



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

Visitor Services Project



# Grand Teton National Park Visitor Study

Summer 2008



Park Studies Unit  
Visitor Services Project  
Report 206





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Report 206**

April 2010

Ann Braak  
Steven J. Hollenhorst  
Nancy C. Holmes  
Eleonora Papadogiannaki  
Gail Vander Stoep

Ann Braak, Nancy Holmes, and Eleonora Papadogiannaki are Research Assistants with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Dr. Gail Vander Stoep, Associate Professor at Department of Community, Agriculture, Recreation and Resource Studies, Michigan State University, for overseeing the fieldwork, the staff and volunteers of Grand Teton National Park for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

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**Visitor Services Project  
Grand Teton National Park  
Report Summary**

- This report describes the results of a visitor study at Grand Teton National Park (NP) during July 13-19, 2008. A total of 1,044 questionnaires were distributed to visitor groups. Of those, 739 questionnaires were returned, resulting in a 71% response rate. The location of questionnaire distribution accurately reflects visitation statistics.
  - This report profiles a systematic random sample of Grand Teton 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.
  - Forty-four percent of visitor groups were in groups of two and 29% were in groups of three or four. Seventy-two percent of visitor groups were in family groups.
  - Thirty percent of visitors were ages 51-65 years, 19% were ages 15 years or younger and 11% were over 65 years. This is probably due to the aging and increasing affluence of the demographics of Grand Teton NP visitors. Seven percent of visitor groups included members with physical conditions that made it difficult to access or participate in park activities or services. The aging trend parallels the U.S. trend, and may be magnified by the age and income cohort of residents in the Jackson area, and the high cost to families with children.
  - United States visitors comprised 90% of total visitation during the survey period, with 12% from California, 7% from Utah, 7% from Wyoming, and smaller proportions from 45 other states and Washington, D.C. International visitors were from 21 countries and comprised 10% of total visitation, with 18% from Canada, 17% from the United Kingdom, 10% from the Netherlands, and 10% from Germany. Smaller proportions came from 17 other countries.
  - Sixty percent of visitors were visiting the park for the first time, while 21% had visited two or three times, and 16% had visited five or more times. Forty-one percent of visitor groups entered the park once during this visit and 44% entered two to four times. Eighty-six percent of visitor groups used one vehicle to arrive at the park.
  - Most visitor groups (89%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about Grand Teton NP through previous visits (47%) and maps/brochures (41%). Use of the internet to obtain park information doubled to 36% since the Grand Teton NP VSP study conducted in 1997.
  - For 48% of visitor groups, visiting Yellowstone National Park was the most common reason for visiting the area. For 74% of visitor groups, Grand Teton NP was one of several destinations in their travel plans.
  - The most common sites visited by visitor groups were Jenny Lake (70%), followed by Colter Bay (48%). Reported visitation to the Craig Thomas Visitor Center may have been negatively affected by confusion with the name. The most common visitor activities were viewing scenery/scenic drive (77%) and hiking/walking (52%).
  - The information service/facility most commonly used by visitor groups was the park brochure/map (92%). Use of the park newspaper was surprisingly low at 38%. The most commonly used visitor service/facility was roads (90%). The concession service/facility most commonly used by visitor groups was the grocery/camp store/gift shop (66%).
  - All information, visitor, and concession services/facilities were rated above average in their importance and quality. The visitor information service most commonly used by visitor groups was the park brochure/map (92%). The information service receiving the highest importance rating was park brochure/map (85%). The service receiving the highest quality rating was assistance from park staff (96%).
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- The visitor service/facility most commonly used by visitor groups was roads (90%). The visitor service/facility receiving the highest importance rating was trails (96%). The service/facility receiving the highest quality rating was trails (93%).
- The concession service/facility most commonly used by visitor groups was grocery/camp store/gift shop (66%). The concession service/facility receiving the highest importance rating was camp in developed campground (96%). The concession service/facility receiving the highest quality rating was guided scenic float trip (93%).
- The average group expenditure in the park and the surrounding area (within 100 miles) increased substantially from the 1997 study average of \$575 to \$1,388, with a median (50% spent more and 50% spent less) of \$673. This is one of the higher average group expenditures in national park units studied by the VSP in recent years. The average total expenditure per person was \$472. Sixty-six percent of visitor groups had two adults covered by expenditures, while 41% had no children covered by expenditures.
- Most visitor groups (96%) rated the overall quality of visitor facilities, services, and recreational opportunities at Grand Teton National Park as “very good” or “good.” One percent of visitor groups rated the overall quality as “very poor” or “poor.”

#### **Comparison of 2008 and 1997 survey results**

- Demographics. Same proportion of first-time visitors; fewer children, slightly older visitors in 2008; group sizes and group types are similar; 96% of all visitors speak English in 2008 (not asked in 1997). 5% were residents of Teton County in 2008 compared to 2% in 1997.
- International visitors. Slightly higher proportion in 2008 (10%) than in 1997 (8%).
- Source of information. Use of internet more than doubled; about 40% used word-of-mouth (both studies).
- Park as destination. 2008, 17% primary destination; 74% one of several destinations. Not asked in 1997.
- Primary reason for visiting area. 2008: Yellowstone 48%; Grand Teton 28%. Not asked in 1997.
- Arrival direction. Similar proportions: 50% Jackson/Moose-Wilson (2008); 53% Jackson (1997).
- Average length of park visit. More groups spent more than one day: 56% (2008); 45% (1997).
- Overnight stay. 81% stayed within 100 miles; average of 3.6 nights inside park, 4.6 nights outside. (Not asked in 1997 survey.)
- Most common activity. Viewing scenery/scenic drive: Similar: 77% (2008); 98% (1997).
- Most visited site. Jenny Lake: 70% (2008); 72% (1997).
- Average expenditures. \$1,388/visitor group (2008); \$575/visitor group (1997).
- Overall quality. Rated as “very good” or “good:” 96% (2008); 92% (1997).

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>.

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## INTRODUCTION

This report describes the results of a visitor study at Grand Teton National Park, conducted July 13-19, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

“Located in northwestern Wyoming, Grand Teton National Park preserves a spectacular landscape rich with majestic mountains, pristine lakes and extraordinary wildlife. The abrupt vertical rise of the jagged Teton Range contrasts with the horizontal sage-covered valley and glacial lakes at their base, creating world-renowned scenery that attracts nearly four million visitors per year” (Grand Teton National Park, National Park Service, Department of the Interior website <http://www.nps.gov/grte> April, 2009).

### **Organization of the report**

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The report is organized into three sections.

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

**Section 2: 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.

#### **Section 3: Appendices**

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

Appendix 2: *Additional Analysis.* A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of some additional analyses are included in this report.

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 contacting the PSU office at (208) 885-7863 or by visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

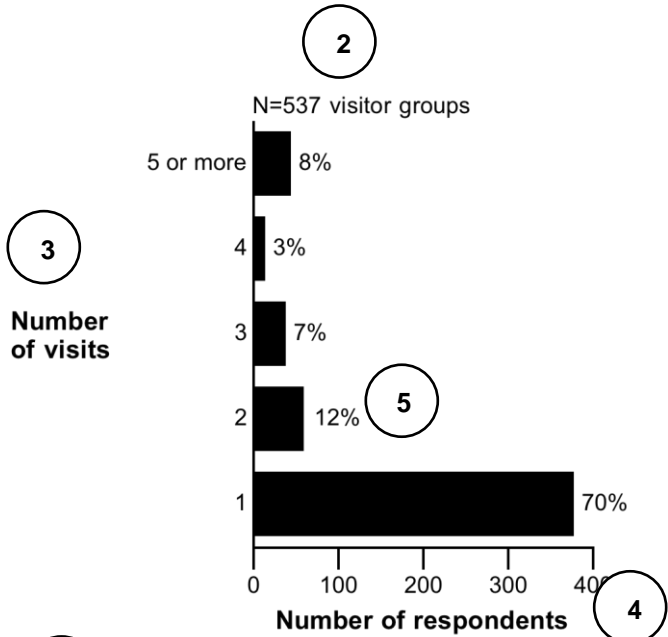
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

**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 selected locations in Grand Teton NP during July 13-19, 2008. The number of questionnaires distributed at each location reflects the proportion of visitation at those locations. Table 1 shows the locations and numbers of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 8 a.m. and 7 p.m. During this survey, 1,146 visitor groups were contacted and 1,044 of these groups (91%) accepted questionnaires (average acceptance rate for 183 VSP visitor studies is 90.9%). Questionnaires were completed and returned by 739 visitor groups resulting in a 71% response rate for this study, reinforcing the validity of the findings. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

**Table 1: Questionnaire distribution**

N<sub>1</sub>=number of questionnaires distributed

N<sub>2</sub>=number of questionnaires returned\*

Sampling site	Distributed*		Returned*	
	N <sub>1</sub>	%	N <sub>2</sub>	%
South Gate	349	33	249	34
Moose Entrance Station	249	24	175	24
Moran Junction Entrance	199	19	122	17
Highway 89 pullouts, Snake River overlook, Teton Point overlooks	149	14	121	16
Moose-Wilson Rd/Granite Canyon	98	9	72	10
<b>Total</b>	<b>1044</b>	<b>99</b>	<b>739</b>	<b>101</b>

\*total percentages do not equal 100 due to rounding

## **Questionnaire design**

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The Grand Teton National Park 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 Grand Teton NP. Many questions asked visitors to choose answers from a list of responses, with both closed and open-ended responses, while others were completely open-ended.

No pilot study was conducted to test the Grand Teton NP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

## **Survey procedure**

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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 old) 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. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire 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. Replacement questionnaires were mailed to participants 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.

<h2><b>Data Analysis</b></h2>
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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 VSP 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 July 13-19, 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 during the survey period was generally sunny and warm, with occasional breezy periods and overcast skies.

### 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 no significant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and no significant 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	Non-respondents	Total
Alone	46	21	67
Family	527	220	747
Friends	91	34	125
Family and friends	66	24	90
Other	5	3	8
Total	735	302	1037

Chi-square = 0.948      df = 4      p-value = 0.916

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

Variable	Respondent		Non-respondent		p-value
	N	Average	N	Average	(t-test)
Group size	738	3.5	304	3.5	0.959
Age	738	50.2	303	43.1	<0.001

There were no significant differences in group size and group type between respondents and non-respondents. A six-year difference was 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's age in the first slot, which is designated for the respondent (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 Grand Teton NP visitor population for the duration of the survey period.

## RESULTS

### Visitor and Group Characteristics

#### Visitor group size

**Question 21a**

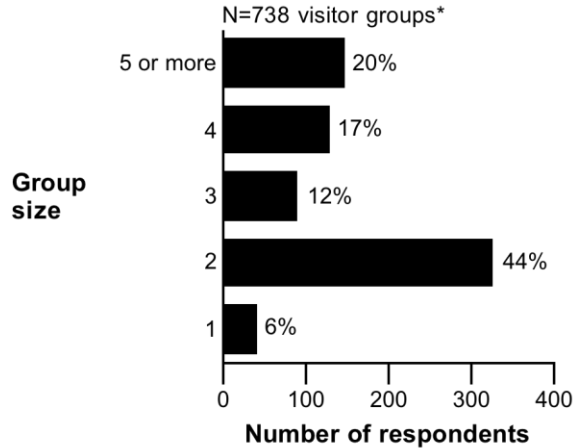
On this visit, how many people were in your personal group, including yourself?

**Results**

- 50% visitors were in groups of two or less.
- 80% were in groups of four or less (see Figure 1).

**Comments**

As will be seen repeatedly throughout the findings, the small group size can be explained by the older, post child-rearing age of most visitors, and by the relatively high vacation costs of the Jackson area for young families. This group size has significant implications for program and facility design, such as number of group camping areas, campsite size, and lodge room design.



**Figure 1: Group size**

#### Visitor group type

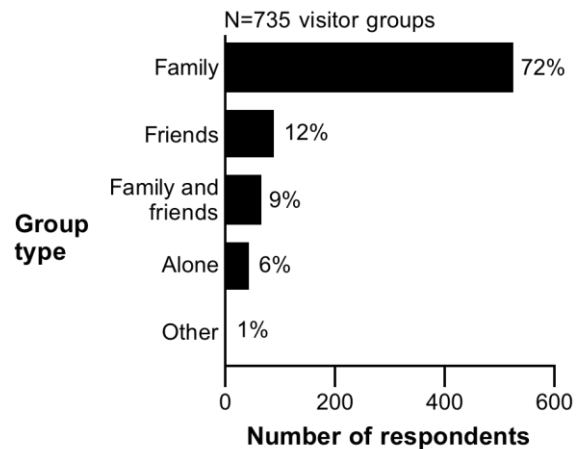
**Question 20**

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

**Results**

- 72% of visitors were in family groups (see Figure 2).
- 21% were with friends and groups of family and friends.
- Other” groups (1%) were:

- Business associates
- Medical educational course,
- Motorcycle club
- Scientific research group



**Figure 2: Group type**

## Visitors with organized groups

### Question 19a

On this visit, were you and your personal group part of a commercial guided tour group?

#### Results

- 2% were with a commercial guided tour group (see Figure 3).

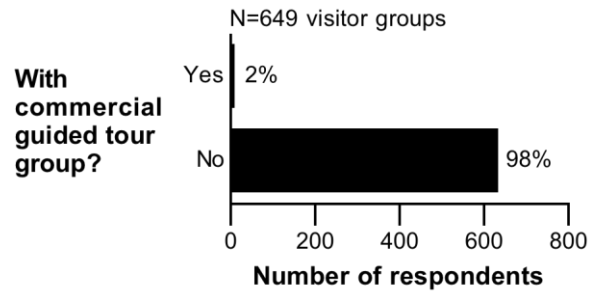


Figure 3: Visitors with a commercial guided tour group

### Question 19b

On this visit were you and your personal group part of a school/educational group?

#### Results

- Less than 1% were with a school/educational group (see Figure 4).

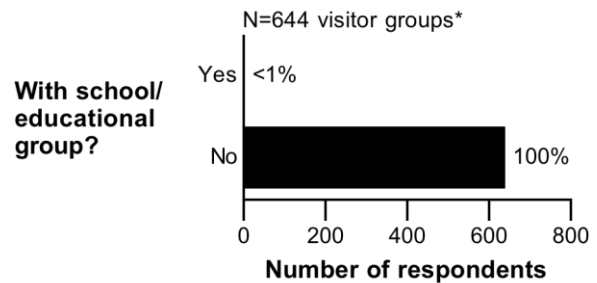


Figure 4: Visitors with a school/educational group

### Question 19c

On this visit were you and your personal group part of an other organized group (such as business group, scout group, etc.)?

#### Results

- 3% of visitor groups were with an "other" organized group (see Figure 5).

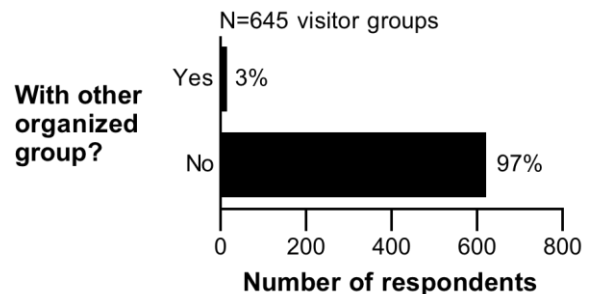


Figure 5: Visitors with an other organized group

### Comments

A small number of visitors were a part of organized groups. While these findings are due in part to the season the study was conducted (i.e., schools were on summer break), they still suggest that resource allocation, facility and program design decisions, and communication messages should be developed with these use levels in mind.

**United States visitors by state of residence**

Question 25b

For you and your personal group on this visit, what is your state of residence?

**Table 4: United States visitors by state of residence\***

State	Number of visitors	Percent of U.S. visitors N=1,962 individuals	Percent of total visitors N=2,172 individuals
California	243	12	11
Utah	144	7	6
Wyoming	138	7	6
Colorado	126	6	6
Texas	91	5	4
Illinois	81	4	4
Florida	78	4	4
Ohio	74	4	3
Michigan	69	4	3
Idaho	62	3	3
Washington	62	3	3
Arizona	61	3	3
Minnesota	52	3	2
Virginia	45	2	2
New York	42	2	2
Missouri	40	2	2
Georgia	39	2	2
Oregon	35	2	2
Kansas	34	2	2
Pennsylvania	34	2	2
Wisconsin	34	2	2
Tennessee	33	2	2
North Carolina	30	2	1
25 other states and Washington, D.C.	315	16	15

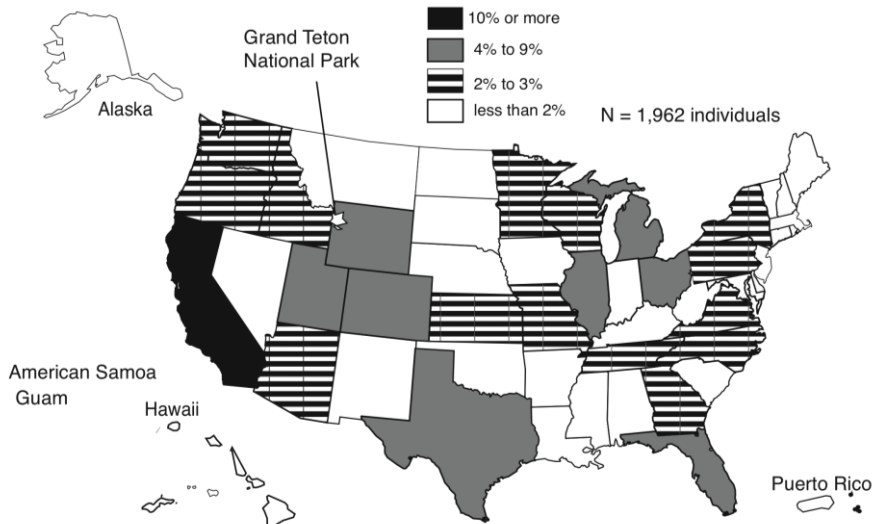
Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 48 states and Washington, D.C., and comprised 90% of total visitation to the park during the survey period (see Table 4).
- 43% of visitors came from eight western states, while 57% came from the remaining 40 states and Washington D.C.

**Comments**

This suggests that Grand Teton NP, like most other national parks, draws primarily from a regional audience.



**Map 1: Proportions of United States visitors by state of residence**

## International visitors by country of residence

Question 25b

For you and your personal group on this visit, what is your country of residence?

**Table 5: International visitors by country of residence \***

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

### Results

- International visitors were from 21 countries and comprised 10% of total visitation to the park during the survey period (see Table 5).
- 18% were from Canada and 17% from United Kingdom.

### Comments

Nearly 90% of international visitors came from Canada and European countries. Surprisingly few were from the populous countries of the Asian Rim, South America, or Africa.

Country	Number of visitors	Percent of international visitors N=210 individuals	Percent of total visitors N=2,172 individuals
Canada	38	18	2
United Kingdom	35	17	2
Germany	20	10	1
Netherlands	20	10	1
France	19	9	1
Switzerland	13	6	1
Denmark	9	4	<1
Australia	7	3	<1
Belgium	7	3	<1
Japan	7	3	<1
Italy	6	3	<1
Austria	5	2	<1
India	5	2	<1
Ireland	5	2	<1
Norway	4	2	<1
Poland	3	1	<1
New Zealand	2	1	<1
Sweden	2	1	<1
Colombia	1	<1	<1
Moldova	1	<1	<1
Uruguay	1	<1	<1

**Number of visits to the park**

**Question 25c**

For you and your personal group, how many times have you visited Grand Teton National Park in your lifetime (including this visit)?

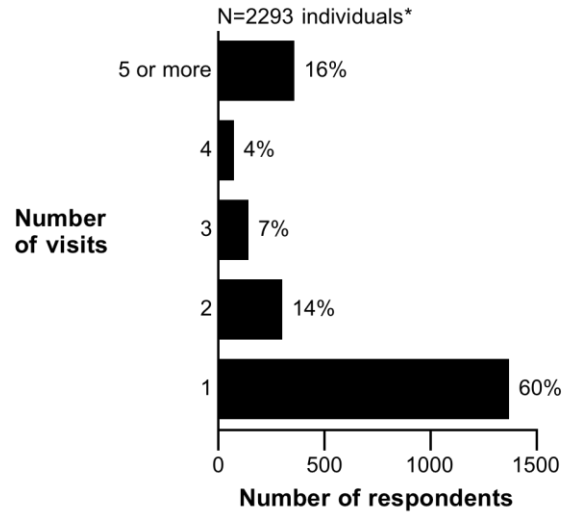
Note: Response was limited to seven members from each visitor group.

**Results**

- 60% were visiting the park for the first time (see Figure 6).
- 21% visited two or three times, and 20% visited the park four or more times.

**Comments**

Communications messages, particularly trip planning materials and directional signs, should be designed with newcomers in mind.



**Figure 6: Number of visits to park**

**Visitor age**

**Question 25a**

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

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

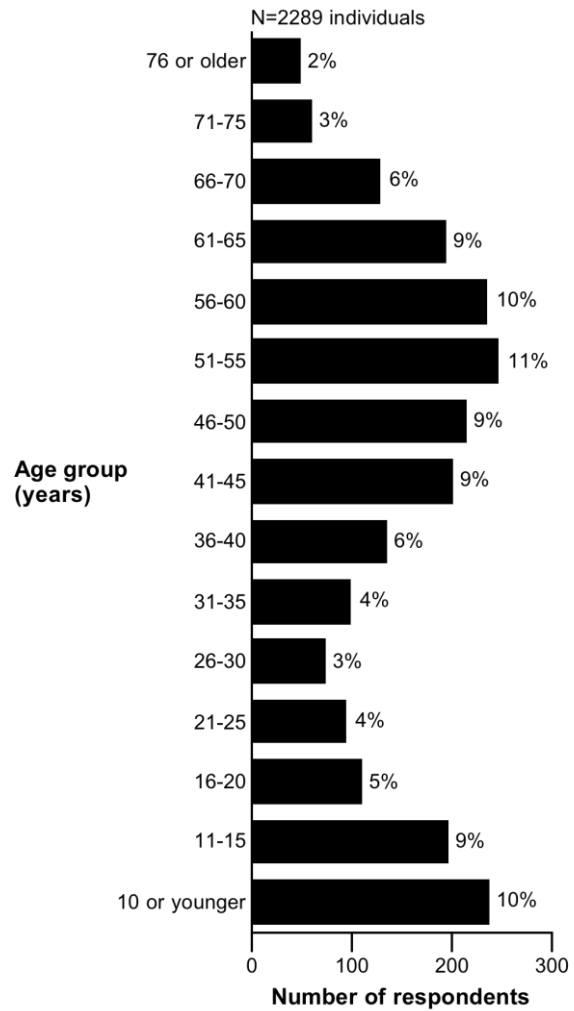
**Results**

- 59% of visitor groups were 41 or older (see Figure 7)
- 19% were 15 years or younger.

**Comments**

While this finding in part is reflective of the aging trend in the U.S. population, it may also be in part due to the “Jackson Effect,” where by the relatively high cost of vacation services attracts older, more affluent visitors. This may also be why the average group size is small.

Visitors to Grand Teton NP are getting older. This aging trend has profound implications for Grand Teton NP planners. Today’s older visitors have different tastes and interests, physical abilities, spending capacity, and spending interests than visitors of just ten years ago. Readability of brochures and maps, facility design, product selection and placement, pricing, and program design are just a few examples of the management decisions that should be considered in the light of this aging trend.



**Figure 7: Visitor age**

## Language used for speaking and reading

### Question 22a

When visiting an area such as Grand Teton National Park, which one language do you and most members of your personal group prefer to use for speaking?

### Question 22b

When visiting an area such as Grand Teton National Park, which one language do you and most members of your personal group prefer to use for reading?

### Results

- 96% visitor groups reported English as their preferred language for speaking (see Figure 8).
- 97% visitor groups preferred English for reading (see Figure 9).
- Table 6 shows other languages (4%) that visitor groups used for speaking.
- Table 7 shows other languages (3%) that visitor groups used for reading.

### Comments

Clearly, communication materials in English suffice for a large majority of current visitors. Less clear is the extent to which the limited availability of non-English information poses a barrier to potential visitors, particularly the growing Spanish-speaking populations of the Western states and Texas from where the majority of visitors come. Innovative website translation technologies could be used to overcome some, but not all, of these barriers.

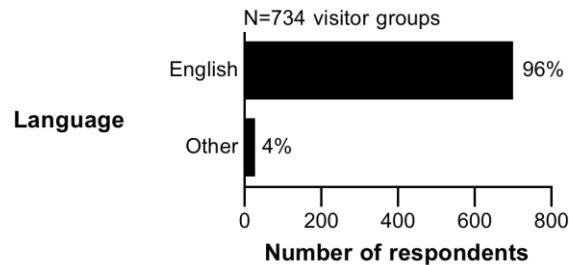


Figure 8: Language preferred for speaking

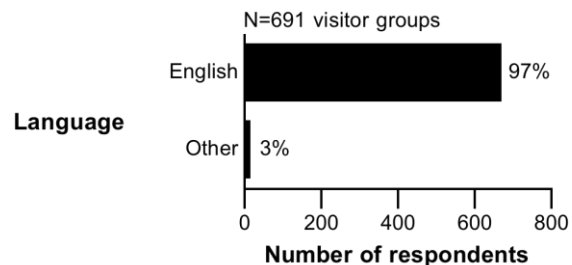


Figure 9: Language preferred for reading

**Table 6: Language used for speaking**  
N=25 visitor groups  
**CAUTION!**

Language	Number of times mentioned
French	5
German	5
Japanese	3
Chinese	2
Dutch	2
Spanish	2
Danish	1
Greek	1
Pennsylvania German	1
Polish	1
Swedish	1
Tamil	1

**Table 7: Language used for reading**  
N=19 visitor groups  
**CAUTION!**

Language	Number of times mentioned
French	5
German	4
Japanese	3
Chinese	2
Danish	1
Dutch	1
Greek	1
Polish	1
Spanish	1

**Services preferred in languages other than English**

Question 22c

In your opinion, what services in the park need to be provided in languages other than English? (open-ended)

**Table 8: Services preferred in other languages**

N=66 comments;  
some visitor groups made more than one comment.

Results

- Fifty-three visitor groups commented on services they would like to have provided in languages other than English (see Table 8).

Service	Number of times mentioned
All services	9
Restroom information	8
Directional signs	6
Brochures	5
Directions	5
Safety information	4
Information center	3
Interpretive signs	3
Signs	3
Emergency assistance	2
Entrance fee explanation	2
Guided tours	2
Lodging	2
Maps	2
Menus	2
Visitor center pamphlets	2
Warning signs	2
Bilingual climbing rangers	1
Bilingual staff	1
Distances in kilometers	1
“Don't feed animals” signs	1

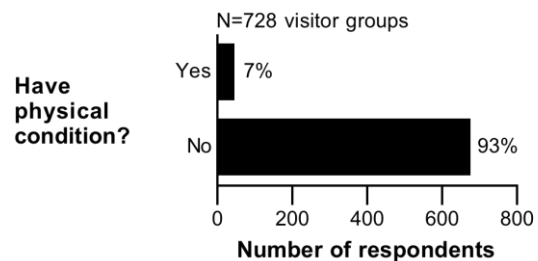
**Visitors with physical conditions/impairments**

Question 24a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 7% of visitor groups included members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 10).



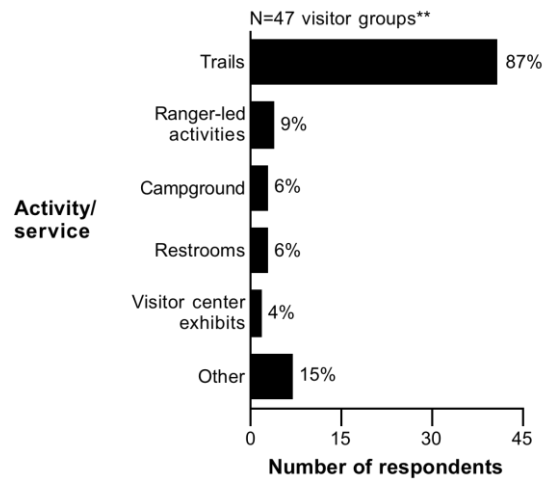
**Figure 10: Visitor groups that included members with physical conditions**

**Question 24b**

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

**Results**

- Of visitor groups including members with physical conditions 87%, had difficulty accessing trails (see Figure 11).
- Other difficulties (15%) included:  
 Access to Indian Art Museum  
 Access to restrooms in campground  
 Access via walker, everywhere  
 Boat  
 Hiking  
 The actual Jenny Lake



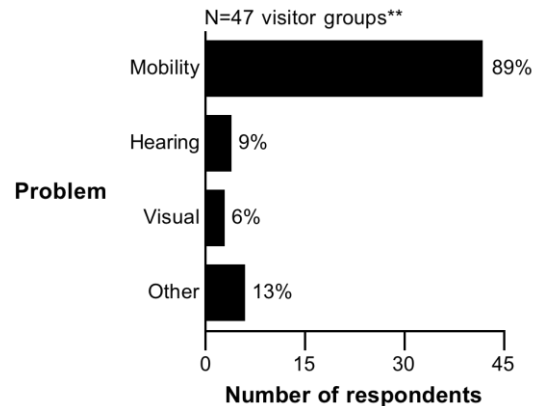
**Figure 11: Activities/services that were difficult to access/participate in**

**Question 24c**

Because of the physical condition, which specific problems did the person(s) have?

**Results**

- About 89% of visitor groups had mobility problems (see Figure 12).
- Other problems (13%) were:  
 Difficulty breathing  
 Brain injury  
 Endurance  
 Heart patient



**Figure 12: Specific problems due to physical condition**

**Comments**

As the U.S. population continues to age, these types of disability issues will become more common. Barriers to access are undoubtedly viewed as a problem to a sizable minority of current visitors, and may be a participation barrier to many non-visitors.

It is particularly interesting to note the number of people with physical abilities who would like to access trails. Limited mobility is the primary barrier. Grand Teton NP should explore innovative strategies for overcoming the trail mobility challenge, including volunteer programs, facility design and materials, and equipment and devices.

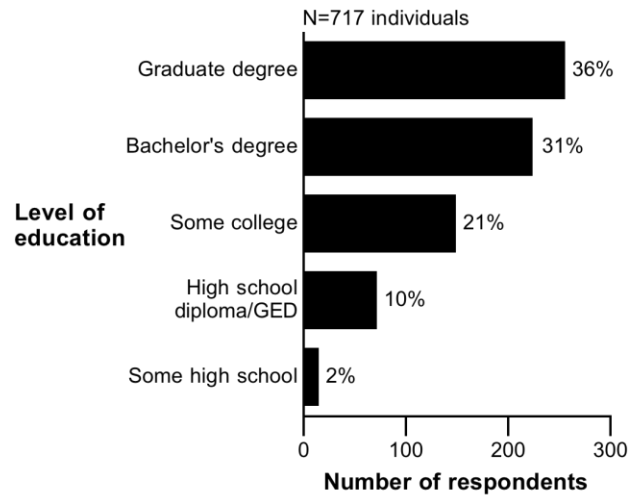
## Respondents' level of education

### Question 23

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

### Results

- As shown in Figure 13, visitors holding a graduate degree comprised the largest group (36%) of visitors.
- 31% had a bachelor's degree and 21% had attended some college.



### Comments

Grand Teton NP visitors are far more highly educated than the U.S. population. On one hand, this finding suggests that Grand Teton NP visitors are capable of grasping complex and sophisticated concepts in communications material. Print, audio/visual, and web material should be designed to engage these visitors.

On the other hand, Grand Teton NP is not reaching less educated visitors. This is complex phenomenon that goes far beyond education, and is related to affluence, mobility, awareness, and leisure time. It is an issue across the National Park System, but is particularly pronounced at Grand Teton NP, probably due to the high-income strata of area visitors. Nonetheless Grand Teton NP should further explore this visitation gap, its underlying causes, and ways to overcome it.

Figure 13: Respondents' level of education

**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 Grand Teton National Park?

Results

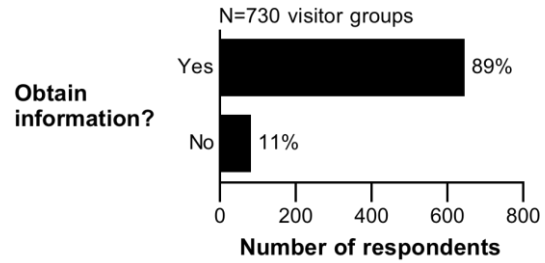
- 89% of visitor groups obtained information about Grand Teton NP prior to their visit (see Figure 14).
- As shown in Figure 15, among the visitors that obtained information prior to their visit, the most common sources were:

- 47% Previous visits
- 41% Maps/brochures
- 40% Friends/relatives/word of mouth

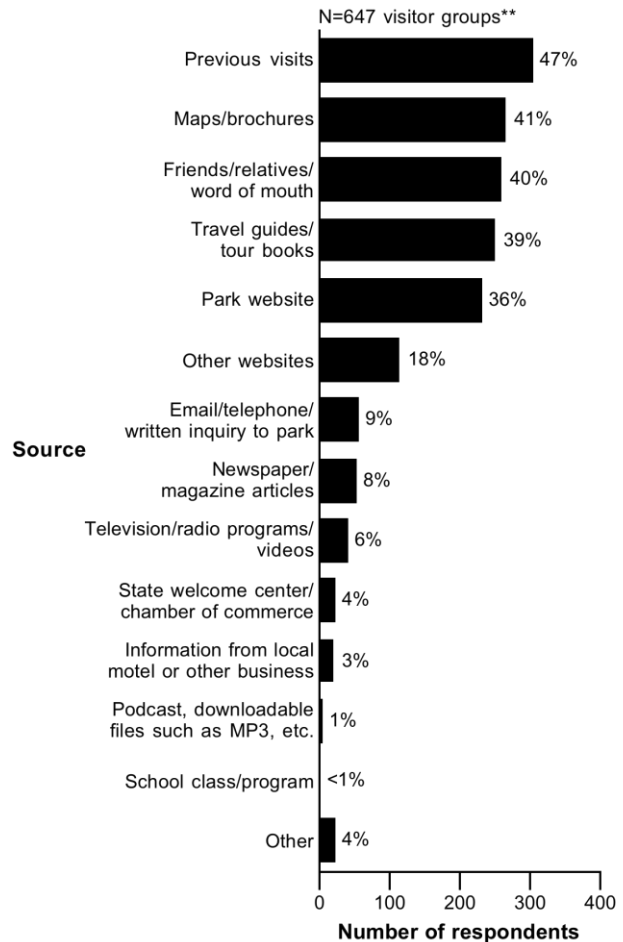
- Other sources (4%) were:
  - Along travel route
  - Childhood family photos
  - Church women's tour
  - GTNP Foundation
  - Local resident
  - Outfitter/guide
  - Public library
  - Scientific research
  - Yellowstone visit

Comments

“Previous visits” was not a response choice for this question in the 1997 VSP survey questionnaire. It was a valuable addition to the 2008 questionnaire, since visitors rated it as the most important source of information. Also worth noting is that 36% of visitor groups obtained information via the park website. This is double the percentage in 1997. Use of newspaper/magazine articles (8%) dropped off precipitously since 1997, when it was used by 20% of visitors.



**Figure 14: Visitor groups that obtained information about Grand Teton NP prior to visit**



**Figure 15: Sources of information used by visitor groups prior to visit**

**Question 1b**

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

**Results**

- 95% of visitor groups received needed information prior to their visit (see Figure 16).

**Comments**

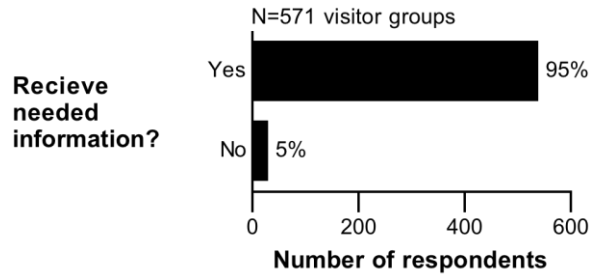
Clearly, the communications/information program effectively meets visitors' planning needs.

**Question 1c**

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

**Results**

- Table 9 shows visitor groups' comments (N=28) on information they needed, but was not available.



**Figure 16: Visitor groups that received needed information prior to their visit**

**Table 9: Needed information**

N=30 comments;  
some visitor groups made more than one comment.

Type of information	Number of times mentioned
Better maps	3
Campsite information/availability	3
Detailed hike/trail maps	3
General park information/activities	3
Information on areas of interest	3
Rockefeller center information	2
Tour guide information	2
Admission fee	1
Better information from hotel	1
Campsites/RV hook-ups	1
Improve website	1
Lodging information	1
More podcasts	1
Mosquito/repellent information	1
Photography locations	1
Road information	1
Time estimate for visit	1
Website in German	1

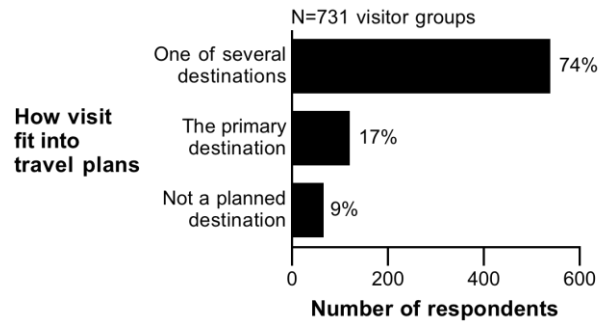
**Park as destination**

**Question 2**

How did this visit to Grand Teton National Park fit into your travel plans?

**Results**

- 74% of visitor groups indicated the park was one of several destinations (see Figure 17).
- 17% reported the park was their primary destination.



**Figure 17: Park visit as part of travel plans**

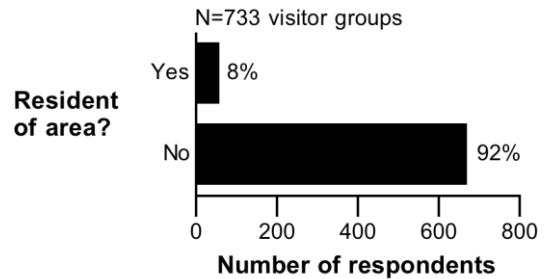
**Primary reason for visiting the area**

**Question 3**

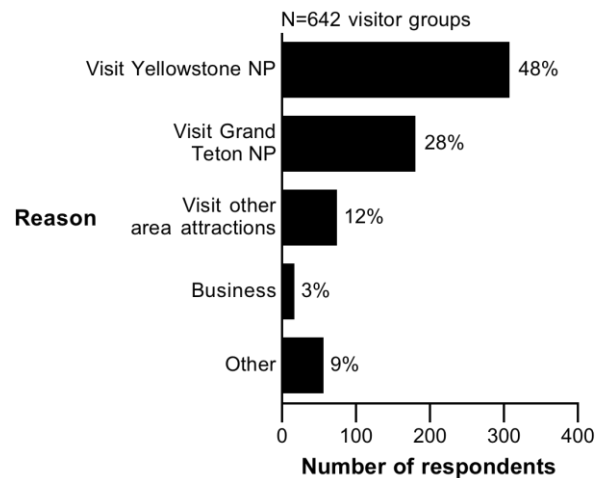
On this visit, what was the primary reason that you and your personal group visited the Grand Teton National Park area (within 100 miles)?

**Results**

- 98% of visitor groups were not residents of the area (see Figure 18).
- Of these groups the primary reasons for visiting the area were:
  - 48% Visit Yellowstone NP
  - 28% Grand Teton NP
  - 12% Visit other area attractions
- “Other” reasons (9%) included:
  - Art class in Jackson
  - Attend wedding
  - Bike tour
  - Family reunion
  - Fishing
  - Motorcycle tour
  - Niece broke ankle in Jackson
  - On travel route/touring Wyoming
  - Rafting
  - Research
  - Vacation home
  - Visit friends/relatives
  - Visit Glacier National Park
  - Visit national and state parks
  - Visit new area
  - Wilderness pack trip



**Figure 18: Residents of the area (within 100 miles)**



**Figure 19: Primary reason for visiting the area (within 100 miles) of Grand Teton NP**

## Places stayed on night before visit

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### Question 10d

In what city/town did you and your personal group stay on the night before you arrived at Grand Teton National Park? Please write the name of your hometown if you stayed there.

### Results

- 78% of visitor groups (N=578) responded to this question.
- Table 10 shows the towns/cities in which visitor groups stayed on the night prior to visiting Grand Teton NP.

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**Table 10: Town/city in which visitor groups stayed on the night before visit**

N=161 locations

Town/city	Number of times mentioned
Jackson, WY	104
Yellowstone National Park, WY	78
West Yellowstone, MT	50
Cody, WY	34
Salt Lake City, UT	21
Gardiner, MT	15
Dubois, WY	11
Idaho Falls, ID	10
Teton Village, WY	10
Grant Village, WY	8
Riverton, WY	8
Victor, ID	8
Lander, WY	6
Bozeman, MT	5
Driggs, ID	5
Pinedale, WY	5
Rawlins, WY	5
Big Sky, MT	4
Casper, WY	4
Ennis, MT	4
Livingston, MT	4
Sheridan, WY	4
Wilson, WY	4
Alpine, WY	3
Alta, WY	3
Colorado Springs, CO	3
Gillette, WY	3
Island Park, ID	3
Montpelier, ID	3
Park City, UT	3
Provo, UT	3
Rock Springs, WY	3
Wapiti, WY	3
Billings, MT	2

---

**Table 10: Town/city in which visitor groups stayed on the night before visit**  
(continued)

Town/city	Number of times mentioned
Denver, CO	2
Eagle, ID	2
Fishing Bridge, WY	2
Flagg Ranch, WY	2
Houston, TX	2
Knoxville, TN	2
Logan, UT	2
Mammoth Hot Springs, WY	2
Moran, WY	2
Old Faithful, WY	2
Pocatello, ID	2
Rapid City, SD	2
Swan Valley, ID	2
Afton, WY	1
Alcova, SD	1
Ambler, PA	1
Arlington, MA	1
Ashton, ID	1
Austin, TX	1
Bear Lake, UT	1
Belgrade, MT	1
Big Piney, WY	1
Black Falls, ID	1
Boise, ID	1
Boulder, CO	1
Bountiful, UT	1
Bridge Bay,	1
Brigham City, UT	1
Broomfield, CO	1
Carlsbad, CA	1
Chadron, NE	1
Chandler, AZ	1
Charleston, SC	1
Charlotte, NC	1
Chatsworth, CA	1
Chevy Chase, MD	1
Cheyenne, WY	1
Chicago, IL	1
Cody, SD	1
Cokeville, WY	1
Columbia Falls, MT	1
Cooke City, MT	1

**Table 10: Town/city in which visitor groups stayed on the night before visit**  
(continued)

Towns/city	Number of times mentioned
Custer State Park, SD	1
Dallas, TX	1
Detroit, MI	1
Dinosaur National Monument, CO	1
Elk Lake Camp, MT	1
Emigrant, MT	1
Estes Park, CO	1
Evanston, WY	1
Felt, ID	1
Fontana, WI	1
Fort Collins, CO	1
Garden City, UT	1
Glenns Ferry, ID	1
Goff Creek Lodge, WY	1
Golden, CO	1
Grand Junction, CO	1
Greybull, WY	1
Hebegen Lake, MT	1
Helena, MT	1
Herndon, VA	1
Holden, MA	1
Holladay, UT	1
Howell, NJ	1
Huntsville, UT	1
Indianapolis, IN	1
Jacksonville, FL	1
Lakeville, MT	1
Laurel, MT	1
Layton, UT	1
Littleton, CO	1
Madison, ID	1
Mesquite, TX	1
Midway, UT	1
Minneapolis, MN	1
Minster, OH	1
Moab, UT	1
Montrose, CO	1
Mount Vernon, OH	1

**Table 10: Town/city in which visitor groups stayed on the night before visit**  
(continued)

Town/city	Number of times mentioned
Naperville, IL	1
Nashville, TN	1
New Castle, WY	1
Niya, MO	1
Northbrook, IL	1
Oakland, CA	1
Oberlin, KS	1
Ogden, UT	1
Oklahoma City, OK	1
Pearl, MS	1
Powder Springs, GA	1
Providence, UT	1
Red Lodge, MT	1
Rexburg, ID	1
Rockledge, FL	1
Rowlette, TX	1
Sacramento, CA	1
San Diego, CA	1
San Luis Obispo, CA	1
Santa Fe, NM	1
Saratoga, CA	1
Sedalia, CO	1
Silver Spring, MD	1
Sky Mountain, MT	1
Smithfield, UT	1
Snowbird, UT	1
South Jordan, UT	1
Springfield, IL	1
Springville, UT	1
St. Charles, ID	1
St. Petersburg, FL	1
Stilwell, KS	1
Sun Valley, ID	1
Tallahassee, FL	1
Tampa, FL	1
Tequesta, FL	1

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**Table 10: Town/city in which visitor groups stayed on the night before visit**  
(continued)

Town/city	Number of times mentioned
Tetonia, ID	1
Thayne, WY	1
The Woodlands, TX	1
Togwotee Pass, WY	1
Troy, MI	1
Twin Bridges, MT	1
Twin Falls, ID	1
Vernal, UT	1
Wendell, ID	1
Westminster, CO	1

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## Places stayed on night after visit

### Question 10e

In what city/town did you and your personal group stay on the night after you completed your visit to Grand Teton National Park? Please write the name of your hometown if you stayed there.

### Results

- 76% of visitor groups (N=564) responded to this question.
- Table 11 shows the towns/cities in which visitor groups stayed on the night after leaving Grand Teton NP.

**Table 11: Town/city in which visitor groups stayed on the night after visit**  
N=171 locations

Towns/city	Number of times mentioned
Jackson, WY	94
Yellowstone National Park, WY	60
West Yellowstone, MT	46
Cody, WY	28
Salt Lake City, UT	25
Idaho Falls, ID	15
Dubois, WY	9
Teton Village, WY	8
Casper, WY	7
Cheyenne, WY	6
Denver, CO	6
Driggs, ID	6
Park City, UT	6
Big Sky, MT	5
Gillette, WY	5
Riverton, WY	5
Victor, ID	5
Afton, WY	4
Bozeman, MT	4
Butte, MT	4
Gardiner, MT	4
Grant Village, WY	4
Provo, UT	4
Rawlins, WY	4
Wilson, WY	4
Alpine, WY	3
Alta, WY	3
Elko, NV	3
Fort Collins, CO	3
Island Park, ID	3
Laramie, WY	3
Littleton, CO	3
Pinedale, WY	3

**Table 11: Town/city in which visitor groups stayed on the night after visit**  
(continued)

Towns/city	Number of times mentioned
Rock Springs, WY	3
Swan Valley, ID	3
Vernal, UT	3
American Falls, ID	2
Belgrade, MT	2
Billings, MT	2
Boise, ID	2
Cedar City, UT	2
Cokeville, WY	2
Colorado Springs, CO	2
Cooke City, MT	2
Custer, SD	2
Douglas, WY	2
Ennis, MT	2
Farmington, UT	2
Glacier National Park, MT	2
Great Falls, MT	2
Green River, WY	2
Lander, WY	2
Layton, UT	2
Logan, UT	2
Mammoth Hot Springs, WY	2
Montpelier, ID	2
Moran, WY	2
Pocatello, ID	2
Red Lodge, MT	2
Sheridan, WY	2
Springfield, IL	2
Thayne, WY	2
Thermopolis, WY	2
Wapiti, WY	2
Across state line, MT	1
Alpine, UT	1
Ambler, PA	1
Antelope Flats, WY	1
Arco, ID	1
Arlington, MA	1
Ashton, ID	1
Austin, TX	1
Avon, CO	1

**Table 11: Town/city in which visitor groups stayed on the night after visit**  
(continued)

Towns/city	Number of times mentioned
Baker City, OR	1
Big Piney, WY	1
Blackfoot, ID	1
Boulder, CO	1
Boulder, WY	1
Bountiful, UT	1
Brigham City, UT	1
Broomfield, CO	1
Buffalo, WY	1
Burlington, CO	1
Canyon Village, WY	1
Chatsworth, CA	1
Chevy Chase, MD	1
Coeur d'Alene, ID	1
Dallas, TX	1
Daniel, WY	1
Dayton, OH	1
Deadwood, SD	1
Erwin, TN	1
Estes Park, CO	1
Evanston, WY	1
Farson, WY	1
Felt, ID	1
Fontana, WI	1
Garden City, ID	1
Gatlinburg, TN	1
Glastonbury, CT	1
Glen Rock, WY	1
Helena, MT	1
Holladay, UT	1
Homedale, ID	1
Houston, TX	1
Hurricane, UT	1
Indianapolis, IN	1
Interior, SD	1
Jamestown, ND	1
Kalispell, MT	1
Kennebec, SD	1
Knoxville, TN	1
Las Vegas, NV	1
Laurel, MT	1
Lava Hot Springs, ID	1

**Table 11: Town/city in which visitor groups stayed on the night after visit**  
(continued)

Towns/city	Number of times mentioned
Lehi, UT	1
Limon, CO	1
Lovell, WY	1
Madison Junction, WY	1
McPherson, KS	1
Miles City, MT	1
Missoula, MT	1
Montrose, CO	1
Moose, WY	1
Moses Lake, WA	1
Murray, UT	1
Nampa, ID	1
Naperville, IL	1
Nashville, TN	1
New Castle, WY	1
Niya, MO	1
Northbrook, IL	1
Oakland, CA	1
Ogden, UT	1
Oklahoma City, OK	1
Omaha, NE	1
Page, AZ	1
Pahaska Tepee, WY	1
Pearl, MS	1
Powder Springs, GA	1
Pray, MT	1
Price, UT	1
Providence, UT	1
Rapid City, SD	1
Red Rock National Wildlife Refuge, MT	1
Richland, WA	1
Rifle, CO	1
Rochester, NY	1
Rockledge, FL	1
Rocky Mountain National Park, CO	1
Roosevelt, UT	1
Sacramento, CA	1
Saint Louis, MO	1
San Diego, CA	1
Santa Fe, NM	1
Sedalia, CO	1

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**Table 11: Town/city in which visitor groups stayed on the night after visit**  
(continued)

Towns/city	Number of times mentioned
Smithfield, UT	1
South Jordan, UT	1
Spearfish, SD	1
Springville, UT	1
Steamboat Springs, CO	1
Stilwell, KS	1
Tampa, FL	1
Tequesta, FL	1
Tetonia, ID	1
The Woodlands, TX	1
Twin Falls, ID	1
Wendell, ID	1
Wendover, NV	1
West Glacier, MT	1
Westminster, CO	1

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## Travel route to park

### Question 4

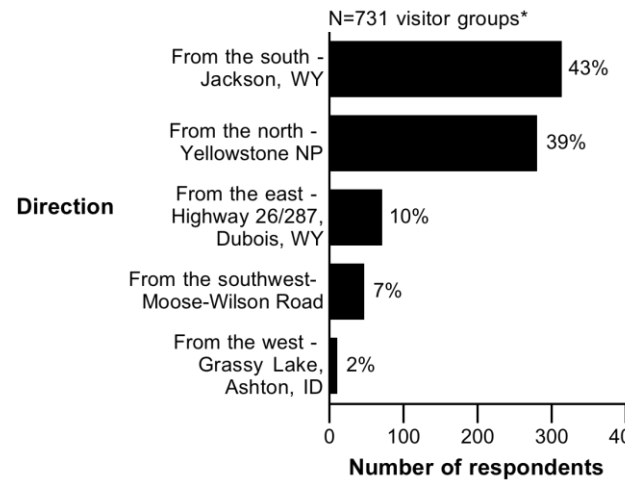
On this trip, from which direction did you and your personal group come to first arrive at Grand Teton National Park?

### Results

- 50% of visitor groups arrived at Grand Teton NP from the south, either via Jackson, WY or the Moose-Wilson road (see Figure 20).
- 49% arrived from the north and east, either via Yellowstone NP or Dubois, WY.

### Comments

In the 1997 VSP study, 53% of visitors arrived from Jackson, 36% from Yellowstone, and 11% from Dubois. Two routes (1) from the southwest Moose–Wilson Road and (2) from the west Grassy Lake, Ashton, ID were not response options in 1997 VSP questionnaire. Some of the southwest routes may be incorporated in the answer for the route from Jackson, WY in 1997. With this assumption, there is not a significant change in travel routes to the park.



**Figure 20: Direction of approach to Grand Teton NP**

### Sites visited and activities - visitors arriving from the north

#### Results

- As shown in Table 12, the most highly visited site by visitors arriving from the north was Jenny Lake (72%), followed by Colter Bay (55%). The Craig Thomas Discover and Visitor Center at Moose and the Snake River each attracted 41% of visitor groups.
- Table 13 shows the activities in which visitors groups arriving from the north participated.

**Table 12: Sites visited by visitors arriving from the north**

Site visited	N	%
Jenny Lake	189	72
Colter Bay	146	55
Craig Thomas Discovery and Center	109	41
Snake River	109	41
Jackson Lake Lodge	100	38
Moose-Wilson Road	67	25
Flagg Ranch	52	20
String Lake	51	19
Signal Mountain Summit Road	42	16
Signal Mountain Lodge/Marina/Campground	37	14
Antelope Flats/Kelly Road	37	14
Laurance S. Rockefeller Preserve	30	11
Menor's Ferry and Chapel	26	10
Cunningham Cabin	24	9
Two Ocean/Emma Matilda Lakes	8	3
Other	37	14
<b>Total</b>	<b>264</b>	

**Table 13: Activities of visitors arriving from the north**

Activities	All park locations		Moose		Colter Bay		Jenny Lake		All other locations	
	N	%	N	%	N	%	N	%	N	%
Attending ranger-led tours/ programs	9	5	3	2	11	8	1	1	4	2
Bicycling	9	5	4	3	10	7	5	3	4	2
Boating on lakes	24	13	6	5	9	6	29	17	3	2
Camping	27	14	1	1	25	17	5	3	11	6
Climbing	6	3	1	1	0	0	9	5	2	1
Floating the Snake River	15	8	6	5	1	1	2	1	12	7
Hiking/walking	82	43	17	13	39	27	84	49	46	25
Horseback riding	4	2	0	0	1	1	1	1	4	2
Picnicking	46	24	6	5	13	9	23	13	37	20
Shopping in park bookstores	59	31	27	21	50	35	27	16	27	15
Other shopping	35	18	9	7	36	25	15	9	27	15
Viewing roadside exhibits	85	45	52	41	57	40	60	35	79	43
Viewing scenery/scenic drive	155	81	91	72	93	65	123	71	150	82
Viewing wildlife/nature study/ birdwatching	74	39	48	38	52	36	57	33	86	47
Visiting visitor centers/ museums	79	41	45	35	67	47	36	21	49	27
Other	20	10	6	5	4	3	5	3	7	4
<b>Total</b>	<b>191</b>		<b>127</b>		<b>144</b>		<b>173</b>		<b>182</b>	

## Sites visited and activities - visitors arriving from the south

### Results

- As shown in Table 14, the most highly visited site by visitors arriving from the south was Jenny Lake (70%), followed by the Craig Thomas Discovery and Visitor Center at Moose (49%) and the Snake River (48%). Visitors coming from the south visited Colter Bay much less than did those from the north. Interestingly, visitors from the south were slightly more likely to visit the Jackson Lake Lodge.

**Table 14: Sites visited by visitors arriving from the south**

Site visited	N	%
Jenny Lake	213	70
Craig Thomas Discovery and Visitor Center	150	49
Snake River	148	48
Jackson Lake Lodge	131	43
Colter Bay	130	42
Moose-Wilson Road	97	32
String Lake	74	24
Antelope Flats/Kelly Road	60	20
Laurance S. Rockefeller Preserve	56	18
Signal Mountain Lodge/Marina/Campground	49	16
Flagg Ranch	47	15
Signal Mountain Summit Road	43	14
Menor's Ferry and Chapel	27	9
Cunningham Cabin	24	8
Two Ocean/Emma Matilda Lakes	13	4
Other	30	10
<b>Total</b>	<b>306</b>	

**Table 15: Activities of visitors arriving from the south**

Activities	All park locations		Moose		Colter Bay		Jenny Lake		All other locations	
	N	%	N	%	N	%	N	%	N	%
Attending ranger-led tours/programs	18	8	3	2	10	8	7	4	12	6
Bicycling	12	5	3	2	4	3	4	2	7	3
Boating on lakes	41	19	1	1	15	12	29	15	18	8
Camping	33	15	2	1	16	12	8	4	23	11
Climbing	14	6	0	0	1	1	7	4	11	5
Floating the Snake River	38	17	26	17	2	2	2	1	20	9
Hiking/walking	122	56	22	14	33	26	126	64	85	39
Horseback riding	10	5	0	0	0	0	4	2	9	4
Picnicking	57	26	4	3	17	13	32	16	45	21
Shopping in park bookstores	62	28	46	30	30	23	29	15	38	18
Other shopping	48	22	17	11	19	15	17	9	45	21
Viewing roadside exhibits	73	33	45	29	31	24	50	25	72	33
Viewing scenery/scenic drive	158	72	101	66	86	67	130	66	161	74
Viewing wildlife/nature study/ birdwatching	100	46	57	37	37	29	63	32	116	53
Visiting visitor centers/ museums	89	41	77	50	39	30	49	25	40	18
Other	33	15	3	2	5	4	0	0	19	9
<b>Total</b>	<b>219</b>		<b>153</b>		<b>129</b>		<b>198</b>		<b>217</b>	

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Length of stay for visitors arriving from the north and south

Table 16 compares the amount of time spent by visitor groups. No real differences were detected in the length of stay for visitors arriving from the north versus the south.

**Table 16: Length of stay for visitors arriving from the north versus south**

Length of stay	North		South	
	N	%	N	%
<i>Day use only</i>				
Up to 1 hour	23	12%	10	7%
More than 1 hour to 2 hours	24	12%	19	13%
More than 2 hours to 3 hours	25	13%	17	11%
More than 3 hours to 4 hours	22	11%	22	15%
More than 4 hours to 5 hours	15	8%	12	8%
More than 5 hours to 6 hours	22	11%	25	17%
More than 6 hours but less than 24 hours	67	34%	44	30%
Total	198	100%	149	100%
<i>Overnight visitors</i>				
One day	13	14%	11	7%
Two days	32	35%	53	35%
Three days	24	26%	36	24%
Four days	13	14%	16	11%
Five days or more	9	10%	34	23%
Total	91	100%	150	100%

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Forms of transportation used to arrive at park**

**Question 5**

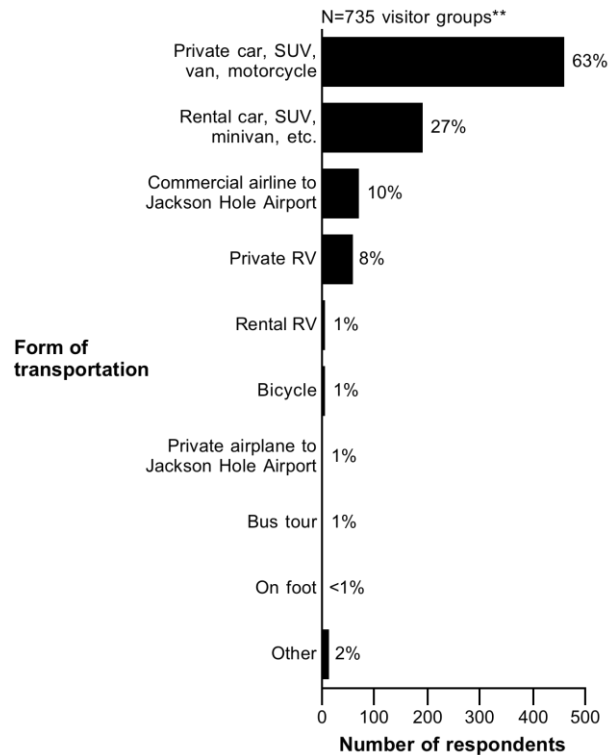
On this visit, which forms of transportation did you and your personal group use to arrive at Grand Teton National Park?

**Results**

- As shown in Figure 21, the most common forms of transportation used to arrive at the park were:

63% Private car, SUV, van or motorcycle  
 27% Rental car, SUV, minivan, etc.

- Other forms of transportation (2%) were:  
 Commercial airline to Salt Lake City  
 Commercial airline to Cody  
 Commercial airline to Bozeman  
 Commercial airline to Idaho Falls  
 Commercial airline to Jackson  
 Commercial airline to Rapid City  
 Guide/van  
 Private plane to Driggs



**Figure 21: Forms of transportation used to arrive at Grand Teton NP**

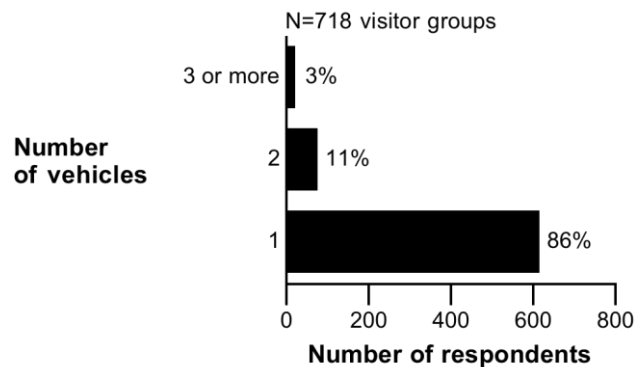
**Number of vehicles**

**Question 21b**

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

**Results**

- 86% of visitor groups used one vehicle to arrive at the park (see Figure 22). Respondents with two vehicles may likely have used RVs towing cars.



**Figure 22: Number of vehicles used to arrive at 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

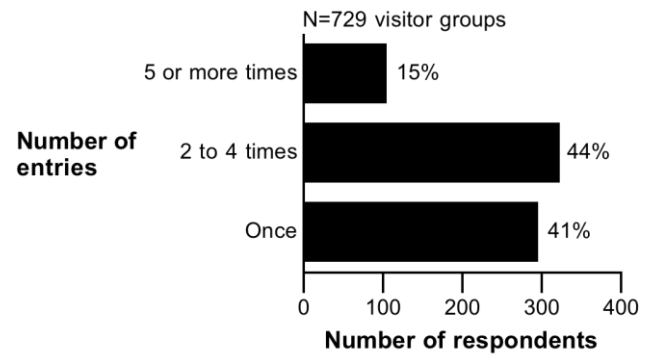
## Number of park entries

### Question 6

On this trip, how many times did you and your personal group enter Grand Teton National Park?

### Results

- 59% of visitor groups entered the park two or more times during their visit (see Figure 23).
- 41% entered the park once.



**Figure 23: Number of park entries**

### Comments

Given the high number of multiple entries, Grand Teton NP may want to explore some sort of “expedited” entry for repeat entries who have already paid the entrance fee and received park information. Such a system might be automated or a lane where a ranger simply checks entrance passes.

\*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 10a**

On this trip, did you and your personal group stay overnight away from home within 100 miles of Grand Teton National Park?

**Results**

- 81% of visitor groups stayed overnight away from home within 100 miles of the park (see Figure 24).

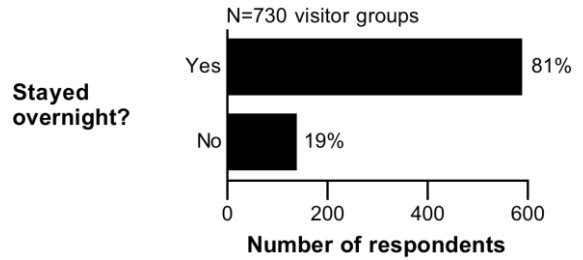
**Question 10b**

If YES, please list the number of nights you and your personal group stayed inside Grand Teton National Park.

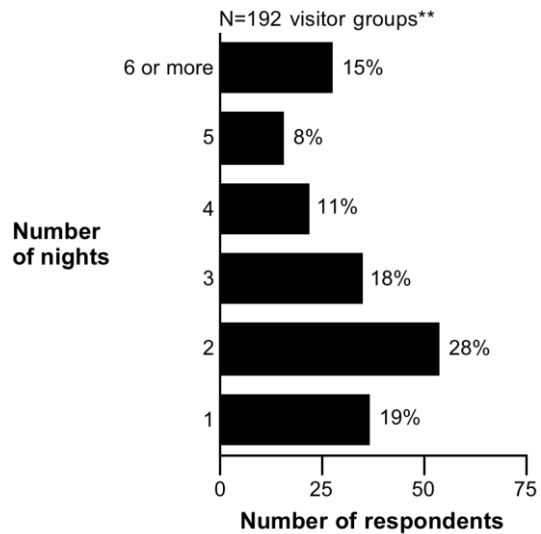
**Results**

- 47% of visitor groups spent one or two nights inside the park (see Figure 25).
- 29% spent three or four nights.
- 23% spent five or more nights.

The average number of nights spent inside the park was 3.6 nights.



**Figure 24: Visitor groups that stayed overnight (within 100 miles of the park)**



**Figure 25: Number of nights inside 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

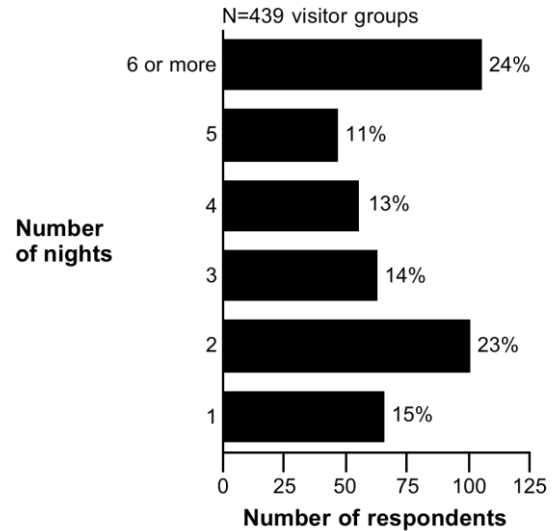
## Question 10c

If YES, please list the number of nights you and your personal group stayed outside the park (within 100 miles).

## Results

- 38% of visitor groups spent one or two nights in the area outside the park (see Figure 26).
- 35% spent five or more nights.
- 27% spent three or four nights.

The average number of nights spent outside the park was 4.6 nights.



**Figure 26: Number of nights outside the park (within 100 miles)**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Accommodations inside the park**

Question 10b

In what types of accommodations did you and your personal group spend the night(s) inside the park?

Results

- 52% of visitor groups stayed in a lodge, motel, cabin, rented condo/home, bed & breakfast inside the park (see Figure 27).

Lodging locations in the park were:

- Climbers Ranch
- Colter Bay
- Dornan's cabins
- Flagg Ranch
- Jackson Lake Lodge
- Jenny Lake Lodge
- Signal Mountain

- 42% camped in a developed campground inside the park.

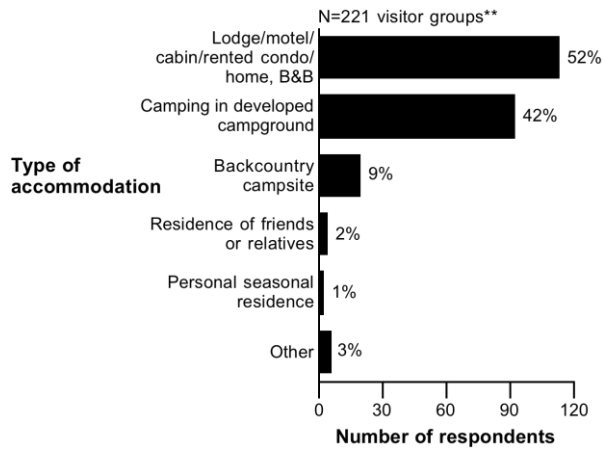
Camping locations in the park were:

- Colter Bay
- Gros Ventre
- Flagg Ranch
- Signal Mountain
- Jenny Lake
- Lizard Creek

- “Other” accommodations (3%) in the park were:

- Leigh Lake
- Pendagraph Meadow

Table 17 shows the number of nights visitor groups stayed at each type of accommodation inside the park.



**Figure 27: Types of accommodations used inside 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

**Table 17: Number of nights spent at accommodations  
inside the park**

N=number of visitor groups

Type of lodging	N	Number of nights (%)*			
		1	2 – 3	4 – 5	>6
Lodge, motel, cabin, rented condo/home, or B&B	101	23	56	20	9
Camping in developed campground	79	22	69	20	10
Backcountry campsite – <b>CAUTION!</b>	20	25	60	5	10
Personal seasonal residence – <b>CAUTION!</b>	1	0	0	0	100
Residence of friends or relatives – <b>CAUTION!</b>	3	0	33	33	33
Other – <b>CAUTION!</b>	3	0	33	33	33

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Accommodations outside the park**

Question 10c

In what types of accommodations did you and your personal group spend the night(s) outside the park (within 100 miles)?

Results

- 74% of visitor groups stayed in a lodge, motel, cabin, rented condo/home, bed & breakfast outside the park (see Figure 28).

Lodging locations outside the park were:

- Cody, WY
- Jackson, WY
- Moose, WY
- Teton Village
- Yellowstone National Park

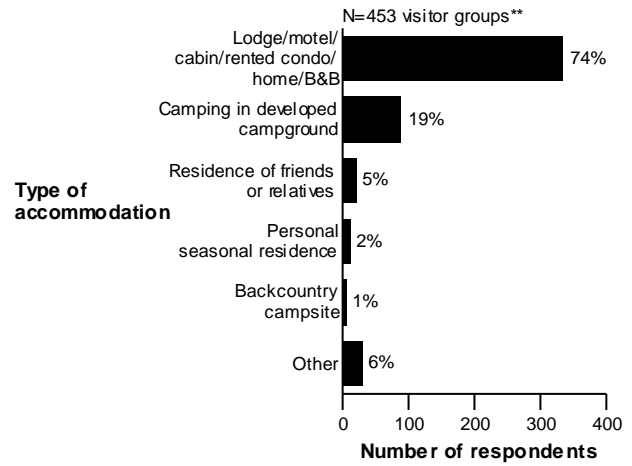
- 19% camped in a developed campground outside the park.

Camping locations outside park were:

- Grand Teton RV Campground
- Rocky Mountain NP
- West Yellowstone
- Yellowstone NP

- “Other” accommodations (6%) outside the park were:

- Alpine
- Cody
- Dry camp
- Dubois
- Elk Country Inn
- Hatchet
- Madison Valley
- Montana
- Teton Village
- Tower Campground
- Trapper Inn – Jackson
- USFS campground
- Yellowstone



**Figure 28: Types of accommodations outside the park**

Table 18 shows the number of nights visitor groups stayed at each type of accommodation outside 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

**Table 18: 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
Lodge, motel, cabin, rented condo/home, or B&B	327	19	42	20	20
Camping in developed campground	78	9	40	27	22
Backcountry campsite – <b>CAUTION!</b>	6	50	0	33	17
Personal seasonal residence – <b>CAUTION!</b>	11	0	0	9	90
Residence of friends or relatives – <b>CAUTION!</b>	20	20	35	15	30
Other	314	29	28	29	14

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Length of stay in the park

### Question 9

On this visit to Grand Teton National Park, how long did you and your personal group spend visiting the entire park?

### Results

#### Number of hours if less than 24

- 41% of visitor groups spent six or more hours (see Figure 29).
- 14% spent four hours.

The average length of stay for visitor groups who spent less than 24 hours was 5.4 hours.

#### Number of days if 24 hours or more

- 58% of visitor groups spent two or three days (see Figure 30).
- 20% spent five or more days.

The average length of stay for visitor groups who spent more than 24 hours was 3.7 days.

#### Average length of stay

The average length of stay for all visitor groups was 41.9 hours, or 1.7 days.

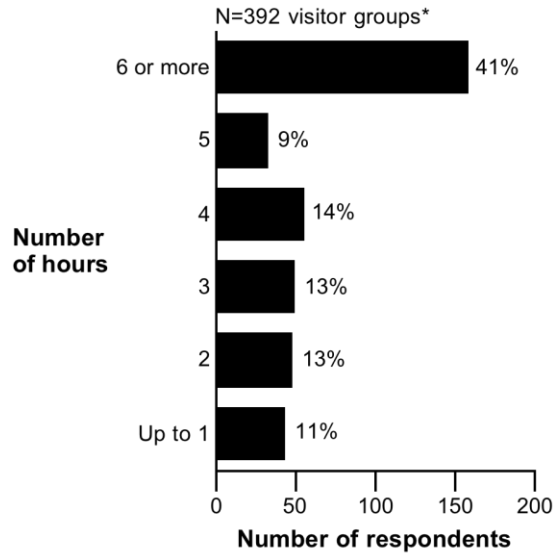


Figure 29: Number of hours visiting the park

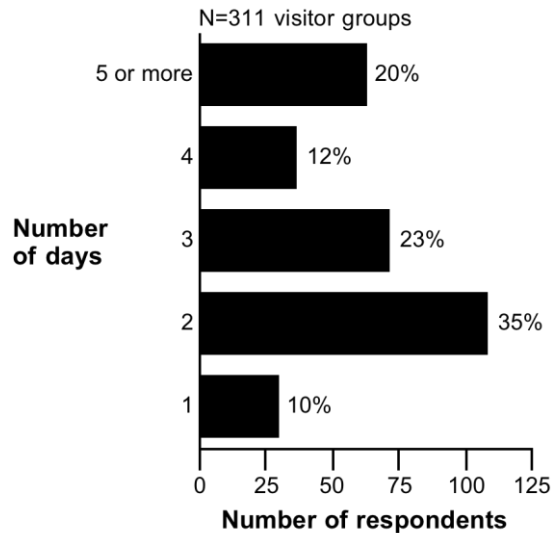


Figure 30: Number of days visiting the park

\*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 7**

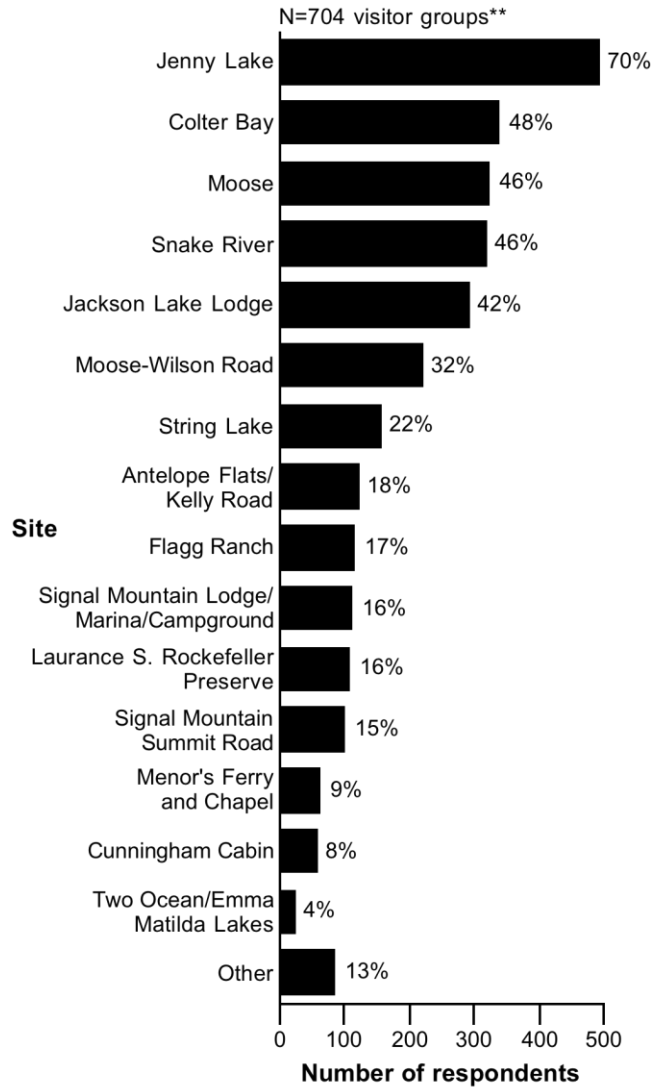
On this visit, which of the following sites in Grand Teton National Park did you visit?

**Results**

- As shown in Figure 31, the most commonly visited sites were:
  - 70% Jenny Lake
  - 48% Colter Bay
  - 46% Moose
  - 46% Snake River
- The least visited sites were:
  - 8% Cunningham Lakes Cabin
  - 4% Two Ocean/Emma Matilda
- Other sites (13%) that were visited are shown in Table 19.

**Comments**

It is interesting to note that the Colter Bay with its visitor center experienced slightly higher visitation than did the Moose area with the Craig Thomas Discovery and Visitor Center. However, we believe this may be somewhat misleading, due to place recognition problems with the Craig Thomas Discovery and Visitor Center. We think that some visitors who did visit the Discovery Center may not have recognized it by that name on the survey questionnaire.



**Figure 31: 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 19: “Other” sites visited**

N=105 comments

Site	Number of times mentioned
Drove through	14
Craig Thomas Visitor Center	6
Taggart Lake	6
Jackson Lake Dam	5
Oxbow Bend	5
Jackson	4
Bradley-Taggart Lake	3
Chapel of Transfiguration	3
Death Canyon	3
Dornan's	3
Jackson Lake	3
Cascade Canyon	2
Cascade/Paintbrush Canyon	2
Chapel of the Sacred Heart	2
Jenny Lake Lodge	2
Leeks Marina	2
Leigh Lake	2
Lizard Creek Campground	2
Mormon Row	2
Willow Flats	2
Alaska Basin	1
Amphitheatre Lake	1
Avalanche Canyon	1
Bar BC Dude Ranch	1
Blacktail Ponds overlook	1
Brinkerhoff House	1
Buffalo Valley	1
Cottonwood Creek picnic area	1
Garnet Canyon	1
Glacier Gulch	1
Grand Teton	1
Gros Ventre campground	1
Hayden Valley	1
Hidden Falls	1
Lake Solitude	1
Lucas Homestead	1
Lupine Meadow	1
Middle Teton	1
Middle Teton-Paintbrush Divide	1
Loop	
Mormon Ranch	1
Pacific Creek	1
Phelps Lake	1
River Road	1
Route 191	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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**Table 19: “Other” sites visited**  
(continued)

Site	Number of times mentioned
Schwabacher's Landing	1
Spread Creek	1
Teewinot	1
Teton Village	1
Two Ocean Road	1
Wilderness area	1

---

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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**Visitor activities**

**Question 8a**

On this visit, in which activities did you and your personal group participate within Grand Teton National Park?

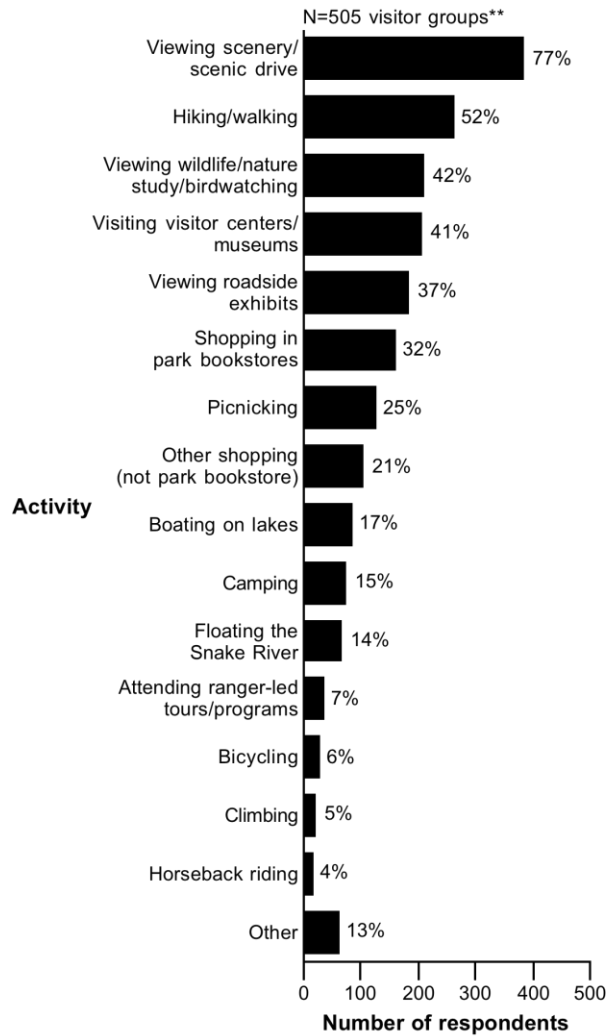
**Results**

- As shown in Figure 32, the most common activities in which visitor groups participated were:

77% Viewing scenery/scenic drive  
 52% Hiking/walking  
 42% viewing wildlife/nature study/birdwatching  
 41% Visiting visitor centers/museums

- “Other” activities (13%) were:

- ATV
- Backpacking
- Boating
- Canoeing
- Church service
- Climbing
- Dining
- Dog walking
- Driving through
- Fishing
- Junior Ranger program
- Kayaking
- Laundry/showers
- Painting outdoors
- Photography
- Relaxing/sunbathing
- Research
- Ski mountaineering
- String quartet performance
- Swimming
- Tour bus stops
- Trail running
- Visiting friends



**Figure 32: Activities in the park**

**Comments**

Bicycling currently accounts for 6% of use. As the new bike path system becomes better known, it will be interesting to see what happens to the popularity of cycling, and how this might affect traffic.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

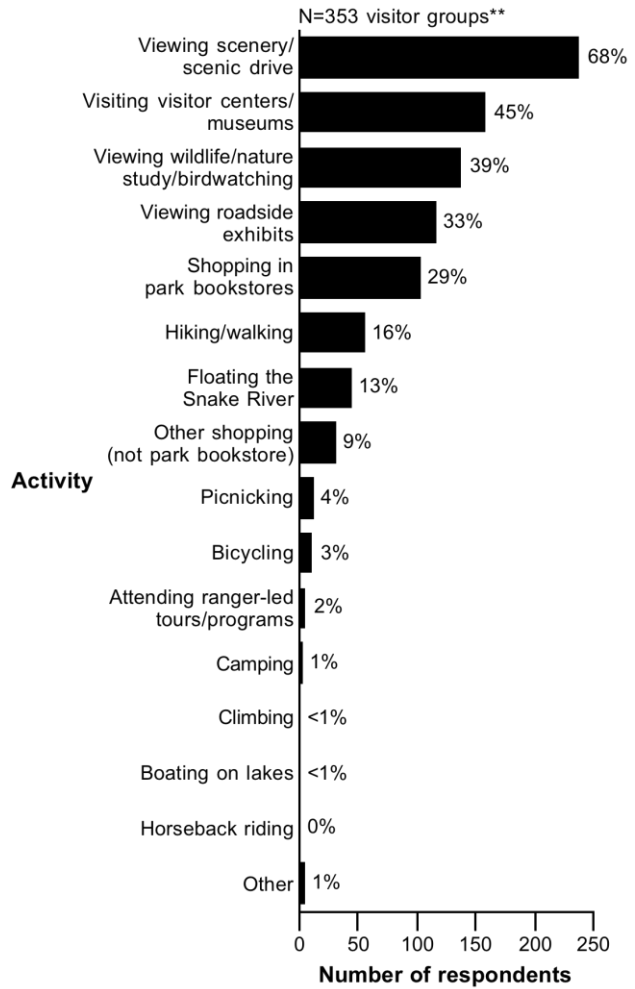
**Visitor activities at Moose**

**Question 8b**

In which of the following activities did you and your personal group participate at Moose?

**Results**

- As shown in Figure 33, the most common activities in which visitor groups participated at Moose were:
  - 68% Viewing scenery/scenic drive
  - 45% Visiting visitor centers/museums
  - 39% Viewing wildlife/nature study/birdwatching
- Other activities (1%) were:
  - Photography
  - Fishing
  - Swimming



**Figure 33: Activities at Moose**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Time spent at Moose**

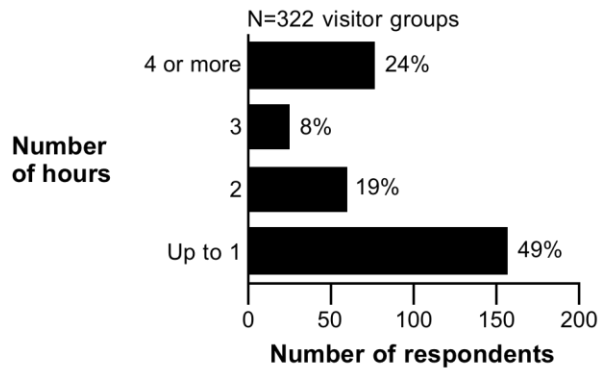
Question 8c

How much time did you and your personal group spend at Moose?

Results

Hours

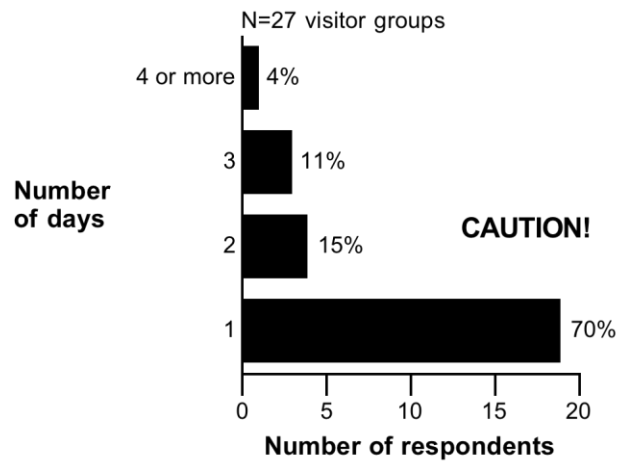
- 49% visitor groups spent up to one hour at Moose (see Figure 34).
- 24% spent four or more hours.



**Figure 34: Number of hours spent at Moose**

Days – Interpret results with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 35).



**Figure 35: Number of days spent at Moose**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Visitor activities at Colter Bay

**Question 8b**

In which of the following activities did you and your personal group participate at Colter Bay?

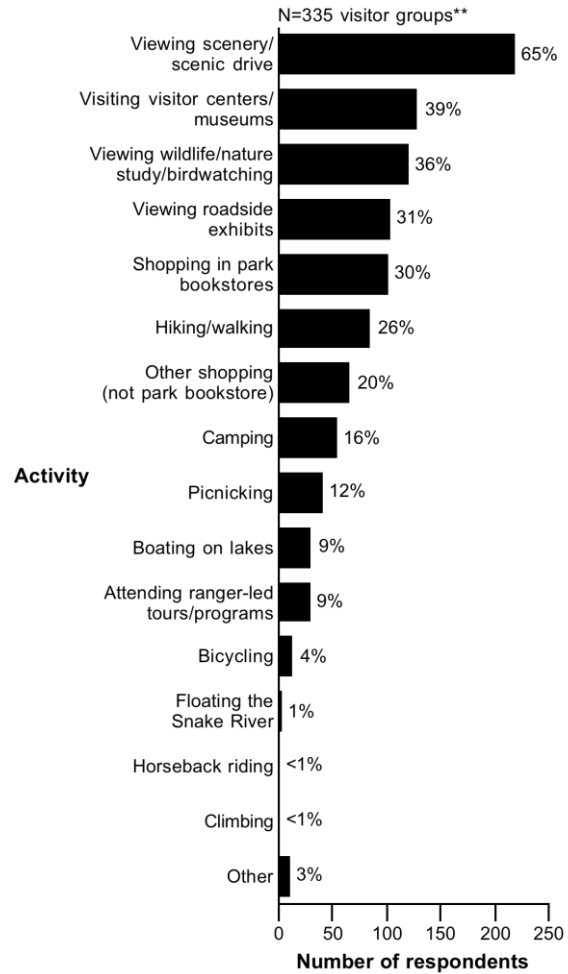
**Results**

- As shown in Figure 36, the most common activities in which visitor groups participated at Colter Bay were:

65% Viewing scenery/scenic drive  
 39% Visiting visitor centers/museums  
 36% Viewing wildlife/nature study/birdwatching

- “Other” activities (3%) in which visitor groups participated were:

Swimming  
 Dining  
 Fishing  
 Laundry/showers  
 Relaxing/Sunbathing  
 Restaurant  
 String quartet performance  
 Visiting friends



**Figure 36: Activities at Colter Bay**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Time spent at Colter Bay**

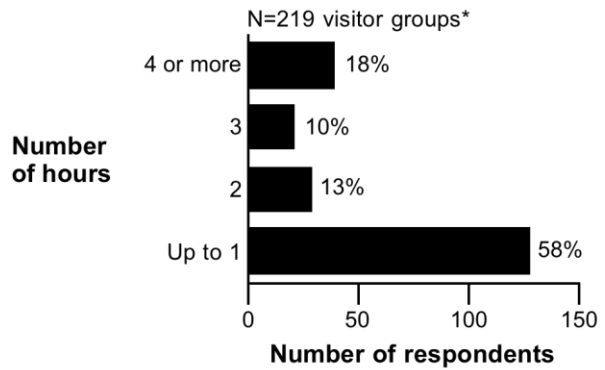
Question 8c

How much time did you and your personal group spend at Colter Bay?

Results

Hours

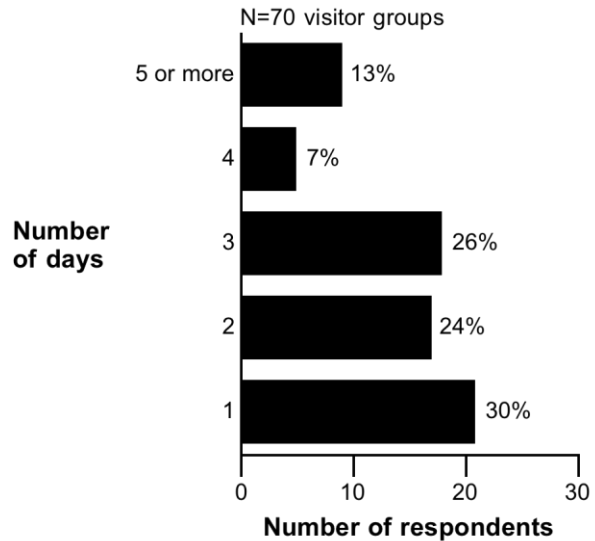
- 58% of visitor groups spent up to one hour at Colter Bay (see Figure 37).
- 23% spent two to three hours.



**Figure 37: Number of hours spent at Colter Bay**

Days

- 30% of visitor groups spent one day at Colter Bay (see Figure 38).
- 26% spent three days.



**Figure 38: Number of days spent at Colter Bay**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor activities at Jenny Lake

### Question 8b

In which of the following activities did you and your personal group participate at Jenny Lake?

### Results

- As shown in Figure 39, the most common activities in which visitor groups participated at Jenny Lake were:

69% Viewing scenery/scenic drive  
 58% Hiking/walking  
 36% Viewing wildlife/nature study/birdwatching

- Other activities (2%) in which visitor groups participated were:

Swimming  
 Photography  
 Fishing

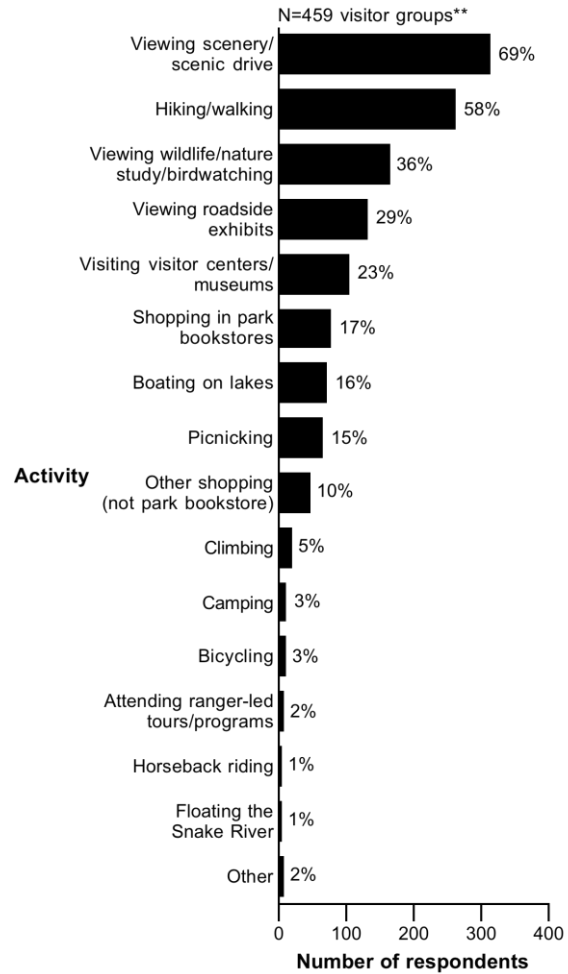


Figure 39: Activities at Jenny Lake

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Time spent at Jenny Lake**

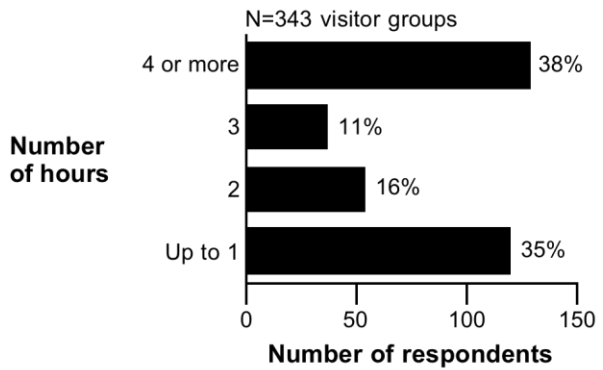
Question 8c

How much time did you and your personal group spend at Jenny Lake?

Results

Hours

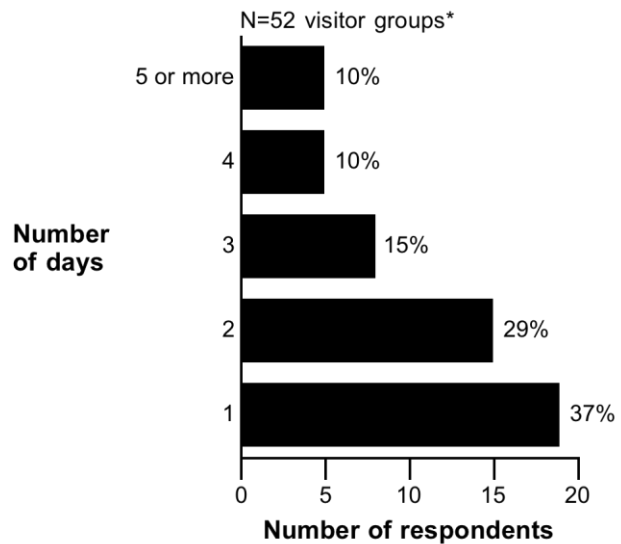
- 38% of visitor groups spent four or more hours at Jenny Lake (see Figure 40).
- 35% spent up to one day.



**Figure 40: Number of hours spent at Jenny Lake**

Days

- 37% of visitor groups spent one day at Jenny Lake (see Figure 41).
- 44% spent two to three days.



**Figure 41: Number of days spent at Jenny Lake**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Visitor activities at all other park locations**

**Question 8b**

In which of the following activities did you and your personal group participate at all other park locations?

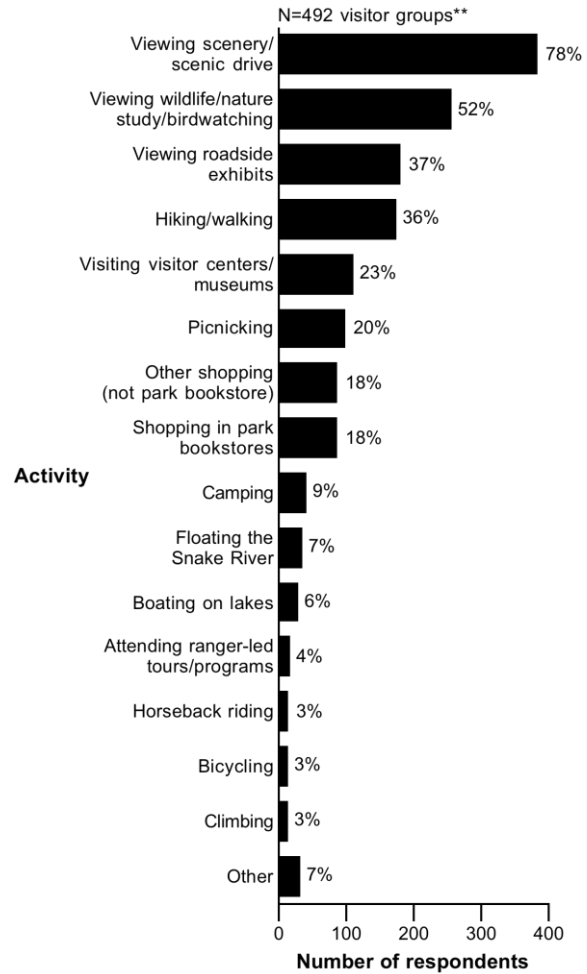
**Results**

- As shown in Figure 42, the most common activities in which visitor groups participated at all other park locations were:

78% Viewing scenery/scenic drive  
 52% Viewing wildlife/nature study/birdwatching

- “Other” activities (7%) in which visitor groups participated were:

Fishing  
 Swimming  
 Backpacking  
 Canoeing  
 Dining  
 ATV  
 Church service  
 Dog walking  
 Painting outdoors  
 Relaxing/Sunbathing  
 Trail running



**Figure 42: Activities at all other park locations**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Time spent at other park locations**

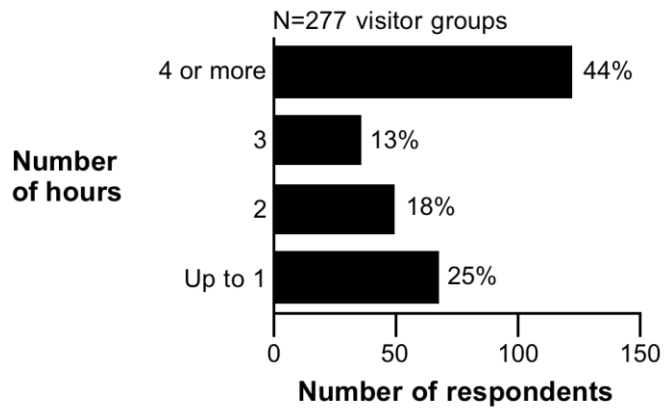
Question 8c

How much time did you and your personal group spend at all other park locations?

Results

Hours

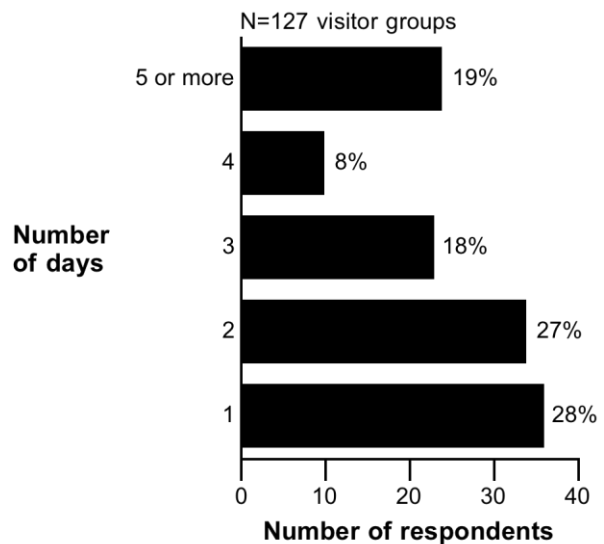
- 44% of visitor groups spent four or more hours at all other park locations (see Figure 43).
- 31% spent two to three hours.



**Figure 43: Number of hours spent at other park locations**

Days

- 28% of visitor groups stayed one day at all other park locations (see Figure 44).
- 35% spent two to three days.



**Figure 44: Number of days spent at other park locations**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

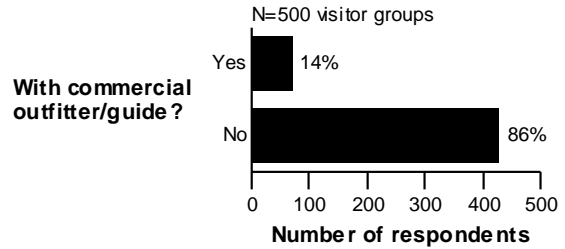
**Visitor activities with commercial outfitter/guide**

**Question 8d**

Did you and your personal group do any of the above activities with a commercial outfitter/guide?

**Results**

- 14% of visitor groups participated in activities with a commercial outfitter/guide (see Figure 45).



**Figure 45: Activities with a commercial outfitter/guide**

**Question 8e**

If YES, which of the above activities did you do with a commercial outfitter/guide?

**Results**

- Table 20 shows the activities in which visitor group participated with commercial outfitters/guides in Grand Teton NP.

**Table 20: Activities with a commercial outfitter/guide**

N=102 comments

Activity with outfitter/guide	Number of times mentioned
Floating the Snake River	58
Horseback riding	14
Rafting	11
Boating on lakes	10
Bicycling	1
Camping	1
Climbing	1
Fly fishing	1
Hiking/walking	1
Kayaking	1
Viewing scenery/scenic drive	1
Viewing wildlife/nature study/birdwatching	1
Wildlife safari/photo safari	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Safety issues**

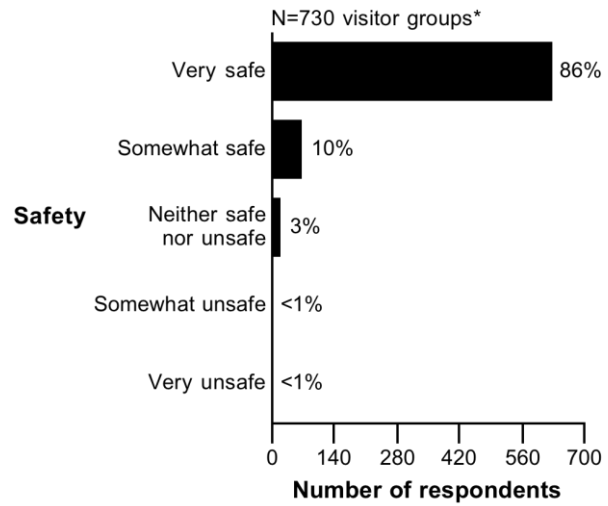
Question 12a

For the safety issues below, please indicate how safe you and your personal group felt from crime and accidents during this visit to Grand Teton National Park.

Results

Personal safety from crime

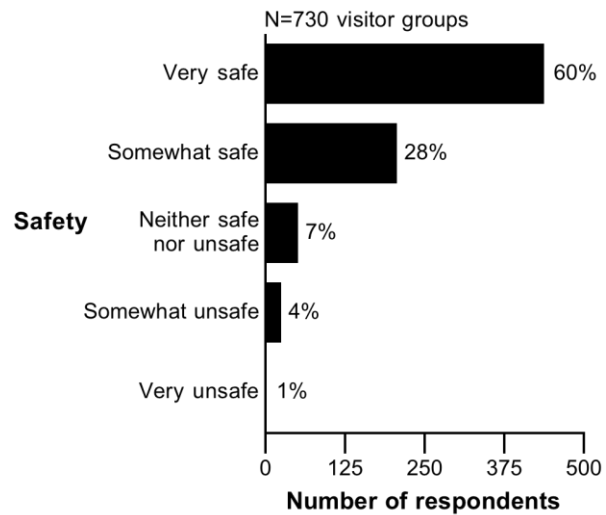
- 86% of visitor groups felt “very safe” from crime (see Figure 46).
- 10% felt “somewhat safe.”



**Figure 46: Personal safety from crime**

Personal safety from accidents

- 60% of visitor groups felt “very safe” from accidents (see Figure 47).
- 28% felt “somewhat safe.”



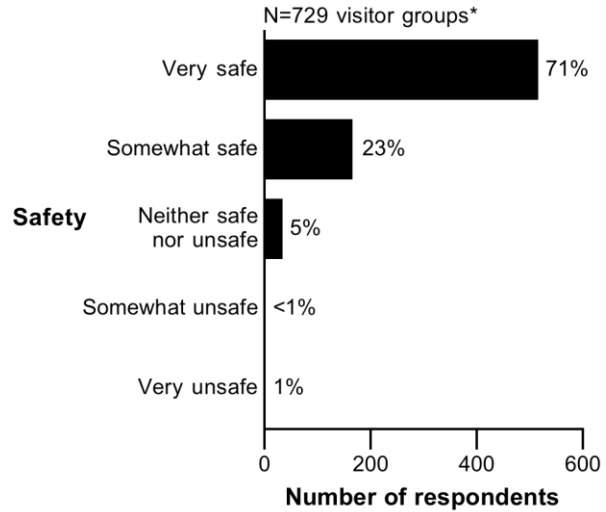
**Figure 47: Personal safety from accidents**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Safety of personal property from crime

- 71% of visitor groups felt their personal property was “very safe” from crime (see Figure 48).
- 23% felt their personal property was “somewhat safe.”



**Figure 48: Safety of personal property from crime**

Question 12b

If you marked “very unsafe” or “somewhat unsafe” for any of the above issues, please explain why.

Results

- Table 21 shows visitor groups’ (N=54) reasons for feeling “very unsafe” or “somewhat unsafe.”

**Table 21: Reasons visitor groups felt unsafe**

N=71 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Speeding	8
Unsafe drivers	8
Accidents in general	5
Distracted tourists	4
Unsafe for bikers	4
Wildlife collisions	4
Wildlife viewers	4
Bears	3
Bicyclists	3
Distracted drivers	3
Car theft	2
Narrow shoulders	2
Amateur law enforcement agents	1
Campground crime sign	1
Camping in backcountry	1
Cell phone theft at campground	1
Flying gravel	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 21: Reasons visitor groups felt unsafe**  
(continued)

Comment	Number of times mentioned
Horseback riding terrain	1
Lack of curb ramps	1
Lacking handrails in viewing area	1
Laptop stolen from car	1
Leaving car unattended at trailhead	1
Moose-Wilson road	1
No highway patrol	1
No lifeguard at String Lake	1
Open room windows at night	1
Park rangers	1
Speeding	1
Too many cars pulled over	1
Too much traffic	1
Traffic/distracted drivers	1
Unable to carry firearms	1
Unsafe for motorcycles	1

\*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, Attributes and Resources**

**Information services and facilities used**

**Question 13a**

Please indicate all the information services and facilities that you or your personal group used in Grand Teton National Park during this visit.

**Results**

- As shown in Figure 49, the most common information services and facilities used by visitor groups were:

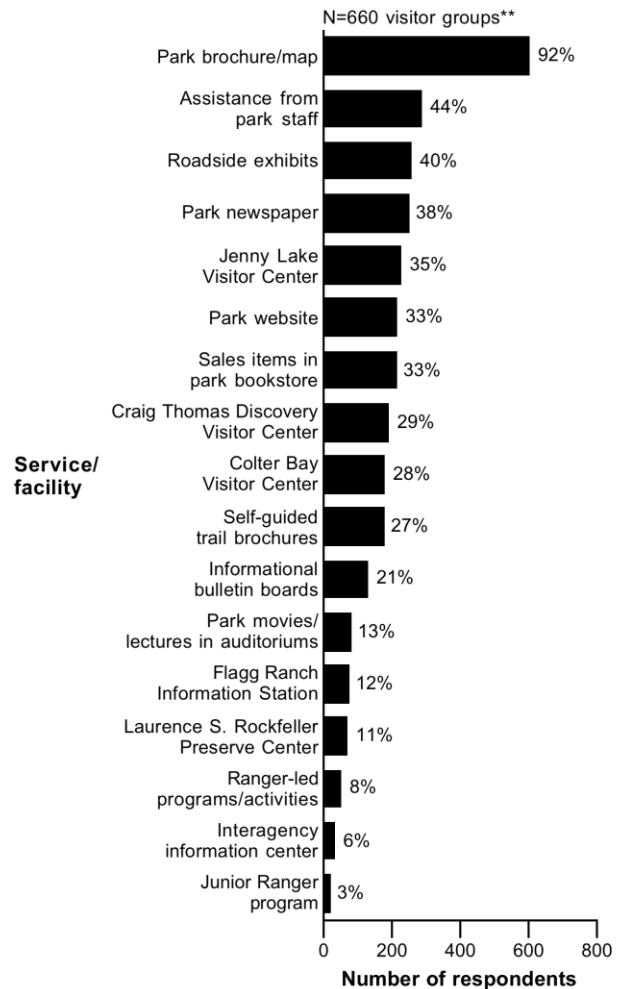
92% Park brochure/map  
44% Assistance from park staff  
40% Roadside exhibits

- The least used service/facility was the Junior Ranger program (3%).

**Comments**

“Assistance from park staff” was not a response choice for this question in the 1997 VSP study questionnaire. In retrospect, this was a good addition to the 2008 questionnaire, since “assistance from park staff” was the second highest information service used.

It is also interesting to note the popularity of the park website, which increased over two-fold since 1997.



**Figure 49: 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 or your personal group used, please rate their importance from 1-5.

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

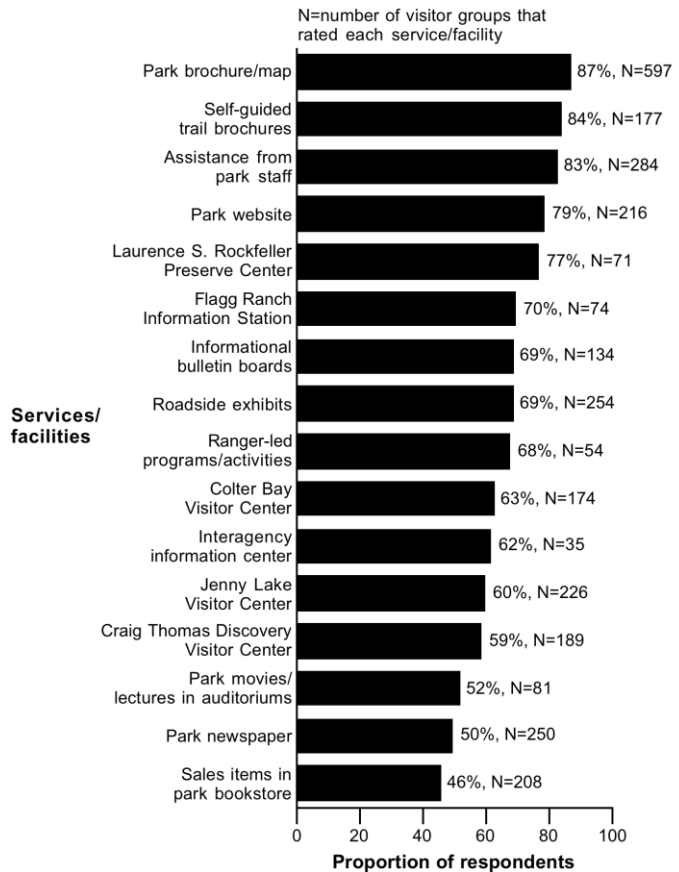
Results

- Figure 50 shows the combined proportions of “extremely important” and “very important” ratings for information services and facilities that were rated by 30 or more visitor groups.
- The information services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 87% Park brochure/map
  - 84% Self-guided trail brochures
  - 83% Assistance from park staff
- Figures 51 to 67 show the importance ratings for each information service facility.
- The information service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  - 4% Park newspaper

Comments

Worth noting is the high importance visitors place on the self-guided trail brochures.

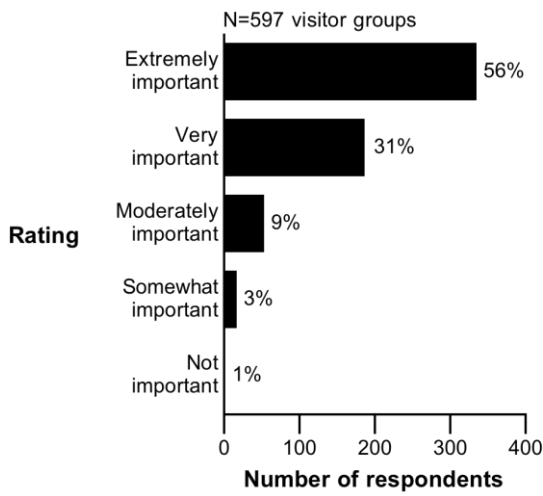
Also interesting is how low the park newspaper rates in importance to visitor groups. Grand Teton NP may want to consider moving critical information from the newspaper to the park brochure/map.



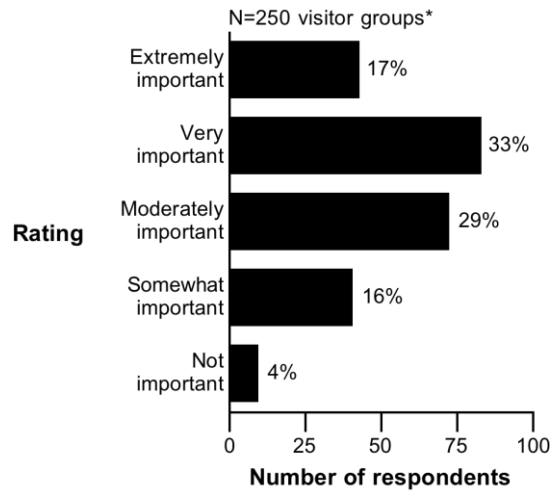
**Figure 50: Combined proportions of “extremely important” and “very important” ratings of information services and facilities**

\*total percentages do not equal 100 due to rounding

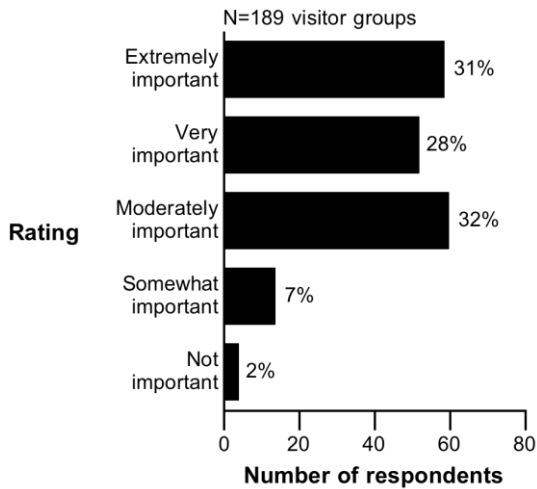
\*\*total percentages do not equal 100 because visitors could select more than one answer



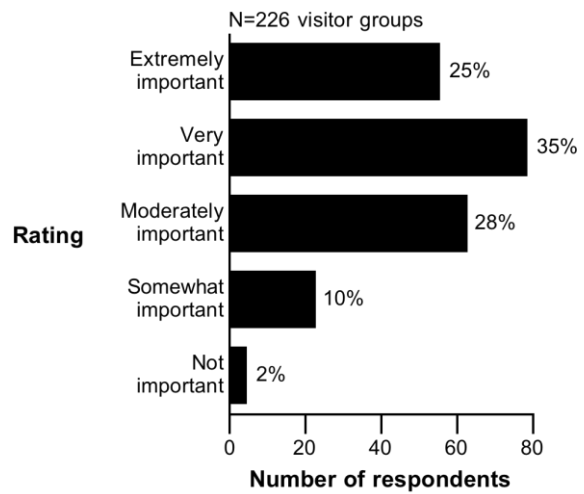
**Figure 51: Importance of official park brochure/map**



**Figure 52: Importance of park newspaper**



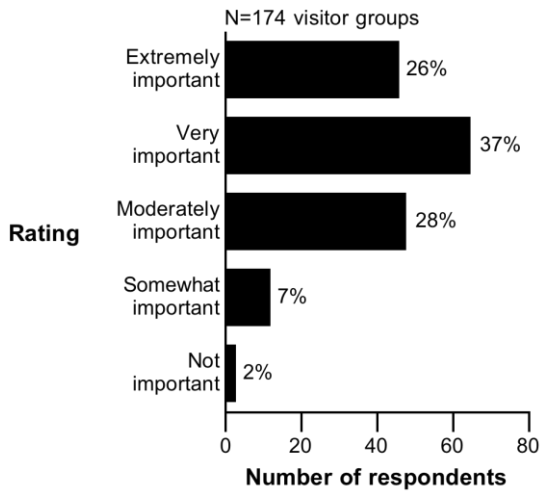
**Figure 53: Importance of Craig Thomas Discovery Visitor Center**



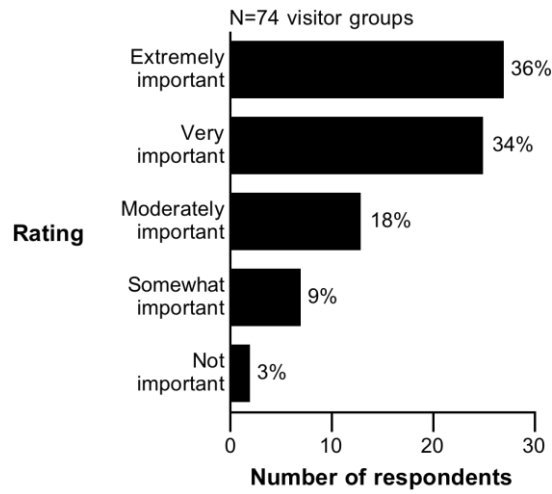
**Figure 54: Importance of Jenny Lake Visitor Center**

\*total percentages do not equal 100 due to rounding

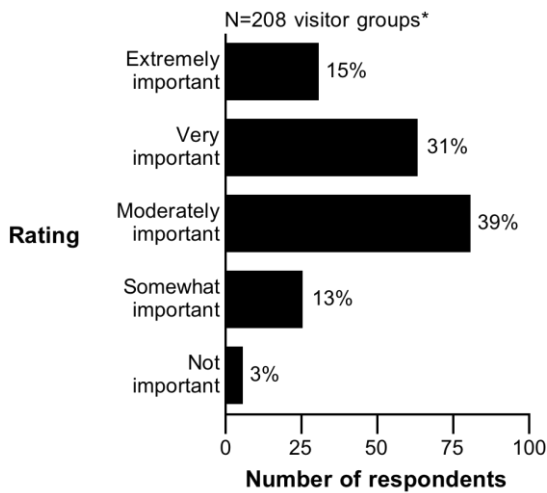
\*\*total percentages do not equal 100 because visitors could select more than one answer



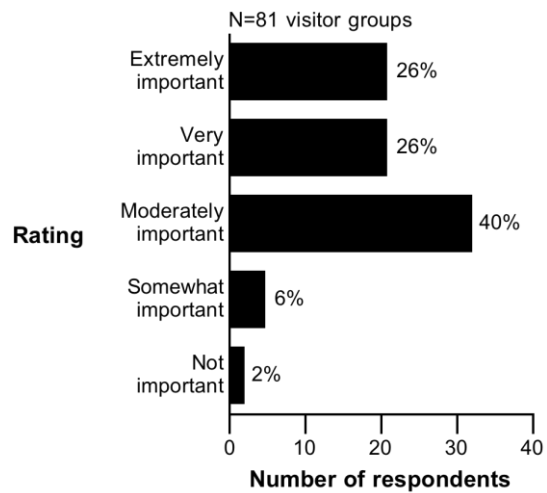
**Figure 55: Importance of Colter Bay Visitor Center**



**Figure 56: Importance of Flagg Ranch Information Station**



**Figure 57: Importance of sales items in park bookstore**



**Figure 58: Importance of park movies/lectures in auditoriums**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

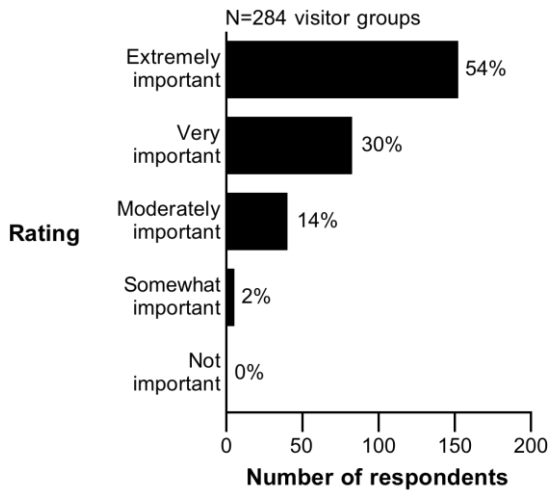


Figure 59: Importance of assistance from park staff

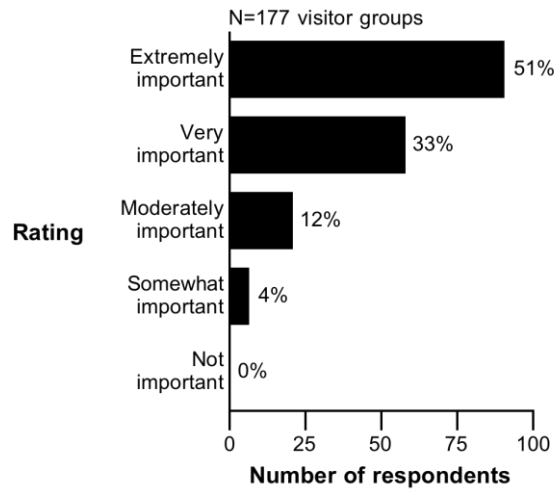


Figure 60: Importance of self-guided trail brochures

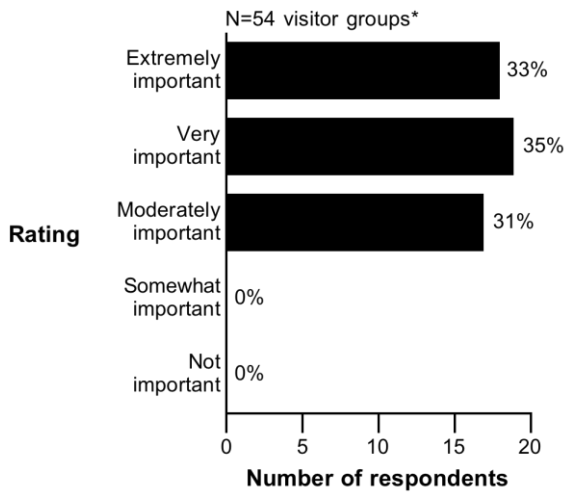


Figure 61: Importance of ranger-led programs/activities

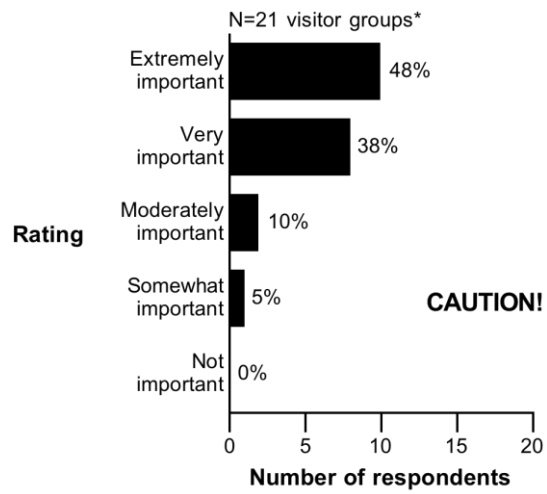


Figure 62: Importance of Junior Ranger program

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

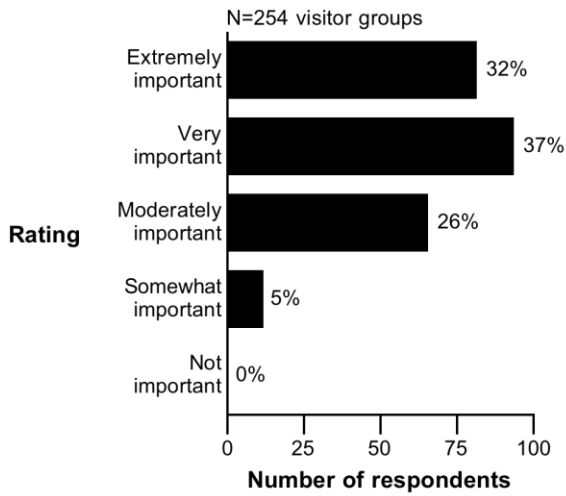


Figure 63: Importance of roadside exhibits

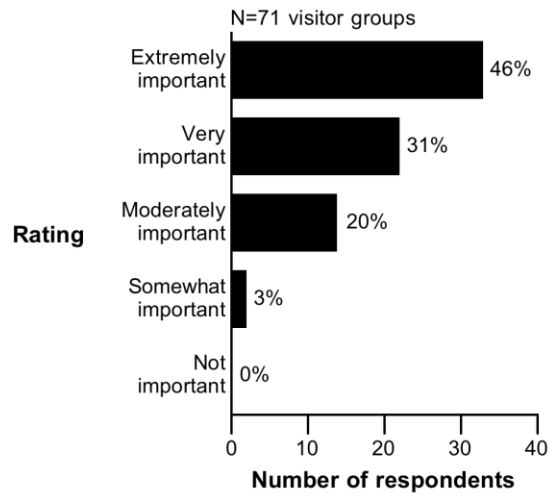


Figure 64: Importance of Laurance S. Rockefeller Preserve Center

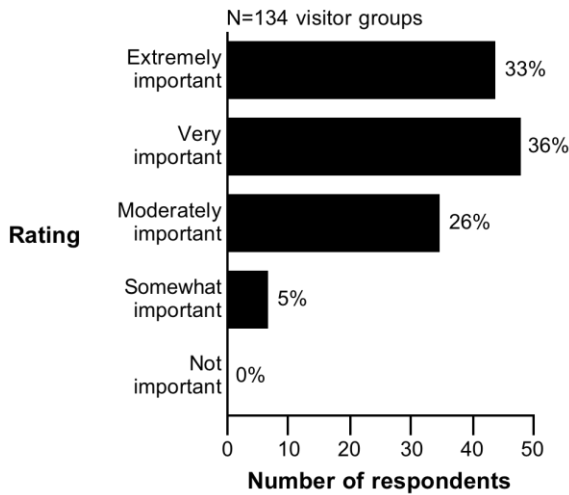


Figure 65: Importance of informational bulletin boards

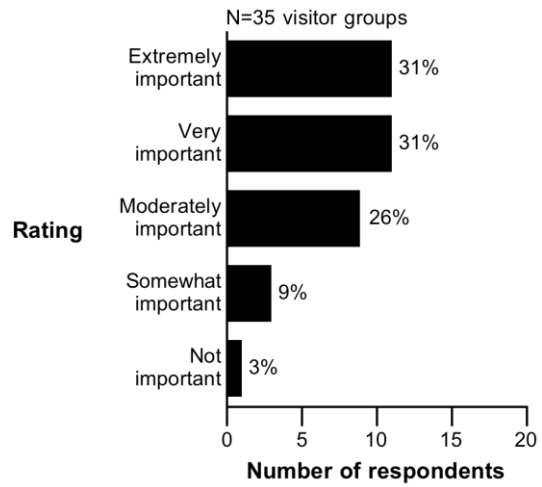


Figure 66: Importance of interagency information center (in Jackson, WY)

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

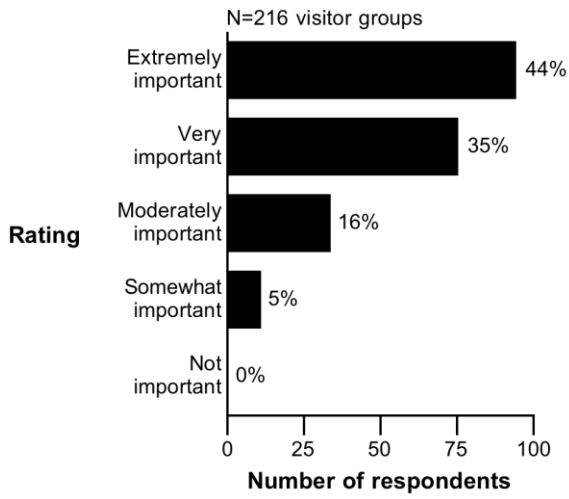


Figure 67: Importance of park website

\*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 or your personal group used, please rate their quality from 1-5.

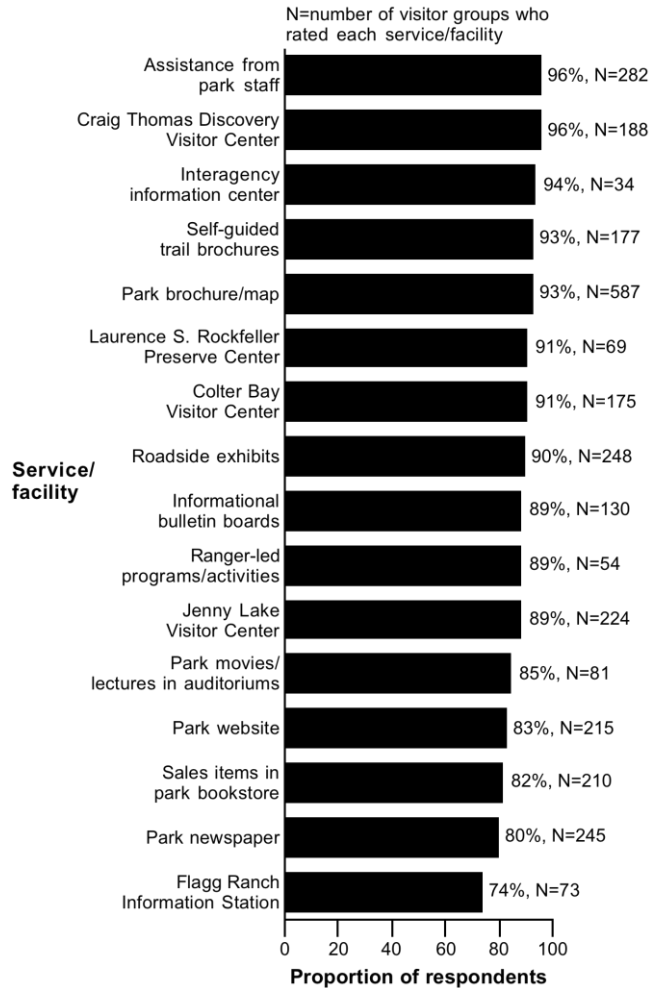
- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

**Results**

- Figure 68 shows the combined proportions of “very good” and “good” quality ratings for information services and facilities that were rated by 30 or more visitor groups.
- The information services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 96% Assistance from park staff
  - 96% Craig Thomas Discovery Visitor Center
  - 94% Interagency information center
- Figures 69 to 85 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups were:
  - 4% Ranger-led programs/activities

**Comments**

The park brochure/map was rated highly by 93% of visitors. This is the highest rating of the park brochure/map in NPS units surveyed in recent years.



**Figure 68: Combined proportions of “very good” and “good” quality ratings of information services/facilities**

**Comments (continued)**

The park website was rated highly by 83% of visitors. This is considerably lower than for other NPS units surveyed in recent years.

Also worth noting is the relatively low rating of the park newspaper.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

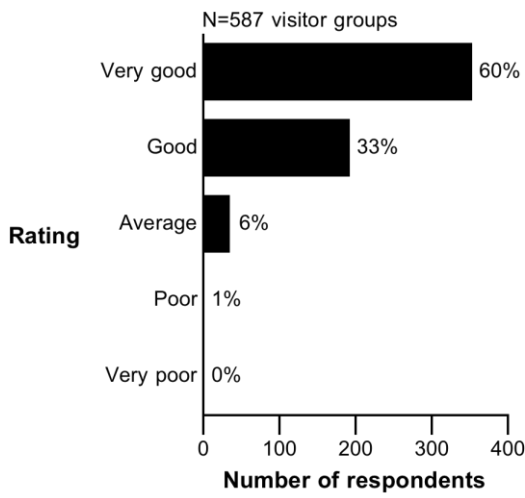


Figure 69: Quality of park brochure/map

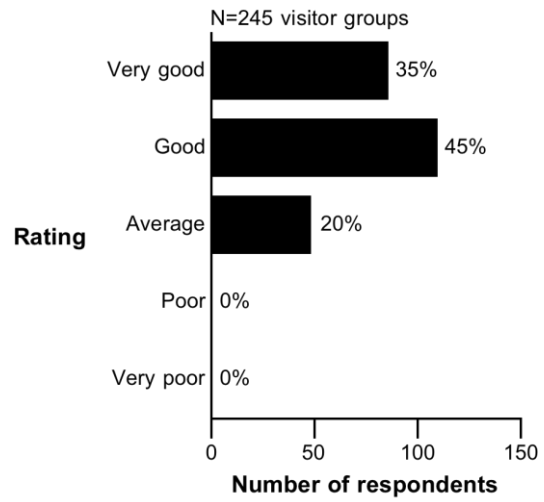


Figure 70: Quality of park newspaper

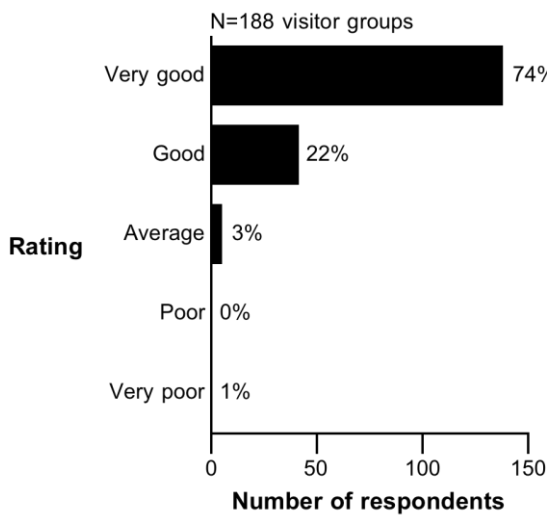


Figure 71: Quality of Craig Thomas Discovery Visitor Center

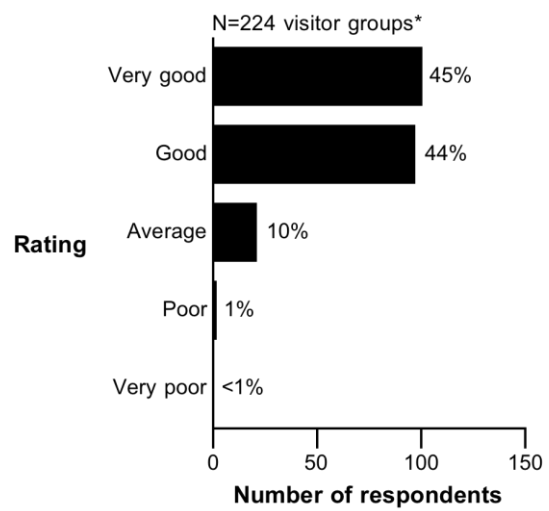
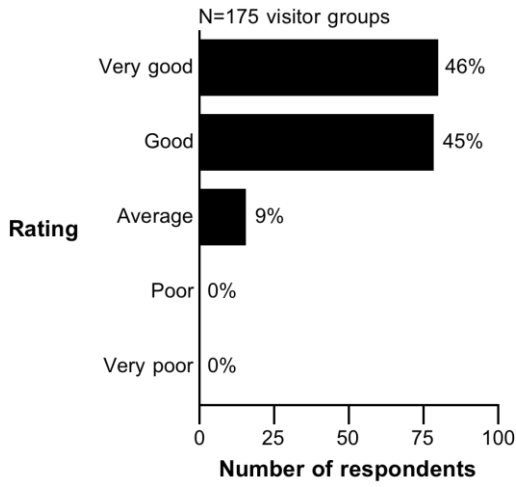


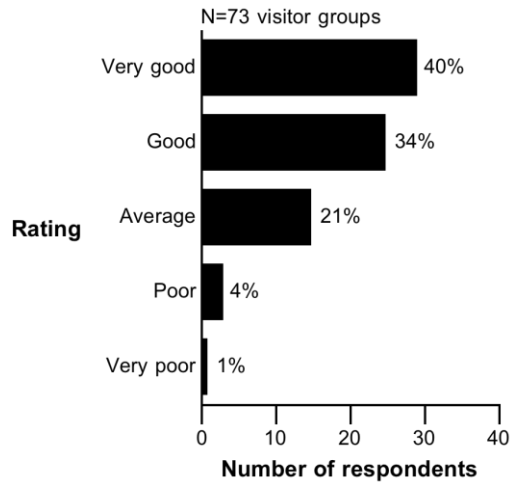
Figure 72: Quality of Jenny Lake Visitor Center

\*total percentages do not equal 100 due to rounding

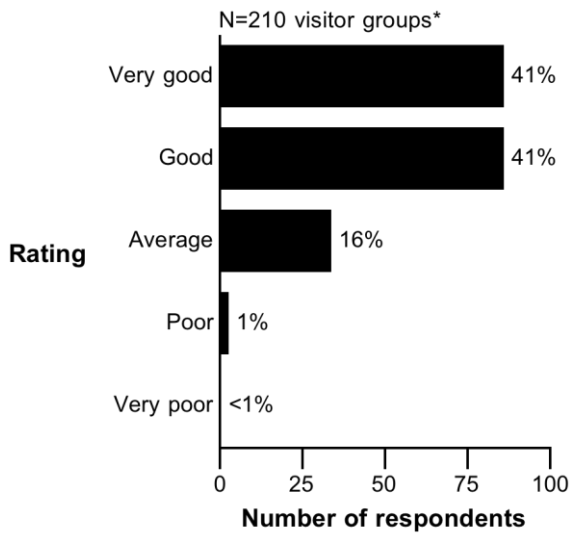
\*\*total percentages do not equal 100 because visitors could select more than one answer



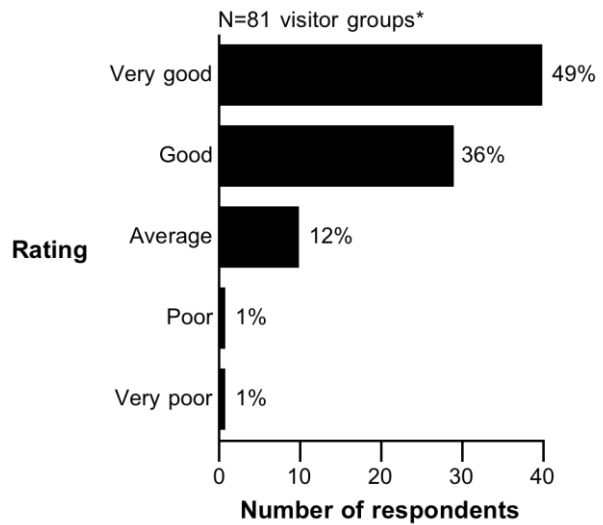
**Figure 73: Quality of Colter Bay Visitor Center**



**Figure 74: Quality of Flagg Ranch Information Center**



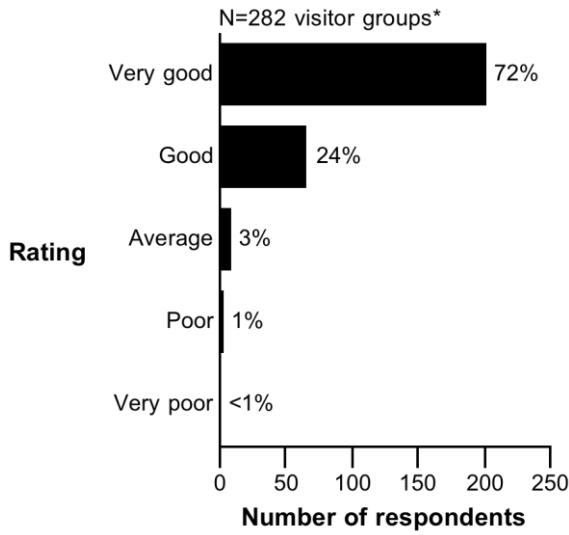
**Figure 75: Quality of sales items in park bookstore**



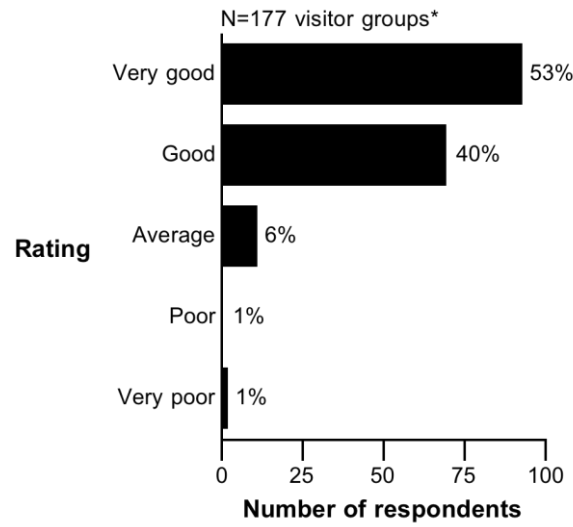
**Figure 76: Quality of park movies/lectures in auditoriums**

\*total percentages do not equal 100 due to rounding

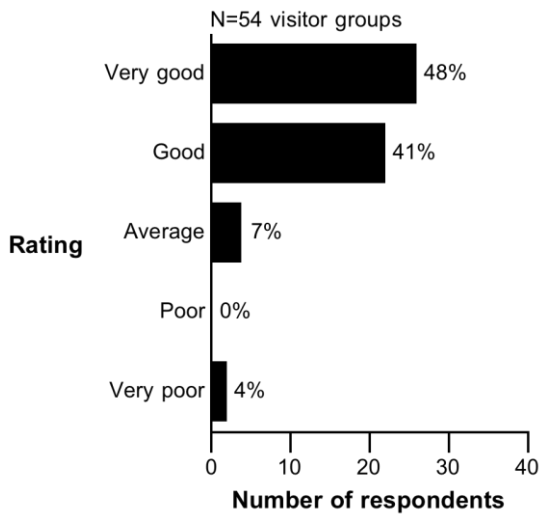
\*\*total percentages do not equal 100 because visitors could select more than one answer



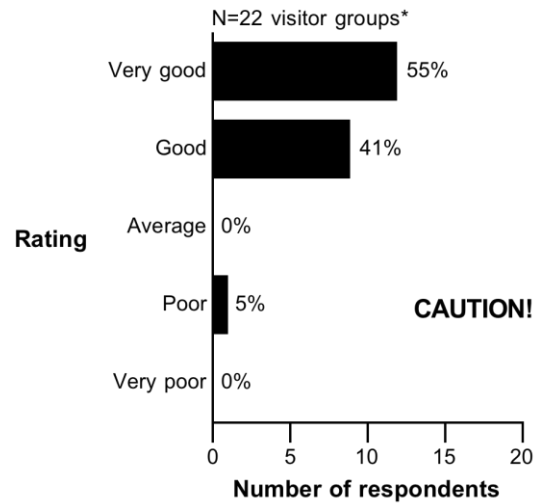
**Figure 77: Quality of assistance from park staff**



**Figure 78: Quality of self-guided trail brochures**



**Figure 79: Quality of ranger-led programs/activities**



**Figure 80: Quality of Junior Ranger program**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

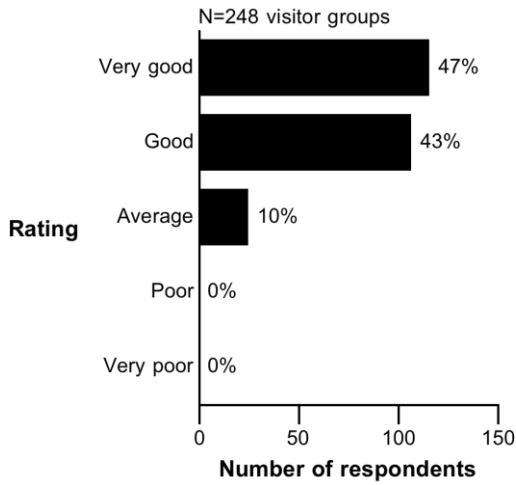


Figure 81: Quality of roadside exhibits

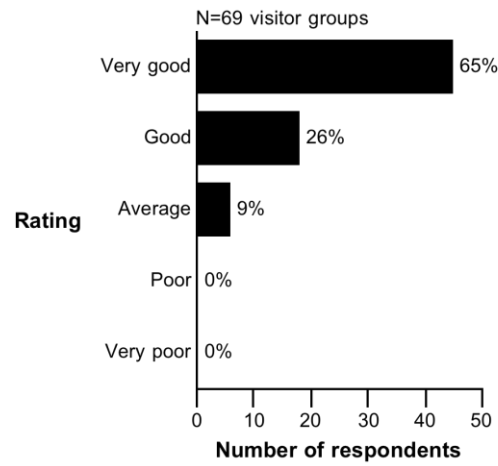


Figure 82: Quality of Laurance S. Rockefeller Preserve

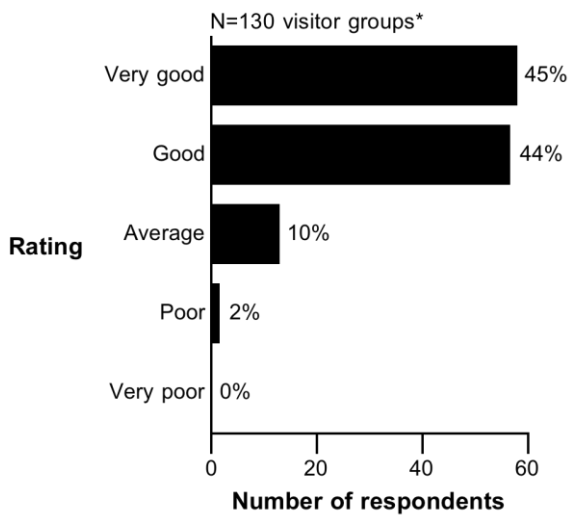


Figure 83: Quality of informational bulletin boards

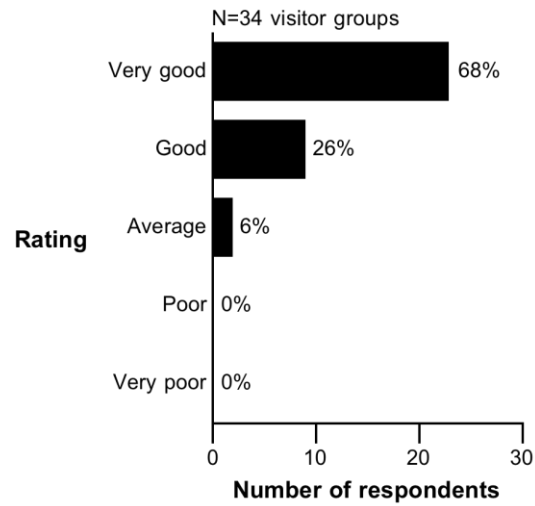


Figure 84: Quality of interagency information center (in Jackson, WY)

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

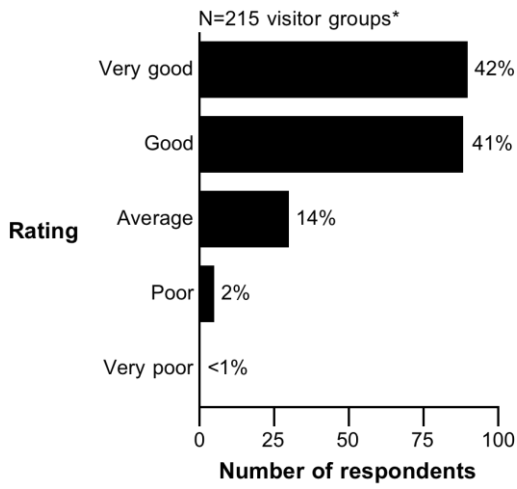


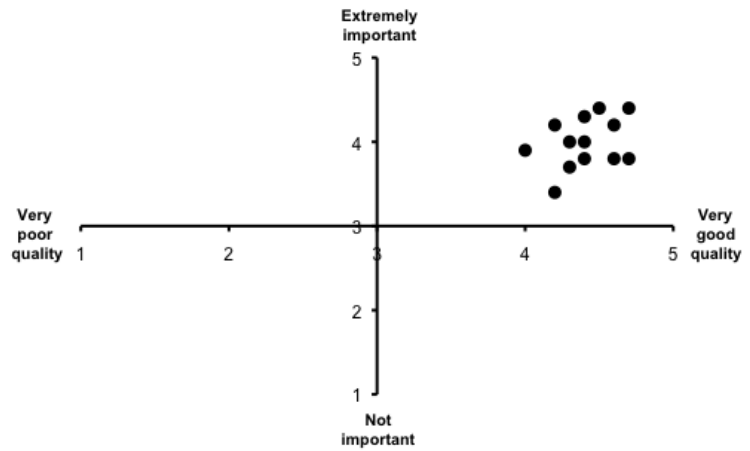
Figure 85: Quality of park website

\*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 for information services and facilities**

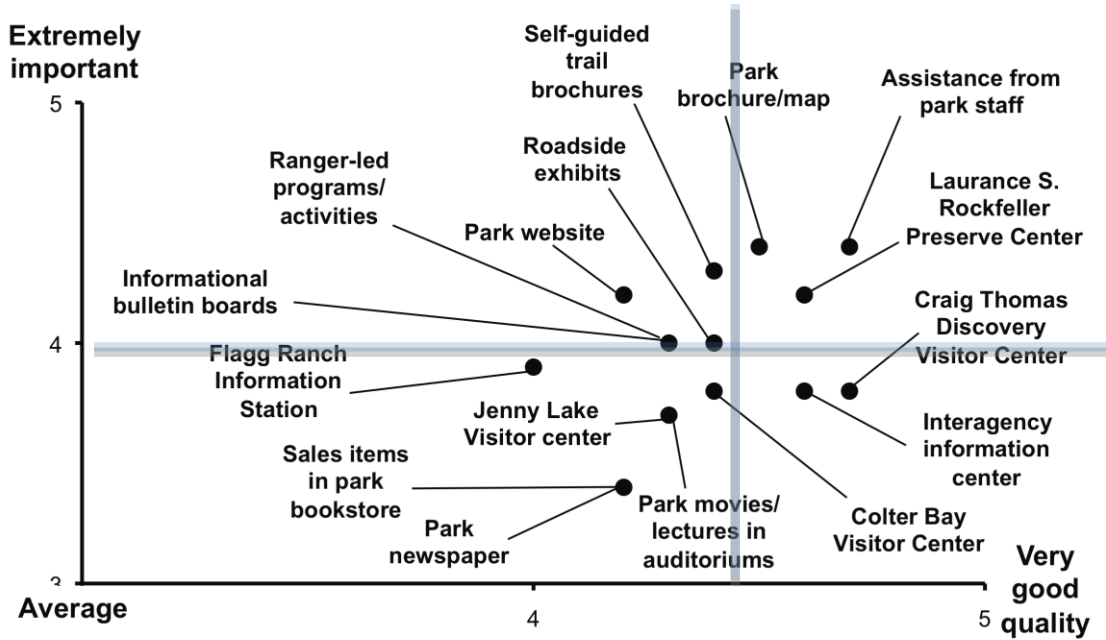
- Figures 86 and 87 show the mean scores of importance and quality ratings for all information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.



Grid Interpretation:

Needs Work	Keep up the Good Work
Low Priority	Watch Overkill

**Figure 86: Mean scores of importance and quality ratings for information services/facilities**



**Figure 87: Detail of Figure 86**

\*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 the visitor services and facilities that you or your personal group used in Grand Teton National Park during this visit.

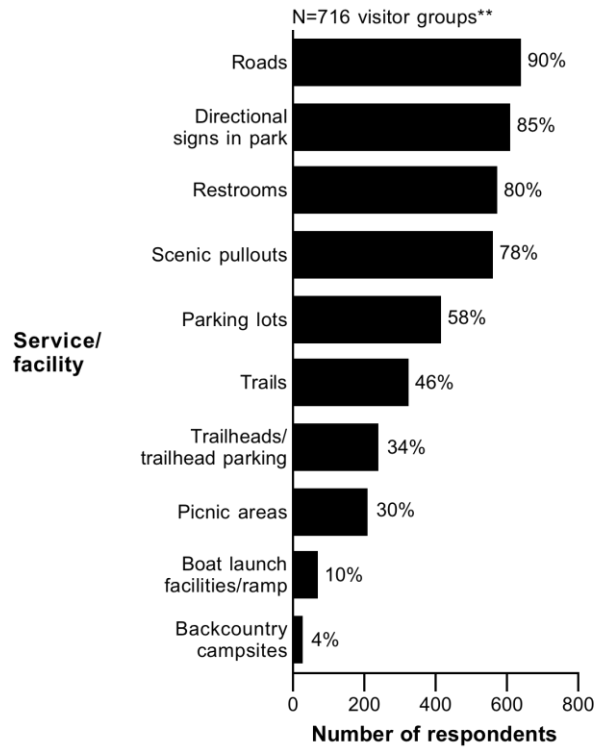
**Results**

- As shown in Figure 88, the most common visitor services and facilities used by visitor groups were:

90% Roads  
 85% Directional signs in park  
 80% Restrooms  
 78% Scenic pullouts

- The least used service/facility was:

4% Backcountry campsites



**Figure 88: 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 or 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

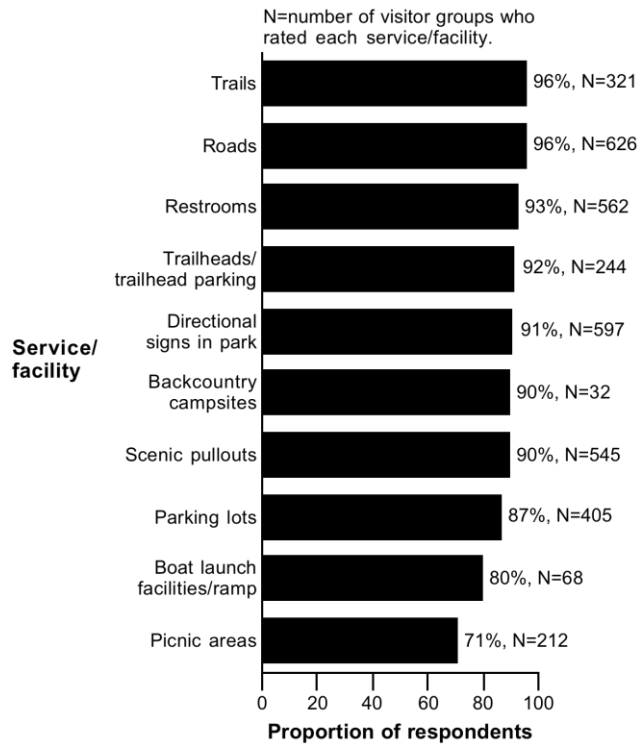
Results

- Figure 89 shows the combined proportions of “extremely important” and “very important” ratings for 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:

- 96% Trails
- 96% Roads
- 93% Restrooms

- Figures 90-99 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 3% Backcountry campsites



**Figure 89: 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

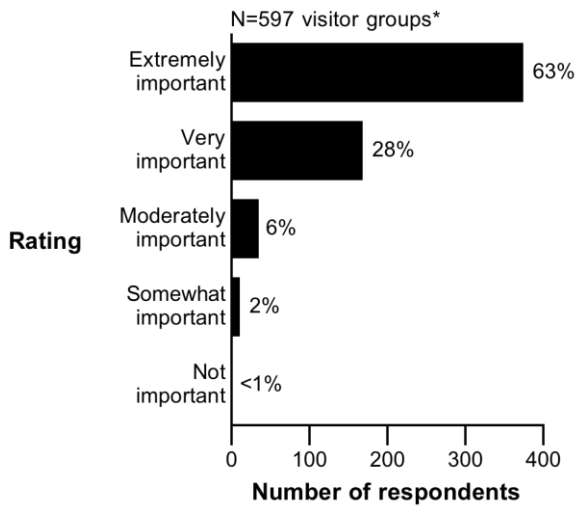


Figure 90: Importance of directional signs in park

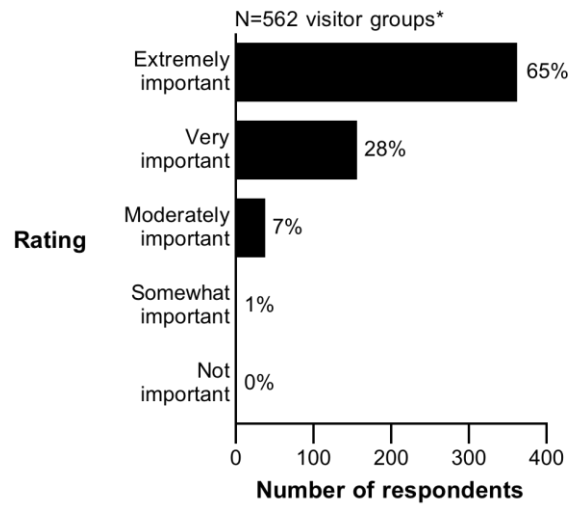


Figure 91: Importance of restrooms

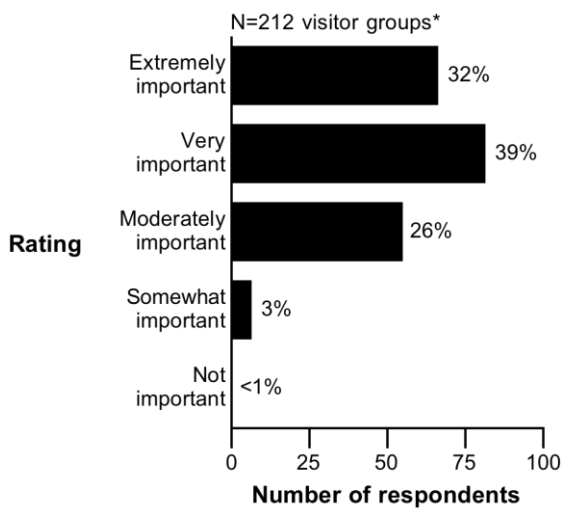


Figure 92: Importance of picnic areas

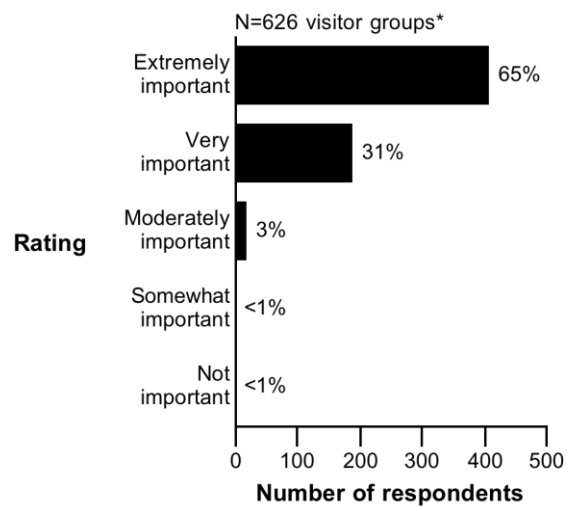


Figure 93: Importance of roads

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

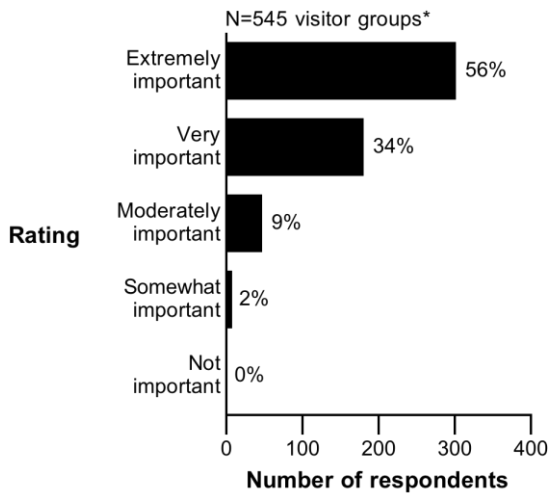


Figure 94: Importance of scenic pullouts

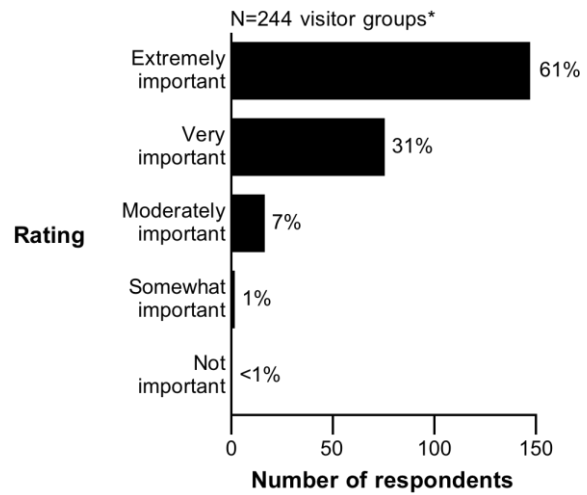


Figure 95: Importance of trailheads/  
trailhead parking

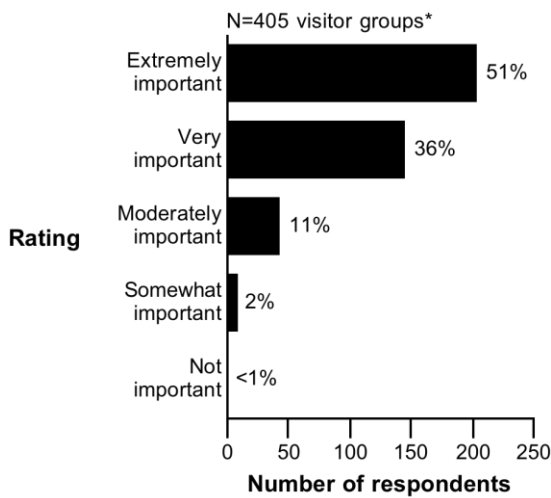


Figure 96: Importance of parking lots

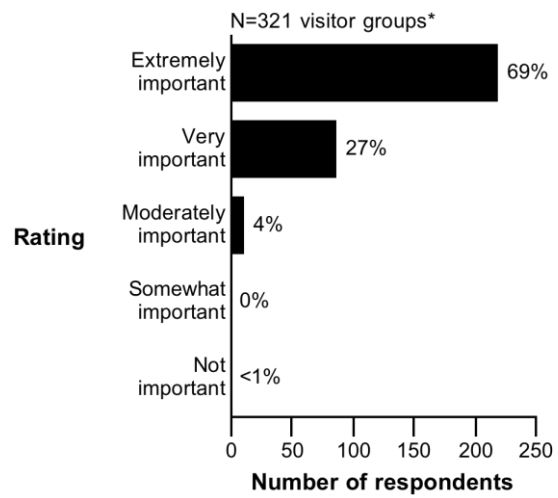
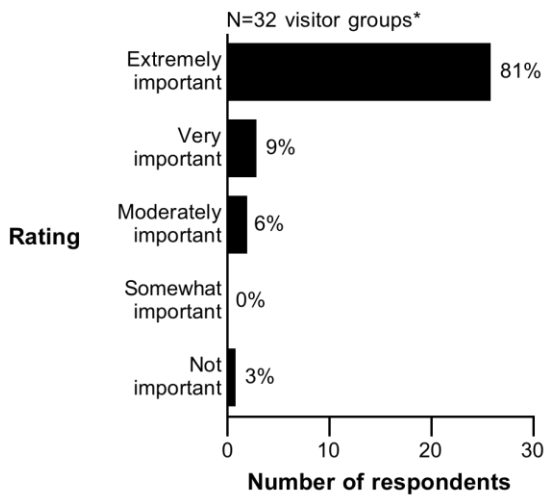


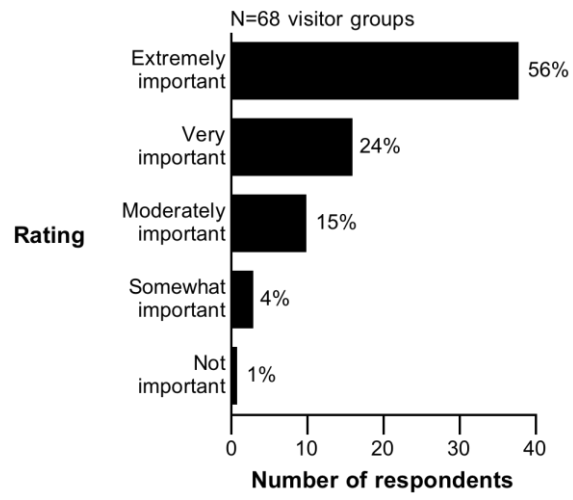
Figure 97: Importance of trails

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 98: Importance of backcountry campsites**



**Figure 99: Importance of boat launch facilities/ramp**

\*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**

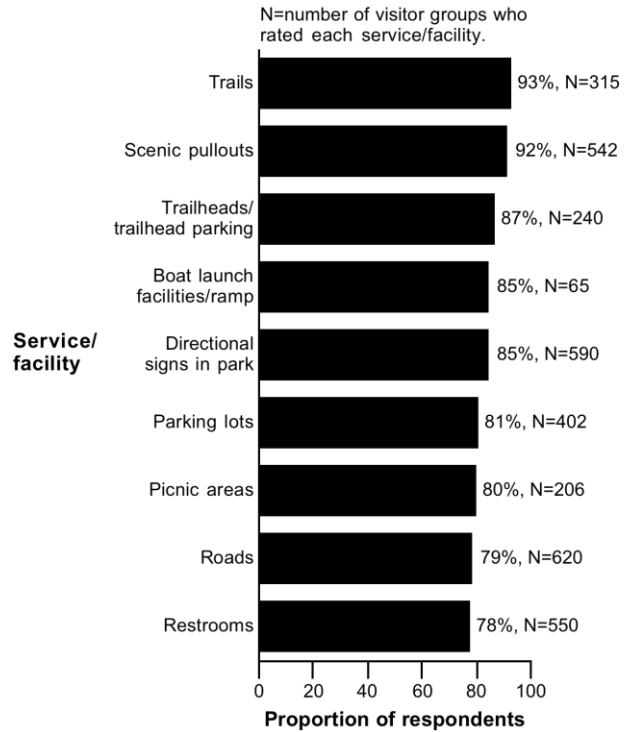
Question 14c

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

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

Results

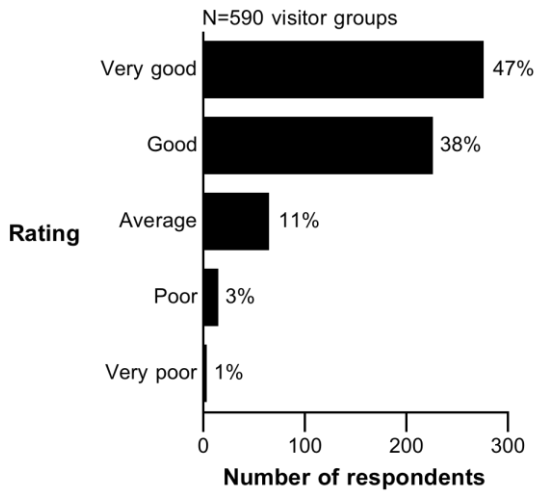
- Figure 100 shows the combined proportions of “very good” and “good” quality ratings for visitor services/facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 93% Trails
  - 92% Scenic pullouts
  - 87% Trailheads/trailhead parking
- Figures 101 to 110 show the quality ratings for each service/facility.
- The services/facilities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups were:
  - 1% Directional signs in park
  - 1% Restrooms



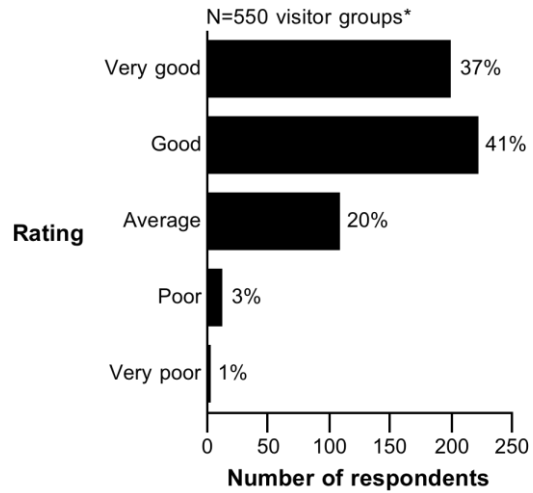
**Figure 100: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities**

\*total percentages do not equal 100 due to rounding

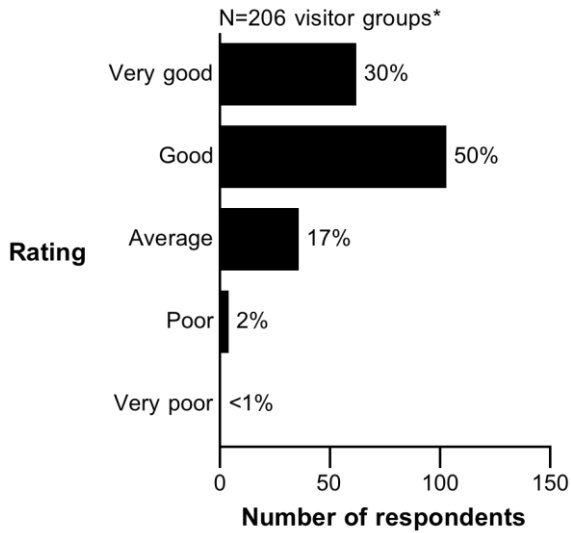
\*\*total percentages do not equal 100 because visitors could select more than one answer



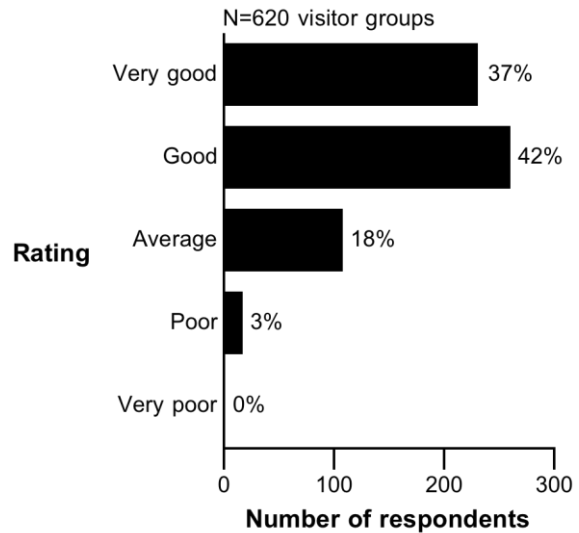
**Figure 101: Quality of directional signs in park**



**Figure 102: Quality of restrooms**



**Figure 103: Quality of picnic areas**



**Figure 104: Quality of roads**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

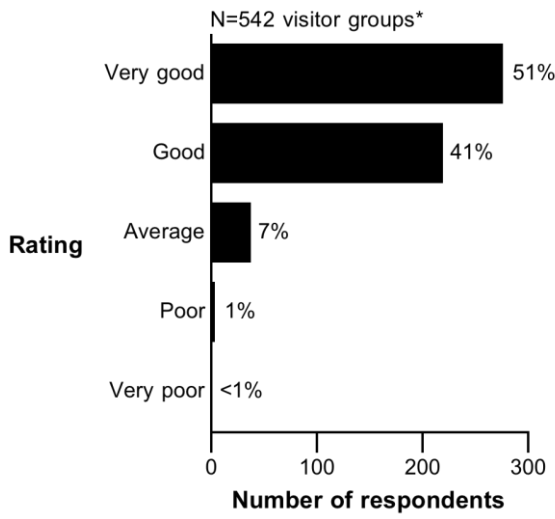


Figure 105: Quality of scenic pullouts

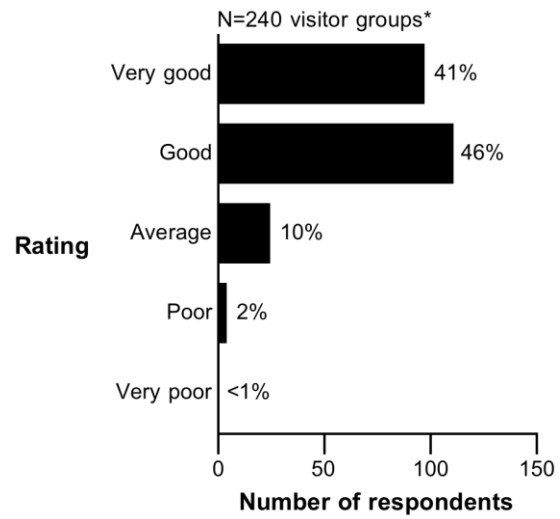


Figure 106: Quality of trailheads/  
trailhead parking

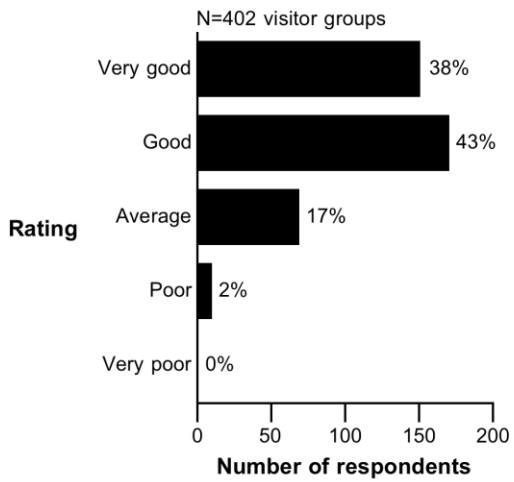


Figure 107: Quality of parking lots

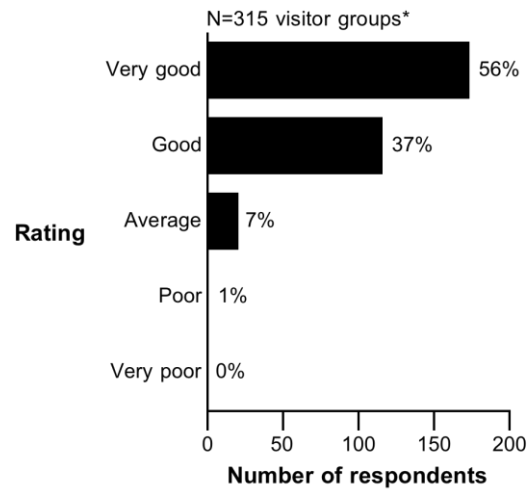
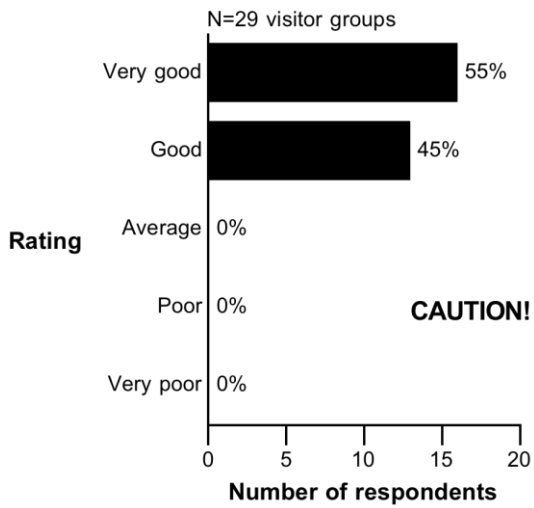


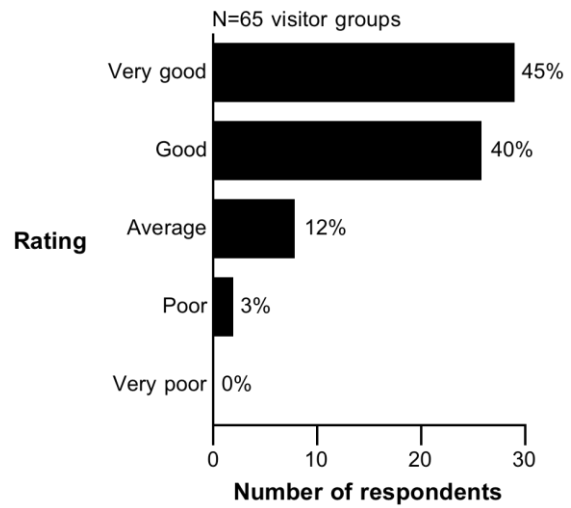
Figure 108: Quality of trails

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 109: Quality of backcountry campsites**



**Figure 110: Quality of boat launch facilities/ramp**

\*total percentages do not equal 100 due to rounding

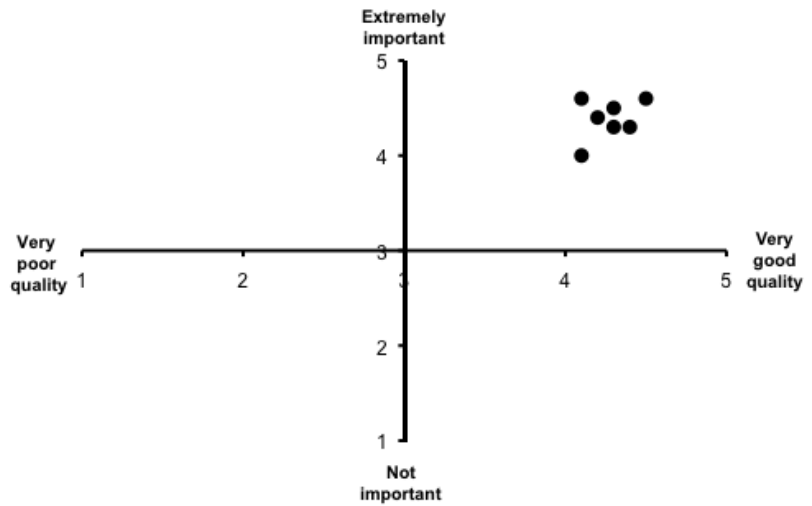
\*\*total percentages do not equal 100 because visitors could select more than one answer

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

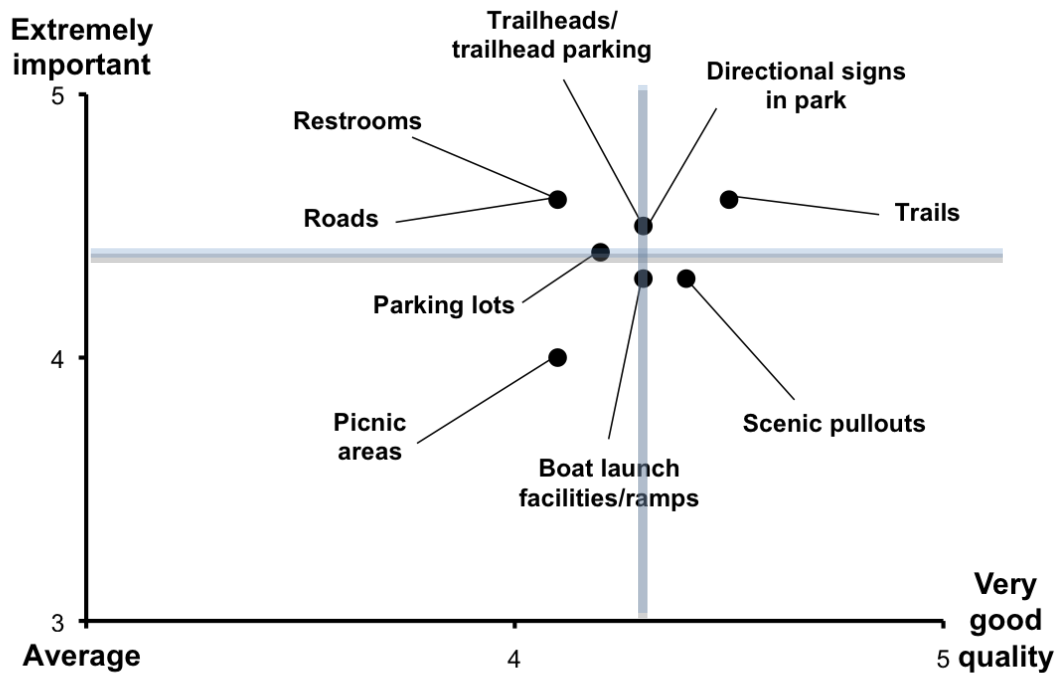
- Figures 111 and 112 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

Grid Interpretation:

Needs	Keep up the
Work	Good Work
Low	Watch
Priority	Overkill



**Figure 111: Mean scores of importance and quality ratings for visitor services/facilities**



**Figure 112: Detail of Figure 111**

\*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 on services/facilities

### Question 14d

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

### Results

- Table 22 shows visitor groups' (N=127) comments on visitor services and facilities.

**Table 22: Visitor comments on services/facilities**

N=154 comments;  
some visitor made more than one comment.

Service/facility	Comment	Number of times mentioned
Backcountry camping	Hard to locate	1
	Ranger office helpful	1
	Reservation too specific	1
Boat launch facilities/ ramp	Crowded	1
	Crowding at String Lake	1
	Excellent at Jenny Lake	1
	Ferry expensive	1
	Good kayak rental prices	1
	Gorgeous marina at Colter Bay	1
	Keep Yellowstone and Flagg facilities primitive	1
Directional signs in park	Excellent	4
	Improve signs	4
	Increase sign size	3
	Add signs at turning points	2
	Add signs (general)	1
	Add signs to Colter Bay corral	1
	Appreciate discrete nature of signs	1
	Improve signs for motorcyclists	1
	Improve signs to Colter Bay	1
	Increase distance between signs and turn-offs	1
Parking lots	Overcrowded lot at Jenny Lake	8
	Crowded	4
	More parking at Jenny Lake	7
	Add signs stating no overnight parking	1
	Crowded but keep same	1
	Enforce RV parking at Jenny Lake	1
	Good disabled parking	1
	Large RV area at Signal Mountain	1
	Overcrowded lot at Rockefeller Preserve	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 22: Visitor comments on services/facilities**  
(continued)

Service/facility	Comment	Number of times mentioned
Picnic areas	Add picnic areas	2
	Add picnic tables	2
	Add picnic tables at Jenny Lake	1
	Crowded/dirty	1
	Enforce parking regulations at Colter Bay picnic area	1
	Maintain/replace (general)	1
	Maintain/replace at Colter Bay	1
	Moose visitor center picnic area is wonderful	1
	No restrooms	1
	No trash cans	1
Restroom missing lock at Colter Bay	1	
Ranger program	Excellent ranger on Murie tour	1
Restrooms	Keep clean/maintain	9
	Add	5
	Crowded	2
	Need hand sanitizer	2
	Very clean	2
	Add diaper station	1
	Add drinking water	1
	Add flushable toilets at picnic areas	1
	Dirty at Jenny Lake	1
	Good availability	1
	Great green toilets at Rockefeller Preserve	1
	Install green toilets	1
	Keep Jenny Lake clean	1
	Maintain water fountain at Jenny Lake	1
Paint restrooms at String Lake	1	
Roads	Repair potholes/damage	3
	Repair potholes/damage on Moose Wilson road	2
	Rough road	2
	Construction is a nuisance	1
	Crowded	1
	Disliked gravel on road	1
	Improve bike conditions	1
	Improve turnout signs	1
	Maintain gravel roads	1
	Night road construction appreciated	1
	Poor shoulders for bikes	1
	Repair potholes/damage in Teton Village	1
	Repair potholes/damage on Death Canyon Road	1
	Road construction caused long delay	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 22: Visitor comments on services/facilities**  
(continued)

Service/facility	Comment	Number of times mentioned
Roads (continued)	Rough road at north section	1
	Sweep shoulders	1
	Terrible condition at Oxbow	1
	Why is part of Moose-Wilson road unpaved?	1
	Widen shoulder	1
	Widen shoulder from Flagg Ranch to Lizard Creek	1
Scenic pullouts	Great	2
	Not enough	2
	Add restrooms	1
	Add/improve exhibits-add history, geology	1
	Improve turnout signs	1
Trailheads/trailhead parking	Add shaded areas	1
	Clarify distances/difficulty	1
	Improve markers	1
	Improve markers at Leigh, String Lakes, Cascade Canyon	1
	Improve Phelps lake sign	1
	Maintain Lower Tewnot	1
	Overcrowded lot at Death Canyon	1
	Well marked at Amphitheater Lake	1
Trails	Improve signs	3
	Add shorter options	1
	Excessive horse manure, String to Leigh Lake	1
	Extremely hard for wheelchairs at Rockefeller Preserve	1
	Markers for snow	1
	Provide bear activity updates	1
	Sharing with horses is unpleasant	1
	Well marked and maintained	1
	General	Colter Bay Center was wonderful
Excellent website		1
Good facilities		1
Great park information		1
Helpful employees		1
Improve pictures/explanations at Menor's Ferry		1
Lengthen visitor center hours		
Upgrade and add elevator at Colter Bay center		1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

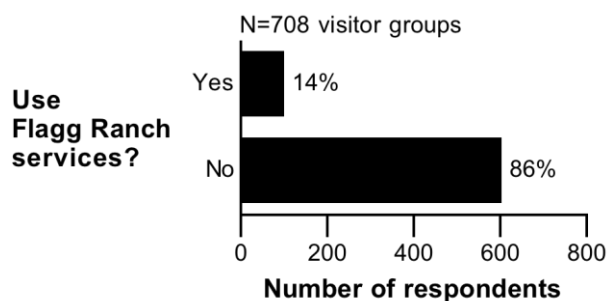
## Services at Flagg Ranch

### Question 15a

On this visit, did you and your group use any of the services at Flagg Ranch (information station, lodge, campground, restaurant, gas station, horseback riding, hiking trails, etc.)?

### Results

- 14% of visitor groups used Flagg Ranch services (see Figure 113).



**Figure 113: Visitor groups that used Flagg Ranch services**

### Question 15b

If YES, which services?

### Results

- Table 23 shows the services that visitor groups (N=101) used at Flagg Ranch.

**Table 23: Services used at Flagg Ranch**

N=169 comments;  
some visitor groups made more than one comment.

Service	Number of times mentioned
Information center	43
Gas station	34
Restaurant	29
Lodge	15
Restrooms	13
Store	12
Campground	10
Hiking trails	5
Cabins	4
Activity coordinator	1
All facilities	1
Laundry	1
River	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 15c  
If NO, why not?

## Results

- Table 24 shows the reasons visitor groups (N=250) did not use services at Flagg Ranch.

**Table 24. Reasons for not using services at Flagg Ranch**  
N=259 comments;  
some visitor groups made more than one comment.

Reason	Number of times mentioned
Not enough time	61
Services not needed	35
Did not stop	30
Just driving through	29
Did not travel that area	19
Not on itinerary	15
Unaware of Flagg Ranch	11
Visited other locations	10
Short trip	9
Traveling to Yellowstone	8
Not familiar with Flagg Ranch	5
Not interested	4
Had no information on Flagg Ranch	3
Visited on prior trip	3
Expense	2
Just visiting one day	2
Unaware it was possible	2
Allergic to horses	1
Can't remember seeing it!	1
Missed turnoff/poor signs	1
No vacancy	1
Not highly recommended	1
Poor handicap access	1
Resident	1
Too heavy for horses	1
Traveling by motorcycle	1
Traveling on tour bus	1
Visitor information closed	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Concession services and facilities used**

Question 16a

Please indicate all concession services and facilities that you or your personal group used in Grand Teton National Park during this visit.

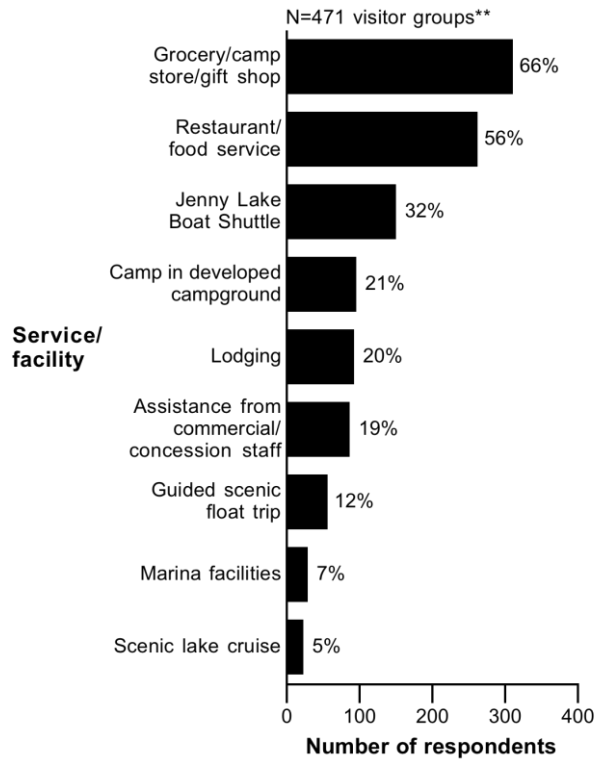
Results

- As shown in Figure 114, the most common concession services and facilities used by visitor groups were:

66% Grocery/camp store/gift shop  
56% Restaurant/food service

- The least used service/facility was:

5% Scenic lake cruise



**Figure 114: Concession 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 concession services and facilities**

Question 16b

Next, for only those services and facilities that you or 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

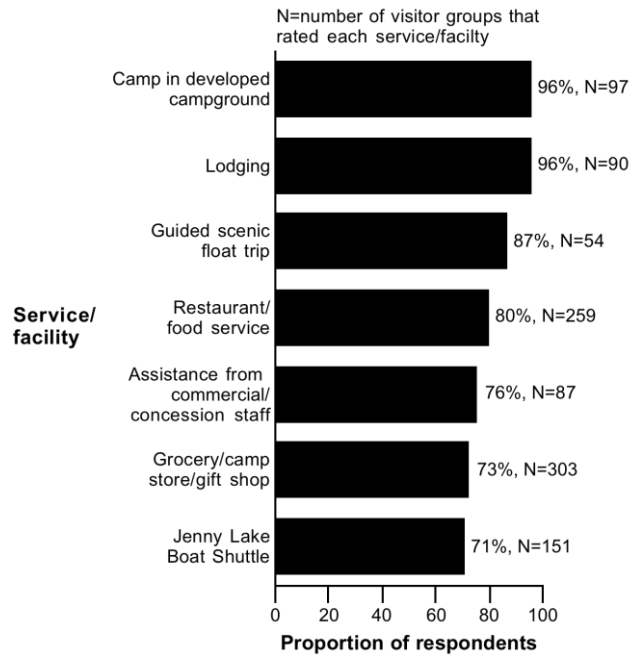
Results

- Figure 115 shows the combined proportions of “extremely important” and “very important” ratings for concession 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:

- 96% Camp in developed campground
- 96% Lodging
- 87% Guided scenic float trip

- Figures 116 to 124 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 3% Jenny Lake Boat Shuttle



**Figure 115: Combined proportions of “extremely important” and “very important” ratings of concession 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

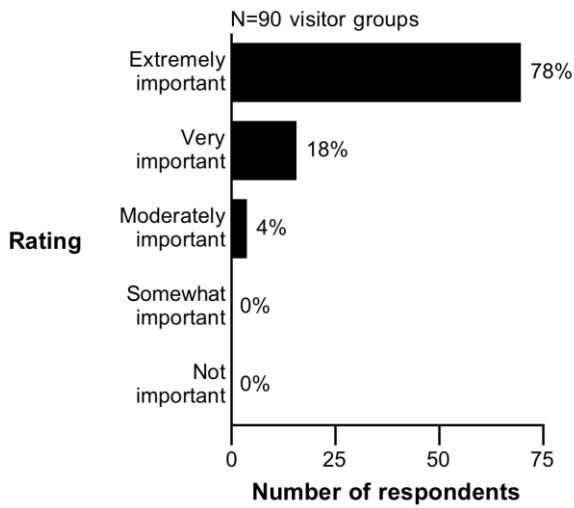


Figure 116: Importance of lodging

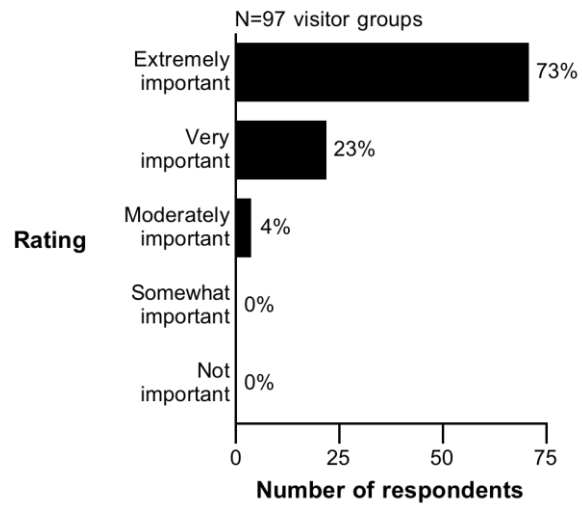


Figure 117: Importance of developed campground

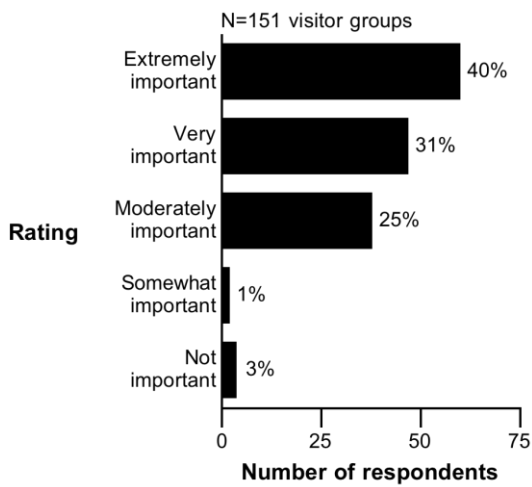


Figure 118: Importance of Jenny Lake Boat Shuttle

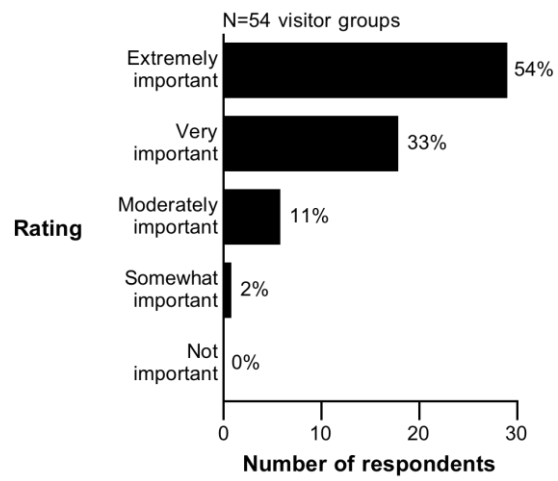
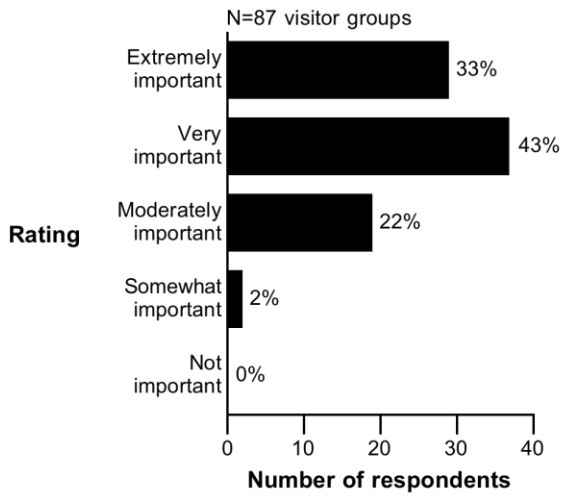


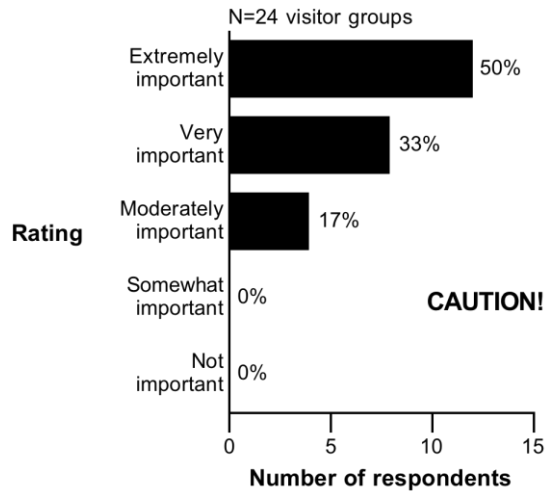
Figure 119: Importance of guided scenic float trip

\*total percentages do not equal 100 due to rounding

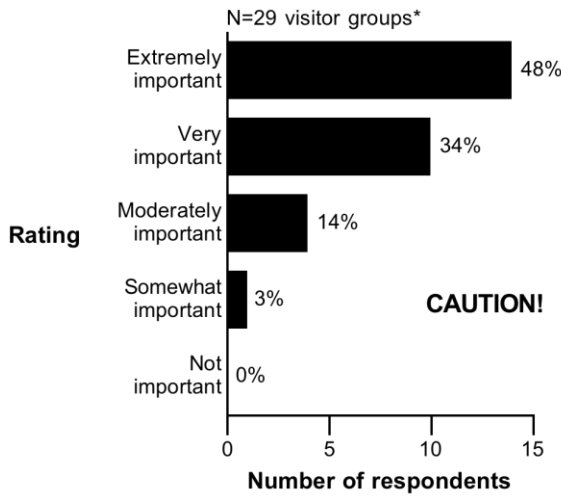
\*\*total percentages do not equal 100 because visitors could select more than one answer



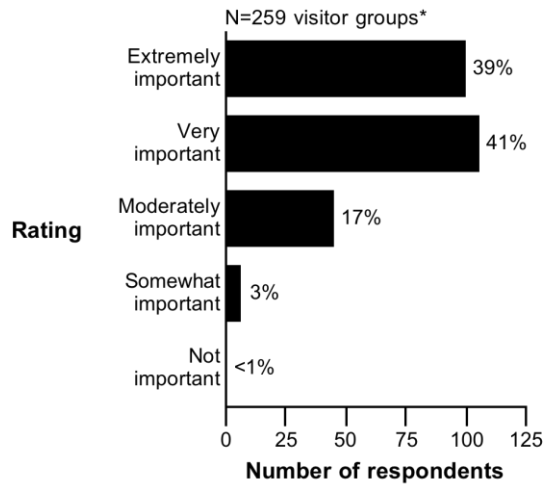
**Figure 120: Importance of assistance from commercial/concession staff**



**Figure 121: Importance of scenic lake cruise**



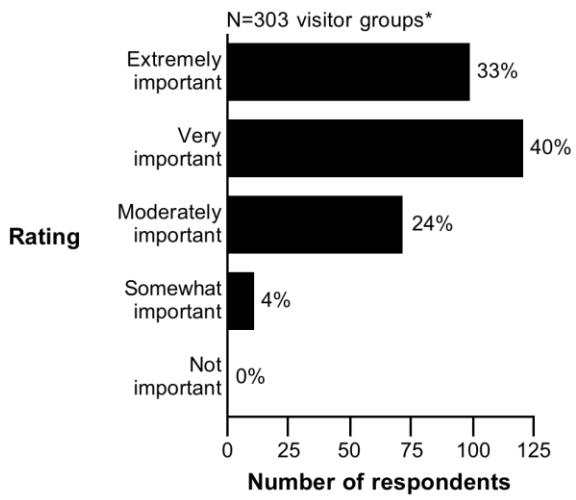
**Figure 122: Importance of marina facilities**



**Figure 123: Importance of restaurant/food service**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 124: Importance of grocery/camp store/gift shop**

\*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 concession services and facilities**

Question 16c

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

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

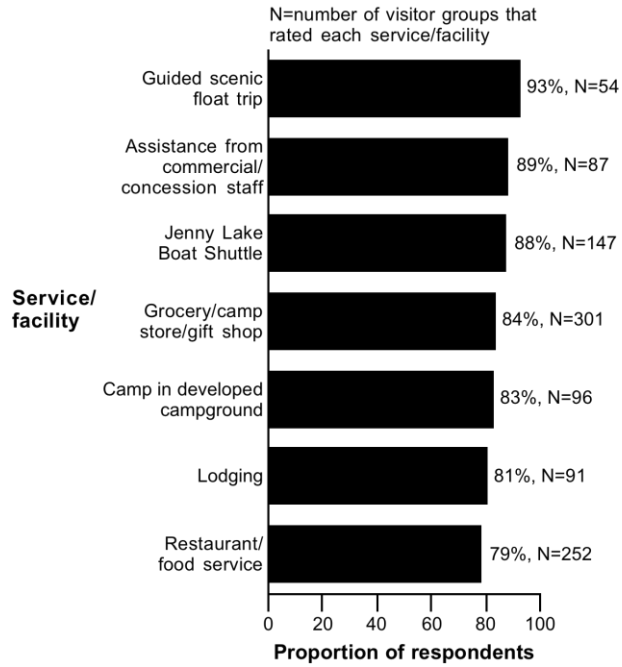
Results

- Figure 125 shows the combined proportions of “very good” and “good” quality ratings for concession services/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:

- 93% Guided scenic float
- 89% Assistance from commercial/concessions staff
- 88% Jenny Lake Boat Shuttle

- Figures 126 to 134 show the quality ratings for each service/facility.
- The services/facilities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups were:

- 1% Developed campgrounds
- 1% Restaurant/food service



**Figure 125: Combined proportions of “very good” and “good” quality ratings of concession 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

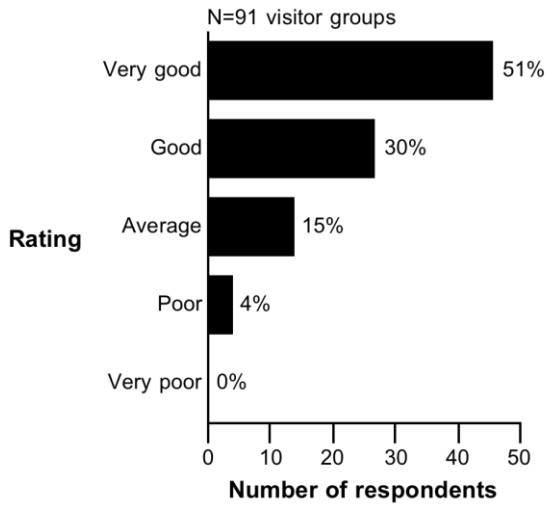


Figure 126: Quality of lodging

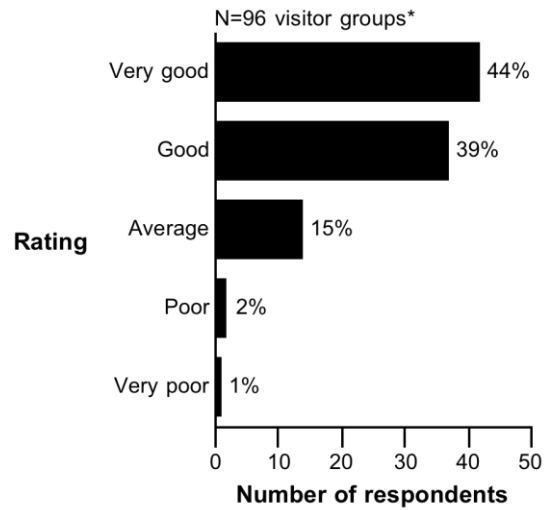


Figure 127: Quality of developed campgrounds

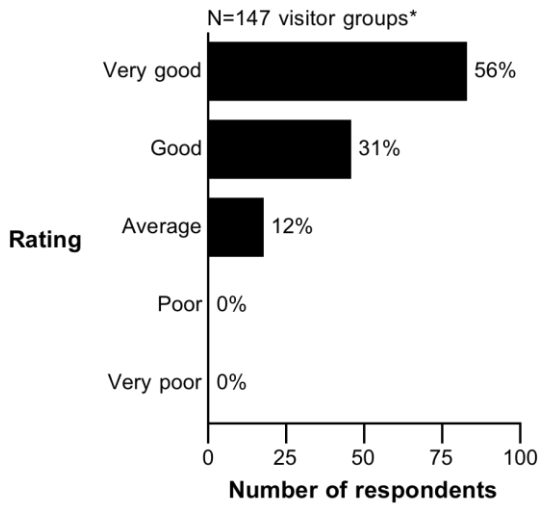


Figure 128: Quality of Jenny Lake Boat Shuttle

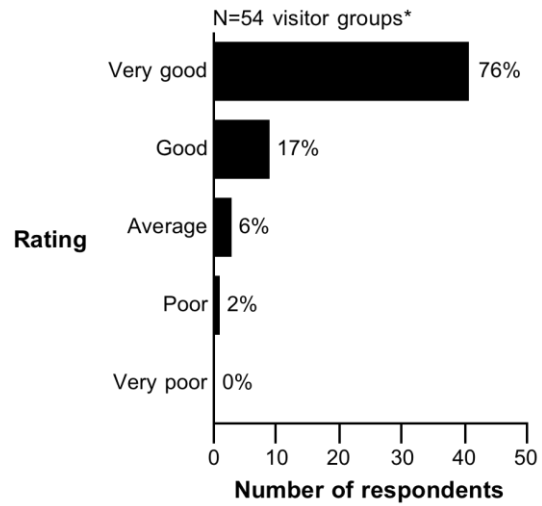
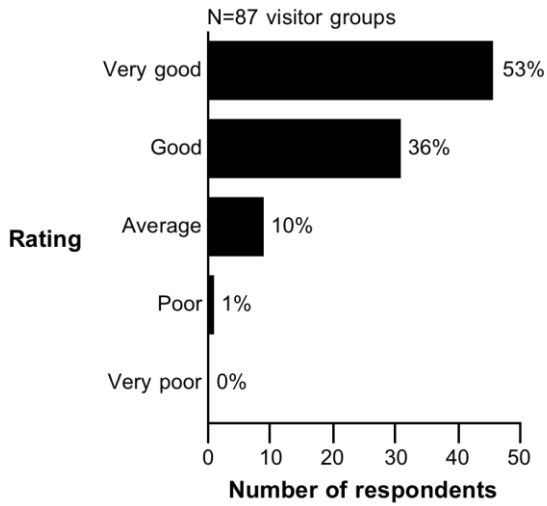


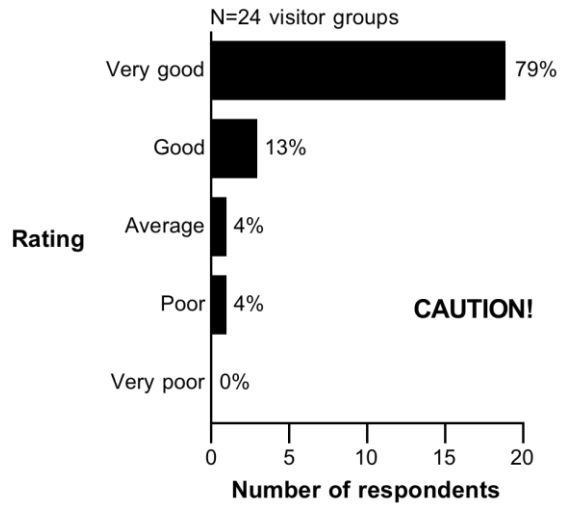
Figure 129: Quality of guided scenic float trip

\*total percentages do not equal 100 due to rounding

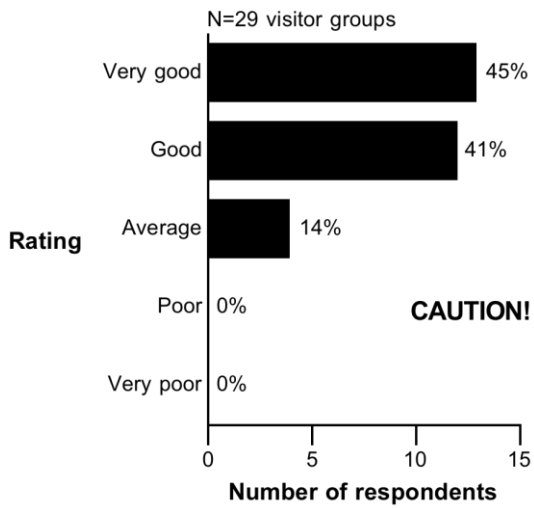
\*\*total percentages do not equal 100 because visitors could select more than one answer



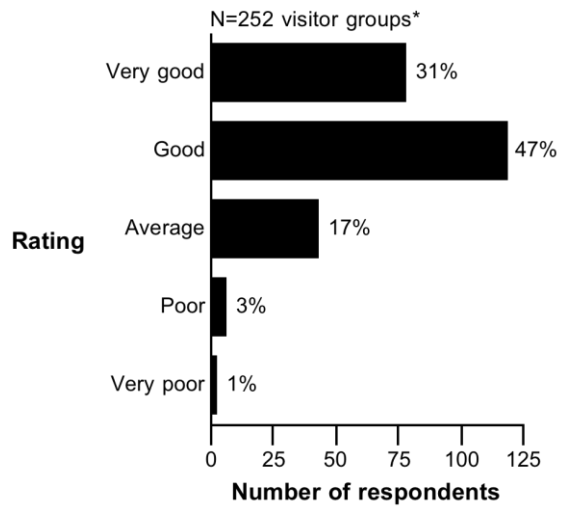
**Figure 130: Quality of assistance from commercial/concession staff**



**Figure 131: Quality of scenic lake cruise**



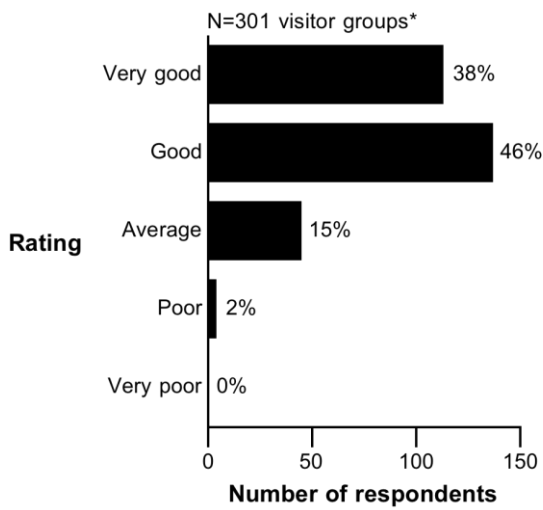
**Figure 132: Quality of marina facilities**



**Figure 133: Quality of restaurant/food service**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 134: Quality of grocery/camp store/gift shop**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

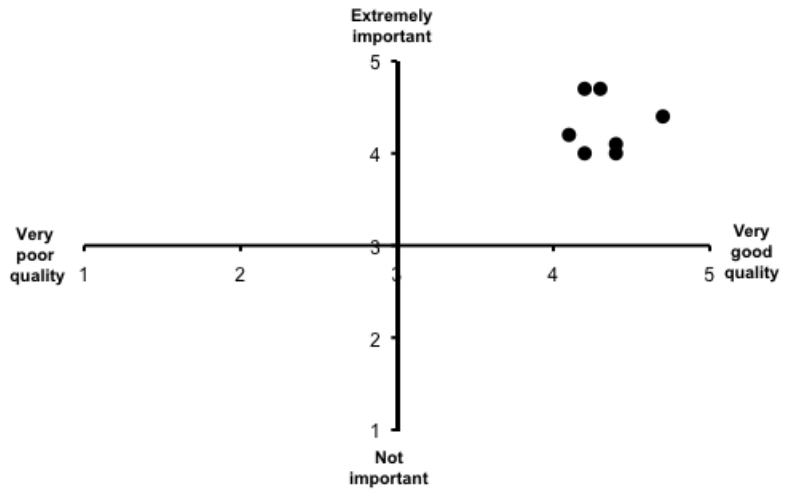
**Mean scores of importance and quality ratings for concession services and facilities**

Figures 135 and 136 show the mean scores of importance and quality ratings for all concession services/facilities that were rated by 30 or more visitor groups.

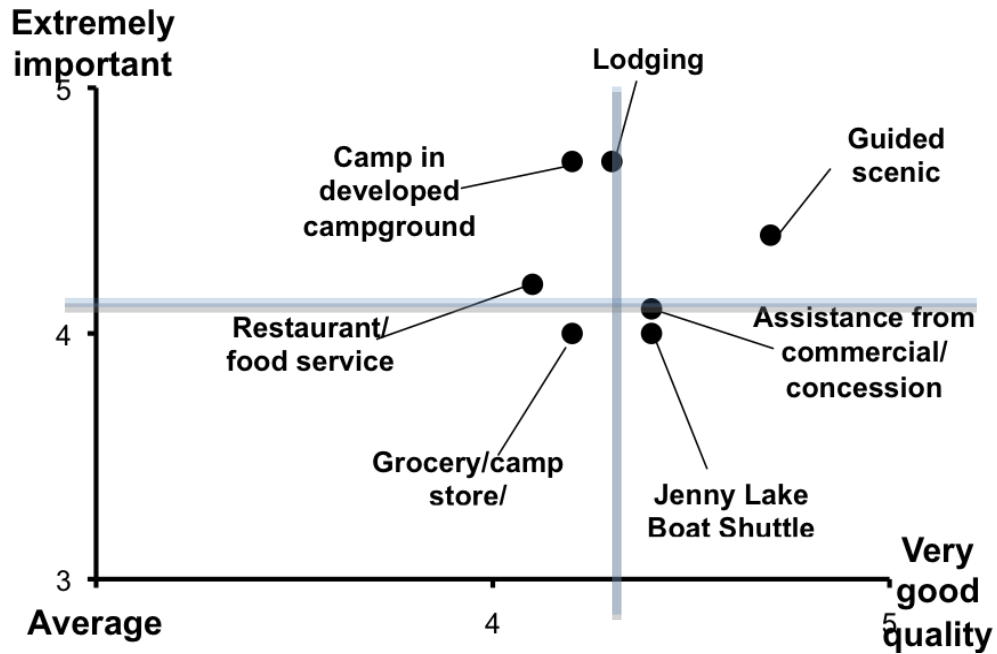
- All concession services/facilities were rated above average.

Grid Interpretation:

Needs Work	Keep up the Good Work
Low Priority	Watch Overkill



**Figure 135: Mean scores of importance and quality ratings for concession services/facilities**



**Figure 136: Detail of Figure 135**

\*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 on concession services/facilities

### Question 16d

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

### Results

- Table 25 shows visitor groups' (N=87) comments on concession services and facilities.

**Table 25: Comments on concession services/facilities**

N=141 comments;  
some visitors made more than one comment.

Service/facility	Comment	Number of times mentioned
Assistance from commercial/concession staff	Friendly/knowledgeable staff	2
	Wonderful at Jenny Lake Lodge	1
Camp in developed campground	Add large bear boxes	1
	Bad sewer connection (sites 65/66) at Colter Bay	1
	Camp washing facilities	1
	Campground reservations	1
	Campgrounds full	1
	Clean campground	1
	Clean campground at Colter Bay	1
	Clean restrooms	1
	Difficult dishwashing procedures	1
	Excellent at Signal Mountain	1
	Friendly staff at Colter Bay	1
	Full at Jenny Lake	1
	Great RV sites at Gros Ventre	1
	Great use of electric cars	1
	Great at Flagg Ranch	1
	Hot water in restrooms	1
	Ill-informed staff at Jenny Lake	1
	Improve food storage at Colter Bay/Lizard Creek	1
	Internet booking unavailable	1
	Larger refrigerators in cabins	1
	Loved separation of tents/RVs	1
	Mosquitoes awful at Flagg Ranch	1
	Need more showers	1
	No facilities, unkempt at Gros Ventre	1
	Poor RV sites at Colter Bay	1
	Prefer yurts to tent cabins at Colter Bay	1
Prices on signs are inconsistent	1	
Restrooms need repair	1	
Showers far away	1	
Showers should be free	1	
Too many trees at Colter Bay	1	
Upgrade at Colter Bay/Lizard Creek	1	
Well maintained	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 25: Comments on concession services/facilities**  
(continued)

Service/facility	Comment	Number of times mentioned
Gas station	High prices	1
	Improve customer service at Colter Bay	1
	Stay open longer at Colter Bay Marina	1
General	Employees competent and pleasant	1
	Hire more Americans	1
	Informative, friendly rangers	1
	Use as main supply source at Colter Bay	1
	Used pull-off for a break	1
Grocery/camp store/gift shop	High prices	3
	Add beer and wine at Colter Bay	1
	Add healthy choices	1
	Drinks overpriced at Jenny Lake	1
	Expensive	1
	Friendly staff	1
	Friendly staff at Colter Bay	1
	Friendly staff at Signal Mountain	1
	Good coffee	1
	Good selection at Colter Bay	1
	Good selection at Signal Mountain	1
	Moderate pricing at Colter Bay	1
	More vegetables	1
	Neat, well stocked	1
	T-shirt quality different	1
Guided scenic float trip	Excellent guide	1
	Raft left stains on pants	1
	Wonderful	1
Jenny Lake Boat Shuttle	Very long return wait	5
	Parking lot full	2
	Appreciate military discount	1
	Crowded, long wait	1
	Educational	1
	Electric engine at boat	1
	Excellent	1
	Excellent personnel	1
	Friendly staff	1
	Great	1
	More signs to dock	1
	Mosquitoes awful	1
Very long wait	1	
Lodging	Band too loud at Jackson Lake Lodge	1
	Barking dogs at night at Colter Bay cabin	1
	Bathroom odor at Jackson Lake Lodge	1
	Bitter coffee at Jackson Lake Lodge	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 25: Comments on concession services/facilities**  
(continued)

Service/facility	Comment	Number of times mentioned
Lodging (continued)	Clean carpet	1
	Expensive	1
	Good food at Jenny Lake Lodge	1
	Great food at Jenny Lake Lodge	1
	Great service at Teton Lodge	1
	High prices at Jackson Lake Lodge	1
	Jackson Lake Lodge is very good	1
	Jenny Lake Lodge is wonderful	1
	Improve lighting at Jackson Lake Lodge	1
	No bathroom maintenance at Colter Bay Cabin	1
	None available	1
	Pool closed too early at Jackson Lake Lodge	1
	Shower noise in cabin	1
	Very crowded at Jackson Lake Lodge	1
	Wonderful	1
Marina facilities	Advertise and improve canoe rental	1
Restaurant/food service	Expensive	2
	Great service at Signal Mountain Lodge	2
	Add lunch table service at Jackson Lake Lodge	1
	Bad experience at Alpen Haus	1
	Bad experience at Colter Bay	1
	Bad food at Pioneer Grill	1
	Bubba's food okay, busy	1
	Excellent	1
	Excellent personnel	1
	Excellent at Leeks Marina	1
	Excellent at Signal Mountain	1
	Expensive lunch at Colter Bay Diner	1
	Friendly staff at Pioneer grill	1
	Good food at John Colter Cafe Court	1
	Good food at Leeks Marina	1
	Good food at Pioneer grill	1
	Good food at Trapper Grill	1
	Great service at Leeks Marina	1
	Great service at Trapper Grill	1
	High prices	1
	Long wait at Yellowstone Lodge Restaurant	1
	No toiletries, bug spray, etc. at Colter Bay	1
	Okay at Mural Room	1
Old restaurant better at Colter Bay Grill	1	
Smaller portion choices/breakfast at Dornan's	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 25: Comments on concession services/facilities**  
(continued)

Service/facility	Comment	Number of times mentioned
Restaurant/food service (continued)	Terrible at Flagg Ranch	1
	Western BBQ was best	1
	Wonderful at Jenny Lake Lodge	1
Grocery/camp store/gift shop	High prices	1
Scenic lake cruise	Educational	1
	Educational at Jenny Lake	1
	Fabulous	1
	Fabulous at Jenny Lake	1
	Great dinner on island	1
	More open seating	1
	Naturalist unprofessional and poor at Colter Bay	1
Wonderful	1	

\*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 protecting park attributes/resources**

**Question 11**

Grand Teton National Park was established for protecting its natural, scenic and cultural resources, while providing for public enjoyment of these 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**

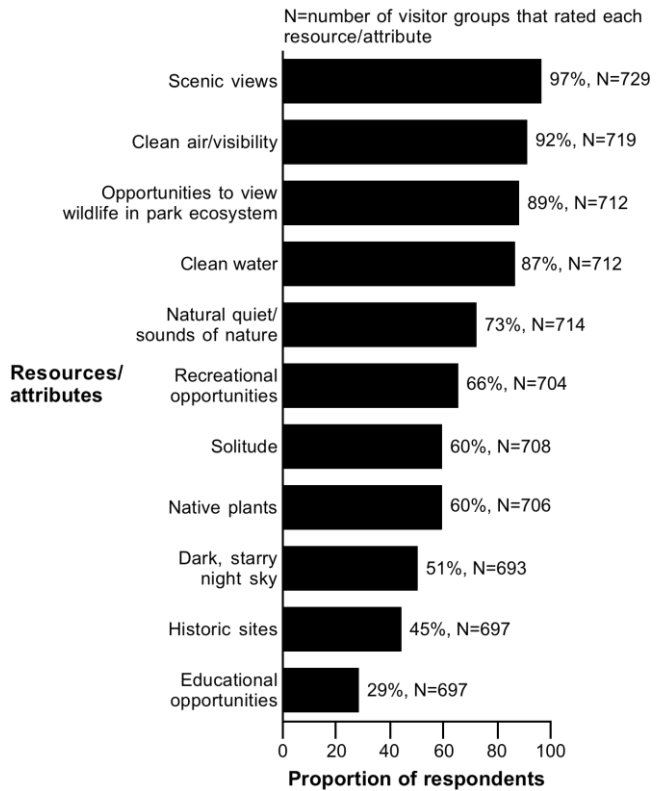
- As shown in Figure 137, the highest combined proportions of “extremely important” and “very important” ratings were:

- 97% Scenic views
- 92% Clean air/visibility
- 89% Opportunities to view wildlife in park ecosystems
- 87% Clean water

- The attribute/resource that received the highest “not important” rating was:

- 25% Educational opportunities

- Table 26 shows the importance ratings of park attributes/resources.



**Figure 137: Combined proportions of “extremely important” and “very important” ratings 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 26: Visitor ratings of importance of protecting park attributes/resources**

N=number of visitors that rated each attribute/resource

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	729	<1	1	1	20	77
Native plants	706	6	10	24	29	31
Clean water	712	1	2	9	31	56
Clean air/visibility	719	1	1	6	28	64
Solitude	708	6	9	26	30	30
Natural quiet/sounds of nature	714	3	7	17	35	38
Dark, starry night skies	693	16	12	21	25	26
Historic sites	697	9	18	29	24	21
Educational opportunities	697	25	20	26	17	12
Recreational opportunities	704	11	8	15	24	42
Opportunities to view wildlife in park ecosystem	712	1	2	8	26	63

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expenditures**

**Total expenditures inside and outside Grand Teton National Park**

**Question 18**

For you and your personal group, please report all expenditures for the items listed below during this visit to Grand Teton National Park and the surrounding area (within 100 miles of Grand Teton NP).

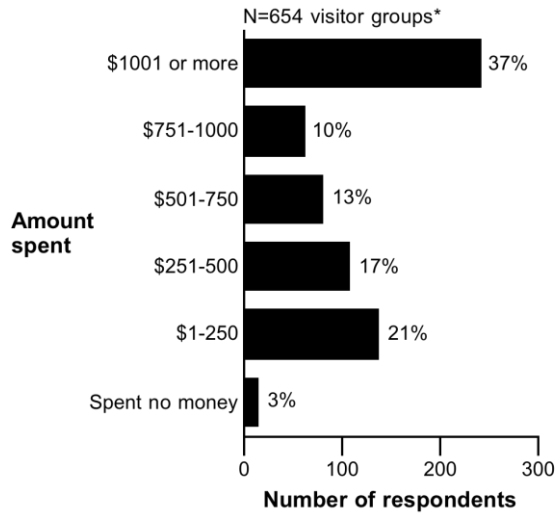
**Results**

- 37% spent \$1001 or more (see Figure 138).
- 21% of visitor groups spent \$1 - \$250
- The average visitor group expenditure was \$1,388.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$673.
- Average expenditure per person (per capita) was \$472.
- As shown in Figure 139, the largest proportions of total expenditures inside and outside the park were:

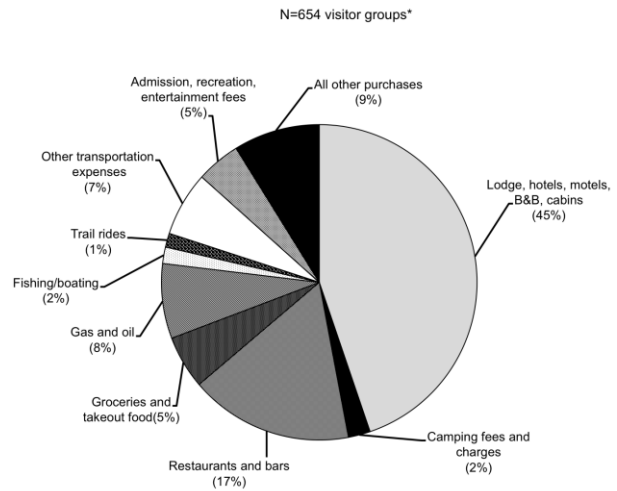
- 45% Lodges/hotels/motels, B&B/cabins
- 17% Restaurants and bars
- 9% All other purchases

**Comments**

The average group expenditure is among the highest spending levels of any NPS unit surveyed in recent years, more than double the 1997 VSP survey figure of \$575.



**Figure 138: Total expenditures inside and outside the park**



**Figure 139: Proportions of expenditures inside and outside 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

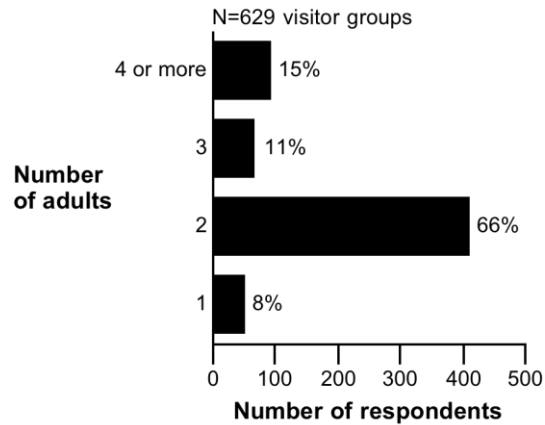
**Number of adults covered by expenditures**

Question 18c

How many adults (18 years or over) do these expenses cover?

Results

- 66% of visitor groups had two adults covered by expenditures (see Figure 140).
- 26% had three or more adults.
- 8% had one adult.



**Figure 140: Number of adults covered by expenditures**

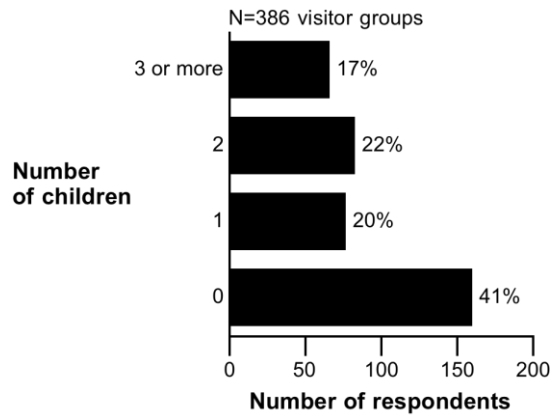
**Number of children covered by expenditures**

Question 18c

How many children (under 18 years) do these expenses cover?

Results

- 41% of visitor groups did not have any children covered by expenditures (see Figure 141).
- 22% had two children.



**Figure 141: Number of children covered by expenditures**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expenditures inside the park**

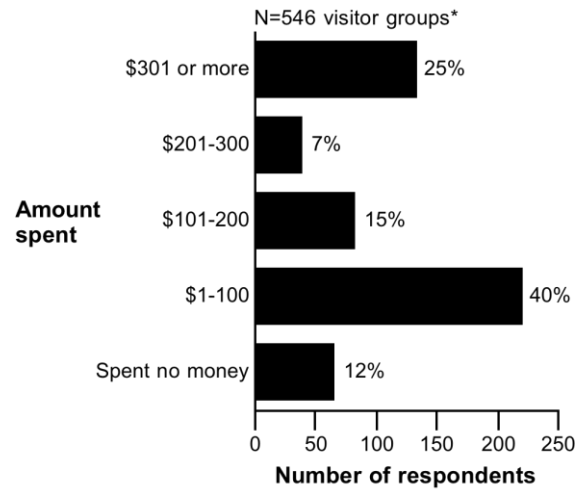
**Question 18a**

Please list your personal group's total expenditures inside Grand Teton National Park.

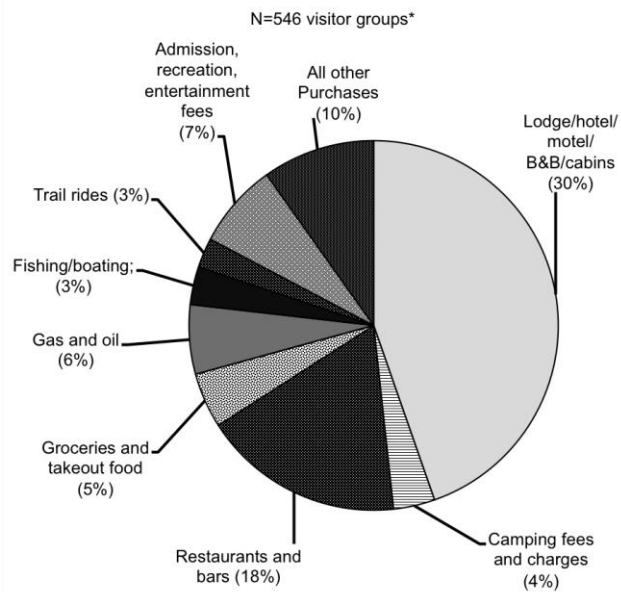
**Results**

- 40% of visitor groups spent \$1 - \$100 inside the park (see Figure 142).
- 25% spent \$301 or more inside the park.
- The average visitor group expenditure inside the park was \$377.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$97.
- Average total expenditure per person (per capita) was \$151.
- As shown in Figure 143, the largest proportions of total expenditures inside the park were:

45% Lodge/hotel/motel/  
B&B/cabins  
18% Restaurants and bars



**Figure 142: Total expenditures inside the park**



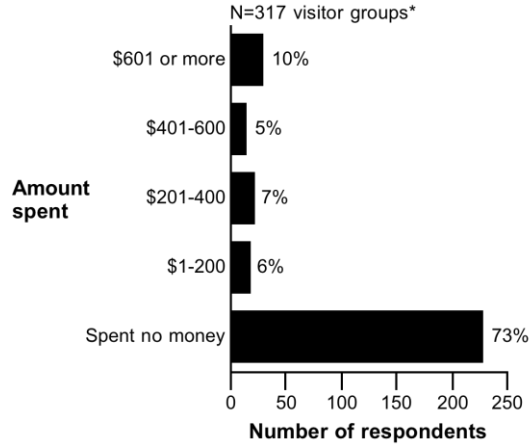
**Figure 143: Proportions of expenditures inside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodge/hotel/motel/bed & breakfast/cabins

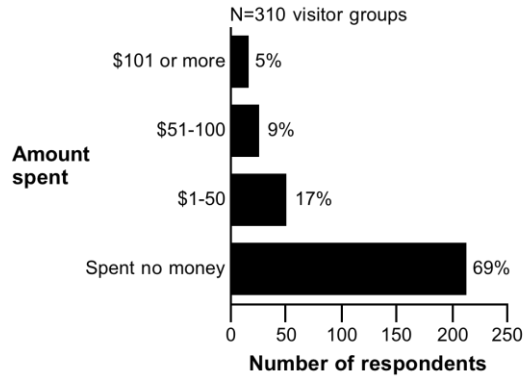
- 73% of visitor groups did not spend any money on lodging inside the park (see Figure 144).
- 10% spent \$601 or more.



**Figure 144: Expenditures for lodging inside park**

Camping fees and charges

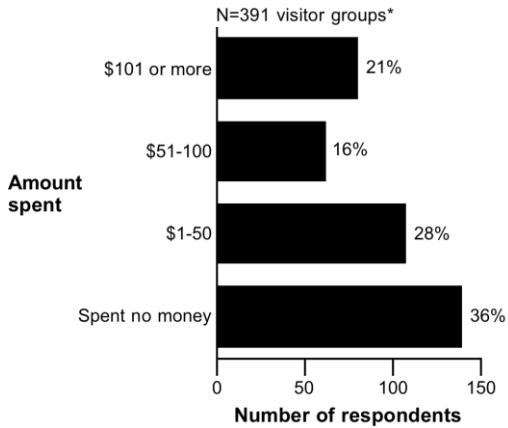
- 69% of visitor groups did not spend any money on camping fees and charges inside the park (see Figure 145).
- 26% spent \$1 - \$100.



**Figure 145: Expenditures for camping fees and charges inside park**

Restaurants and bars

- 36% of visitor groups did not spend any money on restaurants and bars inside the park (see Figure 146).
- 28% spent \$1 - \$50.



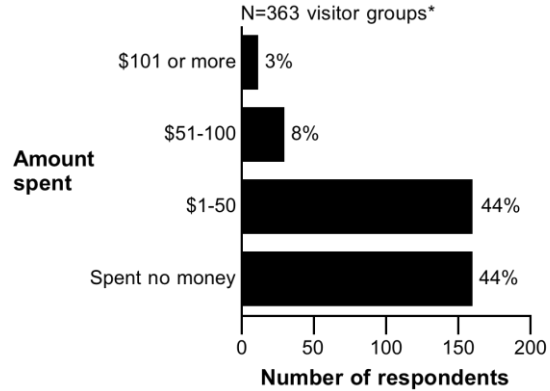
**Figure 146: Expenditures for restaurants and bars inside park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

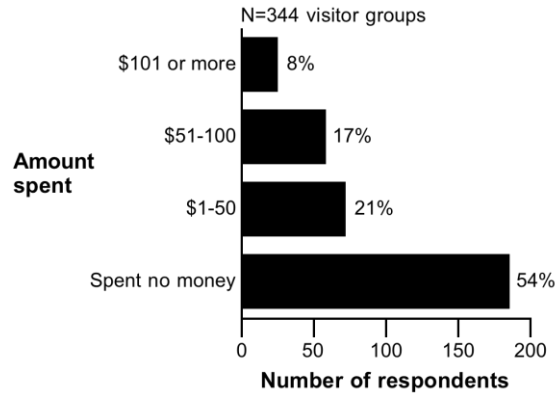
- 44% of visitor groups did not spend any money on groceries and takeout food inside the park (see Figure 147).
- 44% spent \$1 - \$50.



**Figure 147: Expenditures for groceries and takeout food inside the park**

Gas and oil (auto, RV, boat, etc.)

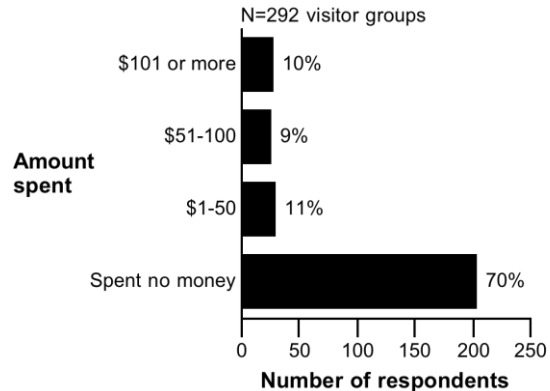
- 54% of visitor groups did not spend any money on gas and oil inside the park (see Figure 148).
- 21% spent \$1 - \$50.



**Figure 148: Expenditures for gas and oil inside the park**

Fishing/boating

- 70% of visitor groups did not spend any money on other fishing/boating inside the park (see Figure 149).
- 11% spent \$1 - \$50.



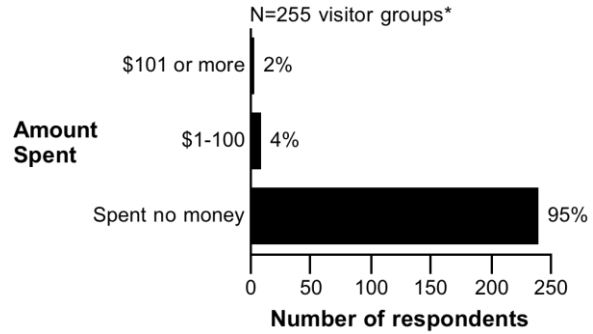
**Figure 149: Expenditures for fishing/boating inside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Trail rides

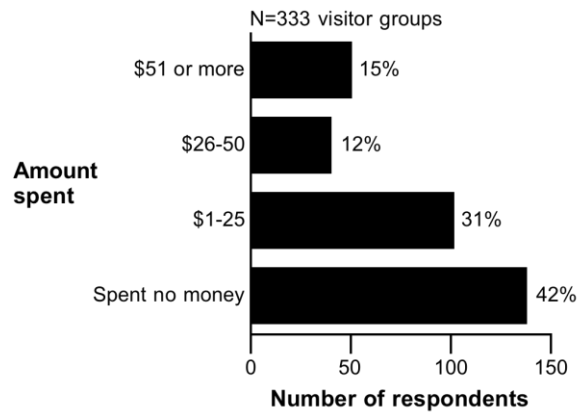
- 95% of visitor groups did not spend any money on trail rides inside the park (see Figure 150).
- 4% spent \$1 - \$100.



**Figure 150: Expenditures for trail rides inside the park**

Admission, recreation, entertainment fees

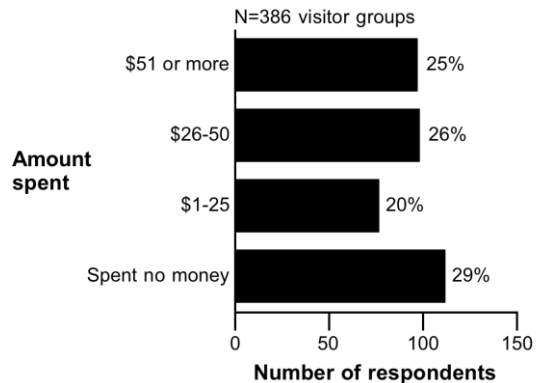
- 29% of visitor groups did not spend any money on admission, recreation, entertainment fees inside the park (see Figure 151).
- 31% spent \$1 - \$25.



**Figure 151: Expenditures for admission, recreation, entertainment fees inside the park**

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 42% of visitor groups did not spend any money on other purchases inside the park (see Figure 152).
- 26% spent \$26 - \$50.



**Figure 152: Expenditures for all other purchases inside 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

**Expenditures outside the park**

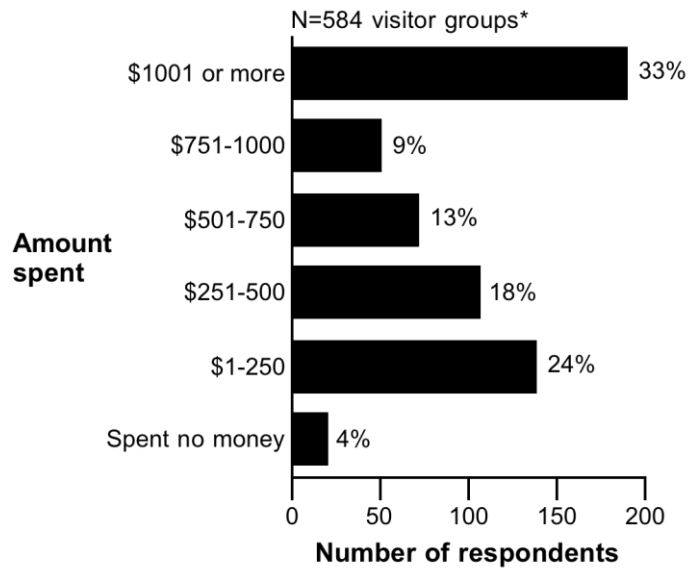
**Question 18b**

Please list your personal group’s total expenditures in the area outside the park (within 100 miles).

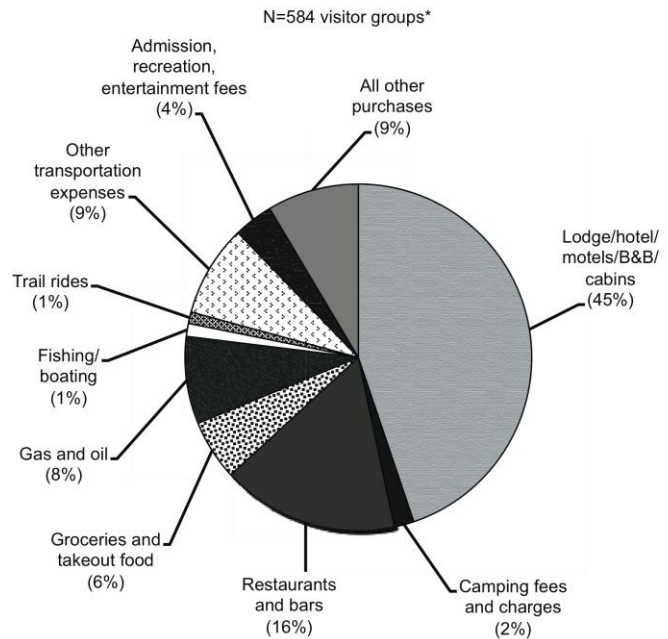
**Results**

- 33% spent \$1001 or more.
- 31% spent between \$251 and \$750.
- 24% of visitor groups spent \$1 - \$250 (see Figure 153).
- The average visitor group expenditure outside the park was \$1202.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$577.
- Average total expenditure per person (per capita) was \$407.
- As shown in Figure 154, the largest proportions of total expenditures outside the park were:

- 45% Lodges/hotel/motel/B&B/cabins
- 16% Restaurants and bars



**Figure 153: Total expenditures outside the park**



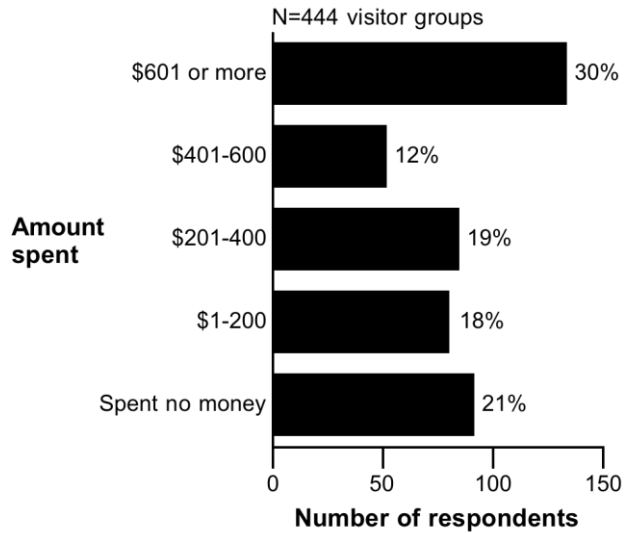
**Figure 154: Proportions of total expenditures outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodge/hotel/motel/bed & breakfast/cabins

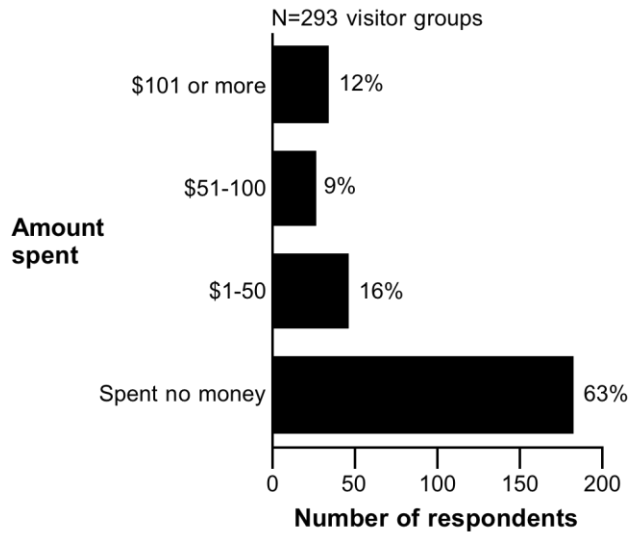
- 30% of visitor groups spent \$601 or more on lodging outside the park (see Figure 155).
- 21% did not spend any money.



**Figure 155: Expenditures for lodging outside the park**

Camping fees and charges

- 63% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 156).
- 16% spent \$1 - \$50.



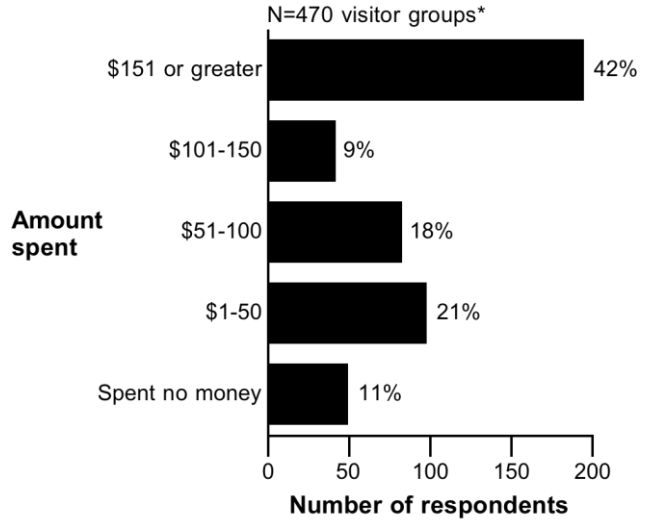
**Figure 156: Expenditures for camping fees and charges outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

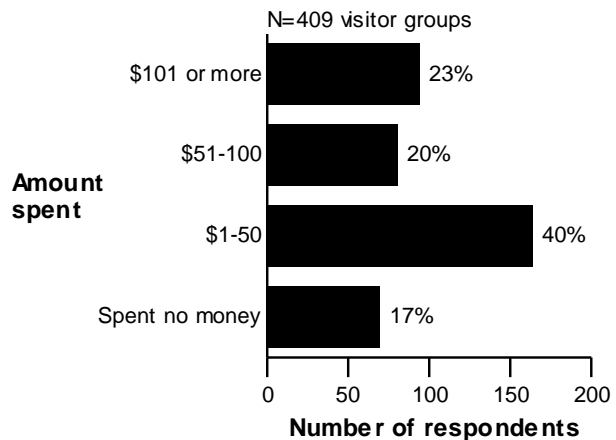
- 42% of visitor groups spent \$151 or more on restaurants and bars outside the park (see Figure 157).
- 21% spent \$1 - \$50.



**Figure 157: Expenditures for restaurants and bars outside the park**

Groceries and takeout food

- 40% of visitor groups spent \$1 - \$50 on groceries and takeout food outside the park (see Figure 158).
- 23% spent \$101 or more.



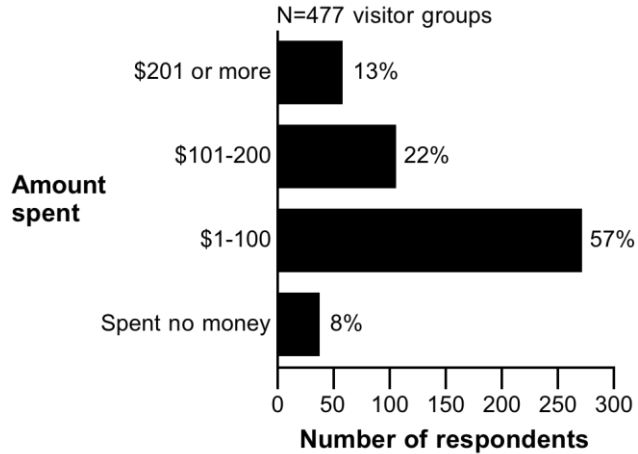
**Figure 158: Expenditures for groceries and takeout food outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

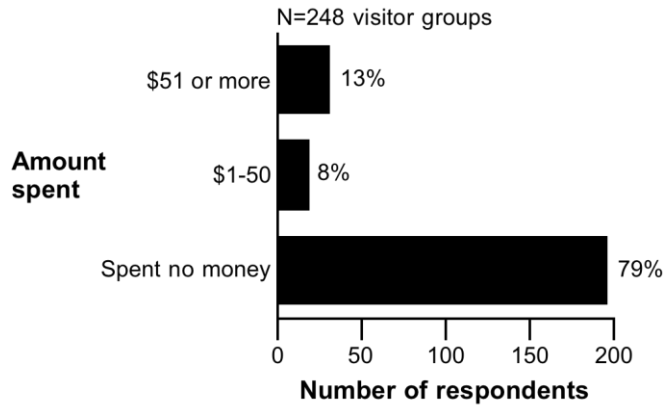
- 57% of visitor groups spent \$1-\$100 on gas and oil outside the park (see Figure 159).
- 22% spent \$101 - \$200.



**Figure 159: Expenditures for gas and oil outside the park**

Fishing/boating

- 79% of visitor groups spent no money on fishing/boating outside the park (see Figure 160).
- 13% spent \$51 or more.



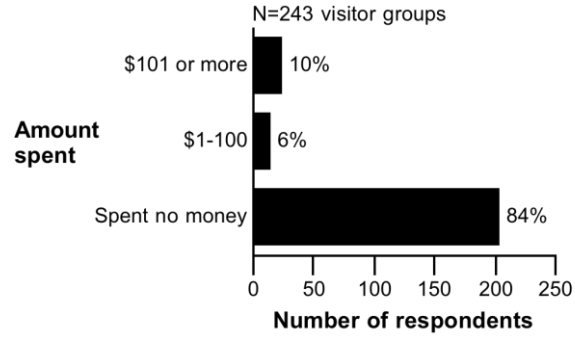
**Figure 160: Expenditures for fishing/boating/ outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Trail rides

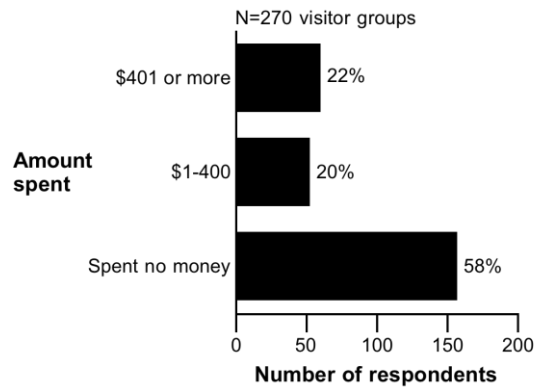
- 84% of visitor groups spent no money on trail rides outside the park (see Figure 161).



**Figure 161: Expenditures for trail rides outside the park**

Other transportation expenses (including rental cars, taxis, auto repairs, but not including airfare)

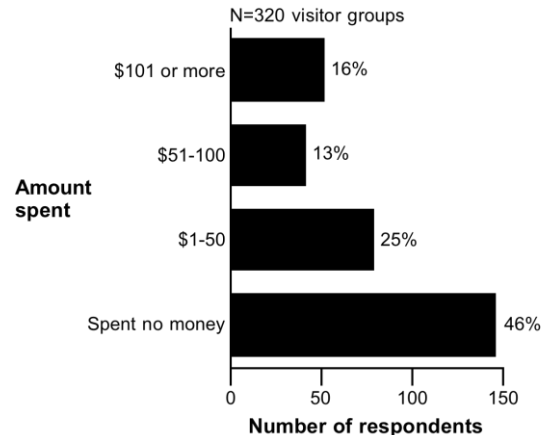
- 58% of visitor groups did not spend any money on other transportation outside the park (see Figure 162).
- 22% spent \$401 or more.



**Figure 162: Expenditures for other transportation expenses outside the park**

Admission, recreation, entertainment fees

- 46% of visitor groups did not spend any money on admission, recreation, entertainment fees outside the park (see Figure 163).
- 25% spent \$1 - \$50.



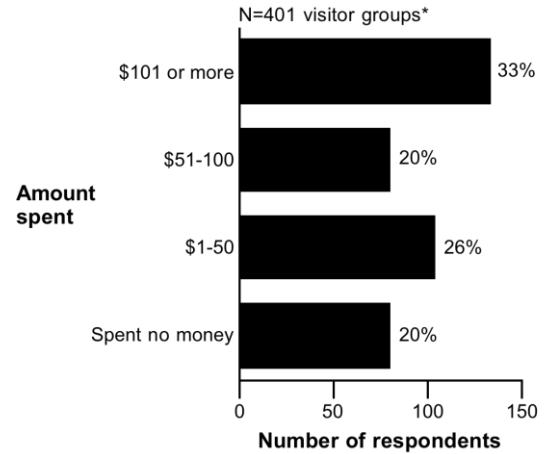
**Figure 163: Expenditures for admission, recreation, entertainment fees outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 33% of visitor groups spent \$101 or more on other purchases outside the park (see Figure 164).
- 26% spent \$1 - \$50.



**Figure 164: Expenditures for all other purchases outside 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

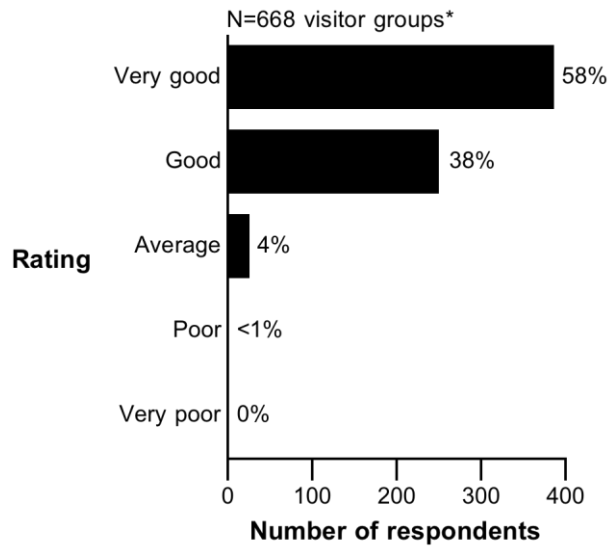
## Overall Quality

### Question 17

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Grand Teton National Park during this visit?

### Results

- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 165).
- Less than 1% rated the overall quality of facilities, services, and recreational opportunities as “very poor” or “poor.”



**Figure 165: 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

<b>Visitor Comments</b>
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**Proposals for the future**


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## Question 26

If you were a manager planning for the future of Grand Teton National Park, what would you propose? Please be specific.

## Results

- 53% of visitor groups (N=391) responded to this question.
- Table 27 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 27: Proposals for the future**  
N=563 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers should more visible	4
Rangers need more customer service training	2
Other comments	5
<b>INTERPRETIVE SERVICES</b>	
More ranger-guided hikes/programs	10
More backcountry/hiking information	4
Educate visitors about bears	3
List suggested activities/itineraries	3
More education on native species	3
More information about wildlife viewing	3
Signs/exhibits in other languages	3
Continue excellent ranger programs	2
Encourage low-impact visitation	2
Improve trailhead brochures	2
Increase roadside exhibits	2
More geology exhibits	2
Other comments	18
<b>FACILITIES/MAINTENANCE</b>	
Add bike paths/dedicated bike lanes	26
Improve roads	10
Add pullouts/ turn-offs	8
Increase Jenny Lake parking	8
Maintain the roads	7
Add restrooms	6
Better signage to turnoffs	6
Improve trails	6
More trails	6
Add recycling facilities	5
Do not expand/develop more roads	5

---

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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**Table 27: Proposals for the future**  
(continued)

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b> (continued)	
Improve bike paths	5
Improve wildlife viewing areas	5
Improve/pave Moose-Wilson road	5
Keep the park clean	5
Add a road into the mountains	4
Continue maintenance	4
Improve/increase signs	4
Improve trail/trailhead signs	3
Keep facilities clean/maintained	3
Need easier/accessible trails	3
Place RV campsites separate from non-RV	3
Cleaner restrooms needed	2
Do not expand/develop more trails	2
Improve directional signs	2
Increase picnic areas	2
Increase maintenance	2
Increase parking	2
Increase trailhead parking	2
Increase/improve guard rails	2
More paved roads	2
Preserve historic buildings	2
Other comments	46
<b>POLICY/MANAGEMENT</b>	
Keep it natural	26
Preserve the park	23
Institute park shuttle/bus system	18
Keep it as it is	15
Increase marketing/advertising of the park	12
Control/enforce traffic speed	10
Less commercial development	8
Reduce traffic	8
Keep the park undeveloped	6
Less private development	6
Keep it wild	5
Limit visitation to avoid crowding	5
Eliminate private vehicles	4
Better crowd management	3
Need separate entrance gate for pass holders	3
Reduce number of RV's	3
Allow pets on leash throughout park	2

**Table 27: Proposals for the future**  
(continued)

Comment	Number of times mentioned
<b>POLICY/MANAGEMENT (continued)</b>	
Limit noise levels	2
Limit tour buses	2
Make fishing more accessible	2
Manage Grand Teton/Yellowstone as one park	2
Park buildings should be "green"	2
Prohibit motorized boating	2
Prohibit snowmobiles	2
Provide alternative transportation	2
Other comments	40
<b>RESOURCE MANAGEMENT</b>	
Protect wildlife	17
Maintain/protect air and water quality	7
Increase wildlife	6
Control mosquitoes	3
Protect vegetation	3
Control grizzly bears	2
Control invasive species	2
Protect native species	2
Remove burned/dead trees	2
Other comments	6
<b>CONCESSION SERVICES</b>	
Add showers to campground	8
More food services	8
Increase lodging	6
Increase RV campgrounds	5
Lower prices for all services	4
Allow campground reservations	3
Place RV campsites separate from non-RV	3
Add cabin/kitchenette lodging	2
Add wilderness cabins	2
Lower prices for lodging	2
More lodging information needed	2
Upgrade tent cabins	2
Other comments	16
<b>GENERAL COMMENTS</b>	
Good as it is	10
Good job	5
Enjoyed visit	2
Needed more time	2
Other comments	13

## Additional comments

### Question 27

Is there anything else you and your personal group would like to tell us about your visit to Grand Teton NP?

### Results

- 54% of visitor groups (N=398) responded to this question.
- Table 28 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 28: Additional comments**

N=563 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff was great	25
Staff was helpful	5
Rangers were knowledgeable	3
Park staff made the experience positive	2
Other comments	4
<b>INTERPRETIVE SERVICES</b>	
Better information and maps for points of interest	3
Provide information to visitors entering the park	3
Allow more guided hikes	2
Enjoyed the ranger-led walk/programs	2
Map and newspaper facilitated the visit	2
Other comments	29
<b>FACILITIES/MAINTENANCE</b>	
Like the new visitor center	9
The park was clean	7
Building a bike trail is a great idea	4
Roads need improvement	4
Trails were nice	4
Signage was nice	3
Signal Mountain Tunnel road was closed	3
Restrooms were poorly maintained	2
Add more pull-off areas	1
Other comments	27
<b>POLICY/MANAGEMENT</b>	
Keep up the good work	7
Preserve the park	4
Easier backcountry permits	3
Enforce speed limit	3
Keep the park as it is	3

**Table 28: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>POLICY/MANAGEMENT</b> (continued)	
Do not charge for showers	2
Park is too commercialized	2
Other comments	15
<b>RESOURCE MANAGEMENT</b>	
Could not see much wildlife	4
Poor air quality because of smoke	4
Other comments	5
<b>CONCESSION SERVICES</b>	
Lodges are expensive	3
Concession staff was great	2
Enjoyed the stay at park lodges	2
Food services were good	2
Other comments	9
<b>GENERAL COMMENTS</b>	
It was beautiful	107
Enjoyed the visit	79
Love the park	36
Beautiful scenery	19
Did not have much time	13
Thank you	13
Will return	12
Other comments	9
Just driving through the park	8
You are doing a great job	6
Great views	5
Liked hiking	5
The park was crowded	4
Noise from airplanes affected experience	3
Activities were great	2
The park is unsafe	2
Other comments	11

## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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<b>Appendix 2: Additional Analysis</b>
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**Colter Bay visitors**


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**Table 29: Colter Bay visitors only: Total length of visit to the park**

Length of stay	N	%
<i><u>Day use only</u></i>		
Up to 1 hour	7	5
More than 1 hour to 2 hours	12	9
More than 2 hours to 3 hours	16	12
More than 3 hours to 4 hours	17	13
More than 4 hours to 5 hours	14	11
More than 5 hours to 6 hours	13	10
More than 6 hours but less than 24 hours	50	39
Total	129	99*
<i><u>Overnight visitors</u></i>		
One day	22	11
Two days	68	34
Three days	42	21
Four days	26	13
Five or more days	40	20
Total	198	99*

\*total percentages do not equal 100 due to rounding

**Table 30: Colter Bay visitors only: Sites visited**

Sites visited	N	%
Jenny Lake	269	78.89
Moose	198	58.06
Colter Bay	341	100.00
Flagg Ranch	78	22.87
String Lake	86	25.22
Signal Mountain Summit Road	71	20.82
Signal Mountain Lodge/Marina/Campground	67	19.65
Jackson Lake Lodge	179	52.49
Cunningham Cabin	41	12.02
Menor's Ferry and Chapel	41	12.02
Snake River	192	56.30
Antelope Flats/Kelly Road	81	23.75
Moose-Wilson Road	120	35.19
Two Ocean/Emma Matilda Lakes	17	4.99
Laurance S. Rockefeller Preserve	55	16.13
Other	35	10.26
Total	341	

**Table 31: Colter Bay visitors only: Activities participated in at park locations**

Activities	All park locations		Moose		Colter Bay		Jenny Lake		All other locations	
	N	%	N	%	N	%	N	%	N	%
Attending ranger-led tours/ programs	28	12	3	1	30	11	7	3	12	5
Bicycling	19	8	5	2	12	4	9	3	8	3
Boating on lakes	54	23	1	<1	30	11	45	18	12	5
Camping	61	26	1	<1	53	19	7	3	23	9
Climbing	15	6	0	0	1	<1	11	4	7	3
Floating the Snake River	38	16	28	14	2	1	1	<1	18	7
Hiking/walking	147	62	28	14	85	30	148	59	97	39
Horseback riding	9	4	0	0	1	<1	5	2	7	3
Picnicking	81	34	7	3	40	14	33	13	60	24
Shopping in park bookstores	108	45	58	28	99	35	51	20	52	21
Other shopping	62	26	17	8	65	23	30	12	49	20
Viewing roadside exhibits	125	52	75	37	92	33	91	36	123	49
Viewing scenery/scenic drive	195	82	147	72	177	63	186	74	207	82
Viewing wildlife/nature study/ birdwatching	125	52	85	42	106	38	102	40	149	59
Visiting visitor centers/ museums	131	55	93	46	127	46	74	29	68	27
Other	29	12	4	2	11	4	5	2	12	5
Total	239		204		279		253		251	

### Colter Bay and Moose visitors

**Table 32: Site visited looking at Moose and Colter Bay specifically**

Site	N	%
Moose only	3	<1%
Moose and Colter Bay only	3	<1%
Moose and other sites (not Colter Bay)	126	18%
Colter Bay only	13	2%
Colter Bay and other sites (not Moose)	130	18%
Colter Bay and Moose and other sites	195	28%
All other sites but not Moose nor Colter Bay	234	33%

## Travel patterns

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**Table 33: Travel patterns – all visitors (questions 10d and 10e)**

From (entry route)	To (exit route)	N	%
East	East	10	2
	North	10	2
	South	6	1
	West	3	1
North	East	19	4
	North	66	14
	South	110	23
	West	19	4
South	East	8	2
	North	86	18
	South	86	18
	West	8	2
West	East	3	1
	North	14	3
	South	6	1
	West	22	5
Total		476	101*

\*total percentages do not equal 100 due to rounding

## Visitor centers used

**Table 34: Use of visitor centers inside the park**

N=660

	N	%
Did not visit/use any visitor nor information center	228	35
Visitors who visited only one visitor center/information center		
CTDVC only	54	8
Jenny Lake VC only	77	12
Colter Bay VC only	51	8
Flagg Ranch IS only	18	3
LSR VC only	16	2
Visitors who visited two visitor centers/information centers		
CTDVC and Jenny Lake	32	5
CTDVC and Colter Bay	16	2
CTDVC and Flagg Ranch	6	1
CTDVC and LSR	14	2
Jenny Lake and Colter Bay	36	5
Jenny Lake and Flagg Ranch	12	2
Jenny Lake and LSR	4	<1
Colter Bay and Flagg Ranch	7	1
Colter Bay and LSR	3	<1
Flagg Ranch and LSR	1	<1
Visitors who visited three visitor centers/information centers		
CTDVC, Jenny Lake, and Colter Bay	25	4
CTDVC, Flagg Ranch, and Colter Bay	5	1
CTDVC, LSR, and Colter Bay	6	1
Jenny Lake, Flagg Ranch and Colter Bay	8	1
Jenny Lake, LSR and Colter Bay	2	<1
Jenny Lake, LSR and Flagg Ranch	1	<1
CTDVC, Jenny Lake and Flagg Ranch	2	<1
CTDVC, Jenny Lake, and LSR	9	1
CTDVC, Flagg Ranch, and LSR	1	<1
Colter Bay, Flagg Ranch and LSR	1	<1
Visitors who visited four visitor centers/information centers		
CTDVC, Jenny Lake, Flagg Ranch and LSR	1	<1
CTDVC, Flagg Ranch, LSR and Colter Bay	0	0
CTDVC, Jenny Lake, Flagg Ranch, and Colter Bay	10	2
Jenny Lake, Flagg Ranch, Colter Bay and LSR	1	<1
CTDVC, Jenny Lake, LSR and Colter Bay	9	1
Visitors who visited all five visitor centers/information centers		
Used all 5 information centers	4	<1
Visitors who visited CTDVC	194	29
Visitors who visited Colter Bay Visitor Center	184	28
Visitors who did not visit neither site	357	54
Visitors who visited both Colter Bay and CTDVC	75	11

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

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: [littlej@uidaho.edu](mailto:littlej@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, 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 the Grand Teton National Park survey, 99 respondents reported to be the older person in the

group rather than the person who accepted the survey at the park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

#### *References*

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- Dillman D. A. (2007) *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2<sup>nd</sup> Edition, New York: John Wiley and Sons, Inc.
- Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

### 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](http://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)****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 (spring)
- 186. Glen Canyon National Recreation Area  
(spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 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)
- 206. Grand Teton National Park

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

**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.

**NPS 136/101599**

**April 2010**



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