

Visitor Services Project
Scotts Bluff
National Monument
Report Summary

- This report describes the results of a study of visitors to Scotts Bluff National Monument during July 29 to August 4, 1990. Four hundred ten questionnaires were distributed and 340 returned, an 83% response rate.
- The report profiles Scotts Bluff visitors. The separate appendix has their comments about the park and their visit. A summary of these comments is included in both this report and the appendix.
- Seventy-three percent of visitors were in family groups; often 71% of visitors were in groups of two to four people. Forty-two percent of visitors were 31 to 55 years old. Sixty-seven percent of visitors were on their first visit to Scotts Bluff National Monument.
- Visitors from foreign countries comprised 4% of the visitation to Scotts Bluff National Monument. Fifty-one percent of American visitors came from Nebraska, Illinois, California, and Kansas.
- Ninety-six percent of visitors stayed three hours or less in the park. Fifty percent of visitor groups visited the Summit Road, 43% visited the Summit Trail and 23% visited the Oregon Trail.
- Thirty-nine percent of visitors obtained information about the park from previous visits, 35% from maps and 34% from travel guide/tour books.
- Eighty-five percent of visitors used the museum exhibits and 55% used the park brochure. All interpretive/information services received high usefulness ratings.
- Ninety-four percent of visitors used the parking lot and 77% used the restrooms. All park facilities received high usefulness ratings.
- Fifty-six percent of the visitors reported that they would likely use the proposed three-mile nature trail connecting Scotts Bluff and the River Side Park Zoo on a future visit .
- Forty-four percent of the visitors reported that they would likely use the proposed shuttle system from the visitor center to the summit of Scotts Bluff and back on a future visit.
- Visitors made many more general comments about their visits to the park.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.