
Visitor Services Project Yellowstone 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 Yellowstone visitors, including those who entered via Moran Junction in Grand Teton. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary. Grand Teton visitors are profiled in a separate report, which also includes the results from the Moran Junction visitors.
- Thirty-seven percent of the visitors were in family groups; 29% were in groups of friends. Thirty-three percent of Yellowstone visitors were in groups of six or more people.
- Among Yellowstone visitors, 3% were international visitors. Many of them (51%) were from Canada. United States visitors were from Montana (20%), Utah (10%), Wyoming (9%) and 45 other states.
- Many Yellowstone visitors (57%) stayed more than one day. Many Yellowstone visitors (55%) had visited the park previously during the winter. On this visit, the most common activities were viewing wildlife (91%), viewing scenery (90%), and snowmobiling (74%).
- Most visitors (62%) participated in winter recreation outside the parks in places such as the West Yellowstone area; Big Sky, Montana; and Jackson, Wyoming. Their activities included snowmobiling and skiing.
- In planning trips to national parks, most visitors (73%) 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 (73%) in deciding to visit Grand Teton/Yellowstone.
- The most visited sites were Old Faithful (76%), Madison (62%), Canyon (48%) and Norris (48%).
- The most used information services were the park brochure/map (89%) and visitor center exhibits (50%). The park brochure/map and visitor center staff were the most important services. According to visitors, the best quality services were the visitor center staff and book sales.
- The most used visitor services were the restrooms, groomed snowmobile routes, warming huts and informational/directional signs. According to visitors, the most important services were the airport, ungroomed ski trails, restrooms, gas station and informational/directional signs. The best quality services were the visitor center, commercial guide service and the airport.
- The most important park qualities to Yellowstone visitors were scenery, wildlife and clean air. Visitors rated recreational activities as more important than educational opportunities.
- The average visitor group expenditure in and outside the parks during this visit was \$2,058. The average per capita expenditure was \$346. The median visitor group expenditure (i.e. 50% spent more and 50% spent less) was \$855.
- Many visitors (62%) prefer not to limit winter visitor use at Grand Teton/Yellowstone. Of those visitors who think winter use should be limited, many (71%) prefer a reservation system.
- Visitors made many additional comments.

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