Rocky Mountain National Park
Visitor Study

Winter 2011
ON THE COVER
Tundra at Rocky Mountain National Park
Pen and ink courtesy of Rocky Mountain National Park
Rocky Mountain National Park Visitor Study

Winter 2011

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Visitor Services Project
Park Studies Unit
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Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Contents

Executive Summary ........................................................................................................v
Acknowledgements ........................................................................................................ vii
About the Authors .......................................................................................................... vii

Introduction ......................................................................................................................1
Organization of the Report ............................................................................................ 1
Presentation of the Results ............................................................................................... 2

Methods ............................................................................................................................ 3
Survey Design and Procedures ....................................................................................... 3
  Sample size and sampling plan ..................................................................................... 3
  Questionnaire design ..................................................................................................... 3
  Survey procedure .......................................................................................................... 4
  Data analysis .................................................................................................................. 4
  Limitations ..................................................................................................................... 5
  Special conditions ......................................................................................................... 5
  Checking non-response bias ........................................................................................ 6

Results ............................................................................................................................... 7
Group and Visitor Characteristics .................................................................................... 7
  Visitor group size ........................................................................................................... 7
  Visitor group type .......................................................................................................... 7
  Visitors with organized groups ..................................................................................... 8
  United States visitors by state of residence ................................................................. 10
  Visitors from Colorado by county of residence .......................................................... 11
  International visitors by country of residence ............................................................. 12
  Number of visits in past 12 months ............................................................................. 13
  Number of lifetime visits ............................................................................................ 13
  Visitor age ..................................................................................................................... 15
  Visitor gender ............................................................................................................... 16
  Visitor ethnicity ............................................................................................................ 16
  Visitor race ................................................................................................................... 16
  Language used for speaking and reading ................................................................... 17
  Visitors with physical conditions ................................................................................ 18
  Respondent level of education .................................................................................... 19

Trip/Visit Characteristics and Preferences ..................................................................... 20
  Information sources prior to visit ................................................................................. 20
  Information sources for future visit ............................................................................. 22
  Primary reason for visiting the area ............................................................................. 23
  Services used in nearby communities ......................................................................... 24
  Number of vehicles ...................................................................................................... 26
  Number of park entries ............................................................................................... 26
  Overnight stays ............................................................................................................ 27
  Accommodations used inside the park ....................................................................... 28
  Accommodations used outside the park ...................................................................... 29
  Length of stay in the park area .................................................................................... 30
  Length of stay in the park ............................................................................................ 31
  Order of sites visited in the park .................................................................................. 32
  Sites visited in the park ............................................................................................... 33
  Activities on this visit .................................................................................................. 36
  Most important activity ............................................................................................... 37
  Activities on future visit .............................................................................................. 38
  Ranger-led programs/activities .................................................................................... 39
Contents (continued)

Ratings of Services, Facilities, Attributes, Resources and Elements .......................................................... 40
  Information services and facilities used ............................................................................................................ 40
  Importance ratings of information services and facilities ........................................................................... 41
  Quality ratings of information services and facilities .................................................................................. 47
  Mean scores of importance and quality ratings of information services and facilities ............................... 53
  Visitor services and facilities used ................................................................................................................. 54
  Importance ratings of visitor services and facilities .................................................................................. 55
  Quality ratings of visitor services and facilities .......................................................................................... 60
  Mean scores of importance and quality ratings of visitor services and facilities.................................... 65
  Importance of protecting park attributes, resources, and experiences ..................................................... 66
  Elements affecting experience ....................................................................................................................... 68

Expenditures .................................................................................................................................................. 70
  Total expenditures inside and outside the park ............................................................................................ 70
  Number of adults covered by expenditures ................................................................................................ 71
  Number of children covered by expenditures ............................................................................................. 71
  Expenditures inside the park ........................................................................................................................ 72
  Expenditures outside the park ....................................................................................................................... 77

Preferences for Future Visits ....................................................................................................................... 84
  Ranger-led programs for future visit ............................................................................................................ 84
  Preferred length of ranger-led programs .................................................................................................... 84
  Preferred start and end times for ranger-led programs .............................................................................. 85
  Preferred topics to learn on future visit ...................................................................................................... 86
  Preferred methods to learn about the park .................................................................................................. 87

Overall quality .............................................................................................................................................. 88

Visitor Comment Summaries ........................................................................................................................ 89
  Additional comments .................................................................................................................................. 89

Visitor Comments ......................................................................................................................................... 92

Appendix 1: The Questionnaire .................................................................................................................. 94

Appendix 2: Additional Analysis ................................................................................................................ 96

Appendix 3: Decision Rules for Checking Non-response Bias ................................................................. 97
  References .................................................................................................................................................... 98

Appendix 4: Visitor Services Project Publications ...................................................................................... 99
Executive Summary

This visitor study report profiles a systematic random sample of Rocky Mountain National Park (NP) visitors during February 19-27, 2011. A total of 792 questionnaires were distributed to visitor groups. Of those, 579 questionnaires were returned, resulting in a 73.1% response rate.

Group size and type
Fifty-six percent of visitor groups consisted of two people and 24% were in groups of three or four. Fifty-eight percent of visitor groups consisted of family groups. (p.7)

State or country of residence
United States visitors were from 40 states and Washington, D.C. and comprised 97% of total visitation during the survey period, with 77% from Colorado and smaller portions from 39 other states and Washington, D.C. International visitors were from 9 countries and comprised <1% of total visitation. (p.10-12)

Frequency of visits
Thirty-nine percent of visitors visited the park five or more times in the past 12 months; and 37% had visited 21 or more times in their lifetime. (p. 13)

Age, gender, ethnicity, race, and education level
Thirty-five percent of visitors were ages 51-65 years, 11% were ages 15 years or younger, and 10% were ages 66 or older. Fifty-three percent of respondents were male and 47% were female. Four percent were of Hispanic or Latino ethnicity. Ninety-four percent of visitors were White and 3% were Asian. Thirty-eight percent had completed a graduate degree. (p. 14-15, 18)

Physical conditions
Five percent of visitor groups had members with physical conditions. Hiking and walking were the services/activities most commonly listed as difficult to access or participate in. (p. 17)

Information sources
Most visitor groups (80%) obtained information about the park prior to their visit through previous visits (72%), friends/relatives/word of mouth (40%), and the park website (34%). Most (95%) received the information they needed. To obtain information for a future visit, 64% of visitor groups would use the park website. (p. 19-21)

Primary reason for visiting park area
For 73% of non-resident visitor groups, the primary reason for visiting the area (within 20 miles) of Rocky Mountain NP was to visit the park. (p. 22)

Overnight stays
Thirty-five percent of visitor groups stayed overnight in the area within 20 miles of the park, of which 38% percent stayed two nights outside the park. (p. 26)

Accommodations
Of those visitor groups that stayed outside the park, 82% stayed in a lodge, hotel, motel, rented condo/home, or bed and breakfast. (p. 28)

Length of stay
The average length of stay in the park was 6.2 hours and the average length of stay within 20 miles of the park was 1.6 days. (p. 29-30)

Sites visited in the park
The most commonly visited sites in the park were Bear Lake (44%), followed by the Beaver Meadows Visitor Center (28%), and Fall River Visitor Center (23%). (p. 32)
Executive Summary (continued)

Activities
The most common activities on this visit were viewing scenery (66%), followed by wildlife viewing/bird watching (45%), and snowshoeing (42%). Snowshoeing was the most important activity for 34% of visitor groups. On a future visit, 84% of visitor groups would like to day hike, and 76% would like to view scenery. (p. 35-37)

Ranger-led programs/activities
Of those visitor groups that did not participate in a ranger-led program/activity, 48% did not because they did not have time, while 34% were not interested. (p. 38) However, 47% of visitor groups were interested in attending ranger-led programs on a future visit to the park, of which 54% would prefer a program length of 1/2-1 hour. The most commonly preferred topic to learn about was wildlife (81%). (p. 83, 85)

Information services and facilities
The information services/facilities most commonly used by visitor groups were directional signs in the park (72%), followed by trailhead signs (56%), and the park brochure/map (56%). (p. 39) The information service/facility receiving the highest importance rating was the self-guided tour/trail booklets (84%). (p. 40) The information service/facility receiving the highest quality rating was assistance from park staff (94%) (p. 46)

Visitor services and facilities
The visitor services/facilities most commonly used by visitor groups were the park roads (88%), followed by parking areas (76%) and restrooms/toilets (65%). (p. 53) The visitor service/facility receiving the highest importance rating was trails (97%). The visitor service/facility receiving the highest quality rating was trails (93%) (p. 59)

Protecting park attributes, resources, and experiences
The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included natural scenery/undeveloped vistas (97%), clean water (95%), clean air (94%) and native wildlife (92%). (p. 65)

Expenditures
The average visitor group expenditure (inside and outside the park within 20 miles) was $267. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $74, and the average total expenditure per person (per capita) was $109. (p. 69)

Methods of learning about the park
Eighty-nine percent of visitor groups were interested in learning about the park through trailside exhibits (57%), printed materials (52%), and self-guided tours (49%). (p. 86)

Overall quality
Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Rocky Mountain NP as “very good” or “good.” Less than 1% of groups rated the overall quality as “very poor” or “poor.” (p. 87)
Acknowledgements

We thank Margaret Littlejohn for overseeing the fieldwork, the staff and volunteers of Rocky Mountain NP for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Eleonora Papadogiannaki is a Research Assistant with the Park Studies unit, Dr. Yen Le is Assistant Director of the Visitor Services Project at the University of Idaho, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.
Introduction

This report describes the results of a visitor study at Rocky Mountain National Park (NP) in Estes Park, CO, conducted February 19-27, 2011 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Rocky Mountain NP, “This living showcase of the grandeur of the Rocky Mountains, with elevation ranging from 8,000 feet in the wet, grassy valleys to 14,259 feet at the weather-ravaged tops of Longs Peak, provides visitors with opportunities for countless breathtaking experiences and adventures” (www.nps.gov/romo, retrieved August 2011).

Organization of the Report

This report is organized into three sections.

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

Section 2: Results. This section provides a summary of each question in the questionnaire and includes visitor comments to open-ended questions. 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 sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

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 by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/reports.htm or by contacting the VSP office at (208) 885-7863.
Presentation of the Results

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

SAMPLE

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 the 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 the park in past 12 months
Methods

Survey Design and Procedures

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 method, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at four sites during February 19-27, 2011. The survey was conducted over two weekends, four normal weekdays (Tuesday - Friday) and one federal holiday (Monday). Since weekend and holiday visitation is greatest it was felt that this would assure an adequate sample size. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Table 1 shows the four locations, the number of questionnaires distributed at each location, and the response rate for each location. During this survey, 832 visitor groups were contacted and 792 of these groups (95%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 579 visitor groups, resulting in a 73.1% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%)

Table 1. Questionnaire distribution, winter 2011

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>Distributed</th>
<th>Returned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Beaver Meadows entrance</td>
<td>407</td>
<td>51</td>
</tr>
<tr>
<td>Fall River entrance</td>
<td>262</td>
<td>33</td>
</tr>
<tr>
<td>Grand Lake entrance</td>
<td>104</td>
<td>13</td>
</tr>
<tr>
<td>Kawuneeche Visitor Center</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>792</td>
<td>99*</td>
</tr>
</tbody>
</table>

* total percentages do not equal 100 due to rounding

Questionnaire design

The Rocky Mountain NP questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Rocky Mountain 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 Rocky Mountain NP questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.
**Survey procedure**

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

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires (see Table 2).

**Table 2. Follow-up mailing distribution**

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>14 March 2011</td>
<td>762</td>
<td>8</td>
<td>770</td>
</tr>
<tr>
<td>1st Replacement</td>
<td>28 March 2011</td>
<td>322</td>
<td>5</td>
<td>327</td>
</tr>
<tr>
<td>2nd Replacement</td>
<td>15 April 2011</td>
<td>277</td>
<td>0</td>
<td>277</td>
</tr>
</tbody>
</table>

**Data analysis**

Returned questionnaires were coded and the visitor responses were processed 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; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.
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 at the selected sites during the study period of February 19-27, 2011. 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 or response of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and "N" (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was typical for the time of year: snow flurries, cold winds and blizzards interspersed with sunny days. On 25 February, the road on the east side of the park was closed and non-essential park employees were sent home at 3:00 pm. On 26 February the road on the park’s west side was closed due to heavy snow and a broken down snow plow. During that period the survey was conducted from within the Kawauneeche Visitor Center. These closures did not impact the number of questionnaires distributed. There were no other significant events that could have affected the type and amount of visitation to the park at this time of year.
Checking non-response bias

Three variables were used to check non-response bias: respondents’ age, group size, and group type. Participants at higher age ranges may be more responsive to the survey but there was no significant difference in group sizes (see Table 3) or group types (Table 4). The survey results may have a potential bias toward visitors in older age ranges. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and nonrespondents by average age and group size

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Nonrespondents</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>49.35 (N=579)</td>
<td>40.63 (N=223)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Group size</td>
<td>2.66 (N=571)</td>
<td>2.77 (N=222)</td>
<td>0.357</td>
</tr>
</tbody>
</table>

Table 4. Comparison of respondents and nonrespondents by group type

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondents</th>
<th>Nonrespondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>61 (11%)</td>
<td>25 (11%)</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td>332 (58%)</td>
<td>107 (48%)</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>118 (21%)</td>
<td>59 (27%)</td>
<td></td>
</tr>
<tr>
<td>Family and friends</td>
<td>54 (10%)</td>
<td>29 (13%)</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4 (1%)</td>
<td>1 (&lt;1%)</td>
<td>0.109</td>
</tr>
</tbody>
</table>
Results

Group and Visitor Characteristics

Visitor group size

**Question 21b**
On this visit, how many people were in your personal group, including yourself?

**Results**
- 56% of visitor groups consisted of two people (see Figure 1).
- 24% were in groups of three or four.
- The average group size was 2.7 people.

![Figure 1. Visitor group size](image)

Visitor group type

**Question 21a**
On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

**Results**
- 58% of visitor groups consisted of family members (see Figure 2).
- 21% were with friends.
- “Other” group types (1%) were:
  - Caregiver
  - Co-worker

![Figure 2. Visitor group type](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Visitors with organized groups**

**Question 20a**  
On this visit, were you and your personal group with a commercial guided tour group?

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

![Figure 3. Visitors with a commercial guided tour group](image)

**Question 20b**  
On this visit, were you and your personal group with a school/educational group?

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

![Figure 4. Visitors with a school/educational group](image)

**Question 20c**  
On this visit, were you and your personal group with an “other” organized group (business, church, scout, club, etc.)?

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

- Specified groups were:
  - 4-H
  - Boy Scouts
  - Church group
  - Colorado Mountain Club
  - Co-workers
  - Local hiking group
  - Meet-up Group
  - University of Colorado Hiking Club
  - Weekly hiking group

![Figure 5. Visitors with an “other” organized group](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 20d**

If you were with one of these organized groups, how many people, including yourself, were in this group?

**Results – Interpret with CAUTION!**
- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

![Organized group size](image)

**Figure 6.** Organized group size

*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 25b**
For you and your personal group on this visit, what is your state of residence?

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

**Results**
- U.S. visitors were from 40 states and Washington, D.C. and comprised 97% of total visitation to the park during the survey period.
- 77% of U.S. visitors came from Colorado (see Table 5 and Figure 7).
- 3% came from Texas and 2% were from California.
- Smaller proportions came from 37 other states and Washington, D.C.

**Table 5. United States visitors by state of residence**

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=1349 individuals*</th>
<th>Percent of total visitors N=1368 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>1044</td>
<td>77</td>
<td>76</td>
</tr>
<tr>
<td>Texas</td>
<td>34</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>California</td>
<td>30</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Nebraska</td>
<td>16</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Missouri</td>
<td>15</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Florida</td>
<td>14</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ohio</td>
<td>14</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wyoming</td>
<td>14</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>13</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Georgia</td>
<td>12</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Illinois</td>
<td>12</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>11</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Kansas</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Michigan</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Minnesota</td>
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<td>1</td>
</tr>
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<td>Tennessee</td>
<td>9</td>
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</tr>
<tr>
<td>Oklahoma</td>
<td>8</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>8</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New York</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Virginia</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>20 other states and Washington, D.C.</td>
<td>52</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

![Map of United States visitors by state of residence](image)

**Figure 7. 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
Visitors from Colorado by county of residence

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

Results

• Visitors from Colorado were from 20 counties and comprised 77% of the total U.S. visitation to the park during the survey period.

• 30% came from Larimer County. (see Table 6).

• 17% came from Boulder County.

• Smaller proportions came from 18 other counties in Colorado.

Table 6. Visitors from Colorado by county of residence

<table>
<thead>
<tr>
<th>County</th>
<th>Number of visitors</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larimer</td>
<td>309</td>
<td>30</td>
</tr>
<tr>
<td>Boulder</td>
<td>181</td>
<td>17</td>
</tr>
<tr>
<td>Denver</td>
<td>162</td>
<td>16</td>
</tr>
<tr>
<td>Weld</td>
<td>71</td>
<td>7</td>
</tr>
<tr>
<td>Arapahoe</td>
<td>66</td>
<td>6</td>
</tr>
<tr>
<td>El Paso</td>
<td>49</td>
<td>5</td>
</tr>
<tr>
<td>Jefferson</td>
<td>46</td>
<td>4</td>
</tr>
<tr>
<td>Grand</td>
<td>44</td>
<td>4</td>
</tr>
<tr>
<td>Adams</td>
<td>38</td>
<td>4</td>
</tr>
<tr>
<td>Broomfield</td>
<td>28</td>
<td>3</td>
</tr>
<tr>
<td>Douglas</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Elbert</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Pueblo</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Teller</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Logan</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Summit</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Jackson</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Lincoln</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Moffat</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Morgan</td>
<td>2</td>
<td>&lt;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
International visitors by country of residence

Question 25b
For you and your personal group on this visit, what is your country of residence?

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

Results – Interpret with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results (see Table 7).

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=19 individuals*</th>
<th>Percent of total visitors N=1368 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>5</td>
<td>26%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Australia</td>
<td>3</td>
<td>16%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>2</td>
<td>11%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>11%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>New Zealand</td>
<td>2</td>
<td>11%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2</td>
<td>11%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Cameroon</td>
<td>1</td>
<td>5%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Canada</td>
<td>1</td>
<td>5%</td>
<td>&lt;1</td>
</tr>
<tr>
<td>France</td>
<td>1</td>
<td>5%</td>
<td>&lt;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
**Number of visits in past 12 months**

**Question 25c**
For you and your personal group, how many times have you visited Rocky Mountain NP in the past 12 months (including this visit)?

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

Results
- 39% of visitors visited the park five times or more in the past 12 months (see Figure 8).
- For 27% of visitors, this was their first visit in the past 12 months.
- The average number of visits in the past 12 months was 11.5.

![Figure 8. Number of visits to park in past 12 months](image)

**Number of lifetime visits**

**Question 25d**
For you and your personal group, how many times have you visited Rocky Mountain NP in your lifetime (including this visit)?

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

Results
- 37% of visitors had visited the park 21 or more times in their lifetime (see Figure 9).
- 34% had visited 5 or fewer times.
- The average number of lifetime visits was 75.3.

![Figure 9. Number of visits to park in lifetime](image)

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

**Question 25a**
For you and your personal group on this visit, what is your current age?

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

**Results**
- Visitor ages ranged from 1 to 93 years.
- 35% of visitors were 51 to 65 years old (see Figure 10).
- 11% of visitors were in the 15 years or younger age group.
- 10% were 66 years or older.

*Figure 10. Visitor age*

N=1466 individuals

- 76 or older: 2%
- 71-75: 3%
- 66-70: 5%
- 61-65: 11%
- 56-60: 11%
- 51-55: 13%
- 46-50: 9%
- 41-45: 6%
- 36-40: 7%
- 31-35: 7%
- 26-30: 8%
- 21-25: 5%
- 16-20: 2%
- 11-15: 4%
- 10 or younger: 7%

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

Question 22
For you only, what is your gender?

Results
• 53% of respondents were male (see Figure 11).

![Figure 11. Respondent gender](image)

Visitor ethnicity

Question 24a
Are you or members of your personal group Hispanic or Latino?

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

Results
• 4% of visitors were Hispanic or Latino (see Figure 12).

![Figure 12. Visitors who were Hispanic or Latino](image)

Visitor race

Question 24b
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
• 94% of visitors were White (see Figure 13).
• 3% were Asian.

![Figure 13. Visitor race](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Language used for speaking and reading**

**Question 19a**
When visiting an area such as Rocky Mountain NP, which language(s) do you and most members of your personal group prefer to use for speaking?

**Results**
- 97% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (3%) are listed in Table 8.

**Question 19b**
When visiting an area such as Rocky Mountain NP, which language(s) do you and most members of your personal group prefer to use for reading?

**Results**
- 97% of visitor groups preferred English for reading (see Figure 15).
- “Other” languages (3%) are listed in Table 9.

**Table 8. Other languages preferred for speaking (N=9 comments) – CAUTION!**

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>2</td>
</tr>
<tr>
<td>German</td>
<td>2</td>
</tr>
<tr>
<td>Spanish</td>
<td>2</td>
</tr>
<tr>
<td>Japanese</td>
<td>1</td>
</tr>
<tr>
<td>Polish</td>
<td>1</td>
</tr>
<tr>
<td>Russian</td>
<td>1</td>
</tr>
</tbody>
</table>

**Table 9. Other languages preferred for reading (N=6 comments) – CAUTION!**

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>2</td>
</tr>
<tr>
<td>Spanish</td>
<td>2</td>
</tr>
<tr>
<td>Japanese</td>
<td>1</td>
</tr>
<tr>
<td>Thai</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

Question 23a

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

Results

• 5% of visitor groups had members with physical conditions (see Figure 16).

Question 23b

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

Results

• 16 visitor groups found services or activities that were difficult to access or participate in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=16 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Service/activity</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/walking</td>
<td>10</td>
</tr>
<tr>
<td>Mobility</td>
<td>2</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>2</td>
</tr>
<tr>
<td>Anything but driving</td>
<td>1</td>
</tr>
<tr>
<td>Sledding</td>
<td>1</td>
</tr>
</tbody>
</table>

Figure 16. Visitor groups that had members with physical conditions

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Respondent level of education**

**Question 18**
For you only, what is the highest level of education you have completed?

**Results**
- 38% of respondents had a graduate degree (see Figure 17).
- 37% had a bachelor’s degree.

*Figure 17. Respondent level of education*

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

Information sources prior to visit

Question 1a
Prior to this visit, how did you and your personal group obtain information about Rocky Mountain NP?

Results

- 80% of visitor groups obtained information about Rocky Mountain NP prior to their visit (see Figure 18).

- As shown in Figure 19, among those visitor groups that obtained information about Rocky Mountain NP prior to their visit, the most common sources were:
  - 72% Previous visits
  - 40% Friends/relatives/word of mouth
  - 34% Rocky Mountain NP website
  - 33% Maps/brochures

- “Other” sources (5%) were:
  - Colorado Mountain Club
  - Live in the area
  - Other painters
  - Park ranger

Figure 18. Visitor groups that obtained information prior to visit

Figure 19. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Question 1c
From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results
• 95% of visitor groups received needed information prior to their visit (see Figure 20).

Question 1d
If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!
• 21 visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information that was not available (N=21 comments) - CAUTION!

<table>
<thead>
<tr>
<th>Service/activity</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current snow pack conditions</td>
<td>2</td>
</tr>
<tr>
<td>Route conditions</td>
<td>2</td>
</tr>
<tr>
<td>Best wildlife viewing times and areas</td>
<td>1</td>
</tr>
<tr>
<td>Current snow conditions for snowshoeing</td>
<td>1</td>
</tr>
<tr>
<td>Detail map</td>
<td>1</td>
</tr>
<tr>
<td>Dog access on closed roads (winter)</td>
<td>1</td>
</tr>
<tr>
<td>Map</td>
<td>1</td>
</tr>
<tr>
<td>More detailed map for Fall River Road area</td>
<td>1</td>
</tr>
<tr>
<td>Parking information in winter</td>
<td>1</td>
</tr>
<tr>
<td>Pet information</td>
<td>1</td>
</tr>
<tr>
<td>Road closure information</td>
<td>1</td>
</tr>
<tr>
<td>Sledding hill activities</td>
<td>1</td>
</tr>
<tr>
<td>Snow conditions on trails</td>
<td>1</td>
</tr>
<tr>
<td>Trail conditions in Moraine Park and Bear Lake areas</td>
<td>1</td>
</tr>
<tr>
<td>Trail specific details</td>
<td>1</td>
</tr>
<tr>
<td>Updated information on backcountry skiing at Hidden Valley</td>
<td>1</td>
</tr>
<tr>
<td>Weather</td>
<td>1</td>
</tr>
<tr>
<td>Winter activities in the park</td>
<td>1</td>
</tr>
<tr>
<td>Winter trail updates</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
**Information sources for future visit**

**Question 1b**

If you were to visit Rocky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park?

**Results**

- As shown in Figure 21, visitor groups’ more preferred sources of information for a future visit were:
  - 64% Park website
  - 47% Maps/brochures
  - 46% Previous visits

- “Other” sources of information (1%) were:
  - Live in the area
  - Park rangers
  - Rocky Mountain NP visitor center

**Source**

- Newspaper/magazine articles: 12%
- State welcome center/visitors bureau/chamber of commerce: 11%
- Local businesses: 8%
- Television/radio programs/videos: 6%
- Other NPS sites: 5%
- Social media: 2%
- School class/program: 2%
- Other: 2%

N=416 visitor groups**

*Figure 21. Sources of information to use 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 the area**

**Question 2**
On this trip, what was the primary reason that you and your personal group came to the Rocky Mountain NP area (within 20 miles of the park)?

**Results**
- 22% of visitor groups were residents of the area (see Figure 22).
- As shown in Figure 23, the primary reason for visiting the area (within 20 miles) of Rocky Mountain NP among non-resident visitor groups was:
  - 73% Visit the park
- “Other” primary reasons (6%) were:
  - Anniversary
  - Avalanche awareness class
  - Family weekend in Grand Lake
  - Get park pass
  - Great restaurants
  - Honeymoon
  - Plein air painting
  - Research for school paper
  - Resident further away - Firestone
  - Resident within 30 miles of park
  - Resident within 37 miles of park
  - Resident within 50 miles
  - Road trip - live 27 miles away
  - Romantic getaway
  - Second home in area
  - Stayed at YMCA
  - Stayed in Estes for five months
  - Vacation home in area
  - Vacation in Estes Park
  - Volunteering Snow Mountain
  - YMCA Ranch
  - Wedding

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Services used in nearby communities

Question 5a
In which communities did you and your personal group obtain or attempt to obtain support services (e.g. information, gas, food, lodging) for this visit to Rocky Mountain NP?

Results
- 72% of visitor groups obtained support services in nearby communities on this visit (see Figure 24).

- As shown in Figure 25, the communities most commonly used to obtain support services were:

  74% Estes Park  
  14% Grand Lake  
  11% Loveland

- Table 12 shows other communities (11%) in which support services were obtained.

Figure 24. Visitor groups that obtained support services in nearby communities on this visit

Figure 25. Nearby communities in which visitor groups obtained support services

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 12. “Other” communities used to obtain support services (in Colorado) (N=39 comments)

<table>
<thead>
<tr>
<th>Community</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulder</td>
<td>10</td>
</tr>
<tr>
<td>Lyons</td>
<td>8</td>
</tr>
<tr>
<td>Fort Collins</td>
<td>7</td>
</tr>
<tr>
<td>Fraser</td>
<td>4</td>
</tr>
<tr>
<td>Greeley</td>
<td>2</td>
</tr>
<tr>
<td>Allenspark</td>
<td>1</td>
</tr>
<tr>
<td>Columbine Lake</td>
<td>1</td>
</tr>
<tr>
<td>Denver</td>
<td>1</td>
</tr>
<tr>
<td>Evergreen</td>
<td>1</td>
</tr>
<tr>
<td>Lafayette</td>
<td>1</td>
</tr>
<tr>
<td>Silverthome</td>
<td>1</td>
</tr>
<tr>
<td>Tabernash</td>
<td>1</td>
</tr>
<tr>
<td>Windsor</td>
<td>1</td>
</tr>
</tbody>
</table>

Question 5b
Were you and your personal group able to obtain all the services that you needed in these communities?

Results
- 98% of visitor groups were able to obtain needed support services in nearby communities (see Figure 26).

Figure 26. Visitor groups that were able to obtain needed services

Question 5c
If NO, what needed services were not available? (Open-ended)

Results – Interpret with CAUTION!
- 7 visitor groups listed needed services that were not available (see Table 13).

Table 13. Needed services that were not available (N=7 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health food store</td>
<td>No comment</td>
</tr>
<tr>
<td>Map of park</td>
<td>Hotel had no maps or information on snowshoe trails</td>
</tr>
<tr>
<td>Massage</td>
<td>Not available as advertised - tried two places</td>
</tr>
<tr>
<td>Restaurants</td>
<td>No comment</td>
</tr>
<tr>
<td>Ski repair</td>
<td>Needed to repair old fashioned &quot;Norwegian&quot; wood skis with broken tip</td>
</tr>
<tr>
<td>Snowshoes</td>
<td>Warming house</td>
</tr>
<tr>
<td>Gift shops</td>
<td>No comment</td>
</tr>
</tbody>
</table>

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

**Question 4a**  
On this visit, how many vehicles did you and your personal group use to arrive at the park?

**Results**  
- 94% of visitor groups used one vehicle to arrive at the park (see Figure 27).
- 6% used two or more vehicles.

**Number of park entries**

**Question 4b**  
On this visit, how many times did you and your personal group enter Rocky Mountain NP?

**Results**  
- 73% of visitor groups entered the park one time (see Figure 28).
- 19% entered twice.

---

*total percentages do not equal 100 due to rounding

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

Question 3a
On this trip, did you and your personal group stay overnight away from home in the area within 20 miles of the park?

Results
• 35% of visitor groups stayed overnight away from home in the area within 20 miles of the park (see Figure 29).

Figure 29. Visitor groups that stayed overnight within 20 miles of the park

Question 3b
If YES, how many nights did you and your personal group stay inside the park?

Results – Interpret with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results (see Figure 30).

Figure 30. Number of nights spent inside the park

Question 3c
If YES, how many nights did you and your personal group stay outside the park within 20 miles?

Results
• 38% stayed two nights outside the park within 20 miles (see Figure 31).
• 24% of visitor groups stayed one night.
• The average number of nights stayed outside the park was 3.5.

Figure 31. Number of nights spent in the area outside the park within 20 miles

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

**Question 3b**
In which types of accommodations did you and your personal group spend the night(s) inside the park?

**Results – Interpret with CAUTION!**
- Not enough visitor groups responded to this question to provide reliable results (see Figure 32).
- Campground locations inside the park were: Moraine Park

**Figure 32.** Accommodations used inside the park

**Question 3b**
How many nights did you and your personal group spend in the following accommodations inside the park?

**Results**
- Table 14 shows the number of nights spent at accommodations inside the park.

**Table 14.** Number of nights spent at accommodations inside the park
(N=number of visitor groups that specified the number of nights in each type of accommodation)

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping in a developed campground – CAUTION!</td>
<td>3</td>
<td>33</td>
<td>33</td>
<td>0</td>
<td>33</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>2</td>
<td>50</td>
<td>0</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>Personal seasonal residence – CAUTION!</td>
<td>4</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Residence of friends or relatives – CAUTION!</td>
<td>3</td>
<td>0</td>
<td>67</td>
<td>0</td>
<td>33</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>1</td>
<td>100</td>
<td>0</td>
<td>0</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
**Accommodations used outside the park**

**Question 3c**
In which types of accommodations did you and your personal group spend the night(s) outside park within 20 miles?

**Results**
- 82% of visitor groups stayed in a lodge, hotel, motel, rented condo/home, or bed & breakfast (see Figure 33).
- 11% stayed in a personal seasonal residence.
- "Other" types of accommodations (3%) were:
  - Della Terra Evergreen, Estes Park
  - Pop-up camper
  - YMCA

**Figure 33.** Accommodations used outside the park within 20 miles

**Question 3c**
How many nights did you and your personal group spend in the following accommodations outside the park?

**Results**
- Table 15 shows the number of nights spent at accommodations outside the park.

**Table 15.** Number of nights spent at accommodations outside the park within 20 miles
(N=number of visitor groups that specified the number of nights spent in each type of accommodation)

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>N</th>
<th>Number of nights (%)*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, rented condo/home, B&amp;B</td>
<td>147</td>
<td>26</td>
</tr>
<tr>
<td>Camping in a developed campground – CAUTION!</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Backcountry campsite – CAUTION!</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Personal seasonal residence – CAUTION!</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Residence of friends or relatives – CAUTION!</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>5</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
**Length of stay in the park area**

**Question 6b**  
How long did you and your personal group stay in the Rocky Mountain NP area (within 20 miles of the park)?

**Results**
- 24% of visitor groups were residents of the area within 20 miles of the park (see Figure 34).

**Number of hours if less than 24**
- 30% of visitor groups spent three to four hours in the park area (see Figure 35).
- 29% spent five to six hours.
- The average length of stay for visitor groups who spent less than 24 hours in the park area was 4.8 hours.

**Number of days if 24 hours or more**
- 39% of visitor groups spent two days in the park area (see Figure 36).
- 29% spent three days.
- The average length of stay for visitor groups who spent 24 hours or more in the park area was 3.3 days.

**Average length of stay**
- The average length of stay in the park area for all visitor groups was 38.2 hours or 1.6 days.

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Length of stay in the park**

**Question 6a**
On this trip, how long did you and your personal group spend visiting Rocky Mountain NP?

**Results**

**Number of hours if less than 24**
- 38% of visitor groups spent three to four hours in the park (see Figure 37).
- 27% spent two hours or less.
- The average length of stay for visitor groups who spent less than 24 hours in the park was 4.2 hours.

**Number of days if 24 hours or more**
Interpret with **CAUTION!**
- Not enough visitor groups responded to this question to provide reliable results (see Figure 38).

**Average length of stay**
- The average length of stay in the park for all visitor groups was 6.2 hours.

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Order of sites visited in the park**

**Question 7**
For this visit, please list the order in which you and your personal group visited the following sites at Rocky Mountain NP by writing the number 1, 2, 3, etc. on the line next to the site. If you did not visit the site, please leave that line blank.

**Results**
- The order in which the sites were visited is shown in Table 16.
- See Table 17 for a listing of “other” sites visited.

**Table 16.** Order of sites visited
(N=number of visitor groups that visited each site)

<table>
<thead>
<tr>
<th>Site</th>
<th>N</th>
<th>1&lt;sup&gt;st&lt;/sup&gt;</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt;</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt;</th>
<th>4&lt;sup&gt;th&lt;/sup&gt;</th>
<th>5&lt;sup&gt;th&lt;/sup&gt; and up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall River Visitor Center</td>
<td>120</td>
<td>73</td>
<td>8</td>
<td>5</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Old Fall River Road</td>
<td>74</td>
<td>31</td>
<td>49</td>
<td>7</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Beaver Meadows Visitor Center</td>
<td>146</td>
<td>55</td>
<td>16</td>
<td>14</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Colorado River Trailhead</td>
<td>45</td>
<td>36</td>
<td>38</td>
<td>18</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Sprague Lake</td>
<td>109</td>
<td>27</td>
<td>41</td>
<td>25</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Bear Lake</td>
<td>226</td>
<td>44</td>
<td>33</td>
<td>15</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Adam Falls – <strong>CAUTION!</strong></td>
<td>12</td>
<td>25</td>
<td>17</td>
<td>42</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Trail Ridge Road</td>
<td>67</td>
<td>25</td>
<td>31</td>
<td>28</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Hidden Valley (Snowplay)</td>
<td>86</td>
<td>43</td>
<td>33</td>
<td>13</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Holzwarth Historic Site – <strong>CAUTION!</strong></td>
<td>23</td>
<td>9</td>
<td>74</td>
<td>9</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Kawuneeche Visitor Center</td>
<td>56</td>
<td>80</td>
<td>9</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Lily Lake – <strong>CAUTION!</strong></td>
<td>21</td>
<td>14</td>
<td>24</td>
<td>29</td>
<td>24</td>
<td>10</td>
</tr>
<tr>
<td>Longs Peak Trailhead – <strong>CAUTION!</strong></td>
<td>10</td>
<td>10</td>
<td>30</td>
<td>0</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>Wild Basin – <strong>CAUTION!</strong></td>
<td>12</td>
<td>33</td>
<td>0</td>
<td>8</td>
<td>25</td>
<td>33</td>
</tr>
<tr>
<td>Other</td>
<td>116</td>
<td>38</td>
<td>34</td>
<td>21</td>
<td>5</td>
<td>3</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
Sites visited in the park

- As shown in Figure 39, the most commonly visited sites by visitor groups at Rocky Mountain NP were:
  - 44% Bear Lake
  - 28% Beaver Meadows Visitor Center
  - 23% Fall River Visitor Center
- The least visited sites were:
  - 2% Longs Peak Trailhead
  - 2% Adams Falls
- “Other” sites (30%) that were visited are shown in Table 17.

Figure 39. Sites visited in the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Table 17. “Other” sites visited in the park  
(N=203 comments)

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moraine Park</td>
<td>42</td>
</tr>
<tr>
<td>Horseshoe Park</td>
<td>15</td>
</tr>
<tr>
<td>Alluvial Fan</td>
<td>12</td>
</tr>
<tr>
<td>Hollowell Park/Trailhead</td>
<td>8</td>
</tr>
<tr>
<td>Cub Lake Trailhead</td>
<td>7</td>
</tr>
<tr>
<td>Bierstadt Lake</td>
<td>6</td>
</tr>
<tr>
<td>Cub Lake</td>
<td>6</td>
</tr>
<tr>
<td>Glacier Gorge</td>
<td>6</td>
</tr>
<tr>
<td>Green Mountain Trail</td>
<td>6</td>
</tr>
<tr>
<td>Glacier Basin</td>
<td>5</td>
</tr>
<tr>
<td>Loch Vale</td>
<td>5</td>
</tr>
<tr>
<td>Bowen Baker</td>
<td>4</td>
</tr>
<tr>
<td>Glacier Gorge Trailhead</td>
<td>4</td>
</tr>
<tr>
<td>Lawn Lake Trail</td>
<td>4</td>
</tr>
<tr>
<td>Nymph Lake</td>
<td>4</td>
</tr>
<tr>
<td>Deer Ridge Junction</td>
<td>3</td>
</tr>
<tr>
<td>Dream Lake</td>
<td>3</td>
</tr>
<tr>
<td>Emerald Lake</td>
<td>3</td>
</tr>
<tr>
<td>Endo Valley</td>
<td>3</td>
</tr>
<tr>
<td>Fern Lake</td>
<td>3</td>
</tr>
<tr>
<td>Mills Lake</td>
<td>3</td>
</tr>
<tr>
<td>Alberta Falls</td>
<td>2</td>
</tr>
<tr>
<td>Chasm Falls</td>
<td>2</td>
</tr>
<tr>
<td>Fern Lake Trail</td>
<td>2</td>
</tr>
<tr>
<td>Green Mountain</td>
<td>2</td>
</tr>
<tr>
<td>Harbison Meadows</td>
<td>2</td>
</tr>
<tr>
<td>Many Parks Curve</td>
<td>2</td>
</tr>
<tr>
<td>Onahu trails</td>
<td>2</td>
</tr>
<tr>
<td>The Loch</td>
<td>2</td>
</tr>
<tr>
<td>Tonahutu trails</td>
<td>2</td>
</tr>
<tr>
<td>Upper Beaver Meadows</td>
<td>2</td>
</tr>
<tr>
<td>Andrews Glacier</td>
<td>1</td>
</tr>
<tr>
<td>Bowen Gulch Trail</td>
<td>1</td>
</tr>
<tr>
<td>Chapin Trailhead</td>
<td>1</td>
</tr>
<tr>
<td>Deer Creek Trailhead</td>
<td>1</td>
</tr>
<tr>
<td>East Inlet</td>
<td>1</td>
</tr>
<tr>
<td>East Shore Trail</td>
<td>1</td>
</tr>
<tr>
<td>Estes Park</td>
<td>1</td>
</tr>
<tr>
<td>Gem Lake</td>
<td>1</td>
</tr>
<tr>
<td>Glacier Meadows Trailhead</td>
<td>1</td>
</tr>
<tr>
<td>Grand Lake</td>
<td>1</td>
</tr>
<tr>
<td>Green River Trail</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Table 17. Other” sites visited in the park (continued)

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewel Lake</td>
<td>1</td>
</tr>
<tr>
<td>Lawn Falls</td>
<td>1</td>
</tr>
<tr>
<td>Loch Vale Gorge</td>
<td>1</td>
</tr>
<tr>
<td>Lulu City</td>
<td>1</td>
</tr>
<tr>
<td>Maize Lake</td>
<td>1</td>
</tr>
<tr>
<td>Moraine Park Valley</td>
<td>1</td>
</tr>
<tr>
<td>Moraine Park Visitor Center</td>
<td></td>
</tr>
<tr>
<td>Amphitheater</td>
<td>1</td>
</tr>
<tr>
<td>North Inlet</td>
<td>1</td>
</tr>
<tr>
<td>North Inlet trails</td>
<td>1</td>
</tr>
<tr>
<td>Onahu</td>
<td>1</td>
</tr>
<tr>
<td>Park gate</td>
<td>1</td>
</tr>
<tr>
<td>Picnic area</td>
<td>1</td>
</tr>
<tr>
<td>Shadow Mountain Lake</td>
<td>1</td>
</tr>
<tr>
<td>Ski Hidden Valley</td>
<td>1</td>
</tr>
<tr>
<td>Storm Pass Trail</td>
<td>1</td>
</tr>
<tr>
<td>Sun Valley Trail</td>
<td>1</td>
</tr>
<tr>
<td>Timber Creek</td>
<td>1</td>
</tr>
<tr>
<td>Timber Lake trailhead</td>
<td>1</td>
</tr>
<tr>
<td>Trail between Sun Valley and</td>
<td></td>
</tr>
<tr>
<td>Coyote Valley</td>
<td>1</td>
</tr>
<tr>
<td>Trail Ridge Road</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
activities on this visit

question 8a

on this visit, in which activities did you and your personal group participate within rocky mountain np?

results

- as shown in figure 40, the most common activities in which visitor groups participated on this visit were:

  66% viewing scenery
  45% wildlife viewing/bird watching
  42% snowshoeing

- “other” activities (5%) were:

  alpine tour skiing
  avalanche class
  backcountry skiing
  buy senior pass
  fishing
  ice climbing
  looking for summer campground
  looking for wedding site
  movie at kawuneeche visitor center
  relaxing
  shopping
  snowboarding
  solitude

figure 40. activities on this visit

n=568 visitor groups**

- viewing scenery 66%
- wildlife viewing/bird watching 45%
- snowshoeing 42%
- driving bear lake road 28%
- day hiking 23%
- creative arts 12%
- driving trail ridge road 12%
- cross-country skiing 11%
- snowplay/sledding 9%
- picnicking 8%
- attending ranger-led programs 3%
- mountaineering/climbing 3%
- backpacking 2%
- camping in developed campgrounds 1%
- other 5%

*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 8c
Which one of the above activities was most important to you and your personal group on this visit to Rocky Mountain NP?

Results
• As shown in Figure 41, the “most important activity” most commonly listed by visitor groups were:
  - 34% Snowshoeing
  - 19% Viewing scenery
  - 15% Wildlife viewing/bird watching

• Other “most important activities” (3%) were:
  - Avalanche class
  - Alpine Tour skiing
  - Backcountry skiing

![Figure 41. Most important activity at Rocky Mountain NP](image)

*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 future visit

Question 8b

If you were to visit Rocky Mountain NP in the future, in which activities would you and your personal group expect to participate?

Results

- As shown in Figure 42, the most common activities in which visitor groups expected to participate on a future visit were:
  
  84% Day hiking  
  76% Viewing scenery  
  65% Wildlife viewing/bird watching  
  65% Driving Trail Ridge Road

- “Other” activities (10%) were:
  
  Alpine tour/telemark skiing  
  Backcountry sites  
  Backcountry skiing  
  Biking  
  Biking Fall River Road  
  Biking Trail Ridge  
  Cycling  
  Drive Fall River Road  
  Elk season  
  Exploring off-trail  
  Fall River Road  
  Fishing  
  Fly fishing  
  Horse packing  
  Horseback riding  
  Ice skating  
  Mountain golf driving range  
  Napping  
  Relaxing  
  See waterfalls in summer  
  Participate in seminars  
  Snowboarding  
  Stargazing with telescope  
  Study botany of area  
  Visitor center programs  
  Wildflower hikes

Figure 42. Activities on 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
Ranger-led programs/activities

Question 8d

If you and your personal group did not attend any ranger-led programs/activities on this visit, why not?

Results

• As shown in Figure 43, the most common reasons that visitor groups did not attend ranger-led programs/activities were:
  
  48% Did not have time
  34% Not interested

• “Other” reasons (10%) are listed in Table 18.

Table 18. “Other” reasons for not attending ranger-led programs/activities (N=41 comments)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had other plans</td>
<td>9</td>
</tr>
<tr>
<td>Weather conditions</td>
<td>6</td>
</tr>
<tr>
<td>Came to snowshoe</td>
<td>4</td>
</tr>
<tr>
<td>Wintertime</td>
<td>4</td>
</tr>
<tr>
<td>Park closed due to snow</td>
<td>3</td>
</tr>
<tr>
<td>Already familiar with park</td>
<td>2</td>
</tr>
<tr>
<td>Physical limitations</td>
<td>2</td>
</tr>
<tr>
<td>Program cancelled</td>
<td>2</td>
</tr>
<tr>
<td>Came to day hike</td>
<td>1</td>
</tr>
<tr>
<td>Did not have children along</td>
<td>1</td>
</tr>
<tr>
<td>Expenses</td>
<td>1</td>
</tr>
<tr>
<td>Have attended programs in the past</td>
<td>1</td>
</tr>
<tr>
<td>Icy conditions</td>
<td>1</td>
</tr>
<tr>
<td>Programs are geared toward novices</td>
<td>1</td>
</tr>
<tr>
<td>Too tired</td>
<td>1</td>
</tr>
<tr>
<td>Visit was unplanned</td>
<td>1</td>
</tr>
<tr>
<td>Visited in February</td>
<td>1</td>
</tr>
</tbody>
</table>

Figure 43. Reasons why visitor groups did not attend ranger-led programs/activities

*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 Services, Facilities, Attributes, Resources and Elements

**Information services and facilities used**

**Question 11a**
Please indicate all the information services and facilities that you or your personal group used during this visit to Rocky Mountain NP.

**Results**
- As shown in Figure 44, the most common information services and facilities used by visitor groups were:
  - 72% Directional signs in park
  - 56% Trailhead signs
  - 56% Park brochure/map
- The least used services/facilities were:
  - 1% Junior Ranger program
  - 1% Evening programs

---

*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 11b**

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

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

**Results**

- Figure 45 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:

  84% Self-guided tour/trail booklets  
  83% Trailhead signs  
  82% Park brochure/map

- Table 19 shows the importance ratings of each service and facility.

- Figures 46 – 61 show how visitor groups rated the importance of each information service or facility.

- The services/facilities receiving the highest “not important” rating that were rated by 30 or more visitor groups were:

  3% Park website  
  3% 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
Table 19. Importance ratings of information services and facilities (N=number of visitor groups that rated each service and facility)

<table>
<thead>
<tr>
<th>Service/facility</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>Assistance from park staff/volunteers</td>
<td>243</td>
<td>2</td>
<td>6</td>
<td>21</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Directional signs in park</td>
<td>342</td>
<td>1</td>
<td>6</td>
<td>15</td>
<td>34</td>
<td>44</td>
</tr>
<tr>
<td>Estes Park TV (videos on park resources) – CAUTION!</td>
<td>17</td>
<td>6</td>
<td>35</td>
<td>29</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Evening programs – CAUTION!</td>
<td>4</td>
<td>0</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>7</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Outdoor exhibits (roadside/trailside)</td>
<td>58</td>
<td>0</td>
<td>10</td>
<td>40</td>
<td>31</td>
<td>19</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>260</td>
<td>&lt;1</td>
<td>4</td>
<td>13</td>
<td>33</td>
<td>49</td>
</tr>
<tr>
<td>Park newspaper</td>
<td>89</td>
<td>2</td>
<td>17</td>
<td>35</td>
<td>33</td>
<td>13</td>
</tr>
<tr>
<td>Ranger-led walks/talks – CAUTION!</td>
<td>17</td>
<td>0</td>
<td>6</td>
<td>6</td>
<td>41</td>
<td>47</td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/romo">www.nps.gov/romo</a> (used before or during visit)</td>
<td>87</td>
<td>3</td>
<td>9</td>
<td>26</td>
<td>32</td>
<td>29</td>
</tr>
<tr>
<td>Sales items in park bookstores (selection, price, etc.)</td>
<td>42</td>
<td>2</td>
<td>17</td>
<td>48</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Self-guided tour/trail booklets</td>
<td>43</td>
<td>2</td>
<td>5</td>
<td>9</td>
<td>51</td>
<td>33</td>
</tr>
<tr>
<td>Trailhead signs</td>
<td>264</td>
<td>2</td>
<td>4</td>
<td>11</td>
<td>29</td>
<td>54</td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td>65</td>
<td>3</td>
<td>8</td>
<td>29</td>
<td>42</td>
<td>18</td>
</tr>
<tr>
<td>Visitor center movie – CAUTION!</td>
<td>19</td>
<td>0</td>
<td>11</td>
<td>37</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>Visitor center (overall)</td>
<td>152</td>
<td>1</td>
<td>5</td>
<td>14</td>
<td>39</td>
<td>40</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 46. Importance of assistance from park staff/volunteers

Figure 47. Importance of directional signs in park

Figure 48. Importance of Estes Park TV (videos on park resources)

Figure 49. Importance of evening programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 50. Importance of Junior Ranger program

Figure 51. Importance of outdoor exhibits (roadside/trailside)

Figure 52. Importance of park brochure/map

Figure 53. Importance of park newspaper

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 54. Importance of ranger-led walks/talks

Figure 55. Importance of Rocky Mountain NP website: www.nps.gov/romo (used before or during visit)

Figure 56. Importance of sales items in park bookstores (selection, price, etc.)

Figure 57. Importance of self-guided tour/trail booklets

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 58. Importance of trailhead signs

Figure 59. Importance of visitor center exhibits

Figure 60. Importance of visitor center movie

Figure 61. Importance of visitor center (overall)

*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 11c
Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

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

Results
• Figure 62 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 and facilities receiving the highest combined proportions of "very good" and "good" ratings were:
  - 94% Assistance from park staff/volunteers
  - 92% Park brochure/map
  - 90% Self-guided tour/trail booklets
  - 90% Park brochure/map

• Table 20 shows the quality ratings of each service and facility.

• Figures 63 – 78 show how visitor groups rated the quality of each information service or facility.

• The services/facilities receiving the highest "very poor" ratings that was rated by 30 or more visitor groups were:
  - 1% Park newspaper
  - 1% Trailhead signs
  - 1% Visitor center (overall)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 20. Quality ratings of information services and facilities (N=number of visitor groups that rated each service and facility)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff/volunteers</td>
<td>234</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>5</td>
<td>23</td>
<td>71</td>
</tr>
<tr>
<td>Directional signs in park</td>
<td>329</td>
<td>&lt;1</td>
<td>3</td>
<td>14</td>
<td>39</td>
<td>43</td>
</tr>
<tr>
<td>Estes Park TV (videos on park resources) – CAUTION!</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>27</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>Evening programs – CAUTION!</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>67</td>
<td>33</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>25</td>
<td>0</td>
<td>75</td>
</tr>
<tr>
<td>Outdoor exhibits (roadside/trailside)</td>
<td>55</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>251</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>Park newspaper</td>
<td>85</td>
<td>1</td>
<td>2</td>
<td>14</td>
<td>40</td>
<td>42</td>
</tr>
<tr>
<td>Ranger-led walks/talks – CAUTION!</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>87</td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/romo">www.nps.gov/romo</a> (used before or during visit)</td>
<td>82</td>
<td>0</td>
<td>6</td>
<td>22</td>
<td>51</td>
<td>21</td>
</tr>
<tr>
<td>Sales items in park bookstores (selection, price, etc.)</td>
<td>41</td>
<td>0</td>
<td>2</td>
<td>17</td>
<td>51</td>
<td>29</td>
</tr>
<tr>
<td>Self-guided tour/trail booklets</td>
<td>38</td>
<td>0</td>
<td>3</td>
<td>11</td>
<td>53</td>
<td>34</td>
</tr>
<tr>
<td>Trailhead signs</td>
<td>252</td>
<td>1</td>
<td>5</td>
<td>17</td>
<td>42</td>
<td>35</td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td>59</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>46</td>
<td>44</td>
</tr>
<tr>
<td>Visitor center movie – CAUTION!</td>
<td>17</td>
<td>0</td>
<td>6</td>
<td>6</td>
<td>29</td>
<td>59</td>
</tr>
<tr>
<td>Visitor center (overall)</td>
<td>139</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>32</td>
<td>60</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 63. Quality of assistance from park staff/volunteers

Figure 64. Quality of directional signs in park

Figure 65. Quality of Estes Park TV (videos on park resources)

Figure 66. Quality of evening programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 67. Quality of Junior Ranger program

Figure 68. Quality of outdoor exhibits (roadside/trailside)

Figure 69. Quality of park brochure/map

Figure 70. Quality of park newspaper

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 71. Quality of ranger-led walks/talks

Figure 72. Quality of Rocky Mountain NP website: www.nps.gov/romo (used before or during visit)

Figure 73. Quality of sales items in park bookstores (selection, price, etc.)

Figure 74. Quality of self-guided tour/trail booklets

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 75. Quality of trailhead signs

Figure 76. Quality of visitor center exhibits

Figure 77. Quality of visitor center movie

Figure 78. Quality of visitor center (overall)

*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 79 and 80 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.

- All information services and facilities were rated above average.

Figure 79. Mean scores of importance and quality of information services and facilities

Figure 80. Detail of Figure 79

*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 15a
Please indicate all the visitor services and facilities that you or your personal group used during this visit to Rocky Mountain NP.

Results
• As shown in Figure 81, the most common visitor services and facilities used by visitor groups were:
  88% Roads
  76% Parking areas
  65% Restrooms/toilets
• The least used services/facilities were:
  1% Campgrounds
  1% Backcountry camping

Figure 81. 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 15b
Next, for only those services and facilities that you or your personal group used, please rate their importance from 1-5.

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

Results
- Figure 82 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 visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - Trails 97%, N=311
  - Roads 94%, N=451
  - Scenic pullouts 89%, N=197

- Table 21 shows the importance ratings of each service and facility.
- Figures 83 – 91 show how visitor groups rated the importance of each visitor service or facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  - Snowplay at Hidden Valley 6%

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 21. Importance ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

<table>
<thead>
<tr>
<th>Service/facility</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>Backcountry camping – CAUTION!</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>Campgrounds – CAUTION!</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Parking areas</td>
<td>391</td>
<td>0</td>
<td>1</td>
<td>11</td>
<td>36</td>
<td>52</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>36</td>
<td>0</td>
<td>6</td>
<td>22</td>
<td>31</td>
<td>42</td>
</tr>
<tr>
<td>Restrooms/toilets</td>
<td>337</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>29</td>
<td>60</td>
</tr>
<tr>
<td>Roads</td>
<td>451</td>
<td>&lt;1</td>
<td>1</td>
<td>5</td>
<td>28</td>
<td>66</td>
</tr>
<tr>
<td>Scenic pullouts</td>
<td>197</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>43</td>
<td>46</td>
</tr>
<tr>
<td>Snowplay at Hidden Valley</td>
<td>49</td>
<td>6</td>
<td>2</td>
<td>6</td>
<td>37</td>
<td>49</td>
</tr>
<tr>
<td>Trails</td>
<td>311</td>
<td>&lt;1</td>
<td>2</td>
<td>2</td>
<td>19</td>
<td>77</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 83. Importance of backcountry camping

Figure 84. Importance of campgrounds

Figure 85. Importance of parking areas

Figure 86. Importance of picnic areas

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 87. Importance of restrooms/toilets

Figure 88. Importance of roads

Figure 89. Importance of scenic pullouts

Figure 90. Importance of snowplay at Hidden 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 91. Importance of trails

*N=311 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 15c
Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

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

Results

- Figure 92 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

  93% Trails
  88% Scenic pullouts
  88% Picnic areas

- Table 22 shows the quality ratings of each service and facility.

- Figures 93 – 101 show how visitor groups rated the quality of each service or facility.

- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

  2% Restrooms/toilets

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 22. Quality ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backcountry camping</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>– CAUTION!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campgrounds – CAUTION!</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Parking areas</td>
<td>376</td>
<td>0</td>
<td>2</td>
<td>13</td>
<td>38</td>
<td>47</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>35</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>34</td>
<td>54</td>
</tr>
<tr>
<td>Restrooms/toilets</td>
<td>326</td>
<td>2</td>
<td>2</td>
<td>19</td>
<td>37</td>
<td>40</td>
</tr>
<tr>
<td>Roads</td>
<td>438</td>
<td>&lt;1</td>
<td>2</td>
<td>11</td>
<td>42</td>
<td>45</td>
</tr>
<tr>
<td>Scenic pullouts</td>
<td>183</td>
<td>0</td>
<td>1</td>
<td>12</td>
<td>38</td>
<td>50</td>
</tr>
<tr>
<td>Snowplay at Hidden Valley</td>
<td>45</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>38</td>
<td>49</td>
</tr>
<tr>
<td>Trails</td>
<td>300</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>35</td>
<td>58</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Figure 93.** Quality of backcountry camping

**Figure 94.** Quality of campgrounds

**Figure 95.** Quality of parking areas

**Figure 96.** Quality of picnic areas

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 97. Quality of restrooms/toilets

Figure 98. Quality of roads

Figure 99. Quality of scenic pullouts

Figure 100. Quality of snowplay at Hidden 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 101. Quality of trails

*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 102 and 103 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services and facilities were rated above average.

Figure 102. Mean scores of importance and quality of visitor services and facilities

Figure 103. Detail of Figure 102

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Importance of protecting park attributes, resources, and experiences**

**Question 10**
It is the National Park Service's responsibility to protect Rocky Mountain NP's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group?

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

**Results**

- As shown in Figure 104, the highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included:
  
  - 97% Natural scenery/undeveloped vistas  
  - 95% Clean water  
  - 94% Clean air (visibility)

- The attribute/resource/experience receiving the highest “not important” rating was:
  
  - 5% Dark, starry night sky

- Table 23 shows the importance ratings of protecting park attributes, resources, and experiences.

*Figure 104. Combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences*

---

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer*
Table 23. Visitor ratings of importance of protecting park attributes, resources, and experiences (N=number of visitors that rated each attribute, resource, and experience)

<table>
<thead>
<tr>
<th>Attribute/resource/experience</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>Clean air (visibility)</td>
<td>572</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>35</td>
<td>59</td>
</tr>
<tr>
<td>Clean water</td>
<td>572</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>33</td>
<td>62</td>
</tr>
<tr>
<td>Dark, starry night sky</td>
<td>567</td>
<td>5</td>
<td>4</td>
<td>15</td>
<td>32</td>
<td>43</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>570</td>
<td>&lt;1</td>
<td>2</td>
<td>8</td>
<td>34</td>
<td>57</td>
</tr>
<tr>
<td>Natural scenery/undeveloped vistas</td>
<td>572</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>31</td>
<td>66</td>
</tr>
<tr>
<td>Native plants</td>
<td>571</td>
<td>1</td>
<td>4</td>
<td>13</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>571</td>
<td>&lt;1</td>
<td>1</td>
<td>6</td>
<td>30</td>
<td>62</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, camping, climbing, etc.)</td>
<td>571</td>
<td>1</td>
<td>3</td>
<td>12</td>
<td>31</td>
<td>52</td>
</tr>
<tr>
<td>Solitude</td>
<td>568</td>
<td>3</td>
<td>6</td>
<td>19</td>
<td>34</td>
<td>39</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
Elements affecting experience

Question 9
How did the following elements affect your personal group’s experience during this visit to Rocky Mountain NP?

Results
- Table 24 shows how different elements detracted from, had no effect on, or added to visitor groups’ experiences.
- Table 25 lists the “other” elements that affected visitor groups’ experiences.

Table 24. How elements affected visitor groups’ park experience
(N=number of visitors that rated each element; n=number of visitor groups that did not experience each element)

<table>
<thead>
<tr>
<th>Element</th>
<th>N</th>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience n</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowding</td>
<td>223</td>
<td>23</td>
<td>75</td>
<td>&lt;1</td>
<td>337</td>
<td>60</td>
</tr>
<tr>
<td>Fencing of fragile areas</td>
<td>342</td>
<td>12</td>
<td>82</td>
<td>5</td>
<td>211</td>
<td>38</td>
</tr>
<tr>
<td>Helicopters</td>
<td>129</td>
<td>5</td>
<td>95</td>
<td>0</td>
<td>425</td>
<td>77</td>
</tr>
<tr>
<td>High elevation aircraft</td>
<td>176</td>
<td>12</td>
<td>88</td>
<td>0</td>
<td>379</td>
<td>68</td>
</tr>
<tr>
<td>Noise from vehicles/trucks/motorcycles</td>
<td>247</td>
<td>15</td>
<td>83</td>
<td>1</td>
<td>307</td>
<td>55</td>
</tr>
<tr>
<td>Snowshoer and skier conflicts</td>
<td>211</td>
<td>5</td>
<td>93</td>
<td>2</td>
<td>346</td>
<td>62</td>
</tr>
<tr>
<td>Other</td>
<td>39</td>
<td>35</td>
<td>n/a</td>
<td>4</td>
<td>n/a</td>
<td>n/a</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 25. “Other” elements that affected visitor groups’ experiences (N=46 comments)

<table>
<thead>
<tr>
<th>Element</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>8</td>
</tr>
<tr>
<td>Snowy/icy roads</td>
<td>4</td>
</tr>
<tr>
<td>Road closure</td>
<td>3</td>
</tr>
<tr>
<td>Dogs/pets on trail</td>
<td>2</td>
</tr>
<tr>
<td>Lack of trail signage</td>
<td>2</td>
</tr>
<tr>
<td>Snow</td>
<td>2</td>
</tr>
<tr>
<td>Snowmobile noise</td>
<td>2</td>
</tr>
<tr>
<td>Unable to bring dog on trails</td>
<td>2</td>
</tr>
<tr>
<td>Discarded steel pipes in Big</td>
<td></td>
</tr>
<tr>
<td>Thompson River</td>
<td>1</td>
</tr>
<tr>
<td>Entrance fees - already pay taxes</td>
<td>1</td>
</tr>
<tr>
<td>Entrance gate not functioning</td>
<td>1</td>
</tr>
<tr>
<td>Family issues</td>
<td>1</td>
</tr>
<tr>
<td>Friendly natives</td>
<td>1</td>
</tr>
<tr>
<td>Herbicide application</td>
<td>1</td>
</tr>
<tr>
<td>Horse/hiker conflicts</td>
<td>1</td>
</tr>
<tr>
<td>Inexperience with snowshoeing</td>
<td>1</td>
</tr>
<tr>
<td>Lack of crowds</td>
<td>1</td>
</tr>
<tr>
<td>Lack of options for difficult trails</td>
<td>1</td>
</tr>
<tr>
<td>Lack of snow on sledding hill</td>
<td>1</td>
</tr>
<tr>
<td>Logging</td>
<td>1</td>
</tr>
<tr>
<td>Need larger sledding hill</td>
<td>1</td>
</tr>
<tr>
<td>Other drivers</td>
<td>1</td>
</tr>
<tr>
<td>Parking problems</td>
<td>1</td>
</tr>
<tr>
<td>Poor road conditions</td>
<td>1</td>
</tr>
<tr>
<td>Road conditions</td>
<td>1</td>
</tr>
<tr>
<td>Road construction</td>
<td>1</td>
</tr>
<tr>
<td>Trail signage</td>
<td>1</td>
</tr>
<tr>
<td>Tree removal</td>
<td>1</td>
</tr>
<tr>
<td>Trees down on Bowen Trail</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Total expenditures inside and outside the park

Question 13
For you and your personal group, please report all expenditures for this visit to Rocky Mountain NP and the surrounding area (within 20 miles of any park entrance point).

Results
- 56% of visitor groups spent $1-$200 (see Figure 105).
- 14% spent $201-$400.
- The average visitor group expenditure was $267.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $74.
- The average total expenditure per person (per capita) was $109.
- As shown in Figure 106, the largest proportions of total expenditures inside and outside the park were:
  - 42% Hotels, motels, cabins, B&B, etc.
  - 21% Restaurants and bars
  - 9% All other purchases

Figure 105. Total expenditures inside and outside the park

Figure 106. Proportions of total expenditures inside and outside the park

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

**Question 13c**
How many adults (18 years or older) do these expenses cover?

**Results**
- 64% of visitor groups had two adults covered by expenditures (see Figure 107).

![Figure 107. Number of adults covered by expenditures](image)

**Number of children covered by expenditures**

**Question 13c**
How many children (under 18 years) do these expenses cover?

**Results**
- 79% of visitor groups had no children covered by expenditures (see Figure 108).
- 8% had two children.
- 8% had one child.

![Figure 108. Number of children covered by expenditures](image)

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
Expenditures inside the park

Question 13a
Please list your group’s total expenditures inside Rocky Mountain NP.

Results

- 48% of visitor groups spent no money inside the park (see Figure 109).
- 42% spent $1-$50.
- The average visitor group expenditure inside the park was $23.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $8.
- The average total expenditure per person (per capita) was $18.
- As shown in Figure 110, the largest proportions of total expenditures inside the park were:

  - 64% Admission fees
  - 24% All other purchases

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

- 98% of visitor groups spent no money on camping fees and charges inside the park (see Figure 111).

Guide fees and charges

- Nearly all visitor groups spent no money on guide fees and charges inside the park (see Figure 112).

---

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

- 96% of visitor groups spent no money on restaurants and bars inside the park (see Figure 113).

![Figure 113. Expenditures for restaurants and bars inside the park](image)

Groceries and takeout food

- 97% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 114).

![Figure 114. Expenditures for groceries and takeout food inside the park](image)

*total percentages do not equal 100 due to rounding

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

- 50% of visitor groups spent no money on admission fees inside the park (see Figure 115).
- 27% spent $1-$20.

Recreation and entertainment fees (including equipment rental)

- Almost all visitor groups spent no money on recreation and entertainment fees inside the park (see Figure 116).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 86% of visitor groups spent no money on all other purchases inside the park (see Figure 117).
- 8% spent $1-$20.

**Figure 117.** Expenditures for all other purchases inside the park

Donations

- 97% of visitor groups spent no money on donations inside the park (see Figure 118).

**Figure 118.** Expenditures for donations inside the park

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
**Expenditures outside the park**

**Question 13b**
Please list your group’s total expenditures in the surrounding area outside the park (within 20 miles of any park entrance).

**Results**
- 51% of visitor groups spent $1-$200 (see Figure 119).
- 17% spent no money.
- The average visitor group expenditure outside the park was $259.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $55.
- The average total expenditure per person (per capita) was $123.
- As shown in Figure 120, the largest proportions of total expenditures outside the park were:
  - 45% Hotels, motels, cabins, B&B, etc.
  - 23% Restaurants and bars

![Figure 119. Total expenditures outside the park](image)

![Figure 120. Proportions of total expenditures outside the park](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Hotels, motels, cabins, B&B, etc.

- 61% of visitor groups spent no money on lodging outside the park (see Figure 121).
- 16% spent $1-$200.

Camping fees and charges

- Nearly all visitor groups spent no money on camping fees and charges outside the park (see Figure 122).

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

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 123).

Restaurants and bars

- 38% of visitor groups spent $1-$50 on restaurants and bars outside the park (see Figure 124).
- 29% spent no money.

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

- 53% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 125).

- 18% spent $1-$20.

![Figure 125. Expenditures for groceries and takeout food outside the park](chart)

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

- 52% of visitor groups spent no money on gas and oil outside the park (see Figure 126).

- 39% spent $1-$50.

![Figure 126. Expenditures for gas and oil outside the park](chart)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 93% of visitor groups spent no money on other transportation outside the park (see Figure 127).
- 3% spent $1-$100.
- 3% spent $201 or more.

Figure 127. Expenditures for other transportation outside the park

Admission fees

- 86% of visitor groups spent no money on admission fees outside the park (see Figure 128).
- 7% spent $1-$20.

Figure 128. Expenditures for admission fees outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Recreation and entertainment fees
(including equipment rentals)

- 82% of visitor groups spent no money on recreation and entertainment fees outside the park (see Figure 129).
- 6% spent $1-$20.

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

- 70% of visitor groups spent no money on all other purchases outside the park (see Figure 130).
- 18% spent $1-$50.

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

- 97% of visitor groups spent no money on donations inside the park (see Figure 131).

Figure 131. Expenditures for donations outside the park

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

**Ranger-led programs for future visit**

**Question 14a**
If you were to visit Rocky Mountain NP in the future, would you and your personal group be interested in attending ranger-led programs in the park?

**Results**
- 47% of visitor groups were interested in attending ranger-led programs on a future visit to the park (see Figure 132).

![Figure 132. Visitor groups that were interested in participating in ranger-led programs on a future visit](image)

**Preferred length of ranger-led programs**

**Question 14b**
If YES, what length of program would you and your personal group like to attend?

**Results**
- 54% of visitor groups preferred a program length of 1/2-1 hour (see Figure 133).
- 33% were interested in programs lasting 1-2 hours.
- “Other” preferred program lengths (3%) were:
  - Depends on program
  - 1/2-2 hours
  - Half-day
  - All day seminar
  - Any length

![Figure 133. Preferred length of ranger-led programs](image)

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


**Preferred start and end times for ranger-led programs**

**Question 14c**
Please indicate your preferred times to attend such programs at Rocky Mountain NP.

**Results**
- Table 26 shows visitor groups’ preferred start and end times for ranger-led programs, for times listed by at least 3% of visitor groups.

**Table 26. Visitor groups’ preferred start and end times for ranger-led programs (N=235 comments)**

<table>
<thead>
<tr>
<th>Start and end times</th>
<th>Number of times mentioned</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>10am-12pm</td>
<td>37</td>
<td>9</td>
</tr>
<tr>
<td>10am-11am</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>9am-11am</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>2pm-4pm</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>9am-10am</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>1pm-3pm</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>1pm-2pm</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>7pm-8pm</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>11am-12pm</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>3pm-4pm</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>7pm-9pm</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>8am-10am</td>
<td>11</td>
<td>3</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*
Preferred topics to learn on future visit

Question 16
If you were to visit Rocky Mountain NP in the future, which topics would you and your personal group like to learn more about?

Results
• 93% of visitor groups were interested in learning about the park (see Figure 134).

• As shown in Figure 135, of those visitor groups that were interested in interpretive, the most common topics were:
  - 81% Wildlife
  - 59% Hiking
  - 58% Plants/tundra/forests
  - 58% History

“Other” topics (4%) were:
- Accidents
- Astronomy
- Avalanches
- Backcountry safety
- Compass skills
- Conservation
- Enos Mills’ life in the area
- Erosion issues
- First ascents/unusual adventures
- Fishing
- Fly fishing
- Folklore
- Healthy ecosystems
- Human impact
- Mysteries
- Photography
- Pine beetle problems
- Survival
- To see the old park buildings
- Winter activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferred methods to learn about the park

Question 17
If you were to visit Rocky Mountain NP in the future, how would you and your personal group prefer to learn about the park's cultural and natural history?

Results
• 89% of visitor groups were interested in interpretive activities/programs on a future visit (see Figure 136).
• As shown in Figure 137, among those visitor groups that were interested in interpretive activities/programs, the most common methods to learn were:
  57% Trailside exhibits
  52% Printed materials
  49% Self-guided
  48% Roadside exhibits
• "Other" methods (1%) were:
  Email newsletter
  Half-day day seminars
  Seminars

Figure 136. Visitor groups that were interested in interpretive activities/programs on a future visit

Figure 137. Preferred methods for learning

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

Question 12

Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Rocky Mountain NP during this visit?

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 138).

- Less than 1% of visitor groups rated the overall quality as “very poor” or “poor”.

\[ \text{Figure 138. Overall quality rating of facilities, services, and recreational opportunities} \]

*total percentages do not equal 100 due to rounding

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

Additional comments

Question 26
Is there anything else you and your personal group would like to tell us about your visit to Rocky Mountain NP? (Open-ended)

Results
• 47% of visitor groups (N=274) responded to this question.
• Table 27 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 27. Additional comments
(N=433 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>PERSONNEL (6%)</td>
<td></td>
</tr>
<tr>
<td>Rangers/staff were friendly</td>
<td>10</td>
</tr>
<tr>
<td>Rangers/staff were helpful</td>
<td>6</td>
</tr>
<tr>
<td>Appreciate park staff</td>
<td>4</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES (4%)</td>
<td></td>
</tr>
<tr>
<td>Need more information on winter activities</td>
<td>2</td>
</tr>
<tr>
<td>Website needs current weather information</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>13</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (12%)</td>
<td></td>
</tr>
<tr>
<td>Increase trail signage/markers in winter</td>
<td>11</td>
</tr>
<tr>
<td>Appreciate plowed roads</td>
<td>6</td>
</tr>
<tr>
<td>Roads are well maintained</td>
<td>4</td>
</tr>
<tr>
<td>Park/facilities well maintained</td>
<td>3</td>
</tr>
<tr>
<td>Keep the roads open/plowed</td>
<td>2</td>
</tr>
<tr>
<td>More distance information on trail signs</td>
<td>2</td>
</tr>
<tr>
<td>More picnic tables</td>
<td>2</td>
</tr>
<tr>
<td>Parking is limited</td>
<td>2</td>
</tr>
<tr>
<td>Trails need maintenance</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>19</td>
</tr>
</tbody>
</table>
Table 27. Additional comments (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICIES/MANAGEMENT (15%)</strong></td>
<td></td>
</tr>
<tr>
<td>Allow dogs on some trails</td>
<td>7</td>
</tr>
<tr>
<td>Preserve/protect the park</td>
<td>5</td>
</tr>
<tr>
<td>More enforcement of wildlife regulations</td>
<td>3</td>
</tr>
<tr>
<td>Park is well managed</td>
<td>3</td>
</tr>
<tr>
<td>Appreciate dog-free trails</td>
<td>2</td>
</tr>
<tr>
<td>Do not allow firearms in the park</td>
<td>2</td>
</tr>
<tr>
<td>More flexibility on annual pass regulations</td>
<td>2</td>
</tr>
<tr>
<td>Reduce fees during winter</td>
<td>2</td>
</tr>
<tr>
<td>Survey is a waste of time/tax money</td>
<td>2</td>
</tr>
<tr>
<td>Too much weekend traffic</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>37</td>
</tr>
<tr>
<td><strong>RESOURCES MANAGEMENT (9%)</strong></td>
<td></td>
</tr>
<tr>
<td>Fences are obtrusive</td>
<td>9</td>
</tr>
<tr>
<td>Enjoyed seeing wildlife</td>
<td>5</td>
</tr>
<tr>
<td>Saw wildlife</td>
<td>3</td>
</tr>
<tr>
<td>Allow hunting to help control elk</td>
<td>2</td>
</tr>
<tr>
<td>Beetle damage is unfortunate/distressing</td>
<td>2</td>
</tr>
<tr>
<td>Beetle damage should be mitigated</td>
<td>2</td>
</tr>
<tr>
<td>Reintroduce wolves</td>
<td>2</td>
</tr>
<tr>
<td>Reintroduce wolves and grizzlies</td>
<td>2</td>
</tr>
<tr>
<td>Saw elk herd</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>10</td>
</tr>
<tr>
<td><strong>CONCESSION SERVICES (&lt;1%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS (52%)</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>60</td>
</tr>
<tr>
<td>Love the park</td>
<td>39</td>
</tr>
<tr>
<td>Beautiful park/place</td>
<td>25</td>
</tr>
<tr>
<td>Great park/place</td>
<td>17</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>13</td>
</tr>
<tr>
<td>Visit park frequently</td>
<td>13</td>
</tr>
<tr>
<td>Will return</td>
<td>12</td>
</tr>
<tr>
<td>Thank you</td>
<td>7</td>
</tr>
<tr>
<td>Enjoyed park in winter</td>
<td>6</td>
</tr>
<tr>
<td>Favorite park/place</td>
<td>6</td>
</tr>
<tr>
<td>Would like to volunteer</td>
<td>5</td>
</tr>
<tr>
<td>Best park</td>
<td>4</td>
</tr>
<tr>
<td>Weather prevented activities</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyed snowshoeing</td>
<td>3</td>
</tr>
<tr>
<td>Cold and windy</td>
<td>2</td>
</tr>
<tr>
<td>Enjoyed skiing</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
</tbody>
</table>
Visitor Comments

This section contains visitor responses to open-ended questions.
Appendix 1: The Questionnaire
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups’ rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g. four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (http://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83843-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidho.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 Carley-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 3 and 4 show no significant difference in group size or group type. However, respondents and non-respondents were significantly different in average age (Table 3) There was a potential bias toward visitors at higher age ranges.
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
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
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
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

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

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)
### Visitor Services Project Publications (continued)

**1994**
- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap National 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
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

**1996**
- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

**1997**
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

**1998**
- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

**1999**
- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park (fall)
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park

**2000**
- 118. Haleakalā 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)
Visitor Services Project Publications (continued)

2002 (continued)
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
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)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186. Glen Canyon National Recreation Area (spring and summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post NHS
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey’s Landing National Historical Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

2008
197. Blue Ridge Parkway (fall and summer)
198. Yosemite National Park (winter)
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.iudaho.edu or phone (208) 885-7863.
The Department of the Interior protects and manages the nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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