
Visitor Services Project Grand Teton National Park Report Summary

- This report describes part of the results of a visitor study at conducted simultaneously at Grand Teton and Yellowstone National Parks during February 11-20, 1995. A total of 1,422 questionnaires were distributed to visitors. Visitors returned 1,132 questionnaires for an 80% response rate.
- This report profiles Grand Teton visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary. A separate report on Yellowstone contains results from Grand Teton visitors who entered at Moran Junction and visited Yellowstone.
- Thirty-eight percent of the visitors were in family groups; 30% were in groups of friends. Forty-four percent of Grand Teton visitors were in groups of two. Many visitors (62%) were aged 26-50.
- Among Grand Teton visitors, 3% were international visitors. Forty-three percent of those visitors were from the United Kingdom. United States visitors were from Wyoming (26%), Idaho (11%), California (9%) and 41 other states.
- Half of Grand Teton visitors (50%) stayed more than one day. Many Grand Teton visitors (56%) had visited the park previously during the winter. On this visit, the most common activities were viewing scenery (84%), viewing wildlife (76%), and taking photographs (56%).
- Many visitors participated in winter recreation outside the parks in places such as Jackson Hole and Grand Targhee. Their activities included skiing and snowmobiling.
- In planning trips to national parks, most visitors (71%) talked to someone who had been there as their source of information about the park. Previous visits was the source of information which influenced most visitors (70%) in deciding to visit Grand Teton/Yellowstone.
- The most visited sites were Flagg Ranch (52%), Moose Visitor Center (44%), and Old Faithful (41%).
- The most used information services were the park brochure/map (68%) and visitor center staff (54%). According to visitors, the park brochure/map and visitor center staff were rated the most important services. The best quality services were the visitor center book sales, roving rangers, and visitor center staff.
- The most used visitor services and facilities were the restrooms, visitor center and informational/directional signs. According to visitors, the most important services were the overnight lodging, gas station and airport. The best quality services were commercial guide services and the ranger stations.
- The most important park qualities to Grand Teton visitors were scenery, wildlife and clean air. Recreational activities were rated more important than educational opportunities.
- The average visitor group expenditure in and outside the parks during this visit was \$1,329. The average per capita expenditure was \$399.
- Most visitors (63%) prefer not to limit winter visitor use at Grand Teton/Yellowstone. Of the visitors who think winter use should be limited, a reservation system was preferred by 58% of the visitors.
- Visitors made many additional comments.

<p>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 83844-1133 or call (208) 885-7129.</p>
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