

Executive Summary

- This report describes the results of a visitor study at Yellowstone National Park conducted the week of July 12-18, 1987. Questionnaires were given to 2716 visitors and 846 were returned, a 31% response rate.
- The report is in two volumes. Volume 1 provides a statistical profile of the people who visited Yellowstone. Volume 2 has their general comments about the park (a summary is included in Volume 1).
- Visitors were most likely to be in family groups of two to four people. Most visitors were making their first visit to Yellowstone. Over one-third of U.S. visitors came from the states of California, Utah, Montana, Washington and Colorado.
- Visitors commonly stayed two days, although 34% stayed longer. Walking for pleasure, visiting the Visitor Center or museums, and shopping were the most common activities.
- The sites that received the greatest proportion of all visitors were Old Faithful and Canyon.
- The average per capita expenditure during the visit was approximately \$ 51.00. Each visitor group had an average expenditure of \$ 88.00 for lodging, \$ 43.00 for travel, \$ 54.00 for food and \$ 40.00 for "other" items.
- Visitors staying overnight in the Yellowstone area preferred a cabin or hotel.
- Most Yellowstone visitors selected their entrance and departure routes prior to leaving home. Many Yellowstone visitors travelled from and to Wyoming on their arrival or departure days. Cody, West Yellowstone or Jackson were most often their arrival day origin or departure day destination.
- Visitors rated information and direction signs as the most important service and boating facilities as the least important service. The highest quality rating was for information and direction signs, and for park information. Driving conditions received the lowest quality rating.
- Besides saying that they enjoyed their visit, visitors commented about the park's exceptional beauty, their desire to return, the need for better information distribution, good wildlife viewing, and poor road conditions. Many additional comments about their visit were made.