Great Smoky Mountains National Park Visitor Study

Fall 2008
Eleonora Papadogiannaki, Ann Braak and Nancy Holmes are research assistants 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.
Visitor Services Project  
Great Smoky Mountains National Park  
Report Summary

- This report describes the results of a visitor study at Great Smoky Mountains National Park (NP) during October 5-11, 2008. A total of 1,143 questionnaires were distributed to visitor groups. Of those, 781 questionnaires were returned resulting in a 68.3% response rate.

- This report profiles a systematic random sample of Great Smoky Mountains NP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.

- Fifty-four percent of visitor groups were in groups of two and 33% were in groups of four or more. Most (74%) visitor groups were in family groups.

- United States visitors comprised 98% of total visitation, from Tennessee (21%), Kentucky (11%), and 39 other states. International visitors represented 2% of total visitation, with 26% from Canada, 26% from the United Kingdom, and eight other countries.

- Fifty-three percent of visitors were ages 46-70 years and 11% were ages 15 years or younger. Twelve percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.

- Forty-two percent of visitors had visited the park five or more times, while 36% had visited once.

- Twenty-eight percent of respondents had attended some college and 25% had a high school diploma or GED. Twenty-four percent of visitor groups had an annual household income of $50,000 to $74,999. Sixty-one percent of visitor groups had two members in their household.

- Prior to this visit, 93% of visitor groups were aware that Great Smoky Mountains NP is a unit of the National Park System.

- Prior to this visit, visitor groups most often obtained information about Great Smoky Mountains NP through previous visits (73%) and friends/relatives/word of mouth (43%). Eleven percent of visitor groups did not obtain any information about the park prior to their visit. Fifty-five percent indicated they would prefer to obtain information for a future visit from the Great Smoky Mountains NP website.

- Viewing mountain scenery was the primary reason that brought 35% of visitor groups to the park area, while 34% came primarily to visit the park.

- Of visitor groups that spent less than 24 hours visiting the park, 53% spent five or more hours. Of groups that spent more than 24 hours, 27% spent three days. The average length of stay was 44.6 hours (1.9 days).

- The most used information services/facilities were the park brochure/map (83%) and visitor center information desk (54%). The most used visitor services/facilities were the restrooms (90%) and trails (64%).

- Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Great Smoky Mountains NP as “very good” or “good.” Fewer than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

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

**INTRODUCTION** ........................................................................................................... 1  
**Organization of the report** ......................................................................................... 1  
**Presentation of the results** .......................................................................................... 2  
**METHODS** .................................................................................................................. 3  
**Survey Design** ............................................................................................................ 3  
  - Sample size and sampling plan ............................................................................... 3  
  - Questionnaire design ............................................................................................... 4  
  - Survey procedure .................................................................................................... 4  
**Data Analysis** .............................................................................................................. 4  
**Limitations** .................................................................................................................. 5  
**Special Conditions** ..................................................................................................... 5  
**Checking Non-response Bias** .................................................................................... 6  
**RESULTS** ..................................................................................................................... 7  
**Visitor and Group Characteristics** ............................................................................. 7  
  - Visitor group size .................................................................................................... 7  
  - Visitor group type ................................................................................................... 7  
  - Visitors with organized groups .............................................................................. 8  
  - United States visitors by state of residence .......................................................... 9  
  - International visitors by country of residence ...................................................... 10  
  - Number of visits to the park .................................................................................. 10  
  - Visitor age ................................................................................................................ 11  
  - Visitor ethnicity ....................................................................................................... 12  
  - Visitor race ............................................................................................................... 12  
  - Language used for speaking .................................................................................. 13  
  - Language used for reading .................................................................................... 13  
  - Services in other languages .................................................................................... 14  
  - Visitors with physical conditions/impairments ...................................................... 15  
  - Respondents’ level of education ............................................................................ 17  
  - Household income .................................................................................................. 18  
  - Awareness of NPS management ............................................................................ 19  
**Trip/Visit Characteristics and Preferences** ................................................................ 20  
  - Information sources prior to visit ......................................................................... 20  
  - Information sources for future visit ...................................................................... 22  
  - Primary reason for visiting Great Smoky Mountains National Park area ............ 23  
  - Location of first entry to park ............................................................................... 25  
  - Location of last exit from park .............................................................................. 26  
  - Number of vehicles ............................................................................................... 27  
  - Time spent outside the vehicle .............................................................................. 27  
  - Number of park entries .......................................................................................... 27  
  - Overnight stay ........................................................................................................ 28  
  - Length of stay ......................................................................................................... 32  
  - Sites visited ............................................................................................................. 33  
  - Visitor center visits ............................................................................................... 37  
  - Expected activities .................................................................................................. 39  
  - Activities on this visit ............................................................................................ 40  
  - Most important activity .......................................................................................... 41
# TABLE OF CONTENTS

(continued)

**Ratings of Visitor Services, Facilities, Elements, Attributes and Resources** ........................................ 42
  - Information services and facilities used .......................................................... 42
  - Importance ratings of information services and facilities .......................... 43
  - Quality ratings of information services and facilities ............................. 48
  - Mean scores of importance and quality ratings for information services and facilities .... 53
  - Visitor services and facilities used ................................................................. 56
  - Importance ratings of visitor services and facilities ...................................... 57
  - Quality ratings of visitor services and facilities ........................................... 61
  - Mean scores of importance and quality ratings for visitor services and facilities .......... 65
  - Importance of park attributes/resources ..................................................... 69

**Preferences for future visit** ......................................................................................... 71
  - Sales items in visitor center bookstores ......................................................... 71
  - Camping services ............................................................................................... 73

**Overall quality** ............................................................................................................. 74

**Visitor Comments** ........................................................................................................ 75
  - Additional comments .......................................................................................... 75

**APPENDICES** .................................................................................................................. 77
  - Appendix 1: The Questionnaire ......................................................................... 77
  - Appendix 2: Additional Analysis ......................................................................... 79
  - Appendix 3: Decision Rules for Checking Non-response Bias ......................... 80
  - Appendix 4: Visitor Services Project Publications ............................................. 82
  - Visitor Comments Appendix .............................................................................. 86
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 October 5-11, 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 October 5-11, 2008. During this survey, 1,194 visitor groups were contacted at seven locations (chosen based on advice from park staff) and 1,143 of these groups (95.7%) accepted questionnaires. Table 1 shows the number of questionnaires distributed at each of seven locations and the response rate for each location. Questionnaires were distributed between the hours of 8:00 am and 6:00 pm, although the hours varied with location and days of the week. Questionnaires were completed and returned by 781 visitor groups resulting in a 68.3% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

Table 1: Questionnaire distribution

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>N₁</th>
<th>% distributed</th>
<th>N₂</th>
<th>% returned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cataloochee</td>
<td>29</td>
<td>3</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Cherokee Entrance</td>
<td>347</td>
<td>30</td>
<td>248</td>
<td>32</td>
</tr>
<tr>
<td>Cherokee Orchard</td>
<td>30</td>
<td>3</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>59</td>
<td>5</td>
<td>44</td>
<td>6</td>
</tr>
<tr>
<td>Gatlinburg Entrance</td>
<td>350</td>
<td>31</td>
<td>224</td>
<td>29</td>
</tr>
<tr>
<td>Greenbrier</td>
<td>30</td>
<td>3</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>Townsend Entrance</td>
<td>298</td>
<td>26</td>
<td>209</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>1,143</td>
<td>100</td>
<td>781</td>
<td>101</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
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. The questions in the fall visitor study are identical to the questions asked in the summer visitor study conducted June 22-28, 2008. 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 October 5-11, 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 varied from sunny to cloudy days with occasional rain showers. Temperatures varied from 50°F to 85°F and wind speed was up to 23 miles per hour, which may have affected visitor activities and length of stay. 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>Respondents</th>
<th>Nonrespondents</th>
<th>Total surveyed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>38</td>
<td>25</td>
<td>63</td>
</tr>
<tr>
<td>Family</td>
<td>574</td>
<td>268</td>
<td>842</td>
</tr>
<tr>
<td>Friends</td>
<td>93</td>
<td>43</td>
<td>136</td>
</tr>
<tr>
<td>Family and friends</td>
<td>69</td>
<td>29</td>
<td>98</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>778</td>
<td>367</td>
<td>1,143</td>
</tr>
</tbody>
</table>

Chi-square = 1.992  df = 4  p-value = 0.737

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondent</th>
<th>Non-respondent</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>772</td>
<td>363</td>
<td>0.398</td>
</tr>
<tr>
<td>Age</td>
<td>779</td>
<td>366</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 be 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, 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
- 54% of visitors were in groups of two (see Figure 1).
- 33% were in groups of four or more.

Visitor group type

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

Results
- 74% of visitor groups were made up of family members (see Figure 2).
- 12% were with friends.
- “Other” groups (1%) were:
  - Co-workers
  - Researchers

*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).

Figure 3: Visitors with a commercial guided tour group

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

Results
• Fewer 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
• 2% 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

Question 19b
For you and your personal group on this trip, what is your state of residence?

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

Results

- U.S. visitors were from 41 states, and comprised 98% of total visitation to the park during the survey period.

- 21% of U.S. visitors came from Tennessee (see Table 4 and Map 1).

- 11% came from Kentucky.

- Smaller proportions of U.S. visitors came from 39 other states.

Table 4: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of U.S. visitors</th>
<th>Percent of U.S. visitors N=2,047 individuals</th>
<th>Percent of total visitors N=2,093 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>432</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Kentucky</td>
<td>231</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>North Carolina</td>
<td>187</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Florida</td>
<td>179</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Georgia</td>
<td>155</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Alabama</td>
<td>150</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Ohio</td>
<td>112</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>South Carolina</td>
<td>77</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Indiana</td>
<td>61</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>48</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Illinois</td>
<td>44</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Virginia</td>
<td>44</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Mississippi</td>
<td>41</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Missouri</td>
<td>38</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>31</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Louisiana</td>
<td>24</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>California</td>
<td>22</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>West Virginia</td>
<td>22</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Texas</td>
<td>20</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>17</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Iowa</td>
<td>15</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New Jersey</td>
<td>13</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New York</td>
<td>12</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>18 other states</td>
<td>72</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

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 10 countries and comprised 2% of total visitation to the park during the survey period.
• 26% of international visitors came from the Canada (see Table 5).
• 26% came from the United Kingdom.
• Smaller proportions came from eight other 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=46 individuals</th>
<th>Percent of total visitors N=2,093 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>12</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>12</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Netherlands</td>
<td>7</td>
<td>15</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Germany</td>
<td>5</td>
<td>11</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Australia</td>
<td>3</td>
<td>7</td>
<td>&lt;1</td>
</tr>
<tr>
<td>India</td>
<td>2</td>
<td>4</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Israel</td>
<td>2</td>
<td>4</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Mexico</td>
<td>1</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Peru</td>
<td>1</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Poland</td>
<td>1</td>
<td>2</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 the park five or more times (see Figure 6).
• 36% of visitors visited once.

Figure 6: Number of visits to park in lifetime

*N=2265 individuals*
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 89 years.
- 53% of visitors were between 46-70 years of age (see Figure 7).
- 11% were 15 years or younger.

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
- 98% 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 visitor groups preferred to use English for speaking (see Figure 10).
- Table 6 shows languages other than English used for speaking. Interpret results with CAUTION!

![Figure 10: Preferred language for speaking](image)

Table 6: Language used for speaking
N=5 visitor groups – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>2</td>
<td>40</td>
</tr>
<tr>
<td>Dutch</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>French</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>German</td>
<td>1</td>
<td>20</td>
</tr>
</tbody>
</table>

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!

![Figure 11: Preferred language for reading](image)

Table 7: Language used for reading
N=5 visitor groups – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>3</td>
<td>60</td>
</tr>
<tr>
<td>French</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>German</td>
<td>1</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
Services in other languages

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

Results
- 6% of visitor groups suggested services that need to be provided in languages other than English (see Figure 12).
- Table 8 shows the services needed in other languages.

![Figure 12: Need for services in other languages](#)

Table 8: Services needed in languages other than English
N=49 comments

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maps</td>
<td>8</td>
</tr>
<tr>
<td>Park brochure</td>
<td>8</td>
</tr>
<tr>
<td>Information about restrooms</td>
<td>6</td>
</tr>
<tr>
<td>Signage</td>
<td>6</td>
</tr>
<tr>
<td>Directional signs</td>
<td>5</td>
</tr>
<tr>
<td>All services</td>
<td>3</td>
</tr>
<tr>
<td>Safety/directional information</td>
<td>3</td>
</tr>
<tr>
<td>General information</td>
<td>2</td>
</tr>
<tr>
<td>Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Emergency information</td>
<td>1</td>
</tr>
<tr>
<td>Park information</td>
<td>1</td>
</tr>
<tr>
<td>Radio station</td>
<td>1</td>
</tr>
<tr>
<td>Staff</td>
<td>1</td>
</tr>
<tr>
<td>Trail guides</td>
<td>1</td>
</tr>
<tr>
<td>Trail maps</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
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

- 12% 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](image)

Question 22b

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

Results

- Among visitor groups that had members with a physical condition, 85% had difficulty accessing trails (see Figure 14).
- 12% had difficulty accessing the restrooms.
- “Other” activities or services (9%) included:
  - Access historical sites
  - Handicap access to fishing
  - Horseback riding
  - Access pull-off areas
  - Walking distances

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

*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 the person(s) have?

Results
- Among visitor groups that had members with a physical condition, 85% reported having mobility problems (see Figure 15).
- “Other” problems (14%) included:
  - Age
  - Arthritis
  - Asthma
  - Bad knees
  - Heart condition
  - Respiratory limits
  - Would tire easily

*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 attended some college (see Figure 16).
- 25% had a high school diploma/GED
- 23% had completed a bachelor’s degree.

![Figure 16: Respondents’ level of education](chart)

*N=763 individuals*

*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
• 24% of visitor groups had an annual household income of $50,000 to $74,999 (see Figure 17).
• 16% had income between $100,000 and $149,999.
• 15% 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
• 61% of visitor groups had two members in their household (see Figure 18).
• 31% had three or more members.

Figure 18: Number of people in household

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
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
- 93% 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: Visitor groups’ 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**

- 89% 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:
  - 73% Previous visits
  - 43% Friends/relatives/word of mouth
  - 41% Maps/brochures
- “Other” sources of information (5%) were:
  - Appalachian Trail
  - Backcountry office
  - Blue Green Sales Promotion
  - Books
  - Dollywood advertisement
  - Elderhostel
  - GPS
  - Little River Outfitters
  - Park visitor centers
  - Park volunteer
  - Resident of the area
  - Smoky Mountain Association
  - Travel agent

---

*total percentages do not equal 100 due to rounding

**Figure 20:** Visitor groups who obtained information about the park prior to visit

<table>
<thead>
<tr>
<th>Obtain information?</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>89%</td>
</tr>
<tr>
<td>No</td>
<td>11%</td>
</tr>
</tbody>
</table>

N=770 visitor groups

**Figure 21:** Sources of information used by visitors prior to visit

- Previous visits: 73%
- Friends/relatives/word of mouth: 43%
- Maps/brochures: 41%
- Great Smoky Mountain NP website: 30%
- Travel guides/tour books: 27%
- Other websites: 20%
- State welcome center/Chamber of Commerce: 12%
- Newspaper/magazine articles: 9%
- Information from local motel/other business: 7%
- Smokies trip planner information: 6%
- Email/telephone/written inquiry to park: 6%
- Television/radio programs/videos: 4%
- School class/program: <1%
- Other: 5%

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

N=657 visitor groups**
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
- 94% 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-six visitor groups answered this question.
- Interpret data with CAUTION!
- Additional information that visitor groups needed was:
  - Better directions to area
  - Cataloochee DVD at Palmer House Museum
  - Different route and distance of the loop
  - Fishing information on website differed from park ranger
  - Free information about hikes/points of interests
  - Hot water supply
  - Information about Indian Reservation
  - Lodging information
  - More information about the park
  - More information on Cades Cove
  - More information on roads
  - Pamphlet from park site to Gatlinburg
  - Park traffic information
  - Pet regulations
  - Pre-visit RV campsite information
  - Sunscreen/insect repellent availability
  - Trail information
  - Trail information on the website
  - Trail maps
  - Visitor center with history of the families and site
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:
  - 55% Great Smoky Mountains NP website
  - 49% Maps/brochures
  - 45% Previous visits

• “Other” sources of information (2%) were:
  Appalachian Trail
  Backcountry office
  Great Smoky Mountain Association
  Park visitor centers
  Resident of the area
  Trip research

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:
  - 35% View mountain scenery
  - 34% Visit Great Smoky Mountains NP
  - 10% 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=79 comments

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving through</td>
<td>7</td>
</tr>
<tr>
<td>Vacation</td>
<td>7</td>
</tr>
<tr>
<td>Anniversary</td>
<td>6</td>
</tr>
<tr>
<td>Attend reunion</td>
<td>5</td>
</tr>
<tr>
<td>See animals</td>
<td>5</td>
</tr>
<tr>
<td>Wedding</td>
<td>4</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>3</td>
</tr>
<tr>
<td>Own a home</td>
<td>3</td>
</tr>
<tr>
<td>Timeshare presentation</td>
<td>3</td>
</tr>
<tr>
<td>Camping</td>
<td>2</td>
</tr>
<tr>
<td>Hiking/walking</td>
<td>2</td>
</tr>
<tr>
<td>Motorcycle ride</td>
<td>2</td>
</tr>
<tr>
<td>Photography</td>
<td>2</td>
</tr>
<tr>
<td>Stay at rented cabin</td>
<td>2</td>
</tr>
<tr>
<td>Visit casino</td>
<td>2</td>
</tr>
<tr>
<td>Backpack/hike on Appalachian Trail</td>
<td>1</td>
</tr>
<tr>
<td>Business trip</td>
<td>1</td>
</tr>
<tr>
<td>Elderhostel</td>
<td>1</td>
</tr>
<tr>
<td>Enjoy visiting area</td>
<td>1</td>
</tr>
<tr>
<td>Family picnic</td>
<td>1</td>
</tr>
<tr>
<td>Golf trip</td>
<td>1</td>
</tr>
<tr>
<td>Inexpensive outing</td>
<td>1</td>
</tr>
<tr>
<td>Pancake Pantry breakfast</td>
<td>1</td>
</tr>
<tr>
<td>Pleasure</td>
<td>1</td>
</tr>
<tr>
<td>Relatives visiting</td>
<td>1</td>
</tr>
<tr>
<td>Research</td>
<td>1</td>
</tr>
<tr>
<td>Scenery and culture</td>
<td>1</td>
</tr>
<tr>
<td>See huge trees</td>
<td>1</td>
</tr>
<tr>
<td>Shops</td>
<td>1</td>
</tr>
<tr>
<td>Stayed nearby</td>
<td>1</td>
</tr>
<tr>
<td>Summer resident</td>
<td>1</td>
</tr>
<tr>
<td>Timeshare-Westgate</td>
<td>1</td>
</tr>
<tr>
<td>Tour guide</td>
<td>1</td>
</tr>
<tr>
<td>Visit Cades Cove</td>
<td>1</td>
</tr>
<tr>
<td>Visit grave yard</td>
<td>1</td>
</tr>
<tr>
<td>Visit park volunteers</td>
<td>1</td>
</tr>
<tr>
<td>Visit park/attractions</td>
<td>1</td>
</tr>
<tr>
<td>Volunteer work</td>
<td>1</td>
</tr>
<tr>
<td>Youth campout</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
- 42% of visitor groups entered the park for the first time at Gatlinburg (see Figure 26).
- 23% entered at Cherokee.
- “Other” entry locations (7%) were:
  441 Bypass
  Big Cove Road
  Blue Ridge Parkway
  Bryson City
  Cataloochee
  Cosby
  Davenport Gap
  Deep Creek
  I-40 Sevierville
  Joco Gap
  Maggie Valley
  Metcalf Bottoms
  Pigeon Forge
  Sevierville
  South end Foothills Parkway
  Swain
  Tail of the Dragon
  Waterville/Big Creek
  Waynesville

*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**
- 40% of visitor groups exited the park at Gatlinburg (see Figure 27).
- 25% exited at Cherokee
- “Other” exit locations (9%) were:
  - 441 Bypass
  - Big Cove Road
  - Blue Ridge Parkway
  - Bryson City
  - Cataloochee
  - Cosby
  - Davenport
  - Deep Creek
  - Fontana Dam
  - Joco Gap
  - Maggie Valley
  - Metcalf Bottoms
  - Parson's Branch Road
  - Pigeon Forge
  - Selan, VA
  - Sevierville
  - Sugarlands
  - Swain
  - Tail of the Dragon
  - Waynesville
  - Wears Cove
  - 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

**Figure 27: Last park exit locations**
Number of vehicles

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

Results
- 88% of visitor groups used one vehicle to arrive at the park (see Figure 28).
- 8% 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
- 53% of visitor groups spent three or more hours outside their vehicles in the park (see Figure 29).
- 17% 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
- 47% of visitor groups entered the park two to four times (see Figure 30).
- 34% entered once.
Overnight stay

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

Results
- 77% 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
- 36% of visitor groups spent four or more nights in the park (see Figure 32).
- 29% spent two nights.
- Table 10 shows the number of nights visitor groups spent at accommodations inside the park.

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

Table 10: Number of nights spent at accommodations 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>51</td>
<td>16</td>
<td>45</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>3</td>
<td>33</td>
<td>67</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>3</td>
<td>0</td>
<td>67</td>
<td>33</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
Types of accommodations inside the park

Results

- 91% of visitor groups stayed in a developed campground (see Figure 33).
- “Other” types of accommodations (5%):
  - Appalachian Trail sites
  - Casino
  - Rented house
- Table 11 shows the locations of campgrounds used by visitor groups inside the park.

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

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed campground</td>
<td>91%</td>
</tr>
<tr>
<td>Backcountry campsite</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 11: Campground locations inside the park  
N=11 locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elkmont</td>
<td>12</td>
</tr>
<tr>
<td>Cades Cove</td>
<td>8</td>
</tr>
<tr>
<td>Smokemont</td>
<td>8</td>
</tr>
<tr>
<td>Cosby</td>
<td>2</td>
</tr>
<tr>
<td>Big Creek</td>
<td>1</td>
</tr>
<tr>
<td>Bradley’s Campground</td>
<td>1</td>
</tr>
<tr>
<td>Cataloochee</td>
<td>1</td>
</tr>
<tr>
<td>Cherokee</td>
<td>1</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>1</td>
</tr>
<tr>
<td>Look Rock</td>
<td>1</td>
</tr>
<tr>
<td>RV site</td>
<td>1</td>
</tr>
</tbody>
</table>
Number of nights outside the park within 50 miles of the park

- 47% of visitor groups stayed four or more nights in the area outside the park (see Figure 34).
- 44% spent two or three nights.
- Table 12 shows the number of nights visitor groups spent at accommodations 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>6 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, motel, cabin, rented condo/home, or B&amp;B</td>
<td>443</td>
<td>10</td>
<td>47</td>
<td>27</td>
<td>16</td>
</tr>
<tr>
<td>Camping in developed campground</td>
<td>39</td>
<td>10</td>
<td>18</td>
<td>23</td>
<td>49</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Personal seasonal residence – CAUTION!</td>
<td>12</td>
<td>17</td>
<td>42</td>
<td>0</td>
<td>42</td>
</tr>
<tr>
<td>Residence of friends or relatives – CAUTION!</td>
<td>22</td>
<td>18</td>
<td>37</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>8</td>
<td>0</td>
<td>38</td>
<td>13</td>
<td>50</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 (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.
- “Other” types of lodging (2%) included:
  - Hot Springs off Appalachian Trail
  - Lodging at Gatlinburg
  - Timeshare

![Diagram](image)

*Figure 35: Types of accommodations used outside the park, within 50 miles

*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

- 53% of visitor groups spent five or more hours visiting Great Smoky Mountains NP (see Figure 36).
- 29% spent two or three hours.
- The average length of stay for visitor groups that spent less than 24 hours was 5.5 hours.

Number of days if 24 hours or more

- 52% of visitor groups spent two or three days visiting the park (see Figure 37).
- 41% spent four or more days.
- The average length of stay for visitor groups that spent 24 hours or more was 4 days.

Average time spent

- The average amount of time spent in the park for all visitor groups was 44.6 hours, or 1.9 days

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

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

Results

- 95% of visitors visited sites in the park.
- As shown in Figure 38, the most commonly visited sites at Great Smoky Mountains NP were:
  - 57% Cades Cove Loop Road
  - 42% Sugarlands Visitor Center
  - 35% Newfound Gap
- Table 13 shows “other” sites (21%) visited.

![Site Visit Frequency](image)

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>20</td>
</tr>
<tr>
<td>Chimney Tops</td>
<td>14</td>
</tr>
<tr>
<td>Elkmont</td>
<td>12</td>
</tr>
<tr>
<td>Mt. LeConte</td>
<td>10</td>
</tr>
<tr>
<td>Smokemont</td>
<td>6</td>
</tr>
<tr>
<td>Tremont</td>
<td>6</td>
</tr>
<tr>
<td>Balsam Mountain</td>
<td>4</td>
</tr>
<tr>
<td>Metcalf Bottoms</td>
<td>4</td>
</tr>
<tr>
<td>Overlook areas</td>
<td>4</td>
</tr>
<tr>
<td>Rainbow Falls</td>
<td>4</td>
</tr>
<tr>
<td>Trails</td>
<td>4</td>
</tr>
<tr>
<td>Appalachian Trail</td>
<td>3</td>
</tr>
<tr>
<td>Chimney Tops Picnic Area</td>
<td>3</td>
</tr>
<tr>
<td>Foothills Parkway</td>
<td>3</td>
</tr>
<tr>
<td>Grotto Falls</td>
<td>3</td>
</tr>
<tr>
<td>Kephart Prong Trail</td>
<td>3</td>
</tr>
<tr>
<td>Laurel Falls Trail</td>
<td>3</td>
</tr>
<tr>
<td>Little River</td>
<td>3</td>
</tr>
<tr>
<td>Parsons Branch Road</td>
<td>3</td>
</tr>
<tr>
<td>Abrams Falls</td>
<td>2</td>
</tr>
<tr>
<td>Alum Cave Bluff</td>
<td>2</td>
</tr>
<tr>
<td>Alum Cave</td>
<td>2</td>
</tr>
<tr>
<td>Andrews Bald</td>
<td>2</td>
</tr>
<tr>
<td>Cable Mill</td>
<td>2</td>
</tr>
<tr>
<td>Cades Cove</td>
<td>2</td>
</tr>
<tr>
<td>Cades Cove Campground</td>
<td>2</td>
</tr>
<tr>
<td>Cherokee Valley</td>
<td>2</td>
</tr>
<tr>
<td>Chimney Rock</td>
<td>2</td>
</tr>
<tr>
<td>Dry Creek</td>
<td>2</td>
</tr>
<tr>
<td>Fremont Home</td>
<td>2</td>
</tr>
<tr>
<td>Greenbrier School House</td>
<td>2</td>
</tr>
<tr>
<td>Heintooga</td>
<td>2</td>
</tr>
<tr>
<td>Quiet Walkways</td>
<td>2</td>
</tr>
<tr>
<td>Ramsey Cascades</td>
<td>2</td>
</tr>
<tr>
<td>River Trail</td>
<td>2</td>
</tr>
<tr>
<td>Road to Nowhere</td>
<td>2</td>
</tr>
<tr>
<td>Sinks</td>
<td>2</td>
</tr>
<tr>
<td>Walker Sisters Home</td>
<td>2</td>
</tr>
<tr>
<td>Waterfalls</td>
<td>2</td>
</tr>
<tr>
<td>Abrams Creek</td>
<td>1</td>
</tr>
<tr>
<td>Albright Grove</td>
<td>1</td>
</tr>
<tr>
<td>Arch Rock Trail</td>
<td>1</td>
</tr>
<tr>
<td>Balsom</td>
<td>1</td>
</tr>
<tr>
<td>Bryson City</td>
<td>1</td>
</tr>
<tr>
<td>Cascade Falls</td>
<td>1</td>
</tr>
<tr>
<td>Charles Bunion</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>Chastern Waterfall</td>
<td>1</td>
</tr>
<tr>
<td>Cherokee to Pigeon Forge scenic drive</td>
<td>1</td>
</tr>
<tr>
<td>Chestnut Top Trail</td>
<td>1</td>
</tr>
<tr>
<td>Chimney picnic area</td>
<td>1</td>
</tr>
<tr>
<td>Collins Creek</td>
<td>1</td>
</tr>
<tr>
<td>Creek walk right before park entrance</td>
<td>1</td>
</tr>
<tr>
<td>Fontana area</td>
<td>1</td>
</tr>
<tr>
<td>Happy Holiday Campground</td>
<td>1</td>
</tr>
<tr>
<td>Heintooga Ridge Road</td>
<td>1</td>
</tr>
<tr>
<td>Hellbender 28</td>
<td>1</td>
</tr>
<tr>
<td>In the creeks in the rain</td>
<td>1</td>
</tr>
<tr>
<td>Lakeview Entrance</td>
<td>1</td>
</tr>
<tr>
<td>Laurel Falls</td>
<td>1</td>
</tr>
<tr>
<td>Laurel Hill</td>
<td>1</td>
</tr>
<tr>
<td>Little River Road</td>
<td>1</td>
</tr>
<tr>
<td>Mingo Falls</td>
<td>1</td>
</tr>
<tr>
<td>Mingus Creek Trail</td>
<td>1</td>
</tr>
<tr>
<td>Museum</td>
<td>1</td>
</tr>
<tr>
<td>Near institute</td>
<td>1</td>
</tr>
<tr>
<td>Old growth quiet walkways</td>
<td>1</td>
</tr>
<tr>
<td>Picnic area</td>
<td>1</td>
</tr>
<tr>
<td>Rich Mountain Road</td>
<td>1</td>
</tr>
<tr>
<td>Roadside</td>
<td>1</td>
</tr>
<tr>
<td>Rode through Foothills, 321, and 441</td>
<td>1</td>
</tr>
<tr>
<td>School</td>
<td>1</td>
</tr>
<tr>
<td>Sliding Rock</td>
<td>1</td>
</tr>
<tr>
<td>Smoky Mountains Institute</td>
<td>1</td>
</tr>
<tr>
<td>Spruce Mountain</td>
<td>1</td>
</tr>
<tr>
<td>Sugarland</td>
<td>1</td>
</tr>
<tr>
<td>Tail of the Dragon</td>
<td>1</td>
</tr>
<tr>
<td>Townsend</td>
<td>1</td>
</tr>
<tr>
<td>Traveled through park on 441 and on road through</td>
<td>1</td>
</tr>
<tr>
<td>east end of park from Gatlinburg to Cherokee</td>
<td>1</td>
</tr>
<tr>
<td>Twin Chimney</td>
<td>1</td>
</tr>
<tr>
<td>Waterfalls</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
Question 6b  
Next, only for the sites that you visited, please list the amount of time you spent at each location in hours or days.

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

### Table 14a: Number of hours spent at park sites  
N=number of visitor groups

<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>374</td>
<td>7</td>
<td>21</td>
<td>27</td>
<td>44</td>
</tr>
<tr>
<td>Deep Creek</td>
<td>44</td>
<td>23</td>
<td>22</td>
<td>16</td>
<td>39</td>
</tr>
<tr>
<td>Cosby</td>
<td>30</td>
<td>47</td>
<td>17</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Roaring Fork Motor Nature Trail</td>
<td>142</td>
<td>20</td>
<td>37</td>
<td>18</td>
<td>25</td>
</tr>
<tr>
<td>Sugarlands Visitor Center</td>
<td>280</td>
<td>80</td>
<td>16</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Newfound Gap</td>
<td>228</td>
<td>74</td>
<td>14</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Cosby</td>
<td>216</td>
<td>41</td>
<td>37</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Mingus Mill</td>
<td>100</td>
<td>80</td>
<td>17</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Oconaluftee Visitor Center</td>
<td>202</td>
<td>83</td>
<td>12</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Mountain Farm Museum</td>
<td>181</td>
<td>65</td>
<td>26</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Cataloochee</td>
<td>51</td>
<td>10</td>
<td>20</td>
<td>25</td>
<td>45</td>
</tr>
<tr>
<td>Big Creek – CAUTION!</td>
<td>14</td>
<td>57</td>
<td>21</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Look Rock – CAUTION!</td>
<td>16</td>
<td>69</td>
<td>13</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Greenbrier</td>
<td>41</td>
<td>15</td>
<td>20</td>
<td>24</td>
<td>41</td>
</tr>
<tr>
<td>Other</td>
<td>117</td>
<td>12</td>
<td>18</td>
<td>18</td>
<td>52</td>
</tr>
</tbody>
</table>

### Table 14b: Number of days spent at park sites – CAUTION!  
N=number of visitor groups

<table>
<thead>
<tr>
<th>Location</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Creek</td>
<td>8</td>
<td>0</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Cosby</td>
<td>3</td>
<td>0</td>
<td>67</td>
<td>33</td>
</tr>
<tr>
<td>Newfound Gap</td>
<td>5</td>
<td>40</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Clingmans Dome</td>
<td>3</td>
<td>67</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>Cataloochee</td>
<td>7</td>
<td>29</td>
<td>57</td>
<td>14</td>
</tr>
<tr>
<td>Big Creek</td>
<td>2</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Look Rock</td>
<td>2</td>
<td>0</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Other</td>
<td>13</td>
<td>15</td>
<td>62</td>
<td>23</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
Visitor center visits

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

Results  
- 72% of visitor groups visited either Sugarlands or Oconaluftee Visitor Centers (see Figure 39).

![Figure 39: Visitor groups that visited park visitor centers](image)

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:
  - 82% Use restrooms
  - 80% Obtain information
- “Other” reasons (9%) were:
  - Attend ranger program
  - Buy gifts
  - Discuss fauna with wildlife expert
  - Fill water bottles
  - Get a drink
  - Get a map
  - Get advice
  - Get hiking recommendations
  - Junior Ranger program
  - Meet up with group
  - Obtain passport stamp
  - Parking
  - Pick up backcountry permit
  - Picnic lunch
  - Purchase jam
  - Purchase souvenirs
  - Quiet trail
  - See farm

![Figure 40: Reasons for visiting park visitor centers](image)

*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 reasons visitor groups did not visit the visitor centers were:
  - 81% Have visited in the past
  - 26% Not enough time

- “Other” reasons (9%) were:
  - Did not know about them
  - Did not think about it
  - Familiar with area
  - Flat-land leafers
  - Have information needed
  - It was raining
  - Just passing through
  - Live near Cherokee
  - Not going that way
  - Not part of the agenda
  - Not sure of location
  - Not within proximity
  - Resident
  - Tired and ready to go home
  - Too crowded
  - Visited store at Cades Cove

![Figure 41: Reasons for not visiting park visitor centers]
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:
  - 94% Viewing scenery/taking scenic drive
  - 74% Viewing wildlife
  - 61% Walking/hiking

- "Other" activities (4%) visitor groups expected to participate in were:
  - Bird watching
  - Collecting beetles
  - Creek wading
  - Exploring
  - Golf
  - Hayride
  - Horse buggy ride
  - Journal content
  - Junior Ranger program
  - Just walking
  - Motorcycling
  - Rafting
  - Riding Blue Ridge Parkway
  - Shopping
  - Shows in Pigeon Forge
  - Spa visit
  - Viewing fall leaves
  - Viewing huge trees
  - Visiting Cades Coves
  - Visiting old mill
  - Visiting Sugarlands
  - Visiting waterfalls

Figure 42: Expected activities

*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:
  - 94% Viewing scenery/taking scenic drive
  - 65% Viewing wildlife
  - 59% Walking/hiking

- “Other” activities (5%) visitor groups participated in were:
  - Collecting beetles
  - Creek wading
  - Dollywood
  - Exploring
  - Fall foliage
  - Finding family history
  - Gatlinburg Craftsmen Fair
  - Golf
  - Hayride
  - Horse buggy ride
  - Journal contact
  - Junior Ranger program
  - Just taking it all in
  - Motorcycling
  - Mountain Farm Museum
  - Relaxing
  - Seeing huge trees
  - Seeing Juney Whank Falls, Indian Creek, and Tom Branch
  - Shopping
  - Spa visit
  - Viewing film
  - Viewing Lauren Falls
  - Visiting Cades Cove
  - Visiting waterfalls

*N=713 visitor groups**

![Figure 43: Activities on this visit](attachment://figure_43.png)

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

Question 7c
Which 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:
  - 52% Viewing scenery/taking scenic drive
  - 20% Walking/hiking
- “Other” activities (3%) were:
  Collecting beetles
  Fall foliage
  Finding family history
  Hayride
  Just taking it all in
  Motorcycling
  Visiting Cades Cove
  Visiting Dollywood
  Visiting Mountain Farm Museum
  Wading in creeks
  Walking Ocanaluftee Indian

Figure 44: Most important activity

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
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:
  - 83% Park brochure/map
  - 54% Visitor center information desk
  - 49% Self-guided nature trails
- The least used service/facility was:
  - 4% Junior Ranger program

Figure 45: Information services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance ratings of information services and facilities

Question 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 of 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:
  
  88% Assistance from park staff
  85% Visitor center information desk
  84% Park website

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

- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest “not important” rating was:
  
  16% 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
Figure 47: Importance of park brochure/map

Figure 48: Importance of park newspaper:
Smokies Guide

Figure 49: Importance of visitor center information desk

Figure 50: Importance of visitor center exhibits

*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

Figure 52: Importance of assistance from park staff

Figure 53: Importance of self-guided nature trails

Figure 54: Importance of sales items in visitor center bookstore (selection, price, etc.)
Figure 55: Importance of evening programs in campgrounds

Figure 56: Importance of ranger-led walks/talks

Figure 57: Importance of Junior Ranger program

Figure 58: Importance of roadside exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
*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 of 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:
  - 95% Assistance from park staff
  - 93% Visitor center information desk
  - 91% Visitor center movie
  - 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:
  - 3% Ranger-led walks/talks

*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

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

- Very good: 53%
- Good: 37%
- Average: 8%
- Poor: 1%
- Very poor: <1%

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

- Very good: 47%
- Good: 39%
- Average: 11%
- Poor: 2%
- Very poor: 1%

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

- Very good: 65%
- Good: 28%
- Average: 5%
- Poor: 2%
- Very poor: <1%

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

- Very good: 49%
- Good: 37%
- Average: 12%
- Poor: 2%
- Very poor: <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 66: Quality of visitor center movie

Figure 67: Quality of assistance from park staff

Figure 68: Quality of self-guided nature trails

Figure 69: Quality of sales items in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 70: Quality of evening programs in campgrounds

Figure 71: Quality of ranger-led walks/talks

Figure 72: Quality of Junior Ranger program

Figure 73: Quality of roadside exhibits

*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

- **Very good**: 36%
- **Good**: 38%
- **Average**: 21%
- **Poor**: 4%
- **Very poor**: 1%

Number of respondents: N=81 visitor groups

Figure 75: Quality of park website

- **Very good**: 50%
- **Good**: 36%
- **Average**: 12%
- **Poor**: 2%
- **Very poor**: 1%

Number of respondents: N=188 visitor groups*

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

*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 of information services and facilities

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

- All information 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 13d
If you and your personal group have comments on any of the above services and facilities, please list them below.

Results
- Nine percent of visitor groups (N=74) 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 more detailed maps</td>
</tr>
<tr>
<td></td>
<td>Needed better directions</td>
</tr>
<tr>
<td></td>
<td>No comment provided</td>
</tr>
<tr>
<td></td>
<td>It was great</td>
</tr>
<tr>
<td></td>
<td>There are no trails on the park brochure</td>
</tr>
<tr>
<td></td>
<td>Use different colors for different aspects of the park</td>
</tr>
<tr>
<td></td>
<td>Would like to have Blue Ridge Parkway maps available</td>
</tr>
<tr>
<td></td>
<td>Would like to purchase one online prior to visit</td>
</tr>
<tr>
<td>Visitor center</td>
<td>Enjoyed visitor center at Townsend</td>
</tr>
<tr>
<td></td>
<td>Need visitor center at Catalochee</td>
</tr>
<tr>
<td></td>
<td>Purchased souvenirs</td>
</tr>
<tr>
<td>Visitor center information desk</td>
<td>Unfriendly ranger at Oconoluftee</td>
</tr>
<tr>
<td></td>
<td>Enjoyed ranger at Oconolufee</td>
</tr>
<tr>
<td></td>
<td>Enjoyed staff</td>
</tr>
<tr>
<td></td>
<td>Enjoyed talking to ranger</td>
</tr>
<tr>
<td></td>
<td>Friendly staff</td>
</tr>
<tr>
<td></td>
<td>Helpful ranger at Sugarlands</td>
</tr>
<tr>
<td></td>
<td>Helpful staff</td>
</tr>
<tr>
<td></td>
<td>Include self-assessment for hiking ability</td>
</tr>
<tr>
<td></td>
<td>Very informational</td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td>Include grist mill operation</td>
</tr>
<tr>
<td></td>
<td>Removed items at Sugarland Visitor Center should be photographed</td>
</tr>
<tr>
<td></td>
<td>Sugarlands Visitor Center museum was informative</td>
</tr>
<tr>
<td></td>
<td>Update to provide more natural history information</td>
</tr>
<tr>
<td>Visitor center movie</td>
<td>Enjoyed movie</td>
</tr>
<tr>
<td></td>
<td>Expected movie, but there was none</td>
</tr>
<tr>
<td></td>
<td>Movie times not posted</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>Services/facilities</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td>Staff was knowledgeable</td>
</tr>
<tr>
<td></td>
<td>Rangers were great</td>
</tr>
<tr>
<td></td>
<td>Staff was helpful</td>
</tr>
<tr>
<td></td>
<td>Always nice to talk to rangers</td>
</tr>
<tr>
<td></td>
<td>Elk volunteers were very helpful</td>
</tr>
<tr>
<td></td>
<td>Excellent guide</td>
</tr>
<tr>
<td></td>
<td>Good information about elk herd</td>
</tr>
<tr>
<td></td>
<td>Guide at Gatlinburg center uninformed about hikes</td>
</tr>
<tr>
<td></td>
<td>Ranger at Cades Cove was informative</td>
</tr>
<tr>
<td></td>
<td>Ranger gave good directions when we got lost</td>
</tr>
<tr>
<td></td>
<td>Staff at Sugarlands visitor center was helpful</td>
</tr>
<tr>
<td>Self-guided nature trails</td>
<td>Improve marking</td>
</tr>
<tr>
<td></td>
<td>Grade of trail should be specified</td>
</tr>
<tr>
<td></td>
<td>Keep horses off Appalachian trail</td>
</tr>
<tr>
<td></td>
<td>Repave roads</td>
</tr>
<tr>
<td></td>
<td>Trailhead difficult to find</td>
</tr>
<tr>
<td>Sales items in visitor center bookstore</td>
<td>Have more American-made souvenirs</td>
</tr>
<tr>
<td></td>
<td>Need bigger sizes</td>
</tr>
<tr>
<td></td>
<td>Need more help in bookstore</td>
</tr>
<tr>
<td></td>
<td>Need new postcards</td>
</tr>
<tr>
<td></td>
<td>Sales items improved at Oconaluftee</td>
</tr>
<tr>
<td>Evening programs in campgrounds</td>
<td>There were no programs available</td>
</tr>
<tr>
<td></td>
<td>Ranger should announce programs in the campgrounds</td>
</tr>
<tr>
<td>Ranger-led walks/talks</td>
<td>Add fall campground ranger programs</td>
</tr>
<tr>
<td></td>
<td>Excellent ranger</td>
</tr>
<tr>
<td></td>
<td>Ranger was knowledgeable</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>No comment provided</td>
</tr>
<tr>
<td>Park bookstores</td>
<td>Need bigger sizes</td>
</tr>
<tr>
<td></td>
<td>Need new postcards</td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td>Enforce graffiti laws</td>
</tr>
<tr>
<td></td>
<td>Exhibits on basket weaving</td>
</tr>
<tr>
<td></td>
<td>Exhibits on blacksmithing</td>
</tr>
<tr>
<td></td>
<td>Needs paving</td>
</tr>
<tr>
<td></td>
<td>Needs to be cleaned</td>
</tr>
<tr>
<td></td>
<td>Needs traffic control</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
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:
  - 90% Restrooms
  - 64% Trails
  - 53% Roadway directional signs outside park

- The least used service/facility was:
  - 3% 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 of 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:
  - 94% Restrooms
  - 91% Campgrounds
  - 91% Trails
- 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:
  - 11% 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 80: Importance of restrooms

Figure 81: Importance of trails

Figure 82: Importance of backcountry trail shelters

Figure 83: Importance 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 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: 62%
- Very important: 27%
- Moderately important: 9%
- Somewhat important: 2%
- Not important: 0%

N=380 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 of 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:

  94% Trails
  87% 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 ratings 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)

Figure 95: Quality of picnic areas

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

Figure 97: Quality 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 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 of 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.

Figure 99: Mean scores of importance and quality ratings of visitor services/facilities

Figure 100: Detail of Figure 99

*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

- Eleven percent of visitor groups (N=89) provided comments on visitor services and facilities (see Table 16).

Table 16: Comments on visitor services and facilities

<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 Greenbrier</td>
</tr>
<tr>
<td></td>
<td>Need more restrooms to use on scenic 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 precipices</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>Litter in bushes</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>People take the wrong one out at Elijah Oliver Place</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>
</table>
| Trails (continued) | Signage was confusing  
| | Some trails in poor shape due to overuse  
| | Some trails were short but extremely difficult  
| | There were no signs  
| | Too much motorcycle noise echoing up mountains  
| | Trails marked “easy” were not always easy  
| | Would like mountain bike trails  |
| Backcountry trail shelters | There should be more information  |
| Backcountry campsites | Backcountry campsite number 29 was rated as a “2”  |
| Campgrounds (other than backcountry) | Excellent campground hosts  
| | Need electricity/water hookups  
| | Need hot showers  
| | Could be cleaner  
| | Elkmont has poor lighting  
| | Have not been upgraded for years  
| | Nice  
| | No dump stations were available  
| | No noise from generators  
| | Overhead needs to be cleared  
| | Smokemont, Elkmont, and Cataloochee campgrounds were nice  
| | Washer and dryer would be great  
| | We used to camp, and loved Tremont and Cades Cove  |
| Picnic areas | Would like to have more available  
| | Clean/well maintained  
| | Crowded  
| | Beautiful  
| | Chimney Top Picnic area needs more parking  
| | Enjoyed picnicking in Melton  
| | Huge and covered pavilion was great during shower  
| | It is small  
| | It was fun  
| | Laurel Falls area was crowded  
| | Liked the improvements in Chimney Park  
| | Need one in Cataloochee Valley  
| | Needed cleaning  
| | Not enough picnic tables at Cataloochee  
| | Playground and bathrooms would be good  
| | Would have stayed but there was no parking  |

*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>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>
<tr>
<td>Roads</td>
<td>Cades Cove roads need repair</td>
</tr>
</tbody>
</table>
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 of attributes/resources that were rated by 30 or more visitor groups.

- The attributes/resources that received the highest combined proportions of "extremely important" and "very important" ratings were:

  96% Scenic views
  92% Clean air/visibility
  89% Clean water

- Of the attributes/resources that were rated by 30 or more visitor groups, the one receiving the highest "not important" rating was:

  39% Educational opportunities

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

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>N</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>773</td>
<td>1</td>
<td>&lt;1</td>
<td>3</td>
<td>26</td>
<td>70</td>
</tr>
<tr>
<td>Plants</td>
<td>729</td>
<td>3</td>
<td>7</td>
<td>23</td>
<td>31</td>
<td>36</td>
</tr>
<tr>
<td>Animals</td>
<td>755</td>
<td>1</td>
<td>4</td>
<td>16</td>
<td>32</td>
<td>47</td>
</tr>
<tr>
<td>Clean water</td>
<td>742</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>29</td>
<td>60</td>
</tr>
<tr>
<td>Clean air/visibility</td>
<td>741</td>
<td>&lt;1</td>
<td>1</td>
<td>6</td>
<td>29</td>
<td>63</td>
</tr>
<tr>
<td>Solitude</td>
<td>727</td>
<td>3</td>
<td>6</td>
<td>25</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>743</td>
<td>1</td>
<td>4</td>
<td>14</td>
<td>37</td>
<td>43</td>
</tr>
<tr>
<td>Dark, starry night sky</td>
<td>695</td>
<td>15</td>
<td>13</td>
<td>24</td>
<td>25</td>
<td>23</td>
</tr>
<tr>
<td>Historic buildings</td>
<td>729</td>
<td>8</td>
<td>12</td>
<td>30</td>
<td>29</td>
<td>21</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>712</td>
<td>11</td>
<td>18</td>
<td>31</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, camping, fishing, etc.)</td>
<td>724</td>
<td>9</td>
<td>8</td>
<td>21</td>
<td>24</td>
<td>38</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, 11% of visitor groups would be interested in purchasing sales items that are not currently available (see Figure 102).

**Figure 102: Visitor groups’ interest in sales items on a future visit**

**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:
  
  - 43% Additional maps
  - 35% Additional publications

**Figure 103: Bookstore sales items preferred for purchase on a future visit**

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Subjects for additional publications suggested by visitor groups were:

- Board books for toddlers
- Better maps and information
- Better selection of calendars
- Blacksmithing
- Books for 12-13 year olds
- Camping
- Cataloochee CD Historical
- Cherokee Indian
- Covered bridges
- George Masa
- Guides on things to see
- History
- Horace Kephnet
- How-to books
- Information on Blue Ridge Parkway
- Ken Jenkins calendar
- Local prints
- Lost (book)
- Mountains
- Old fruit trees
- Old maps of the area
- Trees
- Trail information
- Vintage pictures of original residents
- Waterfalls
- Ways things were done
- Wildflower
- Wildlife

“Other” sales items (50%) included:

- 1934 Topographical map
- Animal stickers
- Any American made items
- Basic hiking needs
- Batteries
- Beef/venison jerky
- Better selection of affordable t-shirts
- Books on CD
- Bottled water
- Camera supplies (batteries)
- Childrens games/books
- Food/snacks
- Good backpack
- Historical DVD’s of Cataloochee
- Cross-stitch patterns/kits of area buildings
- Hot pepper relish not in stock
- Insect spray
- Items for pre-teen 12-13 year olds
- Local crafts
- More clothing - rainsuits, etc.
- More large photographs of mountains
- National Park Service souvenirs with park logo
- New park patches
- New pins
- Open license plate brackets
- Placemats
- Plus size t-shirts
- Poster stock was depleted
- Reasonably priced clothing
- Sunscreen
- Topographic maps
- Water bottles
- Wildflower patterns for cross-stitch
- Wildflowers

*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
- 61% of visitor groups were interested in camping on a future visit (see Figure 104).

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

![Camping services results graph](image)

Showers
- 87% of the visitor groups that were interested in camping would like to have showers available in campgrounds (see Figure 105).

Figure 105: Visitor groups' interest in having showers available

![Showers results graph](image)

Electrical and water hookups in campground
- 75% 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

![Electrical and water hookups results graph](image)

*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
- 94% of visitors rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 107).
- Fewer than 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=389) responded to this question.

- Table 18 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

### Table 18: Additional comments

N=562 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>Park staff were helpful/friendly</td>
<td>6</td>
</tr>
<tr>
<td>Ranger was helpful</td>
<td>5</td>
</tr>
<tr>
<td>Rangers were great</td>
<td>4</td>
</tr>
<tr>
<td>Volunteers are an asset</td>
<td>3</td>
</tr>
<tr>
<td>Enjoyed guide</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Re-pave/improve the roads</td>
<td>17</td>
</tr>
<tr>
<td>Clean park/facilities</td>
<td>11</td>
</tr>
<tr>
<td>Well-maintained park</td>
<td>5</td>
</tr>
<tr>
<td>Add/improve trail signage</td>
<td>4</td>
</tr>
<tr>
<td>Add restrooms</td>
<td>3</td>
</tr>
<tr>
<td>Increase/improve directional signs</td>
<td>4</td>
</tr>
<tr>
<td>Add restrooms on trails</td>
<td>2</td>
</tr>
<tr>
<td>Add showers to campgrounds</td>
<td>2</td>
</tr>
<tr>
<td>Clear vegetation from roadside viewing areas</td>
<td>2</td>
</tr>
<tr>
<td>More parking needed at trailheads</td>
<td>2</td>
</tr>
<tr>
<td>Pave during the off season</td>
<td>2</td>
</tr>
<tr>
<td>Pave the roads</td>
<td>2</td>
</tr>
<tr>
<td>Replace pit toilets with flush toilets</td>
<td>2</td>
</tr>
<tr>
<td>Road construction was disruptive</td>
<td>2</td>
</tr>
<tr>
<td>Too few pull-outs</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>32</td>
</tr>
<tr>
<td><strong>CONCESSION SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>5</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>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Need more trail information</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>15</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Too much traffic</td>
<td>11</td>
</tr>
<tr>
<td>Charge an entrance fee</td>
<td>8</td>
</tr>
<tr>
<td>Park was crowded</td>
<td>8</td>
</tr>
<tr>
<td>Preserve the park</td>
<td>6</td>
</tr>
<tr>
<td>Motorcycle noise disturbing</td>
<td>5</td>
</tr>
<tr>
<td>Charge an entrance fee at Cades Cove</td>
<td>4</td>
</tr>
<tr>
<td>Reduce traffic</td>
<td>4</td>
</tr>
<tr>
<td>Do not allow development impact scenic beauty</td>
<td>3</td>
</tr>
<tr>
<td>Increase traffic regulations enforcement</td>
<td>3</td>
</tr>
<tr>
<td>Provide shuttles/alternative transportation</td>
<td>3</td>
</tr>
<tr>
<td>No public transportation</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>27</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Air quality/haze was noticeable</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyable visit</td>
<td>103</td>
</tr>
<tr>
<td>Beautiful place</td>
<td>44</td>
</tr>
<tr>
<td>We love the park</td>
<td>34</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>23</td>
</tr>
<tr>
<td>Great park</td>
<td>18</td>
</tr>
<tr>
<td>Will return</td>
<td>16</td>
</tr>
<tr>
<td>Enjoyed scenery/views</td>
<td>12</td>
</tr>
<tr>
<td>Longtime/frequent visitors</td>
<td>12</td>
</tr>
<tr>
<td>Enjoyed hiking/walking</td>
<td>10</td>
</tr>
<tr>
<td>Enjoyed seeing wildlife</td>
<td>6</td>
</tr>
<tr>
<td>Thank you</td>
<td>6</td>
</tr>
<tr>
<td>Enjoyed fall colors</td>
<td>5</td>
</tr>
<tr>
<td>Love Cades Cove</td>
<td>5</td>
</tr>
<tr>
<td>Park is a national treasure</td>
<td>4</td>
</tr>
<tr>
<td>Local resident</td>
<td>3</td>
</tr>
<tr>
<td>Enjoyed nature</td>
<td>2</td>
</tr>
<tr>
<td>Hoped to see more wildlife</td>
<td>2</td>
</tr>
<tr>
<td>Proud to be from North Carolina</td>
<td>2</td>
</tr>
<tr>
<td>Some drivers were rude</td>
<td>2</td>
</tr>
<tr>
<td>Weather was rainy</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>19</td>
</tr>
</tbody>
</table>
APPENDICES

Appendix 1: The Questionnaire
Great Smoky Mountains National Park
Visitor Study
United States Department of the Interior
NATIONAL PARK SERVICE
Great Smoky Mountains National Park
107 Park Headquarters Road
Gatlinburg, TN 37738

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: littlje@uidaho.edu.

We appreciate your help.

Sincerely,

Dale A. Dittrman
Superintendent

---

DIRECTIONS

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)

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: littlje@uidaho.edu.

---

Please go to the next page ➔
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 (●)
- Obtained no information prior to visit
- Previous visits
- Friends/relatives/word of mouth
- Travel guides/tour books (such as AAA, etc.)
- Maps/brochures
- Newspaper/magazine articles
- E-mail/telephone/written inquiry to park
- Television/radio programs/DVDs
- Great Smoky Mountains NP website: www.nps.gov/grsm/
- Other websites
- Smokies trip planner information (by mail or internet)
- State welcome center/Chamber of Commerce
- School class/program
- Information from local motel or other business
- Other (Please specify)

b) On future visits (●)
- Go to part b of this 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?
- Yes □ 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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Gallatin</th>
<th>Townsend</th>
<th>Cades Cove</th>
<th>Cherokee</th>
<th>Other (Please specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) First entry</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>into park</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>b) Last exit</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>from park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

- Resident of area □
- Visit Great Smoky Mountains NP □
- Visit other area attractions (theme parks, shopping, shows, etc) □
- Attend area special event □
- View mountain scenery □
- Participate in area recreation (hiking, rafting, fishing, etc.) □
- Visit friends/relatives in the area □
- Business □
- 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. ¼ hr, 1 ½ hrs, 5 ¾ hrs)

- OR

- Number of days if 24 hours or more (e.g. 1 ¼ day, 2 ½ days, 3 ¾ 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.

<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>
<tr>
<td>Cades Cove Loop Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deep Creek</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosby</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roaring Fork Motor Nature Trail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugarlands Visitor Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newfound Gap</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clingmans Dome</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mingus Mill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oconaluftee Visitor Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mountain Farm Museum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cataloochee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Creek</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Look Rock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenbrier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Great Smoky Mountains National Park Visitor Study

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)

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)

Expected ___________________ 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

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

<table>
<thead>
<tr>
<th>b) Number of nights inside park</th>
<th>c) Number of nights outside park within 50 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, motel, cabin, rented condo/home, or bed &amp; breakfast</td>
<td>Outside park within 50 miles</td>
</tr>
<tr>
<td>Camping in developed campground</td>
<td></td>
</tr>
<tr>
<td>Camping location inside park</td>
<td></td>
</tr>
<tr>
<td>Backcountry campsite</td>
<td></td>
</tr>
<tr>
<td>Personal seasonal residence</td>
<td></td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected</th>
<th>Participated in</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

<table>
<thead>
<tr>
<th>b) Number of nights inside park</th>
<th>c) Number of nights outside park within 50 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, motel, cabin, rented condo/home, or bed &amp; breakfast</td>
<td>Outside park within 50 miles</td>
</tr>
<tr>
<td>Camping in developed campground</td>
<td></td>
</tr>
<tr>
<td>Camping location inside park</td>
<td></td>
</tr>
<tr>
<td>Backcountry campsite</td>
<td></td>
</tr>
<tr>
<td>Personal seasonal residence</td>
<td></td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected</th>
<th>Participated in</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.
b) If YES, what items would you like to have available for purchase? Please mark (●) all that apply.

○ Additional publications (books, brochures, etc.)

● List subjects that you are interested in: ________________________________

○ 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

Shower □ 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.

   a) Information services and facilities used

<table>
<thead>
<tr>
<th>b) If used, how important?</th>
<th>1=Not important</th>
<th>2=Slightly important</th>
<th>3=Neither important nor important</th>
<th>4=Important</th>
<th>5=Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park newspaper: Smokies Guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center information desk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center movie</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-guided nature trails</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales items in visitor center bookstore (selection, price, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening programs in campgrounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led walks/talks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulletin boards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park bookstores (sales item selection, price, etc.)</td>
<td></td>
<td></td>
<td></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>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Service/facility (List) ________________ Comment (Please be specific) ________________
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.

<table>
<thead>
<tr>
<th>a) Visitor services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Mark (*) )</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Restrooms</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Trails</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Backcountry trail shelters</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Backcountry campsites</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.

- Very poor
- Poor
- Average
- Good
- Very good

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 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.

   a) Current age
   b) U.S. Zip Code or name of country other than U.S.
   c) Number of visits made to Great Smoky Mountains NP (including this visit) lifetime

   Yourself
   Member #2
   Member #3
   Member #4
   Member #5
   Member #6
   Member #7

   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)
Great Smoky Mountains National Park Visitor Study

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>YES, 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>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>
</tbody>
</table>

b) What is your race? What is the race of each member of your personal group? Please mark (●) one or more for you and each group member.

| American Indian or Alaska Native | O | O | O | O | O | O |
| Asian | O | O | O | O | O | O |
| Black or African American | O | O | O | O | O | O |
| Native Hawaiian or other Pacific Islander | O | O | O | O | O | O |
| White | O | O | O | O | O | O |

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
- [X] 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
- [ ] Ranger-led activities/programs
- [ ] Trails
- [ ] Visitor center exhibits
- [ ] Restrooms
- [ ] 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
- [ ] Don't know
- [ ] 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?

______________________________________________________________________________

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

© Printed on recycled paper
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.

- Obtain information prior to visit?
- 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
- Stopped at any park locations?
- Sites visited
- Time spent in each site
- Expected activities
- Activities on this visit
- Overnight stay away from home within 50 miles of park?
- Number of nights inside/outside park

- Type of lodging inside/outside park
- Visited visitor centers?
- Reasons for visiting visitor centers
- Reasons for not visiting visitor centers
- Interest in sales items on a future visit
- Sales items preferred for purchase in park bookstore
- 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)
- Need services in other languages?
- Ethnicity/race
- Group member with physical condition making access/participation difficult
- Activities/services visitors with disabilities had difficulty accessing or participating
- 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: littlejohn@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 park. In Great Smoky Mountains National Park survey, 152 respondents reported to be an older person in the group rather than the person who accepted the survey at the park. 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. Chumash 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 & Preserve (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
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Preserve
183. Zion National Park (spring and fall)
Visitor Services Project Publications (continued)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park
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
205.1 Great Smoky Mountains National Park (summer)
205.2 Great Smoky Mountains National Park (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

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.