

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

- This report describes the results of a visitor study at Everglades National Park (NP) during March 17-23, 2002. A total of 804 questionnaires were distributed to visitors. Visitors returned 623 questionnaires for a 77.5% response rate.
- This report profiles Everglades NP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-seven percent of visitor groups were groups of two. Fifty-four percent of the visitor groups were family groups. Forty-nine percent of visitors were aged 46-70 years and 11% were aged 15 or younger. Fifty-two percent of the visitors were male; 48% were female.
- United States visitors were from Florida (34%), New York (7%), Michigan (6%), 44 other states and Washington, D.C. Fourteen percent of all visitors were international, with 36% from England, 19% from Canada and 17% from Germany.
- Five percent of visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (96%), followed by Asian (2%) and other racial backgrounds.
- Eight percent of groups said that a group member had a disability or impairment. Mobility (66%) and hearing (27%) were the most often listed types of disabilities. Ten percent of these visitors experienced access/service problems in the park.
- On this visit, the most common activities were nature viewing/birdwatching (75%), walking/hiking (66%) and photography/painting/drawing (43%). Nature viewing/birdwatching and walking/hiking were the most important activities to visitors on this visit.
- Seventy-two percent of the visitors spent less than one day in the park. Sixty-one percent of visitors stayed overnight away from home in Everglades NP or the surrounding area (Miami, Naples, Florida Keys, Florida City or Homestead) on this trip.
- Previous visits (39%), travel guides/tour books (38%) and friends or relatives (36%) were the most used sources of information about the park prior to visiting. Most visitors said they received the information they needed to plan their visit to Everglades NP.
- Most visitor groups used private vehicles (88%) to travel around in the park. Visitors had a variety of reasons for visiting South Florida: to visit Everglades NP (27%), because they were a South Florida resident (26%), to visit friends/relative (15%) and several other reasons.
- The most commonly visited sites in the park were Flamingo (38%), Royal Palm/Anhinga Trail (37%), Shark Valley (35%), Ernest F. Coe Visitor Center (31%), and Gulf Coast Visitor Center (31%) and 10,000 Islands (30%). The most used visitor services in the park were the park brochure/map (84%), visitor centers (79%) and restrooms (77%).
- Eighty-four percent of visitors rated the entrance fee amount as "about right." The most preferred use for entrance fee funds is protection of park resources (88%).
- In and outside the park, the average visitor group expenditure during this visit was \$630. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$225. The average per capita expenditure was \$245.
- Most visitor groups (90%) rated the overall quality of visitor services at Everglades NP as "very good" or "good." Less than 1% of visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho  
Park Studies Unit; phone (208) 885-7863. For a copy of the report, visit the following website:  
<http://www.nps.gov/ever/current/report.htm>