863  
 FAX: 208-885-4261  
 Email: littlej@uidaho.edu

**QUESTIONNAIRES**

**English and Spanish translation**





## Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

### 1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

### 1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

### 1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

### Visitor Services Project Publications (continued)

#### 1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

#### 1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

#### 1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

#### 1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

#### 1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

#### 1998 (continued)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

#### 1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

#### 2000

- 118. Haleakala National Park (spring)
- 119. White House Tours and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

#### 2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

#### 2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras NS, Fort Raleigh NHS, Wright Brothers NMEM)
- 137. Sequoia & Kings Canyon National Parks





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