



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

Visitor Services Project



Yosemite National Park Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 215



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April 2010

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**Visitor Services Project
Yosemite National Park Report Summary**

- This report describes the results of a visitor study at Yosemite National Park during July 8-14, 2009. A total of 1,219 questionnaires were distributed to visitor groups, including 1,192 in English and 27 in Spanish. Of those, 677 English (57%) and 12 Spanish (44%) questionnaires were returned, resulting in 689 questionnaires returned, an overall 56.5% response rate.
- This report profiles a systematic random sample of Yosemite National Park 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.
- Thirty-five percent of visitor groups were in groups of two and 31% were in groups of three or four. A majority of visitor groups (69%) were in family groups.
- United States visitors comprised 75% of total visitation during the survey period, with 62% from California and smaller proportions from 42 other states. International visitors comprised 25% of total visitation, with 14% from the United Kingdom, 13% from Germany, and smaller proportions from 31 other countries.
- Fifty-seven percent of visitors were visiting the park for the first time during their lifetime, while 24% had visited four or more times, and 19% visited two or three times. Eighty-seven percent of visitors visited the park one time in the past 12 months.
- Thirty-seven percent of visitors were ages 41-60 years, 19% were 15 years or younger, and 7% were 66 years or older.
- Hispanic or Latino visitors comprised 11% of visitation during the survey period. One percent of visitors were of Middle Eastern/Arab ancestry/descent. Most visitors (88%) were White, and 11% were Asian. Of the Asian visitors, the most well-represented races were Chinese (24%) and Japanese (22%).
- Most visitor groups (92%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through the Yosemite National Park website (51%) and previous visits (50%). Most visitor groups (91%) received the information they needed.
- Of those visitors who stayed overnight in the park or in the area within 50 miles of the park (69%), 45% stayed three or more nights in the park and 39% stayed three or more nights in the area outside the park. The average length of stay in the park was 57 hours (2.4 days) and the average length of stay in the area was 83 hours (3.5 days).
- The most common site visited by visitor groups was Yosemite Valley (70%). The most common visitor activity was viewing scenery (93%) and the primary activity for 41% of visitor groups was also viewing scenery.
- The information service and facility most commonly used by visitor groups was the park brochure/ map (87%). The most commonly used visitor services and facilities were roads (91%) and directional signs in the park (89%).
- The average group expenditure in the park and the surrounding area (within 50 miles) was \$874, with a median (50% spent more and 50% spent less) of \$490. The average total expenditure per person was \$242.
- Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Yosemite National Park as “very good” or “good.” Less than two percent of visitor groups rated the overall quality as “very poor” or “poor.”

**Proyecto de Servicio al Visitante
Resumen del Reporte del Parque Nacional Yosemite**

- Este reporte describe los resultados del estudio de visitantes al Parque Nacional Yosemite durante el periodo de Julio 8-14, 2009. Un total de 1.219 encuestas fueron distribuidas a grupos de visitantes, incluyendo 1.192 en inglés y 27 en español. De éstas, 677 (57%) encuestas en Inglés y 12 (44%) encuestas en Español fueron devueltas, resultando en 689 encuestas devueltas, un total de 56.5% de respuesta.
- Este reporte resume una muestra sistemática al azar de visitantes al Parque Nacional Yosemite. La mayoría de resultados son presentados en gráficos y tablas de frecuencia. Resúmenes de comentarios de visitantes están incluidos en el reporte y comentarios completos están incluidos en el Anexo de Comentarios de Visitantes.
- Treinta y cinco por ciento de los grupos de visitantes estuvieron en grupos de dos personas y 31% estuvieron en grupos de tres o cuatro. La mayoría de grupos de visitantes (69%) estuvieron en grupos familiares.
- Visitantes de los Estados Unidos constituyeron el 75% del total de visitación durante el período de encuestas, con un 62% proveniente de California y pequeñas proporciones de otros 42 estados. Visitantes internacionales constituyeron un 25% del total de visitación, con 14% proveniente del Reino Unido, 13% de Alemania, y otras pequeñas proporciones de otros 31 países.
- Cincuenta y siete por ciento de visitantes visitaron el parque por la primera vez en su vida, mientras que el 24% ya había visitado el parque cuatro o más veces, y el 19% lo visitó dos o tres veces. Ochenta y siete por ciento de visitantes visitaron el parque una vez en los 12 meses anteriores.
- Treinta y siete por ciento de visitantes tenían entre 41 y 60 años de edad, 19% tenían 15 años o menos, y 7% tenían 66 años de edad o más.
- Visitantes Hispanos o Latinos constituyeron un 11% de visitación durante el período de encuestas. El uno por ciento de visitantes eran de descendencia del Medio Oriente/Árabe. La mayoría de visitantes (88%) eran Blancos, y un 11% eran de origen Asiático. De éstos visitantes asiáticos, las razas más representadas eran Chinos (24%) y Japoneses (22%).
- La mayoría de grupos de visitantes (92%) obtuvieron información acerca del parque antes de su visita. Antes de esta visita, los grupos de visitantes obtuvieron la mayor cantidad de información acerca del parque a través de la página web del Parque Nacional Yosemite (51%) y visitas previas (50%). La mayoría de los grupos de visitantes (91%) recibieron la información que ellos necesitaban.
- De los visitantes que pernoctaron en el parque o en el área dentro de un radio de 50 millas alrededor del parque (69%), 45% permanecieron tres o más noches en el parque y 39% permanecieron tres o más noches en el área fuera del parque. El promedio de duración de permanencia en el parque fue de 57 horas (2,4 días) y el promedio de duración de permanencia en el área fue de 83 horas (3,5 días).
- El lugar más visitado por los grupos de visitantes fue el Valle de Yosemite (70%). La actividad turística más común fue admirar el paisaje (93%) y la actividad principal para el 41% de grupos de visitante fue también admirar el paisaje.
- El servicio de información mayormente utilizado por los grupos de visitantes fue el folleto del parque/mapa (87%). Los servicios para visitantes e instalaciones mayormente utilizadas fueron las carreteras (91%) y rótulos direccionales en el parque (89%).

- El gasto promedio por grupo de visitantes en el parque y el área circundante (dentro de un radio de 50 millas) fue de \$874, con una mediana (50% gastaron más y 50% gastaron menos) de \$490. El gasto promedio total por persona fue de \$242.
- La mayoría del grupo de visitantes (92%) calificaron la calidad de las instalaciones, servicios y oportunidades recreacionales en el Parque Nacional Yosemite como “muy buena” o “buena.” Menos del dos por ciento de los grupos de visitantes calificaron la calidad como “muy mala” o “mala.”

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INTRODUCTION

This report describes the results of a visitor study at Yosemite National Park, conducted July 8-14, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Yosemite National Park describes the park: “Not just a great Valley...but a shrine to human foresight, strength of granite, power of glaciers, the persistence of life, and the tranquility of the High Sierra. Yosemite National Park, one of the first wilderness parks in the United States, is best known for its waterfalls, but within its nearly 1,200 square miles, you can find deep valleys, grand meadows, ancient giant sequoias, a vast wilderness area, and much more” (Yosemite National Park, National Park Service, Department of the Interior website <http://www.nps.gov/yose> November, 2009).

Organization of the report

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: Descriptive statistics for selected variables.

Appendix 2: The *Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 4: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 5: *Visitor Services Project Publications*. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the PSU office at (208) 885-7863.

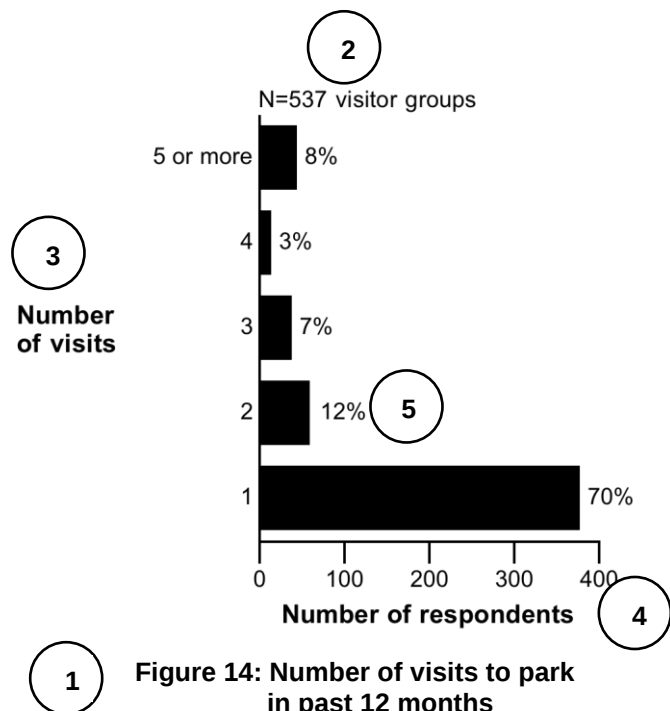
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



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 Yosemite National Park (NP) July 8-14, 2009. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 7 a.m. and 7 p.m. During this survey, 1,369 visitor groups were contacted and 1,219 of these groups (89%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies conducted from 1988 through 2008 is (90.9%). The distributed questionnaires included 27 questionnaires in Spanish, of which 12 were returned. Questionnaires were completed and returned by 689 visitor groups resulting in a 56.5% response rate for this study. The average response rate for the 205 VSP visitor studies is 74.2%.

Table 1: Questionnaire distribution

N₁=number of questionnaires distributed

N₂=number of questionnaires returned

Sampling site	English questionnaires				Spanish questionnaires			
	Distributed		Returned		Distributed		Returned	
	N ₁	%	N ₂	%	N ₁	%	N ₂	%
Arch Rock Entrance	252	21	164	24	8	30	1	8
Big Oak Flat	288	24	135	20	0	0	0	0
Hetch Hetchy Road	20	2	13	2	0	0	0	0
South Entrance	406	34	244	36	13	48	9	75
Tioga Pass Entrance	226	19	121	18	6	22	2	17
Total	1,192	100	677	100	27	100	12	100

Questionnaire design

The Yosemite 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 Yosemite National Park. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Yosemite National Park 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

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 who provided a valid mailing address (see Table 2). 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.

Table 2: Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	July 29, 2009	816	295	1,111
1 st Replacement	August 8, 2009	535	189	724
2 nd Replacement	September 1, 2009	429	0	429

Data Analysis

Returned questionnaires were coded and the visitor responses were processed 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. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

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 at selected sites during the study period of July 8-14, 2009. 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. High temperatures varied from mid-70s to mid-80s and wind speed was variable and light (up to 12 miles per hour). A prescribed fire occurred in the park during the survey period, which may have affected the type and the amount of visitation to the park.

Checking Non-response Bias

Three variables were used to check non-response bias: respondents' age, travel distance from home to the park, and overall quality rating score. There were no significant differences between early and late responders in any of these variables (see Table 3). Non-response bias is thus judged to be insignificant. See Appendix 4 for more details of the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves				
Variable	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	47.98	47.93	45.95	0.277
Travel distance to park (miles)	773.85	684.68	785.89	0.633
Overall quality rating (from 1 to 5 scale)	4.31	4.38	4.35	0.625

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 20b

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

Results

- 35% of visitors were in groups of two (see Figure 1).
- 31% were in groups of three or four.
- 29% were in groups of five or more.

See Appendix 1 for more details.

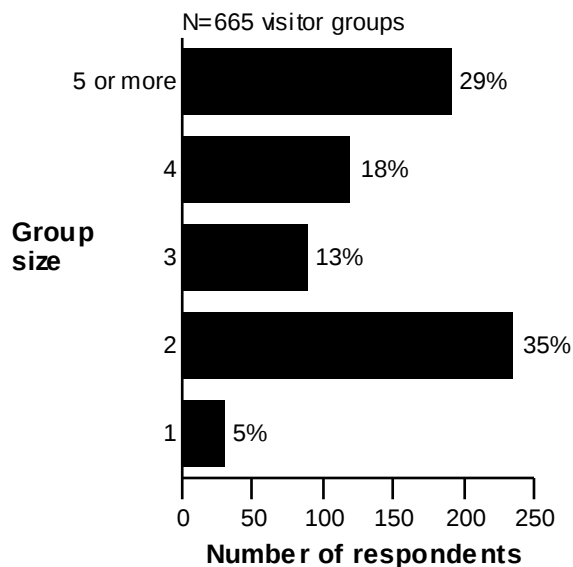


Figure 1: Visitor group size

Visitor group type

Question 20a

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

Results

- 69% of visitor groups were made up of family members (see Figure 2).
- 13% were with family and friends.
- “Other” groups (1%) were:

Business associates
Exchange students

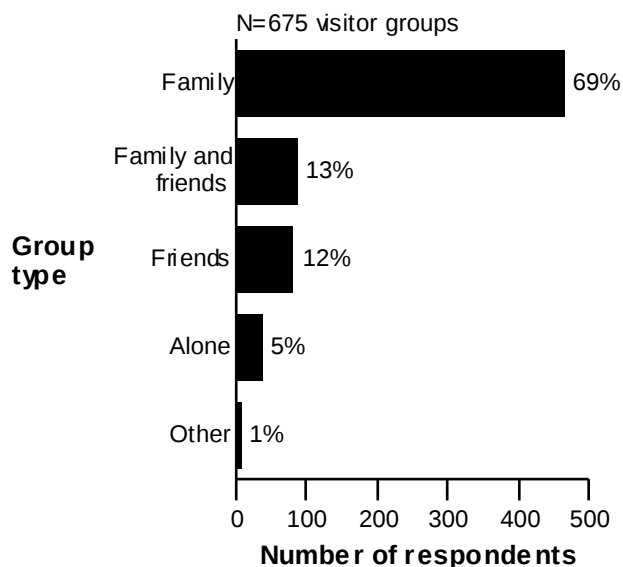


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 19a

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

Results

- 4% of visitor groups were part of a commercial guided tour group (see Figure 3).

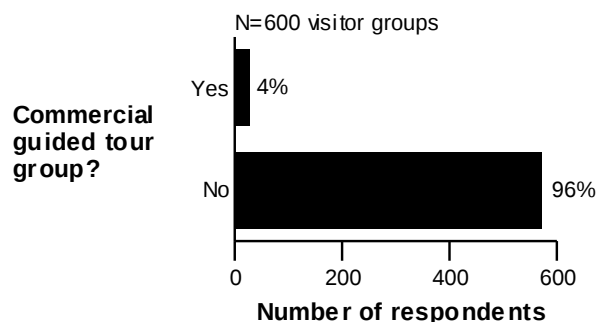


Figure 3: Visitors with a commercial guided tour group

Question 19b

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

Results

- 1% of visitor groups were part of a school/educational group (see Figure 4).

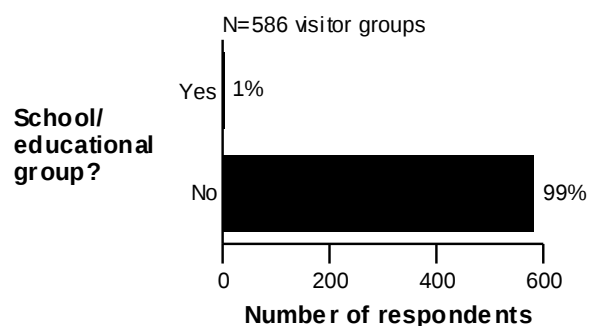


Figure 4: Visitors with a school/educational group

Question 19c

On this visit, were you and your personal group part of a wedding/reunion?

Results

- 5% of visitor groups were a part of a wedding/reunion (see Figure 5).

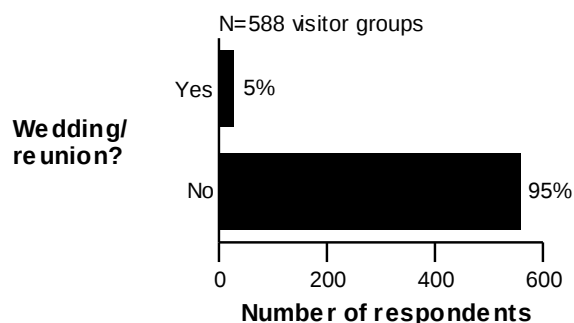


Figure 5: Visitors with a wedding/reunion

*total percentages do not equal 100 due to rounding

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

Question 19d

On this visit, were you and your personal group part of an “other” organized group (scouts, work, church, etc.)?

Results

- 4% of visitor groups were part of an “other” organized group (see Figure 6).

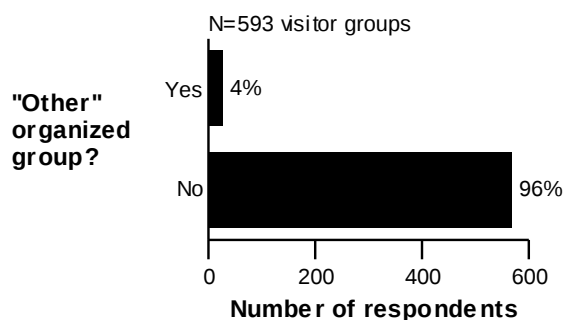


Figure 6: Visitors with an “other” organized group

Question 19e

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results

- 33% of visitor groups were with an organized group of 36 or more people (see Figure 7).
- 20% were with a group of 6-15 people.

See Appendix 1 for more details.

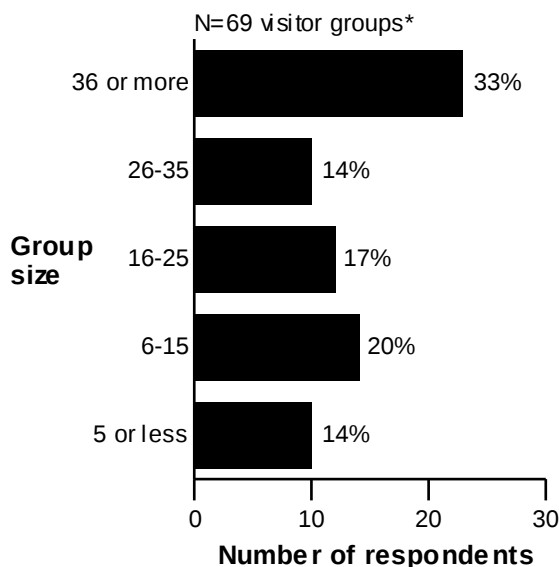


Figure 7: Organized group size

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 21b

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

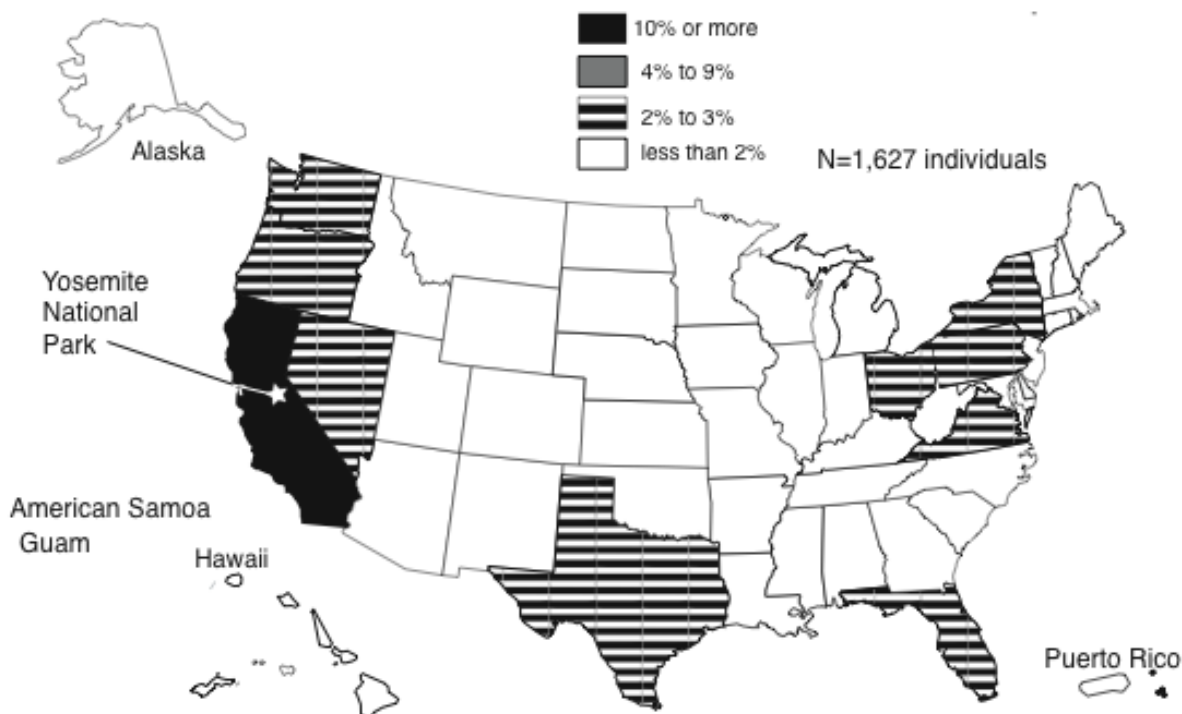
Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 43 states and comprised 75% of total visitation to the park during the survey period.
- 62% of U.S. visitors came from California (see Table 4 and Map 1).
- Smaller proportions of U.S. visitors came from 42 other states.

Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,627 individuals	Percent of total visitors N=2,170 individuals
California	1,010	62	47
Florida	34	2	2
New York	34	2	2
Virginia	34	2	2
Washington	34	2	2
Pennsylvania	30	2	1
Ohio	29	2	1
Texas	28	2	1
Nevada	26	2	1
Oregon	26	2	1
Illinois	23	1	1
New Jersey	23	1	1
Georgia	22	1	1
Arizona	21	1	1
Massachusetts	19	1	1
Utah	19	1	1
Colorado	18	1	1
26 other states	197	12	9



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

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence

Question 21b

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 33 countries and comprised 25% of total visitation to the park during the survey period (see Table 5).
- 14% of international visitors came from the United Kingdom.
- 13% were from Germany.
- Smaller proportions came from 31 other countries.

Country	Number of visitors	Percent of international visitors N=543 individuals	Percent of total visitors N=2,170 individuals
United Kingdom	74	14	3
Germany	73	13	3
France	62	11	3
Belgium	58	11	3
Canada	38	7	2
Denmark	38	7	2
Australia	30	6	1
Netherlands	27	5	1
Spain	24	4	1
Sweden	16	3	1
Switzerland	15	3	1
Norway	12	2	1
Italy	8	1	<1
Brazil	7	1	<1
19 other countries	61	11	3

*total percentages do not equal 100 due to rounding

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

Frequency of visits

Question 21c

For you and your personal group on this visit, how many times have you visited Yosemite National Park in the past 12 months (including this visit)?

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

Results

- 87% of visitors were visiting the park for the first time in the past 12 months (see Figure 8).
- 10% visited two or three times.

See Appendix 1 for more details.

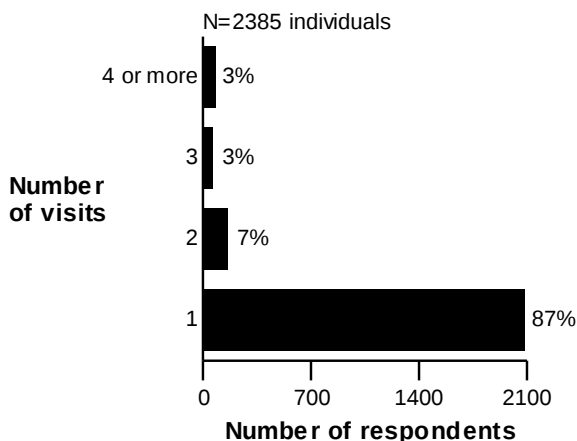


Figure 8: Number of visits to park in past 12 months

Question 21d

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

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

Results

- 57% of visitors were visiting the park for the first time (see Figure 9).
- 24% visited the park four or more times in their lifetime.
- 19% visited two or three times.

See Appendix 1 for more details.

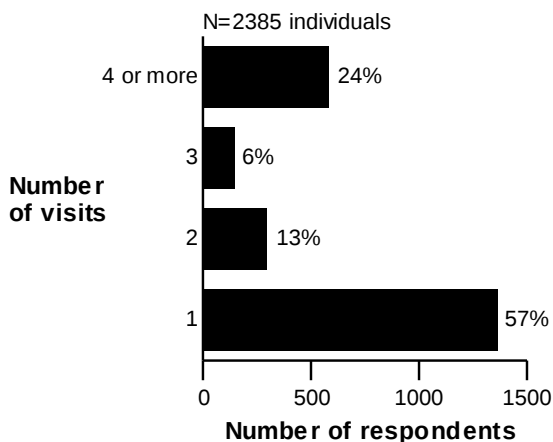


Figure 9: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 21a

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

- Visitor ages ranged from 1 to 98 years.
- 37% were 41-60 years (see Figure 10).
- 19% were 15 years or younger.
- 7% were 66 years or older.

See Appendix 1 for more details.

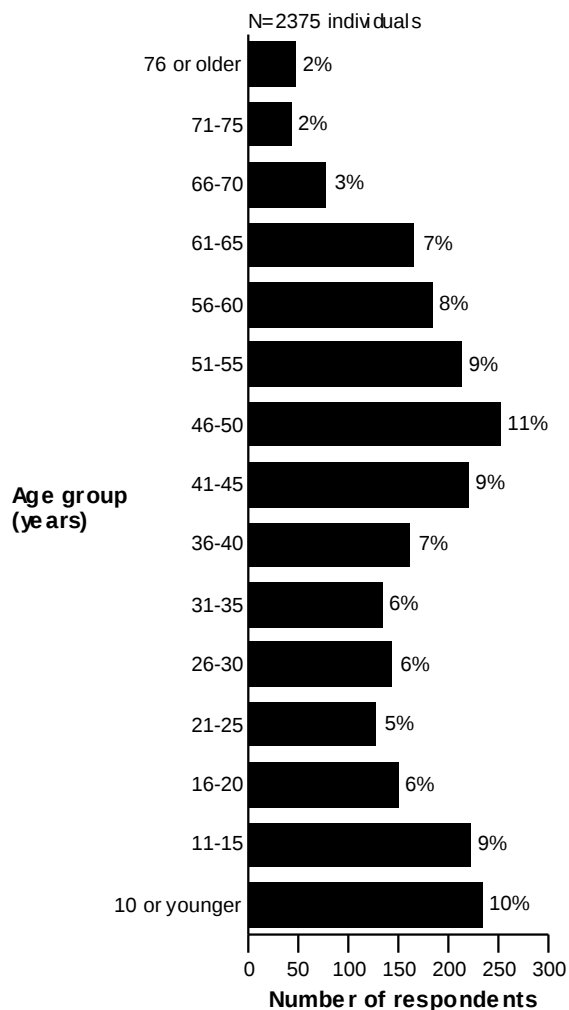


Figure 10: Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor race

Question 22b

What is your race? What is the race of each member of your personal group?

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

Results

- 88% of visitors were White (see Figure 11).
- 11% were Asian.

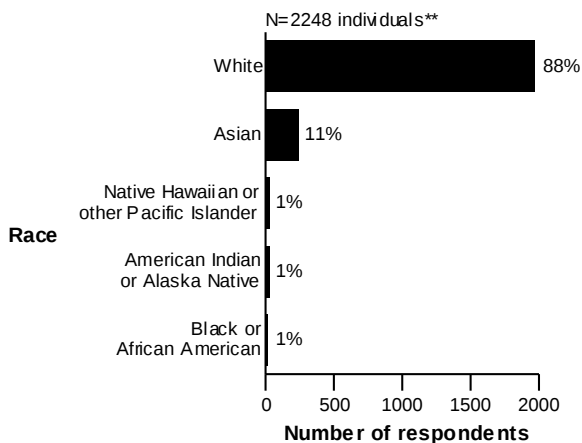


Figure 11: Visitor race

Visitor ethnicity

Question 22a

Are you or members of your personal group Hispanic or Latino?

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

Results

- 11% of visitors were Hispanic or Latino (see Figure 12).

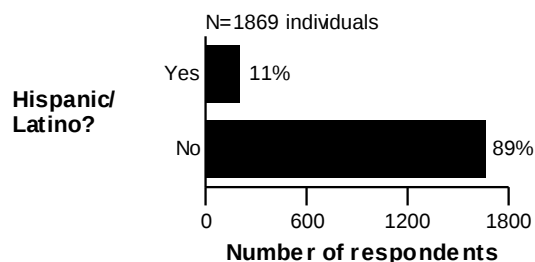


Figure 12: Visitors who were Hispanic or Latino

Question 22c

Are you or members of your group of Middle Eastern/Arab ancestry/descent?

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

Results

- 1% of visitors were of Middle Eastern/Arab ancestry/descent (see Figure 13).

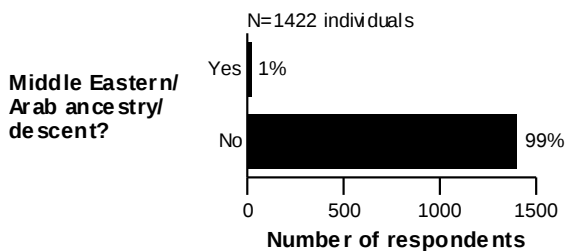


Figure 13: Visitors of Middle Eastern/Arab ancestry/descent

*total percentages do not equal 100 due to rounding

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

Question 23

If you or your personal group members are of Asian race, which of these best describes your race?

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

Results

- Among visitors who were of Asian race, 24% were Chinese (see Figure 14).
- 22% were Japanese.

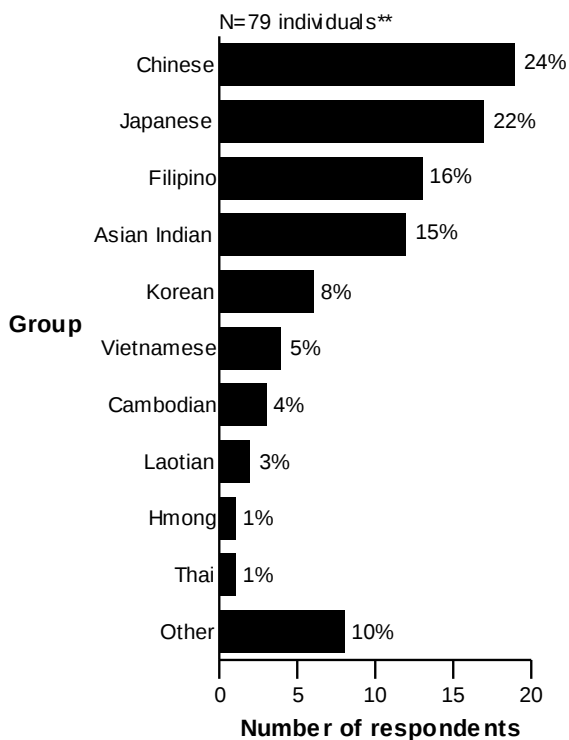


Figure 14: Asian ethnic groups

*total percentages do not equal 100 due to rounding

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

Language used for speaking

Question 24a

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

Results

- 91% of visitor groups reported English as their preferred language for speaking (see Figure 15).
- 9% reported a language other than English that they preferred to use for speaking (see Table 6).

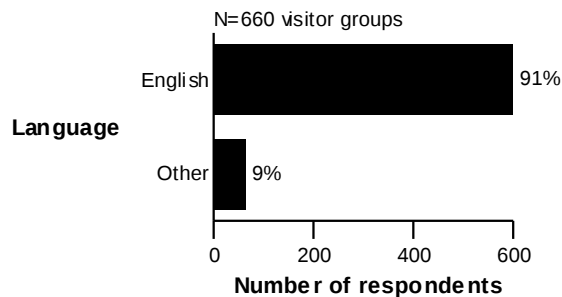


Figure 15: Language used for speaking

Table 6: Language used for speaking

N=66 comments

Language	Number of times mentioned
Spanish	19
German	11
French	10
Chinese	3
Danish	3
Dutch	3
Japanese	2
Swedish	2
Armenian	1
Farsi	1
Filipino	1
Hebrew	1
Hungarian	1
Italian	1
Korean	1
Mien	1
Polish	1
Portuguese	1
Russian	1
Taiwanese	1
Urdu	1

*total percentages do not equal 100 due to rounding

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

Language used for reading

Question 24b

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

Results

- 92% of visitor groups reported English as their preferred language for reading (see Figure 16).
- 8% reported a language other than English that they preferred to use for reading (see Table 7).

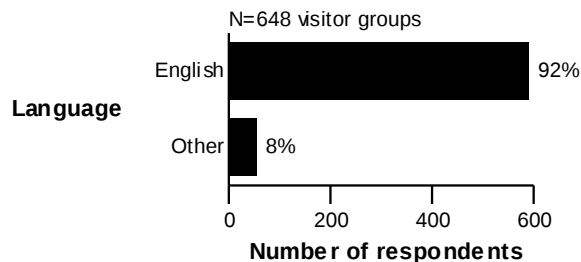


Figure 16: Language used for reading

Table 7: Language used for reading

N=56 comments

Language	Number of times mentioned
German	14
Spanish	13
French	9
Danish	3
Dutch	3
Chinese	2
Japanese	2
Armenian	1
Hebrew	1
Hungarian	1
Italian	1
Korean	1
Polish	1
Portuguese	1
Russian	1
Swedish	1
Urdu	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 needed in languages other than English

Question 24c

What services in the park need to be provided in languages other than English? (open-ended)

Results

- Fifty-seven visitor groups commented on services that need to be provided in languages other than English (see Table 8).

Table 8: Services needed in languages other than English

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

Service	Number of times mentioned
Maps	10
Guides	7
Brochures	6
Restroom signs	5
Bear food storage regulations	4
Directions	4
Signs	4
Yosemite Guide	4
All services should have other options	2
Emergency information	2
Explanations	2
Information in museum	2
Medical information	2
Park rules	2
Road signs	2
Warning signs	2
AM radio	1
Campground information	1
Care of nature	1
Coin-operated computer with all guides in printouts of the top 50 used languages	1
Entrances	1
Fire regulations	1
General trail information	1
Interpretive events	1
Menus	1
Shuttle	1
Tours	1

*total percentages do not equal 100 due to rounding

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

Visitors with physical conditions

Question 16a

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

Results

- 6% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 17).

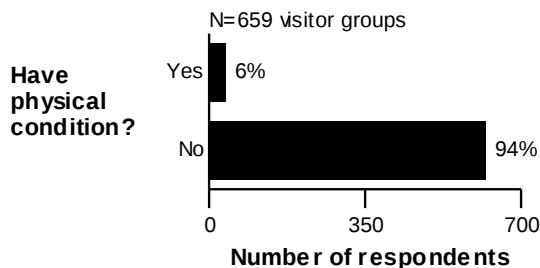


Figure 17: Visitor groups that had members with physical conditions

Question 16b

If YES, what services or activities were difficult to access/participate in? (open-ended)

Results – Interpret with **CAUTION!**

- Not enough visitor groups (N=26) responded to the question to provide reliable results (see Table 9).

Table 9: Services/activities that were difficult to access/participate in

N=28 comments;

some visitor groups made more than one comment.

CAUTION!

Service	Number of times mentioned
Hiking/walking	12
Trails	6
Everything	1
Getting down to viewing areas	1
Lack of handicapped parking	1
Parking spaces	1
Trail at the Ahwahnee to the lawn not easily accessible by wheelchair	1
Trails to Glacier Point and waterfalls	1
Tuolumne Grove	1
Viewing Mariposa Grove	1
Yosemite Valley	1
Yosemite Valley Visitor 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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information to plan your visit to Yosemite National Park?

Results

- 92% of visitor groups obtained information about Yosemite National Park prior to their visit (see Figure 18).
- As shown in Figure 19, among those visitor groups who obtained information about Yosemite National Park prior to their visit, the most common sources were:

51% Yosemite National Park website
 50% Previous visits
 46% Friends/relatives/word of mouth

- “Other” sources (3%) were:

Books
 Gray Line tours
 Oakhurst Tourist Bureau
 Tour operator
 Tourist information center

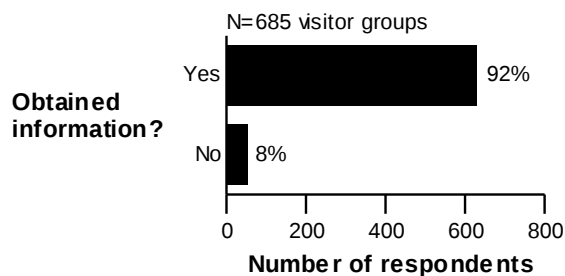


Figure 18: Visitor groups that obtained information about the park prior to visit

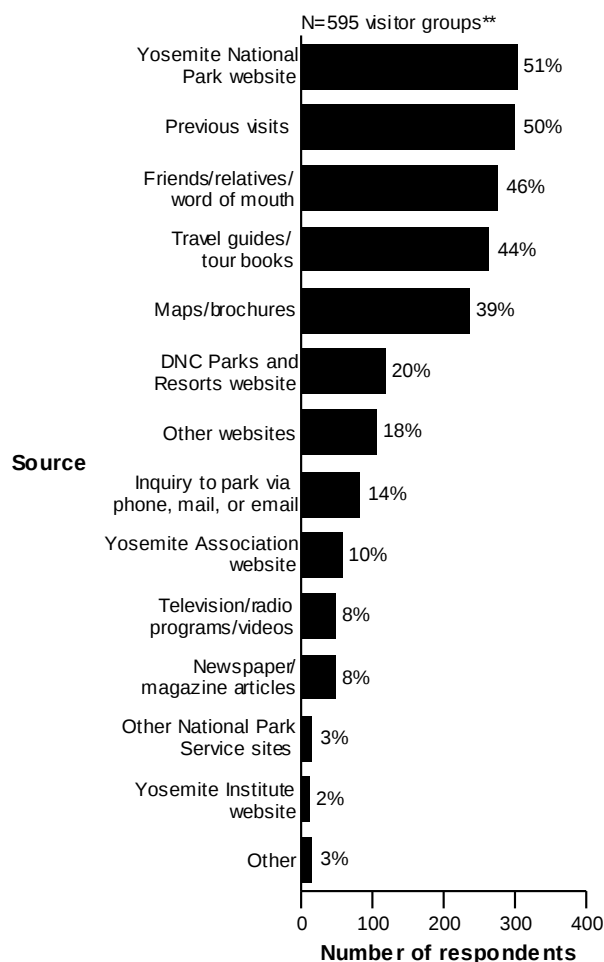


Figure 19: Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 91% of visitor groups received needed information prior to their visit (see Figure 20).

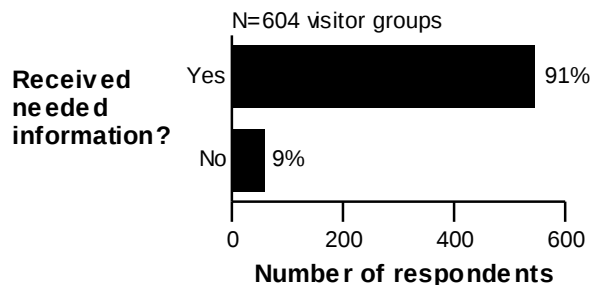


Figure 20: Visitor groups that received needed information prior to their visit

Question 1d

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

Results

- Forty-four visitor groups listed information they needed, but did not receive (see Table 10).

*total percentages do not equal 100 due to rounding

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

Table 10: Needed information
 N=51 comments;
 some visitor groups made more than one comment.

Type of information	Number of times mentioned
Specific information about accommodations in or near the park	6
Information on walking/hiking trails	5
Maps	4
How much time to allow to see everything	3
Better maps with detailed descriptions	2
Details on camping	2
Distances between one place and another	2
Travel time from one point of interest to another	2
Availability of campsites at Tamarack Creek	1
Better lodging information with detailed descriptions	1
Campground where handicapped had electrical hookups	1
Details of horseback riding restrictions	1
Directions	1
Entry prices	1
Information about bears and food storage	1
Information about hotel reservations	1
Information on how to get around in the park (e.g. shuttle service)	1
Itinerary samples	1
Location of bear lockers at Housekeeping Camp (inconsistent with websites)	1
Locations to visit	1
No showers at Wawona campground	1
Opening/closing access times	1
Reviews of accommodations	1
Road grade on Highway 120 to Highway 395	1
Specifics on sites to visit	1
The need to pack scented toiletries separately from unscented toiletries	1
Traffic conditions	1
Trail maps	1
Up-to-date information, especially about controlled burns	1
Vehicle length restrictions	1
Wait list for lodging	1
Website not clear about park entrances	1
Website showing where things are	1

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 1b

If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to obtain information about Yosemite National Park?

Results

- As shown in Figure 21, the most common sources of information to use for a future visit were:

74% Yosemite National Park website
49% Previous visits
42% Maps/brochures

- “Other” sources of information (2%) were:

Books
Camera clubs
Schools
Yosemite Guide

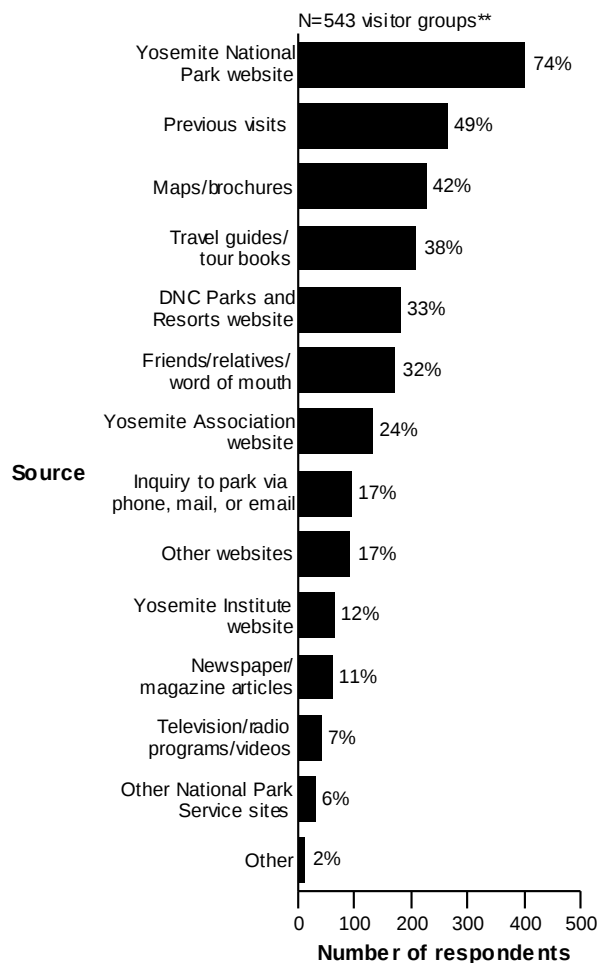


Figure 21: Sources of information to use for future visit

*total percentages do not equal 100 due to rounding

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

Timing of decision to visit the park

Question 5

When did you and your personal group make the decision to visit Yosemite National Park?

Results

- 42% of visitor groups made the decision to visit Yosemite National Park 1-6 months before the visit (see Figure 22).
- 18% made the decision more than 6 months but less than a year before the visit.

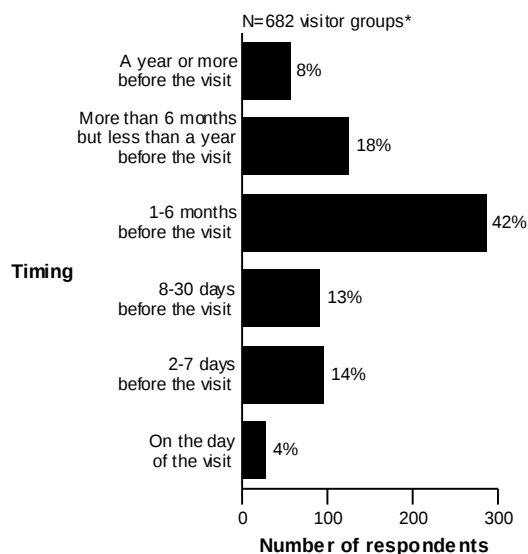


Figure 22: Timing of decision to visit park

Time of first entry

Question 6

On this visit, at what time did you and your personal group first enter Yosemite National Park?

Results

- 39% of visitor groups first entered Yosemite National Park between 10 am and 2 pm (see Figure 23).
- 31% first entered between 2 pm and 6 pm.

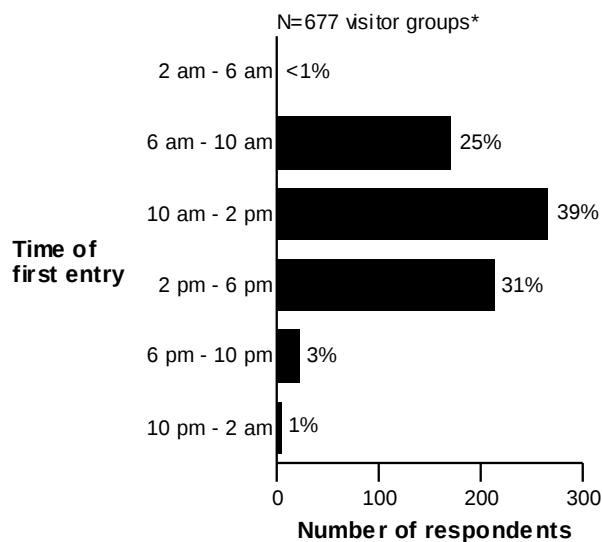


Figure 23: Time of first entry to park

*total percentages do not equal 100 due to rounding

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

Entrance and exit points

Question 7a

On this visit, which entrance point did you and your personal group use to first enter Yosemite National Park?

Results

- 36% of visitor groups first entered Yosemite National Park through the South Entrance (see Figure 24).
- 21% first entered through the Big Oak Flat Entrance.
- 21% first entered through the Arch Rock Entrance.
- 20% first entered through the Tioga Pass Entrance.
- 2% first entered through the Hetch Hetchy Entrance Station.

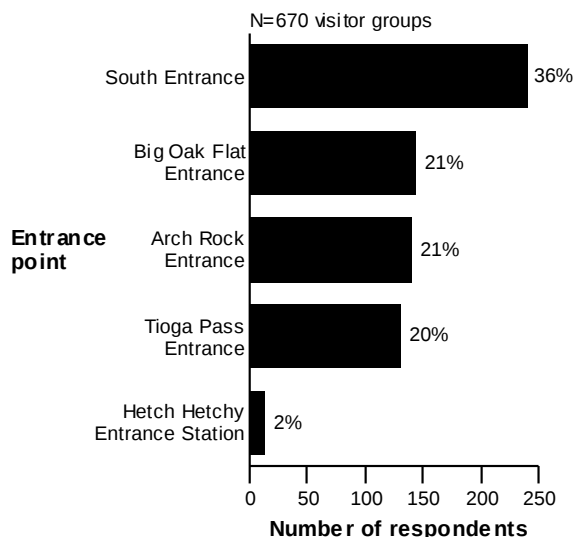


Figure 24: Entrance point first used by visitor groups

Question 7b

On this visit, which exit point did you and your personal group use to last exit Yosemite National Park?

Results

- 36% of visitor groups last exited Yosemite National Park through the South Entrance (see Figure 25).
- 23% last exited through the Tioga Pass Entrance.
- 22% last exited through the Big Oak Flat Entrance.
- 16% last exited through the Arch Rock Entrance.
- 3% last exited through the Hetch Hetchy Entrance Station.

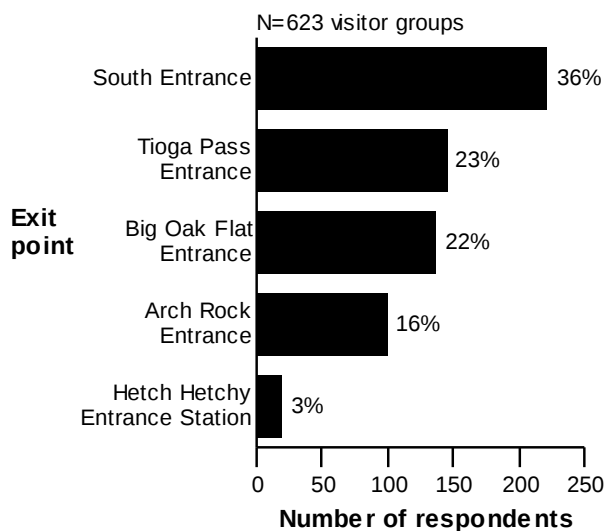


Figure 25: Exit point last used by visitor groups

Note: The results for questions 7a and 7b may reflect the proportions of questionnaires distributed and returned (see Table 1).

*total percentages do not equal 100 due to rounding

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

Number of park entries

Question 7c

During your stay in the area (within 50 miles of any entrance point), how many times did you and your personal group enter Yosemite National Park?

Results

- 50% of visitor groups entered the park once (see Figure 26).
- 27% entered the park twice.

See Appendix 1 for more details.

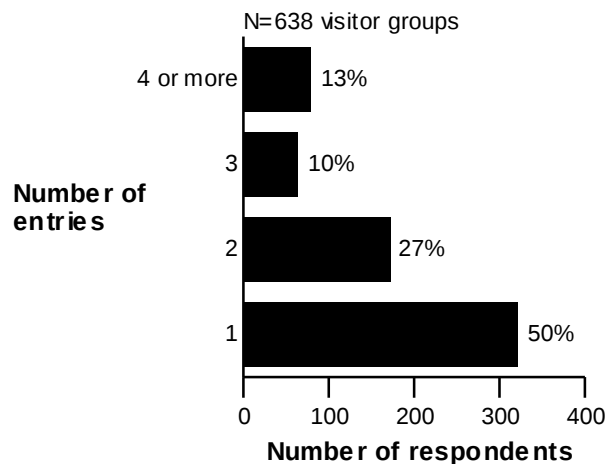


Figure 26: Number of park entries

*total percentages do not equal 100 due to rounding

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

Opinions about entrance fees

Question 10a

On this visit, which one of the following entrance fees/passes applied to you and your personal group?

Results

- 55% of visitor groups paid a fee of \$20 per car to enter the park (see Figure 27).
- 22% used an annual pass.
- 20% used other passes.

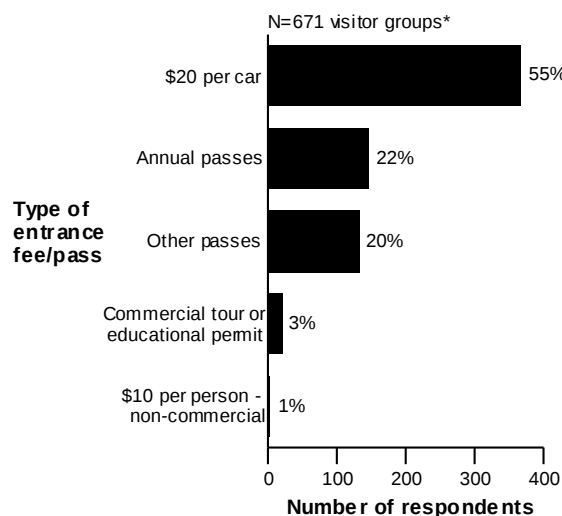


Figure 27: Type of entrance fee/pass used

Question 10b

On this visit, how would you and your personal group rate the value you received for the entrance fee you paid or the pass you used to enter Yosemite National Park?

Results

- 87% of visitor groups rated the value for the entrance fee paid or pass used as “very good” or “good” (see Figure 28).
- 2% rated the value as “poor” or “very poor.”

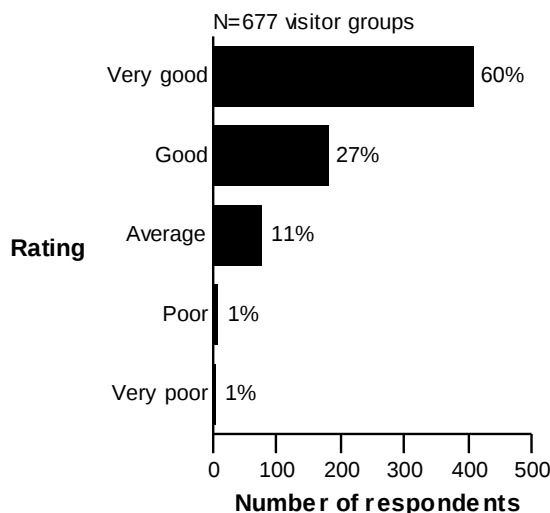


Figure 28: Value of fee paid or pass used

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting park area

Question 9

For this trip, what was the primary reason that you and your personal group visited the Yosemite National Park area (within 50 miles of any entrance point)?

Results

- 3% of visitor groups were residents of the area (see Figure 29).
- As shown in Figure 30, the primary reason for visiting the Yosemite National Park area (within 50 miles) among visitor groups that were not residents were:

79% Visit Yosemite National Park

7% Travel through to other destination

5% Visit other attractions in the area

- “Other” reasons (3%) were:

Attend a wedding

Astronomy

Bass Lake

Bible conference

Camp at Bass Lake

Celebrate 50th wedding anniversary

Church

Climb Mt. Conness

Collect water

Family camp at Camp Wawona

Fly fish Lee Vining Creek

Rock climb

Show friend Hetch Hetchy

Summer camp

See sequoia trees

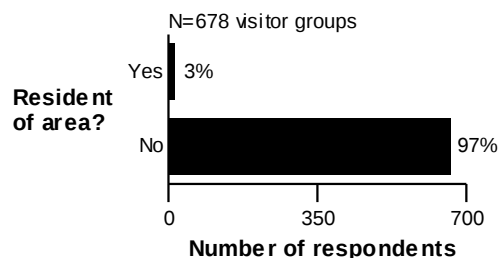


Figure 29: Residents of the area (within 50 miles) of the park

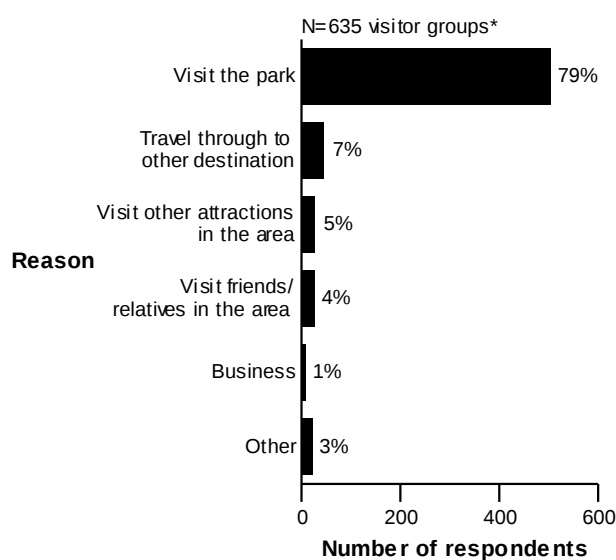


Figure 30: Primary reason for visiting the park area (within 50 miles)

*total percentages do not equal 100 due to rounding

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

Locations stayed on night prior to visit

Question 13a

On this trip, where did you and your personal group stay on the night prior to visiting Yosemite National Park? If you stayed at home, please write the name of your hometown and state. (open-ended)

Results

- Table 11 shows the locations where visitor groups stayed on the night prior to visiting Yosemite National Park.

Table 11: Location of lodging on night before visit

N=669 comments

Location	Number of times mentioned
San Francisco, CA	56
Fresno, CA	42
Oakhurst, CA	41
Mariposa, CA	36
Mammoth Lakes, CA	19
Sacramento, CA	18
Merced, CA	16
Groveland, CA	15
San Jose, CA	14
Bishop, CA	13
Las Vegas, NV	12
Monterey, CA	11
El Portal, CA	10
June Lake, CA	10
Los Angeles, CA	10
Bass Lake, CA	9
Fish Camp, CA	9
Modesto, CA	9
Lee Vining, CA	8
Bakersfield, CA	6
Lone Pine, CA	6
Sequoia National Park, CA	6
Sonora, CA	6
Mammoth, CA	5
Turlock, CA	5
Alameda, CA	4
Coarsegold, CA	4
Fremont, CA	4
Oakland, CA	4
Pleasanton, CA	4
South Lake Tahoe, CA	4
Three Rivers, CA	4
Walnut Creek, CA	4
Beatty, NV	3

*total percentages do not equal 100 due to rounding

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

Table 11: Lodging location on night before visit
(continued)

Location	Number of times mentioned
Carmel-by-the-Sea, CA	3
Clovis, CA	3
Cupertino, CA	3
Lake Tahoe, CA	3
Midpines, CA	3
Palo Alto, CA	3
Reno, NV	3
Rocklin, CA	3
Roseville, CA	3
Salinas, CA	3
San Diego, CA	3
Santa Cruz, CA	3
Sonoma, CA	3
Visalia, CA	3
Albany, CA	2
Anaheim, CA	2
Angels Camp, CA	2
Atwater, CA	2
Auburn, CA	2
Berkeley, CA	2
Brentwood, CA	2
Bridgeport, CA	2
Carson City, NV	2
Chicago, IL	2
Colfax, CA	2
Davis, CA	2
Death Valley, CA	2
Folsom, CA	2
Furnace Creek, CA	2
Gold River, CA	2
Hayward, CA	2
Lake Tahoe, NV	2
Lancaster, CA	2
Madeira, CA	2
Marina, CA	2
Menlo Park, CA	2
Milpitas, CA	2
Morgan Hill, CA	2
Novato, CA	2
Placerville, CA	2

*total percentages do not equal 100 due to rounding

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

Table 11: Location of lodging on night before visit
(continued)

Location	Number of times mentioned
San Leandro, CA	2
San Lorenzo, CA	2
San Mateo, CA	2
Santa Barbara, CA	2
Santa Rosa, CA	2
Springdale, UT	2
Tonopah, NV	2
Truckee, CA	2
Vallejo, CA	2
Vista, CA	2
Westlake Village, CA	2
Westminster, CA	2
Other locations	124

*total percentages do not equal 100 due to rounding

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

Locations stayed on night after visit

Question 13b

On this trip, where did you and your personal group stay on the night after leaving Yosemite National Park? If you stayed at home, please write the name of your hometown and state. (open-ended)

Results

- Table 12 shows the locations where visitor groups stayed on the night after leaving Yosemite National Park.

Table 12: Location of lodging on night after visit

N=663 comments

Location	Number of times mentioned
San Francisco, CA	60
Fresno, CA	28
Oakhurst, CA	26
Mariposa, CA	20
Mammoth Lakes, CA	19
San Jose, CA	16
Sacramento, CA	13
Bishop, CA	12
Groveland, CA	12
Merced, CA	12
Modesto, CA	12
Lee Vining, CA	10
Reno, NV	9
Bass Lake, CA	8
El Portal, CA	8
Fish Camp, CA	8
June Lake, CA	8
Los Angeles, CA	8
San Diego, CA	8
Sonora, CA	8
South Lake Tahoe, CA	8
Las Vegas, NV	7
Sequoia National Park, CA	7
Lake Tahoe, CA	6
Visalia, CA	6
Furnace Creek, CA	5
Monterey, CA	5
Oakdale, CA	5
Pleasanton, CA	5
Anaheim, CA	4
Bakersfield, CA	4
Carmel-by-the-Sea, CA	4
Coarsegold, CA	4
Death Valley, CA	4

*total percentages do not equal 100 due to rounding

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

Table 12: Location of lodging on night after visit
(continued)

Location	Number of times mentioned
Lone Pine, CA	4
Mammoth, CA	4
Oakland, CA	4
Rocklin, CA	4
Salinas, CA	4
San Mateo, CA	4
Turlock, CA	4
Alameda, CA	3
Berkeley, CA	3
Brentwood, CA	3
Clovis, CA	3
Cupertino, CA	3
Fremont, CA	3
Lake Tahoe, NV	3
Palo Alto, CA	3
Roseville, CA	3
Santa Cruz, CA	3
Three Rivers, CA	3
Walnut Creek, CA	3
Albany, CA	2
Angels Camp, CA	2
Atwater, CA	2
Auburn, CA	2
Ahwahnee, CA	2
Boston, MA	2
Bridgeport, CA	2
Colfax, CA	2
Daly City, CA	2
El Dorado Hills, CA	2
Folsom, CA	2
Gold River, CA	2
Hayward, CA	2
Lancaster, CA	2
Long Beach, CA	2
Mammoth Mountain, CA	2
Manteca, CA	2
Milpitas, CA	2
Morgan Hill, CA	2
Napa, CA	2
Pacifica, CA	2
San Carlos, CA	2
Santa Clarita, CA	2
Santa Rosa, CA	2

*total percentages do not equal 100 due to rounding

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

Table 12: Location of lodging on night after visit
(continued)

Location	Number of times mentioned
Sunnyvale, CA	2
Tonopah, NV	2
Tracy, CA	2
Wawona, CA	2
Westlake Village, CA	2
Westminster, CA	2
Other locations	160

*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

Question 11a

On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and Yosemite National Park?

Results

- 69% of visitor groups used a private vehicle to travel between overnight accommodations or home and Yosemite National Park (see Figure 31).
- 30% used a rental vehicle.
- Specified bus services (6%) were:
 - Charter from San Francisco
 - Commercial service from San Francisco
 - Free park shuttle
 - Shuttle bus
 - Yosemite Area Regional Transportation
- "Other" forms of transportation (1%) were:
 - Airplane
 - Hitchhike
 - Kayak

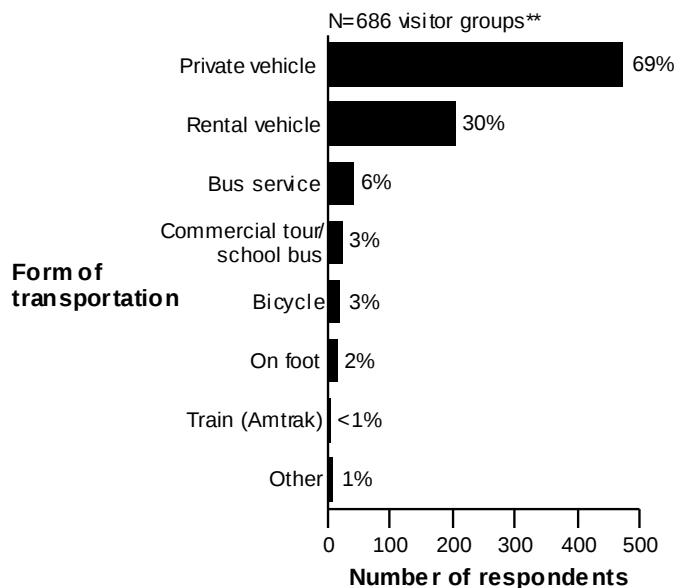


Figure 31: Forms of transportation

*total percentages do not equal 100 due to rounding

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

Number of vehicles

Question 11b

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

Results

- 83% of visitor groups used one vehicle to arrive at the park (see Figure 32).

See Appendix 1 for more details.

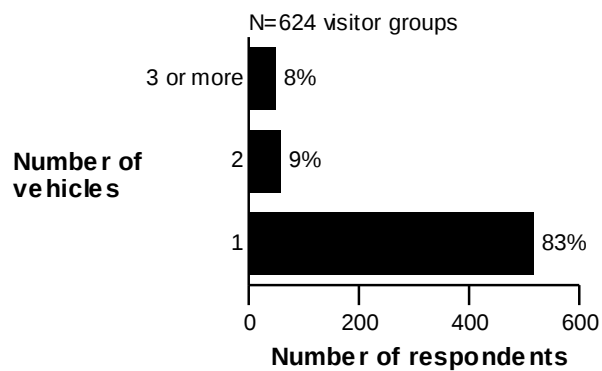


Figure 32: Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 8a

On this trip, did you and your personal group stay overnight away from your permanent residence in Yosemite National Park or in the area within 50 miles of any entrance point?

Results

- 69% of visitor groups stayed overnight away from their permanent residence in Yosemite National Park or within 50 miles of any entrance point (see Figure 33).

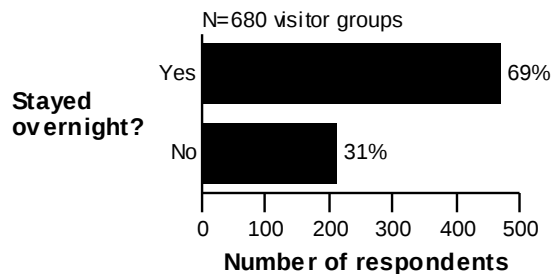


Figure 33: Visitor groups that stayed overnight in the park or the area

Question 8b

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

Results

- 45% of visitor groups stayed three or more nights inside the park (see Figure 34).
- 30% stayed two nights.

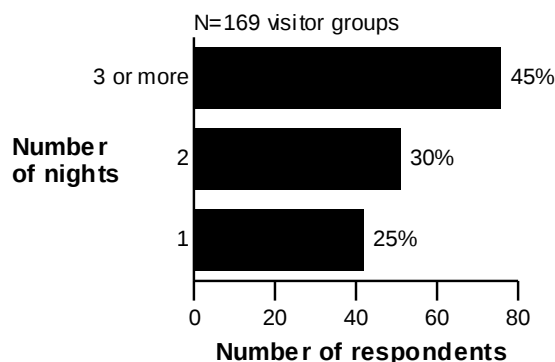


Figure 34: Number of nights inside the park

Question 8b

If YES, please list the number of nights you and your personal group stayed outside the park, within 50 miles of any entrance point.

Results

- 39% of visitor groups stayed three or more nights outside the park (see Figure 35).
- 34% stayed two nights.

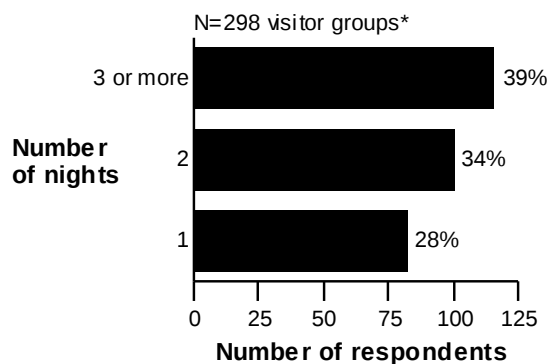


Figure 35: Number of nights in the area outside the park

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

Lodging used inside the park

Question 8c

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

Results

- 47% of visitor groups stayed in a lodge, motel, cabin, rented condo/home or bed & breakfast inside the park (see Figure 36).
- 31% tent camped in a developed campground.
- No visitor groups specified “other” types of lodging (1%).

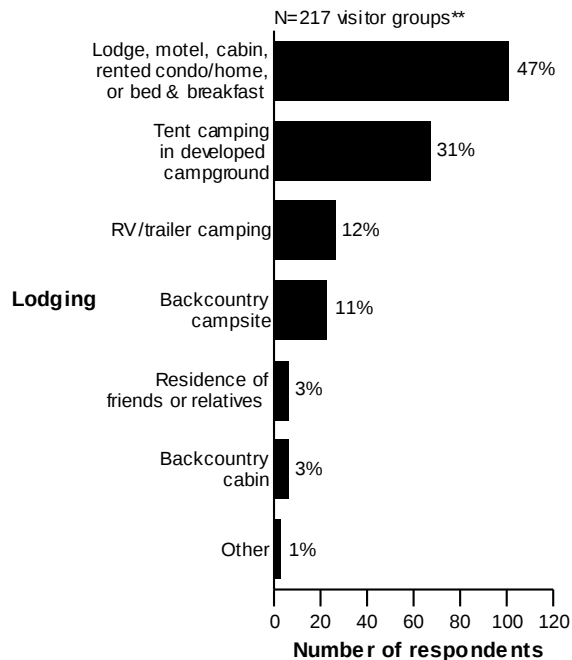


Figure 36: Lodging used inside the park

*total percentages do not equal 100 due to rounding

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

Lodging used in the area outside the park

Question 8d

In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 50 miles)?

Results

- 78% of visitor groups stayed in a lodge, motel, cabin, rented condo/home, or bed & breakfast (see Figure 37).
- 9% camped in an RV/trailer.
- "Other" types of lodging (4%) were:

Berkeley Family Camp
Boondocking
Camp Tawonga
Hostel

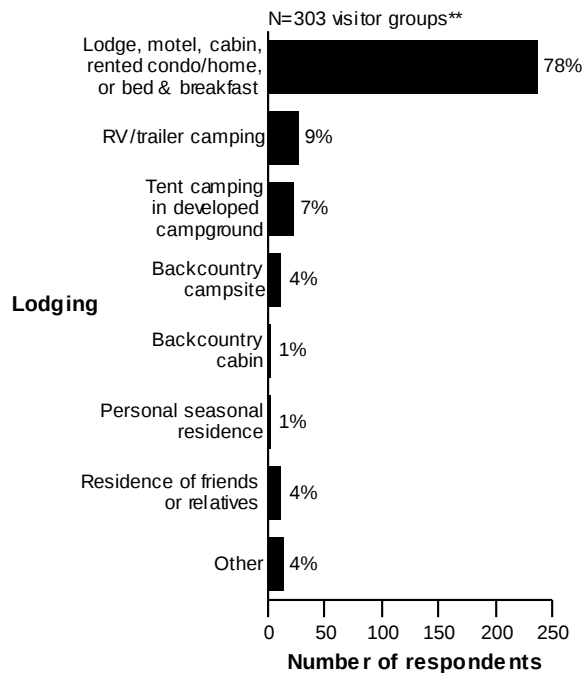


Figure 37: Lodging in the area outside the park (within 50 miles)

*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 4a

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

Results

Number of hours if less than 24

- 68% of visitor groups spent five or more hours visiting the park (see Figure 38).
- 16% spent between three and four hours.
- The average length of stay for visitor groups who spent less than 24 hours was 7.2 hours.

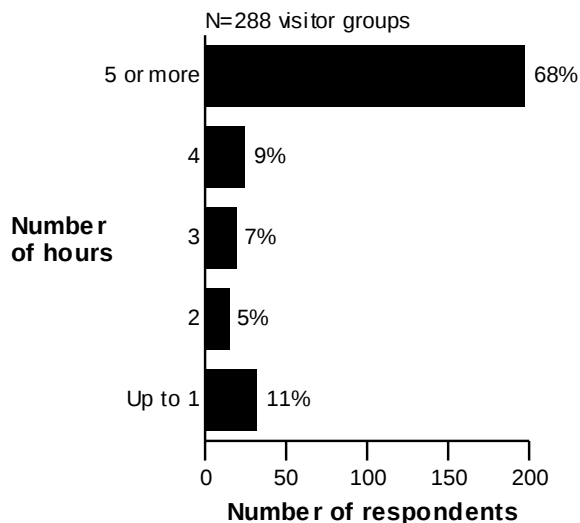


Figure 38: Number of hours visiting the park

Number of days if 24 hours or more

- 60% of visitor groups spent two or three days visiting the park (see Figure 39).
- 23% spent five or more days.
- The average length of stay for visitor groups who spent more than 24 hours was 3.9 days.

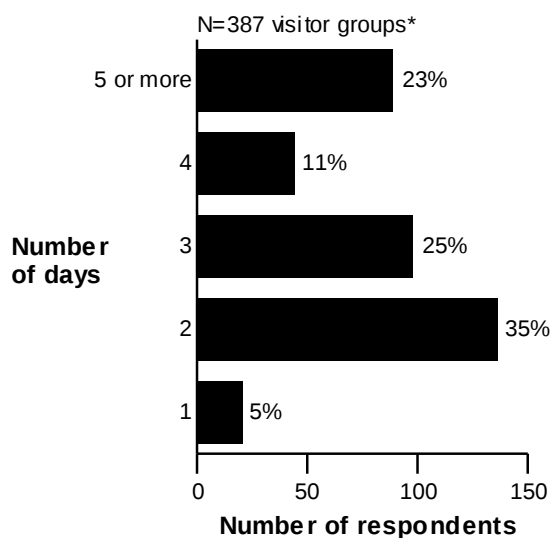


Figure 39: Number of days visiting the park

Average length of stay

- The average length of stay for all visitor groups was 57 hours, or 2.4 days.

See Appendix 1 for more details.

*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 area

Question 4b

On this visit to Yosemite National Park, how long did you and your personal group stay in the area (within 50 miles of any entrance point)?

Results

Number of hours if less than 24

- 60% of visitor groups spent five or more hours in the area (see Figure 40).
- 14% spent three or four hours.
- The average length of stay for visitors who spent less than 24 hours in the area was 7 hours.

Number of days if 24 hours or more

- 57% spent two or three days in the area (see Figure 41).
- 23% stayed five or more days.
- The average length of stay for visitors who spent more than 24 hours in the area was 4.6 days.

Average length of stay

- The average length of stay for all visitor groups was 83 hours, or 3.5 days.

See Appendix 1 for more details.

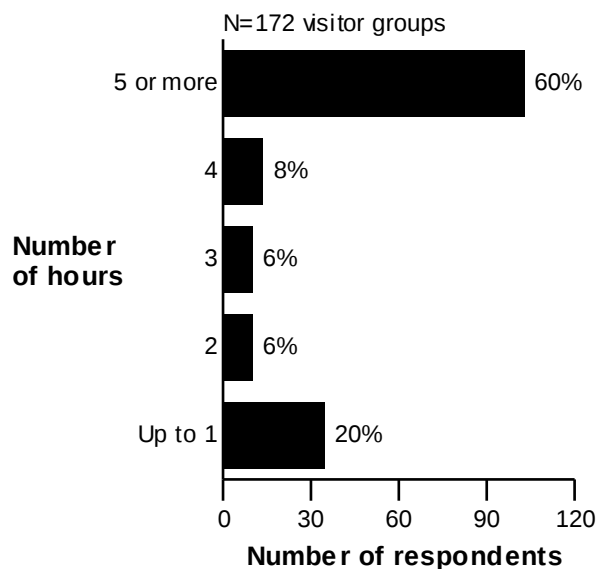


Figure 40: Number of hours in the area (within 50 miles)

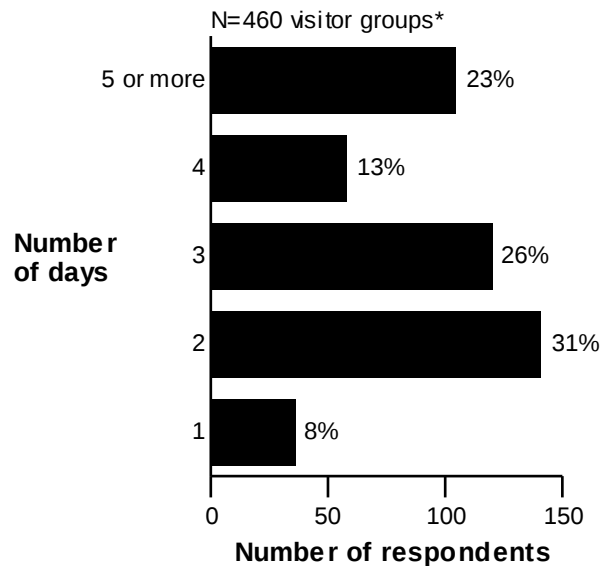


Figure 41: Number of days in the area (within 50 miles)

*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 14

On this visit, which of the following sites in Yosemite National Park did you and your personal group visit?

Results

- As shown in Figure 42, the most commonly visited sites by visitor groups at Yosemite National Park were:
 - 70% Yosemite Valley
 - 59% Yosemite Falls
 - 56% Yosemite Valley Visitor Center
- The least visited sites were:
 - 5% Yosemite Wilderness
 - 3% High Sierra Camps
- “Other” (11%) sites that were visited are shown in Table 13.

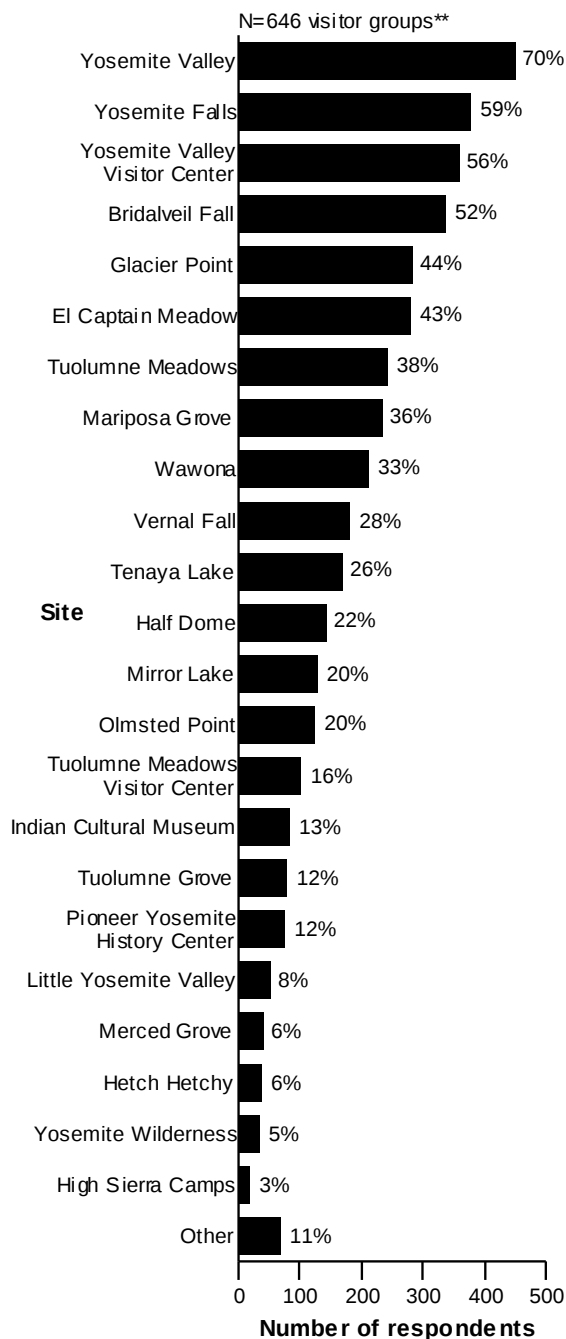


Figure 42: Sites visited

*total percentages do not equal 100 due to rounding

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

Table 13: “Other” sites visited
N=85 comments

Site	Number of times mentioned
Nevada Falls	16
May Lake	6
Ahwahnee Lodge	4
Merced River	4
Curry Village	3
Gaylor Lakes	3
Happy Isles	3
Notre Dame	3
Tioga Pass	3
Tunnel View	3
Cathedral Lake	2
White Wolf	2
Backcountry north of Yosemite Valley	1
Big Tree	1
Bridalveil Creek	1
Chilnualna Falls	1
Cloud's Rest	1
Crane Flat	1
Hodgdon Meadow	1
House Keeping Footbridge	1
Lambert Dome	1
Le Conte Memorial Lodge	1
Lyle Fork	1
Mammoth Lakes	1
McGurk Meadow	1
Mt. Hoffman	1
Picnic area	1
Porcupine Creek	1
Rainbow Pools	1
Red Peak	1
Sentinel Beach	1
Sentinel Dome	1
Sentinel Picnic Area	1
Sequoia Grove	1
Sierra Club House	1
Soda Springs	1
Sunrise Lakes	1
Taft Point	1
Tamarack Flats	1
Wagon Wheel Falls	1
Wapama Falls	1
Yosemite Creek Campground	1
Yosemite Lodge	1
Yosemite Village	1
Yosemite West	1

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 12a

On this visit, in which activities did you and your personal group participate while visiting Yosemite National Park?

Results

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

93% Viewing scenery
64% Taking scenic drive
54% Day hiking

- “Other” activities (12%) are listed in Table 14.

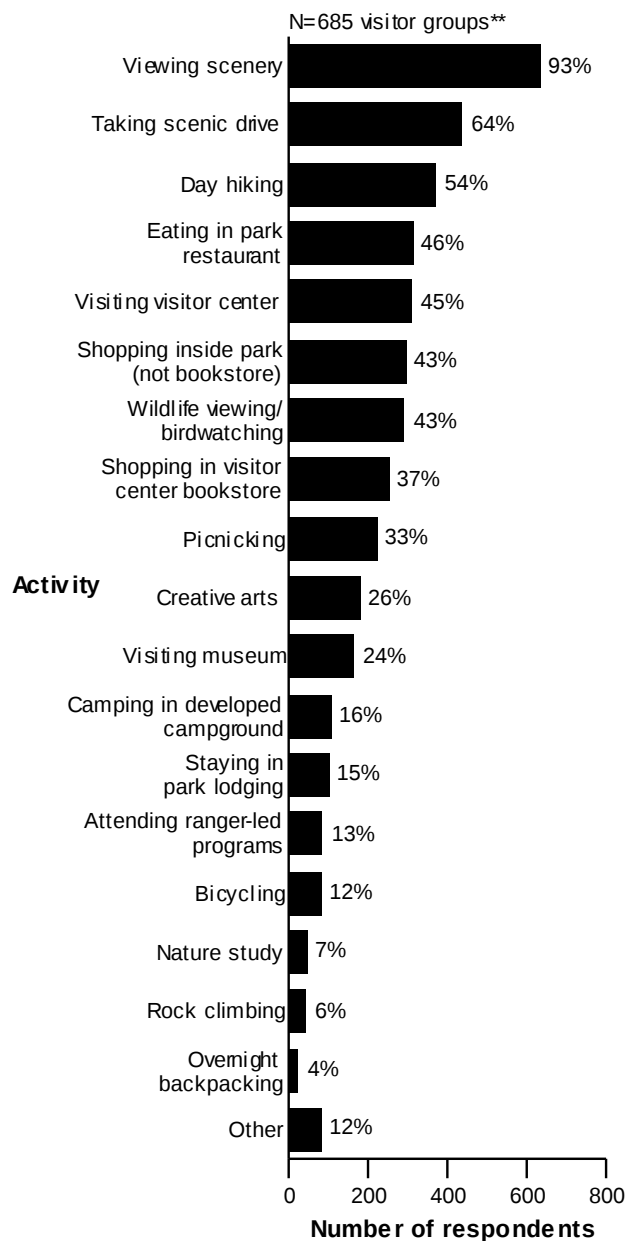


Figure 43: Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 14: “Other” activities
N=84 comments

Activity	Number of times mentioned
Rafting	22
Swimming	18
Taking open-air bus/tram tours	8
Horseback riding	7
Attending a wedding	4
Fishing	4
Golfing	3
Water sports	2
Astronomy	1
Attending chapel services	1
Bible conference	1
Business meeting	1
Driving through	1
Filling gasoline	1
Hanging out in nature	1
Meeting with resident	1
Mountaineering	1
Night walks	1
Playing in river/stream	1
Relaxing	1
Spiritual pilgrimage	1
Studying Yosemite artist	1
Theater	1
Watching film on history of Yosemite	1

*total percentages do not equal 100 due to rounding

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

Primary activity on this visit

Question 12b

Which one of the above activities was the primary activity in which you and your personal group participated while visiting Yosemite National Park?

Results

- As shown in Figure 44, the most common primary activities listed by visitor groups were:

41% Viewing scenery

27% Day hiking

- “Other” activities (6%) included:

Attending a wedding

Attending a Bible conference

Business meeting

Fishing

Hanging out in nature

Horseback riding

Junior Ranger program

Mountaineering

Night walks

Playing in river/stream

Rafting

Studying Yosemite artist

Swimming

Taking open-air bus/tram tours

Water poaching

Water sports

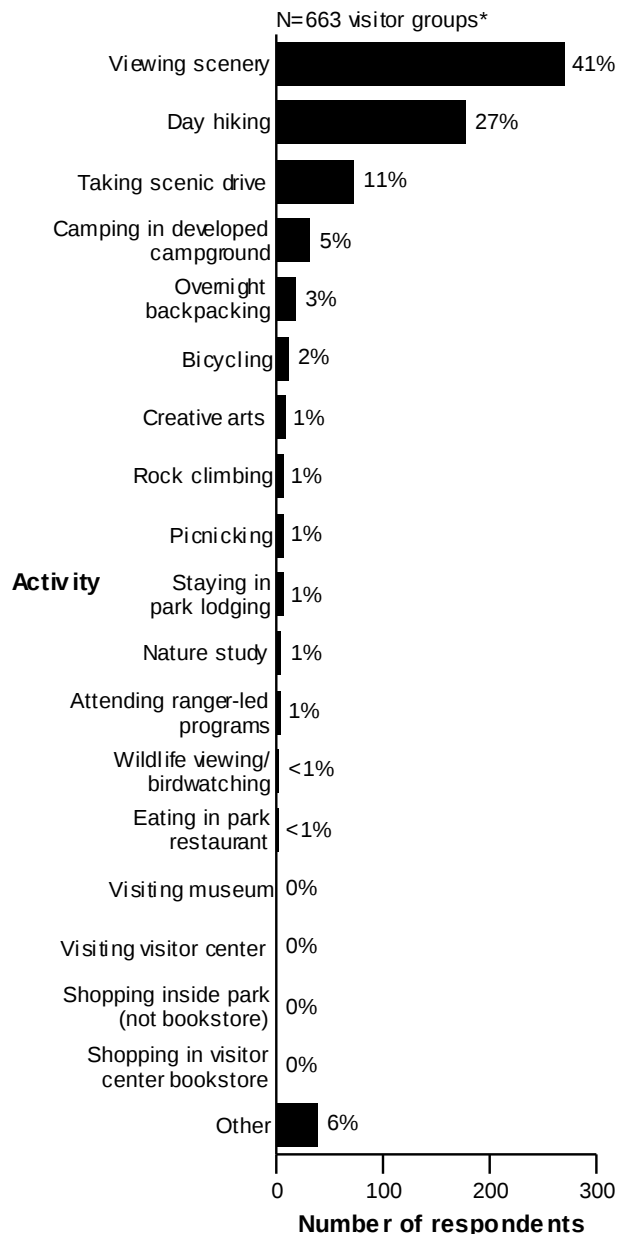


Figure 44: Primary activity

*total percentages do not equal 100 due to rounding

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

Food storage regulations

Question 2a

Prior to your visit, were you and members of your personal group aware of food storage regulations in bear country at Yosemite National Park?

Results

- 71% of visitor groups were aware of food storage regulations in bear country (see Figure 45).

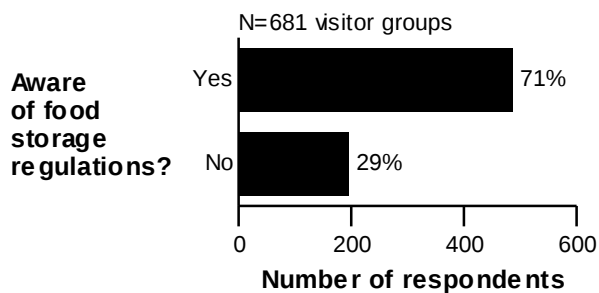


Figure 45: Visitor groups that were aware of food storage regulations

Question 2b

During your visit, did you and your personal group learn about bear country food storage regulations from rangers, brochures, exhibits, or by other means?

Results

- 79% of visitor groups learned about bear country food storage regulations (see Figure 46).

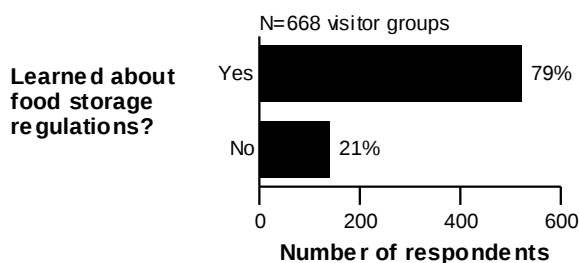


Figure 46: Visitor groups that learned about food storage regulations

*total percentages do not equal 100 due to rounding

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

Prescribed burns

Question 3a

In some national park units, National Park Service policy involves setting fires under prescribed weather and burning conditions to meet specific resource management objectives, such as reduction of non-native plants, restoration of native vegetation, and removal of unnatural levels of woody or grassy material, which could help reduce potential catastrophic fires. Prior to this visit to Yosemite National Park, were you and your personal group aware of this prescribed fire policy?

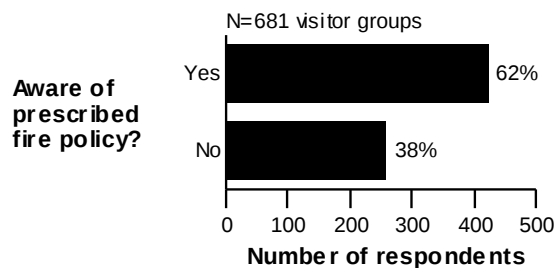


Figure 47: Visitor groups that were aware of prescribed fire policy

Results

- 62% of visitor groups were aware of the prescribed fire policy (see Figure 47).

Question 3b

If you and your personal group were to visit Yosemite National Park in the future, would you be willing to tolerate short periods of occasional smoke or reduced visibility caused by prescribed burns?

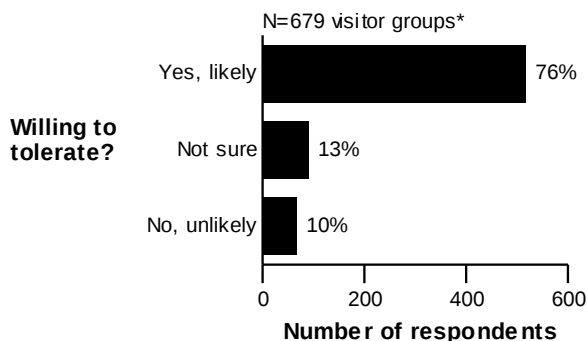


Figure 48: Visitor groups that would be willing to tolerate smoke or reduced visibility caused by prescribed burns

Results

- 76% of visitor groups would be likely to tolerate short periods of occasional smoke or reduced visibility caused by prescribed burns (see Figure 48).

*total percentages do not equal 100 due to rounding

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

Question 3c

If you and your personal group were to visit Yosemite National Park in the future, would you be willing to tolerate temporarily charred fields or trees resulting from prescribed burns?

Results

- 89% of visitor groups would be likely to tolerate temporarily charred fields or trees resulting from prescribed burns (see Figure 49).

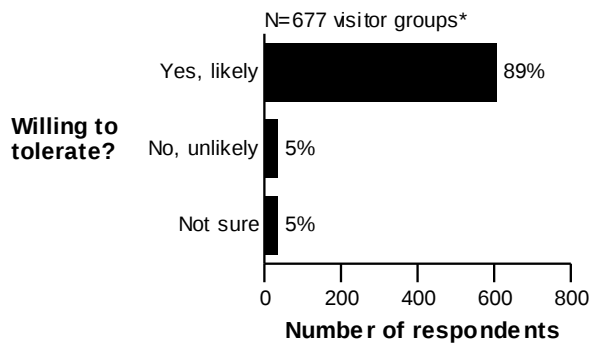


Figure 49: Visitor groups that would be willing to tolerate charred fields/trees

*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 17a

Please indicate all information services and facilities that you or your personal group used during this visit to Yosemite National Park.

Results

- As shown in Figure 50, among those visitor groups that obtained information about Yosemite NP prior to their visit, the most commonly used information services and facilities were:

87% Park brochure/map
73% Yosemite Guide
45% Yosemite Valley loop shuttle bus service

- The least used services/facilities were:

4% Ranger-led campground program
3% Junior Ranger program

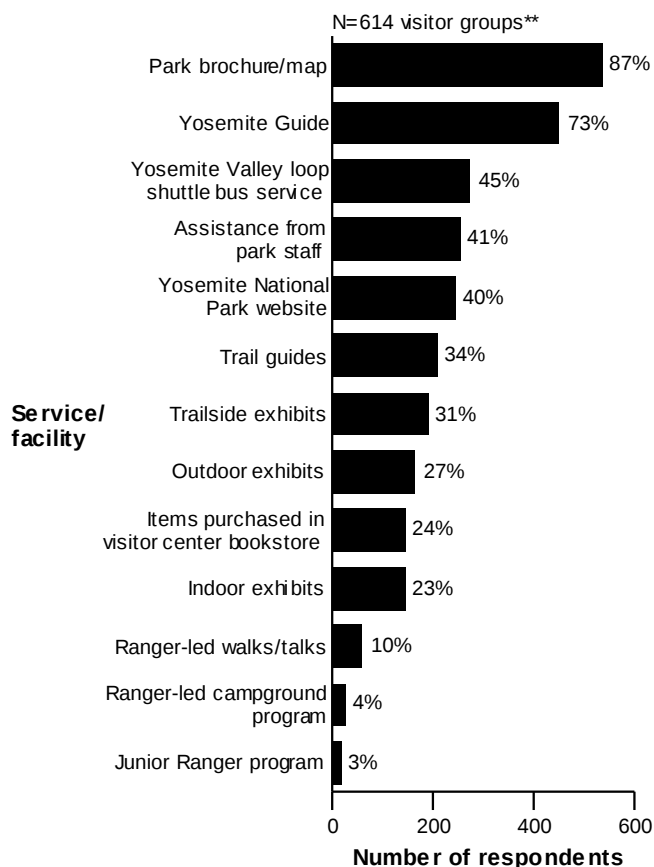


Figure 50: Information services and facilities used

*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 17b

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 51 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 services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 91% Trail guides
- 84% Yosemite Valley loop shuttle bus service
- 84% Park brochure/map

- Figures 52 to 64 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:

- 4% Items purchased in visitor center bookstore

See Appendix 1 for more details.

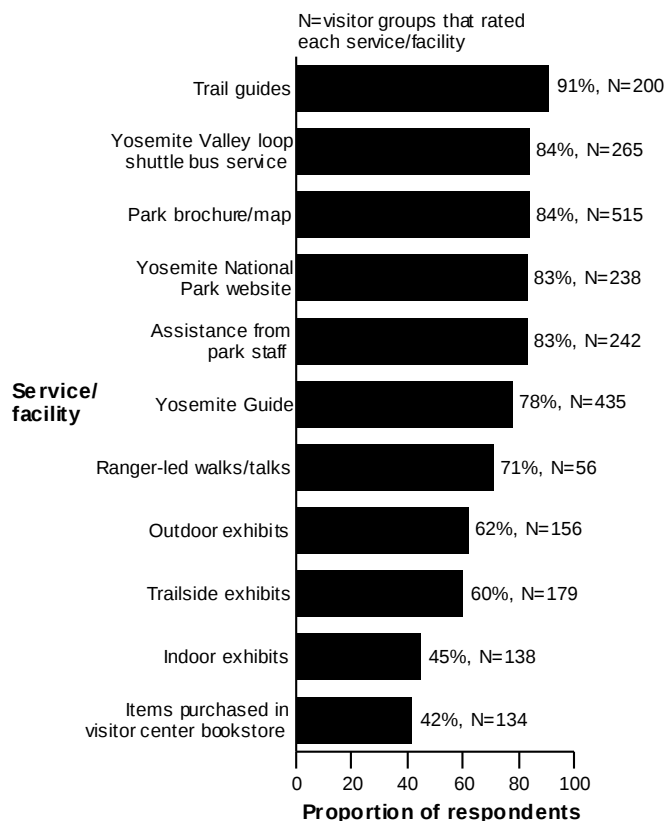


Figure 51: Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

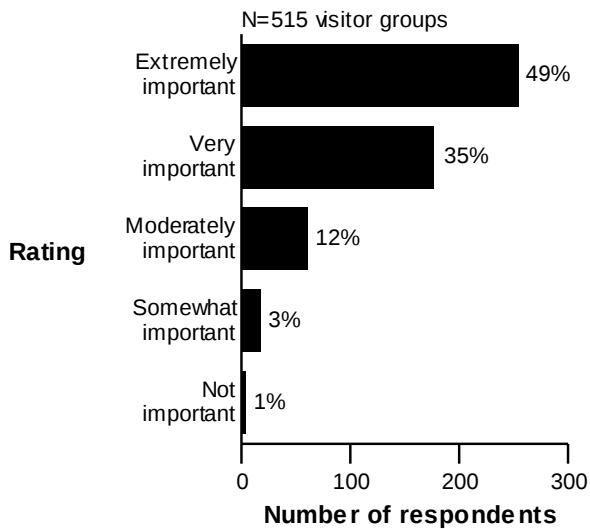


Figure 52: Importance of park brochure/ map

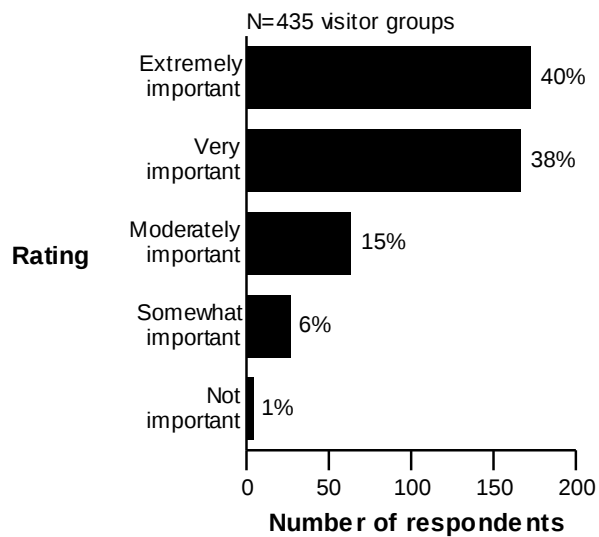


Figure 53: Importance of Yosemite Guide

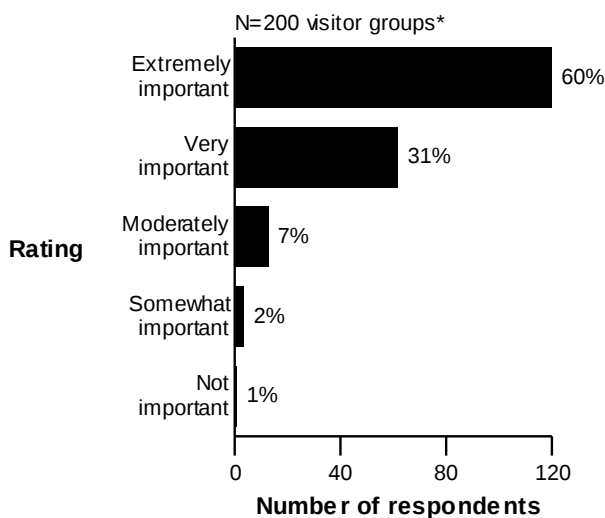


Figure 54: Importance of trail guides

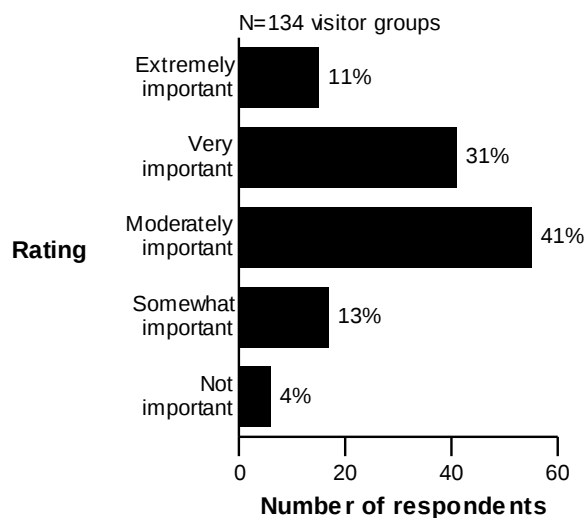


Figure 55: Importance of items purchased in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding

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

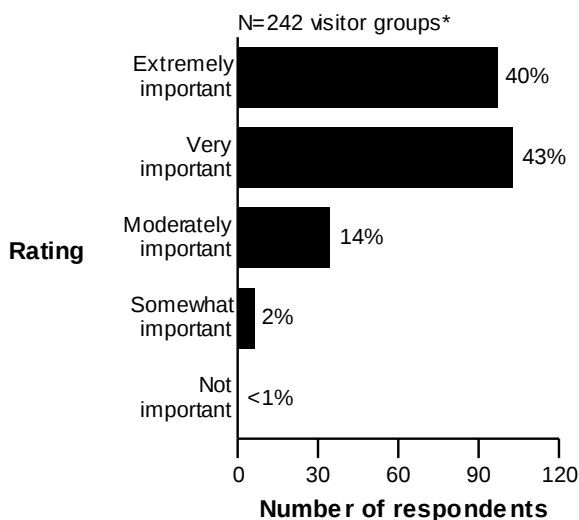


Figure 56: Importance of assistance from park staff

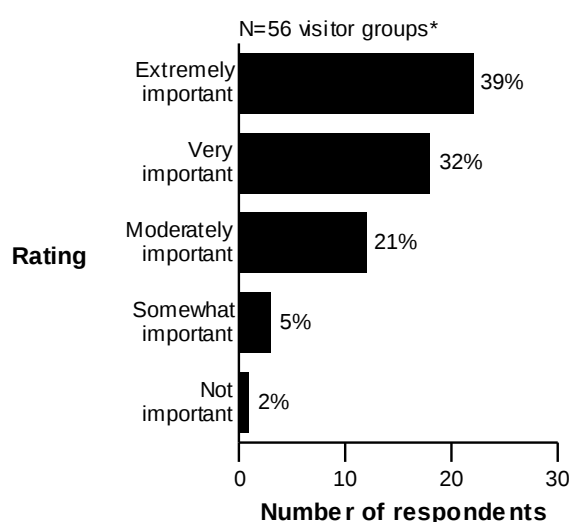


Figure 57: Importance of ranger-led walks/talks

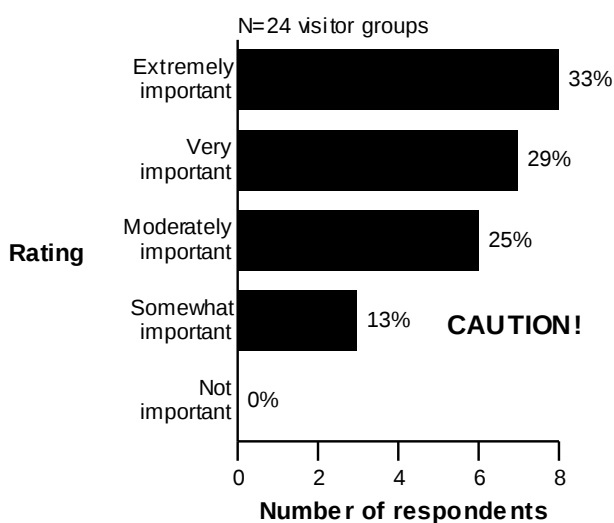


Figure 58: Importance of ranger-led campground programs

Note: Not enough visitor groups rated the importance of ranger-led campground programs to provide reliable results.

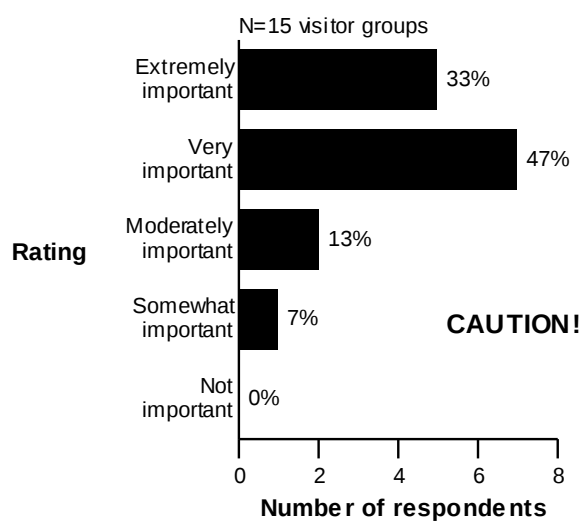


Figure 59: Importance of Junior Ranger program

Note: Not enough visitor groups rated the importance of Junior Ranger programs to provide reliable results.

*total percentages do not equal 100 due to rounding

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

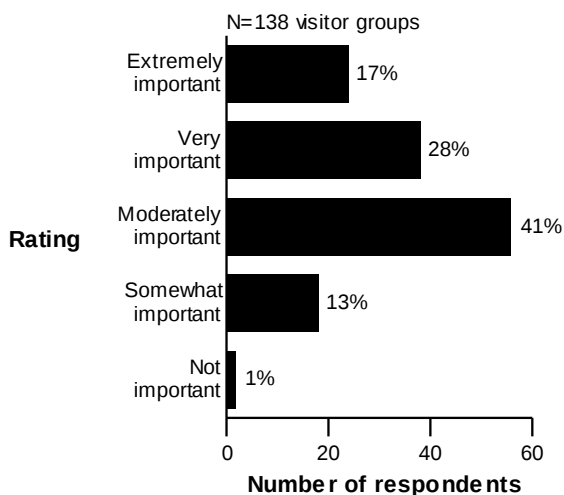


Figure 60: Importance of indoor exhibits

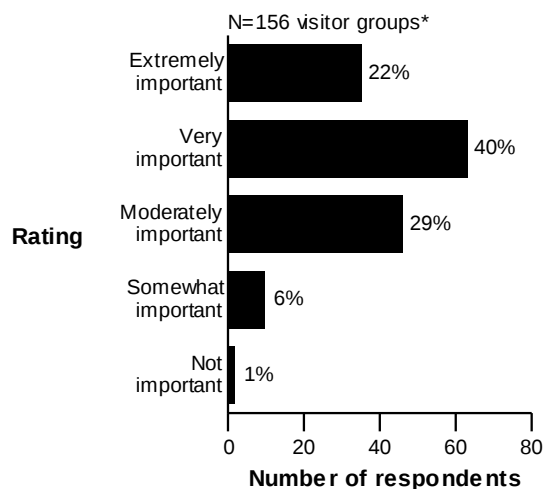


Figure 61: Importance of outdoor exhibits (outside visitor centers, museums, or in campgrounds, parking lots, etc.)

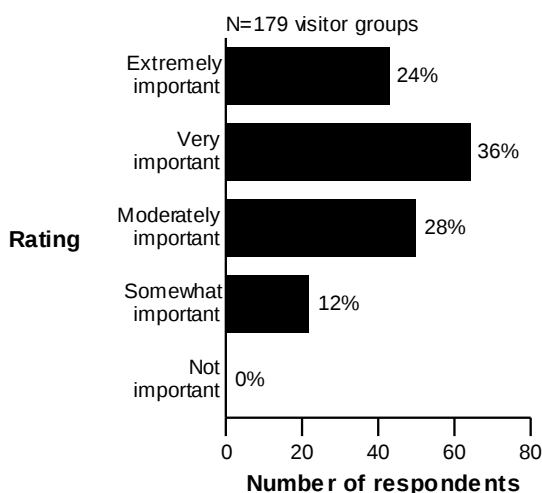


Figure 62: Importance of trailside exhibits (along walking/hiking trails)

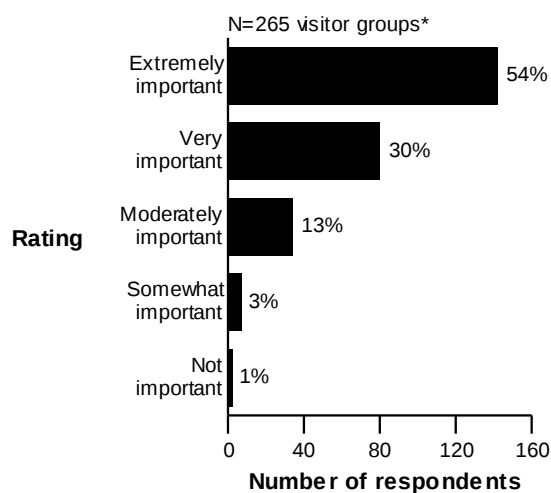


Figure 63: Importance of Yosemite Valley loop shuttle bus service

*total percentages do not equal 100 due to rounding

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

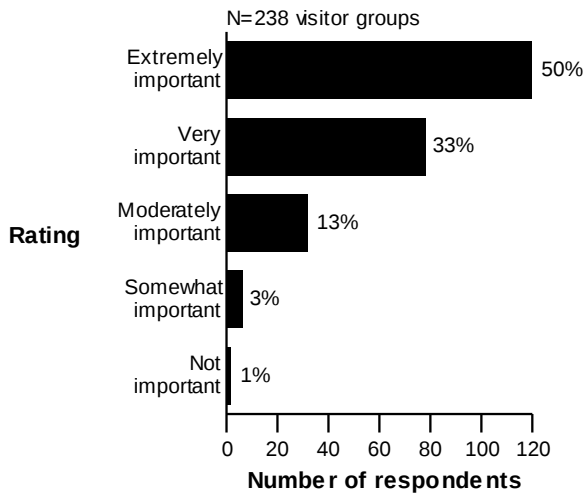


Figure 64: Importance of Yosemite National Park website: www.nps.gov/yose (used before or during visit)

*total percentages do not equal 100 due to rounding

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

Quality ratings of information services and facilities

Question 17c

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 65 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 services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

91% Yosemite Valley loop shuttle bus service
 91% Ranger-led walks/talks
 89% Assistance from park staff

- Figures 66 to 78 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 was:

3% Trail guides

See Appendix 1 for more details.

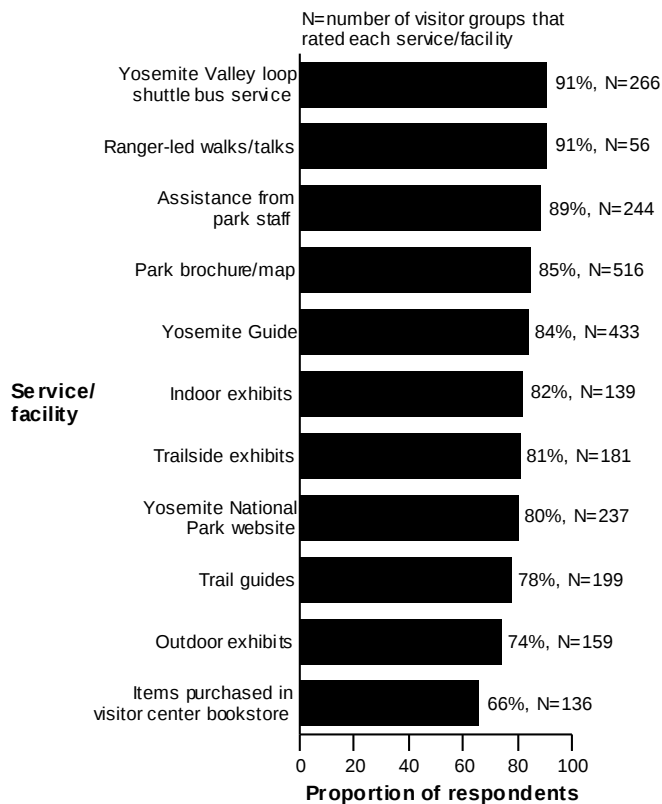


Figure 65: Combined proportions of “very good” and “good” quality ratings of information services/facilities

*total percentages do not equal 100 due to rounding

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

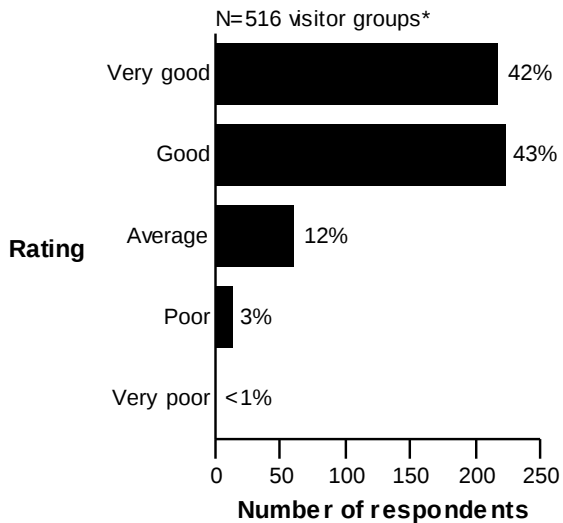


Figure 66: Quality of park brochure/map

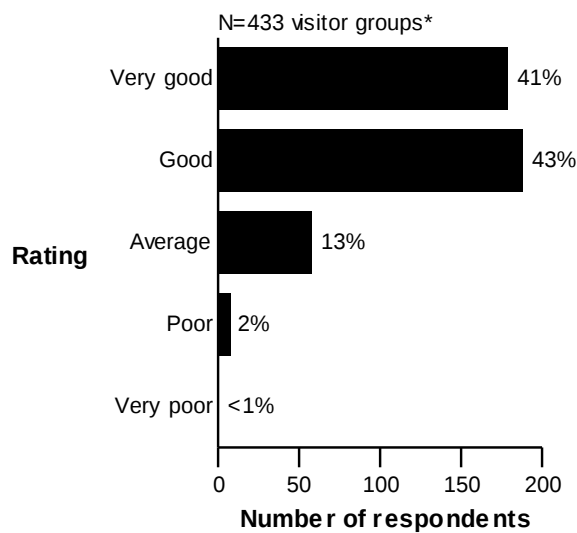


Figure 67: Quality of Yosemite Guide

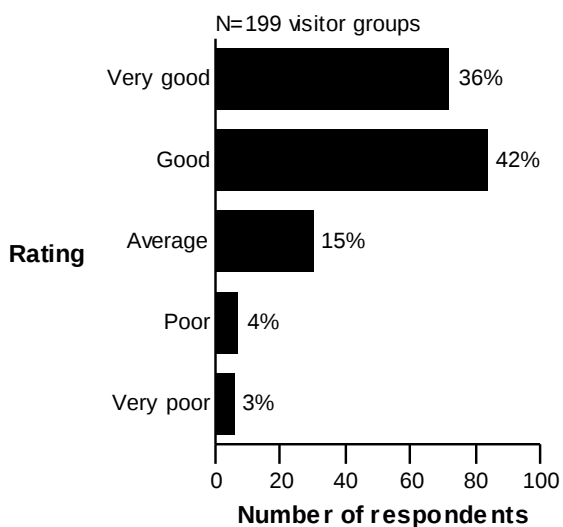


Figure 68: Quality of trail guides

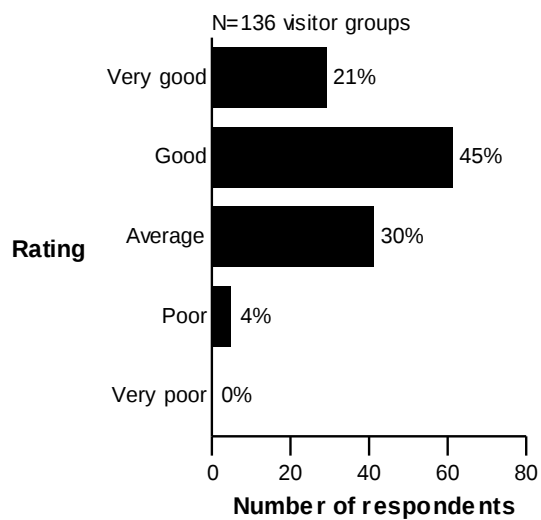


Figure 69: Quality of items purchased in visitor center bookstore (selection, price, etc.)

*total percentages do not equal 100 due to rounding

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

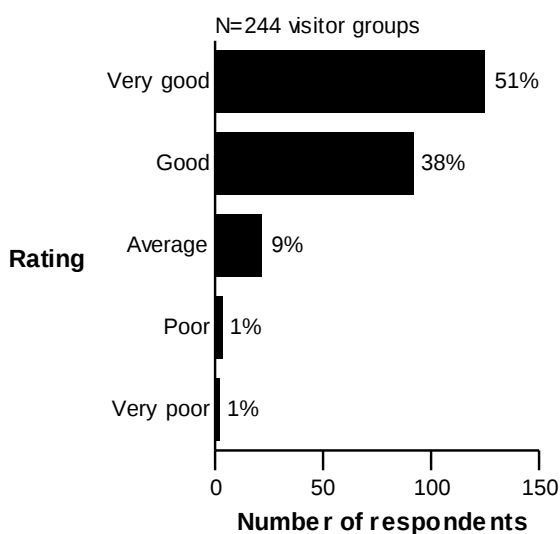


Figure 70: Quality of assistance from park staff

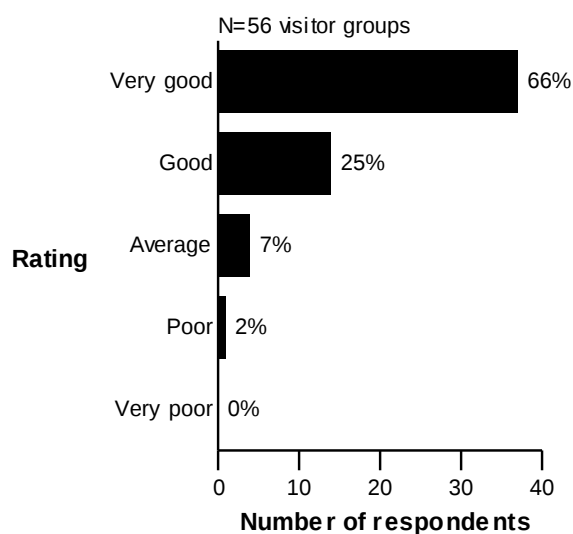


Figure 71: Quality of ranger-led walks/talks

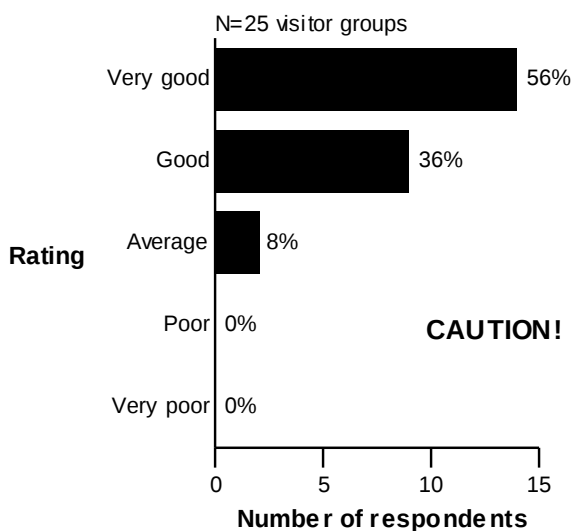


Figure 72: Quality of ranger-led campground programs

Note: Not enough visitor groups rated the quality of ranger-led campground programs to provide reliable results.

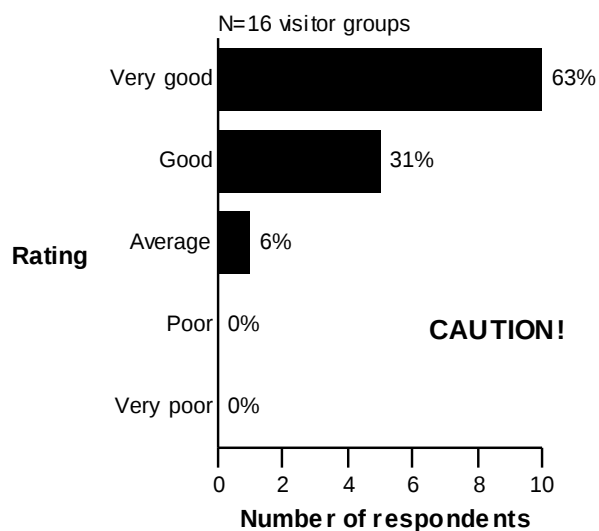


Figure 73: Quality of Junior Ranger program

Note: Not enough visitor groups rated the quality of Junior Ranger programs to provide reliable results.

*total percentages do not equal 100 due to rounding

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

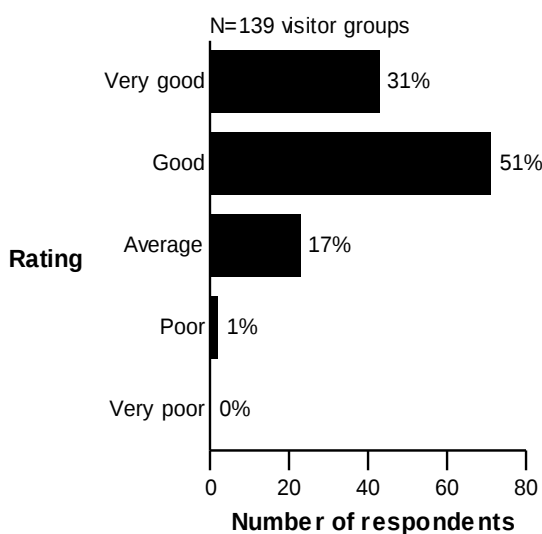
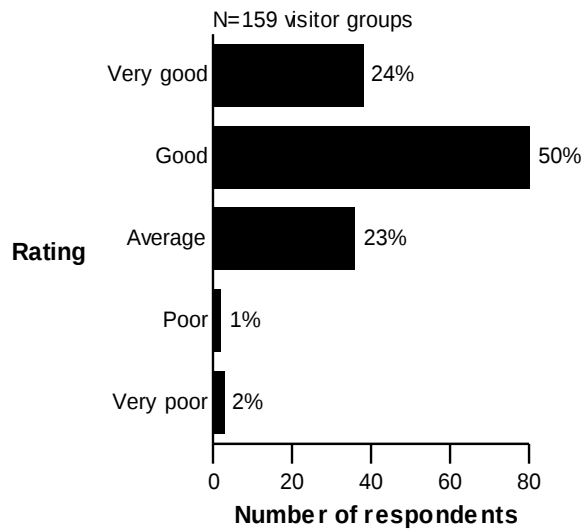
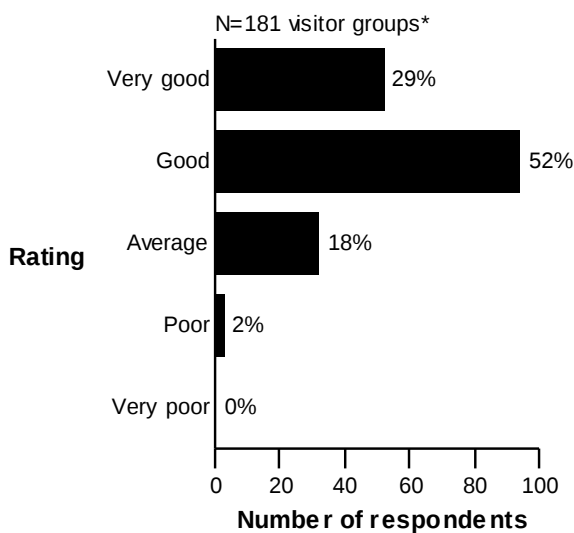
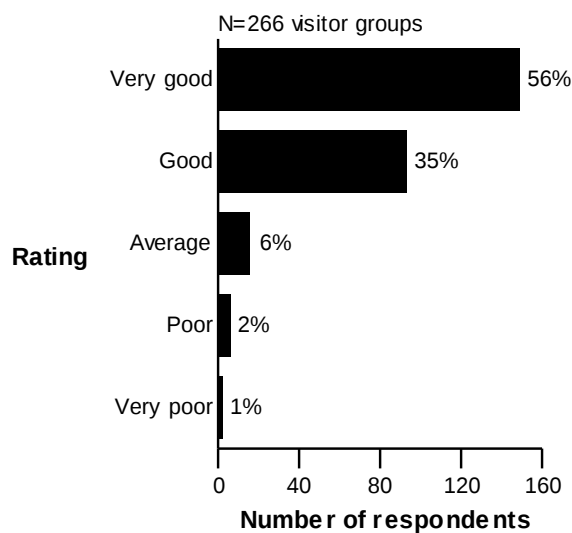
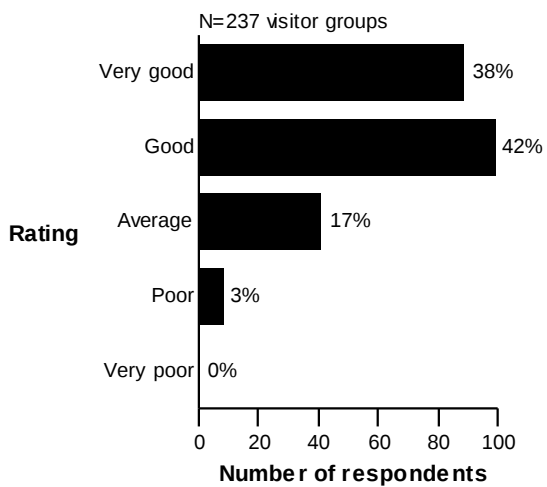


Figure 74: Quality of indoor exhibits

Figure 75: Quality of outdoor exhibits
(outside visitor centers,
museums or in campgrounds,
parking lots, etc.)Figure 76: Quality of trailside exhibits
(along walking/hiking trails)Figure 77: Quality of Yosemite Valley
loop shuttle bus 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 78: Quality of Yosemite National Park website:
www.nps.gov/yose (used before or during visit)**

*total percentages do not equal 100 due to rounding

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

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

- Figures 79 and 80 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.

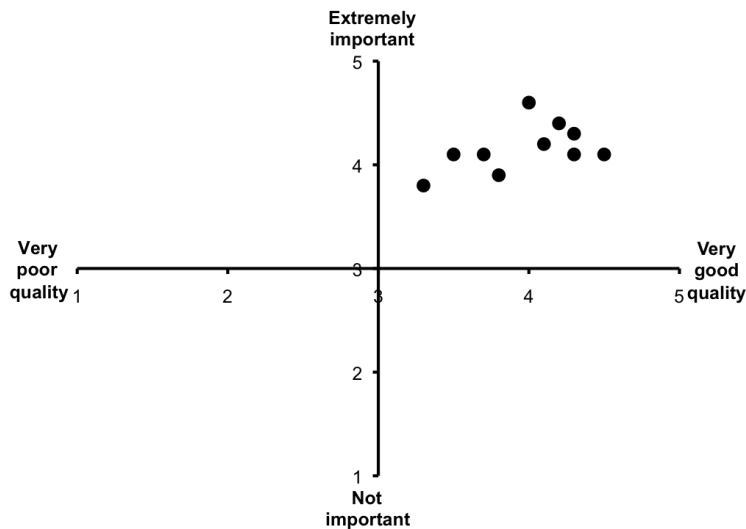


Figure 79: Mean scores of importance and quality ratings for information services/facilities

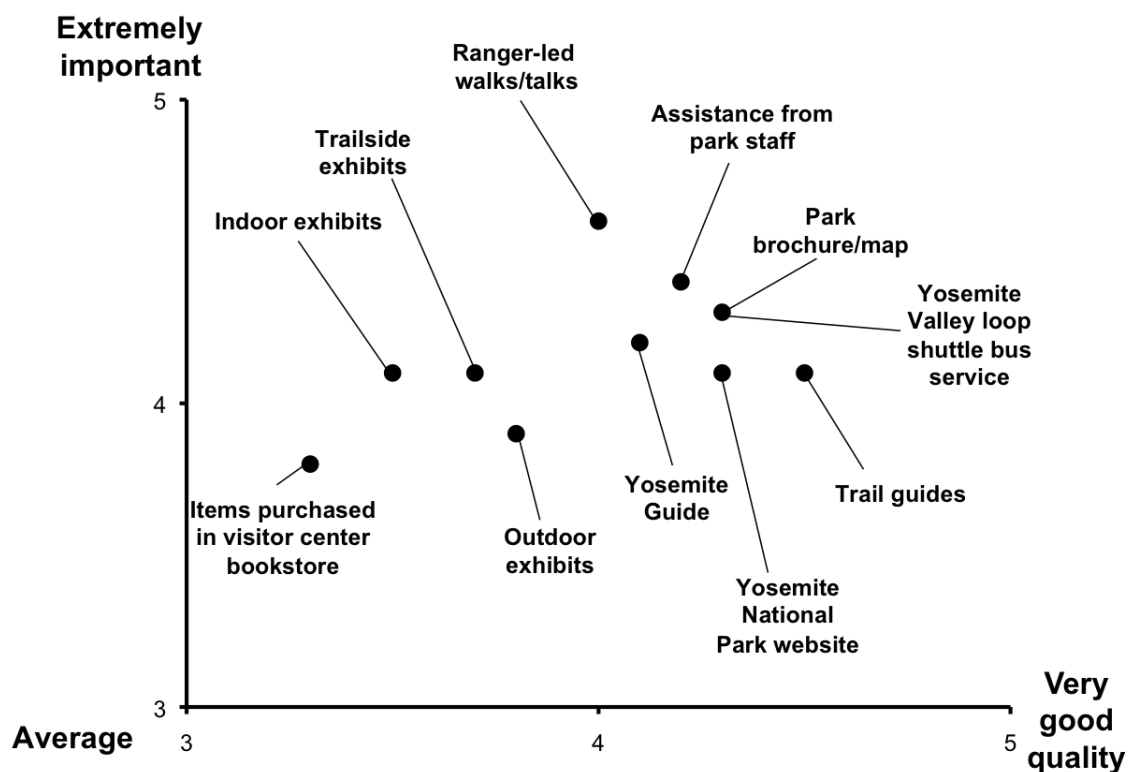


Figure 80: Detail of Figure 79

*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 15a

Please indicate all visitor services and facilities that you or your personal group used during this visit to Yosemite National Park.

Results

- As shown in Figure 81, the most common visitor services and facilities used by visitor groups were:

91% Roads
89% Directional signs in park
87% Restrooms
81% Parking

- The least used visitor service/facility was:

5% Access for disabled persons

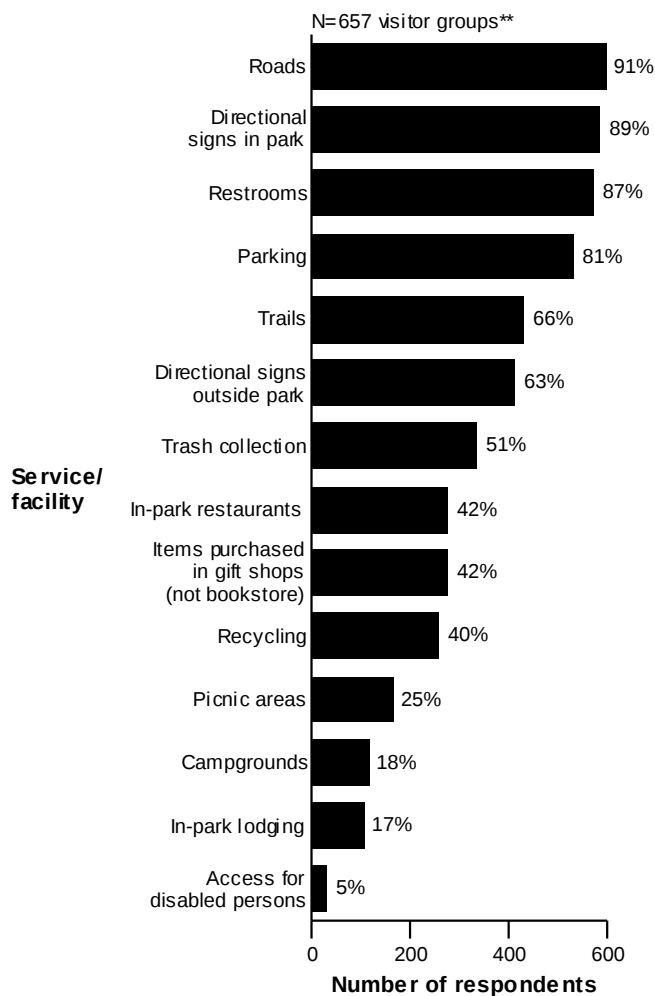


Figure 81: Visitor services and facilities used

*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 15b

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 82 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:

92% Campgrounds
92% Roads
91% In-park lodging

- Figures 83 to 96 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:

7% Items purchased in gift shops

See Appendix 1 for more details.

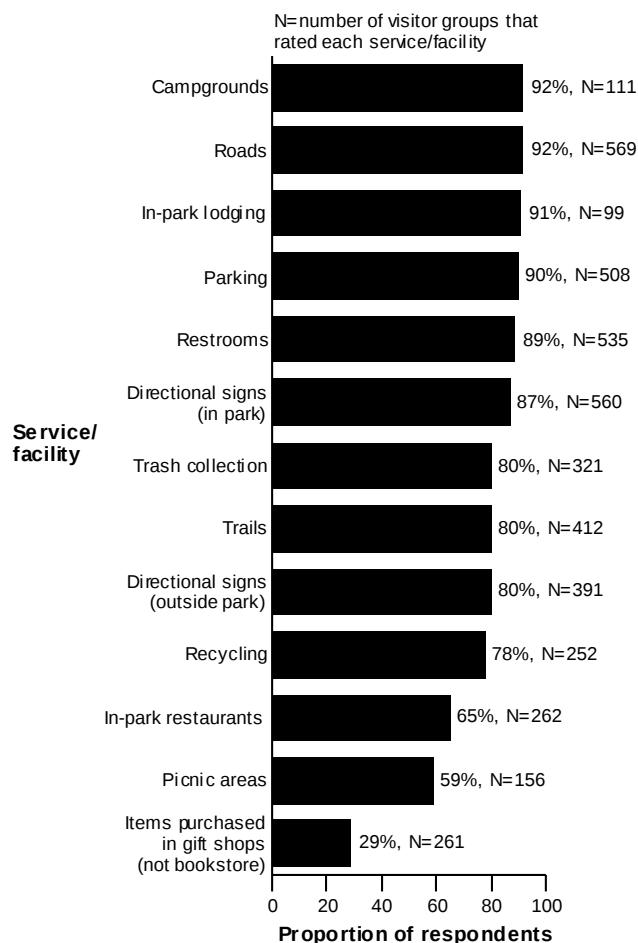


Figure 82: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

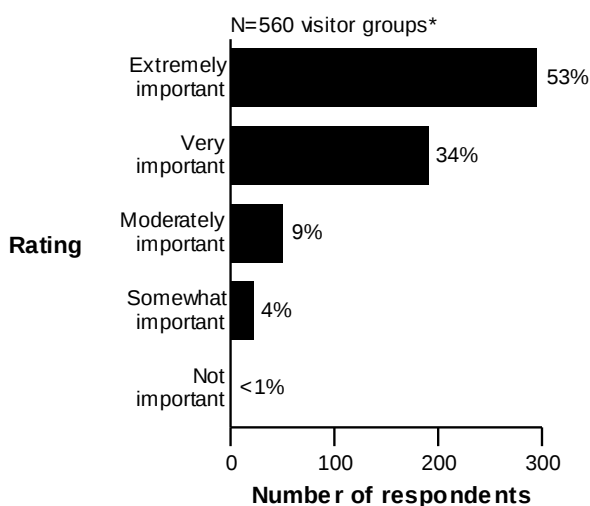


Figure 83: Importance of directional signs in park

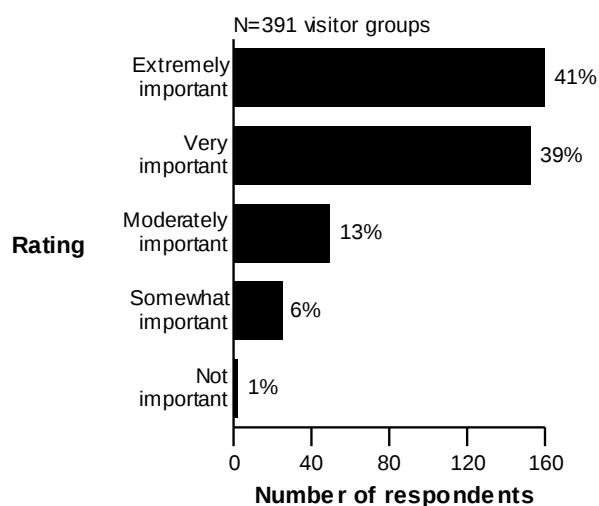


Figure 84: Importance of directional signs outside park

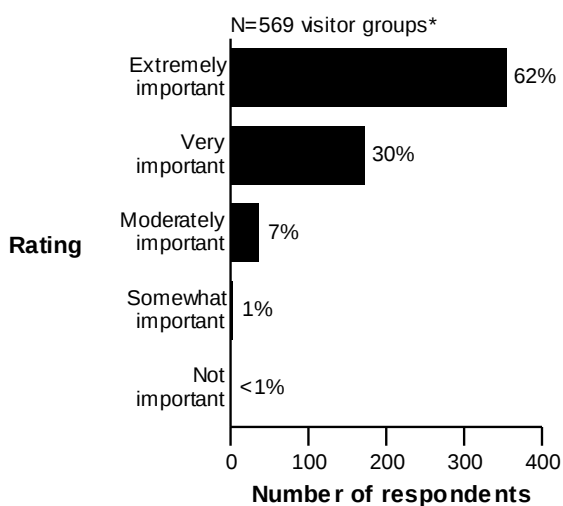


Figure 85: Importance of roads

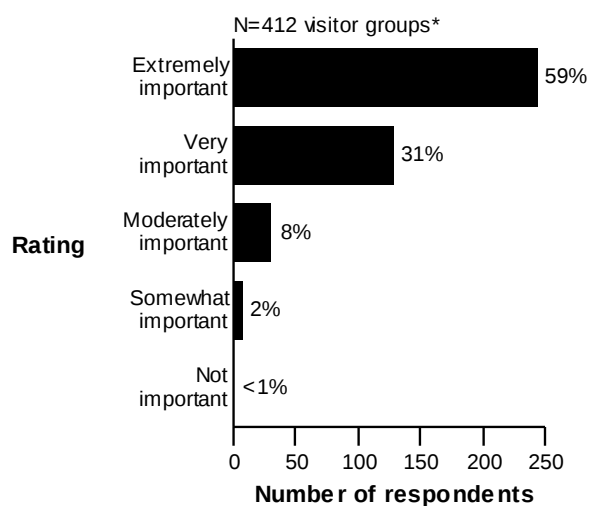


Figure 86: Importance of trails

*total percentages do not equal 100 due to rounding

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

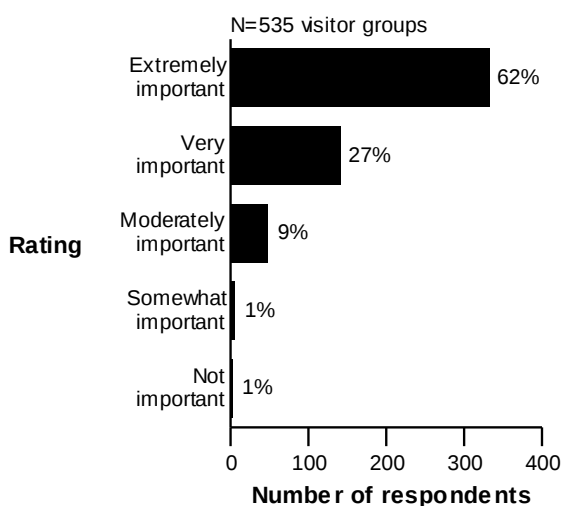


Figure 87: Importance of restrooms

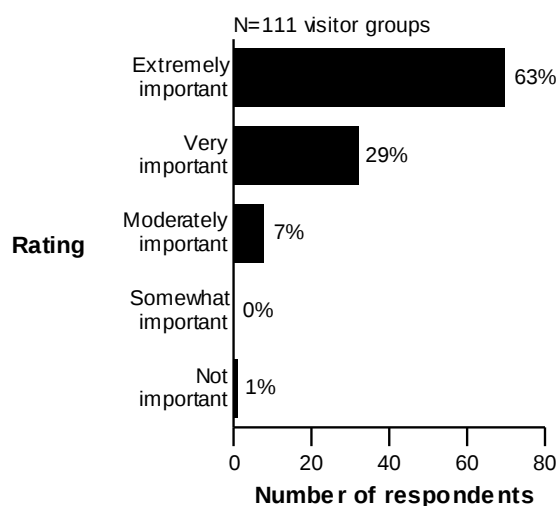


Figure 88: Importance of campgrounds

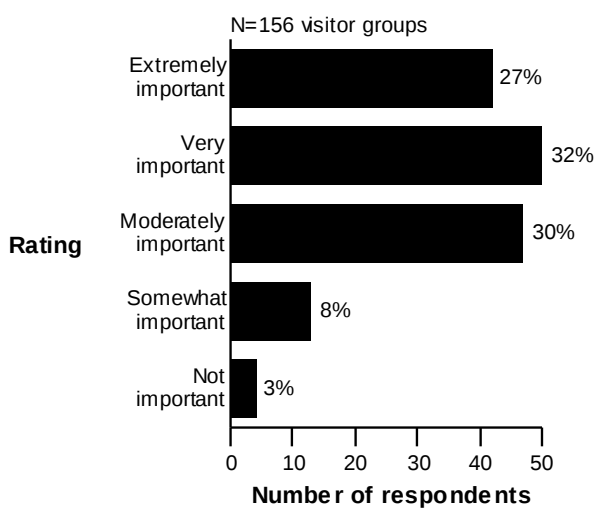


Figure 89: Importance of picnic areas

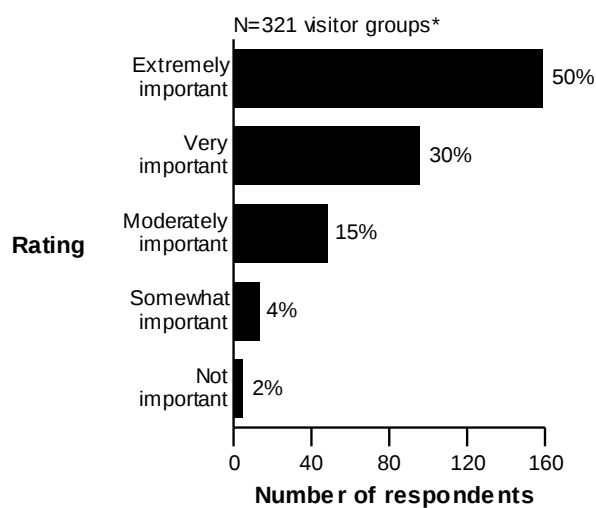


Figure 90: Importance of trash collection

*total percentages do not equal 100 due to rounding

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

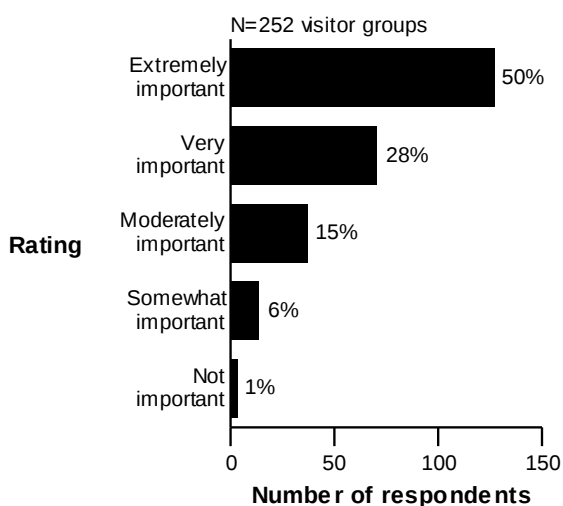


Figure 91: Importance of recycling

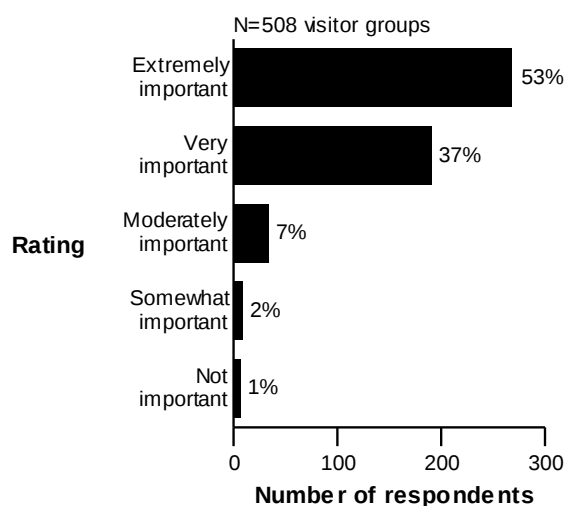


Figure 92: Importance of parking

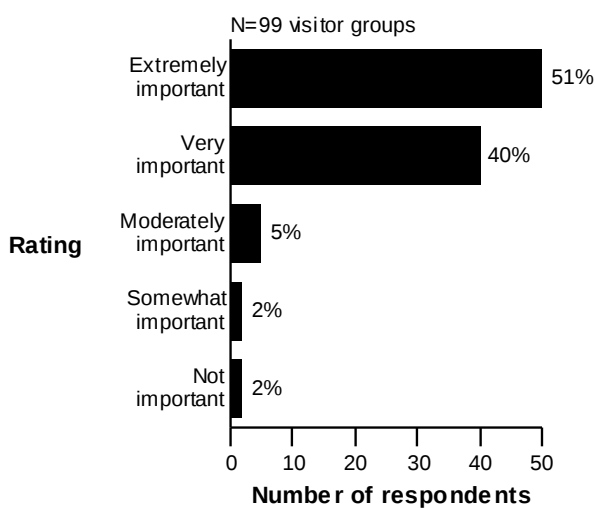


Figure 93: Importance of in-park lodging

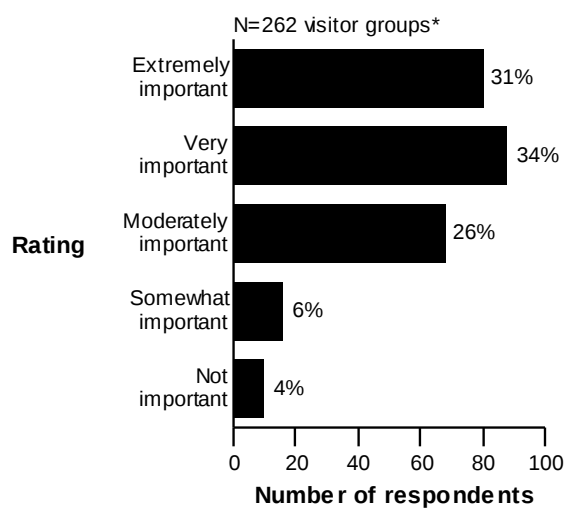


Figure 94: Importance of in-park restaurants

*total percentages do not equal 100 due to rounding

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

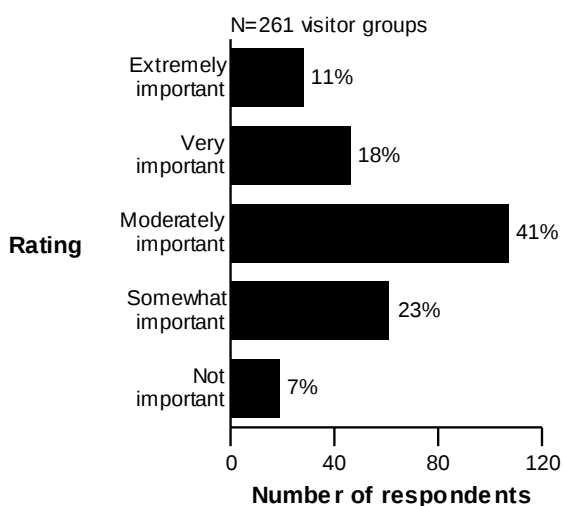


Figure 95: Importance of items purchased in gift shops (other than visitor center bookstore)

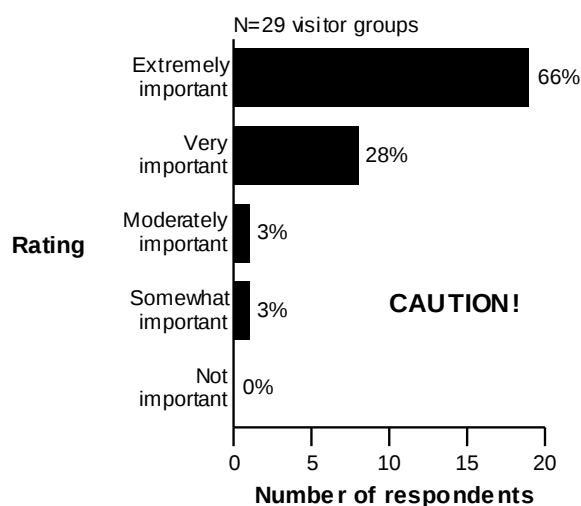


Figure 96: Importance of access for disabled persons

Note: Not enough visitor groups rated the importance of access for disabled persons to provide reliable results.

*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 15c

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 97 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:
 - 87% Trails
 - 82% Roads
- Figures 98 to 111 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 was:

6% Restrooms

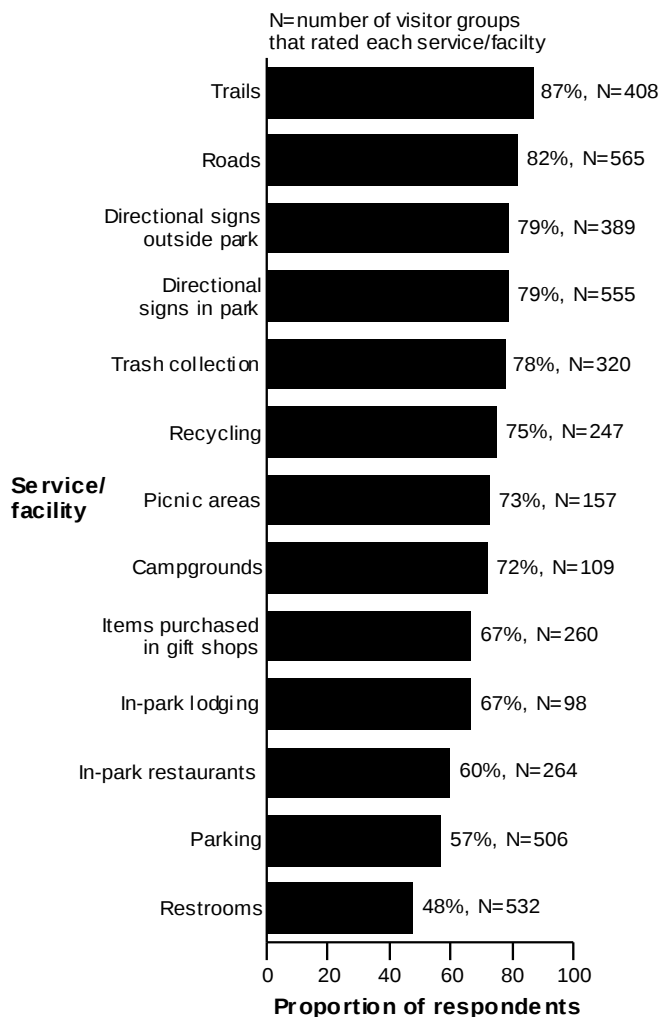


Figure 97: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

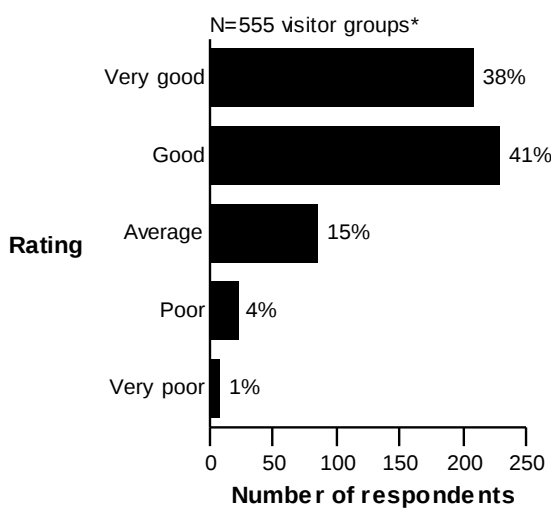


Figure 98: Quality of directional signs in park

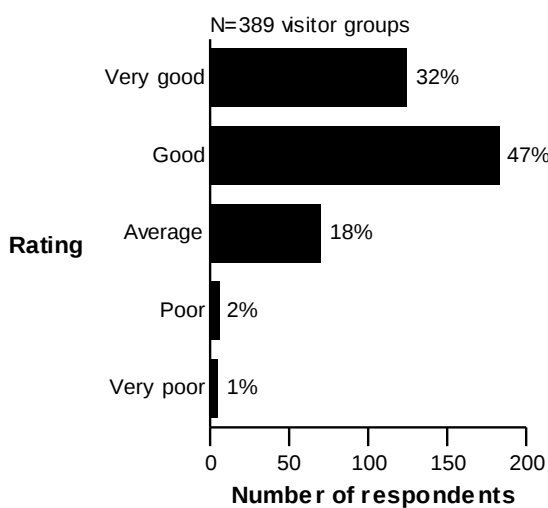


Figure 99: Quality of directional signs outside park

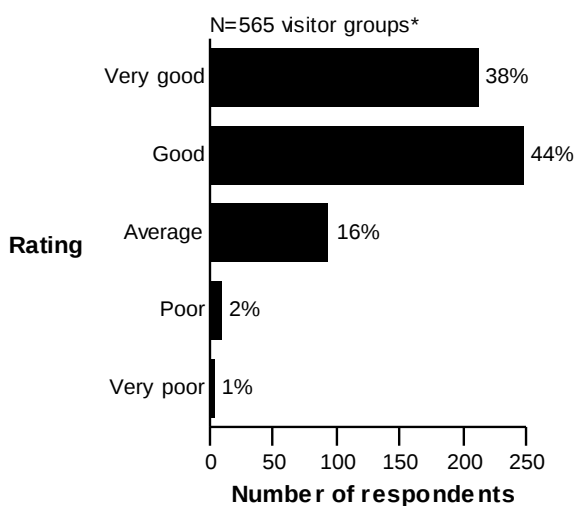


Figure 100: Quality of roads

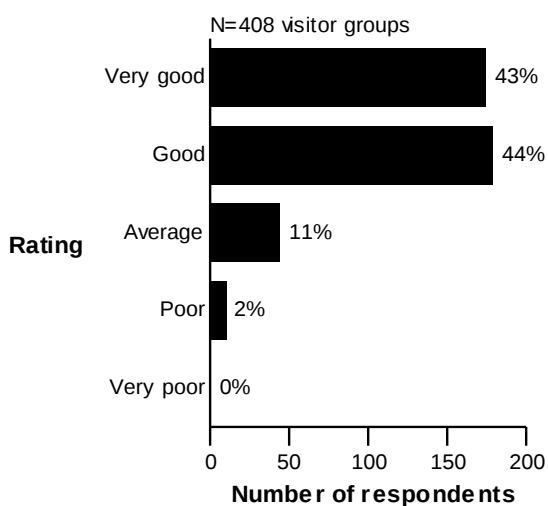


Figure 101: Quality of trails

*total percentages do not equal 100 due to rounding

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

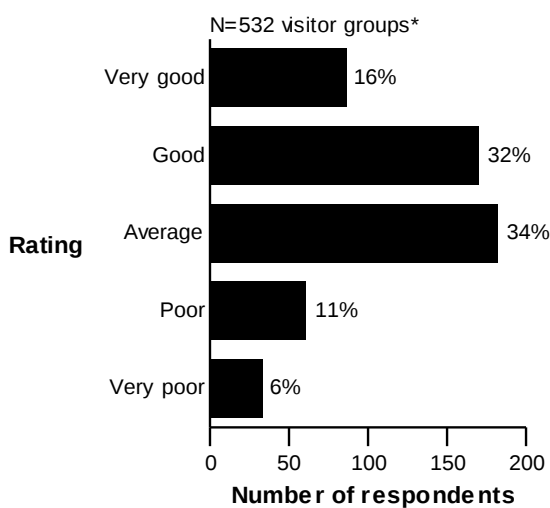


Figure 102: Quality of restrooms

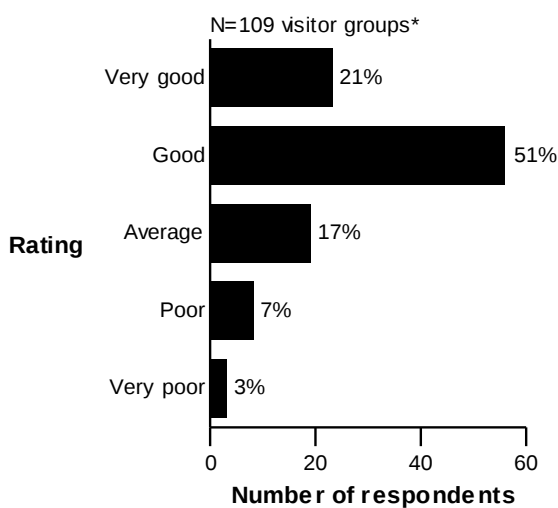


Figure 103: Quality of campgrounds

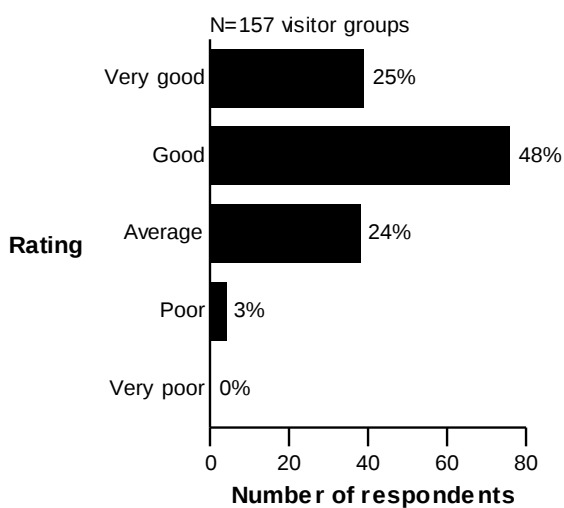


Figure 104: Quality of picnic areas

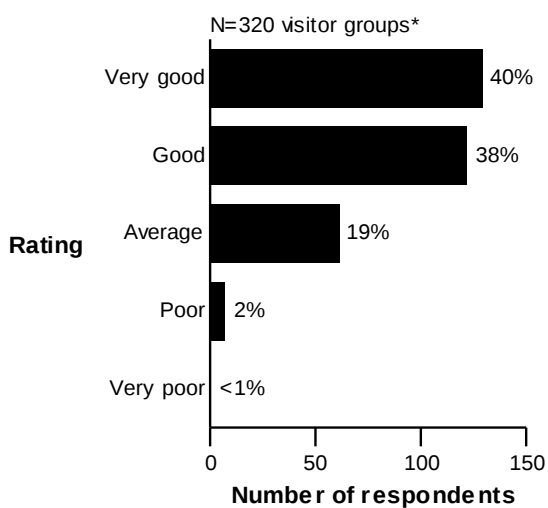


Figure 105: Quality of trash collection

*total percentages do not equal 100 due to rounding

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

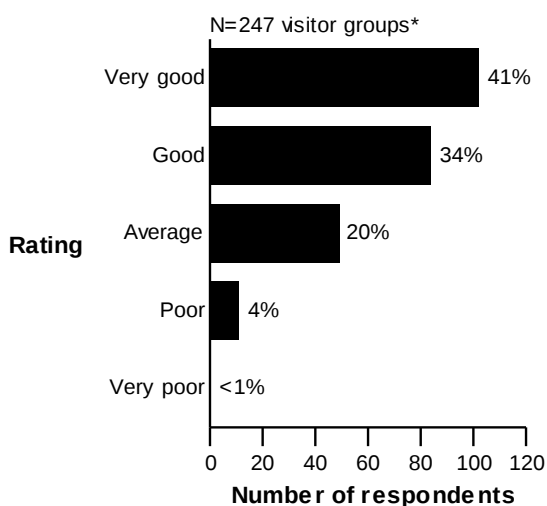


Figure 106: Quality of recycling

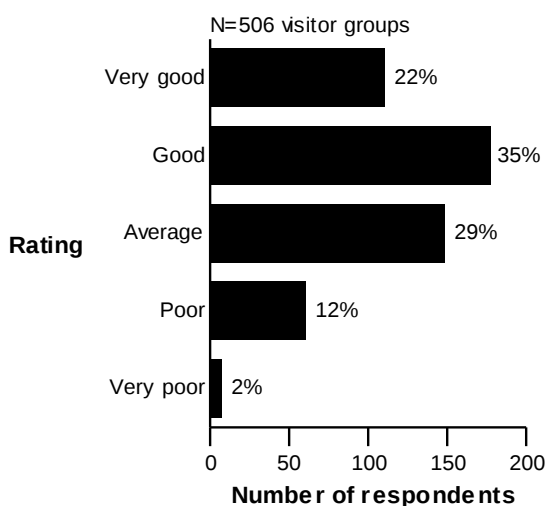


Figure 107: Quality of parking

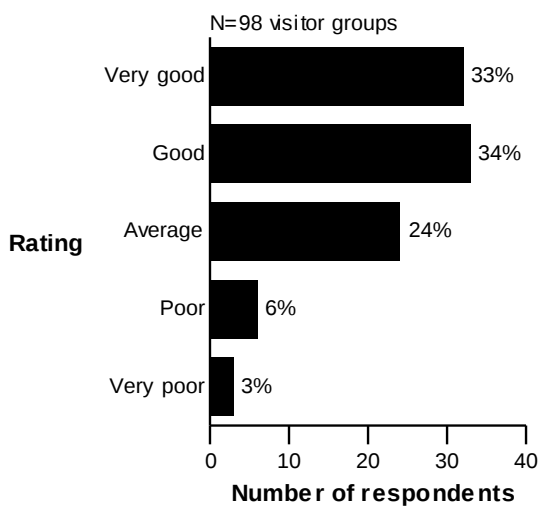


Figure 108: Quality of in-park lodging

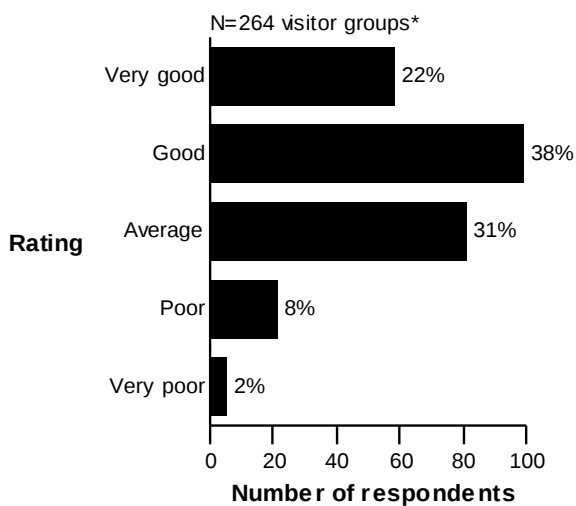


Figure 109: Quality of in-park restaurants

*total percentages do not equal 100 due to rounding

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

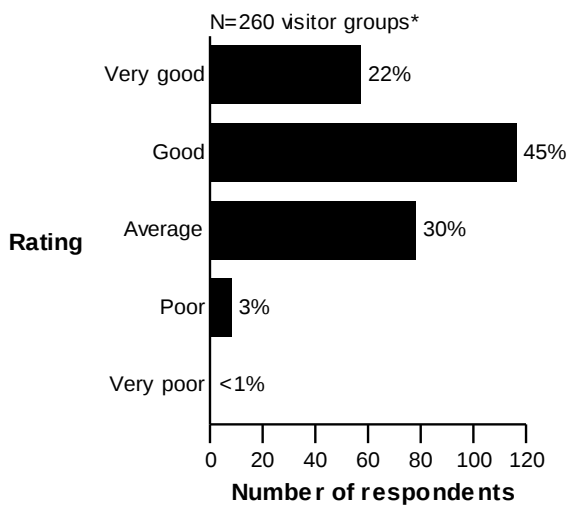


Figure 110: Quality of items purchased in gift shops (other than visitor center bookstore)

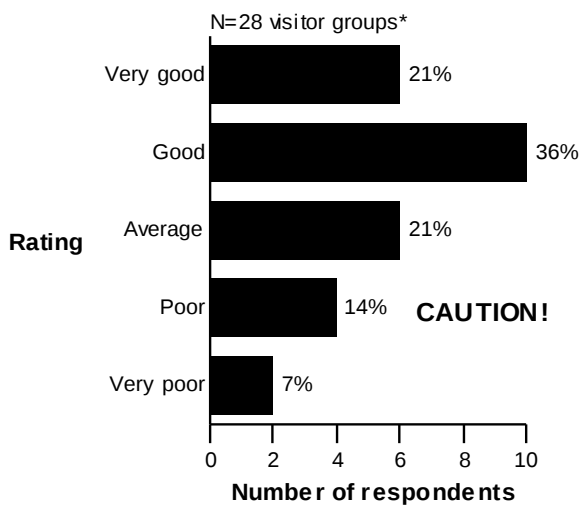


Figure 111: Quality of access for disabled people

Note: Not enough visitor groups rated the quality of access for disabled persons to provide reliable results.

*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 112 and 113 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 (with exception to items purchased in gift shops) were rated above average.

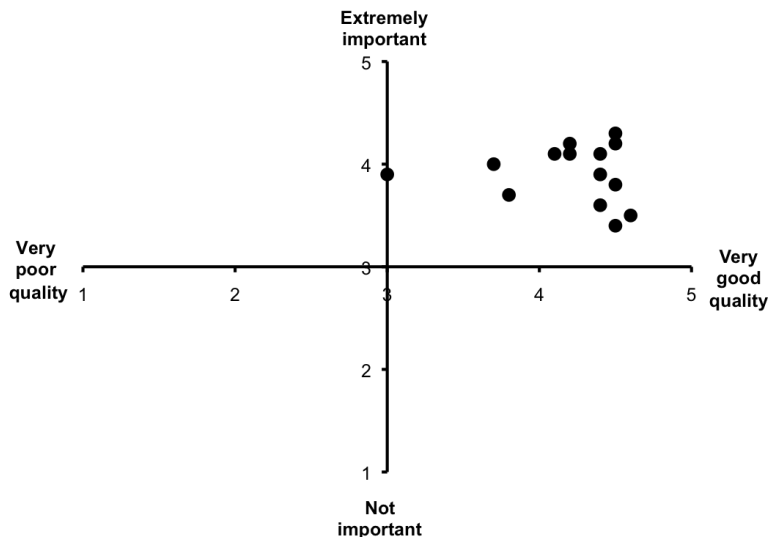


Figure 112: Mean scores of importance and quality ratings for visitor services/facilities

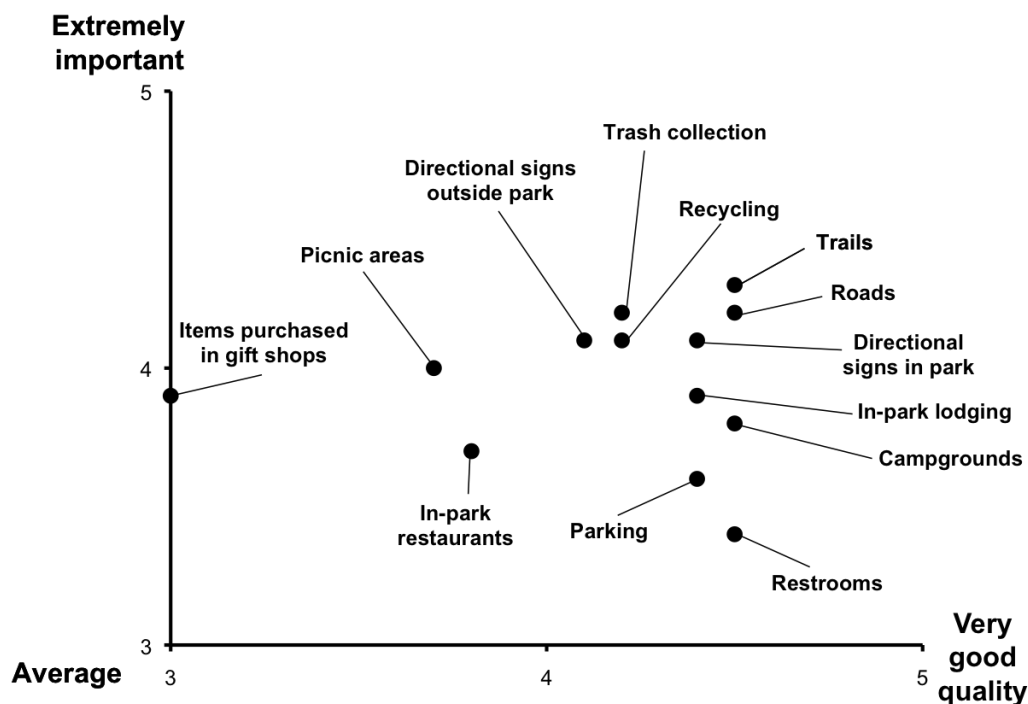


Figure 113: Detail of Figure 112

*total percentages do not equal 100 due to rounding

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

Additional services/facilities needed

Question 18a

Is there any service/facility that you and your personal group needed inside Yosemite National Park that was not available?

Results

- 14% of visitor groups needed a service/facility inside the park that was not available (see Figure 114).

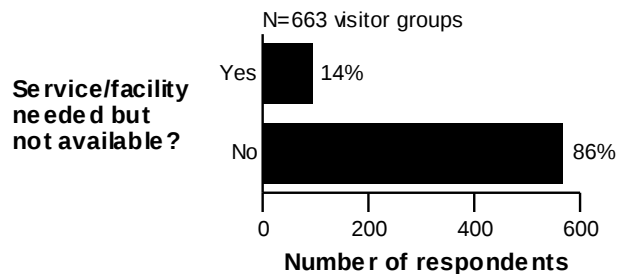


Figure 114: Visitor groups that needed a service/facility that was not available

*total percentages do not equal 100 due to rounding

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

Question 18b

If YES, what is it? (open-ended)

Results

- Services and facilities that visitors needed, but were not available, were:

Ability to use credit/debit card at entrance
 Access for disabled to Tuolumne Grove
 Better cell phone coverage
 Better signage about prescribed burns and road construction
 Better Wi-fi coverage
 Bike rack on shuttle buses
 Cheaper food and souvenirs
 Cheaper gas
 Childcare
 Clean, affordable campgrounds
 Clear and concise information
 Coffee place
 Convenience items (bagged ice, painkillers, etc.)
 Dishwashing sink plugged and unavailable
 Dog-friendly bus
 Dog-friendly, paved trails
 Electricity
 French language guides
 Gas station
 Gluten-free food options
 Good selection of shirts and sweatshirts
 Guidance
 Guidance for reservations
 Guides that speak slower
 Hiking trail map
 Hotel availability outside park
 Information about trails at entrances
 Information that Mirror Lake is not really a lake
 Large parking area outside park
 Light rail transportation as alternative to private vehicles
 Lodging for two nights
 Lower River Campground

Medical center
 More guardrails on steep roads
 More information about shuttle to Mariposa Grove
 Motel accommodations
 Parking
 Picnic areas
 Places to eat/small cafes
 Private bathroom at Wawona Lodge
 Queue system for shuttle buses
 Rebuild Happy Isle Bridge
 Recycling for old batteries
 Reservations
 Restaurants/food services open later in evening
 Restore campgrounds destroyed by floods
 Restroom nearest campsite was closed
 Restrooms
 Restrooms with sinks to wash hands
 RV campsites
 Self-guided trail booklet
 Showers
 Shuttle bus
 Shuttle guide
 Signs on trails
 Soap in restrooms and showers
 Tours at a variety of times
 Trams on hiking trails
 Valley shuttle after evening programs
 Vegan catering/healthier food selection
 Veterinary care
 Visitor center was closed
 Waiting area at lodge restaurant
 Water
 Wheel chair ramp in front of Medical Center
 Wider roads
 Wilderness permits available online
 Yosemite Guide in Spanish

*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 the park

Question 26

For you and your personal group, please report all expenditures for the items listed below for this visit to Yosemite National Park and the surrounding area (within 50 miles of any entrance point).

Results

- 25% of visitor groups spent \$1-200 (see Figure 115).
- 24% spent \$1,001 or more.
- The average visitor group expenditure was \$874.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$490.
- Average total expenditure per person (per capita) was \$242.
- As shown in Figure 116, the largest proportions of total expenditures inside and outside the park were:

45% Hotels, motels, cabins,
B&B, etc.
18% Restaurants and bars

See Appendix 1 for more details.

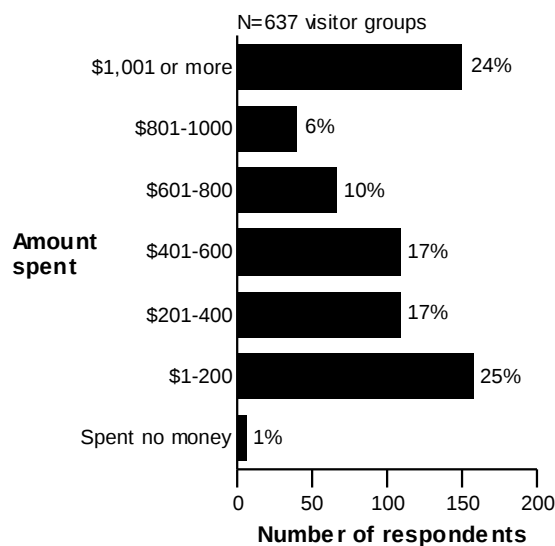


Figure 115: Total expenditures inside and outside the park

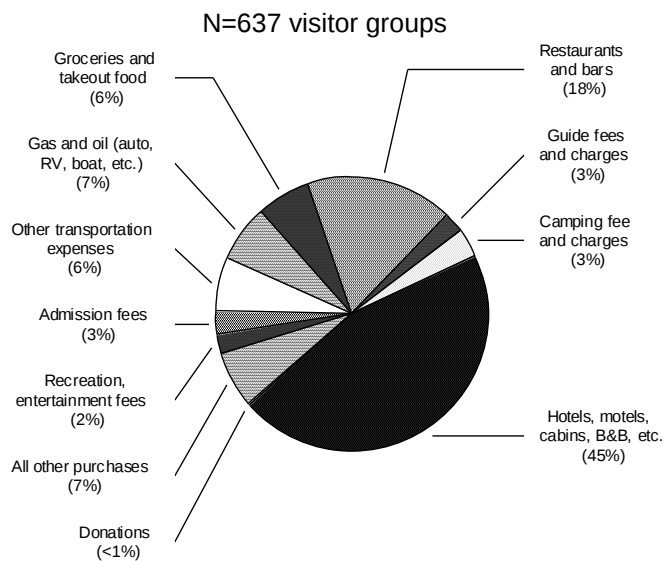


Figure 116: Proportions of total expenditures inside and outside the park

*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 26c

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

Results

- 56% of visitor groups had two adults covered by expenditures (see Figure 117).
- 36% had three or more adults.

See Appendix 1 for more details.

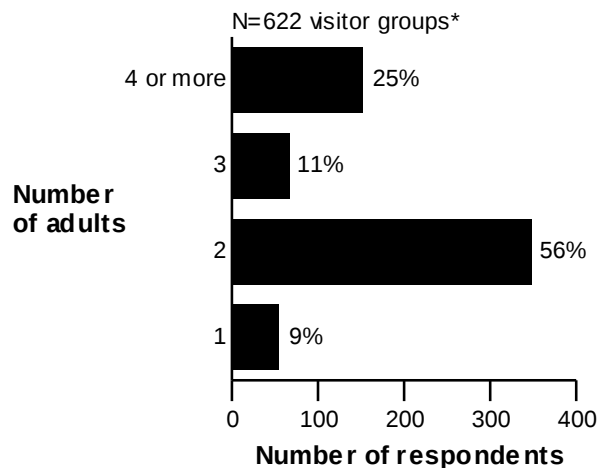


Figure 117: Number of adults covered by expenditures

Number of children covered by expenditures

Question 26c

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

Results

- 56% of visitor groups did not have any children covered by expenditures (see Figure 118).
- 17% had two children.

See Appendix 1 for more details.

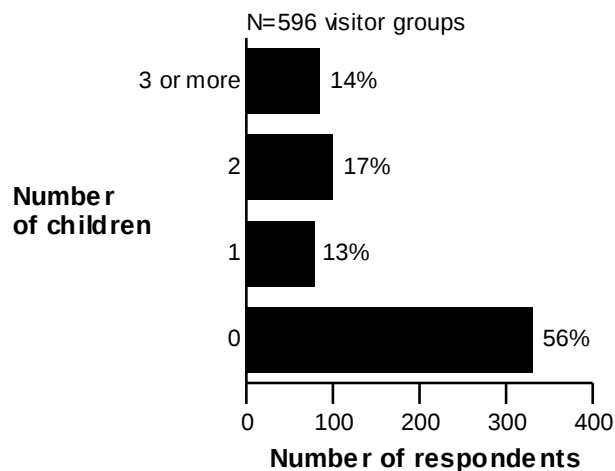


Figure 118: Number of children covered by expenditures

*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 26a

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

Results

- 57% of visitor groups spent \$1-200 inside the park (see Figure 119).
- 23% spent \$201-600.
- The average visitor group expenditure inside the park was \$466.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$129.
- Average total expenditure per person (per capita) was \$111.
- As shown in Figure 120, the largest proportions of total expenditures inside the park were:
 - 42% Hotels, motels, cabins, B&B, etc.
 - 21% Restaurants and bars

See Appendix 1 for more details.

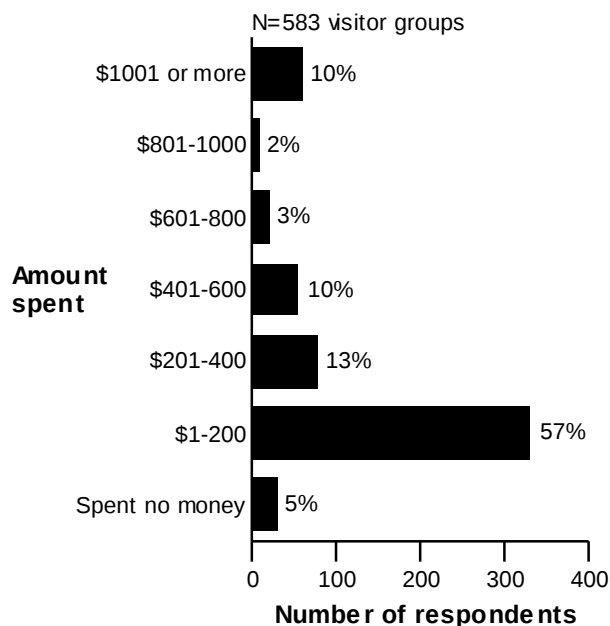


Figure 119: Total expenditures inside the park

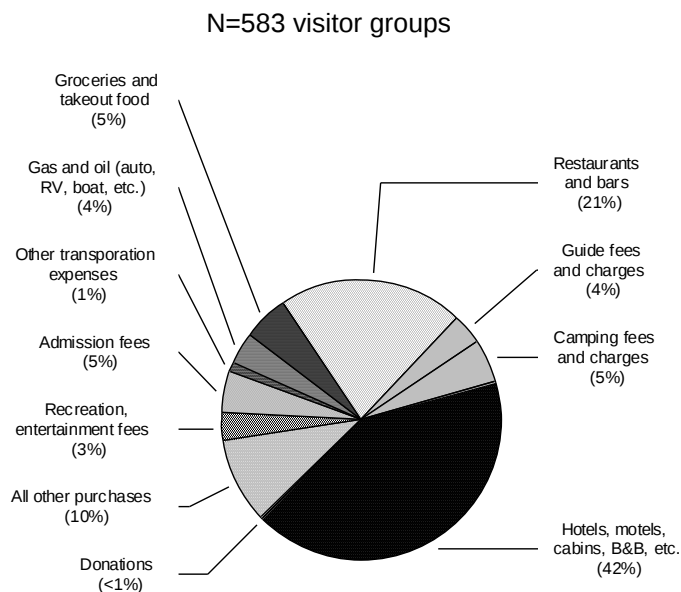


Figure 120: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Hotels, motels, cabins, B&B, etc.

- 70% of visitor groups did not spend any money on hotels, motels, cabins, B&B, etc. inside the park (see Figure 121).
- 12% spent \$601 or more.

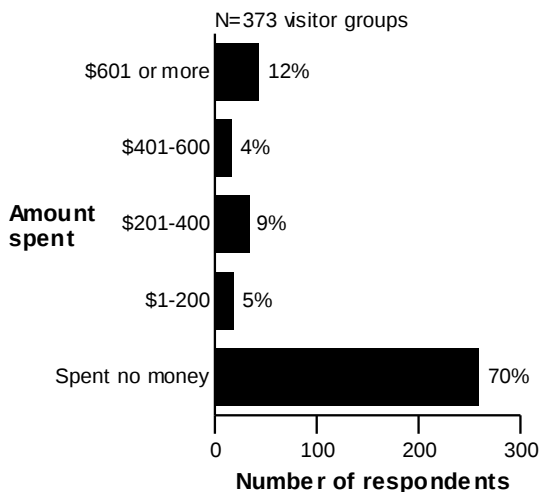


Figure 121: Expenditures for lodging inside the park

Camping fees and charges

- 68% of visitor groups did not spend any money on camping fees and charges inside the park (see Figure 122).
- 17% spent \$51 or more.

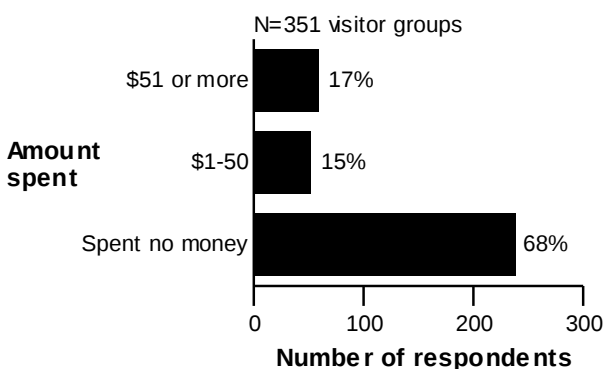


Figure 122: Expenditures for camping fees and charges inside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 86% of visitor groups did not spend any money on guide fees and charges inside the park (see Figure 123).
- 9% spent \$1-100.

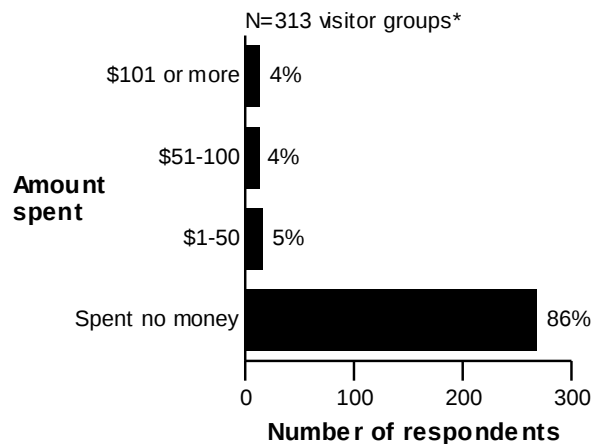


Figure 123: Expenditures for guide fees and charges inside the park

Restaurants and bars

- 49% of visitor groups spent \$1-100 on restaurants and bars inside the park (see Figure 124).
- 33% spent no money.

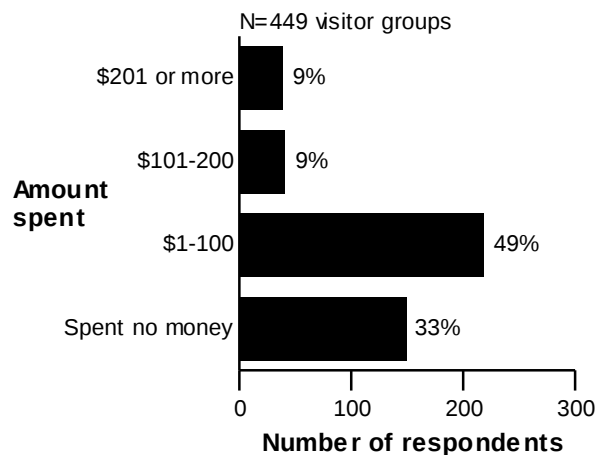


Figure 124: Expenditures for restaurants and bars inside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 48% of visitor groups spent \$1-50 on groceries and takeout food inside the park (see Figure 125).
- 37% spent no money.

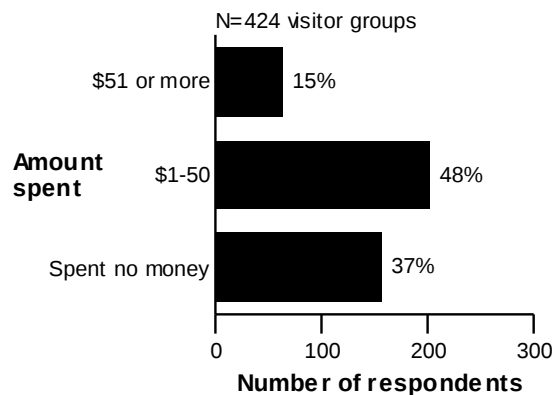


Figure 125: Expenditures for groceries and takeout food inside the park

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

- 59% of visitor groups did not spend any money on gas and oil inside the park (see Figure 126).
- 28% spent \$1-50.

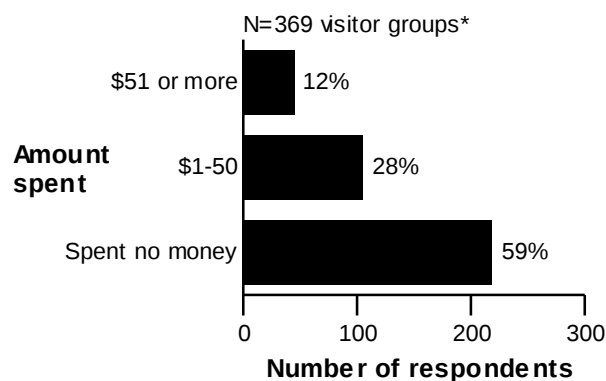


Figure 126: Expenditures for gas and oil inside the park

Other transportation expenses (rental cars, taxi, auto repairs, but NOT airfare)

- 94% of visitor groups did not spend any money on other transportation costs inside the park (see Figure 127).

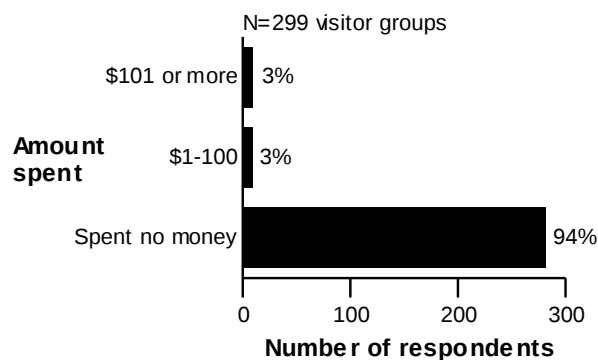


Figure 127: Expenditures for other transportation costs inside the park

*total percentages do not equal 100 due to rounding

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

Admission fees

- 56% of visitor groups spent \$1-25 on admission fees inside the park (see Figure 128).
- 24% spent no money.

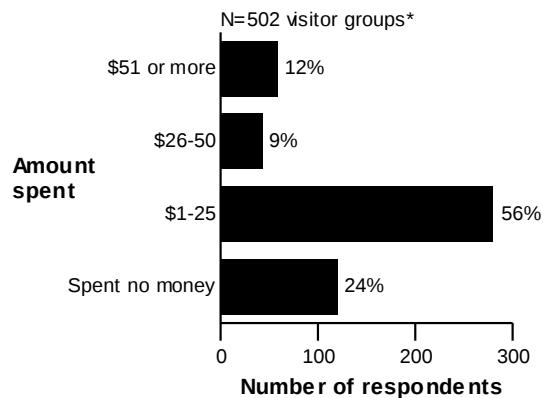


Figure 128: Expenditures for admission fees inside the park

Recreation, entertainment fees (including equipment rentals)

- 81% of visitor groups did not spend any money on recreation and entertainment fees inside the park (see Figure 129).
- 9% spent \$101 or more.

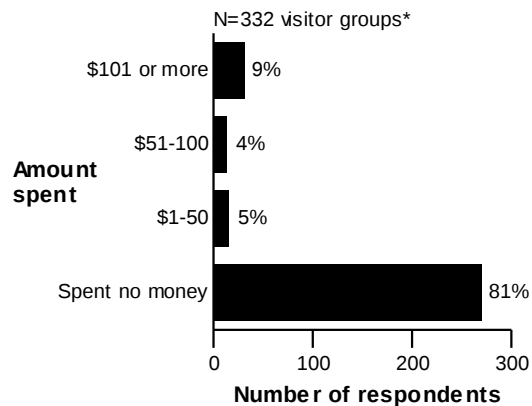


Figure 129: Expenditures for recreation and entertainment fees inside the park

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

- 44% of visitor groups spent \$1-50 on other purchases inside the park (see Figure 130).

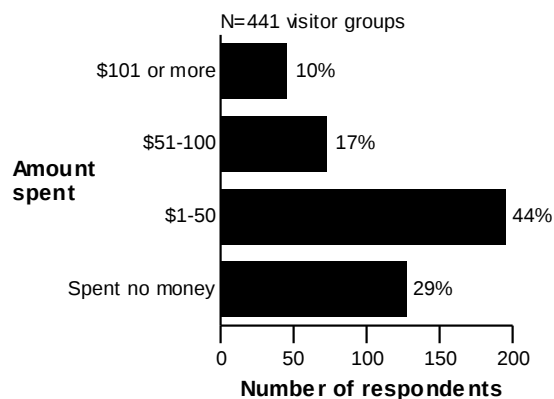


Figure 130: Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 85% of visitor groups did not donate any money inside the park (see Figure 131).
- 14% donated \$1-50.

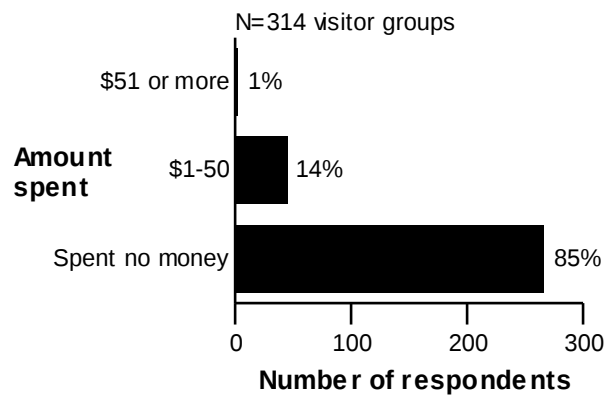


Figure 131: Expenditures for donations inside the park

*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 26b

Please list your personal group's total expenditures outside the park (within 50 miles).

Results

- 31% of visitor groups spent \$1-200 (see Figure 132).
- 33% spent \$201-600.
- 13% spent over \$1,001 or more.
- The average visitor group expenditure outside the park was \$529.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$294.
- Average total expenditure per person (per capita) was \$191.
- As shown in Figure 133, the largest proportions of total expenditures outside the park were:

49% Hotels, motels, cabins, B&B, etc.
14% Restaurants and bars
11% Other transportation expenses

See Appendix 1 for more details.

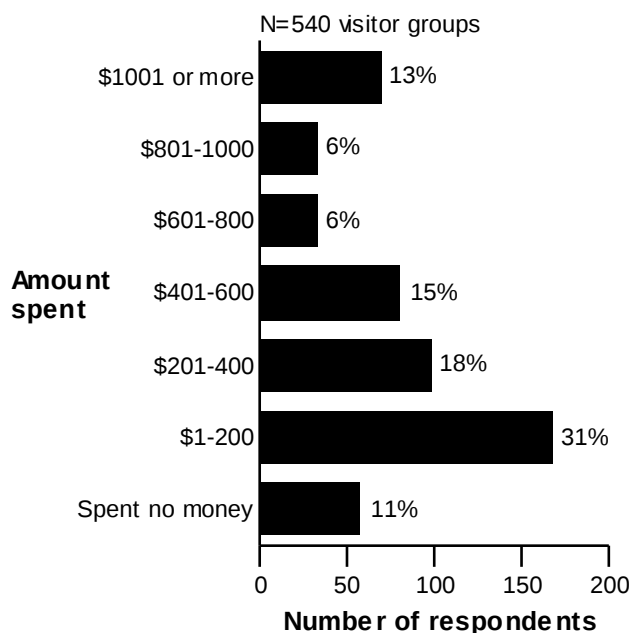


Figure 132: Total expenditures outside the park

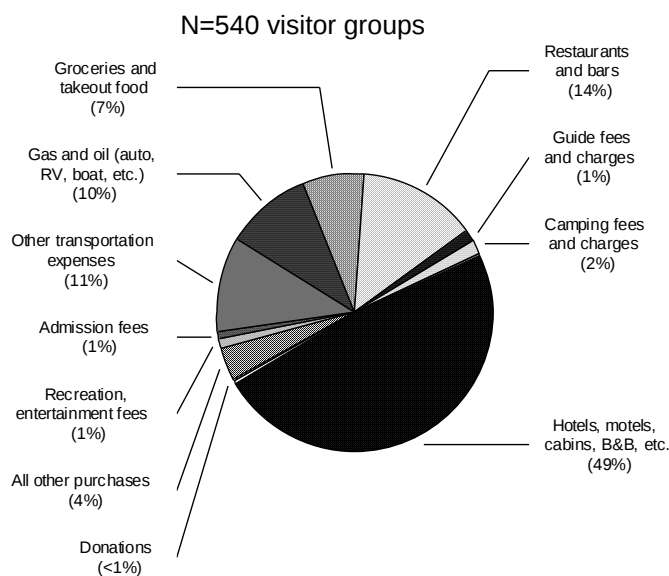


Figure 133: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Hotels, motels, cabins, B&B, etc.

- 46% spent \$1-400.
- 35% of visitor groups did not spend any money on lodging outside the park (see Figure 134).

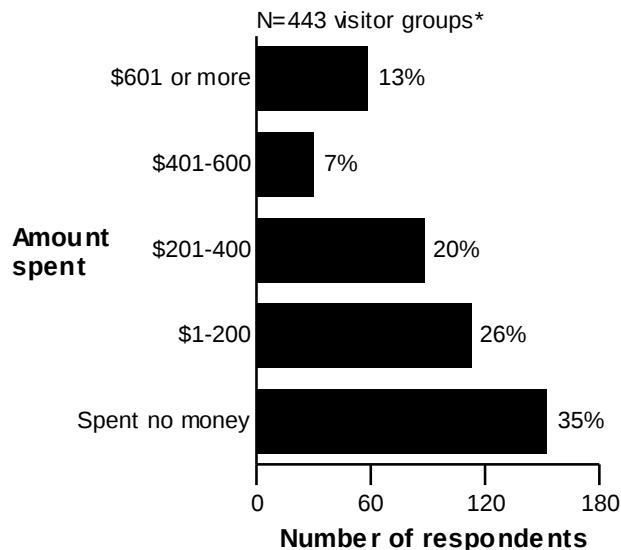


Figure 134: Expenditures for lodging outside the park

Camping fees and charges

- 84% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 135).
- 10% spent \$1-100.

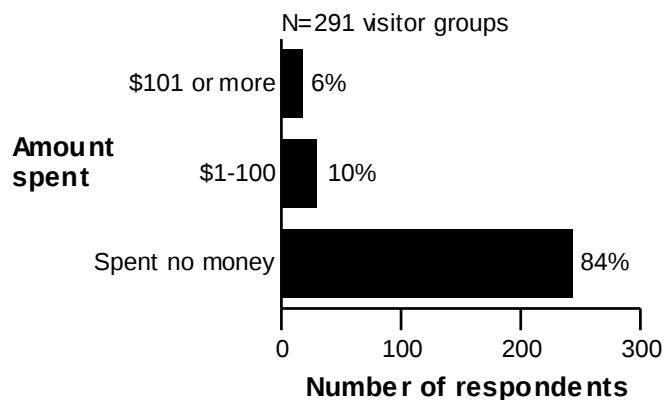


Figure 135: Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guides fees and charges

- 94% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 136).

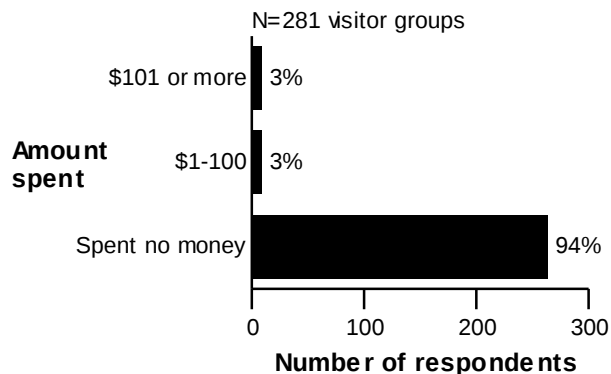


Figure 136: Expenditures for guide fees and charges outside the park

Restaurants and bars

- 43% of visitor groups spent \$1-100 on restaurants and bars outside the park (see Figure 137).
- 30% spent no money.

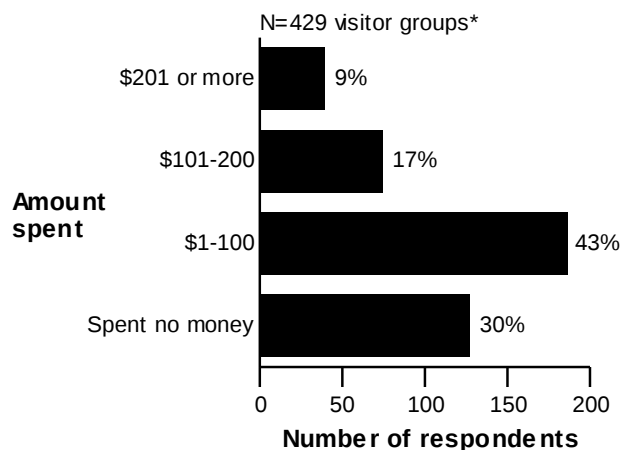


Figure 137: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 49% of visitor groups spent \$1-100 on groceries and takeout food outside the park (see Figure 138).
- 38% spent no money.

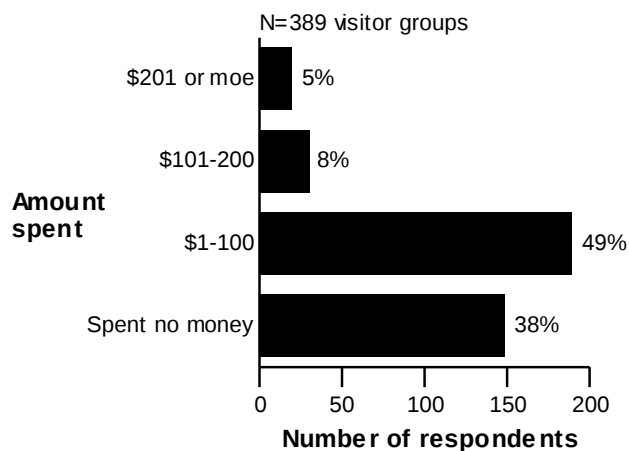


Figure 138: Expenditures for groceries and takeout food outside the park

*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.)

- 43% of visitor groups spent \$1-50 on gas and oil outside the park (see Figure 139).
- 24% spent \$51-100.

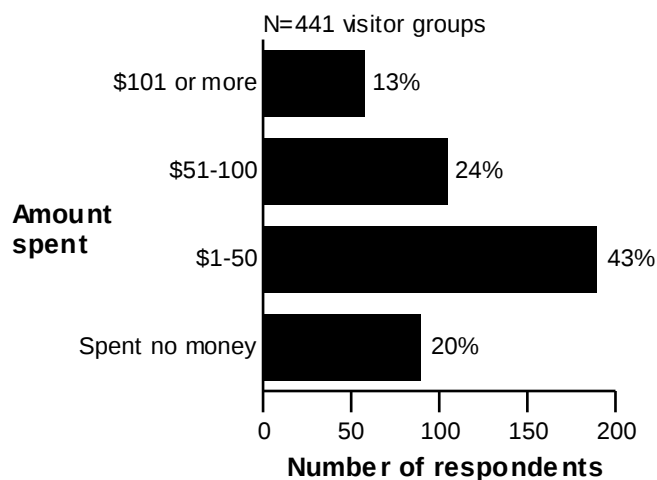


Figure 139: Expenditures for gas and oil outside the park

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

- 74% of visitor groups did not spend any money on other transportation costs outside the park (see Figure 140).
- 14% spent \$201 or more.

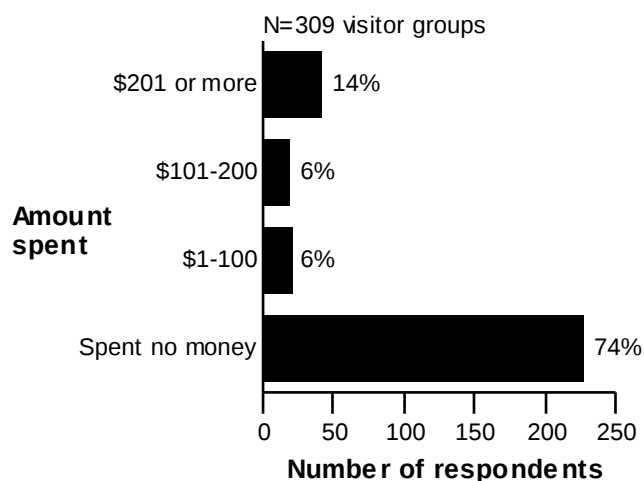


Figure 140: Expenditures for other transportation costs outside the park

*total percentages do not equal 100 due to rounding

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

Admission fees

- 79% of visitor groups did not spend any money on admission fees outside the park (see Figure 141).
- 17% spent \$1-50.

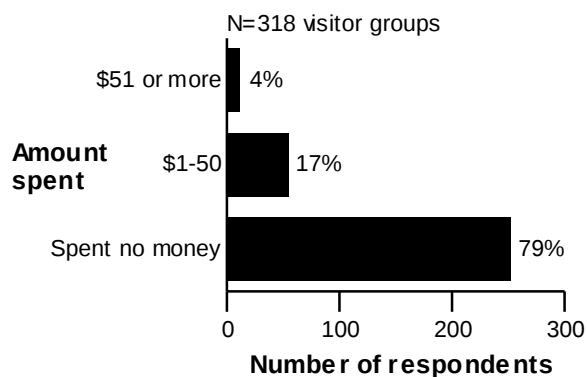


Figure 141: Expenditures for admission fees outside the park

Recreation, entertainment fees (including equipment rental)

- 91% of visitor groups did not spend any money on recreation and entertainment fees outside the park (see Figure 142).
- 6% spent \$51 or more.

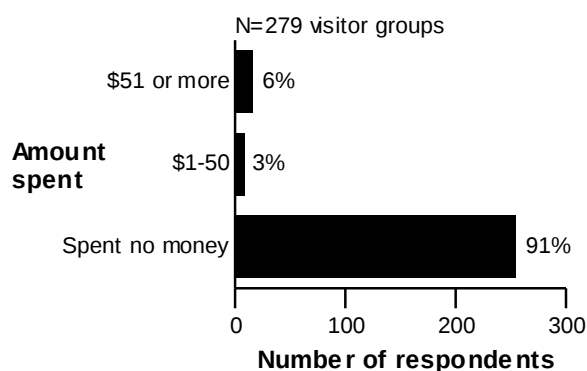


Figure 142: Expenditures for recreation and entertainment fees outside the park

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

- 65% of visitor groups did not spend any money on other purchases outside the park (see Figure 143).
- 24% spent \$1-50.

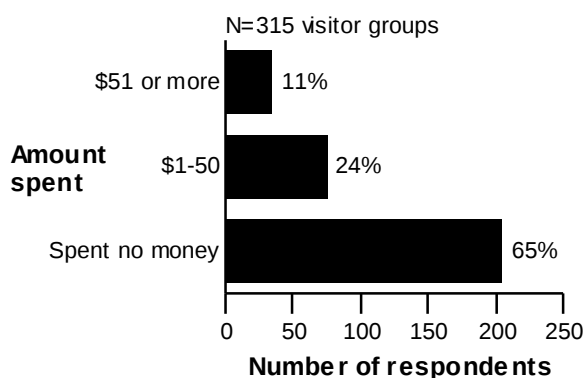


Figure 143: Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 95% of visitor groups did not donate any money outside the park (see Figure 144).

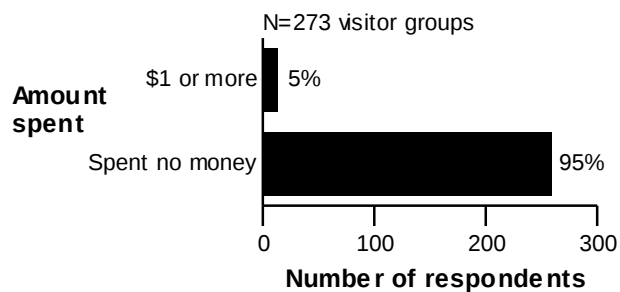


Figure 144: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

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

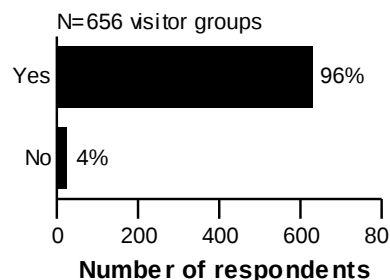
Preferences for future visit

Preferred interpretive programs/information services

Question 27

If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to learn about the park?

Interested in learning about park?



Results

- 96% of visitor groups were interested in learning about the park on a future visit (see Figure 145).

- As shown in Figure 146, the most preferred methods for learning about the park on a future visit were:

68% Printed materials
64% Park website

- Other methods (5%) were:

AM radio
Artists
Elaborate puppet shows
Emailed or posted newsletter
Guided tours
John Muir plays
Other websites
Ranger-led programs
www.yosemite.org

Figure 145: Visitor groups' interest in learning about the park on future visit

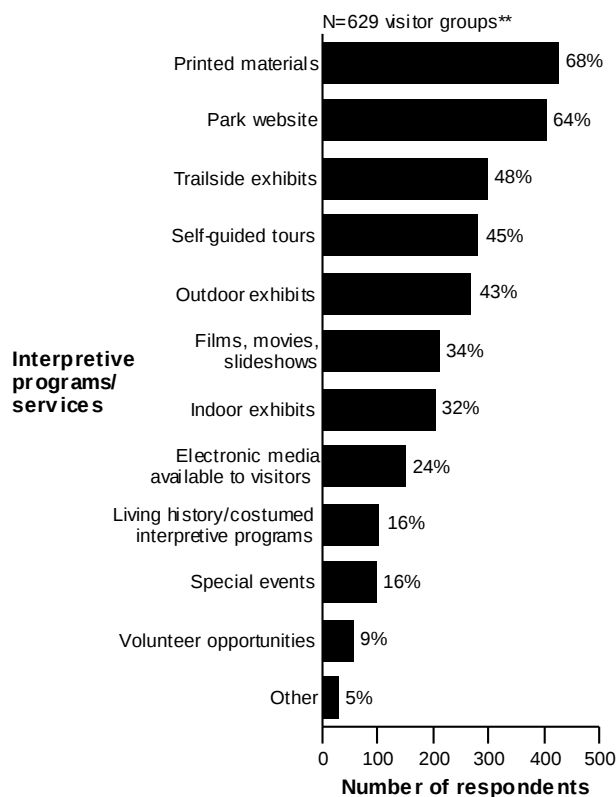


Figure 146: Preferred interpretive programs/information services

*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 25**

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

Results

- 92% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 147).
- Less than 2% rated the quality as “very poor” or “poor.”

See Appendix 1 for more details.

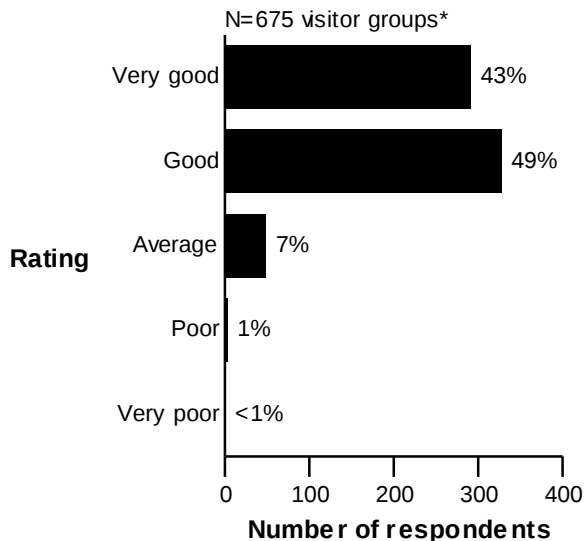


Figure 147: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

Proposals for the future

Question 28

If you were a manager planning for the future of Yosemite National Park, what would you propose? Please be specific. (open-ended)

Results

- 53% of visitor groups (N=363) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 15: Proposals for future

N=513 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	3
INTERPRETIVE SERVICES	
Add ranger-led programs	5
Improve the park website	5
Provide more information and education about animals	4
Add ranger-led hikes	3
Add podcasts/i-Pod tours	2
Create suggested itineraries	2
Provide guided tours in Spanish	2
Educate about environmental impacts	2
Educate people on wilderness camping	2
Expand youth programs	2
Improve trail maps	2
Install maps at viewpoints	2
Provide information in other languages	2
Teach younger generation to protect the park	2
Other comments	20
FACILITIES/MAINTENANCE	
Provide more parking	24
Add campgrounds/campsites	15
Provide more signs (distance/direction) on trails	13
Add showers in campgrounds	9
Improve restrooms	9
Improve the roads	7
Add signs	6

*total percentages do not equal 100 due to rounding

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

Table 15: Proposals for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Add picnic areas	4
Add recycling facilities/programs	4
Include mileage on road signs	4
Provide water for hikers	4
Add restrooms	3
Create a bike lane separate from walking paths	3
Improve access for people with disabilities	3
Improve directional signs	3
Improve traffic flow	3
Need more parking outside of park	3
Provide more information about road work	3
Add trailside toilets	2
Provide better spacing of campsites	2
Build more tent cabins	2
Do road work during shoulder seasons	2
Improve cell phone reception	2
Improve trail conditions	2
Update existing facilities	2
Widen the roads	2
Other comments	40
POLICIES/MANAGEMENT	
Limit number of cars in the park	21
Limit number of visitors each day	17
Expand the shuttle system	10
Have all vehicles park outside park and shuttle in only	7
Provide more information about shuttle system	7
Keep it natural	6
Limit commercial development	6
Continue shuttle system	5
Preserve/protect nature	5
Advertise the park more	4
Improve campground reservation system	4
Keep it a family park	4
Provide better enforcement of rules and regulations	3
Close the park to cars	3
Don't close the valley to cars	3
Keep it pure and pristine	3
Make the shuttle system more effective	3
Provide better enforcement of campground rules	3
Reduce admission fees	3
Reinstate the fire falls	3
Re-open Lower River Campground	3
Add pollution fees for bigger vehicles	2
Don't close North Pines Campground	2

Table 15: Proposals for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Don't let it become a rich person's park; allow "average" visitors	2
Ensure all campsites are utilized	2
Install cameras to stop people from littering	2
Keep Tioga Pass open year around	2
Provide entry lane for pass holders	2
Provide first-come, first-served camping	2
Raise entrance fees	2
Other comments	40
RESOURCE MANAGEMENT	
Do fewer controlled burns during summer	3
Continue controlled burns	2
Other comment	1
CONCESSIONS	
Need more lodging inside the park	11
Need more affordable lodging options	9
Improve food and food services	5
Add restaurants/grocery stores	4
Continue High Sierra camps	3
Improve reservation system for park lodging	3
Lengthen operating hours of grocery stores/restaurants	3
Add helicopter rides	2
Lower food prices	2
Refurbish Housekeeping Camp	2
Other comments	14
GENERAL COMMENTS	
Keep doing what you're doing	20
Keep everything in English	2
Other comments	2

Additional comments

Question 29

Is there anything else you and your personal group would like to tell us about your visit to Yosemite National Park? (open-ended)

Results

- 51% of visitor groups (N=352) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 16: Additional comments
N=546 comments;
some visitor groups made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers were friendly	6
Rangers were great	5
Rangers were helpful/informative	3
Rangers were rude	3
Other comments	6
INTERPRETIVE SERVICES	
Disappointed in family scavenger hunt	2
Need better maps	2
Other comments	16
FACILITIES/MAINTENANCE	
Improve cleanliness of restrooms	16
Need more parking spaces	5
Park was clean	5
Add campground showers	3
Directional signs were confusing	3
Improve trail signs	3
Disappointed to see graffiti in park	2
Improve restrooms	2
Improve the roads	2
Need more campsites/campgrounds	2
No more asphalt trails	2
Thanks for clean restrooms	2
Other comments	23
POLICIES/MANAGEMENT	
Too many people in the park	7
Liked the shuttle system	6
Shuttle system was confusing	6
Please don't overdevelop the park	5
Preserve Yosemite for future generations	5
Traffic was bad	4
Yosemite is an organized park	4

Table 16: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Prefer public/alternative transportation in the park	3
\$20 entrance price was a great value	2
Enforce noise restrictions in campgrounds	2
Keep park as authentic/pure as possible	2
Shuttle to Mariposa Grove too expensive	2
Survey too long/too difficult	2
Other comments	23
RESOURCE MANAGEMENT	
Controlled burns limited visibility	2
Good job with bear policy	2
Too much pollution	2
Other comments	7
CONCESSIONS	
Staff was friendly	9
Staff was helpful	6
Poor quality of accommodations in the park	5
Improve reservation system for lodging	3
Need more restaurant/food options	3
Staff was great	3
Food too expensive	2
Gas too expensive in the park	2
Need more accommodations in or near park	2
Prices in the park too expensive	2
Staff was rude	2
Other comments	23
GENERAL COMMENTS	
Enjoyed visit	77
Beautiful park	46
Thank you	34
Will/want to return	28
Love the park	26
It is a wonderful park	15
Family has been going to Yosemite for years	7
Keep up the good work	6
Needed more time to explore the park	5
Love Tuolumne Meadows area	4
Keep it the way it is	3
Park lived up to expectations	3
Yosemite is a national/world treasure	3
A great family time	2
Great hiking	2
Other comments	24

Appendix 1: Descriptive Statistics

Table 17 shows the mean, median, and standard deviation of selected variables presented in the report.

Table 17: Mean/median/standard deviation of selected variables					
Question number	Description	N	Mean	Median	Standard deviation
4AA	Time spent in the park: Hours	288	7.22	6.75	4.84
4AB	Time spent in the park: Days	388	3.9	3	10.2
4BA	Time spent in the area: Hours	172	7.03	6	6
4BB	Time spent in the area: Days	461	4.63	3	19.3
7C	Number of entries	638	2.03	1	1.67
8BA	Nights stayed in the park	169	3	2	2.13
8BB	Nights stayed outside park within 50 miles	298	2.69	2	2.09
10B	Value received from entrance fee	677	4.45	5	0.78
11B	Number of vehicles	624	1.34	1	1.16
15BA	Importance of visitor services used: Directional signs (in park)	560	4.35	5	0.83
15BB	Importance of visitor services used: Directional signs (outside park)	391	4.13	4	0.92
15BC	Importance of visitor services used: Roads	569	4.53	5	0.68
15BD	Importance of visitor services used: Trails	412	4.47	5	0.75
15BE	Importance of visitor services used: Restrooms	535	4.48	5	0.78
15BF	Importance of visitor services used: Campgrounds	111	4.53	5	0.71
15BG	Importance of visitor services used: Picnic areas	156	3.72	4	1.03
15BH	Importance of visitor services used: Trash collection	321	4.22	4	0.95

Table 17: Mean/median/standard deviation of selected variables
(continued)

Question number	Description	N	Mean	Median	Standard deviation
15BI	Importance of visitor services used: Recycling	252	4.21	5	0.97
15BJ	Importance of visitor services used: Parking	508	4.39	5	0.79
15BK	Importance of visitor services used: In-park lodging	99	4.35	5	0.84
15BL	Importance of visitor services used: In-park restaurants	262	3.81	4	1.06
15BM	Importance of visitor services used: Items purchased in gift shop	261	3.01	3	1.07
15BN	Importance of visitor services used: Access for disabled persons	29	4.55	5	0.74
15CA	Quality of visitor services used: Directional signs (in park)	555	4.1	4	0.9
15CB	Quality of visitor services used: Directional signs (outside park)	389	4.07	4	0.82
15CC	Quality of visitor services used: Roads	565	4.16	4	0.79
15CD	Quality of visitor services used: Trails	408	4.27	4	0.75
15CE	Quality of visitor services used: Restrooms	532	3.4	3	1.08
15CF	Quality of visitor services used: Campgrounds	109	3.81	4	0.95
15CG	Quality of visitor services used: Picnic areas	157	3.96	4	0.77
15CH	Quality of visitor services used: Trash collection	320	4.16	4	0.83
15CI	Quality of visitor services used: Recycling	247	4.11	4	0.9
15CJ	Quality of visitor services used: Parking	506	3.64	4	1
15CK	Quality of visitor services used: In-park lodging	98	3.87	4	1.04

Table 17: Mean/median/standard deviation of selected variables
(continued)

Question number	Description	N	Mean	Median	Standard deviation
15CL	Quality of visitor services used: In-park restaurants	264	3.7	4	0.96
15CM	Quality of visitor services used: Items purchased in gift shop	260	3.85	4	0.81
15CN	Quality of visitor services used: Access for disabled persons	28	3.5	4	1.2
17BA	Importance of info. services used: Park brochure/map	515	4.28	4	0.86
17BB	Importance of info. services used: Yosemite Guide	435	4.1	4	0.93
17BC	Importance of info. services used: Trail guides	200	4.48	5	0.75
17BD	Importance of info. services used: Items purchased in visitor center bookstore	134	3.31	3	0.98
17BE	Importance of info. services used: Assistance from park staff	242	4.19	4	0.8
17BF	Importance of info. services used: Ranger-led walks/talks	56	4.02	4	1
17BG	Importance of info. services used: Ranger-led campground programs	24	3.83	4	1.05
17BH	Importance of info. services used: Junior Ranger program	15	4.07	4	0.88
17BI	Importance of info. services used: Indoor exhibits	138	3.46	3	0.98
17BJ	Importance of info. services used: Outdoor exhibits	156	3.76	4	0.92
17BK	Importance of info. services used: Trailside exhibits	179	3.72	4	0.97
17BL	Importance of info. services used: Yosemite Valley loop shuttle bus service	265	4.33	5	0.85

Table 17: Mean/median/standard deviation of selected variables
(continued)

Question number	Description	N	Mean	Median	Standard deviation
17BM	Importance of info. services used: Yosemite National Park website	238	4.29	5	0.86
17CA	Quality of info. services used: Park brochure/map	516	4.25	4	0.77
17CB	Quality of info. services used: Yosemite Guide	433	4.24	4	0.76
17CC	Quality of info. services used: Trail guides	199	4.05	4	0.96
17CD	Quality of info. services used: Items purchased in visitor center bookstore	136	3.84	4	0.8
17CE	Quality of info. services used: Assistance from park staff	244	4.37	5	0.77
17CF	Quality of info. services used: Ranger-led walks/talks	56	4.55	5	0.71
17CG	Quality of info. services used: Ranger-led campground programs	25	4.48	5	0.65
17CH	Quality of info. services used: Junior Ranger program	16	4.56	5	0.63
17CI	Quality of info. services used: Indoor exhibits	139	4.12	4	0.72
17CJ	Quality of info. services used: Outdoor exhibits	159	3.93	4	0.83
17CK	Quality of info. services used: Trailside exhibits	181	4.08	4	0.73
17CL	Quality of info. services used: Yosemite Valley loop shuttle bus service	266	4.43	5	0.77
17CM	Quality of info. services used: Yosemite National Park website	237	4.14	4	0.82
19E	Number in organized group	69	34.7	25	40.8
20B	Number in personal group	665	4.49	3	5.52

Table 17: Mean/median/standard deviation of selected variables
(continued)

Question number	Description	N	Mean	Median	Standard deviation
20C	People per vehicle	603	3.36	3	2.53
21AA	Current age: Respondent	685	47.5	48	13.7
21CA	Visits past 12 months: Respondent	685	1.53	1	2.15
21DA	Visits lifetime: Respondent	685	12.5	1	65.6
25	Overall quality of services/facilities/opportunities	675	4.33	4	0.68
26AA	Expenditures inside park: Hotels, motels, cabin, B&B, etc.	373	306	0	1442
26AB	Expenditures inside park: Camping fees & charges	351	37.9	0	105
26AC	Expenditures inside park: Guide fees and charges	313	32.2	0	226
26AD	Expenditures inside park: Restaurants and bars	449	130	30	775
26AE	Expenditures inside park: Groceries and takeout food	424	34.4	15	60.9
26AF	Expenditures inside park: Gas and oil	369	25.9	0	52.7
26AG	Expenditures inside park: Other transportation expenses	299	10.4	0	55.8
26AH	Expenditures inside park: Admission fees	502	25.5	20	43.9
26AI	Expenditures inside park: Recreation, entertainment fees	332	26.6	0	80.3
26AJ	Expenditures inside park: All other purchases	441	59.5	25	126
26AK	Expenditures inside park: Donations	314	2.16	0	10.2
26BA	Expenditures outside park: Hotels, motels, cabins, B&B, etc.	443	313	160	621
26BB	Expenditures outside park: Camping fees and charges	291	16.7	0	55.3

Table 17: Mean/median/standard deviation of selected variables
(continued)

Question number	Description	N	Mean	Median	Standard deviation
26BC	Expenditures outside park: Guide fees and charges	281	14.4	0	82.1
26BD	Expenditures outside park: Restaurants and bars	429	92.5	50	155
26BE	Expenditures outside park: Groceries and takeout food	389	53.8	20	92.2
26BF	Expenditures outside park: Gas and oil	441	64	40	84
26BG	Expenditures outside park: Other transportation expenses	309	103	0	280
26BH	Expenditures outside park: Admission fees	318	7.43	0	21.4
26BI	Expenditures outside park: Recreation, entertainment fees	279	11.3	0	53.6
26BJ	Expenditures outside park: All other purchases	315	35	0	145
26BK	Expenditures outside park: Donations	273	2.23	0	21.8
26CA	Number of adults covered by expenditures	622	3.04	2	3.65
26CB	Number of children covered by expenditures	596	1.19	0	2.4

Appendix 2: The Questionnaire

Appendix 3: Additional Analysis

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
Website: <http://www.psu.uidaho.edu>

Appendix 4: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Fillion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In our visitor study, visitors' satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1st replacement, the second wave is between 1st and 2nd replacement and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in age, distance of travel to the park, and overall quality rating scores among different mailing waves.

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

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

1. Respondents of different mailing waves have the same average age.
2. On average respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves have the same average satisfaction scores.

Table 3 show no significant difference in age, travel distance, and overall quality rating. The non-response bias is thus judged to be insignificant.

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Appendix 5: Visitor Services Project Publications

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

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

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

1989 (continued)

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

1990

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

1991

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

1992

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

Visitor Services Project Publications (continued)**1993**

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

1994

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

1995

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

1996

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

1996 (continued)

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

1997

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

1998

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

1999

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

Visitor Services Project Publications (continued)**2000**

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

2001

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

2002

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

2003

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

2003 continued

- 151. Mojave National Preserve (fall)

2004

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

2005

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

2006

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

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (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)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historic Park
- 214. Klondike Gold Rush National Historic Site
- 215. Yosemite National Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: 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.

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