



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

Visitor Services Project



Yosemite National Park Visitor Study

Winter 2008



University of Idaho

Park Studies Unit
Visitor Services Project
Report 198



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October 2008

Yen Le
Eleonora Papadogiannaki
Nancy Holmes
Steven J. Hollenhorst

Dr. Yen Le is VSP Assistant Director, Eleonora Papadogiannaki and Nancy Holmes are Research Assistants with the Visitor Services Project and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Jennifer Morse, Paul Reyes, Pixie Siebe, and the staff of Yosemite National Park for assisting with the survey, and David Vollmer for his technical assistance.

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

- This report describes the results of a visitor study at Yosemite National Park during February 2-10, 2008. A total of 938 questionnaires were distributed to visitor groups. Of those, 563 questionnaires were returned, resulting in a 60% response rate.
- This report profiles a systematic random sample of Yosemite National Park. 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.
- Fifty percent of visitor groups were in groups of two and 25% were in groups of three or four. Sixty percent of visitor groups were in family groups.
- United States visitors comprised 91% of total visitors, with 89% from California, and smaller proportions from 32 other states. International visitors were from 24 countries and comprised 9% of total visitation, with 9% each from Germany, Korea, Taiwan, United Kingdom. Smaller proportions came from 20 other countries.
- Fifty-nine percent of visitors were ages 31-65 years, 8% were over 65 years, and 17% were ages 15 years or younger. Five percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.
- Sixteen percent of visitors were of Hispanic or Latino ethnicity. Ten percent were Asian and 3% were American Indian or Alaska Native. Among the visitor groups of Asian ethnicity, the most common backgrounds were Chinese (39%), Japanese (21%) and Korean (18%).
- Twenty-six percent of visitors had visited the park once in their lifetime, and 55% had visited four or more times. For 53% of visitors, this was their first visit in the past 12 months, while 20% had visited twice in the past 12 months.
- Thirty percent of visitors made the decision to visit the park between 8 and 30 days before their visit, while 27% made the decision two to seven days prior to their visit.
- For 67% of visitors, interest in seeing Yosemite scenery in wintertime was the most common factor affecting their decision to visit the park.
- Prior to this visit, visitor groups most often obtained information about Yosemite National Park through previous visits (74%) and the Yosemite NP website (52%). Most visitor groups (93%) did obtain information about the park prior to their visit. Sixty-eight percent indicated they would prefer to obtain information for a future visit from the park website.
- The most common visitor activities were viewing scenery/taking a scenic drive (84%), taking photographs/painting/drawing (73%), and day hiking (35%).
- Of those visitors who stayed overnight in the park or in the area (65%), forty percent stayed two nights. Among the park's day visitors, 50% spent six or more hours. The average time spent in the park (including hours and days), was 1.3 days.
- The average group expenditure in the park and the surrounding area (within 50 miles of any entrance point) was \$579, with a median (50% spent more and 50% spent less) of \$315. The average total expenditure per person was \$194.
- Most visitor groups (85%) rated the overall quality of services, facilities, and recreational opportunities at Yosemite National Park 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

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INTRODUCTION

Yosemite National Park, one of the first wilderness parks in the United States, is best known for its waterfalls, but within its nearly 1,200 square miles, you can find deep valleys, grand meadows, ancient giant sequoias, a vast wilderness area, and much more. (Yosemite National Park, National Park Service, Department of the Interior website <http://www.nps.gov/yose> August, 2008)

This report describes the results of a visitor study at Yosemite National Park, conducted February 2 – 10, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), 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: *Comparative demographics, 2008/2005.* A comparison of visitor demographics of the 2008 and 2005 Yosemite visitor studies.

Appendix 2: *The Questionnaire.* A copy of the questionnaire distributed to groups.

Appendix 3: *Additional Analysis.* 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 4: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 5: *Visitor Services Project Publications.* A complete list of publications by the PSU. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

Visitor Comments Appendix: A separate appendix provides 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.

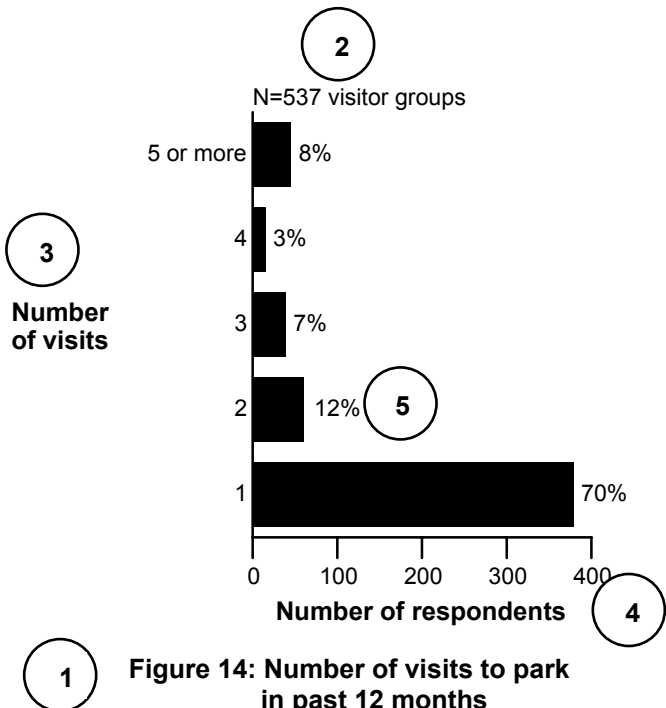


Figure 14: Number of visits to park in past 12 months

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* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Yosemite National Park during February 2 – 10, 2008. During this survey, 1,006 visitor groups were contacted and 938 of these groups (93.2%) accepted questionnaires (average acceptance rate for 183 VSP visitor studies is 90.9%). The distributed questionnaires included 15 questionnaires in Spanish, of which six were returned. Table 1 shows the three locations and numbers of questionnaires distributed at each location. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Questionnaires were completed and returned by 563 visitor groups resulting in a 60% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

Table 1: Questionnaire distribution
N=number of questionnaires distributed

Sampling site	N	Percent of total
Arch Rock	246	26
Oak Flat	298	32
South Entrance	394	42
Total	938	100

Questionnaire design

The Yosemite National Park 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 Yosemite National Park. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Yosemite National Park 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. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. 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.

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 data were entered twice—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. The data reflect visitor use patterns to the selected sites during the study period of February 2 – 10, 2008. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. 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

The weather during the survey period was variable, generally partly cloudy with freezing temperatures. A significant snowfall occurred on February 3, causing temporary road closures in the park.

Checking Non-response Bias

The two variables used to check non-response bias were group size and age of the group member who actually completed the questionnaire.

As shown in Table 2, there are statistically significant differences between respondent and non-respondent ages. Respondents also tended to travel with a larger group than nonrespondents. See Appendix 4 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents
age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	555	4.2	370	3.1	0.011
Age	549	47.6	369	36.8	<0.001

Non-response bias was detected in this study. Respondents tended to be of older age and traveled with larger groups. Thus, visitor demographic information needs to be interpreted with caution. However, this does not necessary translate into differences in behaviors and perceptions.

RESULTS

Demographics

Visitor group size

Question 18

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

Results

- 50% of visitors were in groups of two (see Figure 1).
- 33% were in groups of four or more.

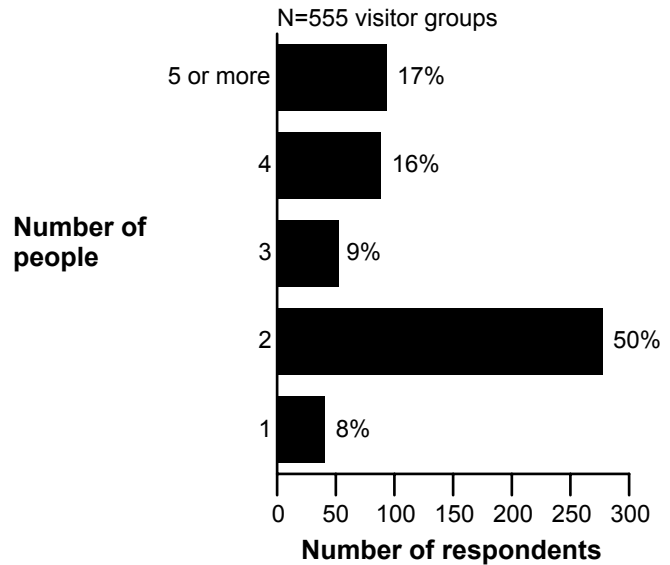


Figure 1: Visitor group size

Visitor group type

Question 17

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

Results

- 60% of visitor groups were made up of family members (see Figure 2).
- 20% were with friends.
- “Other” groups (1%) included:
 - Club
 - Mountain Area Ski School

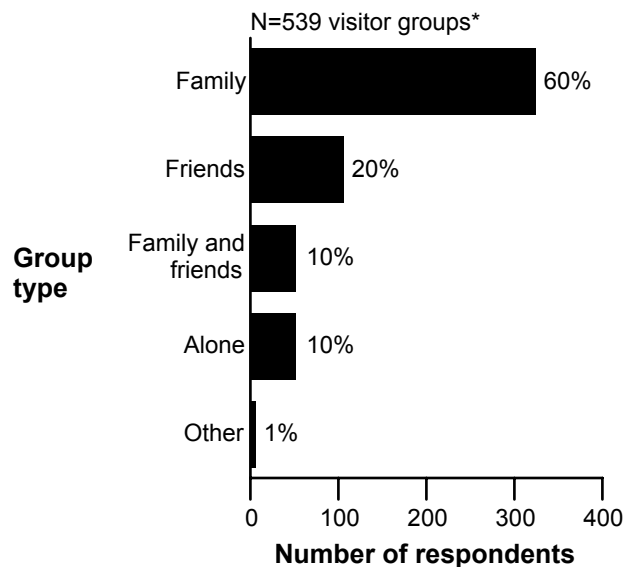


Figure 2: Visitor group type

*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 16a

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

Results

- 3% of visitor groups were part of a commercial guided tour group (see Figure 3).

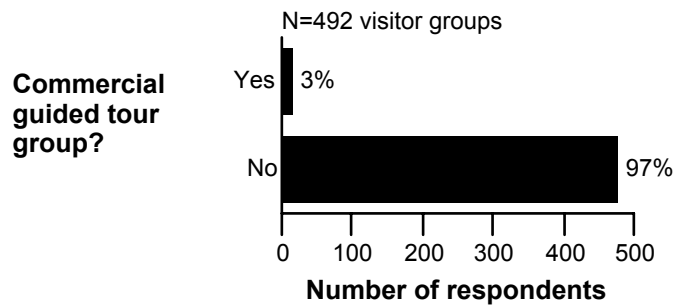


Figure 3: Visitors with a commercial guided tour group

Question 16b

On this visit, were you and your personal group part of a school/educational group (school, etc.)?

Results

- 3% of visitor groups were part of a school/educational group, etc. (see Figure 4).

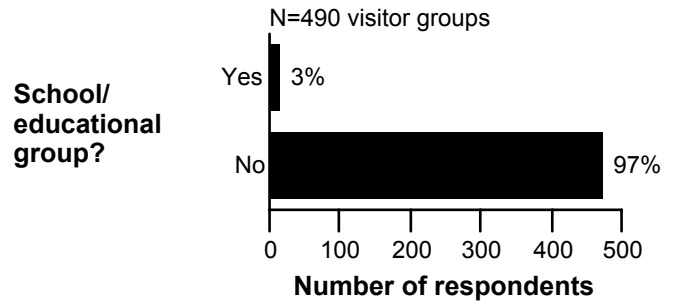


Figure 4: Visitors with a school/educational group

*total percentages do not equal 100 due to rounding

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

Question 16c

On this visit, were you and your personal group part of a wedding/reunion group?

Results

- 3% of visitor groups were part of a wedding/reunion group (see Figure 5).

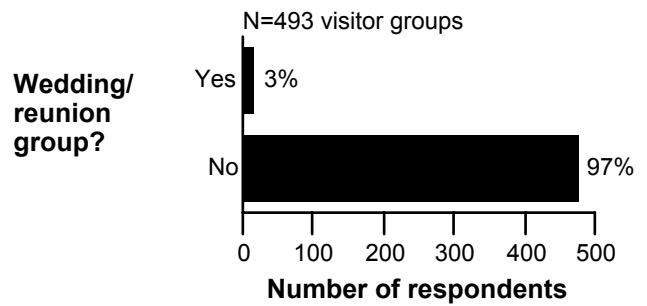


Figure 5: Visitors with a wedding/reunion group

Question 16d

On this visit, were you and your personal group part of an other organized group such as business group, scout group, etc.?

Results

- 4% of visitor groups were traveling with an other organized group (see Figure 6).

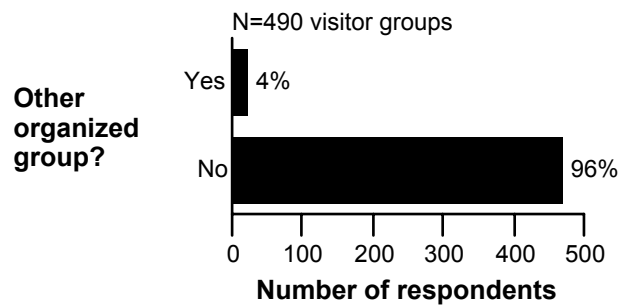


Figure 6: Visitors traveling with an other organized group

*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 19a

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

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

Results

- Visitor ages ranged from 1 to 91 years.
- 59% of visitors were in the 31-65 years age group (see Figure 7).
- 17% were 15 years or younger.
- 8% were 66 or older.

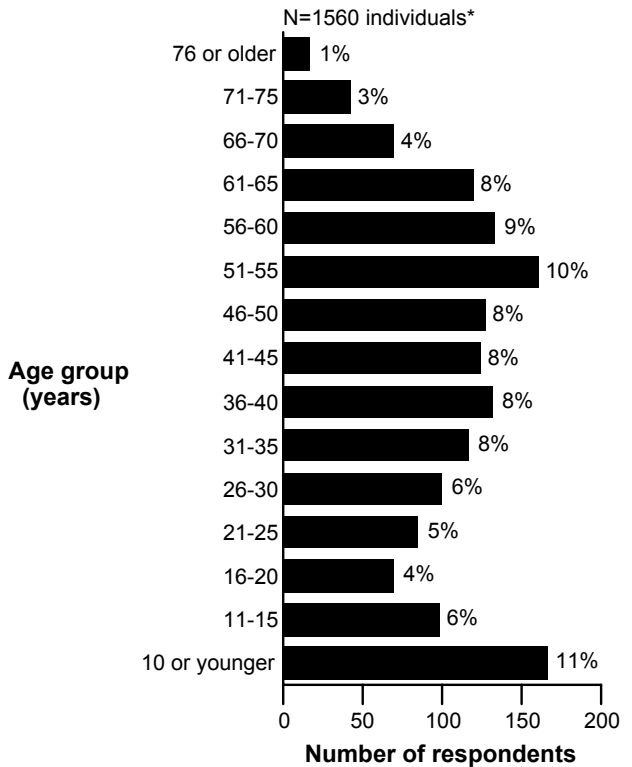


Figure 7: Visitor age

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 19b

For you and your personal group on this visit, what is your state of residence?

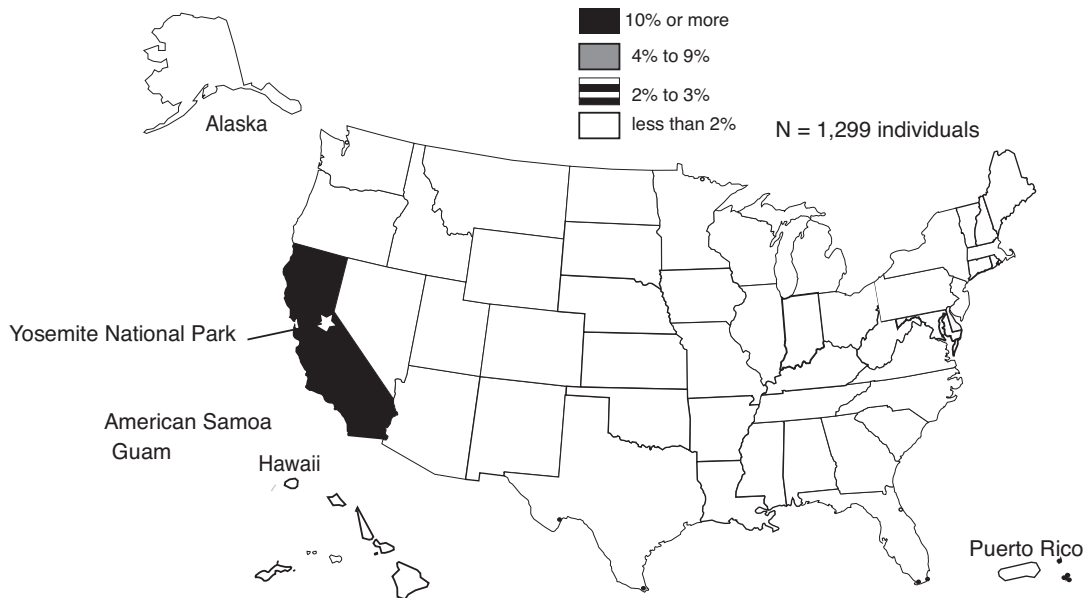
Table 3: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,299 individuals	Percent of total visitors N=1,430 individuals
California	1,153	89	81
Washington	14	1	1
Nevada	9	1	1
Oregon	9	1	1
Florida	8	1	1
New York	8	1	1
Kentucky	7	1	<1
Texas	7	1	<1
Utah	7	1	<1
24 other states	77	6	5

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

Results

- U.S. visitors were from 33 states and comprised 91% of total visitation to the park during the survey period.
- 89% of U.S. visitors came from California (see Table 3 and Map 1).
- Smaller proportions of U.S. visitors came from 32 other states.



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 19b

For you and your personal group on this visit, what is your country of residence?

Table 4: International visitors by country of residence *

	Country	Number of visitors	Percent of international visitors N=131 individuals	Percent of total visitors N=1,430 individuals
	Germany	12	9	1
	Korea	12	9	1
	Taiwan	12	9	1
	United Kingdom	12	9	1
	Canada	11	8	1
	Netherlands	9	7	1
	Australia	7	5	<1
	Japan	6	5	<1
	South Korea	6	5	<1
	Argentina	5	4	<1
	Hong Kong	5	4	<1
	Thailand	5	4	<1
	China	4	3	<1
	Mexico	4	3	<1
	Brazil	3	2	<1
	Denmark	3	2	<1
	France	3	2	<1
	Columbia	2	2	<1
	India	2	2	<1
	Portugal	2	2	<1
	Romania	2	2	<1
	Singapore	2	2	<1
	Israel	1	1	<1
	Lithuania	1	1	<1

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

Results

- International visitors were from 24 countries and comprised 9% of total visitation to the park during the survey period (see Table 4).
- International visitors came from Germany, Korea, Taiwan, and United Kingdom (9% each).
- Smaller portions came from 20 other countries.

*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

Question 19c

For you and your personal group on this visit, how many times have you visited Yosemite National Park in the past 12 months (including this visit)?

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

Results

- 53% of visitors visited the park once in the past 12 months (see Figure 8).
- 26% visited three or more times.

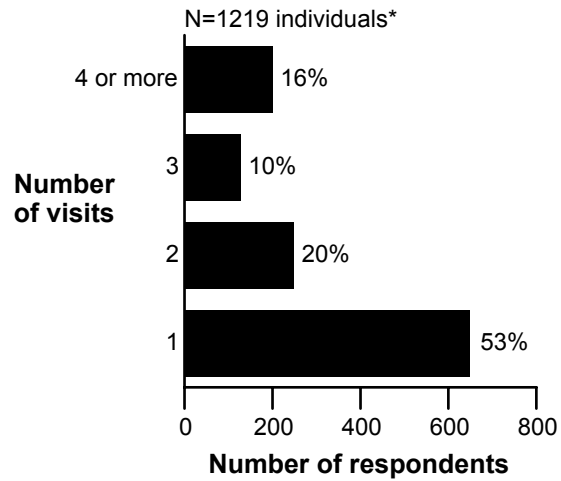


Figure 8: Number of visits to park in the past 12 months

Question 19d

For you and your personal group on this visit, how many times have you visited Yosemite National Park in your lifetime (including this visit)?

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

Results

- 55% of visitors visited the park four or more times in their lifetime (see Figure 9).
- 26% visited the park once in their lifetime.

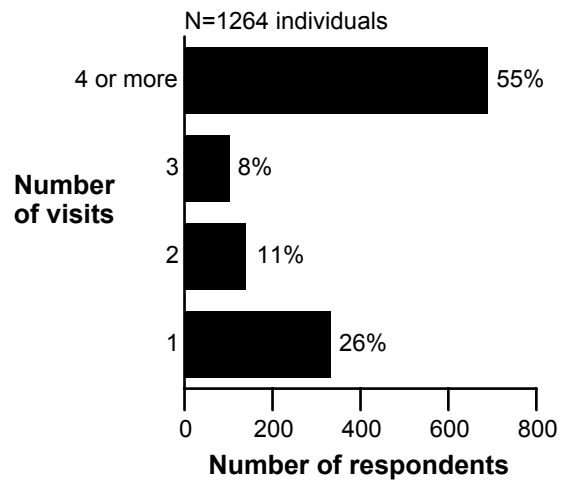


Figure 9: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 21a

Are you or members of your group Hispanic or Latino?

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

Results

- 16% of visitors were of Hispanic/Latino ethnicity (see Figure 10).

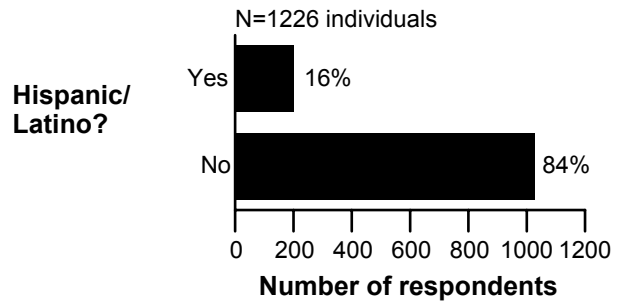


Figure 10: Visitors of Hispanic/Latino ethnicity

Question 21c

Are you or members of your group Middle Eastern/Arab ancestry/descent?

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

Results

- 2% of visitors were of Middle Eastern/Arab ancestry/descent (see Figure 11).

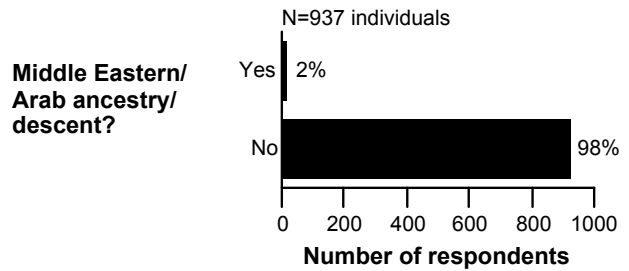


Figure 11: Visitors of Middle Eastern/Arab ancestry/descent

Visitor race

Question 21b

What is your race? What is the race of each member of your personal group?

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

Results

- 88% of visitors were White (see Figure 12).
- 10% were Asian.

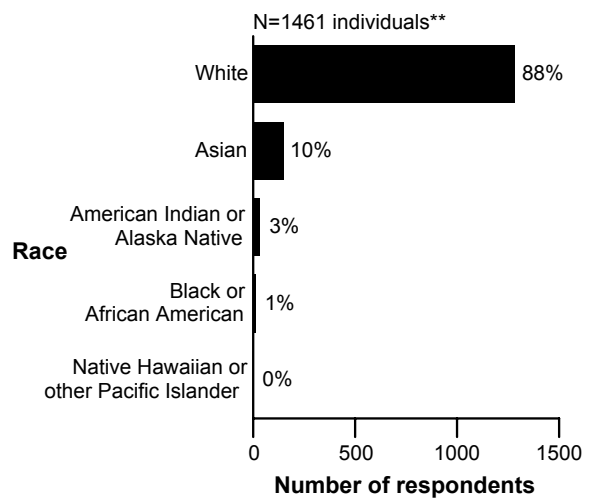


Figure 12: Visitor race

*total percentages do not equal 100 due to rounding

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

Asian ethnic groups

Question 22

If you or your personal group members are of Asian race, which of the following categories best describe your race?

Results

- Among visitors who were of Asian race, 39% were of Chinese ethnicity (see Figure 13).
- 21% were Japanese.

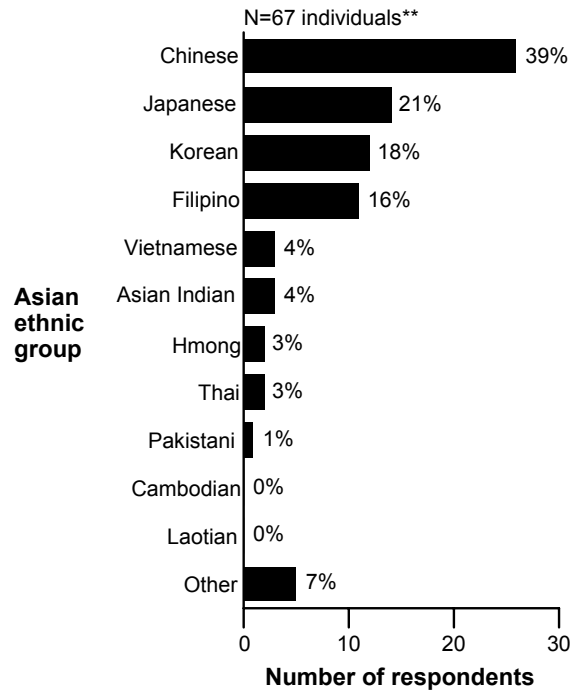


Figure 13: Asian ethnic groups

*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 physical conditions/impairments

Question 20a

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

Results

- 5% of visitor groups had members with physical conditions that made it difficult to participate in park activities/access services (see Figure 14).

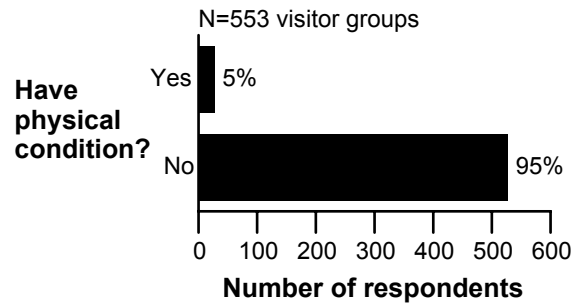


Figure 14: Visitors with physical conditions

Question 20b

If YES, what services or activities were difficult to access/participate in? (open-ended)

Results

- Services or activities in which visitors had difficulty accessing or participating in included:
 - Anything near smokers, and room fresheners/scents
 - Bus access
 - Cross country skiing
 - Getting to and from lodge over snow banks
 - Handicap parking was difficult due to snow
 - Hiking
 - Icy trails
 - Loft Restaurant was not accessible by disabled persons
 - Sledding
 - Trail walking
 - Walking

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 12a

When visiting an area such as Yosemite National Park, what one language do you and most members of your personal group prefer to use for speaking?

Results

- 93% visitor groups reported English as their preferred language used for speaking (see Figure 15).
- Bilingual language groups (1%) included:
 - Spanish/English
 - German/English
 - Japanese/English

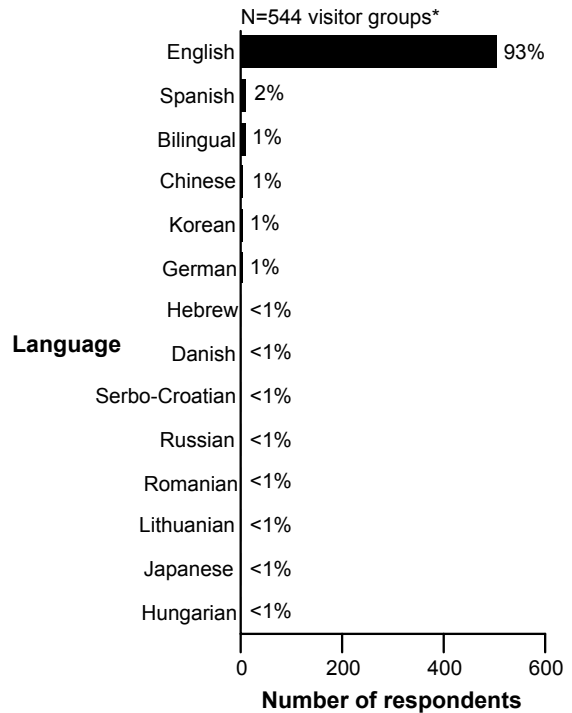


Figure 15: Language preferred for speaking

Question 12a

When visiting an area such as Yosemite National Park, what one language do you and most members of your personal group prefer to use for reading?

Results

- 94% visitor groups preferred English for reading (see Figure 16).
- Bilingual language groups (1%) included:
 - Spanish/English
 - German/English
 - Japanese/English

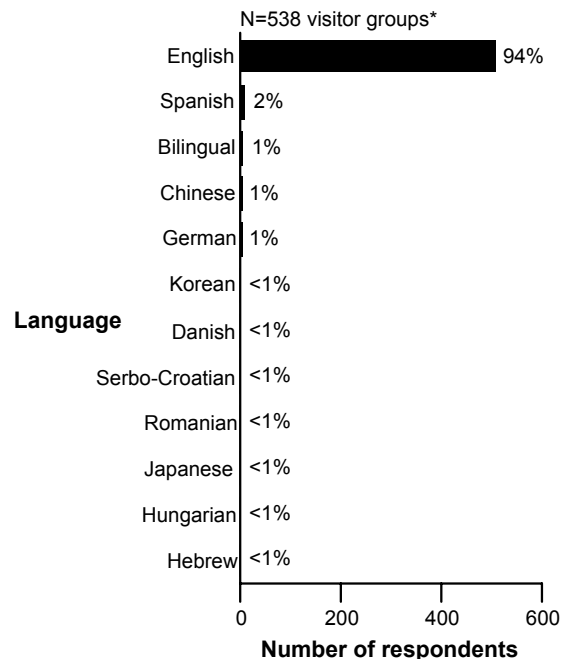


Figure 16: Language preferred for reading

*total percentages do not equal 100 due to rounding

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

Preferred services to be provided in other languages than English

Question 12b

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

Results

- Services that visitors would like to have provided in languages other than English included:

All services
Brochures
Directional signs
Emergency/safety information
Food service/stores
Guided tours
Guides
Information at ranger stations
Informational signs
No-smoking signage
No cell phone use signage
Parking
Restrooms
Road conditions
Tour information
Video about park and nature
Visitor center information
Weather conditions

*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 this visit, how did you and your personal group obtain information to plan your visit to Yosemite National Park?

Results

- 93% of visitor groups obtained information about Yosemite National Park prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups who obtained information about Yosemite National Park prior to their visit, the most common sources were:

- 74% Previous visits
- 52% Park website
- 41% Friends/relatives/word of mouth

- “Other” sources (4%) included:

- Class information
- Information at Sunset
- Information from hotel
- Information from rangers
- Library books
- Local resident
- M.A.S.S. Ski Program
- Phone call to Badger Ski area
- Snowshoeing books
- Tourist information
- Visitor bureau

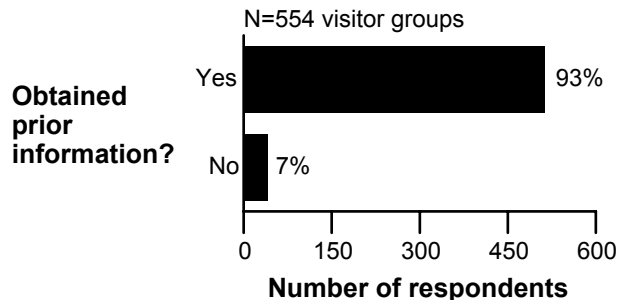


Figure 17: Visitor groups who obtained information about Yosemite National Park prior to visit

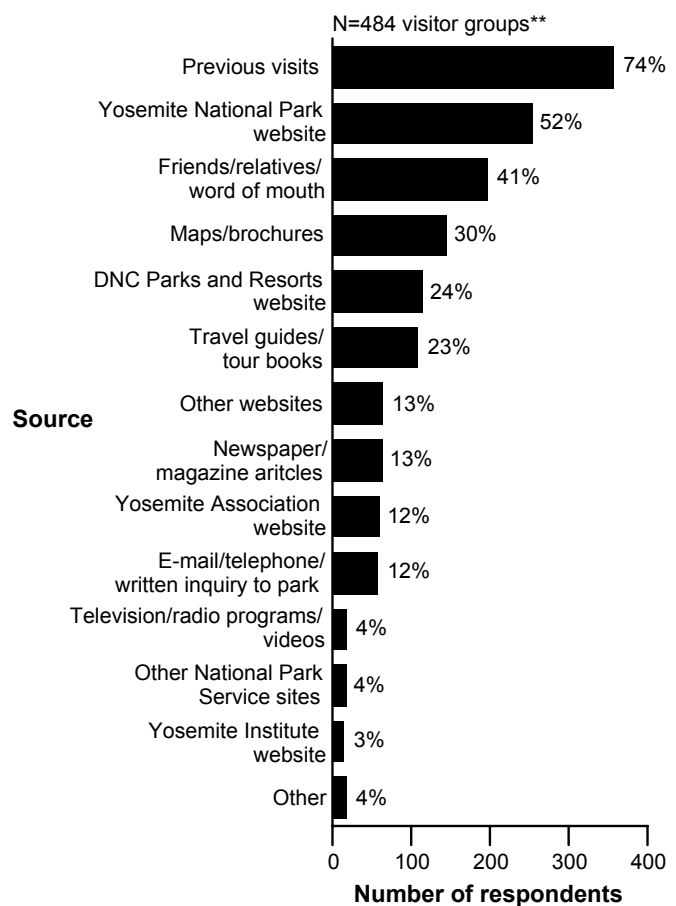


Figure 18: Sources of information used by visitors prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 91% of visitor groups received needed information prior to their visit (see Figure 19).

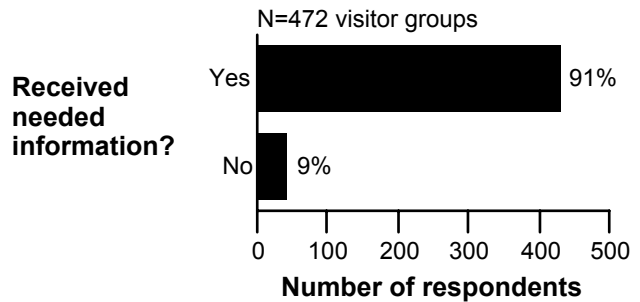


Figure 19: Visitors who received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results

- Additional information that visitor groups needed included:

- Chain control information
- Condition of hiking trails to Mariposa Trails
- Cross country skiing
- Different routes in/out
- Hotel prices
- If there was a rope tow for tubing at Badger Pass
- Information on Badger Pass ski area
- Information on Wawona Inn
- Lodging availability
- Maps/brochures
- Ranger programs
- Road conditions
- Shuttle maps
- Snow conditions
- Snowmobiling information
- Snowshoe rental information
- Snowshoe trail information
- Specific self-guided hikes/snowshoe walks
- Specifics on winter activities
- Tour information
- Tour information on the website
- Traffic
- Weather conditions
- Where to get wilderness permits
- Which trailheads were closed

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 1b

If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to obtain information about Yosemite National Park?

Results

- As shown in Figure 20, the most common sources of information preferred for a future visit were:

68% Park website
 52% Previous visits
 36% Maps/brochures

- “Other” sources of information (2%) included:

Hiking/snowshoeing books
 Information from rangers
 Local library
 Road conditions radio station
 Weather forecast

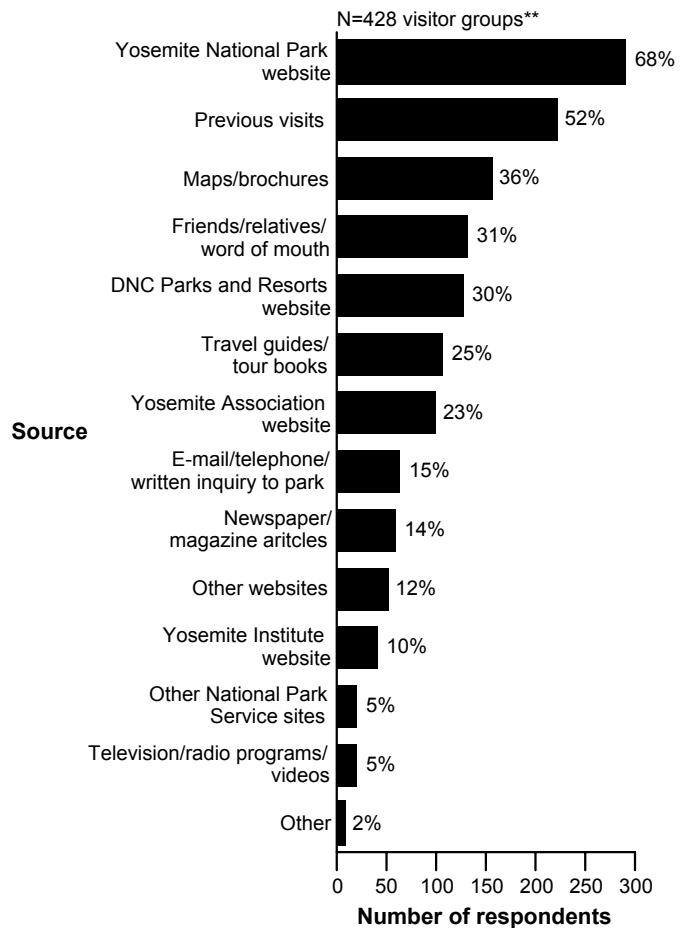


Figure 20: Sources of information preferred for a future visit

Timing of decision to visit the park

Question 2a

When did you and your group make the decision to visit Yosemite National Park?

Results

- 30% of visitor groups made the decision to visit Yosemite National Park 8-30 days before this visit (see Figure 21).
- 27% of visitor groups made the decision 2-7 days before the visit.

*total percentages do not equal 100 due to rounding

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

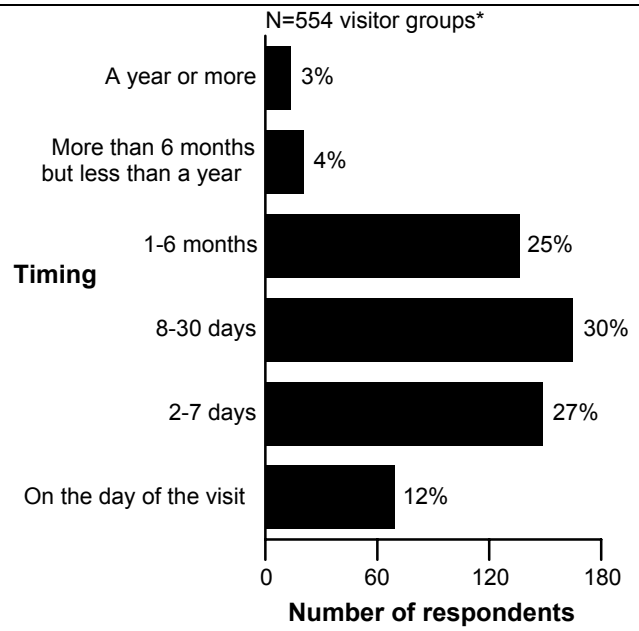


Figure 21: Timing of decision to visit park

Factors affecting decision to visit 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

Question 2b

Which factors affected you and your group’s decision to visit Yosemite National Park on the day that you visited?

Results

- As shown in Figure 22, the most common factors included
 - 67% Interest in seeing Yosemite scenery in wintertime
 - 52% Snow and favorable weather conditions for winter activities
 - 46% Expecting fewer crowds in the park
- “Other” factors (13%) included:
 - Ability to drive in the park
 - Anniversary
 - Annual trip
 - Attend a wedding
 - Attend meeting in park
 - Availability of lodging
 - Birthday celebration
 - Business/work trip
 - Cross-country skiing
 - Educational trip
 - Favorite family outing
 - Fit in with other holiday plans
 - Hot buttered rum
 - Ice rink
 - Interest in buying annual pass
 - Local residents
 - Park’s proximity
 - Photography
 - Preparing for longer visit in March
 - Proximity to other destinations
 - On organized tour
 - Skiing Badger Pass
 - Special winter rates at hotel
 - “Stay and play” incentives
 - Test new Subaru in winter conditions
 - Timing
 - Visit family
 - Visit private property
 - Wedding planning
 - World class rock climbing
 - Yosemite Institute availability
 - Yosemite is a great place to visit

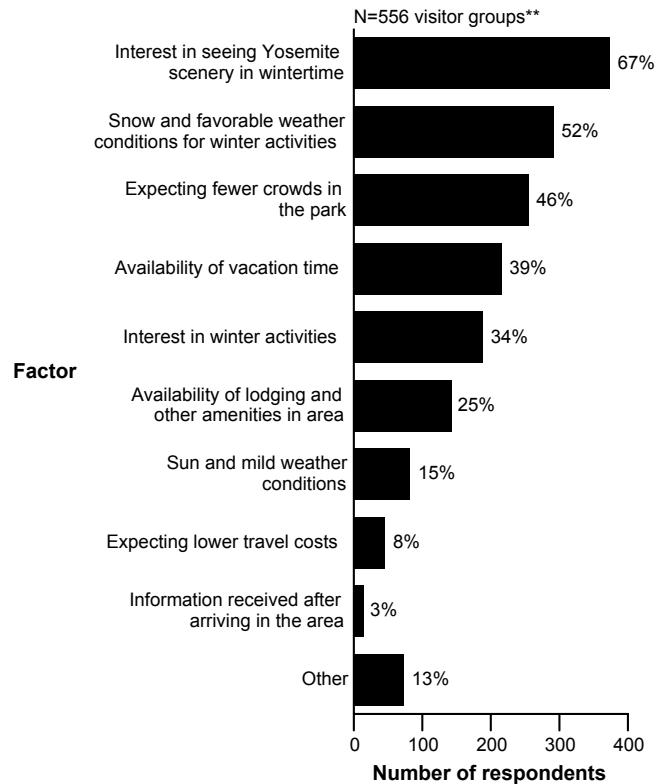


Figure 22: Factors affecting decision to visit park

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the area

Question 5

For this trip, what was the primary reason that you and your personal group visited Yosemite National Park area (within 50 miles of any entrance point)?

Results

- 10% of visitor groups were residents of the area (see Figure 23).
- Figure 24 shows the primary reason for visiting Yosemite National Park area (within 50 miles of any entrance point) among visitor groups who were not residents included:

- 80% Visit Yosemite National Park
- 3% Visit other attractions in the area
- 3% Visit friends/relatives in the area

- “Other” reasons (10%) included:

- Annual visit
- Attend a symposium
- Attend a wedding
- Bringing friends/relatives
- Celebrate anniversary
- Could not get Saturday night in park
- Cross country skiing
- Have a meal
- Home-schooling family members
- Hot buttered rum
- Malidoma’s visit
- Meeting attendance
- Obtain information for future visits
- Play in snow
- Skiing/snowboarding
- Snow and mountains
- Special offers at lodging
- Stay at Tenaya Lodge, Fish Camp
- Taking photographs
- Uncle ran the hospital 1950-1970
- Visit Badger Pass Ski Area
- Wedding planning
- Work at our cabin
- YMCA Adventure Guides winter trip
- Yosemite Institute program

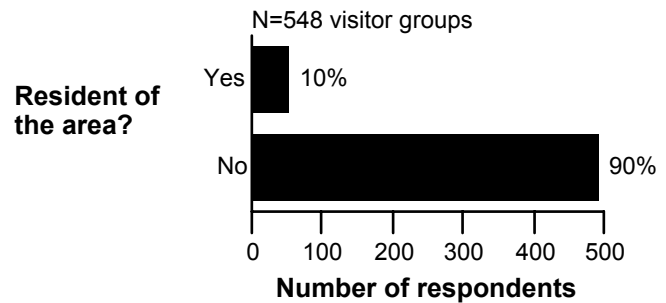


Figure 23: Residents of the area (within 50 miles from any entrance point)

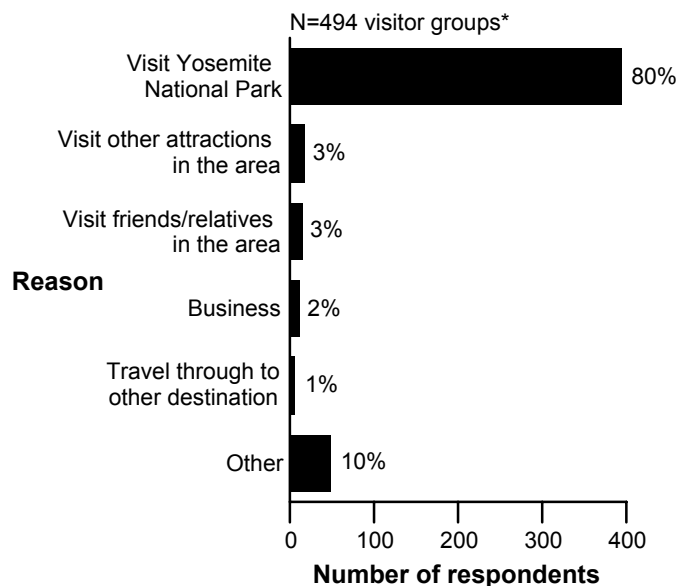


Figure 24: Primary reason for visiting Yosemite National Park area

*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 visit in the park

Question 3a

On this visit to Yosemite National Park, how long did you and your personal group spend visiting the park?

Results

- The average length of stay for all visitor groups (including hours and days) was 1.3 days.

Number of hours if less than 24

- 50% of visitor groups spent six or more hours (see Figure 25).
- 29% spent between four and five hours.

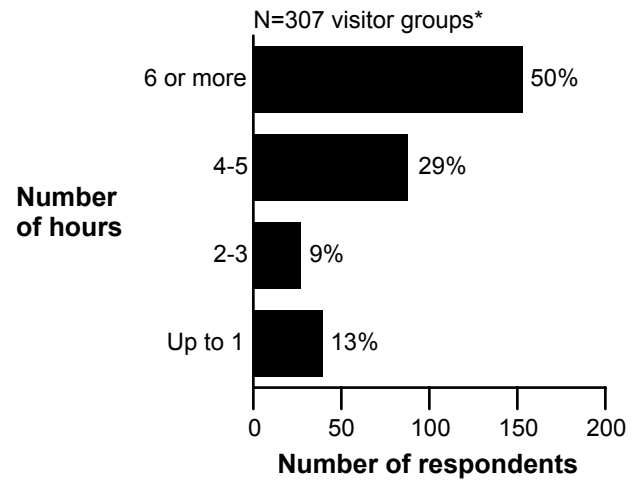


Figure 25: Number of hours visiting the park

Number of days if 24 hours or more

- 73% of visitor groups spent two or three days (see Figure 26).
- 31% spent three days.

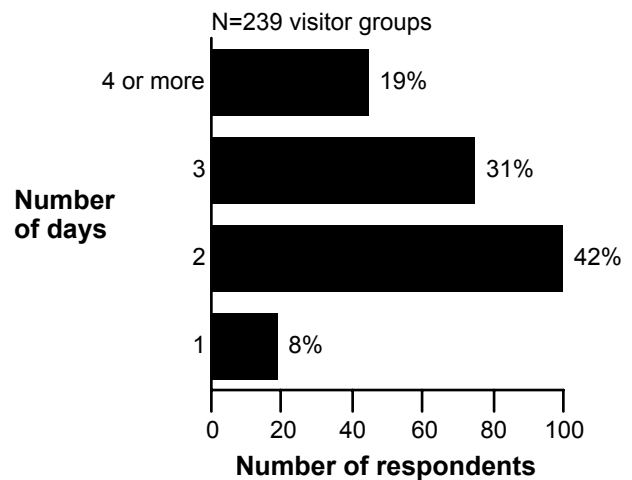


Figure 26: Number of days visiting the park

*total percentages do not equal 100 due to rounding

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

Length of stay in the area

Question 3b

On this visit to Yosemite National Park, how long did you and your personal group stay in the area (within 50 miles of any entrance point)?

Note: Number of days stayed was only reported for visitors who were not residents of the area.

Results

- The average length of stay for all visitor groups (including hours and days) was 1.9 days.

Number of hours if less than 24

- 44% of visitor groups spent six or more hours (see Figure 27).
- 24% spent four to five hours.

Number of days if 24 hours or more

- Of the visitors who stayed 24 hours or more in the area, 72% spent two or three days (see Figure 28).
- 21% stayed four or more days.

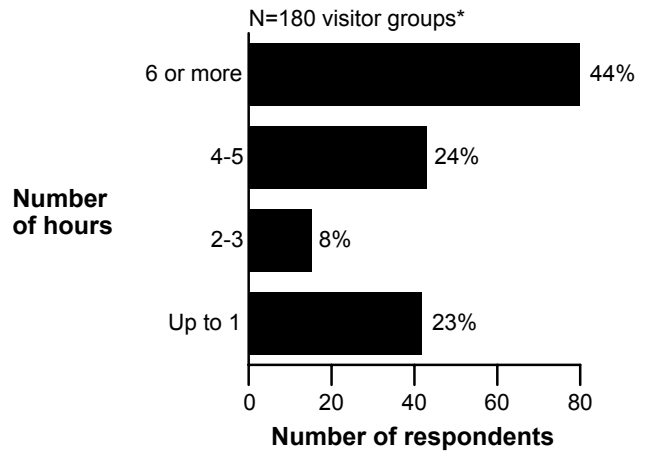


Figure 27: Number of hours in the area

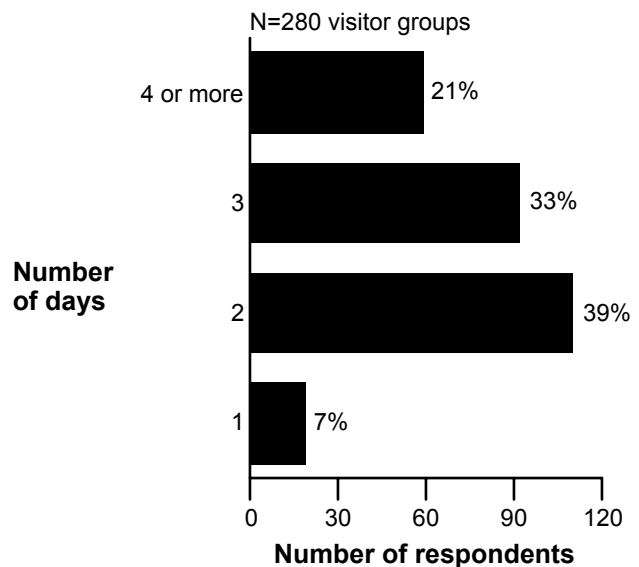


Figure 28: Number of days in the area

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 9a

On this visit, what activities did you and your personal group participate in while visiting Yosemite National Park?

Results

- As shown in Figure 29, the most common activities visitor groups participated in were:

- 84% Viewing scenery/taking scenic drive
- 73% Taking photographs, painting, drawing
- 35% Day hiking

- “Other” activities (20%) included:

- Attending a meeting (symposium)
- Attending a wedding
- Building snowmen
- Business
- Celebrating anniversary
- Education
- Enjoying cocktails at Yosemite Lodge
- Enjoying hot buttered rum
- Having a meal
- Instructor-led interpretive hikes
- Lounging
- Napping
- Obtaining skiing information
- Playing in the snow
- Purchasing annual pass
- Relaxing in cabin
- Rock climbing
- Shoveling snow to get our car out
- Sledding
- Snowboarding
- Touring by car
- Tubing
- Two hour bus tour
- Visiting a museum
- Visiting Ahwahnee Hotel
- Visiting our private property
- Visiting visitor center
- Walking
- Wandering aimlessly
- Yosemite Institute educational field trip

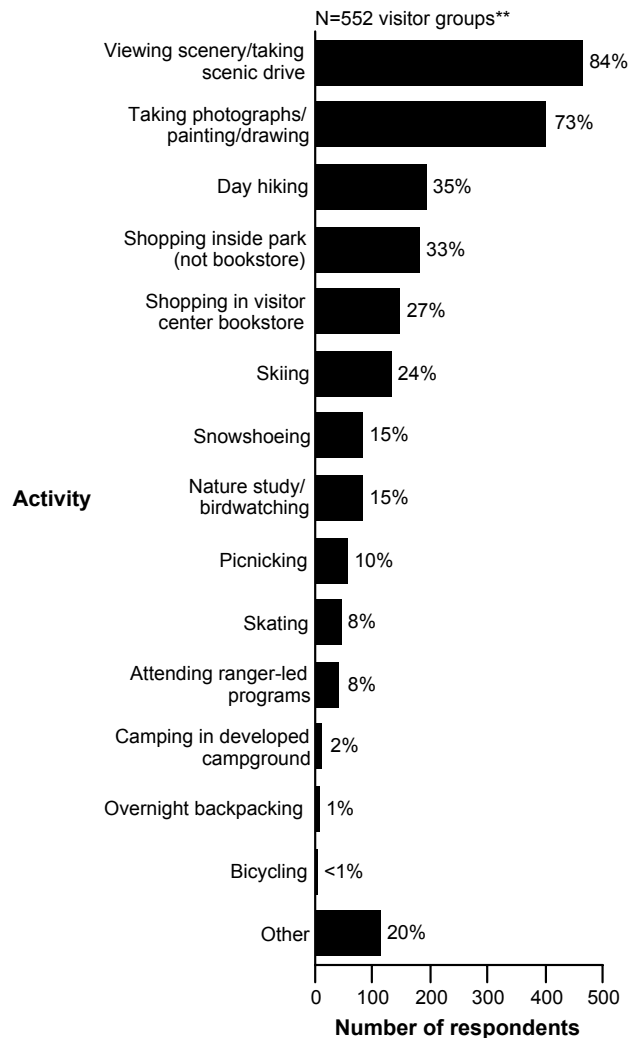


Figure 29: Activities on this visit

*total percentages do not equal 100 due to rounding

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

Most important activity

Question 9b

Which one of the above activities was the primary activity that you and your personal group participated in while visiting Yosemite National Park?

Results

- As shown in Figure 30, visitor groups' most important activities included:

- 36% Viewing scenery/taking scenic drive
- 18% Skiing
- 12% Day hiking
- 12% Taking photographs/painting/drawing

- “Other” activities (11%) included:

- Attending a meeting (symposium)
- Attending a wedding
- Building snowmen
- Business
- Education
- Enjoying hot buttered rum
- Having a meal
- Having a meal at Ahwahnee Hotel
- Playing in the snow
- Purchasing annual pass
- Relaxing at Ahwahnee Hotel
- Rock climbing
- Shoveling snow to get our car out
- Sledding
- Snowboarding
- Touring by car
- Visit Ahwahnee Hotel
- Walking
- Wandering aimlessly

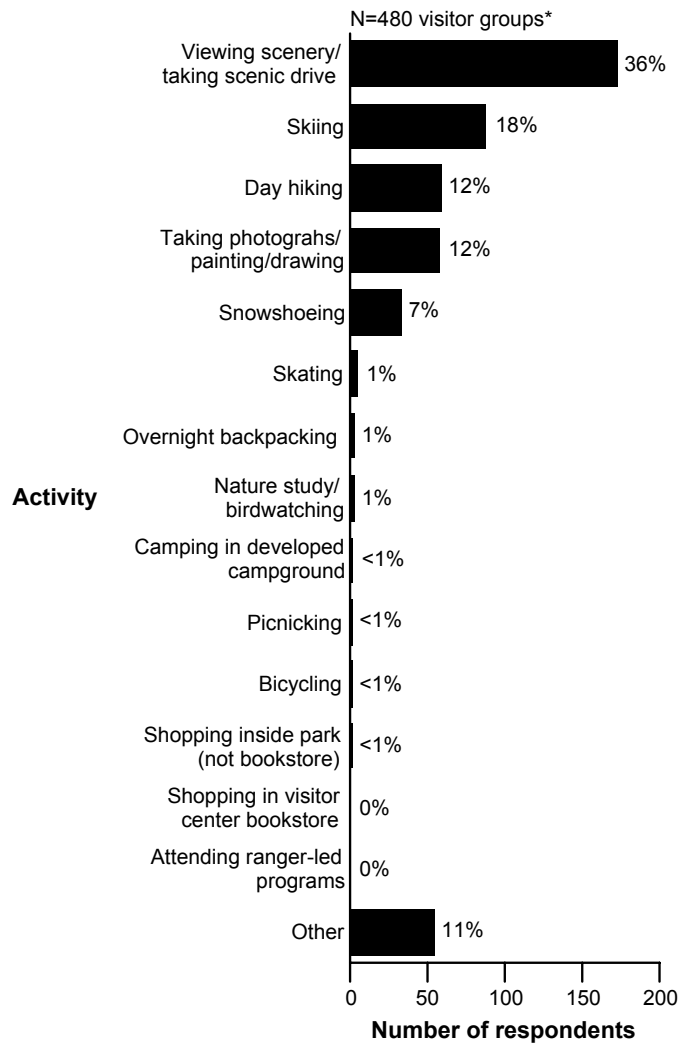


Figure 30: Most important activity

*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 11

On this visit, which of the following sites in Yosemite National Park did you and your personal group visit?

Results

- As shown in Figure 31, the most commonly visited sites by visitor groups at Yosemite National Park included:

59% Yosemite Falls
 55% Yosemite Valley Visitor Center
 43% Bridalveil Fall

- The least visited sites were:

<1% Tuolumne Meadow
 <1% High Sierra

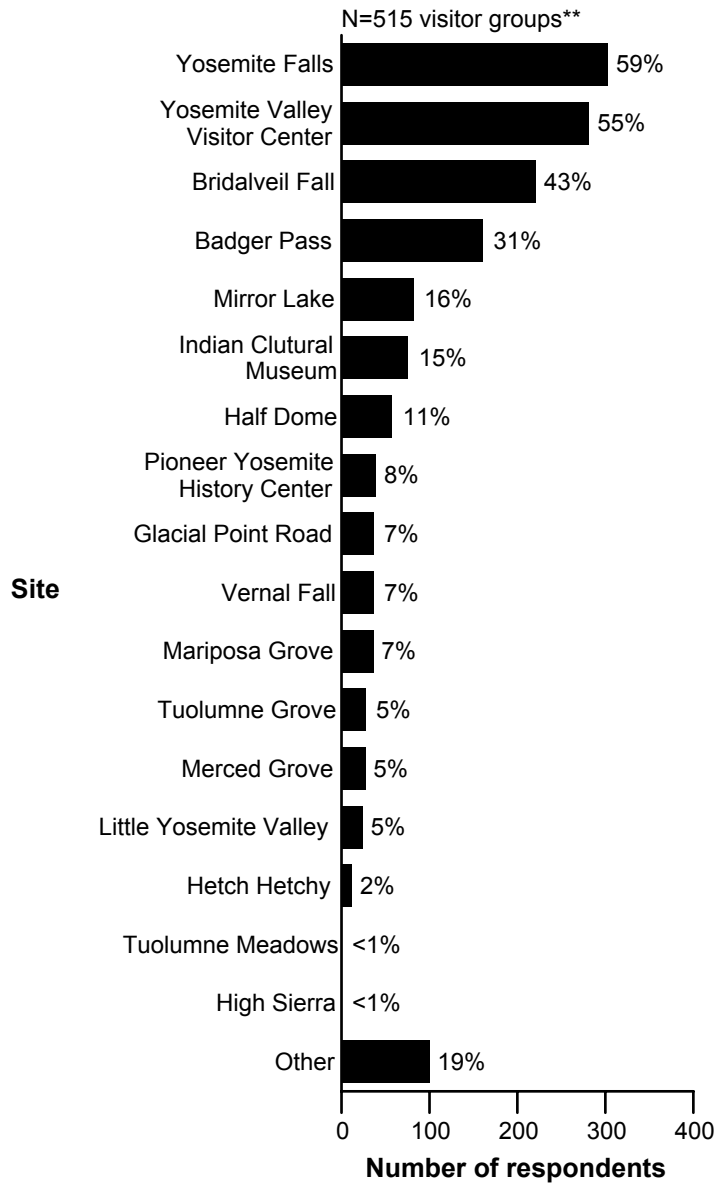


Figure 31: Sites visited

*total percentages do not equal 100 due to rounding

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

- “Other” sites that were visited (19%) included:

Ahwahnee	Meadows
Ahwahnee Hotel	Old Church Bowl
Ansel Adams Gallery	Ostrander Hut
Arch Rock	Royal Arches
Base of Glacier Point	Snow park by 120 Big Oak Flat entrance
Camp Curry	Sentinel Bridge
Campgrounds in Pines	Store
Chapel	Swinging Bridge
Clouds Rest	The Redwoods in Yosemite
Columbia Point	Tunnel View
Cook's Meadow	Valley Floor
Cookie Cliff	Views of El Capitan and Half Dome from Hwy. 41
Crane Flat	Wawona
Curry Village	Wawona golf course
Dewey Point	Wawona Hotel
El Capitan	Wawona Meadow
El Capitan Meadows	Wawona Tunnel Overlook
Forests and lake	Wilderness ski trails
Gallery near visitor center	Yosemite Chapel
Granite monolith	Yosemite Lodge
Habitat Yosemite	Yosemite Valley
Happy Isles	Yosemite Village
Ice skating rink	
Inspiration Point	

*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 6a

On this trip, did you and your personal group stay overnight away from home in Yosemite National Park or in the area within 50 miles of any entrance point?

Results

- 65% of visitor groups stayed overnight away from home in the area (see Figure 32).

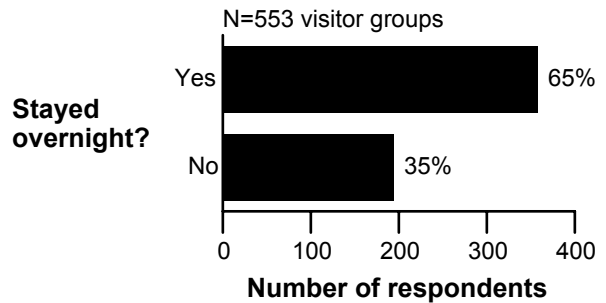


Figure 32: Visitor groups who stayed overnight in the area

Question 6b

If YES, please list the number of nights you and your personal group stayed inside Yosemite National Park.

Results

Number of nights inside the park

- 40% of visitor groups stayed two nights (see Figure 33).
- 34% stayed three or more nights.

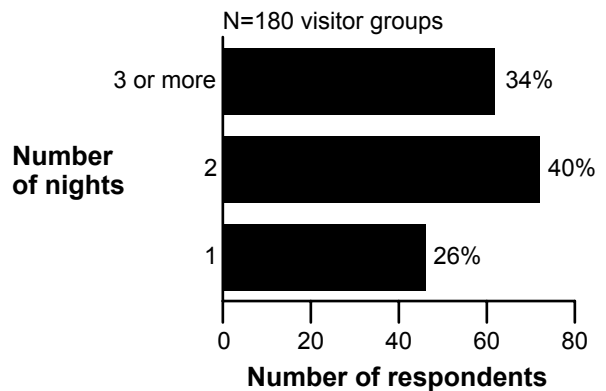


Figure 33: Number of nights inside the park

Number of nights in the area within 50 miles of any entrance point

- 44% of visitor groups stayed two nights in the area (see Figure 34).
- 32% stayed one night.

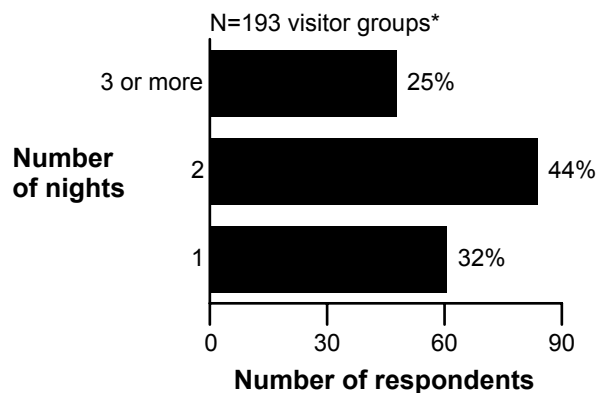


Figure 34: Number of nights in the area outside the park

*total percentages do not equal 100 due to rounding

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

Type of lodging inside and outside the park

Question 6c

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

Results

- 89% of visitor group stayed in a lodge, motel, cabin, rented condo, or bed & breakfast (see Figure 35).
- 4% tent camped in developed campground.
- “Other” types of lodging (2%) included:

Crane Flat
Hostel
Ostrander hut

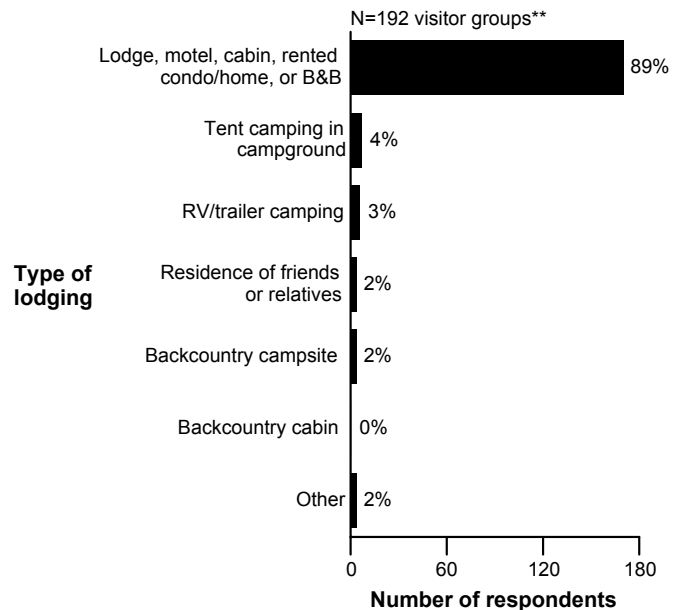


Figure 35: Type of lodging inside the park

Question 6d

In what type of lodging did you and your personal group spend the night(s) in the area outside the park (within 50 miles of any entrance point)?

Results

- 82% of visitor groups stayed in a lodge, motel, cabin, rented condo, or bed & breakfast (see Figure 36).
- 10% stayed with friends or relatives
- “Other” types of lodging (3%) included:

Our resort
Snow cave
Time share

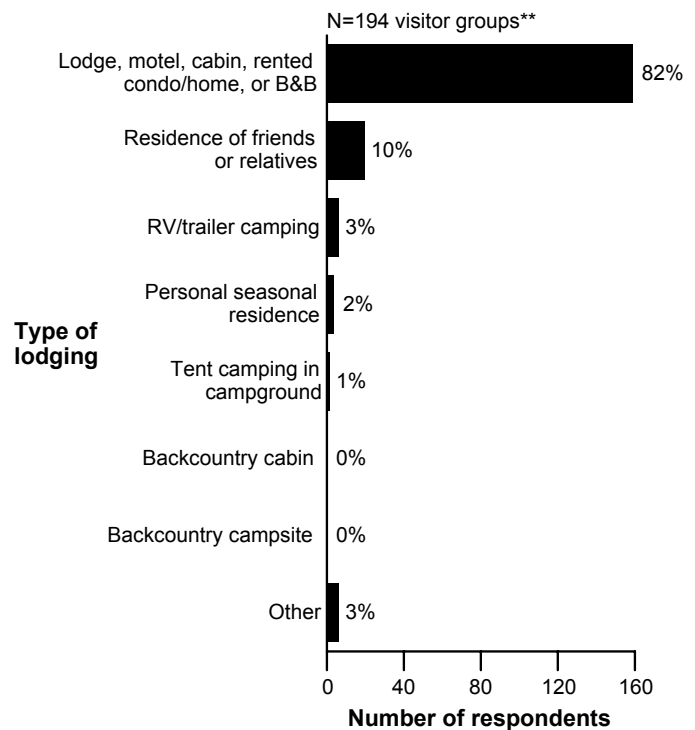


Figure 36: Type of lodging in the area outside the park

*total percentages do not equal 100 due to rounding

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

Places stayed before visit

Question 10a

On this trip, where did you and your personal group stay on the night prior to visiting Yosemite National Park?

Results

- Table 5 shows the towns/cities in which visitor groups stayed before visiting Yosemite National Park.

Table 5: Town/city in which visitor groups stayed before visit

N=544 locations

Town/city	Number of times mentioned
Oakhurst, CA	38
Fresno, CA	30
Mariposa, CA	24
San Francisco, CA	23
Groveland, CA	20
San Jose, CA	19
Fish Camp, CA	18
El Portal, CA	16
Coarsegold, CA	15
Sacramento, CA	15
Merced, CA	13
Bass Lake, CA	12
Modesto, CA	12
Clovis, CA	10
Sonora, CA	9
Livermore, CA	6
Fremont, CA	5
Los Angeles, CA	5
Madera, CA	5
Santa Rosa, CA	5
Visalia, CA	5
Angels Camp, CA	4
Bakersfield, CA	4
Berkeley, CA	4
Oakland, CA	4
Santa Clara, CA	4
Stockton, CA	4
Turlock, CA	4
Atwater, CA	3
Catheys Valley, CA	3
Las Vegas, NV	3
Midpines, CA	3
Mountain View, CA	3
North Fork, CA	3
Oakdale, CA	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 5: Town/city in which visitor groups stayed before visit
(continued)

Town/city	Number of times mentioned
Orinda, CA	3
San Diego, CA	3
Santa Cruz, CA	3
Sonoma, CA	3
Twain Harte, CA	3
Ventura, CA	3
Ahwahnee, CA	2
Cambria, CA	2
Campbell, CA	2
Carmel Valley, CA	2
Carmichael, CA	2
Dublin, CA	2
Fair Oaks, CA	2
Fairfax, CA	2
Gilroy, CA	2
Hayward, CA	2
Hollister, CA	2
Kensington, CA	2
La Grange, CA	2
Lodi, CA	2
Los Gatos, CA	2
Monterey, CA	2
Pacifica, CA	2
Pinole, CA	2
Pismo Beach, CA	2
Salinas, CA	2
San Carlos, CA	2
San Leandro, CA	2
San Luis Obispo, CA	2
Santa Maria, CA	2
Sunnyvale, CA	2
Tehachapi, CA	2
Tracy, CA	2
Other towns/cities, CA	109
Other towns/cities, NV	2
Other towns/cities, OR	2
Other towns/cities, AK	1
Other towns/cities, BC, Canada	1
Other towns/cities, IL	1
Other towns/cities, MO	1
Other towns/cities, TX	1

*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 after visit

Question 10b

On this trip, where did you and your personal group stay on the night after visiting Yosemite National Park?

Results

- Table 6 shows the towns/cities in which visitor groups stayed after visiting Yosemite National Park.

Table 6: Town/city in which visitor groups stayed after visit
N=535 locations

Town/city	Number of times mentioned
San Francisco, CA	33
Oakhurst, CA	28
Fresno, CA	25
San Jose, CA	22
Mariposa, CA	21
Groveland, CA	18
Modesto, CA	14
Coarsegold, CA	13
Bass Lake, CA	12
Fish Camp, CA	11
Clovis, CA	10
Sacramento, CA	10
Merced, CA	9
Santa Rosa, CA	8
Fremont, CA	7
Los Angeles, CA	7
Livermore, CA	6
Sonora, CA	6
Madera, CA	5
Monterey, CA	5
Santa Clara, CA	5
Stockton, CA	5
Visalia, CA	5
Berkeley, CA	4
El Portal, CA	4
Oakland, CA	4
San Diego, CA	4
Santa Maria, CA	4
Atwater, CA	3
Catheys Valley, CA	3
Long Beach, CA	3
Mountain View, CA	3
North Fork, CA	3
Oakdale, CA	3
Santa Cruz, CA	3
Sonoma, CA	3
Tracy, CA	3
Turlock, CA	3
Twain Harte, CA	3
Ventura, CA	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 6: Town/city in which visitor groups stayed after visit
(continued)

Town/city	Number of times mentioned
Ahwahnee, CA	2
Antioch, CA	2
Aptos, CA	2
Auburn, CA	2
Bakersfield, CA	2
Cambria, CA	2
Campbell, CA	2
Carmel Valley, CA	2
Carmichael, CA	2
Dos Palos, CA	2
Dublin, CA	2
El Segundo, CA	2
Fair Oaks, CA	2
Fairfax, CA	2
Gilroy, CA	2
Hayward, CA	2
Hollister, CA	2
Kensington, CA	2
La Grange, CA	2
Lodi, CA	2
Los Banos, CA	2
Newhall, CA	2
Palo Alto, CA	2
Pinole, CA	2
Reno, NV	2
Richmond, CA	2
Salinas, CA	2
San Carlos, CA	2
San Leandro, CA	2
San Luis Obispo, CA	2
Santa Monica, CA	2
South Lake Tahoe, CA	2
Sunnyvale, CA	2
Torrance, CA	2
Other cities/towns, CA	118
Other cities/towns NV	2
Other cities/towns, OR	2
Other cities/towns, AK	1
Other cities/towns, AZ	1
Other cities/towns, MO	1
Other cities/towns, WA	1

*total percentages do not equal 100 due to rounding

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

Entry point

Question 4a

On this visit, which entrance point did you and your group use to first enter Yosemite National Park?

Results

- 40% of visitor groups first entered the park via the South Entrance (see Figure 37).
- 30% used the Big Oak Flat Entrance.
- 29% used Arch Rock Entrance.

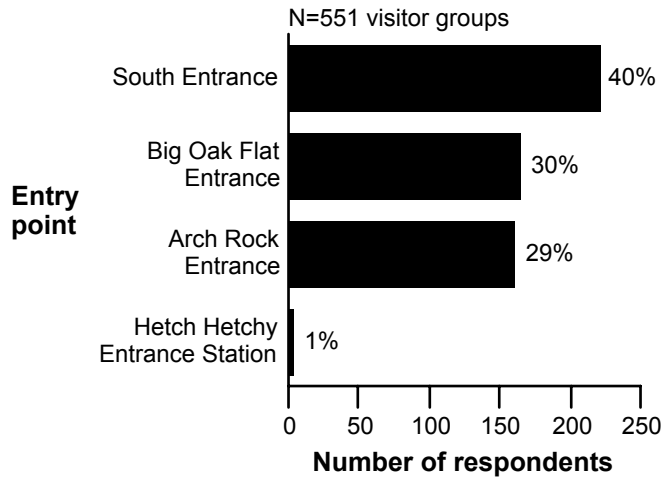


Figure 37: Point of first entry

Exit point

Question 4b

On this visit, which exit point did you and your group use to last exit Yosemite National Park?

Results

- 41% of visitor groups last exited the park via the South Entrance (see Figure 38).
- 33% used the Arch Rock Entrance.

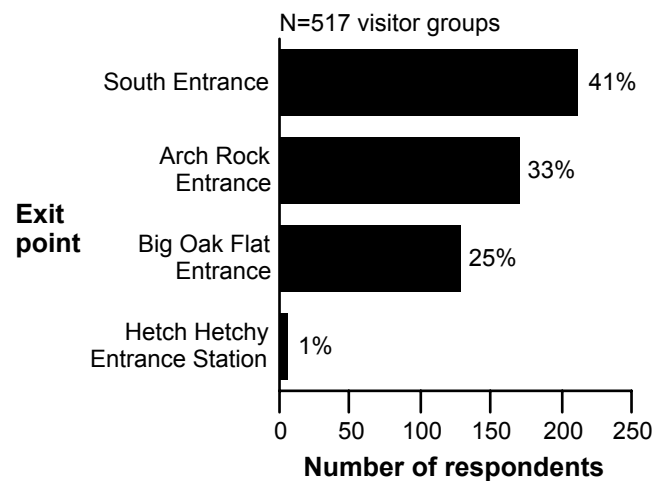


Figure 38: Point of last exit

*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 park entries

Question 4c

During your stay in the area (within 50 miles of any entrance point), how many times did you and your personal group enter Yosemite National Park?

Results

- 74% of visitor groups entered the park once (see Figure 39).
- 18% entered the park twice.

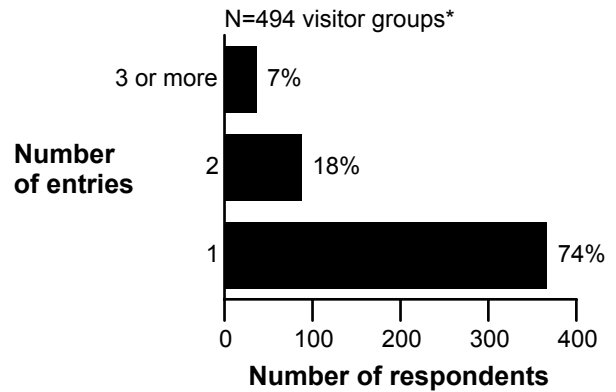


Figure 39: Number of park entries

*total percentages do not equal 100 due to rounding

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

Forms of transportation

Question 8a

On this visit, what forms of transportation did you and your group use to travel between your overnight accommodation or home and Yosemite National Park?

Results

- 86% of visitor groups used private vehicles (see Figure 40).
- 10% used rental vehicle.
- “Other” forms of transportation (1%) included:
 - Airplane
 - Yosemite bus transit shuttle

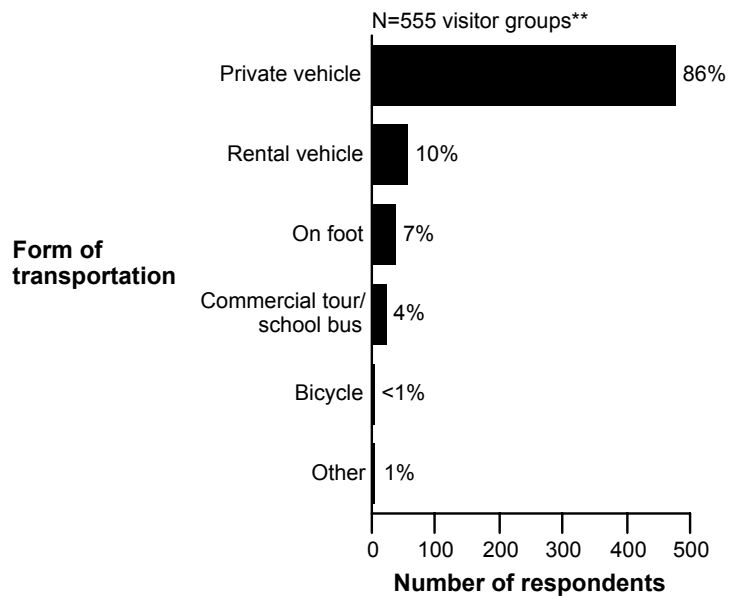


Figure 40: Forms of transportation

Number of vehicles

Question 8b

On this visit, how many vehicles did you and your personal group use to arrive at the park (not including park shuttle)?

Results

- 90% of visitor groups used one vehicle to enter the park (see Figure 41).

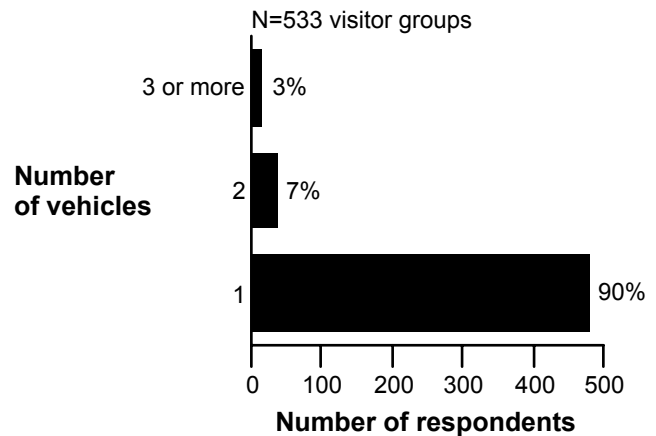


Figure 41: Number of vehicles used to enter the park (not including park shuttle)

*total percentages do not equal 100 due to rounding

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

Opinions about entrance fees

Question 7a

On this visit, which one of the following entrance fees applied to you and your group?

Results

- 42% of visitor groups paid \$20 per car (see Figure 42).
- 36% used annual passes.

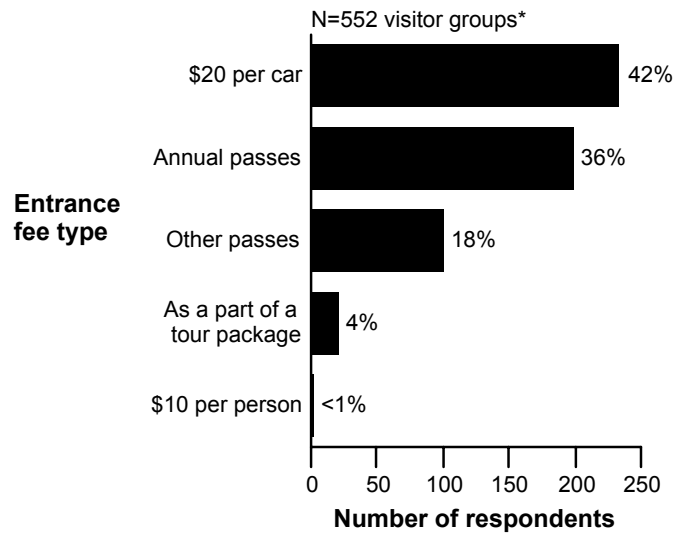


Figure 42: Type of entrance fee paid

Question 7b

On this visit, how would you and your personal group rate the value you received for the entrance fee paid or pass used to enter Yosemite National Park?

Results

- 83% of visitor groups rated value for entrance fee paid as “very good” or “good” (see Figure 43).
- 3% rated the quality as “poor” or “very poor.”

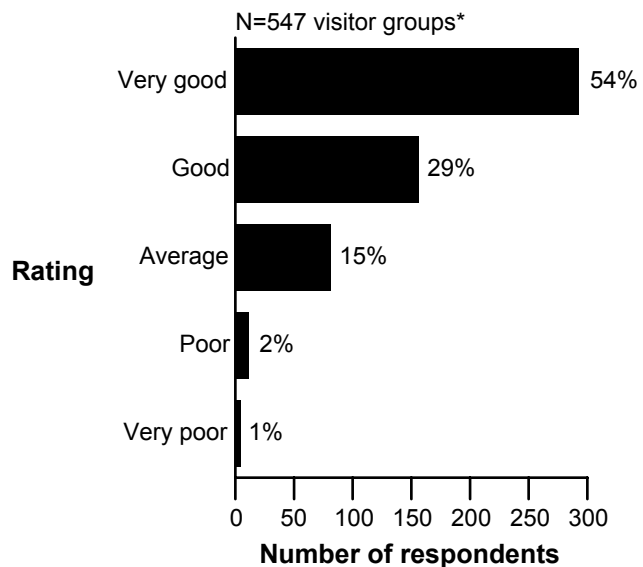


Figure 43: Value for fee paid

*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

Visitor services and facilities used

Question 13a

Please indicate all of the visitor services and facilities that you and your personal group used during this visit to Yosemite National Park.

Results

- As shown in Figure 44, the most commonly used services and facilities included:

90% Roads
 88% Directional signs (in park)
 82% Restrooms

- The least used service/facility was:

5% Campgrounds

**Service/
 facility**

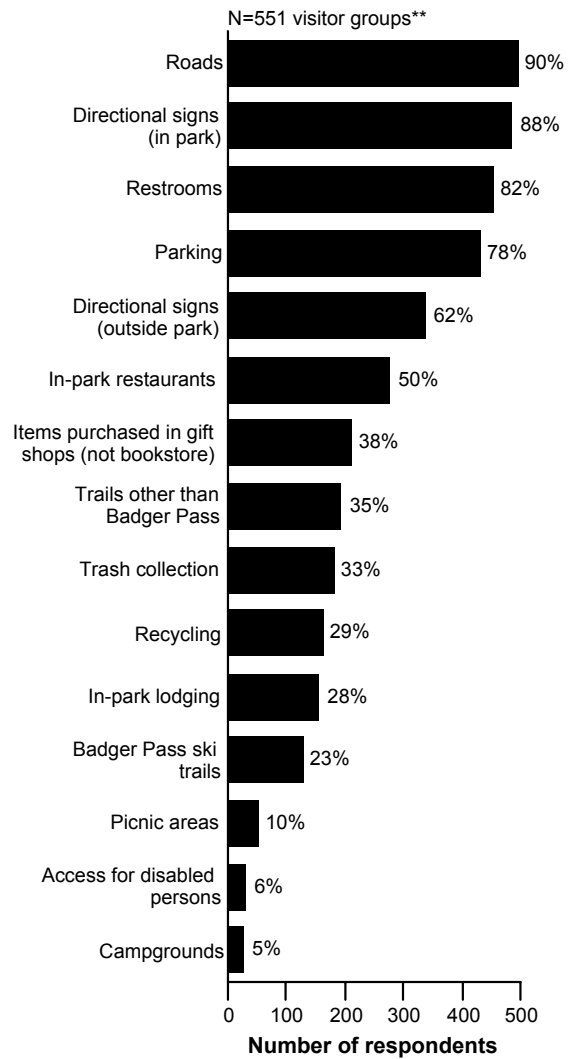


Figure 44: Visitor services and facilities used

*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 visitor services and facilities

Question 13b

Next, for only those services and facilities that you or your personal 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

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 96% Roads
 - 90% In-park lodging
 - 89% Trails (other than Badger Pass trails)
- Figures 46 to 60 show the importance ratings for each service/facility.
- The services/facilities receiving the highest “not important” rating that were rated by 30 or more visitor groups were:
 - 9% Items purchase in gift shops (other than visitor center bookstore)
 - 8% Picnic areas

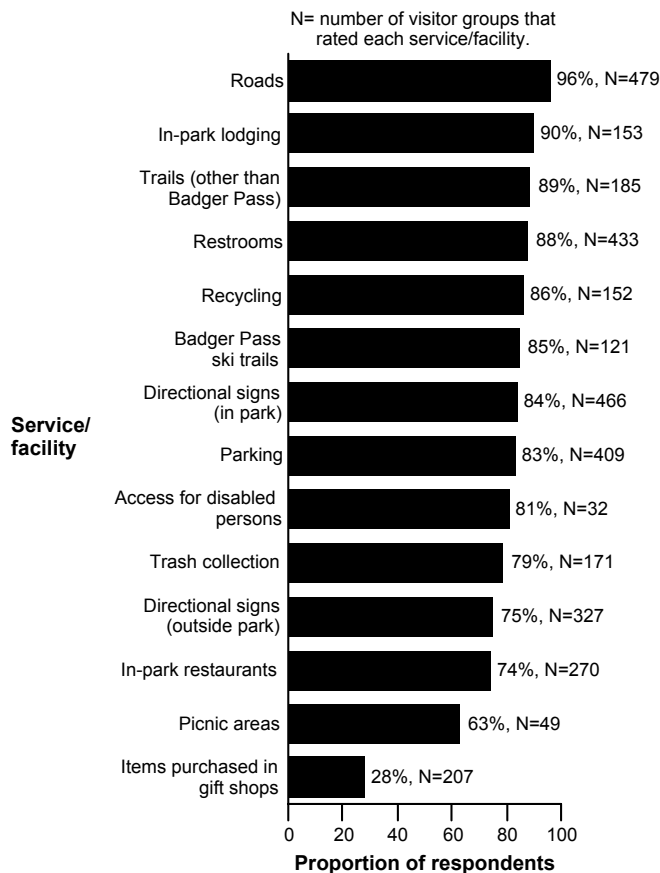


Figure 45: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

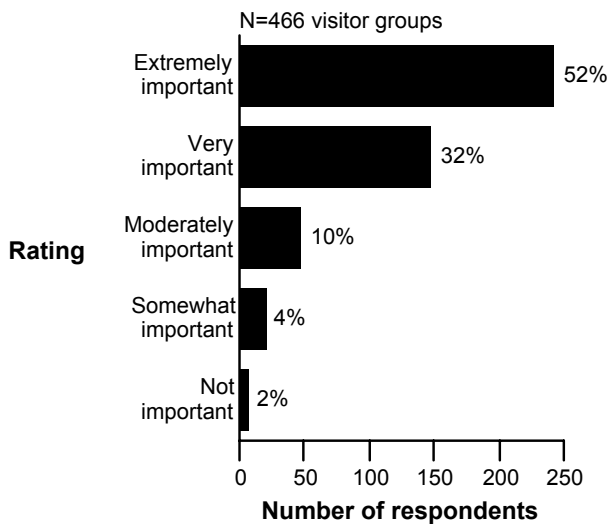


Figure 46: Importance of directional signs (in park)

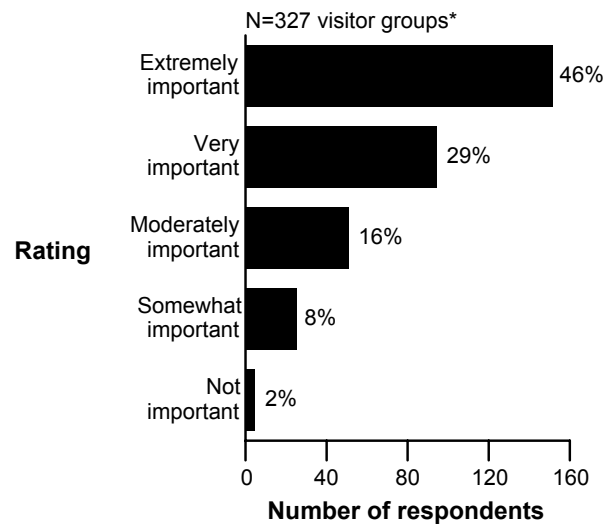


Figure 47: Importance of directional signs (outside park)

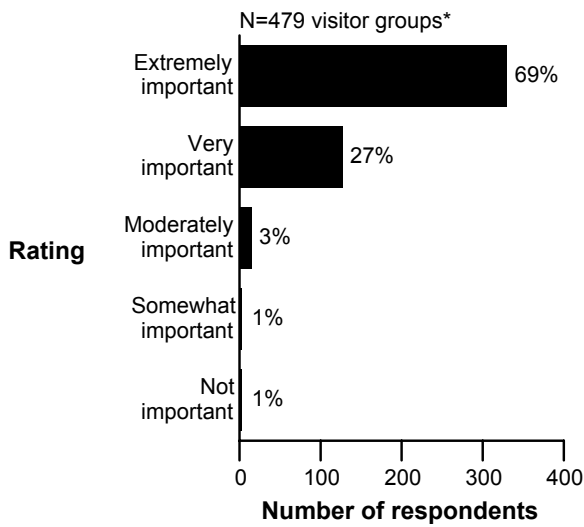


Figure 48: Importance of roads

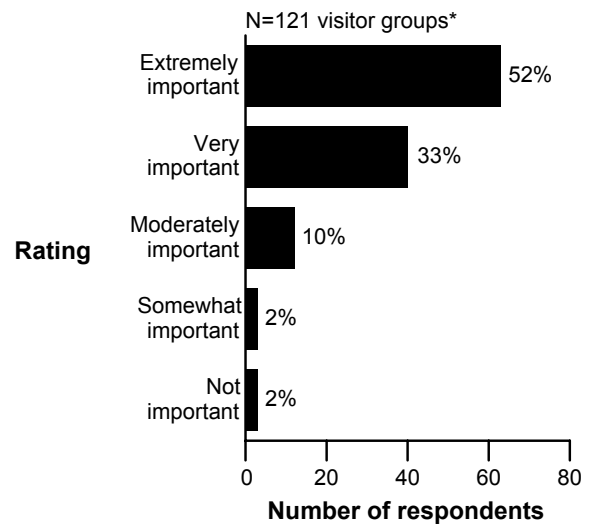


Figure 49: Importance of Badger Pass ski trails

*total percentages do not equal 100 due to rounding

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

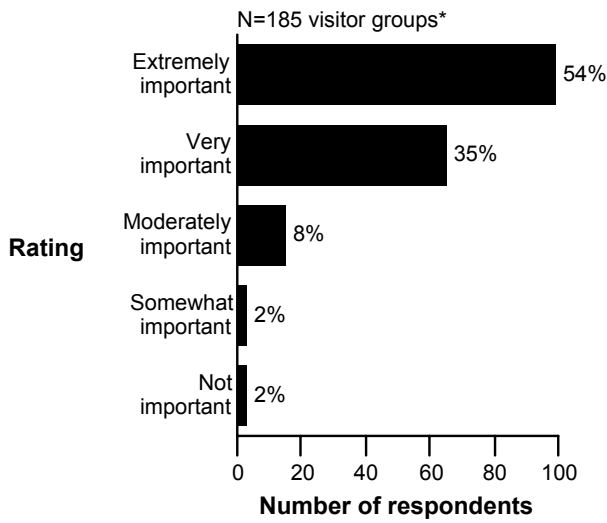


Figure 50: Importance of trails (other than Badger Pass)

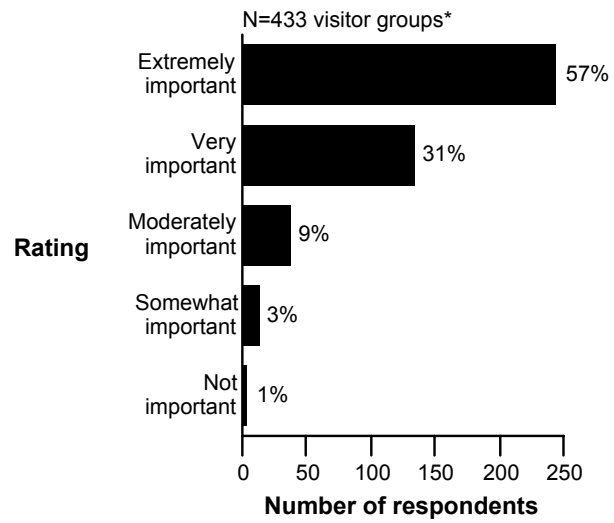


Figure 51: Importance of restrooms

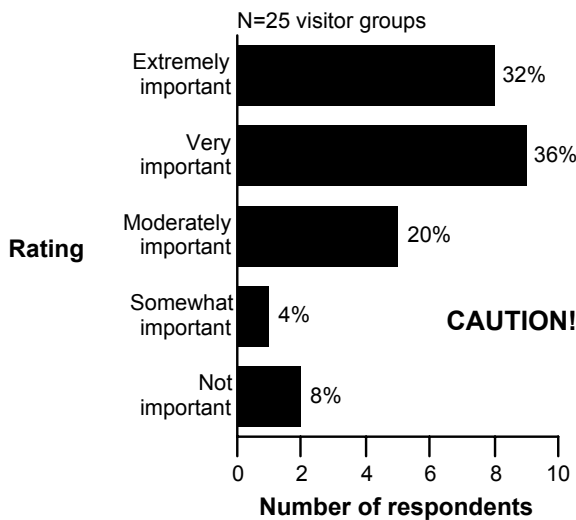


Figure 52: Importance of campgrounds

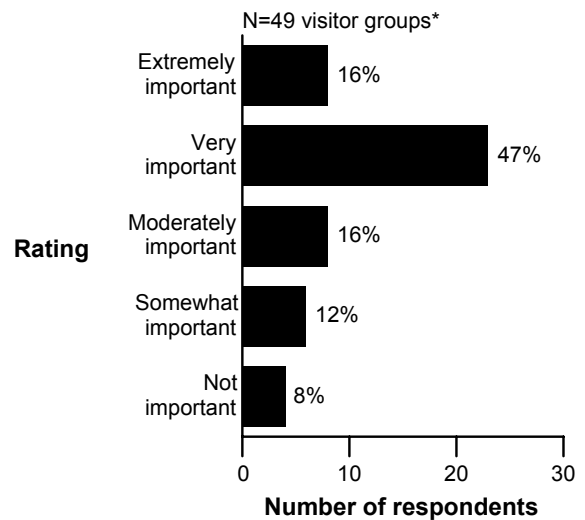


Figure 53: Importance of picnic areas

*total percentages do not equal 100 due to rounding

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

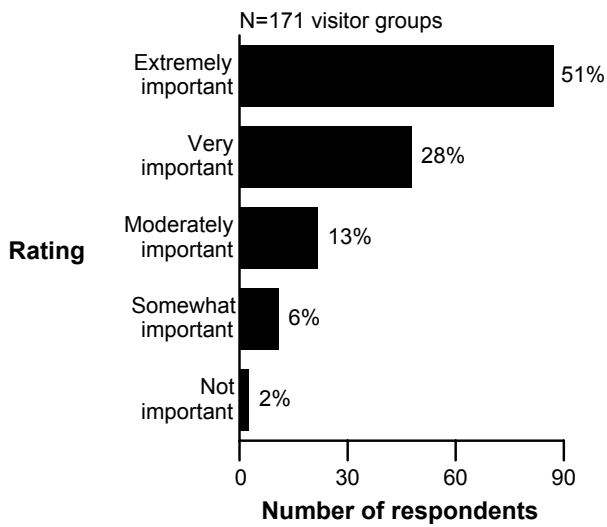


Figure 54: Importance of trash collection

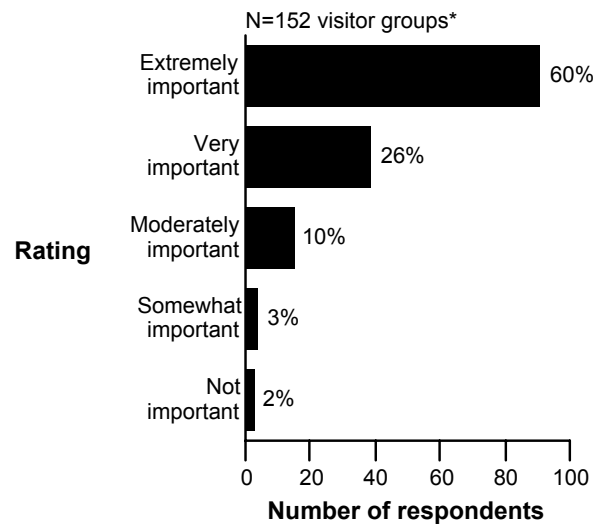


Figure 55: Importance of recycling

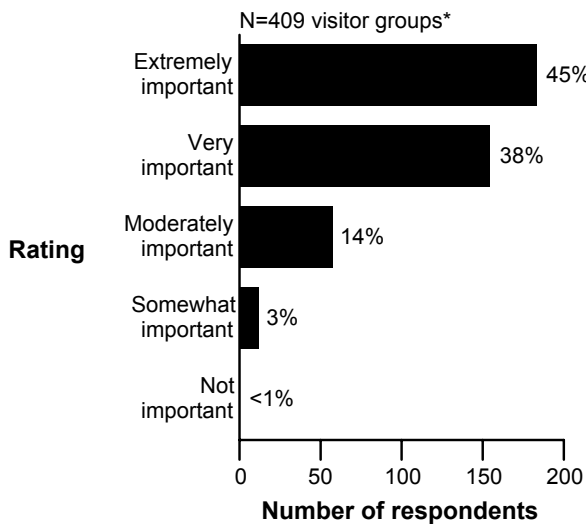


Figure 56: Importance of parking

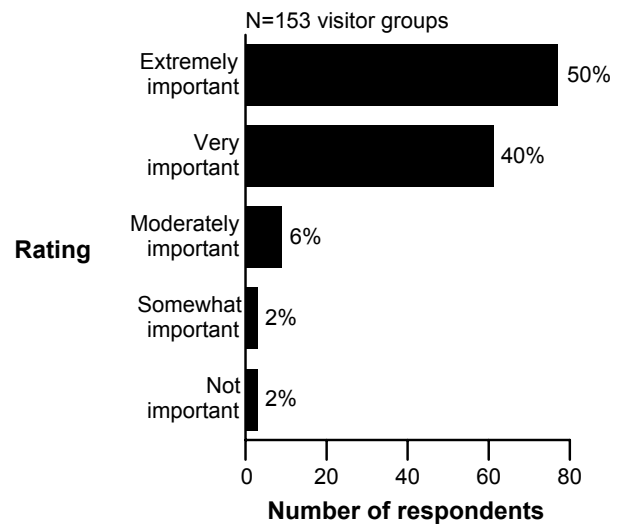


Figure 57: Importance of in-park lodging

*total percentages do not equal 100 due to rounding

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

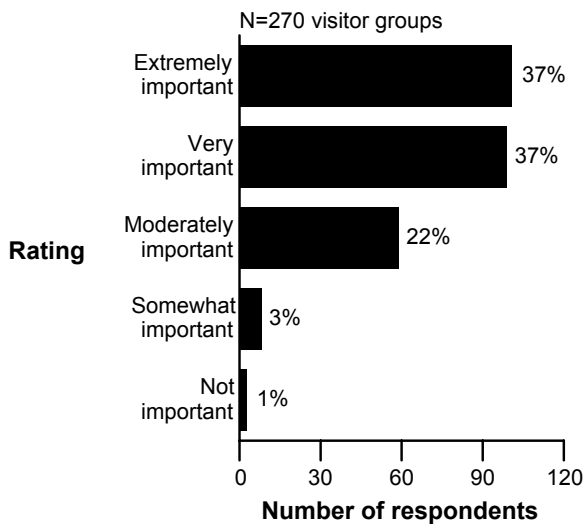


Figure 58: Importance of in-park restaurants

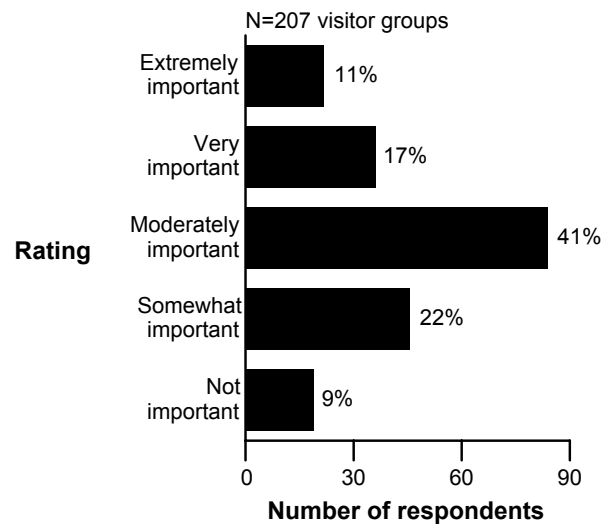


Figure 59: Importance of items purchased in gift shops (other than visitor center bookstore)

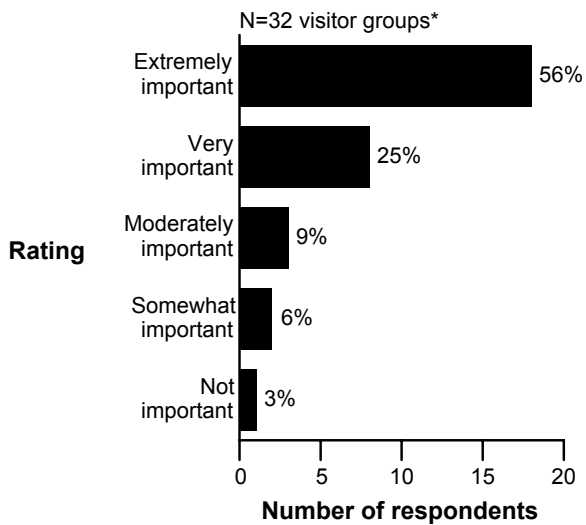


Figure 60: Importance of access for disabled persons

*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 visitor services and facilities

Question 13c

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

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

Results

- Figure 61 shows the combined proportions of “very good” and “good” quality ratings for visitor services/facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 79% Trash collection
 - 76% Recycling
 - 76% Trails (other than Badger Pass trails)
- Figures 62 to 76 show the quality ratings for each service/facility.
- The services/facilities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups were:
 - 3% Badger Pass ski trails
 - 3% Parking

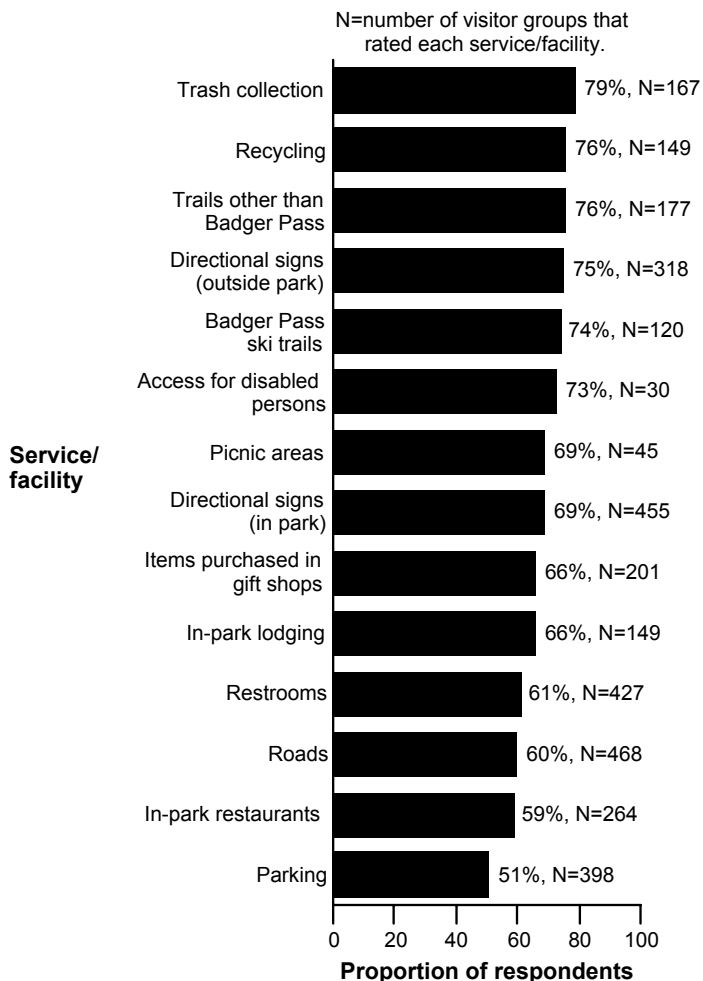


Figure 61: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

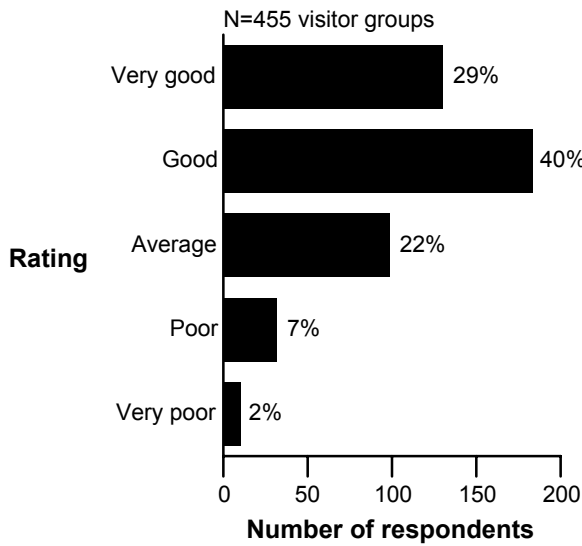


Figure 62: Quality of directional signs (in park)

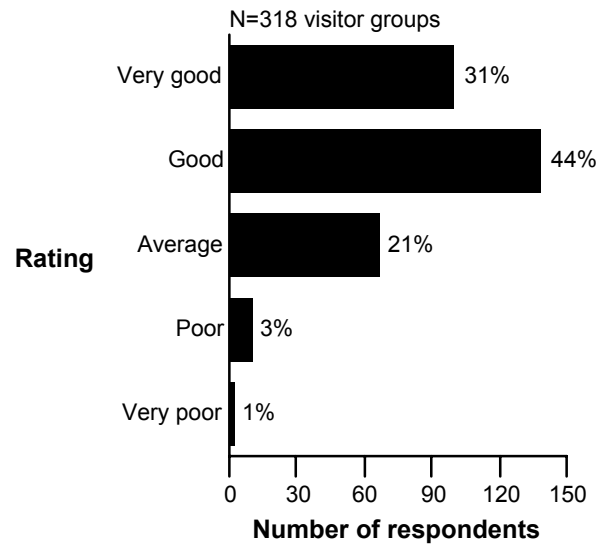


Figure 63: Quality of directional signs (outside park)

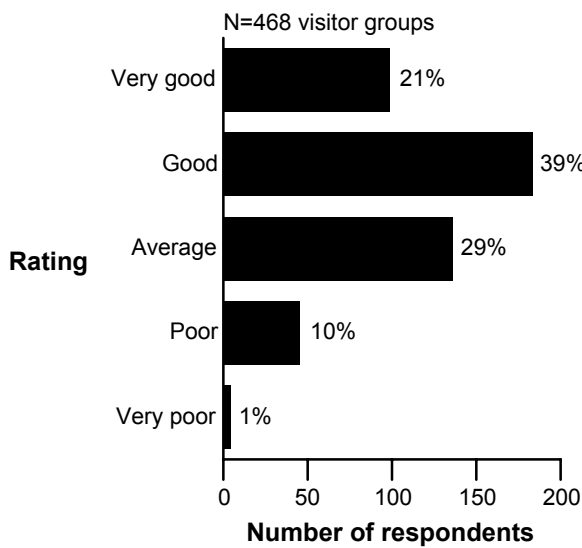


Figure 64: Quality of roads

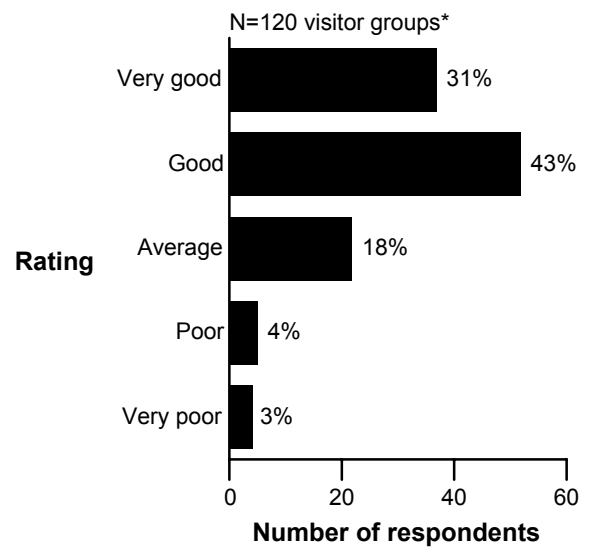


Figure 65: Quality of Badger Pass ski trails

*total percentages do not equal 100 due to rounding

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

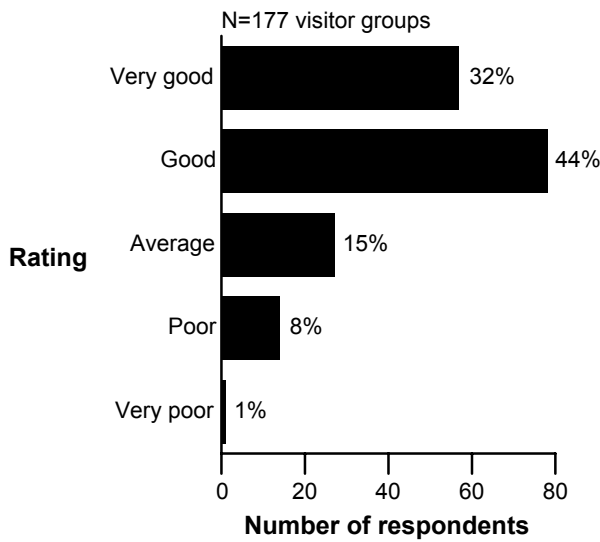


Figure 66: Quality of trails (other than Badger Pass)

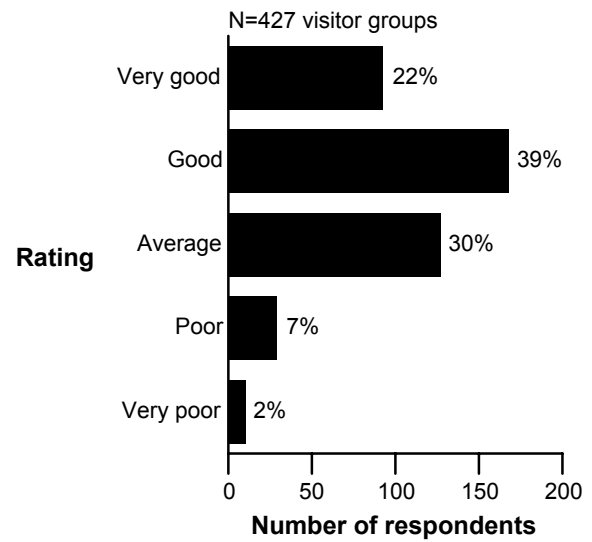


Figure 67: Quality of restrooms

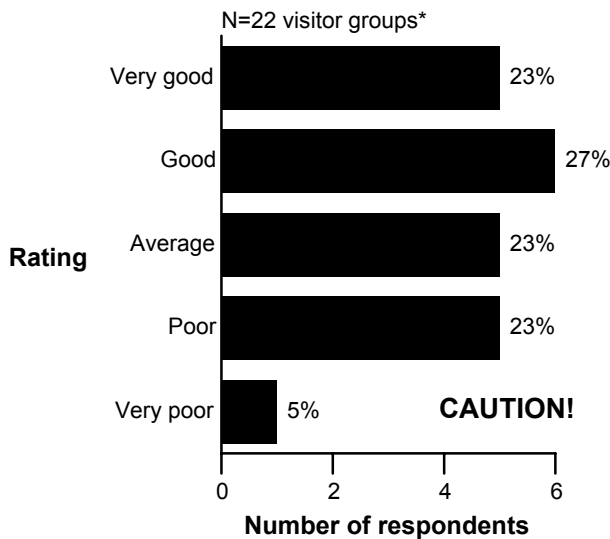


Figure 68: Quality of campgrounds

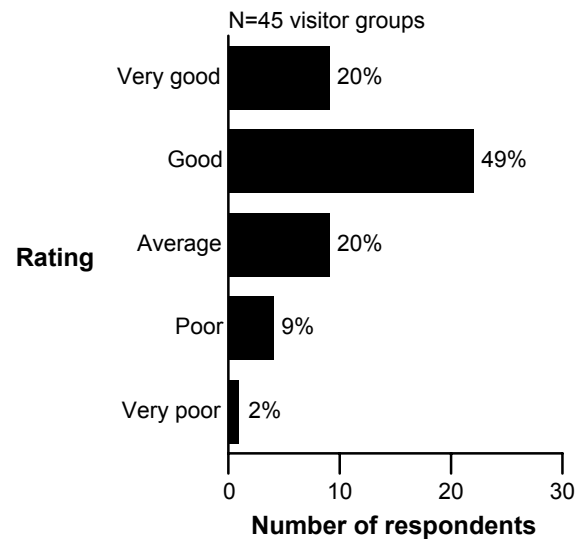


Figure 69: Quality of picnic areas

*total percentages do not equal 100 due to rounding

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

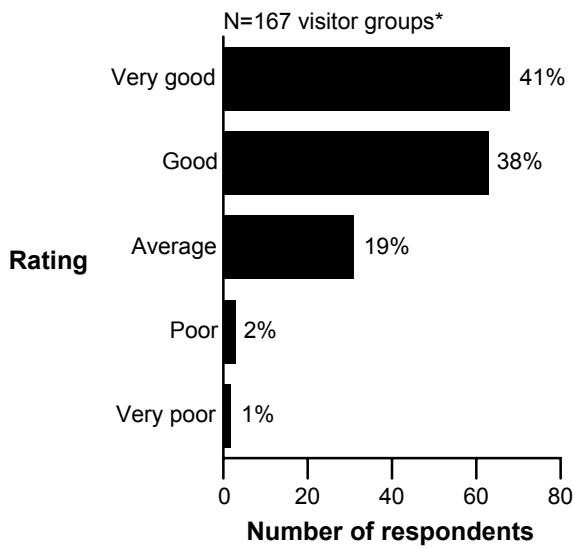


Figure 70: Quality of trash collection

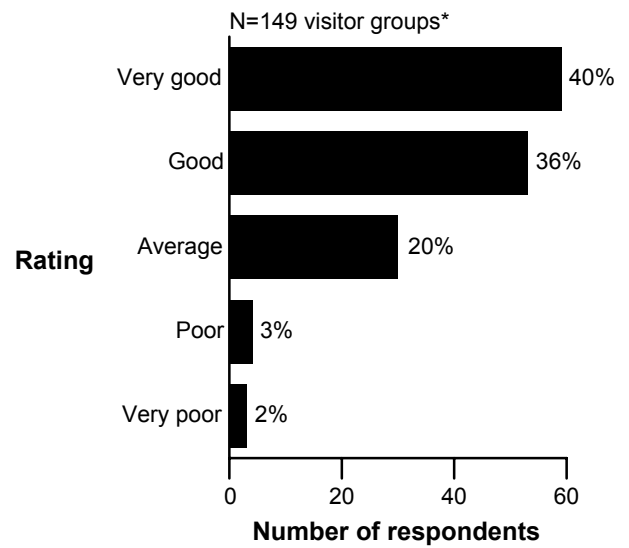


Figure 71: Quality of recycling

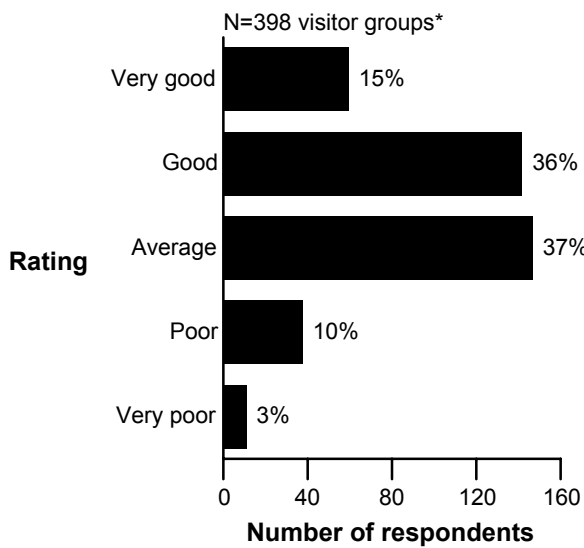


Figure 72: Quality of parking

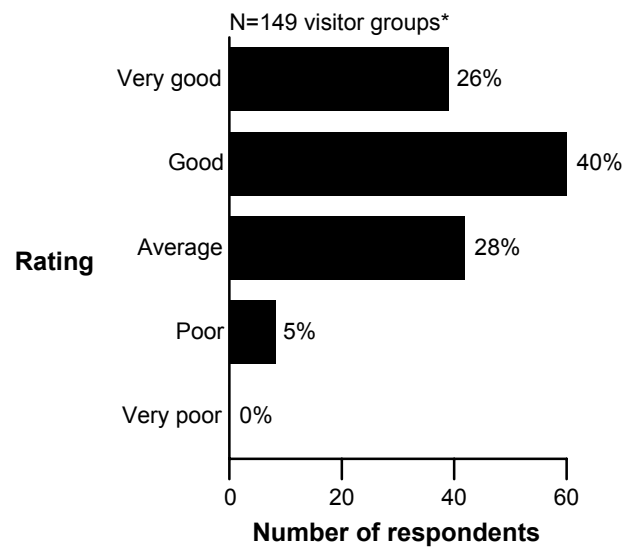


Figure 73: Quality of in-park lodging

*total percentages do not equal 100 due to rounding

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

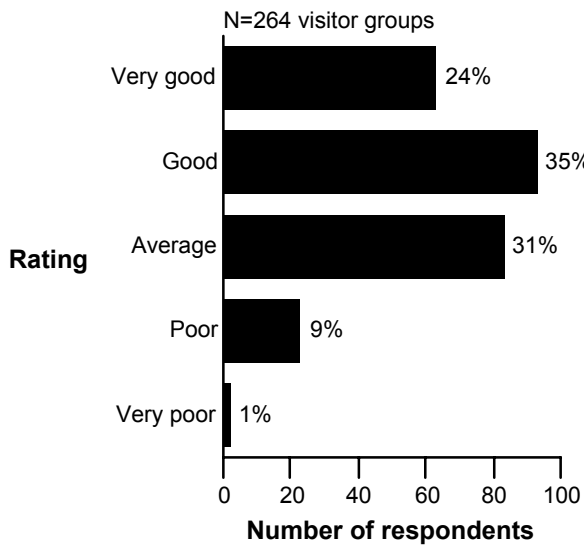


Figure 74: Quality of in-park restaurants

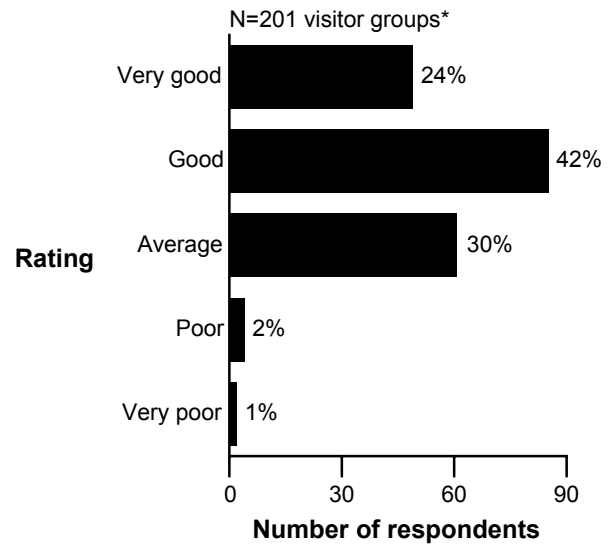


Figure 75: Quality of items purchased in gift shops (other than visitor center bookstore)

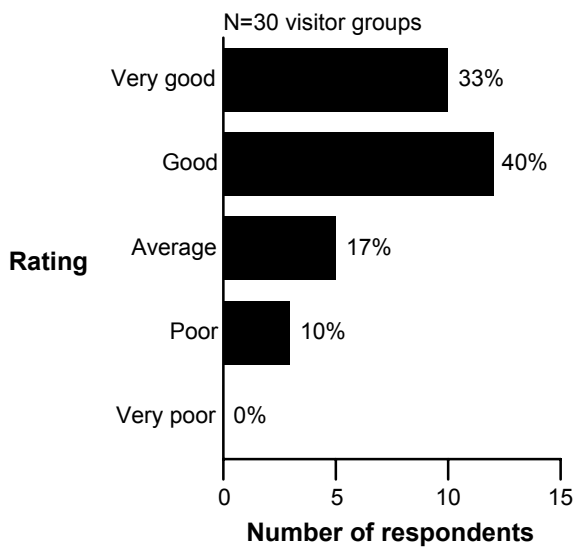


Figure 76: Quality of access for disabled persons

*total percentages do not equal 100 due to rounding

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

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 77 and 78 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average except for “items purchased in gift shop” which was rated average in importance.

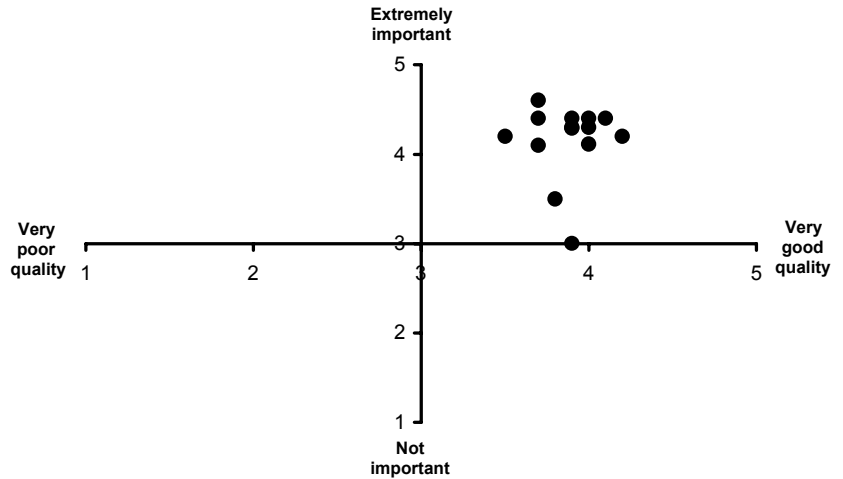


Figure 77: Mean scores of importance and quality ratings for visitor services/facilities

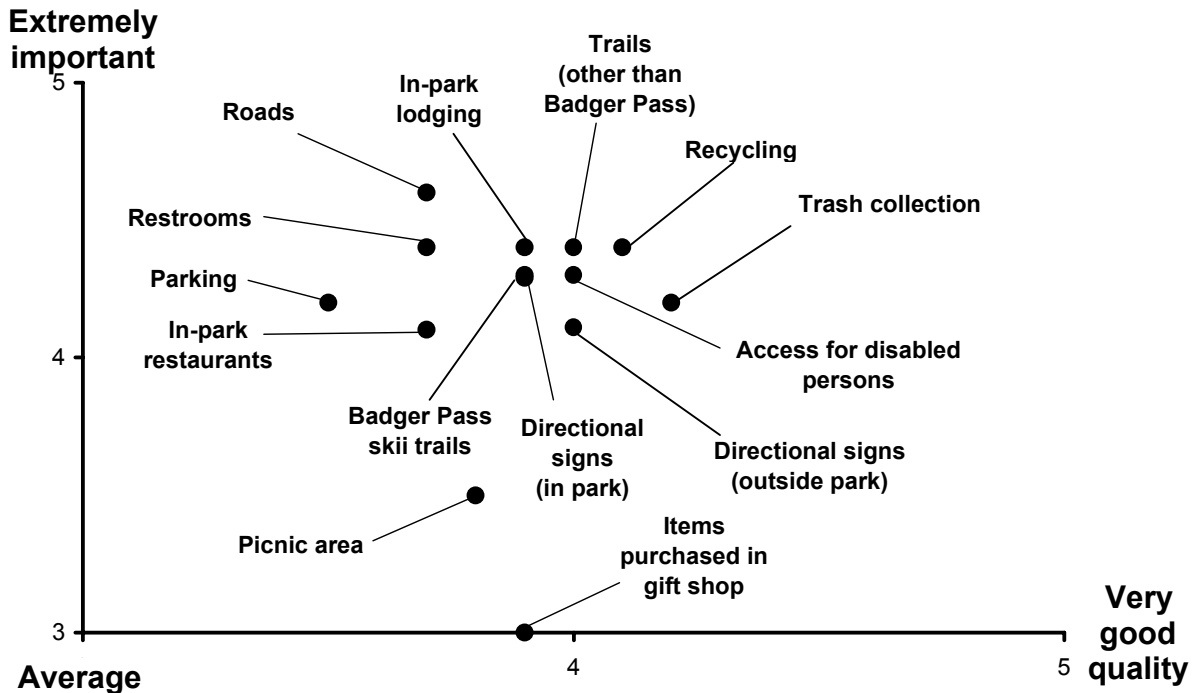


Figure 78: Detail of Figure 77

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

Information services and facilities used

Question 14a

Please indicate all information services and facilities that you or your personal group used during this visit to Yosemite National Park.

Results

- As shown in Figure 79, the most commonly used information services and facilities included:

- 80% Park brochure/map
- 62% Yosemite Guide (booklet distributed at park entrance)
- 45% Assistance from park staff

- The least used services/facilities were:

- 1% Ranger-led campground program
- 1% Junior Ranger program

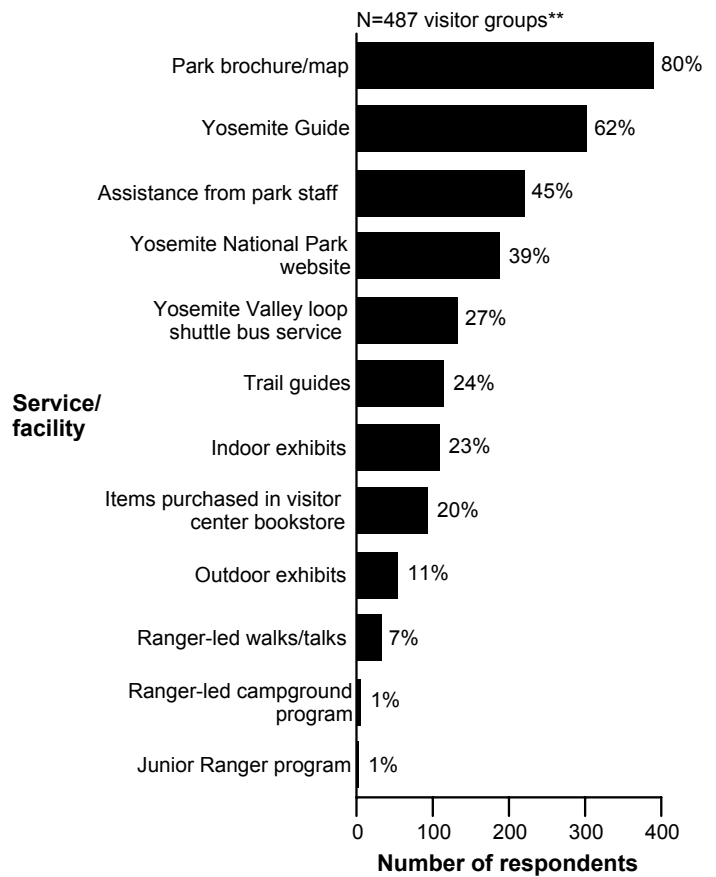


Figure 79: Information services and facilities used

*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 information services and facilities

Question 14b

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

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

Results

- Figure 80 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The information services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 83% Trail guides
- 82% Yosemite Valley loop shuttle bus service
- 81% Yosemite NP website

- Figures 81 to 92 show the importance ratings for each information service and facility.
- The information service/facility receiving the highest “not important” rating that were rated by 30 or more visitor groups was:

- 7% Items purchased in visitor center bookstore

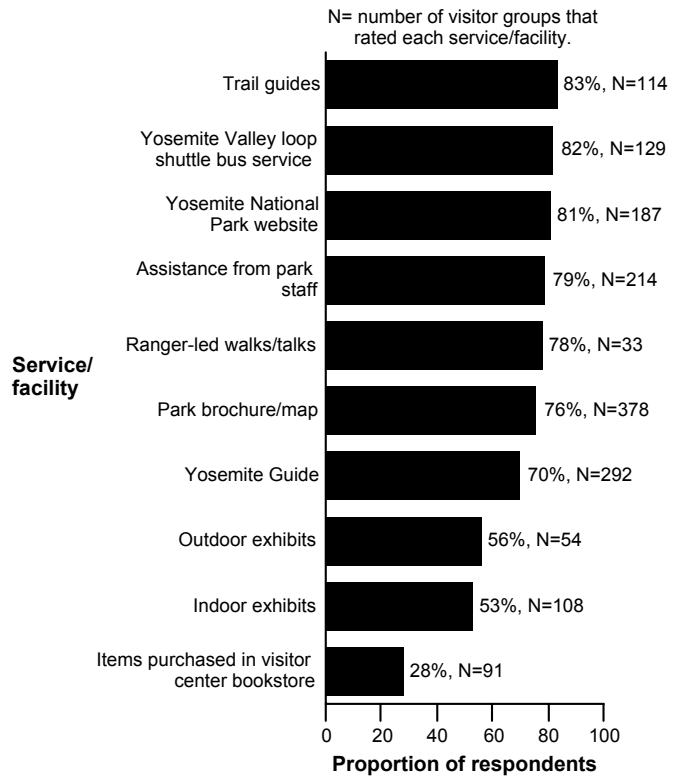


Figure 80: Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

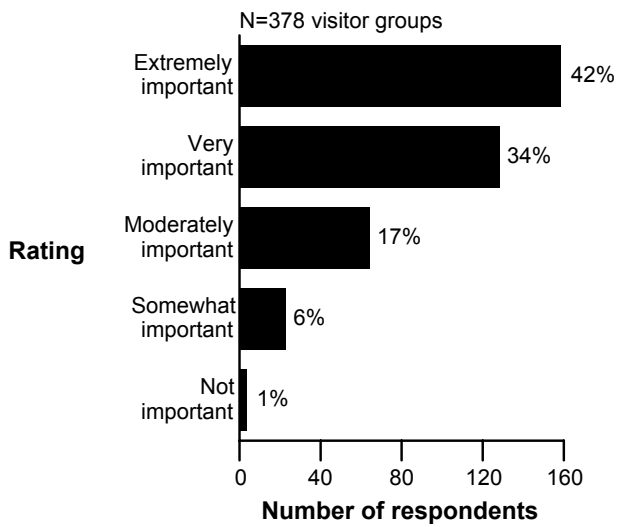


Figure 81: Importance of park brochure/map

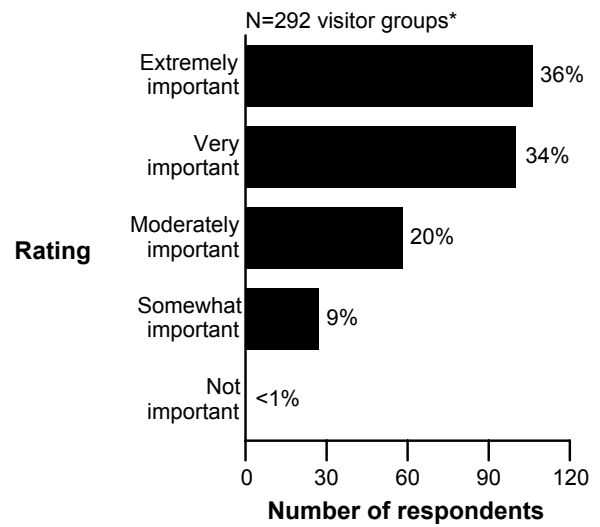


Figure 82: Importance of Yosemite Guide (booklet distributed at park entrance)

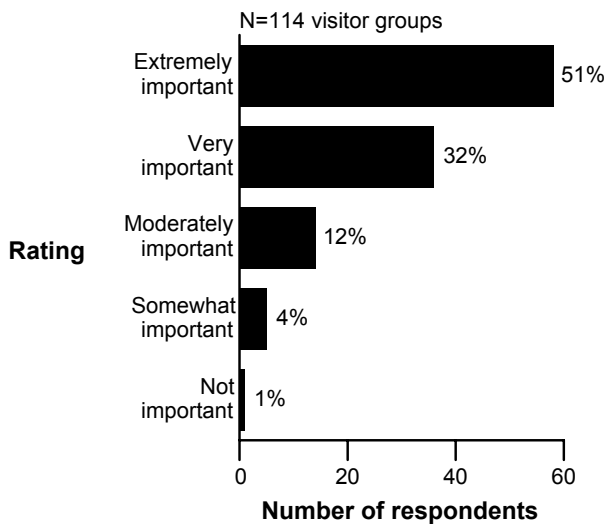


Figure 83: Importance of trail guides

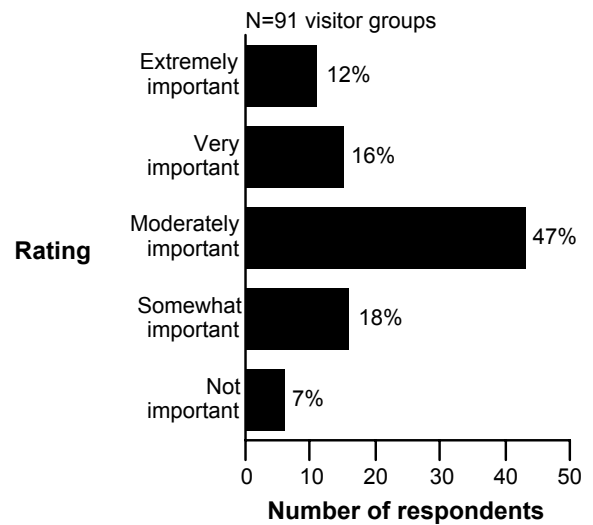


Figure 84: Importance of items purchased in visitor center bookstore (selection, quality, price, etc.)

*total percentages do not equal 100 due to rounding

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

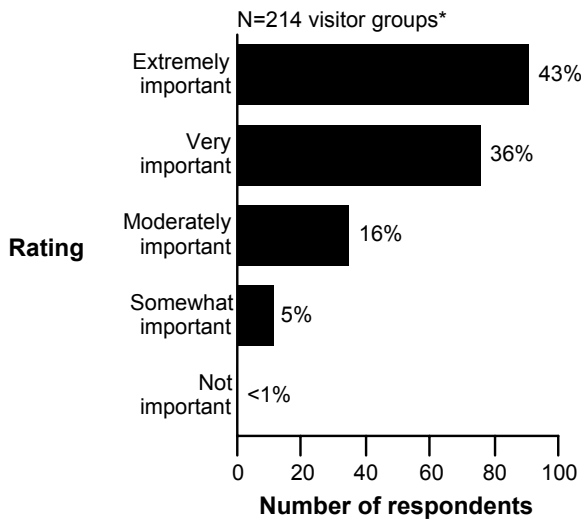


Figure 85: Importance of assistance from park staff

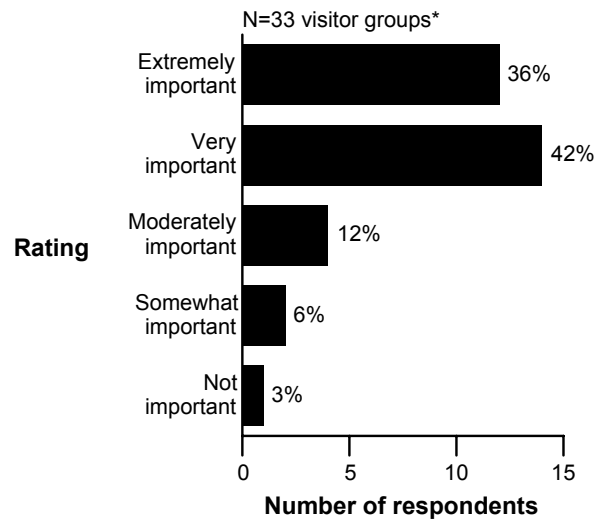


Figure 86: Importance of ranger-led walks/talks

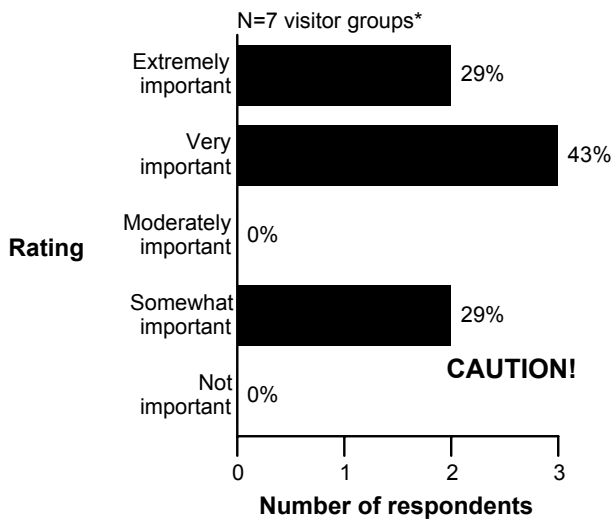


Figure 87: Importance of ranger-led campground program

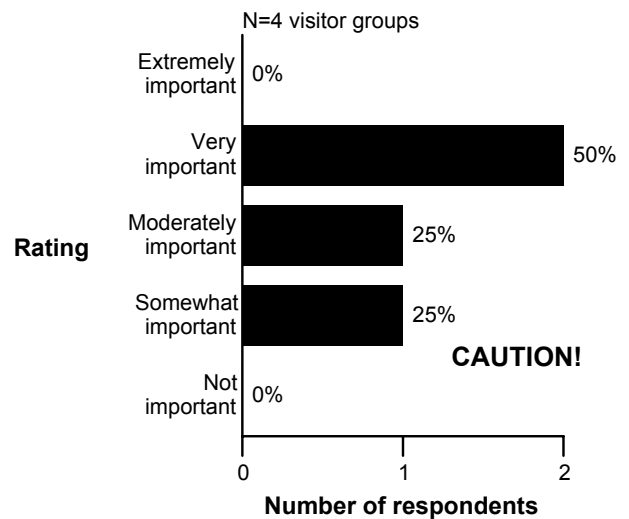


Figure 88: Importance of Junior Ranger program

*total percentages do not equal 100 due to rounding

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

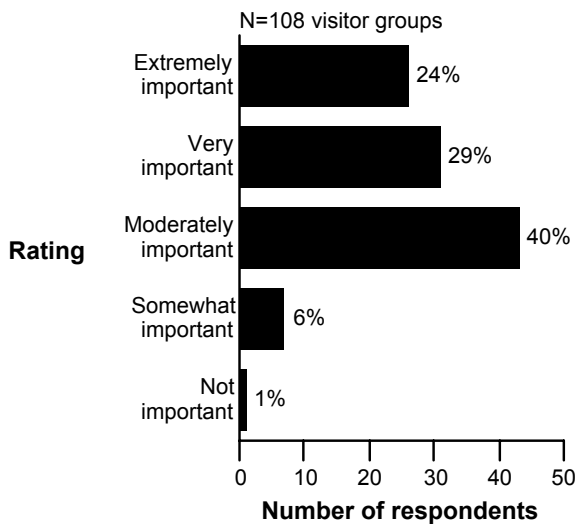


Figure 89: Importance of indoor exhibits

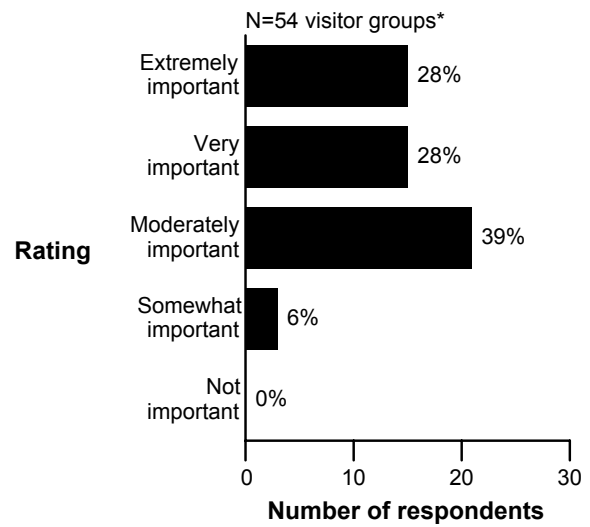


Figure 90: Importance of outdoor exhibits

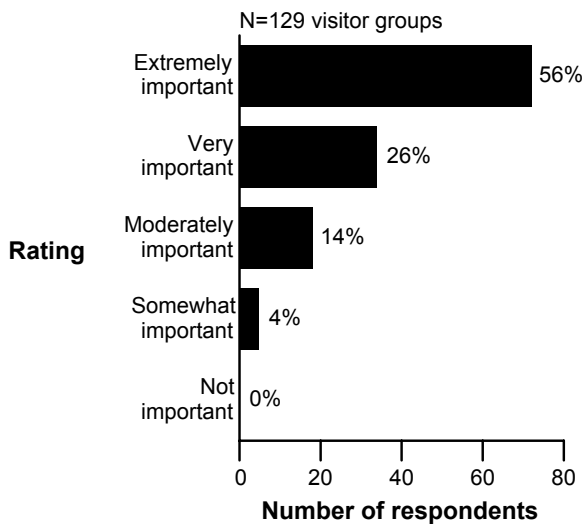


Figure 91: Importance of Yosemite Valley loop shuttle bus service

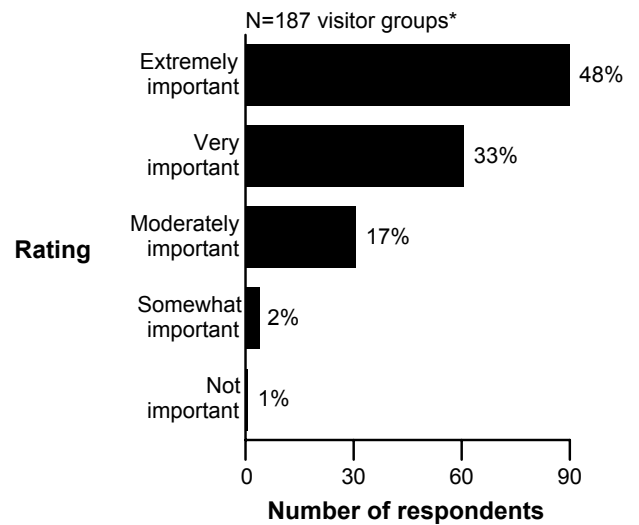


Figure 92: Importance of Yosemite National Park website (www.nps.gov/yose)

*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 information services and facilities

Question 14c

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

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

Results

- Figure 93 shows the combined proportions of “very good” and “good” quality ratings for information services and facilities that were rated by 30 or more visitor groups.

- The information services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 91% Indoor exhibits
- 91% Ranger-led walks/talks
- 88% Yosemite Guide

- Figures 94 to 105 show the quality ratings for each service/facility.
- The services/facilities receiving the highest “very poor” quality rating that were rated by 30 or more visitor groups were:

- 1% Yosemite National Park website
- 1% Trail guides
- 1% Yosemite Valley loop shuttle bus service

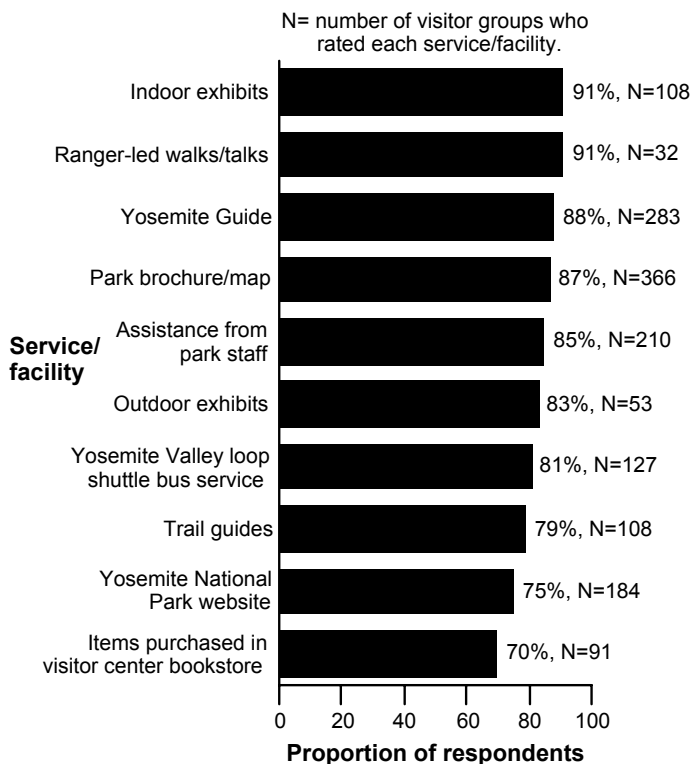


Figure 93: Combined proportions of “very good” and “good” quality ratings of information services/facilities

*total percentages do not equal 100 due to rounding

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

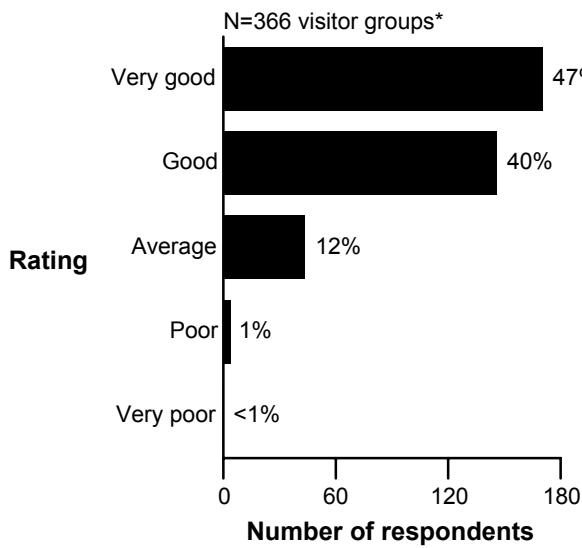


Figure 94: Quality of park brochure/map

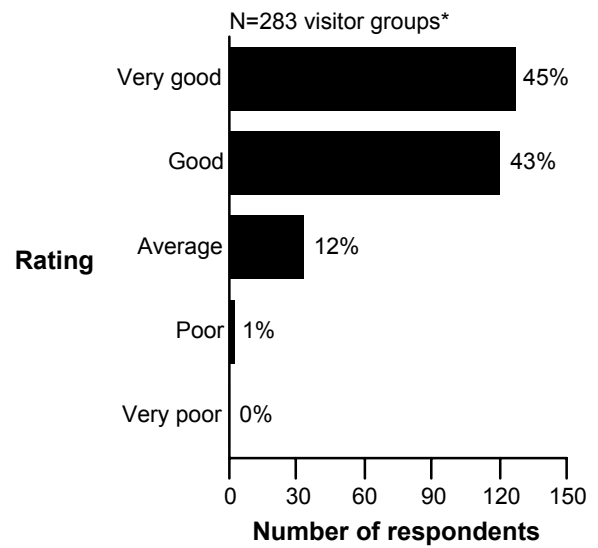


Figure 95: Quality of Yosemite Guide (booklet distributed at park entrance)

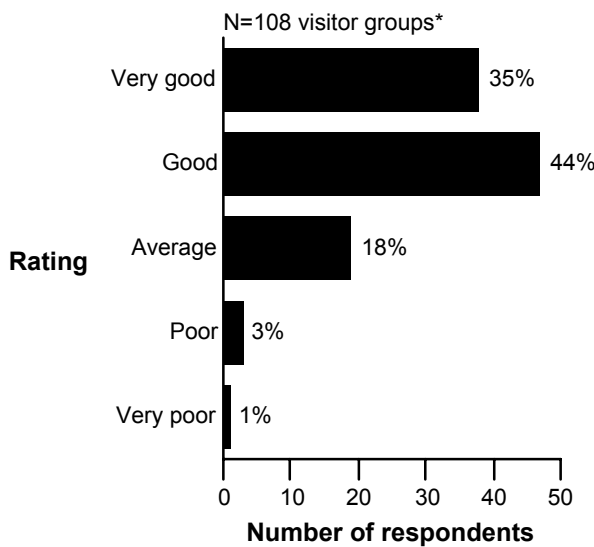


Figure 96: Quality of trail guides

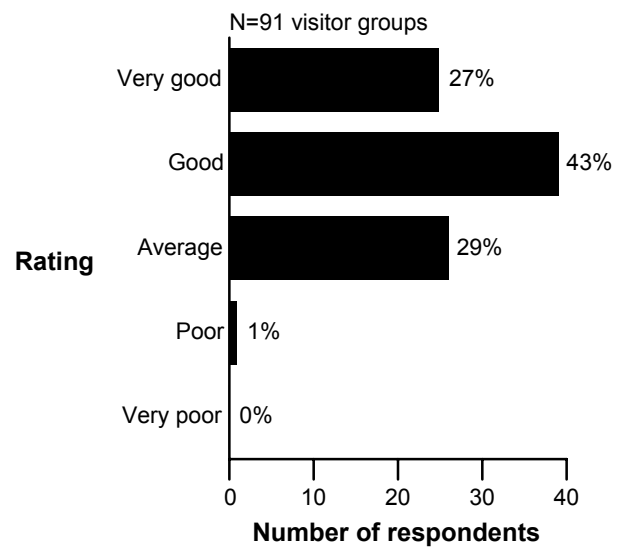


Figure 97: Quality of items purchased in visitor center bookstore (selection, quality, price, etc.)

*total percentages do not equal 100 due to rounding

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

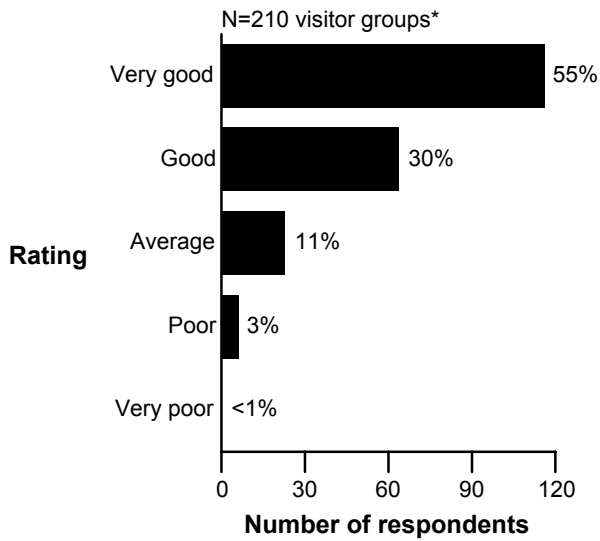


Figure 98: Quality of assistance from park staff

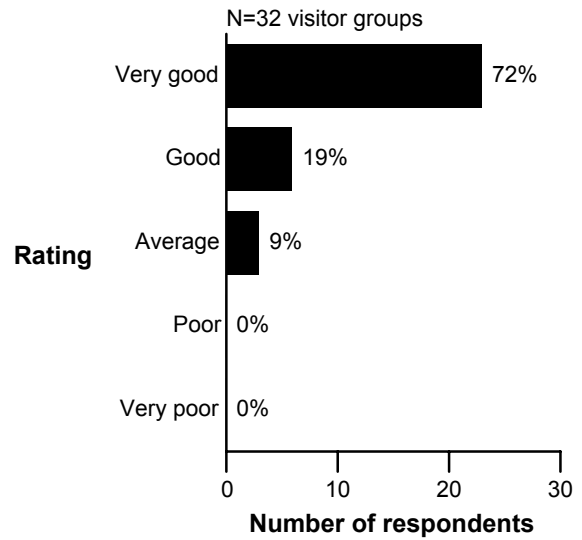


Figure 99: Quality of ranger-led walks/talks

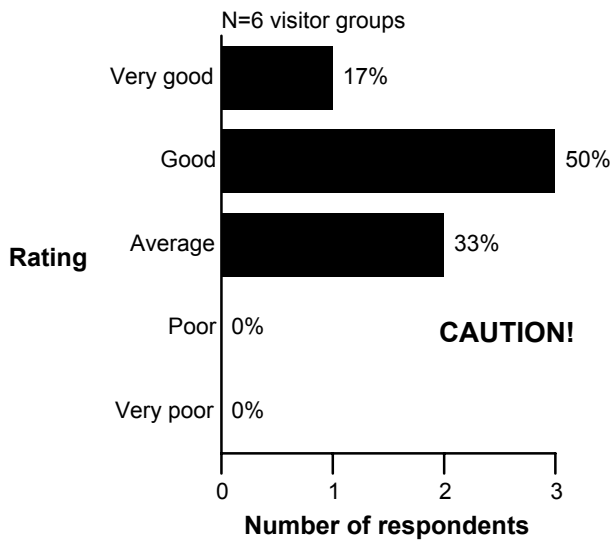


Figure 100: Quality of ranger-led campground program

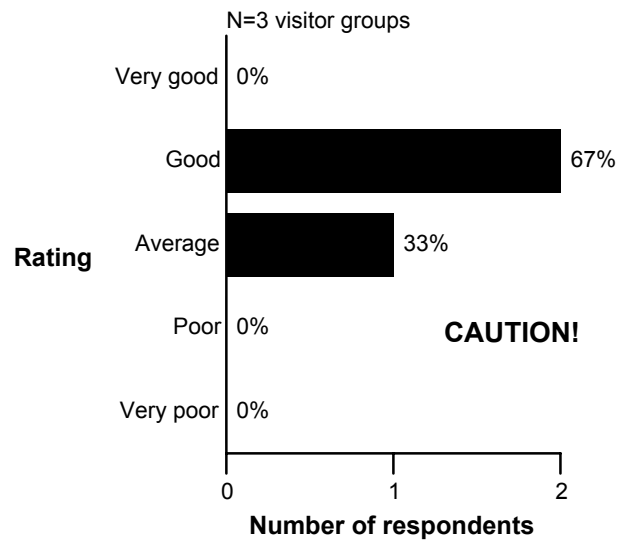


Figure 101: Quality of Junior Ranger program

*total percentages do not equal 100 due to rounding

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

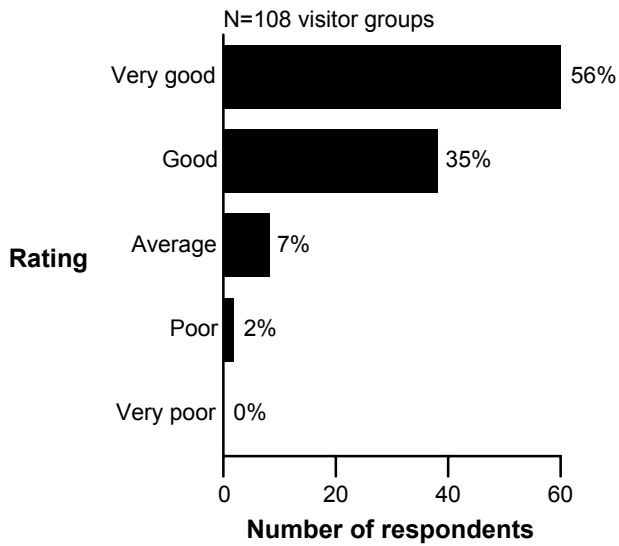


Figure 102: Quality of indoor exhibits

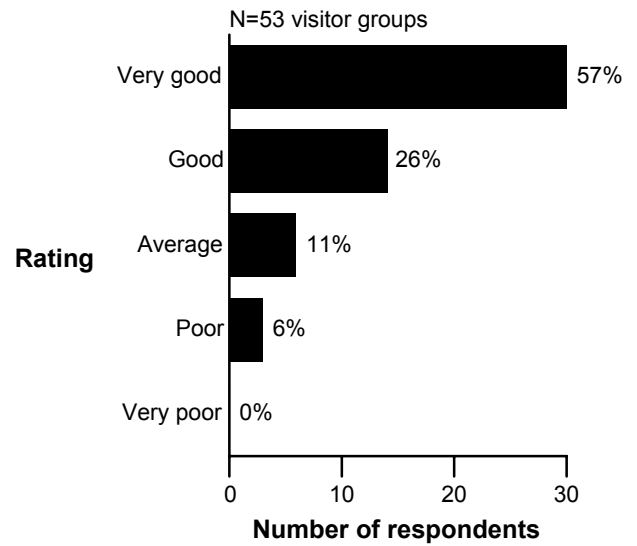


Figure 103: Quality of outdoor exhibits

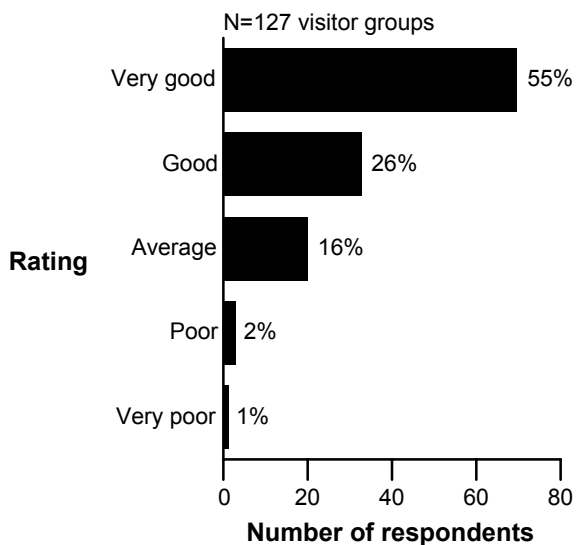


Figure 104: Quality of Yosemite Valley loop shuttle bus service

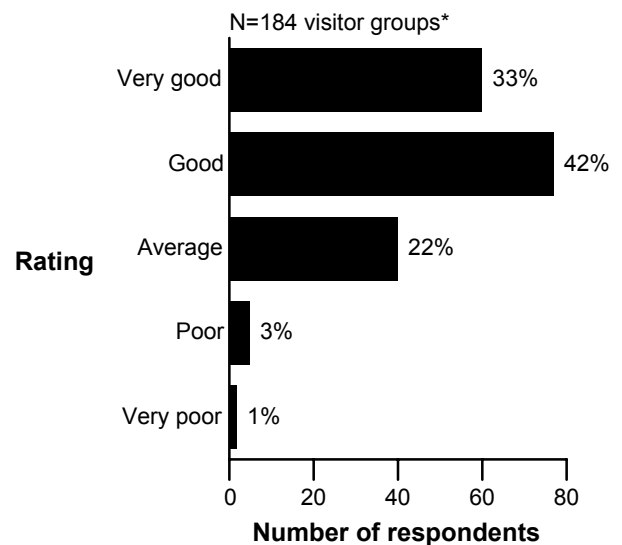


Figure 105: Quality of Yosemite National Park website (www.nps.gov/yose)

*total percentages do not equal 100 due to rounding

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

Mean scores of importance and quality ratings for information services and facilities

- Figures 106 and 107 show the mean scores of importance and quality ratings for all information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

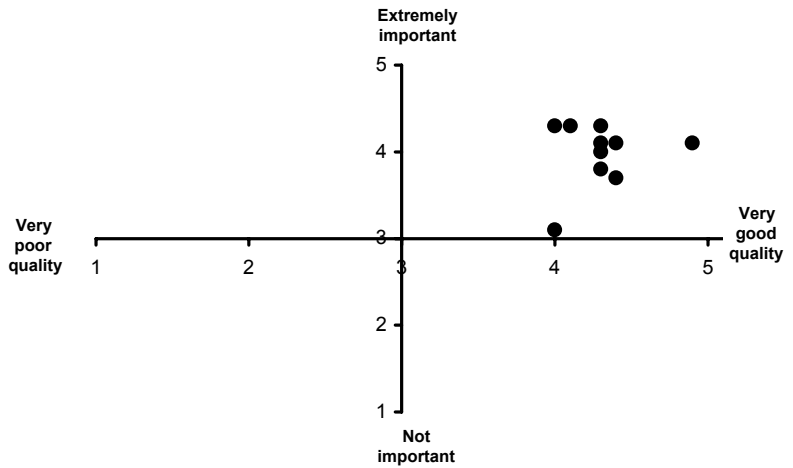


Figure 106: Mean scores of importance and quality ratings for information services/facilities

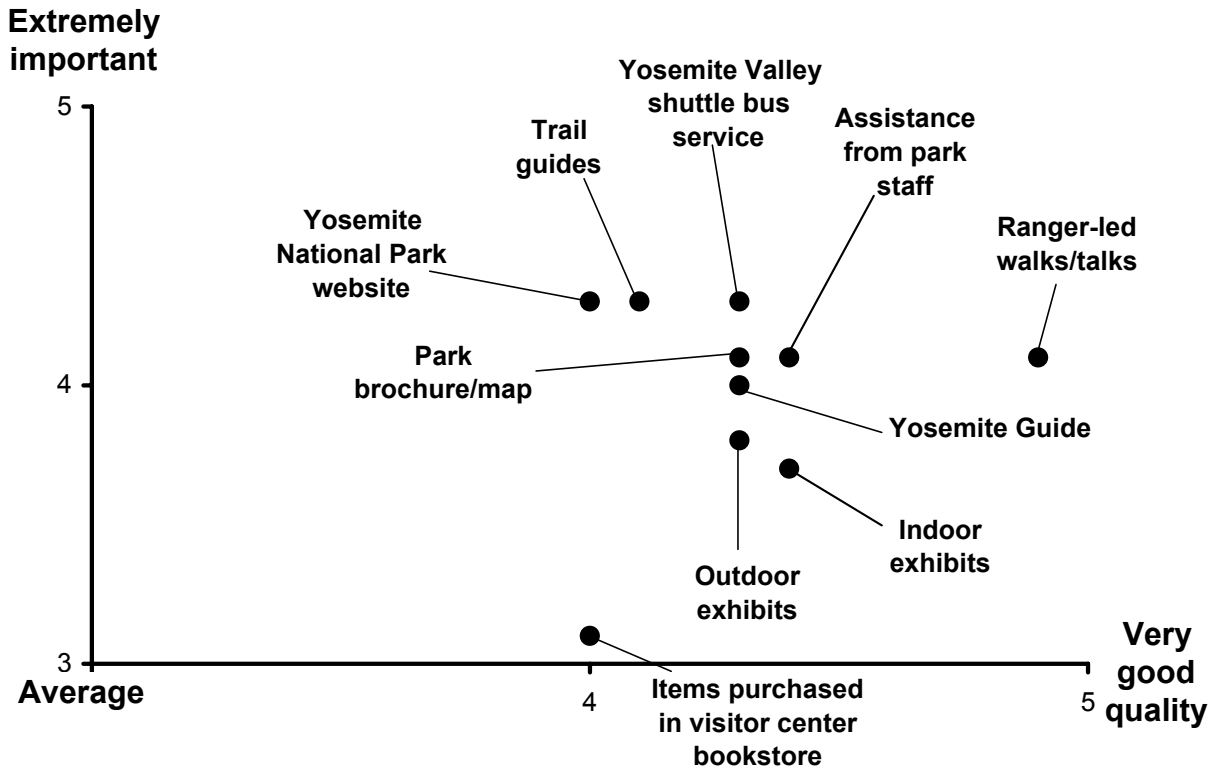


Figure 107: Detail of Figure 106

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

Additional services/facilities needed

Question 15a

Is there any service/facility that you and your personal group needed inside Yosemite National Park, but it was not available?

Results

- 17% visitor groups reported that there were services/facilities that they needed but were not available (see Figure 108)

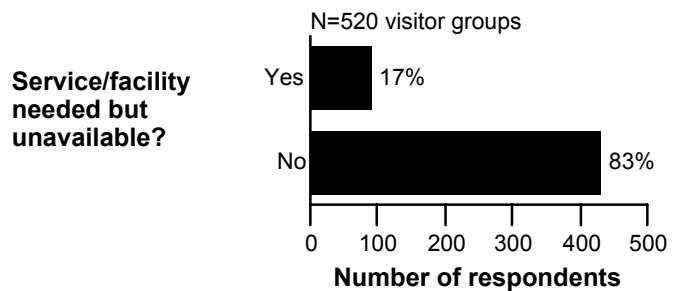


Figure 108: Services/facilities needed but were not available

Question 15b

If YES, what is it? (open-ended)

- Access to Le Carte Museum
- Accessibility of front desk from the rooms
- Accurate information on the website
- Accurate information from park staff
- Additional parking locations
- Assistance/information on tire chains
- Badger Ski should not be partly open
- Better snow removal
- Better dining options
- Better handicap tram access
- Better enforcement of speed limits
- Bike lanes
- Campgrounds open during weekdays
- Cell phone coverage
- Cheap food
- Continued private vehicle use
- Cross-country ski rental on weekdays
- Display reasons for delay at parking lot
- Display average waiting time at parking
- Distances on park map/brochure
- Electricity for camping in winter
- Exit assistance from Badger Pass ski trail
- Free winter tent camping
- Functioning snow plow to open Badger

Results

- Services and facilities that visitors needed, but were not available, included:

- Gas stations
- Glacier Point hut
- Groomed cross country trails
- Highchairs
- Hot food between set meal times
- Ice skating rink
- Information on road conditions
- Information on snow chains
- Lodging options
- More signs
- Room availability information at ranger station
- Tire chains

*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 Yosemite National Park

Question 24

For you and your personal group, please report all expenditures for the items listed below for this visit to Yosemite National Park and the surrounding area (within 50 miles of any entrance point).

Results

- 35% of visitor groups spent \$200 or less (see Figure 109).
- 30% spent \$601 or more.
- The average visitor group expenditure was \$579.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$315.
- Average total expenditure per person (per capita) was \$194.
- As shown in Figure 110, the largest proportions of total expenditures inside and outside the park were:

- 42% Hotels, motels, cabins, B&B, etc.
- 22% Restaurants and bars

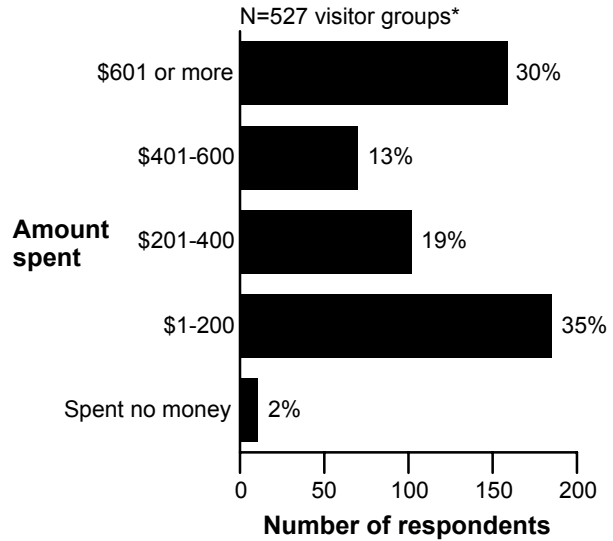


Figure 109: Total expenditures inside and outside the park

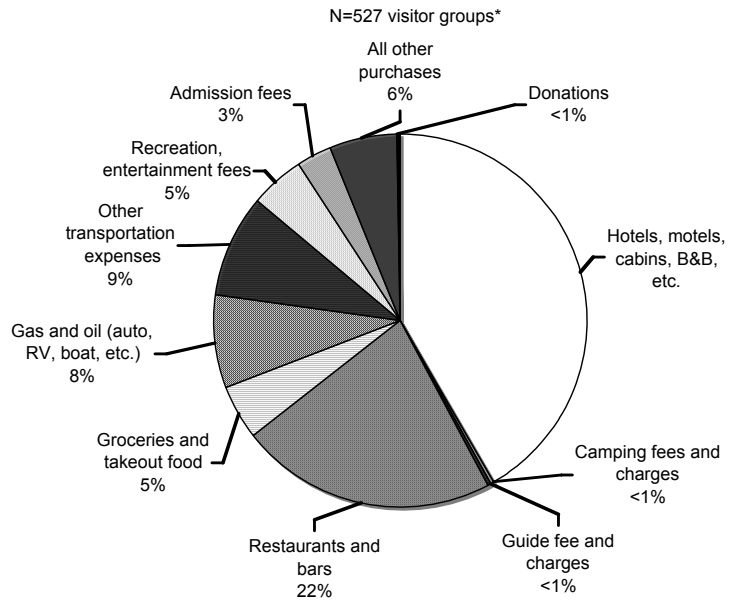


Figure 110: Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 24c

How many adults (18 years or older) do these expenses cover?

Results

- 66% of visitor groups had two adults covered by expenditures (see Figure 111).
- 23% had three or more adults.
- 10% had one adult.

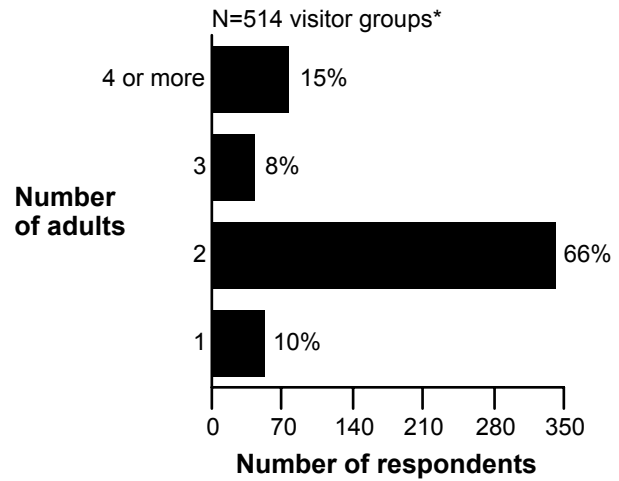


Figure 111: Number of adults covered by expenditures

Number of children covered by expenditures

Question 24c

How many children (under 18 years) do these expenses cover?

Results

- 59% of visitor groups did not have any children covered by expenditures (see Figure 112).
- 16% had two children.
- 13% had three or more children.

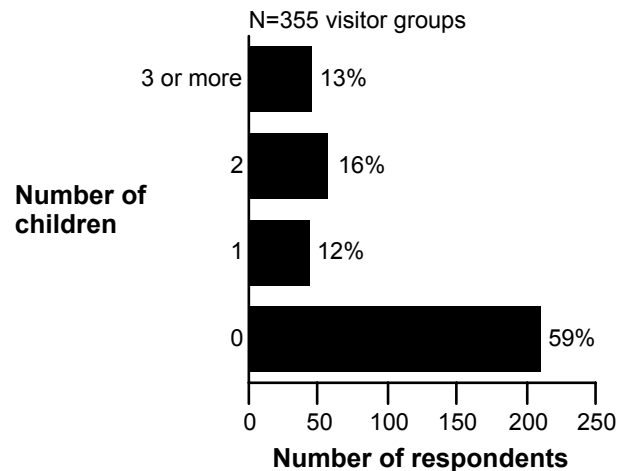


Figure 112: Number of children covered by expenditures

*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 the park

Question 24a

Please list your personal group's total expenditures inside Yosemite National Park.

Note: Surrounding area residents should only include expenditures that were just for this visit to Yosemite National Park.

Results

- 38% of visitor groups spent up to \$100 inside the park (see Figure 113).
- 30% spent \$301 or more.
- The average visitor group expenditure inside the park was \$338.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$115.
- Average total expenditure per person (per capita) was \$122.
- As shown in Figure 114, the largest proportions of total expenditures inside the park were:
 - 45% Hotels, motels, cabins, B&B, etc.
 - 24% Restaurants and bars

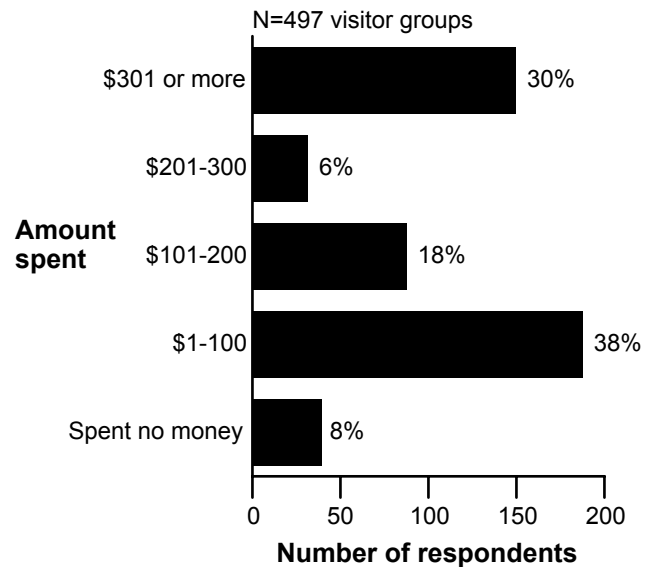


Figure 113: Total expenditures inside the park

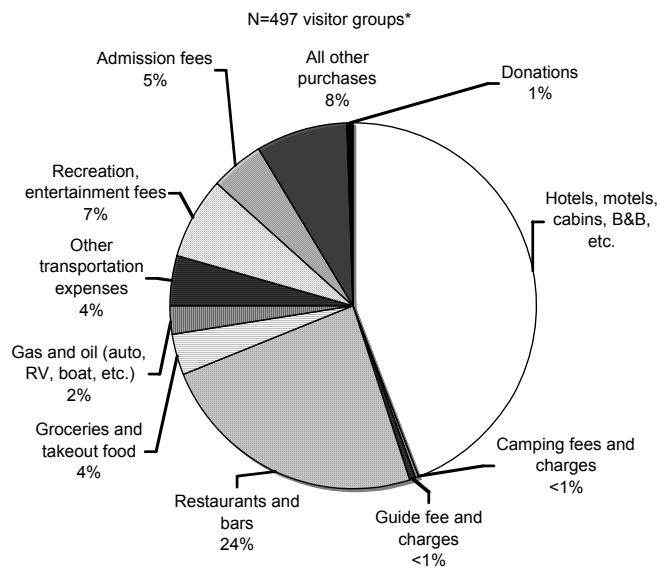


Figure 114: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Hotels, motels, cabins, B&B, etc.

- 56% of visitor groups did not spend any money on lodging inside the park (see Figure 115).
- 25% spent up to \$400.

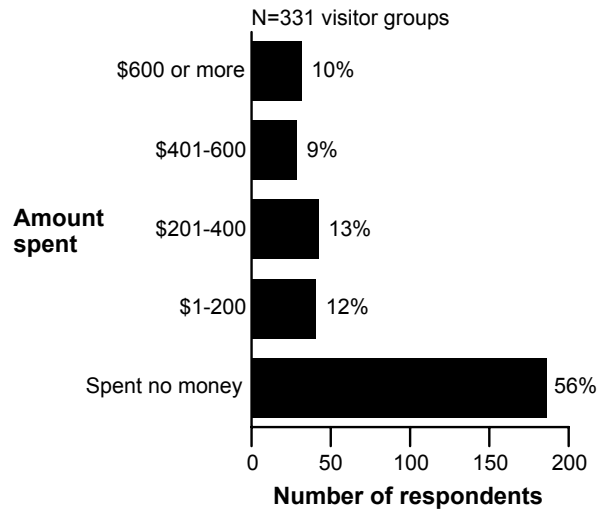


Figure 115: Expenditures for lodging inside the park

Camping fees and charges

- 92% of visitor groups did not spend any money on camping inside the park (see Figure 116).
- 6% spent up to \$50.

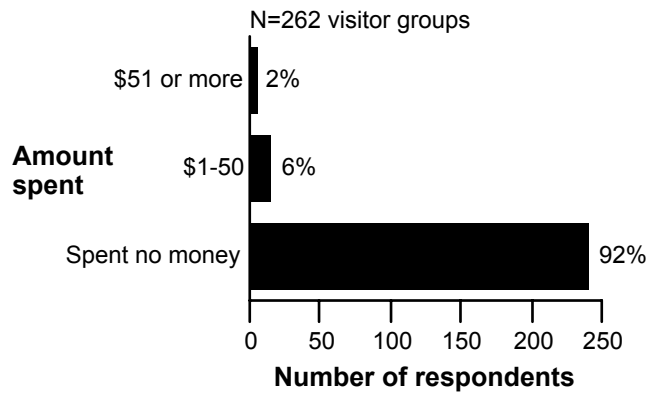


Figure 116: Expenditures for camping fees and charges inside the park

*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

- 93% of visitor groups did not spend any money on guide fees and charges inside the park (see Figure 116).
- 4% spent up to \$25.

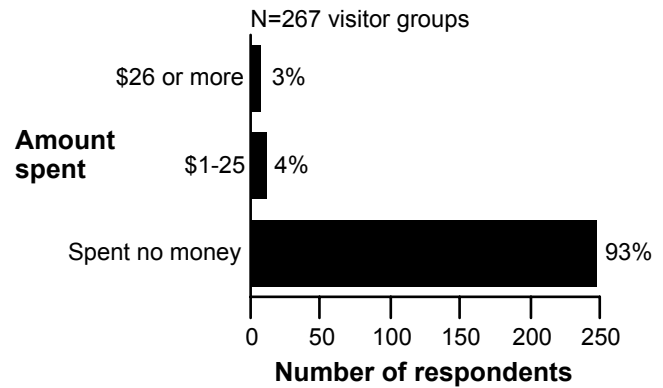


Figure 117: Expenditures for guide fees and charges inside the park

Restaurants and bars

- 45% of visitor groups spent up to \$100 on restaurants and bars inside the park (see Figure 118).
- 30% did not spend any money.

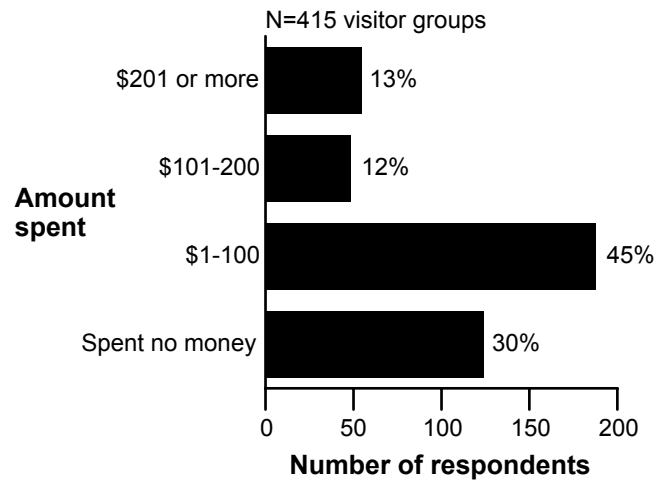


Figure 118: Expenditures for restaurants and bars inside the park

*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

- 51% of visitor groups did not spend any money on groceries and takeout food inside the park (see Figure 119).
- 42% spent up to \$50.

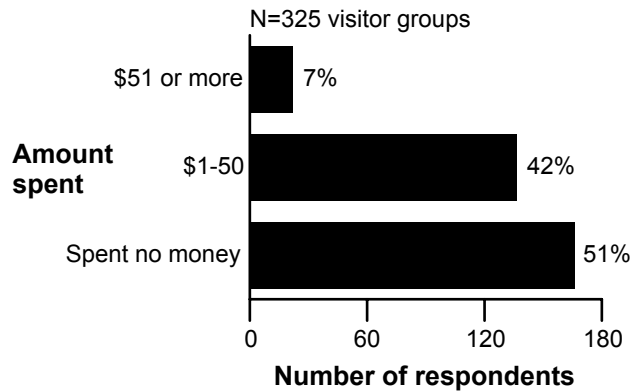


Figure 119: Expenditures for groceries and takeout food inside the park

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

- 76% of visitor groups did not spend any money on gas and oil inside the park (see Figure 120).
- 13% spent up to \$50.

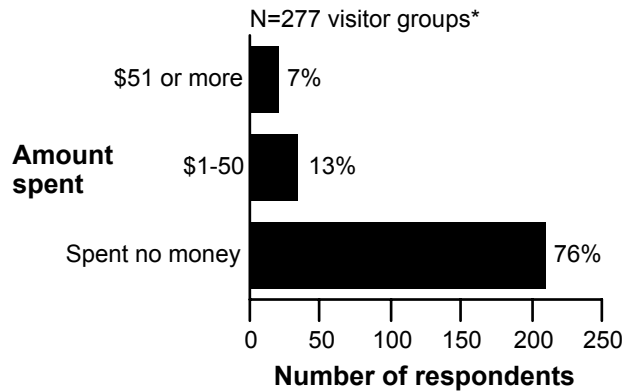


Figure 120: Expenditures for gas and oil inside the park

*total percentages do not equal 100 due to rounding

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

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 95% of visitor groups did not spend any money on other transportation expenses inside the park (see Figure 121).
- 3% spent up to \$100.

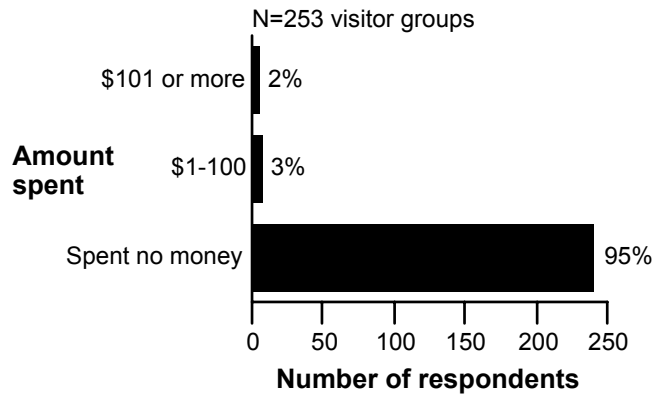


Figure 121: Expenditures for other transportation inside the park

Admission fees

- 49% of visitor groups spent up to \$25 on admission fees inside the park (see Figure 122).
- 31% did not spend any money.

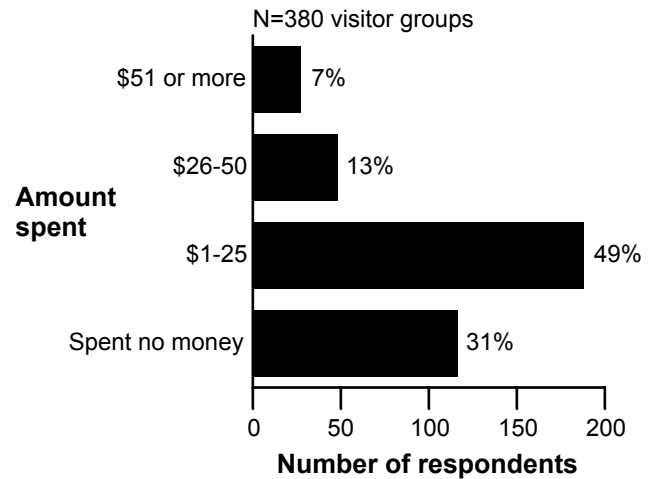


Figure 122: Expenditures for admission fees inside the park

*total percentages do not equal 100 due to rounding

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

Recreation, entertainment fees (including ski equipment rental)

- 67% of visitor groups did not spend any money on recreation, entertainment fees inside the park (see Figure 123).
- 21% spent up to \$100.

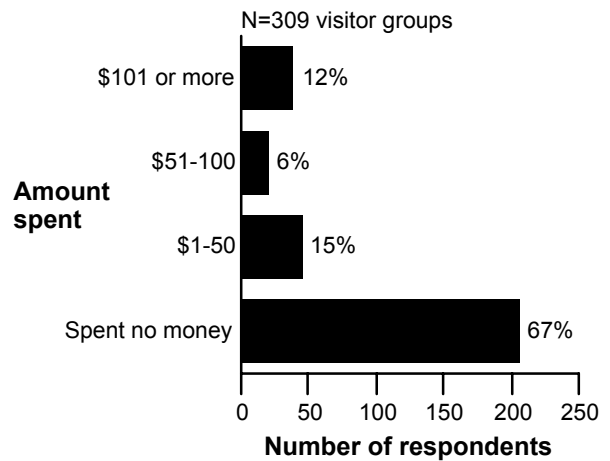


Figure 123: Expenditures for recreation, entertainment fees inside the park

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

- 40% of visitor groups did not spend any money on other purchases inside the park (see Figure 124).
- 38% spent up to \$50.

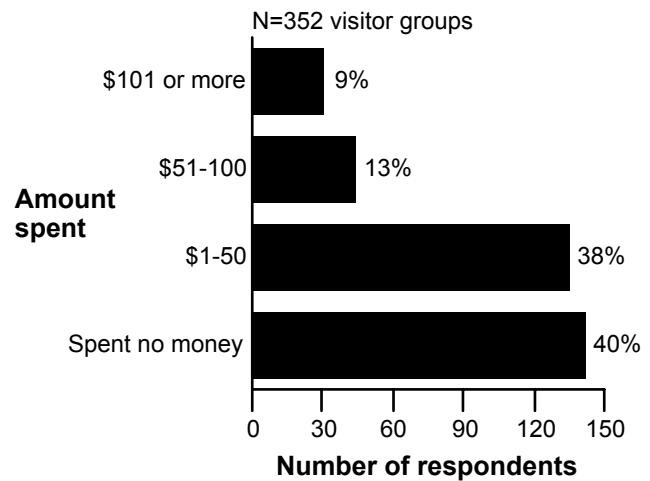


Figure 124: Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 88% of visitor groups did not donate any money inside the park (see Figure 125).
- 10% donated \$1 to \$25.

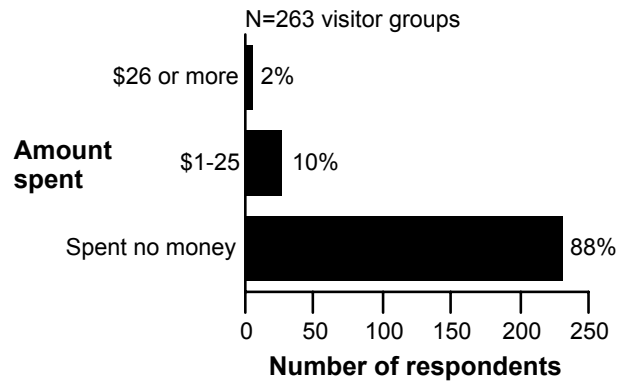


Figure 125: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 24b

Please list your group’s total expenditures outside the park (within 50 miles).

Note: Surrounding area residents should only include expenditures that were just for this trip to Yosemite National Park.

Results

- 32% of visitor groups spent up to \$100 (see Figure 126).
- 22% spent over \$400.
- 11% spent no money outside the park.
- The average visitor group expenditure outside the park was \$325.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$145.
- Average total expenditure per person (per capita) was \$121.
- As shown in Figure 127, the largest proportions of total expenditures outside the park were:

- 38% Hotels, motels, cabins, B&B, etc.
- 20% Restaurants and bars

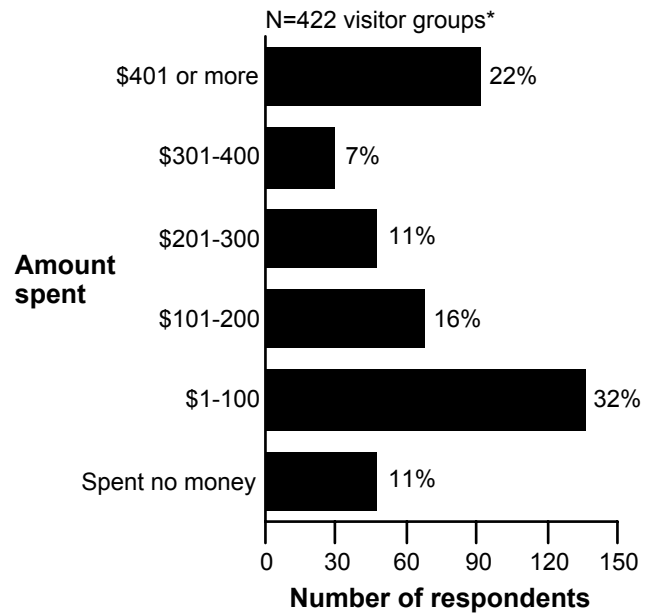


Figure 126: Total expenditures outside the park

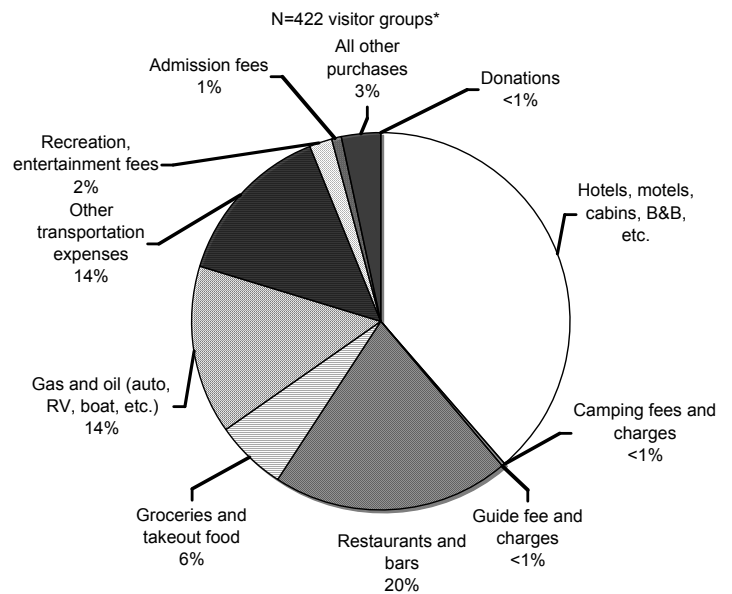


Figure 127: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Hotels, motels, cabins, B&B etc.

- 48% of visitor groups did not spend any money on lodging outside the park (see Figure 128).
- 28% spent up to \$200.

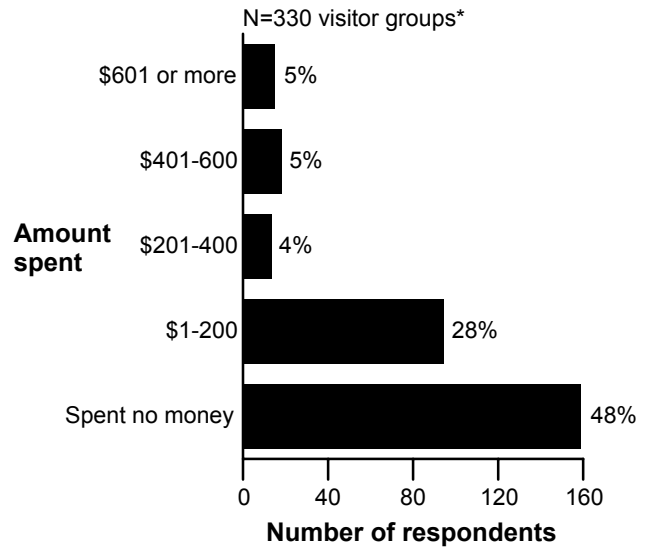


Figure 128: Expenditures for lodging outside the park

Camping fees and charges

- 97% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 129).

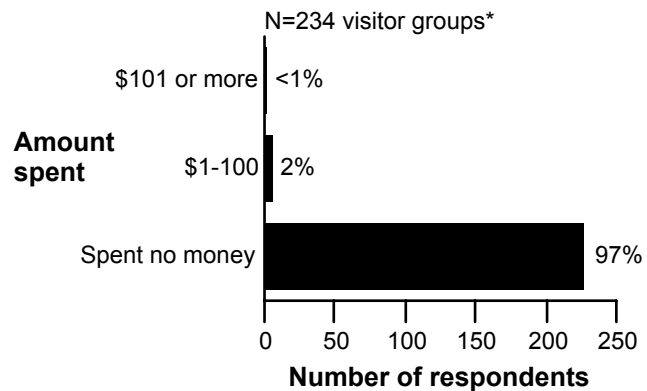


Figure 129: Expenditures for camping fees and charges outside the park

*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

- 99% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 130).

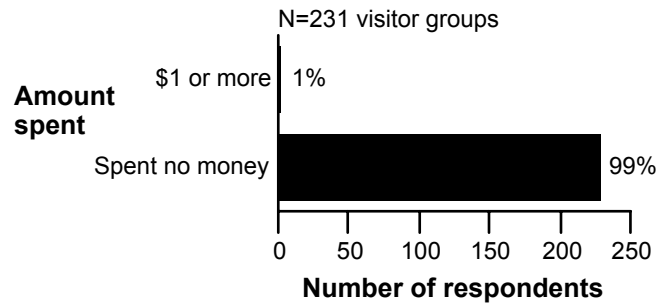


Figure 130: Expenditures for guide fees and charges outside the park

Restaurants and bars

- 44% of visitor groups spent up to \$100 on restaurants and bars outside the park (see Figure 131).
- 37% did not spend any money on restaurants and bars.

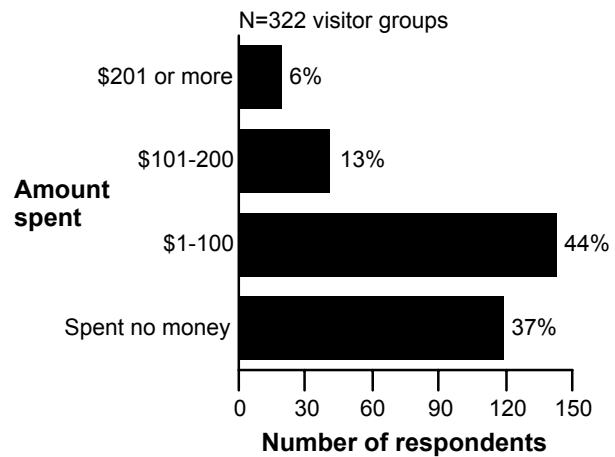


Figure 131: Expenditures for restaurants and bars outside the park

*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

- 49% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 132).
- 45% spent \$1 to \$100.

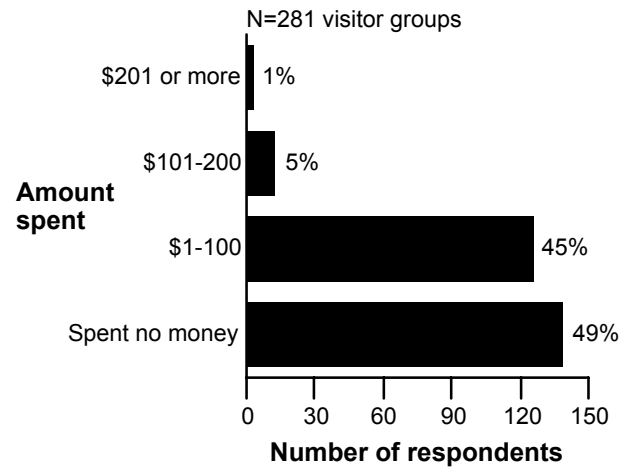


Figure 132: Expenditures for groceries and takeout food outside the park

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

- 40% of visitor groups spent up to \$50 on gas and oil outside the park (see Figure 133).
- 22% spent no money

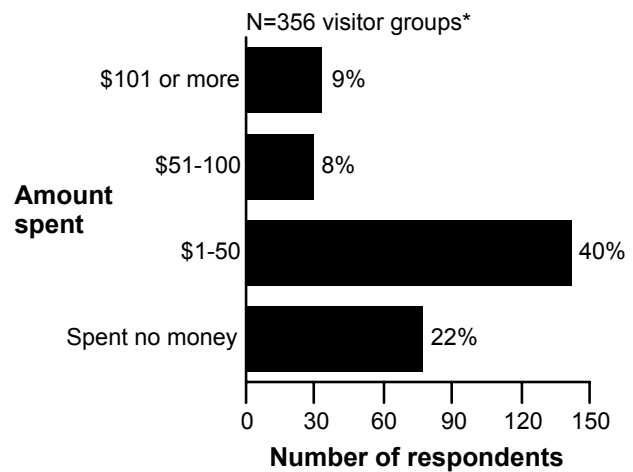


Figure 133: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 81% of visitor groups spent no money on other transportation expenses outside the park (see Figure 134).
- 9% spent up to \$100.

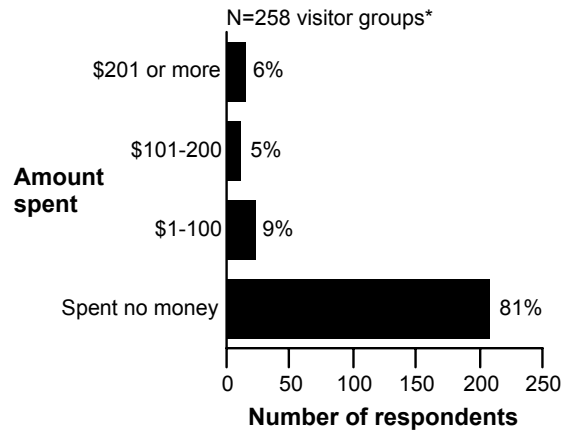


Figure 134: Expenditures for other transportation expenses outside the park

Admission fees

- 89% of visitor groups did not spend any money on admission fees outside the park (see Figure 135).
- 8% spent up to \$50.

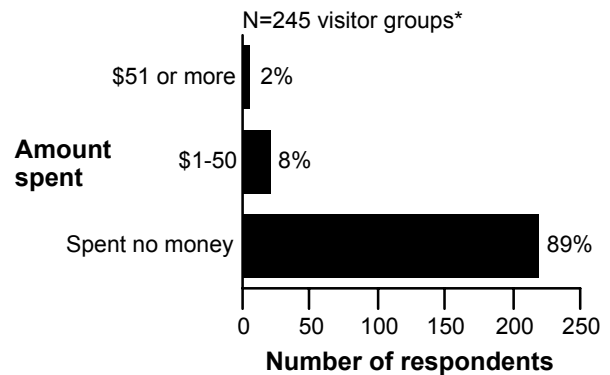


Figure 135: Expenditures for admission fees outside the park

Recreation, entertainment fees (including ski equipment rental)

- 86% of visitor groups did not spend any money on recreation, entertainment fees outside the park (see Figure 136).
- 8% spent up to \$50.

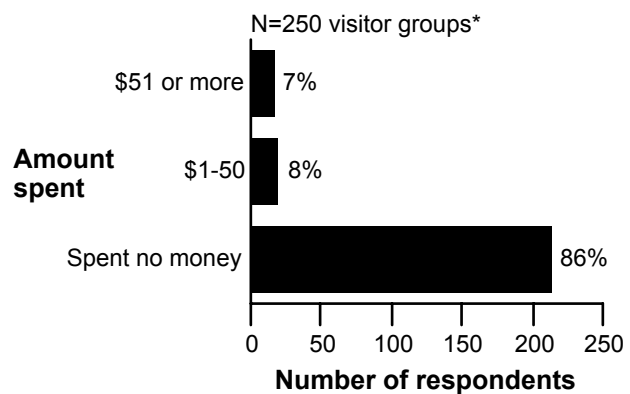


Figure 136: Expenditures for other recreation, entertainment fees outside the park

*total percentages do not equal 100 due to rounding

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

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

- 75% of visitor groups did not spend any money on other purchases outside the park (see Figure 135).
- 15% spent up to \$50.

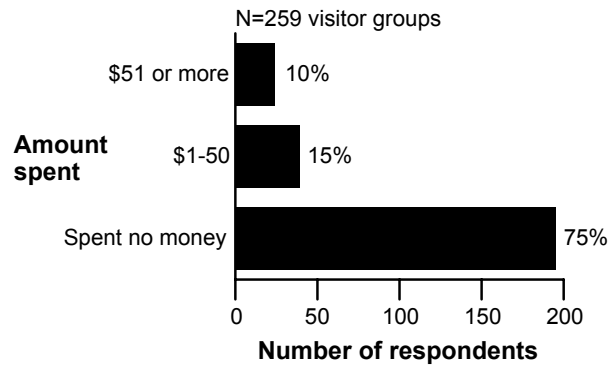


Figure 137: Expenditures for all other purchases outside the park

Donations

- 97% of visitor groups did not donate any money outside the park (see Figure 138).

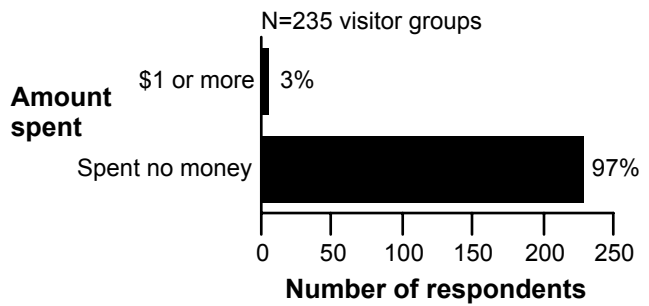


Figure 138: Expenditures for donations outside the Park

*total percentages do not equal 100 due to rounding

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

Preferences for future visit

Preferred interpretive programs/information services

Question 25

If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to learn about the cultural and natural history/features of Yosemite NP?

Results

- 93% of visitor groups were interested in learning about the park on a future visit (see Figure 139).

- As shown in Figure 140, the most preferred methods for learning about the park on a future visit were:

- 67% Printed materials
- 62% Self-guided tours
- 59% Outdoor exhibits

- Other methods (5%) included:

- Ranger-led tours
- Ranger-led hikes/walks
- Ranger-led talks/programs
- Information via e-mail
- Camping
- CD for car available at gate entrance
- Hands-on interactions
- Lectures
- Press releases to websites
- Publications on local papers
- Special speakers
- TV shows
- Valley View Tours
- Web search (Google)

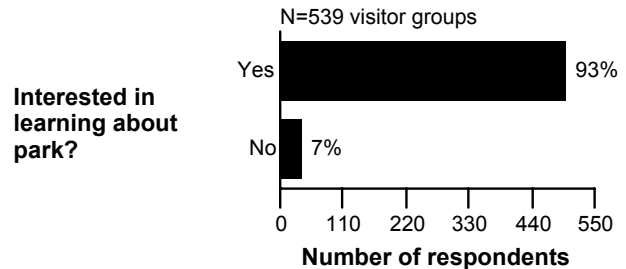


Figure 139: Interest in learning about park on future visit

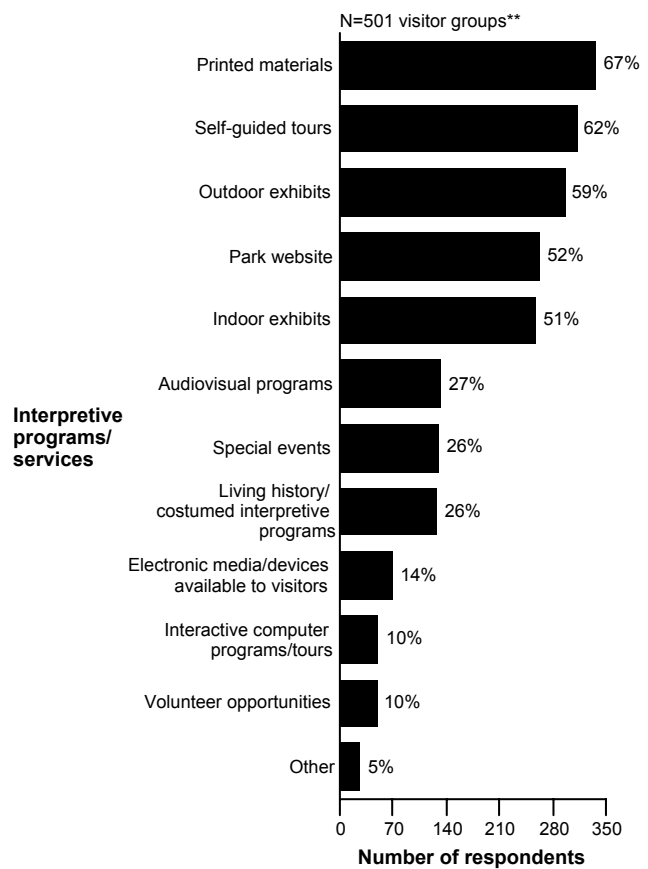


Figure 140: Preferred interpretive programs/information services

*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 23

Overall, how would you and your group rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Yosemite National Park during this visit?

Results

- 85% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 141).
- Less than 2% rated the quality as “very poor” or “poor.”

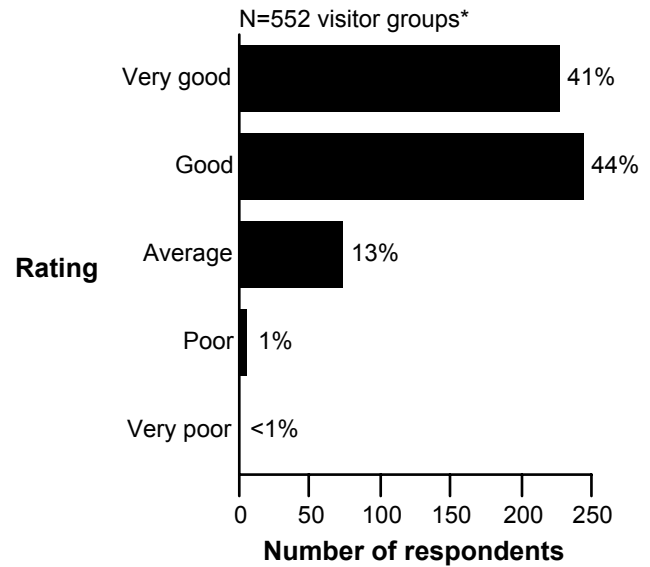


Figure 141: Overall quality rating of facilities, services, and recreational opportunities

*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

Planning for the future

Question 26

If you were a manager planning for the future of Yosemite National Park, what would you propose?

Results

- 58% of visitor groups (N=326) responded to this question.
- Table 7 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 7: Planning for the future
N=572 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more rangers	5
Other comments	3
INTERPRETIVE SERVICES	
Promote education in park	5
Provide more information on weather	4
Give ranger-led programs	3
Provide more information on American Indian history	3
Post more signs	2
Show a movie about park	2
Update information on daily activities on website	2
Other comments	46
FACILITIES/MAINTENANCE	
Create parking areas at entrances - use shuttles in park	15
Repair/maintain the roads in the park	11
Improve snow removal	7
Create more campgrounds	6
Expand campgrounds	5
Have more restrooms	5
Restore and reopen camping facilities	5
Build better roads	4
Have less road construction	4
Add more pull-offs/turnouts	3
Improve parking	3
Improve trail maintenance	3
Increase parking lot size	3
Add more guard rails	2

Table 7: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Create more snow play areas	2
Have cell phone signs available	2
Improve restrooms	2
Install some phone booths/emergency telephones	2
Remove vegetation to facilitate viewing	2
Restore Hetchy-Hetch	2
Other comments	60
POLICIES/MANAGEMENT	
Limit private vehicle use	28
Provide shuttle services	20
Limit visitor numbers	15
Limit development in the park	12
Ban car use inside the park	8
Charge higher entrance fees	7
Lower the cost of lodging	6
Do not limit vehicle use	5
Allow dogs in trails	4
Allow less tour buses in the park	3
Ban smoking	3
Do not increase the fees	3
Encourage biking in the park	3
Ban RV access	2
Charge lower entrance fees	2
Charge lower fee to low emissions cars	2
Do not allow cell phone use	2
Facilitate camping reservations	2
Give big fines for littering	2
Promote green transportation	2
Provide first-come/first-served accommodation system	2
Other comments	51
CONCESSION SERVICES	
Open more restaurants inside the park	7
Improve food quality	6
Improve lodging	5
Increase lodging	4
Improve Badger Pass facilities	3
Other comments	5

Table 7: Planning for the future
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Keep it natural/wild	10
Preserve natural habitat	4
Encourage recycling	3
Other comments	6
GENERAL COMMENTS	
Keep it as it is	11
Have visiting system by appointments during peak periods	7
Keep up the good job	6
Encourage hiking in the park	5
Reduce the human impact on the environment	3
Create more winter programs/activities	2
Promote outdoor activities	2
Provide more eating/dining choices	2
Other comments	56

Additional comments

Question 27

Is there anything else you and your personal group would like to tell us about your visit to Yosemite National Park?

Results

- 52% of visitor groups (N=293) responded to this question.
- Table 8 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 8: Additional comments
N=524 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was friendly	8
Staff was helpful	6
Personnel was great	5
Other comments	17
INTERPRETIVE SERVICES	
Maps are terrible (park maps, trail maps)	2
Need more signs at ski and snowshoe trails	2
Other comments	21
FACILITIES/MAINTANANCE	
Roads/paths need to be cleaned of snow	6
Roads/paths were clear of snow	5
Well maintained	3
Bike paths/lanes would be a good addition	2
Clean park	2
Facilities were great	2
Good roads	2
Need more restrooms	2
Parking was difficult because of snow	2
Too many work areas in the streets	2
Other comments	45
POLICIES/MANAGEMENT	
Good job protecting/preserving the park	8
Keep protecting the park	6
Not crowded in winter	5
Do not restrict use	2
Horse patrol was effective	2
Keep it as it is	2
Other comments	2
Park fees are good	2
Park is overdeveloped/commercialized	2
Park visit should be free	2
Other comments	23

Table 8: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Saw wildlife	3
Other comments	2
CONCESSION SERVICES	
Park lodging is expensive	5
Lodge front desk under-staffed/long wait	3
Offer environmental/sustainable products	2
Other comments	14
GENERAL COMMENTS	
Enjoyed visit	53
Beautiful park	48
Love it	27
Will return	19
Thank you	16
Beautiful scenery	9
Enjoyed the snow/winter play	8
Other comments	7
Regular visitor	7
It is a serene place	6
Keep up the good work	6
Enjoyed skiing	5
Local resident	5
Snow interfered with park visit/experience	5
Badger Pass road was closed although we were informed it was open	3
Like to bring family/friends	3
Visit was too short	3
Always excellent except in peak summer months	2
Beautiful day	2
Beautiful day/weather	2
It is a national treasure	2
Spent a lot of time waiting	2
Survey was too long	2
Other comments	63

APPENDICES

Appendix 1: Comparative demographics, 2008 Winter, 2005 Summer

Visitor group size

2008 Winter

Question 18

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

Results

- 50% of visitor groups were in groups of two (see Figure 1A).
- 33% were in groups of four or more.

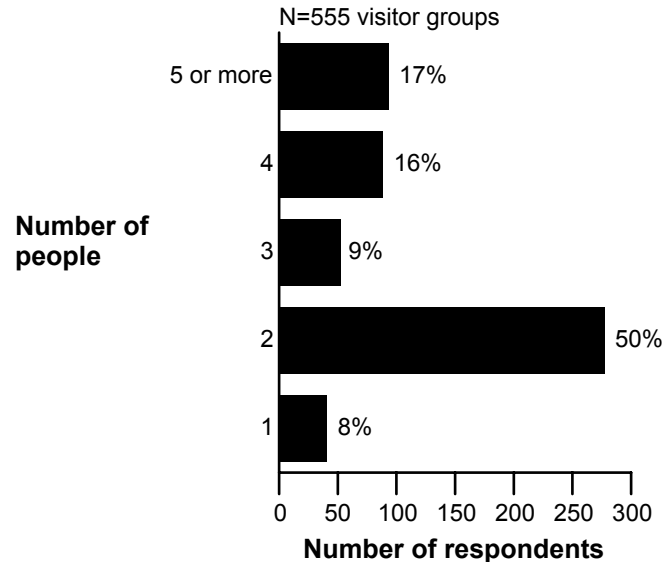


Figure 1 A: Visitor group size - 2008

2005 Summer

Question 18a

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

Results

- 36% of visitor groups had two people (see Figure 1B).
- 32% had three or four people.
- 27% had five or more people.

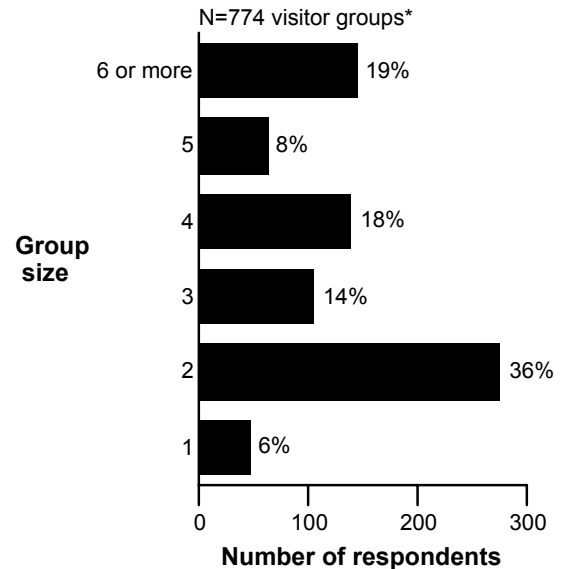


Figure 1 B: Visitor group size - 2005

Visitor group type

2008 Winter

Question 17

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

Results

- 60% of visitor groups were made up of family members (see Figure 2A).
- 20% were with friends.
- “Other” groups (1%) included:
 Club
 Mountain Area Ski School

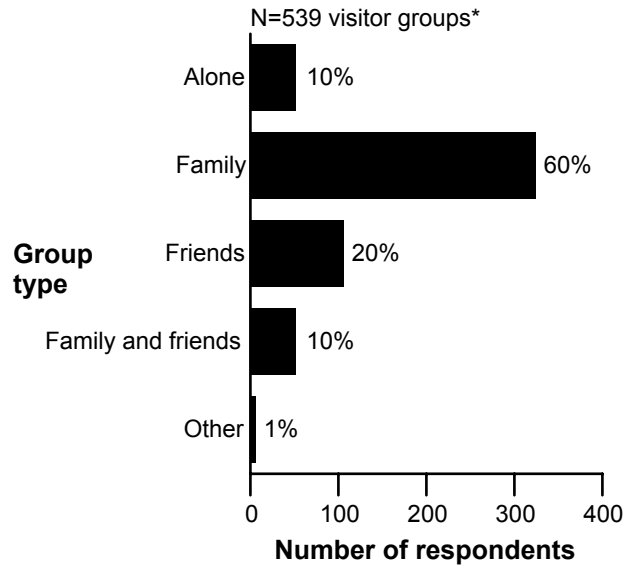


Figure 2 A: Visitor group type - 2008

2005 Summer

Question 17

What kind of personal group (not tour/school/business group) were you with?

Results

- 63% of visitor groups were made up of family members (see Figure 2B).
- 15% were with friends.
- 13% were with family & friends.
- “Other” (3%) groups included:
 Wedding party
 International visitors

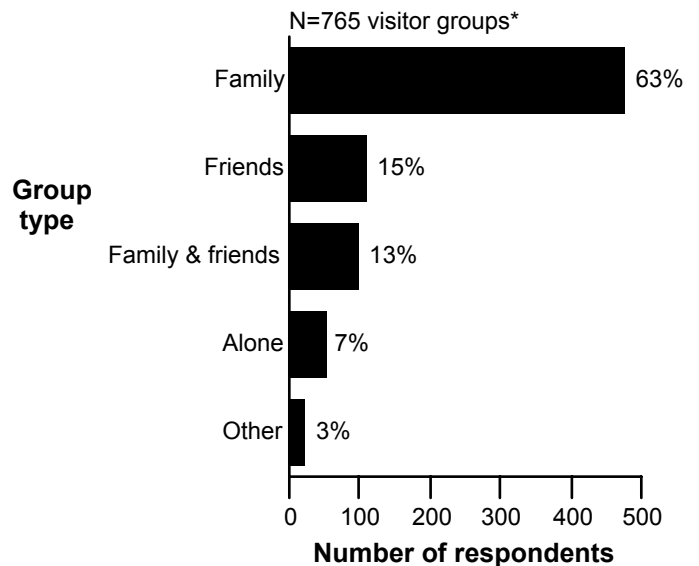


Figure 2 B: Visitor group type - 2005

Visitors with organized groups

2008 Winter

Question 16a

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

Results

- 3% of visitor groups were part of a commercial guided tour group (see Figure 3A).

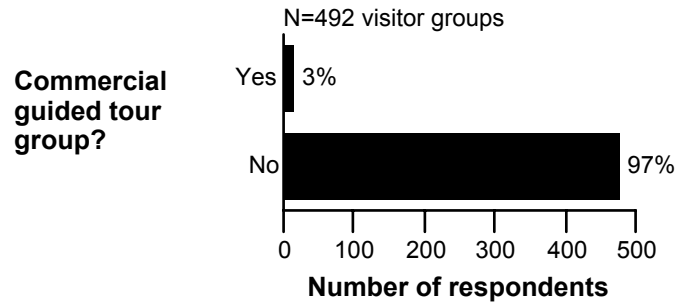


Figure 3 A: Visitors with a commercial guided tour group - 2008

2005 Summer

Question 16a

On this visit, were you and your personal group part of a guided tour group?

Results

- 5% of visitor groups were traveling with a guided tour group (see Figure 3B).

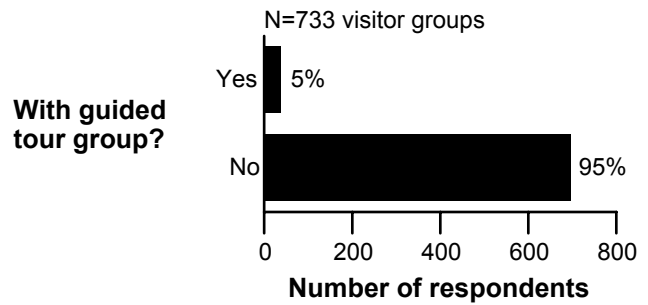


Figure 3 B: Visitors traveling with a guided tour group - 2005

2008 Winter

Question 16b

On this visit, were you and your personal group part of a school/educational group (school, etc.)?

Results

- 3% of visitor groups were part of a school/educational group, etc. (see Figure 4A).

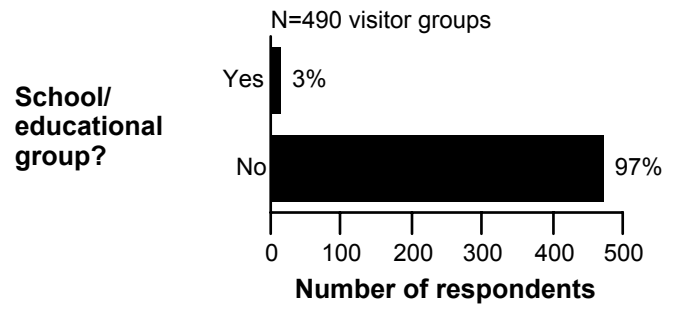


Figure 4 A: Visitors with a school/educational group - 2008

2005 Summer

Question 16b

On this visit, were you and your personal group part of a school/educational group (school, etc.)?

Results

- 1% of visitor groups were traveling with a school/educational group (see Figure 4B).

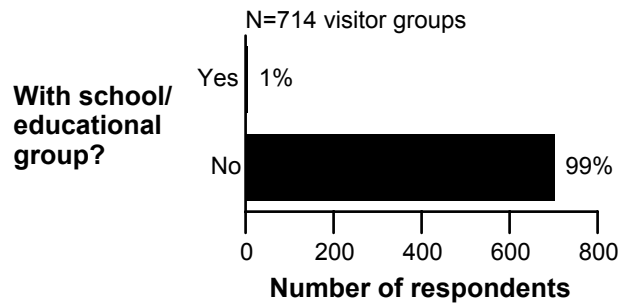


Figure 4 B: Visitors traveling with a school/educational group - 2005

2008 Winter

Question 16c

On this visit, were you and your personal group part of a wedding/reunion group?

Results

- 3% of visitor groups were part of a wedding/reunion group (see Figure 5A).

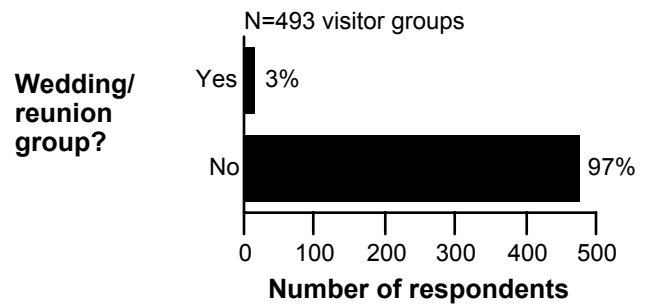


Figure 5 A: Visitors with a wedding/reunion group - 2008

2005 Summer

Question 16c

Were you with a wedding reunion group?

Results

- 4% of visitor groups were traveling with a wedding/reunion group (see Figure 5B).

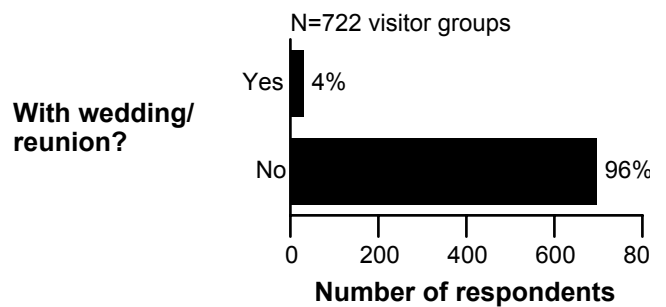


Figure 5 B: Visitors traveling with a wedding/reunion group - 2005

Visitor age

2008 Winter

Question 19a

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

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

Results

- Visitor ages ranged from 1 to 91 years.
- 59% of visitors were between 31-65 years age group (see Figure 6A).
- 17% were 15 years or younger.
- 8% were 66 or older.

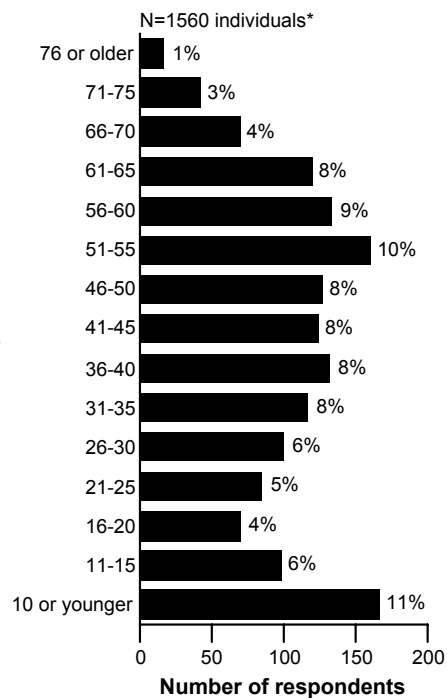


Figure 6 A: Visitor age - 2008

2008 Summer

Question 19b

For you and your group, that is your current age?

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

Results

- Visitor ages ranged from 1 to 91 years old.
- 17% of visitors were 15 years or younger (see Figure 6B).
- 46% were ages 36-60 years.
- 7% were 66 years or older.

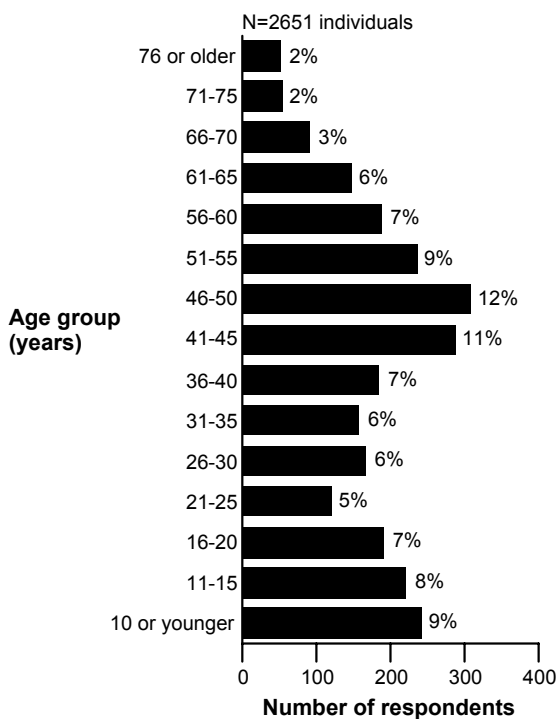


Figure 6 B: Visitor age - 2005

United States visitors by state of residence – 2008 Winter

Question 19b

For you and your personal group on this visit what is your state of residence?

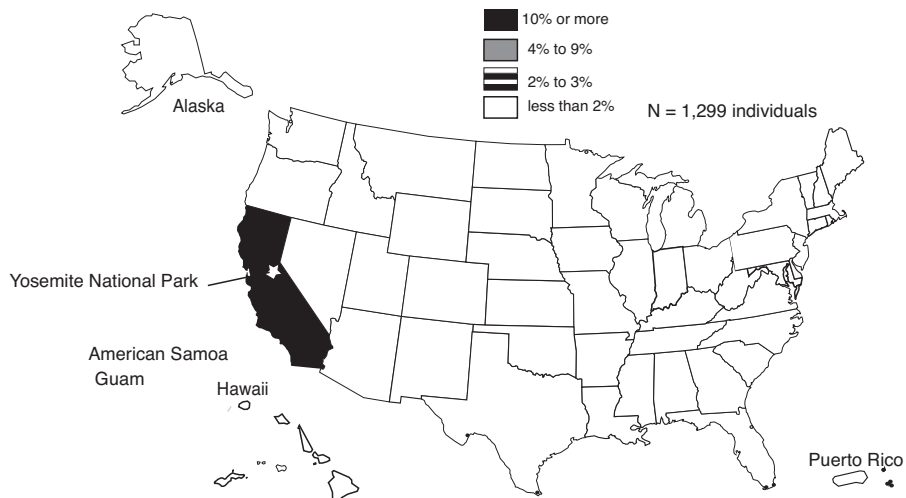
Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 33 states and comprised 91% of total visitation to the park during the survey period.
- 89% of U.S. visitors came from California (see Table 1A and Map 1A).
- Smaller proportions of U.S. visitors came from 32 other states.

Table 1A: United States visitors by state of residence 2008 Winter*

State	Number of visitors	Percent of U.S. visitors N=1,299 individuals	Percent of total visitors N=1,430 individuals
California	1153	89	81
Washington	14	1	1
Nevada	9	1	1
Oregon	9	1	1
Florida	8	1	1
New York	8	1	1
Kentucky	7	1	<1
Texas	7	1	<1
Utah	7	1	<1
24 other states	77	6	5



Map 1A: Proportions of United States visitors by state of residence – 2008 Winter

United States visitors by state of residence – 2005 Summer

Question 19c

For you and your group, what is your state of residence?

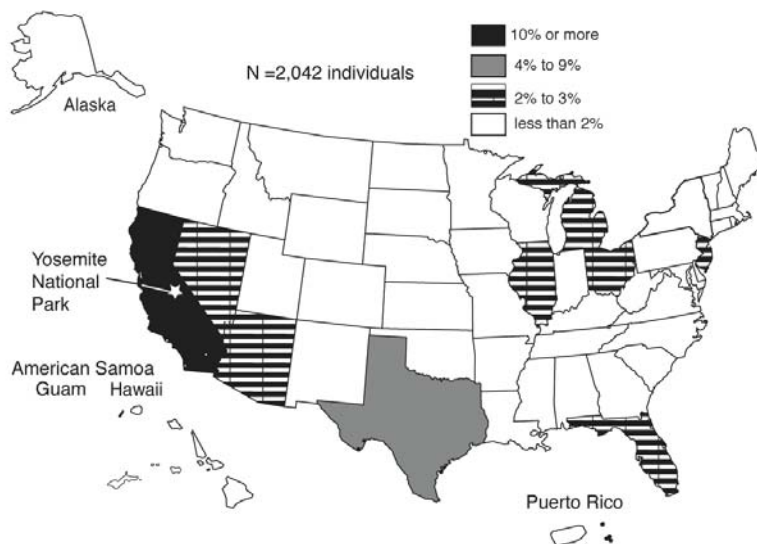
Note: Response was limited to seven members from each visitor group.

Table 1B: United States visitors by state of residence 2005 Summer*

State	Number of visitors	Percent of U.S. visitors N=2,042 individuals	Percent of total visitors N=2,487 individuals
California	1,409	69	57
Texas	72	4	3
Florida	46	2	2
Arizona	34	2	1
Michigan	32	2	1
Nevada	32	2	1
New Jersey	32	2	1
Ohio	31	2	1
Illinois	25	1	1
New York	24	1	1
Pennsylvania	23	1	1
Oregon	22	1	1
Indiana	21	1	1
Kansas	20	1	1
Massachusetts	15	1	1
Washington	15	1	1
Alabama	14	1	1
Maryland	14	1	1
Oklahoma	14	1	1
Colorado	12	1	<1
21 other states, Washington, D.C. and Puerto Rico	135	7	5

Results

- U.S. visitors comprised 82% of visitors to park (see Table 1B and Map 1B).
- 69% of U.S. visitors came from California.
- 4% came from Texas.
- Smaller proportions came from 39 other states, Washington, D.C., and Puerto Rico.



Map 1B: Proportions of United States visitors by state of residence – 2005 Summer

International visitors by country of residence – 2008 Winter

Question 19b

For you and your personal group on this visit, what is your country of residence?

Table 2A: International visitors by country of residence 2008 Winter *

	Country	Number of visitors	Percent of international visitors N=131 individuals	Percent of total visitors N=1,430 individuals
<p>Note: Response was limited to seven members from each visitor group.</p> <p>Results</p> <ul style="list-style-type: none"> International visitors were from 24 countries and comprised 9% of total visitation to the park during the survey period (see Table 2A). International visitors came from Germany, Korea, Taiwan, and United Kingdom (9% each). Smaller portions came from 20 other countries. 	Germany	12	9	1
	Korea	12	9	1
	Taiwan	12	9	1
	United Kingdom	12	9	1
	Canada	11	8	1
	Netherlands	9	7	1
	Australia	7	5	<1
	Japan	6	5	<1
	South Korea	6	5	<1
	Argentina	5	4	<1
	Hong Kong	5	4	<1
	Thailand	5	4	<1
	China	4	3	<1
	Mexico	4	3	<1
	Brazil	3	2	<1
	Denmark	3	2	<1
	France	3	2	<1
	Columbia	2	2	<1
	India	2	2	<1
	Portugal	2	2	<1
	Romania	2	2	<1
	Singapore	2	2	<1
	Israel	1	1	<1
	Lithuania	1	1	<1

International visitors by country of residence – 2005 Summer

Question 19c

For you and your personal group,
what is your country of
residence?

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

Results

- As shown in Table 2B, international visitors comprised 18% of the total visitation to Yosemite NP.
- 23% of international visitors came from England.
- 11% came from France.
- 9% came from Holland.
- 8% came from Japan.
- Smaller proportions came from 33 other countries.

**Table 2B: International visitors by country of residence
2005 Summer***

Country	Number of visitors	Percent of international visitors N=445 individuals	Percent of total visitors N=2,487 individuals
England	101	23	4
France	49	11	2
Holland	42	9	2
Japan	37	8	1
Germany	33	7	1
Australia	17	4	1
Spain	17	4	1
Ireland	16	4	1
Mexico	15	3	1
Switzerland	14	3	1
Canada	12	3	<1
Denmark	12	3	<1
North Ireland	7	2	<1
New Zealand	6	1	<1
Brazil	5	1	<1
Finland	5	1	<1
Hong Kong	5	1	<1
Italy	5	1	<1
Sweden	5	1	<1
Taiwan	5	1	<1
India	4	1	<1
Singapore	4	1	<1
Argentina	3	1	<1
Belgium	3	1	<1
Guatemala	3	1	<1
Korea	3	1	<1
Poland	3	1	<1
South Africa	3	1	<1
9 other countries	11	2	<1

Number of visits to the park

2008 Winter

Question 19c

For you and your personal group on this visit, how many times have you visited Yosemite National Park in the past 12 months (including this visit)?

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

Results

- 53% of visitors visited the park once in the past 12 months (see Figure 7A).
- 26% visited three or more times.

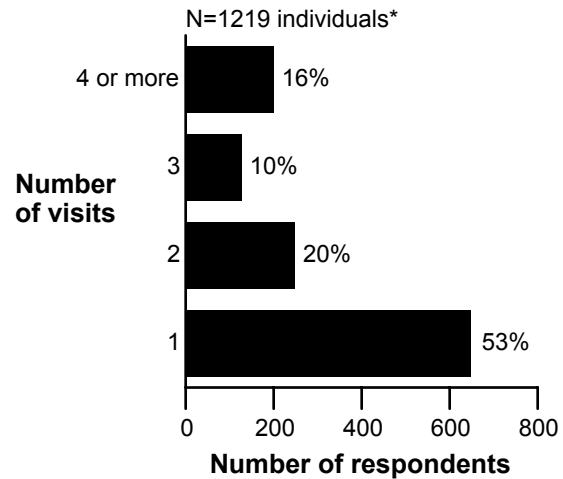


Figure 7 A: Number of visits to park in the past 12 months - 2008

2005 Summer

Question 19d

For you and your group, please list the number of visits made to the park in the past 12 months (including this visit).

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

Results

- 81% of the visitors had visited once during the past 12 months (see Figure 7B).
- 12% had visited twice during the past 12 months.

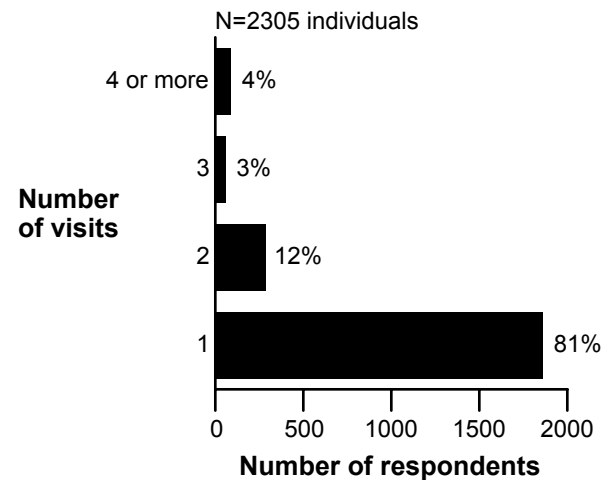


Figure 7 B: Number of visits to the park in past 12 months - 2005

2008 Winter

Question 19d

For you and your personal group on this visit, how many times have you visited Yosemite National Park in your lifetime (including this visit)?

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

Results

- 55% of visitors visited the park four or more times or more in their lifetime (see Figure 8A).
- 26% visited the park once in their lifetime.

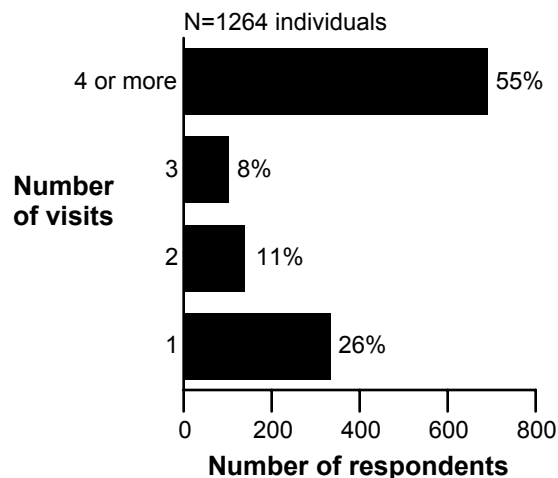


Figure 8 A: Number of visits to park in lifetime - 2008

2005 Summer

Question 19e

For you and your group, please list the number of visits made to the park in your lifetime (including this visit)?

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

Results

- 48% of visitors visited the park for the first time in their lifetime (see Figure 8B).
- 30% visited the park four or more times in their lifetime.
- 21% visited the park two or three times.

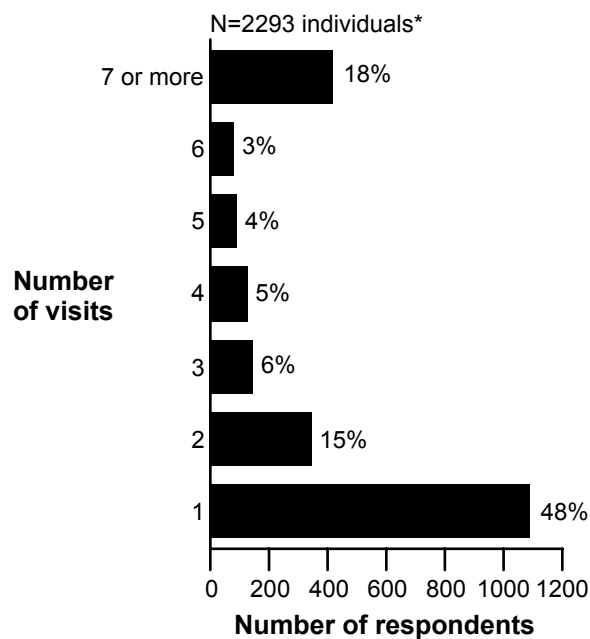


Figure 8 B: Number of visits to the park in visitor lifetime - 2005

Visitor ethnicity

2008 Winter

Question 21a

Are you or members of your group
Hispanic or Latino?

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

Results

- 16% of visitors were of Hispanic/Latino ethnicity (see Figure 9A).

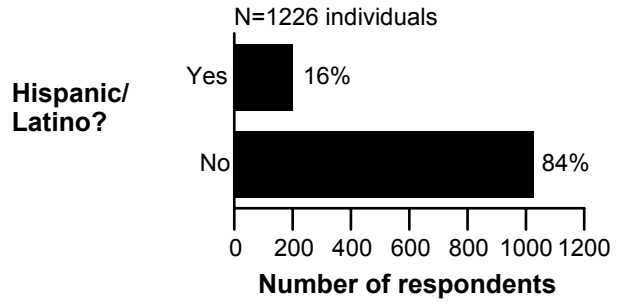


Figure 9 A: Visitors of Hispanic/Latino ethnicity - 2008

2005 Summer

Question 20a

For you only, are you Hispanic or Latino?

Results

- 8% of respondents were of Hispanic or Latino ethnicity (see Figure 9B).

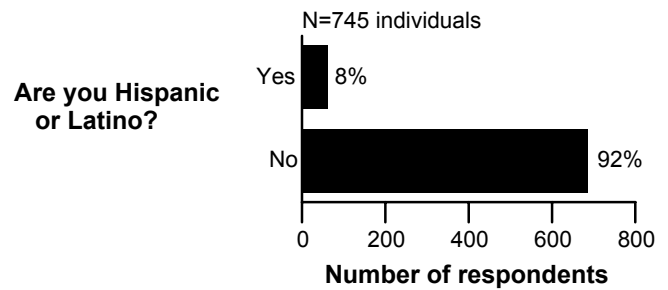


Figure 9 B: Respondent ethnicity - 2005

Visitor race

2008 Winter

Question 21b

What is your race? What is the race of each member of your personal group?

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

Results

- 88% of visitors were White (see Figure 10A).
- 10% were Asian

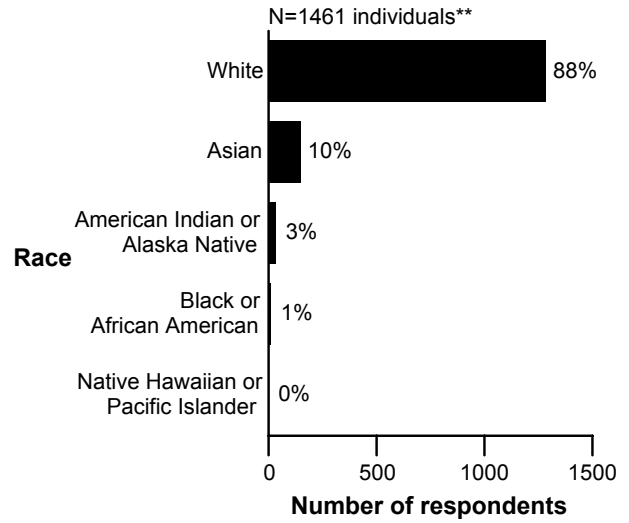


Figure 10 A: Visitors race - 2008

2005 Summer

Question 20b

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

Results

- 88% of respondents were White (see Figure 10B).
- 10% were Asian.

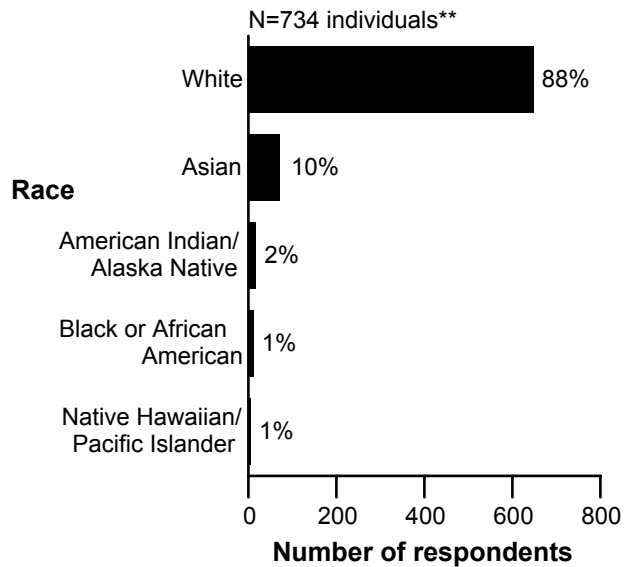


Figure 10 B: Respondent race - 2005

Asian ethnic groups

2008 Winter

Question 22

If you or your personal group members are of Asian race, which of the following categories best describe your race?

Results

- Among visitors who were of Asian race, 39% were of Chinese ethnicity (see Figure 11A).
- 21% were Japanese.

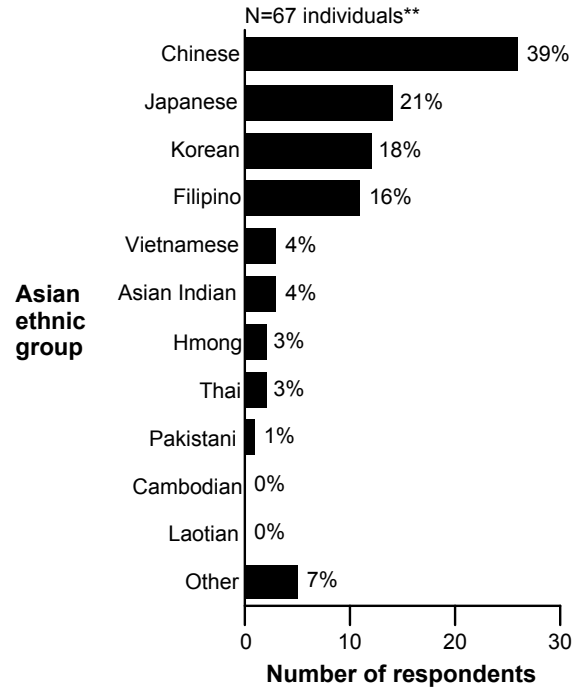


Figure 11 A: Asian ethnic groups - 2008

2005 Summer

Question 20c

If you are of Asian race, please check which of these categories best describes your race.

Results

- 34% of respondents of Asian race were Chinese (see Figure 11B).
- 22% were Japanese.
- 16% were Filipino.
- "Other" (7%) Asian races listed were:

Japanese/Russian
 Hawaiian/Nepali
 Taiwanese
 Bangladeshi

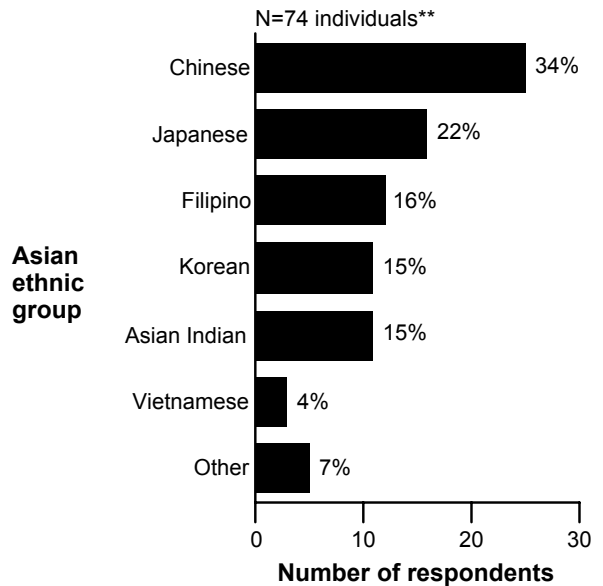


Figure 11 B: Asian ethnic groups - 2005

Visitors with physical conditions/impairments

2008 Winter

Question 20a

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

Results

- 5% of visitor groups had members with physical conditions that made it difficult to participate in/access services (see Figure 12A).

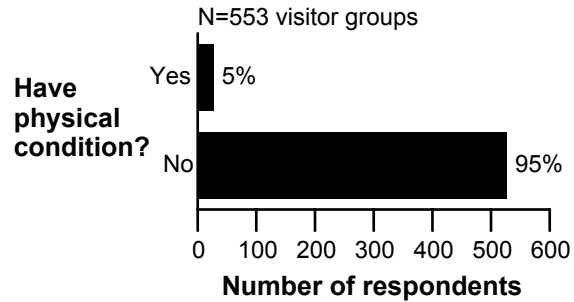


Figure 12 A: Visitors with physical conditions - 2008

2005 Summer

Question 23a

On this visit, did anyone in your group have any disabilities/impairments that limited their ability to visit/enjoy Yosemite NP?

Results

- 10% of visitor groups had members with disabilities or impairments that affected their park experience (see Figure 12B).

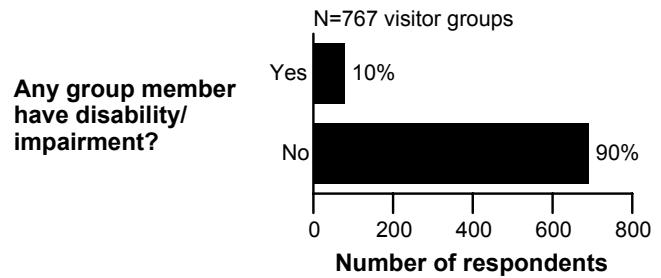


Figure 12 B: Visitors with disabilities/ impairments – 2005

Appendix 2: The Questionnaire

English and Spanish

Appendix 3: 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
- Receive needed information?
- Timing of decision to visit park
- Factors affecting decision to visit
- Length of stay in park (hours/days)
- Length of stay in area (hours/days)
- Entrance point
- Exit point
- Number of entries
- Primary reason for visit to park area
- Stay overnight away from home?
- Number of nights inside park
- Number of nights in area
- Type of lodging inside park
- Type of lodging outside park
- Type of entrance fee paid
- Rating of entrance fee value
- Forms of transportation used
- Number of vehicles
- Activities during this visit
- Primary activity
- Sites visited
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services /facilities
- Information services/facilities used
- Importance of information services/ facilities
- Quality of information services /facilities
- Services/facilities needed but not available
- With commercial guided tour group?
- With school/educational group?
- With wedding/reunion group?
- With other organized group
- Group type
- Group size
- Visitor age
- State of residence
- Country of residence
- Number of visits, past 12 months
- Number of lifetime visits
- Group member with physical condition making access/ participation difficult?
- Visitor ethnicity
- Visitor race
- Visitors of Middle Eastern/Arab ancestry
- Visitors of Asian race
- Overall quality
- Expenditures inside park
- Expenditures outside park (area)
- Number of adults/children included in expenditures
- Preferred interpretive programs/services on future visit

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 4: 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, 2007; 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.

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. Average age of respondents – average age of non-respondents = 0
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for respondent/non-respondent group size and average age were less than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be significant. Information about visitor demographics need to be interpreted with caution.

References

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- 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 5: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. 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 Park (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)

1996 (continued)

- 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 (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 & Park (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 (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & 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 (fall)

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
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 continued

- 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 (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 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 (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historical Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)

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.

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