Great Smoky Mountains National Park Visitor Study

Summer 2008

University of Idaho
Park Studies Unit
Visitor Services Project
Report 205
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Eleonora Papadogiannaki is a research assistant with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. Douglas Eury, a park planning and management consultant, oversaw the survey fieldwork. We thank the staff and volunteers of Great Smoky Mountains National Park for assisting with the survey, and David Vollmer and Yanyin Xu for their technical assistance.
This report describes the results of a visitor study at Great Smoky Mountains National Park (NP) during June 22-28, 2008. A total of 1,147 questionnaires were distributed to visitor groups. Of those, 748 questionnaires were returned resulting in a 65.2% response rate.

This report profiles a systematic random sample of Great Smoky Mountains NP. 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.

Thirty-eight percent of visitor groups were in groups of two and 46% were in groups of four or more. Seventy-eight percent of visitor groups were in family groups.

United States visitors comprised 98% of total visitors, from Tennessee (14%), Florida (11%), and 37 other states. International visitors represented 2% of total visitation, with 27% from United Kingdom, 22% from Canada, and seven other countries.

Forty-two percent of visitors were ages 36-65 years, 10% were 66 years or older, and 22% were ages 15 years or younger. Eight percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.

Fifty-two percent of visitors had visited the park once in their lifetime, while 38% had visited four or more times.

Prior to this visit, 91% of visitor groups were aware that Great Smoky Mountains NP is a unit of the National Park System.

Visiting Great Smoky Mountains NP was the primary reason that brought 45% of visitor groups to the park area, while 19% came to view the mountain scenery.

Of visitor groups that spent less than 24 hours visiting the park, 55% spent five or more hours. For those who visited for more than one day, 17% spent four days. The average length of stay, including hours and days was 44 hours (1.8 days).

The most used information services/facilities included park brochure (85%) and the visitor center information desk (58%).

The most used visitor services/facilities included restrooms (92%) and the trails (66%).

Most visitor groups (96%) rated the overall quality of services, facilities, and recreational opportunities at Great Smoky Mountains NP as “very good” or “good.” One percent 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

Ridge upon ridge of forest straddles the border between North Carolina and Tennessee in Great Smoky Mountains National Park. World renowned for its diversity of plant and animal life, the beauty of its ancient mountains, and the quality of its remnants of Southern Appalachian mountain culture, this is America’s most visited national park. (Great Smoky Mountains National Park, National Park Service, Department of the Interior website: www.nps.gov/grsm, October, 2008).

This report describes the results of a visitor study at Great Smoky Mountains National Park during June 22-28, 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 order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The Questionnaire. A copy of the questionnaire distributed to visitor groups.

Appendix 2: Additional Analysis. A list of options for cross-references and cross comparisons. These comparisons can be analyzed within parks or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

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

Appendix 4: Visitor Services Project Publications. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm or contacting the PSU office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix 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 Great Smoky Mountains NP during June 22-28, 2008. During this survey, 1,226 visitor groups were contacted at eight locations and 1,147 of these groups (93.6%) accepted questionnaires. Table 1 shows the number of questionnaires distributed at each location, and the response rate for each location. Questionnaires were completed and returned by 748 visitor groups resulting in a 65.2% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>$N_1$</th>
<th>% distributed</th>
<th>$N_2$</th>
<th>% returned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cataloochee</td>
<td>29</td>
<td>3</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Cherokee Entrance</td>
<td>348</td>
<td>30</td>
<td>263</td>
<td>23</td>
</tr>
<tr>
<td>Cherokee Orchard</td>
<td>30</td>
<td>3</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>60</td>
<td>5</td>
<td>46</td>
<td>40</td>
</tr>
<tr>
<td>Gatlinburg Entrance</td>
<td>336</td>
<td>29</td>
<td>195</td>
<td>17</td>
</tr>
<tr>
<td>Greenbrier</td>
<td>30</td>
<td>3</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>Sugarlands Visitor Center</td>
<td>14</td>
<td>1</td>
<td>9</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Townsend Entrance</td>
<td>300</td>
<td>26</td>
<td>187</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,147</td>
<td>100</td>
<td>748</td>
<td>99</td>
</tr>
</tbody>
</table>
Questionnaire design

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

No pilot study was conducted to test the Great Smoky Mountains NP questionnaire. However, all questions followed Office of Management and Budget (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. The individual was asked for their name, address, and telephone number in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the questionnaire after their visit, and return it 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 who provided a valid mailing address. Replacement questionnaires were mailed to participants who provided valid mailing addresses and 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 Analysis Software (SAS) 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 June 22-28, 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 was mostly sunny days with occasional rain showers. Temperatures were in the 80s and wind speed was up to 17 miles per hour. No special events occurred in the area that would affect the type and amount of visitation to the park.
Checking Non-response Bias

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

Table 2 shows insignificant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

<table>
<thead>
<tr>
<th>Group type</th>
<th>Actual responses</th>
<th>Expected responses</th>
<th>Total surveyed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>36</td>
<td>36</td>
<td>55</td>
</tr>
<tr>
<td>Family</td>
<td>576</td>
<td>587</td>
<td>889</td>
</tr>
<tr>
<td>Friends</td>
<td>64</td>
<td>63</td>
<td>96</td>
</tr>
<tr>
<td>Family and friends</td>
<td>59</td>
<td>48</td>
<td>72</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>739</td>
<td></td>
<td>1120</td>
</tr>
</tbody>
</table>

Chi-square = 3.29 df = 4 p-value = 0.511

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondent N</th>
<th>Average</th>
<th>Non-respondent N</th>
<th>Average</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>734</td>
<td>3.8</td>
<td>380</td>
<td>3.8</td>
<td>0.814</td>
</tr>
<tr>
<td>Age</td>
<td>745</td>
<td>49.7</td>
<td>383</td>
<td>43.2</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot that was designated for the respondents (see Appendix 3). Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger Great Smoky Mountains NP visitor population for the duration of the survey period.
RESULTS

Visitor and Group Characteristics

Visitor group size

Question 16a
On this trip, how many people were in your personal group, including yourself?

Results
- 46% of visitors were in groups of four or more (see Figure 1).
- 38% were in groups of two.
- 12% were in groups of three.

![Figure 1: Group size](image)

Visitor group type

Question 18
On this trip, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 78% of visitor groups were made up of family members (see Figure 2).
- 9% were with friends.
- “Other” groups (1%) were:
  - Co-workers
  - Dance competition group
  - Internship with Discover Life in America
  - Church group

![Figure 2: Group type](image)

*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 17a
On this trip, were you and your personal group with a commercial guided tour group?

Results
- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

Results: 1% of visitor groups were with a commercial guided tour group (see Figure 3).

Figure 3: Visitors with a commercial guided tour

Question 17b
On this trip, were you and your personal group with a school/educational group?

Results
- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

Results: Less than 1% of visitor groups were with a school/educational group (see Figure 4).

Figure 4: Visitors with a school/educational group

Question 17c
On this trip, were you and your personal group with an other organized group (such as business, church, scout, etc.)?

Results
- 3% of visitor groups were with an other organized group (see Figure 5).

Results: 3% of visitor groups were with an other organized group (see Figure 5).

Figure 5: Visitors 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
United States visitors by state of residence

Table 4: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=2,279 individuals</th>
<th>Percent of total visitors N=2,316 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>317</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Florida</td>
<td>258</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Ohio</td>
<td>173</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Georgia</td>
<td>172</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>North Carolina</td>
<td>167</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Kentucky</td>
<td>118</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Alabama</td>
<td>117</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Indiana</td>
<td>104</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Illinois</td>
<td>99</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Texas</td>
<td>97</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Louisiana</td>
<td>74</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>74</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>South Carolina</td>
<td>73</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Missouri</td>
<td>65</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Virginia</td>
<td>59</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mississippi</td>
<td>49</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Maryland</td>
<td>36</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>New Jersey</td>
<td>33</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>33</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Minnesota</td>
<td>19</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New York</td>
<td>17</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>17</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>16</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>West Virginia</td>
<td>15</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>15 other states</td>
<td>77</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Results

U.S. visitors were from 39 states, and comprised 98% of total visitation to the park during the survey period.

14% of U.S. visitors came from Tennessee (see Table 4 and Map 1).

11% came from Florida.

Smaller proportions of U.S. visitors came from 37 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 trip, what is your country of residence?

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

Results
International visitors were from nine countries and comprised 2% of total visitation to the park during the survey period (see Table 5). 27% of international visitors came from the United Kingdom (see Table 5). 22% came from Canada. Smaller proportions came from seven countries.

Table 5: International visitors by country of residence *

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=37 individuals</th>
<th>Percent of total visitors N=2,316 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>10</td>
<td>27</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Canada</td>
<td>8</td>
<td>22</td>
<td>&lt;1</td>
</tr>
<tr>
<td>France</td>
<td>5</td>
<td>14</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Germany</td>
<td>4</td>
<td>11</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Norway</td>
<td>3</td>
<td>8</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Austria</td>
<td>2</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Korea</td>
<td>2</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>China</td>
<td>1</td>
<td>3</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

Number of visits to the park

Question 19c
For you and your personal group, how many times have you visited Great Smoky Mountains NP in your lifetime (including this visit)?

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

Results
- 42% of visitors visited once in their lifetime (see Figure 6).
- 38% of visitors visited the park four or more times.

Figure 6: Number of visits to park in lifetime

*N=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 trip, what is your current age?

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

Results
- Visitor ages ranged from 1 to 92 years.
- 51% of visitors were between 36-65 years age group (see Figure 7).
- 22% were 15 years or younger.
- 10% 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
Visitor ethnicity

Question 21a
Are you or members of your personal group Hispanic or Latino?

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

Results
- 2% of visitors were Hispanic or Latino (see Figure 8).

Figure 8: Hispanic or Latino ethnicity

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
- 97% of visitors were White (see Figure 9).

Figure 9: Race

*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

Question 20a
When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for speaking?

Results
- 99% of visitors groups preferred to use English for speaking (see Figure 10).
- Table 6 shows languages other than English used for speaking – Interpret results with CAUTION!

Table 6: Language used for speaking
N=6 visitor groups – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russian</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Chinese</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Italian</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Romanian</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Spanish</td>
<td>1</td>
<td>17</td>
</tr>
</tbody>
</table>

*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 reading

**Question 20b**

When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for reading?

**Results**

- 99% of visitor groups preferred to use English for reading (see Figure 11).

- Table 7 shows languages other than English used for reading – Interpret results with **CAUTION!**

![Preferred language for reading](image)

**Table 7: Language used for reading**

<table>
<thead>
<tr>
<th>Bilingual group</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>French</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>Spanish</td>
<td>1</td>
<td>33</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Services in other languages

Question 20c
In your opinion, what services in the park need to be provided in languages other than English?

Results
- 8% of visitor groups needed services provided in languages other than English (see Figure 12).
- Table 8 shows the services needed in other languages.

Table 8: Services needed in languages other than English
N=77 comments

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information about restrooms</td>
<td>13</td>
</tr>
<tr>
<td>Maps</td>
<td>10</td>
</tr>
<tr>
<td>Safety information (e.g. wildlife safety)</td>
<td>10</td>
</tr>
<tr>
<td>Signs (trail signs, road signs)</td>
<td>10</td>
</tr>
<tr>
<td>General information</td>
<td>6</td>
</tr>
<tr>
<td>Brochures</td>
<td>5</td>
</tr>
<tr>
<td>Directions</td>
<td>3</td>
</tr>
<tr>
<td>All services</td>
<td>2</td>
</tr>
<tr>
<td>Emergency information</td>
<td>2</td>
</tr>
<tr>
<td>Guidebooks</td>
<td>2</td>
</tr>
<tr>
<td>Movies</td>
<td>2</td>
</tr>
<tr>
<td>Bear information</td>
<td>1</td>
</tr>
<tr>
<td>Books</td>
<td>1</td>
</tr>
<tr>
<td>Educational materials</td>
<td>1</td>
</tr>
<tr>
<td>Enter and exit information</td>
<td>1</td>
</tr>
<tr>
<td>Information services</td>
<td>1</td>
</tr>
<tr>
<td>Park rules</td>
<td>1</td>
</tr>
<tr>
<td>Park schedule</td>
<td>1</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>1</td>
</tr>
<tr>
<td>Tours</td>
<td>1</td>
</tr>
<tr>
<td>Trail guides</td>
<td>1</td>
</tr>
<tr>
<td>Translator</td>
<td>1</td>
</tr>
<tr>
<td>What the survey reveals</td>
<td>1</td>
</tr>
</tbody>
</table>

Figure 12: Need for services in other languages

*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 22a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

Results

- 8% of visitor groups had members with physical conditions that made it difficult to participate in or access services and activities (see Figure 13).

![Figure 13: Visitors with physical conditions](chart)

Question 22b

If YES, on this visit, what activities or services did that person(s) have difficulty accessing or participating in?

Results

- Among visitor groups that had members with a physical condition, 86% had difficulty accessing trails (see Figure 14).
- 10% had difficulty accessing the campgrounds.
- 10% had difficulty participating in ranger-led activities/programs.
- "Other" activities or services (16%) included:
  - Climbing steps
  - Long distance walks
  - Other sites
  - River
  - Slippery rocky ground
  - Viewing

![Figure 14: Activities or services visitors had difficulty accessing or participating in](chart)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Question 22c
Because of this physical condition, what specific problems did that person(s) have?

Results
- Among visitor groups that had members with a physical condition, 87% reported having mobility problems (see Figure 15).
- “Other” problems (15%) included:
  - Difficulty breathing
  - Gastric problems
  - Lack of physical fitness
  - Limited strength
  - Vertigo

![Figure 15: Physical condition/impairment](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Respondents' level of education

Question 23
For you only, please indicate the highest level of education you have completed.

Results
- 28% of respondents had a bachelor's degree (see Figure 16).
- 28% had attended some college
- 22% had completed a graduate degree.

Figure 16: Respondents' level of education

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

Question 24a
Which category best represents your annual household income?

Results
- 21% of visitor groups had an annual household incomes from $50,000 to $74,999 (see Figure 17).
- 20% had income between $100,000 and $149,999.
- 17% had income between $75,000 and $99,999.

Figure 17: Annual household income

Question 24b
What is the number of people in your household?

Results
- 43% of visitor groups had two members in their household (see Figure 18).
- 24% had four members.

Figure 18: Number of people in household

N=707 visitor groups

Income

Do not wish to answer 10%

$200,000 or more 3%

$150,000-$199,999 5%

$100,000-$149,999 20%

$75,000-$99,999 17%

$50,000-$74,999 21%

$35,000-$49,999 12%

$25,000-$34,999 7%

Less than $24,999 5%

N=653 visitor groups

Household size

5 or more 10%

4 24%

3 15%

2 43%

1 8%

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

Question 2
Prior to this visit, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

Results
91% of visitor groups were aware, prior to their visit, that Great Smoky Mountains NP is managed by the National Park Service (see Figure 19).

Figure 19: Awareness that Great Smoky Mountains NP is managed by the National Park Service

*total percentages do not equal 100 due to rounding
**Total percentages do not equal 100 because visitors could select more than one answer
Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a
Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)?

Results
90% of visitor groups obtained information about Great Smoky Mountains NP prior to their visit (see Figure 20).

- As shown in Figure 21, of those who obtained information prior to their visit, the most common sources were:
  - 69% Previous visits
  - 44% Friends/relatives/word of mouth
  - 42% Maps/brochures

- “Other” sources (3%) were:
  - Diamond Tours
  - Discover Life in America Internship
  - Information/visitor center
  - Leadership Blount
  - Locals
  - National Park listing
  - Park ranger
  - Rainbow Falls

*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
95% of visitor groups received needed information prior to their visit (see Figure 22).

Figure 22: Visitor groups 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?

Results
- Twenty-one visitor groups answered this question.
- Additional information that visitor groups needed was:
  - Better road maps
  - Camping reservation options
  - Directions to trailheads
  - Directions to various sites
  - Food availability inside the park
  - Hiking information
  - Information about wildflowers
  - Information at the Chamber of Commerce
  - Events calendar
  - More detailed map
  - Road conditions
  - Shuttle services for non-loop trails
  - Things to do in the park
  - Trail guides
  - Trail information
  - Trout fishing information
  - Website information
  - Why backcountry permits are not issued electronically
  - Written materials

*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 Great Smoky Mountains NP in the future, how would you and your personal group prefer to obtain information about the park?

Results
As shown in Figure 23, the most common sources of information visitor groups preferred to use for a future visit were:

- 62% Great Smoky Mountains National Park website
- 52% Previous visits
- 45% Maps/brochures

“Other” sources of information (2%) were:
- Email newsletter
- Locals
- National Park listing
- Pictures
- Vacation rental websites
- Visitor center

Figure 23: Sources of information preferred for a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Primary reason for visiting Great Smoky Mountains National Park area

Question 4
On this visit, what was the primary reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)?

Results
9% of visitor groups were residents of the area (see Figure 24).

As shown in Figure 25, non-residents’ primary reason for visiting the area included:

- 45% Visit Great Smoky Mountains NP
- 19% View mountain scenery
- 12% Visit other attractions in the area

Table 9 shows the “other” primary reasons (8%) for visiting the Great Smoky Mountains NP area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
### Table 9: “Other” reasons for visiting the area
N=72 comments

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>10</td>
</tr>
<tr>
<td>Camping</td>
<td>6</td>
</tr>
<tr>
<td>Family reunion</td>
<td>6</td>
</tr>
<tr>
<td>Stay in a cabin/timeshare</td>
<td>5</td>
</tr>
<tr>
<td>Attend a wedding</td>
<td>4</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>4</td>
</tr>
<tr>
<td>Motorcycle ride</td>
<td>3</td>
</tr>
<tr>
<td>Church retreat</td>
<td>2</td>
</tr>
<tr>
<td>Passing through</td>
<td>2</td>
</tr>
<tr>
<td>Pick up child from camp</td>
<td>2</td>
</tr>
<tr>
<td>Relax</td>
<td>2</td>
</tr>
<tr>
<td>See elk</td>
<td>2</td>
</tr>
<tr>
<td>Visit Cades Cove</td>
<td>2</td>
</tr>
<tr>
<td>Visit the Cherokee Indian Reservation</td>
<td>2</td>
</tr>
<tr>
<td>Wedding anniversary</td>
<td>2</td>
</tr>
<tr>
<td>Attend a funeral</td>
<td>1</td>
</tr>
<tr>
<td>Attend shows</td>
<td>1</td>
</tr>
<tr>
<td>Attend Steve Kaufmans Flatpick Music Kamp</td>
<td>1</td>
</tr>
<tr>
<td>Gem mining</td>
<td>1</td>
</tr>
<tr>
<td>Go to Cherokee</td>
<td>1</td>
</tr>
<tr>
<td>Half way stop to Myrtle Beach, SC</td>
<td>1</td>
</tr>
<tr>
<td>Harrah's Casino</td>
<td>1</td>
</tr>
<tr>
<td>Internship at Twin Creeks</td>
<td>1</td>
</tr>
<tr>
<td>Meet friends</td>
<td>1</td>
</tr>
<tr>
<td>On the way to Georgia</td>
<td>1</td>
</tr>
<tr>
<td>Photography</td>
<td>1</td>
</tr>
<tr>
<td>Rest stop of road trip</td>
<td>1</td>
</tr>
<tr>
<td>See rhododendrons in bloom</td>
<td>1</td>
</tr>
<tr>
<td>Shopping</td>
<td>1</td>
</tr>
<tr>
<td>Visit bed and breakfast in area</td>
<td>1</td>
</tr>
<tr>
<td>Visit Dollywood</td>
<td>1</td>
</tr>
<tr>
<td>Visit old personal residence</td>
<td>1</td>
</tr>
<tr>
<td>Visited Goodlettsville, TN</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Location of first entry to park

Question 3a
On this trip, where did you and your personal group first enter the park?

Results
As shown in Figure 26, visitor groups entered the park for the first time at:

39% Gatlinburg
27% Cherokee

“Other” entry locations (8%) were:
Blue Ridge Parkway
Bryson City
Cataloochee
Clayton
Cosby
Cove Creek
Deep Creek
Foot Hills Parkway
Front Royale
Greenbrier
Look Rock
Maggie Valley
Metcalf Bottoms
Pigeon Forge
River
Waynesville

Figure 26: First park entry locations

*N total percentages do not equal 100 due to rounding
**Total percentages do not equal 100 because visitors could select more than one answer
Location of last exit from park

Question 3b
On this trip, where did you leave the park for the last time?

Results
As shown in Figure 27, visitor groups exited the park for the last time at:

- 41% Gatlinburg
- 26% Cherokee
- 17% Townsend
- 7% Cades Cove

“Other” exit locations (9%) were:

- Big Creek
- Blue Ridge Parkway
- Bryson City
- Cataloochee
- Cosby
- Cove Creek
- Deep Creek
- Fontana
- Foot Hills Parkway
- Greenbrier
- Interstate 40
- Maggie Valley
- Metcalf Bottoms
- Ogle Farm
- Parsons Branch Road
- Pigeon Forge
- River
- Waynesville
- Wears Valley

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

Question 16b
On this trip, how many vehicles did you and your personal group use to arrive at the park?

Results
84% of visitor groups used one vehicle to arrive at the park (see Figure 28).
11% used two vehicles.

Time spent outside the vehicle

Question 5b
On this trip (including if you visited on more than one day), what was the total time that you spent outside your vehicle in Great Smoky Mountains NP?

Results
56% of visitor groups spent three or more hours outside their vehicles in the park (see Figure 29).
18% spent one to two hours.

Number of park entries

Question 5c
On this trip, how many times did you and your personal group enter Great Smoky Mountains NP?

Results
42% of visitor groups entered the park two to four times (see Figure 30).
34% entered once.

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

Question 8a
On this trip, did you and your personal group stay overnight away from your permanent residence in the Great Smoky Mountains NP or in the surrounding area (within 50 miles of the park, including Knoxville, Asheville, and other towns)?

Results
- 74% of visitor groups stayed overnight away from home in the park or surrounding area (see Figure 31).

![Figure 31: Overnight stay in the park or surrounding area](image)

Question 8b and c
If YES, how many nights did you and your personal group spend in the following types of accommodations?

Results

Number of nights inside the park
- 57% of visitor groups spent four or more nights in the park (see Figure 32).
- 39% spent two or three nights.
- Table 10 shows the number of nights visitors spent at locations inside the park.

![Figure 32: Number of nights spent inside the park](image)

Table 10: Number of nights spent at locations inside the park
N=number of visitor groups

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>N</th>
<th>1</th>
<th>2 – 3</th>
<th>4 – 5</th>
<th>6 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping in developed campground</td>
<td>48</td>
<td>13</td>
<td>38</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>5</td>
<td>20</td>
<td>60</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>5</td>
<td>0</td>
<td>40</td>
<td>40</td>
<td>20</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Types of accommodations inside the park

Results

- 84% of visitor groups stayed in a developed campground (see Figure 33).

- “Other” types of accommodations (9%):
  
  Visitors did not specify a type of lodging.

- Table 11 shows the camping locations used by visitor groups inside the park.

![Figure 33: Types of accommodations used inside the park]

Table 11: Camping locations inside the park
N=34 comments

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elkmont</td>
<td>7</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>6</td>
</tr>
<tr>
<td>Smokemont</td>
<td>6</td>
</tr>
<tr>
<td>Cades Cove</td>
<td>5</td>
</tr>
<tr>
<td>Cosby</td>
<td>4</td>
</tr>
<tr>
<td>Cataloochee</td>
<td>2</td>
</tr>
<tr>
<td>Look Rock</td>
<td>2</td>
</tr>
<tr>
<td>Tremont</td>
<td>2</td>
</tr>
</tbody>
</table>

*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 nights outside the park within 50 miles of the park

- 41% of visitor groups stayed five or more nights in the area outside the park (see Figure 34).
- 18% spent three nights.
- 16% spent two nights.
- Table 12 shows the number of nights visitors spent in each type of accommodation outside the park.

![Figure 34: Number of nights stayed outside the park, within 50 miles](image)

Table 12: Number of nights spent at accommodations outside the park

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>N</th>
<th>1</th>
<th>2 – 3</th>
<th>4 – 5</th>
<th>&gt;6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, motel, cabin, rented condo/home, or B&amp;B</td>
<td>415</td>
<td>12</td>
<td>34</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Camping in developed campground</td>
<td>38</td>
<td>3</td>
<td>45</td>
<td>16</td>
<td>37</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>1</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Personal seasonal residence – CAUTION!</td>
<td>8</td>
<td>0</td>
<td>26</td>
<td>13</td>
<td>63</td>
</tr>
<tr>
<td>Residence of friends or relatives – CAUTION!</td>
<td>20</td>
<td>5</td>
<td>25</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>13</td>
<td>15</td>
<td>54</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Types of accommodations outside the park in the surrounding area (within 50 miles of the park)

- 86% of visitor groups stayed in lodge, motel, cabin, rented condo/home or bed and breakfast (see Figure 35).
- 8% stayed in a developed campground.
- 4% stayed with friends or relatives.
- "Other" types of lodging (3%) included:
  
  Chalet
  Harrah’s Cherokee Casino
  Place in Gatlinburg
  Timeshare
  West Gate Resort

*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

Question 5a
On this trip to Great Smoky Mountains NP, how long did you and your personal group spend visiting the park?

Results

Number of hours if less than 24 hours
- 55% of visitor groups spent five or more hours visiting the Great Smoky Mountains NP (see Figure 36).
- 30% spent two or three hours.
- The average length of stay for visitor groups that spent less then 24 hours was 5.8 hours.

Number of days if 24 hours or more
- 28% of visitor groups spent five or more days visiting the park (see Figure 37).
- 50% spent two or three days.
- The average length of stay for visitor groups that spent 24 hours or more was 4.1 days.

Average time spent
- The average amount of time spent in the park for all visitor groups was 44 hours, or 1.8 days

Figure 36: Number of hours spent visiting the park

Figure 37: Number of days spent visiting the park

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

Question 6
On this trip, which of the following sites in Great Smoky Mountains NP did you visit?

Results
• As shown in Figure 38, the most commonly visited sites at Great Smoky Mountains NP were:
  
  55% Cades Cove Loop Road
  45% Sugarlands Visitor Center
  37% Newfound Gap
  36% Oconaluftee Visitor Center

• Table 13 shows “other” sites (22%) visited.

• Tables 14a and 14b show the length of time visitor groups spent at each site.

Figure 38: 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
Table 13: “Other” sites visited
N=193 comments

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laurel Falls</td>
<td>25</td>
</tr>
<tr>
<td>Hiking trails</td>
<td>13</td>
</tr>
<tr>
<td>Chimney Tops</td>
<td>12</td>
</tr>
<tr>
<td>Tremont</td>
<td>12</td>
</tr>
<tr>
<td>Elkmont</td>
<td>11</td>
</tr>
<tr>
<td>Mingo Falls</td>
<td>8</td>
</tr>
<tr>
<td>The Sinks</td>
<td>6</td>
</tr>
<tr>
<td>Mt. LeConte</td>
<td>5</td>
</tr>
<tr>
<td>Pull-off/overlook areas</td>
<td>5</td>
</tr>
<tr>
<td>Alum Cave Bluff</td>
<td>4</td>
</tr>
<tr>
<td>Cherokee</td>
<td>4</td>
</tr>
<tr>
<td>Waterfalls</td>
<td>4</td>
</tr>
<tr>
<td>Chimney picnic area</td>
<td>3</td>
</tr>
<tr>
<td>Grotto Falls</td>
<td>3</td>
</tr>
<tr>
<td>Metcalf Bottoms</td>
<td>3</td>
</tr>
<tr>
<td>Rainbow Falls</td>
<td>3</td>
</tr>
<tr>
<td>Smokemont</td>
<td>3</td>
</tr>
<tr>
<td>Andrews Bald</td>
<td>2</td>
</tr>
<tr>
<td>Appalachian Trail</td>
<td>2</td>
</tr>
<tr>
<td>Balsam Mountain</td>
<td>2</td>
</tr>
<tr>
<td>Bryson City</td>
<td>2</td>
</tr>
<tr>
<td>Cades Cove picnic area</td>
<td>2</td>
</tr>
<tr>
<td>Cataract Falls</td>
<td>2</td>
</tr>
<tr>
<td>Chimney Rocks</td>
<td>2</td>
</tr>
<tr>
<td>Chimneys picnic area</td>
<td>2</td>
</tr>
<tr>
<td>Collins Creek</td>
<td>2</td>
</tr>
<tr>
<td>Gregory Bald</td>
<td>2</td>
</tr>
<tr>
<td>Kephart Prong Trail</td>
<td>2</td>
</tr>
<tr>
<td>Lakeview Road</td>
<td>2</td>
</tr>
<tr>
<td>Little River Road</td>
<td>2</td>
</tr>
<tr>
<td>Meigs Falls</td>
<td>2</td>
</tr>
<tr>
<td>Ogle Farm</td>
<td>2</td>
</tr>
<tr>
<td>Sliding Rock</td>
<td>2</td>
</tr>
<tr>
<td>Smokemont Campground and Stables</td>
<td>2</td>
</tr>
<tr>
<td>&quot;Y&quot; near Townsend</td>
<td>1</td>
</tr>
<tr>
<td>Abram Falls Trail</td>
<td>1</td>
</tr>
<tr>
<td>Abrams Creek</td>
<td>1</td>
</tr>
<tr>
<td>Bust Your Butt Falls</td>
<td>1</td>
</tr>
<tr>
<td>Cades Cove Campground</td>
<td>1</td>
</tr>
<tr>
<td>Cucumber Gap Trail</td>
<td>1</td>
</tr>
<tr>
<td>Falls</td>
<td>1</td>
</tr>
<tr>
<td>Fishing rivers</td>
<td>1</td>
</tr>
<tr>
<td>Foothills Parkway</td>
<td>1</td>
</tr>
<tr>
<td>Fremont</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Table 13: “Other” sites visited (continued)

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass Falls</td>
<td>1</td>
</tr>
<tr>
<td>Great Smoky Mountain Institute</td>
<td>1</td>
</tr>
<tr>
<td>Hen Wallow Falls</td>
<td>1</td>
</tr>
<tr>
<td>Indian Creek Falls</td>
<td>1</td>
</tr>
<tr>
<td>Juney Wanks Falls</td>
<td>1</td>
</tr>
<tr>
<td>Morton’s Overlook</td>
<td>1</td>
</tr>
<tr>
<td>Mount Mitchell</td>
<td>1</td>
</tr>
<tr>
<td>Mynatt Park</td>
<td>1</td>
</tr>
<tr>
<td>Natahala Gorge</td>
<td>1</td>
</tr>
<tr>
<td>Old Houses of Elkmont</td>
<td>1</td>
</tr>
<tr>
<td>Old Mill Creek</td>
<td>1</td>
</tr>
<tr>
<td>Park Headquarters</td>
<td>1</td>
</tr>
<tr>
<td>Parson Br Road</td>
<td>1</td>
</tr>
<tr>
<td>Picnic area</td>
<td>1</td>
</tr>
<tr>
<td>Rabun Fork River</td>
<td>1</td>
</tr>
<tr>
<td>Road to Nowhere</td>
<td>1</td>
</tr>
<tr>
<td>State line</td>
<td>1</td>
</tr>
<tr>
<td>Straight Fork River</td>
<td>1</td>
</tr>
<tr>
<td>Stream along road</td>
<td>1</td>
</tr>
<tr>
<td>Tom Branch Falls</td>
<td>1</td>
</tr>
<tr>
<td>Townsend</td>
<td>1</td>
</tr>
<tr>
<td>Tremont Institute</td>
<td>1</td>
</tr>
<tr>
<td>Various falls and cascades</td>
<td>1</td>
</tr>
<tr>
<td>Walker Sisters Trail</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Table 14a: Number of hours spent at park sites

<table>
<thead>
<tr>
<th>Location</th>
<th>N</th>
<th>Up to 1</th>
<th>2</th>
<th>3</th>
<th>4 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cades Cove Loop Road</td>
<td>342</td>
<td>9</td>
<td>24</td>
<td>20</td>
<td>47</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>60</td>
<td>12</td>
<td>23</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Cosby – CAUTION!</td>
<td>23</td>
<td>70</td>
<td>13</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Roaring Fork Motor Nature Trail</td>
<td>124</td>
<td>26</td>
<td>30</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>Sugarlands Visitor Center</td>
<td>293</td>
<td>86</td>
<td>9</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Newfound Gap</td>
<td>246</td>
<td>78</td>
<td>13</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clingmans Dome</td>
<td>222</td>
<td>39</td>
<td>36</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Mingus Mill</td>
<td>104</td>
<td>91</td>
<td>8</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Oconaluftee Visitor Center</td>
<td>236</td>
<td>82</td>
<td>14</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Mountain Farm Museum</td>
<td>187</td>
<td>62</td>
<td>29</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Cataloochee</td>
<td>36</td>
<td>31</td>
<td>25</td>
<td>17</td>
<td>28</td>
</tr>
<tr>
<td>Big Creek – CAUTION!</td>
<td>25</td>
<td>64</td>
<td>16</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Look Rock – CAUTION!</td>
<td>19</td>
<td>89</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Greenbrier</td>
<td>47</td>
<td>43</td>
<td>11</td>
<td>11</td>
<td>36</td>
</tr>
<tr>
<td>Other</td>
<td>151</td>
<td>22</td>
<td>26</td>
<td>15</td>
<td>36</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

### Table 14b: Number of days spent at park sites – CAUTION!

<table>
<thead>
<tr>
<th>Location</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Creek</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Cosby</td>
<td>5</td>
<td>20</td>
<td>20</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Newfound Gap</td>
<td>3</td>
<td>67</td>
<td>33</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Clingmans Dome</td>
<td>1</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cataloochee</td>
<td>7</td>
<td>29</td>
<td>57</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Big Creek</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Look Rock</td>
<td>2</td>
<td>0</td>
<td>50</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>0</td>
<td>11</td>
<td>89</td>
<td></td>
</tr>
</tbody>
</table>

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

Question 9a
On this trip, did you and your personal group visit either Sugarlands or Oconaluftee Visitor Centers?

Results
- 78% of visitor groups visited either Sugarlands or Oconaluftee Visitor Centers (see Figure 39).

Figure 39: Visitor groups that visited park visitor centers

Question 9b
If you visited one or both park visitor centers, what were your reasons for visiting?

Results
- As shown in Figure 40, the most common reasons visitor groups visited the visitor centers were:
  - 85% Obtain information
  - 80% Use restrooms

- “Other” reasons (10%) were:
  - Attend a children's program
  - Attend a park program
  - Attend Junior and/or Not So Junior Ranger program
  - Buy books and DVD
  - Buy honey and pickles
  - Buy jams/preserves
  - Buy/obtain maps
  - Collect passport stamp
  - Eat lunch
  - Fill up water bottles
  - Get drink
  - Mail letters in mailbox
  - Nature walk
  - Purchase backcountry permits
  - Purchase items/souvenirs
  - Purchase postcards
  - See the photograph display
  - Use dump station

Figure 40: Reasons for visiting park visitor centers

“Other” reasons (continued)
- Talk with rangers
- Take a break
- View the calendar
- Visit the Old Farm
- Visit the Mountain Farm Museum
- Walk the trails from Sugarlands Visitor Center
- Walking/hiking
- Walk the dog

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 9c
If you did not visit a park visitor center, why not?

Results
- As shown in Figure 41, the most common reason visitor groups did not visit the visitor centers were:
  - 77% Have visited in the past
  - 27% Not enough time
- "Other" reasons (9%) were:
  - Already had information
  - Already had maps
  - Children did not want to stop
  - Did not know about them
  - Did not see one
  - Ended up in emergency room
  - Lack of time
  - No car to get there
  - Not available
  - Not needed
  - Not one in Townsend area
  - Not part of planned trip
  - Other business
  - Passing through
  - Poorly planned family reunion
  - Pouring rain
  - Resident of the area
  - Too crowded
  - Went to camp
  - Went to visitor center outside of park

Figure 41: Reasons for not visiting park visitor centers

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

Question 7a
As you were planning for this trip, what activities did you and your personal group expect to include in this visit?

Results
- As shown in Figure 42, the most common activities visitor groups expected to participate in were:
  - 93% Viewing scenery/taking scenic drive
  - 75% Viewing wildlife
  - 63% Walking/hiking

- "Other" activities (5%) visitor groups expected to participate in were:
  - ATV tour
  - Birdwatching
  - Cherokee genealogy
  - Diamond tour
  - Exploring the creek water
  - Gathering spring water
  - Jogging
  - Jumping off rocks
  - Motorcycling
  - Playing in the creeks
  - Relaxing
  - Roaring Fork Nature Trail
  - Salamander hunting
  - Scuba diving
  - See old growth timber
  - See the waterfalls
  - Visit home site, churches
  - Visit the Indian Reservation
  - Whitewater rafting

*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 7b
On this trip, what activities did you and your personal group participate in while visiting Great Smoky Mountains NP?

Results
- As shown in Figure 43, the most common activities visitor groups participated in were:
  - 95% Viewing scenery/taking scenic drive
  - 69% Viewing wildlife
  - 62% Walking/hiking

- "Other" activities (4%) visitor groups participated in were:
  - Birdwatching
  - Boy Scout activity
  - Climbing to waterfalls
  - Gathering spring water
  - Jogging
  - Motorcycling
  - Participate in Not So Junior Ranger program
  - Playing in the creeks
  - Rafting
  - Salamander hunting
  - Shopping
  - Spending time with family
  - Swimming
  - Viewing virgin timber
  - Visiting Indian Reservation
  - Whitewater rafting

Figure 43: 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
Great Smoky Mountains NP – VSP Visitor Study  
June 22-28, 2008

**Most important activity**

**Question 7c**

Which one of the above activities was most important to you and your personal group on this visit?

**Results**

- As shown in Figure 44, visitor groups’ most important activities were:
  - 46% Viewing scenery/taking scenic drive
  - 23% Walking/hiking

- “Other” activities (2%) were:
  - Roaring Fork Motor Nature Trail
  - Visiting the Mountain Farm Museum
  - Spending family time
  - Visiting Indian Reservation at Ocanoluftee Village

![Figure 44: Most important activities](image_url)

*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

Information services and facilities used

Question 13a
Please indicate all information services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

Results

- As shown in Figure 45, the information services and facilities most commonly used by visitor groups were:
  - 85% Park brochure/map
  - 58% Visitor center information desk
  - 53% Assistance from park staff
- The least used service/facility was:
  - 4% Evening programs in campgrounds

*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 13b
Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

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

Results
- Figure 46 shows the combined proportions of “extremely important” and “very important” ratings for information services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  
  86% Self-guided nature trails
  85% Great Smoky Mountains NP website
  84% Park brochure/map

- Figures 47 to 60 show the importance ratings for each service/facility.

- Of the services/facilities rated by 30 or more visitor groups, those receiving the highest “not important” rating were:
  
  2% Park newspaper: Smokies Guide
  2% Visitor center movie
  2% Sales items in visitor center bookstore

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Figure 47: Importance of park brochure/map**

- **Extremely important**: 52%
- **Very important**: 32%
- **Moderately important**: 12%
- **Somewhat important**: 4%
- **Not important**: <1%

N=551 visitor groups*

**Figure 48: Importance of park newspaper: Smokies Guide**

- **Extremely important**: 22%
- **Very important**: 30%
- **Moderately important**: 35%
- **Somewhat important**: 11%
- **Not important**: 2%

N=241 visitor groups

**Figure 49: Importance of visitor center information desk**

- **Extremely important**: 44%
- **Very important**: 38%
- **Moderately important**: 15%
- **Somewhat important**: 2%
- **Not important**: <1%

N=369 visitor groups*

**Figure 50: Importance of visitor center exhibits**

- **Extremely important**: 16%
- **Very important**: 36%
- **Moderately important**: 35%
- **Somewhat important**: 11%
- **Not important**: 1%

N=296 visitor groups*

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 51: Importance of visitor center movie

N=87 visitor groups

- Extremely important: 21%
- Very important: 36%
- Moderately important: 33%
- Somewhat important: 8%
- Not important: 2%

Figure 52: Importance of assistance from park staff

N=338 visitor groups*

- Extremely important: 50%
- Very important: 33%
- Moderately important: 14%
- Somewhat important: 3%
- Not important: <1%

Figure 53: Importance of self-guided nature trails

N=308 visitor groups*

- Extremely important: 53%
- Very important: 33%
- Moderately important: 10%
- Somewhat important: 4%
- Not important: 1%

Figure 54: Importance of sales items in visitor center bookstore (selection, price, etc.)

N=198 visitor groups

- Extremely important: 17%
- Very important: 26%
- Moderately important: 42%
- Somewhat important: 13%
- Not important: 2%

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Figure 55: Importance of evening programs in campgrounds**

- Extremely important: 17%
- Very important: 57%
- Moderately important: 22%
- Somewhat important: 0%
- Not important: 4%

**Figure 56: Importance of ranger-led walks/talks**

- Extremely important: 41%
- Very important: 34%
- Moderately important: 25%
- Somewhat important: 0%
- Not important: 0%

**Figure 57: Importance of Junior Ranger program**

- Extremely important: 48%
- Very important: 17%
- Moderately important: 29%
- Somewhat important: 7%
- Not important: 0%

**Figure 58: Importance of roadside exhibits**

- Extremely important: 30%
- Very important: 42%
- Moderately important: 22%
- Somewhat important: 5%
- Not important: 1%

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 59: Importance of bulletin boards

N=90 visitor groups

- Extremely important: 24%
- Very important: 30%
- Moderately important: 37%
- Somewhat important: 8%
- Not important: 1%

Figure 60: Importance of park website

www.nps.gov/grsm (used before or during visit)

N=201 visitor groups*

- Extremely important: 53%
- Very important: 32%
- Moderately important: 11%
- Somewhat important: 4%
- Not important: <1%

*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 13c**
Finally, for only those services and facilities that you and 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 information services and 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:
  - 97% Assistance from park staff  
  - 93% Visitor center information desk  
  - 91% Visitor center exhibits  
  - 90% Park brochure/map

- Figures 62 to 75 show the quality ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest "very poor" quality rating was:
  - 1% Roadside exhibits

**Figure 61: 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 62: Quality of park brochure/map**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=529 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>54%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Figure 63: Quality of park newspaper: Smokies Guide**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=225 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>42%</td>
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<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

**Figure 64: Quality of visitor center information desk**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=355 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>61%</td>
</tr>
<tr>
<td>Good</td>
<td>32%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=284 visitor groups*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>48%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Great Smoky Mountains NP – VSP Visitor Study
June 22-28, 2008

*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 evening programs in campgrounds

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=20 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>30%</td>
</tr>
<tr>
<td>Good</td>
<td>45%</td>
</tr>
<tr>
<td>Very good</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Figure 71: Quality of ranger-led walks/talks

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=39 visitor groups*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Good</td>
<td>26%</td>
</tr>
<tr>
<td>Very good</td>
<td>62%</td>
</tr>
</tbody>
</table>

### Figure 72: Quality of Junior Ranger program

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=36 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>3%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Good</td>
<td>31%</td>
</tr>
<tr>
<td>Very good</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Figure 73: Quality of roadside exhibits

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=179 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Average</td>
<td>17%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Very good</td>
<td>41%</td>
</tr>
</tbody>
</table>

*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 bulletin boards**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>33%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>24%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

N=85 visitor groups*

---

**Figure 75: Quality of park website**

www.nps.gov/grsm (used before or during visit)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>51%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

N=188 visitor groups*

---

*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 76 and 77 show the mean scores of importance and quality ratings for all information services/facilities that were rated by 30 or more visitor groups.

- All information services/facilities were rated above average.

Figure 76: Mean scores of importance and quality ratings for information services/facilities

Figure 77: Detail of Figure 76
Question 13d
If you and your personal group have comments on any of the above services and facilities, please list them below.

Results
- Thirteen percent of visitor groups (N=86) made comments on information services and facilities (see Table 15).

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park brochure/map</td>
<td>Need detailed descriptions of hiking trails</td>
</tr>
<tr>
<td></td>
<td>Need more details about roads (e.g. road names)</td>
</tr>
<tr>
<td></td>
<td>Need detailed directions to trail heads</td>
</tr>
<tr>
<td></td>
<td>Need more details</td>
</tr>
<tr>
<td></td>
<td>Not all trails and roads shown on maps</td>
</tr>
<tr>
<td></td>
<td>On map list the mile marker of trails and exhibits</td>
</tr>
<tr>
<td></td>
<td>Restrooms were marked on map</td>
</tr>
<tr>
<td></td>
<td>Used in the past and it was helpful</td>
</tr>
<tr>
<td>Park newspaper: Smokies Guide</td>
<td>Hike listed by type not by area</td>
</tr>
<tr>
<td></td>
<td>Very informative</td>
</tr>
<tr>
<td>Visitor center information desk</td>
<td>A ranger showed children some skins</td>
</tr>
<tr>
<td></td>
<td>Backcountry office staff was not familiar with backcountry details</td>
</tr>
<tr>
<td></td>
<td>Greatly enhanced our trip to the park</td>
</tr>
<tr>
<td></td>
<td>Information provided was not accurate</td>
</tr>
<tr>
<td></td>
<td>Received incorrect information about backcountry permits</td>
</tr>
<tr>
<td></td>
<td>Staff helped us find the waterfalls</td>
</tr>
<tr>
<td></td>
<td>Staff was helpful</td>
</tr>
<tr>
<td></td>
<td>Staff was informative</td>
</tr>
<tr>
<td></td>
<td>Staff was knowledgeable</td>
</tr>
<tr>
<td></td>
<td>Staff was nice</td>
</tr>
<tr>
<td></td>
<td>Staff was not helpful</td>
</tr>
<tr>
<td></td>
<td>Very welcoming</td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td>A fair amount of displays were missing</td>
</tr>
<tr>
<td></td>
<td>Always helpful</td>
</tr>
<tr>
<td></td>
<td>Children enjoyed the exhibits and the animals</td>
</tr>
<tr>
<td></td>
<td>Learned a lot</td>
</tr>
<tr>
<td></td>
<td>Loved stained glass and demonstration at Cades Cove</td>
</tr>
<tr>
<td></td>
<td>The exhibits were great</td>
</tr>
<tr>
<td>Visitor center movie</td>
<td>Necessary to use park wisely</td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td>Directions to make camping reservations were frustrating</td>
</tr>
<tr>
<td></td>
<td>Mature woman at Farm house was nice and informative</td>
</tr>
<tr>
<td></td>
<td>Never saw the campground hosts at Cosby or Elkmont</td>
</tr>
<tr>
<td></td>
<td>No information on Blue Ridge Parkway</td>
</tr>
<tr>
<td></td>
<td>Oconaluftee staff was friendly</td>
</tr>
<tr>
<td></td>
<td>Oconaluftee staff was helpful</td>
</tr>
<tr>
<td></td>
<td>Rangers at Smokemont campground were helpful</td>
</tr>
<tr>
<td></td>
<td>Staff at Cades Cove was knowledgeable</td>
</tr>
<tr>
<td></td>
<td>Staff was excellent</td>
</tr>
<tr>
<td></td>
<td>Staff was friendly</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff (continued)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Staff was helpful</td>
</tr>
<tr>
<td></td>
<td>Staff was informative</td>
</tr>
<tr>
<td></td>
<td>Visitor center ranger did not know where Huskey was</td>
</tr>
<tr>
<td>Self-guided nature trails</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deep Creek hiking trails need better signage</td>
</tr>
<tr>
<td></td>
<td>Great information was available</td>
</tr>
<tr>
<td></td>
<td>Hard to find the trails</td>
</tr>
<tr>
<td></td>
<td>Love to hike and walk almost every day</td>
</tr>
<tr>
<td></td>
<td>Need clearer information</td>
</tr>
<tr>
<td></td>
<td>Need signs for trails that lead to Settler's Cabin and graveyard</td>
</tr>
<tr>
<td></td>
<td>No guidebook was available for Elkmont</td>
</tr>
<tr>
<td></td>
<td>No mile markers along the trails</td>
</tr>
<tr>
<td></td>
<td>Not very clear when walking a loop when other trails intersect</td>
</tr>
<tr>
<td></td>
<td>Signage need updating</td>
</tr>
<tr>
<td></td>
<td>Sinkota Ridge Trail was poorly maintained</td>
</tr>
<tr>
<td></td>
<td>Some horse trails were very rough</td>
</tr>
<tr>
<td>Evening programs in campgrounds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add more during the week</td>
</tr>
<tr>
<td>Ranger-led walks/talks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Should be more aware of them</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Children received the badge</td>
</tr>
<tr>
<td></td>
<td>Could give better explanations on park animals</td>
</tr>
<tr>
<td></td>
<td>Enjoyed the program</td>
</tr>
<tr>
<td></td>
<td>Great way to engage children</td>
</tr>
<tr>
<td></td>
<td>Very good</td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Air quality information - short on science, heavy on propaganda</td>
</tr>
<tr>
<td></td>
<td>Signs need to be placed at least a mile before exhibit</td>
</tr>
<tr>
<td></td>
<td>Some exhibits are severely weathered</td>
</tr>
<tr>
<td>Bulletin boards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Great</td>
</tr>
<tr>
<td></td>
<td>Need trail maps</td>
</tr>
<tr>
<td>Directional signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Need more road signs at intersections</td>
</tr>
<tr>
<td>Park bookstores</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brochures had great information on plants and animals</td>
</tr>
<tr>
<td></td>
<td>Cades Cove store was understaffed</td>
</tr>
<tr>
<td></td>
<td>More size selection for clothes</td>
</tr>
<tr>
<td></td>
<td>Staff was friendly</td>
</tr>
<tr>
<td></td>
<td>Staff was knowledgeable</td>
</tr>
<tr>
<td></td>
<td>Trail patches have great price but not good selection</td>
</tr>
<tr>
<td>Park website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Backcountry information would be helpful</td>
</tr>
<tr>
<td></td>
<td>Clean and streamlined</td>
</tr>
<tr>
<td></td>
<td>Is not user friendly</td>
</tr>
<tr>
<td></td>
<td>Great</td>
</tr>
<tr>
<td></td>
<td>Need more information on Junior Ranger program</td>
</tr>
<tr>
<td></td>
<td>Need to have more trail details</td>
</tr>
<tr>
<td></td>
<td>Needs improvement</td>
</tr>
<tr>
<td></td>
<td>Not detailed enough</td>
</tr>
<tr>
<td></td>
<td>Online reservation for campsites were useful for planning</td>
</tr>
<tr>
<td></td>
<td>Should provide clearer information on food availability in park</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

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

56
Visitor services and facilities used

Question 14a
Please indicate all visitor services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

Results
- As shown in Figure 78, the visitor services and facilities most commonly used by visitor groups were:
  - 92% Restrooms
  - 66% Trails
  - 58% Roadway directional signs outside the park
- The least used service/facility was:
  - 1% Backcountry campsites

Figure 78: 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 14b

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

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

Results

- Figure 79 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:
  
  98% Campgrounds (other than backcountry)
  95% Restrooms

- Figures 80 to 88 show the importance ratings for each service/facility.

- Of the visitor services/facilities rated by 30 or more visitor groups, the one receiving the highest "not important" rating was:
  
  2% Campgrounds (other than backcountry)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Great Smoky Mountains NP – VSP Visitor Study  
June 22-28, 2008

**Figure 80: Importance of restrooms**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=623 visitor groups*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>73%</td>
</tr>
<tr>
<td>Very important</td>
<td>22%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>4%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>1%</td>
</tr>
<tr>
<td>Not important</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

**Figure 81: Importance of trails**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=450 visitor groups*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>64%</td>
</tr>
<tr>
<td>Very important</td>
<td>28%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>7%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Not important</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

**Figure 82: Importance of backcountry trail shelters**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=11 visitor groups*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>45%</td>
</tr>
<tr>
<td>Very important</td>
<td>45%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>0%</td>
</tr>
<tr>
<td>Not important</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Figure 83: Importance of backcountry campsites**

<table>
<thead>
<tr>
<th>Rating</th>
<th>N=9 visitor groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>78%</td>
</tr>
<tr>
<td>Very important</td>
<td>11%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>0%</td>
</tr>
<tr>
<td>Not important</td>
<td>0%</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 84: Importance of campgrounds (other than backcountry)

Figure 85: Importance of picnic areas

Figure 86: Importance of park information radio station (1610 AM)

Figure 87: Importance of concession horseback ride

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 88: Importance of roadway directional signs outside park

- Extremely important: 59%
- Very important: 32%
- Moderately important: 7%
- Somewhat important: 1%
- Not important: <1%

N=395 visitor groups*

*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 14c
Finally, for only those services and facilities that you and 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 89 shows the combined proportions of "very good" and "good" quality ratings for visitor services and 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:

  91% Trails
  89% Picnic areas

• Figures 90 to 98 show the quality ratings for each service/facility.

• Of the visitor services/facilities rated by 30 or more visitor groups, those receiving the highest "very poor" quality rating were:

  1% Restrooms
  1% Roadway directional signs outside park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 90: Quality of restrooms

Figure 91: Quality of trails

Figure 92: Quality of backcountry trail shelters

Figure 93: Quality of backcountry campsites

*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 campgrounds (other than backcountry)

- **Very good:** 49%
- **Good:** 33%
- **Average:** 18%
- **Poor:** 0%
- **Very poor:** 0%

N=51 visitor groups

**Figure 95:** Quality of picnic areas

- **Very good:** 50%
- **Good:** 39%
- **Average:** 9%
- **Poor:** 2%
- **Very poor:** <1%

N=253 visitor groups*

**Figure 96:** Quality of park information radio station (1610 AM)

- **Very good:** 40%
- **Good:** 40%
- **Average:** 8%
- **Poor:** 4%
- **Very poor:** 8%

N=25 visitor groups

**CAUTION!**

**Figure 97:** Quality of concession horseback ride

- **Very good:** 61%
- **Good:** 30%
- **Average:** 4%
- **Poor:** 4%
- **Very poor:** 0%

N=23 visitor groups*

**CAUTION!**

*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 roadway directional signs outside park

*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 99 and 100 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.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Question 14d
If you and your personal group have comments on any of the above services and facilities, please list them.

Results
• Twelve percent of visitor groups (N=84) provided comments on visitor services and facilities (see Table 16).

Table 16: Comments on visitor services and facilities
N=116 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restrooms</td>
<td>Adequate number</td>
</tr>
<tr>
<td></td>
<td>Clean</td>
</tr>
<tr>
<td></td>
<td>Dirty/smelly</td>
</tr>
<tr>
<td></td>
<td>Campground restrooms could be cleaner</td>
</tr>
<tr>
<td></td>
<td>Could be cleaner at Deep Creek</td>
</tr>
<tr>
<td></td>
<td>Deep Creek restrooms need paper towels</td>
</tr>
<tr>
<td></td>
<td>Hand sanitizers were empty at Clingmans Dome</td>
</tr>
<tr>
<td></td>
<td>Need maintenance</td>
</tr>
<tr>
<td></td>
<td>Need more</td>
</tr>
<tr>
<td></td>
<td>Need more port-a-potties at trailheads</td>
</tr>
<tr>
<td></td>
<td>Need more restrooms at Greenbriar</td>
</tr>
<tr>
<td></td>
<td>Need more restrooms to use on scenery route</td>
</tr>
<tr>
<td></td>
<td>Need more than one sink/mirror</td>
</tr>
<tr>
<td></td>
<td>Need separate private changing area other than bathroom stall</td>
</tr>
<tr>
<td></td>
<td>Needed at top of Clingmans Dome</td>
</tr>
<tr>
<td></td>
<td>No soap was available</td>
</tr>
<tr>
<td></td>
<td>Restrooms at Cades Cove were dirty</td>
</tr>
<tr>
<td></td>
<td>Water was not working</td>
</tr>
<tr>
<td></td>
<td>Well kept</td>
</tr>
<tr>
<td>Trails</td>
<td>Debris-free paths</td>
</tr>
<tr>
<td></td>
<td>Deep Creek needs more signage</td>
</tr>
<tr>
<td></td>
<td>Great</td>
</tr>
<tr>
<td></td>
<td>Grotto Falls and Rainbow Falls trails need barriers to precipes</td>
</tr>
<tr>
<td></td>
<td>Improve signage/markers</td>
</tr>
<tr>
<td></td>
<td>It was not easy to find trashcans</td>
</tr>
<tr>
<td></td>
<td>Loved the log bridges</td>
</tr>
<tr>
<td></td>
<td>Need maintenance</td>
</tr>
<tr>
<td></td>
<td>No warnings about poison ivy</td>
</tr>
<tr>
<td></td>
<td>Not enough safety precautions</td>
</tr>
<tr>
<td></td>
<td>One bridge railing was not straight for hand guide</td>
</tr>
<tr>
<td></td>
<td>Signage was confusing</td>
</tr>
<tr>
<td></td>
<td>Some people take the wrong one out at Elijah Oliver Place</td>
</tr>
<tr>
<td></td>
<td>Some trails in poor shape due to overuse</td>
</tr>
<tr>
<td></td>
<td>Some trails were short but extremely difficult</td>
</tr>
<tr>
<td></td>
<td>There were no sings</td>
</tr>
<tr>
<td></td>
<td>Too much motorcycle noise echoing up mountains</td>
</tr>
<tr>
<td></td>
<td>Trails marked &quot;easy&quot; were not always easy</td>
</tr>
<tr>
<td></td>
<td>Would like mountain bike trails</td>
</tr>
<tr>
<td>Backcountry trail shelters</td>
<td>There should be more information</td>
</tr>
<tr>
<td>Backcountry campsites</td>
<td>Backcountry campsite number 29 was rated as a “2”</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 16: Comments on visitor services and facilities
(continued)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campgrounds (other than backcountry)</td>
<td>Need electricity/water hookups</td>
</tr>
<tr>
<td></td>
<td>Need hot showers</td>
</tr>
<tr>
<td></td>
<td>Could be cleaner</td>
</tr>
<tr>
<td></td>
<td>Elkmont has poor lighting</td>
</tr>
<tr>
<td></td>
<td>Have not been upgraded for years</td>
</tr>
<tr>
<td></td>
<td>Nice</td>
</tr>
<tr>
<td></td>
<td>No dump stations were available</td>
</tr>
<tr>
<td></td>
<td>No noise from generators</td>
</tr>
<tr>
<td></td>
<td>Overhead needs to be cleared</td>
</tr>
<tr>
<td></td>
<td>Smokemont, Elkmont, and Cataloochee campgrounds were nice</td>
</tr>
<tr>
<td></td>
<td>Washer and dryer would be great</td>
</tr>
<tr>
<td></td>
<td>We used to camp, and loved Tremont and Cades Cove</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>Would like to have more available</td>
</tr>
<tr>
<td></td>
<td>Clean/well maintained</td>
</tr>
<tr>
<td></td>
<td>Crowded</td>
</tr>
<tr>
<td></td>
<td>Beautiful</td>
</tr>
<tr>
<td></td>
<td>Chimney Top Picnic area needs more parking</td>
</tr>
<tr>
<td></td>
<td>Enjoyed picnicking in Melton</td>
</tr>
<tr>
<td></td>
<td>Huge and covered pavilion was great during shower</td>
</tr>
<tr>
<td></td>
<td>It is small</td>
</tr>
<tr>
<td></td>
<td>It was fun</td>
</tr>
<tr>
<td></td>
<td>Laurel Falls area was crowded</td>
</tr>
<tr>
<td></td>
<td>Liked the improvements in Chimney Park</td>
</tr>
<tr>
<td></td>
<td>Need one in Cataloochee Valley</td>
</tr>
<tr>
<td></td>
<td>Needed cleaning</td>
</tr>
<tr>
<td></td>
<td>Not enough picnic tables at Cataloochee</td>
</tr>
<tr>
<td></td>
<td>Playground and bathrooms would be good</td>
</tr>
<tr>
<td></td>
<td>Would have stayed but there was no parking</td>
</tr>
<tr>
<td>Park information radio station</td>
<td>Did not know of this service</td>
</tr>
<tr>
<td></td>
<td>Did not know it was still available</td>
</tr>
<tr>
<td></td>
<td>Have used in the past</td>
</tr>
<tr>
<td></td>
<td>Need more information on call sign</td>
</tr>
<tr>
<td>Concession horseback ride</td>
<td>Cades Cove Stables were great</td>
</tr>
<tr>
<td></td>
<td>Dirty</td>
</tr>
<tr>
<td>Roadway directional signs</td>
<td>Could be more prominent in Cherokee</td>
</tr>
<tr>
<td></td>
<td>Hard to find Cataloochee</td>
</tr>
<tr>
<td></td>
<td>Need more road signs</td>
</tr>
<tr>
<td></td>
<td>Need more signs in Gatlinburg</td>
</tr>
<tr>
<td></td>
<td>It was easy to find way with signs except signage to Greenbrier</td>
</tr>
<tr>
<td></td>
<td>Mingus Mill needs a sign at entrance</td>
</tr>
<tr>
<td></td>
<td>Should have signs at the attractions</td>
</tr>
<tr>
<td></td>
<td>Signs outside park were confusing during construction near Cherokee</td>
</tr>
<tr>
<td></td>
<td>Signs to Great Falls were poor</td>
</tr>
<tr>
<td></td>
<td>There needs to be updates on directional signage</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance of park attributes/resources

Question 11
Great Smoky Mountains NP was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment of the resources. On this visit, how important were the following attributes/resources to you?

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

Results
- Figure 101 shows the combined proportions of “very important” and “extremely important” ratings for attributes/resources that were rated by 30 or more visitor groups.

- The attributes/resources that received the highest combined proportions of “very important” and “extremely important” ratings were:
  - 97% Scenic views
  - 92% Clean air/visibility
  - 90% Clean water

- Of the attributes/resources that were rated by 30 or more visitor groups, the one receiving the highest “not important” rating was:
  - 16% Dark, starry night sky

- Table 17 shows the importance ratings for attributes/resources of the park.

Figure 101: Combined proportions of “extremely important” and “very important” of park attributes/resources

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 17: Importance of protecting of park attributes/resources*

N=number of visitor groups who rated each attribute/resource.

<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>N</th>
<th>Rating (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Not important</td>
</tr>
<tr>
<td>Scenic views</td>
<td>731</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Plants</td>
<td>708</td>
<td>2</td>
</tr>
<tr>
<td>Animals</td>
<td>719</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Clean water</td>
<td>709</td>
<td>1</td>
</tr>
<tr>
<td>Clean air/visibility</td>
<td>718</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Solitude</td>
<td>706</td>
<td>5</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>718</td>
<td>1</td>
</tr>
<tr>
<td>Dark, starry night sky</td>
<td>679</td>
<td>16</td>
</tr>
<tr>
<td>Historic buildings</td>
<td>697</td>
<td>7</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>680</td>
<td>9</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, camping, fishing, etc.)</td>
<td>701</td>
<td>7</td>
</tr>
</tbody>
</table>

*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

Sales items in visitor center bookstores

Question 10a
If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

Results
On a future visit, 12% of visitor groups would be interested in purchasing sales items that are not currently available (see Figure 102).

Results
On a future visit, 12% of visitor groups would be interested in purchasing sales items that are not currently available (see Figure 102).

Question 10b
If YES, what items would you like to have available for purchase?

Results
As shown in Figure 103, the most common sales items that visitor groups would like to purchase on a future visit were:

44% Additional publications
38% Additional maps

Subjects for additional publications suggested by visitor groups were:

- Animals
- Anthropology
- Birds
- Blue Ridge Parkway
- Cooking
- Cove
- Elk
- Flowers
- Foxfire books
- History
- History of park
- Insects in the park
- Native Americans
- Photography
- Real stories of Smokies

Subjects for additional publications (continued):

- Scary stories
- Water
- Wildlife

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
“Other” sales items (37%) included:

- Activities for children
- Appalachian folk music recording with dulcimer
- Bells
- Books about national parks
- Children’s T-shirts
- Great Smoky Mountains flashlight
- Greater selection of note cards
- Guidebook highlighting trails and activities accessible to young children
- Hooded sweaters
- Local crafts
- More hiking patches (trail tags)
- Penny press machines
- Park posters
- Photography
- Plants
- Souvenir shot glass
- Sterling silver jewelry
- Water/drinks

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

Question 12
If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

Results
64% of visitor groups were interested in camping on a future visit (see Figure 104).

Figure 104: Visitor groups’ interest in camping on future visit

Shower

Results
88% of the visitor groups that were interested in camping would like to have showers available in the campground (see Figure 105).

Figure 105: Visitor groups’ interest in having showers available

Electrical and water hookups in campground

Results
72% of the visitor groups that were interested in camping would like to have electrical and water hookups available in campground (see Figure 106).

Figure 106: Visitor groups’ interest in having electrical and water hookups available

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 15
Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Great Smoky Mountains NP during this visit?

Results
- 96% of visitors rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 107).
- 1% of groups rated the quality as “very poor” or “poor.”

Figure 107: 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

Additional comments

Question 25
Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

Results
- 50% of visitor groups (N=373) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18: Additional comments
N=730 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Staff was great</td>
<td>8</td>
</tr>
<tr>
<td>Staff was helpful</td>
<td>8</td>
</tr>
<tr>
<td>Staff was friendly/courteous</td>
<td>4</td>
</tr>
<tr>
<td>Staff was informative</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Clean/well-maintained</td>
<td>13</td>
</tr>
<tr>
<td>Repair the Cades Cove Loop road</td>
<td>10</td>
</tr>
<tr>
<td>Add showers in campgrounds</td>
<td>7</td>
</tr>
<tr>
<td>Trim overgrown vegetation to open the views</td>
<td>5</td>
</tr>
<tr>
<td>Add more picnic areas</td>
<td>4</td>
</tr>
<tr>
<td>Add bike trails</td>
<td>3</td>
</tr>
<tr>
<td>Add restrooms at trails</td>
<td>3</td>
</tr>
<tr>
<td>Add water and electricity hookups in campgrounds</td>
<td>3</td>
</tr>
<tr>
<td>Improve road conditions</td>
<td>3</td>
</tr>
<tr>
<td>Trails were great</td>
<td>3</td>
</tr>
<tr>
<td>Better parking at the falls</td>
<td>2</td>
</tr>
<tr>
<td>Keep maintaining the park</td>
<td>2</td>
</tr>
<tr>
<td>Need water stations at Elkmont</td>
<td>2</td>
</tr>
<tr>
<td>Upgrade road signs</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>47</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program was great</td>
<td>3</td>
</tr>
<tr>
<td>Have a guide or map with trail highlights</td>
<td>2</td>
</tr>
<tr>
<td>Needed more trail information</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>22</td>
</tr>
</tbody>
</table>
Table 18: Additional comments
(continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Could not make camping reservations</td>
<td>4</td>
</tr>
<tr>
<td>Do not start a shuttle service at Cades Cove</td>
<td>3</td>
</tr>
<tr>
<td>Survey was long</td>
<td>3</td>
</tr>
<tr>
<td>Would like to see a green shuttle</td>
<td>3</td>
</tr>
<tr>
<td>A lodge inside the park would be great</td>
<td>2</td>
</tr>
<tr>
<td>A shuttle service could relieve heavy traffic</td>
<td>2</td>
</tr>
<tr>
<td>Add entrance fee</td>
<td>2</td>
</tr>
<tr>
<td>Keep free access</td>
<td>2</td>
</tr>
<tr>
<td>Noisy motorcycles destroy the experience</td>
<td>2</td>
</tr>
<tr>
<td>Should have notifications about delays in the park</td>
<td>2</td>
</tr>
<tr>
<td>The park has become too commercialized</td>
<td>2</td>
</tr>
<tr>
<td>Will stop visiting if transit services are added</td>
<td>2</td>
</tr>
<tr>
<td>Would like to see more activities for motorcycle bikers</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>14</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>8</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>95</td>
</tr>
<tr>
<td>Beautiful park</td>
<td>75</td>
</tr>
<tr>
<td>Will return</td>
<td>50</td>
</tr>
<tr>
<td>Love it</td>
<td>44</td>
</tr>
<tr>
<td>Thank you</td>
<td>25</td>
</tr>
<tr>
<td>Regular visitor</td>
<td>22</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>15</td>
</tr>
<tr>
<td>Loved the scenery</td>
<td>12</td>
</tr>
<tr>
<td>Enjoyed hiking</td>
<td>9</td>
</tr>
<tr>
<td>Love the mountains</td>
<td>7</td>
</tr>
<tr>
<td>Resident of the area</td>
<td>7</td>
</tr>
<tr>
<td>The park was crowded</td>
<td>7</td>
</tr>
<tr>
<td>Enjoyed visiting Cades Cove</td>
<td>6</td>
</tr>
<tr>
<td>Peaceful place</td>
<td>6</td>
</tr>
<tr>
<td>Like the park wildlife</td>
<td>5</td>
</tr>
<tr>
<td>Saw some wild animals</td>
<td>5</td>
</tr>
<tr>
<td>Wish we had more time to visit</td>
<td>5</td>
</tr>
<tr>
<td>Enjoyed nature</td>
<td>4</td>
</tr>
<tr>
<td>It was a relaxing trip</td>
<td>4</td>
</tr>
<tr>
<td>Will tell friends/family about the park</td>
<td>4</td>
</tr>
<tr>
<td>Would love to live close to park</td>
<td>4</td>
</tr>
</tbody>
</table>
### Table 18: Additional comments (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL COMMENTS</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Just driving through the park</td>
<td>3</td>
</tr>
<tr>
<td>Keep it as it is</td>
<td>3</td>
</tr>
<tr>
<td>Like to bring people to the park</td>
<td>3</td>
</tr>
<tr>
<td>Love national parks</td>
<td>3</td>
</tr>
<tr>
<td>Participated in many activities</td>
<td>3</td>
</tr>
<tr>
<td>Saw some bears</td>
<td>3</td>
</tr>
<tr>
<td>Waterfall was great</td>
<td>3</td>
</tr>
<tr>
<td>Took some nice photographs</td>
<td>3</td>
</tr>
<tr>
<td>Cades Cove was crowded</td>
<td>2</td>
</tr>
<tr>
<td>Did not know about the park radio station</td>
<td>2</td>
</tr>
<tr>
<td>Did not see any bears</td>
<td>2</td>
</tr>
<tr>
<td>Enjoyed camping</td>
<td>2</td>
</tr>
<tr>
<td>Had a wonderful family reunion</td>
<td>2</td>
</tr>
<tr>
<td>Liked the views in the park</td>
<td>2</td>
</tr>
<tr>
<td>Traffic was heavy</td>
<td>2</td>
</tr>
<tr>
<td>Will camp on a future visit</td>
<td>2</td>
</tr>
<tr>
<td>Will return for a fall visit</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>54</td>
</tr>
</tbody>
</table>
OFFICIAL BUSINESS

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139
United States Department of the Interior
NATIONAL PARK SERVICE
Great Smoky Mountains National Park
107 Park Headquarters Road
Gatlinburg, TN 37738

IN REPLY REFER TO:

June, 2008

Dear Visitor:

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

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire, seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littej@uidaho.edu.

We appreciate your help.

Sincerely,

Dale A. Ditmanson
Superintendent

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ○ Not like this: (x) (x) (x)

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID 83844-1139; email: littej@uidaho.edu.

Please go to the next page →
Great Smoky Mountains National Park Visitor Study

Your Visit To Great Smoky Mountains National Park

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

1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)? Please mark (•) all that apply in column (a).

   b) If you were to visit Great Smoky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (•) all that apply in column (b).

   a) Prior to this visit (•)

   O Obtained no information prior to visit ➔ Go to part b of this question

   O Previous visits

   O Friends/relatives/word of mouth

   O Travel guides/tour books (such as AAA, etc.)

   O Maps/brochures

   O Newspaper/magazine articles

   O E-mail/telephone/written inquiry to park

   O Television/radio programs/DVDs

   O Great Smoky Mountains NP website: www.nps.gov/grsm/

   O Other websites

   O Smokey trip planner information (by mail or internet)

   O State welcome center/Chamber of Commerce

   O School class/program

   O Information from local motel or other business

   O Other (Please specify)

   b) On future visits (•)

   O Obtained no information prior to visit ➔ Go to part b of this question

   O Previous visits

   O Friends/relatives/word of mouth

   O Travel guides/tour books (such as AAA, etc.)

   O Maps/brochures

   O Newspaper/magazine articles

   O E-mail/telephone/written inquiry to park

   O Television/radio programs/DVDs

   O Great Smoky Mountains NP website: www.nps.gov/grsm/

   O Other websites

   O Smokey trip planner information (by mail or internet)

   O State welcome center/Chamber of Commerce

   O School class/program

   O Information from local motel or other business

   O Other (Please specify)

2. Prior to this visit, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

   O Yes  O No

3. a) On this trip, where did you and your personal group first enter the park? Please mark (•) only one.

   b) On this trip, where did you leave the park for the last time? Please mark (•) one.

   Location

   a) First entry into park

   O Gallatin
   O Townsend
   O Cades Cove
   O Cherokee
   O Other (Please specify)

   b) Last exit from park

   O Gallatin
   O Townsend
   O Cades Cove
   O Cherokee
   O Other (Please specify)

4. On this visit, what was the primary reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)? Please mark (•) only one.

   O Resident of area ➔ Go to Question 5

   O Visit Great Smoky Mountains NP

   O Visit other area attractions (theme parks, shopping, shows, etc)

   O Attend area special event

   O View mountain scenery

   O Participate in area recreation (hiking, rafting, fishing, etc.)

   O Visit friends/relatives in the area

   O Business

   O Other (Please specify)

5. a) On this trip to Great Smoky Mountains NP, how long did you and your personal group spend visiting the park?

   _____ Number of hours if less than 24 hours (e.g. ½ hr, 1½ hrs, 5½ hrs)

   OR

   _____ Number of days if 24 hours or more (e.g. 1¼ day, 2½ days, 3¾ days)
b) On this trip (including if you visited on more than one day), what was the total time that you spent outside your vehicle in Great Smoky Mountains NP? Please mark (●) only one.

- Less than 1 hour
- From 1 to nearly 2 hours
- From 2 to nearly 3 hours
- 3 hours or more

c) On this trip, how many times did you and your personal group enter Great Smoky Mountains NP? Please mark (●) only one.

- Once
- 2 to 4 times
- 5 or more times

---

6. a) On this trip, which of the following sites in Great Smoky Mountains NP did you visit? Please mark (●) all that apply. Use the map on the previous page to help you locate the sites.

b) Next, only for the sites that you visited, please list the amount of time you spent at each location in hours OR days. List partial hours or days as 1/4, 1/2, 3/4.

- Did not stop at any places in the park → Go to Question 7

a) Visited park location

<table>
<thead>
<tr>
<th>Mark (●)</th>
<th>Hours spent—</th>
<th>Days spent—</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If less than 24 hours</td>
<td>If more than 24 hours</td>
</tr>
</tbody>
</table>

- Cades Cove Loop Road
- Deep Creek
- Cosby
- Roaring Fork Motor Nature Trail
- Sugarlands Visitor Center
- Newfound Gap
- Clinchmans Dome
- Mingus Mill
- Oconaluftee Visitor Center
- Mountain Farm Museum
- Cataloochee
- Big Creek
- Look Rock
- Greenbrier
- Other (Please specify)
7. a) As you were planning for this trip, what activities did you and your personal group expect to include in this visit? Please mark (•) all that apply in column (a).

b) On this trip, what activities did you and your personal group participate in while in Great Smoky Mountains NP? Please mark (•) all that apply in column (b).

a) Activities expected (•)
- Viewing scenery/taking scenic drive
- Viewing wildlife
- Visiting historic sites
- Walking/hiking
- Viewing wildflowers
- Bicycling
- Horseback riding
- Picnicking
- Tubing/swimming/boating
- Backpacking/overnight hiking
- Attending park program or special event
- Camping in developed campgrounds
- Photography
- Fishing
- Other (Please specify)

Expected ____________________________________________________________________________

b) Activities on this trip (•)
- Viewing scenery/taking scenic drive
- Viewing wildlife
- Visiting historic sites
- Walking/hiking
- Viewing wildflowers
- Bicycling
- Horseback riding
- Picnicking
- Tubing/swimming/boating
- Backpacking/overnight hiking
- Attending park program or special event
- Camping in developed campgrounds
- Photography
- Fishing
- Other (Please specify)

Participated in _______________________________________________________________________

c) Which of the above activities was most important to you and your personal group on this visit? Please list only one.

8. a) On this trip, did you and your personal group stay overnight away from your permanent residence in the Great Smoky Mountains NP or in the surrounding area (within 50 miles of park, including Knoxville, Asheville, and other towns)?

- Yes
- No

Go to Question 9

9. a) On this trip, did you and your personal group visit either Sugarlands or Oconaluftee Visitor Centers? Please mark (•) one.

- Yes
- No

b) If you visited one or both park visitor centers, what were your reasons for visiting? Please mark (•) all that apply.

- Obtain information
- View exhibits
- Use restrooms
- Visit bookstore
- View park film
- Other (Please specify)

Go to Question 11

c) If you did not visit a park visitor center, why not? Please mark (•) all that apply.

- Have visited in the past
- Not interested
- Not enough time
- Other (Please specify)

Go to Question 11

10. a) If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

- Yes
- No

Go to Question 11
10. If YES, what items would you like to have available for purchase? Please mark (●) all that apply.

- Additional publications (books, brochures, etc.)
- CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
- Additional maps (besides the park brochure map)
- Other (Please specify)

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

<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic views</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Plants</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Animals</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clean water</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clean air/visibility</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Solitude</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Dark, starry night sky</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Historic buildings</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, camping, fishing, etc.)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

12. If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

- Not interested in camping  ➔ Go to Question 13
- Showers: Yes □ No □
- Electrical and water hookups in campground: Yes □ No □

13. a) Please mark (●) all information services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

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

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

<table>
<thead>
<tr>
<th>a) Information services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park newspaper: Smokies Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center information desk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center movie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-guided nature trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales items in visitor center bookstore (selection, price, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening programs in campgrounds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led walks/talks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulletin boards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park bookstores (sales item selection, price, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Smoky Mountains NP website: <a href="http://www.nps.gov/grsm/">www.nps.gov/grsm/</a> (used before or during visit)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service/facility (List)</th>
<th>Comment (Please be specific)</th>
</tr>
</thead>
</table>
Great Smoky Mountains National Park Visitor Study

14. a) Please mark (●) all visitor services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

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

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

a) Visitor services and facilities used

<table>
<thead>
<tr>
<th>Mark (●)</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Restrooms</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Trails</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Backcountry trail shelters</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Backcountry campsites</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Campgrounds (other than backcountry)</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

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

![Quality Rating]

16. a) On this trip, how many people were in your personal group, including yourself?

_____ Number of people

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

_____ Number of vehicles

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

a) Commercial guided tour group | O Yes | O No
b) School/educational group | O Yes | O No
c) Other group (business, church, scout, etc.) | O Yes | O No

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

O Alone
O Friends
O Family
O Family and friends
O Other (Please specify)

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

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. Zip Code or name of country other than U.S.</th>
<th>c) Number of visits made to Great Smoky Mountains NP (including this visit) lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

20. a) & b) When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for the following?

a) Speaking: O English O Other (Specify)

b) Reading: O English O Other (Specify)
21. a) Are you or members of your personal group Hispanic or Latino? Please mark (•) one for each group member.

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>YES, Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

22. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

- [ ] Yes
- [ ] No ➔ Go to Question 23

b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please mark (•) all that apply.

- [ ] Visitor center
- [ ] Visitor center exhibits
- [ ] Ranger-led activities/programs
- [ ] Restrooms
- [ ] Trails
- [ ] Campground
- [ ] Other (Please specify)

23. For you only, please indicate the highest level of education you have completed. Please mark (•) only one.

- [ ] Some high school
- [ ] High School Diploma/GED
- [ ] Bachelor's degree
- [ ] Graduate degree
- [ ] Some college
- [ ] Other (Please specify)

24. Which category best represents your annual household income? Please mark (•) only one.

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

25. Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

[Blank space for comment]

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park’s VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware of NPS management of Great Smoky Mountains National Park?
- Entry location
- Exit location
- Primary reason for visit to Great Smoky Mountains NP area
- Length of visit (hours/days)
- Time spent outside the vehicle
- Number of entries
- Sites visited
- Time spent in each site
- Expected activities
- Activities on this visit
- Overnight stay away from home within 35 miles of parkway?
  - Number of nights inside/outside parkway
  - Type of lodging inside/outside parkway
  - Visits to visitor centers
- Reasons for visiting visitor centers
- Reasons for not visiting visitor centers
- Interest in sales items on a future visit
- Bookstore sales items
- Importance of park attributes/resources
- Interest in camping on future visit
- Availability of camping services (showers, electrical and water hookups)
- Information services/facilities used
- Importance of information services/facilities
- Quality of information services/facilities
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Overall quality
- Group size
- Number of vehicles
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Language used (speaking/reading)
- Ethnicity/race
- Group member with physical condition making access/participation difficult
- Activities/services visitors with disabilities could not access or participate in
- Type of physical condition
- Respondent education level
- Annual household income
- Number of people in household

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: littiej@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carly-Baxter 2000; 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.

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

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

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

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the parkway. In Great Smoky Mountains National Park survey, 131 respondents reported to be the older person in the group rather than the person who accepted the survey at park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.
References
Appendix 4: 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

1983
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.

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
20. Craters of the Moon National Monument

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
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

1989 (continued)
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

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
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
- 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
186.1. Glen Canyon National Recreation Area (spring)
186.2. Glen Canyon National Recreation Area (summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post National Historic 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
199. Everglades National Park (winter and spring)
200. Horseshoe Bend National Military Park (spring)
201. Carl Sandburg Home National Historic Site (spring)
202. Fire Island National Seashore resident (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205. Great Smoky Mountains National Park (summer)

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.