Great Smoky Mountains National Park Visitor Study

Fall 2008

University of Idaho

Social Science Program
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Visitor Services Project

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Park Studies Unit
Visitor Services Project
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Eleonora Papadogiannaki
Ann Braak
Nancy Holmes
Douglas Eury
Steven J. Hollenhorst

Visitor Services Project
Great Smoky Mountains National Park
Report Summary

- This report describes the results of a visitor study at Great Smoky Mountains National Park (NP) during October 5-11, 2008. A total of 1,143 questionnaires were distributed to visitor groups. Of those, 781 questionnaires were returned resulting in a 68.3% response rate.

- This report profiles a systematic random sample of Great Smoky Mountains NP visitors. 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-four percent of visitor groups were in groups of two and 33% were in groups of four or more. Most (74%) visitor groups were in family groups.

- United States visitors comprised 98% of total visitation, from Tennessee (21%), Kentucky (11%), and 39 other states. International visitors represented 2% of total visitation, with 26% from Canada, 26% from the United Kingdom, and eight other countries.

- Fifty-three percent of visitors were ages 46-70 years and 11% were ages 15 years or younger. Twelve percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.

- Forty-two percent of visitors had visited the park five or more times , while 36% had visited once.

- Twenty-eight percent of respondents had attended some college and 25% had a high school diploma or GED. Twenty-four percent of visitor groups had an annual household income of $50,000 to $74,999. Sixty-one percent of visitor groups had two members in their household.

- Prior to this visit, 93% of visitor groups were aware that Great Smoky Mountains NP is a unit of the National Park System.

- Prior to this visit, visitor groups most often obtained information about Great Smoky Mountains NP through previous visits (73%) and friends/relatives/word of mouth (43%). Eleven percent of visitor groups did not obtain any information about the park prior to their visit. Fifty-five percent indicated they would prefer to obtain information for a future visit from the Great Smoky Mountains NP website.

- Viewing mountain scenery was the primary reason that brought 35% of visitor groups to the park area, while 34% came primarily to visit the park.

- Of visitor groups that spent less than 24 hours visiting the park, 53% spent five or more hours. Of groups that spent more than 24 hours, 27% spent three days. The average length of stay was 44.6 hours (1.9 days).

- The most used information services/facilities were the park brochure/map (83%) and visitor center information desk (54%). The most used visitor services/facilities were the restrooms (90%) and trails (64%).

- Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Great Smoky Mountains NP as "very good" or "good." Fewer than 1% of visitor groups rated the overall quality as "very poor" or "poor."

> For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu

TABLE OF CONTENTS

TABLE OF CONTENTS
(continued)

INTRODUCTION

"Ridge upon ridge of forest straddles the border between North Carolina and Tennessee in Great Smoky Mountains National Park. World renowned for its diversity of plant and animal life, the beauty of its ancient mountains, and the quality of its remnants of Southern Appalachian mountain culture, this is America's most visited national park." (Great Smoky Mountains National Park, National Park Service, Department of the Interior website: www.nps.gov/grsm, October, 2008)

This report describes the results of a visitor study at Great Smoky Mountains National Park during October 5-11, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

<u>Section 1</u>: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

<u>Section 2</u>: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

<u>Section 3</u>: **Appendices**

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of options for cross-references and cross comparisons. These comparisons can be analyzed within parks or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm or contacting the PSU office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

   * appears when total percentages do not equal 100 due to rounding.

   ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.
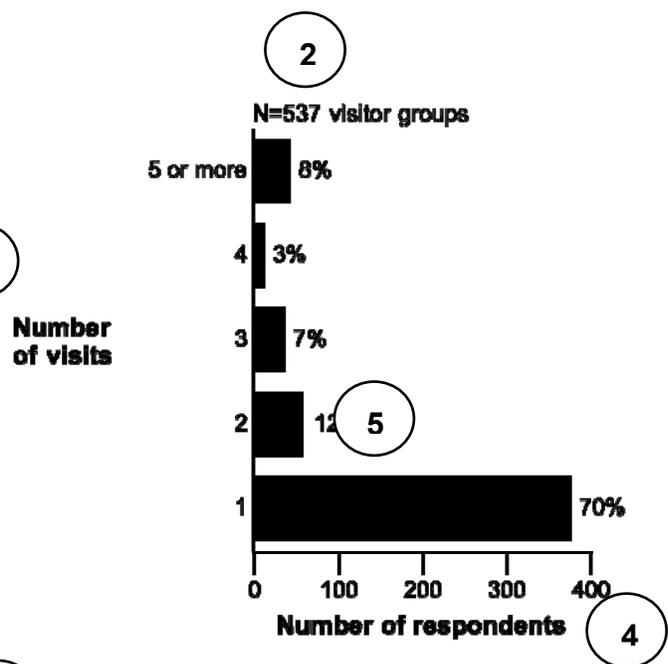
Figure 14: Number of visits to park in past 12 months

METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Great Smoky Mountains NP during October 5-11, 2008. During this survey, 1,194 visitor groups were contacted at seven locations (chosen based on advice from park staff) and 1,143 of these groups (95.7%) accepted questionnaires. Table 1 shows the number of questionnaires distributed at each of seven locations and the response rate for each location. Questionnaires were distributed between the hours of 8:00 am and 6:00 pm, although the hours varied with location and days of the week. Questionnaires were completed and returned by 781 visitor groups resulting in a 68.3% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

Table 1: Questionnaire distribution
N_1=number of questionnaires distributed
N_2=number of questionnaires returned

Sampling site	N_1	% distributed	N_2	% returned*
Cataloochee	29	3	19	2
Cherokee Entrance	347	30	248	32
Cherokee Orchard	30	3	22	3
Deep Creek	59	5	44	6
Gatlinburg Entrance	350	31	224	29
Greenbrier	30	3	15	2
Townsend Entrance	298	26	209	27
Total	1,143	100	781	101

*total percentages do not equal 100 due to rounding

Questionnaire design

The Great Smoky Mountains NP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Great Smoky Mountains NP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Great Smoky Mountains NP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines. The questions in the fall visitor study are identical to the questions asked in the summer visitor study conducted June 22-28, 2008. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. The individual was asked for their name, address, and telephone number in order to mail them a reminder/thank-you postcard and follow-ups. Visitors were asked to complete the questionnaire after their visit, and return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address. Replacement questionnaires were mailed to participants who provided valid mailing addresses and who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software ® (SAS) and a custom designed FileMaker Pro ® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice— by two independent data entry staff—and validated by a third staff member.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of October 5-11, 2008. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather varied from sunny to cloudy days with occasional rain showers. Temperatures varied from 50°F to 85°F and wind speed was up to 23 miles per hour, which may have affected visitor activities and length of stay. No special events occurred in the area that would affect the type and amount of visitation to the park.

Checking Non-response Bias

        The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

        Table 2 shows insignificant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents group type

Group type	Respondents	Nonrespondents	Total surveyed
Alone	38	25	63
Family	574	268	842
Friends	93	43	136
Family and friends	69	29	98
Other	4	2	4
Total	778	367	1,143

Chi-square = 1.992   df = 4   p-value = 0.737

Table 3: Comparison of respondents and non-respondents age and group size

Variable	Respondent N	Average	Non-respondent N	Average	p-value (t-test)
Group size	772	3.6	363	3.4	0.398
Age	779	53.1	366	45.4	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may be due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot that was designated for the respondents (see Appendix 3). Moreover, the survey was designed to collect group information, not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger Great Smoky Mountains NP visitor population for the duration of the survey period.

RESULTS

Visitor and Group Characteristics

Visitor group size

Question 16a
    On this trip, how many people were in your
    personal group, including yourself?

Results
- 54% of visitors were in groups of two
  (see Figure 1).

- 33% were in groups of four or more.

N=772 visitor groups*
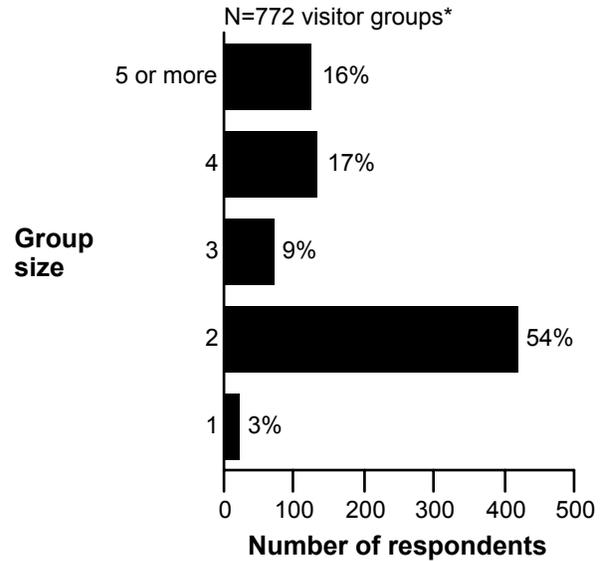
Group size

Figure 1: Group size

Visitor group type

Question 18
    On this trip, what kind of personal group
    (not guided tour/school/other organized
    group) were you with?

Results
- 74% of visitor groups were made up
  of family members (see Figure 2).

- 12% were with friends.

- "Other" groups (1%) were:

        Co-workers
        Researchers

N=778 visitor groups*

Group type

Figure 2: Group type

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 17a
> On this trip, were you and your personal group with a commercial guided tour group?

Results
- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

N=680 visitor groups

With commercial guided tour?

Yes | 1%

No | 99%

Number of respondents
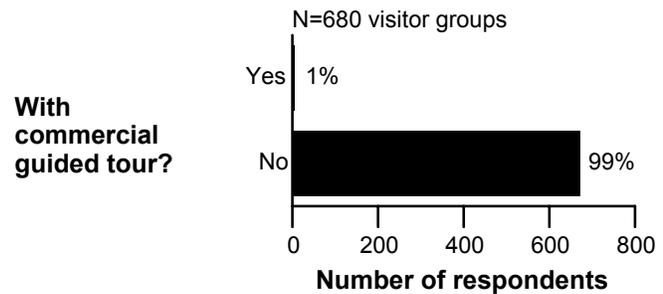
Figure 3: Visitors with a commercial guided tour group

Question 17b
> On this trip, were you and your personal group with a school/educational group?

Results
- Fewer than 1% of visitor groups were with a school/educational group (see Figure 4).

N=677 visitor groups*

With school/ educational group?

Yes | <1%

No | 100%

Number of respondents
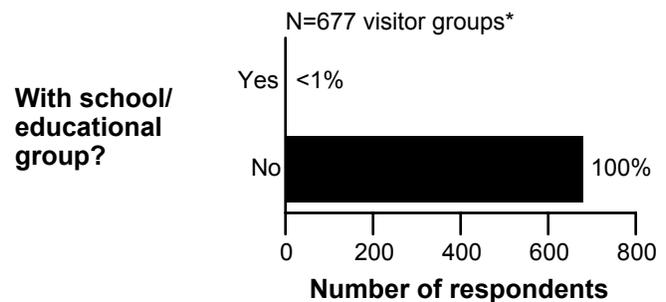
Figure 4: Visitors with a school/educational group

Question 17c
> On this trip, were you and your personal group with an other organized group (such as business, church, scout, etc.)?

Results
- 2% of visitor groups were with an other organized group (see Figure 5).

N=684 visitor groups

With other organized group?

Yes | 2%

No | 98%

Number of respondents
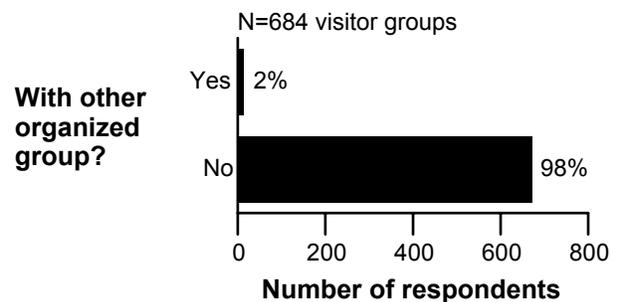
Figure 5: Visitors with an other organized group

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 19b
  For you and your personal group on this trip, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results
- U.S. visitors were from 41 states, and comprised 98% of total visitation to the park during the survey period.

- 21% of U.S. visitors came from Tennessee (see Table 4 and Map 1).

- 11% came from Kentucky.

- Smaller proportions of U.S. visitors came from 39 other states.

Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=2,047 individuals	Percent of total visitors N=2,093 individuals
Tennessee	432	21	21
Kentucky	231	11	11
North Carolina	187	9	9
Florida	179	9	9
Georgia	155	8	7
Alabama	150	7	7
Ohio	112	5	5
South Carolina	77	4	4
Indiana	61	3	3
Michigan	48	2	2
Illinois	44	2	2
Virginia	44	2	2
Mississippi	41	2	2
Missouri	38	2	2
Pennsylvania	31	2	1
Louisiana	24	1	1
California	22	1	1
West Virginia	22	1	1
Texas	20	1	1
Wisconsin	17	1	1
Iowa	15	1	1
New Jersey	13	1	1
New York	12	1	1
18 other states	72	4	3
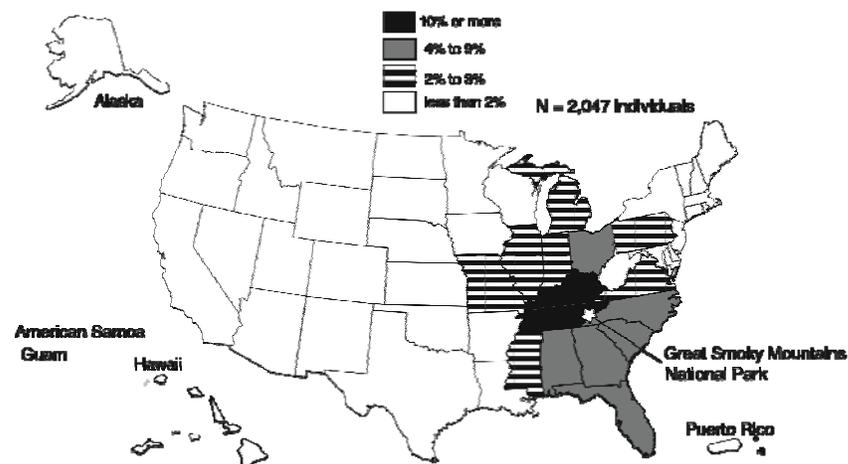
Map 1: Proportions of United States visitors by state of residence
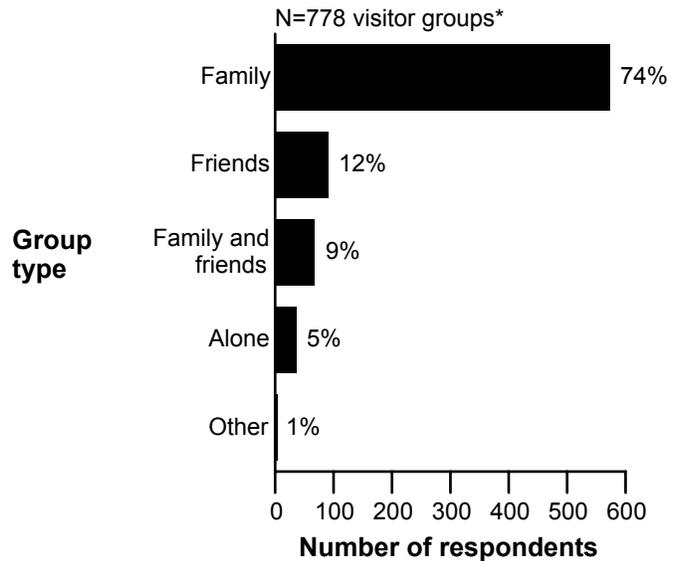
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 19b
  For you and your personal group on this trip, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results
- International visitors were from 10 countries and comprised 2% of total visitation to the park during the survey period.

  - 26% of international visitors came from the Canada (see Table 5).

  - 26% came from the United Kingdom.

  - Smaller proportions came from eight other countries.

Table 5: International visitors by country of residence *

Country	Number of visitors	Percent of international visitors N=46 individuals	Percent of total visitors N=2,093 individuals
Canada	12	26	1
United Kingdom	12	26	1
Netherlands	7	15	<1
Germany	5	11	<1
Australia	3	7	<1
India	2	4	<1
Israel	2	4	<1
Mexico	1	2	<
Peru	1	2	<1
Poland	1	2	<1

Number of visits to the park

Question 19c
  For you and your personal group, how many times have you visited Great Smoky Mountains NP in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 42% of visitors visited the park five or more times (see Figure 6).

- 36% of visitors visited once.
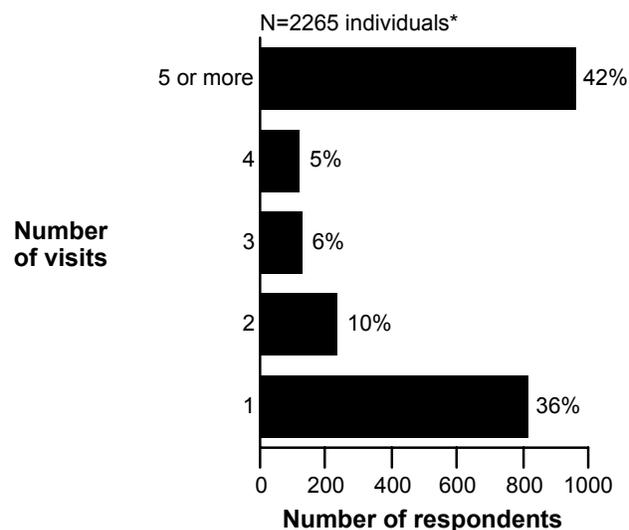
Figure 6: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 19a

    For you and your personal group on this trip, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 89 years.

- 53% of visitors were between 46-70 years of age (see Figure 7).

- 11% were 15 years or younger.

N=2263 individuals*

Age group (years)	Number of respondents
76 or older	3%
71-75	4%
66-70	8%
61-65	12%
56-60	14%
51-55	11%
46-50	8%
41-45	7%
36-40	6%
31-35	4%
26-30	5%
21-25	3%
16-20	3%
11-15	3%
10 or younger	8%

Figure 7: Visitor age

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 21a
    Are you or members of your personal
    group Hispanic or Latino?

Note: Response was limited to seven members
    from each visitor group.

Results
*   2% of visitors were Hispanic or Latino
    (see Figure 8).

N=1972 individuals

Hispanic or Latino?

Yes | 2%
No | 98%

Number of respondents
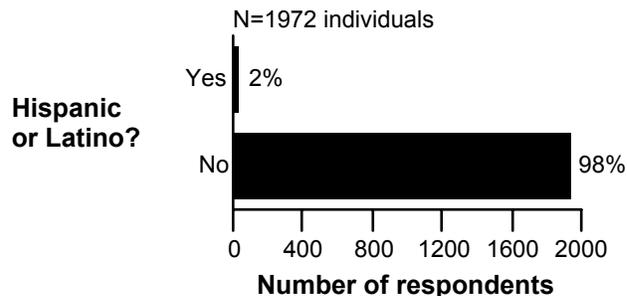
Figure 8: Hispanic or Latino ethnicity

Visitor race

Question 21b
    What is your race? What is the race of each
    member of your personal group?

 Note: Response was limited to seven members
    from each visitor group.

Results
*   98% of visitors were White (see
    Figure 9).

N=2228 individuals**

Race

White | 98%
American Indian or Alaska Native | 1%
Asian | 1%
Black or African American | <1%
Native Hawaiian or other Pacific Islander | <1%

Number of respondents

Figure 9: Race

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking

Question 20a

When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for speaking?

N=764 visitor groups

Figure 10: Preferred language for speaking
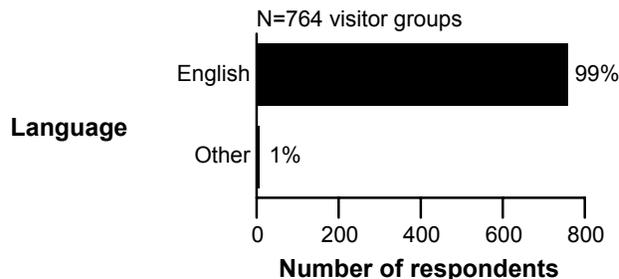
Results

- 99% of visitor groups preferred to use English for speaking (see Figure 10).

- Table 6 shows languages other than English used for speaking. Interpret results with **CAUTION!**

Table 6: Language used for speaking
N=5 visitor groups – **CAUTION!**

Language	N	Percentage
Spanish	2	40
Dutch	1	20
French	1	20
German	1	20

Language used for reading

Question 20b

When visiting an area such as Great Smoky Mountains NP, what one language do you and most members of your personal group prefer to use for reading?

N=732 visitor groups

Figure 11: Preferred language for reading
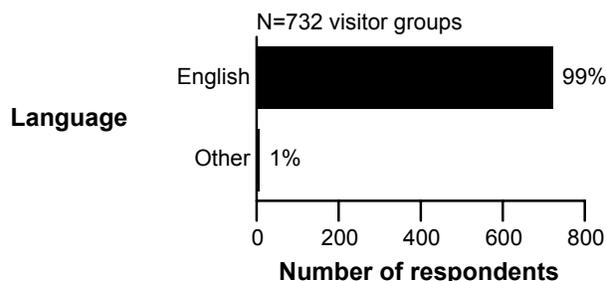
Results

- 99% of visitor groups preferred to use English for reading (see Figure 11).

- Table 7 shows languages other than English used for reading. Interpret results with **CAUTION!**

Table 7: Language used for reading
N=5 visitor groups – **CAUTION!**

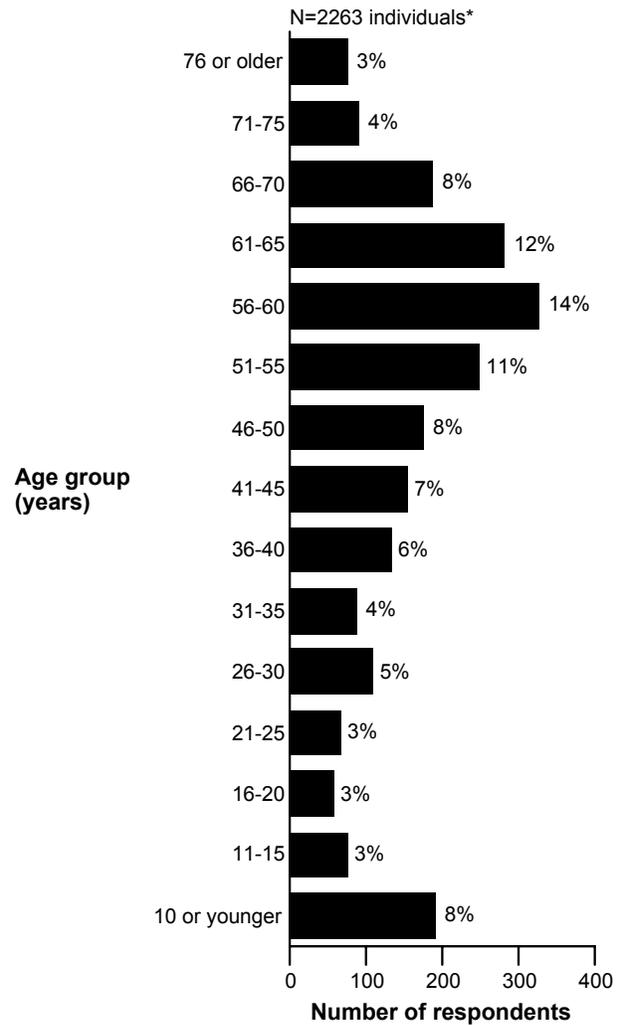| Language	N	Percentage
Spanish	3	60
French	1	20
German	1	20

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Services in other languages

Question 20c

In your opinion, what services in the park need to be provided in languages other than English?

Results

- 6% of visitor groups suggested services that need to be provided in languages other than English (see Figure 12).

- Table 8 shows the services needed in other languages.

N=623 visitor groups

Services needed in other languages?

Yes ■ 6%

No ██████████████████ 94%

0   200   400   600
Number of respondents
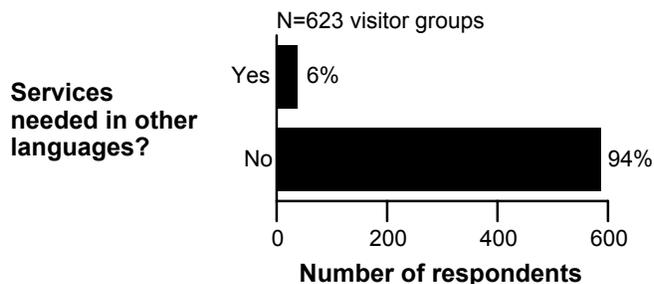
Figure 12: Need for services in other languages

Table 8: Services needed in languages other than English
N=49 comments

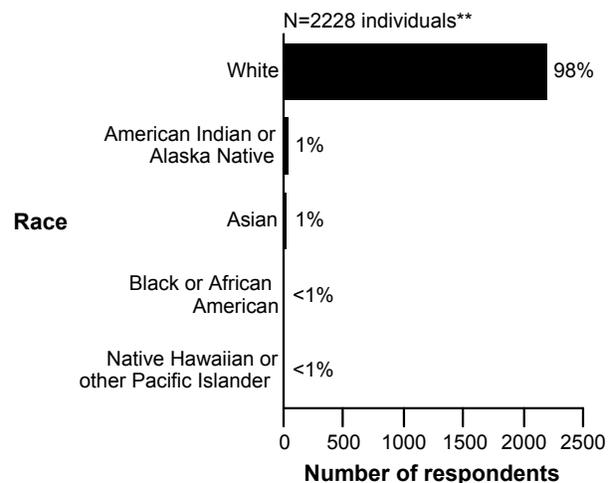| Service	Number of times mentioned
Maps	8
Park brochure	8
Information about restrooms	6
Signage	6
Directional signs	5
All services	3
Safety/directional information	3
General information	2
Visitor Center	2
Emergency information	1
Park information	1
Radio station	1
Staff	1
Trail guides	1
Trail maps	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions/impairments

Question 22a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

Results

- 12% of visitor groups had members with physical conditions that made it difficult to participate in or access services and activities (see Figure 13).

N=765 visitor groups

Have physical condition?

Number of respondents
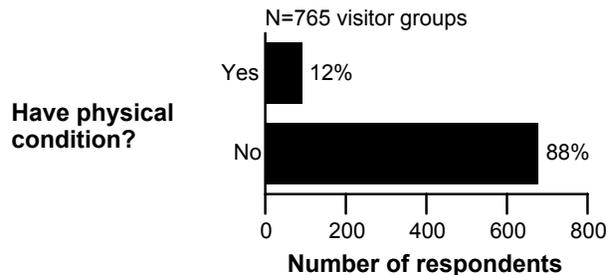
Figure 13:   Visitors with physical conditions

Question 22b

If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in?

Results

- Among visitor groups that had members with a physical condition, 85% had difficulty accessing trails (see Figure 14).

- 12% had difficulty accessing the restrooms.

- "Other" activities or services (9%) included:

        Access historical sites
        Handicap access to fishing
        Horseback riding
        Access pull-off areas
        Walking distances

N=81 visitor groups**

Activity/ service

Number of respondents
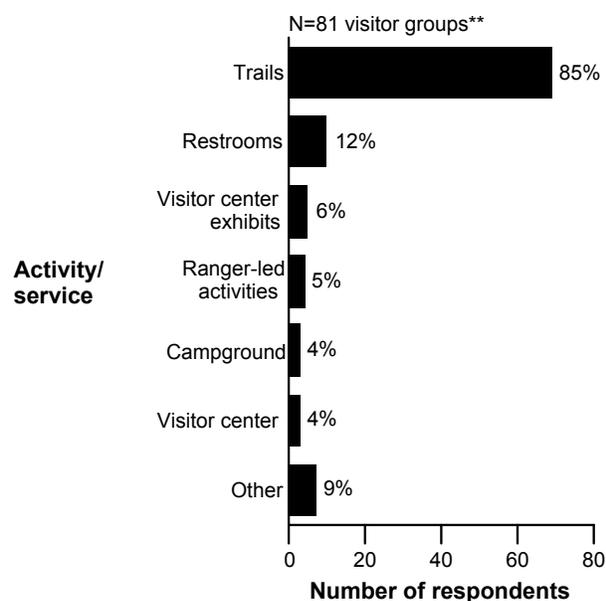
Figure 14:   Activities or services visitors had difficulty accessing or participating in

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 22c
    Because of this physical condition, what
    specific problems did the person(s) have?

Results
- Among visitor groups that had members
  with a physical condition, 85% reported
  having mobility problems (see
  Figure 15).

- "Other" problems (14%) included:

      Age
      Arthritis
      Asthma
      Bad knees
      Heart condition
      Respiratory limits
      Would tire easily

N=78 visitor groups**

Physical condition

Mobility — 85%
Visual — 3%
Hearing — 3%
Other — 14%

Number of respondents
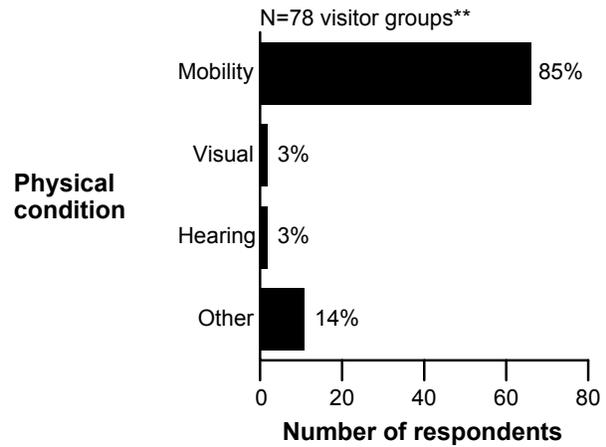
Figure 15:   **Physical condition/impairment**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Respondents' level of education

Question 23

For you only, please indicate the highest level of education you have completed.

Results

- 28% of respondents had attended some college (see Figure 16).

- 25% had a high school diploma/GED

- 23% had completed a bachelor's degree.

N=763 individuals*

Level of education

Graduate degree — 20%
Bachelor's degree — 23%
Some college — 28%
High school diploma/GED — 25%
Some high school — 3%

Number of respondents
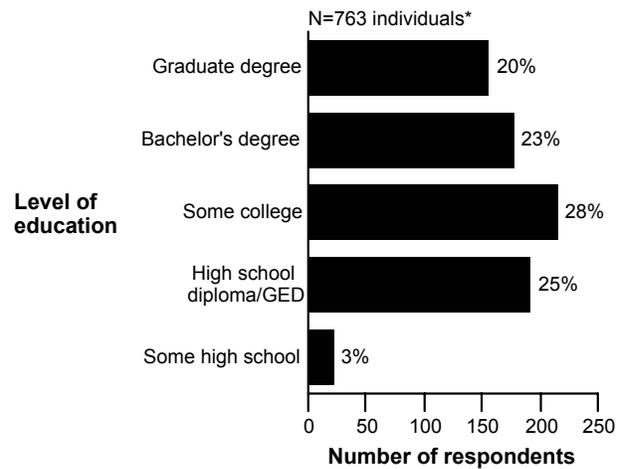
Figure 16:   Respondents' level of education

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Household income

Question 24a

Which category best represents your annual household income?

Results

- 24% of visitor groups had an annual household income of $50,000 to $74,999 (see Figure 17).

- 16% had income between $100,000 and $149,999.

- 15% had income between $75,000 and $99,999.

N=738 visitor groups

Income	
$200,000 or more	4%
$150,000-$199,999	4%
$100,000-$149,999	16%
$75,000-$99,999	15%
$50,000-$74,999	24%
$35,000-$49,999	14%
$25,000-$34,999	8%
Less than $24,999	4%
Do not wish to answer	11%

Number of respondents
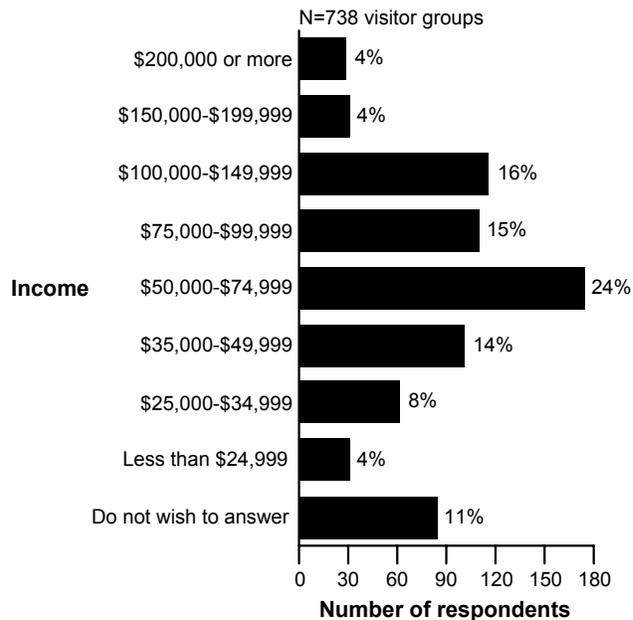
Figure 17:   Annual household income

Question 24b

What is the number of people in your household?

Results

- 61% of visitor groups had two members in their household (see Figure 18).

- 31% had three or more members.

N=680 visitor groups*

Household size	
5 or more	5%
4	11%
3	15%
2	61%
1	9%

Number of respondents
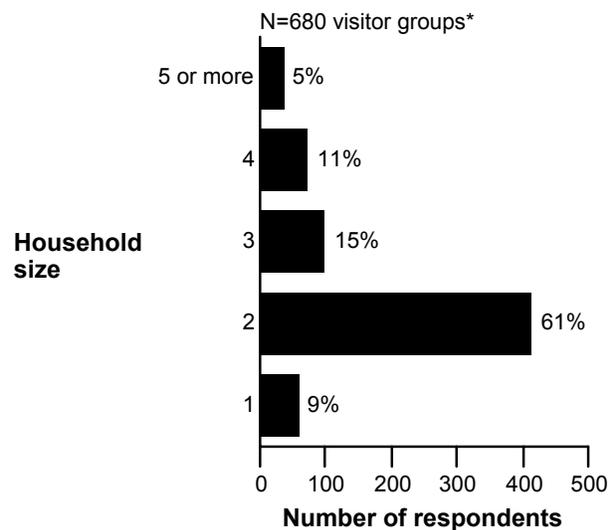
Figure 18:   Number of people in household

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Awareness of NPS management

Question 2
> Prior to this visit, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

Results
- 93% of visitor groups were aware, prior to their visit, that Great Smoky Mountains NP is managed by the National Park Service (see Figure 19).

N=766 visitor groups

Aware of NPS management?

Yes — 93%
No — 7%

0   200   400   600   800
Number of respondents
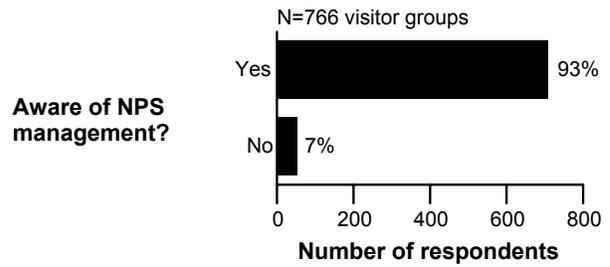
Figure 19: Visitor groups' awareness that Great Smoky Mountains NP is managed by the National Park Service

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a
> Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)?

Results

- 89% of visitor groups obtained information about Great Smoky Mountains NP prior to their visit (see Figure 20).

- As shown in Figure 21, of those who obtained information prior to their visit, the most common sources were:

  73% Previous visits
  43% Friends/relatives/word of mouth
  41% Maps/brochures

- "Other" sources of information (5%) were:

  Appalachian Trail
  Backcountry office
  Blue Green Sales Promotion
  Books
  Dollywood advertisement
  Elderhostel
  GPS
  Little River Outfitters
  Park visitor centers
  Park volunteer
  Resident of the area
  Smoky Mountain Association
  Travel agent

N=770 visitor groups

Obtain information?

Number of respondents
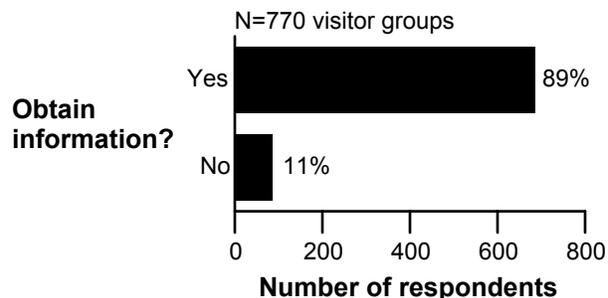
Figure 20: Visitor groups who obtained information about the park prior to visit
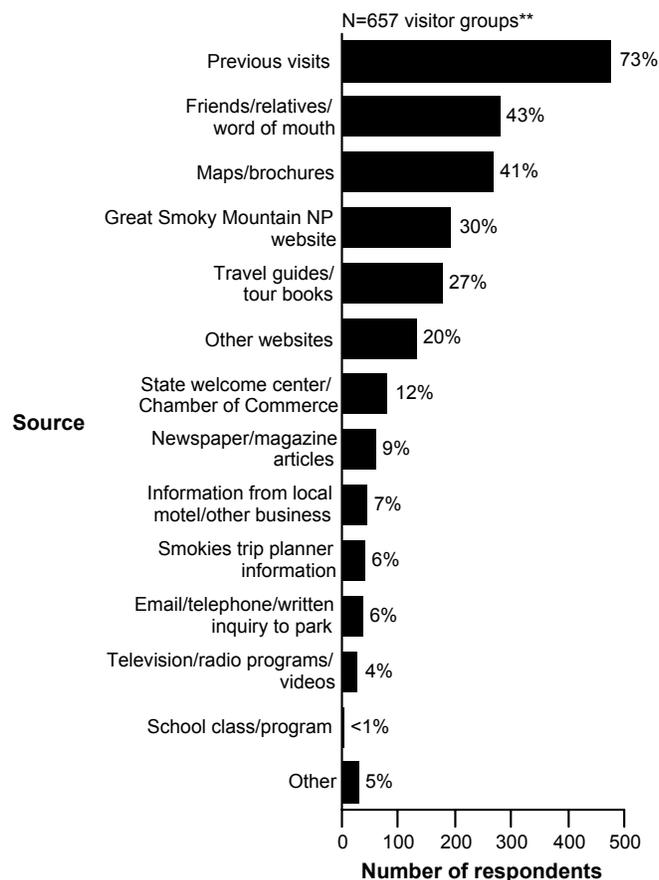
Figure 21: Sources of information used by visitors prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 94% of visitor groups received needed information prior to their visit (see Figure 22).

N=638 visitor groups

Receive needed information?

Yes ████████████████ 94%

No █ 6%

Number of respondents
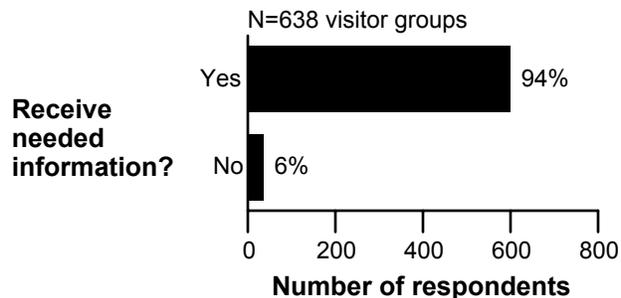
Figure 22: Visitor groups who received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available?

Results

- Twenty-six visitor groups answered this question. Interpret data with **CAUTION!**

- Additional information that visitor groups needed was:

    Better directions to area
    Cataloochee DVD at Palmer House Museum
    Different route and distance of the loop
    Fishing information on website differed from park
        ranger
    Free information about hikes/points of interests
    Hot water supply
    Information about Indian Reservation
    Lodging information
    More information about the park
    More information on Cades Cove
    More information on roads
    Pamphlet from park site to Gatlinburg
    Park traffic information
    Pet regulations
    Pre-visit RV campsite information
    Sunscreen/insect repellent availability
    Trail information
    Trail information on the website
    Trail maps
    Visitor center with history of the families and site

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

## Information sources for future visit

Question 1b

If you were to visit Great Smoky Mountains NP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 23, the most common sources of information visitor groups preferred to use for a future visit were:

  55% Great Smoky Mountains NP website
  49% Maps/brochures
  45% Previous visits

- "Other" sources of information (2%) were:

  Appalachian Trail
  Backcountry office
  Great Smoky Mountain Association
  Park visitor centers
  Resident of the area
  Trip research

N=554 visitor groups**

Source	
Great Smoky Mountain NP website	55%
Maps/brochures	49%
Previous visits	45%
Travel guides/ tour books	29%
Friends/relatives/ word of mouth	27%
Smokies trip planner information	18%
Other websites	18%
State welcome center/ Chamber of Commerce	16%
Newspaper/magazine articles	11%
Email/telephone/written inquiry to park	10%
Information from local motel/other business	8%
Television/radio programs/ videos	7%
School class/program	1%
Other	2%

Number of respondents: 0 100 200 300 400

Figure 23: Sources of information preferred for a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting Great Smoky Mountains National Park area

Question 4
> On this visit, what was the primary reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)?

Results
- 9% of visitor groups were residents of the area (see Figure 24).

- As shown in Figure 25, non-residents' primary reason for visiting the area included:

  > 35% View mountain scenery
  > 34% Visit Great Smoky Mountains NP
  > 10% Visit other attractions in the area

- Table 9 shows the "other" primary reasons (8%) for visiting the Great Smoky Mountains NP area.

N=768 visitor groups
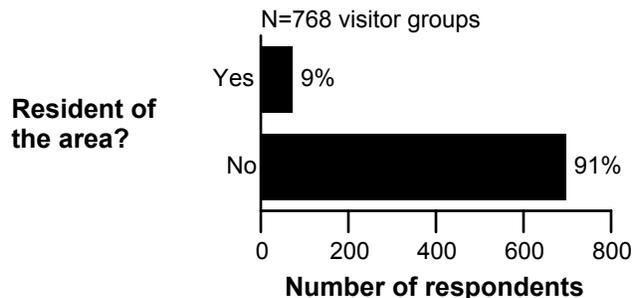
Figure 24: Visitor groups that are residents of the Great Smoky Mountains NP area

N=558 visitor groups
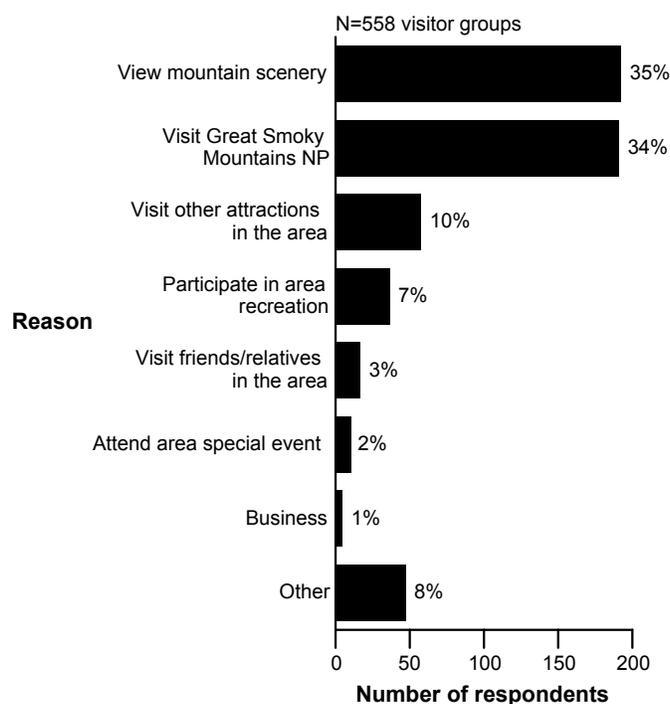
Figure 25: Primary reason for visiting the Great Smoky Mountains NP area

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 9: "Other" reasons for visiting the area
N=79 comments

Reason	Number of times mentioned
Driving through	7
Vacation	7
Anniversary	6
Attend reunion	5
See animals	5
Wedding	4
Honeymoon	3
Own a home	3
Timeshare presentation	3
Camping	2
Hiking/walking	2
Motorcycle ride	2
Photography	2
Stay at rented cabin	2
Visit casino	2
Backpack/hike on Appalachian Trail	1
Business trip	1
Elderhostel	1
Enjoy visiting area	1
Family picnic	1
Golf trip	1
Inexpensive outing	1
Pancake Pantry breakfast	1
Pleasure	1
Relatives visiting	1
Research	1
Scenery and culture	1
See huge trees	1
Shops	1
Stayed nearby	1
Summer resident	1
Timeshare-Westgate	1
Tour guide	1
Visit Cades Cove	1
Visit grave yard	1
Visit park volunteers	1
Visit park/attractions	1
Volunteer work	1
Youth campout	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Location of first entry to park

Question 3a
On this trip, where did you and your personal
group first enter the park?

Results
- 42% of visitor groups entered the park for
  the first time at Gatlinburg (see Figure
  26).

- 23% entered at Cherokee.

- "Other" entry locations (7%) were:

  441 Bypass
  Big Cove Road
  Blue Ridge Parkway
  Bryson City
  Cataloochee
  Cosby
  Davenport Gap
  Deep Creek
  I-40 Sevierville
  Joco Gap
  Maggie Valley
  Metcalf Bottoms
  Pigeon Forge
  Sevierville
  South end Foothills Parkway
  Swain
  Tail of the Dragon
  Waterville/Big Creek
  Waynesville

N=766 visitor groups*

First entry location

Figure 26: First park entry locations

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

25

Location of last exit from park

Question 3b
   On this trip, where did you leave the park for the last time?

Results
   ● 40% of visitor groups exited the park at Gatlinburg (see Figure 27).

   ● 25% exited at Cherokee

   ● "Other" exit locations (9%) were:

      441 Bypass
      Big Cove Road
      Blue Ridge Parkway
      Bryson City
      Cataloochee
      Cosby
      Davenport
      Deep Creek
      Fontana Dam
      Joco Gap
      Maggie Valley
      Metcalf Bottoms
      Parson's Branch Road
      Pigeon Forge
      Selan, VA
      Sevierville
      Sugarlands
      Swain
      Tail of the Dragon
      Waynesville
      Wears Cove
      Wears Valley
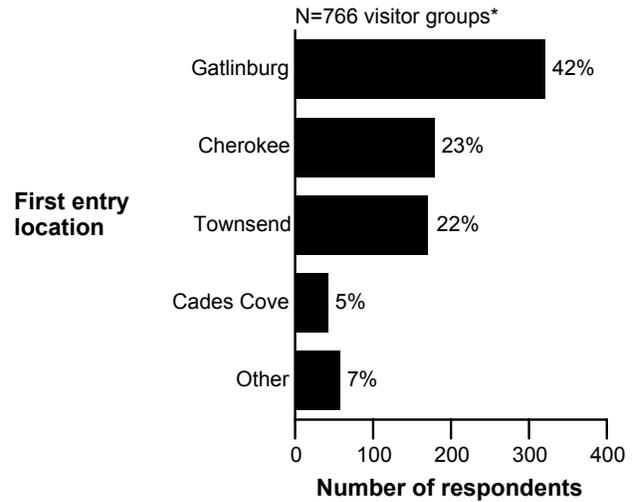
N=753 visitor groups
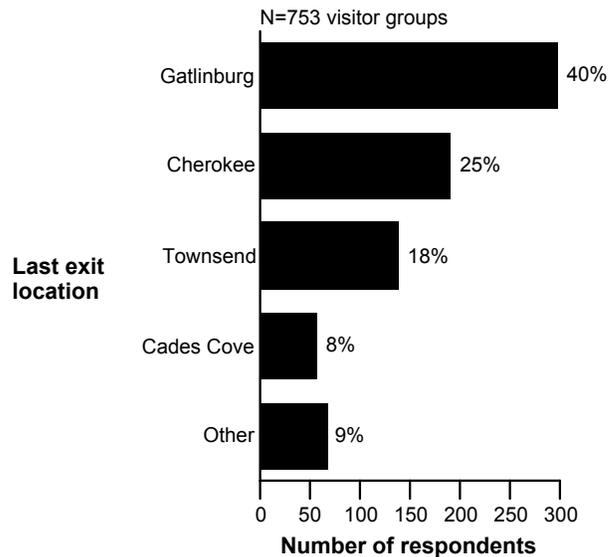
Last exit location

Figure 27: Last park exit locations

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 16b

On this trip, how many vehicles did you and your personal group use to arrive at the park?

Results
- 88% of visitor groups used one vehicle to arrive at the park (see Figure 28).

- 8% used two vehicles.

N=767 visitor groups

Number of vehicles

3 or more	4%
2	8%
1	88%

Number of respondents
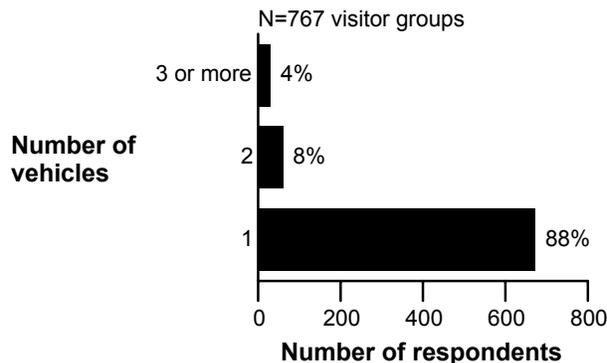
Figure 28: Number of vehicles used to arrive at the park

Time spent outside the vehicle

Question 5b

On this trip (including if you visited on more than one day), what was the total time that you spent outside your vehicle in Great Smoky Mountains NP?

Results
- 53% of visitor groups spent three or more hours outside their vehicles in the park (see Figure 29).

- 17% spent one to two hours.

N=754 visitor groups

Time spent

3 hours or more	53%
2 - 3 hours	16%
1 - 2 hours	17%
Less than 1 hour	14%

Number of respondents
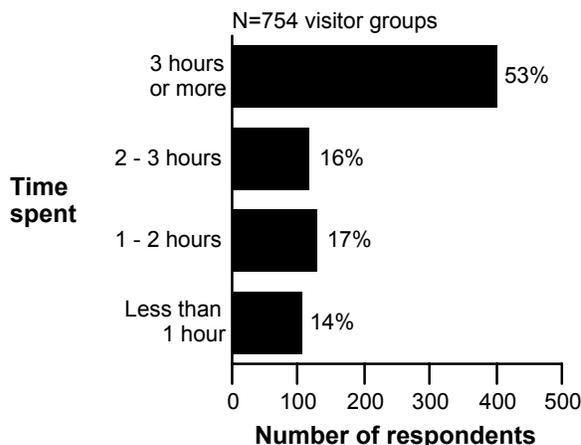
Figure 29: Total time spent outside the vehicle

Number of park entries

Question 5c

On this trip, how many times did you and your personal group enter Great Smoky Mountains NP?

Results
- 47% of visitor groups entered the park two to four times (see Figure 30).

- 34% entered once.

N=758 visitor groups*

Number of entries

5 or more times	18%
2 to 4 times	47%
Once	34%

Number of respondents

Figure 30: Number of entries

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overnight stay

Question 8a
    On this trip, did you and your personal
    group stay overnight away from your
    permanent residence in Great Smoky
    Mountains NP or in the surrounding area
    (within 50 miles of the park, including
    Knoxville, Asheville, and other towns)?
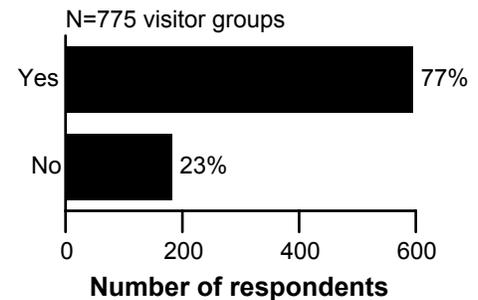
Results
- 77% of visitor groups stayed overnight
  away from home in the park or
  surrounding area (see Figure 31).

N=775 visitor groups

Stay overnight?

Yes 77%
No 23%

Number of respondents

Figure 31: Overnight stay in the park or surrounding area

Question 8b and c
    If YES, how many nights did you and your
    personal group spend in the following types
    of accommodations?

Results

Number of nights inside the park

- 36% of visitor groups spent four or more
  nights in the park (see Figure 32).

- 29% spent two nights.

- Table 10 shows the number of nights
  visitor groups spent at accommodations
  inside the park.

N=56 visitor groups*

Number of nights

4 or more 36%
3 20%
2 29%
1 16%

Number of respondents
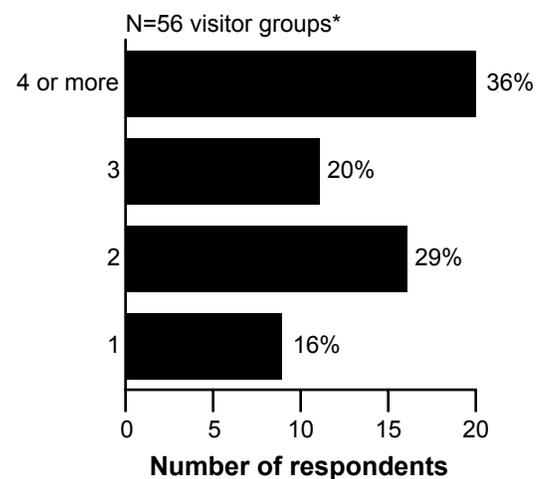
Figure 32: Number of nights spent inside the park

**Table 10: Number of nights spent at accommodations
inside the park**
N=number of visitor groups

| Type of accommodation	N	Number of nights (%)*			
		1	2 – 3	4 – 5	6 or more
Camping in developed campground	51	16	45	20	20
Backcountry campsite – **CAUTION!**	3	33	67	0	0
Other – **CAUTION!**	3	0	67	33	0

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Types of accommodations inside the park

N=56 visitor groups**

Results

- 91% of visitor groups stayed in a developed campground (see Figure 33).

- "Other" types of accommodations (5%):

    Appalachian Trail sites
    Casino
    Rented house

- Table 11 shows the locations of campgrounds used by visitor groups inside the park.

Figure 33: Types of accommodations used inside the park

Table 11: Campground locations inside the park
N=11 locations

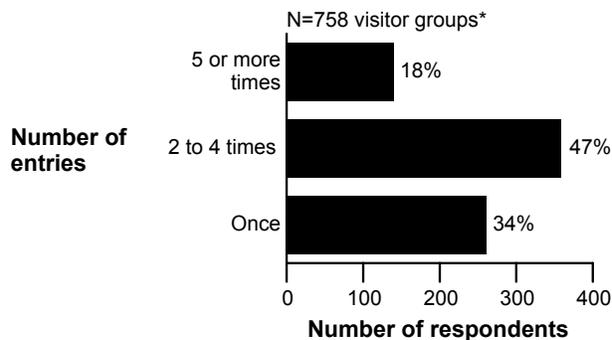| Location	Number of times mentioned
Elkmont	12
Cades Cove	8
Smokemont	8
Cosby	2
Big Creek	1
Bradley's Campground	1
Cataloochee	1
Cherokee	1
Deep Creek	1
Look Rock	1
RV site	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of nights outside the park within 50 miles of the park

- 47% of visitor groups stayed four or more nights in the area outside the park (see Figure 34).

- 44% spent two or three nights.

- Table 12 shows the number of nights visitor groups spent at accommodations outside the park.

N=514 visitor groups

Number of nights

5 or more	29%
4	18%
3	28%
2	16%
1	9%

0   40   80   120   160

Number of respondents
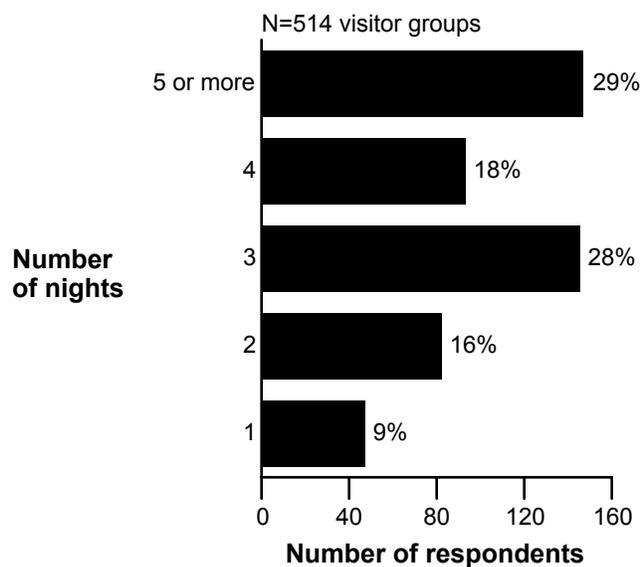
Figure 34: Number of nights stayed outside the park, within 50 miles

Table 12: Number of nights spent at accommodations outside the park
N=number of visitor groups

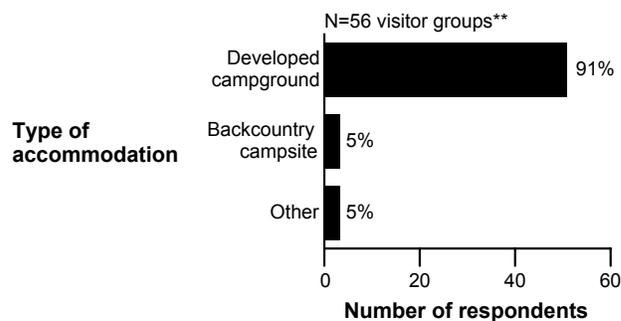| Type of accommodation	N	Number of nights (%)*			
		1	2 – 3	4 – 5	6 or more
Lodge, motel, cabin, rented condo/home, or B&B	443	10	47	27	16
Camping in developed campground	39	10	18	23	49
Backcountry campsite – **CAUTION!**	0	0	0	0	0
Personal seasonal residence – **CAUTION!**	12	17	42	0	42
Residence of friends or relatives – **CAUTION!**	22	18	37	27	18
Other – **CAUTION!**	8	0	38	13	50

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Types of accommodations outside the park
(within 50 miles of the park)

- 86% of visitor groups stayed in lodge, motel, cabin, rented condo/home or bed and breakfast (see Figure 35).

- 8% stayed in a developed campground.

- "Other" types of lodging (2%) included:

> Hot Springs off Appalachian Trail
> Lodging at Gatlinburg
> Timeshare

N=514 visitor groups**

Type of accommodation	
Lodge.motel,cabin, rented condo/home, or bed&breakfast	86%
Developed campground	8%
Residence of friends or relatives	4%
Personal seasonal residence	2%
Backcountry campsite	0%
Other	2%

Number of respondents
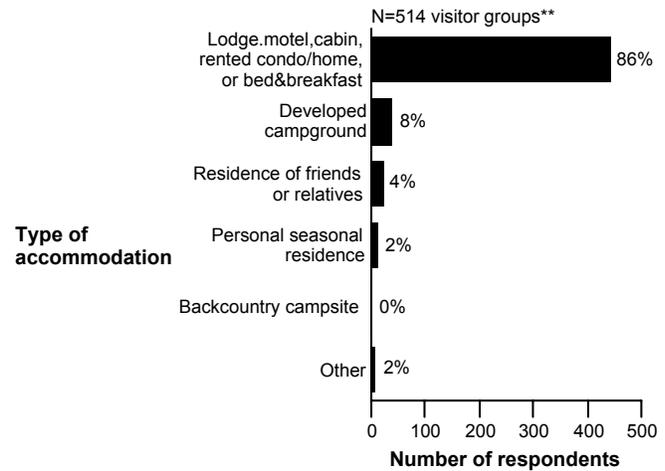
Figure 35: Types of accommodations used outside the park, within 50 miles

Length of stay

Question 5a
   On this trip to Great Smoky Mountains
   NP, how long did you and your personal
   group spend visiting the park?

Results

Number of hours if less than 24 hours

- 53% of visitor groups spent five or
  more hours visiting Great Smoky
  Mountains NP (see Figure 36).

- 29% spent two or three hours.

- The average length of stay for visitor
  groups that spent less then 24 hours
  was 5.5 hours.

N=434 visitor groups

Number of hours

5 or more — 53%
4 — 14%
3 — 15%
2 — 14%
Up to 1 — 4%

Number of respondents
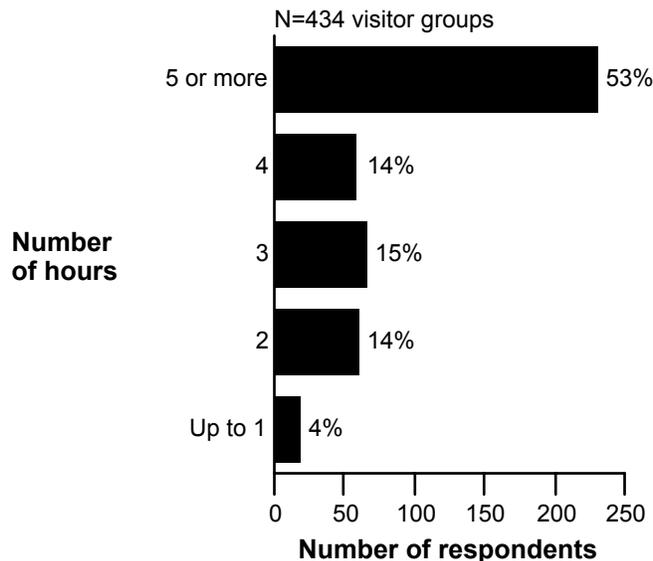
Figure 36: Number of hours spent visiting the park

Number of days if 24 hours or more

- 52% of visitor groups spent two or
  three days visiting the park (see
  Figure 37).

- 41% spent four or more days.

- The average length of stay for visitor
  groups that spent 24 hours or more
  was 4 days.

Average time spent

- The average amount of time spent in
  the park for all visitor groups was
  44.6 hours, or 1.9 days

N=322 visitor groups

Number of days

5 or more — 23%
4 — 18%
3 — 27%
2 — 25%
1 — 7%

Number of respondents
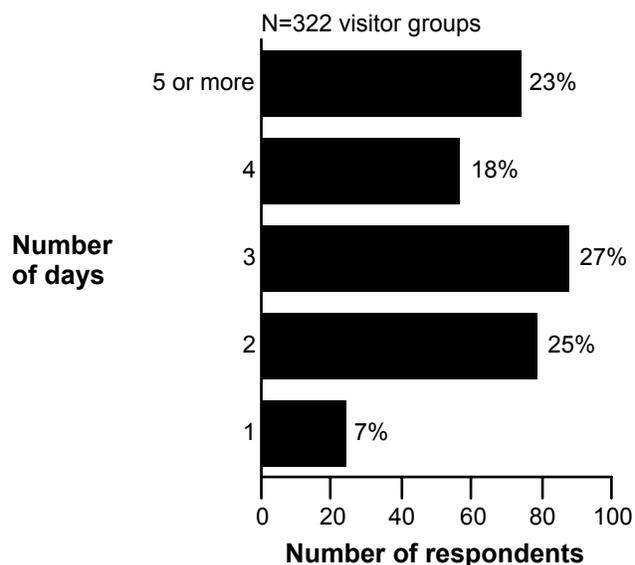
Figure 37: Number of days spent visiting the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 6a
   On this trip, which of the following sites in Great Smoky Mountains NP did you visit?

Results

- 95% of visitors visited sites in the park.

- As shown in Figure 38, the most commonly visited sites at Great Smoky Mountains NP were:

      57% Cades Cove Loop
           Road
      42% Sugarlands Visitor
           Center
      35% Newfound Gap

- Table 13 shows "other" sites (21%) visited.

N=718 visitor groups**

Site	
Cades Cove Loop Road	57%
Sugarlands Visitor Center	42%
Newfound Gap	35%
Clingmans Dome	32%
Oconaluftee Visitor Center	31%
Mountain Farm Museum	26%
Roaring Fork Motor Nature Trail	22%
Mingus Mill	16%
Cataloochee	8%
Deep Creek	8%
Greenbrier	6%
Cosby	6%
Look Rock	3%
Big Creek	3%
Other	21%

Number of respondents (0, 100, 200, 300, 400, 500)

Figure 38: Sites visited

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 13: "Other" sites visited
N=193 comments

Site	Number of times mentioned
Laurel Falls	20
Chimney Tops	14
Elkmont	12
Mt. LeConte	10
Smokemont	6
Tremont	6
Balsam Mountain	4
Metcalf Bottoms	4
Overlook areas	4
Rainbow Falls	4
Trails	4
Appalachian Trail	3
Chimney Tops Picnic Area	3
Foothills Parkway	3
Grotto Falls	3
Kephart Prong Trail	3
Laurel Falls Trail	3
Little River	3
Parsons Branch Road	3
Abrams Falls	2
Alum Cave Bluff	2
Alum Cave	2
Andrews Bald	2
Cable Mill	2
Cades Cove	2
Cades Cove Campground	2
Cherokee Valley	2
Chimney Rock	2
Dry Creek	2
Fremont Home	2
Greenbrier School House	2
Heintooga	2
Quiet Walkways	2
Ramsey Cascades	2
River Trail	2
Road to Nowhere	2
Sinks	2
Walker Sisters Home	2
Waterfalls	2
Abrams Creek	1
Albright Grove	1
Arch Rock Trail	1
Balsom	1
Bryson City	1
Cascade Falls	1
Charlies Bunion	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 13: "Other" sites visited
(continued)

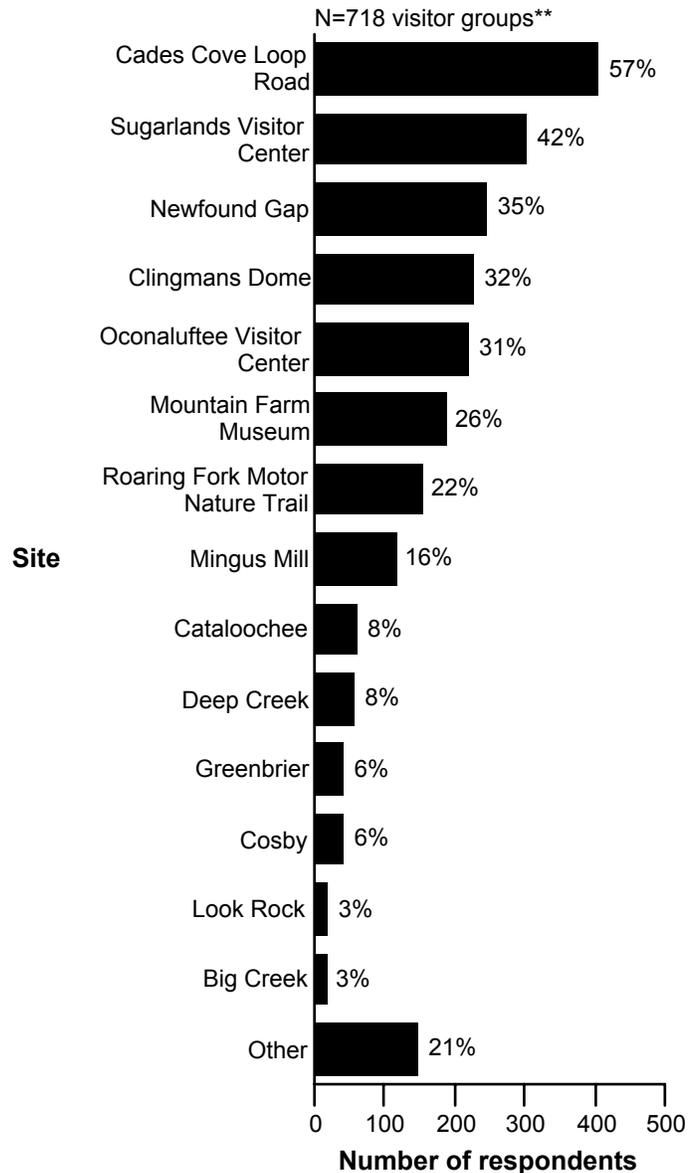| Site	Number of times mentioned
Chastern Waterfall	1
Cherokee to Pigeon Forge scenic drive	1
Chestnut Top Trail	1
Chimney picnic area	1
Collins Creek	1
Creek walk right before park entrance	1
Fontana area	1
Happy Holiday Campground	1
Heintooga Ridge Road	1
Hellbender 28	1
In the creeks in the rain	1
Lakeview Entrance	1
Laurel Falls	1
Laurel Hill	1
Little River Road	1
Mingo Falls	1
Mingus Creek Trail	1
Museum	1
Near institute	1
Old growth quiet walkways	1
Picnic area	1
Rich Mountain Road	1
Roadside	1
Rode through Foothills, 321, and 441	1
School	1
Sliding Rock	1
Smoky Mountains Institute	1
Spruce Mountain	1
Sugarland	1
Tail of the Dragon	1
Townsend	1
Traveled through park on 441 and on road through east end of park from Gatlinburg to Cherokee	1
Twin Chimney	1
Waterfalls	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 6b
    Next, only for the sites that you visited, please list the amount of time you spent at each location in hours or days.

Results
• Tables 14a and 14b show the length of time visitor groups spent at each site.

Table 14a: Number of hours spent at park sites
N=number of visitor groups

		Number of hours (%)*			
Location	N	Up to 1	2	3	4 or more
Cades Cove Loop Road	374	7	21	27	44
Deep Creek	44	23	22	16	39
Cosby	30	47	17	17	20
Roaring Fork Motor Nature Trail	142	20	37	18	25
Sugarlands Visitor Center	280	80	16	2	2
Newfound Gap	228	74	14	4	7
Clingmans Dome	216	41	37	13	9
Mingus Mill	100	80	17	2	1
Oconaluftee Visitor Center	202	83	12	3	1
Mountain Farm Museum	181	65	26	7	2
Cataloochee	51	10	20	25	45
Big Creek – **CAUTION!**	14	57	21	14	7
Look Rock – **CAUTION!**	16	69	13	13	6
Greenbrier	41	15	20	24	41
Other	117	12	18	18	52

Table 14b: Number of days spent at park sites – CAUTION!
N=number of visitor groups

		Number of days (%)*		
Location	N	1	2	3 or more
Deep Creek	8	0	50	50
Cosby	3	0	67	33
Newfound Gap	5	40	40	20
Clingmans Dome	3	67	33	0
Cataloochee	7	29	57	14
Big Creek	2	100	0	0
Look Rock	2	0	50	50
Other	13	15	62	23

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor center visits

Question 9a
On this trip, did you and your personal group visit either Sugarlands or Oconaluftee Visitor Centers?

Results
- 72% of visitor groups visited either Sugarlands or Oconaluftee Visitor Centers (see Figure 39).

N=777 visitor groups

Visit visitor center?

Yes	72%
No	28%

Number of respondents
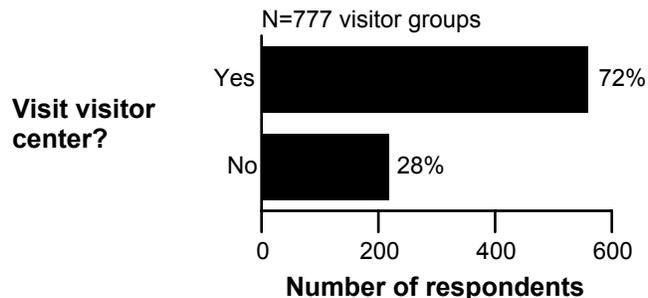
Figure 39: Visitor groups that visited park visitor centers

Question 9b
If you visited one or both park visitor centers, what were your reasons for visiting?

Results
- As shown in Figure 40, the most common reasons visitor groups visited the visitor centers were:

    82% Use restrooms
    80% Obtain information

- "Other" reasons (9%) were:

    Attend ranger program
    Buy gifts
    Discuss fauna with wildlife expert
    Fill water bottles
    Get a drink
    Get a map
    Get advice
    Get hiking recommendations
    Junior Ranger program
    Meet up with group
    Obtain passport stamp
    Parking
    Pick up backcountry permit
    Picnic lunch
    Purchase jam
    Purchase souvenirs
    Quiet trail
    See farm

N=465 visitor groups**

Reason

Use restrooms	82%
Obtain information	80%
View exhibits	61%
Visit bookstore	51%
View park film	16%
Other	9%

Number of respondents
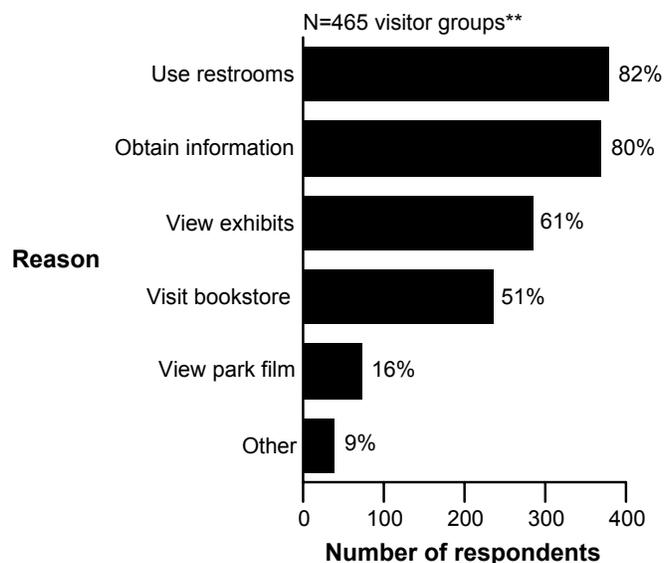
Figure 40: Reasons for visiting park visitor centers

"Other" reasons (continued)

    Set for class
    Shop
    Thank staff
    To enjoy park
    Tradition
    Visit graveyards
    Walk break from riding motorcycle

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 9c
   If you did not visit a park visitor center, why
   not?

N=209 visitor groups**

Results
   • As shown in Figure 41, the most common
     reasons visitor groups did not visit the
     visitor centers were:

           81% Have visited in the past
           26% Not enough time

   • "Other" reasons (9%) were:

           Did not know about them
           Did not think about it
           Familiar with area
           Flat-land leafers
           Have information needed
           It was raining
           Just passing through
           Live near Cherokee
           Not going that way
           Not part of the agenda
           Not sure of location
           Not within proximity
           Resident
           Tired and ready to go home
           Too crowded
           Visited store at Cades Cove
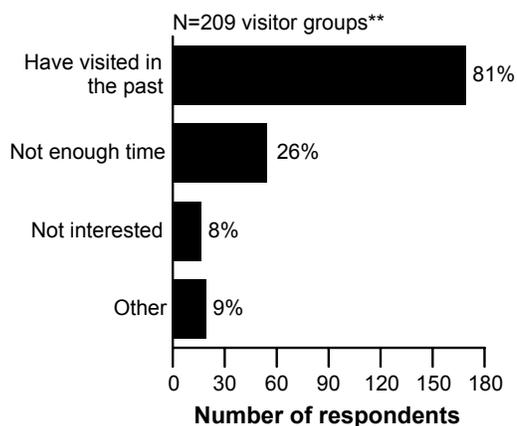
**Figure 41: Reasons for not visiting park visitor
             centers**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

38

Expected activities

Question 7a

As you were planning for this trip, what activities did you and your personal group expect to include in this visit?

Results

- As shown in Figure 42, the most common activities visitor groups expected to participate in were:

  94% Viewing scenery/taking scenic drive
  74% Viewing wildlife
  61% Walking/hiking

- "Other" activities (4%) visitor groups expected to participate in were:

  Bird watching
  Collecting beetles
  Creek wading
  Exploring
  Golf
  Hayride
  Horse buggy ride
  Journal content
  Junior Ranger program
  Just walking
  Motorcycling
  Rafting
  Riding Blue Ridge Parkway
  Shopping
  Shows in Pigeon Forge
  Spa visit
  Viewing fall leaves
  Viewing huge trees
  Visiting Cades Coves
  Visiting old mill
  Visiting Sugarlands
  Visiting waterfalls

N=738 visitor groups**

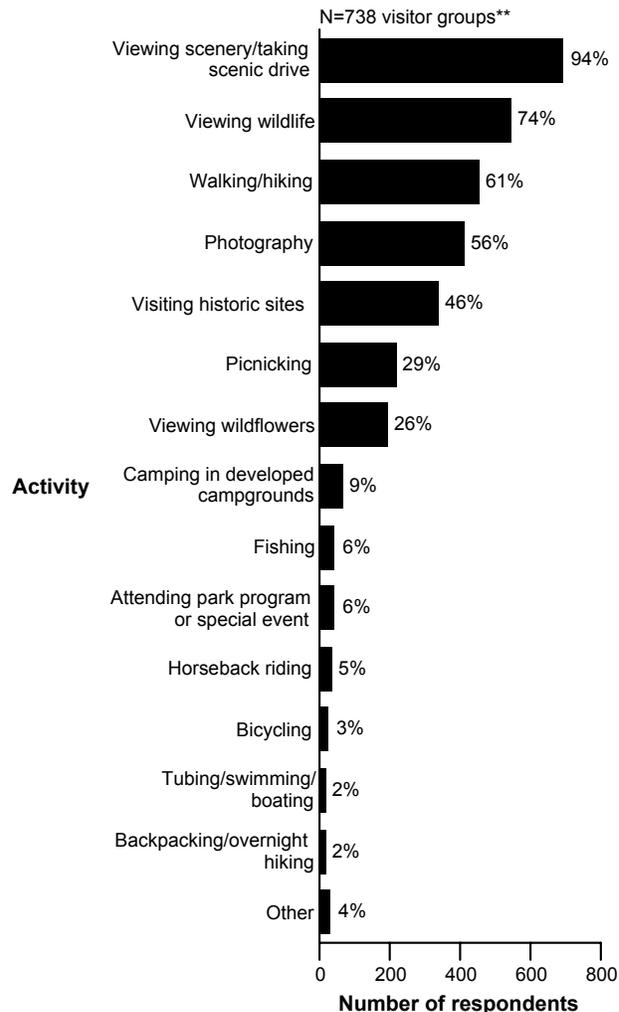| Activity	%
Viewing scenery/taking scenic drive	94%
Viewing wildlife	74%
Walking/hiking	61%
Photography	56%
Visiting historic sites	46%
Picnicking	29%
Viewing wildflowers	26%
Camping in developed campgrounds	9%
Fishing	6%
Attending park program or special event	6%
Horseback riding	5%
Bicycling	3%
Tubing/swimming/boating	2%
Backpacking/overnight hiking	2%
Other	4%

Number of respondents

Figure 42: Expected activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 7b

On this trip, what activities did you and your personal group participate in while visiting Great Smoky Mountains NP?

Results

- As shown in Figure 43, the most common activities visitor groups participated in were:

    94% Viewing scenery/taking scenic drive
    65% Viewing wildlife
    59% Walking/hiking

- "Other" activities (5%) visitor groups participated in were:

    Collecting beetles
    Creek wading
    Dollywood
    Exploring
    Fall foliage
    Finding family history
    Gatlinburg Craftsmen Fair
    Golf
    Hayride
    Horse buggy ride
    Journal contact
    Junior Ranger program
    Just taking it all in
    Motorcycling
    Mountain Farm Museum
    Relaxing
    Seeing huge trees
    Seeing Juney Whank Falls, Indian Creek, and Tom Branch
    Shopping
    Spa visit
    Viewing film
    Viewing Lauren Falls
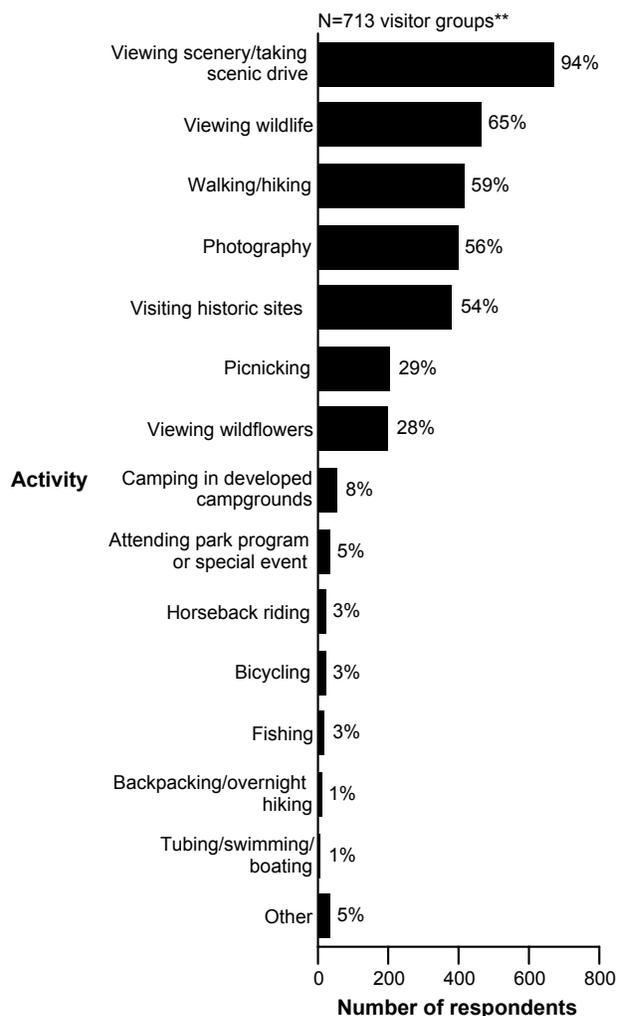   Visiting Cades Cove
    Visiting waterfalls

Figure 43: Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Most important activity

Question 7c
> Which of the above activities was most important to you and your personal group on this visit?

Results
- As shown in Figure 44, visitor groups' most important activities were:

      52% Viewing scenery/taking scenic drive
      20% Walking/hiking

- "Other" activities (3%) were:

      Collecting beetles
      Fall foliage
      Finding family history
      Hayride
      Just taking it all in
      Motorcycling
      Visiting Cades Cove
      Visiting Dollywood
      Visiting Mountain Farm Museum
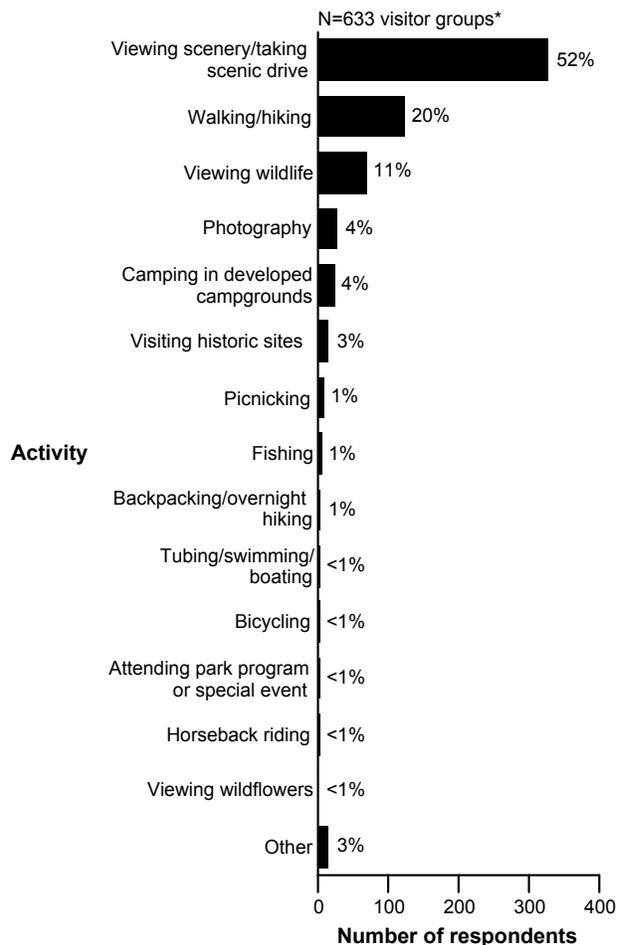   Wading in creeks
      Walking Ocanaluftee Indian

N=633 visitor groups*

Activity	
Viewing scenery/taking scenic drive	52%
Walking/hiking	20%
Viewing wildlife	11%
Photography	4%
Camping in developed campgrounds	4%
Visiting historic sites	3%
Picnicking	1%
Fishing	1%
Backpacking/overnight hiking	1%
Tubing/swimming/boating	<1%
Bicycling	<1%
Attending park program or special event	<1%
Horseback riding	<1%
Viewing wildflowers	<1%
Other	3%

Number of respondents

Figure 44: Most important activity

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Information services and facilities used

Question 13a

Please indicate all information services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.
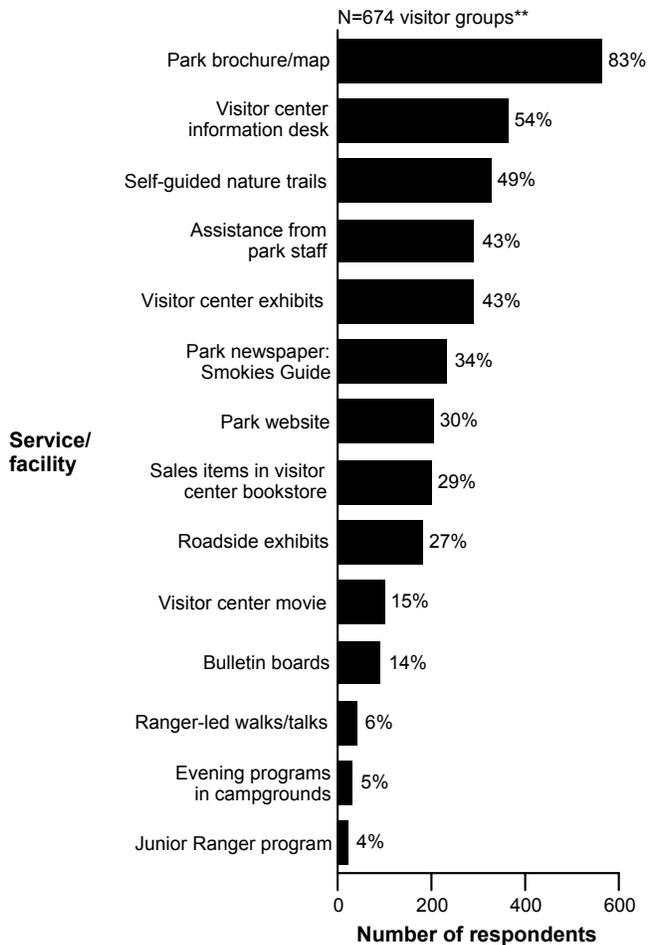
Results

- As shown in Figure 45, the information services and facilities most commonly used by visitor groups were:

  83% Park brochure/map
  54% Visitor center information desk
  49% Self-guided nature trails

- The least used service/facility was:

  4% Junior Ranger program

N=674 visitor groups**

Service/facility

Service/facility	Percent
Park brochure/map	83%
Visitor center information desk	54%
Self-guided nature trails	49%
Assistance from park staff	43%
Visitor center exhibits	43%
Park newspaper: Smokies Guide	34%
Park website	30%
Sales items in visitor center bookstore	29%
Roadside exhibits	27%
Visitor center movie	15%
Bulletin boards	14%
Ranger-led walks/talks	6%
Evening programs in campgrounds	5%
Junior Ranger program	4%

Number of respondents

Figure 45: Information services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

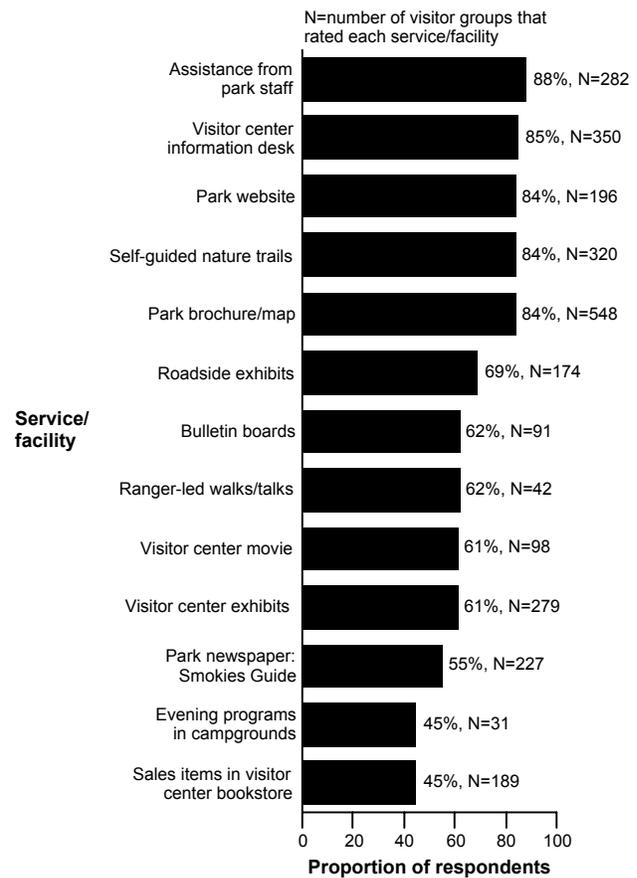## Importance ratings of information services and facilities

Question 13b

Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 46 shows the combined proportions of "extremely important" and "very important" ratings of information services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  88% Assistance from park staff
  85% Visitor center information desk
  84% Park website

- Figures 47 to 60 show the importance ratings for each service/facility.

- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest "not important" rating was:

  16% Evening programs in campgrounds

N=number of visitor groups that rated each service/facility

Service/facility	
Assistance from park staff	88%, N=282
Visitor center information desk	85%, N=350
Park website	84%, N=196
Self-guided nature trails	84%, N=320
Park brochure/map	84%, N=548
Roadside exhibits	69%, N=174
Bulletin boards	62%, N=91
Ranger-led walks/talks	62%, N=42
Visitor center movie	61%, N=98
Visitor center exhibits	61%, N=279
Park newspaper: Smokies Guide	55%, N=227
Evening programs in campgrounds	45%, N=31
Sales items in visitor center bookstore	45%, N=189

Proportion of respondents

Figure 46: Combined proportions of "extremely important" and "very important" ratings of information services/facilities

*total percentages do not equal 100 due to rounding
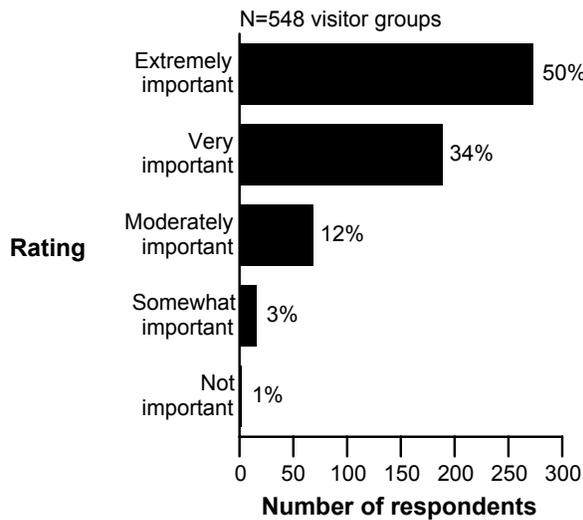**total percentages do not equal 100 because visitors could select more than one answer

N=548 visitor groups

Extremely important — 50%
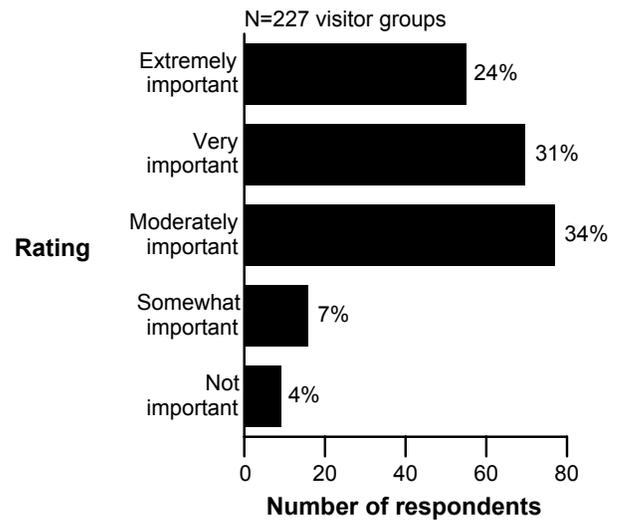Very important — 34%
Moderately important — 12%
Somewhat important — 3%
Not important — 1%

Rating

Number of respondents (0, 50, 100, 150, 200, 250, 300)

Figure 47: Importance of park brochure/map

N=227 visitor groups

Extremely important — 24%
Very important — 31%
Moderately important — 34%
Somewhat important — 7%
Not important — 4%

Rating

Number of respondents (0, 20, 40, 60, 80)

Figure 48: Importance of park newspaper: *Smokies Guide*

N=350 visitor groups

Extremely important — 48%
Very important — 37%
Moderately important — 12%
Somewhat important — 3%
Not important — 0%

Rating

Number of respondents (0, 30, 60, 90, 120, 150, 180)
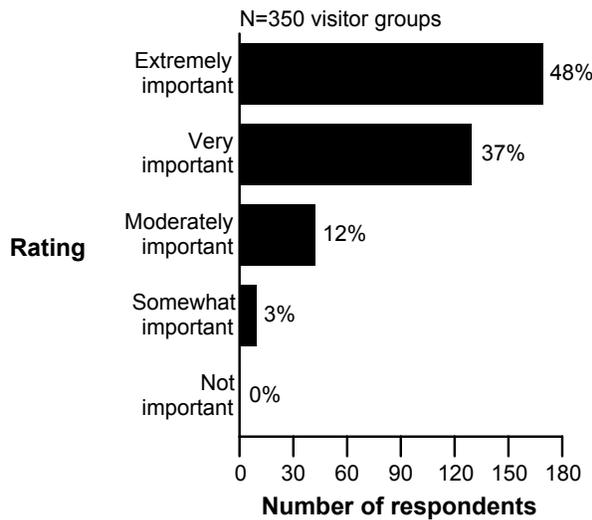
Figure 49: Importance of visitor center information desk

N=279 visitor groups*

Extremely important — 23%
Very important — 38%
Moderately important — 32%
Somewhat important — 7%
Not important — <1%

Rating

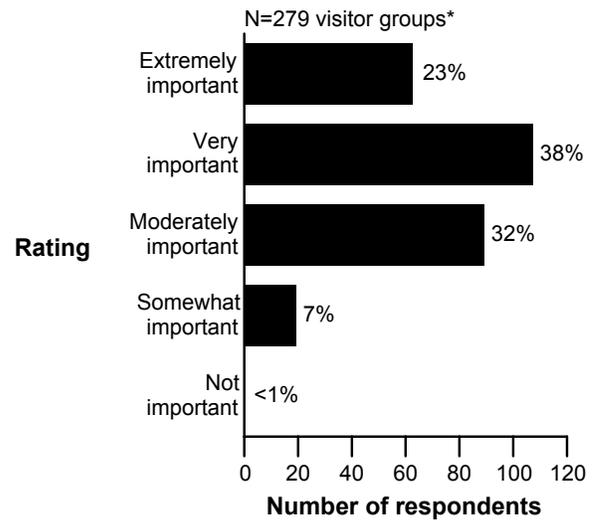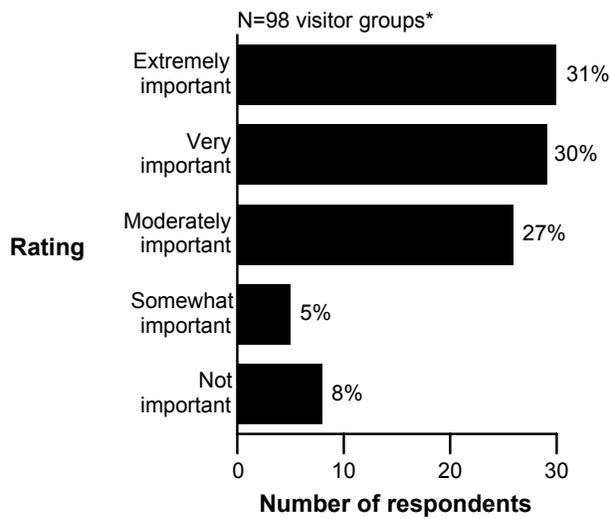**Number of respondents** (0, 20, 40, 60, 80, 100, 120)

Figure 50: Importance of visitor center exhibits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=98 visitor groups*

Figure 51: Importance of visitor center movie

N=282 visitor groups*
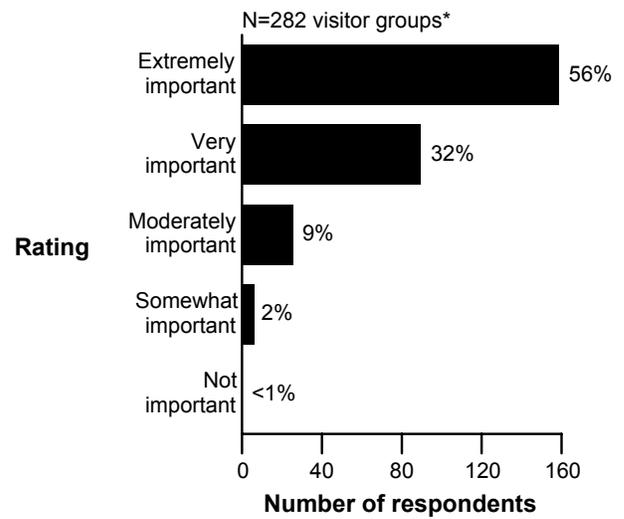
Figure 52: Importance of assistance from park staff

N=320 visitor groups
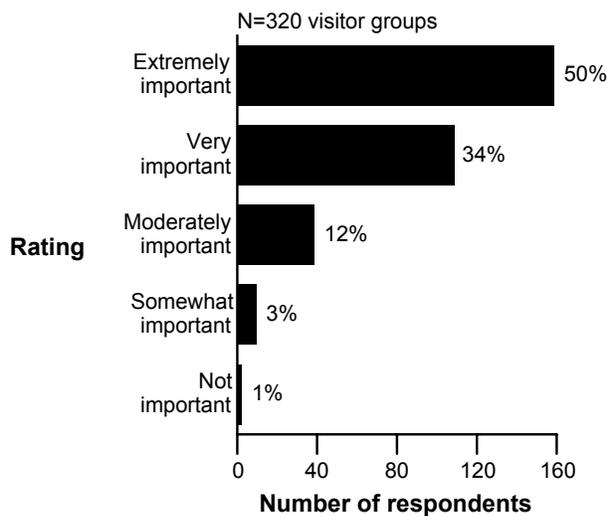
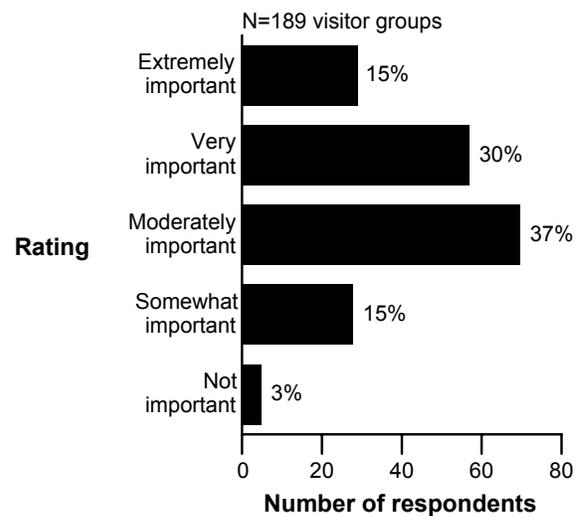**Figure 53: Importance of self-guided nature trails**

N=189 visitor groups

Figure 54: Importance of sales items in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding
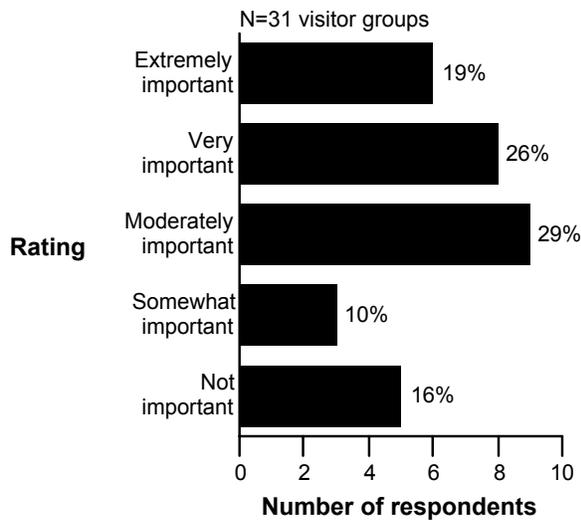**total percentages do not equal 100 because visitors could select more than one answer

N=31 visitor groups

Rating	
Extremely important	19%
Very important	26%
Moderately important	29%
Somewhat important	10%
Not important	16%

Number of respondents

Figure 55: Importance of evening programs in campgrounds

N=42 visitor groups

Rating	
Extremely important	31%
Very important	31%
Moderately important	26%
Somewhat important	5%
Not important	7%

Number of respondents
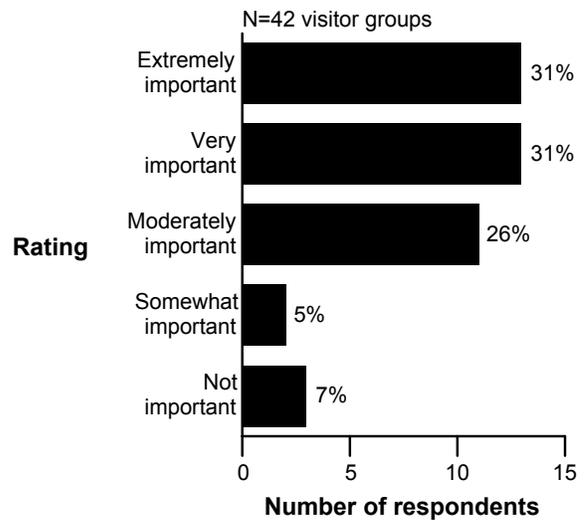
Figure 56: Importance of ranger-led walks/ talks

N=24 visitor groups

Rating	
Extremely important	38%
Very important	21%
Moderately important	8%
Somewhat important	8%
Not important	25%

CAUTION!

Number of respondents
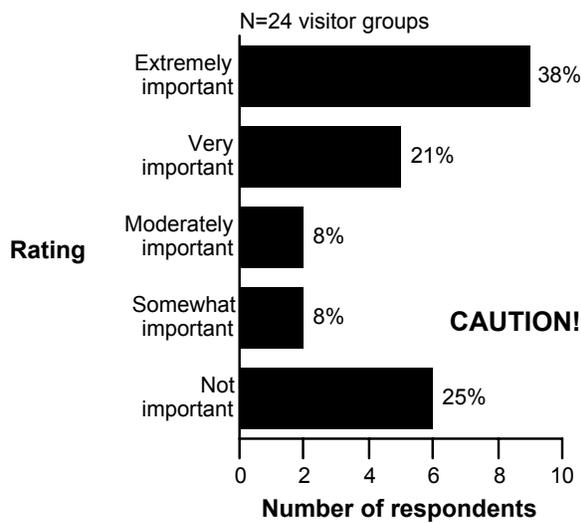
Figure 57: Importance of Junior Ranger program

N=174 visitor groups*

Rating	
Extremely important	36%
Very important	33%
Moderately important	25%
Somewhat important	3%
Not important	2%

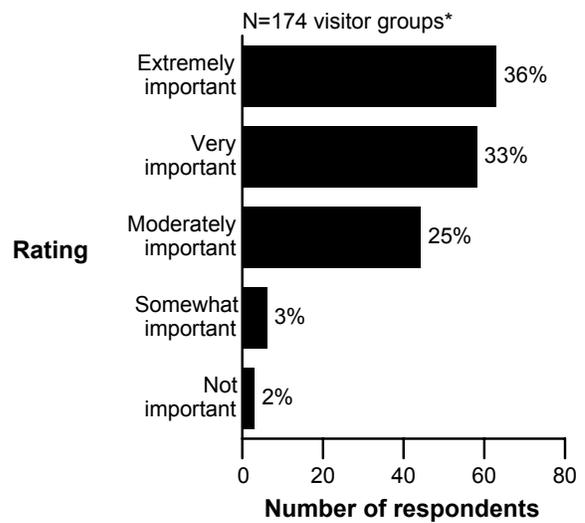Number of respondents

Figure 58: Importance of roadside exhibits

*total percentages do not equal 100 due to rounding
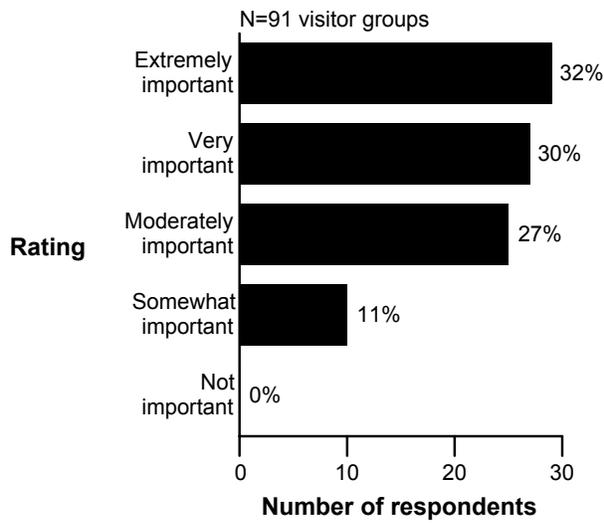**total percentages do not equal 100 because visitors could select more than one answer

N=91 visitor groups
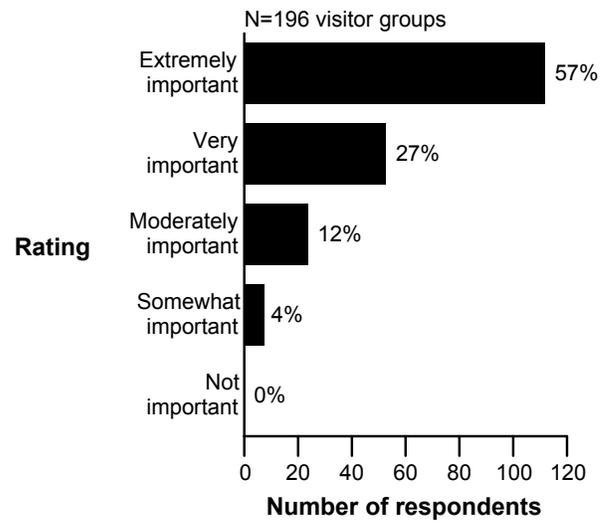

Figure 59: Importance of bulletin boards

N=196 visitor groups

**Figure 60: Importance of park website
www.nps.gov/grsm (used before or
during visit)**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 13c
Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 61 shows the combined proportions of "very good" and "good" quality ratings of information services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  95% Assistance from park staff
  93% Visitor center information desk
  91% Visitor center movie
  90% Park brochure/map

- Figures 62 to 75 show the quality ratings for each service/facility.

- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest "very poor" quality rating was:

  3% Ranger-led walks/talks

N=number of visitor groups that rated each service/facility
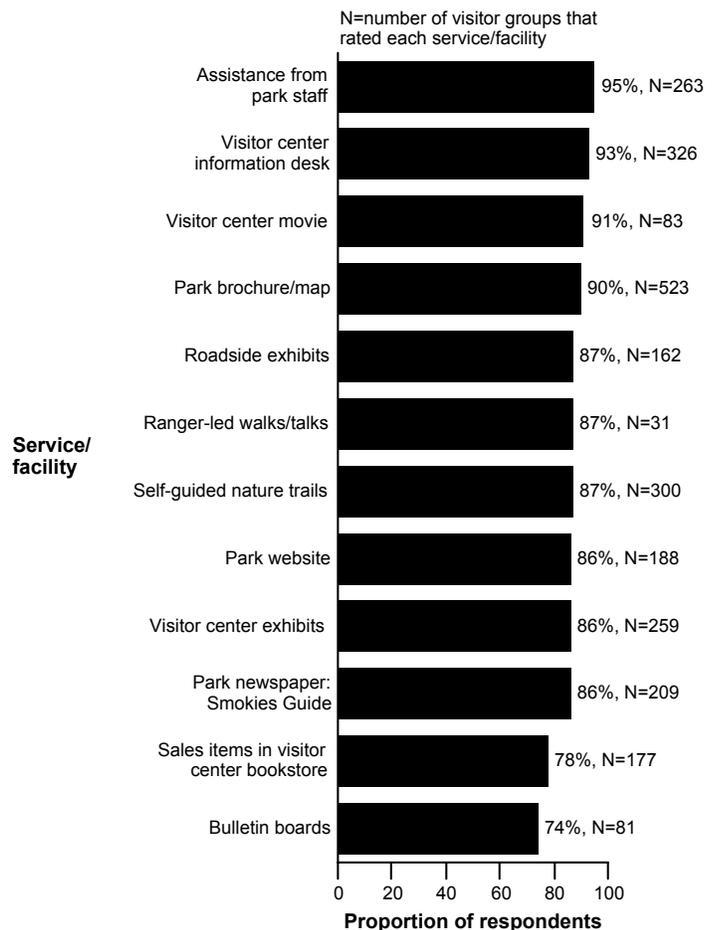
Figure 61: Combined proportions of "very good" and "good" quality ratings of information services/facilities

*total percentages do not equal 100 due to rounding
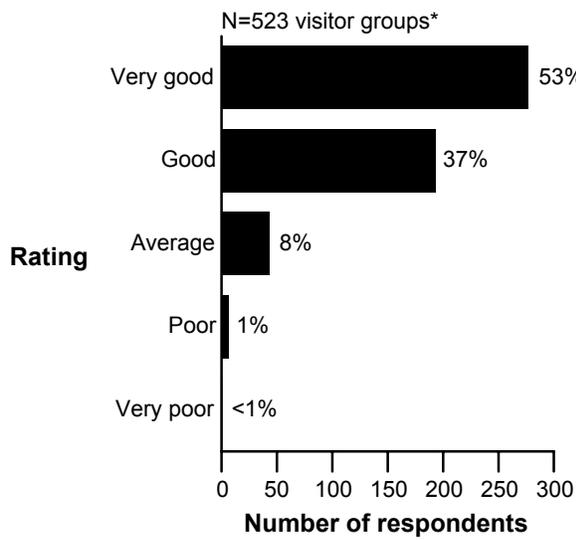**total percentages do not equal 100 because visitors could select more than one answer
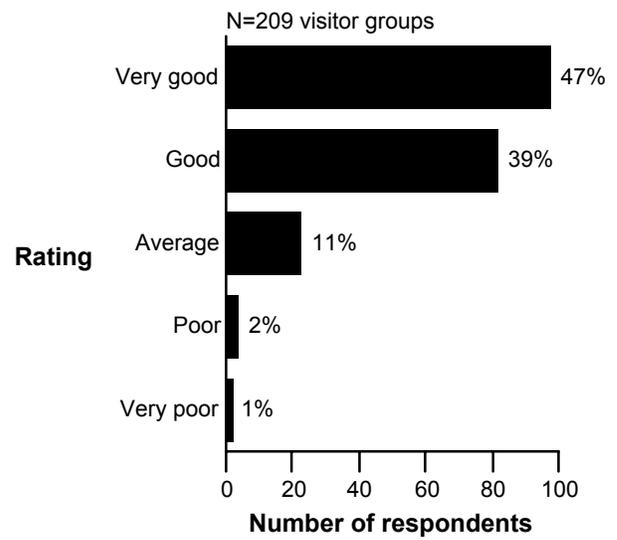
N=523 visitor groups*

Rating	
Very good	53%
Good	37%
Average	8%
Poor	1%
Very poor	<1%

Number of respondents

Figure 62: Quality of park brochure/map

N=209 visitor groups

Rating	
Very good	47%
Good	39%
Average	11%
Poor	2%
Very poor	1%

Number of respondents

Figure 63: Quality of park newspaper: *Smokies Guide*

N=326 visitor groups*

Rating	
Very good	65%
Good	28%
Average	5%
Poor	2%
Very poor	<1%

Number of respondents
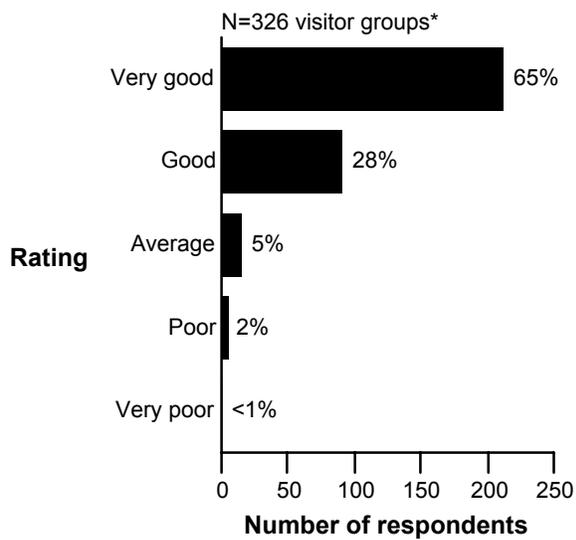
Figure 64: Quality of visitor center information desk

N=259 visitor groups*

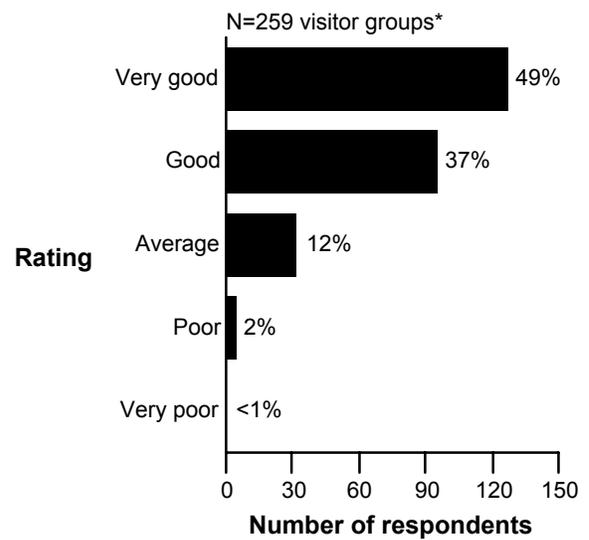| Rating	
Very good	49%
Good	37%
Average	12%
Poor	2%
Very poor	<1%

Number of respondents

Figure 65: Quality of visitor center exhibits

*total percentages do not equal 100 due to rounding
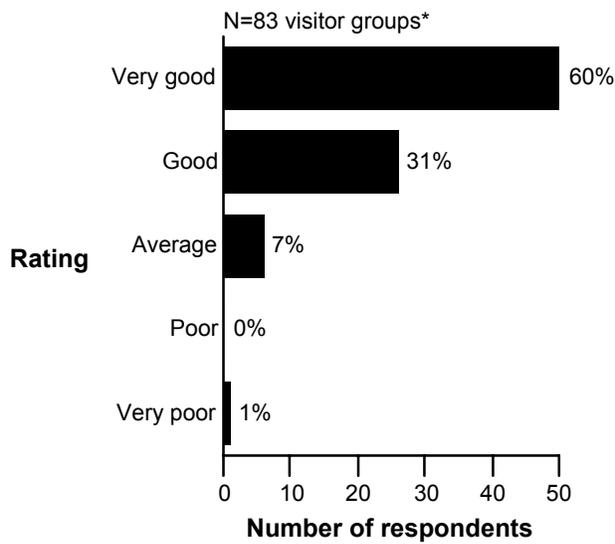**total percentages do not equal 100 because visitors could select more than one answer
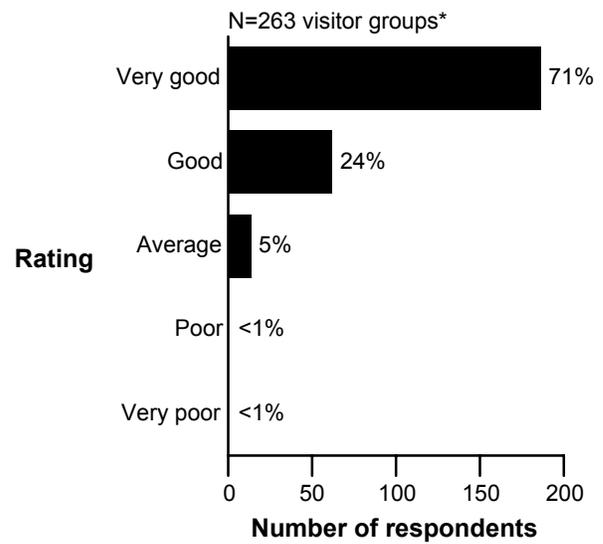
N=83 visitor groups*

Rating

Very good	60%
Good	31%
Average	7%
Poor	0%
Very poor	1%

0 10 20 30 40 50
Number of respondents

Figure 66: Quality of visitor center movie

N=263 visitor groups*

Rating

Very good	71%
Good	24%
Average	5%
Poor	<1%
Very poor	<1%

0 50 100 150 200
Number of respondents

Figure 67: Quality of assistance from park staff

N=300 visitor groups*

Rating

Very good	52%
Good	35%
Average	11%
Poor	1%
Very poor	<1%

0 40 80 120 160
Number of respondents
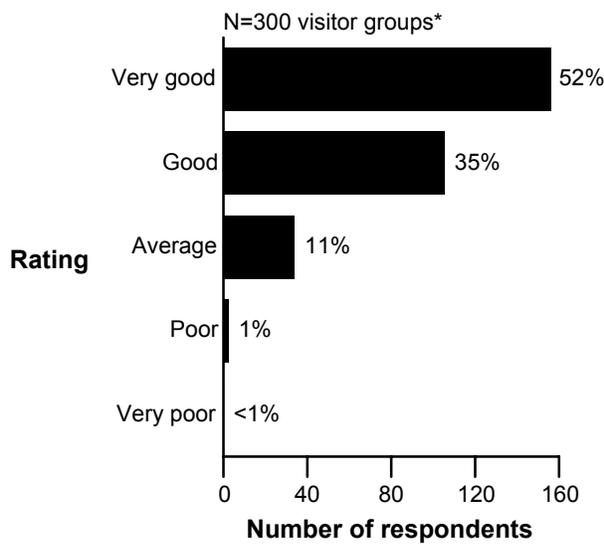
Figure 68: Quality of self-guided nature trails

N=177 visitor groups

Rating

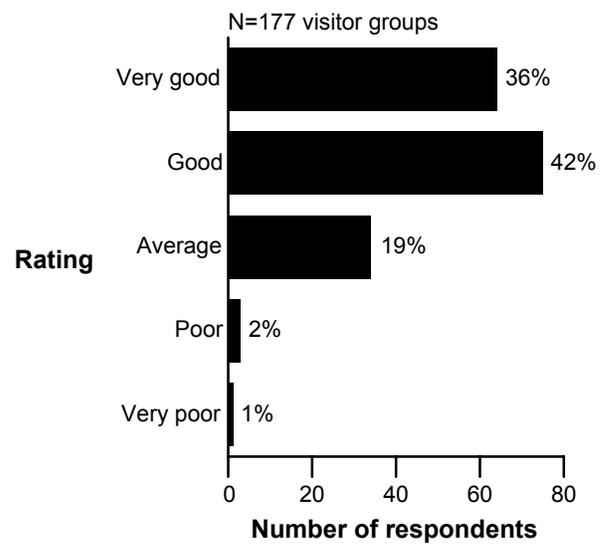|	
Very good	36%
Good	42%
Average	19%
Poor	2%
Very poor	1%

0 20 40 60 80
Number of respondents

**Figure 69: Quality of sales items in visitor center
bookstore (selection, price, etc.)**

*total percentages do not equal 100 due to rounding
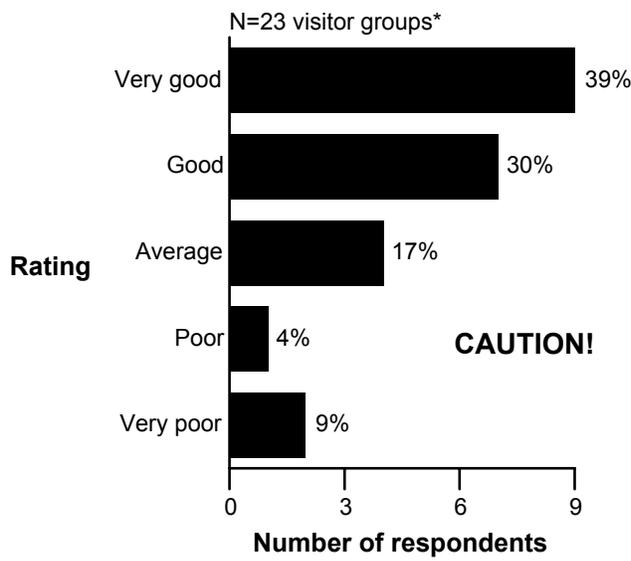**total percentages do not equal 100 because visitors could select more than one answer

N=23 visitor groups*

Rating	
Very good	39%
Good	30%
Average	17%
Poor	4%
Very poor	9%

CAUTION!

Number of respondents

Figure 70: Quality of evening programs in campgrounds

N=31 visitor groups

Rating	
Very good	42%
Good	45%
Average	10%
Poor	0%
Very poor	3%

Number of respondents
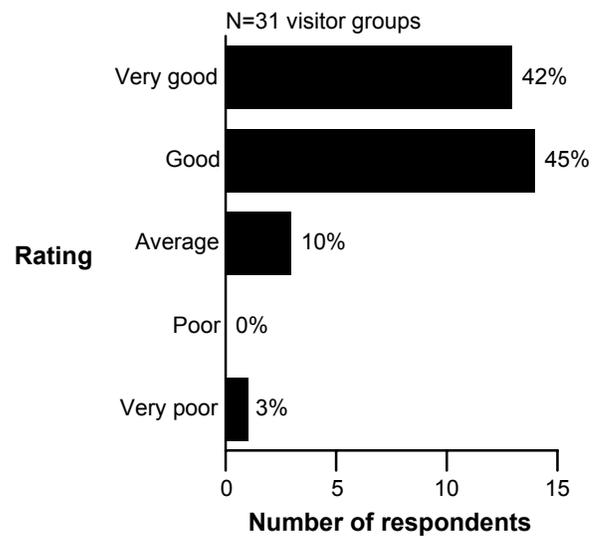
Figure 71: Quality of ranger-led walks/talks

N=15 visitor groups*

Rating	
Very good	47%
Good	27%
Average	7%
Poor	0%
Very poor	20%

CAUTION!

Number of respondents
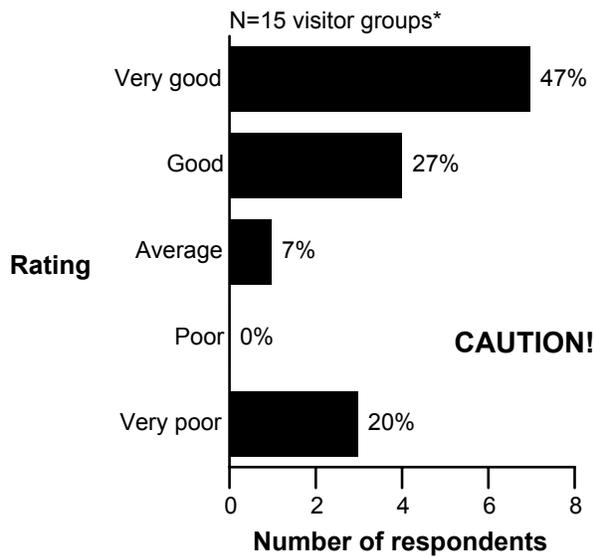
Figure 72: Quality of Junior Ranger program

N=162 visitor groups

Rating	
Very good	43%
Good	44%
Average	12%
Poor	1%
Very poor	0%

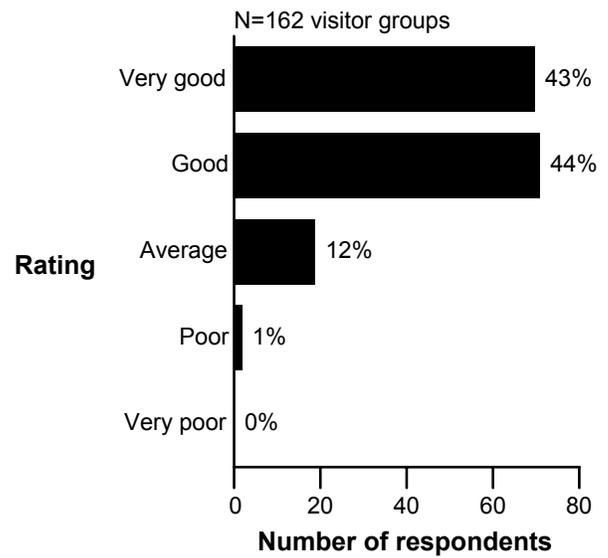Number of respondents

Figure 73: Quality of roadside exhibits

*total percentages do not equal 100 due to rounding
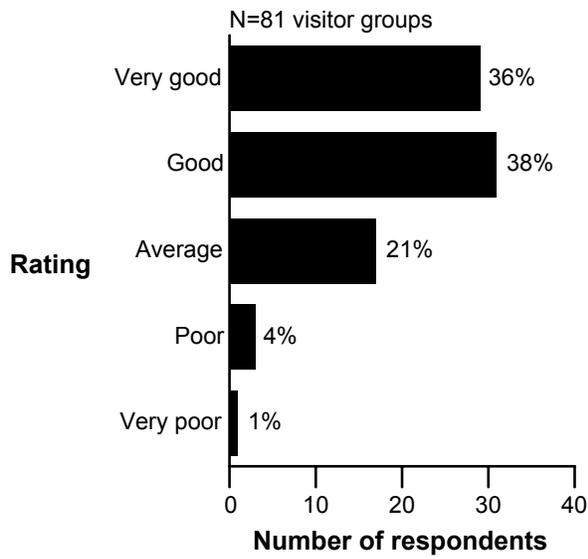**total percentages do not equal 100 because visitors could select more than one answer

N=81 visitor groups

Rating	
Very good	36%
Good	38%
Average	21%
Poor	4%
Very poor	1%

Number of respondents

Figure 74: Quality of bulletin boards

N=188 visitor groups*

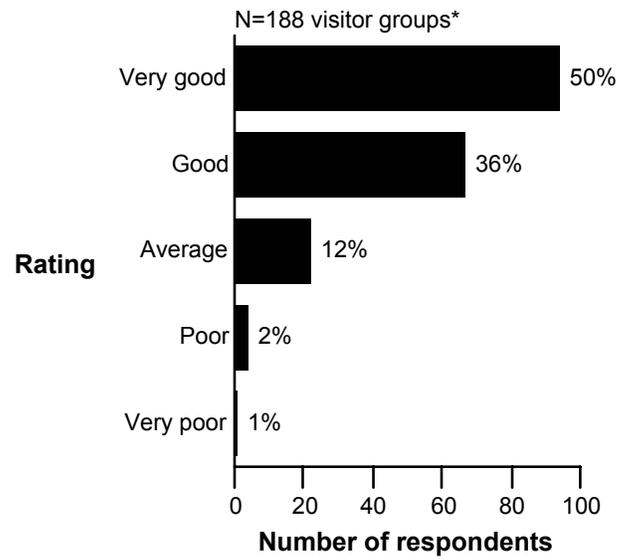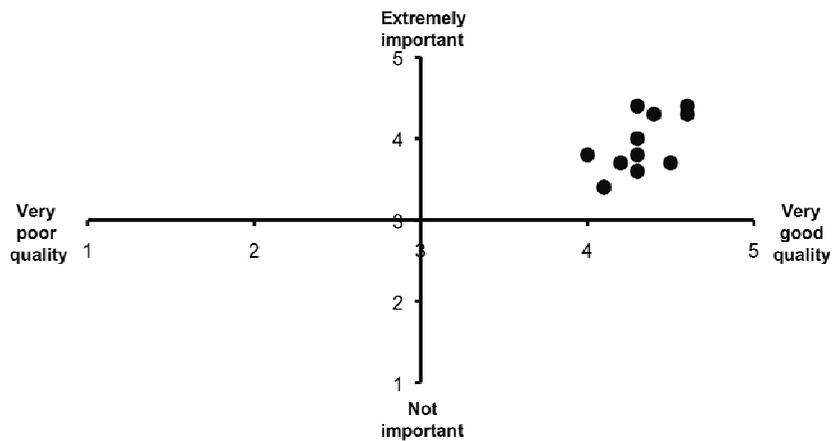| Rating	
Very good	50%
Good	36%
Average	12%
Poor	2%
Very poor	1%

Number of respondents

Figure 75: Quality of park website www.nps.gov/grsm (used before   or during visit)
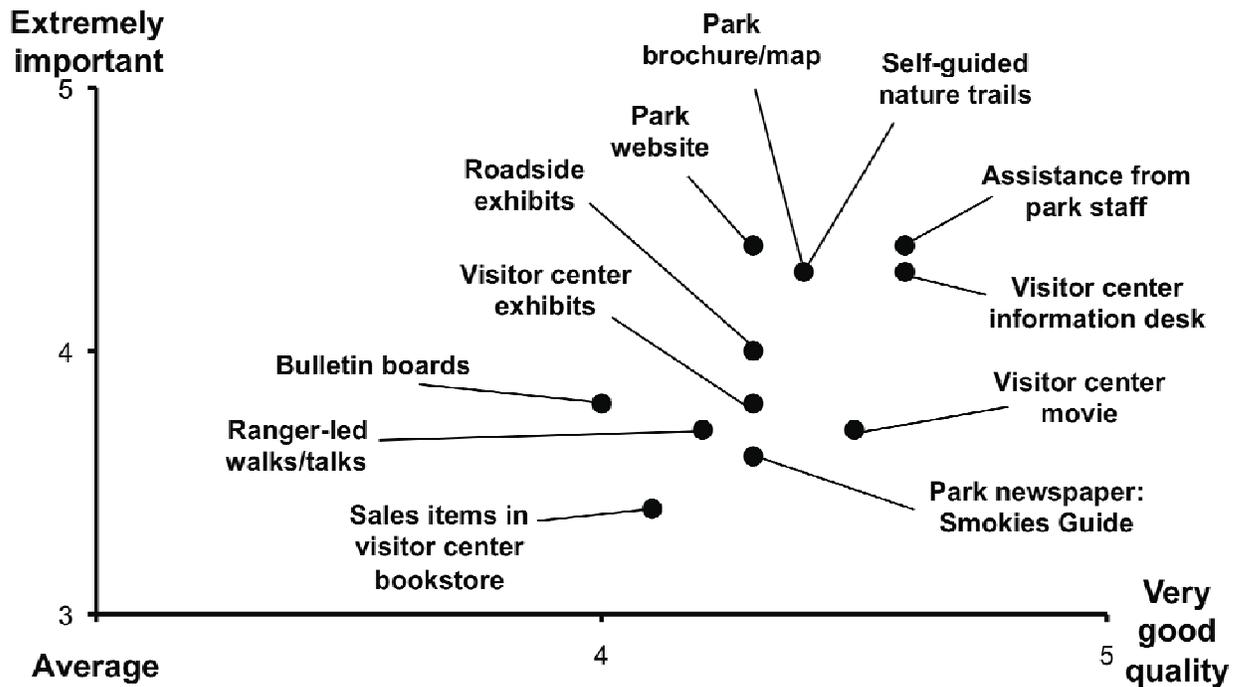
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of information services and facilities

- Figures 76 and 77 show the mean scores of importance and quality ratings of all information services/facilities that were rated by 30 or more visitor groups.

- All information services/ facilities were rated above average.

Figure 76: Mean scores of importance and quality ratings of information services/facilities

Figure 77:   Detail of Figure 76

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 13d
 If you and your personal group have comments on any of the above services and facilities, please list them below.

Results
- Nine percent of visitor groups (N=74) made comments on information services and facilities (see Table 15).

Table 15: Comments on information services and facilities
N= 94 comments;
some visitor groups made more than one comment.

Service/facility	Comment
Park brochure/map	Need more detailed maps
	Needed better directions
	No comment provided
	It was great
	There are no trails on the park brochure
	Use different colors for different aspects of the park
	Would like to have Blue Ridge Parkway maps available
	Would like to purchase one online prior to visit
Visitor center	Enjoyed visitor center at Townsend
	Need visitor center at Catalochee
	Purchased souvenirs
Visitor center information desk	Unfriendly ranger at Oconoluftee
	Enjoyed ranger at Oconoluftee
	Enjoyed staff
	Enjoyed talking to ranger
	Friendly staff
	Helpful ranger at Sugarlands
	Helpful staff
	Include self-assessment for hiking ability
	Very informational
Visitor center exhibits	Include grist mill operation
	Removed items at Sugarland Visitor Center should be photographed
	Sugarlands Visitor Center museum was informative
	Update to provide more natural history information
Visitor center movie	Enjoyed movie
	Expected movie, but there was none
	Movie times not posted

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Comments on information services and facilities
(continued)

Services/facilities	Comments
Assistance from park staff	Staff was knowledgeable Rangers were great Staff was helpful Always nice to talk to rangers Elk volunteers were very helpful Excellent guide Good information about elk herd Guide at Gatlinburg center uninformed about hikes Ranger at Cades Cove was informative Ranger gave good directions when we got lost Staff at Sugarlands visitor center was helpful
Self-guided nature trails	Improve marking Grade of trail should be specified Keep horses off Appalachian trail Repave roads Trailhead difficult to find
Sales items in visitor center bookstore	Have more American-made souvenirs Need bigger sizes Need more help in bookstore Need new postcards Sales items improved at Oconaluftee
Evening programs in campgrounds	There were no programs available Ranger should announce programs in the campgrounds
Ranger-led walks/talks	Add fall campground ranger programs Excellent ranger Ranger was knowledgeable
Junior Ranger program	No comment provided
Park bookstores	Need bigger sizes Need new postcards
Roadside exhibits	Enforce graffiti laws Exhibits on basket weaving Exhibits on blacksmithing Needs paving Needs to be cleaned Needs traffic control

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 14a

Please indicate all visitor services and facilities that you and your personal group used in Great Smoky Mountains NP during this visit.

Results

- As shown in Figure 78, the visitor services and facilities most commonly used by visitor groups were:

    90% Restrooms
    64% Trails
    53% Roadway directional signs outside park

- The least used service/facility was:
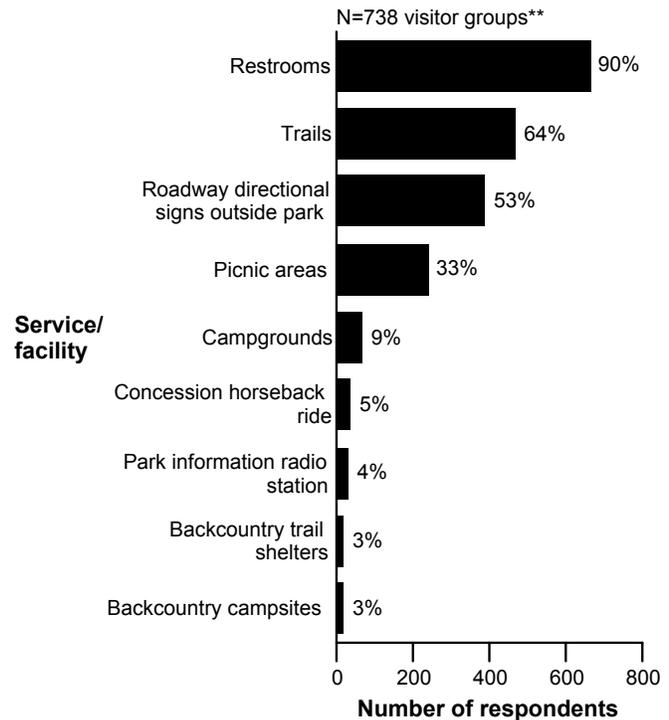
    3% Backcountry campsites

N=738 visitor groups**

Service/facility	
Restrooms	90%
Trails	64%
Roadway directional signs outside park	53%
Picnic areas	33%
Campgrounds	9%
Concession horseback ride	5%
Park information radio station	4%
Backcountry trail shelters	3%
Backcountry campsites	3%

Number of respondents

Figure 78: Visitor services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
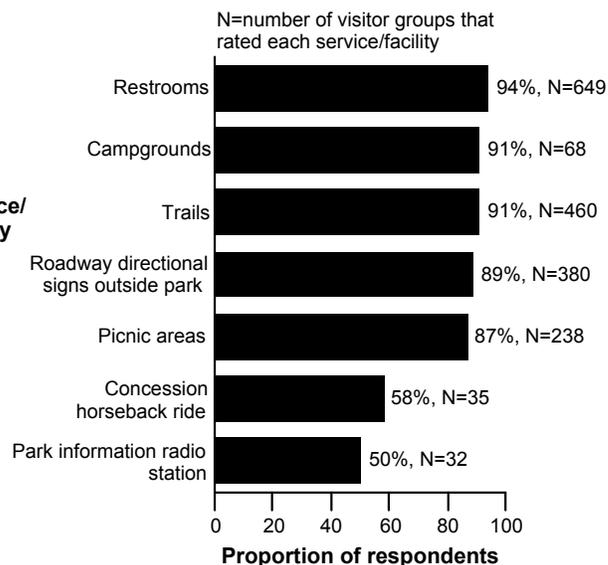
Importance ratings of visitor services and facilities

Question 14b

Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 79 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  94% Restrooms
  91% Campgrounds
  91% Trails

- Figures 80 to 88 show the importance ratings for each service/facility.

- Of the visitor services/facilities rated by 30 or more visitor groups, the one receiving the highest "not important" rating was:

  11% Concession horseback ride

N=number of visitor groups that rated each service/facility

Figure 79: Combined proportions of "extremely important" and "very important" ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding
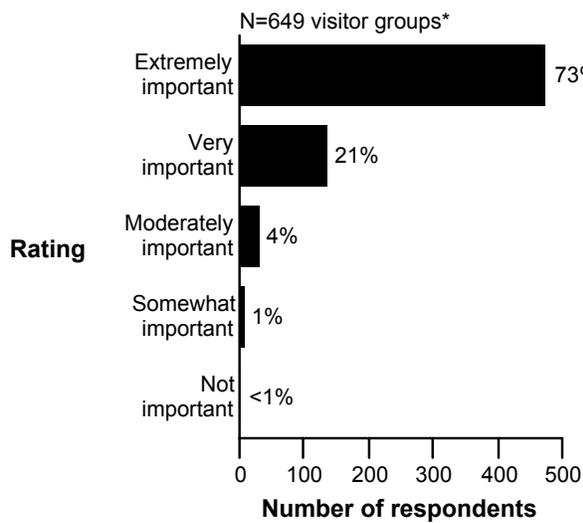**total percentages do not equal 100 because visitors could select more than one answer

N=649 visitor groups*

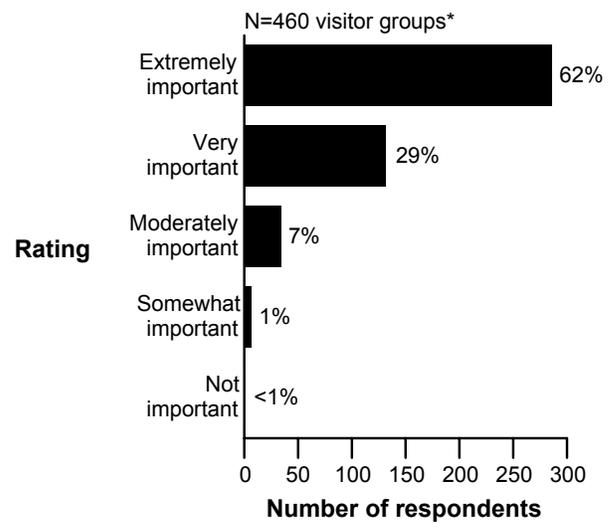| Rating	
Extremely important	73%
Very important	21%
Moderately important	4%
Somewhat important	1%
Not important	<1%

Number of respondents

Figure 80: Importance of restrooms

N=460 visitor groups*

Rating	
Extremely important	62%
Very important	29%
Moderately important	7%
Somewhat important	1%
Not important	<1%

Number of respondents

Figure 81: Importance of trails

N=21 visitor groups*

Rating	
Extremely important	24%
Very important	33%
Moderately important	29%
Somewhat important	5%
Not important	10%

CAUTION!

Number of respondents
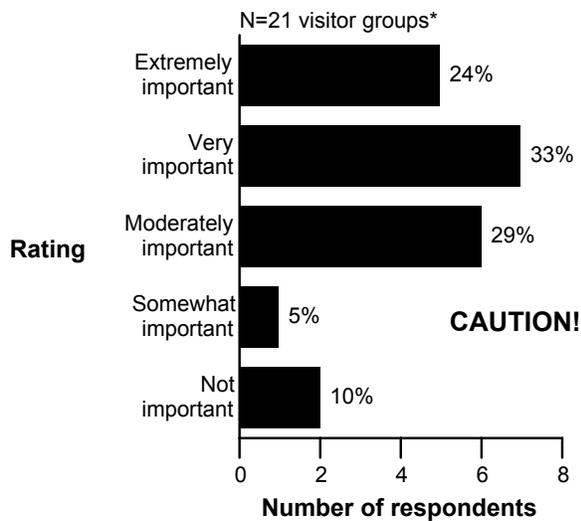
Figure 82: Importance of backcountry trail shelters

N=17 visitor groups*

Rating	
Extremely important	41%
Very important	24%
Moderately important	18%
Somewhat important	12%
Not important	6%

CAUTION!

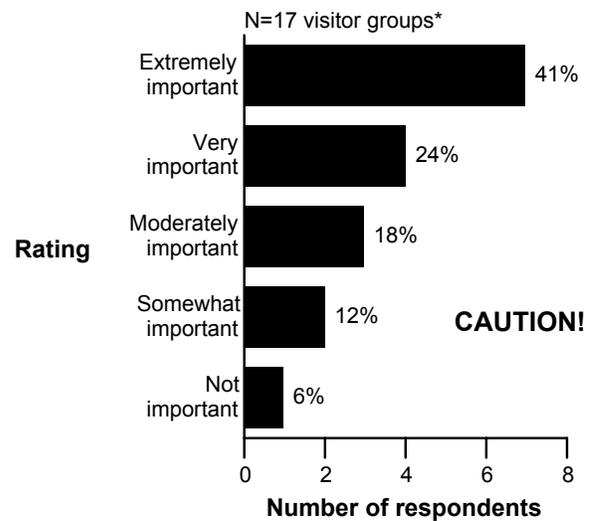**Number of respondents**

Figure 83: Importance of backcountry campsites

*total percentages do not equal 100 due to rounding
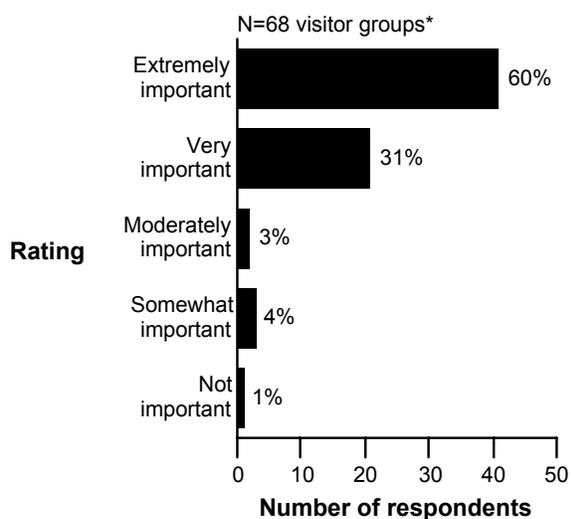**total percentages do not equal 100 because visitors could select more than one answer

N=68 visitor groups*

Rating	
Extremely important	60%
Very important	31%
Moderately important	3%
Somewhat important	4%
Not important	1%

Number of respondents

Figure 84: Importance of campgrounds (other than backcountry)

N=238 visitor groups*

Rating	
Extremely important	52%
Very important	35%
Moderately important	10%
Somewhat important	3%
Not important	<1%

Number of respondents
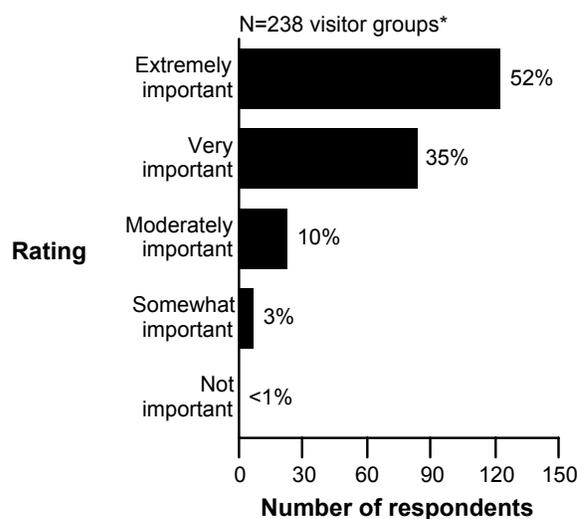
Figure 85: Importance of picnic areas

N=32 visitor groups

Rating	
Extremely important	28%
Very important	22%
Moderately important	31%
Somewhat important	13%
Not important	6%

Number of respondents
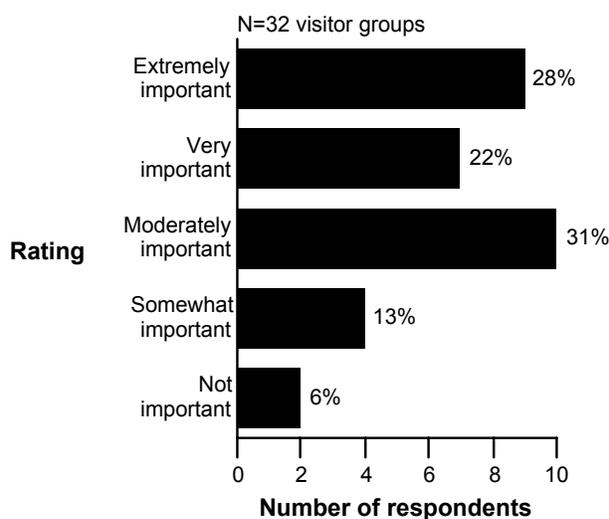
Figure 86: Importance of park information radio station (1610 AM)

N=35 visitor groups*

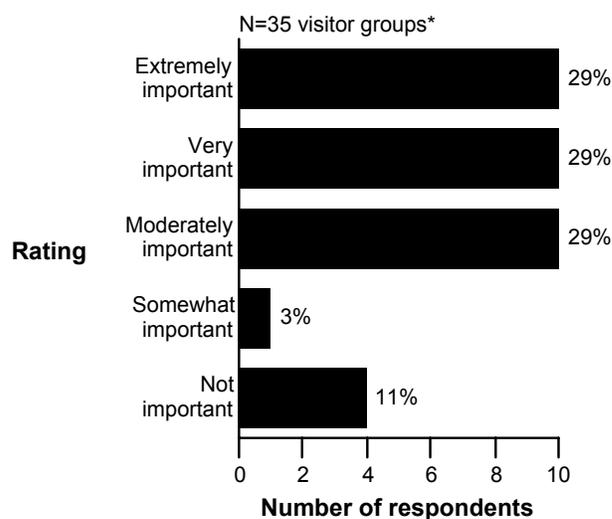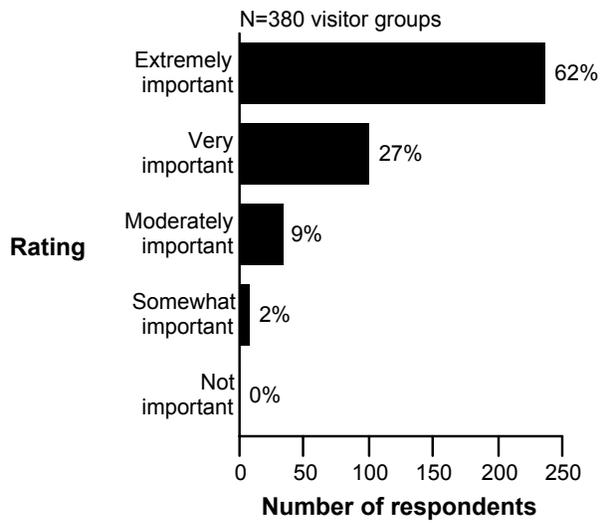| Rating	
Extremely important	29%
Very important	29%
Moderately important	29%
Somewhat important	3%
Not important	11%

Number of respondents

Figure 87: Importance of concession horseback ride

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=380 visitor groups

**Figure 88: Importance of roadway directional
signs outside park**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 14c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 89 shows the combined proportions of "very good" and "good" quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

    94% Trails
    87% Picnic areas

- Figures 90 to 98 show the quality ratings for each service/facility.

- Of the visitor services/facilities rated by 30 or more visitor groups, those receiving the highest "very poor" quality ratings were:

    1% Restrooms
    1% Roadway directional signs outside park

N=number of visitor groups that rated each service/facility
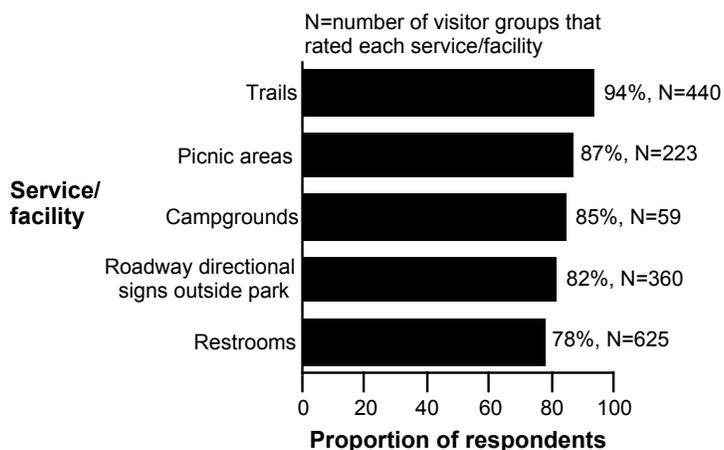
Figure 89: Combined proportions of "very good" and "good" quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding
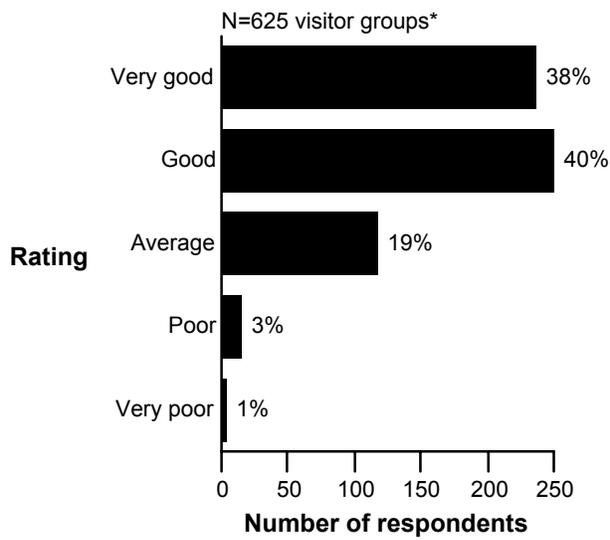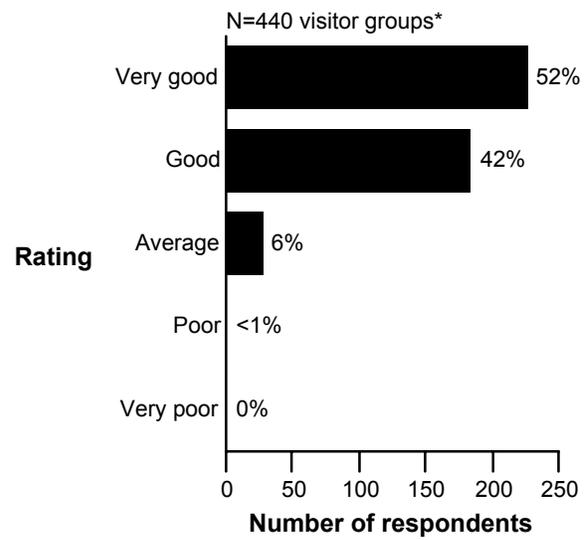**total percentages do not equal 100 because visitors could select more than one answer

N=625 visitor groups*

Rating	
Very good	38%
Good	40%
Average	19%
Poor	3%
Very poor	1%

Number of respondents

Figure 90: Quality of restrooms

N=440 visitor groups*

Rating	
Very good	52%
Good	42%
Average	6%
Poor	<1%
Very poor	0%

Number of respondents

Figure 91: Quality of trails

N=13 visitor groups

Rating	
Very good	46%
Good	15%
Average	31%
Poor	8%
Very poor	0%

CAUTION!

Number of respondents
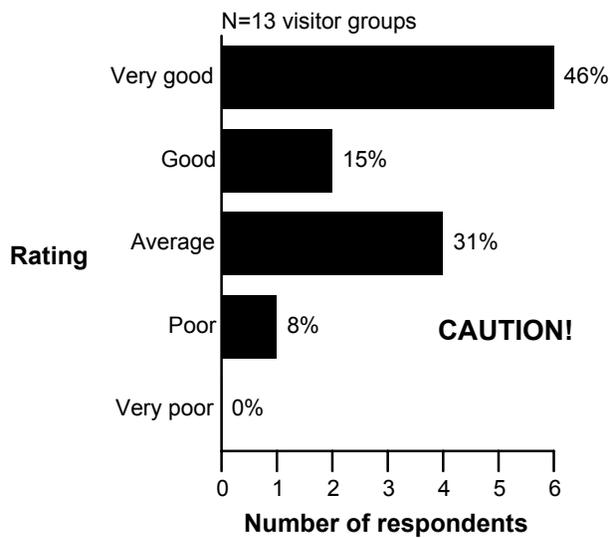
Figure 92: Quality of backcountry trail shelters

N=9 visitor groups*

Rating	
Very good	44%
Good	22%
Average	33%
Poor	0%
Very poor	0%

CAUTION!

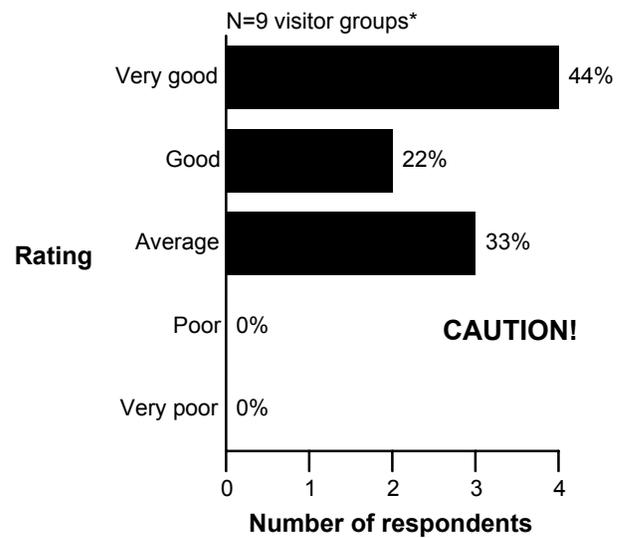Number of respondents

Figure 93: Quality of backcountry campsites

*total percentages do not equal 100 due to rounding
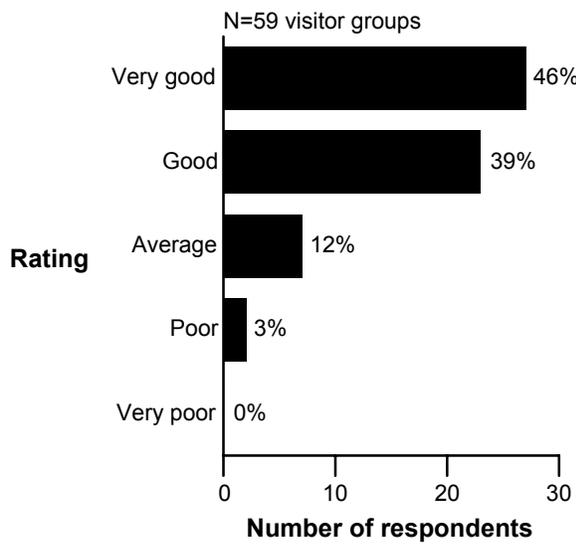**total percentages do not equal 100 because visitors could select more than one answer

N=59 visitor groups

Rating	
Very good	46%
Good	39%
Average	12%
Poor	3%
Very poor	0%

Number of respondents

Figure 94: Quality of campgrounds (other than backcountry)

N=223 visitor groups*

Rating	
Very good	50%
Good	37%
Average	12%
Poor	1%
Very poor	<1%

Number of respondents
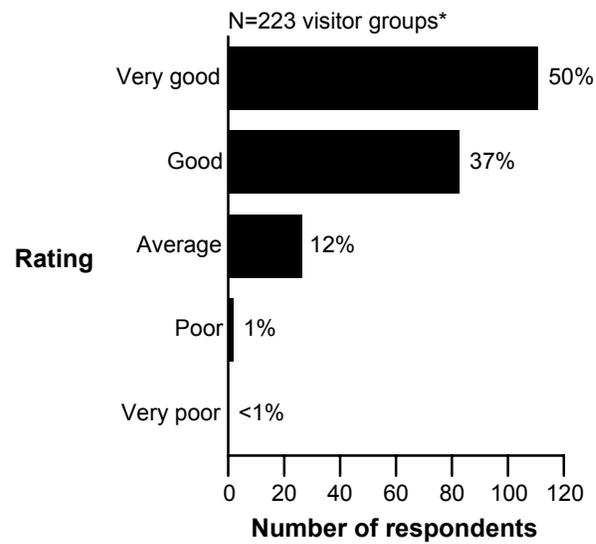
Figure 95: Quality of picnic areas

N=24 visitor groups

Rating	
Very good	21%
Good	33%
Average	21%
Poor	4%
Very poor	21%

CAUTION!

Number of respondents
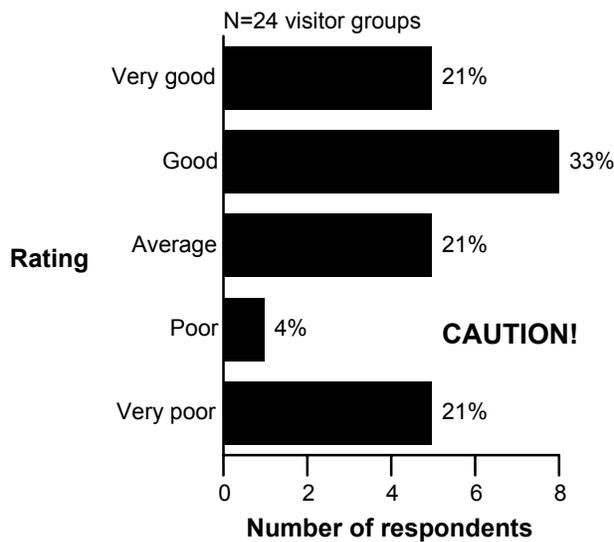
Figure 96: Quality of park information radio station (1610 AM)

N=25 visitor groups

Rating	
Very good	40%
Good	36%
Average	20%
Poor	0%
Very poor	4%

CAUTION!

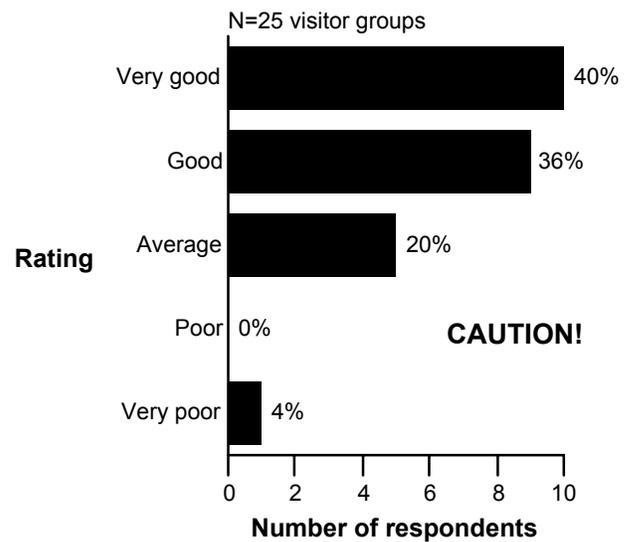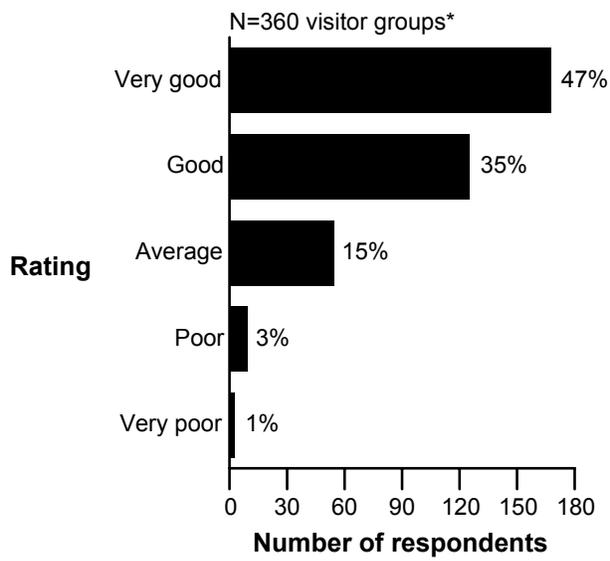**Number of respondents**

Figure 97: Quality of concession horseback ride

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=360 visitor groups*

Rating	
Very good	47%
Good	35%
Average	15%
Poor	3%
Very poor	1%

**Number of respondents**

(x-axis: 0 30 60 90 120 150 180)

**Figure 98: Quality of roadway directional signs
outside park**
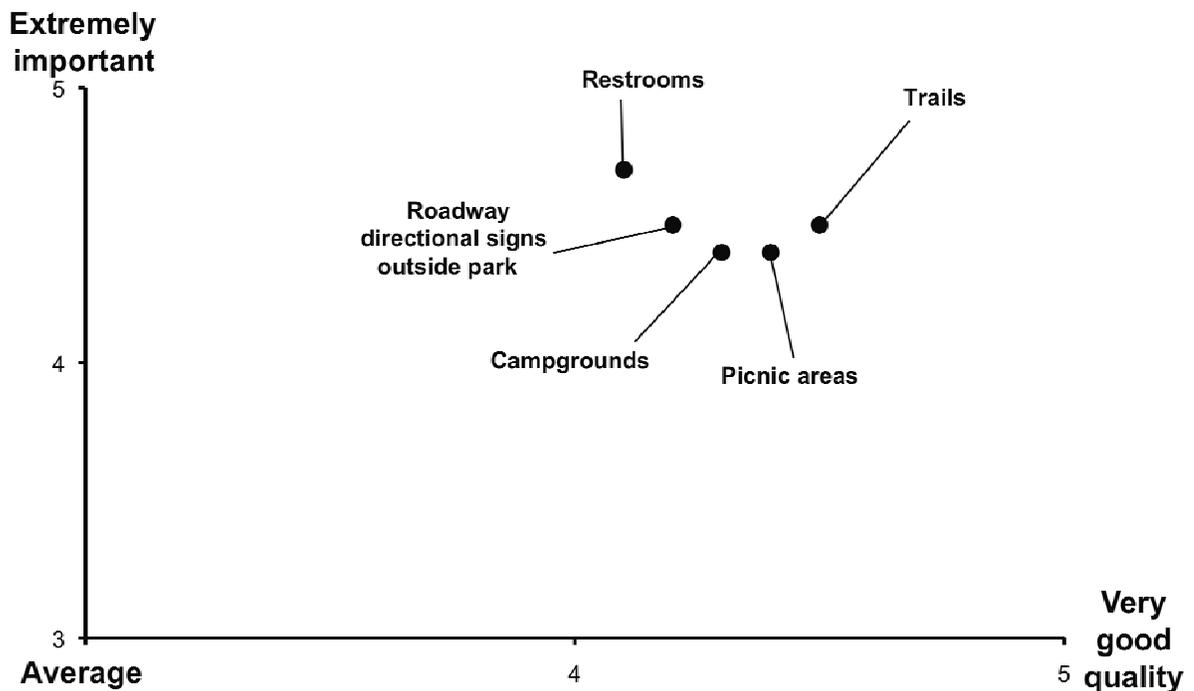
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 99 and 100 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.

- All visitor services/ facilities were rated above average.
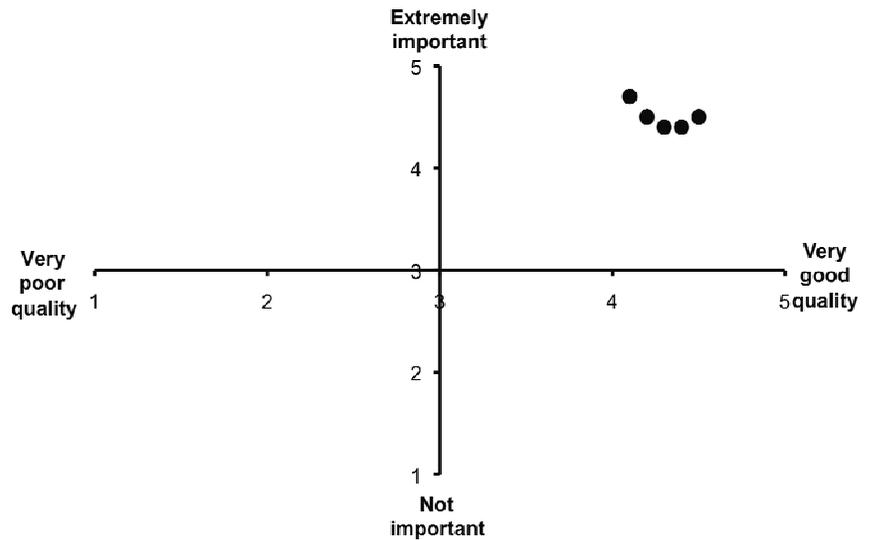
Figure 99: Mean scores of importance and quality ratings of visitor services/facilities

Figure 100:   Detail of Figure 99

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 14d
If you and your personal group have comments on any of the above services and facilities, please list them.

Results
- Eleven percent of visitor groups (N=89) provided comments on visitor services and facilities (see Table 16).

Table 16: Comments on visitor services and facilities
N=111 comments;
some visitor groups made more than one comment.

Service/facility	Comment
Restrooms	Adequate number
	Clean
	Dirty/smelly
	Campground restrooms could be cleaner
	Could be cleaner at Deep Creek
	Deep Creek restrooms need paper towels
	Hand sanitizers were empty at Clingmans Dome
	Need maintenance
	Need more
	Need more port-a-potties at trailheads
	Need more restrooms at Greenbrier
	Need more restrooms to use on scenic route
	Need more than one sink/mirror
	Need separate private changing area other than bathroom stall
	Needed at top of Clingmans Dome
	No soap was available
	Restrooms at Cades Cove were dirty
	Water was not working
	Well kept
Trails	Debris-free paths
	Deep Creek needs more signage
	Great
	Grotto Falls and Rainbow Falls trails need barriers to precipices
	Improve signage/markers
	It was not easy to find trashcans
	Litter in bushes
	Loved the log bridges
	Need maintenance
	No warnings about poison ivy
	Not enough safety precautions
	One bridge railing was not straight for hand guide
	People take the wrong one out at Elijah Oliver Place

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Comments on visitor services and facilities
(continued)

Service/facility	Comment
Trails (continued)	Signage was confusing Some trails in poor shape due to overuse Some trails were short but extremely difficult There were no signs Too much motorcycle noise echoing up mountains Trails marked "easy" were not always easy Would like mountain bike trails
Backcountry trail shelters	There should be more information
Backcountry campsites	Backcountry campsite number 29 was rated as a "2"
Campgrounds (other than backcountry)	Excellent campground hosts Need electricity/water hookups Need hot showers Could be cleaner Elkmont has poor lighting Have not been upgraded for years Nice No dump stations were available No noise from generators Overhead needs to be cleared Smokemont, Elkmont, and Cataloochee campgrounds were nice Washer and dryer would be great We used to camp, and loved Tremont and Cades Cove
Picnic areas	Would like to have more available Clean/well maintained Crowded Beautiful Chimney Top Picnic area needs more parking Enjoyed picnicking in Melton Huge and covered pavilion was great during shower It is small It was fun Laurel Falls area was crowded Liked the improvements in Chimney Park Need one in Cataloochee Valley Needed cleaning Not enough picnic tables at Cataloochee Playground and bathrooms would be good Would have stayed but there was no parking

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Comments on visitor services and facilities
(continued)

Service/facility	Comment
Park information radio station	Did not know of this service
	Did not know it was still available
	Have used in the past
	Need more information on call sign
Concession horseback ride	Cades Cove Stables were great
	Dirty
Roadway directional signs	Could be more prominent in Cherokee
	Hard to find Cataloochee
	Need more road signs
	Need more signs in Gatlinburg
	It was easy to find way with signs except signage to Greenbrier
	Mingus Mill needs a sign at entrance
	Should have signs at the attractions
	Signs outside park were confusing during construction near Cherokee
	Signs to Great Falls were poor
	There needs to be updates on directional signage
Roads	Cades Cove roads need repair

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
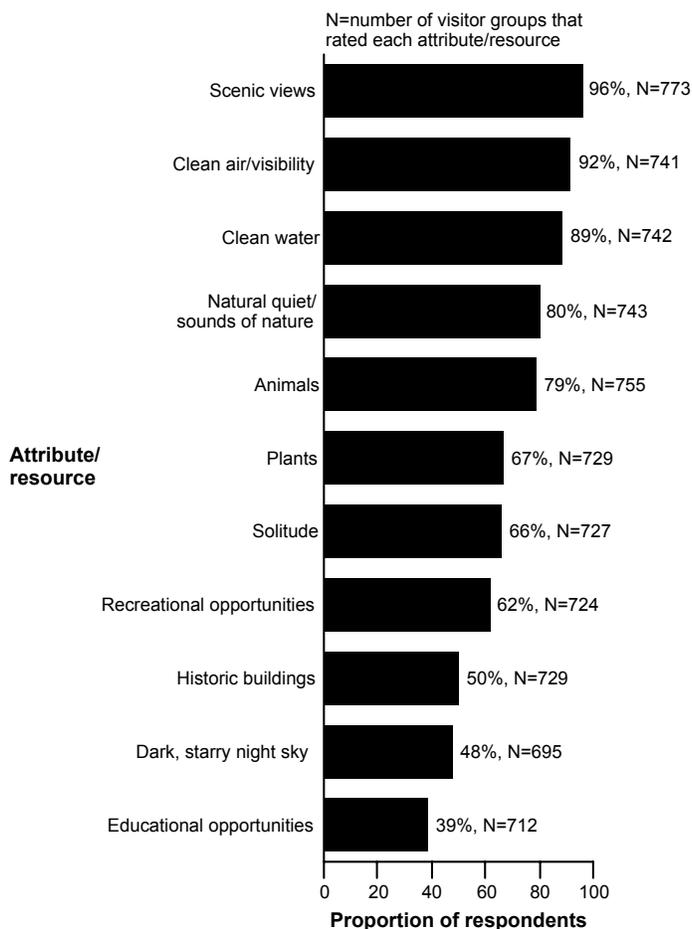
Importance of park attributes/resources

Question 11
Great Smoky Mountains NP was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment of the resources. On this visit, how important were the following attributes/resources to you?

    1=Not important
    2=Somewhat important
    3=Moderately important
    4=Very important
    5=Extremely important

Results
- Figure 101 shows the combined proportions of "very important" and "extremely important" ratings of attributes/resources that were rated by 30 or more visitor groups.

- The attributes/resources that received the highest combined proportions of "extremely important" and "very important" ratings were:

    96% Scenic views
    92% Clean air/visibility
    89% Clean water

- Of the attributes/resources that were rated by 30 or more visitor groups, the one receiving the highest "not important" rating was:

    39% Educational opportunities

- Table 17 shows the importance ratings for attributes/resources of the park.

N=number of visitor groups that rated each attribute/resource

Figure 101: Combined proportions of "extremely important" and "very important" of park attributes/resources

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Importance of protecting of park attributes/resources*
N=number of visitor groups who rated each attribute/resource.

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	773	1	<1	3	26	70
Plants	729	3	7	23	31	36
Animals	755	1	4	16	32	47
Clean water	742	1	3	7	29	60
Clean air/visibility	741	<1	1	6	29	63
Solitude	727	3	6	25	33	33
Natural quiet/sounds of nature	743	1	4	14	37	43
Dark, starry night sky	695	15	13	24	25	23
Historic buildings	729	8	12	30	29	21
Educational opportunities	712	11	18	31	25	15
Recreational opportunities (hiking, camping, fishing, etc.)	724	9	8	21	24	38

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Preferences for future visit

Sales items in visitor center bookstores

Question 10a

If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

Results

- On a future visit, 11% of visitor groups would be interested in purchasing sales items that are not currently available (see Figure 102).

N=539 visitor groups
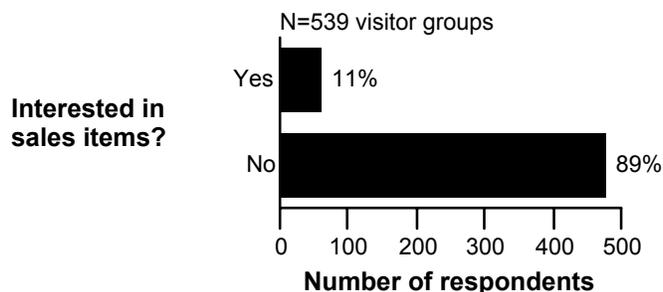
Figure 102: Visitor groups' interest in sales items on a future visit

Question 10b

If YES, what items would you like to have available for purchase?

Results

- As shown in Figure 103, the most common sales items that visitor groups would like to purchase on a future visit were:

      43% Additional maps
      35% Additional publications

N=60 visitor groups**
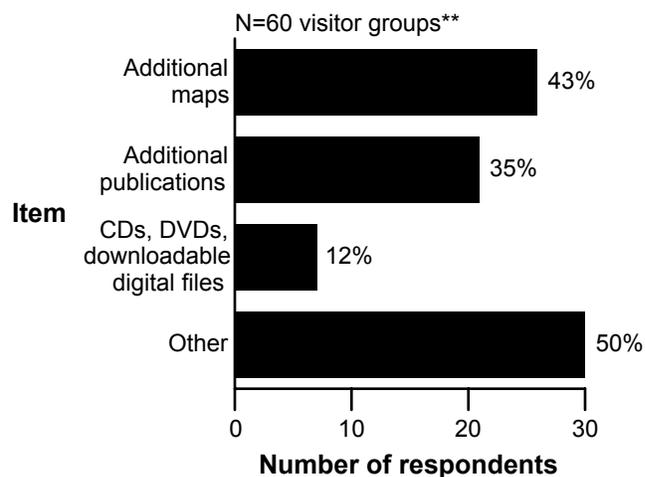
Figure 103: Bookstore sales items preferred for purchase on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

- Subjects for additional publications suggested by visitor groups were:

  Board books for toddlers
  Better maps and information
  Better selection of calendars
  Blacksmithing
  Books for 12-13 year olds
  Camping
  Cataloochee CD Historical
  Cherokee Indian
  Covered bridges
  George Masa
  Guides on things to see
  History
  Horace Kephnet
  How-to books
  Information on Blue Ridge Parkway
  Ken Jenkins calendar
  Local prints
  Lost (book)
  Mountains
  Old fruit trees
  Old maps of the area
  Trees
  Trail information
  Vintage pictures of original residents
  Waterfalls
  Ways things were done
  Wildflower
  Wildlife

- "Other" sales items (50%) included:

  1934 Topographical map
  Animal stickers
  Any American made items
  Basic hiking needs
  Batteries
  Beef/venison jerky
  Better selection of affordable t-shirts
  Books on CD
  Bottled water
  Camera supplies (batteries)
  Childrens games/books
  Food/snacks
  Good backpack
  Historical DVD's of Cataloochee
  Cross-stitch patterns/kits of area buildings
  Hot pepper relish not in stock
  Insect spray
  Items for pre-teen 12-13 year olds
  Local crafts
  More clothing - rainsuits, etc.
  More large photographs of mountains
  National Park Service souvenirs with park
      logo
  New park patches
  New pins
  Open license plate brackets
  Placemats
  Plus size t-shirts
  Poster stock was depleted
  Reasonably priced clothing
  Sunscreen
  Topographic maps
  Water bottles
  Wildflower patterns for cross-stitch
  Wildflowers
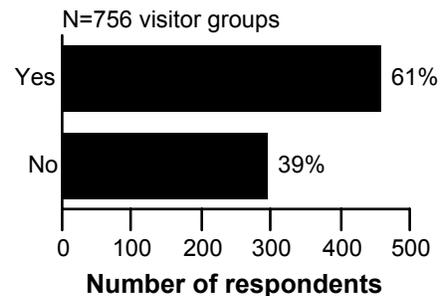
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Camping services

Question 12

> If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

Results

- 61% of visitor groups were interested in camping on a future visit (see Figure 104).

Figure 104: Visitor groups' interest in camping on future visit

Showers

- 87% of the visitor groups that were interested in camping would like to have showers available in campgrounds (see Figure 105).
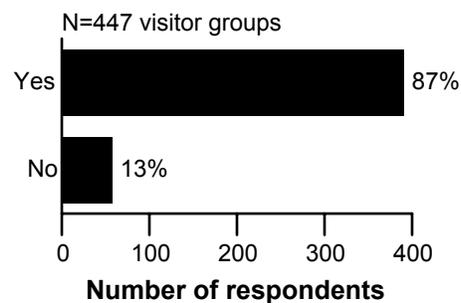

Figure 105: Visitor groups' interest in having showers available

Electrical and water hookups in campground

- 75% of the visitor groups that were interested in camping would like to have electrical and water hookups available in campground (see Figure 106).
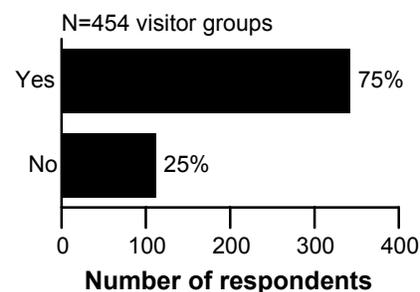

Figure 106: Visitor groups' interest in having electrical and water hookups available

*total percentages do not equal 100 due to rounding
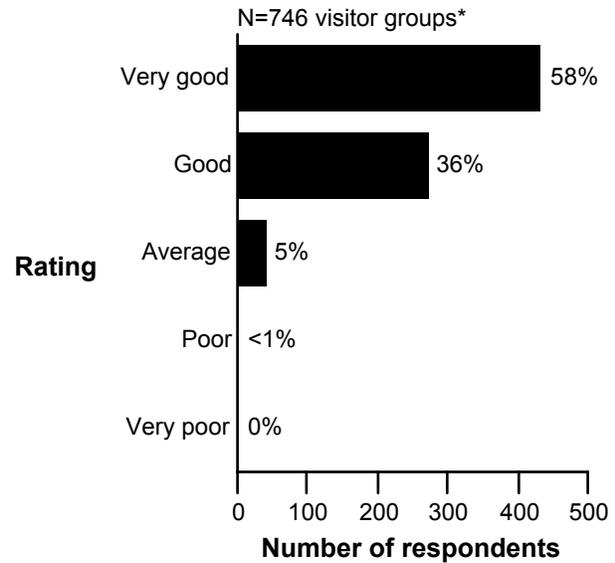**total percentages do not equal 100 because visitors could select more than one answer

Overall quality

Question 15
Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Great Smoky Mountains NP during this visit?

Results
- 94% of visitors rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 107).

- Fewer than 1% of groups rated the quality as "very poor" or "poor."

N=746 visitor groups*

Figure 107: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Additional comments

Question 25
　　Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

Results
- 50% of visitor groups (N=389) responded to this question.

- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18: Additional comments
N=562 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff were helpful/friendly	6
Ranger was helpful	5
Rangers were great	4
Volunteers are an asset	3
Enjoyed guide	2
Other comments	6
FACILITIES/MAINTENANCE	
Re-pave/improve the roads	17
Clean park/facilities	11
Well-maintained park	5
Add/improve trail signage	4
Add restrooms	3
Increase/improve directional signs	4
Add restrooms on trails	2
Add showers to campgrounds	2
Clear vegetation from roadside viewing areas	2
More parking needed at trailheads	2
Pave during the off season	2
Pave the roads	2
Replace pit toilets with flush toilets	2
Road construction was disruptive	2
Too few pull-outs	2
Other comments	32
CONCESSION SERVICES	
Comments	5

Table 18: Additional comments
(continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Need more trail information	2
Other comments	15
POLICIES/MANAGEMENT	
Too much traffic	11
Charge an entrance fee	8
Park was crowded	8
Preserve the park	6
Motorcycle noise disturbing	5
Charge an entrance fee at Cades Cove	4
Reduce traffic	4
Do not allow development impact scenic beauty	3
Increase traffic regulations enforcement	3
Provide shuttles/alternative transportation	3
No public transportation	2
Other comments	27
RESOURCE MANAGEMENT	
Air quality/haze was noticeable	3
Other comments	3
GENERAL COMMENTS	
Enjoyable visit	103
Beautiful place	44
We love the park	34
Keep up the good work	23
Great park	18
Will return	16
Enjoyed scenery/views	12
Longtime/frequent visitors	12
Enjoyed hiking/walking	10
Enjoyed seeing wildlife	6
Thank you	6
Enjoyed fall colors	5
Love Cades Cove	5
Park is a national treasure	4
Local resident	3
Enjoyed nature	2
Hoped to see more wildlife	2
Proud to be from North Carolina	2
Some drivers were rude	2
Weather was rainy	2
Other comments	19

APPENDICES

Appendix 1: The Questionnaire

Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Great Smoky Mountains National Park

Visitor Study

OFFICIAL BUSINESS

United States Department of the Interior

NATIONAL PARK SERVICE
Great Smoky Mountains National Park
107 Park Headquarters Road
Gatlinburg, TN 37738

IN REPLY REFER TO:

June, 2008

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Great Smoky Mountains National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Dale A. Ditmanson
Superintendent

DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

   Like this: ●   Not like this: ✓ ✗ ⊘

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

Please go to the next page ➔

Your Visit To Great Smoky Mountains National Park

NOTE: In this questionnaire, **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This <u>does not</u> include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Great Smoky Mountains National Park (NP)? Please mark (●) **all that apply in column (a).**

   b) If you were to visit Great Smoky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all that apply in column (b).**

a) Prior to this visit (●)	**b) On future visits** (●)	
○ Obtained no information prior to visit →		**Go to part b of this question**
○ Previous visits	○	
○ Friends/relatives/word of mouth	○	
○ Travel guides/tour books (such as AAA, etc.)	○	
○ Maps/brochures	○	
○ Newspaper/magazine articles	○	
○ E-mail/telephone/written inquiry to park	○	
○ Television/radio programs/DVDs	○	
○ Great Smoky Mountains NP website: www.nps.gov/grsm/	○	
○ Other websites	○	
○ Smokies trip planner information (by mail or internet)	○	
○ State welcome center/Chamber of Commerce	○	
○ School class/program	○	
○ Information from local motel or other business	○	
○ Other (Please specify)	○	

This visit _____ Future visit _____

c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

○ No   ○ Yes → **Go to Question 2**

---

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

_____

_____

2. **Prior to this visit**, were you and your personal group aware that Great Smoky Mountains NP is managed by the National Park Service?

   ○ Yes   ○ No

3. a) On this trip, where did you and your personal group **first** enter the park? Please mark (●) **only one.**

   b) On this trip, where did you **leave** the park for the last time? Please mark (●) **only one.**

Location	Gatlinburg	Townsend	Cades Cove	Cherokee	Other (Please specify)
a) First entry into park	○	○	○	○	○
b) Last exit from park	○	○	○	○	○

4. On this visit, what was the **primary** reason that you and your personal group visited the Great Smoky Mountains NP area (within 50 miles of the park, including Knoxville, Asheville, and other towns)? Please mark (●) **only one.**

   ○ Resident of area → **Go to Question 5**

   ○ Visit Great Smoky Mountains NP

   ○ Visit other area attractions (theme parks, shopping, shows, etc)

   ○ Attend area special event

   ○ View mountain scenery

   ○ Participate in area recreation (hiking, rafting, fishing, etc.)

   ○ Visit friends/relatives in the area

   ○ Business

   ○ Other (Please specify) _____

5. a) On this trip to Great Smoky Mountains NP, how long did you and your personal group spend visiting the park?

   _____ Number of hours **if less than 24 hours** (e.g. ¼ hr, 1 ½ hrs, 5 ¾ hrs)

   OR

   _____ Number of days **if 24 hours or more** (e.g. 1 ¼ day, 2 ½ days, 3 ¾ days)

b) On this trip (including if you visited on more than one day), what was the total time that you spent **outside your vehicle** in Great Smoky Mountains NP? Please mark (●) **only one.**

○ Less than 1 hour   ○ From 1 to nearly 2 hours

○ From 2 to nearly 3 hours   ○ 3 hours or more

c) **On this trip,** how many times did you and your personal group enter Great Smoky Mountains NP? Please mark (●) **only one.**

○ Once

○ 2 to 4 times

○ 5 or more times

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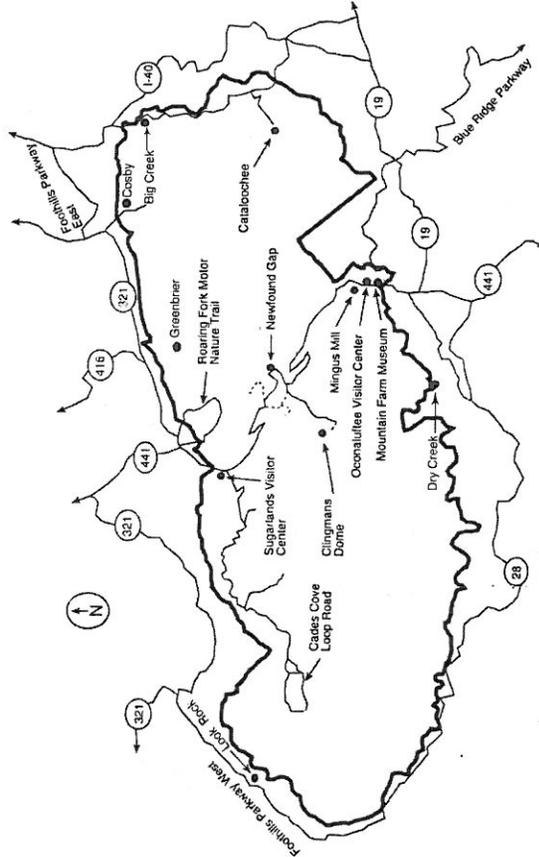
6. a) On this trip, which of the following sites in Great Smoky Mountains NP did you visit? Please mark (●) **all that apply.** Use the map on the previous page to help you locate the sites.

b) Next, only for the sites that you **visited**, please list the amount of time you spent at each location in hours OR days. List partial hours or days as 1/4, 1/2, 3/4.

○ Did not stop at any places in the park ➜ **Go to Question 7**

a) Visited park location	b) Time spent	
	Hours spent— If less than 24 hours	Days spent— If more than 24 hours
Mark (●)		
○ Cades Cove Loop Road	_____ hours	
○ Deep Creek	_____ hours OR	_____ days
○ Cosby	_____ hours OR	_____ days
○ Roaring Fork Motor Nature Trail	_____ hours	
○ Sugarlands Visitor Center	_____ hours	
○ Newfound Gap	_____ hours OR	_____ days
○ Clingmans Dome	_____ hours OR	_____ days
○ Mingus Mill	_____ hours	
○ Oconaluftee Visitor Center	_____ hours	
○ Mountain Farm Museum	_____ hours	
○ Cataloochee	_____ hours OR	_____ days
○ Big Creek	_____ hours OR	_____ days
○ Look Rock	_____ hours OR	_____ days
○ Greenbrier	_____ hours	
○ Other (Please specify) _____	_____ hours OR	_____ days

7. a) As you were planning for this trip, what activities did you and your personal group **expect** to include in this visit? Please mark (●) **all** that apply in column (a).

b) On this trip, what activities did you and your personal group **participate** in while in Great Smoky Mountains NP? Please mark (●) **all** that apply in column (b).

a) Activities expected (●)   b) Activities on this trip (●)

O	Viewing scenery/taking scenic drive	O
O	Viewing wildlife	O
O	Visiting historic sites	O
O	Walking/hiking	O
O	Viewing wildflowers	O
O	Bicycling	O
O	Horseback riding	O
O	Picnicking	O
O	Tubing/swimming/boating	O
O	Backpacking/overnight hiking	O
O	Attending park program or special event	O
O	Camping in developed campgrounds	O
O	Photography	O
O	Fishing	O
O	Other (Please specify)	O

Expected _____   Participated in _____

c) Which of the above activities was most important to you and your personal group on this visit? Please list **only one.**

8. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Great Smoky Mountains NP or in the surrounding area (within 50 miles of park, including Knoxville, Asheville, and other towns)?

O Yes   O No → **Go to Question 9**

---

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

b) Number of nights inside park   **c) Number of nights outside park within 50 miles**

n/a	Lodge, motel, cabin, rented condo/home, or bed & breakfast	
	Camping in developed campground	_____
↗	Camping location inside park	
	Backcountry campsite	_____
n/a	Personal seasonal residence	_____
n/a	Residence of friends or relatives	_____
	Other (Please specify below)	_____

Inside _____   Outside _____

9. a) On this trip, did you and your personal group visit either Sugarlands or Oconaluftee Visitor Centers? Please mark (●) **one.**

O Yes ↓   O No ↓

b) If you visited one or both park visitor centers, what were your reasons for visiting? Please mark (●) all that apply.

O Obtain information
O View exhibits
O Use restrooms
O Visit bookstore
O View park film
O Other (Please specify)

c) If you did not visit a park visitor center, why not? Please mark (●) all that apply.

O Have visited in the past
O Not interested
O Not enough time
O Other (Please specify)

Go to Question 11

10. a) If you visit the visitor center bookstores in Great Smoky Mountains in the future, are there any sales items that you and your group would like to purchase that are not currently available?

O Yes   O No → **Go to Question 11**

Great Smoky Mountains NP Visitor Study

13. a) Please mark (●) **all** information services and facilities that you and your personal group **used** in Great Smoky Mountains NP during this visit.

b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

b) If used, how important?
1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

c) If used, what quality?
1=Very poor
2=Poor
3=Average
4=Good
5=Very good

a) Information services and facilities used

Mark (●)

○ Park brochure/map ___ ___
○ Park newspaper: *Smokies Guide* ___ ___
○ Visitor center information desk ___ ___
○ Visitor center exhibits ___ ___
○ Visitor center movie ___ ___
○ Assistance from park staff ___ ___
○ Self-guided nature trails ___ ___
○ Sales items in visitor center bookstore (selection, price, etc.) ___ ___
○ Evening programs in campgrounds ___ ___
○ Ranger-led walks/talks ___ ___
○ Junior Ranger program ___ ___
○ Roadside exhibits ___ ___
○ Bulletin boards ___ ___
○ Park bookstores (sales item selection, price, etc.) ___ ___
○ Great Smoky Mountains NP website: www.nps.gov/grsm/ (used before or during visit) ___ ___

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)   **Comment** (Please be specific)

_____   _____

Great Smoky Mountains National Park Visitor Study

b) If YES, what items would you like to have available for purchase? Please mark (●) all that apply.

○ Additional publications (books, brochures, etc.) _____
   ➔ List subjects that you are interested in:

○ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
○ Additional maps (besides the park brochure map)
○ Other (Please specify) _____

11. Great Smoky Mountains NP was established for viewing scenery, conserving natural and cultural resources, and promoting public enjoyment of the resources. On this visit, how important were the following attributes/resources to you? Please mark (●) **one answer** for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	○	○	○	○	○
Plants	○	○	○	○	○
Animals	○	○	○	○	○
Clean water	○	○	○	○	○
Clean air/visibility	○	○	○	○	○
Solitude	○	○	○	○	○
Natural quiet/sounds of nature	○	○	○	○	○
Dark, starry night sky	○	○	○	○	○
Historic buildings	○	○	○	○	○
Educational opportunities	○	○	○	○	○
Recreational opportunities (hiking, camping, fishing, etc.)	○	○	○	○	○

12. If you were to camp in Great Smoky Mountains NP in the future, would you and your personal group like to have the following services available in the park?

○ Not interested in camping ➔ **Go to Question 13**

Showers	○ Yes	○ No
Electrical and water hookups in campground	○ Yes	○ No

Great Smoky Mountains National Park Visitor Study

14.

a) Please mark (●) **all** visitor services and facilities that you and your personal group **used** in Great Smoky Mountains NP during this visit.

b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

Mark (●)

○ Restrooms _____ _____

○ Trails _____ _____

○ Backcountry trail shelters _____ _____

○ Backcountry campsites _____ _____

○ Campgrounds (other than backcountry) _____ _____

○ Picnic areas _____ _____

○ Park information radio station (1610 AM) _____ _____

○ Concession horseback ride _____ _____

○ Roadway directional signs outside park _____ _____

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)   **Comment** (Please be specific)

_____ _____

_____ _____

15. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Great Smoky Mountains NP during this visit? Please mark (●) **one.**

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

16. a) On this trip, how many people were in your personal group, including yourself?

_____ Number of people

Great Smoky Mountains NP Visitor Study

b) On this trip, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

17. On this trip, were you and your personal group part of the following types of organized groups? Please mark (●) **one** for each.

	Yes	No
a) Commercial guided tour group	○	○
b) School/educational group	○	○
c) Other group (business, church, scout, etc.)	○	○

18. On this trip, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one.**

○ Alone   ○ Family

○ Friends   ○ Family and friends

○ Other (Please specify) _____

19. For you and your personal group on this trip, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. Zip Code or name of country other than U.S.	c) Number of visits made to Great Smoky Mountains NP (including this visit) lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

20. a) & b) When visiting an area such as Great Smoky Mountains NP, what **one** language do you and most members of your personal group prefer to use for the following?

a) Speaking:	○ English	○ Other (Specify) _____
b) Reading:	○ English	○ Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service (Specify) _____   ○ None

21. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
YES, Hispanic or Latino?	○	○	○	○	○	○	○
NO, not Hispanic or Latino	○	○	○	○	○	○	○

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	○	○	○	○	○	○	○
Asian	○	○	○	○	○	○	○
Black or African American	○	○	○	○	○	○	○
Native Hawaiian or other Pacific Islander	○	○	○	○	○	○	○
White	○	○	○	○	○	○	○

Other (Please specify) _____

22. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Great Smoky Mountains NP?

○ Yes   ○ No → **Go to Question 23**

b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) **all that apply.**

○ Visitor center   ○ Visitor center exhibits
○ Ranger-led activities/programs   ○ Restrooms
○ Trails   ○ Campground
○ Other (Please specify) _____

c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all that apply.**

○ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

○ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

○ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

○ Other (Please specify) _____

23. For you only, please indicate the highest level of education you have completed. Please mark (●) **only one.**

○ Some high school   ○ Bachelor's degree
○ High School Diploma/GED   ○ Graduate degree
○ Some college

24. Which category best represents your annual **household** income? Please mark (●) **only one.**

○ Less than $24,999   ○ $50,000-$74,999   ○ $150,000-$199,999
○ $25,000-$34,999   ○ $75,000-$99,999   ○ $200,000 or more
○ $35,000-$49,999   ○ $100,000-$149,999   ○ Do not wish to answer

b) What is the number of people in your household? _____

25. Is there anything else you and your personal group would like to tell us about your visit to Great Smoky Mountains NP?

_____

_____

_____

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

♻ Printed on recycled paper

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtain information prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware of NPS management of Great Smoky Mountains National Park
- Entry location
- Exit location
- Primary reason for visit to Great Smoky Mountains NP area
- Length of visit (hours/days)
- Time spent outside the vehicle
- Number of entries
- Stopped at any park locations?
- Sites visited
- Time spent in each site
- Expected activities
- Activities on this visit
- Overnight stay away from home within 50 miles of park?
- Number of nights inside/ outside park

- Type of lodging inside/ outside park
- Visited visitor centers?
- Reasons for visiting visitor centers
- Reasons for not visiting visitor centers
- Interest in sales items on a future visit
- Sales items preferred for purchase in park bookstore
- Importance of park attributes/resources
- Interest in camping on future visit
- Availability of camping services (showers, electrical and water hookups)
- Information services/facilities used
- Importance of information services/facilities
- Quality of information services/facilities
- Visitor services/facilities used
- Importance of visitor services/ facilities
- Quality of visitor services/ facilities

- Overall quality
- Group size
- Number of vehicles
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Language used (speaking/ reading)
- Need services in other languages?
- Ethnicity/race
- Group member with physical condition making access/ participation difficult
- Activities/services visitors with disabilities had difficulty accessing or participating
- Type of physical condition
- Respondent education level
- Annual household income
- Number of people in household

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlejohn@uidaho.edu
Website:
http://www.psu.uidaho.edu

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carly-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. In Great Smoky Mountains National Park survey, 152 respondents reported to be an older person in the group rather than the person who accepted the survey at the park. Therefore, non-response bias is judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)

1993

54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)

1996 (continued)

86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

1997

93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)
134. Great Sand Dunes National Park & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield (fall)

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park

2003 continued
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Preserve
183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)

2007

184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV
      Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park
186.1. Glen Canyon National Recreation Area
      (spring)
186.2. Glen Canyon National Recreation Area
      (summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post National Historic
     Site
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey's Landing National Historical
     Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

2008

197. Blue Ridge Parkway (fall and summer)
198. Yosemite National Park
199. Everglades National Park (winter and
     spring)
200. Horseshoe Bend National Military Park
     (spring)
201. Carl Sandburg Home National Historic
     Site (spring)
202. Fire Island National Seashore resident
     (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205.1 Great Smoky Mountains National Park
     (summer)
205.2 Great Smoky Mountains National Park
     (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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