

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

- This report describes the results of two visitor surveys at Everglades National Park. During the winter survey (February 26 – March 3), 1,094 questionnaires were distributed to visitor groups. Of those, 795 questionnaires were returned, resulting in a 72.7% response rate. A total of 647 questionnaires were distributed to visitor groups during the spring survey (April 29 – May 5). Of those, 370 questionnaires were returned, resulting in a 57.2% response rate. The combined response rate for both surveys is 66.9%.
 - This report profiles a systematic random sample of Everglades National Park visitors during these two survey periods. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Fifty-one percent of winter visitor groups and 55% of spring visitor groups consisted of two people; 29% of winter visitor groups and 26% of spring visitor groups were in groups of four or more. Sixty percent of winter visitor groups and 69% of spring visitor groups were family groups.
 - Fifty-seven percent of winter visitors and 41% of spring visitors were in the 51-75 year age group. Seven percent of winter visitors and 12% of spring visitors were ages 15 years or younger. Seven percent of winter visitors and 5% of spring visitors were of Hispanic/Latino ethnicity. Ninety-eight percent of both winter and spring visitor groups were White. Forty-nine percent of winter visitors and 59% of spring visitors had visited the park once in their lifetime.
 - United States visitors during the winter survey were from 47 states and Washington, D.C. In the spring survey, visitors were from 34 states and Washington, D.C. States that had the highest proportions were Florida (32% winter, 45% spring), Pennsylvania (7% winter), California (8% spring), and Michigan (6% winter and 4% spring). International visitors during the winter survey were from 19 countries and comprised 20% of winter visitation. During the spring survey, international visitors were from 21 countries and comprised 46% of spring visitation.
 - Of the visitor groups who spent less than 24 hours visiting Everglades National Park, 47% of winter visitors and 49% of spring visitors spent five hours or more. Of the visitor groups that spent more than 24 hours visiting the park, 33% of winter visitor groups spent four or more days and 37% of spring visitor groups spent two days. The average length of stay in the park was 1.2 days for winter visitor groups and .6 day for spring visitor groups.
 - The most commonly visited sites for winter visitor groups were Shark Valley Visitor Center (43%), Royal Palm Anhinga Trail (38%) and Flamingo (33%). For spring visitor groups the most visited places were Royal Palm Anhinga Trail (38%), Flamingo (33%) and Ernest Coe Visitor Center (37%).
 - The most common self-guided activities in the park included nature viewing/birdwatching (75% winter, 75% spring), walking/hiking (74% winter, 71% spring), and photography/painting/drawing (55% winter, 59% spring). The most common guided activities included tram tour (45% winter, 38% spring), boat tour (34% winter, 47% spring) and airboat tour (32% winter, 42% spring).
 - Sixty-six percent of both winter and spring visitor groups stayed overnight away from home within Everglades National Park and/or in the surrounding area (Florida keys, Florida City, Homestead, Miami, Naples). The most common types of lodging used inside the park were tent camping in campground (43% winter, 38% spring) and RV/trailer camping (38% winter, 23% spring). The most common types of lodging used outside the park were lodges, hotels, cabins, rented condos, B&B, etc. (79% winter, 91% spring), residence of friends or relative (12% winter, 5% spring) and RV/trailer camping (9% winter and 5% spring).
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Report Summary (continued)

- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by 734 winter visitor groups and 338 spring groups included visitor centers (75% winter, 78% spring), and park brochure/map (73% winter, 76% spring). The visitor services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the winter visitor groups included campgrounds (94%, N=83) and tram tour ranger/guide (90%, N=199). The visitor services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the spring visitor groups included tram tour ranger/guide (87%, N=70) and trailside exhibits (87%, N=122). The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by winter visitor groups included ranger-led walks/talks (91%, N=114) assistance from visitor center staff (88%, N=389) and evening programs (88%, N=34). The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by spring visitor groups included tram tour ranger/guided (97%, N=67), and assistance from visitor center staff (89%, N=191).
- The most used concession services and facilities by 732 winter visitor groups and 333 spring groups included restrooms (92% winter, 91% spring), gift shops (43% winter, 39% spring) and boat tours (23% winter, 29% spring). The concession services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the winter visitor groups included restrooms (95%, N=653) and boat ramps (91%, N=54). The concession services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the spring visitor groups included restrooms (91%, N=293) and boat tours (85%, N=94). The concession services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by winter visitor groups included boat tours (84%, N=155) and canoe rentals (81%, N=40). The concession services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by spring visitor groups included boat tours (83%, N=92) and picnic areas (72%, N=72).
- The average visitor group expenditures were \$810 per winter visitor group and \$938 per spring visitor group. The median visitor group expenditures (50% of groups spent more and 50% of groups spent less) were \$320 for the winter and \$343 in the spring. The per capita expenditures were \$354 per winter visitor and \$374 per spring visitor.
- Most visitor groups (84% winter, 82% spring) rated the overall quality of services, facilities, and recreational opportunities at Everglades National Park as “very good” or “good.” Two percent of both winter and spring visitor groups rated the overall quality as “very poor” or “poor.”