



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

Visitor Services Project



Yellowstone National Park Visitor Study

Summer 2006



University of Idaho
Park Studies Unit
Visitor Services Project
Report 178



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

Visitor Services Project

Yellowstone National Park Visitor Study

Summer 2006

**Park Studies Unit
Visitor Services Project
Report 178**

June 2007

Marc F. Manni
Margaret Littlejohn
Jessica Evans
James Gramann
Steven J. Hollenhorst

Marc Manni is a Visitor Services Project (VSP) Research Analyst, Margaret Littlejohn is the National Park Service VSP Coordinator, Jessica Evans is a VSP research assistant, Dr. James Gramann is the National Park Service Visiting Chief Social Scientist who oversaw the fieldwork, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank David Vollmer for his technical assistance, Martha Siebe, Bret Meldrum, Publina Meldrum, Elhadji Sidi, and staff of Yellowstone National Park.

**Visitor Services Project
Yellowstone National Park
Report Summary**

- This report describes the results of a visitor study at Yellowstone National Park (NP) during July 23-29, 2006. A total of 1,302 questionnaires were distributed to visitor groups. Of those, 903 questionnaires were returned (806 paper questionnaires and 97 online questionnaires), resulting in a 69.4% response rate.
- This report profiles a systematic random sample of Yellowstone NP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-six percent of visitor groups were in groups of two or three, 31% were in groups of four or five, and 18% were groups of six or more. Seventy-one percent of visitor groups were family groups. Fifty-one percent of visitors were ages 36-65 years and 25% were ages 15 years or younger. Three percent of respondents were of Hispanic/Latino ethnicity. Ninety-five percent of respondents were White, 3% were Asian, and 2% were American Indian or Alaska Native.
- United States visitors were from California (12%), Utah (10%), Idaho (5%), Colorado (5%), Washington (5%), Texas (5%), and 43 other states and Washington, D.C. International visitors, comprising 10% of the total visitation, were from Canada (25%), Netherlands (17%), Germany (10%), United Kingdom (9%), Italy (7%), and 17 other countries.
- Fifty-three percent of visitors visited the park for the first time in their life. Eighty-seven percent of visitors visited the park once in the past 12 months. Visiting Yellowstone NP was the primary reason that brought 60% of visitor groups to the area (within 150 miles of park).
- Prior to this visit, visitor groups most often obtained information about Yellowstone NP through maps/brochures (56%), friends/relatives/word of mouth (55%), and previous visits (53%). Nine percent of visitor groups did not obtain any information about the park before their visit. To prepare for a future visit, 70% of visitors would prefer to use the park website.
- Of the visitor groups that spent less than 24 hours at the park (N=338), 82% spent five or more hours and 18% spent up to four hours. Of the visitor groups that spent 24 hours or more at the park (N=347), 53% spent two or three days and 44% spent four or more days. Most visitor groups (87%) stayed overnight away from home in the park or within 150 miles of the park.
- The most common sites visited in the park included Old Faithful (90%) and Mammoth Hot Springs (69%). The most common activities in the park were sightseeing/taking a scenic drive (96%) and viewing wildlife/birdwatching (86%). Sightseeing/taking a scenic drive (59%) was the activity that was the primary reason for visiting the park.
- The most common commercial services used were purchasing gifts/souvenirs (76%) and restaurants/food service (76%). For commercial services, most visitor groups rated quality as “about what was expected.”
- Regarding use, importance, and quality of concession services and activities, it is important to note the number of visitor groups that responded to each question. The most used services/activities included the trail ride (28%), scenic motorized tour (23%), and cookout (20%). The services/activities that received the highest combined proportions of “extremely important” and “very important” ratings included scenic motorized tour (65%, N=31) and trail ride (57%, N=44). The service/activity that received the highest combined proportions of “very good” and “good” quality ratings was trail ride (84%, N=44).
- Most visitor groups (89%) rated the overall quality of services, facilities, and recreational opportunities at Yellowstone NP as “very good” or “good.” Less than 2% of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

TABLE OF CONTENTS

INTRODUCTION	1
Organization of the report	1
Presentation of the results	2
METHODS	3
Survey Design	3
Sample size and sampling plan	3
Questionnaire design	4
Survey procedure	4
Data Analysis	5
Limitations	5
Special Conditions	5
Checking Non-response Bias	6
RESULTS	7
Demographics	7
Visitor group size	7
Visitor group type	7
Visitors with organized groups	8
United States visitors by state of residence	9
International visitors by country of residence	10
Number of visits to the park in past 12 months	11
Number of visits to the park in lifetime	11
Visitor age	12
Gender.....	13
Respondent ethnicity.....	13
Respondent race	13
Preferred language for speaking	14
Preferred language for reading	15
Services visitors would like translated into languages other than English.....	16
Preferred languages for translation of park services	17
Highest level of education	17
Annual household income	18
Number of people in household	18
Visitors with disabilities/impairments	19
Trip/Visit Characteristics and Preferences	21
Information sources prior to visit	21
Sources of information to use in planning a future visit	23
Primary reason for visit to Yellowstone NP area.....	24
Adequacy of directional signs	25
Overnight accommodations.....	26
Type of lodging within the park	28
Location of lodging within the park.....	28
Places stayed on night before arrival at Yellowstone NP	29
Places stayed on night after departure from Yellowstone NP.....	31
Number of entries into the park	33
Park entrances used	33
Number of vehicles used to enter the park	34
Total length of visit	35
Sites visited	36
Length of stay at selected park sites (hours spent – if less than 24 hours)	36
Length of stay at selected park sites (days spent – if 24 hours or more)	37
Visitors who were able to visit planned locations in the park	38
Activities inside the park.....	40
Primary activity that was reason for visiting park	41
Park visitor centers/museums visited.....	42
Commercial Services	43

Difficulty locating commercial services.....	43
Old Faithful Inn.....	44
Ratings of Visitor Services, Facilities, Elements, Attributes and Resources	45
Commercial services used on this visit.....	45
Visitors who were able to get their first choice of location for commercial services	46
Commercial services that met visitor expectations	46
Explanation of any “no” or “worse than expected” responses to commercial services used on this visit.....	47
Value of fee paid for commercial services	53
Explanation of any ratings of “very poor” or “poor” responses to the value for money paid for commercial services used on this visit.....	54
Explanation of “very good” responses to commercial services used on this visit.....	57
Concession services and activities planned or reserved prior to visit.....	60
Concession services and activities used.....	61
Importance ratings of concession services and activities	62
Quality ratings of concession services and activities	63
Expenditures	64
Total expenditures inside and outside of park	64
Number of adults covered by expenditures.....	65
Number of children covered by expenditures.....	65
Expenditures inside park.....	66
Expenditures in the area outside the park (within 150 miles)	73
Services available on a future visit.....	80
Overall Quality	82
Visitor Comments.....	83
What visitors liked most.....	83
What visitors liked least.....	86
Additional comments	88
APPENDICES	93
Appendix 1: The Questionnaire	98
Appendix 2: Additional Analysis	95
Appendix 3: Decision Rules for Checking Non-response Bias	96
Appendix 4: Visitor Services Project Publications	99
Visitor Comments Appendix	102

INTRODUCTION

This report describes the results of a visitor study at Yellowstone National Park during July 23-29, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: Decision rules for checking non-response bias

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU.

Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

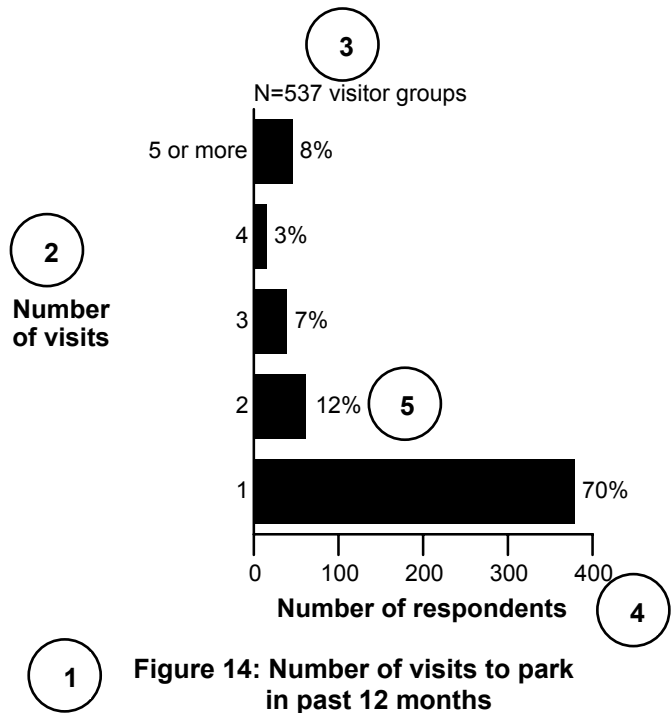
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years.

At Yellowstone NP during July 23-29, 2006, brief interviews were conducted with a systematic, random sample of 1,376 arriving visitor groups and 1,302 accepted questionnaires (94.6%). Visitors could complete either the paper version of the questionnaire or the online version. The online option did not change the sample size or sampling plan, but provided the visitor with another option for completing the survey. The online option was provided in 1,059 of the 1,302 questionnaires distributed and 97 groups completed an online questionnaire.

Table 1 shows the number of questionnaires distributed at five sites within the park and the response rate of each location. These sampling locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution locations and response rates

N=number of questionnaires distributed or number returned

Sampling site	Distributed		Returned	
	N	Percent of total	N	Response rate %
West Yellowstone entrance	574	44	412	72
South entrance (Flagg Ranch)	338	26	227	67
North entrance (Gardiner)	195	15	141	72
East entrance (Cody)	130	10	77	59
Northeast entrance (Cooke City)	65	5	46	71
Total	1,302	100	903	69.4

Questionnaire design

The Yellowstone NP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Yellowstone NP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

The questionnaire was presented in two formats—traditional paper booklet and online, which was compatible with most common web browsers for both PC and Macintosh computers. The online version of the questionnaire did not allow visitors to “skip” a question before proceeding to the next question and to a certain degree did not allow the participant to answer the question “incorrectly.” The online survey password was a one-time use, computer generated password unique to each participant. Unique passwords were used to prevent unauthorized access to a participant’s survey. Participants could log in and out of their survey by selecting the “save and return later” option. When the participant finished the survey and selected the “completed and exit” option, the survey was “locked” and future access was not possible.

No pilot study was conducted to test the Yellowstone NP questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. A total of 1,059 visitor groups were given a questionnaire containing a postcard with a unique user ID and password, the Internet address, and directions for completing the survey online. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail or complete the survey online. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

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, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires. Follow-up letters contained another unique password that differentiated between mailing waves and eliminated duplicate submissions.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The online version was entered by the visitor, while the paper version was entered by two independent data entry staff and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. Visitors were given more than one option to complete the survey, which may have affected the response rate.
3. The data reflect visitor use patterns to the selected sites during the study period of July 23-29, 2006. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
4. 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, table, or text.
5. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

Traffic through the East and Northeast entrances may have been affected by road construction. Weather ranged from sunny and hot to cloudy and rainy, which is typical of July.

Interview information was inadvertently lost for 33 interviews that were conducted so this data could not be included in the non-response bias check. In addition, address labels for 15 groups were lost, so that follow-ups could not be provided for these visitor groups.

Checking Non-response Bias

At Yellowstone NP, 1,376 visitor groups were contacted and 1,302 of these groups (94.6%) accepted the questionnaire. Questionnaires were completed and returned by 903 visitor groups, resulting in a 69.4% response rate for this study. Of the 903 questionnaires completed and returned, 806 (89.2%) were completed on paper and 97 (10.7%) were online. The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire and group size.

Table 2 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 3). See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents
Group type**

Group type	Total distributed	Respondents (actual value)	Respondents (Expected value)
Alone	104	83	72
Family	911	618	634
Friends	122	73	85
Family and friends	103	88	72
Other	14	11	10
Total	1,254	873	

Chi-square = 7.51 df = 4 p-value = 0.11

**Table 3: Comparison of respondents and non-respondents
age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	867	48.0	378	43.0	<0.01
Group size	882	4.4	382	4.2	0.553

Two out of three tests show insignificant differences between respondents and non-respondents. In addition, a five-year difference in average age in most mail surveys is an expected trend (see Appendix 3). Therefore, the response bias is judged to be insignificant. The data is a good representation of a larger Yellowstone NP visitor population.

RESULTS

Demographics

Visitor group size

Question 16a

On this visit, how many people were in your personal group, including yourself?

Results

- 70% of visitors were in groups of two, three, or four (see Figure 1).
- 25% were in groups of five or more.

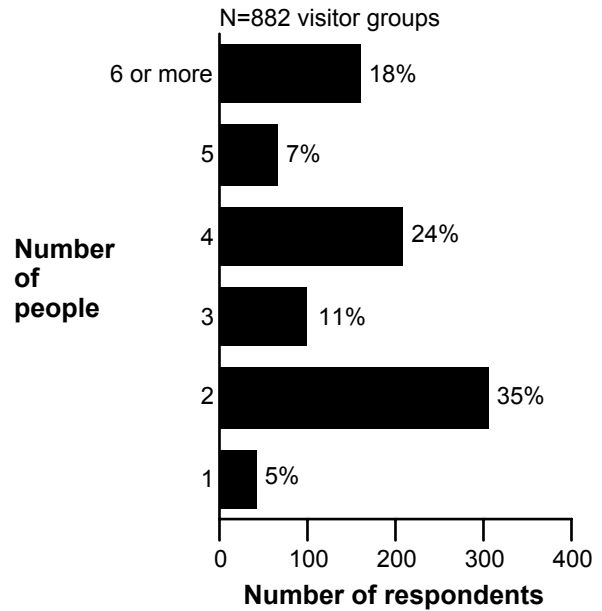


Figure 1: Visitor group size

Visitor group type

Question 15

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 71% of visitor groups were made up of family members (see Figure 2).
- 10% were with family and friends.
- 10% were alone.
- “Other” groups (1%) included:

Business associates

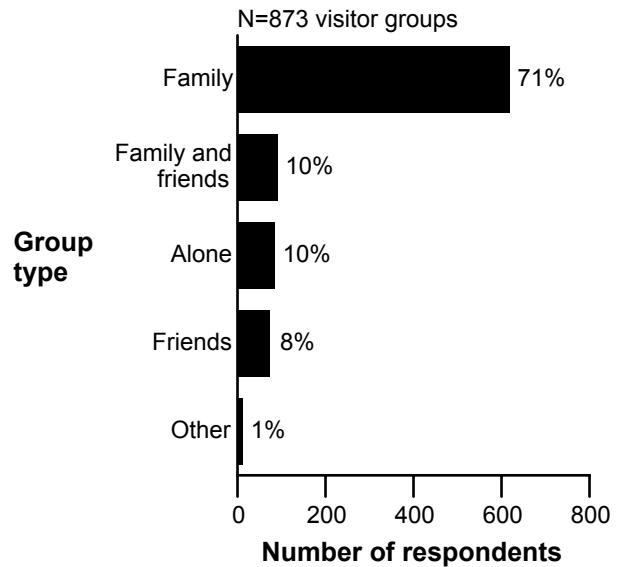


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 14a

On this visit, were you and your personal group with a commercial guided tour group?

Results

- 2% of visitor groups were traveling with a guided tour group (see Figure 3).

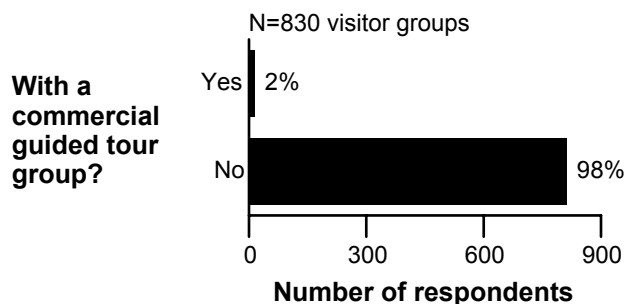


Figure 3: Visitors traveling with a commercial guided tour group

Question 14b

On this visit, were you and your personal group with a school/ educational group?

Results

- As shown in Figure 4, less than 1% of visitor groups were traveling with a school/ educational group.

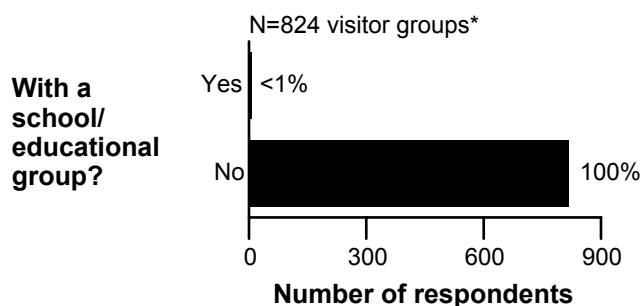


Figure 4: Visitors traveling with a school/ educational group

Question 14c

On this visit, were you and your personal group with an other organized group (business group, scout group, etc.)?

Results

- 2% of visitor groups were traveling with an other organized group (see Figure 5).

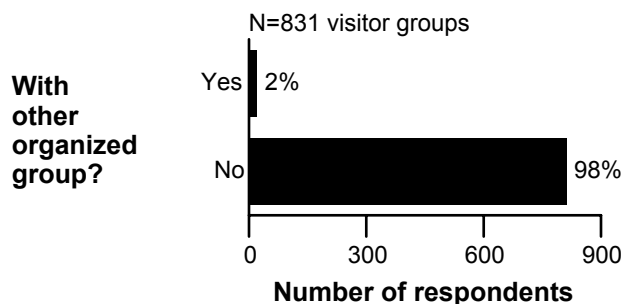


Figure 5: Visitors traveling with an other organized group (business group, scout group, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 17c

What is your U.S. zip code?

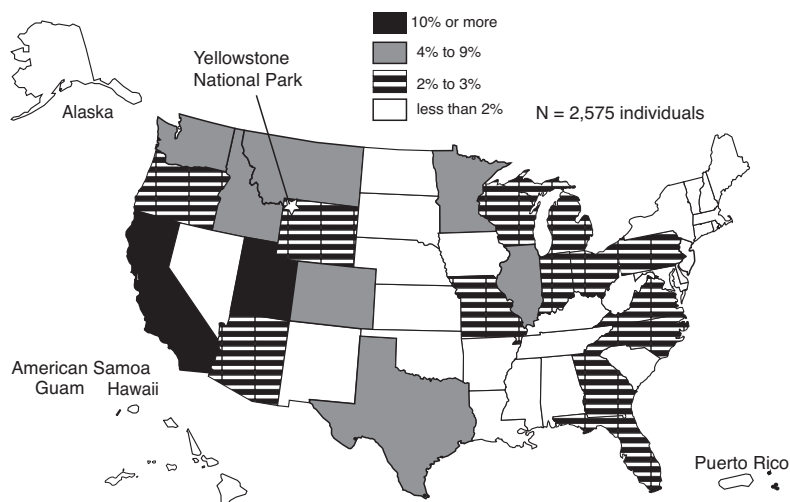
Table 4: United States visitors by state of residence*

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors comprised 90% of the survey respondents, who were from 49 states and Washington, D.C.
- 12% of visitors came from California (see Table 4 and Map 1).
- 10% came from Utah.
- Smaller proportions came from 47 other states and Washington, D.C.

State	Number of visitors	Percent of U.S. visitors N=2,575 individuals	Percent of total visitors N=2,851 individuals
California	314	12	11
Utah	267	10	9
Idaho	135	5	5
Colorado	128	5	4
Washington	128	5	4
Texas	127	5	4
Minnesota	109	4	4
Montana	107	4	4
Illinois	96	4	3
Missouri	70	3	2
Florida	69	3	2
Pennsylvania	65	3	2
Michigan	64	2	2
Wisconsin	58	2	2
Arizona	55	2	2
Wyoming	52	2	2
Oregon	51	2	2
Ohio	48	2	2
Indiana	44	2	2
Georgia	43	2	2
Virginia	43	2	2
North Carolina	41	2	1
27 other states and Washington, D.C.	461	18	16



Map 1: Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 17c

What is your country of residence?

Table 5: International visitors by country of residence *

Note: Response was limited to seven members from each visitor group.

Results

- International visitors comprised 10% of the survey respondents, who were from 22 countries.
- 25% of visitors came from Canada (see Table 5).
- 17% came from the Netherlands.
- 10% came from Germany.

Country	Number of visitors	Percent of international visitors N=276 individuals	Percent of total visitors N=2,851 individuals
Canada	70	25	2
Netherlands	47	17	2
Germany	28	10	1
United Kingdom	24	9	1
Italy	20	7	1
France	15	5	1
Switzerland	15	5	1
Austria	9	3	<1
Denmark	8	3	<1
Norway	7	3	<1
Taiwan	7	3	<1
Japan	6	2	<1
10 other countries	20	7	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in past 12 months

Question 17d

How many times have you visited the park in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 87% of visitors visited the park once in the past 12 months (see Figure 6).
- 13% visited two or more times.

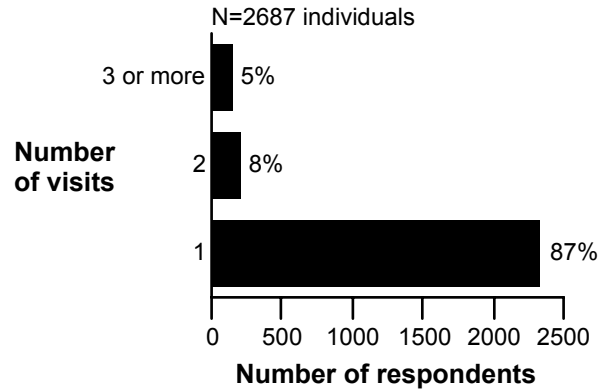


Figure 6: Number of visits to park past 12 months (including this visit)

Number of visits to the park in lifetime

Question 17e

How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 53% of visitors visited the park for the first time in their life (see Figure 7).
- 25% visited two or three times.
- 23% visited four or more times.

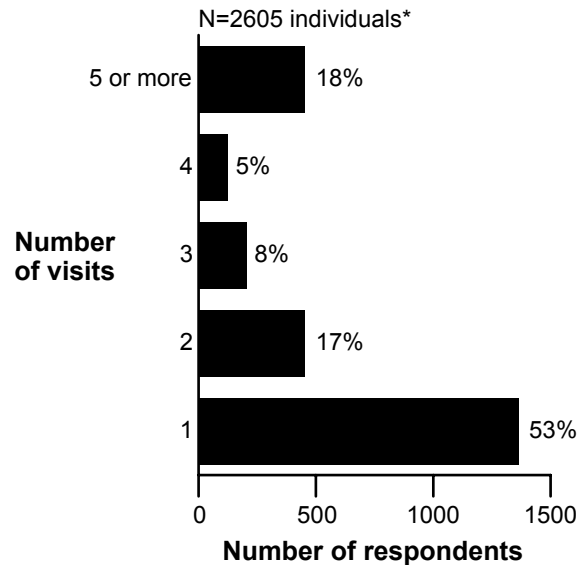


Figure 7: Number of visits to park in lifetime (including this visit)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 17b

For you and your personal group, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 88 years old.
- 51% of visitors were in the 36-65 years age group (see Figure 8).
- 25% were 15 years or younger.

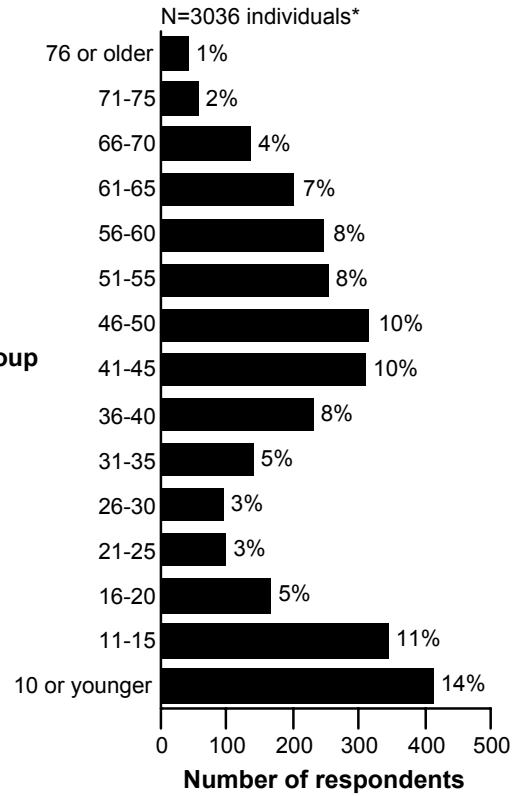


Figure 8: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Gender

Question 17a

For you and your personal group, what is your gender?

Note: Response was limited to seven members from each visitor group.

Results

- 50% of visitors were male (see Figure 9).
- 50% were female.

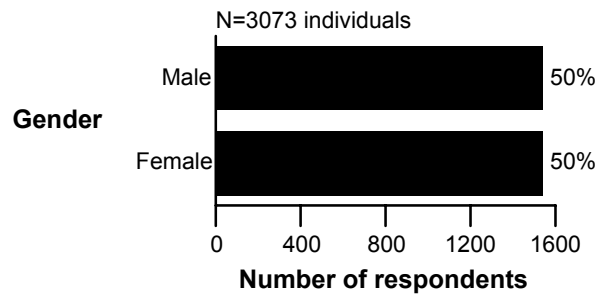


Figure 9: Gender

Respondent ethnicity

Question 21a

For you only, are you Hispanic or Latino?

Results

- 3% of respondents were Hispanic or Latino (see Figure 10).

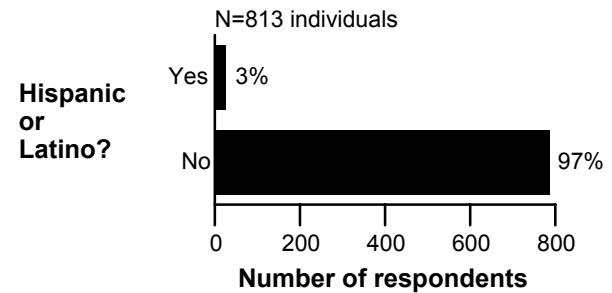


Figure 10: Respondent ethnicity

Respondent race

Question 21b

For you only, which of these categories best describes your race?

Results

- 95% of respondents were White (see Figure 11).
- 3% were Asian.

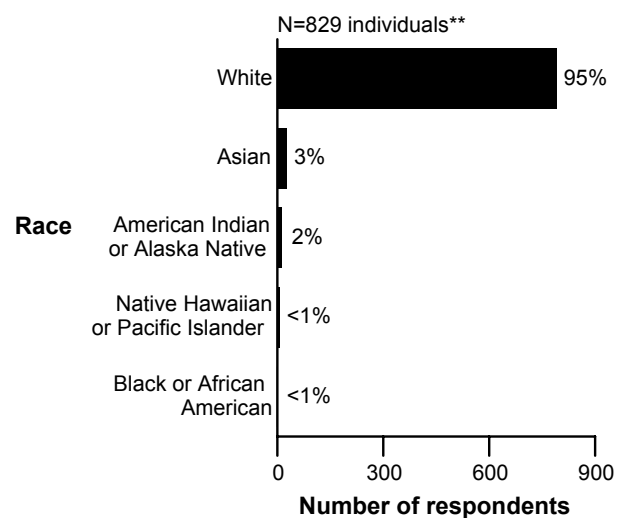


Figure 11: Respondent race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred language for speaking

Question 20a

What is the one language you and/or members of your group prefer to use for speaking? (open-ended)

Results

- Visitor groups spoke 19 languages (see Figure 12).
- 93% of visitor groups used English as their primary language for speaking.

Note: some visitor groups provided more than one language in their response.

Language

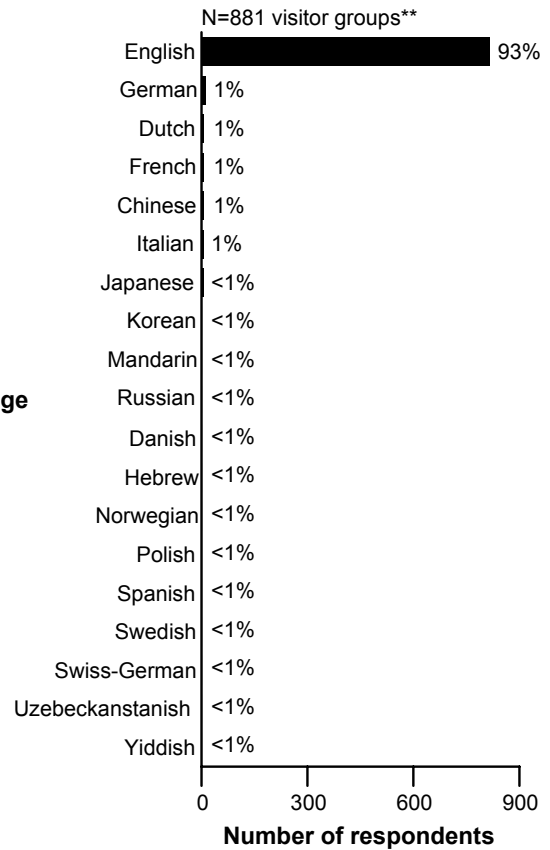


Figure 12: Preferred language to speak

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred language for reading

Question 20a

What is the one language you and/or members of your group prefer to use for reading? (open-ended)

Results

- Visitor groups preferred 14 different languages for reading (see Figure 13).
- 93% of visitor groups used English as their primary language for reading.

Note: some visitor groups provided more than one language in their response.

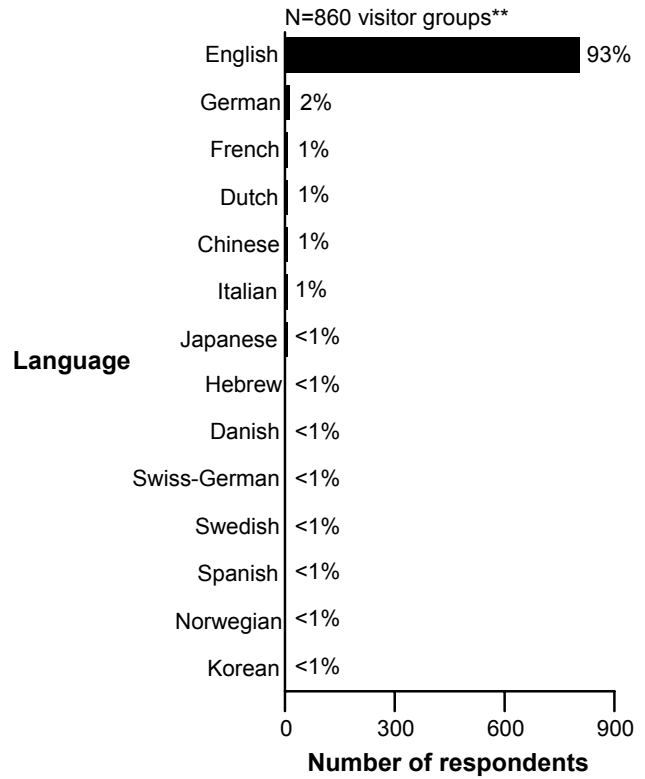


Figure 13: Preferred language to read

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services visitors would like translated into languages other than English

Question 20b

What services in the park would you like to have provided in languages other than English? (open-ended)

Results

- 22% of visitor groups would like to have services provided in languages other than English (see Figure 14).
- Park services visitor groups would like to have provided in languages other than English included:

All services
 Banking
 Bilingual rangers
 Brochures and maps
 Campground reservation system
 Directions
 Emergency
 Exhibits
 Fire precautions
 Fishing regulations
 Food/restaurant menus/services
 Gas station services
 Geothermal features information
 Gift shop services
 Guide books
 Interpretive signs
 Junior Ranger program
 Medical clinic services
 Museums
 Restrooms
 Safety rules
 Security
 Site descriptions/explanations
 Trail signs
 Visitor center services
 Warning signs
 Wildlife information
 Wildlife precautions

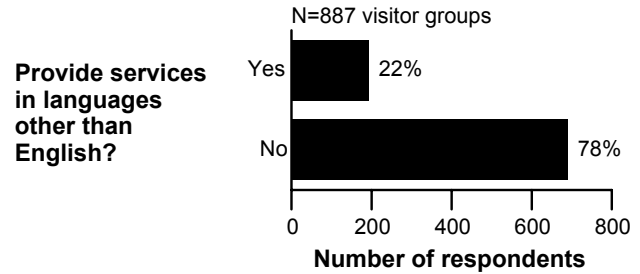


Figure 14: Visitor groups who prefer to have services provided in languages other than English

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred languages for translation of park services

Question 20c

Which services need translation? (open-ended)

Note: This question should have asked “Which language?” Some visitor groups provided languages (other than English) they would like park services translated into.

Results

- Languages (other than English) visitor groups would like services translated into included:

Braille
 Chinese
 French
 German
 Italian
 Japanese
 Korean
 Sign Language
 Spanish
 Tagalog

Highest level of education

Question 18

For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed.

Note: Response was limited to seven members from each visitor group.

Results

- 27% of visitors held a Bachelor's degree (see Figure 15).
- 26% held a graduate degree.
- 22% had some college.

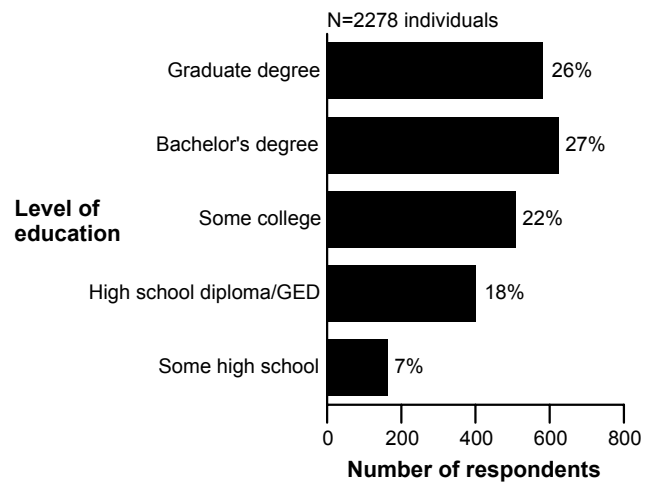


Figure 15: Highest level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Annual household income

Question 19a

Which category best represents your annual household income?

Results

- 25% of visitor groups earned \$60,001 - \$90,000 (see Figure 16).
- 22% earned \$90,001 - \$120,000.
- 19% earned \$30,001 - \$60,000.

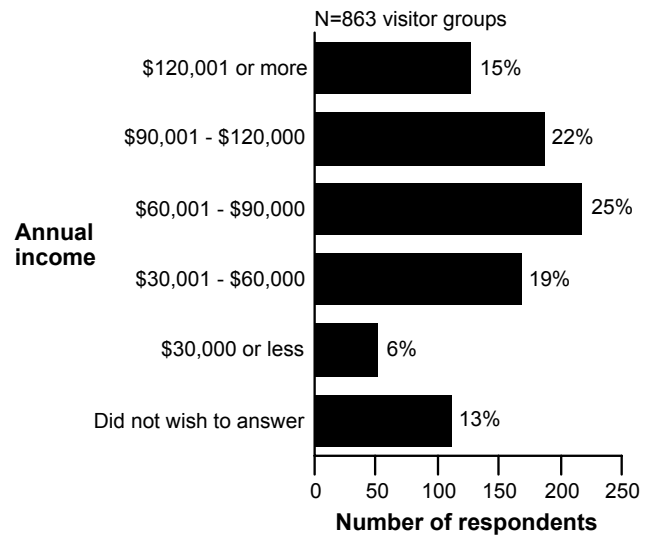


Figure 16: Annual household income

Number of people in household

Question 19b

What is the number of people in your household?

Results

- 46% of visitor groups had one or two persons in their household (see Figure 17).
- 38% had three or four persons.
- 16% had five or more persons.

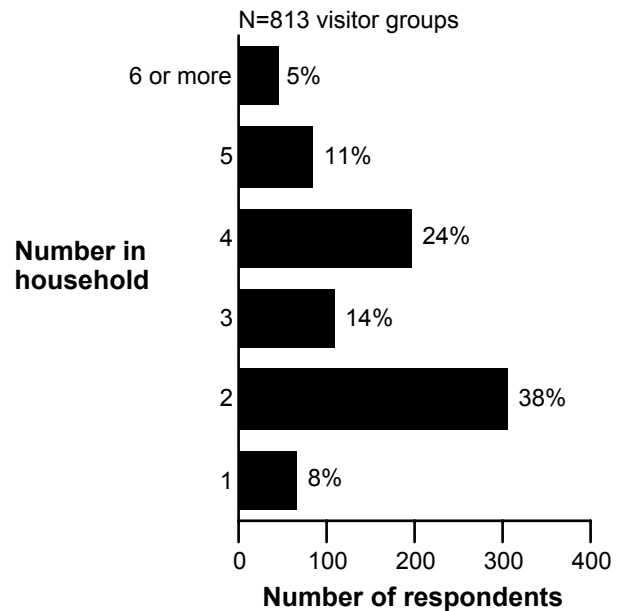


Figure 17: Number of people in household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 22a

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

Results

- 11% of visitor groups had members with disabilities/impairments that affected their park experience (see Figure 18).

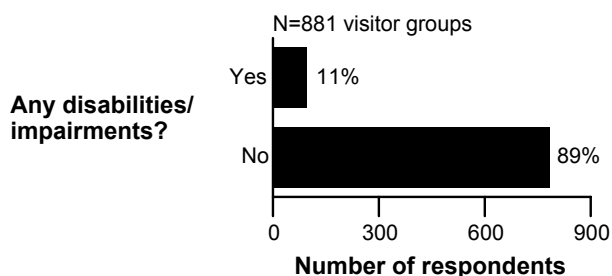


Figure 18: Visitors with disabilities/impairments

Question 22b

If YES, what kind of disability/impairment?

Results

- As shown in Figure 19, the most commonly mentioned disabilities/impairments were:
 - 77% Mobility
 - 18% Hearing
- "Other" types of disabilities/impairments (19%) included:

- Anxiety
- Asthma
- Breathing (need oxygen)
- Cancer (chemo treatment)
- Diabetic
- Down Syndrome
- Emphysema
- Frequent urination
- Heart condition
- Painful leg due to blood clot
- Peripheral neuropathy
- Throat injury

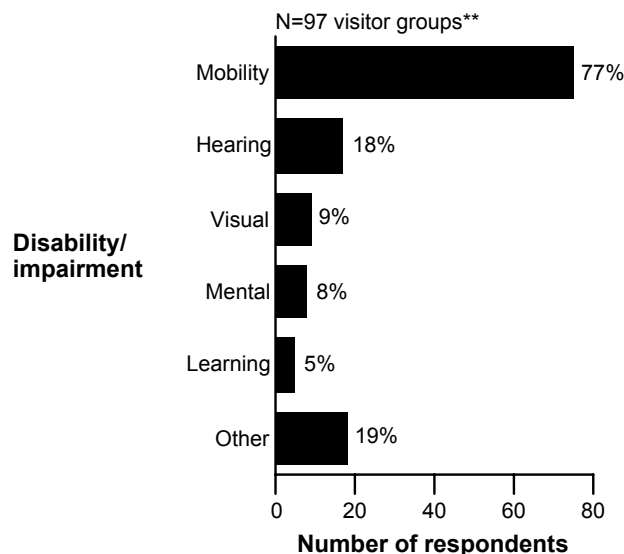


Figure 19: Type of disability/impairment

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22c

Because of the disability/impairment, did you and your group encounter any access/service problems in the park? (open-ended)

Results

- 26% of visitor groups with members who had disabilities or impairments encountered access or service problems in the park (see Figure 20).

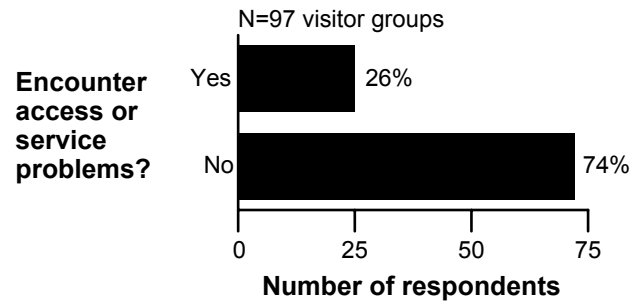


Figure 20: Visitors who encountered access/service problems due to disabilities/impairments

Question 22d

If Yes, what were the problems? (open-ended)

Results

- Problems mentioned by visitor groups (N=24) included:
 - Crowds
 - Lack of park trams/transportation to sites
 - Larger signs for restrooms
 - Limited accessibility to park sites
 - Long distances to sites
 - Need better signs indicating what is accessible to disabled persons
 - Not enough restrooms
 - Parking not close enough to sites
 - Trails need benches that are tall enough to get up from
 - Trails not wheelchair friendly
 - Unable to climb steps
 - Unable to participate in rafting trip
 - Unable to walk long distances
 - Unable to walk trails
 - Unable to visit sites that required strenuous exercise
 - Uneven pavement
 - Wheelchair ramps too steep

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your group get information about Yellowstone NP?

Results

- 9% of visitor groups did not obtain any information about the park prior to their visit (see Figure 21).

- As shown in Figure 22, of those who obtained information (91%), the most common sources of information included:

- 56% Maps/brochures
- 55% Friends/relatives/word of mouth
- 53% Previous visits
- 48% Travel guides/tour books
- 46% Park website

- “Other” sources of information (10%) included:

- Ashton Visitor Center
- Conference at Big Sky
- Elderhostel
- English course in China
- Friends of Yellowstone
- General knowledge
- Homestead AFB
- Resident of area
- School
- Shelby, MT Information Center
- Yellowstone Association
- Yellowstone-to-Yukon, Greater Yellowstone Coalition

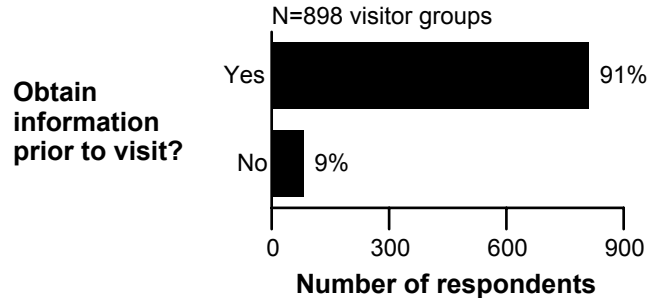


Figure 21: Visitors who obtained information about park prior to this visit

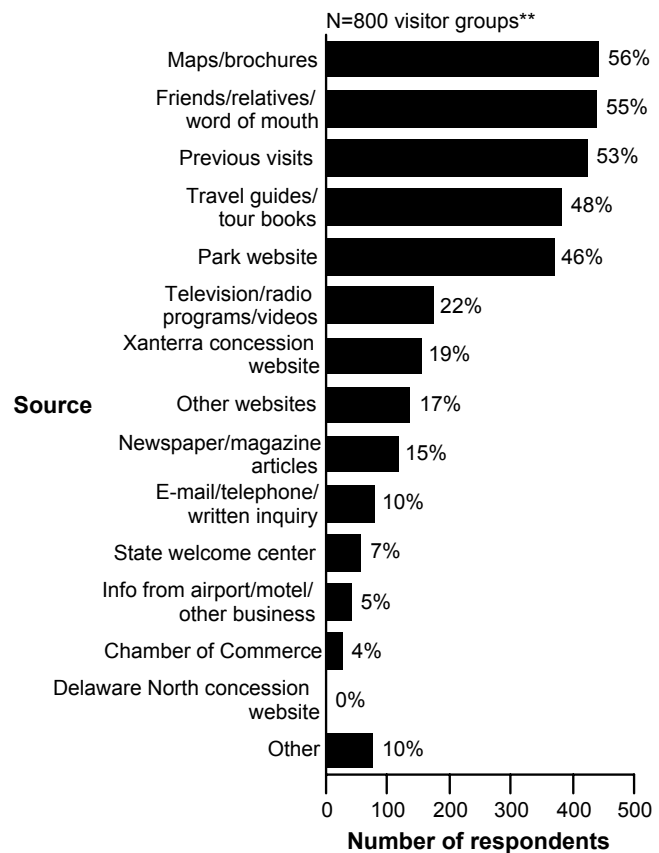


Figure 22: Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 88% of visitor groups obtained the information they needed to prepare for this trip to Yellowstone NP (see Figure 23).

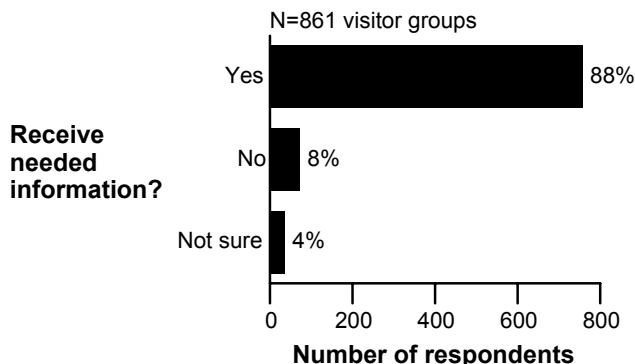


Figure 23: Visitor groups who obtained needed information prior to this visit

Question 1d

If No, what type of park information did you and your group need that was not available?

Results

- Additional information that visitor groups (N=67) needed, but was not available through these sources included:

- Audio guide to drive with including off the main, paved roads and/or more in-depth booklet of attractions
- Better maps in Guide book (Moon Handbook) and on website
- Camping/campsite information
- Cell phone and internet access
- Clear bear prevention information similar to Glacier's comprehensive bear section
- Correct and up-to-date information
- Cost and availability/selection of food
- Cost and availability of lodging in the park
- Detailed maps available on the internet
- Disabled access/wheelchair accessibility information – had difficulty locating it on website
- Fishing information, rules & regulations, float tube permits
- Hiking - specific information such as degree of difficulty, distances, description, features, and locations
- Hours of operation of park services/programs
- Kayak and canoe rental accessibility for disabled

Additional information needed (continued)

- Lighted road signs
- List of potential dangers in the park
- Local FM transmitter providing information on features, history
- Location and best time to see certain animals – current information is vague and covered large area
- Lodging reservation phone numbers on website
- Mileage and average length of travel time
- Opening/closing time for park entrances
- Places to eat
- Price of showers
- Recommendations/list of lodging accommodation outside of park since none were available in park
- Road/travel conditions
- Road opening/closing information
- Road signs in park that correspond to park map
- Schedule of programs/daily events
- Specific information about all park attractions
- Specific map/route planner for drivers
- Suggestions for itinerary/route with descriptions of exhibits
- Suggestions for activities for young children
- Timing of geyser eruptions
- Website is not complete
- Where specific things were – it would help if it was on the map (like Bear World)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sources of information to use in planning a future visit

Question 1b

Prior to a future visit, how would you and your group prefer to obtain information about Yellowstone NP?

Results

- As shown in Figure 24, the most preferred sources of information to use in planning a future visit included:

- 70% Park website
- 56% Previous visits
- 54% Maps/brochures
- 49% Travel guides/tour books/publications

- “Other” sources of information (4%) included:

- Local library
- Tour operator
- Yellowstone Association

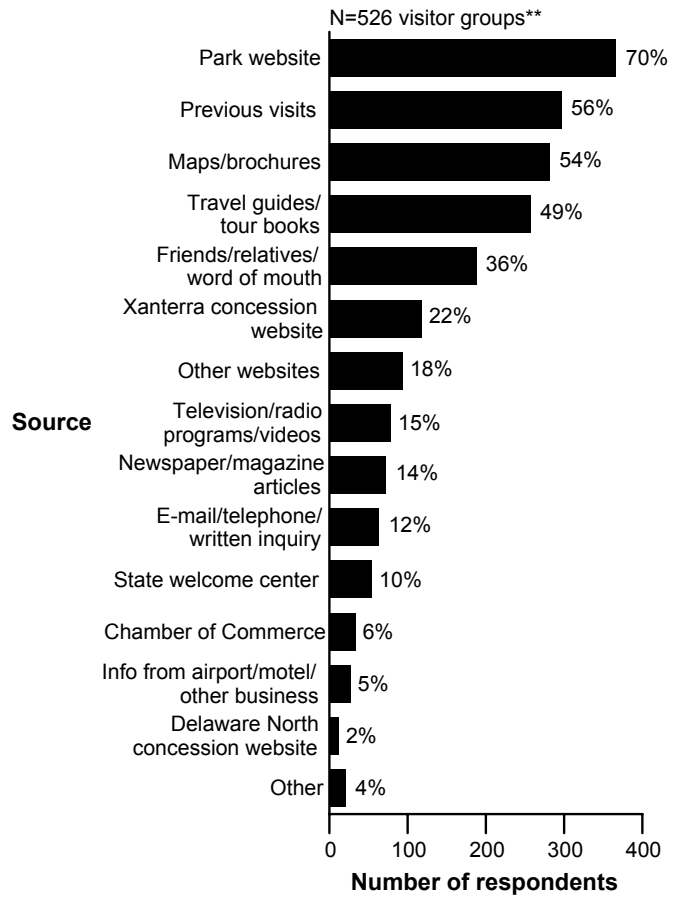


Figure 24: Preferred sources of information to use in planning a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visit to Yellowstone NP area

Question 2

On this trip, what was the primary reason that you and your group visited the Yellowstone NP area (within 150 miles)?

Results

- 6% of visitor groups were residents of the local area (see Figure 25).
- As shown in Figure 26 most common primary reasons for visiting the Yellowstone NP area were:

- 60% Visit Yellowstone NP
- 7% Watch wildlife
- 7% Visit friends/relatives in the area

- “Other” primary reasons (8%) for visiting included:

- Celebrate anniversary
- Conference
- Family reunion
- Passing through to another destination
- Romance
- Scout exchange
- Sentimental visit to take family portrait
- Sightseeing in the area
- Spiritual enlightenment
- Study volcanic geology
- Teton Music Festival
- Vacation
- Wedding reception

NOTE: 165 visitor groups disregarded the directions for this question and provided more than one reason for visiting; their responses are not included here.

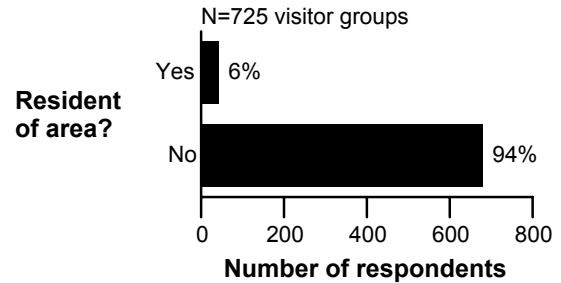


Figure 25: Resident of the Yellowstone NP area (within 150 miles)

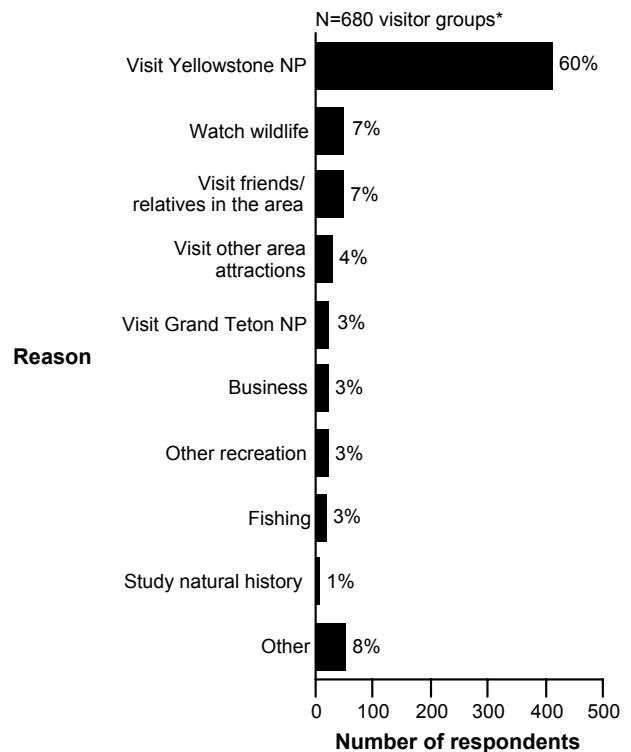


Figure 26: Primary reason for visiting the Yellowstone NP area (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 3a

On this visit, were the signs directing you and your group to Yellowstone NP adequate?

Signs on interstates

Results

- 88% of visitor groups reported directional signs on interstates were adequate (see Figure 27).

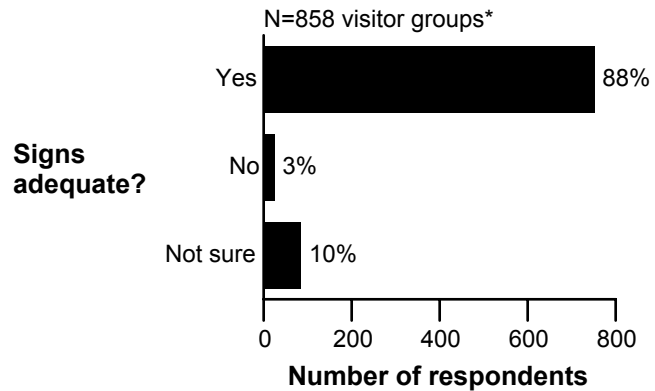


Figure 27: Adequacy of directional signs on interstates

Signs on state highways

Results

- 93% of visitor groups reported directional signs on state highways were adequate (see Figure 28).

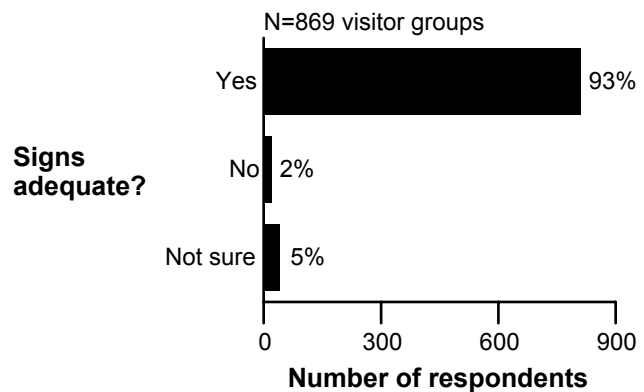


Figure 28: Adequacy of directional signs on state highways

National Park Service signs in developed areas of the park, such as Old Faithful, Tower, Lake, etc.

Results

- 93% of visitor groups reported directional signs in developed areas of the park were adequate (see Figure 29).

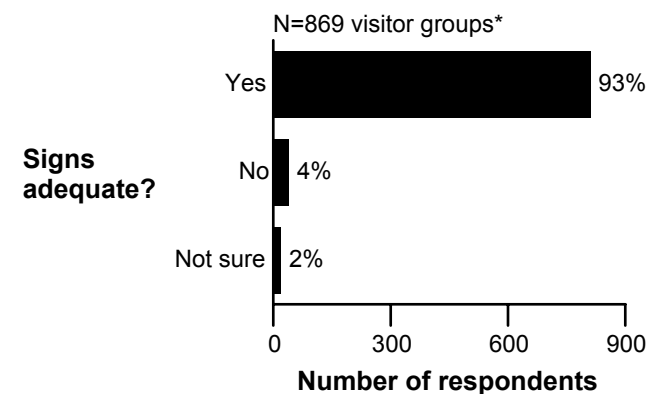


Figure 29: Adequacy of National Park Service directional signs in developed areas of the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 7a

On this trip, did you and your group stay overnight away from home within 150 miles of Yellowstone NP?

Results

- 87% of visitor groups stayed overnight away from home within 150 miles of Yellowstone NP (see Figure 30).

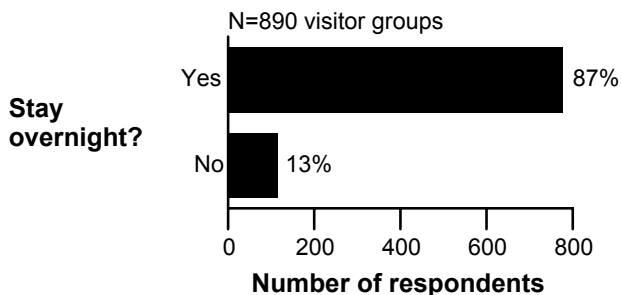


Figure 30: Overnight stay away from home within 150 miles of Yellowstone NP

Question 7b

Please list the number of nights you and your group stayed in Yellowstone NP.

Results

- 42% of visitor groups spent two or three nights in Yellowstone NP (see Figure 31).
- 38% spent four or more nights.
- 20% spent one night.

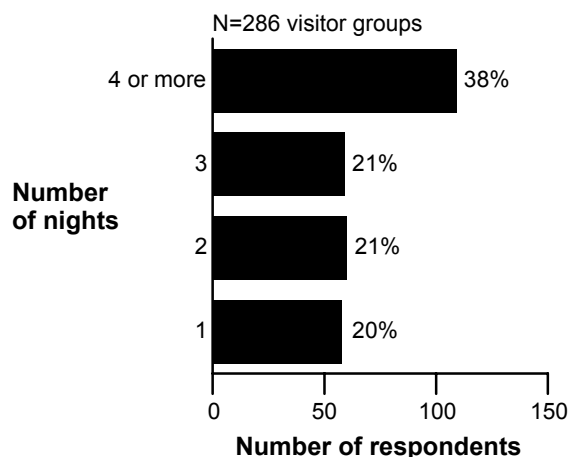


Figure 31: Number of nights in Yellowstone NP

Question 7b

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

Results

- 47% of visitor groups spent four or more nights in the Yellowstone NP area (see Figure 32).
- 39% spent two or three nights.
- 15% spent one night.

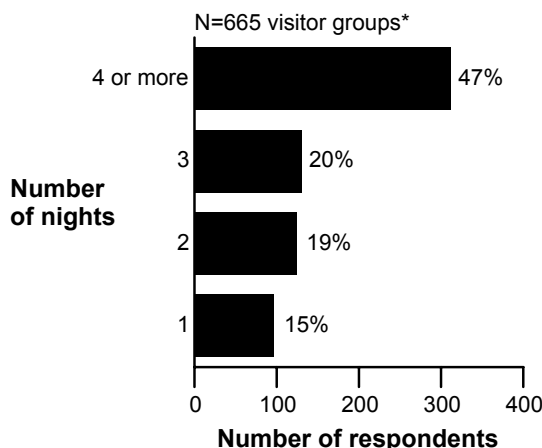


Figure 32: Number of nights in the Yellowstone NP area (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7c

In what type of lodging did you and your group spend the night inside the park?

Results

- 69% of visitor groups stayed in lodges, motels, cabins, bed & breakfasts, etc. (see Figure 33).
- 37% camped in a developed campground.
- “Other” types of lodging (4%) included:
 - Car
 - RV/motor home

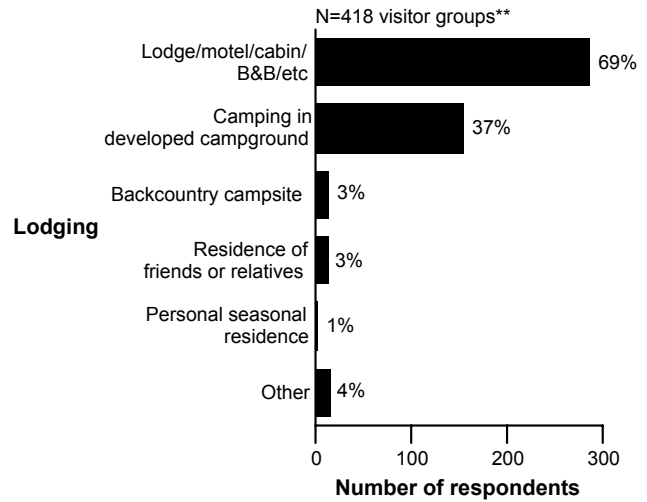


Figure 33: Type of lodging visitor groups used inside the park

Question 7d

In what type of lodging did you and your group spend the night outside the park in the surrounding area (within 150 miles of the park)?

Results

- 70% of visitor groups stayed in lodges, motels, cabins, bed & breakfasts, etc. (see Figure 34).
- 22% camped in a tent in a campground.
- “Other” types of lodging (12%) included:
 - Guest ranch
 - Rest area
 - RV/motor home
 - Timeshare

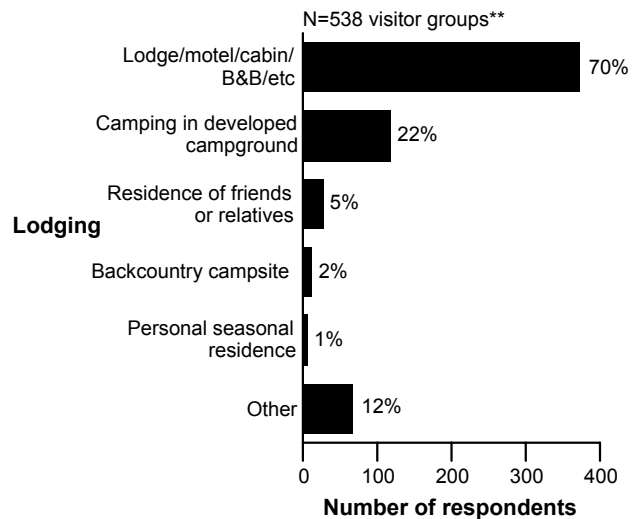


Figure 34: Type of lodging visitor groups used outside the park in the surrounding area (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Type of lodging within the park

Question 7c

If you stayed inside the park, in what type of lodging did you stay? (open-ended)

Results

- 18% of visitor groups (N=160) gave valid responses to this question.
- Table 6 lists types of lodging visitor groups used.

Table 6: Types of lodging used in the park

N=160 comments;

some visitor groups listed more than one type of lodging.

Type of lodging	Number of times mentioned
Cabin	61
Lodge	49
Hotel	27
Motel	23

Location of lodging within the park

Question 7c

If you stayed inside the park, in what location did you stay? (open-ended)

Results

- 13% of visitor groups (N=113) gave valid responses to this question.
- Table 7 lists locations where visitor groups stayed in the park.

Table 7: Location of lodging used in the park

N=113 comments;

some visitor groups listed more than one location.

Location of lodging	Number of times mentioned
Old Faithful	35
Lake Village	20
Canyon Village	19
West Yellowstone	14
Mammoth Hot Springs	12
Grant Village	9
Tower-Roosevelt	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night before arrival at Yellowstone NP

Question 8a

Where did you and your group stay on the night prior to visiting Yellowstone NP? (open-ended)

Results

- As shown in Table 8, the towns/cities where most trips began were:

12% Jackson Hole, WY
10% West Yellowstone, MT
7% Cody, WY
6% Grand Teton NP, WY

Table 8: Places stayed on night before arrival at Yellowstone NP
N=857 places

City/Town and State	Number of times mentioned
Jackson Hole, WY	106
West Yellowstone, MT	85
Cody, WY	56
Grand Teton NP, WY	48
Bozeman, MT	34
Big Sky, MT	27
Salt Lake City, UT	26
Idaho Falls, ID	25
Billings, MT	23
Island Park, ID	21
Livingston, MT	17
Gardiner, MT	15
Missoula, MT	14
Rexburg, ID	14
Butte, MT	13
Great Falls, MT	11
Helena, MT	11
Glacier NP, MT	9
Pocatello, ID	9
Buffalo, WY	8
Sheridan, WY	8
Boise, ID	7
Ogden, UT	7
Twin Falls, ID	6
Cooke City, MT	5
Driggs, ID	5
Pinedale, WY	5
Rapid City, SD	5
Coeur d'Alene, ID	4
Denver, CO	4
Flagg Ranch, WY	4
Gillette, WY	4
Lander, WY	4
Moran Junction, WY	4
Rawlins, WY	4
Rock Springs, WY	4
St. Anthony, ID	4
Three Forks, MT	4
Belgrade, MT	3
Chico Hot Springs, MT	3
Dillon, MT	3
Dubois, WY	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 8: Places stayed on the night before arrival at
Yellowstone NP (continued)**

City/Town and State	Number of times mentioned
Ennis, MT	3
Evanston, WY	3
Logan, UT	3
Montpelier, ID	3
Riverton, WY	3
Thayne, WY	3
Ashton, ID	2
Badlands NP, SD	2
Casper, WY	2
Cheyenne, WY	2
Colorado Springs, CO	2
Elko, NV	2
Estes Park, CO	2
Green River, WY	2
Hardin, MT	2
Kellogg, ID	2
Keystone, SD	2
Lava Hot Springs, ID	2
Pray, MT	2
Provo, UT	2
Red Lodge, MT	2
Shoshone NF, WY	2
Silver Gate, MT	2
Spokane, WA	2
Thermopolis, WY	2
Tremonton, UT	2
Unknown, MT	2
Victor, ID	2
Virginia City, MT	2
Other locations	121

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night after departure from Yellowstone NP

Question 8b

Where did you and your group stay on the night after leaving Yellowstone NP? (open-ended)

Results

- As shown in Table 9, the towns/cities that visitor groups departed for were:

11% Jackson Hole, WY
8% Cody, WY
5% West Yellowstone, MT
4% Bozeman, MT
4% Salt Lake City, UT

Table 9: Places stayed on night after departure from Yellowstone NP

N=839 places

City/Town and State	Number of times mentioned
Jackson Hole, WY	96
Cody, WY	66
West Yellowstone, MT	39
Bozeman, MT	35
Salt Lake City, UT	33
Billings, MT	28
Grand Teton NP, WY	28
Big Sky, MT	22
Idaho Falls, ID	21
Island Park, ID	19
Missoula, MT	16
Gardiner, MT	14
Livingston, MT	13
Pocatello, ID	12
Red Lodge, MT	11
Butte, MT	10
Gillette, WY	9
Ogden, UT	9
Buffalo, WY	8
Rapid City, SD	8
Boise, ID	7
Cooke City, MT	7
Helena, MT	7
Casper, WY	6
Elko, NV	6
Ennis, MT	6
Great Falls, MT	6
Rexburg, ID	6
Twin Falls, ID	6
Cheyenne, WY	5
Coeur d'Alene, ID	5
Colter Bay, WY	5
Driggs, ID	5
Glacier NP, MT	5
Sheridan, WY	5
Custer, SD	4
Denver, CO	4
Devil's Tower, WY	4
Flagg Ranch, WY	4
Powell, WY	4
Spokane, WA	4
Thermopolis, WY	4
Victor, ID	4
Belgrade, MT	3
Bismarck, ND	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 9: Places stayed on the night after departure from
Yellowstone NP (continued)**

City/Town and State	Number of times mentioned
Dillon, MT	3
Dubois, WY	3
Evanston, WY	3
Hardin, MT	3
Moran Junction, WY	3
Orem, UT	3
Rawlins, WY	3
Whitefish, MT	3
Alpine, WY	2
Arco, ID	2
Big Fork, MT	2
Big Horn Mountains, WY	2
Brigham City, UT	2
Churchill, MT	2
Colorado Springs, CO	2
Fort Collins, CO	2
Green River, WY	2
Greybull, WY	2
Jackpot, NV	2
Lander, WY	2
Laramie, WY	2
Laurel, MT	2
Lincoln, NE	2
Miles City, MT	2
Mount Rushmore, SD	2
Pahaska Teepee, WY	2
Provo, UT	2
Sandy, UT	2
Seattle, WA	2
Silver Gate, MT	2
Sioux Falls, SD	2
Spearfish, SD	2
St. Anthony, ID	2
Wapiti, WY	2
West Glacier, MT	2
Wheatland, WY	2
White Sulphur Springs, MT	2
Wilson, WY	2
Winnemucca, NV	2
Wolf Creek, MT	2
Other locations	129

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of entries into the park

Question 4a

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

Results

- 31% of visitor groups entered the park once (see Figure 35).
- 26% entered the park twice.
- 42% entered the park three or more times.

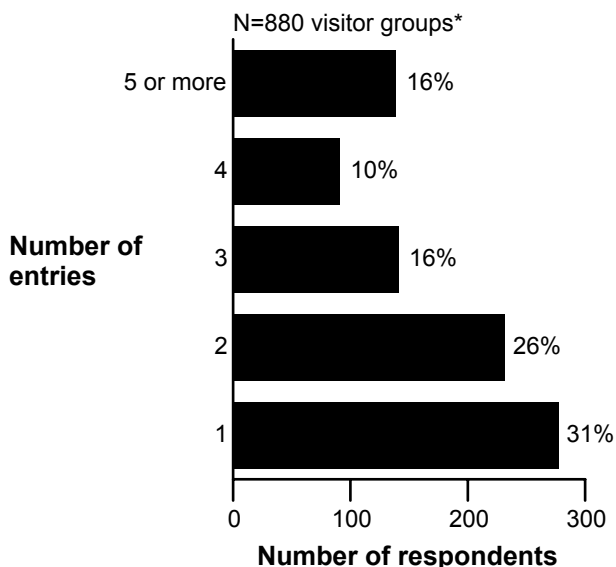


Figure 35: Number of entries into the park

Park entrances used

Question 4b

Which entrances did you and your group use to enter the park?

Results

- As shown in Figure 36, the most commonly used entrances were:
 62% West Yellowstone
 43% South entrance (Flagg Ranch)
 30% North entrance (Gardiner)

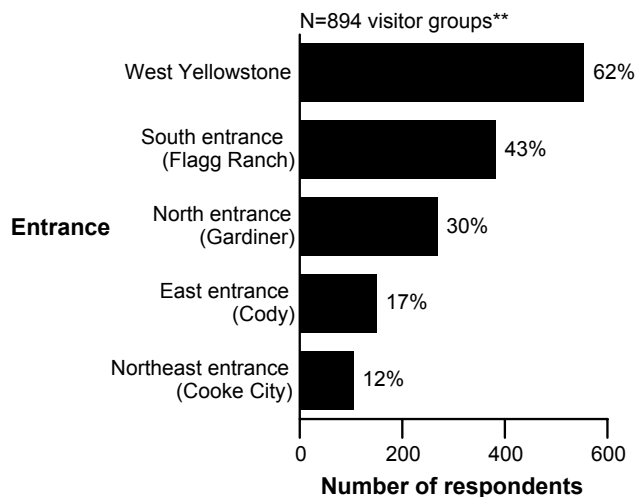


Figure 36: Park entrances used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles used to enter the park

Question 16b

On this visit, how many vehicles did you and your group use to enter the park?

Results

- 83% of visitor groups used one vehicle to enter the park (see Figure 37).
- 17% used two or more vehicles.

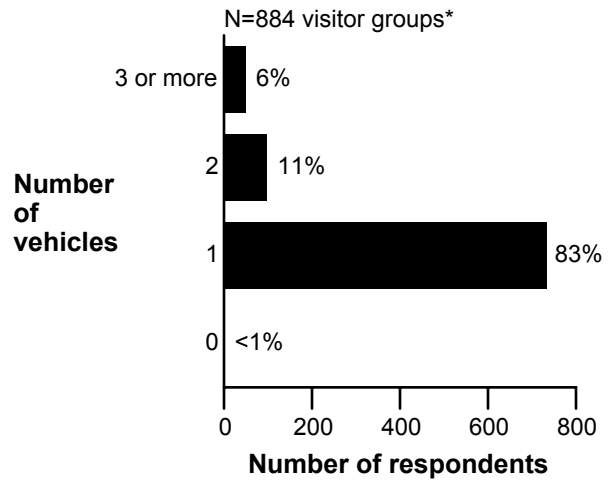


Figure 37: Number of vehicles used to enter the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Total length of visit

Question 6b

On this visit, how long did you and your group spend at Yellowstone NP?

Number of hours, if less than 24 hours

Results

- 49% of all visitor groups (N=338) spent less than 24 hours at the park.
- 66% of visitor groups who stayed less than 24 hours spent seven or more hours at the park (see Figure 38).
- 28% spent three to six hours.
- The average length of stay among visitor groups who stayed less than 24 hours was 9.8 hours.

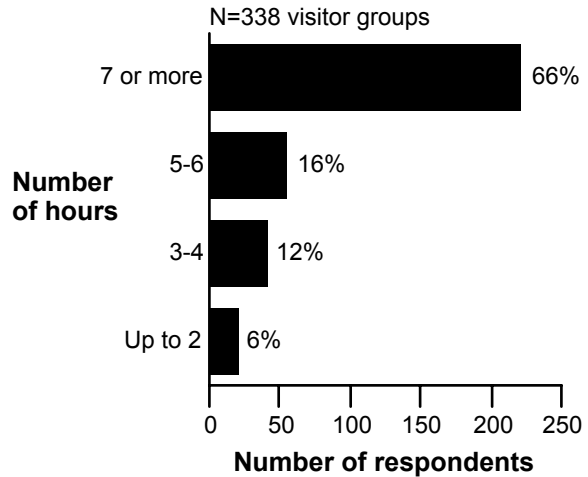


Figure 38: Number of hours visiting the park

Question 6c

On this visit, how long did you and your group spend at Yellowstone NP?

Number of days, if 24 hours or more

Results

- 51% of all visitor groups (N=347) spent 24 hours or more at the park.
- 70% of visitor groups who stayed 24 hours or more spent two to four days at the park (see Figure 39).
- 27% spent five or more days.
- The average length of stay among visitor groups who spent 24 hours or more was 3.9 days.

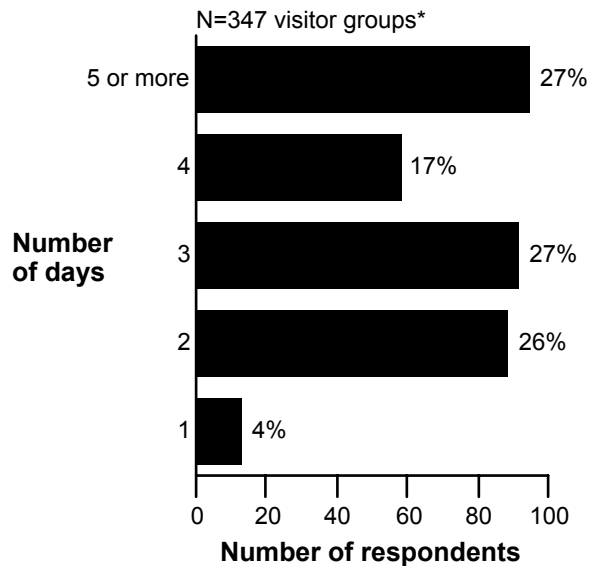


Figure 39: Number of days visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 6a

For this trip, please indicate the park locations that you and your group visited in Yellowstone NP.

Results

- As shown in Figure 40, the most commonly visited sites were:

90% Old Faithful
 69% Mammoth Hot Springs
 64% Canyon Village

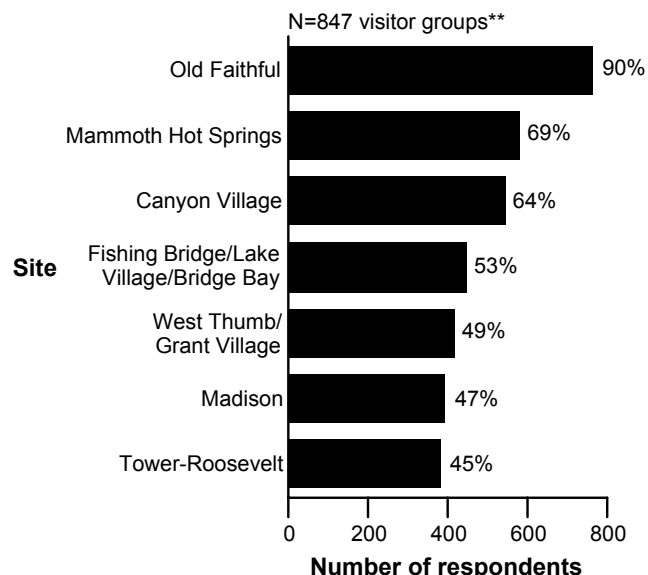


Figure 40: Sites visited

Length of stay at selected park sites (hours spent – if less than 24 hours)

Question 6b

Please list the amount of time you spent at each location (hours spent - if less than 24 hours).

Results

- The length of stay (hours spent - if less than 24 hours) at selected park sites is shown Table 10.

Table 10: Length of stay at selected park sites (hours spent – if less than 24 hours) *

N=number of visitor groups who visited each site; percentages may not equal 100 due to rounding.

Site	N	Mean	Percentage %			
			Less than 1 hour	1 – 2 hours	3 – 4 hours	5 or more hours
Mammoth Hot Springs	444	3	2	64	23	11
Madison	290	2	9	75	10	7
Old Faithful	585	3	1	51	30	18
West Thumb/Grant Village	320	2	5	72	15	8
Fishing Bridge/Lake Village/ Bridge Bay	317	2	5	73	13	9
Tower-Roosevelt	307	2	5	71	18	7
Canyon Village	397	3	3	59	22	16

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay at selected park sites (days spent – if 24 hours or more)

Question 6c

Please list the amount of time you spent at each location (days spent - if 24 hours or more).

Results

- The length of stay (days spent – if 24 hours or more) at selected park sites is shown Table 11.

Table 11: Length of stay at selected park sites (days spent - if 24 hours or more) *

N=number of visitor groups who visited each site;
percentages may not equal 100 due to rounding.

Site	N	Mean	Percentage %			
			1 day	2 days	3 days	4 or more days
Mammoth Hot Springs	36	3	42	25	11	22
Madison CAUTION!	27	3	22	41	11	26
Old Faithful	53	2	30	40	23	8
West Thumb/Grant Village	35	3	31	26	20	23
Fishing Bridge/Lake Village/ Bridge Bay	58	3	24	31	16	29
Tower-Roosevelt CAUTION!	23	2	35	17	30	17
Canyon Village	52	2	35	33	13	19

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors who were able to visit planned locations in the park

Question 6d

Were you and your group able to visit all of the locations in Yellowstone NP that you planned to?

Results

- 68% of visitor groups were able to visit all of the locations in Yellowstone NP that they planned (see Figure 41).

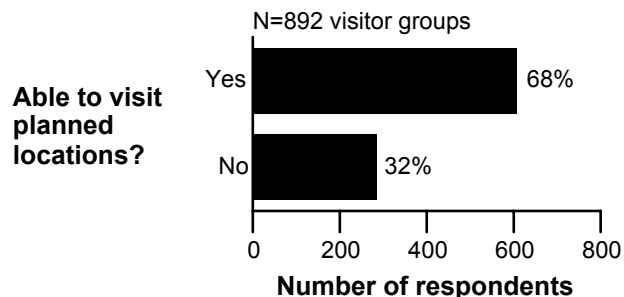


Figure 41: Visitors who were able to visit planned locations in the park

Question 6e

If No, why not?

Results

- Table 12 lists visitor groups' reasons for not being able to visit all of the locations in Yellowstone NP that they planned.

Table 12: Reasons visitors were unable to visit planned locations in the park

N=318 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Not enough time	158
On a fixed schedule	35
Long driving distances	18
Time constraints	16
Too much to see	11
Traffic	11
Weather	10
Too tired	7
No lodging available in park	4
Vehicle repairs	4
Poor signage	3
Trail closed	3
Animals on road	2
Campground was full	2
Daylight constraints	2
Illness	2
Roads too small for RV	2
Tired of driving/riding in vehicle	2
Too crowded	2
Traveling with pet	2
Traveling with small children	2
Whining children	2
Other comments	18

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 6f

What locations were you and your group unable to visit?

Results

- Table 13 lists the locations that visitor groups were unable to visit.

Table 13: Locations visitors were unable to visit in the park

N=355 comments;

some visitor groups made more than one comment.

Location	Number of times mentioned
Mammoth Hot Springs	47
Tower-Roosevelt	29
Fishing Bridge	22
Geyser Basin	19
Old Faithful	17
Lake Village	16
Madison	14
Northeast Entrance area	14
East Entrance area	13
West Thumb	13
Canyon Village	12
Hiking trails	12
Northern Loop	11
Yellowstone Lake	11
Most of park	10
Upper and Lower Falls	9
Grand Canyon of the Yellowstone	7
Lamar Valley	6
Norris	6
North Entrance area	6
Southern Loop	6
South Entrance area	5
West Entrance area	5
Day hiking	4
Artists Point	3
Backcountry areas	3
Mud Pots	3
Paint Pots	3
Bridge Bay	2
Fire hole	2
Grand Prismatic Spring	2
Grant Village	2
Hayden Valley	2
Lodges (Old Faithful Lodge/Roosevelt Lodge)	2
Petrified Tree	2
Slough Creek	2
Other locations	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities inside the park

Question 5a

On this visit, what activities did you and your group participate in within Yellowstone NP?

Results

- As shown in Figure 42, the most common activities inside the park were:

- 96% Sightseeing/taking a scenic drive
- 86% Viewing wildlife/birdwatching
- 76% Boardwalk/Geysers Basin
- 69% Shopping in park stores

- “Other” activities (13%) included:

- Boating
- Bicycling
- Bus tours
- Camping outside park
- Education/research
- Family reunion
- Fishing/fly fishing
- Horseback riding
- Horse pack trip into backcountry
- Obtain backcountry permit
- Passing through to another destination
- Relaxation
- Scouting trip for future backpacking and camping trip
- Swimming
- Vacation
- Visiting friends/relatives
- Wagon ride
- Wedding reception
- Work

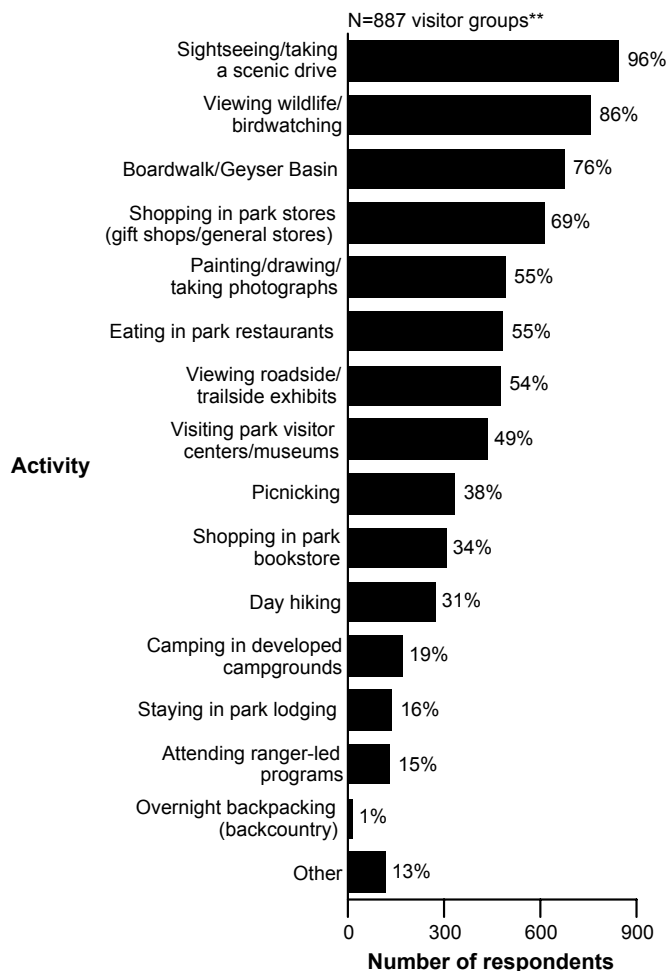


Figure 42: Activities inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary activity that was reason for visiting park

Question 5b

Which one of the above activities was the primary reason you and your group visited Yellowstone NP on this visit?

Results

- As shown in Figure 43, the most common activities that were primary reasons for visiting the park were:

- 59% Sightseeing/taking a scenic drive
- 16% Viewing wildlife/birdwatching
- 9% Boardwalk/Geysers Basin

- “Other” activities (7%) included:

- Boating
- Bicycling
- Bus tours
- Camping outside park
- Education/research
- Family reunion
- Fishing/fly fishing
- Horseback riding
- Horse pack trip into backcountry
- Obtain backcountry permit
- Passing through to another destination
- Relaxation
- Scouting trip for future backpacking and camping trip
- Swimming
- Vacation
- Visiting friends/relatives
- Wagon ride
- Wedding reception
- Work

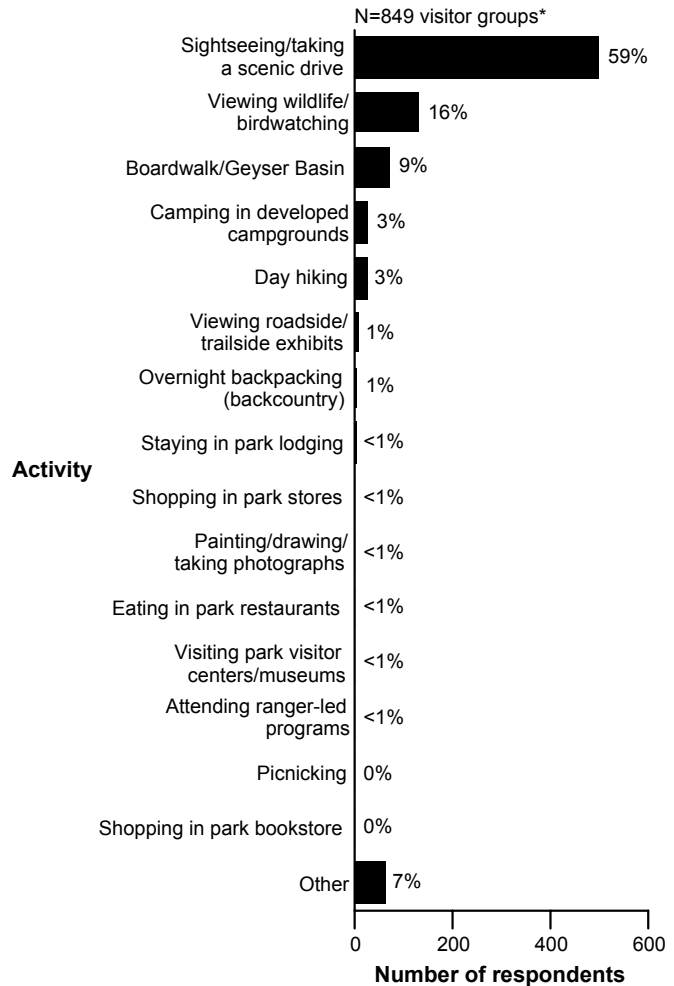


Figure 43: Primary activity that was reason for visiting park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park visitor centers/museums visited

Question 5a

On this visit, did you visit park visitor centers/museums?

Results

- 49% of visitor groups visited park visitor centers/museums on this visit (see Figure 44).

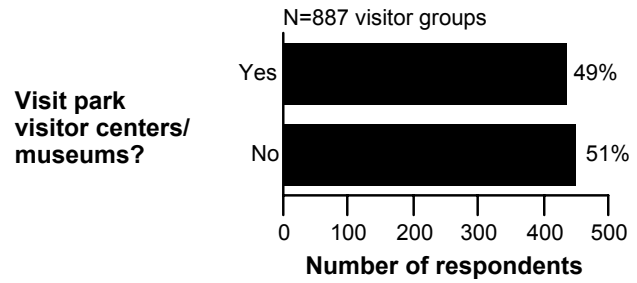


Figure 44: Visitors who visited park visitor centers/museums

Question 5a

If Yes, how many park visitor centers/museums did you visit?

Results

- 36% of visitor groups visited two park visitor centers/museums on this visit (see Figure 45).
- 34% visited three or more.
- 30% visited one.

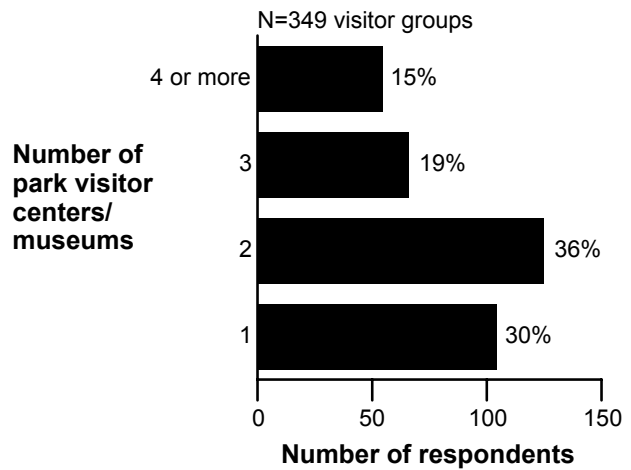


Figure 45: Number of park visitor centers/museums visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Commercial Services

Difficulty locating commercial services

Question 3b

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

Results

- 93% of visitor groups did not have difficulty locating commercial services in the park (see Figure 46).

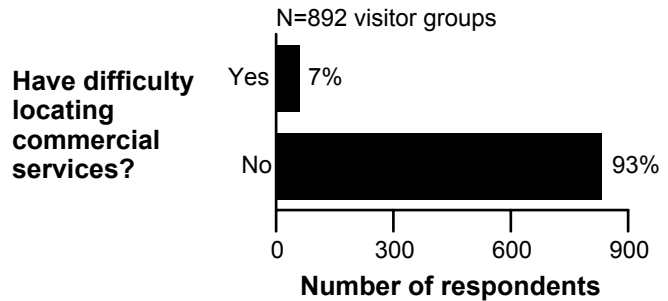


Figure 46: Difficulty locating commercial services in the park

Question 3c

If Yes, which of the following reasons contributed to the problem?

Results

- As shown in Figure 47, of those who had difficulty locating commercial services in the park (7%), the most common reasons reported by visitor groups were:

- 48% Signs
- 25% Traffic circulation
- 21% Service was closed

- “Other” reasons (48%) included:

- People walking across road
- Park brochure/map didn’t show all gas stations
- Incorrect information on map
- Incorrect information from visitor center
- Hours of operation not adequately posted

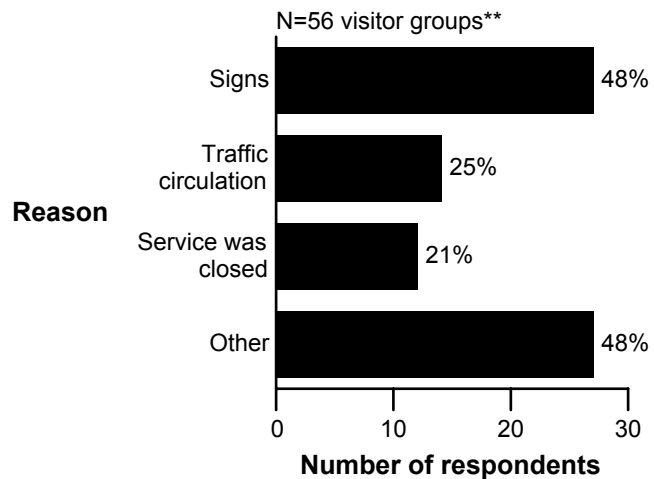


Figure 47: Reasons for having difficulty finding commercial services in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Old Faithful Inn

Question 11a
 On this visit did you and your group visit the Old Faithful Inn?

Results

- 56% of visitor groups visited the Old Faithful Inn on this visit (see Figure 48).

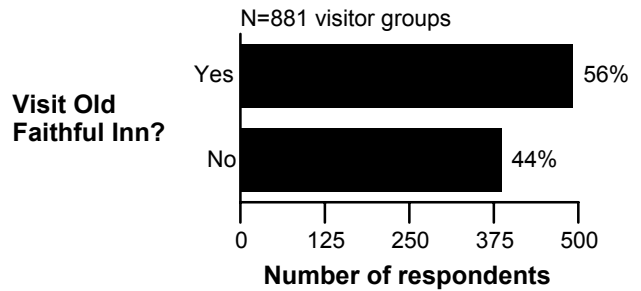


Figure 48: Visitors who visited the Old Faithful Inn

Question 11b
 On this visit did you and your group stay overnight at the Old Faithful Inn

Results

- 96% of visitor groups did not stay overnight at the Old Faithful Inn on this visit (see Figure 49).

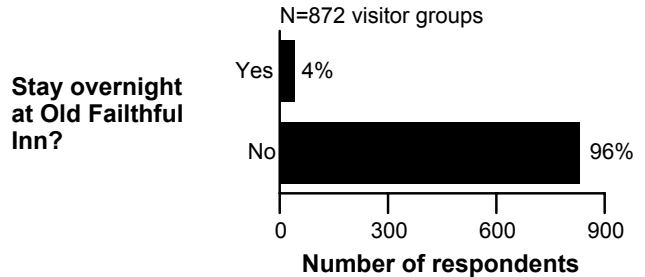


Figure 49: Visitors who stayed overnight at Old Faithful Inn

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Commercial services used on this visit

Question 9a

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

Results

- As shown in Figure 50, the most common commercial services used included:
 - 76% Purchase gifts/souvenirs
 - 76% Restaurants/food service
 - 47% Purchase gas
- The least used commercial service was:
 - 1% Medical services

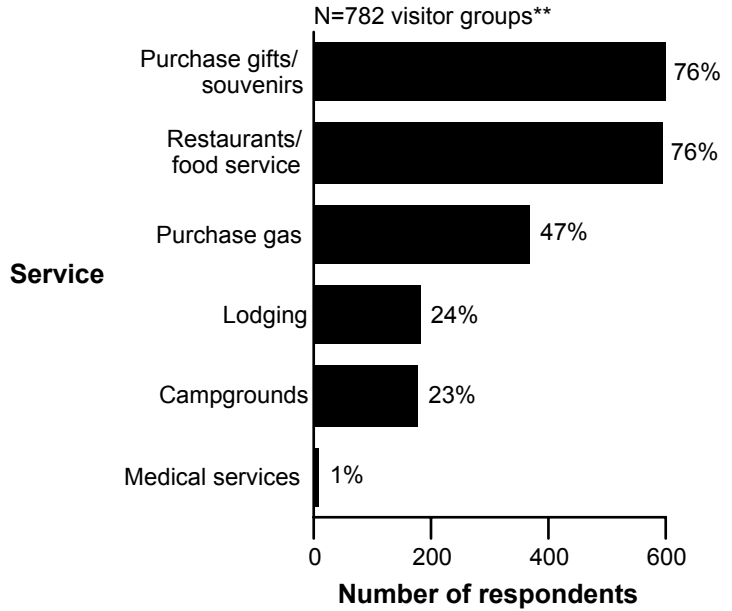


Figure 50: Commercial services used on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors who were able to get their first choice of location for commercial services

Question 9b

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

Results

- As shown in Table 14, visitor groups were able to get their first choice of location for the following services:

92% Restaurants/food service
69% Campgrounds
63% Lodging

Commercial services that met visitor expectations

Question 9c

Did the commercial services that you and your group used meet your expectations?

Results

- As shown in Table 14, the services that exceeded visitor expectations included:

27% Lodging
26% Campgrounds
23% Purchase gifts/souvenirs

Table 14: Commercial services *

N=number of visitor groups who responded to each question.

Service	Able to get first choice? %			Did commercial service meet expectations? Rating (%)			
	N	Yes	No	N	Worse than expected	About what was expected	Better than expected
Lodging	195	63	37	180	19	54	27
Campgrounds	188	69	31	173	8	66	26
Restaurants/food service	533	92	8	584	11	67	22
Purchase gas	N/A	N/A	N/A	353	7	84	9
Purchase gifts/souvenirs	N/A	N/A	N/A	573	2	75	23
Medical services CAUTION!	N/A	N/A	N/A	10	20	40	40

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Explanation of any “no” or “worse than expected” responses to commercial services used on this visit

Question	Results
Question 9e Please explain any “no” or “worse than expected” responses to commercial services used on this visit to Yellowstone NP.	<ul style="list-style-type: none"> 20% of visitor groups (N=182) responded to this question.
Question 9f Where was the problem?	<ul style="list-style-type: none"> Table 15 lists explanation of “no” or “worse than expected” responses to commercial services used on this visit.

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit

N=287 comments;
some visitor groups made more than one comment.

Comment	Location	Number of times mentioned
Lodging amenities		
Lodging lacked basic amenities (AC, TV, coffee/tea, etc.)	No location provided	5
Lodging lacked basic amenities (AC, TV, coffee/tea, etc.)	Mammoth Springs Hotel	3
Lodging lacked basic amenities (AC, TV, coffee/tea, etc.)	Canyon Cabins	1
Lodging lacked basic amenities (AC, TV, coffee/tea, etc.)	Snow Lodge	1
No showers in room/one shower/bathroom per floor	Mammoth Hot Springs Hotel	3
No showers	Madison	1
Showers aren't included in rate	No location provided	1
Would be nice if lodging offered swimming pools	No location provided	1
No instructions for heater in cabin	Lake cabin	1
Uncomfortable bed	No location provided	1
Uncomfortable bed	Old Faithful Inn Room 1020	1
Uncomfortable bed	Grant Village	1
Poor view from cabin	Mammoth Lakes Room 13A	1
Poor view from cabin	No location provided	1
Poor view from hotel	Grant Village	1
Lodging maintenance		
Lodging facilities were old	No location provided	3
Lodging facilities were old	Canyon Village	1
Cabins need upgrading	Canyon cabins	1
Cabin far too basic and the appearance very much like a garden shed	No location provided	1
Cabins looked from outside like a prisoner camp	No location provided	1
Room was old fashioned and shabby	Mammoth Hot Springs	1
Cabins windows didn't shut	Canyon Cabins	1
Cabins in poor condition	No location provided	1
Cabins in poor condition	Lake Village	1
Lodging was unclean/stuffy	Canyon Village (Lodge & Cabins)	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit
(continued)

Comment	Location	Number of times mentioned
Lodging maintenance (continued)		
Lodging was unclean/stuffy	No location provided	3
Lodging was unclean/stuffy	Grant Village	2
Lodging was unclean/stuffy	Mammoth Hot Springs	1
Lodging was unclean/dirty	Old Faithful Inn	1
Lodging availability/reservations		
Lodging not available	No location provided	15
Lodging not available	Old Faithful	3
Lodging not available	Old Faithful Inn	2
Lodging not available	Slough Creek	1
Lodging not available	Dunraven Lodge	1
Lodging not available	Snow Lodge	1
Lodging not available	Canyon	1
Lodging not available	Norris	1
Limited availability of preferred lodging	No location provided	5
Did not get first choice of lodging reservations	Old House room at Old Faithful	2
Did not get first choice of lodging reservations	Canyon Cabins	1
Did not get first choice of lodging reservations	Grant Village	1
Did not get first choice of lodging reservations	No location provided	1
Made reservations in late May to get first choice of lodging in July	No location provided	1
Couldn't get reservations for multiple days at the hotel	No location provided	1
No way to reserve park lodging from any web page	No location provided	1
Lodging costs		
Lodging is expensive	No location provided	3
Lodging is expensive	Old Faithful Cabins	1
Lodging is expensive	Grant Village	1
Lodging is expensive	Lake Village	1
Lodging is expensive for room that did not meet expectations	No location provided	3
Lodging is expensive for room that did not meet expectations	Mammoth Hot Springs	1
Lodging general		
Cabins too small	No location provided	3
Rooms too small	No location provided	2
Cabins too close together	No location provided	1
Quarters were not comfortable. Difficult for people in 80s.	No location provided	1
Didn't like Mammoth Hot Springs lodging	Mammoth Hot Springs	1
Rooms were noisy	No location provided	1
Poor customer service	No location provided	1
Rooms were noisy	Mammoth Lakes Room 13A	1
Rooms were noisy	Old House room at Old Faithful	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Lodging general (continued)		
Campgrounds amenities		
Campground did not have electrical, water, gas hook-ups	No location provided	3
Campground didn't have showers	No location provided	2
Campground with vacancy didn't have showers	Canyon	1
Most campgrounds didn't have soap in the bathrooms	No location provided	1
Toilets were not in the proper area	No location provided	1
NPS run campgrounds were very poor - poor toilet facilities	No location provided	1
Campground maintenance		
Campground site was wet	Canyon Village	1
Campsite was so unlevelled that jacks would not help	Bridge Bay	1
Campground availability/reservations		
Campground was full - unable to reserve a site	No location provided	5
Campground was full - unable to reserve a site	KOA West Entrance	1
Campground was full - unable to reserve a site	Canyon Village	2
Campground was full - unable to reserve a site	Fishing Bridge RV Park	2
Campground was full - unable to reserve a site	Madison	2
Campground was full - unable to reserve a site	Grant Village	1
Campground was full - unable to reserve a site	Bridge Bay	1
Campground was full - unable to reserve a site	Mammoth	1
Campground was full - unable to reserve a site	Slough Creek	1
Did not get first choice of reservations	No location provided	3
Did not get first choice of reservations	Reservation at KOA	1
The campsite registration office signs were not in a good location as we went to the lodging registration office	Canyon	1
Xanterra did not answer campground reservation request correctly. Wanted to check us in at Fishing Bridge RV park, in spite of we had a cloth tent.	Fishing Bridge RV Park	1
Campground general		
Not enough campgrounds in park	No location provided	2
Campground sites too small for campers/RVs	Fishing Bridge RV Park	2
Campground sites too small	Grant Village	1
Campground sites too small	No location provided	1
Campground was crowded	Bridge Bay	1
Campground was crowded	No location provided	1
No privacy due to campsites too close together	Canyon Village	1
No privacy in campsites	No location provided	1
Site next to us was occupied by loud, rowdy, and obnoxious people	Canyon Village	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Campground general (continued)		
Noisy generators (either provide electrical hookups or separate area for generators)	No location provided	1
Campgrounds barren due to no trees and little foliage	No location provided	1
Limited shade in campgrounds	No location provided	1
Price for campsite without hookup was relatively high	Fishing Bridge	1
Food service		
Food service was slow/substandard	No location provided	2
Food service was slow/substandard	Old Faithful Lodge	1
Food service was slow/substandard	Canyon Ridge Dining Room	1
Food service was slow/substandard	Old Faithful Inn	1
Food service was slow/substandard	Yellowstone Lake Hotel	1
Food wasn't served as expected but substituted	Canyon Village	1
Food availability		
Food choice limited	No location provided	4
Food choice limited	Cafeteria at Old Faithful	1
Food choice limited	Mammoth Store & Cafe	1
Food choice limited	Fishing Bridge	1
Some of the lunch items would be good for dinner	Canyon	1
Some of the lunch items would be good for dinner	Lake Lodge	1
Not enough fresh food selection	No location provided	1
There was no organic food	No location provided	1
Poor selection of items in grocery store	Mammoth Hot Springs	1
Poor selection of items in grocery store	Canyon Village	1
No food available	Canyon Village Cafeteria	1
The food was skimpy - left hungry	Canyon Village	1
Food quality		
Quality of food was bad (taste, over/under cooked)	No location provided	11
Quality of food was bad (taste, over/under cooked)	Canyon Village	5
Quality of food was bad (taste, over/under cooked)	Old Faithful Inn	4
Quality of food was bad (taste, over/under cooked)	Old Faithful Lodge	3
Quality of food was bad (taste, over/under cooked)	Mammoth Hot Springs	3
Quality of food was bad (taste, over/under cooked)	Lake Hotel	2
Quality of food was bad (taste, over/under cooked)	Roosevelt Lodge	2
Quality of food was bad (taste, over/under cooked)	Old Faithful Snack Bar	1
	Old Faithful General Store & Cafe	1
Quality of food was bad (taste, over/under cooked)	Yellowstone Lake Hotel	1
Restaurant food quality has declined dramatically under Xanterra's management	All restaurants visited	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Food costs		
Food was very expensive	No location provided	6
Food was very expensive	Canyon Village	3
Food was very expensive	Old Faithful Snack Bar	1
Food was very expensive	Old Faithful Cafeteria	1
Food was very expensive	Lake Yellowstone	1
Food was very expensive	Mammoth Store & Cafe	1
Food was expensive for the quality	Old Faithful Inn	3
Grocery store items were very expensive	Mammoth Hot Springs	1
Restaurants		
Restaurants close too early/limited hours of operation	No location provided	4
Restaurants close too early/limited hours of operation	Mammoth Hot Springs	1
Not enough restaurants	No location provided	3
Not enough restaurants	Mammoth Hot Springs	1
Couldn't obtain a reservation at restaurant	Old Faithful Inn	2
Couldn't obtain a reservation at restaurant	Old Faithful Lodge	1
Couldn't obtain a reservation at restaurant	Yellowstone Lake Hotel	1
Souvenirs		
Gift shop items too expensive	No location provided	7
Gift shop and visitor center were not accessible	Mammoth Hot Springs	1
Needed Yellowstone Resource Book for 2006. (Book Store) did not have book.	Madison Junction	1
The choice of souvenirs was very poor	Old Faithful General Store	1
Gas		
Gas is too expensive	No location provided	16
Gas is too expensive	Mammoth	1
Gas is too expensive	Fishing bridge	1
Medical services		
Long wait at medical clinic	Old Faithful clinic	1
Too expensive for a nurse - not a doctor on call	Old Faithful clinic	1
Medical services wanted to have me see a doctor just to get a blood pressure check and generate a bill to my insurance	Old Faithful clinic	1
Crowding		
Too crowded	No location provided	5
Too crowded	Old Faithful Inn	2
Too crowded	Old Faithful Lodge	1
Too crowded	Old Faithful area	1
Too crowded	Old Faithful	1
Too crowded	Mammoth Hot Springs	1
Loitering foreign young adults	Bridge Bay	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Explanation of “no” or “worse than expected” responses to commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Other		
Commercial areas were purposely avoided due to over priced services	No location provided	1
Neglected to tell us how far/long the it was to go from Old Faithful to the East Entrance. We ended up staying in our car in emergency shelter with the ranger.	South Entrance	1
Signs on freeways to Yellowstone entrance are not clear in direction	Freeways	1
Not enough take out so you can eat outside with pets	No location provided	1
No pets	No location provided	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Value of fee paid for commercial services

Question 9d

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

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

Results

- Table 16 shows the value for money paid ratings for each service.
- The services that received the highest combined “very good” and “good” ratings were (see Figure 51):
 - 67% Campgrounds
 - 51% Lodging
- The services that received the highest “very poor” ratings were:
 - 5% Lodging
 - 5% Purchase gas

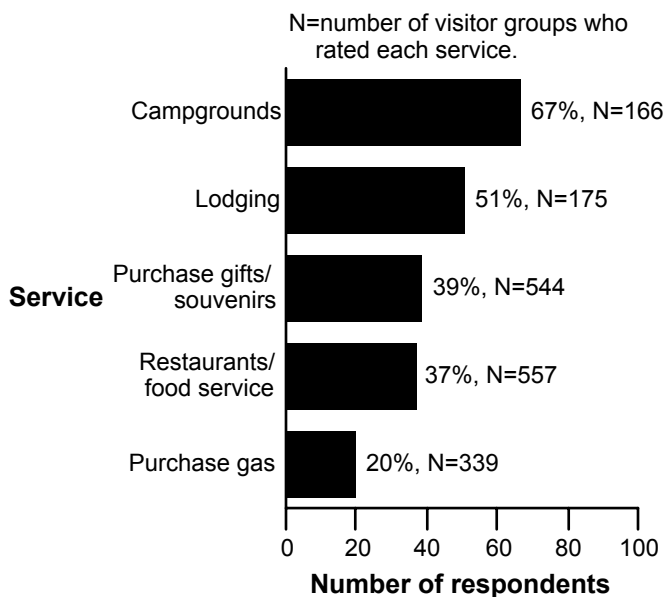


Figure 51: Combined proportions of “very good” and “good” quality ratings for value of fee paid for commercial services used on this visit

Table 16: Value of money paid for commercial services used *

N=number of visitor groups who rated each service.

Service	N	Rating (%)				
		Very poor	Poor	Average	Good	Very good
Lodging	175	5	13	32	38	13
Campgrounds	166	1	5	28	37	30
Restaurants/food service	557	3	12	47	30	7
Purchase gas	339	5	12	63	19	1
Purchase gifts/souvenirs	544	1	4	57	31	8
Medical services CAUTION!	6	0	17	33	17	33

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Explanation of any ratings of “very poor” or “poor” responses to the value for money paid for commercial services used on this visit

Question	Results
Question 9g Please explain any ratings of “very poor” or “poor” responses to the value for money paid commercial services used on this visit to Yellowstone NP.	<ul style="list-style-type: none"> 14% of visitor groups (N=129) responded to this question. Table 17 lists “Very poor” or “Poor” responses to value for money paid for commercial services used on this visit and location.
Question 9h Where was the problem?	

Table 17: Explanation of “very poor” or “poor” responses to value for money paid for commercial services used on this visit

N=209 comments;
some visitor groups made more than one comment.

Comment	Location	Number of times mentioned
Lodging		
Lodging cost was high compared to quality of room	Canyon Village	3
Lodging cost was high compared to quality of room	Mammoth Hot Springs	3
Lodging lacked basic amenities (AC, TV, coffee/tea, etc.)	No location provided	3
Lodging not available	No location provided	3
Lodging requires maintenance	No location provided	3
Lodging was too small	No location provided	3
Lodging requires maintenance	Old Faithful cabins	2
Lodging requires maintenance	Yellowstone Country Inn	2
Lodging temperature was too hot	No location provided	2
Lodging was expensive	No location provided	2
Lodging was old	No location provided	2
Advertising did not state how far in advance it is necessary to reserve lodging	No location provided	1
Lodging cost was high compared to quality of room	No location provided	1
Lodging cost was high compared to quality of room	Old Faithful Inn	1
Lodging cost was high compared to quality of room	Yellowstone Country Inn	1
Lodging had no view	Yellowstone Cabins	1
Lodging not available	Old Faithful	1
Lodging requires maintenance	Canyon Cabins	1
Lodging requires maintenance	Grant Village	1
Lodging requires maintenance	Mammoth Hotel	1
Lodging requires updating	Canyon Cabins	1
Lodging requires updating	Grant Village	1
Lodging requires updating	Mammoth Inn	1
Lodging service is poor	Old Faithful Snow Lodge	1
Lodging temperature was too hot	Mammoth	1
Lodging temperature was too hot	Old Faithful Inn	1
Lodging was noisy	No location provided	1
Lodging was noisy	Yellowstone Country Inn	1
Style and appearance of cabin very poor	Yellowstone Cabins	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Explanation of “very poor” or “poor” responses to value for money paid for commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Campgrounds		
Campground did not have electrical, water, gas hook-ups	No location provided	1
Campground layout too cramped	No location provided	1
	Yellowstone KOA West	
Campground layout too cramped	Entrance	1
Campground sites too small for campers/RVs	Fishing Bridge RV Park	1
Campground was expensive	No location provided	1
Campsites not available	No location provided	1
Food		
Food was too expensive	No location provided	22
Poor quality of food (taste, preparation)	No location provided	10
Food portions were small	No location provided	3
Food service was slow	No location provided	3
Food was too expensive	Canyon Village	3
Food was too expensive	Old Faithful Inn	3
Food was too expensive	Mammoth Hot Springs	2
Menu was limited	No location provided	2
Poor quality of food (taste, preparation)	Old Faithful Inn	2
Availability of dinner other than express or cafeteria	Lake Lodge	1
Food portions were small	Canyon Village area	1
Food service was poor	No location provided	1
Food service was poor	Old Faithful Inn	1
Food service was poor	Old Faithful restaurants	1
Food service was poor	Old Faithful Snow Lodge	1
Food service was slow	No location provided	1
Food service was slow	No location provided	1
Food was too expensive	Canyon Cafeteria	1
Food was too expensive	Canyon Resort	1
Food was too expensive	Fishing Bridge	1
Food was too expensive	Lake Restaurant	1
Food was too expensive	Lake Village	1
Food was too expensive	Mammoth Café	1
Food was too expensive	Mammoth Lakes Hotel	1
Food was too expensive	Old Faithful Snack Bar	1
Food was too expensive	Old Faithful Lodge Cafeteria	1
Long line at restaurant	No location provided	1
Menu was limited	Canyon Village Cafeteria	1
Menu was limited	Mammoth Café	1
Menu was limited	Old Faithful Lodge Cafeteria	1
Person serving food could not speak English	No location provided	1
Poor quality of food (taste, preparation)	Canyon Cafeteria	1
Poor quality of food (taste, preparation)	Canyon Resort	1
Poor quality of food (taste, preparation)	Canyon Deli	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Explanation of “very poor” or “poor” responses to value for money paid for commercial services used on this visit

(continued)

Comment	Location	Number of times mentioned
Food (continued)		
Poor quality of food (taste, preparation)	Chinese restaurant on west side	1
Poor quality of food (taste, preparation)	Lake Restaurant	1
Poor quality of food (taste, preparation)	Old Faithful Snack Bar	1
Poor quality of food (taste, preparation)	Old Faithful Snow Lodge	1
Poor quality of food (taste, preparation)	Yellowstone Lodge	1
Poor selection of groceries	Canyon Village Grocery Store	1
Restaurant was dirty	No location provided	1
Restaurant was dirty	Mammoth Hot Springs	1
Restaurant was way too hot	Mammoth Hot Springs	1
Restrooms need restocking of paper towels/toilet paper	No location provided	1
Gas		
Gas was too expensive	No location provided	29
Gas was too expensive	Mammoth Hot Springs	3
Gas was too expensive	Canyon Village	2
Gas was too expensive	Old Faithful	1
Souvenirs		
Souvenirs were too expensive	Gift shops	19
Limited choice of souvenirs	Canyon Village	1
Limited choice of souvenirs	Old Faithful General Store	1
Lines long in gift shops	Gift shops	1
Poor quality of souvenirs	No location provided	1
Souvenirs were made in China rather than the U.S.	No location provided	1
Other		
Cost of medical service was too high	No location provided	10
Move location of sign for putting trays on counters to receive food to the beginning of the line	Old Faithful Inn	1
Prices were very high all over	No location provided	1
Road was closed; we had to turn back	No location provided	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Explanation of “very good” responses to commercial services used on this visit

Question 9i

Please explain any ratings of “very good” responses to commercial services used on this visit to Yellowstone NP.

Results

- 11% of visitor groups (N=96) responded to this question.
- Table 18 lists explanation of “very good” responses to commercial services used on this visit.

Table 18: Explanation of “very good” responses to commercial services used on this visit

N=178 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Lodging	
Lodging was excellent	9
Lodging had good amenities	5
Lodging reasonably priced	4
Lodging was comfortable	4
Lodging was clean	3
Lodging was able to make short notice reservation	2
Canyon registration very helpful	1
Lodging was convenient	1
Lodging was recently refurbished	1
Old Faithful reservation clerk was very helpful	1
Camping	
Campgrounds were very clean	12
Campgrounds were excellent	6
Camping fee was very reasonable	5
Campground sites were level	2
Campgrounds had good amenities (dump station, dishwashing room)	2
Campgrounds had good restroom/shower facilities	2
Campgrounds were accessible/easy to find	2
Campgrounds were very convenient	2
Campgrounds were well maintained	2
Campgrounds were well managed/organized	2
Camping fee was very reasonable with Golden Age Passport	2
Lewis Lake camping fee very reasonable	2
Norris campground was excellent	2
Beaver Creek campground was very good	1
Campgrounds were quiet	1
Campground reservation company was extremely helpful	1
Campground park attendant was very friendly	1
Campground park attendant was very helpful	1
Campgrounds had a lot of space	1
Campgrounds were in interesting locations	1
Campgrounds were very comfortable	1
Campgrounds were well patrolled	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18: Explanation of “very good” responses to commercial services used on this visit
(continued)

Comment	Number of times mentioned
Camping (continued)	
Campgrounds were in a beautiful area	1
Canyon had large campground sites	1
Canyon shower facilities were excellent	1
Fishing Bridge RV park was excellent	1
Grant Village campgrounds were excellent	1
Lewis Lake campgrounds were well maintained	1
Lewis Lake is private	1
We enjoyed the campgrounds managed by park more than the commercially managed campgrounds	1
Restaurants	
Food was very good at restaurant	12
Restaurant food reasonably priced	7
Restaurant service was excellent	4
Food reasonably priced Lake Lodge Restaurant	2
Restaurant was excellent	2
Canyon Village Restaurant not crowded	1
Canyon Village Restaurant was clean	1
Food reasonably priced at Lake Hotel Restaurant	1
Food was very good at Canyon Village Restaurant	1
Food was very good at Lake Hotel Restaurant	1
Food was very good at Lake Lodge Restaurant	1
Food was very good at Mammoth Restaurant	1
Food was very good at Old Faithful Cafeteria	1
Food was very good at Roosevelt Restaurant	1
Food was very good at Yellowstone Hotel	1
Grocery items reasonably priced	1
Lake Lodge restaurant was extremely convenient	1
Lake Lodge restaurant was extremely pleasant	1
Old Faithful Inn Restaurant was excellent	1
Restaurant was clean	1
Restaurants had excellent selection	1
Service was excellent at Canyon Village Restaurant	1
Service was excellent at Mammoth restaurants	1
Souvenirs	
Souvenirs were reasonably priced	10
Very satisfied with souvenir purchases	5
Souvenir shops had excellent selection of gifts	4
Souvenir quality was good	2
Souvenir shops were excellent	2
Gift shop employees were very helpful	1
Souvenirs were interesting	1
Yellowstone general store had good selection of gifts	1
Yellowstone General Store was excellent	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18: Explanation of “very good” responses to commercial services used on this vis
(continued)

Comment	Number of times mentioned
General	
Medical services was affordable	3
Medical services were excellent	3
Gas prices were lower than expected	3
Good support from personnel where to find wildlife	1
Rangers were polite	1
There were gas stations available	1
Enjoyed the swim hole at mammoth so refreshing everyday after hiking	1
Everything makes us want to come back very soon	1
Over all the park was excellent	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Concession services and activities planned or reserved prior to visit

Question 10a

Prior to your visit to Yellowstone NP, what concession services and activities did you and your group plan to do/reserve before arrival?

Results

- As shown in Figure 52, the most common concession services and activities planned or reserved prior to this visit included:

38% Trail ride
 23% Cookout
 21% Scenic motorized tour

- The least planned or reserved services and activities were:

2% Bicycle tour
 2% Guided overnight horse pack trip
 0% Guided overnight backpacking trip

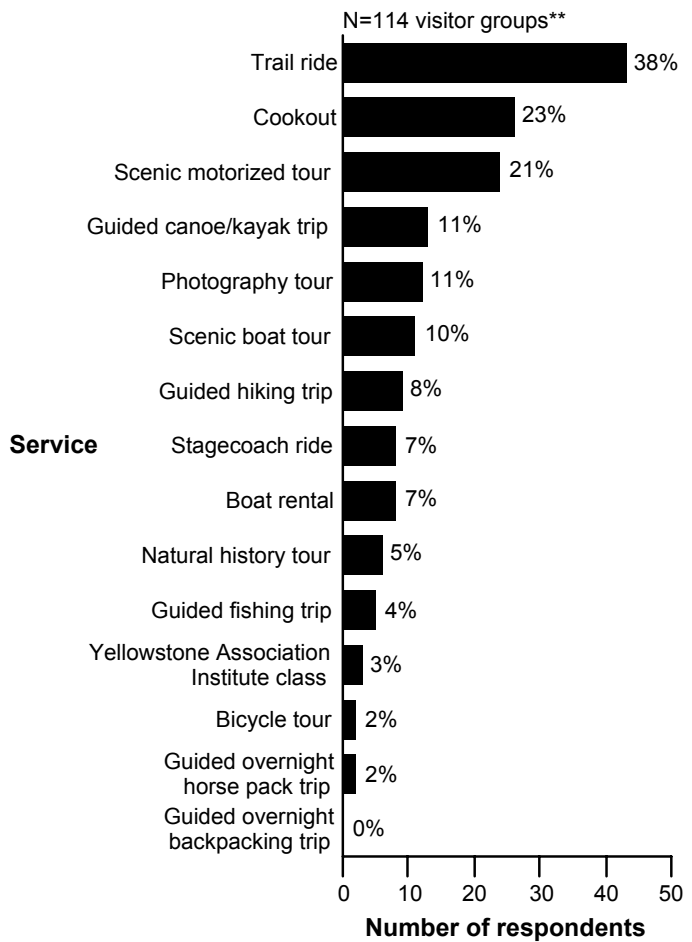


Figure 52: Concession services and activities planned or reserved prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Concession services and activities used

Question 10b

Please indicate the concession services and activities that you and your group used during this visit to Yellowstone NP.

Results

- As shown in Figure 53, the most used concession services and activities included:

28% Trail ride
 23% Scenic motorized tour
 20% Cookout

- The least used service and activity was:

1% Guided overnight backpacking trip

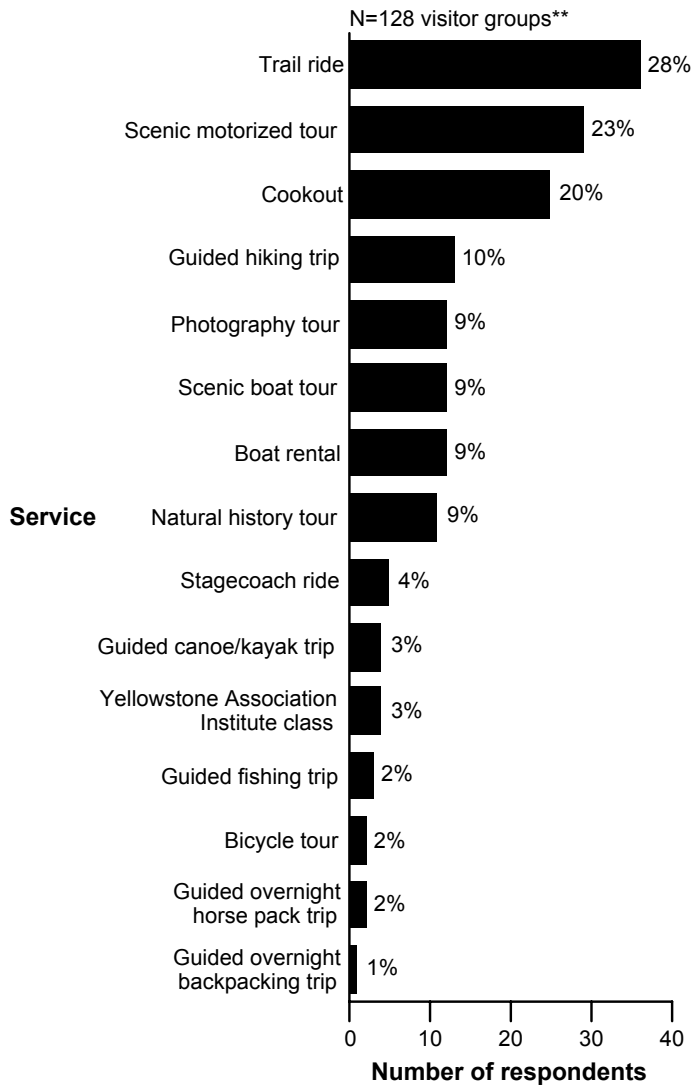


Figure 53: Concession services and activities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of concession services and activities

Question 10c

For only those services and activities that you or your group used, please rate their importance from 1 to 5.

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

Results

- The services and activities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 65% Scenic motorized tour
 - 57% Trail ride
- Table 19 shows the importance ratings for each service/activity.

Table 19: Importance of concession services and activities*

N=number of visitor groups who rated each service/activity.

Service/activity	N	Rating (%)					
		Not important	Somewhat Important	Moderately important	Very important	Extremely important	
Trail ride	44	0	5	39	48	9	
Scenic motorized tour	31	0	6	29	26	39	
Cookout	21	CAUTION!	5	14	24	29	29
Boat rental	13	CAUTION!	15	15	31	31	8
Photography tour	13	CAUTION!	0	0	23	54	23
Scenic boat tour	12	CAUTION!	8	33	17	25	17
Guided hiking trip	12	CAUTION!	0	8	58	25	8
Natural history tour	10	CAUTION!	0	20	20	30	30
Stagecoach ride	7	CAUTION!	14	0	71	14	0
Guided canoe/kayak trip	6	CAUTION!	17	17	0	67	0
Guided fishing trip	3	CAUTION!	0	0	33	0	67
Yellowstone Association Institute class	3	CAUTION!	0	0	33	0	67
Guided overnight horse pack trip	2	CAUTION!	0	0	50	50	0
Bicycle tour	1	CAUTION!	0	0	0	0	100
Guided overnight backpacking trip	1	CAUTION!	0	0	0	0	100

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of concession services and activities

Question 10d

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

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

Results

- The service and activity that received the highest combined proportions of “very good” and “good” quality ratings was:
84% Trail ride
- Table 20 shows the quality ratings for each service/activity.

Table 20: Quality of concession services and activities*

N=number of visitor groups who rated each service/activity;

Service/activity	N	Rating (%)					
		Very poor	Poor	Average	Good	Very good	
Trail ride	44	2	2	11	50	34	
Scenic motorized tour	29	CAUTION!	0	0	17	31	52
Cookout	22	CAUTION!	0	5	9	45	41
Boat rental	13	CAUTION!	0	0	23	38	38
Guided hiking trip	13	CAUTION!	0	0	0	38	62
Photography tour	12	CAUTION!	0	0	0	42	58
Scenic boat tour	12	CAUTION!	0	0	17	42	42
Natural history tour	11	CAUTION!	0	0	27	36	36
Guided canoe/kayak trip	7	CAUTION!	0	14	0	57	29
Stagecoach ride	5	CAUTION!	0	0	0	100	0
Guided fishing trip	3	CAUTION!	0	0	0	0	100
Yellowstone Association Institute class	3	CAUTION!	0	0	0	33	67
Bicycle tour	2	CAUTION!	0	0	0	50	50
Guided overnight horse pack trip	2	CAUTION!	0	0	50	50	0
Guided overnight backpacking trip	1	CAUTION!	0	0	0	0	100

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside of park

Question 12

For you and your group, please report all expenditures for the items listed below during this visit to Yellowstone NP and surrounding area (within 150 miles). Please write "0" if no money was spent in a particular category.

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

Results

- 37% of visitor groups spent up to \$500 (see Figure 54).
- 36% spent \$1,001 or more.
- 25% spent \$501-\$1000.
- The average visitor group expenditure in and outside the park (within 150 miles) was \$1,255.
- The median expenditure (50% of visitor groups spent more and 50% of visitor groups spent less) in and outside the park (within 150 miles) was \$700.
- Average total expenditure per person (per capita) in and outside the park (within 150 miles) was \$385.
- As shown in Figure 55, the largest proportions of total expenditures inside the park were:

- 32% Lodges, hotels, motels, cabins
- 17% Other transportation expenses
- 15% Restaurants & bars

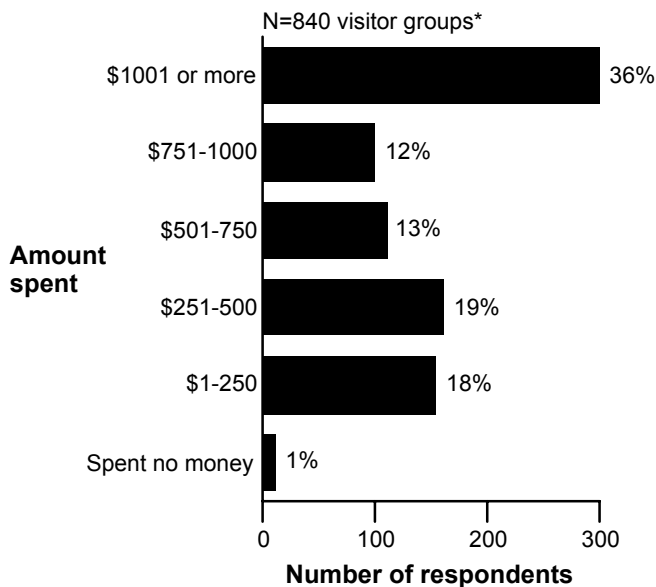


Figure 54: Total expenditures in and outside park (within 150 miles)

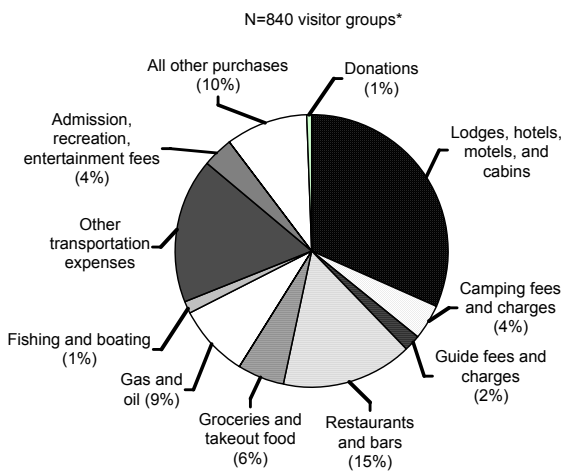


Figure 55: Proportions of total expenditures in and outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 12c
How many adults do these expenses cover?

Results

- 73% of visitor groups had one or two adults covered by expenditures (see Figure 56).
- 19% had three or four adults covered by expenditures.
- 8% had 5 or more adults included in the expenditures.

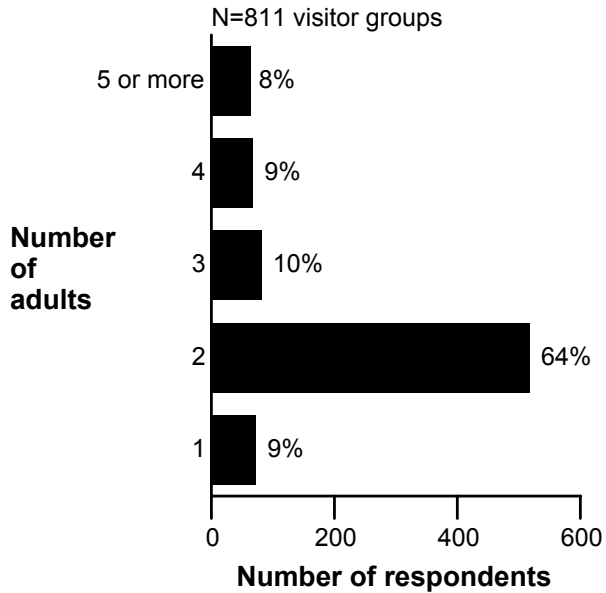


Figure 56: Number of adults covered by expenditures

Number of children covered by expenditures

Question 12c
How many children do these expenses cover?

Results

- 49% of visitor groups had one or two children covered by expenditures (see Figure 57).
- 32% had no children covered by expenditures.
- 19% had three or more children included in the expenditures.

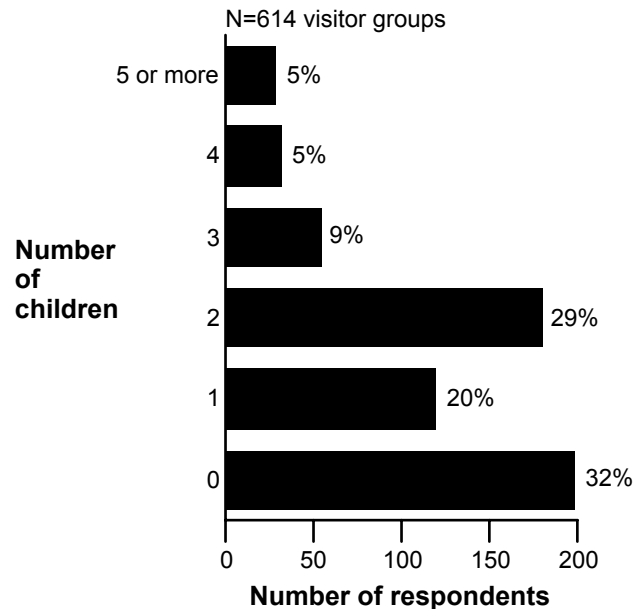


Figure 57: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside park

Question 12a

Please list your group’s total expenditures inside Yellowstone NP.

Results

- 74% of visitor groups spent up to \$500 (see Figure 58).
- 26% spent \$251-750.
- The average visitor group expenditure inside the park was \$350.
- The median expenditure (50% of visitor groups spent more and 50% of visitor groups spent less) inside the park was \$165.
- Average total expenditure per person (per capita) was \$107.
- As shown in Figure 59, the largest proportions of total expenditures inside the park were:

- 25% Lodges, hotels, motels, cabins
- 22% Restaurants & bars
- 18% All other purchases

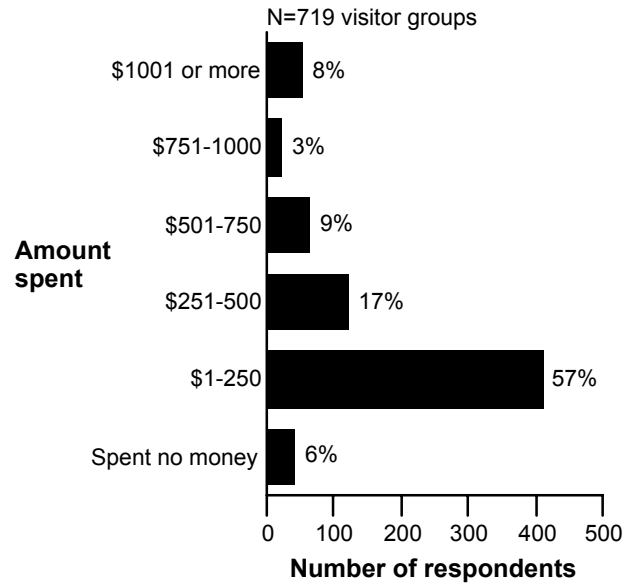


Figure 58: Total expenditures inside the park

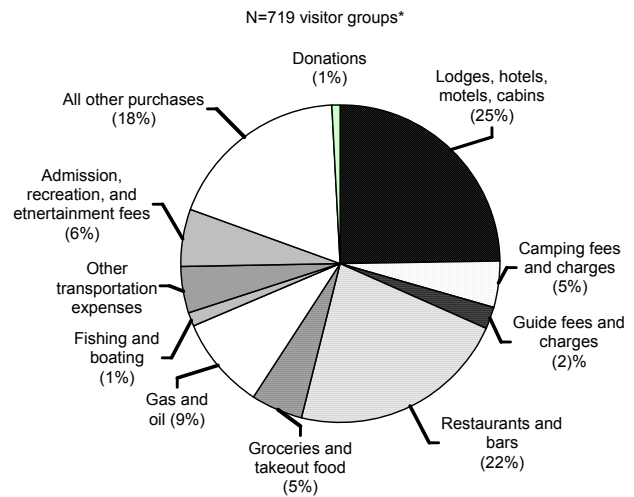


Figure 59: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge/hotel/motel/cabin

- 69% of visitor groups did not spend any money (see Figure 60).
- 21% spent \$201 or more.

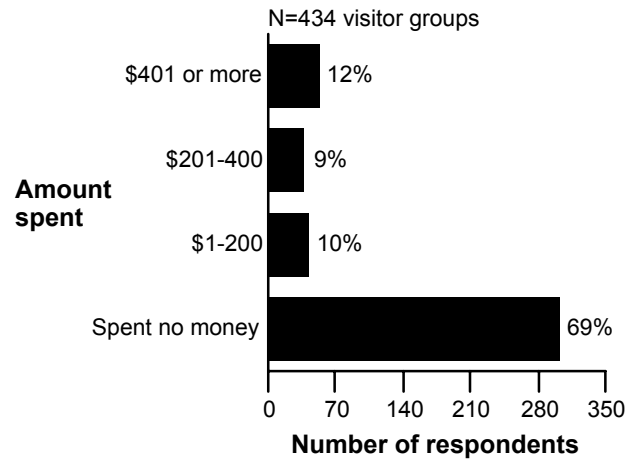


Figure 60: Expenditures for lodges, hotels, motels and cabins inside the park

Camping fees and charges

- 63% of visitor groups did not spend any money (see Figure 61).
- 30% spent \$1-100.

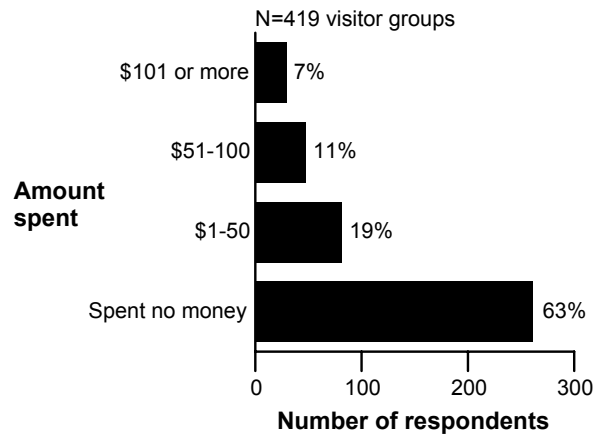


Figure 61: Expenditures for camping fees and charges inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 92% of visitor groups did not spend any money (see Figure 62).
- 8% spent \$1 or more.

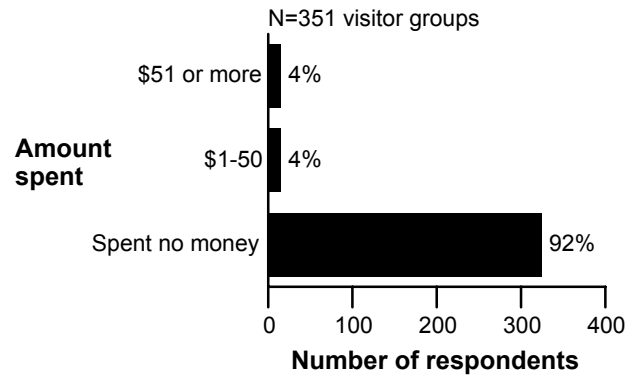


Figure 62: Expenditures for guide fees and charges inside the park

Restaurants and bars

- 35% of visitor groups spent \$1-50 (see Figure 63).
- 44% spent \$51 or more.

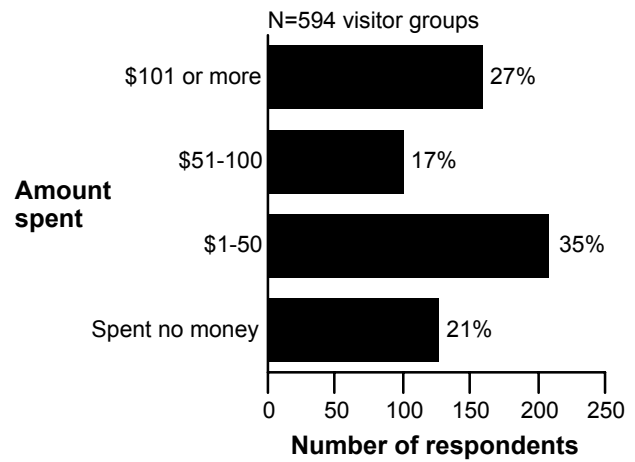


Figure 63: Expenditures for restaurants and bars inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 47% of visitor groups spent \$1-50 (see Figure 64).
- 39% did not spend any money.

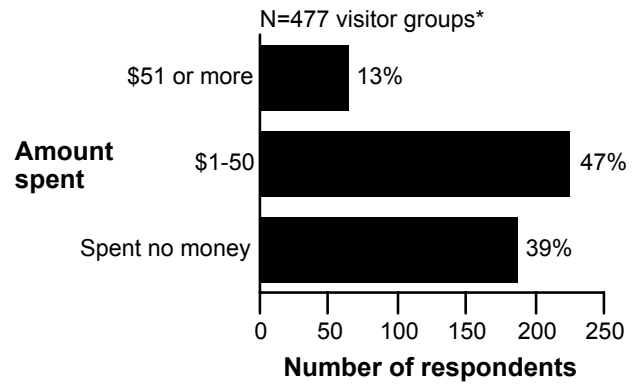


Figure 64: Expenditures for groceries and takeout food inside the park

Gas and oil (auto, RV, boat, etc.)

- 42% of visitor groups did not spend any money (see Figure 65).
- 49% spent \$1-100.

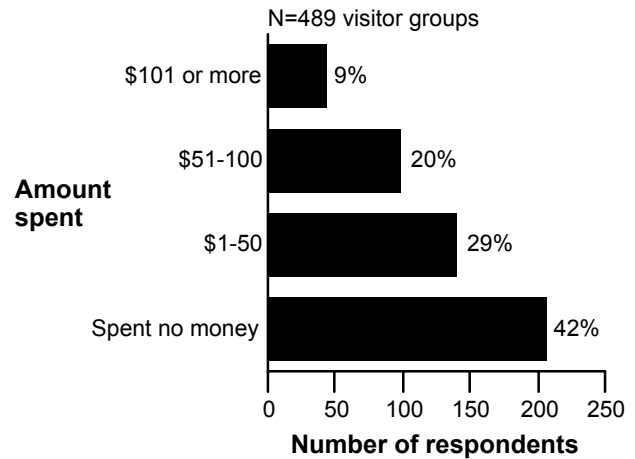


Figure 65: Expenditures for gas and oil (auto, RV, boat, etc.) inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Fishing/boating

- 86% of visitor groups did not spend any money (see Figure 66).
- 10% spent \$1-50.

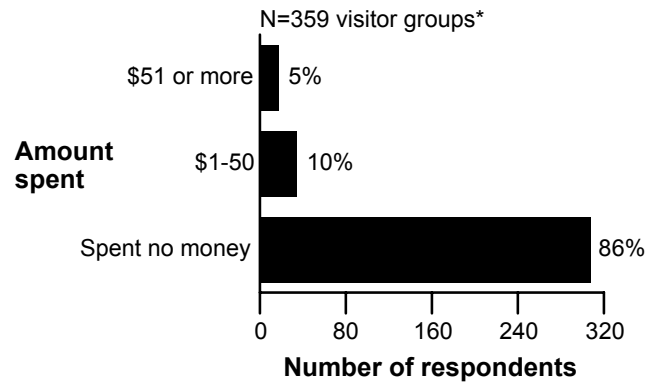


Figure 66: Expenditures for fishing/boating inside the park

Other transportation expenses (including airfare, rental cars, etc.)

- 94% of visitor groups did not spend any money (see Figure 67).
- 6% spent \$1 or more.

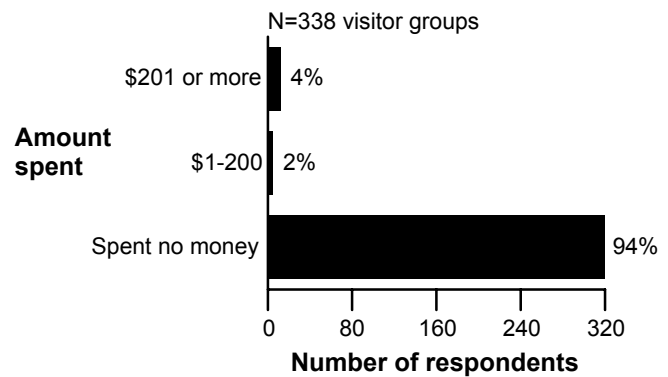


Figure 67: Expenditures for other transportation expenses (including airfare, rental cars, etc.) inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, entertainment fees

- 59% of visitor groups spent \$1-50 (see Figure 68).
- 33% did not spend any money.

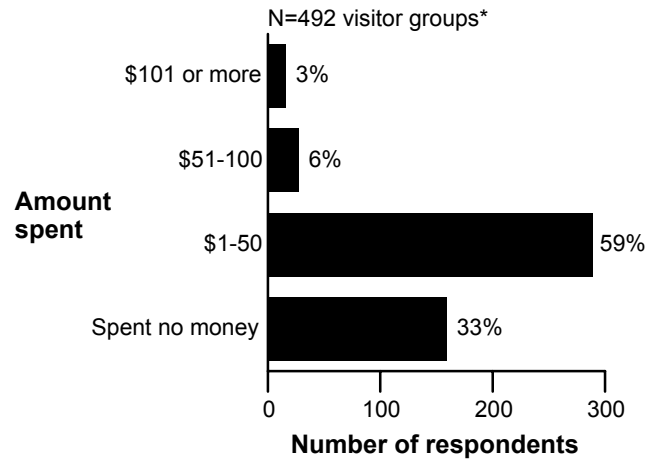


Figure 68: Expenditures for admission, recreation, entertainment fees inside the park

All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 43% of visitor groups spent \$51 or more (see Figure 69).
- 40% spent \$1-50.

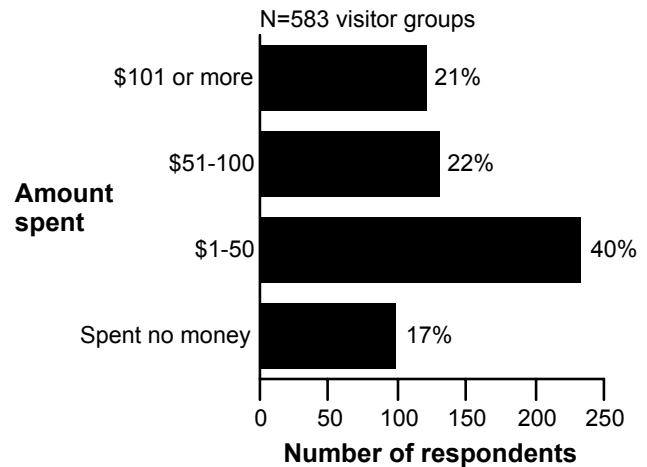


Figure 69: Expenditures for all other purchases (souvenirs, books, sporting goods, clothing, etc.) inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Donations

- 72% of visitor groups did not spend any money (see Figure 70).
- 22% spent \$1-25.

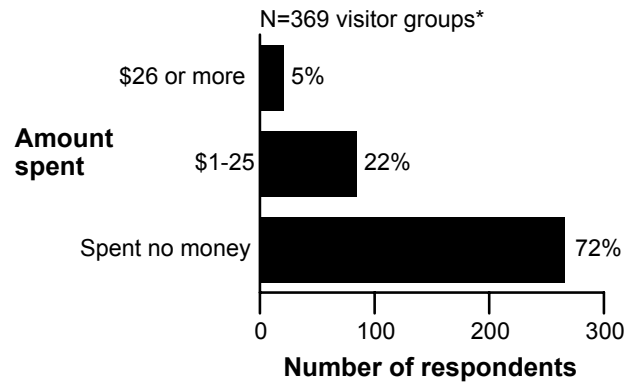


Figure 70: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures in the area outside the park (within 150 miles)

Question 12b

Please list your group’s total expenditures in the area outside Yellowstone NP (within 150 miles).

Results

- 45% of visitor groups spent up to \$500 (see Figure 71).
- 30% spent \$1,001 or more.
- 20% spent \$551-\$1,000.
- The average visitor group expenditure inside the park was \$1,057.
- The median expenditure (50% of visitor groups spent more and 50% of visitor groups spent less) inside the park was \$520.
- Average total expenditure per person (per capita) was \$321.
- As shown in Figure 72, the largest proportions of total expenditures inside the park were:

- 34% Lodges, hotels, motels, cabins
- 21% Other transportation expenses
- 13% Restaurants & bars

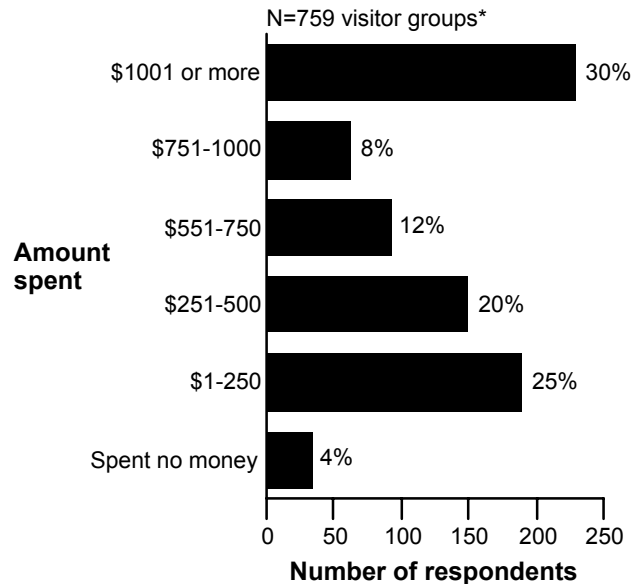


Figure 71: Total expenditures outside the park (within 150 miles)

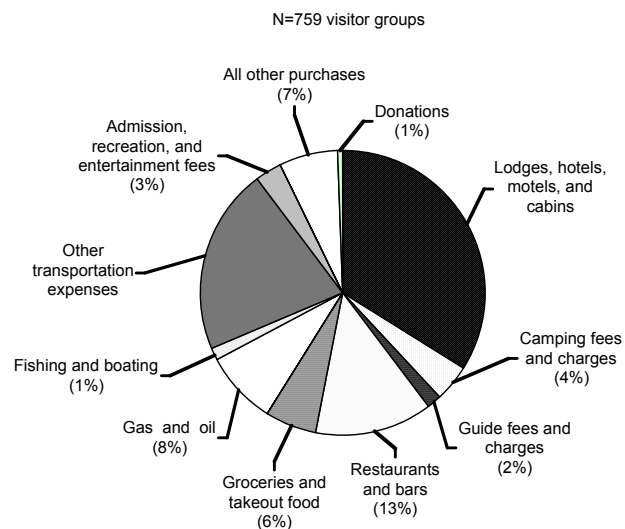


Figure 72: Proportions of total expenditures outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge/hotel/motel/cabin

- 44% of visitor groups spent \$1-\$400 (see Figure 73).
- 32% spent \$401 or more.
- 23% did not spend any money.

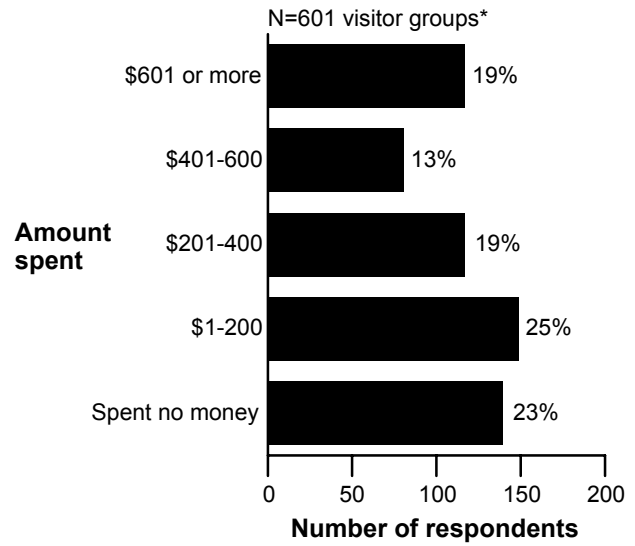


Figure 73: Expenditures for lodges, hotels, motels and cabins outside the park (within 150 miles)

Camping fees and charges

- 61% of visitor groups did not spend any money (see Figure 74).
- 27% spent \$51 or more.

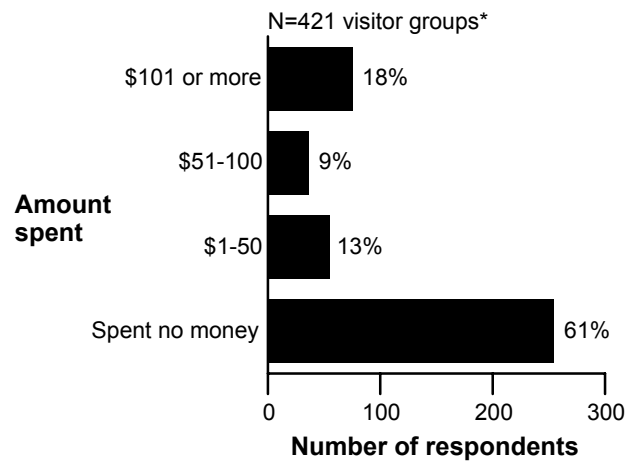


Figure 74: Expenditures for camping fees and charges outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 84% of visitor groups did not spend any money (see Figure 75).
- 12% spent \$101 or more.

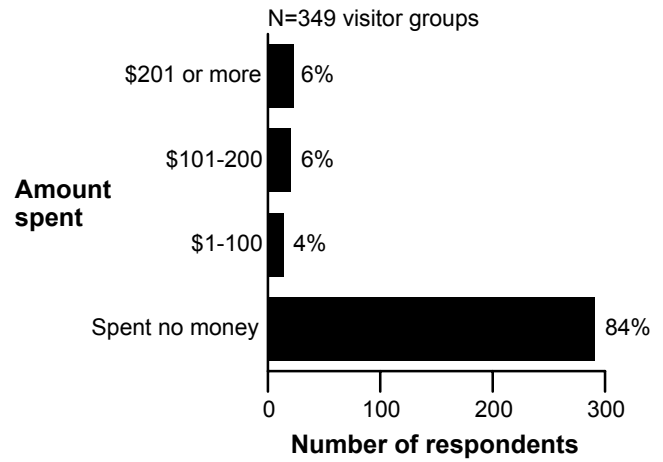


Figure 75: Expenditures for guide fees and charges outside the park (within 150 miles)

Restaurants and bars

- 46% spent \$101 or more (see Figure 76).

39% of visitor groups spent \$1-\$100

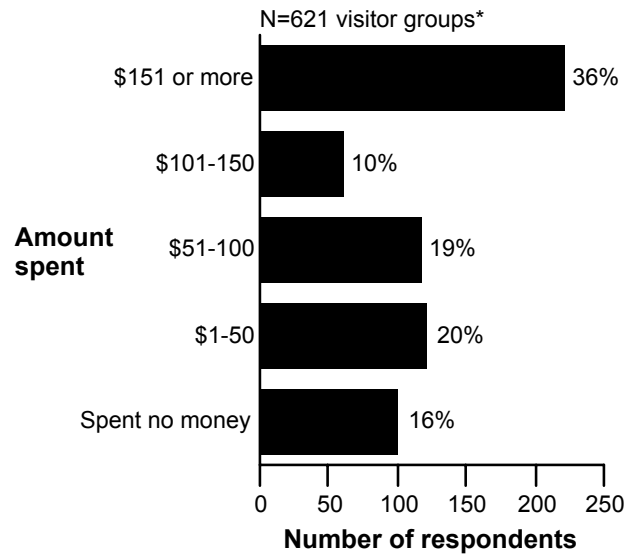


Figure 76: Expenditures for restaurants and bars outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 41% of visitor groups (see Figure 77) spent \$51 or more.
- 41% spent \$1-50.
- 18% did not spend any money.

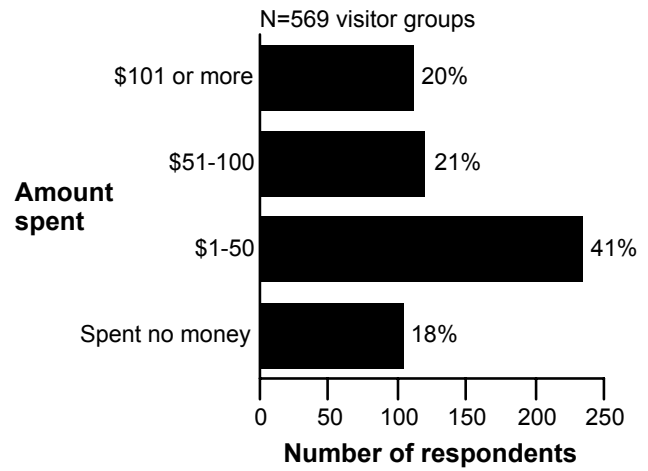


Figure 77: Expenditures for groceries and takeout food outside the park (within 150 miles)

Gas and oil (auto, RV, boat, etc.)

- 61% of visitor groups spent \$51 or more (see Figure 78).
- 28% spent \$1-50.

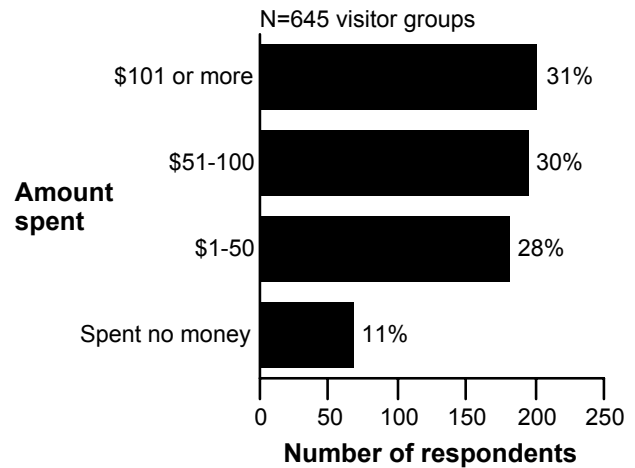


Figure 78: Expenditures for gas and oil (auto, RV, boat, etc.) outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Fishing/boating

- 79% of visitor groups did not spend any money (see Figure 79).
- 12% spent \$1-50.

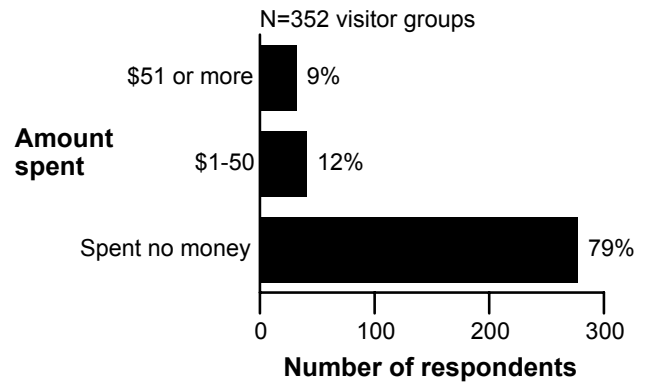


Figure 79: Expenditures for fishing/boating outside the park (within 150 miles)

Other transportation expenses (including airfare, rental cars, etc.)

- 64% of visitor groups did not spend any money (see Figure 80).
- 22% spent \$501 or more.

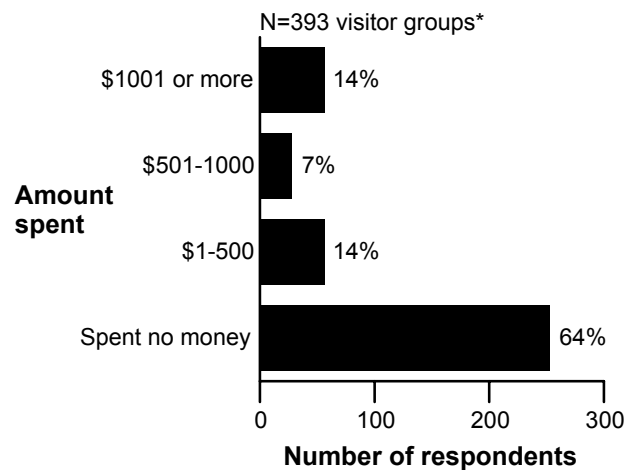


Figure 80: Expenditures for other transportation expenses (including airfare, rental cars, etc.) outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, entertainment fees

- 53% of visitor groups did not spend any money (see Figure 81).
- 34% spent \$1-100.

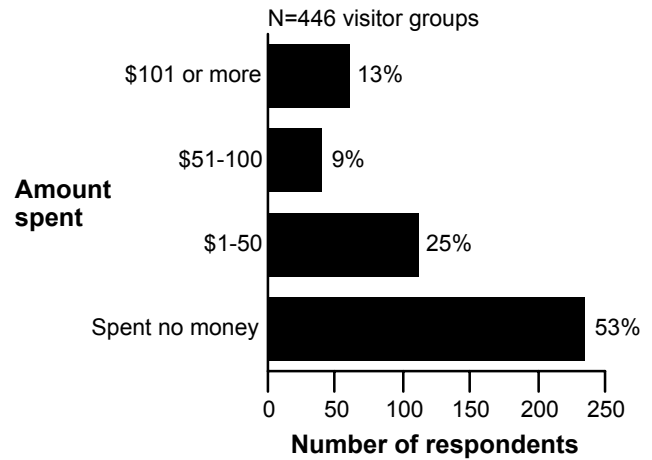


Figure 81: Expenditures for admission, recreation, entertainment fees outside the park (within 150 miles)

All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 42% of visitor groups spent \$51 or more (see Figure 82).
- 30% spent \$1-50.
- 29% did not spend any money.

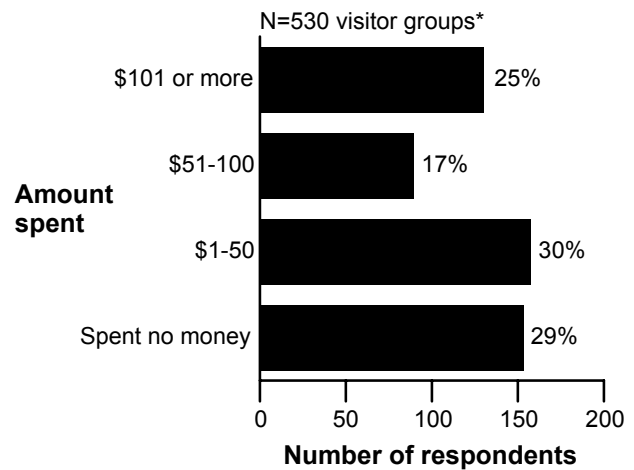


Figure 82: Expenditures for all other purchases (souvenirs, books, sporting goods, clothing, etc.) outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Donations

- 90% of visitor groups did not spend any money (see Figure 83).

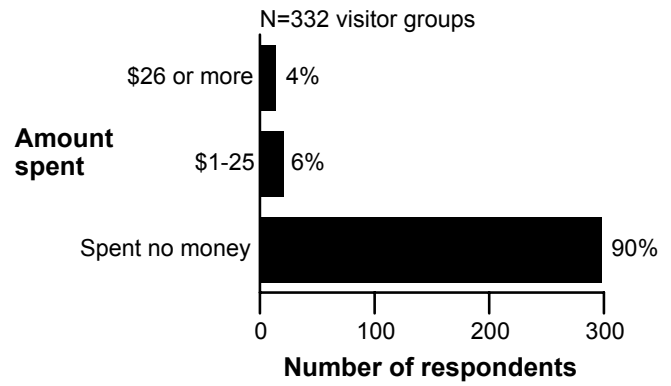


Figure 83: Expenditures for donations outside the park (within 150 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services available on a future visit

Question 23

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

Cell phone

Results

- 70% of visitor groups would like to have cell phone service available on a future visit (see Figure 84).

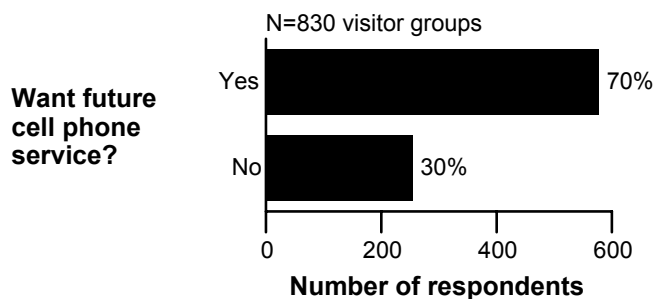


Figure 84: Cell phone service available on a future visit

Internet access

Results

- 53% of visitor groups would not like to have Internet access available on a future visit (see Figure 85).

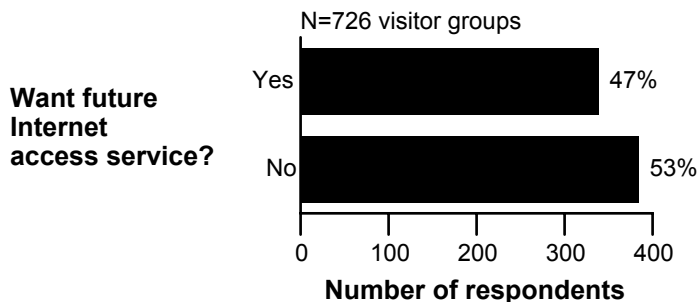


Figure 85: Internet access available on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other services available in developed areas

Results

- 8% of visitor groups (N=68) responded to this question.
- Table 21 lists “other” services visitor groups would like to have available in developed areas.

Table 21: “Other” services desirable in developed areas on a future visit

N=80 comments;

some visitor groups made more than one comment.

Services	Number of times mentioned
Keep it natural with no further development	14
Showers	5
Improve picnic areas	4
Park radio station with more information	4
Add shuttle service/transport	4
Add television in rooms	4
Add more full hookup campsites	3
More lodging/cabins	3
Wireless Internet access	3
Add restaurant options	2
Allow games	2
Audio tour guides	2
Cheaper food options	2
Improve lodging information	2
Improve lodging services	2
Improve park maps	2
Improve restaurants	2
Improve toilets	2
Add cell phone coverage	2
Add campgrounds	1
Add church services	1
Add more toilets	1
Affordable lodging	1
Allow pets in food service areas	1
Animal tracking	1
Add emergency phones	1
Improve road signs	1
Add laundry facilities	1
Less children's games	1
Lighted road signs	1
Lodging with pools	1
More campsites by reservation	1
Add mountain bike trails	1
Don't add phones	1
Cheaper campsites	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 25

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

Results

- 89% of visitor groups rated the overall quality as “very good” or “good” (see Figure 86).
- Less than 2% rated the overall quality as “very poor” or “poor.”

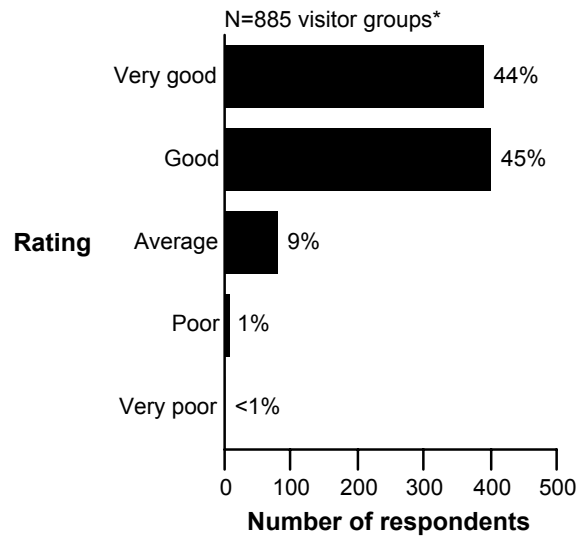


Figure 86: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

What visitors liked most

Question 13a

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

Results

- 77% of visitor groups (N=697) responded to this question.
- Table 22 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 22: What visitors liked most about commercial services

N=495 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly	63
Helpful	9
Prompt	3
Well-staffed	2
Other comment	1
CONCESSIONS	
Availability/convenience	91
Facilities are clean	64
Décor/architecture of buildings	29
Reasonable prices	22
Variety of services available	22
Proximity of services to attractions	13
Everything	10
Restrooms	10
Stores	9
Showers	8
Activities participated in	7
Did not feel crowded	7
General stores/grocery stores	7
Easy to find	6
General atmosphere	6
Nice overall	6
Services are unobtrusive	6
Don't like commercial services in the park	5
Good quality	5
Laundry services	5
Book stores	4
Park not overly commercialized	4
Easy to park	3
Educational value	3
Facilities well kept	3

Table 22: What visitors liked most about commercial services
(continued)

Comment	Number of times mentioned
CONCESSIONS (continued)	
Services are environmentally conscious	3
Historical value	2
Other comments	2
Souvenir shops	
	81
Variety/selection of gift store items	63
Reasonable prices	11
Items in gift shops	9
Excellent staff	7
Gift stores well-stocked	5
Quality	3
Service	2
Restaurants/food services	
	21
Food was good	43
Ice cream	22
Service	18
Menu variety	12
Quality of food for cost	9
Convenient	5
Food was expensive	4
Old Faithful	4
Reasonable prices	4
Views from restaurant seating	4
Cafeterias	3
Lake Hotel	3
Mammoth	3
Roosevelt Lodge	3
Canyon Village	2
Clean	2
Diners	2
Enjoyed refillable cups	2
Microbrews	2
Other	8
Lodging	
	20
Old Faithful Inn	10
Campgrounds	8
Cabins	4
Clean rooms	4
Couldn't make reservations	4
Lake Hotel	3
Comfortable	2
Location/setting	2
Mammoth	2
Quality	2
Other	6

Table 22: What visitors liked most about commercial services
(continued)

Comment	Number of times mentioned
Gas	
Convenient	5
Reasonably priced	3
Other comment	1
GENERAL	13
Views/scenery	8

What visitors liked least

Question 13b

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

Results

- 65% of visitor groups (N=591) responded to this question.
- Table 23 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 23: What visitors liked least about commercial services

N=653 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Restaurants/food services	14
Too expensive	31
Quality of food	28
Lack of variety in menus/food offered	12
Slow service	11
Cafeterias	9
Little variety in services offered	8
Poor service	7
Hours of operation	4
Hard to make reservations	3
Too crowded	2
Other comments	24
Lodging	16
Too expensive	11
No rooms available/lodging full	8
General maintenance/upkeep	7
Cabins	6
Noisy	5
Inconvenient hours of operation	4
Rooms uncomfortable	4
Service	3
Reservation process difficult	2
Other comment	1
Gas Services	6
Price of gas	41
Stations are hard to find	4
Stations closed too early	3
Other comment	1

Table 23: What visitors liked least about commercial services
(continued)

Comment	Number of times mentioned
Restrooms	4
General maintenance/upkeep	8
Too few	3
Lines too long	2
Too small	2
Other comments	2
Gift Shops	4
Little variety throughout park	8
Didn't like items available	4
Other comments	4
Grocery Stores	3
Little variety in items	7
Too expensive	4
Showers	4
Didn't like to pay for showers	5
Needed at Madison	3
inconvenient times	2
Campgrounds	5
Campgrounds were full	3
Would like full hookups	2
Campgrounds felt cramped	2
Other comment	1
GENERAL	
Services crowded	81
Services too expensive	68
Nothing	64
Did not use commercial services	29
Stores too expensive	8
Not enough variety	6
Hours of operation	5
Poor parking	5
The heat	5
Not enough services	4
Didn't appreciate foreign employees	3
Poor service	3
Services are difficult to find	3
All	2
Medical clinics	2
No cell phone/internet service	2
Not dog/pet friendly	2
Quality	2
Other comments	2

Additional comments

Question 24

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

Results

- 59% of visitor groups (N=534) responded to this question.
- Table 24 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 24: Additional comments

N=820 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful staff	20
Staff was helpful	10
There are not enough roaming rangers	7
Knowledgeable/informative rangers	5
Rangers were authoritarian	5
Staff uninformative	3
Employees enthusiastic	2
Ranger guides were great	2
Other comments	5
INTERPRETIVE SERVICES	
Ranger programs/talks were excellent	13
Need better directions to/out of park	8
Would like more hiking information	7
Would like more detailed park information	6
Interpretive signs at sights are informative	6
Need better directions/signs to attractions	5
Enjoyed Junior Ranger program	4
Would like more detailed maps	4
Would like more ranger talks/programs	4
Interpretive signs need more information	4
Would like CD/radio self-guided tour	3
Would like more information in other languages	3
Need to more promotion of park and activities	3
Need clearer signs on visitor behavior	2
Information was very educational	2
Other comments	13

Table 24: Additional comments
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Roads need improvement	13
Roads are good	8
Park has good facilities	7
Enjoyed the boardwalks	6
Restrooms not well-maintained	6
Need more restrooms	4
Roads are scary/could use guard rails	4
Would like more pull-outs	3
Widen road shoulders	3
Campgrounds well-maintained	2
Did not like road construction	2
Restrooms clean	2
Visitor centers excellent	2
Facilities not well maintained	1
Campgrounds need improvement	1
Need more handicap accessible surfaces	1
Plenty of services and facilities	1
Could use more passing lanes	1
Enjoyed paved access for mobility impaired	1
Pullouts well maintained	1
Update restrooms	1
Other comments	6
CONCESSION SERVICES	
Food unsatisfactory	8
Need more lodging	8
Lodging too expensive	4
Update lodging/cabins	4
More food options/variety	3
Had reservation problems	3
Concessions should be open earlier/later	3
Good food	3
Gas prices too high	2
Gift shops too expensive	2
Need competitive prices	2
Would like pool/hot tub	2
Enjoyed Old Faithful Inn	2
Restaurants need better ventilation	2
Good lodging	2
Making reservations was easy	1
Food price good	1
Gift shops good	1
Need better grocery store	1
Food too expensive	1
General store prices too high	1
Other comments	8

Table 24: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Traffic jams for animals need to be better managed	11
Park is in need of more funding	8
Park did not feel crowded	7
Speed limits should be enforced	7
Would like access to more of the park	6
Please no cell phone/internet in park	6
Cell phone/internet service would be good	6
Entrance fee/multiple fees too expensive	5
Need to limit the number of visitors	5
Would like a shuttle system in park	5
Bad traffic at East Entrance	4
Need more shower facilities	4
Park was crowded	3
No dogs/pets should be allowed	3
Park should not change	3
Enjoy ability to drive and not use shuttle	3
Would have liked a single-day pass	2
Entrance fee is reasonable	2
Fishing fees are too high	2
Would like more hiking access	2
Motorcycles should be banned	2
Eliminate long RVs, motor homes	2
Should not have a fee for showers	2
No snowmobiles in park	2
Cell phone/internet in some places	2
Park is well-managed	2
Other comments	16
GENERAL COMMENTS	
Loved/enjoyed visit	110
Plan on returning in the future	41
Scenery is beautiful	35
Would have liked to see more wildlife	30
Park is amazing	30
Enjoyed seeing wildlife	24
Come to park frequently	18
Thank you	17
Wished had more time to spend in park	15
The park/nature is pristine	12
Wonderful trip for family	11
Concerned about other visitors' behavior	9
Survey is too long/confusing/unappreciated	8
Liked Old Faithful/geysers	8
Accolades to the NPS	5
Sad to see burned trees	4
Less wildlife since wolf introduction	4

Table 24: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
Enjoyed hiking trails	2
Would have done more if stayed in park	2
Survey appreciated	2
Had good weather	2
East entrance was annoying	1
Other drivers generally well-disciplined	1
Toured Park on motorcycle	1
Will not return to park	1
Would like more swimming holes	1
Other comments	18

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

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

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Primary reason for visiting the park area (within 150 miles)
- Were signs directing to park adequate?
- Difficulty finding park commercial services?
- Reasons for difficulty finding park commercial services
- Number of entries into park
- Park entrances used
- Activities participated in
- Primary activity
- Park locations visited
- Hours/days spent at each park location
- Able to visit planned locations?
- Reasons and locations unable to visit
- Stay overnight away from home?
- Number of nights stayed in and outside the park
- Type of lodging used in and outside the park
- Locations stayed on night before and night after park visit
- Commercial services used
- Able to stay at location of first choice?
- Did commercial service meet expectations?
- Value for money paid for commercial services
- Concession services/activities planned or reserved in park before visit
- Concession service/activity used
- Importance of concession service/activity
- Quality of concession service/activity
- Visit Old Faithful Inn?
- Stay overnight at Old Faithful Inn?
- Expenditures in and outside the park
- Number of adults/children included in expenditures
- Commercial guided tour group?
- School educational group?
- Other organized group?
- Group type
- Group size
- Number of vehicles used to enter park
- Visitor gender
- Visitor age
- U.S. zip code
- Country of residence
- Number of visits in past 12 months
- Number of visit in lifetime
- Highest level of education
- Annual household income
- Number of people in household
- Language used for speaking and reading
- Services that need translating
- Respondent ethnicity and race
- Group members with disabilities/impairments?
- Types of disabilities/impairments
- Encounter service/access problems in park
- Future services needed in park
- Overall quality of visitor facilities, services, and recreational opportunities

For more information please contact:
 Visitor Services Project, PSU
 College of Natural Resources
 P.O. Box 441139
 University of Idaho
 Moscow, ID 83844-1139

Phone: 208-885-7863
 Fax: 208-885-4261
 Email: littlej@uidaho.edu
 Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are not equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 1 shows no significant difference in group type.

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

References

- Filion F. L. (Winter 1975-Winter 1976) Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Dey, E.L. (1997) Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.
- Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

|

|

Appendix 4: 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 PSU. 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 (summer & fall)
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. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic 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 & Memorials, 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. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
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

Visitor Services Project Publications (continued)**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
- 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)

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 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)
- 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 (winter)
- 111. St. 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
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National
Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour 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
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument

2003 (continued)

- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park
- 175. John F. Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

