

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

- This report describes the results of a visitor study at Yosemite National Park (NP) during July 8-17, 2005. A total of 1,204 questionnaires were distributed to visitor groups. Of those, 781 questionnaires were returned resulting in a 65% response rate.
- Yosemite NP visitors are profiled in graphs and frequency tables in this report. Summaries of visitor comments are included in this report and complete comments are included in an appendix.
- Thirty-six percent of visitor groups were in groups of two, 32% were in groups of three or four, and 27% were groups of five or more. Sixty-three percent of the visitor groups were family groups. Forty-six percent of visitors were ages 36-60 years and 17% were ages 15 or younger.
- United States visitors were from California (69%), Texas (4%), and 39 other states, Washington, D.C., and Puerto Rico. International visitors, comprising 18% of the total visitation, were from England (23%), France (11%), and 35 other countries.
- Forty-eight percent of visitors visited Yosemite NP for the first time in their lifetime and 81% visited once in the past 12 months. Thirty percent of visitors (16 years or older) had a bachelor's degree, 25% had a graduate degree, and 24% had some college.
- Prior to this visit, visitor groups most often obtained information about Yosemite NP through previous visits (57%), friends/relatives/word of mouth (45%), and the NPS park website (40%). Five percent of visitor groups did not obtain any information about the park before their visit.
- Visiting Yosemite NP was the primary reason that brought 75% of visitor groups to the area (within 50 miles of the park). On this visit, the most common activities were sightseeing/taking a scenic drive (87%), visiting visitor center (55%), and eating in park restaurant (49%).
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups who responded to each question. The most used information service/facility by 708 visitor groups was the park brochure/map (90%). The information service/facility that received the highest combined proportions of "extremely important" and "very important" ratings was the shuttle bus service (81%, N=333). The information service/facility that received the highest combined proportions of "very good" and "good" quality ratings was ranger-led walks/talks (91%, N=51).
- The most used visitor and concession service/facility by 726 visitor groups was directional signs in park (91%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings were campgrounds (95%, N=111), in-park lodging (95%, N=104), and roads (95%, N=610). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were roads (87%, N=596) and trails (86%, N=430).
- The average total expenditures in and outside the park (within 50 miles of the park) per visitor group was \$681. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$370. The average per capita (per person) expenditure was \$187.
- Most visitor groups (88%) rated the overall quality of services, facilities, and recreational opportunities at Yosemite NP as "very good" or "good." Less than one percent of groups rated the overall quality as "very poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>